

**ACTIVE NEW ZEALAND
SURVEY SERIES**

Te Rangahau Korikori o Aotearoa

**Sport & Active
Recreation Profile**

CYCLING & MOUNTAIN BIKING

**FINDINGS FROM THE 2013/14
ACTIVE NEW ZEALAND SURVEY**

www.sportnz.org.nz



**SPORT
NEW ZEALAND**

Introduction

Content

This sport profile presents information about participation in cycling/biking and mountain biking ('cycling/mountain biking') among New Zealand adults aged 16 years and over. It is primarily compiled from information collected through the 2013/14 Active New Zealand Survey¹ and includes:

- participation levels
- participant profile
 - demographic profile
 - history of participation in the sport
 - participation in other sport and recreation activities
- participation patterns
 - seasonal participation
 - frequency of participation
 - location of participation
- ways participants take part
 - different ways that participants take part
 - participation with other participants
 - payment types
 - membership of a club or centre
 - coaching and use of instructional resources
- motivations for and barriers to participation
- participation trends since 1997/98.

Definition of Cycling/Mountain Biking

The 2013/14 Active NZ Survey asked respondents to report what activities they had taken part in. Mountain biking and cycling/biking were recorded as separate activities. These are each reported separately, and have also been combined to represent overall cycling/mountain biking participation levels.

Methodology

The survey

The Active New Zealand Survey consisted of two parts:

- The first part (the **Main Survey**) was a 30-minute in-home interview, with answers recorded on laptop computers; this 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; this was completed by 6,195 adults.

Sample

A total of 6,448 adults aged 16 years and over took part in the 2013/14 Active New Zealand Survey. The 6,448 interviews were completed over a 12-month period from April 2013 to March 2014 to capture participation in seasonal sports and activities.

As not everyone selected for interviews took part, some groups (based on gender, age and ethnicity) were under- or over-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. This weighted data is reported in this sport profile.

¹ The trend section also draws upon the 1997/98 New Zealand Sport and Physical Activity Survey and the 2007/08 Active New Zealand Survey.

Citation

Sport New Zealand. (2015). Sport and Active Recreation Profile: Cycling & Mountain Biking – Findings from the 2013/14 Active New Zealand Survey. Wellington: Sport New Zealand. This document is available on the Sport New Zealand website: www.sportnz.org.nz.

Among the survey respondents, 1,516 reported participating in cycling/mountain biking at least once during the 12 months preceding the interview. The numbers of cyclists/mountain bikers that answered each question vary according to their frequency of participation in the sport, and/or if they took part in the **Follow-up Survey**. Table 1 shows the unweighted bases for these survey respondents.

Table 1: Unweighted survey bases of adults who participated in cycling/mountain biking

Survey base	Cycling/ mountain biking	Mountain biking	Cycling	Report content
Main Survey All participants	1,516	486	1,214	Participation levels Demographic profile Participation in other sport and recreation activities Seasonal participation Frequency of participation
Main Survey Participants (over a month)	1,343	398	1,088	Location of participation Different ways participants take part Participation with other participants Payment types Membership of a club or centre Motivations for participation
Follow-up Survey Participants (over a month)	1,279	375	1,039	History of participation Coaching and use of instructional resources

Information reported

All findings relate to the New Zealand adult population aged 16 years and over. Each specific sport profile is based on responses from at least 100 sport participants and has a relative error of less than 20% unless stated otherwise.

More information about the analysis and statistical significance of findings is outlined in Appendix 1.

The results in this report are subject to rounding error. In some cases, percentages that should sum to 100% sum to just under or over 100%. In other cases, the estimated number of participants by sub-group (eg, men and women) may not add up to all participants.

Key Points to Note

Definitions of sport and key variables

For this report, sport is defined broadly and is inclusive of the different ways people participate, from casual participation through to organised competition, and includes active recreation like going for a mountain bike ride.

Some response categories in charts and tables may be abbreviated. See Appendix 1 for more information on definitions of key variables.

Ethnic groupings

In the 2013/14 Active New Zealand Survey, respondents were able to identify with multiple ethnicities. Consequently, the same person could be represented in different ethnic groups. In this report, so that percentages add to 100% and respondents are in a mutually exclusive group, we report on groups of respondents that identified with a single ethnicity only (eg, Māori only), and those that identified with two or more ethnicities (eg, Māori and a Pacific ethnic group). This approach enables comparisons to be made between ethnic groups (eg, Māori only compared with Pacific only).

It should be noted that 'Pacific only' means one ethnic group only (eg, Tongan only, or Samoan only, and not a mix; a respondent identifying as Tongan **and** Samoan will be grouped with two or more ethnicities). Likewise 'Asian only' and 'Other Ethnicity only' means those respondents identified only one ethnicity that corresponds to these broad groups.

Socioeconomic background

The New Zealand Index of Socioeconomic Deprivation (NZDep) was used as a proxy measure of the socioeconomic background of participants. Results are shown for three deprivation bands: low (ie, the least deprived), medium and high (ie, the most deprived). See Appendix 1 for more information.

Trend analysis

The information shown in this section may differ slightly from corresponding results earlier in the report (ie, in the participation levels section) because the information has been analysed using a different approach. This approach taken for the trend analysis controls for differences in the structure of the New Zealand population over the three time points analysed. See Appendix 1 for more information.

A Quick look at Participants

Who

- Compared with all adults, more men, mid-aged adults (ie, those aged 40 to 54 years) and those of New Zealand European ethnicity only cycled/mountain biked.
- Almost two-thirds of cyclists/mountain bikers took up the activity as adults, either between the ages of 18 and 34 (27%) or when aged over 35 years (37%).
- Cyclists/mountain bikers took part in many activities (6.4 on average), with the most common being cycling/biking, walking and swimming.

When

- Participants most commonly cycled/biked on one to two days a week (37%) with 28% participating on one to two days per month.
- October to March were the most popular months for cycling/mountain biking.

Where

- Similar proportions of cyclists/mountain bikers took part in the sport at one or more man-made facilities (68%, *most commonly on a path or cycleway in a town or city*) and in natural settings (73%, *most commonly on an off-road bike trail or at a park*). Mountain bikers tended to bike more in natural settings (91%) than cyclists (64%), and more cyclists biked in/at man-made facilities (75%) than mountain bikers (35%).
- Few cyclists/mountain bikers (6%) were a *member of any type of club, gym or centre* for the purpose of taking part in their sport over the last 12 months.

How

- Almost all cyclists/mountain bikers (98%) took part in cycling/mountain biking on a *casual basis, either on their own or with others*.
- Over 9 out of 10 cyclists/mountain bikers (94%) participated in the sport for free.



Why

- Adult cycling/mountain biking participants took part in their sport primarily for fitness and health reasons (82%) or for enjoyment or the fun of it (75%). More mountain bikers took part in their sport for social reasons (34%) than cyclists (14%).

