

# Tim - 6

## Settling Down Males

- Mainly aged 26-45
- Married or single
- May have children
- Professional

**Sporty male professionals, buying a house and settling down with partner**  
**9% of all adults; 18% of adult men**



### About Tim

Tim is 33 and works in IT. He lives with his wife Lorna in a semi-detached house they own in a desirable suburb. At the moment it's just the two of them, but Lorna is expecting their first baby in a few months' time.

Tim loves sport. Since his job has got busier he doesn't do as much as he used to, but he still manages trips to the gym and the odd mid-week game of squash. He hopes things won't change too much when the baby arrives, but knows they may not be able to enjoy such regular holidays in the future.

Tim's healthy diet is due to Lorna cooking most nights, but he's not particularly health conscious himself. He enjoys a burger and maybe a pint after playing sport, and he may drink at home, albeit lightly.



### Ethnic origin

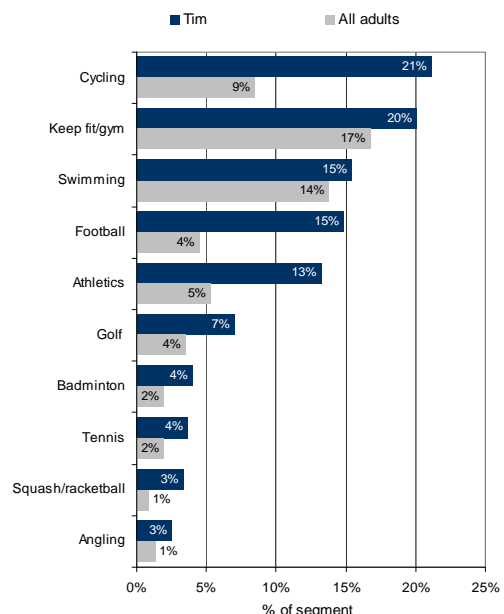
Individuals in this segment are predominantly of White British (77%), or Other White (10%) origin; or may also be Asian/Asian British (6%), of Irish heritage (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).

### Alternative names

Simon, Jonathan, Jeremy, Adrian, Marcus



### Top sports that Tim participates in



### Tim: Sports Overview

- Tim is an active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Tim participates in are shown in the chart opposite: 21% of this segment take part in cycling compared to 9% of all adults; 20% of this segment take part in keep fit/gym, compared to 17% of all adults.
- Swimming, football and athletics or running are also popular sports for Tim. His participation in swimming is in line with that of all adults, however Tim is more likely than all adults to take part in football and athletics.

### Tim is similar to/lives near:

Helena (segment 5), Alison (segment 7)

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

Camberley, Tunbridge Wells, Banbury, Haywards Heath, Milton Keynes

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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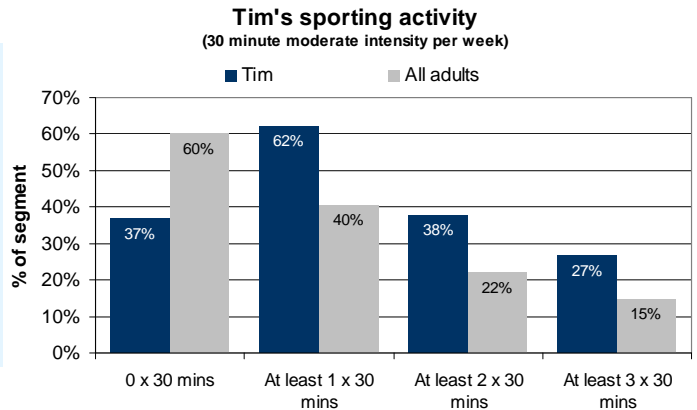
### How sporty is Tim?

#### Tim's sporting activity

Tim is an active type that takes part in sport on a regular basis: almost two thirds take part in sport at least once a week, compared with 40% of all adults.

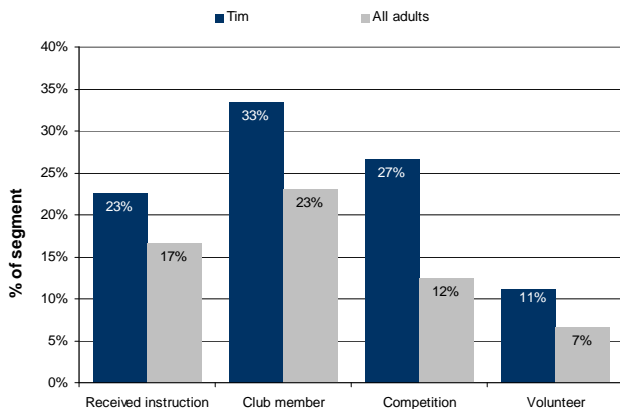
27% of this segment does three 30-minute sessions of moderate intensity sport per week, compared to 15% of all adults.

Only 37% have done no sport in the past month.



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%.

#### Tim: 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

Tim is likely to be a member of a club to play sport (33% of this segment are club members compared to 23% of all adults). He is also likely to take part in competition (27% have done so in the past 12 months, compared to 13% of all adults).

