# ACTIVE NZ

#### MAIN REPORT

THE NEW ZEALAND PARTICIPATION SURVEY 2017



#### ACKNOWLEDGEMENTS

Many people have contributed to the development and implementation of our new Active NZ survey, and we thank you for your expertise, support and guidance. We express special thanks to previous and current Sport New Zealand (Sport NZ) researchers, Intelligence team members and our research partner, Nielsen.

Within Sport NZ, special thanks also go to Janette Brocklesby, who has led the extensive work to redevelop and reinvigorate Active NZ.

Finally, we would like to thank everyone across New Zealand who took the time to take part in the research. Without their willing contribution this report would not have been possible. Their input has been invaluable in providing Sport NZ, our partners and providers with important insights into how we can improve the accessibility and quality of sport and active recreation.

#### **AUTHORS**

The principal author of this report is Janette Brocklesby, working alongside Glen McCarty and others at Sport NZ and Nielsen.

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Download this report at sportnz.org.nz/ActiveNZ

#### WANT TO FIND OUT MORE?

The following Active NZ resources are also available at sportnz.org.nz/ActiveNZ

- Detailed data tables supporting the report
- Technical report for more detail on design, method, data treatment and questionnaires.

Contact: activenz@sportnz.org.nz



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# SPORT NZ IS PLEASED TO Release the first results from its redesigned 2017 Active NZ Survey.

#### PETER MISKIMMIN Chief Executive Sport NZ

This is the fourth time Sport NZ has carried out a nationwide participation survey. However, it is the first time since 2011 that we have reported young people's participation and the very first time we have surveyed young people and adults together.

The results in this report are based on data collected through the Active NZ survey between 5 January 2017 and 4 January 2018 from 6,004 young people (aged 5–17) and 27,038 adults (aged 18+).

Through the up-to-date evidence in this report – gathered through a fresh participant focus and a continuous survey approach – we now have a better understanding of participants and non-participants alike, as well as the overall landscape of participation in sport and active recreation in New Zealand.

So, what does it tell us? Importantly, it tells us that sport and active recreation continue to play a key role in New Zealanders' lives. In any given week, 95 per cent of young people and 73 per cent of adults participate. Young people spend an average of II hours participating in 5.4 sports and activities, while adults average 5.3 hours across 2.3 sports and activities. Weekly participation, average time spent participating and the average number of sports and activities peak between ages I2–I4 before declining between ages I5–I7. Participation is then relatively stable throughout adult years before declining again from age 65.

Yet while these weekly averages may appear high, participation is under pressure. In 2016, we reported a 7.7 per cent decline in adult participation over a 16-year period between 1998 and 2014, and this report shows barriers to participation persist.

Despite these challenges, the main findings in this report clearly show that people of all ages in New Zealand have an appetite for increasing their participation and highlight diversity in the ways population groups engage in sport and active recreation. Sport NZ and its partners will use Active NZ to inform future planning, and there will be more reports to come on topics that explore the needs and wants specific to different participant groups – based, for instance, on age and ethnicity.

Finally, I would like to thank everyone involved in developing and implementing the survey, including previous and current Sport NZ researchers, Intelligence team members, our research partner Nielsen, together with the thousands of people who took the time to contribute.

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It is the first time since 2011 we have reported young people's participation and the very first time we have surveyed young people and adults together."

- Peter Miskimmin, Chief Executive, Sport NZ

# GLOSSARY

#### RESPONDENTS

People who took part in the survey

#### **ADULTS**

**Respondents aged 18**<sup>±</sup>

#### YOUNG PEOPLE

Respondents aged 5-17

#### PARTICIPANTS

People who have been physically active in sport or recreation in the past seven days, where this participation excludes any physical activity undertaken for work or chores. Participation can include physical activity undertaken to get from one place to another (active transport) if the respondent considers it to be for sport or active recreation.

#### **NON-PARTICIPANTS**

People who have not been physically active in sport or recreation in the past seven days.

#### PARTICIPATION IN COMPETITIVE AND NON-COMPETITIVE SPORTS OR ACTIVITIES

Participating through an organised structure, e.g. in a league or club competition, tournament or competitive event. Non-competitive participation refers to sports or activities undertaken outside of a league or club competition, tournament or competitive event.

#### **ORGANISED PARTICIPATION**

Applies to young people only. Participation in a competition or tournament is one component of organised participation.

Other organised sports and activities include being physically active in physical education or class at school, sport and activities undertaken in a competition and training, or practising with a coach or instructor.

#### **INFORMAL PARTICIPATION**

Applies to young people only

Informal sports and activities include being physically active through play with others, playing alone, extra training activities, or practising without a coach or instructor.

#### **SPORT AND ACTIVE RECREATION**

Sport and active recreation is used throughout this report for simplicity. However, participation is multifaceted. Sport can be undertaken in an organised structure, e.g., in a competition or tournament or informally outside an organised structure. Sport is associated with being competitive, but individuals differ in their degree of competitiveness irrespective of how they participate. Active recreation is a term used by Sport NZ to capture participation in activities not considered to be sport, e.g., play, dance or tramping.

#### **WEEKLY PARTICIPATION**

Refers to being physically active in sport and active recreation at least once in the past seven days.

#### ETHNICITY

When referring to results by ethnicity throughout this report – European, Māori, Pacific (including Samoan) and Asian (including Indian and Chinese) – this is based on respondents' self-identification.

# ACTIVE NZ YEAR 1 Participation Report

This report provides a snapshot of participation in sport and active recreation in 2017 by people aged 5+. It also resets New Zealand's participation baselines using a new method.

#### **ABOUT THIS REPORT**

The redesigned Active NZ survey, puts the participant front and centre and is based on extensive qualitative research, cognitive testing and piloting, to ensure the voices of both participants and non-participants are heard.

It is based on data collected through the Active NZ survey between 5 January 2017 and 4 January 2018 among 6,004 young people (aged 5–17) and 27,038 adults (aged 18<sup>+</sup>).<sup>1</sup>

This report covers a selection of results from the survey and will be supported by a progressive release of up-to-date information and insights on participation. It focuses on:

- How much participation happens in any given week – how many people are participating and who they are
- The relationship between increasing time spent participating and benefits to individuals
- How people participate
- What motivates them to participate
- What gets in the way of participating.

