

Frequently Asked Questions

Active NZ Survey 2022



Why does Sport NZ run the Active NZ survey?

Active NZ is Sport NZ's nationwide participation survey that captures data on participation patterns, attitudes, barriers and preferences for young people and adults aged 5-plus. Sport NZ's strategy Every Body Active, which places the participant at the centre, requires us to have a better understanding of the wants and needs of participants, in particular tamariki and rangatahi. Active NZ enables us to provide better insight and evidence to inform decision-making and actions across the play, active recreation, and sport sector.

How often is the Active NZ survey run?

Active NZ data is collected continuously and in its current form, it has been running since the beginning of 2017. We have now collected six years' worth of data. This gives us the opportunity to identify changing patterns of participation and emerging trends, as well as offering a robust nationally representative sample to dig into specific demographic audiences.

There is a gap in the trend series in 2020 when Active NZ data collection using its usual method was paused between April and June 2020 (due to COVID-19). Continuous data collection resumed in 2021.

How is the gap in time series treated in reporting?

Any changes in participation are noted between 2017 and 2019 and 2021 and 2022. Commentary is made looking across the 6-year period using five complete year data points.

Who is surveyed and what is the sample size?

Active NZ captures participation data for young people and adults aged 5-plus in the same household through two separate surveys.

Each year, Active NZ aims to survey at least 5,000 tamariki and rangatahi (5-17 years) and 20,000 adults (18+ years). The Active NZ 2022 reports is based on a sample size of 4,015 tamariki and rangatahi and 15,118 adults.

Why survey more adults than young people?

Young people and especially rangatahi are a difficult population group to survey. A national sample size of approximately 4,000 is a substantial sample size for tamariki and rangatahi, and a ratio of around one young person to four adults is roughly proportional to the New Zealand population.

Why were response rates to Active NZ lower in 2022?

Internationally and within New Zealand, there have been increasing challenges with engaging people in research, and despite action taken to address lower responses (shortening the length of the questionnaires, improving the collateral, and incentivising responses), Active NZ survey response rates were lower than in previous years, dropping by approximately 27 percent for adults and approximately 32 percent for young

people.

Although response rates were lower for all ages, this was particularly concerning for rangatahi. In 2021 responses from rangatahi were lower than previous years and early 2022 data collection showed action was needed to ensure sufficient responses from this pivotal group.

What was done to increase responses from rangatahi and has this impacted the way in which results are reported?

In 2022 a conditional incentive of a \$20 e-gift card was implemented for each rangatahi completing the survey. While response rates for rangatahi have lifted, it appears to have encouraged a stronger response from rangatahi less engaged with being active who may have been less inclined to complete the Active NZ survey in the past.

The latest Active NZ reports delve deeper into rangatahi and tamariki separately. Any new or accelerated trends for rangatahi are carefully considered in the context of this method change.

Will results still be available by region?

Yes, for each region we will release young people and adult data tables both based on 2022 data, and 2021 and 2022 combined data. The 2022 data will be in line with the data tables released in previous years, while the combined data will provide greater opportunity for regional subgroup analyses. The national data tables will only contain 2022 results. This way, regions can still compare their results to other regions and the national results.

What methodology does Active NZ use and has it changed over time?

The Active NZ survey has used a Sequential Mixed Methodology approach since 2017, with separate surveys for adults and tamariki and rangatahi.

A random selection of adults is contacted via the Electoral Roll, and respondents can either complete the survey online or by completing a paper version. The young people's survey is online only.

Adults with tamariki in the household ages 5-11 are asked to respond to the young people's survey on their behalf and encouraged to involve their young people when answering the questions. Adults with rangatahi in the household ages 12-17 are asked to pass on a flyer inviting them to go online and take part in their own separate Active NZ 'Young People' survey.

In 2022, in response to falling paper returns for adults aged 50 and under, a method change was implemented. Adults in this age group were only invited to complete the survey online. A paper copy of the questionnaire continued to be sent with the third reminder for adults aged 50-plus.

What information is available?

There are two complementary reports from the 2022 survey. The Changes in Participation report looks at how participation has varied over time between 2017 and 2022, while the Landscape report describes participation across the lifespan (tamariki to adults) in 2022. Both reports focus on young people between ages 5 and 17 and adults aged 18-plus - their participation patterns, barriers, attitudes, and preferences.

There will also be a series of data tables and supporting resources. The Changes in Participation report and comprehensive tables will be released first, with a staggered release of the remaining reports and resources throughout August 2023.

For more information regarding the Active NZ survey including the reports, data tables, and supporting resources, please visit the [Sport NZ website](#).