

ACTIVE NEW ZEALAND SURVEY SERIES

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SPORT AND ACTIVE RECREATION IN THE LIVES OF NEW ZEALAND ADULTS

2013/14 ACTIVE NEW ZEALAND SURVEY RESULTS

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Finally, we would like to thank all the New Zealanders who took the time to participate in the survey, enabling us to tell the story of sport and active recreation in New Zealand.

AUTHORS

The principal author of this report was Kay Haughey. Kay worked with other members of Sport NZ's research team, NRB, Alistair Gray and James Heffield (Last Word Writing Services) to complete this report.

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Foreword

Sport NZ is pleased to release the first results from the 2013/14 Active NZ Survey.

This is the third time Sport NZ have carried out the nationwide survey, which provides both us and the wider sport sector with valuable information and insights on how Kiwis engage in sport and recreation as participants and volunteers. The survey was in the field for 12 months and more than 6,000 people aged 16 and over were interviewed about how, why and where they take part in sport and recreation.

So what does it tell us? That sport and recreation continue to play an important part in the lives of Kiwis. Close to three-quarters of adults (74%) take part each week – that's a slight increase (1%) since our last survey 6 years ago, which is very encouraging considering in many places in the world participation is decreasing. Even more pleasing is that most of those people are doing something three or more days a week.

We believe this makes our participation levels among the highest in the world. A recent global report card also ranked Kiwi kids the most active in the world, so we have plenty to be proud of.

The number of adults who volunteer in sport and recreation has also increased. Each year, almost 1 million adults now put up their hand to volunteer. These are the people who make sport happen in communities all over the country – our Sportmakers – and we can't thank them enough.

However these great results are under threat from societal and demographic changes which also come through in the survey.

Participants tell us they're interested in trying a diverse range of new sports rather than doing more of the same. Traditional sports club membership is down slightly, while gym membership is up. Pay-to-play is now the most common way people pay to participate rather than a traditional subscription. Women, older adults and Asian peoples continue to participate less than other adults. And time continues to be the main barrier to people doing more.

What people want is changing, and if we don't act to preserve our proud sporting heritage, it could be lost for future generations. This is a huge challenge for all of those in the sport sector.

The insights in this report will inform planning for the future, and there will be more reports to come.

Finally I would like to thank all those who contributed to producing this survey including the National Research Bureau who undertook the survey, the Sport NZ Research Team who managed the survey, analysed the data and wrote this report, and the thousands of New Zealanders who took the time to be involved.



Peter Miskimmin
Chief Executive
Sport NZ

A quick look at... Adults

(everyone who completed the survey)

74%

of adults (2.5 million people) **take part** in sport and recreation in any given week – a small increase from 2007-08 (1%).



Each year, almost

1,000,000

adults **volunteer** in sport and recreation

– an increase of almost 3% from 2007/08.



Each year, around **550,000** adults (**17.0%**) **take part** in one or more sport and recreation **events**

– fun runs/walks are the most popular.



Most adults **65.6%**

are **interested** in either **trying** a new sport/activity **or doing more** of an existing one.



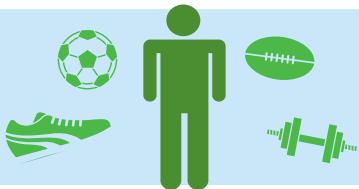
A quick look at... Participants

(adults who took part in sport and recreation)



Who

Men and younger adults (16 to 24 years old) participate the most.



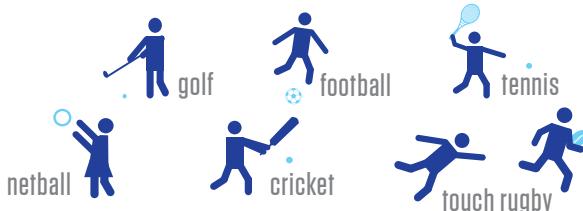
Women, older adults (50 years and over) and Asian peoples (compared with all adults) continue to participate less.

What

The most popular activities are recreational by nature –



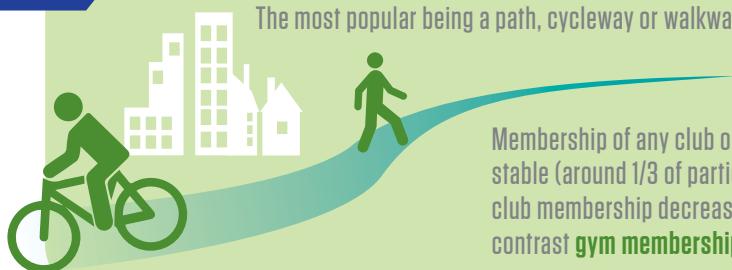
The most popular sports are –



Where

Almost all participants **91.3%** took part in sport and recreation at one or more man-made facilities.

The most popular being a path, cycleway or walkway in a town or city (53.1%).



Membership of any club or centre (over 4 weeks) has remained stable (around 1/3 of participants) since 2007/08; however sports club membership decreased by 2 percentage points, while in contrast **gym membership** increased by 3 percentage points.

How

Among participants, most **67.5%** take part on three or more days a week.



Just over **4 out of 10** (42.4%) participants received coaching or instruction.



The most common way (35.2%) people pay to participate is **pay-to-play** (ie, per visit, entry or hire).



Why

Almost all participants (and particularly women) say that **fitness and health** is a key reason for taking part in activities. A similar proportion of participants (and particularly men) say they take part for **enjoyment**.



90.7% **87.9%**



\$\$\$

A **lack of time** is by far the number one reason interested participants give as a reason for not doing more sport and recreation. **Cost** comes a distant second.

Key Insights

Sport and active recreation play an important and growing role in the lives of New Zealand adults

- The majority of adults take part in sport and recreation each week; most of these on three or more days a week. Weekly participation has grown slightly since 2007/08. While this is a small increase it is a positive change after 10 years with no growth (from 1997 to 2007).
- On average, adults take part in 4 activities each year.
- Sport and active recreation is a source of enjoyment for most participants, particularly men.
- Most adults are interested in trying or doing more sport and recreation.
- Each year, almost 1,000,000 adults volunteer in sport and recreation. Volunteering has grown since 2007/08.

Volunteers facilitate participation and skill development in sport and active recreation

- Over one in ten adults take on the role of a coach/trainer/teacher/instructor.
- A similar proportion of adults are parent helpers, aiding and supporting their children to develop a lifelong love of sport.
- Other key roles that help facilitate participation in sport and recreation are those of officials and administrators.



New Zealand is an outdoor nation where adults are making some different participation choices

- Participation is most often in outdoor environments, both in towns and cities (eg, paths/cycleways and urban parks) and in more natural settings (eg, waterways, bush and the countryside).
- The most popular activities of choice (walking, swimming, cycling and jogging/running) are often recreational in nature.
- Since 2007/08 there have been small increases in participation in cycling and jogging/running. There have been slightly larger decreases in walking and swimming.
- Many participants are keen to either try or do more recreational activities, the most popular being swimming and cycling.

Sports participation among adults is diverse, varied and changing

- Adults take part in a diverse range of sports (around 50 were mentioned). The most popular sports are golf, football, tennis, netball, cricket and touch rugby.
- Sports feature more prominently among the most popular activities for men, young adults, Māori and Pacific peoples.
- Participation in five of the most popular sports (golf, tennis, football, touch rugby and cricket), as well as basketball, has dropped since 2007/08.
- Participants have a greater interest in trying a diverse range of new sports (rather than doing more of the same). Tennis and golf top the list (yet these are sports which saw a drop in participation). Martial arts, badminton, bowls and rugby are sports participants would like to try, which are not in the top 20 most popular sports participated in.

While sport and recreation participation is high, some communities are less likely to take part

- The previously known lower levels of sport and active recreation participation (including in organised sport and events) by women, older adults and Asian peoples (compared with all adults) are still largely evident.
- Slightly fewer differences are seen in participation across different socio-economic backgrounds and locations. These include lower levels of participation:
 - in casual activities, but not in competitions or membership, by people who live in areas of high deprivation (ie, those that are less well off) compared with people who live in other areas.
 - overall for people who live outside large urban areas.

The low cost/expense of sport and recreation and a lack of time are both influencing current participation and preventing participants from doing more

- Almost all participants take part in one or more free activities.
- Just under half of participants say they take part in their chosen activities because of the low cost. A similar proportion say convenience is the main reason. Women are more likely than men to say these reasons.
- A lack of time is by far the number one reason participants who are interested in doing more sport and active recreation give as a reason for not doing more. Cost comes a distant second.
- The most common way people pay to participate (pay-to-play) offers some flexibility in the level of commitment required, and for some an easier way to manage the expense of sport and recreation.



The sporting system provides participants with a range of opportunities from developing skills, to competing and excelling

- Participants “performances” are often aided through coaching and instruction, and the use of instructional resources.
- Among participants, regular club competitions, followed by short-term organised competitions are the most popular formats for organised sports.
- Around one third of participants (and particularly men) say that sport performance is a key reason for taking part in activities.

Participation in sport and recreation is aided by the provision of facilities and events

- Almost all participants take part in sport and active recreation at one or more man-made facilities. Over 12 months, around one-third use an outdoor sports facility, while one-fifth use indoor sports facilities, gyms and indoor pools/aquatic centres.
- Each year around one-fifth of adults take part in one or more sport and recreation events. Fun runs/walks are the most popular, followed by other longer and typically more competitive forms of running and walking.

Fitness and health is a desired outcome of sport and recreation participation

- Almost all participants (and particularly women) say that fitness and health is a key reason for taking part in sport and recreation activities.
- Around one in five participants belong to a gym or fitness centre. Membership has grown since 2007/08.

Community is enabled through sport and recreation participation, although this is declining

- Just over half of participants (and particularly men) say they take part in their chosen sport and recreation activities for social reasons.
- Over 12 months, almost half of participants are members of one or more organisations for the purpose of taking part in sport and recreation. Membership of sports clubs is most common.
- Over 4 weeks, overall membership of clubs and centres has remained stable, however sports club membership has dropped slightly since 2007/08.





Summary

Background

Over 6,000 adults (16 years and over) from across New Zealand took part in the 2013/14 Active New Zealand Survey.

The results provide an up-to-date snapshot on how, when and where adults are engaging in sport and active recreation as participants and volunteers. They also help us understand if we are making progress towards our goal of more adults participating and volunteering in sport and recreation.

Some results from the 2013/14 Survey are compared with those from the earlier 2007/08 Survey to track changes in participation and volunteering.

Results are presented for all adults and, in some sections, for participants. Many results are presented for all adults (all participants) and then by gender, age, ethnicity, socio-economic background (deprivation index) and location (urban/rural).

The survey collected information about a large number and a broad range of sport and recreation activities. As in the 2007/08 Survey, people were asked about participation in gardening, but readers should note that this activity is excluded from the results in this report (refer to page 19 for more information).

The report includes results about:

- Participation:
 - in sport and active recreation over different timeframes (12 months, 4 weeks, 7 days)
 - popular sports/activities, the number of sports/activities done, and frequency of participation
 - ways adults take part in sport and recreation (eg, casually or in competitions), payment types (including pay-to-play), membership of clubs, gyms and centres, and the extent of instruction/coaching and use of instructional resources
 - where adults participate (ie, at man-made facilities or in natural settings)
 - reasons they participate
 - in events and in different types of events
 - interest in trying new activities or doing more of existing activities, and the barriers to participation.
- Volunteering:
 - levels
 - roles.
- Changes in participation (including in the most popular activities) and volunteering between 2007/08 and 2013/14.

Additional information about, and results from, the survey are in the Appendices.



Key findings

Participation in sport and recreation is high

- Almost all (94.2%, over 3 million people) adults took part in one or more sport or recreation activities over 12 months. This provides an insight into overall participation, which is the basis of much of this report.
- Participation levels decrease as the **timeframe shortens (ie, year, month, week)** but remain high, with over 7 out of 10 adults (74.0%, 2.5 million people) taking part over a week.
- Participation levels are high for men and women, people from different ethnic backgrounds, and all but the oldest age group (75 years and over). Participation varies with people's socio-economic background and where they live. Participation was higher for those who live in:
 - areas of low deprivation (ie, those in more affluent communities), compared with other areas
 - large urban areas, compared with other locations.
- Walking is a popular activity and influences overall participation levels.
- When walking is excluded from the participation figures, the proportion of adults who took part in at least one activity is lower **across all three timeframes**. Excluding walking also shows differences in participation for some groups that are not apparent when walking is included. **Across the three timeframes**, participation levels were lower:
 - for women than men
 - for most age groups; with differences most marked for those 50 years and over.

Recreational activities are most popular with adults

- Recreational activities (walking, swimming, cycling) and exercising (ie, exercise-based equipment) were the most popular activities adults take part in.
- The sports that feature in the top 10 sports/activities for men were golf and football, while recreational activities and exercising have greater appeal to women. Netball is the most popular sport for women, but ranks 11th and so doesn't make the top 10.
- Team sports were more popular with young adults (netball, touch rugby and football), Māori (touch rugby and netball) and Pacific peoples (touch rugby, netball, volleyball and rugby).

Most adults take part in a number of different sports and recreation activities

- 6 out of 10 (61.1%) adults took part in three or more activities over 12 months.
- The average number of activities was four.
- The averages were lower for:
 - women than men
 - Asian peoples, compared with all adults
 - people who live in areas of high deprivation (ie, those that are less well off), compared with those from other socio-economic-backgrounds; those who live in areas of medium deprivation also took part in fewer activities than those who live in areas of low deprivation.

Many participants take part in sport and active recreation on three or more days a week

- Almost 7 out of 10 (67.5%) participants took part in at least one activity at least three days a week. Over 3 out of 10 (34.7%) took part in at least one activity on at least five days a week.
- Among participants, women took part more often than men. Women were more likely to take part in at least one activity on five to seven days a week, while men were more likely to take part every two weeks or less.
- Frequency of participation varied for different age groups; the most frequent participants were found among the younger (16 to 24-year-olds) and older age groups (65 years and over).

A lot of sport and active recreation takes part on a casual basis

- Almost all participants (97.7%) took part in at least one activity casually, either on their own or with others.
- Participation was similar across all groups except:
 - participants who live in areas of high deprivation (ie, those that are less well off) were less likely to take part casually than those from other socio-economic backgrounds.

Competition is part of some adults' sporting lives

- Just over 2 out of 10 (22.2%) participants played sport in regular club competitions.
- Fewer participants took part in other types of competition – short-term, organised competitions (8.8%) and a one-off or series of events (7.9%).
- Participation in competitions (both regular and short-term) was lower for:
 - women than men
 - older adults (35 years and over) than younger adults (16 to 24-year-olds)
 - Asian peoples, compared with all adults.

Membership of clubs, gyms and recreation centres is common for some participants

- Over 12 months, over 4 out of 10 (44.4%) participants were members of one or more clubs, gyms or recreation centres to take part in their chosen sport and recreation activities.
- Sport/physical activity club membership was most popular (27.4%), followed by belonging to a gym or fitness centre (19.3%), or a community leisure or recreation centre (7.1%).
- Membership of sport/physical activity clubs was lower for:
 - women than men
 - adults 25 years and over, compared with the youngest adults (16 to 24-year-olds)
 - Asian participants, compared with all participants.

People enjoy a lot of sports/activities that are free. Pay-to-play is the most common way people pay to take part

- Almost all participants (92.4%) took part in one or more activities without paying, ie, they were free to do.
- The most common way people paid to take part was paid per visit, entry or hire, with over 3 out of 10 (35.2%) people paying to take part in one or more of their chosen sports/activities in this way.
- 2 out of 10 (20.9%) people paid for a membership of a sport or physical activity club, while just under 2 out of 10 (17.8%) were members of gyms and recreation centres.
- Women were more likely than men to do an activity without paying and to pay by concession card.
- Men were more likely to pay per visit and by way of membership. Those aged 16 to 49 years of age were also more likely than older adults to pay in these ways.
- Participants living in areas of low deprivation (ie, those in more affluent communities) were more likely than those living in areas of high deprivation to pay per visit, by way of membership and to do an activity without paying.

Skill development provided by instructors/coaches and/or instructional resources is also common among participants

- Over 12 months, just over 4 out of 10 (42.4%) participants received instruction or coaching to help improve their "performance" in their chosen activities.
- Just over 3 out of 10 (31.1%) used instructional resources (tapes, books, video, web instruction) to assist skill development.
- Young adults (16 to 24-year-olds) were most likely to use both instructors/coaches and resources to improve their "performance".

A wide range of locations are venues and places for sport and recreation

- Almost all participants (91.3%) took part in sport and active recreation at least one man-made facility. The most popular facilities were *a path, cycleway or walkway in a town or city* (53.1%); *their home or someone else's home* (35.9%) and *an outdoor sports facility* like a netball court, golf course or ski field (30.7%).
- The majority of participants (80.1%) also took part in their chosen sports/activities in one or more natural settings. The most popular were *a park in a town or city* (50.3%), *a beach or by the sea* (35.9%) and *in or on the sea* (28.8%).

Most participants take part for “fitness and health” and enjoyment

- For the large majority of participants, “health and fitness” (90.7%) and enjoyment (87.9%) were their main reasons for taking part in their chosen sports/activities.
- Other common reasons included social reasons (52.9%), low cost (44.5%), convenience (43.5%) and sport performance (31.1%).
- Reasons varied in importance for some groups, and most notably between men and women:
 - men were more likely to say they took part in activities for enjoyment, social reasons and sport performance
 - women were more likely to say they took part in activities for fitness and health, low cost and convenience.

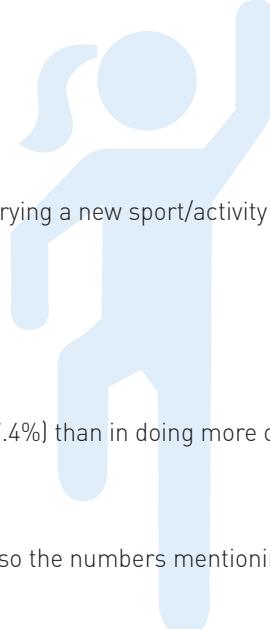
Events are a feature of some adults' sporting lives

- Over 12 months, just under 2 out of 10 (17.0%) adults took part in one or more events. The most popular were *fun runs and walking events* (8.1%), followed by *other running/walking events*, such as marathons and 10km races (4.0%).
- Participation in events was lower for:
 - women than men
 - those 50 years and over, compared with younger adults (16 to 49-year-olds)
 - Asian peoples, compared with all adults
 - those who live in areas of high deprivation (ie, those that are less well off) than from other socio-economic backgrounds.



Interest in taking part in more sport and recreation is high

- Most **adults** (both participants and non-participants, 65.6%) were interested in either trying a new sport/activity or doing more of an existing one.
- Interest was highest among:
 - young and mid-aged adults (16 to 49-year-olds)
 - Asian peoples, compared with all adults.
- Among **participants**, interest was higher in trying a new sport or recreation activity (47.4%) than in doing more of an existing one (43.8%).
- Interest was wide-ranging and participants mentioned over:
 - 100 new/different activities and 70 existing ones that they'd like to do more of (and so the numbers mentioning each activity were small).
- Recreation activities attracted more interest overall than sports.
- Activities participants were most interested **in trying** were swimming, cycling, tennis, Pilates/yoga, golf, dance and snow sports:
 - men were most interested in cycling, golf, swimming and snow sports
 - women were most interested in swimming, Pilates/yoga, tennis, cycling, netball and dance.
- Activities participants were most interested **in doing more of** were walking, fishing, swimming, cycling, golf and running/jogging:
 - men were most interested in doing more fishing, walking, cycling, golf, swimming and canoeing/kayaking
 - women were most interested in doing more walking, swimming, cycling, gardening and jogging/running.



Lack of time and cost are the two main barriers to participation

- Lack of time was the main barrier preventing participants doing more sport and recreation, ahead of the barrier of cost.
- Looking at barriers to both trying a new activity and doing more of an existing one, *lack of time* was more likely to be a barrier for:
 - those aged 25 to 49 years, compared with other age groups
 - Asian participants, compared with all participants.

There is a large base of sport and recreation volunteers

- Just under 3 out of 10 (28.6%) adults (around 949,000) were sport and recreation volunteers.
- Men and women were as likely to be volunteers, although men were more likely to be coaches and women parent helpers.
- Volunteering in at least one role was higher for:
 - those aged 35 to 49 years, compared with most other age groups
 - Pacific peoples compared with all adults
 - adults living in areas of low deprivation (ie, those in more affluent communities) than for those living in areas of high deprivation.
- Being a coach/instructor or parent helper were the two most common volunteer roles, followed by officiating and administration roles.
- Among parent helpers, providing transport and refreshments were the main tasks they did.

Since 2007/08 there has been a small growth in participation in sport and active recreation and a more substantial growth in volunteering

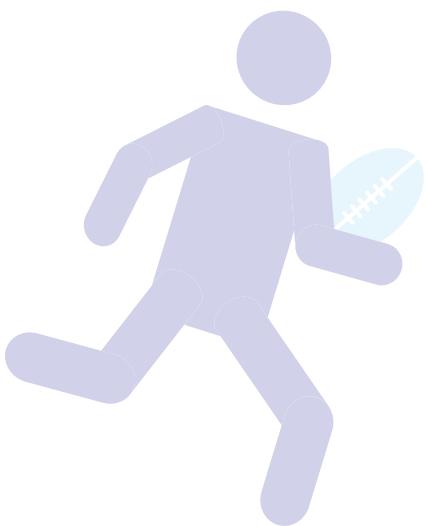
- Weekly **participation** grew by just over 1 percentage point in the years between 2007/08 and 2013/14, from 72.6% to 74.0%.
- Results show a slight increase in participation for men and women but the increase was slightly higher for women (up 2 percentage points, compared with a 1-percentage point increase for men).
- Groups with notable **increases** in participation were:
 - people in the mid-age group (35 to 49-year-olds), Pacific peoples and people in one of the mid-income groups.
- Groups with notable **decreases** in participation were:
 - young adults (16 to 24-year-olds), Māori and people in the lowest income group.
- Involvement in **volunteering** (over 12 months) grew by almost 3 percentage points, from 24.9% to 27.7%.
- Groups with notable **increases** in volunteering were:
 - men, people in the older age groups (aged 50 and over), Pacific and Asian peoples and people in the highest income group.
- The group with a notable **decrease** in volunteering was:
 - people in one of the younger age groups (25 to 34-year-olds).

Overall club or centre membership has remained stable between 2007/08 and 2013/14, however there has been growth in gym membership and decline in sports club membership

- Comparing overall club membership (ie, membership of at least one club, centre or gym over 4 weeks) in 2007/08 and 2013/14 shows that there has been no change, however:
 - sports club membership decreased by 2 percentage points
 - in contrast, gym membership increased by 3 percentage points.

