



# PARENTS

## SEGMENT PROFILE

### SPORT UNINVOLVED

Potential acquisition of children in club sport.

Significantly less likely to identify the physical and mental benefits of sport and physical activity for themselves and are somewhat indifferent to their child's sporting activities.

# 22%

of population

# 10%

are in club sport themselves

# 38%

have kids in club sport



#### Parent's participation

Less likely than other segments to have a child participate in club sport (38%), other organised sport (49%) or even casual physical activity (65%).

- Do no activity 32%
- Active, but not in sport 51%
- Involved in sport (not club) 7%
- Involved in club sport 10%



Lack overall interest and involvement in their children's activities, inclusive of sport activities.



But they do identify some personal benefits to their child's participation in club sport: learning teamwork and responsibility, doing exercise on a regular basis and a sense of belonging and pride.



Tend to be hesitant about encouraging any sport / physical activity for child. Lack of enthusiasm for sport means that they do not proactively encourage children to do organised activity outside of school.



Will prefer children do other organised sport or activity outside of sport clubs, as they are seen as offering much more flexibility.



However, if their child asks to do an activity they will support it.

- > Activity levels comparatively lower, 32% no activity. Only 10% in club sport.
- > Very few volunteered at child's sport club (11%), and 40% had never volunteered at sport club (40%).

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## WHO / HOW IS A DECISION MADE?

As 'Sport Uninvolved' parents are less likely to be familiar with club sport and sport in general, the initial decision for their children to join a sport club is driven by the child themselves.

The main reasons for their child to join a sport club were driven by the child themselves. But some 'Sport Uninvolved' parents wanted their child to get some exercise / get fit.

Overall, 'Sport Uninvolved' parents had less reasons for their child joining a sport club – consistent with their lower involvement.



Not outright negative towards sport clubs, but lack of flexibility and practical reasons represent barriers to sport clubs.

They are also cautious of the need for any level of commitment for themselves.

'Sport Uninvolved' identify other barriers such as over competitiveness, lack of familiarity with the sport and some uncertainty (if it will suit their child).

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### To maintain / build participation of children of the Sport Uninvolved...

They will be led by their child.

Participation can be encouraged by:

- 1 Free trials of facilities / sport (45%)
- 2 Have 'beginner' classes for older children (32%)
- 3 More social and less competitive competitions (28%)
- 4 Trial of the sport through school (23%)
- 5 Beginners classes for younger children (23%)
- 6 Flexible membership options including prices (22%)
- 7 Access to good coaching / training (22%)

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## HOW DO WE COMMUNICATE TO THEM?

### What to say? (Message areas)

Reinforce, remind that it's important for their child to do at least some physical activity. Why not in a sport club where they will also enjoy many additional benefits such as teamwork, responsibility, belonging and pride in a fun environment with friends. They don't need to do too much to get their kids involved, it's an easy – low effort – process.

### Key communication channels:

Important but on par with other segments

- > From friends, family members participating in the sport / being a club member
- > Internet / website