

**ACTIVE NEW ZEALAND  
SURVEY SERIES**

Te Rangahau Korikori o Aotearoa



**Sport & Active  
Recreation Profile**

# BADMINTON

**FINDINGS FROM THE 2013/14  
ACTIVE NEW ZEALAND SURVEY**

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**SPORT  
NEW ZEALAND**

# Introduction

## Content

This sport profile presents information about participation in badminton among New Zealand adults aged 16 years and over. It is primarily compiled from information collected through the 2013/14 Active New Zealand Survey<sup>1</sup> and includes:

- participation levels
- participant profile
  - demographic profile
  - history of participation in the sport
  - participation in other sport and recreation activities
- participation patterns
  - seasonal participation
  - frequency of participation
  - location of participation
- ways participants take part
  - different ways that participants take part
  - participation with other participants
  - payment types
  - membership of a club or centre
  - coaching and use of instructional resources
- motivations for and barriers to participation
- participation trends since 1997/98.

## Methodology

### The survey

The Active New Zealand Survey consisted of two parts:

- The first part (the **Main Survey**) was a 30-minute in-home interview, with answers recorded on laptop computers; this was completed by all 6,448 adults.
- The second part (the **Follow-up Survey**) was a further 10-minute interview which people could complete at home straight after the Main Survey or at a later time by phone; this was completed by 6,195 adults.

### Sample

A total of 6,448 adults aged 16 years and over took part in the 2013/14 Active New Zealand Survey. The 6,448 interviews were completed over a 12-month period from April 2013 to March 2014 to capture participation in seasonal sports and activities.

As not everyone selected for interviews took part, some groups (based on gender, age and ethnicity) were under- or over-represented in the survey responses. To account for this, the responses are adjusted, or weighted, using information on the make-up of the New Zealand population from the 2013 Census. This weighted data is reported in this sport profile.

<sup>1</sup> Note: The trend section also draws upon the 1997/98 New Zealand Sport and Physical Activity Survey and the 2007/08 Active New Zealand Survey.

#### Citation

Sport New Zealand. (2015). *Sport and Active Recreation Profile: Badminton – Findings from the 2013/14 Active New Zealand Survey*. Wellington: Sport New Zealand. This document is available on the Sport New Zealand website: [www.sportnz.org.nz](http://www.sportnz.org.nz).

Among the survey respondents, 188 reported playing badminton at least once during the 12 months preceding the interview. The numbers of badminton players that answered each question vary according to their frequency of participation in the sport, and/or if they took part in the **Follow-up Survey**.

Table 1 shows the unweighted bases for survey respondents that reported participating in badminton in relation to the content of this profile report.

**Table 1: Unweighted survey bases of adults who participated in badminton**

Survey base	Number	Report content
<b>Main Survey</b> All participants	188	Participation levels Demographic profile Participation in other sport and recreation activities Seasonal participation Frequency of participation
<b>Main Survey</b> Participants (over a month)	166	Location of participation Different ways participants take part Participation with other participants Payment types Membership of a club or centre Motivations for participation
<b>Follow-up Survey</b> Participants (over a month)	160	History of participation Coaching and use of instructional resources

## Information reported

All findings relate to the New Zealand adult population aged 16 years and over. Each specific sport profile is based on responses from at least 100 sport participants and has a relative error of less than 20% unless stated otherwise. Questions that have a base size of fewer than 100 respondents are shown with an asterisk (\*) in the table heading or figure legend or title.

More information about the analysis and statistical significance of findings is outlined in Appendix 1.

The results in this report are subject to rounding error. In some cases, percentages that should sum to 100% sum to just under or over 100%. In other cases, the estimated number of participants by sub-group (eg, men and women) may not add up to all participants.

## Key Points to Note

### Definitions of sport and key variables

For this report, sport is defined broadly and is inclusive of the different ways people participate, from casual participation through to organised competition, and includes active recreation like going for a mountain bike ride.

Some response categories in charts and tables may be abbreviated. See Appendix 1 for more information on definitions of key variables.

### Ethnic groupings

In the 2013/14 Active New Zealand Survey, respondents were able to identify with multiple ethnicities. Consequently, the same person could be represented in different ethnic groups. In this report, so that percentages add to 100% and respondents are in a mutually exclusive group, we report on groups of respondents that identified with a single ethnicity only (eg, Māori only), and those that identified with two or more ethnicities (eg, Māori and a Pacific ethnic group). This approach enables comparisons to be made between ethnic groups (eg, Māori only compared with Pacific only).

It should be noted that 'Pacific only' means one ethnic group only (eg, Tongan only, or Samoan only, and not a mix; a respondent identifying as Tongan **and** Samoan will be grouped with two or more ethnicities). Likewise 'Asian only' and 'Other Ethnicity only' means those respondents identified only one ethnicity that corresponds to these broad groups.

### Socioeconomic background

The New Zealand Index of Socioeconomic Deprivation (NZDep) was used as a proxy measure of the socioeconomic background of participants. Results are shown for three deprivation bands: low (ie, the least deprived), medium and high (ie, the most deprived). See Appendix 1 for more information.

### Trend analysis

The information shown in this section may differ slightly from corresponding results earlier in the report (ie, in the participation levels section) because the information has been analysed using a different approach. The approach taken for the trend analysis controls for differences in the structure of the New Zealand population over the three time points analysed. See Appendix 1 for more information.

## A Quick Look at Participants

### Who

- Compared with all adults, more young adults (ie, those aged 16 to 24 years) and those of Asian only ethnicity took part in badminton, and fewer older adults (ie, aged 55 years or older) and those of New Zealand European or Māori only ethnic groups.
- Around two-thirds of badminton players took up the activity as adults, either between the ages of 18 and 34 (33%) or when aged over 35 years (33%)
- Badminton players took part in many other activities (6.7 on average), with the most common being walking, swimming and jogging/running.

### When

- Around 6 out of 10 badminton players (59%) took part in the sport on one to two days a week.
- May to August were the most popular months for playing badminton.

### Where

- Almost all badminton players (97%) took part in the sport at one or more man-made facilities, most commonly at an indoor sports facility (57%).
- Most badminton players (63%) were not a member of any club, gym or centre for the purpose of taking part over the last 12 months; among those that were, 27% were members of a sport or physical activity club.

### How

- Over 8 out of 10 badminton players (84%) took part in the sport on a casual basis, either on their own or with others, and 15% had played badminton in regular club competitions.
- Similar proportions, around 4 out of 10 each, either paid to play badminton on a per visit, entry or hire basis (41%) or played badminton for free (38%).



### Why

- Adults played badminton primarily for enjoyment or the fun of it (87%), followed by 65% playing badminton for fitness and health reasons and 55% playing badminton for social reasons.

