

Active Scotland: Household Targeting Tool

Local Authority Summary

2011 Update

East Dunbartonshire 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 families 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)

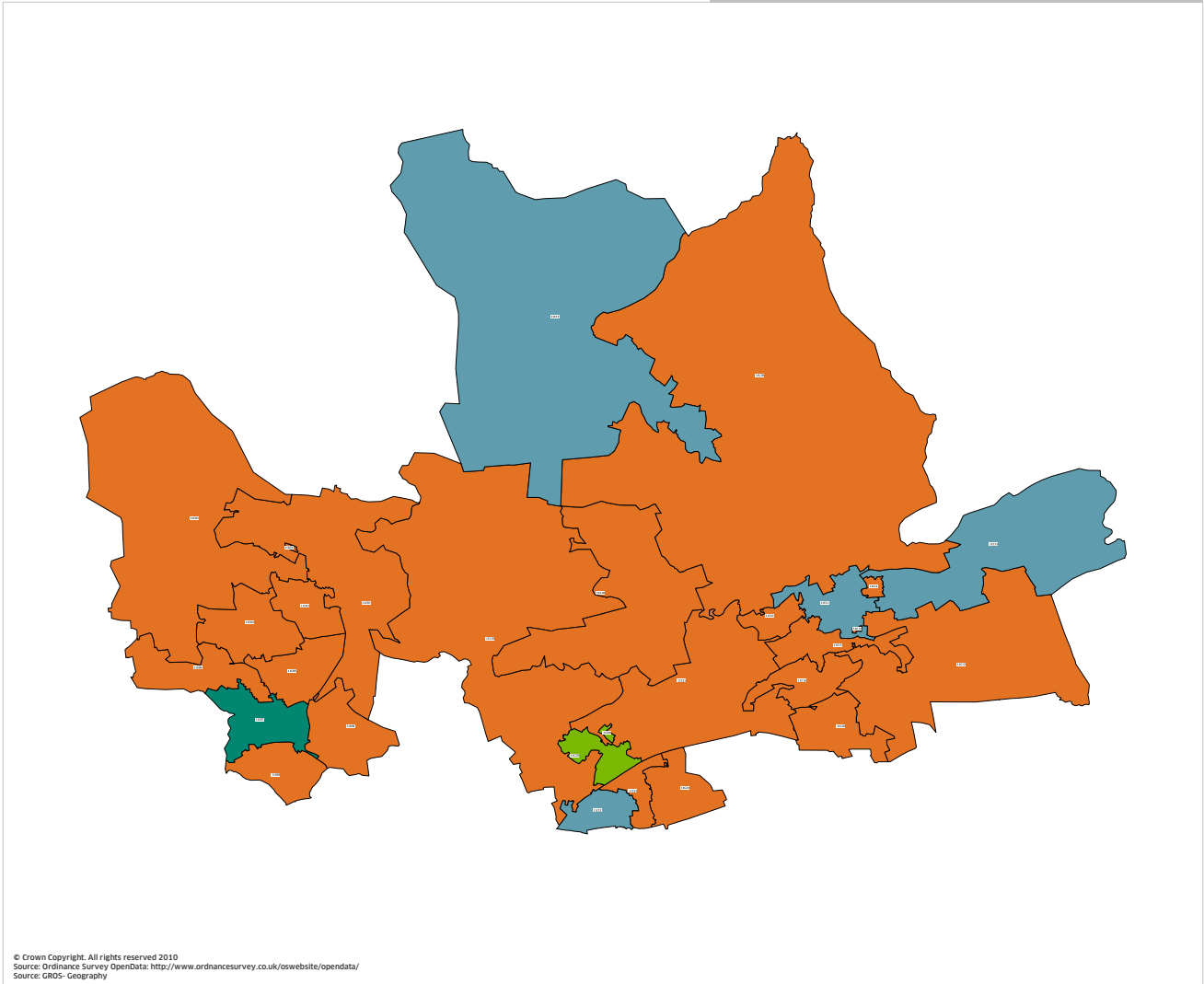
For more information on the market segments, please consult the pen portraits.

