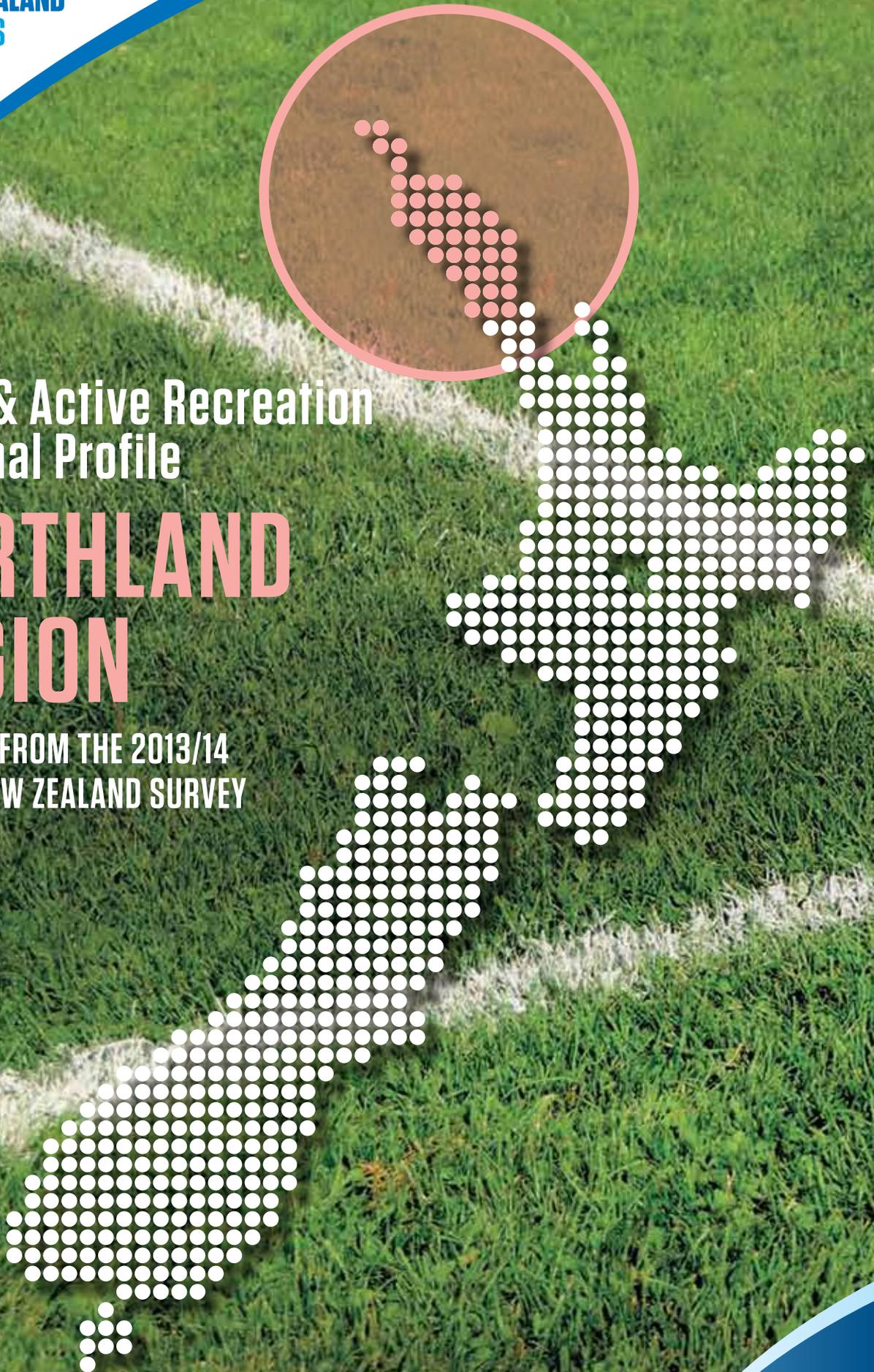


**Sport & Active Recreation
Regional Profile**

NORTHLAND REGION

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





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Contents

A QUICK LOOK	2
At Adults	2
At Participants	3
INTRODUCTION	4
Methodology	4
FINDINGS	6
Participation in Sport and Active Recreation over Different Timeframes	6
Popular Sport and Recreation Activities	8
Number of Sport and Recreation Activities Participated In	10
Ways Participants Take Part in Sport and Active Recreation	11
Where People Participate in Sport and Active Recreation	16
Reasons for Participating in Sport and Active Recreation	18
Participation in Events	19
Interest in, and Barriers to, More Sport and Active Recreation	20
Volunteering in Sport and Active Recreation	24
Regional Comparisons	26
Appendix 1	28

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

65% of adults in the Northland region (76,000) **take part** in sport and recreation in any given **week**

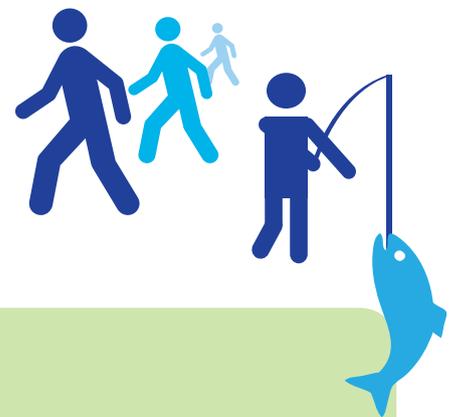


Each year, almost

29,000 

adults **volunteer** in sport and recreation

Each year, around **14,400** adults (**12%**) **take part** in one or more sport and recreation **events**
– fun runs/walks and fishing tournaments are the most popular events.



Most adults (**61%**) are **interested in** either **trying** a new sport/activity or **doing more** of an existing one.



