

# Alison - 7

## Stay at Home Mums

- Mainly aged 36-45
- Married
- Stay-at-home mum
- Children

Mums with a comfortable, but busy, lifestyle

4% of all adults; 9% of adult women



### About Alison

Alison is 38 and married with two children, aged 6, and 3. As a stay-at-home mum her career is temporarily on hold, whilst her husband works as an accountant. Alison's life is busy. She does the school or playschool run, takes the children to music and horse-riding lessons and keeps the house in order. After putting the children to bed, Alison often spends an evening at PTA meetings. This year she is involved in organising the school fete.

Alison manages to attend a few exercise classes each week whilst her youngest is at playschool, and the family go swimming at the weekend. Concerned about a healthy diet for her family, Alison gets organic vegetables delivered each week. She may enjoy a well-deserved glass of wine while she's cooking dinner.

### Ethnic origin

Individuals in this segment are predominantly of White British (78%), or Other White (9%) origin; or may also be of Irish heritage (6%), Asian/Asian British (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).

### Alternative names

Justine, Karen, Suzanne, Tamsin, Siobhan

### Alison: Sports Overview

- Alison is a fairly active segment with above average levels of participation in sport.
- The top sports that Alison participates in are shown in the chart opposite: 27% of this segment take part in keep fit/gym compared to 17% of all adults; 25% of this group take part in 'swimming' compared to 14% of all adults; 12% of this segment take part in cycling, and 11% take part in athletics (including running).
- Alison may also take part in horse-riding, tennis, badminton, netball, rounders and football.

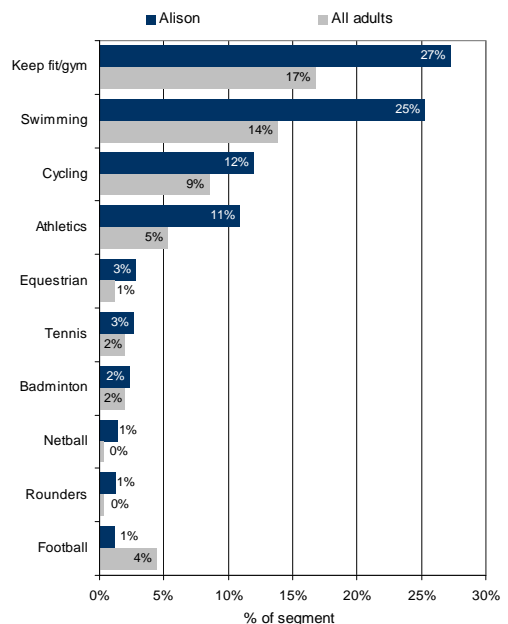
#### Alison is similar to/lives near:

Tim (segment 6)

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

Orpington, Bromsgrove, Maidstone, Newbury, Horsham

Top sports that Alison 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 Alison?

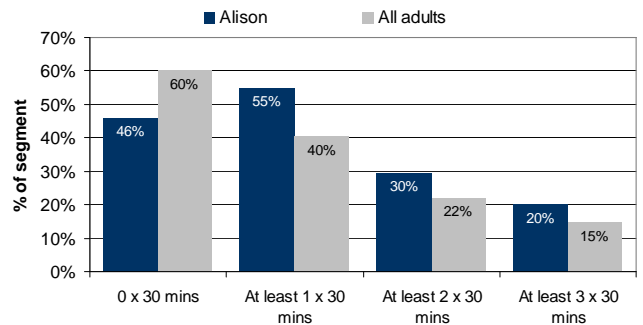
#### Alison's sporting activity

Alison has above average levels of sporting activity, with over half of this segment doing sport at least once a week (the average for all adults is 40%).

20% of Alisons participate in three 30-minute sessions of moderate intensity sport per week, compared to 15% of all adults.

