

# Helena

## Career Focused Females (B05)

Single professional ladies, enjoying life in the fast lane  
**5.0% of adults, 9.7% of adult females, 15.3% Group B**




### Helena

Helena is 30 and lives in a small, stylish flat on her own. She's working her way up the career ladder and is now starting to enjoy the financial freedoms her salary affords her. In the future Helena may buy a larger house, but at the moment she prefers more disposable income to enjoy designer clothes, meals out and holidays.

After a possibly long train commute home, she fixes herself a quick, healthy meal before heading out to the gym. If she's not stayed too late at the office she might catch a class, otherwise opting for a long workout on the machines. Helena likes to keep in shape; she is very image conscious and her healthy diet and exercise regime is an important part of her social and career life.

Helena hopes she will bump into Nick at the gym, and see if he fancies a quick drink. After all, most summer weekends she's invited to a wedding and a '+1 guest' can be hard to come by.

### What Helena likes to do

- Very active type, particularly enjoys keep-fit, and gym related activities; winter sports and swimming are also popular. Team games or social activities are less appealing (See Fig 2).
- Most likely to have private gym membership and receive tuition for sport (Fig. 3).
- Motivations include losing weight, keeping fit and improving performance (Fig. 4).
- Would exercise more if places had longer opening hours, if she had people to go with or if she was less busy (Fig. 5).

### Sports that appeal to Helena

Gym	Skiing
Road Running	Tai Chi
Dance Exercise	Body Pump
Horse Riding	Yoga

### Social Activities

Helena is the most likely of her peers to participate in arts, having been encouraged from an early age. She enjoys going to museums, art galleries and the theatre and listening to live music.

Helena participates to meet people and also finds arts enjoyable and relaxing. She is likely to volunteer, often in areas connected to the arts, and if there's an opportunity to network.

### Media and Communications

Helena always has her mobile on hand so that she is contactable for work and social calls. As a heavy internet user it is her primary source of information on events, holidays and restaurants.

Helena is a light TV watcher, but enjoys current affairs, arts and food programmes. She reads women's lifestyle magazines and newspapers such as the Evening Standard or Observer.

### Towns such as

- Chelsea
- Cheltenham
- Harrogate
- Reading
- Brighton



Similar to/ lives near  
**B06 Tim**  
**B03 Chloe**



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Figure 2: Activity Participation Rates

