

**ACTIVE NEW ZEALAND
SURVEY SERIES**

Te Rangahau Korikori o Aotearoa

**Sport & Active
Recreation Profile**

AEROBICS

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

www.sportnz.org.nz



Introduction

Content

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

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

Methodology

The survey

The Active New Zealand Survey consisted of two parts:

- The first part (the **Main Survey**) was a 30-minute in-home interview, with answers recorded on laptop computers; this was completed by all 6,448 adults.
- The second part (the **Follow-up Survey**) was a further 10-minute interview which people could complete at home straight after the Main Survey or at a later time by phone; this was completed by 6,195 adults.

Sample

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

As not everyone selected for interviews took part, some groups (based on gender, age and ethnicity) were under- or over-represented in the survey responses. To account for this, the responses are adjusted, or weighted, using information on the make-up of the New Zealand population from the 2013 Census. This weighted data is reported in this sport profile.

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

Citation

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

Among the survey respondents, 539 reported participating in aerobics at least once during the 12 months preceding the interview. The numbers of aerobics participants that answered each question vary according to their frequency of participation in the sport, and/or if they took part in the **Follow-up Survey**.

Table 1 shows the unweighted bases for these survey respondents.

Table 1: Unweighted survey bases of adults who participated in aerobics

Survey base	Number	Report content
Main Survey All participants	539	Participation levels Demographic profile Participation in other sport and recreation activities Seasonal participation Frequency of participation
Main Survey Participants (over a month)	521	Location of participation Different ways participants take part Participation with other participants Payment types Membership of a club or centre Motivations for participation
Follow-up Survey Participants (over a month)	504	History of participation Coaching and use of instructional resources

Information reported

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

Questions that have a base size of fewer than 100 respondents are shown with an asterisk (*) in the table heading or figure legend or title.

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

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

Key Points to Note

Definitions of sport and key variables

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

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

Ethnic groupings

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

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

Socioeconomic background

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

Trend analysis

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

A Quick Look at Participants

Who

- Compared with all adults, more women and adults aged 25 to 39 years participated in aerobics, and fewer men and older adults (ie, aged 55 years or over).
- Almost 9 out of 10 aerobics participants took up the activity as adults, either between the ages of 18 and 34 years (45%) or when aged 35 years or over (42%).
- Aerobics participants took part in many activities (6.2 on average), with the most common being walking, swimming and jogging/running.

When

- Almost half of participants most commonly participated in aerobics on one to two days a week (47%) with 41% doing aerobics more frequently than this.
- Participation in aerobics happened consistently throughout the year, although participation appears slightly lower during the month of December.

Where

- Almost all aerobics participants (99%) took part in/at one or more man-made facilities, the most common location being at a gym or fitness centre (64%).
- Two-thirds of aerobics participants (69%) were a member of a club, gym or centre for the purpose of doing the sport, most commonly a gym or fitness centre (58%).

How

- Over 8 out of 10 aerobics participants (84%) had participated on a casual basis, either on their own or with others.
- Almost half of aerobics participants (46%) paid to participate in the sport by way of membership at a gym, swimming pool or recreation centre, followed by similar proportions who paid on a per visit, entry or hire basis (20%) or participated for free (19%).

Why

- Adults participated in aerobics primarily for fitness and health reasons (97%), followed by 54% participating for enjoyment or the fun of it.



