

ACTIVE NZ AND ACTIVE NZ YOUNG PEOPLE

TECHNICAL REPORT FOR DATA
COLLECTED IN 2018

AUGUST 2019



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Both Nielsen and Sport New Zealand would also like to thank all those across New Zealand who took the time to take part in the research – and without whose contribution all reports on this data would not have been possible. Their input has been invaluable in providing Sport NZ, their partners and providers with valuable insights into how the accessibility and quality of sport and active recreation can be improved.

CITATION

Nielsen, 2019. Active NZ and Active NZ Young People: Technical report for data collected in 2018 by Nielsen on behalf of Sport New Zealand.

1. INTRODUCTION

This section includes a background to the research project, and the objectives of the research and of this report.

1.1 BACKGROUND

Sport New Zealand (Sport NZ) is mandated to monitor New Zealanders' participation in physical activity. One of Sport NZ's functions is to "promote and advocate the importance of participation in physical activity by all New Zealanders for their health and wellbeing".¹ This includes targeting specific population groups such as Pacific peoples, women, older New Zealanders and people with disabilities, as well as ensuring sport, recreation and physical activity are culturally appropriate for Māori.

Sport NZ's Strategic Plan 2015-20² outlines a new approach to how Sport NZ works with the sports sector and across government to increase participation. Sport NZ's strategic approach is to be:

- Participant-focused: Sport NZ is focused on the needs and expectations of participants
- System-led: Sport NZ is focused on the 'system attributes' which best impact participation
- Performance-driven: Sport NZ holds itself and others accountable and seeks continuous improvement.

The Community Sport group within Sport NZ has defined participation as:³

...includes play (age and stage appropriate development opportunities for young people), active and outdoor recreation, and competitive sport taking place through clubs and events (including talent development). Community Sport does not include passive recreation such as gardening or elite (international) competition.

In December 2014, the Sport NZ Board agreed to change the way annual participation in sport and active recreation is measured. Population participation data will now be collected through the Active NZ survey on a continuous basis for New Zealanders aged five and upwards. The main survey was launched in January 2017 following one year of development.

Using this new approach, Sport NZ will have access to robust and timely data enabling evidence-based and evidence-led decision making. The survey tracks participation trends and informs Sport NZ's strategic purpose, its investment strategy and the work Sport NZ does to increase participation. It also provides baselines and success indicators for Sport NZ's reporting requirements.

With the participant front and centre, this report provides the technical details of the data collected in 2018 for Active NZ. The following diagram illustrates the five different components that went into the development of Active NZ (each component has a separate report with the findings).

¹ Sport and Recreation New Zealand Act 2002, section 8(c), <http://www.legislation.govt.nz/act/public/2002/0038/latest/DLM157117.html>

² Available at: <http://www.sportnz.org.nz/assets/Uploads/attachments/About-us/Sport-NZ-Group-Strategic-Plan-2015-2020.pdf>

³ Available at: <http://www.sportnz.org.nz/assets/Uploads/attachments/About-us/Com-Sport-Strategic-Plan.pdf>, page 3.

FIGURE 1: THE DEVELOPMENT PHASE FOR ACTIVE NZ AND ACTIVE NZ YOUNG PEOPLE



⁴ The number of completed surveys requires us to modify the sampling framework so we are sending out more to a specific target group.
⁵ This is different from the response rate, which may remain the same and is driven by levers such as length of survey, incentives, persuasiveness of communications etc.
⁶ For the guidelines please refer to: <http://www.health.govt.nz/our-work/preventative-health-wellness/physical-activity>

1.2 OBJECTIVES

Active NZ replaced the previous Active NZ survey series (last conducted 2013/14) and the inaugural Young People survey (2011). **Each year 20,000 adults (and 5,000 young people) are targeted** on a continuous basis. Specific research objectives for Active NZ are to:

- Collect information on the 'who', 'what', 'how' and 'where' of people's participation
- Identify and describe links between participation (and non-participation) and other influential factors: the 'why' and 'why not' of people's participation
- Measure the quality of participation and the contribution participation makes to the achievement of other government agencies' outcomes
- Understand the relationship between participation and high performance sport (HPS) and the contribution to New Zealand's brand identity.

The purpose of this report is to outline the technical details of the survey, including information about the:

- Sampling method and method for achieving response rates
- Response rates
- Method for and provision of weighting structures
- Questionnaires and communications.

2. RESEARCH DESIGN

This research has two components: Active NZ (adults aged 18+) and Active NZ Young People (young people aged 5 to 17). This is in order to meet the strategic requirements and to measure participation in one programme among New Zealanders aged 5 and over. This section of the report provides an overview of the methodology for these two components.

2.1 METHODOLOGY

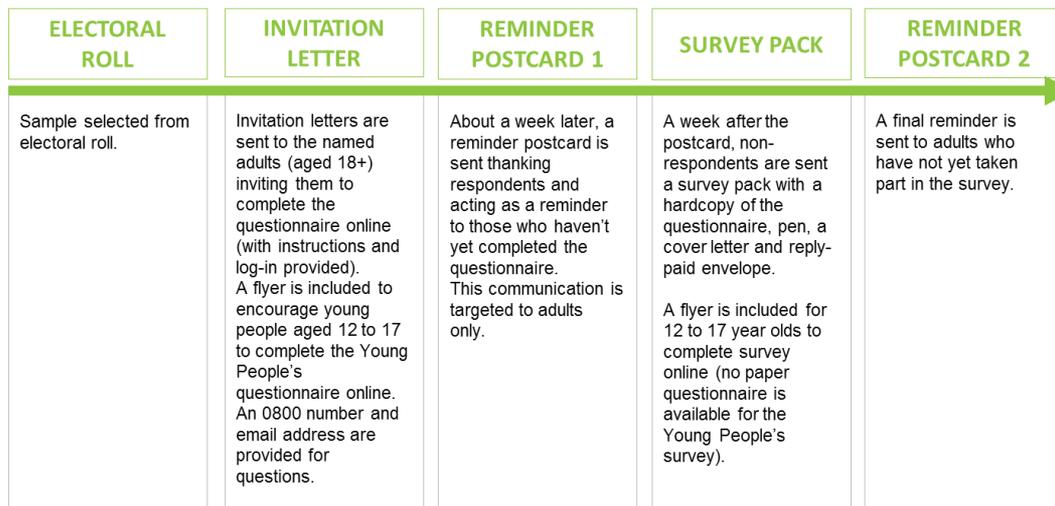
ACTIVE NZ METHODOLOGY (ADULTS AGED 18+)

A Sequential Mixed Methodology (SMM) of online or paper self-completion was used to contact a random selection of adults aged 18+ from the electoral roll (please refer to additional information in the sampling section, Section 3).

A maximum of four communications were sent to each individual. The first two communications were designed to encourage individuals to complete the survey online. The first two mail outs were letters with information about how to access the survey online and a passcode for accessing the survey. At the third mailing, a paper self-completion questionnaire was sent out to maximise response. A final postcard reminder was sent as the fourth mailing, which included instructions to access the online questionnaire or a reminder to return the paper questionnaire. These mailings and their approximate timings are outlined in Figure 2.

Adults were given the chance to win a \$500 Prezzy® card as an incentive to take part.

FIGURE 2: SEQUENTIAL MIXED METHODOLOGY PROCESS⁶



⁶ Due to changes in postage rules and costs, the pen in the survey pack stopped being included from Q3 2018

ACTIVE NZ YOUNG PEOPLE METHODOLOGY (AGED 5-17)

An online only approach was used for the survey of 5 to 17 year olds.

The questionnaire was tailored based on the relevance of each question for the following age groups: 5 to 7 year olds, 8 to 11 year olds, 12 to 14 year olds and 15 to 17 year olds.

The parent or caregiver was asked to respond on behalf of those aged 5 to 11 (and they were encouraged to check responses with the child). Adults with young people aged 5 to 11 in the household were automatically directed to the Active NZ Young People survey on completion of their own Active NZ adult survey. Adults were incentivised with an entry into a prize draw of a \$1,000 Prezzy® card for each child they responded on behalf of.

Adults with those aged 12 to 17 in the household were asked to pass on a flyer provided with both the invitation letter and the survey pack. This gave instructions for up to three people in the household aged 12 to 17 to go online to complete the survey. The young people were given the chance to win one of 10 \$50 Prezzy® cards to encourage them to take part.

A copy of all the hardcopy material used for both Active NZ and Active NZ Young People is included in Appendix 1.

The questionnaires are attached in Appendices 2 and 3. The questionnaires were developed from extensive literature reviews (including previous Active NZ surveys and other research), consultation, the foundational qualitative research and the survey pre-testing.

2.2 TIMING AND SURVEY LENGTH

In order for the data collection to be continuous throughout the year, the methodology was repeated at the beginning of each month. However, analysis was done quarterly based on when respondents completed the survey (captured automatically online or included as a question on the paper questionnaire).

Data collected from 5 January 2018 to 4 January 2019 was included in 2018. This cut off ensured that responses most accurately captured weekly participation that was most likely to have occurred in 2018.

As in 2017, the average online survey length for adults was 27 minutes and for young people it was 18 minutes.

3. SAMPLE DESIGN AND PROCESS

This section of the report outlines details of the sample design, including: the sample frame, the target population, the process taken to draw the sample and the sample sizes which were targeted.

3.1 TARGET POPULATION

The target population for this research was New Zealanders aged five years and over, located across Sport NZ's 14 Regional Sports Trusts (RSTs, see Table 1 for complete list). The population data was based on Statistics New Zealand's (Stats NZ) 2013 Census.

3.2 SAMPLE FRAME

The sampling frame for Active NZ and Active NZ Young People was the New Zealand electoral roll.

The electoral roll records the addresses of the majority of New Zealanders aged 18 and over. The Roll is representative of the adult New Zealand population and currently includes approximately 93% of the eligible population over the age of 18.

The electoral roll is a database of individuals that includes each individual's residential and mailing addresses. For this survey it was necessary to sample households so as to ensure that the young people (aged under 18 years) in the household were not represented more than once. Stats NZ defines households as:

A household is either one person who usually resides alone, or two or more people who usually reside together and share facilities (such as for eating, cooking, or a living area; and bathroom and toilet) in a private dwelling.

The sampling frame database was converted to a collection of households rather than individuals. Two ways of doing this were investigated during the development phase. One was based on mailing address, the other on residential address. It became clear that 'households' defined as a collection of individuals with the same mailing address would include some 'households' who were very unlikely to be included in the Stats NZ definition quoted above. Therefore, the second way of grouping those individuals who had a common residential address into households was preferred. However, it is impossible to guarantee that every 'household' as defined would qualify as meeting the Stats NZ definition.

From the database of households, a single individual was randomly selected to act as the representative for that household. This individual's demographic characteristics were used for stratification by age and Māori descent.⁷ Individuals with an overseas mailing address were excluded from households. Households whose sole member was living overseas were also excluded.

Individual data on the electoral roll used in the sampling process included year of birth (within a one-year range), area (based on residential address) and Māori descent. To add to our ability to target households likely to have young people, we imputed a gender value for each individual. The source of the imputation process was the title field. Only clear gender indicators were used (e.g. for

⁷ The electoral roll contains a binary 'Māori descent' indicator, rather than Māori ethnicity. However, we have found from many surveys that being of Māori descent is a very accurate predictor of identifying Māori ethnicity.

males – ‘Mr’, ‘Master’, ‘Sir’ and for females – ‘Mrs’, ‘Ms’ and ‘Dame’). Blank title fields and those with non-specific titles, such as ‘Doctor’ and ‘Professor’, were given an unknown gender value ‘X’.

A further categorisation of households was made. This was to flag those residing in a meshblock which had more than 50% of the individuals (of any age) living in the meshblock who identified with Pacific ethnicity.

An updated extract of the electoral roll was received twice (February and August). In the August extract, the final sample frame comprised 1,518,953 ‘households’.

3.3 SAMPLING PROCESS

Multi-stage probability sampling was used with 144 strata equal to 18 regions, four age groupings and a Māori descent indicator.

Sport NZ provided a list of meshblocks which defined the boundaries of the 14 RSTs included in the stratification (Sport Canterbury was split into two sub-regions: Westland District and rest of Canterbury, due to the small population numbers in Westland, Aktive was stratified as follows: Harbour Sport, Sport Auckland, Counties Manukau Sport and Sport Waitakere). These 14 RSTs provided the geographical frame for all sampling, weighting and reporting. Each household represented on the electoral roll whose residential address meshblock matched one of the defined RST meshblocks was eligible for selection; the rest were excluded.⁸

In order to increase the likelihood of a successful response from a young person aged 5 to 17, some analysis was done on the pilot data to profile the households most likely to have a child aged 5 to 17. This analysis led to households with at least two adults of different genders aged 30 to 55 being oversampled. ‘Different’ gender was defined as at least two people having separate values from the set of ‘males’, ‘females’ and ‘X’.

Those groups with known lower response rates (males, those aged 18 to 24, living in a high probability Pacific ethnicity meshblock – see above) were oversampled. Response rates from the pilots were used to refine the sampling process.

3.4 SAMPLE TARGETS

The sample targets were largely based on population proportions. However, five smaller RSTs are boosted slightly to target a minimum of 200 young people per year in order to report results for these regions individually. The regions that required boosting were Sport Gisborne, Sport Taranaki, Sport Whanganui, Sport Tasman and Sport Southland. To account for these increases, the targets for Aktive⁹ were slightly lower than their true proportion in the population.¹⁰ Table 1 shows the sample targets by RST.

⁸ New meshblocks included in the Roll were adjusted to be comparable with those in the RST listings based on 2013 Census data.

⁹ Aktive consists of the following four RSTs: Harbour Sport, Sport Auckland, Counties Manukau Sport, Sport Waitakere.

¹⁰ Weighting corrects these differences.

TABLE 1: SAMPLE TARGETS

RST	ACTIVE NZ (ADULTS 18+)	ACTIVE NZ YOUNG PEOPLE (AGED 5-17)
Sport Northland	714	207
Aktive	5,297	1,499
• Harbour Sport	1,218	345
• Sport Auckland	1,642	465
• Counties Manukau Sport	1,695	480
• Sport Waitakere	742	210
Sport Waikato	1,819	530
Sport Bay of Plenty	1,287	375
Sport Gisborne	608	200
Sport Taranaki	724	200
Sport Whanganui	703	200
Sport Hawke's Bay	709	206
Sport Manawatu	756	211
Sport Wellington	2,183	586
Sport Tasman	779	200
Sport Canterbury	2,699	698
Sport Otago	988	254
Sport Southland	735	200
Total	20,000	5,566

Note: Totals may not appear to sum due to rounding.

4. DATA COLLECTION, RESPONSE RATES AND SAMPLE WEIGHTING

This section of the report includes details of the data collection, response rates and the approach taken to weight the adult and young people samples to be nationally representative of the population.

4.1 DATA COLLECTION

The online surveys were programmed in Confront (Nielsen's online survey software) and were device agnostic, so respondents saw the best layout for their computer/tablet/phone regardless of their device brand.

As completed paper questionnaires were returned to Nielsen's Auckland office, the data was entered manually. The data entry team had different access to the survey tool from a survey respondent. In this set up, the data entry team had the ability to select 'No response' for any question where a paper respondent had not selected a response.

Data entry protocols were set up to ensure consistency between team members and will be used for consistency between measures. As part of Nielsen's quality control processes, 10% of data-entered surveys were verified.

Great care was taken to assure consistency between the online survey and the paper questionnaire wherever possible. The main difference in the two was the randomisation of attitude statements and error messages appearing for invalid responses for those completing the survey online.

4.2 RESPONSE RATES

ADULT RESPONSE RATE

To calculate the response rates, every individual adult sent an invitation to complete the survey was tracked and the outcome of the invitation recorded.

A call-log tracked which of the letters, postcards or questionnaire packs were returned as 'Gone no address', as well as any telephone notification of refusal to participate. This log also recorded notifications from third parties that the nominated respondent was not available or capable of completing the survey due to age, language issues, health reasons, death or other disabilities. Every effort was made to remove any ineligible respondent from subsequent samples.

Table 2 shows the outcome codes.

TABLE 2: OUTCOME CODES

'Ineligible' outcome codes	
Deceased	A third party advised that the named respondent was deceased.
Overseas	A third party advised that the named respondent was living overseas.
Gone no address	A third party advised that the named respondent was no longer living at the address, or alternatively the mail was returned to Nielsen by NZ Post.
Language	A third party or the named individual advised that the named respondent was unable to take part due to language difficulties.
Unavailable/Other	A third party or the named individual advised that the named respondent was unable to take part as they were on holiday or unavailable for another reason.
Health/Age	A third party or the named individual advised that the named respondent was unable to take part due to health or age reasons.
Refused	Individual was not willing to take part in the survey.
Other outcome codes	
Late	Individual returned a completed survey after the close date.
Incomplete	Individual did not complete the full survey, though they did make a start.

If a respondent was having difficulty completing the survey, they were able to call or email Nielsen and ask for assistance.

The **return rate** was calculated as follows:

$$\text{Completed surveys} / (\text{total number of invitations mailed out} - \text{'ineligibles'}^{11}) \times 100$$

The **response rate** was also calculated. In calculating the response rate it is assumed that from the unknown outcomes (those not given an outcome code from Table 2) the same proportion of ineligible applies. The response rate was calculated as follows:

M = total mail outs

N = number of known outcomes

E = the ratio of ineligible to known outcomes (N/M)

B = the number of unknown outcomes who would be excluded if E applies to them (B = E*[M-N])

$$\text{Completed surveys} / (\text{total number of invitations mailed out} - \text{'ineligibles'} - B) \times 100$$

The final response rate for 2018 was 31.4% (the 2017 response rate was 31.7%). Table 3 shows the 2018 response rate for each of the areas surveyed.

¹¹ 'Ineligible' included the 'ineligible' codes listed in Table 2.

