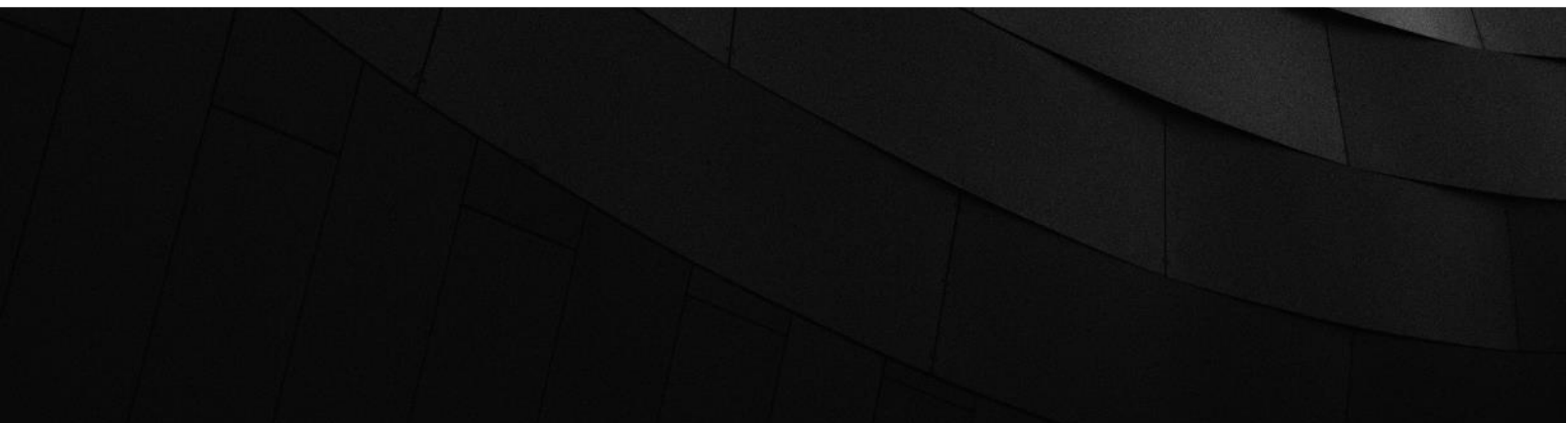


Real Insurance

AUSTRALIAN ACTIVE KIDS

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OCTOBER 2017



## KEY FINDINGS

### The next generation of Australians is the sporting generation

- The vast majority of parents say their children are involved in sporting activities at least once a week, including organised competitive activities and just-for-fun activities.
- These include the more traditional activities of swimming, soccer and Aussie rules football, as well as such less traditional activities as martial arts, dancing and baseball.
- Parents widely acknowledge that these activities are more structured and supervised these days or that they are more involved in these activities than their own parents were.
- Most parents also admit that their children participate in more activities than they did when they were young.

### Parents make a range of commitments for their children's sporting activities

- Beyond the financial commitments, parents spend a considerable amount of time on their children's sporting activities in a typical week, including transporting them, waiting for them and actually being involved and helping around.
- Some parents are also expected to chip in by doing additional loads of laundry and purchasing oranges.

### But many lament the financial and potential psychological costs

- Although most parents claim to be happy to be involved in their children's sporting activities, many admit that it can get overwhelming or tiring.
- Many parents lament the costs, how difficult it is to find the time or find the expectations and pressure too stressful.
- The majority of parents also claim to have made financial sacrifices to support their children's sporting activities, including less discretionary spending, less family activities or less budget for family holidays.
- Given all the commitments made, it is perhaps no wonder that most parents have high hopes for their children and think their children could be real contenders for becoming professional sports persons one day with the right support.

### Safety first when it comes to the great outdoors

- Many parents think the amount of time their kids spend outdoors during summer is a lot less compared to them when they were at their kids' age, which means less exposure to fresh air and/or sun, less exercise and missing out on fun.
- Parents most commonly encourage their kids to get outdoors more by spending time taking them places and supervising them, although they acknowledge key barriers in the form of competition with screens and safety concerns, including stranger danger.
- Recognising these concerns, parents take the safety of their children quite seriously when it comes to being outdoors, particularly through supervision.

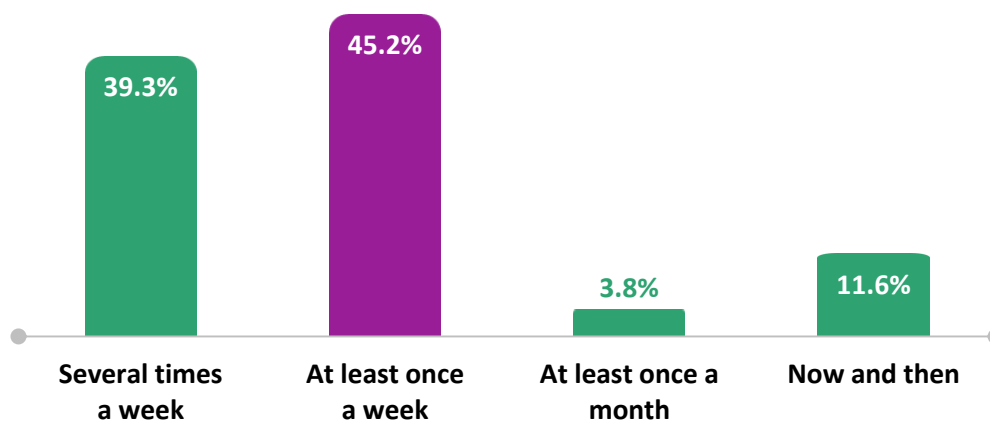
## MAIN FINDINGS

### THIS SPORTING LIFE

- The vast majority of parents say their children are involved in sporting activities at least once a week, including organised competitive activities and just-for-fun activities.
- These include the more traditional activities of swimming, soccer and Aussie rules football, as well as such less traditional activities as martial arts, dancing and baseball.
- Parents widely acknowledge that these activities are much more structured and supervised these days or that they are more involved in these activities than their own parents were with them.
- Most parents also admit that their children participate in more activities than they did when they were young.
- Only a minority of parents limit the amount of sports their children can partake in, most commonly pointing to higher costs and limited amount of time.

In this study, *sporting activities* refer to organised or structured sports/physical recreation activities/other physical pursuits you have invested time and money in for your children.

Are your children involved in any sporting activities?

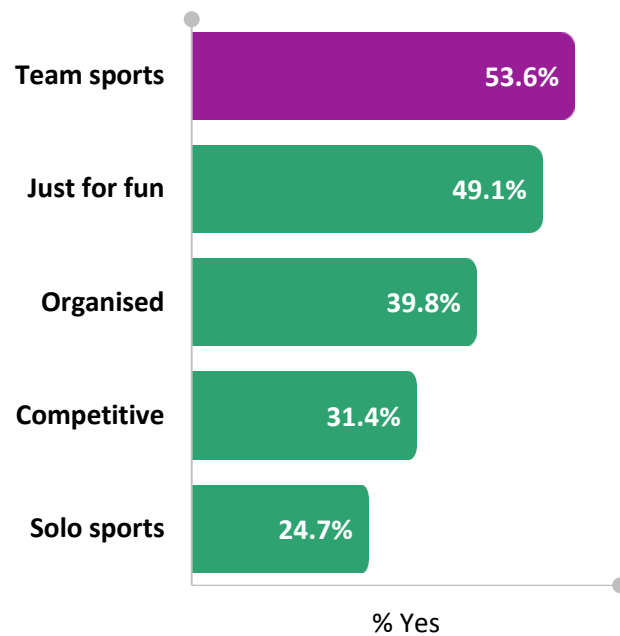


Source: CoreData Great Outdoors Survey (September 2017)

Question: Are your children involved in any sporting activities?

Close to two in five (39.3%) respondents say their children are involved in sporting activities several times a week, while close to half (45.2%) say their children are involved in sporting activities at least once a week. Close to one in six (15.4%) say their kids participate in sporting activities at least once a month or now and then.

How would you best describe the sporting activities your children are involved in?



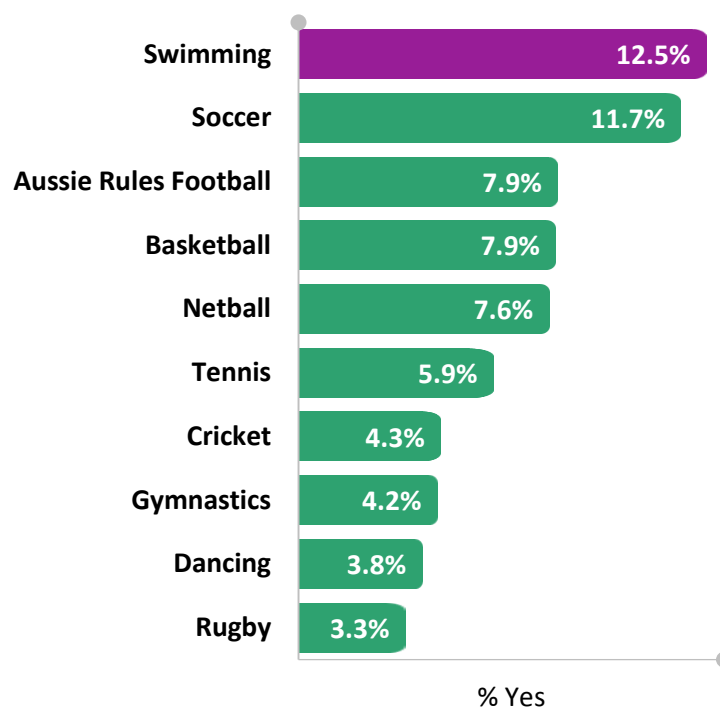
\*Multiple answers allowed

Source: CoreData Great Outdoors Survey (September 2017)

Question: How would you best describe the sporting activities your children are involved in?

More than half (53.6%) of respondents describe the sporting activities their children are involved in as team sports, while close to half (49.1%) say these activities are just for fun.

Can you please list these sporting activities?



\*Top 10 answers

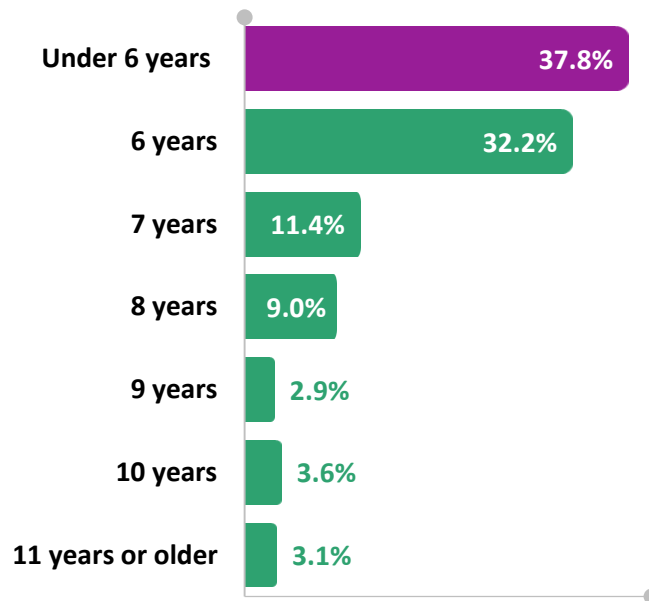
\*Multiple answers allowed

Source: CoreData Great Outdoors Survey (September 2017)

Question: Can you please list these sporting activities?

Respondents most commonly cite swimming (12.5%) and soccer (11.7%) as the sporting activities their children are involved in. Other common sporting activities are Aussie rules football, basketball (both 7.9%) and netball (7.6%).

At what age do you think children should start playing team sports for recreation (if they want to)?



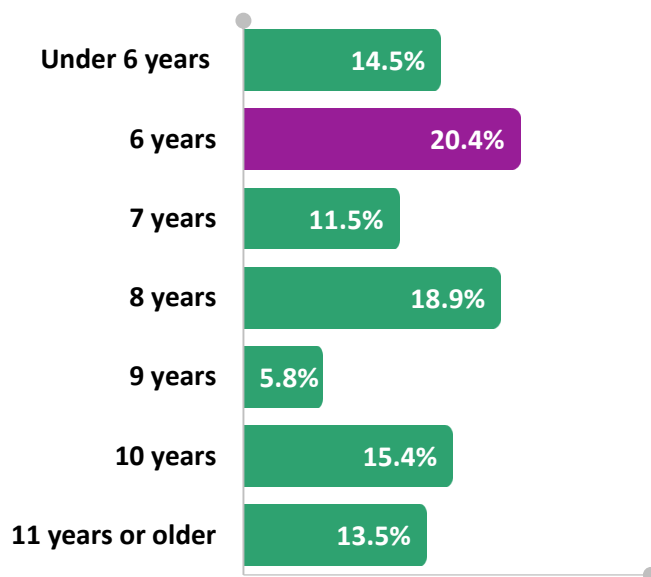
Source: CoreData Great Outdoors Survey (September 2017)

Question: At what age do you think children should start playing team sports for recreation (if they want to)?

Close to two in five (37.8%) respondents think children should start playing team sports for recreation under 6 years old, while close to a third (32.2%) think kids should turn 6 years old first. Three in 10 (30.0%) think children should start playing team sports at the age of 7 years or older.

Baby Boomer respondents are the most likely to say kids should start playing team sports at the age of 7 years or older, while Gen Ys are the least likely to (41.2% and 24.9% respectively).

