



**LONDON
SPORT**

Youth Personalities in London

What our session data tells us about
physical activity and young Londoners

MAYOR OF LONDON



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Introduction

The following report aims to provide a picture of the young people accessing physical activity sessions across London.

The data was collected between April 2018 and March 2019 using the same survey as Sport England used for the 2015 report - **Under the Skin: Understanding youth personalities**.

Comparison to the Sport England report will be made throughout this document.

Scope of the Research

439 young people completed the survey, of which 78 were outside the age range 14-19 years. Data was collected at 38 different sessions covering 17 different activities. All sessions took place within London.

Sessions were participation rather than performance focused. Sessions were predominantly aimed at introducing the activity to young people, and whilst some are delivered by club coaches, they are usually held at community or school locations and often led by community coaches.

Considered Data

Data on the attitudes and behaviours of young people and the national context was considered from the following sources:

- Survey responses
- Sport England data (14-25 years)

Sport England Report

In 2015 Sport England undertook research to understand the lives of young people aged 14-25.

They looked beyond sport an exercise and looked to understand the hobbies, habits, friends, families, beliefs, ambitions and fears of young people. This was alongside developing a picture of their physical activity – how active they were, the activities they did and their attitude towards being active.

This led to the definition of six broad groups, based on life motivations and attitudes, but influences by how engaged they were in sport an basic demographics (age, gender and education).

A photograph of three people wearing helmets and riding bicycles in a park, overlaid with a red tint. The person on the left is wearing a black jacket and glasses. The person in the middle is wearing a grey hoodie and patterned pants. The person on the right is wearing a light-colored hoodie. The background shows a park with trees and buildings.

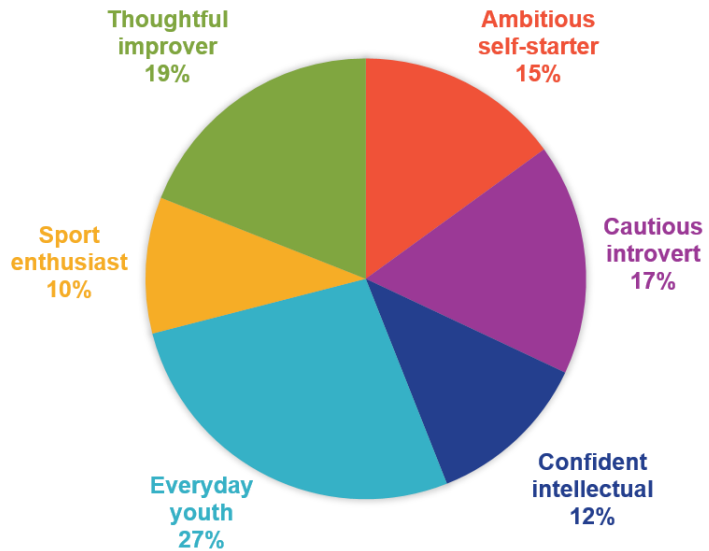
1. London

Meet the Personalities

London's data doesn't align with the national data. This is affected by the young people being surveyed as we were gathering data from those who are already attending physical activity.

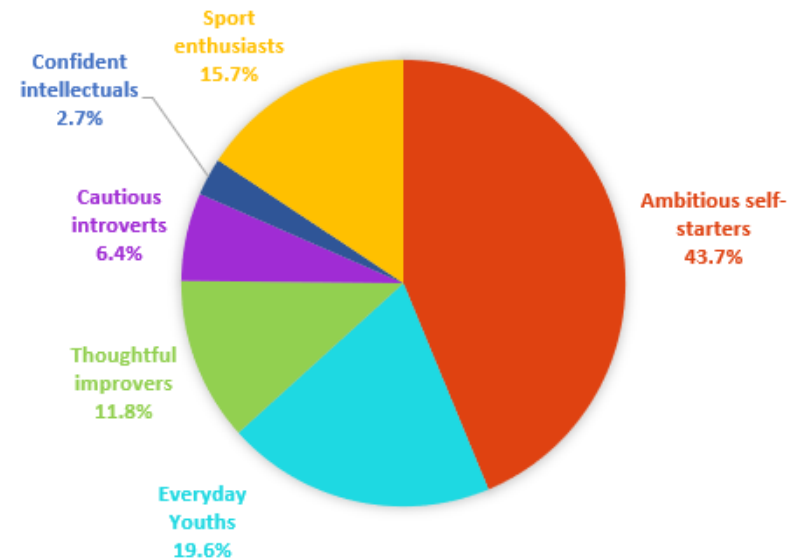
Under the Skin Report:

