

**ACTIVE NEW ZEALAND
SURVEY SERIES**

Te Rangahau Korikori o Aotearoa



**Sport & Active
Recreation Profile**

GOLF

**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 golf among New Zealand adults aged 16 years and over. It is primarily compiled from information collected through the 2013/14 Active New Zealand Survey¹ and includes:

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

Methodology

The survey

The Active New Zealand Survey consisted of two parts:

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

Sample

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

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

¹ 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: Golf – 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, 588 reported participating in golf at least once during the 12 months preceding the interview. The numbers of golfers 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 golf in relation to the content of this profile report.

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

Survey base	Number	Report content
Main Survey All participants	588	Participation levels Demographic profile Participation in other sport and recreation activities Seasonal participation Frequency of participation
Main Survey Participants (over a month)	448	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)	423	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, older adults (ie, those aged 55 to 69 years) and New Zealand European only, but fewer Asian or Pacific only ethnicities took part in golf.
- Over three-quarters of adult golfers took up the activity as adults, either between the ages of 18 and 34 (34.0%) or when aged 35 years or over (43.7%).
- Golfers took part in a number of activities (6.2 on average), with the most common being walking, swimming and marine/saltwater fishing.

When

- Around 6 out of 10 of golfers (59.6%) played the sport on one to two days a month or less often.
- November to March were the most popular months for playing golf.

Where

- Over 9 out of 10 golfers (94.8%) took part in the sport at one or more man-made facilities, most commonly outdoors at an *outdoor sports facility* such as a golf course (93.9%).
- Almost half of golfers (46.7%) were a *member of a sport or physical activity club* for the purpose of taking part over the last 12 months.

How

- Just over 8 out of 10 (81.6%) golfers played golf on a *casual basis, either on their own or with others*, and 29.1% took part in regular club competitions.
- Golfers most commonly paid to play golf on a *per visit, entry or hire basis* (52.3%), and 39.6% paid by *way of membership at a sport or physical activity club*.

Why

- Adults played golf primarily for the enjoyment or the fun of it (90.1%), followed by social reasons (67.9%) and fitness and health reasons (55.7%).



