

# Elsie & Arnold

## Retirement Home Singles (D19)

**Elsie Arnold**  
Age 66+  
Widowed  
Retired

Retired singles or widowers, predominantly female, living in sheltered accommodation

8.3% of adults, 13.8% of adult females, 2.5% of adult males, 53.9% of Group D



### Elsie

Elsie is 81 and lives on her own in warden-controlled sheltered accommodation. Her husband passed away three years ago and she is just about getting used to life on her own, thanks to the support of the other residents.

The sheltered housing is good for Elsie. The warden checks on her if she needs anything, and they have card mornings, dance afternoons and bingo evenings in the community lounge each week. Despite this Elsie still finds herself on her own quite a bit, and likes to fill the quiet with TV shows, particularly programmes on the War or black and white films.

Elsie can no longer drive, her cataracts got too bad. Instead she looks forward to her once a week walk to the post office to collect her pension, having a good 'natter' with the lady who works there.

### What Elsie likes to do

- Lowest participation of the Group, with health problems and disability being major inhibitors to activity (See Fig. 6).
- Those that do participate tend towards low intensity activities, such as walking, bowls or dancing (traditional ballroom) (See Fig. 2).
- Safer neighbourhoods or people to go with would encourage this segment to walk more (See Fig. 5).
- Organised, low-impact and low-intensity events would be welcomed.

### Sports that appeal to Elsie

Walking                      Bowls  
Dancing                      Low-impact exercises

### Social Activities

Elsie is keen to participate in the arts, particularly enjoying the dance afternoon in the community lounge. She loves listening to old music and having a waltz with other residents.

Elsie loves to knit, especially jumpers for her grandchildren. She has always been a keen embroiderer but struggles these days with her eyesight.

### Media and Communications

Elsie is a heavy TV viewer enjoying old films, religious programmes and quiz shows. She does not have digital, preferring mainstream channels, particularly BBC2. She likes to read newspapers, though not every day. She will probably purchase the Mirror when she collects her pension, and read the local paper which is delivered to her flat.

Elsie does not have an internet connection or mobile phone. She will use her landline to call family, but not to purchase or make enquiries.

### Towns such as

Hartlepool  
Pontefract  
Durham  
Scarborough  
West Bromwich



Similar to/ lives near  
D18 Frank  
D19 Elsie, Arnold



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Figure 2: Activity Participation Rates

