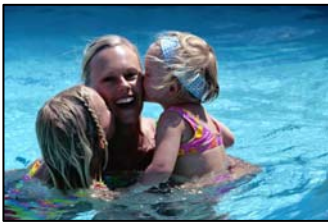


Alison

Stay at Home Mums (B07)

Alison
 Age 36-45
 Married
 Housewife
 Children

Mums with a comfortable, but busy, lifestyle
 4.6% of adults, 8.9% of adult females, 14.1% of Group B



Alison

Alison is 38 and married with two children, aged 6, and 3. As a housewife her career is temporarily on hold, whilst her husband works as an accountant.

Alison's life is busy – she does the school or playschool run, ferries the children to music or horse-riding lessons and keeps the house in order. After putting the children to bed, Alison often spends an evening at PTA meetings. This year she is involved in organising the school fete.

Alison manages to get to an exercise class whilst her youngest is at playschool a few weekdays, and the family go swimming at the weekend. She is thinking of starting tennis with girlfriends in a few months, when playschool hours increase.

Concerned about a healthy diet for her family, Alison gets organic vegetables delivered each week. She enjoys a well-deserved glass of wine while she's cooking dinner most nights.

What Alison likes to do

- Fairly active type within the Group, enjoying keep-fit classes, swimming and racquet sports in particular (See Fig.2).
- Likely to have private gym membership and attend a few classes or swim. May receive tuition for a sport, such as tennis (Fig. 3).
- Main motivations for participation include taking children, losing weight and keeping fit (Fig. 4) Being less busy, help with childcare and better facilities would encourage Alison to do more (Fig. 5).
- Those who do not participate find it difficult to find time (Fig. 6).



Sports that appeal to Alison

Swimming	Tennis
Badminton	Cycling
Aerobics	Horse-riding
Pilates	Exercise bike

Social Activities

Alison enjoys participating in the arts including dance, music, textile crafts and drawing. She finds it relaxing, likes to take the children and also likes meeting new people at events and classes. Alison takes the children to the library regularly, and picks up a book for herself. She also likes to visit art exhibitions when she can.

Alison enjoys volunteering, often organising school or community events. These are sometimes, but not always, related to sport.

Media and Communications

Alison is a medium TV viewer, watching mainly children's programmes but also cookery shows and dramas. She enjoys reading higher-end women's magazines, and also newspapers such as the Telegraph or Times.

Alison is a medium user of the internet at home. Her husband has set up broadband and she uses it mainly for home finances, shopping and browsing for holidays.

Towns such as

Orpington
 Bromsgrove
 Maidstone
 Newbury
 Horsham

Similar to / lives near
 B06 Tim



Alison

Stay at Home Mums (B07)