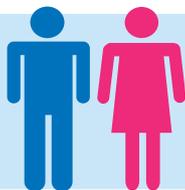
A quick look at... Participants



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

Who

Compared with all New Zealand adults, similar proportions of men and women participate in sport and recreation activities in the Northland region.



Northland region adults participate in fewer activities (3.2 on average) when compared with all New Zealand adults (4.0). However, within the Northland region men and women participate in similar numbers of activities.

What

The most popular activities are recreational by nature –



walking



fishing



swimming



equipment-based exercise

The most popular sports are –



golf



touch rugby



rugby



bowls

Where

Over 7 out of 10 participants (73%) took part in sport and recreation at one or more **man-made facilities**.

The most common were **outdoor sports facilities** (31%). Over 8 out of 10 (82.6%) took part in one or more **natural settings**, most commonly in or on the sea (42%) and at the beach or by the sea (43%).



Around 4 out of 10 participants (41%) belong to a club or centre for the purpose of doing activities; 29% belong to a **sports club**, while 13% are members of a **gym or fitness centre**.



How



Almost all participants (98%) took part in their chosen sports/activities **casually, either on their own or with others**, followed by 28% that took part in **regular club competitions**.

Around 6 out of 10 participants (59%) 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** (47%).

The most common way people pay to participate is by way of **membership at a sport or physical activity club** (25%).

Over 6 out of 10 participants (65%) **received coaching**, and almost 2 out of 10 (15%) **used instructional resources**, in the past 12 months to help improve their performance.

Why

Around 9 out of 10 participants (89%) say that **enjoyment** is the key reason for taking part in activities. A similar proportion of participants (85%) say they take part in activities for **fitness and health**.



89%



85%



A **lack of time** is by far the number one reason interested participants give as a reason for not doing more sport and recreation activities, either for trying a new activity (46%), or doing more of an existing activity (70%).

Introduction

This profile presents information about sports participation and volunteering among adults in the Northland 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)¹. 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.

Nationwide, 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 Northland region was 61%.

Of the 6,448 adults that took part in the 2013/14 ANZS, 285 were resident in the Northland region. Table 1 shows the total number of completed interviews and weighted population numbers for the Northland region.

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

	Number interviewed	Weighted population numbers
All adults	285	116,700
Men	114	53,700
Women	171	63,000

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 Northland 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 Northland region and those nation-wide**, and also between **men and women in the Northland 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.

Northland

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



FINDINGS

Participation in Sport and Active Recreation over Different Timeframes

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

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

Over 9 out of 10 adults aged 16 years and over in the Northland region (92.7%, or around 108,000 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 79.3% (93,000 adults)
- over 7 days it is 65.0% (76,000 adults), which is lower than the level of participation for all New Zealand adults.

Participation levels were similar for men and women 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 Northland region were:

- over 12 months – over 8 out of 10 (83.0%, 10 percentage points lower)
- over 4 weeks – almost 7 out of 10 (66.2%, 13 percentage points lower)
- over 7 days – just under 5 out of 10 (48.3%, 17 percentage points lower).

Across the three timeframes, participation levels were similar compared with all New Zealand adults and again similar for women and men within the region (see Table 2).



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

	Over 12 months			Over 4 weeks			Over 7 days		
	Northland		All NZ	Northland		All NZ	Northland		All NZ
	%	Estimated number	%	%	Estimated number	%	%	Estimated number	%
	Including walking			Including walking			Including walking		
All adults	92.7	108,000	94.2	79.3	93,000	85.1	65.0	76,000	74.0
Men	93.6	50,000	94.8	77.2	41,000	84.9	63.4	34,000	72.4
Women	91.8	58,000	93.7	81.0	51,000	85.3	66.3	42,000	75.5
	Excluding walking			Excluding walking			Excluding walking		
All adults	83.0	97,000	84.9	66.2	77,000	69.0	48.3	56,000	53.1
Men	87.4	47,000	88.6	72.1	39,000	74.5	51.2	27,000	57.4
Women	79.2	50,000	81.5	61.2	39,000	63.9	45.9	29,000	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 Northland 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 Northland region, while Table 3 presents the top 10 activities for men and women.

