

# Leanne - 4

## Supportive Singles

- Mainly aged 18-25
- Likely to have children
- Student/part time vocational

### Young busy mums and their supportive college mates

4% of all adults; 8% of adult women



#### About Leanne

Leanne is 23 and lives with her parents and her daughter, Carly, in a small terraced house. Leanne is studying beauty therapy part-time at college, and does the odd cleaning job when her mum can look after Carly.

Leanne doesn't get much time to herself. Juggling Carly, college and her cleaning shifts is demanding, and childcare is a difficult expense. A couple of times a week though Leanne treats herself to a night out with the girls, at bingo or maybe in the local pub.

Leanne relies on her mum and girlfriends helping her out. Her mates often come with her to the swimming pool at the weekend and are really good with Carly. Sometimes it's hard to miss out on the fun though, when they go off to a dance class or bowling afterwards and she has to take Carly home.

#### Ethnic origin

Individuals in this segment are predominantly of White British (65%), or Other White (14%) origin; or may also be Asian/Asian British (12%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

#### Alternative names

Hayley, Kerry, Danielle, Nisha, Saima

### Leanne: Sports Overview

- Leanne is the least active segment of her age group (more details overleaf).
- The top sports that Leanne participates in are shown in the chart opposite: 23% of this group take part in 'keep fit' and gym compared to 17% of all adults; 18% of this group take part in swimming compared to 14% of all adults; 9% take part in athletics or running, and 6% take part in cycling
- Leanne may also take part in football, badminton, netball, horse-riding, tennis and volleyball.

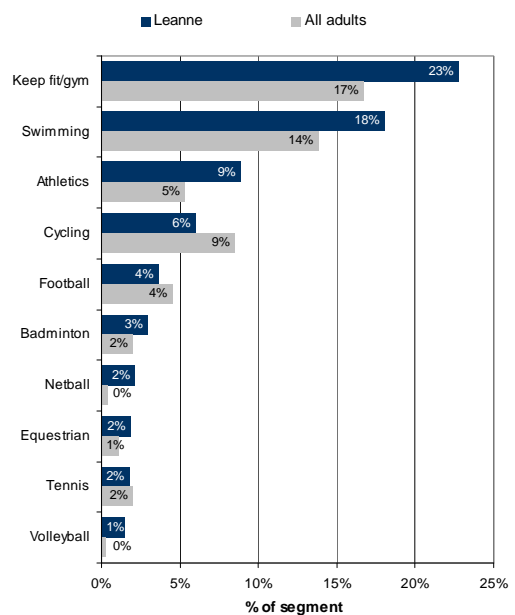
#### Leanne is similar to/lives near:

Jamie (segment 2), Brenda (segment 14)

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

Blackburn, Ilford, Harrow, Leicester, Chatham

Top sports that Leanne 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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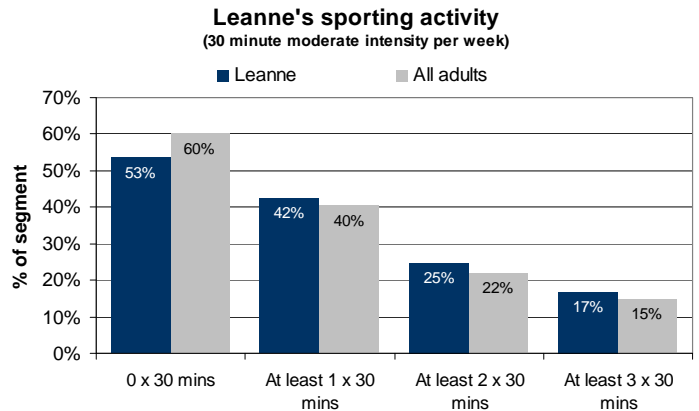
### How sporty is Leanne?

#### Leanne's sporting activity

Leanne is the least active segment of her age group, however her levels of sports participation are similar to those of all adults.

