

Helena - 5

Career-Focussed Females

- Mainly aged 26-45
- Single
- Full time professional

Single professional women, enjoying life in the fast lane

5% of all adults; 9% of adult women



About Helena

Helena is 30 and lives in a small, stylish flat on her own. She's working her way up the career ladder and is now starting to enjoy the financial freedoms her salary affords her. In the future Helena may buy a larger house, but at the moment she prefers having more disposable income to enjoy designer clothes, meals out and holidays.

After a long train commute home, Helena prepares herself a quick, healthy meal before heading out to the gym. If she's not worked too late at the office she might catch a class, otherwise opting for a long workout on the machines. Helena likes to keep in shape; she is very image conscious and her healthy diet and exercise regime is an important part of her social and career life.

Ethnic origin

Individuals in this segment are predominantly of White British (76%), or Other White (11%) origin; or may also be of Irish heritage (6%), Asian/Asian British (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Claire, Tamsin, Fiona, Sara, Joanne

Helena: Sports Overview

- Helena is a fairly active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Helena participates in are shown in the chart opposite: 26% of this segment take part in keep fit/gym compared to 17% of all adults; 22% take part in swimming compared to 14% of all adults; 11% of this segment take part in cycling and 9% in athletics or running.
- Helena may also take part in horse-riding, tennis, badminton, netball, football and golf.

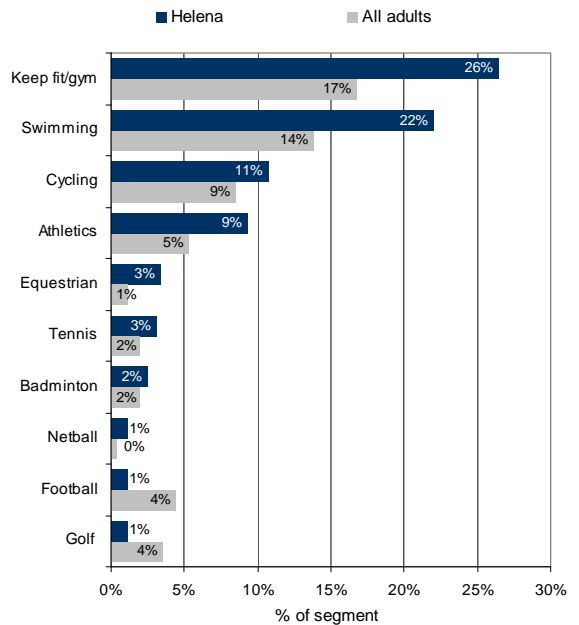
Helena is similar to/lives near:

Chloe (segment 3), Tim (segment 6)

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

Chelsea, Cheltenham, Harrogate, Reading, Brighton

Top sports that Helena 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

Helena - 5

Career-Focussed Females

How sporty is Helena?

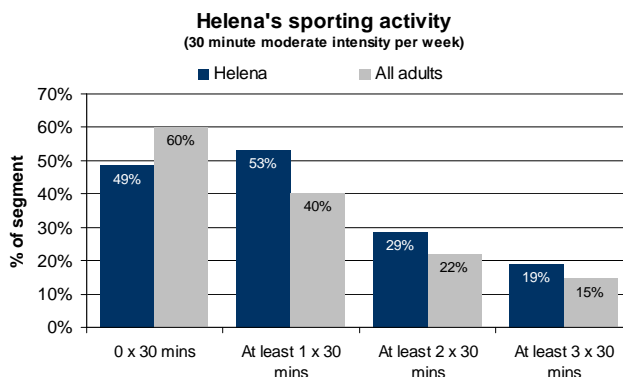


Helena's sporting activity

Helena is a fairly active type that takes part in sport on a regular basis: 19% of this segment does three 30-minute sessions of moderate intensity sport per week, compared to 15% of all adults.

