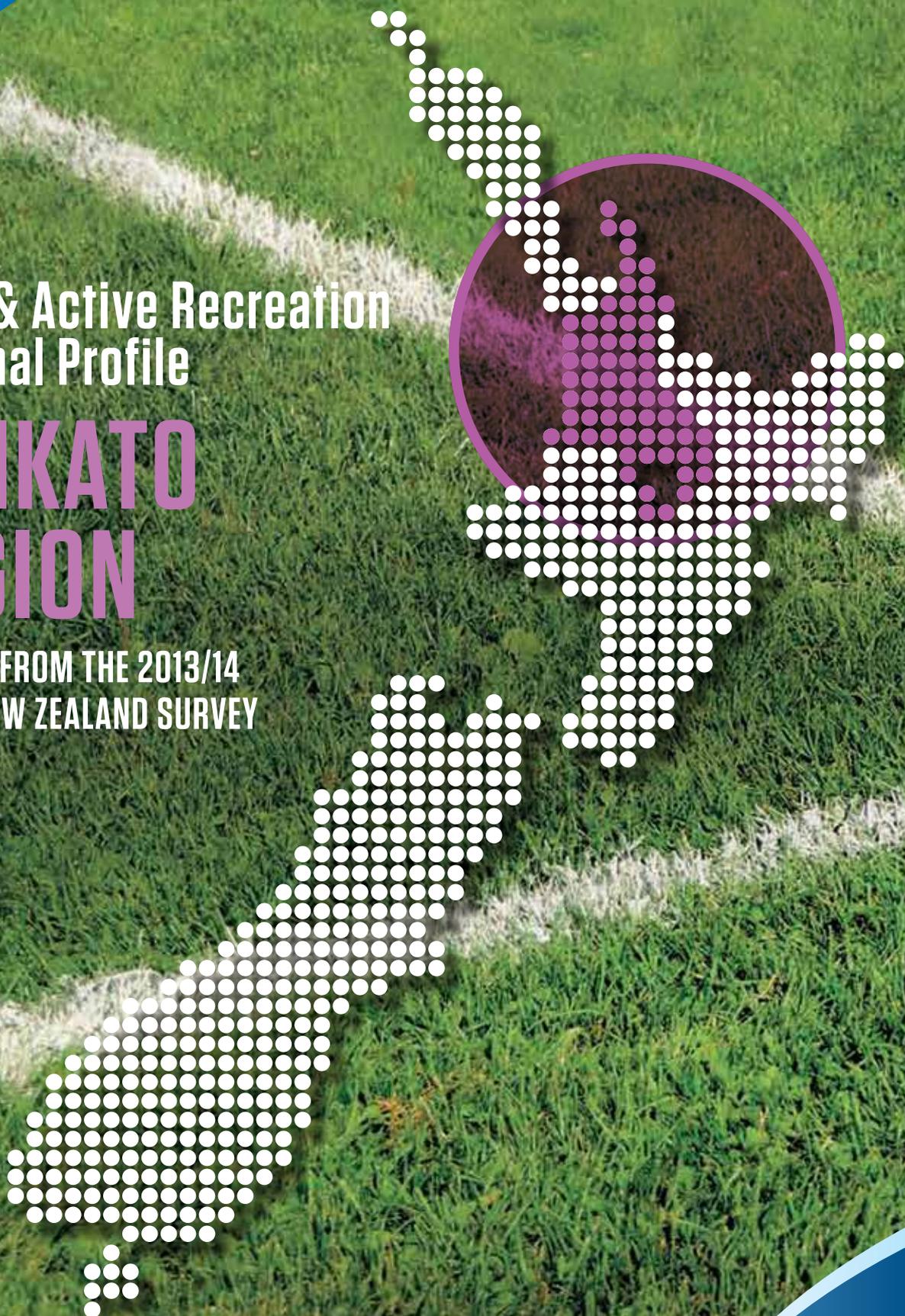


**Sport & Active Recreation
Regional Profile**

**WAIKATO
REGION**

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





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A quick look at... **Adults** (everyone in the Waikato region who completed the survey)

63% of adults in the Waikato region (193,000) **take part** in sport and recreation in any given **week**



Each year, almost

76,000

adults **volunteer** in sport and recreation

Each year, around **50,000** adults (**16%**) **take part** in one or more sport and recreation **events**

– Fun runs/walks and other running/walking events (such as half marathons, marathons, 10km races) are the most popular events.



Half of adults in the Waikato region (**50%**) are **interested in** either **trying** a new sport/activity or **doing more** of an existing one.



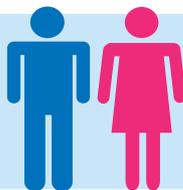
A quick look at... Participants



(everyone in the Waikato region who took part in sport and recreation)

Who

Compared with all New Zealand adults, similar proportions of men and women participated in sport and recreation activities in Waikato region.



Waikato region adults participate in fewer activities (3.4 on average) when compared with all New Zealand adults (4.0). However, within Waikato region men and women participate in similar numbers of activities.

What

The most popular activities are recreational in nature –



walking



swimming



equipment-based exercise



cycling

The most popular sports are –



golf



football



netball



cricket

Where

Just under 9 out of 10 participants (89%) took part in sport and recreation at one or more **man-made facilities**.

The most common were **paths, cycleways and walkways** (45%).

Around 7 out of 10 (70%) took part in one or more **natural settings**, most commonly at **parks in towns/cities** (28%) and **in or on the sea** (27%).

Over 4 out of 10 participants (45%) belong to a club or centre for the purpose of doing activities; 27% belong to a **sports club**, while 20% are members of a **gym or fitness centre**.



How



Almost all participants (95%) took part in their chosen sports/activities **casually, either on their own or with others**, followed by 24% that took part in **regular club competitions**.

Over 6 out of 10 participants (64%) took part in sport and recreation activities with an organised group; this was most commonly **a group arranged by the people who take part in the activity** (50%).

The most common way people pay to participate is on a **per visit, entry or hire** basis (29%).

Over 6 out of 10 participants (64%) **received coaching**, and over 2 out of 10 (23%) **used instructional resources**, in the past 12 months to help improve their performance.

Why

Almost 9 out of 10 participants (87%) say that **fitness and health** is the key reason for taking part in activities. A similar proportion of participants (84%) say they take part in activities for **enjoyment**.



87%



84%



A **lack of time** is by far the main reason interested participants give as a reason for not doing more sport and recreation activities, either for trying a new activity (57%), or doing more of an existing activity (81%). **Cost** comes a distant second (22% and 8%, respectively).

Introduction

This profile presents information about sports participation and volunteering among adults in the Waikato region, aged 16 years and over. It is compiled from information collected through the 2013/14 Active New Zealand Survey.

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, which asked questions around what activities adults do, how often they participate, the different way they choose to take part, where they take part and for what reasons. This part of the survey also asked questions about sport volunteering.
- The second part (the **Follow-up Survey**) was a further 10-minute interview, which asked questions around history of participation in different activities, their interest in doing more sport and recreation and whether or not they receive coaching of any kind.

Sample

The sample design for the Active New Zealand Survey (ANZS) included some geographic stratification based on the boundaries of the 17 regional sports trusts (RSTs) in existence in 2012 (the time at which the survey was developed). To ensure a minimum of interviews for some of the smaller RSTs, some of the sample was randomly reallocated from some of the larger RSTs. This approach has allowed for a complete set of regional profiles to be written. It should be noted, however, that the Sport NZ series of regional profiles does not include reports for any RST within Auckland Council boundaries. The reason for this is that Auckland Council, in partnership with Sport NZ, has written a report for this geographic area, which includes a geographic breakdown based on the four sub-regional RSTs.

Nation-wide, a total of 6,448 adults aged 16 years and over took part in the 2013/14 ANZS. 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, ethnicity and region) were under- or over-represented in the survey

responses. To account for this, the responses in this report are adjusted, or weighted, using information on the make-up of the New Zealand population from the 2013 Census. The response rate for the Waikato region was 70%.

Of the 6,448 adults that took part in the 2013/14 ANZS, 550 were resident in the Waikato region. Table 1 shows the total number of completed interviews and weighted population numbers for the Waikato region.

Table 1: Total number of completed interviews and weighted population numbers for the Waikato region

| | Number interviewed | Weighted population numbers |
|------------|--------------------|-----------------------------|
| All adults | 550 | 307,700 |
| Men | 253 | 151,500 |
| Women | 297 | 156,200 |

The numbers of sport and recreation participants that answered each question vary according to their frequency of participation in a sport and recreation activity, and/or if they took part in the **Follow-up Survey**. The unweighted bases for survey respondents that reported participating in sport and recreation activities in relation to the content of this profile report are set out in Appendix 1.