% of the youth population for each personality type

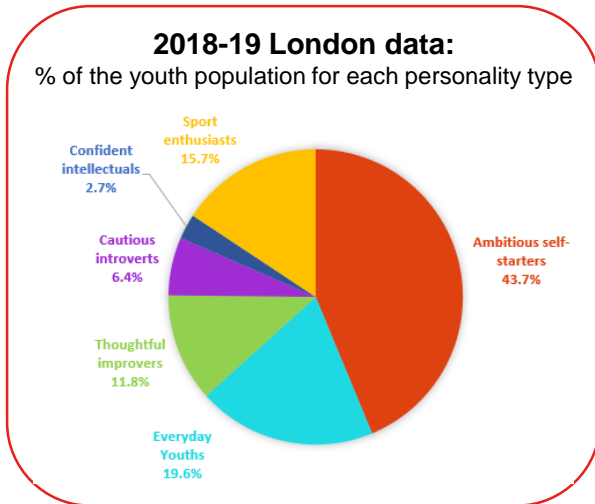
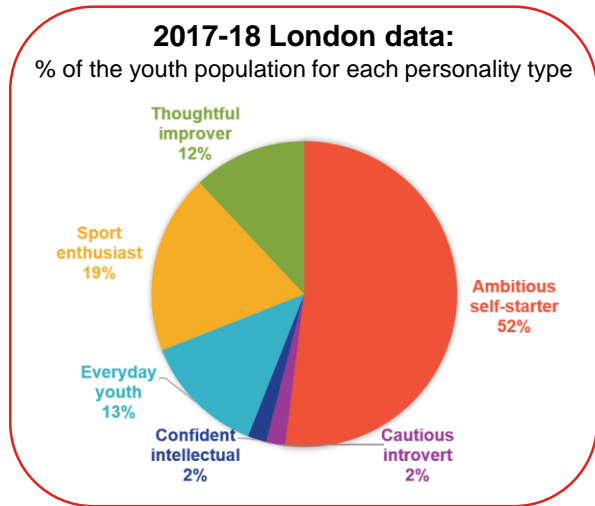


London data:

% of the youth population for each personality type



How has the picture changed?

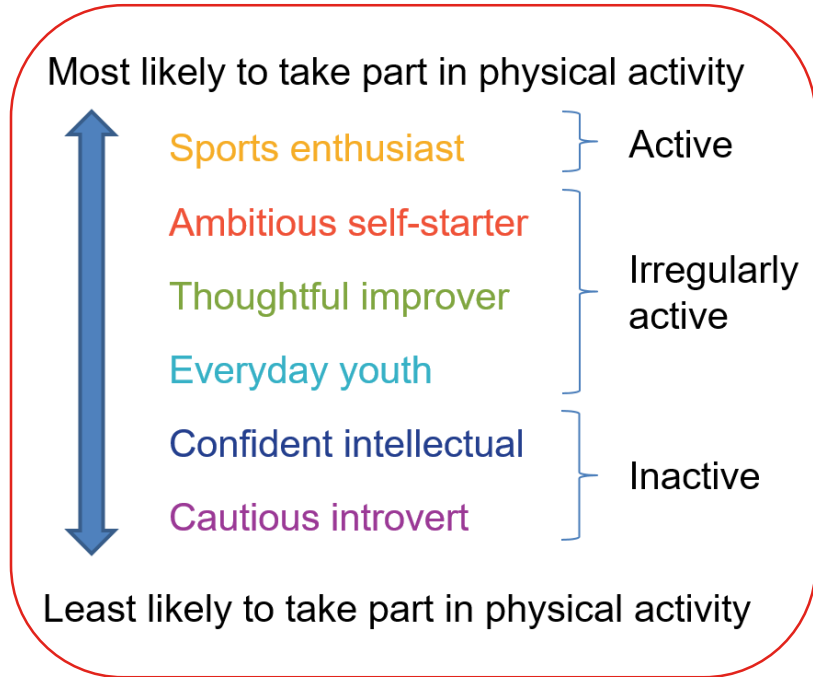


The percentages of each Youth Personality type show some positive changes from 2017-18 to 2018-19:

- % of Sport Enthusiasts has decreased from 19% to 15.7%. As typically the most active segment, Satellite Clubs are not designed for this group of young people.
- % of Ambitious Self-Starters, an over-represented group in 2017-18, has decreased from 52% to 43.7% in 2018-19.
- The % of Everyday Youth, the most common Youth Personality yet one of the less active segments, has increased from 13% in 2017-18 to 19.6% in 2018-19.
- The two segments that are traditionally the most inactive (Confident Intellectuals and Cautious Introverts) have all seen increases from 2017-18 to 2018-19.

London Sport have made a conscious effort in 2018-19 to bring about these changes by ensuring Youth Personalities are at the forefront of our deliverer's minds through online training and funding projects that focus on under-represented groups in the city.

Meet the Personalities



(fig 1)

Sport England's report shows the likelihood of each personality type to partake in physical activity (fig 1).

London's sessions (fig 2) are being attended by **Ambitious self-starters** ahead of all others.



(fig 2)

Sport enthusiasts are less likely to join participation focused activity as it won't feel competitive enough.

The following slides will look at each personality in turn.

2. The Personalities

What the Personalities tell us

For each personality type we've created four slides.

Slide 1: Who they are: gender and age percentages.

Activities they were attending.

Activities with the biggest percentage of the personality group.

Were they attending team or individual activities.

Slide 2: Views of the young people.

What motivates them in life.

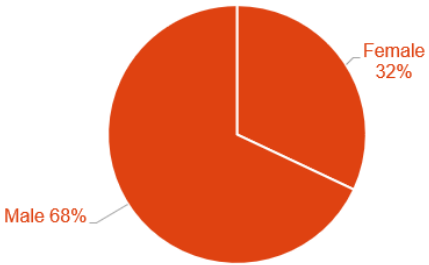
What matters to them about physical activity.

Slide 3: Activity ideas/considerations for the most important motivations in their lives.

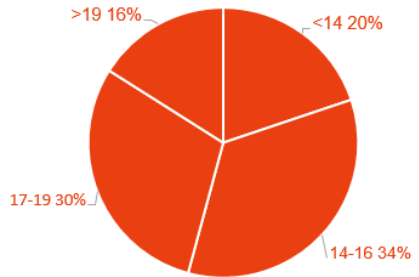
Slide 4: Activity ideas/considerations for what matters to them about physical activity.

Ambitious self-starter

Of the 439 respondents **192** were ambitious self-starters.



