



# John & Ann

## An introduction to John & Ann

### Segment 2

Adults aged 46-65

269,364 adults (11.6% of all adults)

Any participation in sport and physical recreation	69%
Regular participation (at least once a week)	58%
Club membership	17%
Sports volunteering	3%
Any latent demand for sport and physical recreation	37%

John & Ann tend to be in their 50s and married with grown-up children who no longer live at home.

John & Ann are typically considering early retirement. They tend to have good careers, and their financial prudence means that they can afford a few luxuries.

The family home typically feels too big and the garden requires a lot of maintenance. John & Ann are likely to be considering down-sizing.

John & Ann are likely to be active in the community and will have many friends and contacts nearby.

John & Ann tend to trust traditional methods of communication and marketing.

John & Ann tend to be fairly active, with patterns of participations slightly higher than national averages, and sports club membership and sports volunteering broadly in line with national averages.

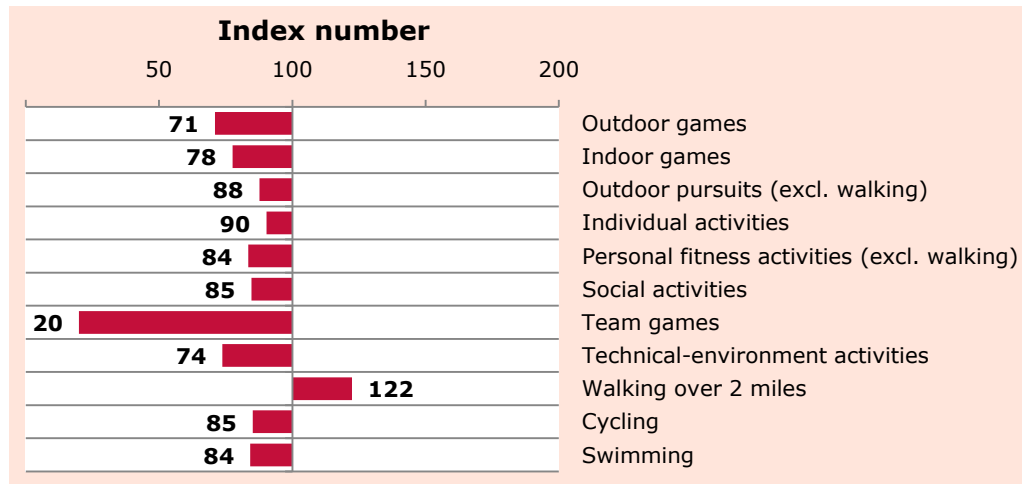
For non-participants in this segment, a lack of fitness is the most common barrier to participation; however, for those who express latent demand, a lack of time and work commitments are more prevalent.



# John & Ann

## Participation behaviours

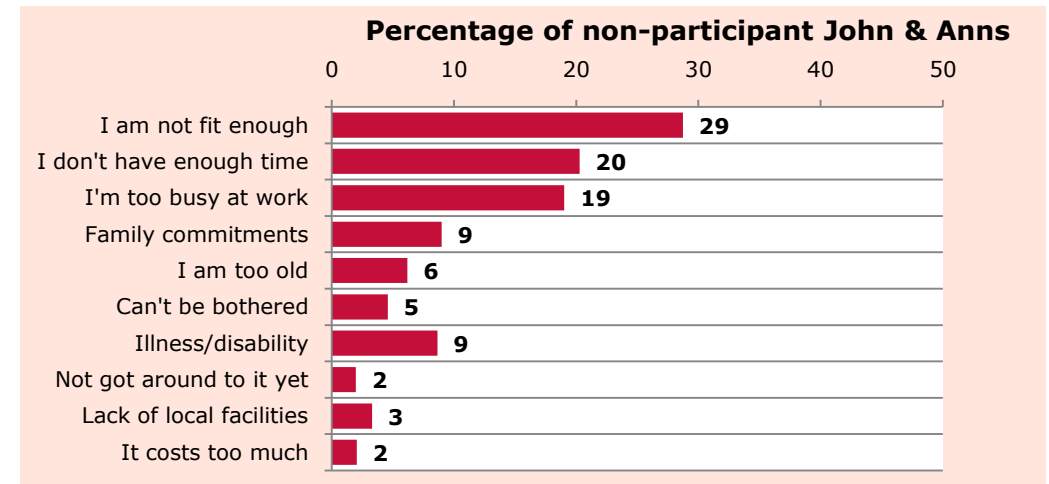
### What do John & Ann participate in?



John & Ann tend to be quite active, with patterns of participation slightly lower than national averages. The exception is team games, which John & Ann are very unlikely to participate in.

