

Prospect Pool

Find more of the right people and improve your return on investment with targeted new member recruitment activity based on Sport England market segmentation data.

What does Prospect Pool offer?

Improve the response rates of new member recruitment activity

- Target addresses in your catchment areas with people that are most likely to respond to your marketing message, based on Sport England segmentation.
- Change all the images and text based on the Sport England profiles, to send even more targeted and relevant messages. E.g. Use different images for men and women, or change the style of language for older people.

Reduce costs of campaigns

- Use digital print to send different information to people in different locations, combining campaigns for different centres into a single campaign to achieve economies of scale.
- Ensure existing members are not mailed by de-duplicating them from the prospect address list.



SPORT ENGLAND Creating sporting opportunities in every community

Chloe - 3
Fitness class friends

- Mainly aged 18-25
- Single
- Graduate professional

Young image-conscious females keeping fit and trim
5% of all adults; 9% of adult women

About Chloe
Chloe is 22 and works in HR for a large firm. She shares a house with ex-university friends who are also on graduate schemes. Without the pressures of family or a mortgage, Chloe isn't worried about her student loan, she likes to spend her income on clothes, nights out and holidays with friends.

Chloe and her housemates go to classes at their local gym a couple of times a week, and like to swim afterwards. At weekends, Chloe likes to go for a big night out, including a nice meal and a few drinks with her friends.

Chloe is reasonably health conscious, watching what she eats and exercising to stay trim. She isn't fanatical though, wanting to live a fun packed life while she's young, free and single.

Ethnic origin
Individuals in this segment are predominantly of White British (75%) or Other White (12%) origin, or may also be Asian/Asian British (5%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (2%).

Alternative names
Nina, Sophie, Lauren, Charlotte, Lucy

Chloe: Sports Overview

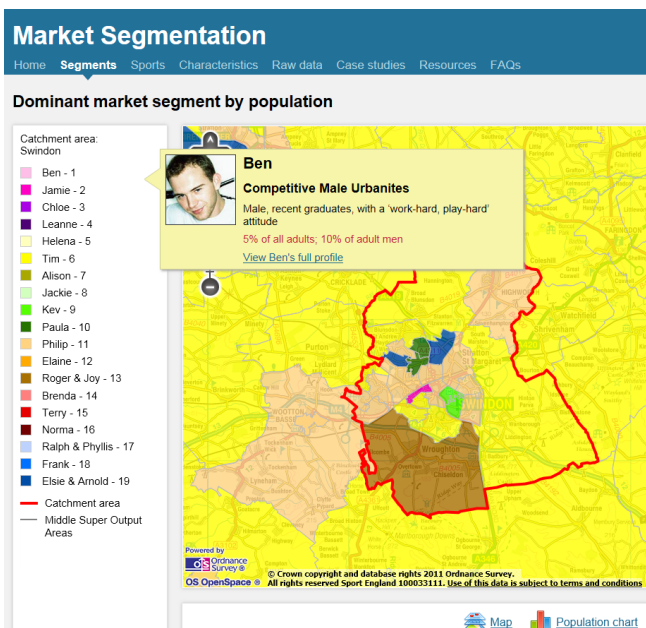
- Chloe is an active type that takes part in sport on a regular basis (more details overview).
- The top sports that Chloe participates in are shown in the chart opposite: 33% of the group take part in 'keep fit and gym' compared to 17% of all adults; 24% take part in swimming compared to 14% of all adults, and 14% take part in dance or running.
- She may also take part in horse riding, tennis, badminton, football, netball and hockey.

Chloe is similar to: Ben (1), Other Chloe (3)

Chloe is likely to live in towns/villes such as: Kingston upon Thames, Gillingham, Cambridge, St Albans, Chesham.