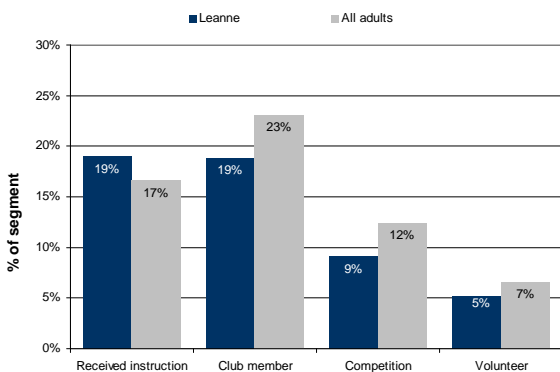
17% of this segment does three 30-minute sessions of moderate intensity sport per week, compared to 15% of all adults.

53% of this segment does no sport, compared to 60% 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%.

#### Leanne: 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

Leanne is less likely to be a member of a club to play sport than the general adult population (19% of people in this segment are club members compared to 23% of all adults). Leanne is also unlikely to take part in competition (9% have done so in the past 12 months, compared to 12% of all adults).

Of this segment, 19% receive instruction and 5% volunteer in sporting activity.

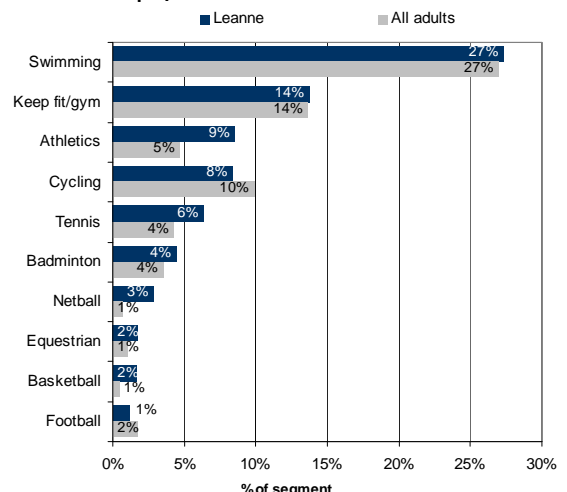
#### Leanne's latent demand for sport

72% of this segment would like to do more sport, compared to 52% of all adults.

Of this segment, 27% would like to do more swimming and 14% would like to do more keep fit/gym, in line with the latent demand for this sport amongst all adults.

Leanne may also like to do more athletics (9%); cycling (8%); tennis (6%) and badminton (4%).

