

# Roger & Joy - 13

## Early Retirement Couples

Free-time couples nearing the end of their careers

7% of all adults; 6% of adult women, 8% of adult men

- Mainly aged 56 – 65
- Married
- Full time employment or retired



### About Roger & Joy

Roger is 57 and Joy is 56. Last year Roger's accountancy firm made cutbacks and he was offered a generous long-service redundancy payment with which to take early retirement. Joy has always worked mornings as a receptionist in the local GP surgery, but is planning to retire herself late next year.

Having paid off the mortgage on their semi-detached house, Roger and Joy may not have a large income, but also haven't many financial responsibilities. If they need to they can always downsize, possibly to be nearer the grandchildren.

Roger walks the dog to the paper-shop each morning, and often plays golf. When Joy's around, they often go for a walk together or help out with childcare.

Sometimes Joy goes to over fifties aqua aerobics class at the leisure centre. Her daughter said it might be good exercise and easier on her joints.



### Ethnic origin

Individuals in this segment are predominantly of White British (87%), or Other White (5%) origin; or may also be of Irish heritage (5%), Asian/Asian British (2%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

### Alternative names

Melvyn, Barry, Geoffrey, Linda, Susan, Patricia



### Roger & Joy: Sports Overview

- Roger & Joy are slightly less active than the average adult population.
- The top sports that Roger & Joy participate in are shown in the chart opposite: Keep fit/gym and swimming are the most popular sports with 13% of the segment doing these, followed by cycling (8%), golf (6%) and angling (2%).
- Their participation levels are below average for all of these sports, with the exception of bowls, golf and angling.

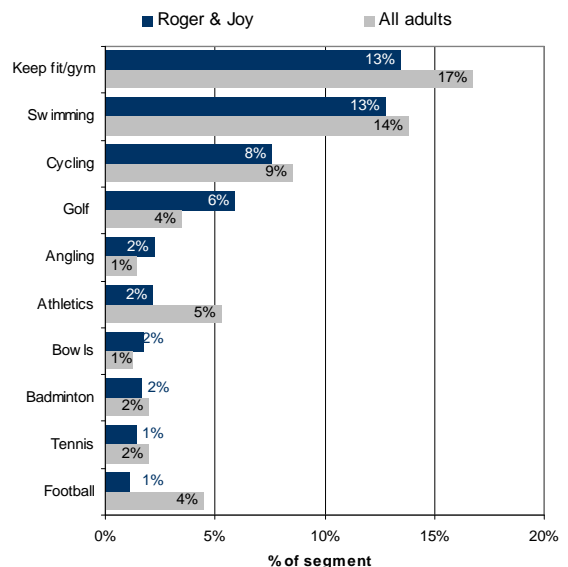
#### Roger & Joy are similar to/live near:

Roger & Joy (segment 13)

#### Roger & Joy are likely to live in towns such as:

Newton Abbot, King's Lynn, Poole, Beverley, Southend

### Top sports that Roger & Joy participate 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

# Roger & Joy - 13

## Early Retirement Couples

### How sporty are Roger & Joy?



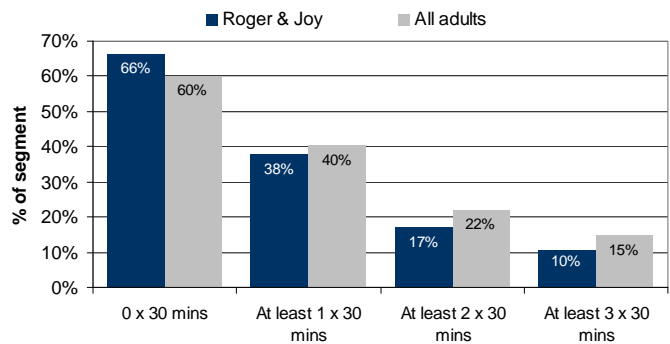
#### Roger & Joy's sporting activity

Roger & Joy have below average levels of sports participation. 66% of this segment have done no sport in the past four weeks, compared with 60% of all adults.

