

**ACTIVE NEW ZEALAND
SURVEY SERIES**

Te Rangahau Korikori o Aotearoa

**Sport & Active
Recreation Profile**

SNOW SPORTS

**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 snow sports 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.

Definition of Snow Sports

The 2013/14 Active New Zealand Survey asked respondents to report what activities they had taken part in. Skiing (snow, grass) and snowboarding were recorded as separate activities. Note that, while skiing includes grass skiing, participation is typically snow skiing. Skiing and snowboarding are each reported separately, but have also been combined to represent overall snow sports 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 Note: Trend information is not available for snow sports 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: Snow sports – 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, 290 reported participating in snow sports at least once during the 12 months preceding the interview. The numbers of snow sports 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 snow sports

Survey base	Snow sports	Skiing	Snow-boarding	Report content
Main Survey All participants	290	195	105	Participation levels Demographic profile Participation in other sport and recreation activities Seasonal participation Frequency of participation
Main Survey Participants (over a month)	170	116	62	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)	162	109	61	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.

A Quick look at Participants

Who

- Compared with all adults, more young adults (ie, those aged 16 to 24 years) and those of New Zealand European ethnicity only participated in snow sports. A higher proportion of snowboarders than skiers were men (72% compared with 42%, respectively).
- Over half of snow sports participants took up the activity as adults, either between the ages of 18 and 34 (36%) or when aged 35 years or over (20%). Over half of snowboarders (56%) started their sport when aged between 18 and 34, while just under half of skiers (45%) started when aged under 13 years.
- Snow sports participants took part in many activities (8.0 on average), with the most common being skiing, swimming and walking.

When

- Almost two-thirds of snow sports participants participated in snow sports on one to two days a month (29%) or less often (36%).
- July and August were the most popular months for snow sports.

Where

- Over 9 out of 10 participants (98%) had participated in snow sports at/on one or more man-made facilities, most commonly at an *outdoor sports facility* like a ski field (92%).
- Most snow sports participants (84%) were not a *member of any club, gym or centre* for the purpose of participating in snow sports over the last 12 months; however, 22% of skiers were *members of a sport or physical activity club* compared with 6% of snowboarders.



How

- Almost all snow sports participants (98%) took part in snow sports on a *casual basis, either on their own or with others*.
- Most snow sports participants (71%) paid to participate in the sport on a *per visit, entry or hire basis*; 17% of skiers paid to participate *by way of their membership at a sport or physical activity club* compared with 3% of snowboarders.

Why

- Adult participants took part in snow sports primarily for the enjoyment or the fun of it (97%), followed by 34% participating for social reasons.

