



***Brenda 14 - Older working women. Middle aged lady working to make ends meet. Aged 46 - 65.***

**Segment:** 5% of all adults. 10% of adult women. **Similar To + Lives Near To:** Kev, Terry

**Sports overview:** Below average level of sports participation. 73% have done no sport in the past 4 weeks.

**Organised sport:** 14% are members of a club - lower than national average. 13% have received instruction in sport. 5% taken part in competition in past year. 4% volunteered in past month.

**What motivates Brenda's participation:** Keep fit 28%  
Just enjoy it 27%  
Lose weight 8%  
Take children 7%

**Barriers to participation:** Health/injury/disability 45%  
Other 22% (No opportunity/economic)  
Work commitments 19%

**Most satisfied with sporting experience:** Release and diversion  
Social  
People and staff

**Least satisfied with sporting experience:** Average across the board

**What would encourage them to do more sport:** Less busy 51%  
Cheaper 23%  
People to go with 13%  
More free time 9%

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

Possibly consider a taster session to include grandchildren.

## How to reach -

- **Most Response To:** Television ads
- **Preferred Information Channel:** Local papers
- **Preferred Service Channel:** Face to face
- **Decision Style:** Accepting - she will take things at face value and is open to advice and opinions of other people.
- **You Will Not Reach Through:** Internet or email adverts

## Advertising the course –

**Tone - Hardworking, traditional, word of mouth, trustworthy, mass market, reliable, value for money, mass culture, jargon free, everyday**

- Likely to respond to TV advertising
- Will purchase products that have been recommended by family and friends.
- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. This could this be incentivised.
- Fairly responsive to direct mail.

**Ongoing Communication:** Landline

**Brenda is responsive to brands such as...**

