

# Background



The wider benefits that come from being active and engaging in sports are universally recognised. Street Games' focus is to address the inequalities of opportunity & participation suffered by young people growing up in lower-income households and in under-served communities.

The underlying causes and issues of these broader inequalities are complex, and some of the resulting barriers are 'material' (e.g. cost, transport, access to facilities) whilst others are deeply psychological. Some have certainly been made worse by the pandemic and the current cost of living crisis. As such there is certainly no one-size-fits-all solution.

In order to ensure that they are making the very best decisions and maximising their positive impact on young people's lives, Street Games wanted to better understand the *different types* of young person (YP) who might benefit from their support and commissioned Platypus Research to undertake a formal segmentation study on their behalf.

# Scope



In order to get the fullest picture possible the survey was wide-ranging and covered topics including:

Personality



Wider Concerns/  
Priorities



Hobbies/Spare Time



The Role of Sport /  
Getting Active



Role Models /  
Inspiration



Challenges and  
Inequalities



# We adopted a two staged approach

1000 online surveys with 11-24 year olds. A group of 15 respondents from the quant stage and 9 young advisors from Street Games took part in a week long online forum to gain more depth and detail.

**1000** Online Surveys: w/c 27<sup>th</sup> March  
11–24-year-olds. 20 minutes long

Segmenting attitude and behaviour

- Sample obtained via an online panel partner (ResearchBods)
- Respondents screened to ensure they were from **LOW INCOME HH OR DE SOCIAL GRADE.\***
- Quotas imposed to ensure the sample was broadly representative by gender. Age skewed to younger (11-19 years)
- Cluster analysis used to segment the sample by attitude and behaviour



**24** Online Forum: 29<sup>th</sup> May – 5<sup>th</sup> June '23  
15 x 11–24-year-olds from the quant stage  
and 9 x young advisors from Street Games

Sense checking the segments

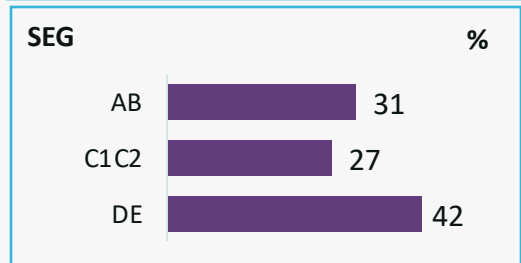
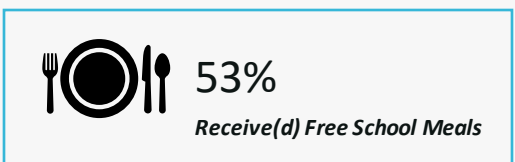
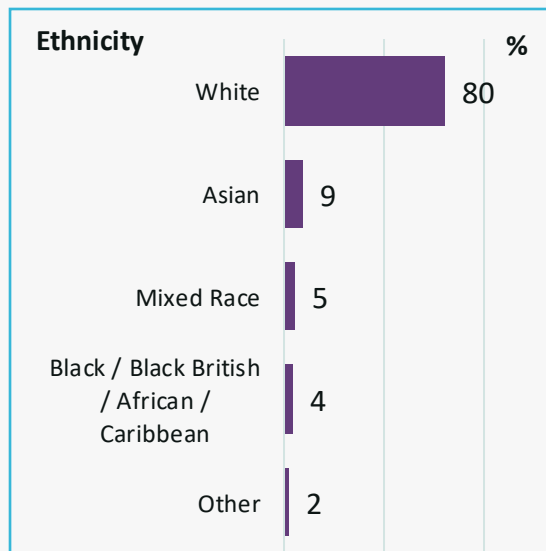
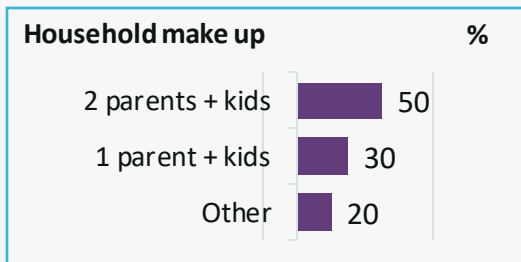
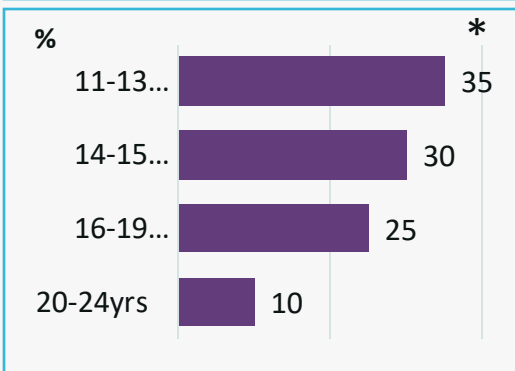
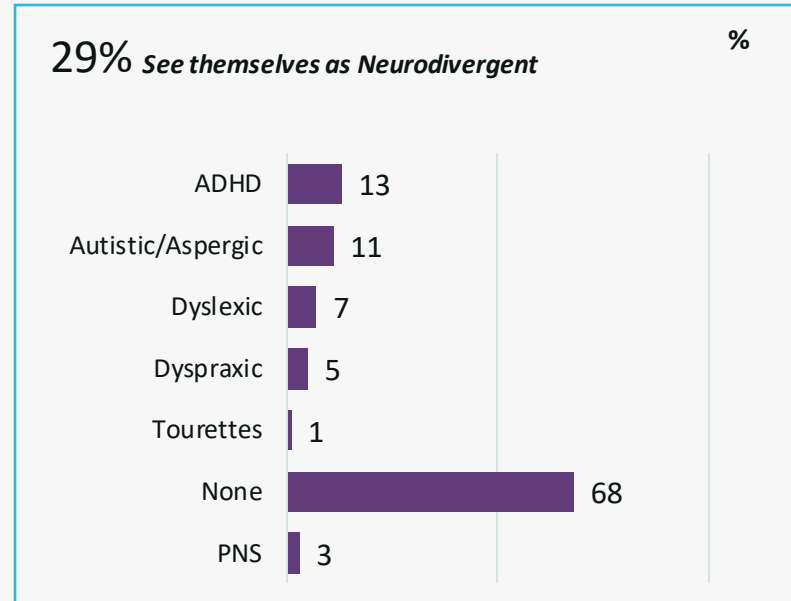
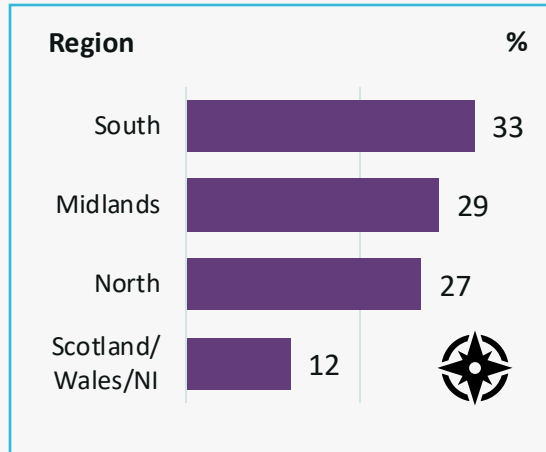
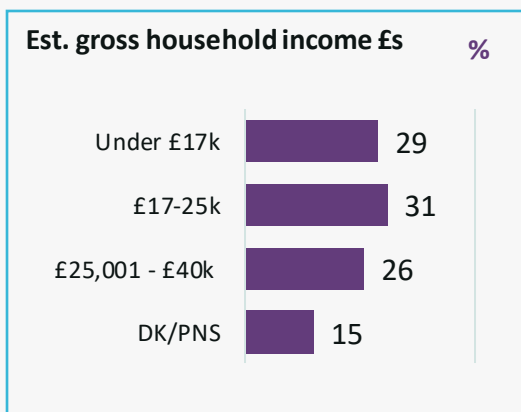
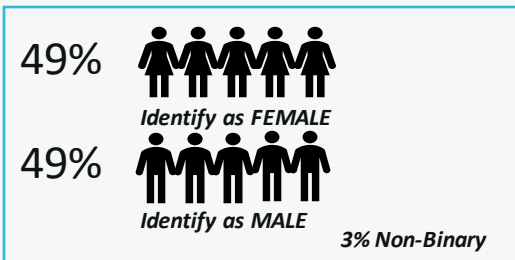
- 16 female
- 8 male
- 4 x 11-13 years
- 3 x 14-15 years
- 11 x 16-19 years
- 6 x 20-24 years



↑ ↓ Indicates a statistically significant higher or lower result than for All Respondents

\*Gross household income below £40k for a two parent/carer family and otherwise below £25k (meaning that some respondents have a relatively low HH income but claim to be from higher SEGs). If HH income unavailable respondents were screened to be from DE households.

# Quantitative Sample Profile



# INSIGHT OVERVIEW: ALL Young People, 11-24yrs, from lower- income families





# Headlines

- **One in 3** of these Young People (YP) have only a **limited Sense of Control** over their own lives
  - Overall, Girls tend to feel somewhat less in control than Boys – something which only gets worse as the Girls get older.
- They worry about a wide variety of things.
  - **Two in every 5** of these YP are currently worried about their **family's finances / the cost-of-living crisis**
  - A similar proportion have concerns about **school/college**.
  - **Around a third** worry about their **mental health and/or feeling lonely or isolated**, about the way that they look, about not being able to achieve their career goals and/or the grades that they need to take the next step.
- These YP **appreciate the wide variety of benefits that sport/physical activity can offer them** and most ('though certainly not all) already enjoy it to some degree and are reasonably confident in taking part.
  - Overall Boys are more enthusiastic than Girls.
  - The *emotions* typically associated with sport / physical activity are positive although for Girls the experience is rather more mixed.



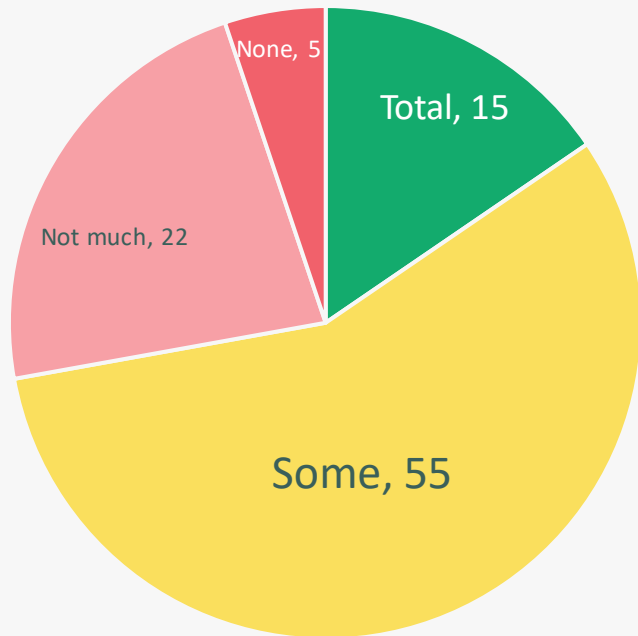
# Headlines (continued)

- **A majority would like to take part in more sport/physical activity in future.**
  - Overall, Boys are more enthusiastic than Girls.
  - Interest declines with age.
  - At least 2 in 3 of those more vulnerable YP e.g., those with Caring responsibilities, those who consider themselves to be Neurodivergent and those with Physical Disabilities, have an appetite for more.
- Whilst **Physical barriers such as cost/time are key to tackle**, many (particularly Girls) cite more **Psychological pressures which hold them back** e.g. a lack of confidence, being self-conscious and/or anxious.
  - **One in 3** of these YP say that they are **now doing LESS as a result of the cost-of-living crisis** and this proportion climbs higher for those with Caring Responsibilities, those who consider themselves Neurodivergent and/or with a Physical Disability.
  - **Two in 5** say that they have **ever felt discriminated against whilst taking part**: this increases for Girls, Non-White YP, those with Caring Responsibilities, those who consider themselves Neurodivergent and/or with a Physical Disability.

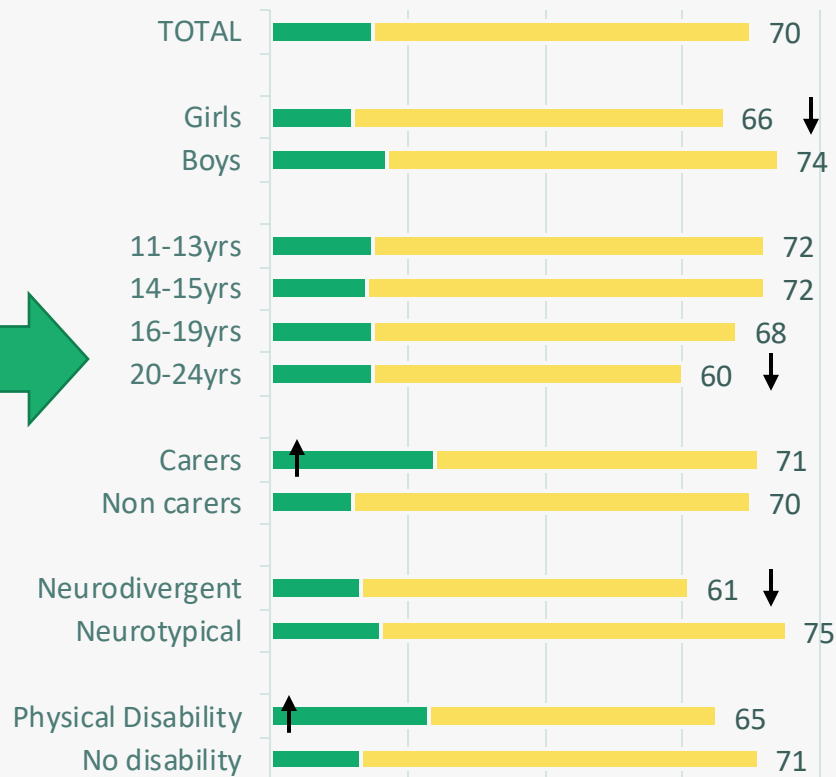
# One in 3 feel they've only a limited sense of CONTROL over their lives.

Girls tend to feel less in control than Boys as do those who know/believe that they are Neurodivergent. In contrast, those with Caring responsibilities and those with Physical Disabilities are rather *more* likely to feel Totally in Control, perhaps because they have to be much of the time.

Do you feel you have control over your life at the moment (%)?



% Feeling Total/Some control



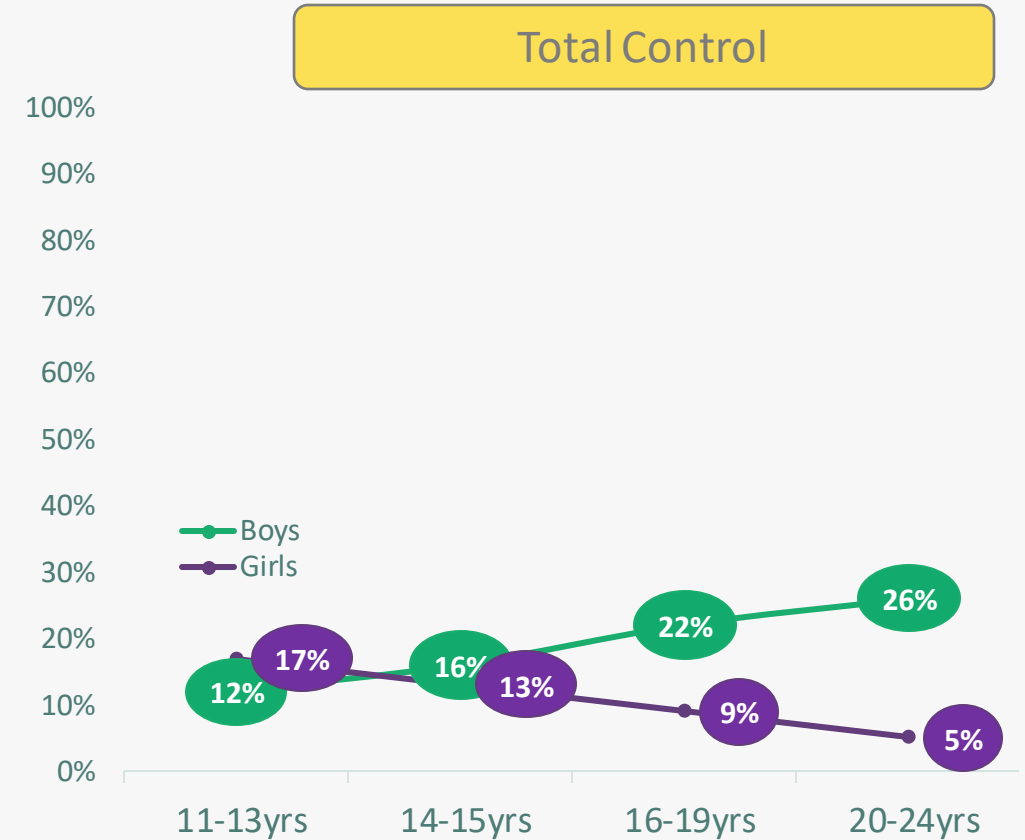
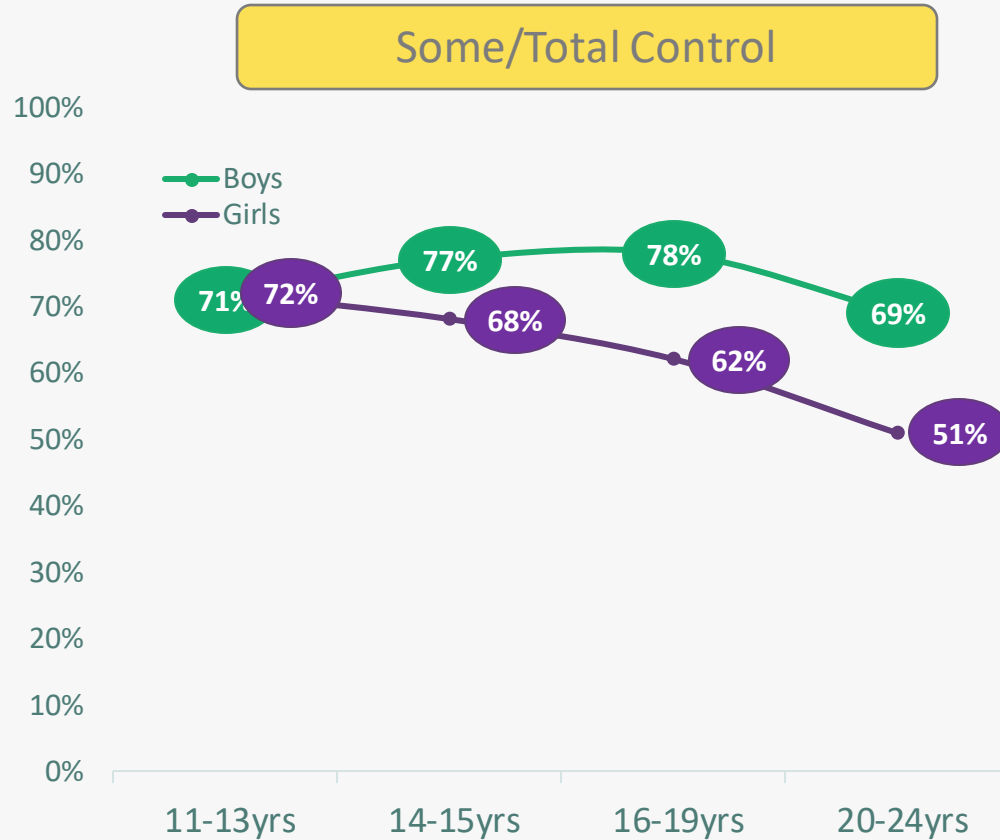
Suggests the sense of control Young People have falls away a little as they reach 16yrs+

However, this is not the full picture...



# For Girls, there's a sharp decline in the sense that they are in control as they get older.

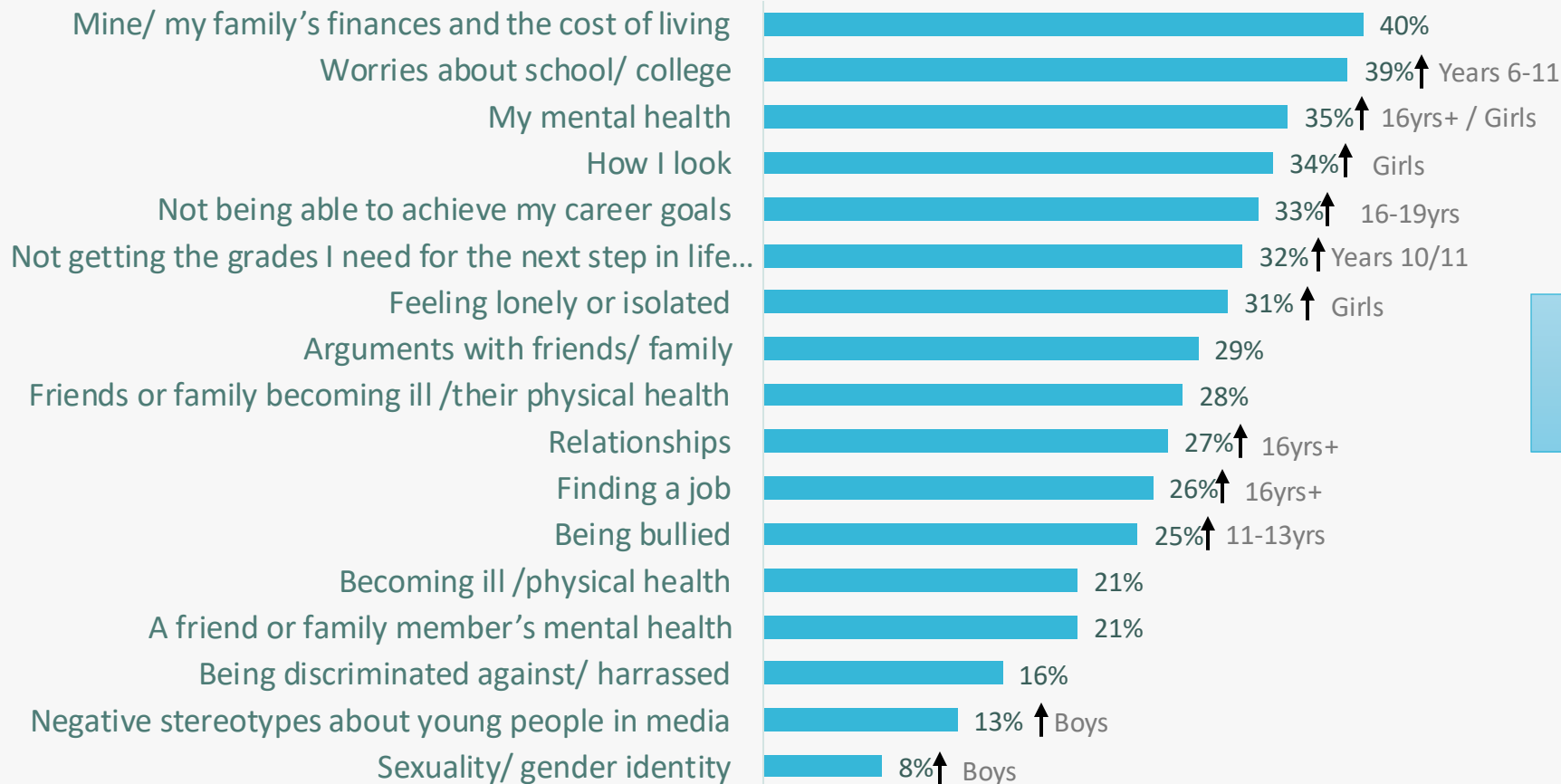
Whereas for Boys the overall figures hold-up and we see an *increase* in the % feeling Totally in control as they get older.



# These Young People have plenty on their minds.

Two in every 5 admit to being worried about their /their family's finances & the cost of living with almost the same proportion saying that they have concerns over school/college. Their focus changes over time with 16 appearing to be a bit of a tipping point.

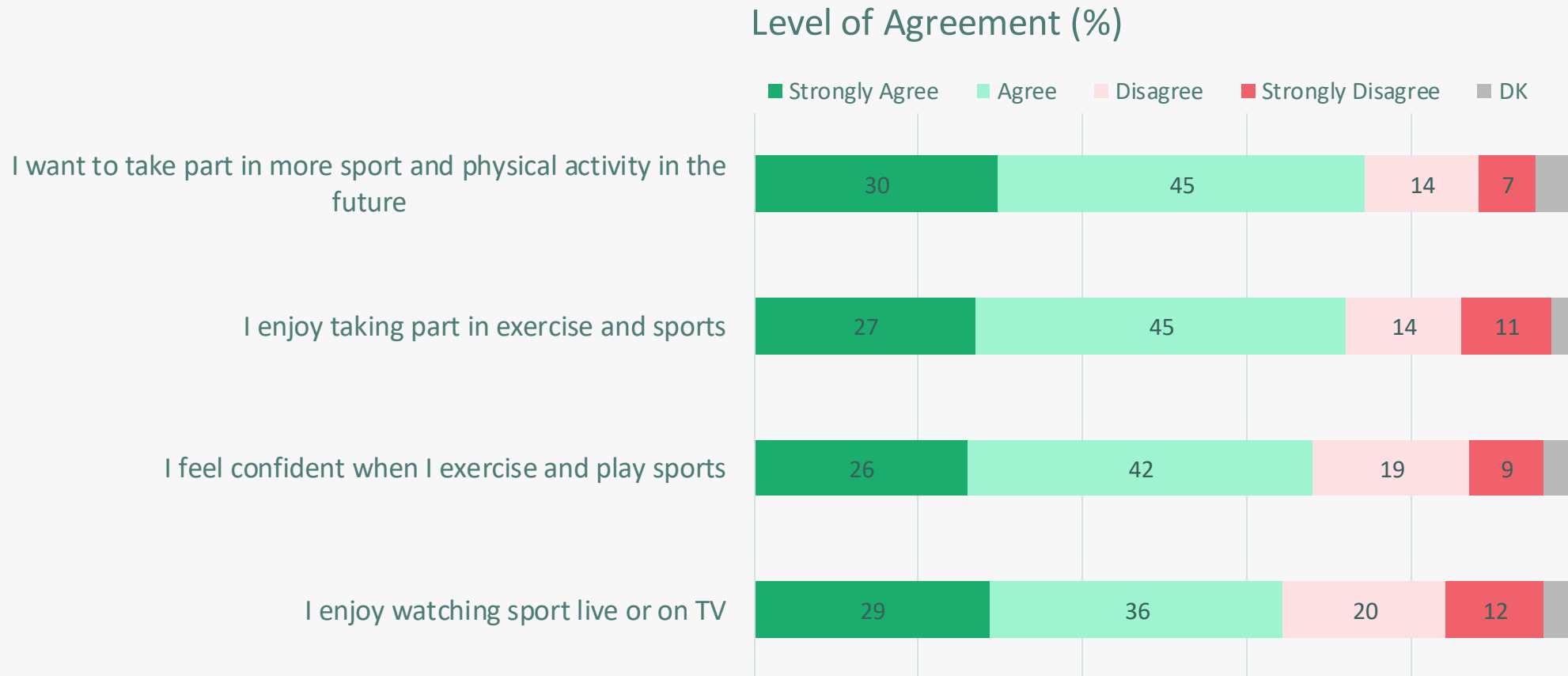
Worried about at the moment (%)



Each Young Person chose, on average, 4-5 of these 17 different worries

# There's a strong appetite for building more sport/physical activity into their lives

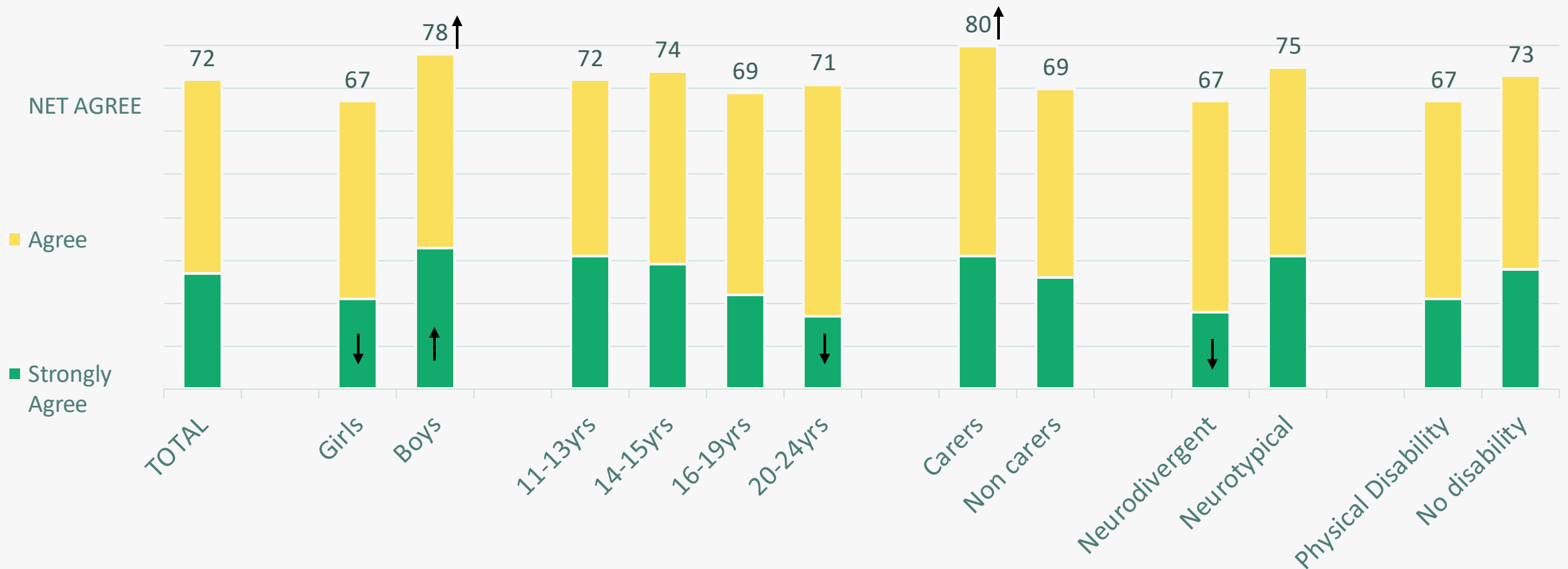
Most already enjoy it & feel confident to some degree and around 2 in 3 enjoy watching it on TV/live.



