

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 from sport and exercise.

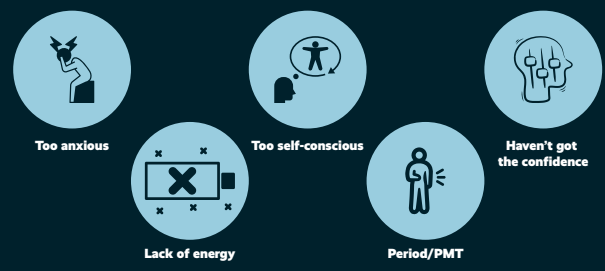
## ATTITUDES TO SPORT

Appreciate the broad range of benefits, both physical & mental BUT a lack of self-belief / anxiety holds me back.

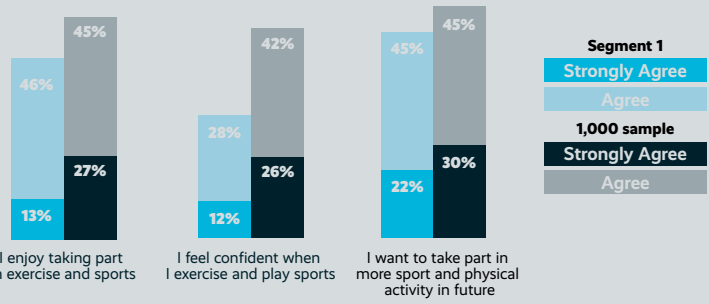
MOTIVATORS



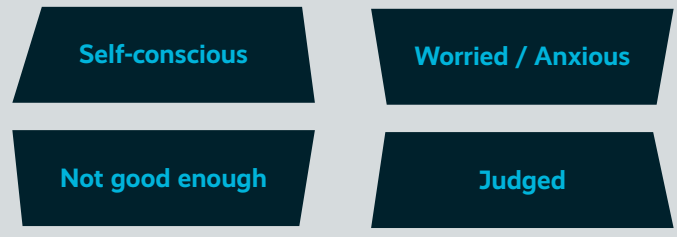
BARRIERS



## BEHAVIOUR & INTENTIONS



## EMOTIONS MOST COMMONLY FELT AFTER SPORT



## TYPE OF PARTICIPATION

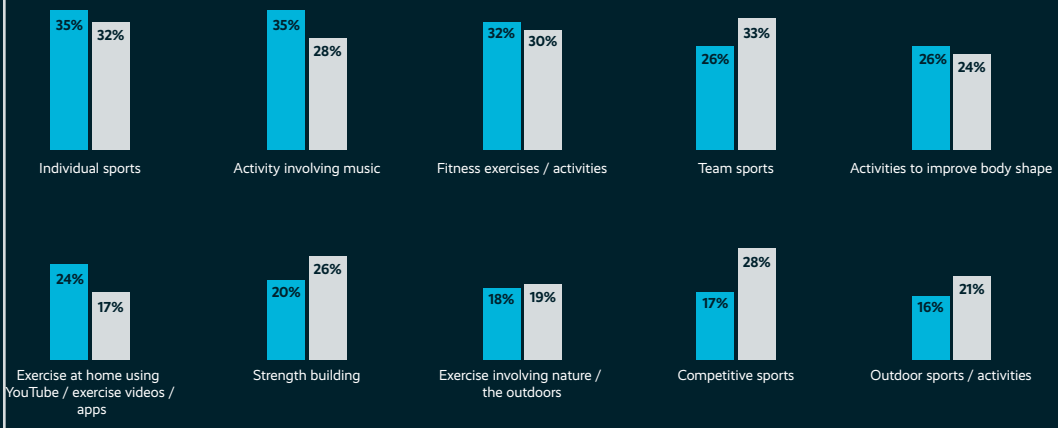
I might not exercise as much as other young people my age but I do something at least once a month: Maybe go for a walk, jog, swimming or go to the gym. I don't really 'get' team sports – I'd rather do something by myself and ideally with a bit of music to put me in a good mood. The rest of my family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

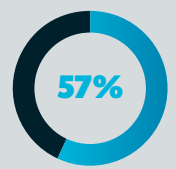


Would like to try...

