

An introduction to Steve

Males aged 26-45

236,847 adults (10.1% of all adults)

Any participation in sport and physical recreation	66%
Regular participation (at least once a week)	56%
Club membership	24%
Sports volunteering	4%
Any latent demand for sport and physical recreation	42%

Steve tends to be in his 30s and typically has a young family. He is likely to live on ex-local authority housing estates where 'right-to-buy' has been exercised or in terraced housing.

Steve typically is engaged in skilled, blue-collar employment or in self-employment, where irregular wages are likely to make it difficult to financially plan for the future. He tends to rely on credit for holidays and durables.

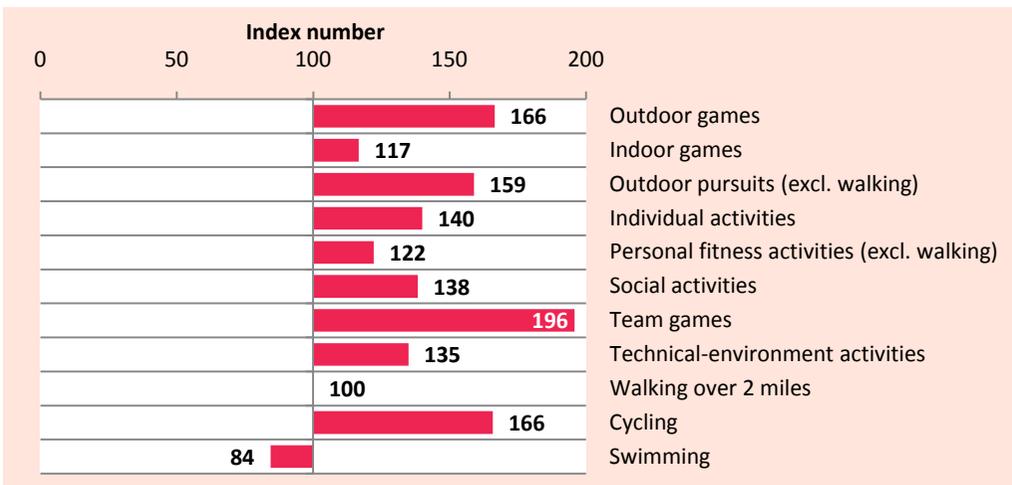
Steve tends to prefer practical information rather than relying on intuition. He may be influenced by a desire for new experiences, but will almost certainly be influenced by his children, if he has any. He is unlikely to seek out advice, or listen to it if offered.

Steve is likely to participate in activity. While indoor activities are most commonly undertaken, take-up of outdoor activities is significantly above average. Steve's main motivation for participation is typically to keep fit; but having fun, staying healthy, competition and socialising also tend to be important aspects of activities. Steve is more likely than average to be a member of a traditional sports club, and may alternatively join a leisure/fitness centre. He is also relatively likely to volunteer in sport, particularly activities relative to school sport.

Steve is likely to express demand for increased participation in indoor games, but may also may also want to participate in outdoor games and personal fitness activities. Work and family commitments, a lack of local provision and cost are all significant barriers.

Participation behaviours

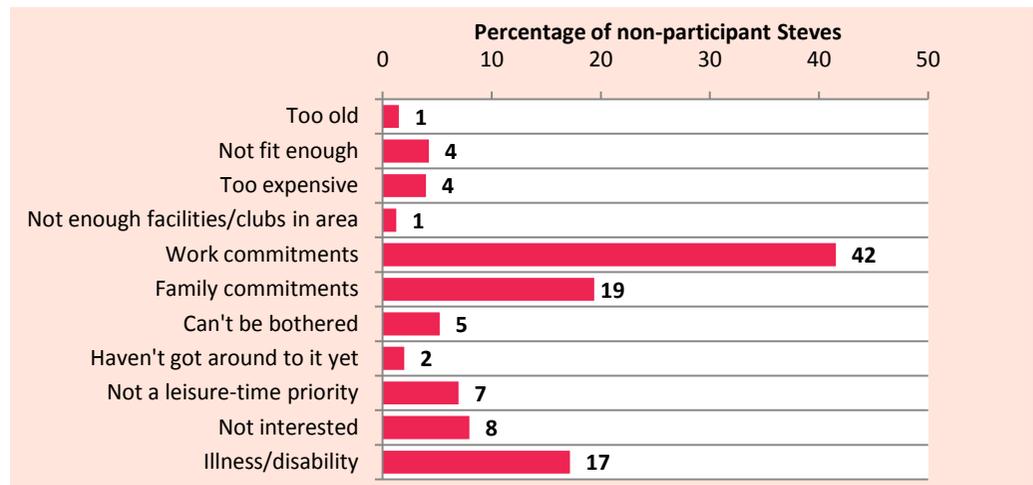
What does Steve participate in?



