Norma - 16
Later Life Ladies

Older ladies, recently retired, with a basic income to enjoy their lifestyles

2% of all adults; 4% of adult women

About Norma

Norma is 60 and has now retired. Having spent the last few years as a part-time cleaner, she has little income now and a basic private pension to subsidise her state allowance. She lives in a small bungalow, although thankfully the small mortgage has been paid off.

Norma likes to get out for a bit during the day. She goes to an aqua aerobics class at the leisure centre, which is heavily subsidised for her as a pensioner. She also walks to buy a lottery ticket, go to the library or to afternoon bingo. She has to take her time though, as she’s not as well these days, having seen the late onset of diabetes in the last few years. When she gets home, Norma likes to sit and watch TV, knit or do some embroidery. At weekends her family usually visit her.

Norma prefers traditional home cooking, she smokes, but rarely drinks – her health and diet are therefore not a great concern.

Ethnic origin

Individuals in this segment are predominantly of White British (79%), or Other White (8%) origin; or may also of Irish heritage (7%), Asian/Asian British (4%), Black/Black British (2%), Chinese (0.5%) or belong to another ethnic group (1%).

Alternative names

Pauline, Angela, Irene, Denise, Jean

Norma: Sports Overview

• Norma is generally less active than the average adult population.

• She is likely to be doing the same or less sport than 12 months ago, with health the main issue for those doing less.

• The top sports that Norma participate in are shown in the chart opposite: Keep fit/gym is the most popular sport with 12% of Normas doing this, followed by swimming (10%). Other sports are much less popular with cycling the next choice with only 2% of this segment participating.

Norma is similar to/lives near:
Terry (segment 15), Frank (segment 18)

Norma is likely to live in towns/areas such as:
Middlesbrough, East Ham, Barnsley, Newcastle, Sheffield

Top sports that Norma participates in

- Keep fit/gym
- Swimming
- Cycling
- Bowls
- Martial arts/combat
- Angling
- Golf
- Tennis
- Athletics
- Football

<table>
<thead>
<tr>
<th>Sport</th>
<th>% of segment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keep fit/gym</td>
<td>12%</td>
</tr>
<tr>
<td>Swimming</td>
<td>10%</td>
</tr>
<tr>
<td>Cycling</td>
<td>2%</td>
</tr>
<tr>
<td>Bowls</td>
<td>1%</td>
</tr>
<tr>
<td>Martial arts/combat</td>
<td>1%</td>
</tr>
<tr>
<td>Angling</td>
<td>1%</td>
</tr>
<tr>
<td>Golf</td>
<td>1%</td>
</tr>
<tr>
<td>Tennis</td>
<td>1%</td>
</tr>
<tr>
<td>Athletics</td>
<td>1%</td>
</tr>
<tr>
<td>Football</td>
<td>1%</td>
</tr>
</tbody>
</table>

% of segment

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

Norma - 16

Later Life Ladies

How sporty is Norma?

Norma’s sporting activity

Norma has below average levels of sports participation. 79% of this segment have done no sport in the past four weeks, compared with the average of 60% of all adults.

23% have participated in sport at least once a week, which is lower than other segments of the same age (the average of segments 11 to 16 is 38%).

6% have undertaken three sessions of sport a week, compared with a national average of 15%.

Organised Sport

12% of Normas are members of a club to participate in sport, which is lower than the national average. This is unsurprising, given the most popular sports are those that are undertaken on a more informal basis.

10% have received instruction in sport and 4% have taken part in competition in the past year, and. 3% have volunteered in the past month.

Norma’s latent demand for sport

41% of Normas would like to do more sport, compared to 52% of all adults.

The top sports that Norma would like to do more of are swimming (35%) and keep fit/gym (20%). The next options are much lower priority; cycling (4%) and tennis (3%).

Her demand for swimming and keep fit is above the national average, but demand for other activities is below the national average.

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.

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.
Norma - 16
Later Life Ladies

What drives Norma’s participation?

Motivations for Norma
- The main motivations for Norma are keeping fit, enjoyment and socialising.
- The proportion of this segment citing these motivations is lower than the national average.
- ‘Improving performance’, ‘losing weight’ and ‘training/taking part in a competition’ are much less relevant motivating factors for Norma.

Barriers for Norma
- 68% of this segment give their main barrier to playing sport as ‘health, injury or disability’. This appears consistent with the age of the segment and propensity to have health problems.
- 49% 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 much lesser extent than health.

How satisfied is Norma?

Within this segment, Normas who participate in sport are most satisfied with the ‘exertion and fitness’, ‘release and diversion’ and ‘social’ aspects of the experience.

She is least satisfied with facilities but records a medium score for this.

Norma tends to record higher satisfaction than all adult participants. This difference is particularly marked in scores for coaching, officials and value for money where her satisfaction is high, compared with a medium score for all adults who play sport (low for coaching).
Norma - 16

Later Life Ladies

What else does Norma like to do?

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

Watching television, friends and family, shopping, reading and listening to music are undertaken by most Normas. She also enjoys eating out, days out and gardening, which suggests a willingness to go out of the home in her leisure time.

She has an above average propensity for shopping and reading.

34% have taken part in sport or exercise in the past year, which is lower than the national average of 52%.

What would encourage Norma to do more sport?