38% have participated in sport at least once a week, which is consistent with other segments of the same age.

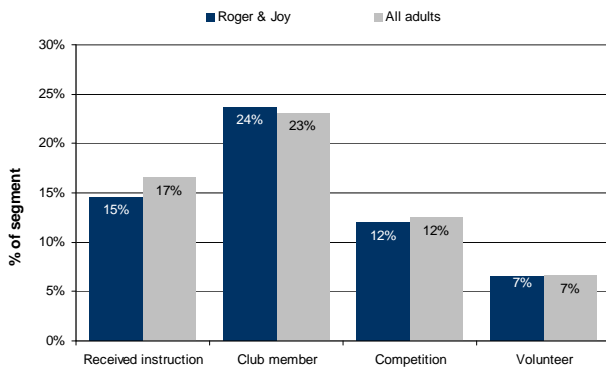
10% have undertaken three sessions of sport a week, compared with a national average of 15%.

#### Roger & Joy's sporting activity (30 minute moderate intensity per week)



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%.

#### Roger & Joy: 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

15% of Roger & Joys are members of a club to participate in sport, which is lower than the national average, but higher than other organised sport indicators for this segment. Golf or fitness club membership may account for this.

15% have received instruction, 12% have taken part in competition and 7% have volunteered in the past month.

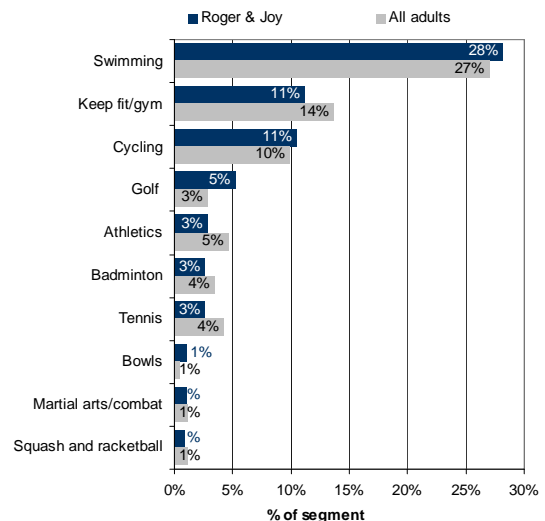
#### Roger & Joy's latent demand for sport

44% of Roger & Joys say they would like to do more sport, compared to 52% of all adults.

The top sports that Roger & Joy would like to do more of are swimming (28%), keep fit/gym (11%), cycling (11%) and golf (5%).

