

Frank - 18

Twilight Year Gents

Retired men with some pension provision and limited sporting opportunities

4% of all adults; 8% of adult men

- Mainly aged 66+
- Married/single
- Retired



About Frank

Frank is 69 and lives with his wife in a small bungalow. Having put money into a private pension during his years working as a sales manager, Frank has a reasonable income, and though he can't afford luxuries he enjoys a flutter on the horses, the odd scratch card and spoiling the grandchildren.

Frank spends most of his days watching TV or having a pint at his local. He enjoys playing snooker there, and has taken part in mini tournaments occasionally. At weekends he may take his grandson fishing, but he's not sure for how much longer he'll be able to - his eyesight is getting worse and he won't be able to drive for much longer.

Frank is not particularly health conscious, enjoying hearty traditional meals and a good pint at his local. He is also likely to smoke.

Ethnic origin

Individuals in this segment are predominantly of White British (89%), or of Irish heritage (5%); or may also be of Other White (4%) origin, Asian/Asian British (2%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Roy, Harold, Stanley, Alfred, Percy

Frank: Sports Overview

- Frank is generally much less active than the average adult population, but his activity levels are more consistent with other segments in this age range (more details overleaf).
- He is are 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 Frank participates in are shown in the chart opposite: 7% of this group take part in golf, 6% in keep fit/gym and 6% in bowls and swimming.

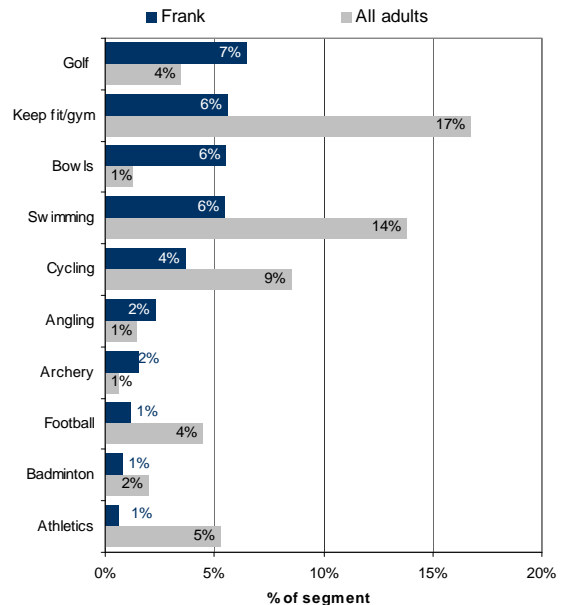
Frank is similar to/lives near:

Elsie (segment 19), Ralph & Phyllis (segment 17)

Frank is likely to live in towns such as:

Eastbourne, Bognor Regis, Skegness, Colchester, Bishop Auckland

Top sports that Frank 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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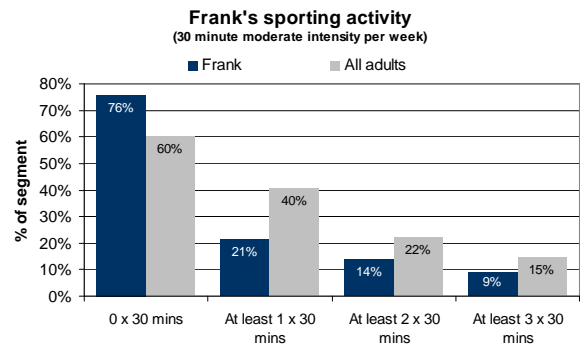
How sporty is Frank?

Frank's sporting activity

Frank has very low participation in sport - 76% of Franks have done no sport in the past four weeks, compared with the average of 60% of all adults.

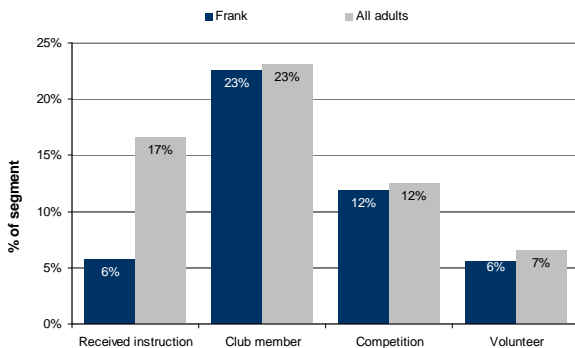
21% have participated in sport at least once a week, which is higher than other segments of that age (the average of segments 17 to 19 is 12%).

A small proportion have undertaken three sessions of sport a week (9%), compared with 11% of the over 66 age group, or 15% of all adults.



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%.

Frank: 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 Franks are members of a club to participate in sport, which is consistent with the national average. These may be golf and bowls clubs which are popular sports for Frank.