TABLE 3: 2018 ADULT RESPONSE RATES PER REGION

	Total	Sport Northland	Harbour Sport	Sport Auckland	Counties Manukau Sport	Sport Waitakere	Sport Waikato	Sport Bay of Plenty	Sport Gisborne	Sport Taranaki	Sport Whanganui	Sport Hawke's Bay	Sport Manawatu	Sport Wellington	Sport Tasman	Sport Canterbury - excluding Westland	Sport Canterbury - Westland only	Sport Otago	Sport Southland
Deceased	97	2	3	4	4	1	7	8	4	3	9	4	7	13	6	14	0	3	5
Gone no address	2,963	161	145	265	309	108	322	176	113	98	119	93	126	286	89	289	25	143	96
Language	13	0	2	2	1	1	0	1	0	0	1	1	1	0	1	1	1	0	0
Unavailable	240	12	11	27	19	9	21	15	9	5	8	5	3	28	12	22	4	21	9
Health/Age	534	26	18	22	29	18	42	40	21	31	31	14	22	61	23	74	5	32	25
Total ineligible	3,847	201	179	320	362	137	392	240	147	137	168	117	159	388	131	400	35	199	135
Refused	488	23	22	24	40	15	42	28	23	21	28	20	26	44	19	71	1	24	17
Late	79	2	2	3	5	5	5	6	3	0	3	2	5	6	7	12	0	9	4
Incomplete	1,363	48	67	130	150	57	121	92	45	38	44	53	52	155	54	141	11	62	43
Unknown – Mailed out, no info	59,276	2,222	3,426	5,522	8,148	2,569	5,431	3,438	2,367	1,961	2,095	2,083	2,146	5,507	1,681	5,978	352	2,408	1,942
Completes	24,947	844	1,476	2,001	2,051	837	2,381	1,564	751	987	858	873	980	2,720	956	3,286	125	1,314	943
Mail outs	90,000	3,340	5,172	8,000	10,756	3,620	8,372	5,368	3,336	3,144	3,196	3,148	3,368	8,820	2,848	9,888	524	4,016	3,084
Return rate (%)	27.7%	25.3%	28.5%	25.0%	19.1%	23.1%	28.4%	29.1%	22.5%	31.4%	26.8%	27.7%	29.1%	30.8%	33.6%	33.2%	23.9%	32.7%	30.6%
Response rate (%)	31.7%	30.8%	31.8%	28.7%	22.1%	26.6%	32.8%	33.3%	26.5%	35.5%	31.7%	31.2%	33.4%	34.9%	37.8%	37.0%	29.9%	37.3%	34.7%

Note: The response rate is calculated as at 31 January 2019. The number of completed responses used to calculate the response rate (n=24,947) does not match the final number reported on (n=25,150) because responses received after 5 January 2019 are included in the final data for Quarter 1 2019. This is because the date of completion is an important factor for understanding the seasonality of participation.

The region used for the response rate is the region the respondent was assigned to based on their residential address. Some respondents move regions due to their responses given in the questionnaire; therefore, the number of completes per region also differs from the final ones that are reported on for 2018.

ACTIVE NZ YOUNG PEOPLE RESPONSE RATES

Response rates for the Active NZ Young People's component were calculated by matching the young person's data to the adult surveys in order to determine how many young people in the age groups were living in the household and were therefore eligible to take part. Young people who had no corresponding response from an adult were excluded from the response rate calculation.

The **response rate** was calculated as follows:

Y = number of completed surveys that could be matched to an adult

A = number of young people in the age group when looking at all the adults who responded to the survey

$$(Y / A) \times 100$$

The final response rate was 32.7% (the 2017 response rate was 32.0%).

TABLE 4: ACTIVE NZ YOUNG PEOPLE RESPONSE RATE BY AGE

	5-11	12-17	TOTAL
Number of completed surveys that could be matched to an adult	3,651	1,244	4,895
Number of young people in the age group when looking at all the adults who responded to the survey	7,997	6,992	14,989
Response rate	45.7%	17.8%	32.7%

TABLE 5: ACTIVE NZ YOUNG PEOPLE RESPONSE RATE BY REGION

REGION	NUMBER OF COMPLETED SURVEYS THAT COULD BE MATCHED TO AN ADULT	NUMBER OF YOUNG PEOPLE IN THE AGE GROUP WHEN LOOKING AT ALL THE ADULTS WHO RESPONDED TO THE SURVEY	RESPONSE RATE
Sport Northland	131	489	30.4%
Harbour Sport	329	940	35.0%
Sport Auckland	413	1,205	33.7%
Counties Manukau Sport	441	1,478	31.8%
Sport Waitakere	195	551	33.0%
Sport Waikato	470	1,443	29.1%
Sport Bay of Plenty	297	957	32.8%
Sport Gisborne	141	470	29.7%
Sport Taranaki	157	494	32.6%
Sport Whanganui	139	443	29.1%
Sport Hawke's Bay	173	530	30.5%
Sport Manawatu	164	554	31.0%
Sport Wellington	569	1,590	36.2%
Sport Tasman	201	581	31.1%
Sport Canterbury	683	2,029	32.9%
Sport Otago	228	683	33.4%
Sport Southland	164	552	31.9%
Total	4,895	14,989	32.7%

4.3 MODE OF RESPONSE

For all completed Active NZ surveys, the method of completion (whether online or paper) was captured in the survey tool. This allows for the proportion of completed online and paper questionnaires to be calculated.

On average, 72% of respondents chose to complete the survey online, with the remaining 28% returning paper questionnaires.

The proportion of online and paper completes was calculated as follows:

Online proportion = completed surveys (n=25,150) / number of online completes (n=18,133) = 72%

Paper proportion = completed surveys (n=25,150) / number of paper completes (n=7,037) = 28%

As previously stated, the Active NZ Young People survey was only conducted online.

4.4 SAMPLE ACHIEVED

The table below outlines the sample achieved and the corresponding margin of error based on a 95% confidence interval. This level is the probability that a margin of error around the reported sample percentage would include the true percentage for the population being measured.

TABLE 6: ADULT MARGINS OF ERROR

RST	TARGET	SAMPLE ACHIEVED	MARGIN OF ERROR
Sport Northland	714	849	±3.4%
Aktive	5,297	6,437	±1.2%
• Harbour Sport	1,218	1,478	±2.6%
• Sport Auckland	1,642	2,053	±2.2%
• Counties Manukau Sport	1,695	2,061	±2.2%
• Sport Waitakere	742	845	±3.4%
Sport Waikato	1,819	2401	±2.0%
Sport Bay of Plenty	1,287	1564	±2.5%
Sport Gisborne	608	742	±3.6%
Sport Taranaki	724	989	±3.1%
Sport Whanganui	703	855	±3.4%
Sport Hawke's Bay	709	885	±3.3%
Sport Manawatu	756	993	±3.1%
Sport Wellington	2,183	2,746	±1.9%
Sport Tasman	779	963	±3.2%
Sport Canterbury	2,699	3,444	±1.7%
Sport Otago	988	1,338	±2.7%
Sport Southland	735	944	±3.2%
Total	20,000	25,150	±0.6%

TABLE 7: ACTIVE NZ YOUNG PEOPLE MARGINS OF ERROR

RST	ACTIVE NZ YOUNG PEOPLE TARGET	SAMPLE ACHIEVED	MARGIN OF ERROR
Sport Northland	207	166	±7.7%
Aktive	1,499	1,602	±2.5%
• Harbour Sport	345	363	±5.2%
• Sport Auckland	465	495	±4.4%
• Counties Manukau Sport	480	530	±4.3%
• Sport Waitakere	210	214	±6.8%
Sport Waikato	530	553	±4.2%
Sport Bay of Plenty	375	329	±5.4%
Sport Gisborne	200	157	±7.9%
Sport Taranaki	200	180	±7.4%
Sport Whanganui	200	159	±7.9%
Sport Hawke's Bay	206	192	±7.1%
Sport Manawatu	211	190	±7.2%
Sport Wellington	586	643	±3.9%
Sport Tasman	200	225	±6.6%
Sport Canterbury	698	765	±3.6%
Sport Otago	254	252	±6.2%
Sport Southland	200	182	±7.3%
Total	5,566	5,595	±1.3%

4.5 SAMPLE WEIGHTING

To account for biases in the sample design (such as RSTs being targeted disproportionately to their population proportion, one adult per household being eligible to respond, and households likely to have young people in them being disproportionately sampled) and non-response bias, the data was weighted before reporting. The purpose of weighting was to adjust the sample to represent the overall New Zealand population living across each RST area.

Weighting was based on the proportions in the population using the Stats NZ 2013 Census results.

The sample was adjusted to represent the survey population, using standard weighting techniques. These included cell-based weighting for some of the dimensions and, where these were not appropriate, Iterative Proportional Fitting (IPF/Rim).

The weighting process for adults was carried out as follows.

1. Sample distributions for each of the weighting variables were calculated:
 - a. Household size was defined by one person in the household, two people in the household, three or more people in the household.
 - b. In Quarters 1 and 2, ethnicities were defined by Māori versus non-Māori, Pacific vs. non-Pacific, Asian vs. non-Asian and Other ethnicity vs. non-Other ethnicity. In Quarters 3 and 4, ethnicities were prioritised to level one in the following order: Māori, Pacific peoples, Asian, Other, European and Not elsewhere included. For example, if a person is both Pacific peoples and Asian, then they were counted in the Pacific peoples category.¹²
 - c. Household income was categorised into \$40,000 or less, \$40,001 to \$100,000, \$100,001 or more, Not stated/Prefer not to say.
 - d. RST areas by age and by gender were as follows:
 - i. RST areas were Auckland, Bay of Plenty, Canterbury, Counties, Gisborne, Hawke's Bay, Manawatu, North Harbour, Northland, Otago, Southland, Taranaki, Tasman, Waikato, Waitakere, Whanganui, Wellington and Westland.
 - ii. Age groupings were 18 to 24, 25 to 34, 35 to 49, 50 to 64, 65+.
 - iii. Gender was defined by male and female (with 'gender diverse' grouped with female for weighting, as it is the more common gender).
2. For each of the weighting dimensions defined above, IPF/Rim weighting was used to adjust the sample proportions to the population proportions.

Weighting for the Active NZ Young People sample was carried out as follows.

1. The sample distributions for each of the weighting variables were calculated:
 - a. Ethnicities were defined by Māori versus non-Māori, Pacific vs. non-Pacific, Asian vs. non-Asian and Other ethnicity vs. non-Other ethnicity.
 - b. RST areas by age and by gender were as follows:
 - i. RST areas were Auckland, Bay of Plenty, Canterbury, Counties, Gisborne, Hawke's Bay, Manawatu, North Harbour, Northland, Otago, Southland, Taranaki, Tasman, Waikato, Waitakere, Whanganui, Wellington and Westland.

¹² The weighting approach for adults was changed in Quarter 3 to improve the weighting efficiency of this complicated weighting approach. Please note: no analysis for reporting purposes is done using a prioritised ethnicity approach.

- ii. Age groupings were 5 to 11, 12 to 17.
- iii. Gender was defined by male and female (with 'gender diverse' grouped with female for weighting, as it is the more common gender).

2. For each of the weighting dimensions defined above, IPF/Rim weighting was used to adjust the sample proportions to the population proportions.

The data was weighted each quarter for both the Active NZ and Active NZ Young People surveys. Post-weights were then applied to correct any disparities in the sample sizes between the four quarters.

Some data cleaning was required for these weighting variables. Table 8 outlines this cleaning.

TABLE 8: DATA CLEANING REQUIRED FOR WEIGHTING VARIABLES

Variable	Data cleaning
Age	Adults who skipped the age question on the paper questionnaire had their age band imputed from the electoral roll using the age data.
Gender	Adults who skipped the gender question on the paper questionnaire had their likely gender imputed from the electoral roll using their title or name.
Ethnicity	Adults who skipped the ethnicity question on the paper questionnaire were grouped with the most common group (for weighting only).
Household size	Adults who skipped the household size question on the paper questionnaire were grouped with the most common group (for weighting only).
Household income	Adults who skipped the household income question on the paper questionnaire were grouped with the category 'not stated' (for weighting only).
RST	The RST that had been assigned to each respondent during sampling (using their meshblock data) was compared with the Stats NZ region that the respondent stated they lived in. Those who stated that they lived in the same region, or a region neighbouring their RST, were left in the RST they were allocated from the electoral roll. Those who stated that they lived in a region not adjacent to their RST were assigned to the RST closest to the region they lived in. These respondents were assumed to have moved across regions. Young people who could be linked to an adult respondent were given the same region as the adult (as young people were not asked their region) or else their RST from the electoral roll was used.

Note: Weighting matrices are included in Appendix 4.

5. DATA ANALYSIS

This section of the report includes details relevant to the analysis of the data.

5.1 CODING OPEN ENDED ANSWERS

The verbatim answers given to open ended questions were analysed, with recurring themes forming the codeframes. Each verbatim comment was then coded into the applicable theme.

A number of questions with an existing codeframe for respondents had an 'other specify' response for any missing categories. These comments were either coded back into an existing code (if appropriate) or a new code was created. These new codes are analysed ahead of the next round of questionnaire changes and added if necessary.

5.2 DATA CLEANING

Some data cleaning and back coding was required for accurate and consistent results. This was required for both Active NZ and Active NZ Young People.

Back coding was required for the activities participated in during the seven days prior.

- After selecting the activities participated in during the seven days prior, respondents were asked more detailed questions about their participation in those activities (e.g. their reason for doing it, the number of times they did it and whether it was done as a sport or recreational activity).
- Some respondents noted at this question that they had in fact not done the activity in the seven days prior. They were not asked any of the follow-up questions and responses were back coded to remove their participation in the activity in the seven days prior.
- In other instances, respondents noted on the paper questionnaire additional activities not selected previously as having been done in the seven days prior. These respondents are back coded as having taken part in the activity. To improve the consistency between online and the paper questionnaire, an additional question is included online to check whether the respondent had done any activities in the seven days prior other than those they had selected.

Data cleaning was necessary for some of the questions that required a numeric response. As is typical with surveys, some respondents entered invalid or unlikely responses to these questions. Online, a prompt was included for the respondent to check their answer. For the paper questionnaire there was no such prompt. During analysis, outliers and invalid responses from respondents were removed. Only extreme outliers were removed. These were determined based on conservative rules set by the research team. For example, a maximum height of 251cm was set based on the measurements of the tallest person.

Standard exclusions have been set to ensure comparability over time. These are shown in Table 9.

TABLE 9: SURVEY OUTLIERS

Active NZ question	Outliers set as
Number of adults in the household	21 or more
Number of children/young people in the household	21 or more
Frequency of activities in the 7 days prior	22 times or more
Number of time active for transport	22 times or more
Number of hours spent being active (total, light, moderate and vigorous intensity)	51 hours or more
Duration of walking in last 7 days	51 hours or more
Duration of gardening in last 7 days	51 hours or more
Number of visits to the gym in the 7 days prior	36 or more
Number of hours spent volunteering	101 or more
Number of hours active while volunteering	101 or more
Screen time at work or school	151 hours or more
Screen time outside of work or school	151 hours or more
Screen time for gaming	151 hours or more
Hours of sleep per night	24 hours or more
Height	64cm or under, or 251cm or over
Weight	30kg or under, or 251kg or over
Active NZ Young People question	Outliers set as
Number of hours spent being active	76 hours or more
Number of active hours in last 7 days (questions asked only of 15-17 year olds; total, light, moderate and vigorous intensity)	51 hours or more
Number of visits to the gym in the 7 days prior	36 or more
Hours of sleep per night	24 hours or more

A small number of respondents completed both an online and a paper questionnaire for the survey. Only their online response was used.

A small number of respondents completing the paper questionnaire skipped questions that were set as compulsory online. These responses were excluded from that question alone, so results represent those who provided an answer. The same approach was taken for some of the questions which were more sensitive and set as non-compulsory (such as quality of life, height and weight).

Additional cleaning required is outlined in Section 4.5 (for the variables required for weighting). Of particular importance is how respondents were assigned to a final RST.

5.3 REPORTING

The following are notes on the analysis used in any reports using the data.

SIGNIFICANT DIFFERENCES

Within the two data sets, reported differences between the total result and various subgroups (or two subgroups) are statistically significant at the 95% confidence level. Significance testing means we can be sure that the differences reported are not due to sample error i.e. because we are using a particular sample and not the entire population.

Every sample selected from a population of interest has sampling error. Sample error is a measure of the uncertainty arising in survey results because we have only using a sample. It is measured by calculating the standard error i.e. a measure of the variability of the actual survey estimate.

When testing two results to see if they are statistically significantly different, we take into account that both results will have a standard error. Suppose that a survey estimate of 70% was calculated from a survey and that the standard error of this estimate was 2%. Statistical theory says that 95 times out of 100 a randomly drawn sample will have a mean value within 2 standard errors of the actual population value i.e. the population mean value is in the range 70%+/- 4% (66%-74%).

Knowing a difference is statistically significant does not mean the difference is important, and the absolute value of the percentage point difference needs to be taken into consideration. As the sample size increases more results are likely to be statistically significant. An extreme example is a Census where every difference is statistically significant, but many are not important e.g. 78% of males do X whereas 'only' 77% of females do X.

Differences reported between total and sub-groups are significant at the 95% confidence level using the effective base. The sub-group is tested against the total minus the sub-group so that the two are independent. The effective base is used to account for weighting when the significance test is run. The effective base = $(\text{sum of weight factors})^2 / \text{sum of squared weight factors}$.

When two sub-groups are compared, the differences are tested at the 95% confidence level using the effective base. However, the two groups are treated as two independent groups.

For example, when a significance test is run comparing those aged 18-24 against the total, those aged 18-24 are compared to those not aged 18-24 (i.e. total minus those aged 18-24). However, when males aged 18-24 are tested against females aged 18-24 the two are treated as independent samples and directly compared. When gender is tested overall, it is done in comparison to the total i.e. females are tested against those who are not female (total minus female). As the survey includes a 'gender diverse' category this means that it is not a direct comparison of males versus females.

BASE SIZES

All base sizes shown on charts and on tables (n=) are unweighted base sizes. Please note that any base size under n=100 is considered small and under n=30 is considered very small and therefore results should be viewed as indicative only.

REPORTING ETHNICITY

In all reports, total ethnicity was reported. This means a person with multiple ethnicities may be counted in more than one ethnic group and summed ethnicity percentages equal over 100 percent.

DEFINING SPORT AND RECREATION

In the reports, the term 'sport and active recreation' is used. In this context, activities considered to be sport can be undertaken in a competition or tournament or informally, and individuals differ in

their degree of competitiveness irrespective of how they participate. 'Active recreation' is a term used by Sport NZ to capture all activities not considered to be sport. During development these terms needed to be rephrased for adults as physical activity done specifically for the purpose of sport, exercise or recreation. For young people the word 'recreation' was changed to 'fun' and PE was also included. Respondents were asked to exclude time spent being active for other reasons such as work, chores or volunteering. Physical activity while volunteering in sport and active recreation is captured separately, as is physical activity done for work by people in the sport and recreation sector (e.g. personal trainers).

DEPRIVATION

In the reports we have analysed results by deprivation, based on the NZDep2013 index of socioeconomic deprivation. NZDep2013 combines census data relating to income, home ownership, employment, qualifications, family structure, housing, and access to transport and communications. It provides a deprivation score for each meshblock¹³, NZDep2013 groups deprivation scores into deciles, where 1 represents the areas with the least deprived scores and 10 the areas with the most deprived scores. A value of 10 therefore indicates that a meshblock is in the most deprived 10% of areas in New Zealand. It is important to note that NZDep2013 estimates the relative socioeconomic deprivation of an area, and does not directly relate to individuals. NZDep2013 cannot be used to look at changes in absolute deprivation over time as 10% of areas will always be the most deprived, relative to other areas in New Zealand. The NZDep2013 Index of Deprivation is available on the Otago University website.

