



***Paula 10 - Stretched single Mum. Single mums with financial pressures, childcare issues and little time for pleasure. Aged 26 - 45.***

**Segment:** 4% of all adults. 7% of adult women.      **Similar To + Lives Near To:** Kev and Brenda

**Sports overview:** Not very active

**Organised sport:** Unlikely to be a member of a club. Unlikely to receive tuition. Unlikely to compete.

**What motivates Paula's participation:** Just enjoy it 27%

To keep fit 26%

To take children 21%

To lose weight 11%

**Barriers to participation:** Family commitments 25% (compared to 7% of all adults)

Other (leaving school, no opportunity, economic/work reasons) 24%

Health, injury, disability 18%

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

Social

Exertion and fitness

**Least satisfied with sporting experience:** Performance

Facilities

Coaching

**What would encourage them to do more sport:** Less busy 36%

Cheaper 33%

Help with childcare 20%

People to go with 12%

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

- Taster session - discounted. With an offer of regular learn to sail club
- Important that sessions have an element of keep fit
- Enjoyment more important than the skill
- Social - involve friends and community
- Competition not important
- Offer childcare
- Involve their children in activity

## How to reach -

- **Most Response To:** Television
- **Preferred Information Channel:** SMS text
- **Preferred Service Channel:** Face to face
- **Decision Style:** Experiential - open to new ideas and offers if they are presented in an original and entertaining way
- **You Will Not Reach Through:** Internet or email as unlikely to have internet access at home

## Advertising the course –

**Tone - Uncomplicated, kids, jargon free, value/cheap, time saver, mass culture, easy to understand, mass market, credit, free trial**

- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. This could be incentivised.
- Direct mail
- Will respond to advertise she sees whilst out on her daily business
- May respond to text adverts when linked to special offers

**Ongoing Communication:** Text

Paula is responsive to brands such as...