Findings

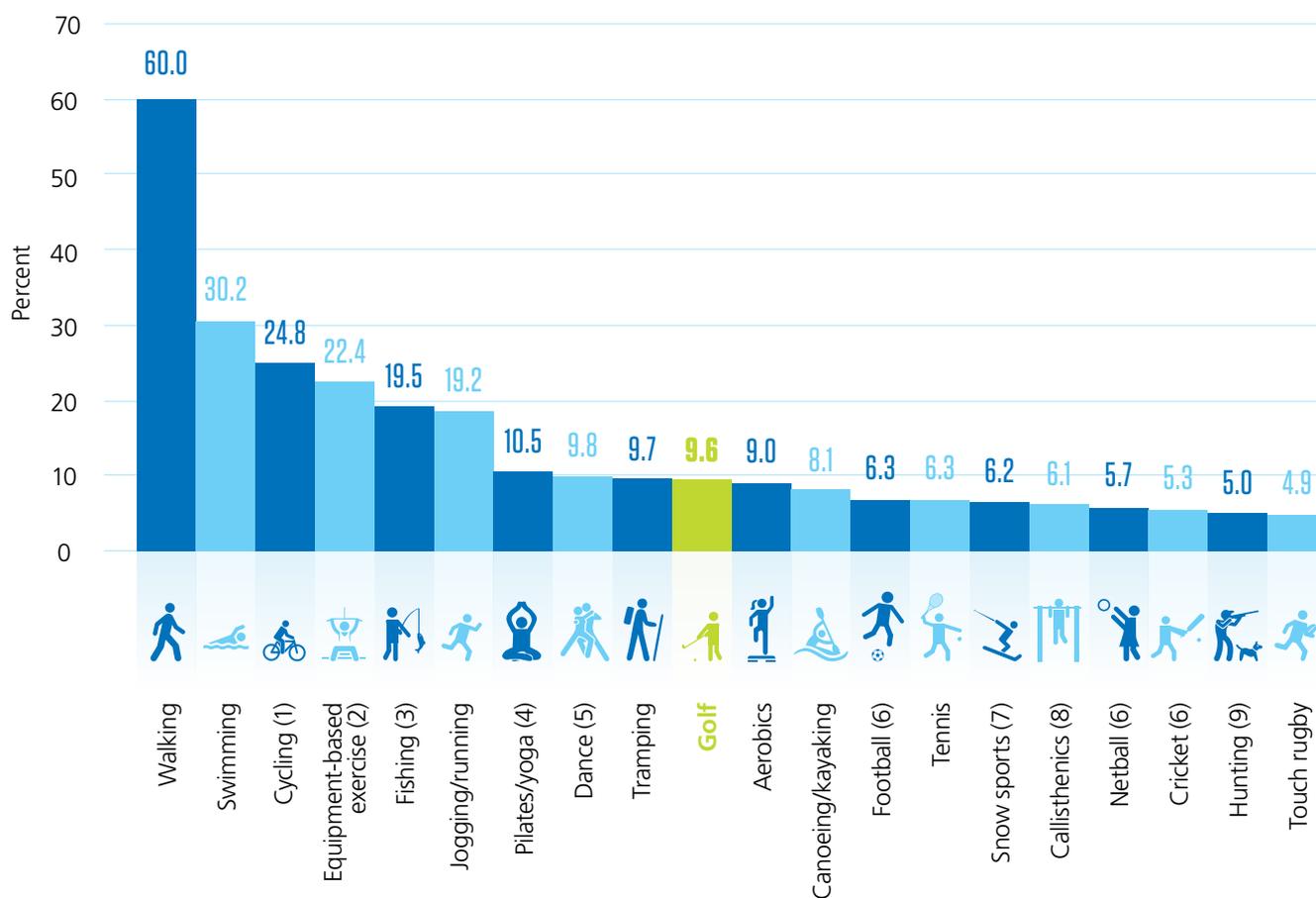
Participation levels

2013/14 participation levels

Over 12 months, 1 in 10 (9.6%) of all New Zealand adults aged 16 years and over (around 318,000 people) played golf at least once. Among the various sport and recreation activities, golf had the 10th highest participation rate.

Figure 1 presents the 20 sport and recreation activities with the highest participation levels among all New Zealand adults.²

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



Notes:

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

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

Profile of Participants

Demographic profile

Table 2 presents demographic information about participation in golf. For example, among all men in New Zealand, almost 2 out of 10 (15.0%) played golf at least once over 12 months.

Higher proportions of men played golf, while lower proportions of women, those of Asian only or Pacific only ethnicity, those that live in areas of high deprivation, and those that were at home looking after children played golf.

