

# Bob & Betty

## An introduction to Bob & Betty

### Adults aged 66+

**190,947 adults (8.2% of all adults)**

Any participation in sport and physical recreation	43%
Regular participation (at least once a week)	34%
Club membership	14%
Sports volunteering	2%
Any latent demand for sport and physical recreation	23%

Bob & Betty tend to have been retired for a number of years and are likely to start realising the impact of old age. They are likely to have an enjoyable and relatively active retirement, typically spending time and sharing pastimes with similar retirees. Tending to live in a detached house or bungalow, Bob & Betty tend to have a comfortable pension and reasonable savings, which is likely to have funded their modest and healthy lifestyles. They tend not to be big spenders or materialistic and have probably always lived within their means.

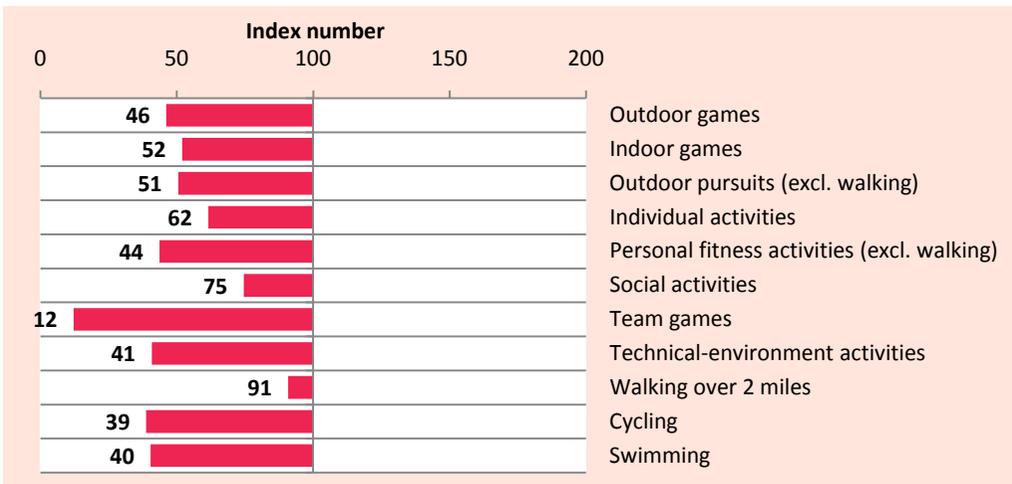
Bob & Betty tend to be certain of their decisions once made, but otherwise decision styles differ within this segment: some will seek out information in order to make decisions, while others are more adamant in their choices and prefer to act on intuition.

With the exception of walking and social activities, Bob & Betty tend not to be active. Keeping fit and staying healthy are typically Bob & Betty's motivations for participation, though having fun, and socialising may also be secondary motivations. Bob & Betty may be members of a local traditional sports club. Bob & Betty are unlikely to be members of a leisure or fitness centre, or volunteer in sport.

Bob & Betty are unlikely to express latent demand: when they do, they tend to want to take part in indoor games and personal fitness activities. Lack of fitness, age and illness/disability are amongst the most common barriers to participation.

## Participation behaviours

### What do Bob & Betty participate in?

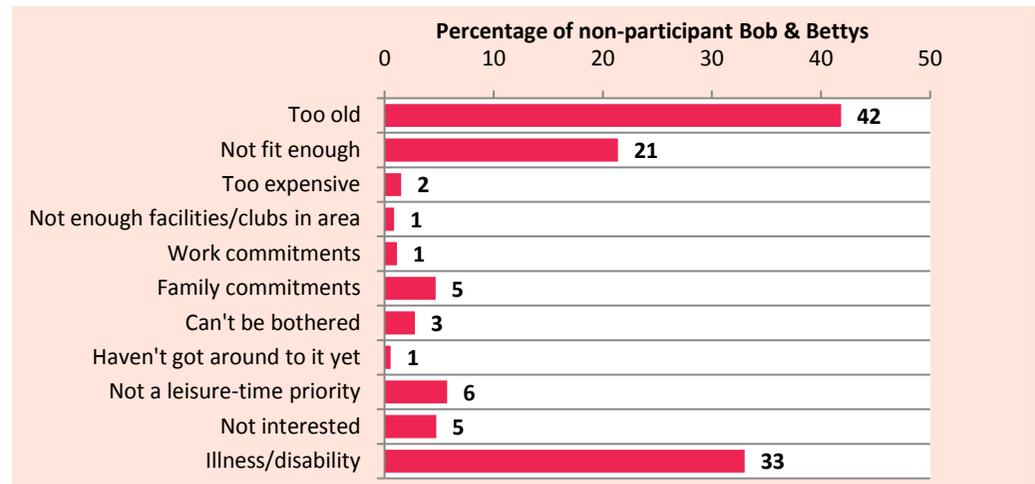


With the exception of walking and social activities, Bob & Betty tend not to be active.

