

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.

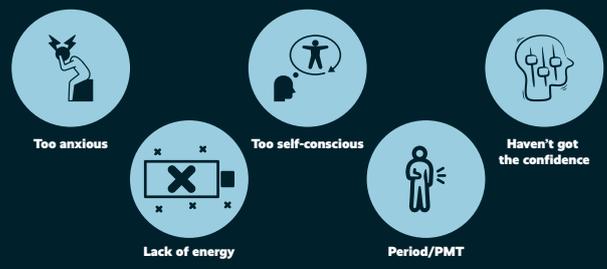
ATTITUDES TO SPORT

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

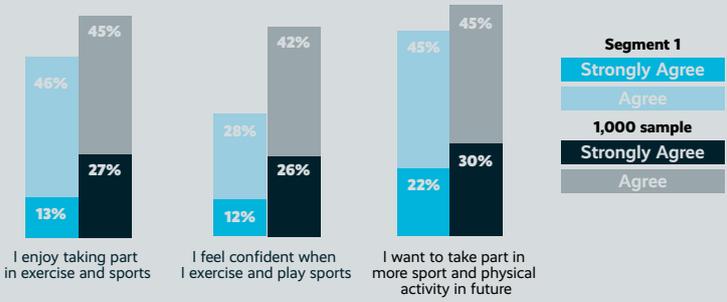
MOTIVATORS



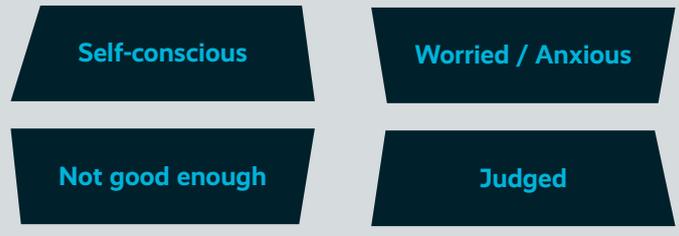
BARRIERS



BEHAVIOUR & INTENTIONS



EMOTIONS MOST COMMONLY FELT AFTER SPORT



TYPE OF PARTICIPATION

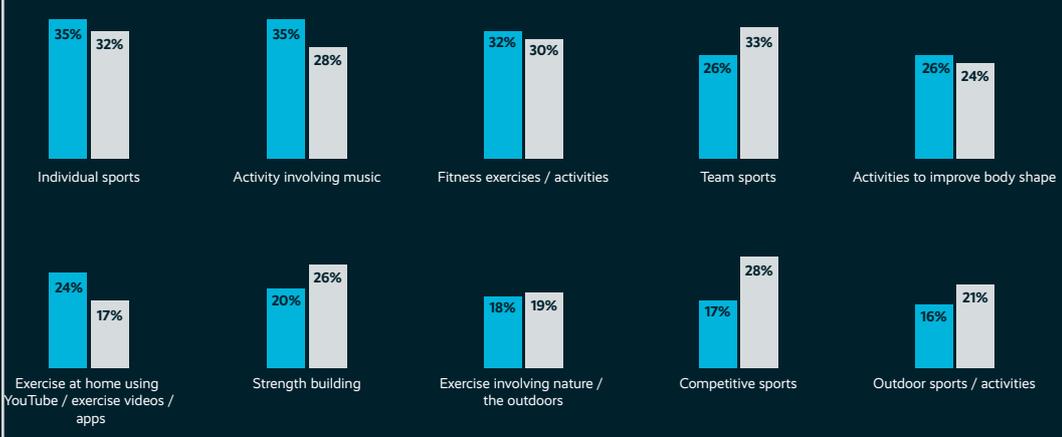
I might not exercise as much as other young people my age but I do something at least once a month: Maybe go for a walk, jog, swimming or go to the gym. I don't really 'get' team sports – I'd rather do something by myself and ideally with a bit of music to put me in a good mood. The rest of my family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

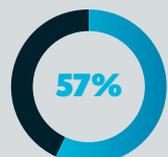


Would like to try...

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"