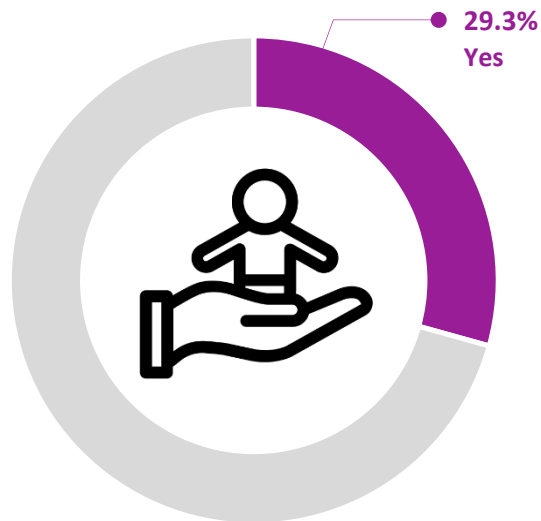
At what age do you think children should start playing competitive sport of any kind (if they want to)?



Source: CoreData Great Outdoors Survey (September 2017)  
Question: At what age do you think children should start playing competitive sport of any kind (if they want to)?

More than a third (34.9%) of respondents think children should start playing competitive sport of any kind at the age of 6 years or under, while more than half (51.6%) say between the ages of 7 and 10 years is acceptable. Close to one in seven (13.5%) say children should start playing competitive sport of any kind a bit later at the age of 11 years or older.

Do you limit the amount of sports your children can partake in?



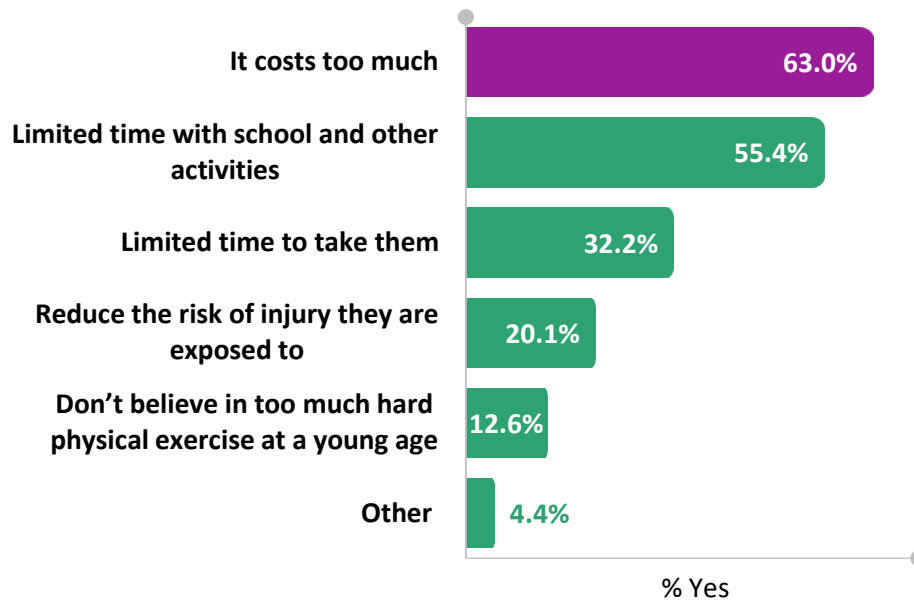
*Source: CoreData Great Outdoors Survey (September 2017)  
Question: Do you limit the amount of sports your children can partake in?*

Close to three in 10 (29.3%) respondents say they limit the amount of sports their children can partake in.

Gen Y respondents are the most likely to limit the amount of sports their kids can participate in, while Baby Boomers are the least likely to (30.9% and 20.1% respectively).



Why do you limit the amount of sports your children can partake in?



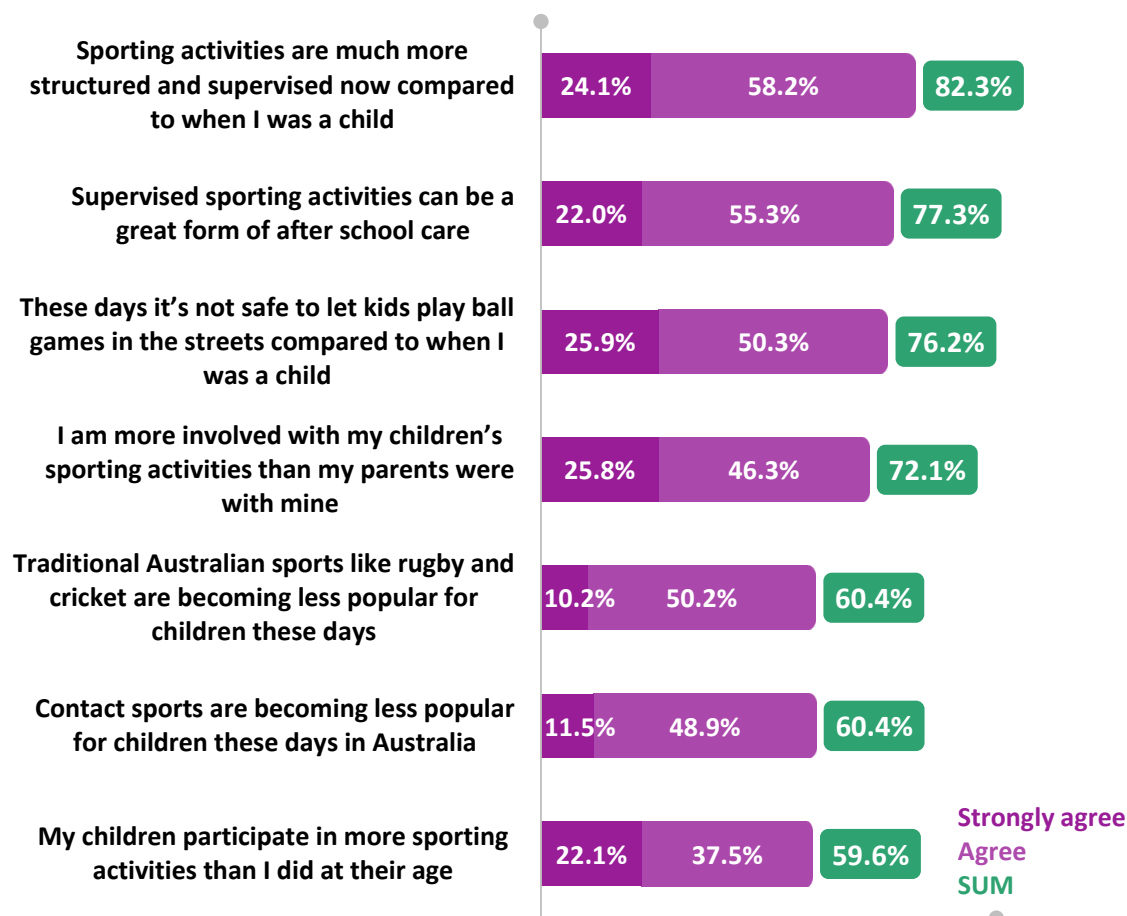
\*Multiple answers allowed

Source: CoreData Great Outdoors Survey (September 2017)

Question: Why do you limit the amount of sports your children can partake in?

For respondents who have limited the amount of sports their children can participate in, the majority (63.0%) point to sports costing too much and close to three in five (55.4%) cite limited time with school and other activities. Other reasons include having limited time to take their children to sporting activities (32.2%), reducing the risk of injury kids are exposed to (20.1%) and not believing in too much hard physical exercise at a young age (12.6%).

How much do you agree with the following statements?

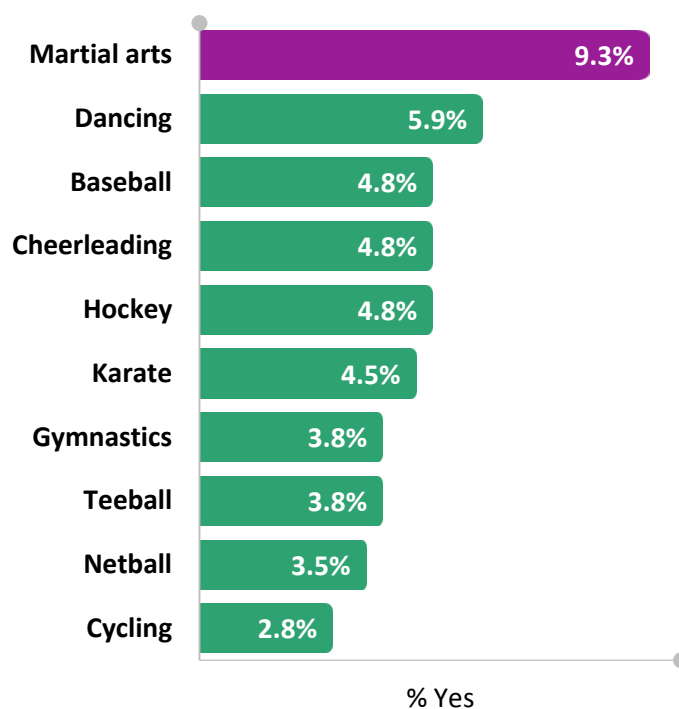


Source: CoreData Great Outdoors Survey (September 2017)  
 Question: How much do you agree with the following statements?

More than four in five (82.3%) respondents agree that sporting activities are much more structured and supervised now compared to when they were children themselves. The large majority also agree that supervised sporting activities can be a great form of after school care (77.3%) or that they are more involved with their children's sporting activities than their own parents were (72.1%).

To a lesser extent, respondents also agree that contact sports and traditional Australian sports like rugby and cricket are becoming less popular for children these days (both 60.4%) or that their children participate in more sporting activities than they did at their age (59.6%).

Are there any less traditional Australian types of sports you recognise becoming more popular among your children and their friends these days?



\*Top 10 answers

\*Multiple answers allowed

Source: CoreData Great Outdoors Survey (September 2017)

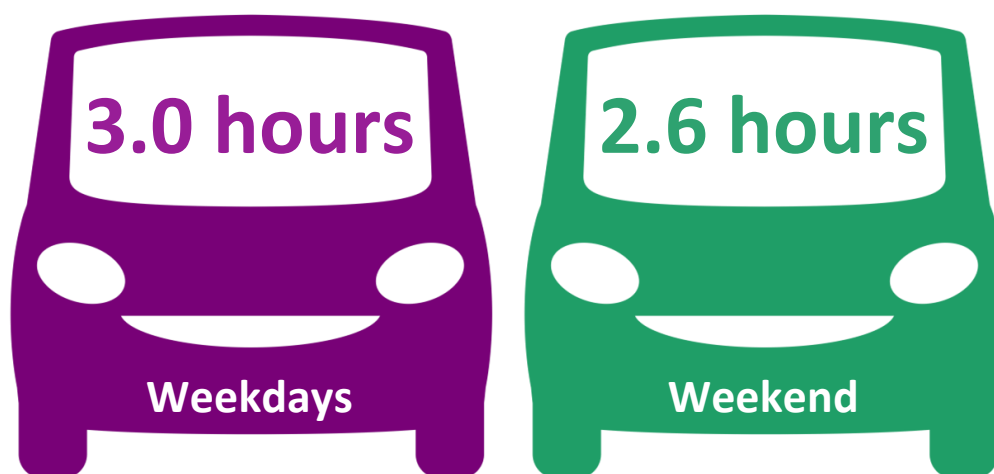
Question: Are there any less traditional Australian types of sports you recognise becoming more popular among your children and their friends these days?

Respondents recognise a number of less traditional Australian types of sports that are becoming more popular among their children and their friends, including martial arts (9.3%) and dancing (5.9%).

## THE COMMITMENTS

- Beyond the financial commitments, parents spend a considerable amount of time on their children's sporting activities in a typical week, including transporting them, waiting for them and actually being involved and helping around.
- Some parents are also expected to chip in by doing additional loads of laundry and purchasing oranges.
- Although most parents claim to be happy to be involved in their children's sporting activities, many admit that it can get overwhelming or tiring.

How many hours do you estimate spending on an average week during the weekdays/weekend transporting your children (and others) to sports games/training activities?



*Source: CoreData Great Outdoors Survey (September 2017)*

*Question: How many hours do you estimate spending on an average week during the weekdays/weekend transporting your children (and others) to sports games/training activities?*

In a typical week, respondents spend an average of 3.0 hours during the weekdays and 2.6 hours during the weekends transporting their children and others to sports games/training activities. Annually, this translates to approximately 287 hours per family and 414,267,251 hours Australia-wide.

How many hours do you estimate spending on an average week during the weekdays/weekend waiting for your children at sports games/training activities?