7 DAY VERSUS 12 MONTH PARTICIPATION

For adults, participation in the various sports and activities is captured based on what respondents have done in the last 7 days and 12 months. The 12 month timeframe is included to provide a more robust profile of who has participated and how they have done so. The 7 day timeframe is included as this is the most accurate recall of activities done, particularly in terms of number of times it has been done and their motivations why.

COMPARISONS TO PREVIOUS SURVEYS

Findings cannot be compared directly with previous Active NZ and participation trends reports because of factors such as:

- Methodological differences in the way the survey questions were asked and the method in which the data was collected
- Differences in the duration of data collection for the different surveys.

¹³ Meshblocks are the smallest geographical area defined by Statistics New Zealand, with a population of around 60-110 people.

APPENDICES

- 1. Survey communications
- 2. Active NZ Quarter 4 2018 questionnaire
- 3. Active NZ Young People Quarter 4 2018 questionnaire
- 4. Weighting matrices

APPENDIX 1: SURVEY COMMUNICATIONS

1.1. MAIL OUT 1 – INITIAL LETTER

ENVELOPE:

	SPORT NEW ZEALAND	<u>New Zealand</u> Government	<table border="1"><tr><td data-bbox="1176 331 1377 391">New Zealand Permit No. 84828</td><td data-bbox="1377 331 1556 391">Permit </td></tr></table>	New Zealand Permit No. 84828	Permit 
New Zealand Permit No. 84828	Permit 				
Nielsen PO Box 11346, Wellington 6142, New Zealand					
If this letter is not for you please help us by crossing out the address and sending it back by writing 'return to sender' on the front of this envelope. Alternatively call us free on 0800 400 402 to let us know.					



ADULT INVITATION LETTER (FRONT)



<DATE>

<Mailing Address_1>
<Mailing Address_2>
<Mailing Address_3>
<Mailing Address_4>
<Mailing Address_5>
<Mailing Address_6>, <postcode>

Dear <Mailing Address_1>,

You've been selected to take part in this very important, nationwide survey to tell us about what physical activities you do for sport, exercise and recreation, and what you think about being physically active.

Sport New Zealand is the government agency which funds sport and recreation, from grassroots to high performance athletes. Your feedback is extremely valuable and will help make sure that the changing needs of New Zealanders are known when the government, councils and organisations make decisions relating to sport and recreation.

I encourage everyone selected to take part in the survey, whether they feel they're physically active or not, so that results accurately reflect the views of all New Zealanders. The survey will take about 20-25 minutes.

Once you've completed the survey you go in the draw to win a \$500 Prezzy® card!

If you have any questions or would prefer us to mail you a paper copy of the questionnaire please contact Nielsen on **0800 400 402** or Adrienne.Pointer@nielsen.com

Thank you for your time. Your contribution will go a long way to help us understand what New Zealanders want.

Yours sincerely,

Peter Miskimmin, Chief Executive | Sport New Zealand

Please turn over for important information

Is there someone in your household aged 12 to 17? We want to hear their views as well!

Please pass on the enclosed postcard which explains how they can complete their 10-15 minute survey at www.acnonline.com/activeyouth
Each young person aged 12 to 17 who completes the survey will be entered into the **draw for one of ten \$500 Prezzy® cards!**

New Zealand Government

FREQUENTLY ASKED QUESTIONS (BACK OF LETTER)

Please be assured that no data that could identify you will be used in any reports or reporting about this research. Nielsen, an independent research company, is conducting the survey and data will then be passed on to Sport New Zealand. The full set of data will be held by Sport New Zealand. It may also be provided to Statistics New Zealand and be combined with other routinely collected government data held by Statistics New Zealand. Any information that could identify you will be removed after the survey data has been linked and the linked data can only be used by authorised researchers for research purposes. If you would like to view our Privacy Statement, please go to www.nielsen.com/nz-survey-privacy.

FREQUENTLY ASKED QUESTIONS

Why was I invited to take part in the survey? Your name has been randomly chosen from the Electoral Roll to take part in this survey.

It is very important that everyone selected to complete the survey does so, because then we can be sure the results accurately reflect the views of New Zealanders as a whole.

If you cannot take part in the survey or if you have any questions, please call Nielsen on 0800 400 402.

I don't play any sports. Is the survey relevant to me? Yes, this survey is very relevant to you as we are measuring people's attitudes, needs and preferences. It is not just about sports.

I don't do any or much physical activity. Do I need to take part? Yes, we need to hear from people who are less physically active, as well as people who are active so that we can be sure the results accurately reflect the views of all New Zealanders.

Why does the website address provided on the first page of this letter not take me to the correct web page? You may have incorrectly typed in the address which is: www.acnonline.com/activenz

Or, you may have inserted the link into the search box rather than the address bar on the website browser. Using the address bar works better.



If you continue to have difficulties then please call 0800 400 402.

I'm not aged 12 to 17, is the survey for me? There are two surveys.

The first is for those **aged 18 and over**. This survey is called **Active NZ** and can be accessed by going to www.acnonline.com/activenz and logging on using the details provided on the front of this letter.

The second survey is for those **aged 12 to 17**. This survey is called **Active Youth** and can be accessed by going to www.acnonline.com/activeyouth and logging on using the details provided on the enclosed blue postcard/flyer.

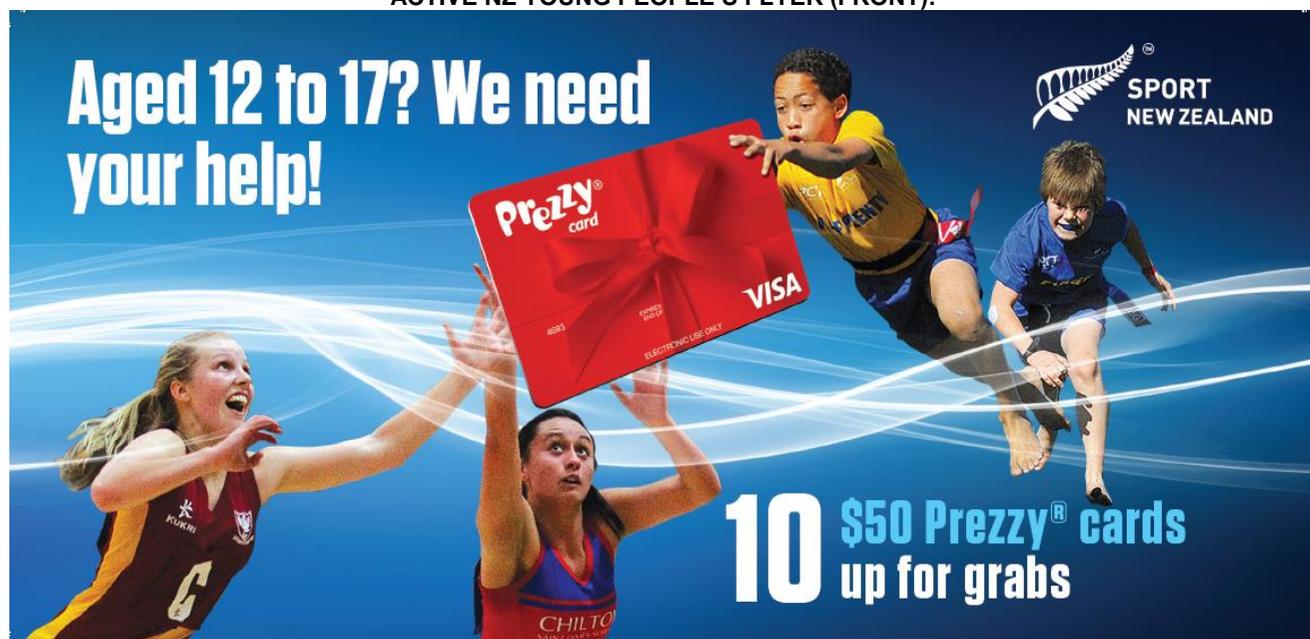
What do I do if the survey stops or the site crashes before I've had time to complete the survey?

Until you submit the questionnaire, you can re-open it and you should find that it will take you back to the last question you completed. All of your answers will have been saved as you progress.

Can I change my response?

If you would like to change one of your responses please call 0800 400 402.

ACTIVE NZ YOUNG PEOPLE'S FLYER (FRONT):



ACTIVE NZ YOUNG PEOPLE'S FLYER (BACK):

Are you aged between aged 12 to 17? We want to know what physical activities you do and what you think about being physically active.

Be in to win one of ten \$50 Prezzy® cards. Prezzy® cards can be used in most stores!

What do you need to do? It's easy! All you have to do is complete our quick survey using your computer, tablet or mobile phone.



1 Go to: www.acnonline.com/activeyouth

2 Enter the username: 123456

3 Enter one of the survey codes. Up to three people in your house aged 12-17 can take part!
Don't forget to write your name next to the survey code used.

Name _____ >>> Survey code: abc
Name _____ >>> Survey code: def
Name _____ >>> Survey code: ghi

Anyone else aged 12-17? Pass on this card!

Terms and conditions apply to the use of Prezzy® cards and can be found at www.prezzycard.co.nz

1.2. MAIL OUT 2 – POSTCARD 1

FRONT

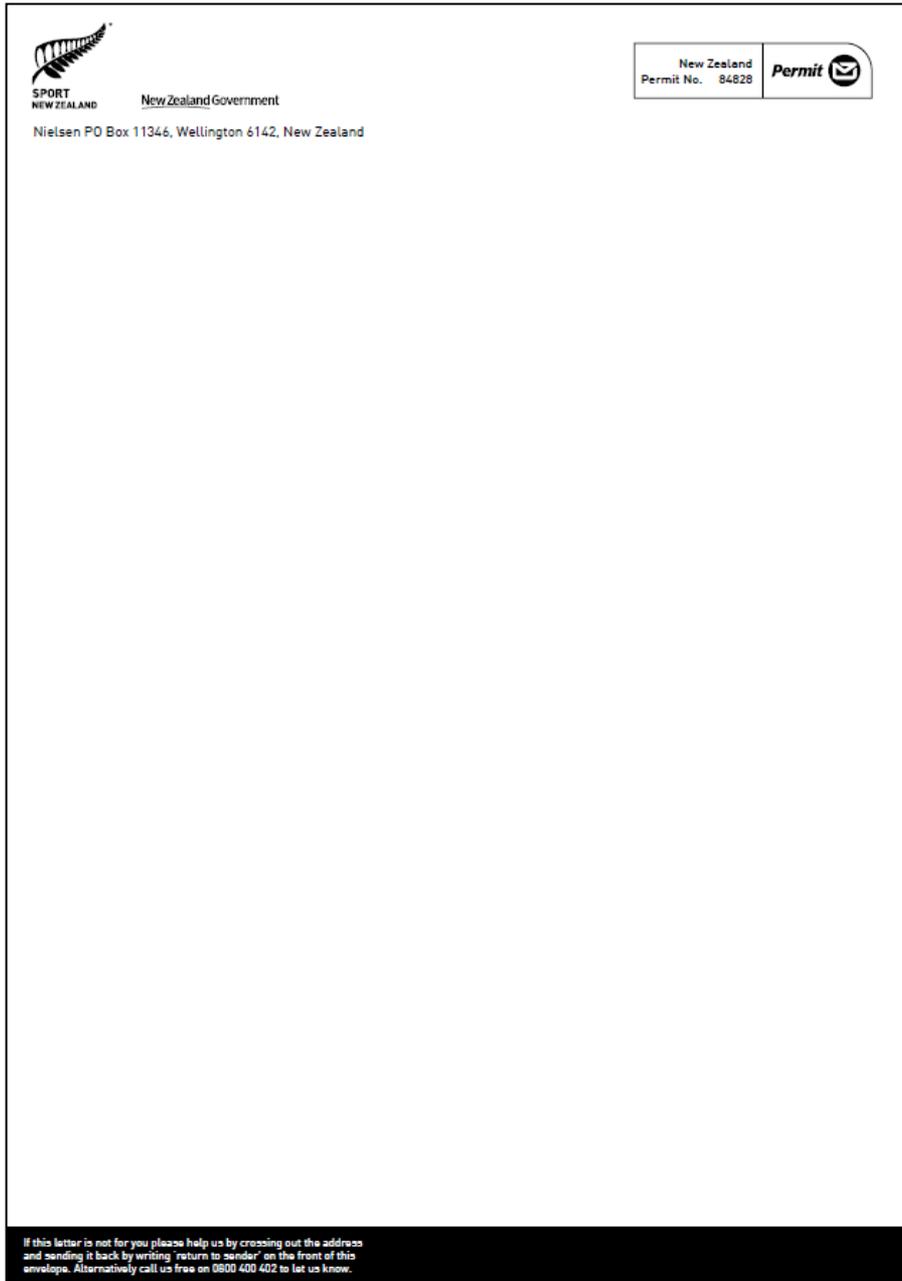


BACK

 <p>SPORT NEW ZEALAND</p>	<p>New Zealand Permit No.84828 Permit </p>
<p><Mailing Address 1> <Mailing Address 2> <Mailing Address 3> <Mailing Address 4> <Mailing Address 5> <Mailing Address 6></p>	<p><Date></p> <p><Mailing Address 1></p> <p>Just over a week ago you were invited to take part in a survey about the physical activities you participate in for sport, exercise and recreation, and what you think about being physically active.</p> <p>Your feedback is very valuable and will help ensure that the changing needs of New Zealanders are taken into account when decisions are made relating to sport and recreation.</p> <p>Please go to www.acnonline.com/activenz and enter the following to take part:</p> <p> User name: <username> Survey code: <survey code></p> <p>If you have any questions please contact Nielsen on 0800 400 402.</p> <p>If you have recently completed the survey online, thank you and please recycle this card.</p> <p>Yours sincerely,</p> <p>Peter Miskimmin Chief Executive Sport New Zealand</p>
<p>If undelivered return to Nielsen, PO Box 11346, Wellington 6142, New Zealand</p>	

1.3. MAIL OUT 3 – SURVEY PACK

ENVELOPE:



PEN:



LETTER (FRONT):



<DATE>

<Mailing Address_1>
 <Mailing Address_2>
 <Mailing Address_3>
 <Mailing Address_4>
 <Mailing Address_5>
 <City>, <postcode>

<Dear <Mailing Address 1>,>

Recently you were selected to go online and take part in this very important, nationwide survey to tell us about what physical activities you do for sport, exercise and recreation, and what you think about being physically active.

Sport New Zealand is the government agency which funds sport and recreation, from grassroots to high performance athletes. Your feedback is extremely valuable and will help make sure that the changing needs of New Zealanders are known when the government, councils and organisations are making decisions relating to sport and recreation.

It is very important that **everyone** selected takes part in the survey, whether they feel they're physically active or not, so that results accurately reflect the views of all New Zealanders. The survey will take about 20-25 minutes.

If you would like to complete the survey online, you can still go to www.acnonline.com/activenz and enter your username and survey code:

Username: <username>
 Survey code: <survey code>

If you have been unable to complete the survey online or just prefer to fill in a paper copy, please use the enclosed copy and return it in the freepost envelope provided. Please ensure you have it in the post back to us by **<DAY MONTH YEAR>**.

Once you've completed the survey you go in the draw to win a \$500 Prezzy® Card.

If you have children aged 12 to 17 we want to hear their views too. Please pass on the enclosed flyer which explains how they can access their survey. Each young person aged 12 to 17 who completes the survey will be entered into the **draw for one of ten \$50 Prezzy® Cards!**

If you have any questions, please call Nielsen's helpline on 0800 400 402 or email adrienne.pointer@nielsen.com.

If you have recently completed the survey online, thank you. Please recycle this pack.

Yours sincerely,

Peter Miskimmin, Chief Executive | Sport New Zealand

Please turn over for important information



FREQUENTLY ASKED QUESTIONS (BACK OF LETTER):

Please be assured that no data that could identify you will be used in any reports or reporting about this research. Nielsen, an independent research company, is conducting the survey and data will then be passed on to Sport New Zealand. The full set of data will be held by Sport New Zealand. Sport NZ may use your information to understand more about physical activity by linking and sharing the Survey results with other data owned by Sport NZ and/or other entities. Any information that could identify you will be removed after the survey data has been linked and the linked data can only be used by authorised researchers for research purposes. If you would like to view our Privacy Statement, please go to www.nielsen.com/nz-survey-privacy.

FREQUENTLY ASKED QUESTIONS

Why was I invited to take part in the survey? Your name has been randomly chosen from the Electoral Roll to take part in this survey.

It is very important that everyone selected to complete the survey does so, because then we can be sure the results accurately reflect the views of New Zealanders as a whole.

If you cannot take part in the survey or if you have any questions, please call Nielsen on 0800 400 402.

I don't play any sports. Is the survey relevant to me? Yes, this survey is very relevant to you as we are measuring people's attitudes, needs and preferences. It is not just about sports.

I don't do any or much physical activity. Do I need to take part? Yes, we need to hear from people who are less physically active, as well as people who are active so that we can be sure the results accurately reflect the views of all New Zealanders.

Why does the website address provided on the first page of this letter not take me to the correct web page? You may have incorrectly typed in the address which is:

www.acnonline.com/activenz

Or, you may have inserted the link into the search box rather than the address bar on the website browser. Using the **address bar** works better.



If you continue to have difficulties then please call 0800 400 402.

I'm not aged 12 to 17, is the survey for me?

There are two surveys.

The first is for those **aged 18 and over**. This survey is called **Active NZ** and can be accessed by going to www.acnonline.com/activenz and logging on using the details provided on the front of this letter.

The second survey is for those **aged 12 to 17**. This survey is called **Active Youth** and can be accessed by going to www.acnonline.com/activeyouth and logging on using the details provided on the enclosed blue postcard/flyer.

What do I do if the survey stops or the site crashes before I've had time to complete the survey?

Until you submit the questionnaire, you can re-open it and you should find that it will take you back to the last question you completed. All of your answers will have been saved as you progress.

Can I change my response?

If you would like to change one of your responses please call 0800 400 402.

ACTIVE NZ QUESTIONNAIRE (FRONT COVER):



ACTIVE NZ QUESTIONNAIRE (BACK COVER):



ACTIVE NZ YOUNG PEOPLES A4 FLYER (1 SIDED):

Aged 12-17? We need your help!

A few weeks ago you received an invitation to tell us what physical activities you do for sport, PE, exercise and fun, and what you think about being physically active. If you haven't done so already, go online now - it's easy to take part!

Everyone who completes the survey will go in the draw to win one of ten \$50 Prezzy® Cards. Prezzy® cards are gift cards that can be used in most stores!



What do you need to do? It's easy! All you have to do is complete our quick survey using your computer, tablet or mobile phone.



- 1 Go to: www.acnonline.com/activeyouth
 - 2 Enter the username: 123456
 - 3 Enter one of the survey codes below. Don't forget to write your name next to the survey code used.
- Name _____ >>> Survey code: abc
 Name _____ >>> Survey code: def
 Name _____ >>> Survey code: ghi

Is anyone else in your house aged 12-17?
 Up to three people can take part
 so pass on this card!

