SPORT ENGLAND

Primary Offer Data Information Pack for Swimming

Information Pack for Swimming

This pack provides information which you can use in the development of NGB proposals. Specifically, this information can be used to provide a rationale for focusing on particular areas and for developing and agreeing interventions in partnership with Sport England.

The pack provides information on two of Sport England's key Strategic Outcomes.

- Grow
- Sustain

Swimming

- 5.63 million (13.8%) participants[1]
- 3.58 million female participants and 2.05 million male participants
- Number of participants per age group:
    - 506,000 participants aged 16-19
    - 502,000 aged 20-24
    - 484,000 aged 25-29
    - 637,000 participants aged 30-34
    - 1.44 million swimmers are aged 35-44
    - 1.51 million aged 45-64
    - 561,000 aged 65 plus.
- 5.32 million swimmers are white and 316,000 are from non-white communities
- 551,000 swimming participants have a limiting illness or disability
- 2.27 million with children
- 3.73 million in employment, 507,000 are students, 682,000 retired and 293,000 unemployed
- 3.29 million swimming participants are from socio-economic group[1] NS-SEC 1-4 (ABC1) and 1.7 million are from NS-SEC group 5-8 (C2DE)

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[1] All figures from the Active People Survey (2005/06) and ONS mid 2005 population estimates. Participation refers to all swimming and diving (indoor and outdoor), water polo, deep water swimming, open water swimming, and deep water diving.

- Swimming is the one sport that 12.0%, 4.97 million adults would like to participate in more often. This represents 22% of all those that would like to do more sport and active recreation[3]

- Between Active People Survey months 1-6 and Active People Survey months 1-6, swimming (indoors) participation has decreased from 11.59% to 11.28% a fall of 0.3 percent or a 2% decrease. This represents a decrease of 81,000 participants from 4.717 million to 4.636 million. Swimming (outdoors) has increased from 0.65% to 0.77%, a rise of 0.08 percent or a 13% increase. This represents 35,000 new participants, with numbers rising from 246,000 to 299,000.[4]

- Female swimming (outdoor) has grown from 0.7% to 0.9%, a rise of 0.13 percent, or 18%. Participation numbers have risen from 152,000 to 180,000, an increase of 28,000.[4]

- Swimming (outdoor) is predicted to fall by 0.6 percent from 2.4% to 1.8% between 2005 and 2013. This represents a 25% change. Swimming (indoor) is predicted to increase in participation from 12.6% to 13% an increase of 0.4 percent or a rise of 3%. Swimming (any) is predicted to fall by 0.1 percent from 14.2% to 14.1%, a change of 1%[5].

- 1.04 million young people aged 11-15 participate in swimming regularly[6]

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[2] NS-SEC: 1. Higher managerial and professional occupations, 2. Lower managerial and professional occupations, 3.Intermediate occupations, 4.Small employers and own account workers, 5. Lower supervisory and technical occupations, 6. Semi-routine occupations, 7. Routine occupations, 8. Never worked and long-term unemployed, 9. Full time students and Occupations not stated or inadequately described.

[3] Active People Survey 2, months 1-6 (fieldwork period mid Oct 2007- mid April 2008), indoor/outdoor swimming only

[4] Active People Survey 1, months 1-6 (fieldwork period mid Oct 2005- mid April 2006), Active People Survey 2, months 1-6 (fieldwork period mid Oct 2007- mid April 2008)

[5] Sheffield Hallam: The growth potential of different sport and recreational activities (2007) unpublished

[6] DCMS Taking Part Young People's Survey 11-15 year olds (2006/07), taking part at least once outside of school in the last four weeks

Growth

The information in this section will help you develop growth interventions and help to understand equality issues in your sport. An understanding of your current market profile will also help to develop interventions to increase satisfaction in your sport.

Swimming: current participation profile

This section provides information on your current market profile i.e. the groups that are currently participating in your sport.

By looking at your market, you can begin to gain an understanding of where participation growth is more likely to occur. For example, if your current participant market is made up of 80% 16-19 year olds, it is probably more likely that any sustained increase in participation will come from that younger group than among the 65+ age group.

The data also helps to identify inequalities in your sport. By comparing the demographic breakdowns in your sport, with the demographic breakdown across all people who play sport, and also the demographic profile of the total England population, you can gain an understanding of the type of groups which are over (or under) represented in your sport.

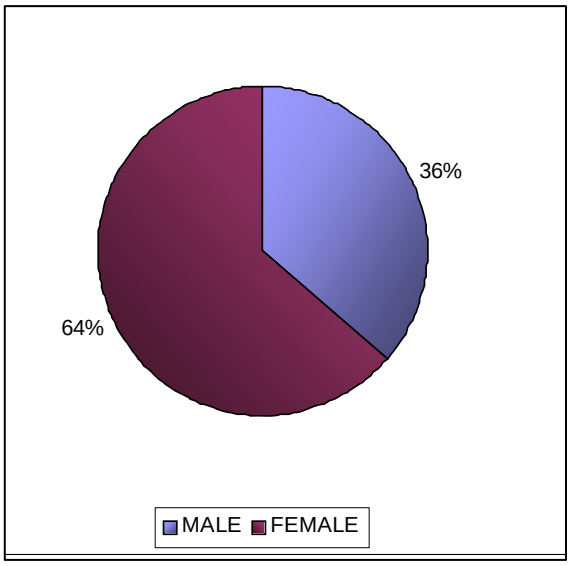
It can also help you think about how you might tackle satisfaction in your sport. For example, if the majority of your current participants have children, perhaps providing more family friendly activities could improve satisfaction in your sport.

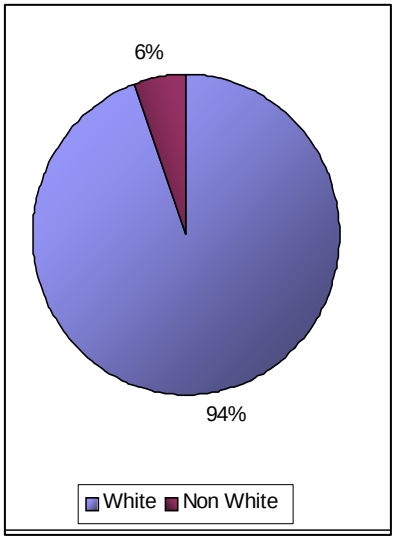
All data comes from the Active People Survey (2005/6) and refers to participation at least once in the last four weeks:

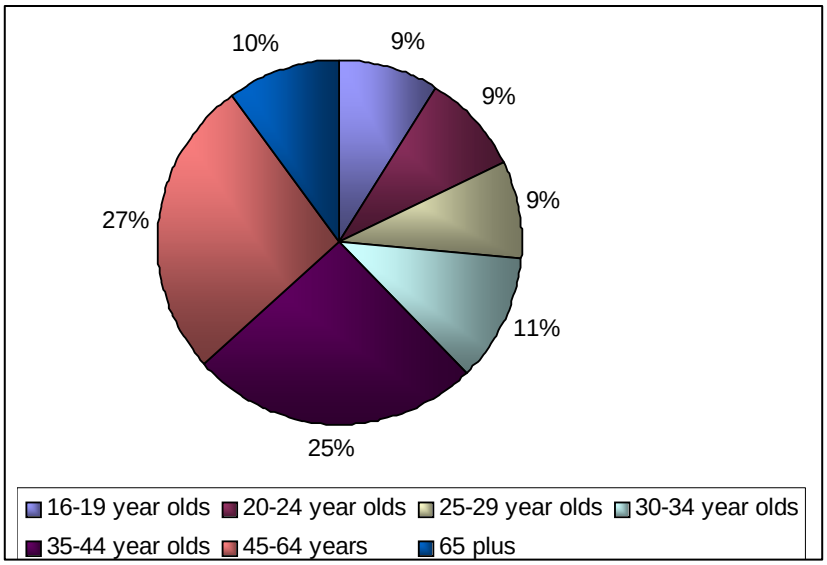
- 64% of swimmers are female, this compares with 46% of all those that have taken part in sport or active recreation
- 6% of swimmers are from black and ethnic minorities compared to 9% of all those that take part in sport and active recreation
- The market share in swimming participation by age is very similar to that of age market share in all sport and active recreation. The same is true for market share by employment status, social class and income.

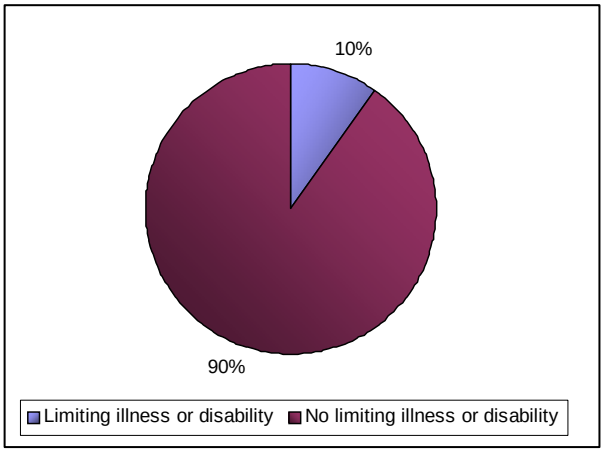
This table benchmarks how well your sport is doing in attracting different groups of the population when compared to the prevalence of those that do any sport, do no sport and the overall population.

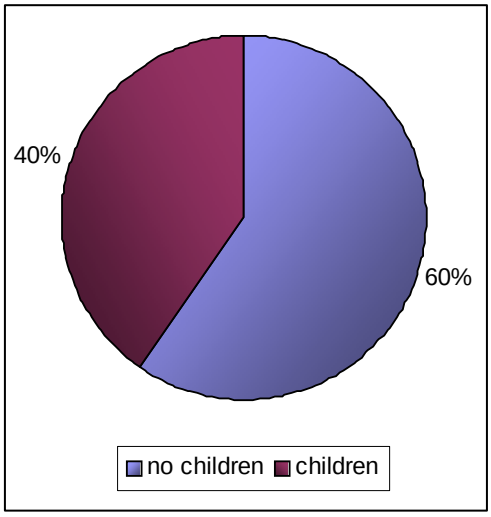
Market share	Undertaken sport or active recreation in last four weeks (excluding any walking)	Not undertaken sport or active recreation in last four weeks (excluding any walking)	All respondents in Active People	Swimming
Male	54%	45%	49%	36%
Female	46%	55%	51%	64%
White	91%	91%	91%	94%
Non White	9%	9%	9%	6%
Yes - illness or disability that limits activity in some way	8%	22%	16%	9%
No illness or disability that limits activity in some way	92%	78%	84%	90%
16-19 year olds	12%	4%	7%	9%
20-24 year olds	10%	5%	7%	9%
25-29 year olds	9%	5%	7%	9%
30-34 year olds	11%	7%	9%	11%
35-44 year olds	22%	17%	19%	26%
45-64 years	24%	32%	29%	27%
65 plus	11%	30%	22%	10%
children	34%	25%	29%	40%
no children	66%	75%	71%	60%
£0 to £15,559	15%	28%	22%	16%
£15,600 to £20,799	8%	10%	9%	9%
£20,800 to £25,999	7%	7%	7%	7%
£26,000 to £31,199	10%	8%	9%	10%
£31,200 to £36,399	7%	5%	6%	7%
£36,400 to £51,999	15%	8%	11%	15%
£52,000 or more	37%	35%	36%	35%
employed f/t p/t	66%	49%	57%	66%
Unemployed	5%	7%	6%	5%
economically inactive - retired	13%	31%	23%	12%
economically inactive - other	5%	8%	7%	7%
Student	11%	4%	7%	9%
Other	0%	1%	1%	1%
NS SEC 1-4 (ABC1)	57%	49%	52%	58%
NS SEC 5-8 (C2DE)	31%	43%	38%	31%
NS SEC 9	13%	8%	10%	11%
Car or van available in household	86%	72%	78%	87%
No car or van available in household	14%	28%	22%	13%

