

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.

ATTITUDES TO SPORT

Sport provides a chance to have a laugh with my friends, release stress and relieve boredom. Although sometimes I can't be bothered: don't have the time / energy / company

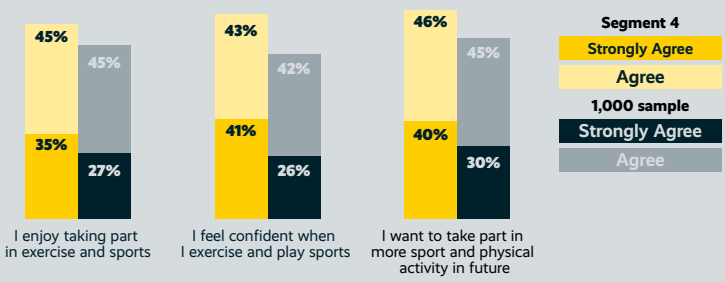
MOTIVATORS

- Stops me being bored & let off steam
- Feels good / enjoyment
- Spend time with friends / make new friends
- Have fun / have a laugh
- To develop skills

- Lack of time
- Not confident enough / too anxious
- Lack of energy
- Prefer to spend time doing other things
- No-one to go with

BARRIERS

BEHAVIOUR & INTENTIONS



EMOTIONS MOST COMMONLY FELT AFTER SPORT

- Happy / Joyful
- Energetic / Uplifted
- Relaxed / Feel free
- Feeling part of something

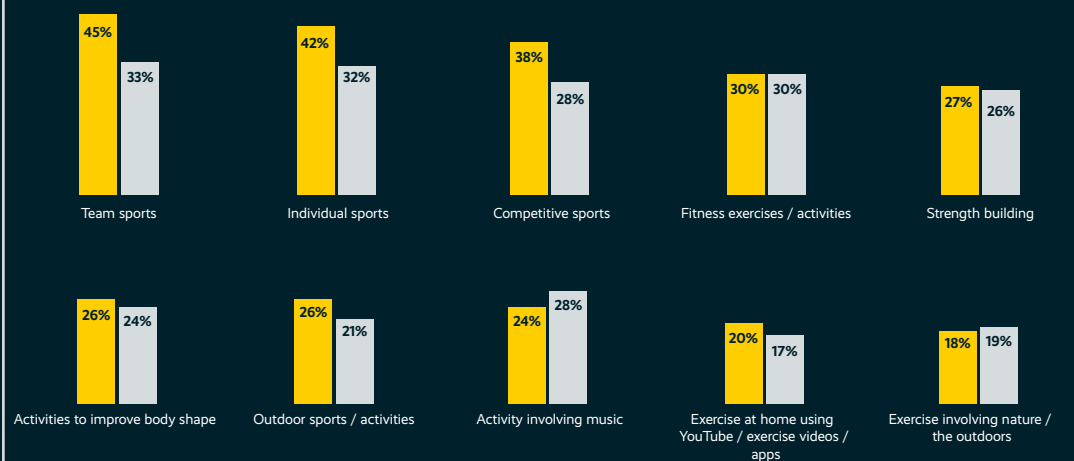
TYPE OF PARTICIPATION

I mix things up with a bit of individual activity and also some team sports – I'm happy to get a bit competitive! I feel supported by my family who are also quite active and I've had a positive experience in both PE lessons at school plus in local clubs / leisure centres.

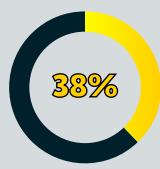
Almost all currently taking part in something AT LEAST ONE MONTH

- Individual Sport / activity 64%**
 - Running 17%
 - Swimming 16%
 - Walking 13%
- Team Sport / activity 63%**
 - Football 44%
 - Netball 11%
 - Badminton 9%
 - Tennis 8%
- Do something 91%** on a monthly basis (vs 87% of Total)

Would like to try...



Demographically there is very little that is noteworthy for this Segment – in terms of differing from the sample as a whole.



Have felt discriminated against when doing sport/activity.

"I don't like doing the same exercise routine, it makes it boring."

"I like to have fun while doing sports, if I don't win this time, I look forward to winning next time."