Top sports that Chloe participates in

Sport	Chloe's Group (%)	All Adults (%)
Keep fit and gym	33	17
Swimming	24	14
Dance	14	10
Running	14	10
Tennis	10	10
Football	10	10
Netball	10	10
Hockey	10	10
Other	10	10



Market Segmentation

Home Segments Sports Characteristics Raw data Case studies Resources FAQs

Dominant market segment by population

Catchment area: Swindon

- Ben - 1
- Jamie - 2
- Chloe - 3
- Leanne - 4
- Helena - 5
- Tim - 6
- Alison - 7
- Jackie - 8
- Kev - 9
- Paula - 10
- Philip - 11
- Elaine - 12
- Roger & Joy - 13
- Brenda - 14
- Terry - 15
- Norma - 16
- Ralph & Phyllis - 17
- Frank - 18
- Elsie & Arnold - 19

Ben
Competitive Male Urbanites
Male, recent graduates, with a 'work-hard, play-hard' attitude
5% of all adults; 10% of adult men
[View Ben's full profile](#)

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Map Population chart

The [Sport England characteristics webtool](#) is an easy way to identify which types of people you should target your message at. It also gives you an idea of how many of these types of people live in your catchment area.

Sport England market segmentation identifies 19 types of adult in the English population, with detailed information on their propensity to participate in all sorts of sport and leisure activities.

How does it work?

- 1. Identify catchment area:** Complete our template to tell us which postcode sectors you want to get addresses in, and which venue you want to link them to.
 - Centre A - DA5 3, DA7 7
 - Centre B - BS30 9, BS32 1
- 2. Identify address volumes:** Complete our template to tell us how many addresses you want of different Sport England segments for each of your venues. (Minimum quantity of 10,000.)
 - Centre A – Chloe - 2,000 addresses
 - Centre A - Roger & Joy - 9,000 addresses
 - Centre B – Chloe - 1,500 addresses
- 3. Supply de-duplication data:** If you want to ensure that your existing members or any other file of addresses are not included in the output data file, provide us with the relevant address details.
- 4. Data selection:** We will apply your selection criteria against our up-to-date UK address list, which is profiled against [Sport England Market Segmentation](#) data, and discuss with you the volumes available against what you requested. Sport England Market Segmentation data is held at postcode level, sourced from Sport England and Experian Ltd (2010).
- 5. Output data file:** You will receive a .csv file of the addresses linked to your centres, with a unique ID for each so you can monitor the results. You can use this internally or send to an external print company.

How much does it cost?

- The price of Prospect Pool data is dependent on volume of data purchased in an individual campaign, the volume of data purchased within 12 months of the initial order and whether there are data files to de-duplicate from the selection.
- Contact us to understand how you can grow and improve your business by implementing smarter targeted marketing with Prospect pool.

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Philip - 11

Comfortable Mid-Life Males

How to reach Philip?

Key Points

- Most responsive to: internet/email
- Preferred information channel: internet
- Preferred service channel: internet
- Decision style: inquiring – he will make decisions that are based on research from either first or second hand sources

TV/RADIO

Philip is a medium TV viewer, likely to have digital and use interactive services for sports and business news. He is a heavy radio listener, possibly as part of his daily commute or evening relaxation. Philip may notice TV advertising but does not respond to them. He tends not to listen to commercial radio, except Classic FM.

INTERNET

Philip uses the internet as an extra source of information to aid his inquiring decision making style. He responds well to internet or e-mail advertising, especially if presented in an informative style.

POSTERS/DIRECT MAIL/NEWSPAPERS

Philip reads personal interest magazines, and consumer advice publications. He likes to read newspapers daily, probably the Times or Daily Telegraph. He responds well to newspaper advertising, prefers a practical informational style that helps his decisions, rather than being 'sold' to.

TELEPHONE

Philip uses his mobile phone for business and personal use, though he favours his landline. He is comfortable purchasing over the phone and internet, but is unlikely to respond to sms text alerts.

Philip reads newspapers and magazines such as...

Classico & Sports Car	Golf Monthly
The Financial Times	Time
The Daily Telegraph	Motoring & Leisure
Practical Photography	Private Eye
National Geographic	Which?

His preferred marketing tone and message is...

