

Elaine - 12

Empty Nest Career Ladies

Mid-life professionals who have more time for themselves since their children left home

6% of all adults; 12% of adult women

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



About Elaine

Elaine is 53 and married with two children who have now left home. Having picked up her career again after the children went to school, Elaine is now a full time senior teacher. In a few years' time she'll consider dropping her hours ready for retirement, but for now she's enjoying the career opportunities and chance to stretch herself.



When Elaine gets home from work she enjoys a glass of wine while making a healthy dinner for herself and her husband. They chat over dinner and might even call their son who is away at university, though inevitably they'll be talking to his voicemail.



Elaine goes to a class at the gym one evening a week and enjoys watching dramas or reading a book other nights. Weekends see her going to the stables, gardening or going for a long walk with her husband.

Ethnic origin

Individuals in this segment are predominantly of White British (83%), or Other White (7%) origin; or may also be of Irish heritage (6%), Asian/Asian British (3%), Black/Black British (1%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Carole, Sandra, Penelope, Julie, Jacqueline

Elaine: Sports Overview

- Elaine's sporting activity levels are consistent with the national average, and slightly above average for some indicators (more detail overleaf).
- The top sports that Elaine participates in are shown in the chart opposite: Keep fit/gym and swimming are the most popular sports with around a fifth of the segment doing these, followed by cycling (7%), athletics or running (3%), tennis (2%), badminton (2%) and horse riding (2%).
- Her participation levels are above average for keep fit/gym and swimming.

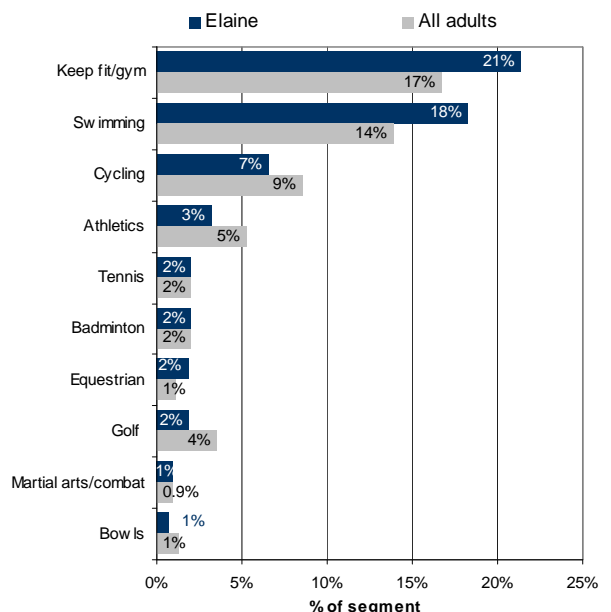
Elaine is similar to/lives near:

Philip (segment 11), Roger & Joy (segment 13)

Elaine are likely to live in towns such as:

Bishop's Stortford, Camberley, Dorchester, Stafford, Shrewsbury

Top sports that Elaine 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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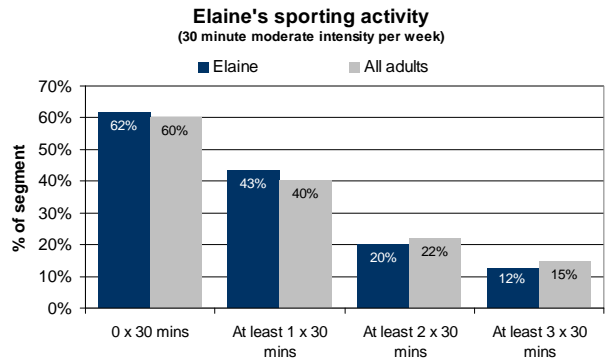
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How sporty is Elaine?

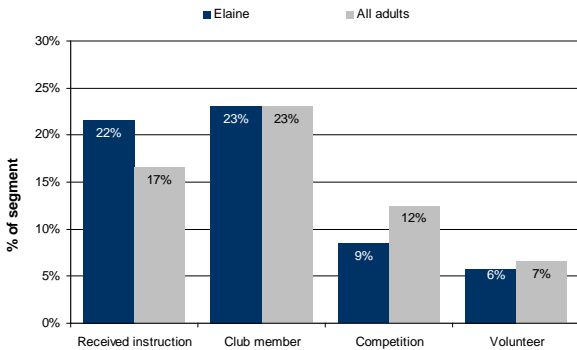
Elaine's sporting activity

Elaine has average levels of sports participation. 62% of this segment have done no sport in the past four weeks, compared with the average of 60% of all adults. 43% have participated in sport at least once a week, which is higher than the national average. 12% 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%.

Elaine: 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

23% of Elaines are members of a club to participate in sport, which is consistent with the national average. Elaine is likely to be a member of a health club and may also attend classes – 22% of this segment has received instruction in the past 12 months.

9% have taken part in competition and 6% have volunteered in the past month.