East Dunbartonshire 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

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Source: Ordnance Survey OpenData: <http://www.ordnancesurvey.co.uk/oswebsite/opensource/>
Source: GROS - Geography

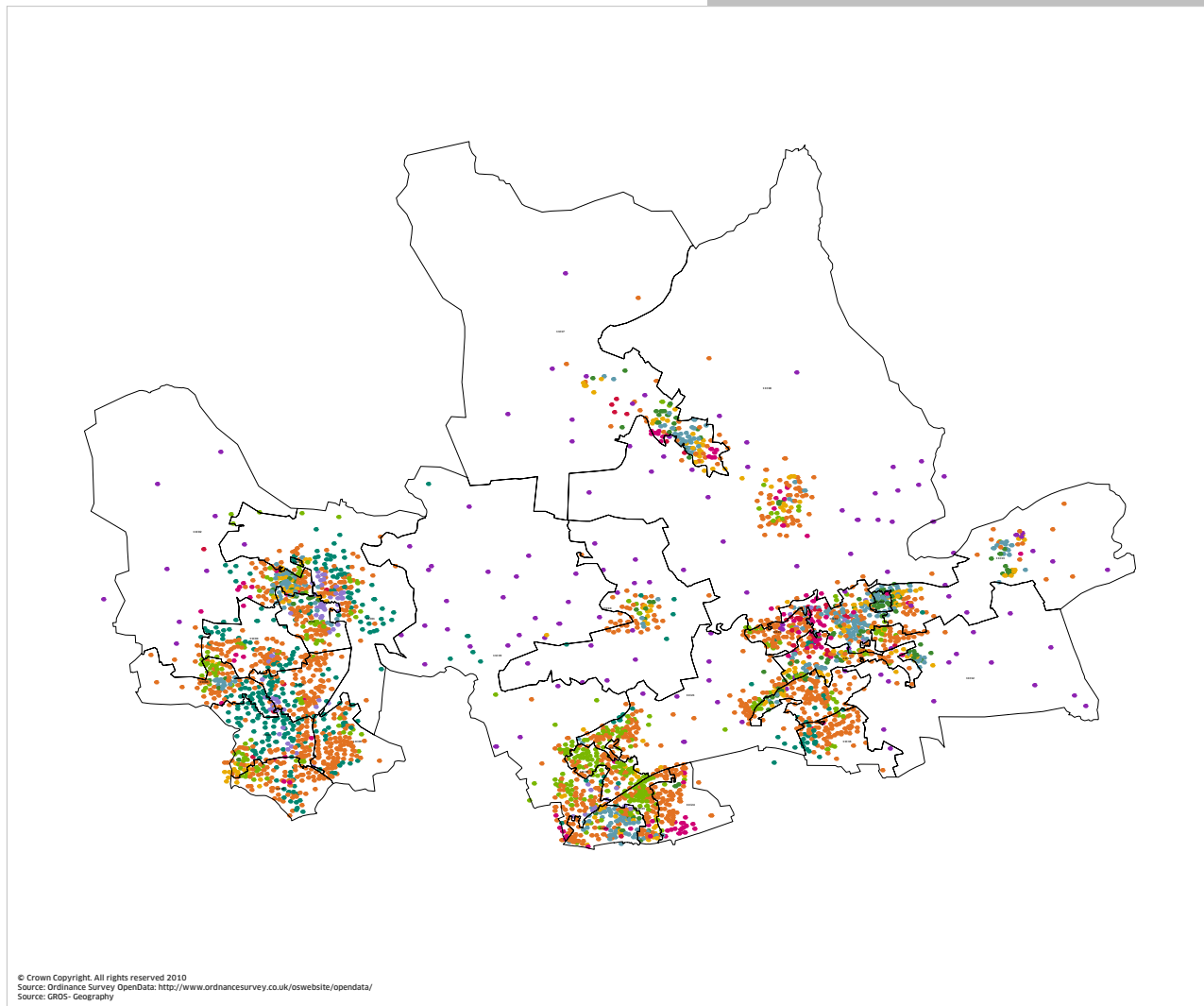
Please Note: The information provided in this report should be considered as a synthetic estimate and interpreted as relative differences between households or locations rather than hard statistical facts. We cannot warrant or guarantee the accuracy of this report. You acknowledge that reports which use empirical data and/or statistical data and/or data modelling techniques are merely indicative, and cannot be taken as a guarantee of any particular outcome and are not intended to be the sole basis of your business decisions. The source surveys remain the most accurate resource for any individual indicator.

