

# SPOTLIGHT ON DEPRIVATION

## KEY FINDINGS

—  
AUGUST 2019



## Some New Zealanders are missing out, particularly through organised sport and the opportunity to participate in sports and activities of their choice.”

These key findings look at the impact of socioeconomic deprivation on participation in play, active recreation and sport in New Zealand.

Drawn from Sport NZ's Active NZ survey and using data collected in 2017 and 2018 from more than 60,000 New Zealanders aged 5+, this report summarises the key findings of the full Spotlight on the impact of deprivation on participation.

We have applied the New Zealand Deprivation Index for 2013 (NZDep2013) to our Active NZ survey results to gain an understanding of the relationship between participation by New Zealanders from areas with the most deprived scores (8–10) compared with areas with the least deprived scores (1–3).

The variables used for calculating the index include:

- communication
- income
- employment
- qualifications
- owned home
- support
- living space
- transport

The NZDep index was constructed in 1991 by health policy researchers at the University of Otago.<sup>1</sup>

## GLOSSARY

**High deprivation and low deprivation** are terms used to refer to the relative socioeconomic deprivation of geographic areas and do not directly relate to individuals. People from high and low deprivation areas have different experiences that impact on their participation in play, active recreation and sport.

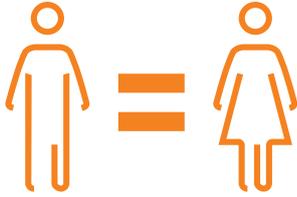
**Play and active recreation** are terms used by Sport NZ to capture participation in activities not considered to be sport, for example playing, dancing or tramping. Sport can be undertaken informally or in an organised structure, for example in a competition or tournament.

**Young people** are aged 5 to 17.

**Adults** are aged 18+.

<sup>1</sup> See [www.otago.ac.nz/wellington/departments/publichealth/research/hirp/otago020194.html](http://www.otago.ac.nz/wellington/departments/publichealth/research/hirp/otago020194.html) for further information

# SOCIO-ECONOMIC DEPRIVATION IN NEW ZEALAND



No gender difference.



Young people are over-represented in the most deprived areas.

# 32%

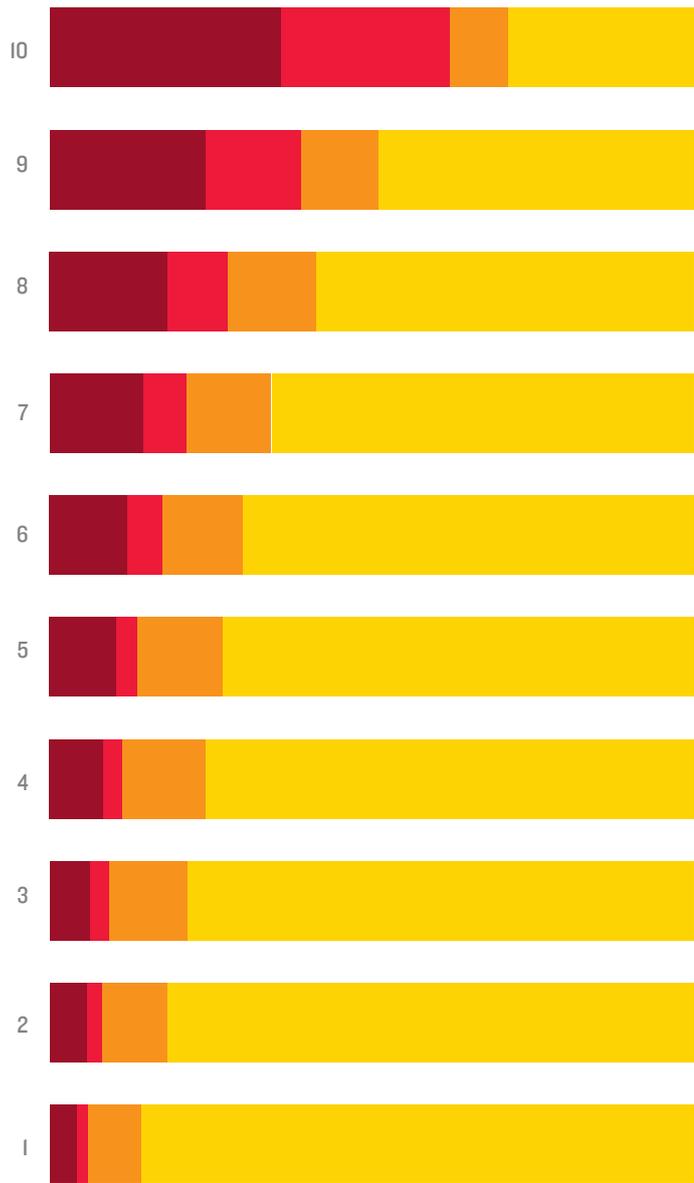
259,000 (32%) of young people live in high deprivation areas.



