An introduction to Siân

Adults aged 18-45

191,011 adults (8.2% of all adults)

Any participation in sport and physical recreation	69%
Regular participation (at least once a week)	57%
Club membership	21%
Sports volunteering	5%
Any latent demand for sport and physical recreation	51%

Siân tends to be between 18 and 45 years old. She typically is an owner-occupier and lives with her partner or husband. She is also fairly likely to have children. Siân is typically well-educated, a careerist, and well-informed. Siân tends to live in relatively affluent areas and is likely to be surrounded by people at a similar life-stage.

Siân tends to have high out-goings and relatively low disposable income; affordable credit, however, is likely to be readily available.
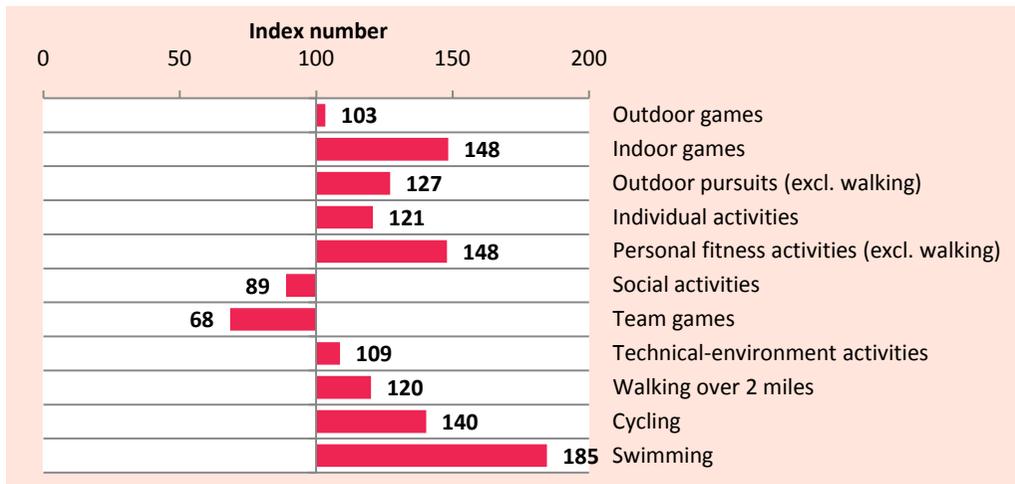
Siân tends to be a perfectionist, typically making well-researched decisions. Brand loyalty tends to be quite low. Siân is unlikely to have a lot of spare time, and is likely to be receptive to advertising, as long as it is specifically aimed at her.

Siân is likely to participate. Indoor games and personal fitness activities are more common, though Siân is much more likely to participate in outdoor activities than any other female segment. Siân's primary motivation for participation is typically to keep fit, though having fun and staying healthy may be important secondary motivations. Siân is unlikely to be a member of a traditional sports club, but is relatively likely to join a leisure/fitness centre. She is also more likely than average to volunteer.

Siân is the most likely of the twelve segments to express latent demand, particularly in personal fitness activities and indoor games. Work and family commitments are amongst the most common barriers, but and lack of local facilities and cost are also significant issues.

LOTTERY FUNDED
ARIENNIR GAN Y LOTERI

Noddir gan
Lywodraeth Cynulliad Cymru
Sponsored by
Welsh Assembly Government

Issue 2

Participation behaviours

What does Siân participate in?

Index number

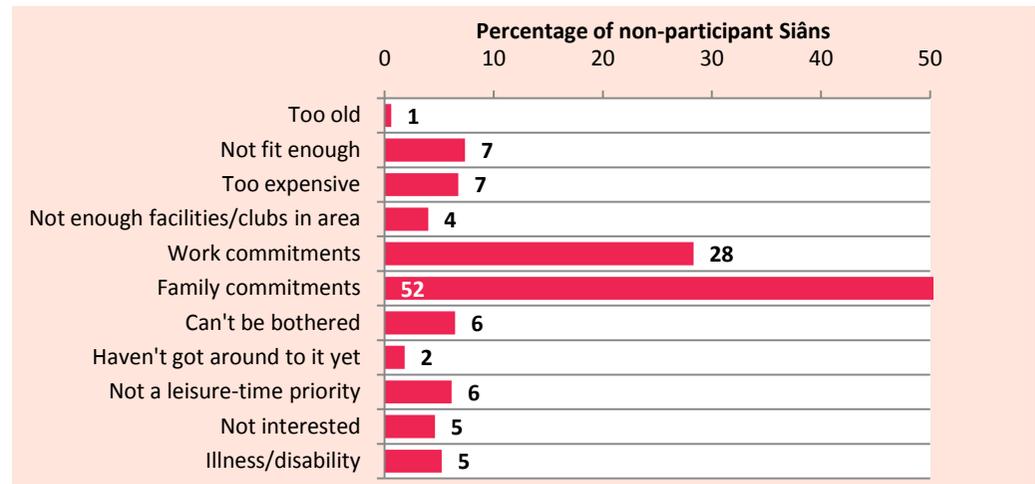| Activity	Index
Outdoor games	103
Indoor games	148
Outdoor pursuits (excl. walking)	127
Individual activities	121
Personal fitness activities (excl. walking)	148
Social activities	89
Team games	68
Technical-environment activities	109
Walking over 2 miles	120
Cycling	140
Swimming	185

