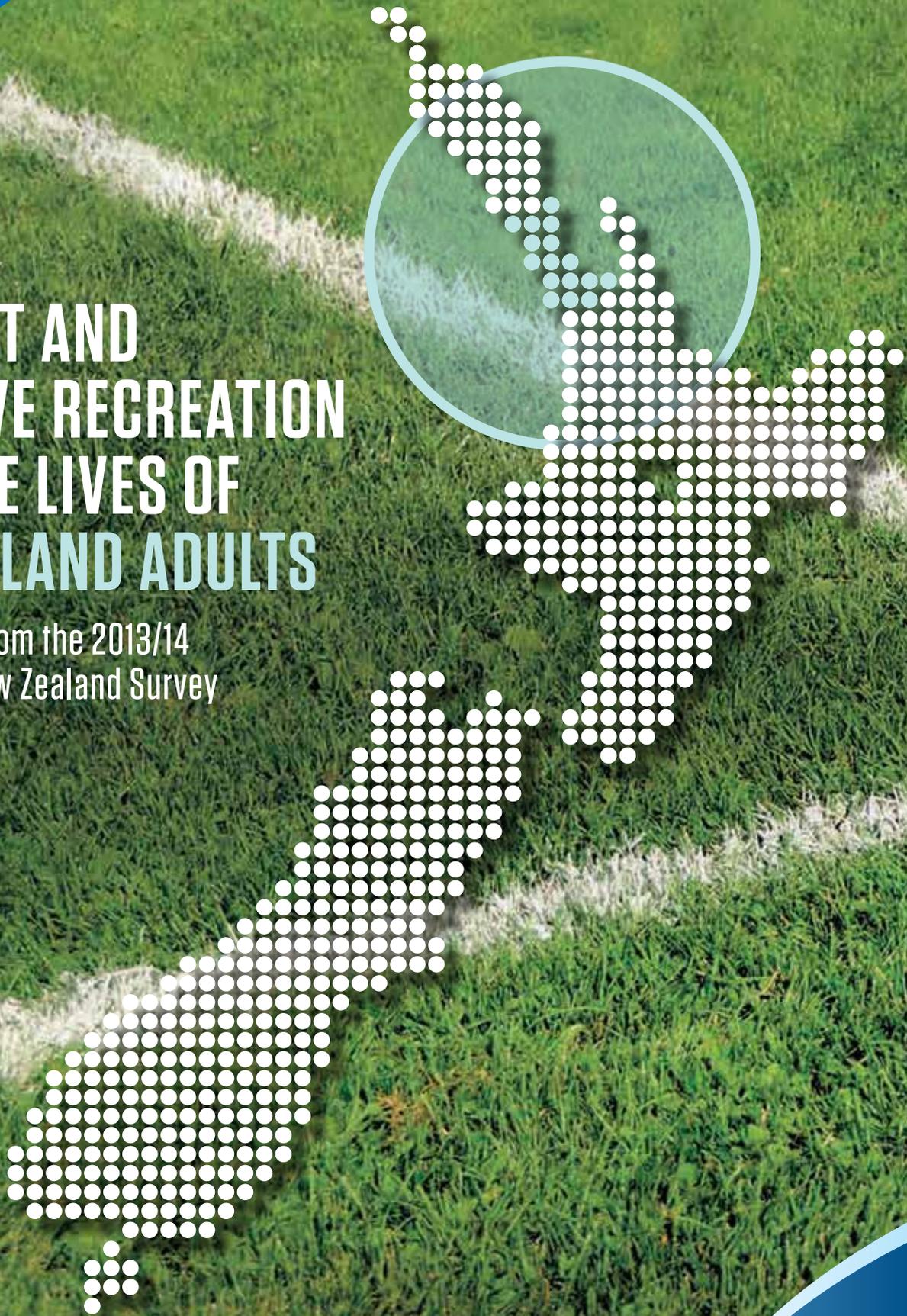


SPORT AND ACTIVE RECREATION IN THE LIVES OF AUCKLAND ADULTS

Results from the 2013/14
Active New Zealand Survey



Acknowledgments

This report was prepared by the Research and Evaluation Unit (RIMU) at Auckland Council based on data prepared and peer reviewed by Sport New Zealand (Sport NZ). Both agencies wish to thank the large number of people and organisations that contributed to the report.

We gratefully acknowledge those who worked on the 2013/14 Active New Zealand Survey, the data that this report is based on. This includes the researchers, analysts, coders and fieldworkers at the National Research Bureau (NRB), and the statistical advice and analysis provided by Alistair Gray (Statistics Research Associates Limited).

Within Sport NZ, we would like to thank the past and present Sport NZ research team for their analysis, survey team management, and peer review and report finalisation efforts.

Within the Auckland Council, there are a number of committed individuals and departments who have lent their time and expertise to this report. These departments include Parks, Sport and Recreation and the Research and Evaluation Unit (RIMU).

We would also like to thank the individuals who participated, particularly those throughout the Auckland region. Their input has been tremendously valuable and we have gained many insights and learnings from them. This report would not have been possible without their support.



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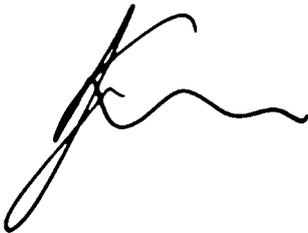
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Foreword

It is my pleasure to introduce this report, Sport and Active Recreation in the Lives of Auckland Adults.

The report provides vital insights into how Aucklanders take part in and engage in sport and recreation. There is no doubt that Auckland is becoming increasingly recognised for its promotion of sport and the quality of its sporting venues and facilities. But there is much more to be done. The findings of this report will help us to support community sport more strategically, to help guide investment and to get more people enjoying, and excelling in sport and recreation.

Some context to this report is important. Auckland is both the largest and fastest growing part of New Zealand. Half of the country's population growth is here. We are the country's engine room and there's much more growth to come. Auckland is projected to add another one million people in the next 30 years. Growth such as this is on-the-whole a good thing. For the sports and recreation sector it means greater diversity, more people taking part and increased demand for facilities. We have plans in place to support and accommodate this. The Auckland Plan, our long term blueprint to help the city reach its potential, set a target of having 90% of Aucklanders actively participating in sport and recreation every week by 2040. We are putting things in place to help us achieve this target. Our Sport and Recreation Strategic Action Plan outlines a number of initiatives in this space but we must continue to learn and we must adapt to changing circumstances. I am confident that the findings contained in this report will help us to better understand the needs and preferences of Aucklanders as we continue to support and invest in this vitally important sector.



Len Brown

Mayor of Auckland

Sport and recreation plays a hugely important role in New Zealand society. It delivers a range of benefits to the country, to communities and to individuals.

This report, Sport and Active Recreation in the Lives of Auckland Adults, comes from Sport NZ's 2013/14 Active NZ Survey and provides vital insights into how the people of Auckland, New Zealand's biggest city, are engaging in sport and recreation as participants and volunteers.

The research shows that Auckland is more than just a city of sails; it is also a city of well-used parks, stadiums and fields. It shows that Aucklanders enjoy getting out and taking part in a variety of sport and recreation activities and are doing so in higher numbers than the rest of the country, with 78% of Auckland adults taking part in sport and recreation in any given week, compared with 74% nationally.

Just under 3 out of 10 (28.1%) adults volunteer to enable sport and recreation to happen in communities throughout the region – they're part of a nationwide army of close to a million volunteers who are the lifeblood of our active, sporty Kiwi lifestyle.

The report also shows that Aucklanders want to be even more active, with 72% saying they want to try something new or do more, again higher than the national rate of 66%.

Our research also gives us insights into the challenges facing the sport sector. What people want is changing. More people are choosing flexible options for sport and recreation, like gyms and pay to play, rather than the traditional sports club membership. And, with our busy lives, time continues to be the main barrier to participation. If we don't work together to understand and then meet the needs of participants, New Zealand's proud sporting heritage could be lost.

Auckland is an important focus for Sport NZ's 2015-2020 Community Sport Strategy, and the insights in this report will inform future work. Sport NZ is working closely with Auckland Council and Aktive – Auckland Sport and Recreation to ensure that, together, we meet these challenges and our wonderful sporting heritage continues to enrich the lives of future generations of Aucklanders.



Peter Miskimmin

Chief Executive
Sport New Zealand

A quick look at how to read this report...

This report presents results for the Auckland region from the 2013/14 Active New Zealand Survey. Where appropriate it compares Auckland sport and recreation participation data with the national results.

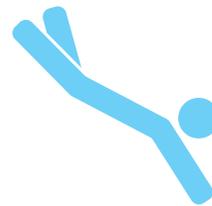
It should be noted that in the majority of cases the Auckland picture reflects the national picture. Only statistically significant differences between the Auckland region and New Zealand are reported.

Results are presented for adults (all Auckland respondents), and participants (those in the Auckland region who take part in sport and recreation activities). Results across various sub-groups of both adults and participants living in the Auckland region based on gender, age, ethnicity, socio-economic deprivation and main local board areas are also reported. Once again, only statistically significant differences between sub-groups are reported.

Further information about the participant sample, analysis and statistical significance of findings is outlined in the Appendix.

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

78% of adults in the Auckland region (853,795) **take part** in sport and recreation in any given **week**



Each year, around

308,880

adults **volunteer** in sport and recreation

Each year, around **187,560** adults (**17%**) **take part** in one or more sport and recreation **events**

– fun runs/walks are the most popular events.



Most adults (**72%**)

are **interested in** either **trying** a new sport/activity **or doing more** of an existing one, which is **significantly higher** than the national results (66%).



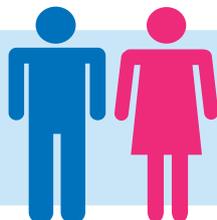
A quick look at... Participants



(adults in the Auckland region who take part in sport and recreation)

Who

Almost all Auckland adults (96%) take part in one or more sport or recreation activity over 12 months.



When gardening and walking are excluded, **Auckland adults are more likely** to participate in at least one activity during any given week (58%) compared with the national figure (53%).

What

Walking is the most popular activity, followed by swimming and equipment-based exercise.



walking



swimming



equipment-based exercise

Where

Over nine out of 10 participants (**92%**) take part in sport and recreation at one or more **man-made facilities**.

The most common areas are **paths, cycle-ways or walk-ways** (49%). Eight out of 10 (80%) people take part in one or more **natural settings**, most commonly outdoors at a park (52%) and **at the beach or by the sea** (34%).

Aucklanders use the countryside or farmland for sport and recreation activities (15%) **significantly less** than the rest of New Zealand (24%).

Around 4 out of 10 participants (44%) belong to a club or centre for the purpose of doing activities; 25% belong to a **sports club**; 22% are members of a **gym or fitness centre**.



How



Almost all participants (**98%**) take part in their chosen sports/activities **casually, either on their own or with others**, followed by 25% who take part in **regular club competitions**.

The most common way (34%) people pay to participate is **per visit, entry or hire**.

Almost half (46%) of Auckland participants **receive coaching**, and just over a third (37%) **use instructional resources** to help improve their performance.

Why

Around 9 out of 10 (93%) participants say that **fitness and health** is the key reason for taking part in activities. A similar proportion of participants (88%) say they take part in activities for **enjoyment**.



93%



88%



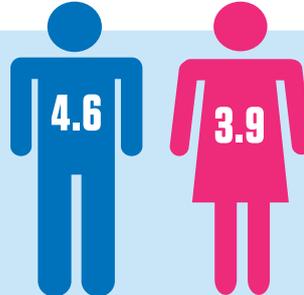
A **lack of time** is the main reason participants give for not doing more sport and recreation activities, either for trying a new activity (54%), or doing more of an existing activity (63%).

A quick look at... Aucklanders

Who

On average, **men** in the Auckland region **take part in more activities** than **women** (4.6 activities compared with 3.9).

Those identifying as **Asian** take part in fewer activities (average of 3.3 activities) compared with **all adults** (4.2).

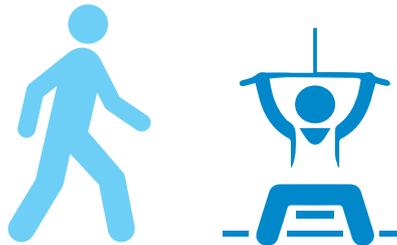


People living in **low socio-economic deprivation areas**¹ take part in more activities (4.7) than those living in high socio-economic deprivation areas (3.7).

What

Most respondents living in the Auckland region (83%) do not participate in organised sport and recreation events.

Compared with all adults, people identifying as **Asian** are less likely, and those identifying as **Māori** are more likely, to participate in sport and recreation events.



Interest in trying a new sport or recreation activity is **higher for Asian participants** compared with all participants.

Compared with all adults, volunteering levels are higher among those identifying as **Pacific**.

Where

Those living in areas of **low socio-economic deprivation** are more likely to take part in **activities in natural settings** than those living in areas of high socio-economic deprivation.

Older adults (50 to 64 years) are more likely than young adults (16 to 24 year-olds) to take part in activities **in natural settings**.



¹ NZDep is an index of socio-economic deprivation on a scale from 1 to 10. The lower the number the lesser the deprivation; the higher the number the higher the deprivation. See Appendix 1 for more information.

How

Participation in regular club competitions is lower for women than men, those aged 35 years and over compared with young adults (16 to 24 year-olds) and Asian participants compared with all adults.

Those from **high socio-economic deprivation areas are less likely to take part casually** compared with those from medium socio-economic deprivation areas.