Findings

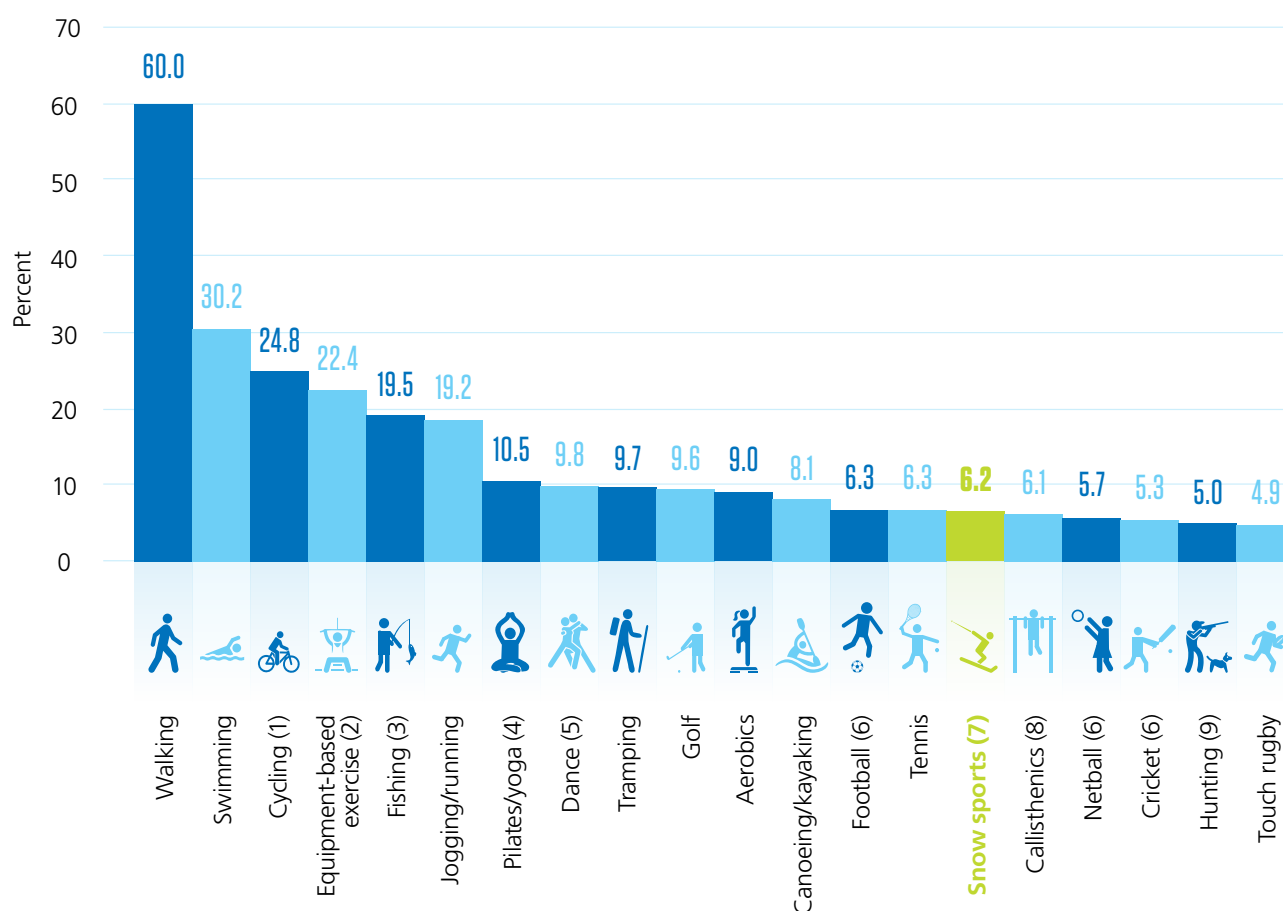
Participation levels

2013/14 participation levels

Over 12 months, almost 1 in 10 (6.2%) of all New Zealand adults aged 16 years and over (around 205,000 people) participated in snow sports at least once in the past 12 months. This includes 4.0% (around 132,000) who participated in skiing, and 2.3% (around 78,000) who participated in snowboarding. Very few adults (0.1% or around 5,000) participated in both skiing and snowboarding in the past 12 months. Among the various sport and recreation activities, snow sports had the 15th 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 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

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 snow sports. For example, among all men in New Zealand, almost 1 in 10 (6.9%) participated in snow sports at least once over 12 months.

Higher proportions of adults aged 16 to 24, of Other Ethnicity only, and those that study participated in snow sports, while lower proportions of older age groups (55 years and over), Māori, Asian and Pacific only ethnic groups, and those that are retired participated in snow sports.

Large numbers of snow sports participants were New Zealand European, lived in major urban areas, and worked (either full-time or part-time).

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

	Snow sports (All)		Skiing		Snowboarding	
	%	Estimated number	%	Estimated number	%	Estimated number
All adults (age 16+)	6.2	205,000	4.0	132,000	2.3	78,000
Gender						
Male	6.9	110,000	3.5	55,000	3.5	56,000
Female	5.5	95,000	4.5	77,000	1.3	22,000
Age group						
16-24 years	12.4	65,000	7.6	40,000	5.2	28,000
25-39 years	8.1	64,000	4.0	31,000	4.4	34,000
40-54 years	6.9	63,000	5.3	48,000	1.7	15,000
55-69 years	1.7	12,000	1.7	12,000	0.1	1,000
70+ years	0.1	1,000	0.1	1,000	0.0	0
Ethnicity						
NZ European	7.1	153,000	5.0	107,000	2.2	48,000
Māori	1.1	2,000	0.4	1,000	1.1	2,000
Asian	2.1	7,000	0.8	3,000	1.4	4,000
Pacific	1.1	2,000	0.0	0	1.1	2,000
Other Ethnicity	10.4	26,000	5.3	13,000	5.3	13,000
Two or more ethnic groups	6.0	16,000	3.1	8,000	3.2	9,000
Deprivation						
Low	8.9	96,000	5.9	63,000	3.2	34,000
Medium	5.9	66,000	4.1	46,000	1.9	21,000
High	3.9	43,000	2.1	23,000	2.1	23,000
Location^a						
Major urban	6.1	142,000	3.8	89,000	2.4	57,000
Secondary urban	5.9	14,000	3.6	9,000	2.2	5,000
Minor urban	3.7	10,000	2.9	8,000	1.1	3,000
Rural	8.1	39,000	5.5	26,000	2.7	13,000
Occupation						
Full-time or part-time work	6.9	125,000	4.4	79,000	2.7	48,000
Studying	10.4	29,000	6.3	17,000	4.7	13,000
Retired	0.6	3,000	0.6	3,000	0.0	0
At home looking after children	6.8	23,000	5.8	20,000	1.0	3,000
At home not looking after children	3.3	5,000	2.3	4,000	1.1	2,000
Other	8.7	19,000	4.0	9,000	5.2	11,000

^a See Appendix 1 for more information.



Figure 2 (following page) presents demographic information about adults who participated in snow sports, while the table beside presents demographic information for skiers and snowboarders specifically, and for all New Zealand adults. For example, among all people who participated in snow sports, 53.6% were men (see figure); however, 71.8% of those who had participated in snowboarding 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 snow sports participants overall has:

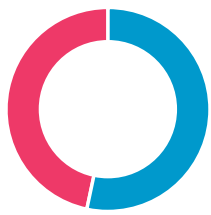
- a similar gender split
- more young adults (ie, aged 16 to 24 years) and fewer older adults (ie, aged 55 years or older)
- more New Zealand European only, and fewer Māori only, Asian only and Pacific only ethnic groups
- more adults who lived in areas of low deprivation, and fewer who lived in areas of high deprivation
- a similar geographic (ie, location) split
- fewer retired people.

The profile of skiers is similar to this. Among snowboarders, there are more men and fewer women, and more adults aged 25 to 39 years, but the ethnic, socioeconomic and geographic location splits are similar to those for all New Zealand adults.

Comparing the profile of skiers with that of snowboarders shows that higher proportions of snowboarders are men, aged 25 to 39 years, or Pacific only, while higher proportions of skiers are women, are aged 55 years or over or are retired.

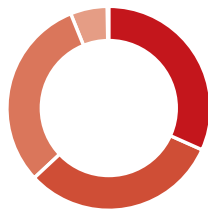
³ Confidence intervals (at the 95% level) have been used to indicate if significant differences exist between sport participants and all adults.