Information reported

In addition to reporting on adults in the Waikato region, this report (where possible) provides results for men and women. Sample sizes are too small to look at other sub-populations. Information which is based on sample sizes of fewer than 50 respondents is shown with an asterisk (*) in the table heading or figure legend or title.

The **text** in this report identifies whether **results are statistically significant** between **adults in the Waikato region and those nation-wide**, and also between **men and women in the Waikato region**. It should be noted that many large differences are not significant; and so the results may be described as similar. More information about the analysis and statistical significance of findings is outlined in Appendix 1.

¹ Active Auckland at this point was still in its formative stages. Active Auckland follows the Auckland Council model and now provides regional leadership including for the four other Auckland-based RSTs – Sport Auckland, Sport Waitākere, Counties-Manukau Sport and Harbour Sport.

Where appropriate in this report, an estimate of the number of participants is included. **These population estimates** are derived using population information from the 2013 Census.

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.

Definition of sport

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. Participation is irrespective of intensity, duration and frequency.

Waikato

In this report, the Waikato region refers to the geographic area serviced by the regional sports trust Sport Waikato.



FINDINGS

Participation in Sport and Active Recreation over Different Timeframes

This section looks at participation in sport and recreation by adults in the Waikato region over three timeframes: a year, a month and a week.

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

Just over 9 out of 10 adults aged 16 years and over in the Waikato region (91.1%, or around 280,000 people) took part in one or more sport or recreation activities over 12 months (see Table 2). The proportions who took part in at least one activity decrease as the timeframe shortens (ie, from year to month to week):

- over 4 weeks the figure is 78.9% (243,000 adults), which is lower than the level of participation for all New Zealand adults
- over 7 days it is 62.7% (193,000 adults), again lower than the rate for all New Zealand adults.

Participation levels were similar for men and women in the Waikato region for each timeframe.

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

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

When walking is excluded, the participation figures for all adults in the Waikato region were:

- over 12 months – over 8 out of 10 (82.6%, 9 percentage points lower)
- over 4 weeks – just over 6 out of 10 (62.2%, 17 percentage points lower)
- over 7 days – over 4 out of 10 (43.9%, 19 percentage points lower).

Across the one month and one week timeframes, participation levels were again lower when compared with all New Zealand adults. Over 12 months, however, the participation rate for men in Waikato region was higher than that for women (see Table 2).



Table 2: Participation in sport or recreation activities over different timeframes

| | Over 12 months | | | Over 4 weeks | | | Over 7 days | | |
|------------|-------------------|------------------|--------|-------------------|------------------|--------|-------------------|------------------|--------|
| | Waikato | | All NZ | Waikato | | All NZ | Waikato | | All NZ |
| | % | Estimated number | % | % | Estimated number | % | % | Estimated number | % |
| | Including walking | | | Including walking | | | Including walking | | |
| All adults | 91.1 | 280,000 | 94.2 | 78.9 | 243,000 | 85.1 | 62.7 | 193,000 | 74.0 |
| Men | 92.9 | 141,000 | 94.8 | 78.9 | 120,000 | 84.9 | 61.7 | 93,000 | 72.4 |
| Women | 89.4 | 140,000 | 93.7 | 78.9 | 123,000 | 85.3 | 63.6 | 99,000 | 75.5 |
| | Excluding walking | | | Excluding walking | | | Excluding walking | | |
| All adults | 82.6 | 254,000 | 84.9 | 62.2 | 191,000 | 69.0 | 43.9 | 135,000 | 53.1 |
| Men | 87.7 | 133,000 | 88.6 | 67.3 | 102,000 | 74.5 | 49.7 | 75,000 | 57.4 |
| Women | 77.6 | 121,000 | 81.5 | 57.3 | 89,000 | 63.9 | 38.2 | 60,000 | 49.1 |



Popular Sport and Recreation Activities

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

Figure 1 presents the 20 sport and recreation activities with the highest participation levels among adults in the Waikato region, while Table 3 presents the top 10 activities for men and women.

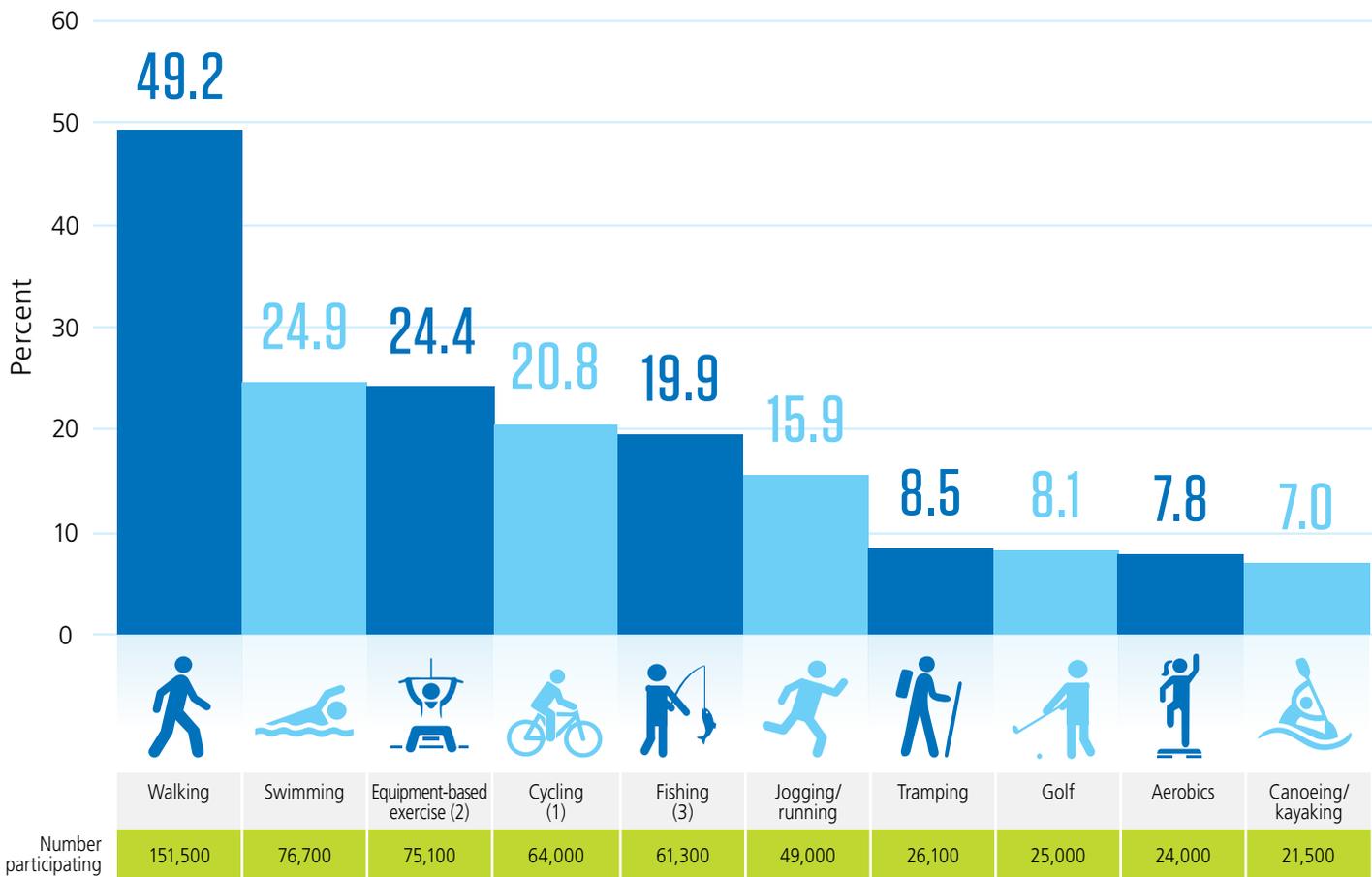
Walking was the most popular activity, with 5 out of 10 adults (49.2%) participating over 12 months. Over 3 out of 10 men (34.7%) and over 6 out of 10 women (63.3%) went walking.

For men, the most popular activity was walking, with fishing (30.6%) and equipment-based exercise (25.3%) making up the top three activities. For women, walking, swimming (25.6%) and equipment-based exercise (23.5%) made up the top three.