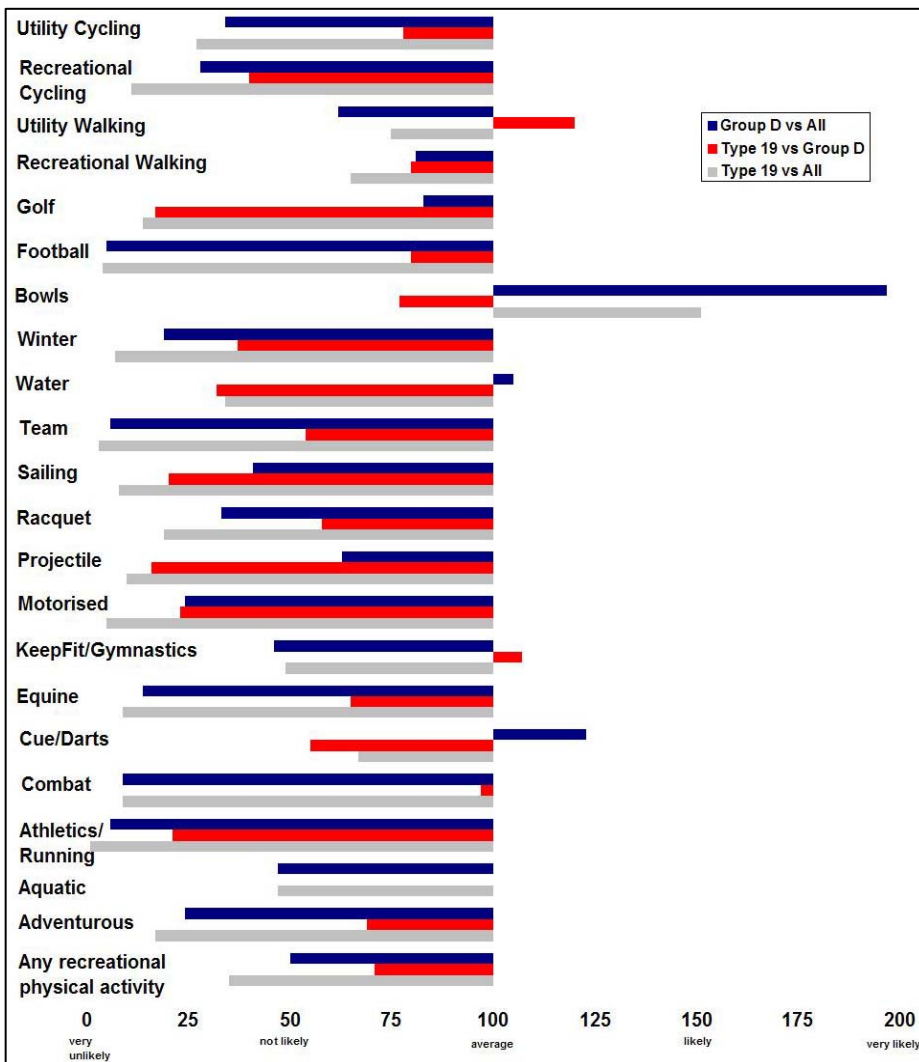
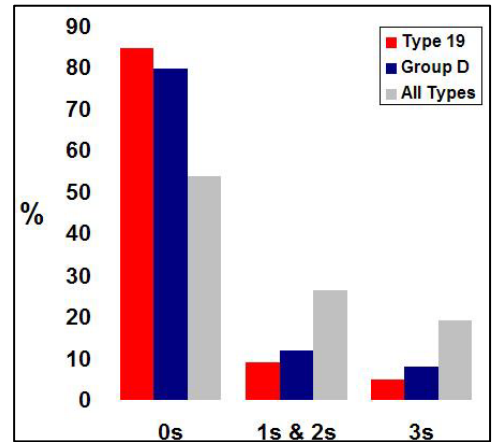


Figure 1: Number of days participating (for at least 30 minutes moderate intensity) in the last week



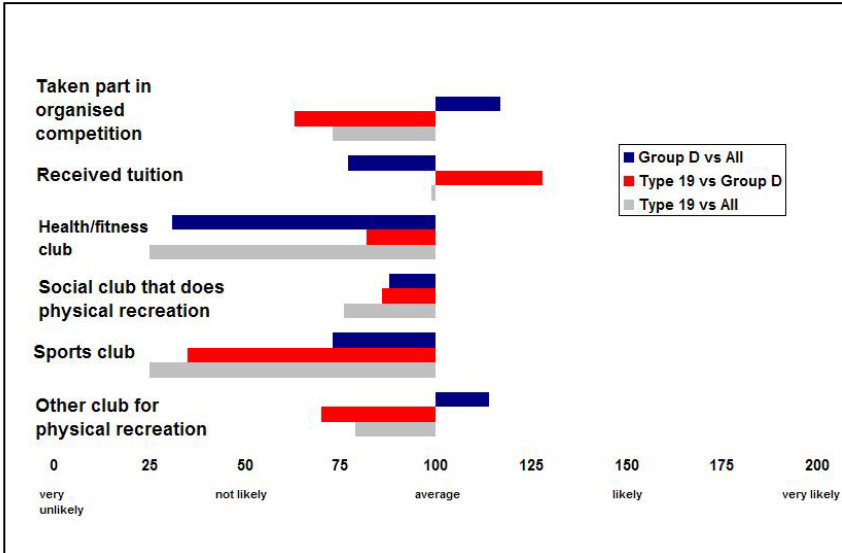
### Segments and Groups

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 D19 is more likely to do utility walking than the population so the index is above 100. Similarly D19 is less likely to take part in recreational cycling 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 D19 is more likely than its peer group to have received tuition (red bar). Segment D19 is also more likely than the total population to take part in sport to help with injury, see Fig. 4 (grey bar).

