



An introduction to Christine

Segment 3

Adults aged 36-55

294,107 adults (12.6% of all adults)

Any participation in sport and physical recreation	58%
Regular participation (at least once a week)	49%
Club membership	11%
Sports volunteering	2%
Any latent demand for sport and physical recreation	39%

Christine tends to be in her 40s and 50s. She works, perhaps part-time, to supplement the household income. Both disposable income and household savings are likely to be low.

Christine may have teenage children who are still financially dependent.

Christine tends to live in traditionally working class areas, possibly where the right-to-buy has been exercised. These are areas are often in demand for well-serviced municipal facilities, such as GPs, bus routes, and libraries.

Christine is likely to prefer face-to-face advice, and is likely to listen to friends and family, celebrity endorsements, recommendations in women's popular magazines, tailored mail-shots.

Christine's diet tends to be governed by a no-nonsense approach from the family. Hospital episodes are likely to be linked to coronary and respiratory conditions.

Though Christine's participation levels are only slightly below the national average, regular participation in activities other than walking is significantly lower.

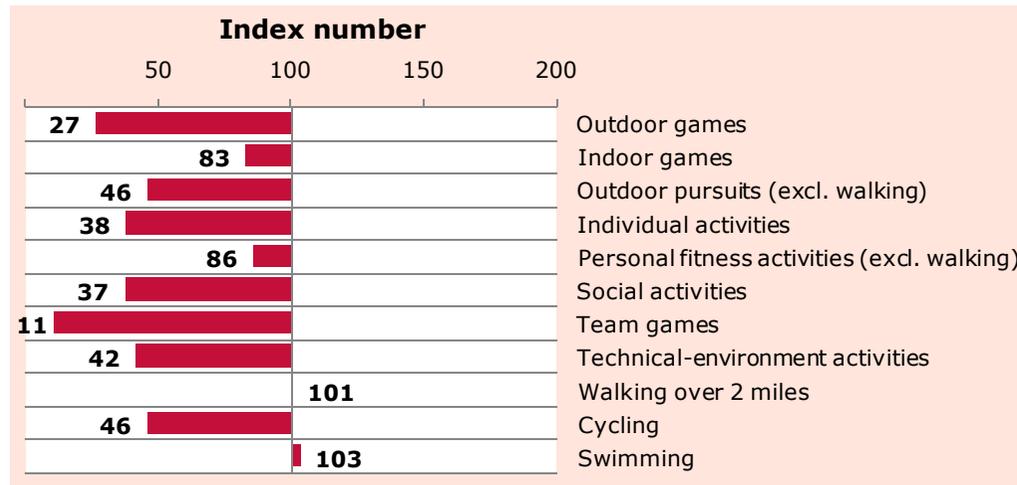
Christine is unlikely to be a sports club member or a volunteer.

Christine is quite likely to express latent demand, typically in personal fitness and indoor activities.



Participation behaviours

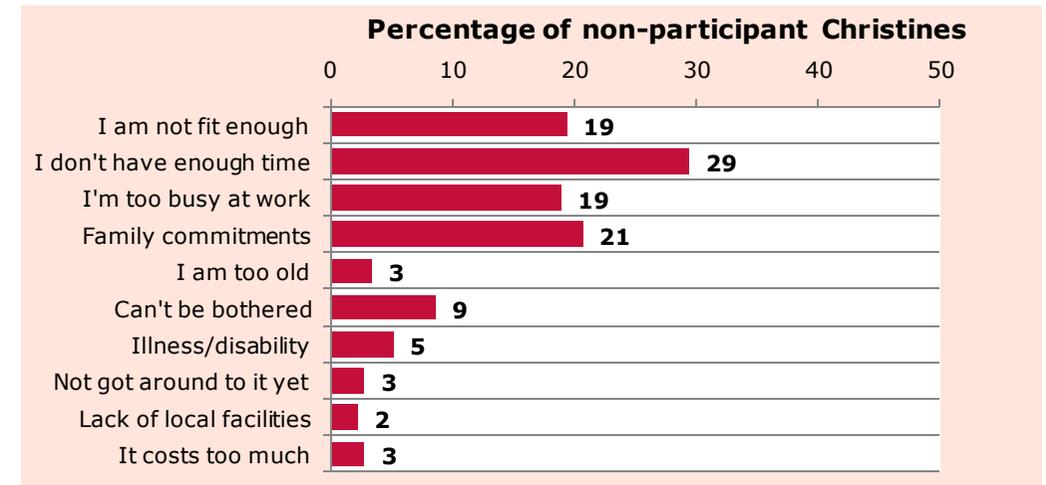
What does Christine participate in?