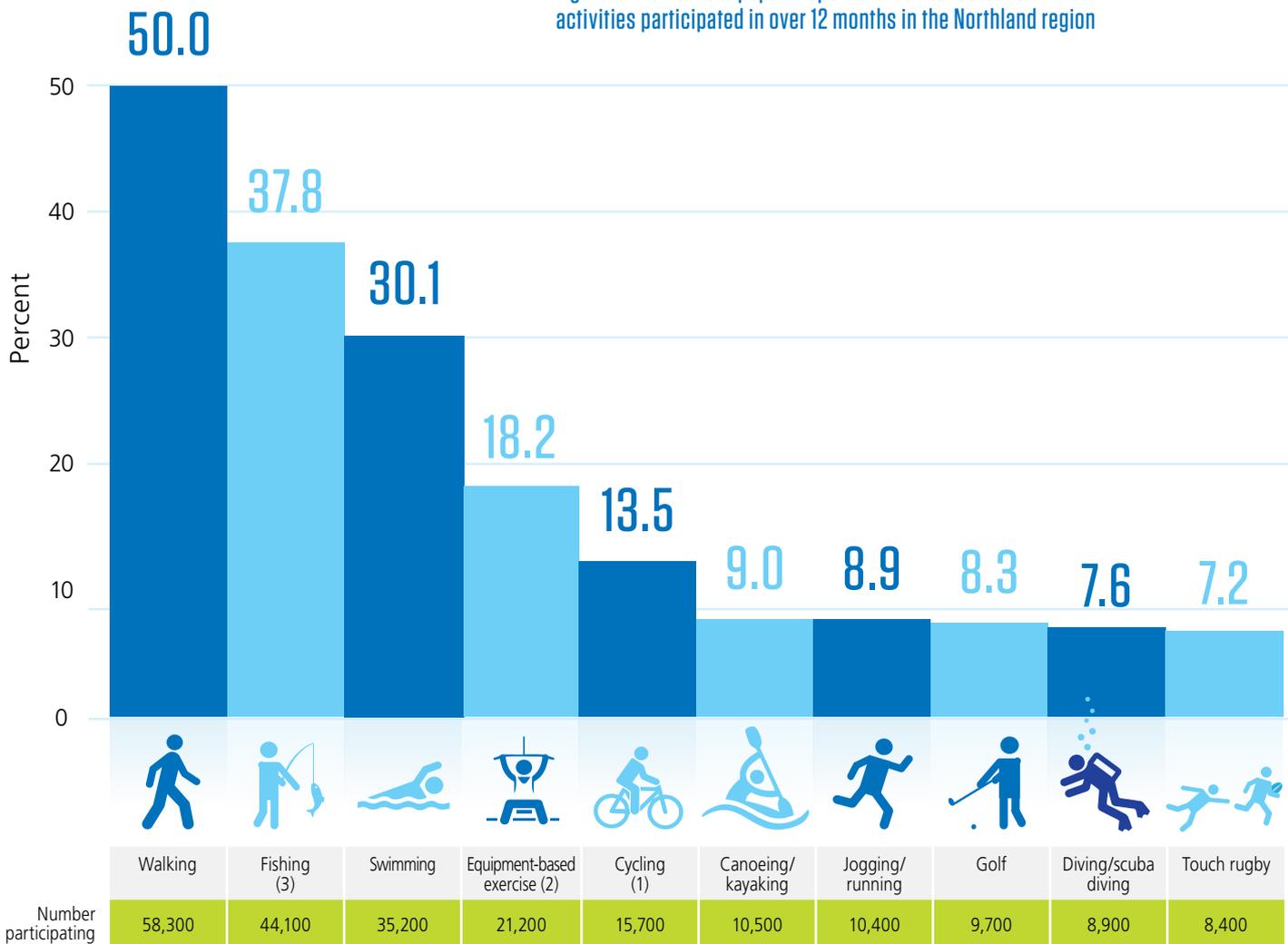
Walking was the most popular activity, with 5 out of 10 adults (50.0%) participating over 12 months. Almost 4 out of 10 men (36.4%) and just over 6 out of 10 women (61.5%) went walking.

For men, the most popular activity was fishing (50.7%), with walking and swimming (26.4%) making up the top three activities. For women, walking, swimming (33.4%) and fishing (26.8%) made up the top three.

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

The activities that featured in the top 10 for men, but not women, were golf, touch rugby/football, rugby and diving/scuba diving (**bolded** in Table 3). The activities that featured in the top 10 for women, but not men, were jogging/running, pilates/yoga, aerobics and callisthenics.

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



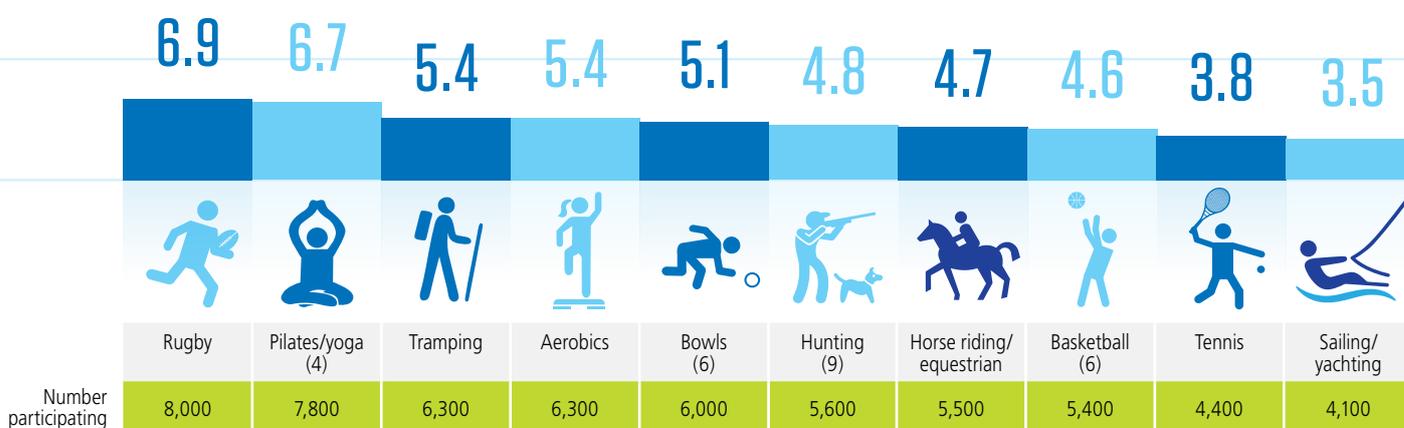
Notes:

- (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	Fishing ³	50.7	27,200
2	Walking	36.4	19,600
3	Swimming	26.4	14,100
4	Equipment-based exercise ²	22.1	11,900
5	Cycling ¹	14.5	7,800
6	Golf	13.3	7,200
7	Touch rugby	12.2	6,600
8	Rugby	12.1	6,500
9	Diving/scuba diving	10.9	5,900
10	Canoeing/kayaking	10.6	5,700

Women 		%	Estimated number
1	Walking	61.5	38,800
2	Swimming	33.4	21,000
3	Fishing ³	26.8	16,900
4	Equipment-based exercise ²	14.9	9,400
5	Cycling ¹	12.6	8,000
6	Jogging/running	11.7	7,400
7	Pilates/yoga⁴	10.1	6,400
8	Canoeing/kayaking	7.7	4,800
9	Aerobics	7.5	4,700
10	Callisthenics⁸	6.2	3,900



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 Northland region took part in over 12 months.

