

Frank

Twilight Year Gents (D18)

Frank
 Age 66+
 Married/Single
 Retired

Retired men with some pension provision and limited exercise opportunities

3.5% of adults, 7.1% of adult males, 22.3% of Group D



Frank

Frank is 69 and lives with his wife in a small bungalow. Having put money into a private pension during his years working as a sales manager, Frank has a reasonable income, and though he can't afford luxuries he enjoys a flutter on the horses, the odd scratch card and spoiling the grandchildren.

Frank spends most of his days watching TV or having a pint at his local. He enjoys playing snooker there, and has taken part in mini tournaments occasionally. At weekends he may take his grandson fishing, but he's not sure for how much longer he'll be able to - his eyesight is getting worse and he won't be able to drive for much longer.

Frank is not particularly health conscious, enjoying hearty traditional meals and a good pint at his local. He is also likely to smoke.

What Frank likes to do

- Medium participation compared to his Peer Group. Enjoys both individual activities and social activities (See Fig. 2).
- Likely to be part of a sports or social club that does physical recreation (See Fig. 3).
- Main motivation is to meet friends and because they just enjoy it. Improved transport and cheaper accommodation would encourage more participation (See Figs 4 and 5).
- Those who don't participate struggle with their health (See Fig. 6).



Sports that appeal to Frank

Bowls	Snooker
Golf	Walking
Darts	Fishing
Pool	Swimming

Social Activities

Frank has limited participation in arts activities, having not been particularly encouraged in his early years. However, he does enjoy visiting heritage sites and museums when given the opportunity.

Media and Communications

Frank is a heavy TV viewer enjoying a variety of programmes, but especially live sports coverage. He doesn't have access to the internet, nor a mobile phone, but is quite happy to ring family on his landline.

Frank enjoys reading a newspaper most days, with a preference for the Daily Mail or Express.

Towns such as

Eastbourne
 Bognor Regis
 Skegness
 Colchester
 Bishop Auckland



Similar to/ lives near
C19 Elsie
C17 Ralph and Phyllis

Frank

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Figure 2: Activity Participation Rates

