

Ralph & Phyllis - 17

Comfortable Retired Couples

- Mainly aged 66+
- Married/single
- Retired

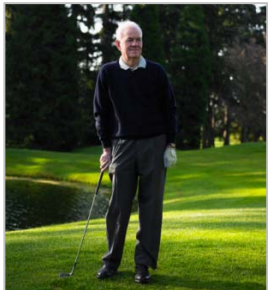
Retired couples, enjoying active and comfortable lifestyles

4% of all adults; 5% of adult men, 4% of adult women



About Ralph & Phyllis

Ralph and Phyllis are in their late 60s and have been retired for some time now. Their children are grown up and have moved out of the family home. Ralph was a successful banker, enabling them to retire early. They've downsized recently, benefiting from Ralph's investment portfolio and comfortable private pension.



Both Ralph and Phyllis feel there is still much of life to live. They enjoy playing golf together, and Ralph competes at weekends sometimes. Phyllis likes to go for the occasional swim while Ralph is out trout fishing, and they also love to go for long walks together. In their earlier years the pace was faster, but they're proud they're still active, enjoying life and can just about keep up with the grandchildren.

Ralph and Phyllis enjoy volunteering in the local community, organising church bazaars and raising money for the local museum.

Ethnic origin

Individuals in this segment are predominantly of White British (89%), or Other White (5%) origin; or may also be of Irish heritage (4%), Asian/Asian British (1%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Lionel, Arthur, Reginald, Beryl, Peggy, Marjorie



Ralph & Phyllis: Sports Overview

- Ralph & Phyllis are generally less active than the average adult population, but their activity levels are higher than others in their age range.
- They are likely to be doing the same or less sport than 12 months ago, with health the main issue for those doing less.
- The top sports that Ralph & Phyllis participate in are shown in the chart opposite: 10% of this group take part in keep fit or gym, 9% swim, 7% play golf and 4% play bowls.

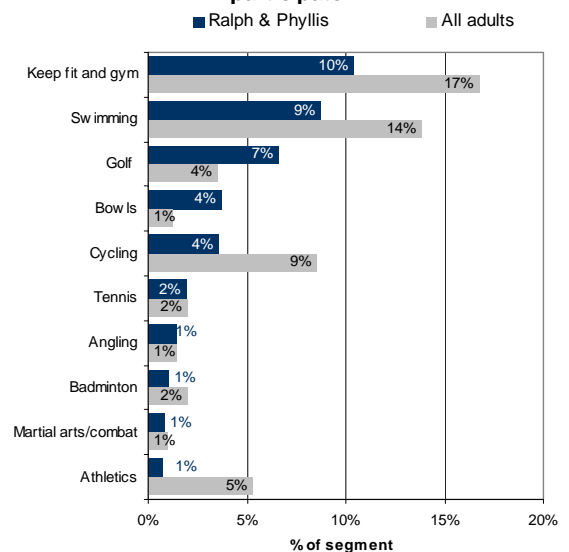
Ralph & Phyllis are similar to/live near:

Other Ralph & Phyllis (segment 17)

Ralph & Phyllis are likely to live in towns such as:

Stratford-upon-Avon, Chichester, Kendal, Farnham, Evesham

Top sports that Ralph & Phyllis participate 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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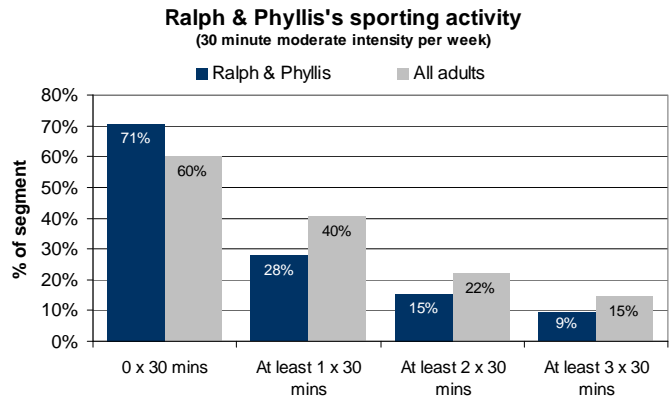
How sporty are Ralph & Phyllis?

