

**ACTIVE NEW ZEALAND  
SURVEY SERIES**

Te Rangahau Korikori o Aotearoa

**Sport & Active  
Recreation Profile**

# WALKING

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

[www.sportnz.org.nz](http://www.sportnz.org.nz)



**SPORT  
NEW ZEALAND**

# Introduction

## Content

This sport profile presents information about participation in walking among New Zealand adults aged 16 years and over. It is primarily compiled from information collected through the 2013/14 Active New Zealand Survey<sup>1</sup> 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.

<sup>1</sup> 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: Walking – 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](http://www.sportnz.org.nz).

Among the survey respondents, 3,898 reported participating in walking at least once during the 12 months preceding the interview. The numbers of walking 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 survey respondents that reported participating in walking in relation to the content of this profile report.

**Table 1: Unweighted survey bases of adults who participated in walking**

Survey base	Number	Report content
<b>Main Survey</b> All participants	3,898	Participation levels Demographic profile Participation in other sport and recreation activities Seasonal participation Frequency of participation
<b>Main Survey</b> Participants (over a month)	1,875	Location of participation Different ways participants take part Participation with other participants Payment types Membership of a club or centre Motivations for participation
<b>Follow-up Survey</b> Participants (over a month)	1,810	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, adults aged 55 to 69 years and New Zealand Europeans participated in walking, and fewer men, young adults (aged 16 to 24 years) and Māori only.
- Around two-thirds of walkers took up walking for active recreation as adults, either when aged 35 years or over (36%) or aged between 18 and 34 years (30%).
- Walkers took part in a number of activities (4.1 on average), with the most common being swimming, cycling and jogging/running.

### When

- Over half of participants went walking on three to four days a week (25%) or more often (31%).
- November to March were the most popular months for walking.

### Where

- Eight out of ten adults (80%) went walking in natural settings, most commonly outdoors at a park in a town or city (56%), at a beach or by the sea (38%) and in the bush or a forest (28%). Just under 7 out of 10 adults (67%) participated in/at one or more man-made facilities, most commonly in outside on a path, cycleway or walkway in a town or city (65%).
- Very few (2%) were a member of any club, gym or centre to go walking.

### How

- Virtually all walkers (99%) went walking on a casual basis, either on their own or with others.
- Almost all walkers (99%) went walking for free.

### Why

- Adults participated in walking primarily for fitness and health reasons (85%), followed by 65% participating for enjoyment or the fun of it.



