

Ben - 1

Competitive Male Urbanites

- Mainly aged 18-25
- Single
- Graduate professional

Male, recent graduates, with a 'work-hard, play-hard' attitude

5% of all adults; 10% of adult men



About Ben

Ben, 22, has recently graduated and is now working as a trainee accountant. Loving his single life, which is just an extension of university days, he is certainly in no hurry to settle down. His 'work-hard, play-hard' attitude to life sees him putting in long hours at the office, doing a lot of sport and enjoying plenty of socialising with friends. Ben is also more likely to be a student than other groups.

Currently renting with ex-university friends, he is contemplating the housing ladder, but will probably move back into the parental home. Whatever he chooses, little time is spent at home.

Image and brand conscious, Ben tries to keep a healthy diet, but with little success. Post-work and post-exercise fast foods are almost daily regimes.

Ethnic origin

Individuals in this segment are predominantly of White British (74%), or Other White (12%) origin; or may also be Asian/Asian British (7%), of Irish heritage (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Josh, Luke, Adam, Matesuz, Kamil

Ben: Sports Overview

- Ben is a very active type that takes part in sport on a regular basis: he is the most sporty of the 19 segments.
- The top sports that Ben participates in are shown in the chart opposite: 33% of Bens play football, compared to 4% of all adults; 24% of this segment take part in 'keep fit and gym' compared to 17% of all adults; 18% of this segment take part in cycling, and 15% take part in athletics or running.
- Swimming is also popular with Ben, with his participation in this sport being in line with all adults. He may also take part in tennis, golf, badminton, squash/racketball and cricket.

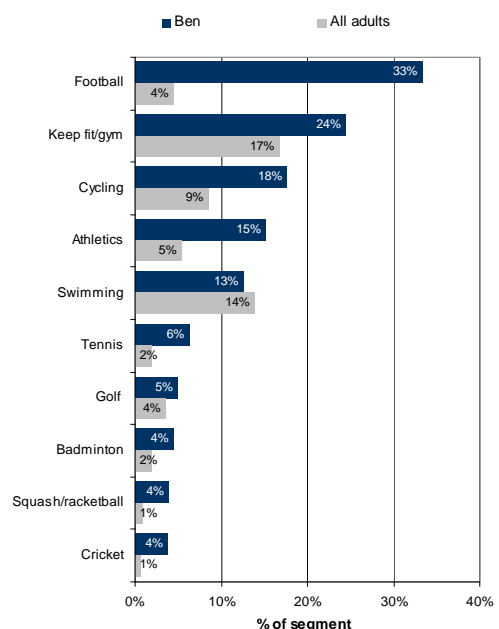
Ben is similar to/lives near:

Chloe (segment 3), other Bens (segment 1)

Ben is likely to live in towns/areas such as:

Maidenhead, Putney, High Wycombe, Wimbledon, Richmond-upon-Thames

Top sports that Ben participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

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How sporty is Ben?



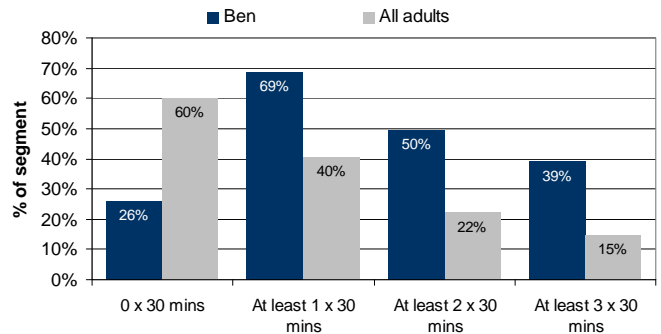
Ben's sporting activity

Ben is a very active type that takes part in sport on a regular basis: 39% of this segment does three 30-minute sessions of moderate intensity sport per week, compared to 15% of all adults.

Almost 70% of Bens take part in sport at least once a week and around a quarter do no sport (in the past month).