Terms and conditions apply to the use of Prezzy® cards and can be found at www.prezzycard.co.nz



1.4. MAIL OUT 4 – POSTCARD 2

FRONT:



BACK:

 <p>SPORT NEW ZEALAND</p>	<p>New Zealand Permit No.84828 <i>Permit</i> </p>
<p><Mailing Address 1> <Mailing Address 2> <Mailing Address 3> <Mailing Address 4> <Mailing Address 5> <Mailing Address 6></p>	<p><Date></p> <p><Mailing Address 1></p> <p>You should have recently received a questionnaire in the mail for a survey about the physical activities you do for sport, exercise and recreation, and what you think about being physically active.</p> <p>Your feedback is extremely valuable and will help make sure that the changing needs of New Zealanders are taken into account when decisions are made relating to sport and recreation.</p> <p>Please complete this survey and return it in the freepost envelope provided, within the next week. Alternatively you can still complete it online at www.acnonline.com/activenz using the following:</p> <p>User name: <username> Survey code: <survey code></p> <p>If you have recently returned the questionnaire, thank you and please recycle this card.</p> <p>If you have any questions please contact Nielsen on 0800 400 402.</p> <p>Yours sincerely, Peter Miskimmin, Chief Executive Sport New Zealand</p>
<p>If undelivered return to Nielsen, PO Box 11346, Wellington 6142, New Zealand</p>	

APPENDIX 2: ACTIVE NZ QUARTER 4 2018 QUESTIONNAIRE

How to answer: You will need to **circle** or **tick** an answer like this...

Example	<input checked="" type="radio"/> 1	<input checked="" type="checkbox"/>	Each question has an instruction to tell you how to answer. Some questions ask you to select one response, others let you select more than one.
Example	2	<input type="checkbox"/>	
Example	3	<input type="checkbox"/>	

Section A: About you and your household

Firstly some questions about you and your household.

Q1 Which of the following best describes where you live?

Please circle one answer

Northland	1	Wellington	9
Auckland	2	Tasman	10
Waikato	3	Nelson	11
Bay of Plenty	4	Marlborough	12
Gisborne	5	West Coast	13
Hawke's Bay	6	Canterbury	14
Taranaki	7	Otago	15
Manawatu / Whanganui	8	Southland	16

Q3 Which of these age groups do you belong to?

Please circle one answer

Under 18 years (see note below)	1	50-54 years	9
18-19 years	2	55-59 years	10
20-24 years	3	60-64 years	11
25-29 years	4	65-69 years	12
30-34 years	5	70-74 years	13
35-39 years	6	75-79 years	14
40-44 years	7	80-84 years	15
45-49 years	8	85 years or over	16

If you are aged under 18 years of age, there is a different Youth Survey for you to complete. Please contact Nielsen on 0800 400 402 for more information about how you can take part.

Q6 Who lives in your household? Please circle all that apply.

Please circle all that apply

My husband / wife / civil union / defacto partner/ boyfriend or girlfriend	1
My mother and / or father	2
My son(s) and / or daughter(s) and / or step child(ren)	3
My brother(s) and / or sister(s)	4
Other family (e.g. grandparent(s), partner's parent(s), aunt, uncle, cousin(s))	5
Non-family (e.g. flatmates, friends)	6
None of the above - I live alone	7

Q2 What gender do you identify as?

Please circle one answer

Male	1
Female	2
Gender diverse	3

Q4 In total, how many adults aged 18 and over live in your household some or all of the time?
Please **include yourself** in this count.

Write in number:
(including myself)

Q5 How many (if any) children aged under 18 live in your household some or all of the time?
Please write in number. If there are no children in an age group please write '0'.

No children under 18 *(please tick here and then go to the next question)*

Number of children aged 0 to 2:

Number of children aged 3 to 4:

Number of children aged 5 to 11:

Number of children aged 12 to 14:

Number of children aged 15 to 17:

N/A It is important for us to know when this questionnaire was completed.
Please write down **today's** date below.

Day Month Year

Section B: About the physical activity you do

IMPORTANT NOTE



Over the next few sections we ask you questions about any **physical activity** you have done **specifically** for the purpose of **sport, exercise or recreation**.

*By **sport** we mean things such as tennis, basketball, golf or triathlons.*

*By **exercise** we mean anything you do for fitness such as going to the gym, doing a workout or running.*

*By **recreation** we mean anything you do for fun in your spare time which is **physically active** such as dancing or going for a bush walk.*



You may do some physical activity for reasons other than sport, exercise or recreation such as for your **job, doing chores or coaching/umpiring**. Please **do not** include this activity.

Q7 Thinking back over the last **7 days (not including today)** have you done any physical activity that was **specifically** for the purpose of **sport, exercise or recreation**?

Please **do not** include any physical activity you have done for reasons other than sport, exercise or recreation such as for your job, doing chores or coaching/umpiring.

Please tick **one** answer

Yes

No

The following questions ask about the activities you have done in the last **7 days (not including today)**.
 In the first column please write down the activities you have done in the last **7 days** (those you ticked on the previous page at **Q8**), as well as the activity number which was included on the left hand side of the activity.

If you have not done any physical activity for sport, exercise or recreation in the last **7 days**, please tick here and then go to **Section D (Q85)**.

Please write down the activities you have done in the last 7 days (those you ticked on the previous page at Q8).	Q13. How many times have you done this activity in the last 7 days ? <i>Please think about the number of separate occasions or times you have done this activity.</i>	Q84. And how many, if any, of these times were done to get to or from somewhere? (e.g. to get to work, school or somewhere else)	Q15. In the last 7 days , have you done this as a competitive sport or a competitive activity ? <i>(e.g. played in a league or club competition, played in a tournament or took part in a competitive event such as a cycle race)</i>	Q16. In the last 7 days , how have you paid to do this activity? You can select more than one option if applicable.
Please write the activity and the activity's number from Q8			Yes No	It was free Paid to take part or concession ticket Covered by membership fee
<i>Activity</i>	<i>Please enter a number below:</i>	<i>Please enter a number below: If none, please write 'zero' or '0'</i>	<i>Tick <u>one</u> per row</i>	<i>Tick <u>all</u> that apply</i>
	_____	_____	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	_____	_____	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	_____	_____	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	_____	_____	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	_____	_____	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	_____	_____	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	_____	_____	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	_____	_____	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	_____	_____	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	_____	_____	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	_____	_____	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	_____	_____	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Q17. People do different activities for different reasons at different times.
So, thinking about the **last time** you did this physical activity, what was the **ONE main reason** you did it?

*Please read through all the options and then tick your **ONE main reason**.*

For physical wellbeing (exercise, fitness or health)	To lose or maintain weight or look good	For emotional wellbeing (e.g. to relax or unwind)	To physically challenge myself or to win	To spend time with family and friends	To meet people or be part of a group	To learn or practise a new skill	For fun	Another reason
<i>Please tick <u>one</u> per row</i>								
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q18. And on this **last time**, did you do this activity to get to or from somewhere?
(e.g. to get to work, school or somewhere else)

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Only tick one

Q19 Still thinking about the physical activities you have done in the last **7 days** (as listed on the previous page), **in total** how many hours did you spend being **physically active** for **sport, exercise or recreation**? hours

*Please think only about those physical activities done for at least 10 minutes at a time.
Please make your best estimate.*

Q20 Thinking about the amount of time you entered above, please tell us how much of this activity was...
*Please think only about those physical activities done for at least 10 minutes at a time.
Please make your best estimate.
If none, please write 'zero' or '0'*

Vigorous – any activity that had you out of breath
(you couldn't do this activity and have a conversation at the same time) hours

Moderate – any activity that caused a slight, but noticeable, increase in breath
(you could still have a conversation) hours

Light - any activity that didn't really affect your breathing hours

*Please check to make sure your answer adds up to the total amount noted at **B13**.*

Q21 In the last **7 days** (not including today), on how many days did you do:
a) At least **30 minutes** of **moderate** activity for sport, exercise or recreation that caused a slight, but noticeable, increase in breath
OR
b) At least **15 minutes** of **vigorous** activity for sport, exercise or recreation that had you out of breath?
Please think only about those physical activities done for at least 10 minutes at a time.
Please circle one answer

0 days	1 day	2 days	3 days	4 days	5 days	6 days	7 days
0	1	2	3	4	5	6	7

Q103 In the last **7 days**, did you do muscle strengthening activities on at least **2 days**?
Muscle strengthening activity could include lifting weights, resistance exercises or yoga.

Please tick one answer: Yes No Don't know

Q23 Please answer this question if you listed 'walking' as an activity you have done in the last **7 days**. Otherwise go to **Q24**.
In the last **7 days**, how many hours have you spent walking for sport, exercise or recreation? hours
*Please think only about those physical activities done for at least 10 minutes at a time.
Please make your best estimate.*

Q24 Please answer this question if you listed 'gardening' as an activity you have done in the last **7 days**. Otherwise go to **Q25**.
In the last **7 days**, how many hours have you spent gardening for exercise or recreation? hours
*Please think only about those physical activities done for at least 10 minutes at a time.
Please make your best estimate.*

Q25 In the last **7 days**, in which of the following places have you been **physically active** for sport, exercise or recreation?

Please tick all that apply

- | | | |
|----|--------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| 1 | Gym or fitness centre | <input type="checkbox"/> |
| 2 | University or tertiary education facility (indoor gym/recreation centre or outdoor field/park) | <input type="checkbox"/> |
| 3 | Indoor sports facility or complex (e.g. a recreation centre or indoor stadium) | <input type="checkbox"/> |
| 4 | Community hall, school hall, marae, church (e.g. an indoor facility that is not used mainly for sport or physical activity) | <input type="checkbox"/> |
| 5 | Studio (e.g. yoga or dance) | <input type="checkbox"/> |
| 6 | Outdoor sports facility or purpose built environment (e.g. netball or tennis courts, golf course, ski field, astroturf or outdoor stadium) | <input type="checkbox"/> |
| 7 | Public park, field, playground, skate park or BMX track | <input type="checkbox"/> |
| 8 | Public pool or aquatic centre | <input type="checkbox"/> |
| 9 | Private property, home, garden or pool | <input type="checkbox"/> |
| 10 | Cycleway or cycle lane specifically set aside for cyclists | <input type="checkbox"/> |
| 11 | Walkway | <input type="checkbox"/> |
| 12 | On the road / footpath | <input type="checkbox"/> |
| 13 | Off road biking or walking track | <input type="checkbox"/> |
| 14 | National park area | <input type="checkbox"/> |
| 15 | Back country or alpine track | <input type="checkbox"/> |
| 16 | On, in or beside lake, river or stream | <input type="checkbox"/> |
| 17 | On, in or beside sea or coast | <input type="checkbox"/> |
| 18 | None of the above | <input type="checkbox"/> |

Section C: Instruction and technology in the last 7 days

This next section looks at whether you have had coaching, instruction or used other resources and technology for sport, exercise or recreation in the last 7 days.

Q26 In the last **7 days** have you used any **technology** (Fitbits, smartphone apps, pedometers, etc.) when you have been physically active for sport, exercise or recreation?

Please tick one answer: Yes No

Q27 In the last **7 days** have you received any **coaching, instruction or training** for any of the physical activities you have done? This could include individual or group training, or accessing information or advice online.

Please circle one answer

Yes	1	→ Once circled, go to Q29
No	2	→ Once circled, go to Q85

Q29 Please answer this question if you received coaching, instruction or training in the last 7 days. Otherwise go to Q85.

Please list below what the physical activity was and what type of instructional resources you received.

Please write the activity and the activity number using the activity list at Q8.

Activity:	No.:	One on one training with an instructor	Group training with an instructor	Accessed online information (e.g. podcasts, YouTube, videos)	Received advice from online forums or social media groups	From books / magazines
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q30 What was the main reason(s) you received coaching / instruction / training or used other instructional resources in the last 7 days?

Please circle **all** that apply

To improve skills	1
To improve performance	2
To help keep me motivated or focused	3
To help my training for a specific event	4
To help recover from an injury I got while doing physical activity for sport, exercise or recreation	5
To help recover from an injury caused by something else	6
To help recover from illness	7
I am part of a team	8
I am part of a group	9
I am required to / I have no choice (e.g. doctor told me I have to)	10
Other	11

Section D: About the amount of physical activity you do

This section is about the amount of physical activity you do, and whether you would like to be doing more physical activity for sport, exercise or recreation.

Q85 And thinking about the amount of physical activity you have done for sport, exercise or recreation this week, was the amount of physical activity more, less or the same as what you would usually do?

Please circle **one** answer

More than normal	1
Less than normal	2
About the same	3
No such thing as a usual week	4

Q31 Overall, would you **like** to be doing more physical activity for sport, exercise or recreation than you are currently doing?

Please circle one answer

Yes - I would like to be doing more	1
No	2

Q32 If you said 'yes' above, for what reasons are you not doing as much physical activity as you would like?

If you said 'no' above, for what reasons do you not want to do more physical activity than you are currently doing?

Please circle all that apply

If you select an answer with an arrow on the right hand side, please answer the question the arrow is pointing to as well as circling the number below

I have no transport to get to places	1
There are no appropriate facilities or places conveniently located to do what I want to do	2
I don't have the equipment I need	3
The activity of my choice is too expensive	4
Other commitments are taking priority (e.g. work, family)	5
The activity of my choice doesn't fit my routine	6
I prefer to spend my time on other interests / hobbies	7
I am too tired or don't have the energy	8
I struggle to motivate myself	9
I've got out of the habit	10
I'm not fit enough	11
I am injured from an injury caused by sport, exercise or recreational physical activity	12
I am injured from an injury caused by something else	13
I don't feel welcome	14
I have a disability that prevents me from participating	15
My health is not good enough	16
I'm pregnant / recently had a baby	17
I don't like to sweat	18
I don't feel safe	19
I'm not confident enough	20
I haven't got the skills / don't know how to	21
I don't want to fail	22
Other people discourage me from being physically active	23
I have no one to do it with	24
I don't like other people seeing me being physically active	25
I find physical activity boring	26
I already do a good amount of physical activity	27
I am not interested in sport or physical activity	28
The weather	29
Other, please specify:	30

Q88. What do you prefer to spend your time on?

- Music
- Film
- Theatre
- Comedy
- Crafts
- Art
- Electronic games
- Travel
- Food and wine
- Reading
- Spending time with family/friends
- Other, please specify:

Q33. Please specify what this is in relation to:

- My gender
- My age
- My ethnicity
- My sexual orientation
- My disability
- I'm not good enough
- My size / weight
- Some other reason, please specify below:

Q89. Please specify where your physical activity comes from:

- Through sport, exercise or recreation
- Through work
- Through caregiving
- Other

Section E: Events and memberships

This section covers a range of topics including whether you have taken part in events, and gym and club membership.

Q35 In the last **12 months**, have you **actively participated** in any of these events where lots of people take part?

Please circle all that apply

Running / walking events (anything up to 10ks, e.g. fun runs)	1
Endurance running / walking events (anything longer than 10ks, e.g. half marathon)	2
Triathlon / duathlon events	3
Endurance multisport events	4
Biking events	5
Swimming events	6
Masters Sport Tournament / event	7
Fishing tournament or event	8
Sailing regatta, dragon boating or Waka ama event	9
Ki-o-Rahi, Iwi games, Marae Games, Pa Wars, Kapa Haka events	10
Sports tournament	11
Other sport or physical activity event, please specify: _____	12
No, I have not taken part in any events in the last 12 months	13

Q90 Please answer this question if you have participated in an event in the last 12 months. Otherwise go to Q36.

Thinking about the **activity** you did for your **last event**, which of the following apply to you?

Please circle Yes or No for each row

1	I had done the activity before doing the event or before I started training for the event	Yes	No
2	I have continued doing the activity since I did the event	Yes	No
3	I plan to continue to do the activity in the future but not necessarily any more events	Yes	No
4	I plan to take part in another similar event in the future	Yes	No
5	In the last 12 months I have done more than one of these events	Yes	No

Q36 In the last **12 months** how many times have you been to a **professional** sports game (e.g. a Super Rugby Game or a Championship Netball game)?

Please circle one answer

None	1
1 to 4 times	2
5 to 9 times	3
10 or more times	4

Q37 Do you **currently** belong to a gym or fitness centre?

Please circle one answer

Yes	1	→ Once circled, go to Q38N
No	2	→ Once circled, go to Q39

Q38N How many times in the last **7 days** have you been to your gym or fitness centre?

Write in number: _____

Q39 Are you **currently** a member of any sport or recreation club (other than a gym or fitness centre)?
Please include any clubs you belong to, even those where you don't personally take part in the activity.

Please circle one answer

- Yes 1 → **Once circled, go to Q40**
No 2 → **Once circled, go to Q43**

**Q40/
Q41/
Q42** Please list the sport or activity that each club you are a member of is associated with. If the club is associated with multiple activities you can write 'multi'.
Then please indicate whether you pay for the membership for each club of the activities or whether it is free, and whether you have actively participated in an activity through your club in the last **12 months**.

Please write the activity number and name of the activity using the activity list at Q8.		Paid Membership	Free Membership	Participated in the activity organised by your club in the last 12 months?	
				Yes	No
No.:	Activity:	Please tick <u>one</u>		Please tick <u>one</u>	
1.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section F: Volunteering

This section is about any volunteering you have done for a sport, exercise or recreation activity.

Q43 Have you **volunteered** in any of the following ways for a **sport, exercise or recreation activity** in the last **7 days or 12 months**?

Please tick all that apply

	7 days	12 months
Coached or instructed a team or group	<input type="checkbox"/>	<input type="checkbox"/>
Coached or instructed an individual	<input type="checkbox"/>	<input type="checkbox"/>
Official (e.g. referee, umpire, scorer)	<input type="checkbox"/>	<input type="checkbox"/>
Team manager	<input type="checkbox"/>	<input type="checkbox"/>
Club administration	<input type="checkbox"/>	<input type="checkbox"/>
Governance role at a club or association (e.g. board member)	<input type="checkbox"/>	<input type="checkbox"/>
Helper for a team, club or group (e.g. on call contact, group leader, guide)	<input type="checkbox"/>	<input type="checkbox"/>
Event assistance (e.g. race marshal)	<input type="checkbox"/>	<input type="checkbox"/>
Activity helper (e.g. building / maintenance of a location)	<input type="checkbox"/>	<input type="checkbox"/>
Lifeguard	<input type="checkbox"/>	<input type="checkbox"/>
Team captain or activity leader (e.g. kapa haka leader)	<input type="checkbox"/>	<input type="checkbox"/>

OR I have not done any of the above in the last 12 months

Q44 **Everyone please answer this question:**
Do you intend to volunteer in any of the above roles for a sport or recreation activity in the **next 12 months**?

