

Jamie

Sports Team Drinkers (A02)

Jamie
 Age 18-25
 Single
 Vocational Student

Young blokes enjoying football, pints and pool
5.4% of adults, 11.1% of adult males, 22.9% of Group A



Jamie

Jamie is 20 and has just finished studying for an HND at his local college. Since finishing the course he's been unable to find a related job, he works at the local supermarket full time, but hopes to find something better soon. He lives with his parents in the family home, still very much hangs around with his school-mates.

Jamie plays football in the local youth league, and often plays computer games with mates from the team. Tight finances mean that Jamie puts a lot on his credit card. His spare cash goes on nights in the sports bar with the boys, drinking and playing late night pool. On Sundays after matches, its back to the bar to get in a few pints before the working week starts again.

Jamie isn't fussed about his health or diet. He smokes and enjoys fast food, curries and plenty of lager.

What Jamie likes to do

- Second highest participation rate of all the types; enjoy watching and playing team sports, especially football. Fitness classes are not appealing to them, but combat sports, social activities and weight training would be (See Fig. 2).
- Least likely of the Group to be a member of a health/fitness club, but is a sports club member (Fig. 3).
- Motivations for participation include improving performance and being with mates (Fig 4).
- Better sporting facilities locally would encourage this type. People to do exercise with and finding time may be barriers (Fig. 5).

Sports that appeal to Jamie

Football	Basketball
Martial Arts	Weight training
Boxing	Badminton

Social Activities

Jamie is least likely to participate in the arts compared to his peers, being not particularly interested or finances being a barrier.

If Jamie volunteers, he might help to coach or give tuition in a sport. He also enjoys watching live events.

Media and Communications

Jamie is a prolific mobile user, particularly using sms text alerts and checking out the football scores on his mobile using wap. He has a pay-as-you-go phone, rather than being tied into a monthly contract.

Jamie is a medium to heavy TV viewer, enjoying C5, interactive TV and sports packages. He also particularly enjoys internet gaming and online social messaging. Jamie reads tabloid newspapers and 'lads' magazines.

