



STREETGAMES

1,000

YOUNG VOICES

YOUTH INSIGHT SUMMARY REPORT 2023



Platypus



INTRODUCTION

The wider benefits that come from being active and engaging in sport and physical activity are universally recognised. However, young people growing up in low-income households and in under-served communities often experience inequalities of opportunity & participation.

The underlying causes and issues of these broader inequalities are complex - some of the resulting barriers are 'material' (e.g. cost, transport, access to facilities) whilst others are deeply psychological. Some issues 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 better understand the key issues and the similarities and differences amongst young people from low-income households, StreetGames commissioned Platypus Research to undertake a segmentation study. This included undertaking **a survey with 1,000 young people aged 11-24 years** and a qualitative **on-line forum** to gather further insight and 'sense check' the segments created.

This document provides some of the initial headline findings from this research and an introduction to the **seven young people segments developed**.

METHODOLOGY TWO STAGE RESEARCH APPROACH

STAGE 1

- ✓ 1,000 Online Surveys: March 2023
- ✓ 11-24 year olds

Segmenting attitude and behaviour

- Sample obtained via online panel partner (ResearchBods)
- Respondents were all screened to ensure they were from lower income households and/or lower socio-economic group (DE)*
- Quotas were imposed to ensure the sample was broadly representative by gender
- Cluster analysis was used to segment the sample by attitude and behaviour

STAGE 2

- ✓ Online Forum: May - June 2023
- ✓ 24 Young people including 15 from the quant stage and 9 StreetGames Young Advisors

Sense checking the segments

- | | |
|------------------|--|
| 16 female | <ul style="list-style-type: none"> • 4 x 11-13 years • 3 x 14-15 years • 11 x 16-19 years |
| 8 male | <ul style="list-style-type: none"> • 6 x 20-24 years |

*Gross household income below £40k for a two parent/carer family and otherwise below £25k
(Some respondents identified as being from higher SEGs despite having a relatively low Household income
If Household income was unavailable respondents were screened to be from LSEGs - DE)



SCOPE KEY AREAS EXPLORED

In order to get the fullest picture possible, the survey explored a wide range of topics with the young people, including questions related to their:



PERSONALITY



WIDER CONCERNS
/ PRIORITIES



HOBBIES
/ SPARE TIME



THE ROLE OF SPORT
/ GETTING ACTIVE

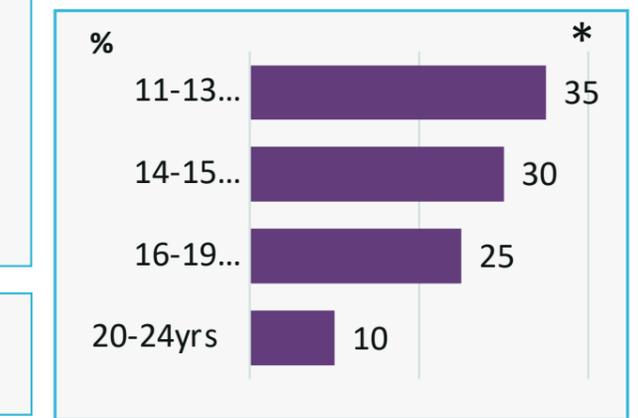
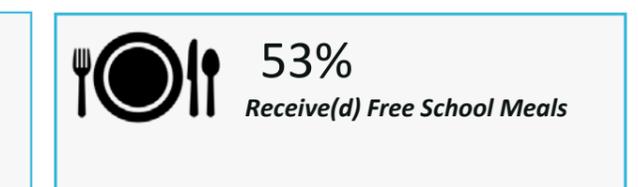
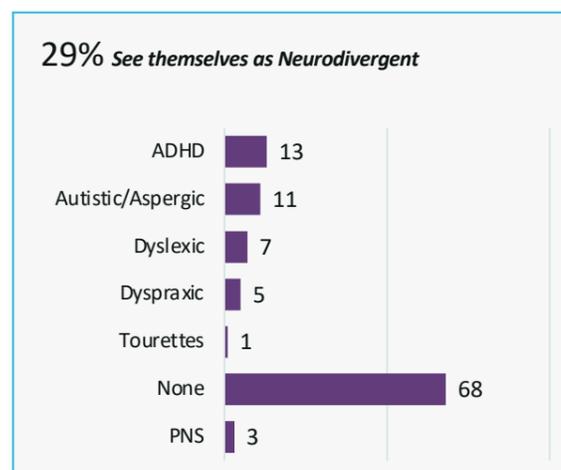
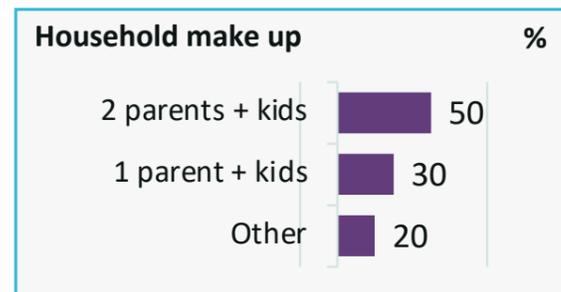
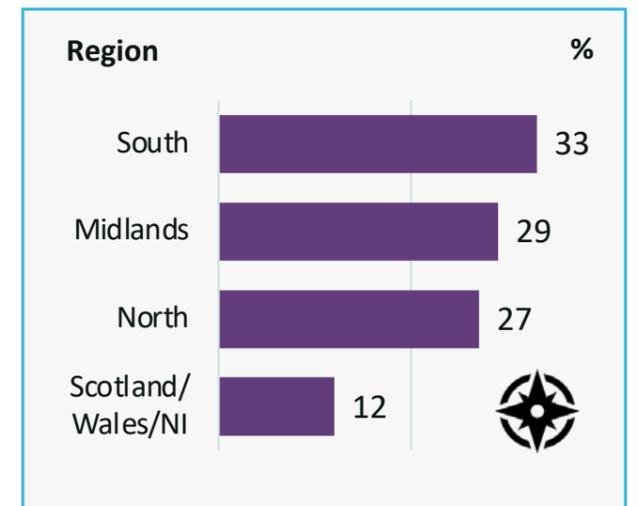
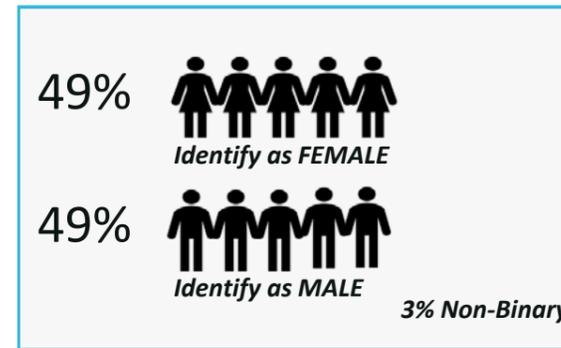


ROLE MODELS
/ INSPIRATION



CHALLENGES AND
INEQUALITIES

SURVEY SAMPLE PROFILE



*Lower quotas were set for the older groups.

