

EXPLORING THE MALE FOOTBALL UNIVERSE IN ENGLAND



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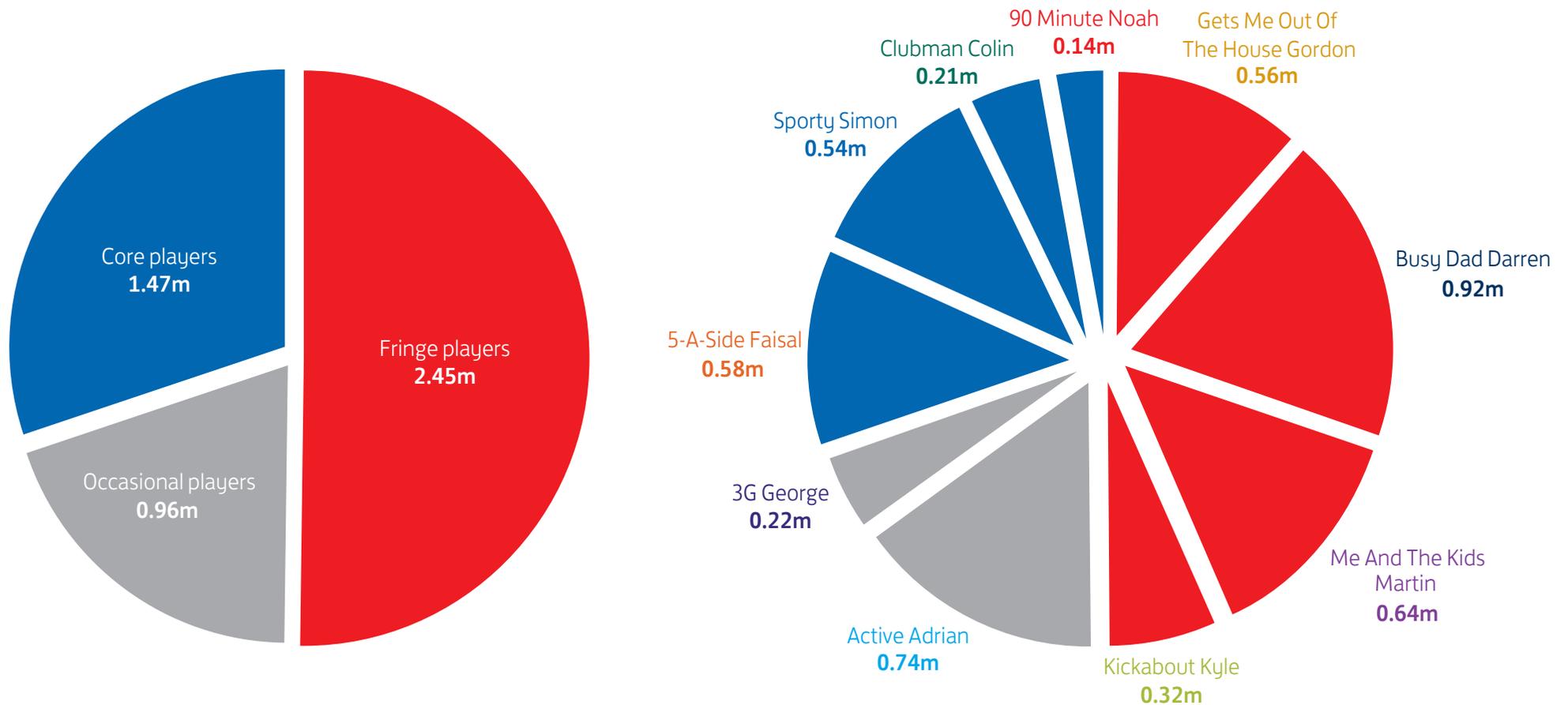
SIZE OF THE MALE FOOTBALL UNIVERSE IN ENGLAND

4.88 MILLION MALES PLAY FOOTBALL IN ENGLAND

The majority of our 4.88m male participants have a less formal, less frequent relationship with football.

Understanding these participants in detail is key for recruiting, developing and retaining our customers. To do this we have segmented adult male football into 10 customer typologies.

SIZE OF THE MALE FOOTBALL UNIVERSE IN ENGLAND



HOW TO INTERPRET SOME OF THE DATA IN THIS REPORT

WHAT IS INDEXING AND WHY IS IT USED?

Indexing is used throughout this report and is a quick way of comparing differences between multiple groups/segments on a particular metric (e.g. age or gender). It is calculated by dividing the group/segment's score for a particular metric by the average score of all respondents.

100 is considered to be the 'average' value for a given metric; anything above 100 is said to be an over-index, which means there is a positive skew and anything below 100 is said to be an under-index, which means there is a negative skew.

Example data, using proportion of age within a sample:

AGE OF RESPONDENTS (ADULTS ONLY)	TOTAL SAMPLE	SEGMENT 1	INDEX OF SEGMENT 1 vs TOTAL		
16-24	20%	30%	$30\%/20\%=$	150	Over-index
25-34	20%	20%	$20\%/20\%=$	100	
35-44	20%	20%	$20\%/20\%=$	100	
45-60	20%	20%	$20\%/20\%=$	100	
61+	20%	10%	$10\%/20\%=$	50	Under-index

The example above shows that segment 1 over-indexes on 16-24s, meaning there is a greater proportion of this age group in the segment vs. the total average. Additionally, segment 1 under-indexes on the 61+, meaning there is a smaller proportion of this age group in the segment vs. the total average.

HOW INDEXING IS PRESENTED IN THIS DOCUMENT

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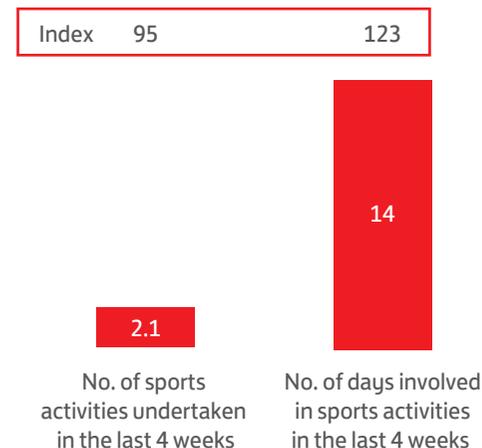
Indexing can be presented in a number of different ways. It can simply be written as a number or presented on a graph. Both of these formats are used in this document:

- Numbers are used for the 'Level of sportiness' metric for each segment (see example 1)
- Radar graphs are used to show how media consumption for a given segment compares to the total average (see example 2)

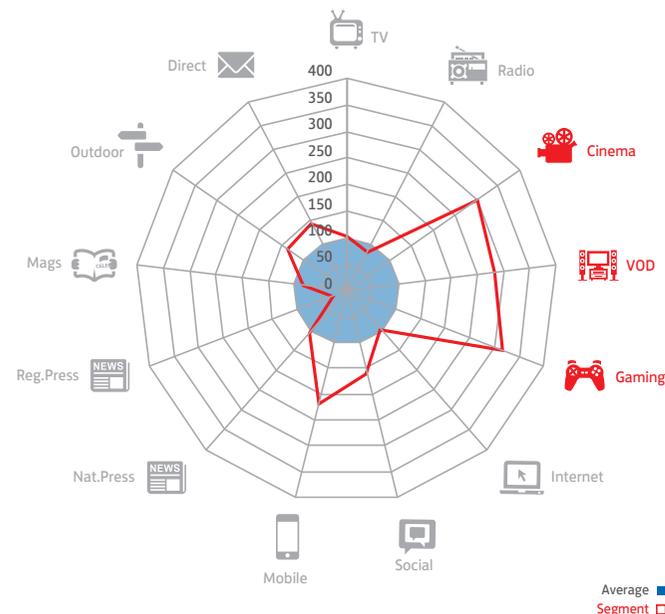
HOW THE RADAR GRAPHS WORK (SEE EXAMPLE 2)

The blue area at the centre of a radar graph represents the average (the equivalent of '100'). The coloured line represents the index for a segment's media consumption vs. the total average. In the example shown here, we can see that this segment heavily over-indexes on cinema, video-on-demand (VOD) and gaming, when compared to the total average.

EXAMPLE 1: LEVEL OF SPORTINESS



EXAMPLE 2: RADAR GRAPH FOR MEDIA CONSUMPTION



PLAYER PROFILES

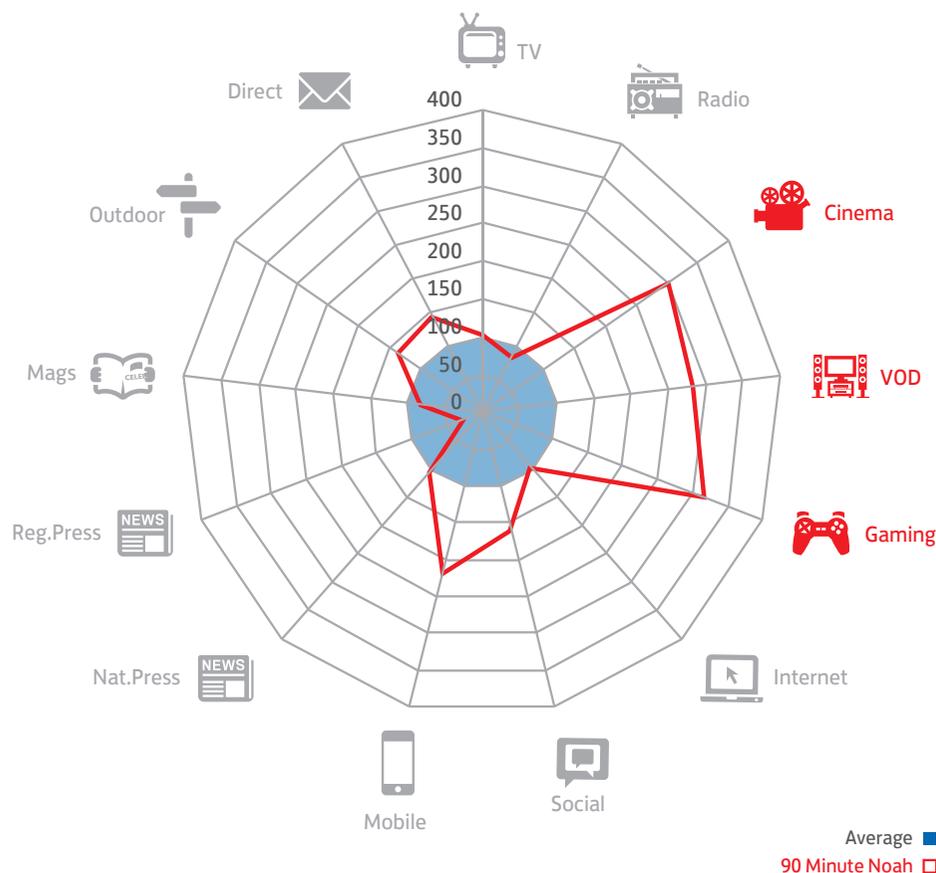
90 MINUTE NOAH

SEGMENT SIZE 0.14M

WHO I AM

I may be at Sixth Form College now, but I'm still as mad about football as I was when I was 11. And by football, I mean the proper 11-a-side game, none of that small-sided stuff. It's football every weekend, Saturday and Sunday if I can, training mid-week. Practically everyone in the team takes it seriously, so that we have the best chance of winning the league. Football is it!