Siân is likely to participate. Indoor games and personal fitness activities are more common, though Siân is much more likely to participate in outdoor activities than any other female segment.

Other than walking, cycling and swimming; fitness sessions (21%), exercise machines (12%) and running/jogging (10%) are Siân's most popular activities.

Siân's primary motivation for participation is typically to keep fit, though having fun and staying healthy may be important secondary motivations.

Why does Siân not participate?

Percentage of non-participant Siâns

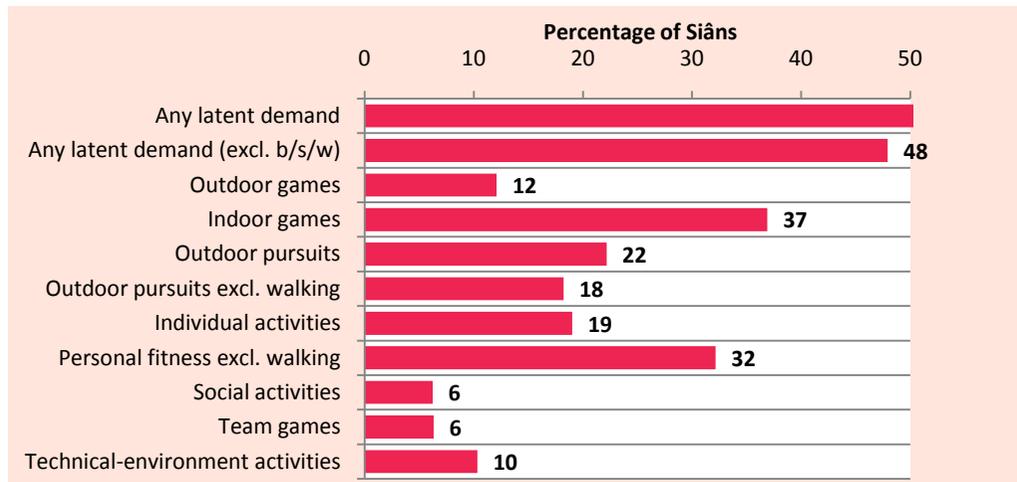| Barrier	Percentage
Too old	1
Not fit enough	7
Too expensive	7
Not enough facilities/clubs in area	4
Work commitments	28
Family commitments	52
Can't be bothered	6
Haven't got around to it yet	2
Not a leisure-time priority	6
Not interested	5
Illness/disability	5

For those in this segment who do not participate, family and work commitments are common barriers.

A perceived lack of fitness may also be an issue for some.

Age and a lack of local provision are unlikely to prevent Siân from participating.

LOTTERY FUNDED
ARIENNIR GAN Y LOTERI

Noddir gan
Lywodraeth Cynulliad Cymru
Sponsored by
Welsh Assembly Government

Issue 2

Latent demand

What would Siân like to participate in?

Percentage of Siâns

Category	Value
Any latent demand	
Any latent demand (excl. b/s/w)	48
Outdoor games	12
Indoor games	37
Outdoor pursuits	22
Outdoor pursuits excl. walking	18
Individual activities	19
Personal fitness excl. walking	32
Social activities	6
Team games	6
Technical-environment activities	10

Fifty-one per cent of this segment would like to take part in an activity more often, the highest of any segment. Those who already participate are more likely to demand additional activity than those who do not currently participate.

In line with her patterns of participation, Siân is most likely to demand indoor games and personal fitness activities (and is the most likely segment to do so).

Swimming, fitness sessions and cycling are the most commonly demanded activities.

Why doesn't Siân take part more often?

Percentage of Siâns expressing latent demand

Category	Value
Family commitments	41
Work commitments	26
Not enough facilities/clubs in area	22
Too expensive	16
Haven't got around to it yet	13
Too far to travel	10
Illness/disability	6
Don't know where to go	5
No one to go with	4
Not fit enough	3

As with non-participants, work and family commitments are amongst the most common barriers to participating more often.