% Gender split



% Age groups split

Top 3 activities they're attending



Football

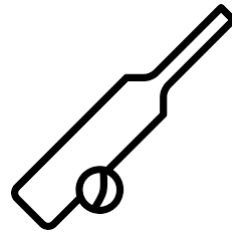


Basketball



Esport

Activities with the biggest % of ambitious self-starters as participants



Cricket(100%)



Boxing (75%)

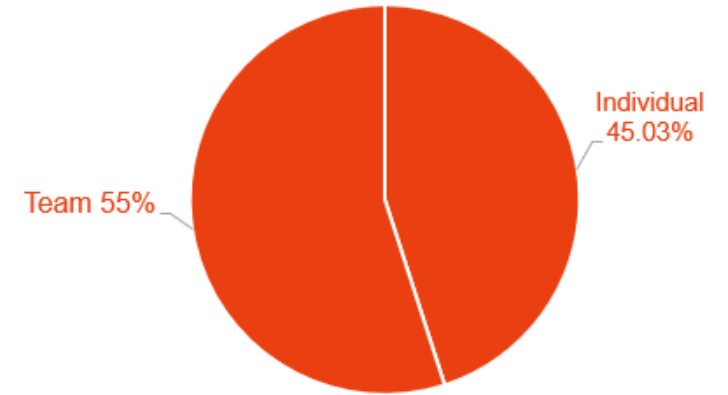


Swimming (73%)



Handball (65%)

% attending team or individual activities



National report findings

According to **Under the Skin** the top sports they play are: Football, Gym & Running

They want to play tennis, football and American football



Ambitious self-starter

Motivations in life

Most important

Doing something worthwhile

Competing

Developing myself as a person

Relaxing/unwinding

Having fun

Making money

Least important

Attitude towards Physical Activity

What matters

Exercise is my “me” time

I feel guilty if I’ve not exercised in a while

I am good at most sports

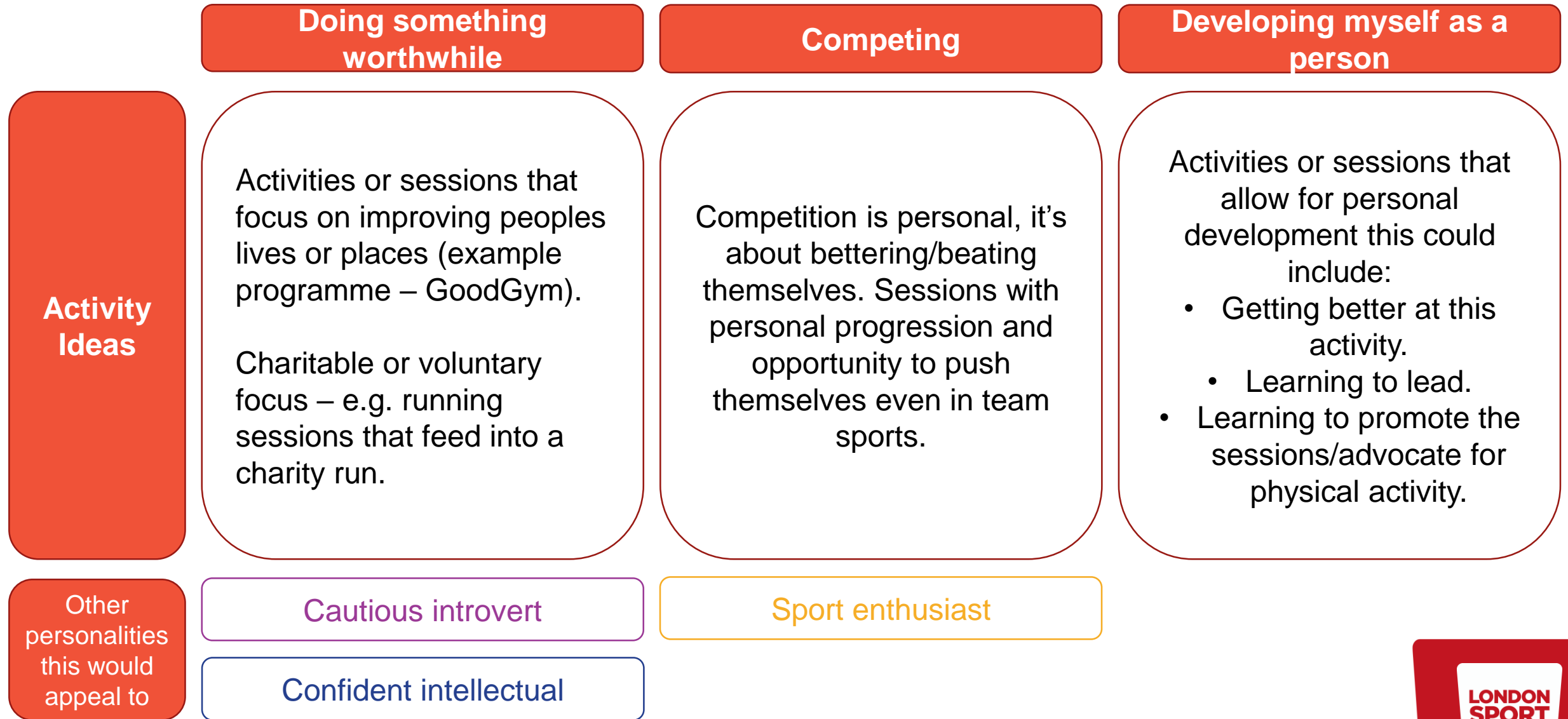
I would rather do something that is fun and not good for me than something that is not fun but good for me

I worry about looking like a fool when I play

I am conscious of my health and fitness

What doesn't

Ambitious self-starter: Recommendations



Ambitious self-starter: Recommendations

Exercise is my “me” time

I feel guilty if I've not exercised in a while

I am good at most sports

Activity Ideas

Use messages that show the activity as an escape from other pressures e.g. exams / work.

