

Males 31-55

This guide focuses on men who are less well-off. Most of these men work full-time and have kids at home. Those who work in manual jobs will feel particularly tired after a day on their feet.

What appeals to them?

- The biggest thing about sport and active recreation that will appeal to these men is the chance to **socialise with friends** and other men their age.
- **Challenge** and **competition** are factors in enjoyment, as well as the pure enjoyment of playing.
- The chance to spend **quality time with their children**.

What stops them taking part?

- Many of these men feel like it's already **too late to make a change in their lives**, so aren't interested in trying. They may view other objectives as more important than their own health.
- They may be concerned with **money issues**, and will be trying to ensure that they have enough to afford luxuries such as holidays or meals out. The **expense** of taking part is a problem. These men are already working hard to bring home enough money to support their families.
- After work they may feel tired, and prefer to sit down and relax. If **transport is provided** to a gym or sports facility, that will be a big plus.

So what can you do?

1. Create or promote existing opportunities for people to play with their friends, or to meet new people. Highlight any existing clubs that are friendly and open to beginners, or to people who are out of practice. Provide full details of these clubs or advertise Active Places at www.activeplaces.co.uk.
2. Show them that sport and exercise are relevant and important to them, and that the health benefits to be gained will make them feel strong and confident.
3. When designing promotional materials, use images of people they can relate to. Make sure you include some of single parents with their children (free, high-quality photography can be downloaded from www.sportengland.org/marketingsport).
4. Provide ideas for ways in which they can spend time with their children. Tell them that their involvement with sport gives their kids a chance to get involved, and in turn, to spend more quality time with them.