**Figure 4: Reasons for doing sport**

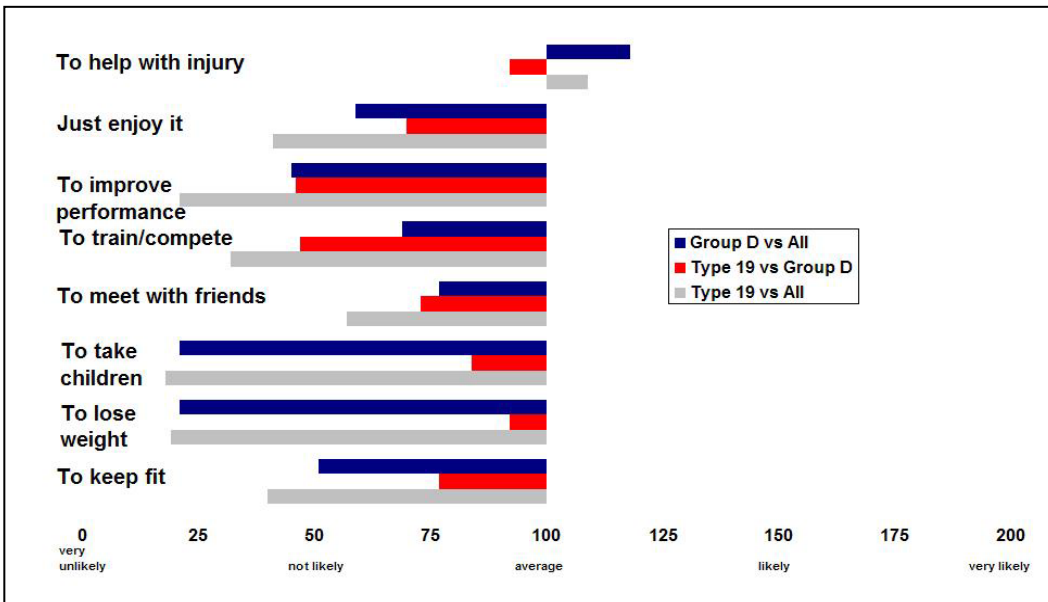


Figure 5: For those that want to, what would encourage them to do more sport

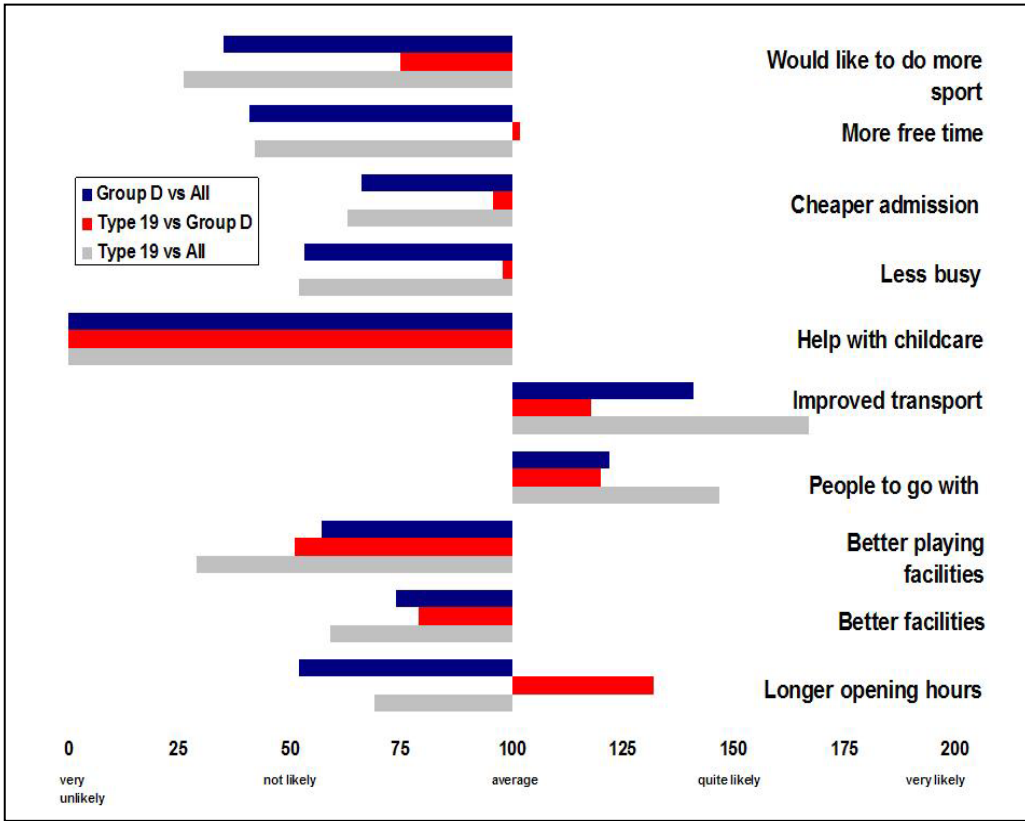
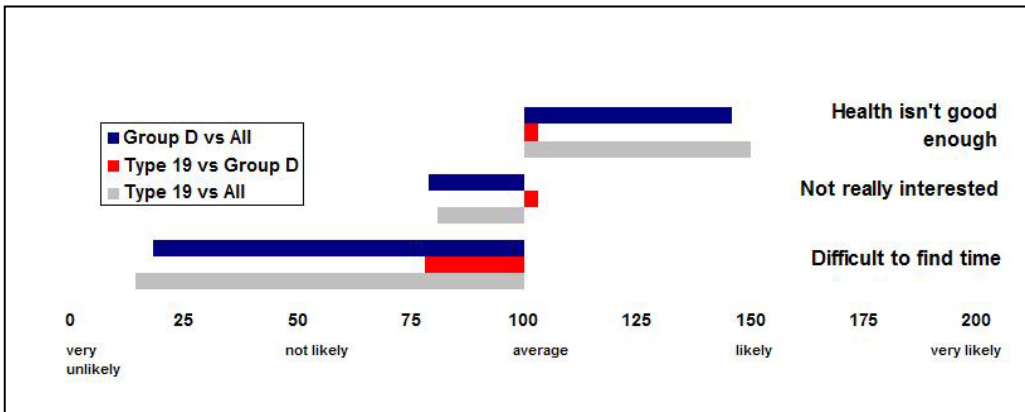


Figure 6: Reasons for not participating (those that have not participated in the last 12 months)



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### How to reach Elsie and Arnold



#### Channel Preferences

##### TV/RADIO

Elsie and Arnold are heavy TV viewers of quiz shows, religious programmes and old films. They are unlikely to be influenced by TV advertising or programme sponsorship, and tend to have a cynical view of it.

##### INTERNET

Elsie and Arnold do not have access to the internet, nor use a computer.

##### POSTERS/DIRECT MAIL/NEWSPAPER

Elsie and Arnold enjoy reading newspapers and some magazines, though not every day. As intuitive and accepting decision makers they enjoy the face to face time of collecting the pension and picking up a paper. They may collect money off vouchers in local publications but are unlikely to respond to national newspaper campaigns.

##### TELEPHONE

Elsie and Arnold do not have a mobile phone, and would generally only use their landline to call family. They want to feel right about their decisions and will accept advice from others in authority or related. They would probably only use an advice line if trusted family suggested it, they worry about security and talking to strangers.



#### Newspapers and Magazines, such as...

- |                   |                   |
|-------------------|-------------------|
| Woman's Weekly    | The Daily Mirror  |
| The Sun           | TV Choice         |
| Simply Knitting   | Interweave Knits  |
| Mail on Sunday    | Bella             |
| Crossword Puzzles | Grattan Catalogue |

#### Tone and message...

- |                    |               |
|--------------------|---------------|
| Comforting         | Reliable      |
| Reassuring         | Safe & Secure |
| Community          | Friendly      |
| Traditional        | Cautious      |
| Easy to understand | Gentle        |

#### 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](http://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](http://www.sportengland.org/research)