This report also highlights the differences (and similarities) between young people's and adults' participation and draws attention to variation by gender and ethnicity.

It should be noted that results have been drawn from two separate surveys and data sets: one for young people aged 5–17 and one for adults 18+. When there is commentary about differences between young people and adults, comments are based on observations rather than statistical testing between the two data sets.

Within the two data sets, reported differences between the total result and sub-groups are statistically significant at the 95 per cent confidence level. Significance testing means we can be sure that the differences reported are not due to random variation because we are using a sample and not conducting a population census.

Knowing a difference is statistically significant does not mean the difference is important, and only meaningful differences have been commented on.

Data tables accompanying the report contain all base sizes and highlight all statistically significant differences at the 95 per cent confidence level.<sup>2</sup>



# **KEY FINDINGS**

The results are based on data collected between 5 January 2017 and 4 January 2018 from 6,004 young people (aged 5–17) and 27,038 adults (aged 18+).

Active NZ provides a point-in-time snapshot of participation. This is explored through the lenses of age, gender, ethnicity and deprivation, with the key out-takes being:

# 01

Young people are much more active than adults. In any given week, 95 per cent of young people and 73 per cent of adults participate. Young people spend an average of II hours participating in 5.4 sports and activities, while adults average 5.3 hours in 2.3 sports and activities.

# 02

Participants and non-participants want to participate more. Sixty-four per cent of young people and 74 per cent of adults want to increase their participation.

## 03

Young people are most likely to participate for fun and adults for physical wellbeing.

# participation 04

Participation peaks between ages 12–14. This age group tops all others for overall weekly participation, time spent participating and participation in competitive sports and activities, and takes part in the most sports and activities.



The first significant drop in weekly participation occurs at ages I5–I7, when the number of sports and activities and time spent participating also decline.



Weekly participation is relatively stable throughout adult years before declining from age 65, yet adults do not regain the high levels of participation of their youth.

# 07

Those aged I2–I4 have above average desire to increase their participation: three in four want to participate more.



Three out of four young people aged I5–I7 want to do more, but other commitments or being busy get in the way. Their lack of energy and self-motivation is above average for all young people.





# 09

The amount of time adults spend participating varies, and it is between ages 18–49 when the desire to do more is higher.



Other commitments and a lack of energy and self-motivation are significant barriers for those aged 18–49. Other commitments peak between ages 25–49 and lack of energy and self-motivation are significant between ages 18–24.

### gender 11

On average, no difference exists in weekly participation by gender, however, between ages 50–64 more females participate.

# 2

On average, males spend more time participating than females, but this varies with age. Between ages 15–17, 25–34 and 50–74 no gender difference exists in time spent participating.

## 13

On average, females of all ages are more likely than males to want to participate more.

# 14

No gender difference exists in weekly participation in non-competitive sports and activities for young people. It is in the adult years when females are more likely than males to take part in non-competitive sports and activities.



No gender difference exists in weekly participation in competitive sports and activities between ages 8–17. At all other ages, male participation exceeds females.



Young females are more likely than males to be motivated by physical wellbeing, and this appears to emerge between ages I2–I7.

# 17

Male and female adults are equally likely to participate for physical wellbeing. Adult males are more likely to participate for fun.



On average, young males and females are equally likely to participate for fun, but it appears that, between ages 15–17, males participate for fun more so than females.





Māori and Pacific adults have lower than average weekly participation and are more likely to participate in competitive sports and activities.

# 21

European adults have higher than average weekly participation, spend above the average amount of time participating and are more likely to participate in non-competitive sports and activities.

# 22

Asian people have below average levels of weekly participation, spend below average time participating and are less likely to take part in competitive sports and activities.



Young Asian people are less likely to participate for fun.

# 24

Asian and Pacific people have higher than average desire to participate more.

# 25

Female European and Māori want to participate more than their male counterparts.

# DEPRIVATION



People living in high deprivation areas have below average levels of weekly participation. They also spend less than average time participating.

#### WHY IS THE AMOUNT OF TIME SPENT PARTICIPATING IMPORTANT?



The more time spent participating in sport and active recreation, the more favourably young people and adults score on health and wellbeing indicators.







# The state of the s

This section describes how many people in New Zealand are participating, who they are and how much they are participating in any given week.

# <sup>™</sup> PARTICIPATION

5

#### **FIGURE 1** WEEKLY PARTICIPATION IN SPORT AND ACTIVE RECREATION (PAST SEVEN DAYS).

In any given week throughout the year, 95 per cent of young people and 73 per cent of adults participate.

95 per cent of young people aged 5 to 17 take part in sport and active recreation.



73 per cent of adults aged 18 years and over take part in sport and active recreation.

FIGURE I Base: All respondents, excluding not answered (adults n=26,854, young people n=6,004). 07. (184) Thinking back over the last 7 days (not including today) have you done any physical activity that was specifically for the purpose of sport, exercise or recration? 012. (5-17) In the last 7 days (not including today) have you done any physical activity specifically for sport, physical education (PE), exercise or fun?

# PARTICIPATION

#### FIGURE 2

WEEKLY PARTICIPATION. AVERAGE NUMBER OF HOURS PER WEEK SPENT PARTICIPATING AND AVERAGE NUMBER OF SPORTS AND ACTIVITIES BY AGE.

Young people are much more active than adults. In any given week, 95 per cent of young people and 73 per cent of adults participate. Young people spend an average of II hours participating in 5.4 sports and activities. Adults average 5.3 hours in 2.3 sports and activities.

For young people, weekly participation, time spent participating and number of sports and activities peak between ages I2-I4, before declining between ages 15-17. Participation is relatively stable throughout adult years before declining again from age 65.

#### **FIGURE 3**

#### WEEKLY PARTICIPATION AND AVERAGE NUMBER OF HOURS PER WEEK SPENT PARTICIPATING BY AGE AND GENDER.

Weekly participation is the same for males and females, except between ages 50-64 when more females are participating. However, males spend more time participating: an extra hour for young males and half an hour for adult males - with the largest gap at ages 18-24. There is no difference in the average number of sports and activities by age and gender and the trend line reflects that in figure 2.



▲ ▼ Significantly higher / lower than total



FIGURES 2 & 3

Base: All respondents, excluding not answered.

