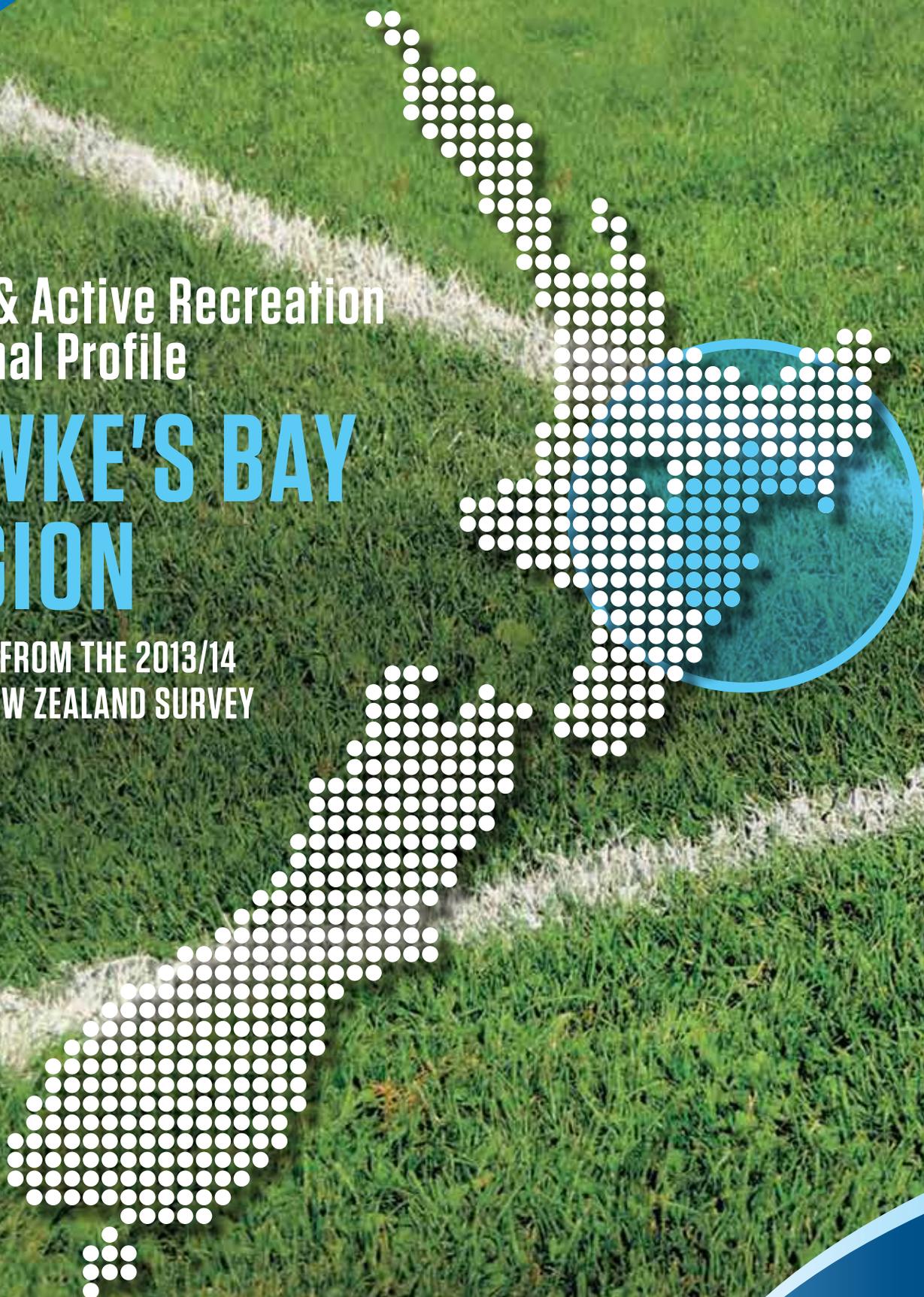


**Sport & Active Recreation
Regional Profile**

HAWKE'S BAY REGION

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





Citation

Sport New Zealand. (2015). *Sport and Active Recreation Regional Profile: Hawke's Bay Region – Findings from the 2013/14 Active New Zealand Survey*. Wellington: Sport New Zealand.

This document is available on the Sport New Zealand website:

www.sportnz.org.nz.

ISBN: 978-1-927232-82-8 WEB

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A quick look at... **Adults** (everyone in the Hawke's Bay region who completed the survey)

72% of adults in the Hawke's Bay region (84,000) **take part** in sport and recreation in any given **week**



Each year, almost

37,000 

adults **volunteer** in sport and recreation

Each year, around **22,100** adults (**19%**) **take part** in one or more sport and recreation **events**

– fun runs/walks, other running/walking events and triathlons/duathlons are the most popular events.



Most adults (**66%**) are **interested in** either **trying** a new sport/activity or **doing more** of an existing one.



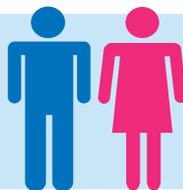
A quick look at... Participants



(everyone in the Hawke's Bay 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 Hawke's Bay region.



Hawke's Bay region adults participate in a similar number of activities (**3.8 on average**) to the number for all New Zealand adults (4.0).

What

The most popular activities are recreational in nature –



walking



cycling



equipment-based exercise



swimming

The most popular sports are –



golf



football



cricket



netball

Where

Almost all participants (**95%**) took part in sport and recreation at one or more **man-made facilities**.

The most common were **paths, cycleways or walkways in towns/cities** (72%).

Around 8 out of 10 (81%) took part in one or more **natural settings**, most commonly **parks in towns/cities** (39%).

Just under 5 out of 10 participants (48%) belong to a club or centre for the purpose of doing activities; 32% belong to a **sports club**, while 25% are members of a **gym or fitness centre**.



How



Almost all participants (**99%**) 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**.

Three quarters of participants (75%) 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** (62%).

The most common way people pay to participate is on a **per visit, entry or hire** basis (21%).