Challenging activities that will take their mind of things, instead of relaxing activities are better.

Activities that can be practiced around other commitments during the week e.g. Running.

Give them ideas on skills or drills they can practice if they have to miss sessions.

Look for opportunities to challenge them to progress.

Other personalities this would appeal to

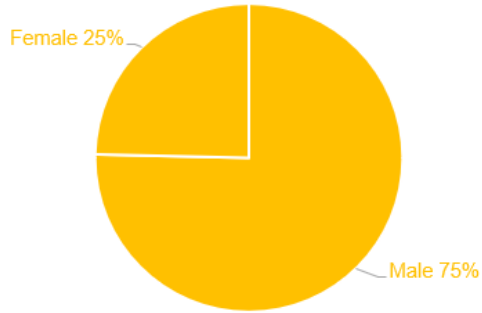
Sport enthusiast

Of the 439 respondents enthusiasts.

69

were sport

% attending team or individual activities



% Gender split

Top 3 activities they're attending



Football

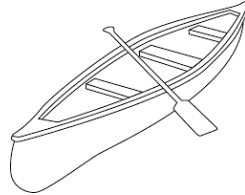


Esport



Basketball

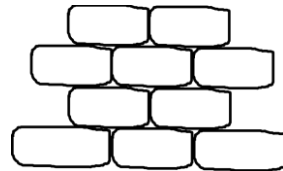
Activities with the biggest % of sport enthusiasts as participants



Canoeing (75%)



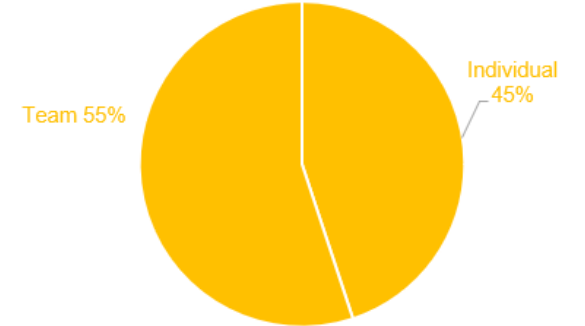
Motorcross/Pit Bike Racing (75%)



Wallball (40%)



Esport (30%)



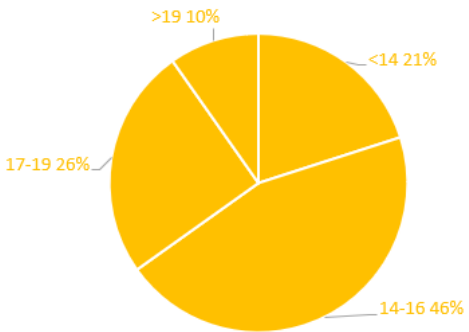
National report findings

According to **Under the Skin** the top sports they play are:

Football, Running, Badminton

They want to play football, American football and boxing

% Age groups split



Sport enthusiast

Motivations in life

Most important

Making money

Competing

Being successful

Relaxing/unwinding

Having fun

Making money

Least important

Attitude towards Physical Activity

What matters

My family have never encouraged me to play sport

My friends and I talk about sport a lot

I like to use social media to share my sporting/fitness achievements

I worry about looking like a fool when I play

I feel guilty if I've not exercised in a while

I am close to my family

What doesn't

Sport enthusiast: Recommendations

Making money

Talk about how sport and physical activity can be careers. Give them a taste of what it's like to coach from planning activities to leading them.

Activity Ideas

Other personalities this would appeal to

Competing

Competition is personal, it's about bettering/beating themselves. Sessions with personal progression and opportunity to push themselves even in team sports.

Ambitious self-starter

Being successful

Celebrate success – but also talk them through situations when it doesn't all come together.

Look for the link between sport and physical activity and success in other areas.

Sport enthusiast: Recommendations

My family have never encouraged me to play sport

My friends and I talk about sport a lot

I like to use social media to share my sporting/fitness achievements

Activity Ideas

Look for opportunities to let their families see them in action.

More likely to be attending team sports, be sure to encourage team bonding, and socialising that includes talking about sport in general.

Are there fantasy sports leagues that you can link the group into?

Encourage the use of social media and apps to share success.

Consider team based apps like
<http://www.spottersfootball.com/>

Other personalities this would appeal to

Everyday youth

Of the 439 respondents **86** were Everyday youths.

Top 3 activities they're attending



Basketball



Athletics



Football

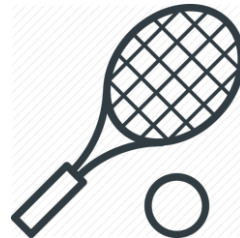
Activities with the biggest % of everyday youths as participants



Athletics (82%)



Judo (41%)

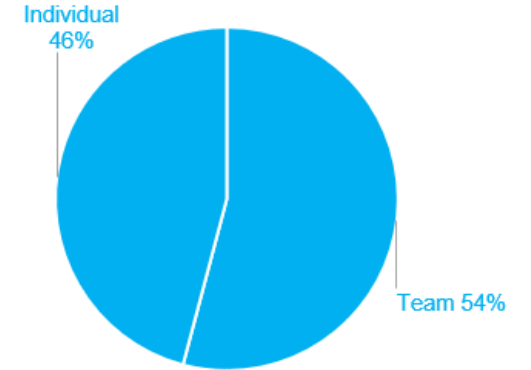


Squash (38%)



