

**ACTIVE NEW ZEALAND
SURVEY SERIES**

Te Rangahau Korikori o Aotearoa

**Sport & Active
Recreation Profile**

SURFING

**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 surfing (including body-boarding) among New Zealand adults aged 16 years and over. It is primarily compiled from information collected through the 2013/14 Active New Zealand Survey¹ 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.

¹ 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: Surfing – 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.

Among the survey respondents, 235 reported participating in surfing at least once during the 12 months preceding the interview. The numbers of surfing participants 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 surfing in relation to the content of this profile report.

Table 1: Unweighted survey bases of adults who participated in surfing

Survey base	Number	Report content
Main Survey All participants	235	Participation levels Demographic profile Participation in other sport and recreation activities Seasonal participation Frequency of participation
Main Survey Participants (over a month)	202	Location of participation Different ways participants take part Participation with other participants Payment types Membership of a club or centre Motivations for participation
Follow-up Survey Participants (over a month)	190	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 men, adults aged 25 to 39 years and New Zealand Europeans participated in surfing, and fewer of Māori, Asian or Pacific only ethnicity.
- Over half of surfers took up the activity as adults, either between the ages of 18 and 34 years (35%) or when aged 35 years or over (18%).
- Surfers took part in many activities (8.6 on average), with the most common being swimming, walking, jogging/running and cycling.

When

- Participants most commonly surfed on one to two days a month (38%) with 31% surfing on one to two days a week.
- December to February were the most popular months for surfing.

Where

- All (100%) went surfing in natural settings, most commonly in or on the sea (85%) or at a beach or by the sea (33%).
- Very few (3%) were a member of any club, gym or centre to go surfing.

How

- All (100%) surfed on a casual basis, either on their own or with others.
- Almost all (98%) went surfing for free.

Why

- Adults participated in surfing primarily for enjoyment or the fun of it (97%), followed by 41% participating for fitness and health reasons.



Findings

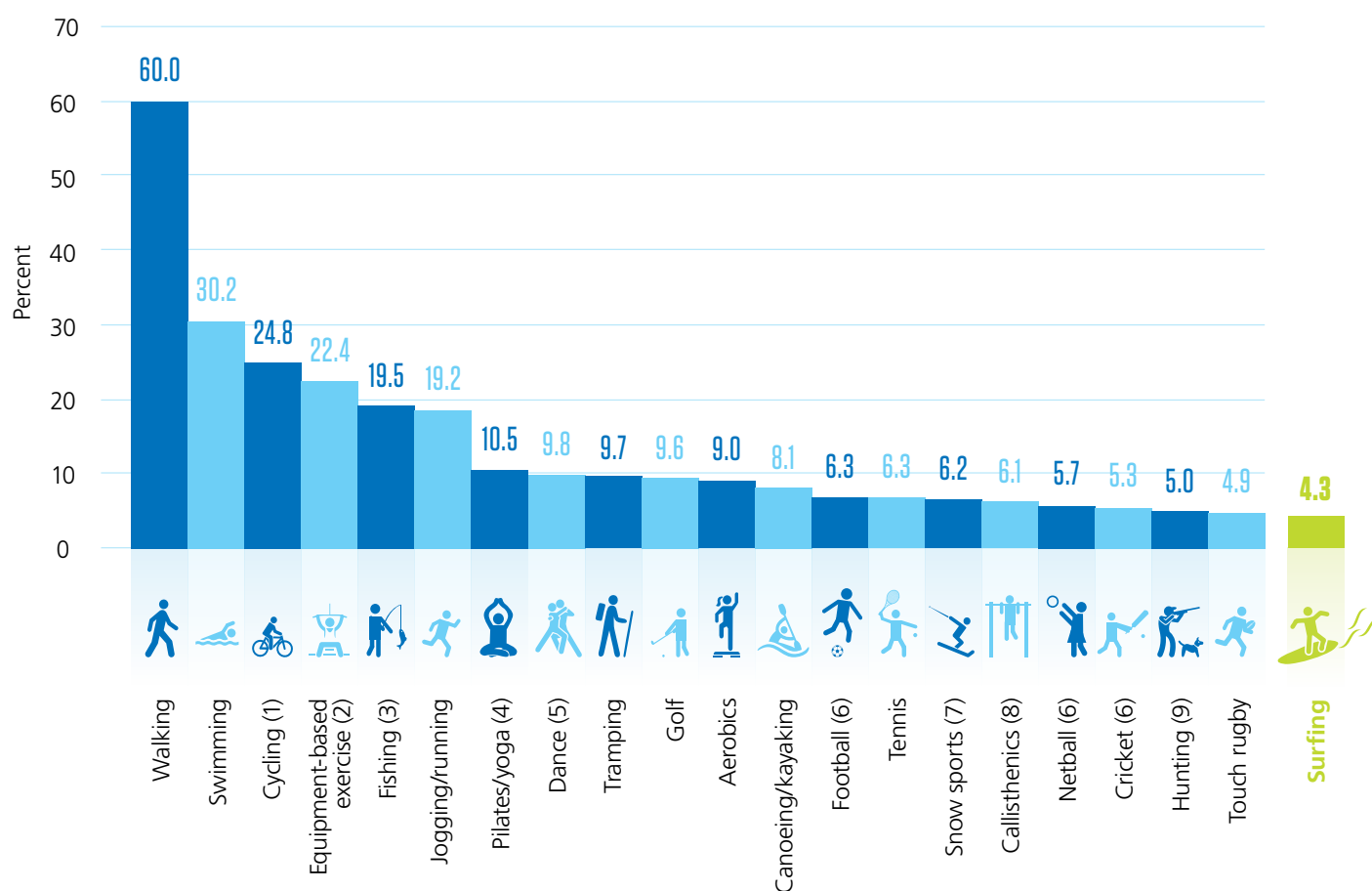
Participation levels

2013/14 participation levels

Over 12 months, fewer than 1 in 10 (4.3%) of all New Zealand adults aged 16 years and over (around 141,000 people) participated in surfing at least once. Among the various sport and recreation activities, surfing had the 23rd highest participation rate.

