

# Frequently Asked Questions

Active NZ Survey 2023



## 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 system.

## 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 seven 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 2023. Commentary is made looking across the 7-year period using six 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 (aged 5 to 17) and 20,000 adults (aged 18-plus).

## Why survey more adults than young people?

Young people and especially rangatahi are a difficult population group to survey. We reach our young people through adults which allows for the correct privacy and consent protocols to be followed. In 2023 we achieved a national sample size for young people of 5,890 - substantial for tamariki and rangatahi, and a ratio of around one young person to three adults which is higher than the New Zealand population proportion.

## What happened to response rates to Active NZ in 2023?

In 2022 following challenges engaging people in research in New Zealand and internationally, responses to Active NZ dropped by around 27 percent for adults and 32 percent for young people. In 2023 response rates rebounded, by around 5 percent for adults and 47 percent for young people. The success of the conditional incentive introduced in 2022 to lift response rates for rangatahi continued into 2023.<sup>1</sup>

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<sup>1</sup> A \$20 e-gift card for rangatahi completing the survey.  
[sportnz.org.nz](https://sportnz.org.nz)

## Will results still be available by region?

Yes, as implemented last year, for each region we will release young people and adult data tables both based on 2023 data, and 2022 and 2023 combined data. The 2023 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 comprehensive data tables will only contain 2023 results. This way, regions can still compare their results to other regions and the national results.

## What method 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 young people.

A random selection of adults is contacted via the Electoral roll, and adults are first encouraged to complete the survey online, with a paper version of the questionnaire sent with the third reminder. The young people's survey is online only.

In 2022, in response to falling paper returns from aged under 50, this age group was 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.

Adults with tamariki in the household aged 5 to 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 aged 12 to 17 are asked to pass on a flyer inviting them to go online and take part in their own separate Active NZ young people's survey.

## What information is available?

There are two complementary reports:

1. Active NZ Participation trends. Based on data collected through the Active NZ survey between 5 January 2017 and 4 January 2023<sup>2</sup> from 31,127 young people and 128,353 adults, the Trends report highlights how activity levels, attitudes and preferences for New Zealanders aged 5-plus have changed over seven years.
2. Active NZ Snapshot of the 2023 participation landscape. Based on data collected between 13 January 2023 and 4 January 2024 from 5,890 young people and 15,836 adults the Snapshot report describes the 2023 participation landscape for ages 5-plus.

This year we are releasing a new Active NZ Data visualisation tool, a series of tables – tables to match the reports, national comprehensive data tables, regional data tables and sports and activities tables – the 2023 Technical report and supporting FAQs by the end of July.

For more information on the Active NZ survey and supporting resources, please visit the [Sport NZ website](#).

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<sup>2</sup> In 2020 data collection paused between April and June due to COVID-19 pandemic disruption. Because of the impact of seasonality on participation results, trends analysis excludes 2020 data.