

# 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

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



### 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.

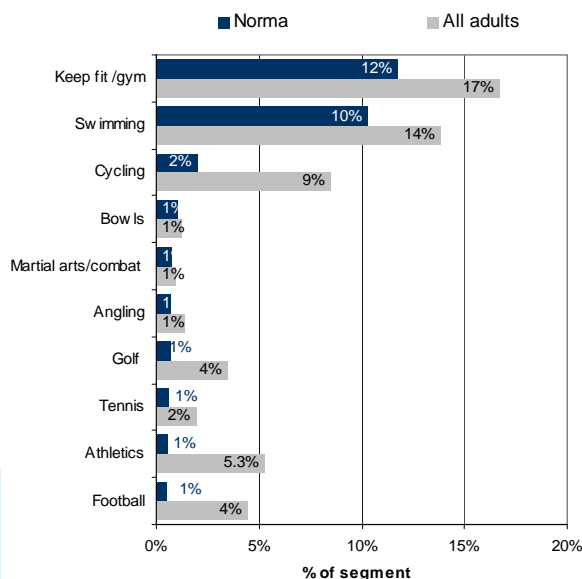
#### Norma is similar to/lives near:

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



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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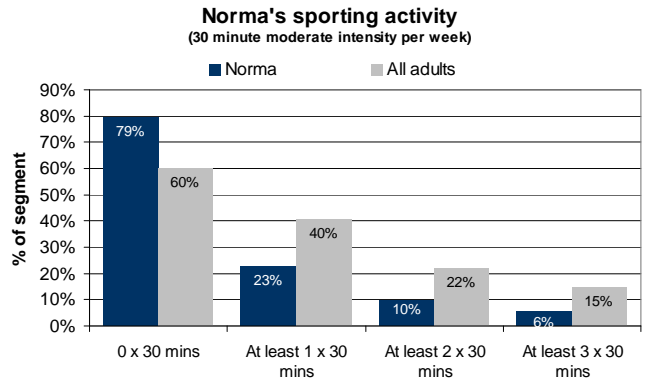
### How sporty is Norma?

#### 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.

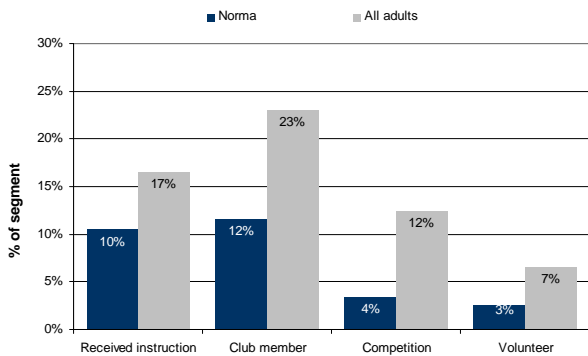
23% have participated in sport at least once a week, which is lower than other segments of the same age (the average of segments 11 to 16 is 38%).

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



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 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%

#### Norma: 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

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.

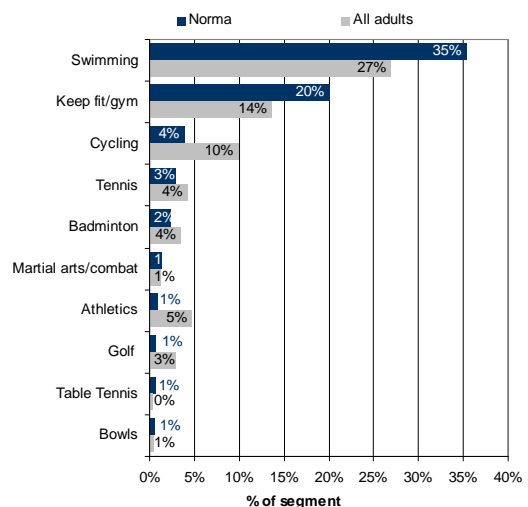
#### Norma's latent demand for sport

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.