Six of the top 10 activities were the same for men and women: walking, fishing, equipment-based exercise, cycling, swimming, and jogging/running.

The activities that featured in the top 10 for men, but not women, were golf, football, hunting and motorsports (**bolded** in Table 3). The activities that featured in the top 10 for women, but not men, were aerobics, pilates/yoga, dance and netball.

Figure 1: The 20 most popular sport and active recreation activities participated in over 12 months in the Waikato region



Notes:

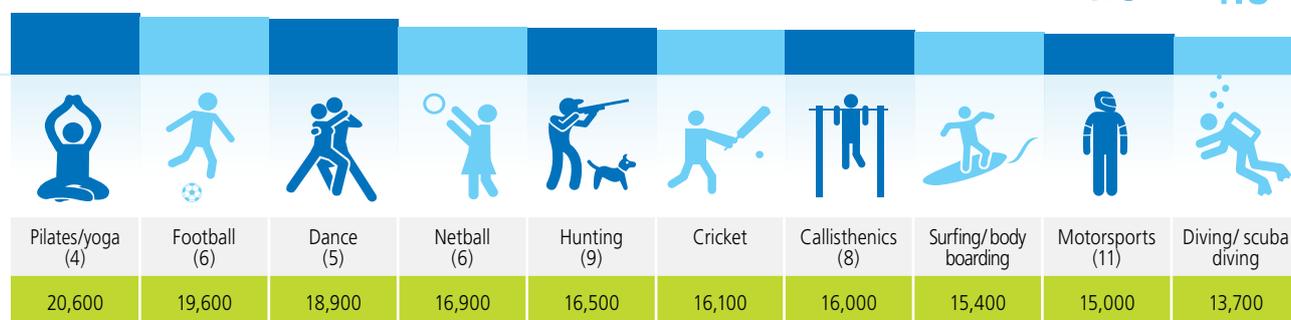
- (1) Cycling includes mountain biking and cycling.
- (2) Equipment-based exercise includes the use of exercise equipment (eg, exercycles, treadmills, weights) at home or at the gym.
- (3) Fishing includes freshwater and marine fishing.
- (4) Pilates/yoga includes both at home or at the gym/class.
- (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.

Table 3: The 10 most popular sport and recreation activities participated in over 12 months, by gender

| Men  | | % | Estimated number |
|---|---------------------------------------|------|------------------|
| 1 | Walking | 34.7 | 52,600 |
| 2 | Fishing ³ | 30.6 | 46,400 |
| 3 | Equipment-based exercise ² | 25.3 | 38,300 |
| 4 | Cycling ¹ | 25.1 | 38,100 |
| 5 | Swimming | 24.2 | 36,700 |
| 6 | Jogging/running | 17.2 | 26,000 |
| 7 | Golf | 13.3 | 20,200 |
| 8 | Football⁶ | 11.2 | 17,000 |
| 9 | Hunting⁹ | 10.9 | 16,500 |
| 10 | Motorsports¹¹ | 9.9 | 15,000 |

| Women  | | % | Estimated number |
|---|---------------------------------------|------|------------------|
| 1 | Walking | 63.3 | 98,900 |
| 2 | Swimming | 25.6 | 40,000 |
| 3 | Equipment-based exercise ² | 23.5 | 36,700 |
| 4 | Cycling ¹ | 16.6 | 25,900 |
| 5 | Jogging/running | 14.7 | 23,000 |
| 6 | Aerobics | 12.2 | 19,100 |
| 7 | Pilates/yoga⁴ | 10.2 | 15,900 |
| 8 | Dance⁵ | 9.7 | 15,100 |
| 9 | Fishing ³ | 9.6 | 14,900 |
| 10 | Netball⁶ | 9.4 | 14,600 |

6.7 6.4 6.1 5.5 5.4 5.2 5.2 5.0 4.9 4.5



Number participating

Notes:

- (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.
- (10) Other exercise does not include equipment-based exercise, pilates/yoga, aerobics or callisthenics.
- (11) Motorsports includes cars, karts and motorcycles.
- (12) Martial arts includes judo, karate, taekwondo and other martial arts.

Number of Sport and Recreation Activities Participated In

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

On average, adults in Waikato region took part in 3.4 activities over the past 12 months, which is lower than the national average of 4.0 (see Table 4).

Over 7 out of 10 adults (72.8%) participated in at least two sport and recreation activities over 12 months. Over 5 out of 10 (53.0%) participated in three or more activities.

Both these rates are lower than the rates for all New Zealand adults. However, the numbers of activities and participation in two or more, and three or more activities are similar for men and women in the Waikato region.

Table 4: Number of sport and recreation activities participated in over 12 months in the Waikato region

| | At least one activity | Two or more activities | Three or more activities | Average number of activities ² |
|---------------|-----------------------|------------------------|--------------------------|---|
| | % | % | % | |
| All adults | 91.1 | 72.8 | 53.0 | 3.4 |
| Men | 92.9 | 78.4 | 59.3 | 3.8 |
| Women | 89.4 | 67.3 | 46.9 | 3.0 |
| All NZ | 94.2 | 78.6 | 61.1 | 4.0 |

² Averages are calculated for all adults, including those who did not take part in any activities.





Ways Participants Take Part in Sport and Active Recreation

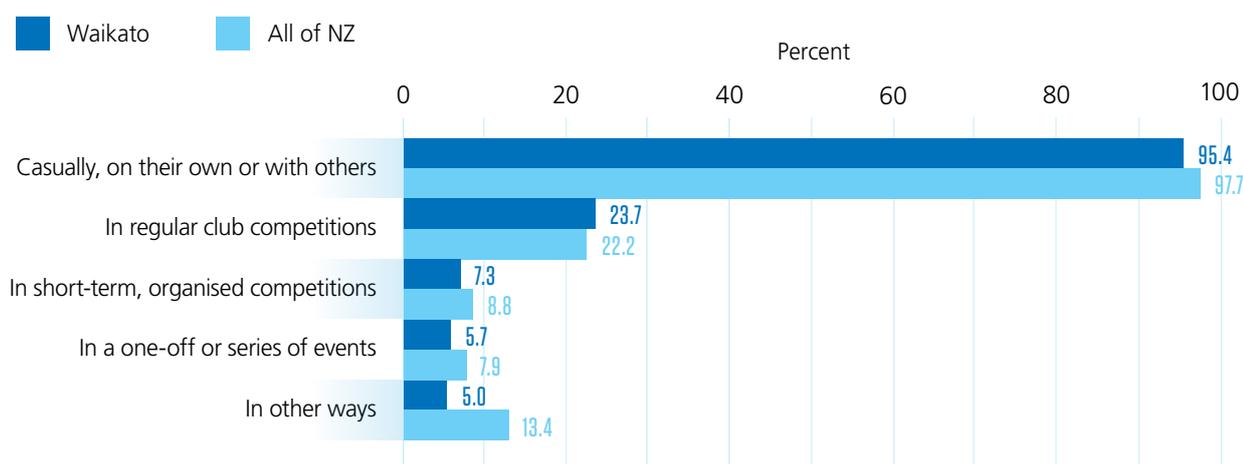
This section shows the ways in which participants in the Waikato region took part in sport and recreation. This includes whether they took part casually or in organised activities, and whether they took part in teams or groups, as well as whether or not and how they paid to take part in their chosen sports/activities. It also describes membership of clubs and gyms, and participation with coaches and instructors.

Different ways participants take part

Almost all participants (95.4%) in the Waikato region took part in their chosen sports/activities *casually, either on their own or with others*. Over 2 out of 10 (23.7%) took part in *regular club competitions*, while almost 1 in 10 took part in either *short-term organised competitions* (7.3%) or in a *one-off or series of events* (5.7%, see Figure 2).

Compared with all New Zealand adults, fewer adults in the Waikato region took part in other ways. However, more men in the Waikato region took part in *regular club competitions* than women.

Figure 2: Ways in which participants take part



| | Men | Women |
|---------------------------------------|------|-------|
| | % | % |
| Casually, on their own or with others | 94.1 | 96.5 |
| In regular club competitions | 37.0 | 11.9 |
| In short-term, organised competitions | 10.5 | 4.6 |
| In a one-off or series of events | 6.2 | 5.4 |
| In other ways | 5.0 | 5.0 |

Notes: Respondents could provide more than one answer. Small survey sub-samples. Use results with caution.



Payment types

Just under 9 out of 10 participants (88.7%) in the Waikato region took part in one or more activities over 12 months without paying ie, it was free to do so (see Table 5).