Figure 2: Activity Participation Rates

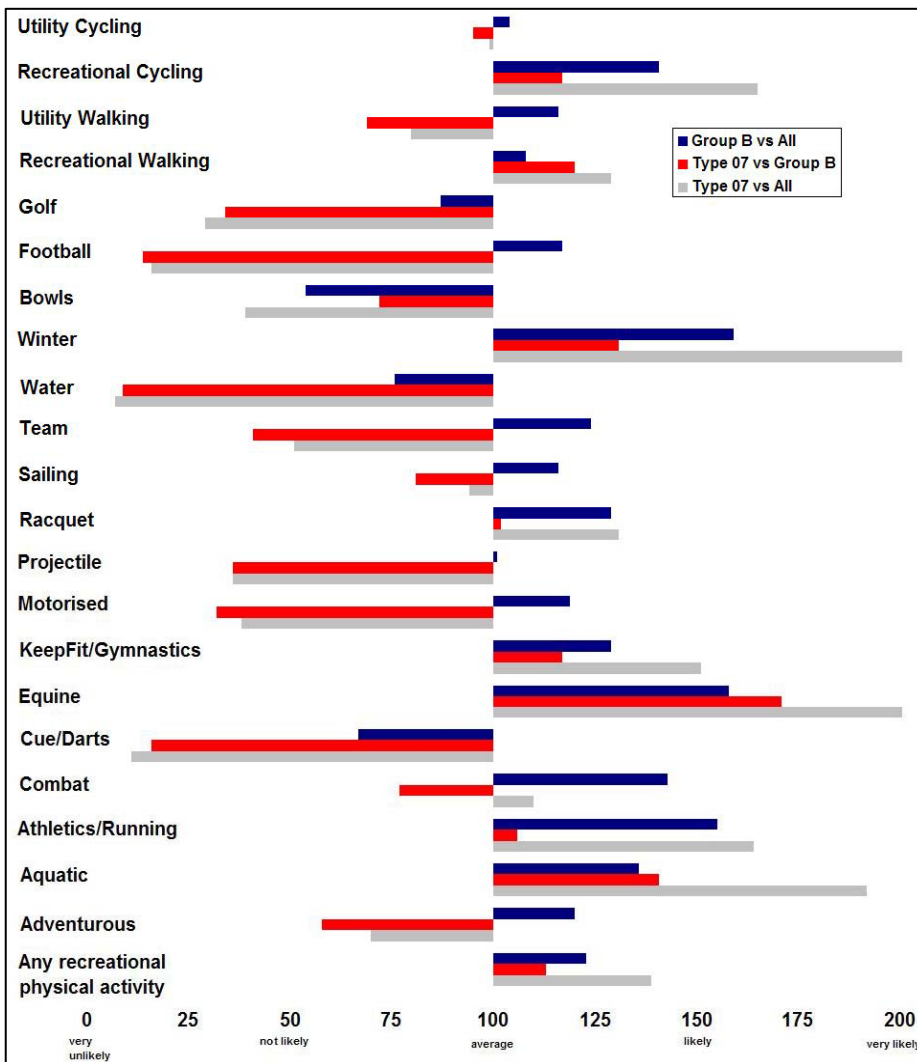
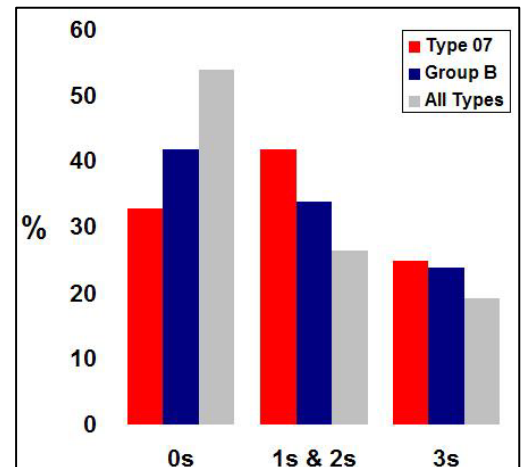


Figure 1: Number of days participating (for at least 30 minutes, moderate intensity) in the last week



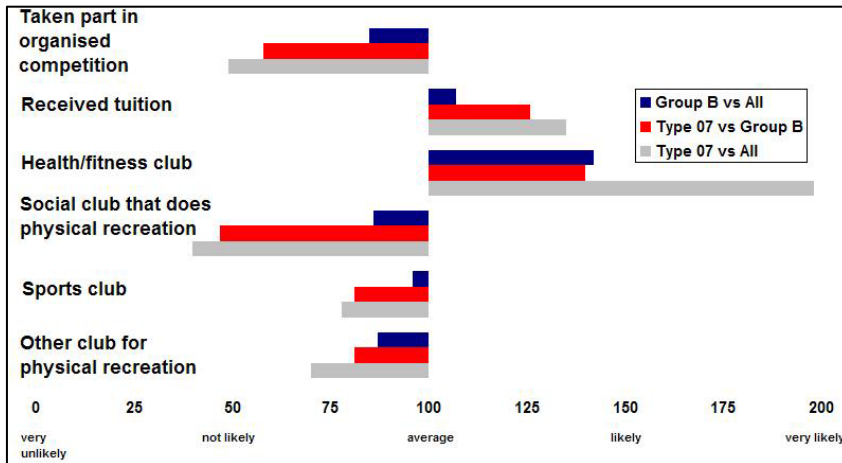
Segments and Groups

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 B07 is more likely to do winter sports than the population so the index is above 100. Similarly B07 is less likely to take part in cue sports/darts 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 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 B07 is more likely than the total population to take part in sport to lose weight (grey bar).