Participation levels in many sports and activities have changed between 2007/08 and 2013/14, however the top 20 lists of most popular activities remain similar

- The sport and recreation activities that made up the top 20s in both survey years were similar (although the ranking of sports/activities varied).
- Sports/activities with **increases** in participation were:
 - cycling, jogging/running, fishing, Pilates/yoga, tramping, aerobics, canoeing/kayaking and hunting.
- Sports/activities with **decreases** in participation were:
 - walking, swimming, equipment-based exercise, dance, golf, tennis, football, touch rugby, cricket and basketball.
- Both men's and women's participation in the following activities **increased**:
 - cycling, jogging/running and fishing.
- Both men's and women's participation in the following activities **decreased**:
 - walking, swimming and equipment-based exercise.



Background

More adults participating and volunteering in sport and recreation is a key goal for Sport New Zealand (Sport NZ). The 2013/14 Active New Zealand Survey helps us know if we are making progress towards this goal. This nationwide survey also provides an up-to-date snapshot on how, when and where adults are engaging in sport and recreation as participants and volunteers. Adults for this survey included New Zealanders 16 years and over.

Selected results from the 2013/14 Survey can be compared with those from earlier surveys to track changes in participation and volunteering. Results in this report show changes between the 2007/08 and 2013/14 Surveys. Later reports will describe longer-term trends.

This report includes selected findings from the survey. Future publications will present other information.

The approach

The 2013/14 Active New Zealand Survey was a face-to-face survey carried out in people's homes by trained interviewers. To select people for the survey (the sample), households from across New Zealand were selected at random and then visited by an interviewer who randomly selected one adult per household and invited them to take part in the survey. The survey was voluntary and all answers were anonymous.

This approach means that a good mix of men and women, and people from different age groups and ethnic backgrounds, took part in the survey, and so the results provide a representative picture of sport and recreation participation and volunteering by adults in New Zealand.

The research company National Research Bureau ran the survey for Sport NZ. The survey was carried out over 12 months (April 2013 to March 2014) to capture participation in seasonal sports and activities like cricket, netball, skiing and tramping.

Over 6,000 adults (6,448) took part in the survey. Not everyone selected for the survey took part. The response rate was 61%. As not everyone selected took part, some groups (based on gender, age and ethnicity) are over- or under-represented in the survey responses. To account for this, the responses are adjusted, or weighted, using information on the make-up of the New Zealand population from the 2013 Census. The characteristics of people who took part in the survey are shown in Appendix 1, along with the same information after adjustments were made for non-response.

More information about how the survey was carried out can also be found in Appendix 1.



Survey method and topics

There were two parts to the survey:

- The first part (the **Main Survey**) was a 30-minute, in-home interview, with answers recorded on laptop computers. This part was completed by all 6,448 adults.
- The second part (the **Follow-up Survey**) was a further 10-minute interview which people could complete at home straight after the **Main Survey** or at a later time by phone. Again, all answers were recorded on laptop computers. Most people chose to complete this part during the in-home interview and 6,195 adults (97% of the total sample) completed the **Follow-up Survey**.

The **Main Survey** included questions about:

- Participation, including what sports and recreation activities adults do, how often they participate, the different ways adults choose to participate (eg, with clubs, casually with friends, at events, pay-to-play, or through competitions), the reasons for participating and where sports/activities are done.
- Volunteering, including whether or not people volunteer, the types of volunteer roles done (eg, coach, referee), the sports/activities volunteers support and time spent volunteering.
- Time spent doing sports/activities each day and the intensity with which activities were done (ie, light, moderate or vigorous activity). This information was collected using a 7-day diary. Note: the 2013/14 Survey only asked about time spent on sports and recreation activities, unlike the 2007/08 Survey which also asked about occupational activity, active travel, unpaid work and other activities.

Questions also were asked about:

- whether or not people classed themselves as having a disability and, if so, whether this prevented them from taking part in a sport or physical activity of their choice
- personal and household characteristics such as gender, age, ethnicity, employment status, income and household size.

The **Follow-up Survey** included questions about:

- walks and tramps
- sports/activities taken up/gone back to and length of time sports/activities had been done
- coaching and instruction
- interest in, and barriers to, participation
- use of social media
- participation at school.

To help people answer the questions some questions were accompanied by Showcards which listed possible responses.

More information about survey topics is in Appendix 2 and the questionnaire and Showcards are available online at:
www.srknowledge.org.nz/researchseries/active-new-zealand-20132014/

Report content

Following this introduction, the report looks at:

- Participation in sport and recreation participation over different timeframes (12 months, 4 weeks, 7 days), popular sports/activities, the number of sports/activities done, and frequency of participation.
- The ways adults take part in sport and recreation (eg, casually or in competitions), payment types (including pay-to-play), membership of clubs, gyms and centres, and the extent of instruction/coaching and use of instructional resources.
- Where adults participate in sport and recreation (ie, at man-made facilities or in natural settings).
- Reasons adults participate in sport and recreation.
- Participation in sport and recreation events and the different types of events adults do.
- Interest in trying new activities or doing more of existing activities, and the barriers to doing more sport and recreation.
- Levels of volunteering and the different roles undertaken.
- Changes in participation (including in the most popular activities) and volunteering between 2007/08 and 2013/14.

Additional information about, and results from, the survey are in the Appendices.

Results are presented mostly in terms of percentages. Where appropriate, an estimate of the number of participants is included. These estimates were derived as part of weighting the data using the 2013 Census (see Appendix 1 for more information about the weighting process).



Results in some sections of the report are for **all adults**, while in others they are for **(sport and recreation) participants**. A symbol is used to identify the sections with results for **participants**. The section on interest in sport and recreation also contains some results for **non-participants**. The definitions of **participants** and **non-participants** are explained in Appendix 1.

In each section of the report (except the **Change Analysis** section) results are presented for all adults (all participants) and then by gender, age, ethnicity, socio-economic background and location. Differences in the responses of each of these groups (eg, men versus women) are reported when they are statistically significant (Appendix 1 explains how statistical significance is calculated).

Key points for readers to note

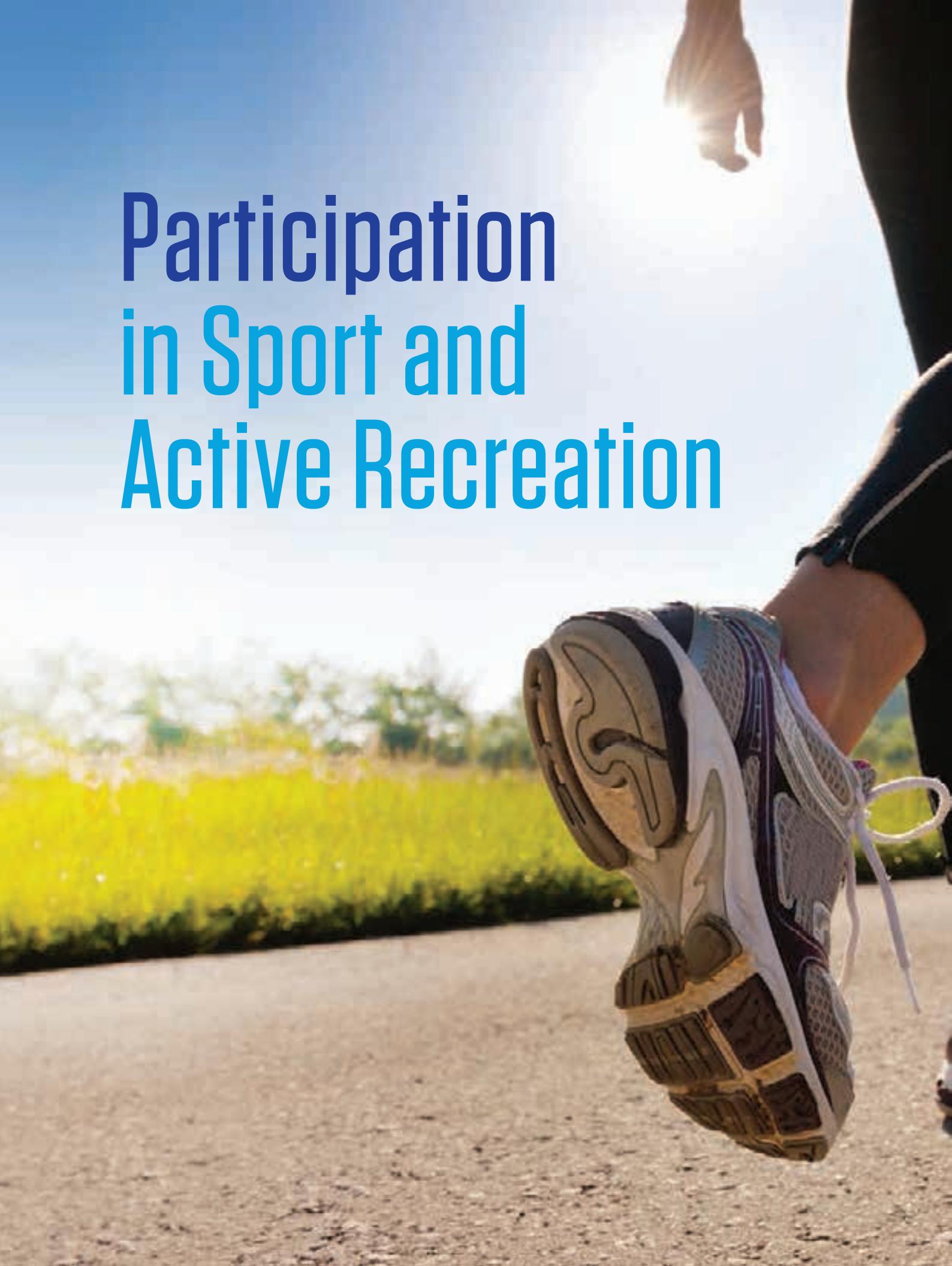
Readers should note the following:

- The results in this report **cannot be compared** with those in the 2007/08 Active New Zealand Survey report (*Sport, Recreation and Physical Activity Participation Among New Zealand Adults*). This is because the results shown here exclude the activity gardening. This activity was asked about in the 2013/14 Survey, but has not been included in the results in this report because at present Sport NZ's core business does not include physical activities such as gardening.
- The ethnic groups in this report are New Zealand European, Māori, Pacific peoples, Asian peoples and Other ethnicities, which includes mainly Other European, African and Australian. People taking part in the survey were able to report all of the ethnic groups that they identified with (eg, Māori and Pacific) and so may have given more than one answer to the question about their ethnicity. Consequently, the results for each ethnic group may only be compared with the responses for all adults (or participants). For example, results for Pacific peoples can be compared with those for all adults, but not with those for other ethnic groups such as Māori.

- The report looks at participation and volunteering by people from different socio-economic backgrounds. The New Zealand Index of Socio-Economic Deprivation (NZDep) is used here as a proxy measure for socio-economic background. Results are shown for three deprivation bands: low (ie, the least deprived), medium and high (ie, the most deprived). See reader note 1, in Appendix 5 for more information.
- The report also looks at participation and volunteering by people who live in different locations. Results are shown for four locations: major urban, secondary urban, minor urban and rural. For ease of reading, these areas are referred to in the text as large, medium-sized and small urban areas and rural areas. See reader note 2 in Appendix 5 for more information.
- Some tables in the report have results based on small survey sub-samples (ie, less than 50 survey respondents). These results are shown by an asterisk (*). These results should be used with caution as they are less reliable than results based on larger sub-samples.
- The 2013/14 results shown in the **Change Analysis** section may differ from corresponding results earlier in the report because they have been analysed using a different approach. Likewise, results for 2007/08 may differ from those published earlier for the same reason. See the **Change Analysis** section and Appendix 1 for more information.
- Other points that readers should note about the survey and the results are in Appendix 5.



Participation in Sport and Active Recreation





Participation in Sport and Recreation Activities over Different Timeframes

Almost all adults (94.2%) take part in one or more sport or recreation activities over 12 months. Over 7 out of 10 adults take part over a week.

Participation levels are high for men and women, people from different ethnic backgrounds, and all but the oldest age group (75 years and over). Participation varies with people's socio-economic background and where they live.

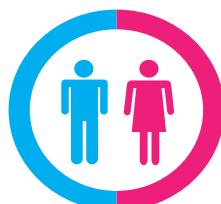
Across all groups, the proportion who take part in at least one activity decreases as the timeframe shortens (ie, year, month, week).

This section looks at adult participation in sport and recreation over three timeframes: a year, a month and a week.

Over 9 out of 10

(94.2%) adults, ie, over 3 million people, participated in at least one sport or recreation activity over 12 months.

Over 4 weeks the figure was 85.1% (2.8 million adults) and over 7 days 74.0% (2.5 million adults).



Participation was at similar levels for men and women for each of the three timeframes.



Participation was **consistently lower** across all timeframes for people aged 75 years and over compared with other age groups.

Compared with all adults, participation by **Māori was similar over 12 months** and **4 weeks**, but was lower over **7 days**.

For the most part, participation across the three timeframes was **lower for people who live in areas of high deprivation** than for those who live in other areas (medium and low deprivation).

For the most part, **people living in large urban areas were more likely** to participate in one or more sport or recreation activities across the three timeframes than those living in all other areas.

Participation in sport and recreation activities over different timeframes, excluding walking

Walking is a popular activity for most adults and influences overall participation levels. When walking is excluded from the participation figures, the proportion of adults who took part in at least one activity was lower across all three timeframes (see tables on page 82 in Appendix 4). The differences are more noticeable as the timeframes shorten.

When walking is excluded, the participation figures were:

- over **12 months** – over 8 out of 10 (84.9% – 9 percentage points lower)
- over **4 weeks** – just under 7 out of 10 (69.0% – 16 percentage points lower)
- over **7 days** – over 5 out of 10 (53.1% – 21 percentage points lower).

Excluding walking also shows differences in participation for some groups that are not apparent when walking is included. Across the three timeframes, participation levels were lower:

- for women than men
- for most age groups, with differences most marked for those 50 years and over; participation also decreases with age across all three timeframes.

The pattern of participation also changes for socio-economic background, with participation levels now similar for people living in areas of medium and high deprivation and, for the most part, higher for those living in areas of low deprivation.

Participation in sport or recreation activities over different timeframes



Over 12 months

	%	n
All adults	94.2	3,122,000

Gender		
Men	94.8	1,507,000
Women	93.7	1,615,000

Age (years)		
16-24	97.9	516,000
25-34	96.1	494,000
35-49	95.7	836,000
50-64	94.4	749,000
65-74	92.0	351,000
75+	78.2	175,000

Ethnicity		%
NZ European		94.9
Māori		91.7
Pacific peoples		94.1
Asian peoples		93.0
Other ethnicities		94.7

Deprivation	
Low	96.1
Medium	94.7
High	91.9

Location	
Major urban	95.3
Secondary urban	89.6
Minor urban	91.6
Rural	92.7

Over 4 weeks

	%	n
All adults	85.1	2,820,000

Gender		
Men	84.9	1,350,000
Women	85.3	1,470,000

Age (years)		
16-24	87.7	462,000
25-34	87.7	451,000
35-49	86.5	756,000
50-64	85.2	675,000
65-74	84.3	321,000
75+	68.6	154,000

Ethnicity		%
NZ European		86.3
Māori		81.2
Pacific peoples		84.6
Asian peoples		80.5
Other ethnicities		87.1

Deprivation	
Low	88.6
Medium	85.8
High	81.1

Location	
Major urban	87.0
Secondary urban	79.5
Minor urban	81.6
Rural	80.6

Over 7 days

	%	n
All adults	74.0	2,452,000

Gender		
Men	72.4	1,151,000
Women	75.5	1,301,000

Age (years)		
16-24	77.1	407,000
25-34	75.0	386,000
35-49	74.3	649,000
50-64	74.0	587,000
65-74	76.2	291,000
75+	59.4	133,000

Ethnicity		%
NZ European		75.6
Māori		68.2
Pacific peoples		72.4
Asian peoples		68.1**
Other ethnicities		75.6

Deprivation	
Low	77.3
Medium	75.2
High	69.6

Location	
Major urban	76.5
Secondary urban	71.7
Minor urban	68.3
Rural	66.3

See reader note 3 Appendix 5 for more information on how participation was calculated.



** While this estimate for Asian peoples (68.1%) is lower than that for Māori (68.2%), it is not statistically significantly lower than the figure for all adults because the sample size for Asian peoples is smaller than that for Māori and so generates wider confidence intervals.

Popular Sport and Recreation Activities

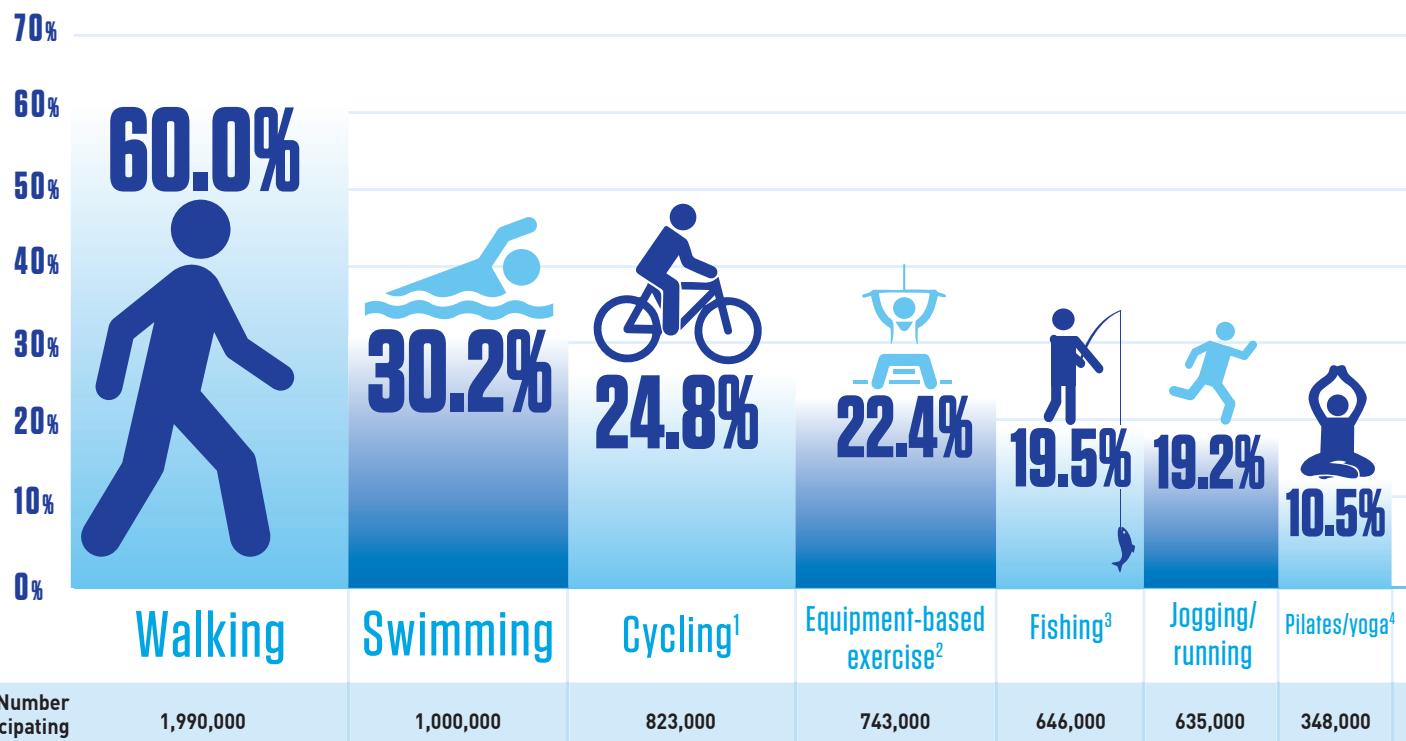
Looking at the sport and recreation activities that adults take part in, recreation activities like walking, swimming and cycling tend to be the most popular.

Activities vary in popularity for different groups.

This section looks at participation in different sport and recreation activities. It shows the proportion of all adults who participated in each activity (over 12 months), irrespective of the intensity, duration or frequency of the activity undertaken.

- Walking was the most popular activity, with 6 out of 10 (60.0%) adults participating over 12 months. Over 4 out of 10 (46.8%) men and just over 7 out of 10 (72.2%) women went walking.
- Eleven of the top 20 activities were the same for men and women: walking, swimming, cycling, equipment-based exercise, fishing, jogging/running, tramping, golf, canoeing/kayaking, tennis and snow sports.
- For men, the three most popular activities were walking, fishing and cycling. For women walking, swimming and equipment-based exercise made up the top three.
- The activities that featured in the top 20 for men, but not women (shown in bold type), were football, hunting, cricket, touch rugby, basketball, rugby, shooting, surfing/bodyboarding and table tennis. The activities that featured in the top 20 for women, but not men, were Pilates/yoga, dance, aerobics, netball, callisthenics, aquarobics, badminton, exercising at home and exercise classes.

The 20 most popular sport and recreation activities participated in over 12 months



1 Cycling includes mountain biking and cycling.

2 Equipment-based exercise includes the use of exercise equipment (eg, exercycles, treadmills, weights) at home or at the gym.

3 Fishing includes freshwater and marine fishing.

4 Pilates/yoga includes any activity done at home or at the gym.

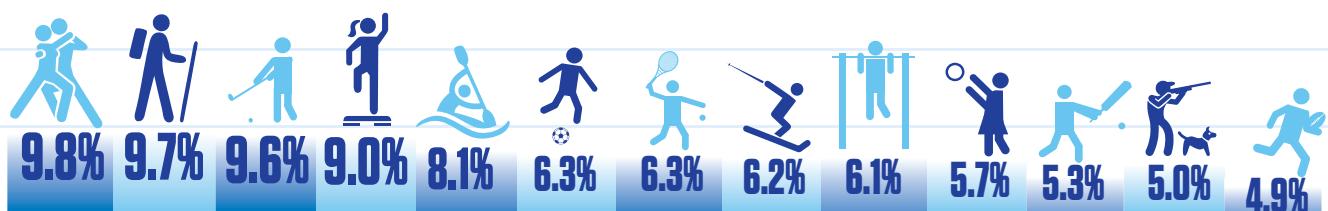
5 Dance includes several dance genres (eg, ballet, hip-hop, ballroom, modern and tap). It does not include club/rave/discos, which had been included and reported in previous Active New Zealand Survey reports.