# Findings

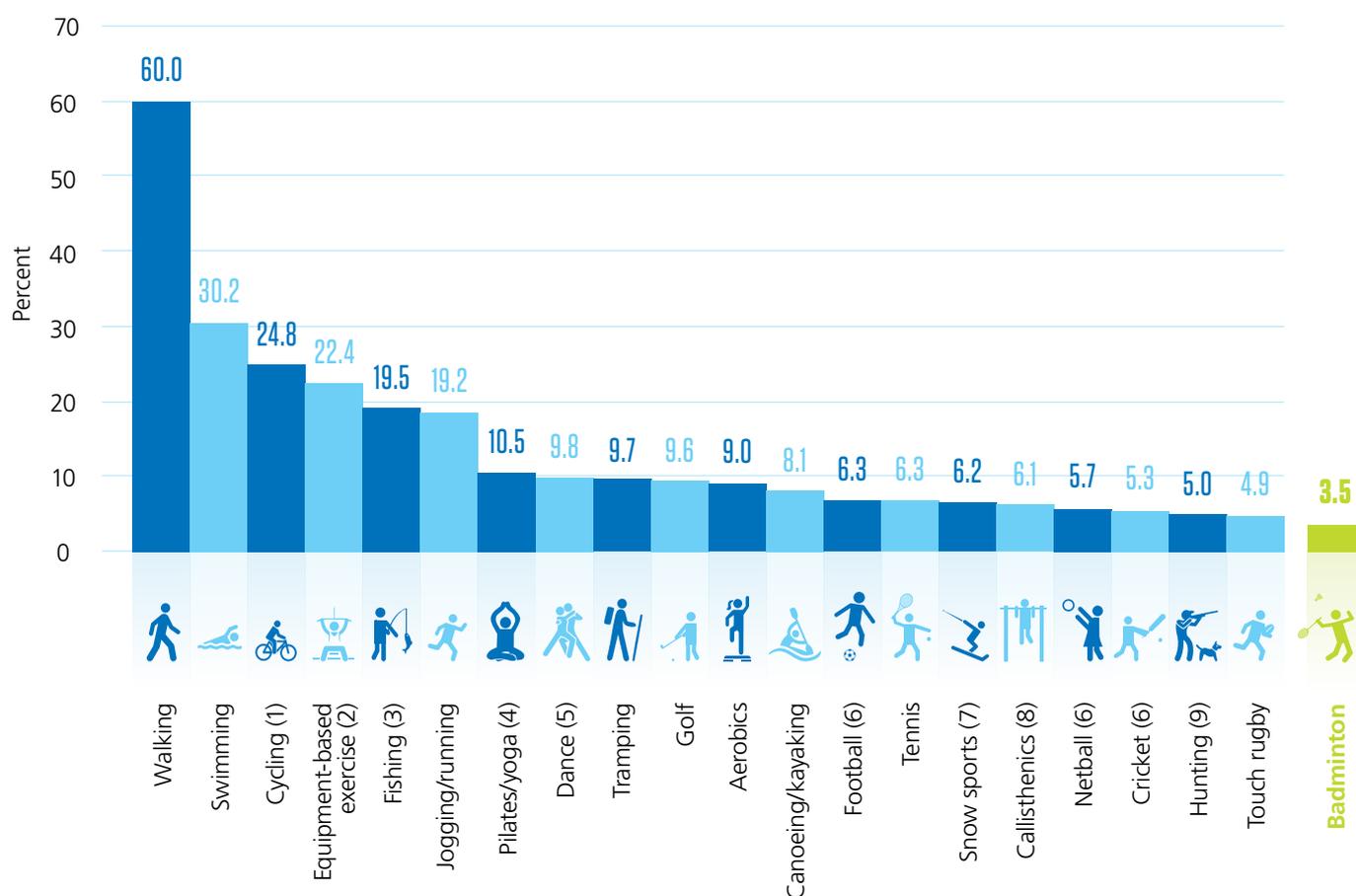
## Participation levels

### 2013/14 participation levels

Over 12 months, fewer than 1 in 10 (3.5%) of all New Zealand adults aged 16 years and over (around 115,000 people) participated in badminton at least once. Among the various sport and recreation activities, badminton had the 29th highest participation rate.

Figure 1 presents the 20 sport and recreation activities with the highest participation levels among all New Zealand adults, plus badminton<sup>2</sup>.

Figure 1: Sport and active recreation activities with the highest participation levels over 12 months



Notes:

- (1) Cycling includes mountain biking and cycling.
- (2) Equipment-based exercise includes the use of exercise equipment (eg, exercycles, treadmills, weights) at home or at the gym.
- (3) Fishing includes freshwater and marine fishing.
- (4) Pilates/yoga includes both at home or at the gym/class.
- (5) Dance includes several dance genres (eg, ballet, hip-hop, ballroom, modern, tap). It does not include club/rave/disco.
- (6) Includes both indoor and outdoor versions of the activity.
- (7) Snow sports includes skiing and snowboarding.
- (8) Callisthenics includes callisthenic exercise classes, exercises at home or at the gym.
- (9) Hunting includes hunting and deerstalking/pig hunting.

<sup>2</sup> Figure 1 is based on information presented in the document titled *Sport and Active Recreation in the Lives of New Zealand Adults*, which is available at: [www.srknowledge.org.nz/researchseries/active-new-zealand-20132014/](http://www.srknowledge.org.nz/researchseries/active-new-zealand-20132014/). Participation is irrespective of intensity, duration and frequency.

# Profile of Participants

## Demographic profile

Table 2 presents demographic information about participation in badminton. For example, among all men in New Zealand, fewer than 1 in 10 (3.4%) participated in badminton at least once over 12 months.

Higher proportions of adults that are aged 16 to 24 years, Asian only, and students had participated in badminton, while lower proportions of older age groups (55 years and over) had participated in badminton.

Large numbers of badminton players were New Zealand European or Asian only, lived in major urban areas, and worked (either full-time or part-time).



**Table 2: Proportion of all New Zealand adults (aged 16 years and over) who participated in badminton at least once over 12 months**