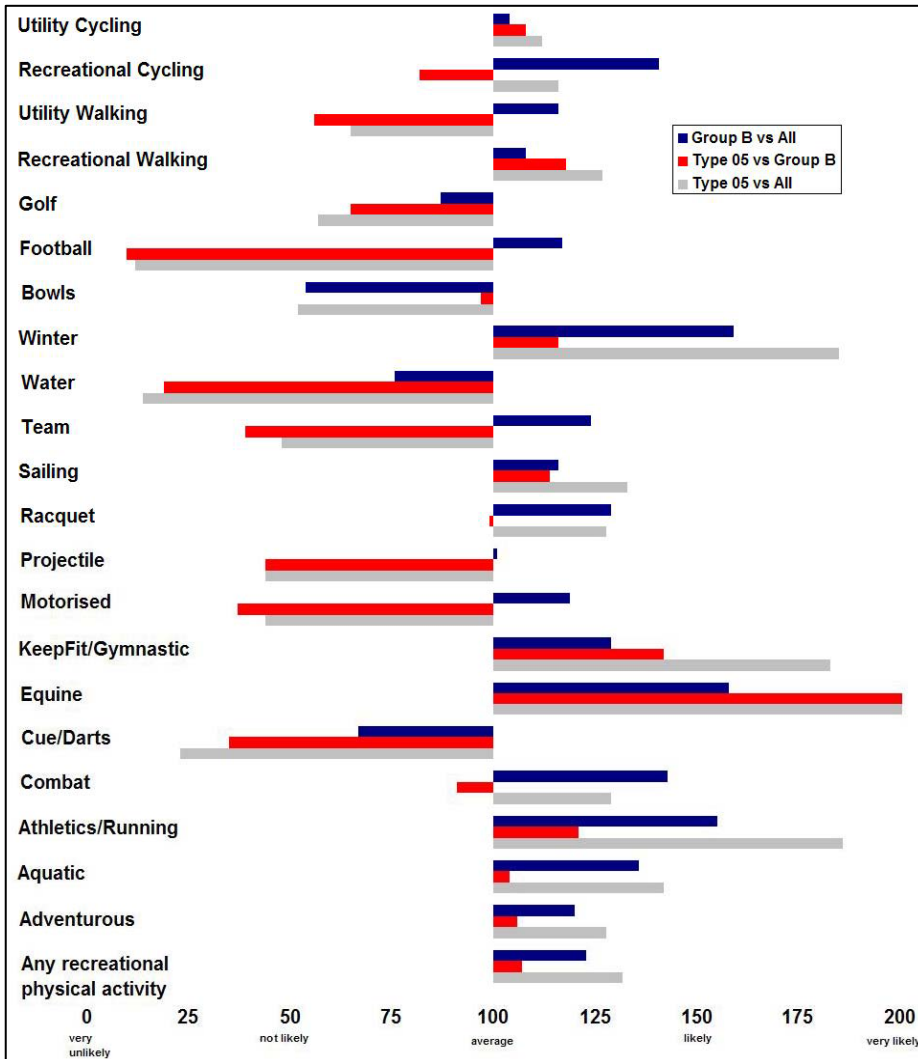
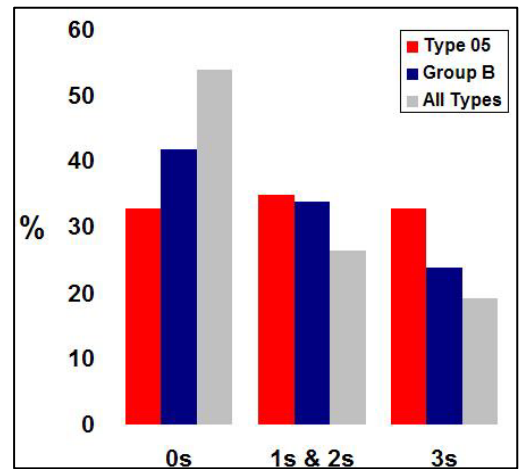


Figure 1: Number of days participating (for at least 30 minutes) in the last week



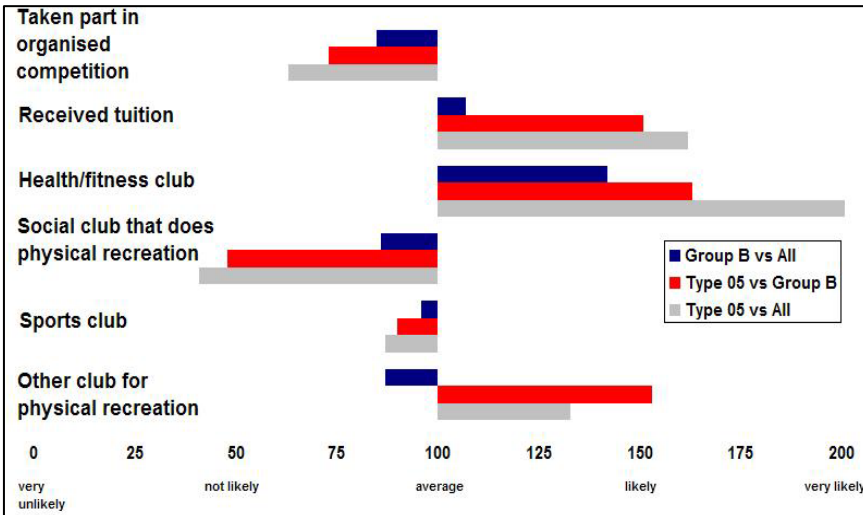
### Segments and Groups

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 B05 is more likely to go to keepfit than the population so the index is above 100. Similarly B05 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 B is more likely than the total population to be a member of a health and fitness club (blue bar). Segment B05 is more likely than its peer group to be a member of a health/fitness club (red bar). Segment B05 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**

