

Understanding the sporting market segments

An Introduction

The sporting market segments analyses the English adult population (18+) according to sports participation, motivations and barriers to doing more sport. The market segmentation data will assist Sport England in delivering an increase of two million additional adults taking part by 2012.

Pen Portraits

The pen portraits were designed to help users understand the essence of each of the nineteen sporting market segments. Each portrait highlights the key factors which make these segments distinctive and which would be useful when devising communication or strategies targeted at them. These are necessarily subjective descriptions that are intended to highlight key issues rather than be comprehensive.

The index tables available on the web provide more detailed information.

Statistical Sources

All of the information included in these segments is grounded in information sources. The portraits have taken in a wealth of information, primarily from the Active People and Taking Part surveys but also from the census. This information was supplemented with information from other market research surveys including

Ipsos MORI's Financial Services Survey, the National Readership Survey and the British Crime Survey.

Caveats

Clearly every individual does not match exactly to the nineteen segments. These descriptions are "ideal types", pure examples to which individuals match to with varying degrees of exactness. Not everyone who is characterised as a Ben, will play football or have a professional job. Indeed many will not. These pen portraits focus on the statistical bias of the segment, on the demographic elements and sporting characteristics which are more numerous in this segment than in any other and gives the segment its individual feel.

Outlining our Segments

Table A provides demographic and sports and active recreation participation figures for each segment. This information will help you identify which segments you wish to explore further. Table B illustrates the proportion of the English population (18+) accounted for by each segment.

For more information please go to:

www.sportengland.org/research.

Table A: Outline of sporting market segments

Name of Segment	Brief Outline of Segment
A01: Competitive Male Urbanites Ben	Male Age 18-25 Single Owner Occupied Employed fulltime Without children Social class ABC1 12+ (doing 3X30 per week moderate intensity) = 40% Doing no sessions of 30 minutes moderate intensity = 19%
A02: Social Team Drinkers Jamie	Male Age 18-35 Single Private/Council rented Employed full time or Student Without children C2DE 12+ = 32% Doing no sessions of 30 minutes moderate intensity = 30%
A03: Fitness Class Friends Chloe	Female Age 18-35 Single Owner Occupied Employed fulltime Without children ABC1 12+ = 28% Doing no sessions of 30 minutes moderate intensity = 34%
A04: Supportive Singles Leanne	Female Age 18-25 Single Private/Council rented Employed full time or employed part time Significant number with children C2DE 12+ = 23% Doing no sessions of 30 minutes moderate intensity = 44%

B05: Career Focused Females Helena	Female Age 26-45 Single Owner Occupied Employed fulltime Without children ABC1 12+ = 33% Doing no sessions of 30 minutes moderate intensity = 33%
B06: Settling Down Males Tim	Male Age, 26-45 Married Owner Occupied Employed fulltime Approximately half have children ABC1 12+ = 32% Doing no sessions of 30 minutes moderate intensity = 27%
B07: Stay at Home Mums Alison	Female Age 26-45 Married Owner Occupied Part-time/ at home With children ABC1 12+ = 25% Doing no sessions of 30 minutes moderate intensity = 33%
B08: Middle Income Mums Jackie	Female Age 26-45 Married Owner Occupied Part-time/ at home With children C1C2D 12+ = 21% Doing no sessions of 30 minutes moderate intensity = 48%

B09: Pub League Team Mates Kev	Male Age 26-45 Married Private/Council rent Employed full time With children DE 12+ = 19% Doing no sessions of 30 minutes moderate intensity = 51%
B10: Stretched Single Mums Paula	Female Age 26-45 Single Council rented Part-time/ at home With children DE 12+ = 16% Doing no sessions of 30 minutes moderate intensity = 61%
C11: Comfortable Mid-Life Males Philip	Male Age 36-65 Married Owner Occupied Employed fulltime Approximately half have children ABC1 12+ = 26% Doing no sessions of 30 minutes moderate intensity = 39%
C12: Empty Nest Careerists Elaine	Female Age 46-55 Married Owner Occupied Employed fulltime Without children ABC1 12+ = 25% Doing no sessions of 30 minutes moderate intensity = 44%

C13: Early Retirement Couple Roger and Joy	Mixed Age 56-65 Married Owner Occupied Retired or employed full time Without children ABC1 12+ = 19% Doing no sessions of 30 minutes moderate intensity = 54%
C14: Older Working Woman Brenda	Female Age 46-55 Married Council Employed fulltime Without children C2DE 12+ = 14% Doing no sessions of 30 minutes moderate intensity = 64%
C15: Local "Old Boys" Terry	Male Age 46-65 Married Council Economically inactive or working full time Without children DE 12+ = 12% Doing no sessions of 30 minutes moderate intensity = 68%
C16: Later Life Ladies Norma	Female Age 56-65 Single Council Economically inactive or retired Without children DE 12+ = 9% Doing no sessions of 30 minutes moderate intensity = 78%

<p>D17: Comfortable Retired Couples Ralph and Phyllis</p>	<p>Mixed - Age 65 Married Owner occupier Retired Without children ABC1</p> <p>12+ = 14% Doing no sessions of 30 minutes moderate intensity = 70%</p>
<p>D18: Twilight Year Gents Frank</p>	<p>Male Age 65+ Married Owner occupier Retired Without children C1C2D</p> <p>12+ = 9% Doing no sessions of 30 minutes moderate intensity = 78%</p>
<p>D19: Retirement Home Singles Elsie and Arnold</p>	<p>Mixed – majority female Age 65+ Single Owner Occupier and Council Retired Without children DE</p> <p>12+ = 5% Doing no sessions of 30 minutes moderate intensity =86%</p>

Table B: Sporting market segments by percentage

	Segment Name	Forename (s)	%	%	%	East Riding
			East Riding	Yorkshire & Humber	National	Population
A01	Competitive Male Urbanites	Ben	7.2	5.5	6.4	18,762
A02	Sports Team Drinkers	Jamie	2.8	6.2	5.4	7,364
A03	Fitness Class Friends	Chloe	7.8	5.4	6.9	20,420
A04	Supportive Singles	Leanne	3.1	5.1	4.7	8,162
B05	Career Focussed Females	Helena	5.6	4.8	5.0	14,578
B06	Settling Down Males	Tim	10.2	7.4	9.4	26,765
B07	Stay at Home Mums	Alison	5.1	3.4	4.6	13,428
B08	Middle England Mums	Jackie	3.5	3.6	4.0	9,219
B09	Pub League Team Mates	Kev	2.4	6.8	5.8	6,199
B10	Stretched Single Mums	Paula	1.3	4.6	3.8	3,533
C11	Comfortable Mid-Life Males	Philip	9.3	7.4	7.8	24,422
C12	Empty Nest Career Ladies	Elaine	6.9	5.5	5.3	18,004
C13	Early Retirement Couples	Roger & Joy	9.8	6.2	6.2	25,649
C14	Older Working Women	Brenda	2.6	4.9	4.0	6,888
C15	Local 'Old Boys'	Terry	2.3	4.5	3.4	5,992
C16	Later Life Ladies	Norma	1.2	2.4	2.0	3,256
D17	Comfortable Retired Couples	Ralph & Phyllis	5.4	2.7	3.7	14,188
D18	Twilight Year Gents	Frank	4.3	3.8	3.5	11,218
D19	Retirement Home Singles	Elsie & Arnold	9.2	9.8	8.3	24,221