

An introduction to Huw

Males aged 26-45

86,313 adults (3.7% of all adults)

Any participation in sport and physical recreation	72%
Regular participation (at least once a week)	61%
Club membership	26%
Sports volunteering	6%
Any latent demand for sport and physical recreation	42%

Huw tends to be in his 30s and early 40s. He is likely to be a financially successful professional. Huw may have a family of his own, though he is less likely than his peers to have children. Predominantly found in large detached homes in rural areas, Huw is typically self-employed, or a hardened careerist living and playing beyond his means.

Although relatively affluent, Huw is therefore more likely to experience financial stress.

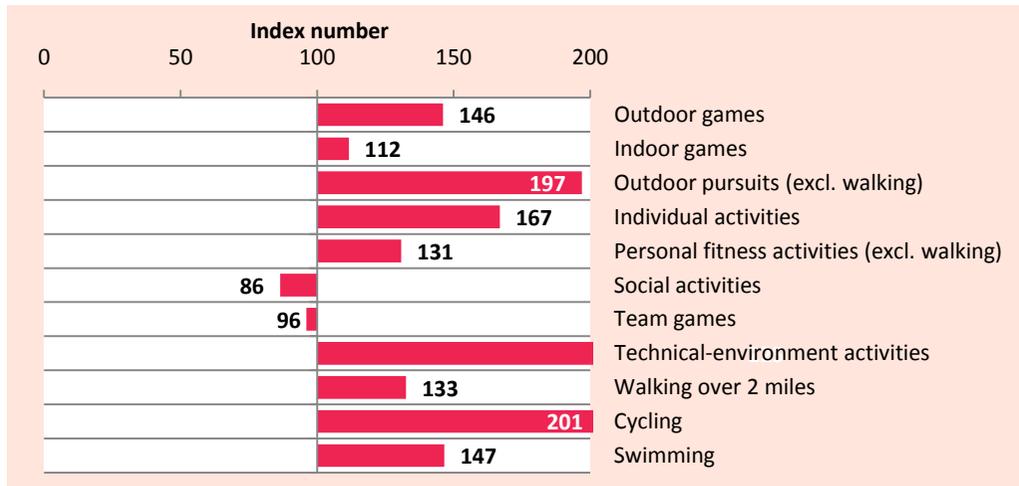
Huw is likely to be inquiring in his decision-making, reflecting his interest in technology and his desire for information on-demand when making decisions.

Huw tends to be active, and is therefore more likely than the national average to take part in most categories of activity. Huw is the most likely to walk over two miles, and other outdoor activities tend to appeal more to Huw than other segments. Keeping fit and staying healthy are key motivations for participation, along with having fun and socialising with friends. Huw is also relatively likely to be a member of a traditional sports club, rather than a leisure/fitness centre, and will often volunteer at his club.

Huw is more likely than most segments to express demand for outdoor games and pursuits. Work and family commitments are the most common barriers faced by those who wish to increase their participation.

Participation behaviours

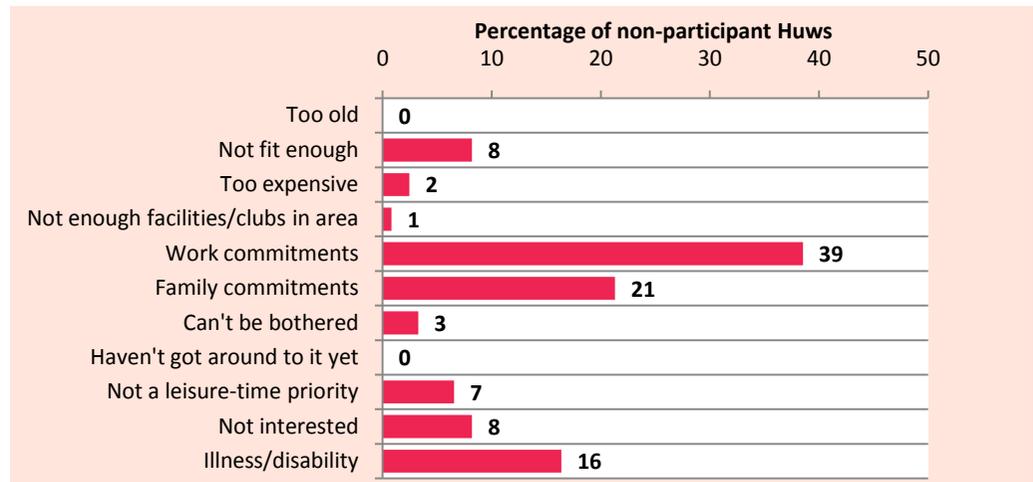
What does Huw participate in?