RADAR GRAPH TO SHOW 90 MINUTE NOAH'S MEDIA PREFERENCES



OVERVIEW OF 90 MINUTE NOAH'S MEDIA PREFERENCES

90 Minute Noah being younger has a greater tendency to rely on video on-demand (VOD) for his media fix, he watches TV programmes when he wants and on the device he wants. He's very heavily into the gaming world being over 3 times more likely to be a gamer than an average adult. Whilst he also regularly visits the cinema, this channel is more suited to a mass young audience with very high production values and associated cost to be considered.

The one word media for 90 Minute Noah is gaming and examples of how we might reach him are as follows:

- Standard display on gaming specific sites, including: IGN, Future portfolio (pcgamer.com, official Nintendo, official PlayStation, games radar) and 360 gamer.
- VOD and rich media opportunities also available across the above titles.

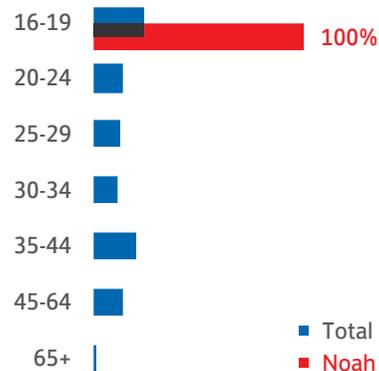
SOME OF THE BRANDS CONSUMED BY 90 MINUTE NOAH



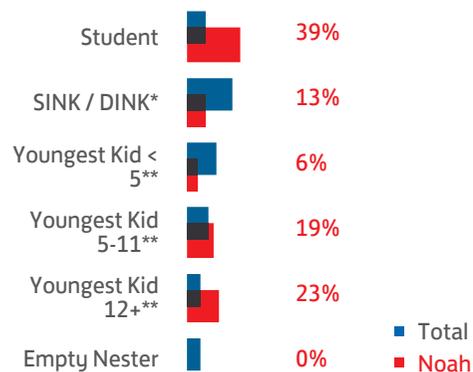
90 MINUTE NOAH

SEGMENT SIZE 0.14M

AGE

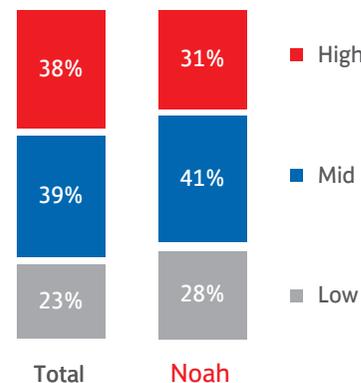


LIFESTYLE



*Note: SINK is 'Single Income No Kids' and DINK is 'Double Income No Kids'
 **Note: Kids here are not necessarily the children of the respondents. They could be siblings or anyone living in that particular household.

INCOME

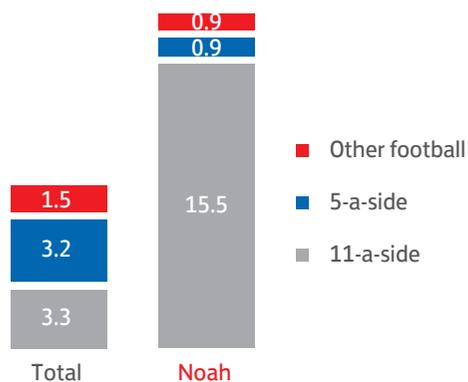


SOME OTHER SPORTING ACTIVITIES CARRIED OUT BY 90 MINUTE NOAH

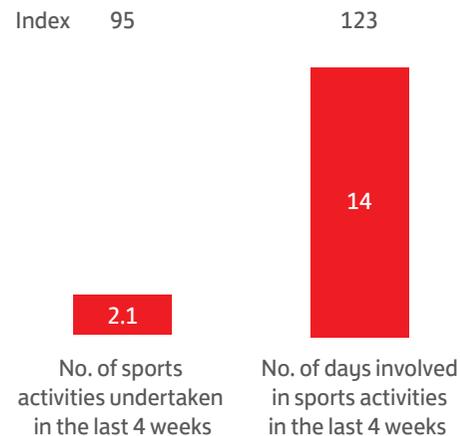


Rugby

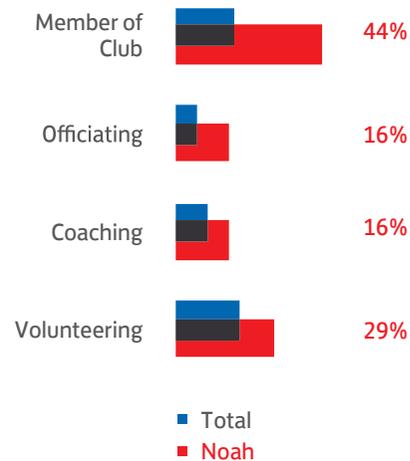
HOURS SPENT IN PAST MONTH PLAYING FOOTBALL



LEVEL OF SPORTINESS



OTHER FOOTBALL PARTICIPATION



Cricket

90 MINUTE NOAH

SEGMENT SIZE 0.14M

WHY I PLAY FOOTBALL

Health & fitness



To be part of the game I love



Develop my skills



WHAT STOPS ME PLAYING MORE FOOTBALL

Too busy / too many other things I want to do



Poor weather



Not enough players to make a full team



WHAT WOULD ENCOURAGE ME TO PLAY MORE FOOTBALL

Consistently good quality pitches



Central facility with 11-a-side pitches for all matches



Weekday evening matches under floodlights



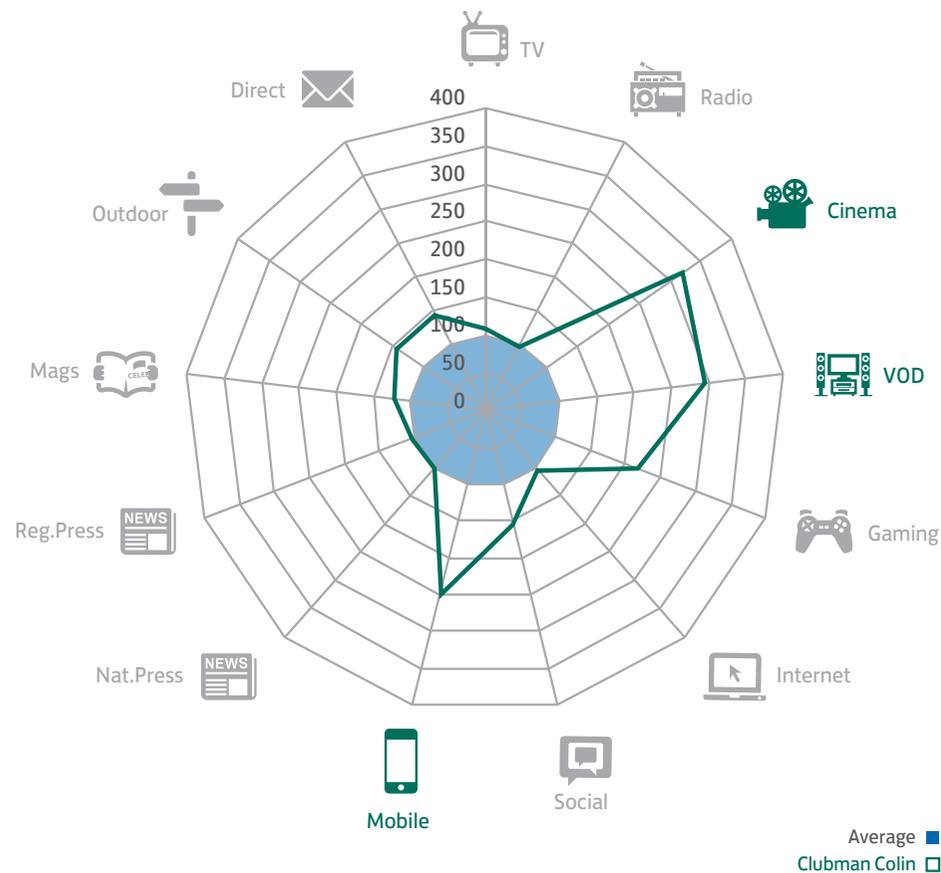
CLUBMAN COLIN

SEGMENT SIZE 0.21M

WHO I AM

Work and football – what more is there to life? There’s nothing quite like the smell of grass, the mud, the fresh air at the weekend. Weekends, the football team is everything – the build-up to the game, the game, the buzz being with the other players. And when it’s off-season, I still like to keep fit – cycling and gym work keep me in shape.

RADAR GRAPH TO SHOW CLUBMAN COLIN’S MEDIA PREFERENCES



OVERVIEW OF MEDIA PREFERENCES FOR CLUBMAN COLIN

Whilst cinema performs well as a mass medium, Clubman Colin is very much reliant on his mobile phone and likes to play catch up through video on demand. We can target Colin directly by serving ads to him in environments where he is sourcing both sports (football) and general news information, for example:

- Pre-roll across sports sections of news sites, including: The Daily Mail, The Independent, The Guardian, etc.
- Site specific pre-roll across sites including: Goal.com, SoccerWay, Sky Sports, Football 365 and Footballmitoo.

