

# Chloe - 3

## Fitness class friends

- Mainly aged 18-25
- Single
- Graduate professional

### Young image-conscious females keeping fit and trim

5% of all adults; 9% of adult women



#### About Chloe

Chloe is 23 and works in HR for a large firm. She shares a house with ex-university friends who are also on graduate schemes. Without the pressures of family or a mortgage, Chloe isn't worried about her student loan, she likes to spend her income on clothes, nights out and holidays with friends.

Chloe and her housemates go to classes at their local gym a couple of times a week, and like to swim afterwards. At weekends, Chloe likes to go for a big night out, including a nice meal and a few drinks with her friends.

Chloe is reasonably health conscious, watching what she eats and exercising to stay trim. She isn't fanatical though, wanting to live a fun packed life while she's young, free and single.

#### Ethnic origin

Individuals in this segment are predominantly of White British (75%), or Other White (12%) origin; or may also be Asian/Asian British (6%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (2%).

#### Alternative names

Nisha, Sophie, Lauren, Charlotte, Lucy



#### Chloe: Sports Overview

- Chloe is an active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Chloe participates in are shown in the chart opposite: 28% of this group take part in 'keep fit and gym' compared to 17% of all adults; 24% take part in swimming compared to 14% of all adults; and 14% take part in athletics or running.
- She may also take part in horse riding, tennis, badminton, football, netball and hockey.

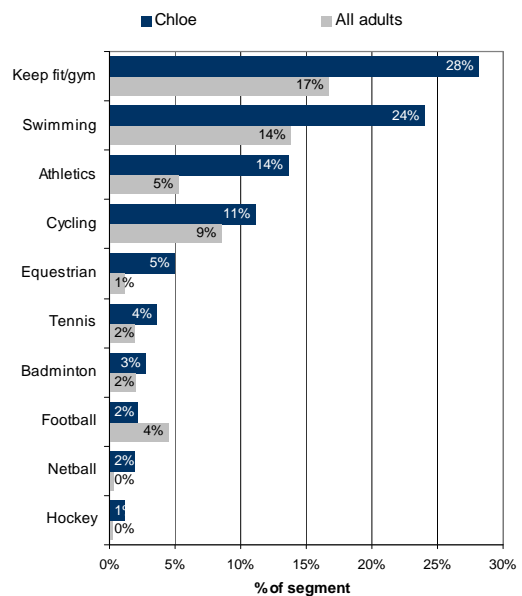
#### Chloe is similar to/lives near:

Ben (1), other Chloes (3)

