

**ACTIVE NEW ZEALAND  
SURVEY SERIES**

Te Rangahau Korikori o Aotearoa

**Sport & Active  
Recreation Profile**

# EQUESTRIAN & HORSE-RIDING

**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 equestrian sports and horse-riding ('equestrian/horse-riding') 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.

## 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: Trend information is not available for equestrian/horse-riding due to insufficient data being available for analysis from one or both of 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: Equestrian & Horse Riding – 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, 180 reported participating in equestrian sports or horse-riding at least once during the 12 months preceding the interview. The numbers of equestrian/horse-riders 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 equestrian sports or horse-riding in relation to the content of this profile report.

**Table 1: Unweighted survey bases of adults who participated in equestrian/horse-riding**

Survey base	Number	Report content
<b>Main Survey</b> All participants	180	Participation levels Demographic profile Participation in other sport and recreation activities Seasonal participation Frequency of participation
<b>Main Survey</b> Participants (over a month)	135	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)	127	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.

## A Quick look at Participants

### Who

- Compared with all adults, more women and those of New Zealand European ethnicity only, and fewer older adults (ie, those aged 70 years or over) and those of Asian or Pacific only ethnicity participated in equestrian/horse-riding.
- Around half of equestrian/horse-riders took up the activity as adults, either between the ages of 18 and 34 (25.3%) or when aged over 35 years (26.0%).
- Equestrian/horse-riders took part in many activities (6.5 on average), with the most common being walking, swimming and fishing (marine/saltwater).

### When

- Participants most commonly participated in the sport less than once a month (26.2%), with similar proportions participating on one to two days a month (20.8%) or on one to two days a week (20.4%).
- November to February were the most popular months for equestrian/horse-riding.

### Where

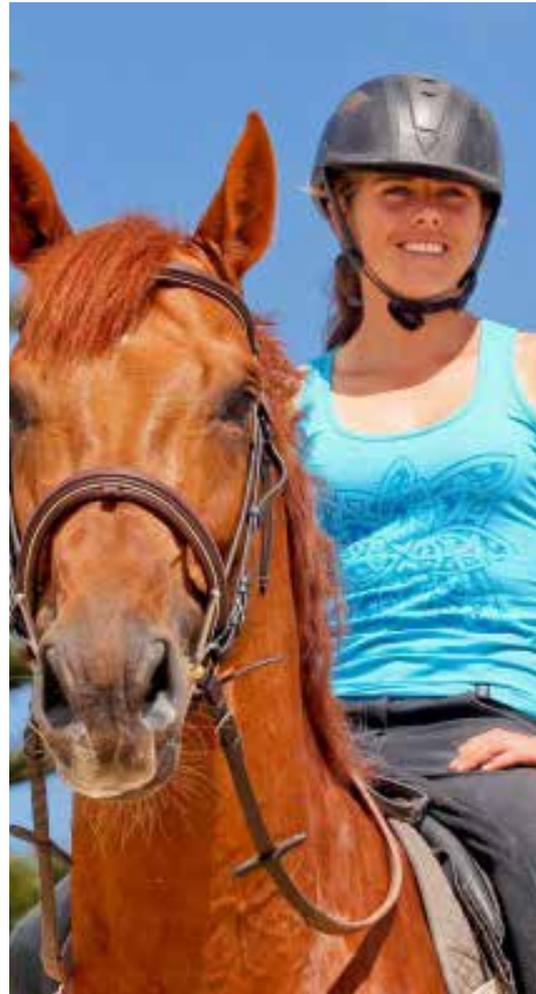
- Over 9 out of 10 (94.1%) went riding in natural settings, most commonly *in the countryside or over farmland* (83.0%); 28.9% participated in/on one or more man-made facilities, most commonly *indoors or outside at a home* (17.0%) or at an *outdoor sports facility* (16.3%).
- Over three-quarters of equestrian/horse-riders (77.1%) were not a *member of any type of club, gym or centre* for the purpose of taking part in their sport over the last 12 months.

### How

- Almost all equestrian/horse-riders (98.4%) took part in equestrian/horse-riding on a *casual basis, either on their own or with others*.
- Around 7 out of 10 (70.7%) equestrian/horse-riders went riding for free, with 21.6% participating on a *pay per visit, entry or hire basis*.

### Why

- Adult equestrian/horse-riding participants took part in their sport primarily for enjoyment or the fun of it (91.6%), followed by 47.4% participating for fitness and health reasons.