Other than walking, cycling and swimming; golf (6%), going to the gym (5%) and aerobics (3%) are John & Ann's most popular activities. Keeping fit is very likely to be John & Ann's primary motivation for participation, though socialising and having fun are often common secondary motivations.

### Why do John & Ann not participate?



In general, the barriers faced by non-participants in this segment reflect the national picture.

The most prevalent barrier for those who do not participate is a lack of fitness. A lack of time and work commitments are also common barriers.

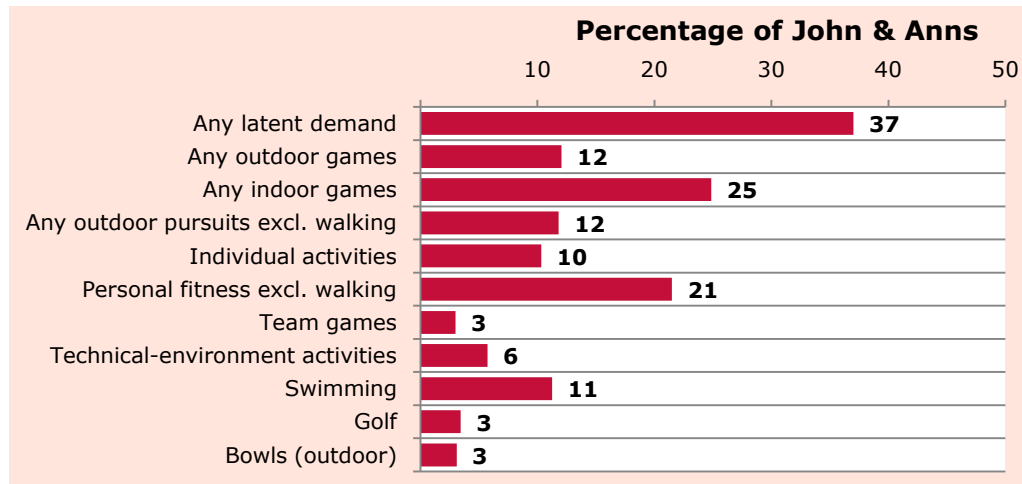
Family commitments and apathy are less likely to be a barrier compared with many other segments, and cost is not a significant barrier for most.



# John & Ann

## Latent demand

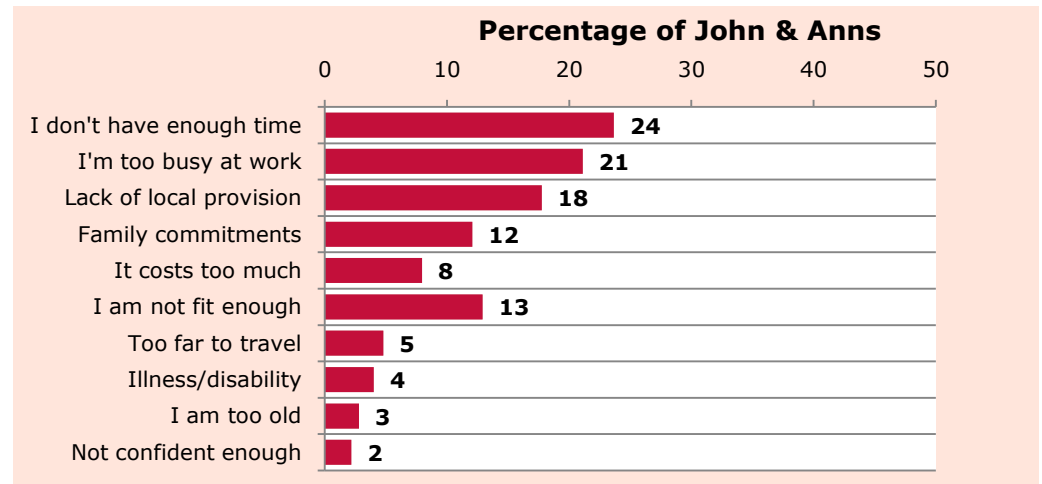
### What would John & Ann like to participate in?



Thirty-seven per cent of this segment would like to take part in an activity more often, slightly lower than the national average. In line with their patterns of participation, John & Ann are unlikely to demand team games.

The most commonly demanded activity is swimming, followed by golf and outdoor bowls.

### Why don't John & Ann take part more often?



Lack of fitness is a less prevalent issue for those expressing latent demand, compared to non-participants in this segments.

A lack of time and work commitments are the most common barriers for those who wish to increase their participation, though lack of time remains a less prevalent barrier for this segment than for the population as a whole.



