

Philip - 11

Comfortable Mid-Life Males

Mid-life professional, sporty males with older children and more time for themselves

9% of all adults; 18% of adult men

- Mainly aged 46-55
- Married with Children
- Full time employment and owner occupier



About Philip

Philip is 48, an owner-occupier, and married with two older children. One recently graduated and left home, the other is on a gap year before starting university next autumn. Whilst there are still some university fees to pay, Philip is at the height of his career, enjoying a comfortable salary at an established firm.

Philip still keeps up his love of sport, hindered only by office pressures. He plays badminton in a local team, and if he gets home early enough, enjoys a swim at the health club. He shares football season tickets with his son, and together they play cricket for the local Sunday side – alas, his rugby days are over.

Reasonably health conscious, Philip wants to stay healthy for later in life so he can keep playing sport for as long as possible. He's not in any hurry to hang up his pads, and anyway, he'd keep up his involvement in the club as fixture secretary.



Ethnic origin

Individuals in this segment are predominantly of White British (82%), or Other White (7%) origin; or may also be of Irish heritage (6%), Asian/Asian British (4%), Black/Black British (1%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Graham, Colin, Keith, Stuart, Clive



Philip: Sports Overview

- Philip's sporting activity levels are above the national average (more details overleaf).
- The top sports that Philip participates in are shown in the chart opposite: Cycling is the top sport, and 16% of this segment do this at least once a month, almost double the national average.
- Philip also enjoys keep fit/gym, swimming, football, golf and athletics (running). His participation in most of his top sports is above the national average, which is indicative of the priority he places on sport.

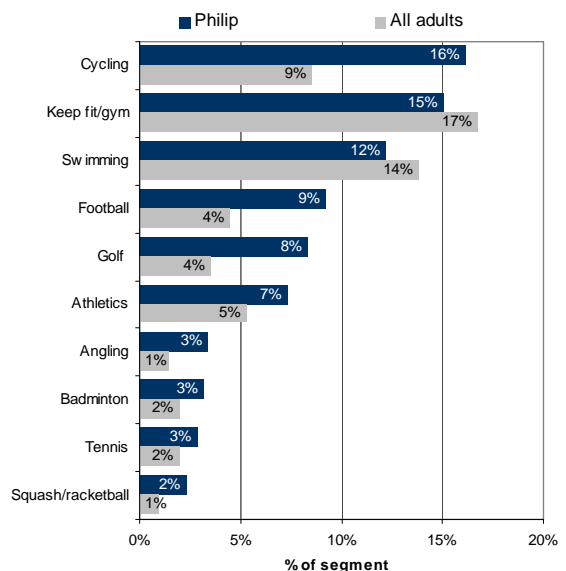
Philip is similar to/lives near:

Jackie (segment 8), Elaine (segment 12)

Philip are likely to live in towns such as:

Chippenham, Eastleigh, Aylesbury, Andover, Southport

Top sports that Philip 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

Philip - 11

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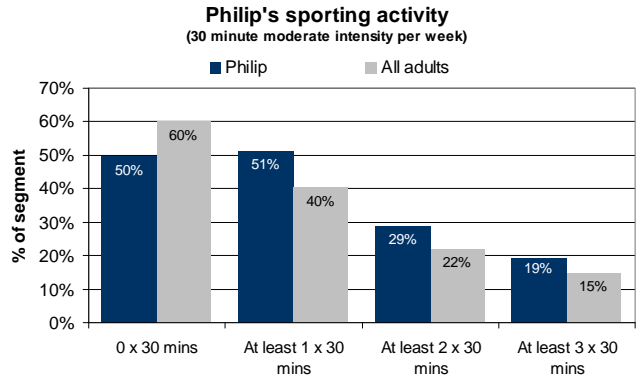


How sporty is Philip?

Philip's sporting activity

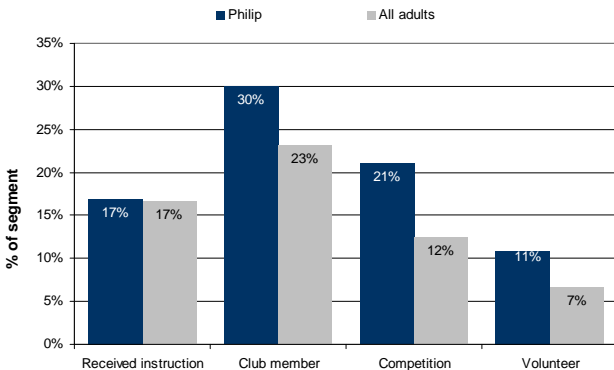
Philip can be considered a 'sporty' segment, with above average levels of sports participation. Half of this segment has done no sport in the past four weeks, compared with the average of 60% of all adults.

The proportion of this segment playing sport at least once a week is 11 percentage points above the national average, and almost a fifth have undertaken three sessions of sport a week, compared with a national average of 15%.



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%.