Christine is unlikely to be a regular participant in activity, and is very unlikely to undertake any activities other than walking, swimming, indoor and personal fitness activities.

Other than walking, cycling and swimming; going to the gym (5%), aerobics (4%) and yoga (2%) are the activities most favoured by Christine. The main motivation for activity is keeping fit, though having fun may be a secondary motivation, even though Christine probably does not participate in either social activities or team games.

Why does Christine not participate?



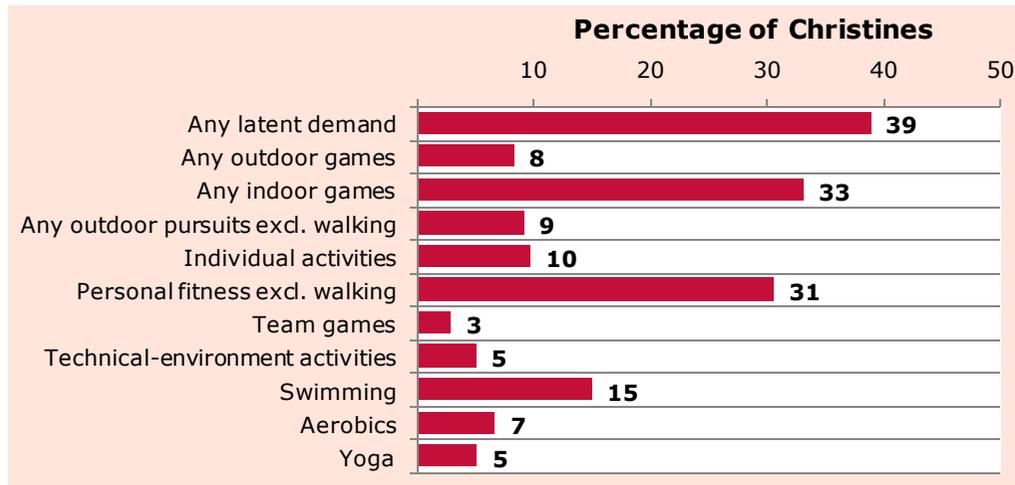
For those in this segment who do not participate, a lack of time, family and work commitments and a lack of fitness are all common barriers. In particular, family commitments and a lack of time are more prevalent for those in this segment compared to the national average.

Cost, age, availability of facilities and apathy are not prevalent barriers for this segment.



