National research and how to apply it locally

Swim England is on a journey towards a greater understanding of the English population and their swimming habits, including adults who are both swimmers and non-swimmers.

To do this, we have conducted research to identify:

1. Nine consumer segments or types of people who share the same attitude and behaviour towards swimming.

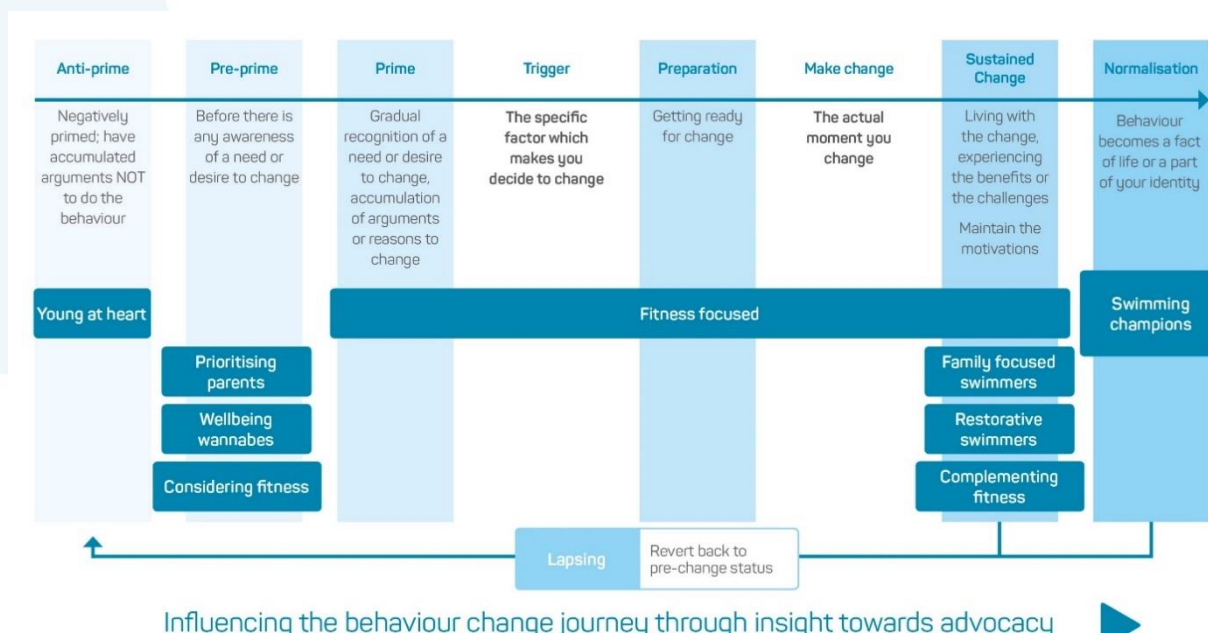**2. How to change swimming behaviour.**
Our research looked in depth at perceptions, barriers, motivations and expectations of swimmers and non-swimmers and find out what would encourage them to swim more.

Using the research findings we then created the Three Frontiers model to grow swimming. The model focusses on the areas that are important to swimmers to encourage them to swim more;

1. Nine consumer segments

The research process identified nine different consumer segments in England - four are swimming and five are non-swimming.