Philip: 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

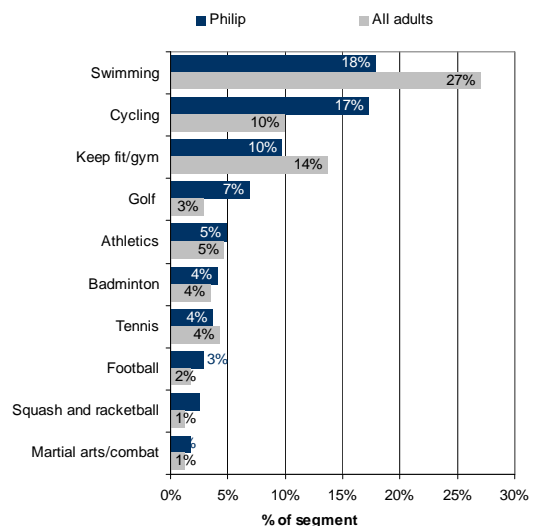
Organised Sport

30% of Philip's are members of a club to participate in sport, which is higher than the national average.

17% of this segment have received instruction in the past 12 months, in line with all adults who play sport.

21% have taken part in competition which is well above average levels, and 11% have volunteered in the past month.

Top sports that Philip 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

Philip's latent demand for sport

58% of Philip's say they would like to do more sport, compared to 52% of all adults.

The top sports that Philip would like to do more of are swimming (18%), cycling (17%), keep fit (10%), and golf (7%).

A smaller proportion of this segment would also like to do more athletics (running), badminton, tennis and football.

Philip - 11

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What drives Philip's participation?

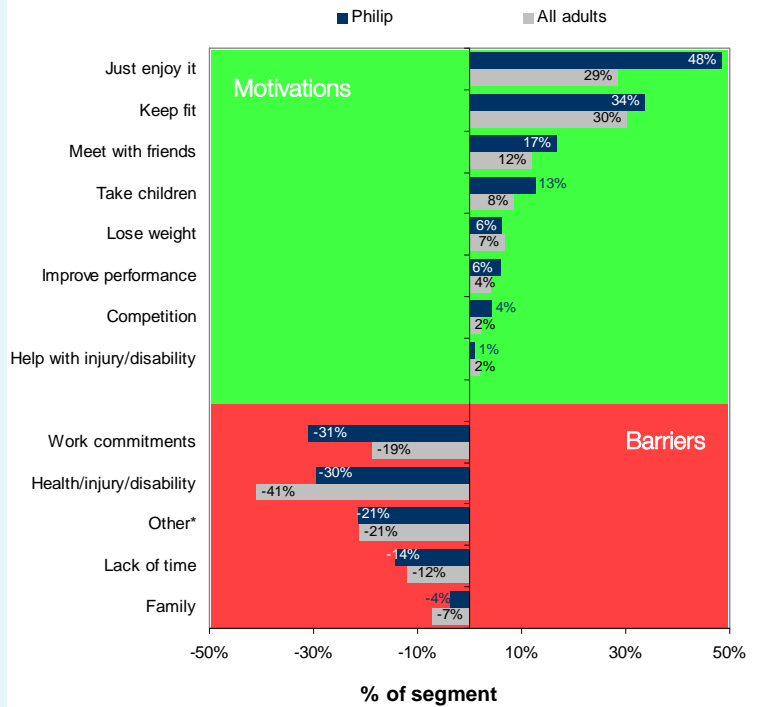
Motivations for Philip

- The main motivations for Philip are enjoyment, keeping fit and socialising where his scores are above the national average.
- Taking children is also a factor for 13% of Philip's and weight loss is important for 6% of this segment, which is the same score as improving performance.
- Competition is a much less relevant motivating factor for this segment, but higher than for most adults, which is consistent with the relatively high proportion of this segment that takes part in competition.

Barriers for Philip

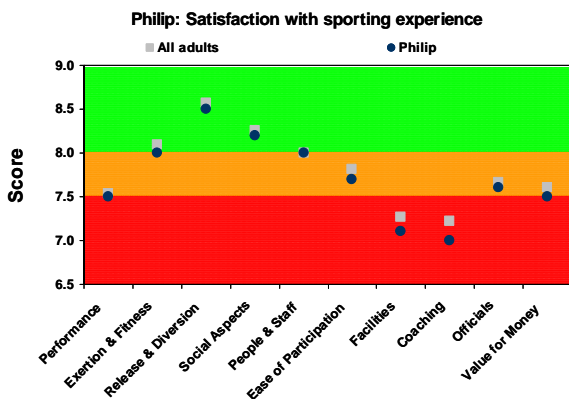
- Work commitments are the main barrier for Philip, with 31% citing this as a reason for doing less sport in the past year.
- A similar proportion cite 'health, injury or disability' as a barrier. This is below the national average which suggests that Philip is less impacted by health issues than other adults. 20% of this segment has a long standing illness, disability or infirmity.

Philip: 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 Philip?



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, Philip's who participate in sport are most satisfied with the release and diversion, social aspects, exertion and fitness and people and staff within the sporting experience.

He has lower satisfaction with facilities and coaching at levels that are below the national average.

Philip's satisfaction broadly matches the average adult score in all other domains.

