Active Scotland: Household Targeting Tool

Local Authority Summary 2011 Update

Perth and Kinross Council

Introduction

The Active Scotland Household Targeting Tool is a tool to support planning, targeting and marketing around sport, physical activity and outdoor recreation at national and local levels.

Essentially the tool is a database in which Scottish households are categorised into eleven groups (or segments) based on likely attitudes and behaviours towards sport, physical activity, outdoor recreation and health. The database contains a postcode-level breakdown of each of these different segments, enabling us to build a picture of likely attitudes and behaviour at a local level.

The Active Scotland Household Targeting Tool is based on key national surveys including the Scottish Household Survey, Scottish Health Survey and Scottish Natural Heritage's Scottish Recreation Survey, providing a holistic approach to physical activity. It was created in partnership between sportscotland, NHS Health Scotland, Scottish Government and Scottish Natural Heritage and was developed by Experian.

Local authority summary

This summary illustrates the Active Scotland Household Targeting Tool at a local authority level, providing a census ward map, census ward table, and a postcode dot map. The census ward map delineates the local authority's census wards, which are coloured to show their most prominent market segment. The census ward table shows the percentage of households in these wards which are assigned to each market segment. The dot map illustrates the local authority in more detail, dividing it into census wards, with dots to represent the constituent postcodes of these areas. The colour of the dot indicates which market segment is predominant in each postcode.

Understanding the segmentation

As highlighted above, the tool categorises households into one of 11 groups (or segments) based on likely attitudes to sport, physical activity, outdoor recreation and health.

All of the datasets used in developing the segments are based around *sample* data from a *cross-section* of households, rather than *complete* data from *every* household. The tool is therefore only ever able to predict which segment a household is most likely to fall into. Similarly, it may be that no one household is exactly as described within the segment.

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Products and services

There are a range of products available from www.sportscotland.org.uk/targetingtool to support partners wishing to use the tool. These include:

- project report which provides background information on the project
- pen portraits which describe the individual market segments
- grand index which provides more detail on the data which underpins the segmentation, including a breakdown of local authority and census ward data
- example applications which detail how the targeting tool can be used

Because of commercial restrictions, we are not able to distribute the raw postcode level databases which underpin the tool, however we are able to explore customised reports or adding local data sets according to our partners specific requirements.

To discuss further, please contact targetingtool@sportscotland.org.uk

The segments

Segment	Name	Short Description	Participation %*	Scotland HH %
A	Young, Sporty and Single	Young people in urban locations, with relatively low incomes, high levels of participation in sport and a dependence on walking and public transport.	59%	4%
B	Affluent & Active	Well-to-do city dwellers with very high levels of participation in sport and healthy lifestyles.	52%	6%
C	Isolated Activity	People in mainly suburban and rural locations who have limited access to sports facilities and may not have people to go with but nonetheless take active measures to keep fit.	47%	7%
D	Active by Nature	People in isolated locations where many physical activities are incidental to their lifestyles.	45%	6%
E	Aspirational & Occasionally Energetic	Younger affluent people favouring high-energy sports, exercise tends to be infrequent and irregular but intensive.	39%	7%
F	Active Leisure Spenders	Middle income familes taking part in racquet sports and other activities that require relatively high investment in equipment or travel.	39%	16%
G	Occasional Social Activity	Younger families without a great interest in sport but who may exercise for practical reasons or participate in sports for social reasons.	38%	10%
H	Sporting Hobbies	Suburban & small-town mature families and elders with inactive lifestyles and participating in low levels of gentle recreational activity.	37%	8%
I	Leisurely Pursuits	People living in better quality council housing which they may have bought. They have low levels of participation and their unhealthy lifestyles may be starting to catch up with them.	34%	14%
J	Unhealthy & Irregular Team Players	People in relatively poor health and with low levels of participation in sports, who tend to favour team and pitch sports.	32%	15%
K	Underprivileged & Inactive	People whose participation in sport and general physical activity is hampered by limited resources, poor health and unemployment.	27%	8%

* Adults meeting physical activity guidelines (30 minutes of activity 5 days per week)

