

**ACTIVE NEW ZEALAND
SURVEY SERIES**

Te Rangahau Korikori o Aotearoa

**Sport & Active
Recreation Profile**

BOWLS

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



Introduction

Content

This sport profile presents information about participation in indoor and outdoor bowls ('bowls' unless separately identified) 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.

Definition of Bowls

The 2013/14 Active New Zealand Survey asked respondents to report what activities they had taken part in. Indoor bowls and outdoor bowls were recorded as separate activities. These are each reported separately, but have also been combined to represent overall levels of participation in bowls.

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: Trend information is not available for bowls due to insufficient data being available for analysis from one or both of 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: Bowls – 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, 303 reported playing bowls at least once during the 12 months preceding the interview. The numbers of bowls 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 played bowls

Survey base	Bowls	Indoor bowls	Outdoor bowls	Report content
Main Survey All participants	303	132	203	Participation levels Demographic profile Participation in other sport and recreation activities Seasonal participation Frequency of participation
Main Survey Participants (over a month)	250	110	166	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)	245	108	163	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 percent unless stated otherwise.

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.

A Quick look at Participants

Who

- Compared with all adults, more men and mid-aged adults (ie, those aged 40 to 54 years) and fewer of Māori only ethnicity took part in bowls. A higher proportion of indoor bowlers were women (61%), while a higher proportion of outdoor bowlers were men (67%).
- Just over 8 out of 10 adult bowlers (82%) took up the activity when aged 35 years or over.
- Bowlers took part in a number of activities (5.3 on average), with the most common being walking, outdoor bowls and indoor bowls.

When

- Just over half of bowlers (52%) took part in the sport on one to two days a week.
- Bowls was played consistently throughout the year, although there is a noticeable increase in outdoor bowls in summer, and indoor bowls in winter.

Where

- The majority of bowlers (99%) took part in the sport at one or more man-made facilities. Indoor bowls participants most commonly played at an *indoor sports facility or complex* (55%) and/or at an *indoor facility not used mainly for sport or recreation* (51%), while almost all outdoor bowls participants played their sport at an *outdoor sports facility* (94%).
- Just under 6 out of 10 bowlers (58%) were a *member of a sport or physical activity club* for the purpose of taking part over the last 12 months.

How

- Almost 6 out of 10 bowls participants (56%) played bowls on a *casual basis*, and just under half (48%) played in *regular club competitions*. A higher proportion of outdoor bowls players took part in *short-term, organised competitions* (32%) than indoor bowls participants (9%).



- Similar proportions of bowls participants paid to participate in the sport on a *per visit, entry or hire basis* (47%) or by way of *membership at a sport or physical activity club* (45%), and 18% *paid entry costs for a competition or event*. However, 61% of indoor bowls players paid on a *per visit, entry or hire basis*, compared with 37% of outdoor bowls players.

Why

- Adult bowlers primarily took part for reasons of enjoyment or the fun of it (86%) and for social reasons (82%). A higher proportion of outdoor bowls participants played for sport performance reasons (32%) than indoor participants (17%).

