

Kev

Pub League Team Mates (B09)

Blokes who enjoy pub league games and watching live sport

5.8% of adults, 12.0% of adult males, 17.9% of Group B

Kev

Age 36-45

Married/Single

May have children

Vocational



Kev

Kev, 40, lives with his long-term partner and step-son, working as a self-employed plumber. In between jobs he may visit the bookies or grab a swift half at the pub.

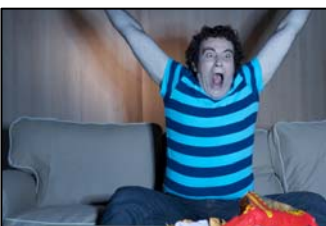
On Saturday mornings Kev trains with the pub football team, and sometimes makes the Sunday side – although he's struggling more and more to keep up with the lads in the team. Evenings and weekends often see him down the pub, smoking, drinking and watching sport, when work allows.

Kev used to enjoy lifting weights or using his punch bag at home, but lately his shoulder has been playing him up, so instead it is a few games of snooker or darts at the pub.

He can't understand healthy eating fads - salads just don't seem like a proper meal to him, so he sticks to his traditional and relatively unhealthy pie, chips and processed food diet.

What Kev likes to do

- A less active type within its Group, though likely to be part of a social club that does some physical recreation (see Fig. 3).
- Enjoys team sports, especially football, and also combat sports or low intensity social activities such as darts or pool (Fig. 2).
- Enjoys sport in general, but other motivations include training to compete, to meet friends or to help with injury. Those who do no sport struggle with their health (Fig. 4).
- Better playing facilities, and cheaper entry, may encourage more participation (Fig. 5).



Sports that appeal to Kev

Football	Darts
Karate	Snooker
Weight Training	Fishing
Boxing	Pool
Tenpin Bowling	Cricket

Social Activities

Kev is generally not interested in the arts. He was also not particularly encouraged to participate at an early age and is unlikely to encourage his children to get involved.

Kev enjoys attending live sporting events such as football, rugby league and motor racing.

Media and Communications

Kev is a heavy TV viewer, particularly favouring ITV and C5. He is also likely to have a digital/cable package for live sports coverage. Kev's mobile phone is important for his plumbing business and getting the footy lads organised, his landline is seldom used. As a medium internet user, Kev browses for motor or employment information. He likes to read newspapers such as the Mirror, Sun or Daily Star and still enjoys the lads' mags.

Towns such as

Walthamstow
Walsall
Rotherham
Bradford
Wakefield

Similar to / lives near

B10 Paula

B08 Jackie

C14 Brenda



Key

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Figure 2: Activity Participation Rates