People living in the **North** local board areas are more likely to take part in other ways (including one-off tournaments and programmes) than those living in the Central local board areas.

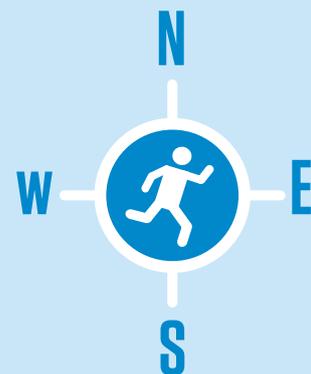
Participants living in **South** (both in TSI and non-TSI) local board areas are less likely to receive coaching or instruction than participants living in other local board areas.

Volunteering levels are lower for people living in the **West** and **Central** local board areas compared with the **North** and **South (TSI)** local board areas.



Why

Sport performance is more likely to be the reason for taking part in sport and recreation for those identifying as **Pacific**, when compared with all participants, and participants living in the **South (TSI)** local board areas, compared with those living in the **North** and **West** local board areas.



Background

This report presents information about sports participation and volunteering among adults aged 16 years and older in the Auckland region. It is compiled from information collected through Sport New Zealand's 2013/14 Active New Zealand Survey (ANZS).

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, for example, like going for a mountain bike ride. Participation is irrespective of intensity, duration and frequency.

Methodology

The Survey

The ANZS 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 ways 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, participants' interest in doing more sport and recreation and whether or not they receive coaching of any kind.

Sample

A total of 6,448 adults nationwide took part in the 2013/14 ANZS, and of these 1,616 lived in the Auckland region (61% response rate). In this report, the Auckland region refers to the geographic area serviced by its regional sports trust, Aktive Auckland.



The interviews were completed over 12 months, from April 2013 to March 2014, in order to capture participation in seasonal sports and activities.

Because not everyone selected for interviews took part, some groups (based on gender, age, ethnicity and location) were under- or over-represented in the survey responses. To account for this, the responses in this report are adjusted, or weighted, using information about the New Zealand population from the 2013 Census (see Appendix 1).

The number of survey responses vary per question, according to participation frequency in a sport and recreation activity, and/or if respondents took part in the **Follow-up Survey**.

Table 1 shows the total number of completed interviews and weighted population numbers for the Auckland region as well as by gender, age, ethnicity, socio-economic deprivation (NZDep) and grouped local board areas. Please note that respondents could identify with more than one ethnic group, so these groups are not mutually exclusive. 'Other' ethnicities include people identifying as Middle Eastern, Latin American and African.

For the purposes of local government, Auckland is divided into 21 local board areas. These are broad communities of interest. Further information on which local board areas make up each of the five broad location groups below, and the sample more generally, is located in Appendix 1.

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

	Number interviewed	Weighted numbers
All adults	1,616	1,098,630
Gender		
Men	703	540,587
Women	913	558,043
Age		
16-24	205	188,766
25-34	295	202,297
35-49	471	306,241
50-64	354	246,271
65-74	176	101,103
75+	115	53,952
Ethnicity		
NZ European	987	635,957
Māori	146	87,887
Pacific	183	128,831
Asian	261	215,419
Other ethnicities	177	115,245
NZDep		
Low	580	414,859
Medium	524	344,505
High	512	339,265
Local board areas (location)		
North	431	270,693
West	402	214,626
Central	362	257,024
South (TSI)	213	190,059
South (non-TSI)	208	166,228

Information Reported

In addition to reporting on adults in the Auckland region, this report provides results according to sub-groups based on gender, age, ethnicity, socio-economic deprivation and location.

Information that is based on sample sizes of less than 50 respondents in a sub-group is shown with an asterisk (*) in tables and/or table notes, and the reader is advised to use the results with caution.

The text in this report also identifies significant differences between the Auckland region and the wider New Zealand population. The majority of Auckland participants' responses are similar to others surveyed nationwide; however, significant differences specific to the Auckland region are reported. Further information about the analysis and statistical significance of findings is outlined in Appendix 1.

The information reported includes walking as an activity. Additional tables in Appendix 2 provide results about adult participation in the Auckland region with walking excluded from the analysis.



Auckland

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

FINDINGS

Participation in Sport and Active Recreation over Different Timeframes

This section looks at participation in sport and recreation by adults in the Auckland region over three timeframes: 12 months (or a year), 4 weeks (or a month) and 7 days (or a week).

Almost all adults in Auckland (96.0%, or 1,054,701) take part in one or more sport or recreation activity over 12 months (see Table 2). The proportion of those who take part in at least one activity decreases as the timeframe shortens (ie, from year to month to week):

- over 4 weeks the figure is 87.8% (964,524)
- over 7 days it is 77.7% (853,795).



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

Over 12 months			Over 4 weeks			Over 7 days		
	%	Weighted number		%	Weighted number		%	Weighted number
All adults	96.0	1,054,701	All adults	87.8	964,524	All adults	77.7	853,795
Gender			Gender			Gender		
Men	96.9	523,662	Men	89.0	480,876	Men	78.7	425,527
Women	95.2	531,039	Women	86.7	483,649	Women	76.7	428,268
Age			Age			Age		
16-24	98.1	185,270	16-24	85.8	161,900	16-24	79.1	149,280
25-34	95.1	192,287	25-34	87.7	177,427	25-34	75.3	152,353
35-49	97.7	299,204	35-49	89.8	275,115	35-49	78.8	241,431
50-64	95.4	234,988	50-64	87.2	214,643	50-64	76.8	189,073
65-74	93.8	94,877	65-74	90.5	91,486	65-74	82.9	83,793
75+	89.1	48,075	75+	81.5	43,954	75+	70.2	37,865
Ethnicity			Ethnicity			Ethnicity		
NZ European		97.2	NZ European		91.0	NZ European		83.0
Māori		94.3	Māori		85.4	Māori		73.7
Pacific		93.8	Pacific		86.4	Pacific		74.0
Asian		94.1	Asian		80.1	Asian		67.1
Other		97.4	Other		90.5	Other		80.2
NZDep			NZDep			NZDep		
Low		98.2	Low		91.4	Low		83.6
Medium		96.1	Medium		87.5	Medium		75.8
High		93.2	High		83.6	High		72.5
Local board areas			Local board areas			Local board areas		
North		97.5	North		91.0	North		81.3
West		96.0	West		83.7	West		72.8
Central		96.6	Central		90.5	Central		80.9
South (TSI)		91.4	South (TSI)		82.7	South (TSI)		71.5
South (non-TSI)		97.9	South (non-TSI)		89.5	South (non-TSI)		80.4



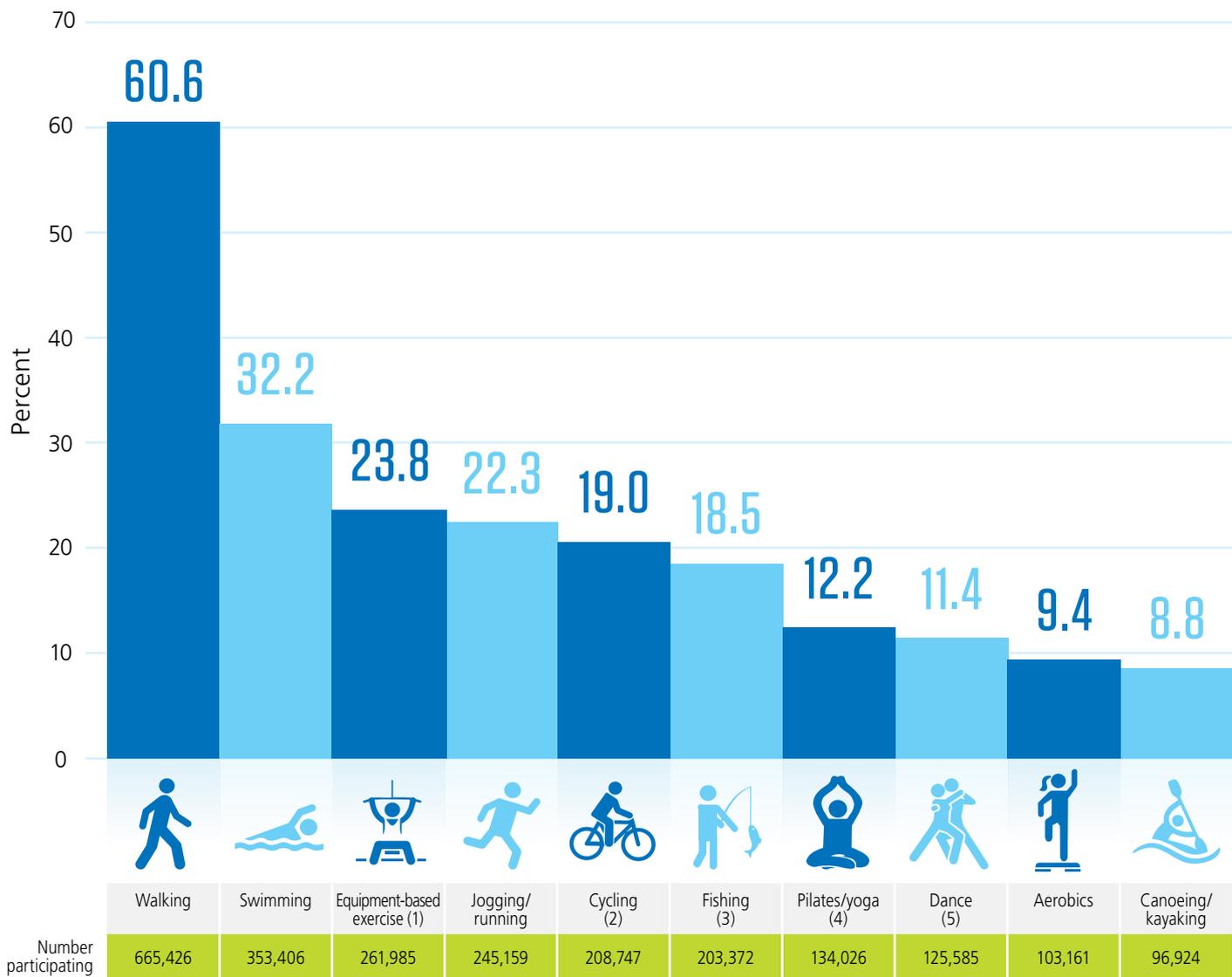
Popular Sport and Recreation Activities

This section looks at participation in different sport and recreation activities. It shows the proportion of all adults in Auckland who participate in each activity (over 12 months). These findings do not include the intensity, duration or frequency of the activity undertaken.

Figure 1 presents 20 sport and recreation activities with the highest participation levels among adults in the Auckland region, and Table 3 presents the top activities for men and women. Subsequent tables present further details by participants' age, ethnicity, socio-economic deprivation and local board areas.

Overall, walking is the most popular activity over 12 months (60.6%); around 4 out of 10 (46.3%) men and 7 out of 10 (74.4%) women went walking.

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



Notes:

- (1) Equipment-based exercise includes the use of exercise equipment (eg, exercycles, treadmills, weights) at home or at the gym.
- (2) Cycling includes mountain biking and cycling.
- (3) Fishing includes freshwater and marine fishing.
- (4) Pilates/yoga includes pilates or yoga done at home or at gym/class/elsewhere.
- (5) Dance includes several dance genres (eg, ballet, hip-hop, ballroom, modern, tap). It does not include club/rave/discos.

For men, walking (46.3%), equipment-based exercise (28.8%) and swimming (28.8%) are the top three activities. For women, walking (74.4%), swimming (35.4%) and pilates/yoga (19.1%) make up the top three activities. Activities featuring in the top 10 for men but not for women are presented in **bold**, and vice versa.

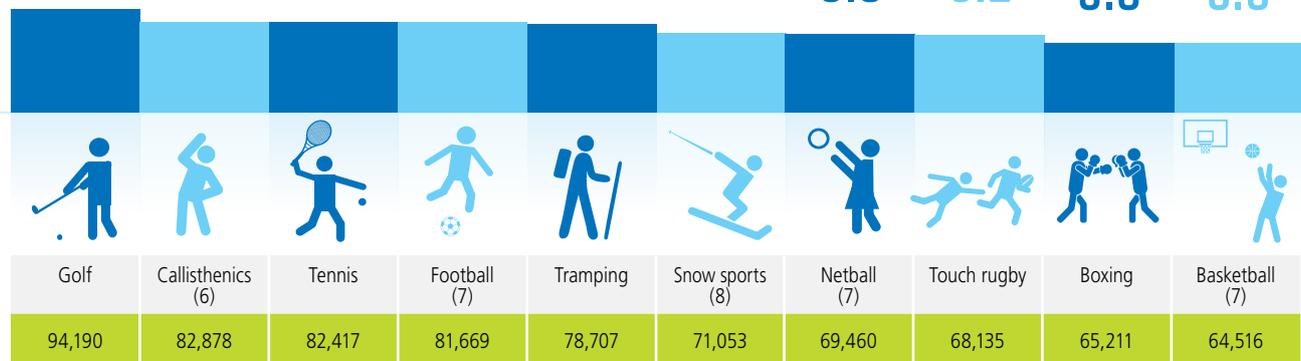
Table 3: The 20 most popular sport and recreation activities participated in over 12 months by gender

Men 		%	Estimated number
1	Walking	46.3	250,243
2	Equipment-based exercise	28.8	155,770
3	Swimming	28.8	155,646
4	Fishing	27.8	150,121
5	Jogging/running	25.7	139,004
6	Cycling	21.7	117,368
7	Football	13.3	71,691
8	Golf	13.1	70,833
9	Canoeing/kayaking	10.5	56,769
10	Touch rugby	9.3	50,397
11	Basketball	9.2	49,513
12	Cricket	8.7	47,270
13	Tramping	8.6	46,358
14	Tennis	8.5	45,892
15	Table tennis	8.2	44,513
16	Snow sports	8.1	43,655
17	Boxing	7.2	38,701
18	Callisthenics	7.0	38,101
19	Dance	7.0	37,882
20	Rugby	6.7*	36,280

Women 		%	Estimated number
1	Walking	74.4	415,184
2	Swimming	35.4	197,760
3	Pilates/yoga	19.1	106,615
4	Equipment-based exercise	19.0	106,215
5	Jogging/running	19.0	106,155
6	Cycling	16.4	91,379
7	Dance	15.7	87,704
8	Aerobics	13.2	73,825
9	Fishing	9.5	53,251
10	Netball	8.5	47,247
11	Callisthenics	8.0	44,777
12	Canoeing/kayaking	7.2	40,155
13	Tennis	6.5	36,525
14	Tramping	5.8	32,349
15	Snow sports	4.9*	27,398
16	Exercising at home (other)	4.8*	27,032
17	Boxing	4.8*	26,510
18	Exercise classes (other)	4.6*	25,748
19	Aquarobics	4.3*	23,993
20	Badminton	4.3*	23,800

*Small survey sub-samples. Use results with caution.

