

**ACTIVE NEW ZEALAND
SURVEY SERIES**

Te Rangahau Korikori o Aotearoa

**Sport & Active Recreation
Regional Profile**

**TARANAKI
REGION**

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





Citation

Sport New Zealand. (2015). *Sport and Active Recreation Regional Profile: Taranaki Region – 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.

ISBN: 978-1-927232-75-0 WEB

Contents

A QUICK LOOK	2
At Adults	2
At Participants	3
INTRODUCTION	4
Methodology	4
FINDINGS	6
Participation in Sport and Active Recreation over Different Timeframes	6
Popular Sport and Recreation Activities	8
Number of Sport and Recreation Activities Participated In	10
Ways Participants Take Part in Sport and Active Recreation	11
Where People Participate in Sport and Active Recreation	16
Reasons for Participating in Sport and Active Recreation	18
Participation in Events	19
Interest in, and Barriers to, More Sport and Active Recreation	20
Volunteering in Sport and Active Recreation	24
Regional Comparisons	26
Appendix 1	28

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

67% of adults in the Taranaki region (56,000) **take part** in sport and recreation in any given **week**



Each year, almost

29,000

adults **volunteer** in sport and recreation

Each year, around **13,900** adults (**17%**) **take part** in one or more sport and recreation **events**

– Fun runs/walks and other running/walking events (such as half marathons, marathons, 10km races) are the most popular events.



Most adults (**69%**) are **interested in** either **trying** a new sport/activity or **doing more** of an existing one.



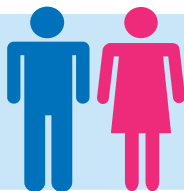
A quick look at... Participants



(everyone in the Taranaki region who took part in sport and recreation)

Who

Compared with all New Zealand adults, similar proportions of men and women participated in sport and recreation activities in Taranaki region.



Taranaki region adults participate in a similar number of activities (4.0 on average) to the number for all New Zealand adults (4.0).

What

The most popular activities are recreational in nature –



walking



swimming



cycling



fishing

The most popular sports are –



golf



bowls



netball



motorsports

Where

Just over 9 out of 10 participants (92%) took part in sport and recreation at one or more **man-made facilities**.

The most common were **paths, cycleways and walkways** in towns/cities (66%).

Just under 8 out of 10 (79%) took part in one or more **natural settings**, most commonly the **at the beach or by the sea** (55%).

Just over 4 out of 10 participants (44%) belong to a club or centre for the purpose of doing activities; 34% belong to a **sports club**, while 12% are members of a **gym or fitness centre**.



How



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

Almost 7 out of 10 participants (65%) took part in sport and recreation activities with an organised group; this was most commonly **a group arranged by the people who take part in the activity** (48%).

The most common way people pay to participate is on a **per visit, entry or hire** basis (29%).

Over 3 out of 10 (35%) **used instructional resources**, in the past 12 months to help improve their performance.

Why

Around 9 out of 10 participants (91%) say that **enjoyment** is the key reason for taking part in activities. A similar proportion of participants (85%) say they take part in activities for **fitness and health**.



91%



85%



A **lack of time** is by far the number one reason interested participants give as a reason for not doing more sport and recreation activities, either for trying a new activity (42%), or doing more of an existing activity (65%). **Cost** comes a distant second in each case (17% and 9%, respectively).

Introduction

This profile presents information about sports participation and volunteering among adults in the Taranaki region, aged 16 years and over. It is compiled from information collected through the 2013/14 Active New Zealand Survey.

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, which asked questions around what activities adults do, how often they participate, the different way they choose to take part, where they take part and for what reasons. This part of the survey also asked questions about sport volunteering.
- The second part (the **Follow-up Survey**) was a further 10-minute interview, which asked questions around history of participation in different activities, their interest in doing more sport and recreation and whether or not they receive coaching of any kind.

Sample

The sample design for the Active New Zealand Survey (ANZS) included some geographic stratification based on the boundaries of the 17 regional sports trusts (RSTs) in existence in 2012 (the time at which the survey was developed). To ensure a minimum of interviews for some of the smaller RSTs, some of the sample was randomly reallocated from some of the larger RSTs. This approach has allowed for a complete set of regional profiles to be written. It should be noted, however, that the Sport NZ series of regional profiles does not include reports for any RST within Auckland Council boundaries. The reason for this is that Auckland Council, in partnership with Sport NZ, has written a report for this geographic area, which includes a geographic breakdown based on the four sub-regional RSTs.

Nation-wide, a total of 6,448 adults aged 16 years and over took part in the 2013/14 ANZS. 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, ethnicity and region) were under- or over-represented in the survey

responses. To account for this, the responses in this report are adjusted, or weighted, using information on the make-up of the New Zealand population from the 2013 Census. The response rate for the Taranaki region was 58%.

Of the 6,448 adults that took part in the 2013/14 ANZS, 275 were resident in the Taranaki region. Table 1 shows the total number of completed interviews and weighted population numbers for the Taranaki region.

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

	Number interviewed	Weighted population numbers
All adults	275	84,400
Men	122	41,600
Women	153	42,900

The numbers of sport and recreation participants that answered each question vary according to their frequency of participation in a sport and recreation activity, and/or if they took part in the **Follow-up Survey**. The unweighted bases for survey respondents that reported participating in sport and recreation activities in relation to the content of this profile report are set out in Appendix 1.

Information reported

In addition to reporting on adults in the Taranaki region, this report (where possible) provides results for men and women. Sample sizes are too small to look at other sub-populations. Information which is based on sample sizes of fewer than 50 respondents is shown with an asterisk (*) in the table heading or figure legend or title.

The **text** in this report identifies whether **results are statistically significant** between **adults in the Taranaki region and those nation-wide**, and also between **men and women in the Taranaki region**. It should be noted that many large differences are not significant; and so the results may be described as similar. More information about the analysis and statistical significance of findings is outlined in Appendix 1.

¹ Active Auckland at this point was still in its formative stages. Active Auckland follows the Auckland Council model and now provides regional leadership including for the four other Auckland-based RSTs – Sport Auckland, Sport Waitākere, Counties-Manukau Sport and Harbour Sport.

Where appropriate in this report, an estimate of the number of participants is included. **These population estimates** are derived using population information from the 2013 Census.

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.

Definition of sport

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

Taranaki

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



FINDINGS

Participation in Sport and Active Recreation over Different Timeframes

This section looks at participation in sport and recreation by adults in the Taranaki region over three timeframes: a year, a month and a week.

Participation in sport and recreation activities over different timeframes, including walking

Over 9 out of 10 adults aged 16 years and over in the Taranaki region (93.5%, or around 79,000 people) took part in one or more sport or recreation activities over 12 months (see Table 2). The proportions who took part in at least one activity decrease as the timeframe shortens (ie, from year to month to week):

- over 4 weeks the figure is 81.3% (69,000 adults)
- over 7 days it is 66.6% (56,000 adults).

Participation levels were similar to those for all New Zealand adults, and for men and women in the Taranaki region, for each timeframe.

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

Walking is a popular activity for most adults and influences overall participation levels. When walking is excluded from the participation figures, the proportion of adults who took part in at least one activity was lower across all three timeframes. The differences are more noticeable as the timeframes shorten.