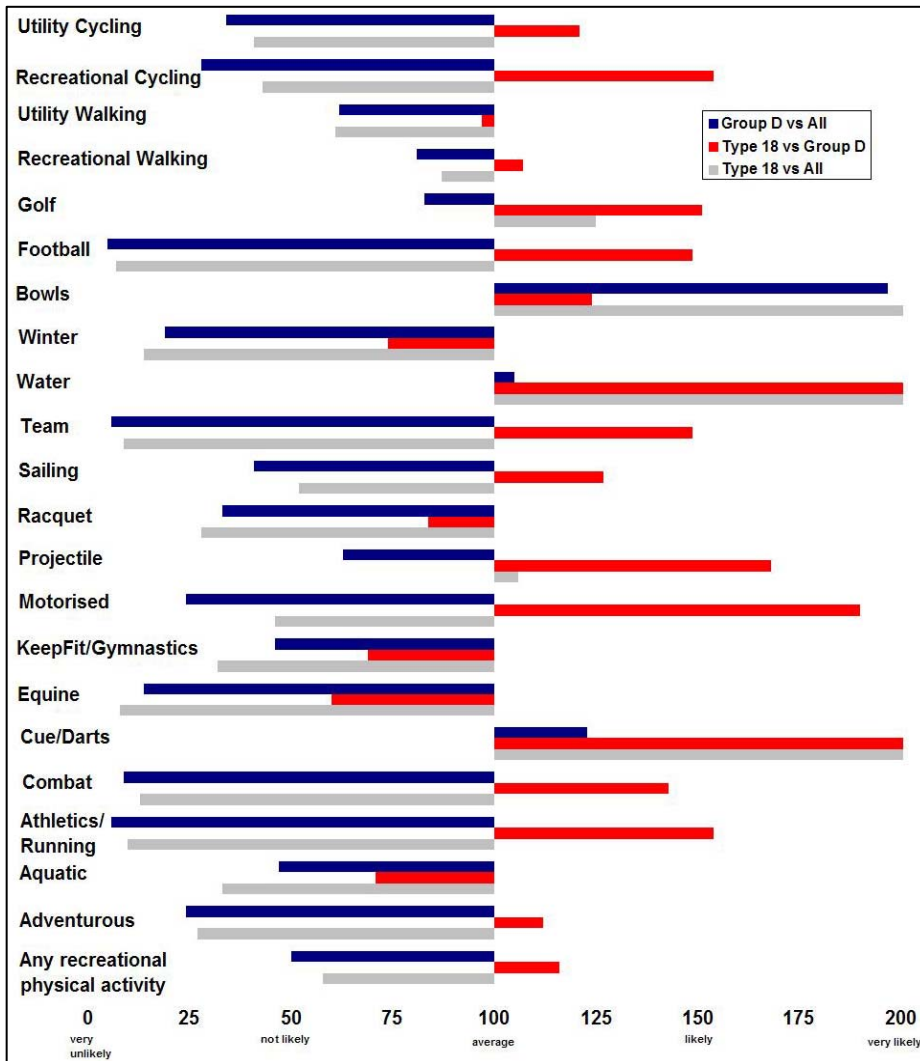
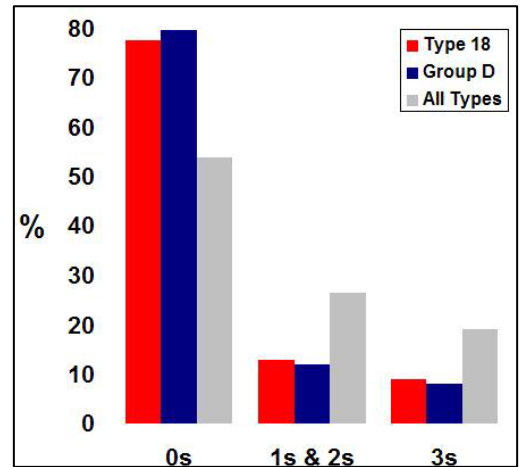


Figure 1: Number of days participating (for at least 30 minutes moderate intensity) in the last week



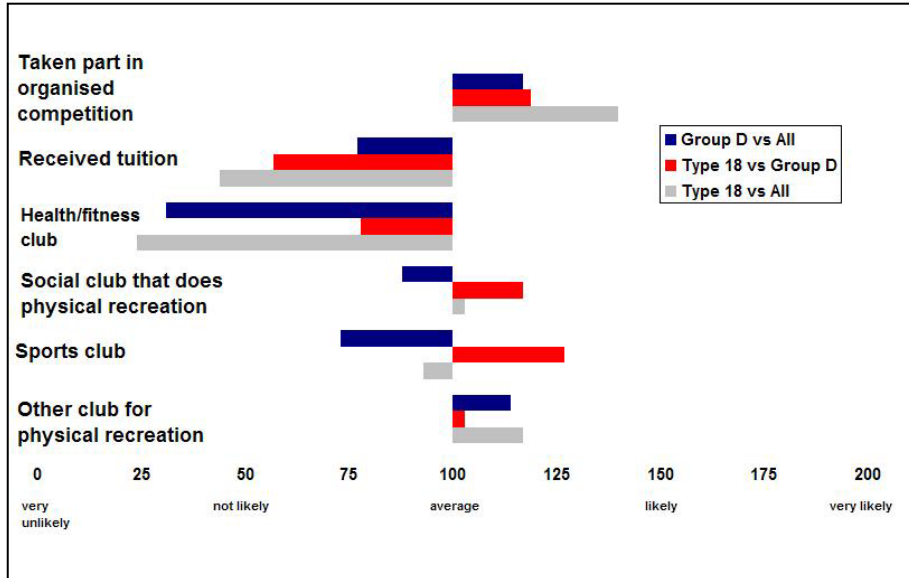
Segments and Groups

The 19 segments sit within four Groups (A to D) based on age. Segments A01 to A04 comprise Group A, which is primarily 18-25 year olds; Group B, 26-45 year olds; Group C, 46-65 year olds; and Group D which comprises segments D17, D18 and D19, and are made up of those aged over 65 years. Within each of the 4 Groups and 19 segments there are clear differences in terms of lifestyle, affluence and participation rates. It is therefore useful to both compare an individual segment with other segments within its peer group (Groups A to D) and to compare a segment referenced against the total population.

