

Kev - 9

Pub League Team Mates

- Mainly aged 36-45
- Married or single
- May have children
- Vocational job

Blokes who enjoy pub league games and watching live sport

6% of all adults; 12% of adult men



About Kev

Kev, 40, lives with his long-term partner and stepson, working as a self-employed plumber.

On Saturday mornings Kev occasionally trains with the pub football team, and sometimes makes the Sunday side – although he’s struggling more and more to keep up with the lads in the team. Alternatively Kev may spend his weekends doing DIY at home and watching TV. Evenings and weekends may see him down the local pub, smoking, drinking and watching sport, or taking part in other social activities, when work allows.

Kev used to enjoy lifting weights or using his punch bag at home, but lately his shoulder has been playing him up, so instead it is a few games of snooker or darts. He can’t understand healthy eating fads - salads just don’t seem like a proper meal to him, so he tends to stick to a relatively unhealthy processed food diet.

Ethnic origin

Individuals in this segment are predominantly of White British heritage (67%), or Asian/Asian British heritage (12%); or may be of Other White origin (11%), of Irish heritage (6%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Lee, Craig, Steven, Tariq, Dariusz.



Kev: Sports Overview

- Kev has average levels of sports participation (more details overleaf).
- The sports that Kev participates in most are shown in the chart opposite: 14% of this segment take part in keep fit/gym compared to 17% of all adults; 12% of this segment take part in football compared to 4% of all adults. In addition, 11% of people in this segment take part in cycling, and 10% go swimming.
- Kev may also take part in athletics or running, golf, angling, badminton, archery or martial arts/combat sports.

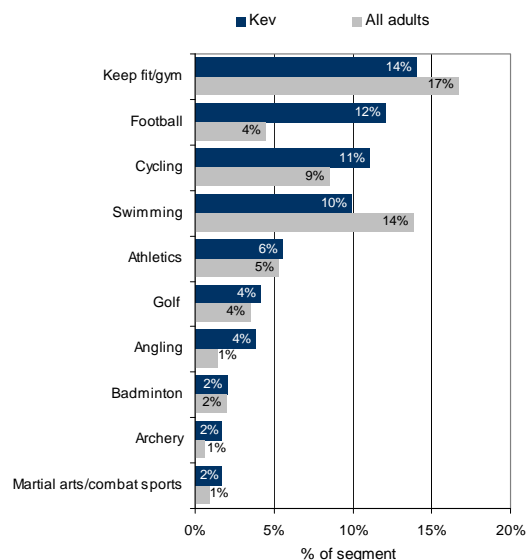
Kev is similar to/lives near:

Jackie (segment 8), Paula (segment 10)

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

Walthamstow, Walsall, Rotherham, Bradford, Wakefield

Top sports that Kev 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 Kev?

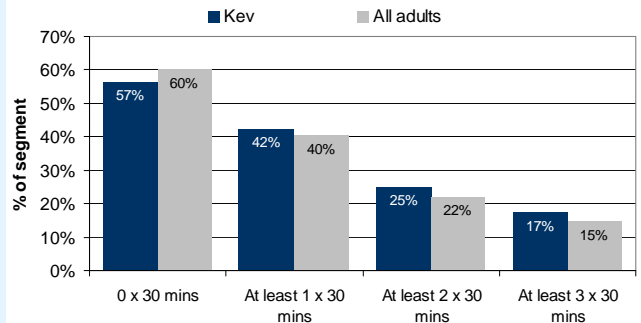


Kev's sporting activity

Kev's participation levels are slightly higher than those of the overall adult population; 42% take part in sport at least once a week and 17% of this segment does three 30-minute sessions of moderate intensity sport per week, compared to 15% of all adults.

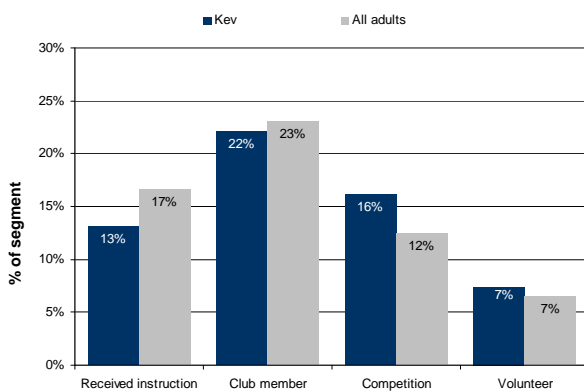
57% of people in this segment have done no sport in the past month, compared to 60% of the overall adult population.

Kev'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 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%

Kev: 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

22% of this segment are a member of a club to play sport, compared to 23% of all adults; 16% of this segment have taken part in competition during the past 12 months compared to 12% of all adults.

Kev is unlikely to receive sports instruction: 13% of this segment have received instruction in the past 12 months, compared to 17% of all adults. In line with all adults, 7% of this segment volunteer in sporting activity.