Almost 6 out of 10 participants (56%) **received coaching**, and 2 out of 10 (21%) **used instructional resources**, in the past 12 months to help improve their performance.

Why

Almost 9 out of 10 participants (86%) each 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**.



86%



84%



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 (48%), or doing more of an existing activity (71%). **Cost** comes a distant second in each case (28% and 13% respectively).

Introduction

This profile presents information about sports participation and volunteering among adults in the Hawke's Bay 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.

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 Hawke's Bay region was 64%.

Of the 6,448 adults that took part in the 2013/14 ANZS, 319 were resident in the Hawke's Bay region. Table 1 shows the total number of completed interviews and weighted population numbers for the Hawke's Bay region.

Table 1: Total number of completed interviews and weighted population numbers for the Hawke's Bay region

	Number interviewed	Weighted population numbers
All adults	319	115,800
Men	144	57,600
Women	175	58,200

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 Hawke's Bay 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 Hawke's Bay region and those nation-wide**, and also between **men and women in the Hawke's Bay 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.

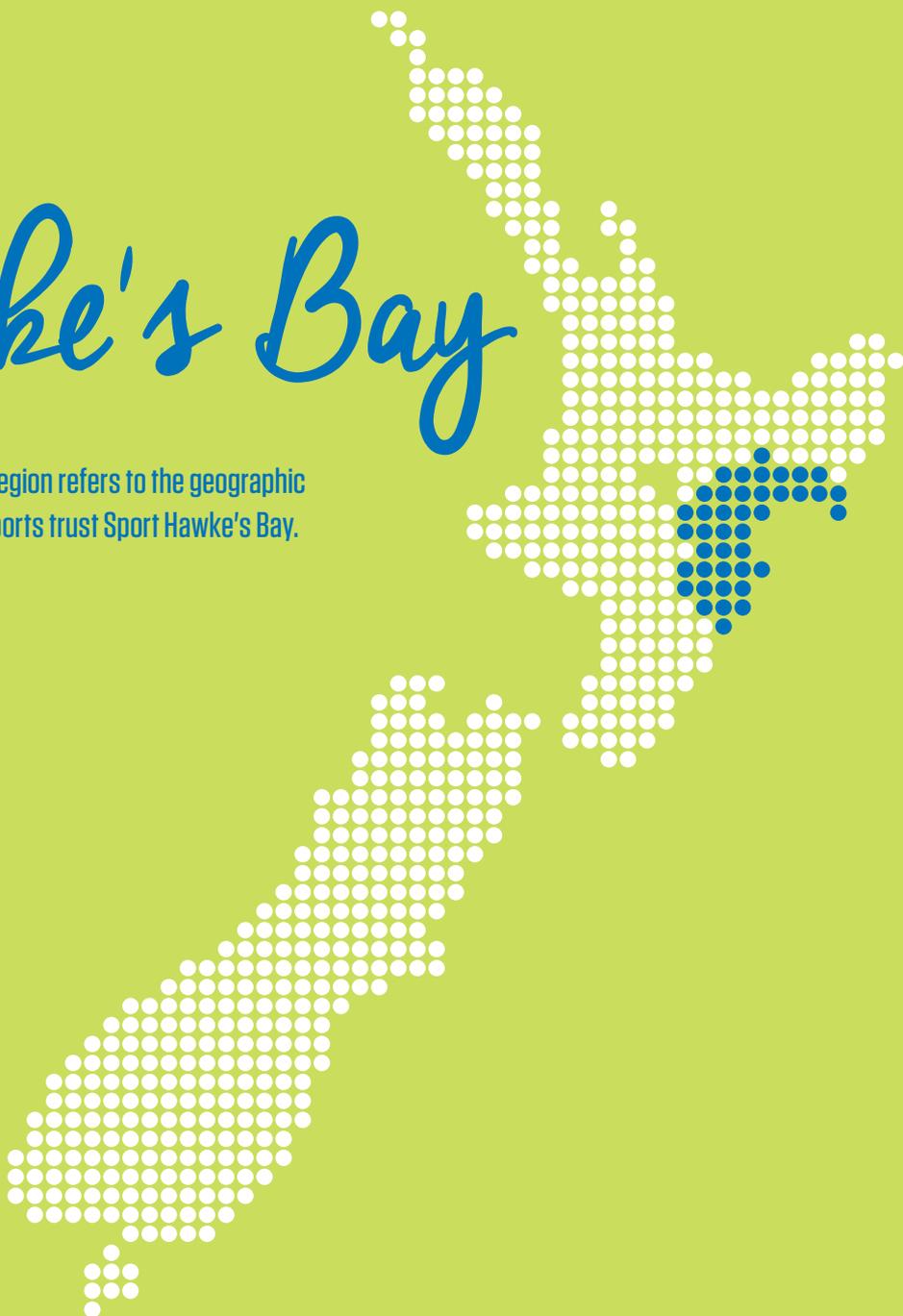
The results in this report are subject to rounding error. In some cases, percentages that should sum to 100% sum to just under or over 100%. In other cases, the estimated number of participants by sub-group (eg, men and women) may not add up to all participants.

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.

Hawke's Bay

In this report, the Hawke's Bay region refers to the geographic area serviced by the regional sports trust Sport Hawke's Bay.



FINDINGS

Participation in Sport and Active Recreation over Different Timeframes

This section looks at participation in sport and recreation by adults in the Hawke's Bay 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 Hawke's Bay region (92.2%, or around 107,000 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 83.7% (97,000 adults)
- over 7 days it is 72.1% (84,000 adults).

Participation levels were comparable to all New Zealand adults, and are similar for men and women within the Hawke's Bay 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 Hawke's Bay region were:

- over 12 months – over 8 out of 10 (83.2%, 9 percentage points lower)
- over 4 weeks – almost 7 out of 10 (66.8%, 17 percentage points lower)
- over 7 days – over 5 out of 10 (53.3%, 19 percentage points lower).