SURVEY HEADLINE FINDINGS

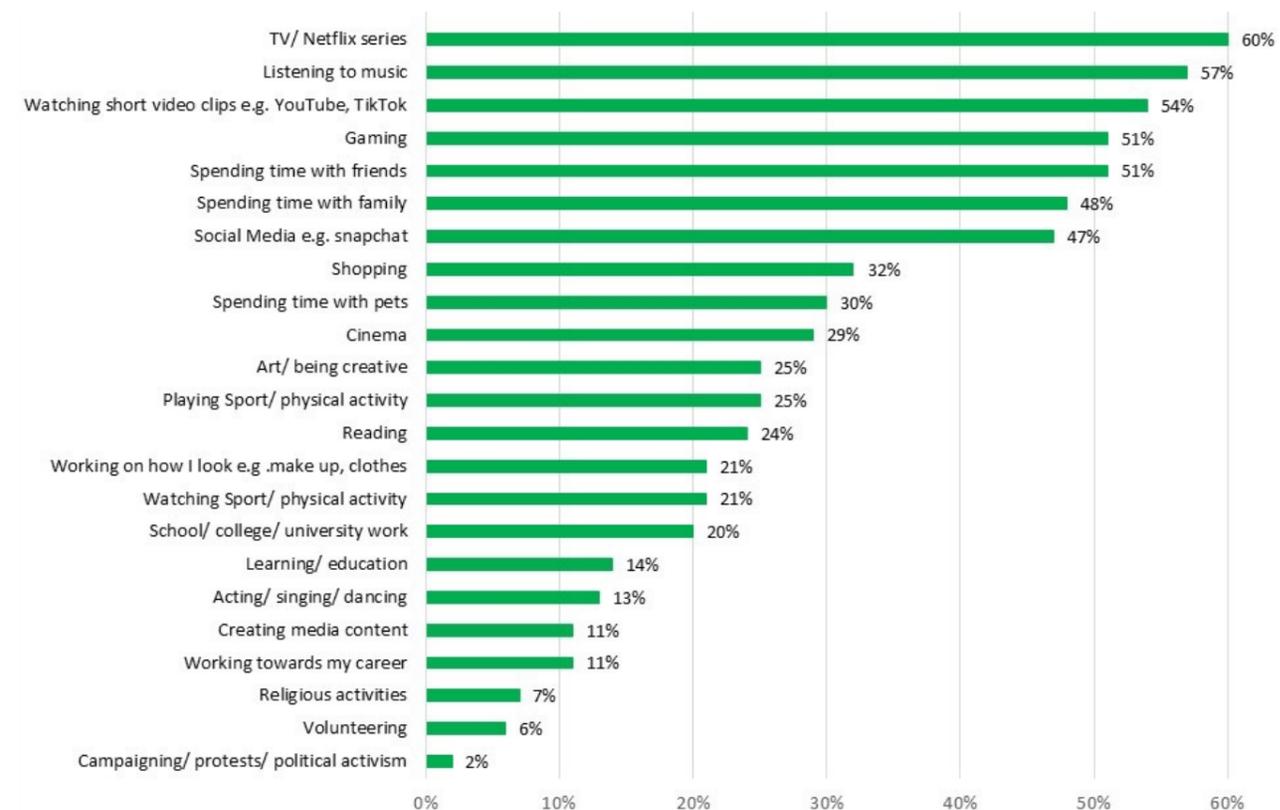
YOUNG PEOPLE AGED
11-24 YEARS, FROM
LOWER-INCOME
FAMILIES

YOUNG PEOPLE SPEND THEIR SPARE TIME ON A VARIETY OF ACTIVITIES



Just 25% say they spend their time playing sport/physical activity and **21%** spend time watching sport

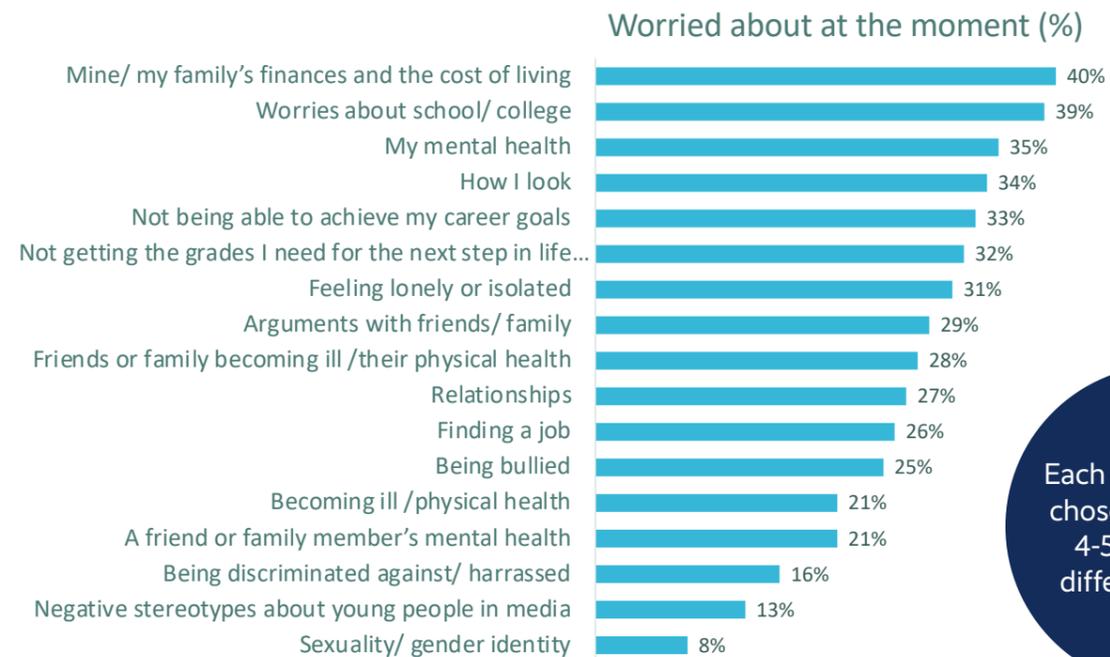
What do you enjoy doing in your spare time?



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 key tipping point.

Which of the following, if any, are you worried about at the moment?