Financially Prudent	Practical
Intelligent	Informative
Pragmatic	Selective
Refined	Sensible
Established	Service

Philip is responsive to brands such as...

FT FINANCIAL TIMES

Mercedes-Benz

John Lewis
johnlewis.com

Canon

HOMEBASE

Slazenger

M&S
MASONS & CLIPPER

D & B

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Roger & Joy - 13

Early Retirement Couples

Free-time couples nearing the end of their careers

7% of all adults; 6% of adult women, 8% of adult men

About Roger & Joy

Roger is 57 and Joy is 56. Last year Roger's accountancy firm made outbacks and he was offered a generous long-service redundancy payment with which to take early retirement. Joy has always worked mornings as a receptionist in the local GP surgery, but is planning to retire herself late next year.

Having paid off the mortgage on their semi-detached house, Roger and Joy may not have a large income, but also haven't many financial responsibilities. If they need to they can always downsize, possibly to be nearer the grandchildren.

Roger walks the dog to the paper-shop each morning, and often plays golf. When Joy's around, they often go for a walk together or help out with childcare.

Sometimes Joy goes to over fitness aqua aerobics class at the leisure centre. Her daughter said it might be good exercise and easier on her joints.

Ethnic origin

Individuals in this segment are predominantly of White British (87%), or Other White (3%) origin, or may also be of Irish heritage (3%), Asian/Asian British (2%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Melvin, Barry, Geoffrey, Linda, Susan, Patricia

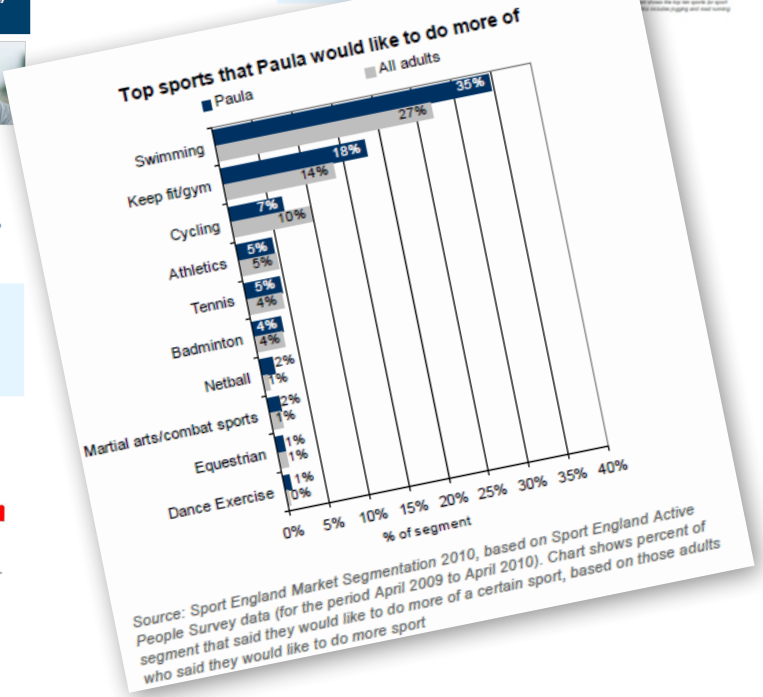
- Mainly aged 56 – 65
- Married
- Full time employment or retired

Roger & Joy: Sports Overview

- Roger & Joy are slightly less active than the average adult population.
- The top sports that Roger & Joy participate in are shown in the chart opposite: Keep fit/gym and swimming are the most popular sports with 13% of the segment doing these, followed by cycling (8%), golf (6%) and angling (2%).
- Their participation levels are below average for all of these sports, with the exception of bowls, golf and angling.

Roger & Joy are similar to/like near: [List of similar segments]

Roger & Joy are likely to live in towns such as: [List of towns]



Cascade^{3d} is a software company based in The Cotswolds in the UK, providing database driven solutions for the leisure industry. We already work with over 500 leisure centres in the private, public and trust sectors delivering highly effective management reporting tools and marketing communications.