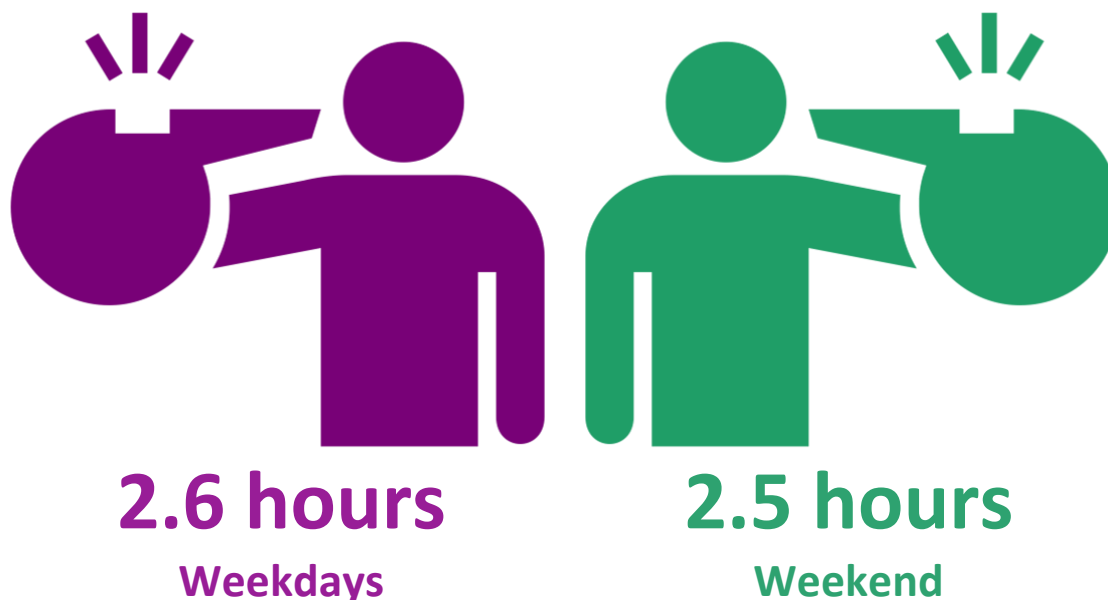


*Source: CoreData Great Outdoors Survey (September 2017)*

*Question: How many hours do you estimate spending on an average week during the weekdays/weekend waiting for your children at sports games/training activities?*

In a typical week, respondents spend an average of 3.0 hours during the weekdays and 2.6 hours during the weekends waiting for their children at sports games/training activities. Annually, this translates to approximately 295 hours per family and 417,895,524 hours Australia-wide.

How many hours do you estimate spending on an average week during the weekdays/weekend actually being involved with their sports games/training activities (i.e. helping organise/supervise, coaching/training etc.)?



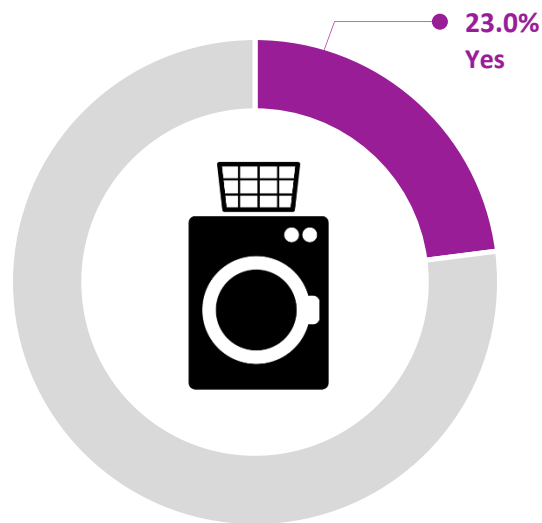
*Source: CoreData Great Outdoors Survey (September 2017)*

*Question: How many hours do you estimate spending on an average week during the weekdays/weekend actually being involved with their sports games/training activities (i.e. helping organise/supervise, coaching/training etc.)?*

In a typical week, respondents spend an average of 2.6 hours during the weekdays and 2.5 hours during the weekends actually being involved with their children's sports games/training activities. Annually, this translates to approximately 266 hours per family and 256,368,381 hours Australia-wide.

Essentially, Australians spend approximately 1,088,531,156 hours in total transporting, waiting and actually being involved in their children's sporting activities or 848 hours per family.

Are parents on your children's sporting teams expected to take turns washing the team's uniforms?



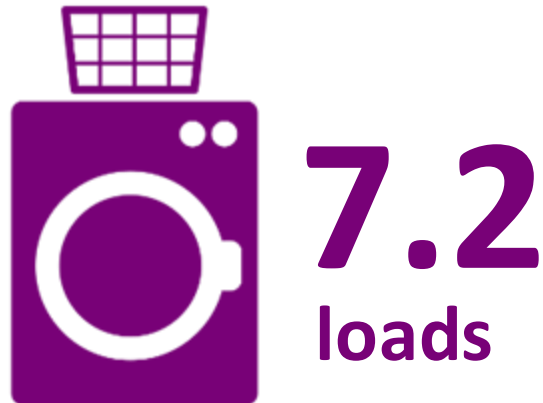
*Source: CoreData Great Outdoors Survey (September 2017)*

*Question: Are parents on your children's sporting teams expected to take turns washing the team's uniforms?*

Close to a quarter (23.0%) of respondents say parents on their children's sporting teams are expected to take turns in washing the team's uniforms.

Queenslander respondents are the most likely to say parents on their children's sporting teams are expected to take turns in washing the team's uniforms, while South Australian respondents are the least likely to say so (32.7% and 15.0% respectively).

How many additional loads of laundry do you think this creates for you each year?

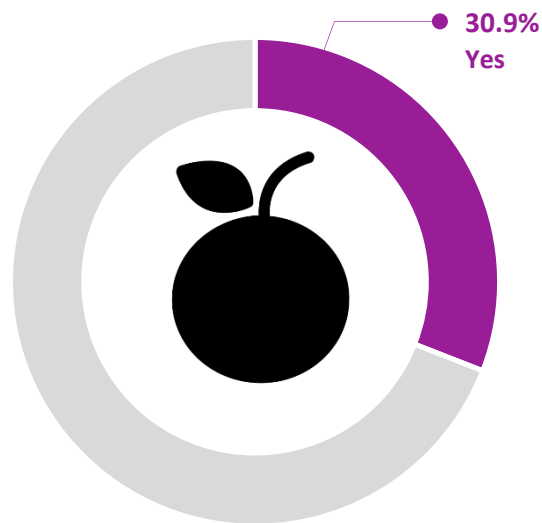


*Source: CoreData Great Outdoors Survey (September 2017)*  
*Question: How many additional loads of laundry do you think this creates for you each year?*

Respondents who say parents on their children's sporting teams are expected to take turns in washing the team's uniforms say this expectation creates an average of 7.2 additional loads of laundry for them each year. This translates to approximately 3,466,149 additional loads of laundry for Aussie families each year.



Are parents on your children's sporting teams expected to provide the traditional snack of orange quarters for the entire team at training/games?



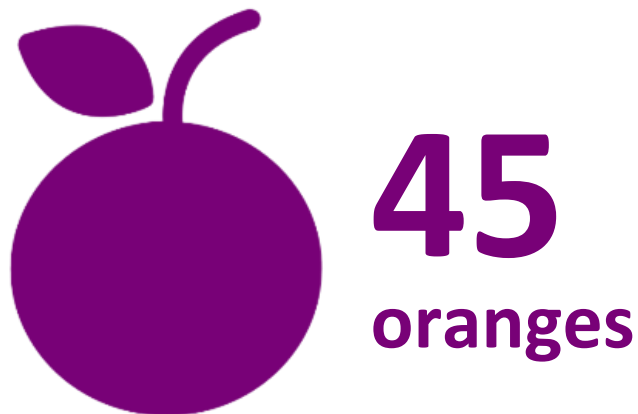
*Source: CoreData Great Outdoors Survey (September 2017)*

*Question: Are parents on your children's sporting teams expected to provide the traditional snack of orange quarters for the entire team at training/games?*

More than three in 10 (30.9%) respondents say parents on their children's sporting teams are expected to provide the traditional snack of orange quarters for the entire team at training/games.

Western Australian respondents are the most likely to say parents on their children's sporting teams are expected to provide the traditional snack of orange quarters for the entire team at training/games, while NSW respondents are the least likely to say so (38.9% and 23.9% respectively).

What do you believe is the total number of oranges you provide for your children's sporting teams in one year?

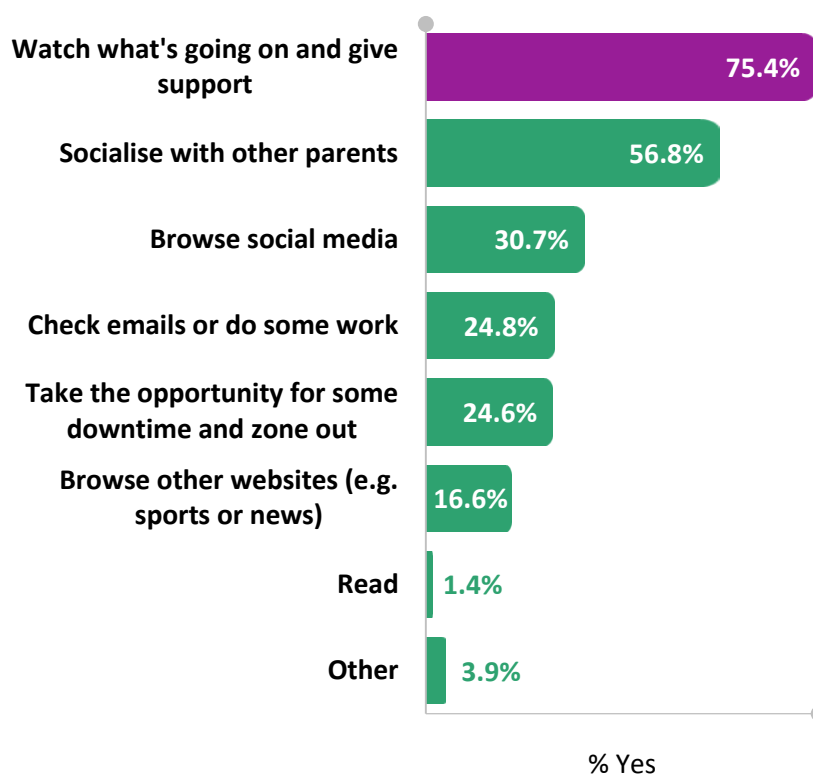


*Source: CoreData Great Outdoors Survey (September 2017)*

*Question: What do you believe is the total number of oranges you provide for your children's sporting teams in one year?*

For respondents whereby parents on their children's sporting teams are expected to provide the traditional snack of orange quarters for the entire team at training/games, they estimate providing an average of 45 oranges for their children's sporting teams a year. This translates to approximately 29,198,707 oranges Aussie families provide for their children's teams each year.

What do you spend your time doing when you are waiting for you children to complete sporting/training activities?



\*Multiple answers allowed

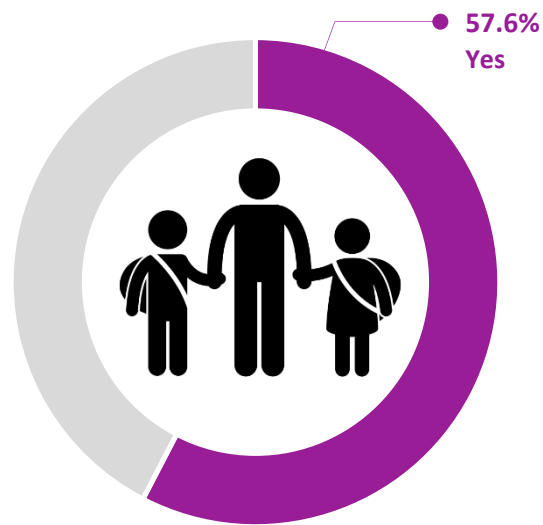
Source: CoreData Great Outdoors Survey (September 2017)

Question: What do you spend your time doing when you are waiting for you children to complete sporting/training activities?

For respondents who typically spend time waiting for their children at sports games/training activities, the large majority (75.4%) spend the time watching what is going on and giving support. Close to three in five (56.8%) socialise with other parents.

Close to a quarter of respondents also take this time to check emails or do some work (24.8%) or take the opportunity for some downtime and zone out (24.6%). Other respondents browse social media (30.7%) or other websites like sports or news pages (16.6%).

Do you ever find yourself in the situation where more than one of your children have sporting commitments on the same day?

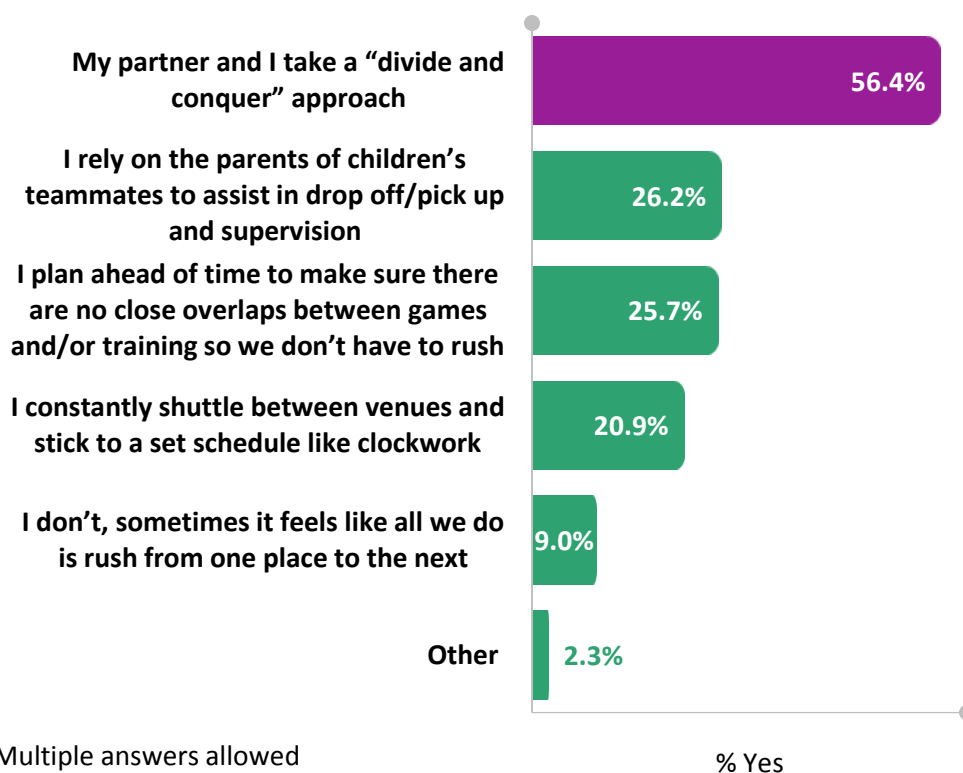


*Source: CoreData Great Outdoors Survey (September 2017)*

*Question: Do you ever find yourself in the situation where more than one of your children have sporting commitments on the same day?*

For respondents who have more than one child, close to three in five (57.6%) respondents have found themselves in situations where more than one of their kids have sporting commitments on the same day.