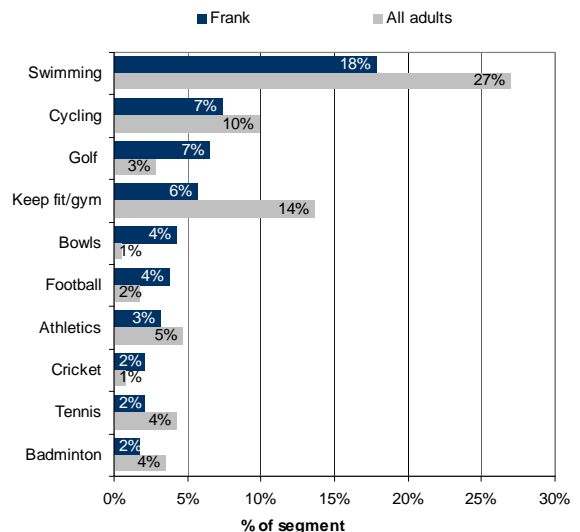
6% have received instruction in sport and 12% have taken part in competition, in the past year.

Frank's latent demand for sport

A quarter of Franks would like to do more sport, compared to 52% of all adults.

The top sports that Frank would like to do more of are swimming (18%); cycling (7%), golf (7%) and keep fit and gym (4%).

Top sports that Frank 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 Frank's participation?

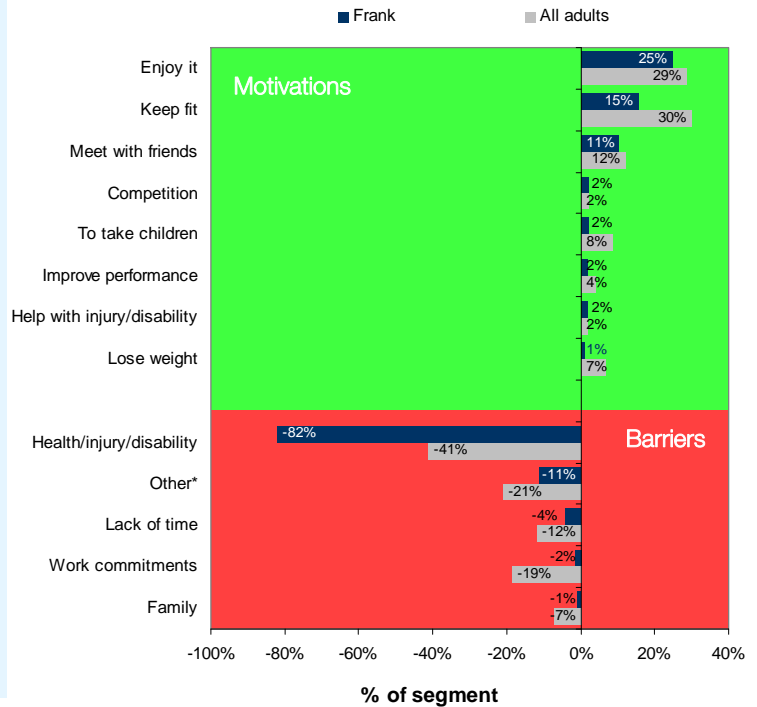
Motivations for Frank

- The main motivations for Frank are enjoyment, keeping fit and socialising.
- Socialising is as important for Frank as all adults, which may reflect the club environment of his favourite sports.
- 'Improving performance', 'losing weight' and 'training/taking part in a competition' are much less relevant motivating factors for Frank.

Barriers for Frank

- 82% 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 problems.
- 47% of this segment has a long standing illness, disability or infirmity.
- 'Other' barriers (including no opportunity and economic factors) are also a barrier but to a much lesser extent than health.

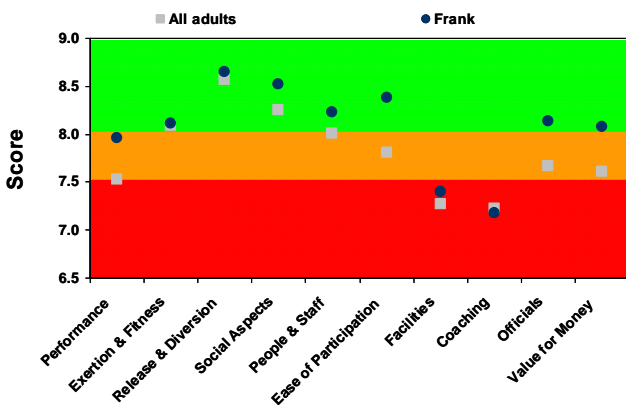
Frank: Motivations and barriers for taking part in sport



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 Frank?