Q7. (18+) Thinking back over the last 7 days (not including today) have you done any physical activity that was specifically for the purpose of sport, exercise or recreation? **QI2.** (5–17) In the last 7 days (not including today) have you done any physical activity specifically for sport, physical education (PE), exercise or fun? Q19. (18+).

Still thinking about the physical activities you have done in the last 7 days, in total how many hours did you spend being physically active for sport, exercise or recreation? QIGb. (5-17) In total in the last 7 days how many hours did you spend being physically active for sport, PE, exercise or fun? **Q8**. (I8+) Which of the following have you done in the last 7 days, and which have you done in the last 12 months? Please only select the activities where you have been physically active specifically for sport, exercise or recreation. Note: reporting is based on responses to the 7 days component of the question. AND **Q97**. Please select the additional activities you have done in the last 7 days. **Q13**. (5 to 17) Please tick all the ways you have been physically active for sport, PE, exercise or fun in the last 7 days (not including today).

14

#### **FIGURE 4**

#### WEEKLY PARTICIPATION AMONG YOUNG PEOPLE AND ADULTS BY ETHNICITY.

Weekly participation is lower among both young and adult Asian people. European adults have higher than average weekly participation, while Pacific and Māori adults have lower participation.





▲ ▼ Significantly higher/lower than total

#### **FIGURE 5**

### WEEKLY PARTICIPATION BY ETHNICITY AND GENDER.

Where there are differences in weekly participation between males and females of the same ethnicity, more males take part – except for European adults.



Base: All respondents, excluding not answered.

07. (18-) Thinking back over the last 7 days (not including today) have you done any physical activity that was specifically for the purpose of sport, exercise or recreation? 012. (5-17) In the last 7 days (not including today) have you done any physical activity specifically for sport, physical education (PE), exercise or fun?

# PARTICIPATION

#### **FIGURE 6**

#### AVERAGE NUMBER OF HOURS PER WEEK SPENT PARTICIPATING BY ETHNICITY AND GENDER.

Young Māori spend the most time participating, while Asian people spend the least time. When there are differences between males and females of the same ethnicity in the amount of time spent participating, males spend more time participating.

#### YOUNG PEOPLE





#### **FIGURE 7**

#### WEEKLY PARTICIPATION AND AVERAGE NUMBER OF HOURS PER WEEK SPENT PARTICIPATING BY DEPRIVATION.

People living in areas of high deprivation<sup>3</sup> have lower than average levels of weekly participation and spend less than average time participating.



 $\blacksquare \blacksquare$  Significantly higher/lower than total

#### FIGURE 6

Base: All respondents, excluding not answered.

**Q19.** (18+) Still thinking about the physical activities you have done in the last 7 days, in total how many hours did you spend being physically active for sport, exercise or recreation? **Q16b.** (5–17) In total in the last 7 days, how many hours did you spend being physically active for sport, PE, exercise or fun?

#### FIGURE 7

Base: All respondents, excluding not answered.

**Q12.** (5–17) In the last 7 days (not including today) have you done any physical activity specifically for sport, physical education (PE), exercise or fun? **Q17.** (18-) Thinking back over the last 7 days (not including today) have you done any physical activity that was specifically for the purpose of sport, exercise or recreation? 3. NZDep2013 combines census data relating to income, home ownership, employment, qualifications, family structure, housing, access to transport and communications. NZDep2013 groups deprivation scores into deciles, where I represents the areas with the least deprived scores and 10 the areas with the most deprived scores. For more information, refer to the Technical Report.

Note: Deprivation Index: Low I-3, Medium 4-7, High 8-10.





# WHY TIME SPENT PARTICIPATING MATTERS

This section explores the relationship between the amount of time spent participating each week and the benefits participants experience through being active. 19

# WHY TIME SPENT Participating Matters

#### **FIGURE 8**

TIME SPENT PARTICIPATING PER WEEK.

The majority (58 per cent) of young people participate for 7+ hours a week. In contrast, the amount of time adults participate is polarised: virtually the same proportion participate for less than 30 minutes as for 7+ hours a week.

#### LESS THAN 30 MINUTES A WEEK

adults

# YOUNG PEOPLE

30 MINUTES TO 2.5 Hours a week

ADULTS

YOUNG PEOPLE



#### **2.5** TO 7 HOURS A WEEK

30%

26%



7+ HOURS A WEEK

**41%** 

FIGURE 8 Base: All respondents, excluding not answered.

QL9. (18+) Still thinking about the physical activities you have done in the last 7 days, in total how many hours did you spend being physically active for sport, exercise or recreation? QL6b. (5–17) In total in the last

7 days, how many hours did you spend being physically active for sport, PE, exercise or fun?

Note: The majority of those who fall into the 'Less than 30 minutes a week' are non-participants (5% of young people and 27% of adults).

# WHY TIME SPENT PARTICIPATING MATTERS

#### **FIGURE 9**

#### TIME SPENT PARTICIPATING BY HEALTH AND WELLBEING INDICATORS FOR YOUNG PEOPLE AND ADULTS.

As the amount of time spent participating increases, so does the emotional wellbeing of both young people and adults. Other positive outcomes associated with increased time spent participating relate to meeting the Ministry of Health Physical Activity Guidelines, healthy eating, screen time, sleep, weight and body mass index (BMI).

#### HEALTH AND WELLBEING INDICATORS FOR YOUNG PEOPLE

#### **EMOTIONAL WELLBEING**

73% rate their life 8–10 with 10 being 'very happy'



(% rated 8–10 with 10 being 'very happy')

#### PHYSICAL ACTIVITY GUIDELINES

7% meet the Physical Activity Guidelines (60 mins, 7 days, moderate + vigorous) through sport and active recreation



#### HEALTHY EATING

86% agree that they eat fruit and vegetables every day



#### **SCREEN TIME**

42% spend less than two hours on a screen outside of school or work on a typical weekday



(weekday)

#### SLEEP

7+ hours a week

74% get the recommended amount of sleep for their age



▲ ▼ Significantly higher / lower than total

#### HEALTH AND WELLBEING INDICATORS FOR ADULTS

#### **EMOTIONAL WELLBEING**

69% scored above I3 on the WHO-5 (indicator of good emotional wellbeing)



(an indicator of good emotional wellbeing)

29% eat three servings of vegetables and two

#### PHYSICAL ACTIVITY

23% meet the Physical Activity Guidelines (30 mins of moderate or 15 mins of vigorous 5 days) through sport and active recreation



#### **HEALTHY EATING**

servings of fruit every day

#### WEIGHT

38% self-report their weight as being 'about right'



% who have at least 3 servings of vegetables and 2 servings of fruit per day



% about the right weight

#### **BODY MASS INDEX**

42% have a BMI in the 'healthy' range (18.50-24.99)



Less than 30 minutes a week 30 mins to 2.5 hours a week 2.5 to 7 hours a week 7+ hours a week

#### FIGURE 9

Base: All respondents aged 5–17. Questions vary.