How do you manage juggling multiple sporting games or training sessions?



\*Multiple answers allowed

Source: CoreData Great Outdoors Survey (September 2017)

Question: How do you manage juggling multiple sporting games or training sessions?

For respondents who have found themselves in situations where more than one of their kids have sporting commitments on the same day, close to three in five (56.4%) take a divide and conquer approach.

Similar proportions rely on the other parents to assist in drop off/pick up and supervision (26.2%) or plan ahead of time to make sure there are no close overlaps so they do not rush (25.7%). Fewer say they constantly shuttle between venues and stick to a set schedule like clockwork (20.9%).

However, close to one in 10 (9.0%) say they do not manage juggling multiple sporting games or training sessions, feeling like all they do is rush from one place to the next.

Which of the following forms of involvement in your children’s sporting activities have you or your partner completed over the years?



\*Multiple answers allowed

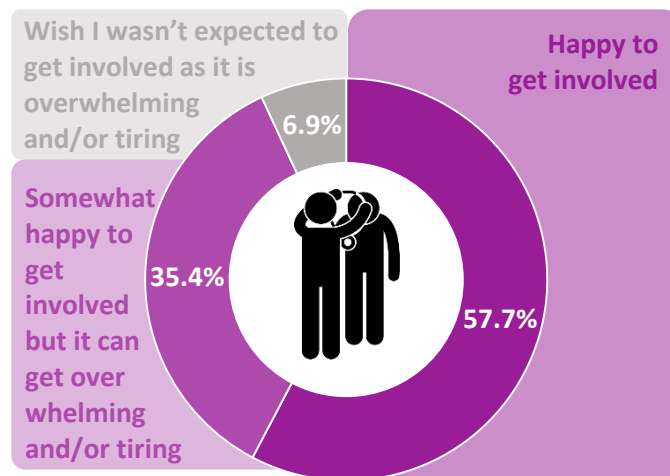
Source: CoreData Great Outdoors Survey (September 2017)

Question: Which of the following forms of involvement in your children’s sporting activities have you or your partner completed over the years?

For respondents who spend time actually being involved with their children’s sports games/training activities, close to three in five (59.7%) volunteer their time to help organise or supervise activities, while more than half (53.7%) support the club/organisation through fund raising.

To a lesser degree, respondents are also involved with their children’s sports games/training activities through formally helping with training, coaching or refereeing (39.3%) or participating in the management of their club/organisation (28.5%).

Which of the following best describes how you feel about your involvement in your children's sporting activities?



Source: CoreData Great Outdoors Survey (September 2017)

Question: Which of the following best describes how you feel about your involvement in your children's sporting activities?

Close to three in five (57.7%) respondents claim to be happy to be involved in their children's sporting activities. More than one in three (35.4%) claim to be somewhat happy to get involved but admit it can get overwhelming or tiring.

Fathers are more likely to say they are happy to get involved in their children's sporting activities (65.8% vs. 51.4%), while mothers are more likely to say they are somewhat happy to get involved but it can get overwhelming or tiring (40.3% vs. 29.1%).

How many kilometres would you estimate travelling on an average week transporting your children (and others) on a round trip to sports games/training activities (including by walking, car and public transport)?

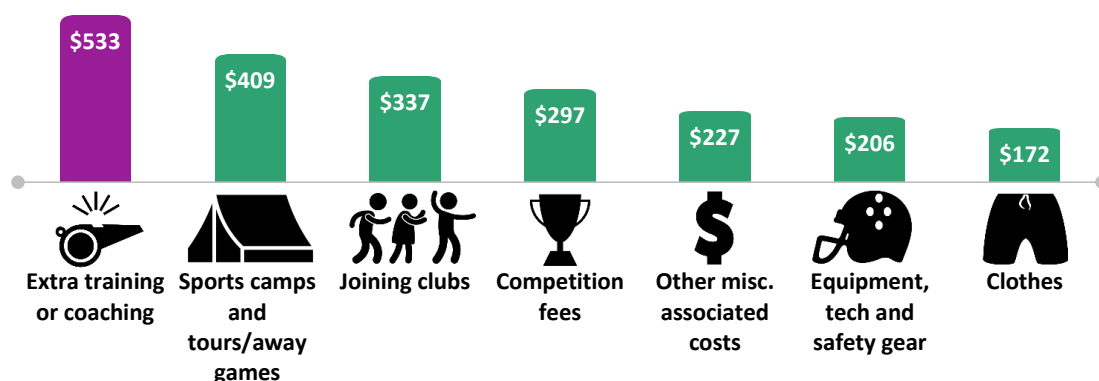


*Source: CoreData Great Outdoors Survey (September 2017)  
Question: How many kilometres would you estimate travelling on an average week transporting your children (and others) on a round trip to sports games/training activities (including by walking, car and public transport)?*

Respondents who spend time transporting their kids to their sports games/training activities estimate a round trip would cover an average of 38.8 kilometres in a typical week. Australia-wide, this translates to approximately 3,442,081,892 kilometres covered annually.



How much money would you estimate spending each year on the following sporting activity related costs for the children in your household?



Source: CoreData Great Outdoors Survey (September 2017)

Question: How much money would you estimate spending each year on the following sporting activity related costs for the children in your household?

Respondents estimate spending an average of \$533 for extra training or coaching, \$409 for sports camps and tours or away games and \$337 in joining clubs for all their kids in their households. They also fork over an average of \$297 for competition fees, \$206 for equipment, tech and safety gear and \$172 for clothes.

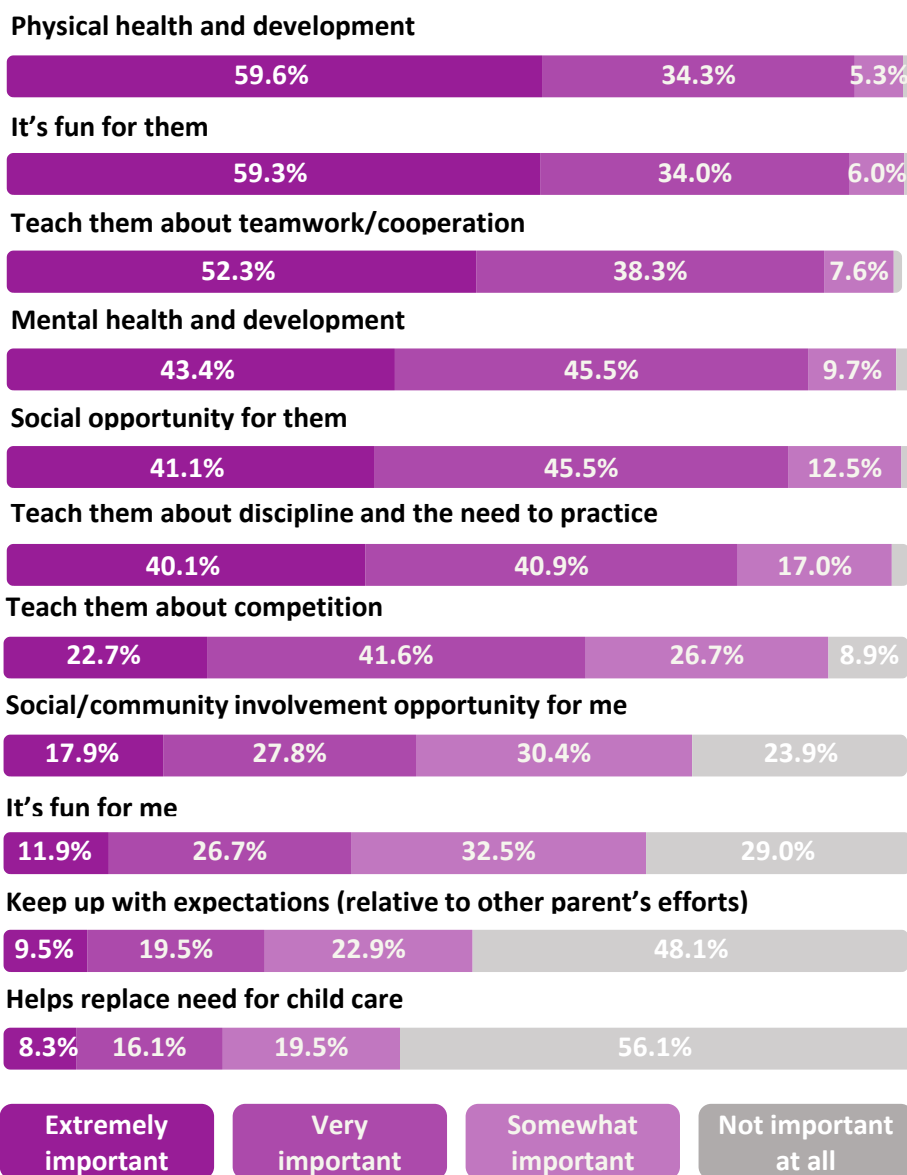
Please see below the approximate costs for sporting activity related costs in Australia per year, which amount to about \$2,152,019,662 or around \$2,180 per household.

Sporting activity related costs for kids	Australia-wide per year
Joining clubs	\$440,084,059
Clothes	\$277,998,262
Equipment, tech and safety gear	\$271,191,017
Extra training or coaching	\$313,821,081
Sports camps and tours/away games	\$279,313,743
Competition fees	\$323,549,336
Other miscellaneous associated costs	\$246,062,164
<b>Total</b>	<b>\$2,152,019,662</b>

## THE MOTIVATIONS

- For parents, the most important reasons for getting their children involved with sporting activities are for their physical health and development, enjoyment or fun and learning about teamwork or cooperation.

What are the most important reasons for getting your children involved/supporting them with their sporting activities?



Source: CoreData Great Outdoors Survey (September 2017)  
 Question: What are the most important reasons for getting your children involved/supporting them with their sporting activities?

Nearly all respondents say it is extremely or very important to get their children involved and support them with their sporting activities for their physical health and development (93.9%), for them to have fun (93.3%) or for them to learn about teamwork/cooperation (90.6%).

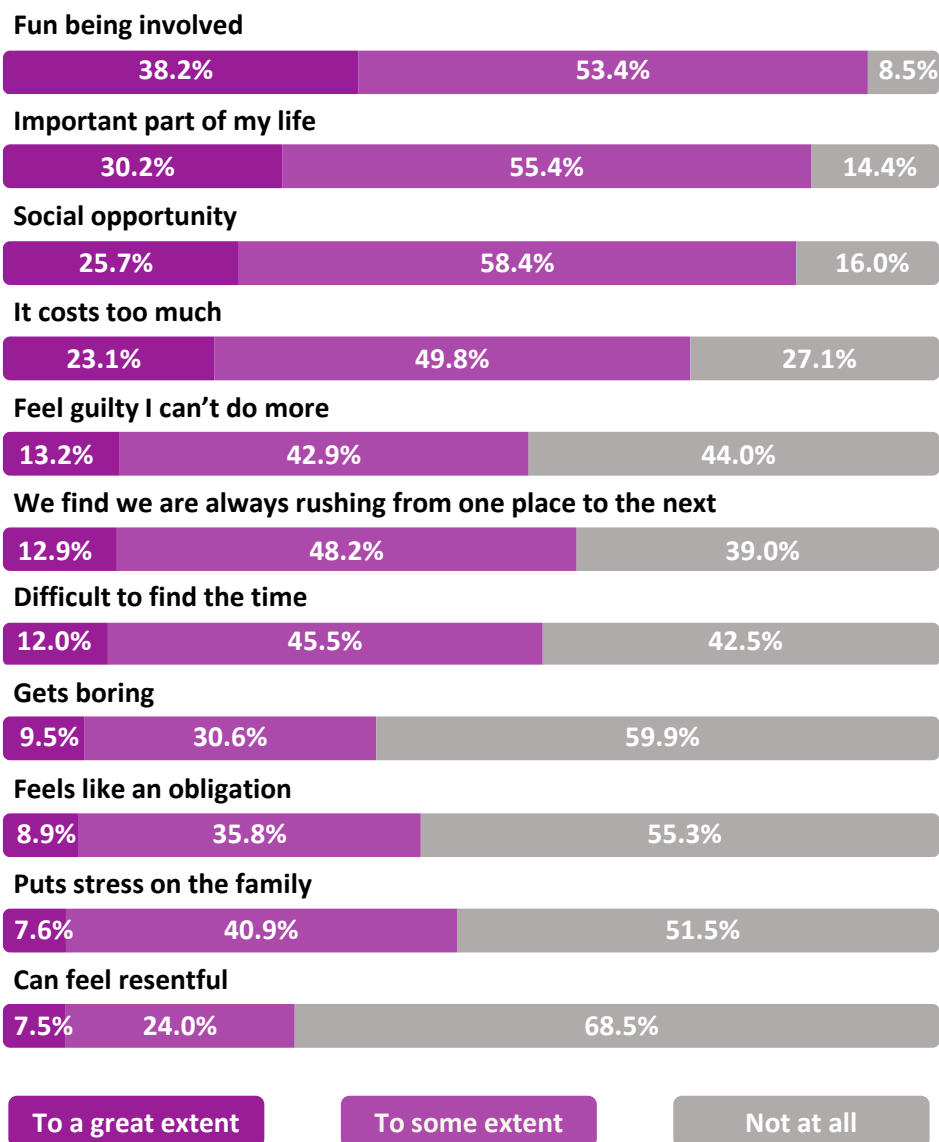
The vast majority of respondents also think getting their kids involved in sporting activities is good for their mental health and development (88.9%), a social opportunity for them (86.6%) or teaches them discipline and the need to practice (81.0%).