On average, adults in the Northland region took part in 3.2 activities over the past 12 months, which is lower than the national average of 4.0 (see Table 4).

Just over 7 out of 10 adults (71.8%) participated in at least two sport and recreation activities over 12 months. Just over 5 out of 10 (51.2%) 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 Northland region.

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

	At least one activity	Two or more activities	Three or more activities	Average number of activities ²
	%	%	%	
All adults	92.7	71.8	51.2	3.2
Men	93.6	75.2	52.2	3.4
Women	91.8	68.9	50.4	3.1
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

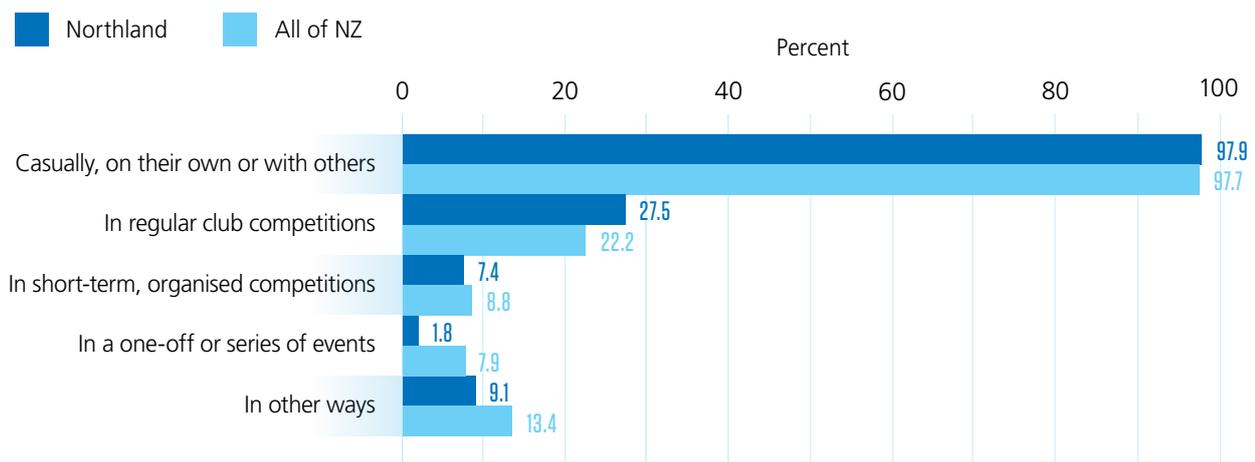
This section shows the ways in which participants in the Northland region took part in sport and recreation. This includes whether they took part casually or in organised activities, whether they took part in teams or groups, as well as whether or not and how they paid to take part in their chosen sports/activities.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

Different ways participants take part

Almost all participants (97.9%) in the Northland region took part in their chosen sports/activities *casually, either on their own or with others*. Almost 3 out of 10 (27.5%) took part in *regular club competitions*, while almost 1 in 10 took part in either *short-term organised competitions* (7.4%) and a small number (1.8%) took part in a *one-off or series of events* (see Figure 2).

Compared with all New Zealand adults, fewer adults in the Northland region took part in a *one-off or series of events*. However, these patterns of participation are similar for both men and women in the Northland region.

Figure 2: Ways in which participants take part



	Men (%)	Women (%)
Casually, on their own or with others	96.9	98.6
In regular club competitions	35.1	22.3
In short-term, organised competitions	5.6	8.6
In a one-off or series of events	2.6	1.2
In other ways	11.0	7.7

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



Payment types

Over 9 out of 10 participants (94.1%) in the Northland 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 by way of *membership at a sport or physical activity club*, with almost 3 out of 10 (25.3%) doing so. This was followed by over 1 in 10 (13.1%) that paid on a *per visit, entry or hire basis*, while around 1 in 10 either paid by way of *membership at a gym, swimming pool or recreation centre* (10.8%) and almost 1 in 10 paid for a *concession card* (7.5%) or paid *entry costs for a competition or event as an individual or team member* (6.6%).

Compared with all New Zealand adults, lower proportions of adults in the Northland region paid to participate on a *per visit, entry or hire basis*, or by way of *membership at a gym, swimming pool or recreation centre*. However, more women than men in the Northland region paid for a *concession card*.

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	94.1	91.4	96.0	92.4
Paid by way of membership at a sport or physical activity club	25.3	30.5	21.8	20.9
Paid per visit, entry or hire	13.1	16.8	10.6	35.2
Paid by way of membership at a gym, swimming pool or recreation centre	10.8	14.9	8.1	17.8
Paid for a concession card	7.5	0.0	12.6	6.9
Paid entry costs for a competition or event (as an individual or team member)	6.6	9.2	4.8	10.2
Paid using a community discount card that gives cheaper entry costs	0.0	0.0	0.0	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

Around 6 out of 10 participants in the Northland region took part in sport and recreation activities with an organised group in the past 12 months (40.5% 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* (47.2%, see Table 6). This was followed by 2 out of 10 (19.9%) that participated with a *sports team that is part of a sports club*, while very few participated in a *work-related sports team* (1.1%), an *organised group set up by an organisation* such as a local council (1.1%) or *another type of sports team*, like a church team (0.4%).

Compared with all New Zealand adults, fewer adults in the Northland region participated in an *organised group set up by an organisation*. Among Northland region participants, fewer women than men participated with *another type of 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	47.2	40.2	51.9	41.3
A sports team that is part of a sports club	19.9	28.4	14.0	17.5
A work-related sports team	1.1	2.2	0.3	6.1
An organised group set up by an organisation (eg, local council)	1.1	0.9	1.2	5.6
Another type of sports team (like a church team)	0.4	1.0	0.0	2.4
Other type of group	11.4	11.2	11.5	6.4
None	40.5	36.6	43.2	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 Northland region were asked about memberships they'd had in the last 12 months in order to take part in their chosen sports/activities.