The most deprived areas are urban, particularly towns with less than 10,000 people.

## DEPRIVATION BY ETHNICITY 2013<sup>2</sup>

High deprivation



Low deprivation

■ Māori   
 ■ Pacific   
 ■ Asian   
 ■ European/Other

<sup>2</sup> Based on data provided by the University of Otago

# PARTICIPATION AND AGE

- Living in high deprivation areas has a negative impact on participation in play, active recreation and sport.
- New Zealanders from high deprivation areas are less likely to participate each week. They also participate in fewer sports and activities.

## 12-17

Between these ages weekly participation is matched.

## 35+

From this age the gap in weekly participation is the largest.

## 0%

No difference in time spent in weekly participation for young people by deprivation.

## 16%

Adults from high deprivation areas spend 16% less time in weekly participation.

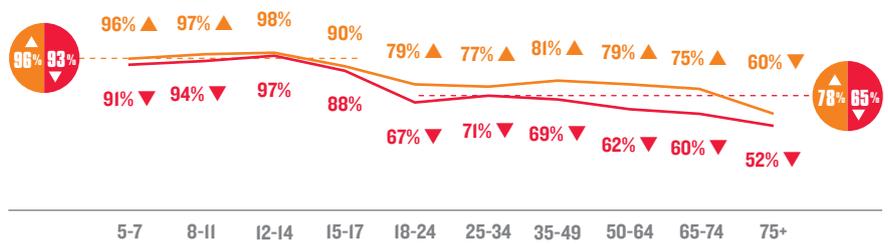


New Zealanders from high deprivation areas participate in fewer sports and activities each week.

### WEEKLY PARTICIPATION

#### YOUNG PEOPLE

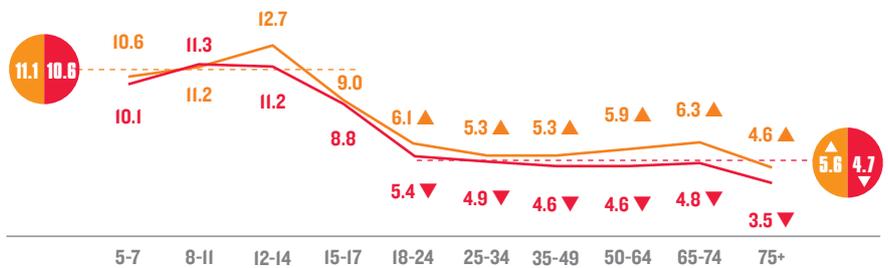
#### ADULTS



### AVERAGE NUMBER OF HOURS PER WEEK

#### YOUNG PEOPLE

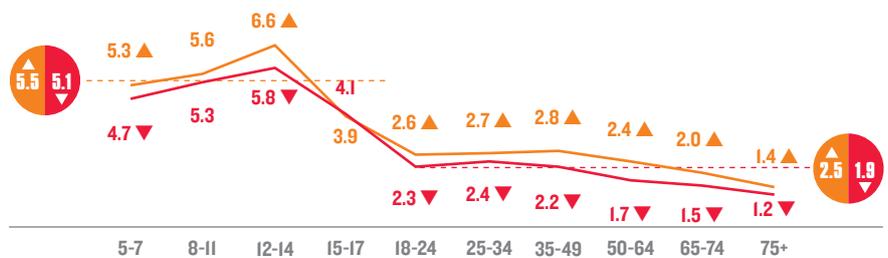
#### ADULTS



### AVERAGE NUMBER OF SPORTS AND ACTIVITIES PER WEEK

#### YOUNG PEOPLE

#### ADULTS



— Low deprivation    — High deprivation  
 ▲ ▼ Significantly higher/lower than the other group