Fewer think it is extremely or very important to get their children involved and support them with their sporting activities to help replace the need for child care (24.4%) or to keep up with expectations (29.0%).

## THE IMPACTS

- While the majority of parents view their commitment to support their children's sporting activities as 'fun' or 'important', a substantial proportion lament how it costs too much, how difficult it is to find the time or get stressed by the expectations and pressure.
- The majority of parents also claim to have made financial sacrifices to support their children's sporting activities, including less discretionary spending, less family activities or less budget for family holidays.
- Given all these commitments, it is perhaps no wonder that most parents have high hopes for their children and think their children could be real contenders for becoming professional sports persons one day with the right support.
- Some parents also admit that their children are living out some of their sporting dreams and aspirations through their children's sporting achievements.
- Parents most commonly see themselves as the 'parent in waiting', 'team player' or 'soccer mum/dad' when it comes to their involvement with their children's sporting activities.

How do you feel about the amount of commitment you have to make to support your children’s sporting activities in terms of the following?



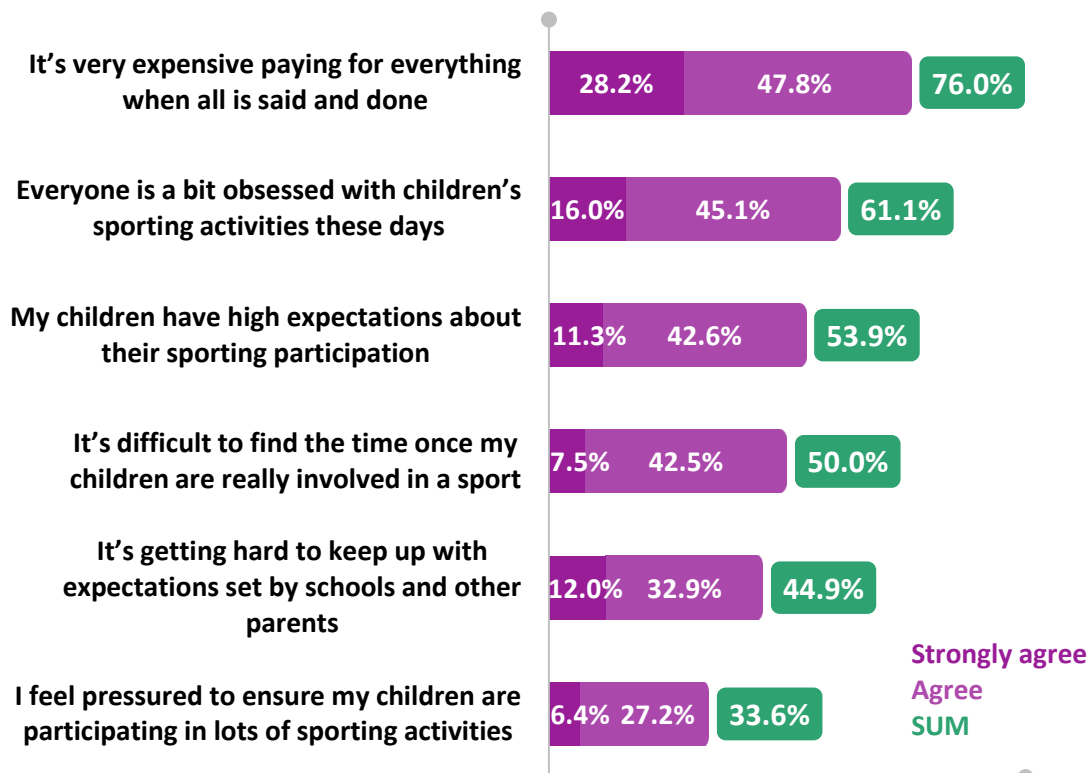
Source: CoreData Great Outdoors Survey (September 2017)

Question: How do you feel about the amount of commitment you have to make to support your children’s sporting activities in terms of the following?

Nearly all respondents (91.6%) feel it is fun being involved in their children’s sporting activities. The vast majority also feel it is an important part of their lives (85.6%) or take it as a social opportunity (84.1%).

However, some respondents (31.5%) admit they can feel resentful towards the amount of commitment they have to make to support their children’s activities, feel that it gets boring (40.1%) or feel that it is like an obligation (44.7%).

How much do you agree or disagree with the following statements about supporting your children’s sporting activities?



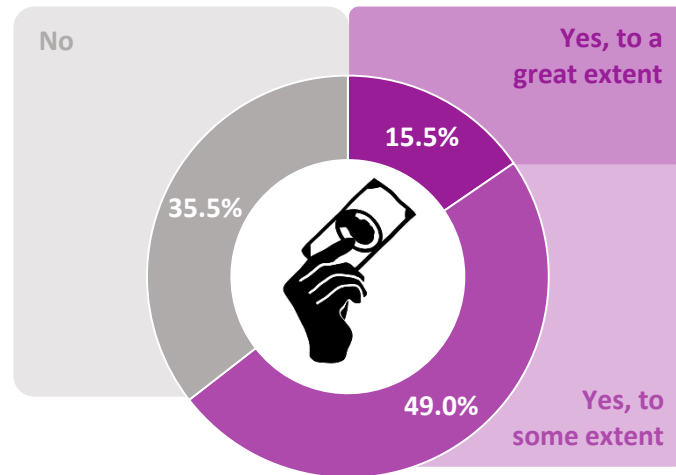
Source: CoreData Great Outdoors Survey (September 2017)

Question: How much do you agree or disagree with the following statements about the competitiveness of children’s sporting activities?

More than three in four (76.0%) respondents agree that it is very expensive paying for everything as a way to support their children’s sporting activities. They also agree that everyone is a bit obsessed with children’s sporting activities these days (61.1%), that their kids have high expectations about their sporting participation (53.9%) or that it is difficult to find time once their kids are really involved in a sport (50.0%).

To a much lesser extent, respondents agree that it is getting hard to keep up with expectations set by schools and other parents (44.9%) or that they feel pressured to ensure their kids are participating in lots of sporting activities (33.6%).

Have you made financial sacrifices to support your children's sporting activities?

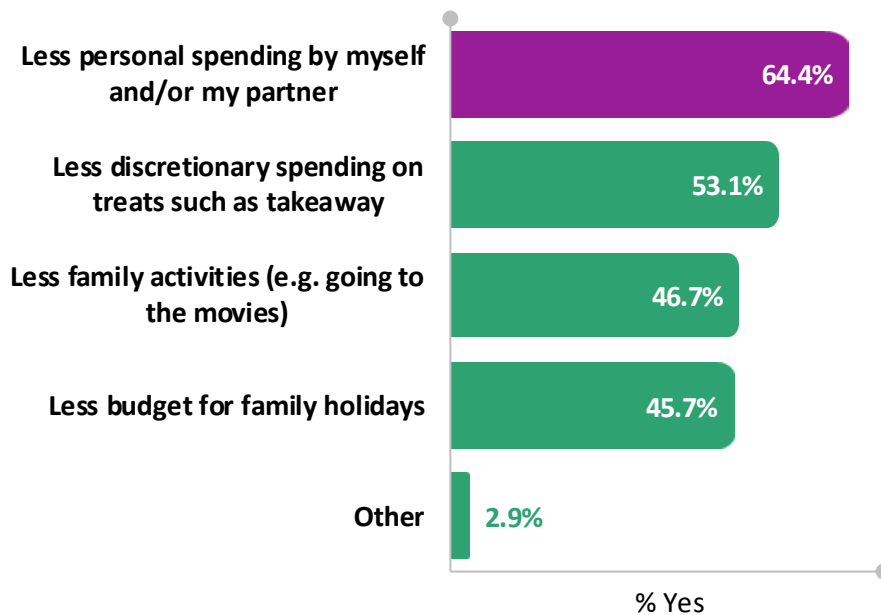


*Source: CoreData Great Outdoors Survey (September 2017)*  
*Question: Have you made financial sacrifices to support your children's sporting activities?*

Close to two in three (64.5%) respondents have made financial sacrifices to support their children's sporting activities.

Queensland respondents are the most likely to have made financial sacrifices to support their children's sporting activities, while both NSW and South Australian respondents are the least likely to have done so (69.5% and 58.8% respectively).

What financial sacrifices have you made to support your children's sporting activities?



\*Multiple answers allowed

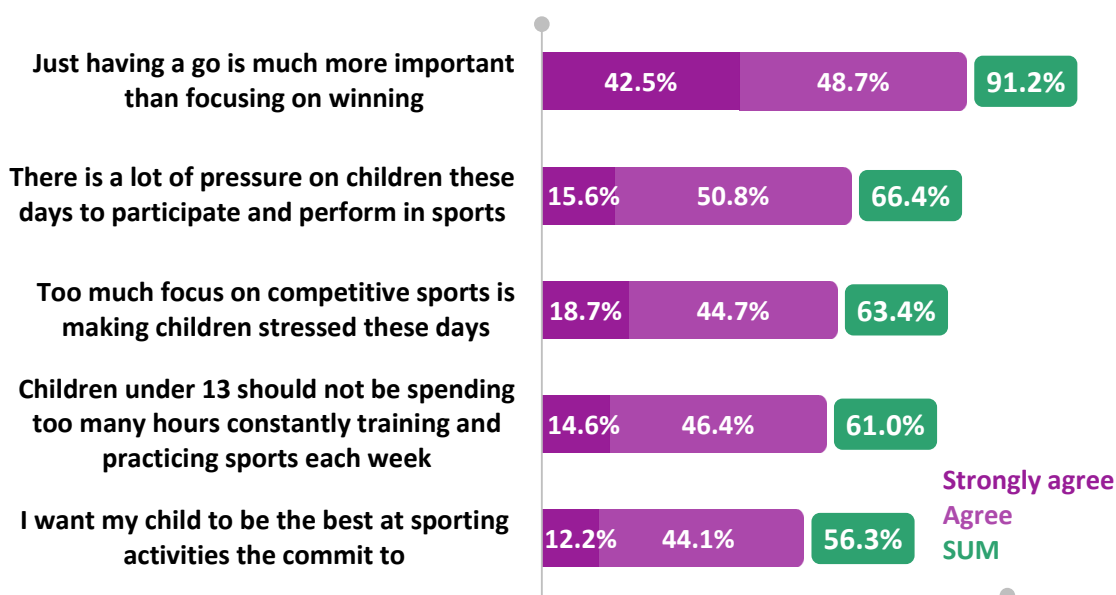
Source: CoreData Great Outdoors Survey (September 2017)

Question: What financial sacrifices have you made to support your children's sporting activities?

For respondents who have made financial sacrifices to support their children's sporting activities, close to two in three (64.4%) have spent less on themselves. They also cite less discretionary spending on treats such as takeaway (53.1%), less family activities like going to the movies (46.7%) or less budget for family holidays (45.7%).



How much do you agree or disagree with the following statements about the competitiveness of children’s sporting activities?



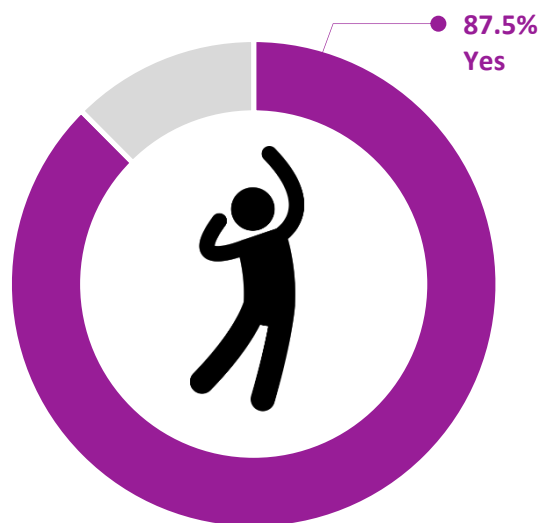
Source: CoreData Great Outdoors Survey (September 2017)

Question: How much do you agree or disagree with the following statements about the competitiveness of children’s sporting activities?

The overwhelming majority (91.2%) of respondents agree that having a go is much more important than focusing on winning when it comes to the competitiveness of children’s sporting activities.

The majority also agree that there is a lot of pressure on children to participate and perform in sports (66.4%) or that too much focus on competitive sports is making children stressed these days (63.4%).

Do your children enjoy these sporting/extracurricular activities as much as you anticipated they would?

