

Leanne

Supportive Singles (A04)

Leanne

Age 18-25

Likely to have children

Student/Part time vocational

Young busy mums and their supportive college mates
4.7% of adults, 9.1% of adult females, 20.0% of Group A



Leanne

Leanne is 23 and lives with her parents and her daughter, Carly, in a small terraced house. She is studying beauty therapy part-time at college, and does the odd cleaning job when her mum can look after Carly.

Leanne doesn't get much time to herself. Juggling Carly, college and her cleaning shifts is demanding, and childcare is a difficult expense. A couple of times a week though Leanne treats herself to a night out with the girls, down the Local or at bingo.

Leanne doesn't know how she'd survive without her mum or girlfriends helping her out. Her mates often come with her to the swimming pool at the weekend and are really good with Carly. Sometimes it's hard to miss out on the fun though, when they go off to a dance class or bowling afterwards and she has to take Carly home.



What Leanne likes to do

- The least active type within the Group, but still participates to some extent. Social activities, swimming and keep fit classes are popular (See Fig. 2).
- Outdoor activities, water sports and technical sports have low participation, mainly through apathy and cost restrictions (Fig. 2).
- Unlikely to be a member of a club (Fig. 3).
- Motivations include losing weight and to take children. (Fig. 4). Would exercise more if there was help with childcare, longer opening hours and cheaper admission (Fig. 5).

Sports that appeal to Leanne

Swimming	Gym
Aerobics	Ice Skating
Dance Exercise	Body Pump
Utility Walking	

Social Activities

Leanne enjoys participating in some arts activities, to meet people and also to take her children. She is the most likely of her peers to participate in dance classes both for fitness and general enjoyment, and may also enjoy textile crafts.

Media and Communications

Leanne is a heavy mobile user, for personal rather than business use. She regularly texts and calls her friends, and is likely to use pay-as-you-go rather than be tied to a monthly contract.

Leanne is likely to read gossip magazines and tabloids. She is a low internet user, only having access at college or the library.

Leanne is the heaviest TV viewer of her Group, and is also likely to use interactive services. She watches soaps, chat shows and, inevitably, children's programmes.

Towns such as

Blackburn
 Ilford
 Harrow
 Leicester
 Chatham

Similar to/ lives near
A02 Jamie
C14 Brenda



Leanne

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Figure 2: Activity Participation Rates