Around 4 out of 10 sport and recreation participants (40.6%) in the Northland region were a member of at least one club, gym or centre in the last 12 months (see Table 7). Just under 3 out of 10 (28.7%) were a member of a *sport or physical activity club* and just over 1 in 10 (12.5%) were a member of a *gym or fitness centre*. Less than 1 in 10 (3.9%) were a member of a *community leisure or recreation centre*.

The profile of participants in the Northland region is similar to that for all New Zealand adults, and for men and women within the region.

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

	All adults	Men	Women	All NZ
	%	%	%	%
Member of ANY club/gym/centre	40.6	48.1	35.5	44.4
Member of sport or physical activity club	28.7	36.8	23.2	27.4
Member of gym or fitness centre	12.5	9.5	14.5	19.3
Member of community leisure or recreation centre	3.9	5.6	2.8	7.1
Member of other type of club	2.2	1.0	3.1	1.6
Not a member of any club/gym/centre	59.4	51.9	64.5	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 Northland 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 (64.7%) in the Northland region had *received instruction or coaching* in the last 12 months to help improve their performance (see Figure 3).

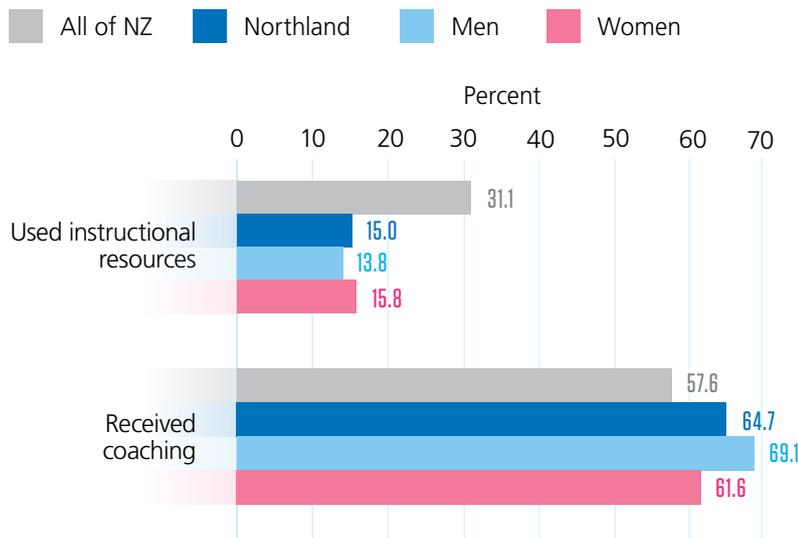
The figure was similar to the rate for all New Zealand adults, and for men and women within the Northland region.

Use of instructional resources (online or other)

Almost 2 out of 10 participants (15.0%) in the Northland 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 the region.

Figure 3: Receipt of coaching and use of instructional resources by participants in the Northland 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 Northland 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.

Over 7 out of 10 participants (72.9%) in the Northland region took part in activities at one or more man-made facilities, while over 8 out of 10 (82.6%) took part in one or more natural settings (see Figure 4).

Compared with all New Zealand adults, fewer Northland participants took part in activities at one or more man-made facilities. 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 the Northland region were: *outdoor sports facilities* (30.7%); *indoors or outside at a participant's or someone else's home* (24.0%); and *paths, cycleways and walkways in towns/cities* (16.0%). Over 1 in 10 (13.8%) participants took part at *gym/fitness centres*, with just under 1 in 10 each taking part at *indoor facilities not used mainly for sport or recreation, like school and community halls* (9.0%), *indoor pools/aquatic centres* (8.9%), *outdoor pools* (8.5%) and *indoor sports facilities* (7.5%, see Table 8).

Compared with all New Zealand participants, fewer Northland region participants participated *indoors or outside at their or someone else's home*, on *paths, cycleways and walkways in towns/cities*, at *indoor facilities not used mainly for sport or recreation*, and at *indoor sports facilities*. Within the region, men were more likely than women to have used *outdoor sports facilities*, while women were more likely to have taken part in their chosen activities at *outdoor pools*.

Participation in different types of natural settings

The top three natural settings used for sport and recreation by participants in the Northland region were: *in or on the sea* (43.4%); *the beach or by the sea* (42.4%); and *parks in towns/cities* (35.5%). Over 2 out of 10 participants also took part in the *countryside or over farmland* (23.8%) or in the *bush or a forest* (22.0%, see Table 8).

More Northland region participants took part in sport and recreation activities *in or on the sea*, and fewer participated on *off road bike trails or walking tracks*, 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