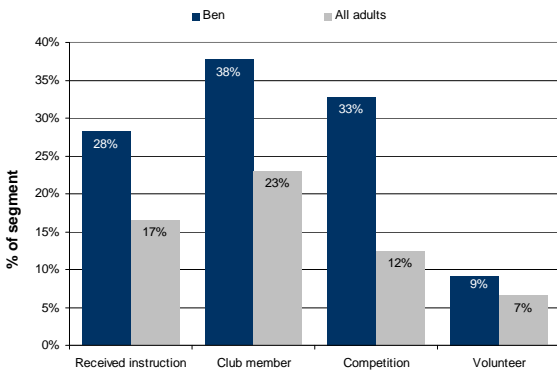
Ben is the most active segment across the entire adult population.

Ben's sporting activity
(30 minute moderate intensity per week)



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010). Chart shows percent doing no sport, and percent doing sport at least once a week, at least twice a week and at least three times a week. Totals will add to more than 100%.

Ben: Organised sport



Source: Sport England Market Segmentation 2010, using Sport England Active People Survey data (for the period April 2009 to April 2010). Received instruction is based on any tuition or coaching in the last 12 months, club member is based on those who have been a member of a club in order to participate in the last four weeks, competition is based on organised competition in the last 12 months and volunteering is based on any volunteering in the past four weeks

Organised Sport

Ben is likely to be a member of a club to play sport (38% of this segment are club members compared to 23% of all adults). He is also likely to take part in competition (33% of this segment have competed in the past 12 months, compared to 13% of all adults).

Of this segment, 28% receive instruction and 9% volunteer in sporting activity.

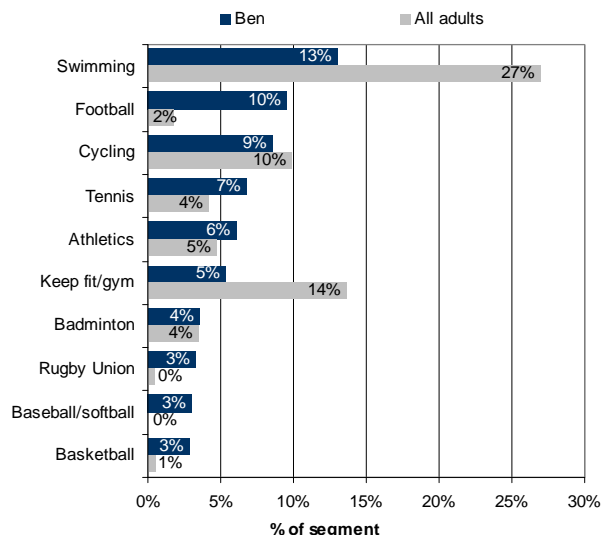
Ben's latent demand for sport

62% of this segment would like to do more sport, compared to 52% of all adults.

Of these 13% would like to do more swimming compared with 27% of all adults. Other sports Ben would like to do more of are football (10%, compared to 2% of all adults); cycling (9%); tennis (7%); and athletics or running (6%).

Of this segment, 5% would like to do more keep fit/gym, compared to 14% of all adults.

Top sports that Ben would like to do more of



Source: Sport England Market Segmentation 2010, based on Sport England Active People Survey data (for the period April 2009 to April 2010). Chart shows percent of segment that said they would like to do more of a certain sport, based on those adults who said they would like to do more sport.

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What drives Ben's participation?