# Findings

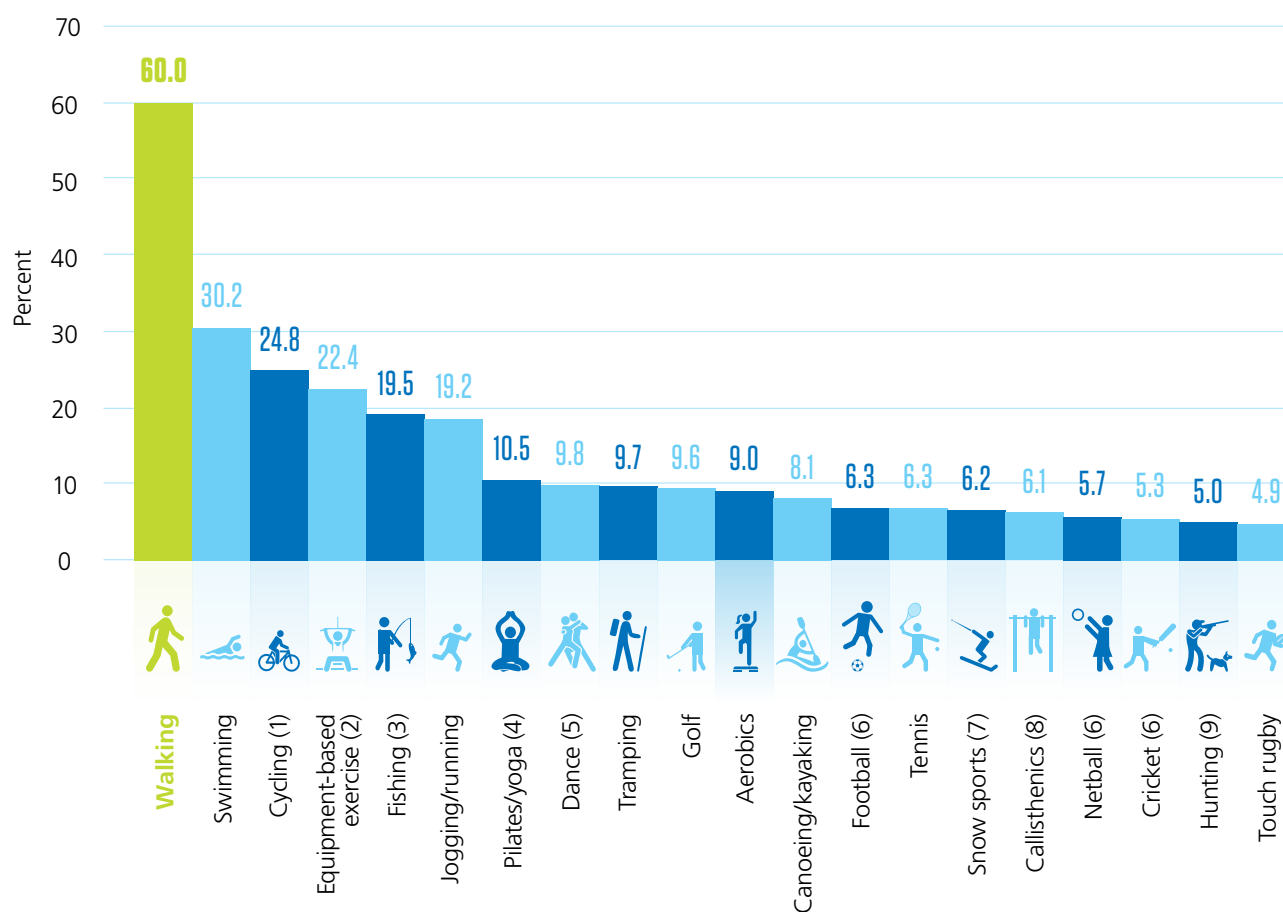
## Participation levels

### 2013/14 participation levels

Over 12 months, 6 out of 10 (60.0%) of all New Zealand adults aged 16 years and over (around 1,990,000 people) went walking at least once. Among the various sport and recreation activities, walking had the highest participation rate.

Figure 1 presents the 20 sport and recreation activities with the highest participation levels among all New Zealand adults<sup>2</sup>.

**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.

<sup>2</sup> 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/](http://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 walking. For example, among all women in New Zealand, just over 7 out of 10 (72.2%) went walking at least once over 12 months.

Higher proportions of women, adults aged 40 to 69 years and those that are retired or at home with or without children went walking. On the other hand, lower proportions of men, younger adults (ie, aged under 40 years), Māori, Asian or Pacific only ethnic groups, those that live in areas of high deprivation, those that live in rural areas, and those that study went walking.

Large numbers of walkers 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 walking at least once over 12 months**

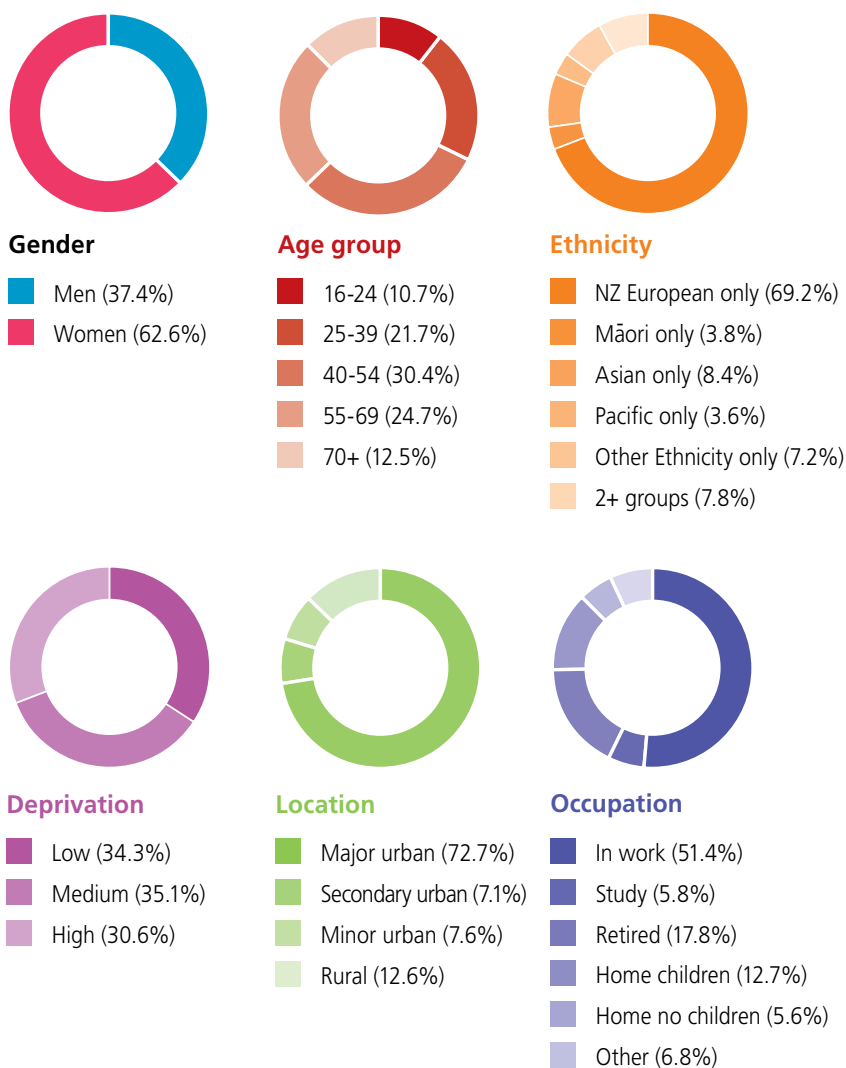
Walking participants		
	%	Estimated number
All adults (age 16+)	60.0	1,990,000
<b>Gender</b>		
Men	46.8	744,000
Women	72.2	1,245,000
<b>Age (years)</b>		
16-24	40.5	214,000
25-39	54.7	431,000
40-54	66.0	604,000
55-69	70.8	491,000
70+	63.8	249,000
<b>Ethnicity</b>		
NZ European only	64.0	1,376,000
Māori only	42.9	76,000
Asian only	50.6	168,000
Pacific only	50.9	71,000
Other Ethnicity only	57.8	143,000
Two or more ethnic groups	57.8	155,000
<b>Deprivation</b>		
Low	63.6	681,000
Medium	62.1	697,000
High	54.5	609,000
<b>Location<sup>a</sup></b>		
Major urban	62.1	1,447,000
Secondary urban	58.3	141,000
Minor urban	56.6	151,000
Rural	52.5	252,000
<b>Occupation</b>		
Full-time or part-time work	56.7	1,022,000
Studying	41.8	115,000
Retired	69.3	354,000
At home looking after children	73.3	252,000
At home not looking after children	69.4	111,000
Other	61.4	135,000