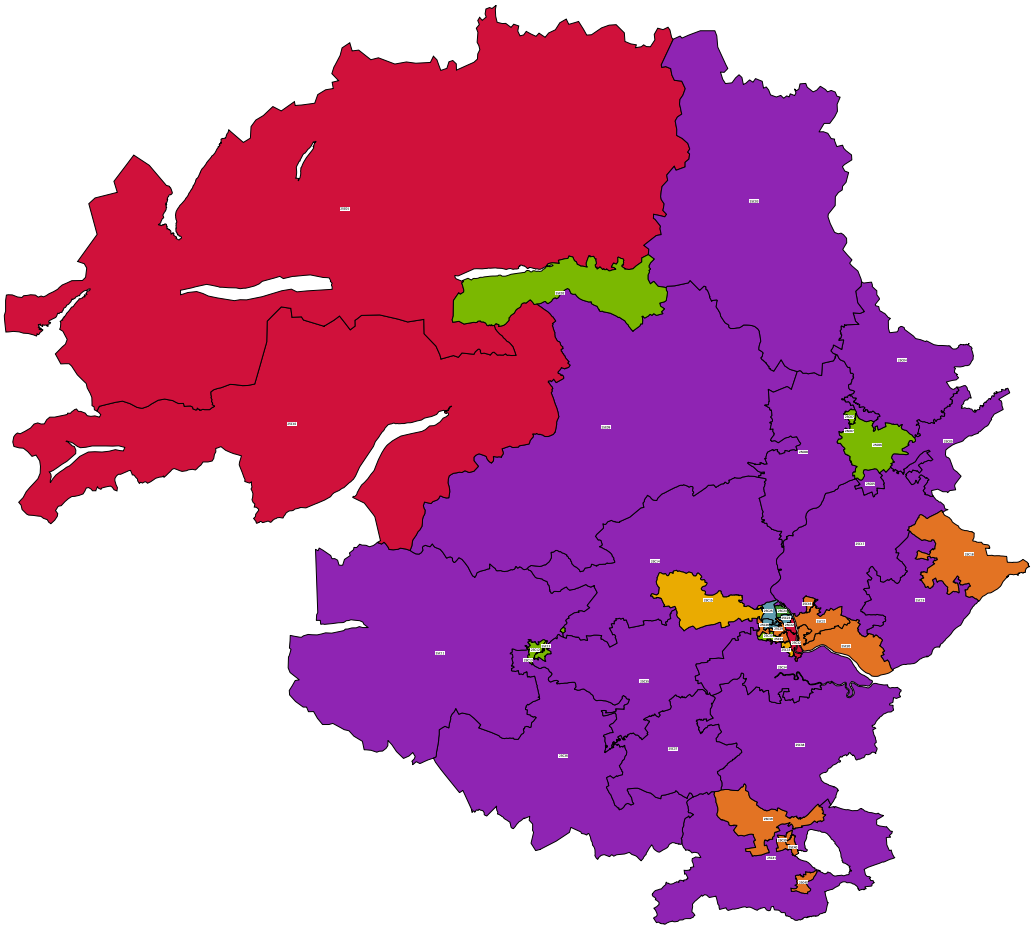
For more information on the market segments, please consult the pen portraits.

Perth and Kinross Council

Census wards, coloured by their most prominent market segment

- A: Young, Sporty and Single
- B: Affluent & Active
- C: Isolated Activity
- D: Active by Nature
- E: Aspirational & Occasionally Energetic
- F: Active Leisure Spenders
- G: Occasional Social Activity
- H: Sporting Hobbies
- I: Leisurely Pursuits
- J: Unhealthy & Irregular Team Players
- K: Underprivileged & Inactive

Electronic PDF Version: Zoom in for more detail



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Source: Ordinance Survey OpenData: http://www.ordnancesurvey.co.uk/oswebsite/opendata/
Source: GROS- Geography

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Dot map of postcodes, coloured by their most prominent market segment

