

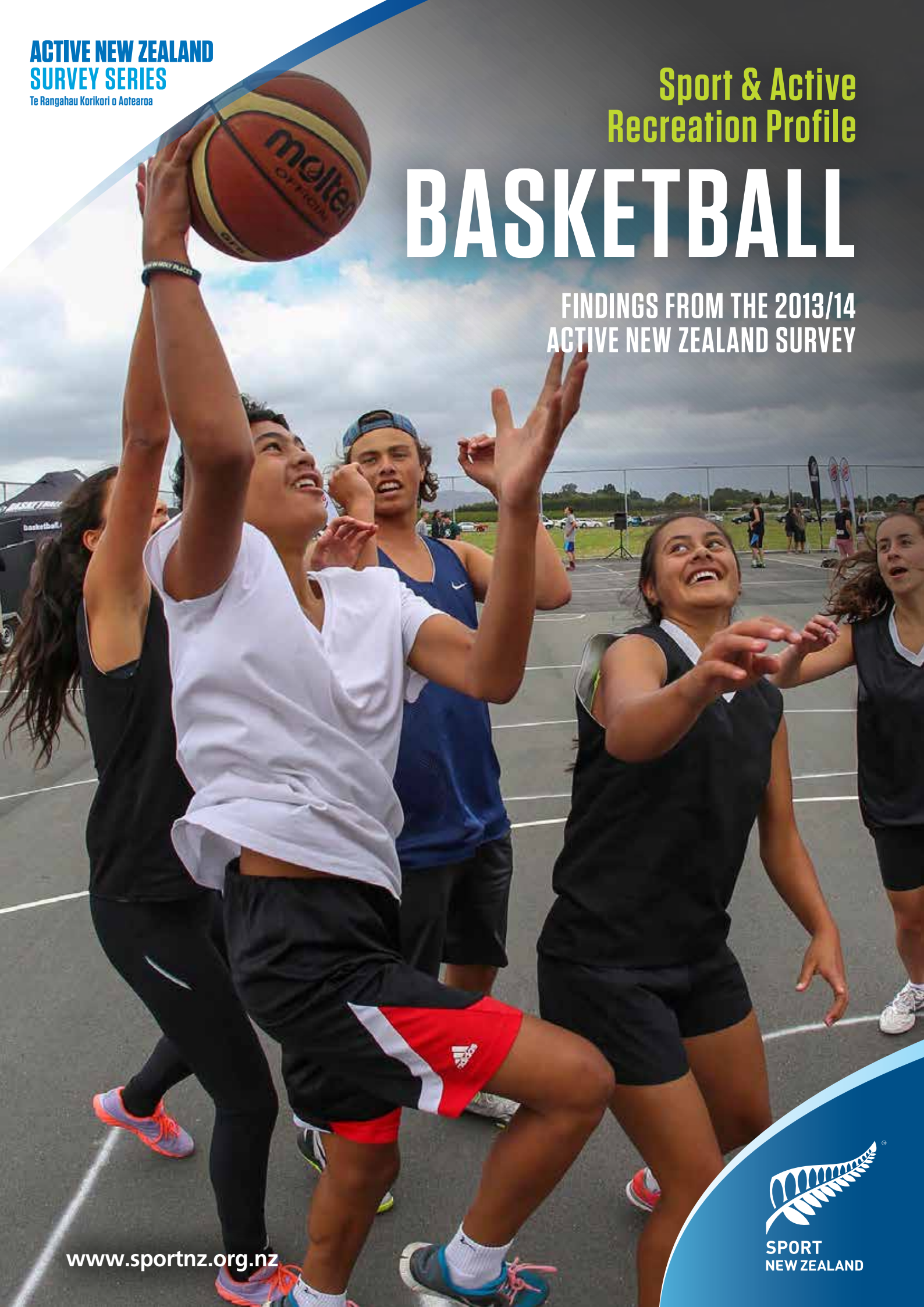
**ACTIVE NEW ZEALAND  
SURVEY SERIES**

Te Rangahau Korikori o Aotearoa

**Sport & Active  
Recreation Profile**

# BASKETBALL

**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 indoor and outdoor basketball ('basketball' unless separately identified) 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.

## Definition of Basketball

The 2013/14 Active New Zealand Survey asked respondents to report what activities they had taken part in. Indoor basketball and outdoor basketball were recorded as separate activities. These are each reported separately, but have also been combined to represent overall basketball participation levels.

## 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> 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: Basketball – 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, 249 reported participating in basketball (indoor and/or outdoor) at least once during the 12 months preceding the interview. The numbers of basketball 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 these survey respondents.

**Table 1: Unweighted survey bases of adults who played basketball**

Survey base	Basketball	Indoor basketball	Outdoor basketball	Report content
<b>Main Survey</b> All participants	249	164	122	Participation levels Demographic profile Participation in other sport and recreation activities Seasonal participation Frequency of participation
<b>Main Survey</b> Participants (over a month)	223	148	108	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)	215	141	106	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 percent unless stated otherwise.

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, younger adults (ie, those aged 16 to 39 years) and those of Asian only ethnicity took part in basketball.
- Around half (52%) of adult basketballers took up the activity between the ages of 6 and 17.
- Basketballers took part in many other activities (7.6 on average), with the most common being swimming, jogging/running, walking and cycling.

### When

- Almost 6 out of 10 basketballers (56%) took part in the sport on one to two days a week.
- Basketball was played consistently throughout the year, although there is a noticeable increase in outdoor basketball in summer and indoor basketball in winter.

### Where

- Just over 9 out of 10 basketballers (92%) took part in the sport at one or more man-made facilities, the most popular being indoor (47%) and outdoor (35%) facilities.
- Over 2 out of 10 basketballers (23%) were a member of a club for the purpose of taking part over the last 12 months.

### How

- Just under 8 out of 10 basketballers (78%) took part in the sport on a casual basis.
- The most common payment methods were *per visit, entry or hire* (17%), *per competition or event* (11%) and *by membership of a club* (9%). Most basketballers (70%) took part at some point for free.

### Why

- Adult basketballers primarily took part for reasons of enjoyment (85%), followed by fitness and health (63%) and/or social reasons (60%).