Basketball (38%)

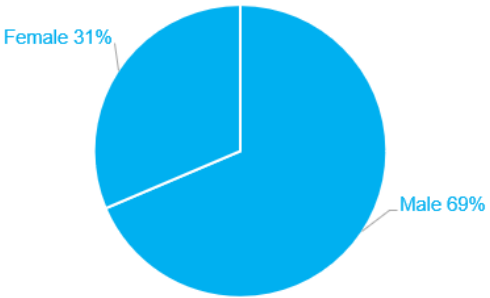
% attending team or individual activities



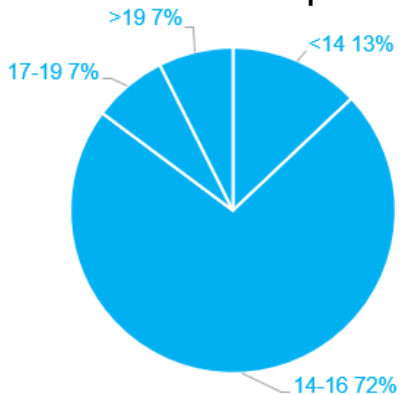
National report findings

According to **Under the Skin** the top sports they play are: football, running, cycling

They want to play football, badminton and swimming



% Gender split



% Age groups split



Everyday youth

Motivations in life

Most important

Having fun

Relaxing/unwinding

Being independent

Staying healthy

Developing myself as a person

Achieving goals

Least important

Attitude towards Physical Activity

What matters

I worry about looking like a fool when I play

I am a confident person

I would rather do something that is fun and not good for me than something that is not fun but good for me

Sport and exercise are really good ways to reduce stress

Exercise is my "me" time

Taking part in sport makes me feel good about myself

What doesn't

Everyday youth: Recommendations

Having Fun

Relaxing/Unwinding

Being Independent

Activity Ideas

While delivering look for signs of lack of interest, and change it up when this happens.

Give the group space to define their own fun, pace by facilitating not coaching.

Ask what was fun and do more of that in coming weeks.

Remove pressure to achieve and develop by giving control to the group.

Use wording that underpin the idea of relaxing.

Provide freedom of choice by having:

- Different 'games' on offer at the same time.
- The ability to step out and come back into activities.
- Asking what they want to do again in the future.

Other personalities this would appeal to

Thoughtful improver

Confident intellectual

Confident intellectual

Everyday youth: Recommendations

I worry about looking like a fool when I play

I am a confident person

I would rather do something that is fun and not good for me than something that is not fun but good for me

Activity

Remove pressure to achieve and develop by avoiding competition, offering the ability to step out when it gets competitive, or having non-competitive alternatives.

Avoid demonstrations and moments that give a feeling of being watched.

Provide freedom of choice by having:

- Different 'games' on offer at the same time.
- The ability to step out and come back into activities.
- Asking what they want to do again in the future.

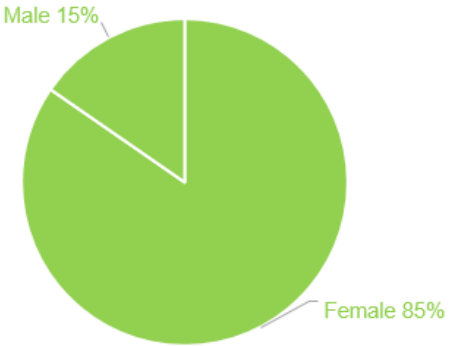
Think about your messaging and the words you use when explaining activities or promoting the benefits of being active.

Other personalities this would appeal to

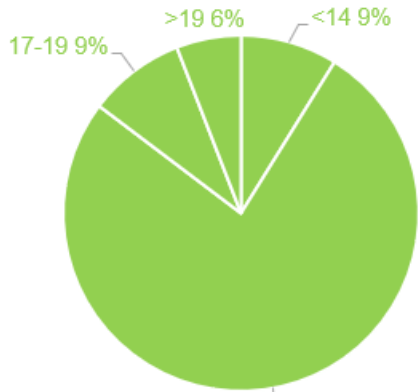
Thoughtful improver

Thoughtful improver

Of the 439 respondents **52** were Thoughtful improvers.



% Gender split



% Age groups split

Top 3 activities they're attending



Dance



Multisport



Basketball

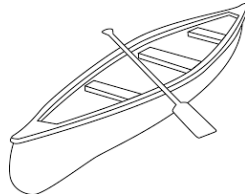
Activities with the biggest % of thoughtful improvers as participants



Dance (41%)



Multisport (29%)

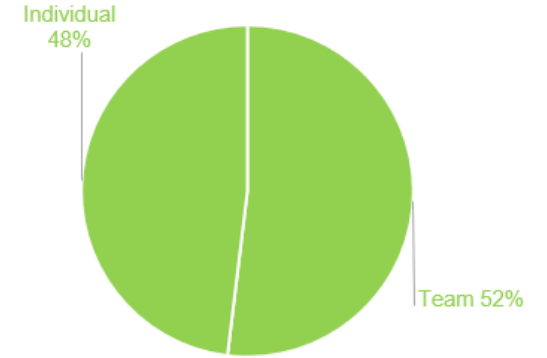


Canoeing (25%)



Motorcross/Pit Bike Racing (25%)

% attending team or individual activities



National report findings

According to **Under the Skin** the top sports they play are:
Running, gym, swimming

They want to play swimming, badminton and tennis



Thoughtful improver

Motivations in life

Most important

Improving my appearance

Spending time with friends

Having fun

Competing

Staying healthy

Being successful

Least important



Attitude towards Physical Activity

What matters

Sport and exercise are really good ways to reduce stress

I am a confident person

Winning is the most important thing to me

Exercise is my "me" time

Taking part in sport makes me feel good about myself

Sport is part of who I am

What doesn't

Thoughtful improver: Recommendations

Improve my appearance

Spending time with my friends

Having fun

Activity Ideas

Activities that are attached to opportunities to look good e.g. nail bar will be more appealing.