# John & Ann

## How should you communicate with John & Ann?

John and Ann tend to be medium to light TV viewers, watching it for the occasional lifestyle programme, and to keep up to date with news and current affairs. TV advertising does not appeal to them.

John and Ann are likely to be heavy radio listeners; preferring to listen to the BBC stations and Classic FM.

They tend to be moderate users of the internet, and are likely to use it for information on sport and financial matters as well as for emails. Internet advertising and e-messages tend not to appeal.

John and Ann are likely to be large consumers of daily newspapers.

They tend to be adverse to direct mail, but are likely to welcome the opportunity for face-to-face or call centre interaction. Telephone marketing is unlikely to reach John and Ann, as they tend to be Telephone Preference Service-listed and rarely use their mobile phones.

Twenty per cent speak Welsh as a first language.

### What message and tone would engage John & Ann?

Established	Community
Trustworthy	Reliable
Valuable	Prestigious
Classic	Intellectual
Unpretentious	Healthy
Pragmatic	Cautious
Established	

### What media and brands do John & Ann tend to use?

Gardeners' World	Natur Cymru
The Sunday Times	Daily Express
Country Living	Homes & Gardens
Golf Monthly	Classic FM
BBC Good Food	BBC Online



# John & Ann

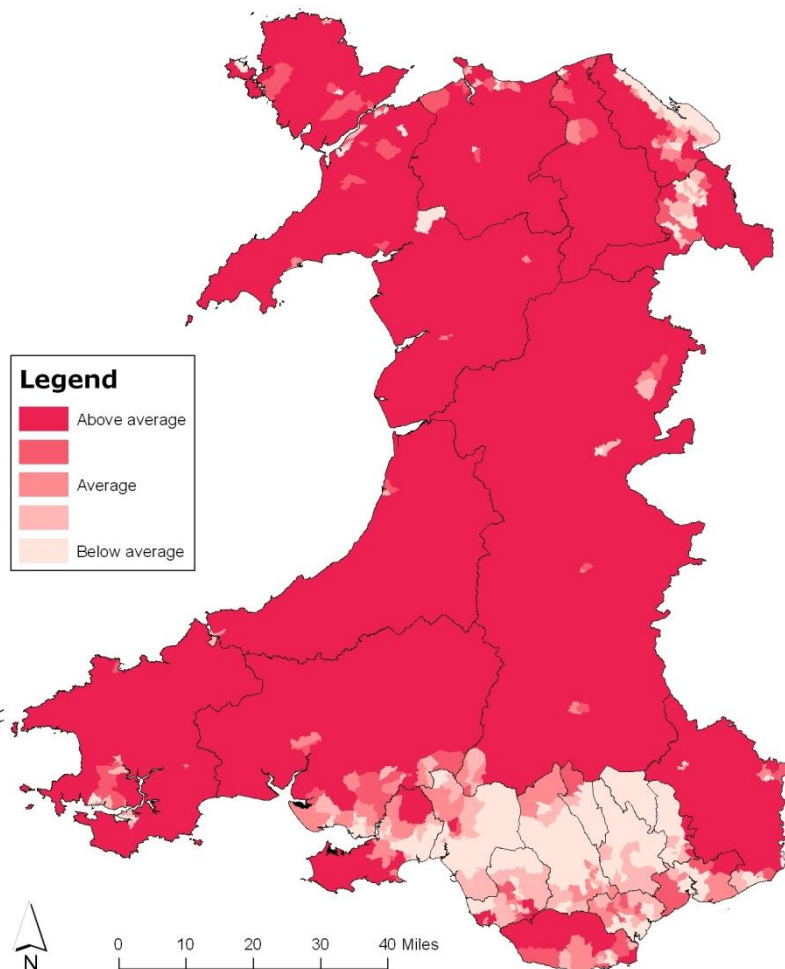
## Where are John & Ann?

John & Ann are more commonly found in rural Wales.

At local authority level, John & Ann are most commonly found in Ceredigion, Powys, Pembrokeshire, Gwynedd and the Isle of Anglesey. In those areas, most ward areas have an above average prevalence of John & Ann, with only a few pockets of lower prevalence in industrial and urban areas.

John & Ann are least often found in the local authority areas of Blaenau Gwent, Merthyr Tydfil, Caerphilly, Rhondda Cynon Taf and Neath Port Talbot. Urban areas of authorities such as Cardiff, Swansea, Flintshire and Wrexham also have lower numbers of John & Ann relative to their population.

Towns with the highest proportion of John & Ann include Tywyn, Lampeter, Tenby and Porthmadog.





# John & Ann

## Market segmentation

	Name	Age	Population	% of pop <sup>n</sup>	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	Sian	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.