- A: Young, Sporty and Single
- B: Affluent & Active
- C: Isolated Activity
- D: Active by Nature
- E: Aspirational & Occasionally Energetic
- F: Active Leisure Spenders
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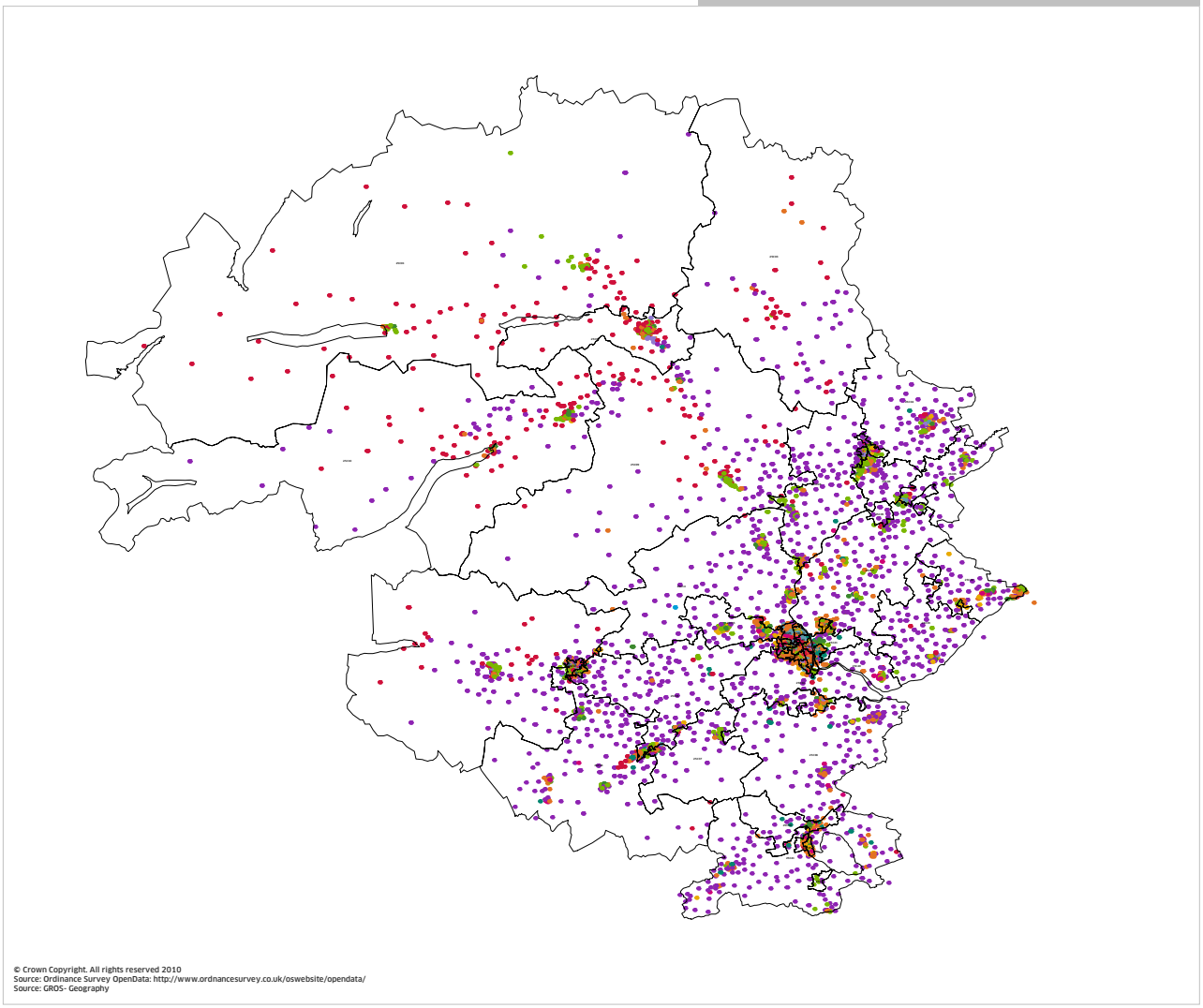

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Census wards, % of households in each market segment

The most prominent segment's percentage has been highlighted for each census ward area