#### Top sports that Leanne 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

# Leanne - 4

## Supportive Singles



### What drives Leanne's participation?

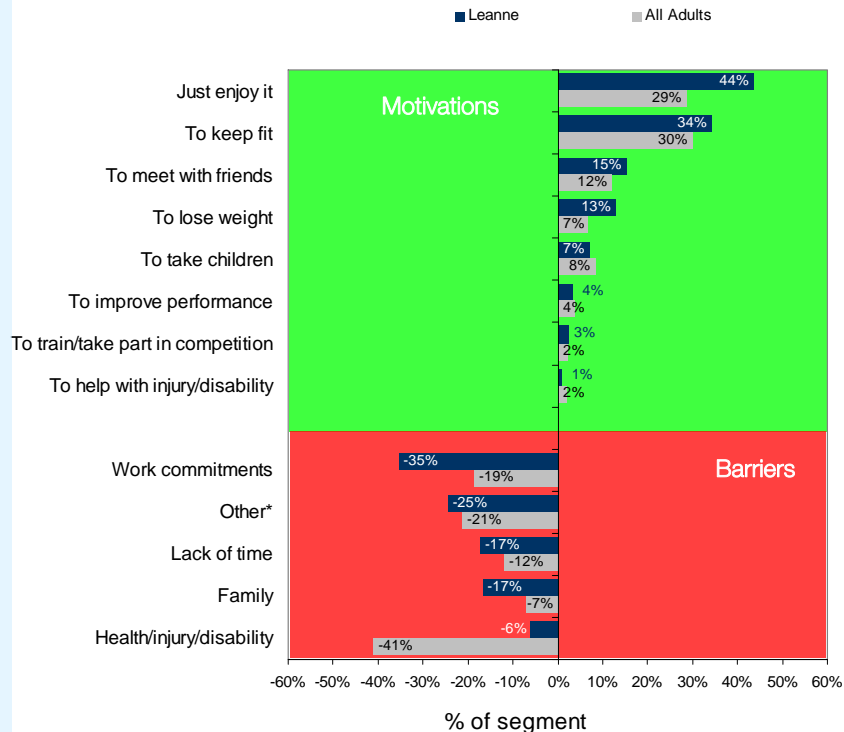
#### Motivations for Leanne

- The main motivations for Leanne playing sport are enjoyment (44%), keeping fit (34%), socialising (25%) and losing weight (13%).
- 'Training/taking part in competition' and 'improving performance' are much less significant motivating factors for this segment.

#### Barriers for Leanne

- 35% of this segment give their main barrier as work commitments, compared to 19% of all adults.
- 'Other' factors (which includes 'leaving school', 'no opportunity' and 'economic/work factors') are a barrier for 25% of this segment.
- 'Health, injury and disability' are considered a barrier to playing sport by 6% of this segment, and 10% of this segment describe themselves as having a long-standing illness, disability or infirmity.

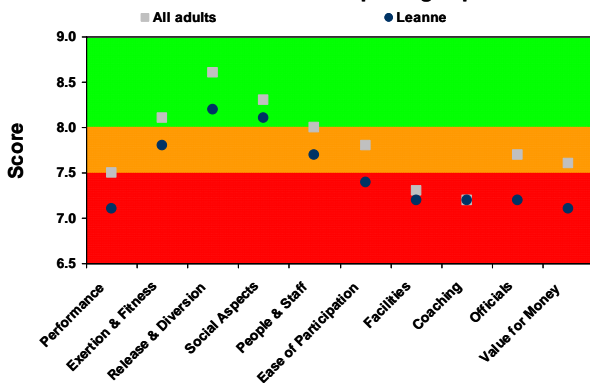
Leanne: Motivations and barriers for taking part in sport



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 Leanne?

Leanne: 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, Leannes who participate in sport are most satisfied with the 'release and diversion', and 'social' aspects of their sporting experience. Leanne is least satisfied with the 'performance', 'value for money', 'officials', and 'coaching' aspects of her sporting experience, although her satisfaction with coaching is consistent with that of all adults who play sport.

Leanne's satisfaction with the sporting experience is generally lower than that of all adults who play sport. Areas where the difference is greatest are 'performance', 'officials' and 'value for money', with Leanne's satisfaction with these elements being in the lower band, compared to in the medium band for all adults.

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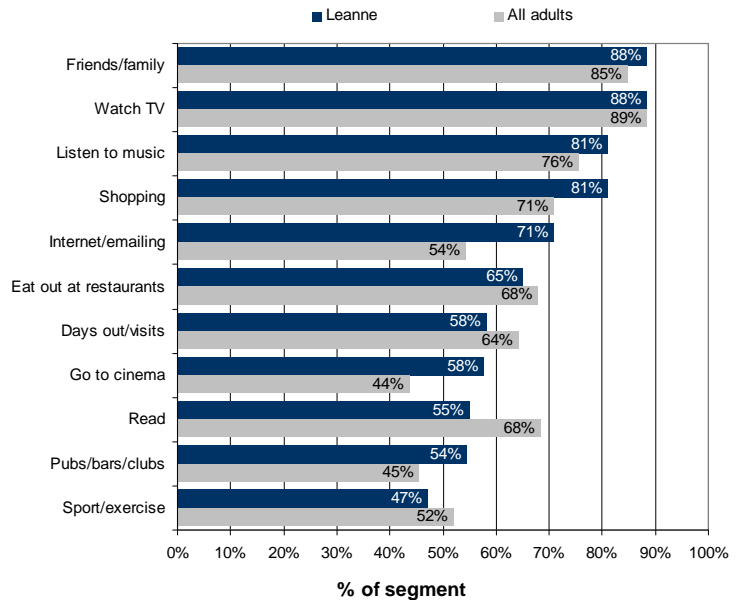
### What else does Leanne like to do?

