

Jackie

Middle England Mums (B08)

Jackie
 Age 36-45
 Married
 Part-time skilled worker, Housewife
 Children

Mums juggling work, family and finance

4.0% of adults, 7.7% of adult females, 12.2% of Group B



Jackie

Jackie, 43, is married with three school age children. She works part time at a call centre and her husband Gary is a salesman.

Life is hectic for Jackie. She doesn't get much time for herself, being busy ferrying the children to school, grocery shopping, work, after school activities and getting dinner on the table. She feels like a taxi service for the kids these days, forever taking them to one activity or another, both in the week and at weekends – and rarely does Gary seem to share the work.

Jackie goes to an aerobics class one evening a week and tries to take the kids swimming or ice skating on Saturdays. Gary bought her an exercise bike last Christmas, but it is just gathering dust in the garage and more interest on the credit card.

Healthy eating isn't high on the list of Jackie's priorities. Dinners just have to be quick, easy and something the kids will like.

What Jackie likes to do

- Average level of activity, participating in activities that are offered by public leisure facilities such as aqua aerobics, swimming and keep fit classes (see Fig. 2). Likely to have public rather than private gym membership, if any (Fig. 3). May take children ice skating, bowling or roller skating.
- Main motivations are to take children or lose weight (Fig. 4). For those who do no sport finding time is difficult, or they are just not interested (Fig. 6). Help with childcare and cheaper admission would encourage more participation (Fig. 5).

Sports that appeal to Jackie

Swimming Walking
 Dance Exercise Aqua Aerobics
 Body Pump
 Ice Skating (with children)

Social Activities

Jackie enjoys participating in the arts, including textile crafts, dance, painting and drawing, having been encouraged from an early age. She finds these activities relaxing, and also takes the children to them. Jackie visits the library regularly, and also enjoys museums and live sporting events. She is likely to volunteer, though this will most likely not be connected to sport.

Media and Communications

Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas. She is a cautious internet user, and has a slow connection, but is being encouraged by her children's prolific usage and is becoming more confident herself.

Jackie has a mobile phone but only really uses it for emergencies, and therefore chooses a pay-as-you-go package. She is a heavy reader of women's magazines, but a light newspaper reader.

Towns such as

Dover
 Aldershot
 Wigan
 Uxbridge
 Chesterfield



Similar to / lives near
 B09 Kev
 C11 Philip



Jackie

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Figure 2: Activity Participation Rates

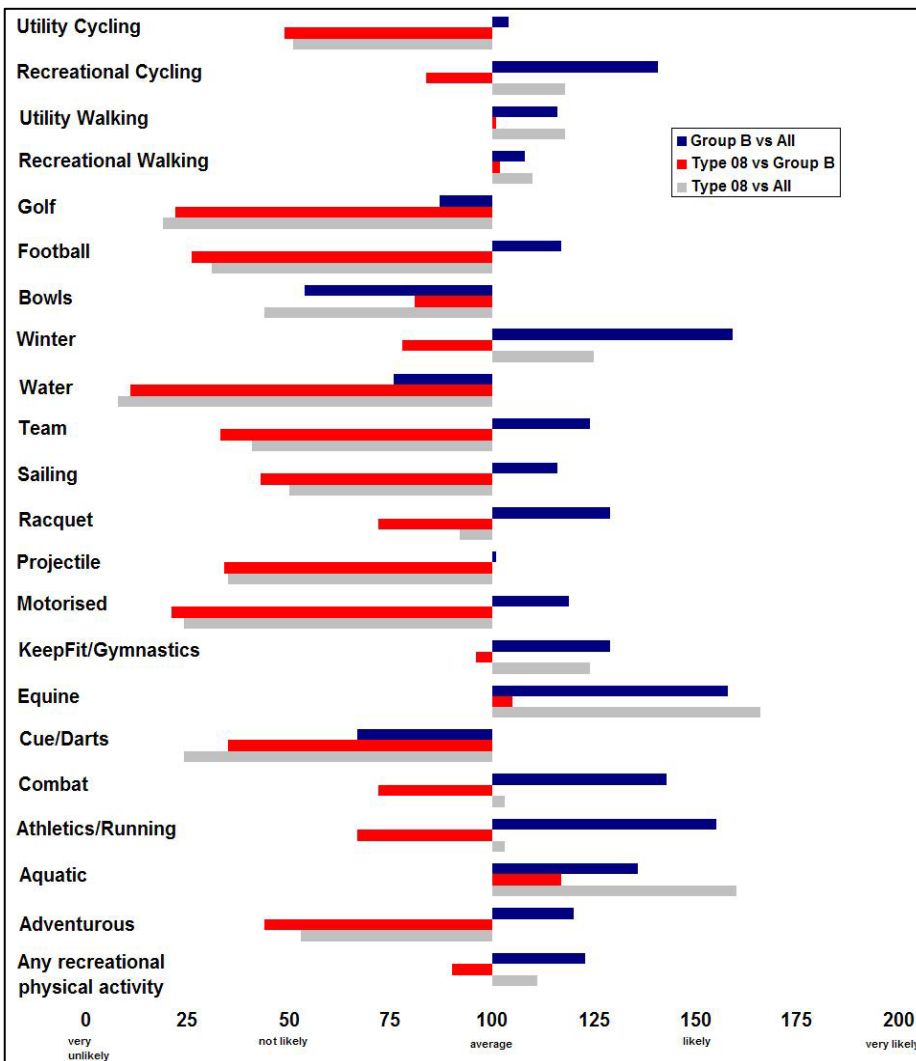
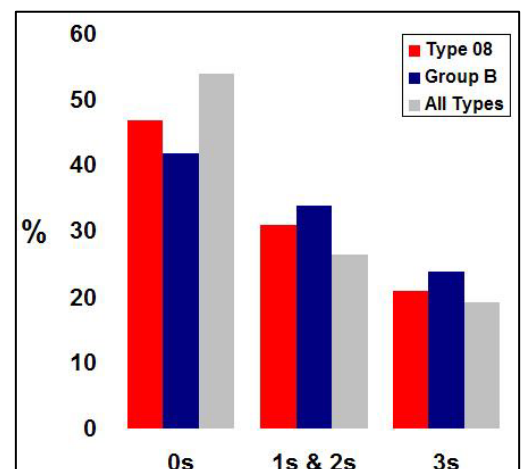