Large numbers of golfers were men, of New Zealand European ethnicity only, lived in areas of low deprivation, lived in major urban areas, and worked (either full-time or part-time).



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

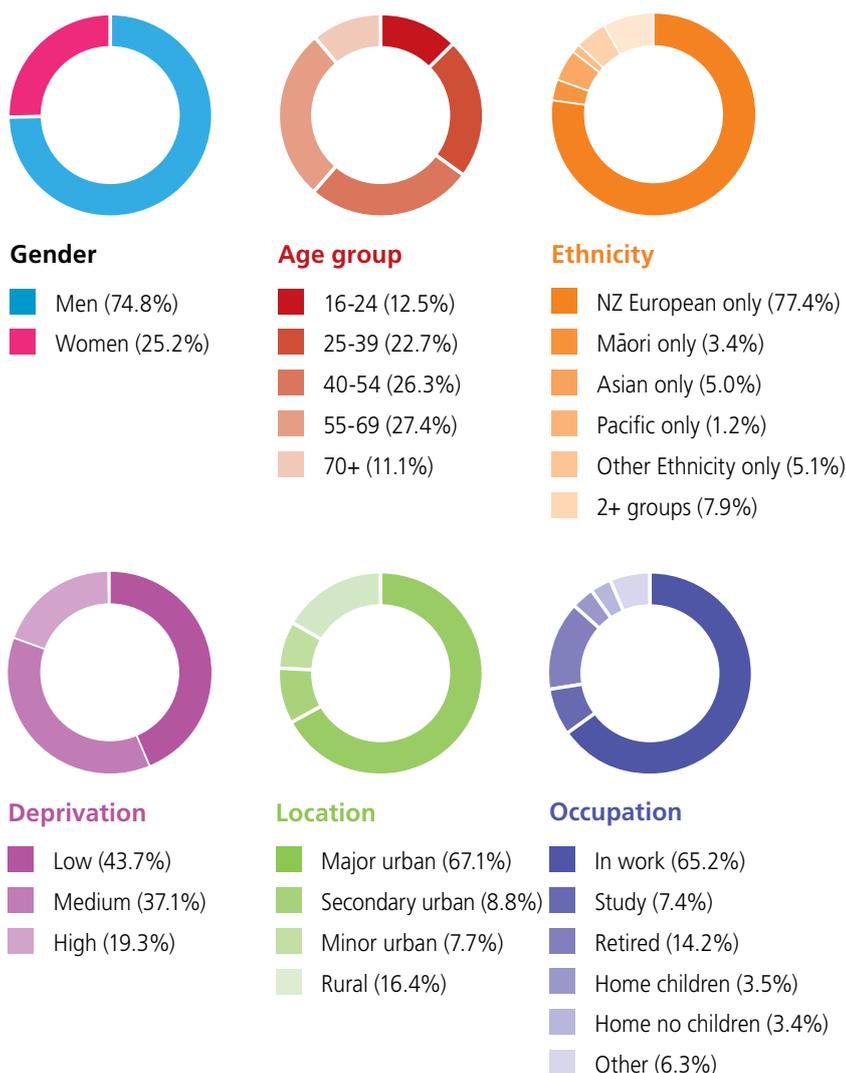
Golfers		
	%	Estimated number
All adults (age 16+)	9.6	318,000
Gender		
Men	15.0	238,000
Women	4.6	80,000
Age (years)		
16-24	7.5	40,000
25-39	9.2	72,000
40-54	9.2	84,000
55-69	12.6	87,000
70+	9.0	35,000
Ethnicity		
NZ European only	11.5	246,000
Māori only	6.1	11,000
Asian only	4.8	16,000
Pacific only	2.7	4,000
Other Ethnicity only	6.6	16,000
Two or more ethnic groups	9.3	25,000
Deprivation		
Low	12.9	138,000
Medium	10.5	118,000
High	5.5	61,000
Location^a		
Major urban	9.2	213,000
Secondary urban	11.6	28,000
Minor urban	9.3	25,000
Rural	10.9	52,000
Occupation		
Full-time or part-time work	11.5	207,000
Studying	8.5	24,000
Retired	8.8	45,000
At home looking after children	3.2	11,000
At home not looking after children	6.8	11,000
Other	9.2	20,000