Kev's latent demand for sport

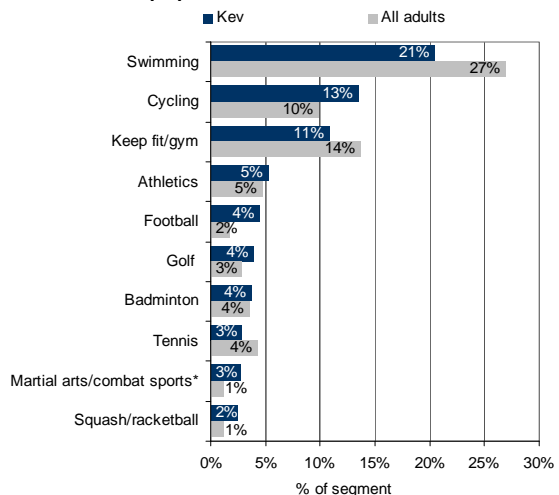
62% of this segment would like to do more sport, compared to 52% of all adults.

Of this segment, 21% would like to do more swimming compared with 27% of all adults.

Other sports Kev would like to do more of are cycling (13%); keep fit/gym (11%); and athletics (5%).

Kev may also like to do more golf or more badminton.

Top sports that Kev 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 Kev's participation?



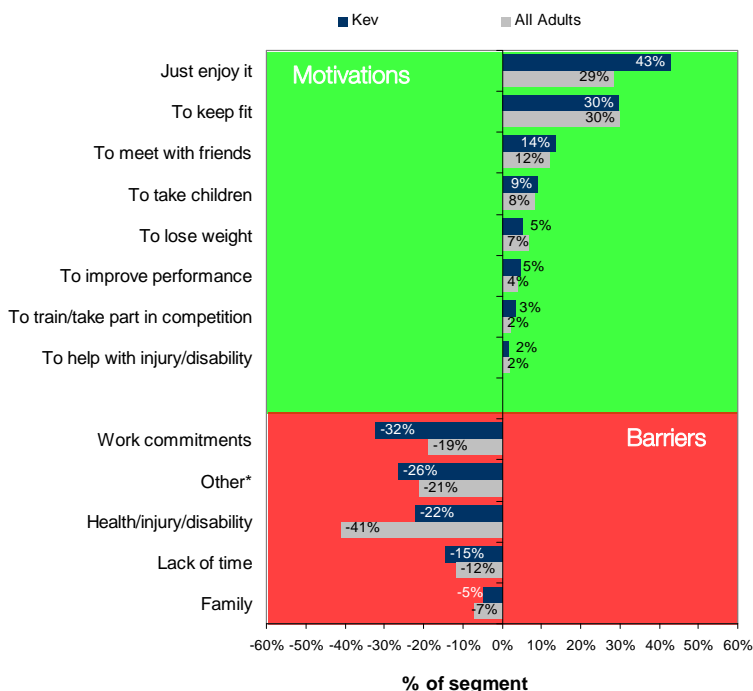
Motivations for Kev

- The main motivations for Kev playing sport are enjoyment (43%), keeping fit (30%), socialising (14%) and to take children (9%).
- 'Training/taking part in a competition' is a much less important motivating factor for Kev.

Barriers for Kev

- 32% 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 factors') are a barrier for 26% of this segment, compared to 21% of all adults.
- 'Health, injury and disability' are considered a barrier to playing sport by 22% of this segment, and 24% of this segment describe themselves as having a long-standing illness, disability or infirmity.

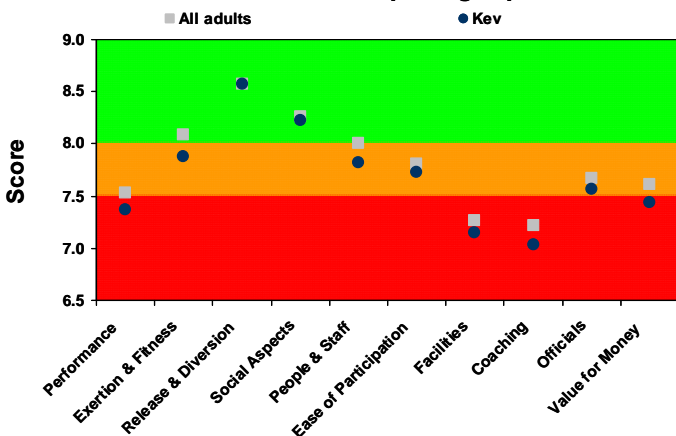
Kev: Motivations and barriers for taking part in sport



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 Kev?

Kev: 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, Kevs who participate in sport are most satisfied with the 'release and diversion' and 'social' aspects of their sporting experience.

Kev is least satisfied with the 'performance', 'facilities' and 'coaching' aspects of his sporting experience, although his satisfaction with facilities is fairly consistent with satisfaction levels amongst all adults who do sport.

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What else does Kev like to do?

