

APPENDIX 11: MARKET SEGMENTATION

MARKET SEGMENTATION

Sport England has developed nineteen sporting segments to provide a better understanding of people's attitudes to sport, their motivations and barriers. The key data sources were the Department of Culture, Media and Sport (DCMS), 'Taking Part' survey and Active People. Further data was added from Experian Mosaic databases. Population data is used for people aged 18 and over.

The segmentation model consists of 19 segments – each has a distinct sporting behaviour and attitude. A summary of each market segment is provided below.

Sport England Market Segmentations (19 Segments)

NAME	TITLE	DESCRIPTION	TOP THREE PARTICIPATING SPORTS NATIONALLY
BEN	Competitive Male Urbanites	Male (aged 18-25), recent graduates, with a 'work-hard, play-hard' attitude. Most sporty of 19 segments.	Football, Cricket Keep fit/gym, Cycling
JAMIE	Sports Team Drinkers	Young blokes (aged 18-25) enjoying football, pints and pool.	Football, Cricket Keep fit/gym, Athletics
CHLOE	Fitness Class Friends	Young (aged 18-25) image-conscious females keeping fit and trim.	Keep fit/gym, Swimming, Athletics
LEANNE	Supportive Singles	Young (aged 18-25) busy mums and their supportive college mates. Least active segment of her age group.	Keep fit/gym, Swimming, Athletics
HELENA	Career Focused Females	Single professional women, enjoying life in the fast lane (aged 26-45).	Keep fit/gym, Swimming, Cycling
TIM	Settling Down Males	Sporty male professionals (aged 26-45), buying a house and settling down with partner.	Cycling, keep fit/ gym, swimming, football, athletics and golf. Club member and competitive sport. Cycling, keep fit/ gym, swimming, football, golf.

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ALISON	Stay at Home Mums	Mums with a comfortable, but busy, lifestyle (aged 36-45).	Keep fit/gym, Swimming, Cycling
JACKIE	Middle England Mums	Mums (aged 36-45) juggling work, family and finance.	Keep fit/gym, Swimming, Cycling
KEV	Pub League Team Mates	Blokes (aged 36-45) who enjoy pub league games and watching live sport.	Keep fit/gym, Football , Cycling
PAULA	Stretched Single Mums	Single mum (aged 26-45) with financial pressures, childcare issues and little time for pleasure.	Keep fit/gym, Swimming, Cycling
PHILIP	Comfortable Mid Life Males	Mid-life professional (aged 46-55), sporty males with older children and more time for themselves.	Cycling, keep fit/ gym, swimming, football, golf.
ELAINE	Empty Nest Career Ladies	Mid-life professionals who have more time for themselves since their children left home (aged 46-55).	Keep fit/gym, swimming, cycling, athletics or running, tennis and badminton.
ROGER & JOY	Early Retirement Couples	Free-time couples nearing the end of their careers (aged 56-65).	Keep fit/gym, swimming, cycling, golf and angling
BRENDA	Older Working Women	Middle aged ladies (aged 46-65), working to make ends meet.	Keep fit/gym, Swimming, Cycling
TERRY	Local 'Old Boys'	Generally inactive older men (aged 56-65), low income and little provision for retirement.	Keep fit/gym, Swimming, Cycling
NORMA	Later Life Ladies	Older ladies (aged 56-65), recently retired, with a basic income to enjoy their lifestyles.	Keep fit/gym, Swimming, Cycling

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RALPH & PHYLLIS	Comfortable Retired Couples	Retired couples (aged 66+), enjoying active and comfortable lifestyles.	Keep fit/gym, Swimming, Golf
FRANK	Twilight Year Gents	Retired men (aged 66+) with some pension provision and limited sporting opportunities.	Golf, Keep fit/gym, Bowls
ELSIE ARNOLD	& Retirement Home Singles	Retired singles or widowers (aged 66+), predominantly female, living in sheltered accommodation.	Keep fit/gym, Swimming, Bowls