

Brenda - 14

Older Working Women

Middle aged ladies, working to make ends meet

5% of all adults; 10% of adult women

- Mainly aged 46 - 65
- Married
- Part time employee



About Brenda

Brenda is 51 and works in a local food factory on the production line. Her two children have left home now, so it's just Brenda and her husband in the terraced house.

Brenda gets up early and walks to the early shift at the factory. After a long day on her feet and a walk back home again, she's too tired to do much with her evenings. A good dose of TV soaps provide some welcome relaxation, or she might go to the bingo hall instead. Dinner is inevitably oven food – she's too tired to go to any effort.

On Saturdays, Brenda looks after her grandchildren while her daughter works, often taking them swimming. If she doesn't have them she'll go to an exercise class instead, but with the kids in tow, and the adventure playground being pricey, that doesn't happen often.

Ethnic origin

Individuals in this segment are predominantly of White British (76%), or Other White (8%) origin; or may also be Asian/Asian British (7%), of Irish heritage (6%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Shirley, June, Maureen, Janet, Diane



Brenda: Sports Overview

- Brenda is generally less active than the average adult population.
- The top sports that Brenda participates in are shown in the chart opposite: Keep fit/gym is the most popular sport with 15% of the segment doing this, followed by swimming (13%) and cycling (4%).
- Athletics (including running) is enjoyed by 2% of Brendas. In all cases her participation levels are below the national average for all adults.
- Other sports that she may participate in are badminton, horse riding, tennis, martial arts (including Tai Chi), football and golf.

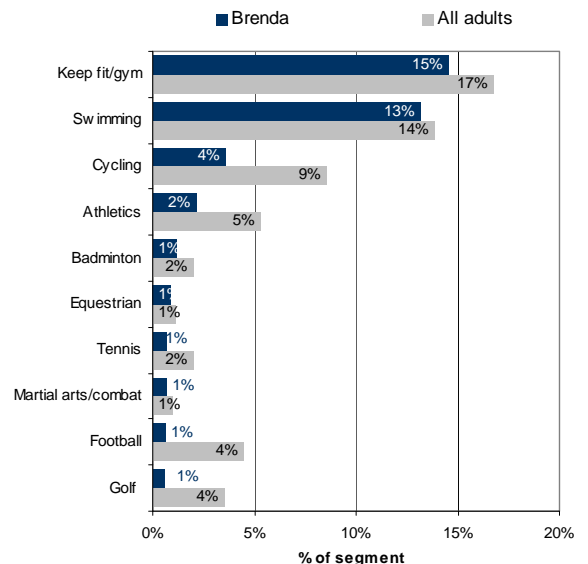
Brenda is similar to/lives near:

Kev (segment 9) and Terry (segment 15)

Brenda are likely to live in towns/areas such as:

Hackney, Rochdale, Lancaster, Corby

Top sports that Brenda 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

Brenda - 14

Older Working Women



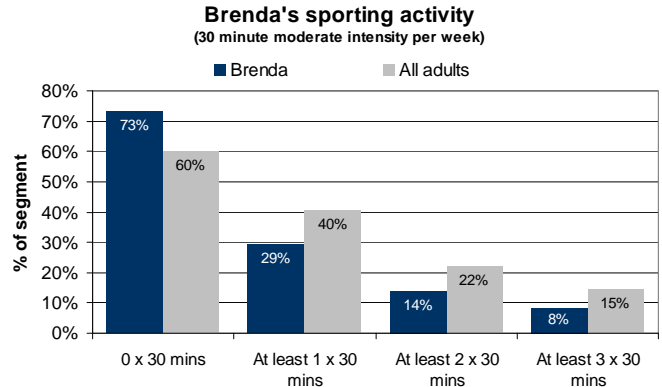
How sporty is Brenda?

Brenda's sporting activity

Brenda has below average levels of sports participation. 73% of this segment have done no sport in the past four weeks, compared to 60% of all adults.

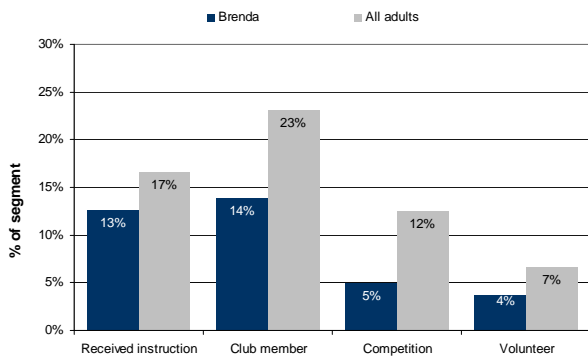
29% have participated in sport at least once a week, which is lower than other segments of the same age (the average of segments 11 to 16 is 38%).

8% have undertaken three sessions of sport a week, compared with a national average of 15%.



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%.

Brenda: 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

Brenda's latent demand for sport

51% of Brendas say they would like to do more sport, compared to 52% of all adults.

The top sports that Brenda would like to do more of are swimming (38%), keep fit/gym (18%), cycling (6%) and badminton (4%).

