

**ACTIVE NEW ZEALAND
SURVEY SERIES**

Te Rangahau Korikori o Aotearoa

**Sport & Active
Recreation Profile**

FOOTBALL

**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 football ('football' 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 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.

Definition of Football

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

¹ 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: Football – 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, 318 reported participating in football (indoor and/or outdoor) at least once during the 12 months preceding the interview. The numbers of football 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 participated in football

Survey base	Football	Indoor football	Outdoor football	Report content
Main Survey All participants	318	73	280	Participation levels Demographic profile Participation in other sport and recreation activities Seasonal participation Frequency of participation
Main Survey Participants (over a month)	298	70	260	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)	286	65	252	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, younger adults (ie, those aged 16 to 39 years) and those of Asian or Other Ethnicity only, and fewer New Zealand European or Māori only ethnicity, played football.
- Over 4 out of 10 football players (43%) took up the activity when aged under 13 years.
- Football players took part in many activities (7.3 on average), with the most common being outdoor football, jogging/running, walking and swimming.

When

- Almost two-thirds of football players (65%) took part in the sport on one to two days a week.
- May through August were the most popular months for football, although indoor footballers tended to continue playing longer, peaking in August and with higher proportions tending to play during the months of September through November.

Where

- Three-quarters of participants (74%) played football at one or more man-made facilities (and most commonly at an *outdoor sports facility*, 54%); 42% played in natural settings, most commonly *outdoors at a park in a town or city* (40%).
- Half of all football players (49%) were a *member of some type of club*, gym or centre for the purpose of playing the sport over the last 12 months.

How

- Around half of all footballers played on a *casual basis* (49%) and took part in *regular club competitions* (48%); 22% of indoor footballers played in *short-term organised competitions* compared with 10% of outdoor footballers.



- Football players most commonly played for free (49%), with 30% paying to participate in the sport *by way of membership at a sport or physical activity club*. Indoor footballers appear less likely to have played for free or paid *by way of membership at a sport or physical activity club* (25% and 14%, respectively), and more likely to have paid *entry costs for a competition or event as an individual or team member* (26%) or paid on a *per visit, entry or hire basis* (33%).

Why

- Adults played football primarily for enjoyment or the fun of it (87%), followed by social reasons (68%) and fitness and health reasons (65%).

Findings

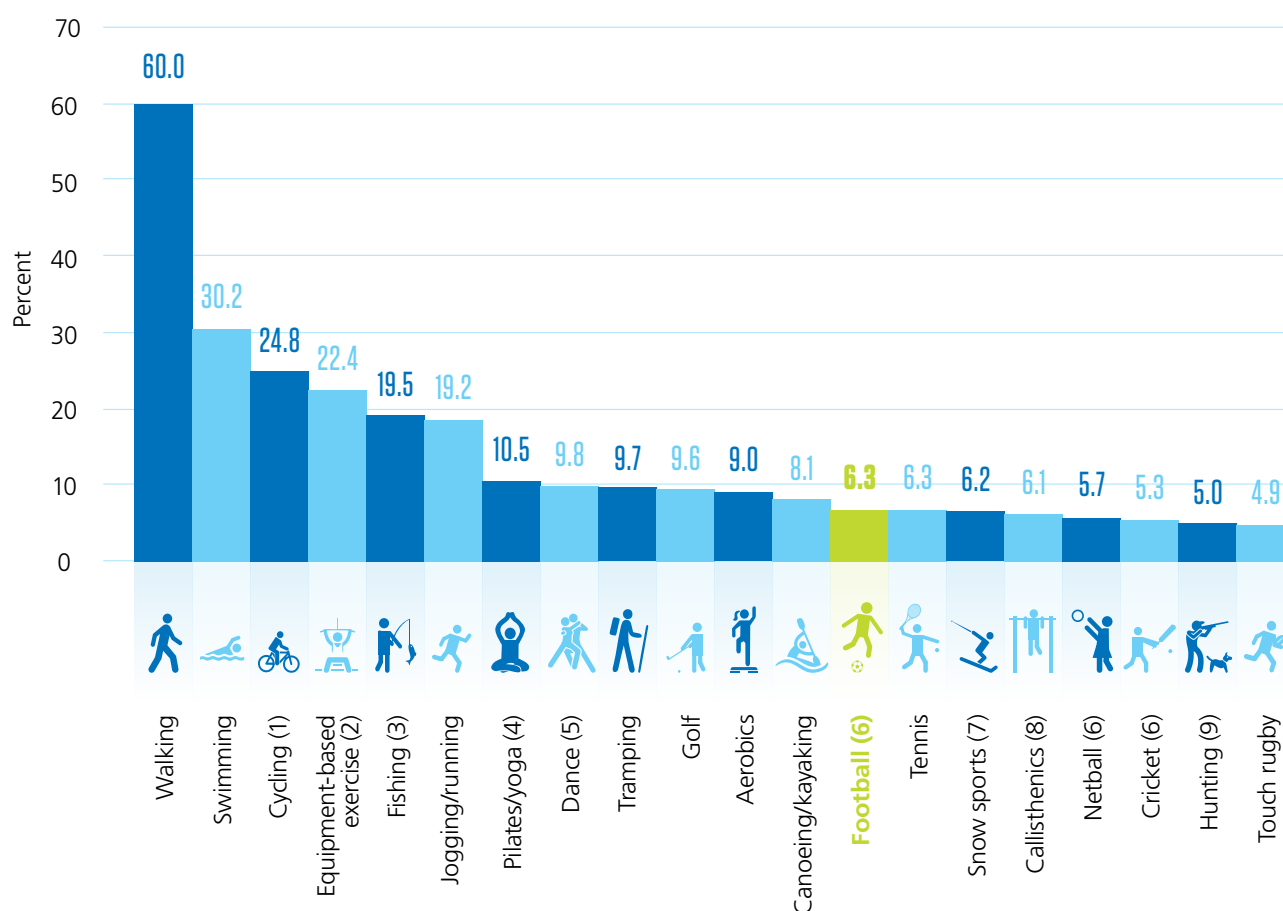
Participation levels

2013/14 participation levels

Over 12 months, almost 1 in 10 (6.3%) of all New Zealand adults aged 16 years and over (around 209,000 people) played football at least once in the past 12 months. This includes 1.5% (around 49,000) that played indoor football, and 5.6% (around 185,000) that played outdoor football. Very few adults (0.7% or around 24,000) played both indoor football and outdoor football in the past 12 months. Among the various sport and recreation activities, football had the 13th highest participation rate.