<sup>a</sup> See Appendix 1 for more information.

Figure 2 presents demographic information about walkers, while the table to the right presents demographic information for all New Zealand adults. For example, among all people who went walking, 37.4% were men, while 48.0% of all New Zealand adults (aged 16 years or over) are men. Compared with all New Zealand adults<sup>3</sup>, the profile of walkers has:

- fewer men and more women
- fewer young adults (ie, aged 16 to 24 years) and more older adults (ie, aged 55 to 69 years)
- More New Zealand European adults, but fewer Māori only
- a similar split of socioeconomic backgrounds
- a similar geographic (ie, location) split
- more retired people, but fewer students.

Figure 2: Demographic profile of adults who participated in walking



All NZ adults (age 16+)	
<b>Gender</b>	%
Men	48.0
Women	52.0
<b>Age (years)</b>	
16-24	15.9
25-39	23.8
40-54	27.6
55-69	20.9
70+	11.8
<b>Ethnicity</b>	
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
<b>Deprivation</b>	
Low	32.4
Medium	33.9
High	33.7
<b>Location</b>	
Major urban	70.2
Secondary urban	7.3
Minor urban	8.0
Rural	14.5
<b>Occupation</b>	
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

<sup>3</sup> 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

Around 9 out of 10 (90.5%) walkers have been walking for a year or longer, while fewer than 1 in 10 each started for the first time in the last year (4.4%), or re-started after not walking for a year or more (5.2%, see Figure 3).

Around 3 out of 10 participants (29.4%) have been walking for active recreation for over 25 years, and a similar proportion have done so for five years or less (26.7%, see Figure 4). Around 2 out of 10 (19.6%) have been walking for 16 to 25 years.

