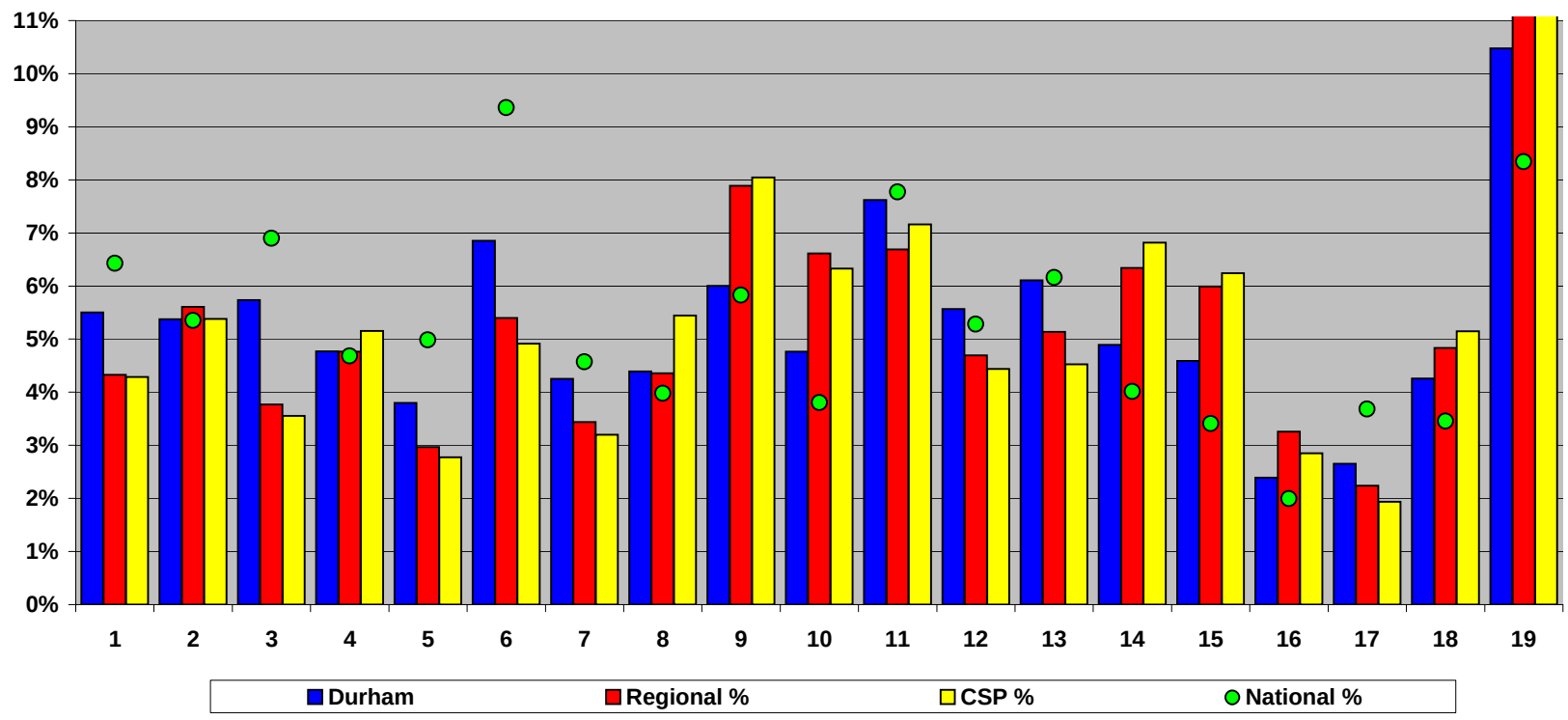
Sport England Market Segmentation

Sport England is tasked with increasing adult participation in sport and active recreation. To achieve this it is crucial we better understand our market. To this end, Sport England has developed a segmentation model, made up of nineteen 'sporting' segments which will help us to understand the attitudes, motivations and perceived barriers to sports participation. The segmentation model enables us to develop tailored interventions, communicate more effectively with our target market and to better understand participation in the context of lifestage and lifecycles. Created by Experian Business Strategies, the segments are based on survey data (Active People and Taking Part Surveys) and external data sources (e.g. neighbourhood statistics, census data and health data).

Market Segmentation for Durham



Segment	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
LA	5.5%	5.4%	5.7%	4.8%	3.8%	6.9%	4.3%	4.4%	6.0%	4.8%	7.6%	5.6%	6.1%	4.9%	4.6%	2.4%	2.7%	4.3%	10.5%
Regional	4.3%	5.6%	3.8%	4.8%	3.0%	5.4%	3.4%	4.4%	7.9%	6.6%	6.7%	4.7%	5.1%	6.3%	6.0%	3.3%	2.2%	4.8%	11.7%
CSP	4.3%	5.4%	3.6%	5.2%	2.8%	4.9%	3.2%	5.4%	8.0%	6.3%	7.2%	4.4%	4.5%	6.8%	6.2%	2.9%	1.9%	5.1%	11.8%
National	6.4%	5.4%	6.9%	4.7%	5.0%	9.4%	4.6%	4.0%	5.8%	3.8%	7.8%	5.3%	6.2%	4.0%	3.4%	2.0%	3.7%	3.5%	8.3%

Highest % : 19 10.47%

Lowest % : 16 2.39%

Total Population : 69,489

Segment most above National % : Segment 19 2.13%

Segment most below National % : Segment 6 -2.51%

The chart above shows the proportion of each of the nineteen segments in the selected local authority, set against the regional, County Sport Partnership and national distribution.

Detailed information on the nineteen segments, (which are summarised in the table opposite), is contained in 'pen portraits' (see image below).

The pen portraits outline the key characteristics of each segment, including: family status; age; social group; media consumption; participation behaviours - what sports or activities people do, factors that would encourage participation, reasons for participating and not participating; engagement in other cultural activities; and volunteering.

For more information on the background to the segmentation model, how the segments were developed and to view the pen portraits and 'Frequently Asked Questions', visit the Sport England website:

www.sportengland.org/research

Segment	Segment Name	Forename (s)
1	Competitive Male Urbanites	Ben
2	Sports Team Drinkers	Jamie
3	Fitness Class Friends	Chloe
4	Supportive Singles	Leanne
5	Career Focussed Females	Helena
6	Settling Down Males	Tim
7	Stay at Home Mums	Alison
8	Middle England Mums	Jackie
9	Pub League Team Mates	Kev
10	Stretched Single Mums	Paula
11	Comfortable Mid-Life Males	Philip
12	Empty Nest Career Ladies	Elaine
13	Early Retirement Couples	Roger & Joy
14	Older Working Women	Brenda
15	Local 'Old Boys'	Terry
16	Later Life Ladies	Norma
17	Comfortable Retired Couples	Ralph & Phyllis
18	Twilight Year Gents	Frank
19	Retirement Home Singles	Elsie & Arnold

Contact your Sport England regional office for further information on how you can use the segmentation information in your area.