The most common way people paid to take part was on a *per visit, entry or hire* basis, with 3 out of 10 (29.1%) doing so. This was followed by 2 out of 10 each that paid by way of *membership at a sport or physical activity club* (21.0%) or *membership at a gym, swimming pool or recreation centre* (20.0%), while almost 1 in 10 (6.2%) paid by way of *entry costs for a competition or event (as an individual or team member)*.

The ways adults in the Waikato region paid to participate in activities are comparable to those for all New Zealand adults. However, more men in the Waikato region paid by way of *membership at a sport or physical activity club* than women.

Table 5: Payment types for activities taken part in over 12 months

| | All adults | Men | Women | All NZ |
|---|------------|------|-------|--------|
| | % | % | % | % |
| Could do the activity without paying – it was free | 88.7 | 85.5 | 91.6 | 92.4 |
| Paid per visit, entry or hire | 29.1 | 31.7 | 26.9 | 35.2 |
| Paid by way of membership at a sport or physical activity club | 21.0 | 28.9 | 14.1 | 20.9 |
| Paid by way of membership at a gym, swimming pool or recreation centre | 20.0 | 24.9 | 15.7 | 17.8 |
| Paid entry costs for a competition or event (as an individual or team member) | 6.2 | 5.3 | 6.9 | 10.2 |
| Paid for a concession card | 4.9 | 1.9 | 7.6 | 6.9 |
| Paid using a community discount card that gives cheaper entry costs | 0.7 | 1.3 | 0.2 | 1.0 |

Notes: Respondents could provide more than one answer.
Small survey sub-samples. Use results with caution.



Different groups that participants take part with

Over 6 out of 10 participants in the Waikato region took part in sport and recreation activities with an organised group in the past 12 months (35.6% of participants had not participated with any organised group or team). Where they did so, this was *most commonly a group arranged by the people who take part in the activity* (50.4%, see Table 6). This was followed by 2 out of 10 (19.8%) that participated with *a sports team that is part of a sports club*, while less than 1 in 10 participated in an *organised group set up by an organisation such as a local council* (4.8%) or a *work-related sports team* (4.1%); very few participated in *another type of sports team*, like a church team (0.9%).

The proportions of adults in the Waikato region that participated in activities with different groups are comparable to those for all New Zealand adults. However, among Waikato region participants, more men than women participated with *a sports team that is part of a sports club* or a *work-related sports team*.

Table 6: Different groups that participants take part with over 12 months

| | All adults | Men | Women | All NZ |
|--|------------|------|-------|--------|
| | % | % | % | % |
| A group arranged by the people who take part in the activity | 50.4 | 54.6 | 46.7 | 41.3 |
| A sports team that is part of a sports club | 19.8 | 31.3 | 9.6 | 17.5 |
| An organised group set up by an organisation (eg, local council) | 4.8 | 5.2 | 4.4 | 5.6 |
| A work-related sports team | 4.1 | 8.5 | 0.2 | 6.1 |
| Another type of sports team (like a church team) | 0.9 | 1.1 | 0.7 | 2.4 |
| Other type of group | 3.8 | 6.0 | 1.8 | 6.4 |
| None | 35.6 | 26.6 | 43.5 | 43.8 |

Notes: Respondents could provide more than one answer.
Small survey sub-samples. Use results with caution.



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

This part of the report looks at participants' membership of clubs, gyms and recreation centres. Participants in the Waikato region were asked about memberships they'd had in the last 12 months in order to take part in their chosen sports/activities.

Over 4 out of 10 sport and recreation participants (44.9%) in Waikato region were a member of at least one club, gym or centre in the last 12 months (see Table 7). Almost 3 out of 10 (27.4%) were a member of a *sport or physical activity club* and 2 out of 10 (19.8%) were a member of a *gym or fitness centre*. Around 1 in 10 (9.6%) were a member of a *community leisure or recreation centre*.

The profile of participants' membership of clubs, gyms and recreation centres in Waikato region is similar to that for all New Zealand adults. However, within the region, more men than women were members of a *sport or physical activity club*.

Table 7: Membership of a club, gym or centre over 12 months

| | All adults | Men | Women | All NZ |
|--|------------|------|-------|--------|
| | % | % | % | % |
| Member of ANY club/ gym/ centre | 44.9 | 51.4 | 39.2 | 44.4 |
| Member of sport or physical activity club | 27.4 | 38.6 | 17.5 | 27.4 |
| Member of gym or fitness centre | 19.8 | 22.1 | 17.7 | 19.3 |
| Member of community leisure or recreation centre | 9.6 | 9.9 | 9.3 | 7.1 |
| Member of other type of club | 2.1 | 2.6 | 1.7 | 1.6 |
| Not a member of any club/ gym/ centre | 55.1 | 48.6 | 60.8 | 55.6 |

Notes: Respondents could report being a member of each of the four types of club. Small survey sub-samples. Use results with caution.



Participation with instructors and coaches

This part of the report shows the proportion of participants in the Waikato region who received instruction from a coach, instructor, teacher or trainer in the last 12 months for one or more of their chosen sport and recreation activities³. It also shows the proportion of participants who used instructional resources (tapes, books, videos or web instruction) to help improve their performance.

Over 6 out of 10 sport and recreation participants (63.8%) in Waikato region had received instruction or coaching in the last 12 months to help improve their performance (see Figure 3).

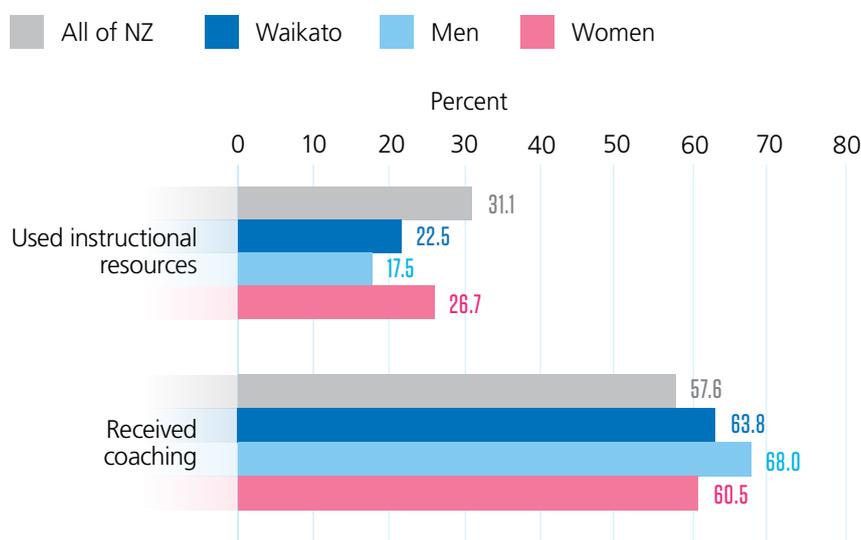
The figure was similar for all adults in New Zealand, and for men and women within the region.

Use of instructional resources (online or other)

Over 2 out of 10 participants (22.5%) in Waikato region used instructional resources (tapes, books, videos or web instruction) to help improve their performance (see Figure 3).

This is lower than the rate for all New Zealand adults. However, the rates are similar for men and women within Waikato region.

Figure 3: Receipt of coaching and use of instructional resources by participants in the Waikato region



³ The results in this section are from a question in the Follow-up Survey, and so are based on a slightly smaller sample size (see the Introduction for more information).



Where People Participate in Sport and Active Recreation

Location of participation

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

Participants were asked which man-made facilities and natural settings they had used for sport or recreation in the last 12 months. People could mention more than one facility/setting for each of their sport and recreation activities. Note these settings may be outside the region in which participants live.

MAN-MADE FACILITIES included indoor and outdoor pools and sports facilities, indoor facilities not mainly used for sport (eg, community or school halls), stand-alone gyms/fitness centres, people's homes, and paths, cycleways and walkways in towns/cities.

NATURAL SETTINGS included parks in towns/cities, off-road bike trails and walking tracks, countryside and farmland, bush and forest, and lakes, rivers and the sea.

Just under 9 out of 10 participants (88.5%) in Waikato region took part in activities at one or more man-made facilities, while 7 out of 10 (69.9%) took part in one or more natural settings (see Figure 4).

Compared with all New Zealand adults, fewer Waikato participants took part in activities at one or more natural settings. However, within the region men were as likely as women to participate at both man-made facilities and in natural settings.

