

## An introduction to Christine

### Adults aged 36-65

**283,079 adults (12.1% of all adults)**

Any participation in sport and physical recreation	51%
Regular participation (at least once a week)	42%
Club membership	12%
Sports volunteering	2%
Any latent demand for sport and physical recreation	36%

Christine tends to be in her 40s and 50s. She may have teenage children who are still financially dependent; many, however, will have left home. Christine tends to live in traditionally working class areas, possibly where the right-to-buy has been exercised. These are often areas well-served with municipal facilities, such as GPs, bus routes, and libraries.

She works, perhaps part-time, to supplement the household income. Both disposable income and household savings are likely to be low.

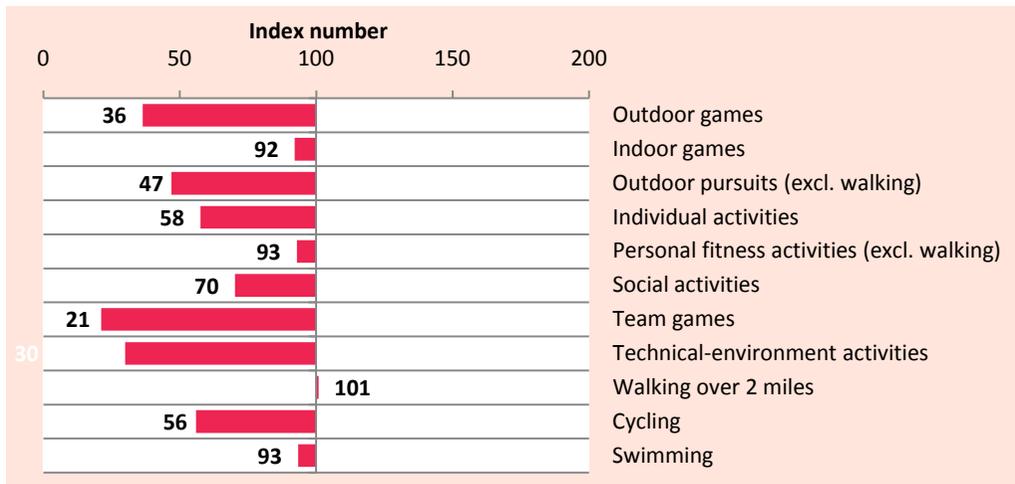
Christine tends to be adamant and perfectionist in her decision-making. Communications with Christine should be factual and to the point.

Christine is unlikely to be a frequent participant in activity, and is unlikely to undertake any activities other than walking, swimming, indoor and personal fitness activities. The main motivation for activity is keeping fit, though having fun and staying healthy may be a secondary motivation, even though Christine is unlikely to participate in either social activities or team games. Christine is very unlikely to be a member of a traditional sports club, but may join a local leisure or fitness centre. She is unlikely to volunteer in sport.

In line with participation patterns, personal fitness and indoor activities are the most commonly demanded activities. Work and family commitments are significant barriers for many of those in this segment who wish to participate more often.

## Participation behaviours

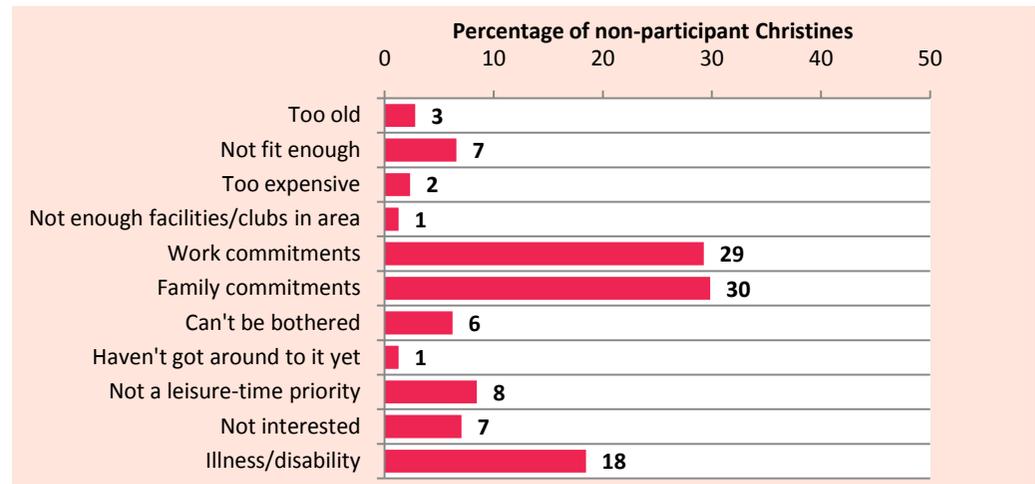
### What does Christine participate in?



