# An introduction to Dot

**Adults aged 66+**

**202,886 adults (8.7% of all adults)**

| | |
|---|---|
| Any participation in sport and physical recreation | 28% |
| Regular participation (at least once a week) | 23% |
| Club membership | 6% |
| Sports volunteering | 1% |
| Any latent demand for sport and physical recreation | 17% |

Dot tends to be an older retiree. Dot is likely to live in warden-controlled, purpose-built accommodation, and tends to experience low levels of financial stress.

She is likely to have significant health issues, such as heart disease, diabetes, pneumonia, and respiratory problems.
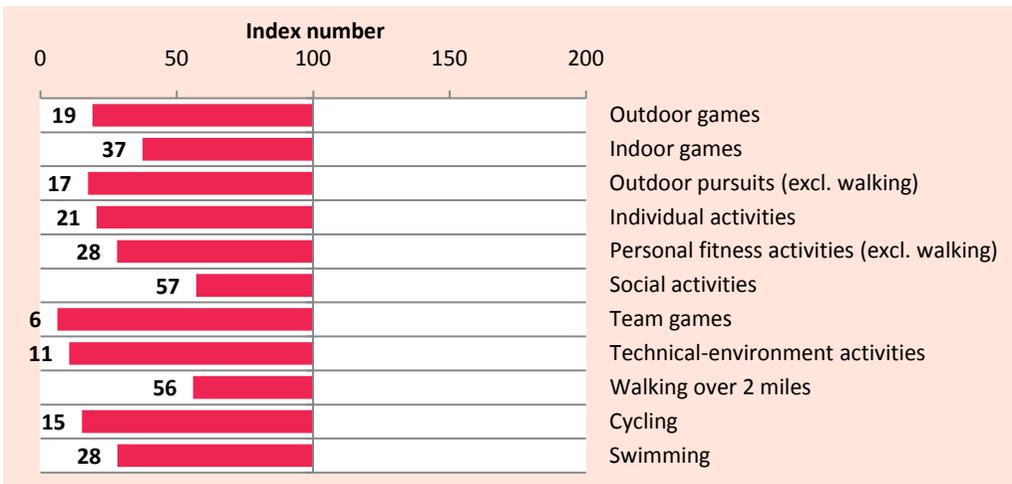
Dot tends to be sure of her own opinion, but may not be confident in her ability to take on new methods of accessing services or accept that there are issues with traditional methods.

Dot is unlikely to participate in any activity. For those who do participate, keeping fit is typically the main motivation, though having fun, staying healthy and socialising are often secondary motivations. Dot is very unlikely to be a member of a fitness centre or traditional sports club, or volunteer in sport.

Dot is unlikely to express demand for sport. Where she does, in line with her patterns of participation, Dot tends to demand indoor games and personal fitness activities. Illness and disability are the most common barriers to increased participation.

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# Participation behaviours

## What does Dot participate in?

**Index number**

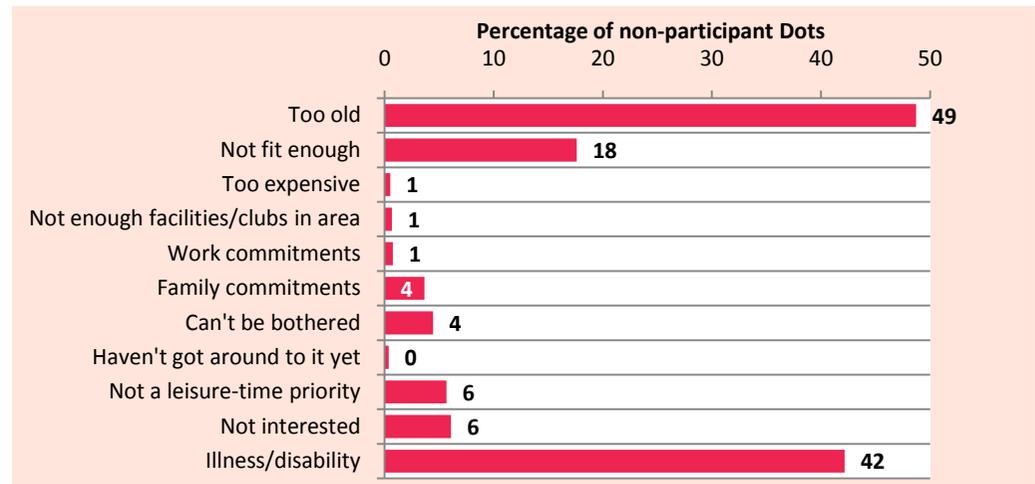| Activity | Index |
|---|---|
| Outdoor games | 19 |
| Indoor games | 37 |
| Outdoor pursuits (excl. walking) | 17 |
| Individual activities | 21 |
| Personal fitness activities (excl. walking) | 28 |
| Social activities | 57 |
| Team games | 6 |
| Technical-environment activities | 11 |
| Walking over 2 miles | 56 |
| Cycling | 15 |
| Swimming | 28 |

Dot is unlikely to participate in any activity.