Figure 1 presents the 20 sport and recreation activities with the highest participation levels among all New Zealand adults, plus surfing².

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.

² 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/. Participation is irrespective of intensity, duration and frequency.

Profile of Participants

Demographic profile

Table 2 presents demographic information about participation in surfing. For example, among all men in New Zealand, almost 1 in 10 (6.2%) went surfing at least once over 12 months.

Lower proportions of adults of Asian only or Pacific only ethnic groups went surfing.

Large numbers of surfing participants were men, New Zealand European, 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 surfing at least once over 12 months

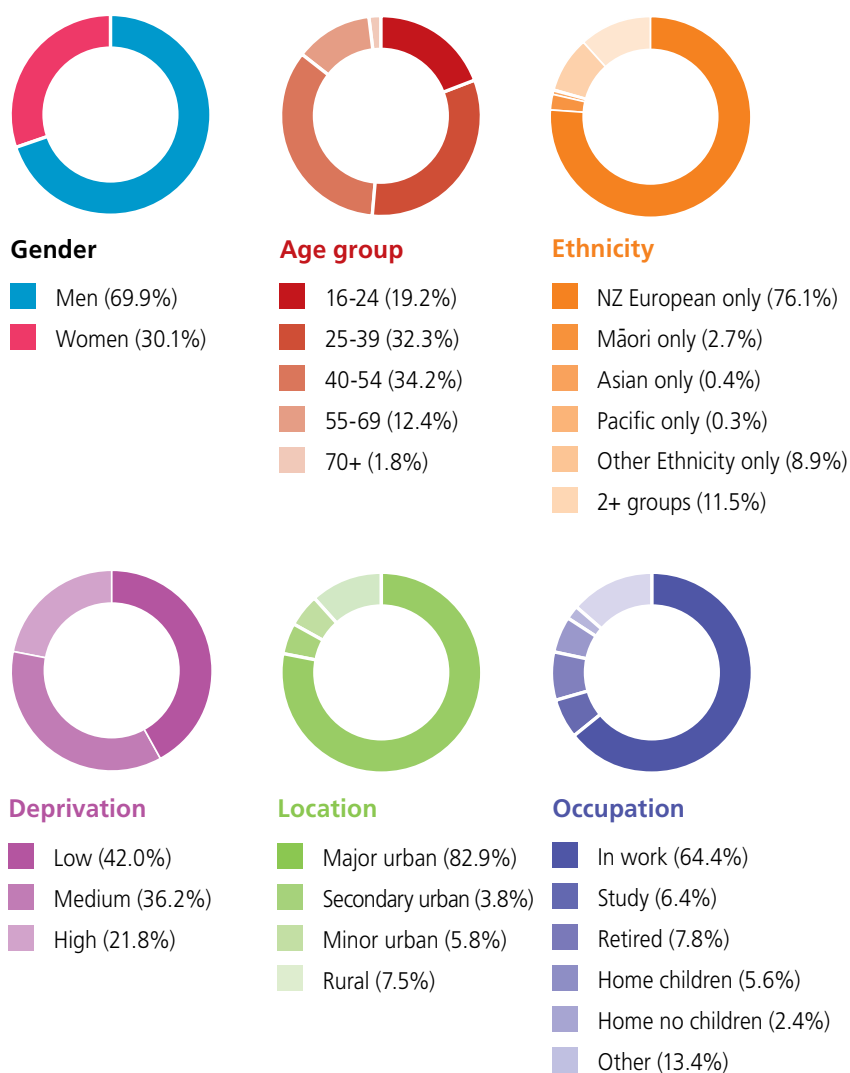
Surfing participants		
	%	Estimated number
All adults (age 16+)	4.3	141,000
Gender		
Men	6.2	98,000
Women	2.5	42,000
Age (years)		
16-24	5.1	27,000
25-39	5.8	46,000
40-54	5.3	48,000
55-69	2.5	18,000
70+	0.7	3,000
Ethnicity		
NZ European only	5.0	107,000
Māori only	2.2	4,000
Asian only	0.2	1,000
Pacific only	0.3	<500
Other Ethnicity only	5.1	13,000
Two or more ethnic groups	6.0	16,000
Deprivation		
Low	5.5	59,000
Medium	4.5	51,000
High	2.7	31,000
Location^a		
Major urban	4.7	110,000
Secondary urban	3.0	7,000
Minor urban	2.8	7,000
Rural	3.4	16,000
Occupation		
Full-time or part-time work	5.0	91,000
Studying	3.3	9,000
Retired	2.2	11,000
At home looking after children	2.3	8,000
At home not looking after children	2.1	3,000
Other	8.6	19,000

^a See Appendix 1 for more information.

Figure 2 presents demographic information about surfing participants, while the table to the right presents demographic information for all New Zealand adults. For example, among all people who had participated in surfing, 69.9% were men, while 48.0% of all New Zealand adults (aged 16 years or over) are men. Compared with all New Zealand adults³, the profile of surfing participants has:

- more men and fewer women
- more adults aged 25 to 39 years and fewer older adults (ie, aged 55 years or over)
- more New Zealand Europeans, and fewer adults of Māori only, Asian only or Pacific only ethnicity
- fewer adults who live in areas of high deprivation
- a similar geographic (ie, location) split
- fewer adults that are at home with children.