Latent demand

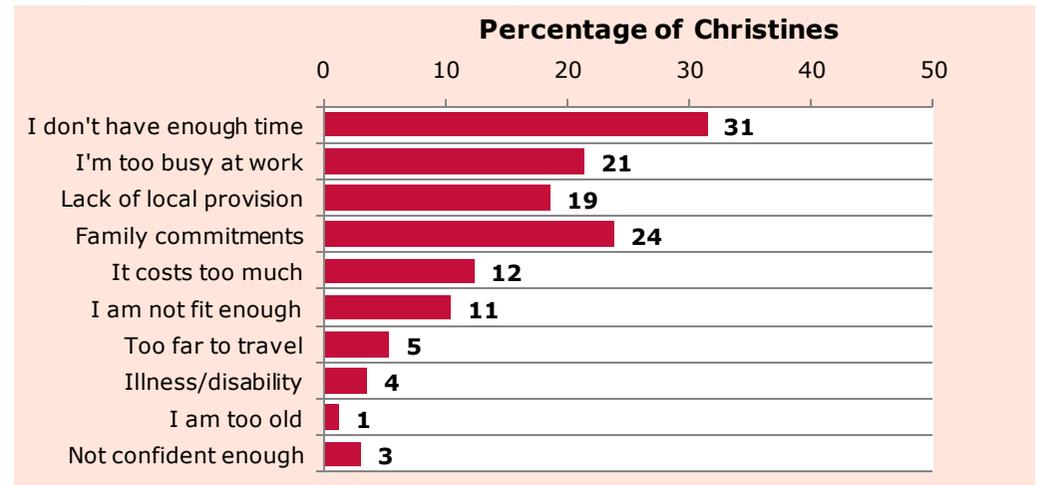
What would Christine like to participate in?



Although the proportion in this segment expressing latent demand is slightly lower than average, those in this segment who do not participate at all at present are more likely to express latent demand compared to their equivalents in other segments.

In line with participation patterns, personal fitness and indoor activities are the most commonly demanded activities. Swimming, aerobics and yoga are the most popular choices.

Why doesn't Christine take part more often?



As with non-participants, a lack of time, work and family commitments are all significant barriers for many of those in this segment who wish to participate more often.

Cost and a lack of available facilities are much more prominent barriers for those who wish to participate more often, though both remain below the national average. A lack of fitness is a less prevalent barrier for those expressing latent demand, compared to non-participants.



Christine

How should you communicate with Christine?

Christine tends to enjoy the soap storylines and the latest reality TV show. She is likely to gossip about these with her friends.

In addition to TV, Christine typically listens to the local commercial radio station. She is likely to respond favourably to radio and TV advertising, particularly if it is associated with her local community.

Christine is unlikely to have a computer at home or use one at work; as such, she doesn't tend to have access to the internet.

Christine typically enjoys the interactive facilities on her digital TV and mobile phone contract.

Christine is likely to enjoy reading soap magazines and the tabloids. She tends to be fairly responsive to direct mail. Christine tends to rely on friends and family for advice and is likely to trust advisory-based call centres.

Seven per cent speak Welsh as a first language.

What message and tone would engage Christine?

Uncomplicated
Word of Mouth
Jargon Free
Mass Culture
Reliable
Reassuring
Co-operative

Hardworking
Value for Money
Everyday
Mass Market
Trustworthy
Advisory
Comforting

What media and brands does Christine tend to use?