# Findings

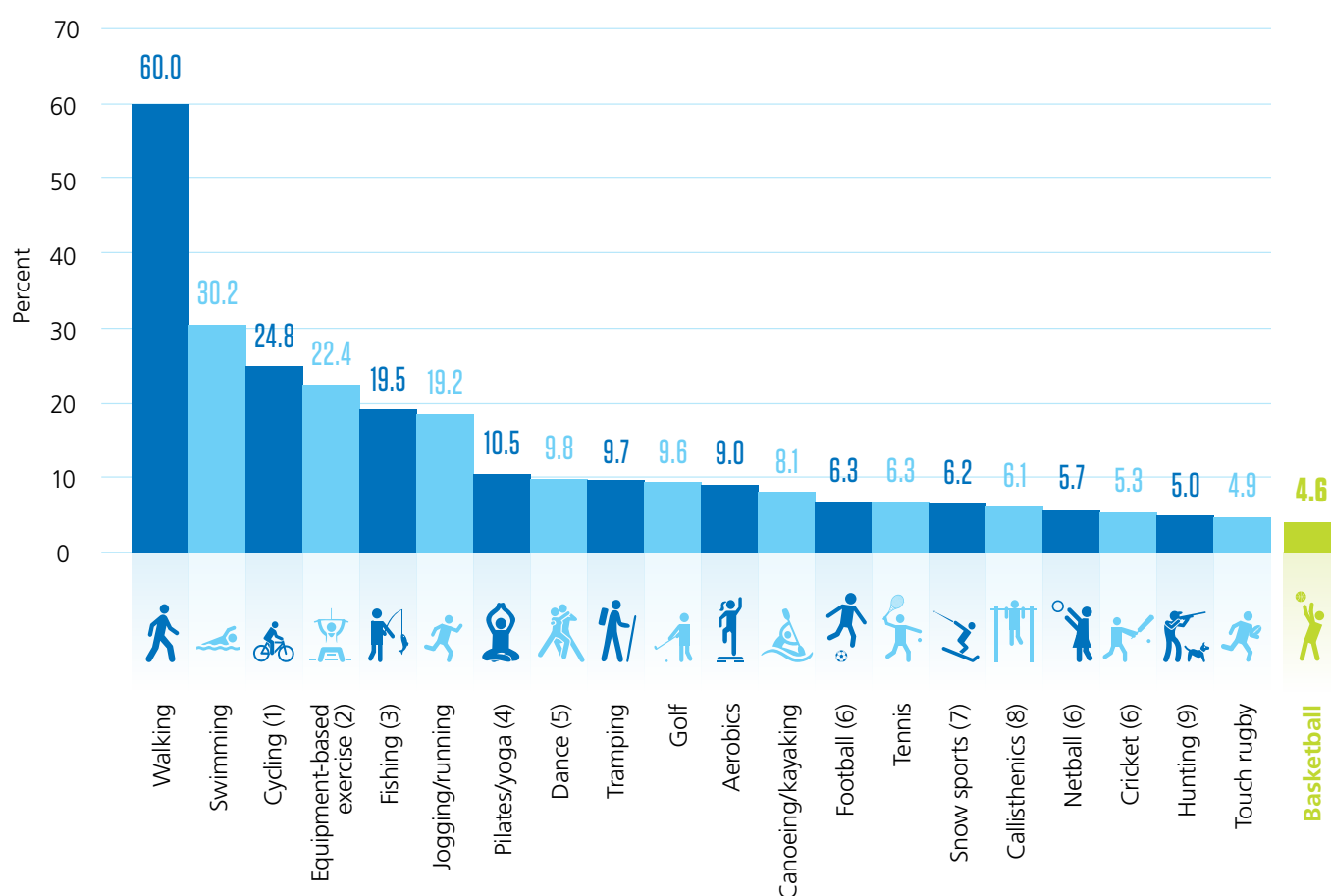
## Participation levels

### 2013/14 participation levels

Over 12 months, fewer than 1 in 10 (4.6%) of all New Zealand adults aged 16 years and over (around 154,000 people) played basketball at least once. This includes 3.0% (around 100,000) who played indoor basketball, and 2.4% (around 78,000) who played outdoor basketball. Very few (0.7%) adults (around 24,000) played both indoor and outdoor basketball in the past 12 months. Among the various sport and recreation activities, basketball had the 21st highest participation rate.

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

**Note: The information below should be used with some caution (statistical tests to identify differences have not been calculated).**

Table 2 presents demographic information about participation in basketball. For example, among all men in New Zealand, almost 1 in 10 (7.2%) played basketball at least once over 12 months.

Higher proportions of adults aged 16 to 24, those of Asian or Pacific ethnicity only, and those that study played basketball. Lower proportions of older age groups (55 years and over) and those that are retired played basketball.

Large numbers of basketball players were men, of New Zealand European ethnicity 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 played basketball at least once over 12 months**

	Basketball (All)		Indoor basketball		Outdoor basketball	
	%	Estimated number	%	Estimated number	%	Estimated number
All adults (age 16+)	4.6	154,000	3.0	100,000	2.4	78,000
<b>Gender</b>						
Male	7.2	115,000	4.7	74,000	3.8	61,000
Female	2.3	40,000	1.5	26,000	1.0	17,000
<b>Age group</b>						
16-24 years	13.8	73,000	9.9	52,000	6.9	37,000
25-39 years	6.5	51,000	3.8	30,000	3.4	27,000
40-54 years	3.0	27,000	1.7	15,000	1.5	14,000
55-69 years	0.4	3,000	0.3	2,000	0.1	1,000
70+ years	0.0	0	0.0	0	0.0	0
<b>Ethnicity</b>						
NZ European	3.5	74,000	2.4	52,000	1.4	31,000
Māori	5.8	10,000	4.1	7,000	2.4	4,000
Asian	10.3	34,000	5.8	19,000	7.5	25,000
Pacific	8.6	12,000	4.1	6,000	5.0	7,000
Other Ethnicity	2.1	5,000	1.4	3,000	0.9	2,000
Two or more ethnic groups	6.7	18,000	4.4	12,000	3.2	8,000
<b>Deprivation</b>						
Low	4.2	45,000	2.6	28,000	1.9	20,000
Medium	4.6	52,000	3.3	37,000	2.6	29,000
High	5.1	57,000	3.1	35,000	2.5	28,000
<b>Location<sup>a</sup></b>						
Major urban	5.2	120,000	3.3	76,000	2.7	63,000
Secondary urban	5.0	12,000	3.3	8,000	2.8	7,000
Minor urban	2.2	6,000	1.4	4,000	0.8	2,000
Rural	3.4	16,000	2.4	12,000	1.2	6,000
<b>Occupation</b>						
Full-time or part-time work	4.5	80,000	2.7	49,000	2.2	39,000
Studying	16.9	47,000	13.3	36,000	7.9	22,000
Retired	0.0	0	0.0	0	0.0	0
At home looking after children	3.3	11,000	1.3	5,000	2.2	7,000
At home not looking after children	2.5	4,000	1.4	2,000	1.1	2,000
Other	5.4	12,000	3.3	7,000	3.5	8,000

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



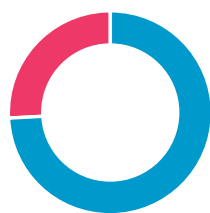
Figure 2 (over page) presents demographic information about adults who played basketball, while the table beside presents demographic information for indoor basketballers and outdoor basketballers specifically, and for all New Zealand adults. For example, among all people who participated in basketball 74.3% were men (see figure); however, 77.9% of those who played outdoor basketball were men compared with 48.0% of all New Zealand adults (aged 16 years or over) being men (see table).

