



Elsie and Arnold 19 - Retirement home singles. Retired singles or widowers predominately female living in sheltered accommodation. Aged 66 plus

Segment: 8% of all adults, 2% of adult men, 14% of adult women. **Similar To + Lives Near To:** Frank and other Elsie and Arnolds

Sports overview: Very low participation in sport. 82% have done no sport in the previous four weeks.

Organised sport: 15% are members of a club. 8% received instruction, 4% taking part in competition.

What motivates Elsie and Arnold's participation: Just enjoy it 15%
Keep fit 12%
Meet with friends 7%

Barriers to participation: Health injury and disability 83%
Other 10% (no opportunity, economic/work factors)
Lack of time 4%

Most satisfied with sporting experience: Release and diversion
Social
Ease of participation

Least satisfied with sporting experience: Coaching
Facilities

What would encourage them to do more sport: Less busy 24%
People to go with 20%
Cheaper 11%
Improved transport 9%

What Do They Want From a Sailing Experience?

- Gentle taster day, including tea and refreshments
- Steady paced - make time to enjoy the scenery
- Social
- Suitable boats - keelboats
- Mature instructor
- Mid-week. Half days.

How to reach -

- **Most Response To:** Post
- **Preferred Information Channel:** Local papers
- **Preferred Service Channel:** Face to face
- **Decision Style:** Accepting - will take things at face value and are open to advice and opinions of other people.
- **You Will Not Reach Through:** TV ads. Texts, internet or email ads. Phone adverts.

Advertising the course –

Tone - Comforting, reliable, reassuring, safe and secure, community, friendly, traditional, cautious, easy to understand, gentle.

- Will accept advice from family or from people in authority.
- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. This could be incentivised.

Ongoing Communication: Post

Elsie & Arnold are responsive to brands such as...