Ralph & Phyllis's sporting activity

Ralph & Phyllis have below average levels of sports participation. 71% of this segment have done no sport in the past four weeks, compared with the average of 60% of all adults.

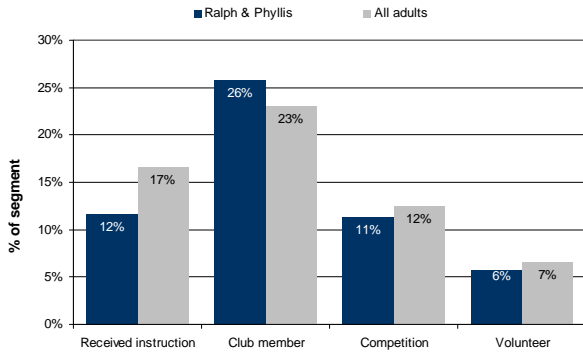
28% have participated in sport at least once a week, which is higher than other segments of that age (the average of segments 17 to 19 is 12%).

9% have undertaken three sessions of sport a week, compared with 11% of the over 66 age group.



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%.

Ralph & Phyllis: 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

26% of Ralph & Phyllis are members of a club to participate in sport, which is consistent with the national average. These may be golf and bowls clubs which are popular sports for Ralph & Phyllis.

12% have received instruction in sport and 11% have taken part in competition in the past year; 6% have volunteered in the past month.

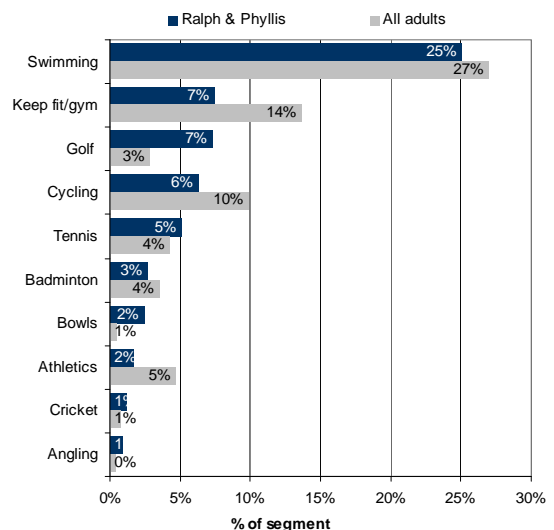
Ralph & Phyllis's latent demand for sport

27% of Ralph & Phyllis would like to do more sport, compared to 52% of all adults.

The top sports that Ralph & Phyllis would like to do more of are swimming (25%); keep fit/gym and golf (each 7%), cycling (6%) and tennis (5%).

Their demand for these sports is just below the national average in most cases.

Top sports that Ralph & Phyllis 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 Ralph & Phyllis's participation?