Findings

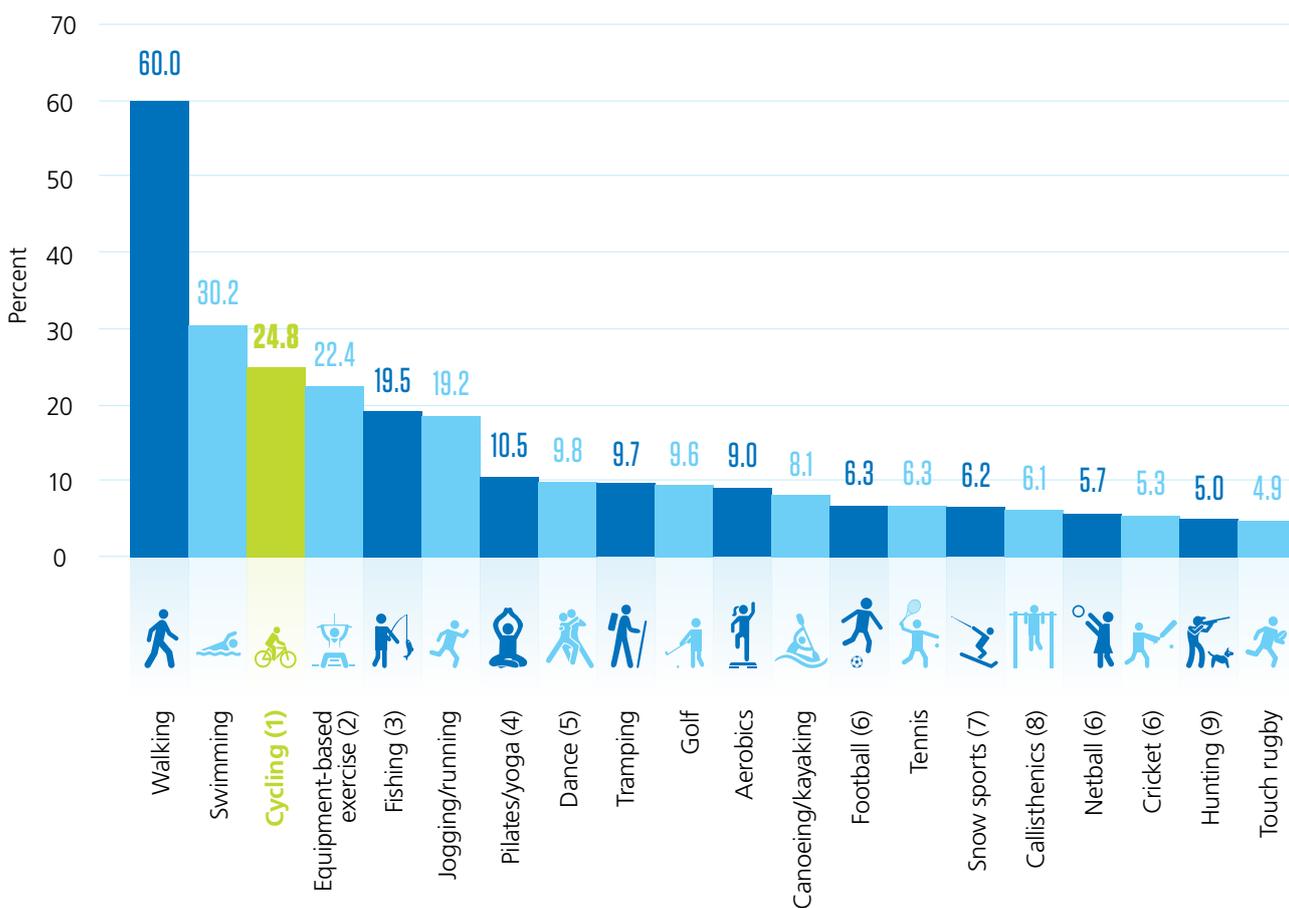
Participation levels

2013/14 participation levels

Over 12 months, over 2 out of 10 (24.8%) of all New Zealand adults aged 16 years and over (around 823,000 people) participated in cycling/mountain biking at least once. This includes 8.8% (around 292,000) that participated in mountain biking, and 19.2% (around 636,000) that participated in cycling/biking. Few (3.2%) adults (around 105,000) participated in both mountain biking and cycling/biking in the past 12 months. Among the various sport and recreation activities, cycling/mountain biking had the 3rd highest participation rate.

Figure 1 presents 20 sport and recreation activities with the highest participation levels among all New Zealand adults².

Figure 1: Sport and active recreation activities with the highest participation levels over 12 months



Notes:

- (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 both at home or at the gym/class.
- (5) Dance includes several dance genres (eg, ballet, hip-hop, ballroom, modern, tap). It does not include club/rave/disco.
- (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 deerstalking/pig hunting.

² Figure 1 is based on information presented in the document titled *Sport and Active Recreation in the Lives of New Zealand Adults*, which is available at www.srknowledge.org.nz/researchseries/active-new-zealand-20132014/. Participation is irrespective of intensity, duration and frequency.

Profile of Participants

Demographic profile

Note: The information below should be used with some caution (statistical tests to identify differences have not been calculated).

Table 2 presents demographic information about participation in cycling/mountain biking. For example, among all men in New Zealand, just under 3 out of 10 (28.4%) participated in cycling/mountain biking at least once over 12 months.

Higher proportions of adults aged 40 to 54, New Zealand European only or Other Ethnicity only, those living in areas of low deprivation, and those are working participated in cycling/mountain biking, while lower proportions of older age groups (70 years and over), Māori, Asian and Pacific only, those living in areas of high deprivation, and those that are retired or at home with no children participated in cycling/mountain biking.

Large numbers of cyclists/mountain bikers were New Zealand European only, lived in major urban areas, and worked (either full-time or part-time).

Table 2: Proportion of all New Zealand adults (aged 16 years and over) who participated in cycling/mountain biking at least once over 12 months

	Cycling/mountain biking		Mountain biking		Cycling/biking	
	%	Estimated number	%	Estimated number	%	Estimated number
All adults (Age 16+)	24.8	823,000	8.8	292,000	19.2	636,000
Gender						
Male	28.4	451,000	11.9	190,000	20.6	328,000
Female	21.6	372,000	5.9	102,000	17.9	308,000
Age group						
16-24 years	23.3	123,000	6.8	36,000	18.7	99,000
25-39 years	27.6	218,000	11.4	89,000	19.8	156,000
40-54 years	32.4	296,000	13.0	119,000	24.9	228,000
55-69 years	22.8	158,000	6.2	43,000	18.6	129,000
70+ years	7.1	28,000	1.2	5,000	6.3	24,000
Ethnicity						
NZ European	29.0	624,000	10.9	233,000	22.2	476,000
Māori	14.3	25,000	5.0	9,000	9.7	17,000
Asian	10.7	35,000	1.5	5,000	9.3	31,000
Pacific	2.9	4,000	2.2	3,000	1.0	1,000
Other Ethnicity	29.8	74,000	10.2	25,000	23.6	59,000
Two or more ethnic groups	22.4	60,000	6.2	17,000	19.3	52,000
Deprivation						
Low	31.3	336,000	11.5	123,000	23.8	254,000
Medium	24.0	269,000	9.0	101,000	18.3	206,000
High	19.5	218,000	6.1	68,000	15.7	176,000
Location^a						
Major urban	24.3	567,000	8.5	199,000	19.2	447,000
Secondary urban	25.5	61,000	9.1	22,000	19.6	47,000
Minor urban	22.8	61,000	8.8	23,000	16.6	44,000
Rural	28.0	134,000	10.0	48,000	20.4	98,000
Occupation						
Full-time or part-time work	29.7	536,000	11.8	213,000	22.3	402,000
Studying	25.2	69,000	6.7	18,000	20.5	56,000
Retired	11.8	60,000	3.4	17,000	9.5	49,000
At home looking after children	21.2	73,000	5.7	19,000	17.6	61,000
At home not looking after children	20.3	33,000	4.3	7,000	18.2	29,000
Other	23.7	52,000	7.9	17,000	18.0	40,000

^a See Appendix 1 for more information.



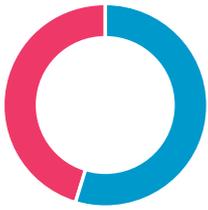
Figure 2 (over page) presents demographic information about adults who participated in cycling/mountain biking, while the table beside that presents demographic information for mountain bikers and cyclists specifically, and for all New Zealand adults. For example, among all people who participated in cycling/mountain biking, 54.8% were men (see figure); however, 65.0% of those who participated in mountain biking were men compared with 48.0% of all New Zealand adults (aged 16 years or over) being men (see table). Compared with all New Zealand adults³, the profile of cyclists/mountain bikers overall has:

- more men, and fewer women
- more adults aged 40 to 54 years, and fewer older adults (ie, aged 70 years or older)
- more New Zealand European only, and fewer Māori only, Asian only and Pacific only ethnic groups
- fewer who live in areas of high deprivation
- a similar geographic (ie, location) split
- more people who work, but fewer retired people.

The profile of mountain bikers is generally similar to this, except that there are also fewer young adults aged 16 to 24 years or aged 55 to 69 years and more aged 25 to 39 years, and there are fewer whose occupation is at home, either with or without children. Among cyclists, however, it cannot be said that fewer live in areas of high deprivation, but other characteristics are similar to the profile of all cyclists/mountain bikers.

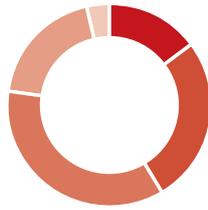
³ Confidence intervals (at the 95% level) have been used to indicate if significant differences exist between sport participants and all adults.