# However, there is considerable variations in terms of who is already enjoying sport/physical activities

Boys gain more enjoyment than girls. Those with caring responsibilities feel particular benefits whilst those who consider themselves neurodivergent and those with physical disabilities currently derive slightly less enjoyment.

% I enjoy taking part in exercise and sports



# Current levels of enjoyment don't always tell the whole story

For example, whilst those who are/consider themselves to be neurodivergent have significantly lower enjoyment scores than their peers, they have very similar levels of enthusiasm. And those over 16 yrs often admit that they want to take part more, in spite of having some of the lowest current enjoyment scores.

Girls significantly lower than Boys across the board

Enjoyment decreases with age, as does confidence, although to a lesser extent. HOWEVER, the appetite to take part in more activities is evident across most ages.

Many Carers have a strong connection with sport

Although currently enjoying it less, there's still appetite evident for Neurodivergent YP

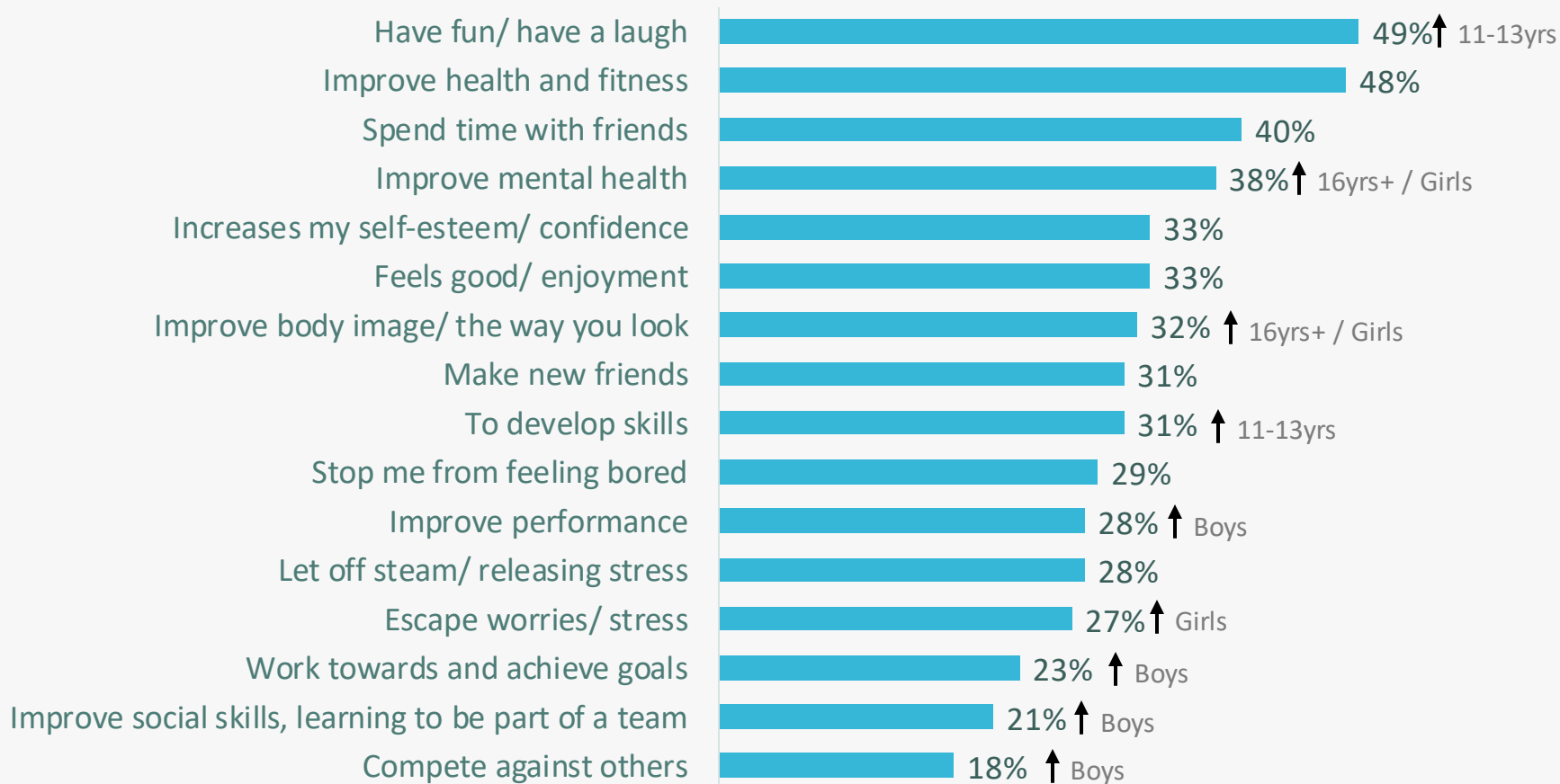
Signs that many with Physical Disabilities are lacking opportunities

% AGREE STRONGLY	Gender		Age Group				Carer Status		Neurodiversity		Physical Disability	
	Girls	Boys	11-13	14-15	16-19	20-24	Carers	Non Carers	Neuro-divergent	Neuro-typical	Physical Disability	No Physical Disability
I enjoy taking part in exercise and sports	↓	↑				↓			↓			
I enjoy watching sport live or on TV	↓	↑					↑					
I feel confident when I exercise and play sports	↓	↑					↑					
I want to take part in more sport and physical activity in the future	↓	↑		↓			↑					

# Young People mostly appreciate that there are a wide range of physical, social & mental benefits

Those who are a little older are more likely to recognise both the physical & mental health benefits. Boys are less likely to mention mental health and are more likely to be motivated by winning/improving.

## Important reasons to take part in sport/physical activity



**75% general well being / life satisfaction**



**66% performance / competition / goals**



**65% social**



**63% physical**

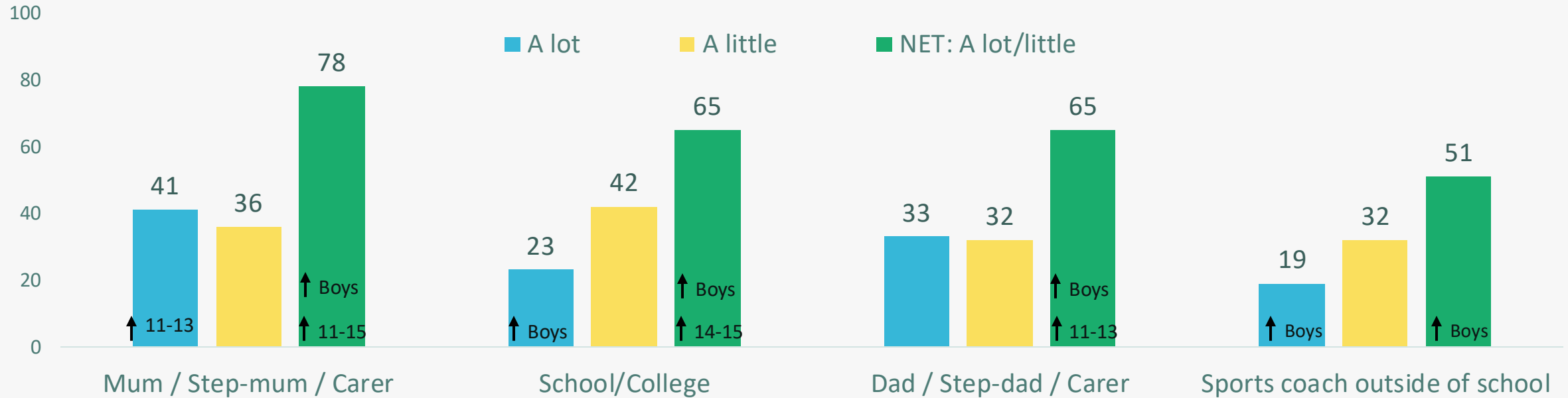


**53% mental health**

# Parents and mums in particular are key to encouraging these young people into getting active

The younger they are the more supported they tend to feel and overall boys tend to feel more supported than girls across all areas

Amount of Help & Encouragement (%)



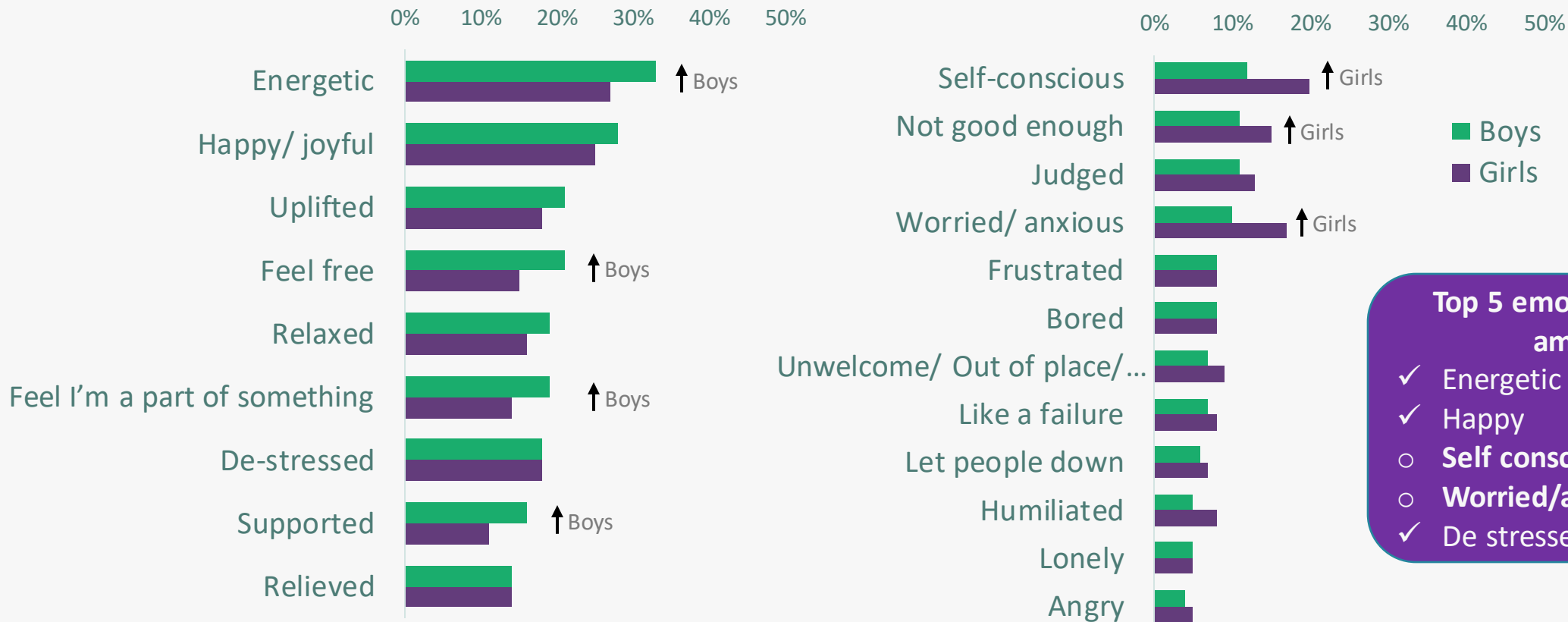
Those who are / believe themselves to be Neurodivergent feel less supported on all fronts

Throughout we see that those who individuals describe their family as 'sporty' tend to have the most positive views & behaviours themselves including a greater sense of support.

# Whilst the emotions felt after activity/sport are mostly positive, for a significant proportion of girls in particular, the experience is less good

Little difference by age

## % TOP 3 Most commonly feel after sport/activity



**Top 5 emotions experienced amongst girls**

- ✓ Energetic
- ✓ Happy
- Self conscious
- Worried/anxious
- ✓ De stressed

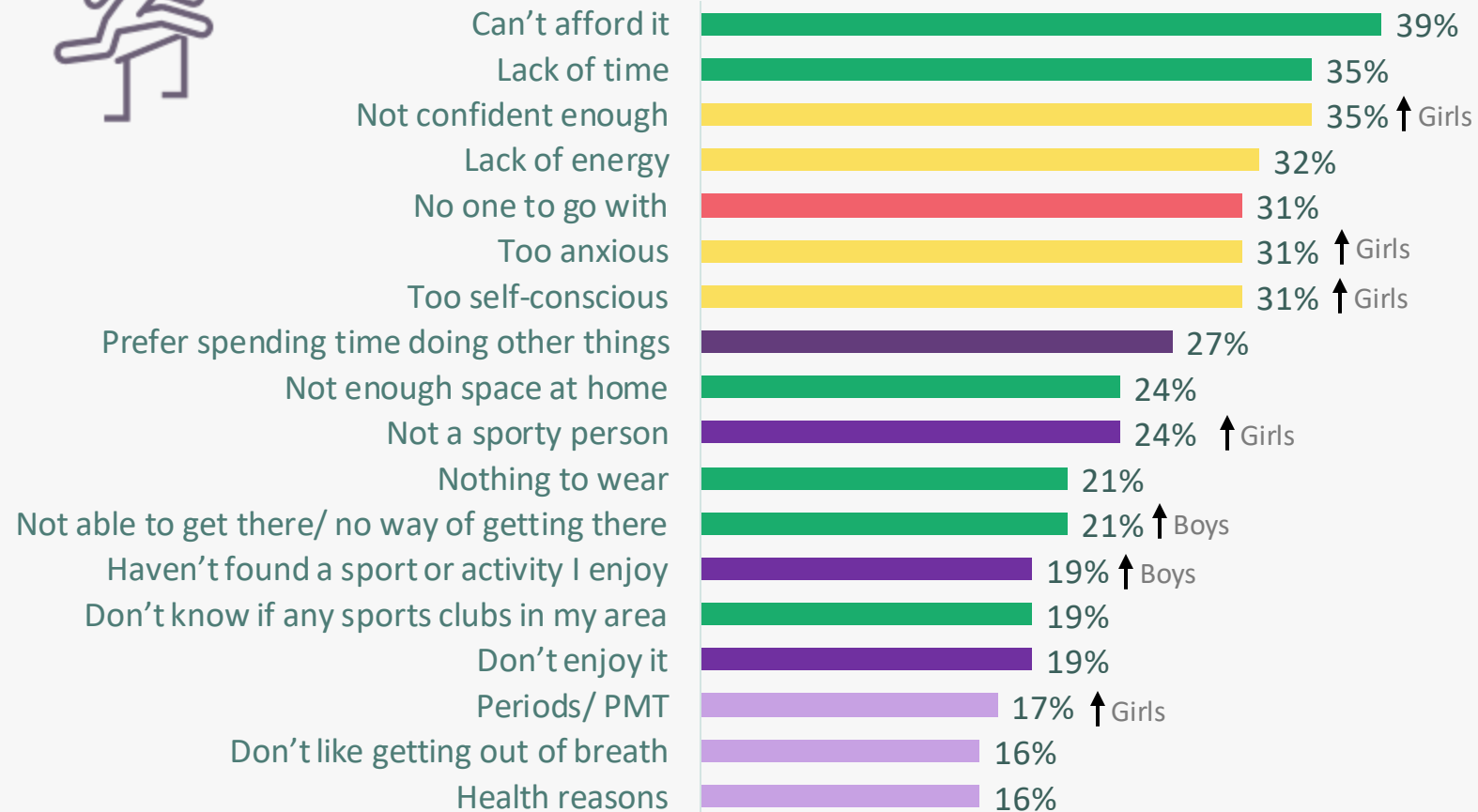


# Cost is a key barrier to taking part although by no means the only one. For girls in particular many barriers are psychological

N.B., Very few differences by Age



## Barriers to taking part in sport/physical activity



Physical

Psychological

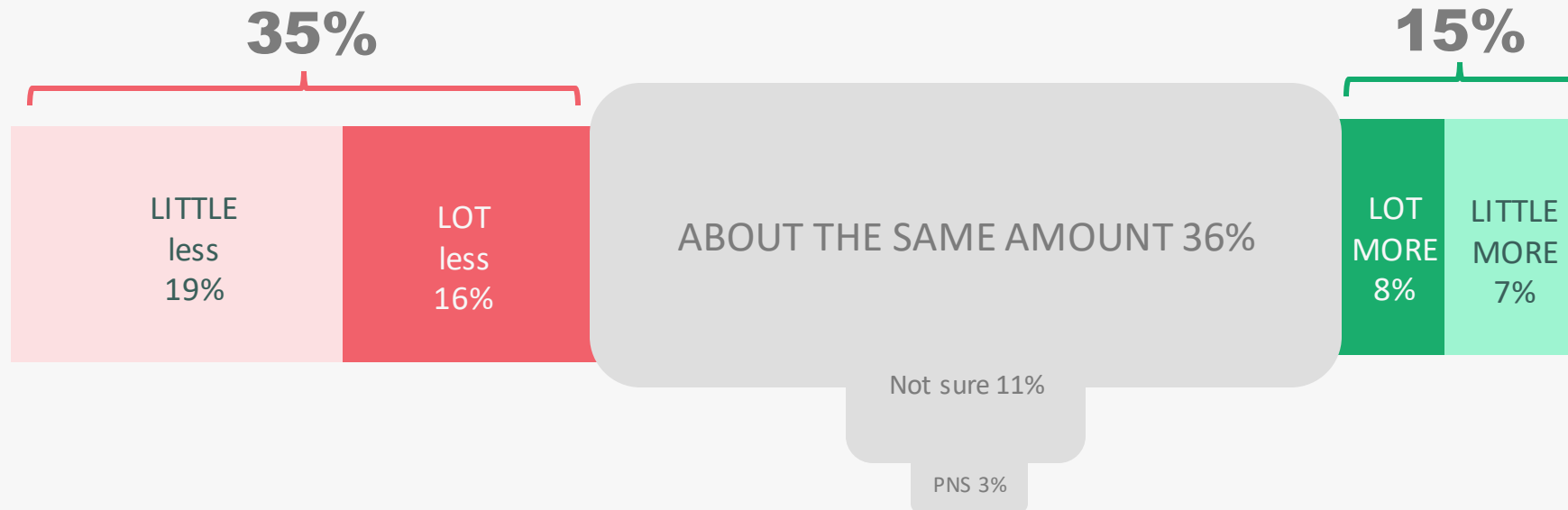
Health

Social

Motivation

# A third feel that the Cost of Living crisis has negatively affected how much they take part in physical activity/sport

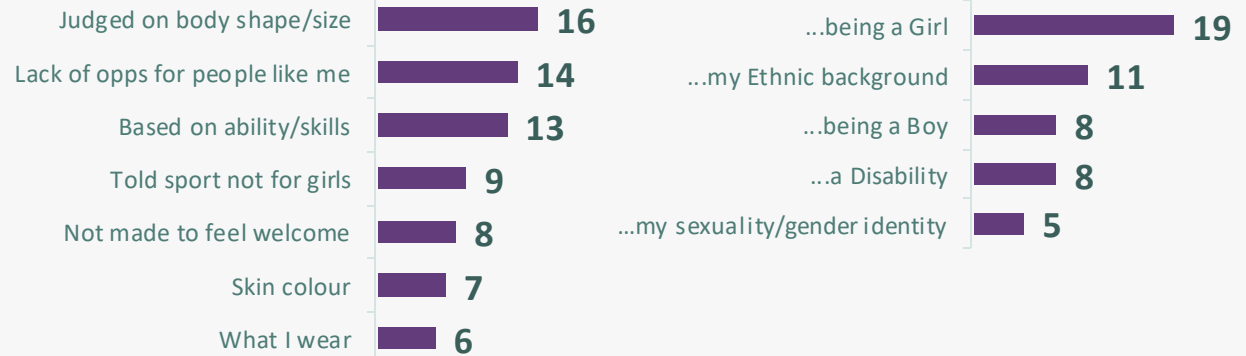
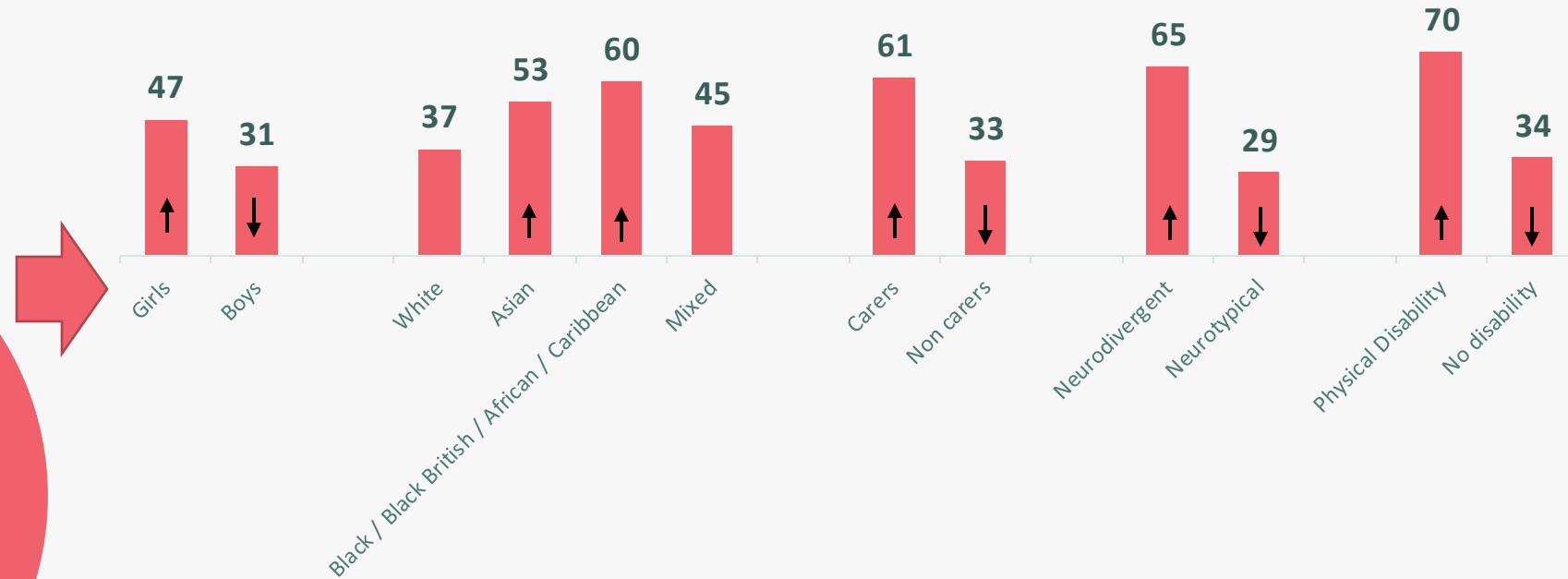
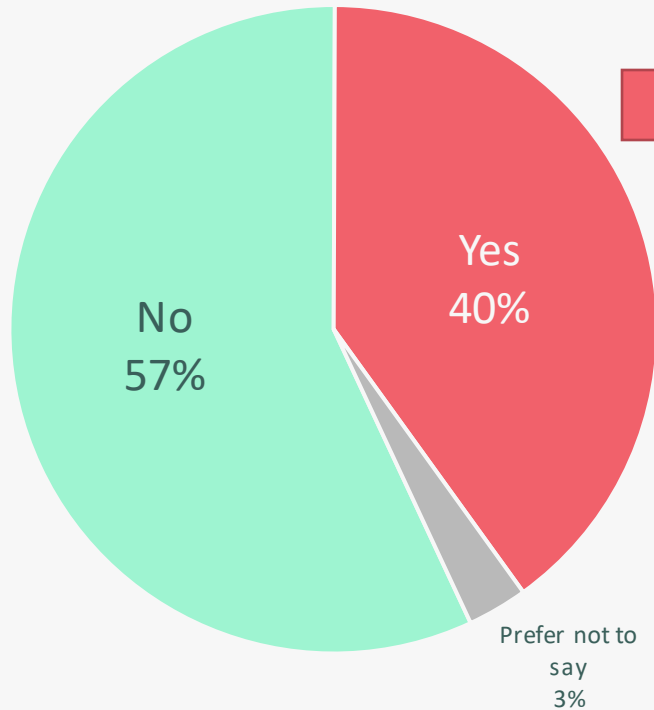
This figure is especially high amongst those with Caring responsibilities with half saying they do less, whilst also being significantly higher than average for those who are Neurodivergent and/or have a Physical Disability/.



# Around 2 in 5 have felt a sense of discrimination in the past

For a variety of reasons, not least for simply being a Girl.

Have you ever felt discriminated against when doing sport / physical activity (%)?



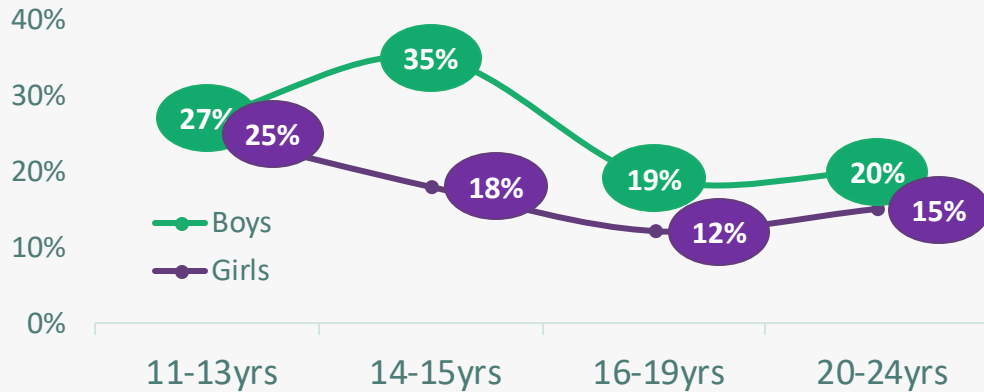
Q4.15. Have you ever felt discriminated against for any of the following reasons when doing sport or physical activity? BASE: 1,000, 494/494/799/94\*/43\*/44\*/228/738/286/681/165/835

\* CAUTION LOW BASE SIZES

# Proportionally more Boys harbour dreams of weaving sport into their professional / academic lives.

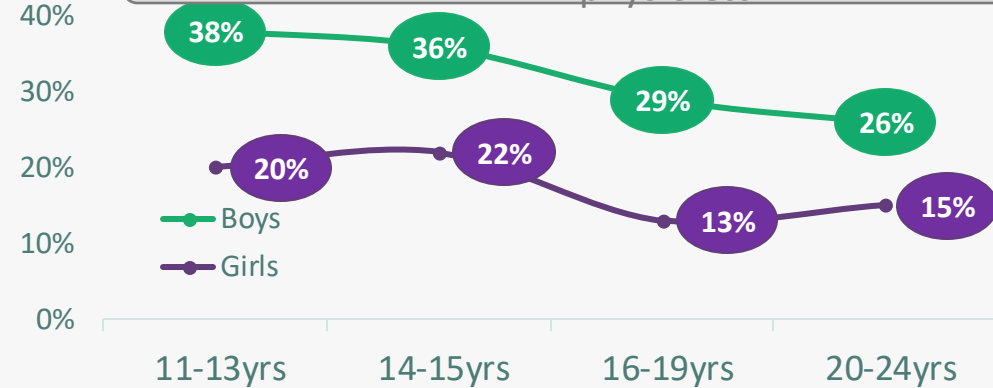
Although these ambitions often fall away with age for both Boys and Girls

Volunteering/coaching for a community sports team/club

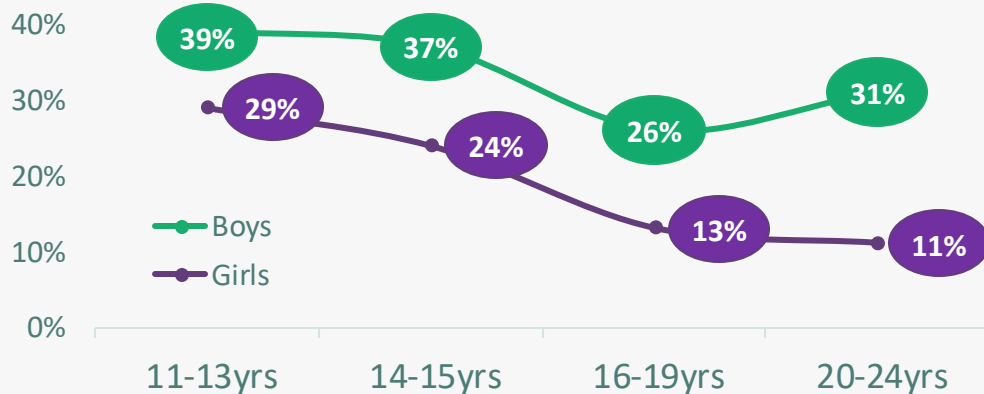


%8-10

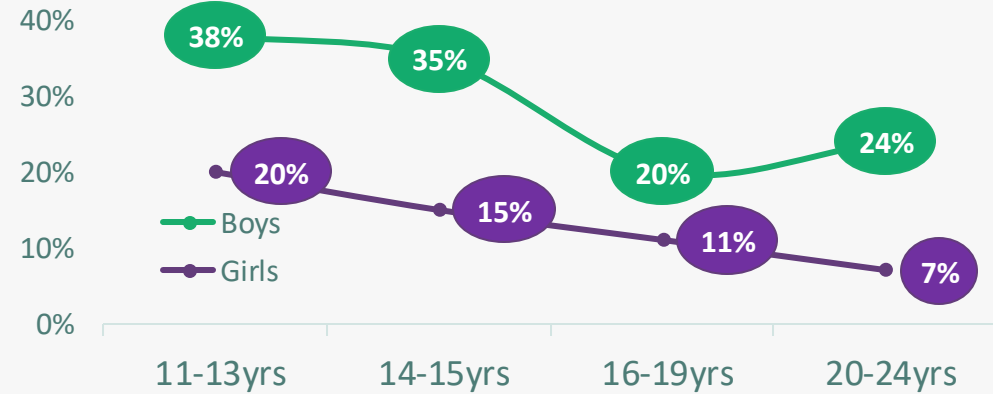
Having a sports related career e.g. prof. sports coach, sports physio etc.