Segment 1 1,000 sample



Around 2 in 3 (68%) of this group are Girls and whilst the full range of age groups is represented around 2 in 5 (42%) are aged 16-19yrs making it a slightly older audience on average. Compared with the total a larger minority are neurodiverse.



Have felt discriminated against when doing sport/activity, significantly higher than total.

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

"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"



This group REALLY enjoy sport/getting active: for them, sport is sociable, fun, good for them and it gets their endorphins going!

Sport makes them feel great and they get a lot out of doing it.

## 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, finding the money to pay, finding the time / space / club.

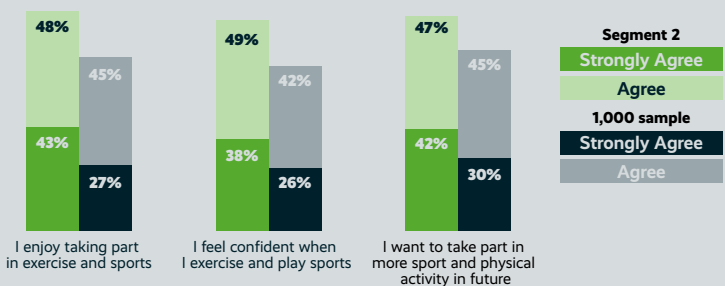
MOTIVATORS



BARRIERS



## BEHAVIOUR & INTENTIONS



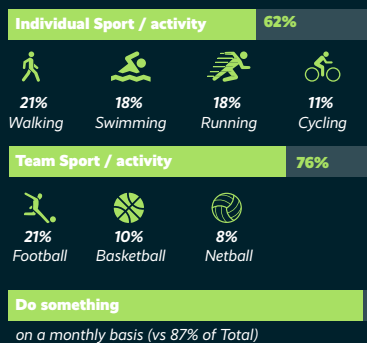
## EMOTIONS MOST COMMONLY FELT AFTER SPORT



## TYPE OF PARTICIPATION

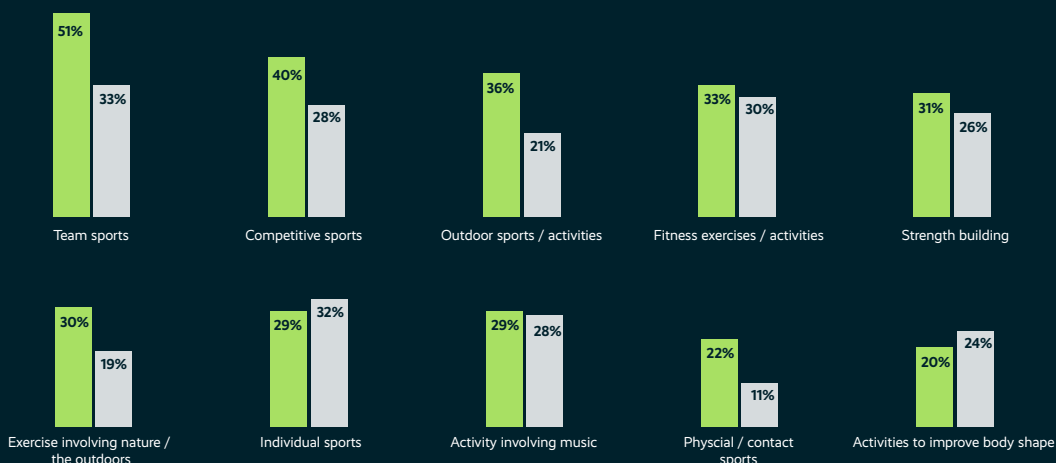
I do get active by myself (running, swimming, cycling etc.), but I really love team sports. I'm quite happy to get competitive and I love the idea of getting outside in the fresh air. My family are reasonably active and I've always felt encouraged by my parents. I not only enjoy my PE lessons at school,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

Virtually all currently taking part in something AT LEAST ONE MONTH

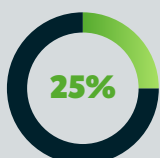


Would like to try...