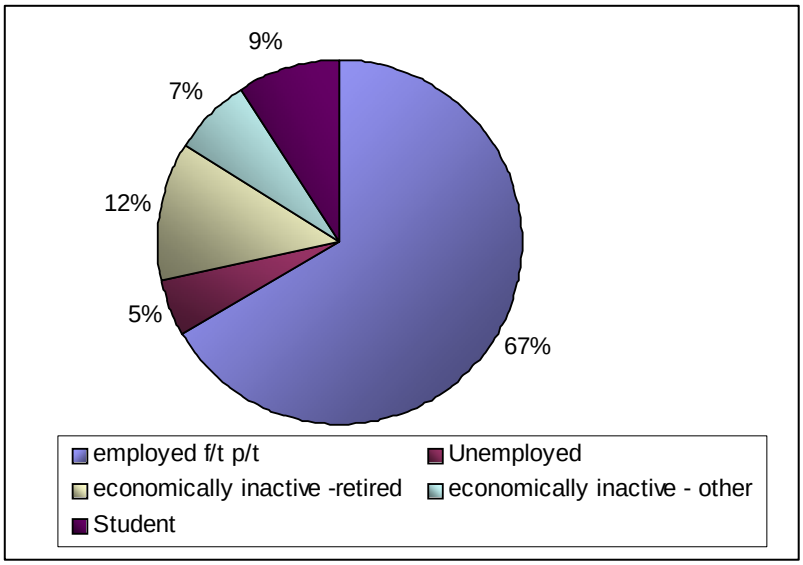

36%
64%
MALE
FEMALE

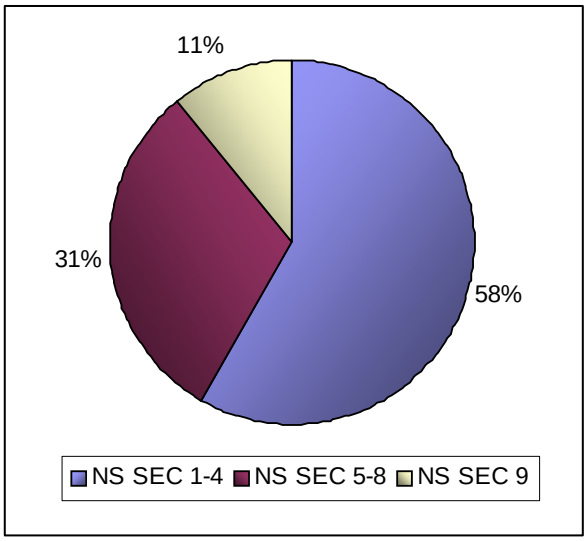

6%
94%
White
Non White

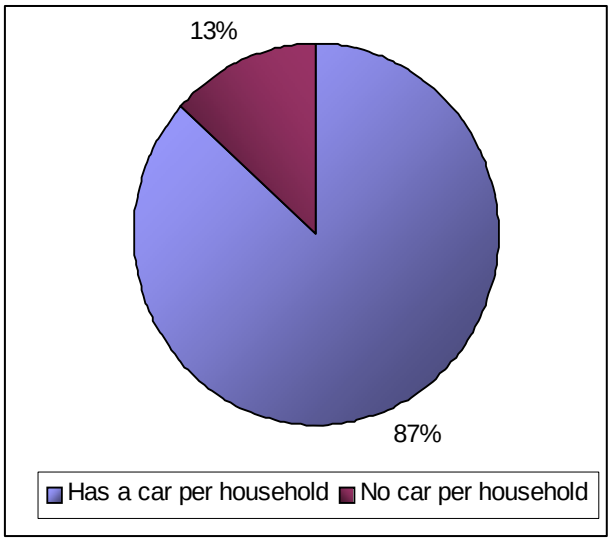

10%
9%
9%
9%
27%
11%
25%
16-19 year olds
20-24 year olds
25-29 year olds
30-34 year olds
35-44 year olds
45-64 years
65 plus

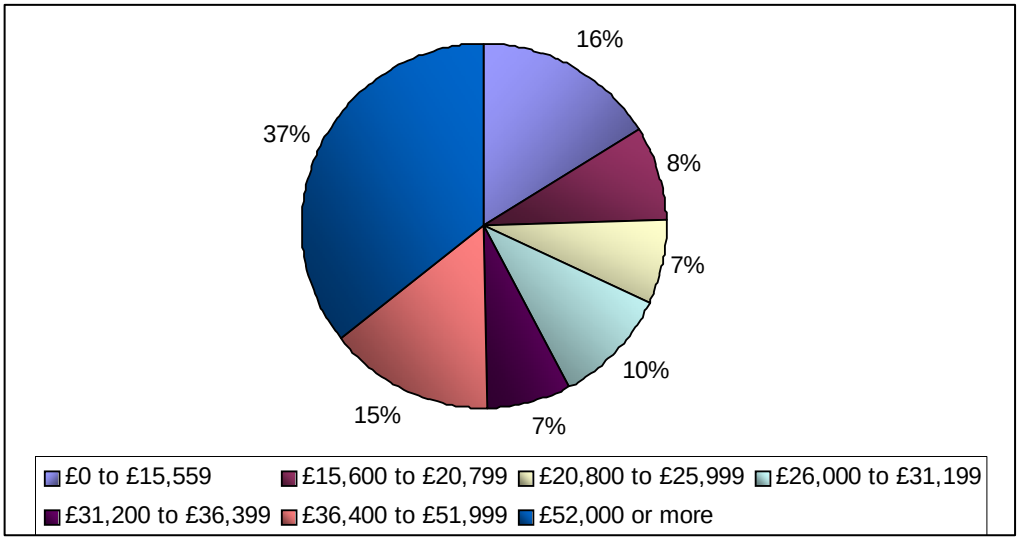

10%
90%
Limiting illness or disability
No limiting illness or disability


40%
60%
no children
children


9%
7%
12%
5%
67%
employed f/t p/t
Unemployed
economically inactive -retired
economically inactive - other
Student


11%
31%
58%
NS SEC 1-4
NS SEC 5-8
NS SEC 9


13%
87%
Has a car per household
No car per household

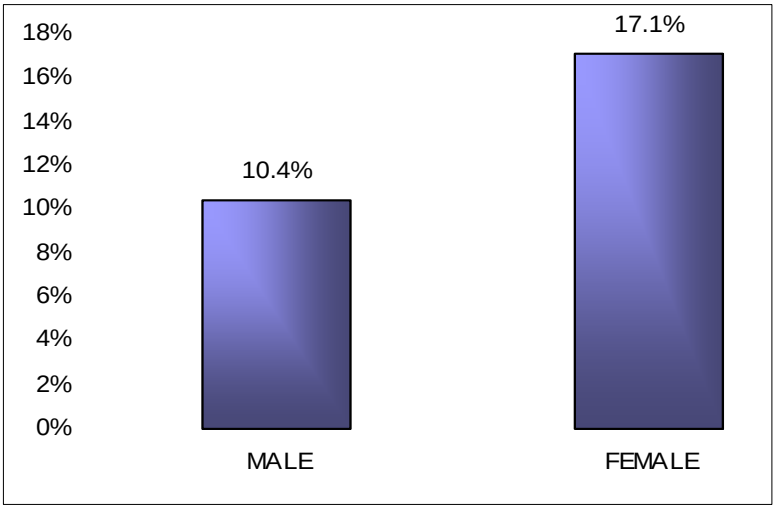

16%
8%
7%
10%
7%
15%
37%
£0 to £15,559
£15,600 to £20,799
£20,800 to £25,999
£26,000 to £31,199
£31,200 to £36,399
£36,400 to £51,999
£52,000 or more

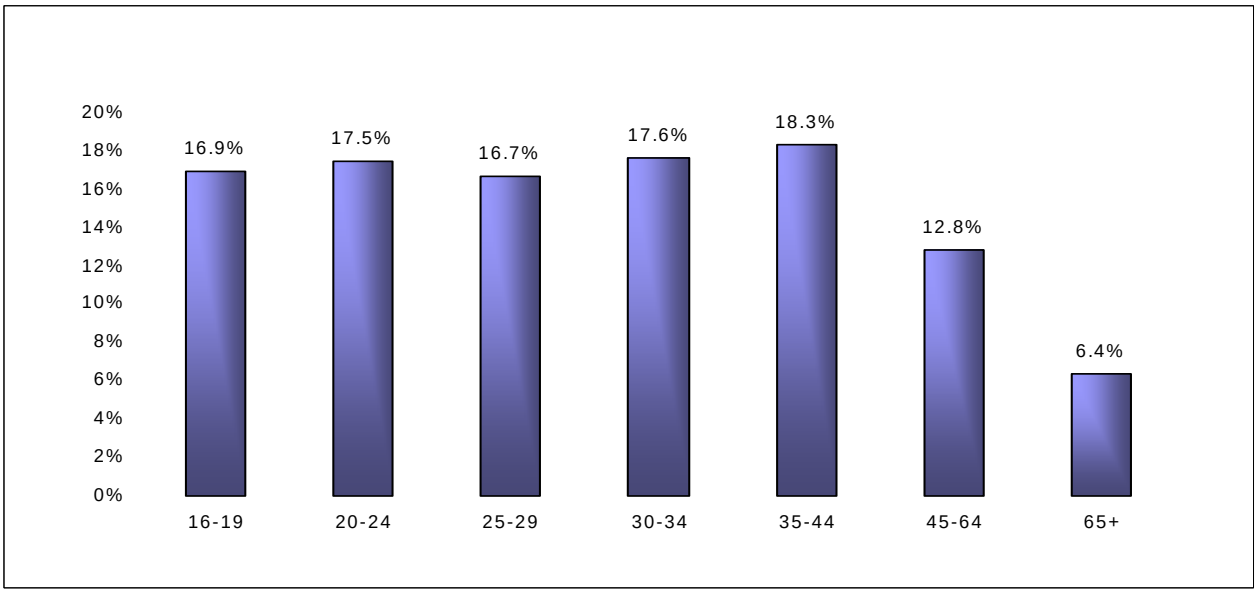
Current participation figures in swimming

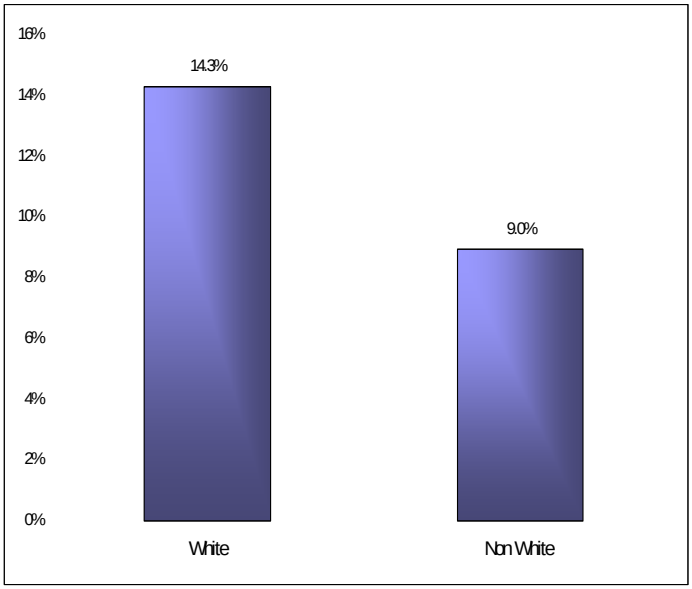
This section uses Active People Survey data (2005/6) to illustrate current participation (defined as participated at least once in the last four weeks) among different groups.