Findings

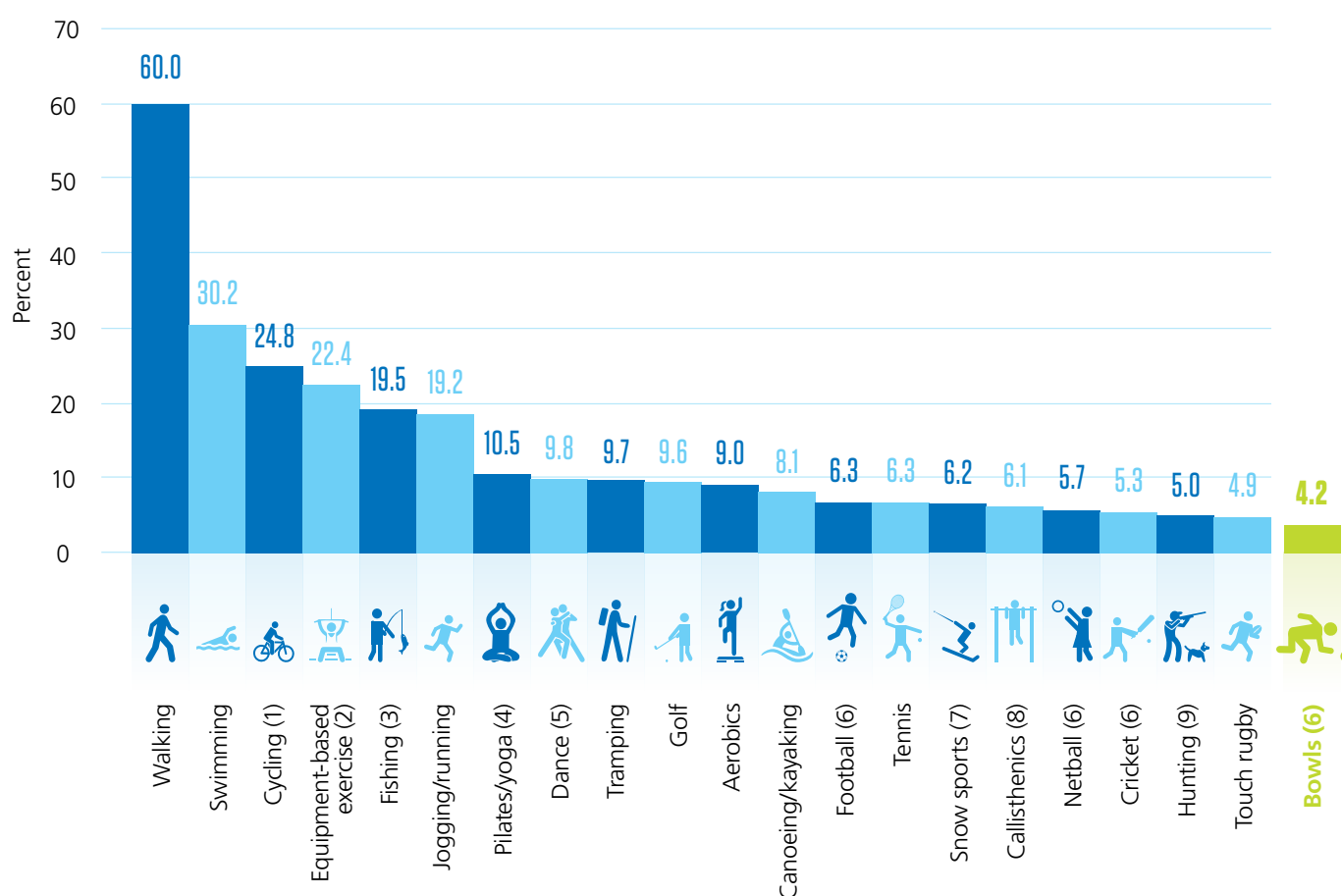
Participation levels

2013/14 participation levels

Over 12 months, fewer than 1 out of 10 of all New Zealand adults aged 16 years and over (4.2%, or around 141,000 people) had played bowls at least once. This includes 1.9% (around 62,000) who played indoor bowls, and 2.7% (around 91,000) who played outdoor bowls. Just 0.4% of all adults (around 13,000) played both indoor bowls and outdoor bowls in the past 12 months. Among the various sport and recreation activities, bowls has the 24th highest participation rate.

Figure 1 presents 20 sport and recreation activities with the highest participation levels among all New Zealand adults, plus bowls².

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.

Demographic profile

Note: The information below should be used with some caution (statistical tests to identify differences have not been calculated).

Table 2 presents demographic information about participation in bowls. For example, among all men in New Zealand, fewer than 1 in 10 (5.0%) played bowls at least once over 12 months.

Higher proportions of adults aged 70 years or over and who are retired played bowls.

Large numbers of bowls players were of New Zealand European ethnicity only and lived in major urban areas.

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

	Bowls (All)		Indoor bowls		Outdoor bowls	
	%	Estimated number	%	Estimated number	%	Estimated number
All adults (age 16+)	4.2	141,000	1.9	62,000	2.7	91,000
Gender						
Male	5.0	80,000	1.5	25,000	3.8	61,000
Female	3.5	60,000	2.2	38,000	1.8	30,000
Age group						
16-24 years	1.1	6,000	0.4	2,000	0.7	4,000
25-39 years	2.7	21,000	1.8	14,000	1.2	10,000
40-54 years	2.8	26,000	1.3	11,000	1.8	17,000
55-69 years	6.0	41,000	1.6	11,000	4.8	33,000
70+ years	11.8	46,000	6.0	23,000	7.1	28,000
Ethnicity						
NZ European	4.8	104,000	1.9	42,000	3.4	72,000
Māori	2.0	4,000	0.8	1,000	1.8	3,000
Asian	3.3	11,000	3.2	11,000	0.1	<5,000
Pacific	3.2	4,000	1.0	1,000	2.2	3,000
Other Ethnicity	3.2	8,000	1.8	5,000	2.0	5,000
Two or more ethnic groups	3.4	9,000	0.9	2,000	2.6	7,000
Deprivation						
Low	3.8	41,000	1.0	11,000	3.2	35,000
Medium	5.2	59,000	2.9	33,000	2.6	29,000
High	3.6	40,000	1.7	18,000	2.4	27,000
Location^a						
Major urban	4.3	100,000	2.1	48,000	2.6	61,000
Secondary urban	2.5	6,000	0.7	2,000	1.9	5,000
Minor urban	5.6	15,000	2.5	7,000	4.0	11,000
Rural	4.1	19,000	1.3	6,000	3.1	15,000
Occupation						
Full-time or part-time work	3.1	55,000	1.0	17,000	2.4	43,000
Studying	1.5	4,000	1.0	3,000	0.5	1,000
Retired	10.7	55,000	5.1	26,000	6.7	34,000
At home looking after children	3.9	13,000	3.6	12,000	0.8	3,000
At home not looking after children	3.6	6,000	0.9	1,000	3.2	5,000
Other	3.4	7,000	1.4	3,000	2.0	4,000

^a See Appendix 1 for more information.



Among all people who participated in any form of bowls, 57.1% were men; however, 39.4% of those who played indoor bowls were men compared with 48.0% of all New Zealand adults (aged 16 years or over) being men (see table). Compared with all New Zealand adults³, the profile of bowls participants overall has:

- more men and fewer women
- fewer young adults (ie, aged 16 to 24 years) and adults aged 40 to 54 years, and more older adults (ie, aged 70 years or older)
- fewer Māori only
- similar socioeconomic backgrounds
- a similar geographic (ie, location) split
- fewer people who are in work (either full-time or part-time) or studying, and more people who are retired.

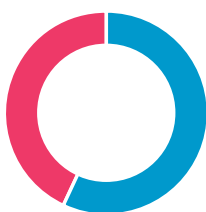
Compared with all New Zealand adults, among indoor bowls players there were fewer adults that lived in areas of low deprivation, more who lived in areas of medium deprivation, and fewer who lived in medium-sized urban areas.

Among outdoor bowls players there were fewer adults aged 25 to 39 years, more aged 55 to 69 years, more New Zealand European only and fewer Asian only ethnicities, and fewer adults at home with children.

More men, adults aged 55 to 69 years, and those who lived in areas of low deprivation, and fewer women and those identifying as Asian only, played outdoor bowls compared to indoor bowls.

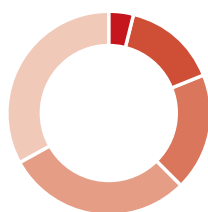
³ Confidence intervals (at the 95% level) have been used to indicate if significant differences exist between sport participants and all adults.