# PARTICIPATION AND GENDER

- There is variation in participation by gender and deprivation for young people.
- Regardless of gender, young people from high deprivation areas participate in fewer sports and activities than those from low deprivation areas.
- Regardless of gender, adults from high deprivation areas are less likely to participate each week, spend less time participating and in fewer sports and activities.

## FEMALE WEEKLY PARTICIPATION



Young females from high deprivation areas are just as likely to participate each week, and spend the same amount of time participating compared with those from low deprivation areas.

### YOUNG PEOPLE



### ADULTS



## MALE WEEKLY PARTICIPATION



Young males from high deprivation areas are less likely to participate each week, and spend less time participating compared with low deprivation areas.

### YOUNG PEOPLE



### ADULTS



■ Low deprivation ■ High deprivation

▲▼ Significantly higher/lower than the other result in the same gender

# PARTICIPATION AND ETHNICITY

- For young people there is variation in participation by ethnicity and deprivation.
- For adults, regardless of ethnicity there are lower levels of participation for those from high deprivation areas.

## YOUNG PEOPLE



Young European and Māori from high deprivation areas have lower levels of participation and participate in fewer sports and activities.



However, there is no difference in the amount of time young people spend in weekly participation by ethnicity and deprivation.

## ADULTS



Regardless of ethnicity, adults from high deprivation areas have lower levels of weekly participation, spend less time participating each week and in fewer sports and activities.



# HOW PEOPLE PARTICIPATE

- Young people from high deprivation areas spend less time participating through competitions or tournaments, and training or practicing with a coach or instructor.

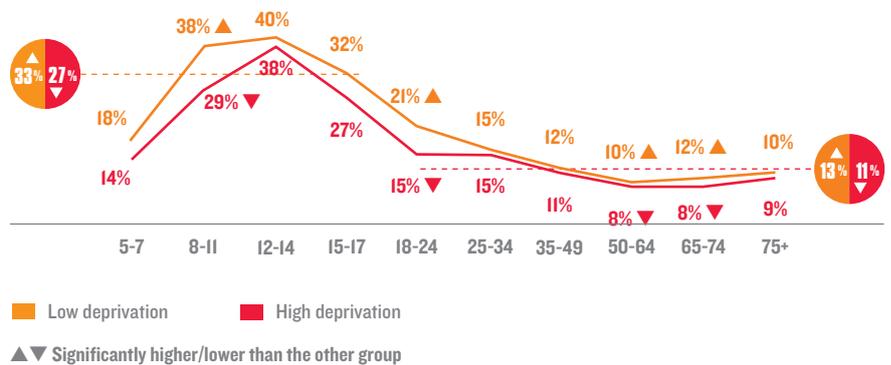


New Zealanders of all ages from high deprivation areas are less likely to participate through competitive sports and activities each week.

## WEEKLY PARTICIPATION IN COMPETITIVE SPORTS AND ACTIVITIES

YOUNG PEOPLE

ADULTS



## YOUNG PEOPLE FROM HIGH DEPRIVATION AREAS COMPARED WITH LOW DEPRIVATION AREAS:



Spend more time participating in PE or class at school.



Spend the same amount of time in play.

## MORE LIKELY

- Are more likely to participate in:
- Running
  - Jogging
  - Group exercise classes
  - Kapa haka
  - Netball
  - Rugby
  - Rippa rugby

## LESS LIKELY

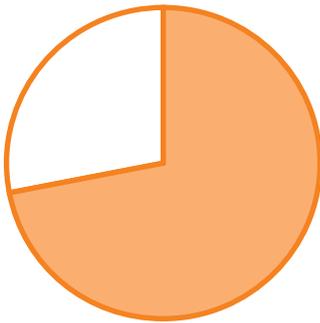
- Are less likely to participate in:
- Swimming
  - Cycling
  - Trampolining
  - Tramping
  - Cricket
  - Hockey
  - Floorball

# MOTIVATIONS

- Fun is the lead motivation for all young people, but less so for those from high deprivation areas.
- Physical wellbeing is the lead motivation for all adults, but less so for those from high deprivation areas.

