

**Swindon Borough**  
**Playing Pitch Assessment**

**2016-2021**

**Appendix 8**



















**Detail of Market Segment Person Type Characteristics**


# Detail of Market Segment Person Type Characteristics



Sports Market Segments

Interactive segmentation tool: <http://segments.sportengland.org/>

| Segment name and description   | Segment characteristics  | Main age band | Socio econ | 1x30 | % Eng Pop | Media and Communications   | Key brands  | Top Sports (played at least once a month) and sporting behaviour   |
|--|--|---------------|------------|------|-----------|--|---|--|
|  |  |               |            | 3x30 |           |  |   |  |
|  <b>Ben</b><br>Competitive Male Urbanites | Male, recent graduates, with a 'work-hard, play-hard' attitude<br>Graduate professional, single                                | 18-25         | ABC1       | 69%  | 4.9%      | Ben is a heavy internet user, using it for sports news, personal emails, social networking and buying films, games and tickets. He is highly responsive to internet advertising.   |    | Ben is a very active type and takes part in sport on a regular basis. He is the sportiest of the 19 segments.<br><br>Ben's top sports are football (33%), keep fit/ gym (24%), cycling (18%), athletics including running (15%) and swimming (13%).      |
|  <b>Jamie</b><br>Sports Team Lads         | Young blokes enjoying football, pubs and pool<br>Vocational student, single  | 18-25         | C2DE       | 59%  | 5.4%      | Jamie is a prolific mobile phone user and as such uses this as a primary source of information. He likes to text rather than talk, and uses 3G for sports results and sms text information services.   |    | Jamie is a very active type that takes part in sport on a regular basis.<br><br>Jamie's top sports are football (28%), keep fit and gym (22%), athletics including running (12%), cycling (12%) and swimming (10%).                                      |
|  <b>Chloe</b><br>Fitness Class Friends    | Young image-conscious females keeping fit and trim<br>Graduate professional, single  | 18-25         | ABC1       | 56%  | 4.7%      | Chloe is a heavy internet and mobile phone user. She uses her mobile 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.  |    | Chloe is an active type that takes part in sport on a regular basis.<br><br>Chloe's top sports are keep fit/ gym (28%), swimming (24%), athletics including running (14%), cycling (11%) and equestrian (5%).  |
|  <b>Leanne</b><br>Supportive Singles      | Young busy mums and their supportive college mates<br>Student or PT vocational, Likely to have children                        | 18-25         | C2DE       | 42%  | 4.3%      | Leanne is a light internet user and a heavy mobile phone user, using 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.  |    | Leanne is the least active segment of her age group.<br><br>Leanne's top sports are keep fit/ gym (23%), swimming (18%), athletics including running (9%), cycling (8%) and football (4%).   |
|  <b>Helena</b><br>Career Focused Female   | Single professional women, enjoying life in the fast lane<br>Full time professional, single                                    | 26-45         | ABC1       | 53%  | 4.6%      | Helena always has her mobile and PDA on hand so that she is contactable for work and social calls. She is a heavy internet user, but mainly from home, and uses this as her primary source of information.   |    | Helena is a fairly active type that takes part in sport on a regular basis.<br><br>Helena's top sports are keep fit/ gym (26%), swimming (22%), cycling (11%), athletics including running (9%), and equestrian (3%).                                    |
|  <b>Tim</b><br>Settling Down Males        | Sporty male professionals, buying a house and settling down with partner<br>Professional, may have children, married or single | 26-45         | ABC1       | 62%  | 8.8%      | Tim's main source of information is the internet - he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use sms text alerts and 3G services.   |    | Tim is an active type that takes part in sport on a regular basis.<br><br>Tim's top sports are cycling (21%), keep fit/ gym (20%), swimming (15%), football (13%) and golf (7%).   |
|  <b>Alison</b><br>Stay at Home Mums      | Mums with a comfortable, but busy, lifestyle<br>Stay-at-home mum, children, married  | 36-45         | ABC1       | 55%  | 4.4%      | Alison is a medium TV viewer and may have a digital package, but is unlikely to respond to TV advertising. She is a medium internet user and is unlikely to respond to internet advertising, but will use it as a source of information to aid her decision-making. She has a pay-as-you-go mobile for emergencies, but prefers to use her landline. |   | Alison is a fairly active segment with above average levels of participation in sport.<br><br>Alison's top sports are: keep fit/ gym (27%), swimming (25%), cycling (12%), athletics including running (11%), and equestrian (3%).                       |
|  <b>Jackie</b><br>Middle England Mums   | Mums juggling work, family and finance<br>Vocational job, may have children, married or single                                 | 36-45         | C1C2D      | 47%  | 4.9%      | Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas, and has Freeview digital channels. She is a light and cautious internet user, but has been encouraged by her children's prolific usage and is becoming more confident herself.  |  | Jackie has above average participation levels in sport, but is less active than other segments in her age group.<br><br>Jackie's top sports are keep fit/ gym (22%), swimming (20%), cycling (9%), athletics including running (6%), and badminton (2%). |
|  <b>Kev</b><br>Pub League Team Males    | Blokes who enjoy pub league games and watching live sport.<br>Vocational job, may have children, married or single             | 36-45         | DE         | 43%  | 5.9%      | Kev is a heavy TV viewer, likely to have a digital or cable package for extra sports coverage. He is a heavy radio listener and is likely to favour local commercial stations. Kev uses his mobile phone for social reasons but will not respond to text adverts.  |  | Kev has above average levels of participation in sport.<br><br>Kev's top sports are keep fit/ gym (14%), football (12%), cycling (11%), swimming (10%) and athletics including running (6%).   |