Findings

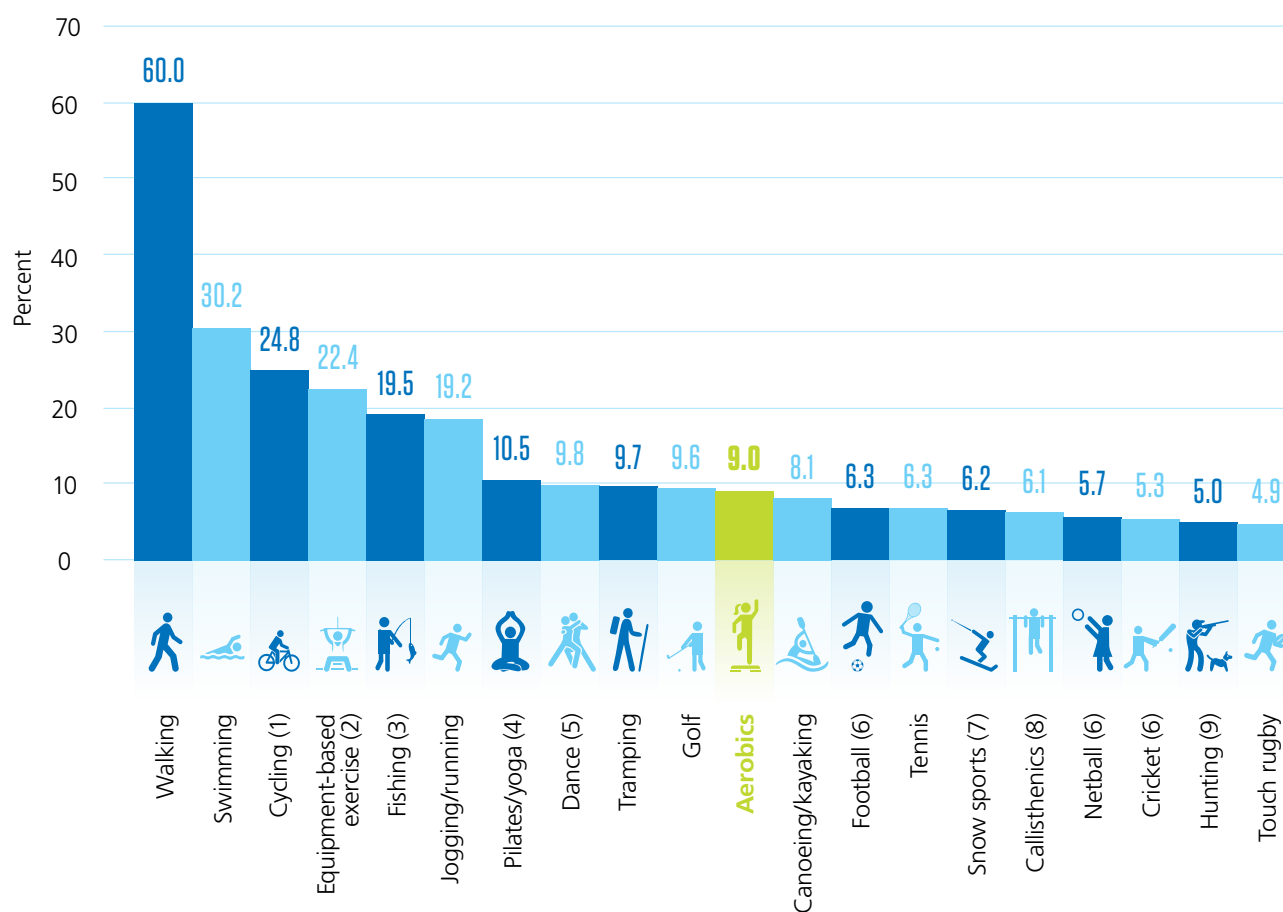
Participation levels

2013/14 participation levels

Over 12 months, just under 1 in 10 (9.0%) of all New Zealand adults aged 16 years and over (around 297,000 people) participated in aerobics at least once. Among the various sport and recreation activities, aerobics had the 11th highest participation rate.

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

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



Notes:

- (1) Cycling includes mountain biking and cycling.
- (2) Equipment-based exercise includes the use of exercise equipment (eg, exercycles, treadmills, weights) at home or at the gym.
- (3) Fishing includes freshwater and marine fishing.
- (4) Pilates/yoga includes both at home or at the gym/class.
- (5) Dance includes several dance genres (eg, ballet, hip-hop, ballroom, modern, tap). It does not include club/rave/disco.
- (6) Includes both indoor and outdoor versions of the activity.
- (7) Snow sports includes skiing and snowboarding.
- (8) Callisthenics includes callisthenic exercise classes, exercises at home or at the gym.
- (9) Hunting includes hunting and deerstalking/pig hunting.

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

Profile of Participants

Demographic profile

Table 2 presents demographic information about participation in aerobics. For example, among all women in New Zealand, over 1 in 10 (13.4%) participated in aerobics at least once over 12 months.

Higher proportions of women and adults aged 25 to 39 years, and lower proportions of men, older age groups (ie, aged 55 years or over) and those who are retired participated in aerobics.

Large numbers of aerobics participants were women, New Zealand European, lived in major urban areas, and worked (either full-time or part-time).



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

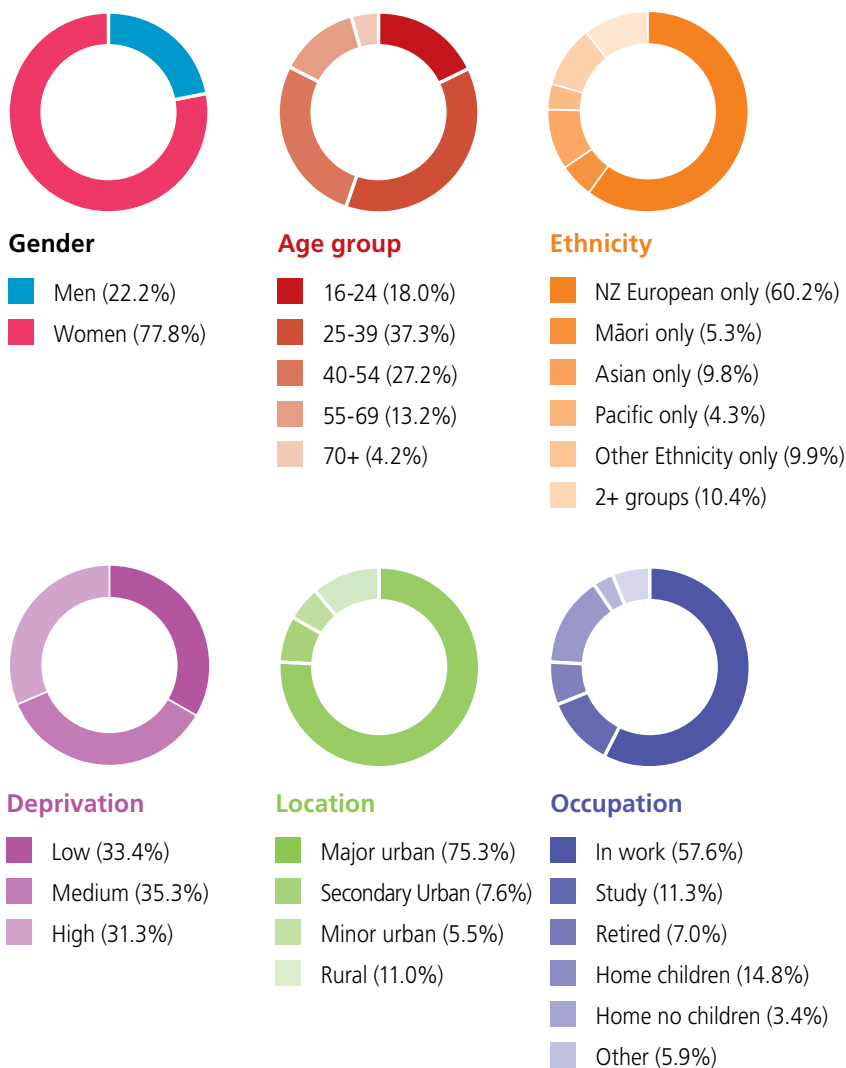
Aerobics participants		
	%	Estimated number
All adults (age 16+)	9.0	297,000
Gender		
Men	4.1	66,000
Women	13.4	231,000
Age (years)		
16-24	10.1	54,000
25-39	14.1	111,000
40-54	8.8	81,000
55-69	5.7	39,000
70+	3.2	12,000
Ethnicity		
NZ European only	8.3	179,000
Māori only	8.9	16,000
Asian only	8.8	29,000
Pacific only	9.1	13,000
Other Ethnicity only	11.9	29,000
Two or more ethnic groups	11.5	31,000
Deprivation		
Low	9.3	99,000
Medium	9.3	105,000
High	8.3	93,000
Location^a		
Major urban	9.7	225,000
Secondary urban	9.4	23,000
Minor urban	6.2	16,000
Rural	6.8	33,000
Occupation		
Full-time or part-time work	9.5	171,000
Studying	12.2	34,000
Retired	4.1	21,000
At home looking after children	12.8	44,000
At home not looking after children	6.3	10,000
Other	7.9	17,000

^a See Appendix 1 for more information.

