

Elsie & Arnold - 19

Retirement Home Singles

- Mainly aged 66+
- Widowed
- Retired

Retired singles or widowers, predominantly female, living in sheltered accommodation

8% of all adults; 2% of adult men, 14% of adult women



About Elsie & Arnold

Elsie and Arnold are aged 81 and live on their own in warden-controlled sheltered accommodation. Their spouses passed away three years ago and they are just about getting used to life on her own, thanks to the support of the other residents.

The sheltered housing is good and the warden checks if anything is needed, and they have card mornings, dance afternoons and bingo evenings in the community lounge each week. Despite this Elsie and Arnold find themselves on their own quite a bit, and like to fill the quiet with TV shows, particularly programmes on the War or black and white films.

They can no longer drive, due to their cataracts. Instead they look forward to a once a week walk to the post office to collect the pension, having a good natter with the lady who works there.

Ethnic origin

Individuals in this segment are predominantly of White British (88%), or of Other White origin (5%); or may also be of Irish heritage (5%), Asian/Asian British (1%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Doris, Ethel, Gladys, Stanley, Walter, Harold



Elsie & Arnold: Sports Overview

- Elsie & Arnold are much less active than the average adult population, but their activity levels are more consistent with other segments in this age range (more details overleaf).
- They are likely to be doing less sport than 12 months ago, mainly due to health or injury.
- The top sports that Elsie & Arnold participate in are shown in the chart opposite: 10% of this group take part in 'keep fit/gym', 7% take part in swimming, and 3% take part in bowls.

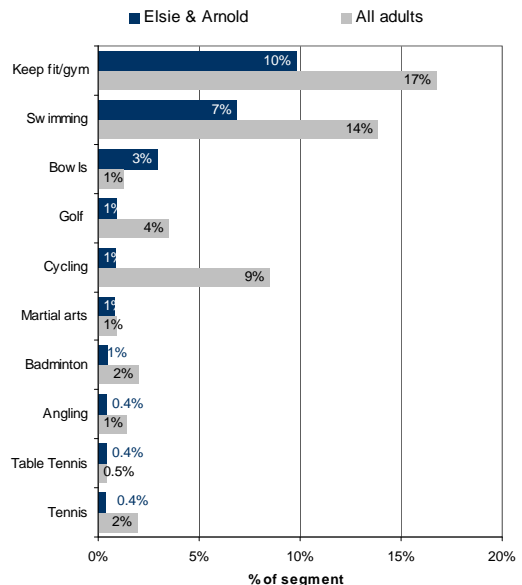
Elsie & Arnold are similar to/live near:

Frank (segment 18), other Elsie & Arnolds (segment 19)

Elsie & Arnold are likely to live in towns such as:

Hartlepool, Pontefract, Durham, Scarborough, West Bromwich

Top sports that Elsie & Arnold 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

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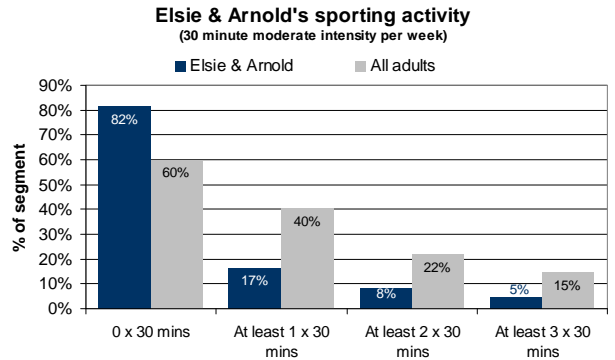
How sporty are Elsie & Arnold?

Elsie & Arnold's sporting activity

Elsie & Arnold have very low participation in sport - 82% have done no sport in the past four weeks, compared with the average of 60% of all adults.

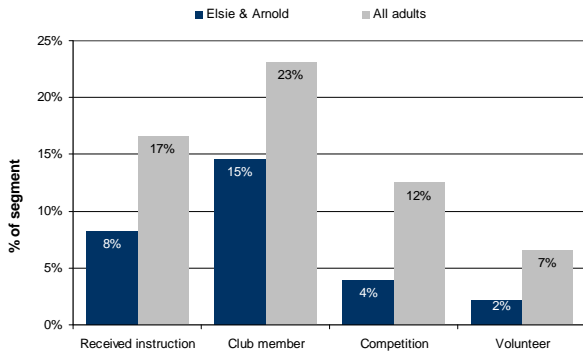
17% have participated in sport at least once a week, which is consistent with other segments of that age (the average of segments 17 to 19 is 12%).

A very small proportion have undertaken three sessions of sport a week (5%), compared with 11% of the over 66 age group.



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%.

Elsie & Arnold: 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 Elsie & Arnolds are members of a club to participate in sport, although social aspects of club membership may play a role here.

