

Tim

Settling Down Males (B06)

Tim

Age 26-35
Single/Married
May have children
Professional

Sporty male professionals, buying a house and settling down with partner

9.4% of adults, 19.3% of adult males, 28.8% of Group B



Tim

Tim is 33 and works in IT. He lives with his wife Lorna, in a semi-detached house in the desirable suburbs. At the moment, it's just the two of them, but Lorna is expecting their first baby in a few months.

Tim loves sport. Since his job got busier he doesn't do as much as he used to, but he still manages trips to the gym, weekends at the canoe club and the odd mid-week game of squash. He hopes things won't change too much when the baby comes, but he knows they may not be able to enjoy such regular snowboarding holidays in the future.

Tim's healthy diet is due to Lorna cooking most nights, but he's not particularly health conscious himself. He enjoys a pint and burger after squash and drinks most nights, albeit lightly, at home.



What Tim likes to do

- A very active type, enjoying high intensity activities (see Fig. 2).
- Enjoys technical sports such as skiing and water sports, uninhibited by the financial outlay. Both team games and individual activities feature high on his agenda, and personal fitness activities are also popular (Fig. 2).
- Likely to have private gym membership, and compete in some sports (Fig.3).
- Motivations include to improve performance, keep fit and meet friends. He also just enjoys doing sport (Fig. 5).
- Busy lives are a barrier to doing more (Fig. 6)

Sports that appeal to Tim

Canoeing	Skiing
Cricket	Golf
Cycling	Cricket
Squash	Football

Social Activities

Tim enjoys participating in the arts. He is the most likely of his peers to play a musical instrument, enjoying developing and learning new skills. He may also enjoy photography or use his computer for graphical design, especially if these activities can be combined with his thirst for top of the range gadgets.

Tim may volunteer in areas connected to sport, possibly giving coaching or tuition. He takes part in sponsored activities and loves going to watch live sporting events.

Media and Communications

Tim loves to embrace the latest technology – the internet is his primary source of information, and he is a heavy mobile user for both personal and business purposes. As a medium TV viewer he enjoys live sport, business and current affairs programmes. He pays for digital packages, especially for films. Tim is likely to read newspapers most days, probably the Times, Guardian and Sunday Times.

Towns such as

Camberley
Tunbridge Wells
Banbury
Haywards Heath
Milton Keynes



Similar to / live near
B07 Alison
A05 Helena

Tim

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Figure 2: Activity Participation Rates