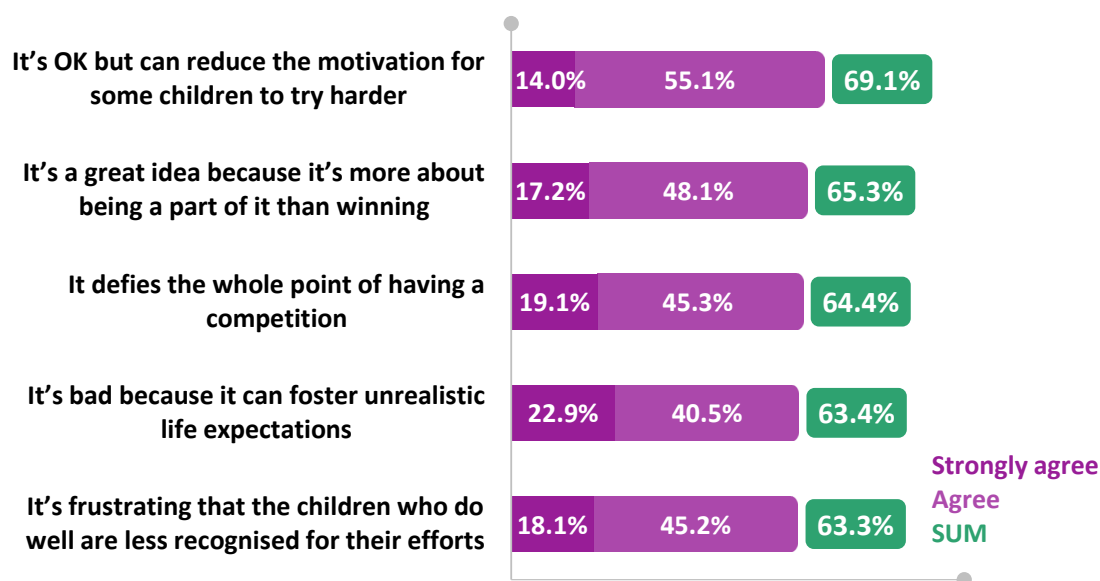


*Source: CoreData Great Outdoors Survey (September 2017)  
Question: Do your children enjoy these sporting/extracurricular activities as much as you anticipated they would?*

The vast majority (87.5%) of respondents say their children enjoy these sporting/extracurricular activities as much as they anticipated the kids would.

Queenslander respondents are the most likely to say their children enjoy these sporting/extracurricular activities as much as they anticipated the kids would, while Victorian respondents are the least likely to say so (94.2% and 80.1% respectively).

How much do you agree or disagree with the following statements about the idea of all children getting a participation ribbon and or even celebrating last place in sporting competitions?



Source: CoreData Great Outdoors Survey (September 2017)

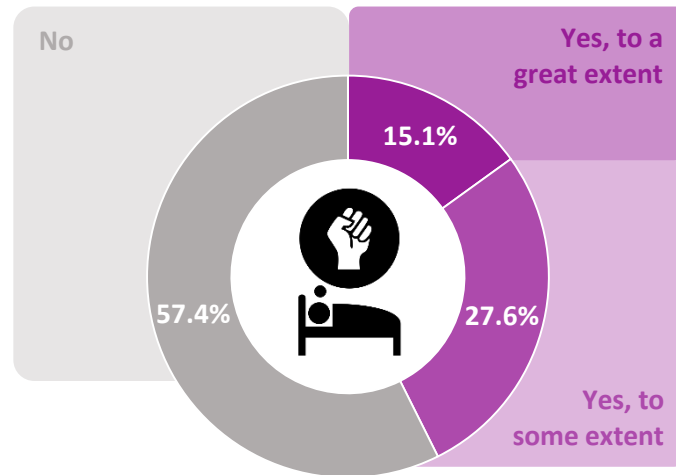
Question: How much do you agree or disagree with the following statements about the idea of all children getting a participation ribbon and or even celebrating last place in sporting competitions?

In terms of the idea of all children getting a participation ribbon and or even celebrating last place in sporting competitions, close to seven in 10 (69.1%) respondents do not mind the idea but acknowledge that it can reduce the motivation for some children to try harder.

Close to two thirds agree that it is a great idea because it is more about being a part of it than winning (65.3%), although a similar proportion (64.4%) also agree that it defies the whole point of having a competition.

Similar proportions agree that it is bad because it can foster unrealistic life expectations (63.4%) or it is frustrating that the children who do well are less recognised for their efforts (63.3%).

Have you ever had a dream about being a professional sportsperson when you were young?



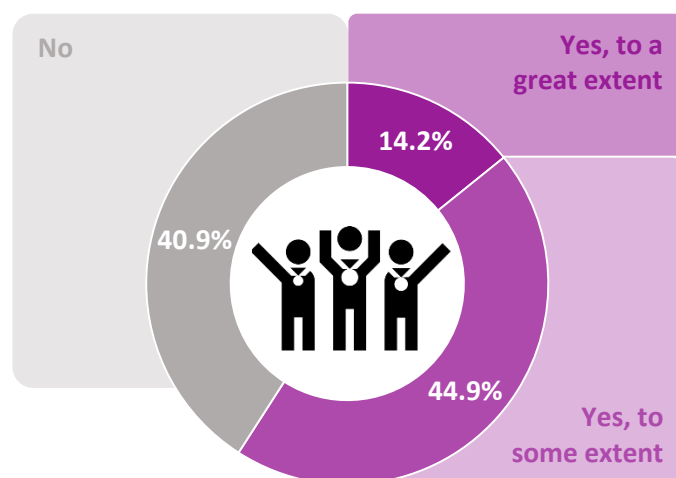
*Source: CoreData Great Outdoors Survey (September 2017)*

*Question: Have you ever had a dream about being a professional sportsperson when you were young?*

More than two in five (42.7%) respondents say they have had dreams about being a professional sportsperson when they were young.

Males are more than twice as likely as females to say they have had dreams about being a professional sportsperson when they were young (60.9% vs. 28.3%). Gen Ys are most likely to share the same sentiment, while Baby Boomers are the least likely to (44.3% and 32.8% respectively).

Do you think your children could be real contenders for becoming professional sports persons one day with the right support?



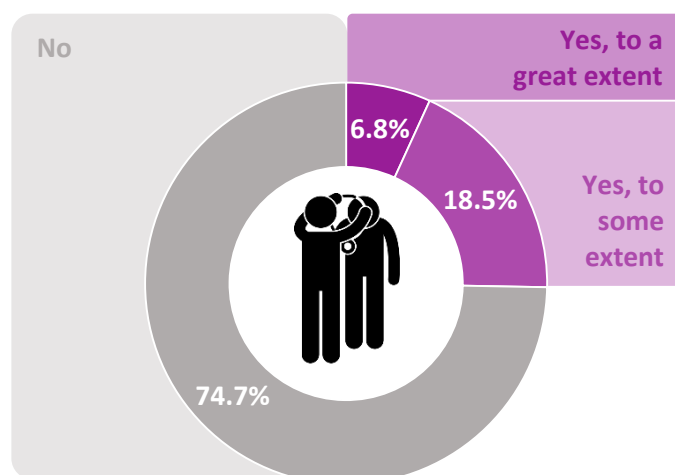
*Source: CoreData Great Outdoors Survey (September 2017)*

*Question: Do you think your children could be real contenders for becoming professional sports persons one day with the right support?*

Close to three in five (59.1%) respondents think their children could be real contenders for becoming professional sports persons one day with the right support.

Gen Ys are most likely to think their children could be real contenders for becoming professional sports persons one day with the right support, while Baby Boomers are the least likely to think so (65.8% and 49.6% respectively). Queensland respondents are most likely to share the same sentiment, while NSW respondents are the least likely to (66.4% and 53.8% respectively).

Are your children living out some of your sporting dreams and aspirations through their sporting achievements?



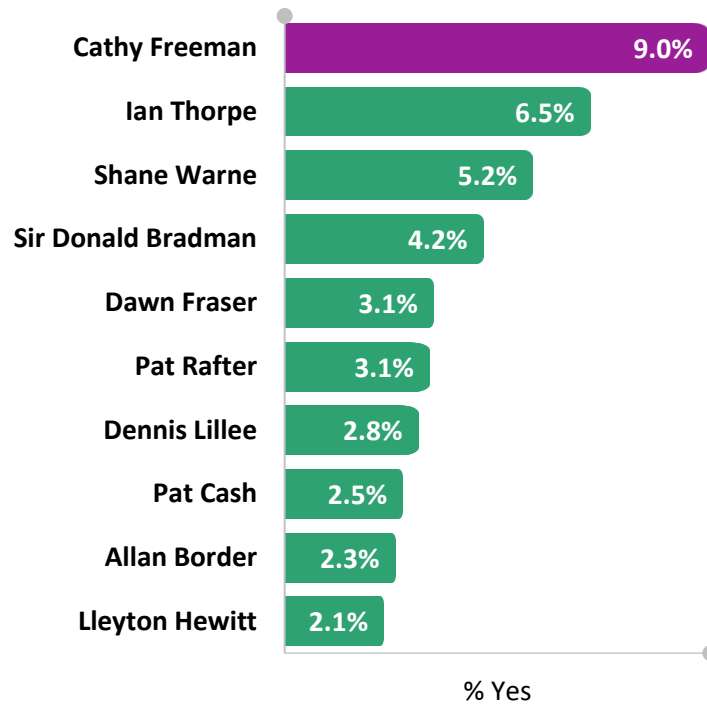
Source: CoreData Great Outdoors Survey (September 2017)

Question: Are your children living out some of your sporting dreams and aspirations through their sporting achievements?

A quarter (25.3%) of respondents admit their children are living out some of their sporting dreams and aspirations through their sporting achievements.

Fathers are more likely to say their children are living out some of their sporting dreams and aspirations through their sporting achievements (33.2% vs. 19.2%). NSW respondents are most likely to share the same opinion, while Western Australians are the least likely to (31.0% and 18.8% respectively).

Who are the most iconic Australian celebrities associated with the outdoor life from past and present that come to the top of your mind?



\*Top 10 answers

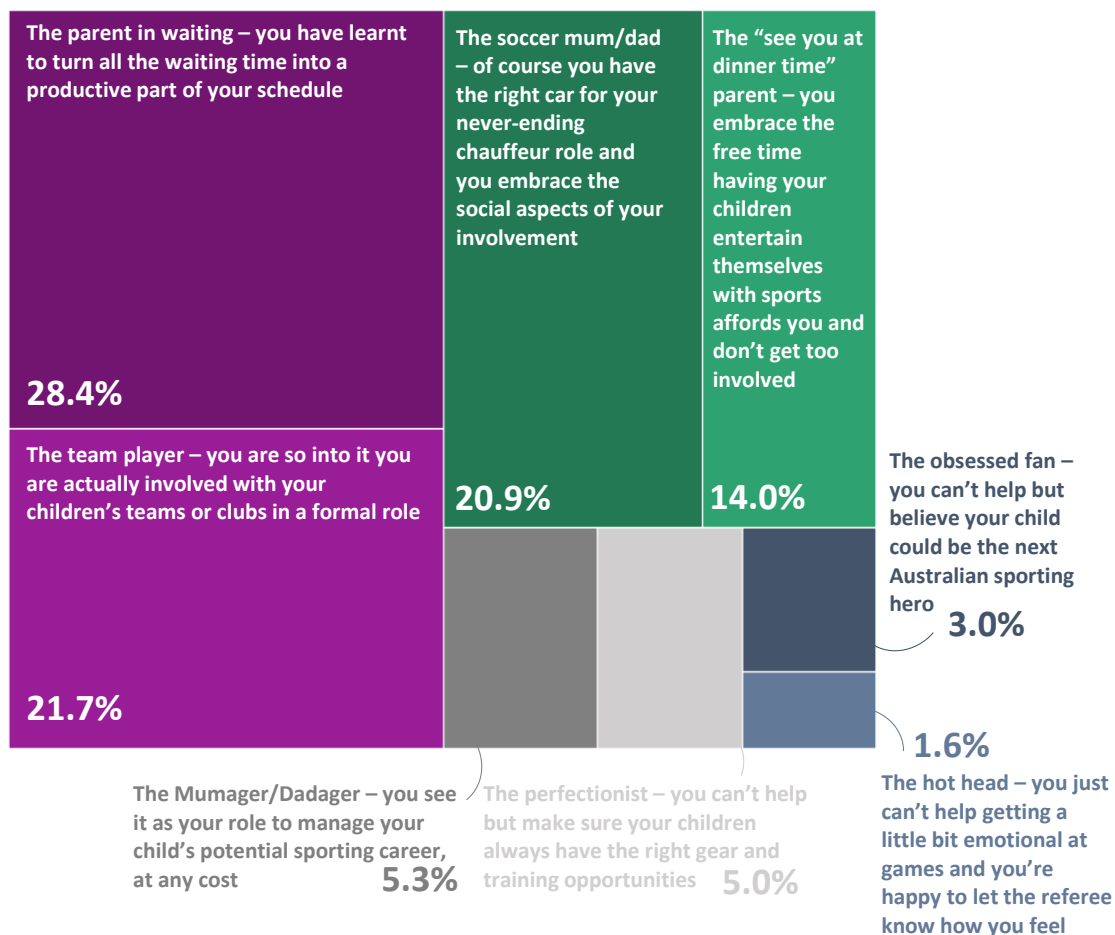
\*Multiple answers allowed

Source: CoreData Great Outdoors Survey (September 2017)

Question: Who are the most iconic Australian celebrities associated with the outdoor life from past and present that come to the top of your mind?

