

Ben

Competitive Male Urbanites (A01)

Male, recent graduates, with a work-hard, play-hard, drink-hard attitude

6.4% of adults, 13.3% of adult males, 27.5% of Group A



Ben
Age 18-25
Single
Graduate professional



Ben

Ben, 22, has recently graduated and is now working as a trainee accountant. Loving his single life, which is just an extension of university days, he is certainly in no hurry to settle down. His 'work-hard, play-hard, drink-hard' attitude to life sees him putting in long hours at the office, doing a lot of sport and enjoying plenty of socialising with friends.

Currently renting with ex-university friends, he is contemplating the housing ladder, but will probably move back into the parental home. Whatever he chooses, little time is spent at home as Ben works, plays and drinks hard.

Image and brand conscious, Ben tries to keep a healthy diet, but with little success. Post-work and post-exercise drinking and fast foods are almost daily regimes.

What Ben likes to do

- The most active type across the population. Team sports are particularly popular, along with other high intensity activities such as lifting weights at the gym or competitive court games (see Fig. 2).
- Technical sports such as skiing, climbing and rowing, which may require significant financial outlays, are also enjoyed (see Fig. 2).
- Motivations include improving performance and training for competition, but meeting friends is also important to them (see Fig. 4).
- Being less busy, having people to go with and better playing facilities would encourage participation, though those that don't do sport are mainly just not interested (see Fig. 5).

Sports that appeal to Ben

Rugby	Cricket
Squash	Climbing
Windsurfing	Gym
Tennis	Football

Social Activities

Ben is well educated and well informed, and is the most likely of his peers to appreciate live music, photography and graphical design, especially if combined with his thirst for the latest gadgets.

Ben is active in volunteering, often sport related or for enhancing his CV. He is also likely to be involved in coaching or tuition, inevitably linked to sport.

Media and Communications

Ben is a heavy internet user and has a high speed broadband connection at home. He uses this for sports news, personal emails, buying films and games and in recent months playing online poker.

As a medium TV viewer, Ben particularly enjoys live sports coverage and C5 programmes. He is also likely to pay for extra digital packages. Ben reads a mixture of broadsheets, weekend tabloids and lifestyle magazines.

Towns such as

Maidenhead
Putney
High Wycombe
Richmond
Wimbledon



Similar to / lives near
A03 Chloe
A01 Ben

Ben

Competitive Male Urbanites (A01)

