

An introduction to Gav

Males aged 18-25

99,786 adults (4.3% of all adults)

Any participation in sport and physical recreation	76%
Regular participation (at least once a week)	66%
Club membership	31%
Sports volunteering	5%
Any latent demand for sport and physical recreation	43%

Gav tends to be in his late teens and early 20s. He typically lives in rented accommodation which he shares with friends, or still lives at home. Gav is likely to have a relatively carefree attitude and not be ready to settle-down. Gav typically has strong community ties to his home town and is unlikely to migrate from the area.

Gav is likely to be undertaking vocational training in a further education institution or employed in manual work. His income levels tend to be relatively low.

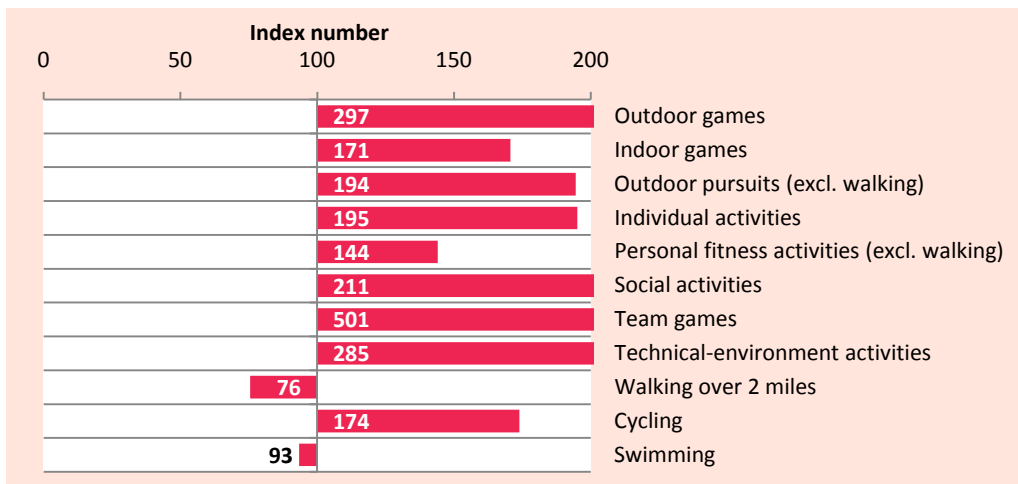
Gav is likely to be responsive to entertaining and quirky advertising, and tends to recall programme sponsorship. He is typically persuaded by his peer group, and is likely to follow current fashions, buy the latest gadgets and be in touch with new technologies. Gav is motivated by new experiences and has an open attitude to new ideas.

Gav tends to be active, and is therefore more likely than average to take part in every category of activity, except for walking over 2 miles and swimming. Outdoor games, indoor games, personal fitness activities and team games are all popular activities. Gav's main motivation for participation is typically to keep fit, though having fun, socialising and competition are often significant motivators. Gav is relatively likely to be a member of a traditional sports club, and may also be a member of a leisure/fitness centre. He is also more likely than average to volunteer in sport.

Gav expresses latent demand for a range of activity types, particularly indoor games - only personal fitness and social activities are relatively unlikely to appeal.

Participation behaviours

What does Gav participate in?

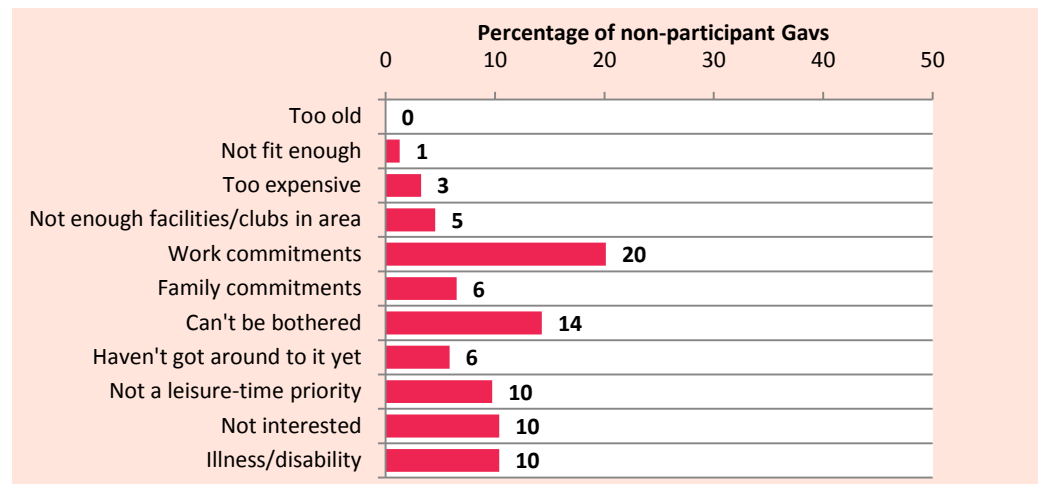


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Football (35%), walking (26%), weight training (23%) and running/jogging (18%) are Gav's most favoured activities.