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

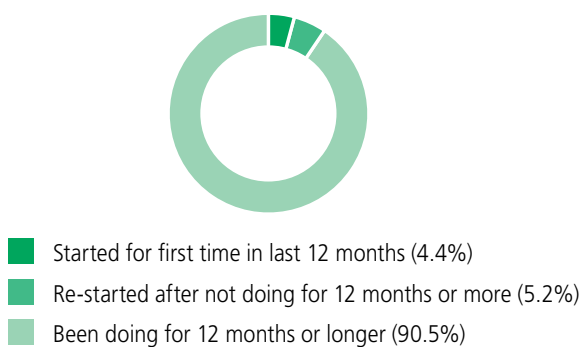


Figure 4: Length of time taken part in walking

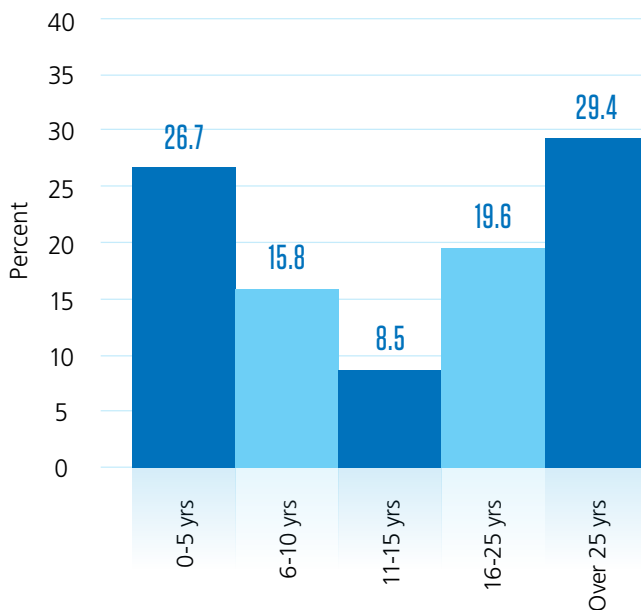
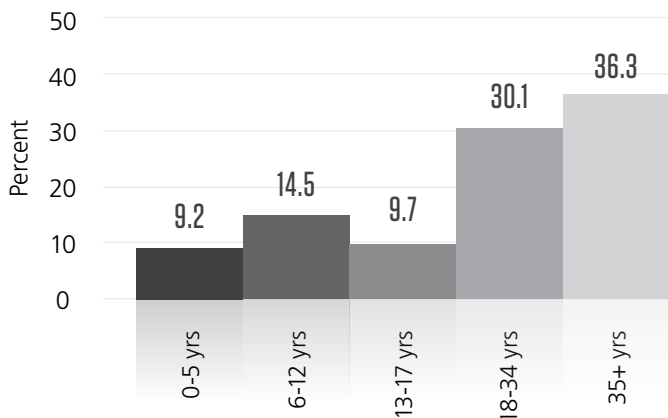


Figure 5 shows the estimated age at which participants started walking for active recreation. The most common starting age was when aged 35 years or over (36.3%), followed by 3 out of 10 (30.1%) that started when aged between 18 and 34 years.

Figure 5: Estimated starting age of those participating in walking





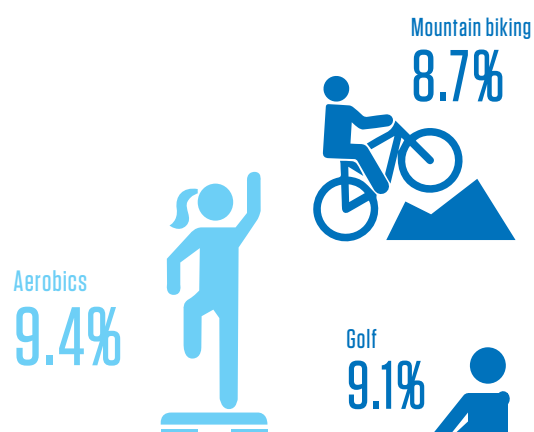
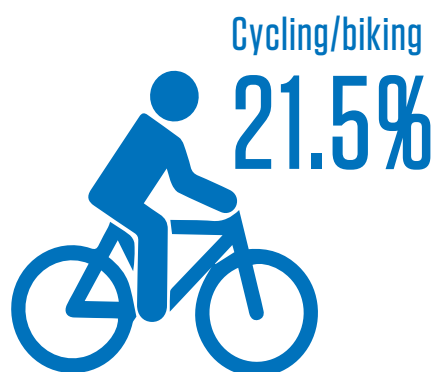
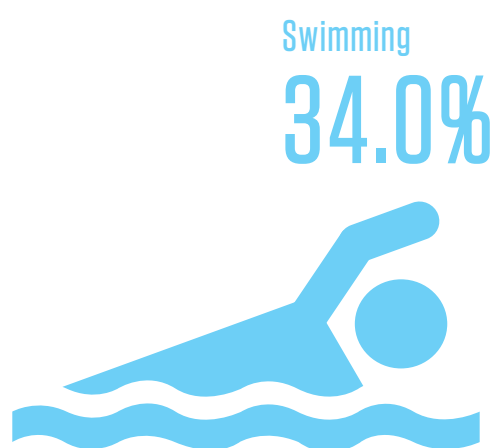
## Participation in other sport and recreation activities

On average, adults who went walking at least once over 12 months took part in 4.1 different sport and recreation activities over 12 months (the national average<sup>4</sup> is 4.0).

Table 3 shows the top 10 other activities undertaken by walkers, and the proportion of walkers that took part in them. Over 3 out of 10 (34.0%) walkers went swimming, followed by similar proportions (around 2 out of 10 each) taking part in cycling/biking (21.5%) and jogging/running (17.9%).

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

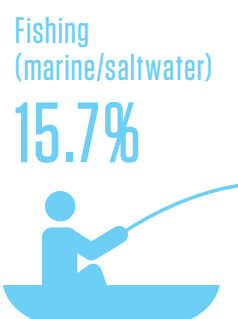
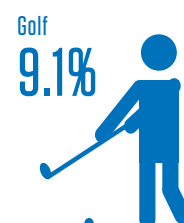
Walking participants	
	%
Swimming	34.0
Cycling/biking	21.5
Jogging/running	17.9
Fishing (marine/saltwater)	15.7
Exercising at home	13.7
Gym (using equipment)	10.6
Tramping	10.1
Aerobics	9.4
Golf	9.1
Mountain biking	8.7