# Findings

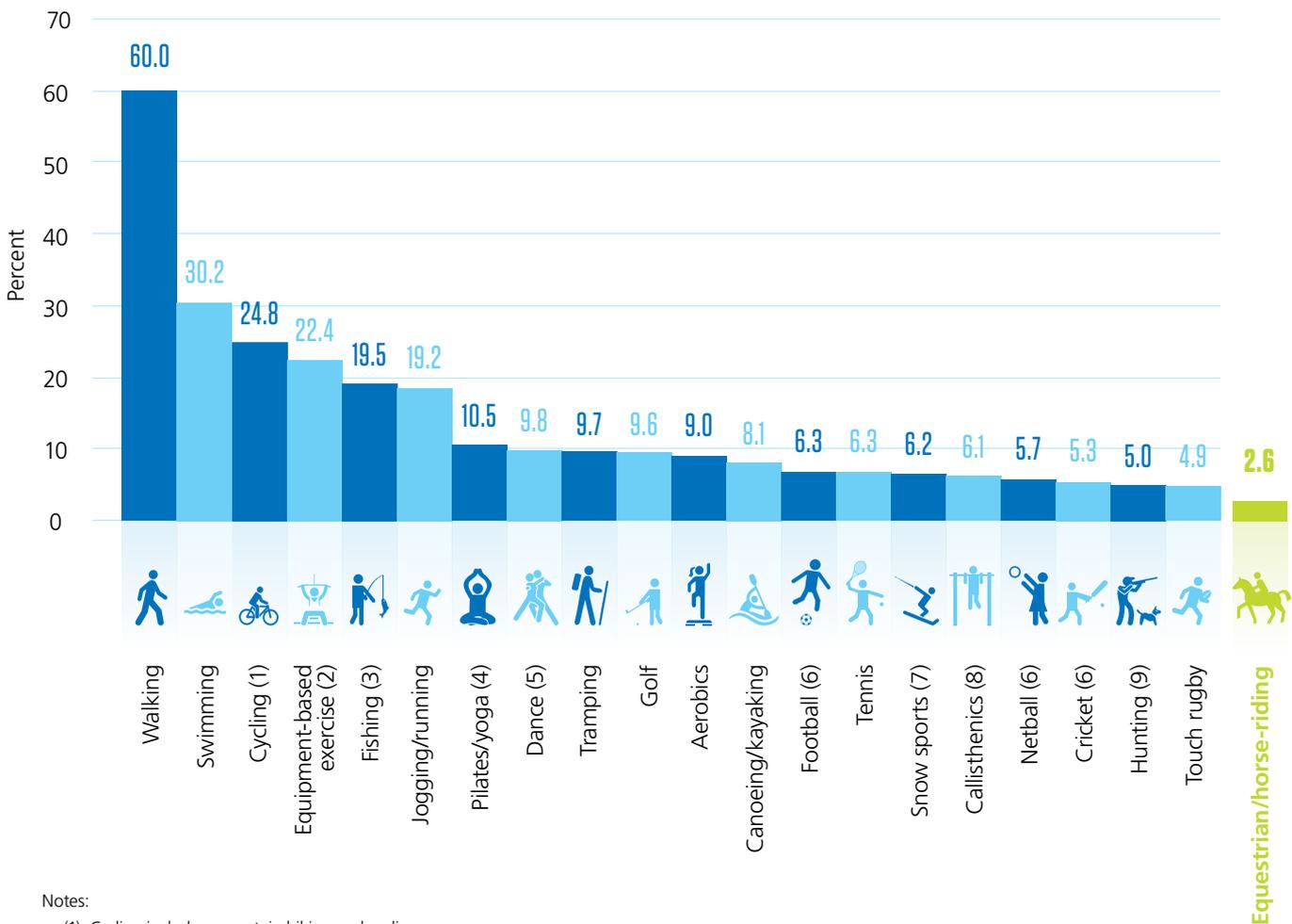
## Participation levels

### 2013/14 participation levels

Over 12 months, fewer than 1 in 10 (2.6%) of all New Zealand adults aged 16 years and over (around 86,000 people) participated in equestrian sports or horse-riding at least once. Among the various sport and recreation activities, equestrian/horse-riding had the 38th highest participation rate.

Figure 1 presents the 20 sport and recreation activities with the highest participation levels, plus equestrian/horse-riding, among all New Zealand adults.<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 equestrian/horse-riding. For example, among all women in New Zealand, 3.5% participated in equestrian/horse-riding at least once over 12 months.

Higher proportions of adults living in rural areas participated in equestrian/horse-riding.

Relatively large numbers of equestrian/horse-riders were women, of New Zealand European ethnicity only, lived in areas of lower deprivation, and worked (either full-time or part-time).