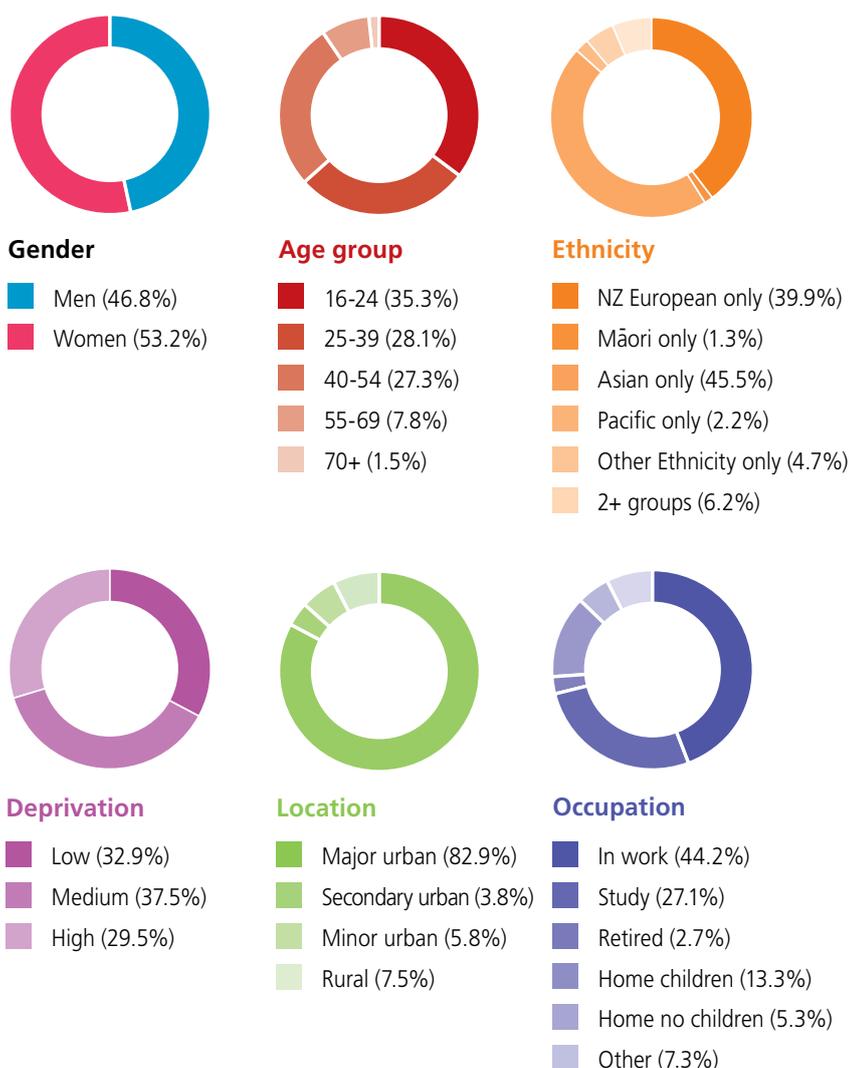
Badminton players		
	%	Estimated number
All adults (age 16+)	8.1	115,000
<b>Gender</b>		
Men	3.4	54,000
Women	3.6	61,000
<b>Age (years)</b>		
16-24	7.7	41,000
25-39	4.1	32,000
40-54	3.4	31,000
55-69	1.3	9,000
70+	0.4	2,000
<b>Ethnicity</b>		
NZ European only	2.1	46,000
Māori only	0.9	2,000
Asian only	15.8	53,000
Pacific only	1.8	3,000
Other Ethnicity only	2.2	5,000
Two or more ethnic groups	2.7	7,000
<b>Deprivation</b>		
Low	3.5	38,000
Medium	3.9	43,000
High	3.0	34,000
<b>Location<sup>a</sup></b>		
Major urban	4.1	96,000
Secondary urban	1.8	4,000
Minor urban	2.5	7,000
Rural	1.8	9,000
<b>Occupation</b>		
Full-time or part-time work	2.8	51,000
Studying	11.4	31,000
Retired	0.6	3,000
At home looking after children	4.5	15,000
At home not looking after children	3.8	6,000
Other	3.8	8,000

<sup>a</sup> See Appendix 1 for more information.

Figure 2 presents demographic information about badminton players, while the table to the right presents demographic information for all New Zealand adults. For example, among all people who had participated in badminton, 46.8% were men, while 48.0% of all New Zealand adults (aged 16 years or over) are men. Compared with all New Zealand adults<sup>3</sup>, the profile of badminton players has:

- a similar gender split
- more young adults aged 16 to 24 years, and fewer older adults (ie, aged 55 years or older)
- more Asian only, and fewer New Zealand European or Māori only ethnic groups
- a similar socioeconomic background split
- more who lived in major urban areas
- more students, and fewer retired people.

Figure 2: Demographic profile of adults who participated in badminton



All NZ adults (age 16+)	
<b>Gender</b>	%
Men	48.0
Women	52.0
<b>Age (years)</b>	
16-24	15.9
25-39	23.8
40-54	27.6
55-69	20.9
70+	11.8
<b>Ethnicity</b>	
NZ European only	64.8
Māori only	5.3
Asian only	10.0
Pacific only	4.2
Other Ethnicity only	7.5
Two or more ethnic groups	8.1
<b>Deprivation</b>	
Low	32.4
Medium	33.9
High	33.7
<b>Location</b>	
Major urban	70.2
Secondary urban	7.3
Minor urban	8.0
Rural	14.5
<b>Occupation</b>	
Full-time or part-time work	54.4
Studying	8.3
Retired	15.4
At home looking after children	10.4
At home not looking after children	4.8
Other	6.6

<sup>3</sup> Confidence intervals (at the 95% level) have been used to indicate if significant differences exist between sport participants and all adults.

## History of participation in the sport

Just under 6 out of 10 badminton players (58.3%) in the past 12 months have been playing badminton for a year or longer, while 2 out of 10 (19.1%) started for the first time in the last year, and over 2 out of 10 (22.6%) re-started after not playing badminton for a year or more (see Figure 3).

Almost 7 out of 10 badminton players (67.1%) have taken part in the sport for five years or less, with similar proportions having taken part for 6 to 10 years (11.8%) or over 25 years (9.8%, see Figure 4).

Figure 3: Take-up of badminton in the past 12 months

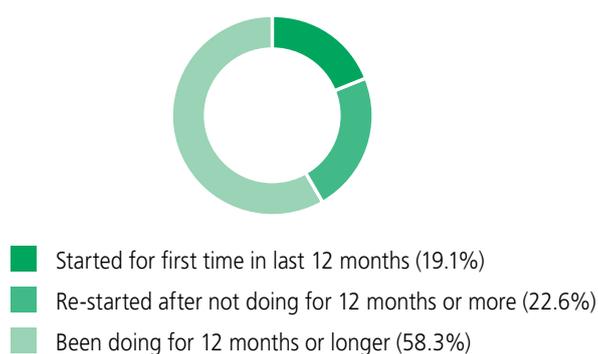


Figure 4: Length of time taken part in sport

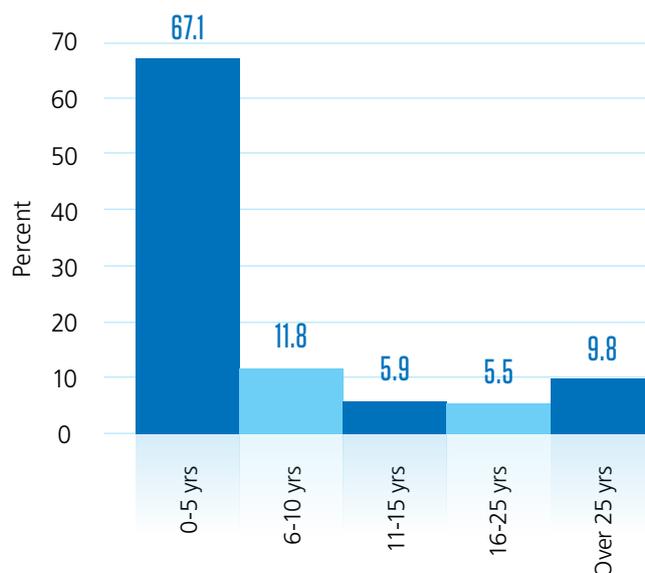
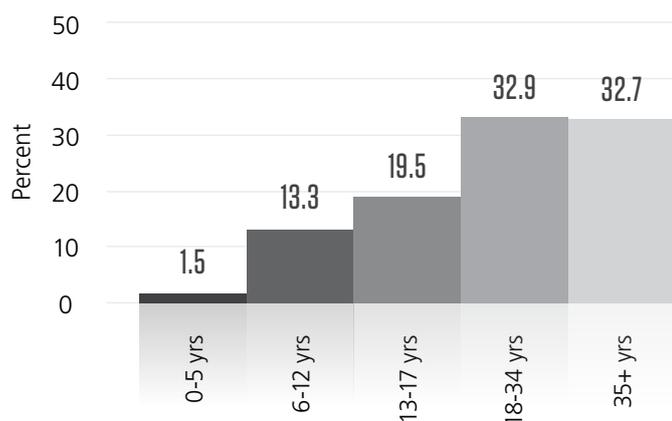