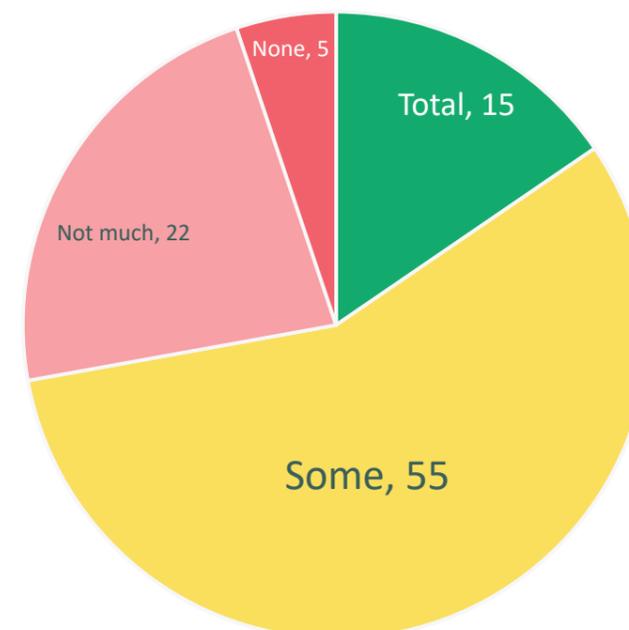
Each Young Person chose, on average, 4-5 of these 17 different worries.



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.

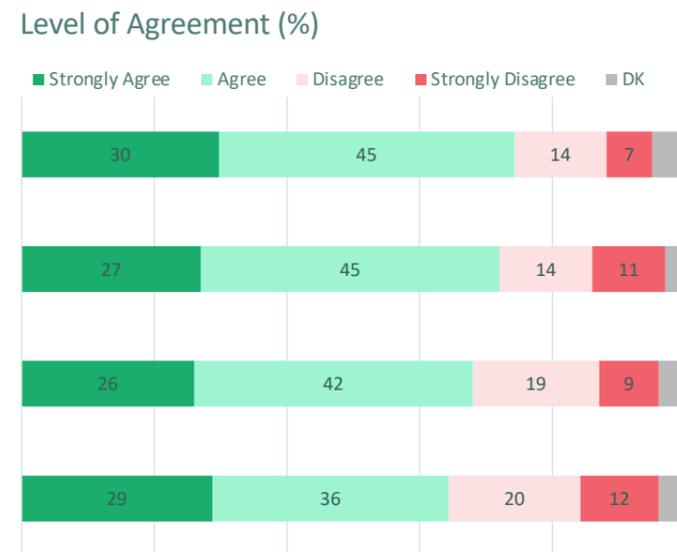
How much control do you feel you have over your life at the moment?



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.

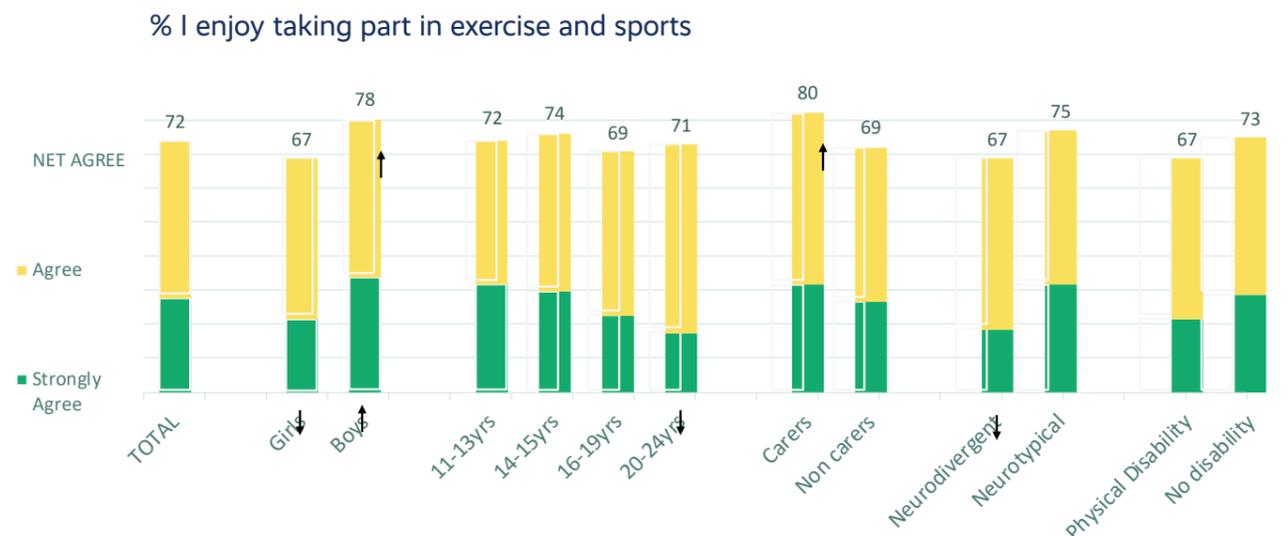
Please rate how much you agree with these statements about sport and physical activity using the options below



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.

