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.

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
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.

- 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.

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

ACQUIRING THE PONDERERS

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

How to say it? (Tone)
- Helpful

Interest in doing more sports? ✓ 20%
Previous club membership? ✓ 61%
Interest in club membership? ✓ 39%