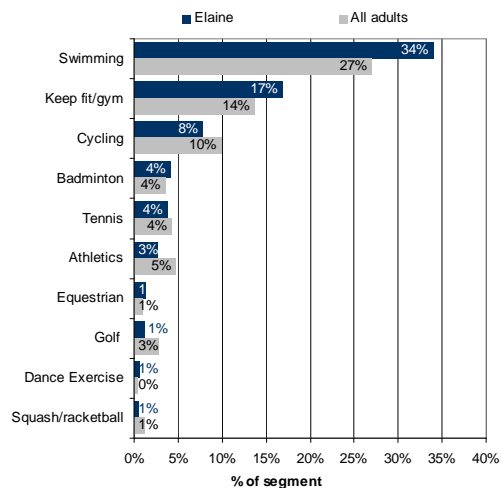
Elaine's latent demand for sport

55% of Elaines say they would like to do more sport, compared to 52% of all adults.

The top sports that Elaine would like to do more of are swimming (34%), keep fit/gym (17%), cycling (8%) and badminton (4%).

A smaller proportion of this segment would also like to do more athletics (running), equestrian or golf.

Top sports that Elaine 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 Elaine's participation?

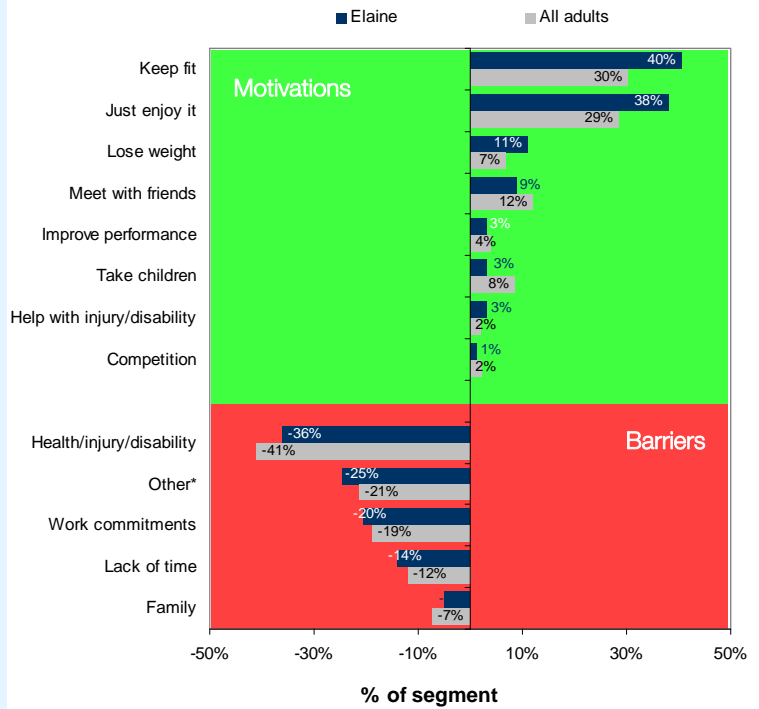
Motivations for Elaine

- The main motivations for Elaine are enjoyment and keeping fit where her scores are above the national average.
- Weight loss is an important factor for Elaine which suggests she uses sport to keep looking good and feeling fit.
- Socialising, improving performance and taking children are also a factor for this segment, whilst competition is much less relevant.

Barriers for Elaine

- Over a third of this segment give their main barrier as 'health, injury or disability'. This is below the national average which suggests that whilst an issue for some, Elaine is less impacted by health issues than other adults. 24% of this segment has a long standing illness, disability or infirmity.
- 'Other' barriers (including no opportunity and economic factors) are also a factor for a quarter of this segment, with work commitments impacting on a fifth.

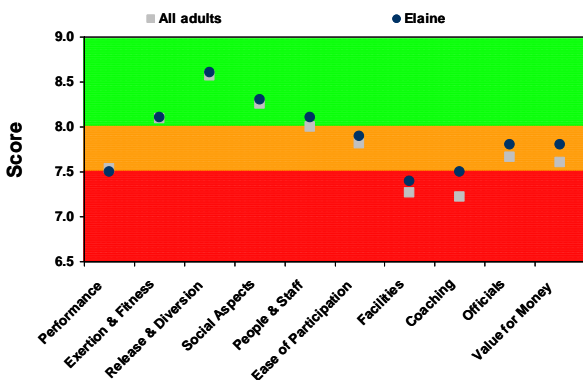
Elaine: Motivations and barriers for taking part in sport



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 Elaine?

Elaine: Satisfaction with sporting experience



Within this segment, *Elaines who participate in sport* are most satisfied with the release and diversion, exertion and fitness, social aspects and people and staff within the sporting experience.

She has lower satisfaction with facilities and performance, at levels that are similar to the national average.

Elaine's satisfaction broadly matches the average adult score in all domains, although is higher in some cases, most notably coaching and value for money.

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 Elaine like to do?