Becoming a professional sports person/athlete/dancer



Studying sports science or gaining a sports related qualification





# Unearthing the Segments

Segment membership is based on a combination of...

1

## Motivators/Triggers

Most important reasons for taking part in sport/physical activity

2

## Barriers

Most important aspects that stop them/make it difficult for them to take part

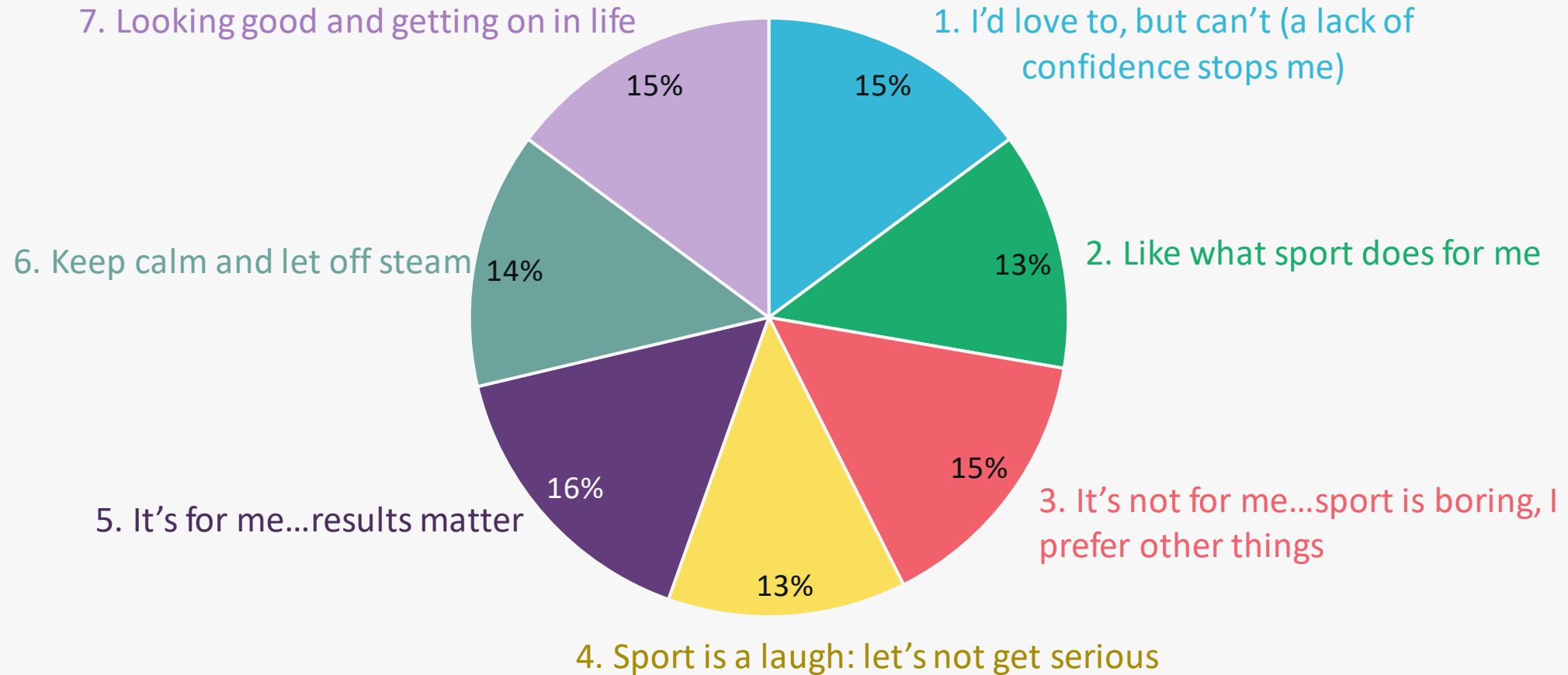
3

## Associated Emotions

Most common emotions they feel when they have taken part

# The 7 Segments

Very evenly sized. The initial qualitative research suggests young people are able to identify with these segments and could also recognise their friends.



# Young people felt that they had been a different segment at a different point in their lives. They were also clear on the segments that didn't describe them at all.

- Some young people could recognise themselves in more than one segment but were able to say one that really described them the most.
- Segment descriptions have been tightened to ensure they show the driving force and what makes that segment distinct.
- It is key to make sure young people assign themselves to the segment that **MOST** describes them **NOW** to get an accurate picture

*"I used to be Type 3 (It's not for me...), when I was a little bit younger .... but once I got into the gym I became a Type 6 (Keep calm and let off steam) - I realised how good I felt following the gym, and that made me like going."* Female aged 16-19 years, Segment 6

*"I'm not a Type 7 (About looking/feeling good but things get in the way) as I don't care about looking good in this way"* Female aged 14-15 years, Segment 3

# Segment Descriptions Overview

Segment titles and descriptions were devised using the quantitative data.

Qualitative research was then used to sense-check the descriptions with participants age 11-24 years. Small 'tweaks' were made to the wording to ensure they are relevant to young people

<b>1. I'd love to, but can't (a lack of confidence stops me)</b>	<b>2. Like what sport does for me</b>	<b>3. It's not for me... sport is boring, I prefer other things</b>	<b>4. Sport is a laugh, let's not get serious</b>
<p>This group want to be active, but anxiety, feeling self-conscious and not feeling good enough stops them from taking part, but they do appreciate the broad range of benefits sport and exercise.</p>	<p>This group REALLY enjoy sport/getting active: for them, sport is sociable, fun, good for them and it gets their endorphins going!</p> <p>Sport makes them feel great and they get a lot out of doing it.</p>	<p>This group aren't convinced sport/ exercise is for them. They see sport as boring and get their enjoyment from other things.</p> <p>The only reason they can see for taking part is to be sociable &amp; have fun / have a laugh</p>	<p>For this group sport provides a chance to have a laugh with friends, release stress and relieve boredom. They don't take life too seriously</p> <p>Sometimes this group can't be bothered or don't have the time, energy or company which means they can be less active than other sporty groups</p>



# Segment Descriptions Overview

Segment titles and descriptions were devised using the quantitative data.

Qualitative research was then used to sense-check the descriptions with participants age 11-24 years. Small 'tweaks' were made to the wording to ensure they are relevant to young people

5. It's for me...results matter	6. Keep calm and let off steam	7. I'm all about looking/ feeling good but things get in the way
<p>This group are confident when it comes to sport but sport is about more than just enjoyment for them. They put pressure on themselves to achieve goals and improve performance so they can get frustrated.</p> <p>This group may have experienced discrimination which can affect how they feel about sport</p>	<p>This group need that sense of release that sport brings to bring them calm and peace of mind. They associate getting active with letting off steam/releasing stress and escaping worries.</p> <p>Sometimes it can be difficult for this group to keep up with a sport as their mental health, lack of time and cost can get in the way</p>	<p>This group do sport and exercise to look good and feel good about themselves. It gives them energy but they need to prioritise other things like their education right now, which means they struggle to have the time to do sport/exercise and can also struggle with being able to afford it</p>

# 1. I'd love to, but can't (a lack of confidence stops me)

: Attitudes to sport I appreciate the broad range of benefits, both physical & mental BUT a lack of self-belief / anxiety holds me back.



- ✓ My health & fitness
- ✓ My mental health
- ✓ My body Image / the way I look
- ✓ My self-esteem / confidence
- ✓ Escaping worries / stress



- ❖ Too anxious
- ❖ Too self-conscious
- ❖ Haven't got the confidence
- ❖ Lack of energy
- ❖ Period/PMT

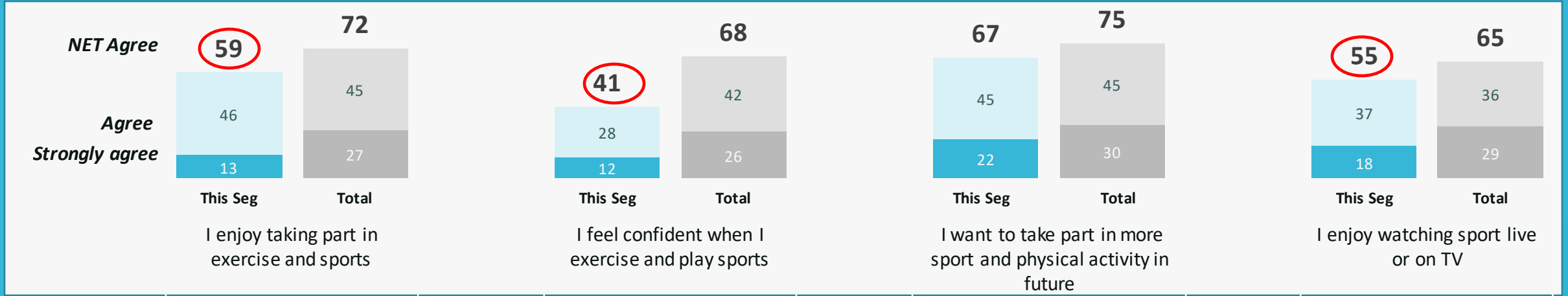
*"I don't really find it enjoyable as I'm not good at it. I would probably change it to finding it more enjoyable if I was better at it." 15 year old female*

*"I want to be more active; I know it would do me good, but fears and insecurities hold me back."*



# 1. I'd love to, but can't (a lack of confidence stops me): Behaviour, intentions

I don't really enjoy sports / being active and don't have much confidence. It makes me feel bad: self-conscious, worried / anxious, judged & lacking support. That's not to say that I don't want to take part more – I do.



## Out of 10...(average sportiness ratings)

- How sporty would you say you are? **4.0** (vs 5.7) 📉
- How active would you say you are? **4.6** (vs 6.0) 📉
- How sporty were you in primary school? **5.3** (vs 6.2) 📉

## Very little interest in: (% 8-10 / 10)

- 📉 13% Becoming a professional sports person
- 📉 10% Volunteering
- 📉 10% A sports-related career
- 📉 10% A sports-related qualification

## How many days in past week done a total of 1hr+ sport/activity?

- At school/college/university **2.0** (vs 2.5) 📉
- Elsewhere **2.1** (vs 2.4) 📉



## Emotions most commonly felt after Sport/Activity (30%+)

Self-conscious, Worried/anxious, Not good enough, Judged

## Also over-indexing on...

Unwelcome/out of place/like I don't belong, like a failure, humiliated

# 1. I'd love to, but can't (a lack of confidence stops me): Type of participation



I might not exercise as much as other YP my age but I do something at least once a month: Maybe go for a walk, jog, swimming or go to the gym. I don't really 'get' team sports – I'd rather do something by myself and ideally with a bit of music to put me in a good mood. The rest of my family are quite sporty I guess, but we don't really do that sort of thing as a family.

Most have tried a range of individual/team sports & activities in the past, although relatively fewer take part AT LEAST ONE MONTH nowadays

**54%** an Individual sport/activity

19% Walking for fitness

10% Running / jogging

10% Gym / fitness activities

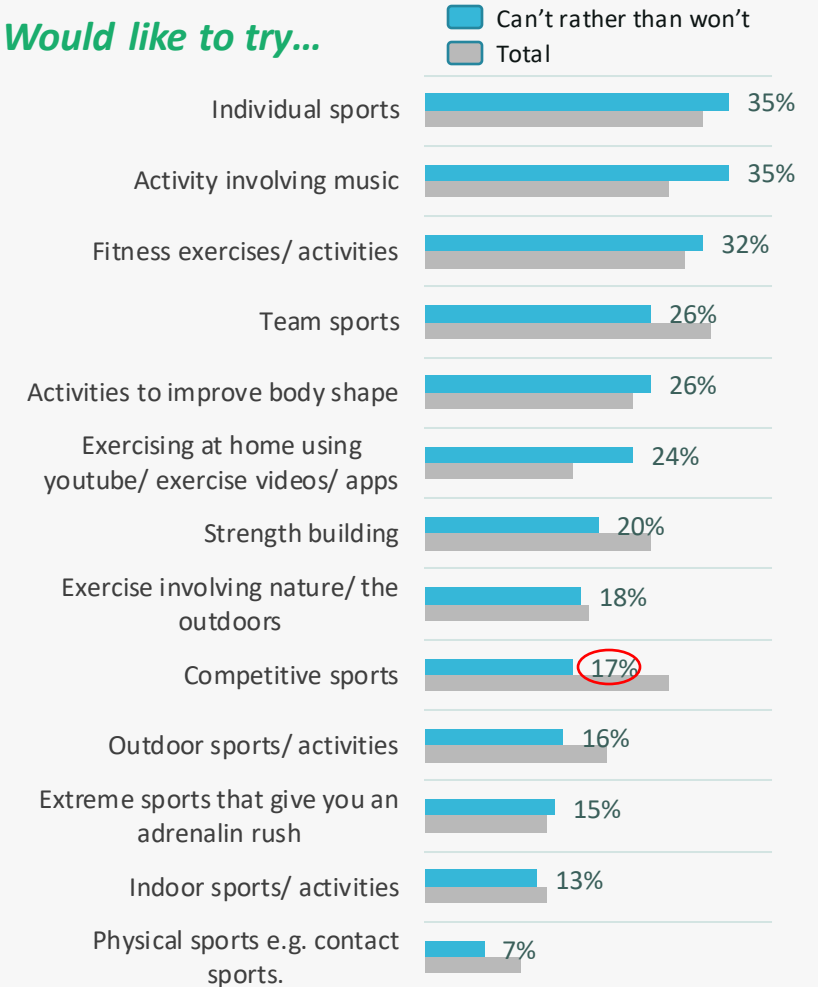
12% Swimming

**35%** a Team sport/activity

21% Football

**24% DO NOTHING** on a monthly basis (vs 13% of Total) and NO sports/activities over index for this segment

## Would like to try...



Significantly **LESS** likely to report feeling supported, by parents/carers but also in school/college and external sports coaches



Averagely sporty immediate family

More likely to say that NO-ONE has inspired them

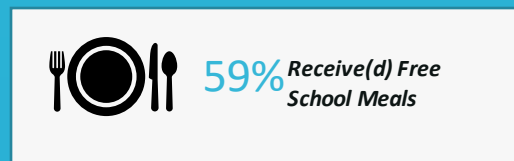
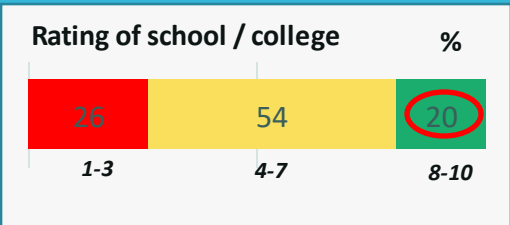
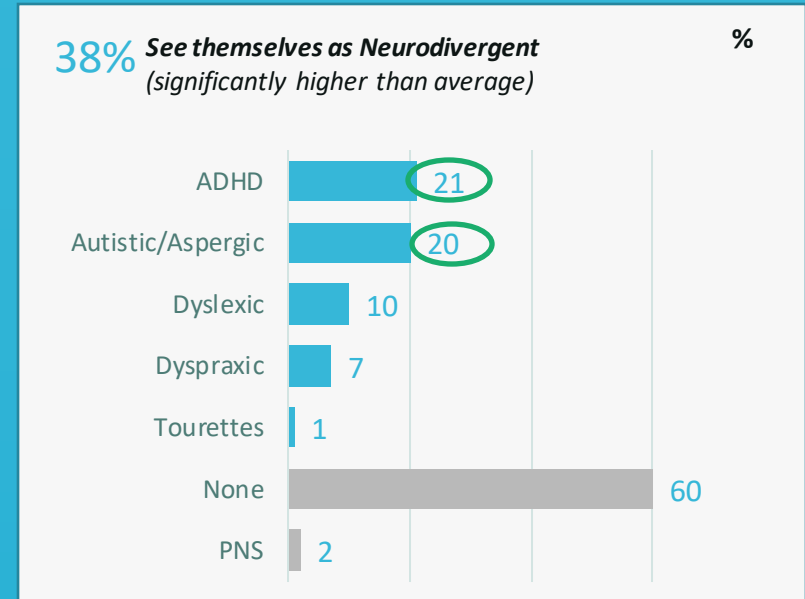
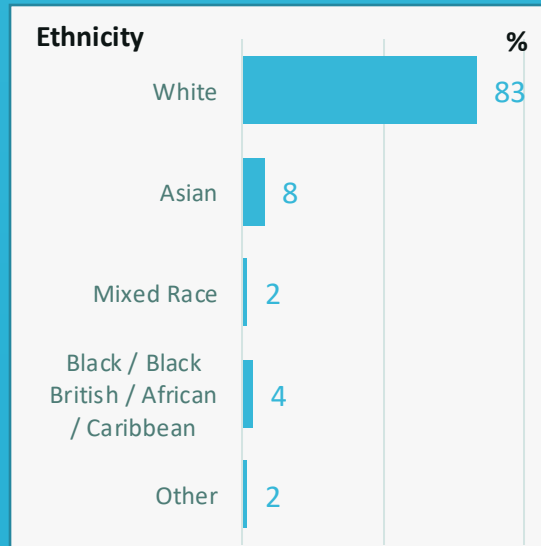
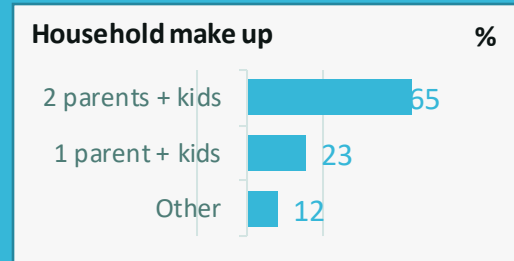
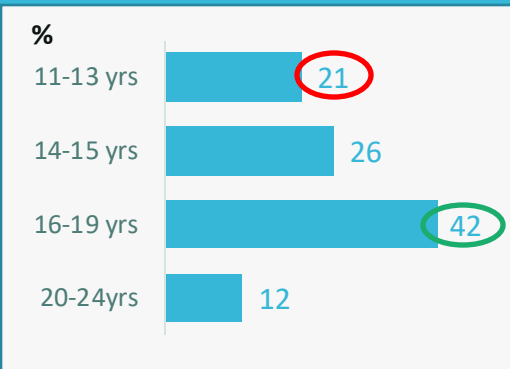
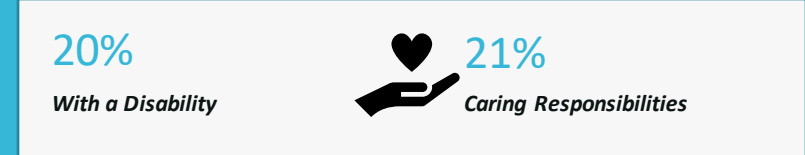
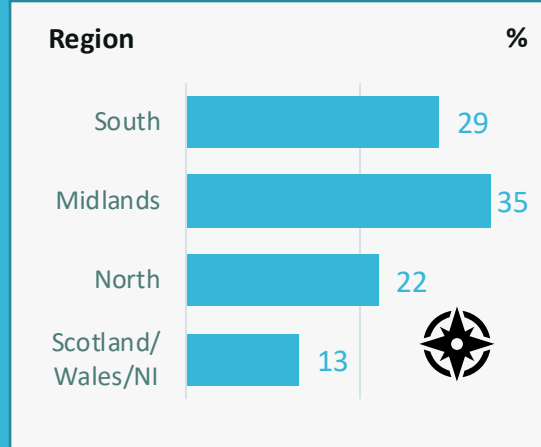
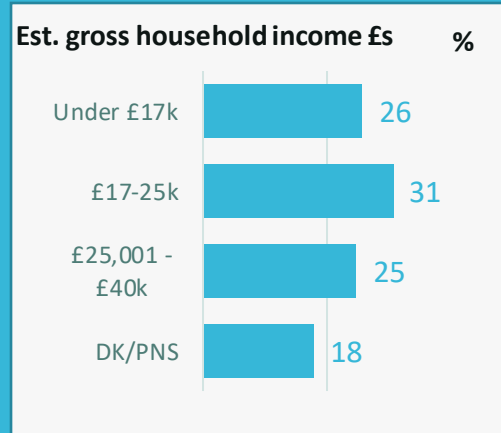
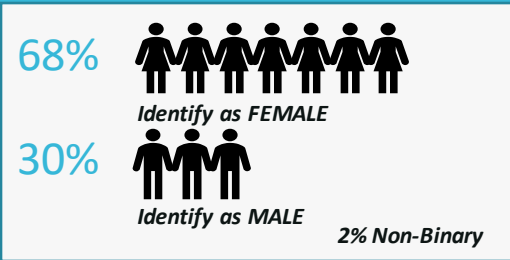
## Rating Out of 10 (10=excellent – 1 = terrible)

PE lessons school/college	4.7 (vs 6.1)	
After school, at school	4.7 (vs 6.0)	
Local clubs/leisure centres	5.1 (vs 6.1)	

# 1. I'd love to, but can't (a lack of confidence stops me): Demographic profile



Around 2 in 3 of this group are Girls and whilst the full range of age groups is represented around 2 in 5 are aged 16-19yrs making it a slightly older audience on average. Compared with the total a larger minority are neurodiverse.

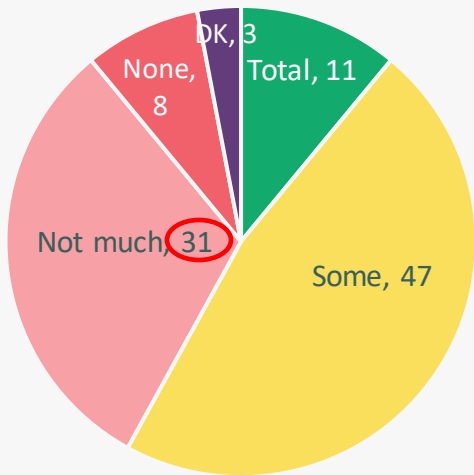


# 1. I'd love to, but can't (a lack of confidence stops me): Personality and worries

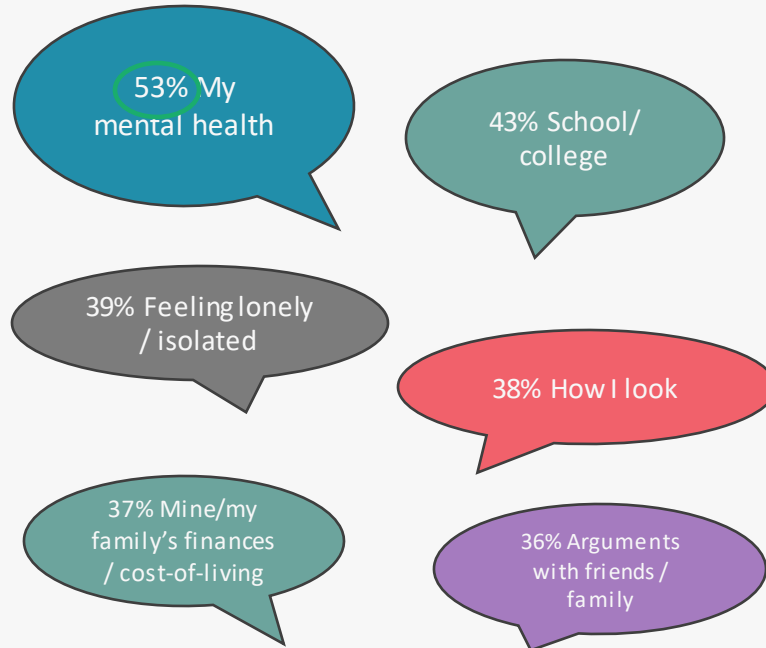


I feel like I have little or no control over my own life just now. I am worried about my mental health and can feel quite lonely and isolated. It worries me that we argue more than we used to at home. College can be tough too – particularly if I'm having one of those days when I am feeling particularly self-conscious and unsure about how I look. I prefer being at home or in bed where I feel safer and less judged.

Do you feel you have control over your life at the moment? (%)



I worry about all sorts of things, but particularly...



How would I describe myself..?

**My Top 10...**

- |                 |                |
|-----------------|----------------|
| Genuine         | Caring         |
| Fun             | A Worrier      |
| Introverted     | Hides Feelings |
| Hates competing | Funny          |
| Creative        | Independent    |

**Compared with other YP I might be more...**

- |                           |                             |
|---------------------------|-----------------------------|
| Pessimistic               | Complicated                 |
| Lazy                      | Dependent on others         |
| Someone who plays it safe | Someone who gives up easily |

✓ **I'D RATHER BE...** at home, with my family, where everything is familiar and I feel safe(r). Or out shopping with friends I've known for years: I'd rather look good than be sporty. In fact I'd rather be in bed than at the gym!









# 1. I'd love to, but can't (a lack of confidence stops me): My interests



In my spare time I like to spend time with my cat/dog and chill and listen to some music whilst I'm scrolling through YouTube and TikTok from the comfort of my bedroom. I do also like to watch TV/Netflix – like most YP I love a funny clip and comedies but I also like Lifestyle and Reality TV. Can't beat a bit of Love Island to escape with!

## In my spare time I'm most likely to...

- 68% Listen to Music 
- 68% Watch TV/Netflix 
- 59% Watch short video clips e.g. YouTube / TikTok 
- 57% Use social media e.g. Snapchat 
- 56% Spend time with family 
- 52% Spend time with friends 

## ...and compared to other YP I am more likely to...

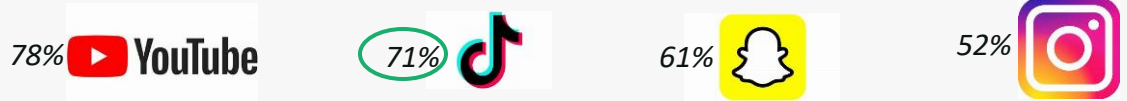
- 39% Spend time with pets 
- 41% Go shopping 

I'm rarely found playing / watching any kind of physical activity!

...and I am significantly LESS likely than average to take part in any organized youth groups/activities.

School / college are typically a little less important to me.

## Favourite Social Media...



## Types of Media content I prefer...

I particularly likely Quick/funny clips & Comedy

I also watch Lifestyle programmes, Dramas, Reality TV, Horror & Nature programmes



## Favourite Celebrities include...



I'm not really inspired by many sports people

## Brands I feel closest to...



# 1. I'd love to, but can't (a lack of confidence stops me): Case Study

15 year old Female, Segment 1

## Personality

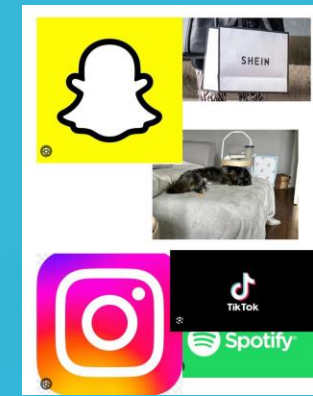
"I am fun, sassy and **like my own space**. I don't really enjoy **school** as I don't like all the work but **it's fun seeing my friends**. I am confident in certain situations but maybe less so if I don't know people"

## Sporting Attitudes

"Sports aren't hugely important to me, **I kind of do them because I have to.**"

## Barriers to sport

"I don't really find it enjoyable as **I'm not good at it**. I would probably change it to finding it more enjoyable if I was better at it. I also **don't enjoy getting sweaty and it makes my make up run**"



## Activities for me

"I think **team sports like netball and rounders** would be most appealing as it **isn't just on me** so doesn't matter if I am totally rubbish"

## Recipe for happiness

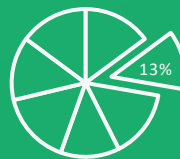
"Listening to **music relaxes me and makes me feel better** and cuddles with Gizmo [dog]"

## Energy zap potion

"Girls my age, failure, no freedom, lack of money and, lack of sleep"



# 2. Like what sport does for me: Attitudes to sport



I LOVE taking part in sport/getting active: it's sociable, fun and I know it's good for me. It gets my endorphins going!  
Any barriers are practical: getting there, find the money to pay, finding the time / space / club.



