

### 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, in particular young people. This is the first ever survey to include both young people and adults, and enables us to provide better intelligence to inform decision-making across the sport and recreation sector.

We have designed our survey to not only report on the level of participation, but also to grow our understanding of people's relationship with being active. It provides a point-in-time snapshot (rather than trend analysis) of participation in sport and recreation explored through the lenses of age, gender, ethnicity and deprivation.

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

For the first time, Active NZ captures participation data for young people and adults in the same survey. Each year, Active NZ will survey at least 5,000 young people (5-17 years) and 20,000 adults (18+ years). This Year 1 report is based on a sample size of 6,004 young people and 27,038 adults.

### Why survey more adults than young people?

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

### 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 are contacted via the Electoral Roll, and respondents can either complete the questionnaire online or the booklet provided. Adults with young people in the household ages 5-11 are asked to respond to the young people survey on their behalf. Adults with young people in the household ages 12-17 are asked to pass on a flyer provided with both the invitation letter and the survey pack for them to complete themselves.

### What topics are included in Active NZ?

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

- **Participation** – what, why, when, where and how people participate
- **Barriers (or the why not)** – barriers to being active or doing more physical activity
- **Events and memberships** – memberships include gyms and clubs for adults, and teams or groups for young people
- **Volunteering** – roles and involvement

- **Attitudes and high performance** – attitudes towards being active, and the respondents' relationships and history with sport
- **Health and lifestyle** – screen time, life satisfaction and other health indicators
- **Demographics** – to profile and understand participants, non-participants, volunteers and non-volunteers.

### 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. This means, for the first time, we will have access to weighted participation data at a regional level for both adults and young people.

### How does the new Active NZ differ from previous surveys?

There are numerous fundamental differences between previous surveys and the new Active NZ – all geared towards better understanding and responding to the needs of participants. Previous surveys were conducted once every few years, whereas the new Active NZ is continuous and runs every year. The content of the questionnaires has also changed: we now ask about participation in number of different ways.

The sample size for Active NZ 2017 is also much larger for adults, which allows the results to be more regionally representative. Active NZ 2013/14 surveyed around 6,000 adults (ages 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 (ages 5-18) from around 500 schools across New Zealand.

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

No. The differences in the methodology mean direct comparisons are not possible. Since the new survey has only been running for one year, the results can only offer a point-in-time rather than trend analysis. It will be possible to begin including trends once more than one full year of Active NZ data is available.

### What information is available?

A number of documents are now available, including the Active NZ Survey 2017 main report, more expansive data tables and our technical report. Active NZ 2017 data has also been incorporated into the [Sport NZ Insights Tool](#).

**For more details on the information available email [activenz@sportnz.org.nz](mailto:activenz@sportnz.org.nz).**