Figure 2: Demographic profile of adults who participated in cycling/mountain biking



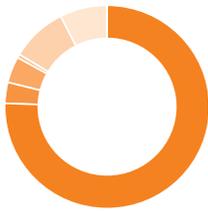
Gender

- Men (54.8%)
- Women (45.2%)



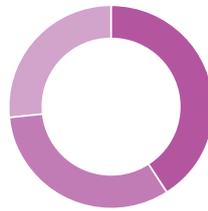
Age group

- 16-24 (14.9%)
- 25-39 (26.5%)
- 40-54 (36.0%)
- 55-69 (19.2%)
- 70+ (3.4%)



Ethnicity

- NZ European (75.8%)
- Māori (3.1%)
- Asian (4.3%)
- Pacific (0.5%)
- Other Ethnicity (9.0%)
- 2+ groups (7.3%)



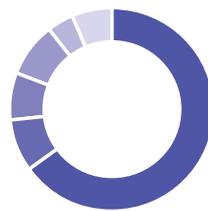
Deprivation

- Low (40.8%)
- Medium (32.7%)
- High (26.4%)



Location

- Major urban (68.9%)
- Secondary urban (7.5%)
- Minor urban (7.4%)
- Rural (16.3%)



Occupation

- In work (65.1%)
- Study (8.4%)
- Retired (7.4%)
- Home children (8.8%)
- Home no children (4.0%)
- Other (6.3%)

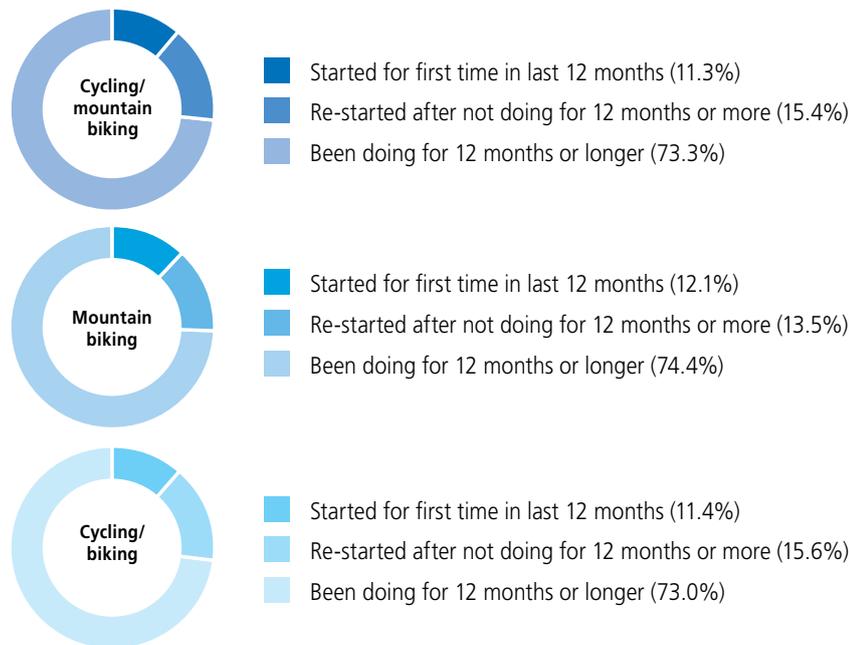
	Mountain biking	Cycling/ biking	All of New Zealand
	%	%	%
Gender			
Male	65.0	51.6	48.0
Female	35.0	48.4	52.0
Age group			
16-24 years	12.4	15.5	15.9
25-39 years	30.6	24.5	23.8
40-54 years	40.7	35.8	27.6
55-69 years	14.8	20.3	20.9
70+ years	1.6	3.8	11.8
Ethnicity			
NZ European	79.8	74.9	64.8
Māori	3.0	2.7	5.3
Asian	1.7	4.8	10.0
Pacific	1.1	0.2	4.2
Other Ethnicity	8.7	9.2	7.5
Two or more ethnic groups	5.7	8.2	8.1
Deprivation			
Low	42.2	40.0	32.4
Medium	34.4	32.4	33.9
High	23.3	27.6	33.7
Location			
Major urban	68.0	70.3	70.2
Secondary urban	7.5	7.4	7.3
Minor urban	8.0	7.0	8.0
Rural	16.4	15.4	14.5
Occupation			
Full-time or part-time work	72.9	63.1	54.4
Studying	6.3	8.9	8.3
Retired	5.9	7.6	15.4
At home looking after children	6.7	9.5	10.4
At home not looking after children	2.4	4.6	4.8
Other	5.9	6.2	6.6

History of participation in the sport

Note: The information in this section of the report should be used with some caution (some samples sizes are small and statistical testing has not occurred).

Over 7 out of 10 cycling/mountain biking participants (73.3%) in the past 12 months have taken part in the sport for a year or longer, while just over 1 in 10 started for the first time in the last year (11.3%) and almost 2 out of 10 (15.4%) re-started after not participating for a year or more (see Figure 3). The following information suggests that the take-up profiles of cyclists and mountain bikers are similar.

Figure 3: Take-up of cycling/mountain biking in the past 12 months



Over 4 out of 10 cycling/mountain biking participants (42.9%) have taken part for five years or less, and just over 2 out of 10 (21.8%) have participated for over 25 years (see Figure 4). The following information suggests that cyclists have been participating in their sport longer than mountain bikers (24.1% of cyclists have been cycling for over 25 years compared with 10.8% of mountain bikers).

Figure 4: Length of time taken part in sport

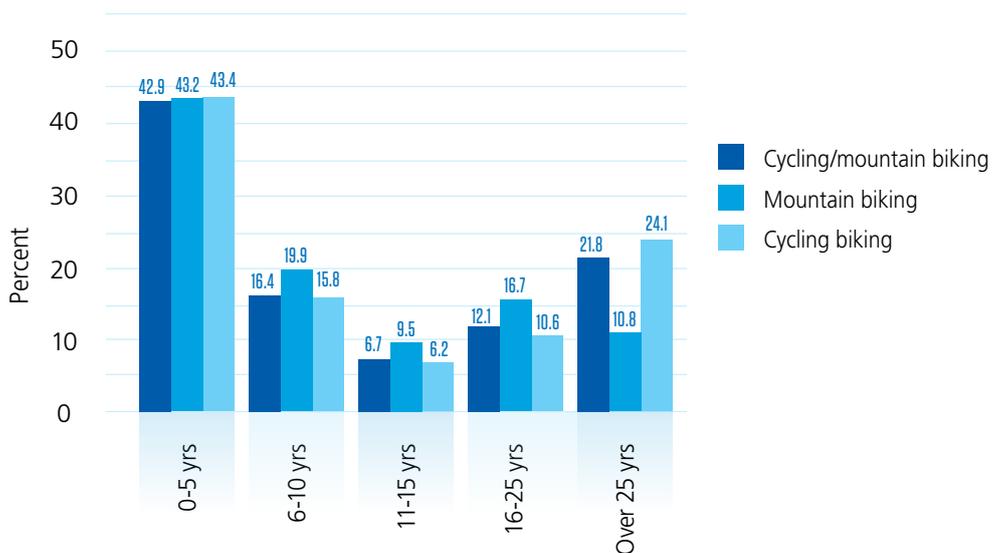
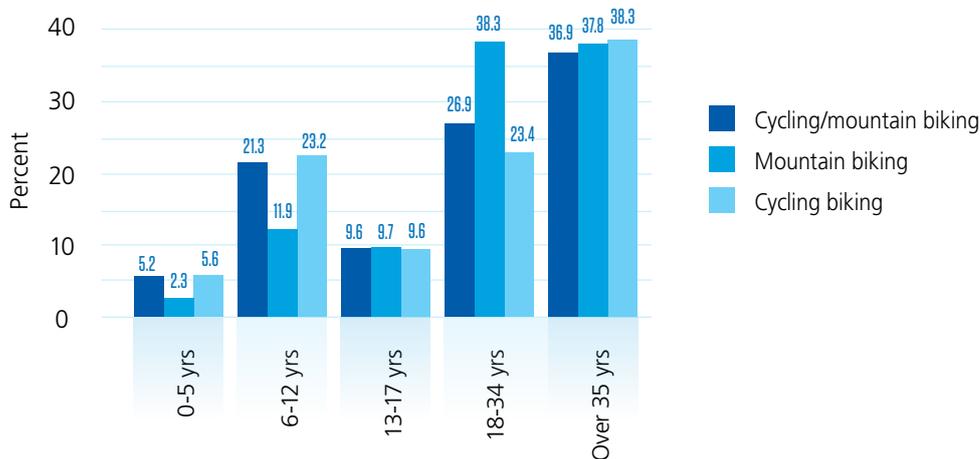


Figure 5 shows the estimated age at which cyclists/mountain bikers started in the sport. Almost 4 out of 10 started when aged over 35 years or over (36.9%). Similar proportions started between the ages of 6 and 12 years (21.3%) and between 18 and 34 years (26.9%).

