

An introduction to Tony

Adults aged 46-65

226,710 adults (9.7% of all adults)

Any participation in sport and physical recreation	46%
Regular participation (at least once a week)	39%
Club membership	10%
Sports volunteering	1%
Any latent demand for sport and physical recreation	29%

Tony tends to be in his 50s and early 60s. He is typically employed in full-time, skilled, manual labour occupations. He is likely to have independent, grown-up children. Tony is likely to live in working class terraced areas, traditionally associated with heavy industry.

Tony typically has a relatively small mortgage and a general aversion to credit. He tends to have minimal financial stress and is likely to have low expectations in terms of his standard of living. Tony is likely to suffer from illnesses typically associated to diet and heavy industry: diabetes, liver and heart disease, and respiratory problems.

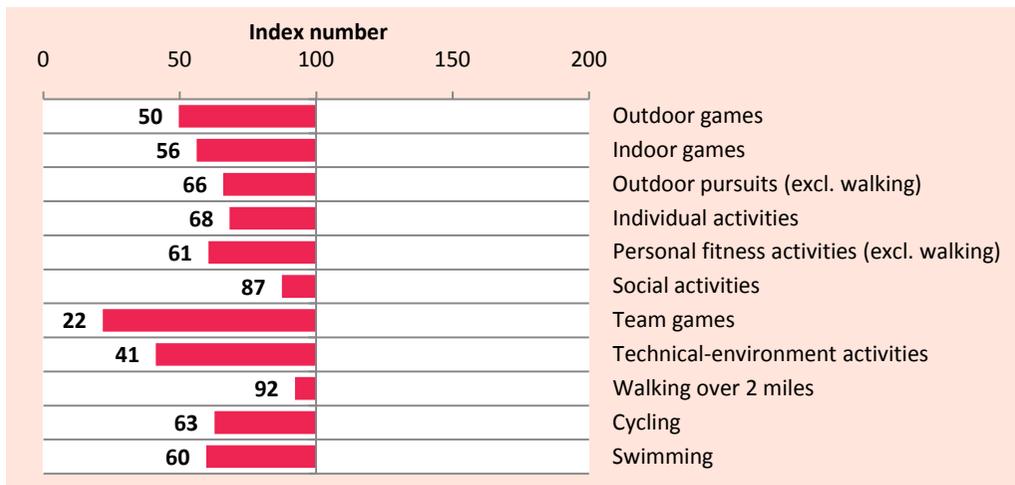
Tony tends to be persuaded by advice from others, accepting ideas from family and experts. Although some are more inquisitive or adamant in their manner of decision-making, practical and reassuring information is favoured by most.

Tony tends not to be active, and is relatively unlikely to take part in any category of activity, with the exception of social activities. Tony tends to be motivated to participate by a desire to keep fit, and/or stay healthy, though having fun and socialising are secondary motivations for some. Tony is unlikely to be a member of a sports club, or volunteer in sport.

Tony is relatively unlikely to express latent demand for additional activity. Amongst those who wish to participate more often, work commitments and illness/disability are the most common barriers.

Participation behaviours

What does Tony participate in?

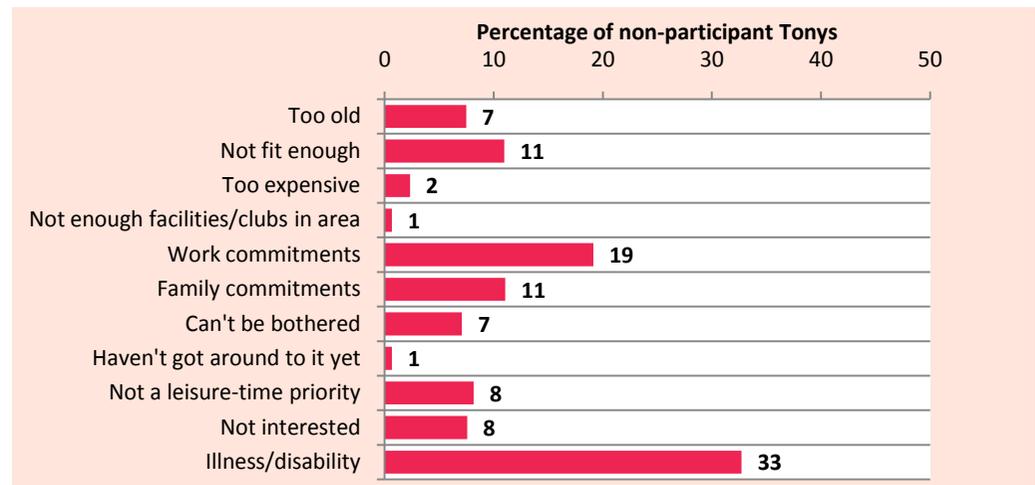


Tony tends not to be active, and is relatively unlikely to take part in any category of activity, with the exception of social activities.