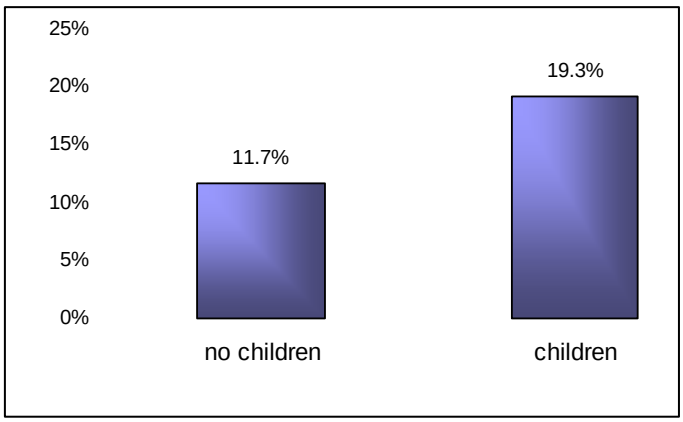
This provides further information on your current market, inequalities in participation and has potential impact on satisfaction.

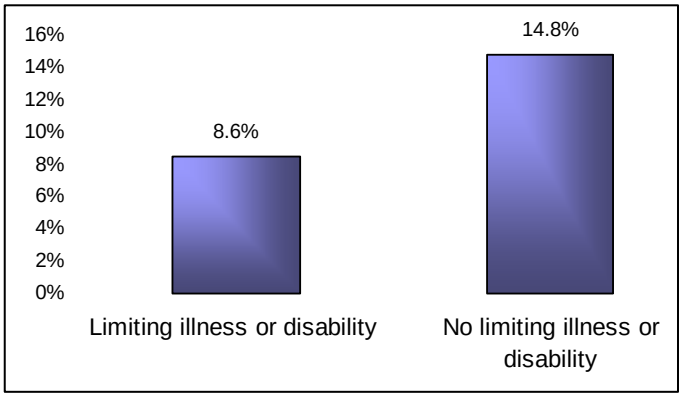
- Participation is higher among females (17.1%) than males (10.4%)
- Participation rates are fairly stable until 44, after which there is a decline. However participation in these older groups is higher than many other sports
- Participation is higher among those that have children (19.3%) than those without children (11.7%).
- Participation is higher for those from white communities (14.3%) than those from black and ethnic minorities (9%)

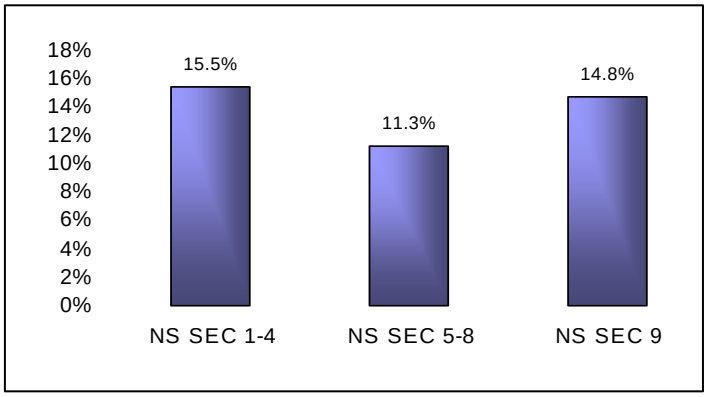





16%
14%
12%
10%
8%
6%
4%
2%
0%
14.3%
9.0%
White
Non White


25%
20%
15%
10%
5%
0%
11.7%
19.3%
no children
children


16%
14%
12%
10%
8%
6%
4%
2%
0%
8.6%
14.8%
Limiting illness or disability
No limiting illness or disability


18%
16%
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12%
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11.3%
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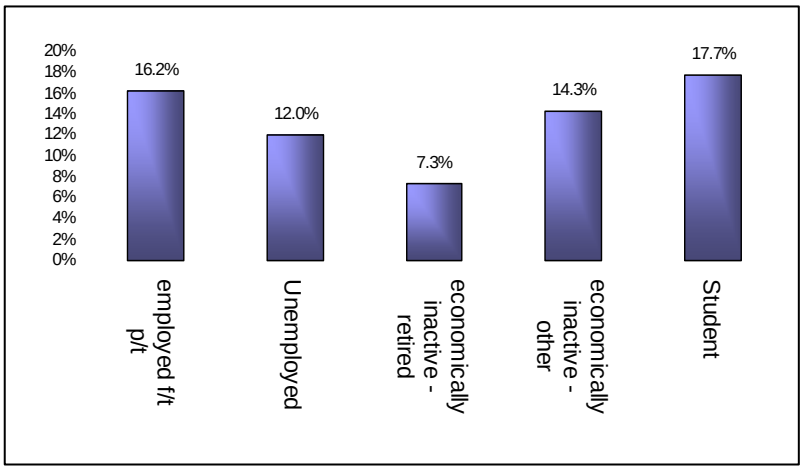
NS SEC 1-4
NS SEC 5-8
NS SEC 9


20%
18%
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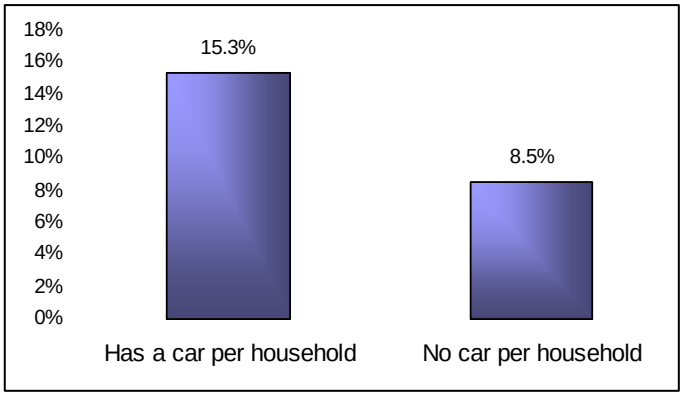
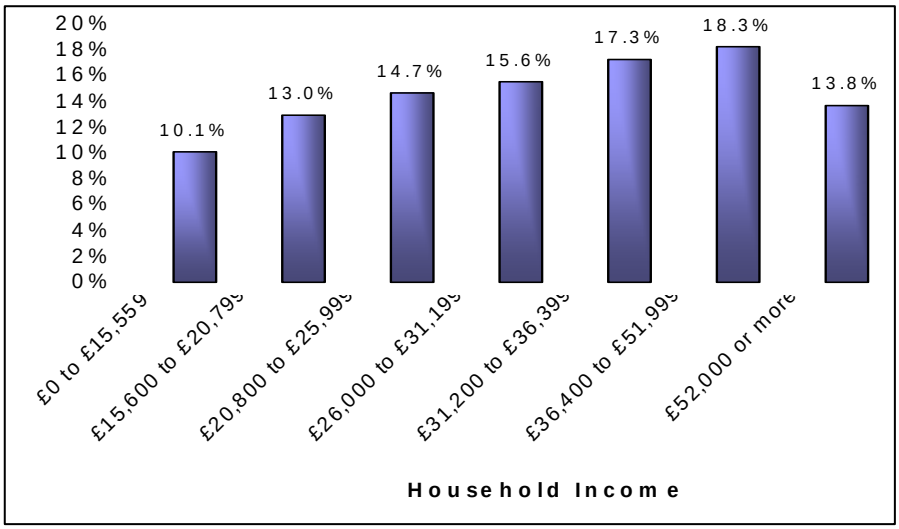
14%
12%
10%
8%
6%
4%
2%
0%
16.2%
12.0%
7.3%
14.3%
17.7%
employed f/t p/t
Unemployed
economically inactive - retired
economically inactive - other
Student

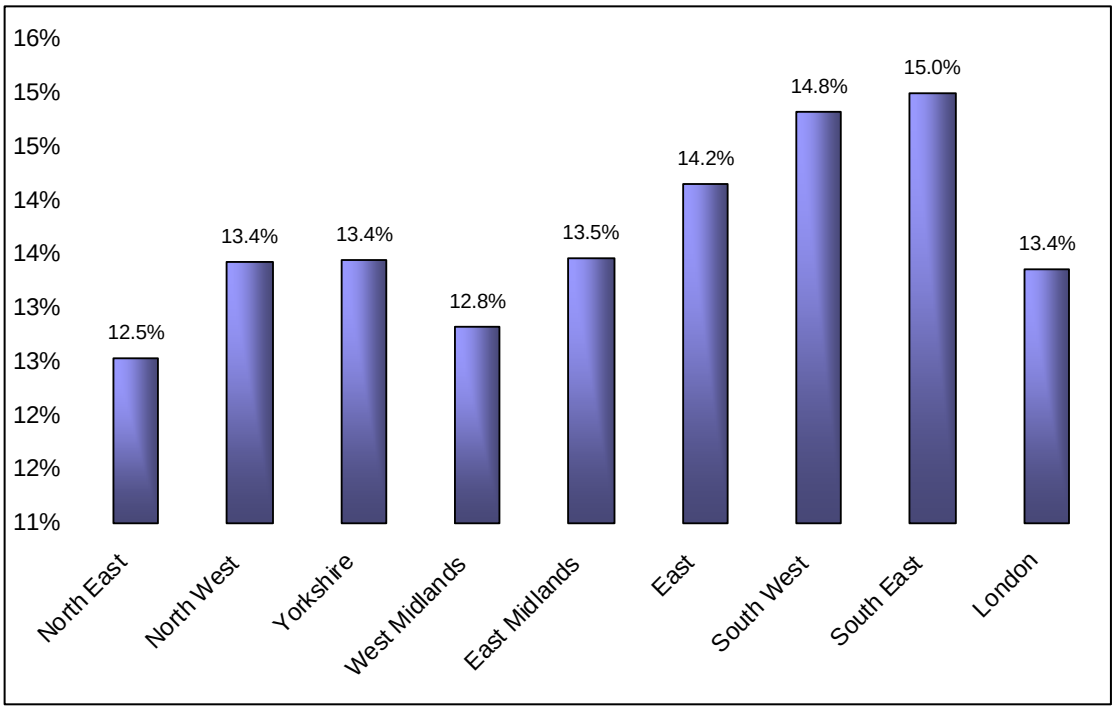

18%
16%
14%
12%
10%
8%
6%
4%
2%
0%
15.3%
8.5%
Has a car per household
No car per household


20%
18%
16%
14%
12%
10%
8%
6%
4%
2%
0%
10.1%
13.0%
14.7%
15.6%
17.3%
18.3%
13.8%
£0 to £15,559
£15,600 to £20,799
£20,800 to £25,999
£26,000 to £31,199
£31,200 to £36,399
£36,400 to £51,999
£52,000 or more
Household Income

Regional distribution of participation in swimming

This section uses Active People Survey data (2005/6) to illustrate the regional distribution of swimming's current market and the participation rates (once in the last four weeks) by region.