The figure following suggests that cyclists started taking part in their sport at a younger age than mountain bikers, with just under 3 out of 10 (28.8%) cyclists and over 1 in 10 (14.2%) mountain bikers starting in their sport when aged under 13 years, and over 2 out of 10 (23.4%) cyclists and just under 4 out of 10 (38.3%) mountain bikers starting when they were aged between 18 and 34 years.

Figure 5: Estimated starting age of those participating in cycling/mountain biking



Participation in other sport and recreation activities

On average, adults who participated in cycling/mountain biking at least once over 12 months took part in 6.4 different sport and recreation activities over 12 months (the national average⁴ is 4.0). Mountain bikers and cyclists took part in 7.3 and 6.4 activities over 12 months, respectively.

Table 3 shows the top 10 sport and active recreation activities undertaken by cyclists/mountain bikers, and the proportions who take part in them. Almost 8 out of 10 cycling/mountain biking participants (77.3%) took part in cycling/biking, while almost 4 out of 10 (35.5%) took part in mountain biking. Over 6 out of 10 cycling/mountain biking participants (64.5%) went walking and 5 out of 10 (49.1%) went swimming.

Mountain bikers most commonly participated in walking, swimming and/or jogging/running, with almost 4 out of 10 (36.1%) also participating in cycling/biking. Cyclists most commonly participated in walking, swimming and/or jogging/running, with almost 2 out of 10 (16.6%) also participating in mountain biking.

Table 3: Ten most common sport and active recreation activities that cyclists/mountain bikers take part in

Cyclists/mountain bikers		Mountain bikers		Cyclists	
Other activity	%	Other activity	%	Other activity	%
Cycling/biking	77.3	Walking	59.1	Walking	67.4
Walking	64.5	Swimming	47.3	Swimming	51.0
Swimming	49.1	Jogging/running	40.8	Jogging/running	34.1
Mountain biking	35.5	Cycling/biking	36.1	Fishing (marine/saltwater)	21.6
Jogging/running	34.6	Tramping	32.2	Tramping	21.5
Fishing (marine/saltwater)	23.2	Fishing (marine/saltwater)	27.4	Canoeing/kayaking	19.1
Tramping	22.0	Canoeing/kayaking	26.4	Exercising at home	17.7
Canoeing/kayaking	19.9	Exercising at home	21.1	Mountain biking	16.6
Exercising at home	18.1	Surfing/body boarding	15.4	Gym (using equipment)	14.1
Gym (using equipment)	13.9	Golf	15.0	Aerobics	12.5

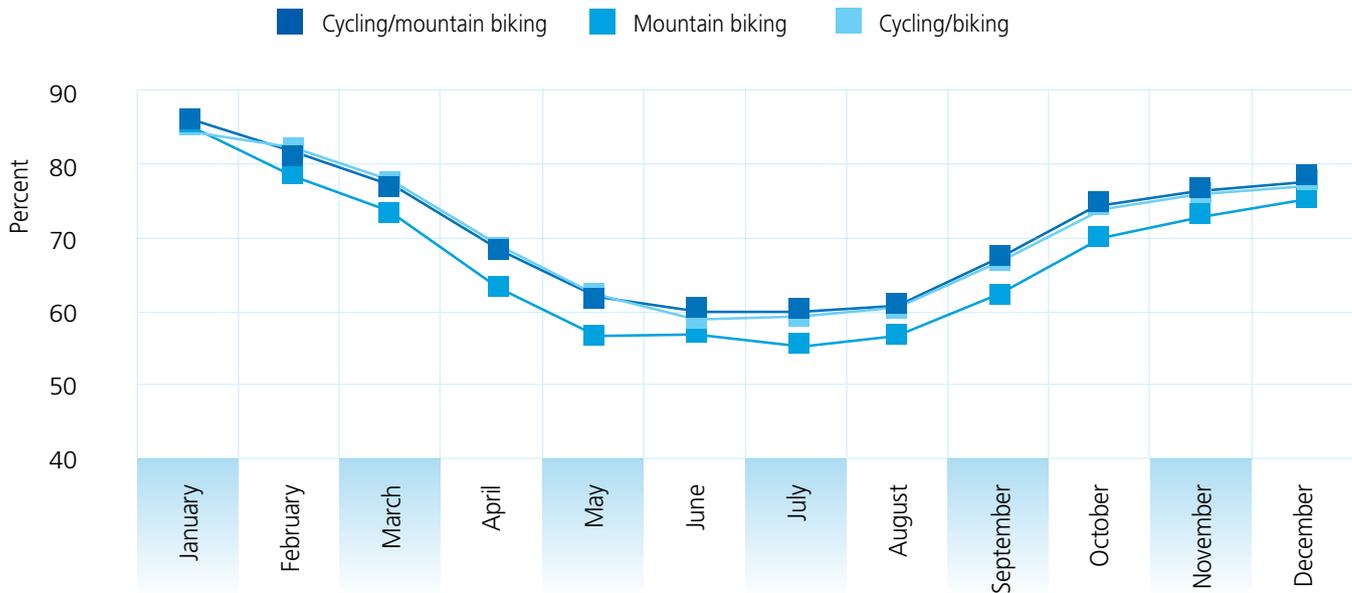
⁴ The national average is calculated for all adults, including those who did not take part in any activities.

Participation Patterns in the Sport

Seasonal participation

Overall, adults most commonly participated in cycling/mountain biking during the months of October to March, with participation at its lowest points during the winter months of June to August (see Figure 6). The information suggests that the pattern of seasonal participation is similar for both mountain bikers and cyclists.

Figure 6: Seasonal participation in cycling/mountain biking

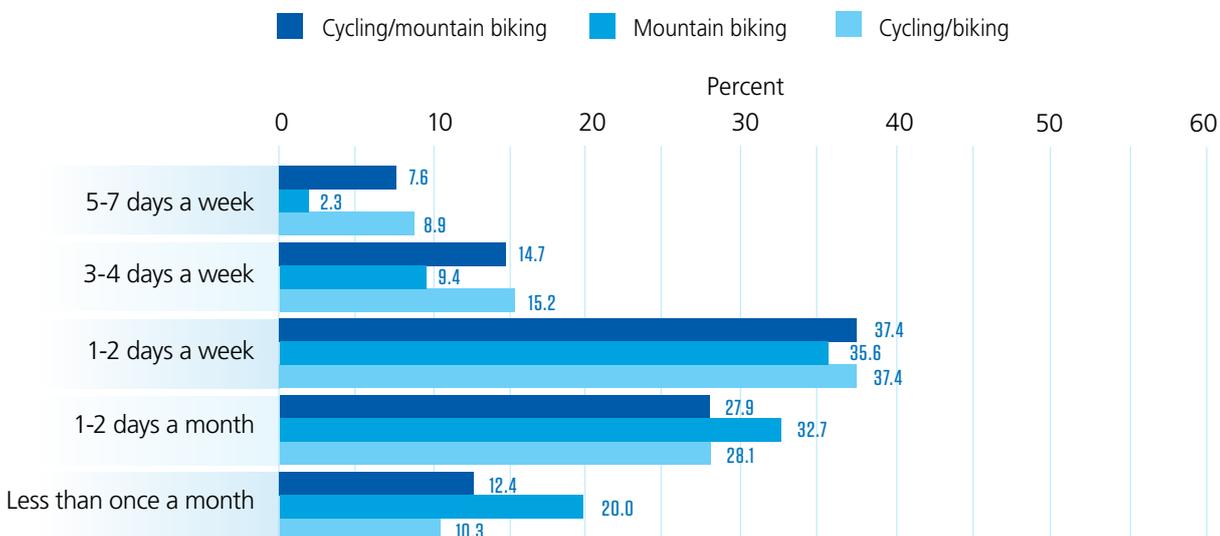


Frequency of participation

For cycling/mountain biking overall, participants most commonly took part on one to two days a week (37.4%) with just under 3 out of 10 (27.9%) participating on one to two days per month (see Figure 7).