Figure 2: Demographic profile of adults who played bowls



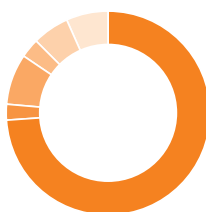
Gender

- Men (57.1%)
- Women (42.9%)



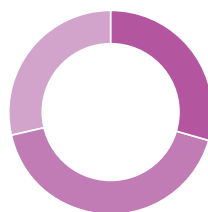
Age group

- 16-24 (4.1%)
- 25-39 (15.0%)
- 40-54 (18.6%)
- 55-69 (29.5%)
- 70+ (32.9%)



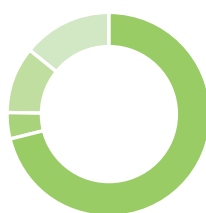
Ethnicity

- NZ European (74.1%)
- Māori (2.5%)
- Asian (7.9%)
- Pacific (3.2%)
- Other Ethnicity (5.7%)
- 2+ groups (6.6%)



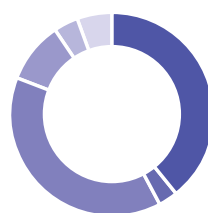
Deprivation

- Low (29.5%)
- Medium (42.0%)
- High (28.4%)



Location

- Major urban (71.2%)
- Secondary urban (4.2%)
- Minor urban (10.7%)
- Rural (13.9%)



Occupation

- In work (39.4%)
- Study (2.9%)
- Retired (38.8%)
- Home children (9.6%)
- Home no children (4.1%)
- Other (5.3%)

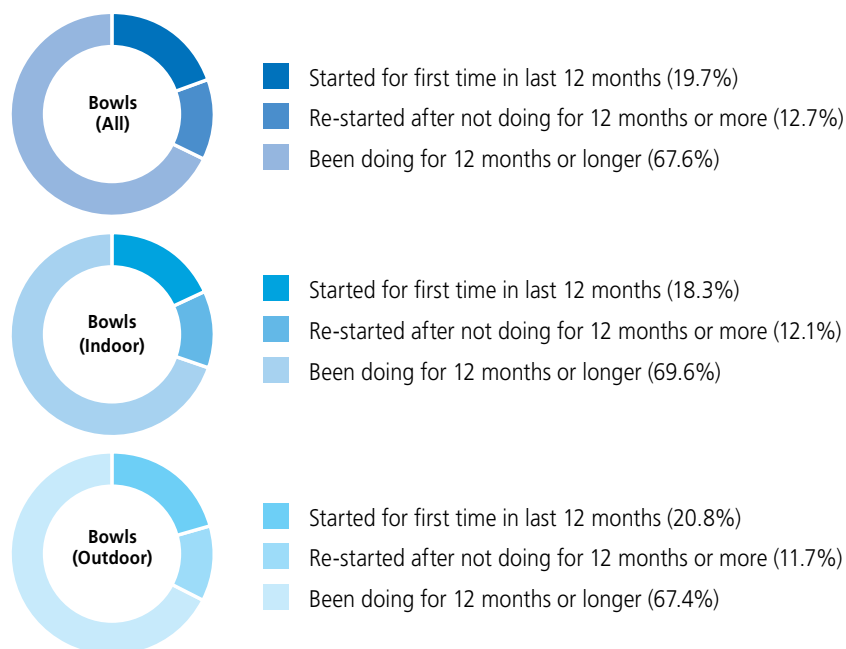
	Indoor bowls	Outdoor bowls	All of New Zealand
	%	%	%
Gender			
Male	39.4	66.7	48.0
Female	60.6	33.3	52.0
Age group			
16-24 years	3.6	4.0	15.9
25-39 years	22.9	10.5	23.8
40-54 years	18.4	18.5	27.6
55-69 years	17.7	36.5	20.9
70+ years	37.5	30.6	11.8
Ethnicity			
NZ European	67.0	79.5	64.8
Māori	2.4	3.5	5.3
Asian	17.2	0.4	10.0
Pacific	2.1	3.5	4.2
Other Ethnicity	7.3	5.4	7.5
Two or more ethnic groups	3.9	7.8	8.1
Deprivation			
Low	17.7	38.6	32.4
Medium	52.9	31.9	33.9
High	29.5	29.5	33.7
Location			
Major urban	77.2	66.7	70.2
Secondary urban	2.6	5.1	7.3
Minor urban	10.6	11.6	8.0
Rural	9.6	16.6	14.5
Occupation			
Full-time or part-time work	27.6	46.9	54.4
Studying	4.3	1.6	8.3
Retired	41.4	37.8	15.4
At home looking after children	19.6	3.2	10.4
At home not looking after children	2.2	5.6	4.8
Other	5.0	4.9	6.6

History of participation in the sport

Note: The information in this section of the report should be used with some caution (some sample sizes are small and statistical testing has not occurred).

Just under 7 out of 10 bowls participants (67.6%) in the past 12 months have taken part in the sport for a year or longer, while 2 out of 10 (19.7%) started for the first time in the last year, and over 1 in 10 (12.7%) re-started after not participating for a year or more (see Figure 3). A similar profile applies for both indoor and outdoor bowls participants in the past 12 months.

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



Over 5 out of 10 bowls participants (53.9%) have taken part in the sport for five years or less, with similar proportions having participated for 6 to 10 years (11.5%), 11 to 15 years (7.3%), 16 to 25 years (12.3%) and over 25 years (14.9%, see Figure 4). Again, this pattern was similar for both indoor and outdoor bowls participants.