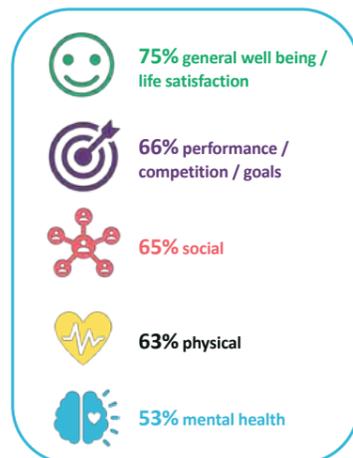
Please rate how much you agree with these statements about sport and physical activity using the options below



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.

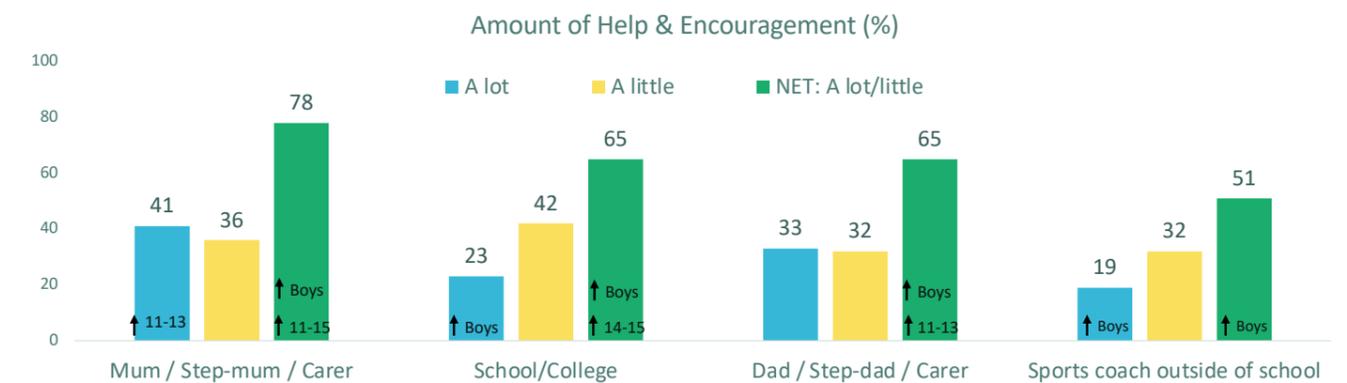
From the list below, which are the five most important reasons why you take part, or would want take part in sport/physical activity?



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

How much have you been helped and encouraged to take part sport and physical activity from the following people?



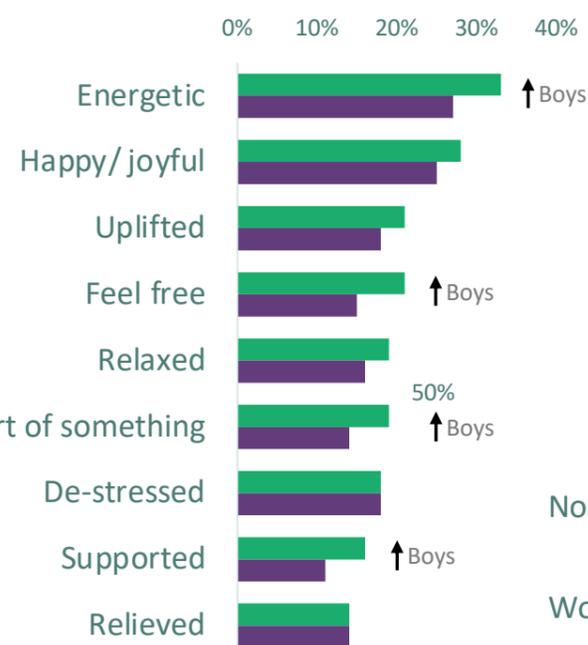
Those who are / believe themselves to be Neurodivergent feel less supported on all fronts Throughout we see that those who individuals describe their family as 'sporty' tend to have the most positive views & behaviours themselves including a greater sense of support.