Compared with all New Zealand adults<sup>3</sup>, the profile of basketball participants overall has:

- more men and fewer women
- more younger adults (ie, aged 16 to 39 years) and fewer older adults (ie, aged 40 years or older)
- fewer New Zealand European only, and more Asian only ethnic groups
- a similar socioeconomic background split
- a similar geographic (ie, location) split
- more students and fewer retired people.

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

Figure 2: Demographic profile of adults who played basketball



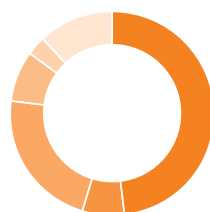
**Gender**

- Men (74.3%)
- Women (25.7%)



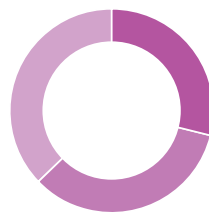
**Age group**

- 16-24 (47.1%)
- 25-39 (33.4%)
- 40-54 (17.8%)
- 55-69 (1.7%)
- 70+ (0.0%)



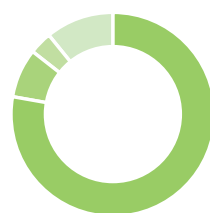
**Ethnicity**

- NZ European (48.3%)
- Māori (6.6%)
- Asian (22.3%)
- Pacific (7.8%)
- Other Ethnicity (3.3%)
- 2+ groups (11.7%)



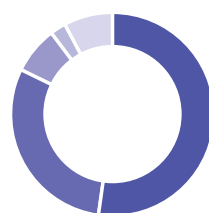
**Deprivation**

- Low (29.1%)
- Medium (33.9%)
- High (37.0%)



**Location**

- Major urban (77.8%)
- Secondary urban (7.8%)
- Minor urban (3.8%)
- Rural (10.6%)



**Occupation**

- In work (52.2%)
- Study (30.2%)
- Retired (0.0%)
- Home children (7.3%)
- Home no children (2.6%)
- Other (7.6%)

	Indoor basketball	Outdoor basketball	All of New Zealand
	%	%	%
<b>Gender</b>			
Male	74.4	77.9	48.0
Female	25.6	22.1	52.0
<b>Age group</b>			
16-24 years	52.6	46.8	15.9
25-39 years	30.2	34.1	23.8
40-54 years	15.4	18.0	27.6
55-69 years	1.8	1.1	20.9
70+ years	0.0	0.0	11.8
<b>Ethnicity</b>			
NZ European	52.5	39.9	64.8
Māori	7.2	5.4	5.3
Asian	19.2	31.9	10.0
Pacific	5.7	9.0	4.2
Other Ethnicity	3.4	3.0	7.5
Two or more ethnic groups	12.0	10.9	8.1
<b>Deprivation</b>			
Low	27.7	26.1	32.4
Medium	37.4	37.5	33.9
High	34.9	36.4	33.7
<b>Location</b>			
Major urban	76.6	81.2	70.2
Secondary urban	8.1	8.6	7.3
Minor urban	3.7	2.8	8.0
Rural	11.6	7.4	14.5
<b>Occupation</b>			
Full-time or part-time work	49.2	50.5	54.4
Studying	36.6	28.0	8.3
Retired	0.0	0.0	15.4
At home looking after children	4.7	9.5	10.4
At home not looking after children	2.2	2.3	4.8
Other	7.3	9.7	6.6



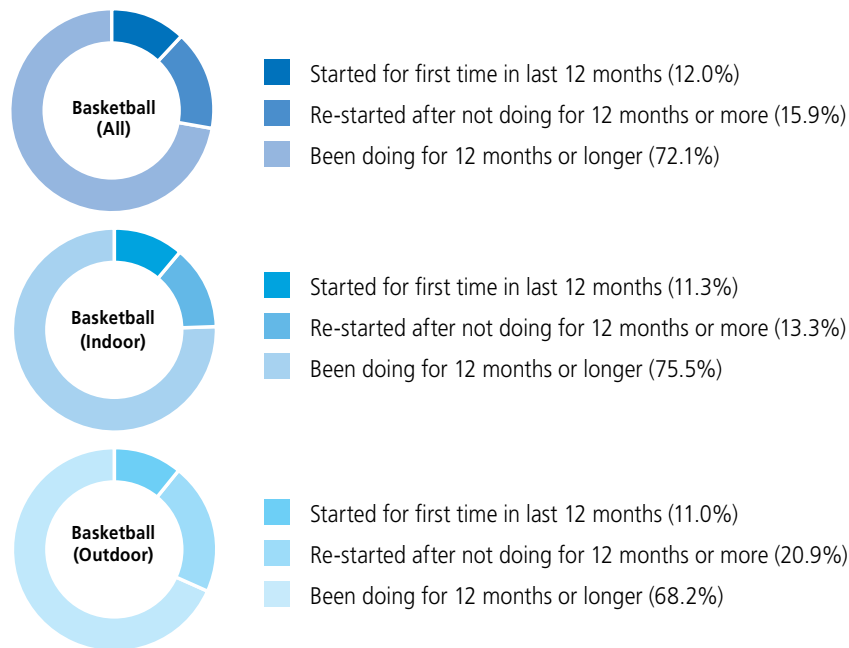
## History of participation in the sport

**Note: The information in this section of the report should be used with some caution (some sample sizes are small and statistical testing has not occurred).**

Just over 7 out of 10 basketball players (72.1%) in the past 12 months have taken part in the sport for a year or longer, while just over 1 in 10 (12.0%) started for the first time in the last year, and almost 2 out of 10 (15.9%) re-started after not playing for a year or more (see Figure 3).

The following information suggests that the profile of take-up is similar for both indoor and outdoor basketball.

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



Almost 6 out of 10 basketball players (55.8%) have taken part for five years or less, with similar proportions who have been playing for 6 to 10 years (17.8%) and for 16 to 25 years (13.4%, see Figure 4).

Again, the following information suggests that a similar profile exists for both indoor and outdoor basketballers.