Please circle one answer

Yes - definitely	1
Yes - maybe	2
No	3

Q45 Please answer this question if you have volunteered in the last 7 days or 12 months. Otherwise go to Q100.

Thinking about the volunteering you have done in the last 12 months, how did you get involved?
Please circle all that apply

It is a sport or physical activity I used to do	1
It is a sport or physical activity I currently do	2
It is a sport or physical activity that my child currently does	3
It is a sport or physical activity that my child used to do	4
It is a sport or physical activity that another member of my family or friend does or used to do	5
Other, please specify: _____	6

Q46 Please answer this question if you have volunteered in the last 7 days. Otherwise go to Q100.

Thinking about the volunteering you have done in the last 7 days, how many hours have you spent volunteering? Please think only about volunteering done for at least 10 minutes at a time. Please make your best estimate.

hours

Q100 And how many, if any, of these hours were you physically active while volunteering in the last 7 days?

Please think only about those physical activities done for at least 10 minutes at a time. Please make your best estimate.

hours

Section G: Your attitudes towards physical activity

This section is mainly about what you **think or feel about** physical activity for **sport, exercise or recreation**.

Q47 How strongly do you agree or disagree with each of the following statements:
Please circle one answer for each of the 11 statements

	Disagree a lot	Disagree a little	Neither disagree or agree	Agree a little	Agree a lot
1 Being physically active is an essential part of my life	1	2	3	4	5
2 I am physically active to lose or control weight	1	2	3	4	5
3 I choose physical activity that suits my mood at the time	1	2	3	4	5
4 I love challenging myself or trying to win	1	2	3	4	5
5 Working hard to improve my skills and performance is important to me	1	2	3	4	5
6 Wanting to look good / be attractive is mainly why I do physical activity	1	2	3	4	5
7 Being physically active is very important for my physical health	1	2	3	4	5
8 I will only do physical activity if I find the activity fun	1	2	3	4	5
9 When I can't do as much physical activity as I would like I get irritable and edgy	1	2	3	4	5
10 People who spend a lot of time sitting on the couch are lazy	1	2	3	4	5
11 Being physically active is very important for my mental or emotional wellbeing	1	2	3	4	5

Q48 How strongly do you agree or disagree with each of the following statements:

*Please circle **one** answer for **each** of the 11 statements*

	Disagree a lot	Disagree a little	Neither disagree or agree	Agree a little	Agree a lot
1 Exercise is an important part of my regular routine	1	2	3	4	5
2 Doing some physical activity is better than nothing	1	2	3	4	5
3 I know I should do more physical activity	1	2	3	4	5
4 I prefer to do physical activity that is more flexible and less structured	1	2	3	4	5
5 I prefer to be physically active with others	1	2	3	4	5
6 After doing physical activity, I find it easier to concentrate	1	2	3	4	5
7 People in my life encourage me to take part in physical activities	1	2	3	4	5
8 I am good at lots of different physical activities	1	2	3	4	5
9 I have the chance to do the physical activities I want	1	2	3	4	5
10 I want to take part in physical activities	1	2	3	4	5
11 I understand why taking part in physical activity is good for me	1	2	3	4	5
12 I feel confident to take part in lots of different activities	1	2	3	4	5

Q49 How strongly do you agree or disagree with each of the following statements:

*Please circle **one** answer for **each** of the 10 statements*

	Disagree a lot	Disagree a little	Neither disagree or agree	Agree a little	Agree a lot
1 I grew up with a physically active family	1	2	3	4	5
2 I enjoyed Physical Education (PE) classes at school	1	2	3	4	5
3 I find electronic games more exciting to play than the real life ones	1	2	3	4	5
4 Being physically active in the great outdoors is an important part of New Zealanders' lives	1	2	3	4	5
5 People in New Zealand are more physically active than people in other countries	1	2	3	4	5
6 I make a point of breaking up long periods of sitting by getting up to walk around	1	2	3	4	5
7 I usually warm up before, and stretch my muscles after, doing physical activity	1	2	3	4	5
8 I usually drink plenty of water when I'm physically active	1	2	3	4	5
9 I enjoy tough physical activity	1	2	3	4	5
10 Sport and other physical activities give me motivation and a sense of purpose	1	2	3	4	5

Q50 Have you **ever** represented a region or country in any sport or physical activity?

*Please circle **all** that apply*

No	1
Yes, a region in New Zealand	2
Yes, represented New Zealand	3
Yes, another country or region	4

Q51 Has anyone else in your immediate family **ever** represented a region or country in any sport or physical activity?

*Please circle **all** that apply*

No	1
Yes, a region in New Zealand	2
Yes, represented New Zealand	3
Yes, another country or region	4

Q52 Are you training towards being selected to represent a region or country in a sport or physical activity?

Please circle all that apply

No	1
Yes, a region in New Zealand	2
Yes, New Zealand	3
Yes, another country or region	4

Q53 The next few statements are specifically about **sport** rather than all physical activity. How much do you agree or disagree with the following statements:

Please circle one answer for each of the 10 statements

	Disagree a lot	Disagree a little	Neither disagree or agree	Agree a little	Agree a lot
1 I've never been any good at sport	1	2	3	4	5
2 I enjoy playing sport	1	2	3	4	5
3 I enjoy watching, listening to and reading about sports	1	2	3	4	5
4 I am passionate about sport	1	2	3	4	5
5 Successful New Zealand athletes or sports teams inspire me to be more physically active	1	2	3	4	5
6 I feel proud when New Zealand athletes or sports teams do well	1	2	3	4	5
7 I don't like the competitiveness of sport	1	2	3	4	5
8 I have learned many essential life skills through playing sport (e.g. teamwork and cooperation)	1	2	3	4	5
9 New Zealand athletes and sports teams make good role models	1	2	3	4	5
10 The government invests too much money in high performance sport compared with community-level sport	1	2	3	4	5

Q54 Please answer this question if you have children aged under 18 years. Otherwise go to Q67.

How much do you agree or disagree with the following statements:

Please circle one answer for each of the 5 statements

	Disagree a lot	Disagree a little	Neither disagree or agree	Agree a little	Agree a lot
1 Being physically active together is an important part of our family life	1	2	3	4	5
2 I worry my child(ren) will get hurt when they do physical activity	1	2	3	4	5
3 I want to be physically active so my child(ren) will follow my example and be physically active too	1	2	3	4	5
4 It's up to my child(ren) to decide for themselves how active they want to be	1	2	3	4	5
5 I think it's important to be involved in my child(ren)'s physical activities	1	2	3	4	5

Section H: About your health and lifestyle

This section covers some health and lifestyle topics.

Q67 For each of the five statements, which is closest to how you have been feeling over the last **two weeks**?

Please tick one answer for each of the 5 statements

		All of the time	Most of the time	More than half of the time	Less than half of the time	Some of the time	At no time
1	I have felt cheerful and in good spirits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	I have felt calm and relaxed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	I have felt active and vigorous	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	I woke up feeling fresh and rested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	My daily life has been filled with things that interest me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q68 How do you feel about your life as a whole?

Please answer on a scale where zero is completely dissatisfied and ten is completely satisfied.

Please circle one answer

0 – Completely dissatisfied	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10 – Completely satisfied	10

Q55N In the last **7 days**, on how many days did you have **at least** 3 servings of vegetables **and** at least 2 servings of fruit **per day**?

Please circle one answer

0 days	1 day	2 days	3 days	4 days	5 days	6 days	7 days
0	1	2	3	4	5	6	7

Q56 In the last **7 days**, have you had any alcoholic drinks?

Please tick one answer

Yes	<input type="checkbox"/>	→ Go to Q57
No	<input type="checkbox"/>	→ Go to Q58

Q57

In the last **7 days** did you do any of the following:

A standard drink = one can or stubbie of beer, half a large bottle of beer, one small glass of wine or one nip of spirits.

Please circle all that apply

Drink on six or more days	1
Drink five standard drinks on one occasion	2
Drink six or more standard drinks on one occasion	3
None of the above	4

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Q58 In the last **7 days**, about how many glasses of sugary drinks have you had?
*Sugary drinks include soft drink, fizzy drinks, energy drinks, sport drinks and fruit juice.
 1 glass is 250 mls. A 1.25 litre bottle of fizzy drink would be 5 glasses.*

Please tick one answer

None	<input type="checkbox"/>
1	<input type="checkbox"/>
2-3	<input type="checkbox"/>
4-6	<input type="checkbox"/>
7-13	<input type="checkbox"/>
14 or more	<input type="checkbox"/>

Q59 In **total**, over the last **7 days** how many hours have you spent looking at a screen for **paid employment, study or at school**?
*This includes computer monitors, televisions and mobile devices including phones and tablets.
 Please make your best estimate to the closest ¼ hour based on the entire week. If none, please write 'zero'.*

hours

Q60 And in total over the last **7 days** how many hours have you spent looking at a screen **outside** of your paid employment, study or school?
Please make your best estimate to the closest ¼ hour. If none, please write 'zero'.

hours

Q61 And how many, if any, of these hours were spent gaming (i.e. on an Xbox, PlayStation or computer)?
Please make your best estimate to the closest ¼ hour. If none, please write 'zero'

hours

Q62 On average, how many hours of sleep do you get a night?

hours

Q99 How much do you agree or disagree with this statement: I would be lost without my mobile phone
Please circle one answer

Disagree a lot	Disagree a little	Neither disagree or agree	Agree a little	Agree a lot	Not applicable
1	2	3	4	5	9

Q63 Which best describes how often, if ever, you smoke tobacco?

Please tick one answer

I have never smoked	<input type="checkbox"/>
I do not smoke now	<input type="checkbox"/>
At least once a day	<input type="checkbox"/>
Less than once a day	<input type="checkbox"/>
Don't know	<input type="checkbox"/>

Q64 Now some questions about your height and weight. How tall are you without shoes?
 centimetres **OR** feet **AND** inches

Q65 What is your current weight?
 kilograms **OR** pounds **OR** stones

Q66 Would you say that for your height you are...
Please circle one answer

Underweight	1
About the right weight	2
Slightly overweight	3
Very overweight	4
Don't know	9

Section I: About you...

Sport New Zealand wants to collect information about New Zealanders that is inclusive and representative of our diverse communities. For this reason, the next few questions are about you. By capturing this information, we will be able to better understand New Zealanders who participate and do not participate in sport and recreation, and their attitudes towards sport and recreation, and motivations.

Q69 What is the **highest** qualification you have?
Please circle one answer

No qualification	1
NCEA level 1 or School Certificate	2
NCEA level 2 or Sixth Form Certificate	3
NCEA level 3 or University Entrance bursary or scholarship	4
Level 4, 5 or 6 - a trade or polytechnic qualification	5
A bachelor's degree	6
Postgraduate degree / diploma / certificate or higher (e.g. Masters, Doctorate)	7
Other	8

Q70 Which of these describe you?
Please tick all that apply

Full-time in paid work (over 35 hours per week)	<input type="checkbox"/>
Part-time in paid work (34 hours or less per week)	<input type="checkbox"/>
Full-time unpaid work (over 35 hours per week)	<input type="checkbox"/>
Part-time unpaid work (34 hours or less per week)	<input type="checkbox"/>
Looking for work or unemployed	<input type="checkbox"/>
Secondary school student (<i>please also specify what year you are in: Year _____</i>)	<input type="checkbox"/>
Full-time student (not at secondary school)	<input type="checkbox"/>
Part-time student (not at secondary school)	<input type="checkbox"/>
Looking after home and family	<input type="checkbox"/>
Retired	<input type="checkbox"/>
Beneficiary	<input type="checkbox"/>
Other	<input type="checkbox"/>

Q71 Please answer this question if you are employed. Otherwise go to Q73.
Which one best describes your **occupation**?

	<i>Please circle <u>one</u> answer</i>
Manager	1
Professional	2
Technician or trade	3
Community or personal services	4
Clerical and administration	5
Sales	6
Machine operator or driver	7
Labourer	8
Other	9

Q72 Which of the following best describes your job?

	<i>Please circle <u>one</u> answer</i>
Not very physically active (e.g. mainly sitting or walking around)	1
Quite physically active	2
Very physically active	3

Q92 Do you have flexibility around your working hours?
For example, starting later, finishing later, taking time off during the work day.

	<i>Please circle <u>one</u> answer</i>
Yes	1
No	2

Q93 Do you work for more than one employer / company / organisation?

	<i>Please circle <u>one</u> answer</i>
Yes	1
No	2

Q101 Do you work in the sport, exercise or recreation industry?
For example, a trainer, a club administrator, a governing body for a sport, a professional sportsperson.

	<i>Please circle <u>one</u> answer</i>
Yes	1
No	2

Q73 Which country were you born in?

	<i>Please circle <u>one</u> answer</i>
New Zealand	1
Australia	2
Cook Islands	3
China (People's Republic of)	4
India	5
Philippines	6
Samoa	7
South Africa	8
United Kingdom (England, Scotland, Wales, Northern Ireland)	9
United States of America	10
Other, please specify: _____	11

Q74 Please answer this question if you were not born in New Zealand. Otherwise go to Q75.
If you were **not** born in New Zealand, how long have you been living in New Zealand?

	<i>Please circle <u>one</u> answer</i>
Less than five years	1
Five years or more	2

Q75 Which ethnic group or groups do you identify with or belong to? This may be different from your nationality or citizenship.

Please circle all that apply

New Zealand European	1	Filipino	9
Other European	2	Chinese	10
New Zealand Māori	3	Indian	11
Cook Island Māori	4	African	12
Samoan	5	Latin American	13
Tongan	6	Middle Eastern	14
Niuean	7	Other, please specify:	15
Fijian	8		

Q76 Does a health problem or a condition you have (lasting 6 months or more) cause you difficulty with, or stop you from:

Please tick all that apply

Seeing, even when wearing glasses or contact lenses	<input type="checkbox"/>
Hearing, even when using a hearing aid	<input type="checkbox"/>
Walking, lifting or bending	<input type="checkbox"/>
Using your hands to hold, grasp or use objects	<input type="checkbox"/>
Learning, concentrating or remembering	<input type="checkbox"/>
Communicating, mixing with others or socialising	<input type="checkbox"/>
No difficulty with any of these	<input type="checkbox"/>

Q77 Which, if any, of the following apply to you?

Please tick all that apply

I am pregnant or breastfeeding	<input type="checkbox"/>
I use a wheelchair	<input type="checkbox"/>
I use a walking aid (e.g. walking stick, crutches or frame)	<input type="checkbox"/>
I use prosthetics	<input type="checkbox"/>
I am dealing with an ongoing physical illness, disability or disease	<input type="checkbox"/>
I am dealing with an ongoing mental illness, disability or disease	<input type="checkbox"/>
None of the above	<input type="checkbox"/>

Q78 Which best describes your household's annual income before tax?

Please circle one answer

\$30,000 or less a year	1	\$100,001 - \$120,000	6
\$30,001 - \$40,000	2	\$120,001 - \$160,000	7
\$40,001 - \$60,000	3	\$160,001 - \$200,000	8
\$60,001 - \$80,000	4	Over \$200,000	9
\$80,001 - \$100,000	5	Prefer not to say / don't know	10

Q83 How well does your total income meet your everyday needs for such things as accommodation, food, clothing and other necessities?

Please circle one answer

Not enough money	1
Only just enough money	2
Enough money	3
More than enough money	4
Prefer not to say	9

Q102 When were you born?

<i>Day</i>	<i>Month</i>	<i>Year</i>

Section J: Final comments and prize draw entry

Q81 Do you have anything more to say about physical activity? We'd love to hear it. Please tell us in the space below.

Q79/ Q80 Please provide your contact details so that we are able to contact you if you are the winner of the \$500 Prezzy® Card or if we have any questions about your questionnaire (e.g. if we can't read your response).

Name: _____

Phone number: _____

Email: _____

It is likely that more in-depth research will be carried out on this topic in the future. Are you willing to provide your contact details so that Nielsen or Sport New Zealand are able to contact you and invite you to take part in further research?

Please note: providing your contact details does not put you under any obligation to participate.

Please circle one answer: YES / NO

*If you said yes, please ensure your contact details are filled in above. Thank you.
If you would rather not be contacted about further research then your answers will remain confidential and you will still be eligible for the prize draw.*

Q104 We are asking for your permission to combine the survey information you have provided here with other routinely collected government data held by Statistics New Zealand. Any information that could identify you will be removed after the survey data has been linked and the linked data can only be used by authorised researchers for research purposes. Do you consent to your personal information and survey results being provided to Statistics New Zealand and linked to other routinely collected government data?

Please circle one answer

Yes	1
No	2

Q105 Please answer this question if any children aged 12-17 have, or are going to, complete the Active Youth survey for Sport NZ

And do you consent to have their personal information and survey results provided to Statistics New Zealand and linked to other routinely collected government data?

Please circle one answer

Yes	1
No	2

Do you have a child in your house aged 5 to 11?

We would also like to know what physical activities they do and what they think about being physically active.

This survey is only available online and should take just 10-15 minutes. If you take part you will go into the draw to win a \$1,000 Prezzy® Card!

We encourage you to do the survey at a time when you can check in with the child and, if possible, do the questionnaire together.

To complete the survey, please go to www.acnonline.com/activeyouth and log in using the **user name** and **survey code** on your letter.

When you log in make sure you are on the **Active Youth** survey site and at the first question tell us that you would like to do the survey for a 5 to 11 year old.

If you have any questions please call Nielsen on **0800 400 402**.

We really appreciate that you have taken time to complete this survey.

Thank you!

PLEASE CHECK THAT YOU HAVE COMPLETED ALL PAGES OF THE QUESTIONNAIRE.