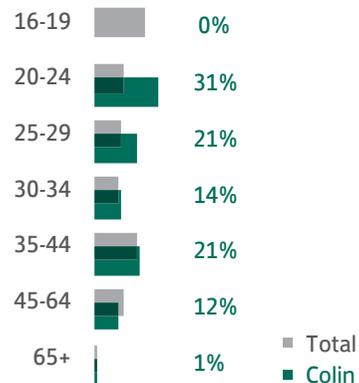
SOME OF THE BRANDS CONSUMED BY CLUBMAN COLIN



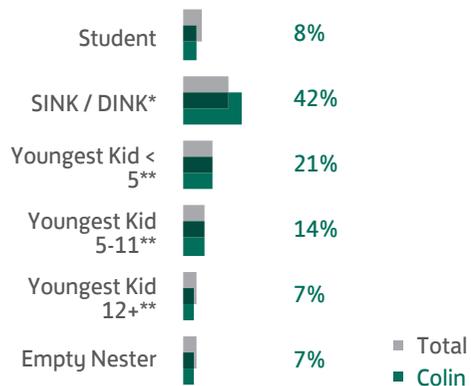
CLUBMAN COLIN

SEGMENT SIZE 0.21M

AGE

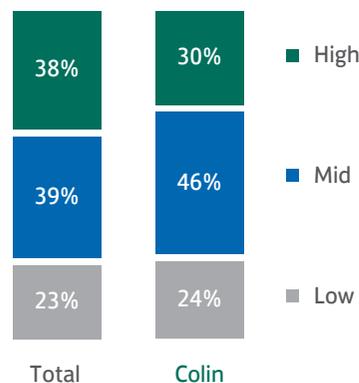


LIFESTYLE



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INCOME

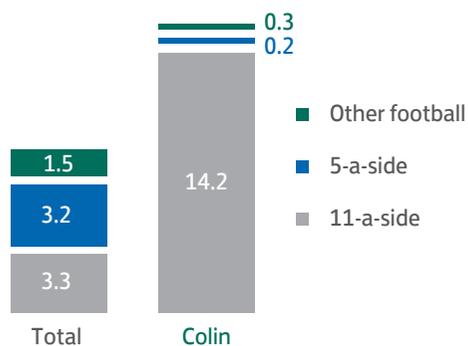


SOME OTHER SPORTING ACTIVITIES CARRIED OUT BY CLUBMAN COLIN

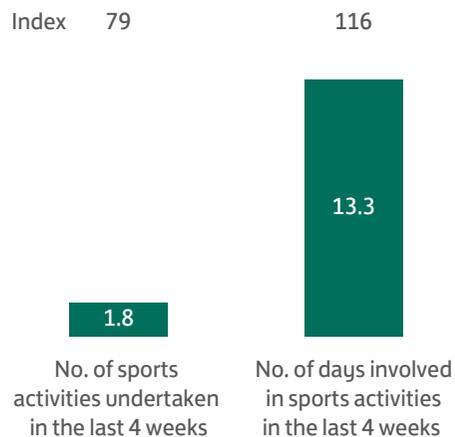


Cycling

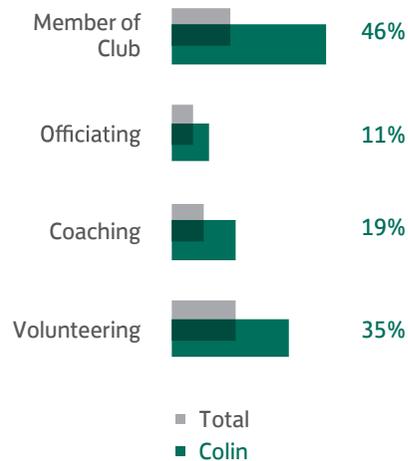
HOURS SPENT IN PAST MONTH PLAYING FOOTBALL



LEVEL OF SPORTINESS



OTHER FOOTBALL PARTICIPATION



Gym

CLUBMAN COLIN

SEGMENT SIZE 0.21M

WHY I PLAY FOOTBALL

To be part of the game I love



Health & fitness



To be part of a team



WHAT STOPS ME PLAYING MORE FOOTBALL

Too busy / too many other things I want to do



Poor weather



Shortage or lack of suitable places to play



WHAT WOULD ENCOURAGE ME TO PLAY MORE FOOTBALL

Consistently good quality pitches



FA-qualified referee for every game



Indoor facilities available for training



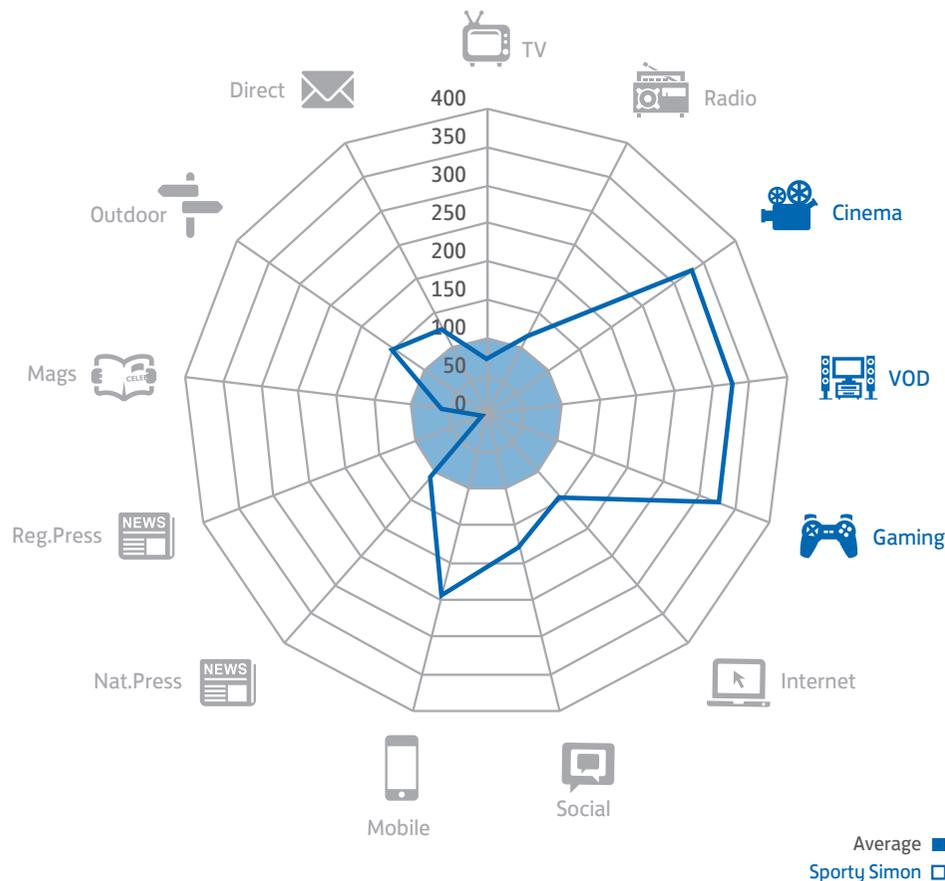
SPORTY SIMON

SEGMENT SIZE 0.54M

WHO I AM

I've left university now, but now I've started work sport is still my thing. You name it I play it – football, cricket, squash, basketball, running. I love competition, I love being ultra-fit. I enjoy football, any kind really, 11-a-side or 5-a-side, and play both in regular club competition.

RADAR GRAPH TO SHOW SPORTY SIMON'S MEDIA PREFERENCES



OVERVIEW OF SPORTY SIMON'S MEDIA PREFERENCES

Sporty Simon has just left university and is embarking on a career but his passion is all about sport and hence his heavy media consumption is biased this way too. He feeds off sports information and wants the latest news and action either instantaneously or when he has a spare moment. To this end he's online watching video on demand or on news sites in the sports section.

The other media he consumes heavily are:

- Cinema - 3.5 times more likely than an average adult to visit at least once a month.
- Gaming sites e.g. IGN.

SOME OF THE BRANDS CONSUMED BY SPORTY SIMON

theguardian

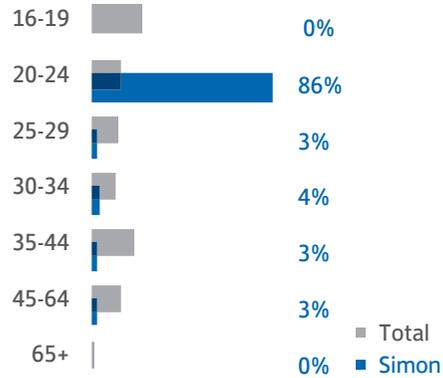
sky SPORTS

IGN

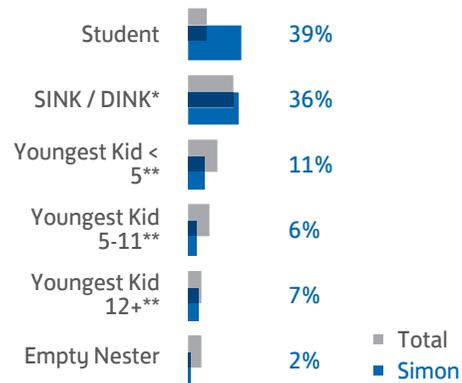
SPORTY SIMON

SEGMENT SIZE 0.54M

AGE

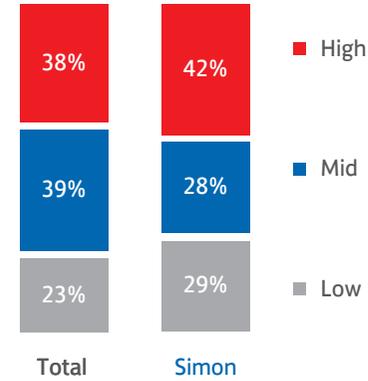


LIFESTYLE

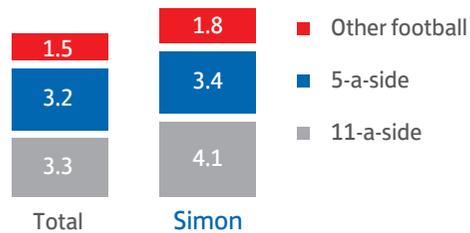


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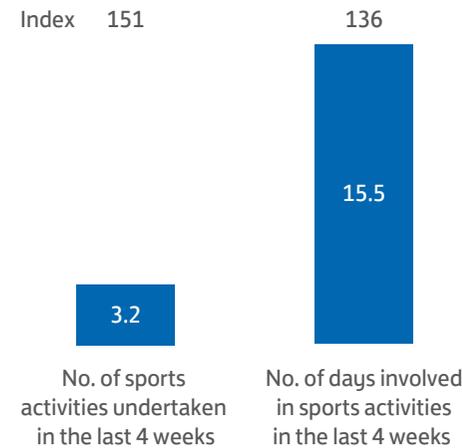
INCOME