Figure 1 presents 20 sport and recreation activities with the highest participation levels among all New Zealand adults².

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



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

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 football. For example, among all men in New Zealand, 1 in 10 (10.5%) played football at least once over 12 months.

Higher proportions of men, adults aged 16 to 24, Asian or Other Ethnicity only, and those that study played football, while lower proportions of older age groups (55 years and over) and those that are retired played football.

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

	Football (All)		Indoor football*		Outdoor football	
	%	Estimated number	%	Estimated number	%	Estimated number
All adults (age 16+)	6.3	209,000	1.5	49,000	5.6	185,000
Gender						
Male	10.5	167,000	2.6	42,000	9.3	148,000
Female	2.4	42,000	0.4	7,000	2.2	37,000
Age group						
16-24 years	14.3	75,000	3.2	17,000	13.0	69,000
25-39 years	9.2	72,000	3.1	25,000	7.4	58,000
40-54 years	5.7	52,000	0.7	6,000	5.3	48,000
55-69 years	1.3	9,000	0.1	1,000	1.3	9,000
70+ years	0.2	1,000	0.0	0	0.2	1,000
Ethnicity						
NZ European	5.3	115,000	1.3	27,000	4.7	101,000
Māori	2.6	5,000	0.7	1,000	2.4	4,000
Asian	10.6	35,000	3.0	10,000	8.9	30,000
Pacific	8.6	12,000	0.8	1,000	8.2	12,000
Other Ethnicity	12.1	30,000	2.9	7,000	11.0	27,000
Two or more ethnic groups	4.7	13,000	0.7	2,000	4.2	11,000
Deprivation						
Low	7.0	75,000	1.6	17,000	6.0	65,000
Medium	5.8	66,000	1.4	16,000	5.1	57,000
High	6.2	69,000	1.4	16,000	5.6	63,000
Location^a						
Major urban	7.6	177,000	1.7	40,000	6.9	160,000
Secondary urban	4.3	10,000	0.9	2,000	3.7	9,000
Minor urban	2.9	8,000	0.9	3,000	2.0	5,000
Rural	2.9	14,000	0.9	4,000	2.2	11,000
Occupation						
Full-time or part-time work	7.1	128,000	1.9	34,000	6.0	108,000
Studying	17.4	48,000	3.7	10,000	16.5	45,000
Retired	0.3	2,000	0.2	1,000	0.3	2,000
At home looking after children	2.6	9,000	0.1	<500	2.5	9,000
At home not looking after children	2.9	5,000	0.0	0	2.9	5,000
Other	8.2	18,000	1.5	3,000	7.3	16,000

^a See Appendix 1 for more information.

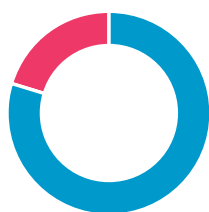


Figure 2 (over page) presents demographic information about adults who participated in football, while the table beside that presents demographic information for indoor footballers and outdoor footballers specifically, and for all New Zealand adults. For example, among all people who participated in football, 79.9% were men (see figure); however, 86.2% of those who participated in indoor football 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 adults³, the profile of football participants overall has:

- more men and fewer women
- more younger adults (ie, aged 16 to 39 years) and fewer older adults (ie, aged 55 years or older)
- fewer New Zealand European and Māori only, and more Asian and Other Ethnicity only ethnic groups
- a similar socioeconomic background split
- more who live in major urban areas, and fewer who live in small urban or rural areas
- more students, and fewer retired people or those at home with or without children.

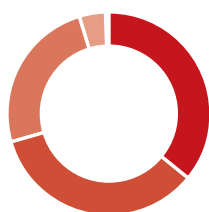
³ Confidence intervals (at the 95% level) have been used to indicate if significant differences exist between sport participants and all adults.

Figure 2: Demographic profile of adults who played football



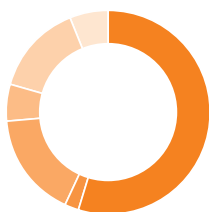
Gender

- Men (79.9%)
- Women (20.1%)



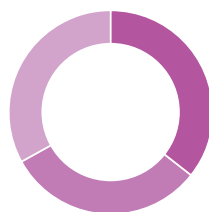
Age group

- 16-24 (36.0%)
- 25-39 (34.6%)
- 40-54 (24.8%)
- 55-69 (4.2%)
- 70+ (0.4%)



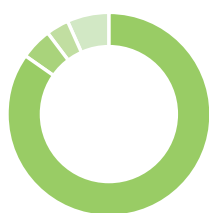
Ethnicity

- NZ European (54.9%)
- Māori (2.2%)
- Asian (16.7%)
- Pacific (5.8%)
- Other Ethnicity (14.4%)
- 2+ groups (6.1%)



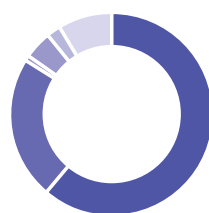
Deprivation

- Low (35.7%)
- Medium (31.3%)
- High (33.0%)



Location

- Major urban (84.8%)
- Secondary urban (5.0%)
- Minor urban (3.7%)
- Rural (6.5%)



Occupation

- In work (61.2%)
- Study (22.8%)
- Retired (0.8%)
- Home children (4.3%)
- Home no children (2.2%)
- Other (8.6%)

	Indoor football*	Outdoor football	All of New Zealand
	%	%	%
Gender			
Male	86.2	79.9	48.0
Female	13.8	20.1	52.0
Age group			
16-24 years	34.5	37.2	15.9
25-39 years	50.8	31.5	23.8
40-54 years	12.9	26.1	27.6
55-69 years	1.9	4.8	20.9
70+ years	0.0	0.4	11.8
Ethnicity			
NZ European	55.6	54.6	64.8
Māori	2.6	2.3	5.3
Asian	20.7	16.0	10.0
Pacific	2.4	6.2	4.2
Other Ethnicity	15.0	14.8	7.5
Two or more ethnic groups	3.6	6.1	8.1
Deprivation			
Low	35.9	35.1	32.4
Medium	31.9	30.8	33.9
High	32.2	34.1	33.7
Location			
Major urban	81.7	86.5	70.2
Secondary urban	4.5	4.8	7.3
Minor urban	5.1	2.9	8.0
Rural	8.7	5.7	14.5
Occupation			
Full-time or part-time work	69.8	58.5	54.4
Studying	20.7	24.6	8.3
Retired	1.9	0.9	15.4
At home looking after children	0.7	4.7	10.4
At home not looking after children	0.0	2.5	4.8
Other	7.0	8.8	6.6