#### Top sports that Norma 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 Norma's participation?



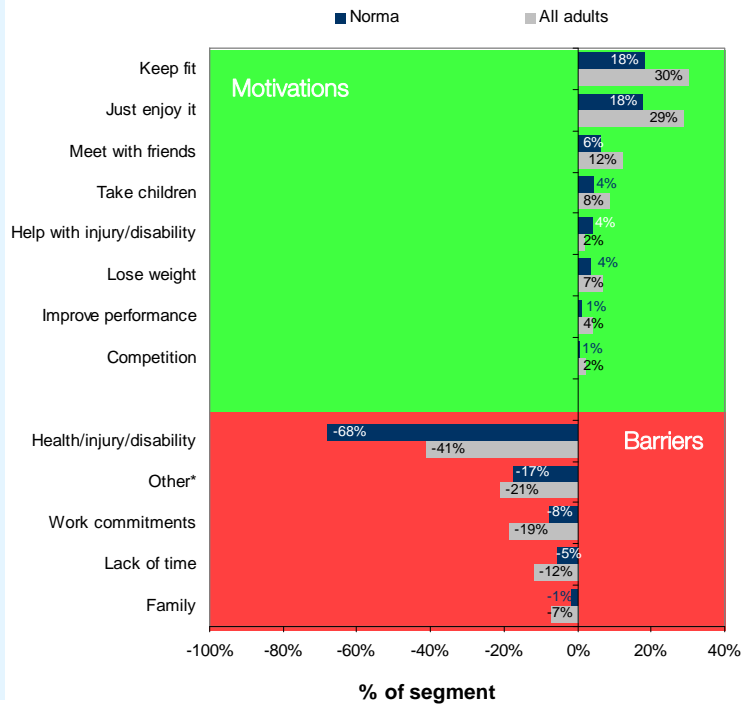
#### Motivations for Norma

- 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.

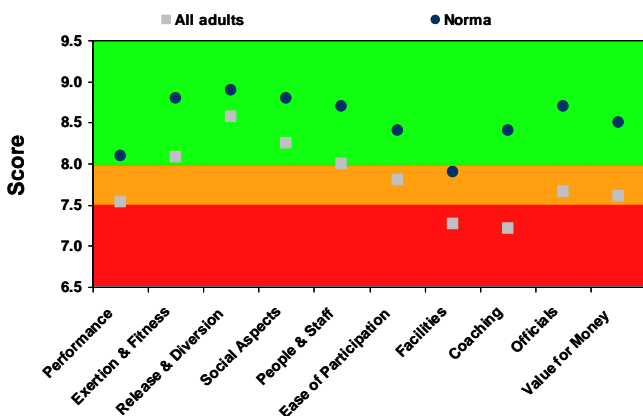
Norma: Motivations/barriers for taking part in sport



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 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 Norma?

Norma: 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, 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).

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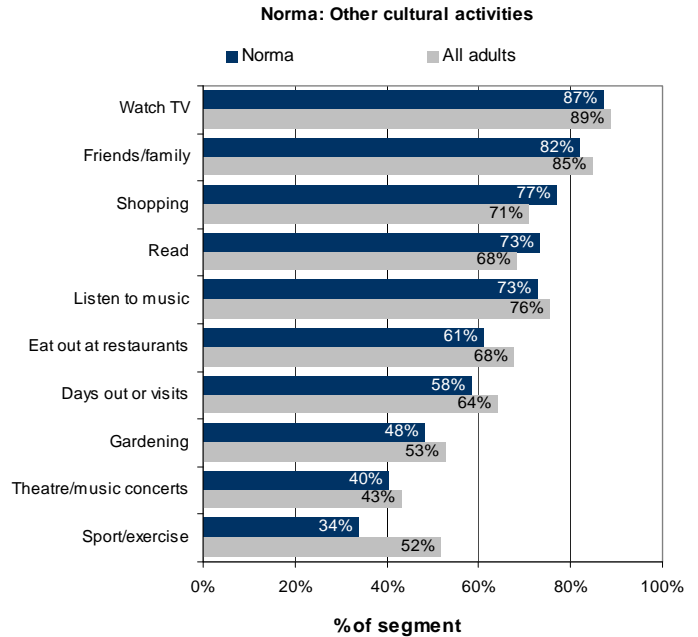
### What else does Norma like to do?

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.

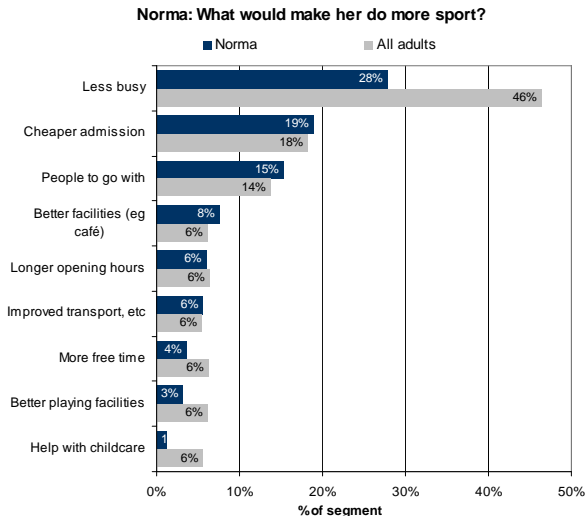
She has an above average propensity for shopping and reading.

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



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 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.

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 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

#### Norma read newspapers and magazines such as...

All About Soap	Women's Own
That's Life	Bella
Chat	Take a Break
Take it Easy	The Daily Mirror
The Sun	Kays Catalogue

#### 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.

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

Traditional	Security
Established	Economical
Unpretentious	Practical
Careful	Trustworthy
Reassuring	Simple

#### Norma 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](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 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?'