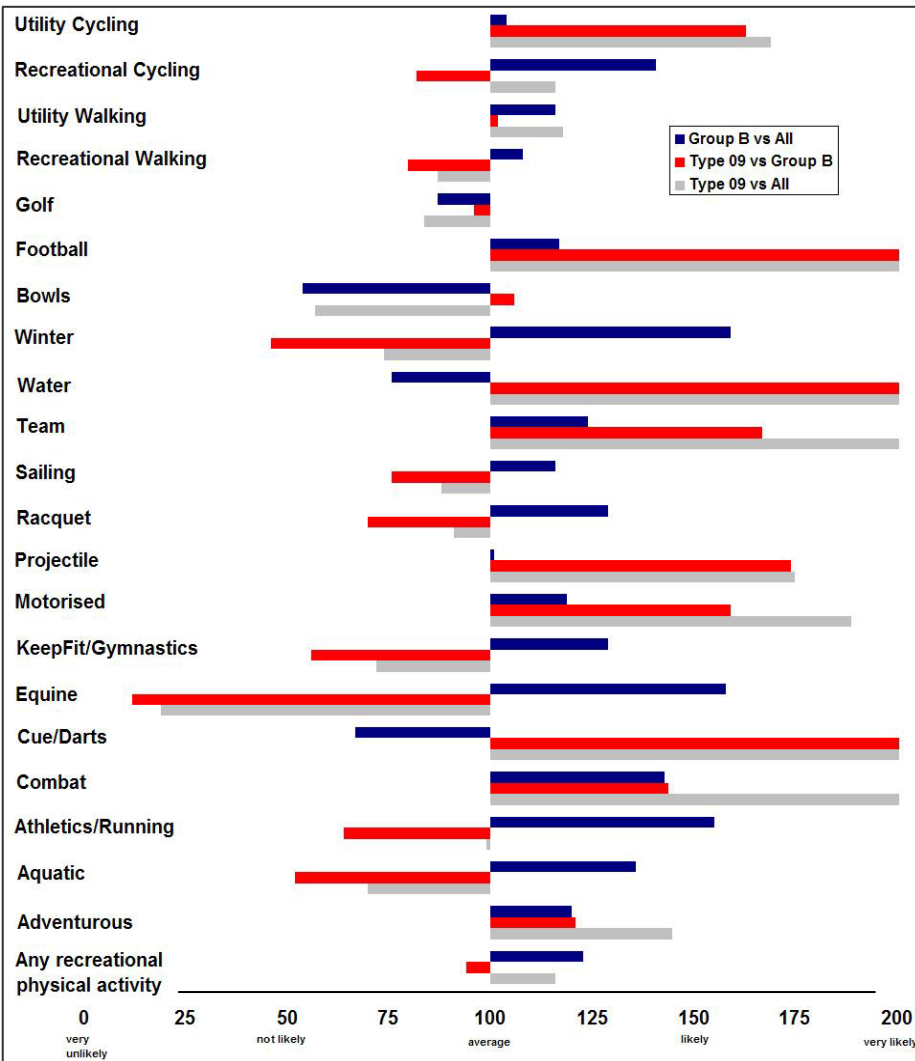
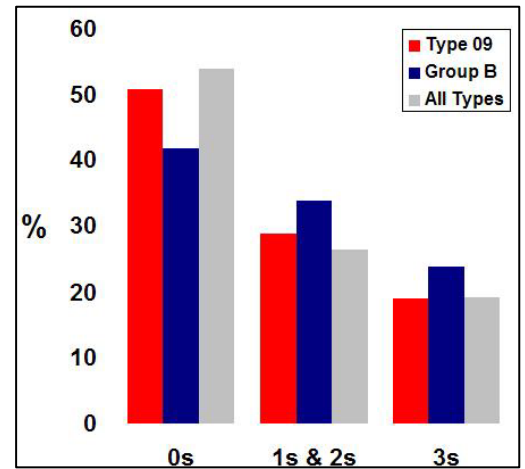


Figure 1: Number of days participating (for at least 30 minutes, moderate intensity) in the last week



