

Jackie - 8

Middle England Mums

Mums juggling work, family and finance

5% of all adults; 10% of adult women

- **Mainly aged 36-45**
- **Married**
- **Part-time skilled worker or stay-at-home mum**
- **Children**



About Jackie

Jackie, 43, is married with three school age children. She works part time at a call centre and her husband Dave is a salesman.

Life is hectic for Jackie. She doesn't get much time for herself, being busy taking the children to school and after school activities, grocery shopping, working, and getting dinner on the table. She feels like a taxi service for the kids these days, forever taking them to one activity or another both during the week and at weekends.

Jackie goes to an aerobics class one evening a week and tries to take the kids swimming or ice skating on Saturdays. Dave bought her an exercise bike last Christmas, but it is just gathering dust in the garage. Healthy eating isn't high on Jackie's list of priorities. Dinners just have to be quick, easy and something the kids will eat.

Ethnic origin

Individuals in this segment are predominantly of White British (79%), or Other White (8%) origin; or may also be of Irish heritage (6%), Asian/Asian British (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Andrea, Cheryl, Deborah, Jane, Louise

Jackie: Sports Overview

- Jackie has above average participation in sport, although is less active than others in her age group. (more details overleaf).
- The top sports that Jackie participates in are shown in the chart opposite: 22% of this group take part in keep fit/gym compared to 17% of all adults; 20% of this group take part in swimming compared to 14% of all adults.
- In line with the general adult population, 9% of this segment take part in cycling; and 6% take part in athletics or running (compared to 5% of all adults).
- Jackie may also play badminton, go horse-riding, play tennis, football, rounders or netball.

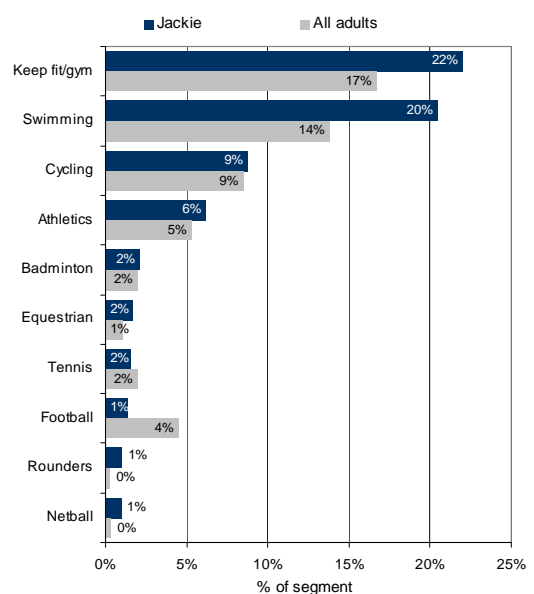
Jackie is similar to/lives near:

Kev (segment 9), Philip (segment 11)

Jackie is likely to live in towns/areas such as:

Dover, Aldershot, Wigan, Uxbridge, Chesterfield

Top sports that Jackie 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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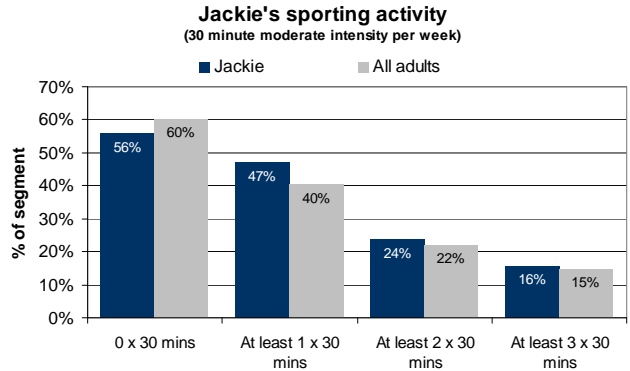
How sporty is Jackie?

Jackie's sporting activity

Jackie's participation levels are slightly higher than the general adult population: Almost half take part in sport more than once a week.

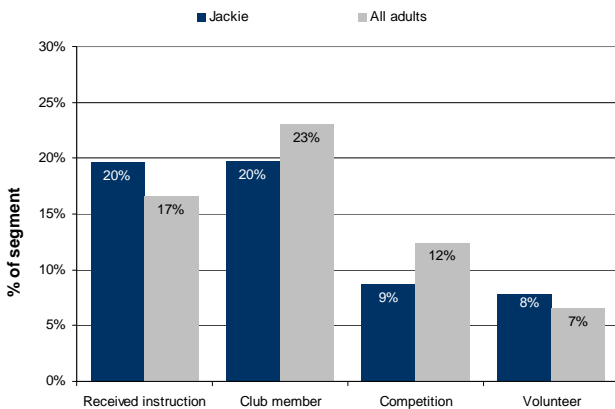
16% of people in this segment do three sessions of 30 minutes, moderate intensity sport at least three times per week, compared to 15% of all adults.

56% of people in this segment do 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%.

