



Youth Personalities

Young people have complex relationships with sport and physical activity based on their unique personalities and experiences.

They use both their heads and hearts to make decisions. To encourage them to get, and stay, active we need to understand how they think and feel about physical activity.

Young people need more than kits and competition – they want to feel good about themselves and have fun getting active with people they love to be around. We have identified six personality types to help you better understand the young people you're trying to reach.



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Thoughtful Improvers

Mature / Non-competitive / Self-development

Thoughtful Improvers are mature, independent and worry about how other people think and feel. They like to use their free time productively and have a wide range of interests. They tend to be less contented than other young people and developing themselves is important to them. This is reflected in their relationship with physical activity. Although they can feel embarrassed taking part, they exercise because they're often unhappy with their bodies and tend to feel guilty for skipping a workout. They aren't competitive and don't usually count sport or exercise as a hobby, but they do recognise its benefits. In addition to staying in shape, it helps them cope with stress, and can make them feel good.

Attract their attention

- Highlight opportunities to achieve personal goals
- Offer support to set and reach these goals
- Tap into their fitness and weight-loss aspirations

Deliver against their expectations

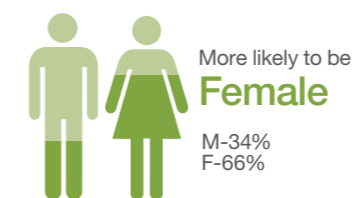
- Keep it safe and supportive to reduce fear of judgement
- Create a fun, friendly and relaxed environment

Keep them coming back

- Give them something to be proud of – recognise and reward their achievements
- Make them feel part of something
- Make any competition fun



19% of young people aged 14-25 are in this personality



How physically active are they compared to other groups:



“Training sessions or classes must be interesting but hard so that you can push yourself.”

Sammi, 14,
Sport Enthusiast

“Too much commitment is always a hassle.”

Kingsley, 24,
Everyday Youth

“I’m not competitive and, though I like to set myself goals, it would be detrimental to my self esteem to set them against others.”

Jade, 20,
Thoughtful Improver



Looking to encourage young people to be more active? These six personalities help you engage with young people in the way that's right for them.

Cautious Introverts

Loyal / Careful / Self-reliant

Cautious Introverts are happiest relaxing and spending time with their intimate group of close-knit friends, or alone. They tend to have a lower opinion of themselves and are not comfortable trying new things for fear of being exposed. They are loyal to friends and family and usually choose to stick with the familiar. These young people tend to face more challenges than other groups; they might struggle financially, and lack freedom and support from those around them. As a result, they're careful decision makers and thrifty consumers. They don't consider themselves sporty in any way and are less likely to take part in physical activity or recognise its benefits.

Attract their attention

- Connect keeping fit to feeling good about themselves having made the effort to take part
- Don't bring 'sport' into it
- Keep it small, familiar and supportive

Deliver against their expectations

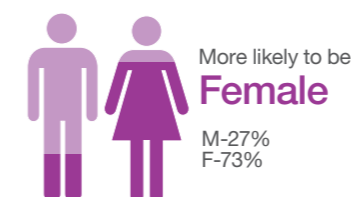
- Reassure them and build their confidence
- Help them to enjoy and feel good about themselves

Keep them coming back

- Recognise and reward taking part
- Open up new opportunities to develop themselves if their confidence improves long-term



17% of young people aged 14-25 are in this personality



How physically active are they compared to other groups:



“Challenges are something I thrive on. The fastest way to get me to do something is to tell me it's impossible or too difficult.”

Arthur, 18,
Ambitious Self-starter



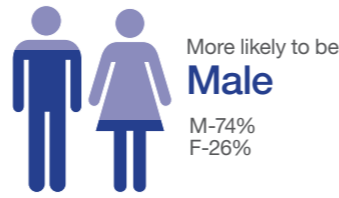
Confident Intellectuals

Driven / Educated / Focused

Confident Intellectuals are driven, focused and highly motivated. They lead busy lives, filled with hobbies they care deeply about. They are much more enthusiastic about music, gaming or computing than getting active. They have an open minded, optimistic view of the world and are comfortable in their own skin. They value their freedom and believe in themselves. Young people in this group prioritise success, achieving goals and doing something worthwhile. However, sport and exercise often makes them feel embarrassed and leads to negative feelings about physical activity. They aren't competitive and even though they do occasionally recognise that sport and physical activity is good for them, it certainly isn't high on the to-do list.



