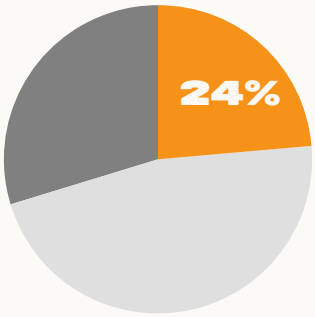
1000 YOUNG VOICES

BRADFORD

Below shows the results captured through the Youth Segmentation Quiz. 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.

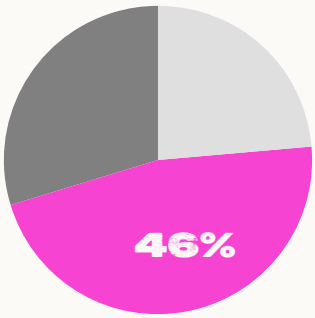
RELUCTANTS



Segment 1
I'd love to, but can't (a lack of confidence stops me) — 14%

Segment 3
It's not for me...sport is boring, I prefer other things — 10%

OPENS

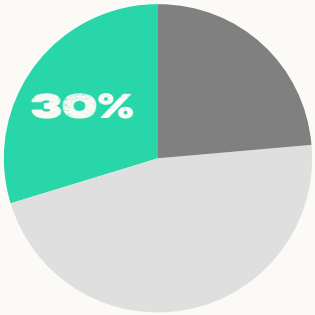


Segment 4
Sport is a laugh; let's not get serious — 30%

Segment 6
Keep calm and let off steam — 13%

Segment 7
I'm all about looking/feeling good but things get in the way — 3%

DEVELOP & MAINTAIN



Segment 2
Like what sport does for me — 12%

Segment 5
It's for me...results matter — 18%



The table above shows a mix of segments represented within the group. This highlights the need for different approaches to meet the young peoples varying needs.

Efforts to increase activity levels amongst young people who align with Segment 1 and Segment 3 require greater intervention, support and possibly even a 're-brand' so that they feel that physical activity is 'for them' and they feel confident to take part.

Whilst young people who align to segments 4, 6 and 7 are 'open' to being more physically active, most are typically motivated to do so by extrinsic reasons - i.e. to have fun, let off steam or to look/feel good, whilst factors such as the cost of activities, having no-one to go with, a lack of time and energy often act as barriers.

Young people who align most closely with segments 2 and 5 tend to be physically active and feel positive towards sport/physical activity. However, their future participation relies on them being able to access engaging opportunities over the long-term that enable them to develop skills, compete, work towards goals and spend time with friends – so access to more 'traditional sports and activities are critical to keeping these young people active.

MORE INFORMATION ON THE YOUTH SEGMENTS CAN BE FOUND HERE.

STREET GAMES