Figure 2: Demographic profile of adults who participated in surfing



All NZ adults (age 16+)	
Gender	%
Men	48.0
Women	52.0
Age (years)	
16-24	15.9
25-39	23.8
40-54	27.6
55-69	20.9
70+	11.8
Ethnicity	
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
Deprivation	
Low	32.4
Medium	33.9
High	33.7
Location	
Major urban	70.2
Secondary urban	7.3
Minor urban	8.0
Rural	14.5
Occupation	
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

³ 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

Around 8 out of 10 surfing participants (80.7%) have been surfing for a year or longer, while just under 1 in 10 (7.6%) started for the first time in the last year, and just over 1 in 10 (11.7%) re-started after not surfing for a year or more (see Figure 3).

Just under 4 out of 10 surfers (38.6%) have taken part in the sport for five years or less, and just under 3 out of 10 (28.9%) have taken part for over 25 years (see Figure 4).

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

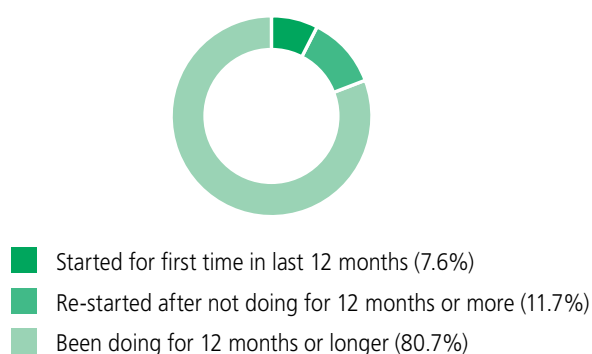


Figure 4: Length of time taken part in sport

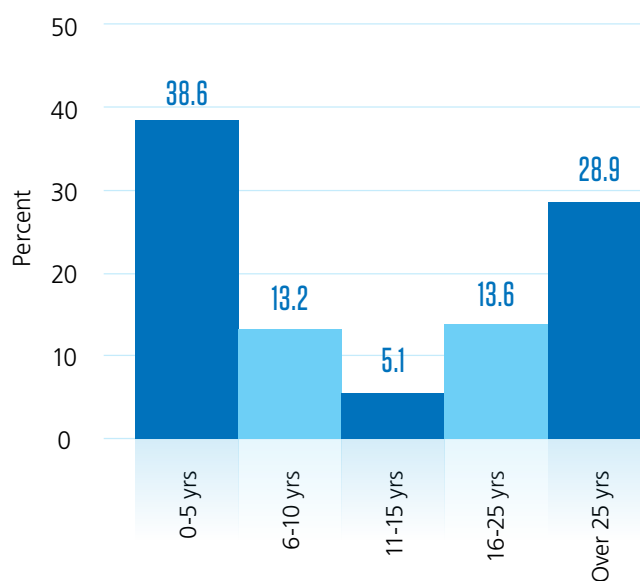
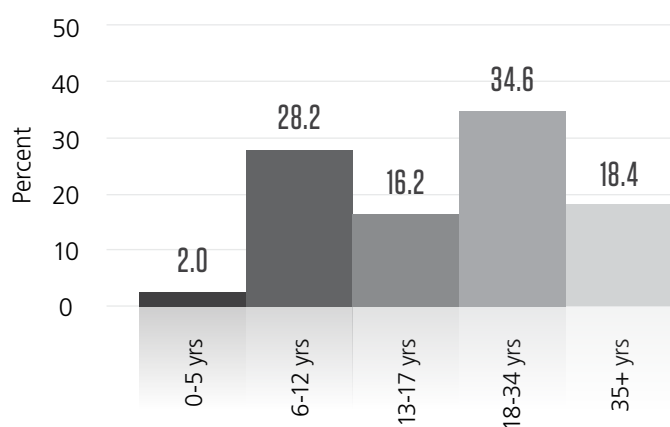


Figure 5 shows the estimated age at which surfing participants started in the sport. Over 3 out of 10 (34.6%) started surfing when aged between 18 and 34 years old, followed by just under 3 out of 10 (28.2%) that started when aged between 6 and 12 years. Similar proportions, almost 2 out of 10 each, started between the ages of 13 and 17 years (16.2%) or when aged 35 years or over (18.4%).

Figure 5: Estimated starting age of those participating in surfing



Participation in other sport and recreation activities

On average, adults who went surfing at least once over 12 months took part in 8.6 different sport and recreation activities over 12 months (the national average⁴ is 4.0).

Table 3 shows the top 10 other activities undertaken by surfing participants, and the proportion of surfing participants who took part in them. Almost 6 out of 10 surfing participants each went swimming (57.0%) and walking (56.9%), followed by similar proportions taking part in jogging/running (41.6%) and cycling/biking (40.0%).

