

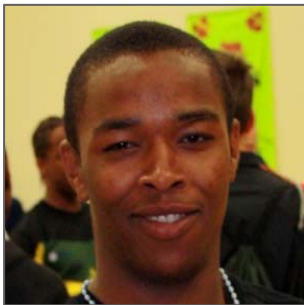
# Jamie - 2

## Sports Team Lads

- Mainly aged 18-25
- Single
- Vocational Student

Young blokes enjoying football, pints and pool

5% of all adults; 11% of adult men



### About Jamie

Jamie is 20 and has just finished studying for an HND at his local college. Since leaving college he's been unable to find a related job and currently works at the local supermarket, but hopes to find something better soon. Jamie lives with his parents in the family home, and still hangs out with his old school-mates.

Jamie plays football in the local youth league, and often plays computer games with his mates from the team. Tight finances mean that Jamie puts a lot on his credit card. His spare cash goes on nights in the sports bar with the boys, either drinking or playing late night pool.

Jamie isn't fussed about his health or diet. He may smoke, and enjoys fast food and takeaways.

### Ethnic origin

Individuals in this segment are predominantly of White British (60%), or Other White (15%) origin; or may also be Asian/Asian British (14%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (2%).

### Alternative names

Ryan, Nathan, Ashley, Adeel, Pawel

### Jamie: Sports Overview

- Jamie is a very active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Jamie participates in are shown in the chart opposite: 28% of this group play football, compared to 4% of all adults; 22% take part in 'keep fit and gym' compared to 17% of all adults; 12% take part in both athletics (running) and cycling, and 10% go swimming.
- Jamie may also take part in badminton, tennis, cricket, basketball and golf.

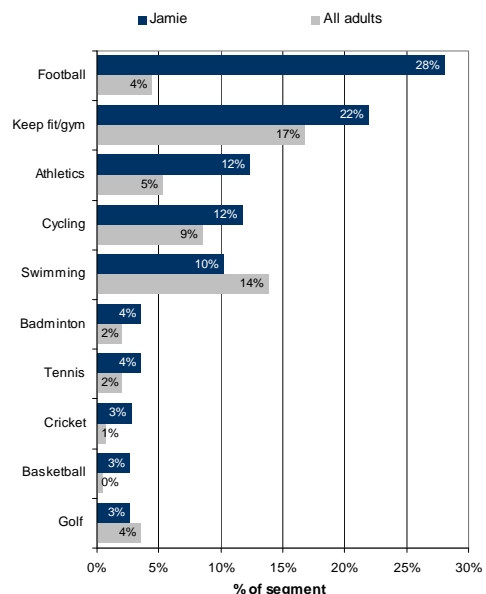
### Jamie is similar to/lives near:

Jackie (segment 8), other Jamies (segment 2)

### Jamie is likely to live in towns/areas such as:

Hounslow, Croydon, Slough, Leeds, Coventry

Top sports that Jamie 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

# Jamie - 2

## Sports Team Lads



### How sporty is Jamie?

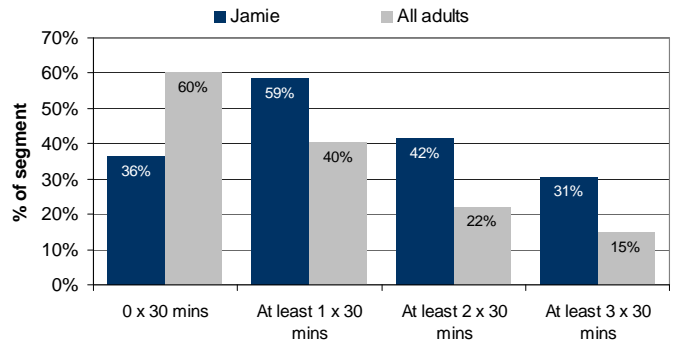
#### Jamie's sporting activity

Jamie is a very active type that takes part in sport on a regular basis: Almost 60% do sport at least once a week compared with 40% of adults.

31% of this segment does three 30-minute sessions of moderate intensity sport per week, compared to 15% of all adults.

