

**ACTIVE NEW ZEALAND
SURVEY SERIES**

Te Rangahau Korikori o Aotearoa

**Sport & Active
Recreation Profile**

SAILING & YACHTING

FINDINGS FROM THE 2013/14
ACTIVE NEW ZEALAND SURVEY

www.sportnz.org.nz



**SPORT
NEW ZEALAND**

Introduction

Content

This sport profile presents information about participation in sailing and/or yachting ('sailing/yachting') 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 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: Sailing & Yachting – 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, 127 reported participating in sailing or yachting at least once during the 12 months preceding the interview. The numbers of sailors 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 sailing or yachting in relation to the content of this profile report.

Table 1: Unweighted survey bases of adults who participated in sailing/yachting

Survey base	Number	Report content
Main Survey All participants	127	Participation levels Demographic profile Participation in other sport and recreation activities Seasonal participation Frequency of participation
Main Survey Participants (over a month)	96	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)	91	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.

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 men and those of New Zealand European only ethnicity, and fewer adults aged 25 to 39 years, took part in sailing/yachting.
- Over half of sailors took up the activity as adults, either between the ages of 18 and 34 (31.3%) or when aged 35 years or over (29.5%).
- Sailors took part in many other activities (7.5 on average), with the most common being walking, swimming, marine/saltwater fishing and cycling.

When

- Two-thirds (67.0%) of sailors took part in the sport on one to two days a month or less often.
- December to February were the most popular months for sailing/yachting.

Where

- All went sailing/yachting in natural settings, most commonly *in or on the sea* (86.3%) and *on or in a lake* (21.6%).
- Most (64.9%) were not a *member of any type of club, gym or centre* for the purpose of sailing/yachting over the last 12 months.

How

- Three-quarters (77.6%) went sailing/yachting on a *casual basis*; 23.7% took part in *regular club competitions*.
- Two-thirds (66.6%) went sailing/yachting for free, and 22.6% paid *by way of membership at a sport or physical activity club*.

Why

- Sailors primarily took part for enjoyment or the fun of it (90.5%), followed by 50.7% participating for social reasons.