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

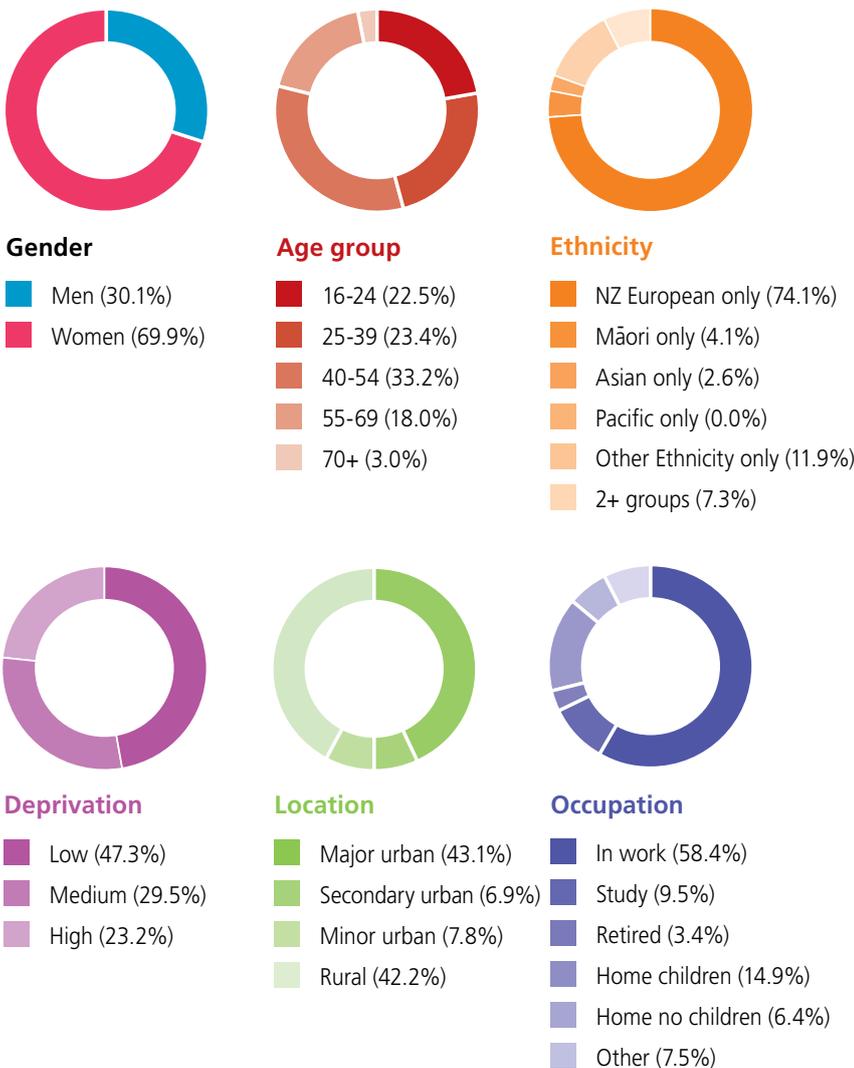
Equestrian/horse-riders		
	%	Estimated number
All adults (age 16+)	2.6	86,000
<b>Gender</b>		
Men	1.6	26,000
Women	3.5	60,000
<b>Age (years)</b>		
16-24	3.7	19,000
25-39	2.6	20,000
40-54	3.1	29,000
55-69	2.2	15,000
70+	0.7	3,000
<b>Ethnicity</b>		
NZ European only	3.0	64,000
Māori only	2.0	3,000
Asian only	0.7	2,000
Pacific only	0.0	0
Other Ethnicity only	4.1	10,000
Two or more ethnic groups	2.4	6,000
<b>Deprivation</b>		
Low	3.8	41,000
Medium	2.3	25,000
High	1.8	20,000
<b>Location<sup>a</sup></b>		
Major urban	1.6	37,000
Secondary urban	2.4	6,000
Minor urban	2.5	7,000
Rural	7.6	36,000
<b>Occupation</b>		
Full-time or part-time work	2.8	50,000
Studying	3.0	8,000
Retired	0.6	3,000
At home looking after children	3.7	13,000
At home not looking after children	3.4	5,000
Other	2.9	6,000

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

Figure 2 presents demographic information about equestrian/horse-riders, while the table to the right presents demographic information for all New Zealand adults. For example, among all people who participated in equestrian/horse-riding 69.9% were women, while 52.0% of all New Zealand adults (aged 16 years or over) are women. Compared with all New Zealand adults<sup>3</sup>, the profile of equestrian/horse-riders has:

- more women and fewer men
- fewer older adults (ie, aged 70 years or older)
- more of New Zealand European ethnicity only, and fewer of Asian or Pacific only ethnicity
- more living in areas of low deprivation
- fewer living in major urban areas and more living in rural areas
- fewer retired people.

Figure 2: Demographic profile of adults who participated in equestrian/horse-riding



All NZ Adults (age 16+)	
<b>Gender</b>	<b>%</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

Over 7 out of 10 (74.5%) of those participating in equestrian/horse-riding in the past 12 months have been doing so for a year or longer, while 1 in 10 (10.0%) started for the first time in the last year, and 15.4% re-started after not participating in equestrian/horse-riding for a year or more (see Figure 3).