## YOUNG PEOPLE

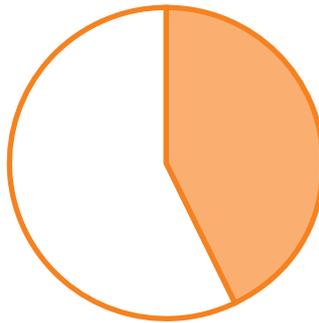
For fun



**72%** ▼

High Deprivation  
78% ▲ Low Deprivation

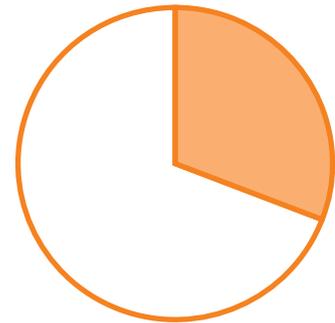
To hang out with family or friends



**43%** ▼

High Deprivation  
46% Low Deprivation

For fitness or health

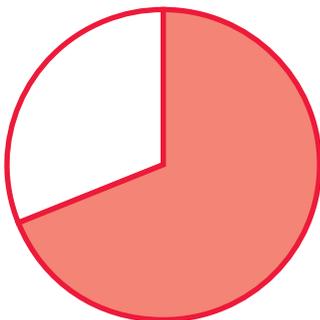


**31%** ▼

High Deprivation  
33% Low Deprivation

## ADULTS

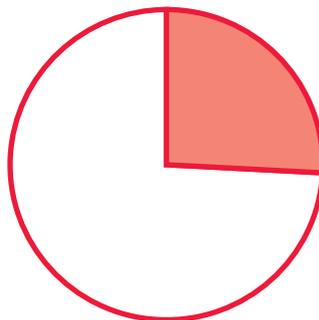
For physical wellbeing  
(exercise, fitness or health)



**69%** ▼

High Deprivation  
75% ▲ Low Deprivation

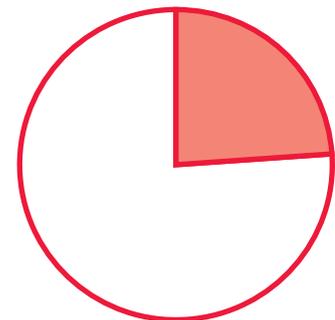
For emotional wellbeing  
(to relax or unwind)



**26%** ▼

High Deprivation  
28% ▲ Low Deprivation

To spend time with  
family and friends



**24%** ▼

High Deprivation  
27% ▲ Low Deprivation

▲▼ Significantly higher/lower than the other group

# HURDLES

- Being too busy or other commitments is the top hurdle for all New Zealanders, but less so for those from high deprivation areas.



For 3 in 4 young people being busy with school work is a barrier, regardless of deprivation.



For young people who prefer to do other things rather than increase their participation, reading is higher for those from low deprivation areas.



Young people from high deprivation areas want to increase their participation, more so than those from low deprivation areas.

The reverse is true for adults.



Young people and adults from high deprivation areas are more likely to have cost and transport as barriers.