Findings

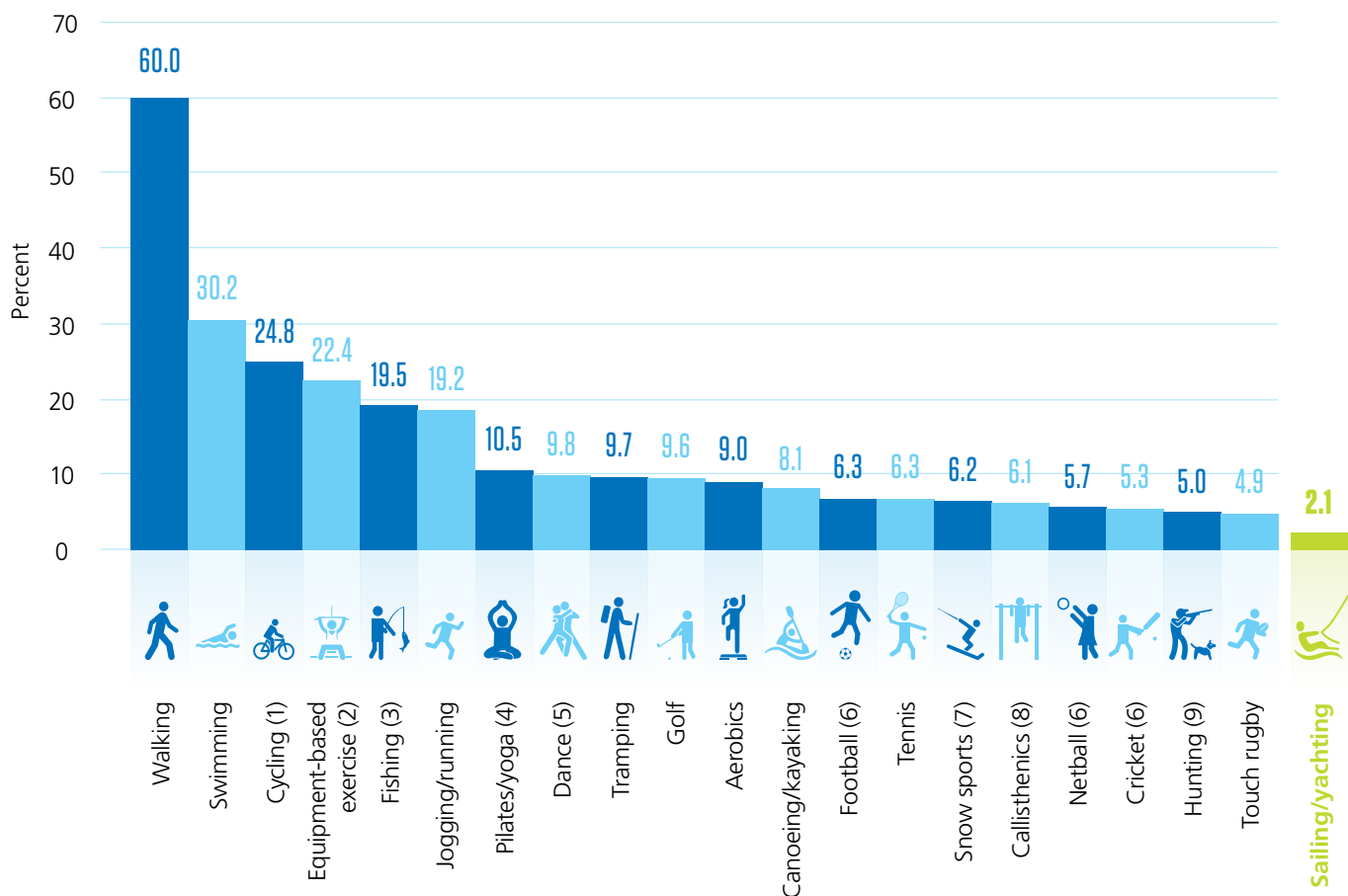
Participation levels

2013/14 participation levels

Over 12 months, fewer than 1 in 10 (2.1%) of all New Zealand adults aged 16 years and over (around 70,000 people) participated in sailing or yachting at least once. Among the various sport and recreation activities, sailing/yachting had the 43rd highest participation rate.

Figure 1 presents the 20 sport and recreation activities with the highest participation levels among all New Zealand adults², plus sailing/yachting.

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 sailing/yachting. For example, among all men in New Zealand, fewer than 1 in 10 (3.4%) participated in sailing/yachting at least once over 12 months.

Large numbers of sailors were men, New Zealand Europeans, 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 sailing/yachting at least once over 12 months

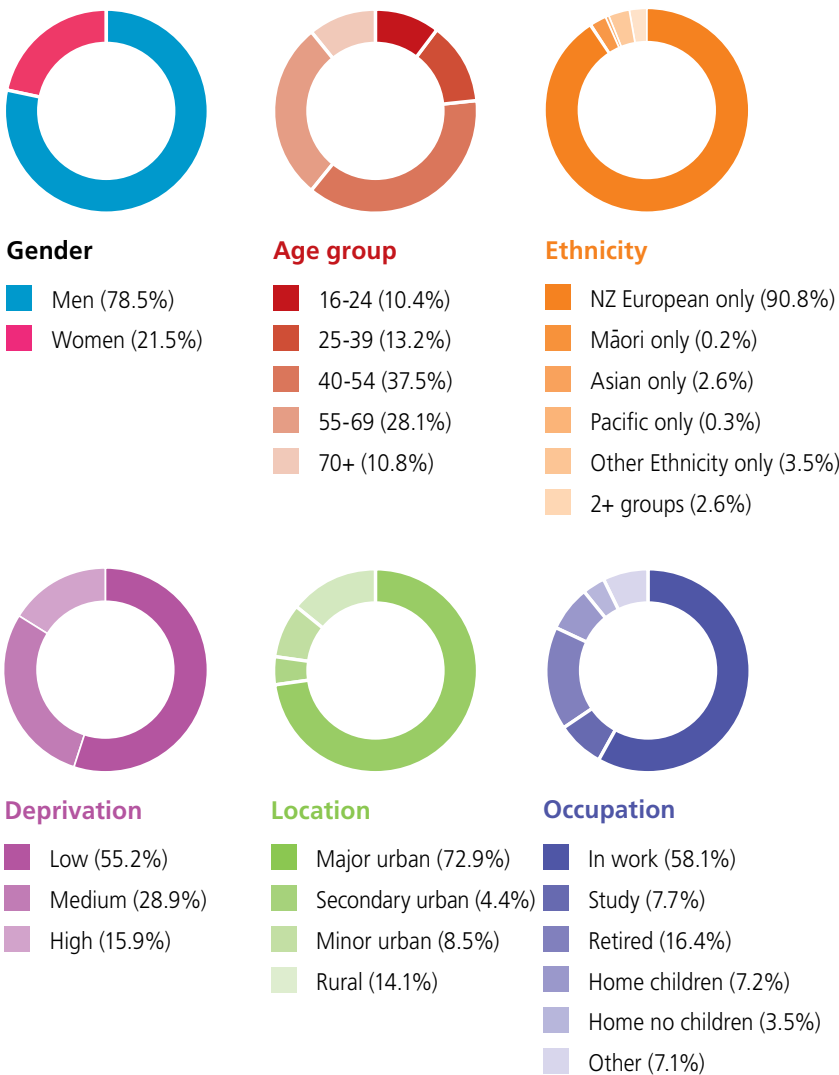
Sailors		
	%	Estimated number
All adults (age 16+)	2.1	70,000
Gender		
Men	3.4	55,000
Women	0.9	15,000
Age (years)		
16-24	1.4	7,000
25-39	1.2	9,000
40-54	2.9	26,000
55-69	2.8	20,000
70+	1.9	8,000
Ethnicity		
NZ European only	3.0	63,000
Māori only	0.1	<500
Asian only	0.5	2,000
Pacific only	0.1	<500
Other Ethnicity only	1.0	2,000
Two or more ethnic groups	0.7	2,000
Deprivation		
Low	3.6	39,000
Medium	1.8	20,000
High	1.0	11,000
Location*		
Major urban	2.2	51,000
Secondary urban	1.3	3,000
Minor urban	2.2	6,000
Rural	2.1	10,000
Occupation		
Full-time or part-time work	2.3	41,000
Studying	2.0	5,000
Retired	2.2	11,000
At home looking after children	1.5	5,000
At home not looking after children	1.5	2,000
Other	2.3	5,000