- ✓ Spend time with friends
- ✓ Have fun / have a laugh
- ✓ Improve my health & fitness
- ✓ Feels good / enjoyment
- ✓ To develop skills



- ❖ Can't afford it
- ❖ Not able to get there
- ❖ Not enough space at home
- ❖ Lack of time
- ❖ Don't know clubs in area
- ❖ No-one to go with

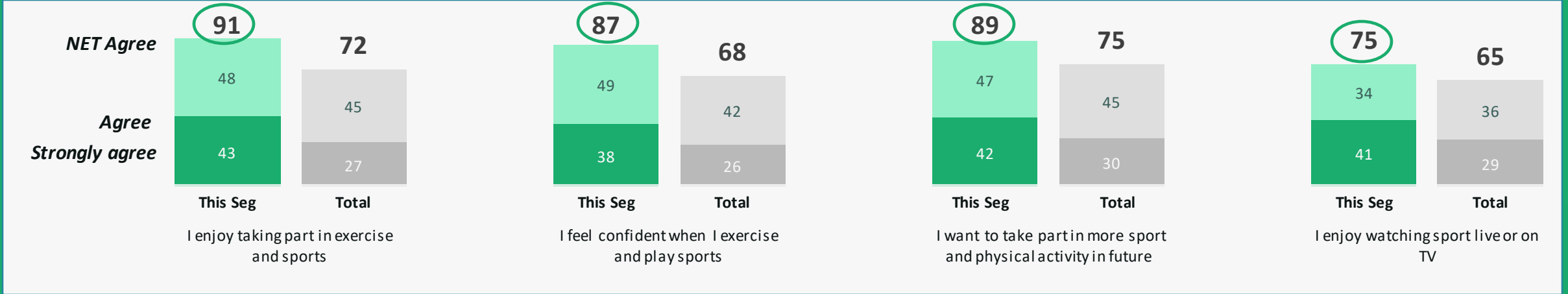
*"Sports has helped me through a lot and I enjoy partaking in exercise often. I enjoy having people around me whilst participating within exercise, It makes it so much more fun."* Female, 16-19, Segment 2

***"Sport makes me feel great and I get a lot out of doing it, but circumstances can get in the way"***

# 2. Like what sport does for me: Behaviour, intentions & emotions



I really love taking part & would like to get even more active in future. I'm confident when I exercise / play sport and identify as a 'sporty' person – I always have been. It gives me a buzz and a sense of freedom. I'm not too sure about the idea of volunteering just yet (might be a little young for that) although I can see myself getting a formal qualification maybe, or using sport in my career.



### Out of 10...(average sportiness ratings)

- How sporty would you say you are? **7.2** (vs 5.7) 👍
- How active would you say you are? **7.2** (vs 6.0) 👍
- How sporty were you in primary school? **7.1** (vs 6.2) 👍

### Slightly more interest in personal/professional development opportunities: (% 8-10 / 10)

- 37% Becoming a professional sports person
- 34% A sports-related career
- 32% A sports-related qualification
- 16% Volunteering

### How many days in past week done a total of 1hr+ sport/activity?

- At school/college/university **2.8** (vs 2.5)
- Elsewhere **2.5** (vs 2.4)



### Emotions most commonly felt after Sport/Activity (30%+)

Happy/joyful, Energetic, Feeling part of something, Uplifted, Relaxed, Supported, Feel Free, De-stressed

# 2. Like what sport does for me: Type of participation



I do get active by myself (running, swimming, cycling etc.), but I *really* love team sports. I'm quite happy to get competitive and I love the idea of getting outside in the fresh air. My family are reasonably active and I've always felt encouraged by my parents. I not only enjoy my PE lessons at school, but also a range of activities after school / beyond school.

Virtually all currently taking part in something **AT LEAST ONE MONTH**

**76%** a Team sport / activity

**68%**  
Football

**10%** Basketball  
**8%** Netball

**62%** an Individual sport/activity

**21%** Walking for fitness

**18%** Swimming

**18%** Running / jogging

**11%** Cycling / BMX

**97% DO SOMETHING** on a monthly basis (vs 87% of Total)

Significantly **MORE** likely to report feeling supported, by parents/carers but also in school/college and external sports coaches



Averagely sporty immediate family

Although more likely to say that PARENTS or maybe a sports coach have inspired them

**Rating Out of 10 (10=excellent – 1 = terrible)**

PE lessons school/college **7.2** (vs 6.1)

After school, at school **7.3** (vs 6.0)

Local clubs/leisure centres **6.9** (vs 6.1)

*"...any big team games, like football, volleyball and cricket would be the best games..people with the type 2 would benefit from meeting new people with similar aspirations so they're able to meet new friends and enjoy participating in sporting activities"* 16-19, F

**Would like to try...**

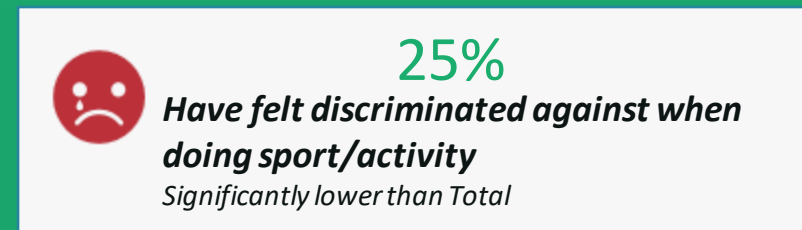
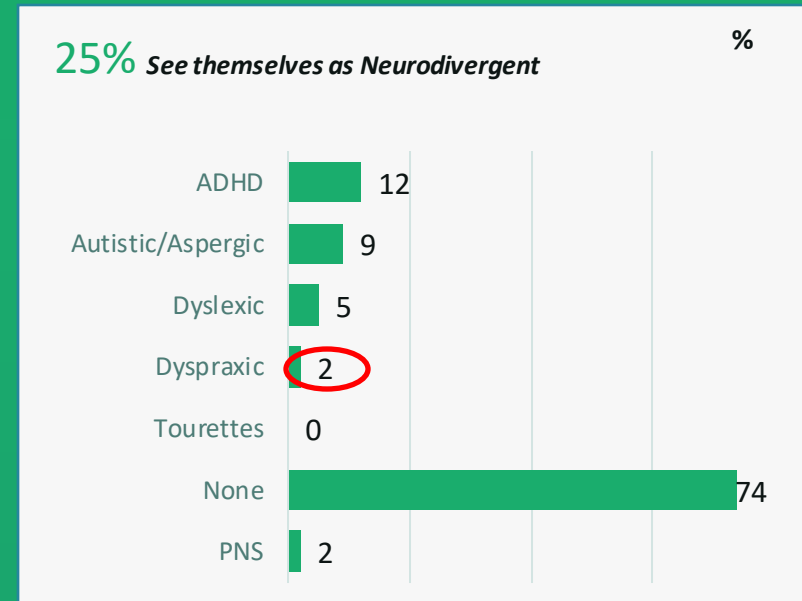
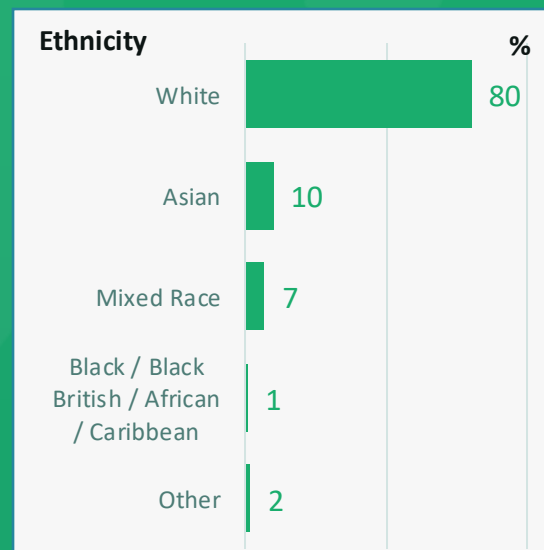
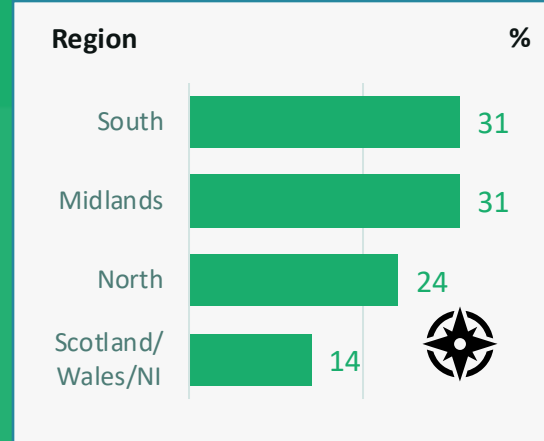
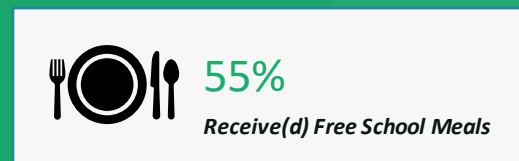
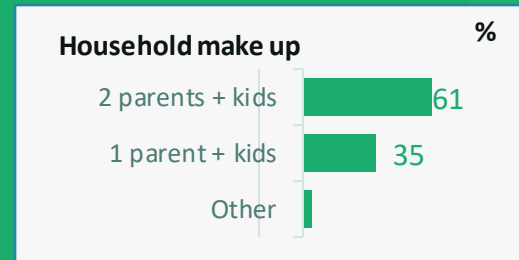
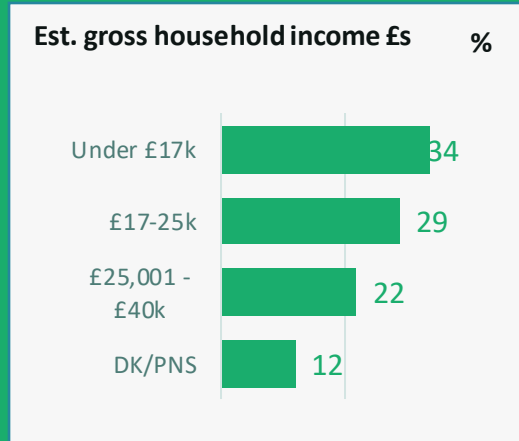
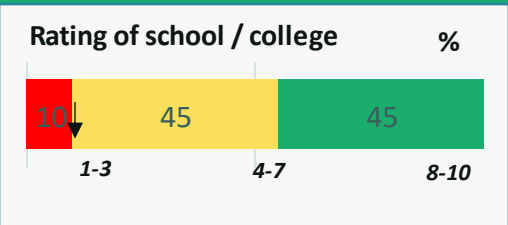
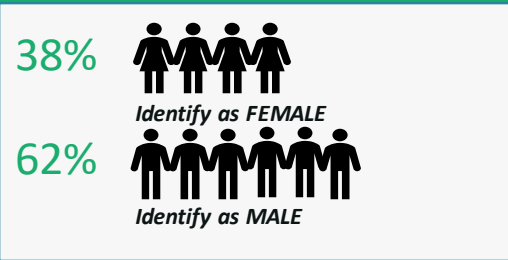
Like what sport does for me  
 Total



# 2. Like what sport does for me: Demographic profile



Around 3 in 5 of this group are Boys and whilst the full range of age groups is represented around half are aged 11-13yrs making it a younger audience on average. A third live with a single parent/carer – a significantly higher proportion than for the Total.

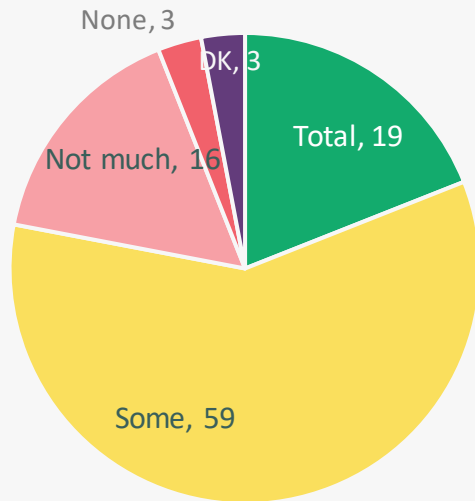


# 2. Like what sport does for me: Personality and worries

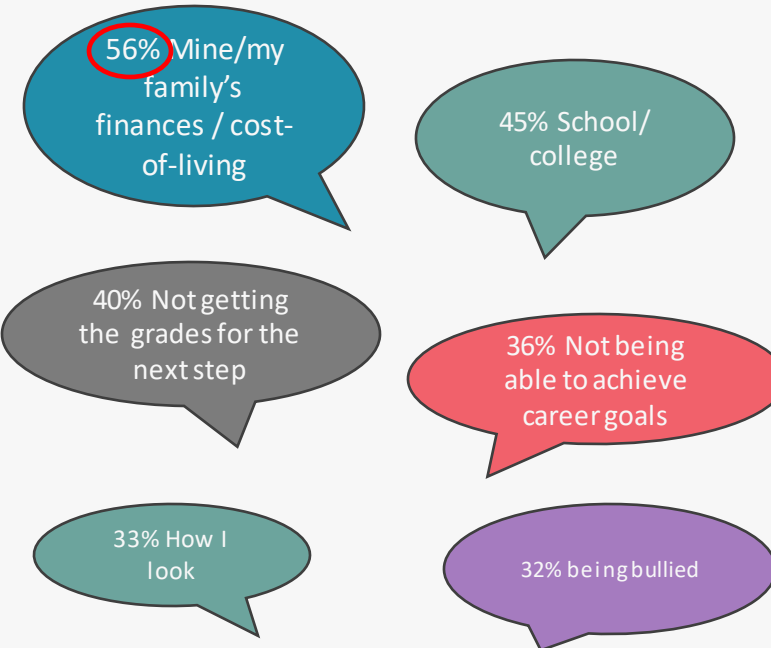


I feel reasonably in control of my own life just now, although I will admit the cost-of-living crisis does mean that I worry that me and my family may not be able to do the things that we'd like. I'm a pretty straightforward, cheerful and fun-loving soul. Although just sometimes I do worry about school – not getting my grades/reaching my career goals and also the possibility that I might get bullied.

Do you feel you have control over your life at the moment? (%)



I worry about all sorts of things, but particularly...



How would I describe myself..?

**My Top 10...**

- |                 |                 |
|-----------------|-----------------|
| Genuine         | Caring          |
| Fun             | Determined      |
| Funny           | Brave           |
| Optimistic      | Cheerful        |
| Loves Competing | Straightforward |

**Compared with other YP I might be more...**

- |                     |           |
|---------------------|-----------|
| Adventurous         | Extrovert |
| Dependent on others |           |

✓ **I'D RATHER BE...** sporty than good looking, exercising than out shopping; although I'd happily be in bed! Spending time with my group of friends. Kind than rich.



# 2. Like what sport does for me: My interests



Alongside my keen interest in sports/getting active, I like to game, listen to music and watch funny clips on YouTube. I really admire the great footballs of our time.

## In my spare time I'm most likely to....

68% Gaming 63% Spend time with friends

63% Watch short video clips e.g. YouTube / TikTok 62% Watch TV/Netflix

62% Listen to Music

## ...and compared to other YP I am more likely to...

44% Play sports / get active 35% Watch sport/physical activity

Sports/Activity are considerably more important to me than most other segments

...and I am significantly LESS likely than average to enjoy shopping or to spend time working on how I look. Nor do I really think about arts/getting creative.

## Favourite Social Media...

81% YouTube    65%    49%    42%

## Types of Media content I prefer...

As well as sports, I particularly likely Quick/funny clips & Comedy

I also watch Sci-Fi programmes, some Dramas, Horror & Nature programmes



## Favourite Celebrities include...



I find famous footballers inspirational

## Brands I feel closest to...



## 2. Like what sport does for me: Case study



19 years old, Female, Student, Young Advisor, Segment 2

### Personality

*"I am a friendly and creative person, who enjoys creating things and going into the outdoors."*

### Sporting Motivators

*"When exercising, I enjoy the fun of meeting people who enjoy **the sporting activities I also enjoy**. I was in a football session, alone for the first time and I wasn't too sure on what to do, but the group of people that were there welcomed me and introduced me to the skills I would need for the session. I felt relieved to have people support me and help me feel welcome into the session."*

### Barriers to sport

*"It's important to me to **balance my work and my exercise**, so not taking on too much sporting activities **helps me mentally and physically**."*

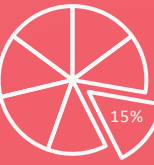


### Activities for me

*"I do partake in **a lot of walking and hiking**. When I was studying in university I used to have a look around at the **taster sessions**. I do like a bit of **volleyball** and I often go and **play football** with some friends. I enjoy being able to be out there and be **with people that I know** and people that I enjoy doing the sports with **and making new friends**."*

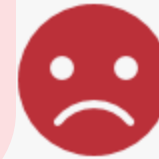
### 3. It's not for me...sport is boring, I prefer other things: Attitudes to sport

I'm not at all convinced sport / getting active is for me. I know it's probably good for both my body and mind, but the only real reason I can see for taking part is to be sociable & have fun / have a laugh.



- ✓ Have fun / have a laugh
- ✓ Spend time with friends
- ✓ Improve my health & fitness
- ✓ Make new friends

*"I just really don't like it, nothing happened to make me feel like this it's just boring to me, waste of time when I could be doing something else."*  
15 year old female

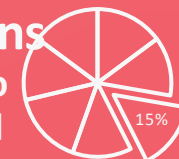


- ❖ Don't enjoy it
- ❖ Not a sporty person
- ❖ Prefer to spend my time doing other things
- ❖ Haven't found a sport/activity I enjoy
- ❖ Not confident enough

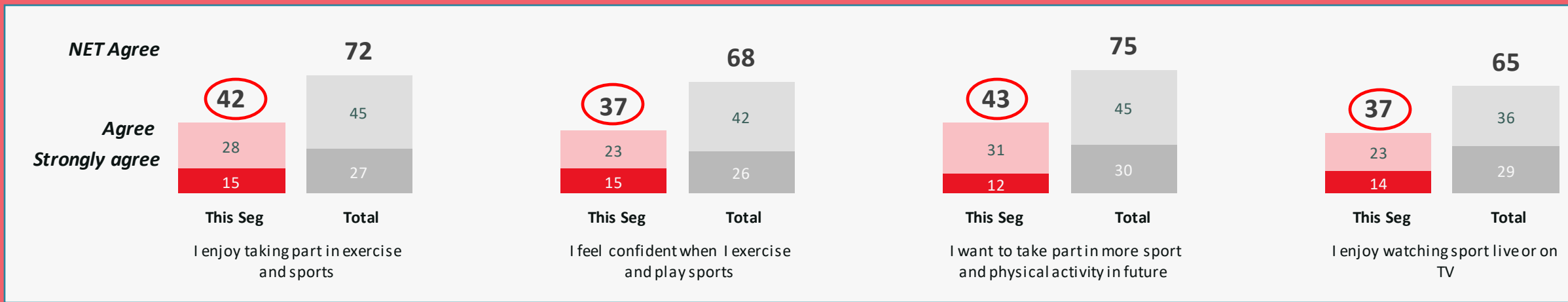
*"I haven't found the enjoyment factor with sport (possibly because I haven't experienced many sports and my parents aren't sporty). My enjoyment comes from other things."*



# 3. It's not for me...sport is boring, I prefer other things: Behaviour/emotions



I don't like taking part in sport/physical activity and nor do I enjoy watching it on TV. I lack confidence and it's not something I want to do more of in future. I am just not an active/sporty person. I've no interest in making it a core part of my academic/professional future and find that it makes me feel anxious, self-conscious and judged.



## Out of 10...(average sportiness ratings)

- How sporty would you say you are? **3.6** (vs 5.7) 📉
- How active would you say you are? **4.5** (vs 6.0) 📉
- How sporty were you in primary school? **4.5** (vs 6.2) 📉

## Little or no interest in personal/professional development opportunities: (% 8-10 / 10)

- 📉 13% Becoming a professional sports person
- 📉 11% A sports-related career
- 📉 10% A sports-related qualification
- 📉 16% Volunteering

## How many days in past week done a total of 1hr+ sport/activity?

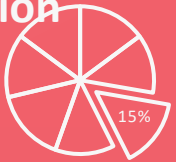
- At school/college/university **2.1** (vs 2.5) 📉
- Elsewhere **1.8** (vs 2.4) 📉



**Emotions most commonly felt after Sport/Activity (30%+)**  
 Self-conscious, Not good enough, Worried/anxious, Judged

**Also over-indexing on...**  
 Frustrated, Bored, Unwelcome/out of place / like I don't belong

# 3. It's not for me...sport is boring, I prefer other things: Type of participation



I do the bare minimum each month: maybe a bit of football / netball at school or walking. My family isn't a sporty family and I don't enjoy the lessons at school. I might be more interested if there were music involved and perhaps if it would make me feel more confident about my body shape.

**Only 2 in 3 currently taking part in something AT LEAST ONE MONTH**

**38%** a Team sport / activity

15% Football

10% Netball

**43%** an Individual sport/activity

16% Walking for fitness

9% Swimming

6% Running / jogging

**34% DO NOTHING** on a monthly basis (vs 13% of Total)

Rather less likely to report feeling supported by parents/carers and in school/college. Significantly fewer experiencing support from and external sports coaches.



Only half have a family member they consider to be sporty/physically active

And half say that no-one has inspired them when it comes to sports/getting active

**Rating Out of 10 (10=excellent – 1 = terrible)**

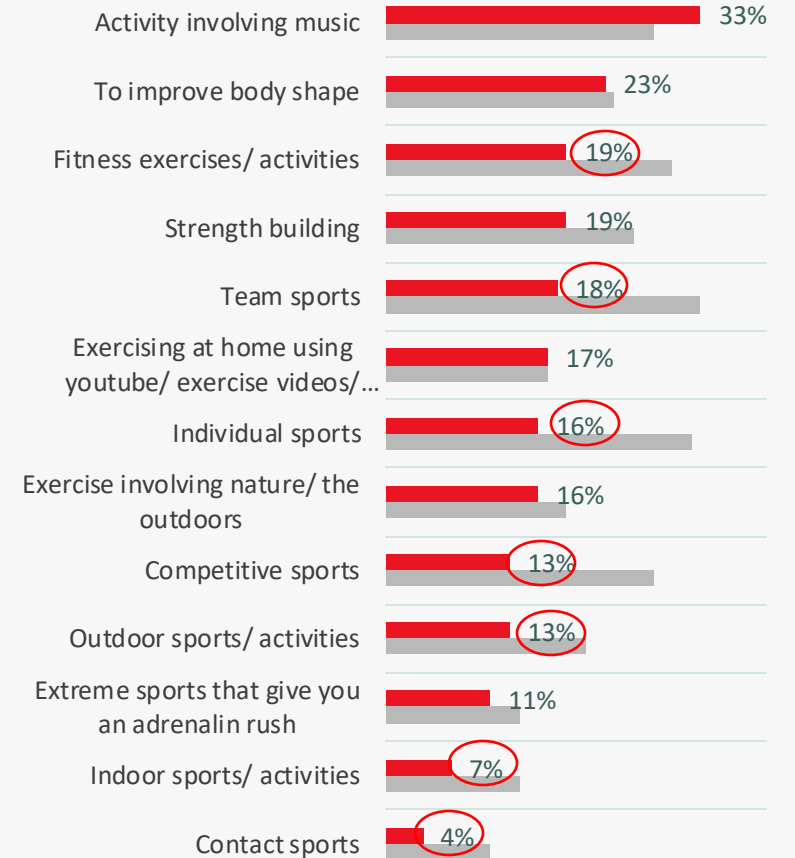
PE lessons school/college **4.6** (vs 6.1)

After school, at school **4.4** (vs 6.0)

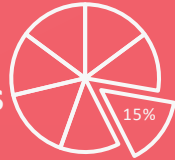
Local clubs/leisure centres **4.5** (vs 6.1)

**Would like to try...**

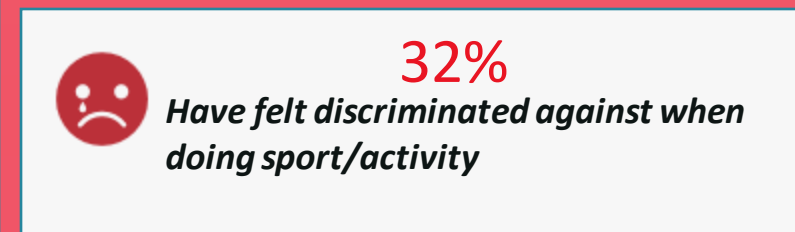
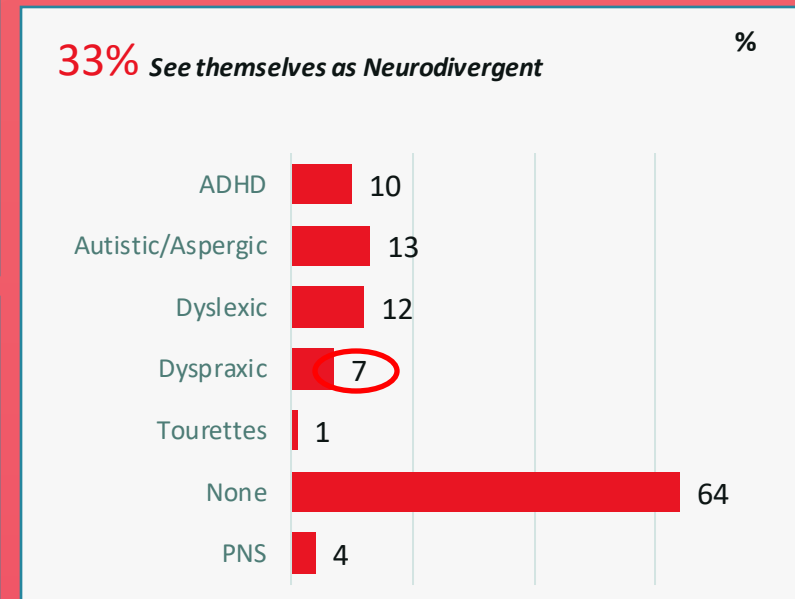
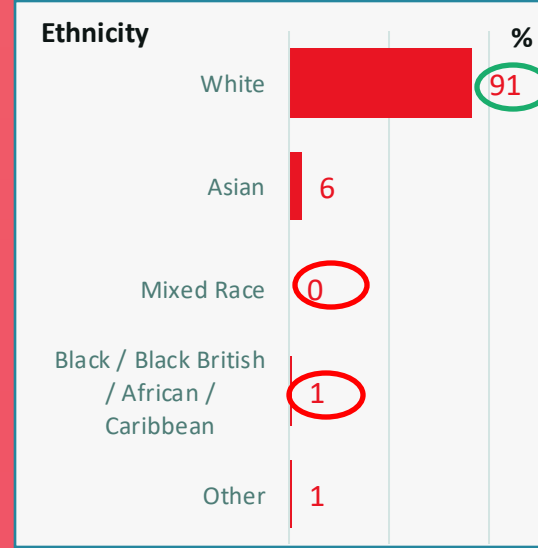
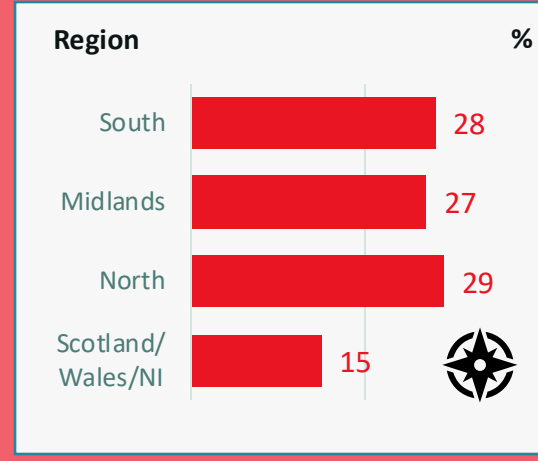
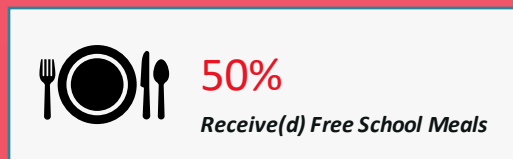
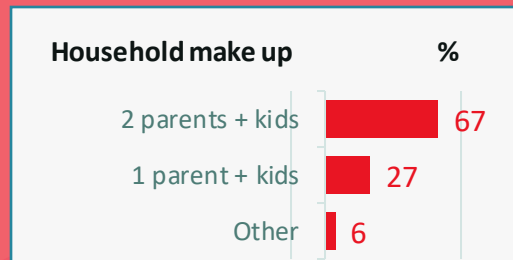
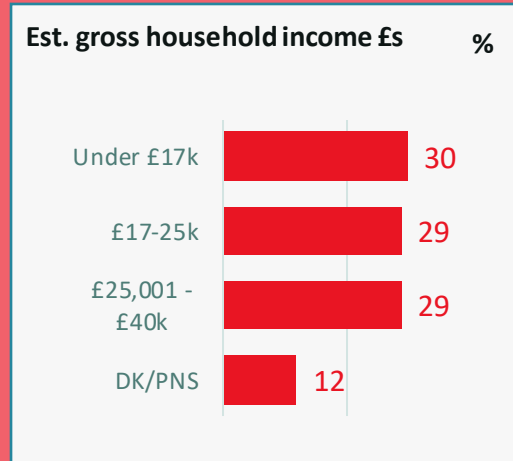
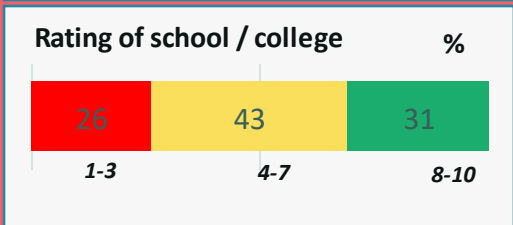
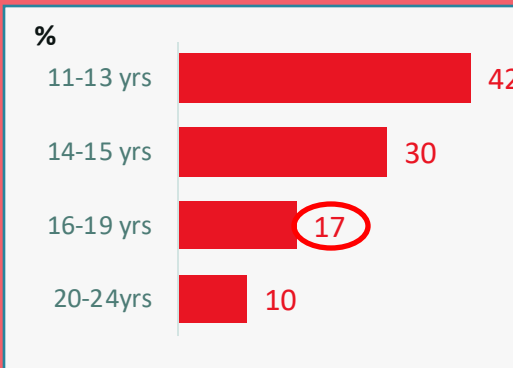
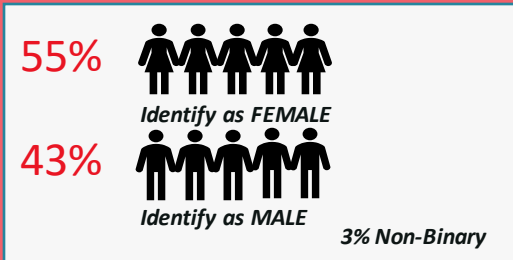
This seg  
 Total



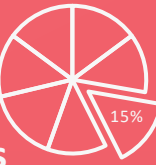
# 3. It's not for me...sport is boring, I prefer other things: Demographic Profile



Demographically there is very little that is noteworthy for this Segment, except for the fact that 9 in 10 describe themselves as White.