Across the three timeframes, participation levels were again similar to those for all New Zealand adults, and also among 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		
	Hawke's Bay		All NZ	Hawke's Bay		All NZ	Hawke's Bay		All NZ
	%	Estimated number	%	%	Estimated number	%	%	Estimated number	%
	Including walking			Including walking			Including walking		
All adults	92.2	107,000	94.2	83.7	97,000	85.1	72.1	84,000	74.0
Men	90.1	52,000	94.8	80.4	46,000	84.9	70.4	41,000	72.4
Women	94.3	55,000	93.7	86.9	51,000	85.3	73.9	43,000	75.5
	Excluding walking			Excluding walking			Excluding walking		
All adults	83.2	96,000	84.9	66.8	77,000	69.0	53.3	62,000	53.1
Men	83.3	48,000	88.6	70.4	41,000	74.5	58.1	33,000	57.4
Women	83.0	48,000	81.5	63.3	37,000	63.9	48.6	28,000	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 Hawke's Bay 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 Hawke's Bay region, while Table 3 presents the top 10 activities for men and women.

Walking was the most popular activity, with just under 6 out of 10 adults (58.6%) participating over 12 months. Over 4 out of 10 men (43.2%) and over 7 out of 10 women (73.8%) went walking.

For men, the most popular activity was walking, with cycling (35.4%) and fishing (25.3%) making up the top three activities. For women, walking, cycling (34.7%) and equipment-based exercise (26.8%) made up the top three.

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

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

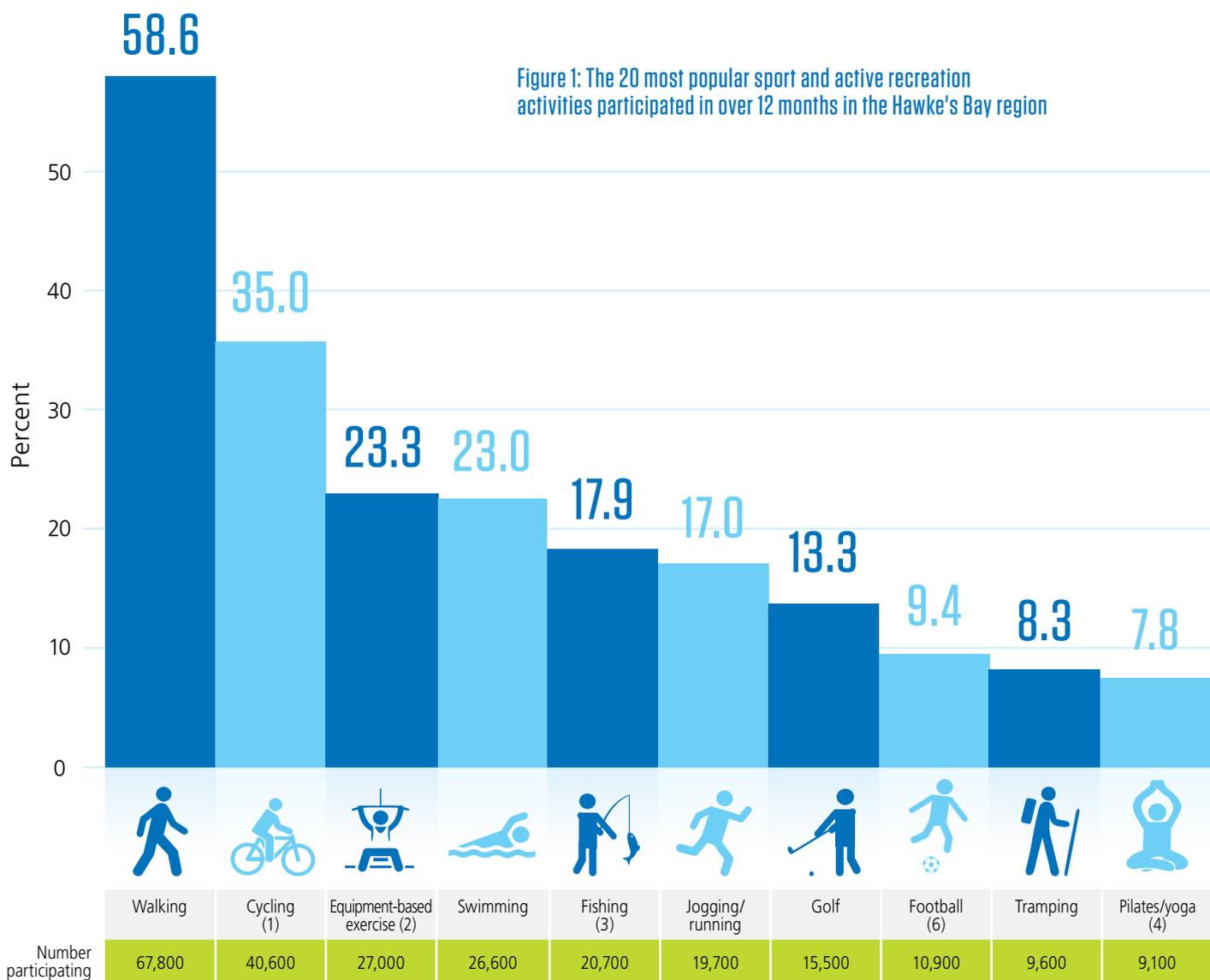


Figure 1: The 20 most popular sport and active recreation activities participated in over 12 months in the Hawke's Bay region