^a See Appendix 1 for more information.

Figure 2 presents demographic information about golfers, while the table to the right presents demographic information for all New Zealand adults. For example, among all people played golf, 74.8% were men, while 48.0% of all New Zealand adults (aged 16 years or over) are men. Compared with all New Zealand adults³, the profile of golfers has:

- more men and fewer women
- more older adults aged 55 to 69 years
- more New Zealand European only, but fewer Asian only or Pacific only ethnicities
- more who lived in areas of low deprivation and fewer who lived in areas of high deprivation
- a similar geographic (ie, location) split
- more workers (either full- or part-time), but fewer of those that were at home looking after children.

Figure 2: Demographic profile of adults who played golf



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

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

History of participation in the sport

Almost 8 out of 10 golfers (77.4%) in the past 12 months have played golf for a year or longer, while 1 in 10 (9.7%) started for the first time in the last year, and over 1 in 10 (12.9%) re-started after not playing golf for a year or more (see Figure 3).

Almost 4 out of 10 golfers (35.7%) have played golf for five years or less, with similar proportions having played for 16 to 25 years (20.5%) or over 25 years (24.4%, see Figure 4).

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

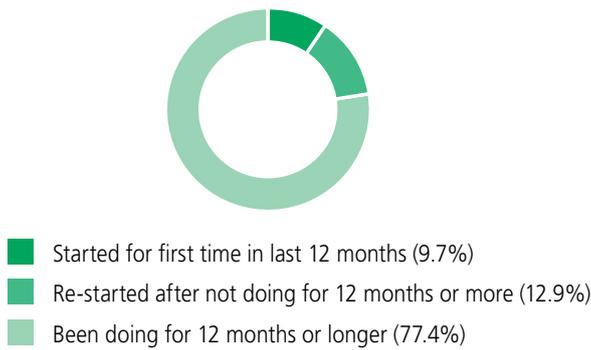


Figure 4: Length of time taken part in sport

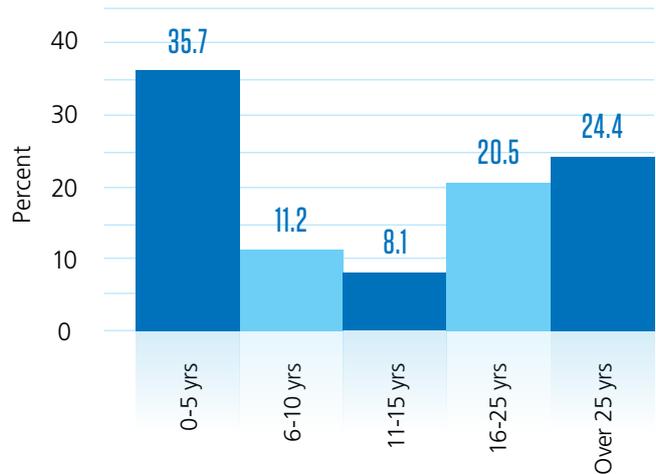
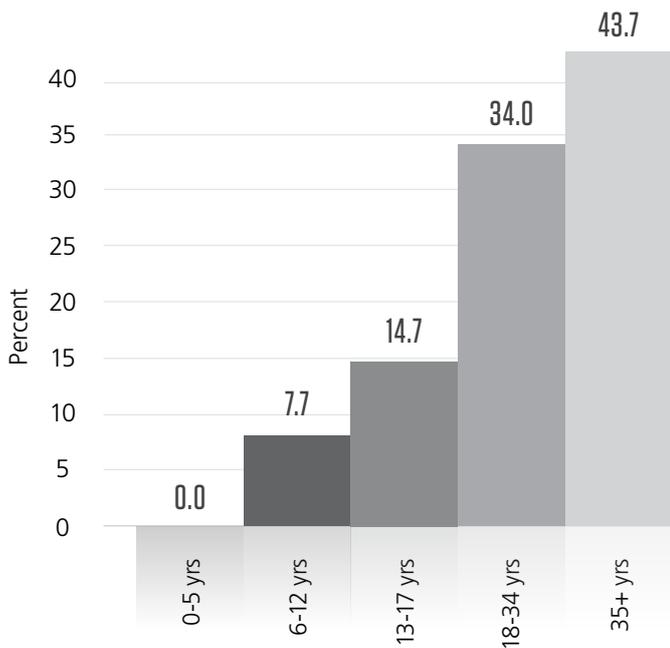


Figure 5 shows the estimated age at which golfers started in the sport. The most common starting age was when golfers were over 35 years old (43.7%), with over 3 out of 10 (34.0%) starting between the ages of 18 and 34 years.

Figure 5: Estimated starting age of those participating in golf



Participation in other sport and recreation activities

On average, adults who played golf at least once over 12 months took part in 6.2 different sport and recreation activities over 12 months (the national average⁴ is 4.0).

Table 3 shows the top 10 other activities undertaken by golfers, and the proportion of golfers that took part in them. Almost 6 out of 10 golfers (57.0%) took part in walking, followed by similar proportions who took part in swimming (36.0%) and marine/saltwater fishing (34.2%).

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

Golfers	
	%
Walking	57.0
Swimming	36.0
Fishing (marine/saltwater)	34.2
Jogging/running	27.1
Cycling/biking	24.0
Exercising at home	17.5
Tennis	17.0
Gym (using equipment)	16.5
Tramping	14.5
Mountain biking	13.8

Walking
57.0%



Cycling/biking
24.0%



Swimming
36.0%



Exercising at home
17.5%



Jogging/running
27.1%



Fishing (marine/saltwater)
34.2%



Mountain biking
13.8%



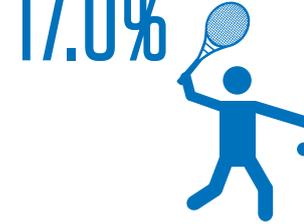
Tramping
14.5%



Gym (using equipment)
16.5%



Tennis
17.0%



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, golfers most commonly played golf during the months of November to March (see Figure 6). Participation appeared to be lower during the winter months of June to August.

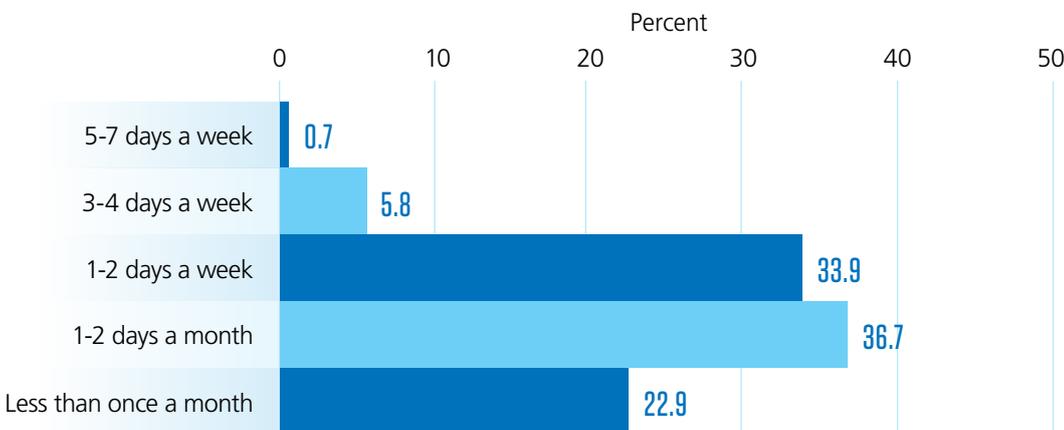
Figure 6: Seasonal participation in golf



Frequency of participation

Similar proportions of golfers played golf on one to two days a month (36.7%) or on one to two days a week (33.9%), with over 2 out of 10 (22.9%) playing golf less than once a month (see Figure 7).

