

An introduction to Lisa

Females aged 18-35

302,082 adults (12.89% of all adults)

Any participation in sport and physical recreation	60%
Regular participation (at least once a week)	49%
Club membership	13%
Sports volunteering	3%
Any latent demand for sport and physical recreation	46%

Lisa tends to be between 18 and 35 years old, and usually has at least one child. She typically is on a low income, probably service-orientated, and is likely to rely on state benefits. Lisa is likely to be living with a partner or raising children as a single mum. She tends to live in social housing and is unlikely to have significant savings.

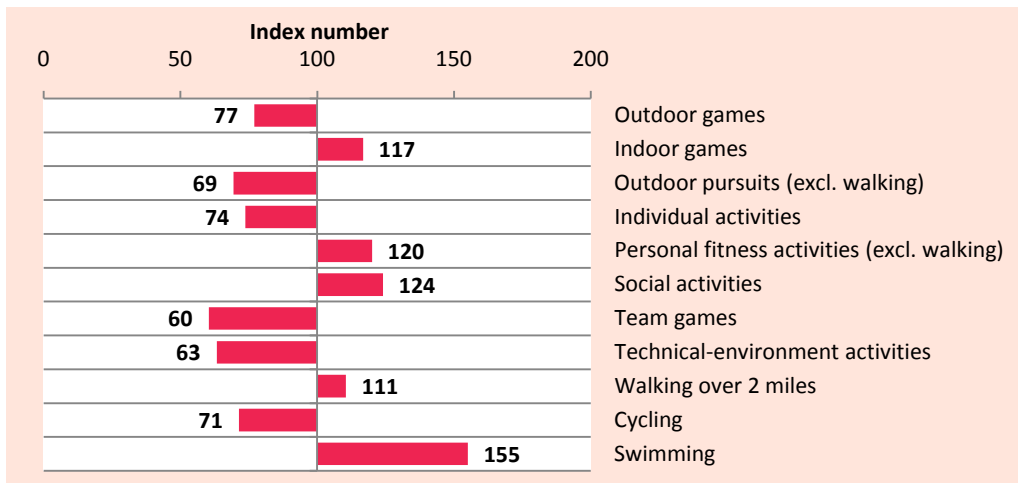
Turned off by facts and figures, Lisa is drawn to products to which she is intuitively drawn, and which provide entertainment and new experiences. If appealing, fun and glossy, Lisa may respond to advertising in magazines, posters and direct mail – especially if they contain money-off vouchers or promotional offers.

Lisa tends to participate in at least some activity, but there are significant differences in participation between activities of different types. Lisa tends to participate in indoor games, social and personal fitness activities, in particular swimming. Lisa's main motivations for participation are to keep fit and stay healthy. Having fun is also important for many. Competition is rarely a motivating factor. Lisa is very unlikely to be a member of a traditional sports club, preferring activities offered by leisure/fitness centres. She may volunteer in sport, however, often supporting her children's activities.

Lisa is likely to want to participate more often in sport, in particular indoor games and personal fitness activities. Work and family commitments are likely to prevent increased participation.

Participation behaviours

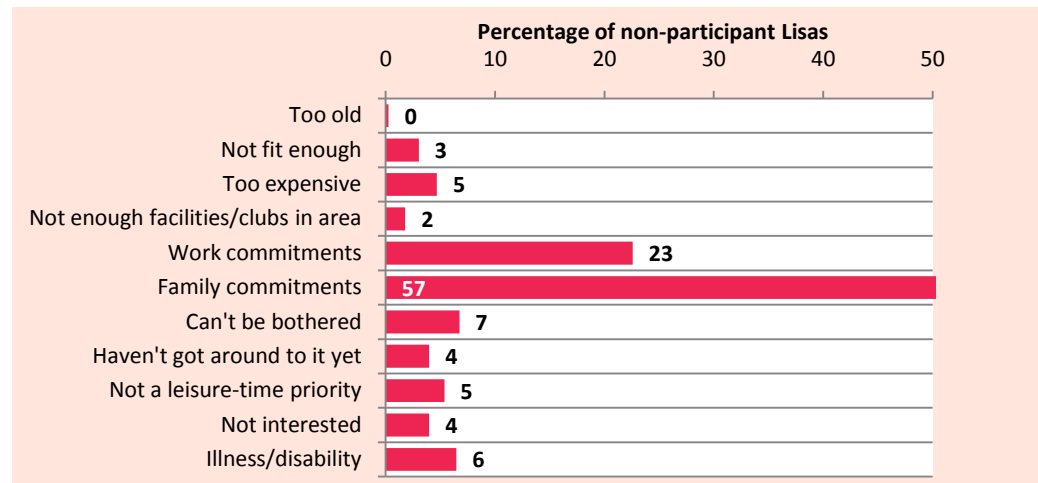
What does Lisa participate in?