Please put the completed questionnaire in the Freepost envelope provided or any envelope (no stamp required) and post it to:

Survey Returns Team
Nielsen
PO Box 33819
Takapuna
Auckland 0740
New Zealand

Prize Draw Terms and Conditions

- Information on how to enter the promotion forms part of these Terms and Conditions of Entry. Entry into the promotion is deemed acceptance of the following terms and conditions.
- The promotion commences on 1 January 2017 and closes on 4 January 2018 ("Promotional Period").
- To enter Eligible Respondents must complete the Active NZ survey within the Promotional Period by:
 - filling out the online survey at www.acnonline.com/activenz (using your personalised username and password, provided in the letter sent to you informing you of the survey) including your contact details, or
 - returning a completed hard copy of the survey (if this has been provided) with your contact details to the Promoter.
- Entry is only open to "Eligible Respondents", being individuals who: (i) are residents of New Zealand aged 18 years or older; and (ii) are not employees of the Promoter or Sport New Zealand; and (iii) are not a spouse, de facto partner, parent, child, sibling (whether natural or by adoption) or household member of such an employee; and (iv) are not professionally connected with the promotion.
- Each completed survey with accompanying contact details, submitted in accordance with paragraph 3, above, will automatically receive one entry into the prize draw. There is a limit of one entry per Eligible Respondent.
- The Promoter reserves the right, at any time, to verify the validity of the entry and Eligible Respondent (including a respondent's identity, age and place of residence) and to disqualify any respondent who submits a response that is not in accordance with these Terms and Conditions of Entry. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.
- There will be four prize draws for the promotional period. The winner will be notified within 10 working days of the draw by telephone or email. Once the winner has been contacted and notified, the details will be published online for four weeks at www.acnonline.com/activenzprizewinners.
- For each of the four prize draws that take place, the first valid entry drawn at random will win a \$500 Prezzy® Card. The winner is responsible for any tax associated with the prize. Terms and conditions apply to the use of Prezzy® cards and can be found at www.prezzycard.co.nz
The prize draw that respondents are entered into is based on when the survey response is submitted.
Prize draw 1 will take place on 26 April 2017. Those who completed the survey between 5 January 2017 and 4 April 2017 are eligible to win.
Prize draw 2 will take place on 25 July 2017. Those who completed the survey between 5 April 2017 and 4 July 2017 are eligible to win.
Prize draw 3 will take place on 26 October 2017. Those who completed the survey between 5 July 2017 and 4 October 2017 are eligible to win.
Prize draw 4 will take place on 29 January 2018. Those who completed the survey between 5 October 2017 and 4 January 2018 are eligible to win.
- The prize is not transferable or exchangeable. No responsibility is accepted for late, lost, misdirected or illegible entries.
- The Promoter's decision is final and no correspondence will be entered into.
- If after 10 working days following the Promoter attempting to contact the winner at the contact details provided the Promoter has been unable to make contact with the winner, that winner will automatically forfeit the prize, and the Promoter will randomly select one further entry who will be contacted by the Promoter by telephone or email and will be the winner of the prize.
- The winner permits Sport New Zealand and the Promoter to use the winner's name and biographical information for advertising and promotional purposes, without any compensation.
- All personal details of the respondents will be stored securely at the office of the Promoter and used to operate and administer the prize draw or to contact the respondent, if necessary, to clarify responses to questions in any hard copy of the survey. A request to access, update or correct any personal information should be directed to the Promoter.
- The Promoter is ACNielsen (NZ) ULC, L5 150 Willis Street, Te Aro, Wellington, 6011, New Zealand. Phone +64 4 978 6700.
- The Promoter reserves the right to amend or modify these Terms and Conditions of Entry at any time.
- The Promoter will not be liable for any loss or damage whatsoever which is suffered (including but not limited to indirect or consequential loss) or sustained as a consequence of participation in the promotion or as a consequence of the use and enjoyment of the prize.
- The promotion is governed by New Zealand law and all respondents agree to submit to the exclusive jurisdiction of the Courts of New Zealand with respect to any claim or matter arising out of or in connection with this promotion.

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APPENDIX 3: ACTIVE NZ YOUNG PEOPLE Q4 2018 QUESTIONNAIRE



ACTIVE YOUNG PEOPLE SURVEY

Q60 Hidden question – Autocoded based on login [Single answer]

From Child code (age 12-17)	1
From Adult hardcopy (age 5-11)	2
From Adult online (age 5-11).....	3

Q61 If Q60=3, then the following will actually show at the end of the Adult survey
 Show the number of lines to match number of children they mentioned
 For age – have a drop down of ages between 5 and 11 (this means they don't have to answer Q2)

You said earlier that you had <<insert number of children aged 5-11>> children aged 5-11 in your household. We would like to ask some questions on behalf of one of your children in this age group, as it is important we understand their physical activity as well. These questions should take just 10-15 minutes and you will go into the draw to win a \$1,000 Prezzy Card!

Probe: We will only ask about one of your children in the first instance, and if you would like to do more then we will give you that option at the end. For every child you will get another entry into the prize draw.

To make the survey easier for you to answer please insert below the name and age of each of your children aged 5-11...

	Name	Age
Insert name of child #1:	_____	_____
Insert name of child #2	_____	_____
Etc		
<input type="checkbox"/> No children aged 5 to 11		

Q62 If Q60=2 Show 5 lines
 For age – have a drop down of ages between 5 and 11 (this means they don't have to answer Q2)

Thank you for completing the survey for your children aged 5-11 years old. It is important we understand their physical activity as well. These questions should take just 10-15 minutes and you will go into the draw to win a \$1,000 Prezzy Card!

Probe: We will only ask about one of your children in the first instance, and if you would like to do more then we will give you that option at the end. For every child you will get another entry into the prize draw.

To make the survey easier for you to answer please insert below the name and age of each of your children aged 5-11...

	Name	Age
Insert name of child #1:	_____	_____
Insert name of child #2	_____	_____
Etc		
<input type="checkbox"/> No children aged 5 to 11		



This survey is about the physical activity you do for sport, Physical Education (PE), exercise or fun

This could include anything you do at school, in your neighbourhood or at home like athletics, football, rugby, netball, biking, running/jogging, skateboarding and playing.

There are no wrong answers. Please answer all the questions as best you can, and tell us what you really think and do.

Note for those aged 5-11 (coming through adult link): We encourage you to check in with <name> if you are uncertain how he / she would answer and if possible do the questionnaire together.

Note for those aged 12-17 (coming through Young People's link): If you need help answering any questions please ask your parent/caregiver.

To begin, click on the 'Next' button below. As you move through the survey, please use the buttons at the bottom of each screen. Do not use your browser buttons.

You can do the survey all in one go, or log in again to continue from where you left off.

Notes:

1. Programming instructions are included in the following brackets [].
2. Question numbering is not sequential.
3. For the adults completing the survey on behalf of 5-11 year olds – question phrasing will change to insert the child's name.

SOME QUESTIONS ABOUT YOU

Q2 [Respondents who are aged 12-17 – Q60]
How old <are you / is <name>>? [Single answer]

5 years old	01
6 years old	02
7 years old	03
8 years old	04
9 years old	05
10 years old	06
11 years old	07
12 years old	08
13 years old	09
14 years old	10
15 years old	11
16 years old	12
17 years old	13
18 years or over	14

If 18 years or over in Q2

Thank you for taking the time to start this survey. Unfortunately this survey is only for those aged 12 – 17.



Q66 [Respondents who are aged 12-13]
 I confirm that I have my parent/caregiver's consent to complete this survey (they gave the postcard to me to do the survey).
If you are not sure please ask them now. [Single answer]

Yes, I have consent 01

Q3 **What year <are you / is <name>> in at school?** [Single answer]

Year 0 / New Entrants 01
 Year 1 02
 Year 2 03
 Year 3 04
 Year 4 05
 Year 5 06
 Year 6 07
 Year 7 08
 Year 8 09
 Year 9 10
 Year 10 11
 Year 11 12
 Year 12 13
 Year 13 14
 <I am / <name> is > no longer at school 15

Q67 [Respondents who are at school]
Do you go to a Māori Medium school?
This could include a Kura Tuatahi, a Kura Arongatahi, or a Wharekura.
 [Single answer]

Yes 01
 No 02

Q4 [Respondents who are at school]
How <do you / does <name>> usually get to and from school?
 [Multiple answer]

Walk 01
 Bike 02
 Skateboard, scooter or rollerblading 03
 Car, van or motorbike 04
 Bus, train or ferry 05



Run	06
Other, please specify:.....	98
Home schooled / correspondence school	99

ABOUT THE PHYSICAL ACTIVITY YOU HAVE DONE IN THE LAST 7 DAYS

Q12	In the last 7 days (not including today) have you done any physical activity specifically for sport, Physical Education (PE), exercise or fun? [Single answer]	
	Yes.....	1
	No	2

Q13	<p>[Wording if respondent hasn't done physical activity in the last 7 days]</p> <p>Just confirming that you have not done any of the activities shown below. If this is correct please tick "Nothing in the last 7 days", otherwise please tick all the ways you have been physically active for sport, PE, exercise or fun in the last 7 days (not including today).</p> <p><i>This could have been at school, in your neighbourhood or at home.</i> If child is aged 12-17 Please don't include any coaching or umpiring. Some people may find it tricky to remember what they have done in the last 7 days. It may help to remember by thinking about the activities you do, where you do them or what you have done day by day. If child is aged 5-11 Please don't include any coaching or umpiring that <name> has done. [Multiple answer]</p> <p>[Wording if respondent has done physical activity in the last 7 days]</p> <p>Please tick all the ways you have been physically active for sport, PE, exercise or fun in the last 7 days (not including today).</p> <p><i>This could have been at school, in your neighbourhood or at home.</i> If child is aged 12-17 Please don't include any coaching or umpiring. Some people may find it tricky to remember what they have done in the last 7 days. It may help to remember by thinking about the activities you do, where you do them or what you have done day by day. If child is aged 5-11 Please don't include any coaching or umpiring that <name> has done. [Multiple answer]</p>	
	Walking for fitness	001
	Running or jogging	074
	Cross-country	075
	Tramping or bush walks	003
	Triathlon or duathlon.....	004
	Cycling or biking	005
	Mountain biking	006
	Skateboarding	007
	Scootering	008
	Rollerblading.....	009

Athletics or track and field	010
Workout (weights or cardio)	011
Group exercise class (e.g. aerobics, CrossFit, Jump Jam).....	012
Indoor climbing	013
Gymnastics (e.g. rhythmic, artistic)	014
Dance/dancing (e.g. ballet, hip hop etc).....	015
Cheerleading	016
Swimming	017
Surfing	018
Bodyboarding or boogie boarding	019
Rowing.....	020
Canoeing or kayaking.....	021
Sailing or yachting	022
Fishing	023
Water polo or Flippa Ball	024
Rugby or Rippa Rugby	025
Rugby league	026
Touch.....	027
Ki-o-rahi	028
Netball.....	029
Basketball or Mini-ball	030
Cricket.....	031
Football/soccer	076
Futsal	077
Hockey or floorball	033
Badminton	034
Volleyball or Kiwi Volley.....	035
Golf	036
Tennis.....	037
Table tennis	038
Softball or T-ball	039
Adventure racing	040
Orienteering	041
Skiing	042
Snowboarding.....	043
Karate	044
Waka ama	045



Games (e.g. four square, tag, bull rush, dodgeball).....	046
Ultimate Frisbee	047
Parkour	048
Trampoline.....	049
Kapa haka	050
Playing on playground (e.g. jungle gym)	051
Horse riding (e.g. Pony club).....	052
Surf Life saving.....	053
Handball	054
Playing (e.g. running around, climbing trees, make-believe)	055
Something else? What was it?	100
Something else? What was it?	102
Something else? What was it?	103
Nothing in the last 7 days	104

Q16 Where or how did you do <insert activity> in the last 7 days?

Please select all that apply

[Multiple answer]

	In PE or class at school (organised)	In a competition or tournament (organised)	Training or practising with a coach / instructor (organised)	Playing or hanging out with family or friends (informal)	Playing on my own (informal)	For extra exercise, training or practice without a coach / instructor (informal)	I have not done this in the last 7 days <i>(if selected we will stop asking about this activity in the following grids)</i>
(R1) Walking for fitness	1	2	3	4	5	6	97
(R74) Running or jogging	1	2	3	4	5	6	97
(R75) Cross-country	1	2	3	4	5	6	97
(R3) Tramping or bush walks	1	2	3	4	5	6	97
(R4) Triathlon or duathlon.....	1	2	3	4	5	6	97
(R5) Cycling or biking	1	2	3	4	5	6	97
(R6) Mountain biking	1	2	3	4	5	6	97
(R7) Skateboarding	1	2	3	4	5	6	97
(R8) Scootering	1	2	3	4	5	6	97
(R9) Rollerblading.....	1	2	3	4	5	6	97

(R10) Athletics or track and field	1	2	3	4	5	6	97
(R11) Workout (weights or cardio)	1	2	3	4	5	6	97
(R12) Group exercise class (e.g. aerobics, CrossFit, Jump Jam)	1	2	3	4	5	6	97
(R13) Indoor climbing	1	2	3	4	5	6	97
(R14) Gymnastics (e.g. rhythmic, artistic) ...	1	2	3	4	5	6	97
(R15) Dance/dancing (e.g. ballet, hip hop etc).....	1	2	3	4	5	6	97
(R16) Cheerleading	1	2	3	4	5	6	97
(R17) Swimming	1	2	3	4	5	6	97
(R18) Surfing	1	2	3	4	5	6	97
(R19) Bodyboarding or boogie boarding	1	2	3	4	5	6	97
(R20) Rowing.....	1	2	3	4	5	6	97
(R21) Canoeing or kayaking.....	1	2	3	4	5	6	97
(R22) Sailing or yachting	1	2	3	4	5	6	97
(R23) Fishing	1	2	3	4	5	6	97
(R24) Water polo or Flippa Ball	1	2	3	4	5	6	97
(R25) Rugby or Rippa Rugby	1	2	3	4	5	6	97
(R26) Rugby league	1	2	3	4	5	6	97
(R27) Touch.....	1	2	3	4	5	6	97
(R28) Ki-o-rahi	1	2	3	4	5	6	97
(R29) Netball	1	2	3	4	5	6	97
(R30) Basketball or Mini-ball	1	2	3	4	5	6	97
(R31) Cricket	1	2	3	4	5	6	97
(R76) Football/soccer	1	2	3	4	5	6	97
(R77) Futsal.....	1	2	3	4	5	6	97
(R33) Hockey or floorball	1	2	3	4	5	6	97
(R34) Badminton	1	2	3	4	5	6	97
(R35) Volleyball or Kiwi Volley	1	2	3	4	5	6	97
(R36) Golf	1	2	3	4	5	6	97
(R37) Tennis.....	1	2	3	4	5	6	97
(R38) Table tennis	1	2	3	4	5	6	97
(R39) Softball or T-ball	1	2	3	4	5	6	97
(R40) Adventure racing	1	2	3	4	5	6	97
(R41) Orienteering.....	1	2	3	4	5	6	97
(R42) Skiing.....	1	2	3	4	5	6	97
(R43) Snowboarding.....	1	2	3	4	5	6	97
(R44) Karate	1	2	3	4	5	6	97

(R45) Waka ama	1	2	3	4	5	6	97
(R46) Games (e.g. four square, tag, bull rush, dodgeball)	1	2	3	4	5	6	97
(R47) Ultimate Frisbee	1	2	3	4	5	6	97
(R48) Parkour	1	2	3	4	5	6	97
(R49) Trampoline.....	1	2	3	4	5	6	97
(R50) Kapa haka	1	2	3	4	5	6	97
(R51) Playing on playground (e.g. jungle gym).....	1	2	3	4	5	6	97
(R52) Horse riding (e.g. Pony club)	1	2	3	4	5	6	97
(R53) Surf Life saving.....	1	2	3	4	5	6	97
(R54) Handball	1	2	3	4	5	6	97
(R55) Playing (e.g. running around, climbing trees, make-believe)	1	2	3	4	5	6	97
(R100) Something else? What was it?	1	2	3	4	5	6	97
(R102) Something else? What was it?	1	2	3	4	5	6	97
(R103) Something else? What was it?	1	2	3	4	5	6	97

Q16b **About how many minutes did you spend doing <insert activity> in the last 7 days in <this way / these ways?**

Please select the number of minutes from the drop down box
 [Multiple answer]

DROP DOWN OPTIONS ARE:

- About 15 minutes
- About 30 minutes
- About 45 minutes
- About 1 hour
- About 1.5 hours
- About 2 hours
- About 3 hours
- About 4 hours
- 5 hours or more

	In PE or class at school (organised)	In a competition or tournament (organised)	Training or practising with a coach / instructor (organised)	Playing or hanging out with family or friends (informal)	Playing on my own (informal)	For extra exercise, training or practise without a coach / instructor (informal)
(R1) Walking for fitness	1	2	3	4	5	6
(R74) Running or jogging	1	2	3	4	5	6
(R75) Cross-country	1	2	3	4	5	6
(R3) Tramping or bush walks	1	2	3	4	5	6
(R4) Triathlon or duathlon.....	1	2	3	4	5	6
(R5) Cycling or biking	1	2	3	4	5	6

(R6) Mountain biking	1	2	3	4	5	6
(R7) Skateboarding	1	2	3	4	5	6
(R8) Scootering	1	2	3	4	5	6
(R9) Rollerblading.....	1	2	3	4	5	6
(R10) Athletics or track and field	1	2	3	4	5	6
(R11) Workout (weights or cardio)	1	2	3	4	5	6
(R12) Group exercise class (e.g. aerobics, CrossFit, Jump Jam)	1	2	3	4	5	6
(R13) Indoor climbing	1	2	3	4	5	6
(R14) Gymnastics (e.g. rhythmic, artistic) ...	1	2	3	4	5	6
(R15) Dance/dancing (e.g. ballet, hip hop etc).....	1	2	3	4	5	6
(R16) Cheerleading	1	2	3	4	5	6
(R17) Swimming	1	2	3	4	5	6
(R18) Surfing	1	2	3	4	5	6
(R19) Bodyboarding or boogie boarding	1	2	3	4	5	6
(R20) Rowing.....	1	2	3	4	5	6
(R21) Canoeing or kayaking.....	1	2	3	4	5	6
(R22) Sailing or yachting	1	2	3	4	5	6
(R23) Fishing	1	2	3	4	5	6
(R24) Water polo or Flippa Ball	1	2	3	4	5	6
(R25) Rugby or Rippa Rugby	1	2	3	4	5	6
(R26) Rugby league	1	2	3	4	5	6
(R27) Touch.....	1	2	3	4	5	6
(R28) Ki-o-rahi	1	2	3	4	5	6
(R29) Netball	1	2	3	4	5	6
(R30) Basketball or Mini-ball	1	2	3	4	5	6
(R31) Cricket	1	2	3	4	5	6
(R76) Football/soccer	1	2	3	4	5	6
(R77) Futsal.....	1	2	3	4	5	6
(R33) Hockey or floorball	1	2	3	4	5	6
(R34) Badminton	1	2	3	4	5	6
(R35) Volleyball or Kiwi Volley	1	2	3	4	5	6
(R36) Golf	1	2	3	4	5	6
(R37) Tennis.....	1	2	3	4	5	6
(R38) Table tennis	1	2	3	4	5	6
(R39) Softball or T-ball	1	2	3	4	5	6
(R40) Adventure racing	1	2	3	4	5	6

(R41) Orienteering.....	1	2	3	4	5	6
(R42) Skiing.....	1	2	3	4	5	6
(R43) Snowboarding.....	1	2	3	4	5	6
(R44) Karate.....	1	2	3	4	5	6
(R45) Waka ama.....	1	2	3	4	5	6
(R46) Games (e.g. four square, tag, bull rush, dodgeball).....	1	2	3	4	5	6
(R47) Ultimate Frisbee.....	1	2	3	4	5	6
(R48) Parkour.....	1	2	3	4	5	6
(R49) Trampoline.....	1	2	3	4	5	6
(R50) Kapa haka.....	1	2	3	4	5	6
(R51) Playing on playground (e.g. jungle gym).....	1	2	3	4	5	6
(R52) Horse riding (e.g. Pony club).....	1	2	3	4	5	6
(R53) Surf Life saving.....	1	2	3	4	5	6
(R54) Handball.....	1	2	3	4	5	6
(R55) Playing (e.g. running around, climbing trees, make-believe).....	1	2	3	4	5	6
(R100) Something else? What was it?.....	1	2	3	4	5	6
(R102) Something else? What was it?.....	1	2	3	4	5	6
(R103) Something else? What was it?.....	1	2	3	4	5	6

Q68 And thinking about the amount of physical activity you have done for sport, PE, exercise or fun this week, was the amount of physical activity more, less or the same as what you would usually do? [Single answer]

More than normal.....	01
Less than normal.....	02
About the same.....	03
No such thing as a usual week.....	04

Q21 On which days did you do at least 60 minutes of physical activity for sport, PE, exercise or fun when you were breathing harder than normal?
 By breathing harder than normal we mean any physical activity that caused a slight, but noticeable increase in breath but you could still hold a conversation, or so out of breath you could not have a conversation at the same time.
 Please only include physical activities done for sport, PE, exercise or fun, and think only about those physical activities done for at least 10 minutes at a time.
 [Multiple answer except single answer for 'not in the last seven days']

<1 day ago> (yesterday).....	1
<2 days ago>.....	2
<3 days ago>.....	3
<4 days ago>.....	4



<5 days ago>	5
<6 days ago>	6
<7 days ago>	7
Not in the last seven days	9

Q63 [Age: 15 to 17 – Q2]

In total in the last 7 days how many hours did you spend being physically active for sport, PE, exercise or fun?