Figure 5 shows the estimated age at which badminton players started in the sport. Similar proportions, over 3 out of 10 each, started playing badminton when between the ages of 18 and 34 years (32.9%) or when aged 35 years or over (32.7%). These were followed by 2 out of 10 (19.5%) starting when aged between 13 and 17 years.

Figure 5: Estimated starting age of those participating in badminton



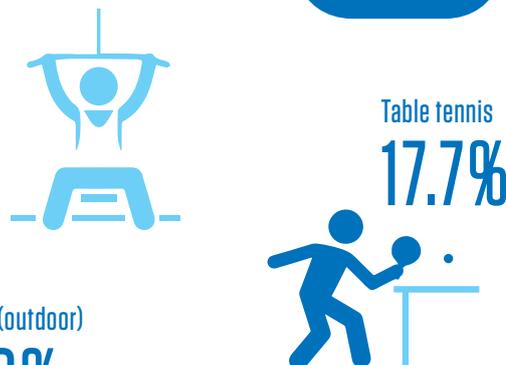
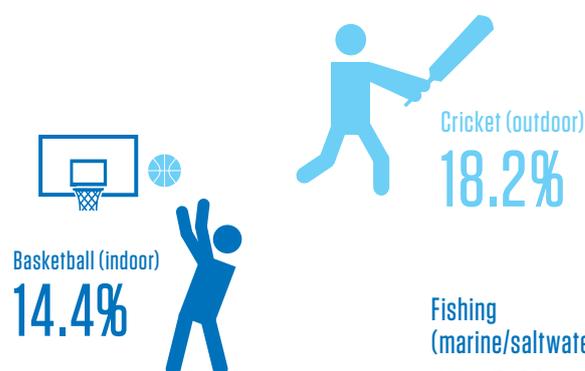
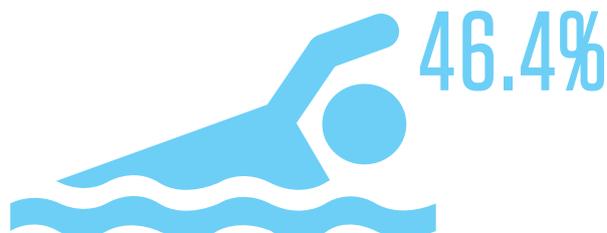
## Participation in other sport and recreation activities

On average, adults who participated in badminton at least once over 12 months took part in 6.7 different sport and recreation activities over 12 months (the national average<sup>4</sup> is 4.0).

Table 3 shows the top 10 other activities undertaken by badminton players, and the proportion of badminton players who took part in them. Over 5 out of 10 badminton players (53.9%) went walking, followed by almost 5 out of 10 (46.4%) taking part in swimming, and just under 3 out of 10 (28.4%) going jogging/running.

**Table 3: Ten most common other sport and active recreation activities that badminton players take part in at least once over 12 months**

Badminton players	
	%
Walking	53.9
Swimming	46.4
Jogging/running	28.4
Cycling/biking	24.4
Gym (using equipment)	18.9
Football (outdoor)	18.8
Cricket (outdoor)	18.2
Table tennis	17.7
Fishing (marine/saltwater)	15.3
Basketball (indoor)	14.4



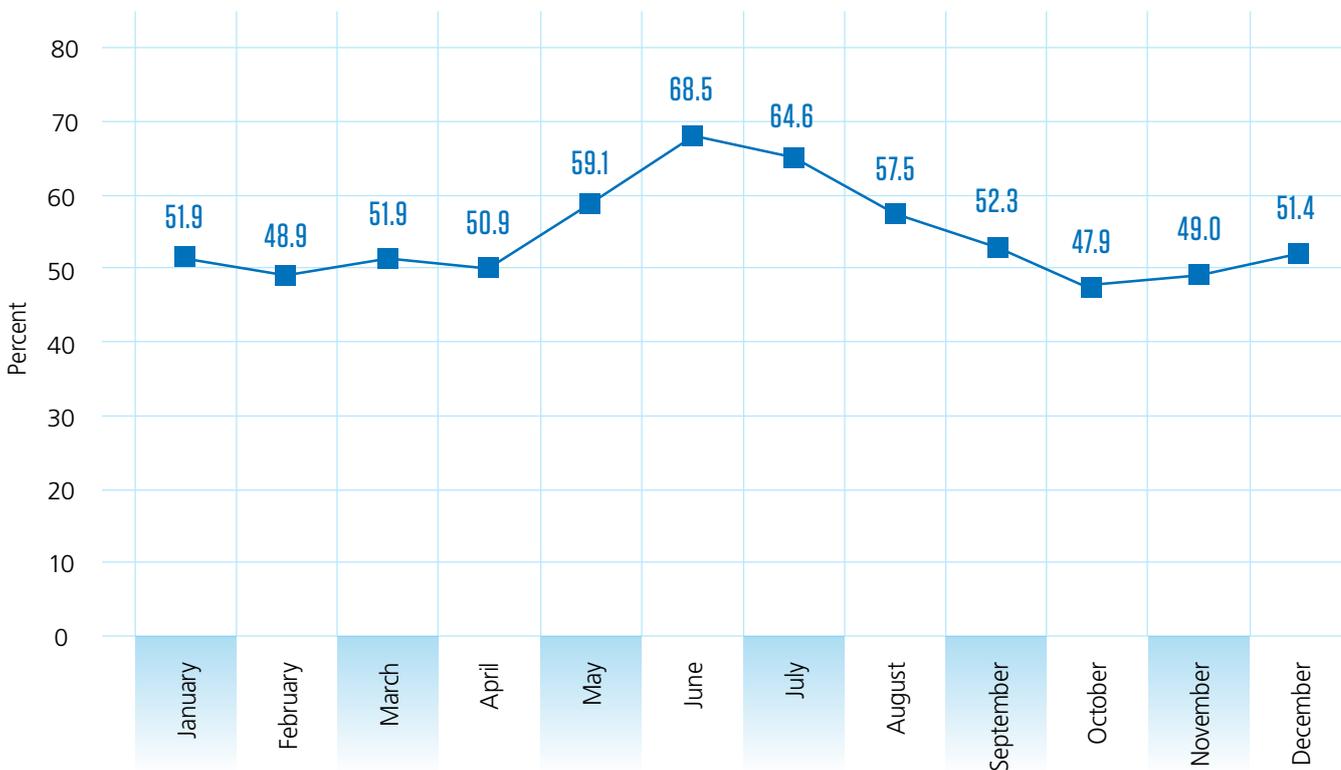
<sup>4</sup> The national average is calculated for all adults, including those who did not take part in any activities.