Other than walking, cycling and swimming; fitness sessions (7%), exercise machines (4%) and golf (4%) are Bob & Betty's most favoured activities.

Keeping fit and staying healthy are typically Bob & Betty's motivations for participation, though having fun, and socialising may also be secondary motivations.

### Why do Bob & Betty not participate?



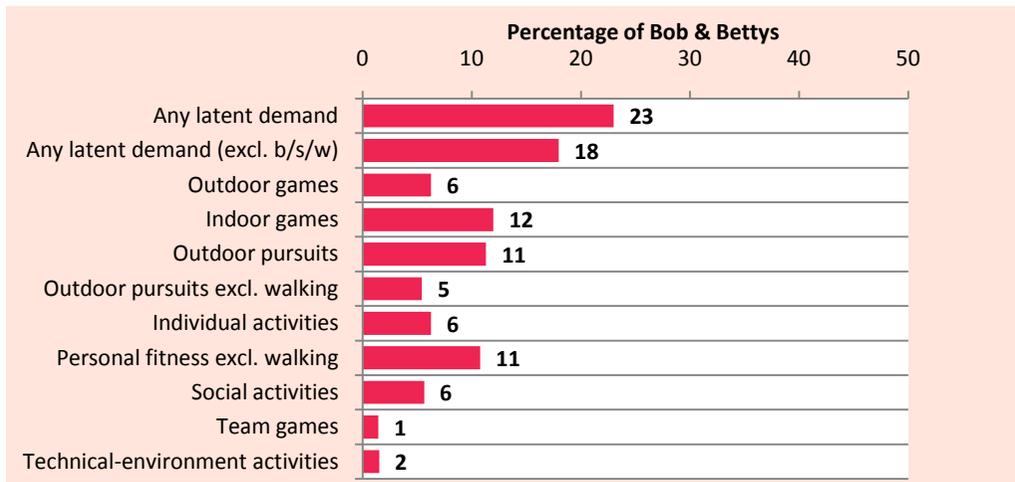
Illness/disability, and a perception that they are too old and unfit, are the barriers most likely to prevent Bob & Betty from participating.

Bob & Betty are the most likely of any segment to state that lack of fitness is a barrier to participation.

Work and family commitments are rarely barriers to participation. Cost, and a lack of local provision, are also very unlikely to prevent participation.

## Latent demand

### What would Bob & Betty like to participate in?

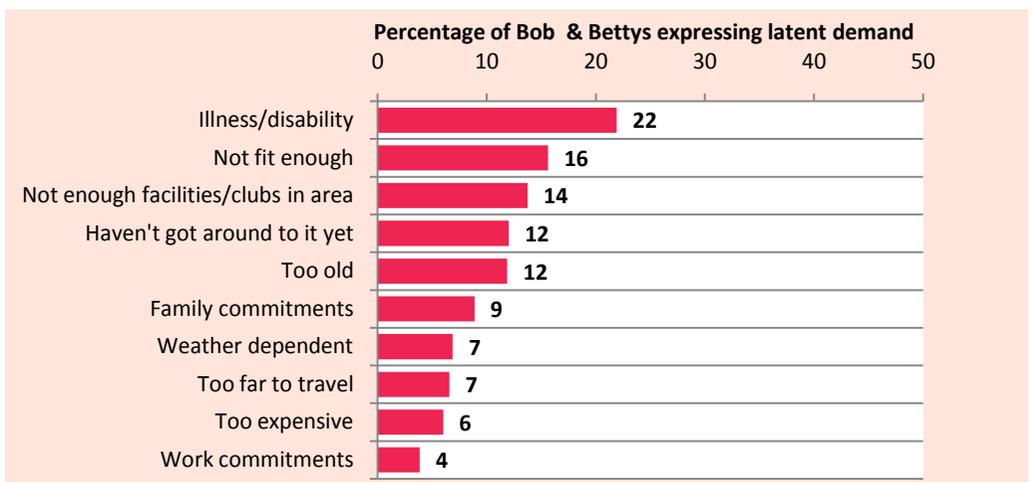


Bob & Betty are unlikely to express latent demand: only 23% of this segment would like to take part in an activity more often.

