

## Sport Enthusiasts – 10% of youth population

- Self-assured/socialable/image conscious
- Sport is **MAIN FEATURE** in daily lives
- Tend to be more competitive – it's all about **WINNING**
- Care about sport and love to be **INVOLVED**
- Take part in sport because they **ENJOY IT.**

## Ambitious Self-Starters – 15% of youth population

- Achievers/Proactive/On the Go
- **LOTS** of hobbies; Gaming, Music and Cinema as well as **SPORT**
- Conscious of Health and Fitness and want to test **COMPETITIVE NATURE**
- Want to have **FUN**

## Thoughtful Improvers – 19% of youth population

- Mature/Non Competitive/Self Development
- **DEVELOPING** and **IMPROVING** themselves main driver.
- **NOT COMPETITIVE**
- Helps them **COPE** with stress
- Sport makes them **FEEL GOOD**

We all think we know young people.

- Full of energy.
- Glued to their Phones.
- Devoted to their friends.

### **SWEEPING STATEMENTS DON'T TELL THE FULL STORY.**

The insight from Sport England helps us understand the behaviours, attitudes and preferences of young people.

## Confident Intellectuals – 12% of youth population

- Driven/Educated/Focused
- Sport makes them feel **EMBARRASSED.**
- Need a **FRIENDLY** environment to play in
- Not **COMPETITIVE**
- They like to play with people of a **SIMILAR ABILITY**

## Cautious Introverts – 17% of youth population

- Loyal/Careful/self reliant
- Prefer to **RELAX** in freetime
- **NOT COMFORTABLE** in trying new things
- Describe themselves as **LAZY** and have **LOW OPINIONS** on their looks and abilities.
- Prefer to **OPT OUT** of sport and exercise
- Consider themselves as **UNSPORTY** and **INACTIVE.**

## SUMMARY OF THE 6 YOUTH PERSONALITIES

Improvements in **TECHNOLOGY** are altering how young people experience the world. They want experiences that are:

- **INTERACTIVE**
- **SOCIAL**
- **REWARDING**
- **TAILORED to them**

## Everyday Youths - 27% of youth population

- Mainstream/Easy-going/Content
- Can lack **MOTIVATION**
- Less likely to make time to take part
- **WINNING** doesn't mean much to them
- **BROADER SPREAD** of how often they take part
- Feel **POSITIVE** about Sport

# Under the Skin

Understanding youth personalities to help get young people active



## Sport Enthusiasts



Football, Running, Badminton, American Football and Boxing

## Ambitious Self-Starters



Football, Gym, Running, Tennis, American Football

## Thoughtful Improvers



Running, Swimming, Tennis, Badminton and Gym



## Confident Intellectuals



Cycling, Swimming, Football, Badminton and Tennis

## Cautious Introverts



Swimming, Running, Cycling, Badminton, Archery and Tennis

## Everyday Youths



Football, Running, Cycling, Badminton and Swimming

# TOP SPORTS FOR EACH YOUTH PERSONALITY