- Participation rates are highest in the South East (15%) and the South West (14.8%) and lowest in the North East (12.5%)



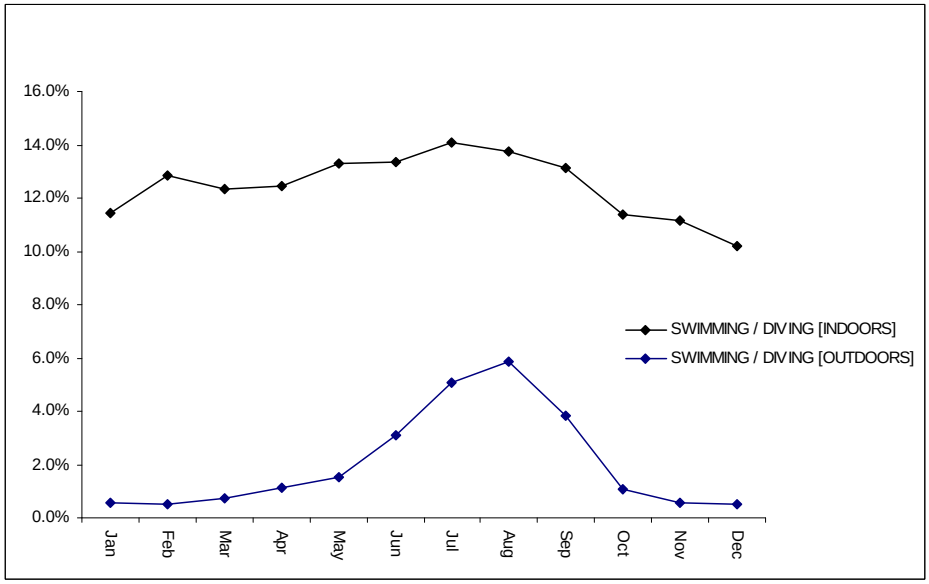
	population 16+	% of England population 16+ accounted for by region	% of swimming accounted for by each region	participation rate in each region	number of swimming participants
North East	2,082,212	5%	5%	12.50%	261,001
North West	5,511,030	14%	13%	13.40%	740,272
Yorkshire and Humber	4,076,520	10%	10%	13.40%	548,195
East Midlands	3,483,554	9%	8%	13.50%	469,322
West Midlands	4,297,365	11%	10%	12.80%	551,340
East	4,466,852	11%	11%	14.20%	632,432
London	6,067,026	15%	14%	13.40%	810,422
South East	6,588,348	16%	18%	15.00%	988,547
South West	4,140,556	10%	11%	14.80%	614,097

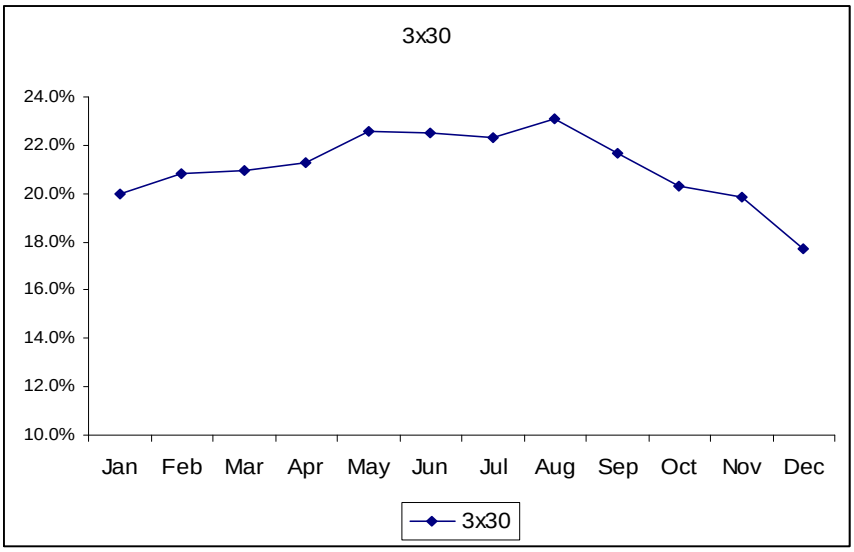
Seasonal variation in participation

Using Active People Survey data (2005/6), it is possible to show seasonal fluctuations in participation in sports. This will help to identify key periods where demand for your sport is likely to be highest.

- Participation for indoor swimming is fairly stable throughout the calendar year although the graph below shows a seasonal decline between the period September to December.

- Outdoor swimming participation peaks during the summer months between June to September.





Growth and Latent Demand

- 12% of all adults, 5 million people would like to participate in swimming more often[7]. It is the most popular sport that people would like to take part in.

- Between Active People Survey months 1-6 and Active People Survey months 1-6, swimming (indoors) participation has decreased from 11.59% to 11.28% a fall of 0.3 percent or a 2% decrease. This represents a decrease of 81,000 participants from 4.717 million to 4.636 million. Swimming (outdoors) has increased from 0.65% to 0.77%, a rise of 0.08 percent or a 13% increase. This represents 35,000 new participants, with numbers rising from 246,000 to 299,000.[8]

- Female swimming (outdoor) has grown from 0.7% to 0.9%, a rise of 0.13 percent, or 18%. Participation numbers have risen from 152,000 to 180,000; an increase of 28,000 However, there was no significant change for female indoor swimming.[9]

- Male participation in swimming (indoor) has decreased from 8.85% to 8.34%, a fall of 1.67 percent or 6%. Participation numbers have changed from 1.75 million to 1.67 million, a fall of 83,000. There has been no significant change in male participation in outdoor swimming. [10]

- Swimming (outdoor) is predicted to fall by 0.6 percent from 2.4% to 1.8% between 2005 and 2013. This represents an 25% change. Swimming (indoor) is predicted to increase in participation from 12.6% to 13% an increase of 0.4 percent or a rise of 3%. Swimming (any) is predicted to fall by 0.1 percent from 14.2% to 14.1%, a change of 1%[11].

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[7] Active People Survey 2, Quarter1 (fieldwork period mid Oct 2007-mid Jan 2008)

[8] Active People Survey 1, months 1-6 (fieldwork period mid Oct 2005- mid April 2006), Active People Survey 2, months 1-6 (fieldwork period mid Oct 2007- mid April 2008)

[9] Active People Survey 1, months 1-6 (fieldwork period mid Oct 2005- mid April 2006), Active People Survey 2, months 1-6 (fieldwork period mid Oct 2007- mid April 2008)

[10] Active People Survey 1, months 1-6 (fieldwork period mid Oct 2005- mid April 2006), Active People Survey 2, months 1-6 (fieldwork period mid Oct 2007- mid April 2008)

[11] Sheffield Hallam: The growth potential of different sport and recreational activities (2007) unpublished

Market Segmentation

Market segmentation is a powerful tool which provides knowledge and further information on your existing and potential customers. The sporting segments are based on research gathered through the Active People and Taking Part surveys. The segments are built on demographic data identified as impacting on sports participation and attitudes; this includes gender, age, whether people have children and socio-economic status.

The segments provide information on the specific sports people take part in, the motivations behind participation, whether they want to do more sport and the barriers to participation. In addition, the market segments provide information on:

- Media consumption and most effective methods of communication;
- Health indicators including obesity;
- Participation in wider cultural activities.

As segmentation is underpinned by key socio-demographic variables, the segments can be geographically quantified and appended to both customer records and the Electoral Roll. Therefore, every adult in England can have a Sport England segment appended to them, whilst a market segment profile can be counted at any geographic level within England down to postcode.

This results in a powerful tool which allows users to understand the segment profile at local level.

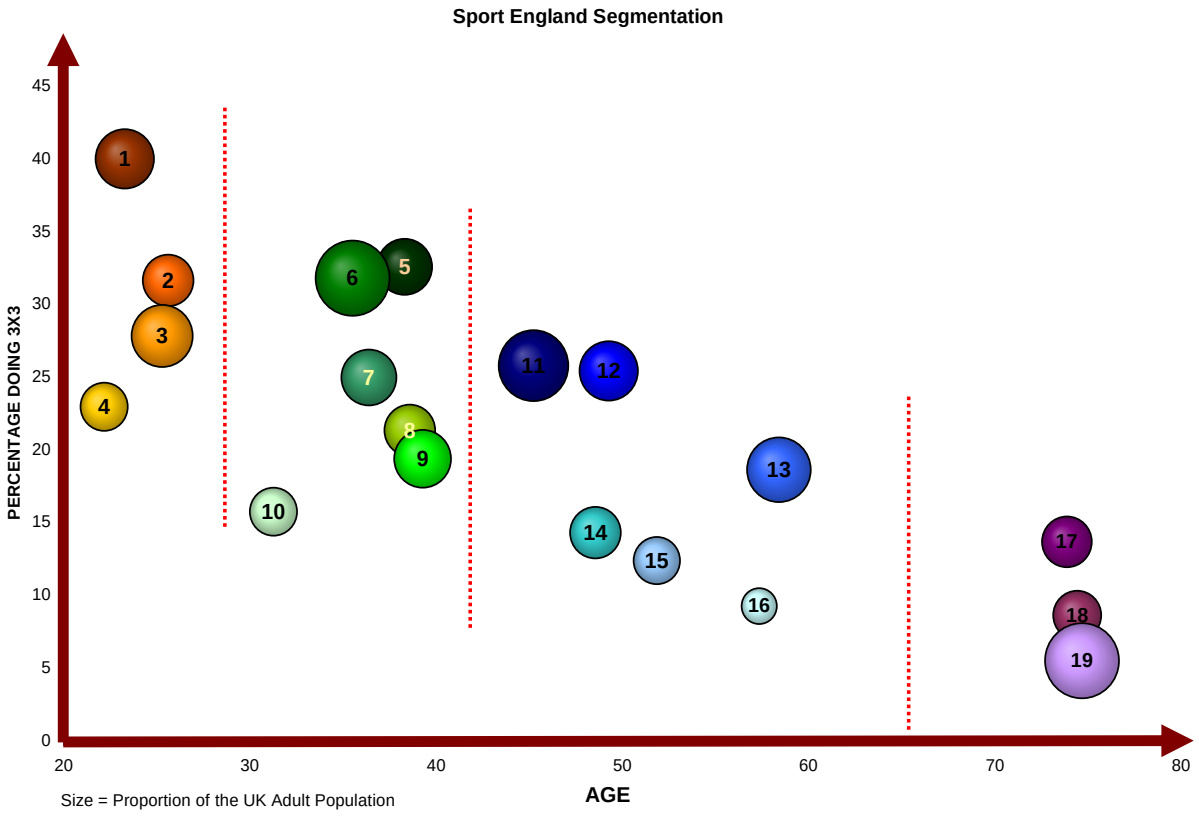
In total 19 distinct sporting segments were identified. The figure below shows the 19 segments in relation to age (along the x axis) and sporting activity levels (3x30 along the y axis with the red line indicating whether the segments activity level fall above or below the national average of 21% achieving 3x30). The segments are divided into four "supergroups" based on age. Supergroup A contains mainly 18-24 year olds, whereas supergroup D contains mainly those aged 65+. This allows for comparisons between segments of the same age. The segment circle size represents the proportion of people in that segment across England. So for example, segment 19 "Elsie and Arnold" are relatively large segments whereas segment 10 "Paula" represents relatively less people in England. The chart below outlines the 19 segments and their key characteristics.

www.sportengland.org/research provides much more information about the market segments including pen portraits, how to use guides, technical documents and frequently asked questions.

How market segmentation can be used in relation to Sport England's strategic outcomes

Market segmentation can be used for both the grow and sustain outcomes. In terms of the Grow outcome, the segments provide knowledge about who your potential customers are most likely to be, and identifies geographic areas to target. The attitudes and barriers information will help you to design interventions that appeal to your customers and the marketing data will help you attract them.

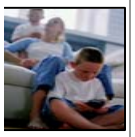
In terms of the Sustain outcome, the segmentation information will help identify some of the factors that could help decrease the drop-off in participation and increase satisfaction. For example, Jamie would do more sport if he had people to go with and there were better playing facilities available.