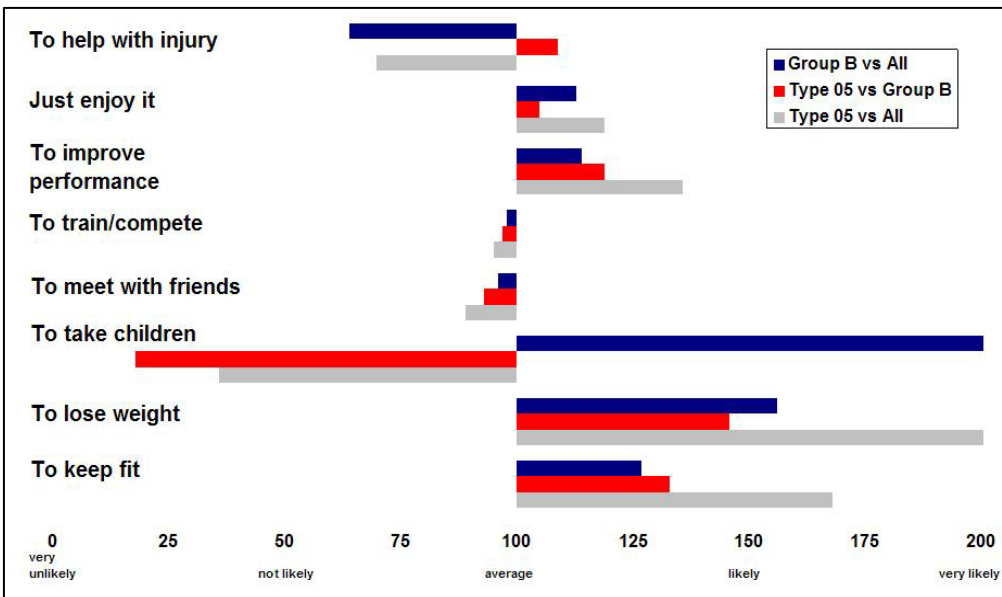


Figure 5: For those that want to, what would encourage them to do more sport

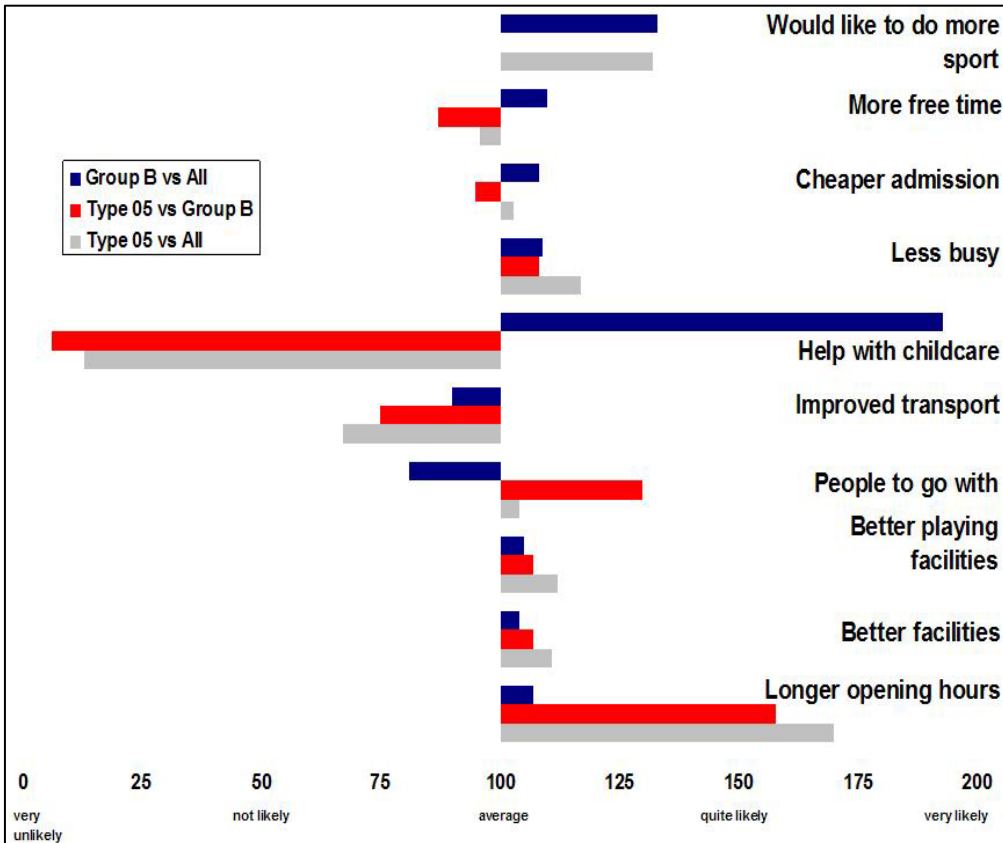
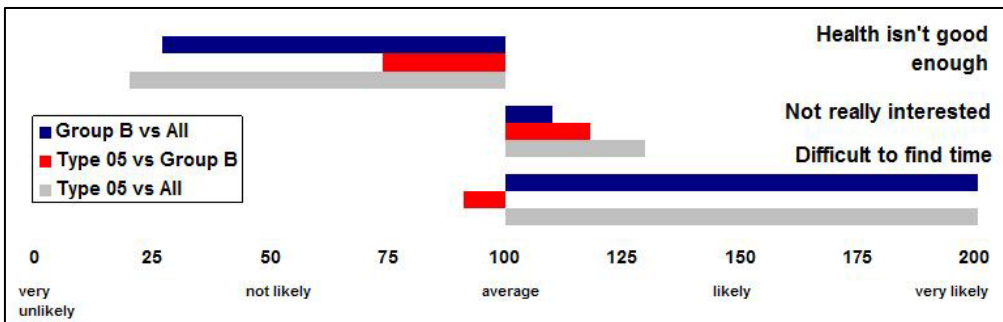


Figure 6: Reasons for not participating (those that have not participated in the last 12 months)



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### How to reach Helena



**Helena**  
 Age 26-35  
 Single  
 Full time  
 Professional



#### Channel Preferences

##### TV/RADIO

Helena is a light TV viewer, preferring to go out for entertainment. She enjoys current affairs, art or food programmes. She may notice TV advertising, particularly those featuring new or latest products. As a medium radio listener, she listens to national and selective niche commercial stations.

##### INTERNET

Helena is a heavy internet user, both at work and at home. She uses the internet as her primary source of information, with her inquiring decision-making style making her open to new technology and brands. She responds to internet marketing and targeted emails, image conscious and keen to be up to date with latest trends.

##### POSTERS/DIRECT MAIL/NEWSPAPER

She reads women's lifestyle magazines and newspapers such as the Evening Standard or Observer. She is open to advertising in these, particularly of 'must have' items. She isn't responsive to direct mail, especially if non-targeted and deemed irrelevant to her.

##### TELEPHONE

Helena always has her mobile and PDA on hand, so that she is contactable for work and social calls. Her phone is for convenience rather than media functionality, though she's a prolific texter.



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

- |              |                 |
|--------------|-----------------|
| Easy Living  | Elle            |
| Time Out     | Vogue           |
| Zest         | The Economist   |
| Cosmopolitan | The Independent |
| The Observer | Home & Garden   |

#### Tone and message...

- |              |                  |
|--------------|------------------|
| Intelligent  | Sophisticated    |
| Stylish      | Image-conscious  |
| Sociable     | Self Improvement |
| Success      | Exclusive        |
| Personalised | Aspirational     |

#### 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)