



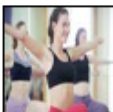

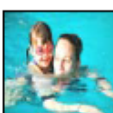





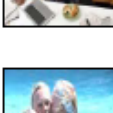









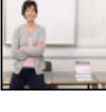

















Appendix 3: Sport England Market Segments explanation

	Segment name and description	Segment characteristics	Age	Socio econ	3x30 0x30	% Eng Pop	Sports	Media and Communications	Key brands	Activity characteristics
	A01 Ben Competitive Male Urbanites	Male recent graduates, with a work-hard, play-hard, drink-hard attitude	18-25	ABC1	40% 19%	6.4	Football Golf Cricket Rugby Un- Lge Skateboard American Ftball	Ben is a heavy internet user and has a high speed broadband connection at home. He uses this for sports news, personal emails, buying films and games and in recent months playing online poker.		Ben is well educated and well informed, and is the most likely of his peers to appreciate live music, photography and graphical design, especially if combined with his thirst for the latest gadgets.
	A02 Jamie Sports Team Drinkers	Young blokes enjoying football, pints and pool Single, Vocational Student	18-25	C2DE	32% 30%	5.4	Football Weight Lifting Pool	Jamie is a prolific mobile user, particularly using sms text alerts and checking out the football scores on his mobile using wap. He has a pay-as-you-go phone, rather than being tied into a monthly contract.		Jamie is least likely to participate in the arts compared to his peers, being not particularly interested or finances being a barrier.
	A03 Chloe Fitness Class Friends	Young image-conscious females keeping fit and keeping trim Single graduate professional.	18-25	ABC1	28% 34%	6.9	Aerobics Horse Riding Yoga Netball Trampoline	Chloe is a heavy mobile phone user, keeping in contact with all her friends almost daily, and probably uses it more than a landline. She uses the internet a lot, for social messaging, booking music tickets, or movie information.		Chloe is very likely to participate in the arts, having been encouraged from an early age. She particularly enjoys crafts, photography and dance classes, including those not just for fitness. It's a good way to meet new people and learn new skills.
	A04 Leanne Supportive Singles	Young busy mums and their supportive college mates Likely to have children, Student, Pt vocational.	18-25	C2DE	23% 44%	4.7	Aerobics Dance Exercise Netball Body Combat Ice Skating Rounders Gymnastics	Leanne is a heavy mobile user, for personal rather than business use. She regularly texts and calls her friends, and is likely to use pay-as-you-go rather than be tied to a monthly contract.		Leanne enjoys participating in some arts activities, to meet people and also to take her children. She is the most likely of her peers to participate in dance classes both for fitness and general enjoyment, and may also enjoy textile crafts.
	B05 Helena Career Focused Female	Single professional ladies, enjoying life in the fast lane Single, Full time professional.	26-35	ABC1	33% 33%	5.0	Aerobics Yoga Horse Riding Pilates Netball Hockey Body Pump	Helena always has her mobile on hand so that she is contactable for work and social calls. As a heavy internet user it is her primary source of information on events, holidays and restaurants.		Helena is the most likely of her peers to participate in arts, having been encouraged from an early age. She enjoys going to museums, art galleries and the theatre and also listening to live music.
	B06 Tim Settling Down Males	Sporty male professionals, buying a house and settling down with partner Single/Married, may have children, professional	26-35	ABC1	32% 27%	9.4	Football Golf Squash Cricket Rugby U Shooting American Ftball	Tim loves to embrace the latest technology –the internet is his primary source of information, and he is a heavy mobile user for both personal and business purposes		Tim enjoys participating in the arts. He is the most likely of his peers to play a musical instrument, enjoying developing and learning new skills. He may also enjoy photography or use his computer for graphical design, especially if these activities can be combined with his thirst for top of the range gadgets.
	B07 Alison Stay at Home Mums	Mums with a comfortable, but busy, lifestyle Married, Housewife, Children	36-45	ABC1	25% 33%	4.6	Aerobics Yoga Horse Riding Pilates Netball Skiing Trampoline Body Pump Swimming	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, the Telegraph or Times.		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 also.