Figure 4: Length of time taken part in sport

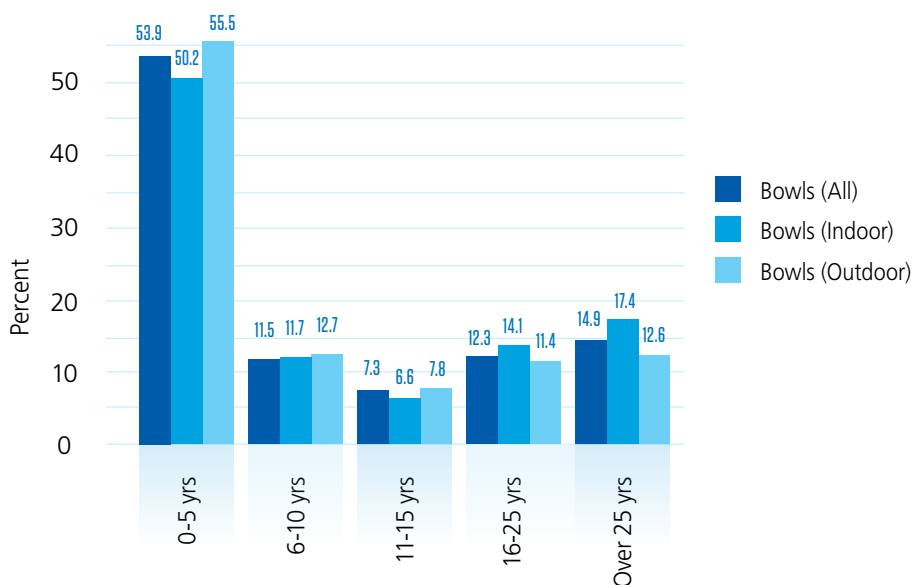
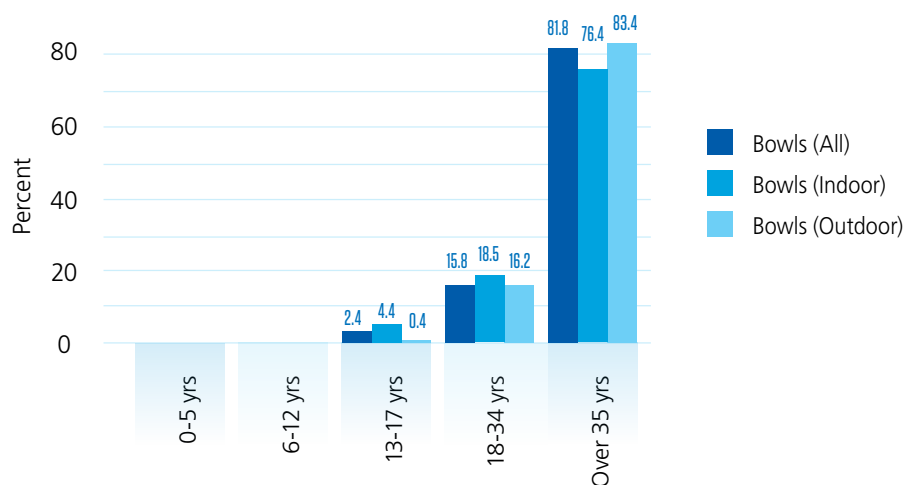


Figure 5 shows the estimated age at which bowls participants started in the sport. Just over 8 out of 10 (81.8%) started playing bowls when aged 35 years or over, with most of the remainder starting when aged between 18 and 34 years (15.8%). This is a similar pattern for both indoor and outdoor bowls participants.

Figure 5: Estimated starting age of those playing bowls



Participation in other sport and recreation activities

On average, adults who played bowls at least once over 12 months took part in 5.3 different sport and recreation activities over 12 months (the national average⁴ is 4.0). Indoor bowls players and outdoor bowls players took part in 5.0 and 5.8 activities over 12 months, respectively.

Table 3 shows the top 10 sport and active recreation activities undertaken by bowls participants, and the proportions who took part in them. Similar proportions of bowls participants took part in walking (66.7%) and outdoor bowls (64.6%), with over 4 out of 10 (44.5%) taking part in indoor bowls.

Indoor bowls players most commonly participated in walking, swimming, outdoor bowls and gym exercising (using equipment). Outdoor bowls players most commonly participated in walking, saltwater fishing, golf and swimming, with 14.1% also playing indoor bowls.

Table 3: Ten most common sport and active recreation activities that bowls players take part in

Bowls players (All)		Indoor bowls players		Outdoor bowls players	
Activity	%	Activity	%	Activity	%
Walking	66.7	Walking	67.6	Walking	64.9
Bowls (outdoor)	64.6	Swimming	24.8	Fishing (marine/saltwater)	32.0
Bowls (indoor)	44.5	Bowls (outdoor)	20.5	Golf	31.7
Swimming	29.0	Gym (using equipment)	19.9	Swimming	31.6
Fishing (marine/saltwater)	25.4	Jogging/running	18.4	Jogging/running	18.8
Golf	24.6	Fishing (marine/saltwater)	17.2	Cycling/biking	17.3
Jogging/running	17.4	Exercising at home	15.0	Exercising at home	14.4
Cycling/biking	15.5	Badminton	14.7	Bowls (indoor)	14.1
Exercising at home	14.4	Cycling/biking	12.5	Gym (using equipment)	10.5
Gym (using equipment)	14.2	Tennis	12.2	Dance (social)	10.3