8.6 7.5 7.5 7.4 7.2 6.5 6.3 6.2 5.9 5.9



Notes:
 (6) Callisthenics includes callisthenic exercise classes, exercises at home or at the gym.
 (7) Includes both indoor and outdoor versions of the activity.
 (8) Snow sports includes skiing and snowboarding.

Most Popular Activities by Age

Table 4 shows the top 10 activities that Auckland respondents within each age group engage in over 12 months. Activities popular within each age group, but not within other age groups, are shown in **bold**.

Three of the top 10 activities common across all age groups are walking, swimming and equipment-based exercise.

Table 4: The 10 most popular sport and recreation activities participated in over 12 months, by age

16-24 years		%	Estimated number
1	Walking	39.9	75,311
2	Jogging/running	37.4	70,690
3	Swimming	35.4	66,869
4	Equipment-based exercise	30.9	58,306
5	Cycling	20.4*	38,531
6	Touch rugby	17.5*	32,978
7	Netball	17.2*	32,429
8	Basketball	16.8*	31,766
9	Football	16.6*	31,284
10	Dance	15.9*	30,075

25-34 years		%	Estimated number
1	Walking	47.4	95,978
2	Swimming	32.5	65,701
3	Jogging/running	29.9	60,434
4	Equipment-based exercise	27.1	54,805
5	Fishing	17.9	36,121
6	Cycling	15.0*	30,356
7	Pilates/yoga	14.9*	30,131
8	Aerobics	14.8*	29,907
9	Boxing	12.5*	25,305
10	Dance	10.2*	20,657

35-49 years		%	Estimated number
1	Walking	62.6	191,658
2	Swimming	39.4	120,748
3	Cycling	27.5	84,322
4	Jogging/running	25.1	77,019
5	Equipment-based exercise	25.0	76,485
6	Fishing	21.0	64,208
7	Pilates/yoga	15.1	46,362
8	Aerobics	11.1	34,073
9	Golf	10.2*	31,179
10	Tennis	9.2*	28,078

50-64 years		%	Estimated number
1	Walking	72.9	179,435
2	Swimming	28.2	69,459
3	Fishing	24.3	59,734
4	Equipment-based exercise	20.6	50,647
5	Cycling	16.7	41,150
6	Jogging/running	13.7*	33,852
7	Pilates/yoga	12.3*	30,217
8	Dance	12.1*	29,752
9	Canoeing/kayaking	10.7*	26,422
10	Callisthenics	10.3*	25,281

65-74 years		%	Estimated number
1	Walking	80.5	81,413
2	Swimming	24.2*	24,460
3	Fishing	15.6*	15,768
4	Equipment-based exercise	13.7*	13,882
5	Dance	13.0*	13,115
6	Cycling	12.8*	12,953
7	Bowls	9.9*	10,028
8	Golf	8.2*	8,247
9	Pilates/yoga	7.6*	7,722
10	Canoeing/kayaking	7.2*	7,274

75+ years		%	Estimated number
1	Walking	77.2	41,631
2	Equipment-based exercise	14.6*	7,860
3	Bowls	14.5*	7,848
4	Swimming	11.4*	6,169
5	Dance	9.2*	4,938
6	Exercising at home (other)	8.2*	4,427
7	Golf	8.1*	4,366
8	Fishing	6.4*	3,479
9	Tramping	4.0*	2,141
10	Callisthenics	3.7*	1,974

*Small survey sub-samples. Use results with caution.

Most Popular Activities by Ethnicity

Table 5 shows the top 10 activities that Auckland respondents within each broad ethnic group engage in over 12 months. Activities popular within a particular ethnic group but not for all adults are shown in **bold**.

Five of the top 10 activities that are common across all ethnic groups include walking, swimming, equipment-based exercise, dance and jogging/running.

Table 5: The 10 most popular sport and recreation activities participated in over 12 months by ethnicity

All adults		%
1	Walking	60.6
2	Swimming	32.2
3	Equipment-based exercise	23.8
4	Jogging/running	22.3
5	Cycling	19.0
6	Fishing	18.5
7	Pilates/yoga	12.2
8	Dance	11.4
9	Aerobics	9.4
10	Canoeing/kayaking	8.8

NZ European		%
1	Walking	66.0
2	Swimming	36.5
3	Equipment-based exercise	25.3
4	Cycling	25.1
5	Jogging/running	23.7
6	Fishing	22.0
7	Pilates/yoga	13.9
8	Canoeing/kayaking	12.4
9	Golf	11.4
10	Dance	10.8

Māori		%
1	Walking	56.9
2	Swimming	29.2*
3	Fishing	27.6*
4	Equipment-based exercise	27.2*
5	Jogging/running	19.3*
6	Cycling	17.1*
7	Touch rugby	13.7*
8	Dance	12.9*
9	Aerobics	11.3*
10	Golf	10.3*

Pacific		%
1	Walking	54.2
2	Jogging/running	24.2*
3	Equipment-based exercise	21.9*
4	Dance	19.3*
5	Swimming	19.0*
6	Touch rugby	18.7*
7	Boxing	15.0*
8	Fishing	14.3*
9	Netball	13.9*
10	Volleyball	12.8*

Asian		%
1	Walking	50.8
2	Swimming	28.0
3	Equipment-based exercise	22.9
4	Jogging/running	18.7*
5	Badminton	16.4*
6	Pilates/yoga	10.8*
7	Cricket	10.8*
8	Dance	10.7*
9	Basketball	10.2*
10	Football	9.8*

Other ethnicities		%
1	Walking	63.0
2	Swimming	34.6
3	Equipment-based exercise	23.4*
4	Cycling	21.5*
5	Jogging/running	19.2*
6	Fishing	16.1*
7	Pilates/yoga	15.5*
8	Aerobics	13.7*
9	Dance	11.6*
10	Canoeing/kayaking	10.8*

*Small survey sub-samples. Use results with caution.

Most Popular Activities by NZDep

Table 6 shows the top 10 activities that Auckland respondents engage in over 12 months grouped by socio-economic deprivation (as measured by the NZDep, see Appendix 1). Activities popular with each group, but not within the other groups, are shown in **bold**.

Common activities across all levels of socio-economic deprivation are walking, swimming, cycling, equipment-based exercise, fishing, jogging/running, pilates/yoga and dance.

Table 6: The 10 most popular sport and recreation activities participated in over 12 months by NZDep

Low		%
1	Walking	65.9
2	Swimming	36.2
3	Equipment-based exercise	24.4
4	Jogging/running	24.1
5	Fishing	23.9
6	Cycling	23.8
7	Pilates/yoga	15.1
8	Canoeing/kayaking	12.3
9	Golf	12.3
10	Dance	12.1

Medium		%
1	Walking	61.9
2	Swimming	31.0
3	Equipment-based exercise	24.1
4	Jogging/running	21.3
5	Cycling	19.9
6	Fishing	16.3
7	Pilates/yoga	11.3
8	Dance	10.4
9	Aerobics	10.1
10	Canoeing/kayaking	9.6*

High		%
1	Walking	52.6
2	Swimming	28.4
3	Equipment-based exercise	22.8
4	Jogging/running	21.2
5	Fishing	14.2
6	Cycling	12.2
7	Dance	11.7
8	Touch rugby	9.8*
9	Pilates/yoga	9.6*
10	Boxing	9.3*

*Small survey sub-samples. Use results with caution.

Most Popular Activities by Local Board Areas

Table 7 shows the top 10 activities that respondents engage in over 12 months according to local board areas across the Auckland region.

Table 7: The 10 most popular sport and recreation activities participated in over 12 months by local board areas

North		%
1	Walking	64.5
2	Swimming	36.8
3	Jogging/running	22.1
4	Cycling	21.5
5	Equipment-based exercise	21.0
6	Fishing	19.5
7	Pilates/yoga	16.3
8	Canoeing/kayaking	12.7
9	Aerobics	11.9
10	Golf	10.6*

West		%
1	Walking	59.9
2	Swimming	26.7
3	Equipment-based exercise	24.7
4	Cycling	16.3
5	Jogging/running	14.2
6	Fishing	13.0
7	Dance	12.4*
8	Pilates/yoga	9.7*
9	Aerobics	8.9*
10	Football	7.4*

Central		%
1	Walking	64.2
2	Swimming	38.5
3	Jogging/running	30.0
4	Equipment-based exercise	26.2
5	Cycling	24.5
6	Fishing	16.3
7	Pilates/yoga	16.3
8	Aerobics	10.2*
9	Tennis	10.1*
10	Canoeing/kayaking	10.0*

South (TSI)		%
1	Walking	47.6
2	Equipment-based exercise	27.3
3	Fishing	22.4*
4	Swimming	20.4*
5	Jogging/running	19.3*
6	Dance	16.5*
7	Touch rugby	11.0*
8	Volleyball	8.7*
9	Cycling	8.6*
10	Boxing	8.6*

South (non-TSI)		%
1	Walking	64.3
2	Swimming	35.3
3	Jogging/running	24.7
4	Fishing	22.9*
5	Cycling	21.7*
6	Equipment-based exercise	19.8*
7	Golf	12.7*
8	Dance	12.2*
9	Pilates/yoga	10.3*
10	Netball	9.6*

*Small survey sub-samples. Use results with caution.

Number of Sport and Recreation Activities Participated in

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

Just over 8 out of 10 (81.4%) adults participate in at least two sport and recreation activities over 12 months.

- Over half (62.8%) of Auckland adults participate in three or more activities.
- On average, adults take part in 4 activities (4.2).

When gardening and walking are excluded, more Auckland adults participate in at least one activity during any given week (58.0%), compared with the national figure (53.1%).

More men (85.3%) than women (77.6%) participate in two or more activities. The pattern is similar for three or more activities.

- On average, men take part in more activities than women (4.6 activities compared with 3.9).

Generally, young adults participate in more activities than all other age groups.

- The average number of activities range from 5.6 (for 16 to 24 year-olds) to 2.1 (for those aged 75 years and over).

Compared with all adults, the proportion of people from each ethnic group participating in at least two or three activities is similar. However, the average number of activities those identifying as Asian take part in (3.3) is significantly lower than for all adults (4.2).

People who live in low socio-economic deprivation areas take part in more activities (4.7) than those who live in areas of high socio-economic deprivation (3.7).



Table 8: Number of sport and recreation activities participated in over 12 months

At least one activity		Two or more activities		Three or more activities		Average number of activities
	%		%		%	
All adults	96.0	All adults	81.4	All adults	62.8	4.2
Gender		Gender		Gender		Gender
Men	96.9	Men	85.3	Men	69.0	4.6
Women	95.2	Women	77.6	Women	56.8	3.9
Age		Age		Age		Age
16-24	98.1	16-24	91.1	16-24	82.2	5.6
25-34	95.1	25-34	81.2	25-34	65.6	4.4
35-49	97.7	35-49	84.8	35-49	68.5	4.6
50-64	95.4	50-64	81.7	50-64	58.2	3.6
65-74	93.8	65-74	64.7	65-74	38.7	2.6
75+	89.1	75+	58.5	75+	18.7*	2.1
Ethnicity		Ethnicity		Ethnicity		Ethnicity
NZ European	97.2	NZ European	84.8	NZ European	67.8	4.7
Māori	94.3	Māori	79.2	Māori	63.6	4.5
Pacific	93.8	Pacific	79.7	Pacific	60.0	4.0
Asian	94.1	Asian	77.4	Asian	53.6	3.3
Other	97.4	Other	77.4	Other	62.4	3.8
NZDep		NZDep		NZDep		NZDep
Low	98.2	Low	87.6	Low	72.7	4.7
Medium	96.1	Medium	79.9	Medium	58.4	4.2
High	93.2	High	75.3	High	55.2	3.7
Local board areas		Local board areas		Local board areas		Local board areas
North	97.5	North	85.4	North	66.9	4.4
West	96.0	West	77.5	West	54.2	3.6
Central	96.6	Central	83.9	Central	64.5	4.7
South (TSI)	91.4	South (TSI)	75.6	South (TSI)	59.0	3.8
South (non-TSI)	97.9	South (non-TSI)	82.5	South (non-TSI)	68.9	4.5

*Small survey sub-samples. Use results with caution.