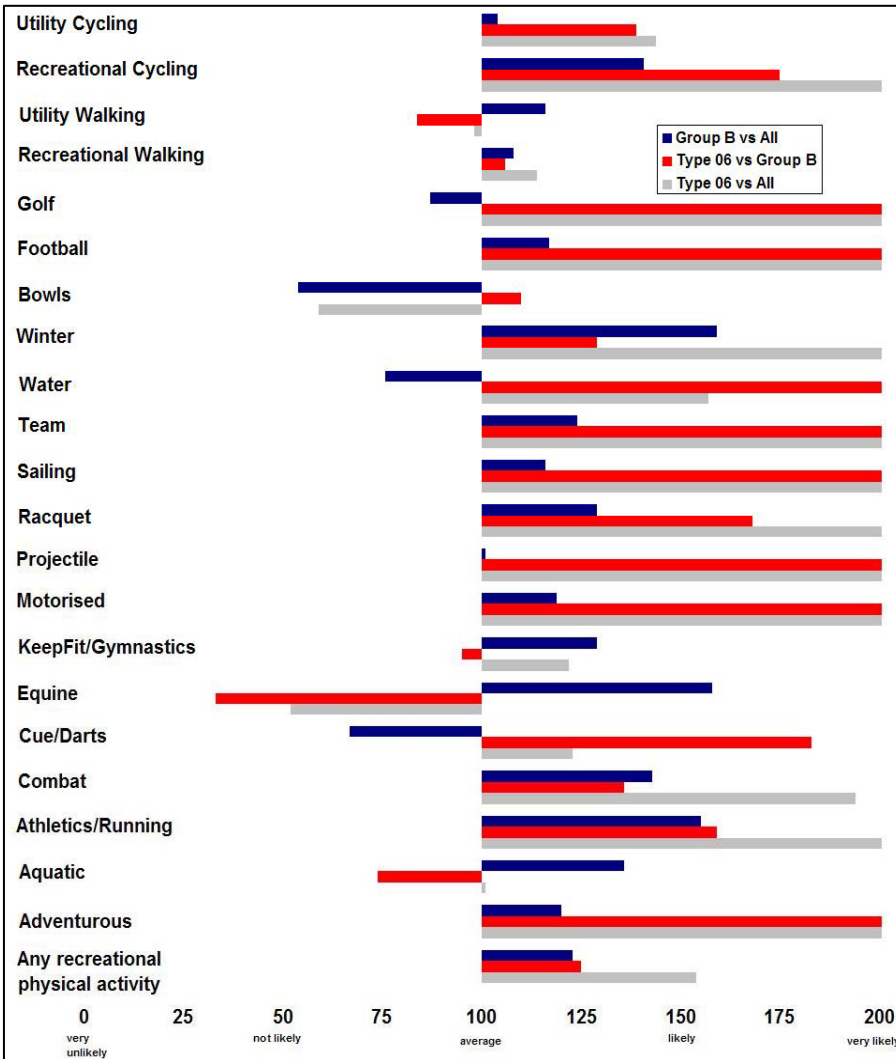
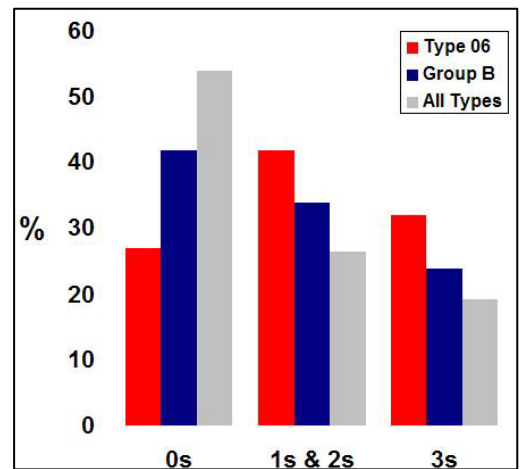


Figure 1: Number of days participating (for at least 30 minutes, moderate intensity) in the last week



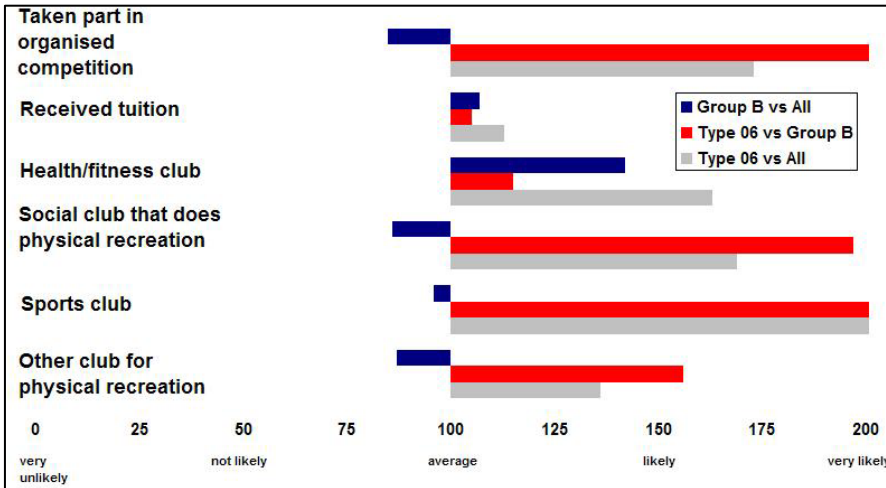
Segments and Groups

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 B06 is more likely to take part in adventurous sports than the population so the index is above 100. Similarly B06 is less likely to take part in equine sports 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 B is more likely than the total population to take part to take children (blue bar). However Segment B06 is less likely than others its peer group to take part because of this reason (red bar). However, compared to the total population, Segment B06 is more likely than the total population take part to take children (grey bar).

