



ADULTS

SEGMENT PROFILE

PONDERERS

Non-club member segment
with high potential for acquisition

Ponderers do a reasonable amount of physical activity, both with others and alone. Their activity is predominantly recreational. Just over 1 in 4 participate in organised activities.

2,969,162

Australians aged 14-65 years

20%

of Australians aged 14-65 years



Ponderers are one of the largest segments making up nearly 1 in 5 Australians.



Often married with children at home, they are active people but commitments to work and family take up much of their time.



They have a fairly positive view of sport clubs both socially and as a way to support health and fitness but they will be weighing this up against the time and cost involved in being a member.



They do not need to be convinced about the benefits of sport and physical exercise and they derive strong personal satisfaction and achievement from participation.

ACQUIRING THE PONDERERS

The Ponderers – as one of the largest segments – are an important target for acquisition in clubs. Though less competitive than many other segments, most show at least some interest in joining sport clubs.

Clubs can be seen as a way to escape their normal routine, and membership would be embraced with flexible participation and cost options.

Encouraging membership is about convincing them they can join without the fear of neglecting their other commitments.



Additionally, there may be opportunities to attract this segment with products outside of the traditional club offer that address concerns with time and cost commitments but provide an avenue to encourage fitness and sport participation.

- Developing flexible membership options at a reasonable price, programs to support family participation, free trials and beginners classes could all contribute to encouraging Ponderers to re-consider membership of sport clubs.



Interest in doing more sports?

20%



Previous club membership?

61%



Interest in club membership?

39%

What to talk to them about? (Products)

- Flexible membership (time and cost)
- Family membership
- Range of activities / sports
- Different levels / age classes
- Timetable / suggestions on how to fit it into your schedule (case studies and testimonial)

What to say? (Message areas)

- Remind them of the fun and personal satisfaction of playing in a team
- Help them escape the routine
- Feel positive and do something for yourself
- Do it in your own time
- Play at the same time as your children are

Helpful



How to say it? (Tone)

- Helpful