When walking is excluded, the participation figures for all adults in the Taranaki region were:

- over 12 months – over 8 out of 10 (83.7%, 10 percentage points lower)
- over 4 weeks – over 6 out of 10 (64.0%, 17 percentage points lower)
- over 7 days – almost 5 out of 10 (47.5%, 19 percentage points lower).

Across the three timeframes, participation levels were again similar when compared with all New Zealand adults. Over 12 months, however, the participation rate for men in Taranaki region was higher than that for women (see Table 2).



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

	Over 12 months			Over 4 weeks			Over 7 days		
	Taranaki		All NZ	Taranaki		All NZ	Taranaki		All NZ
	%	Estimated number	%	%	Estimated number	%	%	Estimated number	%
	Including walking			Including walking			Including walking		
All adults	93.5	79,000	94.2	81.3	69,000	85.1	66.6	56,000	74.0
Men	93.4	39,000	94.8	83.8	35,000	84.9	66.6	28,000	72.4
Women	93.6	40,000	93.7	78.8	34,000	85.3	66.6	29,000	75.5
	Excluding walking			Excluding walking			Excluding walking		
All adults	83.7	71,000	84.9	64.0	54,000	69.0	47.5	40,000	53.1
Men	91.2	38,000	88.6	72.7	30,000	74.5	53.9	22,000	57.4
Women	76.4	33,000	81.5	55.5	24,000	63.9	41.4	18,000	49.1



Popular Sport and Recreation Activities

This section looks at participation in different sport and recreation activities. It shows the proportion of adults in the Taranaki region who participated in each activity (over 12 months), irrespective of the intensity, duration or frequency of the activity undertaken.

Figure 1 presents the 20 sport and recreation activities with the highest participation levels among adults in the Taranaki region, while Table 3 presents the top 10 activities for men and women.

Walking was the most popular activity, with just over 6 out of 10 adults (61.9%) participating over 12 months. Over 4 out of 10 men (44.7%) and just under 8 out of 10 women (78.5%) went walking.

For men, the most popular activity was walking, with fishing (40.7%) and cycling (36.9%) making up the top three activities. For women, walking, swimming (30.2%) and equipment-based exercise (20.5%) made up the top three.

Seven of the top 10 activities were the same for men and women: walking, fishing, cycling, swimming, equipment-based exercise, golf and jogging/running.

The activities that featured in the top 10 for men, but not women, were bowls, tramping and motorsports (**bolded** in Table 3). The activities that featured in the top 10 for women, but not men, were dance, pilates/yoga and aerobics.

61.9

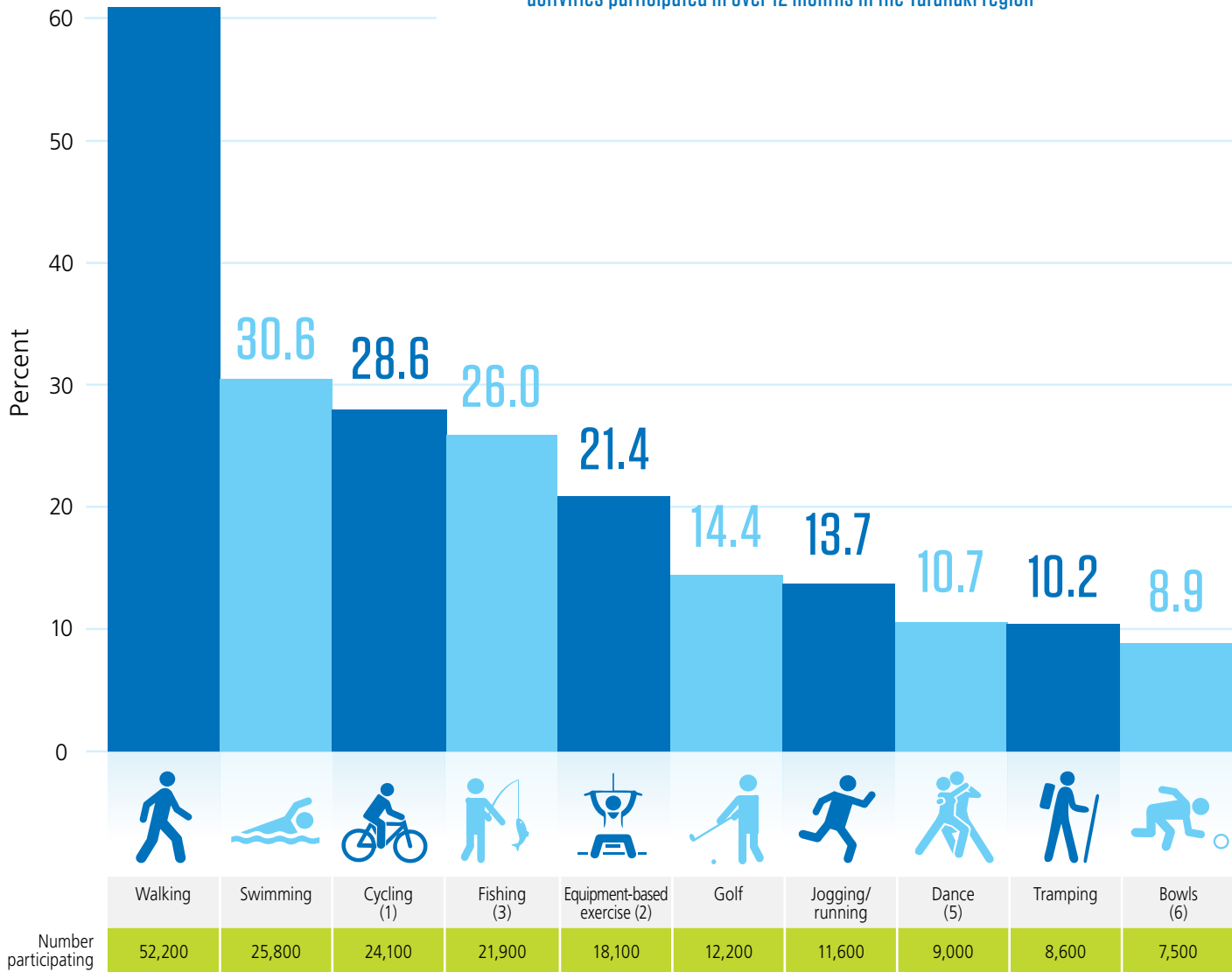




Figure 1: The 20 most popular sport and active recreation activities participated in over 12 months in the Taranaki region

Notes:

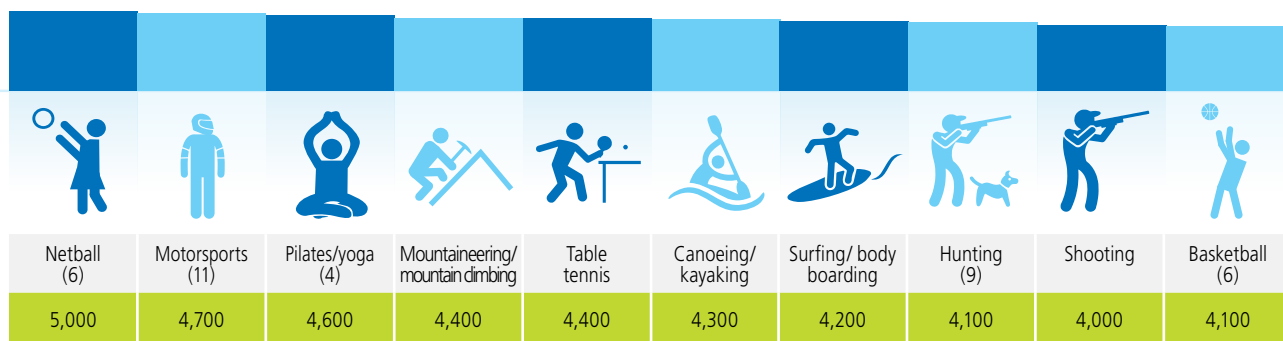
- (1) Cycling includes mountain biking and cycling.
- (2) Equipment-based exercise includes the use of exercise equipment (eg, exercycles, treadmills, weights) at home or at the gym.
- (3) Fishing includes freshwater and marine fishing.
- (4) Pilates/yoga includes both at home or at the gym/class.
- (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.

Table 3: The 10 most popular sport and recreation activities participated in over 12 months, by gender

Men 		%	Estimated number
1	Walking	44.7	18,600
2	Fishing ³	40.7	16,900
3	Cycling ¹	36.9	15,300
4	Swimming	30.9	12,800
5	Equipment-based exercise ²	22.3	9,300
6	Golf	21.6	9,000
7	Bowls⁶	13.8	5,700
8	Tramping	13.4	5,600
9	Jogging/running	12.1	5,000
10	Motorsports¹¹	10.1	4,200

Women 		%	Estimated number
1	Walking	78.5	33,700
2	Swimming	30.2	13,000
3	Equipment-based exercise ²	20.5	8,800
4	Cycling ¹	20.4	8,800
5	Dance⁵	16.3	7,000
6	Jogging/ running	15.3	6,500
7	Fishing ³	11.7	5,000
8	Pilates/yoga⁴	10.1	4,300
9	Aerobics	7.6	3,200
10	Golf	7.5	3,200

5.9 5.6 5.5 5.2 5.2 5.1 5.0 4.9 4.7 4.6



Number participating

- Notes:
- (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.
 - (10) Other exercise does not include equipment-based exercise, pilates/yoga, aerobics or callisthenics.
 - (11) Motorsports includes cars, karts and motorcycles.
 - (12) Martial arts includes judo, karate, taekwondo and other martial arts.

Number of Sport and Recreation Activities Participated In

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

On average, adults in Taranaki region took part in 4.0 activities over the past 12 months, which is similar to the national average of 4.0 (see Table 4).

Almost 8 out of 10 adults (77.3%) participated in at least two sport and recreation activities over 12 months. Over 6 out of 10 (63.7%) participated in three or more activities. Both these rates are similar to the rates for all New Zealand adults.

The numbers of activities and participation in two or more activities are similar for men and women in the Taranaki region. However, more men than women participate in three or more activities.

Table 4: Number of sport and recreation activities participated in over 12 months in the Taranaki region

	At least one activity	Two or more activities	Three or more activities	Average number of activities ²
	%	%	%	
All adults	93.5	77.3	63.7	4.0
Men	93.4	83.9	74.6	4.5
Women	93.6	70.9	53.0	3.5
All NZ	94.2	78.6	61.1	4.0

² Averages are calculated for all adults, including those who did not take part in any activities.





Ways Participants Take Part in Sport and Active Recreation

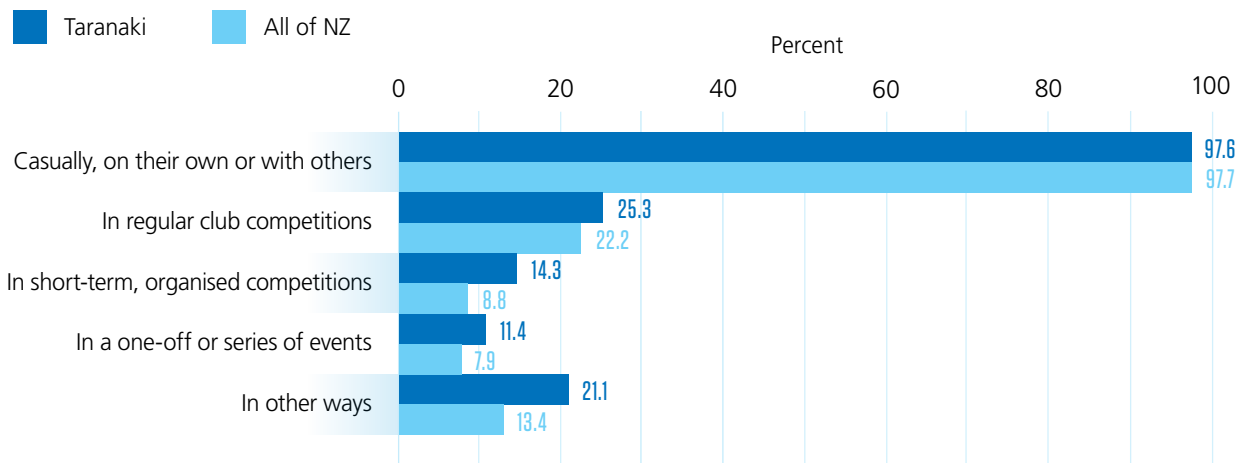
This section shows the ways in which participants in the Taranaki region took part in sport and recreation. This includes whether they took part casually or in organised activities, and whether they took part in teams or groups, as well as whether or not and how they paid to take part in their chosen sports/activities. It also describes membership of clubs and gyms, and participation with coaches and instructors.

Different ways participants take part

Almost all participants (97.6%) in the Taranaki region took part in their chosen sports/activities *casually, either on their own or with others*. Almost 3 out of 10 (25.3%) took part in *regular club competitions*, while over 1 in 10 took part in either *short-term organised competitions* (14.3%) or in a *one-off or series of events* (11.4%, see Figure 2).

Compared with all New Zealand adults, similar proportions of adults in the Taranaki region participated in each of the various ways, and these patterns of participation are similar for both men and women in the Taranaki region.

Figure 2: Ways in which participants take part



	Men (%)	Women (%)
Casually, on their own or with others	98.0	97.2
In regular club competitions	28.6	22.0
In short-term, organised competitions	22.3	6.3
In a one-off or series of events	20.2	2.6
In other ways	18.7	23.5

Notes: Respondents could provide more than one answer. Small survey sub-samples. Use results with caution.



Payment types

Over 9 out of 10 participants (94.3%) in the Taranaki region took part in one or more activities over 12 months without paying ie, it was free to do so (see Table 5).

The most common way people paid to take part is on a per visit, entry or hire basis, with 3 out of 10 (29.4%) doing so. Almost 3 out of 10 (26.0%) paid by way of *membership at a sport or physical activity club*, while almost 2 out of 10 either paid *entry costs for a competition or event as an individual or team member* (15.3%) or paid by way of *membership at a gym, swimming pool or recreation centre* (15.0%), and almost 1 in 10 paid for a *concession card* (6.4%).