* See Appendix 1 for more information.

Figure 2 presents demographic information about sailors, while the table to the right presents demographic information for all New Zealand adults. For example, among all people who participated in sailing/yachting, 78.5% were men, while 48.0% of all New Zealand adults (aged 16 years or over) are men. Compared with all New Zealand adults³, the profile of sailors has:

- more men and fewer women
- fewer adults aged 25 to 39 years
- more adults of New Zealand European only ethnicity and fewer of each other ethnic group
- more who lived in areas of low deprivation and fewer who lived in areas of high deprivation
- a similar geographic (ie, location) split
- a similar occupational split.

Figure 2: Demographic profile of adults who participated in sailing/yachting



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 over 8 out of 10 sailors (81.6%) who have been sailing/yachting over the past 12 months have done so for a year or longer. Almost 1 in 10 (5.5%) started for the first time in the last year, and over 1 in 10 (13.0%) re-started after not sailing/yachting for a year or more (see Figure 3).

Around 5 out of 10 sailors (50.2%) have taken part in the sport for over 25 years, while just under 3 out of 10 (27.9%) have taken part for five years or less (see Figure 4).

Figure 3: Take-up of sailing/yachting in the past 12 months*

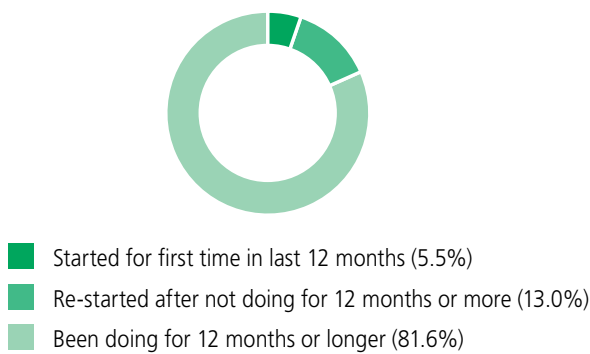


Figure 4: Length of time taken part in sport*

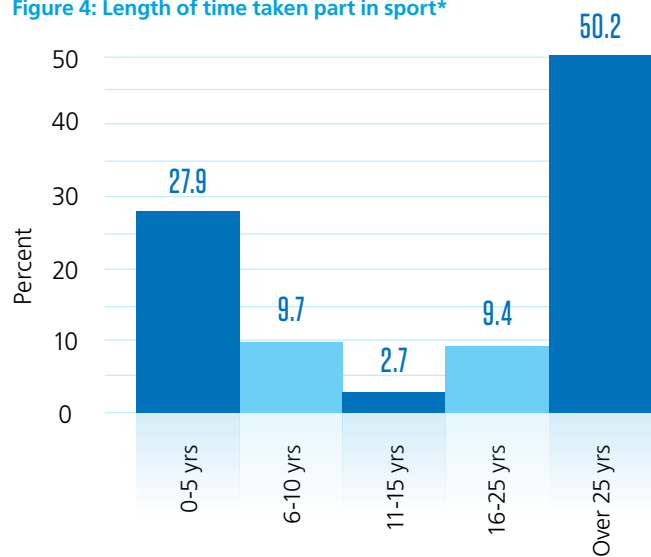
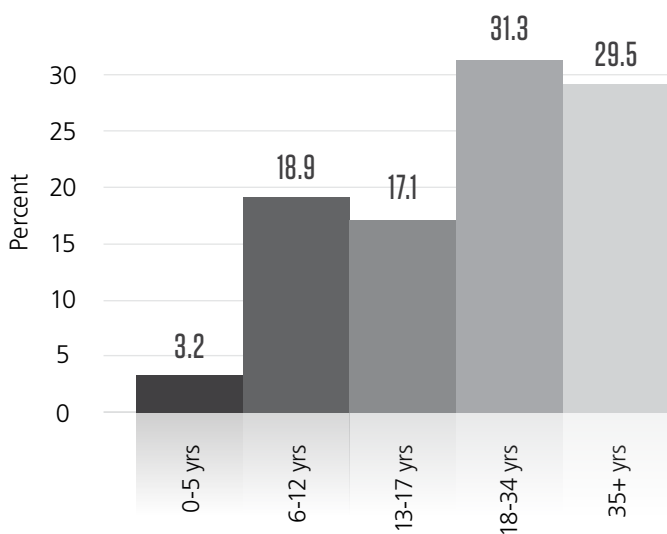


Figure 5 shows the estimated age at which sailors started in the sport. Similar proportions, around 3 out of 10 each, started between the ages of 18 and 34 years (31.3%) or when over 35 years old (29.5%). Similar proportions, almost 2 in 10 each, started when aged between 6 and 12 (18.9%) or between 13 and 17 (17.1%) years.

