

Paula - 10

Stretched Single Mums

- Mainly aged 26-45
- Single
- Job seeker or part time low skilled

Single mums with financial pressures, childcare issues and little time for pleasure

4% of all adults; 7% of adult women



About Paula

Paula, 33, lives in a council owned property with her three children. Jade and Kyle are at school now, but Ruby is still at home. Paula receives some state benefits, but things are still very difficult. Her debt has built up over the last few years and she hasn't been able to work because of the children.



A couple of times a week a friend looks after Ruby so Paula can get a break at afternoon bingo. At the weekend she sometimes takes the kids swimming or ice skating. It's not cheap, but they need entertaining.

Paula can't afford much fresh healthy food; instead she buys convenience meals from the discount freezer store. Given her stress-filled life she feels it's understandable she needs to smoke and enjoy the odd drink.



Ethnic origin

Individuals in this segment are predominantly of White British (70%), or Other White (10%) origin; or may also be Asian/Asian British (10%), of Irish heritage (6%), Black/Black British (3%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Donna, Gemma, Shelley, Tina, Tammy

Paula: Sports Overview

- Paula is not a very active type and her participation levels are slightly below those of the general adult population (more details overleaf).
- The top sports that Paula participates in are shown in the chart opposite: 18% of people in this segment participate in keep fit/gym compared to 17% of all adults; 17% of people in this segment take part in swimming compared to 14% of all adults; 5% of this segment take part in cycling, and 4% in athletics or running.
- Paula may also take part in football, badminton, tennis, rounders, horse riding and netball.

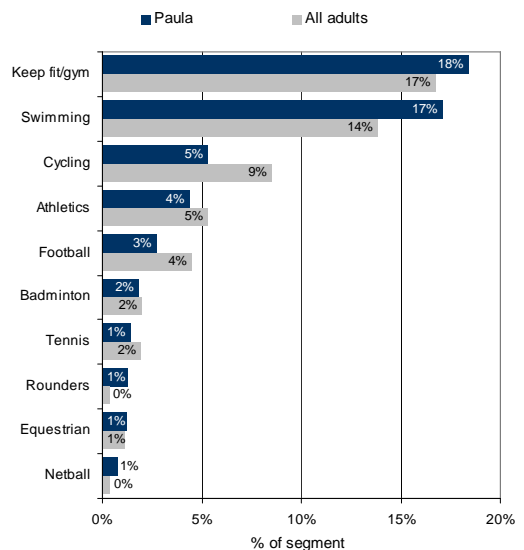
Paula is similar to/lives near:

Kev (segment 9), Brenda (segment 14)

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

Bootle, Stratford (east London), Widnes, Bolton, Altrincham

Top sports that Paula 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 Paula?

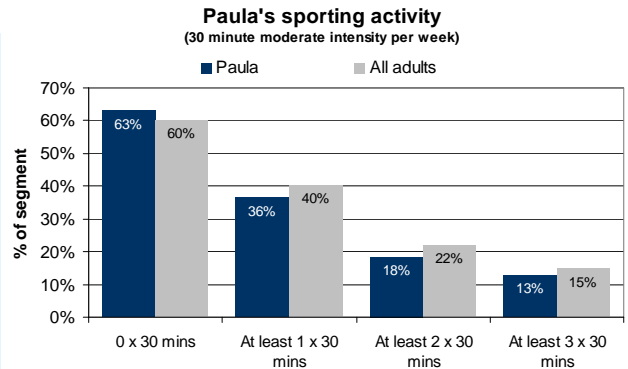


Paula's sporting activity

Paula is not an active type; 63% of this segment have done no sport in the past month, compared with 60% of all adults.

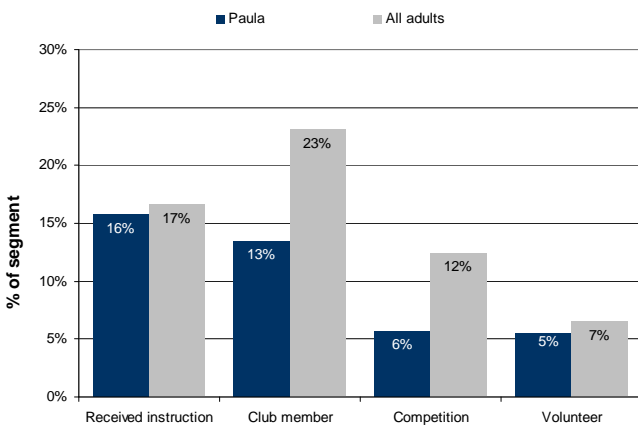
36% play sport at least once a week, below the national average of 40%.

13% of this segment take part in at least three thirty minute sessions of moderate intensity sport per week, compared to 15% 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 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%

Paula: 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

Paula is unlikely to be a member of a club to play sport (13% of this segment are club members compared to 23% of all adults). She is also unlikely to receive tuition 16% of this segment have received tuition in the past 12 months compared to 17% of all adults.