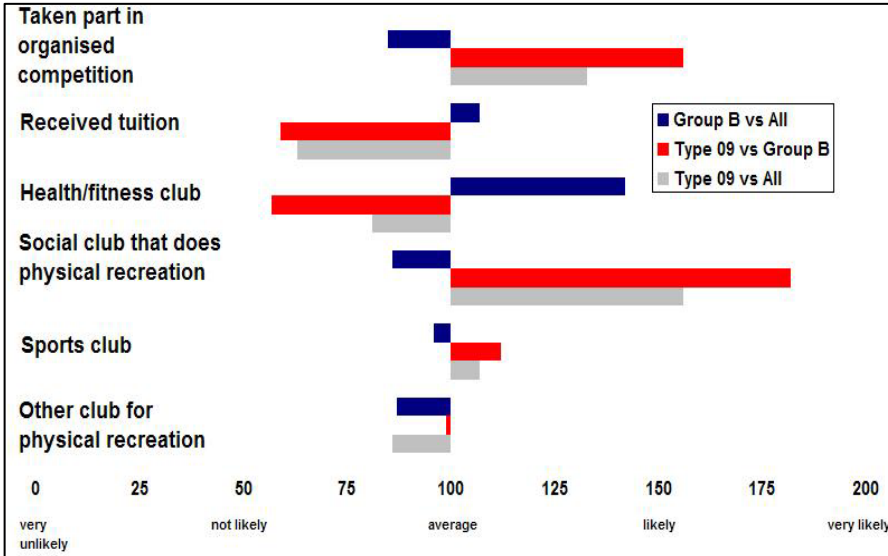
Segments and Groups

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 B09 is more likely to play football than the population so the index is above 100. Similarly B09 is less likely to take part in equine sport 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 less likely than the total population to take part in organised competition (blue bar). Segment B09 is more likely than its peer group to take part in organised competition (red bar). Segment B09 is also more likely than the total population to take part in organised competition (grey bar).