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

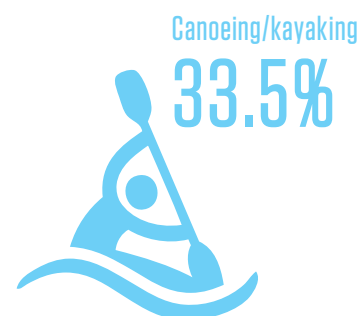
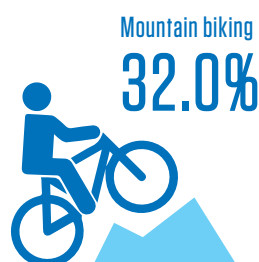
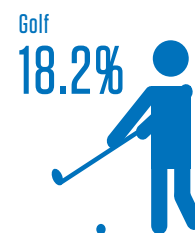
Surfing participants	
	%
Swimming	57.0
Walking	56.9
Jogging/running	41.6
Cycling/biking	40.0
Fishing (marine/saltwater)	35.1
Canoeing/kayaking	33.5
Mountain biking	32.0
Tramping	27.1
Exercising at home	20.7
Golf	18.2



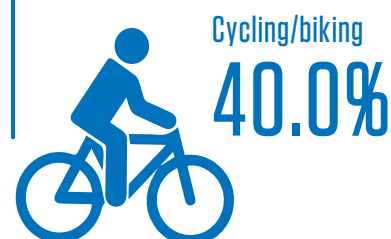
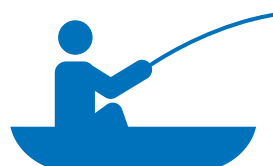
Walking
56.9%



Exercising at home
20.7%



Fishing
(marine/saltwater)
35.1%



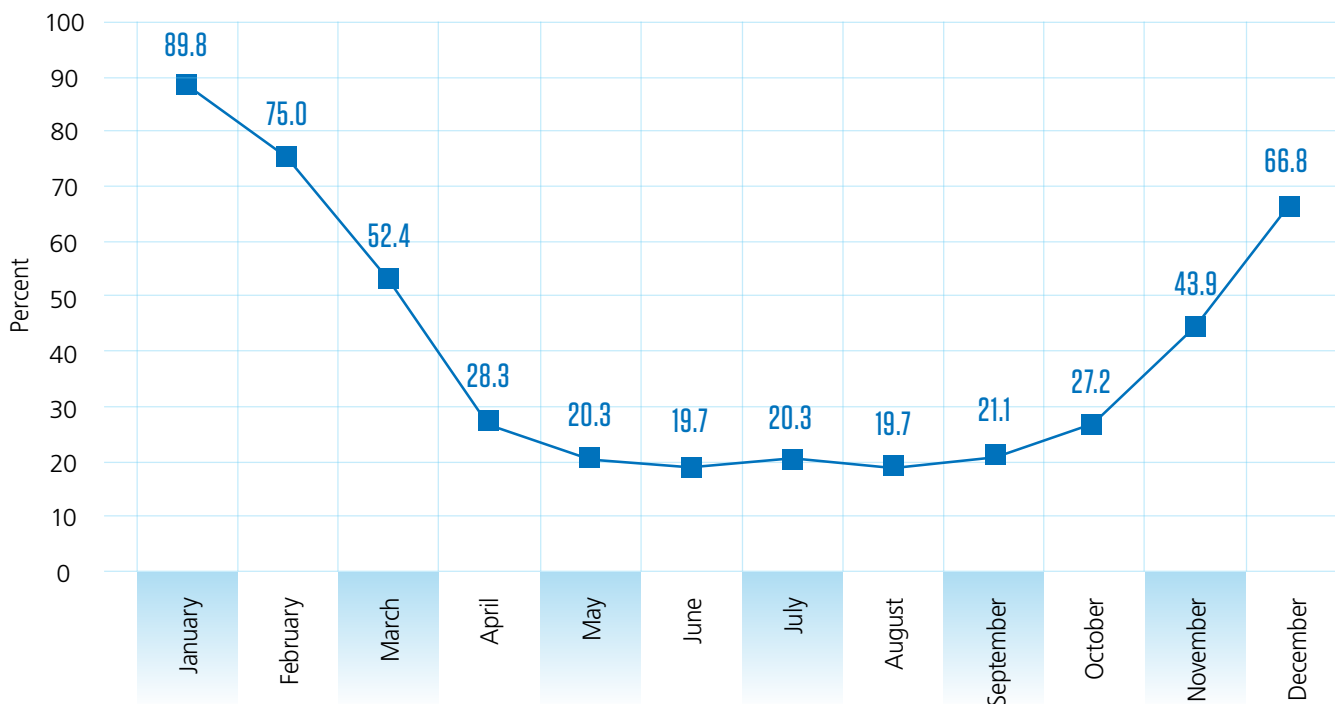
⁴ The national average is calculated for all adults, including those who did not take part in any activities.

Participation Patterns in the Sport

Seasonal participation

Overall, surfers most commonly participated during the months of December to February (see Figure 6), with the main shoulder months being March and November. Participation was lowest during the months of April to October.

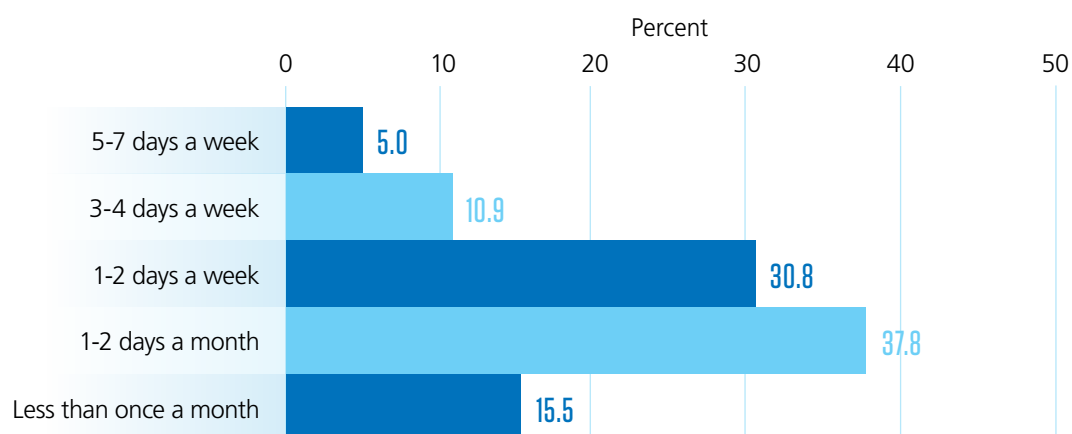
Figure 6: Seasonal participation in surfing



Frequency of participation

Surfers most commonly participated in the sport on one to two days a month (37.8%), with 3 out of 10 (30.8%) participating in the sport on one to two days a week (see Figure 7).