Market Segments Summary
This provides general information about the 19 Sport England Market Segments

	Segment name and description	Segment characteristics	Age	Socio econ	3x30 0x30	% Eng Pop	Sports	Media and Communications	Key brands	Activity characteristics
	A01 Ben Competitive Male Urbanites	Male recent graduates, with a work-hard, play-hard, drink-hard attitude	18-25	ABC1	40% 19%	6.4	Football Golf Cricket Rugby Un+ Lge Skateboard American Ftball	Ben is a heavy internet user and has a high speed broadband connection at home. He uses this for sports news, personal emails, buying films and games and in recent months playing online poker.		Ben is well educated and well informed, and is the most likely of his peers to appreciate live music, photography and graphical design, especially if combined with his thirst for the latest gadgets.
	A02 Jamie Sports Team Drinkers	Young blokes enjoying football, pints and pool Single, Vocational Student	18-25	C2DE	32% 30%	5.4	Football Weight Lifting Pool	Jamie is a prolific mobile user, particularly using sms text alerts and checking out the football scores on his mobile using wap. He has a pay-as-you-go phone, rather than being tied into a monthly contract.		Jamie is least likely to participate in the arts compared to his peers, being not particularly interested or finances being a barrier.
	A03 Chloe Fitness Class Friends	Young image-conscious females keeping fit and keeping trim Single graduate professional.	18-25	ABC1	28% 34%	6.9	Aerobics Horse Riding Yoga Netball Trampoline	Chloe is a heavy mobile phone user, keeping in contact with all her friends almost daily, and probably uses it more than a landline. She uses the internet a lot, for social messaging, booking music tickets, or movie information.		Chloe is very likely to participate in the arts, having been encouraged from an early age. She particularly enjoys crafts, photography and dance classes, including those not just for fitness. It's a good way to meet new people and learn new skills.
	A04 Leanne Supportive Singles	Young busy mums and their supportive college mates Likely to have children, Student, Pt vocational.	18-25	C2DE	23% 44%	4.7	Aerobics Dance Exercise Netball Body Combat Ice Skating Rounders Gymnastics	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 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.
	B05 Helena Career Focused Female	Single professional ladies, enjoying life in the fast lane Single, Full time professional.	26-35	ABC1	33% 33%	5.0	Aerobics Yoga Horse Riding Pilates Netball Hockey Body Pump	Helena always has her mobile on hand so that she is contactable for work and social calls. As a heavy internet user it is her primary source of information on events, holidays and restaurants.		Helena is the most likely of her peers to participate in arts, having been encouraged from an early age. She enjoys going to museums, art galleries and the theatre and also listening to live music.
	B06 Tim Settling Down Males	Sporty male professionals, buying a house and settling down with partner Single/Married, may have children, professional	26-35	ABC1	32% 27%	9.4	Football Golf Squash Cricket Rugby U Shooting American Ftball	Tim loves to embrace the latest technology –the internet is his primary source of information, and he is a heavy mobile user for both personal and business purposes		Tim enjoys participating in the arts. He is the most likely of his peers to play a musical instrument, enjoying developing and learning new skills. He may also enjoy photography or use his computer for graphical design, especially if these activities can be combined with his thirst for top of the range gadgets.
	B07 Alison Stay at Home Mums	Mums with a comfortable, but busy, lifestyle Married, Housewife, Children	36-45	ABC1	25% 33%	4.6	Aerobics Yoga Horse Riding Pilates Netball Skiing Trampoline Body Pump Swimming	Alison is a medium TV viewer, watching mainly children's programmes but also cookery shows and dramas. She enjoys reading higher-end women's magazines, the Telegraph or Times.		Alison enjoys participating in the arts including dance, music, textile crafts and drawing. She finds it relaxing, likes to take the children and also likes meeting new people at events and classes. Alison takes the children to the library regularly, and picks up a book for herself also.

Market Segments Summary
This provides general information about the 19 Sport England Market Segments

					33%					
	B08 Jackie Middle England Mums	Mums juggling work, family and finance Married, Part-time skilled worker, Housewife Children	36-45	C1C2D	21% / 47%	4.0	Aerobics Trampoline Ice Skating Rounders Step Machine Rollerblading Swimming	Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas. She is a cautious internet user, but is being encouraged by her children's prolific usage and is becoming more confident herself.		Jackie enjoys participating in the arts, including textile crafts, dance, painting and drawing, having been encouraged from an early age. She finds these activities relaxing, and also takes the children to them.
	B09 Kev Pub League Teamates	Blokes who enjoy pub league games and watching live sport. Married/Single; may have children; Vocational	36-45	DE	19% / 51%	5.8	Football Fishing Weight Training Snooker Pool Darts Sea Fishing Weigh Lifting	Kev is a heavy TV viewer, particularly favouring ITV and C5. He is also likely to have a digital/cable package for live sports coverage. Kev's mobile phone is important for his plumbing business and getting the footy lads organised, his landline is seldom used.		Kev is generally uninterested in arts participation, or unable to for health reasons. He was also not particularly encouraged to participate at an early age and is unlikely to encourage his children to get involved.
	B10 Paula Stretched Single Mums	Single mums with financial pressures, childcare issues and little time for pleasure Single, Job seeker or part time low skilled	26-35	DE	16% / 61%	3.8	Aerobics Keep Fit Trampoline Ice Skating Step machine Rounders Rollerblading Skipping	Paula is a heavy TV viewer, enjoying quiz and chat shows, reality TV and soaps. She is likely to have a digital or cable package and enjoys the extra choice this provides, particularly the shopping channels.		Paula is likely to participate in a few arts activities, perhaps textile crafts or craft and design with the kids - these may have been encouraged from an early age or through her kids' primary school.
	C11 Philip Comfortable Mid-Life Males	Mid-life professional, sporty males with older children and more time for themselves	46-55	ABC1	26% / 39%	7.8	Golf Football Squash Cricket	Philip is a medium TV viewer, enjoying business and current affairs programmes and live sports coverage. He is likely to have digital TV and also use interactive TV services for sports and business news.		Having been encouraged from an early age, Philip enjoys participating in the arts – he may play a musical instrument, enjoy photography, visit theatres and be an active all rounder.
	C12 Elaine Empty Nest Career Ladies	Mid-life professionals who have more time for themselves since their children left home	46-55	ABC1	25% / 44%	5.3	Yoga Aerobics Dance Exercise Step Macine Skippings Health and Fitness	Elaine is a light TV viewer, choosing programmes that reflect her interests in art or cookery. She uses the internet at home, for news and emails but does not have a high speed connection.		Well educated and well informed, Elaine enjoys participating in the arts, including dance, painting, drawing, textile crafts and reading for pleasure.
	C13 Roger & Joy Early Retirement Couples	Free-time couples nearing the end of their careers. Married, retired or part-time.	56-65	ABC1	19% / 54%	6.2	Golf Yoga Keep Fit Pilates Bowls Aqua Fit Tai Chi Sailing Skittles	Roger and Joy are medium TV viewers and heavy radio listeners. They read newspapers regularly, usually the Times or Daily Telegraph, and also subscribe to some personal interest magazines.		With more time available to them, Roger and Joy like to participate in arts such as painting, drawing, sewing and reading – they also use the local 'university of the 3rd age'.
	C14 Brenda Older Working Women	Middle aged ladies, working full time to make ends meet Single/Married May have children Low skilled worker	46-55	C2DE	14% / 64%	4.0	Keep Fit Aerobics Dance Exercise Step Machine Health + Fit Skipping	Brenda is a medium TV viewer who likes to keep up with the soap storylines and the latest reality TV show on cable. She also enjoys reading soap magazines and newspapers such as the Mirror or Sun.		Although lack of time is a barrier, Brenda is still likely to participate in some arts. She may enjoy dance classes and also textile crafts.
	C15 Terry Local Old	Generally inactive older men, low income, little	56-65	DE	12%	3.4	Fishing, Weight Training Snooker/Darts	Terry is a high TV viewer, both at home and in the pub, particularly enjoying live sports		Terry was not encouraged to participate in the arts at an early age. He has a general lack of

	C16 Norma Late Life Ladies	Older ladies, recently retired Single/Married, Low skilled worker, Retired	56-65	DE	9% 78%	2.0	Keep Fit Aqua Fit Darts Dance Exercise Tai Chi Step Machine Skipping	Norma is a high TV viewer, enjoying quiz shows, chat shows, soaps and religious programmes. Most new technology has passed her by, having no internet access or mobile phone.		Norma enjoys participating in the arts, particularly enjoying reading, textile crafts such as knitting, sewing and embroidery, and some painting or drawing. She will also regularly visit her local library
	D17 Ralph & Phyllis Comfortable Retired Couples	Retired couples, enjoying active and comfortable lifestyles Married, Retired	66+	ABC1	14% 70%	3.7	Golf Bowls Keep Fit Tennis Shooting	Ralph and Phyllis are medium to light TV viewers, preferring to be out and about instead. They like to read the Daily Telegraph or Independent do not have access to the internet, but they have a mobile phone		Ralph and Phyllis enjoy participating in the arts – they paint, read for pleasure and may play a musical instrument. They regularly enjoy visiting museums and heritage sites and taking foreign holidays.
	D18 Frank Twilight Years Gent	Retired men with some pension provision and limited exercise opportunities	66+	C1C2D	9% 78%	3.5	Golf Bowls Snooker Fishing Pool	Frank is a heavy TV viewer enjoying live sports coverage. He doesn't have access to the internet, or a mobile phone. He enjoys reading the Daily Mail or Express.		Frank has limited participation in arts activities, having not been particularly encouraged in his early years. However, he does enjoy visiting heritage sites and museums when given the opportunity.
	D19 Elsie & Arnold Retirement Home Singles	Retired singles or widowers, predominantly female, living in sheltered accommodation Widowed, Retired	66+	DE	5%	8.3	Bowls Yoga Keep Fit Aerobics Aqua Fit Tai Chi Dance Exercise	Elsie is a heavy TV viewer enjoying old films, and BBC2.Elsie does not have an internet connection or mobile phone. She will use her landline to call family		Elsie is keen to participate in the arts, particularly enjoying the dance afternoon in the community lounge. She loves listening to old music and having a waltz with other residents.

How to use Market Segmentation

There are many ways that segmentation can help your organisation attract new participants and keep them in your sport. The knowledge provided by segmentation, and in particular the information included in the pen portraits, can assist you in:

- Offering programmes and services which customers want and need;
- Determining how to market to, and communicate with customers and potential customers;
- Developing approaches to marketing and communication;
- Developing new markets, securing and retaining new customers.

Identifying segments to target

For each segment we are able to tell the likelihood of taking part in a particular sport. This is possible through creating an index system which allows you to compare how distant the behaviour or an attitude of a particular segment is, from the mean. An index of 100 shows average representation in the English adult population, above 100 shows over representation and below 100 shows under representation. For example Ben's index for recreational cycling is 210, this means he is more likely to cycle than the average. His index for doing any voluntary work in the last 12 months is 98, so Ben is not more or less likely than the English average to volunteer. His index for netball is 4, so he is much less likely than the average to play netball.

Through the index system it is possible to identify which segments are most likely to take part in particular sports. Once these segments have been established, the segment profiles can help organisations to design interventions which are more likely to succeed in attracting new participants. Knowing who your existing segments are can also help in increasing satisfaction, by providing information on what matters to your customers.

Which segments are most likely to take part in swimming?

- Most likely to participate in swimming is Alison (index of 196) and 29.3% of people within this segment participate in swimming

- Second most likely to participate in swimming is Chloe (index 166) where 24.9% of Chloe segment participate in swimming

- Jackie (index 164, participation rate 24.5%), Tim (index 149, 9.1%), Leanne (index 144, 21.6%), Helena (index 144, 21.3%), Elaine (index 122, 18.3%), Philip (index 111, 6.3%) and Paula (index 121, 18%), are also much more likely than the population as a whole to participate in swimming

- For each supergroup the most likely participants in swimming are: supergroup A (18-25 year olds) Chloe, supergroup B (26-44 year olds) Alison, 45-65 year olds (supergroup C) Elaine and for supergroup D (65+) Ralph & Phyllis

- If females were a target group, Alison is the female segment most likely to respond to swimming programmes and to be your current customer. Tim is the male segment with the highest likelihood to participate in swimming.

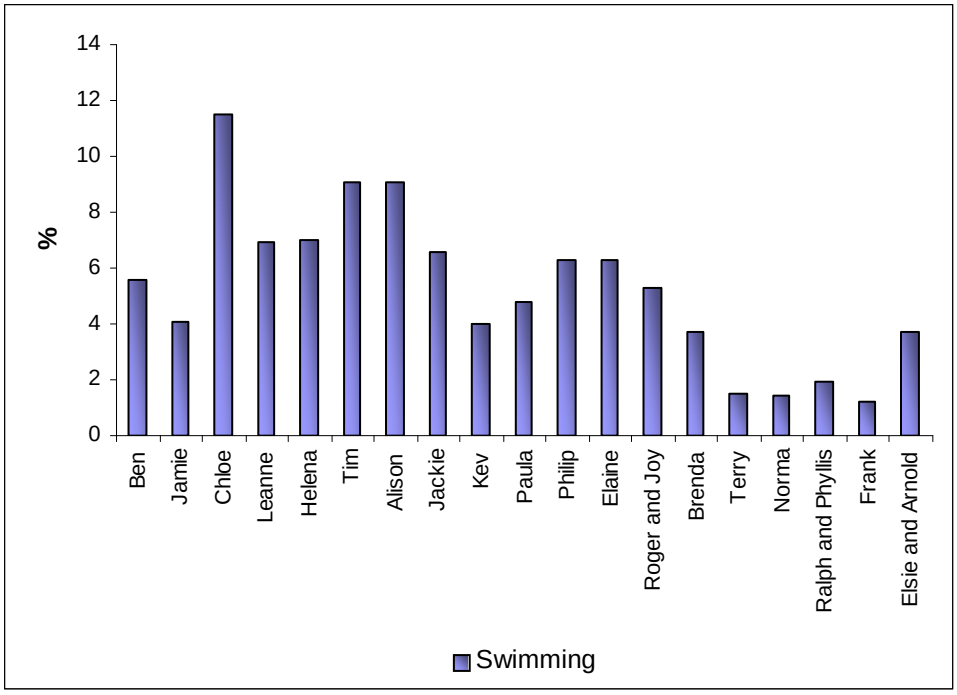
- If you were to target segments from lower socio economic groups, Leanne is the segment most likely to participate in swimming

- If you were to target segments with higher proportions of black and ethnic minorities, you would target Leanne and Paula.