Segment 2 1,000 sample



Around 3 in 5 (62%) of this group are Boys and whilst the full range of age groups is represented around half (49%) 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.



Have felt discriminated against when doing sport/activity, significantly lower than total.

*"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."*

*"When exercising, I enjoy the fun of meeting people who enjoy the sporting activities I also enjoy."*

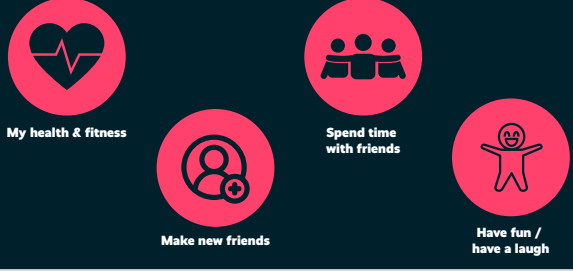


This group aren't convinced sport/ exercise is for them. They see sport as boring and get their enjoyment from other things. The only reason they can see for taking part is to be sociable & have fun / have a laugh

## 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.

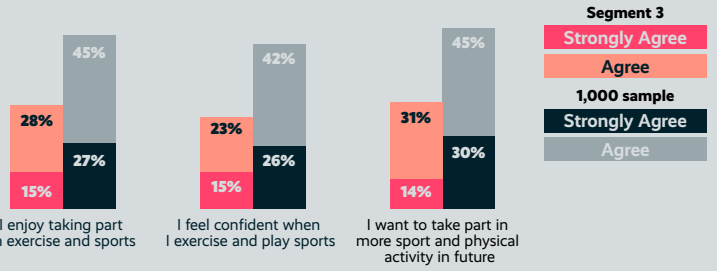
MOTIVATORS



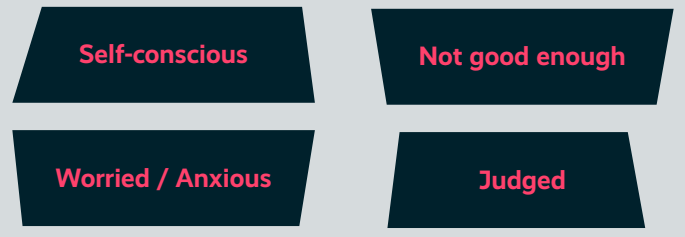
BARRIERS



## BEHAVIOUR & INTENTIONS



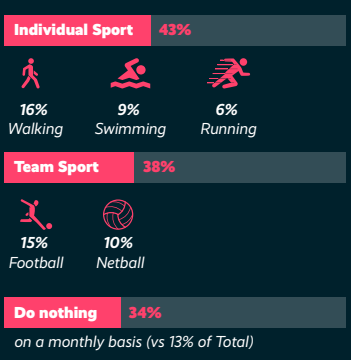
## EMOTIONS MOST COMMONLY FELT AFTER SPORT



## TYPE OF PARTICIPATION

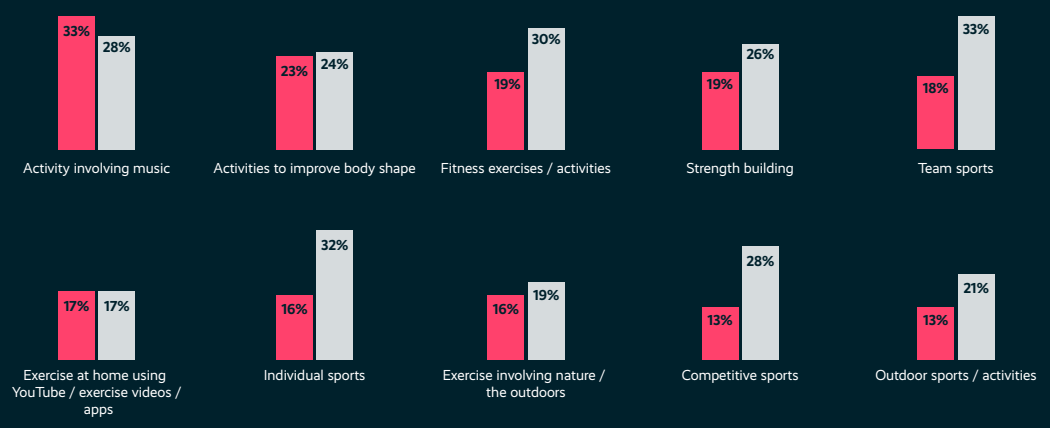
I do the bare minimum each month: maybe a bit of football / netball at school or walking. My family isn't a sporty family and I don't enjoy the lessons at school. I might be more interested if there were music involved and perhaps if it would make me feel more confident about my body shape.

