



**Norma 16 - Later life lady. Older ladies, recently retired with a basic income to enjoy their lifestyles. Age 56 - 65.**

**Segment:** 2% of adults; 4% of adult women      **Similar To + Lives Near To:** Terry and Frank  
**Sports overview:** Below average levels of sports participation. 79% have done no sport in the last four weeks.

**Organised sport:** 12% members of club. 10% received instruction, 4% take part in competition, 3% are volunteers

**What motivates Norma's participation:** Keep fit 18%  
Just enjoy it 18%  
Meet with friends 6%  
Take children 4%

**Barriers to participation:** Health/injury and disability 68%  
Other 17% (left school, no opportunity and economic work factors)  
Work commitments 8%

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

**Least satisfied with sporting experience:** Facilities

**What would encourage them to do more sport:** Less busy 28%  
Cheaper 19%  
People to go with 15%  
Facilities (e.g. Café 8%)

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

Possibly consider a taster session to include grandchildren.

## How to reach -

- **Most Response To:** Television adverts
- **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 advertising. Text messages.

## Advertising the course –

**Tone - Traditional, security, established, economical, unpretentious, practical, careful, trustworthy, reassuring, simple.**

- Influenced by TV advertising and programme sponsorship
- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. This could this be incentivised.
- Marginally influenced by direct mail especially those advertising local services.
- Reads the local paper and may notice adverts and cut out vouchers.
- Welcomes the opportunity to call an advice line

**Ongoing communication - Post**

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



MATALAN

Iceland

LAMBERT & BUTLER

Wilkinson

THE  
CARAVAN  
CLUB

Freemans