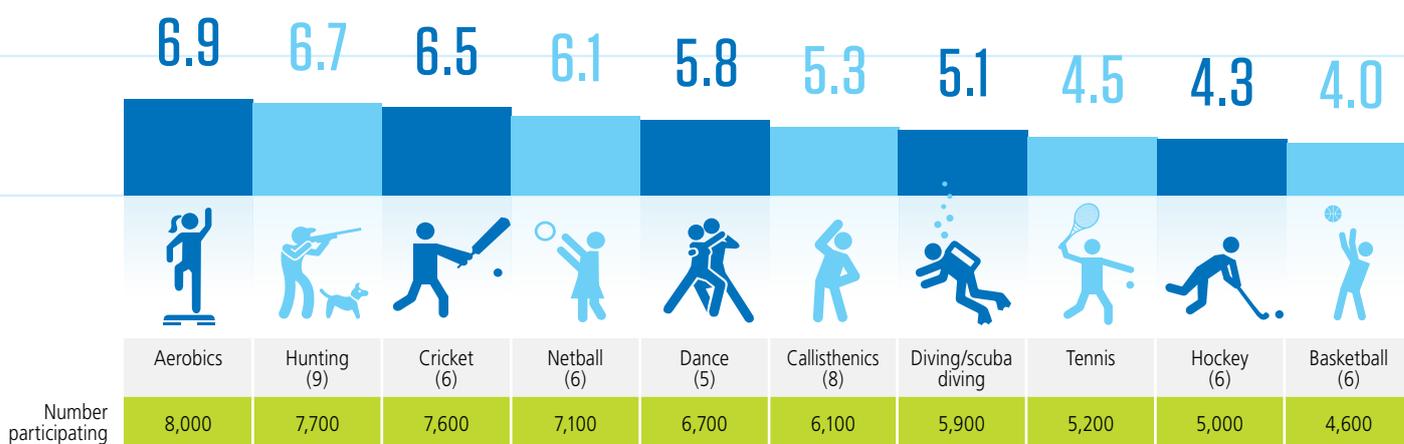
Notes:

- (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	43.2	24,900
2	Cycling ¹	35.4	20,400
3	Fishing ³	25.3	14,600
4	Swimming	23.5	13,600
5	Equipment-based exercise ²	19.8	11,400
6	Golf	19.1	11,000
7	Jogging/running	18.4	10,600
8	Football⁶	14.3	8,200
9	Hunting⁹	13.4	7,700
10	Cricket⁶	9.3	5,400

Women		%	Estimated number
1	Walking	73.8	43,000
2	Cycling ¹	34.7	20,200
3	Equipment-based exercise ²	26.8	15,600
4	Swimming	22.4	13,100
5	Jogging/running	15.7	9,100
6	Aerobics	13.0	7,600
7	Pilates/yoga⁴	12.3	7,100
8	Fishing ³	10.6	6,100
9	Netball⁶	9.0	5,200
10	Callisthenics⁸	9.0	5,200



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 Hawke's Bay region took part in over 12 months.

On average, adults in the Hawke's Bay region took part in 3.8 activities over the past 12 months, which is similar to the national average of 4.0 (see Table 4).

Almost 8 out of 10 adults (77.2%) participated in at least two sport and recreation activities over 12 months. Around 6 out of 10 (60.8%) participated in three or more activities.

Both these rates are similar to the rates for all New Zealand adults. The numbers of activities and participation in two or more, and three or more activities, are also similar for men and women in the Hawke's Bay region.

Table 4: Number of sport and recreation activities participated in over 12 months in the Hawke's Bay region

	At least one activity	Two or more activities	Three or more activities	Average number of activities ²
	%	%	%	
All adults	92.2	77.2	60.8	3.8
Men	90.1	76.2	62.7	4.0
Women	94.3	78.1	58.9	3.6
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

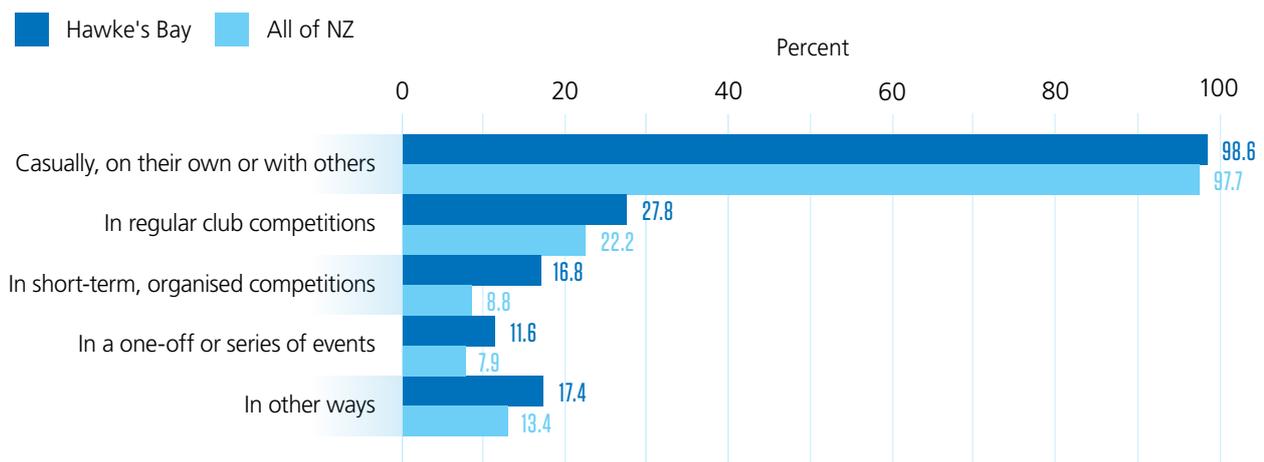
This section shows the ways in which participants in the Hawke's Bay region took part in sport and recreation. This includes whether they took part casually or in organised activities, and whether they took part in teams or groups, as well as whether or not and how they paid to take part in their chosen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

Different ways participants take part

Almost all participants (98.6%) in the Hawke's Bay region took part in their chosen sports/activities *casually, either on their own or with others*. Just under 3 out of 10 (27.8%) took part in *regular club competitions*, while almost 2 out of 10 (16.8%) took part in either *short-term organised competitions* and just over 1 in 10 (11.6%) took part in a *one-off or series of events* (see Figure 2).

These patterns of participation are similar to all New Zealand adults. However, within the Hawke's Bay region men are more likely than women to have participated in *regular club competitions*.