Aerobics  
9.4%

Gym (using equipment)  
10.6%

10.6%



Exercising at home  
13.7%

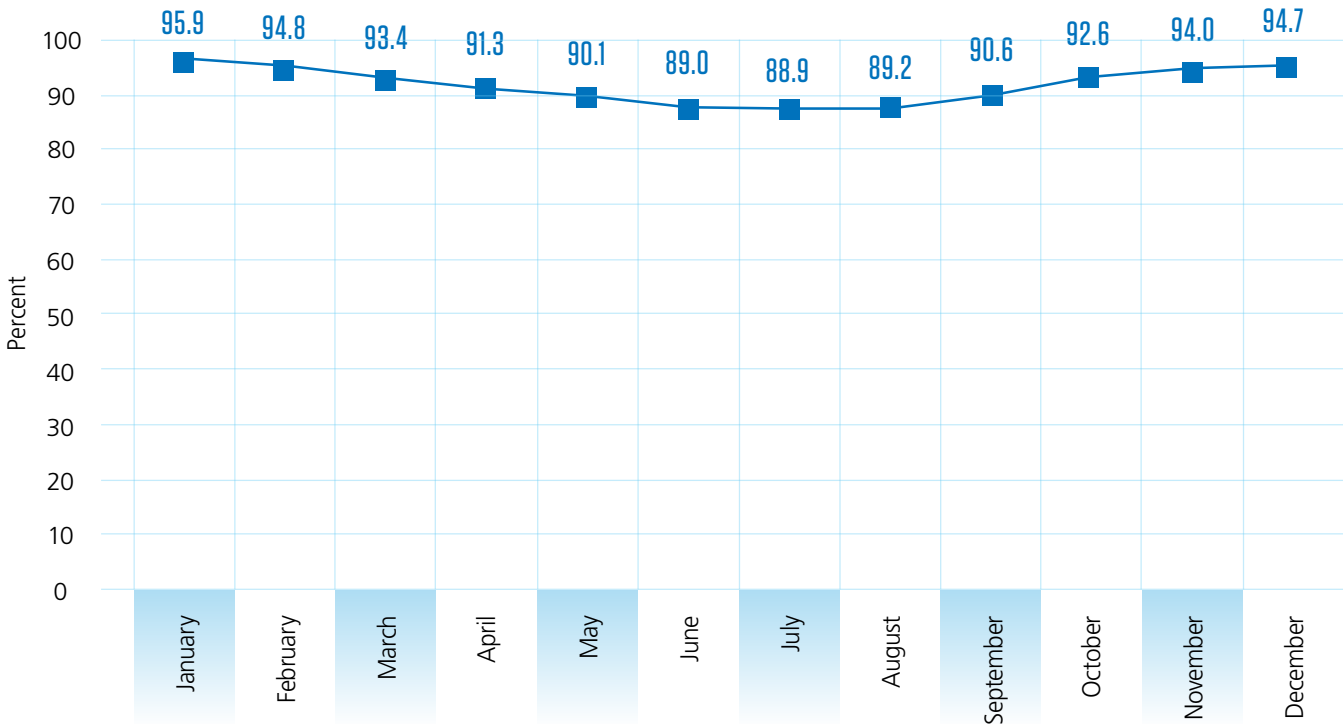
<sup>4</sup> The national average is calculated for all adults, including those who did not take part in any activities.

# Participation Patterns in the Sport

## Seasonal participation

Overall, the most popular months for walking tended to be November to March (see Figure 6). Participation was lowest during the months of June to August.

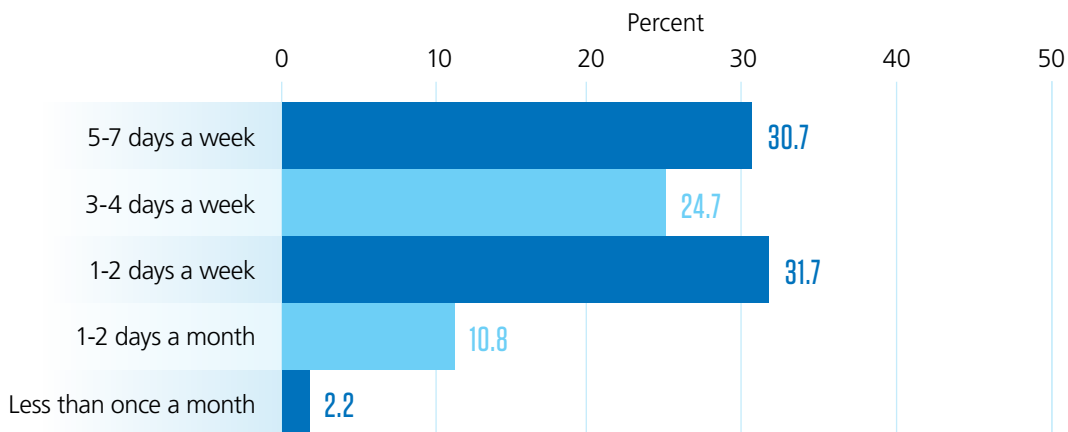
Figure 6: Seasonal participation in walking



## Frequency of participation

Similar proportions of walkers (around 3 out of 10 each) went walking on one to two days a week (31.7%) or on five to seven days a week (30.7%). Just over 2 out of 10 (24.7%) went walking on three to four days a week (see Figure 7).