Figure 1: Number of days participating (for at least 30 minutes, moderate intensity) in the last week



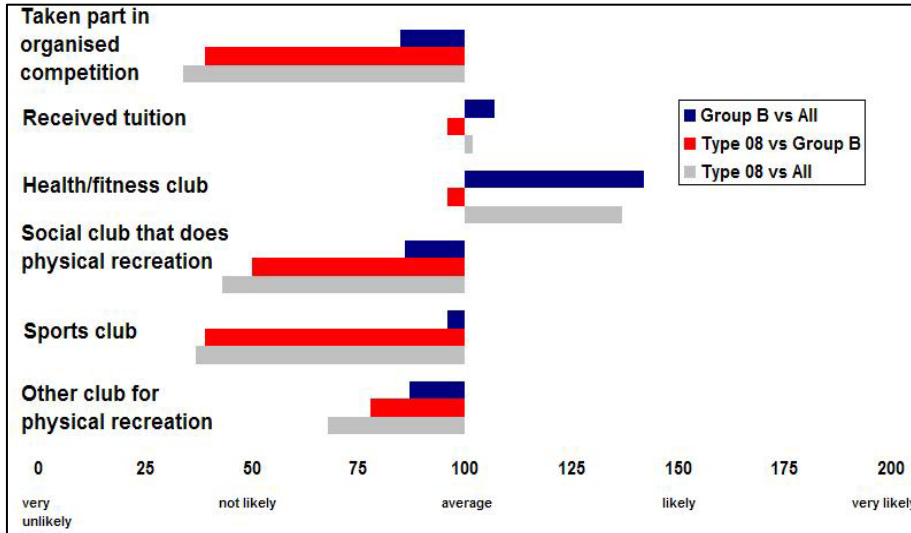
Segments and Groups

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 B08 is more likely to take part in aquatic sports than the population so the index is above 100. Similarly B08 is less likely to take part in sailing 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 to be a member of a health and fitness club than the total population (blue bar). In comparison to its peer group though, segment B08 is less likely to be a member of a health and fitness club (red bar). However Segment B08 is still more likely than the total population to be a member of a health and fitness club (grey bar).