Christine is unlikely to be a frequent participant in activity, and is unlikely to undertake any activities other than walking, swimming, indoor and personal fitness activities.

Other than walking, cycling and swimming; fitness sessions (15), exercise machines (9%) and weight training (4%) are the activities most favoured by Christine. The main motivation for activity is keeping fit, though having fun and staying healthy may be a secondary motivation, even though Christine is unlikely to participate in either social activities or team games.

### Why does Christine not participate?

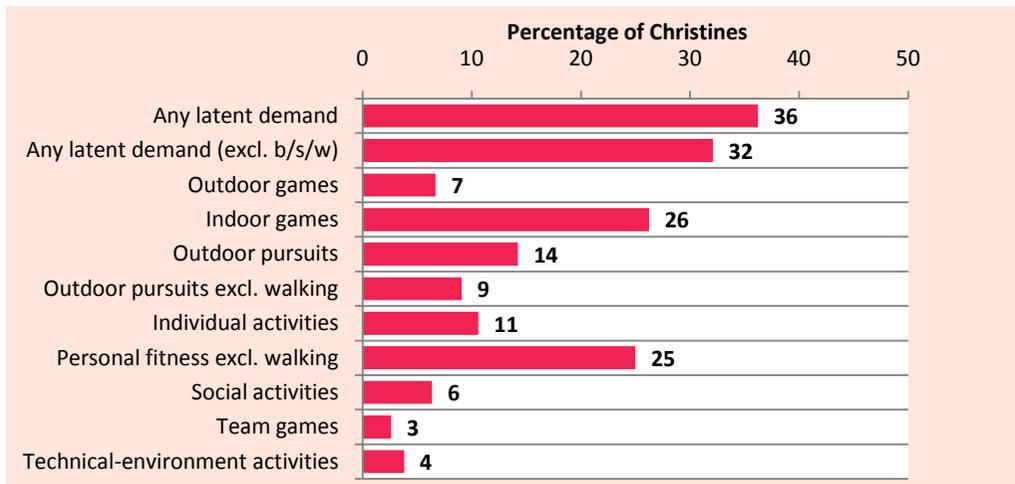


For those in this segment who do not participate, family and work commitments are the most common barriers.

Cost, age, and availability of facilities are not prevalent barriers for this segment.

## Latent demand

### What would Christine like to participate in?

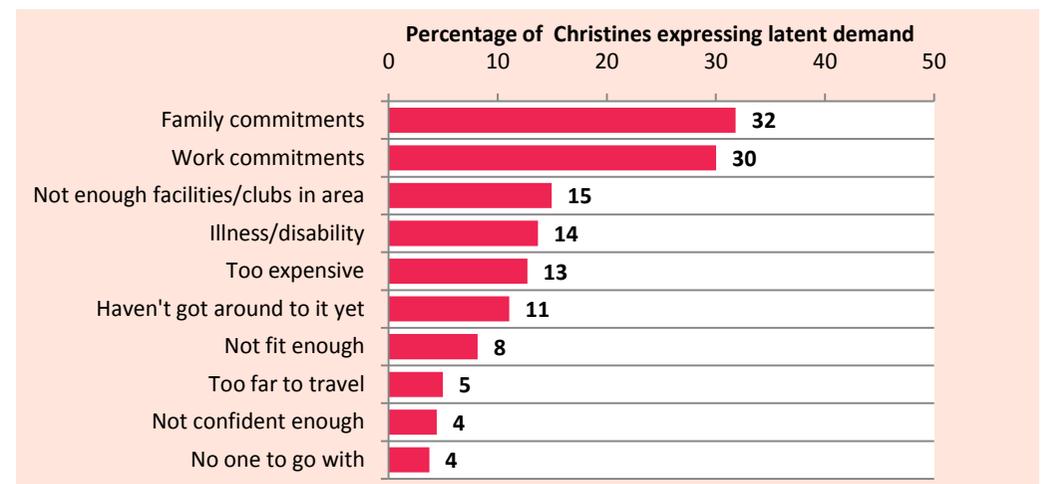


At 36%, the proportion in this segment expressing latent demand is slightly lower than average.