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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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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
11C01 Barloch	2,015	0%	24%	1%	0%	1%	39%	3%	9%	2%	3%	17%
11C02 Clober	1,857	0%	10%	1%	1%	15%	32%	9%	12%	7%	13%	0%
11C03 Keystone	1,888	0%	8%	0%	0%	1%	31%	7%	10%	8%	16%	16%
11C04 Baljaffray/ Mosshead	1,728	0%	27%	0%	0%	11%	51%	0%	5%	0%	0%	6%
11C05 Bearsden	1,881	0%	22%	1%	0%	3%	54%	0%	8%	0%	0%	11%
11C06 Castlehill/ Thorn	1,798	0%	17%	0%	0%	6%	37%	6%	21%	4%	9%	1%
11C07 Chapelton	1,918	0%	36%	0%	0%	3%	32%	5%	11%	1%	1%	11%
11C08 Westerton	1,977	0%	16%	0%	0%	7%	52%	10%	14%	0%	0%	1%
11C09 Kessington	1,698	0%	22%	0%	0%	4%	60%	0%	10%	0%	0%	4%
11C10 West Kirkintilloch and Torrance	1,939	0%	4%	4%	4%	6%	48%	6%	12%	4%	6%	5%
11C11 Hillhead and Broomhill	2,456	1%	1%	6%	0%	17%	19%	7%	2%	10%	33%	4%
11C12 Rosebank and Waterside	1,794	0%	0%	0%	3%	3%	34%	12%	10%	19%	20%	0%
11C13 East Harestanes and Twechar	2,046	0%	0%	0%	2%	4%	21%	18%	2%	25%	27%	0%
11C14 Kirkintilloch Central	2,405	2%	4%	7%	0%	10%	26%	14%	3%	12%	19%	3%
11C15 Lenzie	1,629	0%	9%	0%	1%	2%	48%	7%	15%	10%	7%	1%
11C16 South Lenzie	1,350	0%	12%	0%	0%	4%	70%	0%	13%	0%	0%	1%
11C17 Campsie	1,905	0%	0%	4%	2%	13%	19%	19%	3%	14%	25%	1%
11C18 Milton	1,761	0%	0%	2%	8%	7%	42%	15%	11%	7%	6%	1%
11C19 Kenmure and Baldernock	1,764	0%	6%	0%	9%	7%	39%	5%	30%	1%	0%	4%
11C20 Balmuildy and Park	1,635	0%	2%	0%	0%	3%	38%	7%	44%	2%	0%	4%
11C21 Cadder/ Langbrae Auchinairn and	1,523	0%	8%	0%	1%	3%	55%	2%	26%	1%	2%	0%
11C22 Crowhill	2,069	0%	1%	3%	0%	7%	26%	10%	8%	9%	27%	8%
11C23 Woodhill West	1,449	0%	0%	0%	0%	9%	40%	4%	31%	4%	9%	3%
11C24 Woodhill East	1,739	0%	0%	0%	0%	27%	49%	7%	12%	2%	2%	1%
East Dunbartonshire	44,224	0%	9%	1%	1%	7%	39%	8%	13%	6%	10%	5%
Scotland	2,502,191	4%	6%	7%	6%	7%	16%	10%	8%	14%	15%	8%

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