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

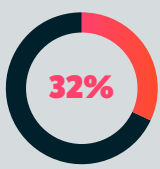


Would like to try...

Segment 3 1,000 sample



Demographically there is very little that is noteworthy for this Segment – in terms of differing from the sample as a whole, except for the fact that 9 in 10 (91%) describe themselves as White.



Have felt discriminated against when doing sport/activity,

*"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."*

*"I was never really any good at it. I don't really know any sporty types, we are all artists, we find sport boring."*





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.

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.

### 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

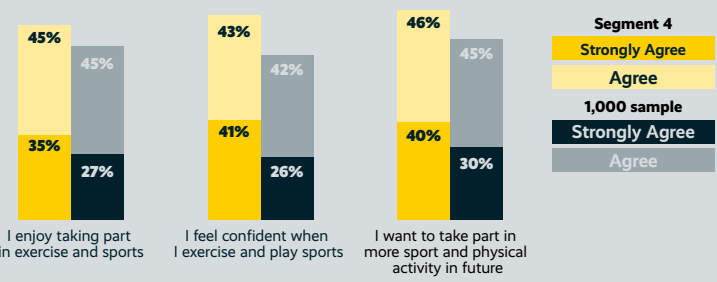
MOTIVATORS

- Stops me being bored & let off steam
- Feels good / enjoyment
- Spend time with friends / make new friends
- To develop skills
- Have fun / have a laugh

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

BARRIERS

### BEHAVIOUR & INTENTIONS



### EMOTIONS MOST COMMONLY FELT AFTER SPORT

- Happy / Joyful
- Energetic / Uplifted
- Relaxed / Feel free
- Feeling part of something