Note: Averages have been 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 considers how participants living in the Auckland region take part in sport and recreation. This includes whether people are involved casually or in organised activities, whether they participate in sport and recreation activities individually, in teams or groups, as well as whether they pay to take part. It also describes respondents' use of coaches and instructors, and club and gym membership.

Almost all respondents participate in sports and activities *casually, either on their own or with others* (97.5%). This high level of casual participation is similar across almost all groups, as shown in Figure 2 and tables 9 to 12.

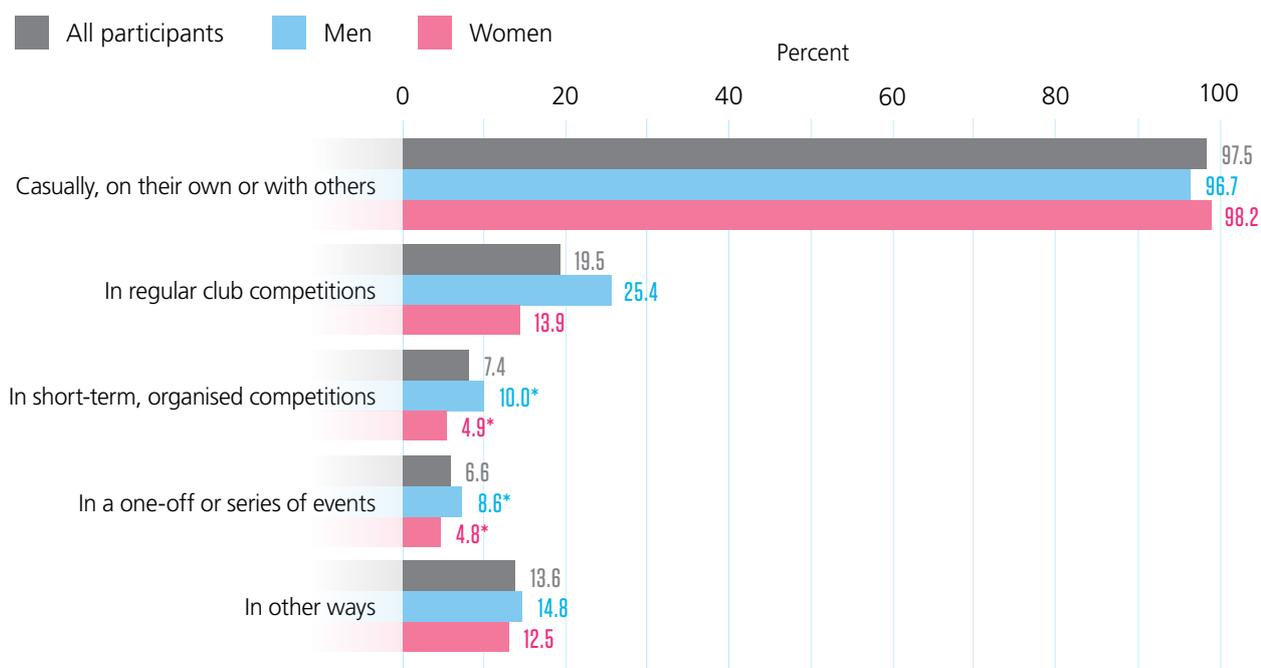
Participation in *regular club competitions* is lower for:

- those aged 35 years and over, compared with young adults (16 to 24 year-olds)
- Asian participants, compared with all adults.

Those from high socio-economic deprivation areas are less likely to take part casually, compared with those from medium socio-economic deprivation areas.

The ways participants take part in sport and recreation activities are generally similar across local board areas for the most part; however, those living in the North local board areas are more likely to take part *in other ways* (including one-off tournaments and programmes) than those living in the Central local board areas.

Figure 2: Different ways participants take part over 12 months by gender



*Small survey sub-samples. Use results with caution.

Table 9: Different ways participants take part over 12 months by age

	16-24	25-34	35-49	50-64	65-74	75+
	%	%	%	%	%	%
Casually, on their own or with others	95.4	97.7	98.3	97.9	97.5	97.9
In regular club competitions	39.9	22.7*	17.3*	9.5*	11.1*	9.5*
In short-term organised competitions	9.3*	10.0*	6.1*	7.3*	5.1*	4.0*
In a one-off or series of events	7.0*	8.8*	8.7*	4.5*	4.4*	0.0*
In other ways	17.8*	13.6*	10.8*	14.7*	14.8*	5.1*

Table 10: Different ways participants take part over 12 months by ethnicity

	NZ European	Māori	Pacific	Asian	Other ethnicities
	%	%	%	%	%
Casually, on their own or with others	98.3	97.6	94.8	95.8	99.6
In regular club competitions	21.7	27.4*	27.5*	10.8*	12.3*
In short-term organised competitions	7.7*	12.9*	9.5*	3.6*	5.4*
In a one-off or series of events	7.8*	6.0*	8.5*	1.9*	6.0*
In other ways	15.9	15.2*	13.5*	8.1*	12.0*

Table 11: Different ways participants take part over 12 months by NZDep

	Low	Medium	High
	%	%	%
Casually, on their own or with others	97.9	99.2	95.1
In regular club competitions	21.5	14.1*	22.0
In short-term organised competitions	8.0*	5.9*	8.1*
In a one-off or series of events	7.4*	7.2*	4.8*
In other ways	18.1	11.7*	9.1*

Table 12: Different ways participants take part over 12 months by local board areas

	North	West	Central	South (TSI)	South (non-TSI)
	%	%	%	%	%
Casually, on their own or with others	98.7	95.0	99.5	96.1	96.8
In regular club competitions	20.0*	16.9*	20.8*	22.8*	16.2*
In short-term organised competitions	6.8*	5.3*	6.6*	8.9*	10.8*
In a one-off or series of events	3.7*	6.4*	7.3*	8.0*	9.8*
In other ways	18.9*	10.8*	7.9*	15.4*	14.8*

*Small survey sub-samples. Use results with caution.

Payment Types

Around 3 out of 10 people (33.6%) pay for activities on a *per visit, entry or hire* basis. This was followed by 18.8% of people who pay for a *membership at a gym, swimming pool or recreation centre*, and 17.9% who pay for *sport and club memberships*.



Almost all Auckland participants (92.1%) participate in at least one free or no-cost sport or recreation activity over 12 months (see Table 13).

Table 13: Payment types for activities taken part in over 12 months by gender

	All adults	Men	Women
	%	%	%
Paid per visit, entry or hire	33.6	38.6	28.8
Paid using a community discount card that gives me cheaper entry costs	0.9*	0.6*	1.2*
Paid for a concession card	6.2	4.2*	8.1*
Paid by way of membership at a gym, swimming pool or recreation centre	18.8	21.7	16.0
Paid by way of my membership at a sport or physical activity club	17.9	23.2	12.9
Paid entry costs for a competition or event (as an individual or team member)	9.9	11.6	8.3*
Could do the activity without paying – it was free	92.1	89.0	95.1

*Small survey sub-samples. Use results with caution.

There were several differences across various groups within the Auckland region.

Men are more likely than women to pay *by membership of a sport or physical activity club*, whereas women are more likely to take part in free activities.

Participants aged 65 to 74 years are least likely to pay *by membership to a gym, swimming pool or recreation centre*, compared with other age groups.

A similar number of 25 to 34 year-olds and 50 to 64 year-olds (8.6% and 8.0%) pay *by concession cards*.

Compared with all adults, people aged 65 and above are the least likely to pay for *competition or event entry costs as an individual or a team member*.

Similar patterns of paying for sport and physical recreation activities are found across different ethnic groups.

People living in different socio-economic deprivation areas generally pay for sport and recreation activities in similar ways.

The ways people pay to take part are often similar across different locations, although those living within the Central local board areas are more likely to be *members of gyms, swimming pools or recreation centres*, compared with those living in the North local board areas. Those living in the North local board areas are, however, more likely to pay *by membership to a sport or physical activity club* than those living in the South (non-TSI) local board areas.

Table 14: Payment types for activities taken part in over 12 months by age

	16-24	25-34	35-49	50-64	65-74	75+
	%	%	%	%	%	%
Paid per visit, entry or hire	37.7*	42.4	39.5	24.9*	21.5*	20.5*
Paid using a community discount card that gives me cheaper entry costs	0.2*	1.6*	1.5*	0.8*	0.0*	0.0*
Paid for a concession card	7.4*	8.6*	4.9*	8.0*	2.5*	0.0*
Paid by way of membership at a gym, swimming pool or recreation centre	19.8*	31.1	23.9	10.9*	4.1*	9.8*
Paid by way of my membership at a sport or physical activity club	29.6*	16.8*	15.6*	14.2*	15.7*	14.2*
Paid entry costs for a competition or event (as an individual or team member)	15.9*	9.1*	12.1*	7.3*	5.2*	1.3*
Could do the activity without paying – it was free	93.1	84.5	91.9	97.0	93.5	91.0*

*Small survey sub-samples. Use results with caution.

Table 15: Payment types for activities taken part in over 12 months by ethnicity

	NZ European	Māori	Pacific	Asian	Other ethnicities
	%	%	%	%	%
Paid per visit, entry or hire	35.5	34.4*	28.9*	31.8*	32.7*
Paid using a community discount card that gives me cheaper entry costs	0.4*	4.4*	1.7*	0.4*	3.3*
Paid for a concession card	6.1*	0.0*	2.5*	7.1*	9.6*
Paid by way of membership at a gym, swimming pool or recreation centre	17.6	15.1*	20.9*	21.4*	17.7*
Paid by way of my membership at a sport or physical activity club	21.5	17.3*	14.6*	11.1*	14.1*
Paid entry costs for a competition or event (as an individual or team member)	11.7	15.9*	13.8*	4.7*	1.9*
Could do the activity without paying – it was free	94.2	97.1	94.2	86.3	89.7

*Small survey sub-samples. Use results with caution.

Table 16: Payment types for activities taken part in over 12 months by NZDep

	Low	Medium	High
	%	%	%
Paid per visit, entry or hire	35.2	32.6	32.3
Paid using a community discount card that gives me cheaper entry costs	0.6*	0.4*	1.8*
Paid for a concession card	7.6*	3.9*	6.6*
Paid by way of membership at a gym, swimming pool or recreation centre	15.6*	23.0	19.0
Paid by way of my membership at a sport or physical activity club	23.2	13.0*	15.2*
Paid entry costs for a competition or event (as an individual or team member)	11.2*	10.3*	7.6*
Could do the activity without paying – it was free	94.3	93.1	87.9

*Small survey sub-samples. Use results with caution.

Table 17: Payment types for activities taken part in over 12 months by local board area

	North	West	Central	South (TSI)	South (non-TSI)
	%	%	%	%	%
Paid per visit, entry or hire	37.3	28.3	32.9	35.8*	32.4*
Paid using a community discount card that gives me cheaper entry costs	0.8*	1.4*	0.0*	2.5*	0.0*
Paid for a concession card	6.3*	6.6*	9.8*	1.0*	5.7*
Paid by way of membership at a gym, swimming pool or recreation centre	11.9*	20.2*	26.7*	22.9*	12.0*
Paid by way of my membership at a sport or physical activity club	25.9*	15.4*	14.6*	17.0*	12.7*
Paid entry costs for a competition or event (as an individual or team member)	8.6*	6.1*	12.5*	11.9*	11.2*
Could do the activity without paying – it was free	92.9	88.6	91.9	93.1	94.7

*Small survey sub-samples. Use results with caution.



Club, Gym and Recreation Centre Memberships

This part of the report looks at participants' club, gym and recreation centre memberships. Participants in the Auckland region were asked about memberships they had over 12 months in order to take part in their chosen sports/activities.

Around 4 out of 10 (44.2%) participants in the Auckland region are members of at least one club, gym or recreation centre over 12 months (see Table 18).

- Around a quarter (24.9%) of participants are members of a *sport or physical activity club*, and a similar proportion (22.4%) are members of a *gym or fitness centre*.
- Less than 1 in 10 (5.6%) participants are members of a *community leisure or recreation centre*.

A higher proportion of men are members of all of the different club and centre categories than women.

Table 18: Membership of clubs, gyms and recreation centres over 12 months by gender

	All adults	Men	Women
	%	%	%
Member of any club/gym/centre	44.2	50.4	38.3
Sport or physical activity club	24.9	33.2	17.1
Gym or fitness centre	22.4	24.3	20.6
Community leisure or recreation centre	5.6*	4.6*	6.6*
Other type of club	1.4*	0.9*	2.0*

* Small survey sub-samples. Use results with caution.

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

Young adults (16 to 24 year-olds) are the most likely compared to all adults to be members of all the various types of sports/physical activity clubs, with the exception of:

- *gym/fitness centre* memberships, which is higher for 25 to 34 year-olds (35.3%); and
- *'other' types of clubs*, which is higher for older adults aged 75 years and older.

The proportion of participants who are members of at least one club, gym or centre is similar for people across different ethnicities, socio-economic deprivation areas and local board areas.

Table 19: Membership of clubs, gyms and recreation centres over 12 months by age

	16-24	25-34	35-49	50-64	65-74	75+
	%	%	%	%	%	%
Member of any club/centre	60.2	49.5	45.8	36.4	27.9*	28.7*
Sport or physical activity club	43.3	24.7*	23.4	15.8*	21.8*	15.7*
Gym or fitness centre	28.9*	35.3	25.6	15.2*	3.4*	9.0*
Community leisure or recreation centre	12.2*	4.7*	3.0*	6.9*	0.3*	5.7*
Other type of club	1.3*	0.6*	0.6*	1.8*	3.4*	3.9*

*Small survey sub-samples. Use results with caution.