Huw tends to be active, and is therefore more likely than the national average to take part in most categories of activity. Huw is the most likely to walk over two miles, and other outdoor activities tend to appeal more to Huw than other segments.

Other than walking, swimming and cycling; fitness sessions (13%), exercise machines (11%), running/jogging (11%) and weight training (8%) are Huw's favoured activities. Keeping fit and staying healthy are key motivations for participation, along with having fun and socialising with friends.

Why does Huw not participate?



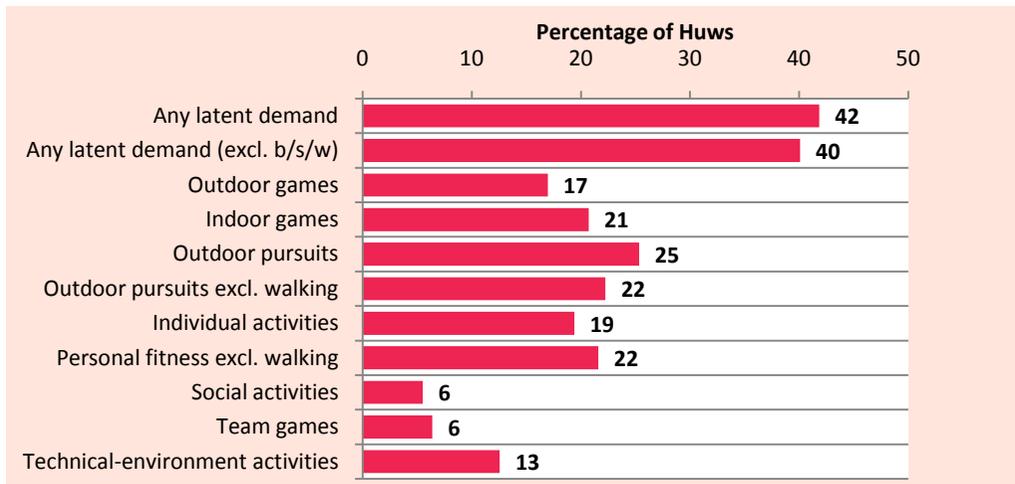
For those in this segment who do not participate, work commitments are the biggest barriers.

Where Huw has children, family commits may also be a barrier, while illness and/or disability is also an issue for some.

Age, apathy and cost are not common barriers for Huw.

Latent demand

What would Huw like to participate in?

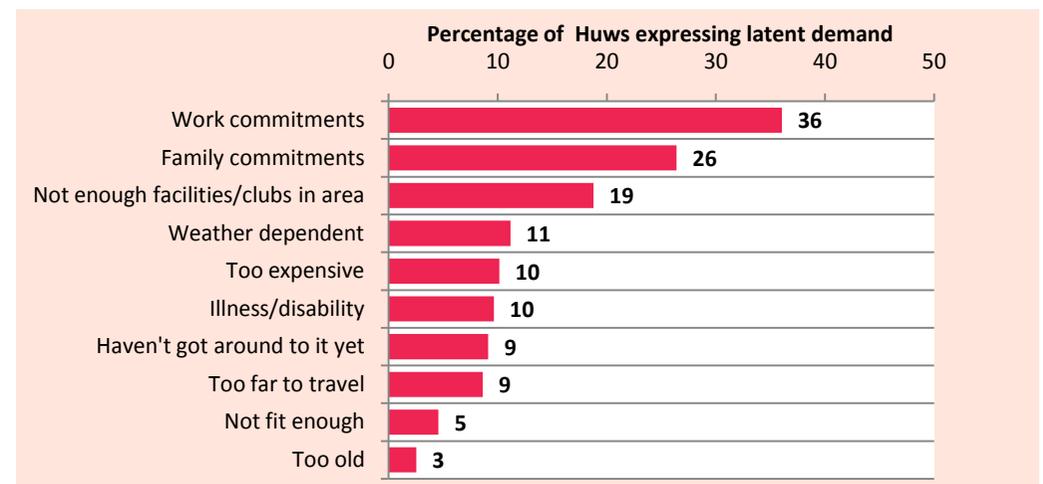


Forty-two percent of this segment would like to take part in an activity more often. Those who participate are more likely to demand additional activity than those who do not currently participate.