Figure 2: Demographic profile of adults who participated in snow sports



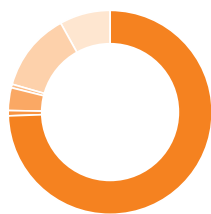
Gender

- Men (53.6%)
- Women (46.4%)



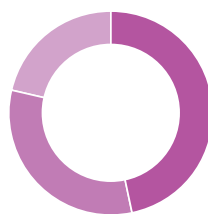
Age group

- 16-24 (31.8%)
- 25-39 (31.3%)
- 40-54 (30.8%)
- 55-69 (5.9%)
- 70+ (0.2%)



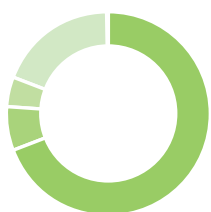
Ethnicity

- NZ European (74.5%)
- Māori (1.0%)
- Asian (3.4%)
- Pacific (0.7%)
- Other Ethnicity (12.5%)
- 2+ groups (7.9%)



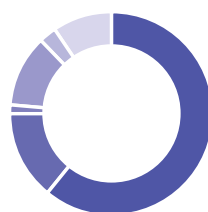
Deprivation

- Low (46.7%)
- Medium (32.1%)
- High (21.2%)



Location

- Major urban (69.3%)
- Secondary urban (6.9%)
- Minor urban (4.9%)
- Rural (19.0%)



Occupation

- In work (61.1%)
- Study (14.0%)
- Retired (1.6%)
- Home children (11.4%)
- Home no children (2.6%)
- Other (9.4%)

	Skiing	Snow-boarding	All of New Zealand
	%	%	%
Gender			
Male	41.8	71.8	48.0
Female	58.2	28.2	52.0
Age group			
16-24 years	30.5	35.6	15.9
25-39 years	23.7	44.2	23.8
40-54 years	36.6	19.4	27.6
55-69 years	8.7	0.8	20.9
70+ years	0.4	0.0	11.8
Ethnicity			
NZ European	81.3	61.7	64.8
Māori	0.5	2.5	5.3
Asian	1.9	5.8	10.0
Pacific	0.0	1.9	4.2
Other Ethnicity	9.9	17.0	7.5
Two or more ethnic groups	6.3	11.1	8.1
Deprivation			
Low	48.0	43.5	32.4
Medium	34.5	27.1	33.9
High	17.4	29.4	33.7
Location			
Major urban	67.6	73.1	70.2
Secondary urban	6.6	6.9	7.3
Minor urban	5.9	3.6	8.0
Rural	19.9	16.4	14.5
Occupation			
Full-time or part-time work	59.9	62.1	54.4
Studying	13.2	16.6	8.3
Retired	2.4	0.0	15.4
At home looking after children	15.1	4.5	10.4
At home not looking after children	2.7	2.2	4.8
Other	6.6	14.6	6.6

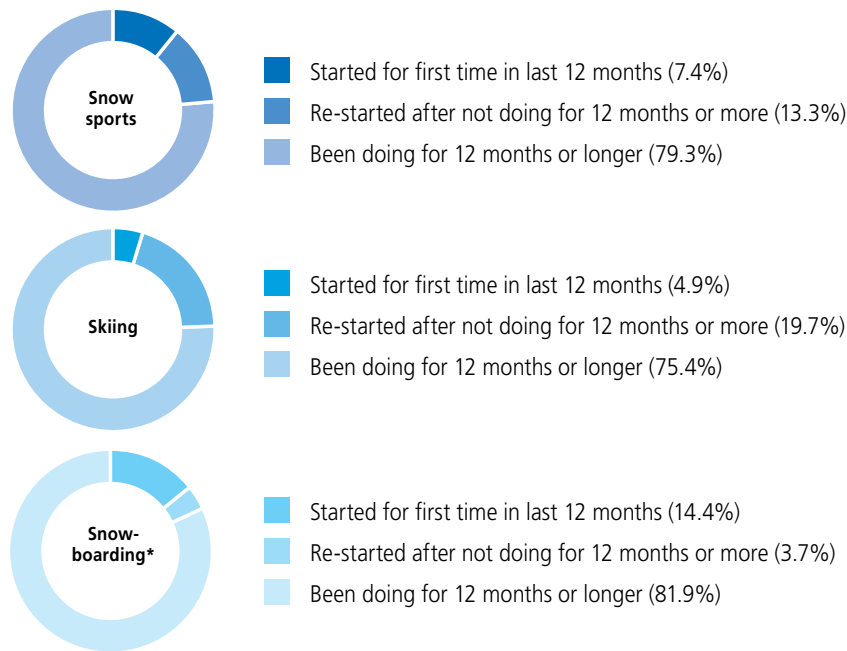
History of participation in the sport

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).

Around 8 out of 10 snow sports participants (79.3%) have taken part in the sport for a year or longer, while almost 1 in 10 (7.4%) started for the first time in the last year, and over 1 in 10 (13.3%) re-started after not participating for a year or more (see Figure 3).

The following information suggests that snowboarding has attracted a reasonable proportion (14.4%) of new participants to the sport each year, while skiing is a sport that year on year is not consistently taken part in by a reasonable proportion (19.7%) of participants.

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



Around 4 out of 10 snow sports participants (40.1%) have taken part for five years or less, with similar proportions (almost 2 out of 10 each) who have participated for 6 to 10 years (16.0%), 11 to 15 years (16.5%) and over 25 years (16.7%, see Figure 4).

Again, the following information suggests that many snowboarders (56.9%) were relatively new to the sport, as they have taken part in the sport for five years or less. Few snowboarders (1.1%) were long-term participants (ie, participants for over 25 years). Skiers' history of participation was more diverse, with similar proportions having taken part in the sport for five years or less (31.3%) and for over 25 years (25.9%).