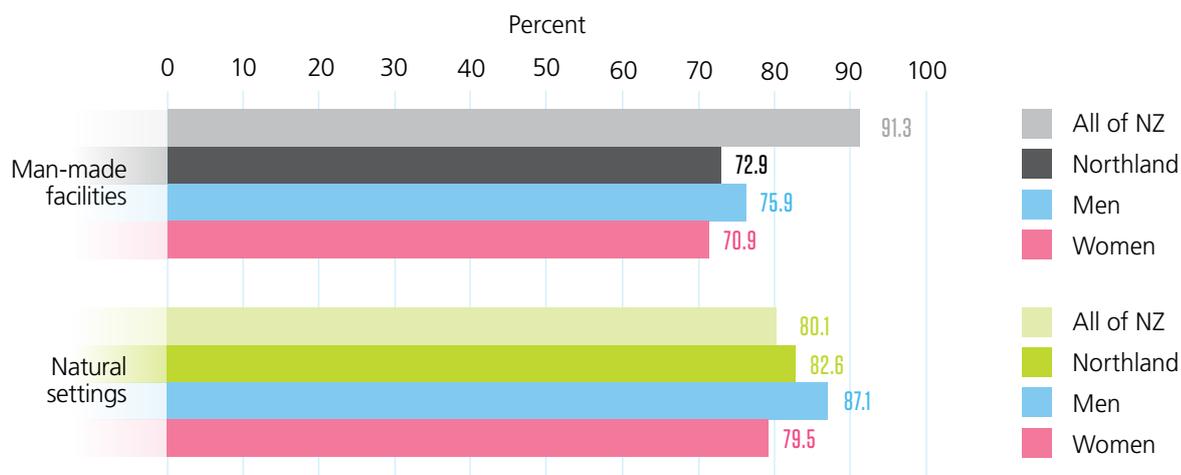


Table 8: Participation in one or more man-made facilities or natural settings over 12 months

	All adults	Men	Women	All NZ
Man-made facilities	%	%	%	%
At an outdoor sports facility	30.7	46.9	19.6	30.7
Indoors or outside at a home	24.0	30.9	19.4	39.2
Outside on a path, cycleway or walkway in a town or city	16.0	7.0	22.2	53.1
At a gym or fitness centre	13.8	11.9	15.2	21.8
At an indoor facility not used mainly for sport or recreation	9.0	9.2	8.8	15.8
At an indoor pool or aquatic centre	8.9	6.6	10.4	18.3
At an outdoor pool	8.5	0.0	14.3	9.8
At an indoor sports facility or complex	7.5	5.2	9.1	19.8
Indoors or outside at a marae	0.8	0.9	0.6	1.2
Natural settings	%	%	%	%
At a beach or by the sea	43.4	38.9	46.5	35.9
In or on the sea	42.4	52.2	35.7	28.8
Outdoors at a park in a town or city	35.5	29.0	39.9	50.3
In the countryside or over farmland	23.8	13.9	30.6	24.0
In the bush or a forest	22.0	21.1	22.6	28.3
On or in a river	14.9	11.8	17.0	11.2
By a river	12.3	11.7	12.7	17.6
On an off-road bike trail or walking track	10.7	5.7	14.0	25.0
On or in a lake	7.0	5.0	8.4	9.8
By a lake	4.7	2.2	6.4	13.0

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 Northland region participated in their chosen sport and recreation activities.

Reasons for taking part

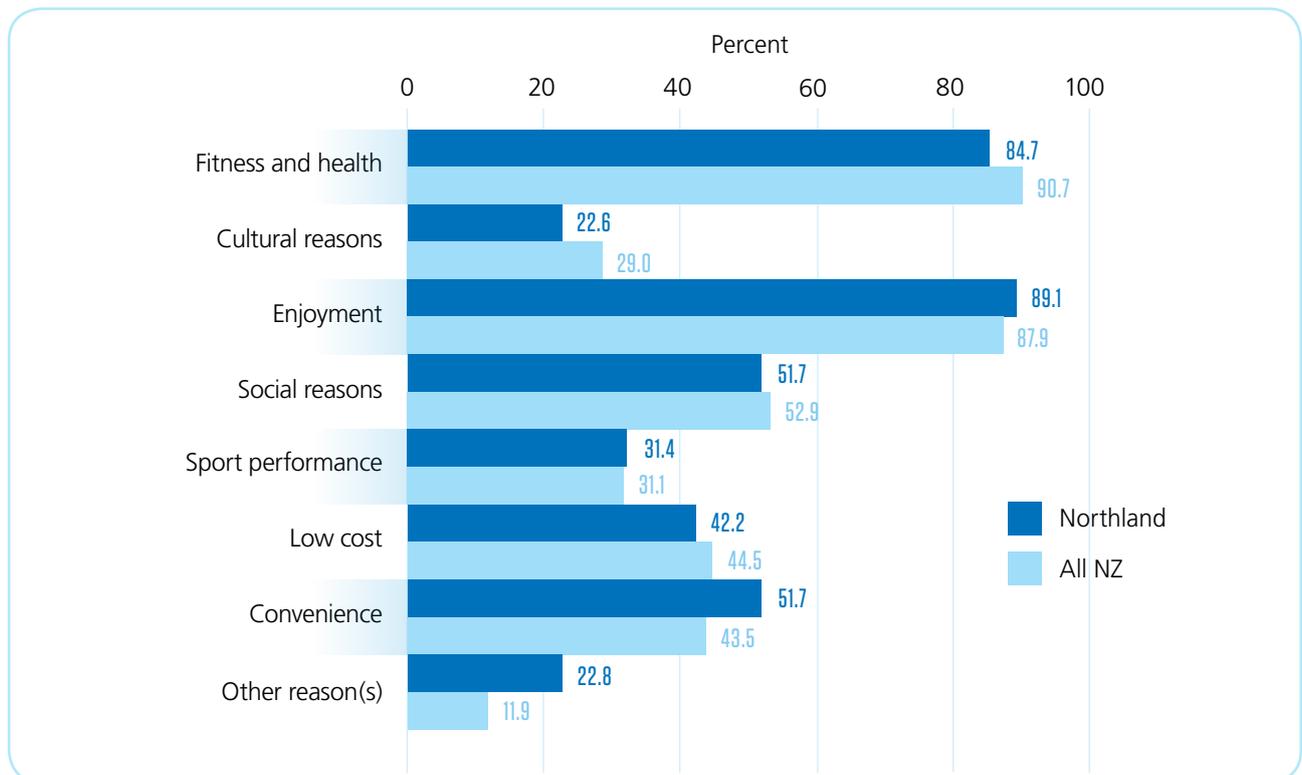
The most common reason participants in the Northland region gave for taking part in sport and recreation was for *enjoyment* (89.1%), followed by *fitness and health* (84.7%), *social reasons* (51.7%) and *convenience* (51.7%). Other reasons were *low cost* (42.2%), *sport performance* (31.4%) and *cultural reasons* (22.6%, see Figure 5 below and table to the right).