Bella
TV Choice
Best
Real Magazine
Daily Mail

Chat
That's Life
Women's Own
Inside Soap
Reader's Digest



Christine

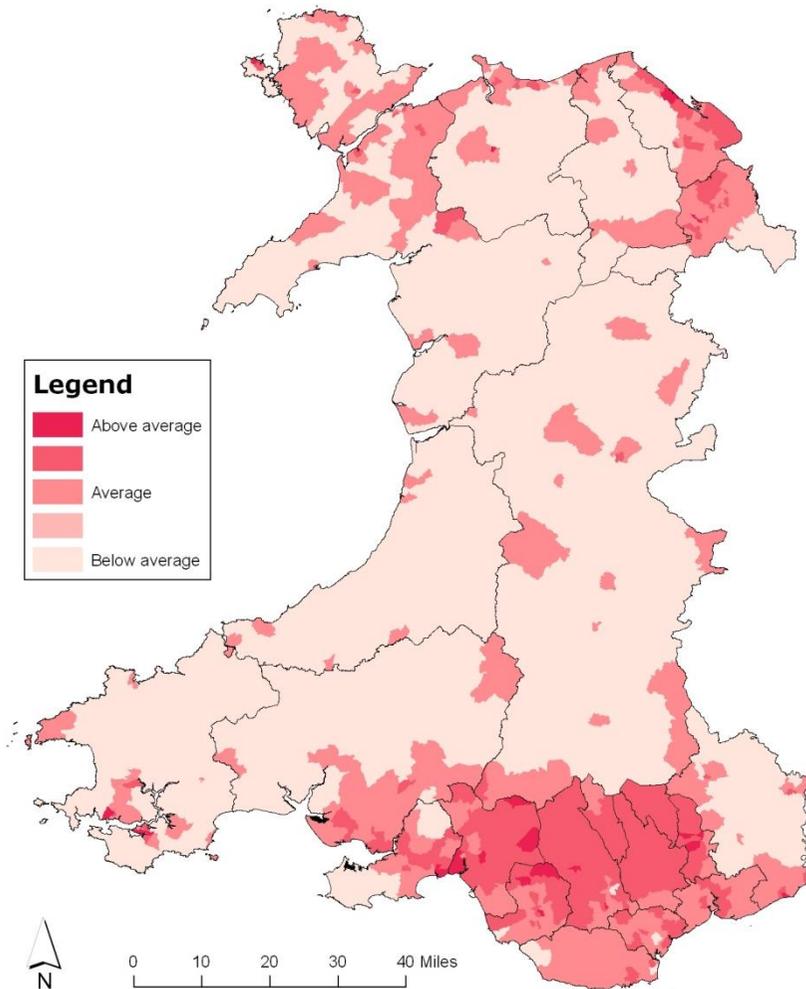
Where is Christine?

Christine is more commonly found in industrial and urban Wales.

At local authority level, Christine is most commonly found in Blaenau Gwent, Merthyr Tydfil, Caerphilly, Neath Port Talbot and Rhondda Cynon Taf.

Christine is less common in most rural local authority areas, particularly Ceredigion, Powys, Gwynedd, Pembrokeshire and the Isle of Anglesey. Many industrialised and urban parts of otherwise rural authority areas, however, have a prevalence of Christine close to the national average. Such areas include the slate-mining areas of Gwynedd, the coast of North Wales and parts of Flintshire and Wrexham, as well as south-east Carmarthenshire.

Towns with the highest proportion of Christine include Maesteg, Tonypandy, Abertillery, Mountain Ash, Flint and Holyhead.





Christine

Market segmentation

	Name	Age	Population	% of pop ⁿ	Regular participation (%)
1	Huw	26-45	74,999	3.2%	73%
2	John & Ann	46-65	269,364	11.6%	58%
3	Christine	36-55	294,107	12.6%	49%
4	Mark	26-45	159,869	6.9%	72%
5	Bob & Betty	66+	170,880	7.3%	45%
6	Tony	46-65	270,821	11.6%	44%
7	Lisa	18-35	291,012	12.5%	60%
8	Siân	18-45	168,727	7.2%	67%
9	Gav	18-25	91,341	3.9%	67%
10	Dot	66+	219,296	9.4%	31%
11	Rhys	18-25	65,030	2.8%	77%
12	Steve	26-45	254,756	10.9%	62%

The market segmentation is built using data from the *Adult Sports Participation 2004/05* survey, and helps explain individuals' motivations, attitudes, latent demand, behaviour and barriers towards sport and physical recreation. It is underpinned by a range of key socio-demographic variables, which together provide a fully-rounded picture of the Welsh (non)sporting population.

Levels of participation, the activities undertaken, and the barriers and motivations towards sport and physical recreation vary by key life-stage and lifestyle indicators. Each segment represents one of these key distinguishable 'groups' and is described through sporting behaviour and attitudes, socio-economic circumstances, geo-demography, and marketing and communication preferences.

The index value, on the data summary pages, compares a segment's characteristic against the population as a whole. An index of 100 shows an average representation, above 100 is over-represented, and below 100 under-represented.