Figure 4: Length of time taken part in sport

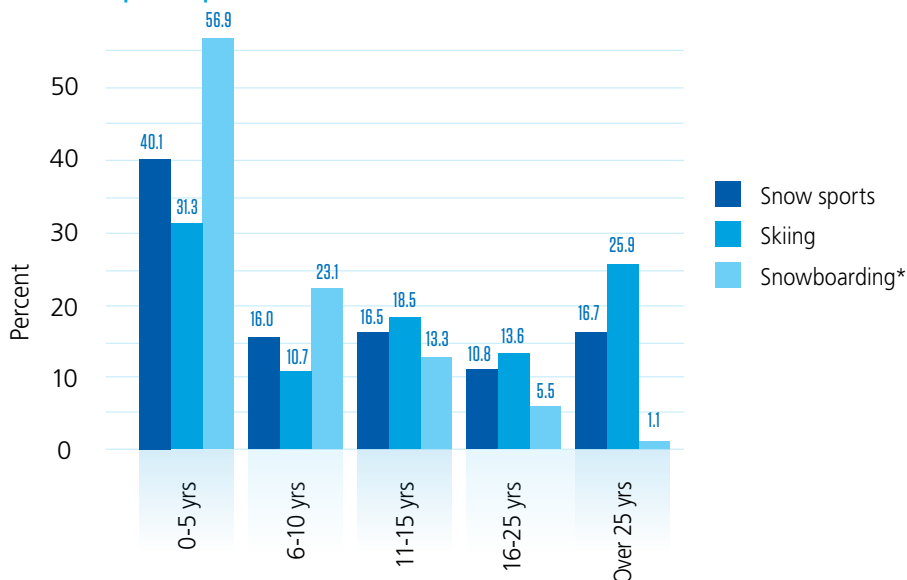
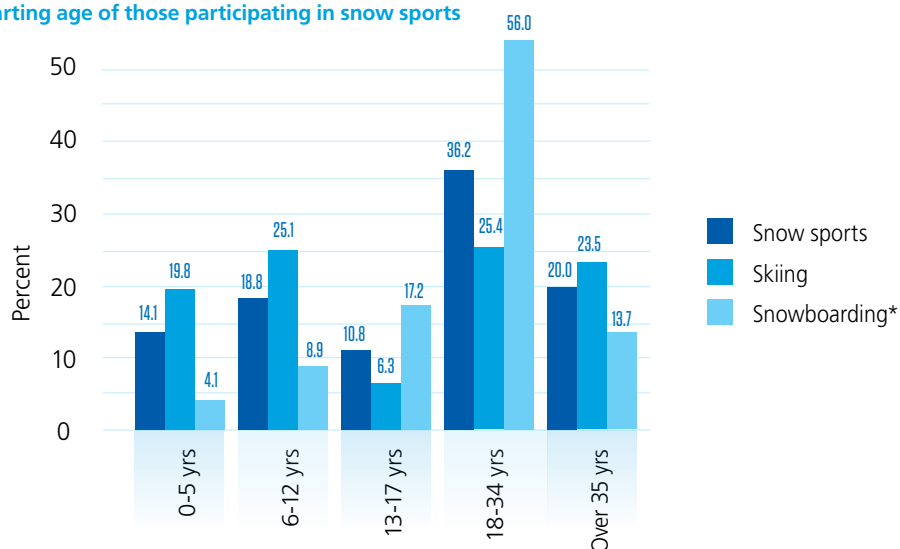


Figure 5 shows the estimated age at which snow sports participants started in the sport. The most common starting age was between 18 and 34 years old (36.2%). Similar proportions (around 2 out of 10 each) started between the ages of 6 and 12 (18.8%) or when aged 35 years or over (20.0%).

The following figure suggests that almost 6 out of 10 snowboarders (56.0%) started taking part in the sport when they were aged between 18 and 34 years. Similar proportions (over 1 in 10 each) started between the ages of 6 and 12 (17.2%) or when aged 35 years or over (13.7%). While just over 5 out of 10 skiers (51.2%) started taking part when they were less than 18 years of age, the sport continues to attract reasonable proportions of new participants between the ages of 18 to 34 years (25.4%) and 35 years and over (23.5%).

Figure 5: Estimated starting age of those participating in snow sports



Participation in other sport and recreation activities

On average, adults who participated in snow sports at least once over 12 months took part in 8.0 different sport and recreation activities (the national average⁴ is 4.0). Skiers and snowboarders took part in 7.8 and 8.7 activities over 12 months, respectively.

Table 3 shows the top 10 sport and active recreation activities undertaken by snow sport participants, and the proportions who took part in them. Over 6 out of 10 snow sports participants (64.3%) took part in skiing, while just under 4 out of 10 (37.9%) took part in snowboarding. Over half of snow sports participants also commonly took part in swimming and walking.

Skiers most commonly participated in walking, swimming and/or jogging/running, while very few (3.5%) also participated in snowboarding. Snowboarders most commonly participated in swimming, jogging/running and marine fishing, with almost 1 in 10 (6.0%) also participating in skiing.

Table 3: Ten most common sport and active recreation activities that snow sports participants take part in

Snow sports participants		Skiers		Snowboarders	
Other activity	%	Other activity	%	Other activity	%
Skiing	64.3	Walking	59.0	Swimming	54.4
Swimming	55.7	Swimming	56.6	Jogging/running	45.2
Walking	51.0	Jogging/running	40.0	Fishing (marine/saltwater)	40.8
Jogging/running	41.6	Cycling/biking	38.8	Walking	37.9
Snowboarding	37.9	Mountain biking	29.5	Cycling/biking	35.2
Cycling/biking	36.4	Tramping	28.1	Mountain biking	26.5
Mountain biking	28.2	Canoeing/kayaking	27.0	Tramping	26.2
Fishing (marine/saltwater)	27.2	Gym	23.6	Canoeing/kayaking	26.2
Tramping	27.1	Tennis	21.1	Gym	25.2
Canoeing/kayaking	26.5	Fishing (marine/saltwater)	19.7	Exercising at home	24.2

