



# ADULTS

## SEGMENT PROFILE

### SPORT ATHEISTS

Non-club member segment  
with low potential for acquisition

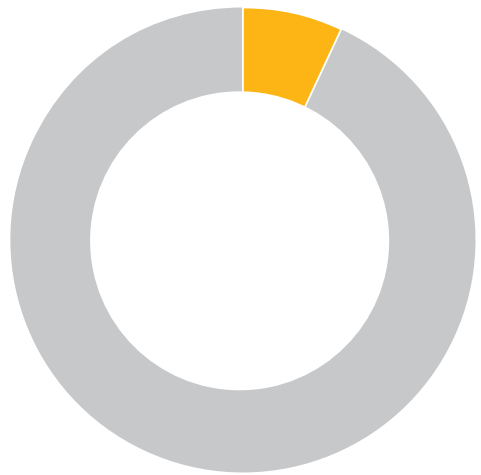
For Sport Atheists physical activity is limited, no more than once a week and typically walking or swimming by themselves.

# 844,056

Australians aged 14-65 years

# 6%

of Australians aged 14-65 years



Sport Atheists are totally disengaged and often negative about sport and sport clubs.



Sport Atheists don't understand what people get from sport and for them the importance of sport is blown out of proportion.



Though a relatively small segment, low participation and negativity towards sport may be magnified due to the segment having more older, low income individuals, with 1 in 3 who have physical challenges.



Their perceptions of sport clubs, while rarely borne from experience, are not really positive. In their minds there is very little that could be done to persuade them to step inside a club even if they liked sport.

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## ACQUIRING SPORT ATHEISTS

This would be a very challenging segment to engage – in part as it would require a basic education campaign on the benefits of sports / physical activity to personal health and well-being.

There are few products or arguments to convince this segment to join a sport club.



Interest in doing more sports?

2%



Previous club membership?

21%



Interest in club membership?

1%


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### What to talk to them about? (Products)

- > Firstly, any marketing to this segment will require an education campaign on how sports / exercise can benefit them – and even then this segment seems fairly set in their ways
- > Initial focus on activities that are not competitive (can do by themselves)
- > Opportunities to experience how exercise and sports can be enjoyable – with no pressure
- > Beginner classes or classes with a clear level to reduce apprehension of being 'not good enough' etc

### What to say? (Message areas)

- > Physical activity / exercise / sports is for everyone
- > It's not about being good or competitive, it's about finding what you like – no expectations
- > Something for everyone – of all levels and of all interests



Encouraging and reassuring



### How to say it? (Tone)

- > Encouraging and reassuring