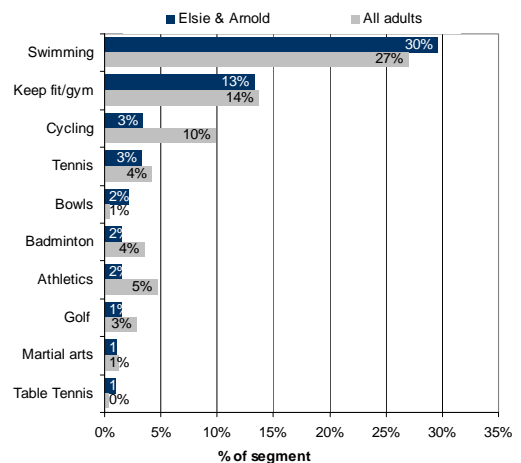
8% have received instruction in sport and 4% have taken part in competition.

Elsie & Arnold's latent demand for sport

25% of this segment would like to do more sport, compared to 52% of all adults.

The top sports that Elsie & Arnold would like to do more of are swimming (30%); keep fit and gym (13%); cycling (3%); tennis (3%) and bowls (2%)

Top sports that Elsie & Arnold 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 Elsie & Arnold's participation?

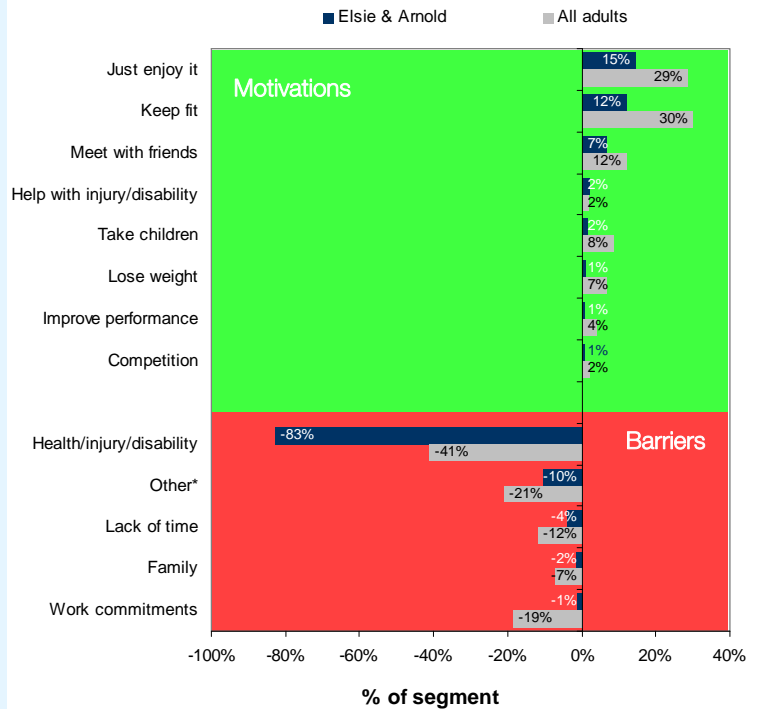
Motivations for Elsie & Arnold

- The main motivations for Elsie & Arnold are enjoyment, keeping fit and socialising.
- These motivations are less important for Elsie & Arnold than for other adults, but similar to other segments aged 66 or over.
- 'Improving performance', and 'training/taking part in a competition' are much less relevant motivating factors for this segment.

Barriers for Elsie & Arnold

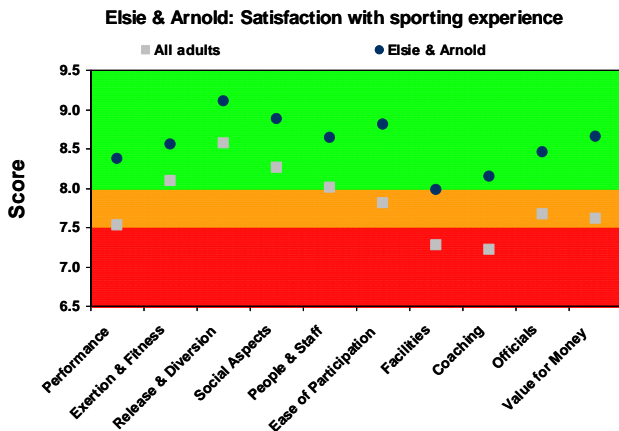
- 83% of this segment give their main barrier as 'health, injury or disability'. This appears consistent with the age of the segment and propensity to have health problems.
- This segment has an above average propensity to have poor health, heart conditions and bone, muscle and/or joint problems. 50% 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.

Elsie & Arnold: 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 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 are Elsie & Arnold?



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, *Elsie & Arnolds 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, although these aspects are still considered good.

Elsie & Arnold tend to record higher satisfaction than the overall adult participant result, even in areas where their satisfaction is lower. This difference is particularly marked in scores for value for money where their satisfaction is high, compared with a medium score for the overall adult population that plays sport. This could link to subsidised sporting opportunities, or else could reflect the fact that few of this segment participate in sport at all.

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What else do Elsie & Arnold like to do?