Lisa tends to participate in at least some activity, but there are significant differences in participation between activities of different types. Lisa tends to participate in indoor games, social and personal fitness activities, in particular swimming.

Other than walking, cycling and swimming; fitness sessions (17%), exercise machines (10%) and running/jogging (7%) are Lisa's most popular activities. Lisa's main motivations for participation are to keep fit and stay healthy. Having fun is also important for many. Competition is rarely a motivating factor.

Why does Lisa not participate?



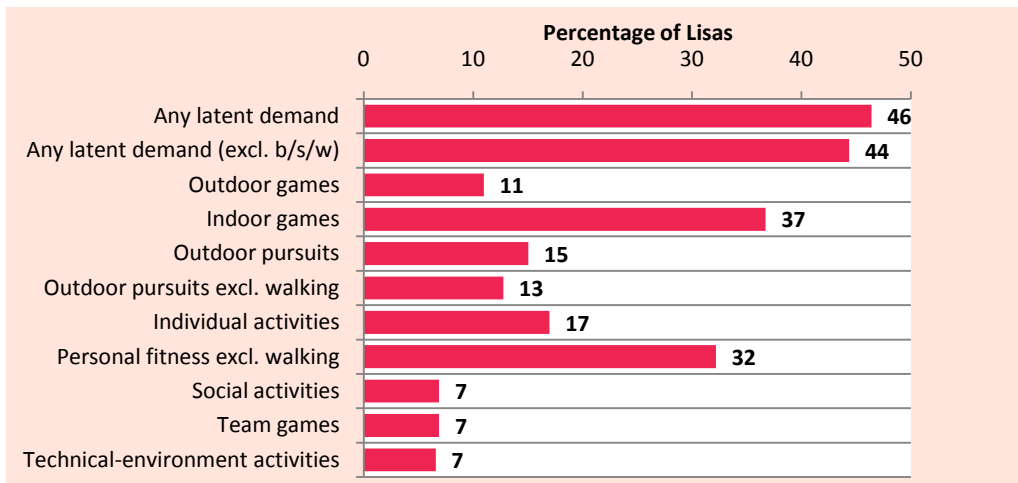
For those in this segment who do not participate, family commitments are by far the most common barrier.

Moreover, Lisa is the most likely to state that family commitments prevent her from participating. Work commitments are also a barrier for many.

Cost, a lack of local provision, and age are unlikely to prevent participation.

Latent demand

What would Lisa like to participate in?

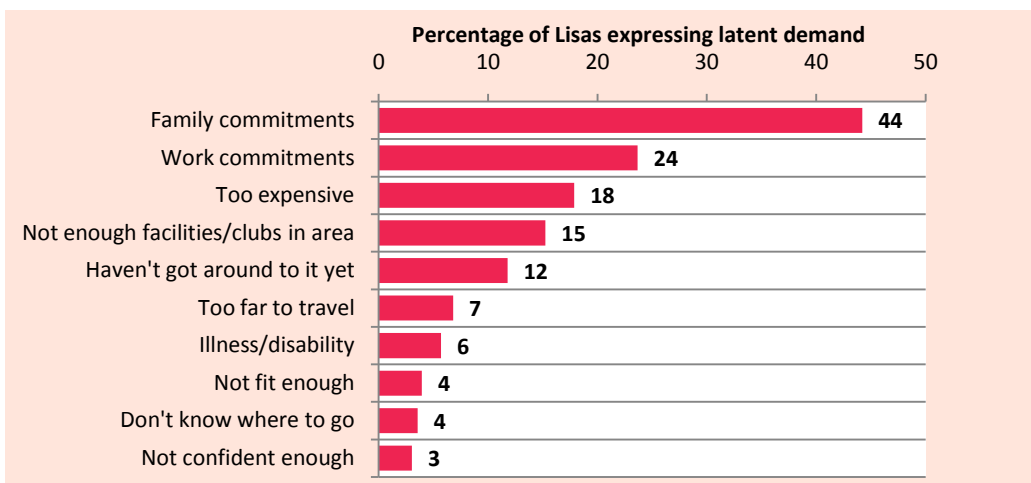


Forty-six per cent of this segment would like to take part in an activity more often, with demand amongst participants and non-participants both above average.

