

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.

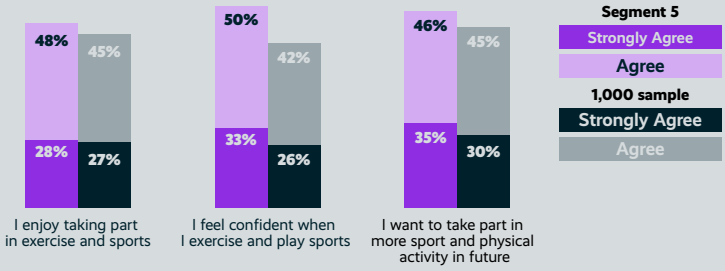
MOTIVATORS

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

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

BARRIERS

### 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

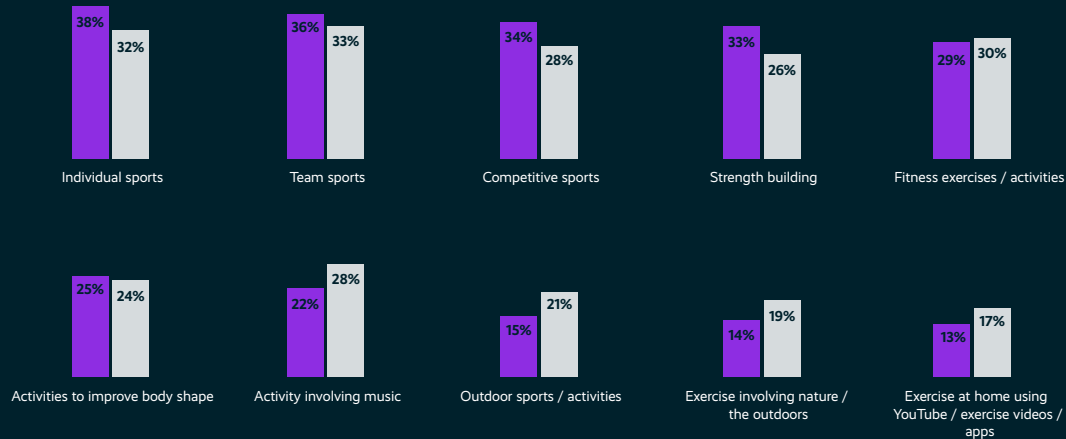
### TYPE OF PARTICIPATION

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.

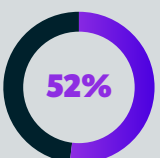
Virtually all currently taking part in something AT LEAST ONE MONTH

- 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."*

