An introduction to Mark

Adults aged 26-45

158,294 adults (6.8% of all adults)

Any participation in sport and physical recreation	73%
Regular participation (at least once a week)	64%
Club membership	26%
Sports volunteering	4%
Any latent demand for sport and physical recreation	44%

Mark tends to be in his 30s, married with children of pre-school age, and is likely to have relatively high levels of affluence. Mark is typically part of a two-car household and tends to live on new-build suburban housing estates that are likely to be populated by similar aspiring middle-class families.

Mark tends to have expectations of a growth in his salary and he is likely to have easy access to affordable credit. Mark typically has a want for consumables and the latest technology. His household expenditure is likely to be high and is likely to have little savings. Mark tends to believe that he has a relatively healthy lifestyle and diet; he may have, however, a sports injury and concerns about his levels of cholesterol.
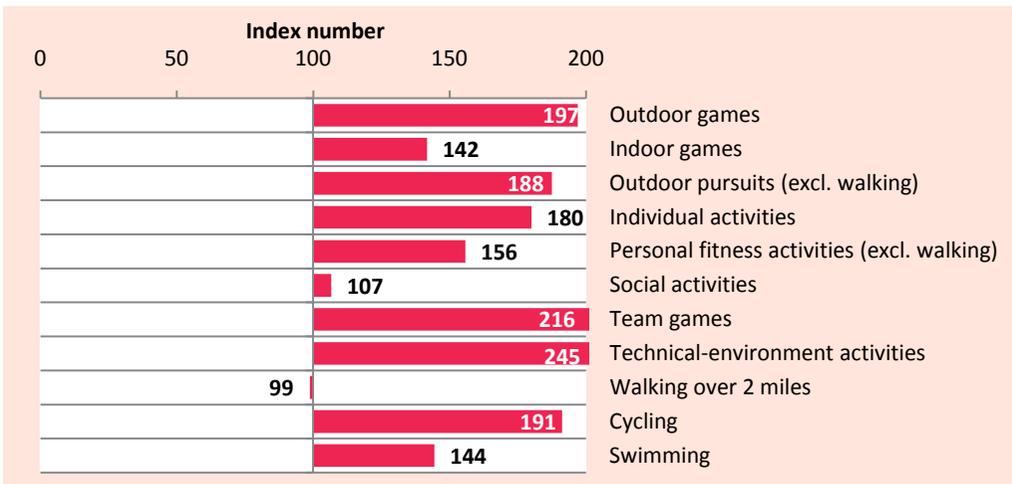
He is very likely to actively search for information when he needs it rather than be contacted directly. A desire for entertainment and cutting-edge experiences may also drive decisions.

Mark tends to be active, and is therefore more likely than the national average to take part in every category of activity with the exception of walking (over 2 miles) which is representative of all segments. Keeping fit is likely to be Mark's main motivation for participation, but having fun is also likely to be important. Mark is relatively likely to be a member of a traditional sports club or leisure/fitness centre, any may volunteer for their club.

Mark is more likely than average to demand outdoor activities, but is most likely to express demand for more personal fitness activities. Work and family commitments, and a lack of local provision, are the most common barriers to increased participation.

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Participation behaviours

What does Mark participate in?

Index number

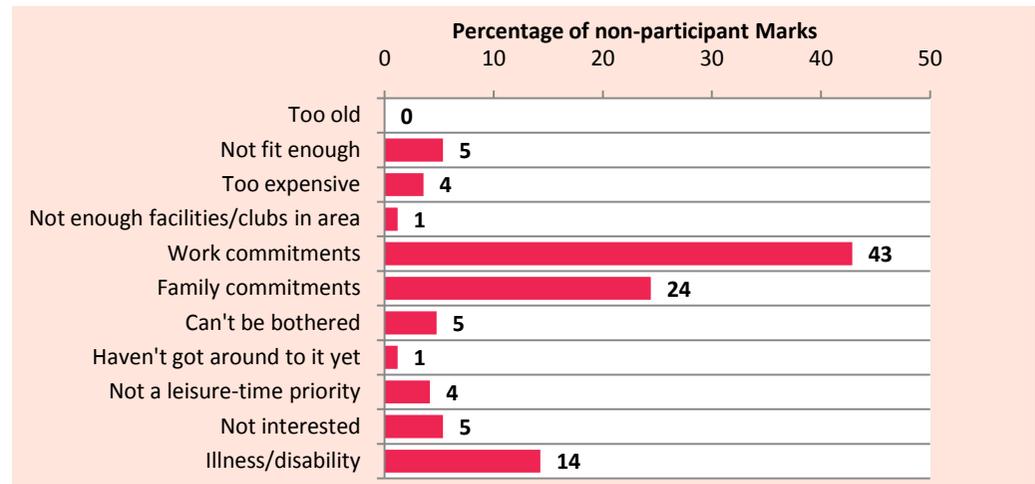| Activity	Index
Outdoor games	197
Indoor games	142
Outdoor pursuits (excl. walking)	188
Individual activities	180
Personal fitness activities (excl. walking)	156
Social activities	107
Team games	216
Technical-environment activities	245
Walking over 2 miles	99
Cycling	191
Swimming	144

Mark tends to be active, and is therefore more likely than the national average to take part in every category of activity with the exception of walking (over 2 miles) which is representative of all segments.

