

# Getting to know inactive Victorians

Presented by  
Sport and Recreation Victoria



# The opportunity



# AUDIENCE PROFILE



Most likely 35-44  
and 55-64



Households

Low to middle \$



TAFE or lower

# Barriers



1. Lack of motivation\*
2. Lack of time/other priorities
3. Poor physical health\*
4. Cost
5. Lack of confidence\*
6. Injury/disability
7. Nobody to participate with
8. Lack of skill/ability
9. Lack of opportunities that meet my needs
10. Lack of facilities/distance required to travel

\*barriers the target audience over index



Family  
Shopping Drop-off  
Bills Tired Work  
Homework Mortgage Me-time  
Finances Partner Worry Dinner  
Cooking To-do list  
Walk Kids Gardening  
Exercise  
Taxi Stress  
Cleaning Meals  
Aging parents

# Motivators



1. Physical health (general health benefits, reduced risk of disease, etc)\*
2. Improved fitness
3. Mental health (reduced stress/anxiety, etc)\*
4. Physical appearance (weight maintenance, weight loss, muscle tone/gain, etc)\*
5. Enjoyment
6. General relaxation
7. To get outdoors
8. Socialising
9. Improved skills
10. Competition

\*barriers the target audience over index



Empowered  
Healthy Everyday  
Outside Independent  
Easy  
Active  
Energy  
Future  
Confident

# Interests



Walking



Television and movies



Health and wellbeing

Sport



Safety





# Thank you