12% of young people aged 14-25 are in this personality



More likely to be **Male**
M-74%
F-26%

How physically active are they compared to other groups:



Attract their attention

- Highlight opportunities where focus, dedication and creativity win out over talent
- Reassure them they don't need experience or skills to take part
- Don't bring 'sport' into it

Deliver against their expectations

- Create a familiar, structured environment to help them feel supported
- Help them to develop their skills at their own pace
- Keep the playing field level so they don't feel they're falling behind or being judged

Keep them coming back

- Recognise and reward improvement and perseverance
- Highlight how they can enhance their CV

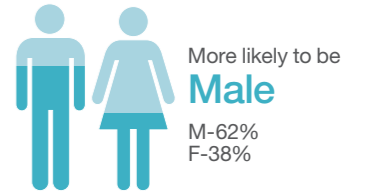
Everyday Youths

Mainstream / Easy-going / Content

Easy-going and relaxed, young people who fit into this group tend to be happy in their own skin and prefer to go with the flow. They're generally satisfied with their achievements and appearance, and so can seem less driven than other groups. They aren't competitive and are happier to stick to activities that are comfortable and familiar. They prioritise friends, family and relaxing by themselves as well as with the people they love. These young people tend to feel quite positive about sport and physical activity, but they can lack motivation and are less likely to make the time to take part.



27% of young people aged 14-25 are in this personality



More likely to be **Male**
M-62%
F-38%

How physically active are they compared to other groups:



Attract their attention

- Put the spotlight on fun and friends
- Use the power of social networks
- Encourage them to give it a go by addressing practical barriers up front
- Throw in 'keeping in shape' as an added bonus

Deliver against their expectations

- Keep it fun, friendly and relaxed
- Make challenges realistic and achievable

Keep them coming back

- Let them drop in and out
- Encourage friendship amongst the whole group
- Offer incentives and opportunities to enhance their CV

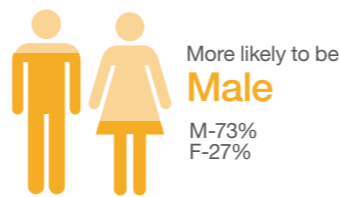
Sport Enthusiasts

Self-assured / Sociable / Image-conscious

Sport Enthusiasts are mad about sport. Their friends and family are sporty. Their heroes are sports stars. Sport and physical activity is part of who they are. These confident, optimistic young people have a strong network of friends and rely on their parents for support and guidance. They're image conscious, so clothes and their social media profiles are particularly important to them. They care about sport and love being involved. They're already happy with themselves and their bodies, so they are active because they enjoy it, rather than to develop themselves. They're much more competitive than other groups. For these young people, it's all about winning.



10% of young people aged 14-25 are in this personality



More likely to be **Male**
M-73%
F-27%

How physically active are they compared to other groups:



Attract their attention

- Show them they can compete and achieve their potential
- Tap into their desire to be fit and their willingness to work hard
- Promote the fun, challenge and energy in the offer

Deliver against their expectations

- Create a sociable environment...
- ...with a work hard – play hard atmosphere

Keep them coming back

- Support them to continuously improve
- Help them achieve the emotional highs that encourage them to look forward to sport
- Make sure there are opportunities to progress for both males and females

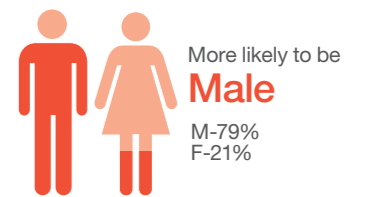
Ambitious Self-starters

Achievers / Proactive / On the go

Typically well-educated and from wealthier backgrounds than other groups, Ambitious Self-starters want to have it all. They are continually striving to improve and succeed at every activity or challenge they take on. They enjoy strong family relationships and support networks and like to use their time productively. They have lots of hobbies compared to other groups, including various sports and physical activities. They aren't just active because they enjoy it, sport is another means to achieving their goals. They are positive about sport and physical activity and on board with the benefits. These young people are conscious of their health and fitness and want to test their competitive nature, all while having fun.



15% of young people aged 14-25 are in this personality



More likely to be **Male**
M-79%
F-21%

How physically active are they compared to other groups:



Attract their attention

- Offer them a challenge
- Present them opportunities to develop new sport or life skills

Deliver against their expectations

- Help them prioritise activities they're good at
- Encourage them to compete and progress – against themselves or others

Keep them coming back

- Continue to challenge them
- Keep it flexible to accommodate their busy schedules
- Help them stay committed when life changes