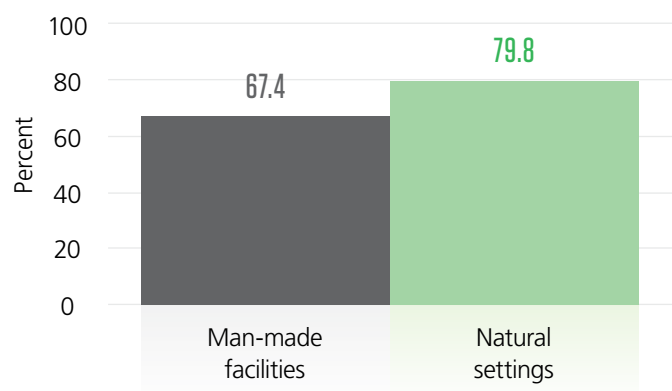
Figure 7: Frequency of participation in walking



## Location of participation

Around 8 out of 10 (79.8%) walkers took part in the activity in one or more natural settings. The most common locations were outdoors at a park in a town or city (56.1%), at a beach or by the sea (37.9%) and in the bush or a forest (27.5%). Almost 7 out of 10 (67.4%) participated in/at one or more man-made facilities, most commonly outside on a path, cycleway or walkway in a town or city (64.6%, see Figure 8 and the table to the right of it).

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



## Types of walking done as a sport or recreational activity

Table 4 shows that just under 7 out of 10 (68.8%) walkers have done walks that took between half an hour and 3 hours in the last 12 months as a sport or recreational activity. This is followed by over 4 out of 10 (43.5%) walkers that have done walks of between 10 and 30 minutes.

Table 4: Types of walking done as a sport or recreational activity by participants

Walking participants	
	%
Walks that took under 10 minutes	7.6
Walks that took 10 minutes to 30 minutes	43.5
Walks that took between ½ hour and 3 hours	68.8
Walks that took over 3 hours but not overnight	3.7
A DOC Great Walk such as Milford or Heaphy Track	0.9
Other walk that included an overnight stay	0.3

Note: Respondents could provide more than one answer.

Walking participants	
Man-made facilities	%
Outside on a path, cycleway or walkway in a town or city	64.6
Indoors or outside at a home	6.4
At an outdoor sports facility	1.1
At a gym or fitness centre	0.7
At an indoor pool or aquatic centre	0.5
At an indoor facility not used mainly for sport or recreation	0.4
At an indoor sports facility or complex	0.3
Indoors or outside at a marae	0.2
Natural settings	%
Outdoors at a park in a town or city	56.1
At a beach or by the sea	37.9
In the bush or a forest	27.5
In the countryside or over farmland	23.3
On an off-road bike trail or walking track	22.3
By a river	18.2
By a lake	13.5
On or in a river	2.0
On or in a lake	1.1
In or on the sea	1.1

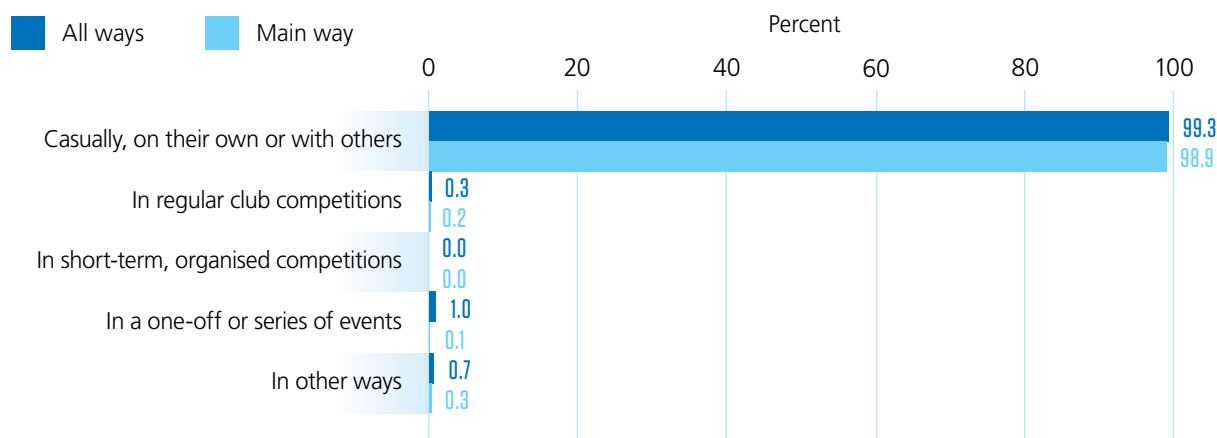
Note: Respondents could provide more than one answer.