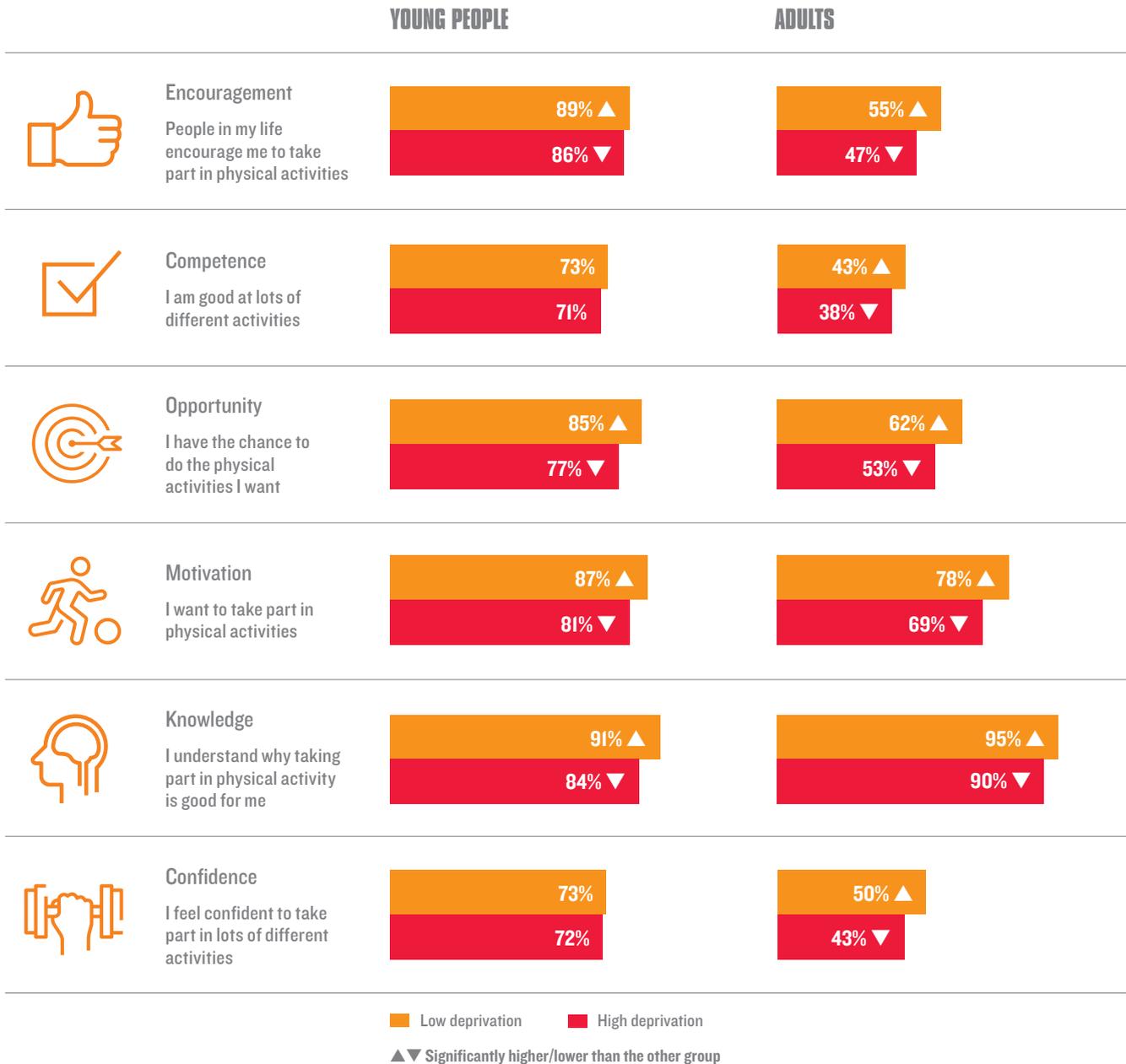
Adults from high deprivation are more likely to lack equipment and struggle with self-motivation.



# ATTITUDES TOWARDS BEING ACTIVE

- There is no difference in competence and confidence for young people by deprivation.
- New Zealanders from high deprivation areas are less able to have the opportunity to participate in sports and activities of their choice.
- If barriers were to be removed, young people from high deprivation areas would choose netball and rugby more so than young people from low deprivation areas.
- New Zealanders from high deprivation areas are less likely to understand the benefits of being active.