The ways that adults in the Taranaki region paid to participate are similar to those for all New Zealand adults. However, women were more likely than men to have paid *using a community discount card* that gives cheaper entry costs.

Table 5: Payment types for activities taken part in over 12 months

	All adults	Men	Women	All NZ
	%	%	%	%
Could do the activity without paying – it was free	94.3	95.9	92.6	92.4
Paid per visit, entry or hire	29.4	34.6	24.2	35.2
Paid by way of membership at a sport or physical activity club	26.0	33.1	18.9	20.9
Paid entry costs for a competition or event (as an individual or team member)	15.3	19.7	11.0	10.2
Paid by way of membership at a gym, swimming pool or recreation centre	15.0	12.0	17.9	17.8
Paid for a concession card	6.4	8.6	4.1	6.9
Paid using a community discount card that gives cheaper entry costs	0.5	0.0	0.9	1.0

Notes: Respondents could provide more than one answer.
Small survey sub-samples. Use results with caution.



Different groups that participants take part with

Almost 7 out of 10 participants in the Taranaki region took part in sport and recreation activities with an organised group in the past 12 months (34.6% of participants had not participated with any organised group or team). Where they did so, this was most commonly a *group arranged by the people who take part in the activity* (48.4%, see Table 6). This was followed by almost 2 out of 10 (15.3%) that participated with a *sports team that is part of a sports club*, while 1 in 10 (9.2%) participated in an *organised group set up by an organisation* such as a local council, and almost 1 in 10 (6.4%) participated in a *work-related sports team*; very few participated in *another type of sports team*, like a church team (1.2%).

Compared with all New Zealand adults, similar proportions of adults in the Taranaki region participated in each type of organised group. However, among Taranaki region participants, fewer women than men participated with *another type of sports team*.

Table 6: Different groups that participants take part with over 12 months

	All adults	Men	Women	All NZ
	%	%	%	%
A group arranged by the people who take part in the activity	48.4	54.2	42.7	41.3
A sports team that is part of a sports club	15.3	21.6	8.9	17.5
An organised group set up by an organisation (eg, local council)	9.2	15.7	2.7	5.6
A work-related sports team	6.4	12.2	0.6	6.1
Another type of sports team (like a church team)	1.2	2.4	0.0	2.4
Other type of group	9.8	13.3	6.4	6.4
None	34.6	24.2	45.1	43.8

Notes: Respondents could provide more than one answer.
Small survey sub-samples. Use results with caution.



Membership of clubs, gyms and recreation centres (over 12 months)

This part of the report looks at participants' membership of clubs, gyms and recreation centres. Participants in the Taranaki region were asked about memberships they'd had in the last 12 months in order to take part in their chosen sports/activities.

Over 4 out of 10 sport and recreation participants (44.3%) in Taranaki region were a member of at least one club, gym or centre in the last 12 months (see Table 7). Over 3 out of 10 (33.8%) were a member of a *sport or physical activity club* and just over 1 in 10 (11.8%) were a *member of a gym or fitness centre*. Almost 1 in 10 (6.4%) were a member of a *community leisure or recreation centre*.

The profile of participants in Taranaki region is similar to that for all New Zealand adults, and for men and women within the region.

Table 7: Membership of a club, gym or centre over 12 months

	All adults	Men	Women	All NZ
	%	%	%	%
Member of ANY club/gym/centre	44.3	49.7	39.0	44.4
Member of sport or physical activity club	33.8	43.8	23.8	27.4
Member of gym or fitness centre	11.8	11.9	11.8	19.3
Member of community leisure or recreation centre	6.4	5.9	7.0	7.1
Member of other type of club	0.0	0.0	0.0	1.6
Not a member of any club/gym/centre	55.7	50.3	61.0	55.6

Notes: Respondents could report being a member of each of the four types of club. Small survey sub-samples. Use results with caution.



Participation with instructors and coaches

This part of the report shows the proportion of participants in the Taranaki region who received instruction from a coach, instructor, teacher or trainer in the last 12 months for one or more of their chosen sport and recreation activities³. It also shows the proportion of participants who used instructional resources (tapes, books, videos or web instruction) to help improve their performance.

Just under 7 out of 10 participants (68.3%) in Taranaki region had *received instruction or coaching* in the last 12 months to help improve their performance (see Figure 3).

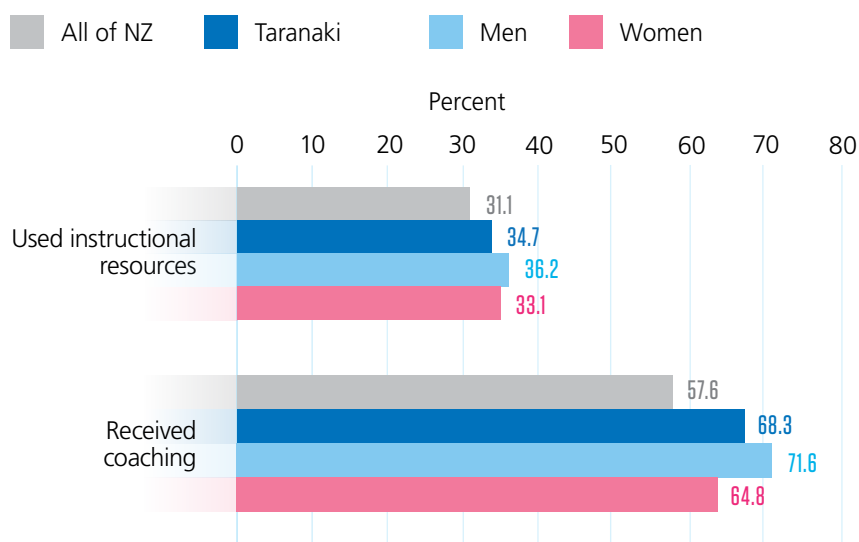
The figure is comparable to the rate for all New Zealand adults, and is similar for both men and women within the region.

Use of instructional resources (online or other)

Over 3 out of 10 participants (34.7%) in Taranaki region *used instructional resources* (tapes, books, videos or web instruction) to help improve their performance (see Figure 3).

This rate is again comparable to the rate for all New Zealand adults, and is also similar for men and women within Taranaki region.

Figure 3: Receipt of coaching and use of instructional resources by participants in the Taranaki region



³ The results in this section are from a question in the Follow-up Survey, and so are based on a slightly smaller sample size (see the Introduction for more information).



Where People Participate in Sport and Active Recreation

Location of participation

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

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

MAN-MADE FACILITIES included indoor and outdoor pools and sports facilities, indoor facilities not mainly used for sport (eg, community or school halls), stand-alone gyms/fitness centres, people's homes, and paths, cycleways and walkways in towns/cities.

NATURAL SETTINGS included parks in towns/cities, off-road bike trails and walking tracks, countryside and farmland, bush and forest, and lakes, rivers and the sea.

Just over 9 out of 10 participants (92.2%) in Taranaki region took part in activities at one or more man-made facilities, while just under 8 out of 10 (78.7%) took part in one or more natural settings (see Figure 4).

These rates are similar to the rates for all New Zealand adults, and for both men and women within the region.