Note: The Physical Activity Guidelines were agreed to by the Ministry of Health and Sport NZ and they outline the minimum levels of physical activity required to gain physical health benefits:

YOUNG PEOPLE GUIDELINES: To meet the Physical Activity Guidelines, young people need to do at least 60 mins moderate or vigorous activity, 7 days a week.

▲ ▼ Significantly higher/lower than total

ADULT GUIDELINES: To meet the Physical Activity Guidelines, adults need to do at least 30 mins of moderate or 15 mins vigorous activity, at least 5 days a week.

Moderate activity is 'any activity that caused a slight, but noticeable, increase in breath' (could still have a conversation). Vigorous activity is 'any activity that had you out of breath' (couldn't do this activity and have a conversation at the same time).





# HOW PEOPLE Participate

This section explores how young people and adults participate.

# HOW PEOPLE Participate

#### **FIGURE 10**

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#### WEEKLY PARTICIPATION IN COMPETITIVE AND NON-COMPETITIVE SPORTS AND ACTIVITIES.

Most weekly participation is in non-competitive sports and activities: 63 per cent of young people and 61 per cent of adults. Non-competitive participation refers to sports and activities undertaken outside of a league or club competition, tournament or competitive event.



#### **FIGURE 11**

#### WEEKLY PARTICIPATION IN NON-COMPETITIVE SPORTS AND ACTIVITIES IN THE PAST 7 DAYS BY AGE AND GENDER.

There is no gender difference among young people when it comes to weekly participation in non-competitive sports and activities. On average, female adults are more likely to participate in non-competitive sports and activities, particularly between ages 35–74.



#### **FIGURE 12**

#### WEEKLY PARTICIPATION IN NON-COMPETITIVE SPORTS AND ACTIVITIES BY ETHNICITY AND GENDER.

Among young people, there is little difference in weekly participation in non-competitive sports and activities by ethnicity. Among adults, Māori, Pacific and Asian are less likely than average to take part, while European and Māori adult females are more likely to participate in non-competitive activities. YOUNG PEOPLE



#### FIGURES 10, 11 & 12

Base: All respondents, excluding not answered.

QI5. (I8+) In the last 7 days, have you done this as a competitive sport or a competitive activity? QI6a. (5–I7) Where or how did you do <insert activity> in the last 7 days?

# HOW PEOPLE Participate

#### **FIGURE 13**

#### WEEKLY PARTICIPATION IN COMPETITIVE SPORTS AND ACTIVITIES BY AGE.

Young people are almost three times more likely to participate in competitive sports and activities than adults, especially between ages 8–14. Adult participation is higher than average between ages 18–34 and lower than average between ages 50–74.



▲ ▼ Significantly higher/lower than total

#### **FIGURE 14**

#### WEEKLY PARTICIPATION IN COMPETITIVE SPORTS AND ACTIVITIES BY AGE AND GENDER.

There is no gender difference in weekly participation in competitive sports and activities between ages 8–17. At all other ages, male participation exceeds females.



#### **FIGURE 15**

#### WEEKLY PARTICIPATION IN COMPETITIVE SPORTS AND ACTIVITIES BY ETHNICITY AND GENDER.

Māori have higher than average weekly participation in competitive sports and activities, and Asian people have lower than average. Māori and Pacific adults are more likely to participate in competitive sports and activities. Where there are differences in participation between males and females of the same ethnicity, male participation exceeds female.



FIGURES 13, 14 & 15 Base: All respondents, excluding not answered. Q15. (18+) In the last 7 days, have you done this as a competitive sport or a competitive activity? Q16a. (5 to 17) Where or how did you do <insert activity> In the last 7 days?





# YOUNG PEOPLE

This section specifically focuses on aspects of young people's participation.

# YOUNG PEOPLE

#### **FIGURE 16**

### AVERAGE TIME SPENT PER WEEK PARTICIPATING IN ORGANISED AND INFORMAL SPORTS AND ACTIVITIES.

On average, young people spend II hours participating in any given week, and informal participation (mostly play) makes up 59 per cent of that total time. Of the other 4I per cent spent in organised participation, being physically active in physical education (PE) or class at school, together with participating through competition and training with a coach, make similar contributions.





**INFORMAL (59%)** 





# YOUNG PEOPLE

#### TABLE 17

AVERAGE TIME (HOURS) SPENT PER WEEK PARTICIPATING IN ORGANISED AND INFORMAL SPORTS AND ACTIVITIES BY GENDER.

Overall, there is no gender difference in the average amount of time young people spend in organised participation. However, there is a gender difference in informal participation: boys spend I.3 hours more than girls participating informally. This is accounted for by higher levels of male participation through play.

	ORGANISED	MALES	FEMALES
Total organised	4.5	4.4	4.7
Training with a coach	1.8	1.6 ▼	1.9 🔺
Competition	0.8	0.8	0.8
PE (or class at school)	2.1	2.1	2.0

	INFORMAL	MALES	FEMALES
Total informal	6.5	7.1 🛦	5.8 🔻
Playing with friends	4.2	4.7 ▲	3.7▼
Playing alone	1.6	1.7 🔺	1.5▼
Extra training	0.7	0.7	0.8

▲ ▼ Significantly higher/lower than total

#### TABLE 18

AVERAGE TIME SPENT PER WEEK PARTICIPATING IN ORGANISED AND INFORMAL SPORTS AND ACTIVITIES BY ETHNICITY.

