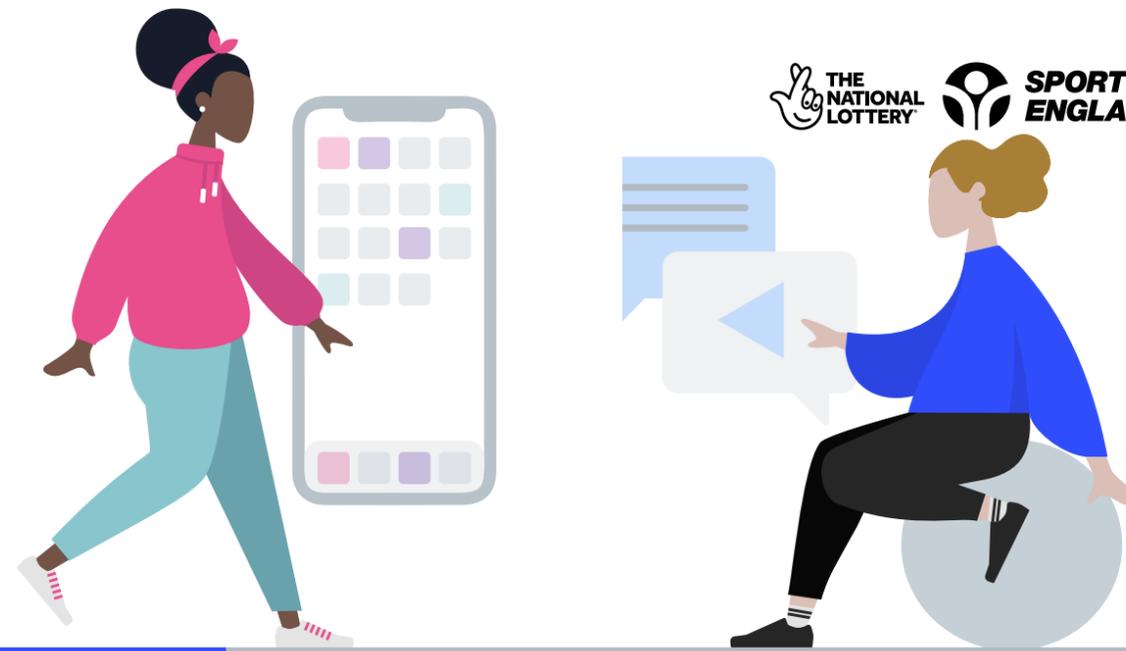


Segment 1: Digitally Focussed

Highly connected digitally and influenced by what they see on social media e.g. from influencers on sites such as Instagram, TikTok, Twitter etc.



Proportion of target area population:

50%

Age:

Tends to skew towards younger generations but includes women across older age groups.

Geographic location:

Prevalent across target area with potentially higher clusters of younger generations in Newham.



Considerations around physical activity:

- Many have school, college or uni work to contend with for their time.
- At a younger age, social life and fitting in is important e.g. girls are more likely to engage if they see their friends doing activity too.



Most impactful influencers and channels:



01. Instagram Influencers

who enable physical activity by showing manageable fitness routines such as Chloe Ting, Kathy Drayton, Cassey Ho, Natalee B Fitness and others.



02. Sports Clubs

who create a social media presence and inspire with posts, pictures and other engaging content e.g. London Pulse.



Relevant physical activities and sessions:

- No particular restrictions on the types of activities relevant to this segment.
- Many younger women are open to joining sports clubs or trying out new and less common activities from rock climbing to kickboxing.

Patricia

16, Black British/Caribbean, GCSE student

Considerations around physical activity:

Would like to join a sports club but her friends aren't interested and she has no one to go with. She therefore lacks motivation to give it a try, worries she might be the only girl, if people will be welcoming etc.

Relevant physical activities / sessions:

- Taster sessions at local sports clubs to meet likeminded girls her age - this could include team sports from football, netball and cricket, to martial arts and boxing clubs.

Opportunities to influence and enable:

- **Sports Clubs** who actively reach out to young girls and create a social media presence e.g. on Instagram.
- **Female athletes** from clubs in the area who can act as role models for local women and girls.

Engaging messaging:



- Inspirational content on social media about being part of a team and the excitement of playing sport, told by current members, athletes.
- Seeing representation of women at different levels throughout the club; members, coaches, management.



Lizzie

28, White British, Working full time

Considerations around physical activity:

She cares about image and would like to lose weight but finds it hard to keep consistent. Finds fitness influencers inspiring but also finds it hard comparing herself to their level.

Relevant physical activities / sessions:

- Home workouts which provide maximum convenience and ease.
- Short sessions of activity focussing on fitness or targeting weight management such as HIIT sessions.
- Online strength and conditioning sessions provided by a sports club, open to beginners or the public in general.

Opportunities to influence and enable:

- **Social media influencers** who focus on manageable and attainable workout routines.
- **Sports Clubs** who can facilitate online fitness sessions or even match up beginners with existing members to guide them and keep them motivated.

Engaging messaging:



Comms on social media which represent women of different body types and sizes and different levels of experience.