**Figure 4: Length of time taken part in sport**

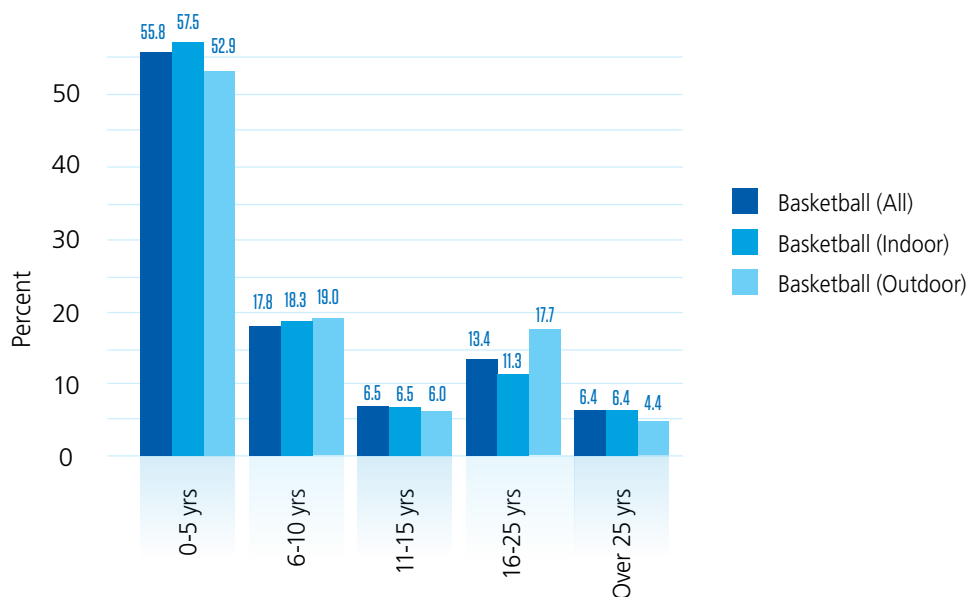
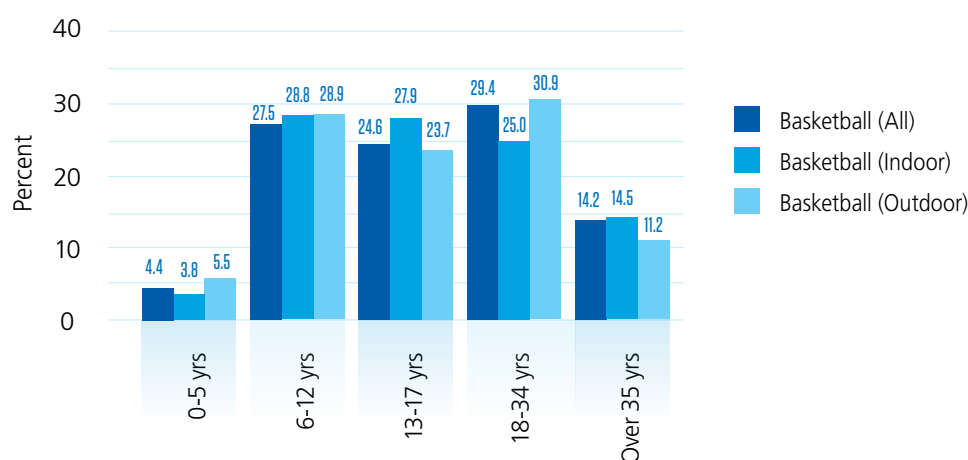


Figure 5 shows the estimated age at which basketball players started in the sport. Similar proportions started between the ages of 18 and 34 (29.4%), 6 and 12 (27.5%), and 13 and 17 (24.6%) years old.

The information suggests that a similar profile of starting ages exists for both indoor and outdoor basketballers.

Figure 5: Estimated starting age of those participating in basketball



### Participation in other sport and recreation activities

On average, adults who played basketball at least once over 12 months took part in 7.6 different sport and recreation activities in the same period of time (the national average<sup>4</sup> is 4.0). Indoor basketballers and outdoor basketballers took part in 7.9 and 7.7 activities over 12 months, respectively.

Table 3 shows the top 10 sport and active recreation activities undertaken by basketball players and the proportions who took part in them. Over 6 out of 10 basketball players (64.7%) took part in indoor basketball while 5 out of 10 (50.7%) took part in outdoor basketball. Almost half (47.8%) of basketball players also took part in swimming and over 4 out of 10 (43.6%) took part in jogging/running.

Indoor basketballers most commonly participated in jogging/running, swimming and/or touch rugby/football, while over 2 out of 10 (23.8%) also played outdoor basketball. Outdoor basketballers most commonly participated in swimming, jogging/running and/or walking, with 3 out of 10 (30.4%) also playing indoor basketball.

Table 3: Ten most common sport and active recreation activities that basketball players take part in

Basketballers (All)		Indoor basketballers		Outdoor basketballers	
Activity	%	Activity	%	Activity	%
Basketball (indoor)	64.7	Jogging/running	44.0	Swimming	50.6
Basketball (outdoor)	50.7	Swimming	42.8	Jogging/running	44.3
Swimming	47.8	Touch rugby/football	30.2	Walking	41.7
Jogging/running	43.6	Walking	29.1	Basketball (indoor)	30.4
Walking	35.8	Cycling/biking	26.2	Cycling/biking	28.5
Cycling/biking	27.5	Basketball (outdoor)	23.8	Football (outdoor)	26.3
Touch rugby/football	23.2	Football (outdoor)	21.1	Cricket (outdoor)	22.4
Football (outdoor)	21.5	Rugby	20.9	Fishing (marine/saltwater)	19.5
Cricket (outdoor)	18.5	Netball (indoor)	19.5	Touch rugby/football	17.7
Rugby	18.2	Table tennis	19.5	Rugby	17.6

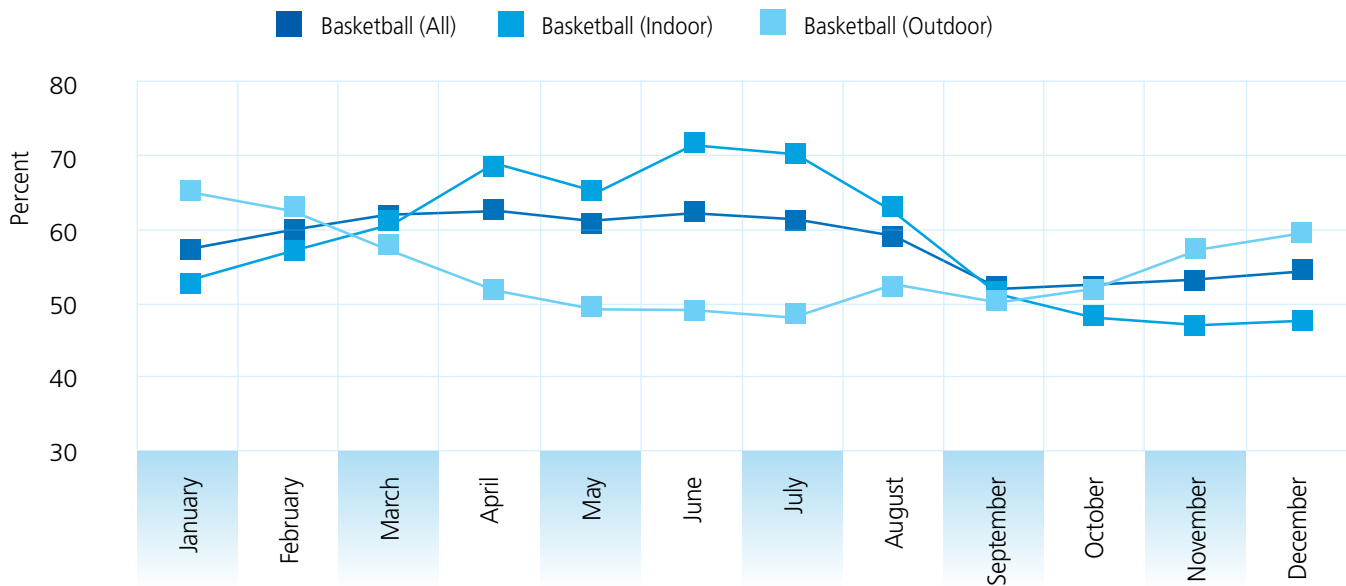
<sup>4</sup> The national average is calculated for all adults, including those who did not take part in any activities.