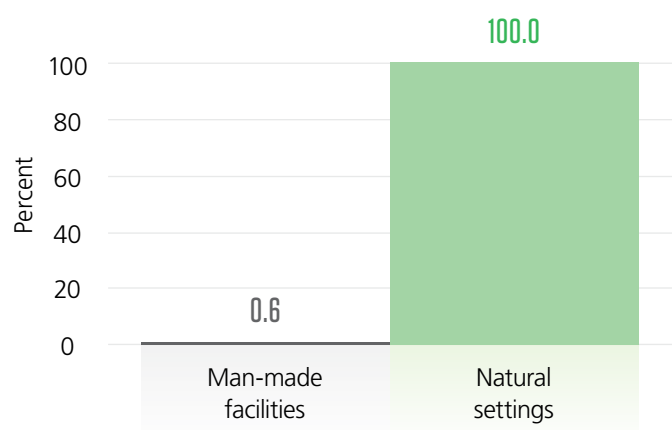
Figure 7: Frequency of participation in surfing



Location of participation

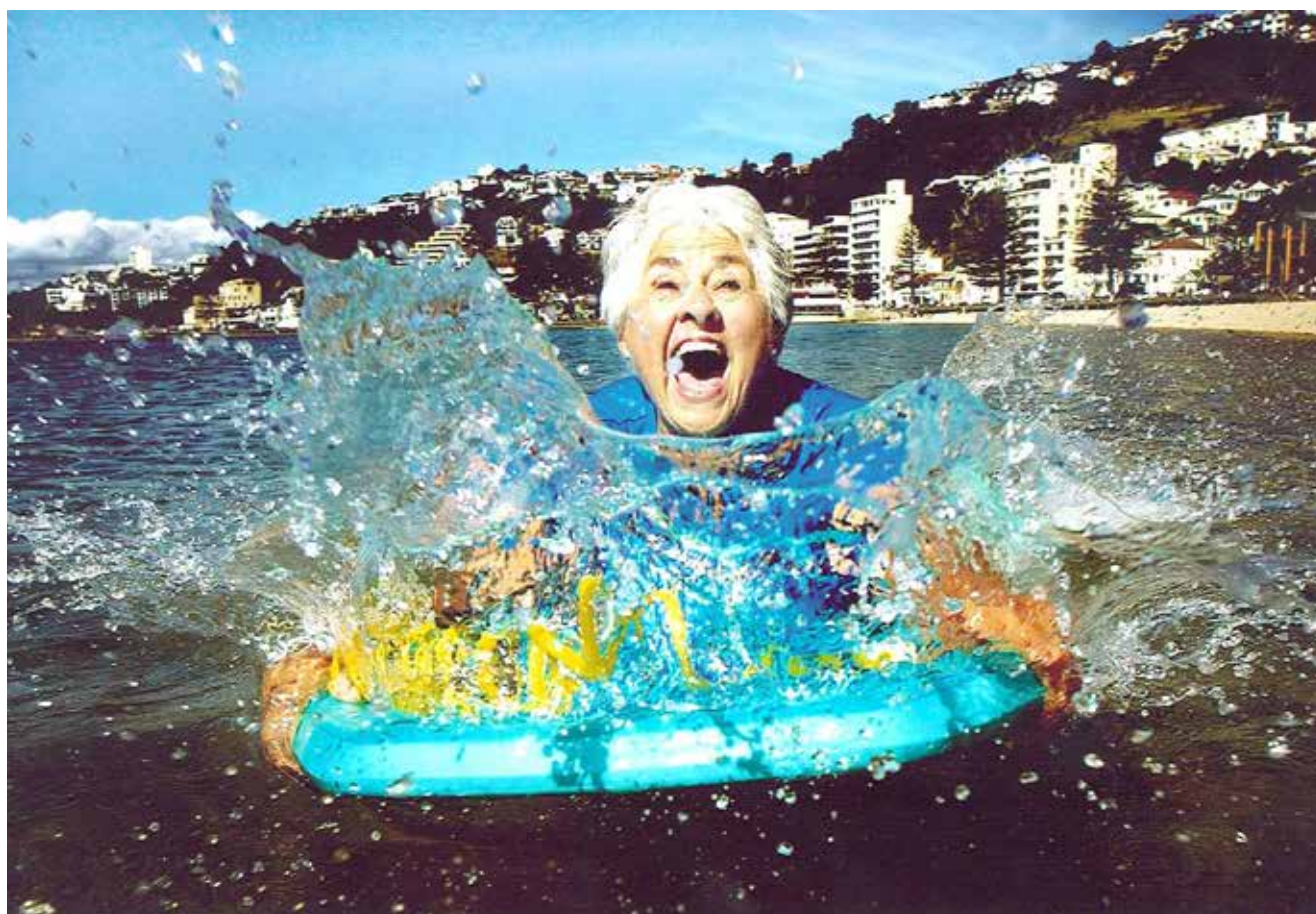
All (100%) surfing participants took part in the sport in natural settings, most commonly in or on the sea (85.0%) and/or at a beach or by the sea (33.1%, see Figure 8 and the table to the right of it). A very small number (0.6%) indicated they participated at man-made facilities (an indoor sports facility or complex).

