

# Chloe

## Fitness Class Friends (A03)



**Chloe**  
 Age 18-25  
 Single  
 Graduate Professional

**Young image-conscious females keeping fit and keeping trim**

**6.9% of adults, 13.4% of adult females, 29.5% of Group A**



**Chloe**  
 Chloe is 23 and works in HR for a large firm. She shares a house with ex-university friends who are also on graduate schemes. Without the pressures of family or a mortgage, Chloe isn't worried about her student loan - she likes to spend her income on clothes, nights out and holidays with friends.

Chloe and her housemates go to classes at their local gym a couple of times a week, and like to swim afterwards. They've been salsa dancing a few times after work, and found it a good way to meet new people. At weekends, Chloe likes to go for a big night out, including a nice meal and a few drinks with her girlfriends.

Chloe is reasonably health conscious, watching what she eats and exercising to stay trim. She isn't fanatical though, wanting to live a fun packed life while she's young, free and single.



- What Chloe likes to do**
- An active type that primarily enjoys exercise classes that they can go to with friends, over individual activities or team games. Swimming is popular, as is going to the gym, but combat sports do not appeal (See Fig. 2).
  - Likely to be a member of a gym or fitness club, but for the classes and for socialising more than using gym equipment (Fig. 3).
  - Primary motivation is to lose weight and keep fit. Tend to exercise with people (Fig. 4). They would exercise more if they had more free time, people to go with, or facilities were open longer (Fig. 5)

**Sports that appeal to Chloe**

- |             |               |
|-------------|---------------|
| Body Combat | Netball       |
| Swimming    | Pilates       |
| Gym         | Running       |
| Tennis      | Aqua Aerobics |

**Social Activities**

Chloe is very likely to participate in the arts, having been encouraged from an early age. She particularly enjoys crafts, photography and dance classes, including those not just for fitness. It's a good way to meet new people and learn new skills.

Chloe is a regular cinema goer, and also likes to visit museums and art exhibitions when she gets the time. She is likely to volunteer, both in sport and the arts.

**Media and Communications**


Chloe is a heavy mobile phone user, keeping in contact with all her friends almost daily, and probably uses it more than a landline. She uses the internet a lot, for social messaging, booking music tickets, or movie information.

A medium TV viewer, Chloe enjoys soaps, chat shows, reality TV. She tends to read broadsheet newspapers and women's lifestyle and gossip magazines.

**Towns such as**

- Kingston upon Thames
- Guildford
- Cambridge
- St Albans
- Chiswick

**Similar to / lives near**  
 A01 Ben  
 A03 Chloe



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## Fitness Class Friends (A03)