Figure 2 presents demographic information about aerobics participants, while the table to the right presents demographic information for all New Zealand adults. For example, among all people participated in aerobics, 77.8% were women, while 52.0% of all New Zealand adults (aged 16 years or over) are women. Compared with all New Zealand adults³, the profile of aerobics participants has:

- fewer men and more women
- more adults aged 25 to 39 years, and fewer older adults (ie, aged 55 years or over)
- a similar split of ethnic groups
- a similar split of socioeconomic backgrounds
- a similar geographic (ie, location) split
- more people who are at home with children and fewer retired people.

Figure 2: Demographic profile of adults who participated in aerobics



All NZ adults (age 16+)	
Gender	%
Men	48.0
Women	52.0
Age (years)	
16-24	15.9
25-39	23.8
40-54	27.6
55-69	20.9
70+	11.8
Ethnicity	
NZ European only	64.8
Māori only	5.3
Asian only	10.0
Pacific only	4.2
Other Ethnicity only	7.5
Two or more ethnic groups	8.1
Deprivation	
Low	32.4
Medium	33.9
High	33.7
Location	
Major urban	70.2
Secondary urban	7.3
Minor urban	8.0
Rural	14.5
Occupation	
Full-time or part-time work	54.4
Studying	8.3
Retired	15.4
At home looking after children	10.4
At home not looking after children	4.8
Other	6.6

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

History of participation in the sport

Just under 6 out of 10 (58.0%) aerobics participants in the past 12 months have been doing aerobics for a year or longer, while just under 3 out of 10 (28.6%) started for the first time in the last year, and over 1 in 10 (13.4%) re-started after not doing aerobics for a year or more (see Figure 3).

Just over 7 out of 10 (72.1%) aerobics participants have taken part in the sport for five years or less, and just over 1 in 10 (11.7%) have taken part for 6 to 10 years (see Figure 4).

Figure 3: Take-up of aerobics in the past 12 months

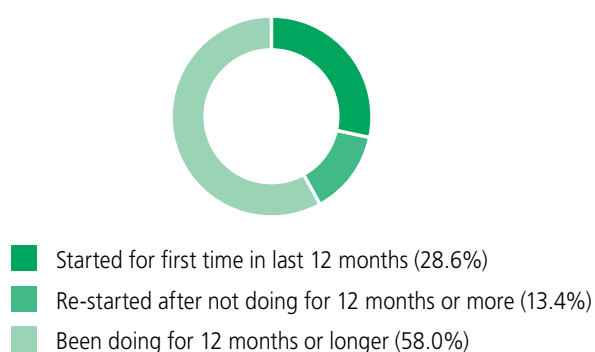


Figure 4: Length of time taken part in sport

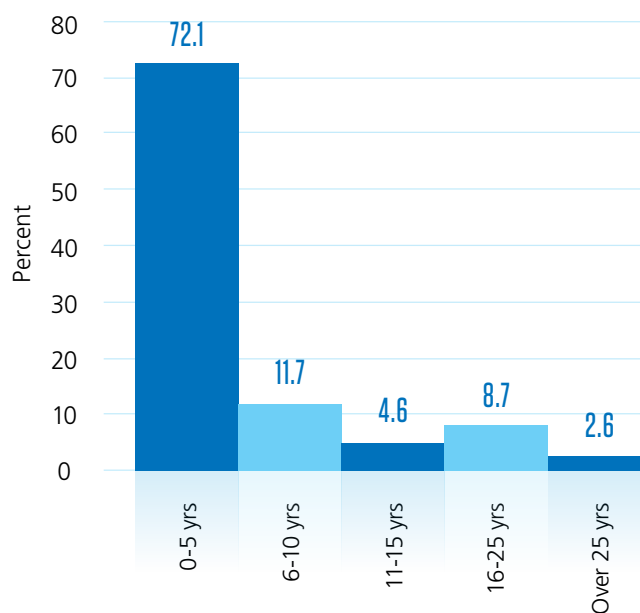
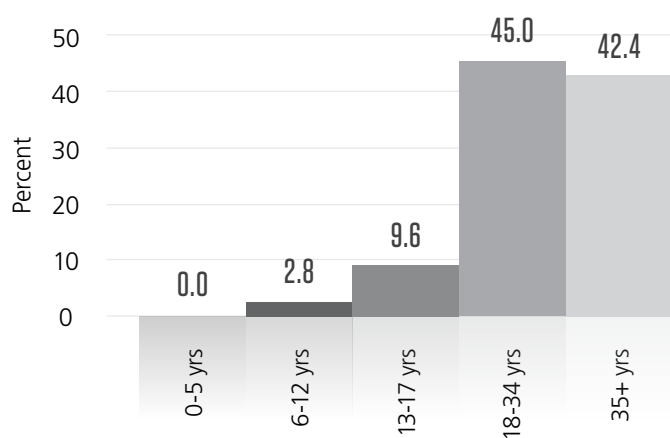


Figure 5 shows the estimated age at which aerobics participants started in the sport. Similar proportions, over 4 out of 10 each, started doing aerobics between the ages of 18 and 34 years (45.0%) or when aged 35 years or over (42.4%). Around 1 in 10 (9.6%) started when they were aged between 13 and 17 years.