Young Māori spend more time than average participating: I.4 hours above average for all young people. The additional time spent is equally split between participating in organised and informal sports and activities. At the same time, young Asian people participate 2.9 hours less than the overall average for young people: 0.8 hours less in organised sports and activities and 2.1 hours less in informal sports and activities.

	ORGANISED	EUROPEAN	MÃORI	PACIFIC	ASIAN	SAMDAN	INDIAN	CHINESE
Total organised	4.5	4.5	5.2 🔺	5.2	3.7 🔻	5.2	3.9	3.7
Training with a coach	1.8	1.8	1.9	1.6	1.5	2.1	1.9	1.2
Competition	0.8	0.7	1.0 🔺	1.1 🔺	0.5 🔻	1.0	0.5	0.6
PE (or class at school)	2.1	2.0	2.4 🔺	2.5	1.8	2.1	1.6	1.9
	INFORMAL	EUROPEAN	MÃORI	PACIFIC	ASIAN	SAMDAN	INDIAN	CHINESE
Total informal	6.5	6.8	7.2 🔺	6.0	4.4 ▼	5.7	4.0 🔻	4.5 🔻
Playing with friends	4.2	4.5	4.7	4.0	2.7 🔻	3.7	2.5 🔻	2.8 🔻
Playing alone	1.6	1.6	1.8	1.4	1.1 🔻	1.3	1.0 🔻	1.2
Extra training	0.7	0.8	0.7	0.6	0.6	0.7	0.7	0.6

▲ ▼ Significantly higher/lower than total

TABLES 17, 18 & FIGURE 19 Base: All respondents aged 5–17.

QL2. In the last 7 days (not including today) have you done any physical activity specifically for sport, physical education (PE), exercise or fun? QL6a. Where or how did you do <insert activity> in the last 7 days? QL6b. About how many minutes did you spend doing <insert activity> in the last 7 days in <th sky / these ways?
### **FIGURE 19**

AVERAGE TIME (HOURS) SPENT PER WEEK PARTICIPATING IN DIFFERENT TYPES OF ORGANISED AND INFORMAL SPORTS AND ACTIVITIES BY AGE.

Young people aged 5–7 spend 7.3 hours or 69 per cent of their time participating through play. Those aged 12–14 spend 6.1 hours participating in organised sports and activities – the most of all other age groups. The amount of time spent participating drops by 4.2 hours between aged 12–14 and 15–17, mostly accounted for by a reduction in time spent in play (2.5 hours) and PE (1.3 hours).

### **FIGURE 20**

WEEKLY PARTICIPATION, I.E, PHYSICALLY ACTIVE IN PE OR CLASS AT SCHOOL PAST 7 DAYS, AND ENJOYMENT OF PE.

Being physically active in any given week in PE or class is highest from ages 8–14, then drops between ages 15–17 when PE is no longer a compulsory subject in the education curriculum.<sup>4</sup> Fifty-three per cent continue to be physically active in PE or class at age 15. This drops to 33 per cent at age 16, and 24 per cent at age 17.<sup>5</sup> However, overall enjoyment among those taking PE is high.





- % Physically active in PE/Class in the past 7 days
- Enjoyment (total % agree or strongly agree), for those aged I5–I7, this is enjoyment among those who chose to continue doing PE after it was no longer compulsory
- ••••• Enjoyment (total % agree or strongly agree), among those who stopped doing PE after it was no longer compulsory

▲ ▼ Significantly higher / lower than total

FIGURE 20 Base: All respondents aged 5–17.

Q12. In the last 7 days (not including today) have you done any physical activity specifically for sport, physical education (PE), exercise or fun? Q16. Where or how did you do <insert activity> in the last 7 days? Q39a. (5–17) Please select a box on each line to show how much you agree or disagree with each statement. (R1) I like/liked PE or fitness class at school.

- 4. Weekly participation in PE or class between ages 5–14 when a compulsory school subject does not total IOD%, as the reported figure is based on one calendar year, not the school year. It does not consider non-attendance or no physical activity undertaken as part of class.
- 5. The decline is accounted forby fewer young people taking PE with each successive year and less time spent being active in PE or class.





# THE STATES OF TH

This section explores what motivates people to participate in sport and active recreation.

# MOTIVATION

### FIGURE 21

## TOP MAIN MOTIVATION FOR YOUNG PEOPLE AND ADULTS.

Although there are many reasons why people participate in different sports and activities, the lead motivation for young people is fun, and for adults it is physical wellbeing.



# 27% For fun **73%** For physical wellbeing (exercise, fitness or health) For emotional wellbeing (e.g, to relax or unwind) % 27 **25%** To spend time with family and friends To lose or maintain weight **1**% 7% To physically challenge myself or look good or to win

**ADULTS** 

FIGURE 21 Q17. (18+) People do different activities for different reasons at different times. So, thinking about the last time you did this physical activity, what was the main reason you did it?

 $\label{eq:2.1} \textbf{056.} (5-17) People do different activities for different reasons at different times. So, thinking about the last time you did this physical activity for sport, PE, exercise or fun, what was the main reason you did it?$ 

# MOTIVATION

### **FIGURE 22**

WEEKLY PARTICIPATION IN AT LEAST ONE SPORT OR ACTIVITY FOR FUN OR PHYSICAL WELLBEING BY AGE.

With increasing age, participation for fun declines and wellbeing increases. Between ages 15-17 participation for fun drops. Participating for physical wellbeing begins between ages I2-I7. Younger adults aged between 18-34 are less likely to participate for physical wellbeing than those adged 50+.



### **FIGURE 23**

### WEEKLY PARTICIPATION IN AT LEAST **ONE SPORT OR ACTIVITY FOR FUN BY** AGE AND GENDER.

Overall, males are more likely to participate for fun. For young people, this appears to emerge between ages 15-17 when the gap between males and females is the greatest.



▲ ▼ Significantly higher/lower than the other gender in the same age group

### **FIGURE 24**

### WEEKLY PARTICIPATION IN AT LEAST ONE SPORT OR ACTIVITY FOR FUN BY ETHNICITY AND GENDER.

Young Asian people are less likely to participate for fun, and European males are more likely than females to participate in sports and activities for fun.





