



Elaine 12 - Empty nest career ladies. Mid-life professionals who have more time since their children left home. Aged 46 - 55.

Segment: 6% of all adults. 12% of adult women. **Similar To + Lives Near To:** Philip, Roger and Joy
Sports overview: Participation levels are consistent with national average

Organised sport: 23% members of a club (average). 22% has received instruction in last 12 months. 9% taken part in competition. 6% have volunteered.

What motivates Elaine's participation: Keep fit 40%
Just enjoy it 38%
Lose weight 11%
Meet with friends 9%

Barriers to participation: Health injury disability 36%
Other 25% (no opportunity/economic factors)
Work commitments 20%

Most satisfied with sporting experience: Release and diversion
Exertion and fitness
Social aspects

Least satisfied with sporting experience: Facilities
Performance

What would encourage them to do more sport: Less busy 56%
Cheaper admission 15%
People to go with 15%
More free time 8%

What Do They Want From a Sailing Experience

- RYA Start Sailing/Windsurfing course run over 6 - 8 x 2 – 2.5 hour weekday evening sessions/half day weekend sessions.
- On-going social feel to sessions
- Essential that this is a quality experience, call it a club
- Sessions should have a physical challenging element (keep fit)
- Centres to avoid cancelling sessions wherever possible start and finish promptly
- Same instructor of a similar age to group to run all sessions
- Keep theory to minimum – can be done online with video clips followed by a discussion at the next session to test knowledge acquisition

- Instructor to ask group if they use facebook and if would like them to setup a facebook page for the group, uploading photos following a session, links to you tube video clips for homework, links to weather forecast pages to get students ready for next session, information about regular sailing opportunities
- Same night as normal club/centre activity to improve uptake of regular sailing opportunity/ membership

How to reach -

- **Most Response To:** Magazine ads
- **Preferred Information Channel:** Telephone
- **Preferred Service Channel:** Post
- **Decision Style:** Intuitive - prefers simple but straightforward messages. Does not like to be overwhelmed with facts and figures.
- **You Will Not Reach Through:** Local commercial radio stations. Email ads. Text messages, cold calling or other mass-marketing techniques

Advertising the course –

Tone - Unpretentious, down to earth, rational, not gimmick-led, established, pragmatic, intelligent, practical, informative, uncluttered

- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. This could this be incentivised.
- May be influenced by web banners which direct her to more detailed, information based advertising
- May be influenced by 'advertorials' and expert written articles in newspapers and magazines.

Ongoing Communication: Facebook

Email with links to further information

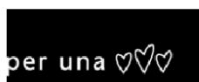
Elaine is responsive to brands such as...

Waitrose

LAKELAND
the home of creative kitchens

THE WHITE COMPANY
LONDON

John Lewis
johnlewis.com



THE NATIONAL TRUST