# Participation Patterns in the Sport

## Seasonal participation

Overall, adults tended to play basketball consistently across the year (see Figure 6). However, the information suggests that higher proportions of indoor basketballers than outdoor basketballers played during the late autumn and winter months of April to August, while higher proportions of outdoor basketballers than indoor basketballers played in the summer months of November to January.

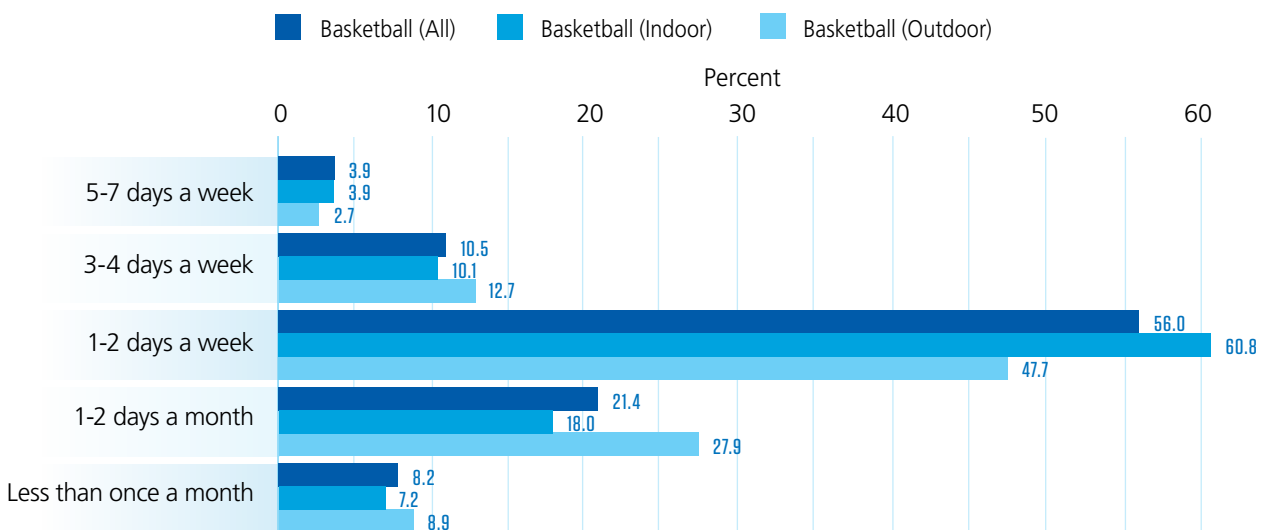
Figure 6: Seasonal participation in basketball



## Frequency of participation

For basketball overall, almost 6 out of 10 participants played on one to two days a week (56.0%) with just over 2 out of 10 (21.4%) playing basketball on one to two days per month (see Figure 7). The following information suggests that a higher proportion of indoor basketballers than outdoor basketballers played on one to two days a week, and that outdoor basketballers had more intermittent participation (36.8% took part on one to two days a month or less often).

Figure 7: Frequency of participation in basketball



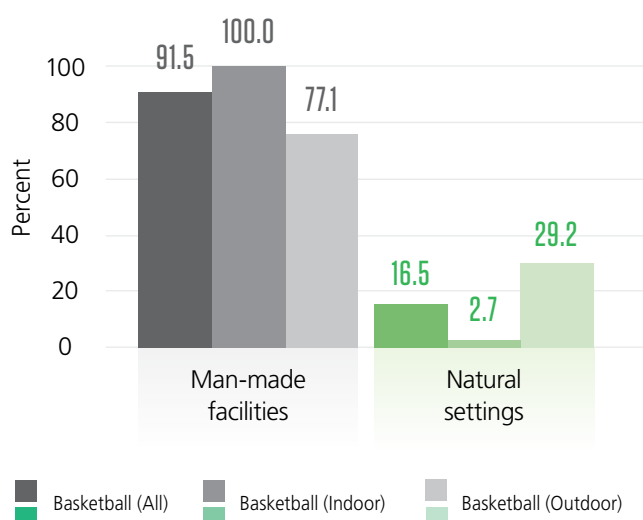
## Location of participation

**Note: The information below should be used with some caution (some sample sizes are small and statistical tests to identify differences have not been calculated).**

Just over 9 out of 10 basketball players overall (91.5%) took part in the sport at one or more man-made facilities, and most commonly at an *indoor sports facility or complex* (47.2%) or an *outdoor sports facility* (35.3%, see Figure 8 and the table below it). Almost 2 out of 10 (16.5%) played basketball in a natural setting, which was *outdoors at a park in a town or city*.

All indoor basketballers (100%) had played at man-made facilities, most commonly at an *indoor sports facility or complex* (67.9%) followed by at an *indoor facility not used mainly for sport or recreation* (21.8%). Almost 8 out of 10 outdoor basketballers (77.1%) played at man-made facilities, most commonly at an *outdoor sports facility* (61.5%) followed by *indoors or outside at a home* (17.8%); 29.2% played in the natural setting of *outdoors at a park in a town or city*.

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



	Basketball (All)	Indoor basketball	Outdoor basketball
<b>Man-made facilities</b>	%	%	%
At an indoor sports facility or complex	47.2	67.9	7.8
At an outdoor sports facility	35.3	7.2	61.5
At an indoor facility not used mainly for sport or recreation	16.4	21.8	4.2
At a gym or fitness centre	10.3	14.1	2.1
Indoors or outside at a home	10.2	2.1	17.8
Indoors or outside at a marae	0.9	1.4	0.0
Outside on a path, cycleway or walkway in a town or city	0.3	0.0	0.6
<b>Natural settings</b>	%	%	%
Outdoors at a park in a town or city	16.5	2.7	29.2

Note: Respondents could provide more than one answer.