The 20 most popular sport and recreation activities participated in over 12 months by gender

Men		%	Number of men participating
1	Walking	46.8	744,000
2	Fishing	29.2	465,000
3	Cycling	28.4	451,000
4	Swimming	27.0	430,000
5	Equipment-based exercise	23.2	370,000
6	Jogging/running	20.3	323,000
7	Golf	15.0	238,000
8	Tramping	11.2	178,000
9	Football	10.5	167,000
10	Hunting	9.7	154,000
11	Canoeing/kayaking	9.5	151,000
12	Cricket	8.7	139,000
13	Touch rugby	7.3	116,000
14	Basketball ⁵	7.2	115,000
15	Snow sports	6.9	110,000
16	Rugby	6.8	109,000
17	Tennis	6.6	106,000
18	Shooting	6.2	99,000
19	Surfing/bodyboarding	6.2	98,000
20	Table tennis	6.0	95,000

Women		%	Number of women participating
1	Walking	72.2	1,245,000
2	Swimming	33.1	570,000
3	Equipment-based exercise	21.7	374,000
4	Cycling	21.6	372,000
5	Jogging/running	18.1	312,000
6	Pilates/yoga	16.6	287,000
7	Dance	14.1	243,000
8	Aerobics	13.4	231,000
9	Fishing	10.5	181,000
10	Tramping	8.3	144,000
11	Netball	8.1	139,000
12	Callisthenics	7.1	123,000
13	Canoeing/kayaking	6.9	119,000
14	Tennis	6.0	103,000
15	Snow sports	5.5	95,000
16	Aquarobics	4.9	84,000
17	Golf	4.6	80,000
18	Exercising at home (other)¹⁰	4.4	75,000
19	Exercise classes (other)¹⁰	3.8	65,000
20	Badminton	3.6	61,000

See reader note 3 Appendix 5 for more information on how participation was calculated.



Dance ⁵	Tramping	Golf	Aerobics	Canoeing/kayaking	Football ⁶	Tennis	Snow sports ⁷	Callisthenics ⁸	Netball ⁶	Cricket ⁶	Hunting ⁹	Touch rugby
324,000	322,000	318,000	297,000	270,000	209,000	209,000	205,000	202,000	187,000	174,000	167,000	163,000

⁶ Includes both indoor and outdoor versions of the activity.

⁷ Snow sports includes skiing and snowboarding.

⁸ Callisthenics includes callisthenic exercise classes, exercises at home or at the gym.

⁹ Hunting includes hunting and deer stalking/pig hunting.

¹⁰ Other exercise does not include equipment-based exercise, Pilates/yoga, aerobics or callisthenics.

Most popular activities by age

- Five of the top 10 activities were common across all age groups: walking, swimming, cycling, equipment-based exercise and fishing.
- Activities popular with each age group are shown in bold type (ie, these activities were in the top 10 for that group, but not for most of the other age groups).

The 10 most popular sport and recreation activities participated in over 12 months by age

16-24 years				25-34 years						
		%	n			%	n			
1	Walking	40.5	214,000	Walking		51.7	266,000			
2	Swimming	37.6	198,000	Swimming		35.9	185,000			
3	Jogging/running	33.4	176,000	Jogging/running		29.5	152,000			
4	Equipment-based exercise	28.5	150,000	Equipment-based exercise		26.2	135,000			
5	Cycling	23.3	123,000	Cycling		25.3	130,000			
6	Netball	16.5	87,000	Fishing		21.0	108,000			
7	Touch rugby	15.5	82,000	Pilates/yoga		16.8	86,000			
8	Fishing	14.4	76,000	Aerobics	15.0	77,000	Dance		11.1	57,000
9	Football	14.3	75,000	Tramping		10.3	53,000			
10	Dance	13.9	74,000							
35-49 years				50-64 years						
		%	n			%	n			
1	Walking	62.6	547,000	Walking		69.3	549,000			
2	Swimming	35.7	312,000	Cycling		27.0	214,000			
3	Cycling	33.0	288,000	Swimming		26.4	209,000			
4	Equipment-based exercise	26.0	227,000	Fishing		22.8	181,000			
5	Jogging/running	24.4	213,000	Equipment-based exercise		19.9	158,000			
6	Fishing	23.5	205,000	Golf		11.3	89,000			
7	Pilates/yoga	12.1	106,000	Jogging/running		10.4	83,000			
8	Tramping	11.8	103,000	Tramping		9.9	79,000			
9	Canoeing/kayaking	10.7	94,000	Dance		9.9	78,000			
10	Golf	10.5	92,000	Pilates/yoga		9.4	75,000			
65-74 years				75+ years						
		%	n			%	n			
1	Walking	72.2	275,000	Walking		61.7	138,000			
2	Swimming	20.5	78,000	Bowls	12.1	27,000	Equipment-based exercise		10.4*	23,000
3	Cycling	15.8	60,000	Swimming		8.1*	18,000			
4	Fishing	15.2	58,000	Fishing		8.0*	18,000			
5	Equipment-based exercise	13.0	50,000	Golf		7.0*	16,000			
6	Golf	11.8	45,000	Callisthenics	5.8*	13,000	Dance		5.3*	12,000
7	Bowls	9.5	36,000	Exercising at home (other)	4.3*	10,000	Cycling		3.4*	8,000
8	Dance	9.4	36,000							
9	Pilates/yoga	7.6	29,000							
10	Tramping	6.8	26,000							

* Small survey sub-samples. Use results with caution.

Most popular activities by ethnicity

- Five of the top 10 activities were common across all ethnic groups: walking, swimming, equipment-based exercise, fishing and jogging/running.
- Activities popular with each ethnic group are shown in bold type (ie, these activities were in the top 10 for that group, but not for all adults).

The 10 most popular sport and recreation activities participated in over 12 months by ethnicity

All adults			NZ European		
		%			%
1	Walking	60.0	Walking	63.3	
2	Swimming	30.2	Swimming	31.2	
3	Cycling	24.8	Cycling	28.4	
4	Equipment-based exercise	22.4	Equipment-based exercise	22.8	
5	Fishing	19.5	Fishing	20.9	
6	Jogging/running	19.2	Jogging/running	19.2	
7	Pilates/yoga	10.5	Golf	11.4	
8	Dance	9.8	Tramping	10.7	
9	Tramping	9.7	Pilates/yoga	10.6	
10	Golf	9.6	Canoeing/kayaking	9.6	

Māori			Pacific peoples		
		%			%
1	Walking	47.1	Walking	51.7	
2	Swimming	27.8	Jogging/running	23.7	
3	Fishing	27.5	Equipment-based exercise	22.7	
4	Equipment-based exercise	21.9	Swimming	20.4	
5	Cycling	19.1	Touch rugby	17.7	
6	Jogging/running	17.7	Dance	17.4	
7	Dance	12.6	Fishing	14.9	
8	Touch rugby	11.7	Netball	14.0	
9	Netball	11.3	Volleyball⁶	13.6*	
10	Aerobics	10.3	Rugby	13.5*	

Asian peoples			Other ethnicities		
		%			%
1	Walking	52.3	Walking	61.2	
2	Swimming	29.5	Swimming	35.2	
3	Equipment-based exercise	22.1	Cycling	28.5	
4	Jogging/running	18.1	Equipment-based exercise	23.9	
5	Badminton	14.9	Jogging/running	20.8	
6	Cricket	12.4	Fishing	16.5	
7	Pilates/yoga	12.0	Tramping	15.6	
8	Fishing	11.5	Pilates/yoga	14.9	
9	Cycling	11.0	Aerobics	11.6	
10	Football	10.3	Dance	11.5	



Most popular activities by deprivation

- Eight of the top 10 activities were common for people from all socio-economic backgrounds: walking, swimming, cycling, equipment-based exercise, fishing, jogging/running, Pilates/yoga and tramping.
- Activities popular with each group are shown in bold type (ie, these activities were in the top 10 for that group, but not for adults in the other groups).

The 10 most popular sport and recreation activities participated in over 12 months by deprivation

Low

		%
1	Walking	63.6
2	Swimming	33.5
3	Cycling	31.4
4	Equipment-based exercise	24.1
5	Fishing	22.6
6	Jogging/running	22.4
7	Golf	12.9
8	Pilates/yoga	12.5
9	Tramping	12.5
10	Canoeing/kayaking	11.1

Medium

		%
1	Walking	62.1
2	Swimming	30.6
3	Cycling	24.0
4	Equipment-based exercise	22.6
5	Jogging/running	18.9
6	Fishing	18.0
7	Golf	10.5
8	Pilates/yoga	10.0
9	Dance	9.6
10	Tramping	9.4

High

		%
1	Walking	54.5
2	Swimming	26.7
3	Equipment-based exercise	20.7
4	Cycling	19.5
5	Fishing	18.0
6	Jogging/running	16.4
7	Dance	9.9
8	Pilates/yoga	9.1
9	Aerobics	8.3
10	Tramping	7.5

Most popular activities by location

- Seven of the top 10 activities were common for people living in different locations: walking, swimming, cycling, equipment-based exercise, fishing, jogging/running and tramping.
- Activities popular with people in each location are shown in bold type (ie, these activities were in the top 10 for people in that location, but not for all adults).

The 10 most popular sport and recreation activities participated in over 12 months by location

Major urban

		%
1	Walking	62.1
2	Swimming	30.9
3	Cycling	24.3
4	Equipment-based exercise	23.9
5	Jogging/running	20.8
6	Fishing	17.3
7	Pilates/yoga	12.0
8	Dance	10.8
9	Aerobics	9.7
10	Tramping	9.4

Secondary urban

		%
	Walking	58.3
	Swimming	26.3
	Cycling	25.5
	Equipment-based exercise	21.0
	Fishing	16.5
	Jogging/running	16.3
	Golf	11.6
	Aerobics	9.4
	Tramping	9.0
	Pilates/yoga	8.1

Minor urban

1	Walking	56.6
2	Fishing	23.8
3	Swimming	23.7
4	Cycling	22.8
5	Equipment-based exercise	16.1
6	Jogging/running	13.0
7	Golf	9.3*
8	Hunting	8.2*
9	Tramping	8.1*
10	Dance	6.6*

Rural

	Walking	52.5
	Swimming	32.3
	Fishing	29.2
	Cycling	28.0
	Equipment-based exercise	19.4
	Jogging/running	16.0
	Tramping	12.8
	Hunting	12.2
	Golf	10.9
	Canoeing/kayaking	9.7

Number of Sport and Recreation Activities Participated In

6 out of 10 (61.1%) adults take part in three or more sport and recreation activities over 12 months.

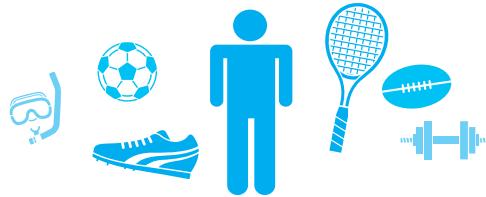
On average, adults take part in four activities. Men take part in more activities than women. The number of activities adults take part in decreases with age. Asian peoples take part in fewer activities, compared with all adults. People living in areas of high deprivation take part in fewer activities than those in other areas.

This section shows the number of sport and recreation activities that adults took part in over 12 months.

Just under 8 out of 10

(78.6%) adults participated in at least two sport and recreation activities over 12 months.

Just over 6 out of 10 (61.1%) participated in three or more activities. On average, adults took part in four activities (4.0).



More men (81.2%) than women (76.2%) participated in two or more activities. The pattern was similar for three or more activities. On average, men (4.3) took part in more activities than women (3.7).

Participation in two or more, and three or more activities decreases with age. On average, young adults participated in more activities than all other age groups. The average number of activities ranged from 5.5 (for 16 to 24-year-olds) to 1.6 (for those aged 75 years and over).



Compared with all adults, the proportion of people from each ethnic group participating in two or more, or three or more, activities was similar. However, the average number of activities **Asian peoples took part in (3.2)** was lower than for **all adults (4.0)**.

People who live in areas of **low deprivation** took part in more activities (4.5) than those who live in other areas (**medium (4.0) and high deprivation (3.6)**). Those who live in areas of medium deprivation also took part in more activities than those who live in areas of high deprivation.

People living in small urban areas took part in fewer sport and recreation activities (3.5) than those living in large urban (4.1) and rural areas (4.1).



Number of sport and recreation activities participated in over 12 months

At least one activity	
	%
All adults	94.2
Gender	
Men	94.8
Women	93.7
Age (years)	
16-24	97.9
25-34	96.1
35-49	95.7
50-64	94.4
65-74	92.0
75+	78.2
Ethnicity	
NZ European	94.9
Māori	91.7
Pacific peoples	94.1
Asian peoples	93.0
Other ethnicities	94.7
Deprivation	
Low	96.1
Medium	94.7
High	91.9
Location	
Major urban	95.3
Secondary urban	89.6
Minor urban	91.6
Rural	92.7

Two or more activities	
	%
All adults	78.6
Gender	
Men	81.2
Women	76.2
Age (years)	
16-24	90.1
25-34	84.1
35-49	83.8
50-64	77.8
65-74	63.5
75+	46.4
Ethnicity	
NZ European	79.7
Māori	76.2
Pacific peoples	78.1
Asian peoples	78.1
Other ethnicities	79.3
Deprivation	
Low	84.7
Medium	78.8
High	72.5
Location	
Major urban	80.1
Secondary urban	68.7
Minor urban	71.3
Rural	80.4

Three or more activities	
	%
All adults	61.1
Gender	
Men	65.3
Women	57.3
Age (years)	
16-24	77.1
25-34	70.1
35-49	69.3
50-64	57.3
65-74	41.1
75+	19.1
Ethnicity	
NZ European	62.9
Māori	62.1
Pacific peoples	58.0
Asian peoples	55.4
Other ethnicities	65.0
Deprivation	
Low	69.1
Medium	60.7
High	53.9
Location	
Major urban	62.5
Secondary urban	54.5
Minor urban	50.6
Rural	63.8

Average number of activities ¹¹	
	4.0
	4.3
	3.7
Age (years)	
	5.5
	4.6
	4.5
	3.5
	2.5
	1.6
Ethnicity	
	4.1
	4.2
	3.7
	3.2
	4.3
Deprivation	
	4.5
	4.0
	3.6
Location	
	4.1
	3.7
	3.5
	4.1

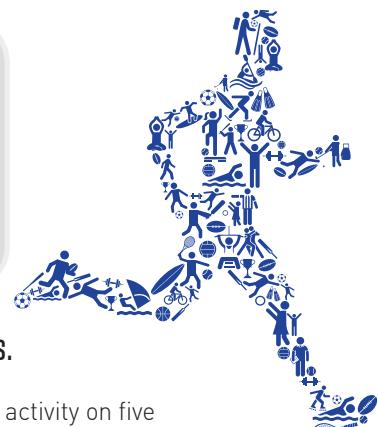
See reader note 3 Appendix 5 for more information on how participation was calculated.

¹¹ Averages have been calculated for all adults, including those who did not take part in any activities.

Frequency of Participation in Sport and Active Recreation

Just under 7 out of 10 (67.5%) participants take part in at least one sport or recreation activity on three or more days a week.

Frequency of participation varies by gender and age, but does not vary with ethnic and socio-economic background or, for the most part, by location.

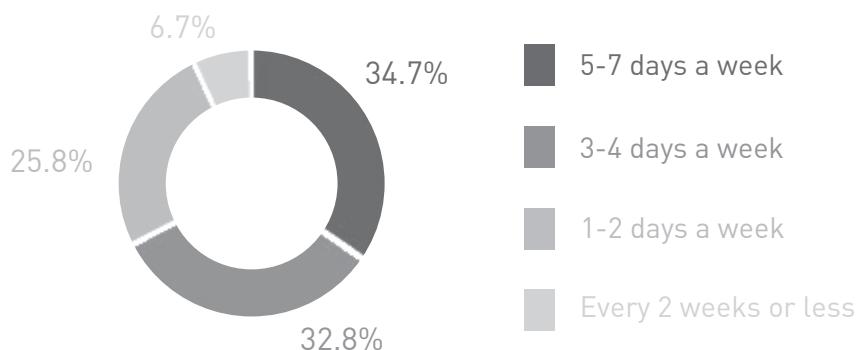


This section shows how often participants took part in sport and recreation activities.

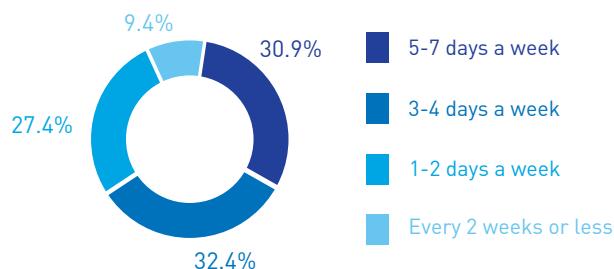
- Over 3 out of 10 (34.7%) participants took part in at least one sport and recreation activity on five to seven days a week. A similar proportion (32.8%) took part on three to four days a week.
- Women were more frequent participants than men. More women than men participated on five to seven days a week. More men than women participated every two weeks or less.
- The pattern of participation varied for different age groups.
- Compared with all participants, the frequency of participation for each ethnic group was similar (see tables on page 83 in Appendix 4).
- The frequency of participation was similar for people from different socio-economic backgrounds (see Appendix 4).
- People in rural areas were less frequent participants than those in large urban areas. More participants living in rural areas took part every two weeks or less compared with those who live in large urban areas (see Appendix 4).

Frequency of participation in sport and recreation activities

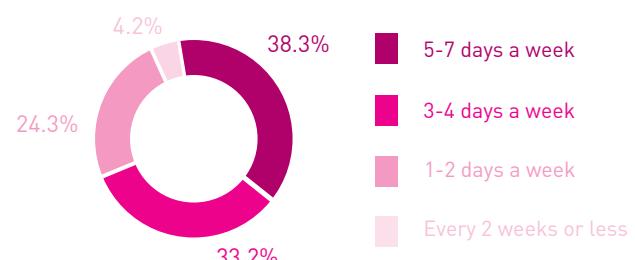
All participants



Men



Women



Frequency of participation in sport and recreation activities by age (years)

	16-24	25-34	35-49	50-64	65-74	75+
	%	%	%	%	%	%
5-7 days a week	39.3	29.3	31.3	35.3	39.6	40.3
3-4 days a week	34.8	37.4	34.6	30.0	29.5	24.0
1-2 days a week	22.5	28.3	26.2	25.9	23.7	29.9
Every 2 weeks or less	3.4	5.0	7.9	8.8	7.2	5.8

Frequency, is not frequency across all activities, but the frequency of activity participants do most frequently.



Ways Participants Take Part in Sport and Active Recreation



This section shows the ways participants took part in sport and recreation.

The first part looks at the different ways participants took part (ie, casually or in organised activities)¹², as well as whether or not and how they paid to take part in their chosen sports/activities. The second part describes membership of clubs and gyms, and participation with coaches and instructors.

Different ways participants take part

The most common way participants take part in sport and active recreation over 12 months is *casually, either on their own or with others* (97.7%). In *regular club competitions* (22.2%) is the next most common way. The high level of casual participation is similar across almost all groups. Men and young adults (16 to 24-year-olds) are more likely to take part competitively.

Almost all participants (92.4%) take part in one or more free activities. The most common way people pay to take part is “*pay-to-play*” (ie, *paid per visit, entry or hire*).

Almost all participants (97.7%) took part in their chosen sports/activities *casually, either on their own or with others*. Just over 2 out of 10 (22.2%) took part in *regular club competitions*, while just under 1 in 10 took part in either *short-term organised competitions* (8.8%) or in a one-off or series of events (7.9%).



While a similar proportion of men and women participated casually, **men were more likely than women to take part in competitions** (both regular and short-term) and **events**.

Young adults (16 to 24-year-olds) **were more likely to take part in regular competitions** than those 25 years and over. They were also more likely than people 35 years and over to take part in **short-term competitions**.

Those who live in areas of high deprivation were less likely to take part casually than those who live in other areas (medium and low deprivation). However, levels of competitive participation were similar in all three areas.

Compared with all participants, **Asian participants were less likely to take part competitively**.

The ways participants took part in sport and recreation were **similar** for people from different locations.



Different ways participants take part over 12 months by gender

	All participants	Men	Women
	%	%	%
Casually, on their own or with others	97.7	97.0	98.3
In regular club competitions	22.2	29.7	15.0
In short-term organised competitions	8.8	11.6	6.2
In a one-off or series of events	7.9	10.0	5.8
In other ways ¹³	13.4	13.6	13.3

¹² Participants could choose more than one answer to this question for each sport/activity they did.

¹³ Other ways includes regular classes/training and/or going to the gym.

* Small survey sub-samples. Use results with caution.

Different ways participants take part over 12 months by age (years)

	16-24	25-34	23-49	50-64	65-74	75+
	%	%	%	%	%	%
Casually, on their own or with others	95.6	98.1	98.8	98.2	97.1	96.6
In regular club competitions	43.7	23.1	19.0	14.1	17.7	15.9
In short-term organised competitions	15.3	9.5	8.1	7.3	6.6*	3.0*
In a one-off or series of events	12.3	6.3	10.0	7.0	3.5*	2.7*
In other ways	17.8	13.8	12.8	12.2	13.0	8.7*

Different ways participants take part over 12 months by ethnicity

	NZ European	Māori	Pacific peoples	Asian peoples	Other ethnicities
	%	%	%	%	%
Casually, on their own or with others	98.1	97.1	93.7	96.3	98.9
In regular club competitions	22.9	28.3	31.9	12.2	16.7
In short-term organised competitions	9.3	9.7	12.3*	4.3*	9.1
In a one-off or series of events	9.1	6.4*	8.3*	3.0*	7.2*
In other ways	13.8	13.9	14.4*	9.0	15.8

Different ways participants take part over 12 months by deprivation

	Low	Medium	High
	%	%	%
Casually, on their own or with others	98.1	98.8	96.1
In regular club competitions	23.4	19.7	23.3
In short-term organised competitions	11.0	7.3	8.2
In a one-off or series of events	9.7	8.1	5.9
In other ways	16.9	12.0	11.2

Different ways participants take part over 12 months by location

	Major urban	Secondary urban	Minor urban	Rural
	%	%	%	%
Casually, on their own or with others	97.8	97.0	97.2	97.7
In regular club competitions	21.6	25.2	24.5	22.6
In short-term organised competitions	8.9	6.4*	8.2*	10.0
In a one-off or series of events	8.0	7.2*	4.9*	9.2
In other ways	14.3	7.4*	11.5	12.8

See reader note 4 Appendix 5 for more information on how participation in the these ways was calculated.



Payment types¹⁴

- Almost all participants (92.4%) took part in one or more activities over 12 months without paying, ie, they were free to do.
- The most common way people paid to take part was *per visit, entry or hire*, with over 3 out of 10 (35.2%) doing so. This was followed by 2 out of 10 (20.9%) people paying for a *membership of a sport or physical activity club*, while just under 2 out of 10 (17.8%) were *members of gyms, swimming pools or recreation centres*.
- Men were more likely than women to pay *per visit, entry or hire* and by *membership of a sport or physical activity club*. Women were more likely than men to *take part in free activities* and to pay by *concession card*.
- Those aged 16 to 49 years were more likely than older adults (50 years and over) to pay *per visit, entry or hire* and by *membership of a sport or physical activity club*. Those 16 to 25 years were also more likely than other age groups to be *members of gyms, swimming pools or recreation centres* and pay *entry costs for a competition or event*.
- The ways people paid to take part were similar across ethnic backgrounds.
- Compared with those who live in areas of low deprivation (but not mid deprivation), those who live in areas of high deprivation were less likely to *take part in free activities* and to pay *per visit, entry or hire* and to pay by *concession card*.
- The ways people paid to take part were often similar across different locations; although those living in large urban areas were more likely to pay *per visit, entry or hire* and be *members of gyms, swimming pools or recreation centres* than those living in small urban areas.