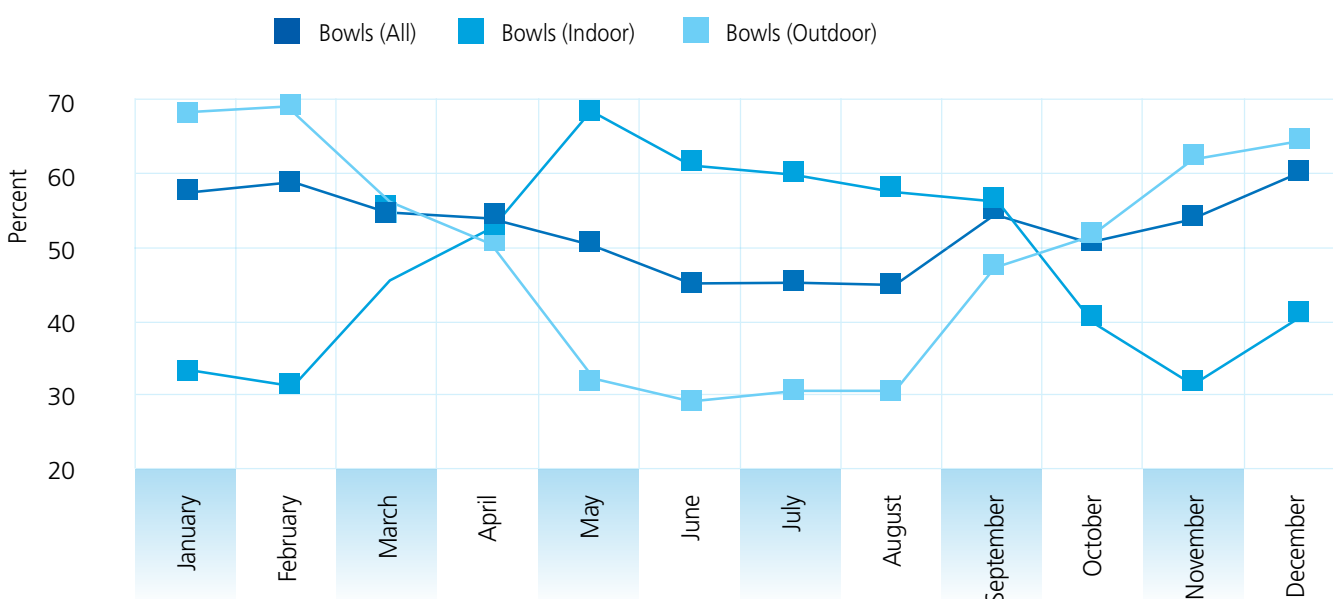
⁴ The national average is calculated for all adults, including those who did not take part in any activities.

Participation Patterns in the Sport

Seasonal participation

Overall, the seasonal pattern of participation in bowls was fairly consistent throughout the year (see Figure 6). However, the following information suggests that higher proportions of indoor bowls players took part in the winter months of May through August, while higher proportions of outdoor bowls players took part in the summer months of November through February.

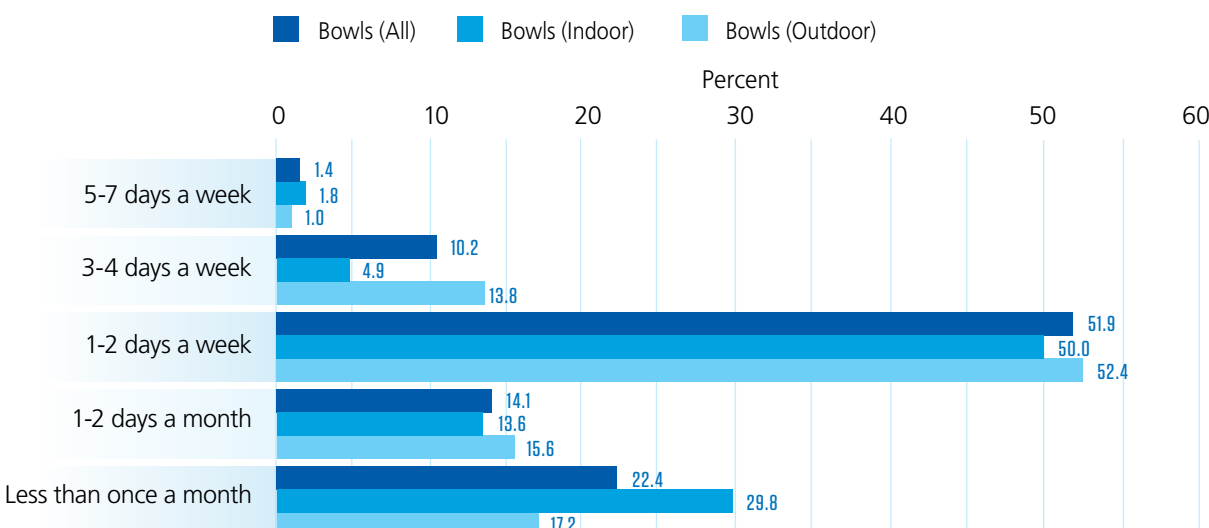
Figure 6: Seasonal participation in bowls



Frequency of participation

For bowls overall, participants most commonly played on one to two days per week (51.9%) with just over 2 out of 10 (22.4%) playing bowls less than once a month (see Figure 7). The information following suggests a higher proportion of outdoor bowls players took part in the sport more frequently (14.8% took part on three to seven days a week) than indoor bowls players (6.7%), while higher proportions of indoor bowls players more intermittent participation (29.8% took part less than once a month) than outdoor bowls players (17.2%).

Figure 7: Frequency of participation in bowls



Location of participation

Note: The information below should be used with some caution (statistical tests to identify differences have not been calculated).

Virtually all bowls participants (99.4%) took part in the sport at one or more man-made facilities, and most commonly at an *outdoor sports facility* (64.7%). Very few (1.2%) participated in natural settings.

All indoor bowls participants played bowls in man-made facilities and none played in natural settings. Similar proportions of indoor bowls participants played their sport at an *indoor sports facility or complex* (55.2%) and/or at an *indoor facility not used mainly for sport or recreation* (51.0%). The majority of outdoor bowls participants (over 9 out of 10, or 93.8%) played their sport at an *outdoor sports facility*.

