



# PARENTS

## SEGMENT PROFILE

### SPORTY ACTIVES

High acquisition potential  
in sport clubs

See much value in club sport but are open to other activities.

# 16%

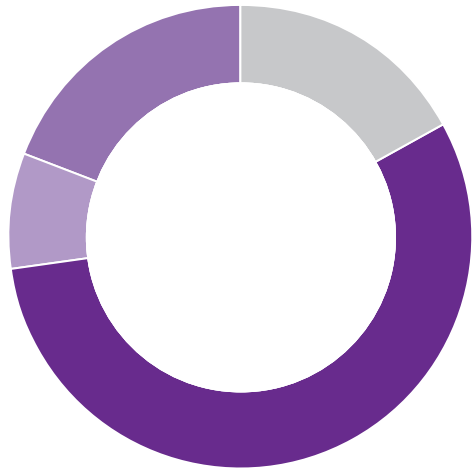
of population

# 19%

are in club sport themselves

# 74%

have kids in club sport



#### Parent's participation

Very physically active themselves – over half (56%) active but not in sport.

- Do no activity 17%
- Active, but not in sport 56%
- Involved in sport (not club) 8%
- Involved in club sport 19%



Encourage their children to be active.

More likely to identify personal benefits for child to be involved in sport clubs. While social elements are important for child's participation, it's more about personal benefits child gains: Physical activity, learning teamwork and responsibility, doing exercise on a regular basis and a sense of belonging and pride.



But they also recognise value in other organised activities or sport (non-club) if more likely to deliver physical / mental benefits to child.



Children highly active across range of different physical activities:

- > Club sport (74%)
- > Other organised sport / activity outside of clubs (64%)
- > Casual physical activity (75%)
- > Support their children's (39%) and own activities (12%) by volunteering.

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## WHO / HOW IS A DECISION MADE?

While child driven reasons are still important for this segment, children of Sporty Actives also often appear to be involved in club sport because of the parents' own desire to have their child participate.

They were more likely to want their child to get some exercise, get fit (39%), get better at sport (32%) or even a particular sport / activity (25%), compared to other segments.

The decision to participate in activities is also commonly driven by word of mouth from other parents (31%) or by their children trialling a new activity (30%).

Compared to joining a club sport, the initial prompt for their child to participate in other organised sport / other physical activities was more skewed towards being driven by the child.

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- > Child doing too much at school to have time
  - > Competition from other interests rather than sport
  - > Child wanted to do a different type of sport / physical activity

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### To maintain/ build participation of children of Sporty Actives...

Just under half (48%) had all children in club sport, but another quarter interested in their child joining (26%).

- ① Free trials of facilities / sport (67%)
- ② 'Beginner' classes for older children who may not have equivalent skills to others their age (46%)
- ③ Access to good coaching / training (46%)
- ④ Consistent game time and location (44%)
- ⑤ Trial of the sport through school (42%)
- ⑥ Family membership (37%)

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## HOW DO WE COMMUNICATE TO THEM?

### What to say? (Message areas)

Reinforce that, at sport clubs, not only will your children get fit and enjoy all the benefits of regular sport and physical activity, but club sport will also deliver it in a fun environment that emphasises teamwork and responsibility.

### Key communication channels:

Specific to this segment

- > From friends, family members participating in the sport / being a club member
- > Emailed by the sport club or association

Important but on par with other segments

- > Internet / website