The reasons for participation were similar to those for all New Zealand adults, and were similar for men and women in the Northland region (see table to the right).

	Men	Women
	%	%
Fitness and health	77.2	89.8
Cultural reasons	18.3	25.5
Enjoyment	91.2	87.6
Social reasons	57.6	47.7
Sport performance	42.4	23.8
Low cost	33.0	48.4
Convenience	40.4	59.5
Other reasons	35.9	13.9

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



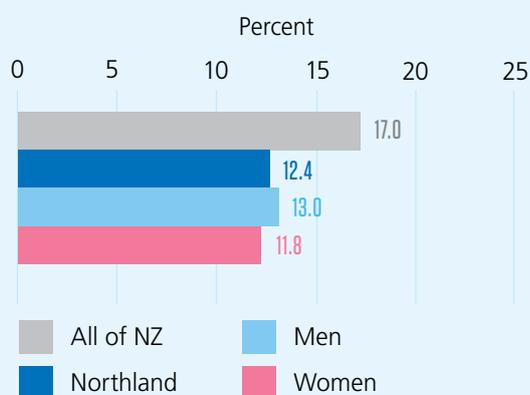
Participation in Events

This section shows how many adults in the Northland 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.

Just over 1 in 10 adults in the Northland region (12.4%, or around 14,400) 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.

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



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 the Northland region, as they were for all New Zealand adults. Fishing tournaments were the next most popular (see Table 9), followed by triathlons/duathlons.

Fishing tournaments were the most popular event for men followed by fun runs/walks, with this reversed for women.

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

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

Northland		%
1	Fun runs/walks	4.6
2	Fishing tournaments	3.7
3	Triathlons/duathlons	1.5
4	Other events <small>See note</small>	1.5
5	Other running/walking events	1.3

Men		%
1	Fishing tournaments	4.1
2	Fun runs/walks	3.9

Women		%
1	Fun runs/walks	5.2
2	Fishing tournaments	3.5

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.

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 Northland region, while the second focuses on interest among participants.

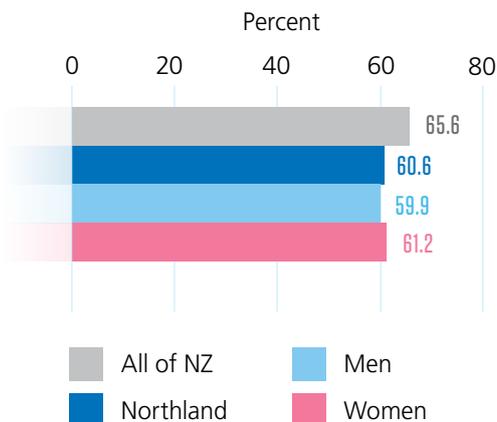
Participants were asked two questions – were they interested in **doing more of any one of the activities they did** over 12 months, and were they interested in **trying any** one activity they had not done in the last 12 months. Non-participants were only asked the second question. Interested respondents 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 6 out of 10 adults (60.6%) in the Northland region were interested in either trying a new sport or recreation activity or doing more of an existing activity (see Figure 7).

This figure is similar to that of all New Zealand adults, and for men and women within the Northland 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 the Northland region, similar proportions were interested in trying a new activity (42.5%) or in doing more of an existing activity (39.1%).



In both cases the levels of interest are comparable to the rates for all New Zealand participants in sports and recreation, and are similar for both men and women within the Northland region.

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

Northland	%
All participants	42.5
Men	42.6
Women	42.5
All NZ	47.1

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

Northland	%
All participants	39.1
Men	40.4
Women	38.1
All NZ	43.8

Interest in trying new activities

Adults in the Northland region who were interested in trying new activities identified around 60 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, golf and bowls were the most popular, followed by cycling tramping and waka ama (see Table 12).

Both men and women ranked golf in the top three activities they were most interested in trying. For men, other activities in the top three were bowls and tramping. Women were also most interested in trying cycling and swimming.

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

All adults		%
1	Golf	6.2
2	Bowls	6.0
3	Cycling	5.3
4	Tramping	4.5
5	Waka ama	4.1

Men		%
1	Bowls	11.5
2	Golf	6.6
3	Tramping	5.4

Women		%
1	Cycling	7.5
2	Swimming	6.2
3	Golf	5.8

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

Barriers to trying new activities

The top three barriers stopping adults in the Northland 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. Access is the only one of the top five barriers for interested adults in the Northland region that is not among the top five for all New Zealand interested adults (see Table 13).

These top three barriers were also the same for men and women, with similar proportions of men and women giving each of these reasons.

The main time barriers for adults in the Northland region wanting to try a new sport or recreation activity were due to *work commitments*, and *family commitments related to childcare responsibilities*. The main costs that are a barrier to adults in the Northland region were *the cost of buying or hiring the equipment needed*, *travel costs* and *club membership fees*.

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

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

Northland		%
1	Lack of time	45.5
2	Too costly/can't afford it	22.4
3	Poor health/disability/injury	12.6
4	No facilities/parks nearby	8.7
5	Access	6.0

Men		%
1	Lack of time	48.6
2	Too costly/can't afford it	27.5
3	Poor health/disability/injury	15.6

Women		%
1	Lack of time	42.8
2	Too costly/can't afford it	17.9
3	Poor health/disability/injury	10.0

Notes: 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 over 30 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, walking and fishing were the most popular activities, followed by swimming, golf and gardening (see Table 14).