Participation at different types of man-made facilities

The top three man-made facilities used for sport and recreation by participants in Waikato region were: *paths, cycleways and walkways in towns/cities* (44.6%); *indoors or outside at a participant's or someone else's home* (38.2%); and *outdoor sports facilities* (28.1%). Just under 2 out of 10 (18.9%) participants took part at *gym/fitness centres*, with 15.4% taking part at *indoor sports facilities* and around 1 in 10 each taking part at *indoor pools/aquatic centres* (11.7%), *outdoor pools* (10.2%) and *indoor facilities not used mainly for sport or recreation, like school and community halls* (9.7%, see Table 8).

Fewer Waikato region participants participated at *indoor facilities not used mainly for sport or recreation*, compared with all New Zealand participants. On the other hand, within the region men were more likely than women to have used *outdoor sports facilities*.

Participation in different types of natural settings

The most common natural settings used for sport and recreation by participants in Waikato region were: *parks in towns/cities* (27.7%); *in or on the sea* (27.2%); *in the bush or a forest* (20.4%); and *at the beach or by the sea* (20.2%). Just under 2 out of 10 participants also took part on *off road bike trails or walking tracks* (18.8%), *by rivers* (17.8%) and in the *countryside or over farmland* (16.8%, see Table 8).

Fewer Waikato region participants took part in sport and recreation activities at *parks in towns/cities* and *in or on the sea*, compared with all New Zealand participants. Within the region, participation in the different types of natural settings was similar among men and women.

Figure 4: Participation in one or more man-made facilities or natural settings over 12 months

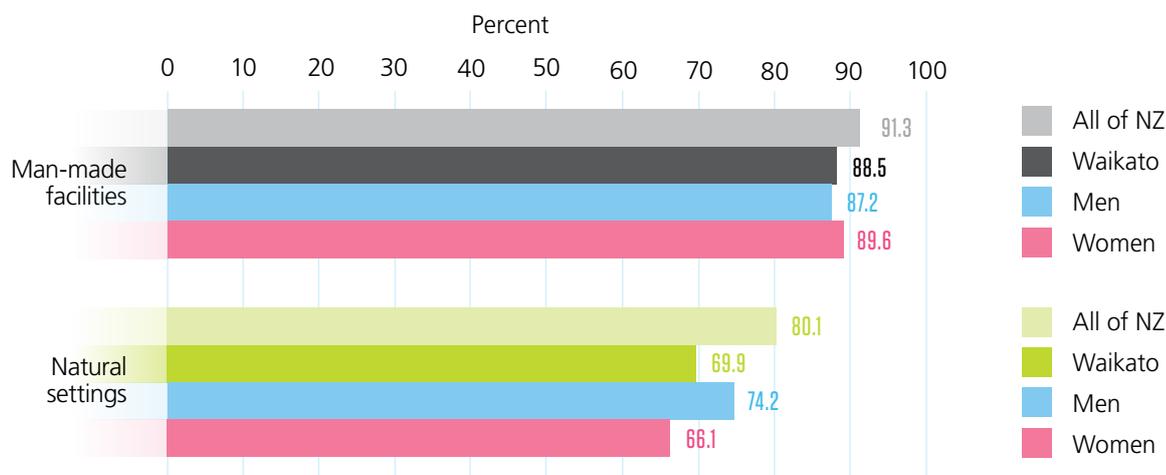


Table 8: Participation in one or more man-made facilities or natural settings over 12 months

| | All adults | Men | Women | All NZ |
|---|------------|------|-------|--------|
| Man-made facilities | % | % | % | % |
| Outside on a path, cycleway or walkway in a town or city | 44.6 | 41.1 | 47.8 | 53.1 |
| Indoors or outside at a home | 38.2 | 37.2 | 39.1 | 39.2 |
| At an outdoor sports facility | 28.1 | 44.4 | 13.5 | 30.7 |
| At a gym or fitness centre | 18.9 | 23.6 | 14.7 | 21.8 |
| At an indoor sports facility or complex | 15.4 | 15.0 | 15.8 | 19.8 |
| At an indoor pool or aquatic centre | 11.7 | 6.4 | 16.4 | 18.3 |
| At an outdoor pool | 10.2 | 7.0 | 12.9 | 9.8 |
| At an indoor facility not used mainly for sport or recreation | 9.7 | 6.3 | 12.8 | 15.8 |
| Indoors or outside at a marae | 1.1 | 0.9 | 1.2 | 1.2 |
| Natural settings | % | % | % | % |
| Outdoors at a park in a town or city | 27.7 | 27.8 | 27.5 | 50.3 |
| In or on the sea | 27.2 | 33.0 | 22.1 | 28.8 |
| In the bush or a forest | 20.4 | 21.5 | 19.3 | 28.3 |
| At a beach or by the sea | 20.2 | 14.6 | 25.2 | 35.9 |
| On an off-road bike trail or walking track | 18.8 | 23.2 | 14.8 | 25.0 |
| By a river | 17.8 | 13.7 | 21.5 | 17.6 |
| In the countryside or over farmland | 16.8 | 11.6 | 21.5 | 24.0 |
| On or in a lake | 12.7 | 17.4 | 8.5 | 9.8 |
| By a lake | 10.5 | 5.1 | 15.2 | 13.0 |
| On or in a river | 9.0 | 7.6 | 10.2 | 11.2 |

Notes: Respondents could provide more than one answer.
Small survey sub-samples. Use results with caution.

Reasons for Participating in Sport and Active Recreation



This section shows the main reasons why people in the Waikato region participated in their chosen sport and recreation activities.

Reasons for taking part

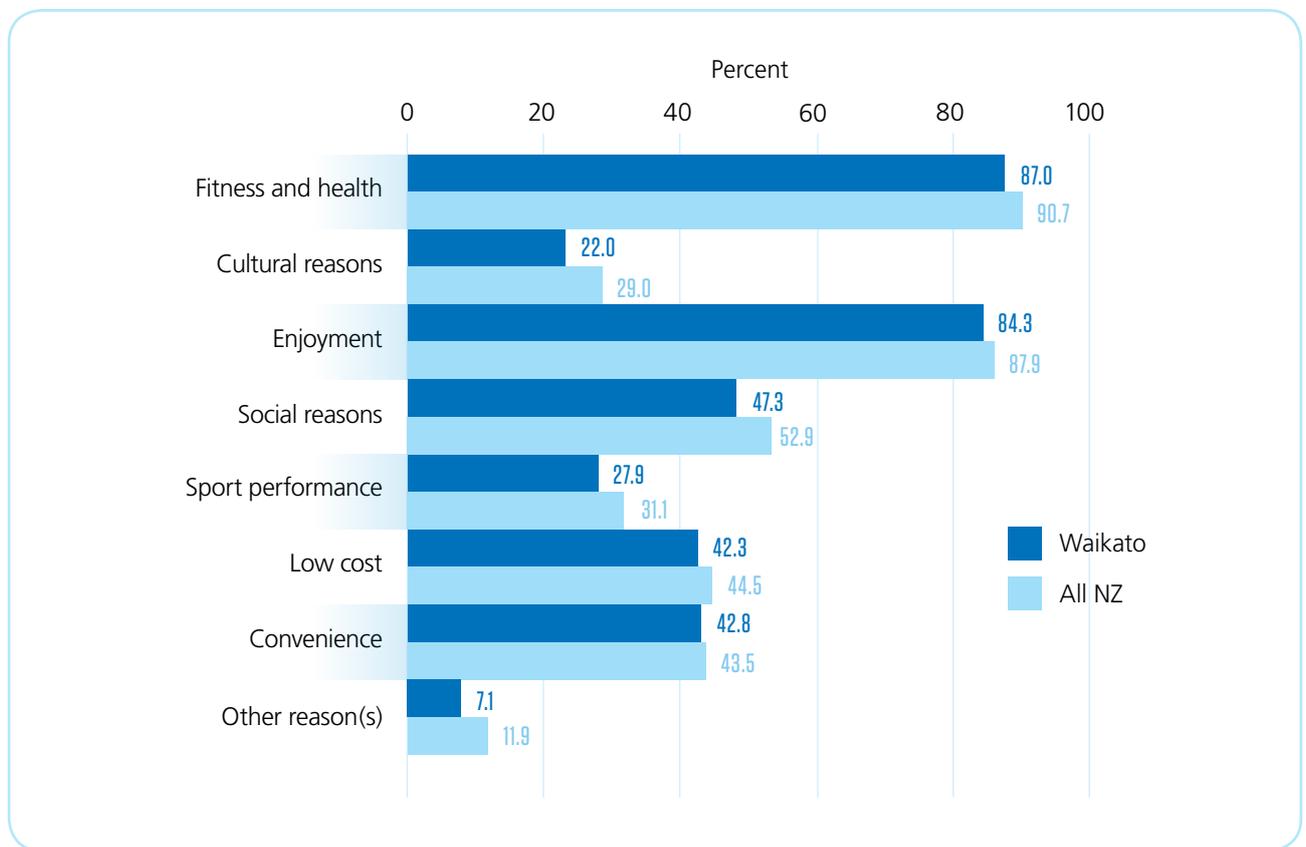
The most common reason participants in Waikato region gave for taking part in sport and recreation was for *fitness and health* (87.0%), followed by *enjoyment* (84.3%) and *social reasons* (47.3%). Other reasons were for *convenience* (42.8%), *low cost* (42.3%), *sport performance* (27.9%) and *cultural reasons* (22.0%, see Figure 5).