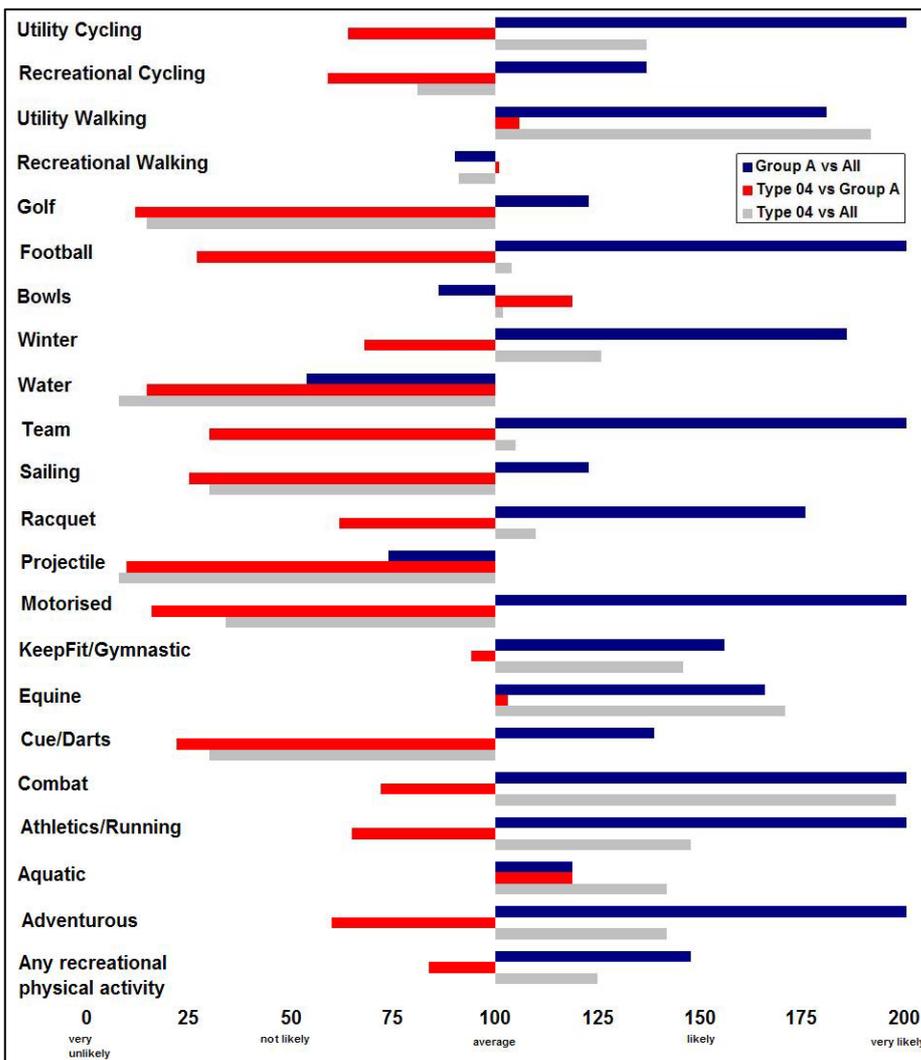
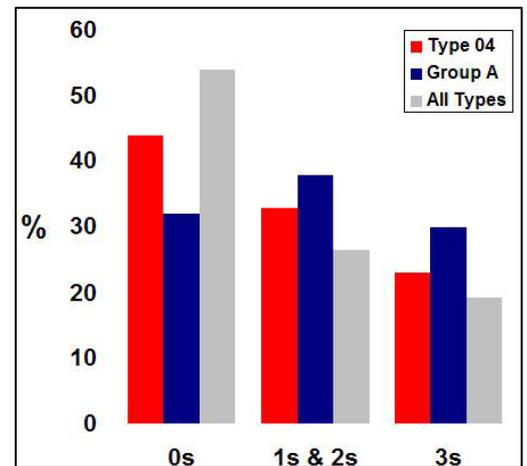


Figure 1: Number of days participating (for at least 30 minutes, moderate intensity) in the last week