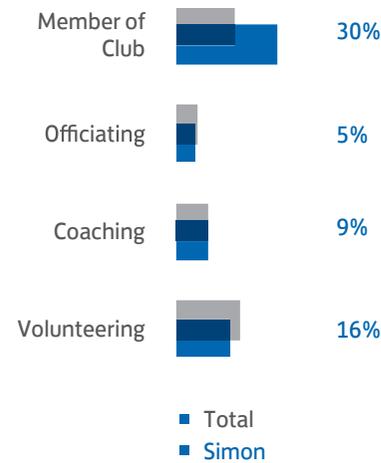
HOURS SPENT IN PAST MONTH PLAYING FOOTBALL



LEVEL OF SPORTINESS



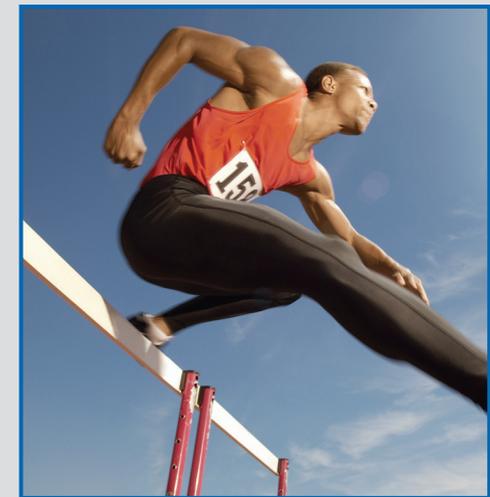
OTHER FOOTBALL PARTICIPATION



SOME OTHER SPORTING ACTIVITIES CARRIED OUT BY SPORTY SIMON



Squash



Athletics

SPORTY SIMON

SEGMENT SIZE 0.54M

WHY I PLAY FOOTBALL

Health & fitness



To be part of the game I love



To be part of a team



WHAT STOPS ME PLAYING MORE FOOTBALL

Too busy / too many other things I want to do



Poor weather



Not enough referees / officials



WHAT WOULD ENCOURAGE ME TO PLAY MORE FOOTBALL

Consistently good quality pitches



FA-qualified referee for every game



Turn-up and play sessions with like-minded players



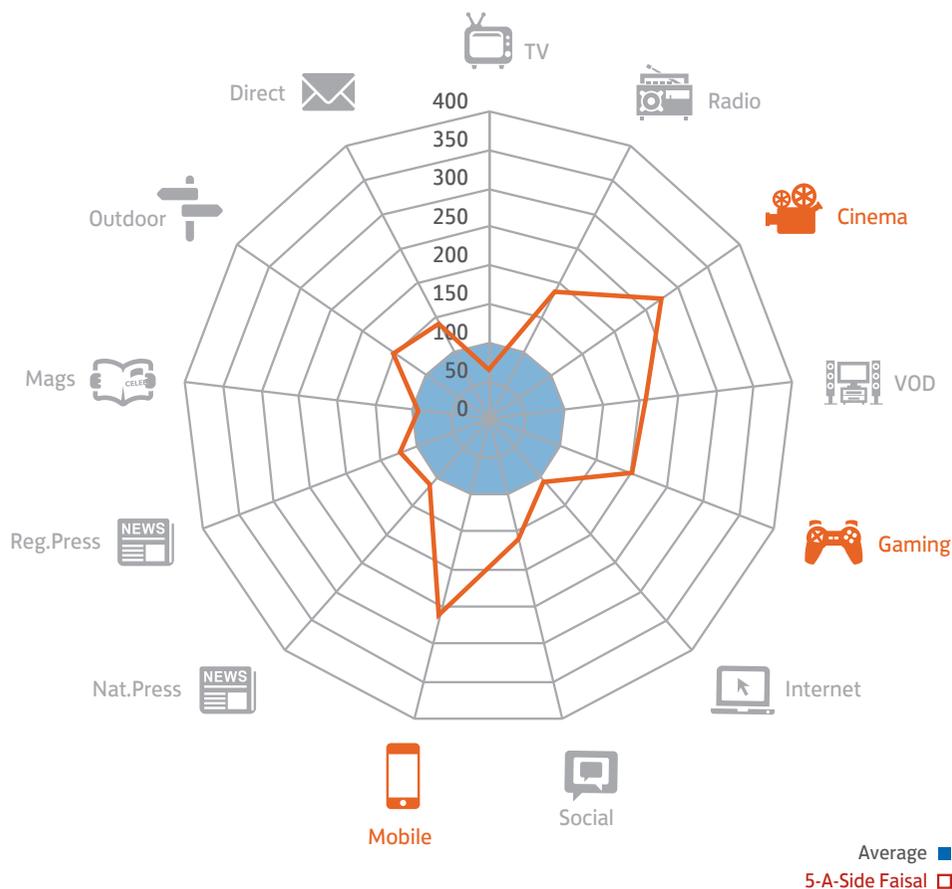
5-A-SIDE FAISAL

SEGMENT SIZE 0.58M

WHO I AM

Working full-time just doesn't allow me to play football like I used to. I still need my football fix, but I can get that playing in the evening during the week. An hour of football once a week is great – it keeps me fit, and it's a chance to get together with my mates to test ourselves against other like-minded people. Lots of fun, and without all the commitment of 11-a-side.

RADAR GRAPH TO SHOW 5-A-SIDE FAISAL'S MEDIA PREFERENCES



OVERVIEW OF 5-A-SIDE FAISAL'S MEDIA PREFERENCES

5-a-Side Faisal relies heavily on his mobile, being a bit older and being more career focused, media time is very limited and therefore he's a heavy user of apps and time saving devices. Sitting down and spending lots of leisure time is not a priority.

To this end the best and most direct ways to reach him are via:

- Display ads targeted to mobile devices only, e.g. Goal.com, Sky Sports, premierleague.com and sports sections of news sites.
- Football themed mobile apps, e.g. Fanatix, Live Score Addicts, Sky Sports and ESPN sports.
- Mobile adverts on grass roots football websites.

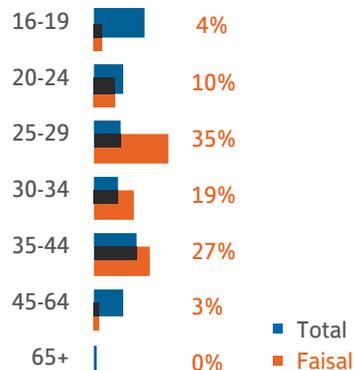
SOME OF THE BRANDS CONSUMED BY 5-A-SIDE FAISAL



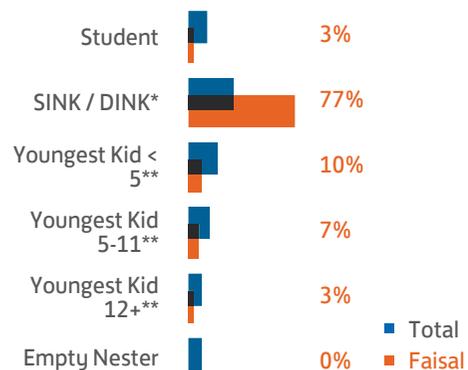
5-A-SIDE FAISAL

SEGMENT SIZE 0.58M

AGE

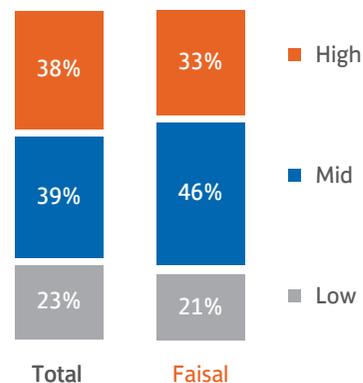


LIFESTYLE



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INCOME

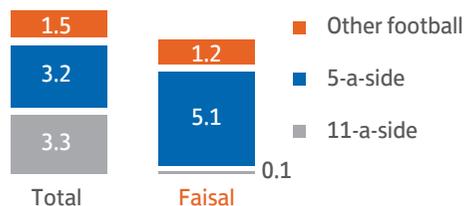


SOME OTHER SPORTING ACTIVITIES CARRIED OUT BY 5-A-SIDE FAISAL

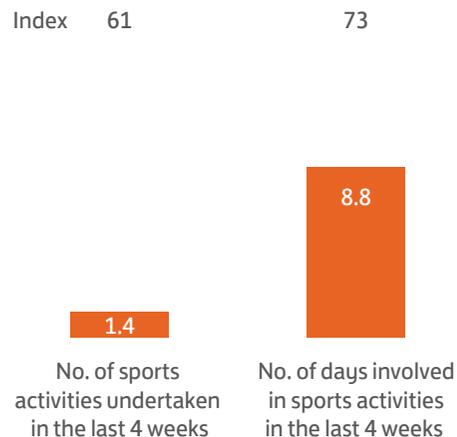


Cycling

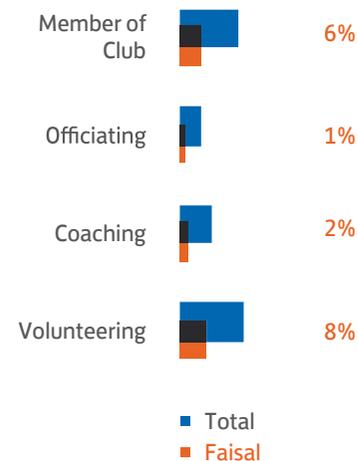
HOURS SPENT IN PAST MONTH PLAYING FOOTBALL



LEVEL OF SPORTINESS



OTHER FOOTBALL PARTICIPATION



Judo

5-A-SIDE FAISAL

SEGMENT SIZE 0.58M

WHY I PLAY FOOTBALL

Health & fitness



To be part of the game I love



Camaraderie, socialising and banter



WHAT STOPS ME PLAYING MORE FOOTBALL

Too busy / too many other things I want to do



Not enough players to make a full team



Poor weather



WHAT WOULD ENCOURAGE ME TO PLAY MORE FOOTBALL

Turn-up and play sessions with like-minded players



Indoor facilities available for training



More efficient organisation of leagues



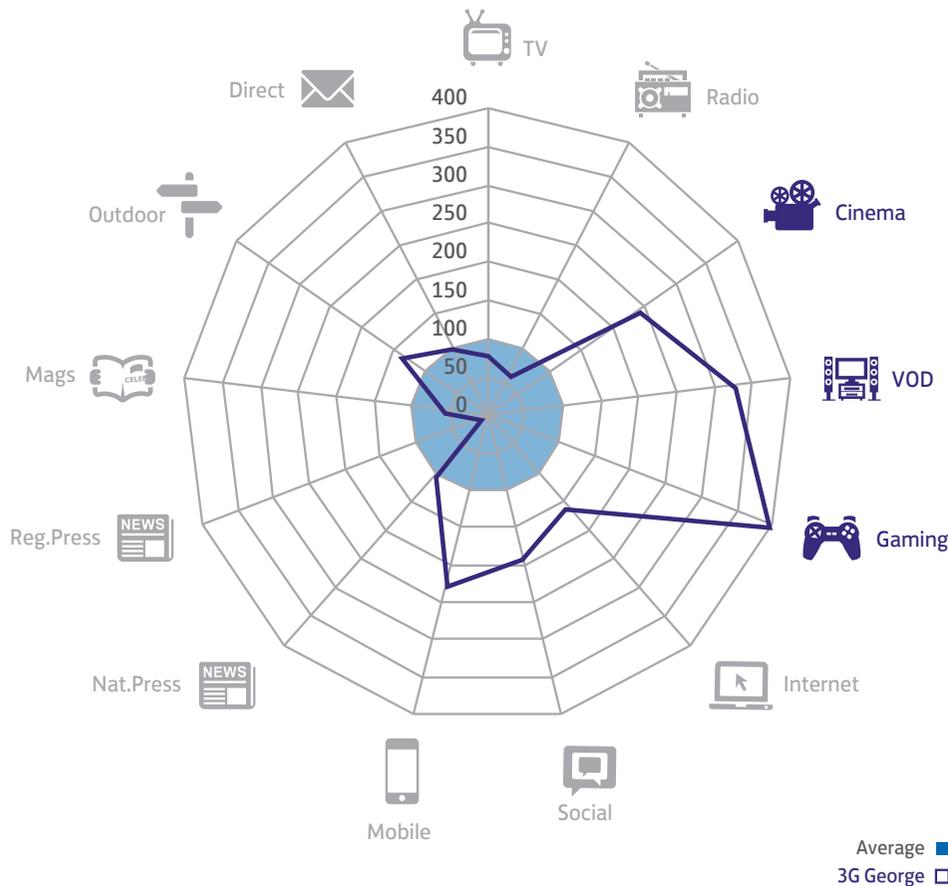
3G GEORGE

SEGMENT SIZE 0.22M

WHO I AM

I grew up with 11-a-side football, it was great. I've always loved the game, but now that I'm at college, going out on a Saturday night is more important. I still want my football fix, so I play lots of small sided football. It's still very competitive, so I love it, but I can play at times that suit me. And I don't mind helping out occasionally if the 11-a-side team needs me.

RADAR GRAPH TO SHOW 3G GEORGE'S MEDIA PREFERENCES



OVERVIEW OF 3G GEORGE'S MEDIA PREFERENCES

Whilst still into his sport, other social activities have now taken priority. George's media consumption is heavily digital through video on demand and gaming but is less sports specific than other segments. We therefore reach George through more general digital channels, for example:

- General gaming websites such as Gamesradar, Future and IGN.
- Video on demand via seeding networks such as Rocketfuel, Collective and Ebuzzing.

This could also be via more location based media, for example:

- On Campus (e.g. Student Beans or Campus Media).
- In bars (e.g. Clear Channel Socialite Pack).