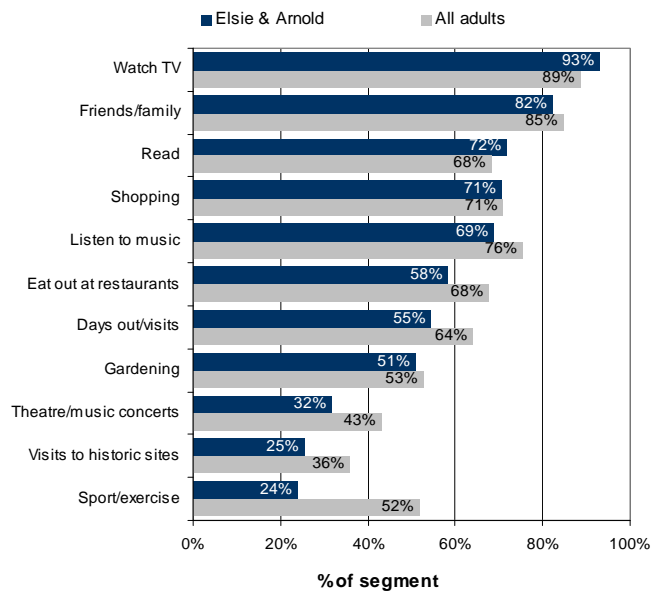
Watching television is the main cultural activity for Elsie & Arnold, with 93% watching TV in the past year.

In common with other adults, friends and family, reading, shopping and listening to music are part of their free time activities, and the proportions doing these are similar to other adults.

Out of home activities such as going to 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 and be less active.

Just under a quarter have taken part in sport or exercise in the past year, which is half the national average.

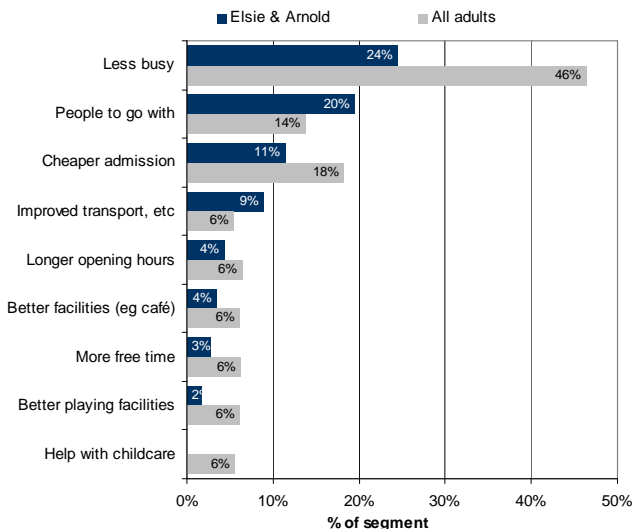
Elsie & Arnold: Other cultural activities



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 Elsie & Arnold to do more sport?

Elsie & Arnold: What would make them 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%.

24% of this segment say they would do more sport if they were less busy, compared to 46% of the overall adult population.

20% said they would do more if they had people to go with, and 11% would be encouraged by cheaper admission.

Improved transport could be a factor, for 9% of the segment, compared with 6% of the adult population.

For Elsie & Arnold, better facilities and child care were less of an issue than for other adults.

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How to reach Elsie & Arnold?

Key Points

- Most responsive to: **post**
- Preferred information channel: **local papers**
- Preferred service channel: **face to face**
- Decision style: **accepting** - Elsie & Arnold will take things at face value and is open to advice and opinions of other people

Elsie & Arnold reads newspapers and magazines such as...

- | | |
|-------------------|-------------------|
| Woman's Weekly | The Daily Mirror |
| The Sun | TV Choice |
| Simply Knitting | Interweave Knits |
| Mail on Sunday | Bella |
| Crossword Puzzles | Grattan Catalogue |

TV/RADIO

Elsie and Arnold are heavy TV viewers of quiz shows, religious programmes and old films. They are unlikely to be influenced by TV advertising or programme sponsorship, and tend to have a cynical view of it.

INTERNET

Elsie and Arnold generally do not have access to the internet, nor use a computer.

POSTERS/DIRECT MAIL/NEWSPAPERS

Elsie and Arnold enjoy reading newspapers and some magazines, though not every day. As accepting decision makers they enjoy the face to face time of collecting the pension and picking up a paper. They may collect money-off vouchers in local publications but are unlikely to respond to national newspaper campaigns.

TELEPHONE

Elsie and Arnold do not tend to have a mobile phone, and generally only use their landline to call family. They want to feel right about their decisions and will accept advice from others in authority or related. They would probably only use an advice line if a trusted family suggested it, as they worry about security and talking to strangers.

Their preferred marketing tone and message is...

- | | |
|--------------------|---------------|
| Comforting | Reliable |
| Reassuring | Safe & Secure |
| Community | Friendly |
| Traditional | Cautious |
| Easy to understand | Gentle |

Elsie & Arnold 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 Elsie & Arnold 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?'