Payment types for activities taken part in over 12 months by gender

	All participants	Men	Women
	%	%	%
Could do the activity without paying – it was free	92.4	90.0	94.7
Paid per visit, entry or hire	35.2	38.9	31.6
Paid by way of my membership at a sport or physical activity club	20.9	27.2	15.0
Paid by way of membership at a gym, swimming pool or recreation centre	17.8	18.5	17.1
Paid entry costs for a competition or event (as an individual or team member)	10.2	11.7	8.8
Paid for a concession card	6.9	4.0	9.7

Payment types for activities taken part in over 12 months by age (years)

	16-24	25-34	35-49	50-64	65-74	75+
	%	%	%	%	%	%
Could do the activity without paying – it was free	90.7	90.7	94.0	95.1	89.5	89.4
Paid per visit, entry or hire	40.7	42.9	41.5	29.4	21.4	19.1
Paid by way of my membership at a sport or physical activity club	33.9	18.9	17.0	17.5	23.0	18.2
Paid by way of membership at a gym, swimming pool or recreation centre	26.2	26.3	20.2	10.8	7.5	8.2
Paid entry costs for a competition or event (as an individual or team member)	16.3	8.5	11.2	9.3	7.2	3.6
Paid for a concession card	6.7	8.9	6.6	7.4	5.3	4.8

¹⁴ Participants could choose more than one payment type per activity.

* Small survey sub-samples. Use results with caution.

Payment types for activities taken part in over 12 months by ethnicity

	NZ European	Māori	Pacific peoples	Asian peoples	Other ethnicities
	%	%	%	%	%
Could do the activity without paying – it was free	93.3	92.7	92.1	87.2	93.0
Paid per visit, entry or hire	36.4	29.0	28.7	34.9	36.1
Paid by way of my membership at a sport or physical activity club	22.9	20.6	19.2	10.7	17.0
Paid by way of membership at a gym, swimming pool or recreation centre	17.3	16.5	21.1	20.7	17.2
Paid entry costs for a competition or event (as an individual or team member)	10.8	11.6	14.6	6.0*	8.6
Paid for a concession card	6.7	4.1*	3.3*	7.9	12.4

Payment types for activities taken part in over 12 months by deprivation

	Low	Medium	High
	%	%	%
Could do the activity without paying – it was free	93.9	93.0	90.3
Paid per visit, entry or hire	39.2	35.8	30.4
Paid by way of my membership at a sport or physical activity club	24.3	18.9	19.3
Paid by way of membership at a gym, swimming pool or recreation centre	18.6	18.1	16.7
Paid entry costs for a competition or event (as an individual or team member)	11.3	11.4	8.0
Paid for a concession card	9.1	6.5	5.1

Payment types for activities taken part in over 12 months by location

	Major urban	Secondary urban	Minor urban	Rural
	%	%	%	%
Could do the activity without paying – it was free	92.3	91.6	92.3	93.3
Paid per visit, entry or hire	36.5	33.6	24.0	35.3
Paid by way of my membership at a sport or physical activity club	20.1	24.8	21.6	23.0
Paid by way of membership at a gym, swimming pool or recreation centre	19.4	17.0	12.0	13.4
Paid entry costs for a competition or event (as an individual or team member)	10.7	6.6	8.8	10.3
Paid for a concession card	7.9	5.5	5.1	3.8

See reader note 4 Appendix 5 for more information on how payment types were calculated.

Membership of clubs, gyms and recreation centres (over 12 months)¹⁵



Over 4 out of 10 (44.4%) participants are a member of at least one club, gym or recreation centre. Membership of sport and physical activity clubs is higher than that of gyms.

Men and young adults (16 to 24-year-olds) are more likely to be members of a sports or physical activity club. Compared with all participants, Asian participants are less likely to be a member of a sports or physical activity club.

This part of the report looks at participants' membership of clubs, gyms and recreation centres¹⁶.

Participants were asked about memberships they'd had over 12 months in order to take part in their chosen sports/activities.

Over 4 out of 10

(44.4%) participants were a member of at least one club, gym or centre over 12 months.



Just under 3 out of 10

(27.4%) were a member of a sport or physical activity club and just under 2 out of 10 (19.3%) a member of a gym or fitness centre. Just under 1 in 10 (7.1%) were a member of a community leisure or recreation centre.



Men were more likely than women to be a member of at least one club, gym or centre.



Men were more likely to be a member of a sports or physical activity club, while women were more likely to be a member of a leisure or recreation centre. A similar proportion of men and women belonged to a gym.

Young adults (16 to 24-year-olds) were more likely to be a member of a sports or physical activity club than adults of other ages. They were also more likely to be a member of a gym than those 35 years and over.

Compared with all participants, the proportion of people from each ethnic group who were members of at least one club, gym or centre was similar. Asian participants were less likely to be a member of a sports or physical activity club than all participants.

The proportion of participants who were members of at least one club, gym or centre was similar for people from different socio-economic backgrounds.

Participants living in large urban areas were more likely to be a member of a gym than those living in small urban and rural areas.



Membership of clubs, gyms and recreation centres over 12 months by gender

	All participants	Men	Women
	%	%	%
Member of any club/gym/centre	44.4	48.3	40.6
Sport or physical activity club	27.4	35.5	19.8
Gym or fitness centre	19.3	18.8	19.9
Community leisure or recreation centre	7.1	5.3	8.7

¹⁵ Readers should note that the figures here are for membership over 12 months. These are different from the figures on page 66 and in the 2007/08 Active New Zealand Survey report, which are for membership over 4 weeks.

Membership of clubs, gyms and recreation centres over 12 months by age (years)

	16-24	25-34	35-49	50-64	65-74	75+
	%	%	%	%	%	%
Member of any club/centre	61.2	49.9	42.6	37.0	36.9	34.2
Sport or physical activity club	44.9	26.2	24.3	21.5	27.4	20.2
Gym or fitness centre	30.8	27.7	20.5	14.4	6.2*	5.0*
Community leisure or recreation centre	10.9	7.9	5.9	5.9	4.0*	10.7*

Membership of clubs at clubs, gyms and recreation centres over 12 months by ethnicity

	NZ European	Māori	Pacific peoples	Asian peoples	Other ethnicities
	%	%	%	%	%
Member of any club/centre	44.5	41.6	45.3	42.3	43.6
Sport or physical activity club	29.6	25.4	26.0	17.1	22.7
Gym or fitness centre	18.8	17.8	21.1	19.9	22.3
Community leisure or recreation centre	6.2	6.7*	8.1*	11.5	7.4*

Membership of clubs, gyms and recreation centres over 12 months by deprivation

	Low	Medium	High
	%	%	%
Member of any club/centre	48.6	41.7	42.4
Sport or physical activity club	30.7	26.3	25.0
Gym or fitness centre	20.9	18.4	18.7
Community leisure or recreation centre	7.6	6.4	7.0

Membership of clubs, gyms and recreation centres over 12 months by location

	Major urban	Secondary urban	Minor urban	Rural
	%	%	%	%
Member of any club/centre	45.5	49.3	39.3	39.3
Sport or physical activity club	26.2	33.6	30.9	28.8
Gym or fitness centre	22.0	17.5	10.3*	11.8
Community leisure or recreation centre	7.8	5.8	5.3*	5.2

See reader note 4 Appendix 5 for more information on how membership was calculated.

¹⁶ Participants could report being a member of each of four types of clubs (sport or physical activity club, gym or fitness centre, community leisure or recreation centre and other type of club) to take part in their chosen sports/activities. Member of any club or centre aggregates all the responses across all the sports/activities to give a measure of overall membership. A small proportion of participants (1.6%) also reported being members of another type of club.

* Small survey sub-samples. Use results with caution.



Participation with instructors and coaches

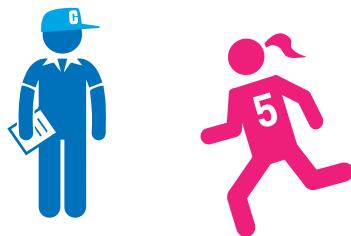
Over 12 months just over 4 out of 10 (42.4%) participants receive instruction or coaching, while just over 3 out of 10 (31.1%) use instructional resources.

Young adults are more likely to receive instruction or coaching and use instructional resources than older adults. The results for each of these topics are similar for men, women, and people from different ethnic and socio-economic backgrounds.

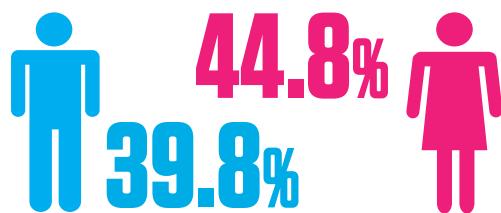
This part of the report shows the proportion of participants¹⁷ who received instruction from a coach, instructor, teacher or trainer over 12 months for one or more of their chosen sport and recreation activities. It also shows the proportion of participants who used instructional resources (tapes, books, videos or web instruction) to help improve their performance.

Just over 4 out of 10

(42.4%) participants had received instruction or coaching over 12 months.



The figure was **similar** for **men** and **women**.



Young adults (16 to 24-year-olds) **were more likely** than older adults **to have received instruction or coaching**.

When compared with all participants, the proportion of participants from each ethnic group receiving instruction or coaching was **similar**.

Participants from different socio-economic backgrounds were **equally likely** to have received coaching or instruction.

People who live in large urban areas were more likely to have received coaching or instruction than those living in small urban areas.

Use of instructional resources (online or other)

- Just over 3 out of 10 (31.1%) participants used instructional resources (tapes, books, videos or web instruction) to help improve their "performance".
- Those 16 to 49 years old were more likely than those 50 and over to have used instructional resources (see tables on page 84 in Appendix 4).
- There was little variation in the extent to which these resources were used by men, women and participants from different ethnic groups and socio-economic backgrounds (see tables in Appendix 4).
- Participants living in large urban areas were more likely to have used instructional resources than those living in medium-sized or small urban areas, but not rural areas (see tables in Appendix 4).

¹⁷ The results in this section are from a question in the Follow-Up Survey and are based on a sample of 3,256 sport/recreation participants.

Received instruction or coaching for a sport or recreation activity over 12 months

	%
All participants	42.4
Gender	
Men	39.8

Age (years)	
16-24	64.7
25-34	50.9
35-49	42.9
50-64	33.7
65-74	26.6
75+	20.0

Ethnicity	
NZ European	42.4
Māori	48.6
Pacific peoples	48.2
Asian peoples	35.7
Other ethnicities	42.9

Deprivation	
Low	46.7
Medium	39.8
High	40.5

Location	
Major urban	44.8
Secondary urban	37.3
Minor urban	35.8
Rural	36.2

Used instructional resources online or other – over 12 months

	%
All participants	31.1
Gender	
Men	32.9

See reader note 4 Appendix 5 for more information on how levels of coaching/instruction were calculated.



Where People Participate in Sport and Active Recreation



A wide range of venues and places are used by participants, with the most common reflecting the types of sports and activities that are popular. Just over 9 out of 10 (91.3%) participants take part in activities at one or more man-made facilities, while 8 out of 10 (80.1%) take part in one or more natural settings.

Levels of participation at man-made facilities are similar for all groups, except for those who live in rural areas. Rural participants were less likely to take part in activities at man-made facilities and more likely to take part in activities in natural settings than people from urban areas. Asian participants, those from low socio-economic backgrounds and those living in large urban areas are less likely to take part in activities in natural settings.

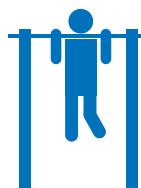
The top five places where participants take part are: *paths, cycleways and walkways in towns/cities; outdoor parks in towns/cities; their home or someone else's home; the beach or by the sea; and outdoor sports facilities*. Facilities and settings vary in popularity for different groups of participants.

This section looks at the facilities and settings where participants took part in their sport and recreation activities.

Participation at man-made facilities and in natural settings

Participants were asked which man-made facilities and natural settings they had used for sport or recreation over 12 months. Answers were chosen from a list of 19 different types of facilities and settings (see page 85 in Appendix 4 for full list of these). People could mention more than one facility/setting for each of their sport and recreation activities.

Man-made facilities included indoor and outdoor pools and sports facilities, indoor facilities not mainly used for sport (eg, community or school halls), stand-alone gyms/fitness centres, people's homes, and paths, cycleways and walkways in towns/cities. Natural settings included parks in towns/cities, off-road bike trails and walking tracks, countryside and farmland, bush and forest, and lakes, rivers and the sea.



Just over 9 out of 10

(91.3%) participants took part in activities at one or more man-made facilities, while 8 out of 10 (80.1%) took part in one or more natural settings.



Men were as likely as **women** to participate at both man-made facilities and in natural settings.

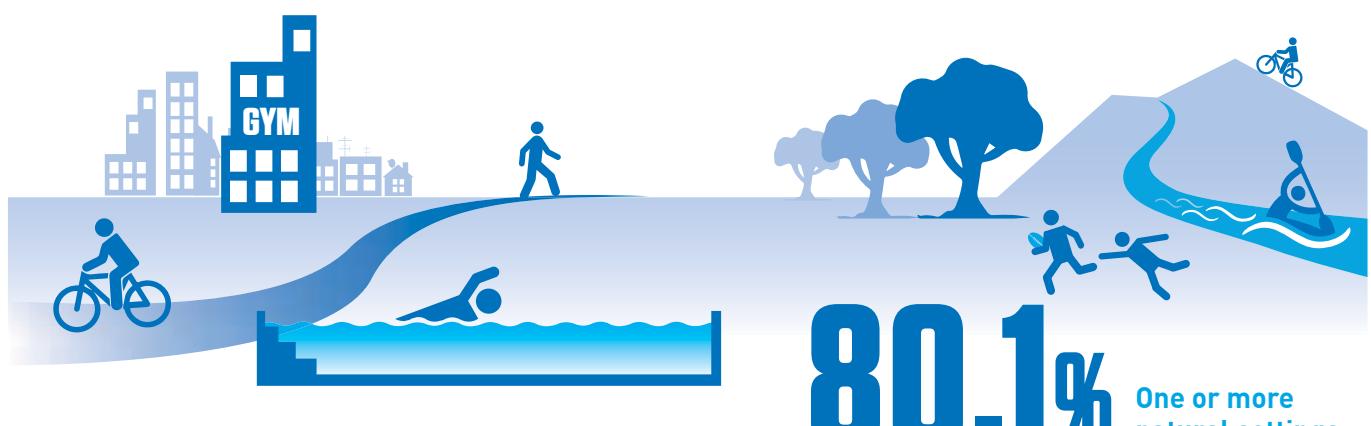


- Participation at man-made facilities was similar for most age groups. Those aged 75 years and over were less likely than other age groups to take part in activities in natural settings.
- When compared with all participants, participation at man-made facilities was similar for people from different ethnic backgrounds. Asian participants were less likely to take part in activities in natural settings.
- Use of man-made facilities was similar for participants living in areas of low, medium and high deprivation. Those living in areas of low deprivation were more likely to take part in natural settings than those living in other areas. Conversely, those living in areas of high and medium deprivation were less likely to take part in natural settings.
- Participants living in rural areas were less likely to take part in activities at man-made facilities and more likely to take part in activities in natural settings than those living in other locations. Conversely, those living in large urban areas were less likely to take part in activities in natural settings.

Participation in one or more man-made facilities or natural settings over 12 months

91.3%

One or more
man-made facilities



80.1%

One or more
natural settings

Participation in one or more man-made facilities or natural settings over 12 months

	One or more man-made facilities	One or more natural settings
Gender	%	%
Men	89.8	82.4
Age [years]		
16-24	94.6	78.6
25-34	93.7	80.8
35-49	91.2	83.8
50-64	88.7	84.4
65-74	89.1	77.7
75+	90.3	52.3

	One or more man-made facilities	One or more natural settings
Ethnicity	%	%
NZ European	91.5	81.9
Māori	87.6	76.1
Pacific peoples	87.0	79.4
Asian peoples	93.0	71.7
Other ethnicities	93.6	81.5
Deprivation		
Low	92.7	86.4
Medium	91.3	79.4
High	89.7	74.4
Location		
Major urban	93.0	80.6
Secondary urban	93.3	67.2
Minor urban	90.2	74.4
Rural	82.6	86.8

See reader note 4 Appendix 5 for more information on how participation at different venues and places were calculated.



Participation at different types of man-made facility

- Men were more likely than women to have used *indoor* and *outdoor sports facilities*, while women were more likely to have taken part in their chosen activities at *their home or someone else's on paths, cycleways and walkways in towns or cities*; and at *indoor facilities not mainly used for sport and recreation, like school and community halls*.
- Young adults (16 to 24-year-olds) were more likely than those 35 years and over to participate at *indoor* and *outdoor sports facilities* and at *gyms/fitness centres* (see tables on pages 86-87 in Appendix 4).
- When compared with all participants (see Appendix 4):
 - Māori were less likely to have used *indoor pools/aquatic centres* and *paths, cycleways and walkways in towns/cities*
 - Asian participants were less likely to have used *outdoor sports facilities*.
- Participants living in areas of low deprivation were more likely than those living in areas of high deprivation to have used *paths, cycleways and walkways in towns/cities* (see Appendix 4).
- Use of man-made facilities by participants living in different locations was similar, although those living in major urban areas used some facilities to a greater extent than those in one or more of the other locations (see Appendix 4).

Participation at different types of man-made facility over 12 months by gender

	All participants	Men	Women
	%	%	%
At an indoor pool or aquatic centre	18.3	15.7	20.7
At an outdoor pool	9.8	9.5	10.2
At an indoor sports facility or complex	19.8	22.6	17.1
At an indoor facility not used mainly for sport or recreation	15.8	11.6	19.8
At a gym or fitness centre	21.8	22.1	21.5
At an outdoor sports facility	30.7	40.3	21.7
Indoors or outside at a marae	1.2	0.7*	1.6
Indoors or outside at your home or someone else's home	39.2	34.1	44.0
Outside on a path, cycleway or walkway that is in a town or city	53.1	48.0	57.9

The top three man-made facilities used for sport and recreation were:

53.1% paths, cycleways and walkways in towns/cities



39.2% indoors or outside at a participant's or someone else's home



30.7% outdoor sports facilities



Around 2 out of 10 participants also took part at gym/fitness centres (21.8%), indoor sports facilities (19.8%) and indoor pools/aquatic centres (18.3%).

Participation in different types of natural setting

- Men were more likely than women to have taken part in activities on or in a lake, a river and the sea.
- Participants 75 years and over were less likely than those in other age groups to take part in activities in most natural settings (see tables in Appendix 4).
- When compared with all participants (see tables on pages 86-87 in Appendix 4):
 - Māori were less likely to have used parks in towns/cities and off-road bike trails or walking tracks and to have taken part in activities in the countryside or over farmland and in the bush or a forest
 - Asian participants were less likely to have used off-road bike trails or walking tracks and to have taken part in activities in the countryside or over farmland, the bush or a forest and in or on the sea.
- Participants living in areas of high deprivation were less likely to have used off-road bike trails or walking tracks and to have taken part in activities in the countryside or over farmland, in the bush or a forest, by a lake, on or in a lake or at a beach or by the sea, when compared to those living in areas of low deprivation (see Appendix 4).
- Participants living in large urban areas were more likely to have taken part in activities at parks in towns/cities than those living in other areas. Those living in rural areas were more likely to have taken part in the countryside or over farmland (see Appendix 4).

Participation in different types of natural setting over 12 months by gender

	All participants	Men	Women
	%	%	%
Outdoors at a park in a town or city	50.3	48.1	52.3
On an off-road bike trail or walking track	25.0	28.1	22.1
In the countryside or over farmland	24.0	25.4	22.7
In the bush or a forest	28.3	29.7	27.0
By a lake	13.0	11.8	14.2
On or in a lake	9.8	11.9	7.8
By a river	17.6	17.6	17.6
On or in a river	11.2	13.4	9.1
At a beach or by the sea	35.9	32.7	38.9
In or on the sea	28.8	36.6	21.5

The top three natural settings used for sport and recreation were:

50.3%
parks in towns/cities



35.9%
the beach or by the sea



28.8%
in or on the sea

Over 2 out of 10 participants also took part in the bush or a forest (28.3%), on off-road bike trails or walking tracks (25.0%) and in the countryside or over farmland (24.0%).

Reasons for Participating in Sport and Active Recreation



The three most common reasons for taking part in sport and recreation are fitness and health, enjoyment and social reasons. These reasons are the same for men and women and across participants of all ages, ethnicities, socio-economic backgrounds and locations. However, some reasons are more or less important to some groups (particularly men and women).

This section shows the main reasons why people participated in their chosen sport and recreation activities.^{18, 19}

The most common reason participants gave for taking part in sport and recreation was for



Other reasons were low cost (44.5%), convenience (43.5%), sport performance (31.1%) and cultural reasons (29.0%)

Men were more likely than women to have said enjoyment, social reasons and sport performance, while women were more likely to have said fitness and health, low cost and convenience.



The proportion of participants who said sport performance was a reason tended to decrease from one age group to the next.



When compared with all participants:

- Māori were less likely to have said fitness and health as a reason, but more likely to have said cultural reasons (which includes supporting friends and family to take part)
- Pacific peoples were more likely to have said sport performance, but less likely to say convenience.

Participants living in areas of high deprivation were less likely than those living in areas of low deprivation to have said fitness and health was a reason.

Participants living in rural areas were less likely to have said fitness and health was a reason compared with those living in large urban areas.

Main reasons people participate by gender

	All participants	Men	Women
	%	%	%
Fitness and health	90.7	88.4	92.9
Cultural reasons	29.0	28.0	29.9
Enjoyment	87.9	90.1	85.9
Social reasons	52.9	57.1	49.0
Sport performance	31.1	38.0	24.5
Low cost	44.5	40.4	48.4
Convenience	43.5	39.2	47.6

¹⁸ People could mention more than one reason for taking part in each of their sport and recreation activities.

¹⁹ See reader note 5 in Appendix 5 for more information about the types of reasons included in each of these categories.

* Small survey sub-samples. Use results with caution.