	Bowls (All)	Indoor bowls	Outdoor bowls
Man-made facilities	%	%	%
At an outdoor sports facility	64.7	0.0	93.8
At an indoor sports facility or complex	27.5	55.2	7.7
At an indoor facility not used mainly for sport or recreation	21.5	51.0	2.3
At a gym or fitness centre	1.2	2.0	0.5
Outside on a path, cycleway or walkway in a town or city	0.9	2.2	0.0
Indoors or outside at a home	0.7	0.0	1.0
Indoors or outside at a marae	0.6	0.0	0.8
Natural settings	%	%	%
Outdoors at a park in a town or city	1.2	0.0	1.7
At a beach or by the sea	0.5	0.0	0.8

Note: Respondents could provide more than one answer.



Ways Participants Take Part in the Sport

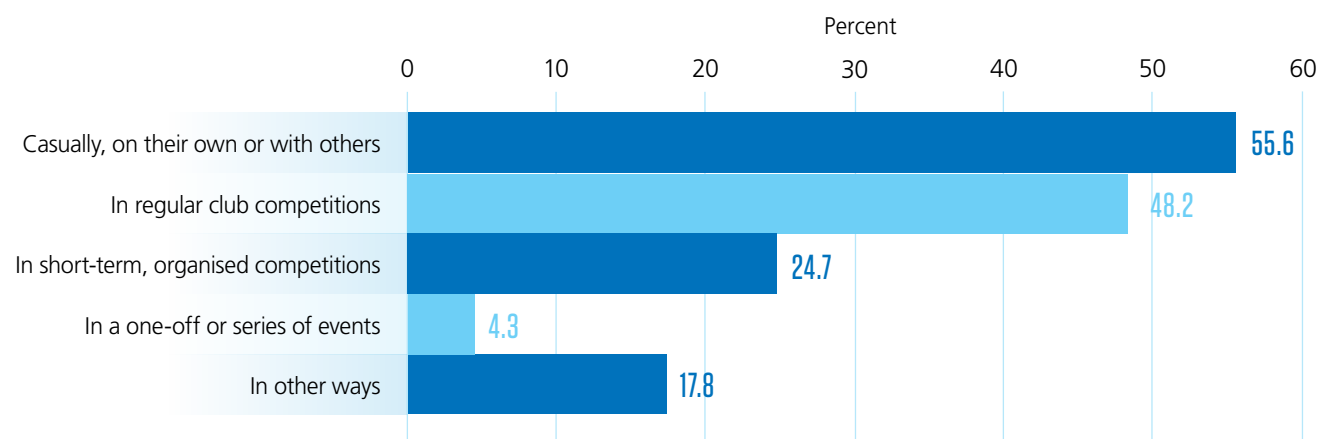
Note: The information in this section of the report (covering different ways of participation, through to payment types and membership) should be used with some caution (statistical tests to identify differences have not been calculated).

Different ways that participants take part

Almost 6 out of 10 bowls participants (55.6%) played bowls on a *casual basis*, either on their own or with others, followed by just under 5 out of 10 (48.2%) playing in *regular club competitions*. Over 2 out of 10 bowls participants (24.7%) took part in *short-term, organised competitions* (see Figure 9).

The most common ways in which indoor bowls participants took part in the sport were also on a *casual basis* (almost 6 out of 10, or 57.3%) and in *regular club competitions* (49.2%); these were also the two main ways they participated, by similar proportions for each (47.6% and 45.8%, respectively). A similar pattern exists for outdoor bowls participants, with participation on a *casual basis* and/or in *regular club competitions* being the most common ways of participating in the sport (52.9% and 48.4%, respectively), and the main ways in which they participated (36.6% and 41.0%, respectively). However, a higher proportion of outdoor bowls players took part in *short-term, organised competitions* (32.4%) than indoor bowls participants (8.7%, see table below Figure 9).

Figure 9: Ways in which bowls participants take part



Sub-sports	Indoor bowls		Outdoor bowls	
	All %	Main %	All %	Main %
Casually, on their own or with others	57.3	47.6	52.9	36.6
In regular club competitions	49.2	45.8	48.4	41.0
In short-term, organised competitions	8.7	4.0	32.4	20.3
In a one-off or series of events	3.6	0.6	4.1	0.4
In other ways	17.2	1.8	17.7	1.3

Note: Respondents could provide more than one answer.

Participation with other participants

Bowls participants most commonly participated in bowls in a *group arranged by the people who took part in the activity* (51.7%) followed by a *sports team that is part of a sports club* (34.6%, see Table 4).

The following information suggests that higher proportions of outdoor bowls participants played with either a *sports team that was part of a sports club* (40.2%) or a *work-related sports team* (17.2%) than indoor bowls participants (26.7% and 4.5%, respectively). A higher proportion of indoor bowls participants played with *another type of sports team such as a church team* (6.2%) than outdoor bowls players (0.6%).

Table 4: Participation with other participant groups

	Bowls (All)	Indoor bowls	Outdoor bowls
	%	%	%
A group arranged by the people who take part in the activity	51.7	54.6	48.1
A sports team that is part of a sports club	34.6	26.7	40.2
A work-related sports team	13.6	4.5	17.2
Another type of sports team (like a church team)	2.9	6.2	0.6
An organised group set up by an organisation (eg, local council)	2.5	2.9	2.3
Other type of group	0.0	0.0	0.0
None	14.0	13.9	14.7

Payment types

Table 5 shows that similar proportions (almost 5 out of 10 each) of bowls participants paid to participate in the sport on a *per visit, entry or hire basis* (47.1%) or *by way of membership at a sport or physical activity club* (45.0%), with just under 2 out of 10 (18.4%) who *paid entry costs for a competition or event (as an individual or team member)*.