# Participation Patterns in the Sport

## Seasonal participation

Overall, badminton players most commonly participated during the winter months of May to August (see Figure 6). Participation was fairly consistent across other times of the year.

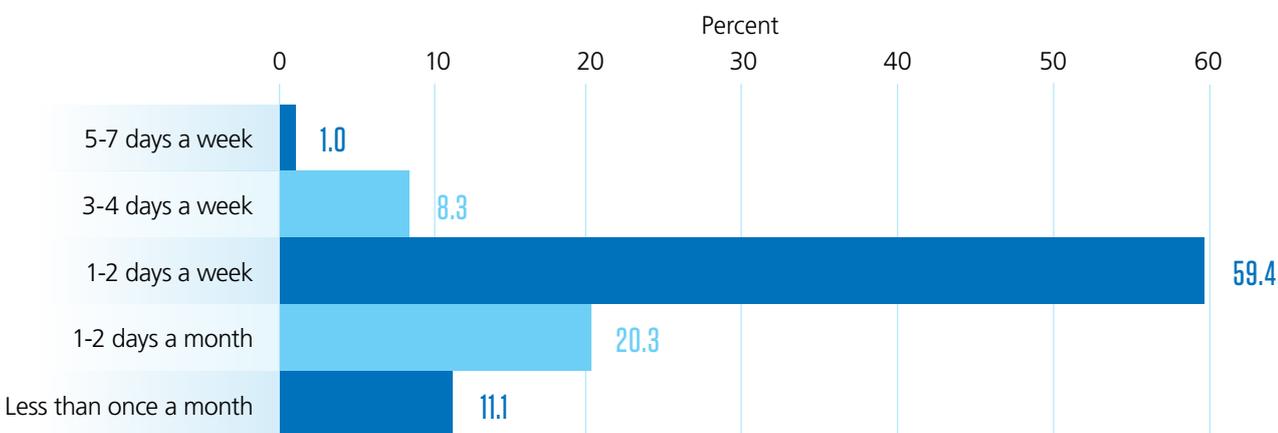
Figure 6: Seasonal participation in badminton



## Frequency of participation

Badminton players most commonly participated in the sport on one to two days a week (59.4%), with 2 out of 10 (20.3%) participating in the sport on one to two days a month (see Figure 7).

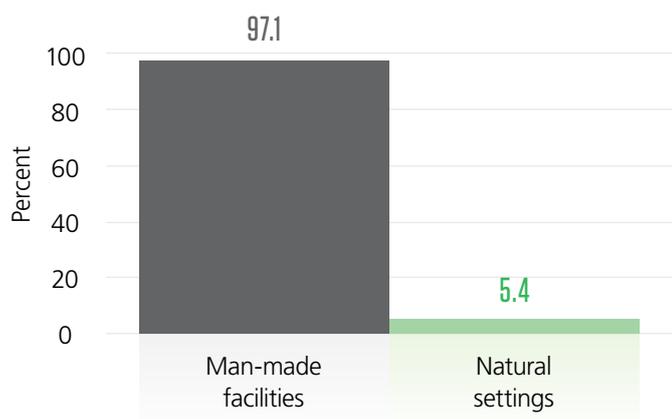
Figure 7: Frequency of participation in badminton



## Location of participation

Almost all badminton players (97.1%) took part in the sport in/at one or more man-made facilities, most commonly at an indoor sports facility or complex (57.0%). Around 2 out of 10 (19.4%) participated at an indoor facility not used mainly for sport or recreation. Those who played badminton in natural settings mainly did so outdoors at a park in a town or city (4.0%, see Figure 8 and the table to the right of it).

Figure 8: Type of location in which adults participate in badminton



Badminton players	
<b>Man-made facilities</b>	
	<b>%</b>
At an indoor sports facility or complex	57.0
At an indoor facility not used mainly for sport or recreation	19.4
Indoors or outside at a home	14.6
At a gym or fitness centre	10.0
At an outdoor sports facility	1.6
<b>Natural settings</b>	
	<b>%</b>
Outdoors at a park in a town or city	4.0
At a beach or by the sea	2.2

Note: Respondents could provide more than one answer.

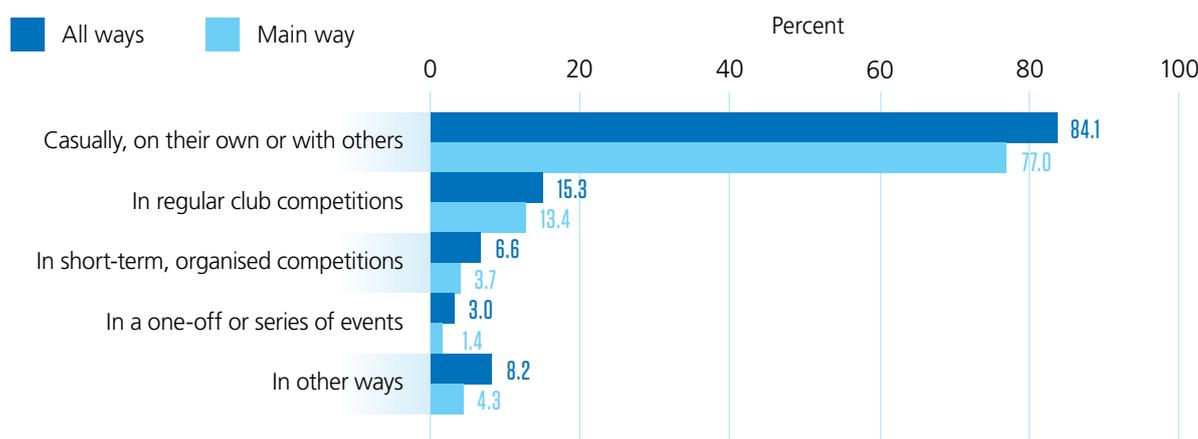


# Ways Participants Take Part in the Sport

## Different ways that participants take part

Over 8 out of 10 badminton players (84.1%) participated on a casual basis, either on their own or with others, and this was also the main way they participated (77.0%, see Figure 9). Almost 2 out of 10 (15.3%) took part in regular club competitions.

Figure 9: Ways in which badminton participants take part



Note: Respondents could provide more than one answer.

## Participation with other participants

Over 4 out of 10 badminton players (43.4%) took part in a group that was arranged by the people who took part in the sport, while over 3 out of 10 (33.5%) did not participate in the sport in any organised group (see Table 4). Around 1 in 10 badminton players (10.8%) took part in a sports team that was part of a sports club.

