74% of adults (2.5 million people) take part in sport and recreation in any given week – a small increase from 2007-08 (1%).

Each year, almost 1,000,000 adults volunteer in sport and recreation – an increase of almost 3% from 2007/08.

Each year, around 550,000 adults (17.0%) take part in one or more sport and recreation events – fun runs/walks are the most popular.

Most adults 65.6% are interested in either trying a new sport/activity or doing more of an existing one.

Who
- Men and younger adults (16 to 24 years old) participate the most.
- Women, older adults (50 years and over) and Asian peoples (compared with all adults) continue to participate less.

What
- The most popular activities are recreational by nature – walking, swimming, cycling, jogging/running.
- The most popular sports are – touch rugby, cricket, tennis, football, golf.
- Almost all participants (91.3%) took part in sport and recreation at one or more man-made facilities. The most popular being a path/cycleway or walkway in a town or city (53.1%).

Where
- Membership of any club or centre (over 4 weeks) has remained stable (around 1/3 of participants) since 2007/08; however sports club membership decreased by 2 percentage points, while in contrast gym membership increased by 3 percentage points.

How
- Among participants, most 67.5% take part on three or more days a week.
- Just over 4 out of 10 (42.4%) participants received coaching or instruction.
- The most common way (35.2%) people pay to participate is pay-to-play.

Why
- Almost all participants (and particularly women) say that fitness and health is a key reason for taking part in activities. A similar proportion of participants (and particularly men) say they take part for enjoyment.
- A lack of time is by far the number one reason interested participants give as a reason for not doing more sport and recreation.

See www.sportnz.org.nz/activenz13-14 for more information.