

Appendix 2: Table of Sport England Market Segments

Name	Segment	Description	Age range	% of England population	% of Maidstone adult population
Ben	Competitive Male Urbanites	Male, recent graduate, with a 'work-hard, play hard' attitude	18-25	5% of all adults 10% of adult men	5.9%
Jamie	Sports Team Lads	Young blokes enjoying Football, Pints and Pool	18-25	5% of all adults 11% of adult men	3.3%
Chloe	Fitness class friends	Young image-conscious females keeping fit and trim	18-25	5% of all adults 9% of adult women	6.3%
Leanne	Supportive Singles	Young busy mums and their supportive college mates	18-25	4% of all adults 8% of adult women	2.6%
Helena	Career-Focussed Females	Single professional women, enjoying life in the fast lane	26-45	5% of all adults 9% of all adults	5.1%
Tim	Settling Down Males	Sports male professionals, buying a house and settling down with a partner	26-45	9% of all adults 18% of adult men	13.0%
Alison	Stay at Home Mums	Mums with a comfortable, but busy, lifestyle	36-45	4% of all adults 9% of all women	7.5%

Jackie	Middle England Mums	Mums juggling work, family and finance	36-45	5% of all adults 10% of all women	4.5%
Kev	Pub league Team Mates	Blokes who enjoy pub league games and watching live sport	36-45	6% of all adults 12% of adult men	3.2%
Paula	Stretched Single Mums	Single mums with financial pressures, childcare issues and little time for pleasure	26-45	4% of all adults 7% of adult women	2.7%
Phillip	Comfortable Mid-Life Males	Mid-life professional, sports males with older children and more time for themselves	46-55	9% of all adults 18% of adult men	10.1%
Elaine	Empty Nest Career Ladies	Mid-life professionals who have more time for themselves since their children left home	46-55	6% of adults 12% of adult women	7.1%
Roger and Joy	Early Retirement Couples	Free-Time couples nearing the end of their careers	56-65	7% of all adults 6% of adult women 8% of adult men	8.1%
Brenda	Older Working Women	Middle ages ladies, working to make ends meet	46-65	5% of all adults 10% of adult women	2.3%
Terry	Local Old Boys	Generally inactive older men, low income and little provision for retirement	56-65	4% of all adults 8% of adult men	2.1%
Norma	Later Life Ladies	Older ladies, recently retired, with a basic income to enjoy their lifestyles	56-65	2% of all adults 4% of adult women	1.1%

Ralph and Phyllis	Comfortable Retired Couples	Retired couples, enjoying active and comfortable lifestyles	66+	4% of all adults 5% of adult men 4% of adult women	5.9%
Frank	Twilight Year Gents	Retired men with some pension provision and limited sporting opportunities	66+	4% of adults 8% of adult men	3.0%
Elsie & Arnold	Retirement Home Singles	Retired singles or widowers, predominantly female, living in sheltered accommodation	66+	8% of all adults 2% of all adult men 14% of adult women	6.3%