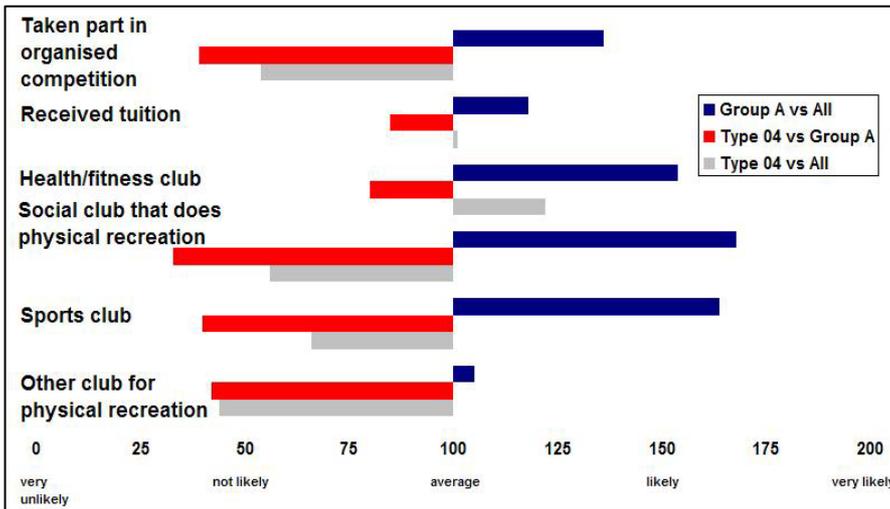
Segments and Groups

The 19 segments sit within four Groups (A to D) based on age. Segments A01 to A04 comprise Group A, which is primarily 18-25 year olds; Group B, 26-45 year olds; Group C, 46-65 year olds; and Group D which comprises segments D17, D18 and D19, and are made up of those aged over 65 years. Within each of the 4 Groups and 19 segments there are clear differences in terms of lifestyle, affluence and participation rates. It is therefore useful to both compare an individual segment with other segments within its peer group (Groups A to D) and to compare a segment referenced against the total population.

Index Values

The index value is a relative measure that compares segment characteristics against those found in the population as a whole and those found in its relevant peer group. An index of 100 shows average representation; above 100 shows over-representation; below 100 shows under-representation. For example, Segment A04 is more likely take part in keepfit than the population so the index is above 100. Similarly A04 is less likely to take part in golf so the index is below 100.

Figure 3: Clubs and Organised Competition



How to read the graphs

The blue bar shows the index value for the peer group that the segment is within compared to the total population. The red bar shows the index for the segment compared to its peer group and indicates whether the segment is more or less likely than other segments in its peer group to have certain characteristics. The grey bar shows the index for the segment compared to the total population and whether the segment is more or less likely than the total population to possess that characteristic. For example Figure 4 shows that Peer Group A is more likely than the total population to take part to keep fit (blue bar). However, segment A04 is less likely than other segments in its peer group to take part to keep fit (red bar). If though you compare segment A04 to the total population, they are more likely to take part to keep fit (grey bar).