The following information suggests that cyclists tend to participate more frequently than mountain bikers. A higher proportion of cyclists cycled on three or more days per week (24.1%) than mountain bikers (11.7%), and a lower proportion of cyclists cycled on one to two days a month or less frequently (38.4%) than mountain bikers (52.7%).

Figure 7: Frequency of participation in cycling/mountain biking



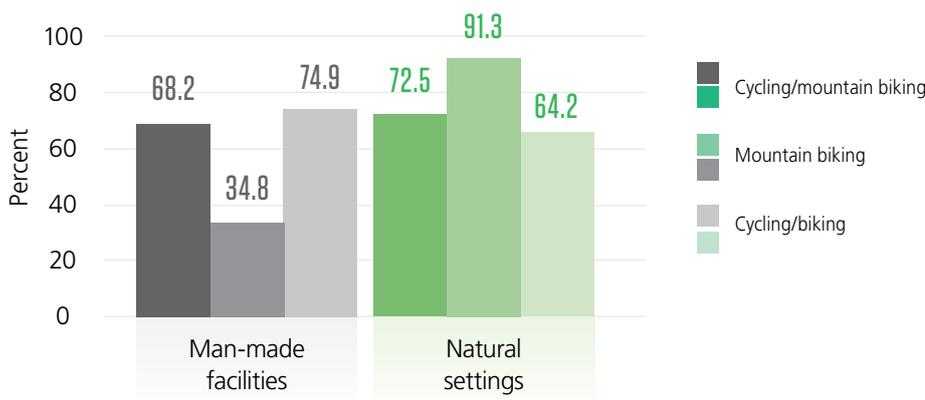
Location of participation

Note: The information below should be used with some caution (some sample sizes are small and statistical tests to identify differences have not been calculated).

Similar proportions of cyclists/mountain bikers (around 7 out of 10 each) took part in the sport at man-made facilities (68.2%) and in natural settings (72.5%, see Figure 8 and the table below it). The most common man-made facility at which cyclists/mountain bikers participated was *outside on a path, cycleway or walkway in a town or city* (64.2%), while the most common natural settings were *on an off-road bike trail or walking track* (41.5%) or *outdoors at a park in a town or city* (34.2%).

The information suggests that a higher proportion (just over 9 out of 10, or 91.3%) of mountain bikers participated in natural settings (including 75.2% *on an off-road bike trail or walking track* and 42.9% *in the bush or a forest*) than cyclists (over 6 out of 10, or 64.2%). A higher proportion of cyclists (over 7 out of 10, or 74.9%) participated in/at man-made facilities (70.7% *outside on a path, cycleway or walkway in a town or city*) than mountain bikers (over 3 out of 10, or 34.8%).

Figure 8: Type of location in which adults participate in cycling/mountain biking



	Cycling/mountain biking	Mountain biking	Cycling/biking
Man-made facilities	%	%	%
Outside on a path, cycleway or walkway in a town or city	64.2	32.1	70.7
Indoors or outside at a home	3.3	1.3	3.7
At a gym or fitness centre	2.1	0.9	2.5
At an outdoor sports facility	2.1	1.6	2.0
At an indoor sports facility or complex	0.6	0.2	0.7
At an indoor facility not used mainly for sport or recreation	0.2	0.2	0.2
At an indoor pool or aquatic centre	0.2	0.1	0.2
Indoors or outside at a marae	0.1	0.0	0.1
At an outdoor pool	0.0	0.1	0.0
Natural settings	%	%	%
On an off-road bike trail or walking track	41.5	75.2	26.9
Outdoors at a park in a town or city	34.2	27.3	35.2
In the countryside or over farmland	19.4	29.3	14.5
In the bush or a forest	18.0	42.9	7.1
By a river	11.6	15.4	9.3
At a beach or by the sea	10.4	9.2	10.0
By a lake	7.0	10.4	5.0
On or in a river	0.6	0.2	0.7
On or in a lake	0.5	0.3	0.6

Note: Respondents could provide more than one answer.

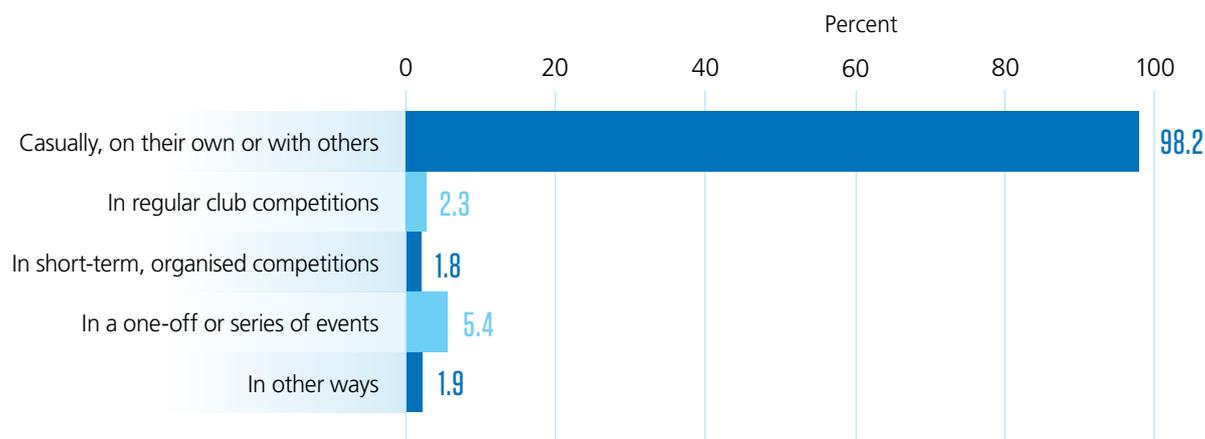
Ways Participants Take Part in the Sport

Note: The information in this section of the report (covering different ways of participation, through to payment types and membership) should be used with some caution (some sample sizes are small and statistical testing to identify differences have not been calculated).

Different ways that participants take part

Almost all cyclists/mountain bikers (98.2%) took part in cycling/mountain biking on a *casual basis, either on their own or with others*. Very few took part in other ways such as *in a one-off or series of events* (5.4%), *regular club competitions* (2.3%) or *short-term organised competitions* (1.8%, see Figure 9). The ways in which participants took part are similar for both mountain bikers and cyclists, with casual participation also being the main way each participated (see table below Figure 9).

Figure 9: Ways in which cyclists/mountain bikers take part



Sub-sports	Mountain biking		Cycling/biking	
	All %	Main %	All %	Main %
Casually, on their own or with others	97.6	97.2	98.3	97.1
In regular club competitions	3.1	0.9	1.8	1.0
In short-term, organised competitions	3.7	0.0	0.9	0.0
In a one-off or series of events	6.7	0.8	4.6	0.9
In other ways	2.6	0.7	1.3	0.6

Note: Respondents could provide more than one answer.

Participation with other participants

Cyclists/mountain bikers most commonly did not participate in any organised group (75.5%, see Table 4). When they did so, this was most commonly *arranged by the people who took part in the sport* (18.9%). The information suggests, however, that a lower proportion of mountain bikers did not participate in any organised group (61.3%) compared with cyclists (81.5%), and that a higher proportion of mountain bikers took part in a *group arranged by the participants themselves* (29.5%) compared with cyclists (13.7%).

Table 4: Participation with other participant groups

	Cycling/mountain biking	Mountain biking	Cycling/biking
	%	%	%
A group arranged by the people who take part in the activity	18.9	29.5	13.7
A sports team that is part of a sports club	2.2	3.1	1.9
An organised group set up by an organisation (eg, local council)	1.2	0.8	1.2
A work-related sports team	0.6	0.8	0.4
Another type of sports team (like a church team)	0.2	0.4	0.1
Other type of group	3.2	5.1	2.7
None	75.5	61.3	81.5

Payment types

Table 5 shows that, most commonly, over 9 out of 10 cyclists/mountain bikers (93.6%) participated in the sport for free, which is similar for both cyclists and mountain bikers.