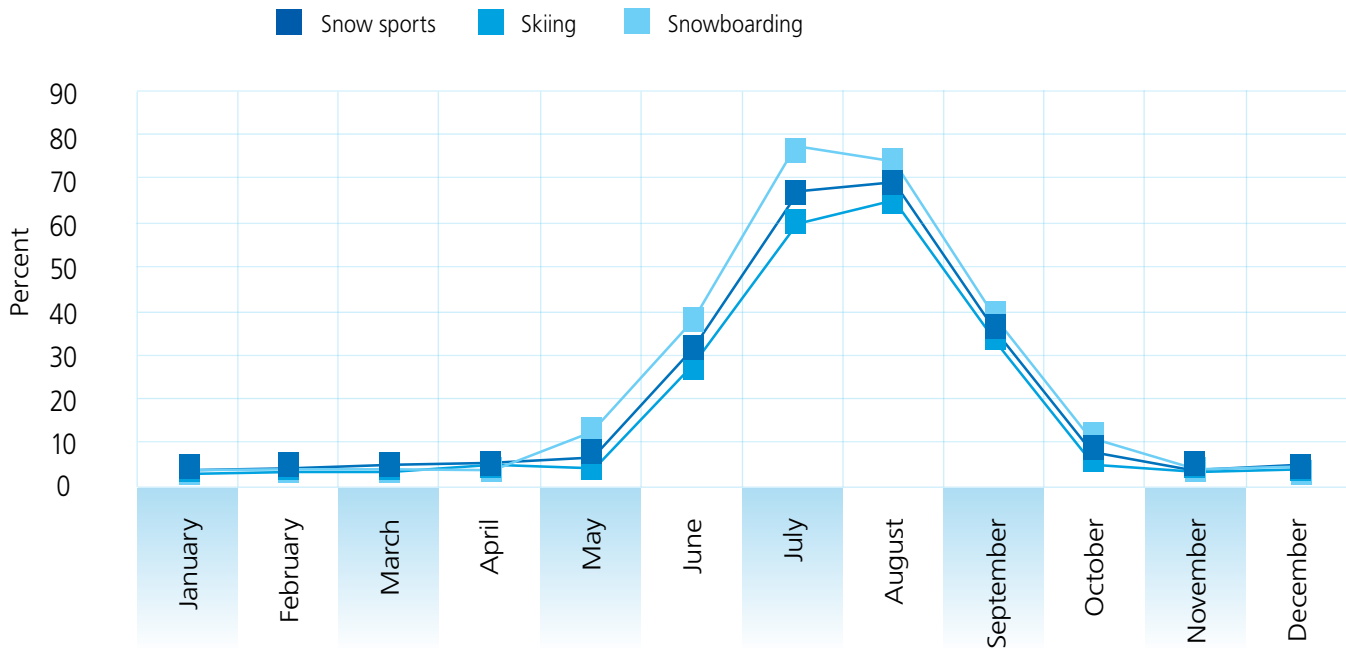
⁴ The national average is calculated for all adults, including those who did not take part in any activities.

Participation Patterns in the Sport

Seasonal participation

Overall, adults most commonly participated in snow sports during the months of July and August, with June and September as shoulder months (see Figure 6). The pattern was similar for both snowboarders and skiers, although the information following suggests that higher proportions of snowboarders than skiers took part over these months.

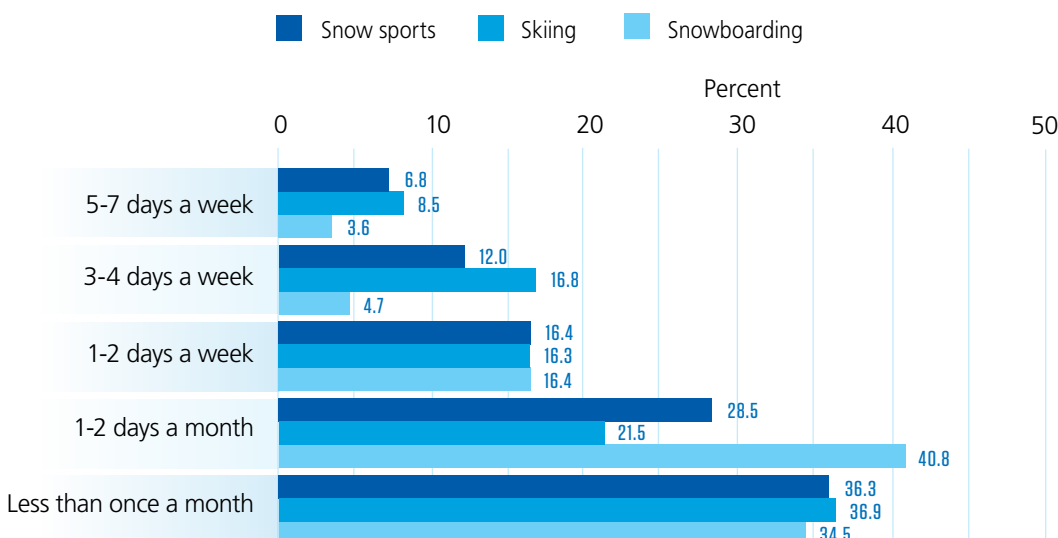
Figure 6: Seasonal participation in snow sports



Frequency of participation

For snow sports overall, participants most commonly took part less frequently than once a month (36.3%), with just under 3 out of 10 (28.5%) participating in snow sports on one to two days per month (see Figure 7). The information following suggests a higher proportion of skiers usually took part in the sport for a concentrated period of time (25.3% took part on three to seven days a week), while higher proportions of snowboarders had more intermittent participation (75.3% took part on one to two days a month or less frequently).