Figure 4: Reasons for doing sport

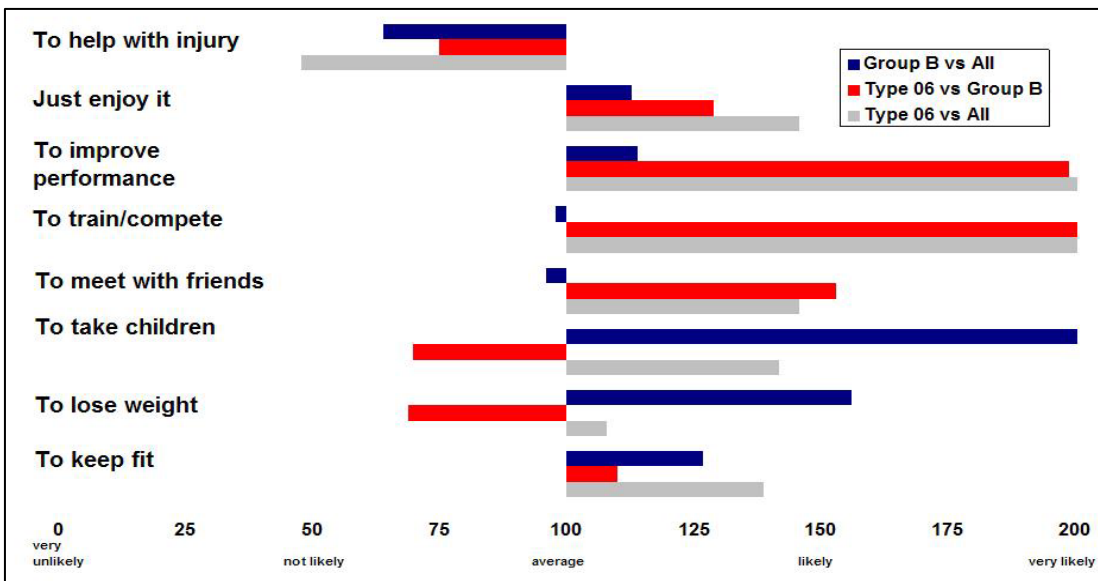


Figure 5: For those that want to, what would encourage them to do more sport

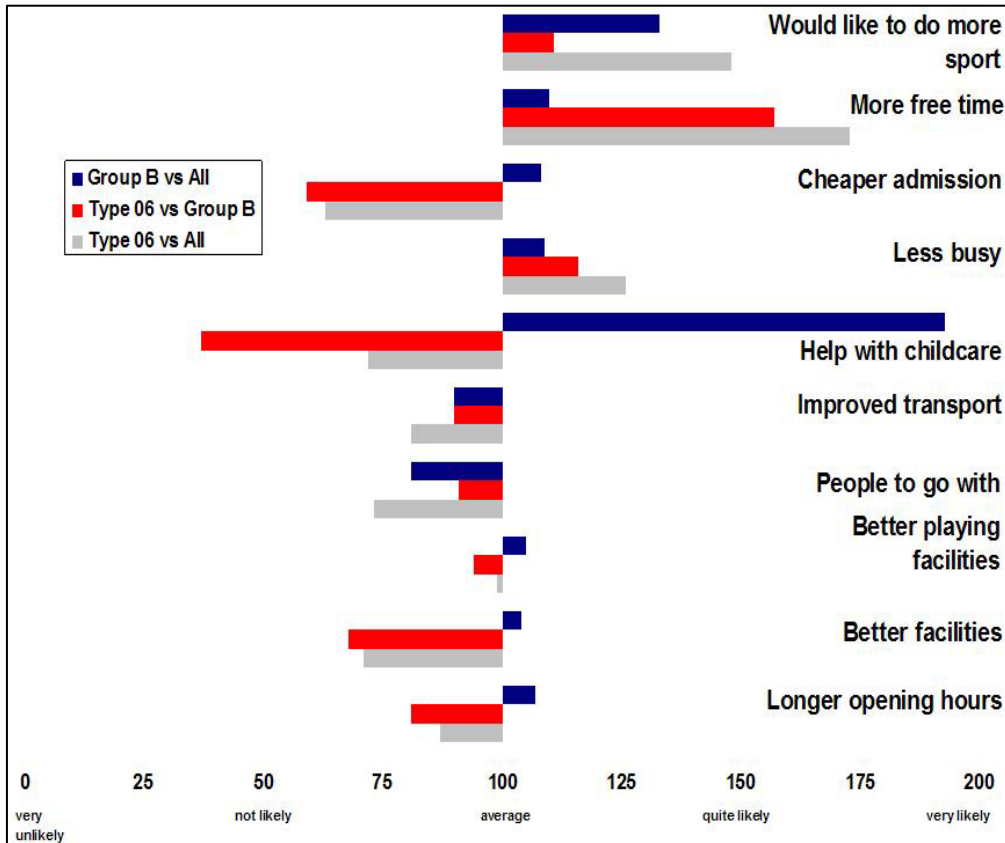
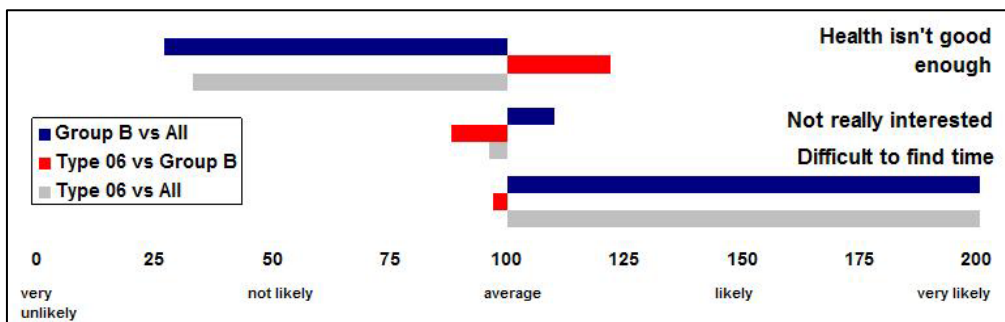


Figure 6: Reasons for not participating (those that have not participated in the last 12 months)



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How to reach Tim

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Channel Preferences

TV/RADIO

As a medium TV viewer Tim enjoys live sport, business and current affairs programmes. He is likely to pay for digital packages, particularly for extra sports and film channels. Tim notices TV advertising to a moderate extent, but it is not a primary channel for him.

INTERNET

The internet is the primary source of information for Tim. He uses it both at work and at home for gathering information on properties, sports information or managing his finances. With an experiential and inquiring decision making style, Tim is open to internet advertising and targeted email.

POSTERS/DIRECT MAIL/NEWSPAPER

Tim reads a newspaper most days but is relatively unresponsive to advertising in this or by direct mail. He prefers more technologically-driven methods and is quite comfortable to respond remotely.

TELEPHONE

Tim is a heavy mobile phone user, for both personal and business purposes. He likes to access information 24/7 and will often buy things online. He is relatively likely to use sms text alerts and WAP services.

Newspapers and Magazines, such as...

National Geographic	GQ
Evening Standard	What Car?
The Economist	PC Plus
Time Out	Men's Health
The Guardian	Wanderlust

Tone and message...

Eye-catching	Practical
Informative	Connected
Home	Quality
Post-modernist	Authentic
Dynamic	Entertaining

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

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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