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



Surfing participants	
Man-made facilities	
	%
At an indoor sports facility or complex	0.6
Natural settings	
	%
In or on the sea	85.0
At a beach or by the sea	33.1
On or in a lake	1.0
In the countryside or over farmland	0.7
On or in a river	0.3

Note: Respondents could provide more than one answer.

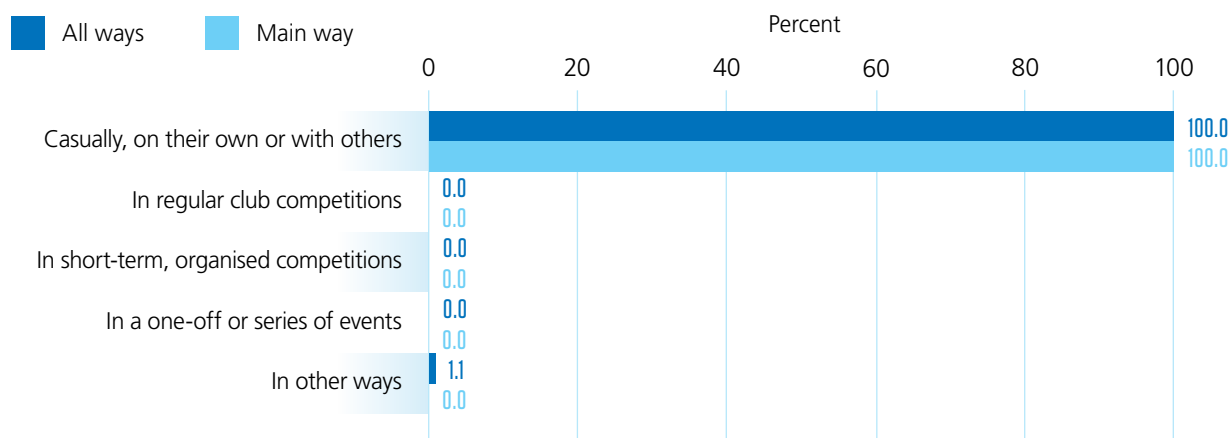


Ways Participants Take Part in the Sport

Different ways that participants take part

All surfers (100%) participated on a casual basis, either on their own or with others, and this was also the main way all participated (100%, see Figure 9). Very small numbers indicated they participated in other ways, or in an event.

Figure 9: Ways in which surfing participants take part



Note: Respondents could provide more than one answer.

Participation with other participants

Surfers most commonly did not participate in the sport in any organised group (65.7%, see Table 4). When they had done so, this was most commonly arranged by the people who took part in the sport (30.2%).

Table 4: Participation with other participant groups

Surfing participants	
	%
A group arranged by the people who take part in the activity	30.2
A sports team that is part of a sports club	0.6
An organised group set up by an organisation (eg, local council)	0.3
A work-related sports team	0.0
Another type of sports team (like a church team)	0.0
Other type of group	3.6
None	65.7

Note: Respondents could provide more than one answer.

Payment types

Table 5 shows almost all surfers (98.2%) participated in the sport for free; very small numbers either paid on a per visit, entry or hire basis (2.0%) or paid entry costs for a competition or event (1.1%).

Table 5: Payment types when taking part in surfing

Surfing participants	
	%
Could do the activity without paying – it was free	98.2
Paid per visit, entry or hire	2.0
Paid entry costs for a competition or event (as an individual or team member)	1.1
Paid by way of membership at a gym, surfing pool or recreation centre	0.0
Paid using a community discount card that gives cheaper entry costs	0.0
Paid by way of membership at a sport or physical activity club	0.0
Paid for a concession card	0.0
Other payment type	0.0

Note: Respondents could provide more than one answer.

Membership of a club or centre

Over the previous 12 months, almost all surfers were not members of any club, gym or centre for the purpose of doing the sport (96.7%, see Table 6). A small number (3.3%) were members of a sport or physical activity club.

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

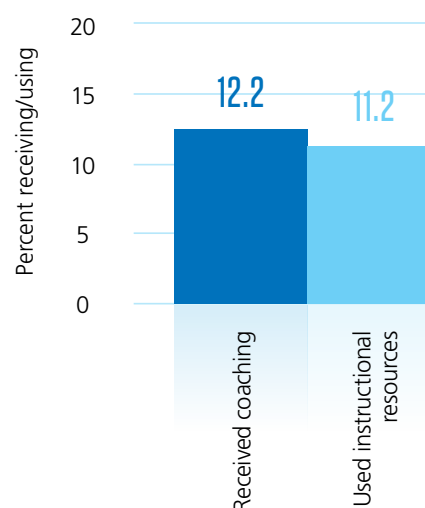
Surfing participants	
	%
Member of ANY club/gym/centre	3.3
– Member of sport or physical activity club	3.3
– Member of gym or fitness centre	0.0
– Member of community leisure or recreation centre	0.0
– Member of other type of club	0.0
Not a member of any club/gym/centre	96.7

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 surfers, just over 1 in 10 each, have received coaching for the sport (12.2%) or have used instructional resources such as online or other books or videos (11.2%) in the past 12 months to help improve their performance.