Figure 7: Frequency of participation in snow sports

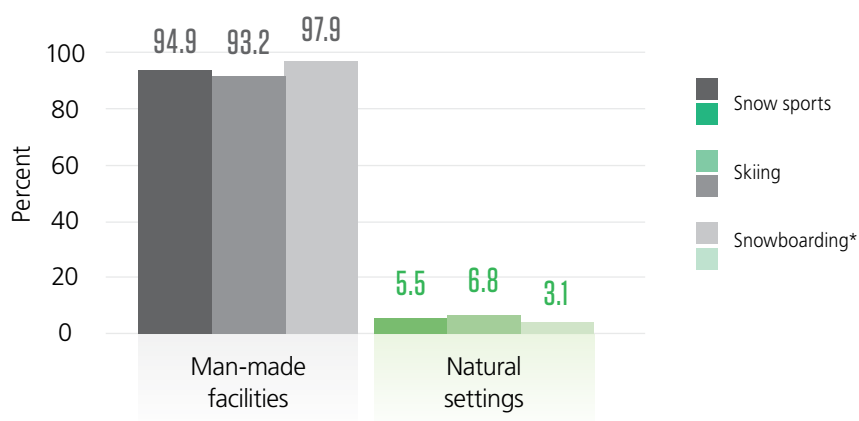


Location of participation

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

Over 9 out of 10 snow sports participants (94.9%) took part in the sport at one or more man-made facilities (which includes ski fields), and most commonly at an *outdoor sports facility* such as a ski field (91.8%). The next most common location was in the natural setting of *the countryside or over farmland* (4.5%). Patterns of participation in these locations were similar for both skiers and snowboarders (see Figure 8 and the table below it).

Figure 8: Type of location in which adults participate in snow sports



	Snow sports	Skiing	Snowboarding*
Man-made facilities	%	%	%
At an outdoor sports facility (inc. like a ski field)	91.8	91.1	93.4
At an indoor sports facility or complex	2.9	1.8	4.4
At a gym or fitness centre	0.8	1.2	0.0
At an indoor facility not used mainly for sport or recreation	0.6	1.0	0.0
Indoors or outside at a home	0.5	0.7	0.0
Outside on a path, cycleway or walkway in a town or city	0.1	0.0	0.2
Natural settings	%	%	%
In the countryside or over farmland	4.5	5.7	2.1
Outdoors at a park in a town or city	1.1	1.1	1.0

Note: Respondents could provide more than one answer.

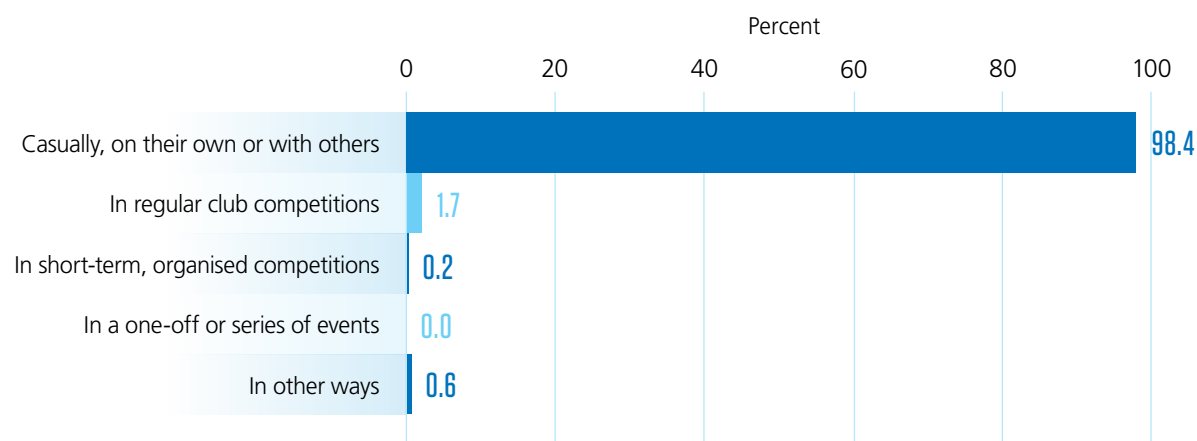
Ways Participants Take Part in the Sport

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

Almost all snow sports participants (98.4%) took part on a *casual basis, either on their own or with others* (see Figure 9). Very few took part in other ways such as in either *regular club competitions* (1.7%) or *short-term, organised competitions* (0.2%). The ways in which people participated are similar for both skiers and snowboarders (see table below Figure 9).

Figure 9: Ways in which snow sports participants take part



Sub-sports	Skiing		Snowboarding*	
	All %	Main %	All %	Main %
Casually, on their own or with others	97.7	97.7	99.8	98.7
In regular club competitions	2.5	2.0	0.2	0.2
In short-term, organised competitions	0.4	0.0	0.0	0.0
In a one-off or series of events	0.0	0.0	0.0	0.0
In other ways	0.3	0.3	1.1	1.1

Note: Respondents could provide more than one answer.



Participation with other participants

Just over 5 out of 10 snow sports participants (54.1%) did not participate in snow sports in any organised group (see Table 4). When they did so, this was most commonly *arranged by the people who took part in the sport* (41.3%). This behaviour was similar for both skiers and snowboarders.

Table 4: Participation with other participant groups

	Snow sports	Skiing	Snowboarding*
	%	%	%
A group arranged by the people who take part in the activity	41.3	40.3	45.1
A work-related sports team	2.7	0.2	6.9
A sports team that is part of a sports club	1.3	2.0	0.0
An organised group set up by an organisation (eg, local council)	0.4	0.0	1.1
Another type of sports team (like a church team)	0.0	0.0	0.0
Other type of group	3.1	3.8	1.9
None	54.1	53.7	52.8

Payment types

Table 5 shows that snow sports participants most commonly paid to participate in the sport on a *per visit, entry or hire basis* (71.3%). Just over 1 in 10 each either *paid for a concession card* (12.3%) or *by way of membership at a sport or physical activity club* (11.5%).