Figure 2: Activity Participation Rates

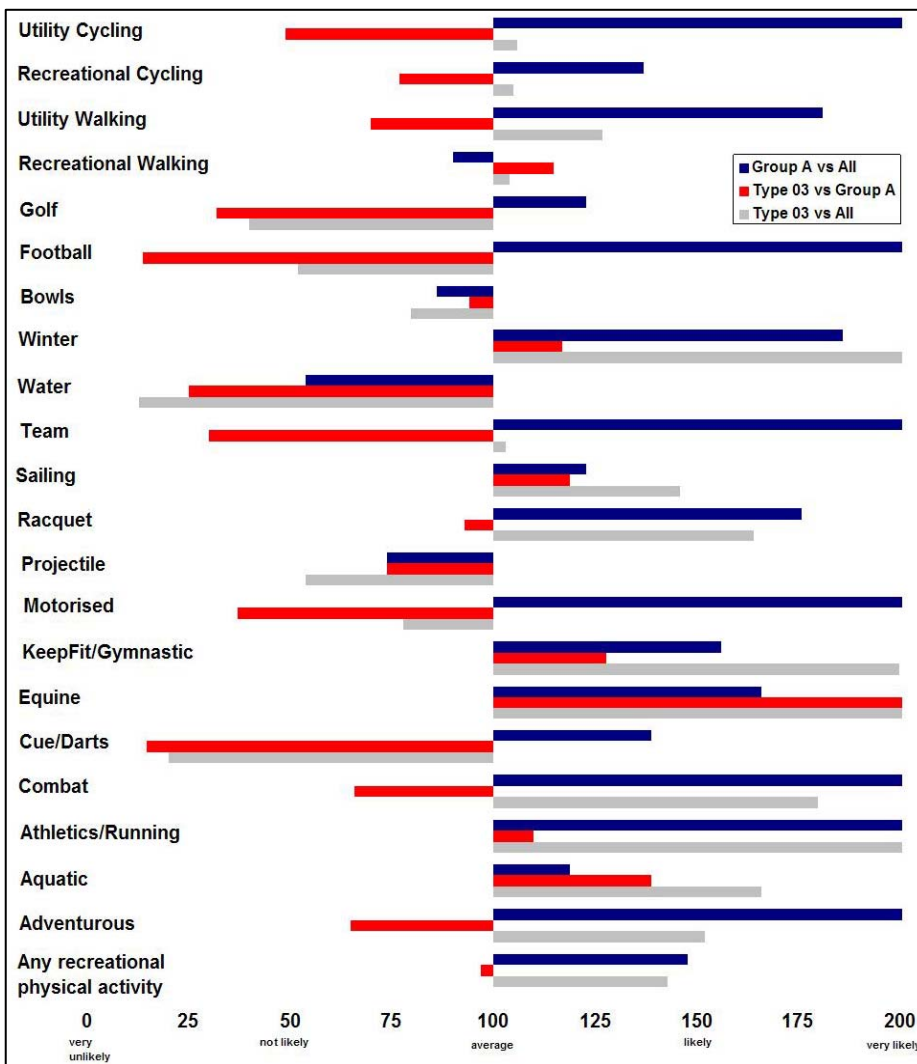
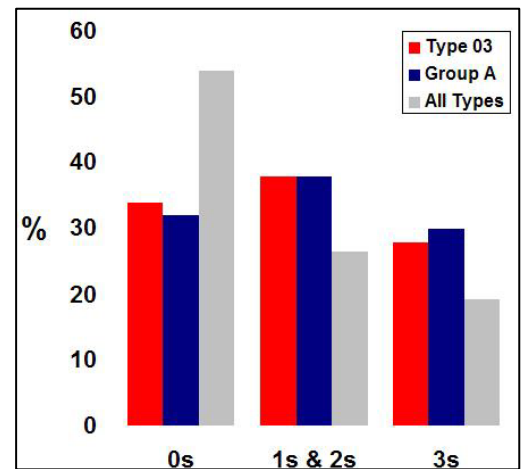


Figure 1: Number of days participating (for at least 30 minutes, moderate intensity) in the last week



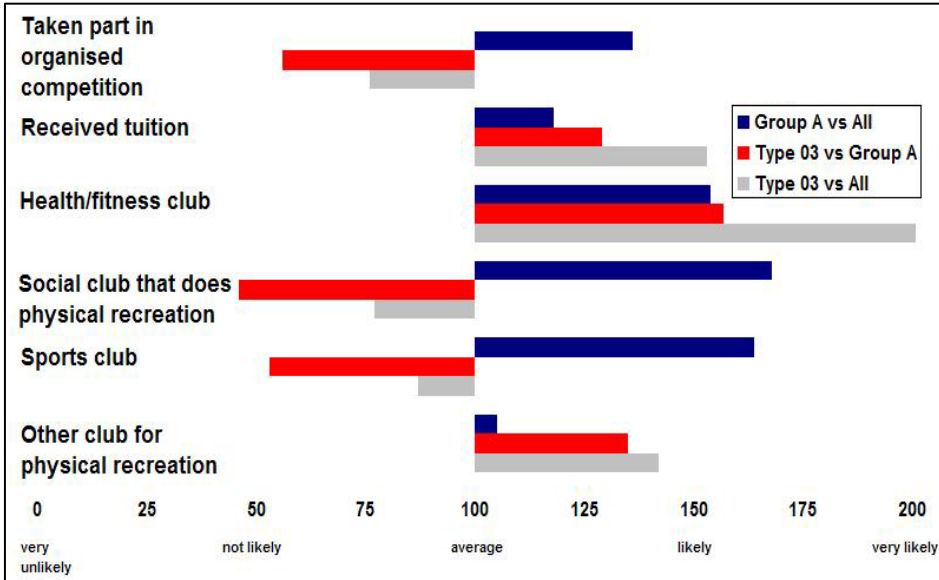
### Segments and Groups

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 A03 is more likely to go to keepfit than the population so the index is above 100. Similarly A03 is less likely to take part in golf 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 A is more likely than the total population to be a member of a health and fitness club (blue bar). Segment A03 is more likely than its peer group to be a member of a health/fitness club (red bar). Segment A03 is also more likely than the total population to be a member of a health and fitness club (grey bar).