Table 5: Payment types when taking part in cycling/mountain biking

	Cycling/mountain biking	Mountain biking	Cycling/biking
	%	%	%
Could do the activity without paying – it was free	93.6	85.8	95.0
Paid per visit, entry or hire	4.9	9.6	2.5
Paid entry costs for a competition or event (as an individual or team member)	3.8	4.4	3.1
Paid by way of membership at a sport or physical activity club	1.9	3.8	1.0
Paid by way of membership at a gym, swimming pool or recreation centre	1.0	0.9	0.9
Paid for a concession card	0.3	0.8	0.1
Paid using a community discount card that gives cheaper entry costs	0.0	0.0	0.0
Other payment type	0.1	0.0	0.1

Note: Respondents could provide more than one answer.

Membership of a club or centre

Over 12 months cyclists/mountain bikers were most commonly not a *member of any club, gym or centre* for the purpose of taking part in their sport (93.9%, see Table 6). Again, a similar pattern applies for both mountain bikers and cyclists.

Table 6: Membership of a club, gym or centre to take part in cycling/mountain biking

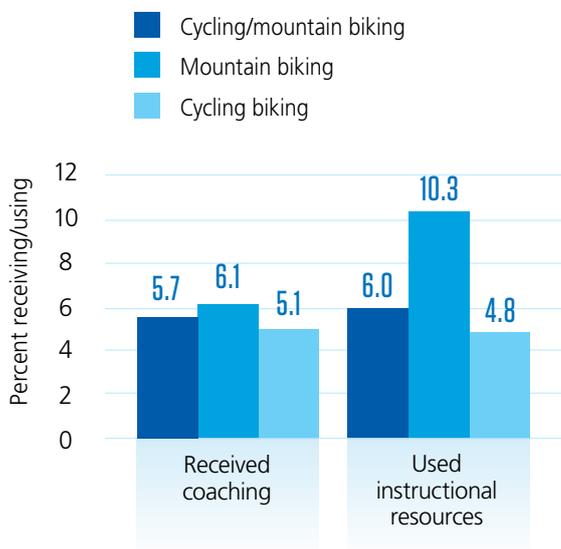
	Cycling/mountain biking	Mountain biking	Cycling/biking
	%	%	%
Member of ANY club/gym/centre	6.1	7.8	5.3
Member of sport or physical activity club	3.4	4.8	2.8
Member of gym or fitness centre	2.6	2.3	2.6
Member of community leisure or recreation centre	0.3	0.6	0.1
Member of other type of club	0.3	0.2	0.3
Not a member of any club/gym/centre	93.9	92.2	94.7

Note: Respondents could report being a member of each of the four types of club.

Coaching and use of instructional resources

Figure 10 shows that similar proportions, almost 1 in 10 each, of cyclists/mountain bikers received instruction or coaching (5.7%) or used instructional resources (online or other books or videos) (6.0%) in the past 12 months. The information suggests that a higher proportion of mountain bikers (10.3%) used instructional resources compared with cyclists (4.8%).

Figure 10: Receipt of coaching and use of instructional resources by cyclists/mountain bikers



Motivations for and Barriers to Participation

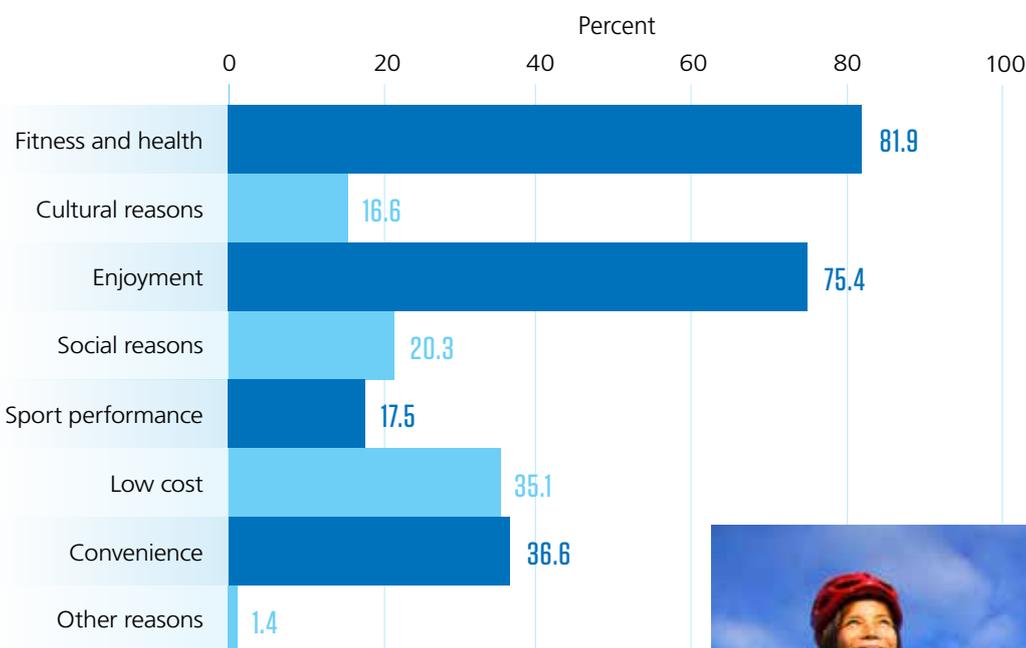
Reasons for taking part

Note: The information below should be used with some caution (statistical tests to identify differences have not been calculated).

Just over 8 out of 10 cycling/mountain biking participants (81.9%) took part in the sport for fitness and health reasons, with almost 8 out of 10 (75.4%) taking part for enjoyment or the fun of it (see Figure 11). These main reasons are followed by similar proportions (almost 4 out of 10 each) participating in the sport for the convenience of it (36.6%) or because of the low cost (35.1%).

The information suggests that higher proportions of mountain bikers took part in their sport for enjoyment (85.9%) or social reasons (34.3%) compared with cyclists (69.5% and 14.4%, respectively).

Figure 11: Reasons for participating in cycling/mountain biking



Sub-sports	Mountain biking	Cycling/biking
	%	%
Fitness and health	82.8	80.8
Cultural reasons	18.2	14.8
Enjoyment	85.9	69.5
Social reasons	34.3	14.4
Sport performance	24.2	15.1
Low cost	33.6	34.1
Convenience	36.9	35.8
Other reasons	1.0	1.4

Note: Respondents could provide more than one answer. See Appendix 1 for more detail about what each group of reasons encompasses.



Interest in trying new activities and barriers to participation

Figure 12 shows that, among all adults, almost 5 out of 10 (46.8%) want to try a new sport or activity. Most commonly this includes just under 3 out of 10 (28.0%) who want to try a new recreational activity (including cycling/mountain biking, but also see below for how activities have been grouped), while almost 1 in 10 (6.3%) want to try a team-based sport and over 1 in 10 (12.5%) want to try some type of 'other' sport. Figure 13 shows that 6 out of 10 (59.8%) of those wanting to try a new sport or activity would most like to try a new recreational activity, over 1 in 10 (13.5%) would most like to try a new team-based sport and almost 3 out of 10 (26.7%) would most like to try a type of 'other' sport.

Figure 12: Proportion of all adults wanting to try any new sport or activity, and type of sport/activity

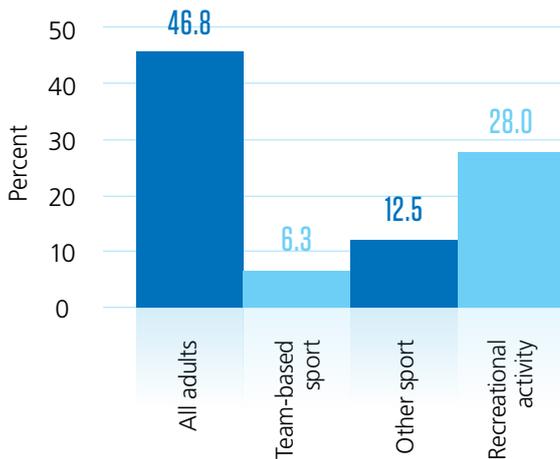
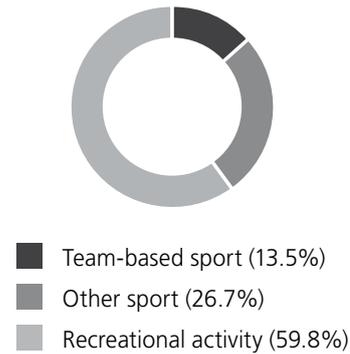


Figure 13: Of those wanting to try a new sport or activity – type of activity would most like to try



Notes:

Team-based sport includes such sports as netball, rugby, football, basketball, cricket, touch rugby and volleyball.
 Other sport includes such sports as tennis, golf, martial arts, badminton, bowls and motorsports.
 Recreational activity includes walking, fishing, swimming, cycling, jogging/running, dance, canoeing/kayaking; it excludes gardening and 'non-active activity'.