Index Values

The index value is a relative measure that compares segment characteristics against those found in the population as a whole and those found in its relevant peer group. An index of 100 shows average representation; above 100 shows over-representation; below 100 shows under-representation. For example, Segment D18 is more likely to play cue sports and darts than the population so the index is above 100. Similarly D18 is less likely to take part in winter sports so the index is below 100.

Figure 3: Clubs and Organised Competition



How to read the graphs

The blue bar shows the index value for the peer group that the segment is within compared to the total population. The red bar shows the index for the segment compared to its peer group and indicates whether the segment is more or less likely than other segments in its peer group to have certain characteristics. The grey bar shows the index for the segment compared to the total population and whether the segment is more or less likely than the total population to possess that characteristic. For example Figure 3 shows that Peer Group D is less likely than the total population to be a member of a health/fitness club (blue bar). Segment D18 is more likely than its peer group to take part in organised competition (red bar). Segment D18 is also more likely than the total population to take part in organised competition (grey bar).

Figure 4: Reasons for doing sport

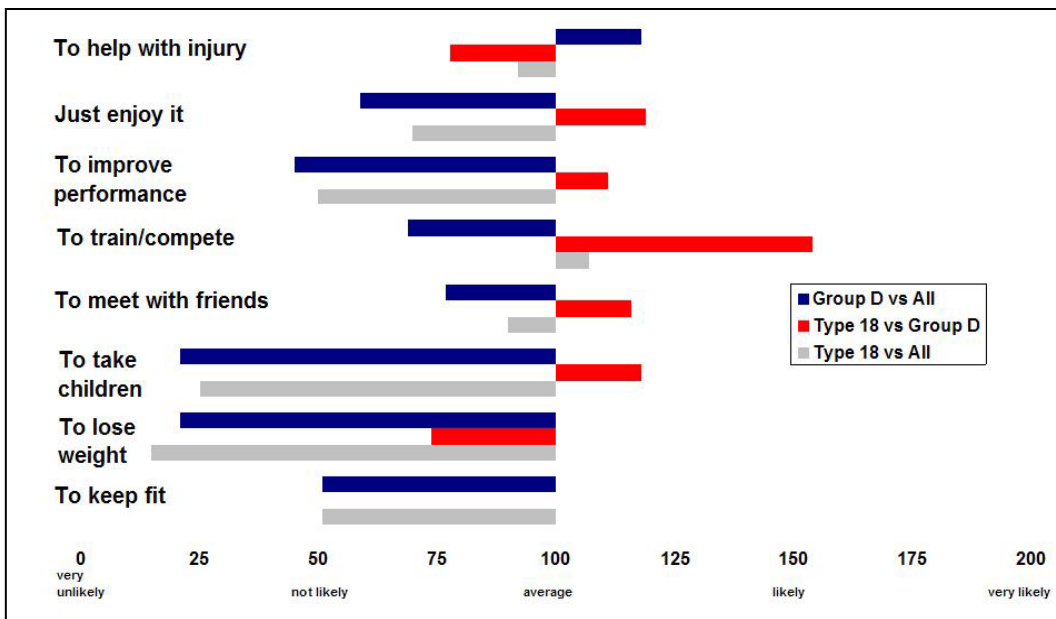


Figure 5: For those that want to, what would encourage them to do more sport

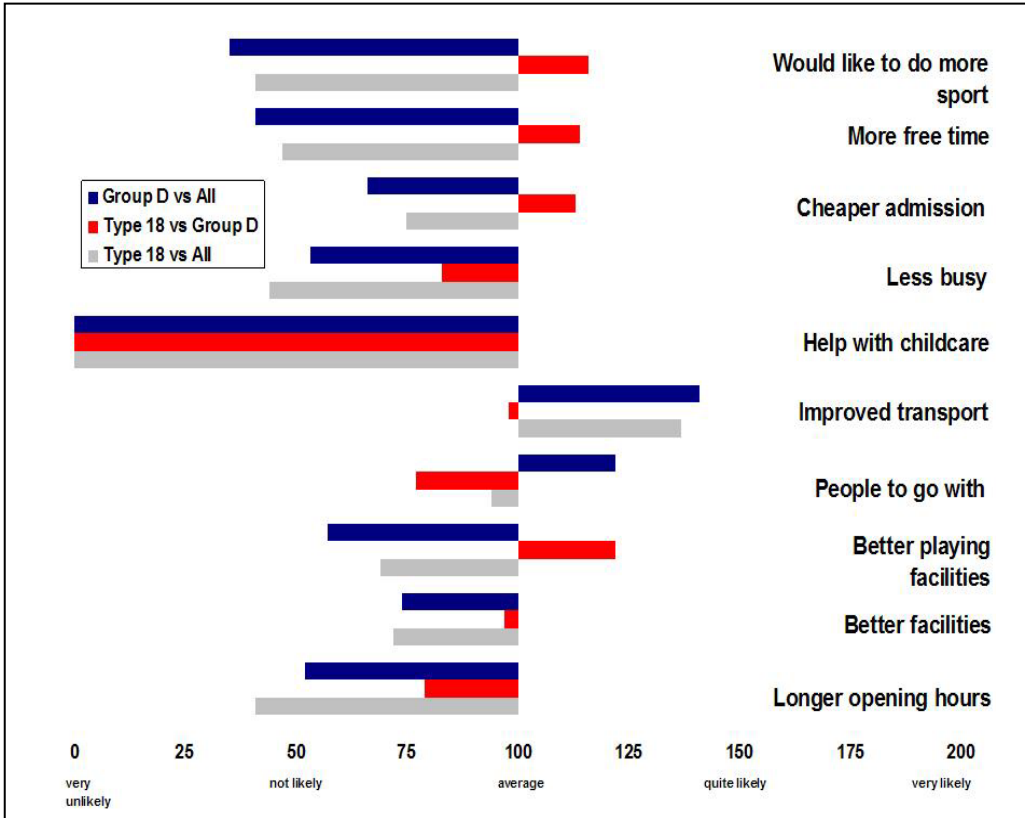
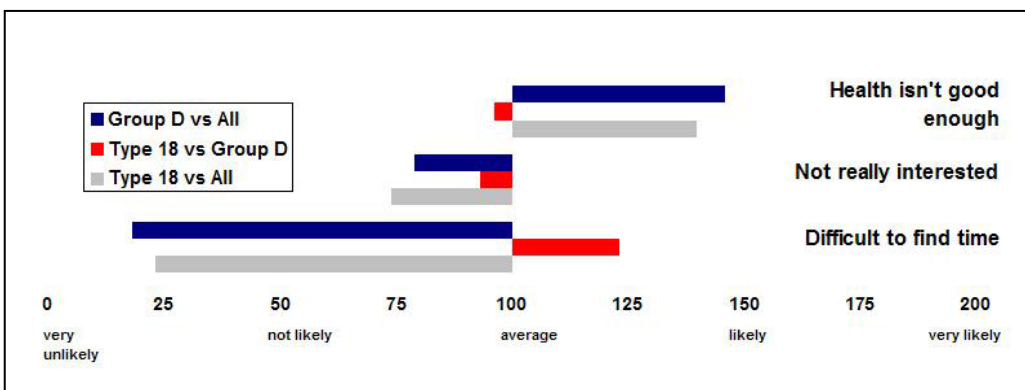


Figure 6: Reasons for not participating (those that have not participated in the last 12 months)



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How to reach Frank



Channel Preferences

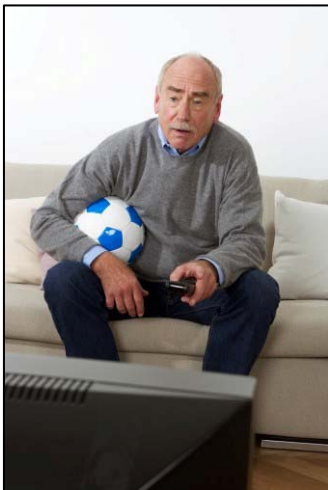
TV/RADIO

Frank is a heavy TV viewer who enjoys watching live sport, old films and classic comedies. He notices TV advertising and is influenced by this and programme sponsorship. He is a very light radio listener.