Figure 2: Ways in which participants take part



	Men (%)	Women (%)
Casually, on their own or with others	98.4	98.8
In regular club competitions	39.3	16.6
In short-term, organised competitions	15.9	17.6
In a one-off or series of events	16.0	7.4
In other ways	22.9	12.1

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



Payment types

Over 9 out of 10 participants (94.2%) in the Hawke's Bay 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 is on a *per visit, entry or hire* basis, with 4 out of 10 (40.3%) doing so. This was followed by just over 2 out of 10 each that paid by way of *membership at a sport or physical activity club* (21.7%) or by way of *membership at a gym, swimming pool or recreation centre* (21.4%), and almost 2 out of 10 (16.5%) that paid *entry costs for a competition or event as an individual or team member*. Around 1 in 10 (10.2%) paid for a *concession card* and very small numbers (0.7%) paid using a *community discount card that gives cheaper entry costs*.

This profile is similar to that for all New Zealand adults. However, more women in the Hawke's Bay region paid using a *community discount card* than men.

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	94.2	93.3	95.0	92.4
Paid per visit, entry or hire	40.3	42.5	38.2	35.2
Paid by way of membership at a gym, swimming pool or recreation centre	21.7	16.0	27.2	17.8
Paid by way of membership at a sport or physical activity club	21.4	25.4	17.6	20.9
Paid entry costs for a competition or event (as an individual or team member)	16.5	20.8	12.3	10.2
Paid for a concession card	10.2	6.3	13.9	6.9
Paid using a community discount card that gives cheaper entry costs	0.7	0.0	1.4	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 7 out of 10 participants in the Hawke's Bay region took part in sport and recreation activities with an organised group in the past 12 months (25.2% 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* (61.5%, see Table 6). This was followed by almost 3 out of 10 (26.3%) that participated with a *sports team that is part of a sports club*, 1 in 10 (9.1%) that participated in an *organised group set up by an organisation* such as a local council, and almost 1 in 10 (6.7%) that participated in a *work-related sports team*. Small numbers (3.4%) took part in *another type of sports team*, like a church team.

Compared with all New Zealand adults, more adults in the Hawke's Bay region took part in sport and recreation activities in an organised group, and more participated in a *group arranged by the people who take part in the activity*. However, within the Hawke's Bay region, the participation of men and women in organised groups is similar.

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	61.5	67.3	55.9	41.3
A sports team that is part of a sports club	26.3	38.0	14.9	17.5
An organised group set up by an organisation (eg, local council)	9.1	13.7	4.6	5.6
A work-related sports team	6.7	7.4	6.1	6.1
Another type of sports team (like a church team)	3.4	2.4	4.4	2.4
Other type of group	6.5	8.6	4.5	6.4
None	25.2	15.4	34.7	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 Hawke's Bay region were asked about memberships they'd had in the last 12 months in order to take part in their chosen sports/activities.

Just under 5 out of 10 sport and recreation participants (48.2%) in the Hawke's Bay region were a member of at least one club, gym or centre in the last 12 months (see Table 7). Just over 3 out of 10 (31.8%) were a member of a *sport or physical activity club* and over 2 out of 10 (24.6%) were a member of a *gym or fitness centre*. Just under 1 in 10 (7.6%) were a member of a *community leisure or recreation centre*.

The profile of participants in the Hawke's Bay 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	48.2	50.8	45.8	44.4
Member of sport or physical activity club	31.8	43.6	20.4	27.4
Member of gym or fitness centre	24.6	14.4	34.4	19.3
Member of community leisure or recreation centre	7.6	8.4	6.8	7.1
Member of other type of club	0.3	0.0	0.6	1.6
Not a member of any club/gym/centre	51.8	49.2	54.2	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 Hawke's Bay 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.

Almost 6 out of 10 participants (55.8%) in Hawke's Bay region had *received instruction or coaching* in the last 12 months to help improve their performance (see Figure 3).

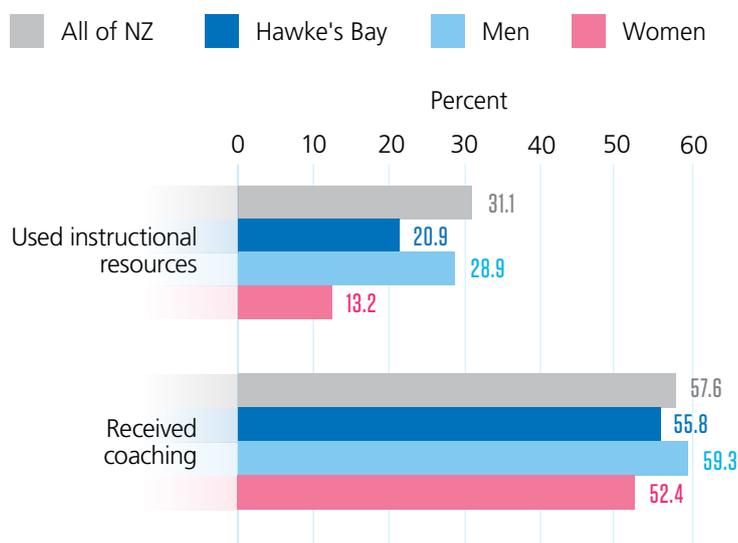
The figure is similar to the rate for all New Zealand adults, and for both men and women within the region.

Use of instructional resources (online or other)

Around 2 out of 10 participants (20.9%) in the Hawke's Bay 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, within the region men were just as likely as women to have *used instructional resources* (the apparent difference is not statistically significant).

Figure 3: Receipt of coaching and use of instructional resources by participants in the Hawke's Bay 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 Hawke's Bay 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.

Almost all participants (95.1%) in the Hawke's Bay region took part in activities at one or more man-made facilities, while 8 out of 10 (80.8%) took part in one or more natural settings (see Figure 4 over page).

These rates are similar to the rates for all New Zealand participants New Zealand adults, and are similar for both men and women within the region.

Participation at different types of man-made facilities

The top three man-made facilities used for sport and recreation by participants in the Hawke's Bay region were: *paths, cycleways and walkways in towns/cities* (72.0%); *outdoor sports facilities* (36.1%); and *gym/fitness centres* (27.5%). Almost 3 out of 10 (26.4%) participants took part at *indoors or outside at a participant's or someone else's home*, with over 2 out of 10 (23.1%) taking part at *indoor sports facilities*, and just under 2 out of 10 (18.9%) taking part at *outdoor pools* (see Table 8).

