

## An introduction to John & Ann

### Adults aged 46-65

**288,214 adults (12.3% of all adults)**

|   |     |
|---|-----|
| Any participation in sport and physical recreation  | 58% |
| Regular participation (at least once a week)        | 48% |
| Club membership                                     | 17% |
| Sports volunteering                                 | 3%  |
| Any latent demand for sport and physical recreation | 34% |

John & Ann tend to be in their 50s and married with grown-up children who no longer live at home. They are typically considering early retirement. The family home typically feels too big and the garden requires a lot of maintenance. John & Ann are likely to be considering down-sizing. John & Ann are likely to be active in the community, however, and will have many friends and contacts nearby.

They tend to have (or have had) good careers, and their financial prudence means that they can afford a few luxuries.

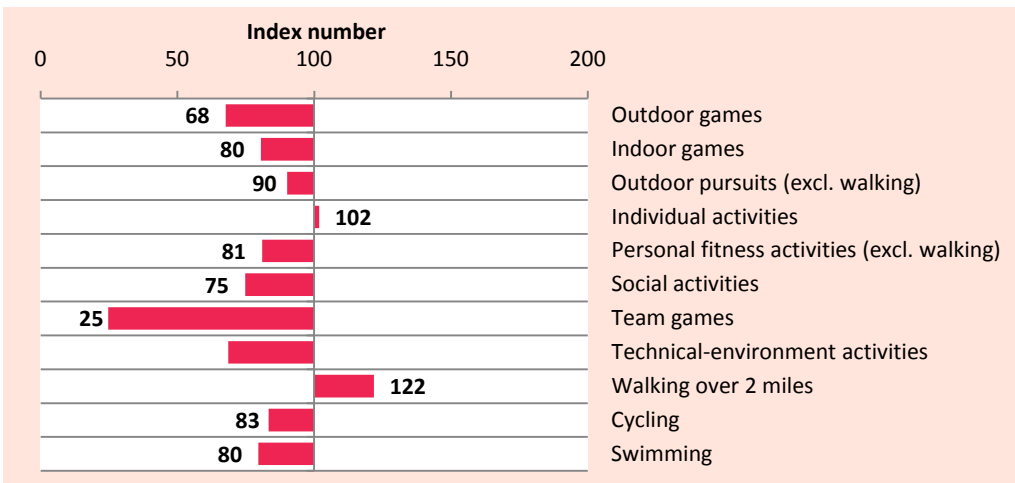
John & Ann are adamant and perfectionist in their decision-making. They tend to be cautious, seeking out facts so that they can make their own decisions, and are unlikely to be persuaded by big claims.

John & Ann tend to be quite active for their age, with patterns of participation slightly lower than national averages. The exception is team games, which John & Ann are very unlikely to participate in. Keeping fit is very likely to be John & Ann's primary motivation for participation, though socialising and having fun are common secondary motivations. John & Ann may be members of a traditional sports club, but are relatively unlikely to volunteer.

John & Ann are most likely to want to take part in more indoor games and personal fitness activities. A lack of local provision and work commitments are the most common barriers to increased participation.

## Participation behaviours

### What do John & Ann participate in?

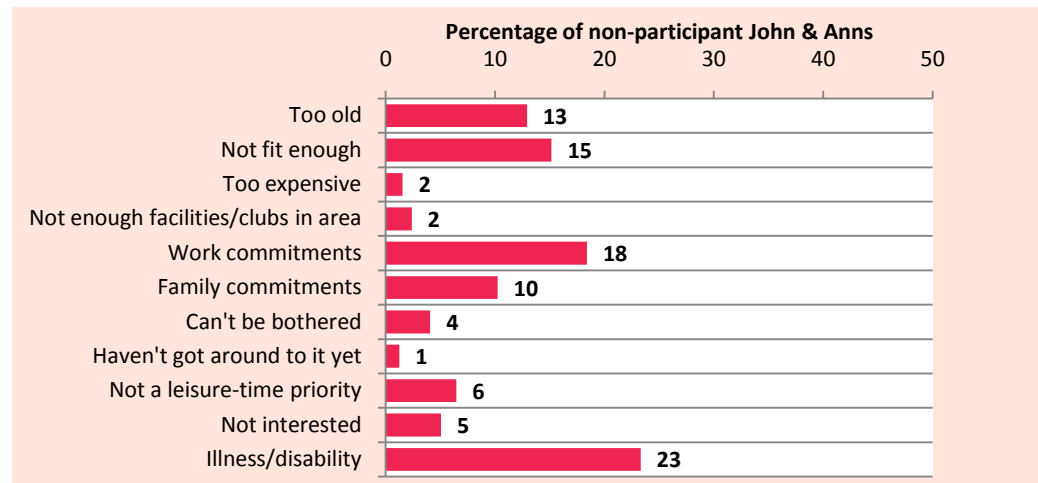


John & Ann tend to be quite active for their age, with patterns of participation slightly lower than national averages. The exception is team games, which John & Ann are very unlikely to participate in.