# Ways Participants Take Part in the Sport

## Different ways that participants take part

Virtually all walkers (99.3%) participated on a casual basis, either on their own or with others, and this was also the main way they participated (98.9%, see Figure 9).

Figure 9: Ways in which walkers take part



Note: Respondents could provide more than one answer.

## Participation with other participants

Most walkers did not participate in the activity in any organised group (83.1%, see Table 5). When they did so, this was most commonly arranged by the people who took part in the activity (12.9%).

Table 5: Participation with other participant groups

Walking participants	
	%
A group arranged by the people who take part in the activity	12.9
An organised group set up by an organisation (eg, local council)	0.7
A sports team that is part of a sports club	0.3
A work-related sports team	0.3
Another type of sports team (like a church team)	0.2
Other type of group	3.1
None	83.1

Note: Respondents could provide more than one answer.

## Payment types

Table 6 shows almost all walkers (98.7%) participated in the activity for free.

**Table 6: Payment types when taking part in walking**

Walking participants	
	%
Could do the activity without paying – it was free	98.7
Paid entry costs for a competition or event (as an individual or team member)	0.8
Paid by way of my membership at a sport or physical activity club	0.6
Paid per visit, entry or hire	0.5
Paid by way of membership at a gym, swimming pool or recreation centre	0.1
Paid using a community discount card that gives cheaper entry costs	0.0
Paid for a concession card	0.0
Other payment type	0.1

Note: Respondents could provide more than one answer.

## Membership of a club or centre

Over the previous 12 months, very few walkers (1.9%) were members of any sort of club, gym or centre for the purpose of doing the activity (see Table 7).

**Table 7: Membership of a club, gym or centre to take part in walking**

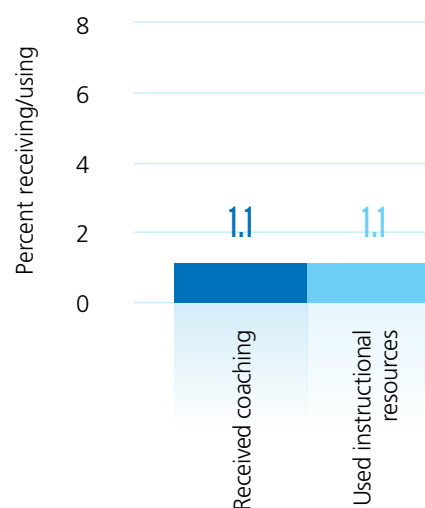
Walking participants	
	%
<b>Member of ANY club/gym/centre</b>	<b>1.9</b>
– Member of sport or physical activity club	0.6
– Member of gym or fitness centre	0.6
– Member of community leisure or recreation centre	0.2
– Member of other type of club	0.5
Not a member of any club/gym/centre	98.1

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 very few walkers (1.1% each) received coaching for the activity in the past 12 months to help improve their performance, or used instructional resources such as online or other books or videos.

**Figure 10: Receipt of coaching and use of instructional resources by walkers**

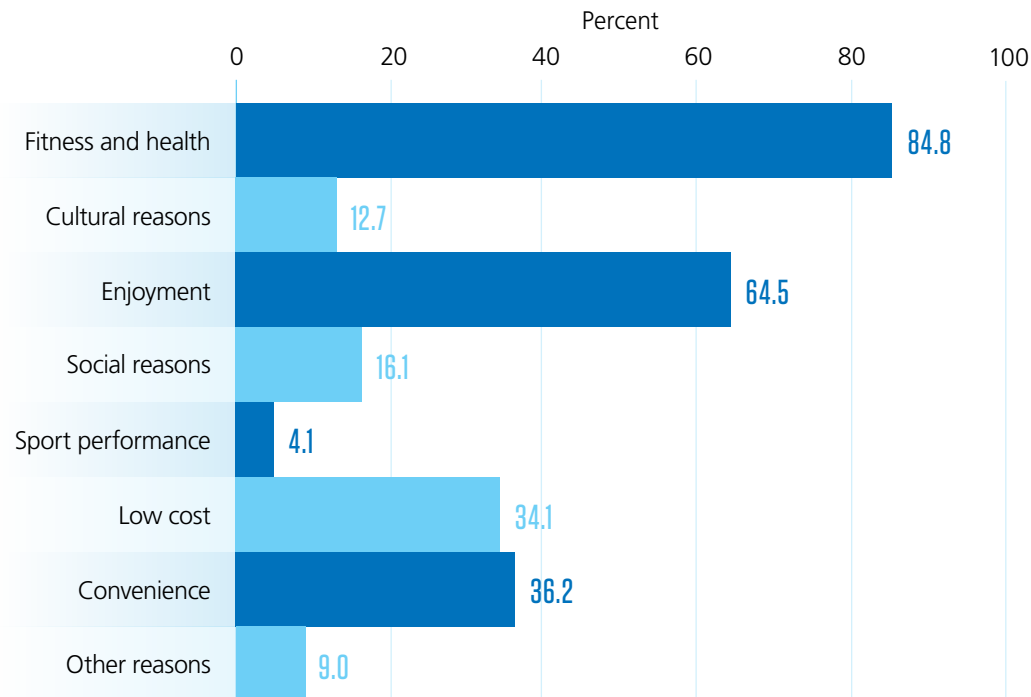


# Motivations for and Barriers to Participation

## Reasons for taking part

Over 8 out of 10 walkers (84.8%) participated in the activity for fitness and health reasons, followed by over 6 out of 10 (64.5%) participating for the enjoyment or the fun of it (see Figure 11). Similar proportions of walkers identified they participated in walking for convenience reasons (36.2%) and the low cost of participating (34.1%).