#### Chloe is likely to live in towns/areas such as:

Kingston upon Thames, Guildford, Cambridge, St Albans, Chiswick

#### Top sports that Chloe 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

# Chloe - 3

## Fitness class friends

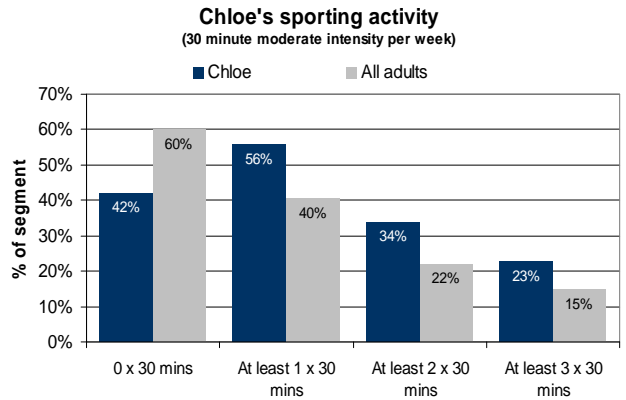


### How sporty is Chloe?

#### Chloe's sporting activity

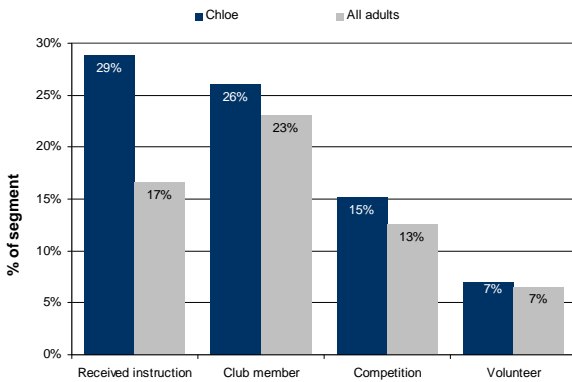
Chloe is an active type that takes part in sport on a regular basis: 23% of this segment does three 30-minute sessions of moderate intensity sport per week, compared to 15% of all adults.

Chloe is the most active young female segment amongst the adult population, but she is less sporty than young, male segments such as Ben (segment 1) and Jamie (segment 2).



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%.

#### Chloe: 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

Chloe may take part in sports competition; 15% have competed in the past 12 months, compared to 13% of all adults.

Chloe is fairly likely to be a member of a club to play sport (26%) and is likely to receive instruction (29%, compared to 17% of all adults), which may relate to exercise classes at the gym. Of this group, 7% volunteer in sporting activity.

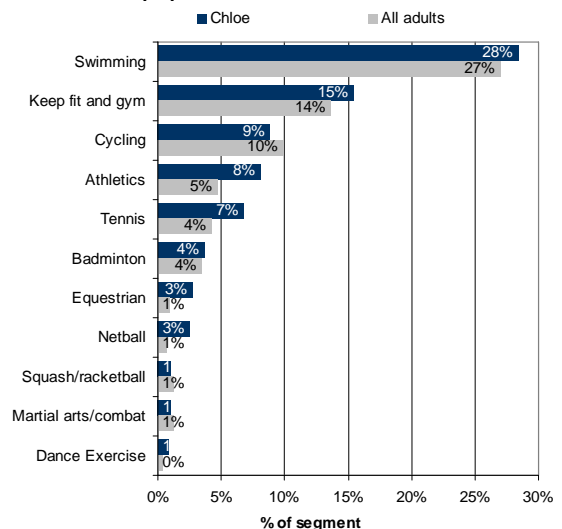
#### Chloe's latent demand for sport

70% of this segment would like to do more sport, compared to 52% of all adults.

The top sports that Chloe would like to do more of are swimming (28%); Keep fit and gym (15%), and cycling (9%), and her latent demand for these sports is in line with that of all adults.

Chloe may also like to do more athletics or running (8%); and tennis (7%).