Figure 2: Activity Participation Rates

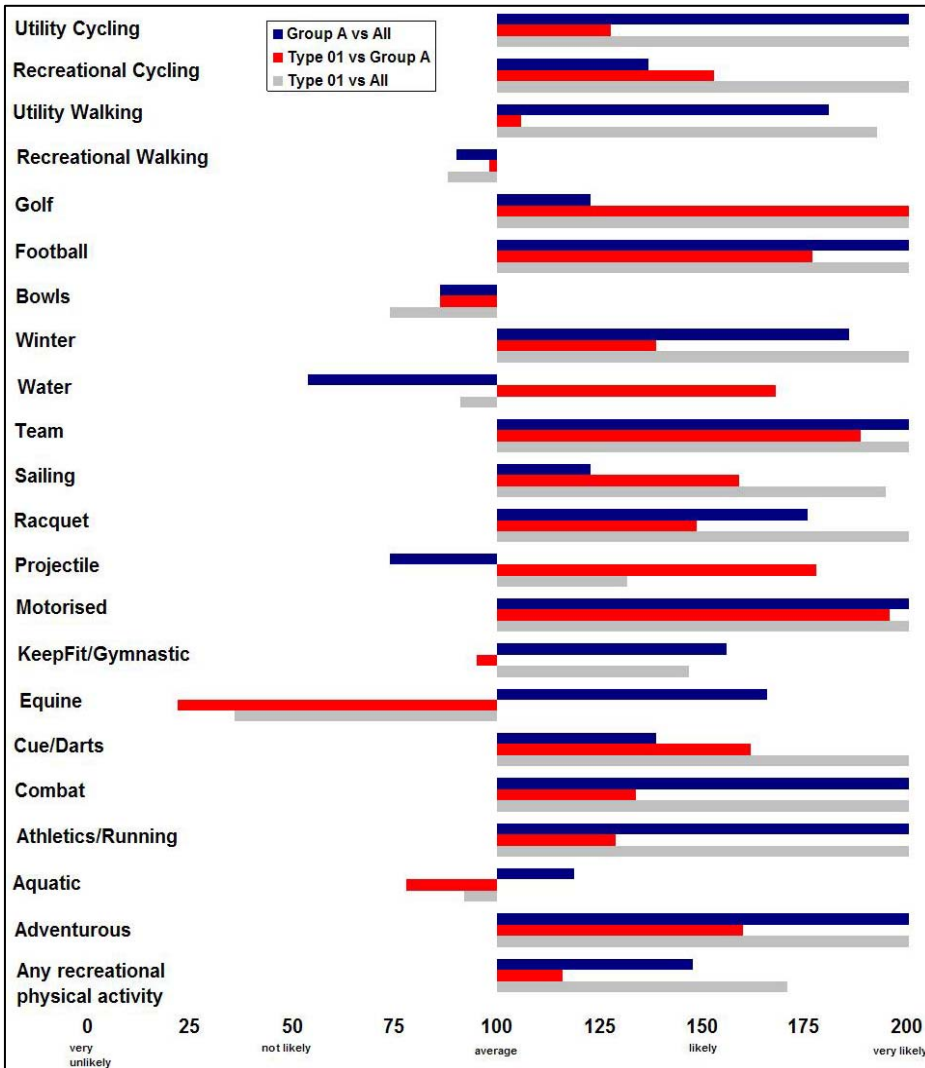
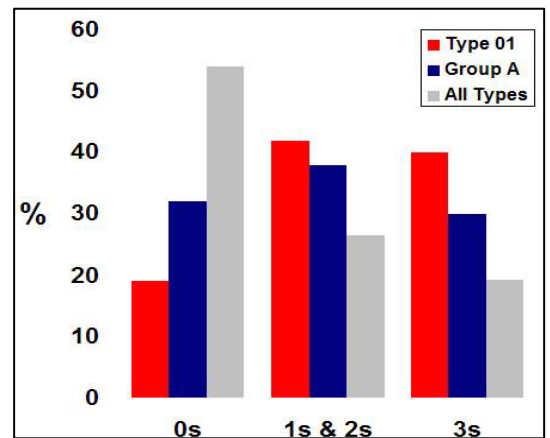


Figure 1: Number of days participating (for at least 30 minutes, moderate intensity) in the last week



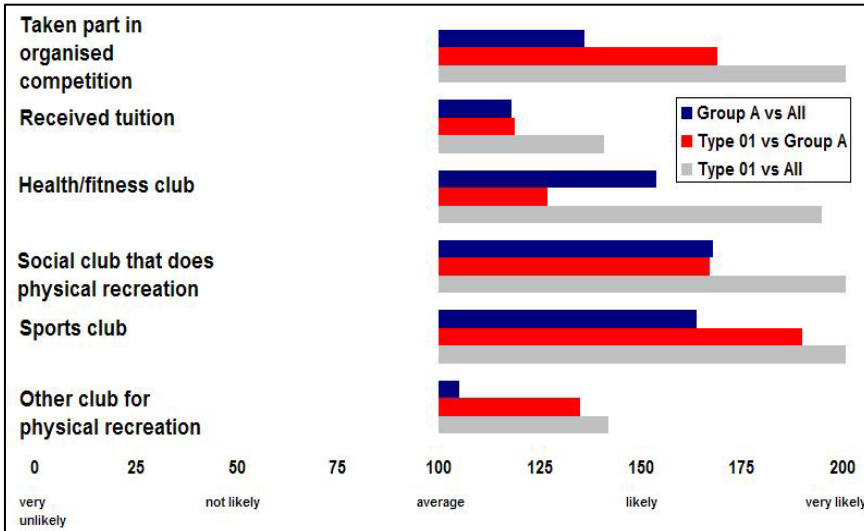
Segments and Groups

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 A01 is more likely to play football than the population so the index is above 100. Similarly A01 is less likely to take recreational walks 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 4 shows that Peer Group A is more likely than the total population to do sport to lose weight (blue bar). In comparison to its peer group though, losing weight is less likely to be a reason for doing sport (red bar). Segment A01 is also less likely than the total population to take part in sport to lose weight (grey bar).