Similar proportions, just over 3 out of 10 each, have taken part in the sport for five years or less (31.6%) or for over 25 years (33.0%, see Figure 4).

Figure 3: Take-up of equestrian/horse-riding in the past 12 months

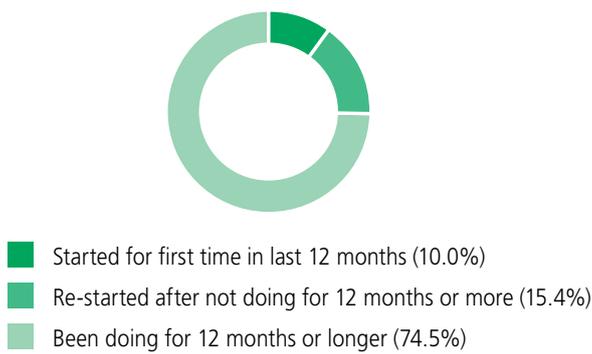


Figure 4: Length of time taken part in sport

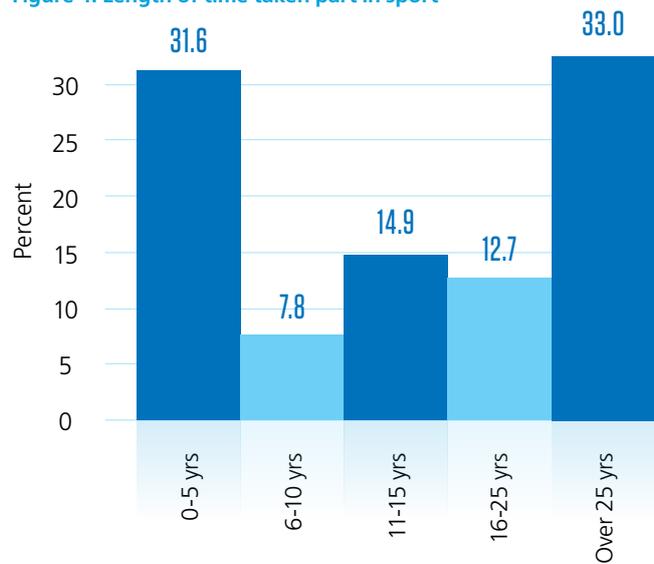
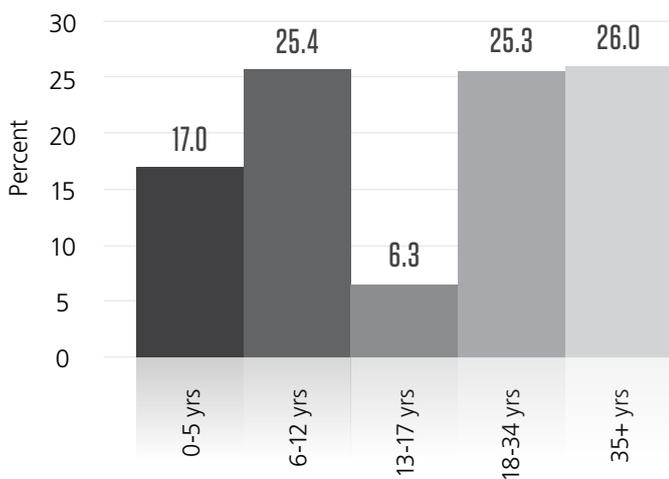


Figure 5 shows the estimated age at which equestrian/horse-riders started in the sport. Similar proportions, almost 3 out of 10 each, started between the ages of 6 and 12 (25.4%), between 18 and 34 (25.3%) or when over 35 years old (26.0%).

Figure 5: Estimated starting age of those participating in equestrian/horse-riding



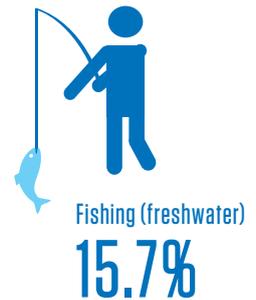
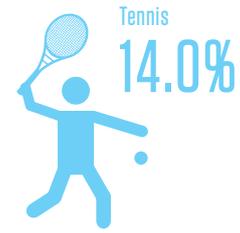
## Participation in other sport and recreation activities

On average, adults who had participated in equestrian/horse-riding at least once over 12 months took part in 6.5 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 equestrian/horse-riders, and the proportion of equestrian/horse-riders that took part in them. Almost 6 out of 10 equestrian/horse-riders (55.6%) took part in walking, followed by swimming (47.1%) and fishing (marine/saltwater) (34.9%).