Figure 4: Reasons for doing sport

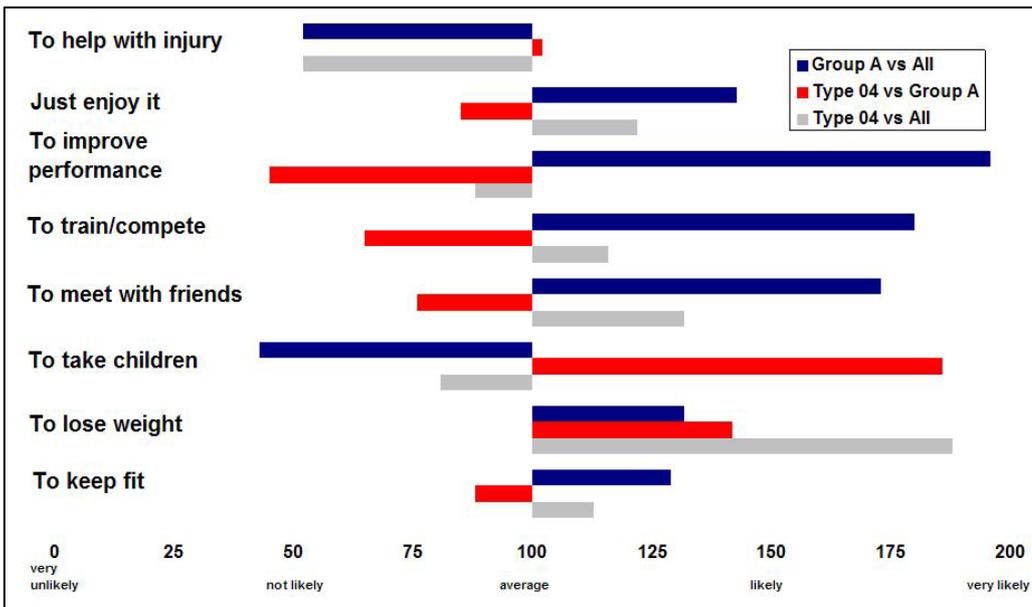


Figure 5: For those that want to, what would encourage them to do more sport

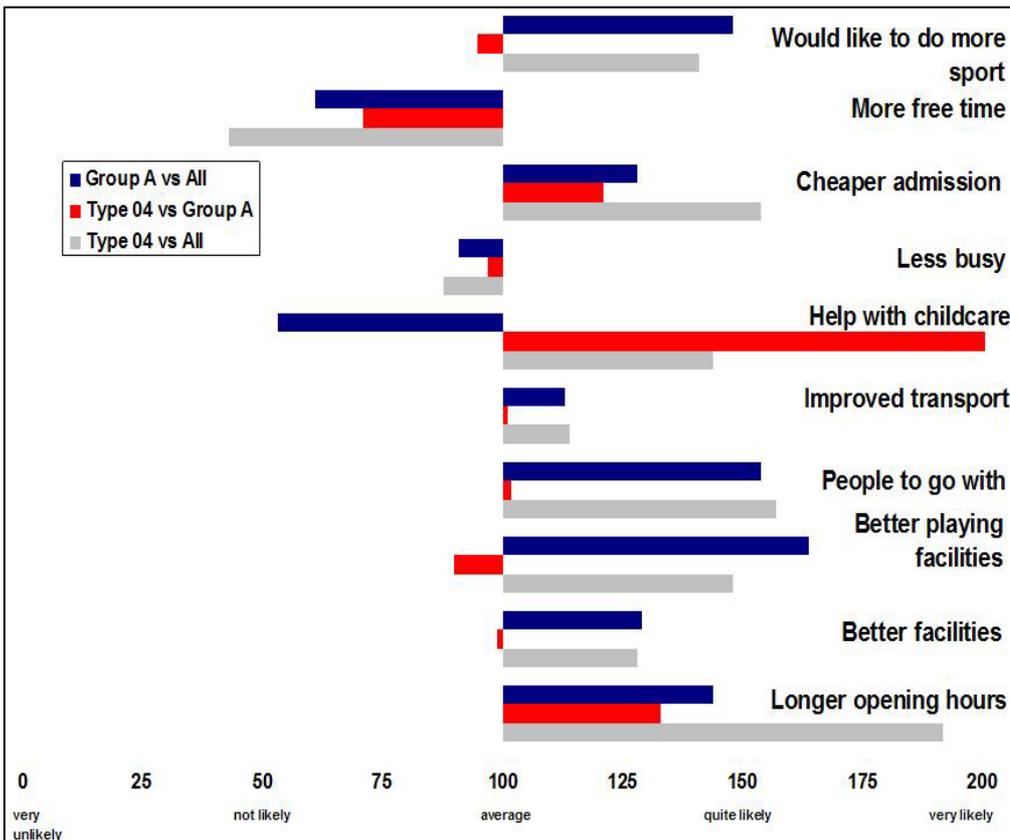
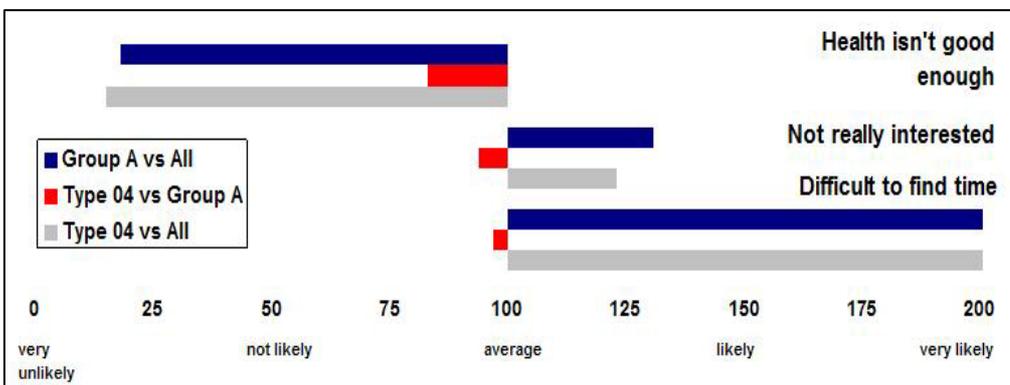


