



# CHILDREN

## SEGMENT PROFILE

### PONDERERS Non-club member segment with high potential for acquisition

Ponderers do physical activity only slightly less frequently than the general child population, but they are less likely to do organised activities compared to the child population.

# 526,617

Australians aged 5-13 years

# 21%

of Australians aged 5-13 years



Ponderers make up 1 in 5 Australian children aged 5-13 years old. They are less likely to come from higher income households, mostly under \$70k per annum and over represented by CALD.



While they don't need to be convinced about the benefits of sport they do have some reservations about sport clubs being too authoritative and competitive, taking the fun out of sport.



They are generally less active in sport than other children although most do participate in physical activity for exercise or recreation.



Their parents are less engaged in sport clubs and their perceptual barriers will also need to be addressed as they are likely to perceive clubs to be inflexible, demanding of time beyond sport and also have concerns about the costs of participating in club-based sport.



Ponderers have relatively positive attitudes toward sport especially in terms of the fun and social elements of sport participation.

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## ACQUIRING PONDERERS

Ponderers are a potential segment for acquisition showing a high interest in sport involvement if they had information on how to go about it.

This segment also show a strong interest in club membership (3 in 5 are interested).



For this children's segment, sport clubs will need to provide opportunities for fun and social participation without overt competitiveness and address practical concerns about cost and commitment.

- > For this segment, addressing the perception that sport clubs are too competitive is imperative via products and services focused on fun and social sport participation.
- > As such, products that cater to entry level or beginner classes are appealing.
- > For parents, where cost is also a barrier, products and services that can make club membership more accessible via flexible membership pricing and free trials.
- > Membership with less pressure to commit beyond sport participation will help to address their time commitment concerns.



Interest in doing more sports?

**51%**



Previous club membership?

**63%**



Interest in club membership?

**57%**

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

- > Products and services that focus on fun and social participation
- > Beginner classes / classes for different levels
- > Options that provide value for money – free trials or family membership (child and parent)
- > Options that focus on sport participation without additional time / resource commitments from parents

### What to say? (Message areas)

- > Membership and participation is fun and social (avoid competitive overtones)
- > Do it in your own time
- > Membership for all – regardless of level



Helpful and encouraging



### How to say it? (Tone)

- > Helpful and encouraging