



1,000 Young Voices 2025

The Youth Segmentation Quiz, developed as part of the 1,000 Young Voices research, helps community organisations and partners activate key insights. Using three 'golden questions' from the original survey, the quiz identifies which of the seven segments young people are most likely to align with. These questions capture motivations for participating in sport, barriers they face, and emotions experienced during activity. This infographic presents the results, showing what percentage of your respondents fall into each of the seven segments.



2,926
Respondents
Completed the quiz.



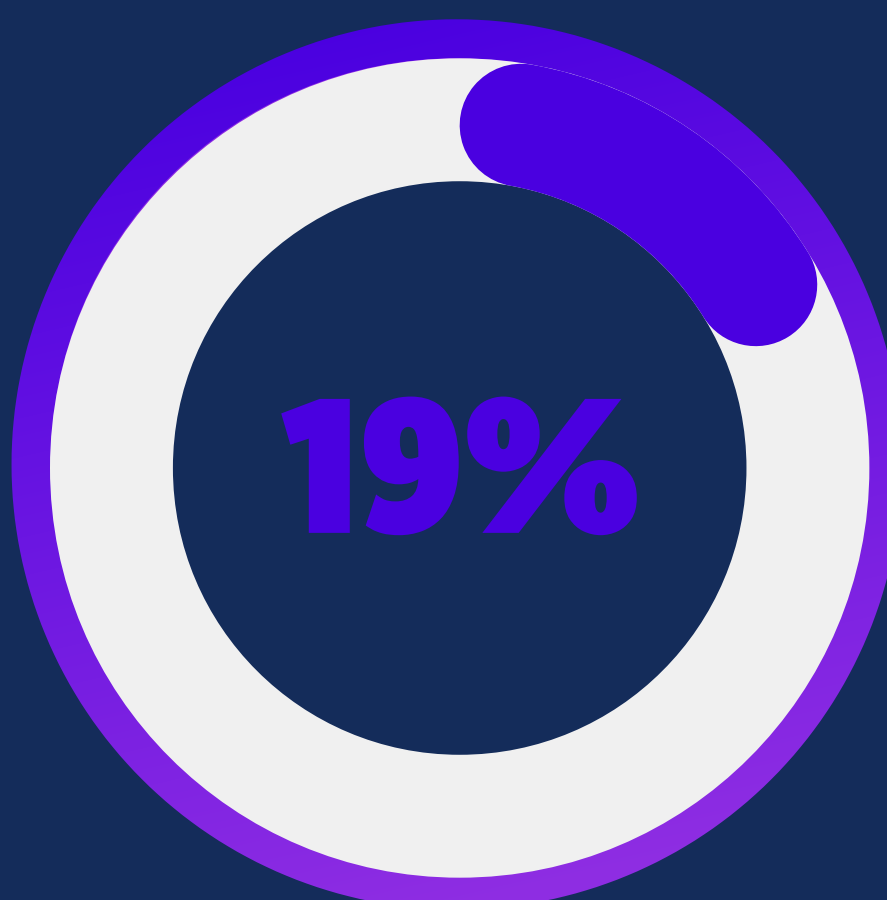
Segment 4
Sport is a laugh
(let's not get serious)

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.



Segment 1
I'd love to but can't
(a lack of confidence stops me)

This group want to be active, but anxiety, feeling self-conscious and not feeling good enough stops them from taking part, but they do appreciate the broad range of benefits from sport and exercise.



Segment 5
It's for me, results matter

This group are confident when it comes to sport but sport is about more than just enjoyment for them. They put pressure on themselves to achieve goals and improve performance so they can get frustrated. This group may have experienced discrimination which can affect how they feel about sport



Segment 2
Like what sport does for me

This group REALLY enjoy sport/getting active: for them, sport is sociable, fun, good for them and it gets their endorphins going! Sport makes them feel great and they get a lot out of doing it.