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

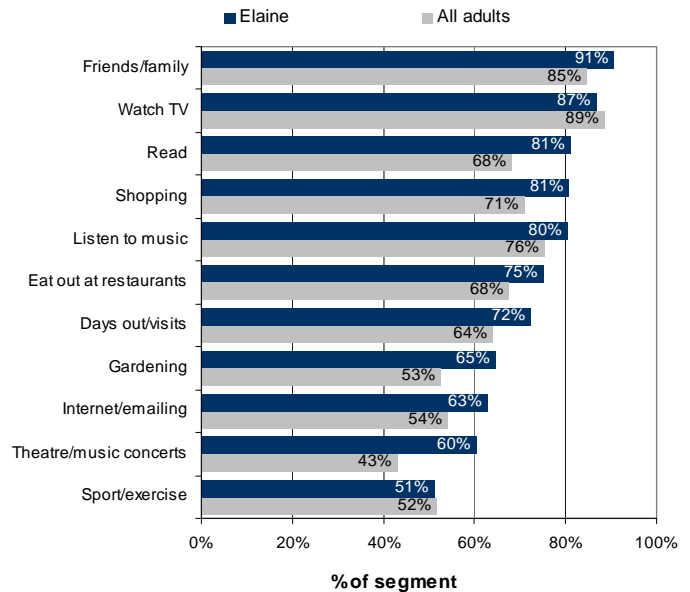
Friends and family top her list, followed by television, reading, shopping, listening to music and eating in restaurants.

An above average proportion of this segment spend their leisure time with friends and family, reading, shopping, music, eating out, on days out, gardening, on the internet/emailing and going to the theatre or concerts.

This suggests that Elaine has more free time and some disposable income to enjoy culture and socialising.

Although sport is not a top priority, the proportion that has undertaken sport or exercise in the past year is close to the national average.

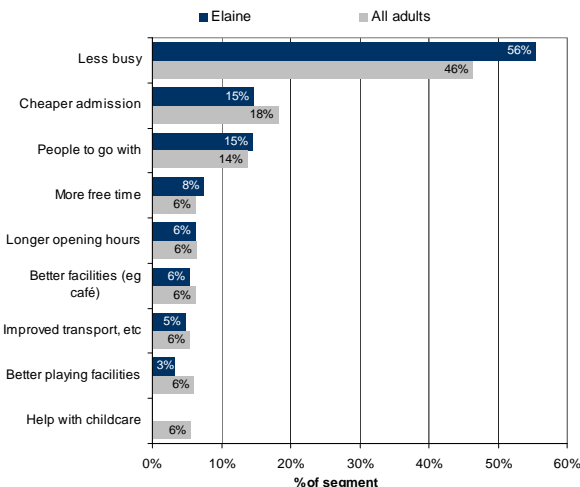
Elaine: Other cultural activities



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 Elaine to do more sport?

Elaine: What would make her do more sport?



56% of this segment say they would do more sport if they were less busy, compared to 46% of the overall adult population.

15% said they would do more sport if there was cheaper admission and the same proportion would welcome having someone to go with.

7% would need more free time and 6% would like longer opening hours.

For Elaine, better playing facilities, longer opening hours and child care were less of an issue than for other 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 Elaine?

Key Points

- Most responsive to: **magazine ads**
- Preferred information channel: **telephone**
- Preferred service channel: **post**
- Decision style: **intuitive** – Elaine responds to simple but straight forward messages. She does not like to be overwhelmed by facts and figures.

TV/RADIO

Elaine is a light TV viewer, loyal to mainstream terrestrial channels. She may be influenced by TV advertising, but in general not enough information is given to help her in her intuitive decision making style. Elaine is a medium radio listener, likely to prefer BBC Radio 2 or 4 and Classic FM, rather than local commercial stations.

INTERNET

As a moderate internet user, Elaine is increasingly using this and is more internet savvy than her peers. She appreciates the value of more sources of information and will browse news and lifestyle sites. Elaine is unlikely to respond to internet mailings, but may be influenced by web banners which direct her to more detailed, information-based advertising.

POSTERS/DIRECT MAIL/NEWSPAPERS

Elaine reads the broadsheets, such as the Daily Telegraph, and women's lifestyle magazines. She may be influenced by 'advertorials' and expert-written articles in newspapers and magazines.

TELEPHONE

Elaine uses her mobile primarily for emergencies, preferring to make most calls from her landline. She would not respond to sms text alerts, nor to cold-calling and other mass-marketing techniques

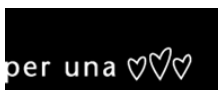
Elaine reads newspapers and magazines such as...

- | | |
|---------------------------|-----------------|
| BBC Gardeners World | BBC Good Food |
| Country Homes & Interiors | Financial Times |
| Good Housekeeping | TES |
| The Observer | The Guardian |
| The Daily Telegraph | Travel Magazine |

Her preferred marketing tone and message is...

- | | |
|---------------|-----------------|
| Unpretentious | Down to Earth |
| Rational | Not gimmick-led |
| Established | Pragmatic |
| Intelligent | Practical |
| Informative | Uncluttered |

Elaine 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 Elaine 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?'