					33%						
	B08 Jackie Middle England Mums	Mums juggling work, family and finance Married, Part-time skilled worker, Housewife Children	36-45	C1C2D	21%	4.0	Aerobics Trampoline Ice Skating Rounders Step Machine Rollerblading Swimming	Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas. She is a cautious internet user, but is being encouraged by her children's prolific usage and is becoming more confident herself.		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.	
	B09 Kev Pub League Teamates	Blokes who enjoy pub league games and watching live sport. Married/Single; may have children; Vocational	36-45	DE	19%	5.8	Football Fishing Weight Training Snooker Pool Darts Sea Fishing Weigh Lifting	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.		Kev is generally uninterested in arts participation, or unable to for health reasons. He was also not particularly encouraged to participate at an early age and is unlikely to encourage his children to get involved.	
	B10 Paula Stretched Single Mums	Single mums with financial pressures, childcare issues and little time for pleasure Single, Job seeker or part time low skilled	26-35	DE	16%	3.8	Aerobics Keep Fit Trampoline Ice Skating Step machine Rounders Rollerblading Skipping	Paula is a heavy TV viewer, enjoying quiz and chat shows, reality TV and soaps. She is likely to have a digital or cable package and enjoys the extra choice this provides, particularly the shopping channels.		Paula is likely to participate in a few arts activities, perhaps textile crafts or craft and design with the kids - these may have been encouraged from an early age or through her kids' primary school.	
	C11 Philip Comfortable Mid-Life Males	Mid-life professional, sporty males with older children and more time for themselves	46-55	ABC1	26%	7.8	Golf Football Squash Cricket	Philip is a medium TV viewer, enjoying business and current affairs programmes and live sports coverage. He is likely to have digital TV and also use interactive TV services for sports and business news.		Having been encouraged from an early age, Philip enjoys participating in the arts - he may play a musical instrument, enjoy photography, visit theatres and be an active all rounder.	
	C12 Elaine Empty Nest Career Ladies	Mid-life professionals who have more time for themselves since their children left home	46-55	ABC1	25%	5.3	Yoga Aerobics Dance Exercise Step Machine Skippings Health and Fitness	Elaine is a light TV viewer, choosing programmes that reflect her interests in art or cookery. She uses the internet at home, for news and emails but does not have a high speed connection.		Well educated and well informed, Elaine enjoys participating in the arts, including dance, painting, drawing, textile crafts and reading for pleasure.	
	C13 Roger & Joy Early Retirement Couples	Free-time couples nearing the end of their careers. Married, retired or part-time.	56-65	ABC1	19%	6.2	Golf Yoga Keep Fit Pilates Bowls Aqua Fit Tai Chi Sailing Skittles	Roger and Joy are medium TV viewers and heavy radio listeners. They read newspapers regularly, usually the Times or Daily Telegraph, and also subscribe to some personal interest magazines.		With more time available to them, Roger and Joy like to participate in arts such as painting, drawing, sewing and reading - they also use the local 'university of the 3rd age'.	
	C14 Brenda Older Working Women	Middle aged ladies, working full time to make ends meet Single/Married May have children Low skilled worker	46-55	C2DE	14%	4.0	Keep Fit Aerobics Dance Exercise Step Machine Health + Fit Skipping	Brenda is a medium TV viewer who likes to keep up with the soap storylines and the latest reality TV show on cable. She also enjoys reading soap magazines and newspapers such as the Mirror or Sun.		Although lack of time is a barrier, Brenda is still likely to participate in some arts. She may enjoy dance classes and also textile crafts.	
	C15 Terry Local Old	Generally inactive older men, low income, little	56-65	DE	12%	3.4	Fishing, Weight Training Snooker/Darts	Terry is a high TV viewer, both at home and in the pub, particularly enjoying live sports		Terry was not encouraged to participate in the arts at an early age. He has a general lack of	

	C16 Norma Late Life Ladies	Older ladies, recently retired Single/Married, Low skilled worker, Retired	56-65	DE	9% 78%	2.0	Keep Fit Aqua Fit Darts Dance Exercise Tai Chi Step Machine Skipping	Norma is a high TV viewer, enjoying quiz shows, chat shows, soaps and religious programmes. Most new technology has passed her by, having no internet access or mobile phone.		Norma enjoys participating in the arts, particularly enjoying reading, textile crafts such as knitting, sewing and embroidery, and some painting or drawing. She will also regularly visit her local library
	D17 Ralph & Phyllis Comfortable Retired Couples	Retired couples, enjoying active and comfortable lifestyles Married, Retired	66+	ABC1	14% 70%	3.7	Golf Bowls Keep Fit Tennis Shooting	Ralph and Phyllis are medium to light TV viewers, preferring to be out and about instead. They like to read the Daily Telegraph or Independent do not have access to the internet, but they have a mobile phone		Ralph and Phyllis enjoy participating in the arts – they paint, read for pleasure and may play a musical instrument. They regularly enjoy visiting museums and heritage sites and taking foreign holidays.
	D18 Frank Twilight Years Gent	Retired men with some pension provision and limited exercise opportunities	66+	C1C2D	9% 78%	3.5	Golf Bowls Snooker Fishing Pool	Frank is a heavy TV viewer enjoying live sports coverage. He doesn't have access to the internet, or a mobile phone. He enjoys reading the Daily Mail or Express.		Frank has limited participation in arts activities, having not been particularly encouraged in his early years. However, he does enjoy visiting heritage sites and museums when given the opportunity.
	D19 Elsie & Arnold Retirement Home Singles	Retired singles or widowers, predominantly female, living in sheltered accommodation Widowed, Retired	66+	DE	5%	8.3	Bowls Yoga Keep Fit Aerobics Aqua Fit Tai Chi Dance Exercise	Elsie is a heavy TV viewer enjoying old films, and BBC2. Elsie does not have an internet connection or mobile phone. She will use her landline to call family		Elsie is keen to participate in the arts, particularly enjoying the dance afternoon in the community lounge. She loves listening to old music and having a waltz with other residents.