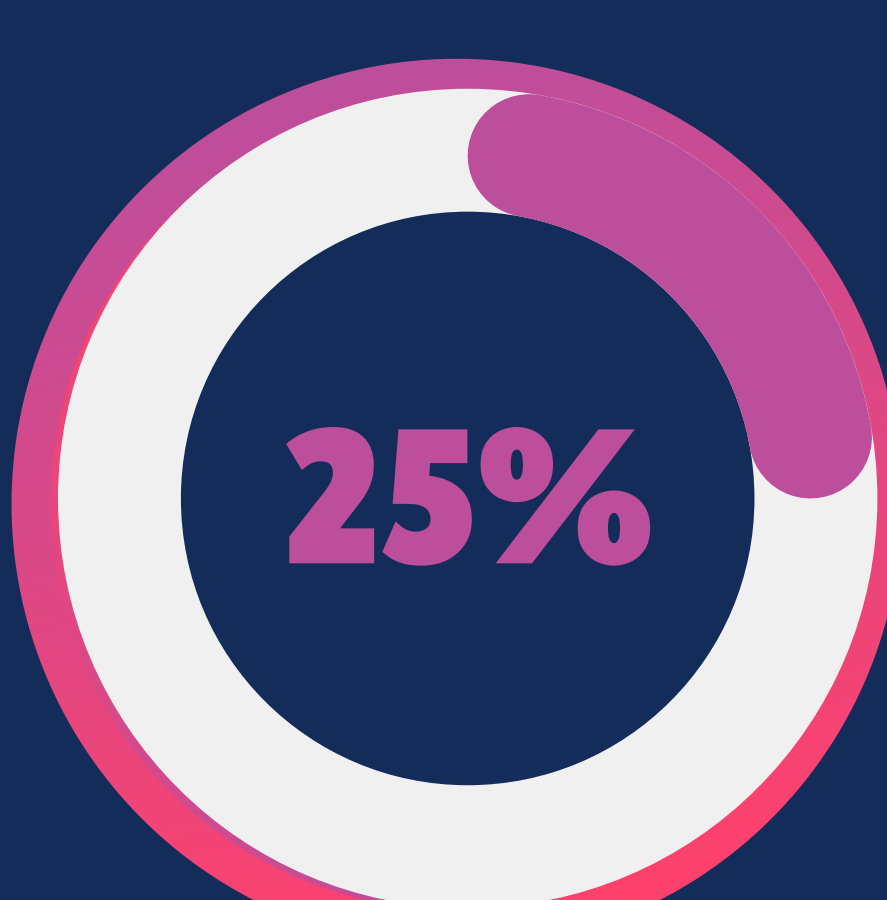
Segment 6
Keep calm & let off steam

This group need that sense of release that sport brings to bring them calm and peace of mind. They associate getting active with letting off steam/releasing stress and escaping worries. Sometimes it can be difficult for this group to keep up with a sport as their mental health, lack of time and cost can get in the way



Segment 3
It's not for me... sport is boring
(I prefer other things)

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

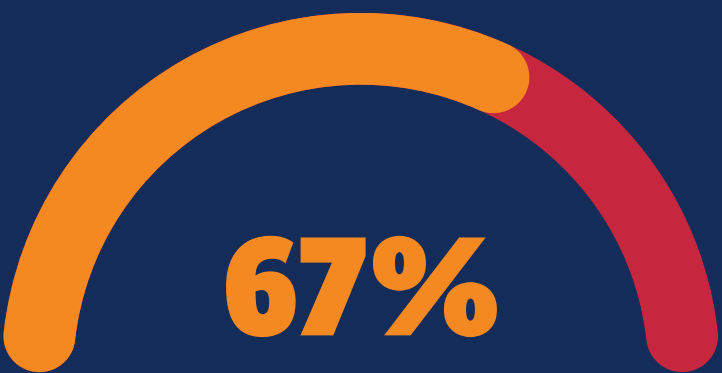


Segment 7
Looking/ feeling good
(but things get in the way)

