



***Jackie 8 - Middle England Mums. Juggling work family and finance. Aged 36 - 45.***

**Segment:** 5% all adults 10% adult women.

**Similar To + Lives Near To:** Kev and Philip

**Sports overview:** Above average participation in sport but less active than other segments in her age group.

**Organised sport:** 20 % members of a sports club. 20% received instruction in the last year compared to 17% of all adults. Unlikely to have taken part in sporting competition. 8% volunteer in sporting activity.

**What motivates Jackie's participation:** Keep fit 39%  
Just enjoy it 36%  
Take children 25%

**Barriers to participation:** Other 25% (leaving school, no opportunity, economic/work reasons)  
Work commitments 21%  
Health and injury 21%

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

**Least satisfied with sporting experience:** Performance  
Facilities  
Coaching

**What would encourage them to do more sport:** Less busy 50%  
Cheaper 22%  
Help with childcare 15%

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

- Activity with children
- Childcare
- Activity with family
- Cheap
- Short, sharp sessions. Start and finish on time.

## How to reach -

- **Most Response To:** Television
- **Preferred Information Channel:** Telephone
- **Preferred Service Channel:** Mobile
- **Decision Style:** Intuitive - prefers simple but straightforward messages. Does not like to be overwhelmed by facts and figures.
- **You Will Not Reach Through:** National radio or BBC stations. Only a light internet user.

## Advertising the course –

**Tone - mass market, family orientated, down to earth, reliable, practical, competitive, every day, established, value, mainstream.**

- Local radio
- Direct mail and mass marketing adverts particularly if value/benefit driven.
- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. This could this be incentivised.

**Ongoing Communication:** Texts

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