INTERNET

Frank does not have access to the internet at home, in fact he is very nervous of computers. He would not seek out services in the library, and hence would not be reached by internet advertising.



POSTERS/DIRECT MAIL/NEWSPAPER

Frank enjoys reading a newspaper most days, with a preference for the Daily Mail or Express. He has an accepting decision making style, so prefers communications that are simple, clear and would rather deal face to face than remotely. He is likely to be influenced by money off vouchers in local newspapers or posters in local stores.

TELEPHONE

Frank does not have a mobile phone, but is quite happy to ring family on his landline. However, he would not be comfortable dealing with companies on the phone, finding it an impersonal approach and worrying about security.

Newspapers and Magazines, such as...

Angling Times	Amateur Gardener
The Daily Mirror	Mail on Sunday
The Daily Express	Saga Magazine
Today's Golfer	Daily Telegraph
Puzzler	Racing Post

Tone and message...

Established	Safe & Secure
Reliable	Modest
Careful	Trustworthy
Non-technical	Unpretentious
Risk-free	Service

Brands such as...



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Further information

To find out more about Sport England and to get the latest news and information about our various initiatives and programmes, please go to: www.sportengland.org

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The 19 Segments

The Sport England classification is built primarily from the 'Taking Part' and 'Active People' surveys, and helps explain individual's motivations, attitudes, behaviour and barriers towards sport and active recreation. It is underpinned by key socio-demographic variables to ensure the segments can be geographically quantified and appended to customer records.

The clustering process has created a two-tier solution driven by key lifestyle and lifestyle identifiers such as age, affluence, marital status and parental obligations. Within these, the levels of participation and the activities undertaken vary enormously. Each segment has been described within the context of sporting activities and levels of participation. Also, through providing underlying variables pertaining for example towards attitudes, socio-demographics, health statistics and marketing communication preferences, a fully-rounded picture of each segment has been developed.

	Segment Name	Forename (s)	% Pop	% M	% F
A01	Competitive Male Urbanites	Ben	6.4	13.3	0.0
A02	Sports Team Drinkers	Jamie	5.4	11.1	0.0
A03	Fitness Class Friends	Chloe	6.9	0.0	13.4
A04	Supportive Singles	Leanne	4.7	0.0	9.1
B05	Career Focused Females	Helena	5.0	0.0	9.7
B06	Settling Down Males	Tim	9.4	19.3	0.0
B07	Stay at Home Mums	Alison	4.6	0.0	8.9
B08	Middle England Mums	Jackie	4.0	0.0	7.7
B09	Pub League Team Mates	Kev	5.8	12.0	0.0
B10	Stretched Single Mums	Paula	3.8	0.0	7.4
C11	Comfortable Mid-Life Males	Philip	7.8	16.0	0.0
C12	Empty Nest Career Ladies	Elaine	5.3	0.0	10.2
C13	Early Retirement Couples	Roger & Joy	6.2	6.2	6.3
C14	Older Working Women	Brenda	4.0	0.0	7.6
C15	Local 'Old Boys'	Terry	3.4	7.0	0.0
C16	Later Life Ladies	Norma	2.0	0.0	3.6
D17	Comfortable Retired Couples	Ralph & Phyllis	3.7	5.0	2.4
D18	Twilight Year Gents	Frank	3.5	7.1	0.0
D19	Retirement Home Singles	Elsie & Arnold	8.3	2.5	13.8

For more information about the sports market segments please go to www.sportengland.org/research