

Terry - 15

Local 'Old Boys'

- Mainly aged 56-65
- Single/Married
- Unemployed

Generally inactive older men, low income and little provision for retirement

4% of all adults; 8% of adult men



About Terry

Terry is 59 and lives on his own in a council flat. Having worked on and off as a builder, he has struggled in recent years to get work. At the moment he has a small income as a school caretaker, barely covering the bills.

During the day Terry might do the odd job around the school, but invariably he's not needed until the end of the day once the children have gone home. He spends his mornings watching TV, and afternoons playing darts in the pub, fishing or on the allotment. As part of the local darts team, he plays the occasional competition at weekends, otherwise he goes to the bookies or stays at the pub watching boxing into the early hours. He wishes he still had the fitness to box himself, but those days are a thing of the past.

Terry eats oven food or at the pub most nights. Healthy eating isn't high on his list of concerns – it's expensive and he'd rather have pie and chips.

Ethnic origin

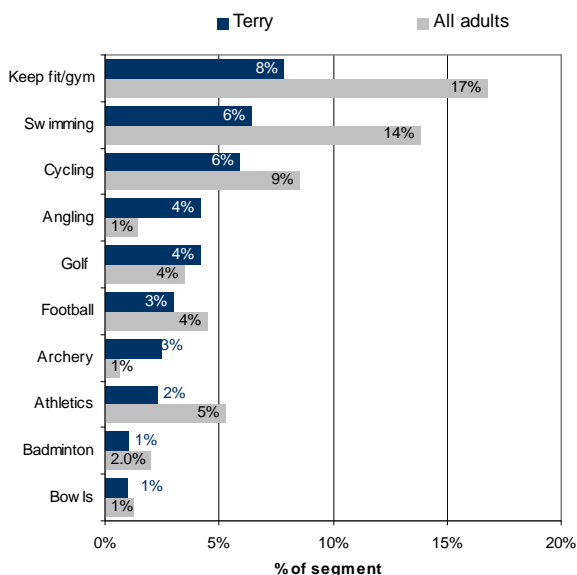
Individuals in this segment are predominantly of White British (79%), or of Irish heritage (7%); or may also be Asian/Asian British (6%), of Other White (6%) origin; Black/Black British (1%), Chinese (0.5%) or belong to another ethnic group (1%).

Alternative names

Derek, Brian, Malcolm, Raymond, Michael



Top sports that Terry 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

Terry: Sports Overview

- Terry is generally less active than the general adult population.
- The top sports that Terry participate in are shown in the chart opposite: Keep fit/gym is the most popular sport with 8% of the segment doing this, followed by swimming (6%) and cycling (6%). Angling and golf are the next most popular sports, both being played by 4% of this segment.
- Golf, angling and archery are the only sports where a higher proportion of Terrys participate than the national average. In all other cases his participation in his top sports is below average.

Terry is similar to/lives near:

Brenda (segment 14), Norma (segment 16)

Terry are likely to live in towns such as:

Mansfield, Sunderland, Doncaster, Hull, Dewsbury

Terry - 15

Local 'Old Boys'

How sporty is Terry?

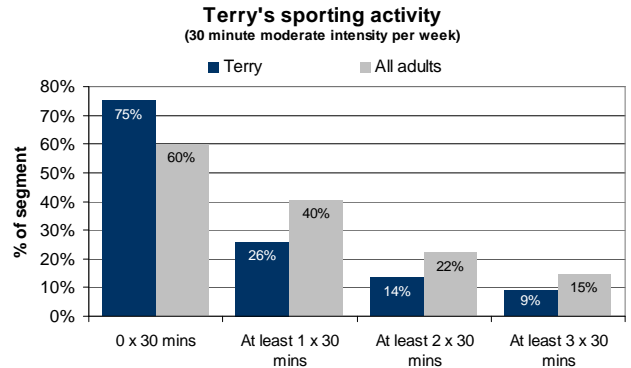


Terry's sporting activity

Terry has below average levels of sports participation. 75% of this segment have done no sport in the past four weeks, compared to 60% of all adults.

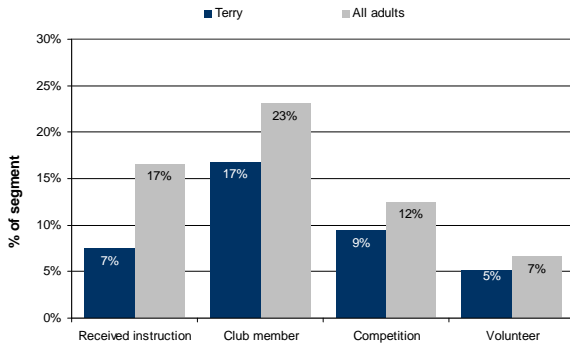
26% have participated in sport at least once a week, which is lower than other segments of similar age (the average of segments 11 to 16 is 38%).

9% 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%.

Terry: 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

Terry's latent demand for sport

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

The top sports that Terry would like to do more of are swimming (21%), keep fit/gym (10%), cycling (10%), golf (6%) and athletics or running (5%).

His demand for cycling, golf, athletics/running and football are above the national average.