Please think only about those physical activities done for at least 10 minutes at a time. Please make your best estimate.

_____ hours

Q55 [Age: 15 to 17 – Q2]

You indicated that you have done <answer from Q63> hours of physical activity for sport, PE, exercise or fun over the last 7 days. How much of this activity was...

Please enter the hours below and have them add up to <answer from Q63> hours. Please think only about those physical activities done for at least 10 minutes at a time. Please make your best estimate.

Vigorous - any activity that had you out of breath (you couldn't do this activity and have a conversation at the same time)

Moderate - activity that caused a slight, but noticeable, increase in breath (you could still have a conversation)

Light – any activity that didn't really affect your breathing

Sum

Q17 Where have you done each of these in the last 7 days? [Multiple answer]

	At school or in the school grounds	At home	Outdoor facilities (e.g. playground, park, field, AstroTurf, or outdoor pool)	Indoor facilities (e.g. gym, community hall, church, marae or indoor pool)	Other outdoor locations (e.g. beach, lake, bush, footpath)	Somewhere else? Please tell us where:
(R1) Walking for fitness	1	2	3	4	5	8
(R74) Running or jogging	1	2	3	4	5	8
(R75) Cross-country	1	2	3	4	5	8
(R3) Tramping or bush walks	1	2	3	4	5	8
(R4) Triathlon or duathlon.....	1	2	3	4	5	8
(R5) Cycling or biking	1	2	3	4	5	8
(R6) Mountain biking	1	2	3	4	5	8
(R7) Skateboarding	1	2	3	4	5	8

(R8) Scootering	1	2	3	4	5	8
(R9) Rollerblading.....	1	2	3	4	5	8
(R10) Athletics or track and field	1	2	3	4	5	8
(R11) Workout (weights or cardio)	1	2	3	4	5	8
(R12) Group exercise class (e.g. aerobics, CrossFit, Jump Jam)	1	2	3	4	5	8
(R13) Indoor climbing	1	2	3	4	5	8
(R14) Gymnastics (e.g. rhythmic, artistic)	1	2	3	4	5	8
(R15) Dance/dancing (e.g. ballet, hip hop etc).....	1	2	3	4	5	8
(R16) Cheerleading	1	2	3	4	5	8
(R17) Swimming	1	2	3	4	5	8
(R18) Surfing	1	2	3	4	5	8
(R19) Bodyboarding or boogie boarding	1	2	3	4	5	8
(R20) Rowing.....	1	2	3	4	5	8
(R21) Canoeing or kayaking.....	1	2	3	4	5	8
(R22) Sailing or yachting	1	2	3	4	5	8
(R23) Fishing	1	2	3	4	5	8
(R24) Water polo or Flippa Ball	1	2	3	4	5	8
(R25) Rugby or Rippa Rugby	1	2	3	4	5	8
(R26) Rugby league	1	2	3	4	5	8
(R27) Touch.....	1	2	3	4	5	8
(R28) Ki-o-rahi	1	2	3	4	5	8
(R29) Netball.....	1	2	3	4	5	8
(R30) Basketball or Mini-ball	1	2	3	4	5	8
(R31) Cricket.....	1	2	3	4	5	8
(R76) Football/soccer	1	2	3	4	5	8
(R77) Futsal.....	1	2	3	4	5	8
(R33) Hockey or floorball	1	2	3	4	5	8
(R34) Badminton	1	2	3	4	5	8
(R35) Volleyball or Kiwi Volley.....	1	2	3	4	5	8
(R36) Golf	1	2	3	4	5	8
(R37) Tennis.....	1	2	3	4	5	8
(R38) Table tennis	1	2	3	4	5	8
(R39) Softball or T-ball	1	2	3	4	5	8
(R40) Adventure racing	1	2	3	4	5	8
(R41) Orienteering.....	1	2	3	4	5	8
(R42) Skiing.....	1	2	3	4	5	8



(R43) Snowboarding.....	1	2	3	4	5	8
(R44) Karate	1	2	3	4	5	8
(R45) Waka ama	1	2	3	4	5	8
(R46) Games (e.g. four square, tag, bull rush, dodgeball).....	1	2	3	4	5	8
(R47) Ultimate Frisbee	1	2	3	4	5	8
(R48) Parkour	1	2	3	4	5	8
(R49) Trampoline.....	1	2	3	4	5	8
(R50) Kapa haka	1	2	3	4	5	8
(R51) Playing on playground (e.g. jungle gym).....	1	2	3	4	5	8
(R52) Horse riding (e.g. Pony club).....	1	2	3	4	5	8
(R53) Surf Life saving.....	1	2	3	4	5	8
(R54) Handball	1	2	3	4	5	8
(R55) Playing (e.g. running around, climbing trees, make-believe)	1	2	3	4	5	8
(R100) Something else? What was it?	1	2	3	4	5	8
(R102) Something else? What was it?	1	2	3	4	5	8
(R103) Something else? What was it?	1	2	3	4	5	8

Q58 People do different activities for different reasons at different times. So, thinking about the last time you did this physical activity for sport, PE, exercise or fun, what was the ONE main reason you did it?

Please read through all the options and then select one main reason [Single answer]

	To physically challenge myself or to win	To hang out with family or friends	For fun	For fitness or health	To lose or maintain weight	To look good	To learn or practice a new skill	I'm good at it	I have to (my parents/caregiver or school make me)	Another reason
(R1) Walking for fitness	1	2	3	4	5	10	6	7	8	9
(R74) Running or jogging	1	2	3	4	5	10	6	7	8	9
(R75) Cross-country	1	2	3	4	5	10	6	7	8	9
(R3) Tramping or bush walks	1	2	3	4	5	10	6	7	8	9
(R4) Triathlon or duathlon.....	1	2	3	4	5	10	6	7	8	9
(R5) Cycling or biking	1	2	3	4	5	10	6	7	8	9
(R6) Mountain biking	1	2	3	4	5	10	6	7	8	9
(R7) Skateboarding	1	2	3	4	5	10	6	7	8	9
(R8) Scootering	1	2	3	4	5	10	6	7	8	9
(R9) Rollerblading.....	1	2	3	4	5	10	6	7	8	9
(R10) Athletics or track and field.....	1	2	3	4	5	10	6	7	8	9

(R11) Workout (weights or cardio).....	1	2	3	4	5	10	6	7	8	9
(R12) Group exercise class (e.g. aerobics, CrossFit, Jump Jam).....	1	2	3	4	5	10	6	7	8	9
(R13) Indoor climbing.....	1	2	3	4	5	10	6	7	8	9
(R14) Gymnastics (e.g. rhythmic, artistic).....	1	2	3	4	5	10	6	7	8	9
(R15) Dance/dancing (e.g. ballet, hip hop etc).....	1	2	3	4	5	10	6	7	8	9
(R16) Cheerleading.....	1	2	3	4	5	10	6	7	8	9
(R17) Swimming.....	1	2	3	4	5	10	6	7	8	9
(R18) Surfing.....	1	2	3	4	5	10	6	7	8	9
(R19) Bodyboarding or boogie boarding.....	1	2	3	4	5	10	6	7	8	9
(R20) Rowing.....	1	2	3	4	5	10	6	7	8	9
(R21) Canoeing or kayaking.....	1	2	3	4	5	10	6	7	8	9
(R22) Sailing or yachting.....	1	2	3	4	5	10	6	7	8	9
(R23) Fishing.....	1	2	3	4	5	10	6	7	8	9
(R24) Water polo or Flippa Ball.....	1	2	3	4	5	10	6	7	8	9
(R25) Rugby or Rippa Rugby ..	1	2	3	4	5	10	6	7	8	9
(R26) Rugby league.....	1	2	3	4	5	10	6	7	8	9
(R27) Touch.....	1	2	3	4	5	10	6	7	8	9
(R28) Ki-o-rahi.....	1	2	3	4	5	10	6	7	8	9
(R29) Netball.....	1	2	3	4	5	10	6	7	8	9
(R30) Basketball or Mini-ball ..	1	2	3	4	5	10	6	7	8	9
(R31) Cricket.....	1	2	3	4	5	10	6	7	8	9
(R76) Football/soccer.....	1	2	3	4	5	10	6	7	8	9
(R77) Futsal.....	1	2	3	4	5	10	6	7	8	9
(R33) Hockey or floorball	1	2	3	4	5	10	6	7	8	9
(R34) Badminton	1	2	3	4	5	10	6	7	8	9
(R35) Volleyball or Kiwi Volley.....	1	2	3	4	5	10	6	7	8	9
(R36) Golf.....	1	2	3	4	5	10	6	7	8	9
(R37) Tennis.....	1	2	3	4	5	10	6	7	8	9
(R38) Table tennis.....	1	2	3	4	5	10	6	7	8	9
(R39) Softball or T-ball	1	2	3	4	5	10	6	7	8	9
(R40) Adventure racing.....	1	2	3	4	5	10	6	7	8	9
(R41) Orienteering.....	1	2	3	4	5	10	6	7	8	9
(R42) Skiing.....	1	2	3	4	5	10	6	7	8	9
(R43) Snowboarding.....	1	2	3	4	5	10	6	7	8	9
(R44) Karate.....	1	2	3	4	5	10	6	7	8	9

(R45) Waka ama	1	2	3	4	5	10	6	7	8	9
(R46) Games (e.g. four square, tag, bull rush, dodgeball)	1	2	3	4	5	10	6	7	8	9
(R47) Ultimate Frisbee	1	2	3	4	5	10	6	7	8	9
(R48) Parkour	1	2	3	4	5	10	6	7	8	9
(R49) Trampoline.....	1	2	3	4	5	10	6	7	8	9
(R50) Kapa haka	1	2	3	4	5	10	6	7	8	9
(R51) Playing on playground (e.g. jungle gym).....	1	2	3	4	5	10	6	7	8	9
(R52) Horse riding (e.g. Pony club)	1	2	3	4	5	10	6	7	8	9
(R53) Surf Life saving	1	2	3	4	5	10	6	7	8	9
(R54) Handball	1	2	3	4	5	10	6	7	8	9
(R55) Playing (e.g. running around, climbing trees, make-believe)	1	2	3	4	5	10	6	7	8	9
(R100) Something else? What was it?.....	1	2	3	4	5	10	6	7	8	9
(R102) Something else? What was it?.....	1	2	3	4	5	10	6	7	8	9
(R103) Something else? What was it?.....	1	2	3	4	5	10	6	7	8	9

Q22 Would you like to be doing more physical activity for sport, PE, exercise or fun than what you do now? [Single answer]

Yes - I would like to be doing more	1
No	2

Q23 [Age: 8+] [If respondent wants to be doing more physical activity]
Why are you not doing as much physical activity as you would like?

[If respondent doesn't want to be doing more physical activity]
Why do you not want to do more than you are currently doing?
You can select more than one reason. [Multiple answer]

Too hard to get to training, games or competitions	08
No places nearby to do what I want to do	09
I don't have the equipment I need	30
My family can't afford it	11
Too busy	13
I'm too tired / don't have the energy	22
It's too hard to motivate myself	26
I'm not fit enough	02
I am injured.....	05

I have a disability that prevents me from participating	06
I'm too sick	03
I don't like to sweat	18
I don't feel safe	16
I'm not confident enough	21
I don't know how to	01
I don't want to fail	23
My school doesn't offer physical activities I'm interested in	10
Too hard now that I have left school	20
(only show to those at school) PE / fitness classes at school are not fun.....	28
Not enough PE offered at school	29
My parents want me to focus on my schoolwork / other activities	12
My friends aren't physically active	07
Other people discourage me from being physically active	17
I have no one to do it with	27
I don't feel welcome	04
I don't like other people seeing me being physically active	19
I prefer to do other things	14
I find physical activity boring.....	15
The weather	33
Can't fit it in with other family member's activities	32
I already do a good amount of physical activity	24
I am not interested in sport or physical activity	25
Another reason, please tell us why:	98

| 15 |

Q24

[Respondent selected 'I don't feel welcome' – Q23]
You said one of the reasons you are not doing as much physical activity as you would like was because you don't feel welcome. Why is that?
 [Multiple answer]

My gender.....	1
My age.....	2
My ethnicity.....	3
My sexual orientation.....	4
My disability	5
I'm not good enough.....	6
My size/ weight.....	7
Some other reason, please specify why:	8



Q70 [Respondent selected 'Too busy' – Q23]
 You said you are too busy for more physical activity. What are you too busy with?
 [Multiple answer]

School work	1
Work / job	2
Other physical activity.....	3
Other hobbies	4
Something else	8

Q71 [Respondent selected 'I prefer to do other things' – Q23 or 'Other hobbies' – Q70]
Wording if Respondent selected 'I prefer to do other things' – Q23:
 You said you prefer to do other things. What is it that you prefer doing?

Wording if respondent selected 'Other hobbies' – Q70 and didn't select 'I prefer to do other things' – Q23:
 You said you are too busy with other hobbies. What hobbies are you spending your time on? [Multiple answer]

Music	1
Film	2
Theatre	3
Comedy	4
Crafts	5
Art.....	6
Electronic games	7
Travel.....	8
Food.....	9
Reading	10
Spending time with family or friends.....	11
Something else, please tell us what?	98

Q72 [Respondent selected 'I already do a good amount of physical activity' – Q23]
You said you already do a good amount of physical activity. Please specify where your physical activity comes from: [Multiple answer]

Through sport, PE, exercise or fun.....	1
Through work.....	2
Through caregiving	3
Something else, please tell us what?	98

Q25 [Respondent would like to be doing more – Q22]
 If you had to choose just **one** physical activity to try or do more of, which one would it be? [Single answer]

--	--

Walking for fitness	01
Running or jogging	074
Cross-country	075
Tramping or bush walks	03
Triathlon or duathlon.....	04
Cycling or biking	05
Mountain biking	06
Skateboarding	07
Scotering	08
Rollerblading.....	09
Athletics or track and field	10
Workout (weights or cardio)	11
Group exercise class (e.g. aerobics, CrossFit, Jump Jam).....	12
Indoor climbing	13
Gymnastics (e.g. rhythmic, artistic)	14
Dance/dancing (e.g. ballet, hip hop etc).....	15
Cheerleading	16
Swimming	17
Surfing	18
Bodyboarding or boogie boarding	19
Rowing.....	20
Canoeing or kayaking.....	21
Sailing or yachting	22
Fishing	23
Water polo or Flippa Ball	24
Rugby or Rippa Rugby	25
Rugby league	26
Touch.....	27
Ki-o-rahi	28
Netball.....	29
Basketball or Mini-ball	30
Cricket.....	31
Football/soccer	076
Futsal	077
Hockey or floorball	33
Badminton	34
Volleyball or Kiwi Volley.....	35



Golf	36
Tennis	37
Table tennis	38
Softball or T-ball	39
Adventure racing	40
Orienteering	41
Skiing	42
Snowboarding	43
Karate	44
Waka ama	45
Games (e.g. four square, tag, bull rush, dodgeball)	46
Ultimate Frisbee	47
Parkour	48
Trampoline	49
Kapa haka	50
Playing on playground (e.g. jungle gym)	51
Horse riding (e.g. Pony club)	52
Surf Life saving	53
Handball	54
Playing (e.g. running around, climbing trees, make-believe)	55
Something else? What was it?	100
Don't know	104

Q27

[Has done physical activity in the last 7 days – Q13]

In the last 7 days have you had any coaching or instruction for the physical activity you have done for sport, exercise or fun outside of PE or classes at school?