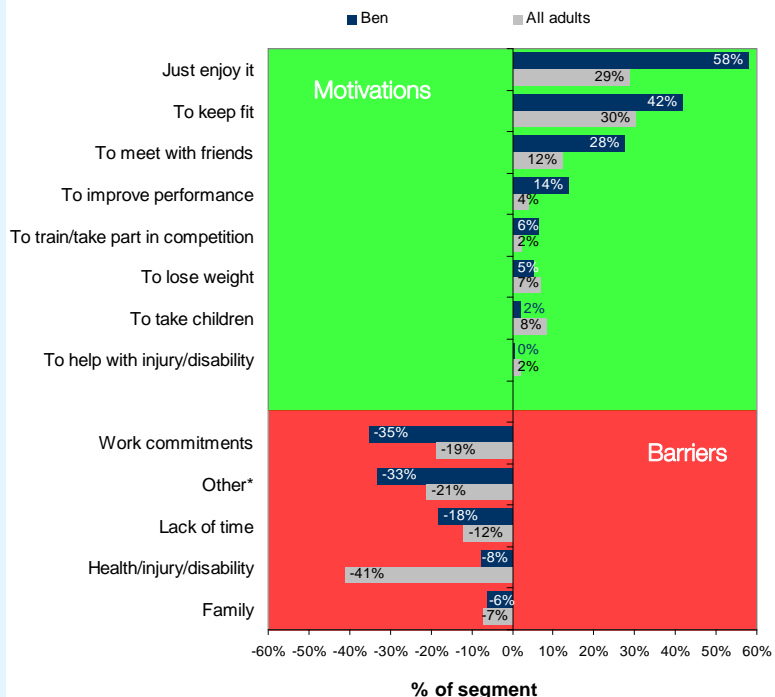
Motivations for Ben

- The main motivations for Ben playing sport are enjoyment (58%), keeping fit (42%), socialising (28%) and improving performance (14%).
- These motivations are more significant for Ben than for the overall adult population.
- 'Training/taking part in a competition' and 'losing weight' are much less relevant motivating factors for Ben.

Barriers for Ben

- 35% of this segment cite their main barrier to playing sport as work commitments, compared to 19% of all adults.
- 'Other factors' (which include 'leaving school', 'no opportunity' and 'economic/work reasons') are a barrier for 33% of this segment compared to 21% for all adults.
- 'Health, injury and disability' are considered a barrier to playing sport by 8% of this segment. Similarly, 9% of this segment describe themselves as having a long-standing illness, disability or infirmity. 'Help with an injury/disability' is a motivating factor for less than 1% of this segment to play sport.

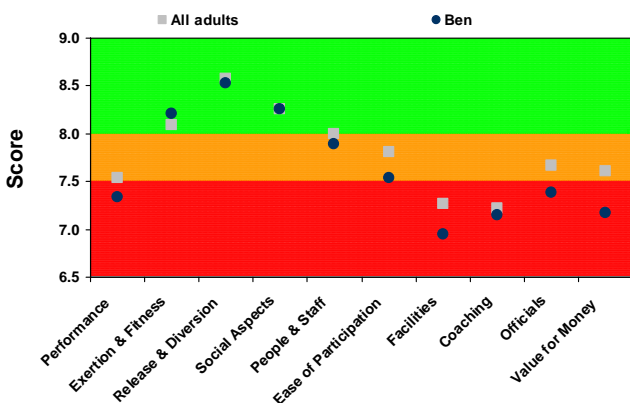
Ben: Motivations and barriers for taking part in sport



Source: Sport England Market Segmentation 2010. Motivations derived from the 2006 Taking Part survey and barriers from the Active People Survey (April 2009-April 2010), asked of people who are doing less sport than a year ago. Respondents may chose multiple responses, so these will not add up to 100%. Negative percentages have been used to show barriers. *Other barriers includes 'left school', 'no opportunity' & 'economic/work reasons'

How satisfied is Ben?

Ben: Satisfaction with sporting experience



Source: Sport England Market Segmentation 2010, based on Sport England Satisfaction with the Quality of the Sporting Experience Survey 2010. This survey covers sports participants (and not the entire population). Green shading indicates high satisfaction score (above 8), amber indicates medium and red indicates lower score (below 7.5). These satisfaction bands are relative to the results of the overall survey.

Within this segment, Bens who participate in sport are most satisfied with the 'release and diversion', 'social' and 'exertion and fitness' aspects of their sporting experience. Ben is least satisfied with the 'facilities', 'coaching' and 'value for money' aspects of his sporting experience, although his satisfaction with coaching is consistent with all adults who play sport.

Ben tends to record similar satisfaction levels to all adults who do sport in areas where his satisfaction is high (e.g. exertion and fitness, release and diversion and social aspects). However, where Ben's satisfaction is medium or lower he tends to be less satisfied than the all adults who play sport, notably for 'ease of participation', 'facilities', 'officials' and 'value for money'.