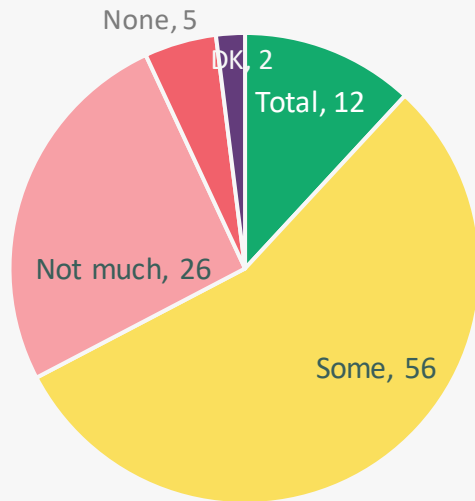


# 3. It's not for me...sport is boring, I prefer other things: Personality and worries

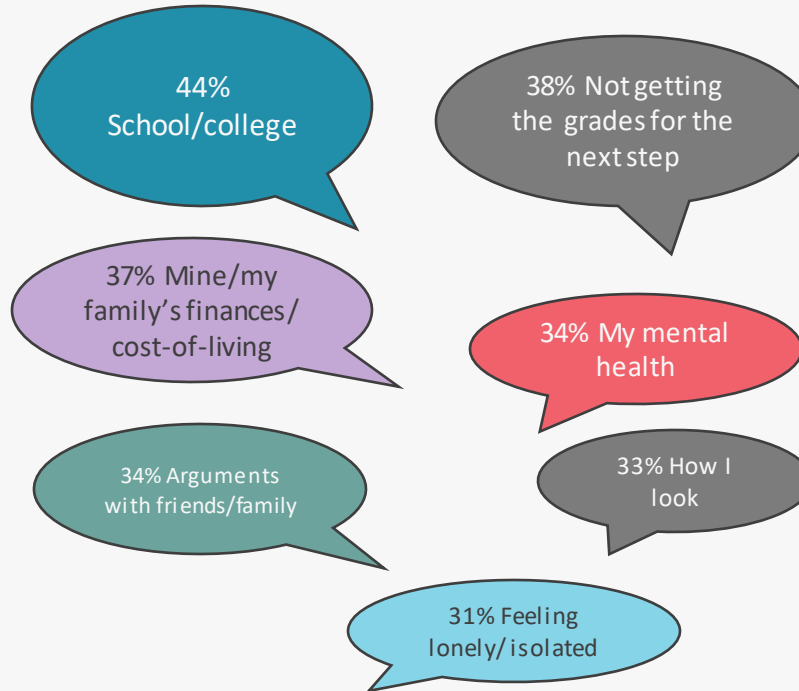


My sense of control over my own life is very typical for my age group as are my worries: from school and grades, to family finances and arguments, to how I look and feeling lonely/my mental health.

## Do you feel you have control over your life at the moment? (%)



## I worry about all sorts of things, but particularly...



## How would I describe myself..?

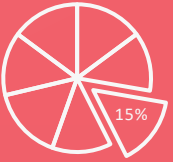
### My Top 10...

- |                 |                 |
|-----------------|-----------------|
| Genuine         | Caring          |
| Fun             | Introverted     |
| Funny           | Determined      |
| Independent     | Straightforward |
| Hates Competing | Creative        |

✓ **I'D RATHER BE...** at home, feeling safe and comfortable, possibly even in my own bed! Good-looking rather than sporty. Give me shopping rather than sweating.

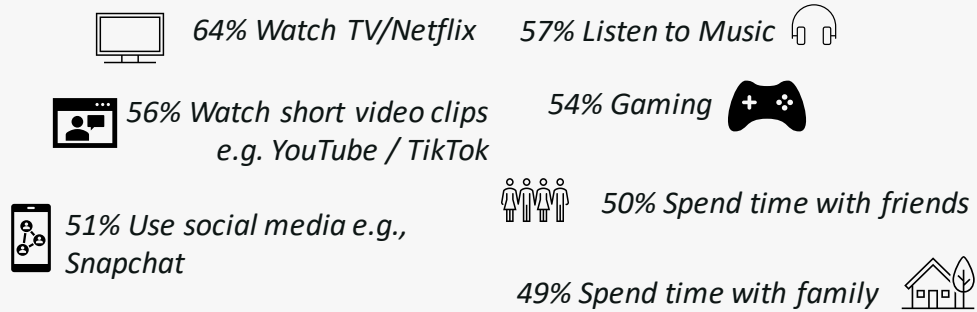


# 3. It's not for me...sport is boring, I prefer other things: other interests



In terms of my spare time, I watch a lot of TV and social media content; particularly the funny shorts. I follow my favourite influencers on social media. I also enjoy gaming or listening to music and sometimes I get a bit creative/arty.

## In my spare time I'm most likely to...

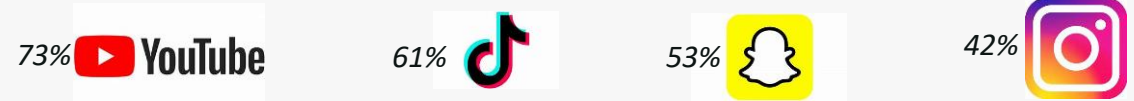


## ...and compared to other YP I am more likely to...



Sports/Activity are considerably LESS important to me than most other segments as are School/education and working towards a career

## Favourite Social Media...



## Types of Media content I prefer...

I particularly likely  
Quick/funny clips &  
Comedy

I also watch some Dramas &  
Horror



## Favourite Celebrities include...

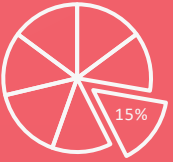


Musicians / influencers

## Brands I feel closest to...



# 3. It's not for me...sport is boring, I prefer other things: Case study



15 year old Female, Segment 3, studying GCSEs

## Personality

*"I am a creative, I do youth theatre and illustration"*



## Sporting Attitudes

*"I just really don't like it, nothing happened to make me feel like this it's just boring to me, waste of time when I could be doing something else."*

## Activities for me

*"I love art, reading, writing Don't like sport or any kind of heavy physical activity(except theatre.)"*

## Barriers to sport

*"I was never really any good at it. I don't really know any sporty types, we are all artists, we find sport boring, the descriptions don't seem to mention how boring sport is unless I'm reading them wrong."*

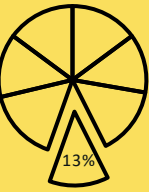
## Recipe for happiness

*"Laughter, Money, Music, Creativity and Sleep"*

## Energy zap potion

*Exercise/sport, Judgement, Failure, No freedom and Lack of money*

# 4. Sport is a laugh; let's not get serious: Attitudes to sport



Sport provides a chance to have a laugh with my friends, release stress and relieve boredom. Although sometimes I can't be bothered: don't have the time / energy / company



- ✓ Have fun/have a laugh
- ✓ Spent time with friends
- ✓ Develop skills
- ✓ Feels good / enjoyment
- ✓ Stops me being bored
- ✓ Make new friends
- ✓ Let off steam

*"I like to have fun while doing sports, if I don't win this time, I look forward to winning next time."* Male, 11 year old, Segment 4



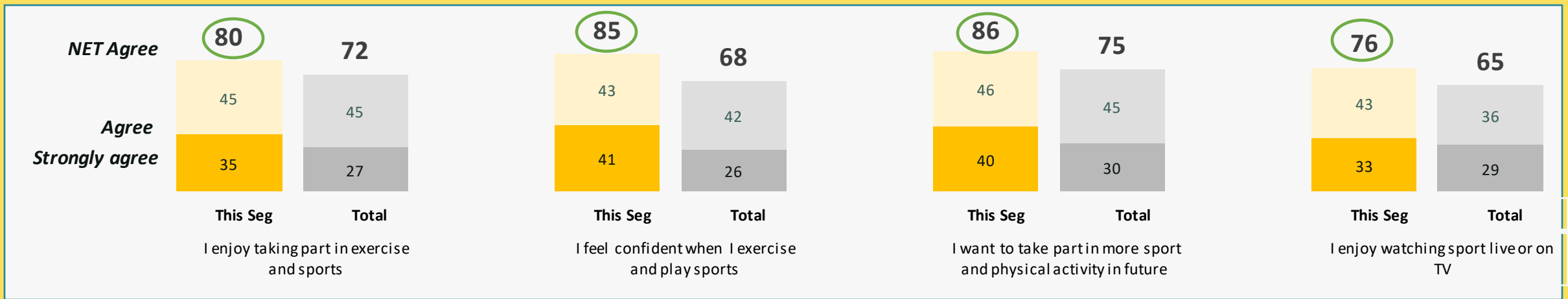
- ❖ Lack of time
- ❖ Lack of energy
- ❖ No-one to go with
- ❖ Not confident enough
- ❖ Prefer to spend time doing other things
- ❖ Too anxious

*"I don't take life too seriously. Sport for me is all about having fun with friends and having the freedom to do what I want to do."*

# 4. Sport is a laugh; let's not get serious: Behaviour, intentions & emotions



I'm a sporty person: I enjoy playing sport / getting active and I also enjoy watching it live/on TV. I'm confident when I exercise: I feel happy, energized, relaxed and uplifted. It's great to be part of something. I might consider a sports-related career or maybe do some volunteering.



**Out of 10...(average sportiness ratings)**

- How sporty would you say you are? **6.5** (vs 5.7)
- How active would you say you are? **6.7** (vs 6.0)
- How sporty were you in primary school? **6.8** (vs 6.2)

**Little or no interest in personal/professional development opportunities: (% 8-10/ 10)**

- 33% *Becoming a professional sportsperson*
- 36% *A sports-related career*
- 26% *A sports-related qualification*
- 31% *Volunteering*

**How many days in past week done a total of 1hr+ sport/activity?**

- At school/college/university **2.7**(vs 2.5)
- Elsewhere **2.8** (vs 2.4)

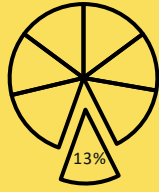
**Emotions most commonly felt after Sport/Activity (30%+)**  
 Happy/joyful, Energetic, Relaxed, Feel free, Uplifted, Supported, Part of something, De-stressed

Significantly Lower than Total

Significantly Higher than Total

'Total' = all Young People interviewed , screened to include those from lower-incomes (gross h'hold income below £40k for a two parent/carer family and otherwise below £25k.





# 4. Sport is a laugh; let's not get serious: Type of participation

I mix things up with a bit of individual activity and also some team sports – I'm happy to get a bit competitive! I feel supported by my family who are also quite active and I've had a positive experience in both PE lessons at school plus in local clubs / leisure centres.

**Almost all currently taking part in something AT LEAST ONE MONTH**

**63%** a Team sport / activity

44%  
Football

11% Netball

9% Badminton  
 7% Tennis

**64%** an Individual sport/activity

17% Running / jogging

16% Swimming

13% Walking for fitness

**91% DO SOMETHING** on a monthly basis (vs 87% of Total)

Significantly **MORE likely to report feeling supported** by parents/carers, in school/college and beyond by external sports coaches.



Two-thirds have at least one family member they consider to be sporty/physically active



Although more likely to say that PARENTS or maybe a famous sportsman have inspired them



**Rating Out of 10 (10=excellent – 1 = terrible)**

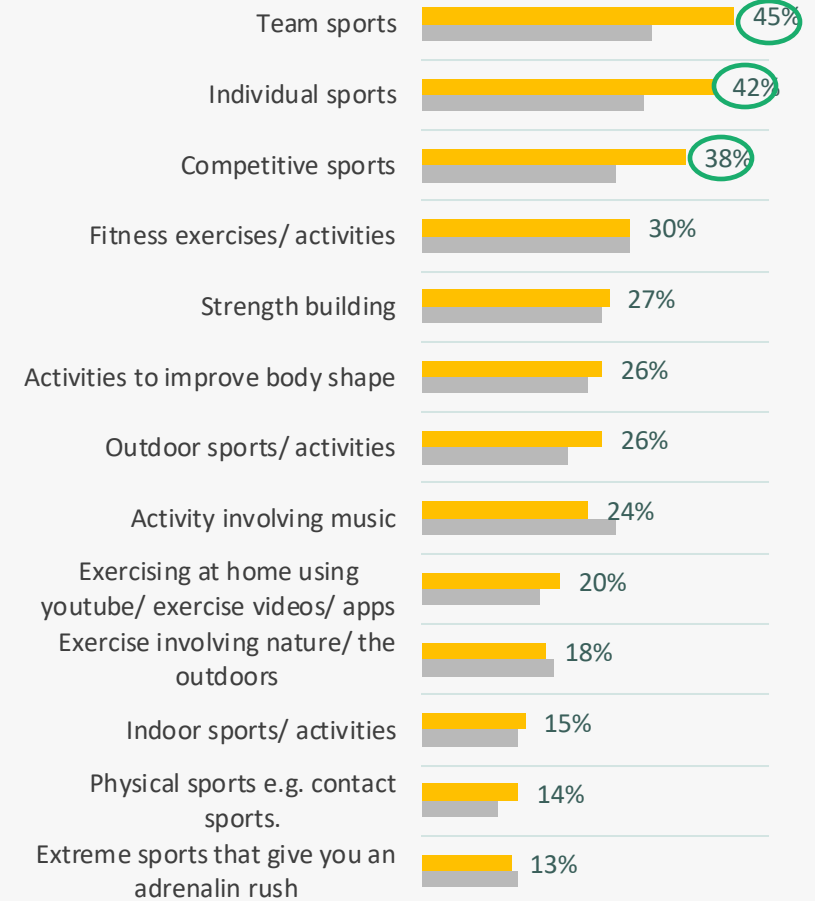
PE lessons school/college **6.6** (vs 6.1)

After school, at school **6.5** (vs 6.0)

Local clubs/leisure centres **6.6** (vs 6.1)

**Would like to try...**

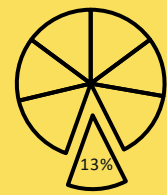
Sport is a laugh; let's not get serious  
 Total



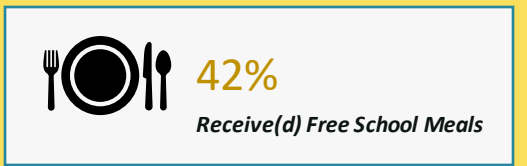
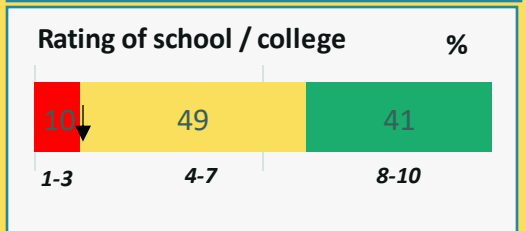
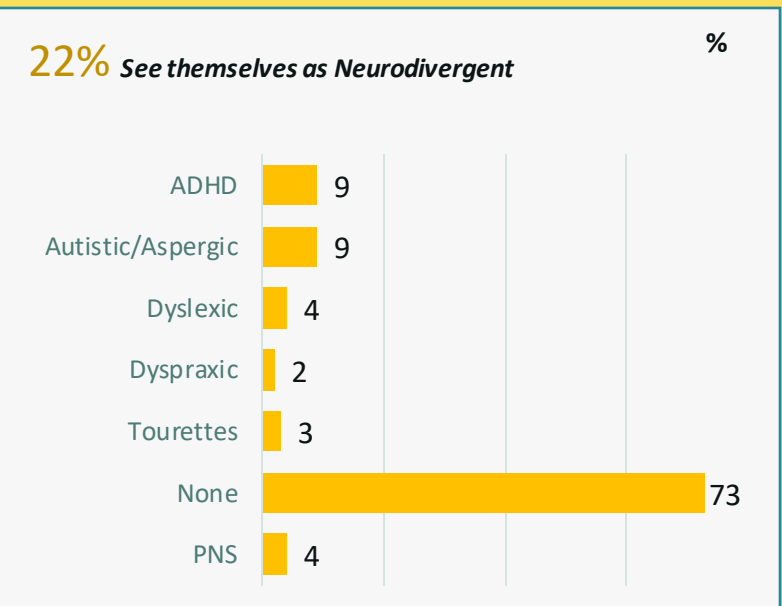
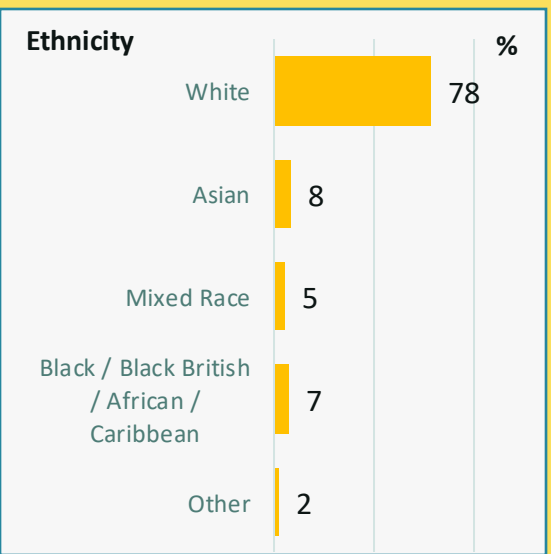
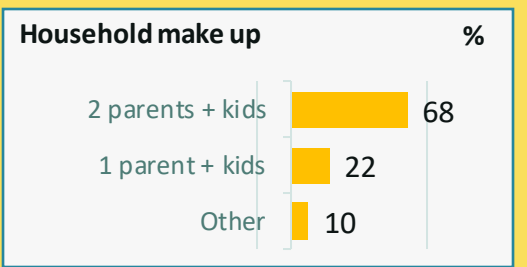
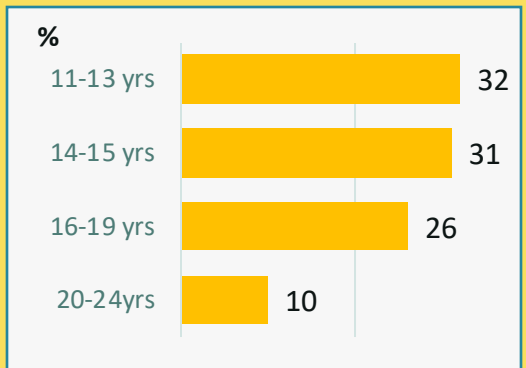
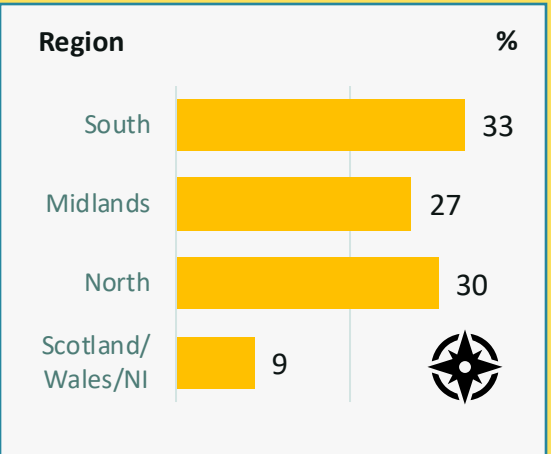
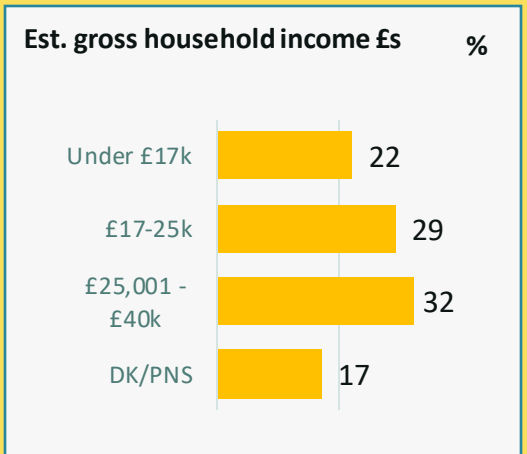
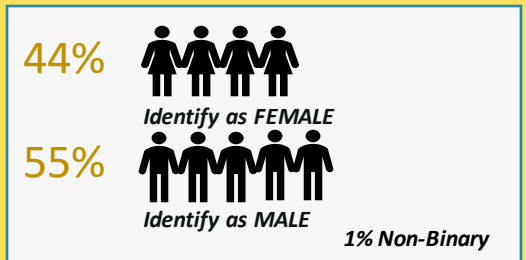
Significantly Lower than Total   
Significantly Higher than Total

'Total' = all Young People interviewed , screened to include those from lower-incomes (gross h'hold income below £40k for a two parent/carer family and otherwise below £25k.

# 4. Sport is a laugh; let's not get serious: Demographic profile



Demographically there is very little that is noteworthy for this Segment, they are pretty representative demographically

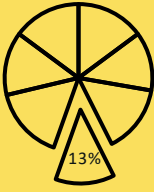


Significantly Lower than Total   
Significantly Higher than Total

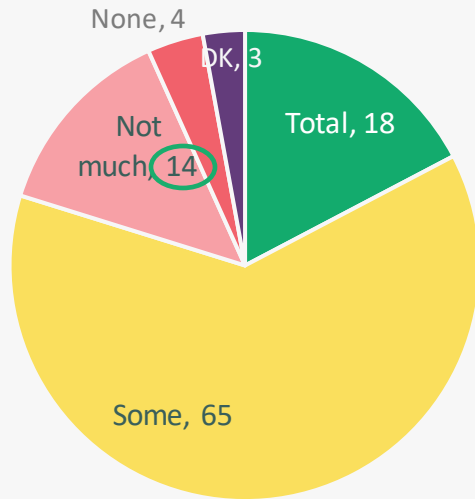
\*Total\* = all Young People interviewed , screened to include those from lower-incomes (gross h'hold income below £40k for a two parent/carer family and otherwise below £25k.

# 4. Sport is a laugh; let's not get serious: Personality and worries

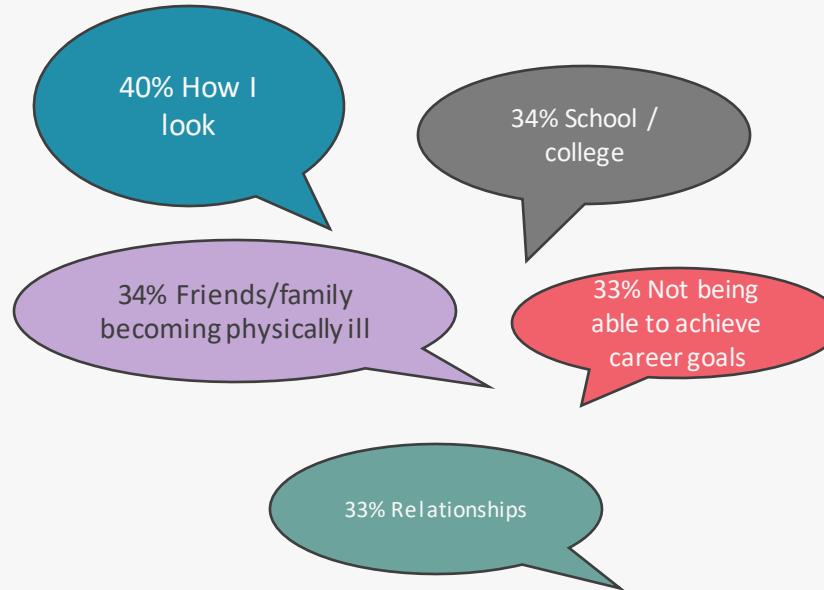
I feel fairly 'balanced'. I feel reasonably in control of my own life: I do have some of the usual worries for someone of my age, but on the whole, I am a positive, optimistic sort of person.



## Do you feel you have control over your life at the moment? (%)



## I worry about all sorts of things, but particularly...



## How would I describe myself..?



### My Top 10...

- |             |                 |
|-------------|-----------------|
| Genuine     | Fun             |
| Caring      | Funny           |
| Brave       | Determined      |
| Independent | Straightforward |
| Optimistic  | Easy going      |

### Compared with other YP I might be more...

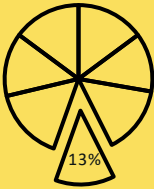
- |                        |             |
|------------------------|-------------|
| Competitive            | Calm        |
| Energetic              | Adventurous |
| Happy to show feelings |             |

✓ **I'D RATHER BE...** at home, feeling safe and comfortable, possibly even in my own bed! I'm torn between being sporty vs good looking, sweating vs shopping

Significantly Lower than Total   
 Significantly Higher than Total 



'Total' = all Young People interviewed, screened to include those from lower-incomes (gross h'hold income below £40k for a two parent/carer family and otherwise below £25k.



# 4. Sport is a laugh; let's not get serious: My interests



I do like what sport has to offer, but I also like watching TV, listening to music, scrolling through social media and just hanging out with mates. I have broad tastes and so you might find me watching some Reality TV or a Drama.

## In my spare time I'm most likely to....

56% Watch TV/Netflix  55% Spend time with friends 

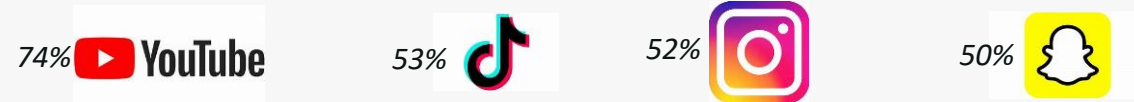
55% Watch short video clips e.g., YouTube / TikTok  53% Listen to Music 

50% Gaming  45% Spend time with family 

30% Play sports / get active 

Sports/Activity is considerably more important to me than most other segments as are School/education and working towards a career

## Favourite Social Media...



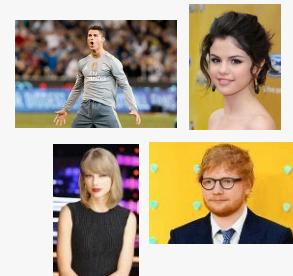
## Types of Media content I prefer...

