



ADULTS

SEGMENT PROFILE

SELF FOCUSED

Non-club member segment
with low potential for acquisition

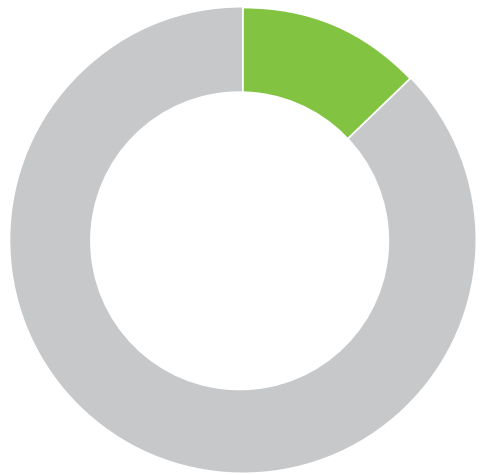
The Self Focused are engaged with physical activity and exercise, undertaking it 2 times a week. But they prefer activities they can do on their own and are less inclined towards organised activities, particularly competitive sports and aren't involved in sports clubs.

1,943,508

Australians aged 14-65 years

13%

of Australians aged 14-65 years



Typically female, Self Focused are turned off by the competitive nature of sport but enjoy the physical and mental benefits that regular physical activity and exercise provides them.



They prefer to exercise alone and physical activity is often a personal rather than a social pursuit – which reflects their dislike of organised and team sports and their focus on self-improvement.



They are physically active which is often to counterbalance a sometimes sedentary work-life.



Their experience of sport clubs when younger has often left them with negative perceptions which are at odds with their desire for a non-competitive and more flexible environment which allows them to control their own schedule around other commitments and interests.

ACQUIRING THE SELF FOCUSED

The Self Focused are a challenging target for clubs.

There is potential for sports to develop products which cater to this segment's individual needs such as self-improvement and fitness.

This would require sports to offer products as well as activities outside of the traditional club structure of membership, training and competition.

- > The Self Focused may be tempted by products focused on assisting self – improvement, provided there is flexibility to fit participation into their own schedules.
- > Activities that might interest them reflect this internal, self-directed focus.



Interest in doing more sports?

12%



Previous club membership?

48%



Interest in club membership?

11%

What to talk to them about? (Products)

- > Products aimed at individual growth and fitness – rather than teamwork
- > Flexible memberships and schedule
- > Pay as you play
- > Non-competitive play
- > Beginner classes
- > Skills improvement classes

What to say? (Message areas)

- > Clubs promote self growth and help you achieve your fitness / personal goals – in your own time
- > You can have control and flexibility in the memberships and schedules
- > No commitment or excessive cost
- > Try / learn something new in a friendly, non-competitive environment
- > Improve your skills at your own pace

Encouraging



How to say it? (Tone)

- > Encouraging