Huw is more likely than most other segments to express demand for outdoor games and pursuits.

Swimming, cycling and fitness sessions are Huw's most commonly demanded activities.

Why doesn't Huw take part more often?



As with non-participants, work and family commitments are the most common barriers faced by those who wish to increase their participation.

A lack of clubs or facilities in the local area is another significant barrier faced by this group.

How should you communicate with Huw?

Huw is likely to be inquiring in his decision-making, reflecting his interest in technology and his desire for information on-demand when making decisions.

Huw typically incorporates radio listening as part of his daily commute or evening relaxation. He's likely to listen to both BBC and commercial radio stations but is unlikely to notice any adverts.

Huw is a daily user of the internet both personally and professionally. With an inquiring mind, Huw is likely to use the Internet to support his decision-making, but will tend to look for information to support him to make up his own mind, rather than looking for advice.

Huw is likely to be a large consumer of quality newspapers and tends to enjoy personal interest magazines for relaxation.

Huw is very unlikely to access services via face to face contact.

The internet and phone are his preferred method of contact.

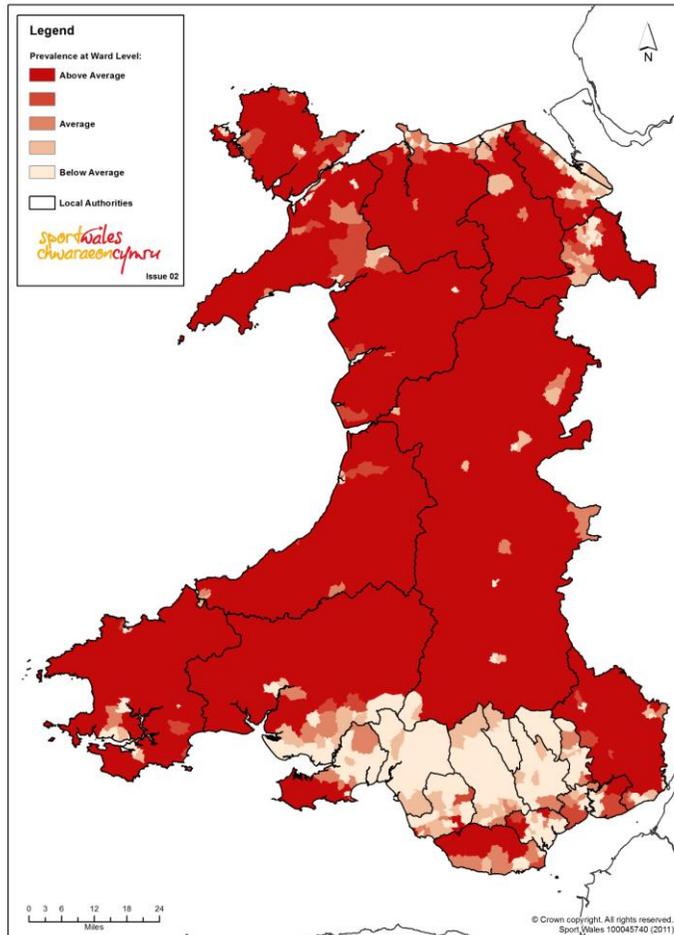
Huw is more likely to speak Welsh than any of the other segments. Twenty-seven percent speak Welsh; twenty per cent speak Welsh as a first language.

What message and tone would engage Huw?

Practical	Enhancing
Intelligent	Quality
Selective	Refined
Established	Inquiring
Sensible	Reliable
Personalised	Informative

What media and brands does Huw tend to use?

The Spectator	Time
The Daily Telegraph	Which?
National Geographic	Private Eye
Classic & Sport Car	Cambria
BBC Radio 5 Live	Sports Insight



Where is Huw?

Huw is more commonly found in rural Wales.

At local authority level, Huw is most commonly found in Powys, Ceredigion, Pembrokeshire, Carmarthenshire and Gwynedd. In those areas, most ward areas have a relatively high prevalence of Huw, with pockets of lower prevalence in industrial and urban areas.

Huw is seldom found in the South Wales Valleys, or in metropolitan South Wales.

Towns with the highest proportion of Huw include Lampeter, Machynlleth, Carmarthen and Denbigh.

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.