Census Ward		Estimated Households	A	B	C	D	E	F	G	H	I	J	K
25C01	Rannoch and Atholl	969	0%	0%	55%	15%	0%	0%	2%	21%	6%	1%	0%
25C02	Pitlochry	1,667	1%	1%	28%	5%	2%	7%	3%	34%	5%	5%	10%
25C03	Rattray and Glenshee	1,871	0%	0%	18%	25%	4%	5%	7%	9%	13%	15%	3%
25C04	Alyth and Old Rattray	1,690	0%	0%	4%	31%	2%	5%	13%	24%	12%	5%	2%
25C05	Coupar Angus and Meigle	1,698	0%	1%	7%	29%	3%	4%	11%	15%	18%	13%	1%
25C06	Rosemount	1,605	0%	4%	6%	18%	3%	20%	3%	41%	1%	1%	4%
25C07	Blairgowrie	1,501	0%	0%	12%	10%	1%	11%	9%	17%	16%	15%	7%
25C08	Kinclaven and Clunie	1,684	0%	1%	3%	33%	9%	8%	8%	24%	10%	4%	0%
25C09	Strathtay and Dunkeld	1,757	0%	0%	29%	34%	2%	4%	2%	18%	6%	4%	1%
25C10	Breadalbane	1,826	0%	0%	35%	21%	0%	2%	3%	20%	10%	3%	3%
25C11	Comrie	1,623	0%	1%	26%	30%	1%	7%	2%	21%	6%	4%	2%
25C12	Crieff North	1,820	1%	4%	12%	16%	2%	19%	6%	24%	4%	7%	5%
25C13	Crieff South	1,728	0%	1%	7%	4%	4%	12%	10%	30%	11%	20%	2%
25C14	Strathord and Logiealmond	1,922	2%	1%	2%	38%	8%	11%	11%	13%	11%	2%	0%
25C15	Strathalmond	1,474	0%	1%	4%	17%	6%	11%	21%	21%	15%	4%	0%
25C16	Scone	1,388	0%	1%	0%	1%	3%	27%	15%	24%	18%	6%	4%
25C17	Dunsinnan	1,762	0%	1%	9%	52%	3%	9%	4%	15%	5%	1%	0%
25C18	East Carse	1,769	0%	2%	2%	18%	11%	24%	9%	14%	12%	5%	2%
25C19	Central Carse	1,683	0%	0%	9%	37%	6%	10%	12%	12%	8%	3%	2%
25C20	Barnhill and West Carse	1,621	0%	16%	3%	18%	7%	20%	4%	14%	5%	5%	7%
25C21	Pictstonhill	1,539	0%	7%	4%	4%	1%	27%	7%	20%	13%	8%	9%
25C22	North Inch	2,256	12%	10%	51%	0%	1%	6%	0%	2%	1%	4%	12%
25C23	Muirton	1,666	4%	5%	25%	0%	9%	9%	2%	3%	4%	33%	5%
25C24	North Muirton	1,544	0%	0%	0%	0%	2%	5%	30%	0%	35%	29%	0%
25C25	Hillyland	2,213	0%	0%	5%	0%	21%	8%	10%	0%	19%	35%	1%
25C26	Ruthven Park	1,353	0%	4%	0%	0%	30%	38%	4%	22%	0%	0%	1%
25C27	North Letham	1,489	1%	0%	3%	0%	1%	7%	20%	3%	29%	34%	1%
25C28	South Letham	1,693	0%	0%	8%	0%	1%	7%	12%	2%	23%	44%	3%
25C29	Wellshill	1,680	2%	3%	7%	0%	7%	36%	5%	16%	4%	12%	9%
25C30	Oakbank	1,444	0%	2%	0%	0%	7%	42%	4%	43%	1%	0%	1%
25C31	Craigie	1,898	0%	2%	10%	0%	13%	34%	6%	18%	4%	7%	4%
25C32	South Inch	2,536	3%	3%	49%	0%	3%	10%	1%	1%	1%	17%	11%

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If you are interested in learning more about the Active Scotland Household Targeting tool, a variety of resources are available at www.sportscotland.org.uk/targetingtool

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25C33	Moncreiffe and Friarton	1,500	1%	1%	10%	1%	4%	12%	22%	15%	10%	20%	4%
25C34	Earn	1,535	0%	2%	5%	23%	1%	21%	12%	13%	10%	4%	8%
25C35	Auchterarder Mid Earn	1,694	0%	3%	4%	41%	1%	15%	4%	26%	1%	0%	4%
25C36	Strathallan and Glendevon	1,881	0%	6%	8%	37%	4%	14%	7%	15%	7%	1%	0%
25C37	Auchterarder Craig Rossie	1,704	0%	1%	6%	23%	6%	11%	12%	22%	14%	5%	0%
25C38	Abernethy and Glenfarg	1,708	0%	4%	6%	43%	7%	16%	7%	13%	3%	1%	0%
25C39	Milnathort and North Kinross	1,686	0%	5%	2%	7%	10%	34%	12%	17%	10%	2%	1%
25C40	Kinross Town	1,538	0%	3%	0%	3%	7%	24%	18%	18%	17%	6%	4%
25C41	Kinross-shire	1,680	0%	8%	1%	58%	5%	18%	2%	8%	0%	0%	0%
Perth and Kinross		**69,295**	**1%**	**3%**	**12%**	**17%**	**5%**	**15%**	**8%**	**16%**	**9%**	**10%**	**3%**
Scotland		**2,502,191**	**4%**	**6%**	**7%**	**6%**	**7%**	**16%**	**10%**	**8%**	**14%**	**15%**	**8%**

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