Main reasons people participate by age (years)

	16-24	25-34	35-49	50-64	65-74	75+
	%	%	%	%	%	%
Fitness and health	91.8	94.0	90.9	89.1	90.4	83.9
Cultural reasons	27.7	36.6	38.9	25.7	14.1	8.0*
Enjoyment	93.0	89.1	89.8	87.2	86.1	68.0
Social reasons	67.0	58.0	49.0	48.0	48.8	45.3
Sport performance	59.0	37.1	30.7	20.5	17.3	8.1*
Low cost	50.7	49.7	45.6	44.5	36.2	23.8
Convenience	39.5	48.4	43.1	47.7	42.1	28.8

Main reasons people participate by ethnicity

	NZ European	Māori	Pacific peoples	Asian people	Other ethnicities
	%	%	%	%	%
Fitness and health	90.0	85.8	91.5	94.5	93.1
Cultural reasons	28.2	39.2	35.3	25.1	29.2
Enjoyment	88.2	86.2	87.3	86.7	89.4
Social reasons	53.4	57.2	51.4	52.0	52.1
Sport performance	30.4	39.1	47.0	24.4	31.9
Low cost	45.1	48.1	39.1	37.2	48.3
Convenience	45.6	38.6	28.3	35.5	49.3

Main reasons people participate by deprivation

	Low	Medium	High
	%	%	%
Fitness and health	92.5	91.6	88.0
Cultural reasons	33.4	22.1	31.2
Enjoyment	90.4	86.6	86.6
Social reasons	55.6	51.0	51.8
Sport performance	33.5	28.2	31.3
Low cost	46.1	42.1	45.2
Convenience	43.3	44.6	42.9

Main reasons people participate by location

	Major urban	Secondary urban	Minor urban	Rural
	%	%	%	%
Fitness and health	92.6	86.3	86.8	85.4
Cultural reasons	28.5	19.4	25.9	37.2
Enjoyment	88.3	81.1	86.0	90.1
Social reasons	53.8	47.4	48.7	53.1
Sport performance	31.9	27.1	25.6	32.0
Low cost	46.1	42.4	36.6	42.1
Convenience	43.8	39.4	39.6	46.1

See reader note 4 Appendix 5 for more information on how reasons for participation were calculated.

Participation in Events

Just under 2 out of 10 adults (17.0%) take part in one or more events over 12 months. Men are more likely to take part in events, while Asian peoples and those living in areas of high deprivation are less likely to do so.

This section shows how many adults participated in organised sport and recreation events over 12 months. Events included walking and running events, multi-sport events, bike events, fishing events, swimming events and Masters sports events. People could also mention other types of events.

- Just under 2 out of 10 (17.0%) adults (over 550,000) participated in at least one sport or recreation event over 12 months.
- Men were more likely than women to have taken part in at least one event.
- Participation varies little among the younger age groups, but drops off for those aged 50 years and over.
- Compared with all adults, Asian peoples were less likely to take part in events.
- People living in areas of high deprivation were less likely to take part in events than people living in areas of low deprivation.
- Participation in events was similar for people living in different locations.

Participation in one or more sport or recreation events over 12 months (all adults)

	Yes	No
	%	%
All adults	17.0	83.0
Gender		
Men	19.0	81.0
Women	15.1	84.9
Age (years)		
16-24	21.6	78.4
25-34	17.7	82.3
35-49	22.3	77.7
50-64	14.6	85.4
65-74	10.5	89.5
75+	3.0	97.0
Ethnicity		
NZ European	18.0	82.0
Māori	19.8	80.3
Pacific peoples	16.2	83.8
Asian peoples	11.0	89.0
Other ethnicities	16.8	83.2

	Yes	No
	%	%
Deprivation		
Low	18.8	81.3
Medium	17.7	82.3
High	14.6	85.4
Location		
Major urban	17.2	82.9
Secondary urban	14.7	85.4
Minor urban	16.4	83.6
Rural	17.6	82.4

Types of events participated in²⁰

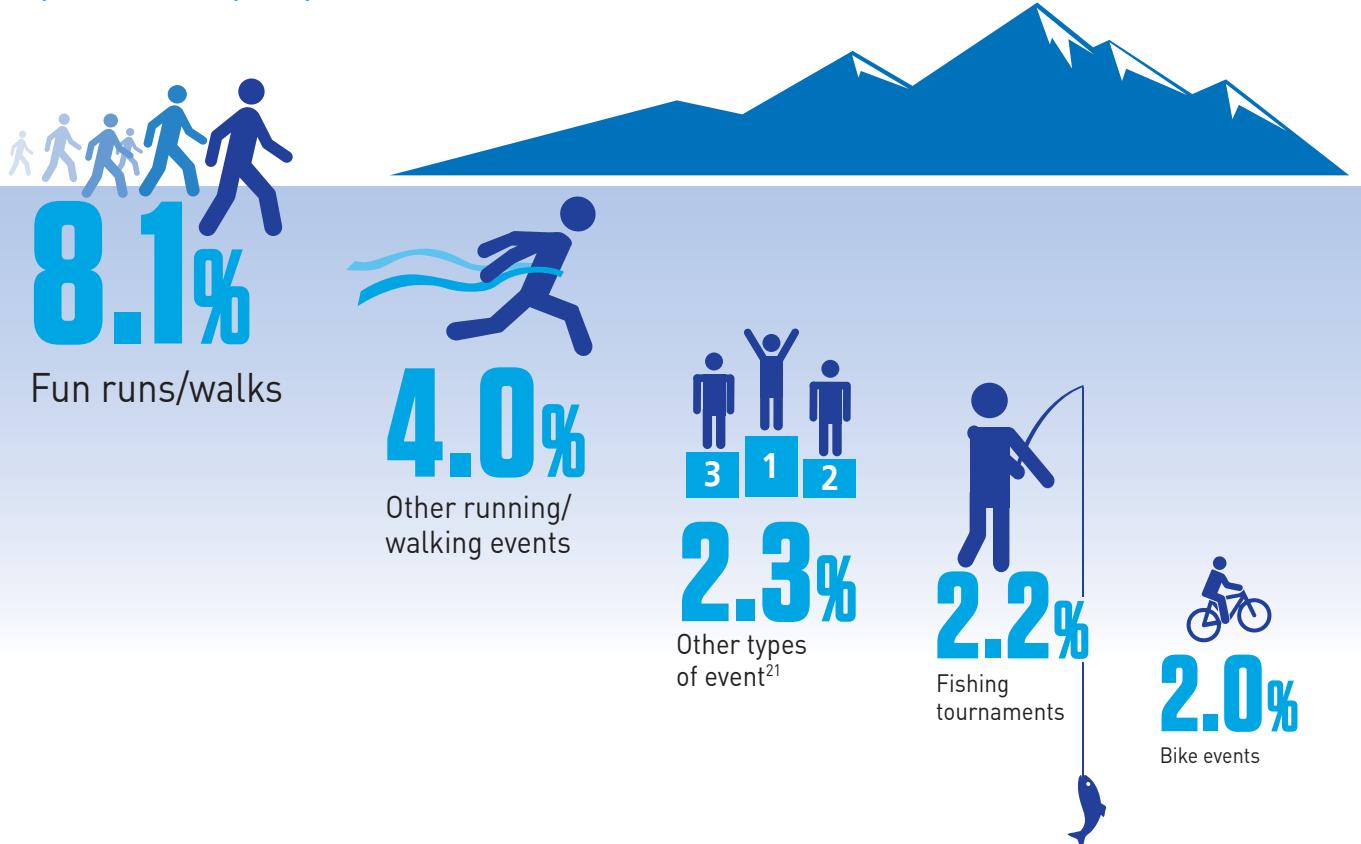
- Fun runs/walks were the most popular type of sport and recreation event for all adults, and for both men and women. Other running/walking events (such as half marathons, marathons, 10km races) were the next most popular.
- Fishing tournaments were among the top five events for men, but not for women.
- Triathlons/duathlons were among the top five events for women, but not for men. However, men's (1.4%) participation in this type of event was similar to women's (1.5%).

Top 5 events adults participated in over 12 months by gender

Men		%
1	Fun runs/walks	7.0
2	Other running/walking events	4.1
3	Fishing tournaments	3.5
4	Other types of events	3.4
5	Bike events	2.5

Women		%
1	Fun runs/walks	9.1
2	Other running/walking events	3.9
3	Bike events	1.5
4	Triathlons/duathlons	1.5
5	Other types of events	1.3*

Top 5 events adults participated in over 12 months all adults²⁰



²⁰ Small numbers of people also mentioned: Masters tournaments/events (1.3%), swimming events (<1.0%) and multi-sports events (<1.0%).

²¹ Other types of events included a range of tournaments and competitions such as golf, sailing and bowls.

* Small survey sub-samples. Use results with caution.

Interest in, and Barriers to, More Sport and Active Recreation

Most (65.6%) adults are interested in trying or doing more sport and recreation activities. The level of interest is similar for men and women. Interest is highest among young and mid-aged adults (16 to 49-year-olds) and Asian peoples.

For sport and recreation participants, trying a new activity is of more interest than doing more of an existing activity. Recreation activities attract the most interest. Golf and tennis are the two sports of most interest.

Lack of time and cost are the top two barriers preventing participants from doing more, with lack of time by far the most common barrier.

This section looks at interest in, and the barriers to, participating in, more sport and recreation. The first part looks at interest among all adults (both participants and non-participants), while the second focuses on interest among participants.²²

Interest in trying or doing more sport and recreation activities (all adults)

- Over 6 out of 10 (65.6%) adults were interested in either trying a new sport or recreation activity or doing more of an existing activity.
- This figure was similar for men and women.
- After the age of 50, interest in trying or doing more sport or recreation dropped.
- When compared with all adults, Asian peoples were more likely to be interested in trying a new activity or doing more of an existing activity.
- Interest in trying or doing more activities was similar for people living in areas of low, medium and high deprivation (see tables on page 88 in Appendix 4).
- People living in medium-sized urban areas were less likely to be interested in trying or doing more sport and recreation activities than those living in large urban and rural areas. However, the level of interest among those living in medium-sized and small urban areas was similar (see Appendix 4).

Interest in trying a new activity or doing more of an activity (all adults)



Gender	%
Men	66.3
Women	65.0
Age [in years]	
16-24	74.9
25-34	74.8
35-49	70.8
50-64	63.8
65-74	49.5
75+	36.7

Ethnicity	%
NZ European	64.7
Māori	67.0
Pacific peoples	66.1
Asian peoples	73.5
Other ethnicities	68.6

²² See reader note 6 in Appendix 5 for more information about the questions asked on interest in sport and recreation. Respondents could only select one sport or recreation activity.

²³ The results in this section come from the Follow-Up Survey. See Appendix 1 for more information on the Follow-Up Survey. Only 243 non-participants were surveyed and this number is not sufficient to analyse their interest in sport and recreation activities separately.

Interest in trying new activities or doing more of existing activities (all participants)



- Among participants, a higher proportion were interested in trying a new activity (47.4%) than doing more of an existing activity (43.8%).
- Interest in **trying a new** sport or recreation activity was:
 - similar for men and women
 - higher among participants aged under 50 years
 - higher for Māori and Asian participants compared with all participants
 - similar for people from different socio-economic backgrounds (see tables on page 88 in Appendix 4)
 - lower for those living in medium-sized urban areas than for those living in most other areas (large urban or rural – see Appendix 4).
- Interest in **doing more of** an existing sport or recreation activity was:
 - similar for men and women
 - higher among participants under 65 years old
 - similar for people from different ethnic backgrounds compared with all participants
 - lower for people living in areas of high deprivation than those living in areas of low deprivation (see Appendix 4)
 - lower for those who live in medium-sized urban areas than for those living in most other areas (large urban or rural – see Appendix 4).

Interest in trying a new activity by gender, age and ethnicity (all participants)

	%
All participants	47.4
Gender	
Men	45.7
Women	49.0
Age (in years)	
16-24	55.6
25-34	55.9
35-49	51.8
50-64	42.8
65-74	36.0
75+	25.0
Ethnicity	
NZ European	44.4
Māori	53.5
Pacific peoples	53.6*
Asian peoples	60.8
Other ethnicities	53.8

Interest in doing more of an existing activity by gender, age and ethnicity (all participants)

	%
All participants	43.8
Gender	
Men	45.8
Women	42.0
Age (in years)	
16-24	48.3
25-34	52.5
35-49	49.0
50-64	43.1
65-74	28.1
75+	20.2
Ethnicity	
NZ European	44.2
Māori	40.9
Pacific peoples	41.3
Asian peoples	49.5
Other ethnicities	42.9

* While this estimate for Pacific peoples (53.6%) is lower than that for Māori (53.5%), it is not statistically significantly lower than the figure for all adults because the sample size for Pacific peoples is smaller than that for Māori and so generates wider confidence intervals.



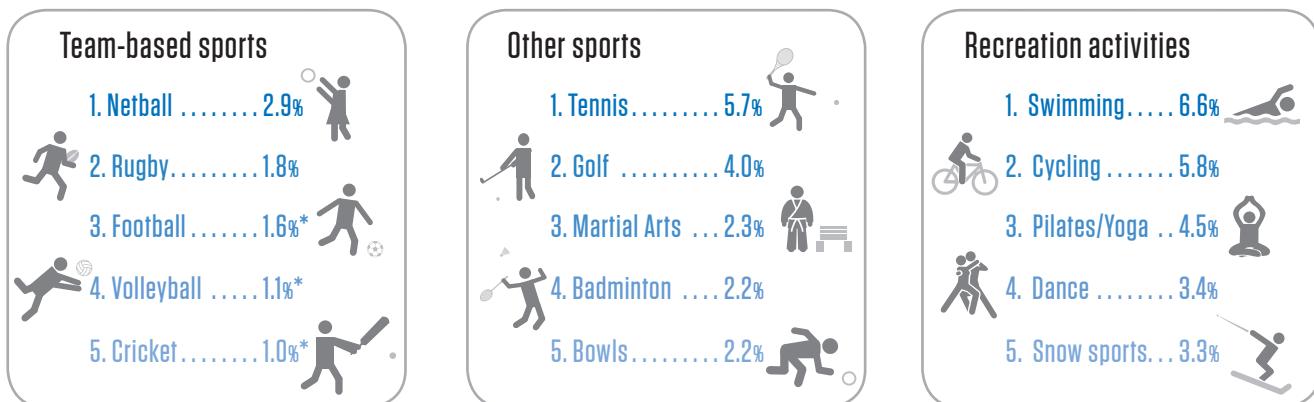
Interest in trying new activities

- Sport and recreation participants who were interested in trying new activities mentioned over 100 different activities they would like to try, and so the number of people mentioning each activity was small²⁴.
- Looking at the types of activities participants were interested in trying, recreation activities (including swimming, cycling, Pilates/yoga, dance and snow sports) were the most popular with most groups. Tennis, golf and netball were the most popular sports.
- Men were most interested in trying cycling (5.5%), golf (5.4%), swimming (4.3%) and snow sports (4.2%).
- Women were most interested in trying swimming (8.5%), Pilates/yoga (7.9%), tennis (7.3%), cycling (6.1%), netball (5.2%) and dance (5.0%).

Barriers to trying²⁶

- The top three barriers stopping interested participants from trying new activities were a *lack of time, too costly/can't afford* and *poor health/disability/injury*.
- These barriers were the same for men and women. The proportion of men and women who gave each of these reasons in their top 10s was similar.
- Lack of time and too costly/can't afford* were commonly the top two barriers for people of different ages, ethnicities, socio-economic backgrounds and locations.
- Some groups were more or less likely than others to mention other reasons:
 - lack of time* – this reason was more likely to be mentioned by 25 to 49-year-olds than by older participants and by Asian participants than all participants, while participants in areas of high deprivation were less likely than those in other areas to give this reason (see tables on page 89 in Appendix 4)
 - too costly/can't afford* – was more likely to be mentioned by 16 to 25-year-olds than by those aged 50 and over (see Appendix 4).

Activities participants were most interested in trying (interested participants only)²⁵



Top 5 barriers to trying a new activity by gender

All interested participants			Men			Women		
		%			%			%
1	Lack of time	53.8	1	Lack of time	53.1	1	Lack of time	54.4
2	Too costly/can't afford	23.5	2	Too costly/can't afford	25.1	2	Too costly/can't afford	22.1
3	Poor health/disability/injury	9.4	3	Poor health/disability/injury	9.6	3	Poor health/disability/injury	9.1
4	No facilities/parks nearby	8.2	4	Don't know where or who to contact	8.9	4	No facilities/parks nearby	8.0
5	Don't know where or who to contact	8.1	5	Don't have anybody to do things with	8.8	5	Don't know where or who to contact	7.4

²⁴ A full list for of the sports/activities mentioned by interested participants will be available online at: www.srknowledge.org.nz/researchseries/active-new-zealand-20132014/

²⁵ For convenience, sports and activities are grouped into these three categories. See reader note 7 in Appendix 5 for more details.

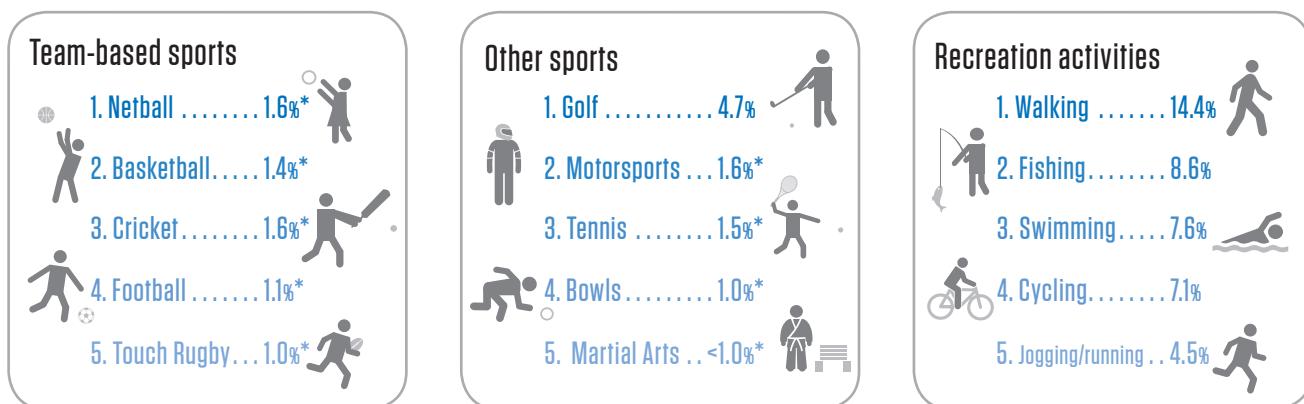
Interest in doing more of existing activities

- Sport and recreation participants who were interested in doing more of existing activities mentioned over 70 different activities they were interested in doing more of and so, again, the number of people mentioning each activity was small²⁴.
- Looking at the types of activities participants were interested in doing more of, recreation activities (including walking, fishing, swimming, cycling and jogging/running) were most popular with most groups. Golf was the most popular sport.
- Men were most interested in doing more fishing (14.4%), walking (8.2%), cycling (7.2%), golf (7.1%), swimming (4.4%) and canoeing/kayaking (4.0%).
- Women were most interested in doing more walking (20.7%), swimming (10.8%), cycling (7.1%), gardening (5.2%) and jogging/running (5.2%).

Barriers to doing more²⁶

- The top three barriers stopping interested participants from doing more of an existing activity were *a lack of time, too costly/can't afford and poor health/disability/injury*.
- These barriers were the same for men and women. However, men were more likely than women to say they were interested but *already doing enough*. Women were more likely than men to say *lack of motivation* was a barrier.
- Don't have anyone to do things with* was in the top five barriers for men, but not women, while *no facilities/parks nearby* was in the top five for women but not men.
- A *lack of time* and *too costly/can't afford* were also commonly the top barriers for people of different ages, ethnicities, socio-economic backgrounds and locations, although some groups were more likely to mention:
 - a lack of time* – mentioned more by 25 to 49-year-olds compared with most other age groups and by Asian participants compared with all participants (see tables on page 89 in Appendix 4)
 - too costly/can't afford* – mentioned more by those living in areas of high deprivation compared with those living in areas of low deprivation (see Appendix 4).

Activities participants were most interested in doing more of (interested participants only)²⁵



Top 5 barriers to doing more of an existing activity by gender

All interested participants		
		%
1	Lack of time	66.5
2	Too costly/can't afford	10.5
3	Poor health/disability/injury	6.2
4	No facilities/parks nearby	4.5
5	Interested but already doing enough	4.2

Men		
		%
1	Lack of time	69.9
2	Too costly/can't afford	44.8
3	Interested but already doing enough	5.8
4	Poor health/disability/injury	5.1
5	Don't have anyone to do things with	4.0

Women		
		%
1	Lack of time	63.1
2	Too costly/can't afford	9.2
3	Poor health/disability/injury	7.3
4	No facilities/parks nearby	5.5
5	Lack motivation	5.4

²⁶ See reader note 8 Appendix 5 for more information about the barrier questions.

* Small survey sub-samples. Use results with caution.



Volunteering in Sport and Active Recreation



Volunteering in Sport and Recreation

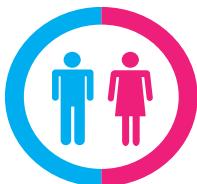
Each year almost 1 million adults volunteer in sport and recreation. Volunteering levels are similar for men and women, but vary for people of different ages, and ethnic and socio-economic-backgrounds.

The most common volunteer roles are coach and parent helper. Men are more likely to be coaches, while women are more likely to be parent helpers.

This section shows the proportion of adults who take on volunteer roles to support sport and recreation activities. It also looks at the most common volunteer roles and the most common tasks undertaken by people who volunteer as parent helpers.

Just under 3 out of 10

(**28.6% or 949,000**) adults took on one or more volunteer roles to support a sport and recreation activity over 12 months.



Similar proportions of **men** and **women** volunteered.

The roles included coach/trainer/teacher/instructor (coach/instructor), referee/judge/official/umpire (officiating roles), lifeguard/guide, administrator/secretary/committee member (administration roles), parent helper and other role.



Volunteering levels peaked in the **35 to 49-year-old age group** and dropped for those 50 years and over.

Compared with all adults, **volunteering** levels were **higher for Pacific peoples**.

People living in areas of low deprivation were more likely to volunteer than those living in areas of high deprivation.

Volunteering levels were **similar** for people living in different locations.