Figure 5: Estimated starting age of those participating in sailing/yachting*



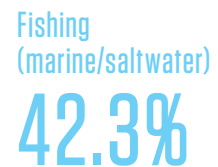
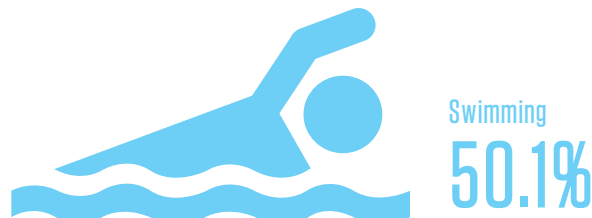
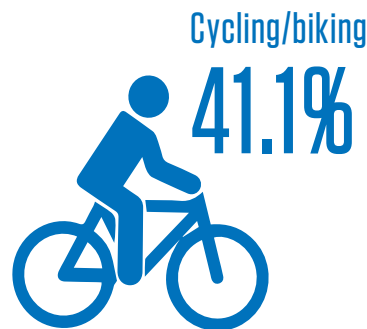
Participation in other sport and recreation activities

On average, adults who participated in sailing/yachting at least once over 12 months took part in 7.5 different sport and recreation activities over 12 months (the national average⁴ is 4.0).

Table 3 shows the top 10 other activities undertaken by sailors, and the proportion of sailors that took part in them. Over 6 out of 10 sailors (64.9%) took part in walking, followed by swimming (50.1%) and similar proportions who took part in marine/saltwater fishing (42.3%) and cycling/biking (41.1%).

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

Sailors	
	%
Walking	64.9
Swimming	50.1
Fishing (marine/saltwater)	42.3
Cycling/biking	41.1
Canoeing/kayaking	30.0
Tramping	28.0
Jogging/running	26.9
Mountain biking	23.0
Surfing/body boarding	19.8
Diving/scuba diving	15.4



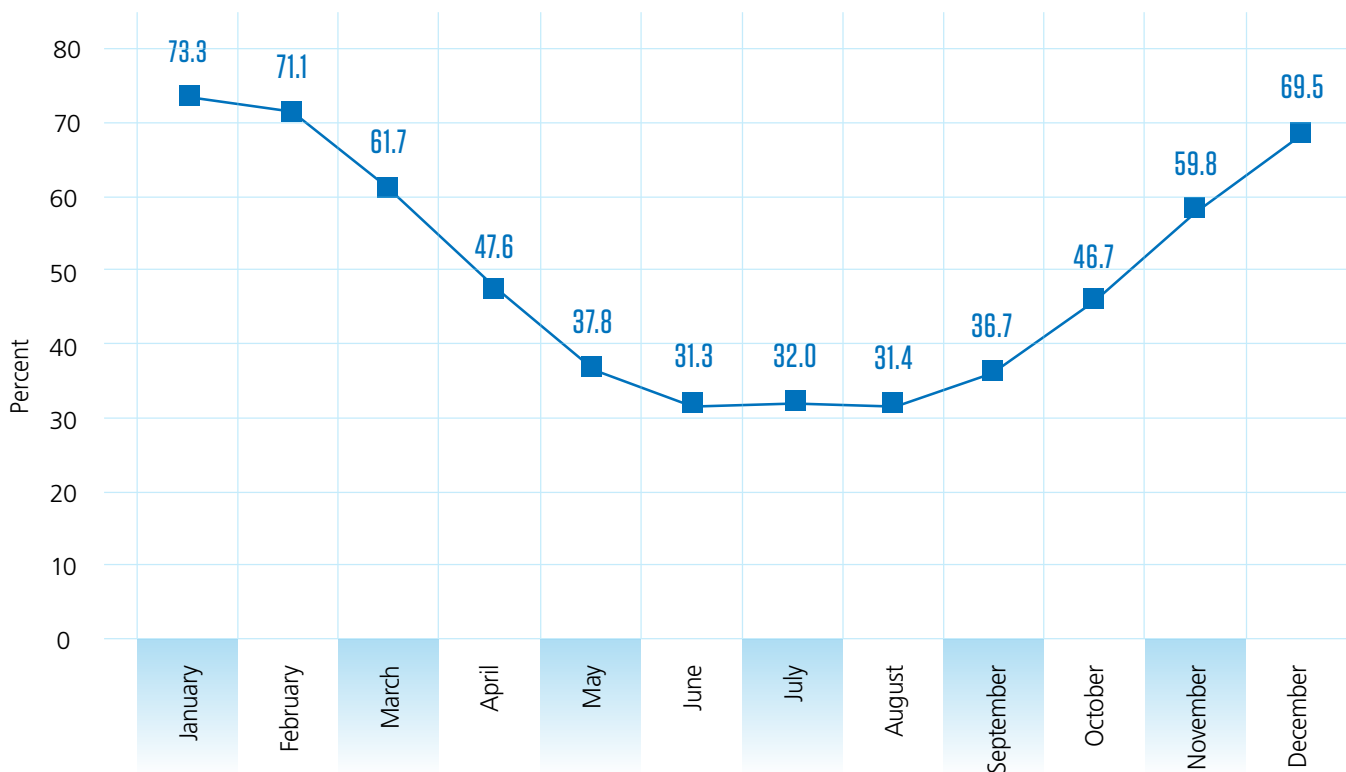
⁴ The national average is calculated for all adults, including those who did not take part in any activities.