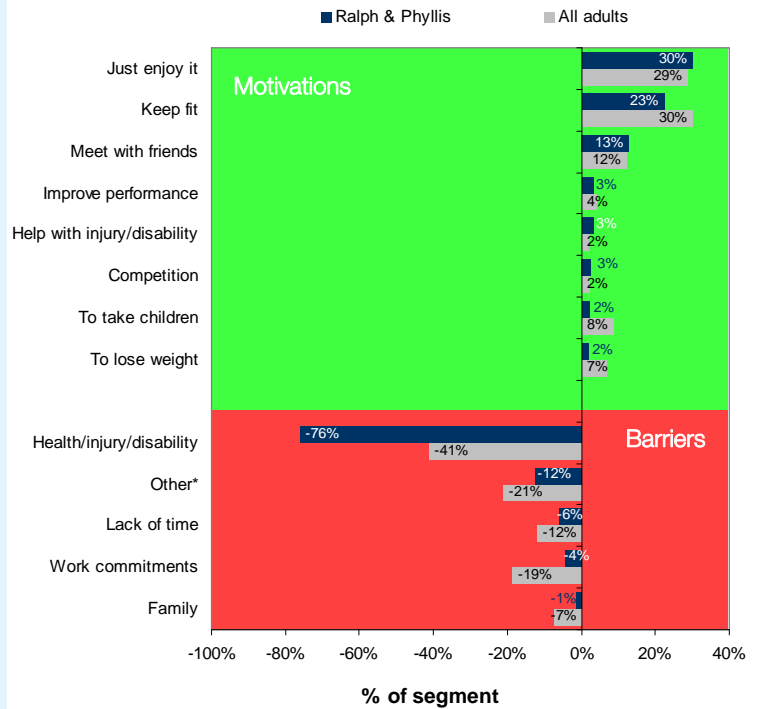
Motivations for Ralph & Phyllis

- The main motivations for Ralph & Phyllis are enjoyment, keeping fit and socialising.
- Socialising is as important a motivation for Ralph & Phyllis, as it is for all adults, which may reflect the club environment of their favourite sports.
- 'Improving performance', 'losing weight' and 'training/taking part in a competition' are much less relevant motivating factors for Ralph & Phyllis.

Barriers for Ralph & Phyllis

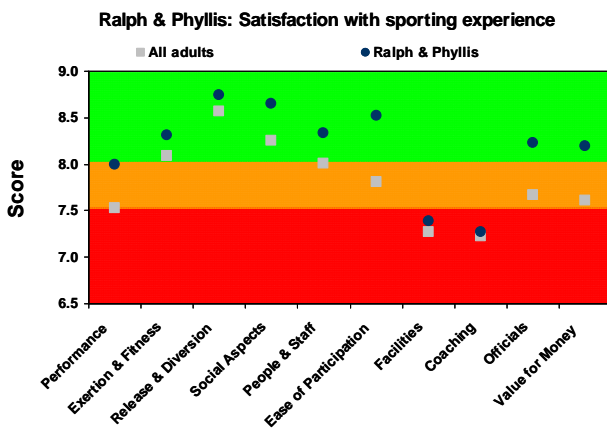
- 76% of this segment give their main barrier to playing sport as 'health, injury or disability'. This appears consistent with the age of the segment and propensity to have health problems.
- 40% of this segment has a long standing illness, disability or infirmity.
- 'Other' barriers (including no opportunity and economic factors) are also a factor but to a much lesser extent than health.

Ralph & Phyllis: Motivations/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 are Ralph & Phyllis?



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, Ralph & Phyllis who participate in sport are most satisfied with the 'release and diversion', 'social' aspects and 'ease of participation' in their sport. They are least satisfied with the 'facilities' and 'coaching'.

Ralph & Phyllis tend to record higher satisfaction than the overall adult participant result. This difference is particularly marked in scores for officials, value for money and ease of participation, where their satisfaction is high, compared with a medium score for the overall adult population.

Their low score for facilities and coaching are consistent with all adults who play sport.

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What else do Ralph & Phyllis like to do?

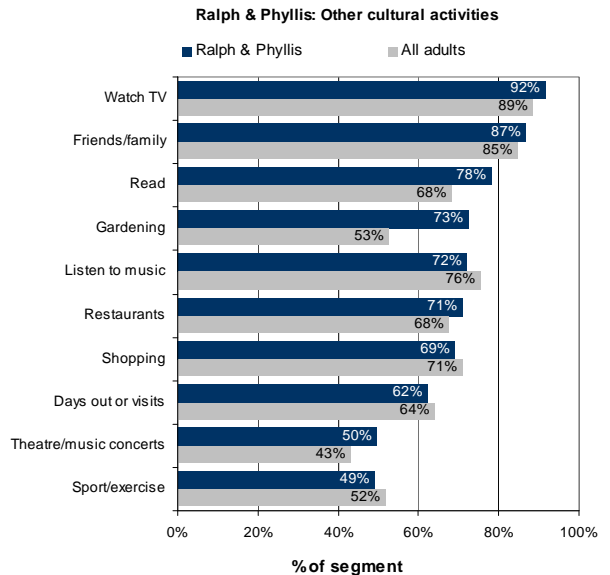
Ralph & Phyllis enjoy a range of cultural activities, at levels close to the national average in most cases.