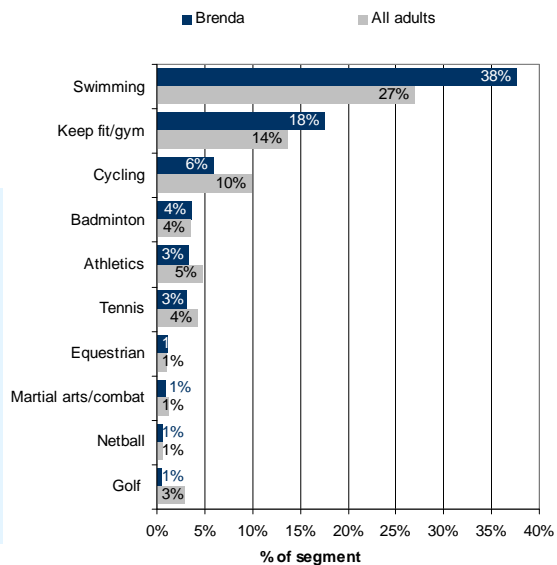
A small proportion of this segment would also like to do more athletics (running), tennis, horse riding, martial arts or netball.

Organised Sport

14% of Brendas are members of a club to participate in sport, which is lower than the national average, but higher than other organised sport indicators for this segment.

13% have received instruction in sport, and 5% have taken part in competition, in the past year; 4% have volunteered in the past month.

Top sports that Brenda 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

Brenda - 14

Older Working Women

What drives Brenda's participation?



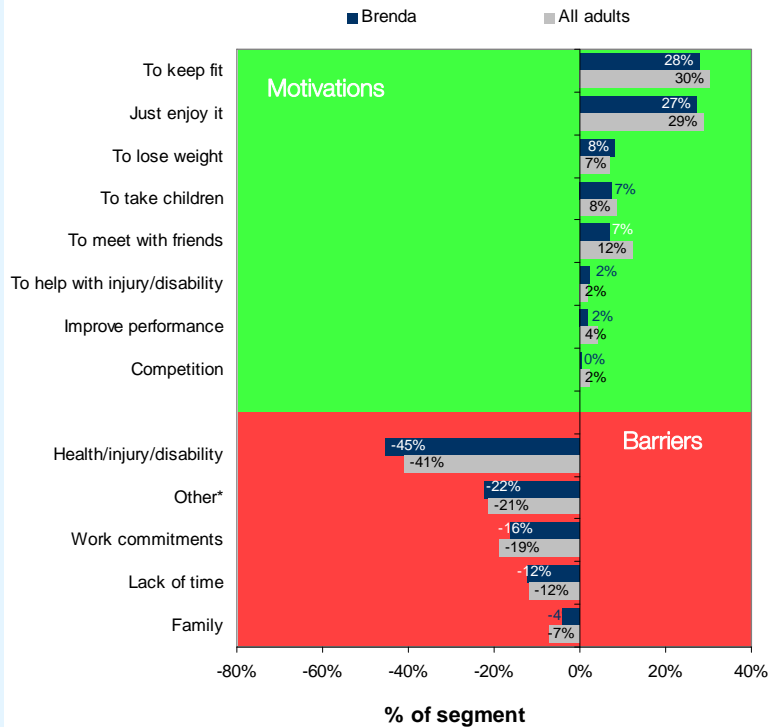
Motivations for Brenda

- The main motivations for Brenda playing sport are keeping fit and enjoyment, where her scores are close to the national average.
- Weight loss and taking children are also important motivating factors for this segment, as is meeting up with friends.
- 'Improving performance', and 'training/taking part in a competition' are much less relevant motivating factors for Brenda.

Barriers for Brenda

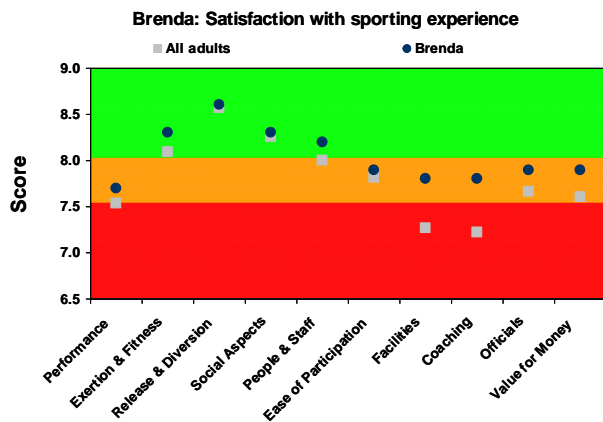
- 45% of this segment give their main barrier as 'health, injury or disability'. This appears consistent with the age of the segment and propensity to have health issues.
- 36% of this segment has a long standing illness, disability or infirmity.
- 'Other' barriers (including no opportunity and economic factors) are also a factor for this segment, more so than average.

Brenda: 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 include 'left school', 'no opportunity' & 'economic/work factors'

How satisfied is Brenda?



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, *Brendas who participate in sport* are most satisfied with the 'release and diversion', 'exertion and fitness', 'social', and 'people and staff' aspects of their experience.