Figure 5: Estimated starting age of those participating in aerobics



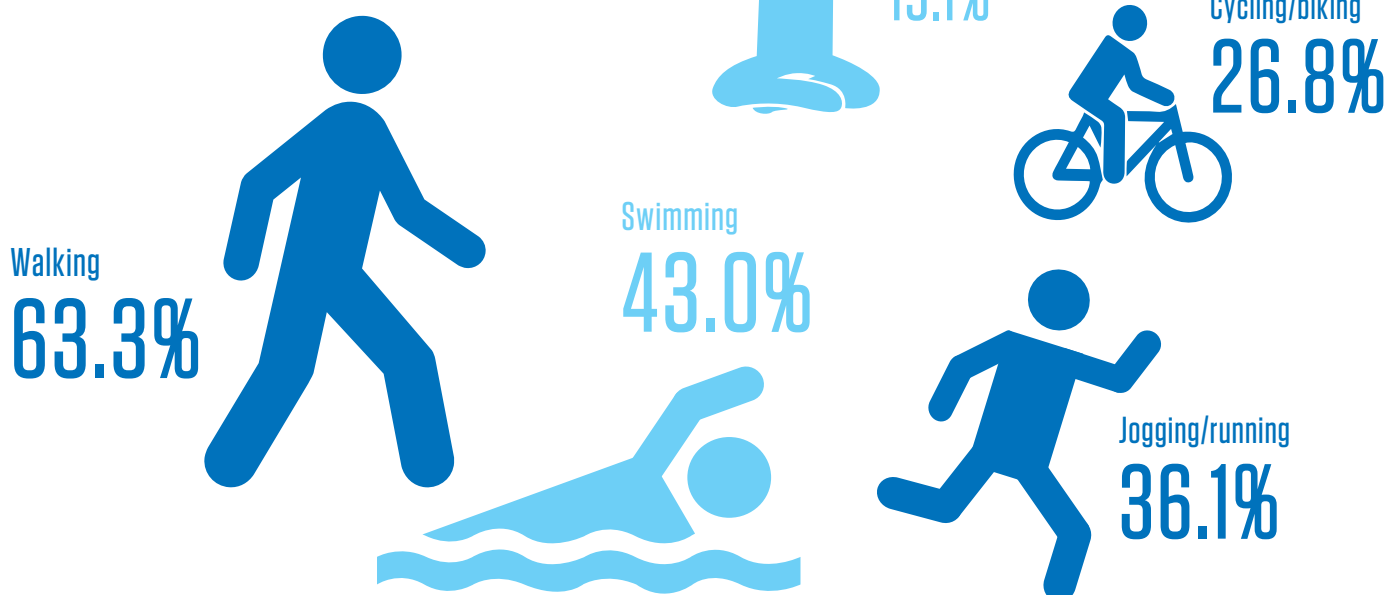
Participation in other sport and recreation activities

On average, adults who participated in aerobics at least once over 12 months took part in 6.2 different sport and recreation activities over 12 months (the national average⁴ is 4.0).

Table 3 shows the top 10 other activities undertaken by aerobics participants, and the proportion of aerobics participants that took part in them. Over 6 out of 10 aerobics participants (63.3%) went walking, followed by over 4 out of 10 taking part in swimming and almost 4 out of 10 (36.1%) going jogging/running.

Table 3: Ten most common other sport and active recreation activities that aerobics participants take part in at least once over 12 months

Aerobics participants	
	%
Walking	63.3
Swimming	43.0
Jogging/running	36.1
Cycling/biking	26.8
Pilates/yoga (at gym/class)	19.1
Exercising at home	18.0
Gym (using equipment)	15.9
Tramping	13.2
Canoeing/kayaking	12.5
Fishing (marine/saltwater)	12.2



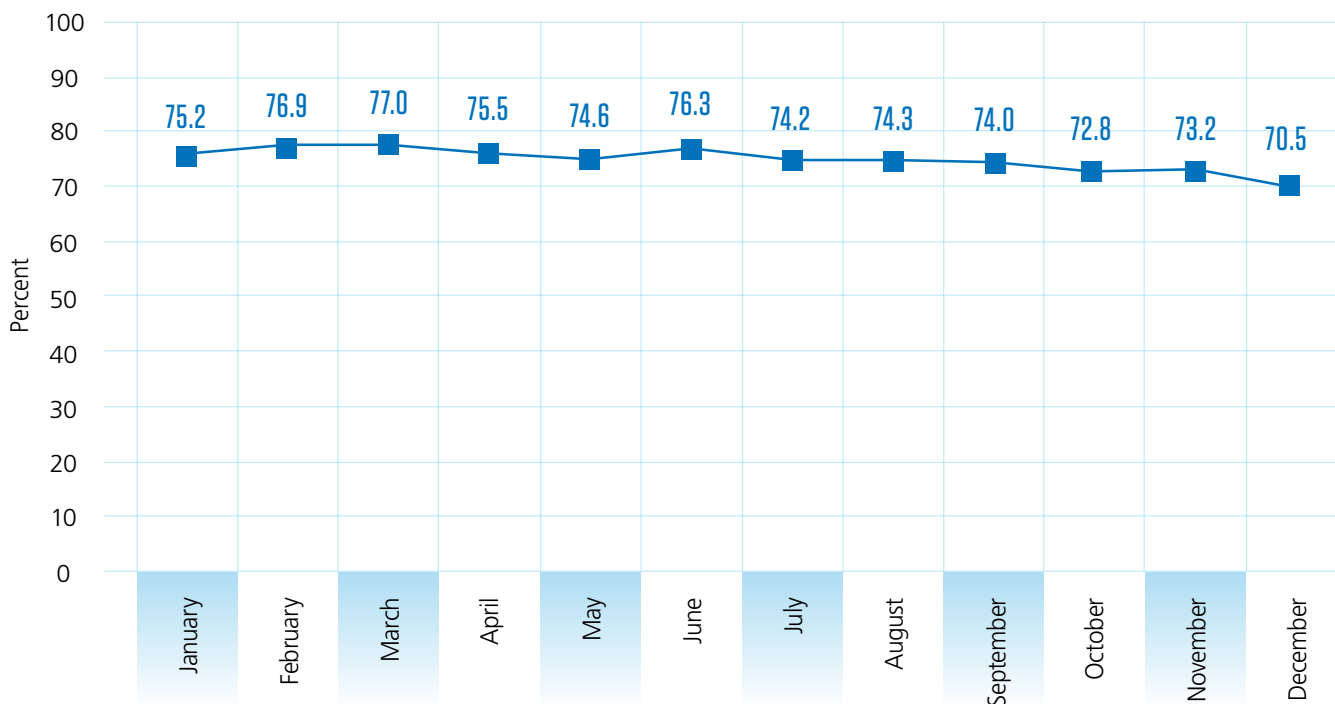
⁴ The national average is calculated for all adults, including those who did not take part in any activities.