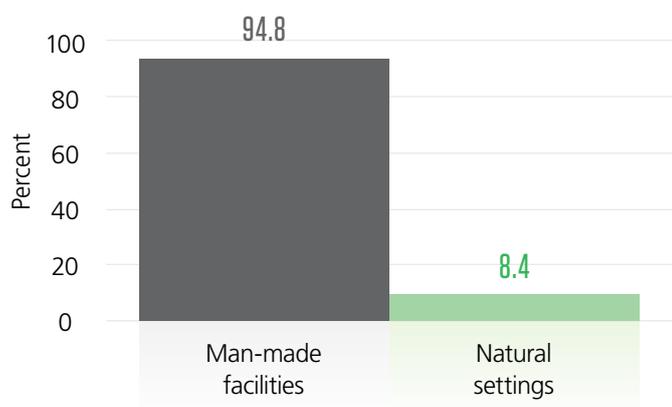
Figure 7: Frequency of participation in golf



Location of participation

Over 9 out of 10 golfers (94.8%) played in/at one or more man-made facilities. The most common location was at an outdoor sports facility such as a golf course (93.9%). Just under 1 in 10 (8.4%) played golf in/on natural settings, most commonly outdoors at a park in a town or city (6.1%, see Figure 8 and the table below it).

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



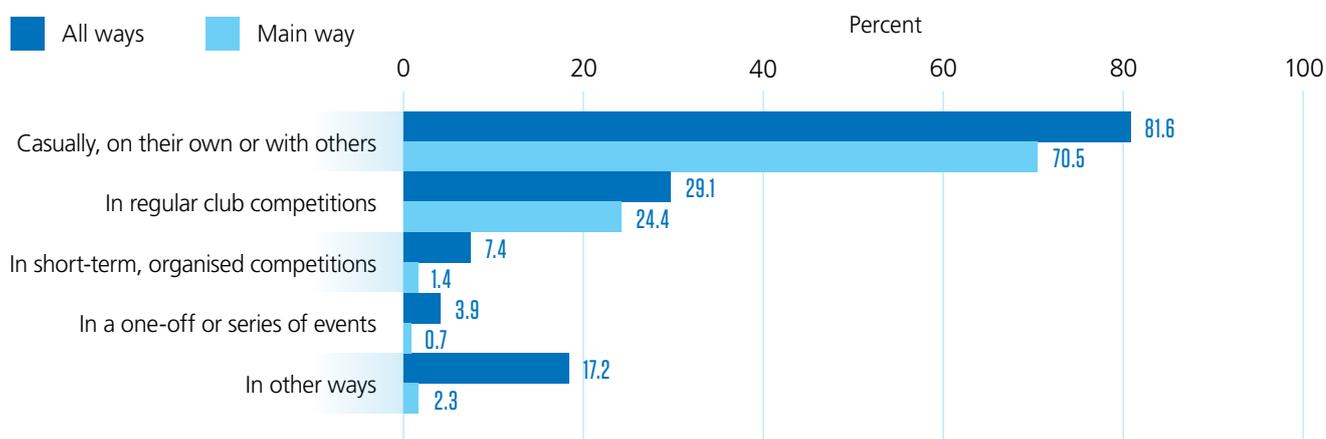
Golfers	
Man-made facilities	
	%
At an outdoor sports facility (eg, like a golf course)	93.9
Indoors or outside at a home	1.9
At a gym or fitness centre	0.8
At an indoor sports facility or complex	0.5
Outside on a path, cycleway or walkway in a town or city	0.3
Natural settings	
	%
Outdoors at a park in a town or city	6.1
In the countryside or over farmland	1.1
At a beach or by the sea	0.9
By a lake	0.8
In the bush or a forest	0.3
By a river	0.3
On or in a lake	0.2

Ways Participants Take Part in the Sport

Different ways that participants take part

Just over 8 out of 10 golfers (81.6%) played on a *casual basis, either on their own or with others*, and this was also the main way they participated (70.5%, see Figure 9). Around 3 out of 10 (29.1%) took part in *regular club competitions*.