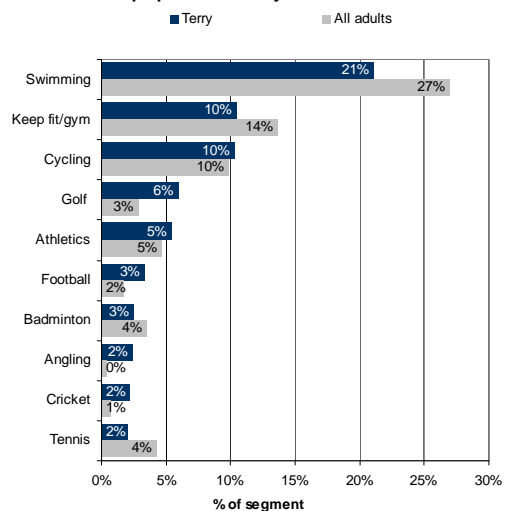
Terry would also aspire to do more badminton, fishing, cricket and tennis.

Organised Sport

17% of Terrys are members of a club to participate in sport, which is lower than the national average, but higher than other organised sport indicators. This may reflect the Terrys who play golf, or who are members of a sports club for primarily social purposes.

7% have received instruction in sport and 9% have taken part in sport competition in the past year, and 5% have volunteered in the past month.

Top sports that Terry 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

Terry - 15

Local 'Old Boys'



What drives Terry's participation?

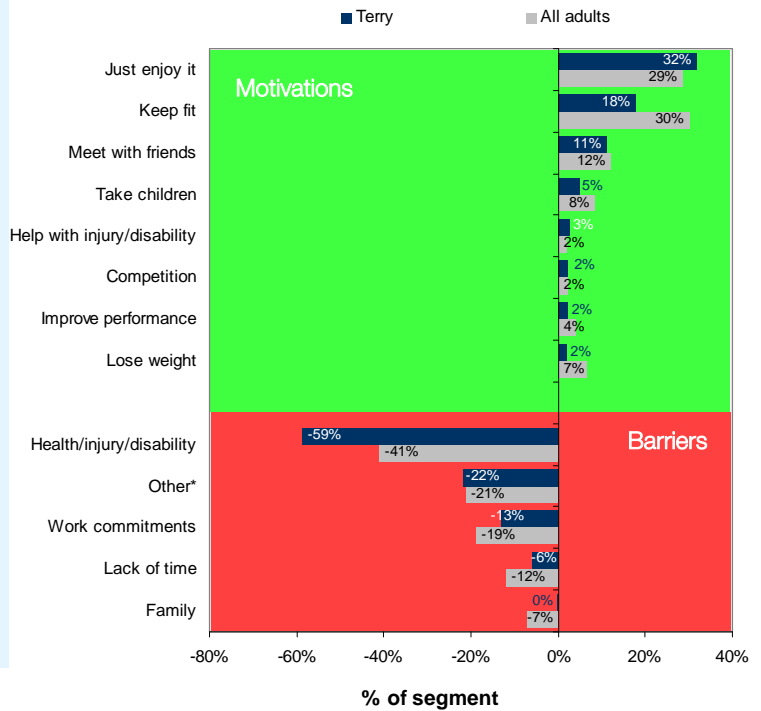
Motivations for Terry

- The main motivations for Terry are enjoyment, keeping fit and socialising.
- Enjoyment is more of a motivator for Terry than the average adult population.
- 'Improving performance', 'losing weight' and 'training/taking part in a competition' are much less relevant motivating factors for Terry.

Barriers for Terry

- 59% of this segment give their main barrier as 'health, injury or disability'. This appears consistent with the age of the segment and propensity to have health issues.
- 43% of this segment has a long standing illness, disability or infirmity.
- 'Other' barriers (including no opportunity and economic factors) are also a factor but to a lesser extent than health.

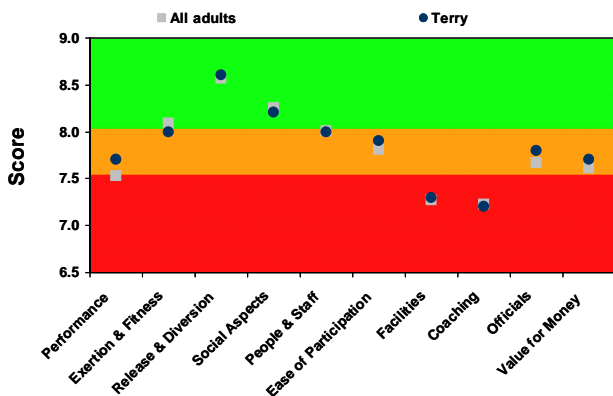
Terry: Motivations/barriers for taking part in sport



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 choose 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 Terry?

Terry: Satisfaction with sporting experience



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

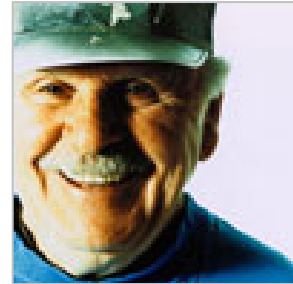
Within this segment, *Terrys who participate in sport* are most satisfied with the 'release and diversion' and 'social' aspects' of the experience.