Participation Patterns in the Sport

Seasonal participation

Overall, aerobics participants participated consistently throughout the year, although participation appears lower during December (see Figure 6).

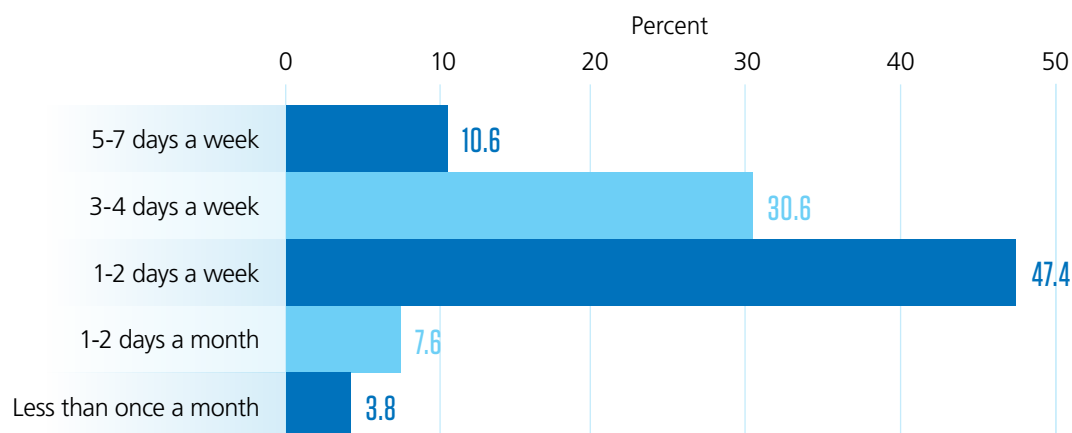
Figure 6: Seasonal participation in aerobics



Frequency of participation

Aerobics participants most commonly participated in the sport on one to two days a week (47.4%), with 3 out of 10 (30.6%) participating in the sport on three to four days a week. Around 1 in 10 (10.6%) participated in aerobics on five to seven days a week (see Figure 7).

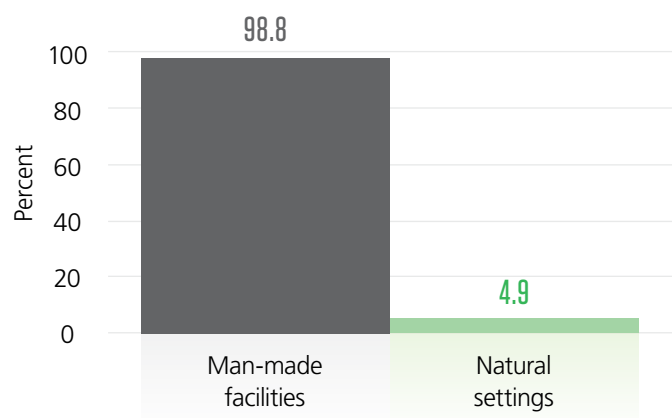
Figure 7: Frequency of participation in aerobics



Location of participation

Almost all aerobics participants (98.8%) took part in the sport in/at one or more man-made facilities. The most common location was at a gym or fitness centre (63.7%), followed by similar proportions who participated at an indoor sports facility or complex (15.8%), at an indoor facility not used mainly for sport or recreation (13.3%) and indoors or outside at a home (11.5%). Small numbers (4.9%) had participated in/on natural settings, most commonly outdoors at a park in a town or city (4.5%), see Figure 8 and the table to the right of it).

Figure 8: Type of location in which adults participate in aerobics



Aerobics participants	
Man-made facilities	%
At a gym or fitness centre	63.7
At an indoor sports facility or complex	15.8
At an indoor facility not used mainly for sport or recreation	13.3
Indoors or outside at a home	11.5
At an indoor pool or aquatic centre	3.0
Outside on a path, cycleway or walkway in a town or city	2.7
At an outdoor sports facility	2.5
Indoors or outside at a marae	0.5
Natural settings	%
Outdoors at a park in a town or city	4.5
On an off-road bike trail or walking track	0.7
By a lake	0.4
At a beach or by the sea	0.4
In the countryside or over farmland	0.3
In the bush or a forest	0.3
By a river	0.2
In or on the sea	0.2

Note: Respondents could provide more than one answer.