### **FIGURE 25**

### WEEKLY PARTICIPATION IN AT LEAST ONE SPORT OR ACTIVITY FOR PHYSICAL WELLBEING BY AGE AND GENDER.

On average, young females are more likely to participate for physical wellbeing than males. This appears to emerge between ages 15–17. Overall, male and female adults are equally likely to be motivated to participate for physical wellbeing.



### FIGURE 22

Base: Those who have done physical activity specifically for the purpose of sport, exercise or recreation in the past 7 days, excluding not answered.

Q17. (18+) People do different activities for different reasons at different times. So, thinking about the last time you did this physical activity, what was the main reason you did it? Q58. (5-17). People do different activities for different reasons at different times. So, thinking about the last time you did this physical activity for sport, PE, exercise or fun, what was the main reason you did it?

### FIGURES 23, 24 & 25

Base: Those who have done physical activity specifically for the purpose of sport, exercise or recreation in the past 7 days, excluding not answered.

Q17. (18-) People do different activities for different reasons at different times. So, thinking about the last time you did this physical activity, what was the main reason you did it? Q58. (5-17) People do different activities for different reasons at different times. So, thinking about the last time you did this physical activity for sport, PE, exercise or fun, what was the main reason you did it?

# MOTIVATION

### FIGURE 26

WEEKLY PARTICIPATION IN AT LEAST ONE SPORT OR ACTIVITY FOR PHYSICAL WELLBEING BY ETHNICITY AND GENDER.

European females are more likely than their male counterparts to participate for physical wellbeing. Among Asian adults, males are more likely to participate for physical wellbeing.

### YOUNG PEOPLE



### TABLE 27

### MAIN MOTIVATION FOR WEEKLY PARTICIPATION IN A SELECTION OF SPORTS AND ACTIVITIES.

Just as reasons for participating vary by age, gender and ethnicity, people participate in different sports and activities for varying reasons. For example, young people are more likely to scooter for fun and run, jog or take part in cross country for physical wellbeing. Adults are also more likely to run or jog for physical wellbeing, to lose or maintain weight or to look good, and are more likely to play golf for fun.

YOUNG PEOPLE AGED 5–17	TOTAL	Running, jogging or cross country	Scootering	Athletics or track and field	Gymnastics; rhythmic or artistic	Rugby or Rippa Rugby	
For fun	43%	21%▼	68% 🛦	15% ▼	37% ▼	35% ▼	
To hang out with family or friends	<b>I6%</b>	8%▼	<b>19% ▲</b>	3%▼	4%▼	9%▼	
For fitness or health	9%	27% ▲	2%▼	8%	5%	6%	
To learn or practise a new skill	8%	2%▼	2%▼	10%	33% 🔺	11%	
To physically challenge myself and win	8%	14% ▲	1%▼	21% ▲	10%	21% ▲	
I have to (my parents or school make me)	8%	20% 🛦	2%▼	35% 🔺	6%	6%	
ADULTS AGED 18+	TOTAL	Running or jogging	Dance or ballet	Golf	Rugby	Gardening	Marine fishing
For physical wellbeing	41%	60% 🔺	22%▼	17% ▼	17% ▼	%▼	4%▼
For fun	13%	3%▼	37% ▲	26% 🔺	17%	<b>18% ▲</b>	44% 🔺
For emotional wellbeing	11%	6%▼	13%	6%▼	2%▼	29% 🛦	17% ▲
To spend time with family and friends	11%	%▼	6%▼	14%	15%	4% ▼	25% 🔺
To lose or maintain weight or look good	8%	20% 🛦	4%	0%▼	3%	1% ▼	0%

▲ ▼ Significantly higher/lower than total

### FIGURE 26 \*Small base size.

Base: Those who have done physical activity specifically for the purpose of sport, exercise, or recreation in the last 7 days, excluding not answered.

Q17. (18+) People do different activities for different reasons at different times. So, thinking about the last time you did this physical activity, what was the main reason you did it? Q58. (5-17) People do different activities for different reasons at different times. So, thinking about the last time you did this physical activity for sport, PE, exercise or fun, what was the main reason you did it?

### TABLE 27

Base: Those who have done physical activity specifically for the purpose of sport, exercise, or recreation in the past 7 days, excluding not answered.

Q17. (18-) People do different activities for different reasons at different times. So, thinking about the last time you did this physical activity, what was the main reason you did it? Q58. (5-17) People do different activities for different reasons at different times. So, thinking about the last time you did this physical activity for sport, PE, exercise or fun, what was the main reason you did it?



# HURDLES

This section explores what gets in the way of people participating in sport and active recreation in New Zealand.



# HURDLES

46

### **FIGURE 28**

### **PROPORTION WHO WANT TO** PARTICIPATE MORE AND TIME SPENT PARTICIPATING PER WEEK BY AGE.

Respondents want to participate more irrespective of the amount of time currently spent participating. Young people ages I2-I7 are more likely to want to participate more. Adults aged 18-49 are also more likely to want to participate more.



### **FIGURE 29**

**PROPORTION WHO WANT TO** PARTICIPATE MORE BY AGE AND GENDER.

Females are more likely to want to participate more.



### **FIGURE 30**

### **PROPORTION WHO WANT TO** PARTICIPATE MORE BY ETHNICITY AND GENDER.

Pacific and Asian people are more likely to want to participate more. European and Māori females are more likely to want to participate more, compared with their male counterparts.







### FIGURE 28

Base: All respondents, excluding not answered.

Q31. (18+) Overall, would you like to be doing more physical activity for Usi. (18-) Overail, would you like to be doing more physical activity for sport, exercise or recreation than you are currently doing? (19. (18-) Still thinking about the physical activities you have done in the past 7 days, in total how many hours did you spend being physically active for sport, exercise or recreation? (022, (5-17) Would you like to be doing more physical activity for sport, PE, exercise or fun than what you do now? (016). (5-17) In total in the last 7 days how many hours did you was their function. (19) spend being physically active for sport, PE, exercise or fun?

Base: All respondents, excluding not answered.

Q31. (18+) Overall, would you like to be doing more physical activity for sport, exercise or recreation than you are currently doing? Q22. (5–17) Would you like to be doing more physical activity for sport, PE, exercise or fun than what you do now?

\*Small base size. Base: All respondents, excluding not answered.