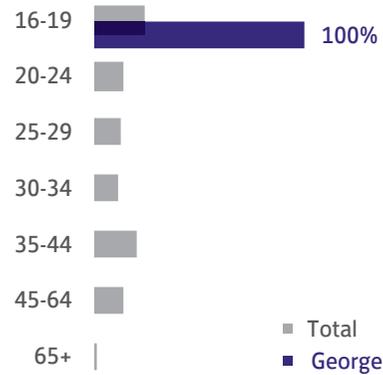
SOME OF THE BRANDS CONSUMED BY 3G GEORGE



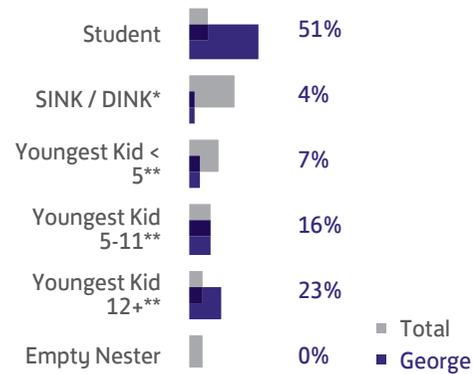
3G GEORGE

SEGMENT SIZE 0.22M

AGE

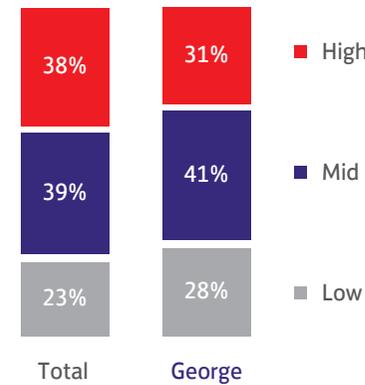


LIFESTYLE

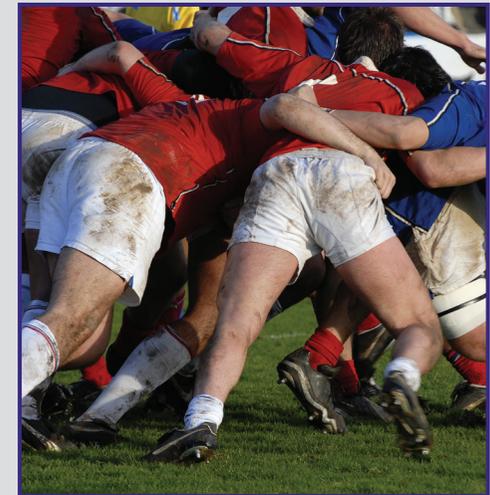


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INCOME

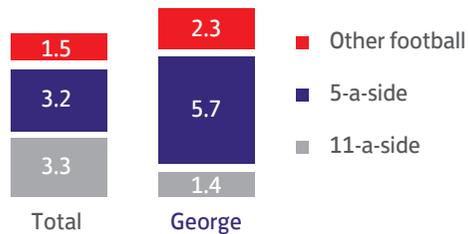


SOME OTHER SPORTING ACTIVITIES CARRIED OUT BY 3G GEORGE

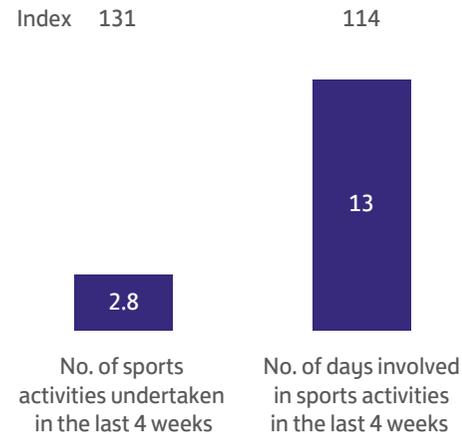


Rugby

HOURS SPENT IN PAST MONTH PLAYING FOOTBALL



LEVEL OF SPORTINESS



OTHER FOOTBALL PARTICIPATION

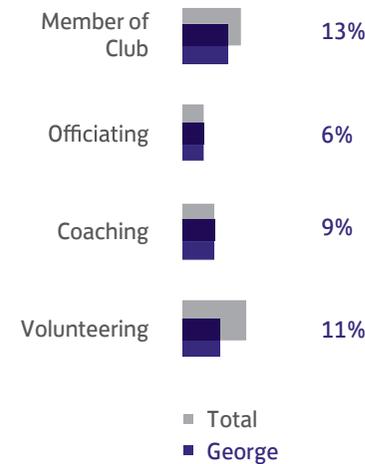


Table tennis

3G GEORGE

SEGMENT SIZE 0.22M

WHY I PLAY FOOTBALL

Health & fitness



To be part of the game I love



Comradery, socialising and banter



WHAT STOPS ME PLAYING MORE FOOTBALL

Too busy / too many other things I want to do



Not enough players to make a full team



Not enough leagues / formats for my age / ability

League tables

	played	win	draw	goals scored	goals conceded	goal difference	points
1	10	1	0	0	14	4	10
2	1	1	0	0	11	3	6
3	1	1	0	0	7	1	6
4	1	1	0	0	10	7	3
5	1	1	0	0	8	6	2
6	1	1	0	0	7	5	2
7	1	0	0	1	6	6	2
8	1	0	0	1	5	7	2
9	1	0	0	1	7	10	-3
10	1	0	0	1	7	6	0
11	1	0	0	1	11	6	0
12	1	0	0	1	4	14	-10

WHAT WOULD ENCOURAGE ME TO PLAY MORE FOOTBALL

Turn-up and play sessions with like-minded players



Indoor facilities available for training



An area for your team to socialise in post match



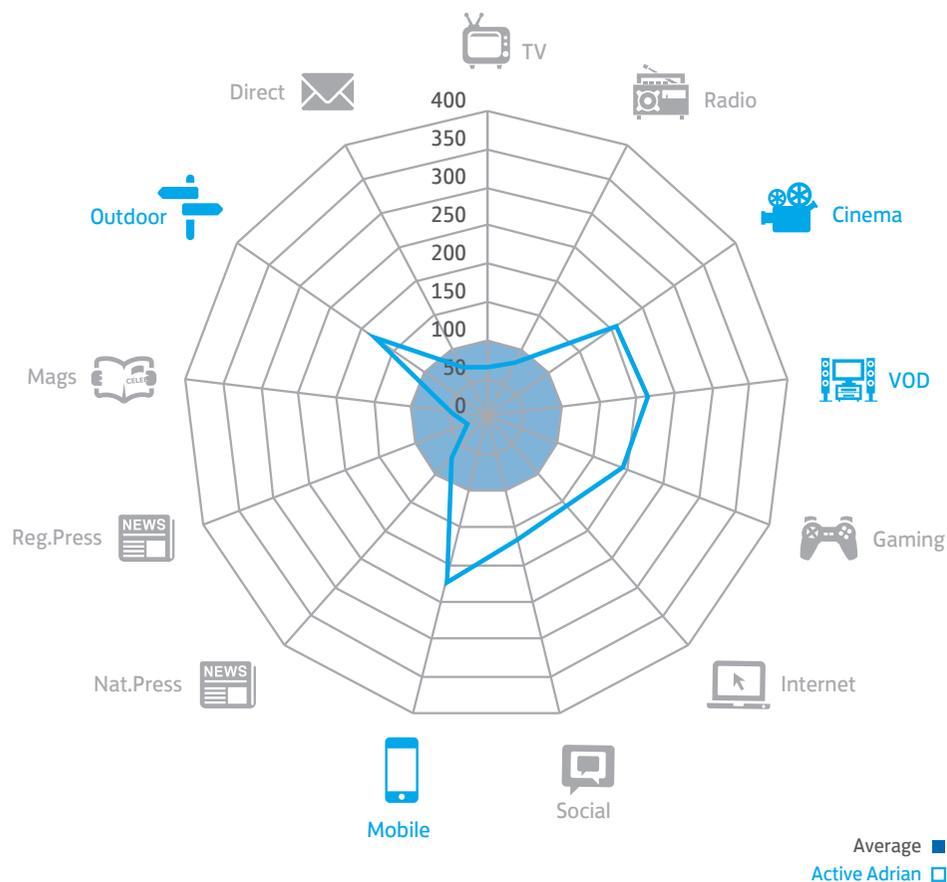
ACTIVE ADRIAN

SEGMENT SIZE 0.74M

WHO I AM

Being 30 doesn't stop me from being ultra-active, at least until I have kids. But I find it's much easier to do sports that fit my life like swimming, weight-training, 5-a-side football, squash, sports I can do in short sharp burst. I enjoy weekly 5-a-side, and occasionally turn out to play 11-a-side when the local team needs an extra body.

RADAR GRAPH TO SHOW ACTIVE ADRIAN'S MEDIA PREFERENCES



OVERVIEW OF ACTIVE ADRIAN'S MEDIA PREFERENCES

Active Adrian is not as heavy a user of digital media as some of his younger counterparts but he is not the type to sit in reading or watching TV. He's out and about on his mobile, using local sports amenities and consuming media to and from his commute. He is more interested in the "doing" than the "watching" and to this end we can reach him via specific fitness enhancing sites (some of which he uses to track personal performance) or in-app messaging along with locational based media. Examples include:

- Map My Run
- Bike Radar
- MySwimfit
- Pitchero

Given Adrian is invariably out and about in various active sport locations (e.g. gyms, sport centres, etc.), he can be reached in-situ via outdoor media channels.