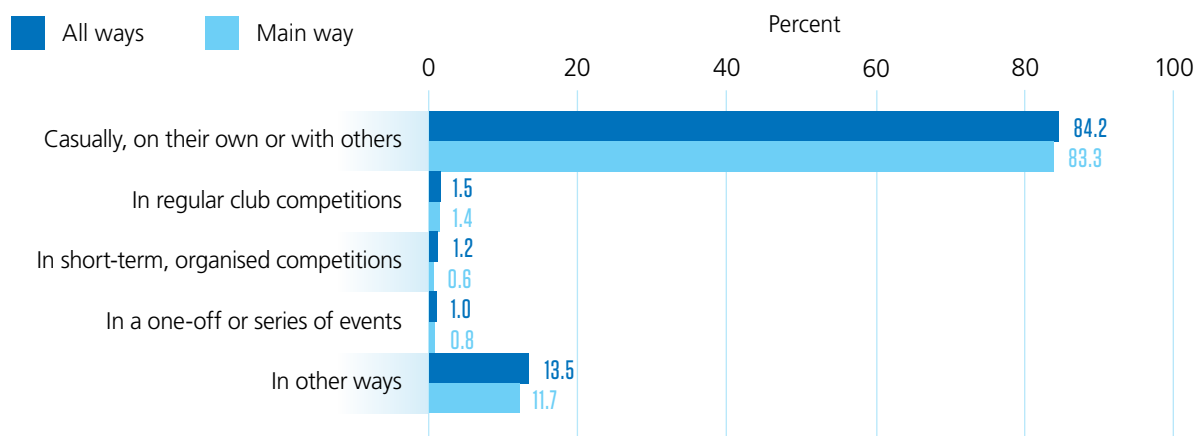


Ways Participants Take Part in the Sport

Different ways that participants take part

Over 8 out of 10 aerobics participants (84.2%) participated on a casual basis, either on their own or with others, and this was also the main way they participated (83.3%, see Figure 9).

Figure 9: Ways in which aerobics participants take part



Note: Respondents could provide more than one answer.

Participation with other participants

Most aerobics participants had not participated in the sport in any organised group (61.4%, see Table 4). When they had done so, this was most commonly arranged by the people who took part in the sport (27.0%), with just under 1 in 10 (7.6%) that took part in organised group set up by an organisation such as a local council.

Table 4: Participation with other participant groups

Aerobics participants	
	%
A group arranged by the people who take part in the activity	27.0
An organised group set up by an organisation (eg, local council)	7.6
A sports team that is part of a sports club	2.4
A work-related sports team	1.7
Another type of sports team (like a church team)	0.5
Other type of group	1.1
None	61.4

Note: Respondents could provide more than one answer.

Payment types

Table 5 shows almost 5 out of 10 (45.6%) aerobics participants paid to participate in the sport by way of membership at a gym, swimming pool or recreation centre, followed by similar proportions (around 2 out of 10 each) who paid on a per visit, entry or hire basis (20.3%) or participated for free (18.6%).

Table 5: Payment types when taking part in aerobics

Aerobics participants	
	%
Paid by way of membership at a gym, swimming pool or recreation centre	45.6
Paid per visit, entry or hire	20.3
Could do the activity without paying – it was free	18.6
Paid for a concession card	8.7
Paid by way of my membership at a sport or physical activity club	6.8
Paid entry costs for a competition or event (as an individual or team member)	0.5
Paid using a community discount card that gives cheaper entry costs	0.3
Other payment type	1.0

Note: Respondents could provide more than one answer.

Membership of a club or centre

Over the previous 12 months, most aerobics participants (68.7%) were a member of a club, gym or centre for the purpose of doing the sport, most commonly a gym or fitness centre (58.0%, see Table 6). Almost 1 in 10 each were members of community leisure or recreation centre (6.8%) or a sport or physical activity club (5.9%).

Table 6: Membership of a club, gym or centre to take part in aerobics

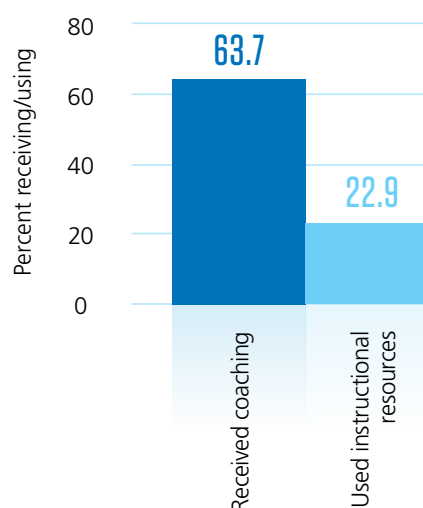
Aerobics participants	
	%
Member of ANY club/gym/centre	68.7
– Member of gym or fitness centre	58.0
– Member of community leisure or recreation centre	6.8
– Member of sport or physical activity club	5.9
– Member of other type of club	0.4
Not a member of any club/gym centre	31.3

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

Coaching and use of instructional resources

Figure 10 shows that over 6 out of 10 (63.7%) aerobics participants received coaching for the sport in the past 12 months to help improve their performance, and over 2 out of 10 (22.9%) had used instructional resources such as online or other books or videos.

Figure 10: Receipt of coaching and use of instructional resources by aerobics participants