Watching television, friends and family, reading, gardening, listening to music and eating in restaurants are the top activities that they have undertaken in the past year.

They have an above average propensity to read, do gardening, eat out and attend the theatre or concerts, compared to all adults.

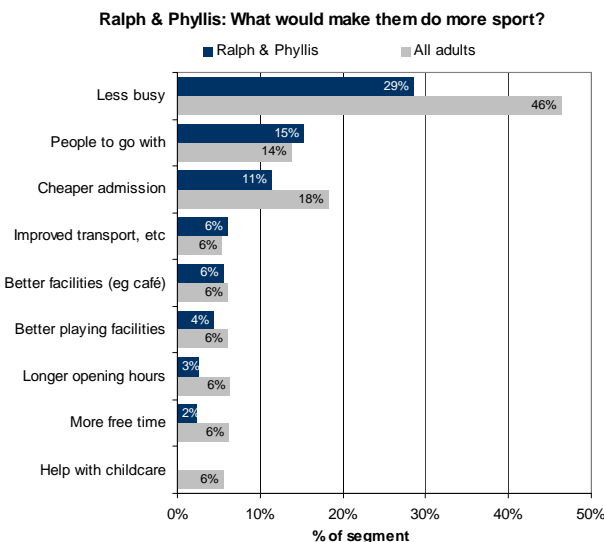
They appear to enjoy more out of home activities than the other segments aged over 66.

Just under 50% have taken part in sport or exercise in the past year, which is lower than the national average.



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 Ralph & Phyllis to 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%.

29% of this segment say they would do more sport if they were less busy, compared to 46% of the overall adult population.

15% said they would do more if they had people to go with, and 11% would be encouraged by cheaper admission.

Improved transport is a factor for 6% of the segment, which is consistent with the general adult population.

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

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How to reach Ralph & Phyllis?

Key Points

- Most responsive to: **newspaper ads**
- Preferred information channel: **magazines**
- Preferred service channel: **post**
- Decision style: **adamant** - Ralph & Phyllis have set ideas on what they like based on first hand experience or trusted opinions from friends and family

TV/RADIO

Ralph and Phyllis are medium to light TV viewers, preferring to be out and about instead. They are unlikely to be influenced by television advertising, having a cynical view of it. They may be moderate radio listeners, preferring BBC national and local stations over commercial ones.

INTERNET

Ralph and Phyllis are unlikely to have the internet, although it is something they're considering. They are unlikely to be reached by internet advertising, although may use the internet for information gathering.

POSTERS/DIRECT MAIL/NEWSPAPERS

They like to read the newspaper daily, preferring the Daily Telegraph and Sunday Times. With an adamant decision making style they won't respond to magazine, newspaper or direct mail communications, preferring tried and tested brands or making decisions based on face to face communications and reliable sources.

TELEPHONE

Their mobile phone is mainly used for emergencies and a few text messages. They find all marketing and cold-calls intrusive, and are likely to be TPS (Telephone Preference Service) listed.

Ralph & Phyllis read newspapers and magazines such as...

The Daily Telegraph	Gardener's World
BBC Homes & Antiques	Country Living
The Financial Times	Your M&S
Good Housekeeping	The Economist
Golf Monthly	Food & Drink

Their preferred marketing tone and message is...

Prestigious	Established
Classic	Informative
Intellectual	Friendly
Trustworthy	Community
Personalised service	Reliable

Ralph & Phyllis are 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 Ralph & Phyllis 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?'