Participation Patterns in the Sport

Seasonal participation

Overall, sailors most commonly participated during the summer months of December to February (see Figure 6). Participation was lowest during the winter months of June to August.

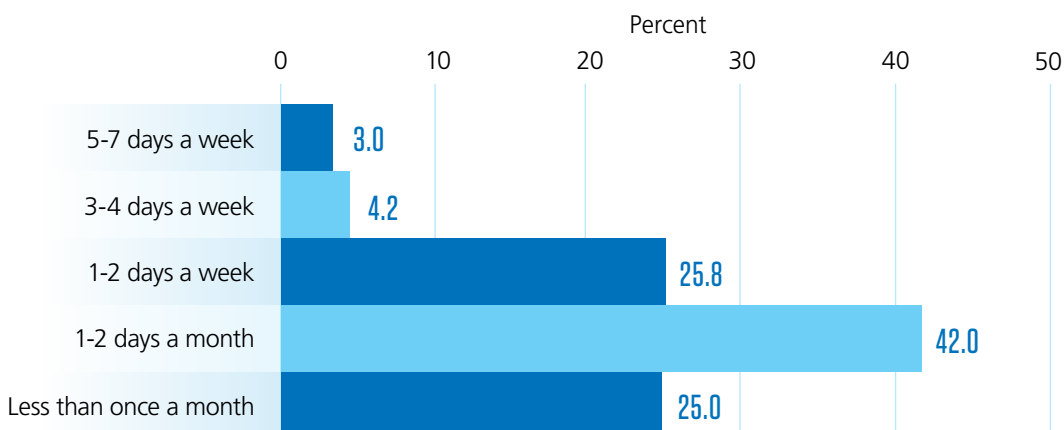
Figure 6: Seasonal participation in sailing/yachting



Frequency of participation

Sailors most commonly participated in the sport on one to two days a month (42.0%), with similar proportions participating in the sport on one to two days a week (25.8%) or less than once a month (25.0%, see Figure 7).

Figure 7: Frequency of participation in sailing/yachting



Location of participation

All sailors took part in the sport in natural settings. The most common locations were *in or on the sea* (86.3%) and *on or in a lake* (21.6%).

Sailors*	
Natural settings	%
In or on the sea	86.3
On or in a lake	21.6
At a beach or by the sea	9.4
On or in a river	5.7
By a lake	1.3

Note: Respondents could provide more than one answer.

