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

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

<table>
<thead>
<tr>
<th>Sport</th>
<th>% of segment</th>
<th>Philip</th>
<th>All adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cycling</td>
<td>9%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Keep fit/gym</td>
<td>19%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Swimming</td>
<td>12%</td>
<td></td>
<td>14%</td>
</tr>
<tr>
<td>Football</td>
<td>9%</td>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>Golf</td>
<td>4%</td>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>Athletics</td>
<td>8%</td>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>Angling</td>
<td>5%</td>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>Badminton</td>
<td>3%</td>
<td></td>
<td>2%</td>
</tr>
<tr>
<td>Tennis</td>
<td>5%</td>
<td></td>
<td>2%</td>
</tr>
<tr>
<td>Squash/Racketball</td>
<td>2%</td>
<td></td>
<td>1%</td>
</tr>
</tbody>
</table>

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.
Creating sporting opportunities in every community

Philip - 11
Comfortable Mid-Life Males

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%.

Organised Sport

30% of Philips 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.

Philip's latent demand for sport

58% of Philips 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.

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.
Philip - 11

Comfortable Mid-Life Males

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 Philips 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.

How satisfied is Philip?

Within this segment, Philips 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

Comfortable Mid-Life Males

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 suggest 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.

What would encourage Philip to do more sport?

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 childcare were less of an issue than for other adults.
Philip - 11

Comfortable Mid-Life Males

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

**Philip reads newspapers and magazines such as...**
- Classic & Sports Car
- The Financial Times
- The Daily Telegraph
- Practical Photography
- National Geographic
- Golf Monthly
- Time
- Motoring & Leisure
- Private Eye
- Which?

**His preferred marketing tone and message is...**
- Financially Prudent
- Intelligent
- Pragmatic
- Refined
- Established
- Practical
- Informative
- Selective
- Sensible
- Service

**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 is responsive to brands such as...

- **FT** Financial Times
- **Mercedes-Benz**
- **John Lewis**
- **Canon**
- **HOMEBASE**
- **Slazenger**
- **M&S**
- **Bang & Olufsen**
Creating sporting opportunities in every community

Philip - 11

Comfortable Mid-Life Males

About the 19 market segments

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>% Pop</th>
<th>% M</th>
<th>% F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ben</td>
<td>Competitive Male Urbanites</td>
<td>4.9%</td>
<td>10.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Jamie</td>
<td>Sports Team Lads</td>
<td>5.4%</td>
<td>11.1%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Chloe</td>
<td>Fitness Class Friends</td>
<td>4.7%</td>
<td>0.0%</td>
<td>9.1%</td>
</tr>
<tr>
<td>Leanne</td>
<td>Supportive Singles</td>
<td>4.3%</td>
<td>0.0%</td>
<td>8.2%</td>
</tr>
<tr>
<td>Helena</td>
<td>Career Focused Females</td>
<td>4.5%</td>
<td>0.0%</td>
<td>8.8%</td>
</tr>
<tr>
<td>Tim</td>
<td>Settling Down Males</td>
<td>8.8%</td>
<td>18.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Alison</td>
<td>Stay at Home Mums</td>
<td>4.4%</td>
<td>0.0%</td>
<td>8.5%</td>
</tr>
<tr>
<td>Jackie</td>
<td>Middle England Mums</td>
<td>4.9%</td>
<td>0.0%</td>
<td>9.5%</td>
</tr>
<tr>
<td>Kev</td>
<td>Pub League Team Mates</td>
<td>5.9%</td>
<td>12.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Paula</td>
<td>Stretched Single Mums</td>
<td>3.7%</td>
<td>0.0%</td>
<td>7.3%</td>
</tr>
<tr>
<td>Philip</td>
<td>Comfortable Mid-Life Males</td>
<td>8.6%</td>
<td>17.9%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Elaine</td>
<td>Empty Nest Career Ladies</td>
<td>6.1%</td>
<td>0.0%</td>
<td>11.8%</td>
</tr>
<tr>
<td>Roger &amp; Joy</td>
<td>Early Retirement Couples</td>
<td>6.8%</td>
<td>7.9%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Brenda</td>
<td>Older Working Women</td>
<td>4.9%</td>
<td>0.0%</td>
<td>9.5%</td>
</tr>
<tr>
<td>Terry</td>
<td>Local ‘Old Boys’</td>
<td>3.7%</td>
<td>7.6%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Norma</td>
<td>Later Life Ladies</td>
<td>2.1%</td>
<td>0.0%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Ralph &amp; Phyllis</td>
<td>Comfortable Retired Couples</td>
<td>4.2%</td>
<td>4.7%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Frank</td>
<td>Twilight Year Gents</td>
<td>4.0%</td>
<td>8.3%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Elise &amp; Arnold</td>
<td>Retirement Home Singles</td>
<td>8.0%</td>
<td>1.6%</td>
<td>14.0%</td>
</tr>
</tbody>
</table>

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.

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?’

This document can be provided in alternative languages and formats such as large print, Braille, tape and on disc, upon request. Call our 08458 508 508 for more details. Sport England, Victoria House, Bloomsbury Square, London WC1B 4SE. Published: October 2010. Copyright: Sport England. Sport England assumes no responsibility for the completeness, accuracy and currency of the information contained in this report.