**Figure 4: Reasons for doing sport**

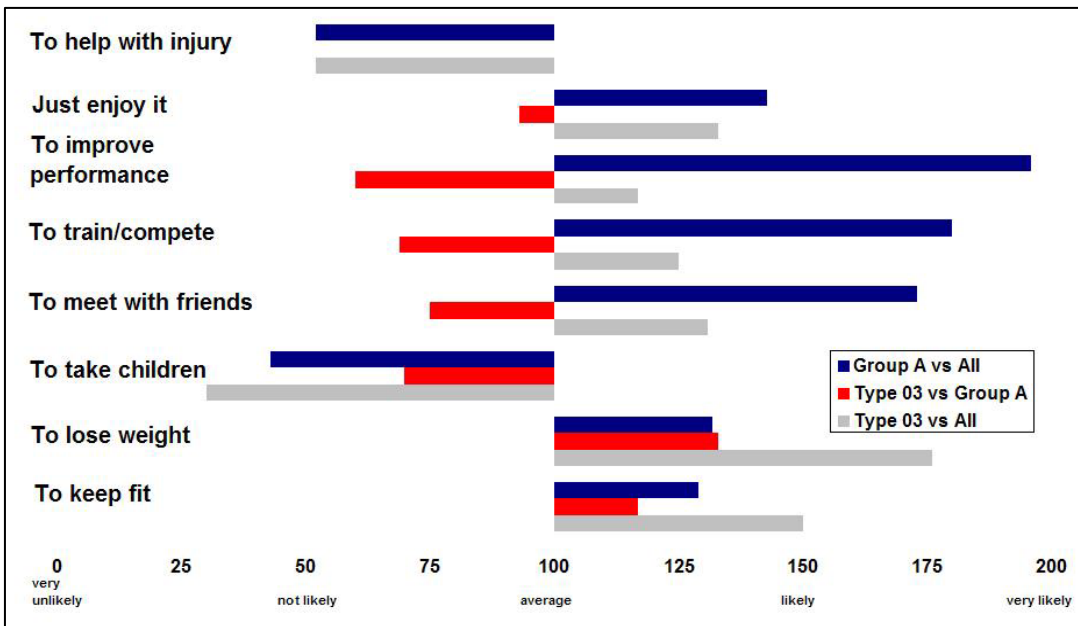


Figure 5: For those that want to, what would encourage them to do more sport

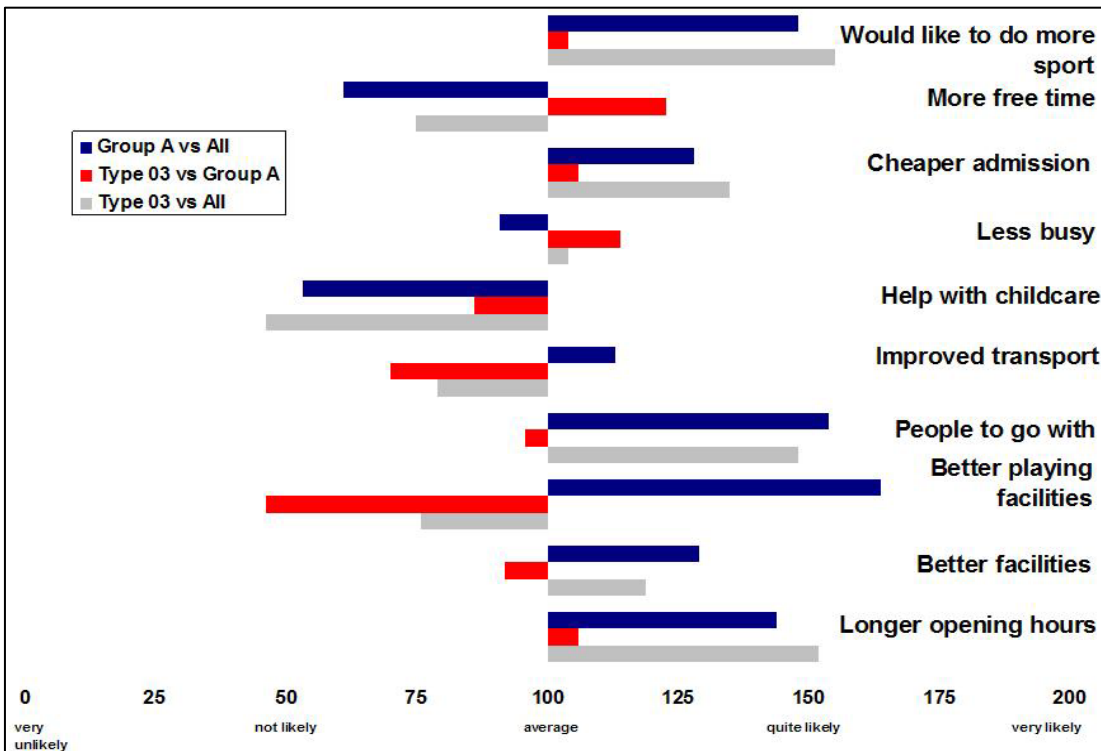
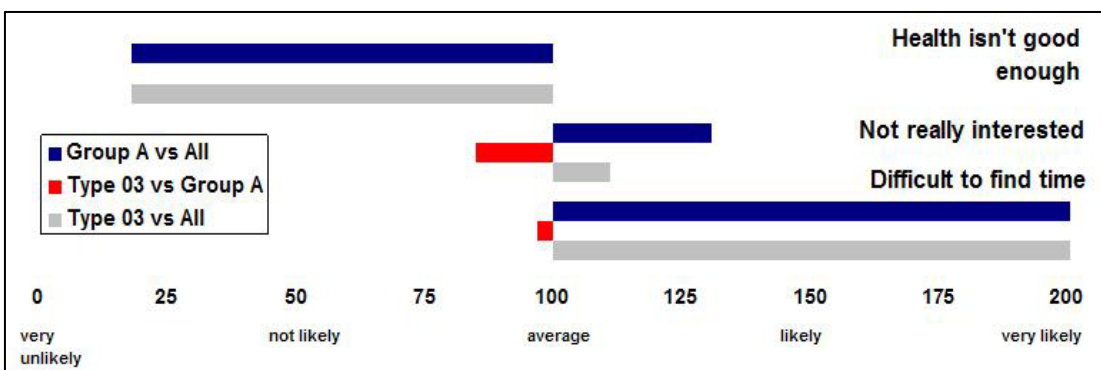


Figure 6: Reasons for not participating (those that have not participated in the last 12 months)



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### How to reach Chloe



#### Channel Preferences

##### TV/RADIO

Chloe is a medium TV viewer, enjoying soaps, chat shows and reality TV and paying with her housemates for digital TV. She notices TV advertising and programme sponsorship. Chloe is a heavy radio listener, favouring national programmes over local commercial stations, although she will struggle to recall general advertising messages.

##### INTERNET

Chloe is a heavy internet user, both at work and at home. She uses the internet for personal e-mail, downloading music, social messaging and making purchases.

##### POSTERS/DIRECT MAIL/NEWSPAPER

Chloe reads broadsheet newspapers and is a heavy reader of women's lifestyle magazines. Her experiential decision making means she welcomes advertising and will talk about it with friends. She also has a high inquiring dimension, although may sometimes impulse buy after seeing a poster or magazine article with a voucher – especially if cleverly marketed and targeted.

##### TELEPHONE

As a heavy mobile phone user, Chloe likes to keep in contact with friends and family, preferring this to her landline.



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

Cosmopolitan	Marie Claire
Elle	Vogue
Heat	Instyle
Glamour	Daily Telegraph
The Guardian	Time Out

#### Tone and message...

Colourful	Amusing
Entertaining	Interactive
Image conscious	Fun
Sociable	Stylish
Innovative	Young

#### 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 life stage 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)