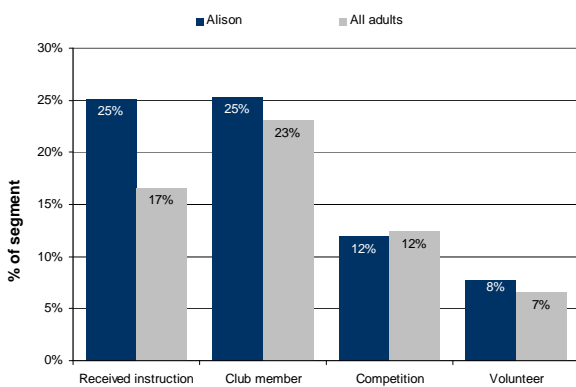
46% of people in this segment have done no sport in the past month, compared to 60% of all adults.

**Alison's sporting activity**  
(30 minute moderate intensity per week)



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%.

**Alison: Organised sport**



#### Organised Sport

A quarter of Alisons are members of a club to play sport (compared with 23% of all adults). She is likely to receive instruction: 25% of this group have received instruction in the past 12 months, compared to 17% of all adults. These high levels may reflect membership of health clubs and attendance at fitness classes.

Of this segment, 12% have taken part in competition in the past 12 months and 8% volunteer in sporting activity.

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.

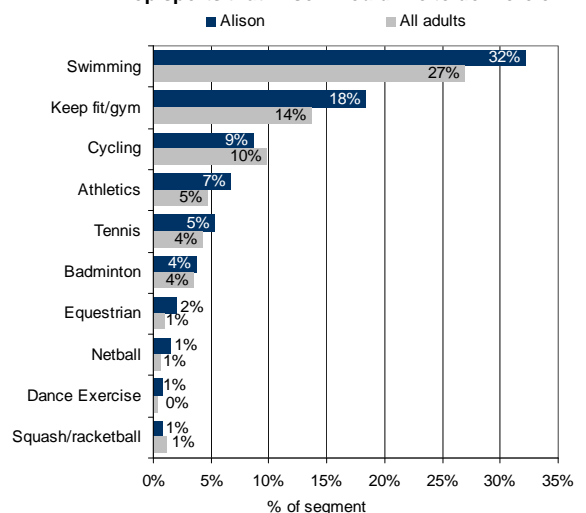
#### Alison's latent demand for sport

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

Of those who would like to do more, 32% would like to do more swimming compared to 27% of all adults; 18% would like to do more keep fit/gym compared to 14% of all adults.

Other sports Alison would like to do more of are cycling (9%); athletics (7%); tennis (5%); and badminton (4%). Her latent demand for these four sports is in line with that of the general adult population.

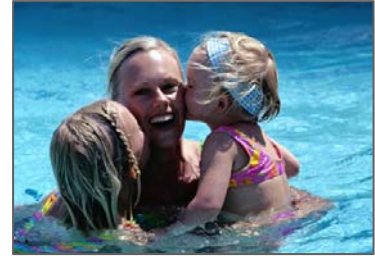
**Top sports that Alison would like to do more of**



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 Alison's participation?