More Hawke's Bay region participants participated on *paths, cycleways and walkways in towns/cities*, and fewer participated *indoors or outside at their or someone else's home*, compared with all New Zealand participants. Within the region, women were more likely than men to have used *indoor facilities not used mainly for sport or recreation* and to have participated *indoors or outside at a marae*.

Participation in different types of natural settings

The most common natural settings used for sport and recreation by participants in the Hawke's Bay region were: *parks in towns/cities* (39.2%); in the *bush or a forest* (34.0%); *the beach or by the sea* (29.7%); and *in or on the sea* (29.6%). Just under 3 out of 10 participants also took part in the *countryside or over farmland* (27.7%) or on *off road bike trails or walking tracks* (27.5%, see Table 8).

More Hawke's Bay region participants took part in sport and recreation activities *on or in a river*, compared with all New Zealand participants. However, 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

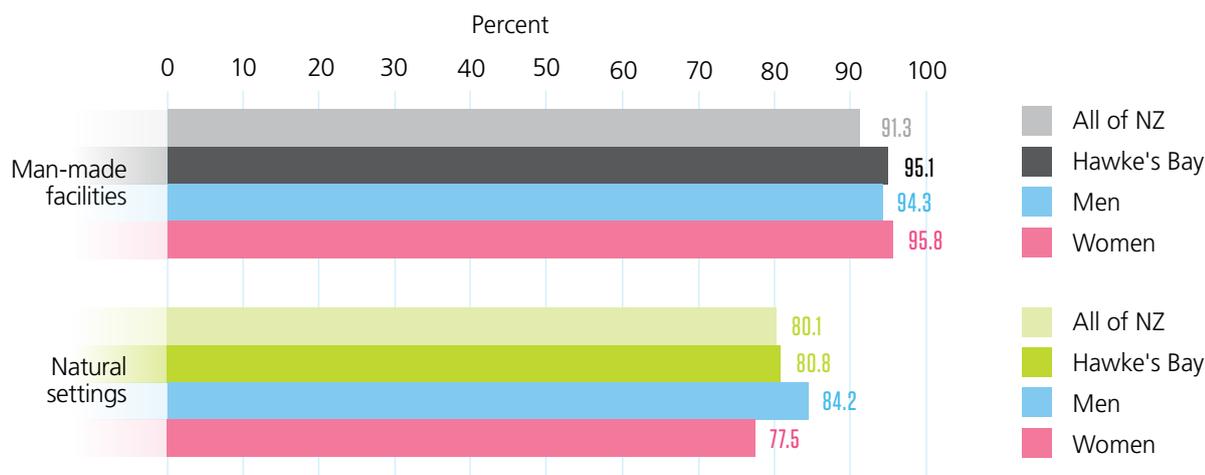


Table 8: Participation in one or more man-made facilities or natural settings over 12 months

	All adults	Men	Women	All NZ
Man-made facilities	%	%	%	%
Outside on a path, cycleway or walkway in a town or city	72.0	69.4	74.5	53.1
At an outdoor sports facility	36.1	45.3	27.2	30.7
At a gym or fitness centre	27.5	19.6	35.1	21.8
Indoors or outside at a home	26.4	24.4	28.5	39.2
At an indoor sports facility or complex	23.1	25.0	21.3	19.8
At an outdoor pool	18.9	19.4	18.6	9.8
At an indoor pool or aquatic centre	14.5	15.4	13.6	18.3
At an indoor facility not used mainly for sport or recreation	11.8	2.2	21.1	15.8
Indoors or outside at a marae	1.7	0.0	3.3	1.2
Natural settings	%	%	%	%
Outdoors at a park in a town or city	39.2	31.7	46.5	50.3
In the bush or a forest	34.0	33.3	34.6	28.3
At a beach or by the sea	29.7	20.8	38.4	35.9
In or on the sea	29.6	40.2	19.4	28.8
In the countryside or over farmland	27.7	35.0	20.6	24.0
On an off-road bike trail or walking track	27.5	30.8	24.3	25.0
By a river	24.6	30.1	19.2	17.6
On or in a river	23.1	25.0	21.2	11.2
By a lake	15.4	17.6	13.3	13.0
On or in a lake	10.3	14.9	5.8	9.8

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 Hawke's Bay region participated in their chosen sport and recreation activities.