Figure 11: Reasons for participating in walking



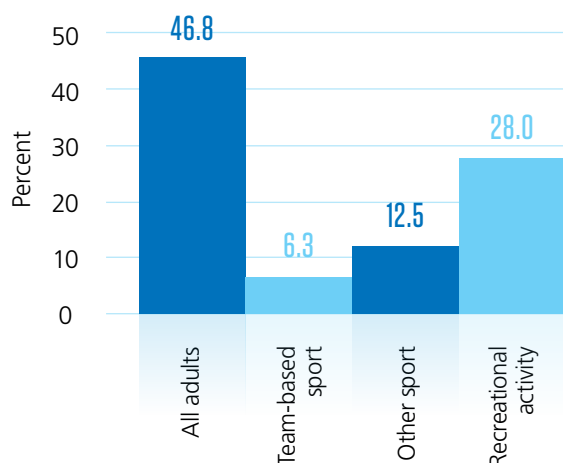
Note: Respondents could provide more than one answer.



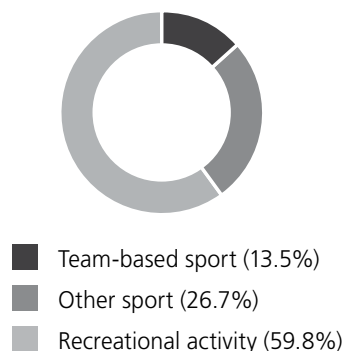
## Interest in trying new activities and barriers to trying

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 walking, but also see below for how activities have been grouped), while 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 walking) were a lack of time, identified by over 5 out of 10 adults (53.5%), and affordability (26.9%, see Table 8).

**Table 8: 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.

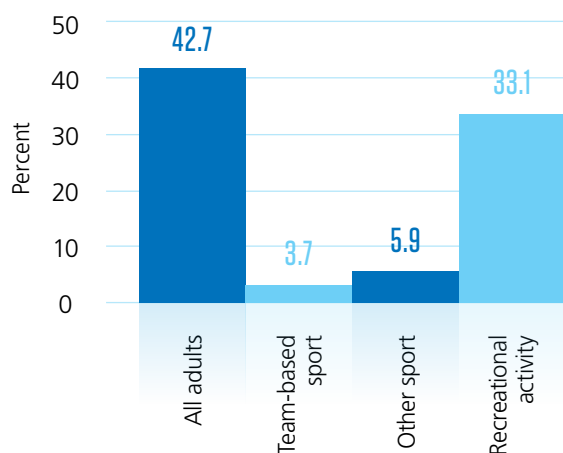
Respondents could provide more than one answer.

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.

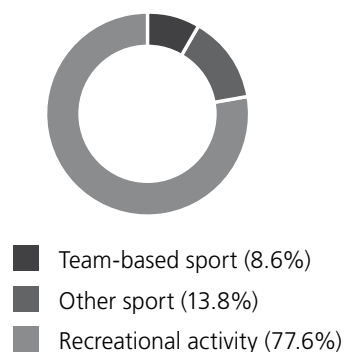
## Interest in doing more of existing activities and barriers to doing more

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 walking), while fewer than 1 in 10 each of those participating in a team-based sport or an 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 barrier to participants doing more of an existing recreational activity was a lack of time, identified by almost 7 out of 10 adults (66.3%). This was followed by affordability (11.0%, see Table 9).

**Table 9: 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 walking 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, participation in walking has decreased among all adults between 1997/98 and 2013/14, by 9.7 percentage points. This trend is similar for both men (by 10.9 percentage points) and women (by 8.5 percentage points).

Participation rates have decreased between 1997/98 and 2013/14 across all age groups, with the largest decrease being among adults aged 25 to 34 years (by 15.6 percentage points). The smallest decrease (by 2.5 percentage points) has been among adults aged 65 years or over.

Participation rates have also decreased between 1997/98 and 2013/14 for each ethnic group. The largest decrease has been among Pacific People (by 20.7 percentage points), although this group's participation rate has remained relatively stable since 2007/2008.

Walking participation rates have again consistently decreased across all household income groups between 1997/98 and 2013/14, with the largest decrease (by 17.0 percentage points) being among adults in the upper (Q4) 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: Walking



# 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/](http://www.srknowledge.org.nz/researchseries/active-new-zealand-20132014/)



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