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

#### Top sports that Roger & Joy 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

# Roger & Joy - 13

## Early Retirement Couples



### What drives Roger & Joy's participation?

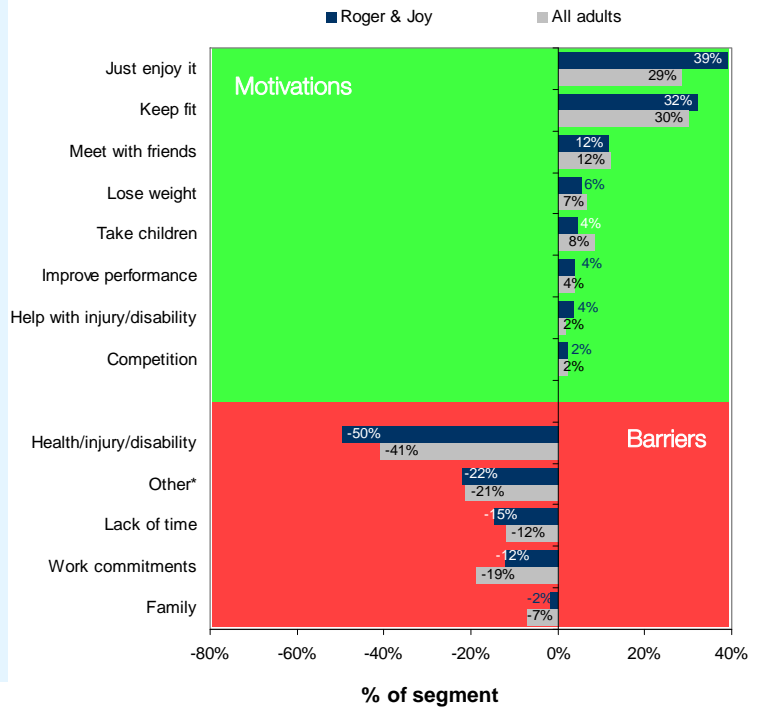
#### Motivations for Roger & Joy

- The main motivations for Roger & Joy playing sport are enjoyment and keeping fit where their scores are above the national average.
- Socialising, weight loss and taking children are of secondary importance but still relevant for this segment.
- 'Improving performance', and 'training/taking part in a competition' are much less relevant motivating factors for Roger & Joy.

#### Barriers for Roger & Joy

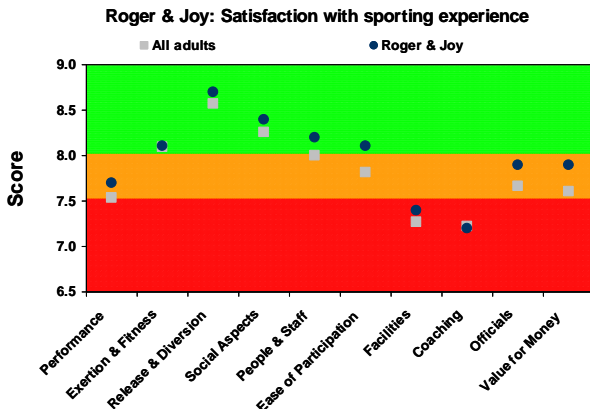
- 50% of this segment give their main barrier as 'health, injury or disability'. This may reflect the overall demographic, as a third of this segment has a long standing illness, disability or infirmity.
- 'Other' barriers (including no opportunity and economic factors) are also a barrier to this segment, at a level similar to for all adults.

#### Roger & Joy: 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 are Roger & Joy?



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, Roger & Joys who participate in sport are most satisfied with the 'release and diversion', 'exertion and fitness', 'social' aspects', 'ease of participation', and 'people and staff' within their sporting experience.

They report lower satisfaction with facilities, and coaching, at levels that are similar to the national average.

Roger & Joy's satisfaction broadly matches the score for all adults who play sport, although it is higher in some cases, particularly value for money, officials and ease of participation.

# Roger & Joy - 13

## Early Retirement Couples



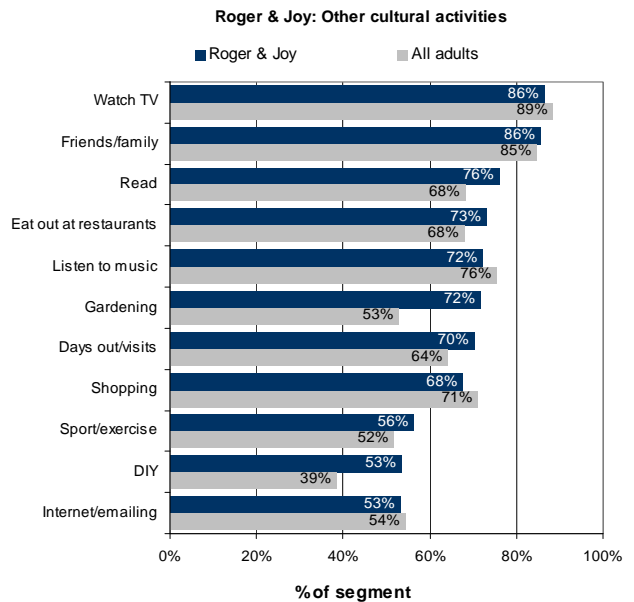
### What else do Roger & Joy like to do?

Roger & Joy enjoy a range of cultural activities, at levels close to the national average in most cases.

Watching television, friends and family, reading, eating in restaurants and listening to music are enjoyed by most Roger & Joys.