Other than walking, cycling and swimming; fitness sessions (7%), exercise machines (6%) and golf (3%) are Tony's most popular activities.

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Why does Tony not participate?



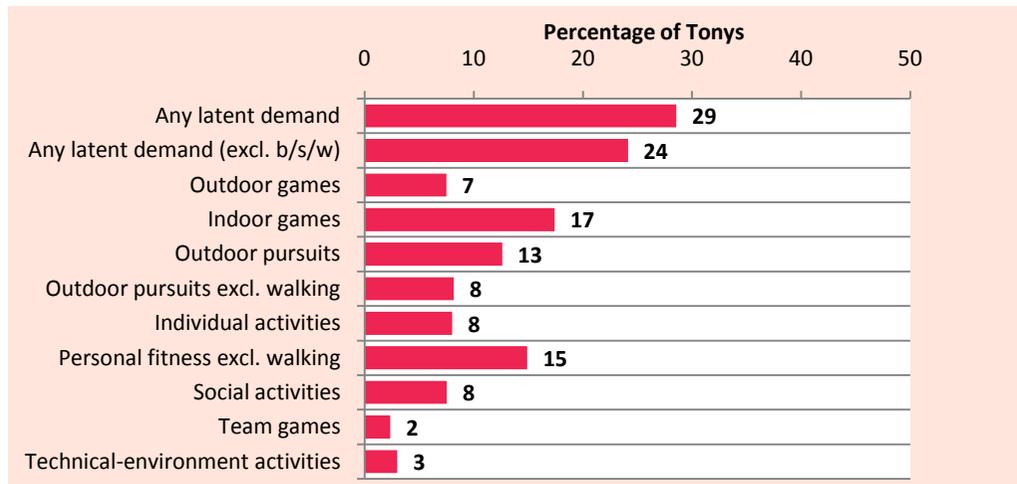
For those in this segment who do not participate, illness/disability is the most common barrier to participation.

Work commitments may also be an issue for Tony. Family commitments and age are less significant barriers.

Cost and local provision are rarely barriers to participation for Tony.

Latent demand

What would Tony like to participate in?

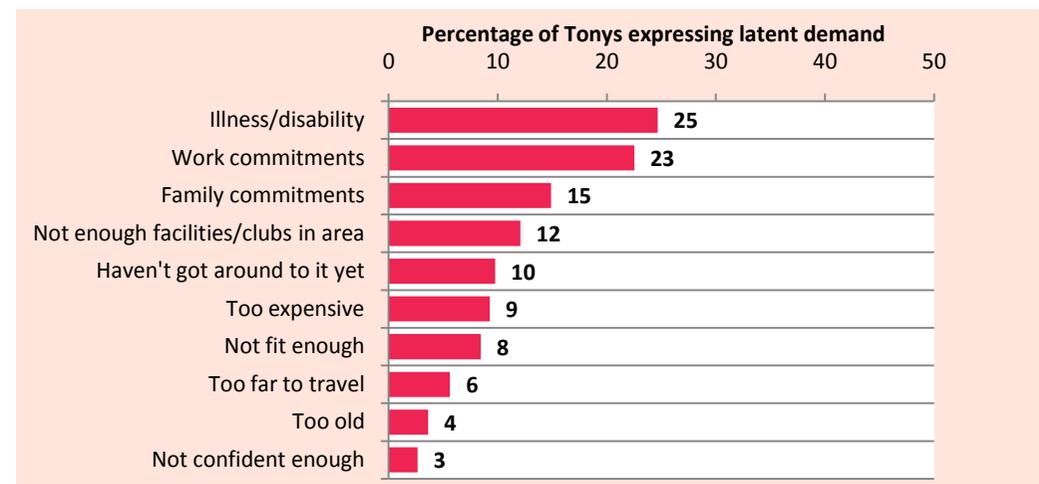


Twenty-nine percent of this segment would like to take part in an activity more often.

Tony is most likely to demand additional indoor games and personal fitness activities. Team games and technical-environment activities are unlikely to appeal.