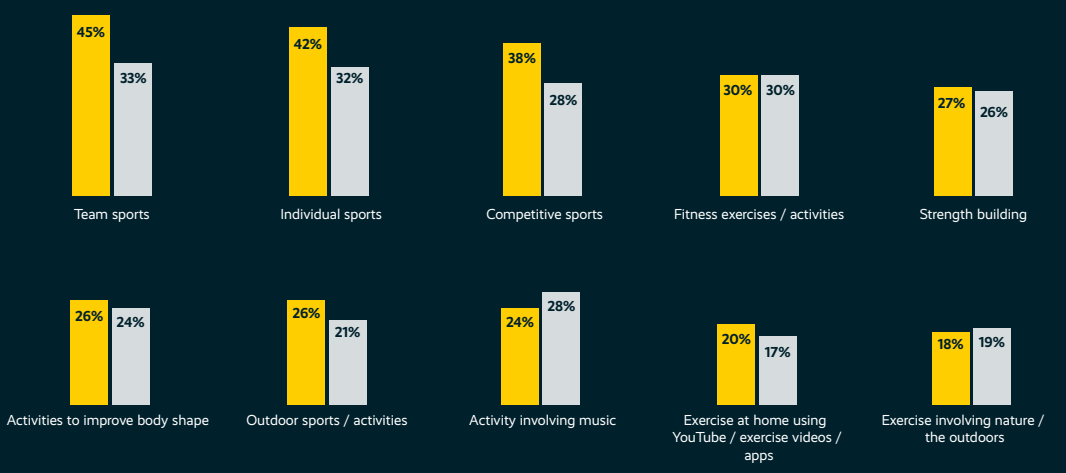
### TYPE OF PARTICIPATION

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.

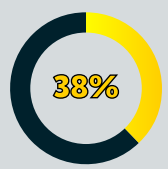
Almost all currently taking part in something AT LEAST ONE MONTH

- Individual Sport / activity 64%**
  - Running 17%
  - Swimming 16%
  - Walking 13%
- Team Sport / activity 63%**
  - Football 44%
  - Netball 11%
  - Badminton 9%
  - Tennis 8%
- Do something 91%**  
on a monthly basis (vs 87% of Total)

### Would like to try...



Demographically there is very little that is noteworthy for this Segment – in terms of differing from the sample as a whole.



Have felt discriminated against when doing sport/activity.

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

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



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.

This group may have experienced discrimination which can affect how they feel about sport

## 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.

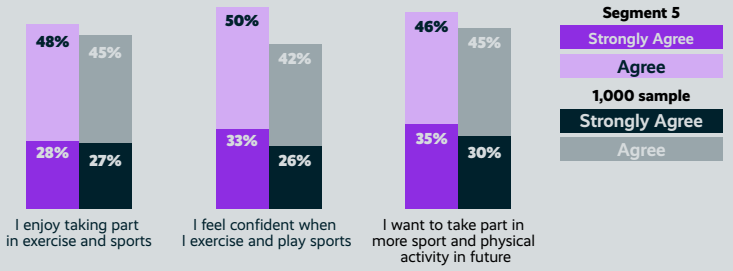
MOTIVATORS

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

BARRIERS

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

## BEHAVIOUR & INTENTIONS



## EMOTIONS MOST COMMONLY FELT AFTER SPORT

- Happy / Joyful
- Energetic
- Relaxed / Feel free
- Supported

Although they are also significantly more likely to feel lonely or that they have let people down

## 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

**Individual Sport** 46%

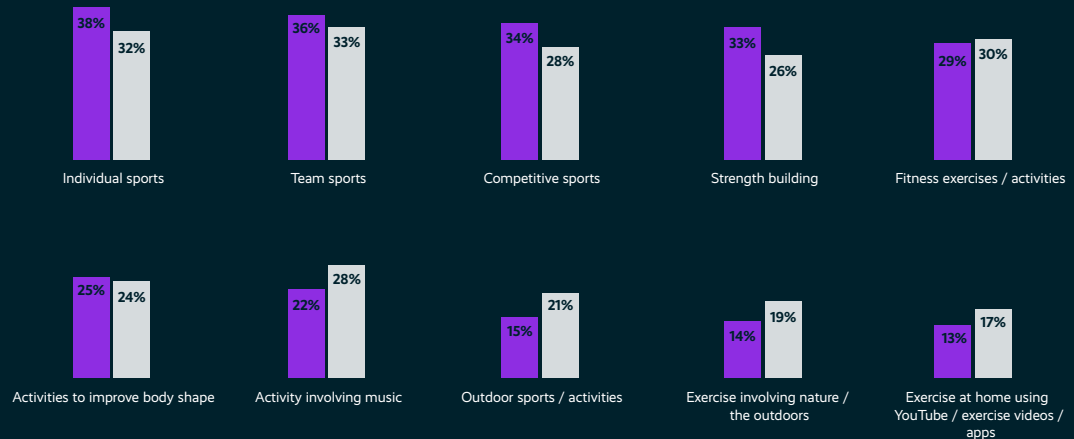
- Walking 9%
- Running 9%
- Athletics 9%
- Swimming 7%