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

All adults		%
1	Walking	15.4
2	Fishing	9.0
3	Swimming	8.4
4	Golf	6.9
5	Gardening	6.9

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 the Northland region from doing more of an existing activity were overwhelmingly a *lack of time*, followed by *poor health/disability/injury* and a *lack of transport to get to places to do the activity* (see Table 15).

A *lack of time* was the main barrier for both men and women. However, men were more likely than women to say a *lack of transport* was a barrier, while women were more likely than men to say *lack of motivation* was a barrier.

The main time barriers for adults in the Northland region wanting to do more of an existing sport or recreation activity were *work commitments*, and *family commitments related to childcare responsibilities*.

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

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

Northland		%
1	Lack of time	70.0
2	Poor health/disability/injury	6.8
3	Lack transport to get to places	5.7
4	Too costly/can't afford it	4.8
5	Interested but already doing enough	4.4

Men		%
1	Lack of time	67.3
2	Lack of transport to get to places	12.0

Women		%
1	Lack of time	72.5
2	Lack of motivation	7.1

Notes: Small survey sub-samples. Use results with caution.



Volunteering in Sport and Active Recreation

This section shows the proportion of adults in the Northland 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 the Northland region (24.6%, or around 29,000) 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 Northland 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)

	Northland		All NZ
	%	Estimated number	%
All adults	24.6	29,000	28.6
Gender			
Men	19.6	11,000	30.7
Women	28.9	18,000	26.7

Note: Respondents could provide more than one answer.

Most common volunteer roles

Parent helper (11.8%) and coach/instructor (8.1%) were the two most common volunteer roles among adults in the Northland region, followed by officiating and administration roles (see Figure 8 and Table 17).

Compared with all New Zealand adults, fewer adults in the Northland region volunteered as coaches/instructors. Within the region, however, women were more likely than men to volunteer as parent helpers.

Among the 24.6% of adults *who volunteered*, just under 5 out of 10 (48.0%) were coaches/instructors, while over 3 out of 10 (33.0%) were parent helpers (see Table 17). The profile of volunteers is similar to that of all New Zealand volunteers, and among men and women in the Northland region.

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

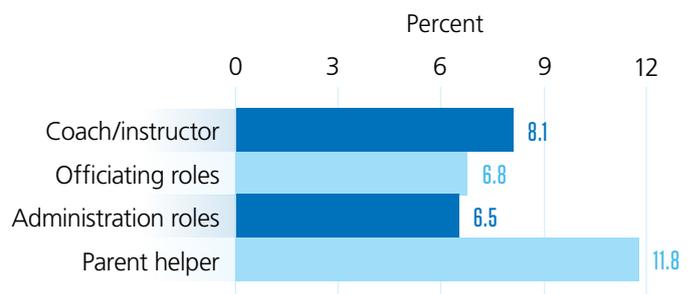


Table 17: Most common volunteer roles over 12 months – all adults and all volunteers, by gender

All adults				
	Northland	Men	Women	All NZ
	%	%	%	%
Coach/instructor	8.1	6.6	9.4	12.6
Officiating roles	6.8	4.0	9.1	7.3
Administration roles	6.5	6.3	6.8	6.2
Parent helper	11.8	6.1	16.7	11.4
Other roles	2.9	2.2	3.5	4.2
All volunteers				
	Northland	Men	Women	All NZ
	%	%	%	%
Coach/instructor	33.0	33.6	32.6	43.9
Officiating roles	27.5	20.3	31.6	25.4
Administration roles	26.6	32.0	23.4	21.6
Parent helper	48.0	31.0	57.8	39.8
Other roles	11.9	11.4	12.2	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.

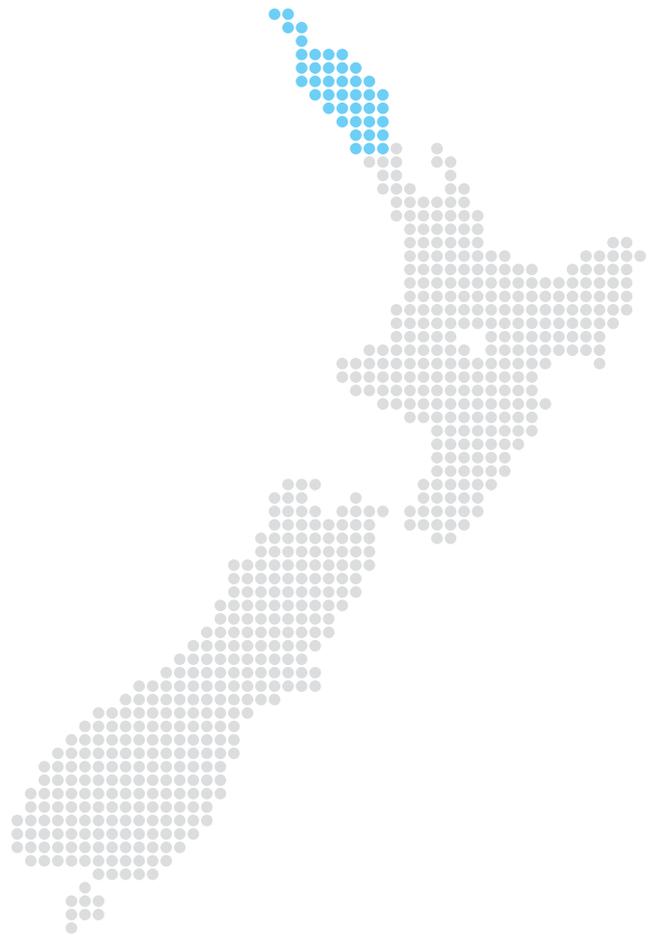
Regional Comparisons

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 Northland 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 Northland region

Survey base	All	Men	Women
Main Survey – All participants	285	114	171
Main Survey – Participants (over 4 weeks)	155	65	90
Follow-up Survey – Participants (over 4 weeks)	155	65	90

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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