I particularly likely Quick/funny clips & Comedy

I also watch some Sport, Dramas, Reality TV, Sci-Fi & Lifestyle

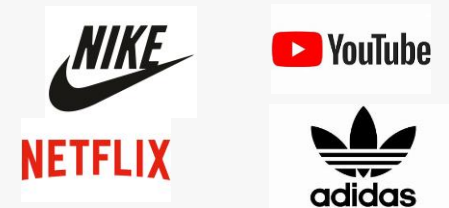


## Favourite Celebrities include...



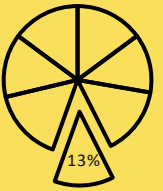
A broad range

## Brands I feel closest to...



# 4. Sport is a laugh; let's not get serious: Case Study

11 year old Male, Segment 4



## Personality

*"I am **funny, smart, fast football player and a good gamer**. I love going on holidays, going to the cinemas, eating out with friends and family and going to church."*



## Sporting Attitudes

*"I like to have fun while doing sports, if I don't win this time, I look forward to winning next time."*


## Barriers to sport

*"I don't like doing the same exercise routine, it makes it boring."*

## Recipe for happiness

*"Exercise/sport, Friendship, Laughter, Money and Family"*

## Activities for me

*"I like fun activities outdoors like **football, trampoline, going to the park with friends**, I did canoeing once on a school trip. I like to go **swimming**  **too, bowling and get out there having fun while keeping fit**. I like to do these activities with my friends and sisters."*

## Energy zap potion

*"Judgement, Failure, No freedom, Not being creative and Lack of sleep"*

# 5. It's for me...results matter: Attitudes to sport



Being driven and competitive I experience both the highs & lows when it comes to sport/getting active. There are social benefits too – new friends to work with & compete against.



- ✓ Work towards goals
- ✓ Compete against others
- ✓ Make new friends
- ✓ Develop skills
- ✓ Improve performance
- ✓ Improve social skills: Learning to be part of a team

*“As much as I want to enjoy a sport, being good at it makes me enjoy it even more. To keep at a beginner level and doing the same thing over and over becomes a hindrance sometimes.” 18 year old Male*



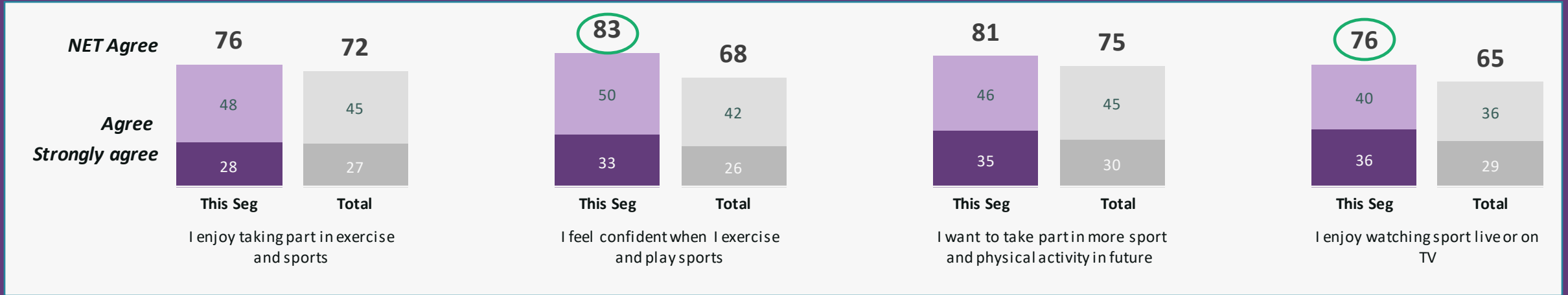
- ❖ No space at home
- ❖ Nothing to wear
- ❖ Too anxious
- ❖ Health reasons

*“Sport is a serious business for me. Although I’m confident in my own abilities circumstances or anxiety can get in the way, and I don’t always enjoy it.”*

# 5. It's for me...results matter: Behaviour, intentions & emotions



I do a lot of sport / activity and I'm confident in my abilities but set myself a high-bar when it comes to delivering so I don't always enjoy taking part: one day I'll have a real sense of joy and another the feeling that I have let others down.



## Out of 10...(average sportiness ratings)

- How sporty would you say you are? **6.6** (vs 5.7) 👍
- How active would you say you are? **6.8** (vs 6.0) 👍
- How sporty were you in primary school? **6.7** (vs 6.2) 👍

## Slightly more interest in personal/professional development opportunities: (% 8-10 / 10)

- 👍 43% Becoming a professional sports person
- 👍 40% A sports-related career
- 👍 37% A sports-related qualification
- 👍 36% Volunteering

## How many days in past week done a total of 1hr+ sport/activity?

- At school/college/university **3.0** (vs 2.5) 👍
- Elsewhere **3.0** (vs 2.4) 👍



**Emotions most commonly felt after Sport/Activity (30%+)**  
Energetic, Feel free, Supported, Happy/joyful, Relaxed

**Although they are also significantly more likely to feel...**  
They have let people down, Lonely

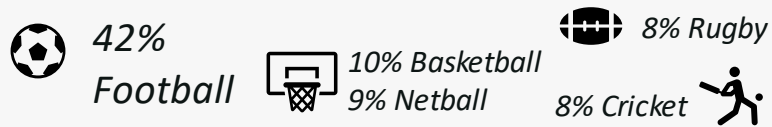
# 5. It's for me...results matter: Type of participation



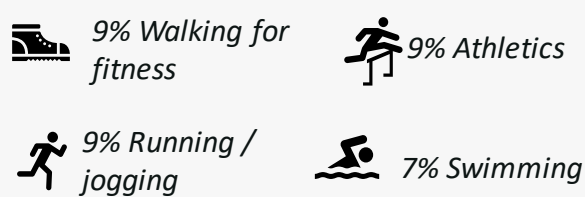
I'm a little more into my team sports. I come from a pretty sporty family and feel inspired by / encouraged by my parents but also siblings, although sometimes it can be hard to live up to their standards.

Virtually all currently taking part in something **AT LEAST ONE MONTH**

**65%** a Team sport / activity



**46%** an Individual sport/activity



**93% DO SOMETHING** on a monthly basis (vs 87% of Total)

Significantly **MORE** likely to report feeling **supported beyond the school environment i.e.,** by parents/carers and external sports coaches



Sporty immediate family - half at least one sporty/physically active female member + half a male member



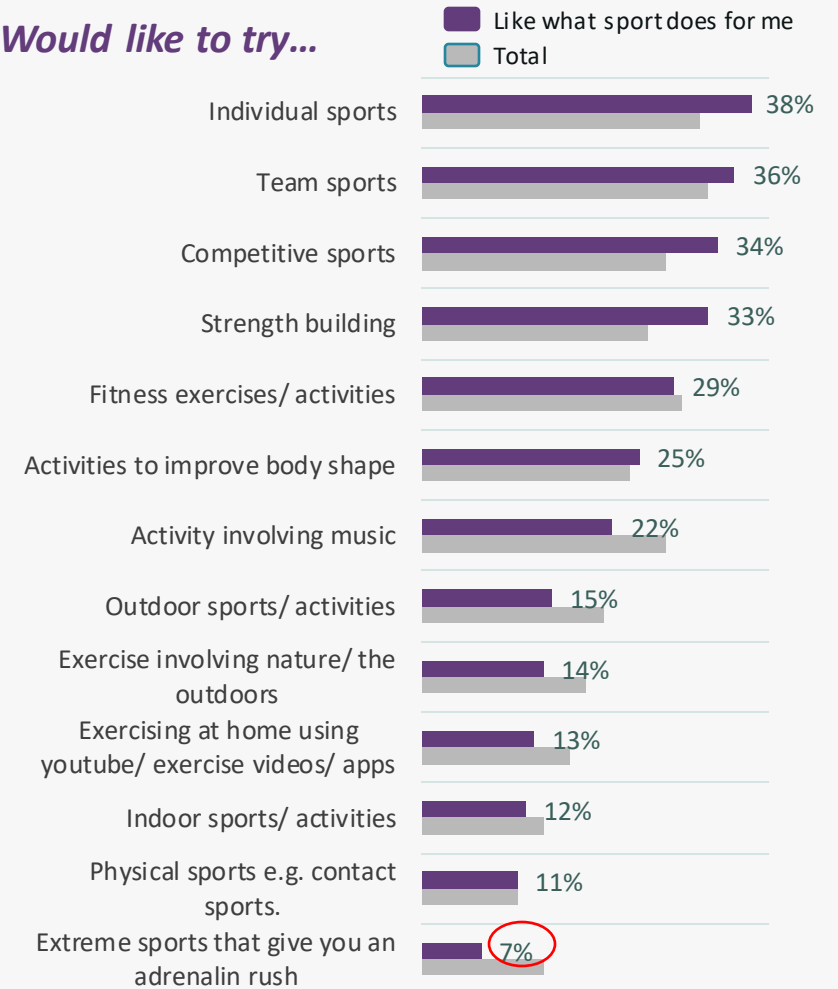
Inspired by **PARENTS** (particularly dad) but also **Siblings**



**Rating Out of 10 (10=excellent – 1 = terrible)**

PE lessons school/college	<b>6.9</b> (vs 6.1)	
After school, at school	<b>6.9</b> (vs 6.0)	
Local clubs/leisure centres	<b>6.9</b> (vs 6.1)	

**Would like to try...**

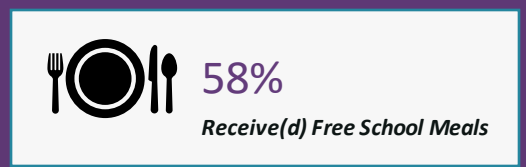
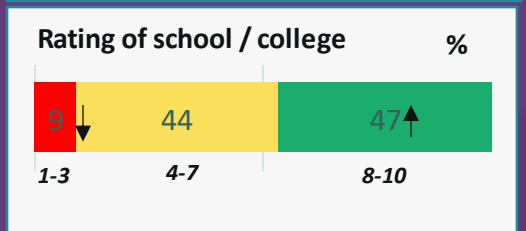
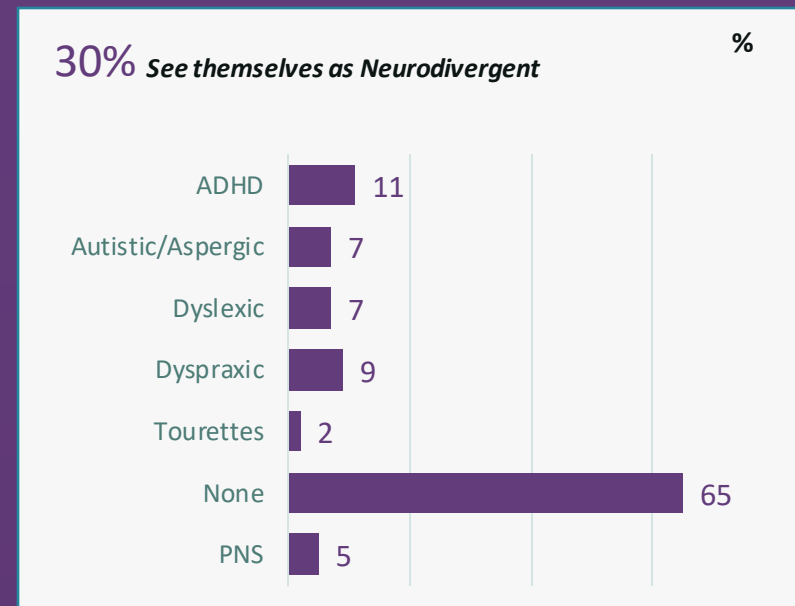
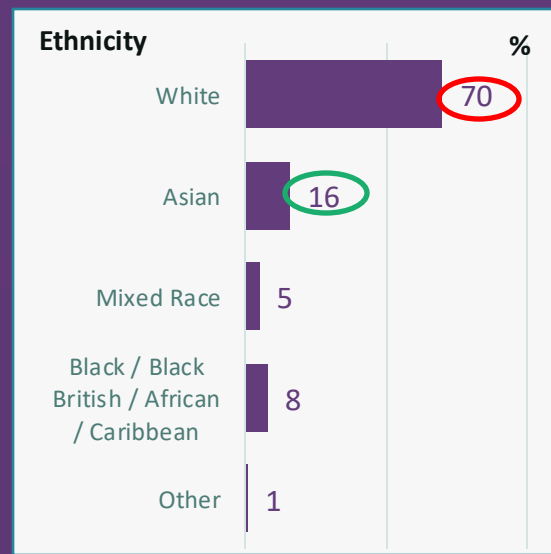
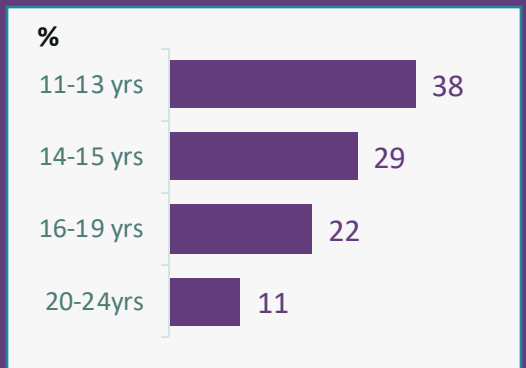
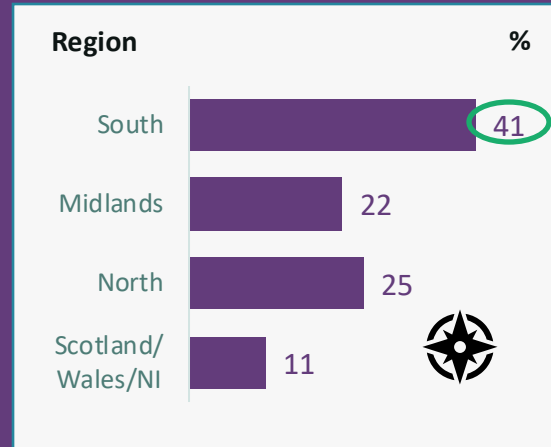
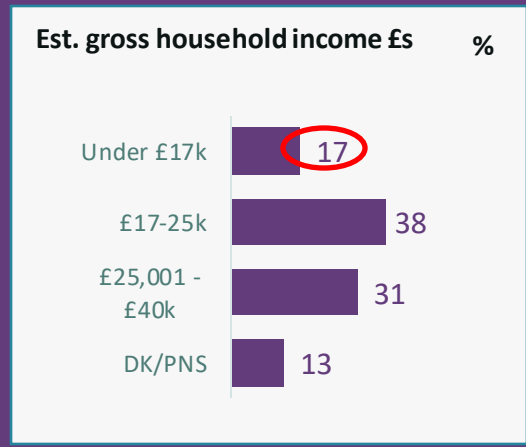
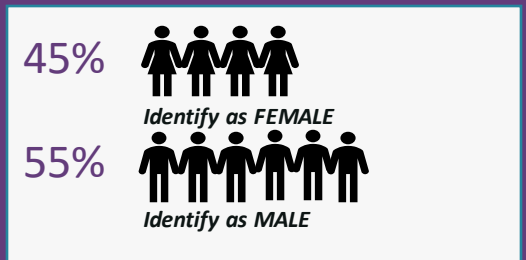




# 5. It's for me...results matter: Demographic profile



This segment tend to come from 2-parent families with *slightly* higher incomes. A significantly larger minority describe their ethnicity as Non-White, say that they have a physical disability and/or that they are carers. Half say that they have felt discriminated against when taking part in sports/activities.



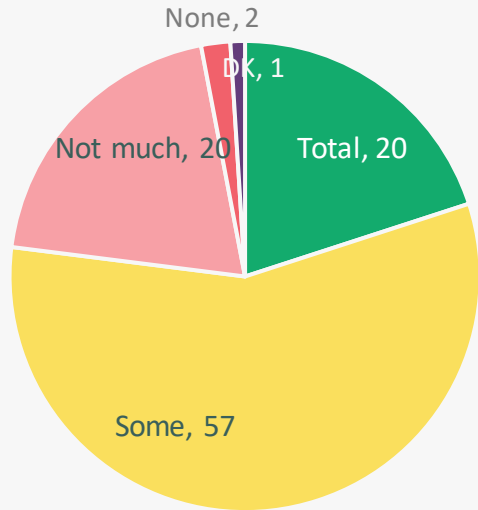
# 5. It's for me...results matter: Personality and worries



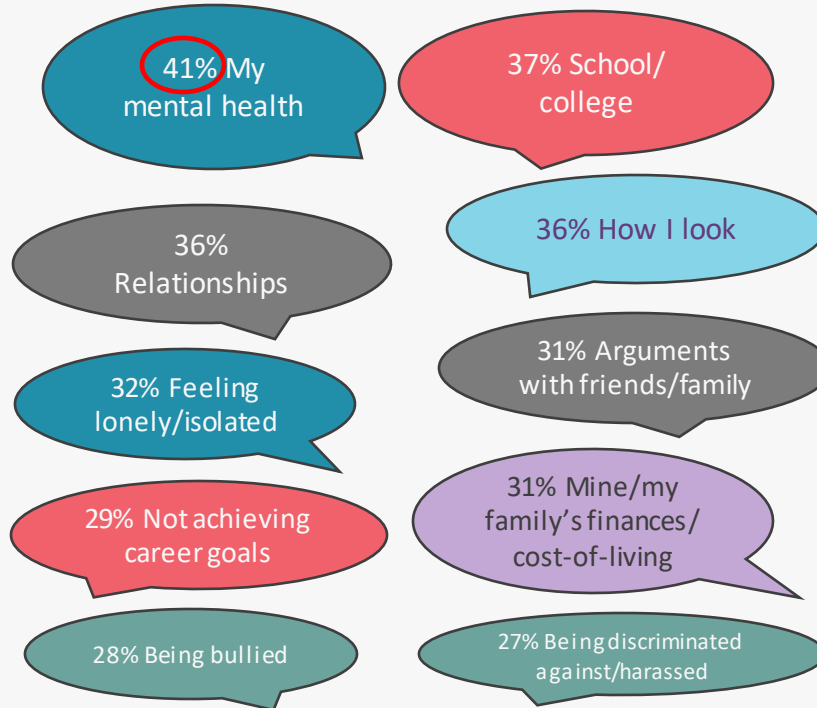
I do feel reasonably in control of my own life just now although I have plenty of different things that worry me from time to time.

I like new – new friends, new experiences. And I am happy to admit that I'm ambitious

Do you feel you have control over your life at the moment? (%)



I worry about all sorts of things, but particularly...



How would I describe myself..?

**My Top 10...**

- |                 |             |
|-----------------|-------------|
| Genuine         | Fun         |
| Caring          | Determined  |
| Brave           | Independent |
| Loves competing | Funny       |
| Easy Going      | Energetic   |

**Compared with other YP I might be more...**

- |                            |           |
|----------------------------|-----------|
| Likely to show my feelings | Extrovert |
|----------------------------|-----------|

✓ **I'D RATHER BE...** I'm just as happy trying some new/different as I am playing it 'safe' which makes me more adventurous than most. Of all the Segments I am the most interested in meeting new friends. Being sporty and being good-looking are equally important to me, as are being rich and being kind.

# 5. It's for me...results matter: My interests



I have a broad range of interests – some very earnest / serious whilst others are more about switching off and simply relaxing.

### In my spare time I'm most likely to...

44% Gaming

42% Listen to Music

43% Watch TV/Netflix

38% Spend time with friends

### ...and compared to other YP I am more likely to...

**18%** Be working towards my career

**12%** Volunteering

12% Religious activities

Many things are significantly more important to me than to other Segments. Sports/getting active, but also thinking about my career, volunteering, religious activities, campaigning. Not that I am always serious – I can also be passionate about leisure activities such as shopping, the cinema and getting creative.

### Favourite Social Media...

77% YouTube

60%

61%

54%

### Types of Media content I prefer...

I like watching sports.

I do like funny clips/comedy but not as keen as other segments.

I also watch Lifestyle, Horror, Drama etc.



### Favourite Celebrities include...



I find famous footballers inspirational

### Brands I feel closest to...



# 5. It's for me...results matter: My interests

18 year old, Male, Segment 5, A Levels



## Sporting Attitudes

*"I enjoy sports especially volleyball that in turn goes towards my physical activity and health."*

## Barriers to sport

*"As much as I want to enjoy a sport, being good at it makes me enjoy it even more. To keep at a beginner level and **doing the same thing over and over becomes a hindrance sometimes.**"*

## Personality

*"I'm a very **proactive and outgoing** person who's willing to try something new. I generally **make a lot of mistakes that most times affects my self view.**"*

## Activities for me

*" I **do not play around with my future** and I very much enjoy **software engineering it's my passion** and I'm willing to spend a lot of time towards it.  
I have a **deep passion towards sports and youth work** especially volleyball."*

## Recipe for happiness

*"Exercise/sport, Education/school, Laughter, Money and Family"*

## Energy zap potion

*"Girls my age, Judgement, Failure, No freedom and Lack of sleep"*

## 6. Keep calm and let off steam: Attitudes to sport

I appreciate what sport does for me in terms of reducing stress and escaping my worries. I know it's good for my Mental as well as my physical health. Sometimes though, I just can't afford it, I have no-one to go with or else my anxiety gets on top of me.



- ✓ Letting off steam/releasing stress
- ✓ Having fun / having a laugh
- ✓ Improving my mental health
- ✓ Stopping me from being bored
- ✓ Escaping worries/stress

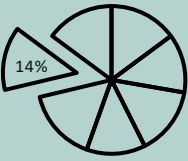
*"I enjoy walking and prefer doing exercise in the peace and quiet in nature and outdoors, at the park or at home. I like the challenge of hill climbs. I prefer slower workouts. Exercise helps me feel calm"* **18 year old male**



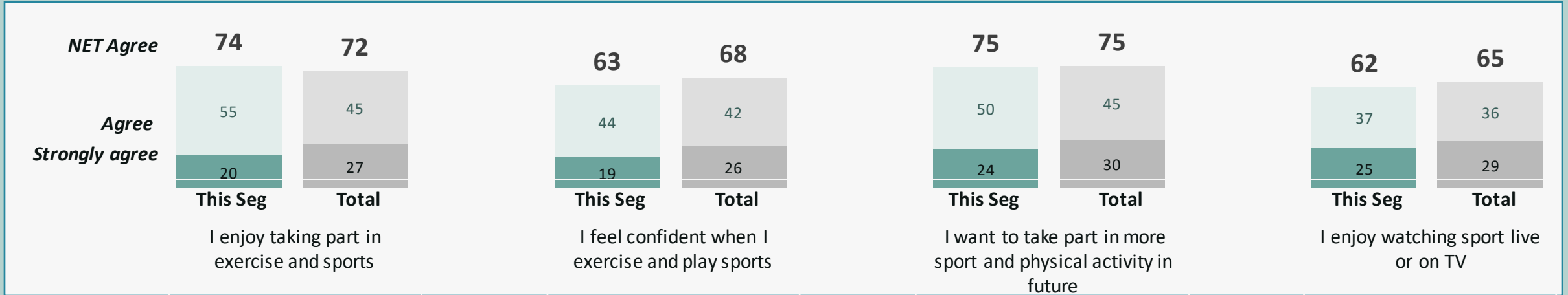
- ❖ Can't afford it
- ❖ No-one to go with
- ❖ Too anxious

*"I appreciate that sense of release that sport brings to bring me calm and peace of mind. Although it can be difficult for me to keep up with a sport as my mental health and practical barriers can get in the way."*

# 6. Keep calm and let off steam: Behaviour, intentions & emotions



I'm averagely into sport/getting active: I mostly enjoy it but with some reservations.



**Out of 10...(average sportiness ratings)**

How sporty would you say you are? **5.6** (vs 5.7)

How active would you say you are? **5.9** (vs 6.0)

How sporty were you in primary school? **6.3** (vs 6.2)


**Little or no interest in personal/professional development opportunities: (% 8-10/10)**

- 25% Becoming a professional sports person
- 18% A sports-related career
- 21% A sports-related qualification
- 22% Volunteering


**How many days in past week done a total of 1hr+ sport/activity?**


At school/college/university **2.4** (vs 2.5)

Elsewhere **2.3** (vs 2.4)

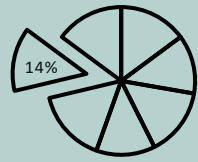
 **Emotions most commonly felt after Sport/Activity (30%+)**

Energetic, De-stressed, Feel free, Self-conscious, Worried/anxious

Significantly Lower than Total 

Significantly Higher than Total 

\*Total\* = all Young People interviewed, screened to include those from lower-incomes (gross h'hold income below £40k for a two parent/carer family and otherwise below £25k.



# 6. Keep calm and let off steam: Type of participation

I don't particularly have a preference for Team sports vs Individual activities. A little bit of music might encourage me to get moving.

**Almost all currently taking part in something AT LEAST ONE MONTH**

**50%** a Team sport / activity

39%  
Football

11% Basketball  
9% Netball

**55%** an Individual sport/activity

13% Running / jogging

16% Swimming

13% Walking for fitness

9% Cycling / BMX

**87% DO SOMETHING** on a monthly basis (vs 87% of Total)

Typical in terms of how much they have **felt supported** (meaning that Mum is often thought to have offered the most support)



Two-thirds have at least one family member they consider to be sporty/physically active



In terms of who has inspired them, most often - Parents although sometimes a sibling / friends



**Rating Out of 10 (10=excellent – 1 = terrible)**

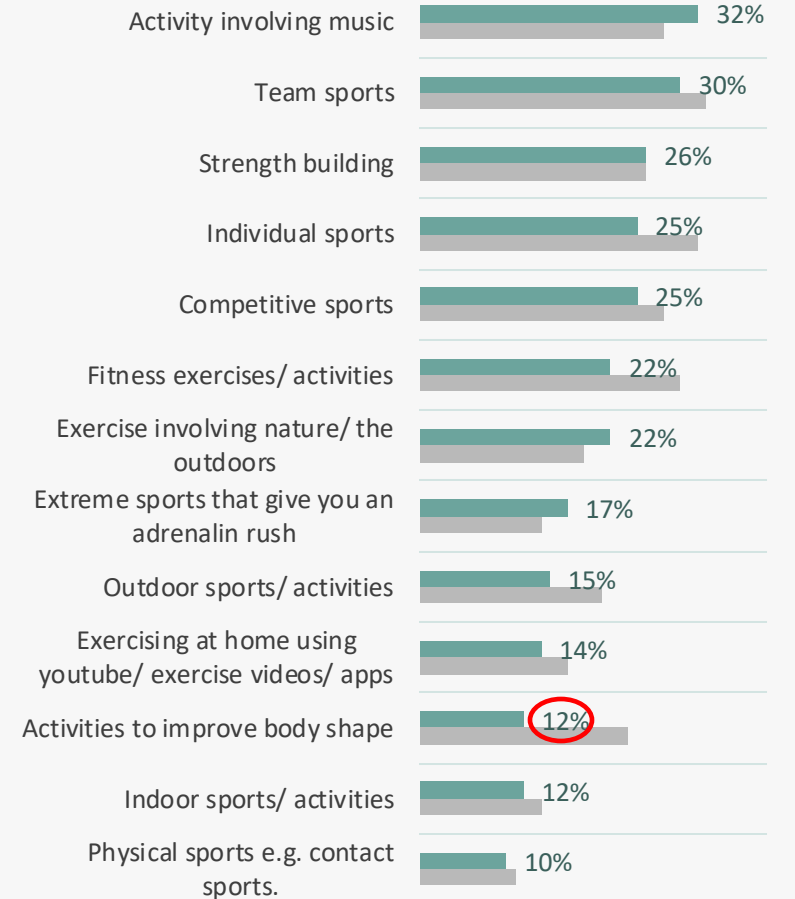
PE lessons school/college **6.0** (vs 6.1)

After school, at school **6.0** (vs 6.0)

Local clubs/leisure centres **6.0** (vs 6.1)

