

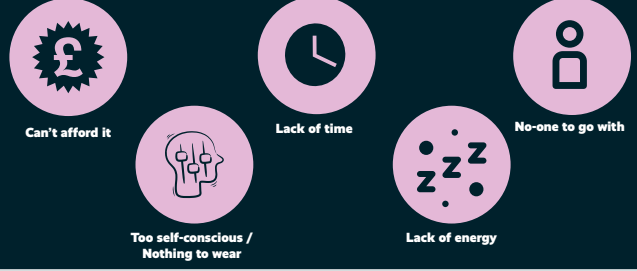
This group do sport and exercise to look good and feel good about themselves.

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

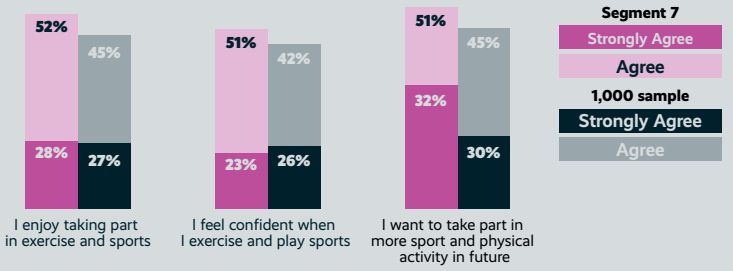
Being active/sporty is good for my self-esteem: for the way I look / my body image & how I feel about myself. I like to improve my own performance and work towards goals. Barriers to going are mostly practical: lack of money, time, company or energy.

MOTIVATORS



BARRIERS

## BEHAVIOUR & INTENTIONS



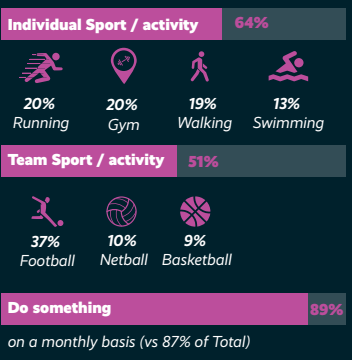
## EMOTIONS MOST COMMONLY FELT AFTER SPORT



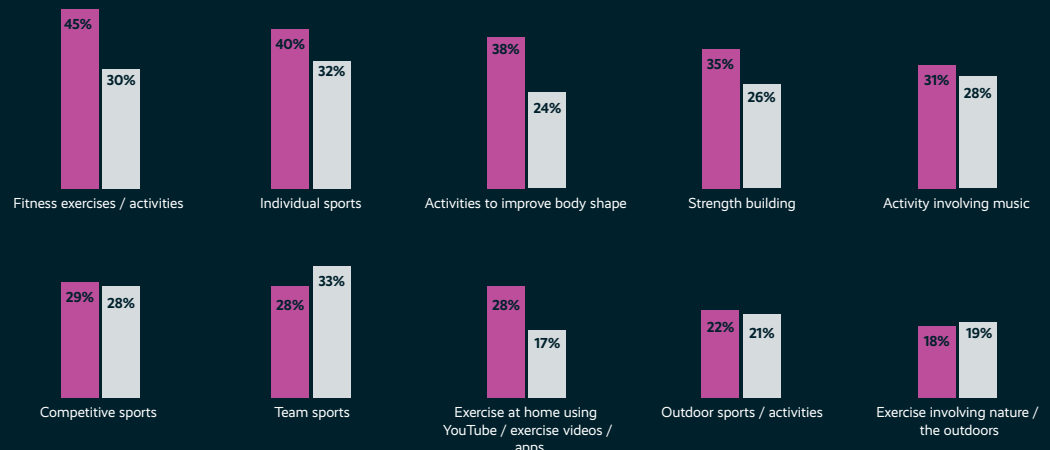
## TYPE OF PARTICIPATION

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.

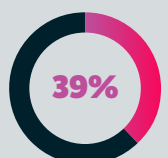
Almost all currently taking part in something AT LEAST ONE MONTH



### Would like to try...



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."*