Talk about the benefit of being active on skin, hair, nails, muscles.

Activities where you can pick your own groups or activity – but in an informal way.

Or add activity to a more social activity e.g. study group or tea and cake.

While delivering look for signs of lack of interest, and change it up when this happens.

Give the group space to define their own fun, pace by facilitating not coaching.

Ask what was fun and do more of that in coming weeks.

Other personalities this would appeal to

Everyday youth

Thoughtful improver: Recommendations

Sport and exercise are really good ways to reduce stress

I am a confident person

Winning is the most important thing to me

Activity

Link the activity to a 'stressful' situation e.g. Martial arts during exams or a running group first thing on a Monday morning before the week starts.

Use words that talk about how exercise counteracts stress, helps with sleep and helps you feel happier.

Provide freedom of choice by having:

- Different 'games' on offer at the same time.
- The ability to step out and come back into activities.
- Asking what they want to do again in the future.

Winning is not the same as competing. Give the group the ability to pick their own achievements and personally monitor them.

Other personalities this would appeal to

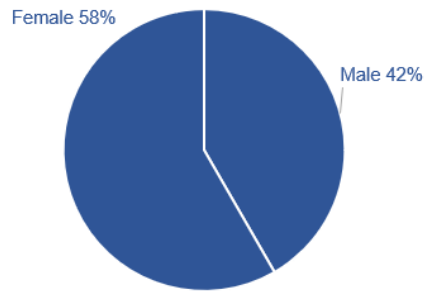
Cautious introvert

Everyday youth

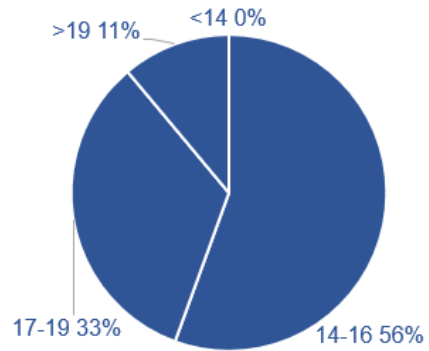
Confident intellectual

Confident Intellectual

Of the 439 respondents **12** were Confident intellectuals.



% Gender split



% Age groups split

Top 3 activities they're attending



Football



Multi-sport



Dance

Activities with the biggest % of confident intellectuals as participants



Martial Arts (14%)



Dance (6%)

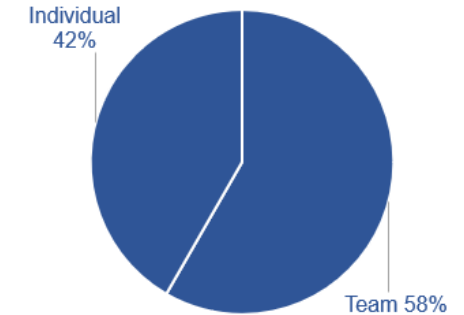


Multi-sport (7%)



Esport (5%)

% attending team or individual activities



National report findings

According to **Under the Skin** the top sports they play are:

Cycling, swimming, football

They want to play tennis, badminton and swimming

Confident Intellectual

Motivations in life

Most important

Relaxing/unwinding

Doing something worthwhile

Being independent

Making money

Competing

Having fun

Least important

Attitude towards Physical Activity

What matters

Winning is the most important thing to me

I am close to my family

I think that people who are my age that play sport are cool

I am a confident person

Taking part in sport makes me feel good about myself

Sport is part of who I am

What doesn't

Confident intellectual: Recommendations

Relaxing/unwinding

Activity Ideas

Remove pressure to achieve and develop by giving control to the group.

Use wording that underpin the idea of relaxing.

Everyday youth

Doing something worthwhile

Activities or sessions that focus on improving peoples lives or places (example programme – GoodGym).

Charitable or voluntary focus – e.g. running sessions that feed into a charity run.

Cautious introvert

Ambitious self-starter

Being Independent

Provide freedom of choice by having:

- Different 'games' on offer at the same time.
- The ability to step out and come back into activities.
- Asking what they want to do again in the future.

Everyday youth

Other personalities this would appeal to

Confident intellectual: Recommendations

Winning is the most important thing to me

I am close to my family

I think that people who are my age, that play sport, are cool

Activity

Winning is not the same as competing. Give the group the ability to pick their own achievements and personally monitor them.

Consider opportunities to include families:

- Teach them how to use the gym so they can go on their own and with their parents.
 - Run 'bring your sister/brother/mum/dad' days.

Foster a sense of being active allowing you to be more you.