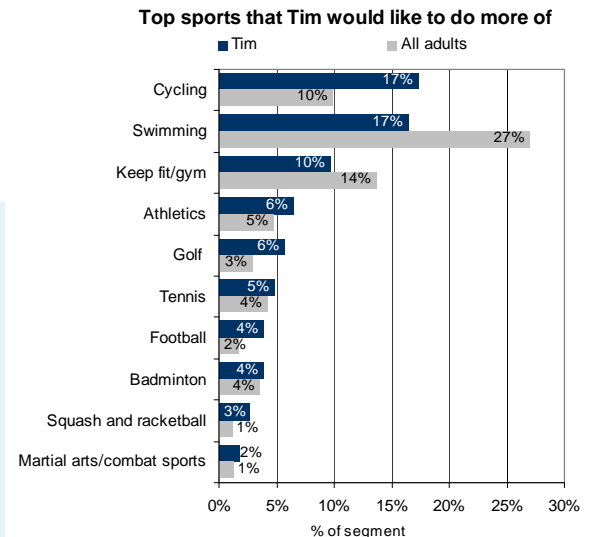
Of this segment, 23% receive instruction and 11% volunteer in sporting activity.

#### Tim's latent demand for sport

66% of this segment would like to do more sport, compared to 52% of all adults.

Of this segment, 17% would like to do more cycling compared to 10% of all adults; 17% of this segment would like to do more swimming compared to 27% to 17% of all adults.

Other sports Tim would like to do more of are keep fit/gym (10%); athletics (6%); and golf (6%).



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 Tim's participation?

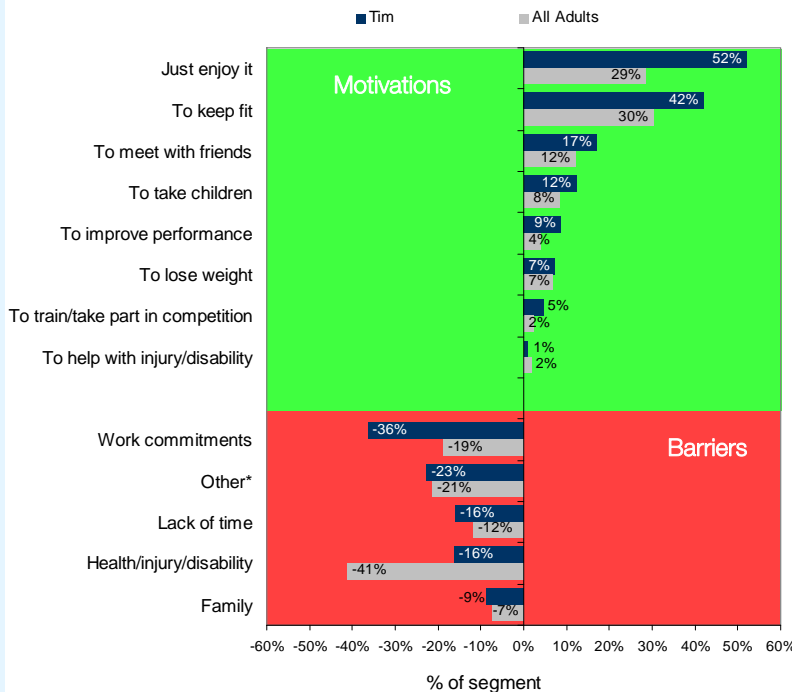
#### Motivations for Tim

- The main motivations for Tim playing sport are enjoyment (52%), keeping fit (42%), socialising (17%) and to take children (12%).
- These motivating factors are more significant for Tim than for the general adult population.
- 'Losing weight' and 'training to take part in competition' are much less important motivating factors for this segment.

#### Barriers for Tim

- 36% of this segment give their main barrier as work commitments, compared to 19% of all adults.
- 'Other' factors (which include 'leaving school', 'no opportunity' and 'economic/work reasons' are a barrier for 23% of this segment.
- 'Health, injury and disability' are considered a barrier to playing sport by 16% of this segment, and 12% of this segment describe themselves as having a long-standing illness, disability or infirmity.

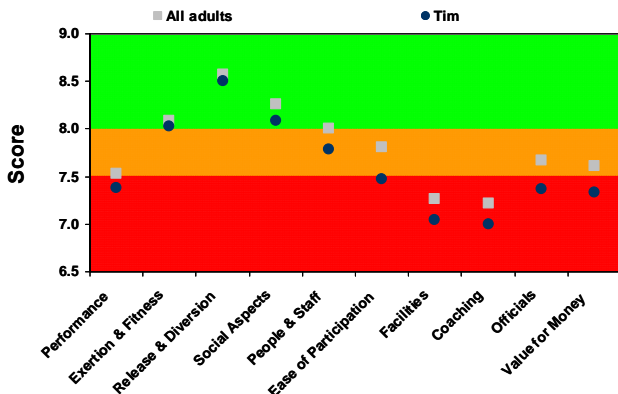
Tim: Motivations and barriers for taking part in sport



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 Tim?