Jackie: 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

20% of this segment are members of a sports club compared to 23% of all adults; 20% of this segment have received instruction in the past year compared to 17% of all adults.

Jackie is unlikely to have taken part in sporting competition over the past 12 months (9% of this segment have done so, compared to 12% of all adults). 8% of this segment volunteer in sporting activity, compared to 7% of all adults.

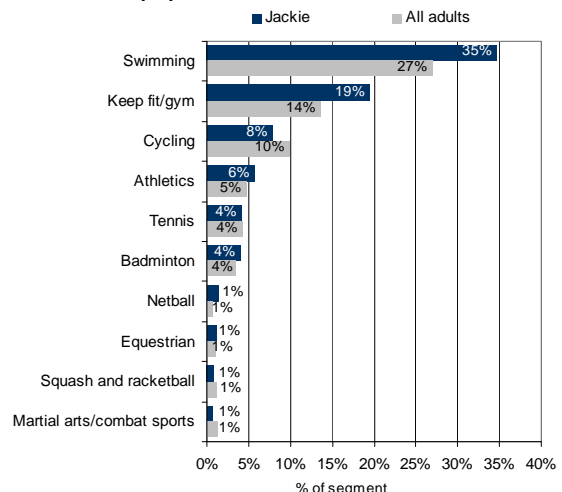
Jackie's latent demand for sport

67% of this segment would like to do more sport, compared to 52% of all adults.

Of this segment, 35% would like to do more swimming compared with 27% of all adults.

Other sports Jackie would like to do are keep fit/gym (19%); cycling (8%); and athletics or running (6%).

Top sports that Jackie 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 Jackie's participation?

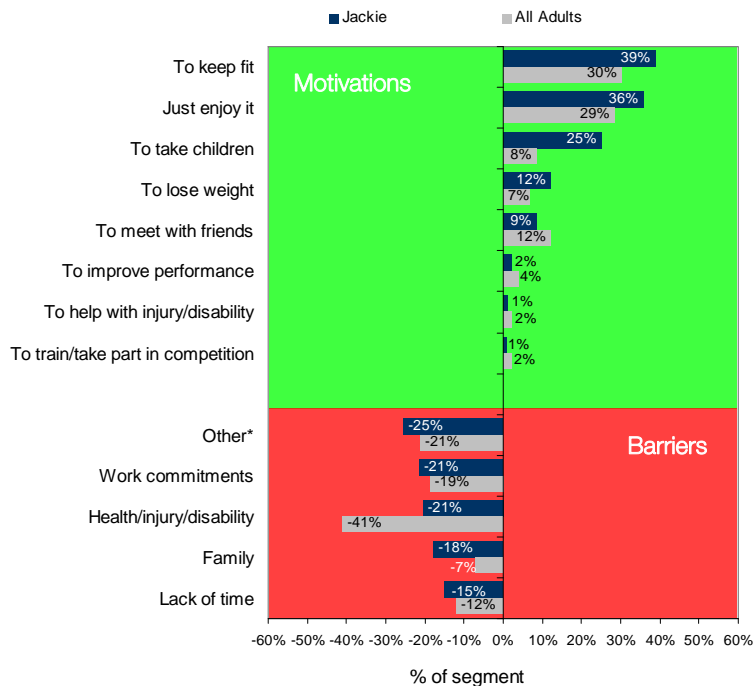
Motivations for Jackie

- The main motivations for Jackie playing sport are keeping fit (39%), enjoyment (36%), taking the children (25%) and losing weight (12%).
- 'Training/taking part in a competition' and 'improving performance' are not significant motivating factors for Jackie to play sport.

Barriers for Jackie

- 'Other' factors (which includes 'leaving school', 'no opportunity' and 'economic/work reasons' are a barrier for 25% of this segment.
- Work commitments are a barrier for 21% of this segment in line with 19% for all adults.
- 'Health, injury and disability' are considered a barrier to playing sport by 21% of this segment, and 16% 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.

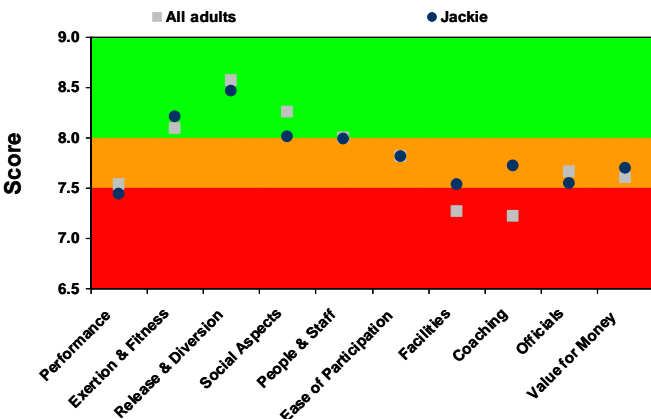
Jackie: Motivations and barriers for taking part in sport



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 Jackie?

