



Terry 15 - Local old boys. Generally inactive older men, low income and little provision for retirement

Segment: 4% of all adults, 8% of adult men.

Similar To + Lives Near To: Brenda and Norma

Sports overview: Below average levels of sports participation. 75 have done no sport in the last four weeks.

Organised sport: 17% are members of a club. 7% received instruction, 9% were in competition and 5% volunteered

What motivates Terry's participation: Just enjoy it 32%
Keep fit 18%
Meet with friends 11%
Take children 5%

Barriers to participation: Health/injury and disability 59%
Other 22% (left school, no opportunity and economic work factors)
Work commitments 13%

Most satisfied with sporting experience: Release and diversion
Social

Least satisfied with sporting experience: Facilities and coaching

What would encourage them to do more sport: Less busy 35%
People to go with 17%
Cheaper admission 16%
More free time 6%

What Do They Want From a Sailing Experience?

Possibly consider a taster session to include grand-children.

How to reach -

- **Most Response To:** Television adverts
- **Preferred Information Channel:** Local Papers
- **Preferred Service Channel:** Face to face
- **Decision Style:** Adamant - he has set ideas on what he likes based on first-hand experience or trusted opinions from family and friends.
- **You Will Not Reach Through:** Text messages. Marketing calls

Advertising the course –

Tone - Hard working, basic, down to earth, necessity, cheap, jargon free, every day, traditional, sensible, simple.

- Likely to be influenced by TV advertising and programme sponsorship
- Not a particularly heavy radio listener - when he does he prefers local commercial radio stations over national ones
- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. This could this be incentivised.
- May notice newspaper adverts but more predisposed to direct mail or TV.

Ongoing communication - Post

Terry is responsive to brands such as...