Volunteering in sport and recreation over 12 months (all adults)

All adults	28.6%	949,000
Gender		
Men	30.7	
Women	26.7	
Age		
16-24	31.7	
25-34	23.4	
35-49	39.2	
50-64	25.4	
65-74	24.1	
75+	11.7	

Ethnicity	%
NZ European	29.3
Māori	29.5
Pacific peoples	37.3
Asian peoples	23.0
Other ethnicities	30.0

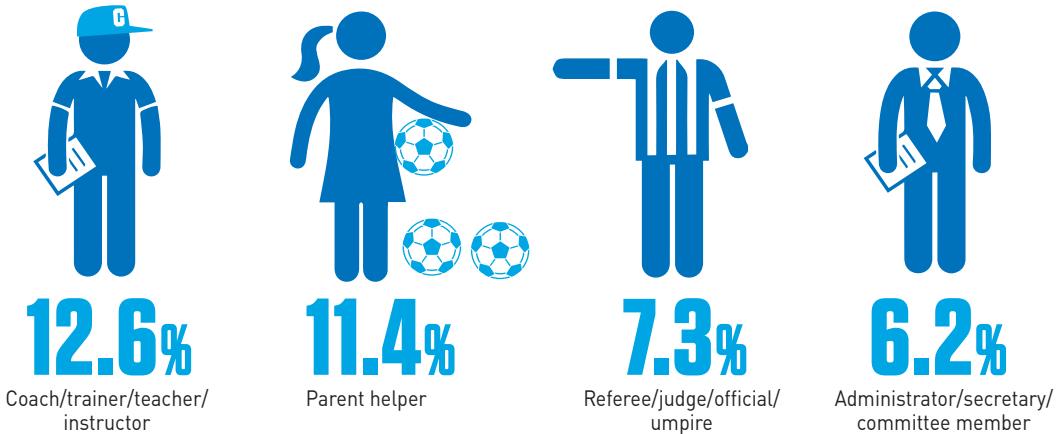
Deprivation	%
Low	31.4
Medium	28.6
High	26.1

Location	%
Major urban	28.9
Secondary urban	24.9
Minor urban	25.0
Rural	31.2

Most common volunteer roles^{27,28}

- Coach/instructor and parent helper were the two most common volunteer roles, followed by officiating and administration roles.
- Men were more likely than women to volunteer as coaches/instructors and officials, while women were more likely than men to volunteer as parent helpers.
- Among the 28.6% of adults who volunteered, just over 4 out of 10 (43.9%) were coaches/instructors, while 4 out of 10 (39.8%) were parent helpers.

Most common volunteer roles over 12 month all adults



Most common volunteer roles over 12 months by gender

	Men	Women
	%	%
Coach/trainer/teacher/ instructor	16.1	9.4
Parent helper	9.2	13.4
Referee/judge/official/ umpire	9.2	5.5
Administrator/secretary/ committee member	6.5	5.9

Most common volunteer roles over 12 months by gender (all volunteers)

	All volunteers	Men	Women
	%	%	%
Coach/trainer/teacher/ instructor	43.9	52.3	35.1
Parent helper	39.8	29.9	50.3
Referee/judge/official/ umpire	25.4	29.9	20.6
Administrator/secretary/ committee member	21.6	21.1	22.1

Parent helper roles²⁸

- Among those who volunteered as parent helpers, the most common tasks were providing transport for their own children, transport for other children by carpooling, and organising refreshments for games.



Tasks done by (all) parent helpers

	%
Provided transport – for my child only	29.3
Provided transport – carpooling	27.1
Organised refreshments for the game	16.5
Was the assistant coach	15.9
Refereed/officiated some games	13.8
Fund raising	13.0
Washing uniforms	12.5
Was the coach	8.5
Was the team manager	6.4
Other ²⁹	32.3

27 1.0% of adults said that they had volunteered as a lifeguard or guide, while a small proportion mentioned other roles, the main one being general support (1.8%).

28 People could mention more than one volunteer role and parent helper task when answering these questions.

29 People mentioned "other" parent helper roles, with supervisor/facilitator (11.2%) and general support (10.3%) being the two most common ones.



Changes in Participation and Volunteering

A photograph showing a person's arm and hand reaching out towards the right side of the frame. The person is wearing a green and white striped shirt. The background is a blurred landscape of water and greenery, suggesting an outdoor setting like a lake or river.

Changes in Participation and Volunteering

Comparing the proportion of adults participating and volunteering in sport and recreation in 2007/08 and 2013/14 shows a slight growth in participation (at just over 1 percentage point) and a more substantial growth in volunteering (at almost 3 percentage points).

In contrast, overall club membership remained stable between the surveys. Membership of sport clubs decreased by just under 2 percentage points, while membership of gyms increased by 3 percentage points.

The sport and recreation activities that made up the top 20s in both survey years are similar (although the ranking of sports/activities varied). There are many increases and decreases in participation levels. The sports and activities with the most notable increases are cycling and jogging/running (both 3 percentage points). The sports and activities with the most notable decreases are walking and dance (both 5 percentage points), followed by swimming, equipment-based exercise, golf and tennis (between 2 and 4 percentage points).

This section describes changes in participation and volunteering over the years between the last two Active New Zealand Surveys (ie, the 2007/08 and 2013/14 Surveys). It also describes changes in membership of clubs, gyms and other centres where people take part in sport and recreation. Results in this section have been analysed by gender, age, ethnicity and household income.

Changes in participation in the most popular sport and recreation activities by all adults, men and women are also described.

Changes in Participation Between 2007/08 and 2013/14 (over 7 days)

The results here are for participation "in the last 7 days" and show that:

- For all adults, participation grew by **just over 1%** from 72.6% in 2007/08 to 74.0% in 2013/14.
- Results show a slight increase in participation for men and women, but the increase was slightly higher for women (up 2 percentage points, compared with a 1 percentage point increase for men).

Groups with notable increases were:

- people in the mid-age group (35 to 49-year-olds) – up 3 percentage points
- Pacific peoples – up 10 percentage points
- people in one of the mid-income groups (quartile 2) – up 4 percentage points.

Groups with notable decreases were:

- young adults (16 to 24-year-olds) – down 2 percentage points
- Māori – down 4 percentage points
- people in the lowest income group (quartile 1) – down 4 percentage points.

Note: * Due to rounding, differences in this column may not match with the differences between the figures in columns 1 & 2.

* In this column figures in green show a statistically significant increase, figures in red show a statistically significant decrease and figures in black are not statistically significant, indicating that there was no change in participation.

** For the change analysis, older adults are grouped into a single category – 65 years and over.

The results in this section for participation (including popular sports and activities), volunteering and club membership have been analysed using an approach (adjusted means from a logistic regression) that allows for comparing results from surveys carried out in different years. This approach takes into account potential differences in the characteristics of the New Zealand population in different survey years. These differences may influence the results. For example, if the proportion of young adults in the population is higher in one of the years, this could result in higher participation rates in that year relative to the other year, as young adults have higher participation rates than older adults. Potential differences taken into account when analysing the survey data reported here are: gender, age, ethnicity and household income. Household income is used in this section as a measure of socio-economic background, rather than the deprivation index, as the index was not included in the 2007/08 Survey.

Appendix 1 explains this approach in more detail, along with some other factors considered in the analysis.

Readers should note that the percentages in this section may differ slightly from those in earlier sections of the report because a different approach was used for the change analysis.

Changes in participation over 7 days by gender, age, ethnicity and household income

	2007/08 (%)	2013/14 (%)	Difference* (%)
All adults 16+ years	72.6	74.0	1.4
Gender			
Men	71.4	72.0	0.7
Women	73.8	75.9	2.1
Age (years)			
16-24	79.0	76.7	-2.3
25-34	74.2	75.3	1.1
35-49	70.0	73.4	3.4
50-64	71.7	73.4	1.8
65 and over**	70.4	72.2	1.8
Ethnicity			
NZ European	72.8	75.7	2.9
Māori	72.9	69.0	-3.9
Pacific peoples	65.1	75.3	10.3
Asian peoples	68.2	71.7	3.5
Other ethnicities	70.9	76.7	5.8
Household income+			
Household income (Q1)	70.5	67.0	-3.6
Household income (Q2)	66.8	70.9	4.0
Household income (Q3)	75.5	75.8	0.3
Household income (Q4)	76.8	78.9	2.1
Refused to answer/Don't know	72.0	77.6	5.6



* Household income is shown by quartile, which divides the data into four equal groups; people in the lowest quartile (Q1) have lower incomes than those in the highest quartile (Q4). Readers also should note that some people refused to answer the question about their household's income and some said that they didn't know what it was; in 2007/08 19.5% were in this category and in 2013/14 the figure was 9.6%. The results for this category are shown in the table but are not reported in the text.

Changes in Volunteering Between 2007/08 and 2013/14 (over 12 months)

- The results here are for volunteering “in the last 12 months” and show that:
- For all adults, volunteering grew by almost 3 percentage points:
 - from 24.9% in 2007/08 to 27.7% in 2013/14.
- Groups with notable **increases** were:
 - men – up 5 percentage points
 - people in the older age groups: up 5 percentage points for 50 to 64-year-olds, and up 7 percentage points for those 65 years and over
 - Pacific peoples – up 8 percentage points
 - Asian peoples – up 13 percentage points
 - people in the highest income group (quartile 4) – up 5 percentage points.
- The group with a notable **decrease** was:
 - people in one of the younger age groups (25 to 34-year-olds) – down 3 percentage points.



Changes in volunteering over 12 months by gender, age, ethnicity and household income

	2007/08 (%)	2013/14 (%)	Difference* (%)
All adults 16+ years	24.9	27.7	2.7
Gender			
Men	24.0	29.0	5.0
Women	25.8	26.4	0.6
Age (years)			
16-24	29.2	29.4	0.2
25-34	24.9	22.1	-2.9
35-49	33.3	36.7	3.4
50-64	19.4	24.1	4.7
65 and over**	14.0	20.7	6.7
Ethnicity			
NZ European	26.0	29.4	3.4
Māori	31.9	31.2	-0.7
Pacific peoples	32.3	40.7	8.4
Asian peoples	14.5	27.1	12.6
Other ethnicities	26.4	31.9	5.6
Household income+			
Household income (Q1)	20.5	20.1	-0.4
Household income (Q2)	23.4	25.2	1.8
Household income (Q3)	27.6	30.5	2.8
Household income (Q4)	30.1	34.8	4.7
Refused to answer/Don't know	21.2	26.4	5.2

Note: * Due to rounding, differences in this column may not match with the differences between the figures in columns 1 & 2.

* In this column, figures in green show a statistically significant increase and figures in red show a statistically significant decrease in volunteering.

** For the change analysis, older adults are grouped into a single category – 65 years and over.



* Household income is shown by quartile, which divides the data into four equal groups; people in the lowest quartile (Q1) have lower household incomes than those in the highest quartile (Q4). Readers also should note that some people refused to answer the question about their household's income and some said that they didn't know what it was; in 2007/08 19.5% were in this category and in 2013/14 the figure was 9.6%. The results for this category are shown in the table but are not reported in the text.

Changes in Club Membership Between 2007/08 and 2013/14 (over 4 weeks)

The results here show changes in club membership over the years between the surveys. The figures come from a question that asked about membership over 4 weeks and so are different from those earlier in this report (see page 38) which show membership over 12 months.

The figures shown here may also be slightly different from those published in the 2007/08 Active New Zealand Survey report, as they have been analysed using a different approach.

People taking part in the survey were asked if they were members of:

- a sport or physical activity club
- a gym or fitness centre
- a social club or work team
- other types of clubs (eg, school clubs, walking clubs, community clubs and church-based clubs).

The results show changes in the proportion of adults who were members of:

- any of these types of club
- sport and physical activity clubs
- gyms and fitness centres.

Changes in club membership overall

- In 2013/14, over 3 out of 10 (35.9%) adults who took part "in the last 4 weeks" were members of any club or centre. This figure is similar to that for 2007/08 (35.8%). Groups with notable **increases** were:
 - men – up 1 percentage point
 - people in one of the younger age groups (25 to 34-year-olds) – up 6 percentage points
 - Pacific peoples – up 5 percentage points
 - people in one of the mid-income groups (quartile 2) – up 3 percentage points
 - people in the highest income group (quartile 4) – up 3 percentage points.



- Groups with notable **decreases** were:
 - young adults (16 to 24-year-olds) – down 9 percentage points
 - people in the lowest income group (quartile 1) – down 6 percentage points.

Note: * Due to rounding, differences in this column may not match with the differences between the figures in columns 1 & 2.

* In this column, figures in green show a statistically significant increase, figures in red show a statistically significant decrease and figures in black are not statistically significant, indicating that there was no change in club membership.

** For the change analysis, older adults are grouped into a single category – 65 years and over.

Changes in club membership over 4 weeks by gender, age, ethnicity and household income

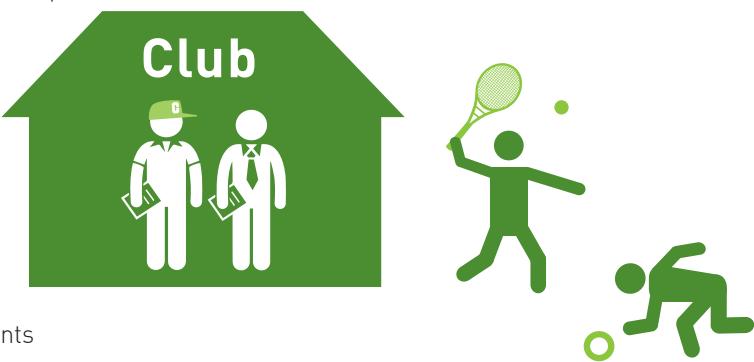
	2007/08 (%)	2013/14 (%)	Difference* (%)
Adults 16+ who took part "in the last 4 weeks"	35.8	35.9	0.1
Gender			
Men	39.4	39.9	0.5
Women	32.5	32.2	-0.3
Age (years)			
16-24	53.2	44.2	-9.0
25-34	32.3	38.6	6.3
35-49	31.0	33.0	2.0
50-64	30.2	30.0	-0.1
65 and over**	37.9	38.4	0.5
Ethnicity			
NZ European	35.4	36.1	0.7
Māori	34.7	36.8	2.1
Pacific peoples	34.5	39.3	4.7
Asian peoples	27.2	29.0	1.8
Other ethnicities	27.1	34.9	7.8
Household income+			
Household income [Q1]	33.7	27.4	-6.3
Household income [Q2]	30.4	33.5	3.1
Household income [Q3]	37.7	38.6	0.9
Household income [Q4]	43.3	46.6	3.3
Refused to answer/Don't know	32.3	31.6	-0.7

* Household income is shown by quartile, which divides the data into four equal groups; people in the lowest quartile (Q1) have lower household incomes than those in the highest quartile (Q4). Readers also should note that some people refused to answer the question about their household's income and some said that they didn't know what it was; in 2007/08 19.5% were in this category and in 2013/14 the figure was 9.6%. The results for this category are shown in the table but are not reported in the text.

Changes in sports club membership

In 2013/14, over 1 in 10 (16.9%) adults who took part "in the last 4 weeks" were members of a sport or physical activity club. This figure is lower than that for 2007/08 (19.0%).

- No notable **increases** in sports club membership occurred.
- Groups with notable **decreases** were:
 - women – down 3 percentage points
 - young adults (16 to 24-year-olds) – down 4 percentage points
 - older adults (65 years and over) – down 7 percentage points
 - Māori – down 4 percentage points
 - Pacific peoples – down 5 percentage points
 - people in the lowest income group (quartile 1) – down 5 percentage points
 - people in the highest income group (quartile 4) – down 5 percentage points.



Changes in sports club membership over 4 weeks by gender, age, ethnicity and household income

	2007/08 (%)	2013/14 (%)	Difference* (%)
Adults 16+ who took part "in the last 4 weeks"	19.0	16.9	-2.1
Gender			
Men	23.3	22.3	-1.0
Women	14.9	11.7	-3.2
Age (years)			
16-24	25.6	21.4	-4.2
25-34	16.1	15.4	-0.8
35-49	15.4	15.4	0.1
50-64	16.2	15.6	-0.6
65 and over**	25.7	18.5	-7.2
Ethnicity			
NZ European	19.3	17.1	-2.2
Māori	21.1	16.7	-4.4
Pacific peoples	21.7	16.8	-5.0
Asian peoples	10.8	9.3	-1.5
Other ethnicities	11.3	14.3	3.0
Household income+			
Household income (Q1)	17.0	12.1	-4.9
Household income (Q2)	18.4	16.6	-1.8
Household income (Q3)	17.4	18.9	1.5
Household income (Q4)	25.4	20.8	-4.6
Refused to answer/Don't know	17.1	14.7	-2.4

Note: * Due to rounding, differences in this column may not match with the differences between the figures in columns 1 & 2.

* In this column, figures in green show a statistically significant increase, figures in red show a statistically significant decrease and figures in black are not statistically significant.

Changes in gym membership

In 2013/14, over 1 in 10 (15.3%) adults who took part "in the last 4 weeks" were members of a gym or fitness centre. This figure is higher than that for 2007/08 (12.2%) – a **3 percentage point** increase.

- Groups with notable **increases** were:
 - men – up 3 percentage points
 - women – up 4 percentage points
 - people in one of the mid-age groups (25 to 34-year-olds) – up 6 percentage points
 - Pacific peoples – up 7 percentage points
 - people in the mid and high income groups (quartiles 2 and 4) – up 6 and 7 percentage points, respectively.
- No notable **decreases** in gym membership occurred.



Changes in gym membership over 4 weeks by gender, age, ethnicity and household income

	2007/08 (%)	2013/14 (%)	Difference* (%)
Adults 16+ who took part "in the last 4 weeks"	12.2	15.3	3.2
Gender			
Men	10.9	13.7	2.8
Women	13.4	17.0	3.6
Age (years)			
16-24	22.4	22.0	-0.4
25-34	15.1	20.9	5.9
35-49	11.4	14.3	3.0
50-64	8.1	11.4	3.3
65 and over**	4.7	8.2	3.5
Ethnicity			
NZ European	13.5	15.5	2.0
Māori	11.7	14.2	2.5
Pacific peoples	14.7	21.5	6.8
Asian peoples	17.4	16.6	-0.8
Other ethnicities	15.6	15.9	0.3
Household income+			
Household income (Q1)	10.2	8.4	-1.9
Household income (Q2)	6.8	13.1	6.3
Household income (Q3)	13.4	15.7	2.2
Household income (Q4)	15.9	23.0	7.1
Refused to answer/Don't know	12.4	14.6	2.2

** For the change analysis, older adults are grouped into a single category – 65 years and over.

+ Household income is shown by quartile, which divides the data into four equal groups; people in the lowest quartile (Q1) have lower household incomes than those in the highest quartile (Q4). Readers also should note that some people refused to answer the question about their household's income and some said that they didn't know what it was; in 2007/08 19.5% were in this category and in 2013/14 the figure was 9.6%. The results for this category are shown in the table but are not reported in the text.

Changes in Participation in Popular Sport and Recreation Activities

The sport and recreation activities that feature in the top 20s in both survey years were similar (although the ranking of sports/activities varied a lot).

- Sports/activities with **increases** in participation were:



- Sports/activities with **decreases** in participation were:



- Sports/activities with **no change** in participation were:

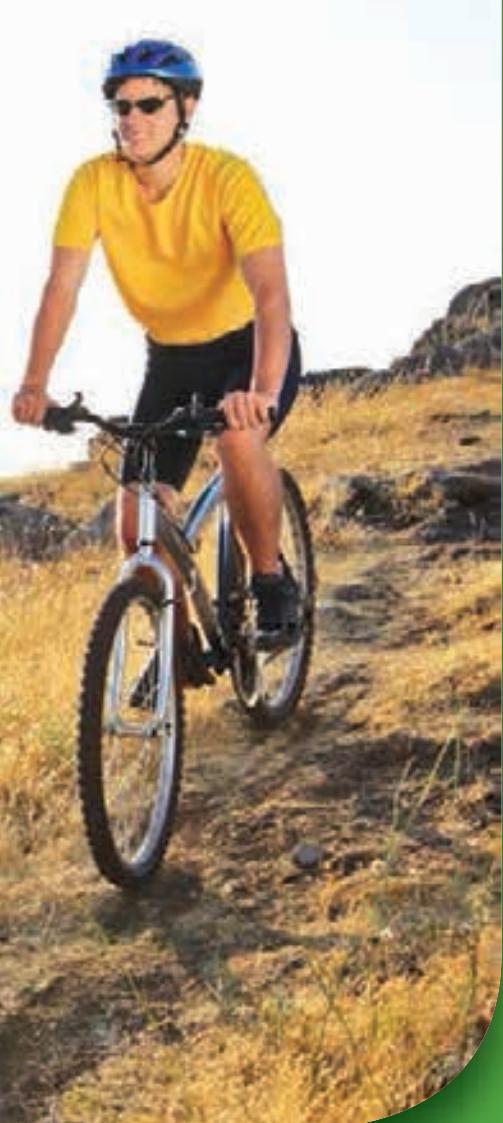


Note: * Due to rounding, differences in this column may not match with the differences between the figures in columns 1 & 2.

* In this column figures in green show a statistically significant increase, figures in red show a statistically significant decrease and figures in black are not statistically significant, indicating that there was no change in participation.

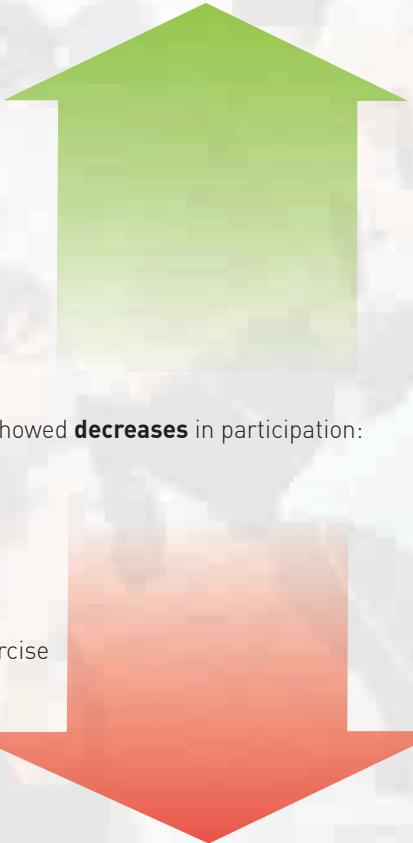
Changes in participation in the top 20 sport and recreation activities

All adults 16+ years	2007/08 (%)	2013/14*** (%)	Difference* (%)
Walking	64.5	59.5	-5.1
Swimming	34.3	30.4	-3.9
Cycling	22.1	25.2	3.0
Equipment-based exercise	26.4	22.8	-3.6
Jogging/running	17.1	19.8	2.7
Fishing	18.8	19.7	0.9
Dance (all categories)**	16.5	11.1	-5.3
Pilates/yoga	8.7	10.6	1.9
Tramping	9.2	9.7	0.4
Golf	12.6	9.6	-2.9
Aerobics	8.2	9.2	1.0
Canoeing/kayaking	6.3	8.2	1.9
Tennis	9.0	6.5	-2.6
Football	6.8	6.4	-0.4
Snow sports	6.2	6.3	0.2
Callisthenics	6.2	6.2	0.0
Netball	6.0	6.0	0.0
Touch rugby	6.3	5.4	-0.9
Cricket	7.1	5.4	-1.7
Hunting	4.5	5.3	0.8
<i>Activities not in the top 20 in 2013/14</i>			
Basketball	6.1	5.0	-1.2
<i>Activities not included in the top 20 in 2013/14</i>			
Gardening	43.9	44.5	0.5



** The decrease in dance in 2013/14 is mainly due to a decrease in the proportion of adults saying they went dancing in clubs, at raves and at discos. Readers should note that the figures for dance shown earlier in the report exclude this type of dancing.

*** Readers also should note that the figures shown here for 2013/14 may be different from those shown earlier in this report pages 24-25, as they have been analysed using a different approach.