Table 4: Participation with other participant groups

Badminton players	
	%
A group arranged by the people who take part in the activity	43.4
A sports team that is part of a sports club	10.8
Another type of sports team (like a church team)	4.9
A work-related sports team	3.7
An organised group set up by an organisation (eg, local council)	3.1
Other type of group	6.7
None	33.5



Note: Respondents could provide more than one answer.

## Payment types

Table 5 shows similar proportions of badminton players either paid to participate in the sport on a per visit, entry or hire basis (41.1%) or participated for free (37.7%). Almost 2 out of 10 (15.2%) paid by way of membership at a sport or physical activity club.

**Table 5: Payment types when taking part in badminton**

Badminton players	
	%
Paid per visit, entry or hire	41.1
Could do the activity without paying – it was free	37.7
Paid by way of my membership at a sport or physical activity club	15.2
Paid entry costs for a competition or event (as an individual or team member)	6.1
Paid by way of membership at a gym, swimming pool or recreation centre	4.4
Paid for a concession card	1.6
Paid using a community discount card that gives cheaper entry costs	0.0
Other payment type	1.1

Note: Respondents could provide more than one answer.

## Membership of a club or centre

Over the previous 12 months, badminton players were most commonly not a member of any club, gym or centre for the purpose of doing the sport (62.5%, see Table 6). Almost 3 out of 10 (26.7%) were members of a sport or physical activity club.

**Table 6: Membership of a club, gym or centre to take part in badminton**

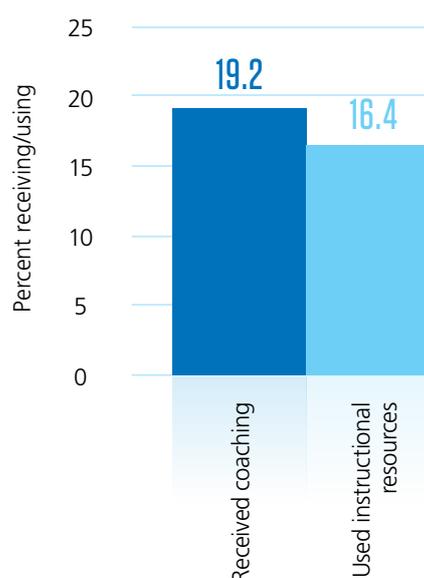
Badminton players	
	%
<b>Member of ANY club/gym/centre</b>	<b>37.5</b>
– Member of sport or physical activity club	26.7
– Member of community leisure or recreation centre	8.0
– Member of gym or fitness centre	3.9
– Member of other type of club	2.1
Not a member of any club/gym/centre	62.5

Note: Respondents could report being a member of each of the four types of club.

## Coaching and use of instructional resources

Figure 10 shows that similar proportions of badminton players received coaching for the sport (19.2%) and/or used instructional resources such as online or other books or videos (16.4%) in the past 12 months to help improve their performance.

**Figure 10: Receipt of coaching and use of instructional resources by badminton participants**

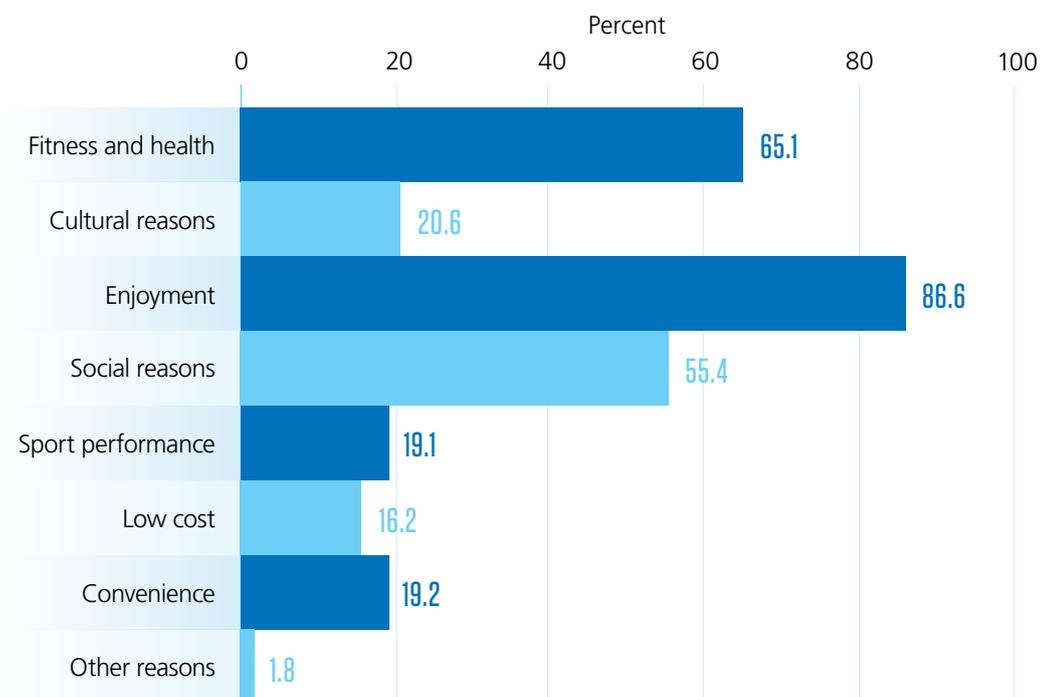


# Motivations for and Barriers to Participation

## Reasons for taking part

Almost 9 out of 10 badminton players (86.6%) participated in the sport for the enjoyment or the fun of it (see Figure 11). This is followed by 65.1% of badminton players identifying that they participated in badminton for fitness and health reasons and 55.4% for social reasons.

Figure 11: Reasons for participating in badminton



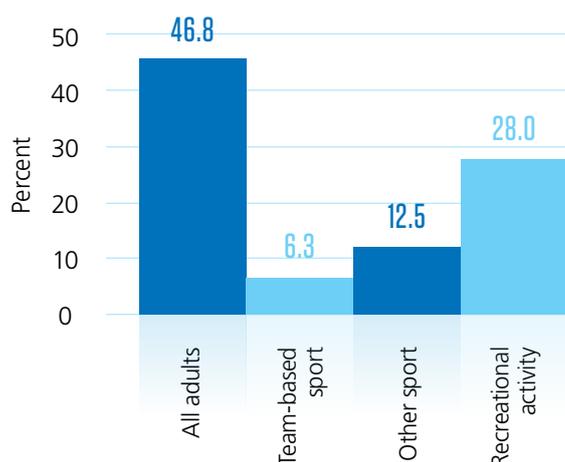
Note: Respondents could provide more than one answer.



