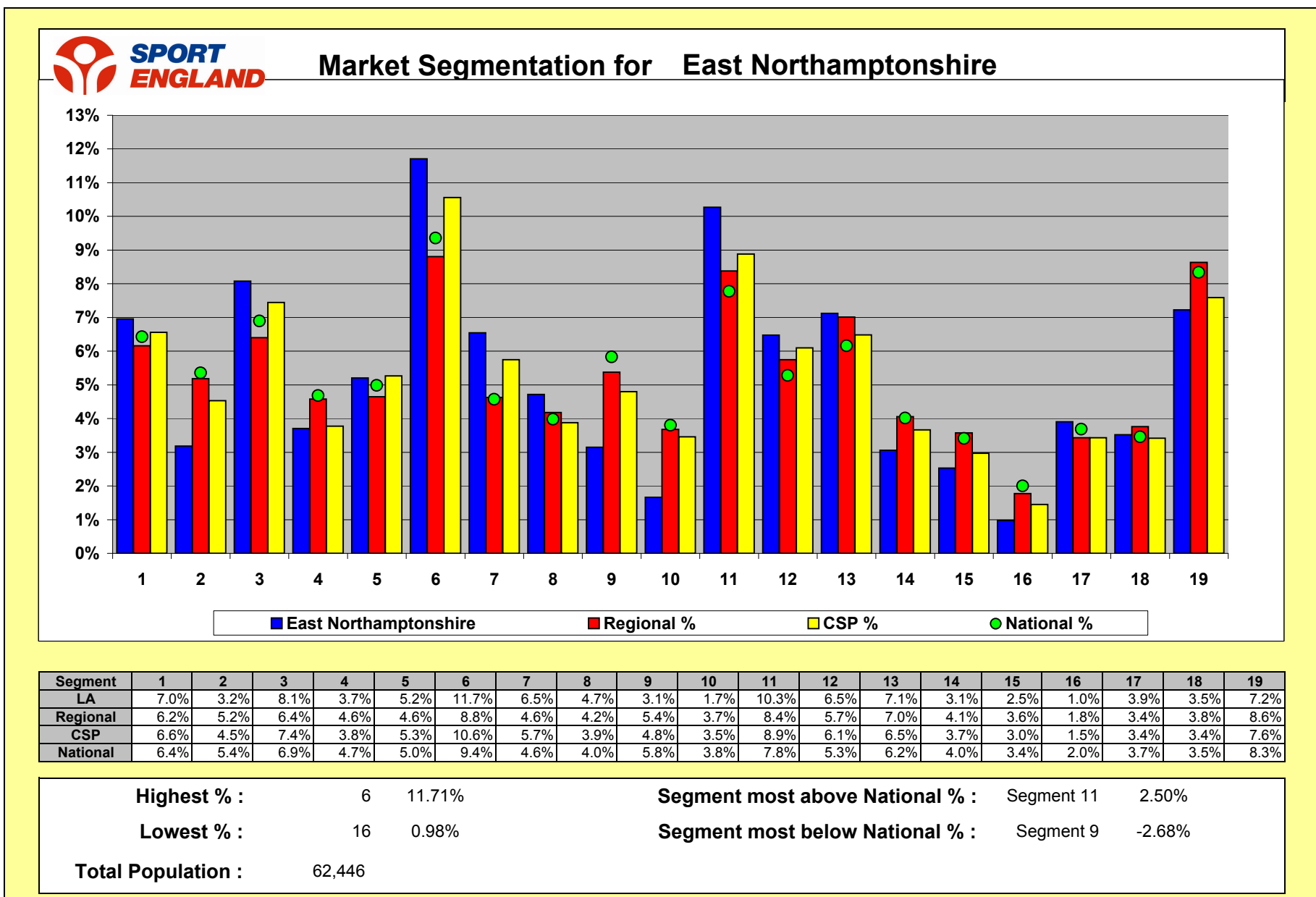


# Sport England Market Segmentation

Sport England is tasked with increasing adult participation in sport and active recreation. To achieve this it is crucial we better understand our market. To this end, Sport England has developed a segmentation model, made up of nineteen 'sporting' segments which will help us to understand the attitudes, motivations and perceived barriers to sports participation. The segmentation model enables us to develop tailored interventions, communicate more effectively with our target market and to better understand participation in the context of lifestage and lifecycles. Created by Experian Business Strategies, the segments are based on survey data (Active People and Taking Part Surveys) and external data sources (e.g. neighbourhood statistics, census data and health data).



The chart above shows the proportion of each of the nineteen segments in the selected local authority, set against the regional, County Sport Partnership and national distribution.

Detailed information on the nineteen segments, (which are summarised in the table opposite), is contained in 'pen portraits' (see image below).

The pen portraits outline the key characteristics of each segment, including: family status; age; social group; media consumption; participation behaviours - what sports or activities people do, factors that would encourage participation, reasons for participating and not participating; engagement in other cultural activities: and volunteering.

For more information on the background to the segmentation model, how the segments were developed and to view the pen portraits and 'Frequently Asked Questions', visit the Sport England website:

[www.sportengland.org/research](http://www.sportengland.org/research)



| Segment | Segment Name                | Forename (s)    |
|---------|-----------------------------|-----------------|
| 1       | Competitive Male Urbanites  | Ben             |
| 2       | Sports Team Drinkers        | Jamie           |
| 3       | Fitness Class Friends       | Chloe           |
| 4       | Supportive Singles          | Leanne          |
| 5       | Career Focused Females      | Helena          |
| 6       | Settling Down Males         | Tim             |
| 7       | Stay at Home Mums           | Alison          |
| 8       | Middle England Mums         | Jackie          |
| 9       | Pub League Team Mates       | Kev             |
| 10      | Stretched Single Mums       | Paula           |
| 11      | Comfortable Mid-Life Males  | Philip          |
| 12      | Empty Nest Career Ladies    | Elaine          |
| 13      | Early Retirement Couples    | Roger & Joy     |
| 14      | Older Working Women         | Brenda          |
| 15      | Local 'Old Boys'            | Terry           |
| 16      | Later Life Ladies           | Norma           |
| 17      | Comfortable Retired Couples | Ralph & Phyllis |
| 18      | Twilight Year Gents         | Frank           |
| 19      | Retirement Home Singles     | Elsie & Arnold  |

Contact your Sport England regional office for further information on how you can use the segmentation information in your area.