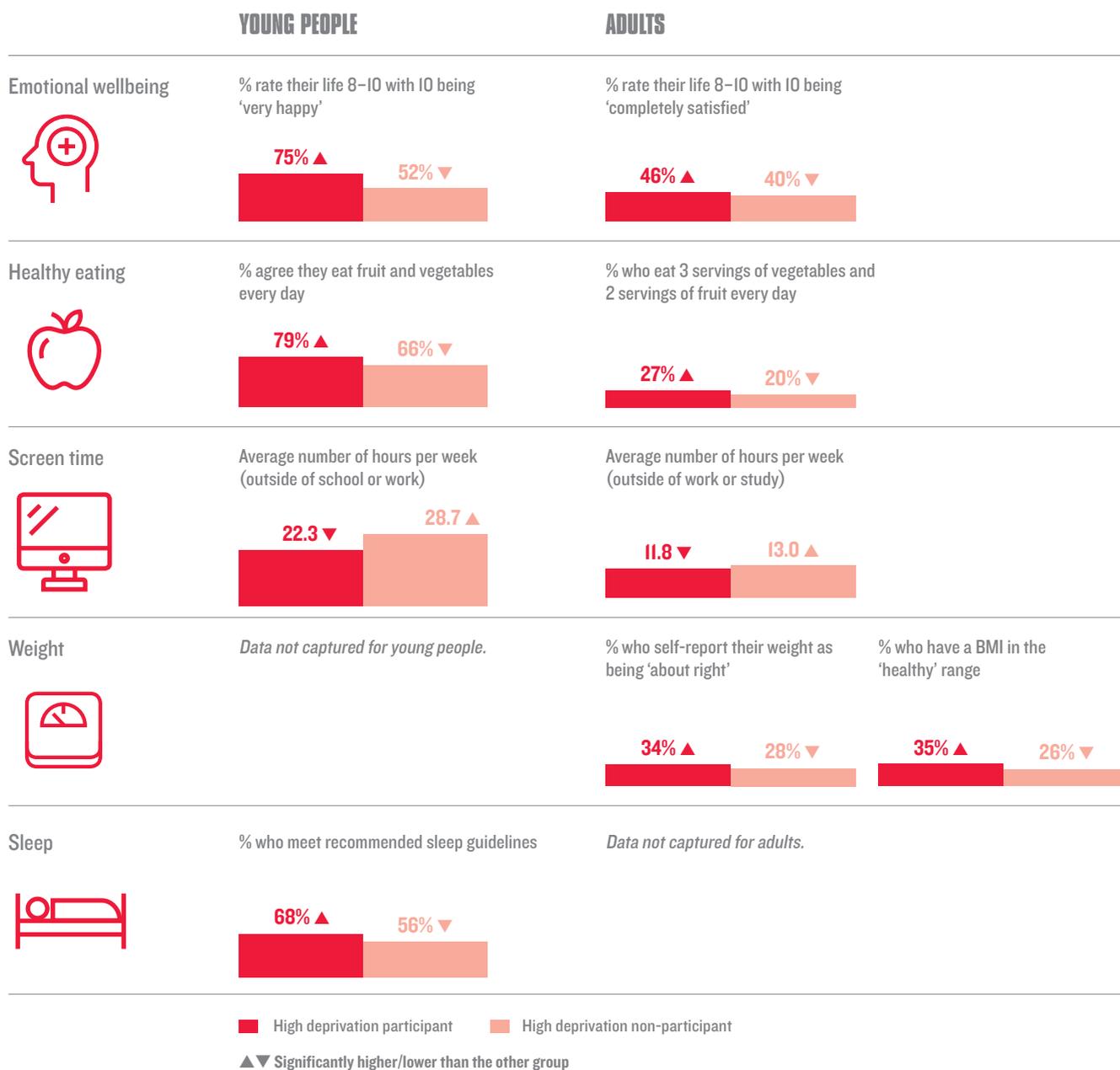
## PROPORTION WHO AGREE WITH PHYSICAL LITERACY INDICATORS



**PHYSICAL LITERACY** = A combination of a person's motivation, confidence and competence to be active, along with their knowledge and understanding of how being active contributes to their life.

# BENEFITS OF PARTICIPATING

- New Zealanders from high deprivation areas who participate in play, active recreation and sport score more favourably on all health and wellbeing indicators.



**PARTICIPANT** = People who have been physically active in play, exercise, active recreation or sport in the past seven days (excluding work or chores).



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