Philip - 11

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What else does Philip like to do?

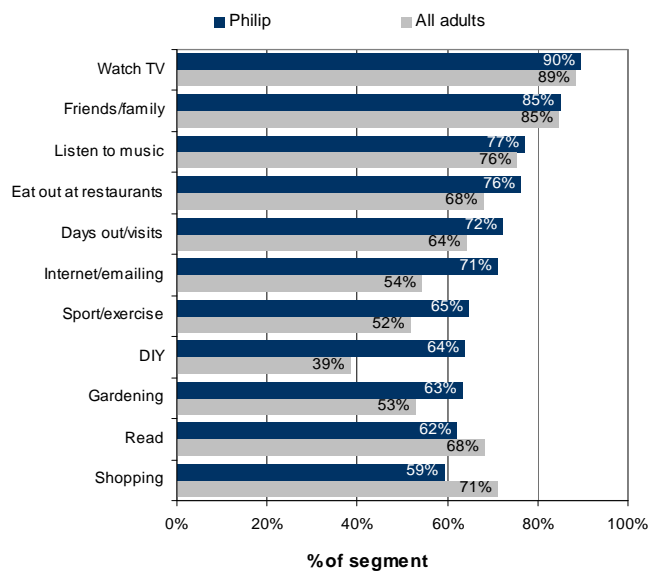
Philip enjoys a range of cultural activities, at levels close to the national average or above average in some cases.

Television, friends and family, music and eating out top his list, followed by days out, internet or emailing. This suggests he enjoys a range of cultural and social activities both in and out of the home, although as a busy segment, home activities appear to be most important.

Sport ranks higher for Philip than for many other segments, with two thirds undertaking sport or exercise in the past year. This activity is seventh of his top activities and so can be considered a real priority for him.

He also has an above average propensity to do DIY, gardening, and to eat in restaurants.

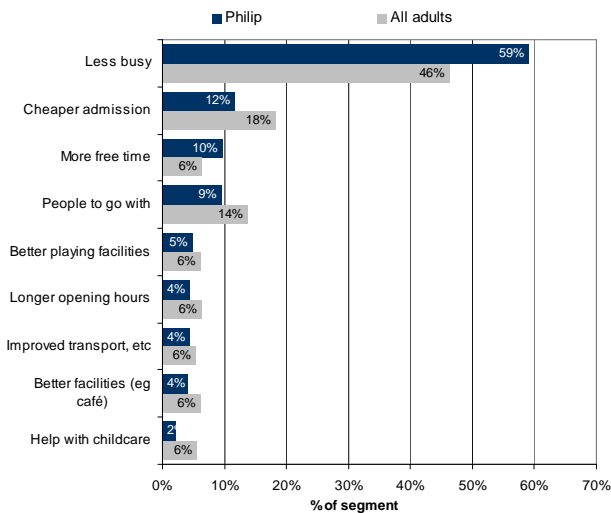
Philip: Other cultural activities



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 Philip to do more sport?

Philip: 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 chose multiple answers, so percentages will not add up to 100%.

59% of this segment say they would do more sport if they were less busy, compared to 46% of the overall adult population. 10% said they would need more free time, which emphasises the significance of his busy life as a barrier to taking part in more sport.

12% said they would do more if there was cheaper admission and 9% would welcome having someone to go with.

5% would like better playing facilities and 4% would like longer opening hours, which suggests that he would respond well to more flexible playing opportunities.

For Philip, better ancillary facilities, transport and child care were less of an issue than for other adults.

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How to reach Philip?

Key Points

- Most responsive to: **internet/email**
- Preferred information channel: **internet**
- Preferred service channel: **internet**
- Decision style: **inquiring – he will make decisions that are based on research from either first or second hand sources**

TV/RADIO

Philip is a medium TV viewer, likely to have digital and use interactive services for sports and business news. He is a heavy radio listener, possibly as part of his daily commute or evening relaxation. Philip may notice TV advertising but does not respond to them. He tends not to listen to commercial radio, except Classic FM.

INTERNET

Philip uses the internet as an extra source of information to aid his inquiring decision making style. He responds well to internet or e-mail advertising, especially if presented in an informative style.

POSTERS/DIRECT MAIL/NEWSPAPERS

Philip reads personal interest magazines, and consumer advice publications. He likes to read newspapers daily, probably the Times or Daily Telegraph. He responds well to newspaper advertising, prefers a practical informational style that helps his decisions, rather than being 'sold' to.

TELEPHONE

Philip uses his mobile phone for business and personal use, though he favours his landline. He is comfortable purchasing over the phone and internet, but is unlikely to respond to sms text alerts.

Philip reads newspapers and magazines such as...

Classic & Sports Car	Golf Monthly
The Financial Times	Time
The Daily Telegraph	Motoring & Leisure
Practical Photography	Private Eye
National Geographic	Which?

His preferred marketing tone and message is...

Financially Prudent	Practical
Intelligent	Informative
Pragmatic	Selective
Refined	Sensible
Established	Service

Philip is responsive to brands such as...



Philip - 11

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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 Philip 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?'