In line with participation patterns, personal fitness and indoor activities are the most commonly demanded activities.

Swimming, fitness sessions and walking are the most popular choices.

### Why doesn't Christine take part more often?



As with non-participants, work and family commitments are significant barriers for many of those in this segment who wish to participate more often.

Cost and a lack of available facilities are also prominent barriers for those who wish to participate more often.

## How should you communicate with Christine?

Christine tends to be adamant and perfectionist in her decision-making. Communications with Christine should be factual and to the point.

In addition to TV, Christine typically listens to the local commercial radio station rather than local and national BBC broadcasts. She is likely to respond favourably to radio and TV advertising, particularly if it is associated with her local community.

Christine is increasingly likely to have a computer at home or use one at work; as such, she may have access to the internet, but is not a heavy user.

Christine is likely to enjoy reading soap magazines and the tabloids.

She tends to be fairly responsive to direct mail. Christine tends to rely on friends and family for advice and is likely to trust advisory-based call centres. Christine is relatively likely to respond to direct marketing.

Her preferred communication channels are face to face and telephone.

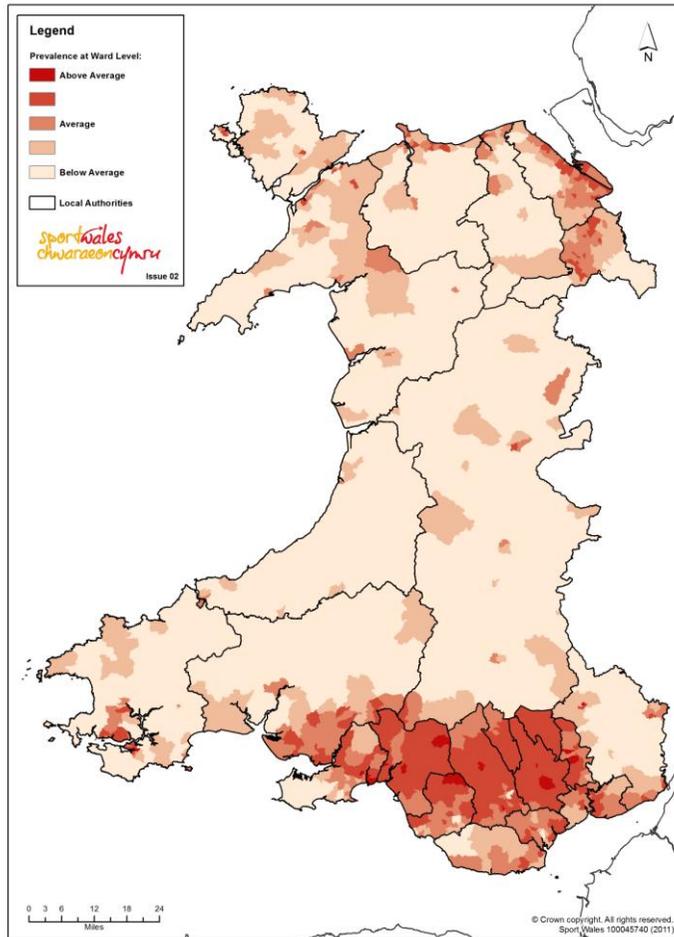
Twelve percent speak Welsh; seven per cent speak Welsh as a first language.

### What message and tone would engage Christine?

Uncomplicated	Everyday
Hardworking	Mass Culture
Word of Mouth	Mass Market
Value for Money	Reliable
Jargon Free	Trustworthy
Reassuring	Advisory

### What media and brands does Christine tend to use?

Bella	Chat
TV Choice	That's Life
Best	Women's Own
Real Magazine	Inside Soap
Daily Mail	Reader's Digest



## Where is Christine?

Christine is more commonly found in industrial and urban Wales.

At local authority level, Christine is most commonly found in Blaenau Gwent, Merthyr Tydfil, Caerphilly, Neath Port Talbot and Rhondda Cynon Taf.

Christine is less common in most rural local authority areas, particularly Ceredigion, Powys, Gwynedd, Pembrokeshire and the Isle of Anglesey. Many industrialised and urban parts of otherwise rural authority areas, however, have a prevalence of Christine close to the national average.

Towns with the highest proportion of Christine include Maesteg, Tonypany, Abertillery, Mountain Ash and Porth.

## People segmentation

Name	Age	Population	% of pop <sup>n</sup>	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.