She does not have low satisfaction with any of the domains, having medium satisfaction with facilities, coaching, performance, officials, value for money and ease of participation.

Brenda's satisfaction broadly matches the average adult score in all domains, although is higher in some cases (most notably, facilities, and coaching).

Brenda - 14

Older Working Women

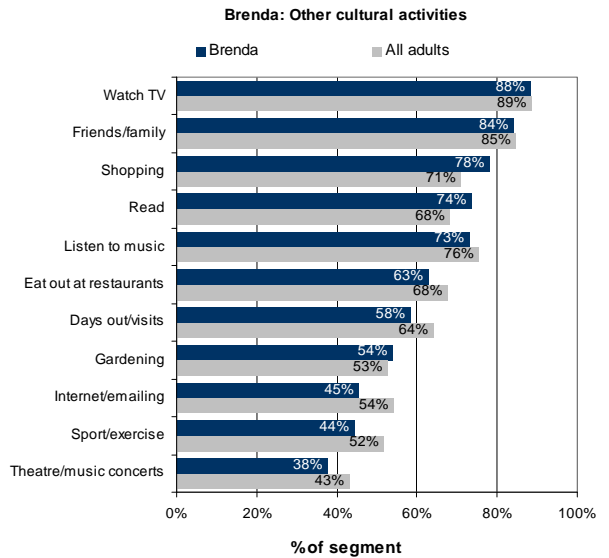


What else does Brenda like to do?

Brenda enjoys a range of cultural activities, at levels close to the national average in most cases.

Watching television, friends and family, shopping, reading, listening to music and eating in restaurants are enjoyed by most Brendas. Reading and gardening scores above average for Brenda – these tend to be activities enjoyed in and around the home and not in a social setting.

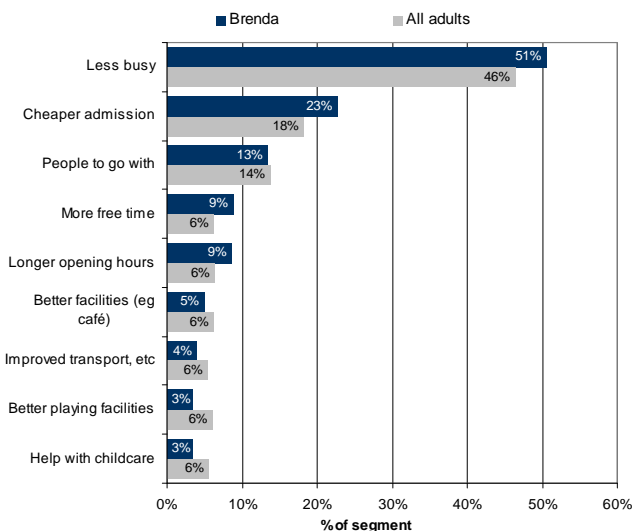
Sport is not a priority for this segment: 44% have taken part in sport or exercise in the past year, which is lower than the national average of 52%.



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 Brenda to do more sport?

Brenda: What would make her do more sport?



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%.

51% of this segment say they would do more sport if they were less busy, compared to 46% of the overall adult population.

23% said they would do more if there was cheaper admission. Both of these issues appear to be more important for Brenda than other adults and could be a barrier to her participation.

13% would be encouraged by having people to go with and 9% would need more free time which reflects Brenda's busy life.

For Brenda, better playing facilities, longer opening hours and child care were less of an issue than for other adults.

Brenda - 14

Older Working Women



How to reach Brenda?

Key Points

- Most responsive to: **television ads**
- Preferred information channel: **local papers**
- Preferred service channel: **face to face**
- Decision style: **accepting** – she will take things at face value and is open to advice and opinions of other people

Brenda read newspapers and magazines such as...

Bella	Best
Chat	Woman's Own
TV Choice	Real Magazine
That's Life	Inside Soap
The Sun	Readers Digest

TV/RADIO

Brenda is a heavy TV viewer who likes to keep up with the soap storylines and the latest reality TV show on cable. She is likely to respond to television advertising. Brenda is a medium radio listener, preferring local commercial stations, and may respond to a money saving advert.

INTERNET

Since she is unlikely have a computer at home, nor to use one at work, Brenda rarely has access to the internet. As such she is unlikely to be aware of, or respond to, internet-based campaigns.

POSTERS/DIRECT MAIL/NEWSPAPERS

Brenda enjoys reading soap magazines and newspapers such as the Mirror or the Sun. She has an accepting decision making style and will purchase products that have been recommended to her by family and friends. She is fairly responsive to direct mail, will listen to others' opinions about her purchases and relies on friends and family for advice.

TELEPHONE

She is an infrequent mobile user, sending the odd text. Instead, her landline is for advice and receiving marketing calls.

Her preferred marketing tone and message is...

Hardworking	Traditional
Word of Mouth	Trustworthy
Mass market	Reliable
Value for money	Mass culture
Jargon free	Everyday

Brenda is responsive to brands such as...



Brenda - 14

Older Working Women



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 Brenda 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?'