Participation at different types of man-made facilities

The top three man-made facilities used for sport and recreation by participants in Taranaki region were: *paths, cycleways and walkways in towns/cities* (66.2%); *outdoor sports facilities* (45.0%); and *indoors or outside at a participant's or someone else's home* (31.6%). Around 2 out of 10 participants each took part at *indoor sports facilities* (21.3%) and at *indoor pools/aquatic centres* (20.1%), with over 1 in 10 (14.7%) taking part at *outdoor pools* and 10.7% taking part at *indoor facilities not used mainly for sport or recreation*, like school and community halls (see Table 8).

More Taranaki region participants participated on *paths, cycleways and walkways in towns/cities* and fewer participated at *gyms/fitness centres*, compared with all New Zealand participants. Within the region, women are more likely than men to have participated *indoors or outside at a marae*.

Participation in different types of natural settings

The top three natural settings used for sport and recreation by participants in Taranaki region were: *the beach or by the sea* (54.5%); *in or on the sea* (41.4%); and *parks in towns/cities* (35.3%). Just under 3 out of 10 participants each took part in the *bush or a forest* (28.6%) or in the *countryside or over farmland* (27.7%) and over 2 out of 10 participated *by a lake* (23.1%, see Table 8).

More Taranaki region participants took part in sport and recreation activities at *the beach or by the sea*, and fewer participated at *parks in towns/cities*, compared with all New Zealand participants. Within the region, men are more likely than women to have participated *in or on the sea*.

Figure 4: Participation in one or more man-made facilities or natural settings over 12 months

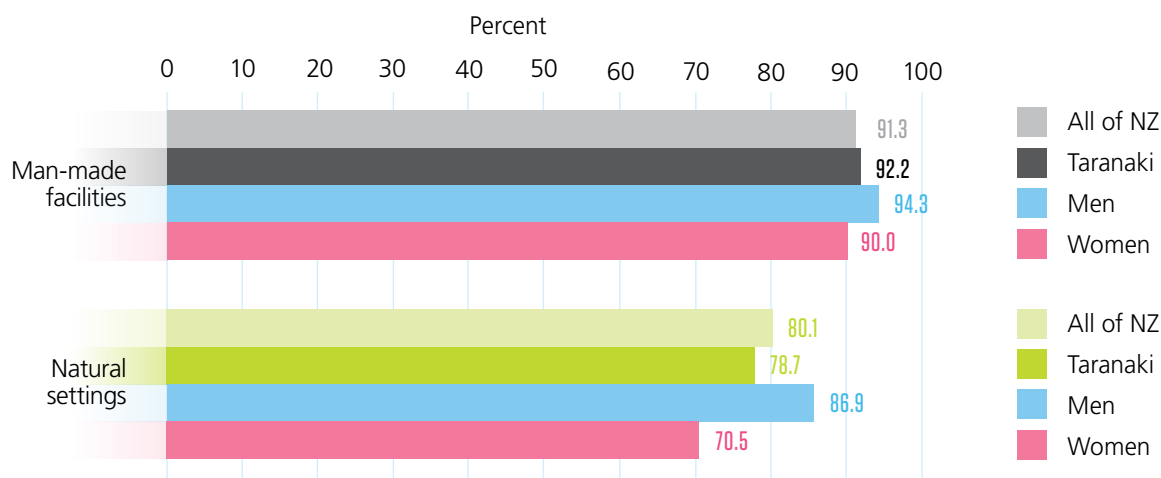


Table 8: Participation in one or more man-made facilities or natural settings over 12 months

	All adults	Men	Women	All NZ
Man-made facilities	%	%	%	%
Outside on a path, cycleway or walkway in a town or city	66.2	68.6	63.7	53.1
At an outdoor sports facility	45.0	54.9	35.1	30.7
Indoors or outside at a home	31.6	26.4	36.7	39.2
At an indoor sports facility or complex	21.3	28.5	14.1	19.8
At an indoor pool or aquatic centre	20.1	15.5	24.6	18.3
At an outdoor pool	14.7	13.1	16.3	9.8
At a gym or fitness centre	11.7	8.1	15.2	21.8
At an indoor facility not used mainly for sport or recreation	10.7	7.5	13.9	15.8
Indoors or outside at a marae	0.5	0.0	1.1	1.2
Natural settings	%	%	%	%
At a beach or by the sea	54.5	56.9	52.1	35.9
In or on the sea	41.4	56.1	26.6	28.8
Outdoors at a park in a town or city	35.3	28.5	42.1	50.3
In the bush or a forest	28.6	28.5	28.8	28.3
In a countryside or over farmland	27.7	25.6	29.9	24.0
By a lake	23.1	22.1	24.0	13.0
By a river	17.2	9.5	24.8	17.6
On an off-road bike trail or walking track	17.0	14.1	20.0	25.0
On or in a river	13.2	15.2	11.2	11.2
On or in a lake	7.5	9.1	5.9	9.8

Notes: Respondents could provide more than one answer.
Small survey sub-samples. Use results with caution.

Reasons for Participating in Sport and Active Recreation



This section shows the main reasons why people in the Taranaki region participated in their chosen sport and recreation activities.

Reasons for taking part

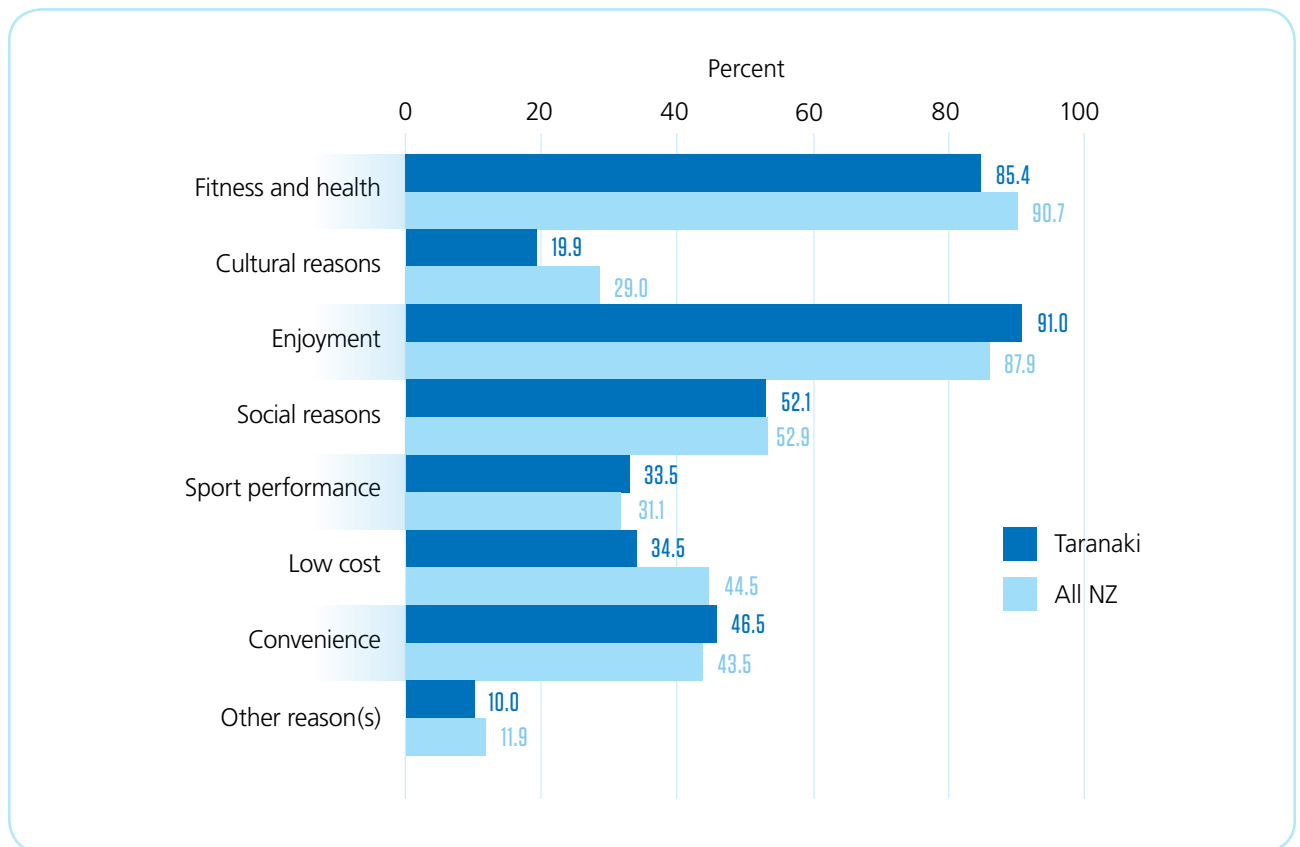
The most common reason participants in Taranaki region gave for taking part in sport and recreation was for *enjoyment* (91.0%), followed by *fitness and health* (85.4%). Other reasons were *social reasons* (52.1%), *convenience* (46.5%), *low cost* (34.5%), *sport performance* (33.5%) and *cultural reasons* (19.9%, see Figure 5).