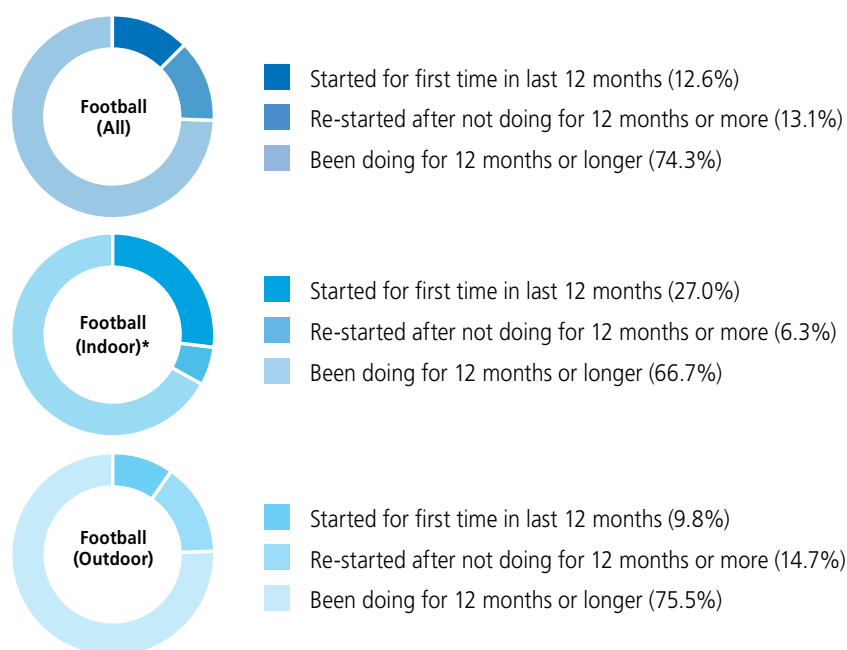
History of participation in the sport

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).

Over 7 out of 10 football participants (74.3%) in the past 12 months have taken part in the sport for a year or longer, while similar proportions (over 1 in 10 each) started for the first time in the last year (12.6%) or re-started after not playing for a year or more (13.1%, see Figure 3).

The following information suggests that indoor football has attracted a reasonable proportion (27.0%) of new participants to the sport each year, while outdoor football is a sport that year on year has less consistency in participation, with 14.7% having re-started after not playing the sport for 12 months or more compared with 6.3% of indoor footballers.

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



Over 4 out of 10 football participants (43.1%) have taken part in the sport for five years or less, with similar proportions who have been participating over each of the other durations (see Figure 4). The information suggests, however, that many indoor footballers (53.8%) were relatively new to the sport, as they have taken part in the sport for five years or less. Outdoor footballers have been taking part in the sport for longer than indoor footballers, with a higher proportion of outdoor footballers having participated for over 10 years (43.3%) than indoor footballers (20.2%).

Figure 4: Length of time taken part in sport

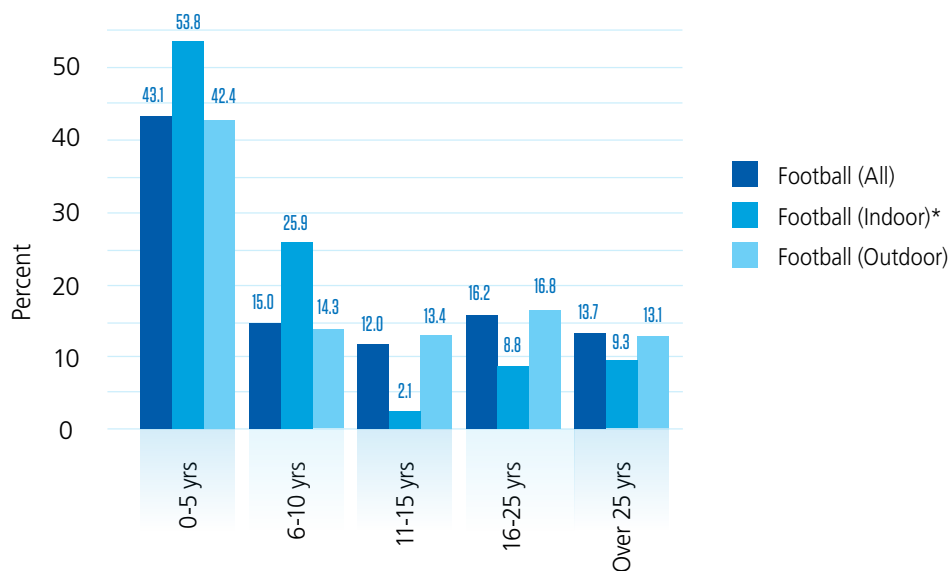
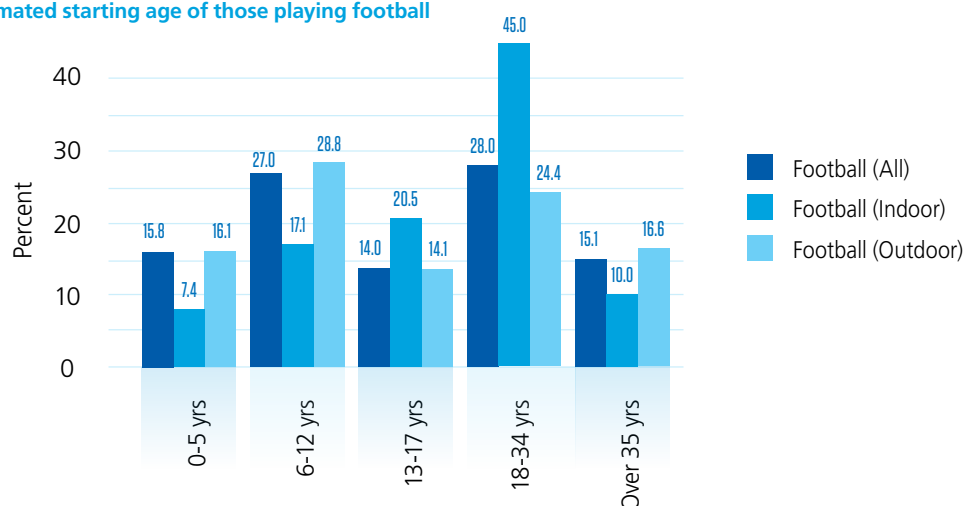


Figure 5 shows the estimated age at which football participants started playing the sport. Similar proportions, almost 3 out of 10 each, started playing football when aged between 18 and 34 years (28.0%) and between 6 and 12 years (27.0%).

