

Sport England Sport Market Segmentation

A quick guide for Sports Clubs or Sports Facilities

What is market segmentation?

Market segmentation is a powerful way of analysing the population that allows those working in community sport to better understand who their different customer types are and where they are located. The segmentation process groups the adult (18+) population of England into 19 distinct sporting 'segments' and provides insight into the sporting behaviours and preferences of each of these segments, as well as their motivations and barriers to playing sport, satisfaction with the sporting experience, and the best ways to contact and market to people within each segment. The segments were developed by Sport England in 2010. The three main outputs are shown below.

Paula - 10
Stretched Single Mums
Single mums with financial pressures, childcare issues and little time for pleasure. 4% of all adults; 7% of adult women.

Frank - 18
Twilight Year Gents
Frank reads newspapers and magazines such as... The Daily Mirror, The Daily Express, Today's Guide, Rugby Post, Amateur Gardener, Mail on Sunday, Saga Magazine, Daily Telegraph, Racing Post.

Football Fan Overview
Football is not a very active type and the participation rates are slightly lower than those of the general adult population (39% vs 40%).

The 19 Pen Portraits help you to:

- Discover the **key characteristics** of each sporting segment, including broad age-range, working status, ethnic diversity and disability/ limiting illness status. Read about a 'typical' (hypothetical) person belonging to each segment.
- Explore the **sporting habits** of each segment, including their participation levels in sport, which sports they play most of, their latent demand to play different sports, and their participation in organised sport (such as in competitions and club membership).
- Read about each segment's **motivations and barriers** to playing sport; their satisfaction with various aspects of the sporting experience, what other cultural activities they are likely to take part in, and factors that would encourage them to play more sport.
- Get information on **how to reach the segments**, with their preferred way of receiving information (e.g. via sms text, email or direct mail), their preferred marketing tone and message (such as humorous, family-orientated, aspirational), as well as brands they engage with.

The index tables help you to:

- Get more **detailed data** on each of the 19 sporting segments, so you can compare each segment with the national average and others of a similar age.
- Explore the **fuller range of sports**, and groups of sports, (such as indoor, outdoor, winter sports), more detailed satisfaction information and other detail on lifestyle and habits.
- Use the **index results** for each segment to explore differences in more detail. In contrast to the percentages used in the pen portraits, the indices capture the likelihood of a segment to play a sport compared to the overall adult population, and to other segments in the same age group. This allows you to explore the characteristics in more depth..

Segment	Age	Gender	Income	Education	Home Ownership	Car Access	Employment	Marital Status	Parental Status	Disability	Health	Smoking	Alcohol	TV	Radio	Newspapers	Magazines	Internet	Mobile	Landline	Direct Mail	SMS	Other
Paula - 10	10	Female	Low	Low	Low	Low	Low	Single	Single	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low
Frank - 18	18	Male	Low	Low	Low	Low	Low	Single	Single	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low

Market Segmentation

Welcome to the Sports Market Segmentation web tool

Why do some people play sport? And why do some simply not want to play? Sport England has developed a comprehensive segmentation tool to help you understand the motivations and barriers for most people in the development of these segments. Click here for more information.

Using this site you can:

- Find out more about (segments) and answer questions such as: 'What is the dominant segment in my local authority area?' or 'Which segment best defines the distribution of my sports centre?' or 'Where are the most likely to play?' and answer questions such as: 'Which segments are more likely to play the sport?' or 'Which segments play team sports?' or 'In this area, where are the people most likely to be more likely to play?'.
- Explore a particular (segment) and answer questions such as: 'What is the dominant segment in my local authority area?' or 'Which segment best defines the distribution of my sports centre?' or 'Where are the most likely to play?' and answer questions such as: 'Which segments are more likely to play the sport?' or 'Which segments play team sports?' or 'In this area, where are the people most likely to be more likely to play?'.
- Investigate further (segments) and answer questions such as: 'What are the reasons for people to play?' or 'What are the reasons for people to not play?'.

Possible output formats include:

- Maps of your area of interest with query results overlaid.
- Bar charts showing results within chosen catchment areas.
- Tables containing the query results.

Additionally, you may download a tabulated report of the raw data in order to perform your own analysis and plots.

The market segmentation web tool helps you to:

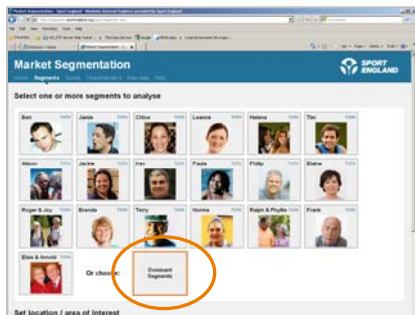
- Bring the analysis to life, using maps charts and tables
- Find out which segments play your sport and where they are located.
- Find out which segment(s) live within the catchment area of a local sports facility or club.
- See the concentration and distribution of a segment across a particular area.
- View mapped data at the national through to local neighbourhood level; and download charts, tables, and raw data.
- View other indicators on a map, e.g. sports behaviour, age, reasons for doing sport.