The main barriers to adults trying a new recreational activity (Including cycling/mountain biking) are a lack of time (identified by over 5 out of 10 (53.5%) adults), and affordability (26.9%, see Table 7).

For those adults interested in trying each type of new activity, cost appears to be a more prominent barrier to trying a recreational activity than it is to those interested in trying a team-based sport. On the other hand, poor health, disability or injury appears to be less of a barrier for those interested in trying a recreational activity than it is to those interested in trying a team-based sport.

Table 7: Barriers to trying recreational activities

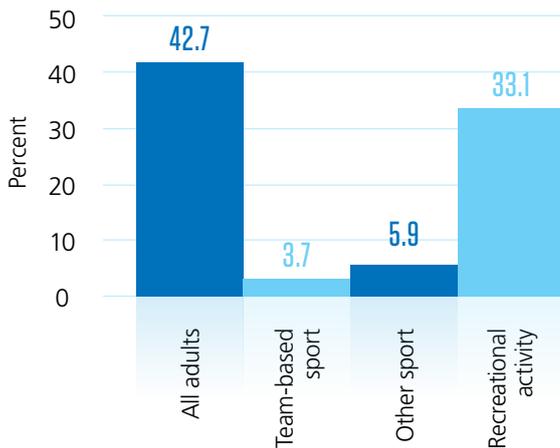
All adults who would most like to try a new recreational activity	
	%
Lack of time	53.5
Too costly/can't afford it	26.9
No facilities/parks nearby	8.7
Poor health/disability/injury	8.3
Don't have anyone to do the activity with	6.4
Don't know where to go or who to contact to do the activity	6.2

Notes:
 Only barriers identified by more than 5% of respondents are listed.
 Respondents could provide more than one answer.

Interest in doing more of existing activities and barriers to doing more

Figure 14 shows that, among existing participants, over 4 out of 10 (42.7%) were interested in doing more of an existing sport or activity. This includes over 3 out of 10 (33.1%) that were interested in doing more of a recreational activity (including cycling/mountain biking), while fewer than 1 in 10 each of those participating in a team-based sport or a type of 'other' sport would like to do more of that sport (3.7% and 5.8%, respectively). Figure 15 shows that just under 8 out of 10 (77.6%) of those wanting to do more of an existing sport or activity would most like to do more of a recreational activity, just under 1 in 10 (8.6%) would most like to do more of a new team-based sport and just over 1 in 10 (13.8%) would most like to do more of a type of 'other' sport.

Figure 14: Proportion of all adults wanting to do more of an existing sport or activity, and type of sport/activity



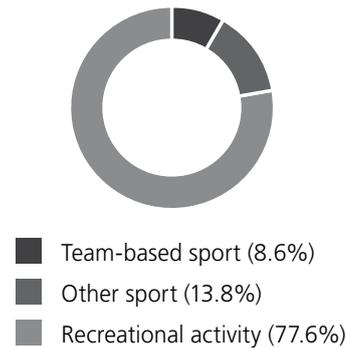
Notes:

Team-based sport includes such sports as netball, rugby, football, basketball, cricket, touch rugby and volleyball.

Other sport includes such sports as tennis, golf, martial arts, badminton, bowls and motorsports.

Recreational activity includes walking, fishing, swimming, cycling, jogging/running, dance, canoeing/kayaking; it excludes gardening and 'non-active activity'.

Figure 15: Of those wanting to do more of an existing sport or activity – type of activity would most like to do more of



The main barriers to participants doing more of an existing recreational activity are a lack of time (identified by almost 7 out of 10 (66.3%) adults), and affordability (11.0%, see Table 8).

For those participants interested in doing more of each type of existing sport or activity, cost appears to be less of a barrier to those interested in doing more of a team-based sport, than to those interested in doing either a type of 'other' sport, or a recreational activity.

Table 8: Barriers to doing more recreational activities

Participants who would like to do more of a recreational activity	
	%
Lack of time	66.3
Too costly/can't afford it	11.0
Poor health/disability/injury	6.0

Notes:

Only barriers identified by more than 5% of respondents are listed.

Respondents could provide more than one answer.

Trends in Participation: 1997/98 to 2013/14

Note: The results shown in Figure 16 may differ from corresponding results earlier in this report, and previous trend reporting, because they have been analysed using a different approach. Due to the constraints of the 1997/98 Survey a different approach (from that used earlier in the report) has also been taken to reporting sub-populations. See Appendix 1 for more information.

Cycling/biking

Figure 16 presents insights into participation trends in cycling/biking between 1997/98 and 2013/14.

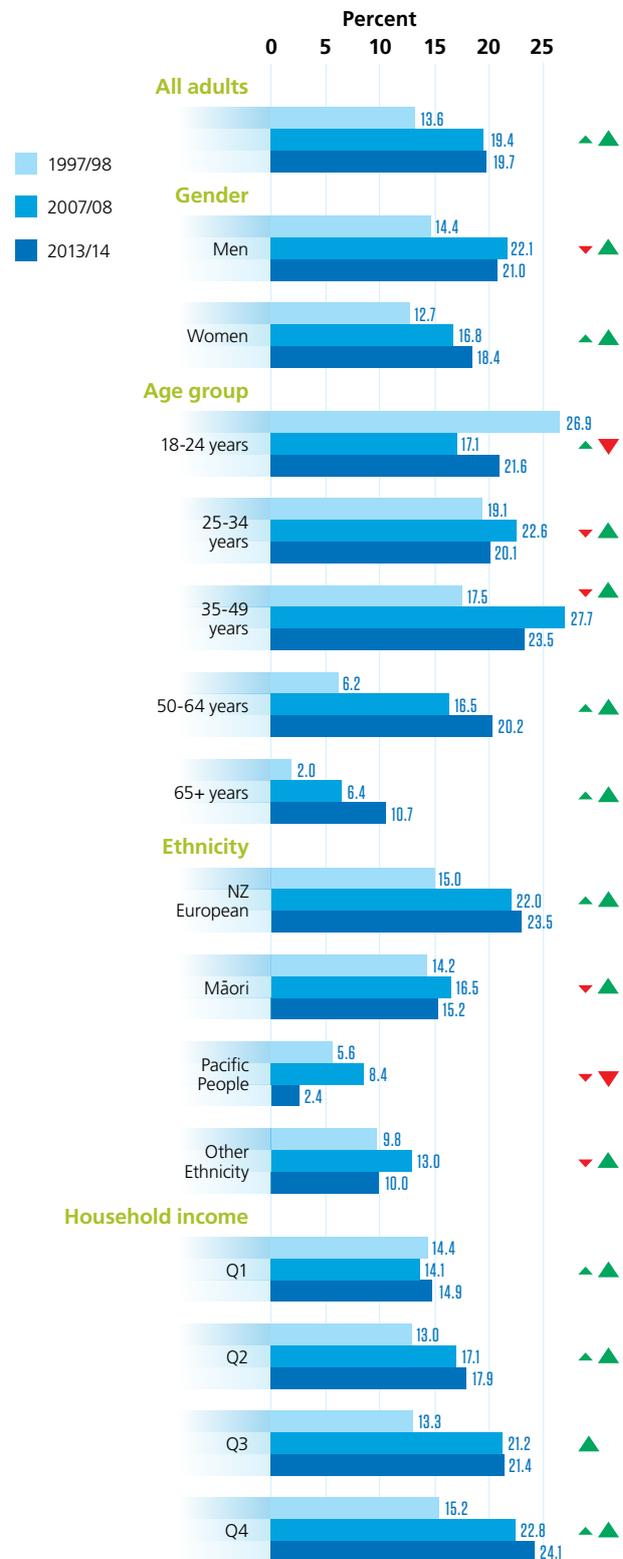
Overall, there has been an increase in participation among all adults, by 6.1 percentage points, between 1997/98 and 2013/14. This increase has occurred among both men and women cyclists/bikers, although for men the participation rates are slightly lower than in 2007/08.