The following figure suggests that indoor footballers are attracted to start the sport at an older age than outdoor footballers, with almost 5 out of 10 indoor footballers (45.0%) and over 2 out of 10 outdoor footballers (24.4%) having started taking part in their sport when they were aged between 18 and 34 years. This is reinforced by the higher proportion of outdoor footballers who started playing the sport when aged under 13 years (44.9%) than indoor footballers (24.5%).

Figure 5: Estimated starting age of those playing football



Participation in other sport and recreation activities

On average, adults who had played football at least once over 12 months took part in 7.3 different sport and recreation activities over 12 months (the national average⁴ is 4.0). Indoor footballers and outdoor footballers took part in 8.7 and 7.4 activities over 12 months, respectively.

Table 3 shows the top 10 sport and active recreation activities undertaken by football players, and the proportions that took part in them. Just under 9 out of 10 football players (88.2%) had played outdoor football, while over 2 out of 10 (23.3%) had played indoor football. Just under 5 out of 10 football players (47.8%) had also commonly taken part in jogging/running, followed by walking (42.8%) and/or swimming (42.5%).

Indoor footballers had also most commonly participated in outdoor football, swimming and/or jogging/running. Outdoor footballers most commonly participated in jogging/running, walking and/or swimming, with over 1 in 10 (13.0%) also playing indoor football.

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

Football participants		Indoor footballers*		Outdoor footballers	
Other activity	%	Other activity	%	Other activity	%
Football (outdoor)	88.2	Football (outdoor)	49.3	Jogging/running	49.3
Jogging/running	47.8	Swimming	47.9	Walking	43.8
Walking	42.8	Jogging/running	47.9	Swimming	43.2
Swimming	42.5	Walking	37.9	Cycling/biking	29.5
Cycling/biking	29.6	Cycling/biking	30.7	Cricket (outdoor)	23.8
Football (indoor)	23.3	Table tennis	23.9	Fishing (marine/saltwater)	19.1
Cricket (outdoor)	21.9	Tramping	22.5	Golf	18.5
Gym (using equipment)	19.4	Gym (using equipment)	22.1	Gym (using equipment)	18.5
Fishing (marine/saltwater)	18.8	Golf	21.1	Tramping	18.2
Golf	18.0	Basketball (indoor)	19.4	Touch rugby/football	17.1

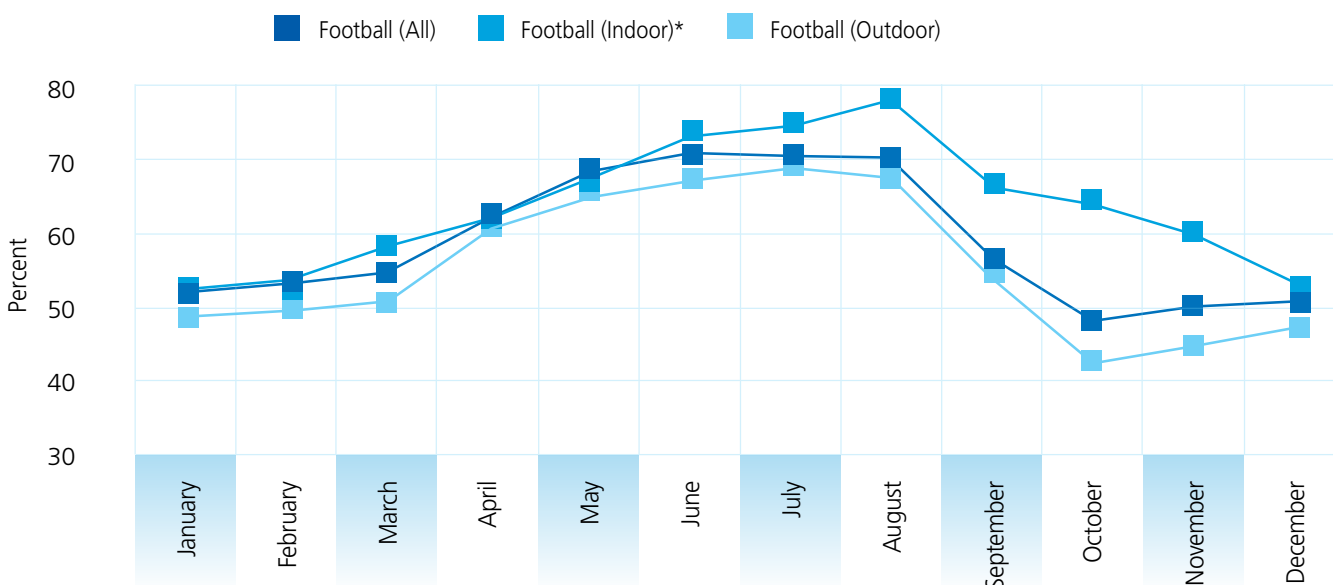
⁴ The national average is calculated for all adults, including those who did not take part in any activities.

Participation Patterns in the Sport

Seasonal participation

Overall, adults most commonly played football between May and August (see Figure 6). The pattern was similar for both indoor and outdoor footballers, although the following information suggests that indoor footballers tend to continue playing longer, peaking in August and with higher proportions tending to play during the months of September through November.