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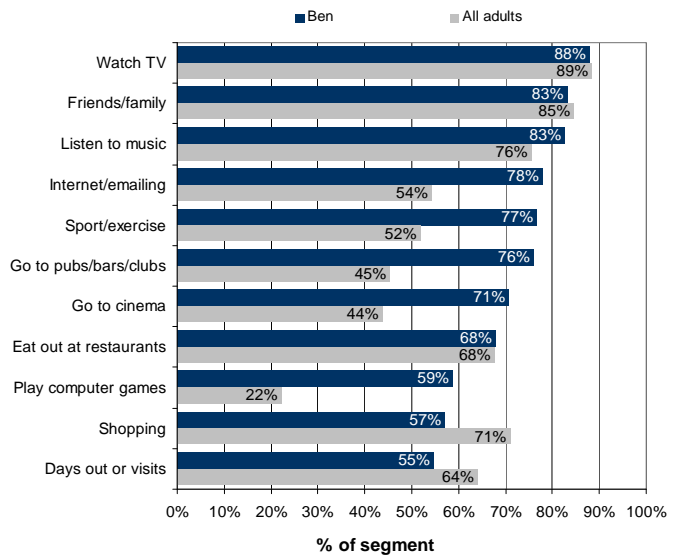
What else does Ben like to do?

In common with the general adult population, TV, friends and family, and listening to music all compete for Ben's leisure time.

As a younger segment, Ben is more likely than the overall adult population to spend his free time on the internet and emailing, going to the cinema, going to pubs, bars and clubs, and playing computer games.

Sport and exercise are a high priority for Ben, with 77% of this segment doing this in their spare time compared to 52% of the overall adult population – sport/exercise ranks fifth in Ben's free time activities.

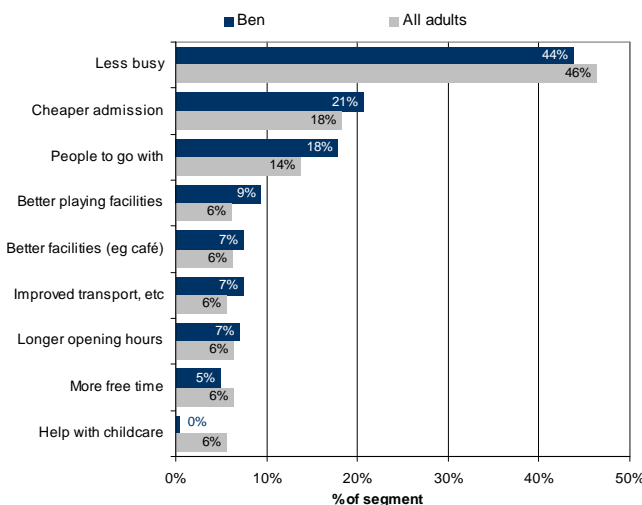
Ben: Other cultural activities



Source: Sport England Market Segmentation 2010. Chart shows activities undertaken in the past 12 months, taken from the DCMS Taking Part survey 2010. Respondents may chose multiple answer, so percentages will not add up to 100%.

What would encourage Ben to do more sport?

Ben: What would make him do more sport?



44% of this segment say they would do more sport if they were less busy, compared to 46% of the overall adult population.

21% of this segment say they would do more sport if admission to facilities and activities was cheaper compared to 18% of the overall adult population.

18% would do more sport if they had people to play sport with, compared to 14% of the overall adult population.

Overall, the factors that would encourage Ben to do more sport were similarly important to the overall adult population. The exception was 'better childcare facilities', which was a factor for 0% of Bens compared to 6% of all adults.

Source: Sport England Market Segmentation 2010, taken from the DCMS Taking Part survey 2006 (this question was not included in the 2010 survey). Respondents may chose multiple answers, so percentages will not add up to 100%.

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How to reach Ben

Key Points

- Most responsive to: **Internet/email**
- Preferred information channel: **SMS Text**
- Preferred service channel: **Internet**
- Decision style: **'Experiential'** - Ben is open to new ideas and offers if they are presented in an original and entertaining way

TV/RADIO

Ben is a medium TV viewer, paying for extra digital packages for sport and music. He may notice and recall TV advertising and programme sponsorship. Ben is a reasonably regular radio listener. He favours national stations, displaying a low recall of adverts and messages.