The reasons for participation were similar to those for all New Zealand adults, and for men and women in Taranaki region (see table to the right).

	Men	Women
	%	%
Fitness and health	85.8	84.9
Cultural reasons	27.5	12.4
Enjoyment	90.1	91.8
Social reasons	58.9	45.2
Sport performance	41.1	26.0
Low cost	32.5	36.5
Convenience	42.7	50.4
Other reasons	5.9	14.0

Notes: Respondents could provide more than one answer. See Appendix 1 for more detail about what each group of reasons encompasses. Small survey sub-samples. Use results with caution.

Figure 5: Reasons for participating in sport and activity recreation



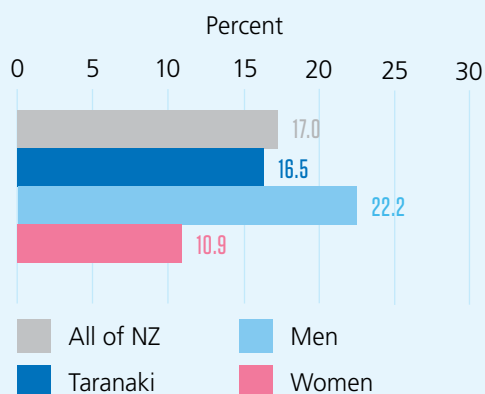
Participation in Events

This section shows how many adults in the Taranaki region participated in organised sport and recreation events in the last 12 months. Events included walking and running events, multi-sport events, bike events, fishing events, swimming events and Masters sports events. People could also mention other types of events. Note the events participants took part in may have been held outside the region in which adults live.

Almost 2 out of 10 adults in Taranaki region (16.5%, or around 13,900 people) participated in at least one sport or recreation event in the last 12 months (see Figure 6).

This is comparable to the rate for all New Zealand adults. Also, men were just as likely as women to have taken part in at least one event (the apparent difference is not statistically significant).

Figure 6: Participation in one or more sport or recreation events over 12 months



Notes: Other types of events included a range of tournaments and competitions such as golf, sailing and tennis. Fewer than five events identified due to small survey sub-samples. Use results with caution.

Types of events participated in (over 12 months)

Fun runs/walks were the most popular type of sport and recreation event for all adults in Taranaki region, as they were for all New Zealand adults. This is followed by other running/walking events (such as half marathons, marathons, 10km races), triathlons/duathlons and fishing tournaments as the next most popular types of events (see Table 9).

Other running/walking events and masters sports tournaments were the most popular events for men in Taranaki region, while fun runs/walks and triathlons/duathlons were the most popular events for women.

Table 9: Top 5 events adults participated in over 12 months

Taranaki		%
1	Fun runs/walks	4.9
2	Other running/walking events	3.5
3	Triathlons/duathlons	2.5
4	Fishing tournaments	2.5
5	Masters sports tournaments	2.3

All NZ		%
1	Fun runs/walks	8.1
2	Other running/walking events	4.0
3	Other types of events <small>See note</small>	2.3
4	Fishing tournaments	2.2
5	Bike events	2.0

Men		%
1	Other running/walking events	5.1
2	Masters sports tournaments	4.0
3	Fishing tournaments	3.4
4	Bike events	3.4

Women		%
1	Fun runs/walks	7.1
2	Triathlons/duathlons	2.1
3	Other running/walking events	2.0
4	Fishing tournaments	1.7

Interest in, and Barriers to, More Sport and Active Recreation

This section looks at interest in, and the barriers to, participating in more sport and recreation. The first part looks at any interest among all adults (both participants and non-participants) in the Taranaki region, while the second focuses on interest among participants.

Participants were asked two questions – were they interested in **doing more of any one of the activities they did** over 12 months, and were they interested in **trying any** one activity they had not done in the last 12 months. Non-participants were only asked the second question. Interested respondents were then asked **what one thing prevented them** from doing the activity(ies) they were interested in.

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

Tables 10 and 11 show that, among participants in Taranaki region, just over 4 out of 10 (42.1%) are interested in trying a new activity and Table 11 shows that over 5 out of 10 (52.6%) are interested in doing more of an existing activity.



In both cases the levels of interest are comparable to the rates for all New Zealand participants in sports and recreation, and are similar for both men and women within Taranaki region.

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

Just under 7 out of 10 adults (68.7%) in Taranaki region were interested in either trying a new sport or recreation activity or doing more of an existing activity (see Figure 7).

This figure is similar to that of all New Zealand adults, and for men and women within Taranaki region.

Figure 7: Interest in trying a new activity or doing more of an activity (all adults)

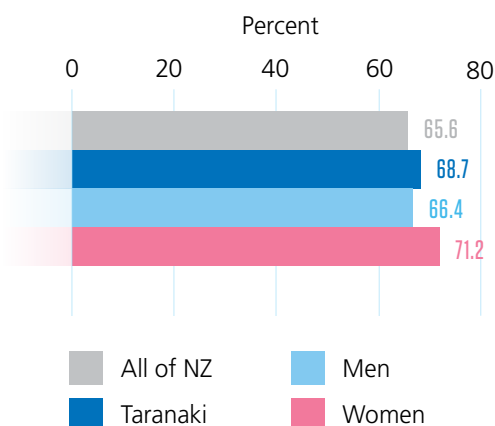


Table 10: Interest in trying a new activity (all participants)

Taranaki	%
All participants	42.1
Men	35.4
Women	49.0
All NZ	47.1

Table 11: Interest in doing more of an existing activity (all participants)

Taranaki	%
All participants	52.6
Men	52.8
Women	52.4
All NZ	43.8

Interest in trying new activities

Adults in Taranaki region who were interested in trying new activities identified around 50 different activities they would like to try, and so the number of people mentioning each activity was small.