Figure 4: Reasons for doing sport

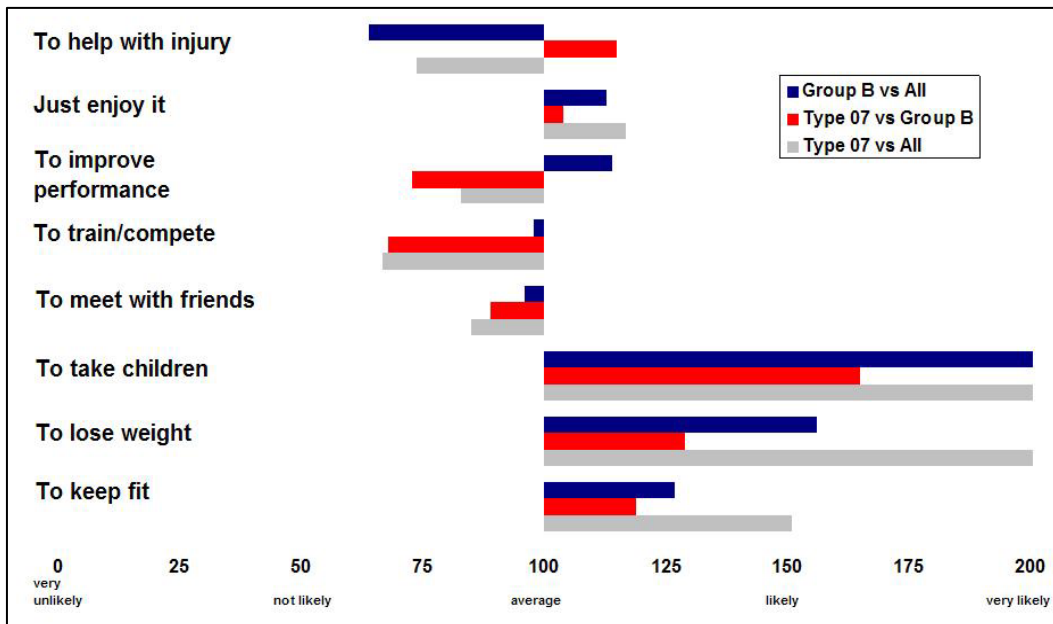


Figure 5: For those that want to, what would encourage them to do more sport

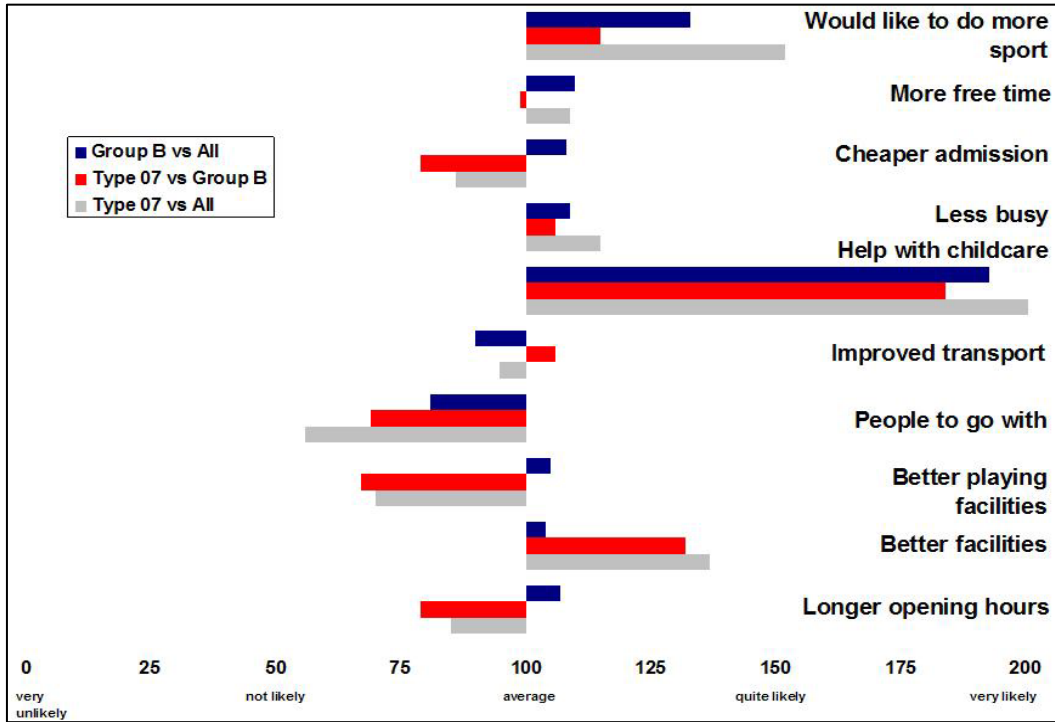
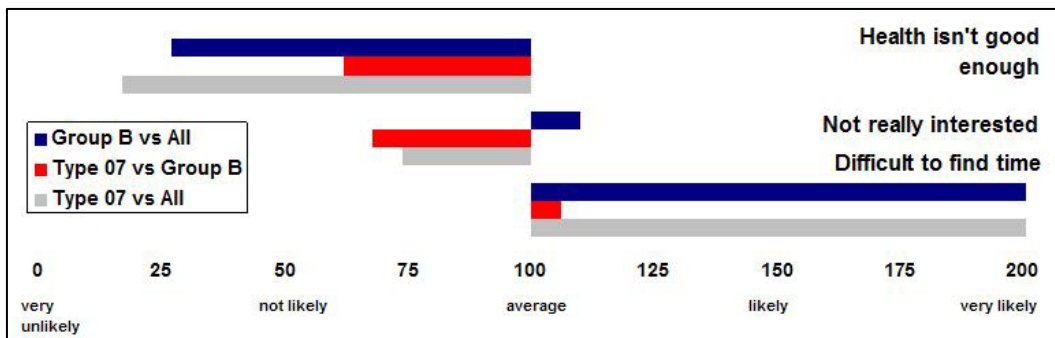


Figure 6: Reasons for not participating (those that have not participated in the last 12 months)



Alison

Stay a Home Mums (B07)

Alison
 Age 36-45
 Married
 Housewife
 Children

How to reach Alison



Channel Preferences

TV/RADIO

Alison is a medium TV viewer, and may have a digital package for a wider choice of channels. She is generally unresponsive to TV advertising, but may notice programme sponsorship. She is a light to medium radio listener, preferring national channels.



INTERNET

Alison is a medium internet user. She enjoys browsing online clothing catalogues when the children are in bed, and also uses it for household information such as health, parenting or holiday sites. She is unlikely to respond to internet advertising, but will use it as a source of information to aid her perfectionist decision making style.

POSTERS/DIRECT MAIL/NEWSPAPER

Alison enjoys reading higher-end women's magazines, and newspapers such as the Telegraph or Times. She may well respond to advertising in here, for example money off vouchers, as long as they are quick and simple to use.



TELEPHONE

Alison has a pay-as-you-go mobile phone which she mainly uses for emergencies, preferring to use her landline to chat to friends. She is comfortable with catalogue purchasing over the phone, and also manages family finances.

Newspapers and Magazines, such as...

BBC Good Food	Easy Living
Homes and Gardens	Ideal Home
Mother & Baby	Practical Parenting
Your M&S	Daily Telegraph
The Times	Cosmopolitan

Tone and message...

Family-orientated	Home
Practical	Solid
Reliable	Variety/Choice
Time saver	Personalised
Aspirational	Quality

Brands such as...



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Further information

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Sport England

3rd Floor
Victoria House
Bloomsbury Square
London
WC1B 4SE
T 08458 508 508



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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