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Why does Gav not participate?

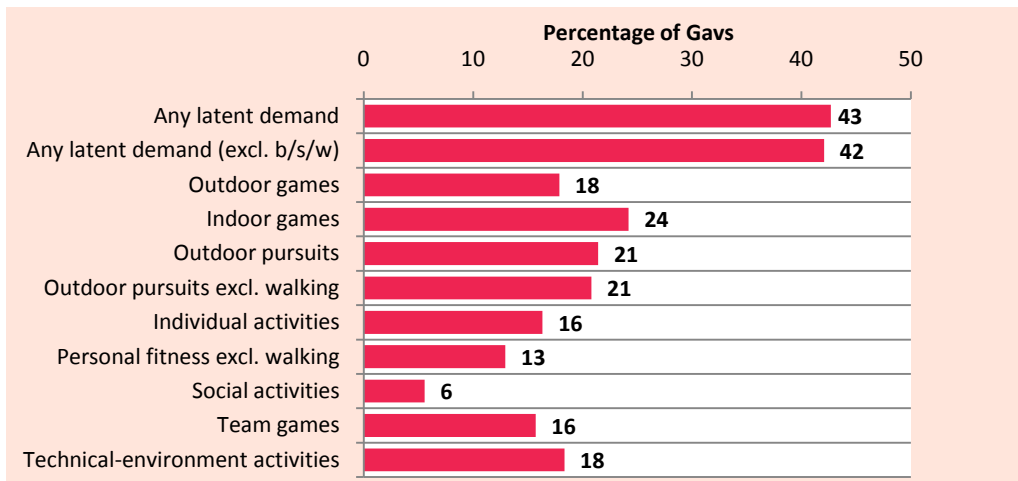


Work commitments and apathy are the most commonly stated barriers for non-participants.

Cost, age and availability of local facilities and clubs are unlikely to prevent Gav from participating.

Latent demand

What would Gav like to participate in?

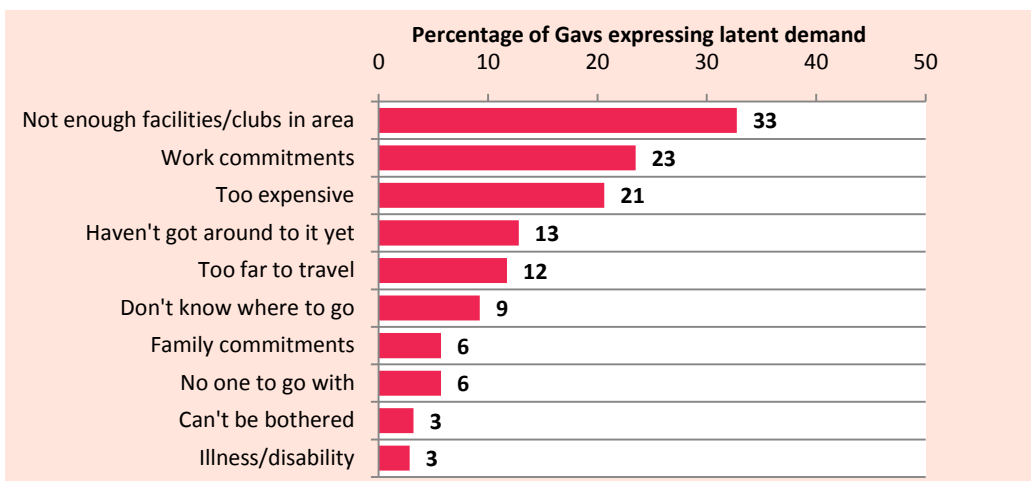


Forty-three per cent of this segment would like to take part in an activity more often. Those who already participate are more likely to wish to increase their participation than those who do not currently participate.

In line with his pattern of participation, Gav most commonly demands indoor games, but a range of activities have relatively high unmet demand, with the exception of personal fitness and social activities.