Table 20: Membership of clubs, gyms and recreation centres over 12 months by ethnicity

	NZ European	Māori	Pacific	Asian	Other ethnicities
	%	%	%	%	%
Member of any club/centre	46.5	32.1*	41.1*	43.2	36.1*
Sport or physical activity club	29.6	21.5*	20.8*	16.6*	19.8*
Gym or fitness centre	22.3	20.2*	22.4*	23.8*	19.6*
Community leisure or recreation centre	4.0*	4.3*	8.1*	9.7*	3.6*
Other type of club	1.6*	0.0*	2.5*	1.3*	0.0*

*Small survey sub-samples. Use results with caution.

Table 21: Membership of clubs, gyms and recreation centres over 12 months by NZDep

	Low	Medium	High
	%	%	%
Member of any club/centre	48.9	41.2	40.3
Sport or physical activity club	29.2	21.7	22.0
Gym or fitness centre	22.3	22.3	22.7
Community leisure or recreation centre	6.4*	5.0*	5.2*
Other type of club	1.5*	1.6*	1.2*

*Small survey sub-samples. Use results with caution.

Table 22: Membership of clubs, gyms and recreation centres over 12 months by local board areas

	North	West	Central	South (TSI)	South (non-TSI)
	%	%	%	%	%
Member of any club/centre	45.1	44.0	46.7	44.3	38.7*
Sport or physical activity club	27.1	25.5	23.6*	23.9*	23.5*
Gym or fitness centre	19.3*	20.8*	28.9	25.4*	16.4*
Community leisure or recreation centre	7.0*	4.3*	5.6*	2.7*	8.2*
Other type of club	2.5*	0.5*	1.3*	1.0*	1.6*

*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 Auckland region who receive instruction from a coach, instructor, teacher or trainer over 12 months for one or more of their chosen sport and recreation activities. It also shows the proportion of participants who use instructional resources (tapes, books, videos or web instruction) to help improve their performance.

Over 12 months, close to half (46.1%) of Auckland participants receive instruction or coaching, while almost 4 out of 10 (37.4%) use instructional resources.

The figure is similar for men (44.2%) and women (47.9%).

Participants living in South (both in TSI and non-TSI) local board areas are less likely to receive coaching or instruction than participants living in other local board areas.

Use of Instructional Resources

Over 3 out of 10 (37.4%) sport and recreation participants use instructional resources (tapes, books, videos or web instruction) to help improve their performance.

- Adults aged between 16 and 34 years are more likely than other age groups to use instructional resources.
- There was little variation in the extent to which these resources are used by men, women and participants from different ethnic groups, socio-economic deprivation areas and local board areas.

See Appendix 2 for further information.

Table 23: Received instruction or coaching for a sport or recreation activity (over 12 months)

	%
All participants	46.1
Gender	
Men	44.2
Women	47.9
Age	
16-24	49.8
25-34	40.1
35-49	43.4
50-64	51.1
65-74	43.7*
75+	46.0*
Ethnicity	
NZ European	50.2
Māori	39.6*
Pacific	46.7
Asian	38.2
Other	35.2*
NZDep	
Low	50.5
Medium	46.0
High	39.7
Local board areas	
North	50.9
West	47.5
Central	44.7
South (TSI)	20.1
South (non-TSI)	16.7*

*Small survey sub-samples. Use results with caution.



Where People Participate in Sport and Active Recreation

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

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

Man-made facilities included pools and sports facilities, indoor facilities not mainly used for sport (eg, community or school halls), stand-alone gyms/fitness centres, outdoor sports facilities (eg, golf course), people's homes, marae and paths, cycle-ways and walk-ways.

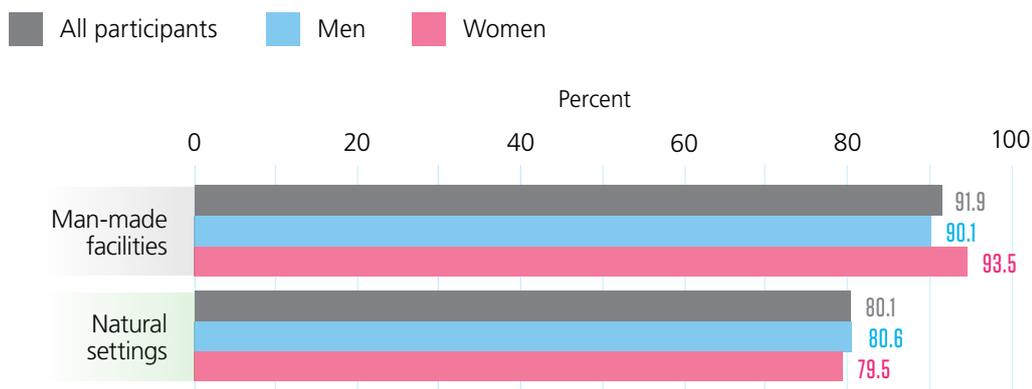
Natural settings included parks, off-road bike trails and walking tracks, countryside and farmland, bush and forest and lakes, rivers and the sea.

Table 24: Participation in one or more man-made facility or natural setting over 12 months

	One or more man-made facility	One or more natural setting
	%	%
All participants	91.9	80.1
Gender		
Men	90.1	80.6
Women	93.5	79.5
Age		
16-24	96.4	75.4
25-34	95.4	76.4
35-49	91.0	81.6
50-64	89.6	89.1
65-74	86.1	80.5
75+	91.0*	56.4*
Ethnicity		
NZ European	93.3	84.2
Māori	91.5	66.8*
Pacific	85.1	79.3
Asian	91.9	71.4
Other	91.8	79.1
NZDep		
Low	94.2	85.9
Medium	91.2	76.2
High	89.2	75.4
Local board areas		
North	94.2	82.6
West	88.6	77.9
Central	89.8	84.1
South (TSI)	93.5	80.0
South (non-TSI)	93.6	83.3

*Small survey sub-samples. Use results with caution.

Figure 3: Participation in one or more man-made facility or natural setting over 12 months



The majority of participants (91.9%) in the Auckland region take part in activities at one or more man-made facility, while slightly less (80.1%) take part in one or more natural setting.

- Men are more likely to participate in activities and sports at *outdoor sports facilities* than women (38.1% compared with 22.0%).
- Participation at other man-made locations and across all natural settings is generally similar for both men and women.

Participation at man-made facilities is similar for all age groups.

- However, older adults (50 to 64 years) are more likely than young adults (16 to 24 year-olds) to take part in activities in natural settings (89.1% compared with 75.4%).

Participation at man-made facilities and in natural settings is similar for people across different ethnic groups.

Those living in areas of low socio-economic deprivation are more likely to take part in natural settings than those living in areas of high deprivation (85.9% compared with 75.4%).

Use of man-made facilities and participation in natural settings is similar for participants living in different local board areas.

Man-Made Facilities

The top three man-made facilities used for sport and recreation are *paths, cycle-ways and walk-ways in towns/cities* (49.2%), *indoors or outside at a home* (41.5%) and *outdoor sports facilities* (29.9%).

Around a quarter of participants also take part at *gym/fitness centres* (25.2%), and fewer than two out of 10 participants take part at *indoor sports facilities* (18.1%) and *indoor pools/aquatic centres* (17.8%).

Men are more likely than women to use *outdoor sports facilities* (38.1% compared with 22.0%), while women are more likely than men to take part in their chosen activities on *paths, cycle-ways and walk-ways in towns/cities* (56.8% compared with 41.2%).

Participation at different types of man-made facilities varies across most age groups.

- Younger people aged between 16 and 24 years are generally most likely to participate across all man-made facility categories, with participation rates at these locations decreasing with age.
- *Gym and fitness centre* participation is highest for 25 to 34 year-olds (39.9%) compared to all adults.

There are no notable differences in the use of man-made facilities across ethnic groups, socio-economic deprivation areas or local board areas. See Appendix 2 for further data on differences by age, ethnicity, NZDep and location.

Table 25: Participation at different types of man-made facilities over 12 months by gender

	All participants	Men	Women
	%	%	%
At an indoor pool or aquatic centre	16.1	11.3*	20.7
At an outdoor pool	7.1	5.7*	8.5*
At an indoor sports facility or complex (like a recreation centre, leisure centre, stadium)	17.8	21.5	14.2
At an indoor facility not used mainly for sport or recreation (eg, community hall, school hall)	18.1	14.7	21.4
At a gym or fitness centre (not part of a recreation, leisure centre, stadium)	25.2	29.0	21.6
At an outdoor sports facility (like an outside netball court, golf course, ski field)	29.9	38.1	22.0
Indoors or outside at a marae	1.0*	0.7*	1.3*
Indoors or outside at your home or someone else's home	41.5	35.9	46.8
Outside on a path, cycle-way or walk-way that is in a town or city	49.2	41.2	56.8

*Small survey sub-samples. Use results with caution.

Natural Settings

The top three natural settings used for sport and recreation by Auckland region participants are: *parks in towns/cities* (52.1%), *the beach or by the sea* (34.2%) and *in or on the sea* (33.6%). Around a quarter of participants also take part in *the bush or a forest* (22.7%), followed by *off-road bike trails or walking tracks* (18.9%) and *in the countryside or over farmland* (14.9%).

- Aucklanders use *the countryside or farmland* for sport and recreation activities (14.9%) significantly less than the rest of New Zealand (24.0%).
- Men are as likely as women to participate in different types of natural settings, and older participants aged 75 years and above are generally less likely to participate in natural settings as a whole.
- Across all ethnic groups, *parks* are generally the preferred natural setting location.
- Participants living in the South (TSI) local board areas are less likely to have taken part in activities *in the countryside or over farmland*, compared with participants living in other local board areas.
- Participants living in areas of low socio-economic deprivation are generally more likely to have taken part in activities within a natural setting.

See Appendix 2 for further data on differences by age, ethnicity, NZDep and location.

Table 26: Participation in different types of natural setting over 12 months by gender

	All participants	Men	Women
	%	%	%
Outdoors at a park in a town or city	52.1	51.3	52.8
On an off-road bike trail or walking track	18.9	19.2	18.6
In the countryside or over farmland	14.9	14.9	14.9*
In the bush or a forest	22.7	21.5	24.0
By a lake	7.7	5.9*	9.5*
On or in a lake	3.7*	3.6*	3.8*
By a river	7.7	8.2*	7.3*
On or in a river	5.5*	5.2*	5.8*
At a beach or by the sea	34.2	28.8	39.4
In or on the sea	33.6	37.9	29.4

*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 Auckland region participate in their chosen sport and recreation activities.

The most common reason participants in the Auckland region give for taking part in their chosen sport and recreation activities is for *fitness and health* (93.4%), followed by *enjoyment* (87.5%) and *social reasons* (51.9%). See Table 27 for other reasons for participating in sport and recreation activities.²

A higher proportion of men say that they participate in sport and recreation activities for *sport performance* reasons than women (38.8% compared with 24.1%).

Table 27: Main reasons people participate by gender

	All participants	Men	Women
	%	%	%
Fitness and health	93.4	91.8	95.0
Cultural reasons	28.3	23.9	32.4
Enjoyment	87.5	89.0	86.2
Social reasons	51.9	56.7	47.3
Sport performance	31.3	38.8	24.1
Low cost	43.1	39.2	46.8
Convenience	36.8	29.3	44.0
Other	14.1	13.3	14.8

There were several differences across other Auckland sub-groups.

Sport performance is more likely to be the reason for taking part in sport and recreation for:

- those identifying as Pacific, when compared with all participants
- participants living in the South (TSI) local board areas, compared with those living in the North and West local board areas.

² People could mention more than one reason for taking part in each of their sport and recreation activities.

Table 28: Main reasons people participate by age

	16-24	25-34	35-49	50-64	65-74	75+
	%	%	%	%	%	%
Fitness and health	94.2	96.6	93.4	92.2	89.8	92.6*
Cultural reasons	29.8*	31.0	35.1	25.2*	17.1*	12.3*
Enjoyment	91.8	88.4	87.9	87.3	88.9*	62.3*
Social reasons	67.2	57.5	50.1	40.6	46.9*	49.2*
Sport performance	58.3	39.0	32.9	17.1*	12.7*	0.0*
Low cost	49.0	40.3	45.9	46.4	34.6*	17.4*
Convenience	30.9*	35.4	39.1	45.6	30.3*	23.0*
Other	13.7*	9.0*	12.0*	19.9*	16.8*	12.0*

*Small survey sub-samples. Use results with caution.

Table 29: Main reasons people participate by ethnicity

	NZ European	Māori	Pacific	Asian	Other ethnicities
	%	%	%	%	%
Fitness and health	93.3	86.7	92.9	94.1	94.2
Cultural reasons	26.4	43.1*	39.1*	27.2*	18.7*
Enjoyment	88.9	86.2	83.3	86.5	83.8
Social reasons	53.9	69.7*	48.7	50.9	46.9*
Sport performance	30.5	40.0*	47.4	27.3*	21.1*
Low cost	46.4	57.8*	38.0*	36.4	39.9*
Convenience	40.2	36.6*	28.6*	30.5*	42.9*
Other	17.6	20.8*	5.2*	8.5*	13.3*

*Small survey sub-samples. Use results with caution.