Trends in participation are mixed for different age groups and for different ethnic groups. Participation has increased among older adults aged 50 years or over between 1997/98 and 2013/14, and in particular for 50 to 64 year-olds, by 14.0 percentage points. Overall participation rates for 25 to 49 year-olds are slightly higher in 2013/14 than in 1997/98, but have experienced a decline since 2007/08. Among 18 to 24 year-olds, participation declined by 9.7 percentage points between 1997/98 and 2007/08, and has only partially recovered by 4.5 percentage points between 2007/08 and 2013/14.

Participation rates have increased among New Zealand Europeans, by 8.5 percentage points between 1997/98 and 2013/2014, but have decreased among Pacific People (by 3.2 percentage points) over the same period. Māori and Other Ethnicity groups each have higher participation rates in 2013/14 than in 1997/98, but each has also experienced a decline since 2007/08.

Cycling/biking participation rates across all household income groups are consistently higher in 2013/14 than in 1997/98, with the highest growth coming in the higher income groups (Q3 and Q4), by 8.1 and 8.9 percentage points respectively.

Figure 16: Trends in participation: Cycling/biking



Key:

- ▲ Significant increase between 2007/08 and 2013/14
- ▼ Significant decrease between 2007/08 and 2013/14
- ▲ Significant increase between 1997/98 and 2013/14
- ▼ Significant decrease between 1997/98 and 2013/14
- Blank or none indicates no significant difference exists.

Mountain biking

Figure 17 presents insights into participation trends in mountain biking between 1997/98 and 2013/14.

Overall, there has been an increase in participation among all adults, by 3.6 percentage points between 1997/98 and 2013/14. This increase has occurred among both men and women mountain bikers.

Trends in participation are again mixed for different age groups and for different ethnic groups. Participation has increased among middle and older age groups aged 35 years or over between 1997/98 and 2013/14, and in particular for 35 to 49 year olds, by 8.6 percentage points. Overall participation rates for younger adults aged under 35 years are lower in 2013/14 than in 1997/98 (including by 10.0 percentage points for 18 to 24 year olds), but both age groups have experienced small improvements since 2007/08.

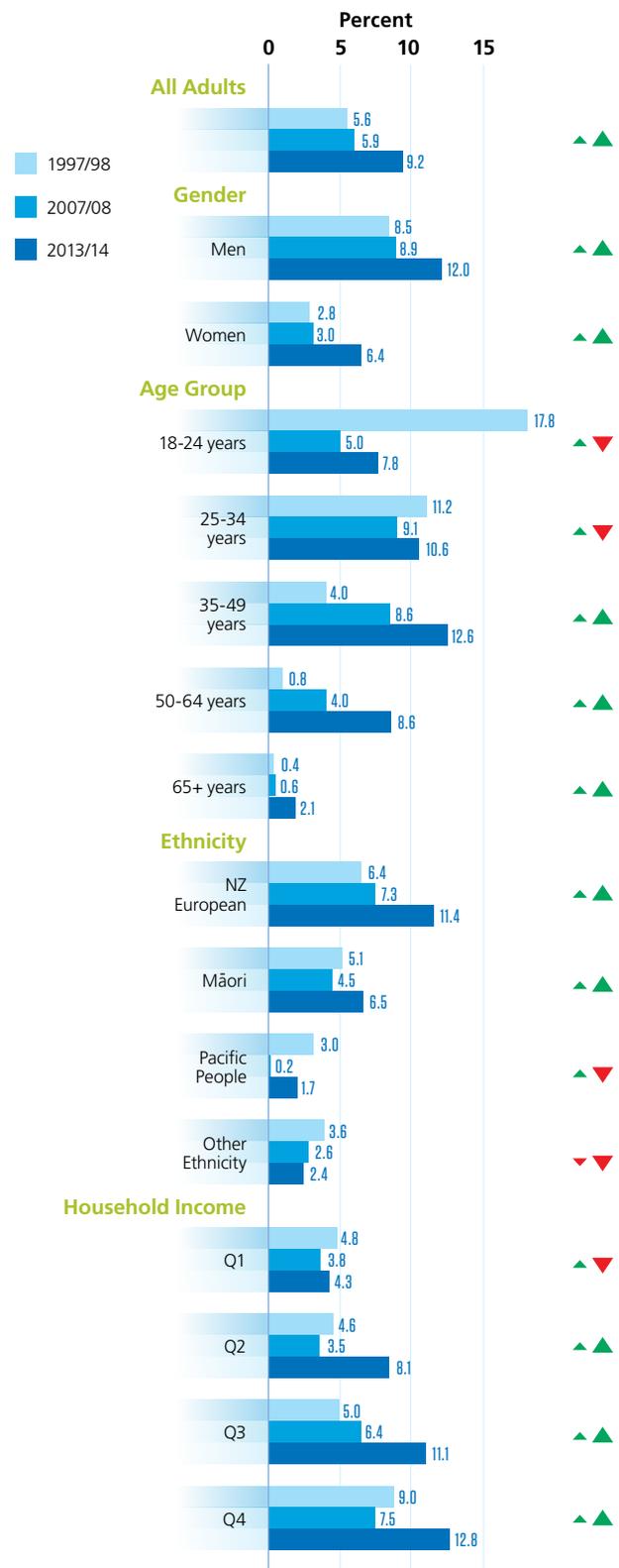
Participation rates have increased among New Zealand European and Māori between 1997/98 and 2013/2014, by 5.0 percentage points in the case of New Zealand Europeans. However, participation has decreased among Other Ethnicity since 1997/98, and is lower among Pacific People than in 1997/98 even though this latter group experienced a small improvement since 2007/08.

Mountain biking participation rates have increased for all but the lowest (Q1) household income groups between 1997/98 and 2013/14. For the Q1 group, participation rates in 2013/14 are slightly lower than in 1997/98 even though there has been a small improvement since 2007/2008.

Key:

- ▲ Significant increase between 2007/08 and 2013/14
- ▼ Significant decrease between 2007/08 and 2013/14
- ▲ Significant increase between 1997/98 and 2013/14
- ▼ Significant decrease between 1997/98 and 2013/14
- Blank or none indicates no significant difference exists.

Figure 16: Trends in participation: Mountain biking



APPENDIX 1

Notes on Analysis and Statistical Significance

Statistically significant results

Figures from sample surveys like the Active New Zealand Survey (ANZS) are subject to variation that arises from using a randomly drawn sample rather than surveying the total population of interest. It should be noted that analyses to determine whether results in this report are statistically significant have typically **not been calculated**.

Trend analysis

The results in the trend section have been analysed using an approach (the adjusted means from a logistic regression) for comparing results from surveys carried out in different years. The model applied used only the first order interactions of year (1997/98, 2007/08, 2013/14) with each of gender, age group, ethnicity, and household income (quartiles and refused). There were no interactions between the 'controlling' explanatory variables (eg, gender and age group). The participation rates were 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.

Ethnicity – Survey respondents were able to identify themselves with more than one ethnic group (eg, Māori and Pacific). For the purposes of the trend analysis, respondents may be placed in more than one group if a mix of ethnicities has been identified. Also, Asian only ethnicities were not separately identified in earlier surveys. Consequently, the results for an ethnic group cannot be compared with another ethnic group; they can only be compared with results for all adults.

Household income – Household income groups are divided into four quartiles, with the lowest quartile (Q1) representing people with the lowest household incomes, and Q4 being those people with the highest incomes. Some people did not identify their household incomes, and are excluded from these groups and the reporting of findings.

Notes on Definitions of Key Variables

New Zealand Index of Socioeconomic Deprivation (NZDep)

NZDep is an index of socioeconomic deprivation that combines nine 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 the 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 less 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.

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.

Main reasons for participating

Those who answered questions about why they participated in different sports/activities were prompted using a showcard with a range of possible reasons. For each activity, respondents could choose more than one of the prompted reasons and/or provide other reasons. Specific reasons were grouped under more generic headings on the showcard; these are reported on in this report. 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/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

Further information

Further information about the Active New Zealand Survey methodology and/or other reports are available from: www.srknowledge.org.nz/researchseries/active-new-zealand-20132014/



**SPORT
NEW ZEALAND**

Ground Floor, 86 Customhouse Quay,
Wellington 6011, New Zealand
PO Box 2251, Wellington 6140
Phone: +64 4 472 8058 Fax: +64 4 471 0813