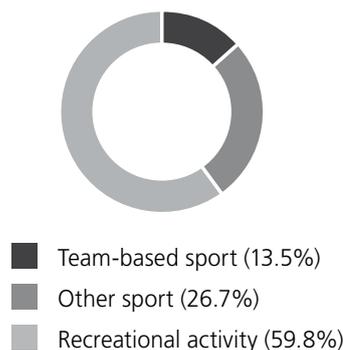
## Interest in trying new activities and barriers to trying

Figure 12 shows that, among all adults, almost 5 out of 10 (46.8%) wanted to try a new sport or activity. Most commonly this included just under 3 out of 10 (28.0%) that wanted to try a new recreational activity, while almost 1 in 10 (6.3%) wanted to try a team-based sport and just over 1 in 10 (12.5%) wanted to try some type of 'other' sport (including badminton, but also see below for how activities have been grouped). Figure 13 shows that 6 out of 10 (59.8%) of those wanting to try a new sport or activity would most like to try a new recreational activity, over 1 in 10 (13.5%) would most like to try a new team-based sport and over 2 out of 10 (26.7%) would most like to try a type of 'other' sport.

**Figure 12: Proportion of all adults wanting to try any new sport or activity, and type of sport/activity**



**Figure 13: Of those wanting to try a new sport or activity – type of activity would most like to try**



**Notes:**

Team-based sport includes such sports as netball, rugby, football, basketball, cricket, touch rugby and volleyball.

Other sport includes such sports as tennis, golf, martial arts, badminton, bowls and motorsports.

Recreational activity includes walking, fishing, swimming, cycling, jogging/running, dance, canoeing/kayaking; it excludes gardening and 'non-active activity'.

The main barriers to adults trying a new 'other' sport (including badminton) were a lack of time, identified by almost 6 out of 10 adults (55.4%), and affordability (22.7%, see Table 7).

For those adults interested in trying each type of new activity, cost appeared to be a more prominent barrier to trying a new type of 'other' sport than it was to trying a new team-based sport.

**Table 7: Barriers to trying 'other' sports**

All adults who would most like to try a comparable new 'other' sport	
	%
Lack of time	55.4
Too costly/can't afford it	22.7
Poor health/disability/injury	10.9
Don't know where to go or who to contact to do the activity	10.6
No facilities/parks nearby	8.9
Don't have anyone to do the activity with	8.4
I already do a lot of sport and recreation activities	5.7

**Notes:**

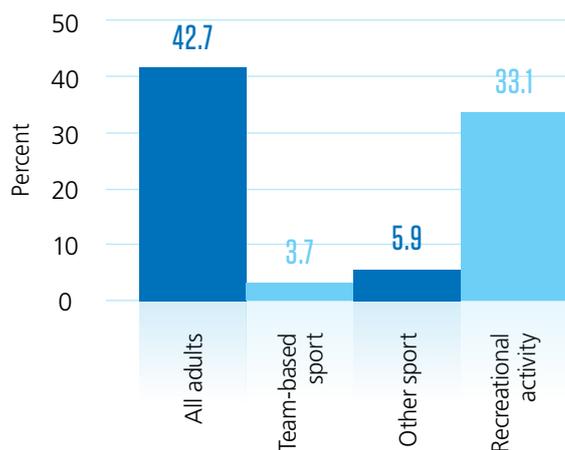
Only barriers identified by more than 5% of respondents are listed.

Respondents could provide more than one answer.

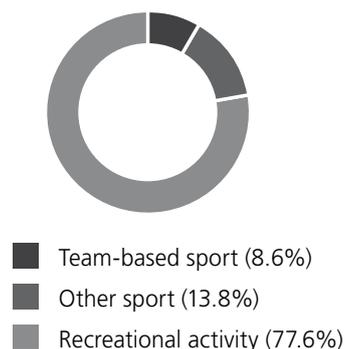
## Interest in doing more of existing activities and barriers to doing more

Figure 14 shows that, among existing participants, over 4 out of 10 (42.7%) were interested in doing more of a sport or activity that they currently participated in. This includes over 3 out of 10 (33.1%) that were interested in doing more of a recreational activity, while fewer than 1 in 10 each of those participating in a team-based sport or a type of 'other' sport (including badminton) would like to do more of that sport (3.7% and 5.9%, respectively). Figure 15 shows that almost 8 out of 10 (77.6%) of those wanting to do more of an existing sport or activity would most like to do more of an existing recreational activity, just under 1 in 10 (8.6%) would most like to do more of an existing team-based sport and over 1 in 10 (13.8%) would most like to do more of an existing other type of sport.

**Figure 14: Proportion of all adults wanting to do more of an existing sport or activity, and type of sport/activity**



**Figure 15: Of those wanting to do more of an existing sport or activity – type of activity would most like to do more of**



Notes:  
 Team-based sport includes such sports as netball, rugby, football, basketball, cricket, touch rugby and volleyball.  
 Other sport includes such sports as tennis, golf, martial arts, badminton, bowls and motorsports.  
 Recreational activity includes walking, fishing, swimming, cycling, jogging/running, dance, canoeing/kayaking; it excludes gardening and 'non-active activity'.

The main barriers to participants doing more of an existing other sport were a lack of time (identified by just under 7 out of 10 participants, or 68.6%), and affordability (12.9%, see Table 8).

**Table 8: Barriers to doing more of 'other' sports**

Participants who would like to do more of an 'other' sport	
	%
Lack of time	68.6
Too costly/can't afford it	12.9
Poor health/disability/injury	7.3
I already do a lot of sport and recreation activities	5.5
Don't have anyone to do the activity with	5.1

Notes:  
 Only barriers identified by more than 5% of respondents are listed.  
 Respondents could provide more than one answer.

For those participants interested in doing more of each type of existing sport or activity, cost appeared to be less of a barrier to those interested in doing more of a team-based sport than it was to those interested in doing a type of 'other' sport.

# Trends in Participation: 1997/98 to 2013/14

Figure 16 presents insights into participation trends in badminton between 1997/98 and 2013/14.

Note: The results shown in Figure 16 may differ from corresponding results earlier in this report, and previous trend reporting, because they have been analysed using a different approach. Due to the constraints of the 1997/98 Survey, a different approach (from that used earlier in the report) has also been taken to reporting sub-populations. See Appendix 1 for more information.

Overall, participation in badminton among all adults is lower in 2013/14 than in 1997/98 by 1.5 percentage points, although it is higher than in 2007/08. This pattern is similar among both men and women.

Participation rates have increased by small amounts (0.3 percentage points) between 1997/98 and 2013/14 among adults aged 35 to 49 years and adults aged 65 years or over; the participation rate is unchanged for adults aged 50 to 64 years. Among younger adults, participation rates have decreased between 1997/98 and 2013/14 for those aged 25 to 34 years (by 3.5 percentage points); for those aged 18 to 24 years, participation rates are lower in 2013/14 than in 1997/98 although they are higher than in 2007/08.