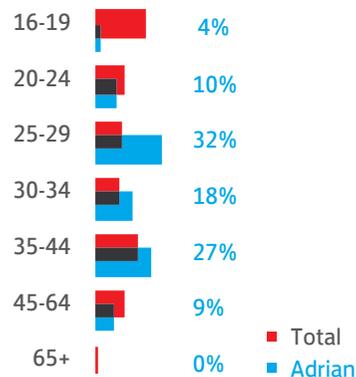
SOME OF THE BRANDS CONSUMED BY ACTIVE ADRIAN



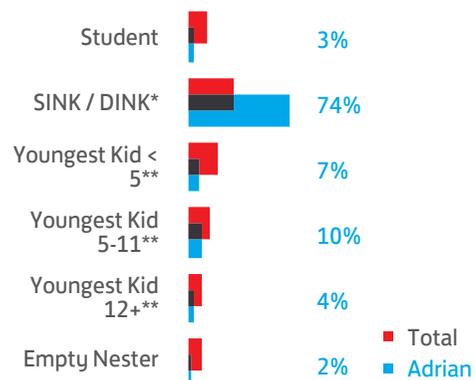
ACTIVE ADRIAN

SEGMENT SIZE 0.74M

AGE

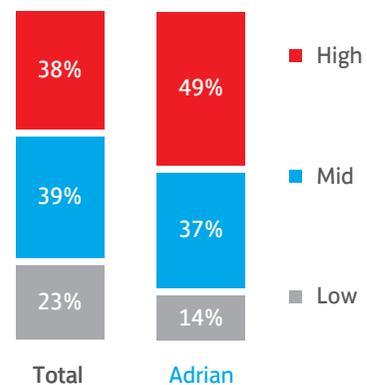


LIFESTYLE



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INCOME

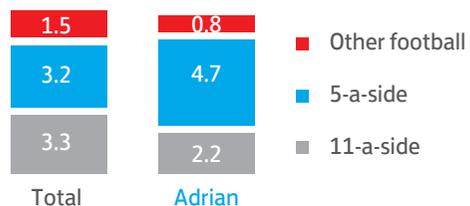


SOME OTHER SPORTING ACTIVITIES CARRIED OUT BY ACTIVE ADRIAN

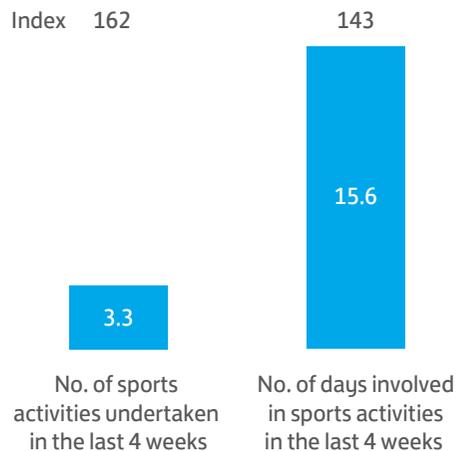


Swimming

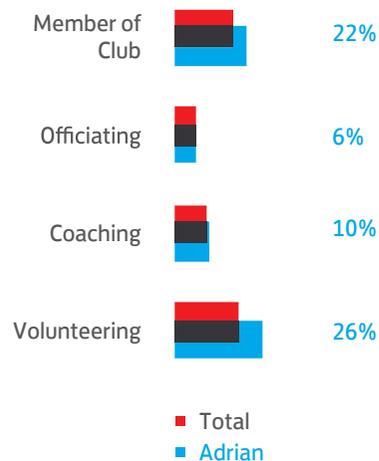
HOURS SPENT IN PAST MONTH PLAYING FOOTBALL



LEVEL OF SPORTINESS



OTHER FOOTBALL PARTICIPATION



Squash

ACTIVE ADRIAN

SEGMENT SIZE 0.74M

WHY I PLAY FOOTBALL

Health & fitness



To be part of the game I love



Camaraderie, socialising and banter



WHAT STOPS ME PLAYING MORE FOOTBALL

Too busy / too many other things I want to do



Cost / subscriptions / fees are too high



Shortage or lack of suitable places to play



WHAT WOULD ENCOURAGE ME TO PLAY MORE FOOTBALL

Turn-up and play sessions with like-minded players



Indoor facilities available for training



More efficient organisation of leagues



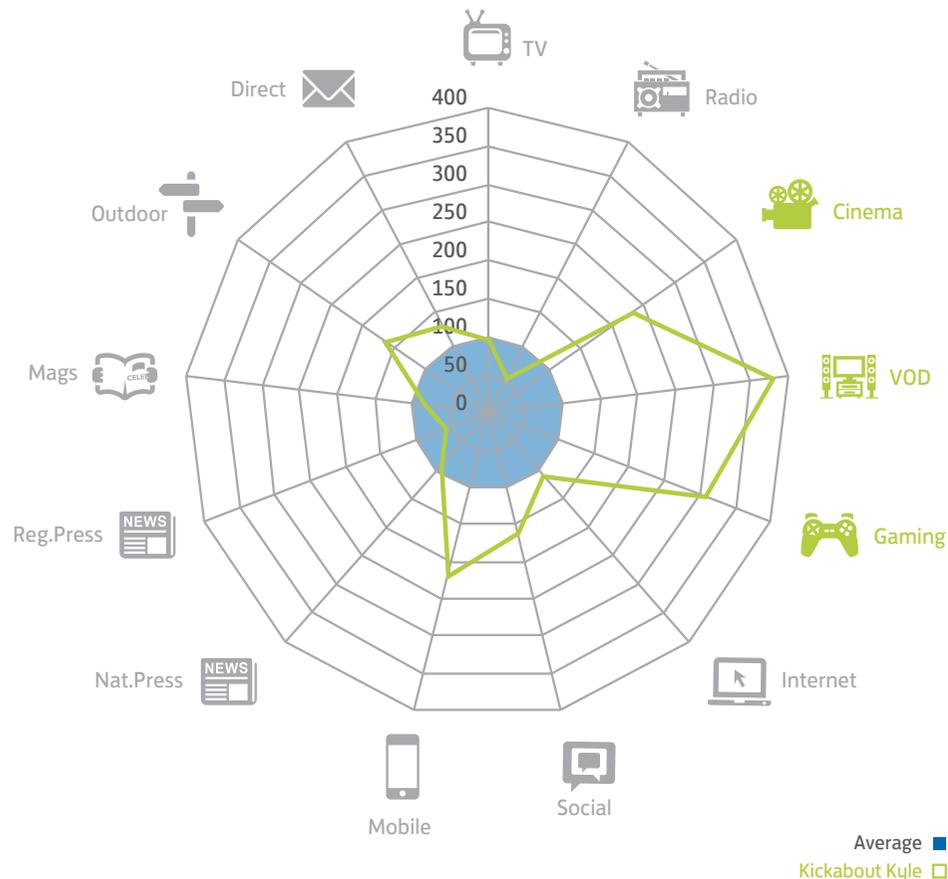
KICKABOUT KYLE

SEGMENT SIZE 0.32M

WHO I AM

Finished school now, got my first job. It's really a matter of making ends meet at the moment. I don't really have the time or money to play football, but if I do, it will be a kick around at the local park or using a small sided pitch for a bit of occasional fun.

RADAR GRAPH TO SHOW KICKABOUT KYLE'S MEDIA PREFERENCES



OVERVIEW OF KICKABOUT KYLE'S MEDIA PREFERENCES

Kickabout Kyle is a young school-leaver and hence a bit cash poor. He hasn't got cash to throw around but is into all things 'lads'. His media pattern is internet led, but his consumption is about having a laugh with his mates (e.g. about girls, beer and football banter).

Kyle tends to go for the more sensationalist press and magazine sites. He spends a lot of time looking at videos (sport and fun) on YouTube and viewing video on demand services. As a keen gamer he also spends time with online gaming communities and can therefore be reached in this environment.

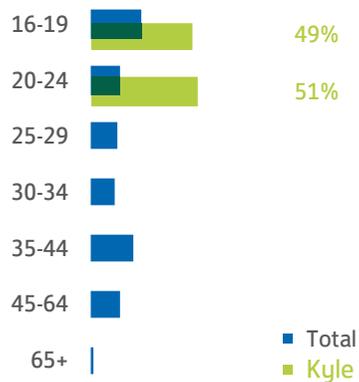
SOME OF THE BRANDS CONSUMED BY KICKABOUT KYLE



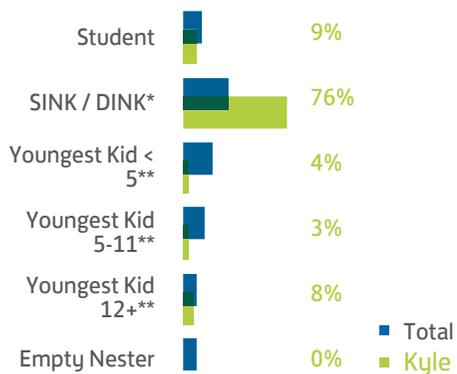
KICKABOUT KYLE

SEGMENT SIZE 0.32M

AGE

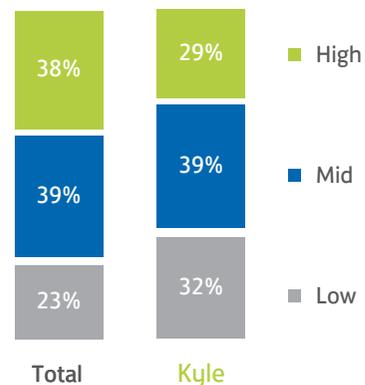


LIFESTYLE



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INCOME

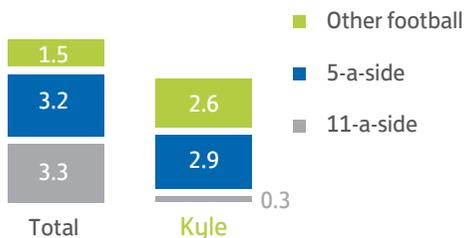


SOME OTHER SPORTING ACTIVITIES CARRIED OUT BY KICKABOUT KYLE



Skating

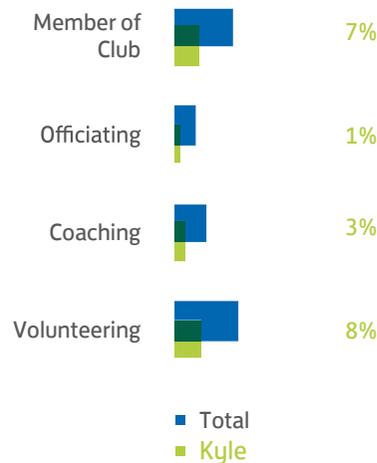
HOURS SPENT IN PAST MONTH PLAYING FOOTBALL



LEVEL OF SPORTINESS



OTHER FOOTBALL PARTICIPATION



KICKABOUT KYLE

SEGMENT SIZE 0.32M

WHY I PLAY FOOTBALL

Health & fitness



To be part of the game I love



Camaraderie, socialising and banter



WHAT STOPS ME PLAYING MORE FOOTBALL

Too busy / too many other things I want to do



Poor weather



Cost / subscriptions / fees are too high



WHAT WOULD ENCOURAGE ME TO PLAY MORE FOOTBALL

Turn-up and play sessions with like-minded players



Indoor facilities available for training



More efficient organisation of leagues



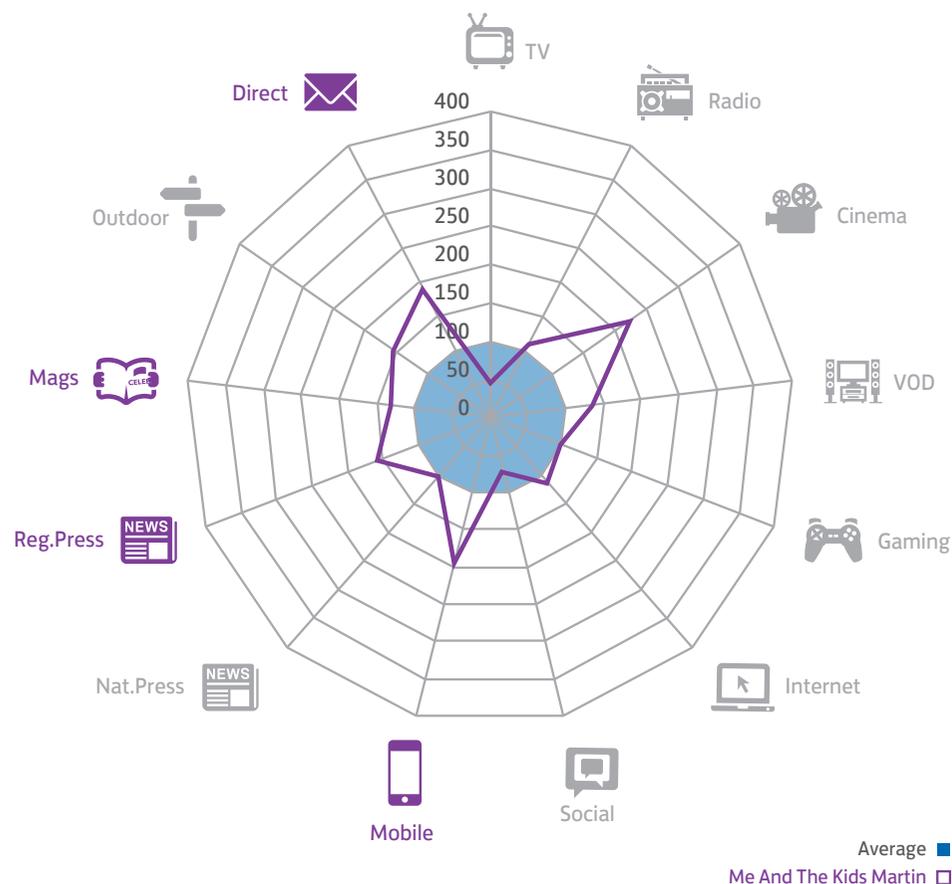
ME AND THE KIDS MARTIN

SEGMENT SIZE 0.64M

WHO I AM

Now the kids are getting a bit older, the wife lets me out to play 5-a-side football again. Our 5-a-side games are great for keeping us fit at our stage of life and are a good opportunity to have a good bit of social fun. No 11-a-side anymore for me, but I'm out there at weekends supporting and coaching the kids now that they've started playing.