Table 30: Main reasons people participate by NZDep

	Low	Medium	High
	%	%	%
Fitness and health	95.0	93.0	91.5
Cultural reasons	29.4	21.6	33.3
Enjoyment	88.8	85.6	87.7
Social reasons	54.9	47.3	52.1
Sport performance	30.1	28.2	36.1
Low cost	45.8	42.3	40.1
Convenience	36.2	42.6	31.8
Other	21.2	10.7*	7.0*

*Small survey sub-samples. Use results with caution.

Table 31: Main reasons people participate by local board areas

	North	West	Central	South (TSI)	South (non-TSI)
	%	%	%	%	%
Fitness and health	95.1	89.9	93.8	94.8	92.8
Cultural reasons	22.5	26.7	24.4*	35.0*	39.9*
Enjoyment	87.4	92.0	80.6	92.7	87.0
Social reasons	53.8	43.8	51.4	59.2	51.7
Sport performance	25.6	27.7	30.6	48.7	27.8*
Low cost	37.3	44.3	41.8	49.1	47.8
Convenience	35.1	35.6	43.3	32.0*	36.5*
Other	18.7*	10.9*	14.4*	7.7*	16.6*

*Small survey sub-samples. Use results with caution.

Participation in Events

This section describes how many adults in the Auckland region participate in organised sport and recreation events over 12 months. Events include walking and running events, multi-sport events (eg, Masters Games), bike events, fishing events and swimming events. Events participants take part in may be held outside the regions in which they live.

Most respondents living in the Auckland region (82.9%) do not participate in organised sport and recreation events.

Men are more likely than women to take part in at least one event (20.5% compared with 13.7%).

Participation in events begins to drop off for those aged 50 years and over.

Compared with all adults, people identifying as Asian are less likely to participate in sport and recreation events.

Participation in events is similar for people from different socio-economic deprivation areas and across different local board areas.

Table 32: Participation in one or more sport or recreation event over 12 months (all adults)

	Yes %	No %
All adults	17.1	82.9
Gender		
Men	20.5	79.5
Women	13.7	86.3
Age		
16-24	21.4*	78.6
25-34	21.2*	78.8
35-49	21.1	78.9
50-64	12.4*	87.6
65-74	8.8*	91.2
75+	0.9*	99.1
Ethnicity		
NZ European	19.1	80.9
Māori	23.1*	76.9
Pacific	14.8*	85.2
Asian	9.5*	90.5
Other	19.6*	80.4
NZDep		
Low	20.4	79.6
Medium	16.3	83.7
High	13.8	86.2
Local board areas		
North	19.5	80.5
West	14.0	86.0
Central	18.9	81.1
South (TSI)	12.0*	88.0
South (non-TSI)	20.1*	79.9

*Small survey sub-samples. Use results with caution.

Types of Events Participated in Over 12 Months

Fun runs and walks are the most popular type of sport and recreation event for Auckland adults over 12 months. *Other running and walking events* (eg, half marathons) are the next most popular.

Fishing tournaments are among the top five events for men but not for women.³

Table 33: Top 5 events participated in across all adults and by gender

All adults		%
1	Fun run/walk event	10.0
2	Other running/walking event	3.4
3	Other event	2.5
4	Fishing tournament or event	2.1
5	Bike event	1.4

Men		%
1	Fun run/walk event	11.1
2	Other running/walking event	3.9
3	Fishing tournament or event	3.7
4	Other event	3.4
5	Bike event	1.4

Women		%
1	Fun run/walk event	9.0
2	Other running/walking event	3.1
3	Other event	1.6
4	Bike event	1.4
5	Swimming event	0.9

³ Event participation numbers are small as the majority of respondents (82.9%) indicated that they did not participate in any of the events listed in the survey.

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 activities. The first part looks at interest among all adults in the Auckland region, while the second focuses on interest among participants (those respondents who engage in at least one activity during the year).

Participants were asked if (1) they were interested in doing more of any one of the same activities or (2) trying an activity they had not done over 12 months. Non-participants were only asked the second question. Respondents were also asked what prevented them from doing the activity or activities they were interested in.

Interest in Trying New Activities or Doing More of Existing Activities (All Adults)

Just over 7 out of 10 (71.5%) adults in the Auckland region are interested in either trying a new sport or recreation activity or doing more of an existing activity (see figure 4). This is significantly higher than the national results (65.6%).

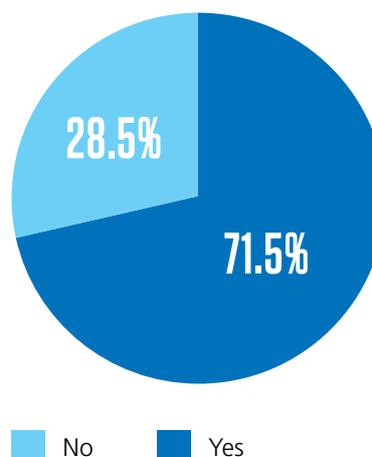
- Men and women are equally interested in trying, or doing, more sport and recreation activities.
- Older adults (75 years and above) are less likely to show interest in trying or doing more activities, compared with all adults.

Table 34: Interest in trying a new activity or doing more of an existing activity (all adults)

Gender	
Men	72.6
Women	70.4
Age	
16-24	80.6
25-34	77.7
35-49	75.1
50-64	67.8
65-74	54.6
75+	44.1*
Ethnicity	
NZ European	70.6
Māori	75.7
Pacific	68.4
Asian	74.7
Other	77.9

*Small survey sub-samples. Use results with caution.

Figure 4: Interest in trying a new activity or doing more of an existing activity (all adults)



Barriers to Trying New Activities (All Adults)

The main barriers stopping adults in the Auckland region from trying new activities are a *lack of time*, *affordability* and *not having anyone to do activities with*.⁴

The top two barriers, a *lack of time* and *affordability*, are the same for men and women.

- Women are more likely to mention *lack of confidence* and *childcare responsibilities* as barriers to trying new activities than men.

Lack of time is more likely to be mentioned by participants aged between 25 and 34, compared with older participants (50 years and over) and young adults (16 to 24 year-olds).

Lack of time as a barrier is also more likely to be mentioned by participants living in the West local board areas than those living in the North local board areas (see tables in Appendix 2).

Table 35: Top 10 barriers to trying a new activity by gender

All interested participants		%
1	Lack of time	54.1
2	Too costly/can't afford	24.3
3	Don't have anybody to do things with	10.7
4	Don't know where or who to contact	9.9
5	Poor health/disability/injury	8.2
6	No facilities/parks nearby	7.2
7	Interested but already doing enough	7.0
8	Access	4.3*
9	Lack confidence	3.9*
10	Don't have skills	3.3*
Men		%
1	Lack of time	53.1
2	Too costly/can't afford	23.3
3	Don't have anybody to do things with	13.6
4	Don't know where or who to contact	12.1
5	Interested but already doing enough	8.9*
6	Poor health/disability/injury	8.0*
7	No facilities/parks nearby	7.9*
8	Access	5.1*
9	Don't have the skills	3.5*
10	Lack motivation	2.4*
Women		%
1	Lack of time	55.1
2	Too costly/can't afford	25.4
3	Poor health/disability/injury	8.3*
4	Don't have anybody to do things with	7.8*
5	Don't know where or who to contact	7.7*
6	No facilities/parks nearby	6.5*
7	Lack confidence	6.0*
8	Interested but already doing enough	5.1*
9	Relevant	5.0*
10	Lack of motivation	4.0*

⁴ See Appendix 1 for more information.

*Small survey sub-samples. Use results with caution.

Interest in Trying New Activities or Doing More of Existing Activities (Participants)

Similar proportions of participants in the Auckland region are interested in trying a new activity (53.7%) or in doing more of an existing activity (49.2%).

Interest in trying a new, and doing more of an existing, sport or recreation activity is:

- similar for men and women
- higher among younger participants, compared with older participants aged 65 years and over
- higher for Asian participants, compared with all participants (trying a new sport)
- similar for people from different ethnic backgrounds, compared with all participants (doing more of an existing sport)
- similar for people across difference socio-economic deprivation areas
- higher for those living in the South (TSI) local board areas.

See Appendix 2 for more information.

Table 36: Interest in trying a new or doing more of an existing activity by gender, age and ethnicity

	New activity	Existing activity
	%	%
All participants	53.7	49.2
Gender		
Men	54.1	50.5
Women	53.4	47.9
Age		
16-24	61.2	55.8
25-34	59.5	53.5
35-49	56.9	52.8
50-64	48.9	48.0
65-74	41.3	32.2
75+	32.7*	25.5*
Ethnicity		
NZ European	48.7	50.2
Māori	63.7	50.2
Pacific	55.4	43.9
Asian	64.5	51.3
Other	64.0	44.7

*Small survey sub-samples. Use results with caution.

Adults in the Auckland region interested in trying new activities identified over 100 different activities they would like to try, so the number of people mentioning each activity is small.⁵

For team-based sports, people are most interested in trying netball, rugby and volleyball. Other sports that people are most interested in trying include tennis, golf and badminton.

The most popular recreation activities people want to try include swimming, pilates/yoga, cycling, canoeing/kayaking and dance.

- Men are most interested in trying tennis (6.7%), swimming (6.0%), golf (5.5%), rowing (4.2%) and cycling (4.1%).
- Women are most interested in trying swimming (11.3%), pilates/yoga (9.9%), tennis (7.9%), netball (5.5%), and cycling and dance (4.1% each).

In general, people living in Auckland are most interested in doing more recreation activities such as walking, fishing and swimming.

- Men are most interested in doing more fishing (14.6%), golf (8.7%), walking (6.6%) and swimming (5.8%), whereas women are most interested in doing more walking (23.9%), swimming (10.2%), pilates/yoga (6.7%) and gardening (4.3%).

Table 37: Activities participants are most interested in doing more of (interested participants)

	Team-based sports	%	Other sports	%	Recreation activities	%
1	Touch rugby	1.7*	Golf	5.5	Walking	15.1
2	Basketball	1.4*	Tennis	1.8*	Fishing	8.4
3	Netball	1.3*	Boxing	1.3*	Swimming	8.0
4	Football	1.2*	Shooting	1.2*	Jogging/running	4.7*
5	Volleyball	0.7*	Martial arts	1.1*	Equipment-based exercise	4.1*

*Small survey sub-samples. Use results with caution.

Table 38: Activities participants are most interested in trying

	Team-based sports	%	Other sports	%	Recreation activities	%
1	Netball	2.9*	Tennis	7.3	Swimming	8.6
2	Rugby	1.8*	Golf	3.6*	Pilates/yoga	5.3
3	Volleyball	1.2*	Badminton	2.9*	Cycling	4.1*
4	Cricket	1.1*	Bowls	2.2*	Canoeing/kayaking	3.3*
5	Touch rugby (football)	1.1*	Tai Chi	1.7*	Dance	3.2*

*Small survey sub-samples. Use results with caution.

⁵ A full list for of the sports/activities mentioned by interested participants is available online at: www.srknowledge.org.nz/researchseries/active-new-zealand-20132014/

Barriers to Doing More of an Existing Activity (Participants)

The main barriers stopping adults in the Auckland region from doing more of an existing activity are the same as those barriers given for trying new ones: *the lack of time and affordability*.

Men and women differ slightly with regards to barriers they experience to doing more of an existing activity.

- Although both men and women cite time and affordability as the main barriers, men are more likely to indicate that they *don't have anyone to do things with* as a barrier to participation, while women are more likely to cite *poor health, disability or injury* as a barrier.

A *lack of time* and *affordability* are also common barriers for people of different ages, ethnicities, socio-economic deprivation areas and living in different local board areas.

A *lack of time* is more likely to be mentioned by participants aged 25 to 49, compared with young adults (aged 16 to 24 years, see tables in Appendix 2).

Table 39: Top 10 barriers to trying a new activity by gender

All interested participants		%
1	Lack of time	62.8
2	Too costly/can't afford	14.7
3	Relevant	8.4
4	Poor health/disability/injury	5.0
5	Don't have anyone to do things with	4.6*

Men		%
1	Lack of time	66.6
2	Too costly/can't afford	16.4
3	Relevant	5.9*
4	Don't have anyone to do things with	5.3*
5	Interested but already doing enough	4.2*

Women		%
1	Lack of time	58.7
2	Too costly/can't afford	13.0
3	Relevant	11.0
4	Poor health/disability/injury	6.8*
5	Lack motivation	5.0*
	Access	5.0*

*Small survey sub-samples. Use results with caution.

Volunteering in Sport and Active Recreation

This section shows the proportion of adults who take on volunteer roles to support sport and recreation activities. It also looks at the most common volunteer roles and tasks undertaken by people who volunteer as parent helpers.

Volunteering in Sport and Recreation (All Adults)

Just under 3 out of 10 adults (28.1%), or an estimated 308,883 people, in the Auckland region take on one or more volunteer roles (eg, coach, referee, administrator, parent helper) to support sport and recreation activity over 12 months.

- Similar proportions of men and women volunteer.
- Volunteering levels peak in the 35 to 49 year-old age group and drop for those aged 50 years and over.
- Compared with all adults, volunteering levels are higher among Pacific peoples.
- Volunteering levels are lower for people living in the West and Central local board areas, compared with the North and South (TSI) local board areas.

Table 40: Volunteering in sport and recreation over 12 months (all adults)

	%
All adults	28.1%
Gender	
Men	29.4
Women	26.9
Age	
16-24	29.4
25-34	22.3
35-49	39.3
50-64	24.2
65-74	22.9*
75+	9.7*
Ethnicity	
NZ European	28.0
Māori	26.5*
Pacific	40.5
Asian	21.8
Other	32.0
NZDep	
Low	29.7
Medium	27.7
High	26.5
Local board areas	
North	32.6
West	20.2
Central	21.5
South (TSI)	35.9
South (non-TSI)	32.3

*Small survey sub-samples. Use results with caution.