Steve is likely to participate in activity. While indoor activities are most commonly undertaken, take-up of outdoor activities is significantly above average.

Other than walking, cycling and swimming; fitness sessions (14%), weight training (13%), football (12%) and exercise machines (11%) are Steve's most favoured activities. Steve's main motivation for participation is typically to keep fit; but having fun, staying healthy, competition and socialising also tend to be important aspects of activities.

Why does Steve not participate?



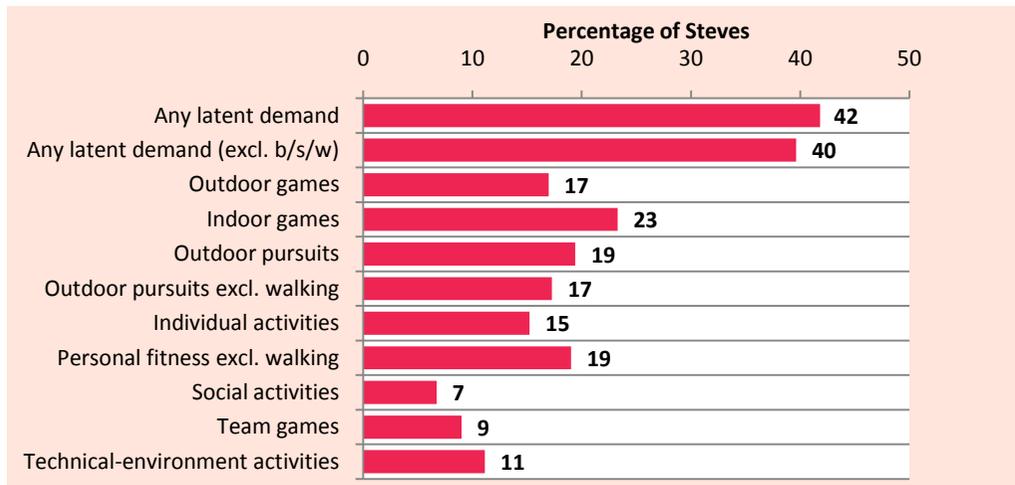
For those in the segment who do not participate, work commitments are the most frequently cited barrier to participation.

Family commitments and illness/disability may also thwart participation.

Cost, availability of local provision and age are unlikely to prevent Steve from participating.

Latent demand

What would Steve like to participate in?

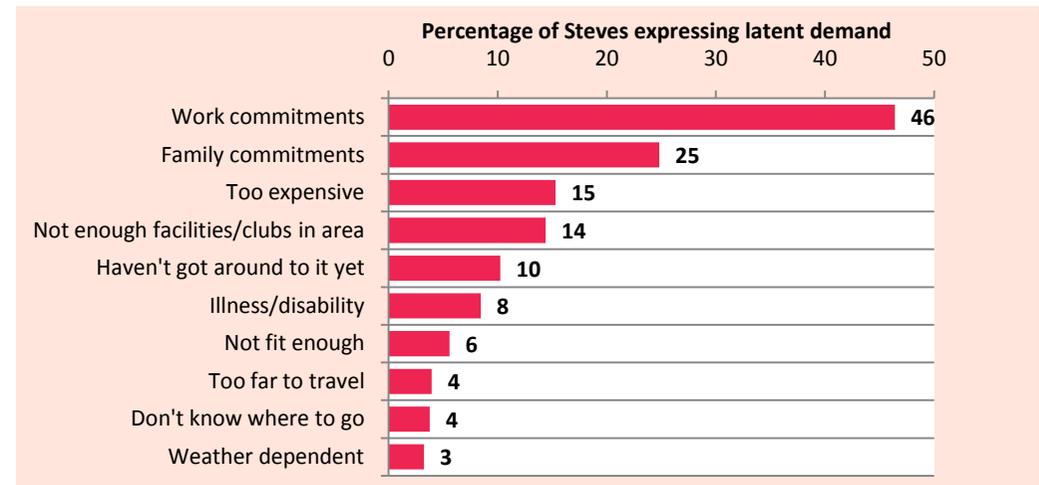


Forty-two percent of this segment would like to take part in an activity more often.