# Ways Participants Take Part in the Sport

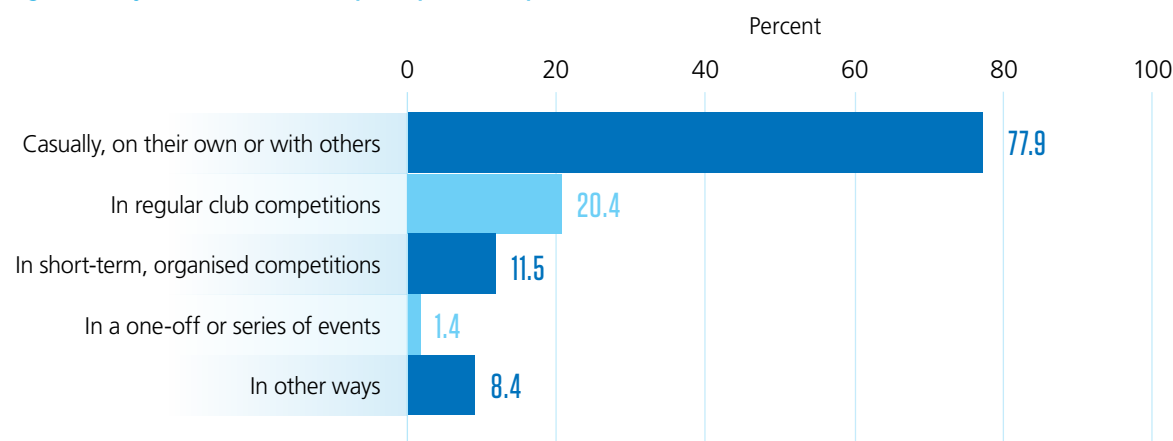
**Note: The information in this section of the report (covering different ways of participation, through to payment types and membership) should be used with some caution (statistical tests to identify differences have not been calculated).**

## Different ways that participants take part

Just under 8 out of 10 basketballers (77.9%) overall played basketball on a *casual basis*, either on their own or with others (see Figure 9). Around 2 out of 10 (20.4%) took part in *regular club competitions*.

The information suggests that a lower proportion of indoor basketballers took part on a *casual basis* (almost 7 out of 10, or 65.4%) than outdoor basketballers (91.2%), while a higher proportion of indoor basketballers (30.3%) than outdoor basketballers (3.2%) took part in *regular club competitions*. Participation on a *casual basis* was the main way of participating for both indoor and outdoor basketballers, although a higher proportion of outdoor basketballers indicated this was their main way of participating (90.4%) than indoor basketballers (56.4%, see the table below Figure 9).

**Figure 9: Ways in which basketball participants take part**



Sub-sports	Indoor basketball		Outdoor basketball	
	All %	Main %	All %	Main %
Casually, on their own or with others	65.4	56.4	91.2	90.4
In regular club competitions	30.3	27.2	3.2	2.4
In short-term, organised competitions	15.2	10.5	3.1	0.4
In a one-off or series of events	1.5	0.4	0.9	0.9
In other ways	9.0	4.2	8.8	6.0

Note: Respondents could provide more than one answer.

## Participation with other participants

Basketballers most commonly played basketball in a *group arranged by the people who took part in the sport* (43.6%, see Table 4). Over 1 in 10 (13.9%) played in a *sports team that was part of a sports club*, while 3 out of 10 basketballers (29.4%) did not play in any sort of organised group.

The following information suggests that similar proportions of indoor and outdoor basketballers played basketball in a *group arranged by the people who took part in the sport*, but that higher proportions of indoor basketballers than outdoor basketballers (19.7% and 5.5%, respectively) played in a *sports team that was part of a sports club*. It also suggests that a higher proportion of outdoor basketballers than indoor basketballers did not play in any sort of organised group (41.1% and 19.0%, respectively).

**Table 4: Participation with other participant groups**

	Basketball (All)	Indoor basketball	Outdoor basketball
	%	%	%
A group arranged by the people who take part in the activity	43.6	45.3	43.8
A sports team that is part of a sports club	13.9	19.7	5.5
Another type of sports team (like a church team)	9.5	9.8	6.1
A work-related sports team	4.6	5.4	2.2
An organised group set up by an organisation (eg, local council)	2.5	3.8	0.0
Other type of group	4.5	4.4	3.1
None	29.4	19.0	41.1

## Payment types

Table 5 shows that basketball players most commonly played basketball for free (70.2%), with almost 2 out of 10 (17.0%) who paid to play on a *per visit, entry or hire* basis. Almost all outdoor basketballers (95.7%) played for free, while almost 5 out of 10 (47.2%) indoor basketballers had done so. Over 2 out of 10 (24.4%) indoor basketballers paid to participate in the sport on a *per visit, entry or hire* basis, while almost 2 out of 10 (15.2%) paid *entry costs for a competition or event as an individual or team member*.

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

	Basketball (All)	Indoor basketball	Outdoor basketball
	%	%	%
Could do the activity without paying – it was free	70.2	47.2	95.7
Paid per visit, entry or hire	17.0	24.4	2.1
Paid entry costs for a competition or event (as an individual or team member)	11.1	15.2	2.4
Paid by way of membership at a sport or physical activity club	9.0	13.8	0.0
Paid by way of membership at a gym, swimming pool or recreation centre	2.7	4.2	0.0
Paid for a concession card	0.0	0.0	0.0
Paid using a community discount card that gives cheaper entry costs	0.0	0.0	0.0
Other payment type	1.1	1.6	0.0

Note: Respondents could provide more than one answer.

## Membership of a club or centre

Over the previous 12 months, basketballers most commonly were not a *member of any club, gym or centre* for the purpose of playing the sport (77.3%, see Table 6). Among those that were a *member of a club, gym or centre*, similar proportions (around 1 in 10 each) were *members of a sport or physical activity club* (11.6%) and/or a *community leisure or recreation centre* (9.0%). The information suggests that a higher proportion of indoor basketballers than outdoor basketballers were a member of some type of *club, gym or centre* to play the sport (30.9% and 10.5%, respectively), and most commonly a *sport or physical activity club* (17.1% and 5.7%, respectively).