RADAR GRAPH TO SHOW ME AND THE KIDS MARTIN'S MEDIA PREFERENCES



OVERVIEW OF ME AND THE KIDS MARTIN'S MEDIA PREFERENCES

Me And The Kids Martin is a bit more of a media traditionalist. However, he does use the internet for information particularly where the kids' sports are concerned (e.g. Pitchero, Teamer, etc.)

Martin is much more likely to be reading newspapers, particularly local papers and magazines. He not only reads these magazines but is happy to receive information and offers via direct mailing, inserts, etc. as he'll be a subscriber that trusts this medium.

His choice of magazine will revolve around the hobbies he still feels fit and able enough to do, hence he's into lifestyle and general fitness magazines, plus hobbies such as football, golf and cars.

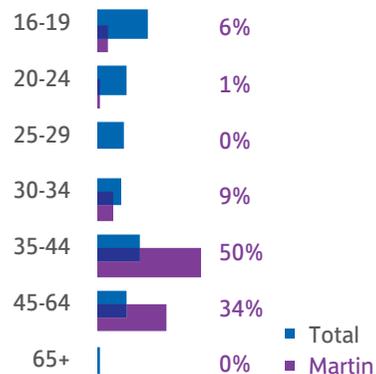
SOME OF THE BRANDS CONSUMED BY ME AND THE KIDS MARTIN



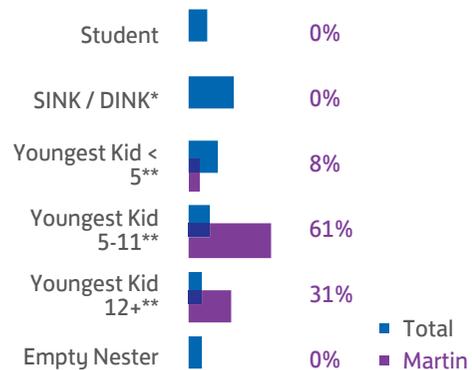
ME AND THE KIDS MARTIN

SEGMENT SIZE 0.64M

AGE

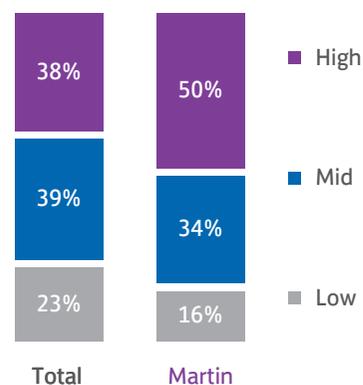


LIFESTYLE



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INCOME

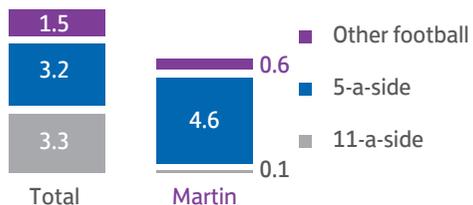


SOME OTHER SPORTING ACTIVITIES CARRIED OUT BY ME AND THE KIDS MARTIN

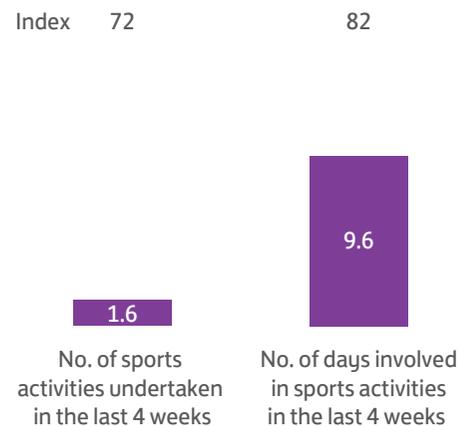


Sailing

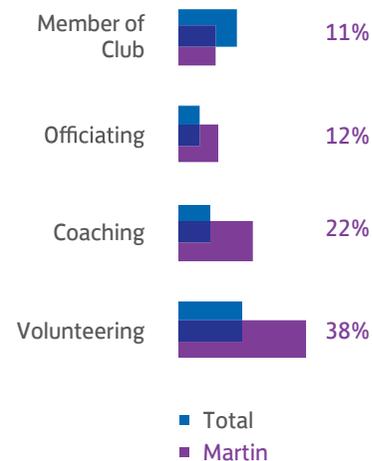
HOURS SPENT IN PAST MONTH PLAYING FOOTBALL



LEVEL OF SPORTINESS



OTHER FOOTBALL PARTICIPATION



Cycling

ME AND THE KIDS MARTIN

SEGMENT SIZE 0.64M

WHY I PLAY FOOTBALL

Health & fitness



Camaraderie, socialising and banter



To be part of the game I love



WHAT STOPS ME PLAYING MORE FOOTBALL

Too busy / too many other things I want to do



My own ability / performance level not good enough

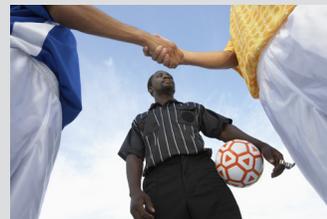


Poor weather



WHAT WOULD ENCOURAGE ME TO PLAY MORE FOOTBALL

Structured veterans leagues (i.e. aged 35+) in my area



Turn-up and play sessions with like-minded players



Indoor facilities available for training



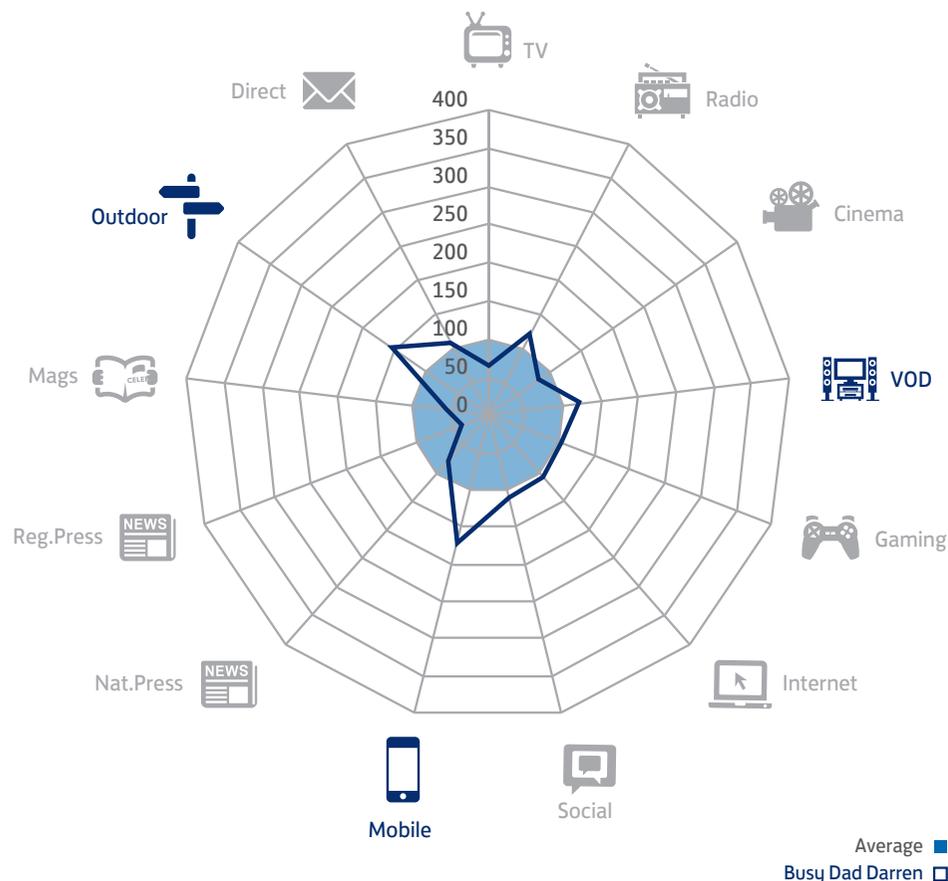
BUSY DAD DARREN

SEGMENT SIZE 0.92M

WHO I AM

Starting a family has pretty much changed everything. No time for football, no time for much sport at all. The closest I get to exercise is heading out on the bike with the little one on the back, a practise kickabout with the little fella in the back garden or helping him learn to swim at the local pool.

RADAR GRAPH TO SHOW BUSY DAD DARREN'S MEDIA PREFERENCES



OVERVIEW OF BUSY DAD DARREN'S MEDIA PREFERENCES

Busy Dad Darren is that bit older, doesn't necessarily have time to play football or most other sports and is time poor generally due to other commitments, most notably his family / children.

Being a bit older he's not as tech / digital savvy as some of the other audiences. He still utilises his mobile but he's very different in that he consumes much more out of home media. We need to reach him via his outdoor touch-points particularly in a sports / family environment.