- 
- For **men**, five activities showed **increases** in participation:

-  fishing
-  cycling
-  jogging/running
-  tramping
-  hunting

- For **men**, five activities showed **decreases** in participation:

-  walking
-  swimming
-  equipment-based exercise
-  golf
-  cricket

-
- For **women**, five activities showed **increases** in participation:

-  cycling
-  jogging/running
-  Pilates/yoga
-  aerobics
-  fishing

- For **women**, five activities showed **decreases** in participation:

-  walking
-  swimming
-  equipment-based exercise
-  dance
-  netball

Note: * Due to rounding, differences in this column may not match with the differences between the figures in columns 1 & 2.

* In this column figures in green show a statistically significant increase, figures in red show a statistically significant decrease and figures in black are not statistically significant, indicating that there was no change in participation.

Changes in participation in the top 10 sport and recreation activities by gender (over 12 months)

16+ years	2007/08 (%)	2013/14*** (%)	Difference* (%)
Men			
Walking	52.7	46.4	-6.3
Fishing	28.6	29.4	0.8
Cycling	26.8	28.3	1.5
Swimming	32.4	26.9	-5.5
Equipment-based exercise	25.2	23.1	-2.1
Jogging/running	18.2	20.3	2.1
Golf	19.3	14.7	-4.6
Tramping	9.8	10.9	1.2
Football	10.3	10.4	0.1
Hunting	8.3	10.2	1.9
<i>Activities not in the top 10 in 2013/14</i>			
Cricket	11.1	8.5	-2.6
<i>Activities not included in the top 10 in 2013/14</i>			
Gardening	38.4	39.1	0.7
Women			
Walking	75.5	71.6	-3.9
Swimming	36.2	33.8	-2.4
Equipment-based exercise	27.5	22.4	-5.1
Cycling	17.7	22.2	4.4
Jogging/running	15.9	19.2	3.3
Pilates/yoga	14.6	17.2	2.6
Dance (all categories)**	22.4	16.1	-6.3
Aerobics	12.8	14.2	1.4
Fishing	9.5	10.7	1.2
Netball	9.7	8.9	-0.8
<i>Activities not included in the top 10 in 2013/14</i>			
Gardening	49.0	49.4	0.3

** The decrease in dance in 2013/14 is mainly due to a decrease in the proportion of adults saying they went dancing in clubs, at raves and at discos. Readers should note that the figures for dance shown earlier in the report exclude this type of dancing.

***Readers also should note that the figures shown here for 2013/14 may be different from those shown earlier in this report pages 24-25, as they have been analysed using a different approach.



Appendices



Appendix 1: About the survey

Scope of the survey

- The 2013/14 Active New Zealand Survey (ANZS) is the fifth national adult sport and recreation survey undertaken and the third that Sport NZ has undertaken. This survey enables the monitoring of sport participation and volunteering over time.
- The population of interest for ANZS is the New Zealand resident population aged 16 years and over. The sample frame is people living in permanent private accommodation. For pragmatic reasons, surveying was limited to the North and South Islands, and Waiheke Island. Thus the sample frame excludes around 3% of the sample population.
- The survey consists of two data collection methods: a Sport and Recreation Survey (SRS) and a seven-day physical activity recall diary (7-DPAR). The SRS consisted of the **Main Survey** and an optional **Follow-up Survey**. See Appendix 2 for more information about the questions that were asked in each.
- The survey was carried out over 12 months (April 2013 to March 2014) to capture participation in seasonal sports and activities like cricket, netball, skiing and tramping.

How the survey was carried out

- The research company National Research Bureau (NRB) ran the survey for Sport NZ.
- ANZS is a sample survey (using a multi-stage probability sample design with some geographic stratification). The sample for the survey was drawn from over 40,000 meshblocks (the smallest geographical statistical unit for which data is processed by Statistics New Zealand). Meshblocks were assigned to geographical areas based upon the boundaries of the 17 Regional Sports Trusts (RSTs) in existence in 2012.³⁰ To ensure a minimum number of interviews for some of the smaller RSTs some of the sample was randomly reallocated from some of the larger RSTs.
- In total, 1,000 meshblocks were sampled on a pps (probability proportional to size ie, dwelling numbers) basis. The sampled meshblocks for each of the RST areas were randomly assigned to one of the 12 months for interviewing purposes. On average, between 6.0 to 6.5 interviews were expected to be achieved per meshblock over 12 months.
- Within each meshblock a random start point (ie, a specific address) was then selected, along with a skip factor to identify subsequent addresses for interviewing. At the time of recruitment, householders received material (a letter signed by Sport NZ's Chief Executive and a brochure) informing them of the importance and objectives of the survey.
- At each address, one person from each household was randomly selected to take part. Interviewers were required to make up to six visits to each household in order to interview the selected person. If selected respondents refused or were not available, they were not replaced from within their household.
- The **Main Survey** (30 minutes long), which was piloted with a purposive sample of 55 adults, was a face-to-face in-home interview administered by trained staff. Questions were scripted into CAPI software. Where possible, answers to questions were pre-coded however, many questions allowed for "other" answers, which had to be typed into the software.
- The optional **Follow-up Survey** (10 minutes long) was typically completed at home straight after the **Main Survey**, although some respondents took part at a later time by phone. 253 respondents from the **Main Survey** opted out of the **Follow-up Survey** (see base sizes section on page 76).
- The technical report which can be found at www.srknowledge.org.nz/researchseries/active-new-zealand-20132014/ provides more detail about how the survey (including the **Follow-up Survey**) was implemented.

Response to the survey

- In total, 6,448 adults took part in the survey. The response rate was 61%. 18 adults provided insufficient demographic details and have been excluded from the analysis. 6 of these adults however were included in the Change Analysis. A missing value (either age or ethnicity) was imputed so as to have non-missing data for the purpose of weighting.
- The technical report provides more information on how the response rate was calculated.

³⁰ Aktive Auckland at this point was still in its formative stages. Aktive Auckland follows the Auckland Council model and now provides regional leadership including for the four other Auckland-based RSTs – Sport Auckland, Sport Waitakere, Counties-Manukau Sport and Harbour Sport.

Data analysis

- The pre-coded data entered into the company's software were checked and some preliminary work carried out to get the data ready for analysis. "Other" specify questions were subsequently coded in agreement between Sport NZ and NRB. Further details are available in the technical report.
- A final stage before analysing the data is to adjust for non-response. As not all adults chosen for the survey took part, some groups (based on gender, age and ethnicity) are under- or over-represented in the survey responses. To account for this, the responses are adjusted or weighted. The technical report describes how weighting has been achieved for ANZS. The table below shows the numbers and proportions of adults who were interviewed (ie, the unweighted profile) and numbers and proportions following the weighting process (ie, the weighted profile) and scaled back to sample size.

Profile of adults who took part in the survey – unweighted and weighted

Adult characteristics	Unweighted profile		Weighted profile	
	n	%	n	%
All adults	6,430	100.0	6,431	100.0
Gender				
Male	2,791	43.4	3,086	48.0
Female	3,639	56.6	3,345	52.0
Age				
16-24 years	757	11.8	1,023	15.9
25-34 years	934	14.5	998	15.5
35-49 years	1,639	25.5	1,696	26.4
50-64 years	1,585	24.7	1,539	23.9
65-74 years	869	13.5	740	11.5
75+ years	646	10.0	435	6.8
Ethnicity				
NZ European	4,771	74.2	4,590	71.4
Māori	931	14.5	685	10.7
Pacific peoples	297	4.6	357	5.6
Asian peoples	462	7.2	695	10.8
Other ethnicities	594	9.2	614	9.5
Socio-economic background				
Low-deprivation (1-3)	1,869	29.1	2,079	32.3
Mid-deprivation (4-6)	2,089	32.5	2,179	33.9
High-deprivation (7-10)	2,463	38.3	2,166	33.7
Location				
Major urban area	4,314	67.1	4,518	70.3
Secondary urban area	503	7.8	468	7.3
Minor urban area	604	9.4	516	8.0
Rural area	1,009	15.7	929	14.4

- The results from the survey are in a series of data tables. Responses to survey questions are analysed by a number of adult characteristics, with a focus in this report on those shown in the table above. Where appropriate in this report, an estimate of the number of participants is included. These estimates are derived using population information from the 2013 Census.

Base sizes and participant types

- Throughout the report different base sizes are used for the analysis (the base is identified in each section). The different base sizes are due to:
 - the different number of respondents in each of the **Main** and **Follow-up Surveys**, and these surveys asked different questions (see Appendix 2)
 - the different questions respondents were asked as a result of their answers to questions about participation over different timeframes ie, over 12 months, over 4 weeks and also their volunteer status
 - the need to preserve consistency across survey years when analysing changes. For example in 2013/14 some sports were prompted (see reader note 5 Appendix 5) which was not done in earlier surveys.
- Non-participants** – people who hadn't taken part in any sports/activities over 12 months.
- Participants** – in this report there are two different bases:
 - those who took part in at least one sport/activity (excluding gardening) over 12 months
 - those who took part in at least one activity (excluding gardening) over 4 weeks.

The unweighted base excludes a random selection (approximately 50%) of walkers and swimmers. The weighted base accounts for these randomly excluded participants.
See the technical report for more information.
- This logo is used to identify sections which report on either of these types of **participants**.
The reasons for these two bases of participants are explained in reader note 4 Appendix 5.



The following table shows the weighted and unweighted bases for all adults and participant types. Note, gardening was not included as a sport/activity to determine participant/non-participant status in the **Main Survey** and **Change Analysis**.

	All adults	All participants – once over 12 months	Participants – over 4 weeks (see note above)	Non-participants+
Main Survey				
All – unweighted	6,430	5,954	3,395	NA
All – weighted	6,431	6,057	5,982	NA
Follow-up Survey				
All – unweighted	6,172	5,929	3,256	243
All – weighted	6,211	6,012	5,793	198
Change Analysis				
All – unweighted	6,436++	NA	5,259	NA
All – weighted	6,436	NA	5,259	NA

The following shows the weighted and unweighted bases for volunteers.

	Volunteers
All - unweighted	1,733
All - weighted	1,841

+ Includes gardening activity

++ The Change Analysis includes 6 more respondents than the Main Survey sample. This is due to their exclusion from the Main Survey as they did not report their age and ethnicity. In the Change Analysis age and ethnicity were imputed.

Statistically significant results

- Figures from sample surveys like ANZS are subject to variation that arises from using a randomly drawn sample, rather than surveying the total population of interest. The extent of this variation falls within known ranges and is expressed as a confidence interval. Confidence intervals for ANZS have been calculated at the 95% level, which means that 19 times out of 20 we expect the true value to be within the lower and upper intervals. The technical report provides more on the approach to calculating confidence intervals.
- Confidence intervals are not reported in this document, however the report text does identify whether or not groups are significantly different in terms of their participation (ie, more or less likely).
- An example of how significant differences are identified is shown in the following example. The table below shows the confidence intervals for the proportion of adults who take part in sport and recreation over 7 days (both including, and then excluding walking). Note that:
 - when walking is included, there is no statistically significant difference between men and women – we know this because there is an overlap in the confidence intervals (the upper interval for men (74.4%) is higher than the lower interval for women (73.6%))
 - when walking is excluded, there is a statistically significant difference between men and women – there is no overlap in the confidence intervals (the lower interval for men (55.3%) is higher than the higher interval for women (51.2%)).

Participation in sport and recreation activities over 7 days (95% confidence interval)

	Men	Women
Participation in one or more activities	72.4% (70.3-74.4)	75.5% (73.6-77.4)
Participation in one or more activities (excluding walking)	57.4% (55.3-59.5)	49.1% (47.0-51.2)

Change analysis

- The results in the changes section for participation, volunteering and club membership have been analysed using an approach (the adjusted means from a logistic regression) for comparing results from surveys carried out in different years.
- Regression adjusted means allows us to see whether there is any year effect after controlling for changes in population characteristics. This is enabled by fitting a (logistic regression) model to explain the participation rate using year as one of the explanatory variables. To control for differences between years, the different age and ethnic distributions are included in the explanatory variables of the model. The simplest good fitting model is chosen by first looking at which main effects are significant and then which, if any, first order interactions are significant and so on. The final model used only the first order interactions of year with each of gender, age group (16-24, 25-34, 35-49, 50-64, 65+), European ethnicity, Māori ethnicity, Pacific ethnicity, Asian ethnicity, Other ethnicities, and Household income (quartiles and refused). There were no interactions between the “controlling” explanatory variables, eg, gender and age group.
- The participation of each individual is predicted using the full data set with our best model, first by assuming that all the people came from 2007 (ie, the year variable for the 2013 people is set to 2007), but all other responses are kept the same. The participation rate is then estimated in the usual way using the replicated weights to produce sample errors on the predicted participation rate. The participation of each individual is then predicted by assuming all the people came from 2013. The participation rate is then estimated. The difference in these two rates and the sample error on the difference determine whether the difference is significant.

Appendix 2: Survey topics

The table below shows the topics included in the **Main** and **Follow-up Surveys**.

Topics **shaded grey** were asked of all adults, topics **shaded blue** were asked of participants, and topics **shaded green** were asked of volunteers (including parent helpers as a subset). Topics in **green text** were asked for each sport/activity undertaken.

Topics included in the Main Survey

Note: Demographic questions are not included in the following summary.

	Included in report
PARTICIPATION	
Sports/activities done in last 12 months	Yes
Months of the year take part in sports/activities	No
How often usually take part in sports/activities	Yes
Sports/activities done in last 4 weeks	Yes*
Member of a club/centre in the last 4 weeks	Yes (changes section)
Type of club/centre membership in the last 4 weeks	Yes (changes section)
Sports/activities done in the last 7 days	Yes*
Ways (including main way) in which sports/activities have been done in the last 12 months	Yes (No)
Payment method for taking part in sports/activities	Yes
Main reasons for taking part in sports/activities in the last 12 months	Yes
Memberships of clubs, gyms, other centre in the last 12 months	Yes
Participation with teams and groups in the last 12 months	No
Location of participation in sports/activities in the last 12 months	Yes
Participation in events	Yes
Participation in Māori events	No
Reasons (including main reason) for not participating in Māori events	No (No)
VOLUNTEERING	
Sport/physical activity volunteering in the last 12 months	Yes
Volunteer role in the last 12 months	Yes
Sports/activities for which they have volunteered in the last 12 months – by role	No
Time spent volunteering in the last 4 weeks – by activity and role	No
Payment type for volunteer role – by activity and role	No
Months of the year volunteered in each role	No
How often usually volunteer in each role	No
Tasks undertaken by parent helpers	Yes
7-DAY SPORT AND RECREATION DIARY	
Time spent doing sport and recreation activities on each week day in the last 7 days	No
Intensity level of sport and recreation activities on each week day	No
DISABILITY	
Self-report of any physical or intellectual disability/condition that is not poor health (lasting 6 months+)	No
Whether disability prevents participation in sport or physical activity	No

* The report includes results for levels of participation in the last 4 weeks and last 7 days. Results for individual activities in these two timeframes are not included.

Topics included in the Follow-up Survey

Note: Administrative questions are not included in the following summary. The topic **shaded orange** was asked of non-school going adults. Topics in **purple text** were only asked of those interested in doing more. The topic in **blue text** was only asked of those not interested in trying a different sport or activity.

	Included in report
TRAMPS AND WALKS (asked of those who reported doing so in the Main Survey)	
Types of tramps done in the last 12 months	No
Types of walks done in the last 12 months	No
PARTICIPATION HISTORY	
Uptake of new activities in the last 12 months	No
Re-entry into previously done activities in the last 12 months	No
Number of years have done activities	No
Received instruction/coaching in the last 12 months	Yes
Use of instructional resources (eg, tapes, books, video, web) in the last 12 months	Yes
INTEREST IN MORE SPORT AND RECREATION	
Interest in trying or doing more (non-participants/participants try/participants do more)	(Yes) (Yes) (Yes)
Reasons (non-participants/participants) not interested in trying more	No
Activity of most interest (non-participants/participants try/participants do more)	(No) (Yes) (Yes)
Barriers to trying/doing more activities (non-participants/participants try/participants do more)	(No) (Yes) (Yes)
Reasons why cost is a barrier (non-participants/participants try/participants do more)	No
Reasons why time is a barrier (non-participants/participants try/participants do more)	No
SOCIAL MEDIA NETWORKS	
Current general use of social media	No
How often currently use social media	No
Sport-related reasons for using social-media	No
SPORT PARTICIPATION DURING SCHOOL YEARS	
While at high school how often took part in sport outside of class	No
If sport was played while outside of class, what was the highest level sport was played	No

Appendix 3: Participation in sport and recreation activities – full list

The 'Participation in Sport and Active Recreation' section of this report shows the proportion of adults who participated in the top 20 activities.

The following is the full list of sport and recreation activities all adults had taken part in over 12 months irrespective of the intensity, duration or frequency of the activity undertaken. The information includes only responses to the initial survey question about activities participated in (see reader note 3 Appendix 5).

On a Showcard respondents were shown what types of activity to include (ie, activities done in spare time for fun, exercise, socially or competitively and those that were active). They were also shown what types of activity to exclude (ie, active transport, active paid and unpaid work and passive recreation).

	%
Abseiling	<1.0
Adventure rowing	<1.0
Aerobics{step, circuit}	9.0
American football/Gridiron	<1.0
Aquarobics (aqua/water jogging)	2.8
Archery	1.0
Athletics (track and field)	1.9
Badminton	3.5
Baseball	<1.0
Basketball ^A	4.6
Bike polo	<1.0
Billiards/pool/snooker	1.1
Black water rafting	<1.0
Blowkarts land yachts	<1.0
BMX/FMX	<1.0
Boating	<1.0
Boccia	<1.0
Bodybuilding	<1.0
Boogie boarding	<1.0
Bowls	4.2
Boxing	3.5
Callisthenics ^B	6.1
Canoe polo	<1.0
Canoeing/kayaking	8.1
Canyoning	<1.0
Clay target shooting	<1.0
Cricket ^A	5.3
Croquet	<1.0
Curling	<1.0
Cycling/biking ^C	24.8
Dance ^D	9.8
Darts	<1.0
Diving/scuba diving ^E	3.4
Diving (springboard) ^E	<1.0

	%
Dragon boating	<1.0
Equipment-based exercise ^F	22.4
Exercise classes/going to the gym	3.6
Exercising at home	3.3
Fencing	<1.0
Fishing ^G	19.5
Football (soccer) ^A	6.3
Free running/parkour	<1.0
Frisbee	<1.0
Frisbee golf	<1.0
Gardening	45.3
Geocaching	<1.0
Gliding	<1.0
Golf	9.6
Golf croquet	<1.0
Gymnastics	<1.0
Hacky sack	<1.0
Handball	<1.0
Hockey	1.3
Horse riding/equestrian	2.6
Hunting ^H	5.0
Ice hockey	<1.0
Ice skating	1.5
Inline hockey	<1.0
Inline skating	<1.0
Jet boating	<1.0
Jet skiing	<1.0
Jogging/running ^I	19.2
Kapa haka (poi, waiata-a-aringa)	<1.0
Kilikiti	<1.0
Ki-o-rahī	<1.0
Kite surfing	<1.0
Knee boarding	<1.0
Korfball	<1.0

	%
Lacrosse	<1.0
Marching	<1.0
Martial arts	2.1
Mau rakau/taiaha ^J	<1.0
Mini-golf	<1.0
Motorsports	3.1
Mountaineering/mountain climbing	<1.0
Multisport/triathlons&duathlons ^J	1.3
Netball ^A	5.7
Orienteering/rogaining	<1.0
Outrigger canoe	<1.0
Paintballing/Lazertag	<1.0
Paragliding	<1.0
Petanque	<1.0
Pilates/yoga at gym/class/ elsewhere ^K	10.5
Polo	<1.0
Rafting	<1.0
Rock climbing	<1.0
Rollerblading	<1.0
Roller skating	<1.0
Rowing	<1.0
Rugby	3.6
Rugby league	1.3
Sailing/yachting ^L	2.1
Scooter	<1.0
Shooting (rifle + pistol)	3.5
Shooting goals with children	<1.0
Skateboarding	1.7
Skijoring	<1.0
Skydiving/freefall	<1.0
Slacklining	<1.0
Snorkelling	<1.0
Snow sports^M	6.2
Softball	1.1
Squash	2.4
Stand Up Paddle (boarding)	<1.0
Surfing/bodyboarding	4.3
Surf Life Saving	<1.0
Swimming	30.2
Table tennis	4.5
Tag	<1.0
Tag rugby	<1.0
Tai chi	1.1
Tenpin bowling	<1.0
Tennis	6.3
The X Race	<1.0
Tobogganing	<1.0
Touch rugby	4.9

	%
Trail bike riding	<1.0
Tramping	9.7
Trampolining	<1.0
Ultimate frisbee	<1.0
Underwater hockey	<1.0
Volleyball	2.9
Waka ama	<1.0
Wakeboarding	<1.0
Walking for sport or leisure^O	60.0
Water biscuiting	<1.0
Water polo	<1.0
Water skiing	2.4
Weightlifting	<1.0
Whitewater rafting*	<1.0
Windsurfing	<1.0
Woodchopping	<1.0
Wrestling	<1.0

Notes:

Bold = activities in the Showcard

- A includes both indoor and outdoor versions of the activity
- B includes any callisthenics done in exercise classes/at the gym or at home. Exercise classes and exercises at home appeared on the Showcard
- C includes mountain biking and cycling
- D dance includes several genres (eg, ballet, hip-hop, ballroom, modern and tap). Dance also includes the following which appeared on the Showcard “all categories – including cultural or national dance (eg, lakalaka, tame, mako, Scottish, Irish, Dutch, Indian etc.)”
- E type of diving was not specified was shown on the Showcard
- F includes any equipment-based activities done in exercise classes/at the gym or at home. Exercise classes and exercises at home appeared on the Showcard.
- G includes freshwater and marine fishing
- H includes hunting and deer stalking/pig hunting
- I listed as running/jogging on the Showcard
- J listed separately on the Showcard
- K includes any Pilates/yoga done at the gym or at home. Listed as yoga/Pilates on the Showcard
- L listed as yachting/sailing on the Showcard
- M includes skiing (snow, grass) and snowboarding which were shown separately on the Showcard
- N listed as touch on the Showcard
- O for ease of reading in the body of the report this is referred to as walking

Appendix 4: Additional data tables

Participation in sport or recreation activities, excluding walking (all adults)

The following information shows the proportion of adults who participated in at least one sport and recreation activity, excluding walking (and gardening), over three different timeframes – 12 months, 4 weeks and 7 days.

The 'Participation in Sport and Active Recreation' section (page 32) of this report shows the proportion of adults who participated in at least one sport and recreation activity, including walking (but not gardening), over the same timeframes.