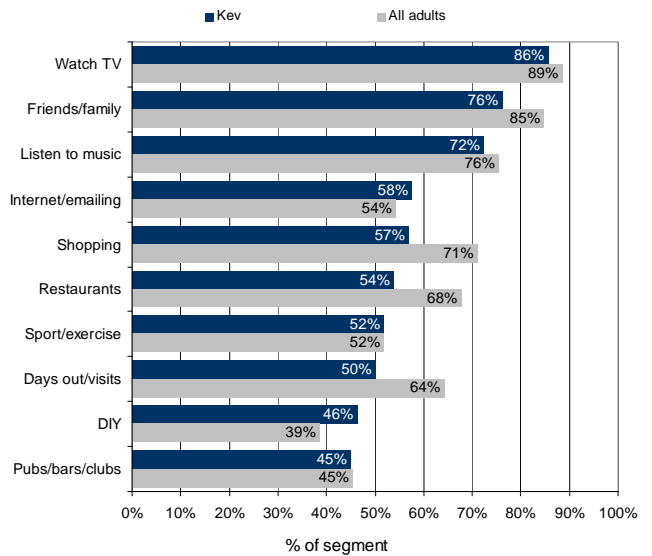


In common with the general adult population, TV, friends and family, and listening to music all compete for Kev's leisure time.

Kev is less likely than the overall adult population to spend his time shopping, eating in restaurants, or on days out and visits.

Sport is within the top ten priorities for Kev, with 52% of this segment playing sport in his spare time. This is in line with the general adult population.

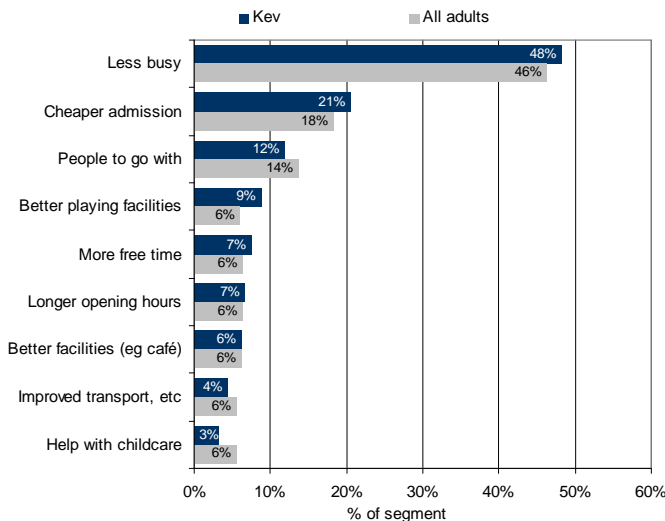
Kev: Other cultural activities



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 Kev to do more sport?

Kev: What would make him do more sport?



48% of people in this segment would be encouraged to do more sport if they were less busy, compared to 46% of the overall adult population.

21% of this segment would be encouraged to do more sport if admission to facilities/activities was cheaper, compared to 18% of the overall adult population.

12% of this segment would be encouraged to do more sport if they had people to go with, compared to 14% of the overall adult population.

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 Kev

Key Points

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

Kev reads newspapers and magazines such as...

Autotrader	The Daily Mirror
The Daily Star	Front
Loot	News of the World
Superbike	Nuts
Exchange & Mart	Racing Post

TV/RADIO

Kev is a heavy TV viewer, likely to have a digital or cable package for extra sports coverage. He is likely to use interactive TV and may notice advertising on these services or the sponsorship of a programme. Kev is a heavy radio listener and is likely to favour local commercial stations. He will notice radio advertising, especially practical advice pitched at improving his lifestyle or financial situation.

His preferred marketing tone and message is...

Down to Earth	Value/Cheap
Dependable	Uncomplicated
Jargon free	Plain
Traditional	Mass market
Not gimmick-led	Unpretentious

INTERNET

As a medium internet user, Kev browses for motor or employment information. He is unlikely to make purchases online, but may notice web banners on the information sites he visits.

Kev is responsive to brands such as...

POSTERS/DIRECT MAIL/NEWSPAPERS

Kev is most likely to respond to poster advertising and mail shots delivered with the newspapers he reads. He has an experiential decision making style and welcomes new and original ideas.

TELEPHONE

Kev's mobile phone is important for his plumbing business, and he also uses it for social reasons. He is likely to have a monthly contract, but will not respond to text adverts as these are perceived as costly.



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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.

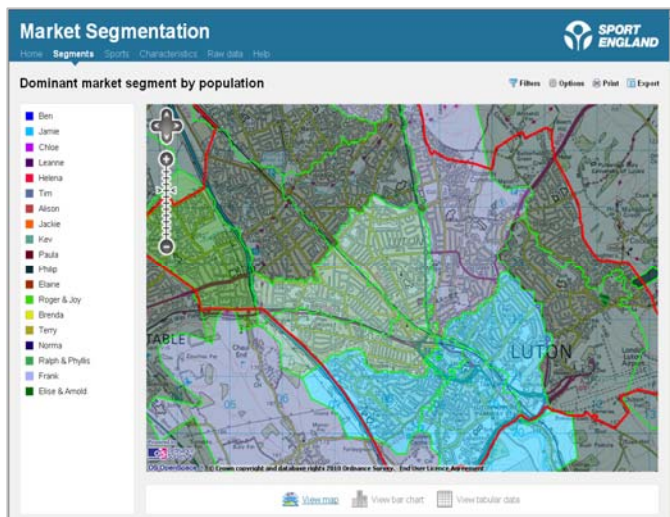
To explore the segments further...

...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?'



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