The following information suggests that indoor bowls players were possibly more intermittent participants, with 6 out of 10 (60.8%) having paid on a *per visit, entry or hire basis*, compared with almost 4 out of 10 (37.1%) outdoor bowls players.

Table 5: Payment types when taking part in bowls

	Bowls (All)	Indoor bowls	Outdoor bowls
	%	%	%
Paid per visit, entry or hire	47.1	60.8	37.1
Paid by way of membership at a sport or physical activity club	45.0	39.9	44.8
Paid entry costs for a competition or event (as an individual or team member)	18.4	12.8	20.4
Could do the activity without paying – it was free	15.2	10.6	18.4
Paid by way of membership at a gym, swimming pool or recreation centre	7.4	5.8	8.5
Paid for a concession card	0.2	0.6	0.0
Paid using a community discount card that gives cheaper entry costs	0.0	0.0	0.0
Other payment type	1.3	1.0	1.3

Note: Respondents could provide more than one answer.

Membership of a club or centre

Over the previous 12 months, bowls participants were most commonly a *member of a sport or physical activity club* for the purpose of doing the sport (58.1%), although over 3 out of 10 (33.6%) were not a *member of any club, gym or centre* (see Table 6). *Membership of a sport or physical activity club* was most common for a higher proportion of outdoor bowls participants (62.5%) than indoor bowls participants (49.1%), while higher proportions of indoor bowls participants were *members of a community leisure or recreation centre* (8.6%) or *some other type of club* (8.9%) than outdoor bowls participants (3.5% and 1.7%, respectively).

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

	Bowls (All)	Indoor bowls	Outdoor bowls
	%	%	%
Member of ANY club/gym/centre	66.4	63.5	67.3
Member of sport or physical activity club	58.1	49.1	62.5
Member of gym or fitness centre	0.3	0.8	0.0
Member of community leisure or recreation centre	5.6	8.6	3.5
Member of other type of club	4.8	8.9	1.7
Not a member of any club/gym/centre	33.6	36.5	32.7

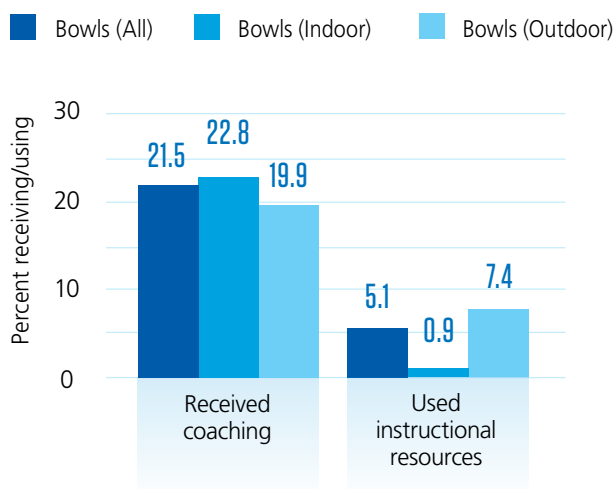
Note: Respondents could report being a member of each of the four types of club.

Coaching and use of instructional resources

Figure 10 shows that just over 2 out of 10 bowls participants (21.5%) received instruction or coaching to help improve their performance in the past 12 months, while almost 1 in 10 (5.1%) had used instructional resources (online or other books or videos).

The following information suggests that similar proportions (around 2 out of 10) of indoor and outdoor bowls participants received coaching or instruction, but that a higher proportion of outdoor bowls participants used instructional resources (7.4%) than indoor bowls participants (0.9%).

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



Motivations for and Barriers to Participation

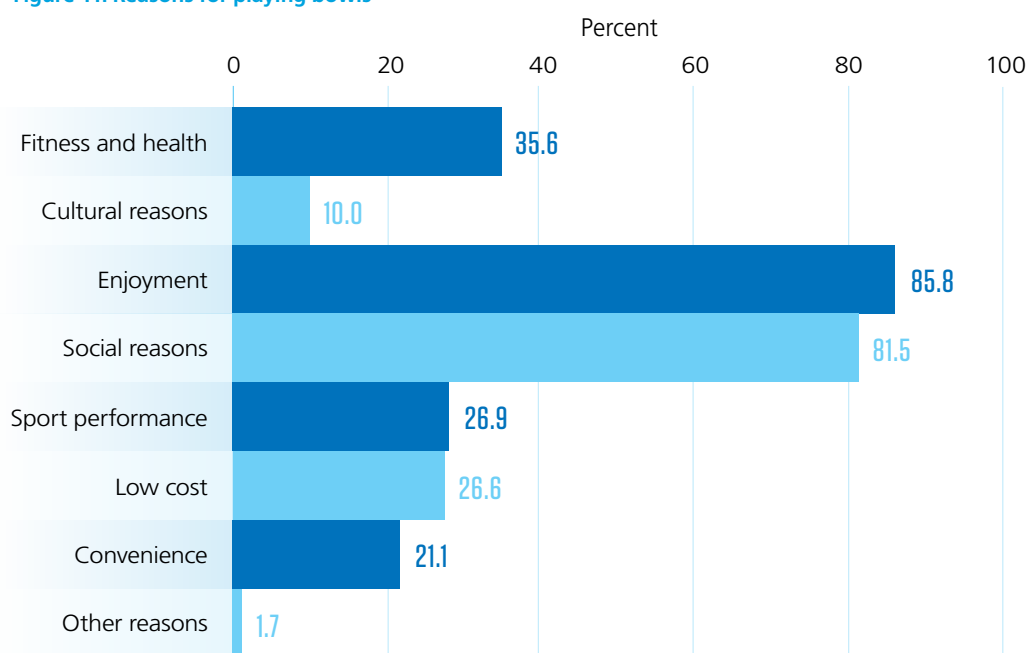
Reasons for taking part

Note: The information below should be used with some caution (statistical tests to identify differences have not been calculated).