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

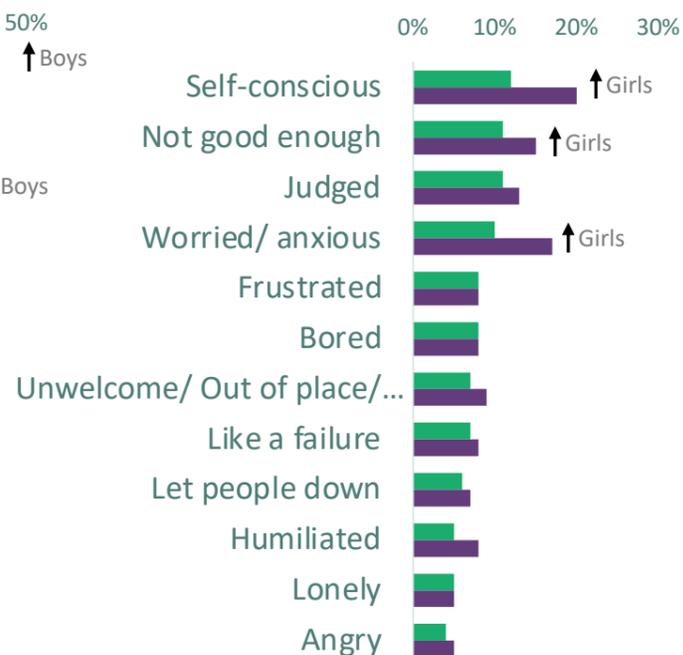
What are the most common emotions that you feel when you have taken part in sport and activity?

% TOP 3 Most commonly feel after sport/activity



Top 5 emotions experienced amongst girls

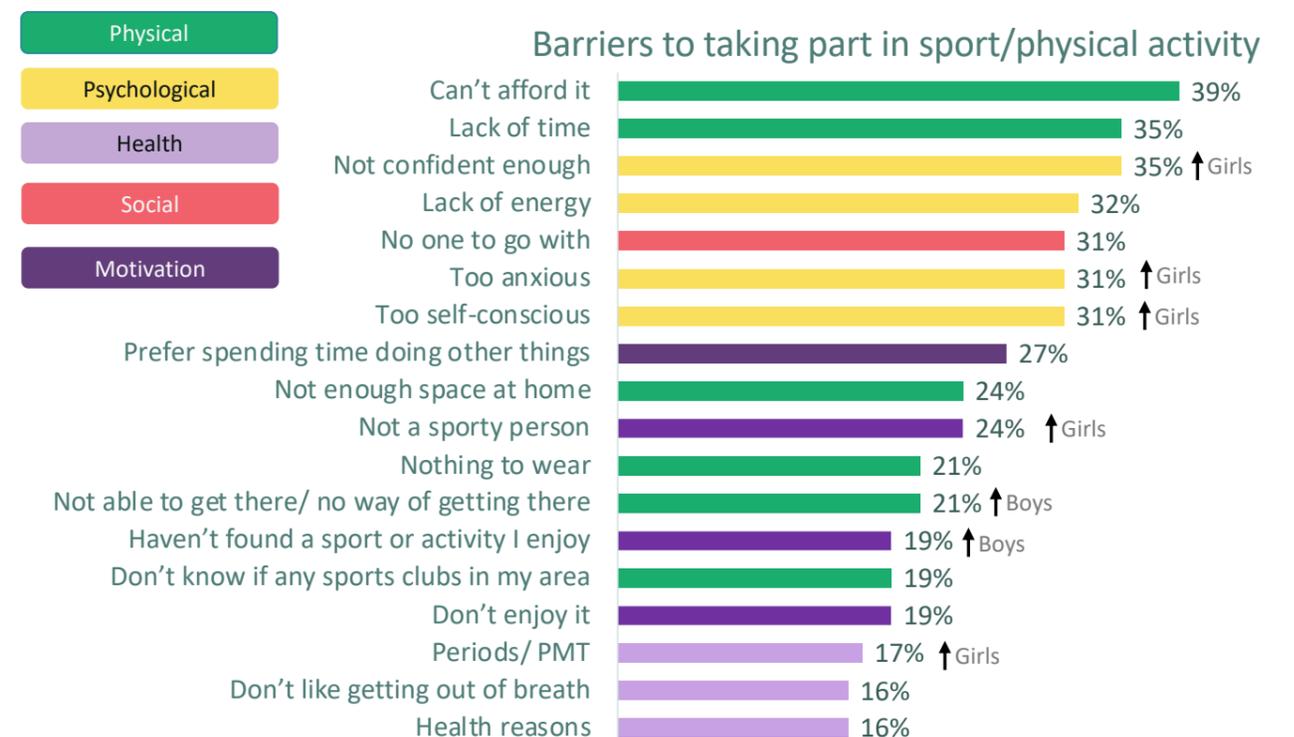
- ✓ Energetic
- ✓ Happy
- Self conscious
- Worried/anxious
- ✓ De stressed



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

From the list below, which are the five most important aspects that stop you or make it difficult for you to take part in sport/physical activity?