Football, car rallying and swimming are the activities most commonly demanded by Gav.

Why doesn't Gav take part more often?



Lack of local activity provision is the most common barrier for those who wish to participate more often.

Cost and work commitments may also prevent additional participation. Age, lack of fitness and confidence are unlikely to prevent Gav from fulfilling latent demand.

How should you communicate with Gav?

Gav is likely to be responsive to entertaining and quirky advertising, and tends to recall programme sponsorship. He is typically persuaded by his peer group, and is likely to follow current fashions, buy the latest gadgets and be in touch with new technologies. Gav is motivated by new experiences and has an open attitude to new ideas.

Gav typically is a heavy user of the internet and interactive services from his digital TV subscription. He tends to use the internet for information and downloading.

Gav tends to read the red-top newspapers and is likely to buy hobby and lads' magazines, particularly those linked to music, technology, and gaming.

Gav's mobile phone tends to be an essential accessory. He is likely to subscribe to the latest features and will often change contracts. Gav is unlikely to access services by post or face to face contact.

His primary source of information is the internet.

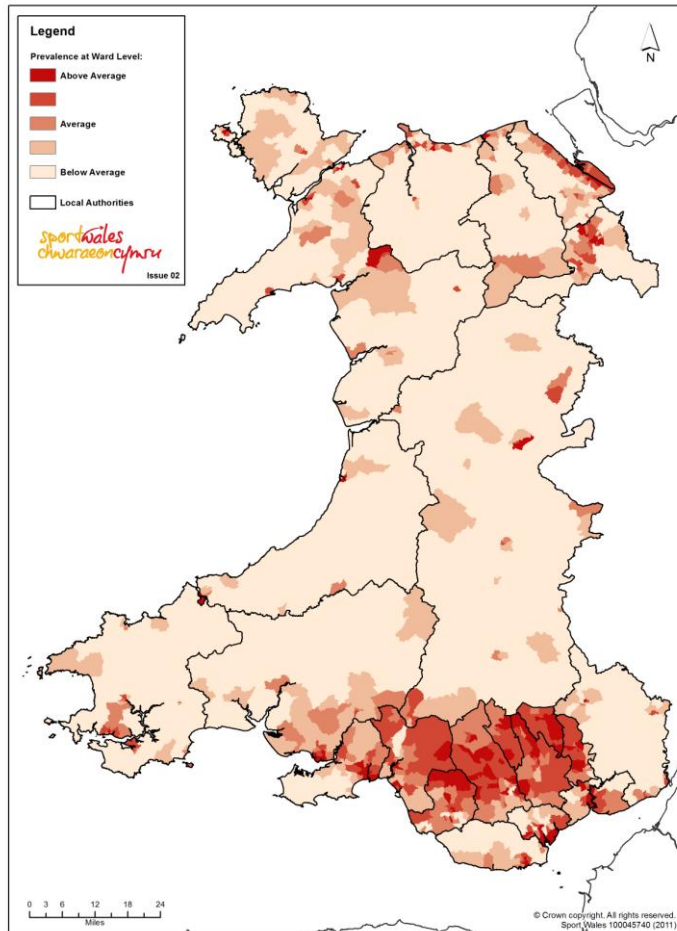
Fourteen per cent speak Welsh; seven percent speak Welsh as a first language.

What message and tone would engage Gav?

Cutting-edge	Informal
Entertaining	Bespoke
Gadgetry	Informative
Young	Urban
Techy & Novel	Dynamic
Sociable	Hip

What media and brands does Gav tend to use?

News of the World	The Sun
X360 Magazine	PSM3
FHM	Loaded
NME	Rolling Stone
XFM	YouTube



Where is Gav?

Gav is most commonly found in the South Wales Valleys, as well as some other industrial and urban areas across Wales.

At local authority level, Gav is most commonly found in Blaenau Gwent, Merthyr Tydfil, Torfaen, Caerphilly and Rhondda Cynon Taf. The coast around Flintshire and some wards within Swansea, Cardiff and Newport also have relatively high prevalence of Gav.

Gav is least often found in rural Wales, though there are some pockets of high prevalence in and around towns such as Blaenau Ffestiniog and Newtown.

Towns with the highest proportion of Gav include Abertillery, Mountain Ash, Porth, Maesteg and Pontypool.

People segmentation

Name	Age	Population	% of pop ⁿ	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.