When unmet demand is expressed, Bob & Betty are most likely to express demand for indoor games and personal fitness activities. Team games and technical-environment activities are unlikely to appeal.

Swimming, walking and bowls are the most commonly demanded activities.

### Why doesn't Bob & Betty take part more often?



As was the case with non-participants, lack of fitness, age and illness/disability are amongst the most common barriers to increased participation in this segment.

Lack of local provision is a much more significant barrier to those who wish to take part more often, though age is cited much less frequently amongst this group compared to non-participants.

# Bob & Betty

## How should you communicate with Bob & Betty?

Bob & Betty tend to be certain of their decisions once made, but otherwise decision styles differ within this segment: some will seek out information in order to make decisions, while others are more adamant in their choices and prefer to act on intuition.

Bob and Betty are likely to have recently purchased their first computer, and their children are likely to be helping them learn the basics. Their usage will be focussed on gathering information, such as news, financial information or family history.

Bob and Betty tend to read a lot of newspapers, including daily and weekend broadsheets, and local press. They typically like to keep abreast of current affairs.

If endorsed properly, Bob and Betty may respond to a particular article or offer; however, they often find most forms of advertising intrusive and unwanted, and invariably trust their own and friends' judgement.

Their favoured service channel is face to face.

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

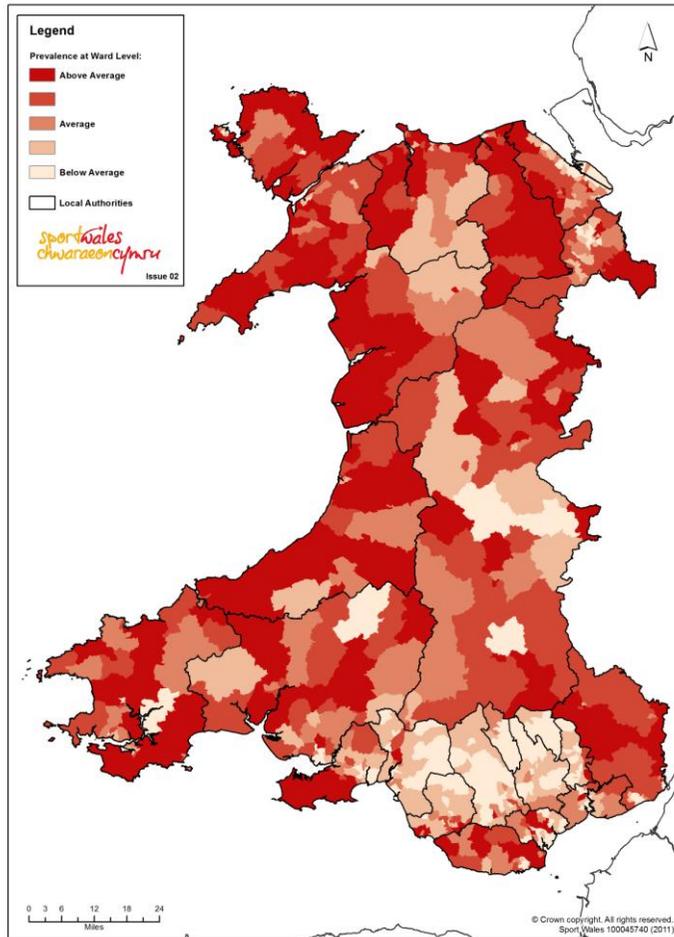
### What message and tone would engage Bob & Betty?

Steady	Reassuring
Non-technical	Value for Money
Trustworthy	Reliable
Risk-free	Quality
Comfortable	Traditional
Convenient	Jargon Free

### What media and brands do Bob & Betty tend to use?

The Daily Mail	Daily Post
Reader's Digest	Natur Cymru
Rhyl Journal	That's Life
Coast & Country Life	BBC Radio 2
Good Housekeeping	Gardeners' World

# Bob & Betty



## Where are Bob & Betty?

Bob & Betty are more prevalent in rural areas of Wales, though a geographical pattern is less clear for this segment compared to others.

At local authority level, Bob & Betty are most prevalent in Conwy, Denbighshire, Ceredigion, Anglesey and Gwynedd. Apart from Conwy, prevalence is relatively consistent within these local authority areas, and – unlike other segments – there is relatively little difference between coastal areas and more rural areas.

Bob & Betty are least often found in Blaenau Gwent, Merthyr Tydfil, Rhondda Cynon Taf, Caerphilly and Neath Port Talbot.

Towns with a high proportion of Bob & Betty include Tywyn, Abergele, Porthcawl, Prestatyn and Pwllheli.

## 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.