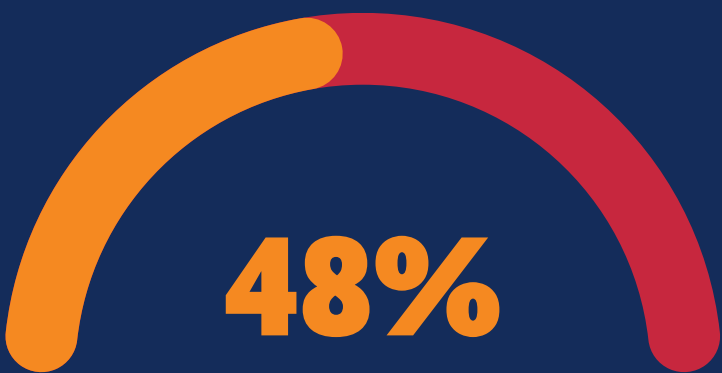
This group do sport and exercise to look good and feel good about themselves. It gives them energy but they need to prioritise other things like their education right now, which means they struggle to have the time to do sport/exercise and can also struggle with being able to afford it

You can find more detailed information on each segment and the full research document here: [StreetGames 1000 Young Voices](#)

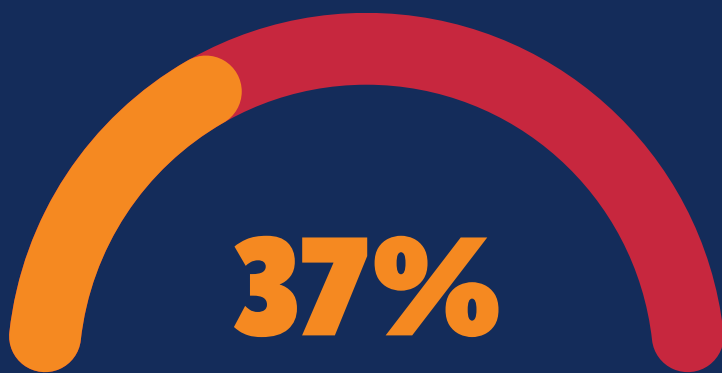
From the list below, which are the five most important reasons why you take part, or would want take part in sport/physical activity?