**Table 3: Ten most common other sport and active recreation activities that equestrian/horse-riders took part in at least once over 12 months**

Equestrian/horse-riders	
	%
Walking	55.6
Swimming	47.1
Fishing (marine/saltwater)	34.9
Cycling/biking	28.7
Tramping	27.8
Jogging/running	25.5
Canoeing/kayaking	17.5
Fishing (freshwater)	15.7
Hunting	15.5
Tennis	14.0



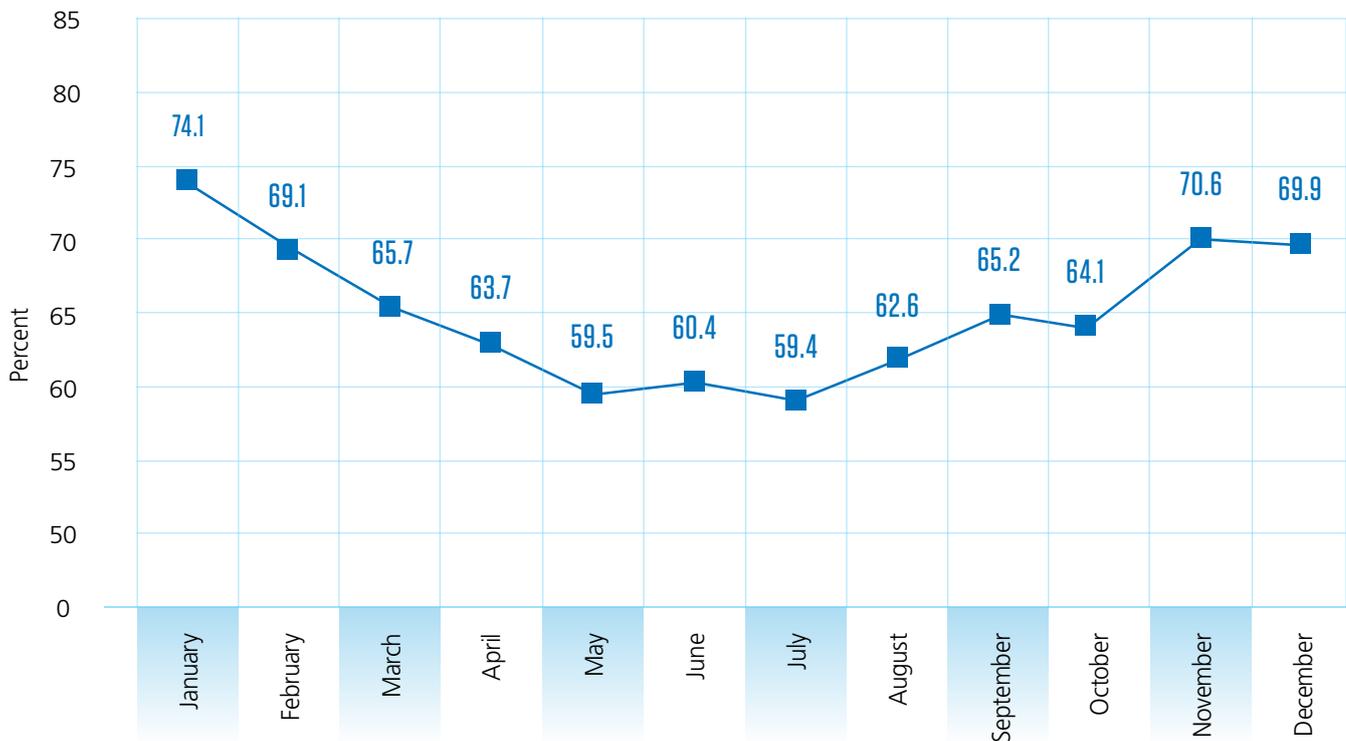
<sup>4</sup> The national average is calculated for all adults, including those who did not take part in any activities.

# Participation Patterns in the Sport

## Seasonal participation

Overall, equestrian/horse-riders most commonly participated during the months of November to February (see Figure 6). Participation tended to be lower during the winter months of May to July.

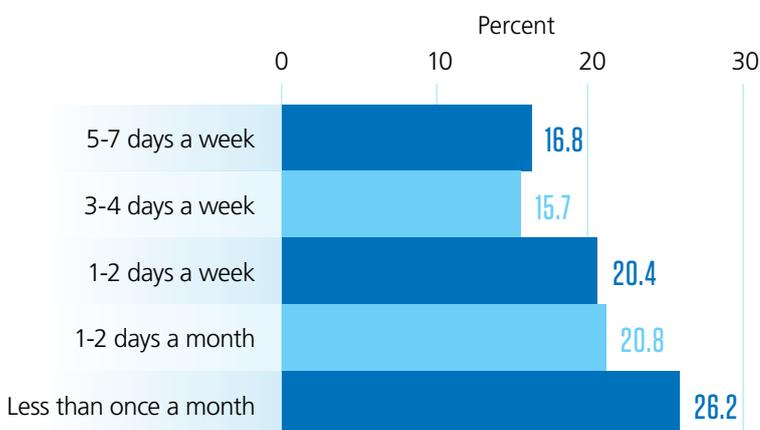
Figure 6: Seasonal participation in equestrian/horse-riding



## Frequency of participation

Equestrian/horse-riders most commonly participated in the sport less than once a month (26.2%), with similar proportions, 2 out of 10 each, participating in the sport on one to two days a month (20.8%) or on one to two days a week (20.4%, see Figure 7).