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

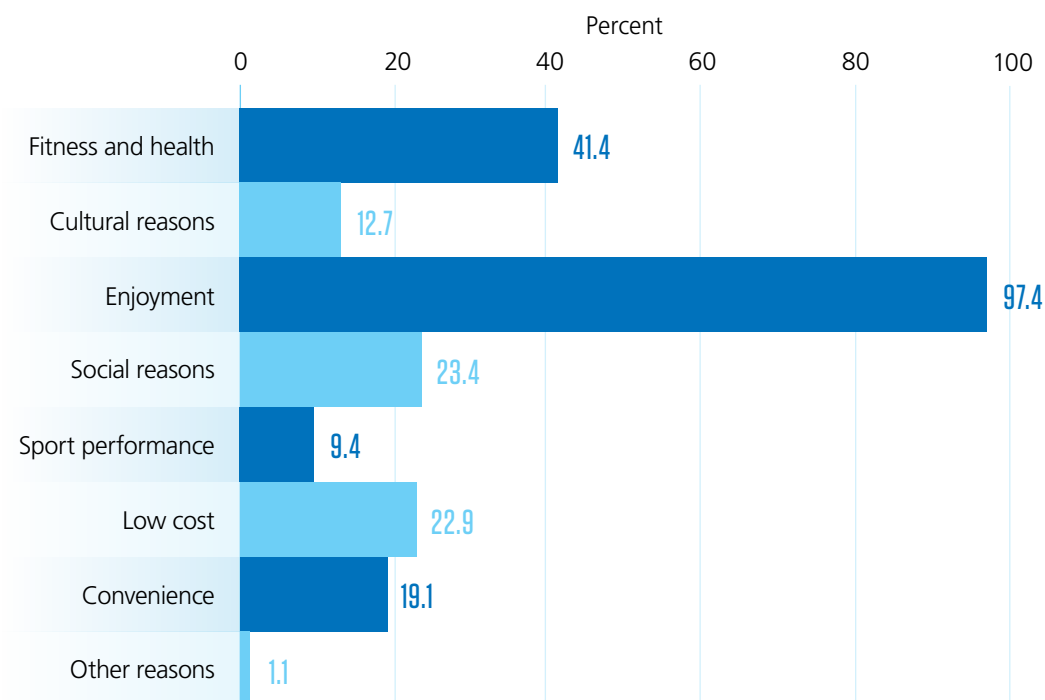


Motivations for and Barriers to Participation

Reasons for taking part

Almost all surfers (97.4%) participated in the sport for the enjoyment or the fun of it, followed by just over 4 out of 10 (41.4%) participating for fitness and health reasons (see Figure 11). Similar proportions of surfing participants (around 2 out of 10 each) identified they participated in surfing for social reasons, convenience reasons and the low cost of participating.

Figure 11: Reasons for participating in surfing



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 (including surfing, but also see below for how activities have been grouped), 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. 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 almost 3 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

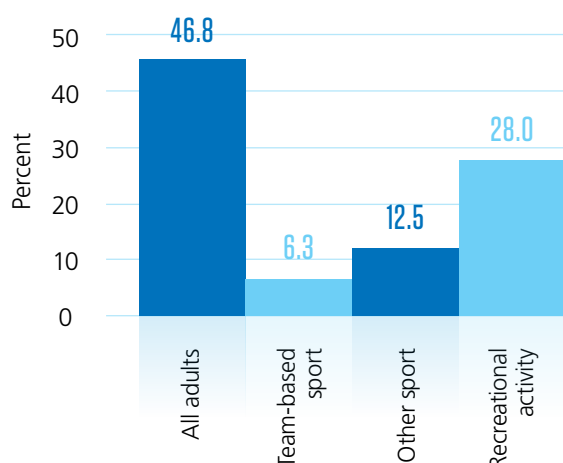
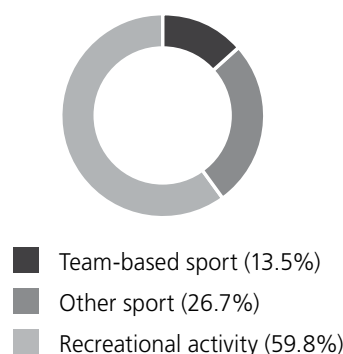


Figure 13: Of those wanting to try a new sport or activity – type of activity would most like to try



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 recreational activity (including surfing) were a lack of time, identified by over 5 out of 10 adults (53.5%), and affordability (26.9%, see Table 7).

Table 7: Barriers to trying recreation activities

All adults who would most like to try a new recreational activity	
	%
Lack of time	53.5
Too costly/can't afford it	26.9
No facilities/parks nearby	8.7
Poor health/disability/injury	8.3
Don't have anyone to do the activity with	6.4
Don't know where to go or who to contact to do the activity	6.2

Notes:

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

Respondents could provide more than one answer.

For those adults interested in trying each type of new activity, cost appeared to be a more prominent barrier to trying a new recreational activity than it was to those interested in trying a new team-based sport. On the other hand, poor health, disability or injury appeared to be less of a barrier for those interested in trying a new recreational activity than it was to those interested in trying a new team-based sport.

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 (including surfing), while fewer than 1 in 10 each of those participating in a team-based sport or an other sport would like to do more of that sport (3.7% and 5.9%, respectively). Figure 15 shows that just under 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 type of 'other' sport.