Again, the information following suggests that snowboarders were possibly more intermittent participants, with 8 out of 10 (79.8%) having paid on a *per visit, entry or hire basis*. *Paid membership* was more common among skiers (16.6%).

Table 5: Payment types when taking part in snow sports

	Snow sports	Skiing	Snowboarding*
	%	%	%
Paid per visit, entry or hire	71.3	66.8	79.8
Paid for a concession card	12.3	12.0	12.6
Paid by way of membership at a sport or physical activity club	11.5	16.6	3.0
Could do the activity without paying – it was free	3.6	3.5	3.7
Paid by way of membership at a gym, swimming pool or recreation centre	2.2	1.0	4.0
Paid entry costs for a competition or event (as an individual or team member)	0.5	0.8	0.0
Paid using a community discount card that gives cheaper entry costs	0.0	0.0	0.0
Other payment type	1.0	0.9	1.1

Note: Respondents could provide more than one answer.

Membership of a club or centre

Over the previous 12 months, snow sports participants were most commonly not a *member of any club, gym or centre* for the purpose of doing the sport (84.0%, see Table 6). *Membership of a club* was more common among skiers (21.6%).

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

	Snow sports	Skiing	Snowboarding*
	%	%	%
Member of ANY club/gym/centre	16.0	21.6	6.3
Member of sport or physical activity club	16.0	21.6	6.3
Member of gym or fitness centre	0.0	0.0	0.0
Member of community leisure or recreation centre	0.0	0.0	0.0
Member of other type of club	0.0	0.0	0.0
Not a member of any club/gym/centre	84.0	78.4	93.7

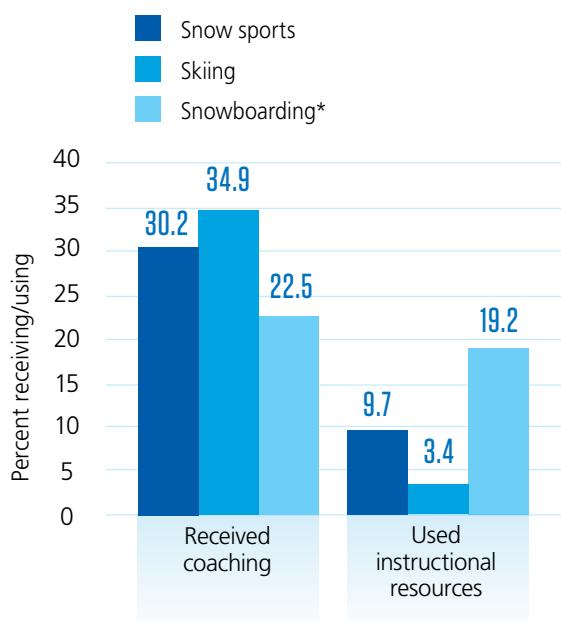
Note: Respondents could report being a member of each of the four types of club.

Coaching and use of instructional resources

Figure 10 shows that 3 out of 10 snow sports participants (30.2%) received instruction or coaching for the sport in the past 12 months to help improve their performance, while 1 in 10 (9.7%) used instructional resources (online or other books or videos).

The following information suggests that similar proportions (around 2 out of 10) of snowboarders received coaching or instruction (22.5%) or used instructional resources (19.2%). Meanwhile, just over 3 out of 10 skiers (34.9%) received instruction or coaching, with few having used instructional resources (3.4%).

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



Motivations for and Barriers to Participation

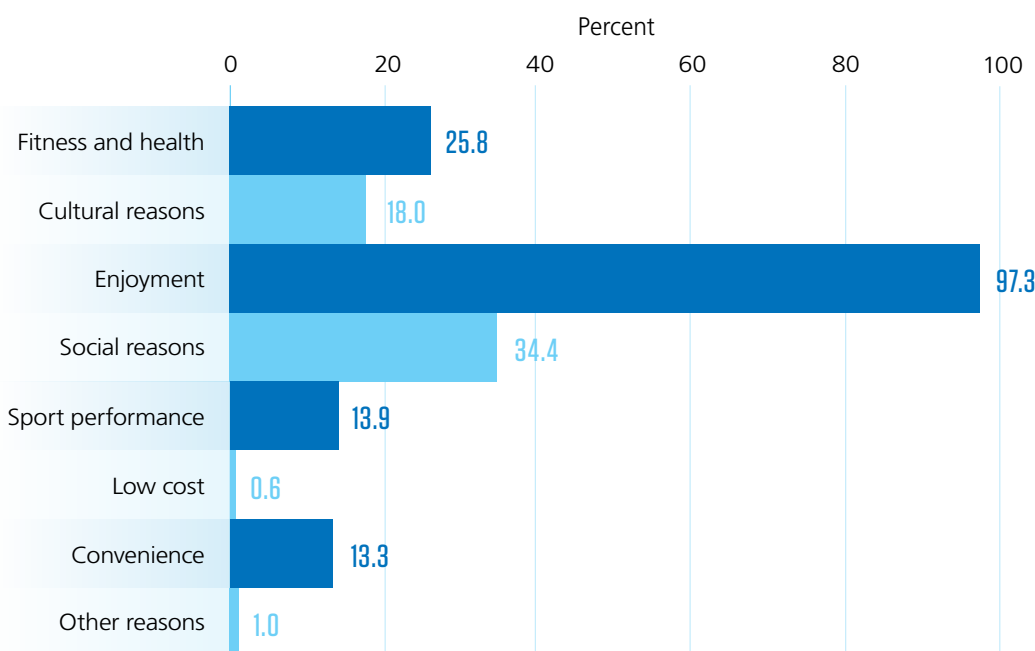
Reasons for taking part

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

Almost all snow sports participants (97.3%) took part in the sport for the enjoyment or the fun of it, followed by over 3 out of 10 (34.4%) participating for social reasons (such as to meet with friends or be part of a club), and almost 3 out of 10 (25.8%) participating for fitness and health reasons (see Figure 11).