In line with her patterns of participation, Lisa is more likely to demand indoor games and personal fitness activities, though demand for most activities is above average.

Swimming, fitness sessions and exercise machines are most commonly demanded.

Why doesn't Lisa take part more often?



As with non-participants, work and family commitments are the most prevalent barriers for those who wish to participate more often.

Cost and local provision are much more significant barriers for those who wish to participate more often, compared to non-participants in this segment.

How should you communicate with Lisa?

Turned off by facts and figures, Lisa is drawn to products to which she is intuitively drawn, and which provide entertainment and new experiences. If appealing, fun and glossy, Lisa may respond to advertising in magazines, posters and direct mail – especially if they contain money-off vouchers or promotional offers.

Lisa tends not to listen to the radio regularly.

Lisa uses the internet increasingly to access a wide range of services such as downloading music, social networking and some shopping. Lisa is unlikely to be interested in technology; more in what technology can offer.

Lisa tends to read magazines aimed at younger women, but is unlikely to read newspapers.

Lisa is a heavy user of her mobile phone, using text messages to keep in touch with friends. She is very unlikely to access any service via post or face to face contact.

Lisa's primary service channel is her mobile phone.

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

What message and tone would engage Lisa?

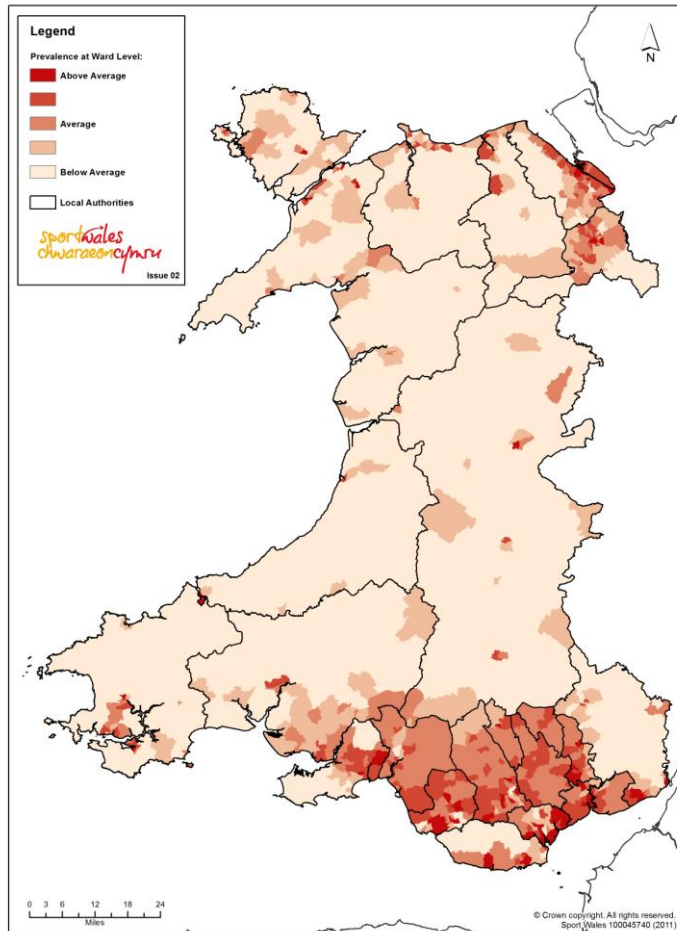
Family
Safe
Materialism
Fun
Everyday
All the rage

Colourful
Reliable
Aspirational
Time saver
House and children
Recommended

What media and brands does Lisa tend to use?

OK!
TV Choice
Cosmopolitan
Hello!
Practical Parenting

Closer
Reveal
Inside Soap
Mail on Sunday



Where is Lisa?

Lisa is most commonly found in metropolitan South Wales, the South Wales Valleys, and industrial areas of North East Wales.

At local authority level, Lisa is most commonly found in Cardiff, Newport, Caerphilly, Torfaen and Bridgend.

Lisa is least likely to be found in Ceredigion, Powys, Pembrokeshire, Gwynedd and the Isle of Anglesey.

Towns with the highest proportion of Lisa include Maesteg, Caerphilly, Holywell, Newport and Barry.

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.