Looking at the activities adults were interested in trying, golf and tennis were the most popular, followed by touch rugby, badminton and canoeing/kayaking (see Table 12).

Table 12: Top 5 activities participants were most interested in trying (interested participants)

All adults		%
1	Golf	7.9
2	Tennis	6.5
3	Touch rugby	5.0
4	Badminton	4.8
5	Canoeing/kayaking	4.1

Notes: Insufficient sample size to report on for men and women. Small survey sub-samples. Use results with caution.

Barriers to trying new activities

The top three barriers stopping adults in Taranaki region who are interested in trying new activities from trying them were a *lack of time*, *too costly/can't afford* and *poor health/disability/injury*. These are the same top three barriers as for all New Zealand adults that are interested in trying new activities. Access is the only one of the top five barriers for interested adults in the Taranaki region that is not in the top five for all New Zealand interested adults (see Table 13).

These top four barriers were also the same for men in Taranaki region, but for women having *no facilities/parks nearby* ranked as second most common barrier behind a *lack of time*.

The main time barriers for adults in Taranaki region wanting to try a new sport or recreation activity were due to *work commitments*, *family commitments related to childcare responsibilities* and *already doing a lot of other sport and recreation activities*. The main costs that were a barrier to adults in Taranaki region were the costs of *buying or hiring the equipment needed*, *entry to recreation centres/swimming pools/facilities* and *buying the clothes and footwear needed*.

Table 13: Top 5 barriers to trying a new activity by gender

Taranaki		%
1	Lack of time	41.9
2	Too costly/can't afford it	16.5
3	Poor health/disability/injury	12.7
4	Access	9.7
5	Don't know where to go or who to contact	9.1
All NZ		%
1	Lack of time	53.9
2	Too costly/can't afford it	23.4
3	Poor health/disability/injury	9.7
4	No facilities/parks nearby	8.2
5	Don't know where to go or who to contact	8.0
Men		%
1	Lack of time	45.8
2	Too costly/can't afford it	25.4
3	Poor health/disability/injury	14.4
4	Access	9.3
Women		%
1	Lack of time	39.0
2	No facilities/parks nearby	12.4
3	Poor health/disability/injury	11.5
4	Access	10.0

Note: Fewer than five barriers identified due to small survey sub-samples. Use results with caution.



Interest in doing more of existing activities

Sport and recreation participants who were interested in doing more of existing activities identified around 40 different activities they were interested in doing more of and so, again, the number of people mentioning each activity was small.

Looking at the types of activities participants were interested in doing more of, walking and fishing were the most popular activities, followed by swimming, cycling and equipment-based exercise (see Table 14).

Men were most interested in doing more fishing, swimming and cycling. Women were most interested in doing more walking, swimming and equipment-based exercise.

Table 14: Top 5 activities participants were most interested in doing more of (interested participants)*

All adults		%
1	Walking	18.2
2	Fishing	14.0
3	Swimming	9.0
4	Cycling	6.7
5	Equipment-based exercise	4.3

Men*		%
1	Fishing	26.2
2	Swimming	9.7
3	Cycling	6.8

Women		%
1	Walking	30.0
2	Swimming	8.2
3	Equipment-based exercise	7.1

Notes: Small survey sub-samples. Use results with caution.



Barriers to doing more of an existing activity

The top three barriers stopping interested participants in Taranaki region from doing more of an existing activity were overwhelmingly a *lack of time*, followed by it being *too costly/can't afford it* and *poor health/disability/injury* (see Table 15).

A *lack of time* was the main barrier for both men and women. However, *cost, an interest but already doing enough* and *poor health/disability/injury* were the next most common barriers for men, while *poor health/disability/injury, lack of motivation* and *access* were the next most common barriers for women.

The main time barriers for adults in Taranaki region wanting to do more of an existing sport or recreation activity were *work commitments, family commitments related to childcare responsibilities* and *already doing a lot of other sport and recreation activity*.

Table 15: Top 5 barriers to doing more of an existing activity, by gender

Taranaki		%
1	Lack of time	64.9
2	Too costly/can't afford it	9.1
3	Poor health/disability/injury	9.0
4	Access	7.5
5	Lack motivation	5.8

All NZ		%
1	Lack of time	66.5
2	Too costly/can't afford it	10.5
3	Poor health/disability/injury	6.2
4	No facilities/parks nearby	4.5
5	Interested but already doing enough	4.2

Men		%
1	Lack of time	75.4
2	Too costly/can't afford it	11.3
3	Interested but already doing enough	4.8
4	Poor health/disability/injury	4.6

Women		%
1	Lack of time	54.0
2	Poor health/disability/injury	13.5
3	Lack motivation	11.8
4	Access	11.1

Notes: Fewer than five barriers identified due to small survey sub-samples. Use results with caution.



Volunteering in Sport and Active Recreation

This section shows the proportion of adults in the Taranaki region who take on volunteer roles to support sport and recreation activities. It also looks at the most common volunteer roles.

Volunteering in sport and recreation (among all adults)

Over 3 out of 10 adults in Taranaki region (34.7%, or around 29,000) took on one or more volunteer roles to support a sport and recreation activity in the last 12 months (see Table 16). The roles included coach/trainer/teacher/instructor (coach/instructor), referee/judge/official/umpire (officiating roles), administrator/secretary/committee member (administration roles), parent helper and other roles.

Volunteering levels among Taranaki region adults are similar to the levels among all New Zealand adults, and similar proportions of men and women volunteered.

Table 16: Volunteering in sport and recreation over 12 months (all adults)

	Taranaki		All NZ
	%	Estimated number	%
All adults	34.7	29,000	28.6
Gender			
Men	39.8	17,000	30.7
Women	29.7	13,000	26.7

Note: Respondents could provide more than one answer.

Most common volunteer roles

Coach/instructor (14.0%) and parent helper (11.1%) were the two most common volunteer roles among adults in Taranaki region, followed by officiating and administration roles (see Figure 8 and Table 17).

The profile of volunteering roles is similar to that of all New Zealand adults. However, men were more likely than women to volunteer as coaches/instructors in Taranaki region.

Among the 34.7% of adults *who volunteered*, 4 out of 10 (40.3%) were coaches/instructors, while just over 3 out of 10 (31.9%) were parent helpers (see Table 17). The profile of volunteers is similar to that of all New Zealand volunteers, and among men and women in Taranaki region.