The reasons for participation were similar to those for all New Zealand adults. However, men were more likely than women in Waikato region to participate for *social reasons* (see table to the right).

| | Men | Women |
|--------------------|------|-------|
| | % | % |
| Fitness and health | 83.1 | 90.5 |
| Cultural reasons | 19.3 | 24.4 |
| Enjoyment | 89.0 | 80.2 |
| Social reasons | 62.9 | 33.5 |
| Sport performance | 33.7 | 22.7 |
| Low cost | 37.9 | 46.3 |
| Convenience | 36.3 | 48.7 |
| Other reasons | 8.2 | 6.1 |

Notes: Respondents could provide more than one answer. See Appendix 1 for more detail about what each group of reasons encompasses. Small survey sub-samples. Use results with caution.

Figure 5: Reasons for participating in sport and activity recreation



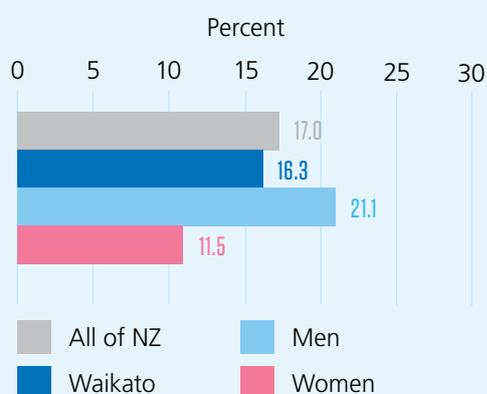
Participation in Events

This section shows how many adults in the Waikato region participated in organised sport and recreation events in the last 12 months. Events included walking and running events, multi-sport events, bike events, fishing events, swimming events and Masters sports events. People could also mention other types of events. Note the events participants took part in may have been held outside the region in which adults live.

Almost 2 out of 10 adults in Waikato region (16.3%, or around 50,000 people) participated in at least one sport or recreation event in the last 12 months (see Figure 6).

This is comparable to the rate for all New Zealand adults. Also, within the region, men were just as likely as women to have taken part in at least one event (the apparent difference is not statistically significant).

Figure 6: Participation in one or more sport or recreation events over 12 months



Notes: Other types of events included a range of tournaments and competitions such as golf, sailing and tennis. Fewer than five events identified due to small survey sub-samples. Use results with caution.

Types of events participated in (over 12 months)

Fun runs/walks were the most popular type of sport and recreation event for all adults in Waikato region, as they were for all New Zealand adults and for both men and women within the region. Other running/walking events (such as half marathons, marathons, 10km races) were the next most popular, followed by fishing tournaments and bike events (see Table 9).

Fishing tournaments were the next most popular event for men after fun runs/walks, while other running/walking events were the next most popular for women.

Table 9: Top 5 events adults participated in over 12 months

| Waikato | | % |
|---------|------------------------------|-----|
| 1 | Fun runs/walks | 6.4 |
| 2 | Other running/walking events | 3.3 |
| 3 | Fishing tournaments | 3.2 |
| 4 | Bike events | 2.5 |
| 5 | Masters sports tournaments | 1.3 |

| All NZ | | % |
|--------|---|-----|
| 1 | Fun runs/walks | 8.1 |
| 2 | Other running/walking events | 4.0 |
| 3 | Other types of events <small>See note</small> | 2.3 |
| 4 | Fishing tournaments | 2.2 |
| 5 | Bike events | 2.0 |

| Men | | % |
|-----|------------------------------|-----|
| 1 | Fun runs/walks | 6.8 |
| 2 | Fishing tournaments | 5.4 |
| 3 | Bike events | 3.6 |
| 4 | Other running/walking events | 3.5 |

| Women | | % |
|-------|------------------------------|-----|
| 1 | Fun runs/walks | 6.0 |
| 2 | Other running/walking events | 3.0 |
| 3 | Bike events | 1.3 |
| 4 | Swimming events | 1.3 |

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

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

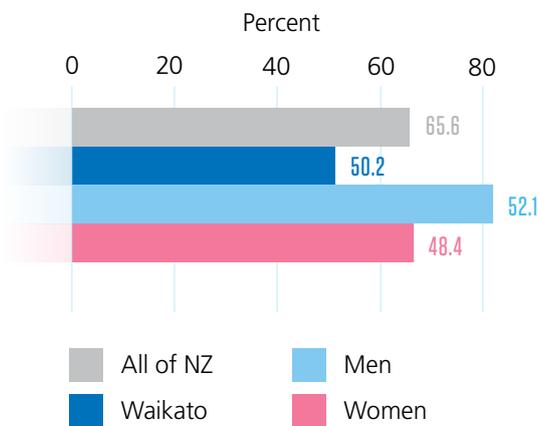
Participants were asked two questions – were they interested in **doing more of any one of the activities they did** over 12 months, and were they interested in **trying any** one activity they had not done in the last 12 months. Non-participants were only asked the second question. Interested respondents were then asked **what one thing prevented them** from doing the activity(ies) they were interested in.

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

Around 5 out of 10 adults (50.2%) in Waikato region were interested in either trying a new sport or recreation activity or doing more of an existing activity (see Figure 7).

This figure was lower than that of all New Zealand adults, but the level of interest is similar for men and women within Waikato region.

Figure 7: Interest in trying a new activity or doing more of an activity (all adults)



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

Tables 10 and 11 show that, among participants in Waikato region, just under 4 out of 10 (37.7%) are interested in trying a new activity and Table 11 shows that almost 3 out of 10 (26.0%) are interested in doing more of an existing activity.



In both cases the levels of interest are lower than the rates for all New Zealand participants in sports and recreation, but are similar for both men and women within Waikato region.

Table 10: Interest in trying a new activity (all participants)

| Waikato | % |
|------------------|------|
| All participants | 37.7 |
| Men | 39.7 |
| Women | 35.9 |
| All NZ | 47.1 |

Table 11: Interest in doing more of an existing activity (all participants)

| Waikato | % |
|------------------|------|
| All participants | 26.0 |
| Men | 27.3 |
| Women | 24.7 |
| All NZ | 43.8 |

Interest in trying new activities

Adults in Waikato region who were interested in trying new activities identified almost 70 different activities they would like to try, and so the number of people mentioning each activity was small.

Looking at the activities adults were interested in trying, cycling and tennis were the most popular, followed by rugby and martial arts (see Table 12).

Both men and women ranked cycling in the top three activities they were most interested in trying. For men, other activities in the top three were rugby and martial arts. Women were also most interested in trying tennis and tramping.

Table 12: Top 5 activities participants were most interested in trying (interested participants)

| All adults | | % |
|------------|--------------|-----|
| 1 | Cycling | 7.2 |
| 2 | Tennis | 5.0 |
| 3 | Rugby | 4.9 |
| 4 | Martial arts | 4.5 |
| 5 | Golf | 4.4 |

| Men | | % |
|-----|--------------|-----|
| 1 | Rugby | 8.3 |
| 2 | Cycling | 8.1 |
| 3 | Martial arts | 7.2 |
| 4 | Motorsports | 6.7 |
| 5 | Golf | 5.7 |

| Women | | % |
|-------|--------------|-----|
| 1 | Tennis | 7.9 |
| 2 | Cycling | 6.2 |
| 3 | Tramping | 5.6 |
| 4 | Pilates/yoga | 5.1 |
| 5 | Dance | 4.7 |

Barriers to trying new activities

The top three barriers stopping adults in Waikato region who are interested in trying new activities from trying them were a *lack of time*, *too costly/can't afford* and *poor health/disability/injury*. These are the same top three barriers as for all New Zealand adults that are interested in trying new activities (see Table 13).