**Team Sport / activity** 65%

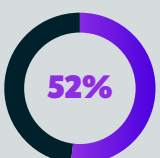
- Football 42%
- Basketball 10%
- Netball 9%
- Rugby 8%

**Do something** 93% on a monthly basis (vs 87% of Total)

### Would like to try...



A significantly larger minority describe their ethnicity as Asian (16%) and Black (8%), say that they have a physical disability (25%) and/or that they are carers (40%). This segment tend to come from 2-parent families with slightly higher incomes



Have felt discriminated against when doing sport/activity. Significantly higher than Total

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

*"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."*



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



Letting off steam /releasing stress



Improving my mental health



Escaping worries / stress



Having fun / having a laugh



Stopping me from being bored

BARRIERS



Can't afford it

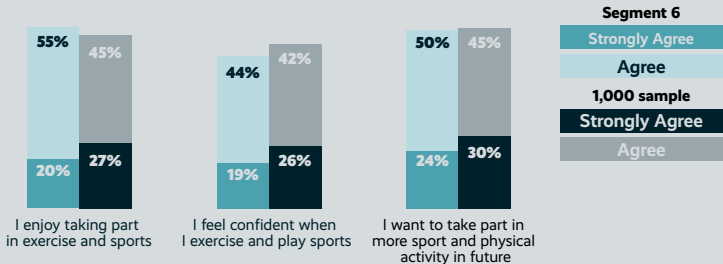


No-one to go with



Too anxious

## BEHAVIOUR & INTENTIONS



## EMOTIONS MOST COMMONLY FELT AFTER SPORT

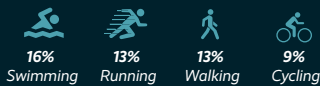


## TYPE OF PARTICIPATION

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

**Individual Sport** 55%



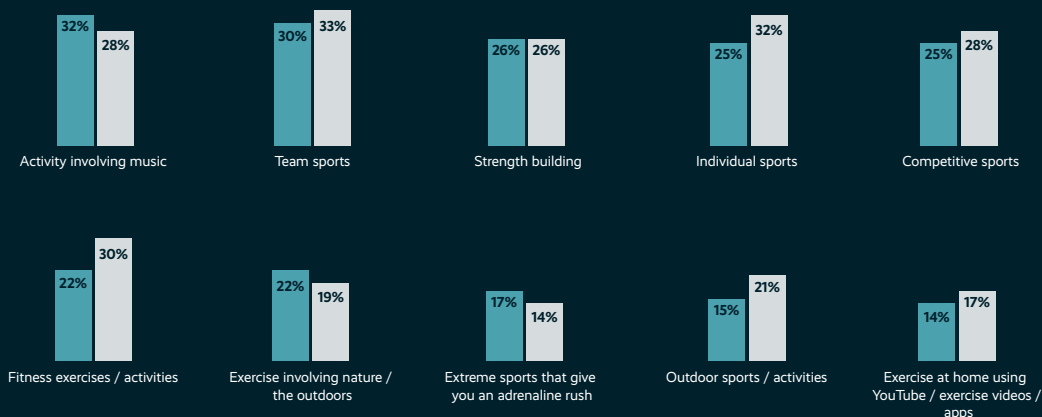
**Team Sport / activity** 50%



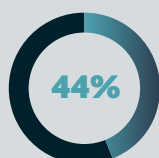
**Do something** 87%

on a monthly basis (vs 87% of Total)

### 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"*



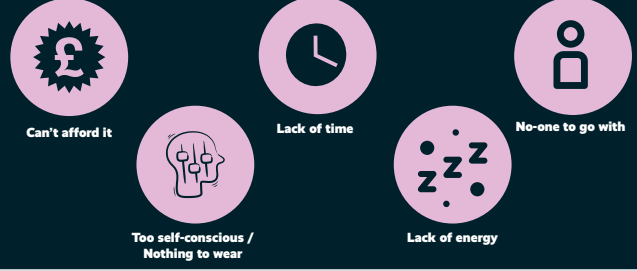
This group do sport and exercise to look good and feel good about themselves.