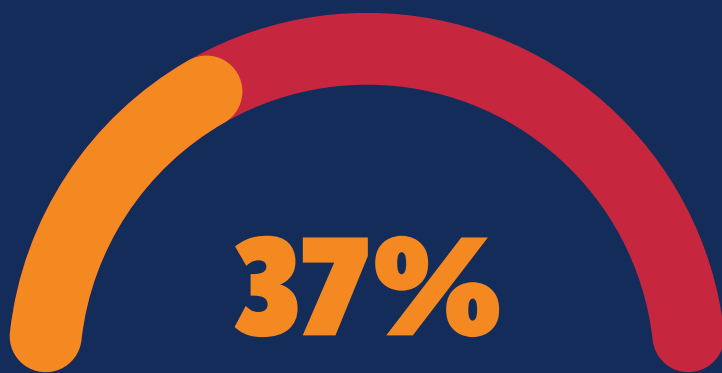
Improve health and fitness



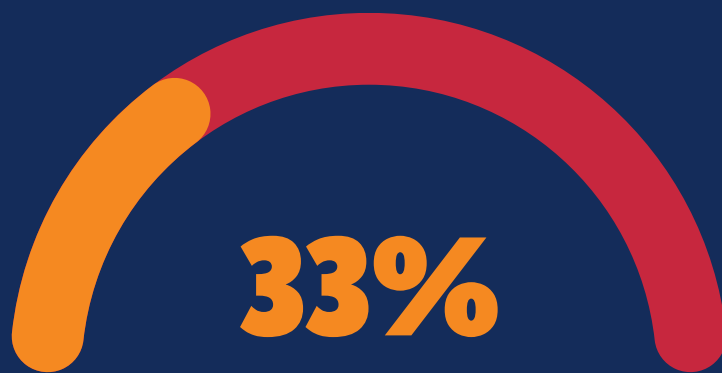
Have fun/have a laugh



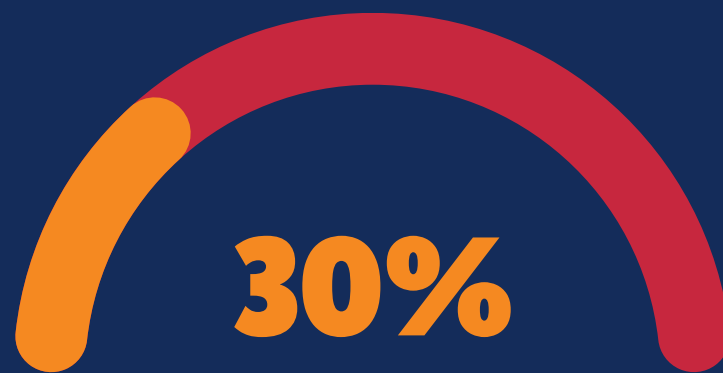
To develop skills



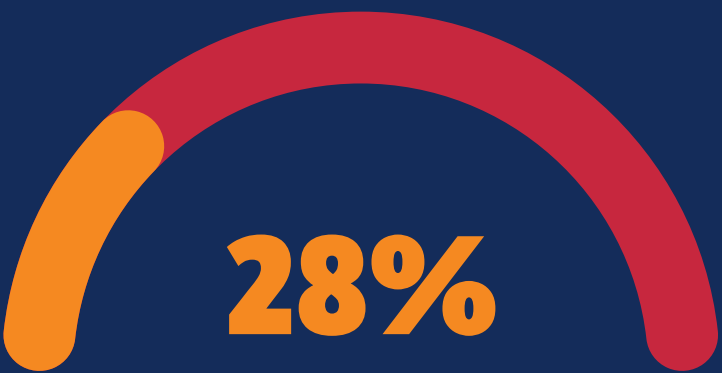
Spend time with friends



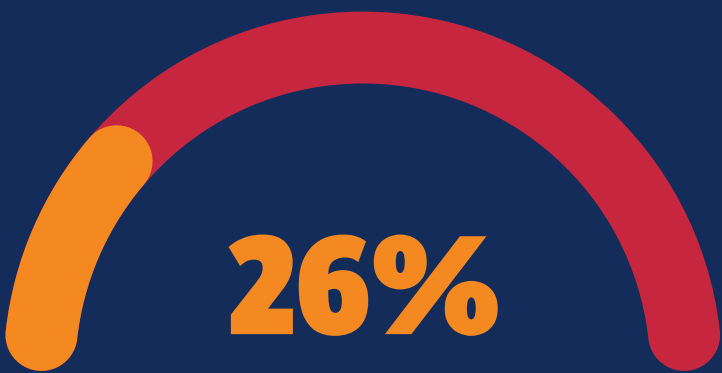