Other than walking, cycling and swimming; fitness sessions (17%), running/jogging (16%), football (15%) and weight training (15%) are Mark's most favoured activities.

Keeping fit is likely to be Mark's main motivation for participation, but having fun is also likely to be important.

Why does Mark not participate?

Percentage of non-participant Marks

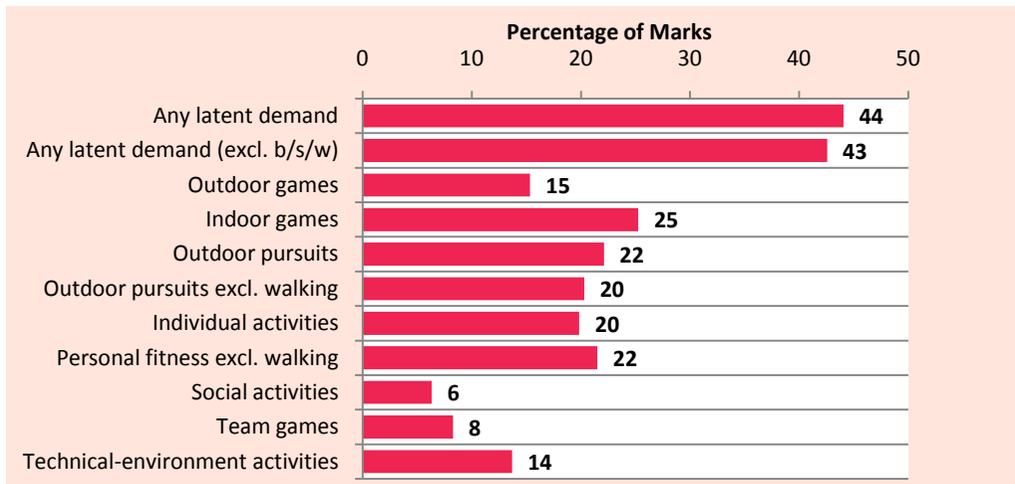| Reason	Percentage
Too old	0
Not fit enough	5
Too expensive	4
Not enough facilities/clubs in area	1
Work commitments	43
Family commitments	24
Can't be bothered	5
Haven't got around to it yet	1
Not a leisure-time priority	4
Not interested	5
Illness/disability	14

For those in this segment who do not participate, work and family commitments are by far the most prevalent barriers.

Level of fitness, age, local provision and cost are unlikely to be significant barriers for non-participants.

Latent demand

What would Mark like to participate in?

Percentage of Marks

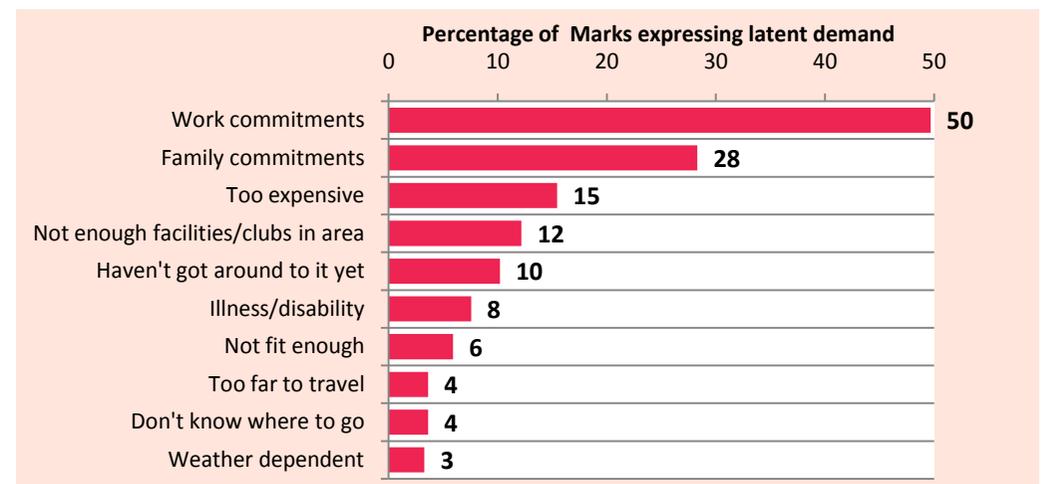| Category	Value
Any latent demand	44
Any latent demand (excl. b/s/w)	43
Outdoor games	15
Indoor games	25
Outdoor pursuits	22
Outdoor pursuits excl. walking	20
Individual activities	20
Personal fitness excl. walking	22
Social activities	6
Team games	8
Technical-environment activities	14

Forty-four percent of this segment would like to take part in activity more often. Those who already participate are more likely to demand additional activity than those who do not currently participate.