Figure 9: Ways in which golf participants take part



Note: Respondents could provide more than one answer.

Participation with other participants

Golfers most commonly played golf in a *group arranged by the people who took part in the sport* (50.8%, see Table 4). Over 3 out of 10 golfers (34.4%), however, did not play in any organised group.

Table 4: Participation with other participant groups

Golfers	
	%
A group arranged by the people who take part in the activity	50.8
A sports team that is part of a sports club	13.0
A work-related sports team	8.0
An organised group set up by an organisation (eg, local council)	2.2
Another type of sports team (like a church team)	0.8
Other type of group	2.4
None	34.4

Note: Respondents could provide more than one answer.

Payment types

Table 5 shows golfers had most commonly paid to play golf on a *per visit, entry or hire basis* (52.3%), with 4 out of 10 (39.6%) paying to participate *by way of membership at a sport or physical activity club*.

Table 5: Payment types when taking part in golf

Golfers	
	%
Paid per visit, entry or hire	52.3
Paid by way of membership at a sport or physical activity club	39.6
Paid entry costs for a competition or event (as an individual or team member)	8.2
Could do the activity without paying – it was free	5.6
Paid by way of membership at a gym, swimming pool or recreation centre	4.6
Paid for a concession card	1.6
Paid using a community discount card that gives cheaper entry costs	0.4
Other payment type	1.0

Note: Respondents could provide more than one answer.

Membership of a club or centre

Over the previous 12 months, similar proportions of golfers were either not a *member of any club, gym or centre* for the purpose of playing golf (52.5%, see Table 6), or were a *member of a sport or physical activity club* (46.7%).

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

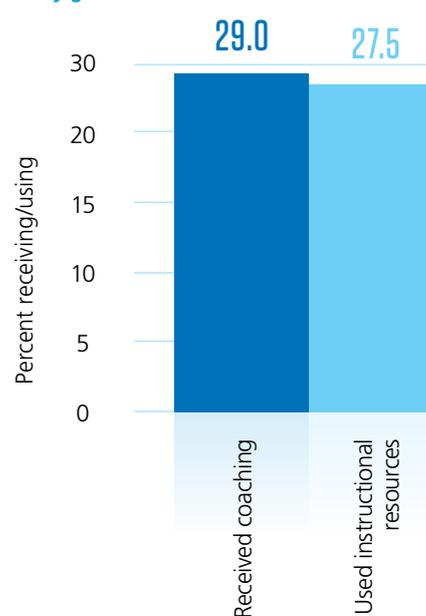
Golfers	
	%
Member of ANY club/gym/centre	47.5
Member of sport or physical activity club	46.7
Member of gym or fitness centre	0.3
Member of community leisure or recreation centre	0.3
Member of other type of club	0.5
Not a member of any club/gym/centre	52.5

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

Coaching and use of instructional resources

Figure 10 shows that similar proportions, just under 3 out of 10 golfers each, either received coaching for the sport in the past 12 months (29.0%) or used instructional resources such as online or other books or videos (27.5%) to help improve their performance.