In line with his patterns of participation, Steve is most likely to demand indoor games, but may also want to participate in outdoor games and personal fitness activities.

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

Why doesn't Steve take part more often?



Work and family commitments are the most common barriers for those who wish to increase their participation. This is a similar pattern to the barriers cited by non-participants.

In contrast to non-participants, however, a lack of local provision and cost are significant barriers for many in this segment.

How should you communicate with Steve?

Steve tends to prefer practical information rather than relying on intuition. He may be influenced by a desire for new experiences, but will almost certainly be influenced by his children, if he has any. He is unlikely to seek out advice, or listen to it if offered.

He tends to listen to local commercial radio and is likely to be open to advertising, particularly if it has a practical pitch and will improve his lifestyle.

Steve tends to like new technology and is likely to use the internet for news and sport information, and increasingly online banking.

Steve is likely to read the daily national red-top newspapers and his local evening paper. Increasingly, however, he will access newspaper articles online.

He typically will respond to money-off coupons and special offers. Equally, direct mail is likely to be of interest. Steve's mobile is likely to be crucial for business and personal use. He will search for information when he requires it and is therefore not likely to respond to direct marketing.

Steve is increasingly accessing services via the internet and by phone whilst moving away from face to face contact.

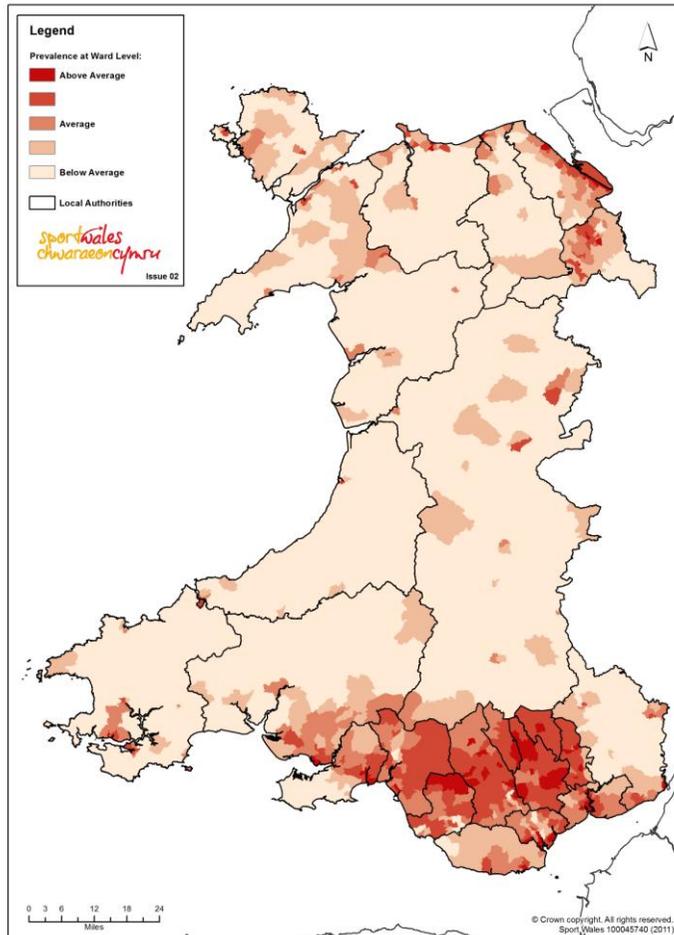
Eight percent speak Welsh; five percent speak Welsh as their first language.

What message and tone would engage Steve?

Practical	Saving
Improvement	Mass Market
Hardworking	Acceptance
Uncomplicated	Quantity
Everyday	Fun
Committed	Mates

What media and brands does Steve tend to use?

The Daily Mirror	FreeAds
The Sun	Auto Trader
Nuts	Racing Post
Exchange & Mart	What Car?
Fishing Monthly	Talksport



Where is Steve?

Steve is most commonly found in the South Wales Valleys, as well as in some industrial and urban areas around Wales.

At local authority level, Steve is most commonly found in Blaenau Gwent, Caerphilly, Merthyr Tydfil, Rhondda Cynon Taf and Torfaen.

Steve is least often found in Ceredigion, Powys, Pembrokeshire, the Isle of Anglesey and Gwynedd. Only a few pockets of high prevalence occur in these areas, usually around major towns.

Towns with the highest proportion of Steve include Maesteg, Bargoed, Ebbw Vale, Tonypany and Porth.

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.