Figure 4: Reasons for doing sport

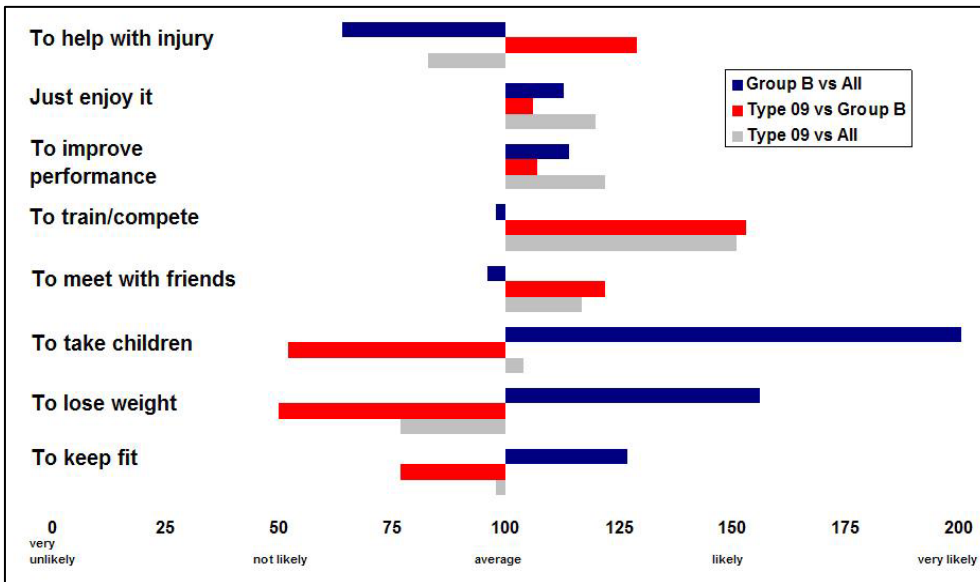


Figure 5: For those that want to, what would encourage them to do more sport

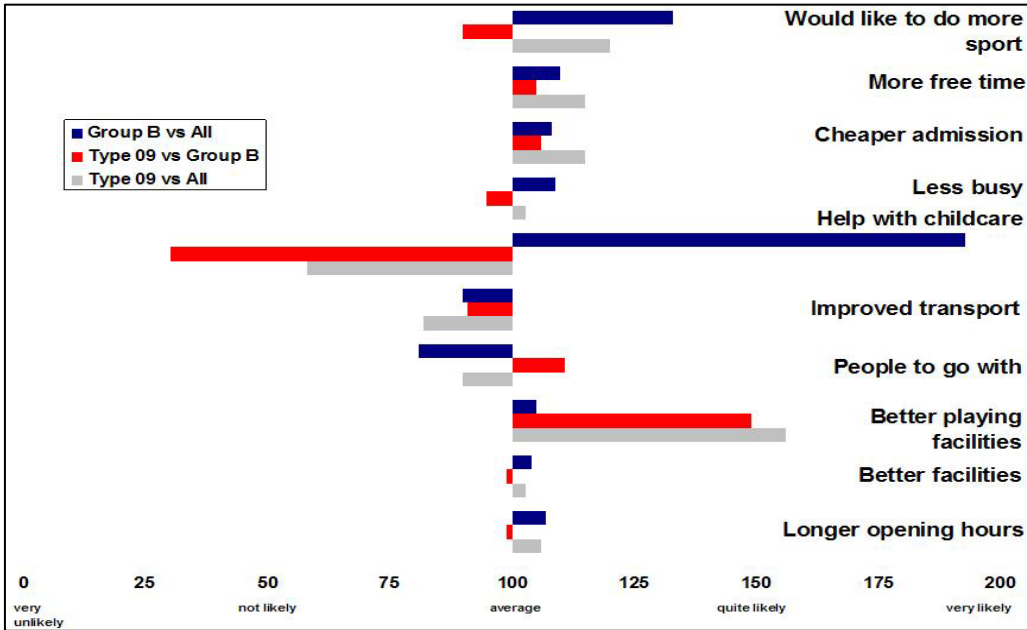
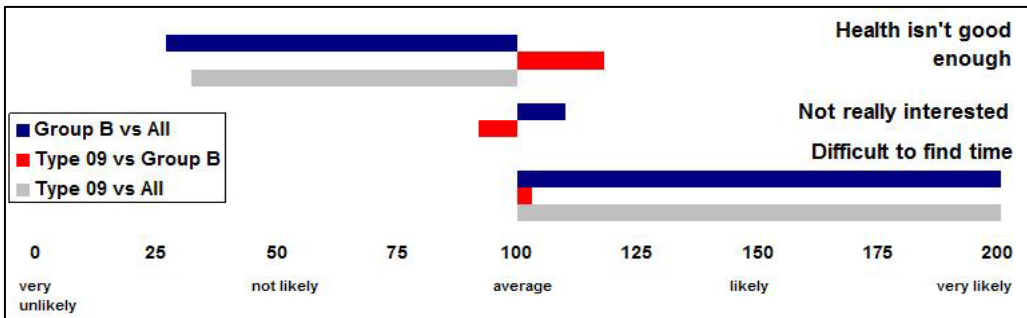


Figure 6: Reasons for not participating (those that have not participated in the last 12 months)



Key

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How to reach Key

Key

Age 36-45
 Married/Single
 May have children
 Vocational



Channel Preferences

TV/RADIO

Key is a heavy TV viewer, likely to have a digital or cable package for extra sports coverage. He is likely to use interactive TV and may notice advertising on these services or the sponsorship of a programme. Key is a heavy radio listener and is likely to favour local commercial stations. He will notice radio advertising, especially practical advice pitched at improving his lifestyle or financial situation.

INTERNET

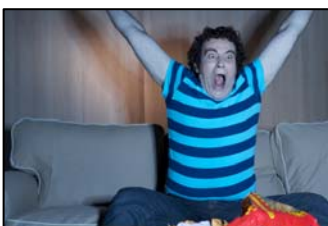
As a medium internet user, Key browses for motor or employment information. He is unlikely to make purchase online, but may notice web banners on the information sites he visits.

POSTER/DIRECT MAIL/NEWSPAPER

Key is most likely to respond to poster advertising and mail shots delivered with the newspapers he reads. However, he has an intuitive decision making style and does not like to be overwhelmed with choice.

TELEPHONE

His mobile phone is important for his plumbing business, also using it for social reasons. He is likely to have a monthly contract, but will not respond to text adverts as these are perceived as costly.



Newspapers and Magazines, such as...

Autotrader	The Daily Mirror
The Daily Star	Front
Loot	News of the World
Superbike	Nuts
Exchange & Mart	Racing Post

Tone and message...

Down to Earth	Value/Cheap
Dependable	Uncomplicated
Jargon free	Plain
Traditional	Mass market
Not gimmick-led	Unpretentious

Brands such as...



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Further information

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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 lifestage 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