



PARENTS

SEGMENT PROFILE

UNENGAGED Low acquisition potential

Are unengaged and uninvolved in their children's lives.

3%

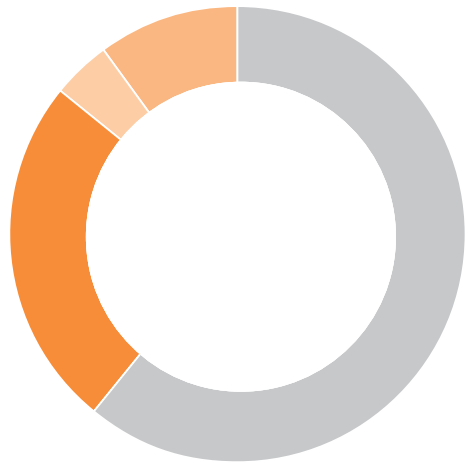
of population

10%

are in club sport themselves

19%

have kids in club sport



Parent's participation

Quite inactive themselves, even though 10% are in club sport.

Over half do no activity (61%) and a quarter (25%) are active but not in sport.

- Do no activity 61%
- Active, but not in sport 25%
- Involved in sport (not club) 4%
- Involved in club sport 10%



Do not seem to think about their child's involvement in sport or physical activity.

- > Significantly more likely to have a child that does no activity (46%).



While they identify the benefits of physical activity for themselves and their children, participation in sport clubs and other activities do not appear to be an active choice.

WHO / HOW IS A DECISION MADE?

For the few 'Unengaged' parents who had a child involved in club sport or other organised sport / activities, their reasons for joining were primarily driven by the child.

To build participation of the Unengaged

Unlikely to build participation in sport clubs. While 10% had all children in clubs, only 5% indicated interest in their child joining.

One in three (33%, significantly higher than the parent average of 11%) said that nothing would motivate them to have their child participate in club sport or organised sport / physical activity in the future.

That said, participation in organised physical activity could be encouraged by:

- ① Free trials of facilities / sport (37%)
- ② More social and less competitive competitions (23%)
- ③ Offering family memberships (20%)
- ④ Have 'beginner' classes for older children (17%)

HOW DO WE COMMUNICATE TO THEM?

What to say? (Message areas)

Has your child expressed interest in club sport? Give your child a chance to experience all the benefits of fun physical activity with friends.

Key communication channels:

Important but on par with other segments

- > Internet / website
- > Local newspapers