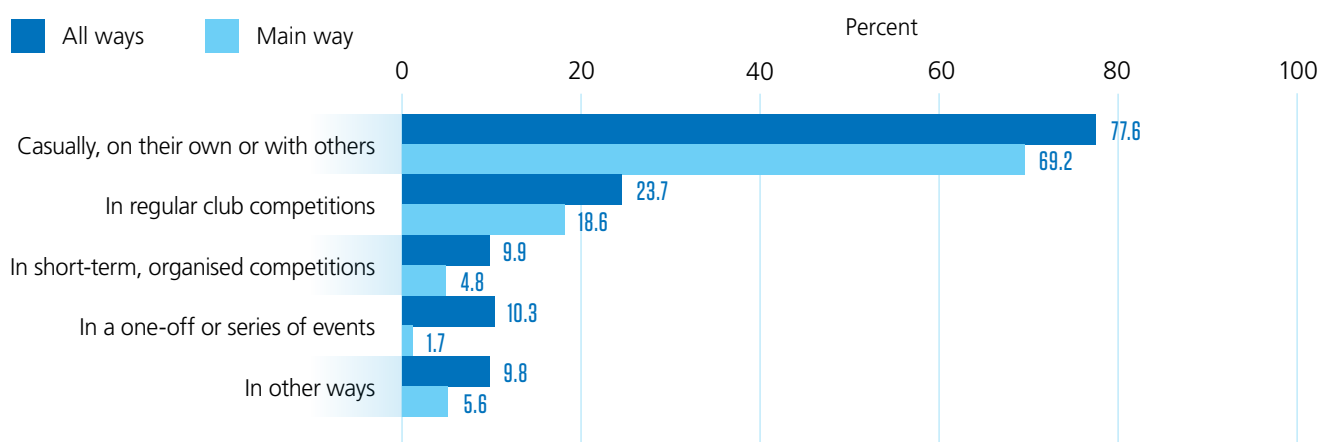


Ways Participants Take Part in the Sport

Different ways that participants take part

Just under 8 out of 10 sailors (77.6%) participated on a *casual basis*, either on their own or with others, and this was also the main way they participated (69.2%, see Figure 9). Over 2 in 10 (23.7%) took part in *regular club competitions*.

Figure 9: Ways in which sailing/yachting participants take part*



Note: Respondents could provide more than one answer.

Participation with other participants

Almost 5 out of 10 sailors did not participate in the sport in any organised group (47.0%, see Table 4). When they did so, this was most commonly *arranged by the people who took part in the sport* (40.9%), with 1 in 10 (10.6%) taking part in a *sports team that was part of a sports club*.

Table 4: Participation with other participant groups

Sailors	
	%
A group arranged by the people who take part in the activity	40.9
A sports team that is part of a sports club	10.6
A work-related sports team	1.7
Another type of sports team (like a church team)	0.0
An organised group set up by an organisation (eg, local council)	0.0
Other type of group	4.0
None	47.0

Note: Respondents could provide more than one answer.

Payment types

Table 5 shows sailors most commonly participated in the sport for free (66.6%), with over 2 in 10 (22.6%) having paid by way of membership at a sport or physical activity club.

Table 5: Payment types when taking part in sailing/yachting*

Sailors	
	%
Could do the activity without paying – it was free	66.6
Paid by way of membership at a sport or physical activity club	22.6
Paid per visit, entry or hire	6.7
Paid entry costs for a competition or event (as an individual or team member)	5.7
Paid by way of membership at a gym, swimming pool or recreation centre	2.1
Paid using a community discount card that gives cheaper entry costs	0.0
Paid for a concession card	0.0
Other payment type	0.3

Note: Respondents could provide more than one answer.

Membership of a club or centre

Over the previous 12 months, sailors were most commonly not a member of any club, gym or centre for the purpose of doing the sport (64.9%, see Table 6). Just over 3 out of 10 (31.4%) were members of a sport or physical activity club.

Table 6: Membership of a club, gym or centre to take part in sailing/yachting*

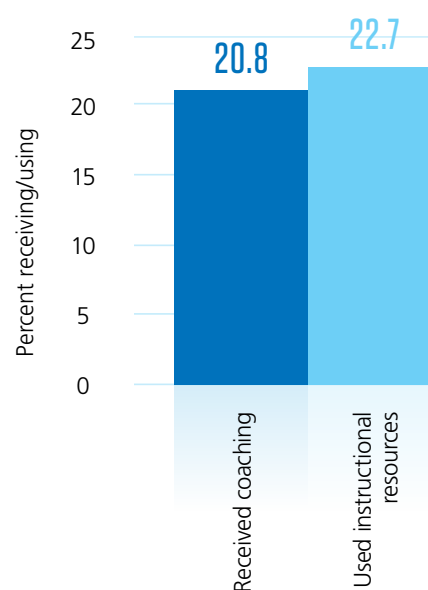
Sailors	
	%
Member of ANY club/gym/centre	35.1
Member of sport or physical activity club	31.4
Member of community leisure or recreation centre	2.6
Member of gym or fitness centre	0.0
Member of other type of club	1.1
Not a member of any club/gym/centre	64.9

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 similar proportions of sailors either received coaching for the sport in the past 12 months (20.8%) or used instructional resources such as online or other books or videos (22.7%) to help improve their performance.

Figure 10: Receipt of coaching and use of instructional resources by sailing/yachting participants*

