



***Leanne 4 – Supportive singles. Young busy mums and their supportive college mates. Mainly 18-25.***

**Segment:** 4% of all adults, 8% of adult women.      **Similar To + Lives Near To:** Jamie, Brenda

**Sports overview:** Least active segment of her age group.

**Organised sport:** Less likely to be a member of a club to play sport than the general adult population.

**What motivates Leanne's participation:** Enjoyment 44% / Keeping fit 34% / Socialising 25%

**Barriers to participation:** Work commitments 35%  
Other factors 25% (leaving school, no opportunity, economic/work factors)  
Health injury and disability 6%

**Most satisfied with sporting experience:** Release and diversion / Social aspects

**Least satisfied with sporting experience:** Performance / Value for money / Officials / Coaching

**What would encourage them to do more sport:** Less busy 42% / Cheaper 28% / People to play sport with 21% / Better childcare facilities is a more important factor for Leanne than for any other segment in this age range.

#### **What Do They Want From a Sailing Experience?**

- Taster session - discounted. With an offer of regular learn to sail club
- Enjoyment more important than the skill
- Social - involve friends and community
- Competition not important
- Offer childcare

## How to reach -

- **Most Response To:** Post
- **Preferred Information Channel:** SMS text
- **Preferred Service Channel:** Mobile
- **Decision Style:** Experimental – open to new ideas and offers that are presented in an original and entertaining way
- **You Will Not Reach Through:** Radio

## Advertising the course –

**Tone: Sociable, entertaining, value, free trial, kids, time saver, young, practical, chatty, uncomplicated**

- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. This could be incentivised.
- Most likely to notice adverts when out and about inside buses, or shopping centres.
- May respond to traditional direct mail - especially with money off vouchers.
- Uses SMS text services and entertainment features on her mobile

**Ongoing Communication:** Texts or post to remind about ongoing sailing opportunities

Leanne is responsive to brands such as...