The top two barriers were also the same for men and women, with similar proportions of men and women giving each of these reasons. However, these were followed by *not knowing where or who to contact* for men, and *poor health/disability/injury* for women.

The main time barriers for adults in Waikato region wanting to try a new sport or recreation activity were due to *work commitments*, *family commitments related to childcare responsibilities* and *study/school commitments*. The main costs that were a barrier to adults in Waikato region were the *cost of buying or hiring the equipment needed*, *travel costs*, *the cost of buying the clothes and footwear needed* and *costs of entry to recreation centres/swimming pools/facilities*.

Table 13: Top 5 barriers to trying a new activity by gender

| Waikato | | % |
|---------|--|------|
| 1 | Lack of time | 56.9 |
| 2 | Too costly/can't afford it | 22.4 |
| 3 | Poor health/disability/injury | 7.4 |
| 4 | Don't know where to go or who to contact | 6.5 |
| 5 | No facilities/parks nearby | 6.0 |

| All NZ | | % |
|--------|--|------|
| 1 | Lack of time | 53.9 |
| 2 | Too costly/can't afford it | 23.4 |
| 3 | Poor health/disability/injury | 9.7 |
| 4 | No facilities/parks nearby | 8.2 |
| 5 | Don't know where to go or who to contact | 8.0 |

| Men | | % |
|-----|--|------|
| 1 | Lack of time | 55.8 |
| 2 | Too costly/can't afford it | 21.8 |
| 3 | Don't know where to go or who to contact | 6.0 |

| Women | | % |
|-------|-------------------------------|------|
| 1 | Lack of time | 58.1 |
| 2 | Too costly/can't afford it | 23.0 |
| 3 | Poor health/disability/injury | 9.6 |

Note: Fewer than five barriers identified due to small survey sub-samples. Use results with caution.



Interest in doing more of existing activities

Sport and recreation participants who were interested in doing more of existing activities identified almost 50 different activities they were interested in doing more of and so, again, the number of people mentioning each activity was small.

Looking at the types of activities participants were interested in doing more of, fishing and walking were the most popular activities, followed by cycling, motorsports and swimming (see Table 14).

Table 14: Top 5 activities participants were most interested in doing more of (interested participants)*

| All adults | | % |
|------------|-------------|------|
| 1 | Fishing | 12.2 |
| 2 | Walking | 6.9 |
| 3 | Cycling | 6.4 |
| 4 | Motorsports | 6.4 |
| 5 | Swimming | 6.1 |

Notes: Insufficient sample size to report on for men and women. Small survey sub-samples. Use results with caution.



Barriers to doing more of an existing activity

The top three barriers stopping interested participants in Waikato region from doing more of an existing activity were overwhelmingly a *lack of time*, followed by it being *too costly/can't afford it* and *poor health/disability/injury* (see Table 15).

A *lack of time* was the main barrier for both men and women. However, cost ranked second for men and *poor health/disability/injury* ranked second for women.

The main time barriers for adults in Waikato region wanting to do more of an existing sport or recreation activity were *work commitments*, and *family commitments related to childcare responsibilities*. Men were more likely to identify *work commitments* as a barrier than women.

Table 15: Top 5 barriers to doing more of an existing activity, by gender

| Waikato | | % |
|---------|-------------------------------------|------|
| 1 | Lack of time | 80.7 |
| 2 | Too costly/can't afford it | 7.8 |
| 3 | Poor health/disability/injury | 6.5 |
| 4 | No facilities/parks nearby | 3.9 |
| 5 | Interested but already doing enough | 2.5 |

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

| Men | | % |
|-----|----------------------------|------|
| 1 | Lack of time | 86.1 |
| 2 | Too costly/can't afford it | 9.3 |

| Women | | % |
|-------|-------------------------------|------|
| 1 | Lack of time | 75.0 |
| 2 | Poor health/disability/injury | 7.6 |

Notes: Fewer than five barriers identified due to small survey sub-samples. Use results with caution.



Volunteering in Sport and Active Recreation

This section shows the proportion of adults in the Waikato region who take on volunteer roles to support sport and recreation activities. It also looks at the most common volunteer roles.

Volunteering in sport and recreation (among all adults)

Over 2 out of 10 adults in Waikato region (24.8%, or around 76,000) took on one or more volunteer roles to support a sport and recreation activity in the last 12 months (see Table 16). The roles included coach/trainer/teacher/instructor (coach/instructor), referee/judge/official/umpire (officiating roles), administrator/secretary/committee member (administration roles), parent helper and other roles.

Volunteering levels among Waikato region adults are similar to the levels among all New Zealand adults, and similar proportions of men and women volunteered.

Table 16: Volunteering in sport and recreation over 12 months (all adults)

| | Waikato | | All NZ |
|---------------|---------|------------------|--------|
| | % | Estimated number | % |
| All adults | 24.8 | 76,000 | 28.6 |
| Gender | | | |
| Men | 28.2 | 43,000 | 30.7 |
| Women | 21.5 | 34,000 | 26.7 |

Note: Respondents could provide more than one answer.

Most common volunteer roles

Coach/instructor (9.3%) and parent helper (8.0%) were the two most common volunteer roles among adults in Waikato region, followed by officiating and administration roles (see Figure 8 and Table 17).

The profile of volunteering roles is similar to that of all New Zealand adults, and among men and women in Waikato region.

Among the 24.8% of adults *who volunteered*, almost 4 out of 10 (37.3%) were coaches/instructors, while just over 3 out of 10 (32.2%) were parent helpers (see Table 17). Again, the profile of volunteers is similar to that of all New Zealand volunteers, and among men and women in Waikato region.

Figure 8: Most common volunteer roles over 12 months (all adults), Waikato region

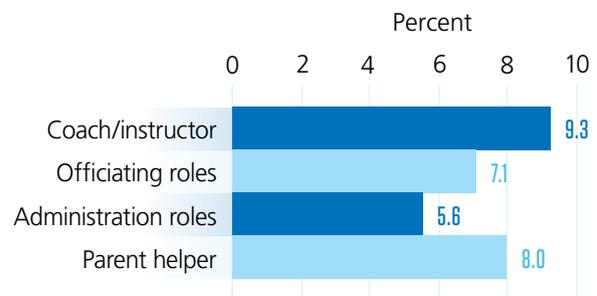


Table 17: Most common volunteer roles over 12 months – all adults and all volunteers, by gender

| All adults | | | | |
|----------------------|---------|------|-------|--------|
| | Waikato | Men | Women | All NZ |
| | % | % | % | % |
| Coach/instructor | 9.3 | 12.0 | 6.7 | 12.6 |
| Officiating roles | 7.1 | 8.8 | 5.4 | 7.3 |
| Administration roles | 5.6 | 5.6 | 5.7 | 6.2 |
| Parent helper | 8.0 | 6.7 | 9.3 | 11.4 |
| Other roles | 2.7 | 1.3 | 4.1 | 4.2 |
| All volunteers | | | | |
| | Waikato | Men | Women | All NZ |
| | % | % | % | % |
| Coach/instructor | 37.3 | 42.4 | 30.9 | 43.9 |
| Officiating roles | 28.5 | 31.1 | 25.3 | 25.4 |
| Administration roles | 22.8 | 19.9 | 26.3 | 21.6 |
| Parent helper | 32.2 | 23.6 | 43.1 | 39.8 |
| Other roles | 10.9 | 4.5 | 19.0 | 14.7 |

Notes: Parent helper tasks may include providing transport for their own or for other children by carpooling, organising refreshments, washing uniforms and fund-raising.
 Other roles may include lifeguard/guide, general support or assistant, etc.
 Respondents could provide more than one answer.