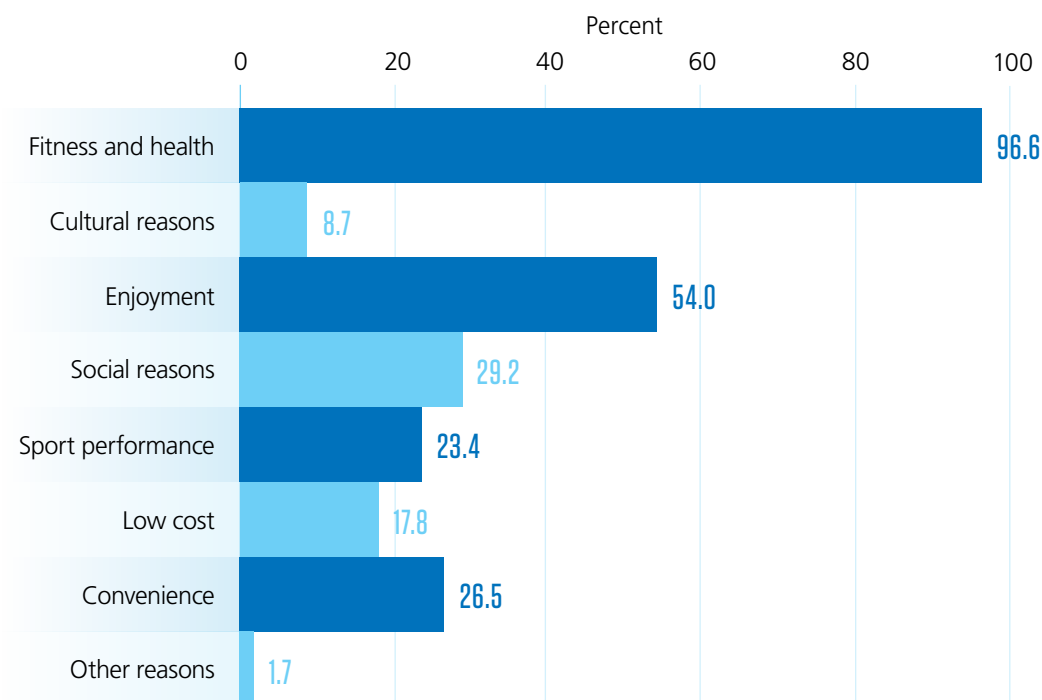


Motivations for and Barriers to Participation

Reasons for taking part

Almost all aerobics participants (96.6%) participated in the sport for fitness and health reasons, followed by over 5 out of 10 (54.0%) participating for the enjoyment or the fun of it (see Figure 11). Similar proportions of aerobics participants identified they participated in aerobics for social (29.2%), convenience (26.5%) and sport performance reasons (23.4%).

Figure 11: Reasons for participating in aerobics



Note: Respondents could provide more than one answer.



Interest in trying new activities and barriers to trying

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

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

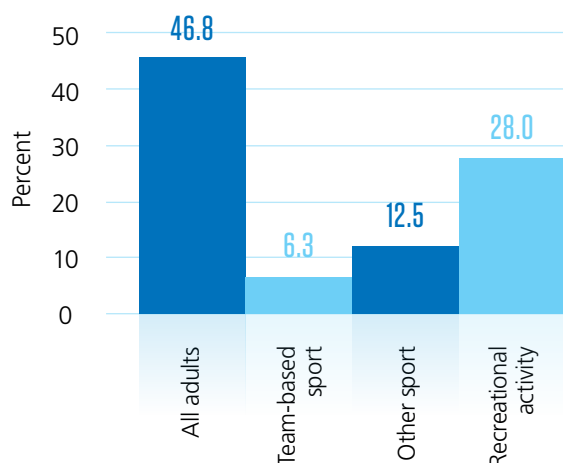
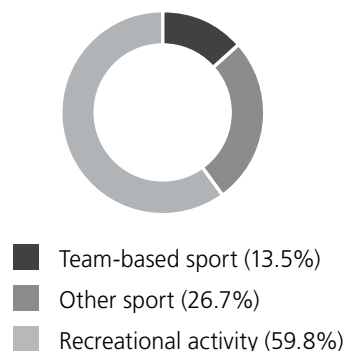


Figure 13: Of those wanting to try a new sport or activity – type of activity would most like to try



Notes:

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

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

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

The main barriers to adults trying a new recreational activity (including aerobics) were a lack of time, identified by over 5 out of 10 adults (53.5%), and affordability (26.9%, see Table 7).

Table 7: Barriers to trying recreation activities

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

Notes:

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

Respondents could provide more than one answer.

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

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

Figure 14 shows that, among existing participants, over 4 out of 10 (42.7%) were interested in doing more of a sport or activity that they currently participated in. This includes over 3 out of 10 (33.1%) that were interested in doing more of a recreational activity (including aerobics), while fewer than 1 in 10 each of those participating in a team-based sport or a type of 'other' sport would like to do more of that sport (3.7% and 5.9%, respectively). Figure 15 shows that just under 8 out of 10 (77.6%) of those wanting to do more of an existing sport or activity would most like to do more of an existing recreational activity, just under 1 in 10 (8.6%) would most like to do more of an existing team-based sport and over 1 in 10 (13.8%) would most like to do more of an existing type of 'other' sport.

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

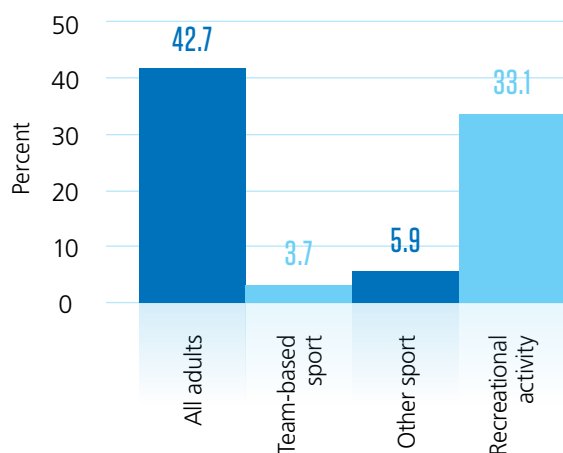
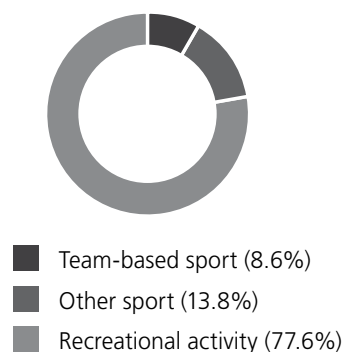


Figure 15: Of those wanting to do more of an existing sport or activity – type of activity would most like to do more of



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

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

Table 8: Barriers to doing more recreation activities

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

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

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

Trends in Participation: 1997/98 to 2013/14

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

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

Overall, there has been an increase in participation in aerobics among all adults, by 4.4 percentage points between 1997/98 and 2013/14. This trend has occurred among both women (by 6.5 percentage points) and men (by 2.2 percentage points).

Participation rates have increased between 1997/98 and 2013/14 across all age groups, with the largest increase (by 8.5 percentage points) being among adults aged 25 to 34 years. Participation in aerobics is also higher in 2013/14 than in 1997/98 among young adults aged 18 to 24 years, although it is lower for this group in 2013/14 than in 2007/08.