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

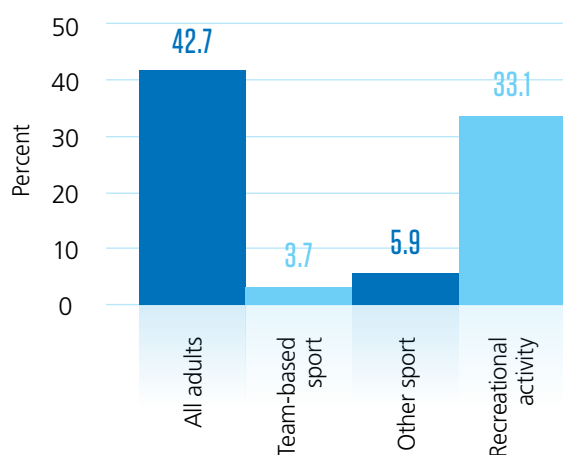
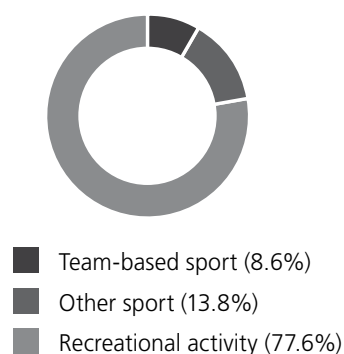


Figure 15: Of those wanting to do more of an existing sport or activity – type of activity would most like to do more of



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 recreational activity were a lack of time, identified by almost 7 out of 10 adults (66.3%), and affordability (11.0%, see Table 8).

Table 8: Barriers to doing more recreation activities

Participants who would like to do more of a recreational activity	
	%
Lack of time	66.3
Too costly/can't afford it	11.0
Poor health/disability/Injury	6.0

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 either a type of 'other' sport or a recreational activity.

Trends in Participation: 1997/98 to 2013/14

Figure 16 presents insights into participation trends in surfing 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 surfing is lower among all adults in 2013/14 than in 1997/98, by 1.2 percentage points, although participation is higher than in 2007/08. This pattern is similar among men but among women participation rates have remained the same since 2007/08 and are lower overall than in 1997/98.

Participation rates have decreased between 1997/98 and 2013/14 for younger and middle age groups, aged 18 to 49 years, with the largest decrease occurring among young adults aged 18 to 24 years (by 11.3 percentage points). On the other hand, participation rates have increased among older adults aged 50 years or over; the largest increase (by 1.5 percentage points) has been among adults aged 50 to 64 years old.

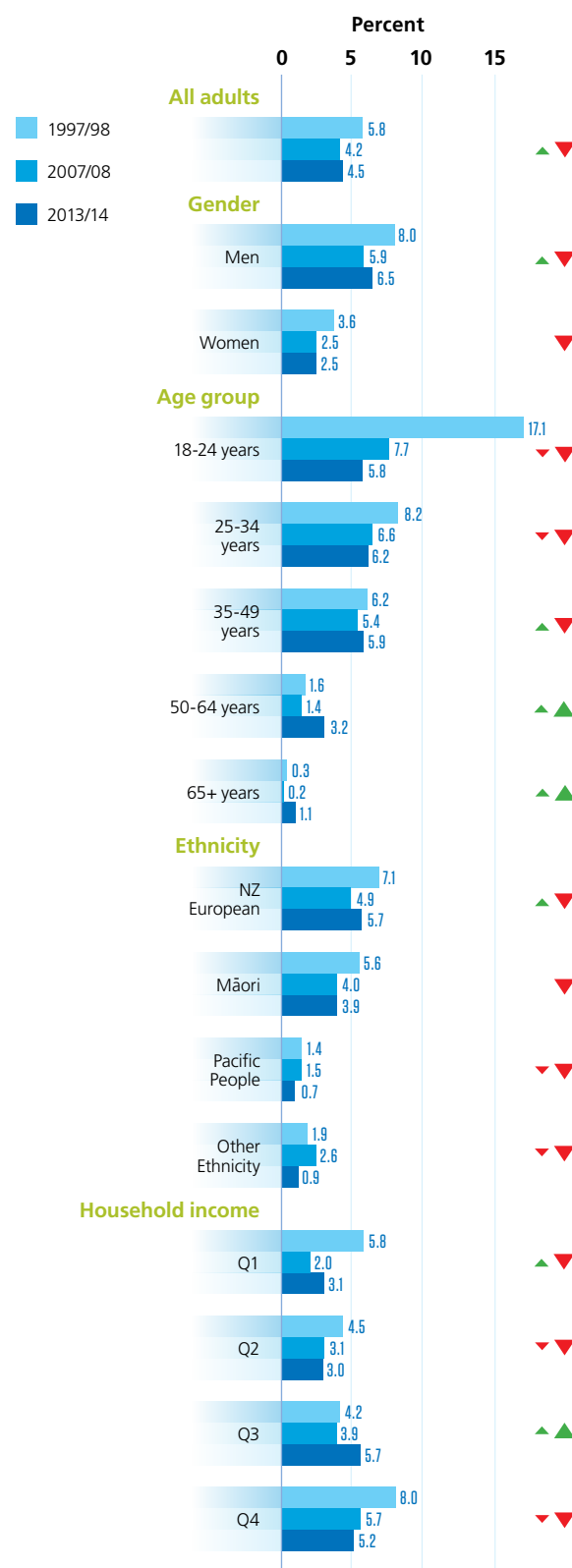
Participation rates have also decreased between 1997/98 and 2013/14 among Māori, Pacific People and those of Other Ethnicity. The participation rate is also lower among New Zealand Europeans, although for this latter group it is higher than in 2007/08.

Surfing participation rates have decreased between 1997/98 and 2013/14 among the Q2 and Q4 household income groups, with the largest decrease (by 2.7 percentage points) being among the latter Q4 group. Participation is also lower in 2013/14 than in 1997/98 for those in the Q1 household income group, although it is higher than in 2007/08. The participation rate has increased (by 1.5 percentage points) between 1997/98 and 2013/14 among adults in the Q3 household income groups.

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: Surfing



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/



**SPORT
NEW ZEALAND**

Ground Floor, 86 Customhouse Quay,
Wellington 6011, New Zealand
PO Box 2251, Wellington 6140
Phone: +64 4 472 8058 Fax: +64 4 471 0813