Most Common Volunteer Roles

Volunteer parent helpers (12.7%) and coach/instructors (12.2%) are the two most common roles among adults in the Auckland region, followed by officiating and administration roles.

Men are more likely than women to volunteer as coaches/instructors and officials.

Among the 28.1% of adults who volunteer, almost half (45.1%) are parent helpers and coaches/instructors (43.4%).

Table 41: Most common volunteer roles over 12 months by gender (all adults)

	All adults ¹	Men	Women
	%	%	%
Parent helper	12.7	10.3	15.0
Coach/trainer/teacher/instructor	12.2	15.3	9.2
Referee/judge/official/umpire	6.5	8.8	4.2*
Administrator/secretary/committee member	4.3	3.4*	5.2*

* Small survey sub-samples. Use results with caution.

¹ 3.7% of adults said that they had other volunteering roles.

Table 42: Most common volunteer roles over 12 months by gender (all volunteers)

	All adults ¹	Men	Women
	%	%	%
Parent helper	45.1	35.1	55.8
Coach/trainer/teacher/instructor	43.4	52.2	34.0
Referee/judge/official/umpire	23.0	30.0	15.7*
Administrator/secretary/committee member	15.3	11.5*	19.4*

* Small survey sub-samples. Use results with caution.

¹ 3.7% of adults said that they had other volunteering roles.

Parent Helper Roles

Among those who volunteer as parent helpers, the most common tasks are providing transport for their own children, transport for other children by carpooling and organising refreshments for games.

Table 43: Tasks done by (all) parent helpers

	%
Provided transport – for my child only	37.3
Provided transport – carpooling	24.9
Organised refreshments for the game	12.1
Was the assistant coach	12.1
Fund raising	11.3
Refereed/officiated some games	9.5
Was the team manager	7.6
Washing uniforms	7.4
Was the coach	7.4
Other	29.8

Regional Comparisons

The tables that follow provide an overview of key findings for each region of New Zealand serviced by the regional sports trusts (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
Wanganui	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
Wanganui	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
Wanganui	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

Conclusion

Sport and active recreation play an important and growing role in the lives of Auckland adults. The majority of Aucklanders take part in sport and recreation activities, and many are interested in trying more.

Compared with nationwide results, **more Auckland adults participate** in at least one activity over a week. **They are also less likely** to use the countryside or farmland areas for sport and recreation activities, compared with nationwide figures. Otherwise, Auckland adults and the different groups of people living in the Auckland region participate in similar ways to those in the rest of New Zealand.

For Auckland adults, participation most often occurs in outdoor environments (eg, paths, cycleways or walk-ways) and in natural settings (eg, a park). A lot of sport and active recreation occurs on a casual basis.

Aucklanders enjoy a range of activities, with the most popular being walking, swimming and equipment-based exercise. Sports feature more prominently among the most popular activities for men, young adults and people identifying as Pacific. The sporting landscape provides participants with a range of opportunities to develop their skills and compete in various events. Participants' performance is often aided through coaching and the use of instructional resources.

The Auckland community is enabled through sport and active recreation participation, with over half of participants saying they take part in their chosen activities for social reasons.

Free, no-cost sport and recreation activities are the most popular way that Auckland residents participate. When paying for sport and recreation, the majority of participants opt to pay per visit (or entry or hire), which offers some flexibility in the level of commitment required and an easier way to manage sport and recreation costs. Almost half of participants are members of one or more organisations for the purpose of taking part in sport and recreation, with sport club memberships being the most common.

Aucklanders should be encouraged to take part in more sport and recreation events, as fewer than 2 out of 10 participants (17.1%) are currently participating in events like fun runs and walks, triathlons, and swimming and biking events. A lack of time is by far the biggest barrier for not doing more sport and recreation; affordability comes a distant second.

Over 300,000 Auckland adults volunteer in sport and recreation each year. Being a parent helper or coach/instructor were the two most common volunteer roles. Volunteers facilitate participation and skill development in sport and active recreation.



Appendix 1: Methodology Details

Participation Calculations and Prompted/Unprompted Activities

The initial survey asked respondents what types of sports/activities they had participated in over 12 months.

Respondents were prompted with a list of 71 activities (see Appendix 3 of the national report). They could also name other sports/activities that were not prompted.

Note that:

- this information has been used to report participation levels in individual sport/activities
- the results for an activity that was prompted should not be directly compared with an activity that was not prompted. Unprompted sports/activities are likely to be under-reported.

A subsequent participation question in the original ANZS was asked of respondents. A small number (11) of additional water-based and traditional Māori activities were prompted (see questionnaire, which can be found at www.srknowledge.org.nz/researchseries/active-new-zealand-20132014/).

Additionally, five sports/activities were prompted in both the initial and subsequent questions.

Note that:

- the information from both the initial and subsequent questions has been used to report overall participation levels (which aggregate participation across all activities). These participation levels include participation over different timeframes and the number of activities.

Overall, these additional activities had a very small impact on results: participation levels in specific sports/activities were typically within around 1% of each other.

Activity Grouping

'Team-based sports' are those activities or sports that are played in teams. In contrast, 'other sports' may be done either individually and/or within a team. 'Recreation activities' tend more towards active recreation rather than sport, although some may fall under both. Generally, these activities have high recreational participation, but people are more likely to take part in them within a recreational context (eg, snow sports).

Statistically Significant Results and Rounding Errors

Findings from surveys like ANZS are subject to variation that comes from using a randomly drawn sample rather than surveying the total population of interest.

The extent of this variation falls within a known range 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 generally identifies whether or not groups are statistically significantly different in terms of their participation (ie, more or less likely).

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

Further information on the approach taken for the 2013/14 ANZS, the survey method and topics included in the national report can be accessed here: www.srknowledge.org.nz/researchseries/active-new-zealand-20132014/.

Respondent Groups

The survey included a variety of people from different groups so that the results provide a representative picture of sport and recreation participation and volunteering. These groups are based on:

- gender
- age
- ethnicity
- socio-economic deprivation (NZDep)
- location or local board areas.

Notes on some of these groups are included below.

Ethnicity

Respondents could identify with more than one ethnic group, so these groups are not mutually exclusive.

'Other' ethnicities include people identifying as Middle Eastern, Latin American and African.

New Zealand Index of Socio-economic Deprivation (NZDep)

The New Zealand Index of Socio-Economic Deprivation (NZDep) is used here as a proxy measure for relative socio-economic deprivation. The NZDep is a scale from 1 to 10, and results are grouped into three categories: Low = 1-3, medium = 4-6 and high = 7-10. The lower the score the lesser the deprivation, the higher the number the higher the deprivation.

The NZDep is compiled by the University of Otago using data from the NZ Census of Population and Dwellings based on a combination of the following variables:

- household income, including eligibility for means-tested benefits
- household ownership
- family structure
- employment
- qualifications
- number of bedrooms per household
- access to a telephone
- access to a car.

The DepNZ is applied to each meshblock (the geographical units used at the first stage of the ANZS sample selection). The 2006 NZDep data has been used for the purpose of this reporting, as 2013 NZDep data were not available at the time of sample selection.

Location (local board areas)

For the purposes of local government, Auckland is divided into 21 local board areas. These local boards are broad communities of interest, and vary in population size. Survey responses from each of these 21 local board areas have been divided into five main local board groups for analysis.

The definitions of the five local board areas are:

- North – includes Rodney, Hibiscus and Bays, Upper Harbour, Devonport-Takapuna and Kaipātiki local board areas
- West – includes Whau, Henderson-Massey and Waitākere Ranges local board areas
- Central – includes Waitemātā, Albert-Eden, Ōrākei, Maungakiekie-Tāmaki, Puketāpapa, Waiheke local board areas
- South (TSI) – includes local boards in the Southern Initiative area (identified in the Auckland Plan as an area of high social need and significant economic opportunity) – Ōtara-Papatoetoe, Māngere-Ōtāhuhu, Manurewa and Papakura
- South (excluding or non-TSI) – includes Howick and Franklin local board areas.

Note that residents of Great Barrier local board area were not included in the sample due to logistical constraints of administering the survey.

Base Sizes

The analyses in this report are based on different base sizes. These different base sizes are due to factors such as:

- the different number of respondents in each of the **Main** and **Follow-up** Surveys
- the different questions respondents were asked as a result of previous survey questions
- individuals' volunteer status
- variations in responses according to frequency of participation.

The unweighted bases exclude a random selection (approximately 50%) of walkers and swimmers, and the weighted bases account for these randomly excluded participants. See the ANZS technical report for more information.

The following table shows the unweighted bases for survey respondents in the Auckland region who reported participating in sport and recreation activities.

Unweighted survey bases of adults who participated in sport and recreation activities, interest in new/more activities, and coaching in the Auckland region

Survey base	All	Men	Women	16-24 years	25-34 years	35-49 years	50-64 years	65-74 years	75+ years
Main Survey – All participants	1,616	703	913	205	295	471	354	176	115
Follow-Up Survey – Interest in trying new/more sports or activities	1,608	699	909	205	294	468	351	175	115
Follow-Up Survey – Interest in trying new/more sports or activities (participants)	1,567	683	884	201	289	461	340	168	108
Follow-Up Survey – Participants who received coaching	848	430	418	127	170	238	168	92	53

Participant Types

Different participant types are also included in this report.

- **Non-participants** or people who responded to the survey but hadn't taken part in any sport/ activity for over 12 months.
- **Participants** or people who:
 - Took part in at least one sport/activity over 12 months
 - Took part in at least one activity over 4 weeks.



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

Main Reasons for Participating: Definition of Terms

Respondents who answered questions about reasons for participating in different sports/activities were prompted using a showcard with a range of possible reasons. For each activity, respondents could choose more than one of the prompted reasons and/or provide other reasons.

Specific reasons were grouped under more generic headings on the showcard (see the table below). The report uses these generic headings.

Interest In, and Barriers To, Doing More Sport and Recreation

The **Follow-up** Survey included a series of questions about interest in sport and recreation activities.

People who hadn't taken part in any sports/activities over 12 months (non-participants) were asked if there were any sports/activities that they would like to do or try at the moment.

- If they said yes, they were asked which activity they would most like to try and what, if anything, prevented them from doing that activity.
- If they said no, they were asked what, if any, were the reasons why they wouldn't like to engage in sports or physical recreation activities.

People who had taken part in one or more sports/activities over 12 months (participants) were asked if there were any other sports/activities that they would like to do or try now, that they did not do over 12 months. Their responses follow the format of the non-participant questions above. The small sample size of non-participants (243 total) means there was insufficient information to analyse responses about activity interests and barriers.

Further, people whose only activity was gardening are **included** as participants.

Barriers were not prompted in the **Main Survey**. However, if respondents indicated either a lack of time or that participation was too costly they were verbally prompted about why this was the case.

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 can be found at:

www.srknowledge.org.nz/researchseries/active-new-zealand-20132014/

Appendix 2: Additional Data Tables

Participation in Sport or Recreation Activities, Excluding Walking (All Adults)

The following information shows the proportion of adults who participated in at least one sport and recreation activity, excluding walking, over three different timeframes: 12 months, 4 weeks and 7 days.

The 'Participation in Sport and Active Recreation' section of this report shows the proportion of adults who participated in at least one sport and recreation activity, including walking (but not gardening), over the same timeframes.

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

Over 12 months		Over 4 weeks		Over 7 days	
	%		%		%
All adults	87.3	All adults	72.1	All adults	58.0
Gender		Gender		Gender	
Men	92.3	Men	79.8	Men	65.1
Women	82.5	Women	64.7	Women	51.1
Age		Age		Age	
16-24	96.2	16-24	81.4	16-24	70.2
25-34	88.1	25-34	76.4	25-34	62.7
35-49	91.8	35-49	76.9	35-49	61.0
50-64	86.3	50-64	67.2	50-64	51.3
65-74	71.5	65-74	57.6	65-74	44.4
75+	62.6	75+	46.8	75+	36.3
Ethnicity		Ethnicity		Ethnicity	
NZ European	89.0	NZ European	74.6	NZ European	61.8
Māori	85.4	Māori	69.6	Māori	57.7
Pacific	84.4	Pacific	71.7	Pacific	54.7
Asian	86.9	Asian	67.7	Asian	51.6
Other	83.7	Other	72.0	Other	58.1
NZDep		NZDep		NZDep	
Low	91.3	Low	77.4	Low	63.9
Medium	86.6	Medium	70.0	Medium	54.2
High	83.1	High	67.8	High	54.6
Local board areas		Local board areas		Local board areas	
North	89.9	North	78.8	North	63.5
West	86.4	West	65.1	West	51.2
Central	88.0	Central	74.1	Central	59.9
South (TSI)	83.1	South (TSI)	69.1	South (TSI)	55.6
South (non-TSI)	88.1	South (non-TSI)	70.9	South (non-TSI)	57.5

Participants' Use of Instructional Resources

The following information shows the proportion of sport and recreation participants who used instructional resources (tapes, books, videos or web instruction) to help improve their performance over 12 months.

