

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.

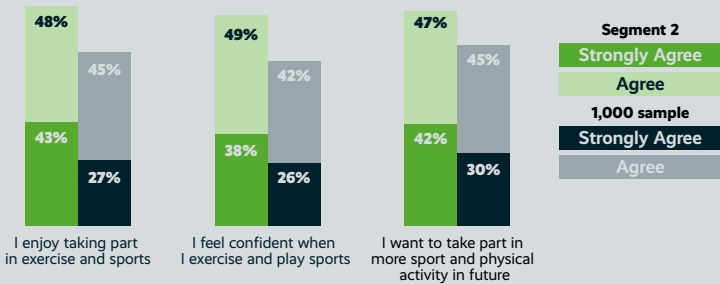
MOTIVATORS



BARRIERS



BEHAVIOUR & INTENTIONS



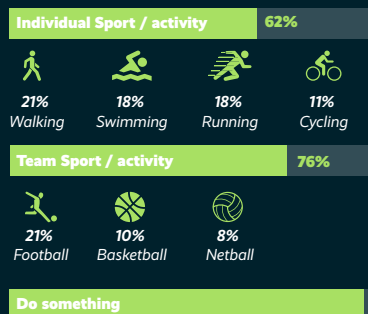
EMOTIONS MOST COMMONLY FELT AFTER SPORT



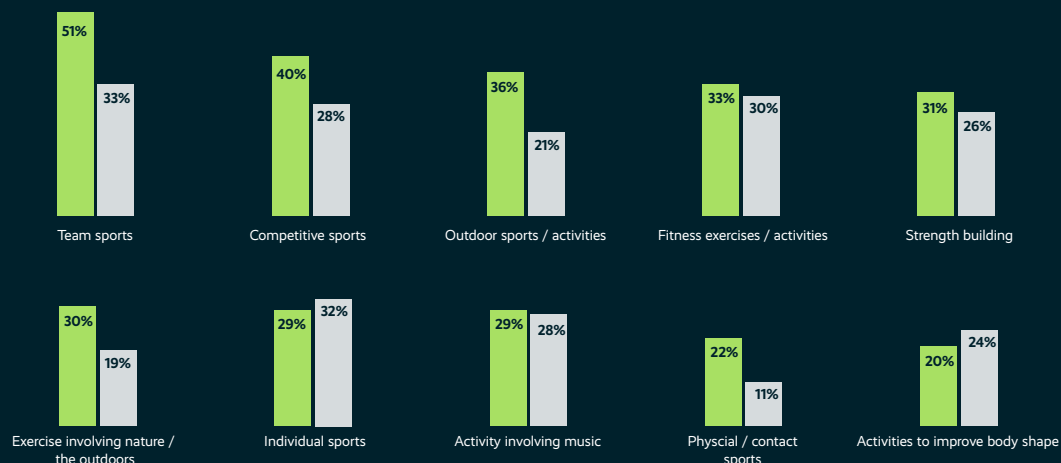
TYPE OF PARTICIPATION

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.

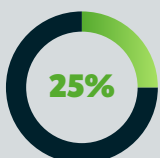
Virtually all currently taking part in something AT LEAST ONE MONTH



Would like to try...



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."

