

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. 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

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.

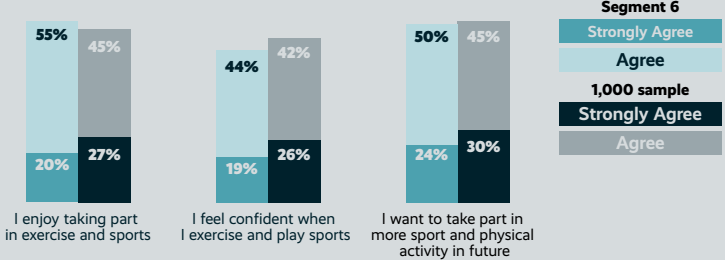
MOTIVATORS



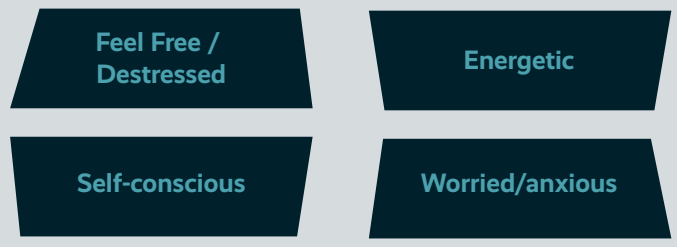
BARRIERS



BEHAVIOUR & INTENTIONS



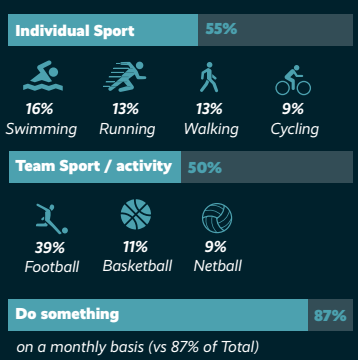
EMOTIONS MOST COMMONLY FELT AFTER SPORT



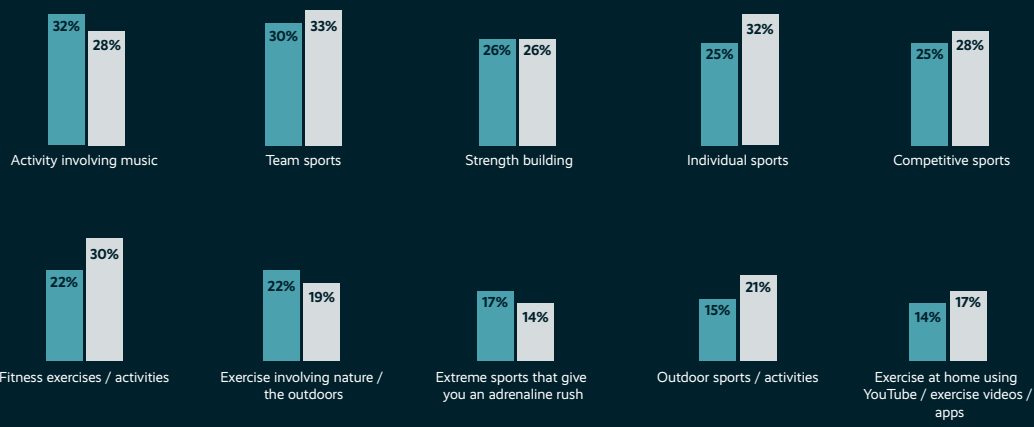
TYPE OF PARTICIPATION

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

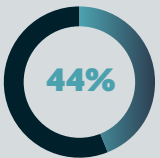
Almost all currently taking part in something AT LEAST ONE MONTH



Would like to try...



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.



Have felt discriminated against when doing sport/activity.

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

"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"