Figure 6: Reasons for not participating (those that have not participated in the last 12 months)



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How to reach Leanne



Channel Preferences

TV/RADIO

Leanne is the heaviest TV viewer of her Group, watching chat shows, reality TV, soaps, music programmes and children's TV. She may have a basic digital package, and use interactive services. She will notice advertising, but this is not a high response channel for her.



INTERNET

As a light internet user, Leanne only has access at college or the library. When she goes she likes to download ring tones and screensavers for her mobile, order free product samples and enter chat rooms.



POSTERS/DIRECT MAIL/NEWSPAPER

Leanne is a heavy reader of women's gossip magazines and also reads some tabloids. She is most likely to notice adverts inside buses or posters in shopping centres, and magazine adverts also may catch her attention. She may also respond to traditional direct mail, particularly those containing money off vouchers and an opportunity to act upon her intuitive and impulsive decision making style.

TELEPHONE

As a heavy mobile user, Leanne uses it instead of a landline to contact friends. She uses sms text services and also entertainment features on her mobile.

Newspapers and Magazines, such as...

Heat	OK!
Glamour	Top of the Pops
CosmoGirl!	Inside Soap
TV Quick	The Sun
The Mirror	Chat

Tone and message...

Sociable	Entertaining
Value	Free trial
Kids	Time saver
Young	Practical
Chatty	Uncomplicated

Brands such as...



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The 19 Segments

The Sport England classification is built primarily from the 'Taking Part' and 'Active People' surveys; and helps explain individual's motivations, attitudes, behaviour and barriers towards sport and active recreation. It is underpinned by key socio-demographic variables to ensure the segments can be geographically quantified and appended to customer records.

The clustering process has created a two-tier solution driven by key lifestyle and lifestyle identifiers such as age, affluence, marital status and parental obligations. Within these, the levels of participation and the activities undertaken vary enormously. Each segment has been described within the context of sporting activities and levels of participation. Also, through providing underlying variables pertaining for example towards attitudes, socio-demographics, health statistics and marketing communication preferences, a fully-rounded picture of each segment has been developed.

	Segment Name	Forename (s)	% Pop	% M	% F
A01	Competitive Male Urbanites	Ben	6.4	13.3	0.0
A02	Sports Team Drinkers	Jamie	5.4	11.1	0.0
A03	Fitness Class Friends	Chloe	6.9	0.0	13.4
A04	Supportive Singles	Leanne	4.7	0.0	9.1
B05	Career Focused Females	Helena	5.0	0.0	9.7
B06	Settling Down Males	Tim	9.4	19.3	0.0
B07	Stay at Home Mums	Alison	4.6	0.0	8.9
B08	Middle England Mums	Jackie	4.0	0.0	7.7
B09	Pub League Team Mates	Kev	5.8	12.0	0.0
B10	Stretched Single Mums	Paula	3.8	0.0	7.4
C11	Comfortable Mid-Life Males	Philip	7.8	16.0	0.0
C12	Empty Nest Career Ladies	Elaine	5.3	0.0	10.2
C13	Early Retirement Couples	Roger & Joy	6.2	6.2	6.3
C14	Older Working Women	Brenda	4.0	0.0	7.6
C15	Local 'Old Boys'	Terry	3.4	7.0	0.0
C16	Later Life Ladies	Norma	2.0	0.0	3.6
D17	Comfortable Retired Couples	Ralph & Phyllis	3.7	5.0	2.4
D18	Twilight Year Gents	Frank	3.5	7.1	0.0
D19	Retirement Home Singles	Elsie & Arnold	8.3	2.5	13.8

For more information about the sports market segments please go to www.sportengland.org/research