In line with his patterns of participation, Mark is more likely than average to demand outdoor activities, with personal fitness the most popular category for latent demand.

Swimming, cycling and football are Mark's most commonly demanded activities.

Why doesn't Mark take part more often?

Percentage of Marks expressing latent demand

Category	Value
Work commitments	50
Family commitments	28
Too expensive	15
Not enough facilities/clubs in area	12
Haven't got around to it yet	10
Illness/disability	8
Not fit enough	6
Too far to travel	4
Don't know where to go	4
Weather dependent	3

As with non-participants, work and family commitments are the most significant barriers for those who wish to increase their participation. A lack of local provision may also be a barrier for many.

Cost is a more significant issue for those who wish to participate more often, when compared with non-participants' stated barriers to participation.

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How should you communicate with Mark?

He is very likely to actively search for information when he needs it rather than be contacted directly. A desire for entertainment and cutting-edge experiences may also drive decisions.

The internet tends to be the primary source of information for Mark. He is likely to have a broadband connection and the latest wireless technologies. Mark also is likely to use the internet to make purchases, manage accounts, and check sporting results. He is more likely to be influenced by friends than by advertising.

Time permitting, Mark is likely to read a daily paper; if not, he is will typically keep abreast of current affairs through the radio, news websites, and a weekend broadsheet. Newspaper advertising tends to go unnoticed.

Mark is not responsive to direct mail, preferring more modern forms of communication.

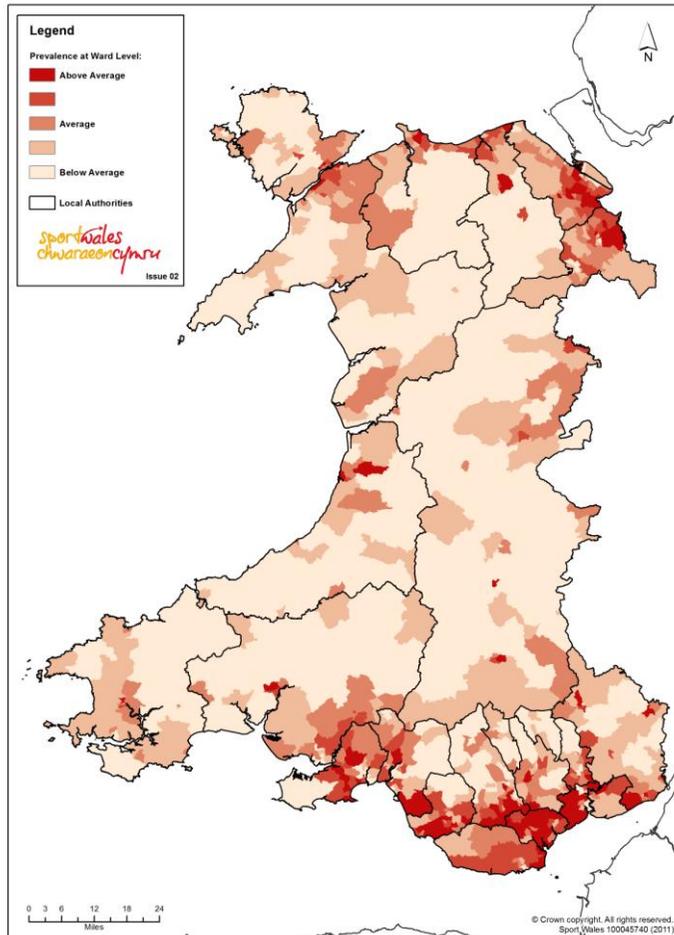Mark's preferred service channel is the internet and phone but not face to face contact.

Eleven percent speak Welsh; five per cent speak Welsh as a first language.

What message and tone would engage Mark?

Eye-catching	Dynamic
Entertaining	Modern
Differentiating	Connected
Informative	Technological
Sporty	Stylish
Importance	Factual

What media and brands does Mark tend to use?

The Independent	Top Gear
BBC Online	Which?
The Guardian	Men's Health
National Geographic	GQ
Rugby World	Metro

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Where is Mark?

Mark is most commonly found in metropolitan Wales.

At local authority level, Mark is most commonly found in Cardiff, the Vale of Glamorgan, Flintshire, Swansea, Bridgend and Denbighshire.

Mark is least often found in Blaenau Gwent, Merthyr Tydfil, Pembrokeshire and Powys. Even within these areas, however, there are significant differences. Much of rural Denbighshire, for example, has a lower prevalence of Mark than the area's major towns.

Towns with the highest proportion of Mark include Penarth, Cardiff, Porthcawl, Aberystwyth and Prestatyn.

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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.

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