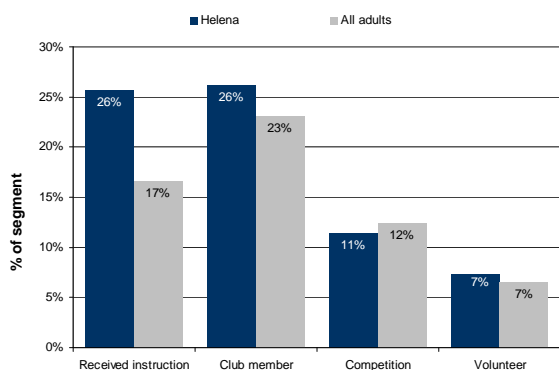
Over half of this segment take part in sport at least once a week, which is well above average.

49% of people in this segment do no sport, compared to 60% of all adults.



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%.

Helena: 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. In the past 12 months to when they were surveyed.

Organised Sport

Over a quarter of Helenas receive instruction compared to 17% of all adults. Helena is also likely to hold a club membership, 26% of this segment are club members to play sport, compared to 23% of all adults, which may reflect health club membership and fitness classes.

11% of this segment have taken part in competition in the last 12 months (compared to 13% of all adults); and 7% volunteer in sporting activity.

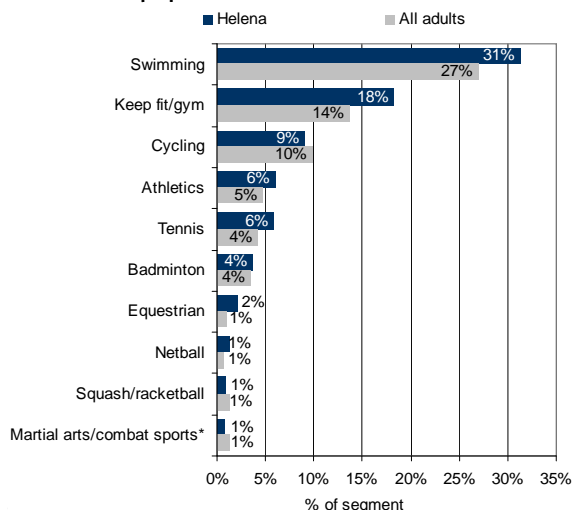
Helena's latent demand for sport

68% of this segment would like to do more sport, compared to 52% of all adults.

Of this segment, 31% would like to do more swimming compared to 27% of all adults.

Other sports Helena would like to do more of are keep fit/gym (18%), cycling (9%) and athletics (6%), followed by tennis, badminton and horse riding.

Top sports that Helena would like to do more of



Source: Sport England Market Segmentation 2010, using 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.

Helena - 5

Career-Focussed Females

What drives Helena's participation?