Other than walking, cycling and swimming; fitness sessions (11%) and exercise machines (7%) are John & Ann's most popular activities.

Keeping fit is very likely to be John & Ann's primary motivation for participation, though socialising and having fun are common secondary motivations.

### Why do John & Ann not participate?



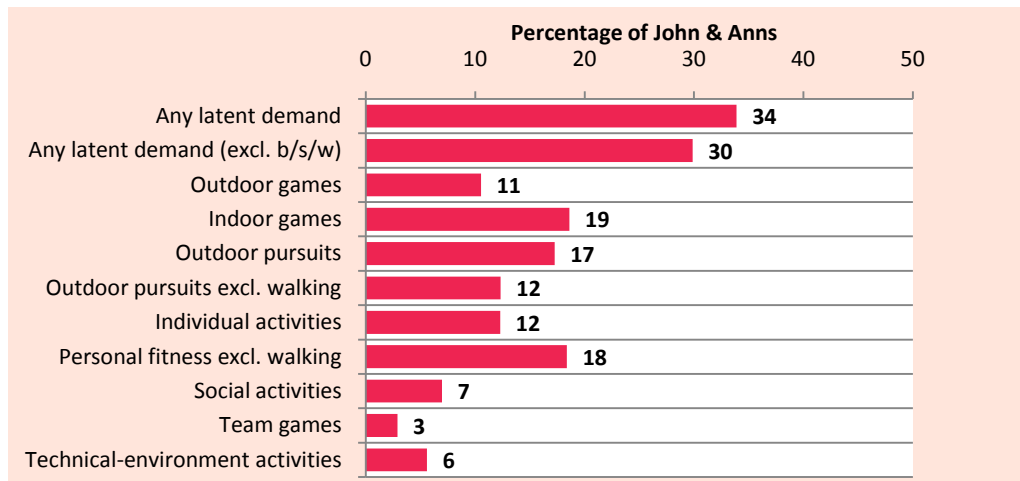
The most prevalent barrier for those who do not participate is illness and/or disability.

Work commitments and a perceived lack of fitness are also common barriers.

Family commitments and apathy are less likely to be a barrier compared with many other segments, and cost is not a significant barrier for most.

## Latent demand

### What would John & Ann like to participate in?

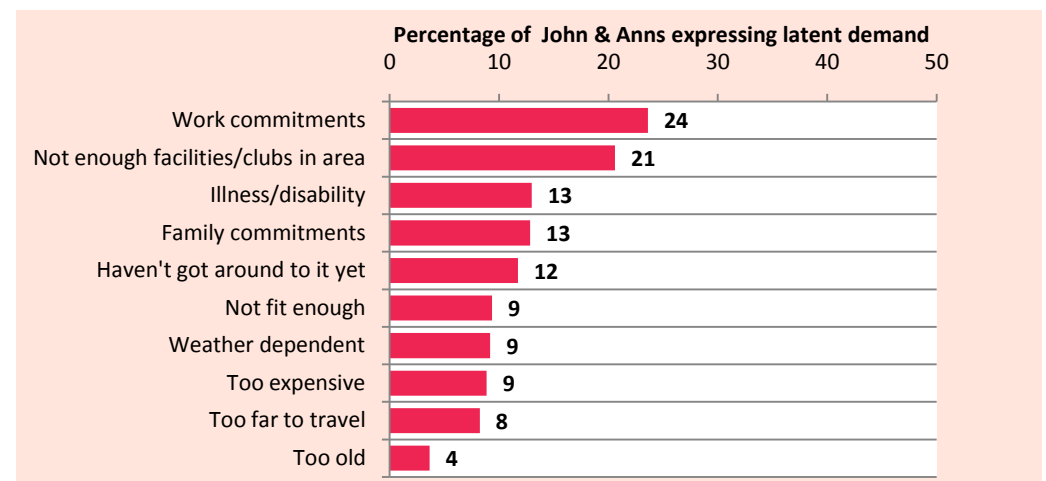


Thirty-four per cent of this segment would like to take part in an activity more often, slightly lower than the national average.

Indoor games, and personal fitness activities are most commonly demanded activity types.

The most commonly demanded activity is swimming, followed by walking and cycling.