Reasons for taking part

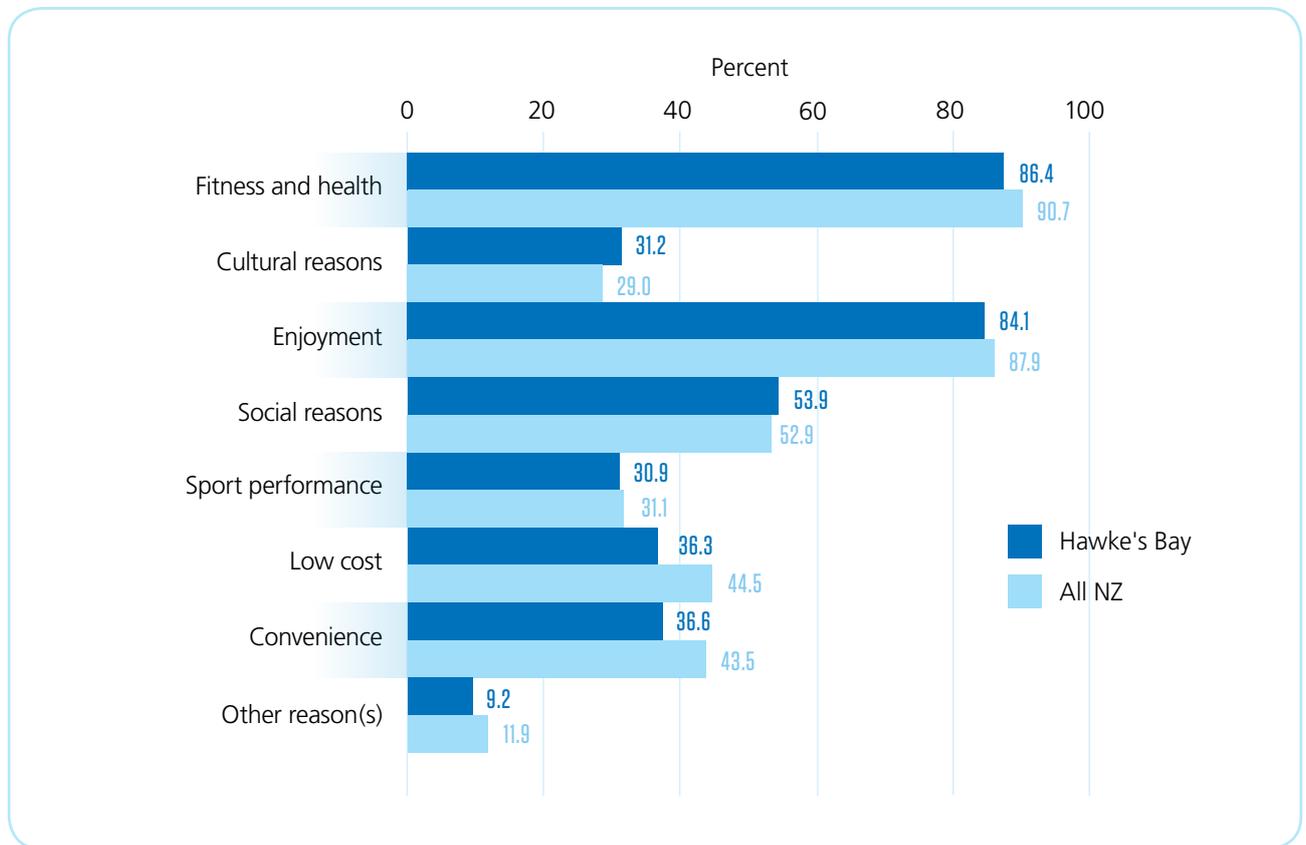
The most common reason participants in the Hawke's Bay region gave for taking part in sport and recreation was for *fitness and health* (86.4%), followed by *enjoyment* (84.1%) and *social reasons* (53.9%). Other reasons were *convenience* (36.6%), *low cost* (36.3%), *cultural reasons* (31.2%) and *sport performance* (30.9%, 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 Hawke's Bay region (see table to the right).

	Men	Women
	%	%
Fitness and health	82.4	90.3
Cultural reasons	30.0	32.5
Enjoyment	90.3	78.1
Social reasons	62.8	45.2
Sport performance	41.1	21.1
Low cost	35.2	37.4
Convenience	35.1	38.0
Other reasons	7.9	10.5

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



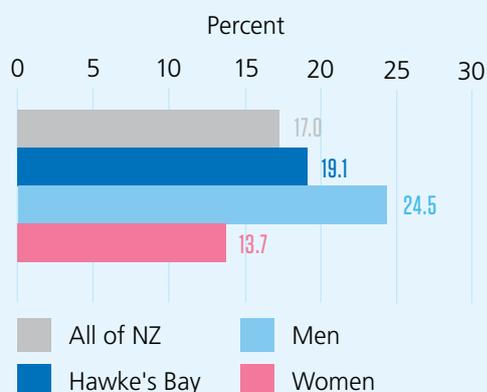
Participation in Events

This section shows how many adults in the Hawke's Bay 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.

Around 2 out of 10 adults in the Hawke's Bay region (19.1%, or around 22,100 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, 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 and other running/walking events such as half marathons, marathons and 10km races were the most popular types of sport and recreation event for all adults in the Hawke's Bay region, as they were for all New Zealand adults. These are followed by triathlons/duathlons (see Table 9). Compared with all New Zealand adults, more adults in the Hawke's Bay region participated in triathlons/duathlons.

Other running/walking events were the most popular event for men followed by triathlons/duathlons, while fun runs/walks followed by other running/walking events were most popular for women. More women than men participated in multi-sport events, while more men participated in masters sports tournaments than women.

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

Hawke's Bay		%
1	Fun runs/walks	5.5
2	Other running/walking events	5.3
3	Triathlons/duathlons	5.0
4	Fishing tournaments	3.1
5	Other types of events <small>See note</small>	2.6

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	Other running/walking events	7.5
2	Triathlons/duathlons	7.1
3	Fishing tournaments	5.3
4	Other types of events <small>See note</small>	4.9

Women		%
1	Fun runs/walks	8.0
2	Other running/walking events	3.2
3	Triathlons/duathlons	3.0
4	Multisport events	2.6

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 Hawke's Bay region, while the second focuses on interest among participants.

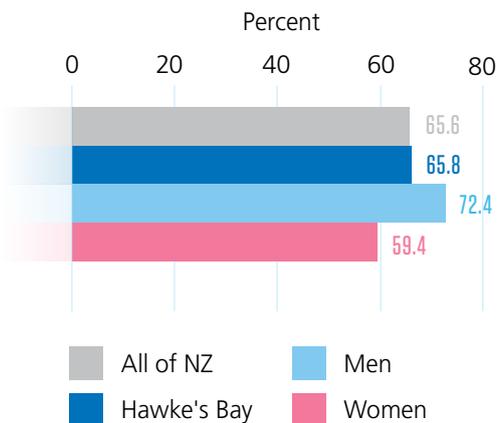
Participants were asked two questions – were they interested in **doing more of any one of the activities they did** over 12 months, and were they interested in **trying any** one activity they had not done in the last 12 months. Non-participants were only asked the second question. Interested respondents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

Almost 7 out of 10 adults (65.8%) in the Hawke's Bay 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 Hawke's Bay 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 Hawke's Bay region, similar proportions were interested in trying a new activity (46.9%) or in doing more of an existing activity (44.3%).



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 Hawke's Bay region.