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

	Basketball (All)	Indoor basketball	Outdoor basketball
	%	%	%
<b>Member of ANY club/gym/centre</b>	22.7	30.9	10.5
Member of sport or physical activity club	11.6	17.1	5.7
Member of gym or fitness centre	3.1	3.6	1.6
Member of community leisure or recreation centre	9.0	9.8	5.1
Member of other type of club	0.3	0.5	0.0
Not a member of any club/gym/centre	77.3	69.1	89.5

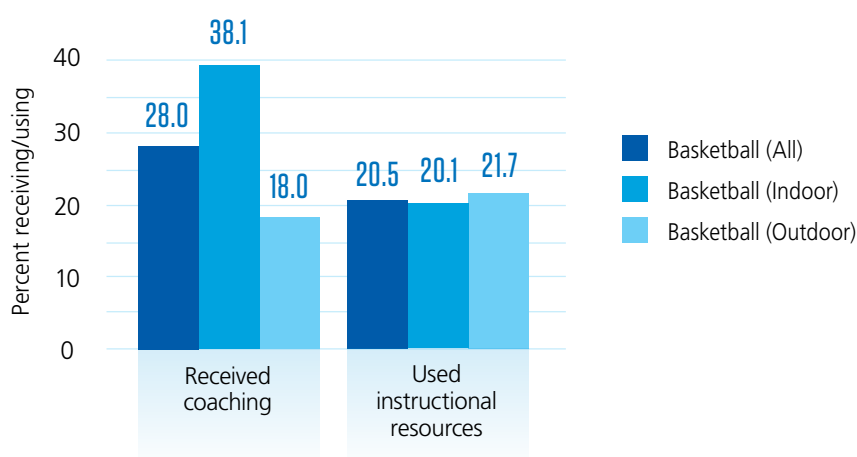
Note: Respondents could report being a member of each of the four types of club.

## Coaching and use of instructional resources

Figure 10 shows that just under 3 out of 10 basketball players (28.0%) received instruction or coaching for the sport to help improve their performance in the past 12 months, while 2 out of 10 basketballers (20.5%) used instructional resources (online or other books or videos).

The following information suggests that similar proportions (around 2 out of 10 each) of indoor and outdoor basketballers used instructional resources. Meanwhile, a higher proportion of indoor basketballers (38.1%) than outdoor basketballers (18.0%) received instruction or coaching.

Figure 10: Receipt of coaching and use of instructional resources by basketball players



# Motivations for and Barriers to Participation

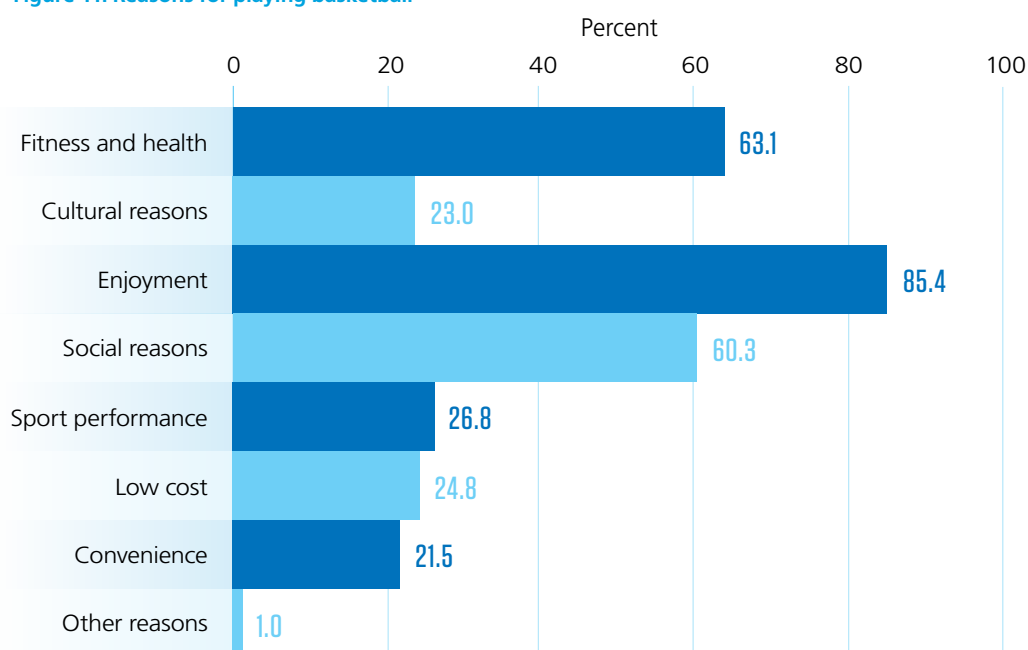
## Reasons for taking part

**Note: The information below should be used with some caution (statistical tests to identify differences have not been calculated).**

Almost 9 out of 10 basketball players (85.4%) took part in the sport for the enjoyment or fun of it, followed by similar proportions (around 6 out of 10 each) participating for fitness and health reasons (63.1%) and/or social reasons such as to meet with friends or be part of a club (60.3%, see Figure 11).

The reasons for participation were broadly similar for both indoor and outdoor basketballers, except that a higher proportion of indoor basketballers participated for sports performance reasons (36.2%) than outdoor basketballers (13.0%, see table below Figure 11).

Figure 11: Reasons for playing basketball



Note: Respondents could provide more than one answer.

Sub-sports	Indoor basketball	Outdoor basketball
	%	%
Fitness and health	64.9	58.2
Cultural reasons	17.1	26.0
Enjoyment	84.0	81.6
Social reasons	62.6	52.6
Sport performance	36.2	13.0
Low cost	20.6	27.2
Convenience	17.2	24.6
Other reasons	1.5	0.0

Notes: Respondents could provide more than one answer. See Appendix 1 for more detail about what each group of reasons encompasses.

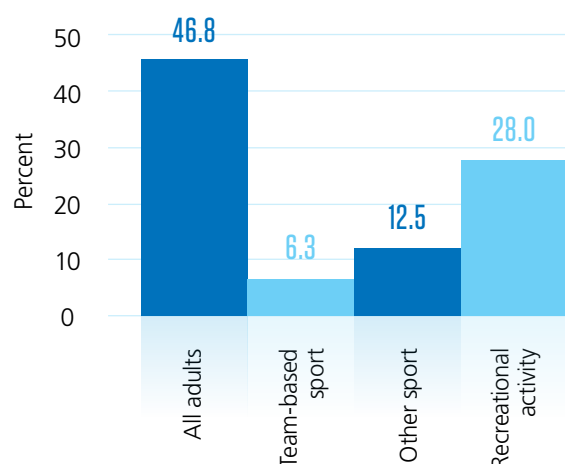




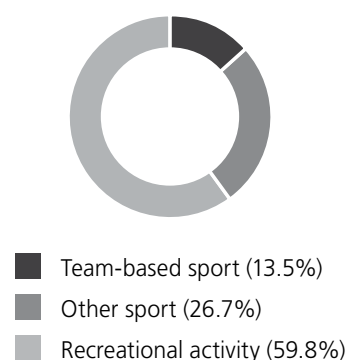
## Interest in trying new activities and barriers to trying

Figure 12 shows that, among all adults, almost 5 out of 10 (46.8%) want to try a new sport or activity. Most commonly this includes just under 3 out of 10 (28.0%) that want to try a new recreational activity. Almost 1 in 10 (6.3%) want to try a team-based sport (including basketball, but also see below for how activities have been grouped) and just over 1 in 10 (12.5%) want 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 team-based sport (including basketball) were a lack of time, identified by over 5 out of 10 adults (54.8%), followed by similar proportions identifying barriers such as poor health/disability/injury (13.6%), not knowing where to go or who to contact to do the sport (10.5%) and/or not having anyone to do the sport with (10.5%, see Table 7).