### Why don't John & Ann take part more often?



A lack of local provision and work commitments are the most common barriers for those who wish to increase their participation.

A perceived lack of fitness, illness and/or disability, and family commitments are also barriers for some.

# John & Ann

## How should you communicate with John & Ann?

John & Ann are adamant and perfectionist in their decision-making. They tend to be cautious, seeking out facts so that they can make their own decisions, and are unlikely to be persuaded by big claims.

John and Ann are likely to be heavy radio listeners; preferring to listen to the BBC stations and Classic FM.

They tend to be moderate users of the internet, and are likely to use it for information on sport and financial matters as well as for emails. John and Ann are also very likely to visit health websites such as NHS choices or their local PCT. Internet advertising and e-messages tend not to appeal.

John and Ann are likely to be large consumers of daily newspapers. Ann is also very likely to enjoy reading women's magazines.

They tend to be adverse to direct mail, but are likely to welcome the opportunity for face-to-face or call centre interaction. Telephone marketing is unlikely to reach John and Ann, as they tend to be Telephone Preference Service-listed and rarely use their mobile phones.

John and Ann's preferred service channel is phone.

Twenty-three percent speak Welsh; seventeen per cent speak Welsh as a first language.

### What message and tone would engage John & Ann?

Established  
Community  
Trustworthy  
Reliable  
Valuable  
Pragmatic

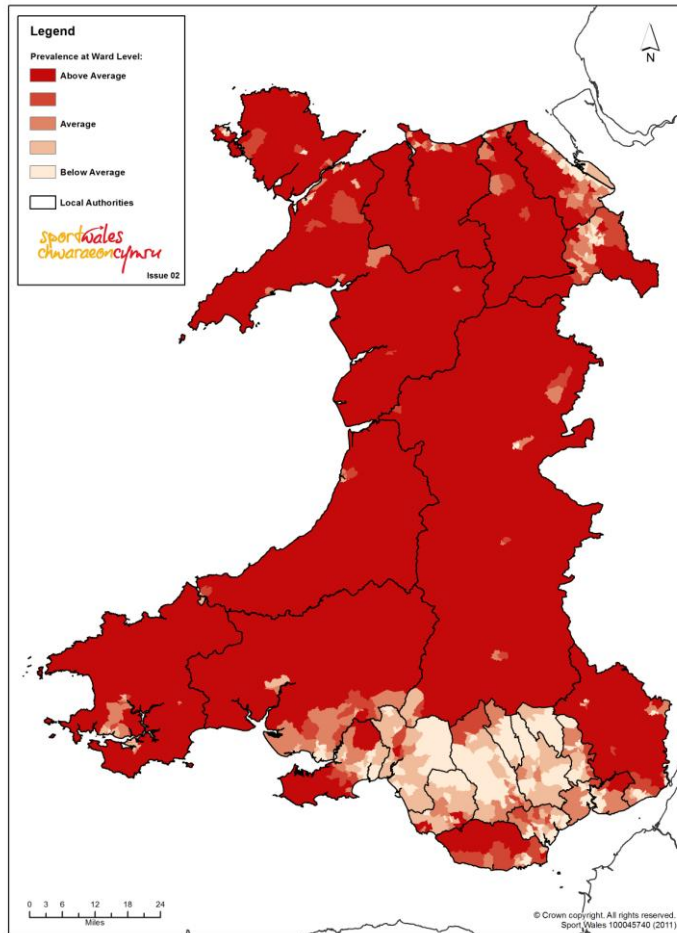
Prestigious  
Classic  
Efficient  
Unpretentious  
Healthy  
Cautious

### What media and brands do John & Ann tend to use?

Gardeners' World  
The Sunday Times  
Country Living  
Golf Monthly  
BBC Good Food

Natur Cymru  
Daily Express  
Homes & Gardens  
Classic FM  
BBC Online

# John & Ann



## Where are John & Ann?

John & Ann are more commonly found in rural Wales.

At local authority level, John & Ann are most commonly found in Ceredigion, Powys, Pembrokeshire, Gwynedd and the Isle of Anglesey. In those areas, most ward areas have an above average prevalence of John & Ann, with only a few pockets of lower prevalence in industrial and urban areas.

John & Ann are least often found in the local authority areas of Blaenau Gwent, Merthyr Tydfil, Caerphilly, Rhondda Cynon Taf and Neath Port Talbot. Urban areas of authorities such as Newport, Cardiff and Swansea also have lower numbers of John & Ann relative to their population.

Towns with the highest proportion of John & Ann include Tywyn, Lampeter, Tenby, Machynlleth and Porthmadog.

## 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.