Frank: 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, *Franks who participate in sport* are most satisfied with the 'release and diversion', 'social' aspects and 'ease of participation' in their sport. They are least satisfied with the 'facilities' and 'coaching'.

Frank tends to record higher satisfaction than the overall adult participant result, even in areas where their satisfaction is low. This difference is particularly marked in scores for value for money and officials, where his satisfaction is high, compared with a medium score for the overall adult population who do sport.

His low score for facilities and coaching is consistent with the result for all adults who participate in sport.

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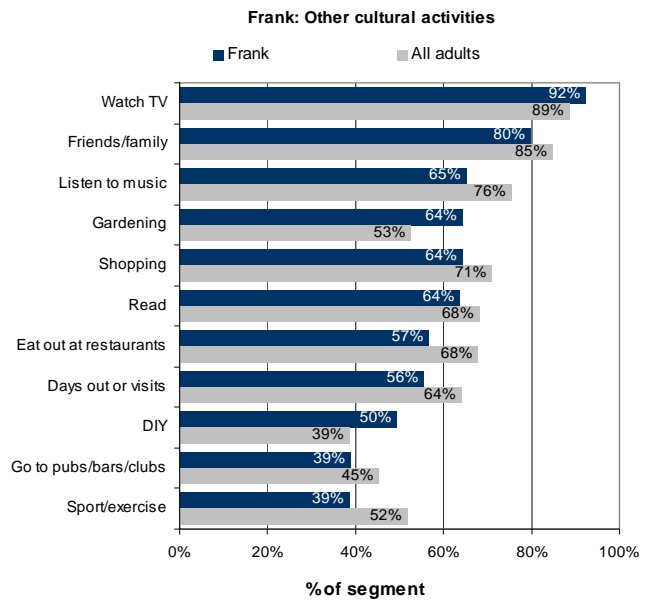
What else does Frank like to do?

Watching television is the main cultural activity for Frank, with 92% watching TV in the past year.

In common with other adults, friends and family, listening to music, gardening and shopping are part of his free time activities. He has an above average propensity to do gardening and DIY.

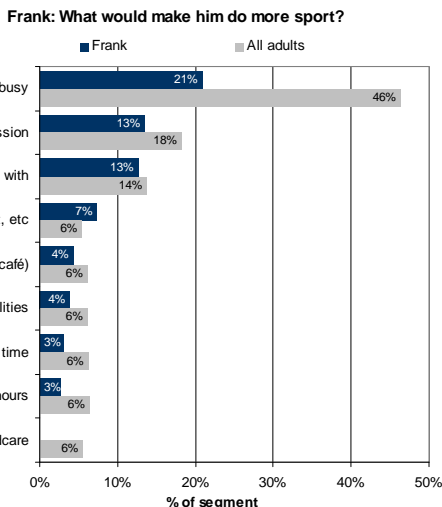
Out of home activities such as restaurants, days out, gardening and concerts are less popular, which may also reflect the fact that this segment is more likely to have health problems than other adults.

Just under 40% have taken part in sport or exercise in the past year, which lower than 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 Frank to do more sport?



21% of this segment say they would do more sport if they were less busy, compared to 46% of the overall adult population.

13% said they would do more if they had people to go with, and the same proportion would be encouraged by cheaper admission.

Improved transport is a factor for 7% of this segment, compared with 6% of the adult population.

For Frank, better facilities, 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%.

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How to reach Frank?

Key Points

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

Frank reads newspapers and magazines such as...

Angling Times	Amateur Gardener
The Daily Mirror	Mail on Sunday
The Daily Express	Saga Magazine
Today's Golfer	Daily Telegraph
Puzzler	Racing Post

TV/RADIO

Frank is a heavy TV viewer who enjoys watching live sport, old films and classic comedies. He notices TV advertising and is influenced by this and programme sponsorship. He is a very light radio listener.

INTERNET

Frank does not have access to the internet at home, in fact he is very nervous of computers. He would not seek out services in the library, and hence would not be reached by internet advertising.

His preferred marketing tone and message is...

Established	Safe & Secure
Reliable	Modest
Careful	Trustworthy
Non-technical	Unpretentious
Risk-free	Service

POSTERS/DIRECT MAIL/NEWSPAPERS

Frank enjoys reading a newspaper most days, with a preference for the Daily Mail or Express. He has an adamant decision making style and so has set ideas about products and services. He likes branding which is plain and straight forward and prefers to access services face to face.

TELEPHONE

Frank does not have a mobile phone, but is quite happy to ring family on his landline. However, he would not be comfortable dealing with companies on the phone, finding it an impersonal approach and worrying about security.

Frank are 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 Frank 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?'