Tim: 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, Tims who participate in sport are most satisfied with the 'release and diversion', 'social' and 'exertion and fitness' aspects of their sporting experience. Tim is least satisfied with the 'coaching' and 'facilities' aspects of his sporting experience.

Tim tends to record slightly lower satisfaction levels than all adults who do sport. In the areas of 'exertion and fitness' and 'release and diversion', Tim's satisfaction is in line with that of all adults who play sport.

Tim scores lower for satisfaction in the areas of 'performance', 'officials' and 'value for money', whereas all adults score in the medium range for these aspects of the sporting experience.

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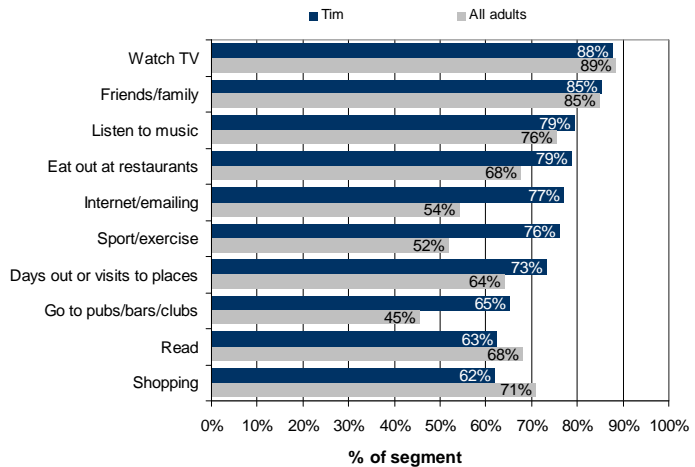
### What else does Tim like to do?

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

Tim is more likely than the overall adult population to spend his free time going to restaurants, on the internet and emailing, and going to pubs, bars and clubs.

Sport is a high priority for Tim, with 76% of people in this segment playing sport in their spare time compared to 52% of the overall adult population.

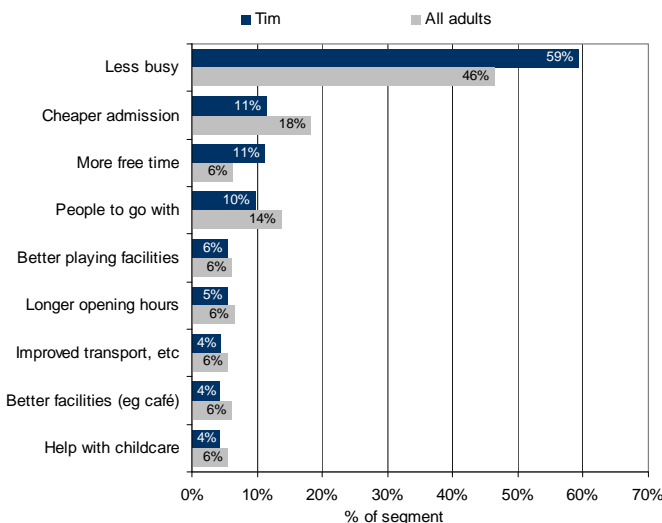
Tim: Other cultural activities



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 Tim to do more sport?

Tim: What would make him do more sport?



59% of this segment say they would do be encouraged to do more sport if they were less busy, compared to 46% of the overall adult population.

Cheaper admission is less important for Tim than it is for the younger segments; 11% of people in this segment say cheaper admission would encourage them to do more sport, compared to 18% of all adults. This suggests that lack of time is more of an issue for Tim than lack of money, when it comes to taking part in sport.

10% of people in this segment would do more sport if they had people to go with, compared to 14% of the overall adult population.

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 Tim

#### Key Points

- Most responsive to: **Internet/email**
- Preferred information channel: **Internet**
- Preferred service channel: **Internet**
- Decision style: **'Inquiring'** – Tim will make decisions that are based on research from either first or second hand sources

#### TV/RADIO

As a light TV viewer Tim enjoys live sport, business and current affairs programmes. He is likely to pay for digital packages, particularly for extra sports and film channels. Tim notices TV advertising to a moderate extent, but it is not a primary channel for him.

#### INTERNET

The internet is Tim's primary source of information. He uses it both at work and at home for gathering information on properties, sports information or managing his finances. With an inquiring decision making style, Tim is open to internet advertising and targeted email.

#### POSTERS/DIRECT MAIL/NEWSPAPERS

Tim reads a newspaper most days but is relatively unresponsive to advertising in this or by direct mail. He prefers more technologically-driven methods and is quite comfortable to respond remotely.

#### TELEPHONE

Tim is a heavy mobile phone user, for both personal and business purposes. He likes to access information 24/7 and will often buy things online. He is relatively likely to use sms text alerts and 3G services.

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

National Geographic	GQ
Evening Standard	What Car?
The Economist	PC Plus
Time Out	Men's Health
The Guardian	Wanderlust

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

Eye-catching	Practical
Informative	Connected
Home	Quality
Post-modernist	Authentic
Dynamic	Entertaining

#### Tim 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?'