INTERNET

Ben is a heavy internet user, using it for sports news, personal emails, social networking and buying films, games and tickets. He is highly responsive to internet advertising, including targeted e-mail campaigns and eye-catching banners, and likes to express his views on forums. He has an experiential and inquiring decision making style, making him seek entertainment and information. He is likely to watch YouTube and pass on viral marketing such as video clips and 'infotainment' links.

POSTERS/DIRECT MAIL/NEWSPAPERS

Ben is a medium reader of newspapers and magazines, however, he does not respond to advertising in these, or through direct mail.

TELEPHONE

Ben uses his mobile more than his landline. He is likely to use sms text alerts and responds well to offers delivered in this way. Ben's new 3G phone gives him constant access to the internet, and is now his main source of information and communication.

Ben reads newspapers and magazines such as...

BBC Top Gear	FHM
GQ	Arena
Men's Health	What Car?
The Independent	The Guardian
When Saturday Comes	Daily Telegraph

His preferred marketing tone and message is...

Individual	Dynamic
Entertaining	Interactive
Humorous	Fresh
Sociable	Stylish
Innovative	Young

Ben is responsive to brands such as...



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About the 19 market segments

Name	Description	% Pop	% M	% F
1 Ben	Competitive Male Urbanites	4.9%	10.2%	0.0%
2 Jamie	Sports Team Lads	5.4%	11.1%	0.0%
3 Chloe	Fitness Class Friends	4.7%	0.0%	9.1%
4 Leanne	Supportive Singles	4.3%	0.0%	8.2%
5 Helena	Career Focused Females	4.5%	0.0%	8.8%
6 Tim	Settling Down Males	8.8%	18.2%	0.0%
7 Alison	Stay at Home Mums	4.4%	0.0%	8.5%
8 Jackie	Middle England Mums	4.9%	0.0%	9.5%
9 Kev	Pub League Team Mates	5.9%	12.2%	0.0%
10 Paula	Stretched Single Mums	3.7%	0.0%	7.3%
11 Philip	Comfortable Mid-Life Males	8.6%	17.9%	0.0%
12 Elaine	Empty Nest Career Ladies	6.1%	0.0%	11.8%
13 Roger & Joy	Early Retirement Couples	6.8%	7.9%	5.8%
14 Brenda	Older Working Women	4.9%	0.0%	9.5%
15 Terry	Local 'Old Boys'	3.7%	7.6%	0.0%
16 Norma	Later Life Ladies	2.1%	0.0%	3.9%
17 Ralph & Phyllis	Comfortable Retired Couples	4.2%	4.7%	3.7%
18 Frank	Twilight Year Gents	4.0%	8.3%	0.0%
19 Elsie & Arnold	Retirement Home Singles	8.0%	1.6%	14.0%

The 19 segments fall mainly within the following age bands: (segments 1 to 4: 18-25; segments 5 to 10: 26-45; segments 11 to 16; 46-65 segments 17 to 19: 66 plus). NB: a person may still belong to a segment even if they fall outside that segment's age band. Index tables available at www.sportengland.org/segments provide more detail in tabular form.

The 19 Segments

The segments have been developed for Sport England by Experian, using socio-economic and demographic data, and overlaid with Sport England's Active People and Satisfaction data, as well as the DCMS/Sport England Taking Part survey. This data is used to profile the different groups' behaviour, preferences, and motivations and barriers towards sport.

The segmentation data also draws on 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.

This is a modelled dataset, showing the likelihood of sections of the adult population to display certain characteristics and cannot provide an exact measure of where people live or what they will choose to do. This segmentation data and the web tool should not be the sole basis for investment or strategic decisions and should be used in conjunction with your own local intelligence and market knowledge.

To explore the segments further...

...visit www.sportengland.org/segments where you can use the segmentation web tool to:

Explore the Segments, and answer questions such as 'what is the dominant segment in my local authority area' or 'which segment lives within the catchment of my sports centre?' or 'where in my local area does Chloe live?'

Explore a particular Sport – and answer questions such as 'which segments are more likely to play my sport' or 'which segments play team sports?' or 'in this area, where are the people located who are more likely to play tennis?'

Investigate further characteristics about the segment and answer questions such as 'where are people located who would like to play sport to lose weight?'