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

Hawke's Bay	%
All participants	46.9
Men	47.2
Women	46.2
All NZ	47.1

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

Hawke's Bay	%
All participants	44.3
Men	49.3
Women	39.4
All NZ	43.8

Interest in trying new activities

Adults in the Hawke's Bay 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 canoeing/kayaking were the most popular, followed by fishing, jogging/running and multisport/triathlons/duathlons (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 fishing and canoeing/kayaking. Women were also most interested in trying jogging/running and tennis.

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

All adults		%
1	Cycling	10.9
2	Canoeing/kayaking	5.4
3	Fishing	5.1
4	Jogging/running	4.8
5	Multisport/triathlons/duathlons	4.1
Men		%
1	Cycling	10.4
2	Fishing	9.7
3	Canoeing/kayaking	9.4
Women		%
1	Cycling	11.4
2	Jogging/ running	8.2
3	Tennis	7.1

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 Hawke's Bay region who were 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. Having *no-one to do the activity with* is the only one of the top five barriers for interested adults in the Hawke's Bay region that is not among the top five for all New Zealand interested adults (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. The next most common barriers for men were *poor health/disability/injury* and *no facilities/parks nearby*, and for women they were *no facilities/parks nearby* and *no-one to do the activity with*.

The main time barriers for adults in the Hawke's Bay region wanting to try a new sport or recreation activity were due to *work commitments*, *family commitments related to childcare responsibilities* and *already doing a lot of other sport and recreation activities*. The main costs that are a barrier to adults in the Hawke's Bay region were *the cost of buying or hiring the equipment needed*, *travel costs* and *costs of entry to recreation centres/swimming pools/facilities*.

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

Hawke's Bay		%
1	Lack of time	47.6
2	Too costly/can't afford it	27.5
3	Poor health/disability/injury	12.3
4	No facilities/parks nearby	8.5
5	No-one to do the activity with	5.2
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	48.6
2	Too costly/can't afford it	33.6
3	Poor health/disability/injury	16.4
4	No facilities/parks nearby	5.6
Women		%
1	Lack of time	46.6
2	Too costly/can't afford it	21.4
3	No facilities/parks nearby	11.5
4	No-one to do the activity with	9.4

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 around 40 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, cycling and walking were the most popular activities, followed by fishing, golf and jogging/running (see Table 14).

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

All adults		%
1	Cycling	19.4
2	Walking	9.8
3	Fishing	8.5
4	Golf	8.2
5	Jogging/running	4.7

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 Hawke's Bay region from doing more of an existing activity were overwhelmingly a *lack of time*, followed by *too costly/can't afford it* and *interested but already doing enough* activity (see Table 15).

A *lack of time* and *cost* were the main barriers for both men and women. However, *an interest but already doing enough* was the next most common barrier for men, while *poor health/disability/injury* was the next most common barrier for women.

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

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

Hawke's Bay		%
1	Lack of time	70.9
2	Too costly/can't afford it	12.5
3	Interested but already doing enough	7.7
4	Poor health/disability/injury	7.2
5	No-one to do the activity with	2.7

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	70.8
2	Too costly/can't afford it	17.2
3	Interested but already doing enough	11.9
4	Poor health/disability/injury	8.1

Women		%
1	Lack of time	70.9
2	Too costly/can't afford it	6.7
3	Poor health/disability/injury	6.1

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 Hawke's Bay 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)

Just over 3 out of 10 adults in the Hawke's Bay region (31.6%, or around 37,000) 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 Hawke's Bay 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)

	Hawke's Bay		All NZ
	%	Estimated number	%
All adults	31.6	37,000	28.6
Gender			
Men	37.3	21,000	30.7
Women	25.9	15,000	26.7

Note: Respondents could provide more than one answer.

Most common volunteer roles

Coach/instructor (16.4%) and parent helper (11.1%) were the two most common volunteer roles among adults in the Hawke's Bay 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 the Hawke's Bay region.

Among the 31.6% of adults *who volunteered*, just over 5 out of 10 (51.8%) were coaches/instructors, while almost 4 out of 10 (35.1%) were parent helpers (see Table 17). The profile of volunteers is again similar to that of all New Zealand volunteers, although women volunteers are more likely to be parent helpers than men volunteers in the Hawke's Bay region.

Figure 8: Most common volunteer roles over 12 months (all adults), Hawke's Bay region

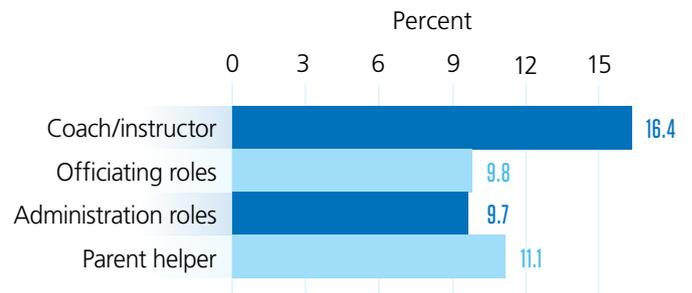


Table 17: Most common volunteer roles over 12 months – all adults and all volunteers, by gender

All adults				
	Hawke's Bay	Men	Women	All NZ
	%	%	%	%
Coach/instructor	16.4	20.7	12.1	12.6
Officiating roles	9.8	13.2	6.5	7.3
Administration roles	9.7	12.1	7.2	6.2
Parent helper	11.1	8.3	13.9	11.4
Other roles	3.8	5.0	2.6	4.2
All volunteers				
	Hawke's Bay	Men	Women	All NZ
	%	%	%	%
Coach/instructor	51.8	55.6	46.4	43.9
Officiating roles	31.1	35.3	25.1	25.4
Administration roles	30.6	32.5	27.8	21.6
Parent helper	35.1	22.2	53.5	39.8
Other roles	11.9	13.4	9.9	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 Hawke's Bay 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 Hawke's Bay region

Survey base	All	Men	Women
Main Survey – All participants	319	144	175
Main Survey – Participants (over 4 weeks)	163	82	81
Follow-up Survey – Participants (over 4 weeks)	156	78	78

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/



**SPORT
NEW ZEALAND**

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

New Zealand Government