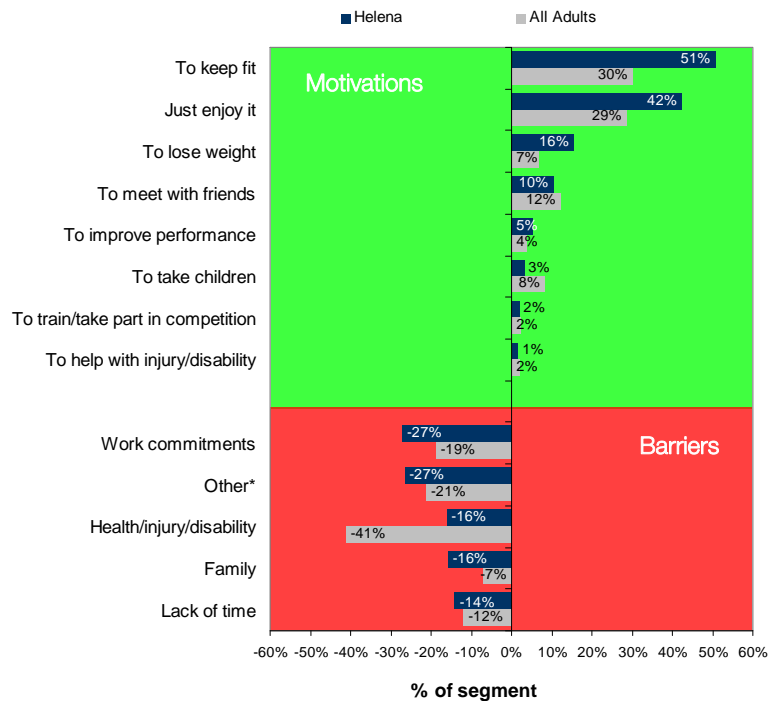
Motivations for Helena

- The main motivations for Helena playing sport are keeping fit (51%, compared to 30% for all adults) and enjoyment (42%, compared to 29% of all adults).
- Losing weight (16%) and socialising (10%) are also motivating factors for Leanne.
- 'Training/taking part in a competition' and 'taking children' are much less important motivating factors for Helena playing sport.

Barriers for Helena

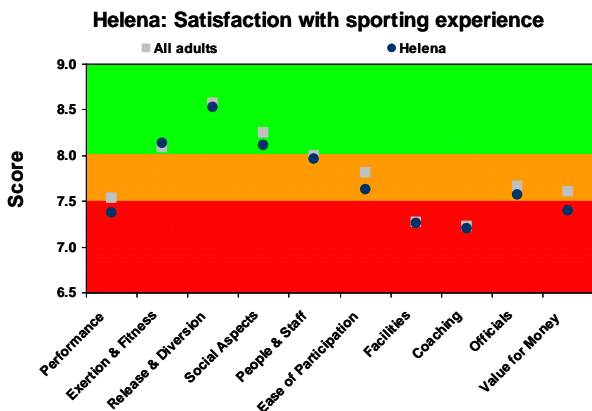
- 27% of this segment give their main barrier as work commitments, compared to 19% of all adults.
- 'Other' factors (which includes 'leaving school', 'no opportunity' and 'economic/work reasons' are a barrier for 27% of this segment.
- 'Health, injury and disability' are considered a barrier to playing sport by 16% of this segment. Similarly, 14% of this segment describe themselves as having a long-standing illness, disability or infirmity.

Helena: 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 Helena?



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, Helenas who participate in sport are most satisfied with the 'release and diversion', 'social' and 'exertion and fitness' aspects of their sporting experience. Helena is least satisfied with the 'coaching', 'facilities' and 'performance' aspects of her sporting experience.

Helenas tend to record slightly lower satisfaction levels than all adults who do sport. In the areas of 'exertion and fitness', 'people and staff', 'facilities' and 'coaching', Helena's satisfaction is in line with that of all adults who play sport.

Helena - 5

Career-Focussed Females

What else does Helena like to do?

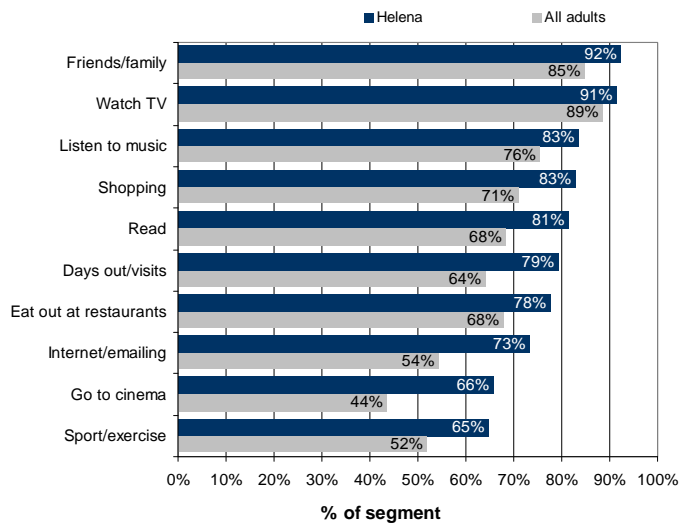


In common with other adults, friends and family, TV and listening to music all compete for Helena's leisure time.