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

**Table 7: Barriers to trying team-based sports**

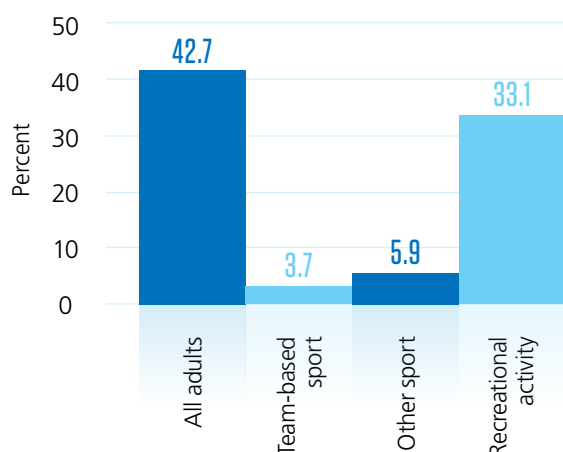
All adults who would most like to try a new team-based sport	
	%
Lack of time	54.8
Poor health/disability/injury	13.6
Don't know where to go or who to contact to do the activity	10.5
Don't have anyone to do the activity with	10.5
Too costly/can't afford it	8.4
I already do a lot of sport and recreation activities	8.0
Having to commit to playing for a whole season/programme	6.4

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

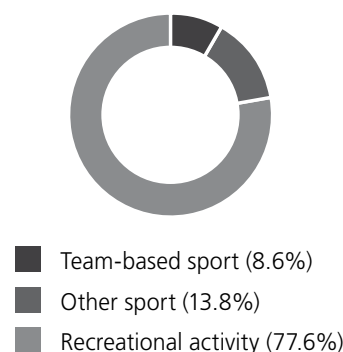
## Interest in doing more of existing activities and barriers to doing more

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 (including basketball) 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 barrier to participants doing more of an existing team-based sport was a lack of time, identified by almost 7 out of 10 participants (65.7%), followed by 1 in 10 (9.3%) indicating they did not have anyone to do the sport with (see Table 8).

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.

**Table 8: Barriers to doing more team-based sports**

Participants who would like to do more of a team-based sport	
	%
Lack of time	65.7
Don't have anyone to do the activity with	9.3
Access	7.3
I already do a lot of sport and recreation activities	6.6
Too costly/can't afford it	5.2

**Notes:**

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

Respondents could provide more than one answer.

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

Figure 16 presents insights into participation trends in basketball (both indoor and outdoor) 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, there has been a decrease in participation among all adults, by 1.9 percentage points, between 1997/98 and 2013/14. This downward trend has occurred among both men and women basketball participants.

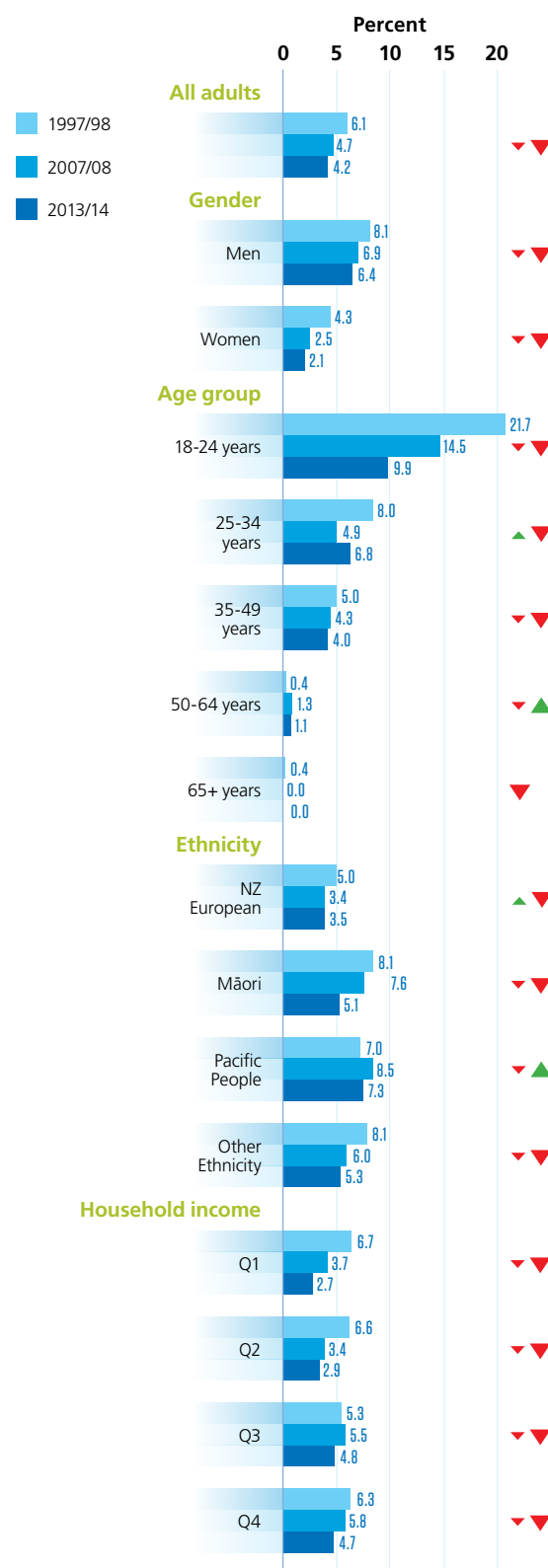
Trends in participation are mixed for different age groups and for different ethnic groups. Participation was slightly higher in 2013/14 than in 1997/98 among 50 to 64 year-olds, and among Pacific people. Most other age and ethnic groups have experienced a decrease in participation between 1997/98 and 2013/14, with the largest decrease (by 11.8 percentage points) being among young adults aged 18 to 24 years.

Basketball participation rates across all household income groups are consistently lower in 2013/14 than in 1997/98.

**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: Basketball (Indoor and Outdoor combined)



# 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/)



**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