Use of instructional resources (online or other) over 12 months

	%
All adults	37.4
Gender	
Men	41.3
Women	33.8
Age	
16-24	56.5
25-34	45.1
35-49	38.2
50-64	30.1
65-74	19.3*
75+	4.1*
Ethnicity	
NZ European	36.8
Māori	31.3*
Pacific	38.6*
Asian	43.7
Other	32.1*
NZDep	
Low	43.0
Medium	33.6
High	33.0
Local board areas	
North	40.7
West	26.7
Central	32.6
South (TSI)	46.5
South (non-TSI)	42.5*

*Small survey sub-samples. Use results with caution.

Participation in Man-Made Facilities and Natural Settings

The following information shows the types of man-made facilities and natural settings participants used for sport and recreation over 12 months. Participants were asked which of the following 21 types of facilities and settings they had used.

Man-made facilities:

- At an indoor pool or aquatic centre
- At an outdoor pool
- At an indoor sports facility or complex (like a recreation centre, leisure centre, stadium)
- At an indoor facility not used mainly for sport or recreation (eg, community hall, school hall)
- At a gym or fitness centre (not part of a recreation, leisure centre, stadium)
- At an outdoors sport facility (like an outside netball court, golf course, ski field)
- Indoors or outside at a marae
- Indoors or outside at your home or someone else's home
- Outside on a path, cycle-way or walk-way that is in a town or city
- Other places indoors or outdoors at a facility.

Natural settings:

- Outdoors at a park in a town or city
- On an off-road bike trail or walking track
- In the countryside or over farmland
- In the bush or a forest
- By a lake (for example, on the lake shore)
- On or in a lake
- By a river (for example, on the river bank or land alongside the river; rivers include estuaries as far as the sea)
- On or in a river
- At a beach or by the sea
- In or on the sea
- Other places in the outdoors.

As shown in the body of the report, a small number of facilities (eg, outdoor pool, indoors or outside at a marae) were used by less than 10% of adults. Due to small sample sizes, these have not been included in the following tables.

Participants at different types of man-made facilities and natural setting by age

	16-24	25-34	35-49	50-64	65-74	75+
	%	%	%	%	%	%
One or more man-made facilities	96.4	95.4	91.0	89.6	86.1	91.0*
At an indoor pool or aquatic centre	20.6*	17.0	20.9	12.2	8.9*	3.1*
At an indoor sports facility or complex	33.0*	29.3*	16.0*	7.7*	2.1*	11.8*
At an indoor facility not used mainly for sport or recreation	25.1*	19.3*	13.4*	20.4*	14.5*	10.7*
At a gym or fitness centre	34.1*	39.9	24.7	20.3*	4.7*	8.2*
At an outdoor sports facility	44.2	36.2	29.9	22.3*	18.7*	12.2*
Indoors or outside at your home or someone else's home	51.7	47.7	38.5	33.2	40.3*	39.8*
Outside on a path, cycle-way or walk-way that is in a town or city	47.2	43.5	49.8	50.2	51.0*	66.9*
One or more natural settings	75.4	76.4	81.6	89.1	80.5	56.4*
Outdoors at a park in a town or city	53.9	51.2	55.2	52.5	53.5*	23.1*
On an off-road bike trail or walking track	12.9*	17.8*	22.8*	21.0*	20.7*	8.2*
In the countryside or over farmland	9.3*	11.1*	15.7*	21.7*	15.5*	11.2*
In the bush or a forest	17.4*	19.4*	25.7*	30.4*	20.6*	5.5*
At a beach or by the sea	19.7*	33.2*	32.8	44.1	47.0*	23.2*
In or on the sea	27.3*	37.3*	34.6	40.9	31.2*	5.8*

*Small survey sub-samples. Use results with caution.

Participants at different types of man-made facilities and natural setting by ethnicity

	All participants	NZ European	Māori	Pacific	Asian	Other ethnicities
	%	%	%	%	%	%
One or more man-made facilities	91.9	93.3	91.5	85.1	91.9	91.8
At an indoor pool or aquatic centre	16.1	14.8	7.0*	23.3*	19.5*	17.4*
At an indoor sports facility or complex	17.8	14.5	31.1*	22.8*	21.3*	17.8*
At an indoor facility not used mainly for sport or recreation	18.1	17.9	32.5*	26.2*	17.5*	11.3*
At a gym or fitness centre	25.2	25.5	20.8*	23.8*	25.3*	22.3*
At an outdoor sports facility	29.9	33.4	30.7*	26.5*	19.7*	25.8*
Indoors or outside at your home or someone else's home	41.5	43.5	51.3*	42.3*	37.8	36.4*
Outside on a path, cycle-way or walk-way that is in a town or city	49.2	53.7	50.2*	38.7*	43.1	45.5*
One or more natural settings	80.1	84.2	66.8*	79.3	71.4	79.1
Outdoors at a park in a town or city	52.1	50.0	34.8*	62.6	55.4	51.4*
On an off-road bike trail or walking track	18.9	24.6	11.5*	8.9*	6.5*	21.0*
In the countryside or over farmland	14.9	21.6	6.3*	0.9*	2.2*	13.5*
In the bush or a forest	22.7	29.8	11.4*	10.7*	8.7*	24.8*
At a beach or by the sea	34.2	41.4	17.7*	7.9*	25.4*	48.4*
In or on the sea	33.6	44.1	26.7*	13.8*	15.7*	33.1*

*Small survey sub-samples. Use results with caution.

Participants at different types of man-made facilities and natural setting by NZDep

	Low	Medium	High
	%	%	%
One or more man-made facilities	94.2	91.2	89.2
At an indoor pool or aquatic centre	17.0	11.7*	19.2*
At an indoor sports facility or complex	15.7*	18.8*	19.9*
At an indoor facility not used mainly for sport or recreation	17.0*	16.9*	21.0
At a gym or fitness centre	25.8	26.8	22.6
At an outdoor sports facility	34.0	22.5	31.2
Indoors or outside at your home or someone else's home	43.4	39.4	41.0
Outside on a path, cycle-way or walk-way that is in a town or city	56.8	46.7	40.5
One or more natural settings	85.9	76.2	75.4
Outdoors at a park in a town or city	47.4	55.6	55.3
On an off-road bike trail or walking track	21.7	23.1*	10.5*
In the countryside or over farmland	21.4	15.9*	4.3*
In the bush or a forest	28.0	25.9	11.8*
At a beach or by the sea	44.9	35.5	17.3*
In or on the sea	43.0	31.1	22.4

*Small survey sub-samples. Use results with caution.

Participants at different types of man-made facilities and natural setting by local board areas

	North	West	Central	South (TSI)	South (non-TSI)
	%	%	%	%	%
One or more man-made facilities	94.2	88.6	89.8	93.5	93.6
At an indoor pool or aquatic centre	12.8*	23.2*	14.1*	21.4*	9.9*
At an indoor sports facility or complex	17.0*	14.0*	16.4*	20.1*	24.2*
At an indoor facility not used mainly for sport or recreation	21.6*	15.6*	17.7*	18.2*	15.4*
At a gym or fitness centre	22.6	23.4*	31.4	29.3*	17.4*
At an outdoor sports facility	30.8	20.9*	30.2	36.5*	32.0*
Indoors or outside at your home or someone else's home	43.1	38.1	41.7	39.5*	45.1*
Outside on a path, cycle-way or walk-way that is in a town or city	52.7	39.1	50.0	45.0	59.8
One or more natural settings	82.6	77.9	84.1	70.0	83.3
Outdoors at a park in a town or city	42.1	57.7	63.7	51.3*	45.0*
On an off-road bike trail or walking track	21.9*	24.3*	15.3*	13.2*	18.4*
In the countryside or over farmland	16.3*	14.4*	16.4*	4.0*	23.0*
In the bush or a forest	23.5*	30.7*	22.7*	12.3*	22.7*
At a beach or by the sea	47.1	31.2*	35.4	16.0*	33.2*
In or on the sea	39.9	30.4*	30.7*	28.2*	37.0*

*Small survey sub-samples. Use results with caution.

Interest in Doing More Sport and Recreation Activities

The following information shows the proportions of all adults (across different socio-economic deprivation areas and local board areas) interested in trying or doing more sport and recreation activities. It also shows participants' interest in trying or doing more activities, and barriers to increased participation.

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

	%
NZDep	
Low	72.3
Medium	74.3
High	67.6
Local board areas	
North	71.2
West	62.8
Central	70.7
South (TSI)	77.5
South (non-TSI)	77.1

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

	Interest in trying a new activity %	Interest in doing more of an existing activity %
NZDep		
Low	52.9	51.7
Medium	54.8	47.7
High	53.7	47.5
Local board areas		
North	52.8	47.7
West	47.8	37.5
Central	53.1	47.9
South (TSI)	60.2	59.2
South (non-TSI)	57.0	57.9

Barriers to Trying a New Activity or Doing More Activities

The following information shows participants' barriers to both trying a new activity and also doing more of an existing activity.

Top three barriers to trying a new activity (interested participants only) by age, ethnicity, socio-economic deprivation and location

	16-24	%	25-34	%	35-49	%	50-64	%	65-74	%	75+	%
1	Lack of time	45.9	Lack of time	69.4	Lack of time	59.0	Lack of time	49.9	Lack of time	41.1*	Poor health/ disability/ injury	31.1*
2	Too costly/ can't afford it	32.0	Too costly/ can't afford it	21.1*	Too costly/ can't afford it	25.9	Too costly/ can't afford it	21.5*	Too costly/ can't afford it	16.7*	Lack motivation	29.2*
3	Don't know where to go or who to contact to do the activity	19.5*	Don't have anyone to do activity with	13.3*	Poor health / disability/ injury	10.1*	Poor health / disability/ injury	11.9*	Poor health / disability/ injury	13.1*	Too costly/ can't afford it	16.5*

	Interested participant	%	NZ European	%	Māori	%	Pacific	%	Asian	%	Other ethnicities	%
1	Lack of time	54.1	Lack of time	50.6	Lack of time	47.4*	Lack of time	53.4	Lack of time	60.3	Lack of time	58.2
2	Too costly/ can't afford it	24.3	Too costly/ can't afford it	23.8	Too costly/ can't afford it	27.1*	Too costly/ can't afford it	20.3*	Too costly/ can't afford it	28.9	Too costly/ can't afford it	21.2*
3	Don't have anyone to do activity with	10.7	Poor health/ disability/ injury	10.4	Don't know where to go or who to contact to do the activity	11.7*	Don't have anyone to do activity with	14.4*	Don't have anyone to do activity with	21.1	Poor health/ disability/ injury	10.7*

	Low NZDep	%	Medium NZDep	%	High NZDep	%
1	Lack of time	54.7	Lack of time	59.1	Lack of time	48.0
2	Too costly/ can't afford it	22.2	Too costly/ can't afford it	24.2	Too costly/ can't afford it	27.1
3	Don't know where to go or who to contact to do the activity	9.6*	Don't have anyone to do activity with	9.2*	Don't have anyone to do activity with	15.9

	North	%	West	%	Central	%	South (TSI)	%	South (non-TSI)	%
1	Lack of time	61.9	Lack of time	42.7	Lack of time	53.8	Lack of time	52.3	Lack of time	57.1
2	Too costly/ can't afford it	21.2	Too costly/ can't afford it	25.1*	Too costly/ can't afford it	26.8	Too costly/ can't afford it	21.8*	Too costly/ can't afford it	27.6
3	Don't have anyone to do activity with and Poor health/ disability/ injury	5.6*	Don't know where to go or who to contact to do the activity	12.8*	Don't have anyone to do activity with	13.3*	Don't know where to go or who to contact to do the activity	19.4*	Poor health/ disability/ injury	11.7*

*Small survey sub-samples. Use results with caution.

Top two barriers to doing more of an existing activity (interested participants only) by age, ethnicity, socio-economic deprivation and location

	16-24	%	25-34	%	35-49	%	50-64	%	65-74	%	75+	%
1	Lack of time	48.8	Lack of time	75.5	Lack of time	70.0	Lack of time	64.3	Lack of time	43.1**	Lack of time	17.7*
2	Too costly/ can't afford it	18.1*	Too costly/ can't afford it	11.9*	Too costly/ can't afford it	21.2	Too costly/ can't afford it	9.2*	Relevant	16.2*	Lack confidence	15.3*

	Interested participant	%	NZ European	%	Māori	%	Pacific	%	Asian	%	Other ethnicities	%
1	Lack of time	62.8	Lack of time	62.0	Lack of time	46.0*	Lack of time	56.4	Lack of time	72.5	Lack of time	62.6
2	Too costly/ can't afford it	14.7	Too costly/ can't afford it	15.6	Too costly/ can't afford it	16.7*	Too costly/ can't afford it	13.5*	Too costly/ can't afford it	11.0*	Too costly/ can't afford it	23.8*

	Low NZDep	%	Medium NZDep	%	High NZDep	%
1	Lack of time	66.5	Lack of time	64.2	Lack of time	55.9
2	Too costly/ can't afford it	10.6*	Too costly/ can't afford it	14.0*	Too costly/ can't afford it	21.4

	North	%	West	%	Central	%	South (TSI)	%	South (non-TSI)	%
1	Lack of time	70.0	Lack of time	59.7	Lack of time	57.9	Lack of time	70.3	Lack of time	53.3
2	Too costly/ can't afford it	13.7*	Too costly/ can't afford it	18.7*	Too costly/ can't afford it	15.0*	Too costly/ can't afford it	11.0*	Too costly/ can't afford it	16.7*

*Small survey sub-samples. Use results with caution.

**While the estimates for those aged 65-74 years (43.1%) were lower than those aged 16-24 years (48.8%), it is not statistically significantly lower because the sample size for those aged 65-74 years is smaller than those aged 16-24 years and so generates wider confidence intervals.



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