Towns such as

Hounslow
 Croydon
 Slough
 Coventry
 Leeds



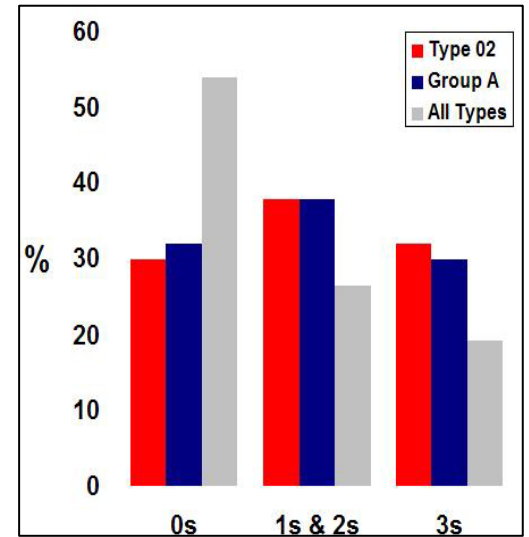
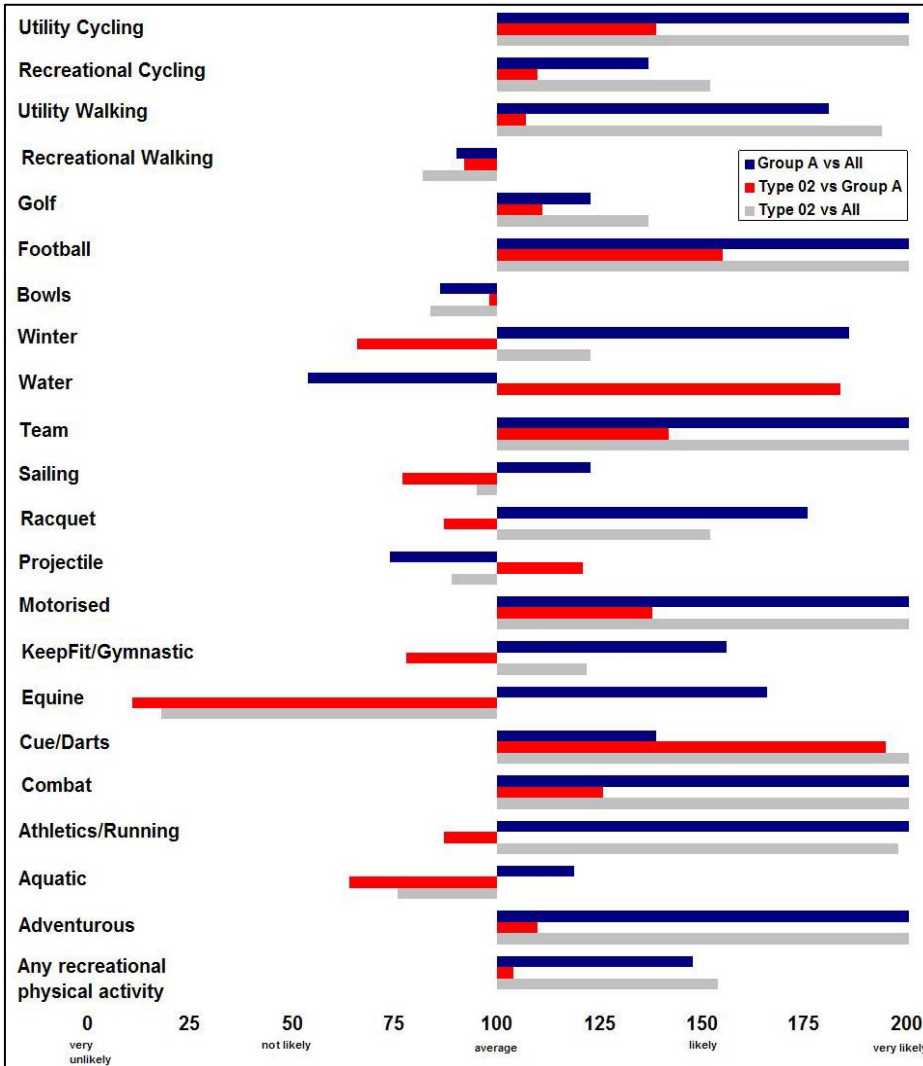
Similar to / lives near
B08 Jackie
A02 Jamie
A05 Helena

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

Figure 2: Activity Participation Rates



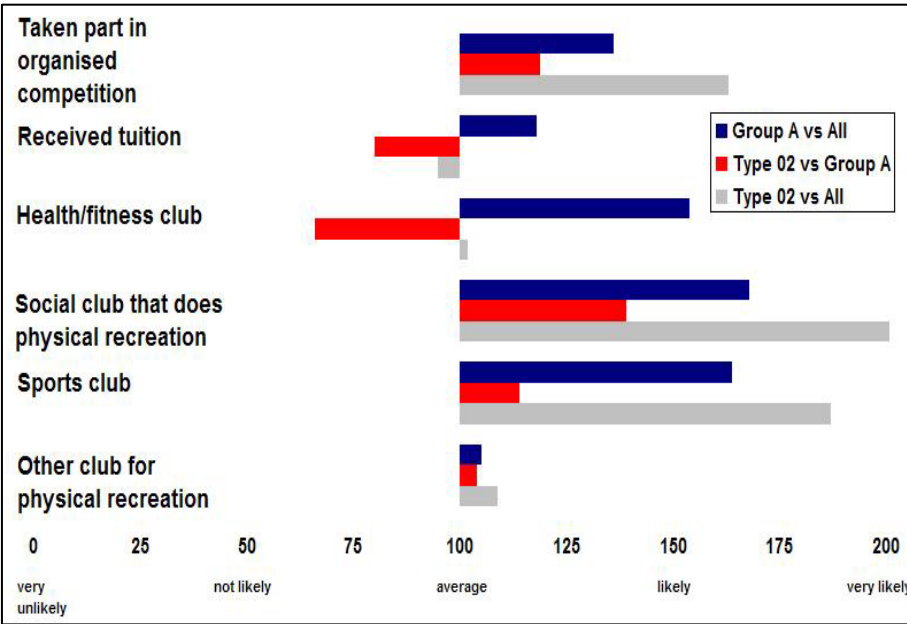
Segments and Groups

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 A02 is more likely to play football than the population so the index is above 100. Similarly A02 is less likely to take part in equine sport 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 take part because they enjoy sport (blue bar). In comparison to its peer group, enjoying sport is more likely to be a reason for doing sport for A02 (red bar). Segment A02 is also more likely than the total population to take part in sport because they enjoy it (grey bar).