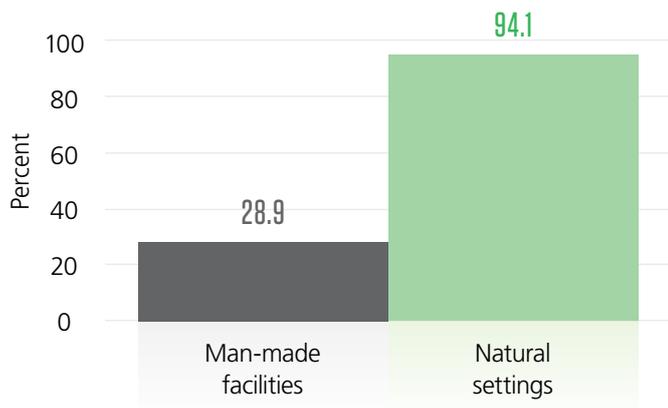
Figure 7: Frequency of participation in equestrian/horse-riding



## Location of participation

Over 9 out of 10 of equestrian/horse-riders (94.1%) took part in the sport in natural settings. The most common locations were *in the countryside or over farmland* (83.0%), followed by *at a beach or by the sea* (29.6%) and *in the bush or a forest* (28.9%). Just under 3 out of 10 (28.9%) participated in/at one or more man-made facilities, most commonly *indoors or outside at a home* (17.0%) or at an *outdoor sports facility* (16.3%, see Figure 8 and the table beside it).

**Figure 8: Type of location in which adults participate in equestrian/horse-riding**



Equestrian/horse-riders	
<b>Man-made facilities</b>	<b>%</b>
Indoors or outside at a home	17.0
At an outdoor sports facility	16.3
At an indoor sports facility or complex	5.9
Outside on a path, cycleway or walkway in a town or city	3.7
At an indoor facility not used mainly for sport or recreation	1.5
<b>Natural settings</b>	<b>%</b>
In the countryside or over farmland	83.0
At a beach or by the sea	29.6
In the bush or a forest	28.9
By a river	11.9
Outdoors at a park in a town or city	8.1
On an off-road bike trail or walking track	8.1
On or in a river	6.7
By a lake	5.9
In or on the sea	5.2
On or in a lake	0.7

Note: Respondents could provide more than one answer.

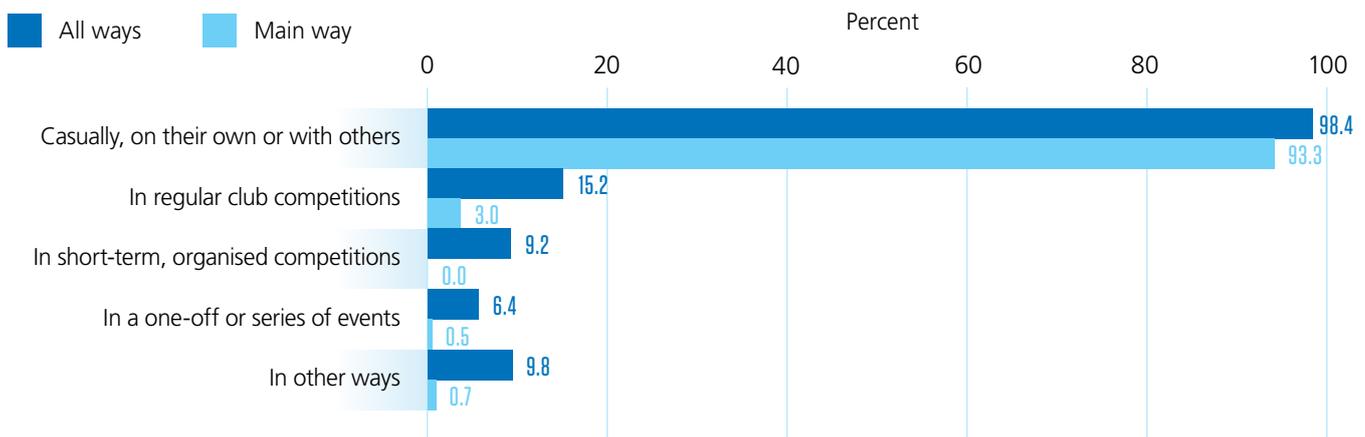


# Ways Participants Take Part in the Sport

## Different ways that participants take part

Almost all equestrian/horse-riders (98.4%) participated on a *casual basis, either on their own or with others*, and this was also the main way they participated (93.3%, see Figure 9). Almost 2 out of 10 (15.2%) had taken part in *regular club competitions*, and 1 in 10 (9.2%) had taken part in *short-term, organised competitions*.