Jackie: 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, Jackies who participate in sport are most satisfied with the 'release and diversion' and 'exertion and fitness' aspects of their sporting experience. Jackie is least satisfied with the 'performance', 'facilities' and 'coaching' aspects, although her satisfaction with coaching is higher than the average for all adults who play sport.

Jackie records lower satisfaction levels than all adults who play sport in the area of 'social aspects'. She records higher levels of satisfaction than all adults who play sport in the areas of 'facilities', 'coaching', and 'exertion and fitness'.

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What else does Jackie like to do?

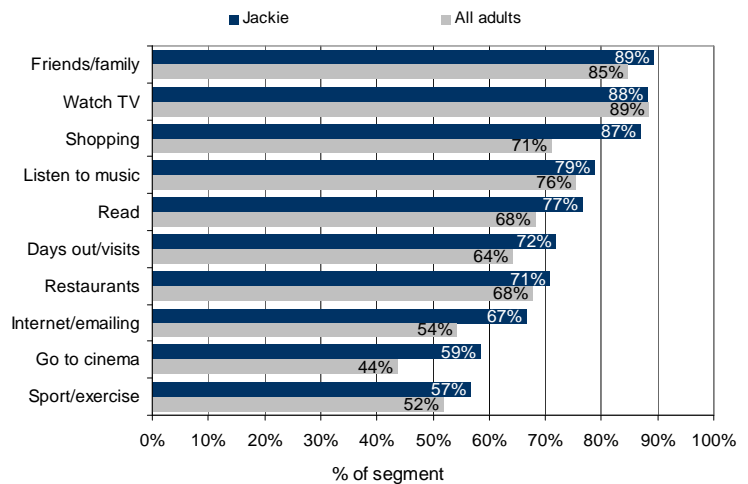
In common with other adults, friends and family, TV and listening to music all compete for Jackie's leisure time.

Shopping is an important activity for Jackie, with 87% of this segment going shopping in their spare time compared to 71% of all adults.

Jackie is more likely than all adults to spend her spare time using the internet and emailing; and going to the cinema.

Sport is not a high priority for Jackie, being tenth on her list of activities. 57% of this segment plays sport in their spare time compared to 52% of the overall adult population.

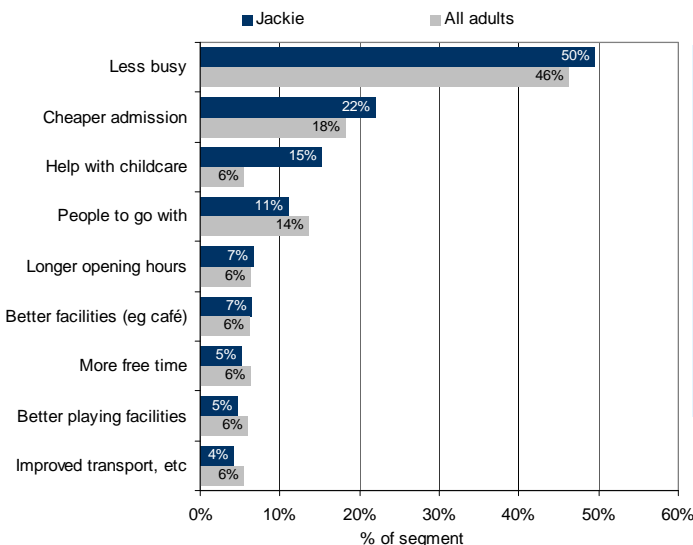
Jackie: Other cultural activities



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 Jackie to do more sport?

Jackie: What would make her do more sport?



50% 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.

22% of this segment say they would be encouraged to do more sport if admission to facilities and activities was cheaper, compared to 18% of the overall adult population.

Childcare issues are significant for Jackie: 15% of people in this segment would do more sport if they had more help with childcare, 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 Jackie

Key Points

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

Jackie reads newspapers and magazines such as...

All About Soap	What's On TV
Bella	Chat
Inside Soap	Red
TV Choice	The Daily Mirror
OK!	Caravan World

TV/RADIO

Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas. She has Freeview digital channels, mainly for the children, but she does enjoy the daytime soaps and chat shows herself. As a light/medium radio listener she prefers local commercial over national stations and displays a good level of advert recall. Jackie does not really listen to BBC radio stations.

Her preferred marketing tone and message is...

Mass-market	Family-orientated
Down to Earth	Reliable
Practical	Competitive
Everyday	Established
Value	Mainstream

INTERNET

Jackie is a light and cautious internet user, with only a slow broadband connection. She has been encouraged to use it by her children and is becoming more confident. She prefers to browse for information, rather than make purchases over the internet.

Jackie is responsive to brands such as...

POSTERS/DIRECT MAIL/NEWSPAPERS

Jackie is likely to respond to women's magazine adverts that mix information with style and health. She may also respond to direct mail and passive, mass-marketing adverts, typically if value/benefit-driven.



TELEPHONE

Jackie owns a pay-as-you-go mobile phone, primarily for emergencies and sending the odd text. She is comfortable with telephone banking, ordering from catalogues over the phone and listening to advice lines.

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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 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?'