The chart below shows the proportion of participation in swimming accounted for by different segments.

- Chloe is the segment which accounts for the highest percentage of people who swim

- However unlike many other sports, swimming participation is more evenly spread throughout the segments



Knowing where your customers are

Once target segments have been identified, the geographic function of market segmentation means it is possible to identify where these segments are located. The tables below show the percentage and number of adults for the two segments most likely to take part in your sport broken down by CSP area.

Alison is the segment most likely to participate in swimming, the table below shows the percentage of Alison living within each CSP area. For example, 82,000 Alisons live within the Hampshire and Isle of Wight CSP area which represents 5.7% of the CSP population.

These tables can help inform where investment can be targeted. For example, you may want to target areas where there are higher numbers of the segments that you know are more likely to play your sport.

Sport England has produced maps for each of the segments at national, regional, CSP/County Council and Local Authority level. So, for example, if on the basis of the table below you decide to work in Surrey and target Chloes, you can explore a map of Surrey to identify where there are high concentrations of Chloes and prioritise localised areas to work with. These maps are already available, as part of the secondary offer support through the Sport England Research Team.

If you wish to look at even smaller geographic areas, segmentation profiles are available down to super output area (geographic areas of approximately 1,500 people).

Through Experian Business Strategies, it is also possible to analyse your existing membership base by sporting segments. For example, are you attracting Leannes, and are you attracting more or less than you would expect in relation to your potential client base. There is a small cost implication to this, please speak to your Sport England contact for more details

It is also possible to look at how likely areas are to take part in particular sports, rather than looking at all 19 segments separately.

Examples of some of these maps are provided below. Further information is available through the Engagement Teams and from the Sport England Research team.

Alison			Chloe		
	% of adult population 16+	population number in thousands		% of adult population 16+	population number in thousands
Hampshire and the Isle of Wight	5.7%	82	London Central	9.6%	118
Essex	6.0%	77	London South	11.3%	118
Greater Manchester	3.8%	75	Hampshire and the Isle of Wight	8.1%	116
Kent	5.6%	70	Surrey	12.8%	109
London South	6.4%	67	Sussex	8.7%	106
Sussex	5.1%	63	Essex	7.8%	101
Surrey	7.0%	60	Kent	7.7%	97
West Yorkshire	3.3%	54	Greater Manchester	4.7%	91
Hertfordshire	6.2%	51	London West	7.6%	85
Lancashire	4.6%	51	West Yorkshire	5.2%	84
London East	3.2%	49	Hertfordshire	9.7%	80
Cheshire	5.9%	46	Berkshire	10.5%	66
West of England Sports Trust	5.3%	42	London North	8.2%	66
Berkshire	6.4%	41	West of England Sports Trust	8.0%	63
Devon	4.5%	40	London East	4.0%	61
London West	3.4%	38	Cheshire	7.5%	59
Staffordshire	4.5%	38	Lancashire	5.3%	59
Buckinghamshire	6.7%	36	Buckinghamshire	10.8%	58
Cambridgeshire	6.3%	36	Devon	6.6%	58
Leicestershire	4.9%	36	Warwickshire	7.0%	56
Merseyside	3.3%	36	Leicestershire	7.1%	52
Warwickshire	4.5%	36	North Yorkshire	8.5%	52
Norfolk	5.4%	35	Oxfordshire	10.5%	51
Derbyshire	4.3%	33	Staffordshire	5.9%	50
London North	3.9%	32	Hereford and Worcester	8.4%	48
Oxfordshire	6.5%	32	Cambridgeshire	8.1%	46
Wiltshire	6.5%	32	Merseyside	4.2%	46
Nottinghamshire	3.8%	31	Nottinghamshire	5.6%	46
Hereford and Worcester	5.2%	30	Derbyshire	5.6%	43
Suffolk	5.6%	30	Dorset	7.3%	42
Northamptonshire	5.7%	29	Norfolk	6.4%	42
Bedfordshire	6.1%	27	South Yorkshire	4.1%	42
Dorset	4.7%	27	Wiltshire	8.3%	40
North Yorkshire	4.5%	27	Gloucestershire	8.2%	37
South Yorkshire	2.7%	27	Northamptonshire	7.4%	37
Gloucestershire	5.7%	26	Lincolnshire	6.9%	36
Lincolnshire	5.0%	26	Humber	5.1%	35
Humber	3.5%	25	Suffolk	6.6%	35
London Central	2.0%	25	Bedfordshire	7.0%	31
Tyne and Wear	2.8%	24	Black Country	3.5%	30
Black Country	2.6%	22	Somerset	7.4%	30
Somerset	5.4%	22	Birmingham	3.7%	28
Cornwall	4.8%	19	Cornwall	6.9%	28
Tees Valley	4.2%	18	Tyne and Wear	3.2%	27
Cumbria	4.2%	17	Shropshire	7.4%	26
Shropshire	4.8%	17	Cumbria	5.7%	23
Birmingham	2.1%	16	Tees Valley	4.1%	18
Durham	3.2%	15	Durham	3.6%	17

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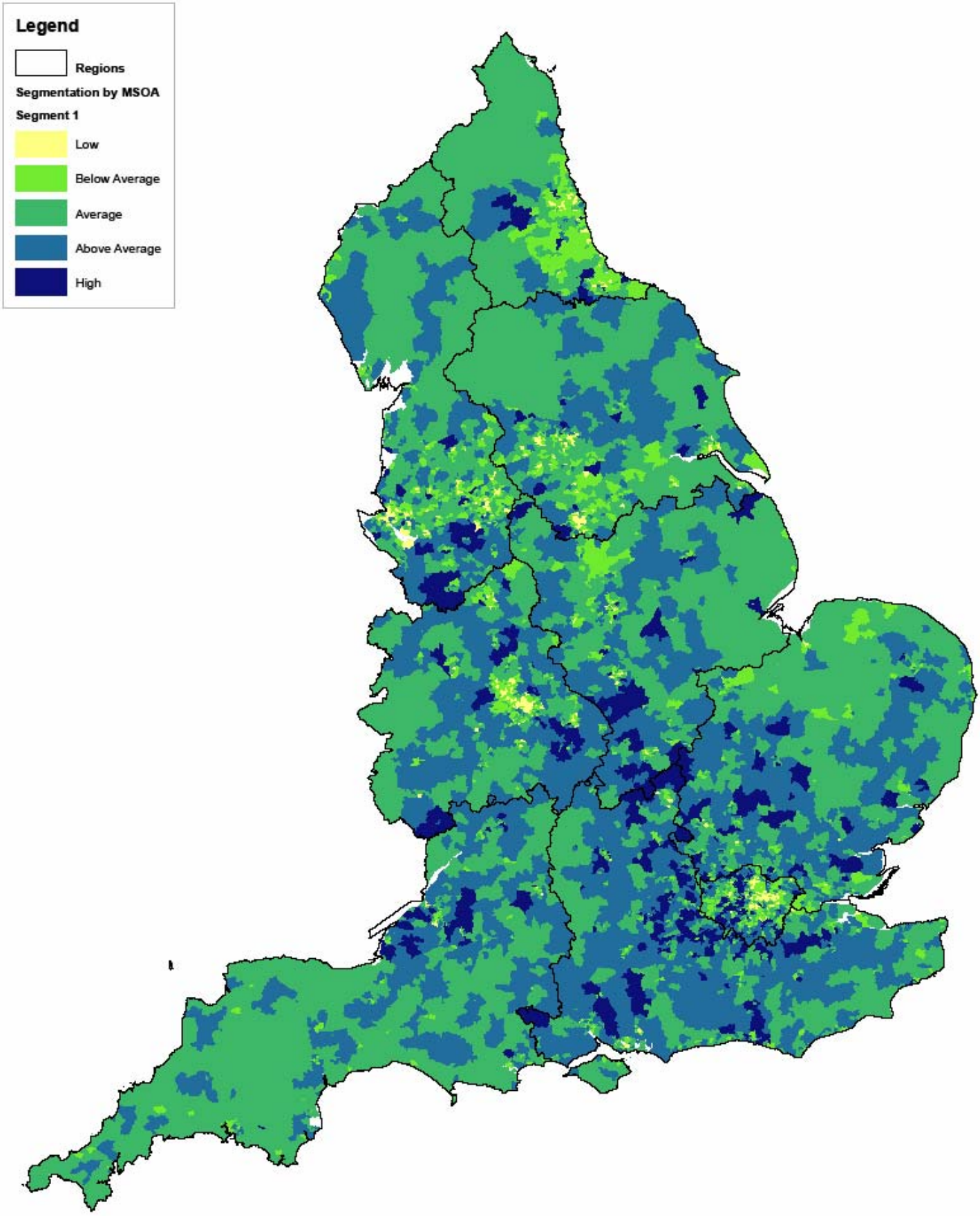
Sport England Segment A01 - Ben: Competitive Male Urbanites.

Male recent graduates, with a work-hard, play-hard, drink-hard attitude

6.4% of adults, 13.3% of adult males, 27.5% of Group A



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Sport England, Victoria House,

Tel: 020 7273 1514

Drawn by: Mark Critchley

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Sport England Market Segment A02 - Jamie: Sports Team Drinkers for the Local Authority of Lewes

Jamie's are young blokes enjoying football, pints and pool.

Jamie's make up 5.4% of adults, 11.1% of adult males, 22.9% of Group A.