Figure 9: Ways in which equestrian/horse-riding participants take part



Note: Respondents could provide more than one answer.

## Participation with other participants

Equestrian/horse-riders most commonly did not participate in the sport in any organised group (58.5%, see Table 4). When they did so, this was most commonly *arranged by the people who took part in the sport* (35.3%).

Table 4: Participation with other participant groups

Equestrian/horse-riders	
	%
A group arranged by the people who take part in the activity	35.3
Other type of group	3.7
A sports team that is part of a sports club	3.0
An organised group set up by an organisation (eg, local council)	2.1
Another type of sports team (like a church team)	0.3
None	58.5

Note: Respondents could provide more than one answer.

## Payment types

Table 5 shows equestrian/horse-riders most commonly participated in the sport for free (70.7%), followed by just over 2 out of 10 (21.6%) participating on a payment *per visit, entry or hire basis*.

**Table 5: Payment types when taking part in equestrian/horse-riding**

Equestrian/horse-riders	
	%
Could do the activity without paying – it was free	70.7
Paid per visit, entry or hire	21.6
Paid by way of membership at a sport or physical activity club	13.9
Paid entry costs for a competition or event (as an individual or team member)	13.3
Paid by way of membership at a gym, swimming pool or recreation centre	1.0
Paid for a concession card	0.9
Paid using a community discount card that gives cheaper entry costs	0.0
Other payment type	1.9

Note: Respondents could provide more than one answer.

## Membership of a club or centre

Over the previous 12 months, equestrian/horse-riders were most commonly not a member of any club, gym or centre for the purpose of doing the sport (77.1%, see Table 6). Over 2 out of 10 (22.9%) were members of a sport or physical activity club.

**Table 6: Membership of a club, gym or centre to take part in equestrian/horse-riding**

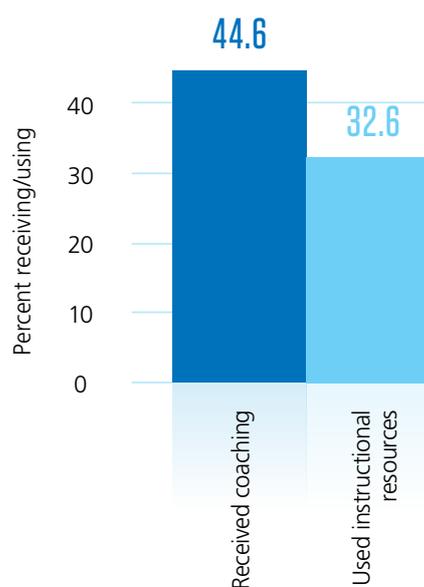
Equestrian/horse-riders	
	%
<b>Member of ANY club/gym/centre</b>	22.9
Member of sport or physical activity club	22.9
Member of community leisure or recreation centre	0.9
Member of gym or fitness centre	0.0
Member of other type of club	0.0
Not a member of any club/gym/centre	77.1

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 over 4 out of 10 equestrian/horse-riders (44.6%) received coaching for the sport in the past 12 months to help improve their performance, and over 3 out of 10 (32.6%) used instructional resources (online or other books or videos).

