

## An introduction to Rhys

### Males aged 18-25

**76,595 adults (3.3% of all adults)**

Any participation in sport and physical recreation	82%
Regular participation (at least once a week)	75%
Club membership	37%
Sports volunteering	6%
Any latent demand for sport and physical recreation	48%

Rhys tends to be between 18-25 years old. Rhys is unlikely to be married or have children. He is likely to be a student in high education and share privately-rented accommodation with friends. He typically is optimistic about his future.

Rhys is likely to seek out new experiences: new forms of entertainment and new ways to enjoy life. He tends to be very responsive to viral advertising. Communications to Rhys should emphasise the cutting-edge nature of products and services, and their entertainment potential.

Rhys is typically very active, and is therefore more likely than average to take part in every category of activity with the exception of walking. Rhys is the most likely to participate in outdoor games, outdoor pursuits, social activities and team games. Although keeping fit tends to be Rhys' primary motivation, he is also the most likely to be motivated by competition, while socialising and having fun often provide additional motivation. Rhys is the most likely of the twelve segments to be a member of a traditional sports club, and is also relatively likely to join a leisure/fitness centre. Rates of volunteering are also relatively high.

Rhys is likely to express latent demand for a range of activity types, with the exception of personal fitness and social activities. Lack of local provision and cost are barriers to increased participation.

## Participation behaviours

### What does Rhys participate in?

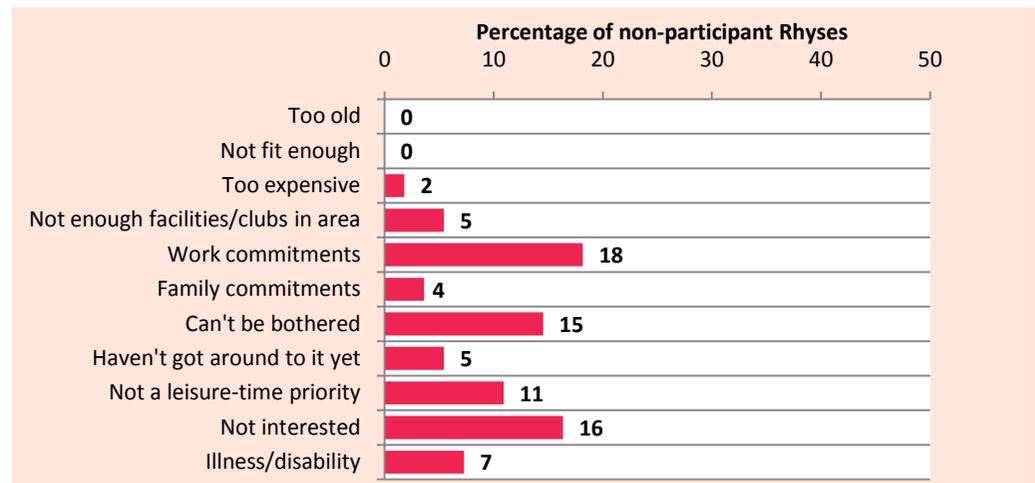


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Football (36%), walking (29%), weight training (27%) and running/jogging (20%) are Rhys' most popular activities.

Although keeping fit tends to be Rhys' primary motivation, he is also the most likely to be motivated by competition, while socialising and having fun often