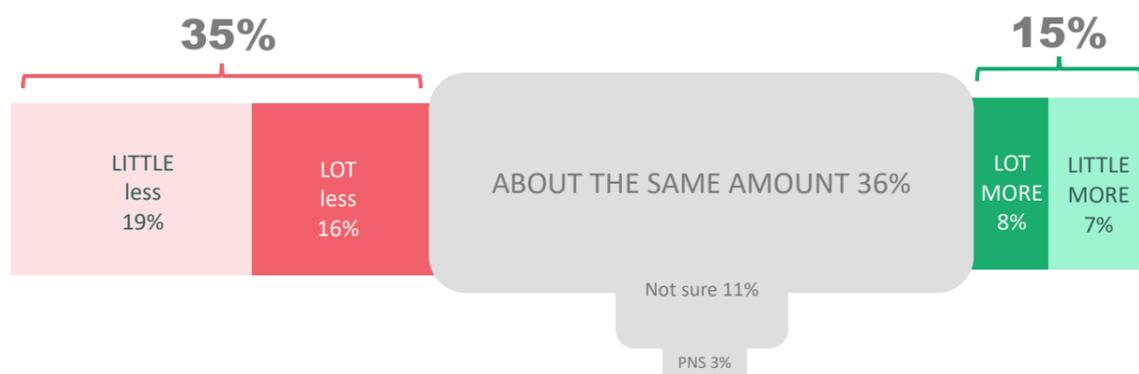




A THIRD FEEL THAT THE COST OF LIVING CRISIS HAS NEGATIVELY AFFECTED HOW MUCH THEY TAKE PART IN PHYSICAL ACTIVITY/SPORT

Has the cost-of-living crisis effected how much sport and physical activity you take part in?

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/.