We have shown below where each of the segments sit along the behaviour change journey. [Consumers can move both up and down the journey at any time, depending on their changing attitudes/behaviours towards swimming].
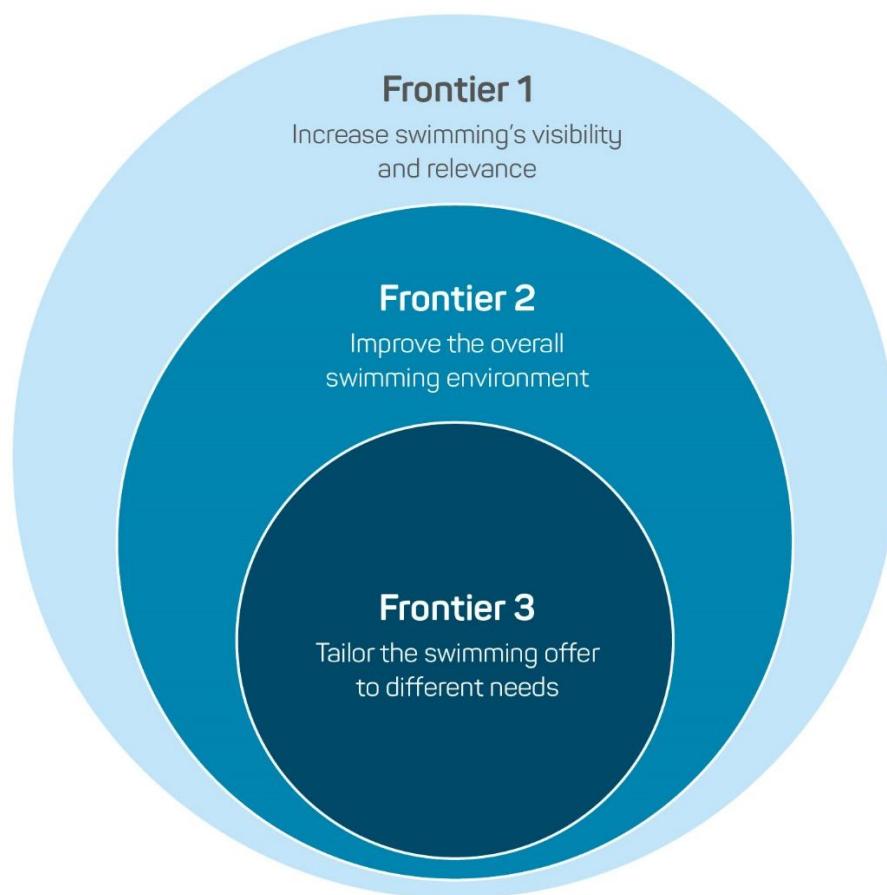

Anti-prime	Pre-prime	Prime	Trigger	Preparation	Make change	Sustained Change	Normalisation
Negatively primed; have accumulated arguments NOT to do the behaviour	Before there is any awareness of a need or desire to change	Gradual recognition of a need or desire to change, accumulation of arguments or reasons to change	The specific factor which makes you decide to change	Getting ready for change	The actual moment you change	Living with the change, experiencing the benefits or the challenges Maintain the motivations	Behaviour becomes a fact of life or a part of your identity

Young at heart

Fitness focused

Swimming champions

Prioritising parents

Wellbeing wannabes

Considering fitness

Family focused swimmers

Restorative swimmers

Complementing fitness

Lapsing — Revert back to pre-change status

Influencing the behaviour change journey through insight towards advocacy

Three Frontiers model

The results of our behaviour change research helped us to develop a business model to grow swimming.

The three frontiers model shows that to grow swimming, we need to provide a great swimming experience at every major touchpoint of the customer journey – from how we promote swimming and engage customers, to your facility's cleanliness and care, culture and personalised workforce, and your pool programming.

This way we can engage and move consumers along the behaviour change journey to adopting a consistent swimming habit and to become advocates of regular swimming.

The areas we need to review and focus on are:

Frontier 1 – increasing swimming's visibility and relevance.

Frontier 2 – improving the overall swimming environment.

Frontier 3 – tailoring the offer to your different audience needs.

Find out more information about our research and the frontiers model by reading our full **behaviour change research**.

How to use the research

1. Understand the Swim England consumer segments.

Each of the nine segments has a fact sheet, with the information provided in three sections:

Who they are?	**How do they engage with swimming?**	**How do we help them to engage?**
Market size, latent demand, their key characteristics, their lifestyle, their physical activity and ability	Visibility and relevance, welcoming environment, tailoring the swimming offer	Case studies for the 9 segments from Swim England

Our segment data represents the **national profile** for these groups and is statistically representative of those aged 11 and over in England, by age, gender, region and socio-economic grouping. **However they can be understood and used at a local level to help you grow your swimming business.**

2. Apply segment knowledge on a local basis:

a) understand who lives in your visitor catchment area

- Ask about **Swim England's** local **Community Survey,** a household survey with the 6 segment questions to understand awareness and perceptions of local facilities. For full details contact insight@swimming.org

- The Office of National Statistics can also provide demographics of your local area, such as a breakdown of your residents by age, income, demographics and geographic locations.

b) understand who your current customers are

- Ask about distributing **Swim England's Facility Satisfaction Survey** to your members and casual users, to understand who they are and their perception of the local swimming experience. For full details contact insight@swimming.org

- And/or analyse your membership database using a demographics profiling software to segment your data.

c) compare your current customer segments with the segments in your catchment area

- Identify the key groups based on size, suitability, how easy to reach
- Can you improve your current offer or identify and target new, suitable groups?

3. Review the frontier model.

What improvements can you make to your swimming offer to attract your target swimmers?

If you have any questions regarding our national swimming research or how you can use the Swim England local segmentation tools to understand and grow your local business, then please email: insight@swimming.org