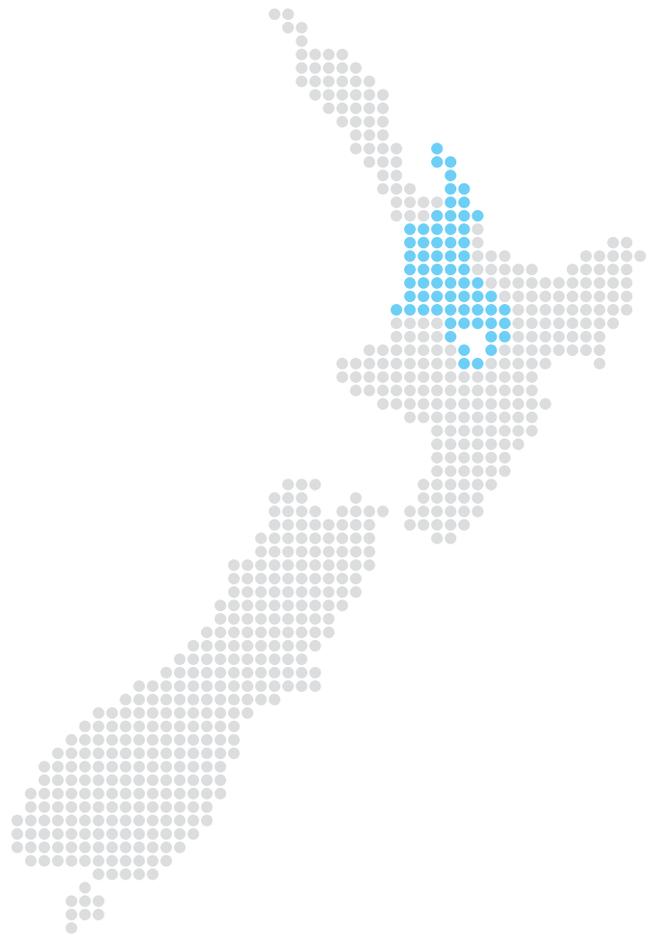
Regional Comparisons

The tables that follow provide an overview of key findings for each region of New Zealand serviced by the RSTs (including those within Auckland Council boundaries, and Auckland combined).

Black percentages indicate no significant difference (at the 95% confidence level) from the national results.

Green percentages indicate a significant higher percentage than the national result.

Red percentages indicate a significant lower percentage than the national result.



| | Participation (inc. walking) over: | | | Average number of activities |
|------------------------|------------------------------------|-------------|-------------|------------------------------|
| | 12 months | 4 weeks | 7 days | |
| New Zealand | 94.2 | 85.1 | 74.0 | 4.0 |
| Northland | 92.7 | 79.3 | 65.0 | 3.2 |
| Auckland (combined) | 96.0 | 87.8 | 77.7 | 4.2 |
| Harbour Sport | 97.3 | 90.8 | 81.0 | 4.3 |
| Waitākere | 96.4 | 86.2 | 75.2 | 3.8 |
| Auckland | 96.4 | 88.3 | 78.8 | 4.2 |
| Counties Manukau Sport | 94.4 | 85.8 | 75.4 | 3.9 |
| Waikato | 91.1 | 78.9 | 62.7 | 3.4 |
| Bay of Plenty | 94.4 | 83.8 | 72.3 | 3.9 |
| Gisborne | 88.4 | 73.4 | 57.8 | 3.2 |
| Hawke's Bay | 92.2 | 83.7 | 72.1 | 3.8 |
| Taranaki | 93.5 | 81.3 | 66.6 | 4.0 |
| Whanganui | 93.4 | 84.5 | 70.3 | 4.1 |
| Manawatu | 88.6 | 75.5 | 67.7 | 3.2 |
| Wellington | 95.5 | 88.5 | 77.9 | 4.3 |
| Tasman | 93.5 | 84.6 | 75.4 | 4.6 |
| Canterbury-West Coast | 94.9 | 88.2 | 79.8 | 4.4 |
| Otago | 93.3 | 85.2 | 74.7 | 3.9 |
| Southland | 90.5 | 77.5 | 60.3 | 4.1 |

| | Member of ANY club/gym/centre | Participation at one or more man-made facilities | Participation in one or more natural settings | Participation in one or more events |
|------------------------|-------------------------------|--|---|-------------------------------------|
| New Zealand | 44.4 | 91.3 | 80.1 | 17.0 |
| Northland | 40.6 | 72.9 | 82.6 | 12.4 |
| Auckland (combined) | 44.2 | 91.9 | 80.7 | 17.1 |
| Harbour Sport | 44.0 | 93.9 | 82.7 | 18.6 |
| Waitākere | 46.2 | 89.4 | 79.2 | 14.8 |
| Auckland | 46.0 | 89.1 | 82.6 | 18.5 |
| Counties Manukau Sport | 41.6 | 93.9 | 75.8 | 15.7 |
| Waikato | 44.9 | 88.5 | 69.9 | 16.3 |
| Bay of Plenty | 39.5 | 87.4 | 87.4 | 15.8 |
| Gisborne | 40.6 | 80.4 | 73.6 | 27.8 |
| Hawke's Bay | 48.2 | 95.1 | 80.8 | 19.1 |
| Taranaki | 44.3 | 92.2 | 78.7 | 16.5 |
| Whanganui | 44.8 | 91.2 | 83.9 | 14.4 |
| Manawatu | 46.4 | 92.2 | 73.0 | 22.1 |
| Wellington | 47.2 | 95.0 | 82.9 | 17.3 |
| Tasman | 43.8 | 92.2 | 79.6 | 13.6 |
| Canterbury-West Coast | 46.1 | 95.1 | 82.2 | 16.8 |
| Otago | 40.2 | 91.7 | 77.2 | 16.8 |
| Southland | 42.3 | 87.5 | 85.8 | 19.7 |

| | Interest in trying new or doing more sport and recreation activities | Volunteering in one or more roles |
|------------------------|--|-----------------------------------|
| New Zealand | 65.6 | 28.6 |
| Northland | 60.6 | 24.6 |
| Auckland (combined) | 71.5 | 28.1 |
| Harbour Sport | 70.5 | 32.3 |
| Waitākere | 64.8 | 20.7 |
| Auckland | 69.9 | 22.2 |
| Counties Manukau Sport | 77.0 | 34.0 |
| Waikato | 50.2 | 24.8 |
| Bay of Plenty | 68.6 | 26.3 |
| Gisborne | 55.6 | 33.5 |
| Hawke's Bay | 65.8 | 31.6 |
| Taranaki | 68.7 | 34.7 |
| Whanganui | 59.8 | 30.1 |
| Manawatu | 57.6 | 22.6 |
| Wellington | 62.1 | 34.2 |
| Tasman | 73.7 | 31.0 |
| Canterbury-West Coast | 67.1 | 26.0 |
| Otago | 59.7 | 29.0 |
| Southland | 61.8 | 41.2 |

Appendix 1

Base sizes and participant types

Unweighted bases for survey respondents

The following table shows the unweighted bases for survey respondents in the Waikato region that reported participating in sport and recreation activities in relation to the content of this profile report.

Throughout the report different base sizes are used for the analysis. The different base sizes are due to:

- the different number of respondents in each of the Main and Follow-up Surveys, and these surveys asked different questions
- the different questions respondents were asked as a result of their answers to questions about participation over different timeframes ie, over 12 months, over 4 weeks (for ease of reading this is referred to as once a month in the report), over 7 days (referred to as once a week), and also their volunteer status.

The numbers that answered each question vary according to their frequency of participation in a sport and recreation activity, and/or if they took part in the Follow-up Survey.

Table 18: Unweighted survey bases of adults who participated in sport and recreation activities, in the Waikato region

| Survey base | All | Men | Women |
|--|-----|-----|-------|
| Main Survey – All participants | 550 | 253 | 297 |
| Main Survey – Participants (over 4 weeks) | 295 | 152 | 143 |
| Follow-up Survey – Participants (over 4 weeks) | 272 | 135 | 137 |

Participant types

In this report there are two different bases:

- those who took part in at least one sport/activity (excluding gardening) in the last 12 months
- those who took part in at least one activity (excluding gardening) at least once a month. The unweighted base excludes a random selection (approximately 50%) of walkers and swimmers. The weighted base accounts for these randomly excluded participants. See the technical report for more information.



Participant logo – this logo is used to identify sections that report on either of these types of participants.

Statistically significant results

Figures from sample surveys like ANZS are subject to variation that arises from using a randomly drawn sample, rather than surveying the total population of interest. The extent of this variation falls within known ranges and is expressed as a confidence interval. Confidence intervals for ANZS have been calculated at the 95% level, which means that 19 times out of 20 we expect the true value to be within the lower and upper intervals. The technical report provides more on the approach to calculating confidence intervals.

Confidence intervals are not reported in this document; however, the report text does identify whether or not groups are significantly different in terms of their participation (ie, more or less likely).

Notes on Definitions of Key Variables

Main reasons for participating

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

| Generic reason | Specific reason |
|--------------------|--|
| Fitness and health | To keep fit (not just to lose weight) |
| | To lose weight/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/



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