

Satellite Clubs, Female Insight

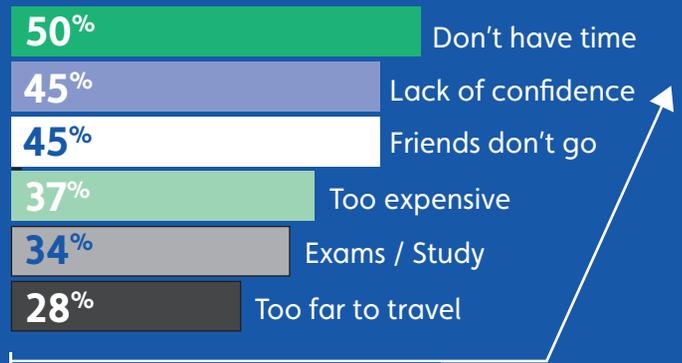
We asked 180 'Inactive' & 'Fairly Active' 14-19yr old females...

What factors motivate you to be physically active?

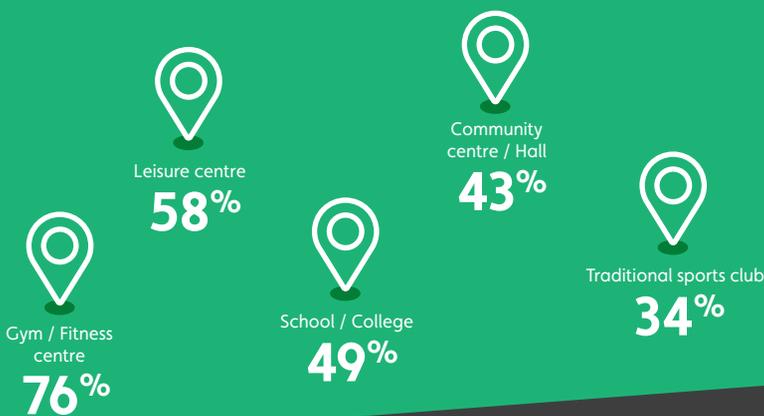
Having fun (74%) and being with friends (73%) are consistent top motivators, but what else motivates them?



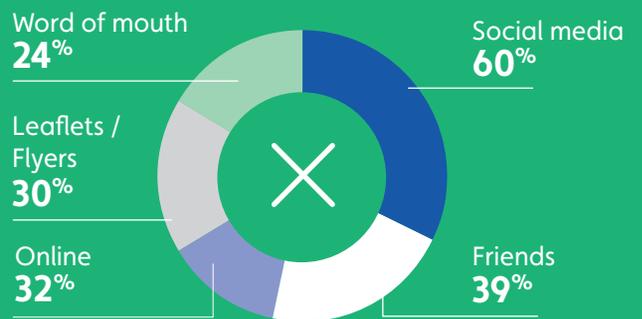
What may stop you from being active?



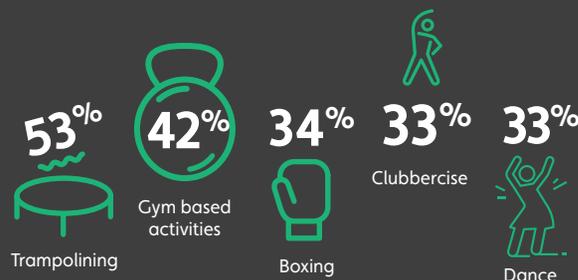
Where would you prefer to be physically active?



How to let you know about activities



What activities would you like to try?



When do you want to be active?