Of this segment, 6% have taken part in competition in the past 12 months, and 5% volunteer in sporting activity.

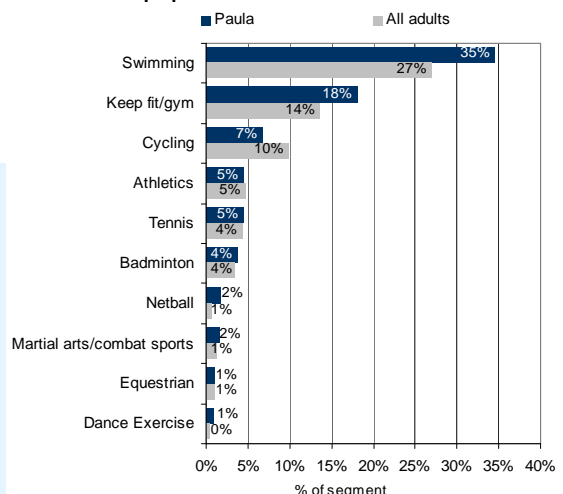
Paula's latent demand for sport

69% of people in this segment would like to do more sport, compared to 52% of all adults.

Of this segment, 35% would like to do more swimming compared with 27% of all adults; 18% would like to do more keep fit/gym, compared to 14% of all adults.

Paula may also like to do more athletics, tennis, badminton, netball, martial arts/combat sports, horse-riding and dance exercise.

Top sports that Paula 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 Paula's participation?

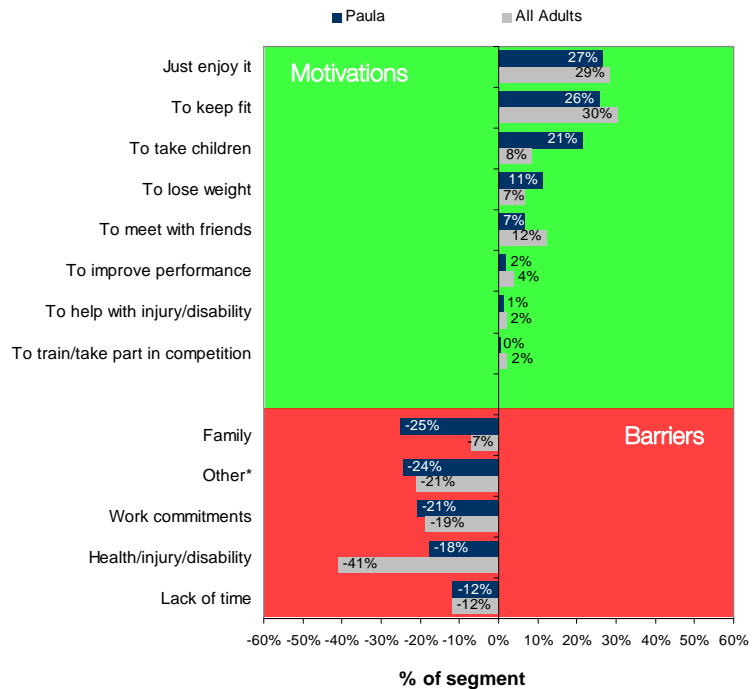
Motivations for Paula

- The main motivations for Paula playing sport are enjoyment (27%), keeping fit (26%), to take children (21%) and losing weight (11%).
- 'Training/taking part in competition', and 'improving performance' are not significant motivating factors for Paula playing sport.

Barriers for Paula

- Family commitments are an important barrier for this segment; 25% of this segment list family as a barrier compared to 7% of all adults.
- 'Other' factors (which includes 'leaving school', 'no opportunity' and 'economic/work reasons') are a barrier for 24% of this segment.
- 'Health, injury and disability' are considered a barrier to playing sport by 18% of this segment, and 19% of this segment describe themselves as having a long-standing illness, disability or infirmity.

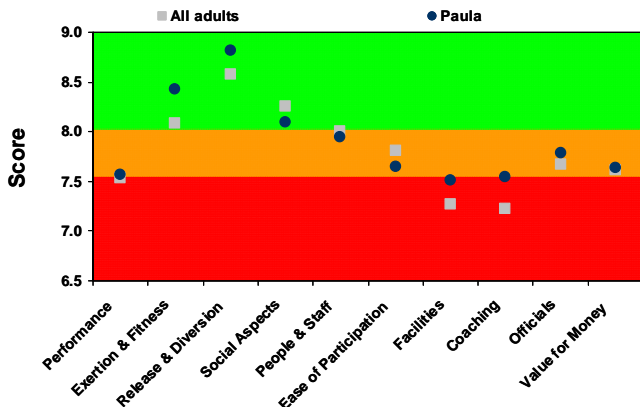
Paula: Motivations and barriers for taking part in sport



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 Paula?

Paula: Satisfaction with sporting experience



Within this segment, Paulas who participate in sport are most satisfied with the 'release and diversion', 'social' and 'exertion and fitness' aspects of their sporting experience.