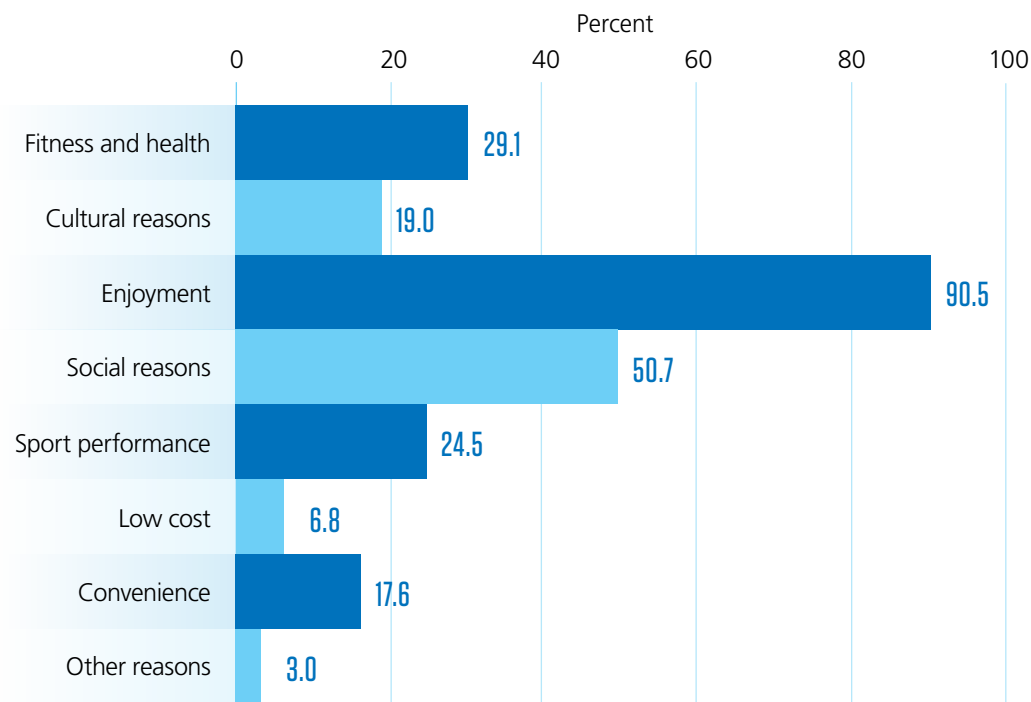


Motivations for and Barriers to Participation

Reasons for taking part

Around 9 out of 10 sailors (90.5%) participated in the sport for the enjoyment or the fun of it, followed by around 5 out of 10 (50.7%) participating for social reasons (see Figure 11). Similar proportions of sailors each identified they participated in sailing/yachting for fitness and health reasons (29.1%) and for sport performance reasons (24.5%).

Figure 11: Reasons for participating in sailing/yachting*



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%) want to try a new sport or activity. Most commonly this includes just under 3 out of 10 (28.0%) who want to try a new recreational activity (including sailing/yachting, but also see below for how activities have been grouped). Almost 1 in 10 (6.3%) want to try a team-based sport and over 1 in 10 (12.5%) want to try some 'other' type of 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

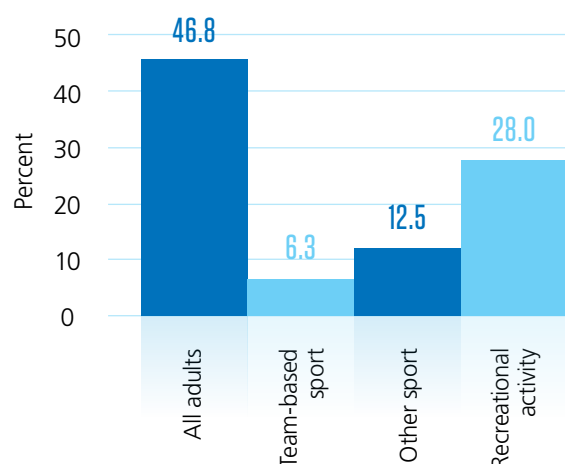
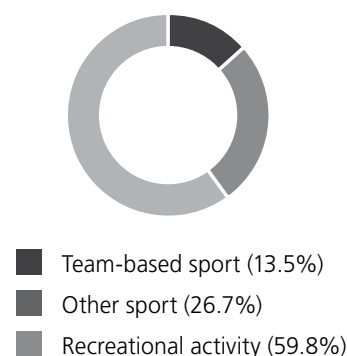


Figure 13: Of those wanting to try a new sport or activity – type of activity would most like to try



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 sailing/yachting) were a lack of time, identified by over 5 out of 10 (53.5%) adults, and affordability (26.9%, 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 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.

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.

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

Figure 14 shows that, among existing participants, 4 out of 10 (42.7%) were interested in doing more of a sport or activity that they currently participated in. This includes 3 out of 10 (33.1%) who were interested in doing more of a recreational activity (including sailing/yachting), 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, fewer than 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

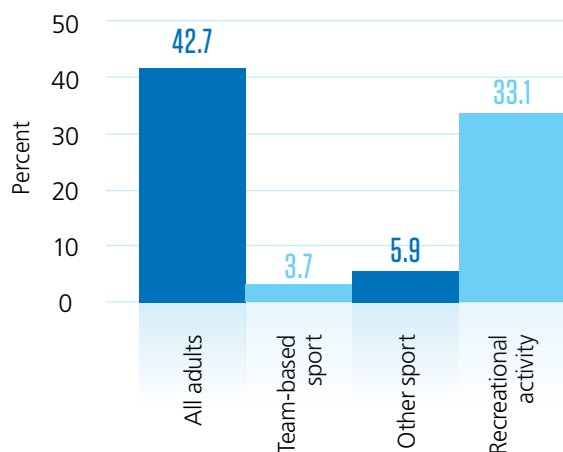
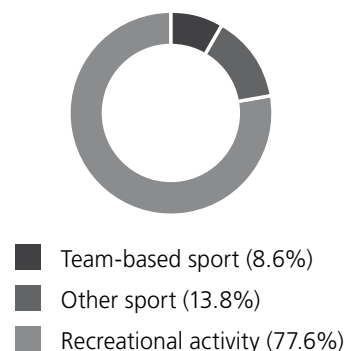


Figure 15: Of those wanting to do more of an existing sport or activity – type of activity would most like to do more of



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).