Figure 4: Reasons for doing sport

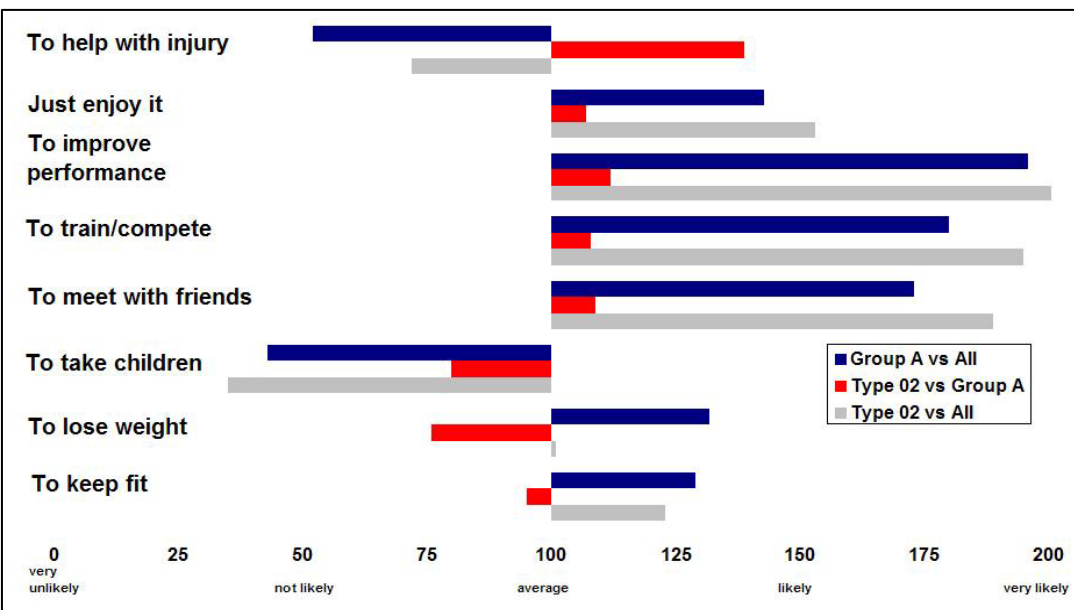


Figure 5: For those that want to, what would encourage them to do more sport

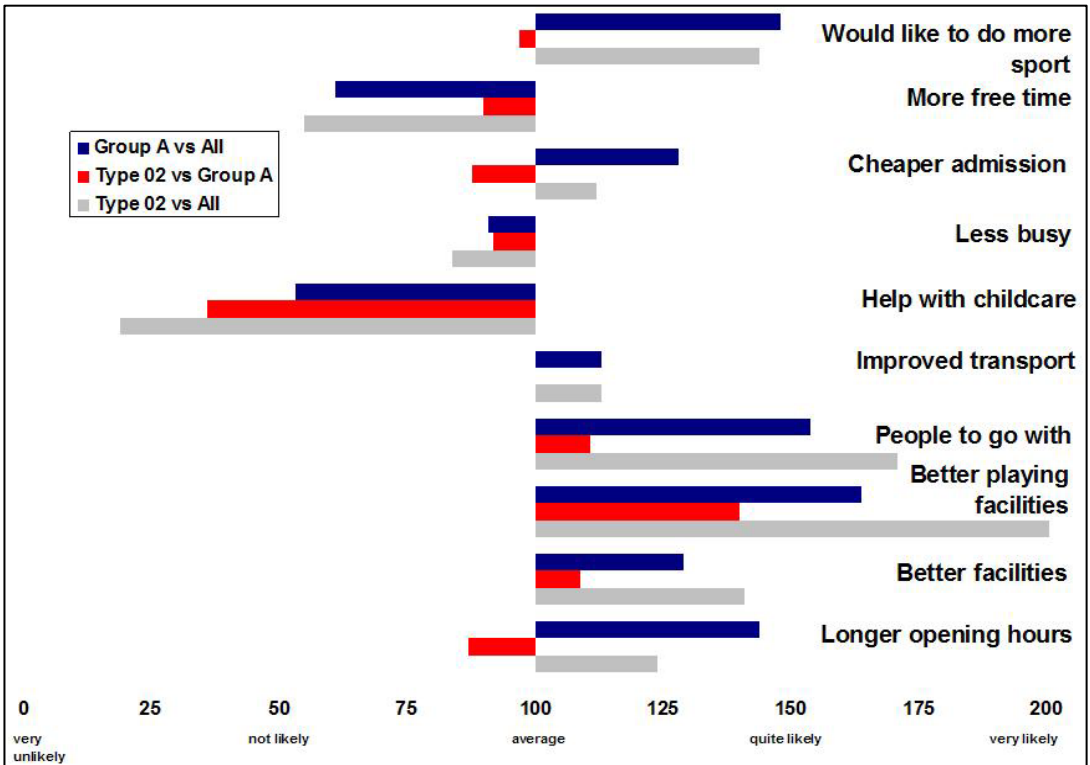
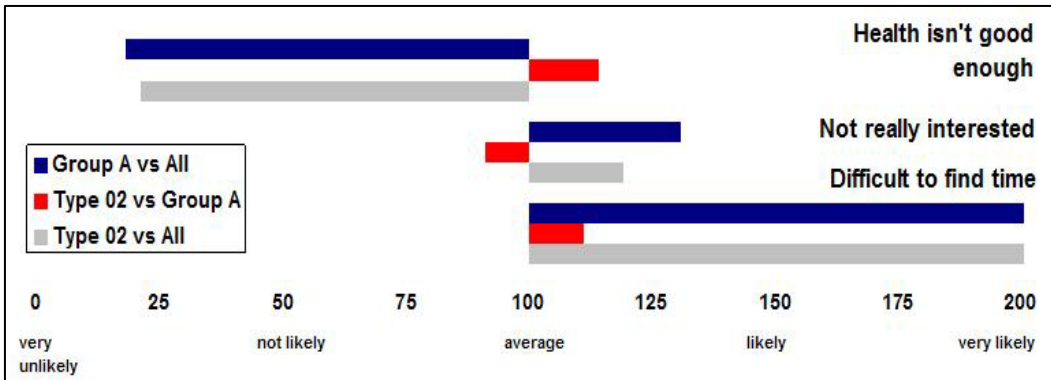


Figure 6: Reasons for not participating (those that have not participated in the last 12 months)



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How to reach Jamie



Channel Preferences

TV/RADIO

Jamie is a medium to heavy TV viewer, enjoying live sport, music channels, reality TV and using interactive services. He notices sponsorship and advertising and is likely to be influenced by this. Jamie is unlikely to listen to the radio often, preferring to use personal music players instead.



INTERNET

Jamie uses the internet for entertainment rather than practical purposes. He enjoys internet gambling sites, social messaging and online gaming. He is also likely to download music and ring tones. The internet feeds his thirst for entertainment and informs his decision making, complementing his experiential and inquiring style. He is less likely to directly respond to a targeted email, unless it's value-driven.



POSTERS/DIRECT MAIL/NEWSPAPER

Jamie reads 'lads' magazines and tabloid newspapers. He is influenced by branding in these but would not respond to offers in them.

TELEPHONE

A prolific mobile user, he likes to text rather than talk. He uses sms text information services and WAP for sports results.

Newspapers and Magazines, such as...

Front	Maxpower
Match	Maxim
Playstation Magazine	Ride
The News of the World	The Daily Star
What Car?	The Sun

Tone and message...

Young	Funky
Off-the-wall	Cutting-edge
Experiential	Transitory
Relaxed	Urban
Edgy	Informal

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