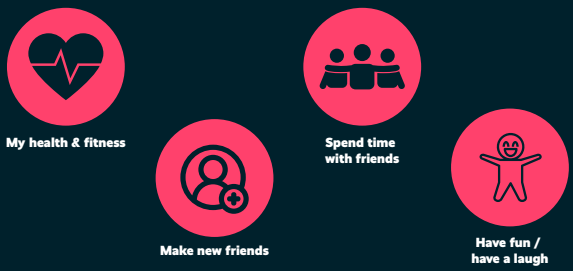


This group aren't convinced sport/ exercise is for them. They see sport as boring and get their enjoyment from other things. The only reason they can see for taking part is to be sociable & have fun / have a laugh

ATTITUDES TO SPORT

I'm not at all convinced sport / getting active is for me. I know it's probably good for both my body and mind, but the only real reason I can see for taking part is to be sociable & have fun / have a laugh.

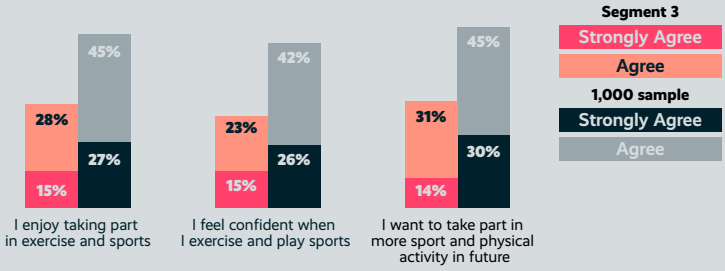
MOTIVATORS



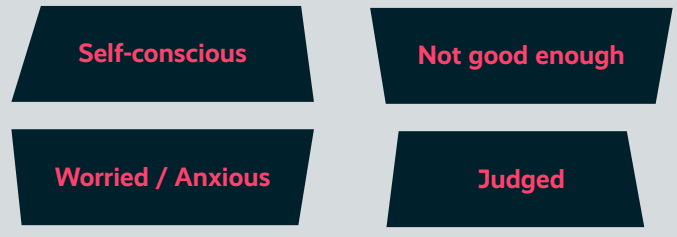
BARRIERS



BEHAVIOUR & INTENTIONS



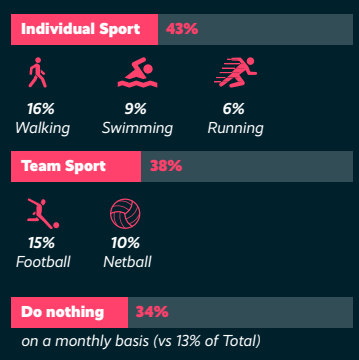
EMOTIONS MOST COMMONLY FELT AFTER SPORT



TYPE OF PARTICIPATION

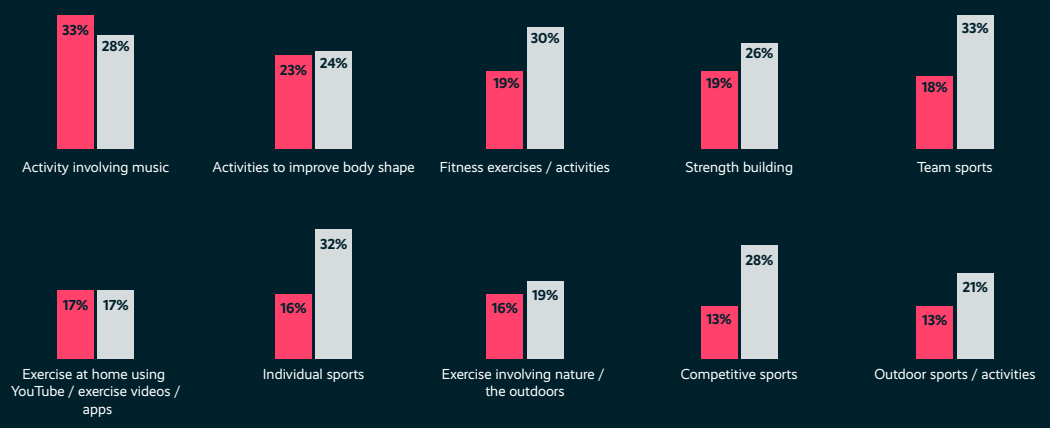
I do the bare minimum each month: maybe a bit of football / netball at school or walking. My family isn't a sporty family and I don't enjoy the lessons at school. I might be more interested if there were music involved and perhaps if it would make me feel more confident about my body shape.

Only 2 in 3 currently taking part in something AT LEAST ONE MONTH

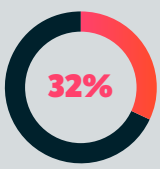


Would like to try...

Segment 3 1,000 sample



Demographically there is very little that is noteworthy for this Segment – in terms of differing from the sample as a whole, except for the fact that 9 in 10 (91%) describe themselves as White.



Have felt discriminated against when doing sport/activity,

"I just really don't like it, nothing happened to make me feel like this it's just boring to me, waste of time when I could be doing something else."

"I was never really any good at it. I don't really know any sporty types, we are all artists, we find sport boring."