#### Top sports that Chloe 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

# Chloe - 3

## Fitness class friends



### What drives Chloe's participation?

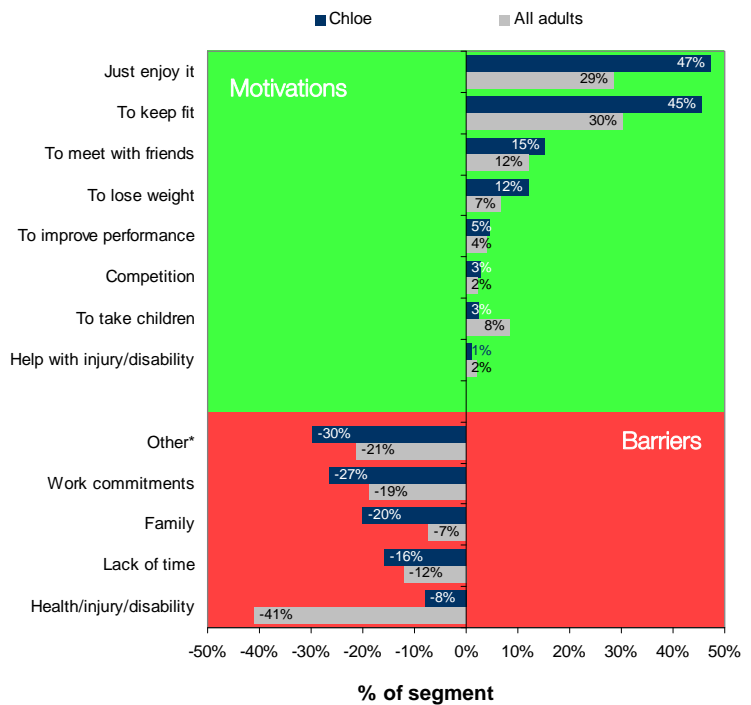
#### Motivations for Chloe

- The main motivations for Chloe are enjoyment (47%), keeping fit (45%), socialising (15%) and losing weight (12%).
- Enjoyment and keeping fit are more significant motivating factors for Chloe than they are for all adults.
- 'Improving performance', and 'training/taking part in competition' are much less relevant motivating factors for this segment.

#### Barriers for Chloe

- 30% of this segment give their main barrier as 'Other factors'. This includes 'left school', 'no opportunity', and 'economic/work reasons'.
- Family is a barrier for 20% of this sector compared to for 7% of all adults.
- 'Health, injury and disability' are considered a barrier to playing sport by 8% of this segment. Similarly 9% of this segment describe themselves as having a long-standing illness, disability or infirmity.

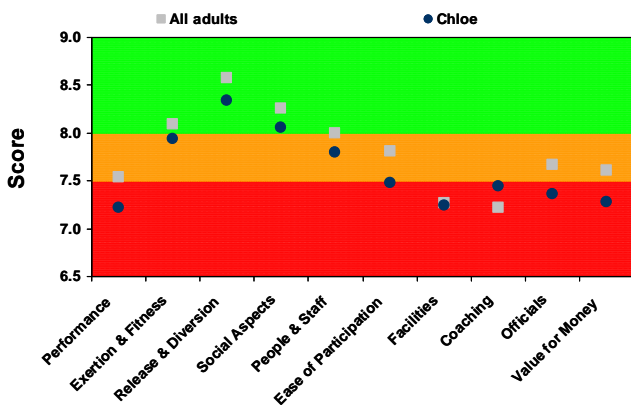
Chloe: Motivations and barriers for taking part in sport



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 reasons'.

### How satisfied is Chloe?

Chloe: 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, Chloes who participate in sport are most satisfied with the 'release and diversion' and 'social' aspects of their sporting experience. Chloe is least satisfied with the 'performance', 'facilities', 'officials' and 'value for money' aspects, although her satisfaction with 'facilities' is consistent with the overall adults population.

Chloe tends to record lower satisfaction levels than for all adults who play sport, even in areas where her satisfaction is high (e.g. 'social aspects' and 'release and diversion'). This difference is particularly marked in her scores for 'performance'; 'ease of participation'; 'value for money' and 'officials', where her satisfaction is in the lower band, whereas it is in the middle band for all adults who play sport.

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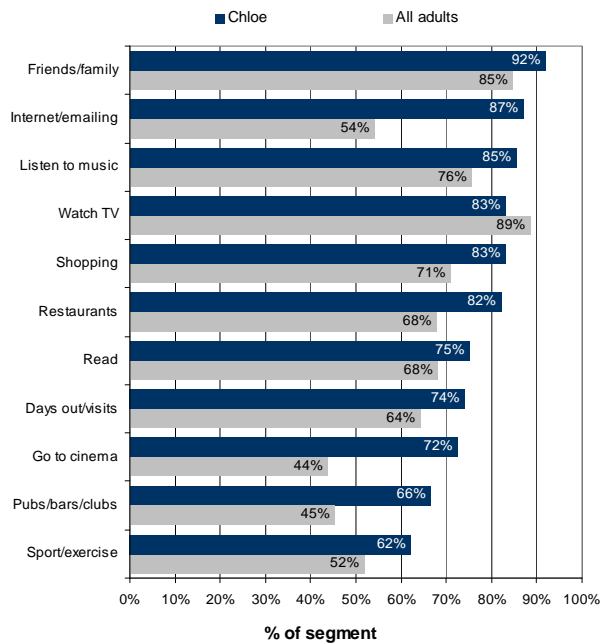
### What else does Chloe like to do?