Swimming, walking and fitness sessions are the most commonly demanded activities for this segment.

Why doesn't Tony take part more often?



While family commitments and lack of local provision are a barrier for many, the most common barriers for those who wish to increase their participation are work commitments and illness/disability.

This pattern largely mirrors the barriers faced by non-participants in this segment.

How should you communicate with Tony?

Tony tends to be persuaded by advice from others, accepting ideas from family and experts. Although some are more inquisitive or adamant in their manner of decision-making, practical and reassuring information is favoured by most.

At home, Tony doesn't tend to listen to the radio. BBC Radio 2 or the local commercial station may be on in the background at work. He is not likely to be responsive to adverts and not likely to recall them.

Tony tends not to be able to use computers particularly well. He may be keen to learn more, particularly in terms of utilising the internet and email.

Tony is likely to be a keen supporter of local services. He tends to read the local papers to keep informed of what is happening, whilst a daily tabloid provides sports and national news.

Tony tends to use his landline more than his mobile. He is likely to be unresponsive to marketing calls.

Face to face contact is Tony's preferred service channel as this is method that he trusts the most

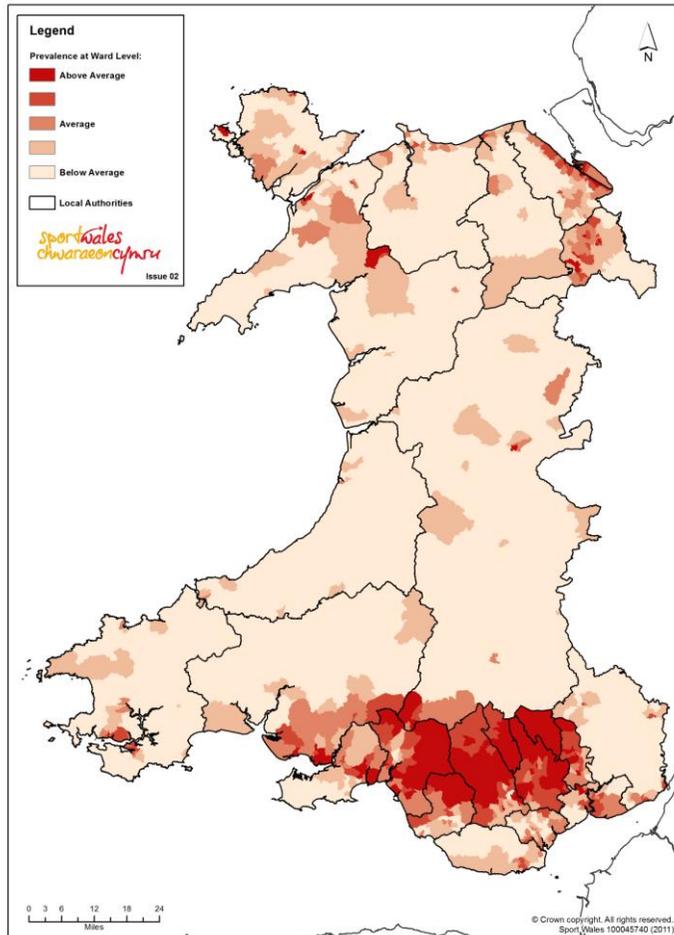
Nine percent speak Welsh; five per cent speak Welsh as a first language.

What message and tone would engage Tony?

Down to Earth	Proven
Hardworking	Sensible
Cheap	Value for money
Word of mouth	Everyday
Local	Straightforward
Practical	Uncomplicated

What media and brands does Tony tend to use?

The Sun	Racing Post
Sky Sports	The Express
Football Weekly	FreeAds
Angling Times	Auto Trader
TV & Satellite Week	



Where is Tony?

Tony is most commonly found in the South Wales Valleys, as well as industrial areas of North East Wales.

At local authority level, Tony is most commonly found in Blaenau Gwent, Merthyr Tydfil, Rhondda Cynon Taf, Neath Port Talbot and Caerphilly. In North Wales, Tony is mostly confined to the coast of Flintshire and parts of the Wrexham local authority area.

Tony is least often found in rural authorities such as Ceredigion, Powys and Monmouthshire. Although there are some isolated pockets of higher prevalence, Tony is also rarely found in Gwynedd and Conwy.

Towns with the highest proportion of Tony include Abertillery, Tonypany, Mountain Ash, Porth and Treorchy.

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.