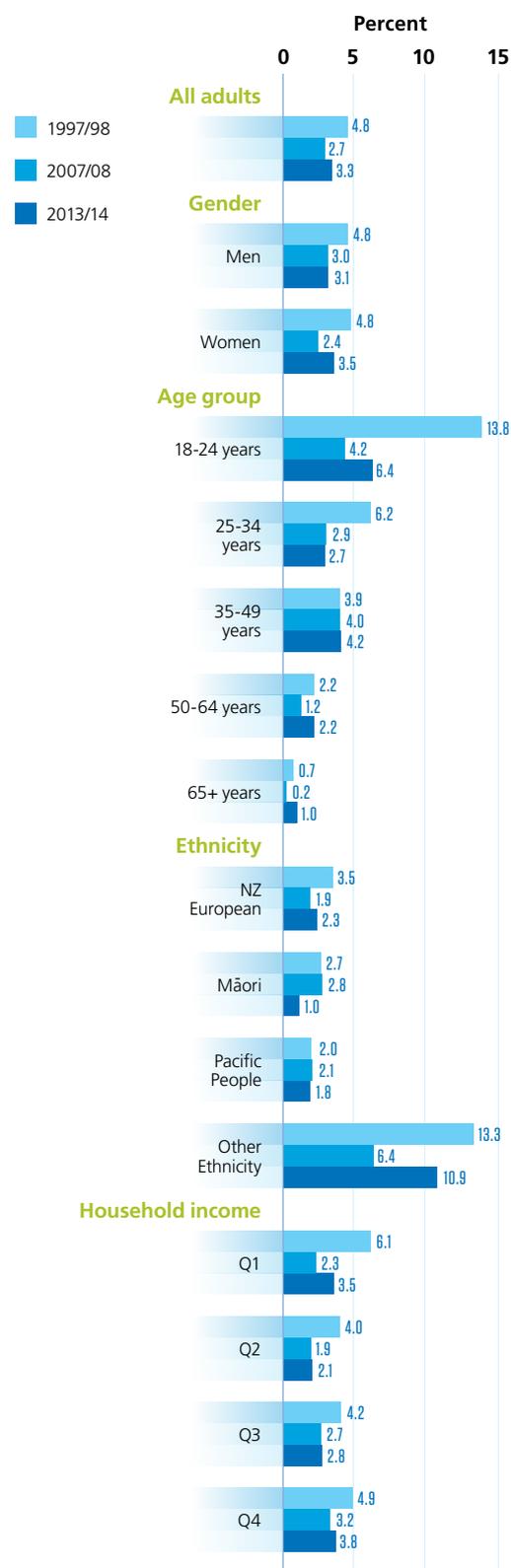
Participation rates have also decreased between 1997/98 and 2013/14 among Māori and Pacific People. They are also lower in 2013/14 than in 1997/98 among New Zealand Europeans and those of Other Ethnicity, although participation rates are higher for these latter two groups than in 2007/08.

The overall pattern of badminton participation rates is also reflected across all household income groups. Each group has a lower participation rate in 2013/14 than in 1997/98, although it is higher than it was in 2007/08.

**Key:**

- ▲ Significant increase between 2007/08 and 2013/14
- ▼ Significant decrease between 2007/08 and 2013/14
- ▲ Significant increase between 1997/98 and 2013/14
- ▼ Significant decrease between 1997/98 and 2013/14
- Blank or none indicates no significant difference exists.

Figure 16: Trends in participation: Badminton



# APPENDIX 1

## Notes on Analysis and Statistical Significance

### Statistically significant results

Figures from sample surveys like the Active New Zealand Survey (ANZS) are subject to variation that arises from using a randomly drawn sample rather than surveying the total population of interest. It should be noted that analyses to determine whether results in this report are statistically significant have typically **not been calculated**.

### Trend analysis

The results in the trend section have been analysed using an approach (the adjusted means from a logistic regression) for comparing results from surveys carried out in different years. The model applied used only the first order interactions of year (1997/98, 2007/08, 2013/14) with each of gender, age group, ethnicity, and household income (quartiles and refused). There were no interactions between the 'controlling' explanatory variables (eg, gender and age group). The participation rates were then estimated in the usual way using the replicated weights to produce sample errors on the predicted participation rate. The participation of each individual is then predicted by assuming all the people came from 2013. The participation rate is then estimated. The difference in these two rates and the sample error on the difference determine whether the difference is significant.

**Ethnicity** – Survey respondents were able to identify themselves with more than one ethnic group (eg, Māori and Pacific). For the purposes of the trend analysis, respondents may be placed in more than one group if a mix of ethnicities has been identified. Also, Asian only ethnicities were not separately identified in earlier surveys. Consequently the results for an ethnic group cannot be compared with another ethnic group; they can only be compared with results for all adults.

**Household income** – Household income groups are divided into four quartiles, with the lowest quartile (Q1) representing people with the lowest household incomes, and Q4 being those people with the highest incomes. Some people did not identify their household incomes, and are excluded from these groups and the reporting of findings.

## Notes on Definitions of Key Variables

### New Zealand Index of Socioeconomic Deprivation (NZDep)

NZDep is an index of socioeconomic deprivation that combines nine variables (household income, including eligibility for means-tested benefits, household ownership, family structure, employment, qualifications, number of bedrooms per household, access to a telephone and access to a car).

The Index is applied to each meshblock (the geographical units used at the first stage of ANZS sample selection). NZDep2006 has been used for the purpose of this reporting, as NZDep2013 was not available at the time of sample selection.

The Index is a scale from 1 to 10. Each point on the scale includes 10% of the New Zealand population. The lower the number, the less deprivation; the higher the number, the more deprivation.

For the purpose of this report, adults have been grouped into three deprivation bands: low (1-3), medium (4-7) and high (8-10) deprivation.

### Location

The definitions of the locations used by Statistics New Zealand are:

- Main urban – minimum population of 30,000 and over
- Secondary urban – populations of 10,000 to 29,999
- Minor urban – populations of 1,000 to 9,999, effectively smaller towns
- Rural – remaining areas (eg, townships, crossroad villages), with populations below 1,000.

## Main reasons for participating

Those who answered questions about why they participated in different sports/activities were prompted using a showcard with a range of possible reasons. For each activity, respondents could choose more than one of the prompted reasons and/or provide other reasons. Specific reasons were grouped under more generic headings on the showcard; these are reported on in this report. The following table shows the reasons that appeared on the showcard.

Generic reason	Specific reason
Fitness and health	To keep fit (not just to lose weight)
	To lose weight/get toned
	To relieve stress
	To help with an injury
	To help with a disability
	It provides me with a physical challenge
Cultural reasons	It's a way I can connect with my culture
	To support my friends and family to take part
Enjoyment	Just to enjoy it/It's fun to do
Social reasons	To meet with friends
	To meet new people
	To be part of a club
	To be part of a team
Sport performance	To train/improve performance
	To take part in competition
Low cost	It doesn't cost much to do
Convenience	I don't need to join a club
	I don't need to join a gym
	I can take part when the time suits me
	I can easily get to places close by to do the activity

## Further information

Further information about the Active New Zealand Survey methodology and/or other reports are available from: [www.srknowledge.org.nz/researchseries/active-new-zealand-20132014/](http://www.srknowledge.org.nz/researchseries/active-new-zealand-20132014/)



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