In common with other adults, friends and family, listening to music, and TV all compete for Chloe's free time.

As a younger segment, Chloe is more likely than the overall adult population to use the internet and email, to go to the cinema, and to visit pubs, bars and clubs.

Sport is not the top priority for Chloe's free time, however 62% of this segment do sport and exercise in their spare time, compared to 52% of all adults.

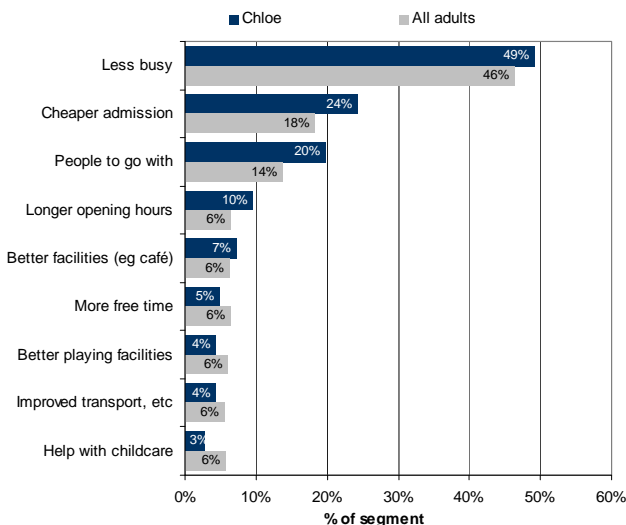
Chloe: Other cultural activities



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 choose multiple answer, so percentages will not add up to 100%.

### What would encourage Chloe to do more sport?

Chloe: What would make her 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 choose multiple answers, so percentages will not add up to 100%.

49% of Chloes say they would do more sport if they were less busy, compared to 46% of the overall adult population.

24% of this segment say they would do more sport if admission to facilities/activities was cheaper, compared to 13% of all adults.

20% would do more sport if they had people to go with, compared to 14% of the overall adult population.

Overall, the factors that would encourage Chloe to do more sport were similarly important to the overall adult population.

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## Fitness class friends



### How to reach Chloe

#### Key Points

- Most responsive to: **Magazines**
- Preferred information channel: **SMS Text**
- Preferred service channel: **Post**
- Decision style: **'Experiential'** - Chloe is open to new ideas and offers if they are presented in an original and entertaining way

#### Chloe reads newspapers and magazines such as...

Cosmopolitan	Marie Claire
Elle	Vogue
Heat	Instyle
Glamour	Daily Telegraph
The Guardian	Time Out

#### TV/RADIO

Chloe is a light TV viewer, but enjoys soaps, chat shows and reality TV. Chloe is a heavy radio listener, favouring national programmes over local commercial stations, although she will struggle to recall general advertising messages.

#### INTERNET

Chloe is a heavy internet user, both at work and at home. She uses the internet for personal e-mail, downloading music, social messaging and making purchases.

#### POSTERS/DIRECT MAIL/NEWSPAPERS

Chloe reads broadsheet newspapers and is a heavy reader of women's lifestyle magazines. Her experiential decision making means she welcomes advertising and will talk about it with friends. She also has a high inquiring dimension, although may sometimes impulse buy after seeing a poster or magazine article with a voucher, especially if cleverly marketed and targeted.

#### TELEPHONE

As a heavy mobile phone user, Chloe likes to keep in contact with friends and family, preferring this to her landline. Chloe has a new 3G phone which provides internet access but is still likely to use text as her first source of information.

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

Colourful	Amusing
Entertaining	Interactive
Image conscious	Fun
Sociable	Stylish
Innovative	Young

#### Chloe 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 Chloe 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?'