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

## ATTITUDES TO SPORT

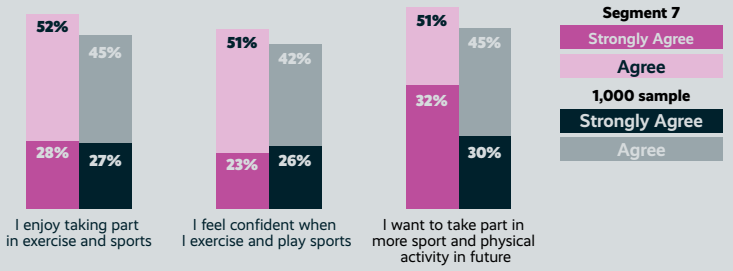
Being active/sporty is good for my self-esteem: for the way I look / my body image & how I feel about myself. I like to improve my own performance and work towards goals. Barriers to going are mostly practical: lack of money, time, company or energy.

MOTIVATORS



BARRIERS

## BEHAVIOUR & INTENTIONS



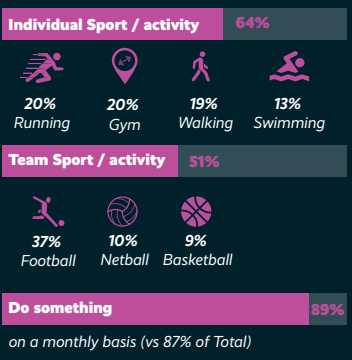
## EMOTIONS MOST COMMONLY FELT AFTER SPORT



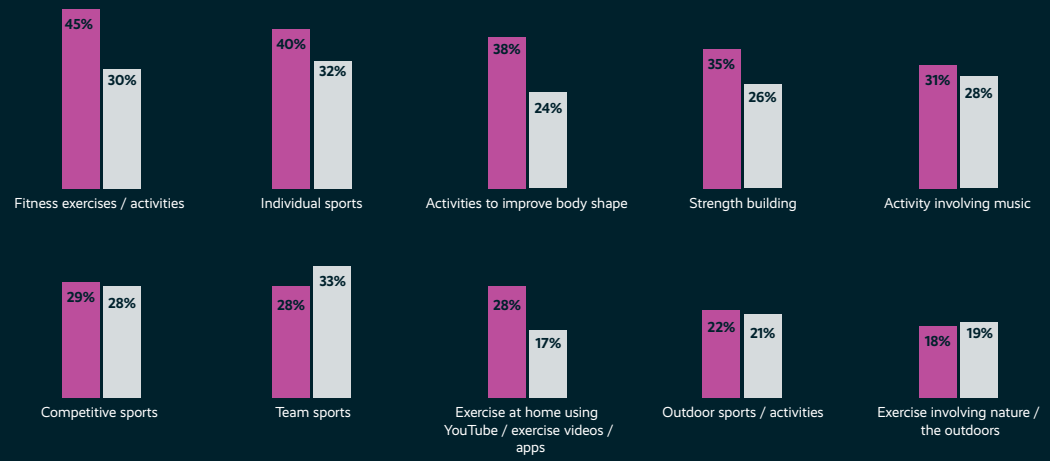
## TYPE OF PARTICIPATION

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

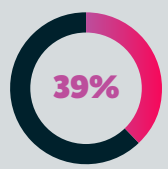


### Would like to try...



Segment 7 1,000 sample

Demographically, there is little that is distinctive about this segment - in terms of differing from the sample as a whole, other than typically being a little older.



Have felt discriminated against when doing sport/activity.

*"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."*

*"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."*