He is least satisfied with facilities and coaching which is consistent with the average of all adults.

Terry's satisfaction almost exactly matches the average adult score in all domains.

Terry - 15

Local 'Old Boys'



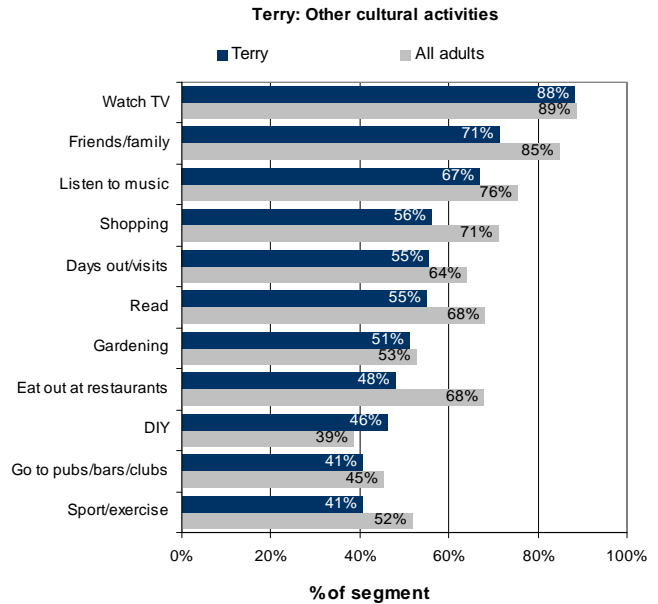
What else does Terry like to do?

Terry enjoys a range of cultural activities, at levels close to the national average in most cases.

Watching television, friends and family, listening to music, shopping, days out and reading are undertaken by most Terrys.

Many of his activities are based outside of the home and could be considered sociable, but sport is low down Terry's list of priorities, which reflects his low participation levels.

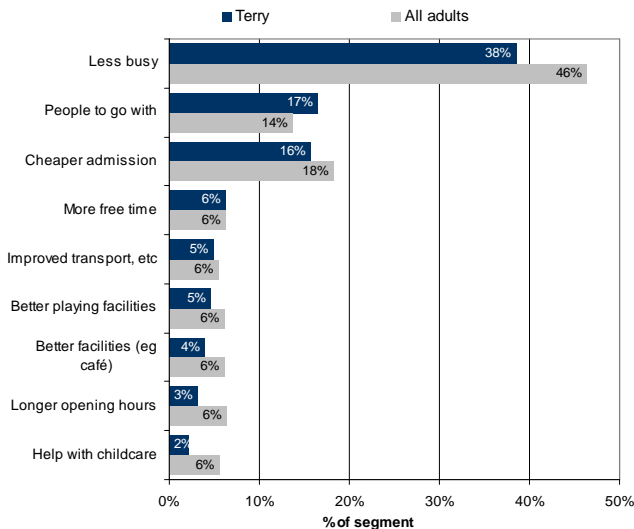
41% have taken part in sport or exercise in the past year, which is lower than the national average of 52%.



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 Terry to do more sport?

Terry: What would make him do more sport?



38% of this segment say they would do more sport if they were less busy, compared to 46% of the general adult population.

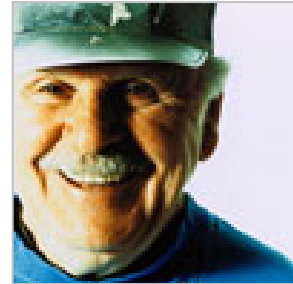
17% would be encouraged by having people to go with and 16% said they would do more if there was cheaper admission.

For Terry, better playing facilities, better auxiliary facilities (such as cafes), longer opening hours and child care are 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%.

Terry - 15

Local 'Old Boys'



How to reach Terry?

Key Points

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

Terry read newspapers and magazines such as...

The Daily Star	Racing Post
The People	News of the World
The Sun	Loot
Angling Times	Local Papers
Exchange & Mart	Pools Coupon

TV/RADIO

Terry is a heavy TV viewer, both at home and in the pub, particularly enjoying live sports coverage. He is likely to be influenced by TV advertising and programme sponsorship. He is not a particularly heavy radio listener, but when he does he will favour local commercial stations over national ones.

INTERNET

Terry doesn't have a computer, does not understand the internet and doesn't feel he's missing out.

POSTERS/DIRECT MAIL/NEWSPAPERS

Terry reads the tabloids on a daily basis. He may notice some of the newspaper advertising, but is more predisposed to direct mail or TV. He has set opinions about products and choices but still likes to be kept informed about those.

TELEPHONE

Terry is unlikely to have a mobile phone, but if he does have one it will almost certainly be pay-as-you-go and rarely used. He prefers to use his landline for purchasing or arranging finances, and would not respond to marketing calls.

Her preferred marketing tone and message is...

Hard-working	Basic
Down to earth	Necessity
Cheap	Jargon free
Everyday	Traditional
Sensible	Simple

Terry is responsive to brands such as...



Terry - 15

Local 'Old Boys'



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 Terry 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?'