**Would like to try...**

Keep calm and let off steam  
 Total

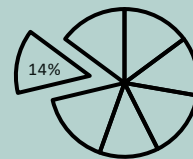


Significantly Lower than Total

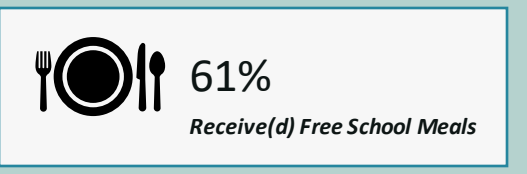
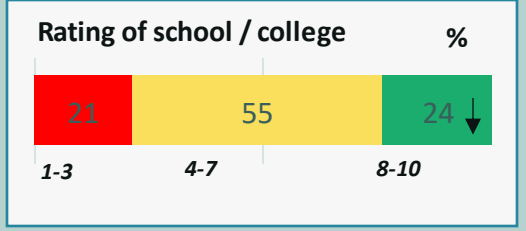
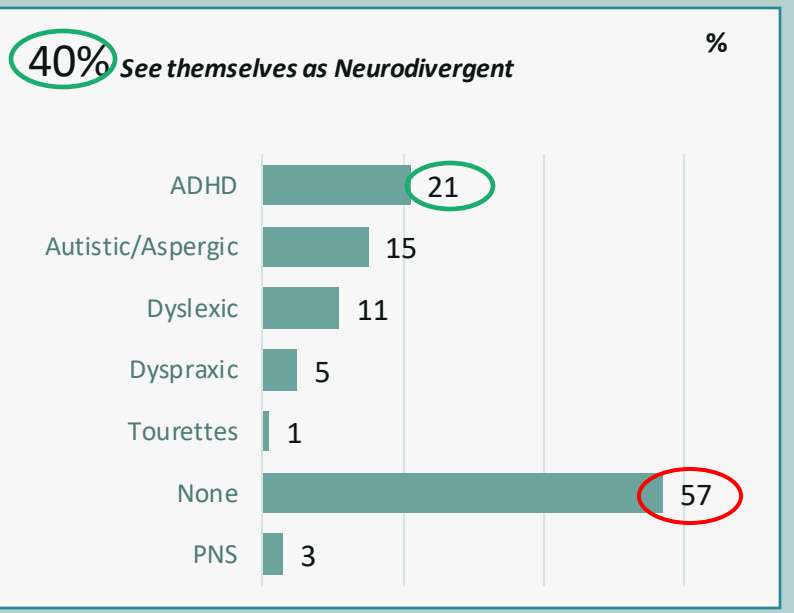
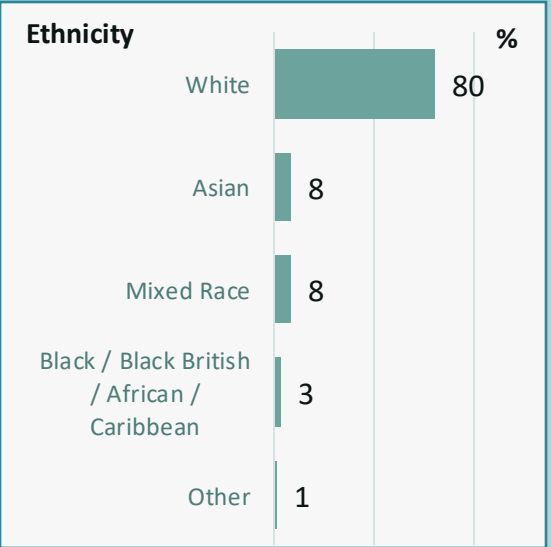
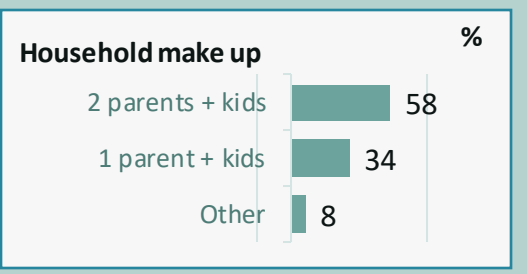
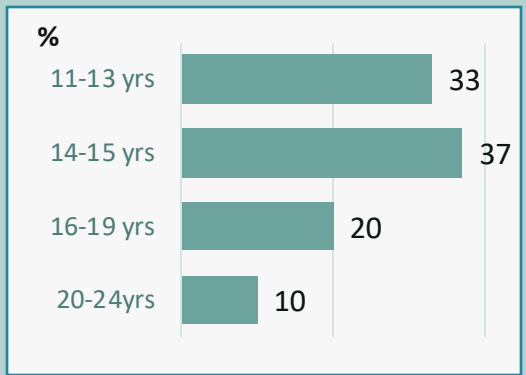
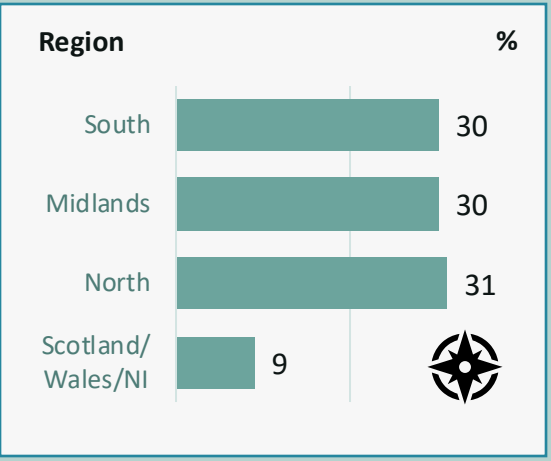
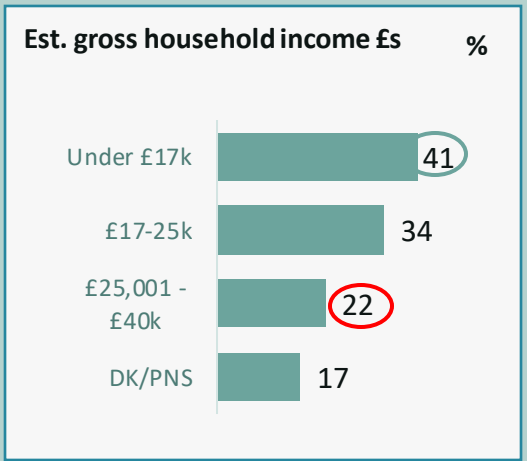
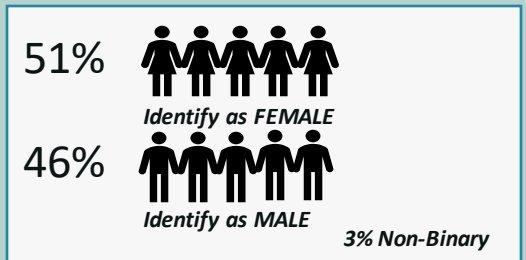
Significantly Higher than Total



'Total' = all Young People interviewed , screened to include those from lower-incomes (gross h'hold income below £40k for a two parent/carer family and otherwise below £25k.

# 6. Keep calm and let off steam: Demographic profile



The average income is a slightly lower for this segment. A greater proportion have been diagnosed as/feel that they are Neurodivergent with 1 in 5 selecting ADHD. Enjoyment with school/college is somewhat lower on average.

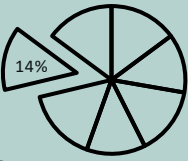


Significantly Lower than Total   
Significantly Higher than Total 

'Total' = all Young People interviewed , screened to include those from lower-incomes (gross h'hold income below £40k for a two parent/carer family and otherwise below £25k.

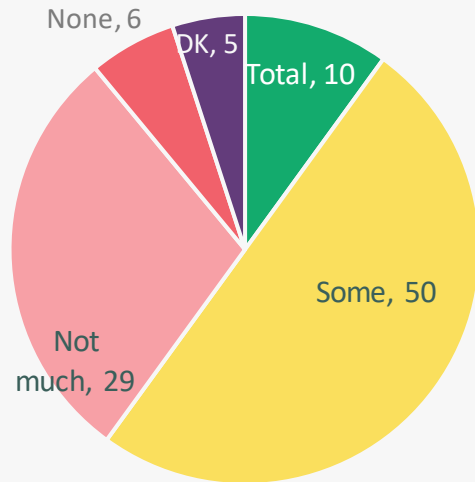


# 6. Keep calm and let off steam: Personality and worries

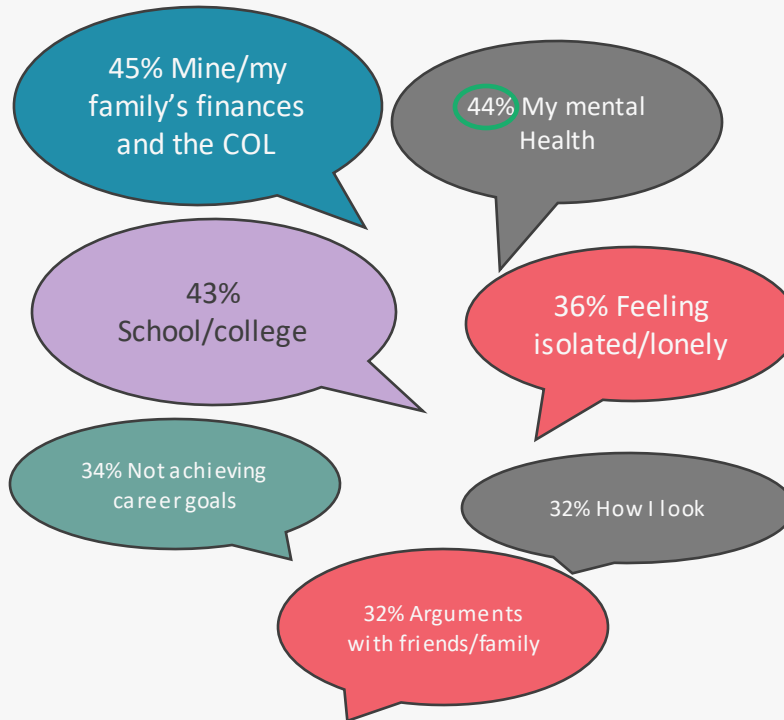


Whilst I don't necessarily feel any less in control of my life than my peers do, I do have a far greater than average tendency to worry about my own mental health.

Do you feel you have control over your life at the moment? (%)



I worry about all sorts of things, but particularly...



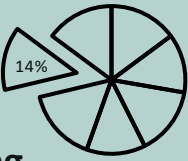
How would I describe myself..?

**My Top 10...**

- |             |                |
|-------------|----------------|
| Genuine     | Caring         |
| Fun         | Funny          |
| Brave       | Hides Feelings |
| Determined  | Creative       |
| Independent | Introvert      |

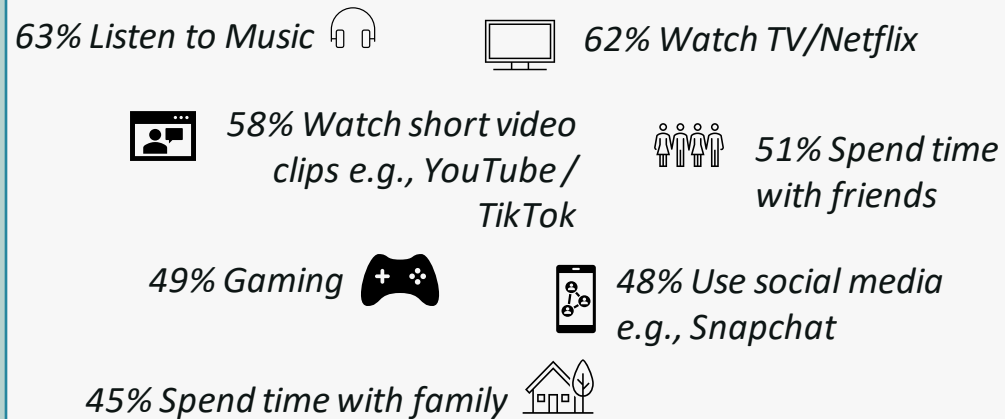
✓ **I'D RATHER BE...** at home, comfortable and safe (ideally in bed!).

# 6. Keep calm and let off steam: My interests



I am 'into' any number of things, my tastes vary. Listening to Music is a favourite of mine and I'm also likely to be found watching funny short clips on YouTube or TikTok or maybe a bit of reality TV or a soap opera.

## In my spare time I'm most likely to....



School / learning / my education / my career is a little LESS important to me than to other segments.  
Sport/getting active is averagely important to me

## Favourite Social Media...



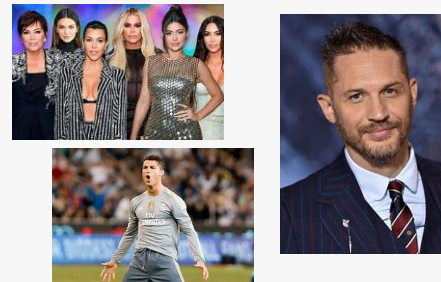
## Types of Media content I prefer...

I particularly likely Quick/funny clips & Comedy

But I also watch a wide range of other genres including Factual, Reality TV, Drama, Sport, Horror etc.



## Favourite Celebrities include...



A broad range

## Brands I feel closest to...



'Total' = all Young People interviewed, screened to include those from lower-incomes (gross h'hold income below £40k for a two parent/carer family and otherwise below £25k.

Significantly lower than Total

Significantly lower than Total

# 6. Keep calm and let off steam: Case study

18 year old, Male, Segment 6



## Personality

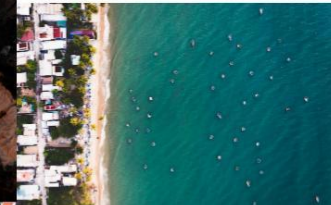
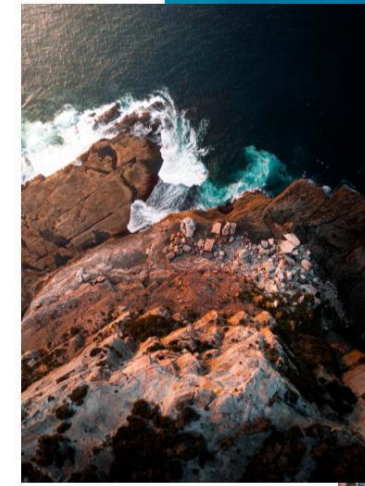
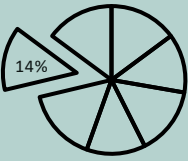
*"I live with my mum and dad and I do **games design** in college and in my spare time, I **play games on my YouTube** videos. I am not very confident (5 out of 10) but it depends on the situation."*

## Sporting Attitudes

*"I enjoy **walking and prefer doing exercise in the peace and quiet in nature and outdoors**, at the park or at home. I like the challenge of hill climbs. I prefer slower workouts. Exercise helps me feel **calm**"*

## Barriers to sport

*"I don't enjoy sport when it is too energetic."*



## Recipe for happiness

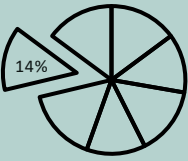
*"Laughter, The outdoors, Money, Music and Sleep"*

## Energy zap potion

*"Judgement, Failure, No freedom, Lack of money and Lack of sleep"*

# 6. Keep calm and let off steam: Case study

16-19 year old, Female, Segment 6



*"I think this group describes me the most because this is the reason I do exercise - it **helps to clear my head, and makes me feel more relaxed afterwards**. I can get on with my day after I have had an intense work out session."*



*"Scouts: I really do enjoy **Scouting**, and it is something that **makes me feel happy** as I am **giving back to the community** and that is something that I feel is invaluable."*

*Gym: I like to **go to the gym almost everyday**, as it helps me to **clear my mind for the day**"*

*"I think the **gym and weightlifting would be appealing**, and I also think sports like **swimming and squash** would as well."*

*"I enjoy the **rush of endorphins** that I have when exercising."*

*I personally think that people in this group (like me) **like the solitude of working out, because they are not really there to socialise, they are there to blow off steam.**"*

*"The only big negative is that **it can take a good three hours out of the day**, which, when I am in exam season, or have assignments to do, can be rather irritating because I often **have to skip out on the gym during these times.**"*

## 7. I'm all about looking/ feeling good but things get in the way: Attitudes to sport



Being active/sporty is good for my self-esteem: for the way I look / my body image & how I feel about myself. I like to improve my own performance and work towards goals. Barriers to going are mostly practical: lack of money, time, company or energy.



- ✓ Improve body image / the way you look
- ✓ Improve health and fitness
- ✓ Increase my self-esteem / confidence
- ✓ Improve performance
- ✓ Work towards and achieve goals

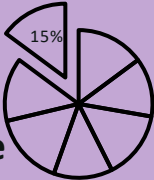
*"The most difficult challenges for me to overcome when doing sport/exercise is keeping a schedule and keeping a routine. I get quite anxious and I'm self conscious about my looks." 24 year old female*



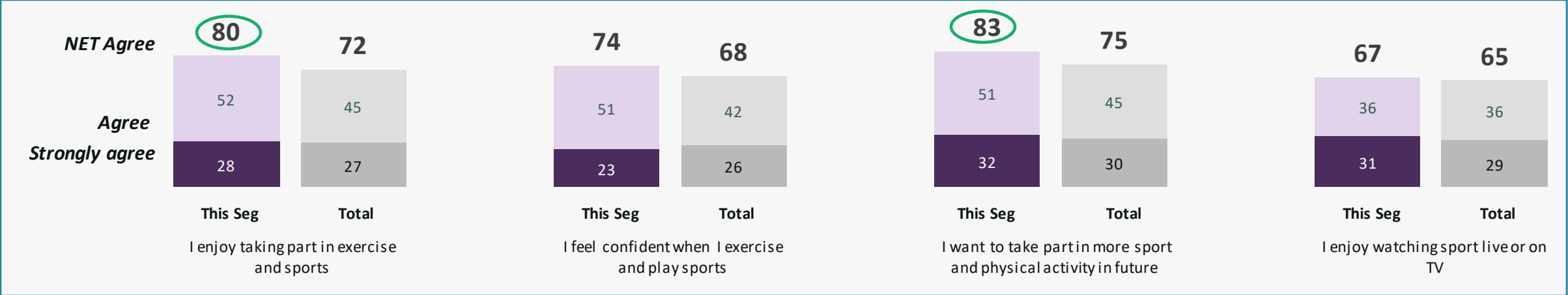
- ❖ Can't afford it
- ❖ Lack of time
- ❖ No-one to go with
- ❖ Too self-conscious
- ❖ Lack of energy
- ❖ Nothing to wear

*"I exercise to look good and feel good about myself. It gives me energy but I need to prioritize my education right now and I can also struggle with being able to afford it."*

# 7. I'm all about looking/ feeling good but things get in the way: Behaviour, intentions, emotions



I do enjoy sport / getting active and I'm pretty confident in my own abilities: I'd like to do more in the future than I'm managing to squeeze in now. That said, I'm not particularly interested in sport as any kind of a career.



**Out of 10...(average sportiness ratings)**


- How sporty would you say you are? **5.6** (vs 5.7)
- How active would you say you are? **6.2** (vs 6.0)
- How sporty were you in primary school? **6.4** (vs 6.2)



**Little or no interest in personal/professional development opportunities: (% 8-10/ 10)**

- 27% Becoming a professional sports person
- 25% A sports-related career
- 20% A sports-related qualification
- 20% Volunteering

**How many days in past week done a total of 1hr+ sport/activity?**

- At school/college/university **2.5** (vs 2.5)
- Elsewhere **2.4** (vs 2.4)

 **Emotions most commonly felt after Sport/Activity (30%+)**  
Energetic, Feel free, Uplifted, Happy/joyful, De-stressed, Relaxed

Significantly Lower than Total   
Significantly Higher than Total 

\*Total' = all Young People interviewed , screened to include those from lower-incomes (gross h'hold income below £40k for a two parent/carer family and otherwise below £25k.

# 7. I'm all about looking/ feeling good but things get in the way: Type of Participation



It's not particularly a sociable activity as far as I'm concerned. Things I do / would like to try include things which will build my strength and/improve my body shape. I'm open to the idea of working out at home using videos.

**Almost all currently taking part in something AT LEAST ONE MONTH**

**51%** a Team sport / activity

37%  
Football

9% Basketball  
10% Netball

**64%** an Individual sport/activity

20% Running / jogging

13% Swimming

19% Walking for fitness  
 20% Gym or fitness activities

**89% DO SOMETHING** on a monthly basis (vs 87% of Total)

Typical in terms of how much they have **felt supported** (meaning that Mum is often thought to have offered the most support)



Half have at least one family member they consider to be sporty/physically active



In terms of who has inspired them, most often - Parents although sometimes a sibling



**Rating Out of 10 (10=excellent – 1 = terrible)**

PE lessons school/college **6.1** (vs 6.1)

After school, at school **5.7** (vs 6.0)

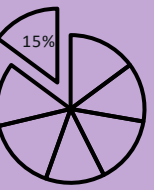
Local clubs/leisure centres **6.3** (vs 6.1)

**Would like to try...**

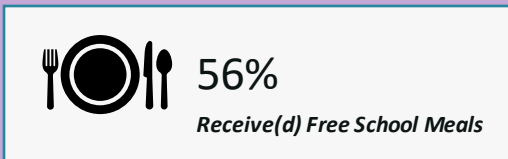
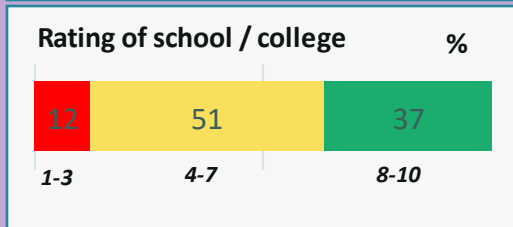
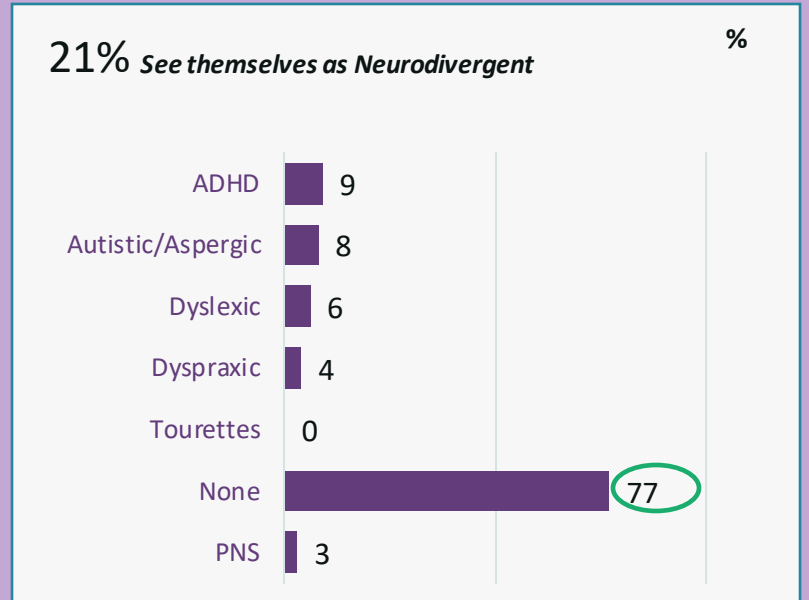
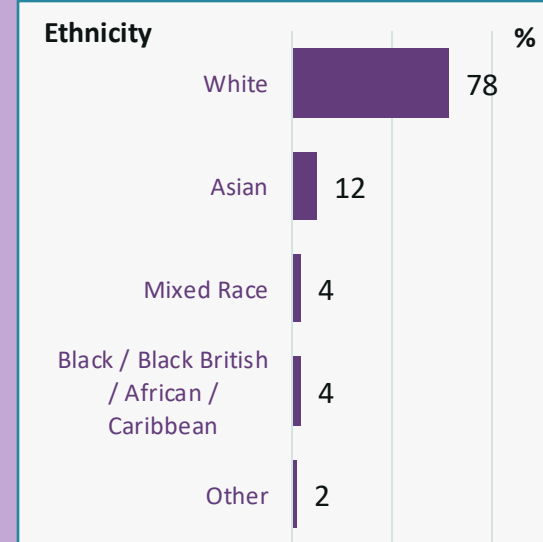
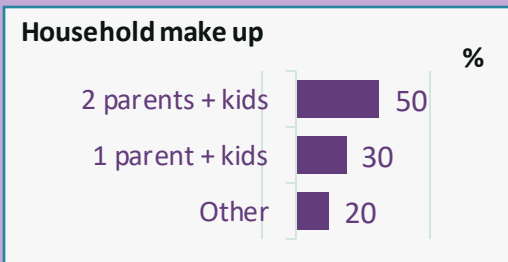
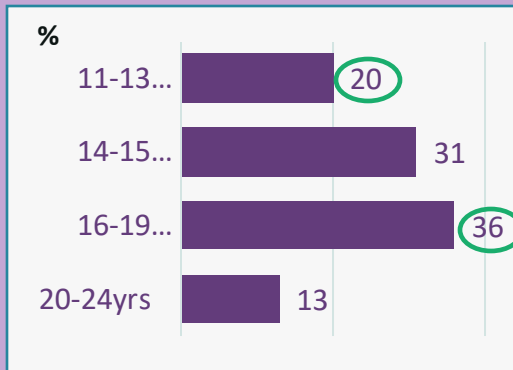
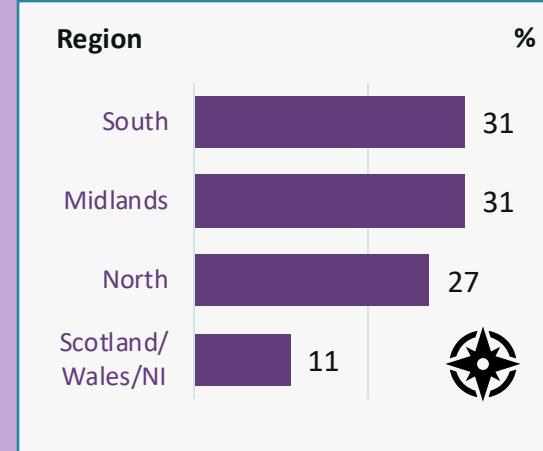
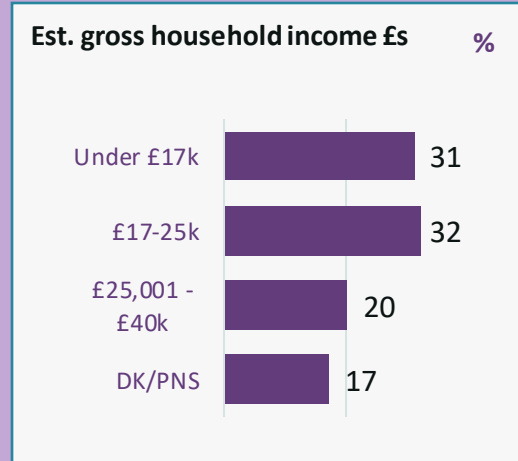
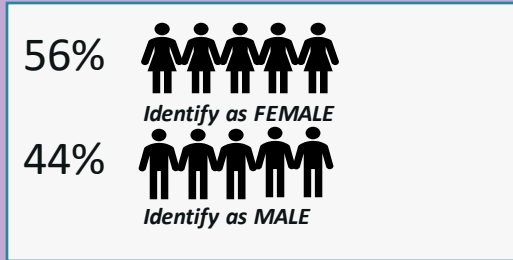
This seg  
 Total



# 7. I'm all about looking/ feeling good but things get in the way: Demographic Profile



There is little that is distinctive about this segment when it comes to their simple demographics, other than typically being a little older.

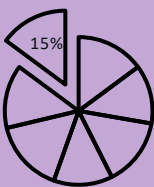


Significantly Lower than Total   
Significantly Higher than Total

'Total' = all Young People interviewed, screened to include those from lower-incomes (gross h'hold income below £40k for a two parent/carer family and otherwise below £25k.

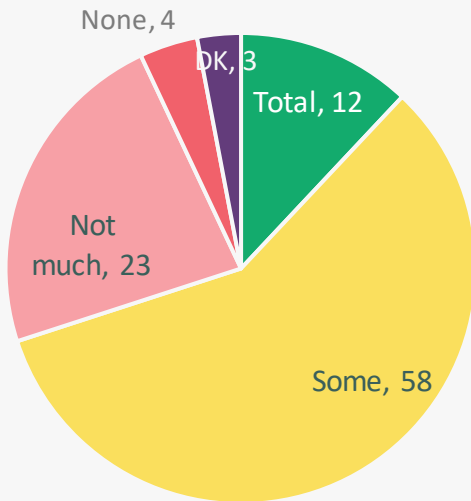


# 7. I'm all about looking/ feeling good but things get in the way: Personality and Worries



My concerns / worries are fairly typical for a young person of my age. Although I am considerably more likely to be nervous about the impact that the cost-of-living is having on mine/my family's finances. And perhaps because I am that little bit older, I worry about whether or not I will be able to achieve my own personal career goals.

Do you feel you have control over your life at the moment? (%)



I worry about all sorts of things, but particularly...



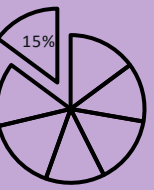
How would I describe myself..?

**My Top 10...**

- |             |                 |
|-------------|-----------------|
| Genuine     | Caring          |
| Fun         | Funny           |
| Independent | Determined      |
| Brave       | Straightforward |
| Cheerful    | Optimistic      |

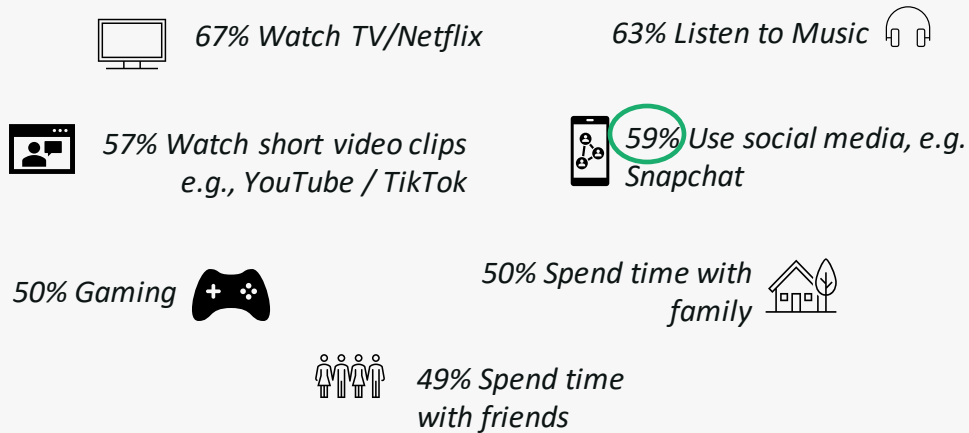
✓ **I'D RATHER BE...** at home, with family, comfortable and safe. Good looking rather than Sporty. Out shopping rather than at the gym.