Please tick all that apply to you [Multiple answer]

Yes - one on one training (just me and the coach)	1
Yes - in a group	2
Yes - online (e.g. YouTube, websites, videos, apps)	3
Yes - from books or magazines	5
No - I have not had any coaching or instruction	4



Q28 [Has done physical activity in the last 7 days – Q13]
In the last 7 days have you used any technology (Fitbits, smartphone apps, pedometers etc.) when you have been physically active for sport, PE, exercise or fun? [Single answer]

Yes	1
No	2

TEAMS AND SPORTS GAMES

Q29 **In the last 12 months, how many (if any) sports teams, or recreation clubs/groups have you been in at school?**
And how many have you been in outside of school?
This could include things like soccer, mini-ball, karate, kapa haka, netball.
 [Single answer]

	At school	Outside of school
None	1	1
1 team/club/group	2	2
2 teams/clubs/groups	3	3
3 teams/clubs/groups	4	4
4 or more teams/clubs/groups	5	5

Q31 [Age is 12+ - Q2]
What is the highest level of sport you have played in the last 12 months?
 [Single answer]

I don't play sport	1
I've just played socially for fun with family and friends	2
I've played in school or club competitions	3
I've been selected as a member of a top school or club sports team (e.g. Rugby First XV, Netball 'A' team)	4
I have represented my school or club for a regional competition or event	5
I've represented my region (e.g. Canterbury or Auckland)	6
I've represented New Zealand	7

Q79 [Age is 12+ - Q2]
 [Asked of those who have played sport at school or higher in the last 12 months - Q31]
 And in the last 12 months when you [insert response from Q31 as stated above] was this for ... SA]

A school team or group	1
A club outside of school	2
Both	3

Q32 [Age is 12+ - Q2 and respondent plays sport – Q31]
Are you training towards being selected to represent a region or country in sport? [Single answer]

Yes	1
No	2

Q33 **In the last 12 months have you been to a professional sports game?**
Like a Super Rugby Game, a Championship Netball game or X Games.
 [Single answer]

Yes	1
No	2

EVENTS, LEADERSHIP AND VOLUNTEERING

Q35 **In the last 12 months, have you taken part in any of these events where lots of people take part?**
Please exclude any sports tournaments. [Multiple answer]

Triathlon / duathlon events (e.g. Weet-Bix Triathlon)	01
Running / walking events (anything up to 10ks e.g. fun runs)	02
Endurance running/ walking events (anything longer than 10ks e.g. half marathon)	03
Biking events (e.g. The Kids' Bike Jam)	04
Fishing events (e.g. Take a Kid Fishing)	05
Swimming events (e.g. Ocean Swims)	06
I have not taken part in any of these events	07
Another event, what was this?	98

Q36 [Age is 12+ - Q2]
In the last 12 months, have you done any of the following roles for any physical activities that you do outside of PE or classes at school?
Please tick all that apply to you [Multiple answer]

Coach or assistant coach	01
Official (e.g. referee, umpire, scorer).....	02
Team manager or assistant manager	03
Club administrator	04
Helper (e.g. ball boy or ball girl)	05
Lifeguard	06



Team captain	07
Activity leader (e.g. Kapa Haka leader)	08
Event organiser for a physical activity or event	09
No - I have not done any of these in the last 12 months	10

Q37 [Age is 12+ - Q2]
Are you going to do any of the roles above in the next 12 months? [Single answer]

Yes - definitely	1
Yes - maybe	2
No	3

Q36b [Respondent is volunteer – Q36]
And have you done any of these roles in the last 7 days outside of PE or classes at school?
Please tick all that apply to you [Multiple answer]

Coach or assistant coach	01
Official (e.g. referee, umpire, scorer).....	02
Team manager or assistant manager	03
Club administrator	04
Helper (e.g. ball boy or ball girl)	05
Lifeguard	06
Team captain	07
Activity leader (e.g. Kapa Haka leader)	08
Event organiser for a physical activity or event	09
No - I have not done any of these in the last 7 days	10

YOUR ATTITUDES TOWARDS PHYSICAL ACTIVITY

The next few questions are about what **you think or feel**. Some people enjoy being physically active for sport, PE, exercise or fun, while others like doing different things. Please tell us how **you** feel and what you think. There are no wrong answers.

Q39a **Please select a box on each line to show how much you agree or disagree with each statement.** [Single answer]

	Disagree a lot	Disagree a little	Neither disagree or agree	Agree a little	Agree a lot
(R1) (ALL) I <like/liked> PE or fitness classes at school	1	2	3	4	5
(R2) (ALL) People in my life encourage me to take part in physical activities.....	1	2	3	4	5
(R3) (12 plus) I like to do the physical activities that my friends do	1	2	3	4	5
(R4) (12 plus) Exercise is an important part of my regular routine.....	1	2	3	4	5
(R5) (12 plus) I love challenging myself and trying to win	1	2	3	4	5
(R6) (ALL) I like being physically active.....	1	2	3	4	5
(R7) (12 plus) I enjoy tough physical activity	1	2	3	4	5
(R8) (12 plus) I like my parents/family to be involved in my sport and physical activities	1	2	3	4	5
(R9) (12 plus) I find electronic games more exciting to play than the real life ones	1	2	3	4	5
(R10) (ALL) I like school	1	2	3	4	5
(R11) (15-17) I prefer physical activities that allow me to follow my own schedule rather than someone else's	1	2	3	4	5
(R12) (15-17) I prefer to do physical activity that is more flexible and less structured.....	1	2	3	4	5
(R14) (ALL) Sport and other physical activities give me confidence	1	2	3	4	5
(R15) (ALL) I am good at lots of different physical activities	1	2	3	4	5
(R16) (ALL) I have the chance to do the physical activities I want.....	1	2	3	4	5
(R17) (ALL) I want to take part in physical activities.....	1	2	3	4	5
(R18) (ALL) I understand why taking part in physical activity is good for me.....	1	2	3	4	5
(R19) (ALL) I feel confident to take part in lots of different activities.....	1	2	3	4	5

Q39b **The next few statements are about sport rather than other physical activity.**

Please select a box on each line to show how much you agree or disagree with each statement. [Single answer]

	Disagree a lot	Disagree a little	Neither disagree or agree	Agree a little	Agree a lot
(R1) (ALL) I am good at sport	1	2	3	4	5

(R2) (12 plus) I want to represent my country or region....	1	2	3	4	5
(R3) (12 plus) I enjoy watching, listening to and reading about sports	1	2	3	4	5
(R4) (12 plus) I feel proud when New Zealand athletes or sports teams do well.....	1	2	3	4	5
(R5) (12 plus) I like playing sport with a team	1	2	3	4	5
(R6) (ALL) Successful NZ athletes or sports teams make me want to be more physically active.....	1	2	3	4	5
(R7) (ALL) I enjoy playing sport	1	2	3	4	5
(R8) (12 plus) I have learned many essential life skills through playing sport (e.g. teamwork and cooperation)	1	2	3	4	5
(R10) (ALL) NZ athletes and sports teams make good role models	1	2	3	4	5

Q74 [Respondent is in year 11-13 or has left school – Q3]
Which of the following best describes when you participated in Physical Education (PE) or fitness classes at school? [Single answer]

I stopped doing PE as soon as it was no longer compulsory.....	1
I chose to continue doing PE as a subject when it was no longer compulsory.....	2
Don't know / not applicable	9

Q39c **The next few statements are about other aspects of physical activity and health.**

Please select a box on each line to show how much you agree or disagree with each statement. [Single answer]

	Disagree a lot	Disagree a little	Neither disagree or agree	Agree a little	Agree a lot
(R1) (ALL) After doing physical activity, I find it easier to concentrate <on schoolwork>	1	2	3	4	5
(R2) (12 plus) I usually warm up before, and stretch my muscles after, doing physical activity	1	2	3	4	5
(R4) (12 plus) I usually drink plenty of water when I'm physically active	1	2	3	4	5
(R5) (ALL) I worry I might get hurt when I do physical activity	1	2	3	4	5
(R6) (ALL) I usually eat fruit and vegetables every day ..	1	2	3	4	5
(R7) (ALL) I usually drink water instead of fizzy or sugary drinks.....	1	2	3	4	5

SOME QUESTIONS ABOUT THE THINGS YOU DO

Q41 **What do you usually do outside of school (e.g. before or after school, and at the weekends)?** [Single answer]

I mostly read, watch TV, listen to music, am on my cell phone, tablet or play on the computer or games console 1

I mostly do things that are physically active 2

I do about the same amount of both of these 3

Q77 [Age is 15+ - Q2] **Do you currently belong to a gym or fitness centre?** [Single answer]

Yes 1

No 2

Q78 [Belong to a gym - Q77] **How many times in the last 7 days have you been to your gym or fitness centre?**

Q42 **On average, how many hours of sleep do you get a night?**

Q44 **Outside of school or work, on a normal weekday how many hours do you spend each day looking at a screen?** [Single answer]

This could include watching TV, watching movies, on a computer, cell phone, tablet or PlayStation or Xbox.

Please include any time spent on a screen for homework.

Less than 2 hours 1

2 to 4 hours 2

5 to 7 hours 3

8 or more hours 4



Q45 Outside of school or work, on a normal weekend day how many hours do you spend each day looking at a screen?
This could include watching TV, watching movies, on a computer, cell phone, tablet or PlayStation or Xbox.
Please include any time spent on a screen for homework. [Single answer]

Less than 2 hours	1
2 to 4 hours.....	2
5 to 7 hours.....	3
8 or more hours	4

Q39d How much do you agree or disagree with this statement: I would be lost without my mobile phone [Single answer]

Disagree a lot	01
Disagree a little.....	02
Neither disagree or agree.....	03
Agree a little.....	04
Agree a lot	05
Not applicable.....	09

Q48 On a scale from 1 to 10, where 1 is very unhappy and 10 is very happy, in general how happy are you? [Single answer]

1 - Very unhappy	01
2.....	02
3.....	03
4.....	04
5.....	05
6.....	06
7.....	07
8.....	08
9.....	09
10 - Very happy	10

SOME MORE QUESTIONS ABOUT YOU

Q8	Which country were you born in? [Single answer]	
	New Zealand	01
	Australia.....	02
	Cook Islands.....	03
	China (People's Republic of)	04
	India.....	05
	Philippines	17
	Samoa	06
	South Africa	07
	United Kingdom (England, Scotland, Wales, Northern Ireland)	08
	United States of America.....	09
	Other, please tell us where?.....	98
Q7	[Not born in New Zealand – Q8] How long have you been living in New Zealand for? [Single answer]	
	Less than five years	1
	More than five years	2
Q5	Which ethnic group or groups do you identify with or belong to? [Single answer]	
	New Zealand European.....	01
	Other European	02
	New Zealand Māori	03
	Cook Island Māori	04
	Samoa	05
	Tongan	06
	Niuean	07
	Fijian	08
	Filipino	14
	Chinese	09
	Indian	10
	African.....	11
	Latin American.....	12
	Middle Eastern	13
	Other, please specify:.....	98
	Don't know	99



Q9 [Age is 15+ - Q2]
Are you....[Single answer]

Male	1
Female	2
Gender diverse	3

Q50 **Does a health problem or a condition you have (lasting 6 months or more) cause you difficulty with, or stop you from:**
Please select all that apply [Multiple answer except single answer for 'No difficulty with any of these']

Seeing, even when wearing glasses or contact lenses	1
Hearing, even when using a hearing aid	2
Walking, lifting or bending	3
Using your hands to hold, grasp or use objects	4
Learning, concentrating or remembering	5
Communicating, mixing with others or socialising	6
Running or jumping	7
No difficulty with any of these	9

Q54 **Which of the following apply to you?**
Please select all that apply [Multiple answer]

[Only show if female aged 15 -17] I am pregnant or breastfeeding

I use a wheelchair.....	1
I use a walking aid (e.g. walking stick, crutches or frame)	2
I use prosthetics	3
I am dealing with an ongoing physical illness, disability or disease	4
I am dealing with an ongoing mental illness, disability or disease	5
None of the above	6
	97

Q53 [Age is 12+ - Q2]
Do you have a regular part-time or full-time job? [Single answer]

No	1
Yes, a part-time job (34 hours or less per week)	2
Yes, a full-time job (over 35 hours per week).....	3

Q75a **When were you born?** [Single answer]

.....	1
-------	---



Q75b [No answer at Q75a]
What year were you born? [Single answer]

1

Q59 [If Q60=2 or 3 Ask Version A of question]
 [If Q60 = 1 Ask Version B]

Version A: Can you please indicate how much <<insert name>> was involved when you answered these questions on his / her behalf?
Version B: Can you please indicate how much your parent/ caregiver was involved when you completed this survey? [Single answer]

Very involved	1
Quite involved	2
Not very involved	3
Not at all involved	4

FINAL QUESTIONS

Q57 [Age is 15+ - Q2]
It is likely that more in-depth research will be carried out on this topic in the future. Are you willing to provide your contact details so that Nielsen or Sport New Zealand are able to contact you and invite you to take part in further research?
Please note: saying 'yes' does not put you under any obligation to participate in the further research.

Yes.....	1
No	2

Q81 **NOT COMPULSORY TO ANSWER**
 [Only ask if Q60=1 – respondent aged 12-17]

Please enter your name below.

This information will be used to link your personal information with other routinely collected government data if a parent, guardian or an adult from your household has given us permission to do so.

First name:

Surname:

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Q51 [Only ask if Q60=1]

Please provide your contact details below so that we can contact you if you are the winner of one of the 10 \$50 Prezzy® Cards.

Please be assured that these details will only be used to contact the winner of the prize draw. Terms and conditions for the prize draw can be found [here](#).

(R1) Name:

(R2) Phone number:

(R3) [Only collect if age 15 -17] Email:

Q82 NOT COMPULSORY TO ANSWER

[Only ask if Q60=2 or 3]

SHOW SAME PAGE AS Q80

Please record the **child's name** so that their personal information can be linked.

First name:

Surname:

Q52 **Do you have anything more to say about physical activity? We'd love to hear it. Please tell us in the space below.**

Q80 [Only ask if Q60=2 or 3]

Do you consent to have the personal information and results from this survey provided to Statistics New Zealand and linked to other routinely collected government data?

Yes.....

No

1

2

Q64 [Ask if have more than one child at Q61 or Q62]

Would you be interested in completing the survey for another of your children aged 5-11? You would get another entry into the prize draw for the \$1,000 Prezzy Card.

Yes.....

No

1

2

Q65 [Ask if have more than one child at Q61 or Q62]

Please select which child you would like to fill the survey on behalf of...

<<<insert name>>

<<<insert name>>>

1

2

APPENDIX 4: WEIGHTING MATRICES

WEIGHTING OF THE ADULT DATASET

NUMBER OF ADULTS AGED 18+ IN THE HOUSEHOLD	POPULATION PROPORTION
1 adult	31%
2 adults	53%
3 or more adults	17%

ETHNICITY (PRIORITISED)	POPULATION PROPORTION
Māori	11%
Pacific	5%
Asian	11%
All other	73%

HOUSEHOLD INCOME	POPULATION PROPORTION
\$40,000 or less	20%
\$40,001 - \$100,000	35%
\$100,001 or more	29%
Not stated	16%

GENDER WITHIN RST POPULATION PROPORTION	MALES	FEMALE + GENDER DIVERSE ¹⁴
Sport Northland	1.7%	1.8%
Aktive – Harbour Sport	3.7%	4.1%
Aktive – Sport Auckland	5.0%	5.4%
Aktive – Counties Manukau Sport	5.1%	5.6%
Aktive – Sport Waitakere	2.2%	2.4%
Sport Waikato	4.3%	4.6%
Sport Bay of Plenty	3.0%	3.3%
Sport Gisborne	0.5%	0.5%
Sport Taranaki	1.2%	1.3%
Sport Whanganui	0.8%	0.8%
Sport Hawke's Bay	1.6%	1.8%
Sport Manawatu	1.7%	1.9%
Sport Wellington	5.4%	5.9%
Sport Tasman	1.8%	1.9%
Sport Canterbury (excluding Westland)	6.3%	6.6%
Sport Canterbury – Westland only	0.3%	0.3%
Sport Otago	2.4%	2.6%
Sport Southland	1.1%	1.1%

¹⁴ Gender diverse is grouped with female for weighting as it is the most common gender in the population.

AGE WITHIN RST POPULATION PROPORTION	18-24	25-34	35-49	50-64	65+
Sport Northland	0.3%	0.4%	0.9%	1.0%	0.9%
Aktive – Harbour Sport	0.9%	1.2%	2.3%	1.9%	1.5%
Aktive – Sport Auckland	1.6%	2.3%	2.8%	2.2%	1.4%
Aktive – Counties Manukau Sport	1.6%	1.9%	3.1%	2.5%	1.6%
Aktive – Sport Waitakere	0.6%	0.9%	1.4%	1.1%	0.7%
Sport Waikato	1.1%	1.4%	2.4%	2.2%	1.8%
Sport Bay of Plenty	0.6%	0.8%	1.7%	1.7%	1.5%
Sport Gisborne	0.1%	0.1%	0.3%	0.3%	0.2%
Sport Taranaki	0.3%	0.4%	0.7%	0.7%	0.6%
Sport Whanganui	0.2%	0.2%	0.4%	0.4%	0.4%
Sport Hawke's Bay	0.3%	0.5%	0.9%	1.0%	0.8%
Sport Manawatu	0.5%	0.5%	0.9%	0.9%	0.8%
Sport Wellington	1.6%	1.9%	3.2%	2.7%	1.9%
Sport Tasman	0.3%	0.4%	1.0%	1.1%	0.9%
Sport Canterbury (excluding Westland)	1.6%	2.0%	3.5%	3.3%	2.6%
Sport Canterbury – Westland only	0.1%	0.1%	0.1%	0.2%	0.1%
Sport Otago	0.8%	0.7%	1.2%	1.2%	1.0%
Sport Southland	0.2%	0.3%	0.6%	0.6%	0.5%

WEIGHTING OF THE ACTIVE NZ YOUNG PEOPLE DATASET

ETHNICITY (MULTIPLE RESPONSES INCLUDED)	POPULATION PROPORTION
Māori	23%
Pacific	12%
Asian	12%
All other	73%

AGE WITHIN RST POPULATION PROPORTION	5-11 YEARS MALE	5-11 YEARS FEMALE	12-17 YEARS MALE	12-17 YEARS FEMALE
Sport Northland	1.0%	1.0%	0.9%	0.9%
Aktive – Harbour Sport	2.0%	1.9%	1.9%	1.8%
Aktive – Sport Auckland	2.3%	2.2%	2.1%	2.0%
Aktive – Counties Manukau Sport	3.7%	3.5%	3.2%	3.0%
Aktive – Sport Waitakere	1.4%	1.3%	1.1%	1.1%
Sport Waikato	2.6%	2.5%	2.3%	2.2%
Sport Bay of Plenty	1.9%	1.8%	1.7%	1.6%
Sport Gisborne	0.4%	0.3%	0.3%	0.3%
Sport Taranaki	0.7%	0.7%	0.6%	0.6%
Sport Whanganui	0.4%	0.4%	0.4%	0.4%
Sport Hawke’s Bay	1.0%	1.0%	0.9%	0.9%
Sport Manawatu	1.0%	0.9%	0.9%	0.9%
Sport Wellington	2.9%	2.8%	2.5%	2.4%
Sport Tasman	0.9%	0.9%	0.8%	0.8%
Sport Canterbury (excluding Westland)	3.1%	3.0%	2.9%	2.7%
Sport Canterbury – Westland only	0.1%	0.1%	0.1%	0.1%
Sport Otago	1.1%	1.0%	1.0%	1.0%
Sport Southland	0.6%	0.6%	0.5%	0.5%

RST ¹⁵	POPULATION PROPORTION
Sport Northland	3.8%
Aktive – Harbour Sport	7.5%
Aktive – Sport Auckland	8.6%
Aktive – Counties Manukau Sport	13.3%
Aktive – Sport Waitakere	4.9%
Sport Waikato	9.5%
Sport Bay of Plenty	6.9%
Sport Gisborne	1.2%
Sport Taranaki	2.6%
Sport Whanganui	1.7%
Sport Hawke's Bay	3.8%
Sport Manawatu	3.7%
Sport Wellington	10.5%
Sport Tasman	3.4%
Sport Canterbury (excluding Westland)	11.8%
Sport Canterbury – Westland only	0.5%
Sport Otago	4.1%
Sport Southland	2.2%

¹⁵ An overall RST weight was required due to the small sample size in some of the interlocked RST, age and gender cells, resulting in the collapsing of some cells across RST. This step was not required for the adult sample due to the larger sample size.

ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Nielsen Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com