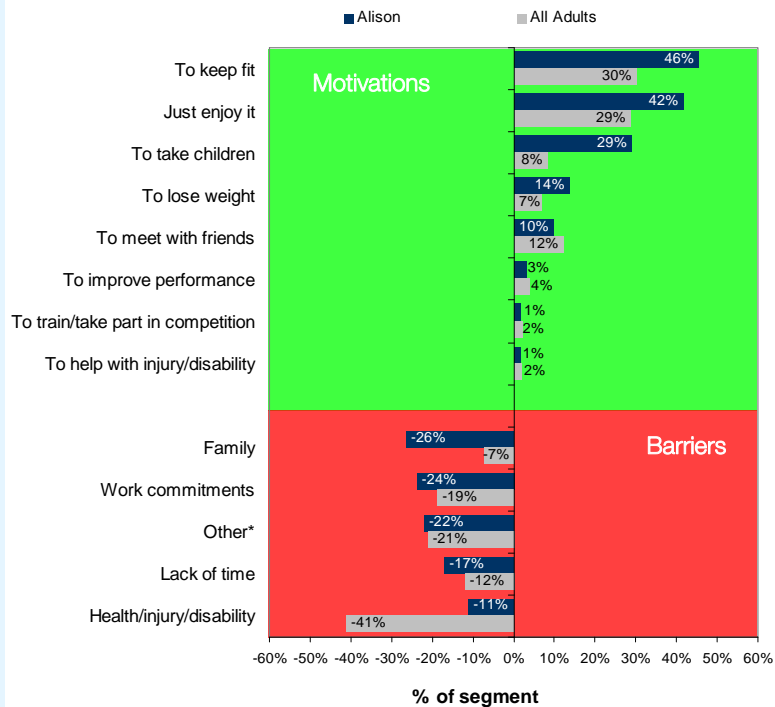
#### Motivations for Alison

- The main motivations for Alison playing sport are keeping fit (46%), enjoyment (42%), taking the children (29%) and losing weight (14%).
- Taking the children is a more significant motivation for Alison playing sport than it is for the overall adult population, (29% compared to 8% of all adults).
- 'Training/taking part in competition' and 'improving performance' are much less significant motivating factors for Alison.

#### Barriers for Alison

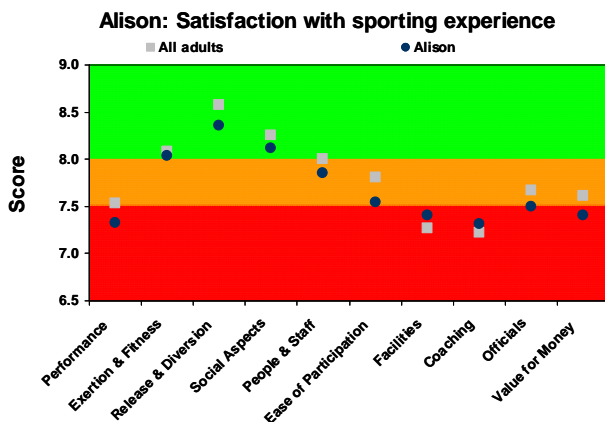
- 26% of this segment give their main barrier to playing sport as family, compared to 7% of all adults.
- Work commitments are a barrier for 24% of this segment.
- 'Health, injury and disability' are considered a barrier to playing sport by 11% of this segment. Similarly, 11% of this segment describe themselves as having a long-standing illness, disability or infirmity. 'Help with an injury/disability' is a motivating factor for 1% of this segment to play sport.

Alison: 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 Alison?



Within this segment, Alisons who participate in sport are most satisfied with the 'release and diversion', 'social' and 'exertion and fitness' aspects of their sporting experience.

Alison is least satisfied with the 'performance', 'facilities', 'coaching' and 'value for money' aspects of her sporting experience, although her satisfaction with coaching is consistent with that of the overall adult population.

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

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### What else does Alison like to do?

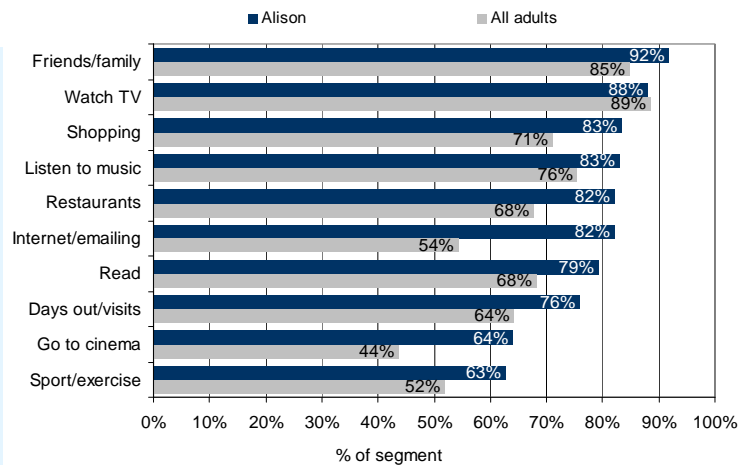
In common with other adults, friends and family, TV and listening to music all compete for Alison's leisure time.