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

As a younger segment, Leanne is more likely than the overall adult population to spend her free time on the internet and emailing, and going to the cinema.

Sport is not a high priority for Leanne, with 47% of this segment playing sport in their spare time compared to 52% of the overall adult population.

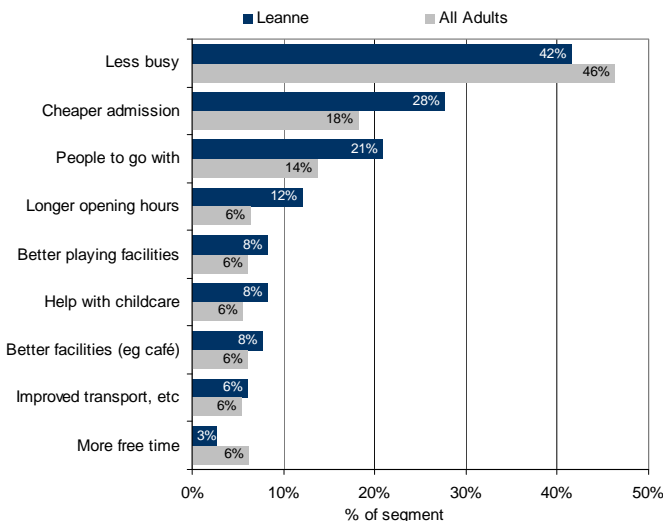
Leanne: Other cultural activities



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 Leanne to do more sport?

Leanne: What would make her do more sport?



42% of this segment say they would do more sport if they were less busy, compared to 46% of the overall adult population

28% of this segment say they would do more sport if admission to facilities/activities was cheaper, compared to 18% of the overall adult population

21% would do more sport if they had people to play sport with, compared to 14% of the overall adult population

'Better childcare facilities' is a more important factor for Leanne than for other segments in the same age range: 8% of people this segment say that better childcare facilities would encourage them to do more sport, compared to 6% of all 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 Leanne

#### Key Points

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

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

Heat	OK!
Glamour	Top of the Pops
CosmoGirl!	Inside Soap
TV Quick	The Sun
The Mirror	Chat

#### TV/RADIO

Leanne is the heaviest TV viewer out of the segments in her age group, watching chat shows, reality TV, soaps, music programmes and children's TV. She may have a basic digital package, and use interactive services. She will notice advertising, but this is not a high response channel for her. Leanne is unlikely to listen to the radio.

#### INTERNET

As a light internet user, Leanne only has access at college or the library. When she goes online Leanne likes to download ring tones and screensavers for her mobile, order free product samples and enter chat rooms.

#### POSTERS/DIRECT MAIL/NEWSPAPERS

Leanne is a heavy reader of women's gossip magazines and also reads some tabloids. She is most likely to notice adverts when she is out and about - inside buses, or posters in shopping centres. Magazine adverts also may catch her attention. She may also respond to traditional direct mail, particularly those containing money off vouchers and an opportunity to act upon her experiential decision making style.

#### TELEPHONE

As a heavy mobile phone user, Leanne uses this instead of a landline to contact friends. She uses sms text services and also entertainment features on her mobile. Leanne's mobile is likely to be pay as you go and she responds to text adverts.

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

Sociable	Entertaining
Value	Free trial
Kids	Time saver
Young	Practical
Chatty	Uncomplicated

#### Leanne 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?'