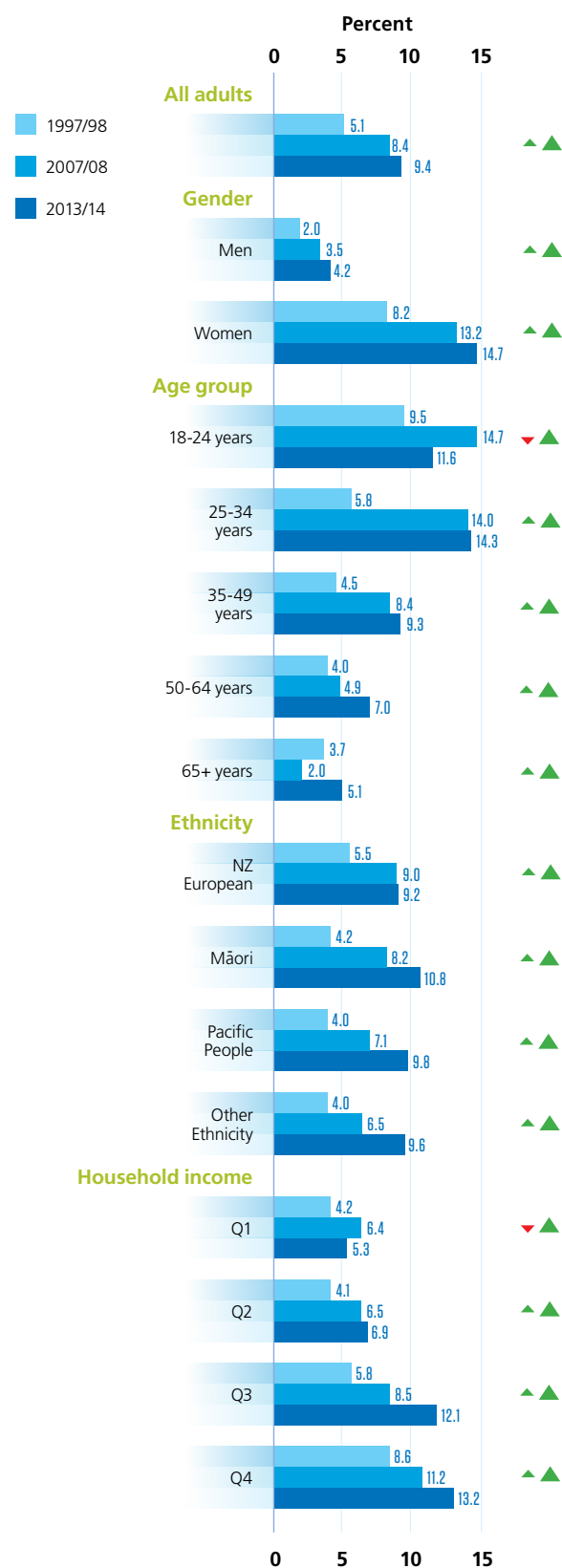
Participation rates have increased between 1997/98 and 2013/14 for each ethnic group, with the largest increase (by 6.6 percentage points) being among Māori.

Aerobics participation rates across all household income groups are also consistently higher in 2013/14 than in 1997/98, although for those in the lowest (Q1) household income group, participation is lower than in 2007/08. The largest increase (by 6.4 percentage points) has been among those in the Q3 household income group.

Key:

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

Figure 16: Trends in participation: Aerobics



APPENDIX 1

Notes on Analysis and Statistical Significance

Statistically significant results

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

Trend analysis

The results in the trend section have been analysed using an approach (the adjusted means from a logistic regression) for comparing results from surveys carried out in different years. The model applied used only the first order interactions of year (1997/98, 2007/08, 2013/14) with each of gender, age group, ethnicity, and household income (quartiles and refused). There were no interactions between the 'controlling' explanatory variables (eg, gender and age group). The participation rates were then estimated in the usual way using the replicated weights to produce sample errors on the predicted participation rate. The participation of each individual is then predicted by assuming all the people came from 2013. The participation rate is then estimated. The difference in these two rates and the sample error on the difference determine whether the difference is significant.

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

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

Notes on Definitions of Key Variables

New Zealand Index of Socioeconomic Deprivation (NZDep)

NZDep is an index of socioeconomic deprivation that combines nine variables (household income, including eligibility for means-tested benefits, household ownership, family structure, employment, qualifications, number of bedrooms per household, access to a telephone and access to a car).

The Index is applied to each meshblock (the geographical units used at the first stage of ANZS sample selection). NZDep2006 has been used for the purpose of this reporting, as NZDep2013 was not available at the time of sample selection.

The Index is a scale from 1 to 10. Each point on the scale includes 10% of the New Zealand population. The lower the number, the less deprivation; the higher the number, the more deprivation.

For the purpose of this report, adults have been grouped into three deprivation bands: low (1-3), medium (4-7) and high (8-10) deprivation.

Location

The definitions of the locations used by Statistics New Zealand are:

- Main urban – minimum population of 30,000 and over
- Secondary urban – populations of 10,000 to 29,999
- Minor urban – populations of 1,000 to 9,999, effectively smaller towns
- Rural – remaining areas (eg, townships, crossroad villages), with populations below 1,000.

Main reasons for participating

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

Generic reason	Specific reason
Fitness and health	To keep fit (not just to lose weight)
	To lose weight/get toned
	To relieve stress
	To help with an injury
	To help with a disability
	It provides me with a physical challenge
Cultural reasons	It's a way I can connect with my culture
	To support my friends and family to take part
Enjoyment	Just to enjoy it/It's fun to do
Social reasons	To meet with friends
	To meet new people
	To be part of a club
	To be part of a team
Sport performance	To train/improve performance
	To take part in competition
Low cost	It doesn't cost much to do
Convenience	I don't need to join a club
	I don't need to join a gym
	I can take part when the time suits me
	I can easily get to places close by to do the activity

Further information

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



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