|   |   |  |       |       |            |      |  |   |  |
|---|---|--|-------|-------|------------|------|--|---|--|
|    | <b>Paula</b><br>Stretched Single Mums                     | Single mums with financial pressures, childcare issues and little time for pleasure.<br><br>Job seeker or part time low skilled worker, children, single | 26-45 | DE    | 36%<br>13% | 3.7% | Paula is a heavy TV viewer, enjoying quiz and chat shows, reality TV and soaps. She is likely to have a digital or cable package. Paula does not have internet access at home, and is a heavy mobile phone user, although this is likely to be pay-as-you-go.                    |    | Paula is not a very active type and her participation is lower than that of the general adult population.<br><br>Paula's top sports are keep fit/ gym (18%), swimming (17%), cycling (5%), athletics including running (4%) and football (3%). |
|    | <b>Philip</b><br>Comfortable Mid-Life Males               | Mid-life professional, sporty males with older children and more time for themselves.<br><br>Full-time job and owner-occupier, children, married         | 46-55 | ABC1  | 51%<br>20% | 8.7% | Philip is a medium TV viewer, likely to have digital and use interactive services for sports and business news. He is a heavy radio listener. Philip is comfortable purchasing over the phone and internet, but is unlikely to respond to sms text alerts.                       |    | Philip's sporting activity levels are above the national average.<br><br>Philip's top sports are cycling (16%), keep fit/ gym (15%), swimming (12%), football (9%), and golf (8%).   |
|    | <b>Elaine</b><br>Empty Nest Career Ladies                 | Mid-life professionals who have more time for themselves since their children left home.<br><br>Full-time job and owner-occupier, married                | 46-55 | ABC1  | 43%<br>12% | 6.1% | Elaine is a light TV viewer, loyal to mainstream terrestrial channels. Elaine is a moderate and increasing internet user, and is more internet-savvy than her peers. She appreciates the value of more sources of information and will browse news and lifestyle sites.          |    | Elaine's sporting activity levels are similar to the national average.<br><br>Elaine's top sports are keep fit/ gym (21%), swimming (18%), cycling (7%), athletics including running (3%) and tennis (2%).                                     |
|    | <b>Roger &amp; Joy</b><br>Early Retirement Couples        | Free-time couples nearing the end of their careers.<br><br>Full-time job or retired, married   | 56-65 | ABC1  | 38%<br>10% | 6.8% | Roger and Joy are medium TV viewers and heavy radio listeners. They regularly read the Times of Daily Telegraph, and a local paper. They have increased their use of the internet and may now have access to it at home.   |    | Roger and Joy are slightly less active than the general population.<br><br>Roger and Joy's top sports are keep fit/ gym (13%), swimming (13%), cycling (8%), golf (6%), and angling (2%).  |
|    | <b>Brenda</b><br>Older Working Women                      | Middle aged ladies, working to make ends meet.<br><br>Part-time job, married   | 46-65 | C2DE  | 29%<br>8%  | 4.9% | Brenda is a heavy TV viewer and is likely to respond to TV advertising. She is a medium radio listener, preferring local commercial stations. Brenda rarely has access to the internet, and is an infrequent mobile user. She enjoys reading the Mirror or the Sun.              |    | Brenda is generally less active than the average adult.<br><br>Brenda's top sports are keep fit/ gym (15%), swimming (13%), cycling (4%), athletics including running (2%) and badminton (1%).   |
