

## An introduction to market segmentation

Market segmentation is a powerful tool which provides knowledge and further information on your existing and potential customers. The sporting segments are based on the research gathered through the Active People and Taking Part surveys. They are built on demographic data identified as impacting on sports participation and attitudes; this includes gender, age, whether people have children and socio-economic status.

The segments provide information on the specific sports people take part in, the motivations behind participation, whether they want to do more sport and the barriers to participation. In addition, the market segments provide information on:

- Media consumption and most effective methods of communication
- Health indicators including obesity
- Participation in wider cultural activities
- Participation in active recreation: walking and cycling

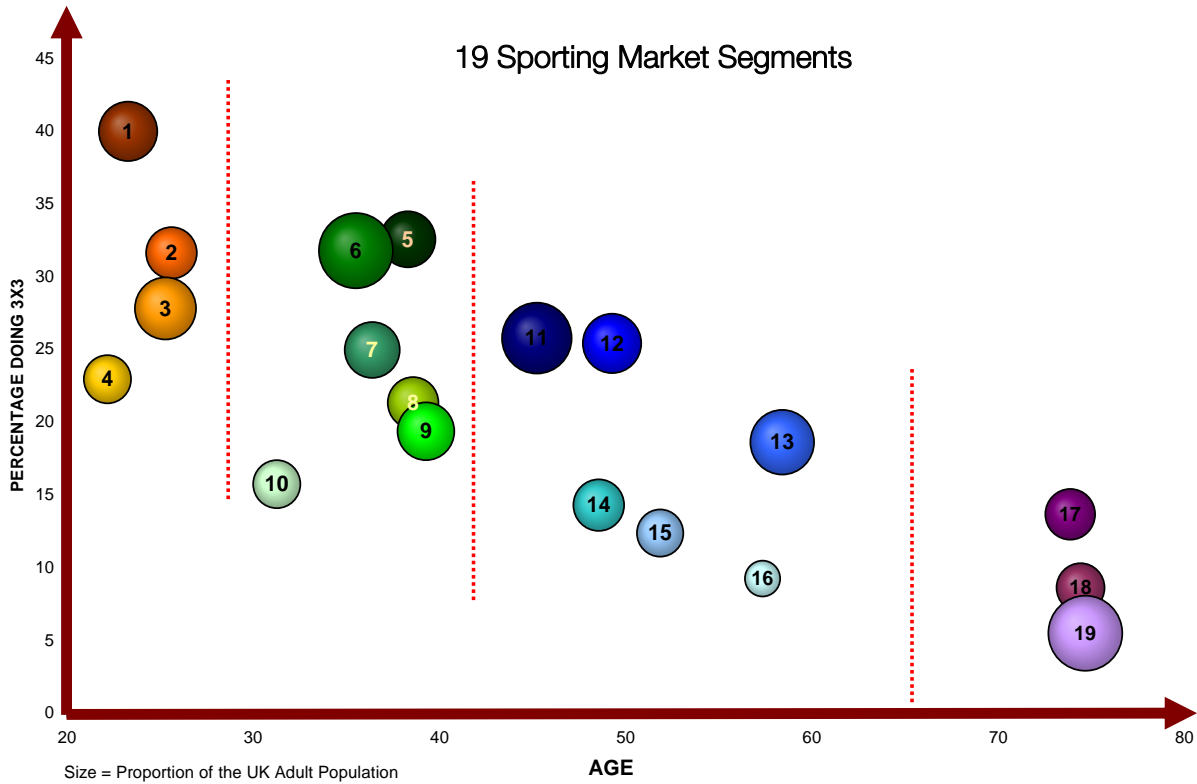
As segmentation is underpinned by key socio-demographic variables, the segments can be geographically quantified and appended to both customer records and the Electoral Roll. Therefore every adult in England can have a Sport England segment appended to them, whilst a market segment profile can be counted at any geographic level within England down to postcode.

This results in a powerful tool which allows users to understand the segment profile at local level.

In total 19 distinct sporting segments were identified. The figure below shows the 19 segments in relation to age (along the x axis) and sporting activity levels (3x30 along the y axis with the red line indicating whether the segments activity level fall above or below the national average of 21% achieving 3x30). The segments are divided into four “supergroups” based on age, supergroup A contains mainly 18-24 year olds, whereas supergroup D contains mainly those aged 65+. This allows for comparisons between segments of the same age. The segment circle size represents the proportion of people in that segment across England. So for example, segment 19 “Elsie and Arnold” are relatively large segments whereas segment 10 “Paula” represents relatively less people in England. The chart below outlines the 19 segments:

- Ben – A Competitive Male Urbanite
- Jamie – a Sports Team Drinker
- Chloe – a Fitness Class Friend
- Leanne – a Supportive Single
- Helena - a Career Focused Female
- Tim – a Settling Down Male
- Alison – a Stay-at-Home Mum
- Jackie – a Middle England Mum
- Kev – a Pub league Team mate
- Paula – a Stretched Single Mum
- Philip – a Comfortable Mid-life Male
- Elaine – an Empty-nest Careerist
- Roger and Joy – an Early Retirement Couple

- Brenda – an Older Working Woman
- Terry – a Local Old Boy
- Norma – a Later Life Lady
- Ralph and Phyllis – a Comfortable, Retired Couple
- Frank – a Twilight Year Gent
- Elsie and Arnold – Retirement Home Singles



### Next Steps:

[www.sportengland.org/research](http://www.sportengland.org/research) provides much more information about the market segments including:

- local authority profiles,
- pen portraits,
- how to use guides,
- case studies,
- priority groups information,
- technical documents and frequently asked questions.

[www.sportengland.org/westmidlands](http://www.sportengland.org/westmidlands) also provides local authority maps for each segment.

	Sporting Market Segments	Segment characteristics	Age	Socio economic Group	% of non-white people within segment	% of disabled people within segment	3 x 30 %	England Population %	West Midlands Population %
	<b>A01 Ben</b> Competitive Male Urbanites	Male recent graduates, with a work-hard, play-hard, drink-hard attitude.	18-25	ABC1	15.4	4.6	40	6.4	5.7
	<b>A02 Jamie</b> Sports Team Drinkers	Young blokes enjoying football, pints and pool.	18-25	C2DE	35	7.5	32	5.4	5.7
	<b>A03 Chloe</b> Fitness Class Friends	Young image-conscious females keeping fit and keeping trim.	18-25	ABC1	12	8.4	28	6.9	5.7
	<b>A04 Leanne</b> Supportive Singles	Young busy mums and their supportive college mates.	18-25	C2DE	29.6	9.5	23	4.7	4.9
	<b>B05 Helena</b> Career Focused Female	Single professional ladies, enjoying life in the fast lane.	26-35	ABC1	10.3	10.7	33	5.0	4.3
	<b>B06 Tim</b> Settling Down Males	Sporty male professionals, buying a house and settling down with partner.	26-35	ABC1	11	8.1	32	9.4	7.8
	<b>B07 Alison</b> Stay at Home Mums	Mums with a comfortable, but busy, lifestyle.	36-45	ABC1	9.8	7.9	25	4.6	3.8
	<b>B08 Jackie</b> Middle England Mums	Mums juggling work, family and finance.	36-45	C1C2D	16.3	11.3	21	4.0	3.7
	<b>B09 Kev</b> Pub League Teamates	Blokes who enjoy pub league games and watching live sport.	36-45	DE	34.1	16.3	19	5.8	7.1
	<b>B10 Paula</b> Stretched Single Mums	Single mums with financial pressures, childcare issues and little time for pleasure.	26-35	DE	29.4	16.2	16	3.8	5.0
	<b>C11 Philip</b> Comfortable Mid-Life Males	Mid-life professional, sporty males with older children and more time for themselves.	46-55	ABC1	10.4	11.0	26	7.8	7.5
	<b>C12 Elaine</b> Empty Nest Career Ladies	Mid-life professionals who have more time for themselves since their children left home.	46-55	ABC1	8.1	16.4	25	5.3	5.2
	<b>C13 Roger &amp; Joy</b> Early Retirement Couples	Free-time couples nearing the end of their careers.	56-65	ABC1	4.4	28.1	19	6.2	5.9
	<b>C14 Brenda</b> Older Working Women	Middle aged ladies, working full time to make ends meet	46-55	C2DE	25.8	20.1	14	4.0	4.9
	<b>C15 Terry</b> Local Old Boys	Generally inactive older men, low income, little provision for retirement	56-65	DE	16.3	44.1	12	3.4	4.4
	<b>C16 Norma</b> Late Life Ladies	Older ladies, recently retired	56-65	DE	11.1	58.1	9	2.0	2.2
	<b>D17 Ralph &amp; Phyllis</b> Comfortable Retired Couples	Retired couples, enjoying active and comfortable lifestyles	66+	ABC1	2.4	36.7	14	3.7	3.3
	<b>D18 Frank</b> Twilight Years Gent	Retired men with some pension provision and limited exercise opportunities	66+	C1C2D	4.6	46.0	9	3.5	3.7
	<b>D19 Elsie &amp; Arnold</b> Retirement Home Singles	Retired singles or widowers, predominantly female, living in sheltered accommodation	66+	DE	4.8	53.8	5	8.3	9.1

The segments shaded in grey are over represented in the West Midlands, compared with the country.