Q31. (18+) Overall, would you like to be doing more physical activity for sport, exercise or recreation than you are currently doing? Q22. (5-17) Would you like to be doing more physical activity for sport, PE, exercise or fun than what you do now?

# HURDLES

### **FIGURE 31**

### TOP FOUR BARRIERS TO PARTICIPATION FOR YOUNG PEOPLE (AGES 8+) AND ADULTS.

There are several barriers to participation common to both young people and adults: being too busy, too tired, struggling to self-motivate and other commitments taking priority. Another barrier (to further participation) for young people is already doing a good amount, while also hindering adult participation is preferring to spend time on other interests or hobbies.

### **YOUNG PEOPLE**



### 2.6 barriers on average

### **ADULTS**

<b>58</b> %	Other commitments are taking priority, eg, work, family
<b>24</b> %	I'm too tired / don't have the energy
<b>23</b> %	I struggle to motivate myself
<b>21</b> %	I prefer to spend time on other interest/hobbies

### 2.9 barriers on average

### **FIGURE 32**

### HOW KEY BARRIERS CHANGE BY AGE (AGES 8+).

As a barrier, other commitments taking priority or being too busy is higher between ages aged I5–17 and continues to be higher for adults aged I8–49, peaking between ages 25 and 49. Other commitments, preferring to spend time on other interests, and already doing a good amount of activity are barriers for an equal proportion of those aged 65–74. Twenty-four per cent of those aged I8–24 prefer to spend time on other interests and hobbies. This emerges again as more of a barrier from age 65.



Other commitments are taking priority (e.g, work, family)/too busy

▲ ▼ Significantly higher/lower than total

- I prefer to spend my time on other interests / hobbies

I already do a good amount of physical activity

### **FIGURE 33**

### HOW KEY BARRIERS CHANGE BY AGE (AGES 8+).

Lack of energy and lack of self-motivation are more prominent barriers for adults than young people, although they do surface between ages I5–I7. Among adults, lack of energy and self-motivation peak between ages I8–24 before becoming less of a barrier from age 50.



 FIGURES 31 32 & 33

 Base: All respondents, excluding not answered.

 Q32. (6+) For what reasons are you not doing as much physical activity as you would like? For what reasons do you not want to do more physical activity than you are currently doing?

 Q32. (6-17) Why are you not doing as much physical activity as you would like? Why do you not want to do more than you are currently doing?

# **APPENDICES**



WHAT ARE THE MOST POPULAR SPORTS, ACTIVITIES AND PLACES?

A SPOTLIGHT ON Regional differences PAGE 55

**PAGE 57** 

PAGE 51

METHOD, SAMPLE AND OBJECTIVES

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# **APPENDIX A**

### TABLE 34

PERCENTAGE WHO HAVE PARTICIPATED IN EACH SPORT OR ACTIVITY IN THE 7 DAYS PRIOR AND WHETHER THEY TOOK PART **COMPETITIVELY VERSUS** NON-COMPETITIVELY.

Most popular activities for young people.

% Participated 7 davs	COMPETITIVE	NON- Competitive	
52%	8%	92%	Running, jogging or cross-country
41%	0%	100%	Playing (e.g, running around, climbing trees, make-believe)
36%	5%	95%	Swimming
36%	2%	98%	Games (e.g, four square, tag, bull rush, dodgeball)
36%	0%	100%	Playing on playground (e.g, jungle gym)
29%	2%	98%	Walking for fitness
29%	2%	98%	Cycling or biking
26%	0%	100%	Trampoline
20%	0%	100%	Scootering
19%	30%	70%	Football, soccer or futsal
16%	6%	94%	Dance/dancing (e.g, ballet, hip hop etc)
14%	1%	99%	Workout (weights or cardio)
12%	3%	97%	Group exercise class (e.g, aerobics, cross fit, jump jam)
12%	26%	74%	Basketball or mini-ball
11%	50%	50%	Netball
10%	0%	100%	Tramping or bush walks
10%	42%	58%	Rugby or Rippa Rugby
9%	23%	77%	Athletics or track and field
8%	3%	97%	Gymnastics (e.g. rhythmic, artistic)
8%	36%	64%	Touch
6%	0%	100%	Skateboarding
6%	11%	89%	Kapa haka
6%	26%	74%	Cricket
6%	42%	58%	Hockey or floorball
5%	6%	94%	Mountain biking

 TABLE 34

 Base: All respondents aged 5–17.

Q13. Please tick all the ways you have been physically active for sport, PE, exercise or fun in the last 7 days (not including today) Q16a. (5–17) Where or how did you do <insert activity> in the last 7 days?

# APPENDIX A

### **TABLE 35**

WEEKLY PARTICIPATION IN EACH SPORT OR ACTIVITY IN THE PAST SEVEN DAYS AND WHETHER PARTICIPATED COMPETITIVELY OR NON-COMPETITIVELY.

Most popular activities for adults.

% Participated 7 days	COMPETITIVE	NON- Competitive	
59%	2%	98%	Walking
25%	1%	99%	Gardening
22%	2%	98%	Individual workout using equipment
20%	5%	95%	Running / jogging
16%	4%	96%	Playing games (e.g. with kids)
9%	4%	96%	Group fitness class (e.g. aerobics, cross fit)
9%	3%	97%	Swimming
7%	4%	96%	Road cycling
6%	2%	98%	Yoga
4%	5%	95%	Mountain biking
4%	4%	96%	Dance/dancing (e.g. ballet, hip hop etc)
4%	0%	100%	Day tramp
4%	50%	50%	Golf
3%	1%	99%	Pilates
2%	7%	93%	Marine fishing
2%	58%	<b>42</b> %	Football (soccer)
2%	37%	63%	Tennis
2%	7%	93%	Boxing
2%	6%	94%	Motorcycling
1%	5%	95%	Canoeing / kayaking
1%	4%	96%	Hunting
1%	2%	98%	Surfing / body boarding
1%	16%	84%	Table tennis
1%	79%	21%	Netball
1%	36%	64%	Basketball

TABLE 35

Base: All respondents aged 18 or over, excluding not answered.

