

<i>Personality overview</i>	<i>Attracting their attention</i>	<i>Deliver against their expectations</i>	<i>Keep them coming back</i>
Everyday Youths (27%) - Easy-going and relaxed, young people who fit into this group tend to be happy in their own skin. They're generally satisfied with their achievements and appearance and so can seem less driven than other groups. These young people aren't interested in filling up their diaries – they prefer to go with the flow.	<ul style="list-style-type: none"> ✓Put the spotlight on fun and friends ✓Use the power of social networks ✓Encourage them to give it a go by addressing barriers up front ✓Throw in 'keeping in shape' as an added bonus 	<ul style="list-style-type: none"> ✓Keep it fun, friendly and relaxed ✓Don't ask too much of them 	<ul style="list-style-type: none"> ✓Let them drop in and out ✓Encourage friendship amongst the whole group ✓Offer incentives and CV enhancing opportunities
Thoughtful Improvers (19%) - Motivated, mature and independent. You might bump into them at the cinema or out shopping, and when they're at home they'll probably be listening to music, reading or enjoying good food. Relaxing doesn't mean sitting around to Thoughtful Improvers; they like to use their free time productively.	<ul style="list-style-type: none"> ✓Highlight opportunities to reach personal goals ✓Tap into their fitness and weight-loss aspirations 	<ul style="list-style-type: none"> ✓Keep it safe and supportive to reduce fear of judgement ✓Create a fun, friendly and relaxed environment 	<ul style="list-style-type: none"> ✓Give them something to be proud of ✓Make them feel part of something ✓Make competition fun
Cautious Introverts (17%) - Happiest spending time with their intimate group of close-knit friends, or alone. Loyal to friends and family, these shy youths tend to live their lives closer to home.	<ul style="list-style-type: none"> ✓Connect keeping fit to feeling good ✓Don't bring the idea of 'sport participation' directly into it ✓Keep it small and supportive 	<ul style="list-style-type: none"> ✓Reassure them and build their confidence ✓Help them to enjoy and feel good about themselves 	<ul style="list-style-type: none"> ✓Recognise and reward taking part ✓Open up new opportunities as they develop long-term
Ambitious Self-starters (15%) - Aren't just active because they enjoy it. They see sport as another means to achieving their goals. Typically well educated and from wealthier backgrounds than other groups, these young people want to have it all. They are continually striving to improve and succeed at every activity or challenge they take on.	<ul style="list-style-type: none"> ✓Offer them a challenge ✓Present them with opportunities to develop new skills 	<ul style="list-style-type: none"> ✓Help them prioritise activities they're good at Encourage them to compete and progress – against themselves or others 	<ul style="list-style-type: none"> ✓Continue to challenge them ✓Keep it flexible ✓Help them stay committed when life changes
Confident Intellectuals (12%) - 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.	<ul style="list-style-type: none"> ✓Highlight opportunities where focus, dedication and creativity are recognised ✓Reassure them they don't need experience to take part ✓Don't bring the idea of 'sport participation' directly into it 	<ul style="list-style-type: none"> ✓Create a familiar, structured environment to help them feel supported ✓Help them develop their skills and keep the playing field level 	<ul style="list-style-type: none"> ✓Recognise and reward improvement and perseverance ✓Highlight how they can enhance their CV
Sport Enthusiasts (10%) - Mad about sport. Their friends and family are sporty. Their heroes are sports stars. Sport 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.	<ul style="list-style-type: none"> ✓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 on offer 	<ul style="list-style-type: none"> ✓Create a sociable environment...with a work hard – play hard atmosphere 	<ul style="list-style-type: none"> ✓Support them to continuously improve ✓Help them achieve emotional highs ✓Don't forget about the girls