Legend

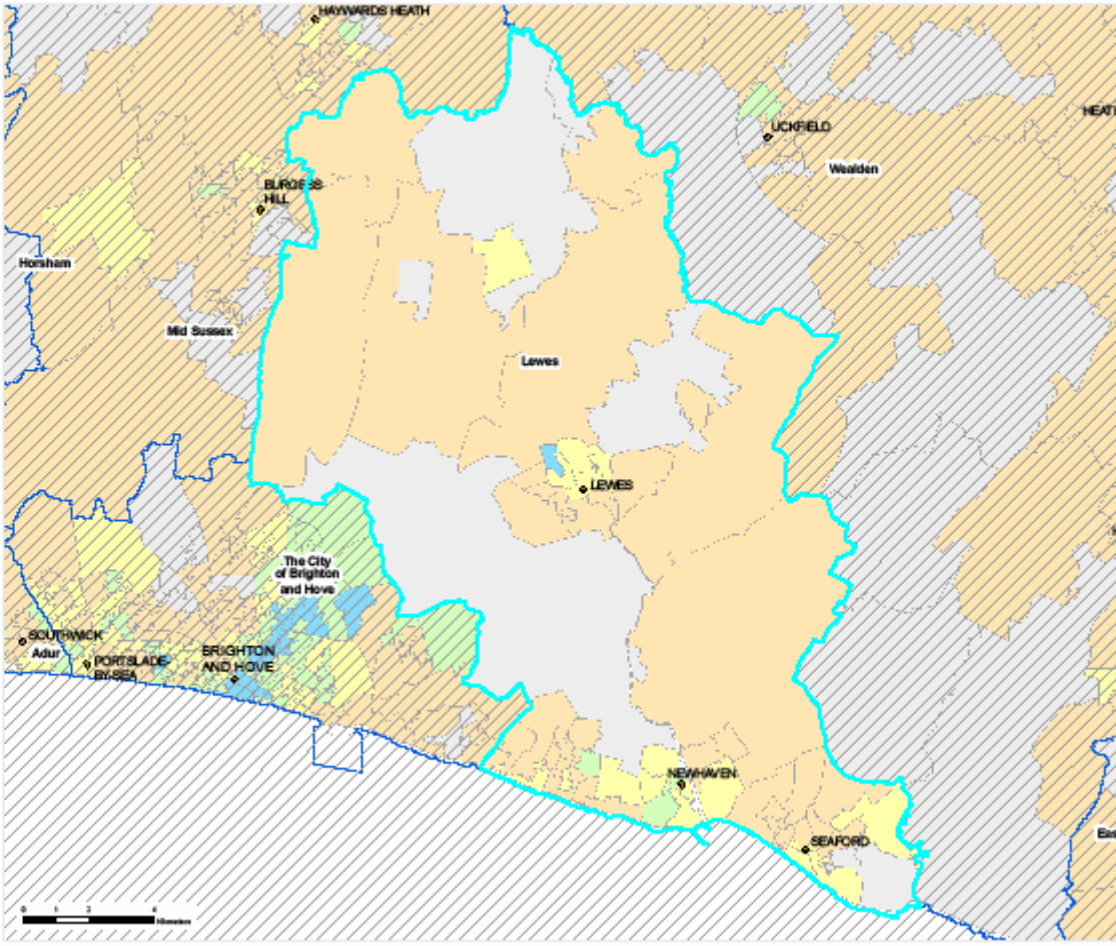
- Local Authorities (LAs)
- Selected Local Authority

Segmentation by LSOA

Jamie (A02) as percentage of Total Pop.

- 0.04% - 3.27%
- 3.28% - 7.34%
- 7.35% - 12.46%
- 12.46% - 20.71%
- 20.72% - 47.44%
- Zero Count

Market Segmentation data is shown at the Lower Super Output Area (LSOA) level. The Market Segment is shown as a percentage of the Total Adult (18 and over) Population within the LSOA. A Natural Breaks classification scheme has been used grouping the data into five classes.



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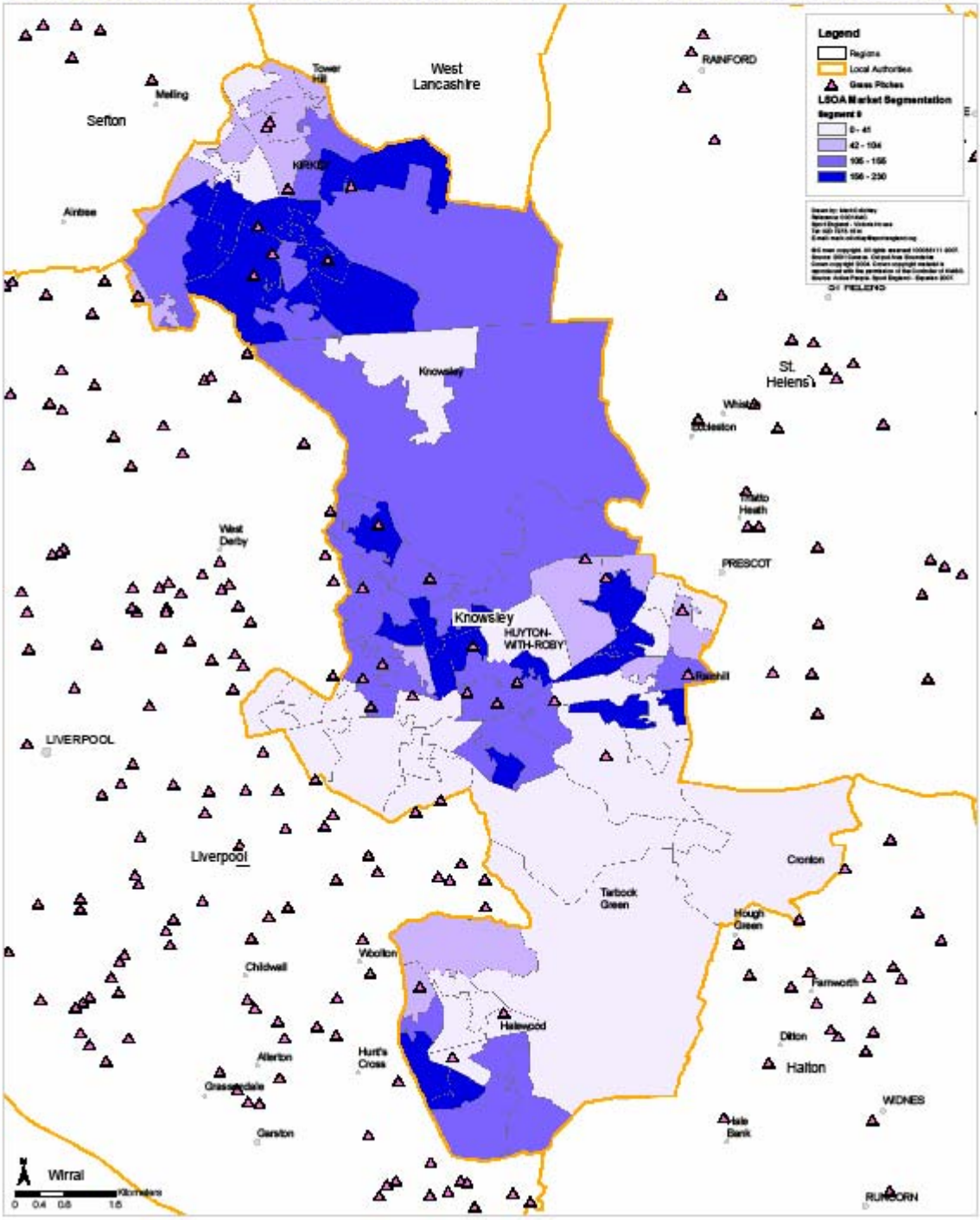
Knowsley District Council Market Segmentation 9 by Lower Super Output Area (LSOA) and Grass Pitch Locations.



Sustain

This section provides information which will be particularly useful for the Sustain outcomes; reducing the drop off in sports participation among 16-18 year olds and increasing the proportion of people that are satisfied with their sporting experience.

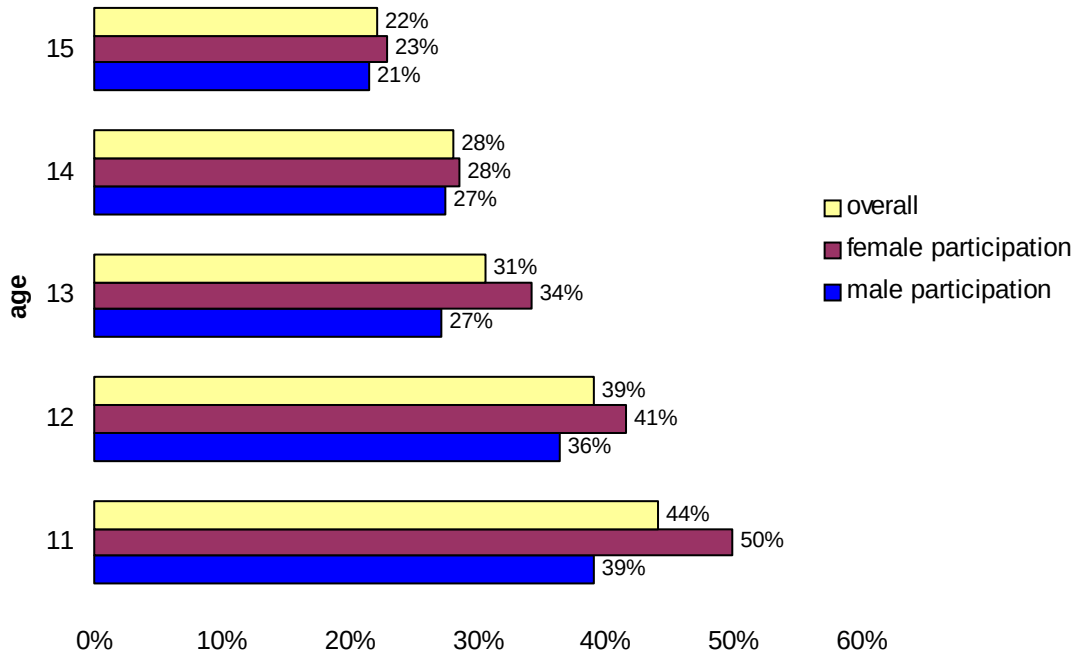
Young People's Participation

Understanding the participation profile among 11-15 year olds in your sport will help to identify which groups you will most likely to be working with 16 year olds.

The following data is from an analysis of the Taking Part Young People's Survey which covers cultural and sporting behaviour for 11-15 year olds.

- 32.6% (1.04 million) young people have take part in swimming outside of school at least once in the four weeks
- At the age of 11 over two fifths (44%) of young people participate in swimming. By the age of 15 this has dropped to less than a quarter at 22%. This is a drop of 50%
- Between 11 and 13, female participation is consistently higher compared with male participation. A half of all 11 year old females participate in swimming compared with two fifths (39%) of young males. At aged 15 the gender difference in swimming participation has reduced to 2 percentage points, 23% for young females and 21% for young males.

The figure below shows how many young people are participating in swimming:



age	male thousands	female thousands	total thousands
11	122.4	148.8	271.1
12	115.5	124.6	240.1
13	87.8	104.5	192.3
14	90.6	88.9	179.6
15	72.3	74.3	146.6

Drop-off in Participation

This section provides information on drop-off in participation in your sport, concentrating on 16-22 year olds. This data could be used to help you identify particular age groups you may want to work with and can be used to inform proposals.

Key drop off ages in swimming16+

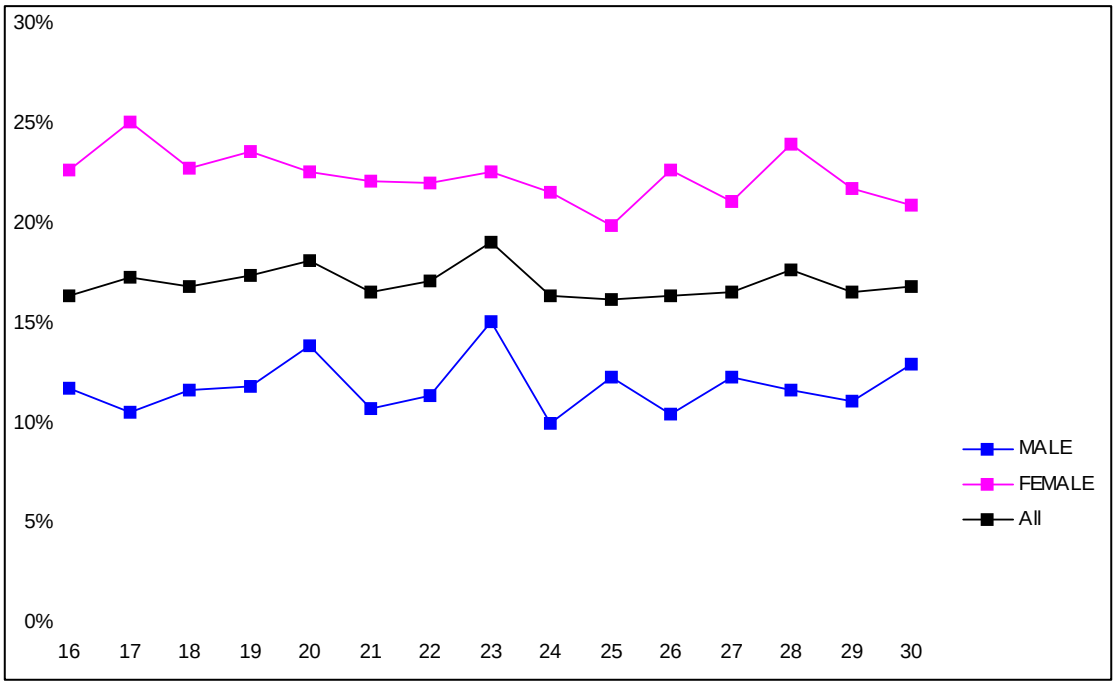
- Swimming is one of the few sports where participation increases between the ages of 16-22.
- Overall there is a 3% increase in swimming participation between the ages of 16-18 with 3,000 more people taking part.
- Participation in swimming is highest in people's late twenties until early forties, perhaps reflecting participants taking their children to swim
- Participation rates remain at approximately 10% until people have reached their late sixties.
- A larger drop off occurs between the age groups of 40-50 with one in four people stopping participating in swimming. This represents 33,000 people.