**Figure 10: Receipt of coaching and use of instructional resources by equestrian/horse-riding participants**

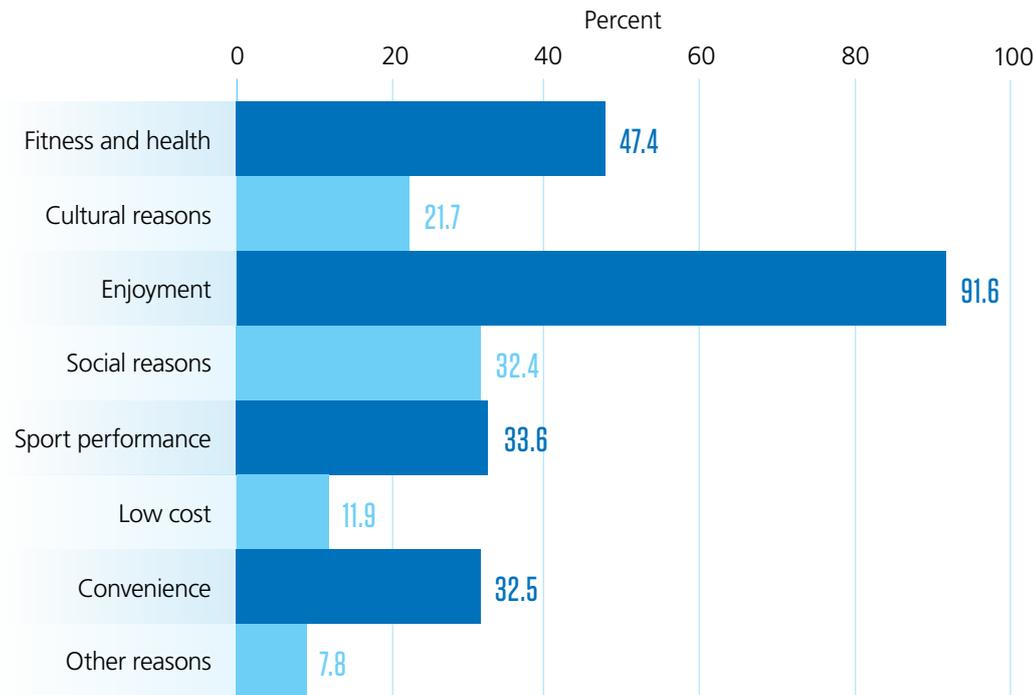


# Motivations for and Barriers to Participation

## Reasons for taking part

Just over 9 out of 10 equestrian/horse-riders (91.6%) participated in the sport for the enjoyment or the fun of it, followed by almost 5 out of 10 (47.4%) participating for fitness and health reasons (see Figure 11). Similar proportions of equestrian/horse-riders (over 3 out of 10 each) identified that they participated in equestrian/horse-riding for sport performance reasons, social reasons and the convenience.

Figure 11: Reasons for participating in equestrian/horse-riding



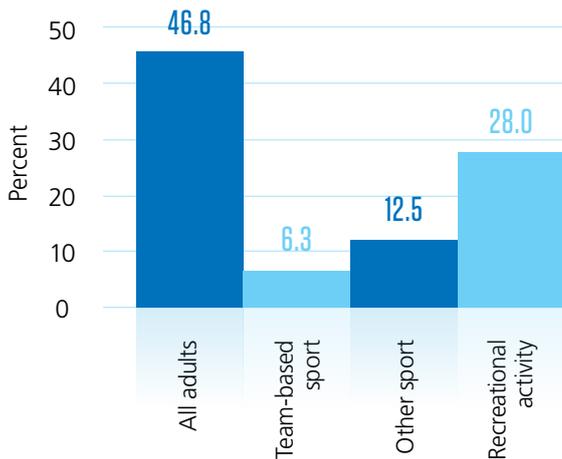
Note: Respondents could provide more than one answer.



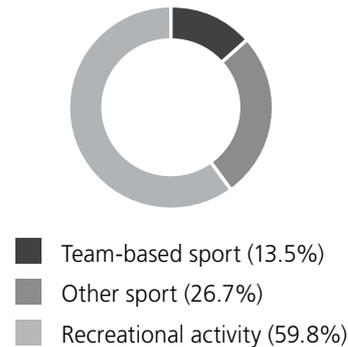
## Interest in trying new activities and barriers to trying

Figure 12 shows that, among all adults, almost 5 out of 10 (46.8%) want to try a new sport or activity. Most commonly this includes just under 3 out of 10 (28.0%) who want to try a new recreational activity (including equestrian/horse-riding, but also see below for how activities have been grouped). Almost 1 in 10 (6.3%) want to try a team-based sport and 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 recreational activity (including equestrian/horse-riding) 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.

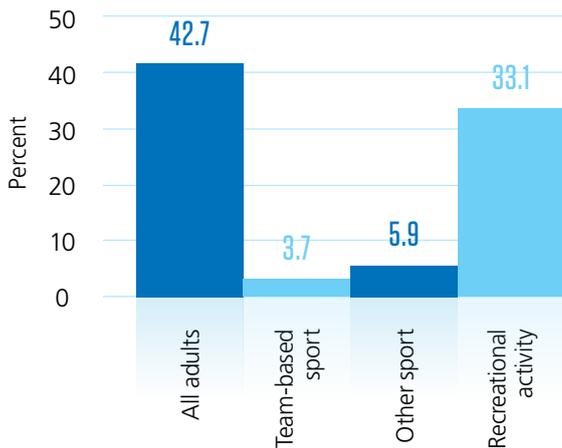
Respondents could provide more than one answer.

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.

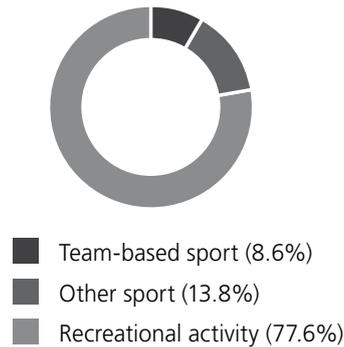
## Interest in doing more of existing activities and barriers to doing more

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%) who 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 equestrian/horse-riding) 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 (66.3%) adults, 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.

# 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**.

## 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.

### 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/)

### 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



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