



Roger and Joy 13 - Early retirement couples. Free time couples nearing the end of their careers. Ages 56 - 65.

Segment: 7% of all adults, 6% of adult women, 8% of adult men. **Similar To + Lives Near To:** Philip, Roger and Joy
Sports overview: Below average levels of sports participation.

Organised sport: 15% are members of a club (lower than national average). 15% received instruction, 12% have taken part in competition. 7% volunteered in past month

What motivates Roger and Joy's participation: Just enjoy it 39%
Keep fit 32%
Meet with friends 12%
Lose weight 6%

Barriers to participation: Health injury and disability 50%
Other 22% (No opportunity/economic factors)
Lack of time 15%

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

Least satisfied with sporting experience: Facilities
Coaching

What would encourage them to do more sport: Less busy 44%
Cheaper 14%
People to go with 11%
More free time 7%

What Do They Want From a Sailing Experience?

- Enjoyment including release and diversion.
- Steady paced - make time to enjoy the scenery
- Gentle keep fit
- Social
- Suitable boats - large doublehanders/keelboats
- Mature instructor
- Mid-week or weekend activity. All day or half days.
- Extended length of course

How to reach -

- **Most Response To:** Newspaper ads
- **Preferred Information Channel:** Face to face
- **Preferred Service Channel:** Post
- **Decision Style:** Adamant - they have set ideas on what they like based on first-hand experience or trusted opinions from friends and family.
- **You Will Not Reach Through:** TV or radio adverts. Text adverts. Unlikely to respond to internet advertising and rarely use personal email accounts.

Advertising the course –

Tone - Conservative, balanced, established, informative, intellectual, practical, sensible, reliable, financially prudent, quality

Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. This could be incentivised.

May respond to newspaper articles but generally dismissive of advertising. Regularly read local newspapers.

Speaking to an expert over the phone would heavily influence their decision making

Prefer to use their landline rather than a mobile phone

Ongoing Communication: Post

Roger & Joy are responsive to brands such as...

HOBBS 

Sainsbury's
Try something new today



LAURA ASHLEY

HONDA
The Power of Dreams





ENGLISH HERITAGE