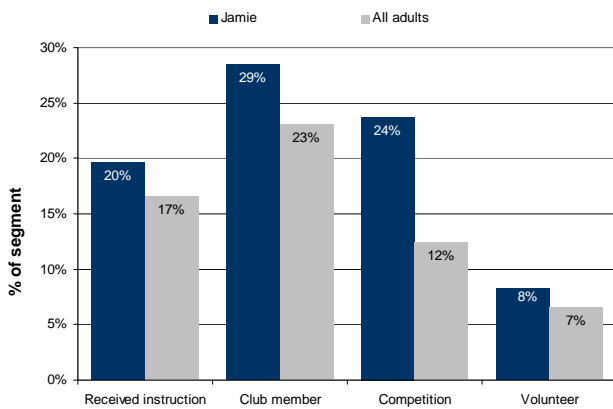
Jamie is the second most active segment, after Ben, across the entire adult population.

**Jamie'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%.

**Jamie: 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.

#### Jamie's latent demand for sport

64% of this segment would like to do more sport, compared to 52% of all adults.

Of this segment, 14% would like to do more swimming compared to 27% of all adults.

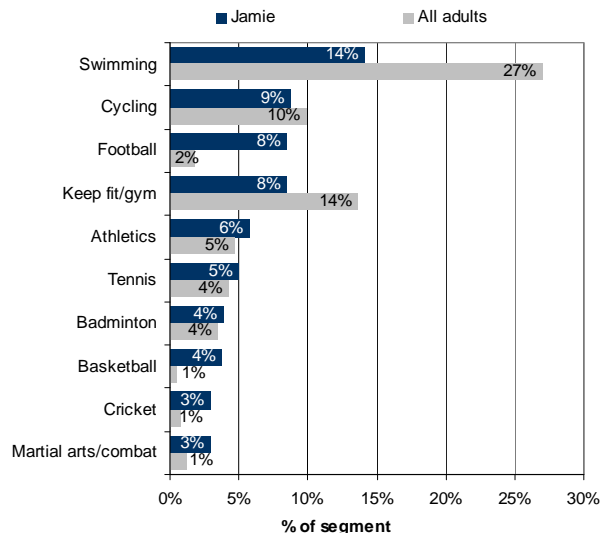
Other sports that Jamie would like to do more of are cycling (9%), football (8% compared to 2% of all adults), keep fit and gym (8% compared to 14% of all adults) and athletics (6%).

#### Organised Sport

Jamie is likely to be a member of a club to play sport (29% of this segment are club members compared to 23% of all adults). He is also likely to take part in competition (24% have done so in the past 12 months, compared to 13% of all adults).

Of this segment, 20% receive instruction and 8% volunteer in sporting activity.