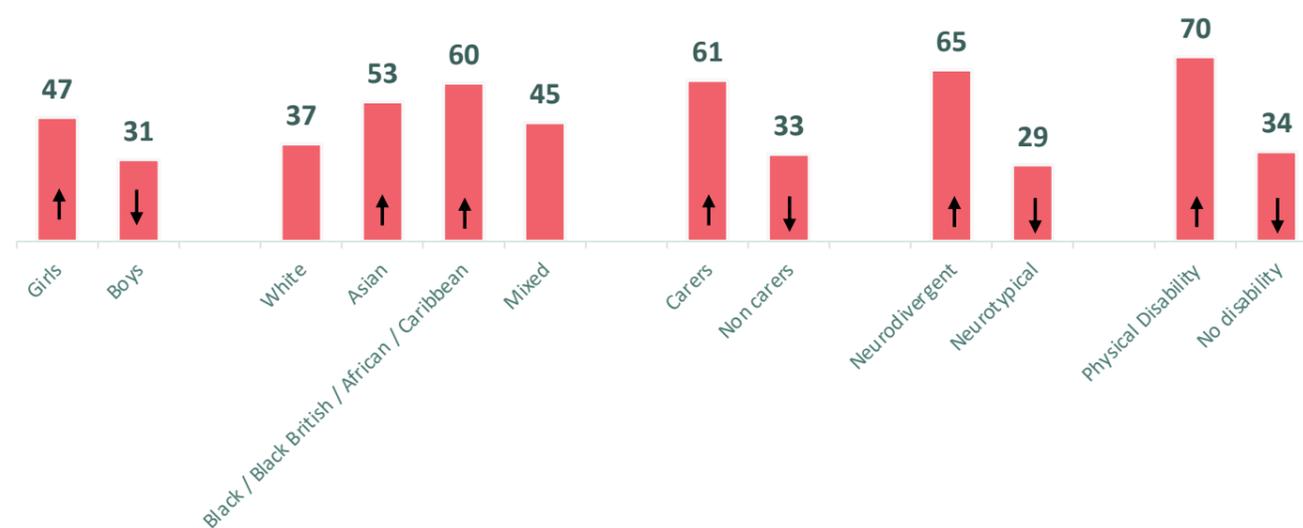
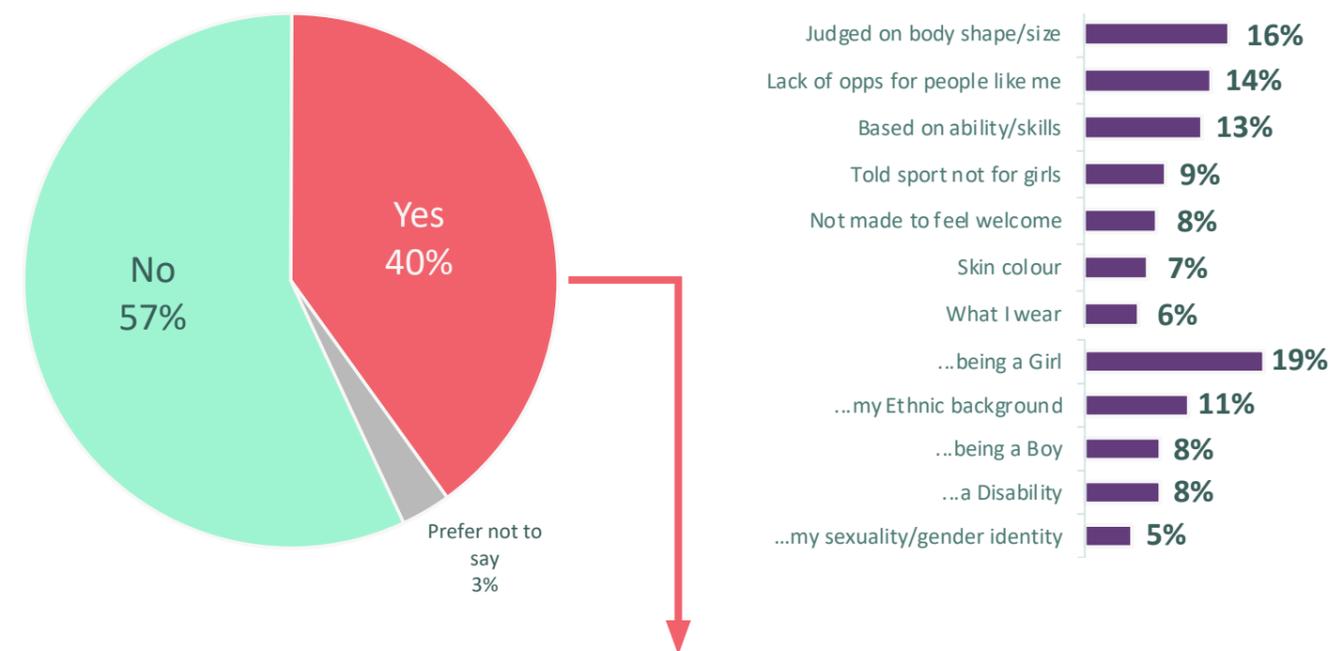


AROUND 2 IN 5 HAVE FELT A SENSE OF DISCRIMINATION IN THE PAST

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

Have you ever felt discriminated against for any of the following reasons when doing sport or physical activity?

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



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 SEVEN YOUTH SEGMENTS *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.

1 I'D LOVE TO, BUT CAN'T (A LACK OF CONFIDENCE STOPS ME)

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.

2 LIKE WHAT SPORT DOES FOR ME

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.

3 IT'S NOT FOR ME... SPORT IS BORING, I PREFER OTHER THINGS

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.

4 SPORT IS A LAUGH, LET'S NOT GET SERIOUS

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.

5 IT'S FOR ME... RESULTS MATTER

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.

6 KEEP CALM AND LET OFF STEAM

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.

7 I'M ALL ABOUT LOOKING/ FEELING GOOD BUT THINGS GET IN THE WAY

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.

For each of the seven segments, information has been collated across a range of aspects, to help better understand their similarities and differences, together with an illustrative case study. Individual segment information includes data relating to:

- Their attitudes to sport/exercise
- Reasons for taking part in sport/exercise
- Key barriers to participation
- Levels of participation, enjoyment & confidence in sport/exercise, enjoyment of watching sport and latent demand
- Current participation in sport/ exercise and what activities they would like to try
- How taking part in sport/ exercise makes them feel
- Their demographics
- How they describe themselves, what they enjoy doing in their spare time, preferred social media channels, content & brands they feel closest to
- Their main concerns & worries



If you would like to learn more about this insight or the 7 segments please visit: [A thousand young voices - StreetGames](#)