Figure 10: Receipt of coaching and use of instructional resources by golfers

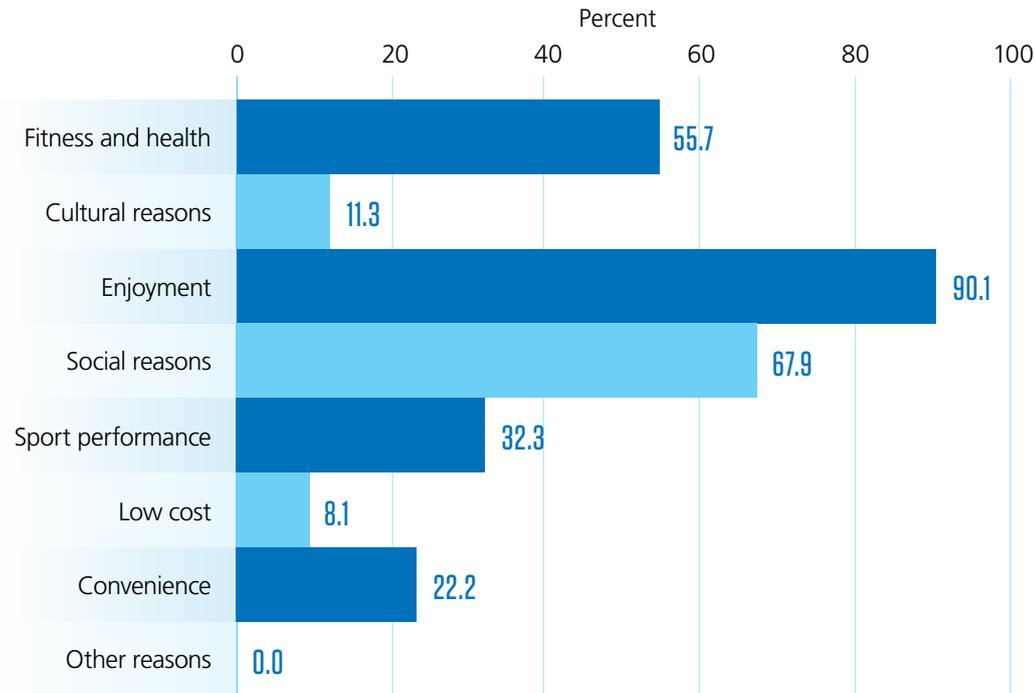


Motivations for and Barriers to Participation

Reasons for taking part

Around 9 out of 10 golfers (90.1%) played the sport for the enjoyment or the fun of it, followed by social reasons (67.9%) and fitness and health reasons (55.7%, see Figure 11).

Figure 11: Reasons for participating in golf



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%) that want to try a new recreational activity. 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 (including golf, but also see below for how activities have been grouped). Figure 13 shows that 6 out of 10 (59.8%) of those wanting to try a new sport or activity would most like to try a new recreational activity, over 1 in 10 (13.5%) would most like to try a new team-based sport and 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

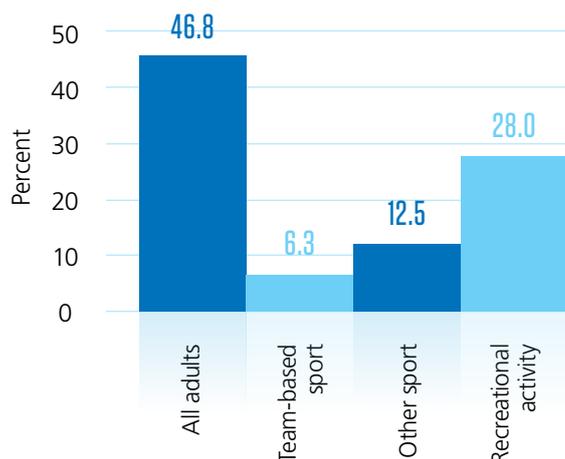
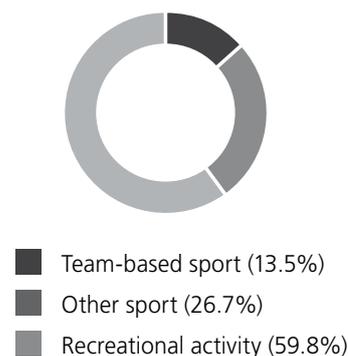


Figure 13: Of those wanting to try a new sport or activity – type of activity would most like to try



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 type of 'other' sport (including golf) were a lack of time, identified by almost 6 out of 10 adults (55.4%), and affordability (22.7%, see Table 7).

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

Table 7: Barriers to trying an 'other' sport

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

Notes:

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

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

Figure 14 shows that, among existing participants, over 4 out of 10 (42.7%) were interested in doing more of a sport or activity that they currently participated in. This includes over 3 out of 10 (33.1%) that were interested in doing more of a recreational activity. Fewer than 1 in 10 each of those participating in a team-based sport or a type of 'other' sport (including golf) 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

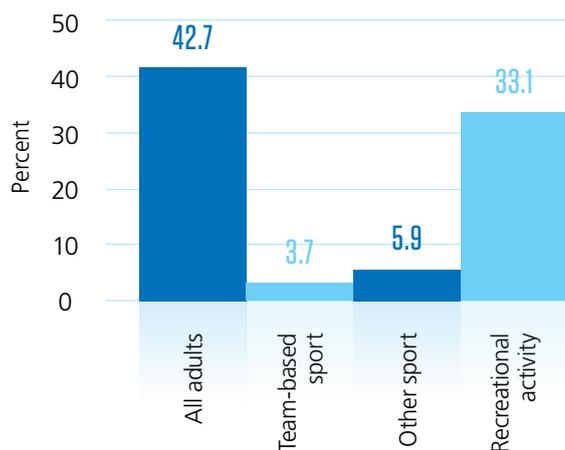
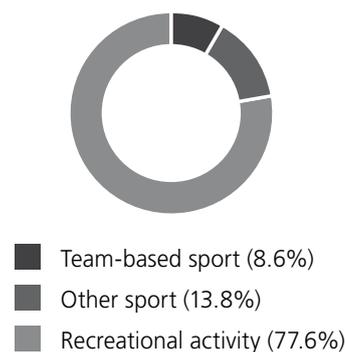


Figure 15: Of those wanting to do more of an existing sport or activity – type of activity would most like to do more of



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 'other' sport were a lack of time (identified by just under 7 out of 10 participants, or 68.6%), and affordability (12.9%, see Table 8).