Close to one in 10 (9.0%) respondents say Cathy Freeman is the most iconic Australian celebrity they associate with outdoor life. Next on the list are Ian Thorpe (6.5%), Shane Warne (5.2%), Sir Donald Bradman (4.2%), Dawn Fraser and Pat Rafter (both 3.1%).

What 'type' of parent do you see yourself as in regards to involvement with your children's sporting activities? If you were forced to choose, which of the following 'personas' best describe you?



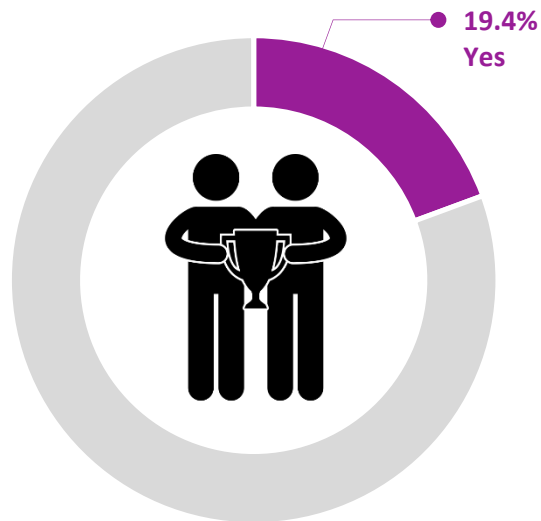
Source: CoreData Great Outdoors Survey (September 2017)

Question: What 'type' of parent do you see yourself as in regards to involvement with your children's sporting activities? If you were forced to choose, which of the following 'personas' best describe you?

Close to three in 10 (28.4%) respondents see themselves as the 'parent in waiting' when it comes to their involvement with their children's sporting activities. Similar proportions say they are the 'team player' (21.7%) or the 'soccer mum/dad' (20.9%). One in seven (14.0%) describe themselves as the 'see you at dinner time' parent.



Do you feel that you take your children's sporting activities more seriously than they do?



*Source: CoreData Great Outdoors Survey (September 2017)  
Question: Do you feel that you take your children's sporting activities more seriously than they do?*

Close to one in five (19.4%) respondents feel they take their children's sporting activities more seriously than their kids do.

## SUMMER SAFETY

- Parents estimate their children spend about 10 hours every week playing sport or being active during summer, with the majority thinking the amount of time is just about right.
- However, many think the amount of time their kids spend outdoors during summer is a lot less compared to them when they were at their kids' age, which means less exposure to fresh air and/or sun, less exercise and missing out on fun.
- Parents most commonly encourage their kids to get outdoors more by spending time taking them places and supervising them, although they acknowledge key barriers in the form of competition with screens and safety concerns, including stranger danger.
- Recognising these concerns, parents take the safety of their children quite seriously when it comes to being outdoors, particularly through supervision.

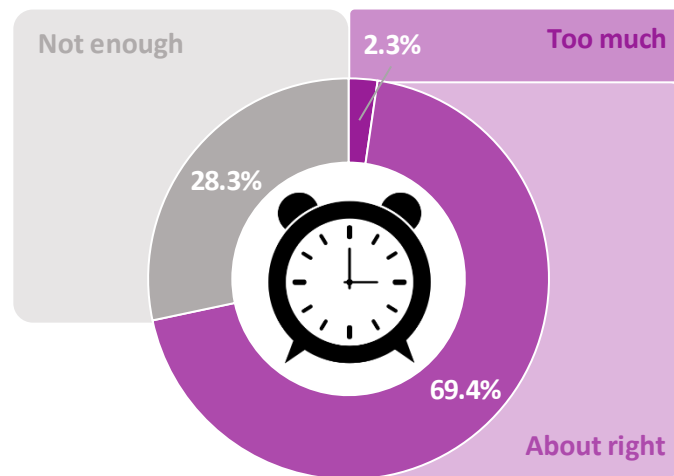
How many hours would you estimate your children spend outside every week on average playing sport or being active during summer?



*Source: CoreData Great Outdoors Survey (September 2017)  
Question: How many hours would you estimate your children spend outside every week on average playing sport or being active during summer?*

Respondents estimate their children spend an average of 10.3 hours outside every week playing sport or being active during summer.

Is this roughly more or less time than you think is ideal for them to be outdoors?

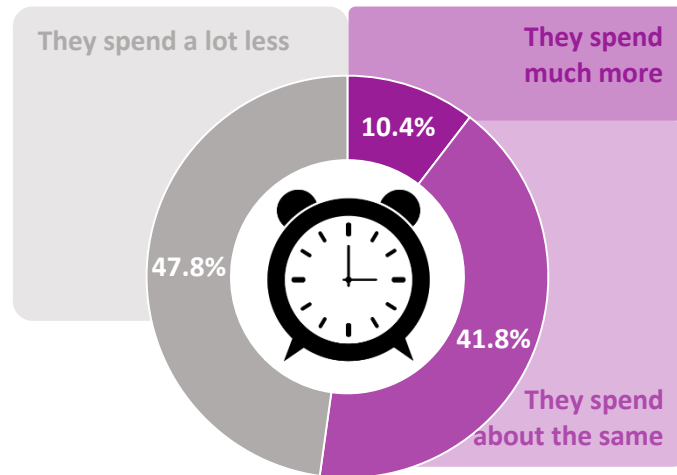


*Source: CoreData Great Outdoors Survey (September 2017)  
Question: Is this roughly more or less time than you think is ideal for them to be outdoors?*

Close to seven in 10 (69.4%) respondents think the amount of time their kids spend outdoors during summer is just about right. However, close to three in 10 (28.3%) think the time spent is not enough.

NSW respondents are the most likely to say the amount of time their kids spend outdoors during summer is just about right (74.8%), while Queensland respondents are the most likely to think the time spent is not enough (33.9%).

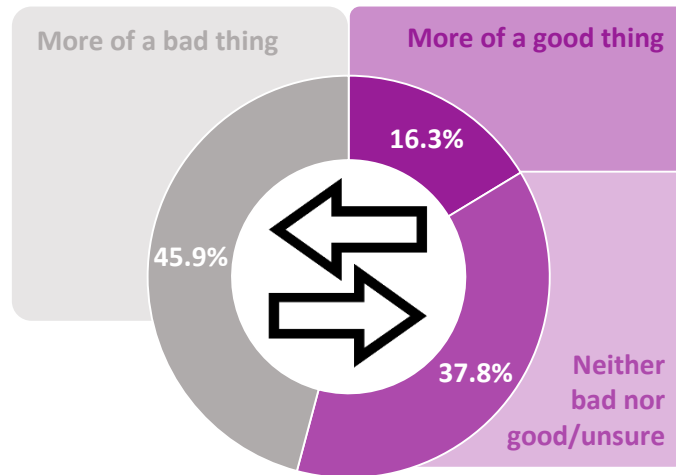
How similar is this amount of time compared to you when their age?



*Source: CoreData Great Outdoors Survey (September 2017)*  
*Question: How similar is this amount of time compared to you when their age?*

Close to half (47.8%) of respondents think the amount of time their kids spend outdoors during summer is a lot less compared to them when they were at their kids' age, while more than two in five (41.8%) think their kids spend about the same amount of time. One in 10 (10.4%) think their kids spend much more time outdoors compared to them when they were at their kids' age.

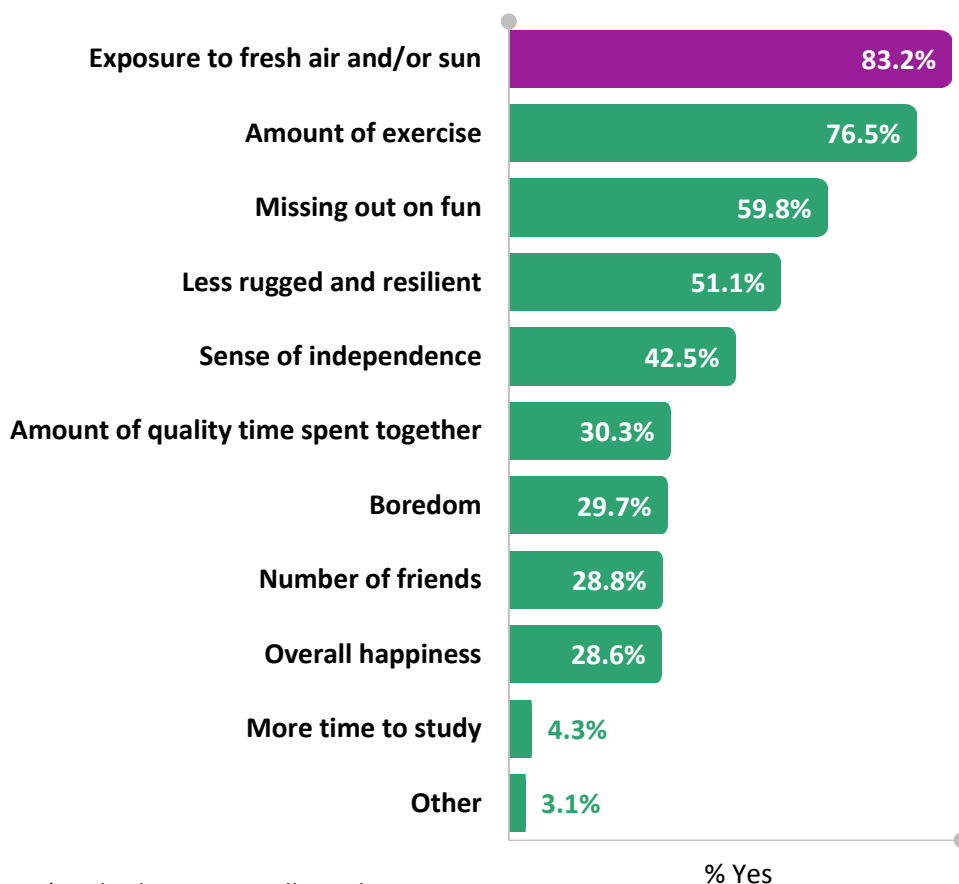
Do you think this change is more of a good thing or a bad thing?



*Source: CoreData Great Outdoors Survey (September 2017)*  
*Question: Do you think this change is more of a good thing or a bad thing?*

For respondents who think the amount of time their kids spend outdoors during summer is a lot less or a lot more compared to them when they were at their kids' age, close to half (45.9%) think this is more of a bad thing while one in six (16.3%) think this is more of a good thing. Close to two in five (37.8%) are undecided whether this change is more of a good or bad thing.

What impact do you think spending less time outdoors has on your children?



\*Multiple answers allowed

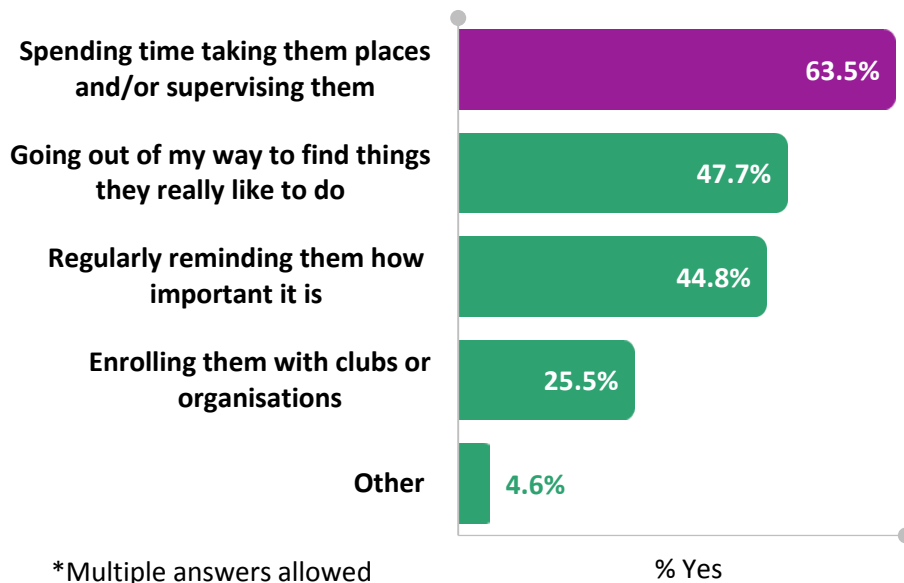
Source: CoreData Great Outdoors Survey (September 2017)

Question: What impact do you think spending less time outdoors has on your children?

For respondents who think their children spend less time than they think is ideal for kids to be outdoors, four in five (83.2%) count their kids' exposure to fresh air and sunlight as one of the biggest impacts. They also list the amount of exercise (76.5%) and kids missing out on fun (59.8%) as other effects of kids spending less time outdoors.

Respondents also think spending less time outdoors impacts their children's ruggedness and resiliency (51.1%), sense of independence (42.5%) or overall happiness (28.6%).

What are the ways you are encouraging your children to get outdoors more?