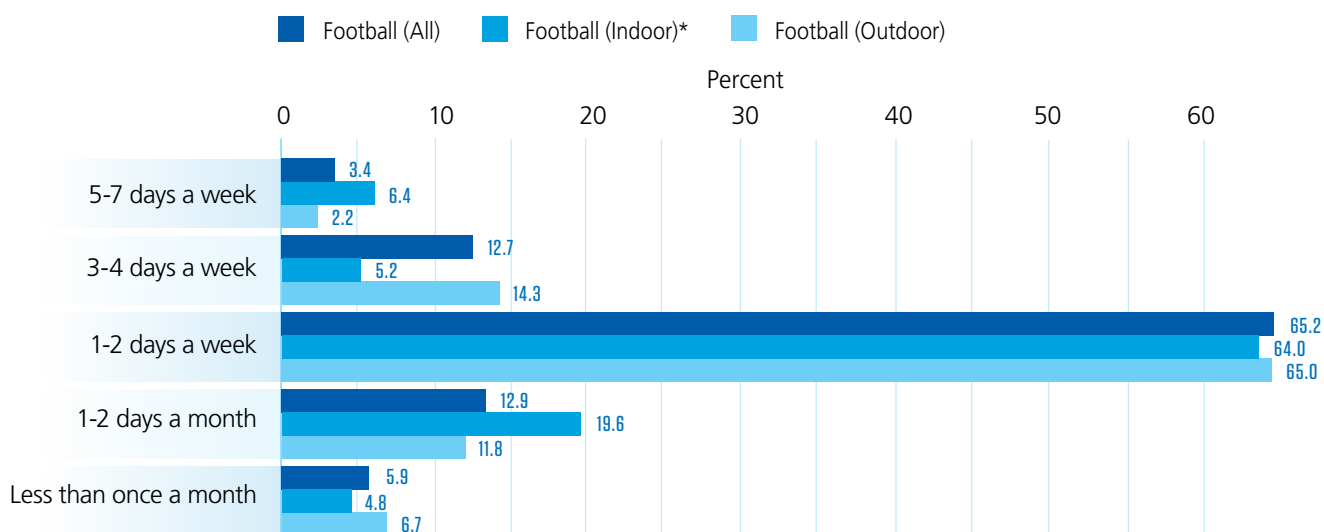
Figure 6: Seasonal participation in football



Frequency of participation

For football overall, participants most commonly played on one to two days per week (65.2%), with similar proportions playing football on either three to four days per week (12.7%) or one to two days a month (12.9%, see Figure 7). The frequency of participation is similar for both indoor and outdoor footballers.

Figure 7: Frequency of participation in football



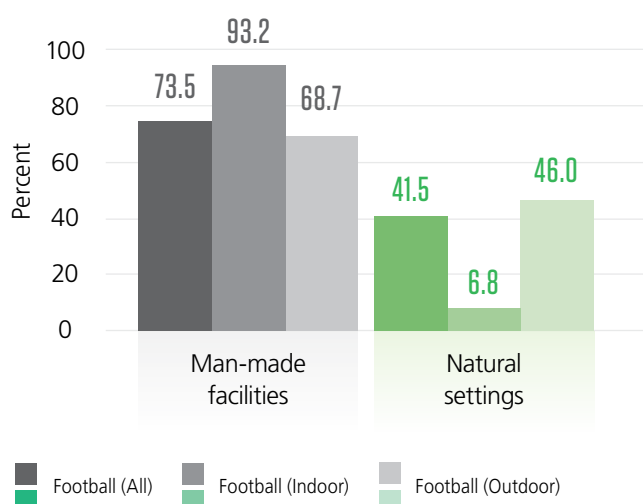
Location of participation

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).

Over 7 out of 10 footballers (73.5%) played the sport at one or more man-made facilities, and most commonly at an *outdoor sports facility* (54.0%) or at an *indoor sports facility or complex* (17.9%, see Figure 8 and the table below it). Just over 4 out of 10 (41.5%) played in natural settings, most commonly *outdoors at a park in a town or city* (40.4%).

The following information suggests that a higher proportion of indoor footballers (over 9 out of 10, or 93.2%) than outdoor footballers (just under 7 out of 10, or 68.7%) played at one or more man-made facilities.

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



	Football (All)	Indoor football*	Outdoor football
Man-made facilities	%	%	%
At an outdoor sports facility	54.0	8.0	59.6
At an indoor sports facility or complex	17.9	58.6	5.2
Indoors or outside at a home	5.7	3.6	5.6
At an indoor facility not used mainly for sport or recreation	4.9	15.6	1.4
At a gym or fitness centre	2.7	10.0	0.4
At an indoor pool or aquatic centre	0.6	0.0	0.7
Outside on a path, cycleway or walkway in a town or city	0.3	0.0	0.3
Natural settings	%	%	%
Outdoors at a park in a town or city	40.4	4.3	45.4
At a beach or by the sea	3.3	0.0	3.8
In the countryside or over farmland	1.1	2.4	0.6
By a lake	0.4	0.0	0.5

Note: Respondents could provide more than one answer.

Ways Participants Take Part in the Sport

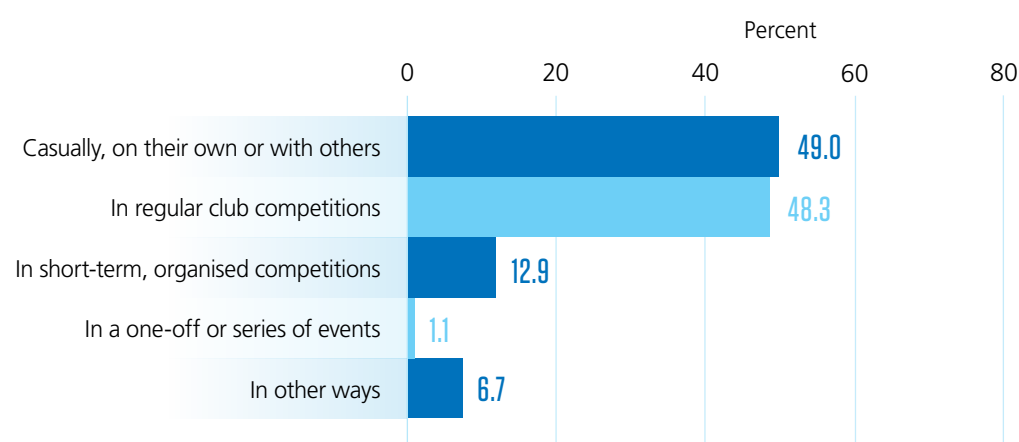
Note: The information in this section of the report (covering different ways of participation, through to payment types and membership) should be used with some caution (statistical tests to identify differences have not been calculated).

Different ways that participants take part

Similar proportions of footballers (just under 5 out of 10 each) played football on a *casual basis* (49.0%), and took part in *regular club competitions* (48.3%). Over 1 in 10 (12.9%) played in *short-term organised competitions* (see Figure 9).