Figure 8: Most common volunteer roles over 12 months (all adults), Taranaki region

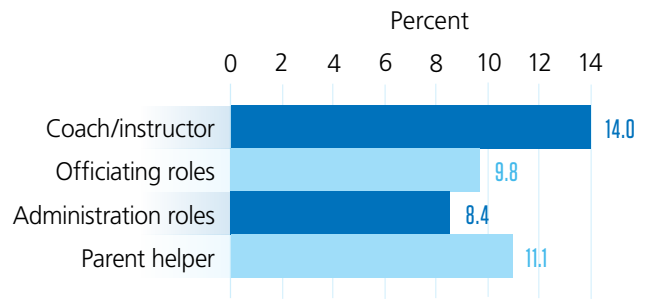


Table 17: Most common volunteer roles over 12 months – all adults and all volunteers, by gender

All adults				
	Taranaki	Men	Women	All NZ
	%	%	%	%
Coach/instructor	14.0	20.5	7.7	12.6
Officiating roles	9.8	13.4	6.4	7.3
Administration roles	8.4	9.6	7.3	6.2
Parent helper	11.1	12.0	10.2	11.4
Other roles	4.5	4.1	5.0	4.2
All volunteers				
	Taranaki	Men	Women	All NZ
	%	%	%	%
Coach/instructor	40.3	51.5	25.8	43.9
Officiating roles	28.4	33.7	21.5	25.4
Administration roles	24.3	24.0	24.7	21.6
Parent helper	31.9	30.1	34.2	39.8
Other roles	13.1	10.3	16.8	14.7

Notes: Parent helper tasks may include providing transport for their own or for other children by carpooling, organising refreshments, washing uniforms and fund-raising.
 Other roles may include lifeguard/guide, general support or assistant, etc.
 Respondents could provide more than one answer.

Regional Comparisons

The tables that follow provide an overview of key findings for each region of New Zealand serviced by the RSTs (including those within Auckland Council boundaries, and Auckland combined).

Black percentages indicate no significant difference (at the 95% confidence level) from the national results.

Green percentages indicate a significant higher percentage than the national result.

Red percentages indicate a significant lower percentage than the national result.



	Participation (inc. walking) over:			Average number of activities
	12 months	4 weeks	7 days	
New Zealand	94.2	85.1	74.0	4.0
Northland	92.7	79.3	65.0	3.2
Auckland (combined)	96.0	87.8	77.7	4.2
Harbour Sport	97.3	90.8	81.0	4.3
Waitākere	96.4	86.2	75.2	3.8
Auckland	96.4	88.3	78.8	4.2
Counties Manukau Sport	94.4	85.8	75.4	3.9
Waikato	91.1	78.9	62.7	3.4
Bay of Plenty	94.4	83.8	72.3	3.9
Gisborne	88.4	73.4	57.8	3.2
Hawke's Bay	92.2	83.7	72.1	3.8
Taranaki	93.5	81.3	66.6	4.0
Whanganui	93.4	84.5	70.3	4.1
Manawatu	88.6	75.5	67.7	3.2
Wellington	95.5	88.5	77.9	4.3
Tasman	93.5	84.6	75.4	4.6
Canterbury-West Coast	94.9	88.2	79.8	4.4
Otago	93.3	85.2	74.7	3.9
Southland	90.5	77.5	60.3	4.1

	Member of ANY club/gym/centre	Participation at one or more man-made facilities	Participation in one or more natural settings	Participation in one or more events
New Zealand	44.4	91.3	80.1	17.0
Northland	40.6	72.9	82.6	12.4
Auckland (combined)	44.2	91.9	80.7	17.1
Harbour Sport	44.0	93.9	82.7	18.6
Waitākere	46.2	89.4	79.2	14.8
Auckland	46.0	89.1	82.6	18.5
Counties Manukau Sport	41.6	93.9	75.8	15.7
Waikato	44.9	88.5	69.9	16.3
Bay of Plenty	39.5	87.4	87.4	15.8
Gisborne	40.6	80.4	73.6	27.8
Hawke's Bay	48.2	95.1	80.8	19.1
Taranaki	44.3	92.2	78.7	16.5
Whanganui	44.8	91.2	83.9	14.4
Manawatu	46.4	92.2	73.0	22.1
Wellington	47.2	95.0	82.9	17.3
Tasman	43.8	92.2	79.6	13.6
Canterbury-West Coast	46.1	95.1	82.2	16.8
Otago	40.2	91.7	77.2	16.8
Southland	42.3	87.5	85.8	19.7

	Interest in trying new or doing more sport and recreation activities	Volunteering in one or more roles
New Zealand	65.6	28.6
Northland	60.6	24.6
Auckland (combined)	71.5	28.1
Harbour Sport	70.5	32.3
Waitākere	64.8	20.7
Auckland	69.9	22.2
Counties Manukau Sport	77.0	34.0
Waikato	50.2	24.8
Bay of Plenty	68.6	26.3
Gisborne	55.6	33.5
Hawke's Bay	65.8	31.6
Taranaki	68.7	34.7
Whanganui	59.8	30.1
Manawatu	57.6	22.6
Wellington	62.1	34.2
Tasman	73.7	31.0
Canterbury-West Coast	67.1	26.0
Otago	59.7	29.0
Southland	61.8	41.2

Appendix 1

Base sizes and participant types

Unweighted bases for survey respondents

The following table shows the unweighted bases for survey respondents in the Taranaki region that reported participating in sport and recreation activities in relation to the content of this profile report.

Throughout the report different base sizes are used for the analysis. The different base sizes are due to:

- the different number of respondents in each of the Main and Follow-up Surveys, and these surveys asked different questions
- the different questions respondents were asked as a result of their answers to questions about participation over different timeframes ie, over 12 months, over 4 weeks (for ease of reading this is referred to as once a month in the report), over 7 days (referred to as once a week), and also their volunteer status.

The numbers that answered each question vary according to their frequency of participation in a sport and recreation activity, and/or if they took part in the Follow-up Survey.

Table 18: Unweighted survey bases of adults who participated in sport and recreation activities, in the Taranaki region

Survey base	All	Men	Women
Main Survey – All participants	275	122	153
Main Survey – Participants (over 4 weeks)	131	69	62
Follow-up Survey – Participants (over 4 weeks)	124	68	56

Participant types

In this report there are two different bases:

- those who took part in at least one sport/activity (excluding gardening) in the last 12 months
- those who took part in at least one activity (excluding gardening) at least once a month. The unweighted base excludes a random selection (approximately 50%) of walkers and swimmers. The weighted base accounts for these randomly excluded participants. See the technical report for more information.



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

Statistically significant results

Figures from sample surveys like ANZS are subject to variation that arises from using a randomly drawn sample, rather than surveying the total population of interest. The extent of this variation falls within known ranges and is expressed as a confidence interval. Confidence intervals for ANZS have been calculated at the 95% level, which means that 19 times out of 20 we expect the true value to be within the lower and upper intervals. The technical report provides more on the approach to calculating confidence intervals.

Confidence intervals are not reported in this document; however, the report text does identify whether or not groups are significantly different in terms of their participation (ie, more or less likely).

Notes on Definitions of Key Variables

Main reasons for participating

Those who answered questions about why they participated in different sports/activities were prompted on 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. Specific reasons will be reported in the future. 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/



**SPORT
NEW ZEALAND**

Ground Floor, 86 Customhouse Quay,
Wellington 6011, New Zealand
PO Box 2251, Wellington 6140
Phone: +64 4 472 8058 Fax: +64 4 471 0813

[New Zealand Government](#)