Other personalities this would appeal to

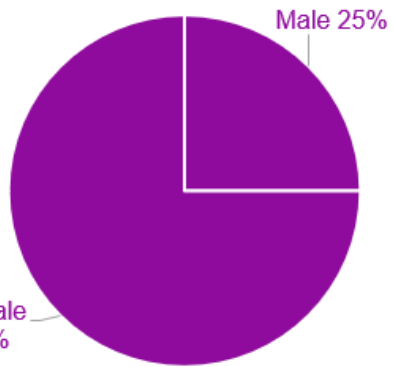
Cautious introvert

Cautious introvert

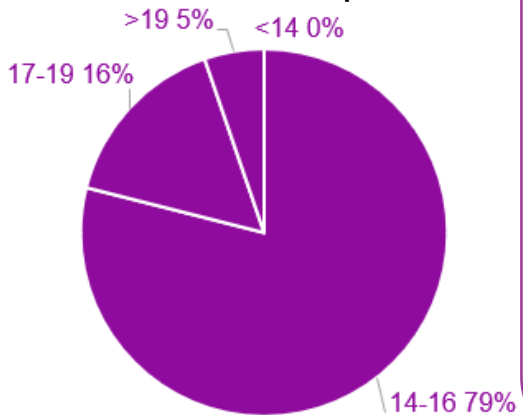
Thoughtful improver

Cautious Introvert

Of the 439 respondents **28** were Cautious introverts.



% Gender split



% Age groups split

Top 3 activities they're attending



Football



Dance



Judo

Activities with the biggest % of cautious introverts as participants



Dance (26%)



Football (14%)

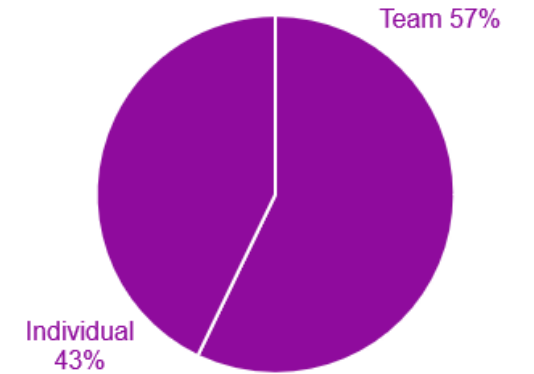


Judo (12%)



Multisport (5%)

% attending team or individual activities



National report findings

According to **Under the Skin** the top sports they play are:

Swimming, running, cycling

They want to play swimming, badminton, archery, tennis

Cautious Introvert

Motivations in life

Most important

Trying new things

Achieving goals

Doing something worthwhile

Making money

Having fun

Staying healthy

Least important

Attitude towards Physical Activity

What matters

Winning is the most important thing to me

I am close to my family

Sport and exercise are really good ways to reduce stress

Sport is part of who I am

I am conscious of my health and fitness

My friends and I talk about sport a lot

What doesn't

Cautious introvert: Recommendations

Trying new things

Consider:

- Non-traditional sports.
- Multi-activity sessions.
- Adding experiences to activity e.g. art & design elements.

Activity Ideas

Achieving goals

Help them set realistic, personal goals. Since they prefer individual sports to team sports you can keep them motivated on their own personal journeys.

Doing something worthwhile

Activities or sessions that focus on improving people's lives or places (example programme – GoodGym).

Charitable or voluntary focus – e.g. running sessions that feed into a charity run.

Other personalities this would appeal to

Ambitious self-starter

Confident intellectual

Cautious introvert: Recommendations

Winning is the most important thing to me

I am close to my family

Sport and exercise are really good ways to reduce stress

Activity

Winning is not the same as competing. Give the group the ability to pick their own achievements and personally monitor them.

Consider opportunities to include families:

- Teach them how to use the gym so they can go on their own and with their parents.
- Run 'bring your sister/brother/mum/dad' days.

Link the activity to a 'stressful' situation e.g. Martial arts during exams or a running group first thing on a Monday morning before the week starts.

Use words that talk about how exercise counteracts stress, helps with sleep and helps you feel happier.

