



Tim 6 – Settling down males. Sporty male professionals. Buying a house and settling down with a partner. Mainly aged 26 - 45

Segment: 9% of all adults, 18% of adult men.

Similar To + Lives Near To: Lorna, Helena, Alison

Sports overview: Active type takes part in sport on a regular basis.

Organised sport: Likely to be a member of a club to play sport (33% compared to 23% of all adults) Likely to take part in competition. 23% receive instruction. 11% volunteer.

What motivates Tim's participation: Enjoyment 52% / Keeping fit 42% / Socialising 17% / To take children 12%

Barriers to participation: Work commitments 36% (compared to 19% of all adults)

Other factors 23% (leaving school, no opportunity and economic/work reasons)

Health injury and disability 16%

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

Least satisfied with sporting experience: Coaching / facilities

What would encourage them to do more sport:

Less busy 59% (compared to 46% of all adult participation)

Cheaper admission (but is less important for Tim than younger segments – lack of time is more of an issue for Tim than lack of money)

What Do They Want From a Sailing Experience?

- RYA Start Sailing/Windsurfing course ran over 6 - 8 x 2 – 2.5 hour weekday evening sessions/half day weekend sessions.
- Consider include children - run alongside junior club/incorporate family club/childcare
- 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
- Instructor responsible for setting up 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

- Keep theory to minimum – can be done online with video clips followed by a discussion at the next session to test knowledge acquisition
- Same night as normal club/centre activity to improve uptake of regular sailing opportunity/membership
- Social event at end of course, linked to further participation
- Avoid full weekend courses

How to reach -

- **Most Response To:** Internet / email
- **Preferred Information Channel:** Internet
- **Preferred Service Channel:** Internet
- **Decision Style:** Inquiring. Will make decisions that are made from research from first or second sources.
- **You Will Not Reach Through:** Newspaper ads or direct mail

Advertising the course –

Tone: Eye catching, practical, informative, connected, home, quality, post-modernist, authentic, dynamic, entertaining.

- Internet advertising and targeted emails
- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. This could this be incentivised.
- Prefers more technology driven methods and is quite comfortable to respond remotely.
- Tim has a reasonable disposable income therefore this should be a quality rather than price sensitive course.
- Likely to purchase online if possible.

Ongoing Communication: Facebook

Tim is responsive to brands such as...