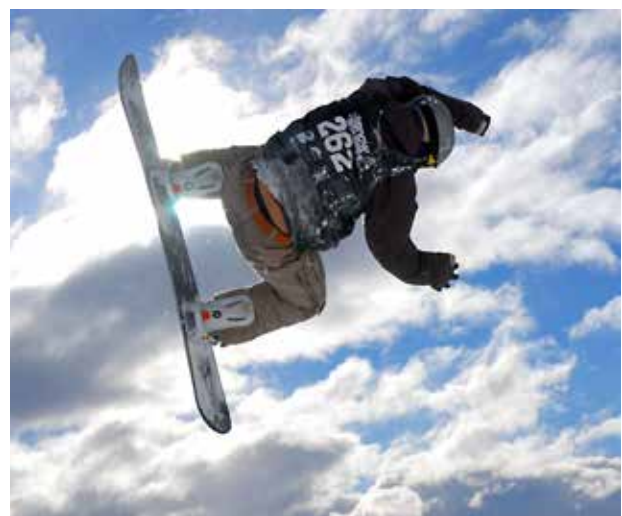
Enjoyment was the main reason for participating for similar proportions of skiers and snowboarders. Other than this, more common reasons among snowboarders were social (45.9%) and fitness and health (33.8%) reasons, while cultural reasons (such as connecting with their culture or to support family and friends to take part) were more common among skiers (22.2%).

Figure 11: Reasons for participating in snow sports



Sub-sports	Skiing	Snow-boarding
	%	%
Fitness and health	20.3	33.8
Cultural reasons	22.2	10.4
Enjoyment	97.5	97.3
Social reasons	27.5	45.9
Sport performance	13.0	14.5
Low cost	0.9	0.0
Convenience	12.5	13.6
Other reasons	0.7	1.4

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 (including snow sports, 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

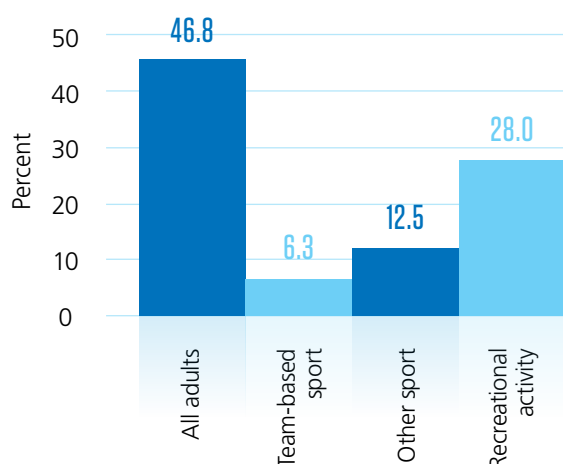
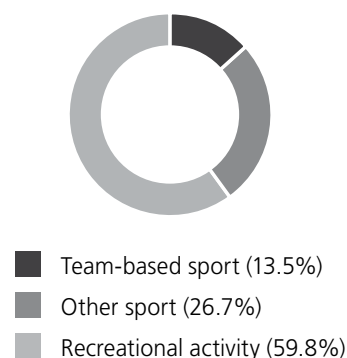


Figure 13: Of those wanting to try a new sport or activity – type of activity would most like to try



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 snow sports) were a lack of time, identified by over 5 out of 10 adults (53.5%), and affordability (26.9%, 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 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.

Table 7: Barriers to trying recreational 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.

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

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

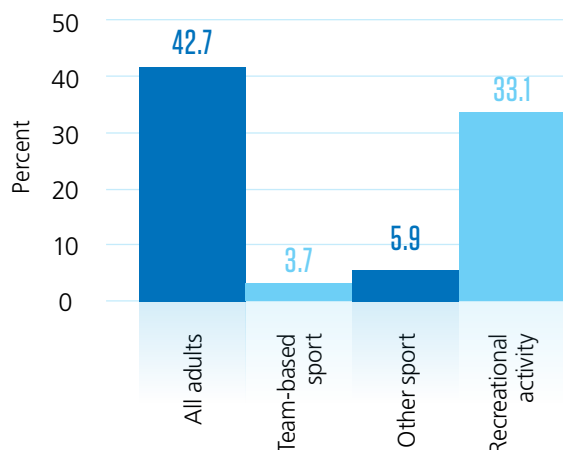
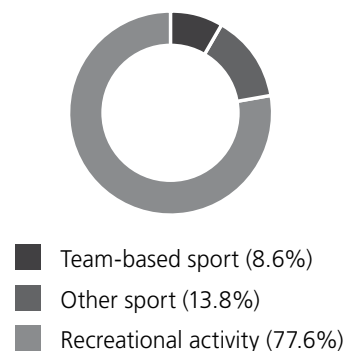


Figure 15: Of those wanting to do more of an existing sport or activity – type of activity would most like to do more of



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 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).

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 recreational 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.

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.

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
Cultural reasons	It provides me with a physical challenge
	It's a way I can connect with my culture
Enjoyment	To support my friends and family to take part
	Just to enjoy it/It's fun to do
Social reasons	To meet with friends
	To meet new people
	To be part of a club
	To be part of a team
Sport performance	To train/improve performance
	To take part in competition
Low cost	It doesn't cost much to do
Convenience	I don't need to join a club
	I don't need to join a gym
	I can take part when the time suits me
	I can easily get to places close by to do the activity

Further information

Further information about the Active New Zealand Survey methodology and/or other reports are available from: www.srknowledge.org.nz/researchseries/active-new-zealand-20132014/



**SPORT
NEW ZEALAND**

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