Walking over 2 miles (20%), fitness sessions (5%), exercise machines (3%) and swimming (3%) are Dot's most favoured activities.

For those who do participate, keeping fit is typically the main motivation, though having fun, staying healthy and socialising are often secondary motivations.

## Why does Dot not participate?

**Percentage of non-participant Dots**

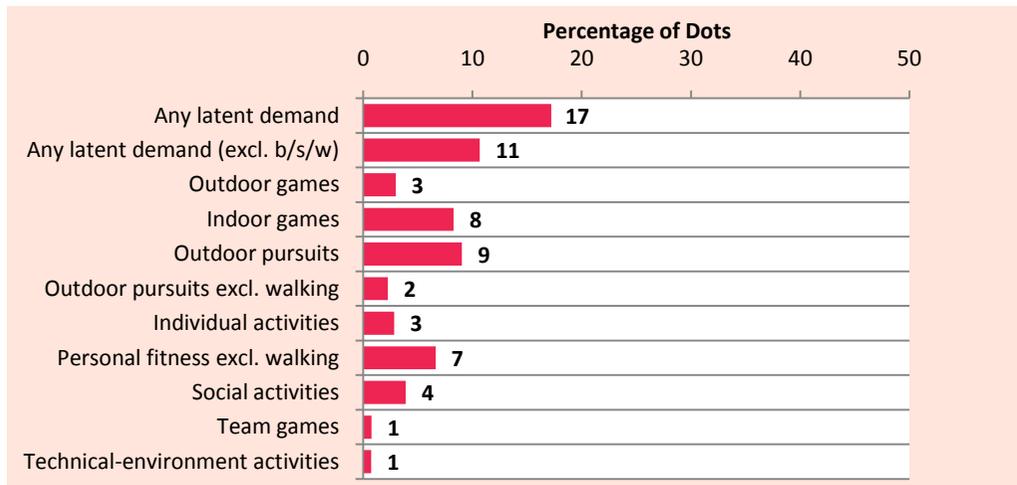| Barrier | Percentage |
|---|---|
| Too old | 49 |
| Not fit enough | 18 |
| Too expensive | 1 |
| Not enough facilities/clubs in area | 1 |
| Work commitments | 1 |
| Family commitments | 4 |
| Can't be bothered | 4 |
| Haven't got around to it yet | 0 |
| Not a leisure-time priority | 6 |
| Not interested | 6 |
| Illness/disability | 42 |

For those who do not participate, the most common barriers to participation are age, and illness and/or disability.

Lack of time, family and work commitments are unlikely to prevent Dot from participating.

# Latent demand

## What would Dot like to participate in?

**Percentage of Dots**

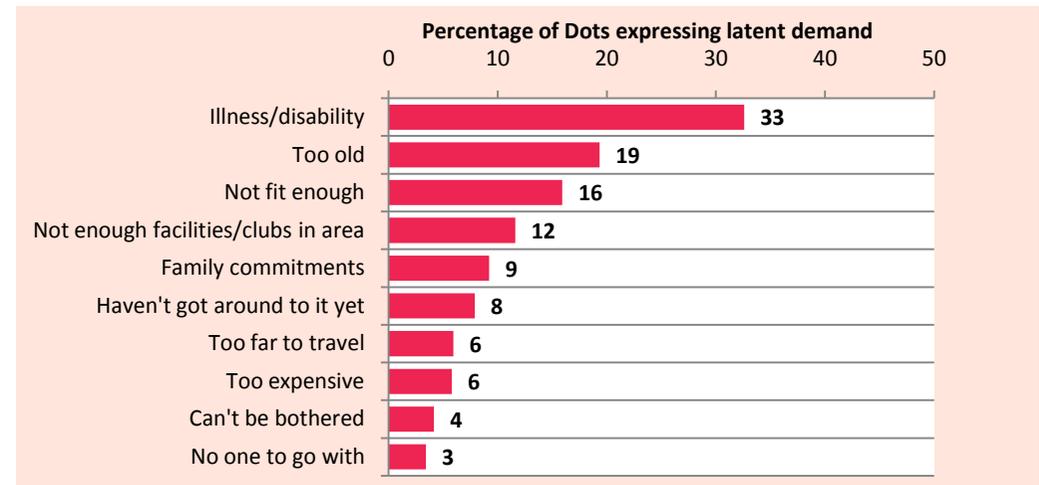| Activity | Value |
|---|---|
| Any latent demand | 17 |
| Any latent demand (excl. b/s/w) | 11 |
| Outdoor games | 3 |
| Indoor games | 8 |
| Outdoor pursuits | 9 |
| Outdoor pursuits excl. walking | 2 |
| Individual activities | 3 |
| Personal fitness excl. walking | 7 |
| Social activities | 4 |
| Team games | 1 |
| Technical-environment activities | 1 |

Just seventeen per cent of this segment would like to participate in an activity more often, the lowest of any segment.