### Why does Rhys not participate?



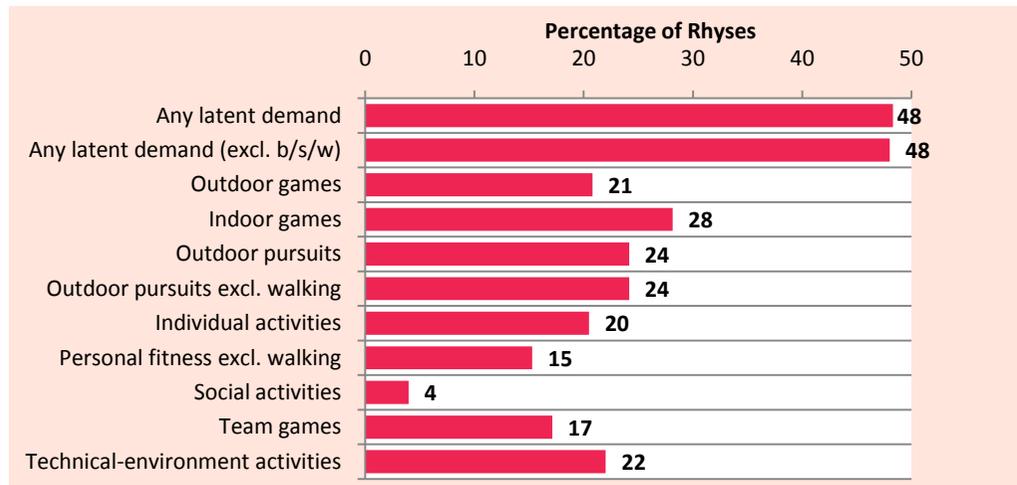
For the rare few in this segment who do not participate in any activity, work commitments is the most common barrier.

Apathy is a barrier for many in this segment, both in terms of not being bothered and not getting around to starting participation.

The cost of activities is not a concern for Rhys.

## Latent demand

### What would Rhys like to participate in?

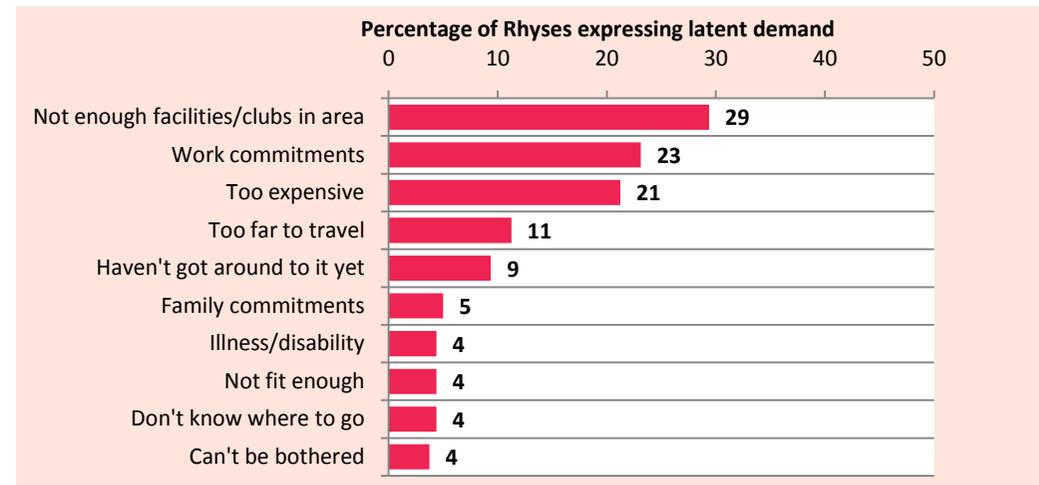


Forty-eight per cent of this segment would like to take part in an activity more often. In line with patterns of participation, a high level of latent demand exists for all categories of activity.

Rhys' latent demand for personal fitness and social activities is below average.

Swimming, football and rugby are the most commonly demanded activities.

### Why doesn't Rhys take part more often?



Lack of local provision is the most common barrier for those who wish to participate more often, in contrast to the barriers faced by non-participants. Similarly, cost may also be a barrier to additional participation for Rhys.

As with non-participants, work commitments is cited by many in this segment as a barrier.

## How should you communicate with Rhys?

Rhys is likely to seek out ne experiences: new forms of entertainment and new ways to enjoy life. He tends to be very responsive to viral advertising. Communications to Rhys should emphasise the cutting-edge nature of products and services, and their entertainment potential.

Rhys tends to listen to internet radio and national radio networks. He is unlikely to listen to the local commercial radio station and recall their adverts.

Rhys typically spends a lot of time on the internet for information, banking, social, and gaming purposes. Sports results, news, email and music tend to be researched online.

Rhys rarely buys a newspaper as he accesses this information via the web; he tends to purchase special interest magazines, primarily for music and sporting hobbies.

Rhys is unlikely to respond to traditional communications such as direct mail.

His primary service channel is the internet.