28% of this segment say they would be encouraged to do more sport if they were less busy, compared to 46% of the overall adult population.

19% said they would do more if there was cheaper admission and 15% would be encouraged by having people to go with.

Auxiliary facilities (such as changing areas, cafes), are a factor for 8% of this segment, which is slightly higher than amongst the adult population.

For Norma, better playing facilities and child care are less of an issue than for all adults who participate.
Norma - 16
Later Life Ladies

How to reach Norma?

**Key Points**
- Most responsive to: television ads
- Preferred information channel: local papers
- Preferred service channel: face to face
- Decision style: accepting – she will take things at face value and is open to advice and opinions of other people

**TV/RADIO**
Norma is a high TV viewer, enjoying quiz shows, chat shows, soaps and religious programmes. She is influenced by TV advertising and programme sponsorship. She is a light radio listener, but would be more likely to listen to national and local BBC stations.

**INTERNET**
Norma does not have internet access, nor is she likely to seek public services for this. Internet advertising would not reach her.

**POSTERS/DIRECT MAIL/NEWSPAPERS**
Norma is likely to enjoy reading a newspaper most days, and also is a high reader of women’s lifestyle magazines and buys quiz books. She may notice magazine advertising, and may cut out vouchers from the newspaper. She is also marginally influenced by direct mail, especially those advertising local services. She reads the local paper.

**TELEPHONE**
Norma does not have a mobile phone, but uses her landline to call family. Her accepting decision making style means that she is reassured by the recommendations of others, and would welcome an advice line, but needs the opportunity to ask questions.

**Norma read newspapers and magazines such as...**
- All About Soap
- That’s Life
- Chat
- Take it Easy
- The Sun
- Women’s Own
- Bella
- Take a Break
- The Daily Mirror
- Kays Catalogue

**Her preferred marketing tone and message is...**
- Traditional
- Established
- Unpretentious
- Careful
- Reassuring
- Security
- Economical
- Practical
- Trustworthy
- Simple

**Norma is responsive to brands such as...**
- Gala
- Matalan
- Iceland
- Lambert & Butler
- Wilkinson

5
Creating sporting opportunities in every community

Norma - 16

Later Life Ladies

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>1  Ben</td>
<td>Competitive Male Urbanites</td>
<td>4.9%</td>
<td>10.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>2  Jamie</td>
<td>Sports Team Lads</td>
<td>5.4%</td>
<td>11.1%</td>
<td>0.0%</td>
</tr>
<tr>
<td>3  Chloe</td>
<td>Fitness Class Friends</td>
<td>4.7%</td>
<td>0.0%</td>
<td>9.1%</td>
</tr>
<tr>
<td>4  Leanne</td>
<td>Supportive Singles</td>
<td>4.3%</td>
<td>0.0%</td>
<td>8.2%</td>
</tr>
<tr>
<td>5  Helena</td>
<td>Career Focused Females</td>
<td>4.5%</td>
<td>0.0%</td>
<td>8.8%</td>
</tr>
<tr>
<td>6  Tim</td>
<td>Settling Down Males</td>
<td>8.6%</td>
<td>18.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>7  Alison</td>
<td>Stay at Home Mums</td>
<td>4.4%</td>
<td>0.0%</td>
<td>8.5%</td>
</tr>
<tr>
<td>8  Jackie</td>
<td>Middle England Mums</td>
<td>4.9%</td>
<td>0.0%</td>
<td>9.5%</td>
</tr>
<tr>
<td>9  Rev</td>
<td>Pub League Team Mates</td>
<td>5.9%</td>
<td>12.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>10 Paula</td>
<td>Stretched Single Mums</td>
<td>3.7%</td>
<td>0.0%</td>
<td>7.3%</td>
</tr>
<tr>
<td>11 Philip</td>
<td>Comfortable Mid-Life Males</td>
<td>8.6%</td>
<td>17.9%</td>
<td>0.0%</td>
</tr>
<tr>
<td>12 Ellie</td>
<td>Empty Nest Career Ladies</td>
<td>8.1%</td>
<td>0.0%</td>
<td>11.8%</td>
</tr>
<tr>
<td>13 Roger &amp; Joy</td>
<td>Early Retirement Couples</td>
<td>6.8%</td>
<td>7.9%</td>
<td>5.8%</td>
</tr>
<tr>
<td>14 Brenda</td>
<td>Older Working Women</td>
<td>4.9%</td>
<td>0.0%</td>
<td>9.5%</td>
</tr>
<tr>
<td>15 Terry</td>
<td>Local ‘Old Boys’</td>
<td>3.7%</td>
<td>7.6%</td>
<td>0.0%</td>
</tr>
<tr>
<td>16 Norma</td>
<td>Later Life Ladies</td>
<td>2.1%</td>
<td>0.0%</td>
<td>3.9%</td>
</tr>
<tr>
<td>17 Ralph &amp; Phyllis</td>
<td>Comfortable Retired Couples</td>
<td>4.2%</td>
<td>4.7%</td>
<td>3.7%</td>
</tr>
<tr>
<td>18 Frank</td>
<td>Twilight Year Gents</td>
<td>4.0%</td>
<td>8.3%</td>
<td>0.0%</td>
</tr>
<tr>
<td>19 Elsie &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

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 Norma 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?’