The following information suggests that lower proportions of indoor footballers (almost 4 out of 10 each) either played on a *casual basis* (36.8%) or took part in *regular club competitions* (36.3%) than outdoor footballers (49.6% and 48.9%, respectively). These were also the main ways in which each group participated. A higher proportion of indoor footballers (22.4%) played in *short-term organised competitions* than outdoor footballers (9.5%, see the table below Figure 9).

Figure 9: Ways in which football participants take part



Sub-sports	Indoor football*		Outdoor football	
	All %	Main %	All %	Main %
Casually, on their own or with others	36.8	35.3	49.6	43.3
In regular club competitions	36.3	33.7	48.9	47.6
In short-term, organised competitions	22.4	22.0	9.5	7.1
In a one-off or series of events	0.0	0.0	1.2	0.9
In other ways	12.0	7.7	4.4	1.2

Note: Respondents could provide more than one answer.

Participation with other participants

Football players overall most commonly played football in a *sports team that was part of a sports club* (44.7%), with 3 out of 10 (29.4%) playing in a *group arranged by the people who took part in the activity*; 2 out of 10 (19.0%) footballers did not play in any organised group (see Table 4).

The information following suggests that a higher proportion of outdoor footballers played football in a *sports team that was part of a sports club* (48.5%) compared with indoor footballers (17.5%). On the other hand, higher proportions of indoor footballers had played in a *group arranged by the people who took part in the activity* (37.2%) or in a *work-related sports team* (21.3%) compared with outdoor footballers (25.9% and 6.1%, respectively).

Table 4: Participation with other participant groups

	Football (All)	Indoor football*	Outdoor football
	%	%	%
A sports team that is part of a sports club	44.7	17.5	48.5
A group arranged by the people who take part in the activity	29.4	37.2	25.9
A work-related sports team	9.9	21.3	6.1
Another type of sports team (like a church team)	3.6	0.5	4.0
An organised group set up by an organisation (eg, local council)	2.2	2.4	1.9
Other type of group	2.7	3.7	2.0
None	19.0	19.1	19.3

Payment types

Table 5 shows that football players most commonly played football for free (48.7%), with 3 out of 10 (29.9%) who paid to participate in the sport *by way of membership at a sport or physical activity club*. Similar proportions overall, over 1 in 10 each, either paid to participate *by way of entry costs for a competition or event as an individual or team member* (13.0%) or on a *per visit, entry or hire basis* (12.3%).

The following information suggests that lower proportions of indoor footballers played for free (25.4%) or paid to participate *by way of membership at a sport or physical activity club* (13.6%) compared with outdoor footballers (50.9% and 32.8%, respectively), and that higher proportions of indoor footballers had paid to participate in their sport *by way of paying entry costs for a competition or event as an individual or team member* (26.0%) or on a *per visit, entry or hire basis* (32.7%) compared with outdoor footballers (9.3% and 5.3%, respectively).

Table 5: Payment types when playing football

	Football (All)	Indoor football*	Outdoor football
	%	%	%
Could do the activity without paying – it was free	48.7	25.4	50.9
Paid by way of membership at a sport or physical activity club	29.9	13.6	32.8
Paid entry costs for a competition or event (as an individual or team member)	13.0	26.0	9.3
Paid per visit, entry or hire	12.3	32.7	5.3
Paid by way of membership at a gym, swimming pool or recreation centre	2.2	2.4	1.8
Paid using a community discount card that gives cheaper entry costs	0.0	0.0	0.0
Paid for a concession card	0.0	0.0	0.0
Other payment type	1.2	1.8	0.9

Note: Respondents could provide more than one answer.

Membership of a club or centre

Over the previous 12 months, 5 out of 10 football players (49.2%) were a member of some type of club, gym or centre for the purpose of playing the sport, and most commonly a *member of a sport or physical activity club* (43.0%, see Table 6).

The following information suggests that a higher proportion of indoor footballers were not *members of any club, gym or centre* (66.4%) compared with outdoor footballers (49.7%), although a higher proportion of those who were members belonged to a *community leisure or recreation centre* for the purpose of playing their sport (11.2%) compared with outdoor footballers (2.5%). On the other hand, a higher proportion of outdoor footballers were *members of a sport or physical activity club* for the purpose of playing their sport (46.0%) compared with indoor footballers (16.7%).

Table 6: Membership of a club, gym or centre to play football

	Football (All)	Indoor football*	Outdoor football
	%	%	%
Member of ANY club/gym/centre	49.2	33.6	50.3
Member of sport or physical activity club	43.0	16.7	46.0
Member of community leisure or recreation centre	4.9	11.2	2.5
Member of gym or fitness centre	2.5	5.7	1.3
Member of other type of club	0.5	0.0	0.6
Not a member of any club/gym/centre	50.8	66.4	49.7

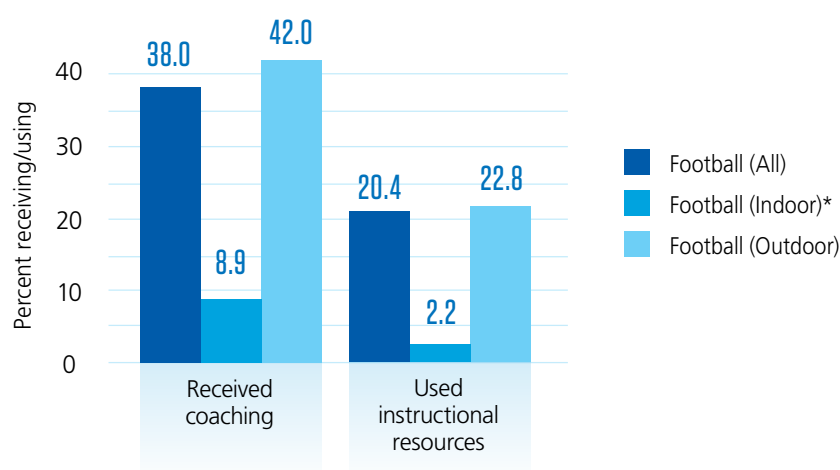
Note: Respondents could report being a member of each of the four types of club.

Coaching and use of instructional resources

Figure 10 shows that just under 4 out of 10 of all football participants (38.0%) received instruction or coaching for the sport in the past 12 months to help improve their performance, while 2 out of 10 (20.4%) used instructional resources (online or other books or videos).

The information suggests that higher proportions of outdoor footballers received instruction or coaching (42.0%) and/or used instructional resources (22.8%) compared with indoor footballers (8.9% and 2.2%, respectively).

