

### Why does Sport NZ run the Active NZ survey?

Our Community Sport strategy places the participant at the centre, which requires us to have a better understanding of the wants and needs of participants, particularly for young people. The survey findings enable better intelligence to inform decision-making about play, active recreation and sport.

We have designed our survey to not only report on the level of participation, but to grow our understanding of people's relationship with being active. This is the second year of data collection and although statistically significant changes on participation indicators are reported, it is too early to report trends. It updates the participation landscape using data collected in 2018 explored through the lenses of age, gender, ethnicity and deprivation. A spotlight report with a focus on the impact of socioeconomic deprivation on participation complements the Active NZ 2018 Main report.

### Who has been surveyed and what is the sample size?

Active NZ captures participation data for young people and adults. Each year we survey at least 5,000 young people (5-17 years) and 20,000 adults (18+ years).

The Active NZ 2018 survey sample size is 5,595 young people and 25,150 adults.

### Why survey more adults than young people?

Young people are a difficult population group to survey. A sample size of 5,000 is substantial for young people, and a ratio of around one young person to four adults is proportional to the New Zealand population.

### Can I compare the results from Active NZ 2018 and 2017 with those from Active NZ 2013/14 or the Young People's survey?

No. The differences in the methods mean direct comparisons are not possible.

Sport and Active Recreation in New Zealand 16-year participation trends published in 2016 is the most up-to-date trend data for adults. It can be found [here](#).

There is no trend data for young people's participation.

Now Active NZ has been running for two years with its new method, we are beginning a new time series that will track trends for young people and adults. We report statistically significant changes between 2017 and 2018, but it is too early to determine trends.

### Will results be available by region?

Yes. Active NZ data has been weighted using 2013 Census results at a national and a regional level to ensure the sample is representative of the New Zealand population nationally and regionally. For more information refer to the [Technical report](#).

The [Active NZ Data Visualisation Tool](#) allows you to explore Active NZ survey data in your region, as do the data tables accompanying the Main Report.

### What methodology does Active NZ use?

The Active NZ survey uses a Sequential Mixed Methodology approach, with separate surveys for adults and young people.

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

Adults with young people in the household between ages 5-11 are asked to respond on their behalf and encouraged to involve their young people when answering the questions.

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

### What topics are included in Active NZ?

It contains a large range of topic areas; the key ones being:

- **Participation** – how many, how often and how much participation happens each week?
- **Motivations** – what motivates New Zealanders to participate in play, active recreation and sport? And what motivates participation in specific sports and activities?
- **Hurdles** – what gets in the way of increasing participation?
- **Events and memberships** – what memberships do New Zealanders have, including gyms and clubs for adults and teams or groups for young people?
- **Volunteering** – how many volunteer and in what roles?
- **Attitudes and high performance** – what are New Zealanders' attitudes towards being active, and the relationship and history with sport and being active?
- **Physical literacy** – indicators developed to determine levels of physical literacy
- **Health and lifestyle** – screen time, life satisfaction and other health and wellbeing indicators including WHO-5 and the Washington Short Set
- **Demographics** – to profile and understand different population groups including participants, non-participants, volunteers and non-volunteers

### How does Active NZ differ from previous surveys using different methods?

There are numerous fundamental differences between previous surveys and the new Active NZ survey – all aimed at gaining a better understanding and responding to the needs of New Zealanders to help inform our approaches to being active in play, active recreation and sport.

- Previous surveys were conducted once every few years, whereas our redesigned new Active NZ survey captures data throughout the year and runs every year.
- The content of the surveys has changed. We now ask about participation in different ways and focus more on attitudes towards being active for different population groups.
- The sample size for Active NZ is much larger for adults, which allows the results to be more regionally representative as well as enabling more robust analysis of population sub-groups. Active NZ 2013/14 surveyed around 6,000 adults (aged 16+), who were interviewed at home face-to-face with an interviewer. The Young People's Survey (2011) was a school-based survey of 17,000 young people (aged 5-18) from around 500 schools across New Zealand.
- Young people and adults are surveyed using the same method.

### **What information is available?**

For more information regarding the Active NZ survey including the main report, more expansive data tables and the technical report, visit [sportnz.org.nz/activenz](http://sportnz.org.nz/activenz) or email [activenz@sportnz.org.nz](mailto:activenz@sportnz.org.nz).

For more information or help regarding the Active NZ Data Visualisation Tool, please email [insights@sportnz.org.nz](mailto:insights@sportnz.org.nz).