# 7. I'm all about looking/ feeling good but things get in the way: My interests



My hobbies are fairly typical and my tastes eclectic. Being that little bit older I am a bit more focused on working towards my career whilst at the same time working on my 'look'.

## In my spare time I'm most likely to....



## ...and compared to other YP I am more likely to...



My career and my appearance are more important to me than to other segments. Sport/getting active is averagely important to me

## Favourite Social Media...



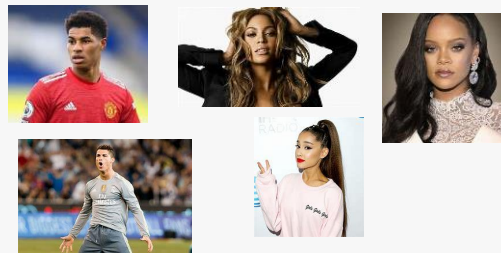
## Types of Media content I prefer...

I particularly likely Quick/funny clips & Comedy

But I also watch a wide range of other genres including Drama, Sport, Factual, Reality TV, Horror etc.

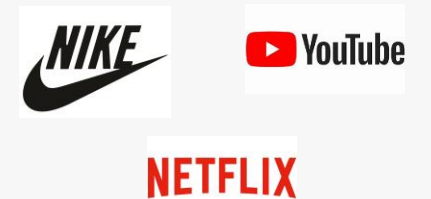


## Favourite Celebrities include...

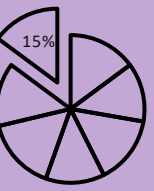


A mix of sports & music

## Brands I feel closest to...



# 7. I'm all about looking/ feeling good but things get in the way: Case study



24 year old, Female, Segment 7, Part-time Masters

## Personality

*"I live with my Dad and my sister. I would say I'm open minded and I have lots of interests."*



## Sporting Attitudes

*"I go dancing. It's a good chance to meet new people that like the same music as me. I do sports for fun and am not competitive at all."*

## Activities for me

*"I want to travel more, I currently work part time. I'd like to try weight lifting, running and team sports."*

## Barriers to sport

*"The most difficult challenges for me to overcome when doing sport/exercise is keeping a schedule and keeping a routine. I get quite anxious and I'm self conscious about my looks."*

## Recipe for happiness

*"Friendship, Laughter, Confidence, Money and Music"*

## Energy zap potion

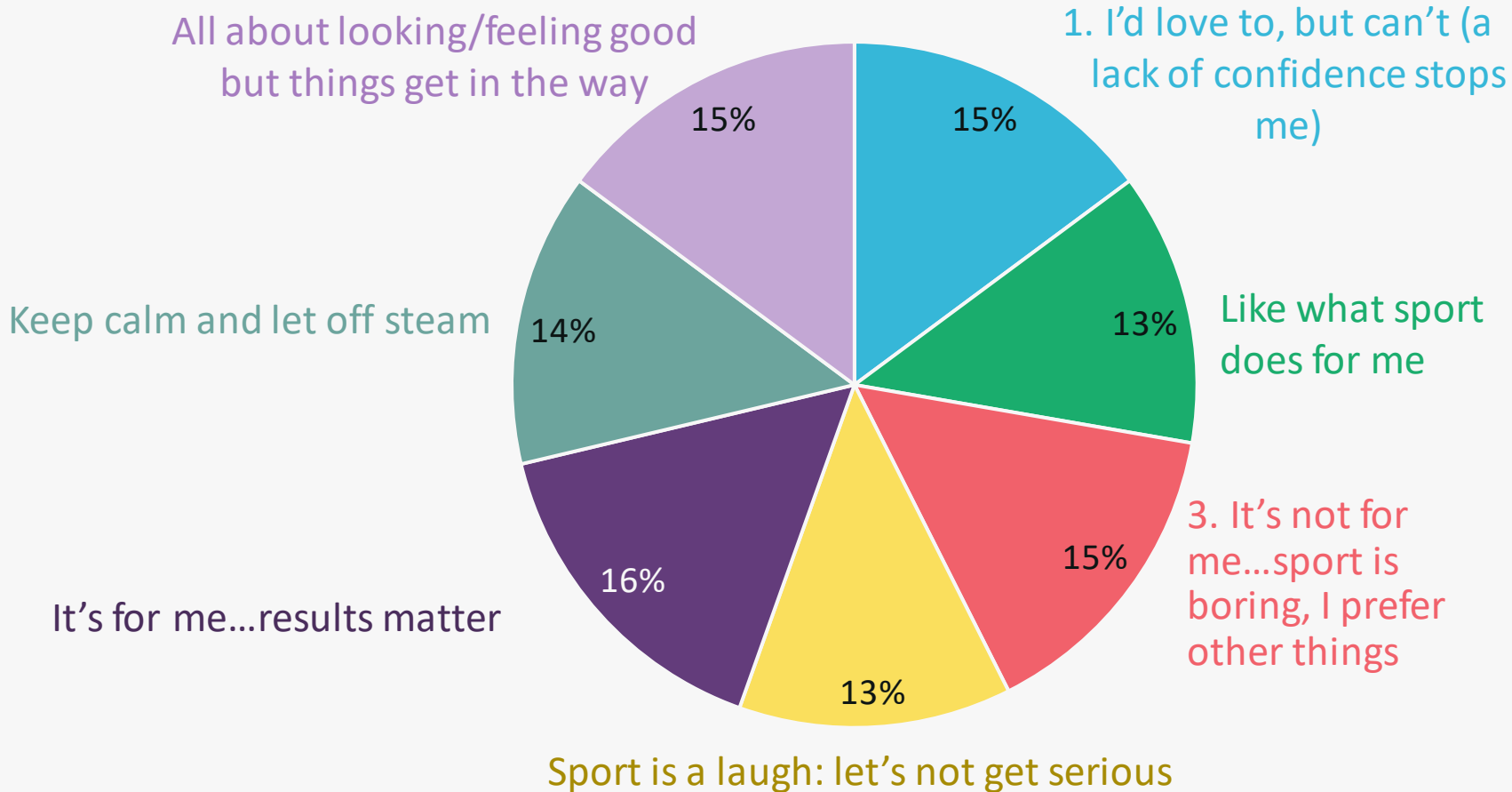
*"Judgement, Failure, No freedom, Lack of money and Lack of sleep"*

 Platypus

# Appendix

# Targeted Principles using the 7 Segments

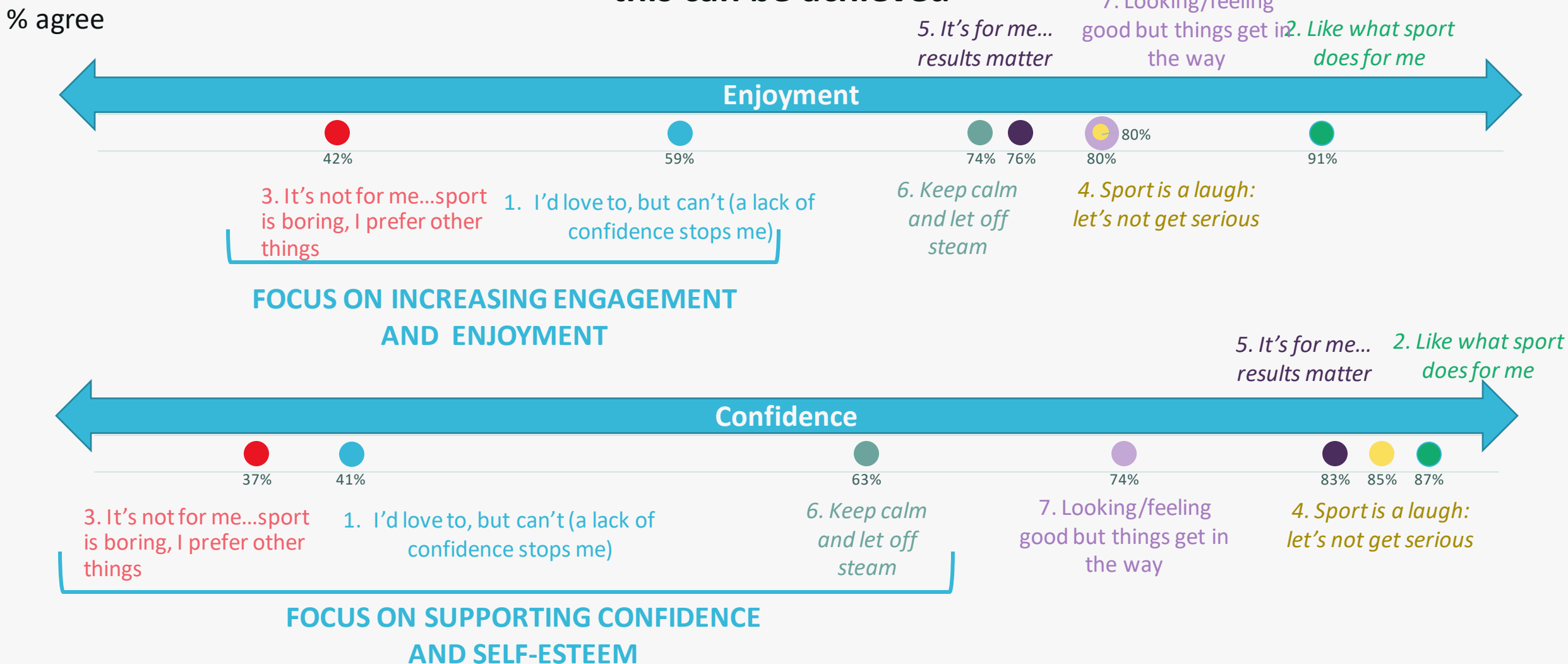
Qualitative research demonstrated that the segment descriptions resonated well with young people, making it a useful tool for wider use



**A strategic tool for connecting prioritising and designing targeted interventions**

- Assigning young people to one of these segments will provide a key level of understanding of their motivators and barriers to participation and provide a strategy for the best way to engage and encourage them further
- The qual research has shown that young people can easily identify with one of the segments making this a useful tool for future work.

# Segment 1, 3 (and 6 to some extent) are key targets for programmes that increase enjoyment, relevance and confidence but it is key to understand the detail to determine how this can be achieved



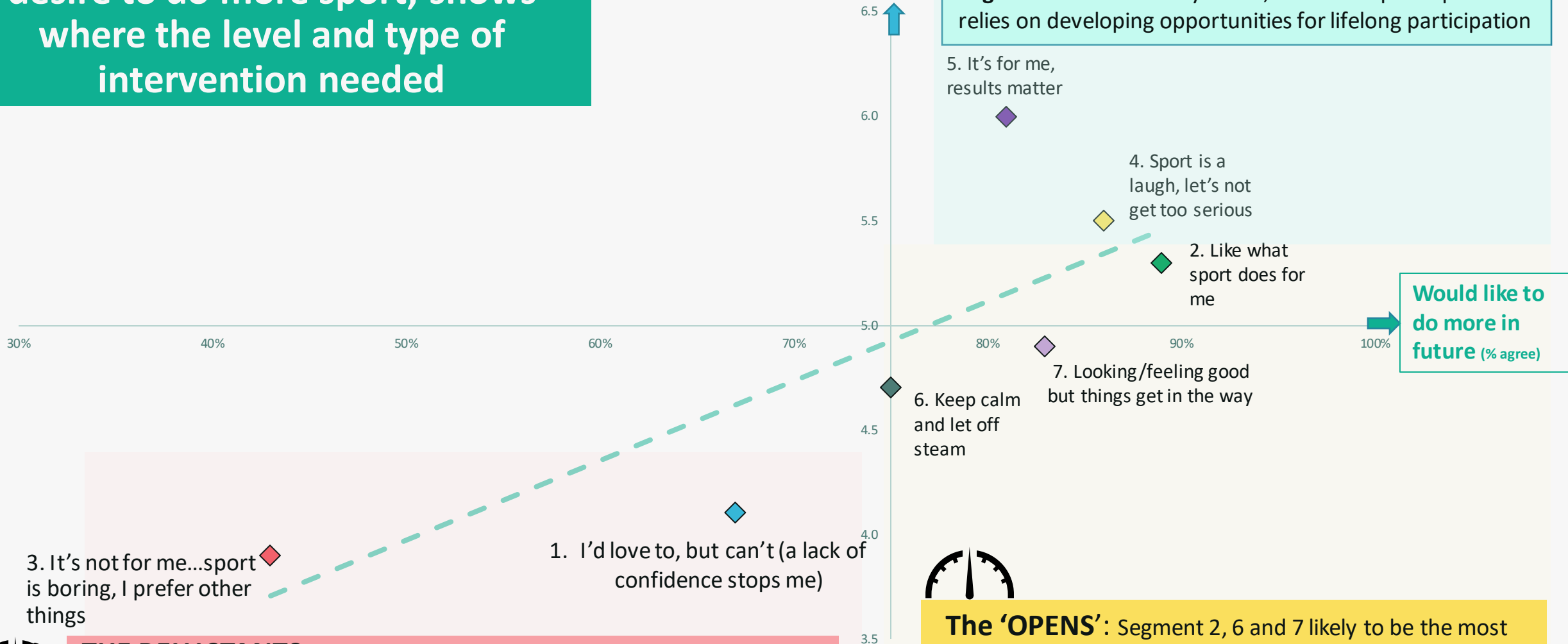
# Mapping current activity level vs desire to do more sport, shows where the level and type of intervention needed

Number of days already active Past week



## DEVELOP AND MAINTAIN:

Segment 5 and 4 already active, but future participation relies on developing opportunities for lifelong participation



Would like to do more in future (% agree)

**THE RELUCTANTS:** Greater intervention will be needed for Segments 3 and 1. Sport needs a re-brand for segment 3 and a supportive approach for 1



**The 'OPENS':** Segment 2, 6 and 7 likely to be the most receptive to initiatives to increase participation. (Current activity lower than average but keen to do more)

**Key Barriers to overcome for each segment:** Employ separate, targeted approaches to overcome the barriers for the two 'reluctant' segments. Focus on **increasing confidence and self-consciousness for segment 1** and a **creative, reframing approach for segment 3**. Affordability and prioritising exercise over education/work are common to the 'open' segments

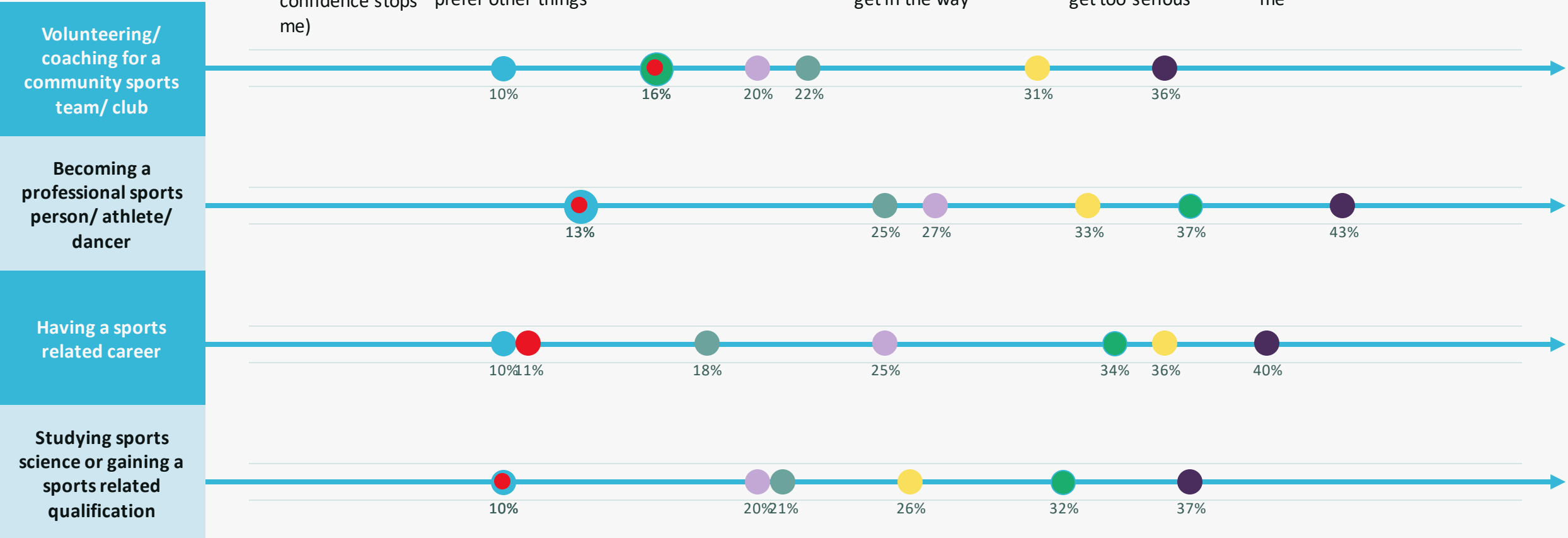
	'RELUCTANT'	'OPEN'	'RELUCTANT'	'DEVELOP'	'DEVELOP'	'OPEN'	'OPEN'
	1. I'd love to, but can't (a lack of confidence stops me)	2. Like what sport does for me	3. It's not for me...sport is boring, I prefer other things	4. Sport is a laugh, let's not get serious	5. It's for me...results matter	6. Keep calm and let off steam	7. Looking/feeling good but things get in the way
<b>PHYSICAL</b> e.g. time, cost, priorities		Cost Space (can't get there/no space at home)		Time	Space (can't get there/no space at home) Nothing to wear	Cost	Cost Career/education focus Time
<b>PSYCHOLOGICAL</b> e.g. confidence, energy, anxiety	Confidence & anxiety. Concerns over own mental health.		Lack enjoyment/connection Doesn't fit identity Lack relevance	Energy	Judgement Anxiety	Anxiety Physical health	Energy
<b>SITUATIONAL</b> e.g. experience, role models, vulnerabilities	Higher proportion SEN		Lack of role models / experience	No one to go with	More minorities (physical disability, carers, non-white ethnicity)	Higher proportion SEN No one to go with	



# Segments 5, 2 and 4 are the keenest on having a future in sport and should be key targets for career development initiatives. Focus on segment 5 and 4 for volunteer recruitment

% 8-10 / 10

- 1. I'd love to, but can't (a lack of confidence stops me)
- 3. It's not for me, sport is boring, I prefer other things
- 6. Keep calm and let off steam
- 7. Looking/feeling good but things get in the way
- 4. Sport is a laugh, let's not get too serious
- 2. Like what sport does for me
- 5. It's for me, results matter



# Additional Vulnerability Indicators highlight the need for focussing on inclusivity in programme design, particularly for segment 6, 1 and 5 (above and beyond LSEG)

	1. I'd love to, but can't (a lack of confidence stops me)	2. Like what sport does for me	3. It's not for me...sport is boring, I prefer other things	4. Sport is a laugh, let's not get serious	5. It's for me...results matter	6. Keep calm and let off steam	7. Looking/feeling good -things get in the way
SEN	38% ↑	25%	33%	22%	30%	40% ↑	21%
Physical Disability	20%	12%	17%	19%	25% ↑	18%	11%
Carer	21%	15%	20%	27%	40% ↑	25%	19%
Not White (ethnicity)	17%	20	9%	22%	30% ↑	20%	22%
Income under £17k	26%	34%	30%	22%	17%	41% ↑	31%
Free School Meals	59%	55%	50%	42%	58%	61%	56%
Worried about finances/COL	37%	56% ↑	37%	28%	31%	45%	54% ↑
Worried about their Mental Health	53% ↑	17%	34%	27%	41%	44%	36%
Family members NOT sporty/active	39%	33%	49% ↑	32%	25%	34%	43%

# Design and promote targeted programmes/activities based on the different preferred sports types, spaces, goals and drivers

## Team or not?

### Individual sports

- 1. I'd love to, but can't
- 4. Sport is a laugh
- 5. It's for me... results matter
- 7. Looking/feeling good....

### Team sports

- 2. Like what sport does for me`
- 4. Sport is a laugh
- 5. It's for me... results matter

- **Segment 3** had no preference for either team or individual sports, potentially due to a lack of positive experiences.
- **Segment 6** driven more by environment and goals

## Exercise Environment

### At home (fitness videos etc.)

- 1. Can't rather than won't
- 3. It's not for me... sport is boring
- 7. Looking/feeling good....

### Linked to nature/the outdoors

- 2. Like what sport does for me`
- 6. Keep calm and let off steam

### Music

- 1. I'd love to, but can't
- 3. It's not for me...sport is boring
- 6. Keep calm and let off steam

## Goals

### Competitive sports

- 2. Like what sport does for me`
- 4. Sport is a laugh
- 5. It's for me... results matter

### Strength building

- 5. It's for me... results matter`
- 6. Keep calm and let off steam
- 7. Looking/feeling good ....

### Adrenalin rush: Extreme sports

- 6. Keep calm and let off steam

### Improve body image

- 3. It's not for me...sport is boring
- 7. Looking /feeling good.....

*"I think the **gym and weightlifting would be appealing**, and I also think sports **like swimming and squash** would as well. I personally think that people in this group (like me) like the **solitude of working out**, because they are **not really there to socialise**, they are there to **blow off steam**."*  
16-19 year old female, segment 6

# Current levels of enjoyment don't always tell the whole story

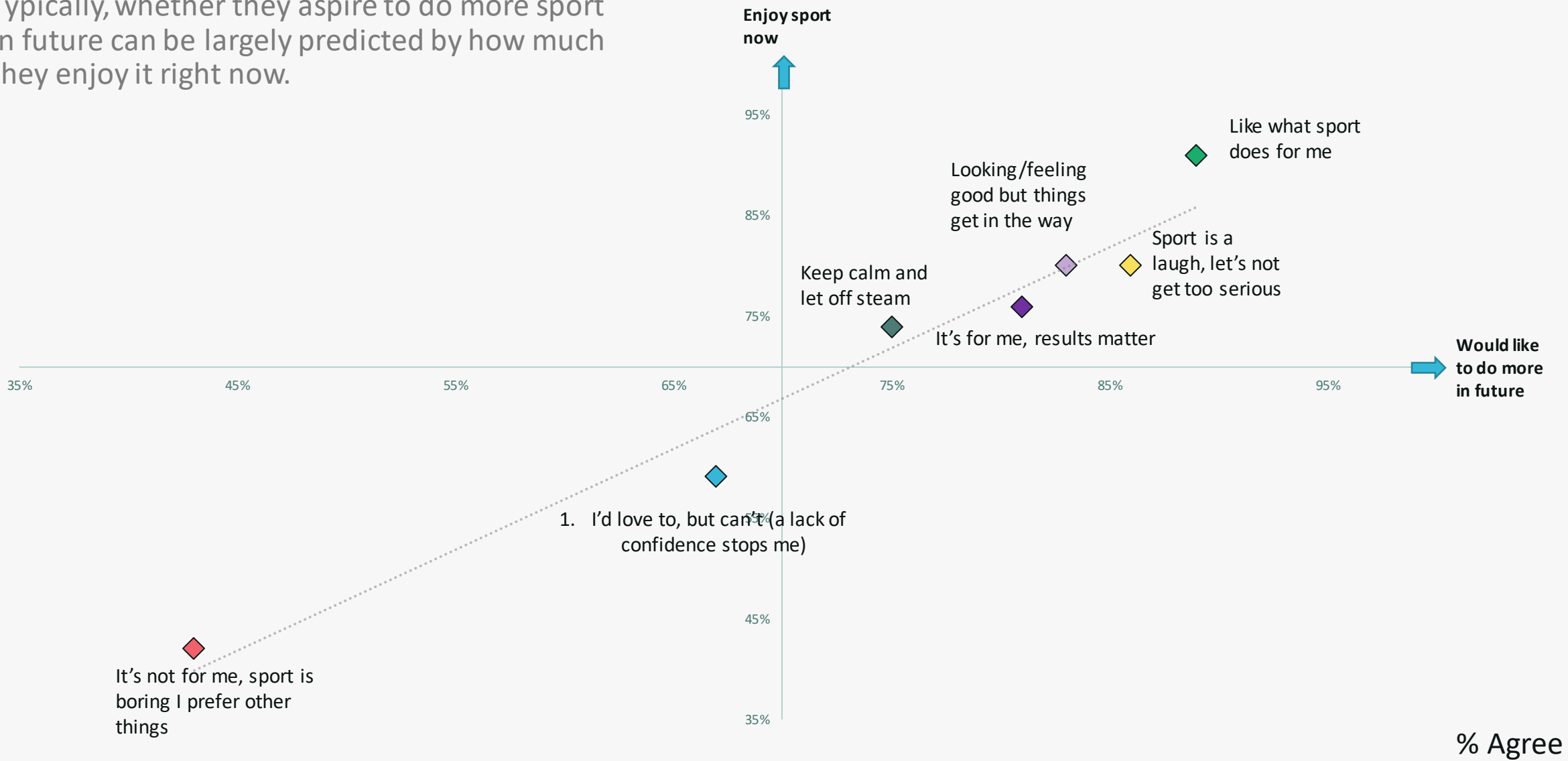
For example, whilst those who are/consider themselves to be neurodivergent have significantly lower enjoyment scores than their peers, they have very similar levels of enthusiasm. And those over 16 yrs often admit that they want to take part more, in spite of having some of the lowest current enjoyment scores.

% AGREE STRONGLY	Girls significantly lower than Boys across the board		Enjoyment decreases with age, as does confidence, although to a lesser extent. HOWEVER, the appetite to take part in more activities is evident across ALL ages.				Many Carers have a strong connection with sport		Although currently enjoying it less, there's still appetite evident for Neurodivergent YP		Signs that many with Physical Disabilities are maybe lacking quality opportunities	
	Girls	Boys	11-13	14-15	16-19	20-24	Carers	Non Carers	Neurodivergent	Neurotypical	Physical Disability	No Physical Disability
I enjoy taking part in exercise and sports	21↓	33↑	31	29	22	17↓	31	26	18↓	31	21	28
I enjoy watching sport live or on TV	18↓	39↑	31	30	24	24	36↑	26	24	30	29	28
I feel confident when I exercise and play sports	19↓	34↑	28	26	26	24	36↑	24	24	28	30	26
I want to take part in more sport and physical activity in the future	25↓	35↑	32	23↓	34	30	37↑	28	25	32	31	29

Those below the trendline don't always identify as 'sporty' but, given that they mostly appreciate the benefits they still have an appetite for increasing their participation



Typically, whether they aspire to do more sport in future can be largely predicted by how much they enjoy it right now.



# Shared Principles for Increasing Participation

There are key commonalities shared by this demographic that should be considered for increasing and maintaining participation

## 1) Support young people with costs and access to affordable, local activities

- As cost is a key barrier for these young people (for 2 in 5, finances are the main worry), future provision needs to be affordable and mindful of regular fees, travel and uniform costs.
- Costs of participation need to be **transparent, straightforward and as low as possible.**
- Where possible **uniform and equipment costs should be minimised or subsidised.**
- **Subsidised participation and sponsorship** for this age group are vital via schools/colleges/unis and community groups.
  - Supporting volunteers and local community groups to increase their knowledge and understanding of funding/grants may be needed

## 2) Balance Priorities and Increase Encouragement

- **Young people and their influencers are focused on exams and career pathways** (school was the second main worry for young people and a key barrier to participation) which means sport and physical activity become harder to fit in to their timetables as pressure increases.
- **Young people and their influencers need a reason to believe it is worth focusing on physical activity/sport:** Comms to Young People, parents and within secondary/further and higher educational settings to increase the perceived importance of sport and physical activity in relation to future outcomes
- **Young people need practical advice on how to incorporate sport/activity into busy timetables:** Resources and programmes

### 3) Support in maintaining participation during transition times

- **Changes of education and financial situation** happen frequently at this age.
- **Exercise/sporting 'habits' formed during school/college/uni years are broken** during times of transition which means young people need to find new clubs/leisure centres etc. causing a drop off in participation.
- **Partnerships with local providers, community groups and education settings** to create transition, induction or new starter programmes are key to encourage continued and new participation

### 4) Address psychological barriers and discrimination

- Lifestage and living through life-changing circumstances (Covid-19) means this age group are **highly vulnerable to confidence, self-consciousness and anxiety issues which are key issues in particular for girls, neurodiverse and vulnerable young people**.
- **Programmes aimed at addressing these psychological barriers are vital**. This impacts how programmes are communicated, how sport and exercise is framed (social benefits/making new friends can be anxiety inducing rather than motivating) and the offer e.g. group sizes, activity types, coaching.
- Co-designed and peer run sessions via young people from vulnerable groups are key to getting this right.

**Adding a targeted layer of understanding of young people to these general principles can increase relevance and ensure programmes can be designed to resonate with the different types of circumstances and personalities.**