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.

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.

Trends in Participation: 1997/98 to 2013/14

Figure 16 presents insights into participation trends in sailing/yachting 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 a decrease in participation in sailing/yachting among all adults, by 3.3 percentage points, between 1997/98 and 2013/14. This downward trend has occurred consistently across both men and women.

Participation rates have decreased between 1997/98 and 2013/14 across most age groups, with the largest decrease (by 5.6 percentage points) being among young adults aged 18 to 24 years. Among adults aged 50 to 64 years, participation in sailing/yachting is lower in 2013/14 than in 1997/98, although it is higher than in 2007/08. Only adults aged 65 years or over have a higher rate of participation in sailing/yachting in 2013/14 than in 1997/98, although this rate is lower than in 2007/08.

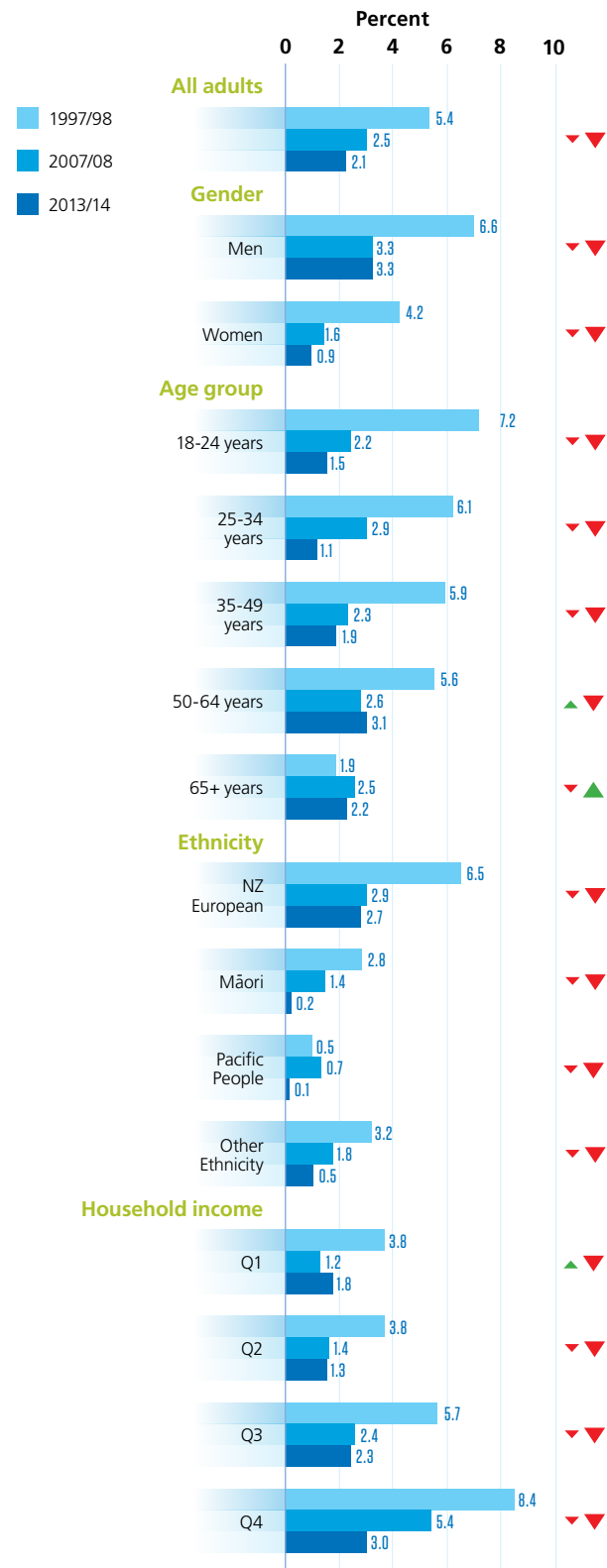
Participation rates have decreased between 1997/98 and 2013/14 for each ethnic group, with the largest decrease (by 3.9 percentage points) being among New Zealand Europeans.

Sailing/yachting participation rates are also consistently lower across all household income groups in 2013/14 than in 1997/98, although the participation rate is slightly higher in 2013/14 for the lowest (Q1) group than in 2007/08. The largest decrease (by 5.4 percentage points) has been among those in the highest (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: Sailing/yachting



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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