Almost 9 out of 10 bowls participants (85.8%) took part in the sport for the enjoyment or the fun of it, with a similar proportion (81.5%) participating for social reasons (such as to meet with friends or be part of a club); these most common reasons were followed by almost 4 out of 10 (35.6%) taking part for fitness and health reasons (see Figure 11).

The following information suggests a similar pattern exists for both indoor and outdoor bowls participants, except that a higher proportion of outdoor bowls participants took part for sport performance reasons (32.3%) than indoor bowls participants (16.9%, see table below Figure 11).

Figure 11: Reasons for playing bowls



Sub-sports	Indoor bowls	Outdoor bowls
	%	%
Fitness and health	35.9	35.0
Cultural reasons	11.0	8.7
Enjoyment	82.2	86.5
Social reasons	80.6	81.6
Sport performance	16.9	32.3
Low cost	24.6	27.6
Convenience	15.9	23.0
Other reasons	2.5	1.6



Notes: Respondents could provide more than one answer. See Appendix 1 for more detail about what each group of reasons encompasses.

Interest in trying new activities and barriers to trying

Figure 12 shows that, among all adults, almost 5 out of 10 (46.8%) want to try a new sport or activity. Most commonly this includes just under 3 out of 10 (28.0%) that want to try a new recreational activity. Almost 1 in 10 (6.3%) want to try a team-based sport and over 1 in 10 (12.5%) want to try a type of 'other' sport (including bowls, but also see below for how activities have been grouped). 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

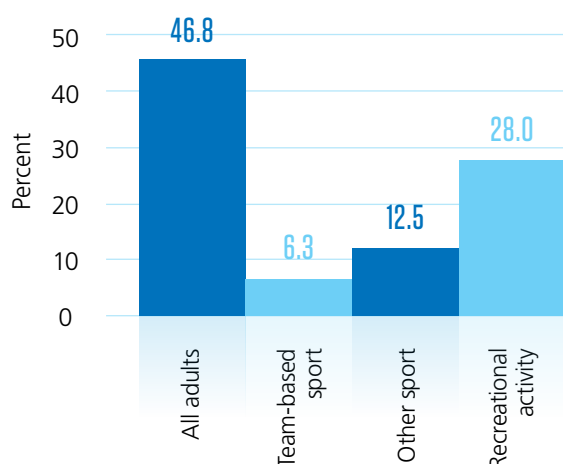
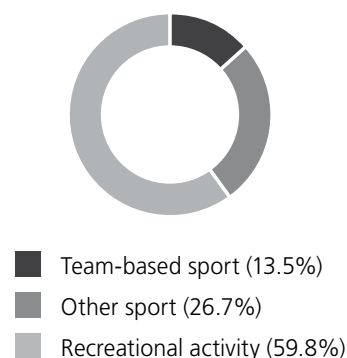


Figure 13: Of those wanting to try a new sport or activity – type of activity would most like to try



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 'other' sport (including bowls) were a lack of time, identified by almost 6 out of 10 adults (55.4%), and affordability (22.7%, see Table 7).

For those adults interested in trying each type of new activity, cost appeared to be a more prominent barrier to trying a new 'other' sport than it was to trying a new team-based sport.

Table 7: Barriers to trying an 'other' sport

All adults who would most like to try a comparable new 'other' sport	
	%
Lack of time	55.4
Too costly/can't afford it	22.7
Poor health/disability/injury	10.9
Don't know where to go or who to contact to do the activity	10.6
No facilities/parks nearby	8.9
Don't have anyone to do the activity with	8.4
I already do a lot of sport and recreation activities	5.7

Notes:

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

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%) who were interested in doing more of a recreational activity, while fewer than 1 in 10 each of those participating in a team-based sport or an 'other' sport (including bowls) would like to do more of that sport (3.7% and 5.9%, respectively). Figure 15 shows that almost 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

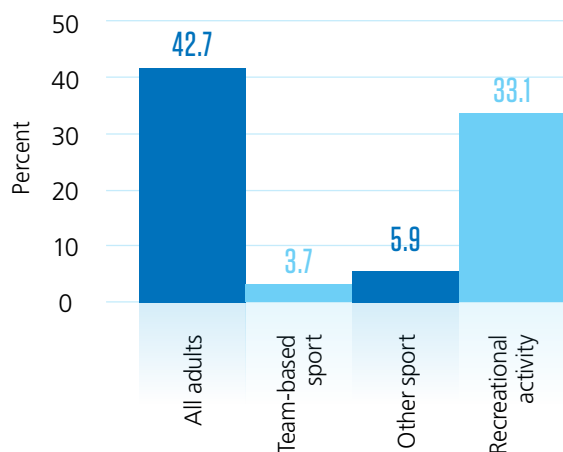
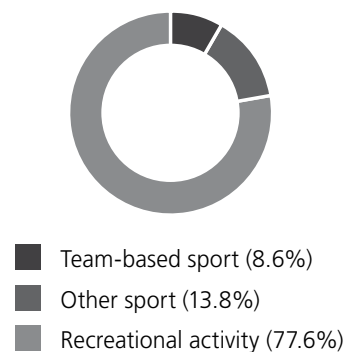


Figure 15: Of those wanting to do more of an existing sport or activity – type of activity would most like to do more of



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 'other' sport were a lack of time (identified by just under 7 out of 10 participants, or 68.6%), and affordability (12.9%, see Table 8).

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 a type of 'other' sport.

Table 8: Barriers to doing more of other sports

Participants who would like to do more of an 'other' sport	
	%
Lack of time	68.6
Too costly/can't afford it	12.9
Poor health/disability/injury	7.3
I already do a lot of sport and recreation activities	5.5
Don't have anyone to do the activity with	5.1

Notes:

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

Respondents could provide more than one answer.

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**.

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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