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

Table 8: Barriers to doing more of other sports

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

Notes:

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

Respondents could provide more than one answer.

Trends in Participation: 1997/98 to 2013/14

Figure 16 presents insights into participation trends in golf 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 in golf among all adults, by 7.7 percentage points, between 1997/98 and 2013/14. This downward trend has occurred among both men (by 10.5 percentage points) and women (by 4.8 percentage points).

Participation rates for golf have decreased between 1997/98 and 2013/14 across each age group. The largest decrease (by 17.6 percentage points) has been among young adults aged 18 to 24 years.

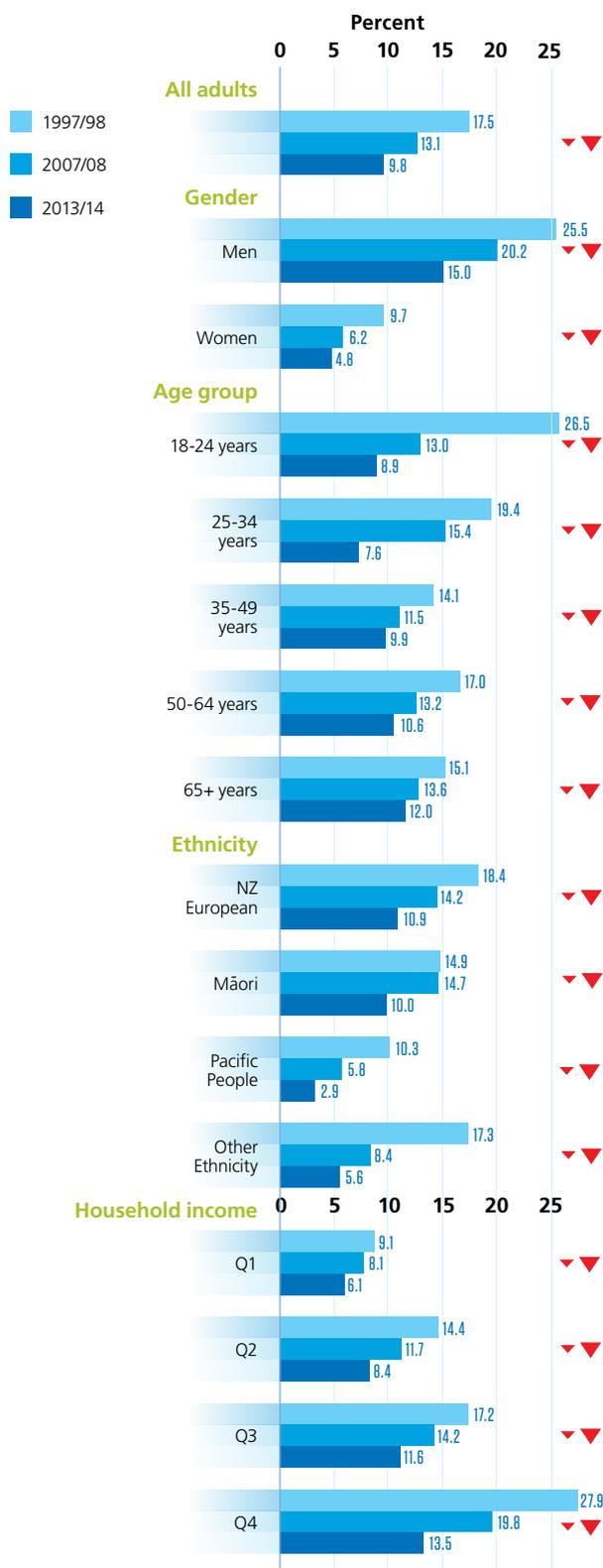
Similarly, participation rates have decreased between 1997/98 and 2013/14 for each ethnic group. The largest decrease (by 11.7 percentage points) has been among adults of Other Ethnicity, followed by similar decreases among New Zealand Europeans (by 7.5 percentage points) and Pacific People (by 7.4 percentage points).

Golf participation rates across all household income groups are also consistently lower in 2013/14 than in 1997/98. The largest decrease (by 14.4 percentage points) has been among those in the highest (Q4) household income group.

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: Golf



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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