Shopping is an important activity in Alison's spare time: 83% of this segment do this activity in their spare time compared to 71% of all adults.

Alison is more likely than the general adult population to spend her spare time going to restaurants (82% compared to 68% of all adults); on the internet/emailing (82% compared to 54% of all adults); and going to the cinema (64%, compared to 44% of all adults).

Sport is not the top priority for Alison, being the 10<sup>th</sup> most popular activity listed, however 63% of this segment play sport in their spare time compared to 52% of all adults.

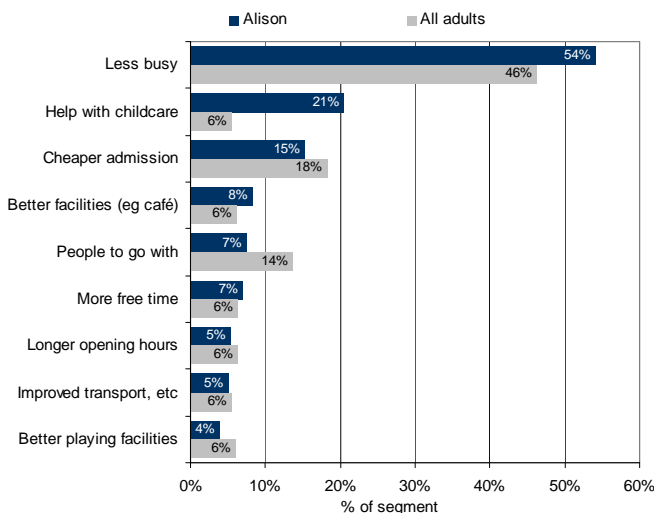
Alison: Other cultural activities



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 Alison to do more sport?

Alison: What would make her do more sport?



54% of this segment say they would be encouraged to do more sport if they were less busy, compared to 46% of the overall adult population.

21% of this segment say they would be encouraged to do more sport if they had help with childcare, compared to 6% of the overall adult population.

15% would do more sport if admission was cheaper, compared to 18% of the overall adult population

Having people to go with is less of an issue for Alison; 7% of this segment say they would be encourage to do more sport if they had people to go with, compared to 14% 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 Alison

#### Key Points

- Most responsive to: **Magazine** advertising
- Preferred information channel: **Telephone**
- Preferred service channel: **Mobile**
- Decision style: **'Intuitive'** – Alison prefers simple but straightforward messages, and doesn't like to be overwhelmed by facts and figures

#### TV/RADIO

Alison is a medium TV viewer, and may have a digital package for a wider choice of channels. She is generally unresponsive to TV advertising, but may notice programme sponsorship. She is a light to medium radio listener, preferring national channels.

#### INTERNET

Alison is a medium internet user. She enjoys browsing online clothing catalogues when the children are in bed, and also uses it for household information such as health, parenting or holiday sites. She is unlikely to respond to internet advertising, but will use it as a source of information to aid her intuitive decision making style. Alison is increasingly using the internet for shopping and research, but she still prefers to access information and services via the telephone.

#### POSTERS/DIRECT MAIL/NEWSPAPERS

Alison enjoys reading higher-end women's magazines, and newspapers such as the Telegraph or Times. She may well respond to advertising in here, for example money off vouchers, as long as they are quick and simple to use.

#### TELEPHONE

Alison has a pay-as-you-go mobile phone which she mainly uses for emergencies, preferring to use her landline to chat to friends. She is comfortable with catalogue purchasing over the phone, and also manages family finances this way.

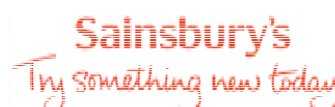
#### Alison reads newspapers and magazines such as...

BBC Good Food	Easy Living
Homes and Gardens	Ideal Home
Mother & Baby	Practical Parenting
Your M&S	Daily Telegraph
The Times	Cosmopolitan

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

Family-orientated	Home
Practical	Solid
Reliable	Variety/Choice
Time saver	Personalised
Aspirational	Quality

#### Alison 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?'