Other personalities this would appeal to

Confident intellectual

Confident intellectual

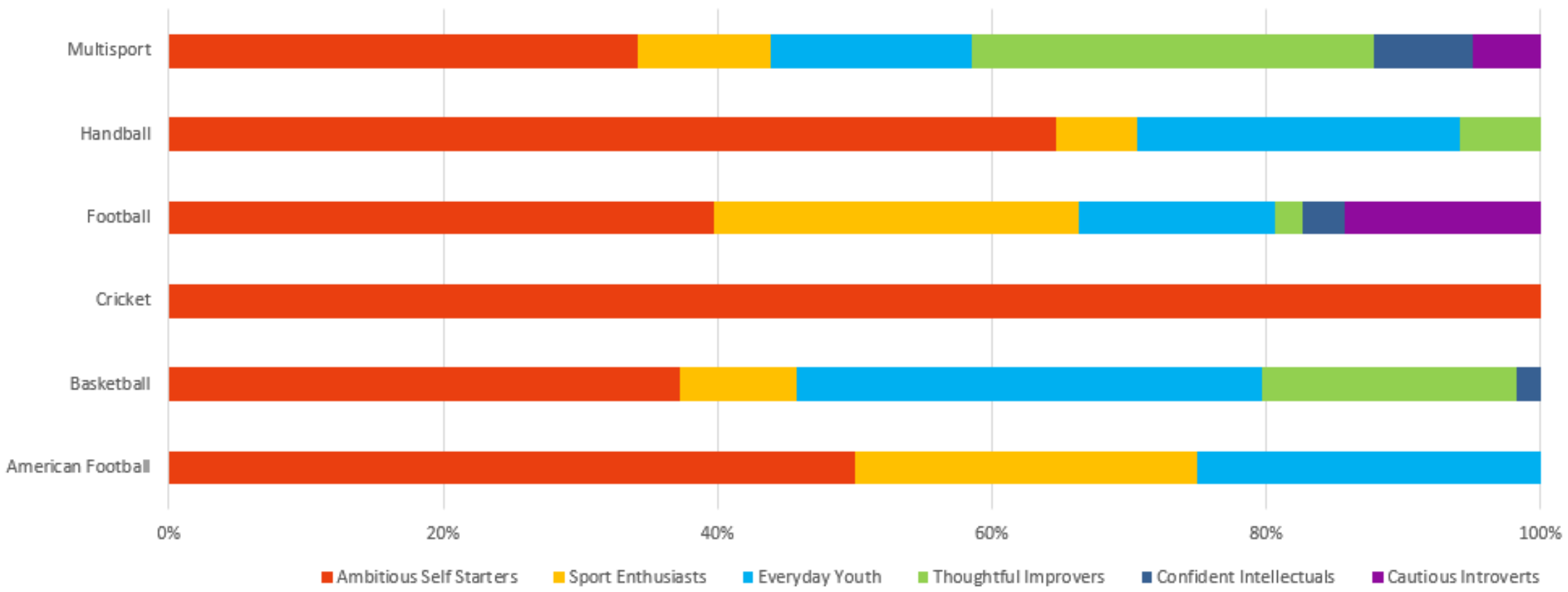
Thoughtful improver

Thoughtful improver

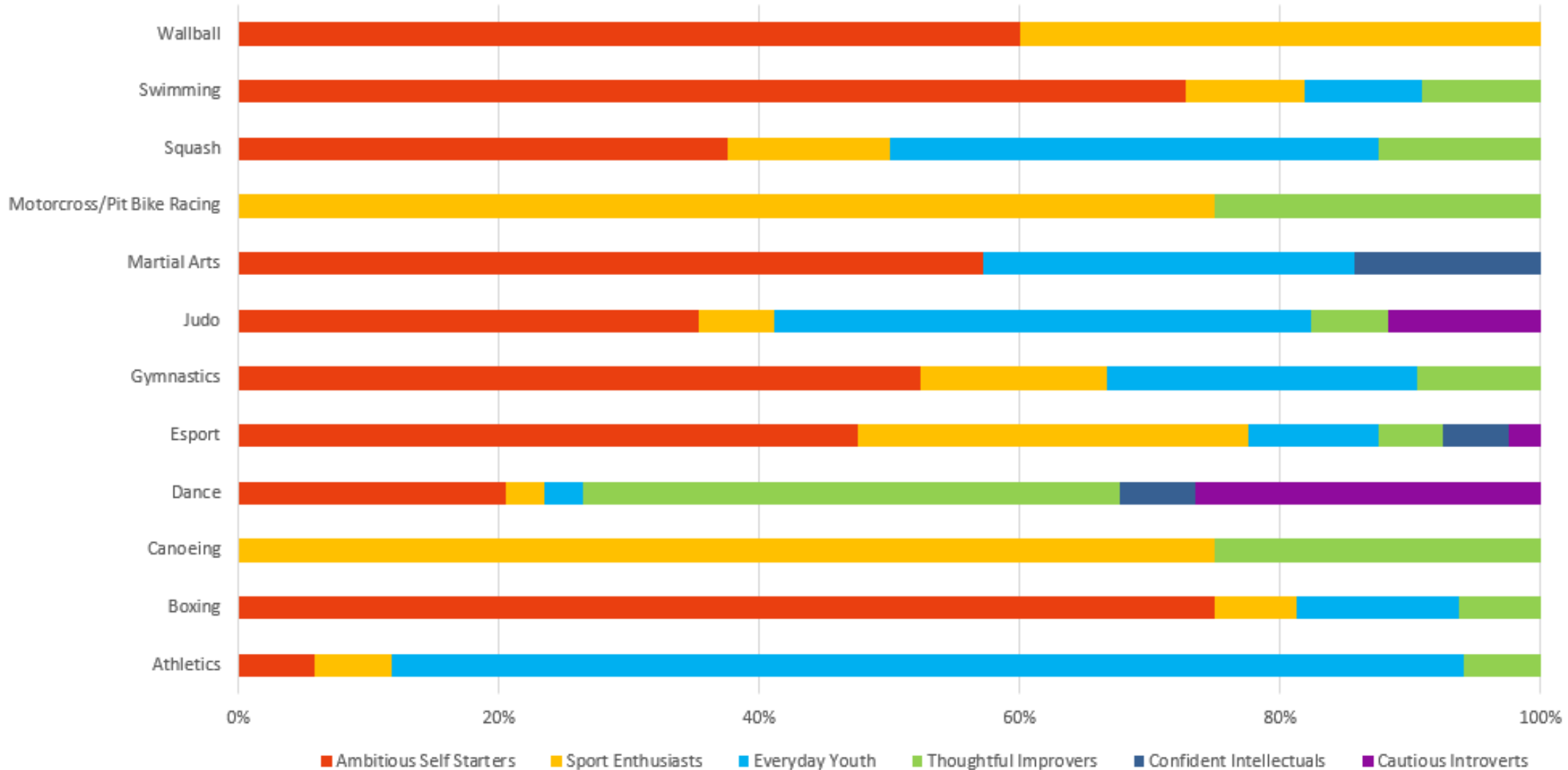
A photograph of two young boys hugging, overlaid with a red tint. The boy in the foreground is wearing a dark hoodie and has his arms around the other boy. The boy in the background is wearing a white t-shirt. The text '3. Activities' is centered over the image.

3. Activities

Team Sports



Individual Sports



The logo for London Sport is a white shield-shaped emblem with a pointed bottom. Inside the shield, the words "LONDON" and "SPORT" are stacked vertically in a bold, red, sans-serif font. The background of the entire image is a solid red color.

**LONDON
SPORT**

londonsport.org | [@londonsport](https://twitter.com/londonsport) | [#MostActiveCity](https://twitter.com/hashtag/MostActiveCity)