**Top sports that Jamie 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.

# Jamie - 2

## Sports Team Lads



### What drives Jamie's participation?

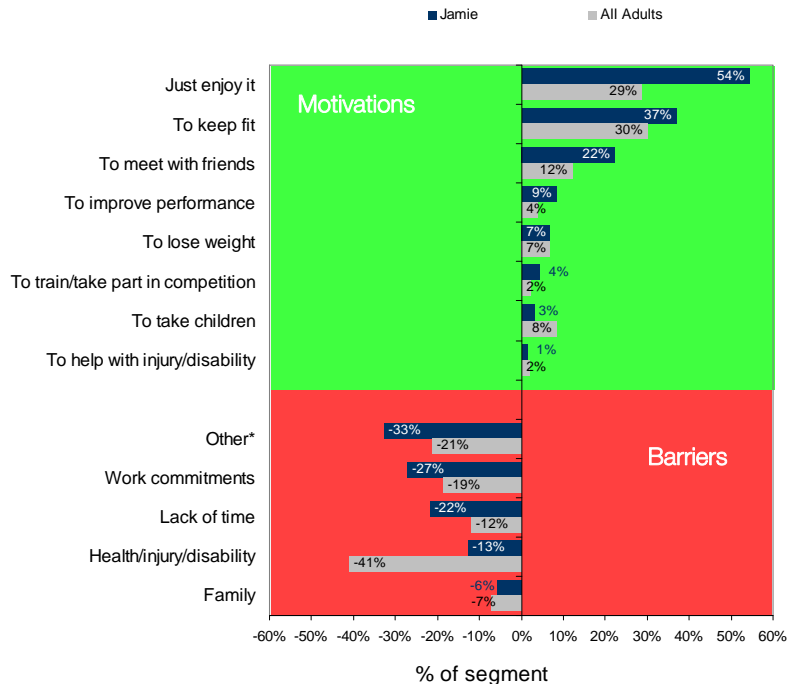
#### Motivations for Jamie

- The main motivations for Jamie playing sport are enjoyment (54%), keeping fit (37%), and socialising (22%).
- These motivations are more significant for Jamie than they are for all adults.
- 'Training/taking part in competition' and 'taking children' are less significant motivating factors for Jamie.

#### Barriers for Jamie

- 33% of this segment give their main barrier to playing sport as 'Other' factors. This category includes 'left school', 'no opportunity', and 'economic/work reasons'.
- Work commitments are a barrier for 27% of this segment, which is higher than amongst the overall adult population (19%).
- 'Health, injury and disability' are considered a barrier to playing sport by 13% of this segment. Similarly, 12% of this segment describe themselves as having a long-standing illness, disability or infirmity..

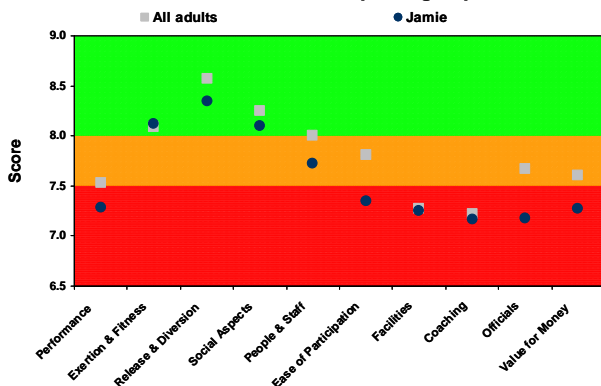
Jamie: Motivations and barriers for taking part in sport



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 reasons'.

### How satisfied is Jamie?

Jamie: 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, *Jamies who participate in sport* are most satisfied with the 'release and diversion', 'exertion and fitness' and 'social' aspects of their sporting experience. Jamie is least satisfied with the 'coaching', 'officials' and 'facilities' aspects, although his satisfaction with 'coaching' and 'facilities' is consistent with all adults who play sport.

Jamie tends to have relatively lower satisfaction levels than all adults who play sport, even in areas where his satisfaction is high (for instance 'release and diversion' and 'social' aspects). These differences are particularly marked in Jamie's scores for 'ease of participation', 'officials' and 'value for money': here his satisfaction scores are lower, whilst they are medium for all adults who play sport.

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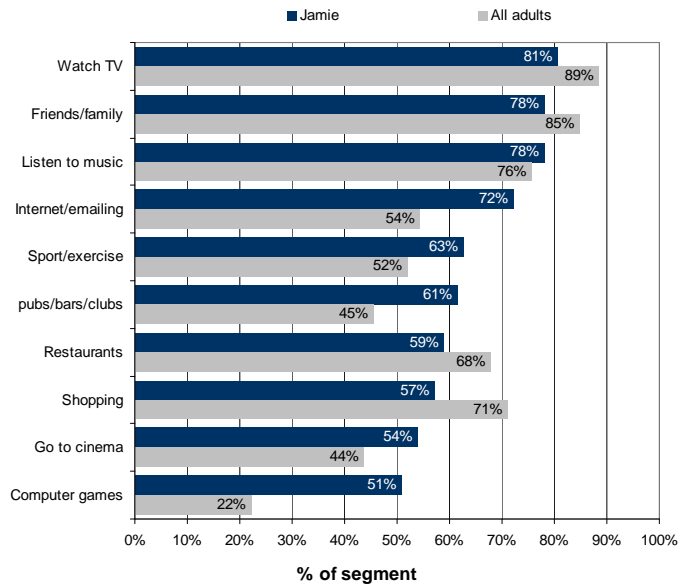
### What else does Jamie like to do?