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



Motivations for and Barriers to Participation

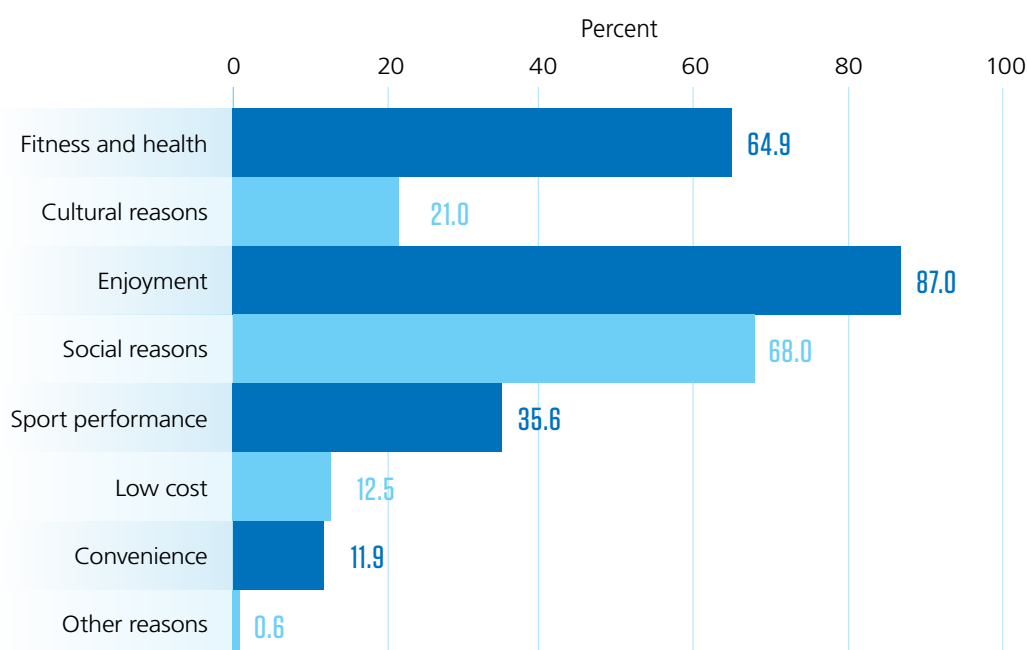
Reasons for taking part

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).

Almost 9 out of 10 football players (87.0%) played football for the enjoyment or the fun of it, followed by similar proportions participating for social reasons such as meeting with friends or new people (68.0%), and fitness and health reasons (64.9%, see Figure 11). Almost 4 out of 10 (35.6%) identified sport performance reasons for playing football.

These main reasons were similar for both indoor and outdoor footballers (see table below Figure 11). However, the following information suggests that a higher proportion of outdoor footballers participated for cultural reasons (21.6%) and a lower proportion played football for convenience (9.4%) compared with indoor footballers (10.5% and 19.0%, respectively).

Figure 11: Reasons for playing football



Note: Respondents could provide more than one answer.

Sub-sports	Indoor football*	Outdoor football
	%	%
Fitness and health	68.5	63.2
Cultural reasons	10.5	21.6
Enjoyment	90.7	85.8
Social reasons	71.8	65.5
Sport performance	44.4	34.1
Low cost	16.8	10.5
Convenience	19.0	9.4
Other reasons	0.0	0.7

Note: 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 football, but also see below for how activities have been grouped) 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

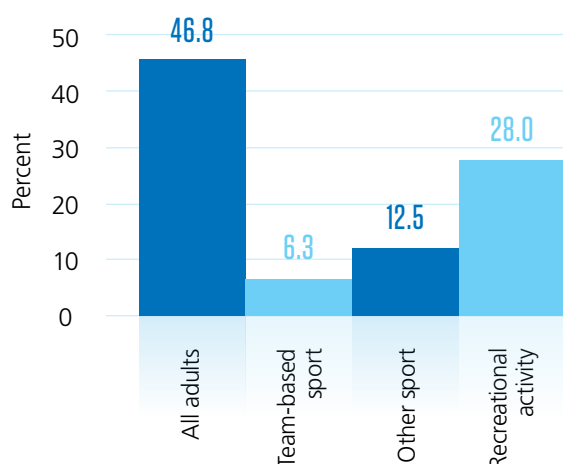
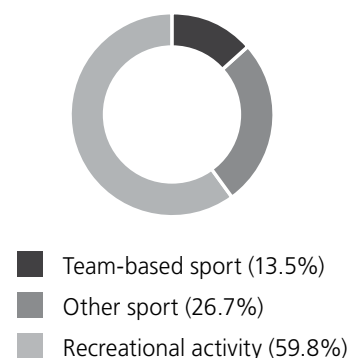


Figure 13: Of those wanting to try a new sport or activity – type of activity would most like to try



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 barrier to adults trying a new team-based sport (including football) was a lack of time, identified by over 5 out of 10 adults (54.8%). This was 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 football) or a type of '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

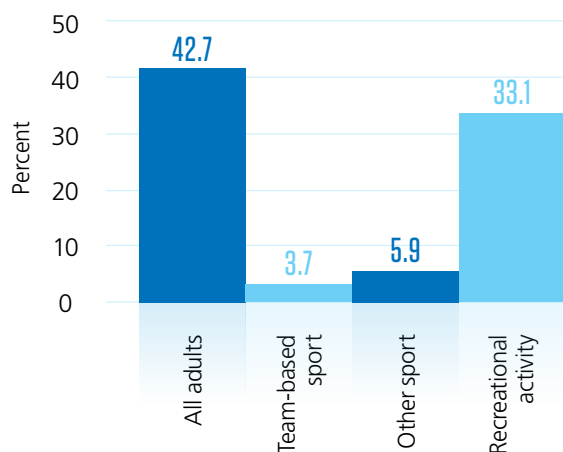
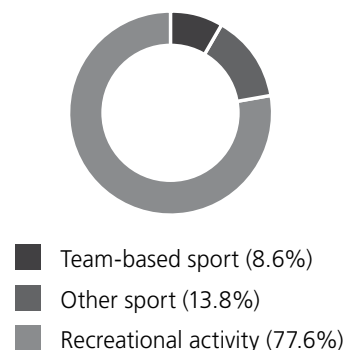


Figure 15: Of those wanting to do more of an existing sport or activity – type of activity would most like to do more of



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 (65.7%) participants. This was 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 football (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 an increase in participation among all adults, by 1.9 percentage points between 1997/98 and 2013/14. This trend has been largest among men football participants (by 3.7 percentage points); participation rates among women are slightly higher in 2013/14 than in 1997/98, although they are lower than in 2007/08.