The examples below look at various environments where we might find him and where advertising opportunities exist:

- Goals Soccer Centres
- Leisure centres / swimming pools
- Everyone Active
- Active family / playhouse centres
- Fitness First / Nuffield Health / Energie
- David Lloyd
- Bar areas

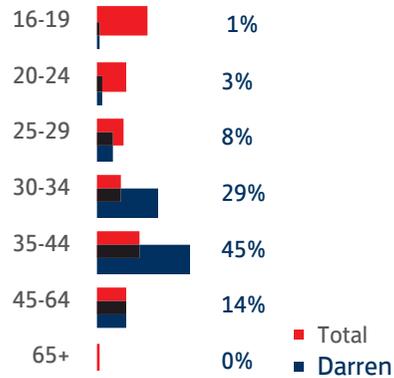
SOME OF THE BRANDS CONSUMED BY BUSY DAD DARREN



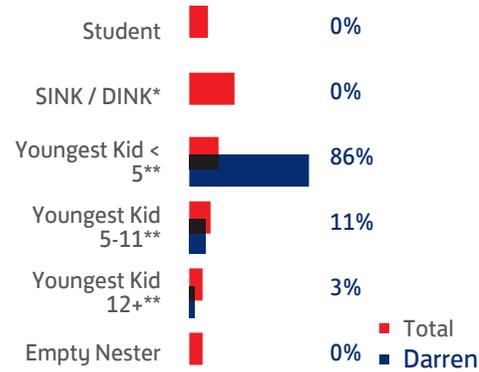
BUSY DAD DARREN

SEGMENT SIZE 0.92M

AGE



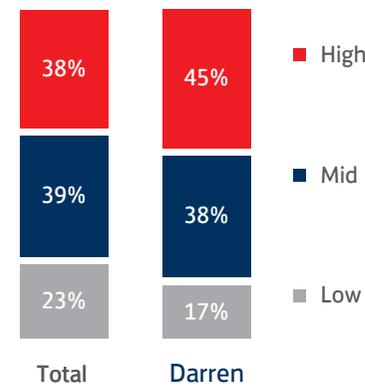
LIFESTYLE



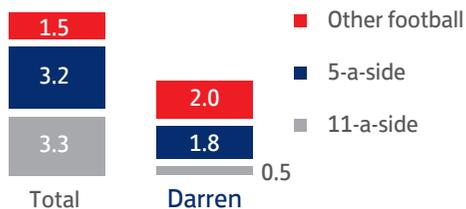
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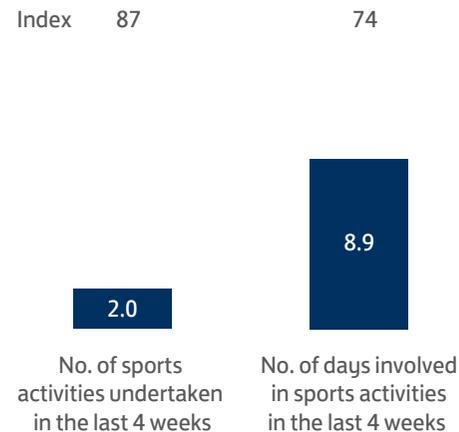
INCOME



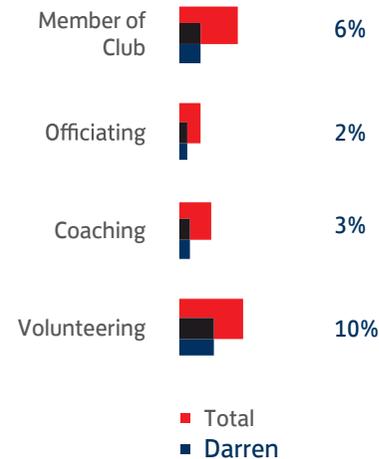
HOURS SPENT IN PAST MONTH PLAYING FOOTBALL



LEVEL OF SPORTINESS



OTHER FOOTBALL PARTICIPATION



SOME OTHER SPORTING ACTIVITIES CARRIED OUT BY BUSY DAD DARREN



Cycling



Swimming

BUSY DAD DARREN

SEGMENT SIZE 0.92M

WHY I PLAY FOOTBALL

Health & fitness



To be part of the game I love



Camaraderie, socialising and banter



WHAT STOPS ME PLAYING MORE FOOTBALL

Too busy / too many other things I want to do



Poor weather



Cost / subscriptions / fees are too high



WHAT WOULD ENCOURAGE ME TO PLAY MORE FOOTBALL

Turn-up and play sessions with like-minded players



Structured veterans leagues (i.e. aged 35+) in my area



Indoor facilities available for training



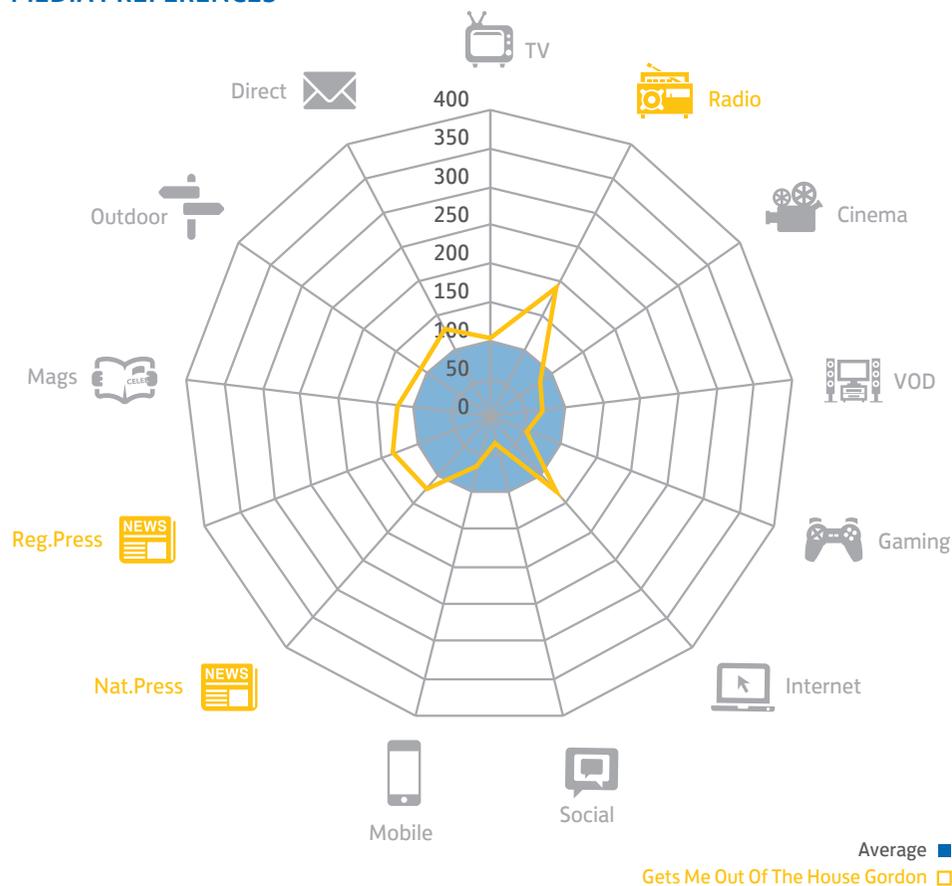
GETS ME OUT OF THE HOUSE GORDON

SEGMENT SIZE 0.56M

WHO I AM

The kids have finally left home, so it's really a case of doing the odd bit of activity to keep me fit and healthy. I play the odd bit of 7-a-side with a group I know – just whenever they need an extra body. That and a bit of general exercise and the odd game of badminton keep me reasonably fit.

RADAR GRAPH TO SHOW GETS ME OUT OF THE HOUSE GORDON'S MEDIA PREFERENCES



OVERVIEW OF GETS ME OUT OF THE HOUSE GORDON'S MEDIA PREFERENCES

Media consumption for Gets Me Out Of The House Gordon is quite different from most other audiences. He's much older and prefers to consume in a more structured way. He gets a morning paper (both national and local), listens to the radio (both at breakfast time and in the car) and watches TV when a programme is being broadcast, not on catch up services. His mobile is to make calls and not to browse the web.

Looking more deeply into his media consumption, Gordon is 3 times more likely to be a Daily / Sunday Telegraph reader and 2.9 times more likely to read The Sunday Times. He is twice as likely to be a heavy consumer of radio but significantly 31% of this audience listen to Talk Sport (5.8 times greater than the national average). Gordon also listens to his local station as well as news services such as LBC.

SOME OF THE BRANDS CONSUMED BY GETS ME OUT OF THE HOUSE GORDON

Telegraph

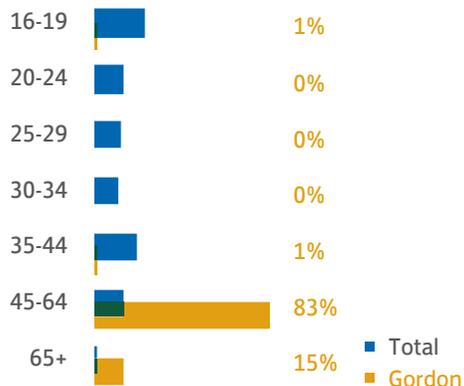
ECHO
NEWS · SPORT · LIFE. IT'S HAPPENING

talkSPORT

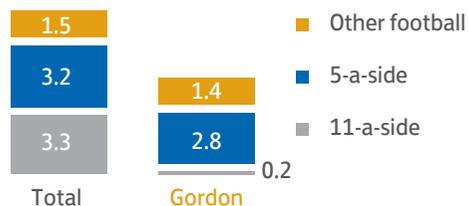
GETS ME OUT OF THE HOUSE GORDON

SEGMENT SIZE 0.56M

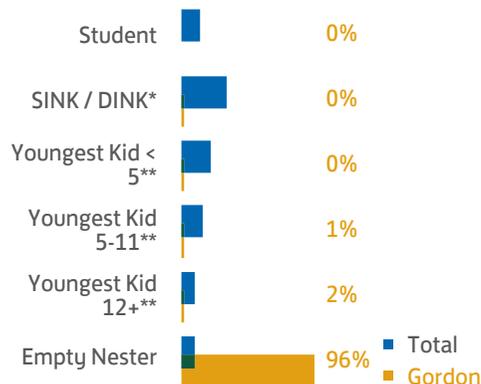
AGE



HOURS SPENT IN PAST MONTH PLAYING FOOTBALL

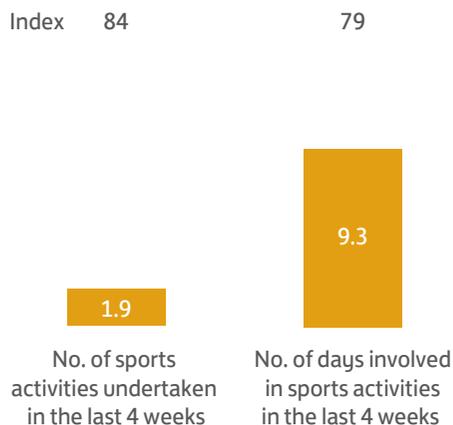


LIFESTYLE

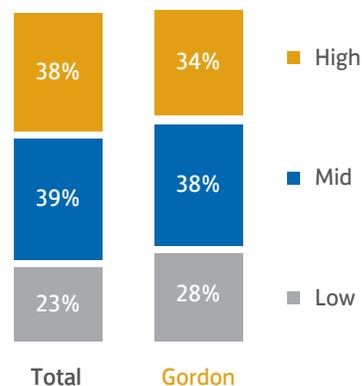


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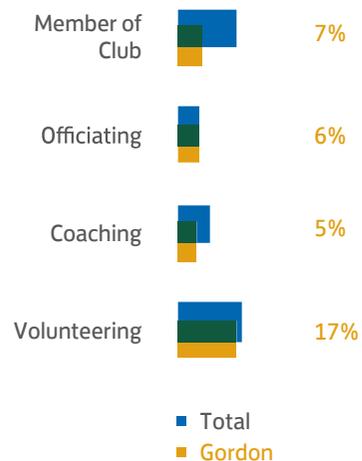
LEVEL OF SPORTINESS



INCOME



OTHER FOOTBALL PARTICIPATION



SOME OTHER SPORTING ACTIVITIES CARRIED OUT BY GETS ME OUT OF THE HOUSE GORDON



Table Tennis



Keeping Fit

GETS ME OUT OF THE HOUSE GORDON

SEGMENT SIZE 0.56M

WHY I PLAY FOOTBALL

Health & fitness



Camaraderie, socialising and banter



To be part of the game I love



WHAT STOPS ME PLAYING MORE FOOTBALL

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