Helena is more likely than the general adult population to spend her spare time shopping, reading, on days out/visits, at the cinema, eating out and on the internet/emailing.

Sport is not a high priority for Helena, however it is still a higher priority for this segment than for the general adult population; 65% of this segment say they participate in sport in their spare time compared to 52% of all adults.

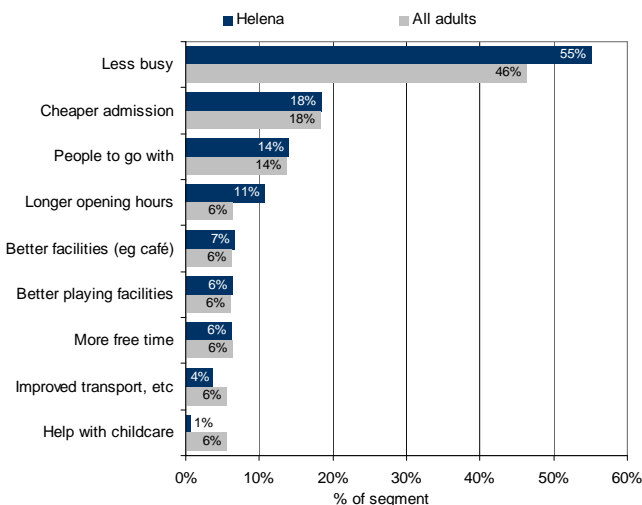
Helena: Other cultural activities



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 Helena to do more sport?

Helena: 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%.

55% of this segment say they would do more sport if they were less busy, compared to 46% of the overall adult population.

18% of this segment say they would do more sport if admission to facilities/activities was cheaper, in line with all adults.

14% would do more sport if they had people to play sport with, again in line with all adults. Longer opening hours would encourage 11% of this segment to do more sport, compared to 6% of all adults.

Help with childcare is not a major factor for Helena: just 1% of people in this segment say help with childcare would encourage them to do more sport, compared to 6% of the overall adult population.

Helena - 5

Career-Focussed Females

How to reach Helena

Key Points

- Most responsive to: **Magazines**
- Preferred information channel: **Telephone**
- Preferred service channel: **Mobile**
- Decision style: **'Intuitive'** - Helena prefers simple but straightforward messages, and doesn't like to be overwhelmed by facts and figures

TV/RADIO

Helena is a light TV viewer, preferring to go out for entertainment. She enjoys current affairs, art or food programmes. She may notice TV advertising, particularly those featuring new or latest products. As a medium radio listener, she listens to national and selective niche commercial stations.

INTERNET

Helena is a heavy internet user, but mainly from home. She uses the internet as her primary source of information, with her intuitive and inquiring decision-making style making her open to new technology and brands. She responds to internet marketing and targeted emails, as she is image conscious and keen to stay up to date with the latest trends.

POSTERS/DIRECT MAIL/NEWSPAPERS

Helena reads women's lifestyle magazines and newspapers such as the Evening Standard or Observer. She is open to advertising in these, particularly of 'must have' items. She isn't responsive to direct mail, especially if non-targeted and deemed irrelevant to her. She does not respond to adverts she sees whilst out.

TELEPHONE

Helena always has her mobile and PDA on hand, so that she is contactable for work and social calls. Her phone is for convenience rather than media functionality, though she's a prolific texter.



Helena reads newspapers and magazines such as...

Easy Living	Elle
Time Out	Vogue
Zest	The Economist
Cosmopolitan	The Independent
The Observer	Home & Garden

Her preferred marketing tone and message is...

Intelligent	Sophisticated
Stylish	Image-conscious
Sociable	Self Improvement
Success	Exclusive
Personalised	Aspirational

Helena is responsive to brands such as...



HARVEY NICHOLS

SELFRIDGES & CO



Helena - 5

Career-Focussed Females



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?'