Feels good/enjoyment



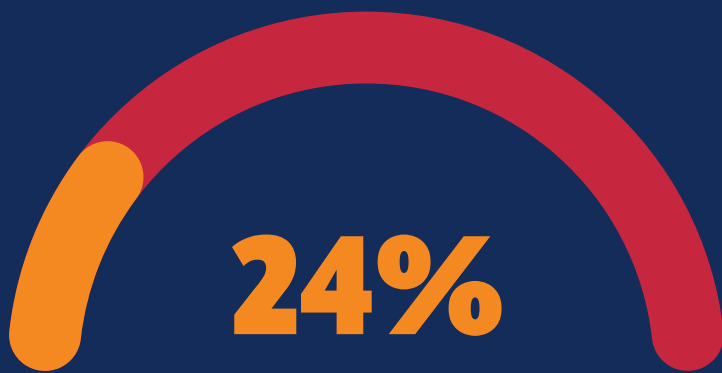
Improve body image/the way you look



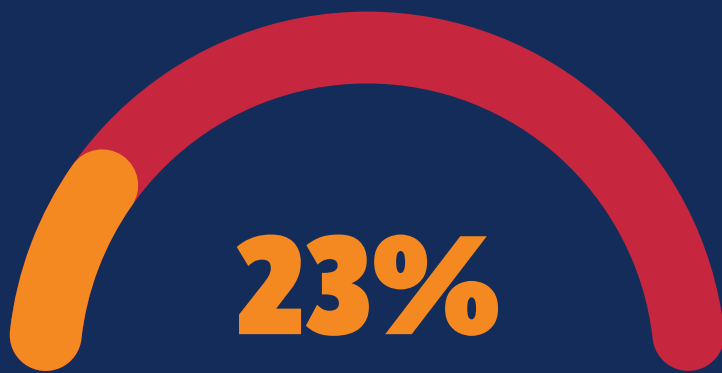
Improve mental health



Make new friends



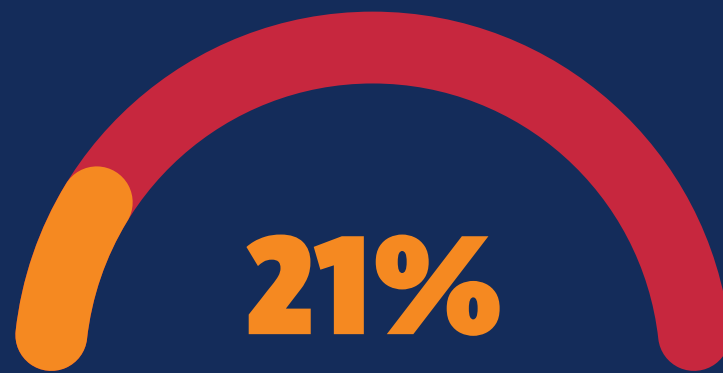
Improve performance



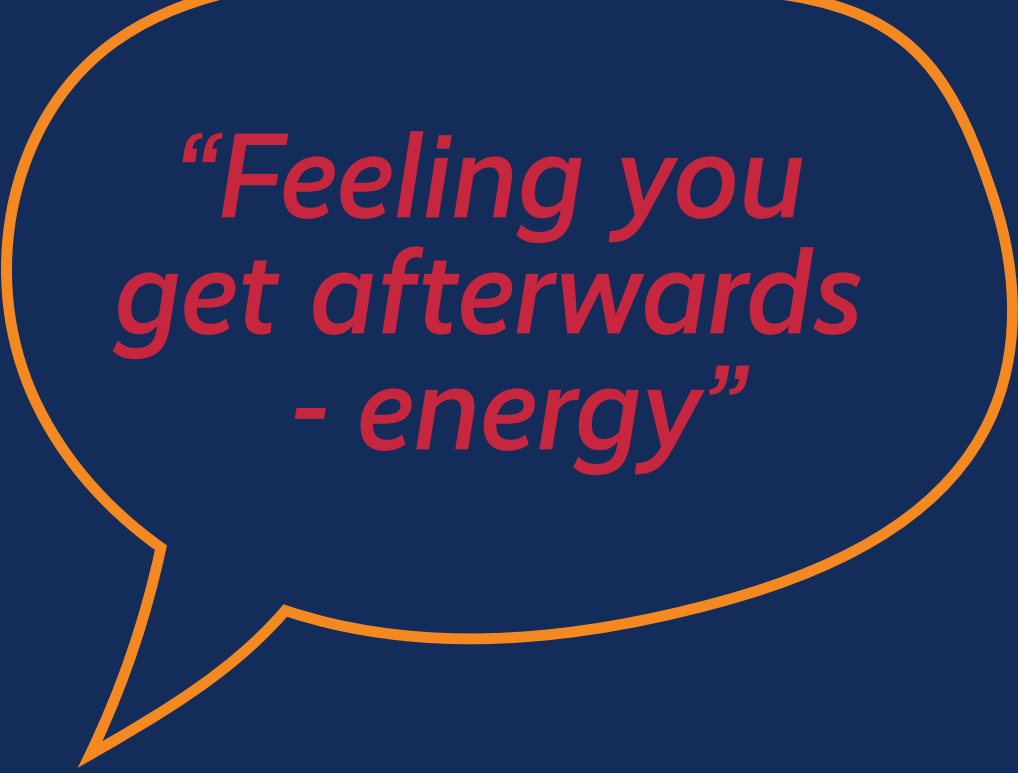
Let off steam/releasing stress