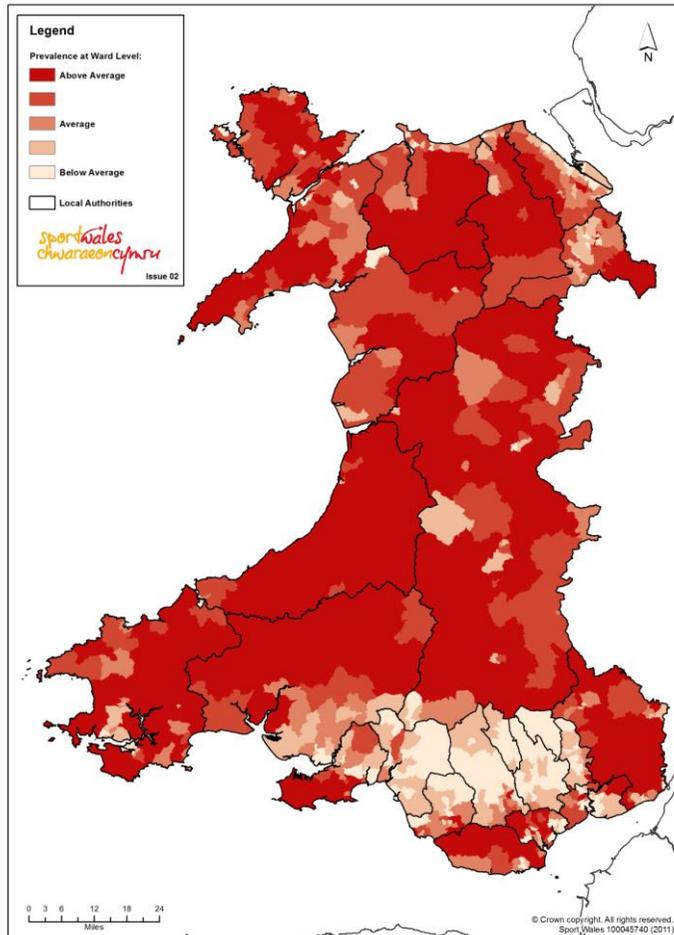
Twenty-one percent speak Welsh; ten percent speak Welsh as a first language.

### What message and tone would engage Rhys?

Youthful	Global
Dynamic	Edgy
Image-conscious	Technological
Innovative	Entertaining
Cutting-edge	New & Improved
Individual	Sociable

### What media and brands does Rhys tend to use?

Arena	FHM
Independent Online	NME
Mixmag	4-4-2 Magazine
BBC Top Gear	BBC Radio 1
Twitter	Facebook



## Where is Rhys?

Rhys is most commonly found in rural Wales, and in areas inhabited by student populations in Wales' towns and cities.

At local authority level, Rhys is most commonly found in Ceredigion, Cardiff, Gwynedd, Powys and Monmouthshire. In many instances, however, Rhys is highly concentrated in wards near to or surrounding universities, for example in Aberystwyth, Treforest (University of Glamorgan), Cardiff, Bangor and Swansea. These wards have the highest prevalence of Rhys in Wales.

Rhys is least commonly found in Blaenau Gwent, Merthyr Tydfil, Caerphilly, Neath Port Talbot, Rhondda Cynon Taf. Rhys is also less prevalent on the coast of Flintshire and less affluent parts of Wales' largest towns and cities.

Towns with the highest proportions of Rhys include Aberystwyth, Lampeter, Denbigh, Cardiff and Porthcawl.

## People segmentation

Name	Age	Population	% of pop <sup>n</sup>	Any participation in sport (%)
Rhys	18-25	76,595	3.3%	82
Gav	18-25	99,786	4.3%	76
Lisa	18-35	302,082	12.9%	60
Siân	18-45	191,011	8.2%	69
Mark	26-45	158,294	6.8%	73
Steve	26-45	236,847	10.1%	66
Huw	26-45	86,313	3.7%	72
Christine	36-65	283,079	12.1%	51
John & Ann	46-65	288,214	12.3%	58
Tony	46-65	226,710	9.7%	46
Bob & Betty	66+	190,947	8.2%	43
Dot	66+	202,886	8.7%	28

The people segmentation is built using data from the *Active Adults Survey 2008-09*, 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 relating to 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.