Participation in sport or recreation activities over different timeframes, excluding walking

Over 12 months	
	%
All adults	84.9
Gender	
Men	88.6
Women	81.5
Age (years)	
16-24	95.8
25-34	90.2
35-49	89.3
50-64	83.4
65-74	73.2
75+	55.1
Ethnicity	
NZ European	85.2
Māori	84.6
Pacific peoples	85.5
Asian peoples	86.5
Other ethnicities	85.2
Deprivation	
Low	89.0
Medium	85.2
High	80.7
Location	
Major urban	86.2
Secondary urban	75.8
Minor urban	79.0
Rural	86.2

Over 4 weeks	
	%
All adults	69.0
Gender	
Men	74.5
Women	63.9
Age (years)	
16-24	81.3
25-34	74.8
35-49	73.3
50-64	66.3
65-74	55.8
75+	41.2
Ethnicity	
NZ European	69.2
Māori	68.2
Pacific peoples	70.8
Asian peoples	68.1
Other ethnicities	72.2
Deprivation	
Low	74.3
Medium	68.7
High	64.1
Location	
Major urban	70.7
Secondary urban	58.3
Minor urban	63.3
Rural	69.2

Over 7 days	
	%
All adults	53.1
Gender	
Men	57.4
Women	49.1
Age (years)	
16-24	64.8
25-34	60.3
35-49	55.1
50-64	49.1
65-74	43.8
75+	30.8
Ethnicity	
NZ European	53.4
Māori	53.6
Pacific peoples	53.4
Asian peoples	51.5
Other ethnicities	55.3
Deprivation	
Low	57.5
Medium	52.4
High	49.5
Location	
Major urban	55.5
Secondary urban	45.9
Minor urban	44.9
Rural	49.5

Frequency of participation in sport and active recreation

The following information shows how often participants of different ethnic and socio-economic backgrounds and from locations take part in sport and recreation.

Notable findings relating to this information (as well as findings for men and women and participants of different ages) are presented in the 'Frequency of Participation in Sport and Active Recreation' section (page 32) of this report.

Frequency of participation in sport and recreation activities by ethnicity, deprivation and location

Ethnicity

	All participants	NZ European	Māori	Pacific peoples	Asian peoples	Other ethnicities
	%	%	%	%	%	%
5-7 days a week	34.7	34.5	38.5	35.9	35.4	38.1
3-4 days a week	32.8	32.8	33.4	40.0	29.5	29.3
1-2 days a week	25.8	26.0	21.3	19.3	28.2	24.8
Every 2 weeks or less	6.7	6.7	6.8	4.8	6.8	7.9

Deprivation

	Low	Medium	High
	%	%	%
5-7 days a week	35.4	34.8	34.0
3-4 days a week	32.9	32.8	32.7
1-2 days a week	24.8	25.8	26.7
Every 2 weeks or less	6.9	6.7	6.7

Location

	Major urban	Secondary urban	Minor urban	Rural
	%	%	%	%
5-7 days a week	35.7	34.5	32.3	31.4
3-4 days a week	33.5	34.6	31.1	29.4
1-2 days a week	25.0	24.6	27.5	29.2
Every 2 weeks or less	5.8	6.3	9.1	10.0

Participants' use of instructional resources

The following information shows the proportion of sport and recreation participants who over 12 months use instructional resources (tapes, books, videos or web instruction) to help improve their performance.

Findings relating to this information are described in the 'Use of Instructional Resources (online or other)' sub-section (page 40) of this report.

Use of instructional resources (online or other) over 12 months

	%
All adults	31.1
Gender	
Men	32.9
Women	29.5
Age	%
16-24	45.6
25-34	38.9
35-49	36.9
50-64	22.2
65-74	16.2
75+	7.7

Ethnicity	%
NZ European	28.3
Māori	34.9
Pacific peoples	40.3
Asian peoples	41.3
Other ethnicities	40.2

Deprivation	%
Low	35.8
Medium	28.7
High	28.7

Location	%
Major urban	33.4
Secondary urban	23.1
Minor urban	17.6
Rural	31.1

Participation in man-made facilities and natural settings

The following information shows the types of man-made facilities and natural settings participants used for sport and recreation over the last 12 months. Participants were asked which of the following 21 types of facilities and settings they had used.

- Man-made facilities:
 - at an indoor pool or aquatic centre
 - at an outdoor pool
 - at an indoor sports facility or complex (like a recreation centre, leisure centre, stadium)
 - at an indoor facility not used mainly for sport or recreation (eg, community hall, school hall)
 - at a gym or fitness centre (not part of a recreation, leisure centre, stadium)
 - at an outdoors sport facility (like an outside netball court, golf course, ski field)
 - indoors or outside at a marae
 - indoors or outside at your home or someone else's home
 - outside on a path, cycleway or walkway that is in a town or city
 - other places indoors or outdoors at a facility.
- Natural settings:
 - outdoors at a park in a town or city
 - on an off-road bike trail or walking track
 - in the countryside or over farmland
 - in the bush or a forest
 - by a lake (for example, on the lake shore)
 - on or in a lake
 - by a river (for example, on the river bank or land alongside the river; rivers include estuaries as far as the sea)
 - on or in a river
 - at a beach or by the sea
 - in or on the sea
 - other places in the outdoors.

Notable findings relating to this information (as well as findings for men and women) are described in the 'Where People Participate in Sport and Active Recreation' section (pages 44-45) of this report. As shown in the body of the report, a small number of facilities (ie, an outdoor pool, indoors or outdoors at a marae and by a lake) were used by less than 10% of adults. Due to small sample sizes these have not been included in the following tables.

* Small survey sub-samples. Use results with caution.

Participation at different types of man-made facilities and natural settings by age (years)

	16-24	25-34	35-49	50-64	65-74	75+
One or more man-made facilities	94.6	93.7	91.2	88.7	89.1	90.3
At an indoor pool or aquatic centre	20.9	22.5	23.0	14.6	11.0	7.0*
At an indoor sports facility or complex	33.4	28.5	20.6	12.4	6.7*	10.0*
At an indoor facility not used mainly for sport or recreation	23.1	18.7	11.7	13.8	15.4	15.0
At a gym or fitness centre	34.4	31.0	23.2	16.7	6.5*	5.4*
At an outdoor sports facility	46.6	34.4	29.4	25.7	23.4	17.1
Indoors or outside at your home or someone else's home	39.1	42.4	43.1	35.5	36.1	33.1
Outside on a path, cycleway or walkway that is in a town or city	44.0	50.9	56.5	54.8	54.1	59.7
One or more natural settings	78.6	80.8	83.8	84.4	77.7	52.3
Outdoors at a park in a town or city	51.2	57.2	53.5	46.9	48.8	28.9
On an off-road bike trail or walking track	22.3	26.1	30.2	25.3	22.4	8.3*
In the countryside or over farmland	19.6	21.1	26.1	29.2	26.7	8.6*
In the bush or a forest	24.0	25.1	33.1	33.1	27.6	8.2*
By a lake	10.2	10.6	14.9	13.1	17.3	9.5*
By a river	12.3	16.2	20.4	19.9	21.0	6.8*
On or in a river	13.7	13.2	11.2	11.9	7.0	4.2*

Participation at different types of man-made facilities and natural settings by ethnicity

	All participants	NZ European	Māori	Pacific peoples	Asian peoples	Other ethnicities
One or more man-made facilities	91.3	91.5	87.6	87.0	93.0	93.6
At an indoor pool or aquatic centre	18.3	18.5	11.0	20.2	20.8	19.8
At an indoor sports facility or complex	19.8	17.8	24.2	25.2	25.8	22.1
At an indoor facility not used mainly for sport or recreation	15.8	15.2	22.1	23.9	15.5	14.4
At a gym or fitness centre	21.8	21.3	18.6	22.9	23.4	24.6
At an outdoor sports facility	30.7	32.4	35.6	28.2	19.7	28.1
Indoors or outside at your home or someone else's home	39.2	38.9	40.5	41.2	39.8	43.4
Outside on a path, cycleway or walkway that is in a town or city	53.1	56.3	42.7	41.0	43.6	53.6
One or more natural settings	80.1	81.9	76.1	79.4	71.7	81.5
Outdoors at a park in a town or city	50.3	49.1	39.3	62.2	55.5	54.5
On an off-road bike trail or walking track	25.0	28.4	17.3	12.2	13.1	26.4
In the countryside or over farmland	24.0	27.7	15.3	3.0*	8.1	29.9
In the bush or a forest	28.3	32.3	17.5	9.1*	11.9	35.0
By a lake	13.0	13.8	11.4	3.7*	8.5	16.9
By a river	17.6	19.9	16.8	2.9*	10.3	19.2
On or in a river	11.2	12.8	11.3	3.9*	3.3*	12.1
At a beach or by the sea	35.9	38.6	32.4	10.7*	24.9	48.3
In or on the sea	28.8	31.9	35.9	17.7	12.1	31.9

* Small survey sub-samples. Use results with caution.

Participation at different types of man-made facilities and natural settings by deprivation

	Low	Medium	High
One or more man-made facilities	92.7	91.3	89.7
At an indoor pool or aquatic centre	21.3	14.5	19.0
At an indoor sports facility or complex	18.5	20.3	20.6
At an indoor facility not used mainly for sport or recreation	15.7	14.8	16.9
At a gym or fitness centre	24.7	19.6	21.1
At an outdoor sports facility	35.0	27.3	29.5
Indoors or outside at your home or someone else's home	41.3	38.9	37.5
Outside on a path, cycleway or walkway that is in a town or city	58.4	52.8	48.0
One or more natural settings	86.4	79.4	74.4
Outdoors at a park in a town or city	50.4	51.3	49.0
On an off-road bike trail or walking track	31.4	26.2	17.0
In the countryside or over farmland	31.7	26.2	13.9
In the bush or a forest	35.0	29.3	20.3
By a lake	15.0	14.5	9.3
By a river	18.6	19.7	14.6
On or in a river	12.7	10.8	10.1
At a beach or by the sea	40.1	37.3	30.1
In or on the sea	34.0	25.8	26.6

Participation at different types of man-made facilities and natural settings by ethnicity

	Major urban	Secondary urban	Minor urban	Rural
One or more man-made facilities	93.0	93.3	90.2	82.6
At an indoor pool or aquatic centre	20.1	15.4	11.4	14.4
At an indoor sports facility or complex	21.4	20.6	16.2	13.6
At an indoor facility not used mainly for sport or recreation	16.6	15.7	10.9	14.7
At a gym or fitness centre	24.2	15.5	13.3	17.3
At an outdoor sports facility	30.0	29.9	33.3	33.5
Indoors or outside at your home or someone else's home	39.6	41.1	30.8	41.1
Outside on a path, cycleway or walkway that is in a town or city	55.1	56.5	57.2	39.1
One or more natural settings	80.6	67.2	74.4	86.8
Outdoors at a park in a town or city	55.8	42.3	41.8	31.0
On an off-road bike trail or walking track	26.6	20.3	20.1	21.9
In the countryside or over farmland	19.0	16.6	24.2	52.7
In the bush or a forest	28.3	19.2	24.6	34.5
By a lake	12.7	12.2*	10.4*	16.2
By a river	16.9	18.3	23.1	18.0
On or in a river	9.3	12.4*	13.2	19.0
At a beach or by the sea	38.0	23.7	33.6	31.8
In or on the sea	29.1	18.4	27.2	33.1

Interest in doing more sport and recreation activities

The following information shows the proportions of all adults (of different socio-economic backgrounds and locations) interested in trying or doing more sport and recreation activities. It also shows participants' interest in trying or doing more and barriers to increased participation.

Findings relating to this information are described in the 'Interest in, and Barriers to, More Sport and Active Recreation' section (page 50) of this report. See reader notes 6 and 8 Appendix 5 for more information.

Interest in trying or doing more sport and recreation activities (all adults)

Deprivation	
Low	67.5
Medium	65.8
High	63.8

Location	
Major urban	67.7
Secondary urban area	51.9
Minor urban area	61.9
Rural area	64.5

Interest in trying and doing more (all participants)

	Interest in trying a new activity	Interest in doing more of an existing activity
Deprivation		
Low	46.3	47.4
Medium	46.1	44.1
High	49.9	40.1

Location		
Major urban	49.4	45.2
Secondary urban area	35.3	33.3
Minor urban area	42.4	38.8
Rural area	46.3	44.7

Barriers to doing more

The following information shows participants barriers to both trying a new activity and also to doing more on an existing activity.

Findings relating to this information are described in the 'Interest in, and Barriers to, More Sport and Active Recreation' section (pages 52-53) of this report.

Top three barriers to trying a new activity (interested participants only) by age (years), ethnicity, deprivation and location

	16-24	%	25-34	%	35-49	%	50-64	%	65-74	%	75+	%
1	Lack of time	51.5	Lack of time	64.6	Lack of time	60.0	Lack of time	49.8	Lack of time	38.6	Poor health /disability /injury	35.2*
2	Too costly /can't afford	30.4	Too costly /can't afford	25.2	Too costly /can't afford	26.7	Too costly /can't afford	19.8	Poor health/ /disability	20.6	Lack of time	19.3*
3	Don't know where or who to contact	14.1	Don't know where or who to contact	8.6	No facilities/ parks nearby	8.8	Poor health/ disability/ injury	11.4	Too costly /can't afford	9.1*	Lack motivation	14.1*

	Interested participants	NZ European		Māori		Pacific peoples		Asian peoples		Other ethnicities		
1	Lack of time	53.8	Lack of time	51.8	Lack of time	48.5	Lack of time	54.1	Lack of time	65.6	Lack of time	55.5
2	Too costly/ can't afford	23.5	Too costly/ can't afford	23.4	Too costly/ can't afford	25.2	Too costly/ can't afford	21.8*	Too costly/ can't afford	24.2	Too costly/ can't afford	22.7
3	Poor health /disability /injury	9.4	Poor health /disability /injury	11.2	Don't know where or who to contact	10.0*	Don't have anybody to do things with	12.6*	Don't have anybody to do things with	16.1	No facility/ parks nearby	11.1*

	Low deprivation	Medium deprivation			High deprivation			
1	Lack of time	55.9	Lack of time		58.2	Lack of time		47.8
2	Too costly/can't afford	21.2	Too costly/can't afford		20.8	Too costly/can't afford		28.2
3	Poor health/disability/injury	10.7	Poor health/disability/injury		7.1	Poor health/disability/injury		10.2

	Major urban	Secondary urban		Minor urban		Rural		
1	Lack of time	54.1	Lack of time	54.7	Lack of time	42.3	Lack of time	57.8
2	Too costly/ can't afford	25.2	Too costly/ can't afford	20.6*	Too costly/ can't afford	17.5*	Too costly/ can't afford	18.7
3	Don't know where or who to contact	9.0	Don't have anybody to do things with	7.6*	Poor health /disability/injury	13.4*	No facility/ parks nearby	14.9

Top two barriers to doing more of an existing activity (interested participants only) by age (years), ethnicity, deprivation and location

	16-24	%	25-34	%	35-49	%	50-64	%	65-74	%	75+	%
1	Lack of time	55.8	Lack of time	75.8	Lack of time	74.1	Lack of time	67.2	Lack of time	54.1	Poor health /disability/ injury	31.4*
2	Too costly/ can't afford	13.1	Too costly/ can't afford	10.9	Too costly/ can't afford	14.7	Poor health /disability/ injury	7.9*	Poor health /disability/ injury	14.2*	Lack of time	20.7*

	Interested participants	NZ European		Māori		Pacific peoples		Asian peoples		Other ethnicities		
1	Lack of time	66.5	Lack of time	66.3	Lack of time	55.8	Lack of time	58.0	Lack of time	77.6	Lack of time	63.6
2	Too costly/ can't afford	10.5	Too costly/ can't afford	10.6	Too costly/ can't afford	12.0*	Too costly/ can't afford	11.6*	Too costly/ can't afford	8.6*	Too costly/ can't afford	14.7*

	Low deprivation	Medium deprivation			High deprivation			
1	Lack of time	68.8	Lack of time		68.0	Lack of time		62.2
2	Too costly/can't afford	8.4	Too costly/can't afford		9.5	Too costly/can't afford		14.0

	Major urban	Secondary urban		Minor urban		Rural		
1	Lack of time	65.7	Lack of time	66.1	Lack of time	59.6	Lack of time	73.9
2	Too costly/ can't afford	11.5	Too costly/ can't afford	10.7*	Poor health/disability/injury	11.7*	No facilities/parks nearby	6.6*

Appendix 5: Reader notes

General notes

- As explained on page 19 the information presented in this report should not be compared with information in the 2007/2008 Survey reports. The **Change Analysis** section has been included in this report for this reason.
- The results in this report are subject to error of 0.1 percentage points due to rounding techniques. In some cases, this rounding results in figures that should sum to 100 percent summing to just under or over 100.

Reader note 1 – New Zealand Index of Socioeconomic Deprivation (NZDep)

- NZDep is an index of socioeconomic deprivation that combines 9 variables (household income, including eligibility for means tested benefits, household ownership, family structure, employment, qualifications, number of bedrooms per household, access to a telephone and access to a car).
- The Index is applied to each meshblock (the geographical units used at the first stage of ANZS sample selection). NZDep2006 has been used for this purpose of this reporting, as NZDep2013 was not available at the time of sample selection.
- The Index is a scale from 1 to 10. Each point on the scale includes 10% of the New Zealand population. The lower the number the least deprivation, the higher the number the more deprivation.
- For the purpose of this report, adults have been grouped into three deprivation bands: low (1-3), medium (4-7) and high (8-10) deprivation.

Reader note 2 – Location

- The definitions of the locations used by Statistics New Zealand] are:
 - Main urban – minimum population of 30,000 and over
 - Secondary urban – populations of 10,000 to 29,999
 - Minor urban – populations of 1,000 to 9,999, effectively smaller towns
 - Rural – remaining areas eg, townships, crossroad villages, with populations below 1,000.
- For ease of reading in this report, we refer to them as large, medium-sized and small urban areas and rural areas respectively.

Reader note 3 – Participation calculations and prompted/unprompted activities

- The initial survey question asked respondents what types of sports/activities they had participated in over the last 12 months. Respondents were prompted with a list of 71 activities (See Appendix 3 or Showcard 2 which can be found at www.srknowledge.org.nz/researchseries/active-new-zealand-20132014/). They could also name other sports/activities that were not prompted. Note that:
 - this information has been used to report participation levels in individual sport/activities (see popular activities pages 24-29 including in the Changes Section pages 68-71 and Appendix 3)
 - the results for an activity that was prompted should not be directly compared with an activity that was not prompted. Unprompted sports/activities are likely to be under-reported.
- A subsequent participation question was asked of respondents. A small number (11) of additional water-based and traditional Māori activities (see questionnaire which can be found at: www.srknowledge.org.nz/researchseries/active-new-zealand-20132014/) were prompted. Additionally five sports/activities were prompted in both the initial and subsequent questions. Note that:
 - The information from both the initial and subsequent questions has been used to report overall participation levels (which aggregate participation across all activities). These participation levels include participation over different timeframes (pages 22-23) and the number of activities (pages 30-31).
 - Overall this has a very small impact on results. Participation levels in specific sports/activities (including and excluding the responses at the subsequent question) were typically within around 1 percent of each other.

Reader note 4 – Reasons for and explanation of the two types of (sport and recreation) participants

As discussed in Appendix 1 there are two participant types/bases in this report.

- The initial survey question asked respondents what types of sports/activities they had participated in over the last 12 months. This question provides measures of participation overall and for individual sports. It also allows for comparison with past surveys.
- A subsequent question asked respondents how often they usually take part in each activity. This question helped identify participants in each activity with higher levels of engagement than once a year. This survey sought to better understand participants (ie, where, how and why). Providing information only on participants with higher engagement provides a truer representation. For this reason, some questions (eg, ways people participate and where people participate) were only asked for the sports/activities that participants took part in at least once a month.

Reader note 5 – Main reasons for participating

- Those who answered questions about why they participated in different sports/activities were prompted on a showcard with a range of possible reasons. For each activity respondents could choose more than one of the prompted reasons and/or provided other reasons. Specific reasons were grouped under more generic headings on the showcard; these are reported on in this report. Specific reasons will be reported in the future. The following table shows the reasons that appeared on the Showcard.

Generic reason	Specific reason
Fitness and health	To keep fit (not just to lose weight) To lose weight/to get toned To relieve stress To help with an injury To help with a disability It provides me with a physical challenge
Cultural reasons	It's a way I can connect with my culture To support my friends and family to take part
Enjoyment	Just to enjoy it/It's fun to do
Social reasons	To meet with friends To meet new people To be part of a club To be part of a team
Sport performance	To train/improve performance To take part in competition
Low cost	It doesn't cost much to do
Convenience	I don't need to join a club I don't need to join a gym I can take part when the time suits me I can easily get to places close by to do the activity

Reader note 6 – Interest in, and barriers to, doing more sport and recreation

The **Follow-up Survey** included a series of questions about interest in sport and recreation activities.

1. People who hadn't taken part in any sports/activities over 12 months (non-participants) were asked:
 - a) if there were any sports/activities that they would like to do or try at the moment:
 - i) if they said yes, they were asked which activity they would most like to try and what, if anything, prevented them from doing that activity (see reader note 8 for more information)
 - ii) if they said no, they were asked what, if any, were the reasons why they wouldn't like to do sports or physical recreation activities.
2. People who had taken part in one or more sports/activities over 12 months (participants) were asked:
 - a) if there were any other sports/activities that they would like to do or try now, that they did not do over 12 months:
 - i) if they said yes, they were asked which activity they would most like to do or try now and what, if anything, prevented them from doing that activity (see reader note 8 for more information)
 - ii) if they said no, they were asked what, if any, were the reasons why they wouldn't like to do other sports or physical recreation activities.
3. Participants were also asked:
 - a) if there were any sports or physical recreation activities that they did over 12 months that they would like to do more often or spend more time doing
 - b) if they said yes, they were asked which activity they would most like to do more often and what, if anything, prevented them from doing that activity more often (see reader note 8 for more information).
4. In the section on interests and barriers (page 50), the "yes" responses to 2a(i), 3a(i) and 4a(i) have been combined to provide a measure of overall adult interest in sport and recreation.
5. Only 243 people were non-participants. With a broad range of responses this means that there is insufficient information (ie, sample) to analyse their responses about activities interested in and what prevents them from doing these activities (barriers).
6. Readers also should note that people whose only activity was gardening are **included** in this section as participants.

Reader note 7 – Activity grouping

- For convenience, activities have been grouped in the section on interest.
- 'Team-based sports' are those activities that when played as a sport are played in teams. In contrast, 'other sports' may be done as a sport either individually and/or within a team. 'Recreation activities' tend towards active recreation rather than sport, although some may fall under both, but have high recreational participation, eg, snow sports are competitive sports, but people are more likely to take part in these activities in a recreational context.

Reader note 8 – Barriers

- Barriers were not prompted. However, if respondents indicated either a lack of time or that it was too costly they were verbally prompted about why this was the case. These reasons will be reported in the future.



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