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

Walking and swimming are the most commonly demanded activities.

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

**Percentage of Dots expressing latent demand**

| Barrier | Value |
|---|---|
| Illness/disability | 33 |
| Too old | 19 |
| Not fit enough | 16 |
| Not enough facilities/clubs in area | 12 |
| Family commitments | 9 |
| Haven't got around to it yet | 8 |
| Too far to travel | 6 |
| Too expensive | 6 |
| Can't be bothered | 4 |
| No one to go with | 3 |

Illness/disability is the most common barrier amongst those who wish to participate more often.

Although age remains a significant barrier, it is far less common as a barrier amongst those who would like to participate more, than amongst non-participants in this segment.

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# How should you communicate with Dot?

Dot tends to be sure of her own opinion, but may not be confident in her ability to take on new methods of accessing services or accept that there are issues with traditional methods.

Dot may listen to the radio, preferring the local BBC radio station. She is also fairly likely to read a newspaper.

She is relatively unlikely to have access to the internet and also may lack any inclination to purchase a computer in the future.

She typically will have a 'quality tabloid' newspaper delivered at least once a week, and may purchase magazines for hobbies and crosswords.

Dot tends to use her landline telephone to stay in touch with family.  If she has a mobile, it's likely that her family bought it for her. Dot tends to find direct mail intrusive: local community notice-boards, newsletters and friendly advice are likely to provide all the information she needs.  She typically is wary of strangers and worries about security.

Her primary service channel is face to face contact.

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

## What message and tone would engage Dot?

| | |
|---|---|
| Traditional | Warmth |
| Community | Trustworthy |
| Local | Cautious |
| Word of mouth | Simple |
| Comforting | Reassuring |
| Advisory | Inexpensive |

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

| | |
|---|---|
| Woman's Weekly | Simply Knitting |
| Crossword Puzzle | TV Choice |
| The Daily Mail | Bella |
| BBC Local Radio | Saga Magazine |
| Local community news | The One Show |
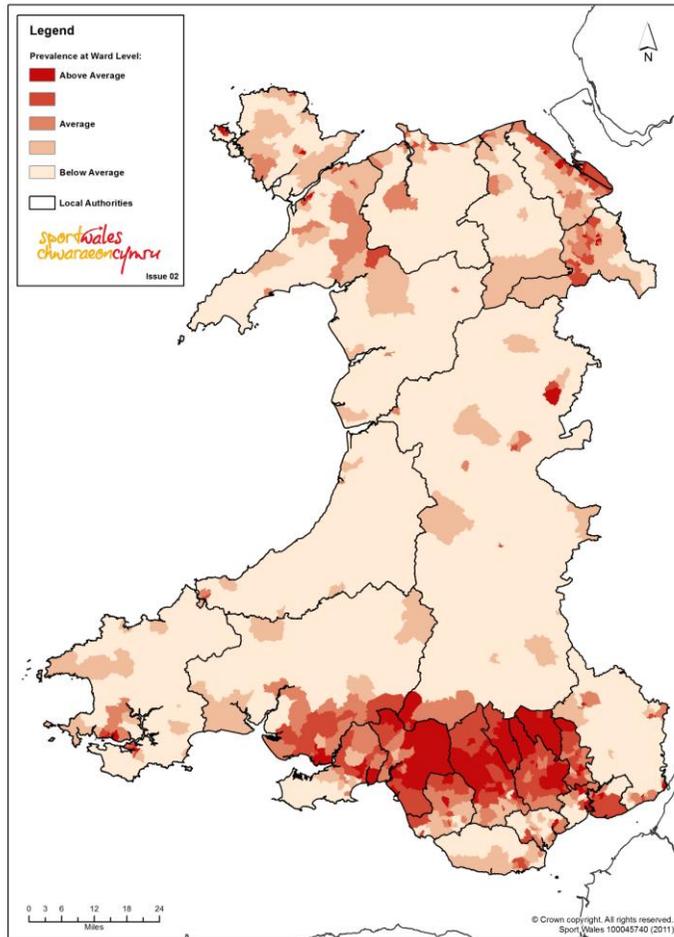
## Where is Dot?

Dot is most commonly found in the South Wales Valleys.

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

Dot is least likely to be found in Ceredigion, Powys, Gwynedd (with the exception of the area around Blaenau Ffestiniog), Denbighshire and Conwy. Some towns within these areas, such as Welshpool, Blaenau Ffestiniog and Caernarfon, are exceptions to this profile.

Towns with the highest proportion of Dot include Abertillery, Mountain Ash, Tredegar, Tonypandy 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.

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