**PARENTS SEGMENT PROFILE**

**UNENGAGED** Low acquisition potential

Are unengaged and uninvolved in their children’s lives.

- **3%** of population
- **10%** are in club sport themselves
- **19%** have kids in club sport

Parent’s participation

Quite inactive themselves, even though 10% are in club sport.

Over half do no activity (61%) and a quarter (25%) are active but not in sport.

- Do no activity 61%
- Active, but not in sport 25%
- Involved in sport (not club) 4%
- Involved in club sport 10%

Do not seem to think about their child’s involvement in sport or physical activity.

Significantly more likely to have a child that does no activity (46%).

While they identify the benefits of physical activity for themselves and their children, participation in sport clubs and other activities do not appear to be an active choice.
To build participation of the Unengaged

Unlike to build participation in sport clubs. While 10% had all children in clubs, only 5% indicated interest in their child joining.

One in three (33%, significantly higher than the parent average of 11%) said that nothing would motivate them to have their child participate in club sport or organised sport / physical activity in the future.

That said, participation in organised physical activity could be encouraged by:

1. Free trials of facilities / sport (37%)
2. More social and less competitive competitions (23%)
3. Offering family memberships (20%)
4. Have ‘beginner’ classes for older children (17%)

WHAT / HOW IS A DECISION MADE?

For the few ‘Unengaged’ parents who had a child involved in club sport or other organised sport / activities, their reasons for joining were primarily driven by the child.

HOW DO WE COMMUNICATE TO THEM?

What to say? (Message areas)

Has your child expressed interest in club sport? Give your child a chance to experience all the benefits of fun physical activity with friends.

Key communication channels:

- Important but on par with other segments
  - Internet / website
  - Local newspapers