The five most prevalent segments that live in Cornwall are Roger & Joy (10.1%), Philip (9.7%), Elsie & Arnold (8.7%), Tim (8.3%) & Elaine (7.3%). Close behind in sixth and are Ralph & Phyllis (7.0%).

It can be seen that the 5 dominant segments are Roger & Joy, Philip, Elsie & Arnold, Tim and Elaine. Notably, Ralph & Phyllis (shaded light yellow) rank in a close 6th.

Here, we can see the exact numbers of each segment within the catchment (Cornwall) - the 5 most prevalent segments are highlighted in yellow and are, typically, your primary audience.

It should be noted here; that there are not many fewer Ralph & Phyllis' (light yellow) in this catchment and that this segment of the population might be worth focusing on too – particularly if they are more prone to activity!

Detailed profiles of each segment are available on the Sport England website (see link below) and should be used in conjunction with this highlight sheet to fully understand the motivations, behaviours, and marketing tactics best employed for getting them in to your activities.

Roger & Joy (56-65, Married, Retired or Part time)
44% of Roger & Joys say they would like to do more sport, compared to 52% of all adults.
The top sports that Roger & Joy would like to do more of are swimming (28%), keep fit/gym (11%), cycling (11%) and golf (5%). A smaller proportion of this segment would also like to do more athletics (running), badminton or tennis.

Philip (46-55, Married, Professional, Older children)
58% of Philip's would like to do more sport, compared to 52% of all adults.

The top sports that Philip would like to do more of are swimming (18%), cycling (17%), keep fit (10%), and golf (7%).

A smaller proportion of this segment would also like to do more athletics (running), badminton, tennis and football.

Elsie & Arnold (66+, Widowed, Retired)
25% of this segment would like to do more sport, compared to 52% of all adults.

The top sports that Elsie & Arnold would like to do more of are swimming (30%); keep fit and gym (13%); cycling (3%); tennis (3%) and bowls (2%).

Tim (26-35, Single/Married, Professional, May have kids)
66% of this segment would like to do more sport, compared to 52% of all adults.

Of this segment, 17% would like to do more cycling compared to 10% of all adults; 17% of this segment would like to do more swimming compared to 27% to 17% of all adults.

Other sports Tim would like to do more of are keep fit/gym (10%); athletics (6%); and golf (6%).

Elaine (46-55, Married, Professional, Kids left home)
55% of Elaine's say they would like to do more sport, compared to 52% of all adults.

The top sports that Elaine would like to do more of are swimming (34%), keep fit/gym (17%), cycling (8%) and badminton (4%).

A smaller proportion of this segment would also like to do more athletics (running), equestrian or golf.

Ralph & Phyllis (66+ Comfortable retired couples)
27% of Ralph & Phyllis' would like to do more sport, compared to 52% of all adults.

The top sports that Ralph & Phyllis would like to do more of are swimming (25%); keep fit/gym and golf (each 7%); cycling (6%) and tennis (5%).

Their demand for these sports is just below the national average in most cases.

Key questions for Cornwall

Are we seeking to maximise participation or profit - are these synonymous?
How does this knowledge of our local population effect what we offer?
How does this knowledge of our local population effect how we market our services?

Full Profiles of all 19 segments can be found at http://segments.sportengland.org/querySegments.aspx

For further info or additional analysis, please Cornwall Sports Partnership on 01872 32 3345 or info@cornwallsportspartnership.co.uk