The Sports Market Segmentation web tool

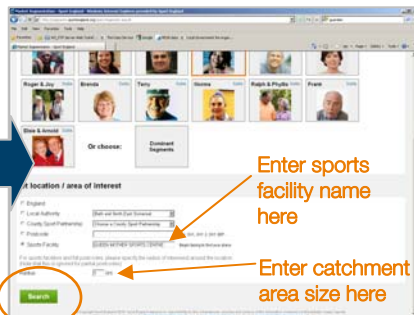
www.sportengland.org/segments

A quick guide for Sports Clubs or Sports Facilities

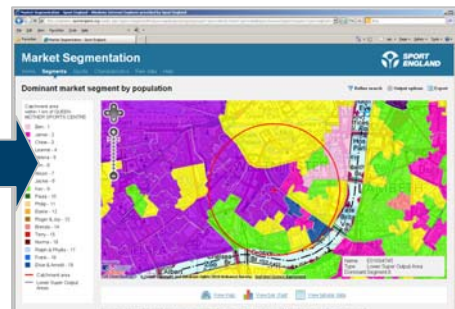
1. Who lives near my sports club or facility?



1. Select the 'segments' tab in the blue panel at the top of the screen, then click on 'dominant segment'.

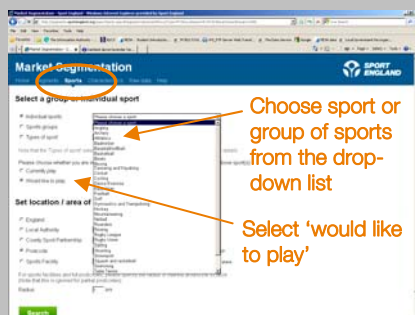


2. At the bottom of the screen, select the option 'Sports Facility'. Start typing the name of the facility you are interested in, into the box, until the correct place is found. Enter a postcode if the facility does not appear as an option. Enter the catchment area (e.g. 5km) and click on the green 'Search' button.

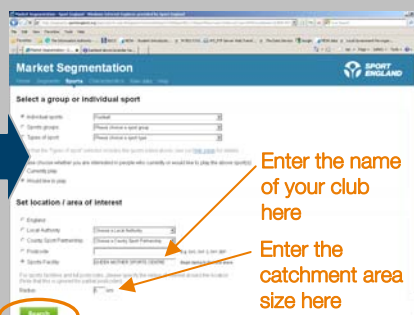


3. The catchment area is shown in red. Hover over an area to see the details of neighbourhood areas displayed. Select 'chart' or 'table' at the bottom of the screen to see population within each segment in your selected area.

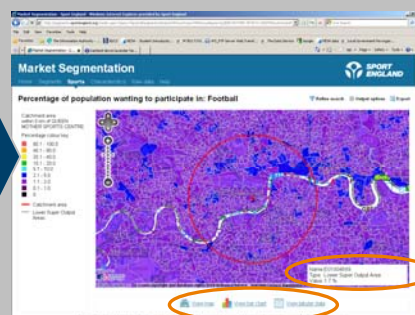
2. What is the latent demand for a sport near to my club or facility?



1. Select the 'sports' tab in the blue panel at the top of the screen, then select the sport, or group of sports, that you are interested in..

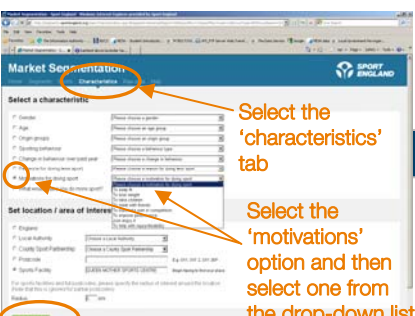


2. On the same page, enter the name of your club and the catchment area size that you are interested in. Then click on the green 'Search' button.

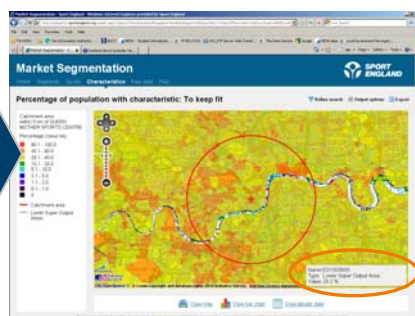


3. The map shows latent demand in the catchment area selected. Hover over different areas to see detailed results displayed at the corner of the screen. Also select 'bar chart' and 'tabular data' options at the bottom of the screen for more detailed results.

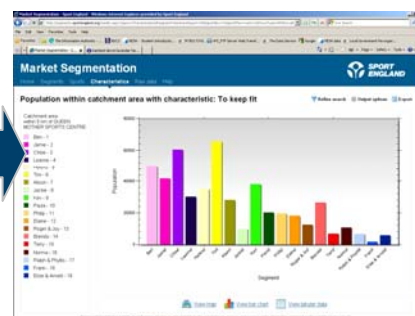
3. What motivates people living near my club or facility to play sport?



1. Select the 'characteristics' tab at the top of the screen. Select the characteristic 'motivations for playing sport' and then select the one you are interested in from the drop-down list, e.g. 'to keep fit'. Enter your club name and catchment area, then click the green 'Search' button.



2. The map shows the prevalence of people living locally whose motivation for playing sport is to keep fit. Hovering over the map will display more detailed data for each localised area, in the grey box in the corner of the map.



3. To explore the estimated numbers in each segment with this motivation for playing sport, click on the bar chart option at the bottom of the screen. The results will capture all those living within your club catchment area (as marked by a red circle), whose motivation for playing sport is to keep fit.