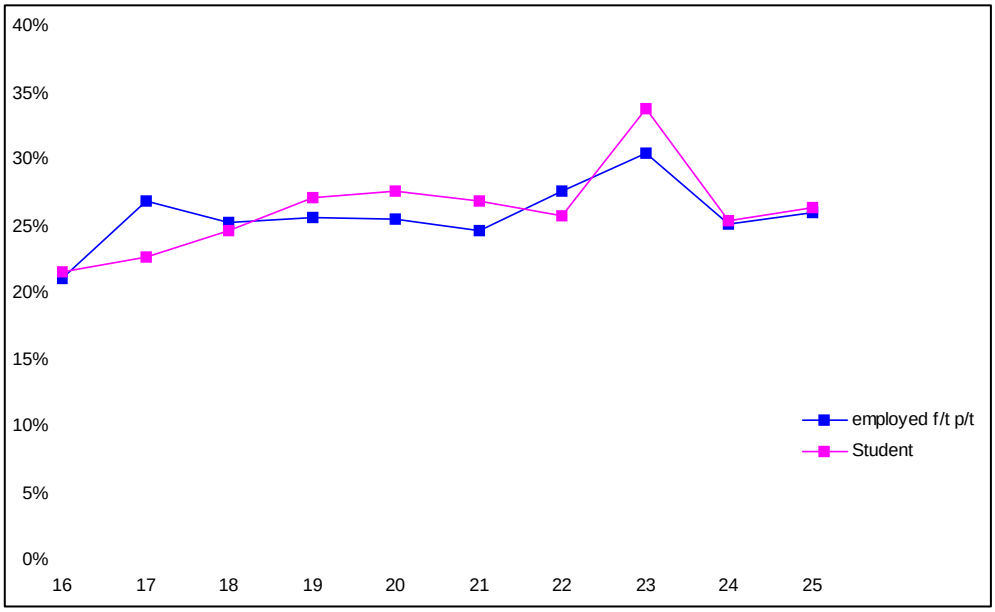
age	participation rate	Number of participants (thousands)	Cumulative change year on year thousands)
Swimming			
16	16.4%	108	0
17	17.3%	114	6
18	16.9%	111	3
19	17.4%	114	6
20	18.2%	119	11
21	16.6%	109	1
22	17.1%	112	4
accumulative growth 16-22			31
25	16.2%	107	-1
30	16.9%	111	3
40	19.3%	127	19
50	14.4%	94	-14

Swimming is one of few sports where we do not see a marked decline in participation between the ages of 16 and 22, in fact it increases.
Participation in swimming is highest in people's late twenties until early forties, perhaps reflecting participants taking their children to swim.
Participation rates remain at approximately 10% until people have reached their late sixties.

The charts below shows the drop off in swimming by different priority groups up to the age of 30.

- Participation among females slowly declines until about 25, after which there is no discernable trend. There is no trend for male participation.
- Between 16-18 people in employment swim more compared with students. However, this changes between the ages of 18-21, when student participation rates increase and there is a higher swimming participation rate for students compared with employed people. By the ages of 24, participation among those in employment and full time students is very similar.





Reach of organised sport

Using Taking Part Survey data (2005), it is possible to explore the reach of organised activity into individual sports. By looking at tuition, club membership and competition separately, we can gain an understanding of what proportion of participants a NGB is likely to be already working with and where perhaps there is scope for widening the reach of organised sport.

If the proportions initially look low this is because anyone who took part in your sport in the last 12 months, were asked to respond to this question, so it includes those who take part in your sport in the most informal manner. If data is not available for one of the three areas, competition, club and tuition; you can assume that the proportion taking part in this area in your sport is relatively small. (Data is excluded if the number of people answering positively to that question is less than 30).

In the last 12 months 12.6 million (30.9%) have been swimming (indoors) at least once. 5.8 million (14.3%) have been swimming outdoor

- The reach of organised sport into swimming is very low.
- Almost one in ten (9.6%) of indoor swimmers are members of a club.
- Just over 1 in 100 people (1.1%) who swim indoors have taken part in organised competition within the last 12 months.
- 3 in every 100 who participate in indoor swimming have received tuition (3.5%).

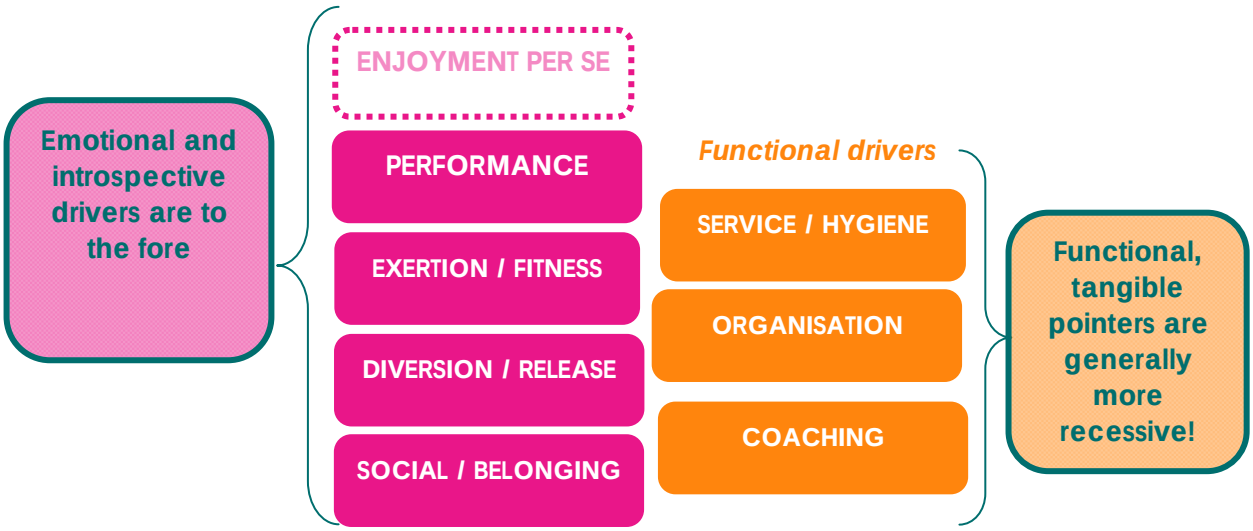
	B	C
	Total number receiving tuition (thousands)	% of those that do the sport in the last 12 months who receive tuition
Swimming (indoors)	440	3.5%
Swimming (outdoors)	87	1.5%
	Total number in organised competition (thousands)	% of those that do the sport in the last 12 months who have taken part in organised competition
Swimming (indoors)	138	1.1%
Swimming (outdoors)	*	*
	Total number member of a club (thousands)	those that do the sport in the last 12 months who have had club membership in the last four weeks
Swimming (indoors)	1,208	9.6%
Swimming (outdoors)	128	2.2%

* data not available

Satisfaction

In the absence of sport-specific satisfaction measures and baselines, Sport England is able to provide information from qualitative research which provides some indications of the type of issues that impact on satisfaction.

Henley Centre Headlight Vision (January 2008) found that current participants are fundamentally "satisfied" with their sporting experience. If they were not they would not be taking part. Sports existing customers are the converted and already feel that they are enjoying the right "conditions". As such, perceptions of what makes a good experience, are centred mainly on emotional and subjective issues, rather than facilities and tangibles. The figure below demonstrates the key components which affect satisfaction. While there is some variation across sports these are nuanced rather than fundamental. The main drivers to satisfaction are intrinsic (these drivers are highlighted in pink).

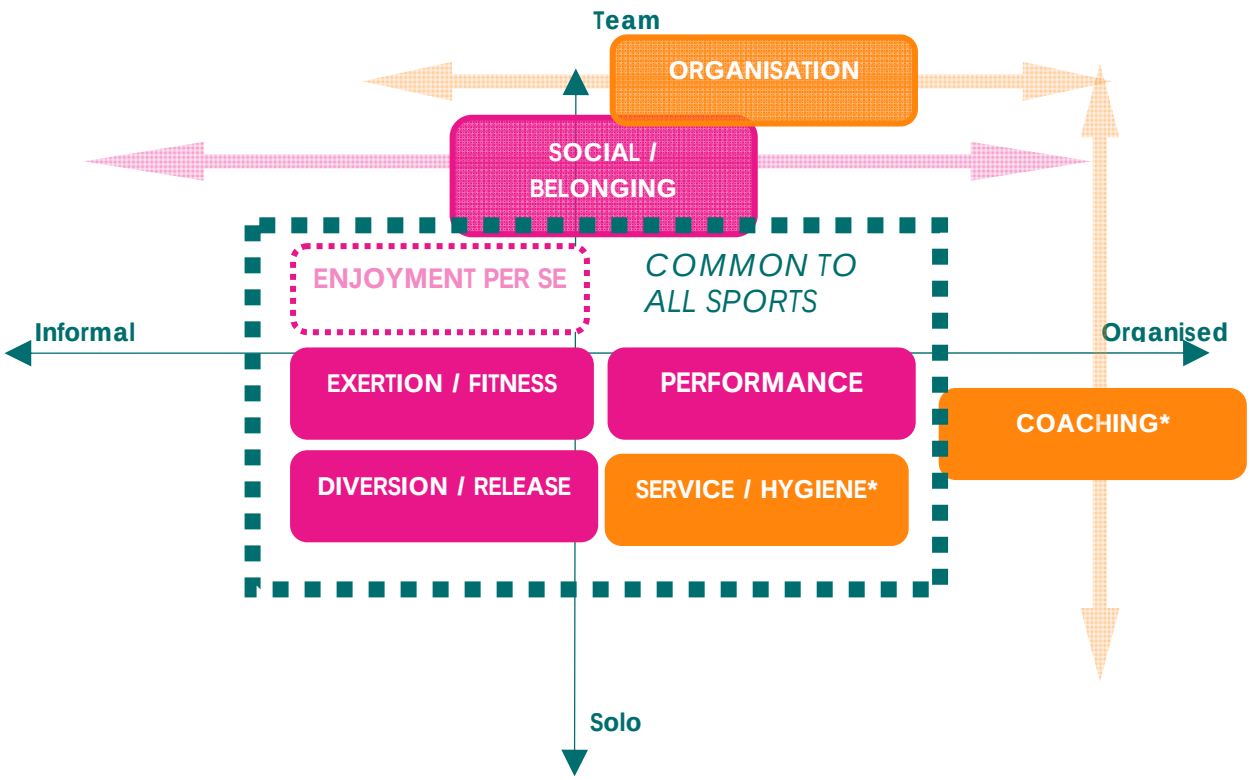


Source: Henley Centre HeadlightVision (2008)

Do these factors differ across sports?

The emotional and service/hygiene drivers are common to all sports and the remaining three drivers (coaching, organisation and social/belonging) a result of particular types of sport (see figure below).

As swimming can generally be considered an informal/solo sport the factors of **enjoyment, diversion/release** and **exertion/fitness** are important to increasing satisfaction in swimming. Service and hygiene are also very important in swimming.



Source: Henley Centre HeadlightVision (2008)