Trends in participation are mixed for different age groups and for different ethnic groups. Participation has increased among 25 to 34 year-olds (by 3.0 percentage points) and 50 to 64 year-olds (by 1.6 percentage points) between 1997/98 and 2013/14, but has decreased among adults aged 65 years or over. The participation rate is also higher among 35 to 49 year-olds in 2013/14 than in 1997/98, although it has fallen since 2007/08; the reverse is true for young adults aged 18 to 24 years.

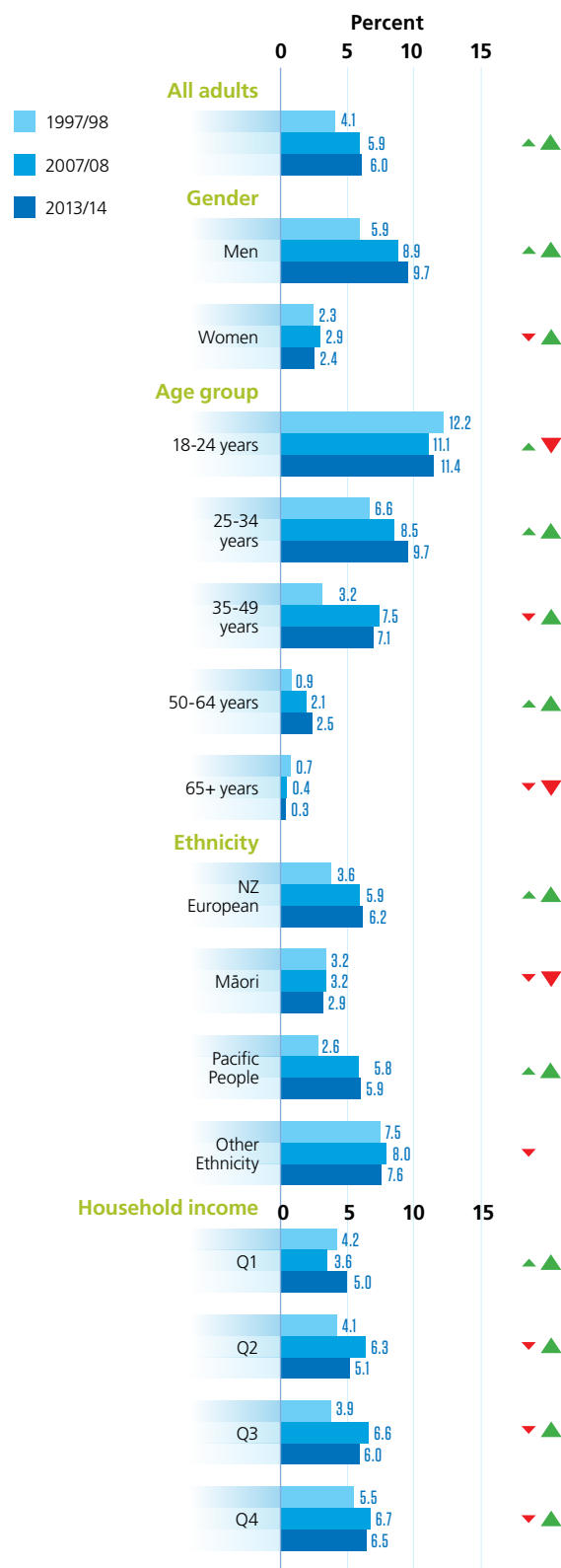
Participation has also increased among New Zealand Europeans (by 2.6 percentage points) and Pacific People (by 3.3 percentage points) ethnic groups between 1997/98 and 2013/14, but has decreased among Māori.

Football participation rates are higher in 2013/14 than in 1997/98 across all household income groups. However, all groups other than the lowest (Q1) group have lower participation rates in 2013/14 than in 2007/08.

Key:

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

Figure 16: Trends in participation: Football (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

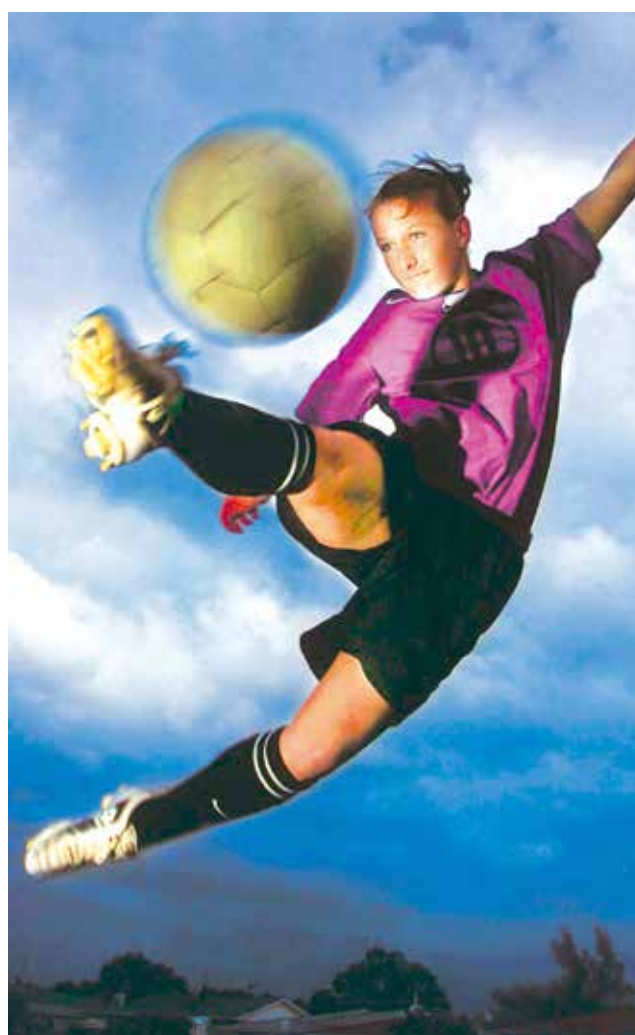
The definitions of the locations used by Statistics New Zealand are:

- 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/



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