A lack of local facilities, and cost, are more significant issues for those who wish to participate more often, when compared with non-participants in this segment.

LOTTERY FUNDED
ARIENNIR GAN Y LOTERI

Noddir gan
Lywodraeth Cynulliad Cymru
Sponsored by
Welsh Assembly Government

Issue 2

Siân

How should you communicate with Siân?

Siân tends to be a perfectionist, typically making well-researched decisions. Brand loyalty tends to be quite low. Siân is unlikely to have a lot of spare time, and is likely to be receptive to advertising, as long as it is specifically aimed at her.

Siân tends to listen to the radio a lot; typically the BBC stations.

Siân tends to utilise the internet a great deal for managing accounts, purchasing goods, booking holidays, researching information, and emailing friends. She is likely to have broadband and WiFi at home.

Siân is likely to buy magazines that are linked to fashion, health and beauty, and celebrity gossip. She may also read a Sunday broadsheet.

Siân will use the telephone to catch up with family and friends, and may use it to access services. Siân not usually drawn to face-to-face contact.

Due to time constraints her primary service channels are the internet and telephone.

Twenty-six percent speak Welsh; fifteen per cent speak Welsh as a first language.

What message and tone would engage Siân?

Quality	Personalised
Sophistication	Informative
Reassuring	Lifestyle
Reliable	Family
Practical	Creative
Confidence	Authentic

What media and brands does Siân tend to use?

The Guardian	Marie Claire
BBC Good Food	Mother & Baby
Hello!	Grazia
Olive	Essentials
Good Homes Magazine	Independent on Sunday
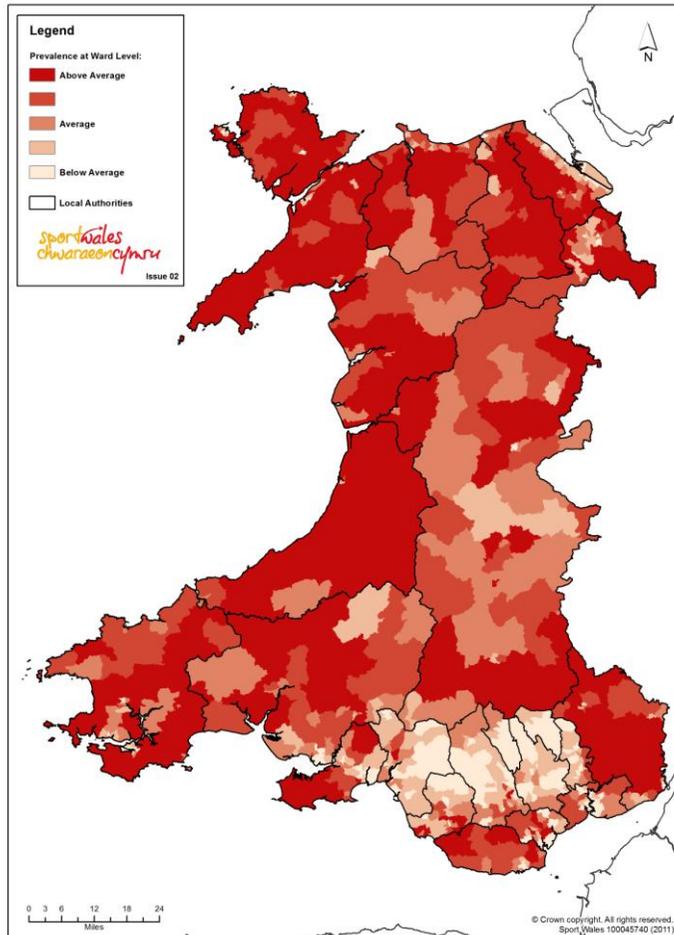
Where is Siân?

Siân is most commonly found in rural Wales, as well as more affluent metropolitan areas.

At local authority level, Siân is most commonly found in Ceredigion, Gwynedd, Isle of Anglesey, Powys and Denbighshire. Siân is relatively prevalent across North Wales, except for industrial and urban areas, especially in Flintshire and Wrexham.

Siân is least often found in the South Wales Valleys, with particularly low prevalence in Blaenau Gwent, Merthyr Tydfil, Caerphilly, Neath Port Talbot and Rhondda Cynon Taf.

Towns with the highest proportion of Siân include Aberystwyth, Lampeter, Denbigh, Ruthin and Bangor.

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.

LOTTERY FUNDED
ARIENNIR GAN Y LOTERI

Noddir gan
Lywodraeth Cynulliad Cymru
Sponsored by
Welsh Assembly Government

Issue 2