In common with other adults, TV, friends and family, and listening to music, all compete for Jamie's free time.

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

Sport is a high priority for Jamie, with 63% of this segment playing sport in his spare time, compared to 52% of all adults.

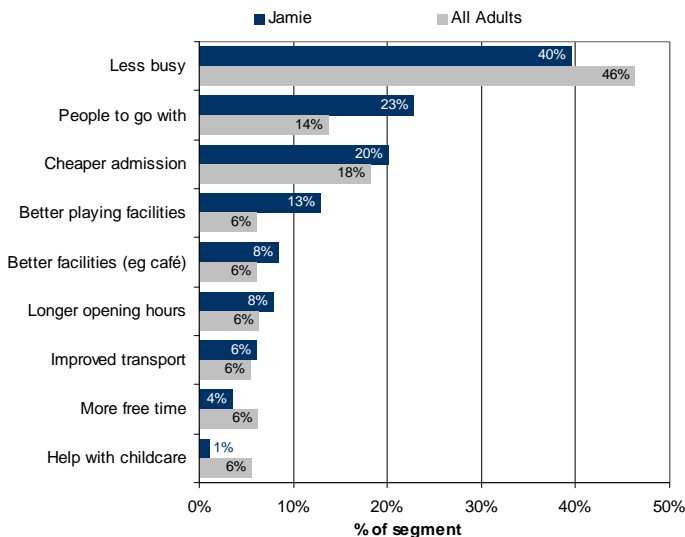
Jamie: Other cultural activities



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 choose multiple answer, so percentages will not add up to 100%.

### What would encourage Jamie to do more sport?

Jamie: What would make him 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 choose multiple answers, so percentages will not add up to 100%.

40% of this segment say they would do more sport if they were less busy, compared to 46% of the overall adult population.

23% of this segment say they would do more sport if they had people to go with, compared to 14% of the overall adult population.

20% would do more sport if admission to facilities/activities was cheaper, compared to 18% of the overall adult population.

For Jamie, 'help with childcare' was a less significant factor than for the overall adult population.

# Jamie - 2

## Sports Team Lads



### How to reach Jamie

#### Key Points

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

#### TV/RADIO

Jamie is a medium to heavy TV viewer, enjoying live sport, music channels, reality TV and using interactive services. He notices sponsorship and advertising and is likely to be influenced by this. Jamie is unlikely to listen to the radio often, preferring to use personal music players instead.

#### INTERNET

Jamie uses the internet for entertainment rather than practical purposes. He enjoys internet gambling sites, social messaging and online gaming. He is also likely to download music and ring tones. The internet feeds his thirst for entertainment and informs his decision making, complementing his experiential and inquiring style. He is less likely to directly respond to a targeted email, unless it's value-driven.

#### POSTERS/DIRECT MAIL/NEWSPAPERS

Jamie reads 'lads' magazines and tabloid newspapers. He is influenced by branding in these but would not respond to offers in them.

#### TELEPHONE

A prolific mobile user, Jamie likes to text rather than talk. He uses sms text information services and 3G for sports results, and as a primary source of information.

#### Jamie reads newspapers and magazines such as...

|                       |                |
|-----------------------|----------------|
| Front                 | Maxpower       |
| Match                 | Maxim          |
| Playstation Magazine  | Ride           |
| The News of the World | The Daily Star |
| What Car?             | The Sun        |

#### His preferred marketing tone and message is...

|              |              |
|--------------|--------------|
| Young        | Funky        |
| Off-the-wall | Cutting-edge |
| Experiential | Transitory   |
| Relaxed      | Urban        |
| Edgy         | Informal     |

#### Jamie is responsive to brands such as...



TOPMAN

# Jamie - 2

## Sports Team Lads



### 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](http://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](http://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?'