\*Multiple answers allowed

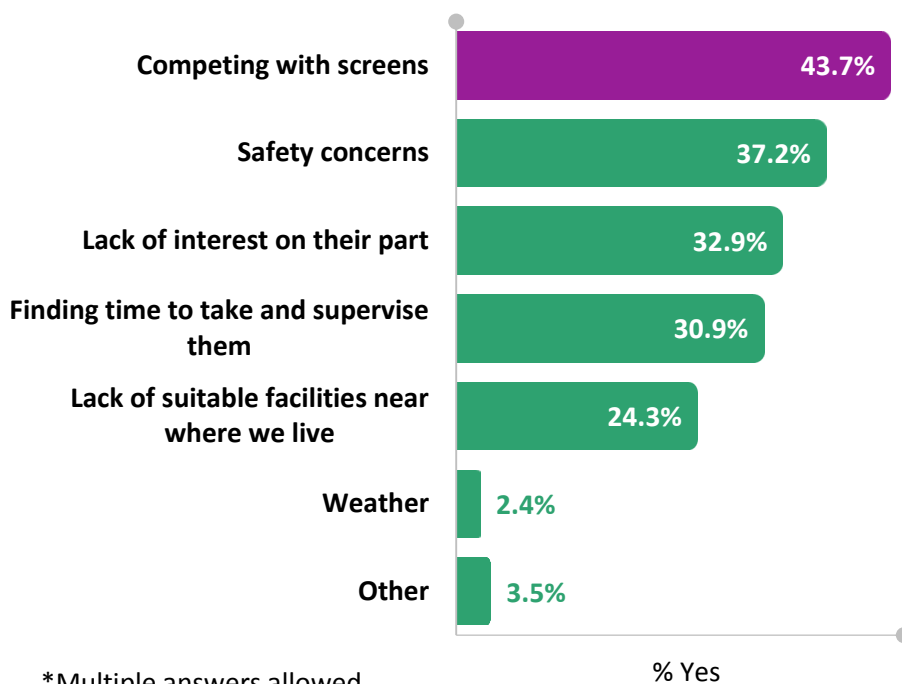
% Yes

Source: CoreData Great Outdoors Survey (September 2017)

Question: What are the ways you are encouraging your children to get outdoors more?

The majority (63.5%) of respondents encourage their kids to get outdoors more by spending time taking them places and/or supervising them. Similar proportions say they get out of their way to find things their kids really like to do or regularly remind their kids how important it is to get outdoors more (both 47.7%). More than one in five (25.5%) respondents enrol their kids with clubs or organisations.

What are the key barriers you have experienced in encouraging your children to get outdoors more?



\*Multiple answers allowed

Source: CoreData Great Outdoors Survey (September 2017)

Question: What are the key barriers you have experienced in encouraging your children to get outdoors more?

More than two in five (43.7%) respondents cite competing with screens as a key barrier in encouraging their children to get outdoors more. Safety concerns (37.2%) and lack of interest on their kids' part (32.9%) are also common barriers.



How important do you feel the following precautions are to keep your children safe outdoors and how often do you take these precautions?



Source: CoreData Great Outdoors Survey (September 2017)

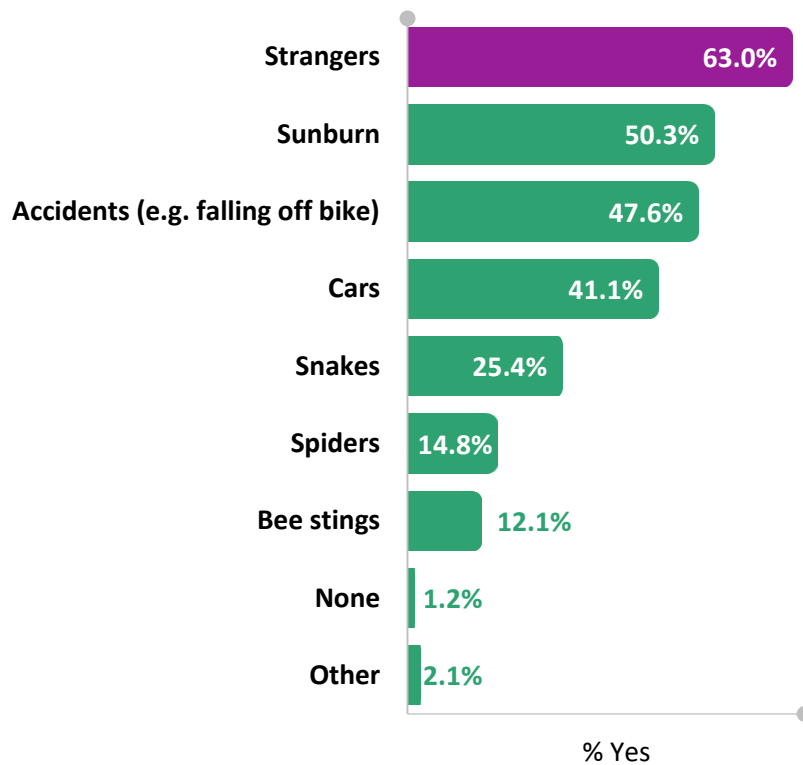
Question: How important do you feel the following precautions are to keep your children safe outdoors and how often do you take these precautions?

Parents clearly take the safety of their children quite seriously when it comes to being outdoors, with the importance and frequency of doing the above being largely in line with one another.

The vast majority of respondents say it is extremely or very important to make sure their children are keeping hydrated with water or that they always or usually do this (89.5% and 91.5% respectively). Likewise, the vast majority say it is extremely or very important for their children to be supervised at all times when in the pool or that they always or usually do this (86.8% and 91.2% respectively).

However, there are some notable differences between importance and frequency, including children being supervised at all times full stop (65.1% and 78.7% respectively) or kids avoiding the heat (65.9% and 78.5% respectively).

What are you most concerned about when your children are playing outdoors?



\*Multiple answers allowed

Source: CoreData Great Outdoors Survey (September 2017)

Question: What are you most concerned about when your children are playing outdoors?

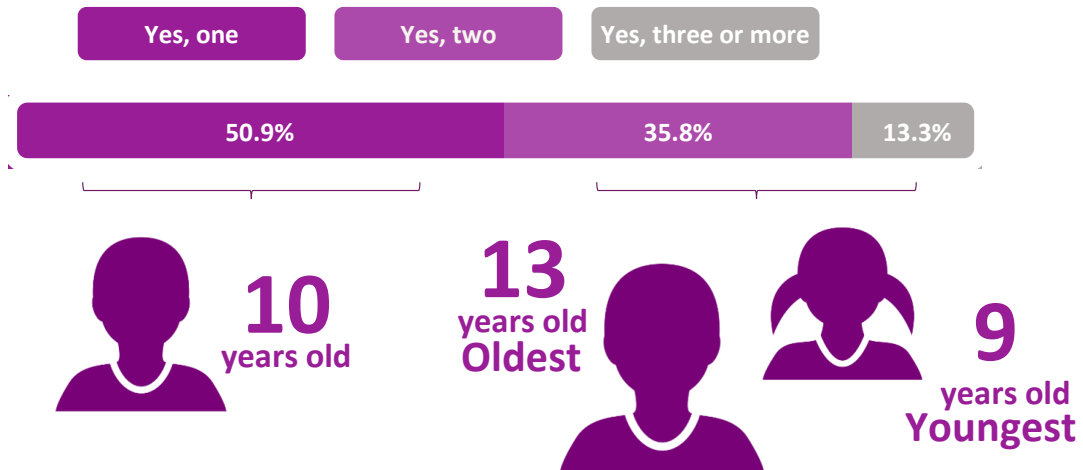
More than three in five (63.0%) respondents say they are most concerned about strangers lurking about when their children are playing outdoors. They are also mainly concerned with sunburn (50.3%), accidents such as falling off while riding their bikes (47.6%) and cars driving past (41.1%).

## DEMOGRAPHICS

Include screening questions here:

*Are you the parent of any dependent children living at home between 6 and 18 years old?*

*How old is this child/are these children?*



*Source: CoreData Great Outdoors Survey (September 2017)*

*Question: Are you the parent of any dependent children living at home between 6 and 18 years old? How old is this child? How old are these children?*

Gender	
Female	56.2%
Male	43.8%
<b>Total</b>	<b>100.0%</b>

Age Group	
29 years old and below	12.4%
30 - 39 years old	40.3%
40 - 49 years old	32.8%
50 - 59 years old	11.9%
60 years old and above	2.7%
<b>Total</b>	<b>100.0%</b>

Age Generation	
Generation Y (35 years old & below)	37.9%
Generation X (36 - 50 years old)	51.8%
Baby Boomers (51 - 70 years old)	10.2%
Pre-Boomers (71 years old and above)	-
<b>Total</b>	<b>100.0%</b>

Area of Residence	
The capital city of my state/territory	63.5%
A regional centre	26.4%
A rural area	10.1%
<b>Total</b>	<b>100.0%</b>

State	
NSW	18.5%
QLD	20.8%
VIC	20.7%
WA	19.8%
SA	13.2%
Other states and territories	7.1%
<b>Total</b>	<b>100.0%</b>

Marital Status	
Single	12.6%
Living with partner/married	78.4%
Separated/divorced/widowed	8.8%
Other	0.1%
<b>Total</b>	<b>100.0%</b>

Living Arrangements	
Living with your children (under 18 years) at home	89.1%
Living with your children (over 18 years) at home	10.2%
Other	0.7%
<b>Total</b>	<b>100.0%</b>

Educational Attainment	
Primary	-
Part of high school	8.3%
Completed high school	21.0%
Diploma or certificate qualification	36.1%
Degree qualification	23.2%
Postgraduate qualification	11.3%
<b>Total</b>	<b>100.0%</b>

Work Status	
I am in full-time work	44.4%
I am in part-time work	22.5%
I have retired from work completely	2.1%
I am transitioning to retirement and working on a pa	0.2%
I am in full-time home duties	20.6%
I am a full-time student	1.8%
I am not in work at present	7.4%
Other	1.0%
<b>Total</b>	<b>100.0%</b>

Employment	
Self-employed	5.6%
Employed full-time	41.6%
Employed part-time	19.9%
Engaged mainly in home duties	19.6%
Retired	1.7%
Not employed at present	8.1%
Student	2.8%
Other	0.7%
<b>Total</b>	<b>100.0%</b>

Personal Income	
\$20,000 or less	22.2%
\$20,001 to \$30,000	12.7%
\$30,001 to \$40,000	10.4%
\$40,001 to \$50,000	9.5%
\$50,001 to \$60,000	7.1%
\$60,001 to \$70,000	8.2%
\$70,001 to \$80,000	6.2%
\$80,001 to \$90,000	5.1%
\$90,001 to \$100,000	4.3%
\$100,001 to \$125,000	7.1%
\$125,001 to \$150,000	4.3%
\$150,001 to \$200,000	1.8%
More than \$200,000	1.1%
<b>Total</b>	<b>100.0%</b>

Household Income	
\$50,000 or less	24.3%
\$50,001 to \$75,000	18.9%
\$75,001 to \$100,000	16.5%
\$100,001 to \$125,000	14.5%
\$125,001 to \$150,000	12.1%
\$150,001 to \$200,000	9.0%
\$200,001 to \$250,000	2.6%
\$250,001 to \$350,000	1.6%
\$350,001 or more	0.6%
<b>Total</b>	<b>100.0%</b>

Investment Portfolio	
I have no investments	39.3%
\$50,000 or less	15.5%
\$50,001 to \$150,000	13.9%
\$150,001 to \$250,000	7.6%
\$250,001 to \$350,000	5.9%
\$350,001 to \$450,000	4.5%
\$450,001 to \$550,000	4.5%
\$550,001 to \$650,000	2.0%
\$650,001 to \$750,000	1.8%
\$750,001 to \$1 million	2.5%
More than \$1 million to \$3 million	2.1%
More than \$3 million to \$5 million	0.2%
More than \$5 million	0.1%
<b>Total</b>	<b>100.0%</b>

Wealth Segment	
Mass Market	49.0%
Mass Affluent	35.6%
Core Affluent	11.6%
HNW	3.8%
<b>Total</b>	<b>100.0%</b>



# COREDATA

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## ABOUT US

CoreData Research is a global specialist financial services research and strategy consultancy. CoreData Research understands the boundaries of research are limitless and with a thirst for new research capabilities and driven by client demand; the group has expanded over the past few years into the Americas, Africa, Asia, and Europe.

CoreData Group has operations in Australia, the United Kingdom, the United States of America, Brazil, Singapore, South Africa and the Philippines. The group's expansion means CoreData Research has the capabilities and expertise to conduct syndicated and bespoke research projects on six different continents, while still maintaining the high level of technical insight and professionalism our repeat clients demand.

With a primary focus on financial services CoreData Research provides clients with both bespoke and syndicated research services through a variety of data collection strategies and methodologies, along with consulting and research database hosting and outsourcing services.

CoreData Research provides both business-to-business and business to- consumer research, while the group's offering includes market intelligence, guidance on strategic positioning, methods for developing new business, advice on operational marketing and other consulting services.

The team is a complimentary blend of experienced financial services, research, marketing and media professionals, who together combine their years of industry experience with primary research to bring perspective to existing market conditions and evolving trends.

CoreData Research has developed a number of syndicated benchmark proprietary indexes across a broad range of business areas within the financial services industry.

- Experts in financial services research
- Deep understanding of industry issues and business trends
- In-house proprietary industry benchmark data
- Industry leading research methodologies
- Rolling benchmarks

The team understands the demand and service aspects of the financial services market. It is continuously in the market through a mixture of constant researching, polling and mystery shopping and provides in-depth research at low cost and rapid execution. The group builds a picture of a client's market from hard data which allows them to make efficient decisions which will have the biggest impact for the least spend.



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