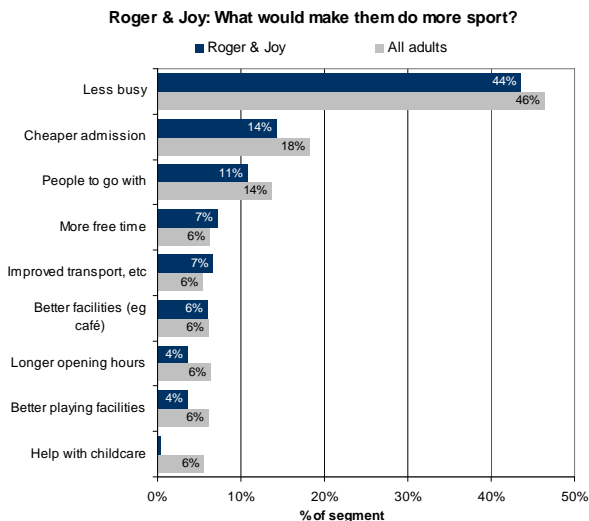
Friends and family, reading, eating in restaurants, gardening and days out score above average for this segment, which may reflect the fact that Roger & Joy have more free time and some disposable income to enjoy culture and socialising.

Although sport is not a top priority, the proportion of this segment that has undertaken sport or exercise in the past year is above the national average.



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 Roger & Joy to 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%.

44% of this segment say they would do more sport if they were less busy, compared to 46% of the general adult population. Again this suggests that they have a more relaxed lifestyle than some segments with less pressure on their time.

14% said they would do more sport if admission was cheaper.

11% would be encouraged by having people to go with and 7% would need more free time.

For Roger & Joy, better playing facilities, longer opening hours and child care were less of an issue than for other adults.

# Roger & Joy - 13

## Early Retirement Couples



### How to reach Roger & Joy?

#### Key Points

- Most responsive to: **newspaper ads**
- Preferred information channel: **face to face**
- Preferred service channel: **post**
- Decision style: **adamant – they have set ideas on what they like based on first hand experience or trusted opinions from friends and family**

#### Roger & Joy read newspapers and magazines such as...

- |                       |                 |
|-----------------------|-----------------|
| BBC Gardeners' World  | BBC Good Food   |
| Country Living        | The Times       |
| The Daily Telegraph   | Country Walking |
| Good Housekeeping     | Radio Times     |
| Practical Photography | Your M&S        |

#### TV/RADIO

Roger and Joy are medium TV viewers and heavy radio listeners. They prefer mainstream terrestrial channels and favour BBC radio. They are not influenced by these channels: advertising is mainly deemed intrusive and below them.

#### INTERNET

Roger and Joy have increased their use of the internet and may now have access to it at home. However, they still see the internet mainly as an information source, and prefer to access services via the traditional methods. They are unlikely to respond to internet advertising and rarely use personal e-mail accounts.

#### POSTERS/DIRECT MAIL/NEWSPAPERS

Roger and Joy regularly read the Times or Daily Telegraph, and a local paper. They have an adamant decision making style and may respond to newspaper articles, but are generally dismissive of advertising.

#### TELEPHONE

Roger and Joy prefer to use their landline rather than a mobile phone. They would not respond to sms text alerts but would speak to an expert over the phone for advice that would heavily influence their decision making.

#### Their preferred marketing tone and message is...

- |                     |             |
|---------------------|-------------|
| Conservative        | Balanced    |
| Established         | Informative |
| Intellectual        | Practical   |
| Sensible            | Reliable    |
| Financially Prudent | Quality     |

#### Roger & Joy are responsive to brands such as...

**HOBBS**  
**travelsphere**  
**Sainsbury's**  
*Try something new today*  
**Boots**  
**LAURA ASHLEY**  
**HONDA**  
 The Power of Dreams  
**ENGLISH HERITAGE**



# Roger & Joy - 13

## Early Retirement Couples



### 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](http://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](http://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 Roger & Joy 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?'

