



PARENTS

SEGMENT PROFILE

CLUB RESISTANT

Low acquisition potential

Does not see a need for their child to be involved in club sport.

4%

of population

0%

are in club sport themselves

4%

have kids in club sport



Parent's participation

Limited physical activity themselves, almost none doing organised sport (2%). Half claim no activity (48%) and other half (50%) claim to be active but not in sport.

- Do no activity 48%
- Active, but not in sport 50%
- Involved in sport (not club) 2%



Strongly believe that their children do not need to be involved in organised sport or club sport to be physically active.

- > Majority (77%) have children that do casual physical activity.
- > Less than half (43%) have child in other organised activity.
- > Low involvement of children in club sport (4%) and no real interest in becoming involved.



Have strong negative feelings towards sport clubs.



Identify sport clubs as expensive, lacking flexibility, needing commitment and overly competitive. Preference for child to do other organised activities.

- > 82% never volunteered, only 4% currently do at child's sport club.



Believe their children can gain all physical and mental benefits such as resilience and confidence via other avenues.

WHO / HOW IS A DECISION MADE?

The main reason for their child participating in an organised physical activity was most often because their child thought they would enjoy it (54%).

For organised physical activity, the child's wishes were paramount.

To build participation of the children of the Club Resistant

Unlikely to build participation in sport clubs.

Only 1% had all children in sport clubs, and only 4% indicated any interest in their child joining.

Participation in organised physical activity could be encouraged by:

- ① More social and less competitive competitions (48%)
- ② Free trials of facilities / sport (50%)
- ③ Less pressure on parent to be involved (38%)
- ④ Have 'beginner' classes for older children (34%)
- ⑤ Flexible membership options (prices) (34%)

HOW DO WE COMMUNICATE TO THEM?

What to say? (Message areas)

Give club sport a go, little effort is needed to get your kids started. All our children participating are loving it, your child will too!

Key communication channels:

Important but on par with other segments

- > Internet / website
- > Local newspapers