Stop me from feeling bored



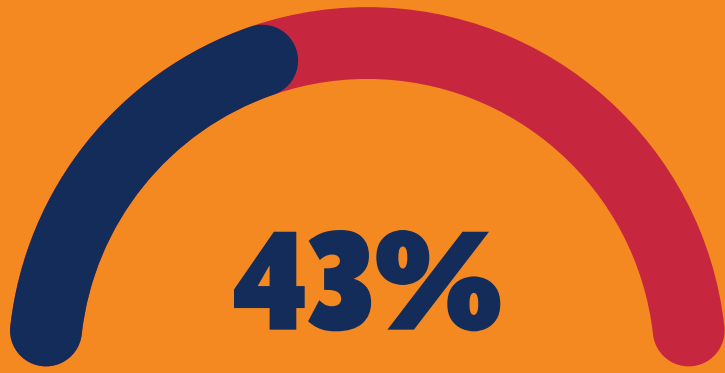
Improve social skills, learning to be part of a team



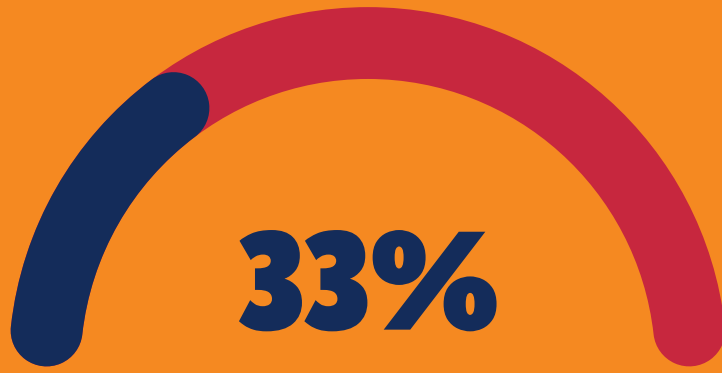
From the list below, which are the five most important aspects that stop you or make it difficult for you to take part in sport/physical activity?



