



ADULTS

SEGMENT PROFILE

SPORT INDIFFERENT

Non-club member segment
with low potential for acquisition

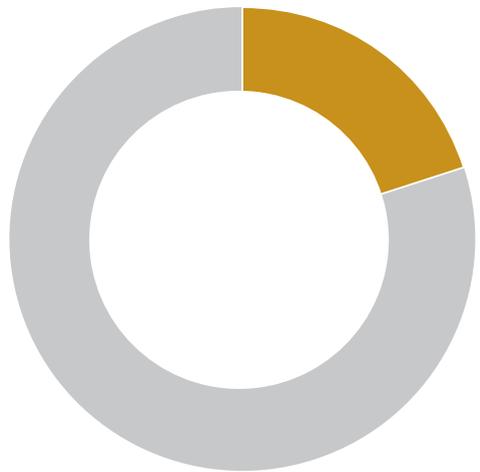
The Sport Indifferent do not take part in a lot of physical activity and when they do it is more likely for recreational purposes and by themselves. Like other less active segments this is reflected in the types of activities which are limited in range, often low impact, can be done alone and without the need for organisation. They prefer reading, watching TV, surfing the internet and socialising with family.

2,938,300

Australians aged 14-65 years

19%

of Australians aged 14-65 years



This is one of the larger segments to be found in the population, consisting of 1 in 5 of Australians. They are relatively typical of the population at large with some skew to lower income earners.



The Sport Indifferent are generally less engaged not only in sport but also other physical activities, much of which are sedentary or passive.



They are indifferent rather than negative towards sport and sport clubs and don't see much benefit in it for them. As such it plays a very limited role in their lives.

ACQUIRING THE SPORT INDIFFERENT

They often have had experience of sport clubs when they were younger and they show a mild degree of interest in getting back involved.

That said their general lack of enthusiasm for sport and sport clubs would make them a relatively time consuming and expensive group to engage.



Interest in doing more sports?

12%



Previous club membership?

44%



Interest in club membership?

22%

What to talk to them about? (Products)

- > Any marketing to this segment will require an education campaign on how sports / exercise can benefit them mentally and physically
- > How clubs can provide not just a place to participate in sports but social and self-improvement aspects – including 'time out'
- > Products that can be built into their current schedules including flexible memberships and schedules
- > Free Trials to get them in the door
- > Beginner classes

What to say? (Message areas)

- > Physical activity / exercise / sports is for everyone
- > It helps you feel energised and gives you time for yourself
- > It's not about being good or competitive, it's about finding what you like



Encouraging



How to say it? (Tone)

- > Encouraging