Paula is least satisfied with the 'performance', 'facilities' and 'coaching' aspects of the sporting experience.

Paula tends to record higher levels of satisfaction than all adults who play sport, in the areas of 'exertion and fitness', 'release and diversion', 'facilities' and 'coaching'.

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

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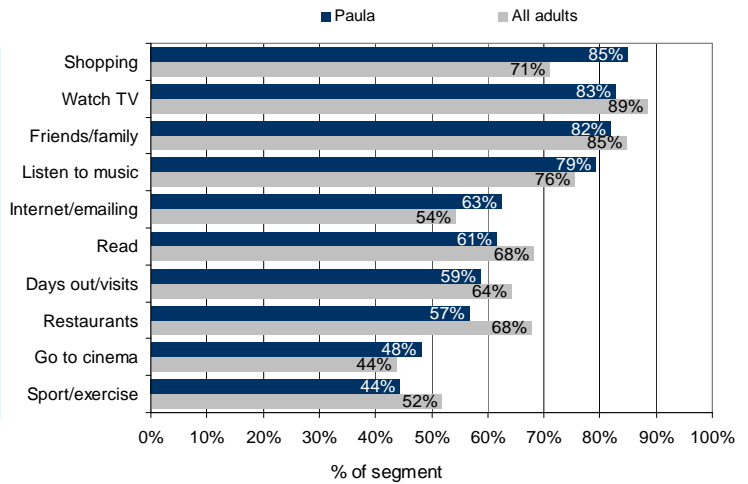
What else does Paula like to do?

Shopping is an important activity for Paula's spare time: 85% of people in this group go shopping in their spare time compared to 71% of the general adult population.

Like the rest of the adult population, watching TV, friends and family and listening to music all also compete for Paula's spare time.

Sport and exercise are not high priorities for Paula, with 44% of this segment playing sport in their spare time compared to 52% of all adults.

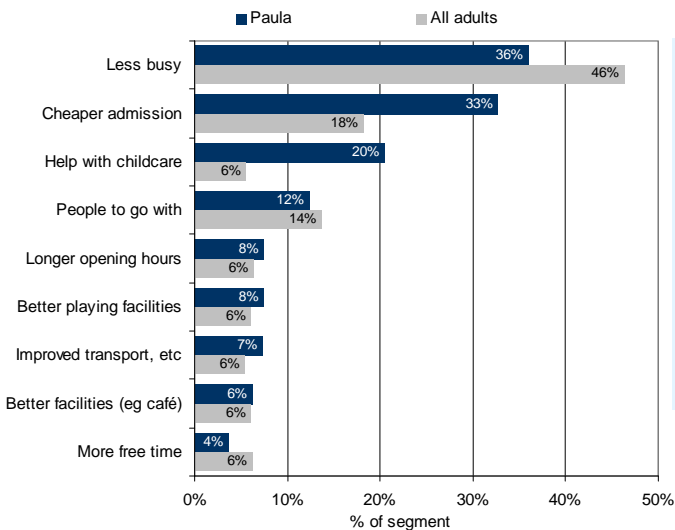
Paula: Other cultural activities



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 Paula to do more sport?

Paula: What would make her do more sport?



36% of this segment say they would do more sport if they were less busy, compared to 46% of the overall adult population.

33% of this segment say they would do more sport if admission to facilities/activities was cheaper, compared to 18% of the overall adult population, suggesting that the cost of taking part in sport is a significant issue for Paula.

20% would do more sport if they had help with childcare, compared to 6% of all adults.

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 Paula

Key Points

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

TV/RADIO

Paula is a heavy TV viewer, enjoying quiz and chat shows, reality TV and soaps. She is likely to have a digital or cable package and enjoys the extra shopping channels. She is likely to notice programme sponsorship and is positive towards TV advertising, being influenced by both.

INTERNET

Paula does not have internet access at home, and whilst she may use interactive TV for some browsing, she is very unlikely to respond to internet-based adverts.

POSTERS/DIRECT MAIL/NEWSPAPERS

Paula enjoys reading tabloid newspapers and women's lifestyle magazines, and is likely to notice adverts within these. She is a frequent responder to direct mail, especially looking for offers that will save her money and new and original choices that will satisfy her experiential decision making style. Paula will also respond to adverts that she sees whilst out on her daily business.

TELEPHONE

Paula is a heavy mobile phone user, though this is likely to be pay-as-you-go rather than contracted. She may respond favourably to text adverts, when linked to special offers.

Paula reads newspapers and magazines such as...

All About Soap	Bella
Chat	Best
The Daily Star	Inside Soap
News of the World	TV Quick
That's Life	OK!

Her preferred marketing tone and message is...

Uncomplicated	Kids
Jargon free	Value/Cheap
Time saver	Mass culture
Easy to understand	Mass market
Credit	Free trial

Paula is 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 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?'