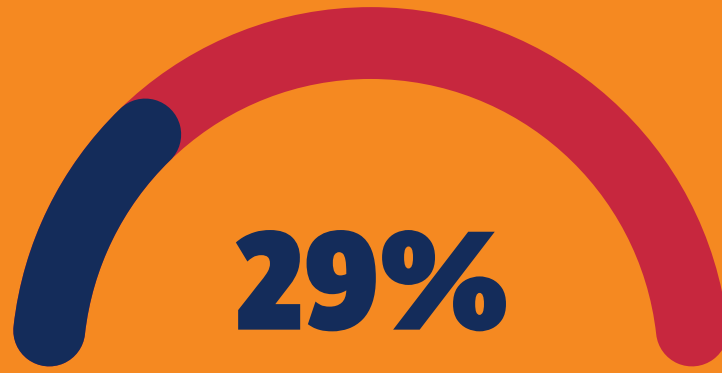
Lack of time



Lack of energy



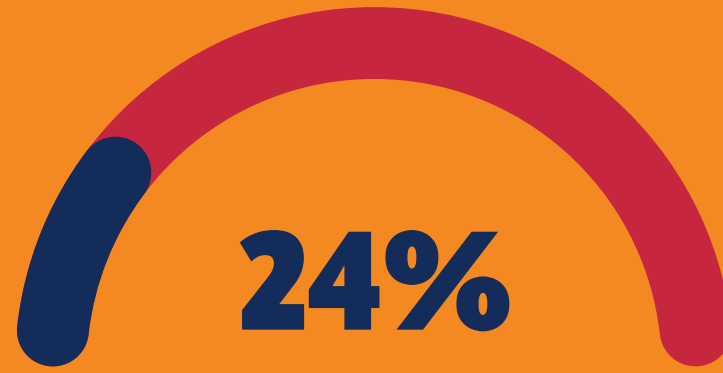
Not confident enough



No one to go with



Too anxious



Too self-conscious



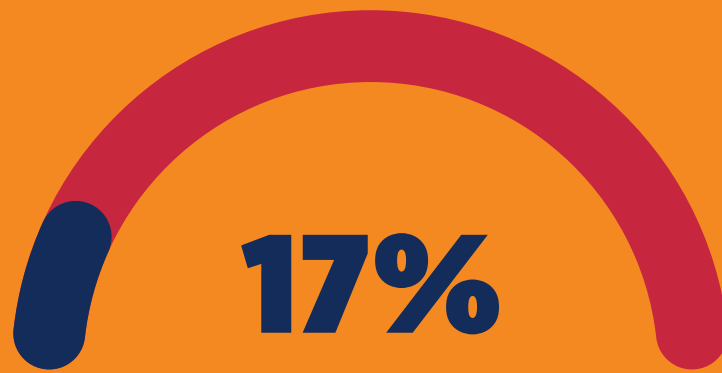
Prefer spending time doing other things



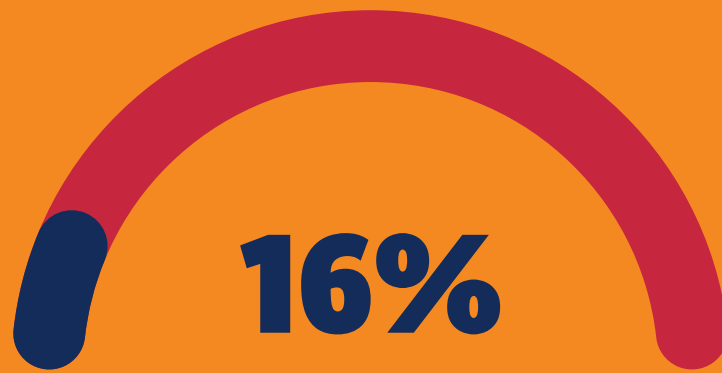
Not a sporty person



Can't afford it



Not able to get there/no way of getting there



Don't know of any sports clubs in my area



Don't enjoy it

"I don't have time to do something out of college, I set off at 8 and get home after 6pm"

"Parks don't feel safe"

"feel drained after school meaning they didn't want to take part in physical activity"

"I wouldn't go anywhere I didn't know anyone"

"The realities and responsibilities mean that even when [we] want to be more active, [we] struggle to find the time"

"Prices are generally expensive" (At gyms and leisure centres)

"...cliques at sports clubs, making it hard to make friends or making the club feel unwelcoming"

"Facilities in public spaces getting vandalised and not maintained"

What are the most common emotions that you feel when you have taken part in sport and activity? Please pick your top three:



"It's a nice break away from daily stresses. It's a chance to forget about everything and enjoy yourself while being active and healthy too."

"Cat calling"

"I like that it's about talking to people, meeting new people, and doing the things you enjoy"

"Having fun with friends"

"Feel self-conscious....people are looking at you"

"I've got some friends now who I never knew before, some of them are my best mates now"

"People are rude"

"The boys take over..."