Figure 4: Reasons for doing sport

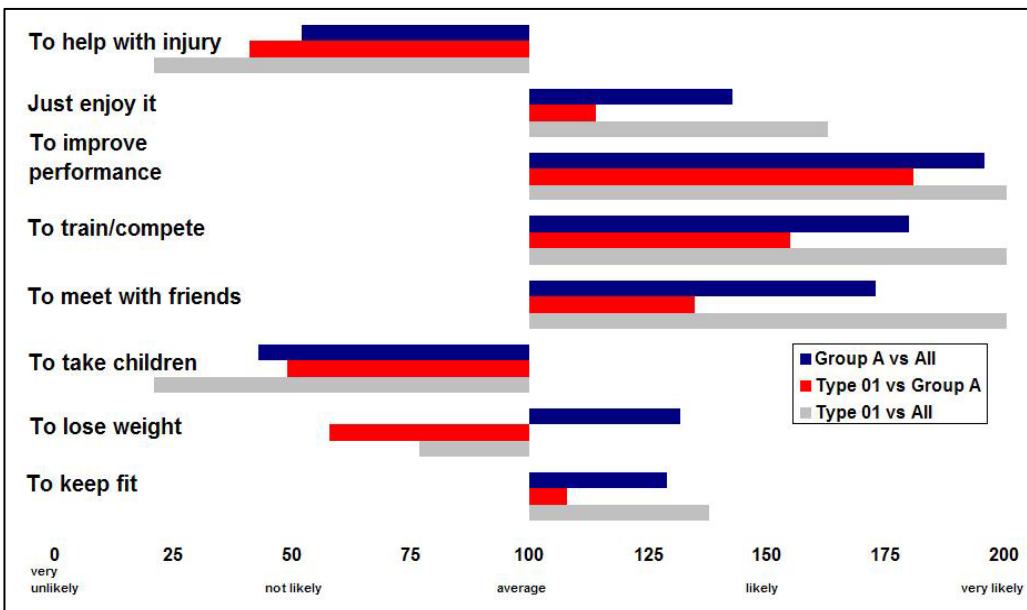


Figure 5: For those that want to, what would encourage them to do more sport

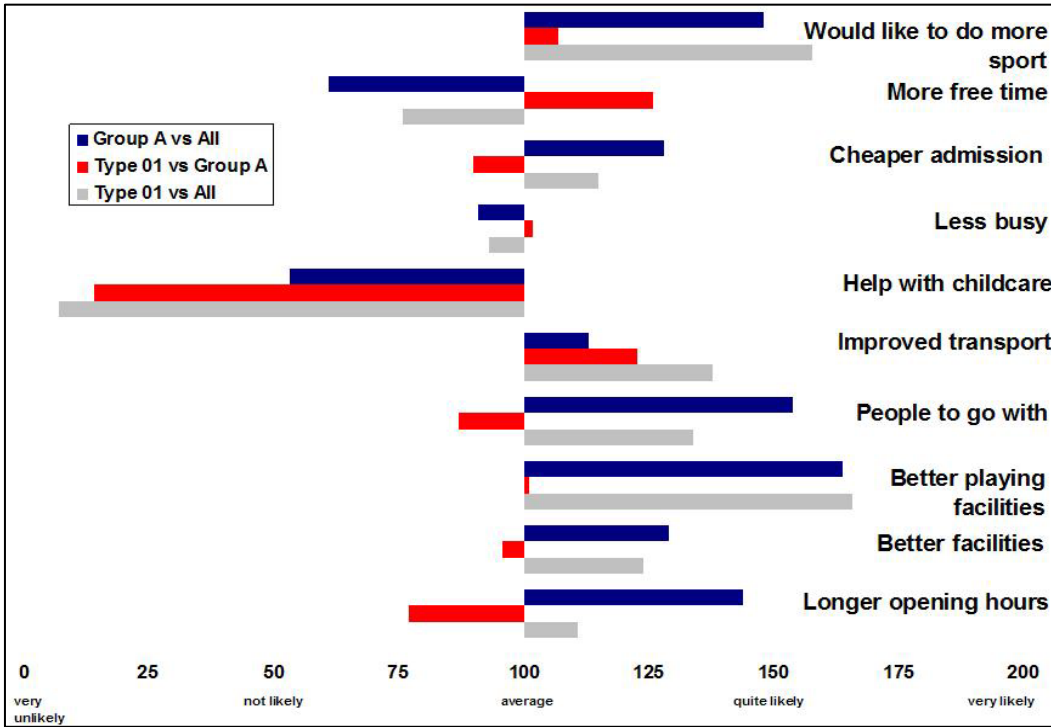
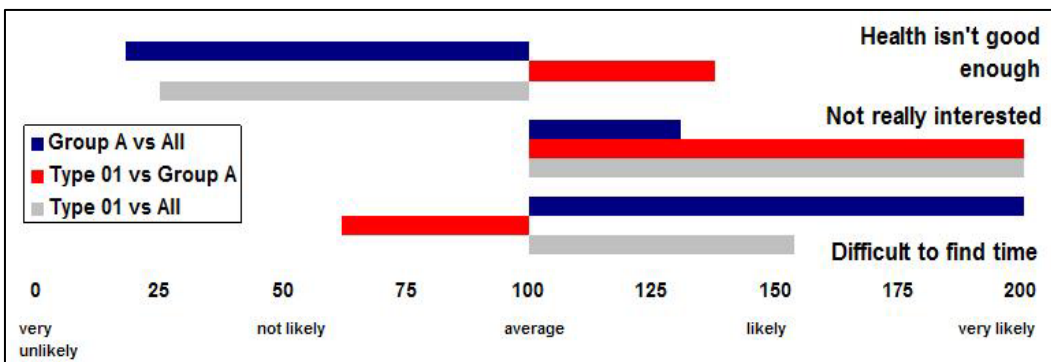


Figure 6: Reasons for not participating (those that have not participated in the last 12 months)



Ben

Competitive Male Urbanites (A01)

How to reach Ben

Ben

Age 18-25

Single

Graduate professional



Channel Preferences

TV/RADIO

Ben is a medium TV viewer, paying for extra digital packages for sport and music. He may notice and recall TV advertising and programme sponsorship. Ben is a reasonably regular radio listener. He favours national stations, again displaying a low recall of adverts and messages.

INTERNET

Ben is a heavy internet user, using it for sports news, personal emails, social networking and buying films, games and tickets. He is highly responsive to internet advertising, including targeted e-mail campaigns and eye-catching banners, and likes to express on forums. He has an experiential and inquiring decision making style, making him seek entertainment and information. He is likely to watch You-Tube and pass on viral marketing such as video clips and 'infotainment' links.

POSTERS/DIRECT MAIL/NEWSPAPER

Ben is a medium reader of newspapers and magazines, however, he does not respond to advertising in these or through direct mail.

TELEPHONE

Ben uses his mobile more than his landline. He is likely to use sms text alert and responds well to offers delivered in this way.



Newspapers and Magazines, such as...

BBC Top Gear	FHM
GQ	Arena
Men's Health	What Car?
The Independent	The Guardian
When Saturday Comes	Daily Telegraph

Tone and message...

Individual	Dynamic
Entertaining	Interactive
Humorous	Fresh
Sociable	Stylish
Innovative	Young

Brands such as...



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Further information

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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