|    | <b>Terry</b><br>Local 'Old Boys'                          | Generally inactive older men, low income, little provision for retirement.<br><br>Job Seeker, married or single  | 56-65 | DE    | 26%<br>9%  | 3.7% | Terry is a high TV viewer, both at home and in the pub, particularly enjoying live sports coverage. He reads the tabloids on a daily basis. Terry does not use the internet, and does not feel he is missing out. He is unlikely to have a mobile phone.                         |    | Terry is generally less active than the average adult.<br><br>Terry's top sports are keep fit/ gym (8%), swimming (6%), cycling (6%), angling (4%), and golf (4%).   |
|    | <b>Norma</b><br>Late Life Ladies                          | Older ladies, recently retired with a basic income to enjoy their lifestyles.<br><br>Job seeker or retired, single                                       | 56-65 | DE    | 23%<br>6%  | 2.1% | Norma is a high TV viewer, enjoying quiz shows, chat shows, soaps and religious programmes. Most new technology has passed her by, having no internet access or mobile phone, but she uses her landline to call her family.  |    | Norma is generally less active than the average adult.<br><br>Norma's top sports are keep fit/ gym (12%), swimming (10%), cycling (2%), bowls (1%) and martial arts/ combat (1%).  |
|    | <b>Ralph &amp; Phyllis</b><br>Comfortable Retired Couples | Retired couples, enjoying active and comfortable lifestyles.<br><br>Retired, married or single   | 66+   | ABC1  | 28%<br>9%  | 4.2% | Ralph and Phyllis are medium to light TV viewers, preferring to be out and about instead. They are unlikely to have access to the internet, although it is something they are considering. They read the newspaper daily, either the Daily Telegraph or Times.                   |    | Ralph and Phyllis are less active than the average adult, but sportier than other segments of the same age group.<br><br>Ralph and Phyllis' top sports are keep fit/ gym (10%), swimming (9%), golf (7%), bowls (4%), and cycling (4%).        |
|   | <b>Frank</b><br>Twilight Years Gent.                      | Retired men with some pension provision and limited exercise opportunities.<br><br>Retired, married or single  | 66+   | C1C2D | 21%<br>9%  | 4.0% | Frank is a heavy TV viewer and enjoys watching live sport and notices TV advertising, which he is influenced by. He does not use the internet and is nervous of computers. Frank reads a newspaper most days, either the Daily Mail or Express. He does not have a mobile phone. |   | Frank is generally much less active than the average adult.<br><br>Frank's top sports are golf (7%), keep fit/ gym (6%), bowls (6%), swimming (6%) and cycling (4%).   |
|  | <b>Elsie &amp; Arnold</b><br>Retirement Home Singles      | Retired singles or widowers, predominantly female, living in sheltered accommodation.<br><br>Retired, widowed  | 66+   | DE    | 17%<br>5%  | 8.0% | Elsie and Arnold are heavy TV viewers, enjoying quiz shows, religious programmes and old films. They generally do not have access to the internet or use a mobile phone, and only use their landline to call family.   |  | Elsie and Arnold are much less active than the average adult.<br><br>Their top sports are keep fit/ gym (10%), swimming (7%), bowls (3%), golf (1%) and cycling (1%).  |