Figure 4: Reasons for doing sport

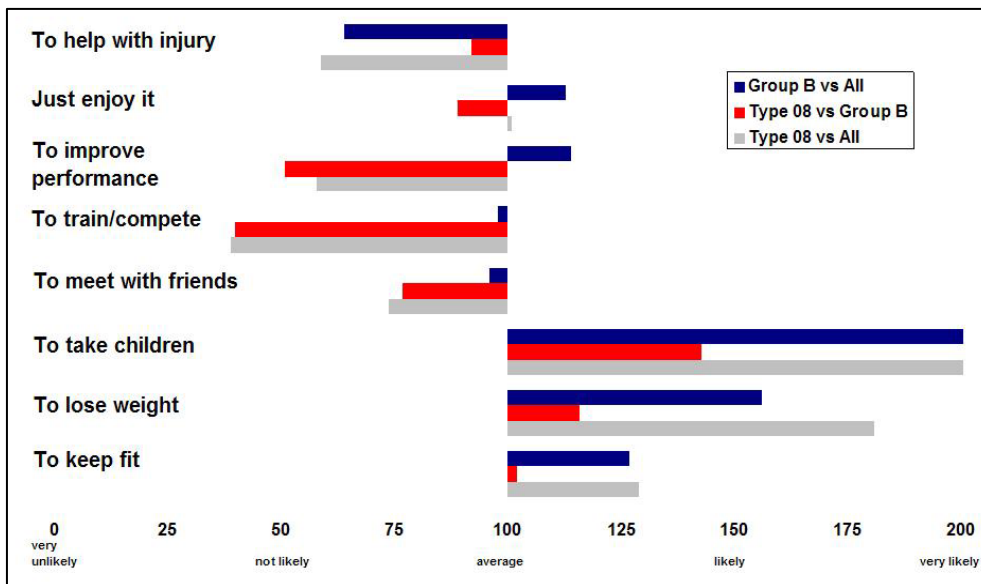


Figure 5: For those that want to, what would encourage them to do more sport

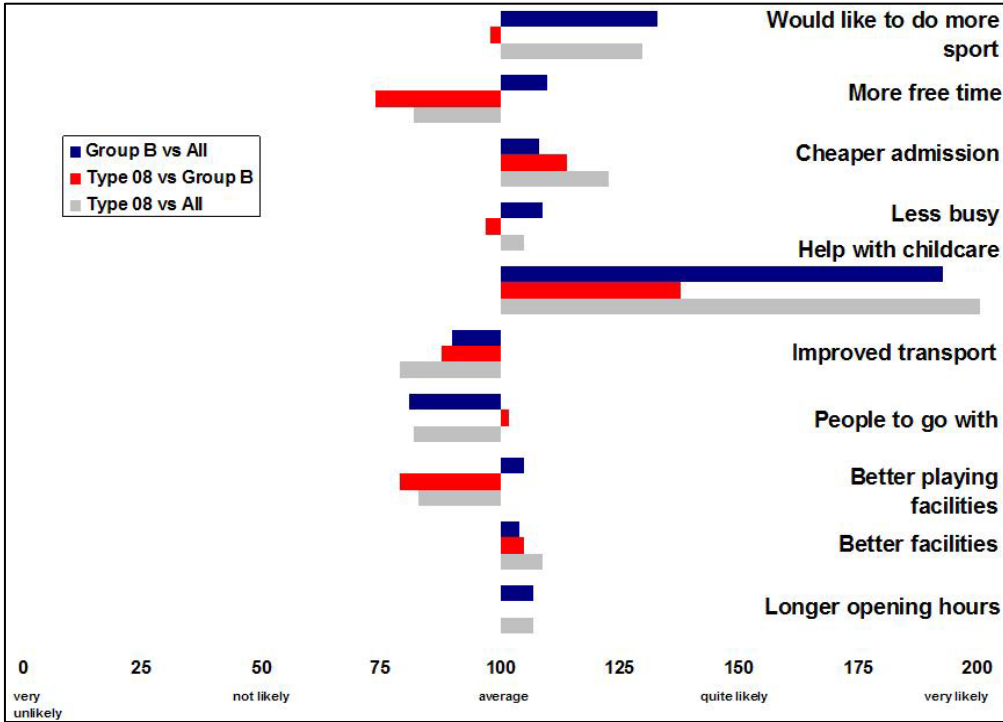
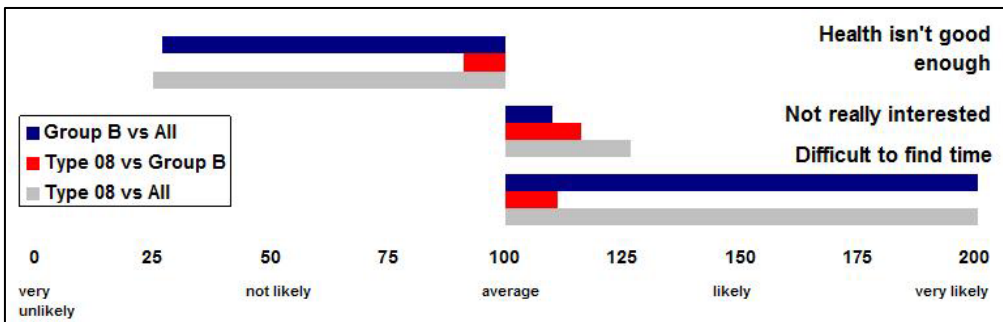


Figure 6: Reasons for not participating (those that have not participated in the last 12 months)



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How to reach Jackie



Channel Preferences

TV/RADIO

Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas. She has Freeview, mainly for the children, but she does enjoy the daytime soaps and chat shows herself. As a light/medium radio listener she prefers local commercial over national stations and displays a good level of advert recall.

INTERNET

Jackie is a cautious internet user, with only a slow, broadband connection. She has been encouraged to use it by her children and is becoming more confident. She prefers to browse for information, rather than make purchases over the internet.

POSTERS/DIRECT MAIL/NEWSPAPER

Jackie is likely to respond to women's magazine adverts that mix information with style and health. She may also respond to direct mail and passive, mass-marketing sites, typically if value/benefit-driven.

TELEPHONE

Jackie owns a mobile phone, primarily for emergencies and the odd text, thus has pay-as-you-go. She is comfortable with telephone banking, ordering from catalogues over the phone and listening to advice lines.

Newspapers and Magazines, such as...

| | |
|----------------|------------------|
| All About Soap | What's On TV |
| Bella | Chat |
| Inside Soap | Red |
| TV Choice | The Daily Mirror |
| OK! | Caravan World |

Tone and message...

| | |
|---------------|-------------------|
| Mass-market | Family-orientated |
| Down to Earth | Reliable |
| Practical | Competitive |
| Everyday | Established |
| Value | Mainstream |

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