Base. Which of the following have you done in the last 7 days, and which have you done in the last 12 months? Please only select the activities where you have been physically active specifically for sport, exercise or recreation. Note: reporting is based on responses to the 7 days component of the question. AND 037. Please select the additional activities you have done in the last 7 days. Q15. (18+) In the last 7 days, have you done this as a competitive sport or a competitive activity?

### TABLE 36

WEEKLY PARTICIPATION AND PARTICIPATION AT LEAST ONCE IN THE PAST 12 MONTHS FOR EACH SPORT OR ACTIVITY.

Most popular activities for adults.

% Participated 7 Days	% Participated IN 12 Months	
59%	85%	Walking
25%	48%	Gardening
22%	37%	Individual workout using equipment
20%	38%	Running / jogging
16%	32%	Playing games (e.g. with kids)
9%	19%	Group fitness class (e.g. aerobics, cross fit)
9%	33%	Swimming
7%	20%	Road cycling
6%	16%	Yoga
4%	14%	Mountain biking
4%	9%	Dance/dancing (e.g. ballet, hip hop etc)
4%	23%	Day tramp
4%	11%	Golf
3%	7%	Pilates
2%	15%	Marine fishing
2%	7%	Football (soccer)
2%	8%	Tennis
2%	5%	Boxing
2%	5%	Motorcycling
1%	11%	Canoeing / kayaking
1%	5%	Hunting
1%	8%	Surfing / body boarding
1%	8%	Table tennis
1%	5%	Netball
1%	5%	Basketball

TABLE 36 Base: All respondents aged 18 or over, excluding not answered.

**Q8.** Which of the following have you done in the last 7 days, and which have you done in the last 12 months? Please only select the activities where you have been physically active specifically for sport, exercise or recreation. Note: reporting is based on responses to the 7 days component of the question. AND Q97. Please select the additional activities you have done in the last 7 days.

# APPENDIX A

### TABLE 37

WEEKLY PARTICIPATION LOCATIONS.

Most popular locations for young people and adults.

### YOUNG PARTICIPANTS (N=5722)

At school or in the school grounds	71%
At home	66%
Outdoor facilities (e.g. playground, park, field, astroturf or outdoor pool)	59%
Indoor facilities (e.g. gym, community hall, church, marae or indoor pool)	<b>52</b> %
Other outdoor locations (e.g, beach, lake, bush, footpath)	52%

### ADULT PARTICIPANTS (N=19221)

On the road / footpath	42%
Private property, home, garden or pool	32%
Nalkway	25%
Public park, field, playground, skate park or BMX track	20%
Gym or fitness centre	18%
Dn, in or beside sea or coast	15%
Outdoor sports facility or purpose-built environment (e.g. netball or tennis courts, golf course, ski field, astroturf or outdoor stadium)	10%
Off road biking or walking track	10%
Dn, in or beside lake, river or stream	8%
ndoor sports facility or complex (e.g. a recreation centre or indoor stadium)	6%
Public pool or aquatic centre	6%
Cycleway or cycle lane specifically set aside for cyclists	6%
Community hall, school hall, marae, church (e.g. an indoor facility that is not used mainly for sport or physical activity)	5%
National park area	5%

 TABLE 37

 Base: All respondents, excluding not answered.

 025. (18+) In the last 7 days, in which of the following places have you been physically active for sport, exercise or recreation? 017. (5–17) Where have you done each of these in the last 7 days?

# APPENDIX B

### **FIGURE 38**

### WEEKLY PARTICIPATION BY REGION.

This section highlights the differences in weekly participation and time spent participating by regional sports trusts.



FIGURE 38 Base: All respondents, excluding not answered.

 $0.7,(18\mathchar`+)$  Thinking back over the last 7 days (not including today) have you done any physical activity that was specifically for the purpose of sport, exercise or recreation? OR  $0.12,(8\mathchar`+1)$  In the past 7 days (not including today) have you done any physical activity specifically for sport, physical education (PE), exercise or fun?

# APPENDIX B

### **FIGURE 39**

TIME SPENT PARTICIPATING BY REGION.

Hours spent participating by region.



FIGURE 39 Base: All respondents, excluding not answered.

QI9. (I8+) Still thinking about the physical activities you have done in the last 7 days, in total how many hours did you spend being physically active for sport, exercise or recreation? OR QIGb. (5–17) About how many minutes did you spend doing <insert activity> in the last 7 days in <this way/these ways>?

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# APPENDIX C

### **OBJECTIVES**

THIS RESEARCH AIMS TO:

- Collect information on the 'who', 'what', 'how' and 'where' young people and adults participate
- Identify and describe links between participation (and non-participation) and other influential factors; the 'why' people and 'why not' people participate
- Measure the quality of participation and the contribution participation makes to individual's health and wellbeing outcomes
- Understand the value placed on participation by people in New Zealand.



### SURVEY METHOD

Online and postal self-completion using sequential mixed method, we are targeting 20,000 adults and 5,000 young people per annum.



FIELDWORK PERIOD The survey was conducted between 5 January 2017 and 4 January 2018.



### COMPLETED RESPONSES

Adults I8+ n=27,038, young people 5-17 years n=6,004.



### WEIGHTING

Results have been weighted to the total New Zealand Regional Sports Trust population using 2013 census statistics.

# APPENDIX C

A SEQUENTIAL MIXED METHODOLOGY IS USED FOR THIS RESEARCH.

ELECTORAL	INVITATION	REMINDER	SURVEY PACK	REMINDER
ROLE	LETTER	POSTCARD I		Postcard 2
Sample selected from Electoral Roll.	Invitation letters are sent to the named adults (aged I8+) inviting them to complete the questionnaire online (with instructions and log-in provided). A flyer is included to encourage young people aged I2 to I7 to complete the young people's questionnaire online. An 0800 number and email address is provided for questions.	About a week later, a reminder postcard is sent thanking respondents and acting as a reminder to those who haven't yet completed the questionnaire. This communication is targeted to adults only.	A week after the postcard, non- respondents are sent a survey pack with a hardcopy of the questionnaire, a pen, a cover letter and a reply-paid envelope. A flyer is included for I2 to I7 year olds to complete the survey online (no paper questionnaire is available for the young people's survey).	A final reminder is sent to adults who have not yet taken part in the survey.

Note: Parents or caregivers are asked to respond on behalf of 5-II year olds in their household (and are encouraged to check responses with them).





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