

ACTIVE
NZ SURVEY

Te Rangahau Korikori o Aotearoa

Sport, Recreation and Physical Activity Participation Among New Zealand Adults

Key Results of the 2007/08 Active New Zealand Survey



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FOREWORD

SPARC is very pleased to release the first results from the 2007/08 Active NZ Survey.

Active NZ is a new national physical activity survey. Consequently, it sets a benchmark in how we will monitor participation in sport, recreation and physical activities among New Zealand adults.

This has been a huge project for SPARC to undertake with the survey being fielded over a 12 month period and incorporated two measurement tools to capture robust, quality data from over 4,000 Kiwis. We are extremely pleased with the depth of information this survey gives us and our partners in the sport and recreation sector.

So what does it tell us? Sport and recreation continues to be a major part of the lives of New Zealand adults. During any week, nearly 80 percent of adults participated in at least one sport or recreation activity; over 12 months, one in four Kiwis provided support to sport and recreation as volunteers and almost 40 percent took part in at least one event or organised competition. In terms of how active Kiwis are, nearly 50 percent of adults met physical activity guidelines for adults advocated in New Zealand (at least 30 minutes of physical activity a day on five or more days a week).

In terms of trend data, participation levels in sport and recreation, volunteering levels and being members of clubs or centres can be compared to data collected in 2000/01. Again the news is good; our levels of engagement in sport and recreation as participants and volunteers have remained stable between 2000/01 and 2007/08.

SPARC will be releasing much more information from the survey over the coming months, including for the first time, a profile for each of the 17 Regional Sports Trusts which will allow regional bodies to compare high-level results to other regions and nationally. We will also be releasing profiles on the sport and recreation activities with the highest participation numbers. In addition there will be ethnic-specific profiles, profiles focusing on volunteers and other demographic groups.

Finally I would like to take this opportunity to thank the following people and organisations who helped this project come to fruition: all the participants who freely gave their time to participate in this survey; Ministry of Health, Statistics New Zealand and Dr Karen Moy who assisted with the design of the survey; Nielsen for undertaking the survey; and the SPARC Research Team, in particular, Grant McLean, Paula Pope and Maea Hohepa who managed the Active NZ survey, analysed the data and wrote this report.



Peter Miskimmin
Chief Executive SPARC

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EXECUTIVE SUMMARY

Report Content

This report consists of two main sections.

Section 1, '2007/08 Active NZ Survey Findings', contains an overview of key findings from the 2007/08 Active NZ survey, in particular, the level of engagement New Zealand adults have with sport and recreation as participants or volunteers and how active New Zealand adults are.

Section 2 'Sport and Recreation Trends 2000/01-2007/08' outlines trend data for three sport and recreation indicators: (1) sport and recreation participation over 12 months; (2) level of volunteering over 12 months; and (3) involvement levels in a club or centre over a month.

Over the next few months SPARC will do further analysis of the data to provide more targeted reports on a range of areas. For example, individualised reports for 17 regions will be produced, followed by reports focusing on specific sport and recreation activities, volunteers and ethnic-specific reports. A full technical report will also be completed. Additional information about these reports can be found on page 21 of this report.

Key Findings

Popular Activities

- Over 12 months, 96 percent of adults participated in one or more sport or recreation activities. During any week, 79 percent of adults participated in at least one sport or recreation activity.
- High participation levels were found for a mixture of sport and recreation activities, with walking, gardening and swimming being the most popular activities in which adults participated each year.
- On average, adults participated in 4.6 sport and recreation activities per year.

Volunteering, Organised Event Participation and Instruction

- Over 12 months:
 - 25.3 percent of adults volunteered in sport and recreation;
 - 36.9 percent of adults participated in at least one event or organised competition; and
 - 39.9 percent of adults received instruction from a coach, instructor, teacher or trainer.

Club or Centre Involvement

- During any month, 34.9 percent of adults were members of clubs or centres to do a sport or recreation activity.

Physical Activity Levels

- 48.2 percent (women, 44%; men, 52%) of adults achieved New Zealand's national physical activity guideline, that is they participated in at least 30 minutes of moderate intensity physical activity on five or more days of the week.
- Compared with the New Zealand population, a similar percentage of adults in each ethnic group achieved the national physical activity guidelines, but inactivity levels were higher among Asian adults.

Trends

- Between 2000/01 and 2007/08 levels of participation in sport and recreation among adults (aged 18 years and over) have remained stable in the following areas:
 - participating in at least one sport and recreation activity over 12 months;
 - volunteering in sport and recreation over 12 months; and
 - being a member of a club or centre to participate in a sport or recreation activity per month.



2007/08 ACTIVE NZ SURVEY FINDINGS

INTRODUCTION

The 2007/08 Active NZ Survey

Active NZ is a national-level measurement tool used by Sport and Recreation New Zealand (SPARC) to monitor physical activity, in particular sport and recreation participation among New Zealand adults. The 2007/08 survey provides new benchmarks for monitoring physical activity.

The Objectives of the 2007/08 Active NZ Survey

The key objectives of the Active NZ Survey were to:

- measure participation levels in various sport, recreation, and physical activities;
- determine the percentage of New Zealand adults who met the New Zealand Physical Activity Guidelines;
- provide a baseline from which to track long-term trends in sport, recreation and physical activity at a national level; and
- gain insights into sport, recreation and physical activity levels across various regions and demographic variables.

Methodology

The Survey

The Active NZ Survey consists of two data collection methods:

1. a sport and recreation survey; and
2. a seven-day physical activity recall diary.

The Active NZ Survey collected information about all physical activity domains (i.e. sport and recreation, active travel including walking or cycling to a destination, occupational activity and incidental activities like washing the car). The survey also assessed the intensity at which people did physical activities, whether adults were members of clubs or centres to do sport and recreation activities and the type and level of sport and recreation volunteering.

The Sample

Data were collected from 4,443 New Zealand adults aged 16 years and over through face-to-face interviews. The interviews were completed over a 12-month period beginning March 2007. An overall response rate of 61 percent was achieved. The data have been weighted to be representative of the New Zealand adult population.

Sample profile

	Number interviewed (n)	Weighted sample (n)
Total Population	4,443	3,275,730
Gender		
Men	1,857	1,582,670
Women	2,586	1,693,060
Age		
16-24	523	549,492
25-34	713	544,391
35-49	1,288	946,050
50-64	948	708,461
≥ 65	971	527,336
Ethnicity		
NZ European	3,056	2,288,363
Māori	783	399,125
Pacific	274	185,532
Asian	361	317,530
Other	295	257,178

Ethnic-Specific Data

The ethnic groupings represented in this report are Māori, New Zealand European, Pacific and Asian. The Other ethnic group includes mainly Middle-Eastern, Latin American and African ethnicities.

To provide a representative picture of ethnic affiliation, participants could report multiple ethnicities. This means that the same person can be represented in different ethnic groups (e.g. Māori and New Zealand European). Consequently, the sum of the ethnic group populations exceeds the total New Zealand population.

Percent estimates for each ethnic group should only be compared with percent estimates for the total population and not between ethnic groups (e.g. comparing Māori and Pacific data).

Margin of Error

Percent estimates based on the total Active NZ Survey sample (n=4,443) are subject to a margin of error of ± 2 percent.

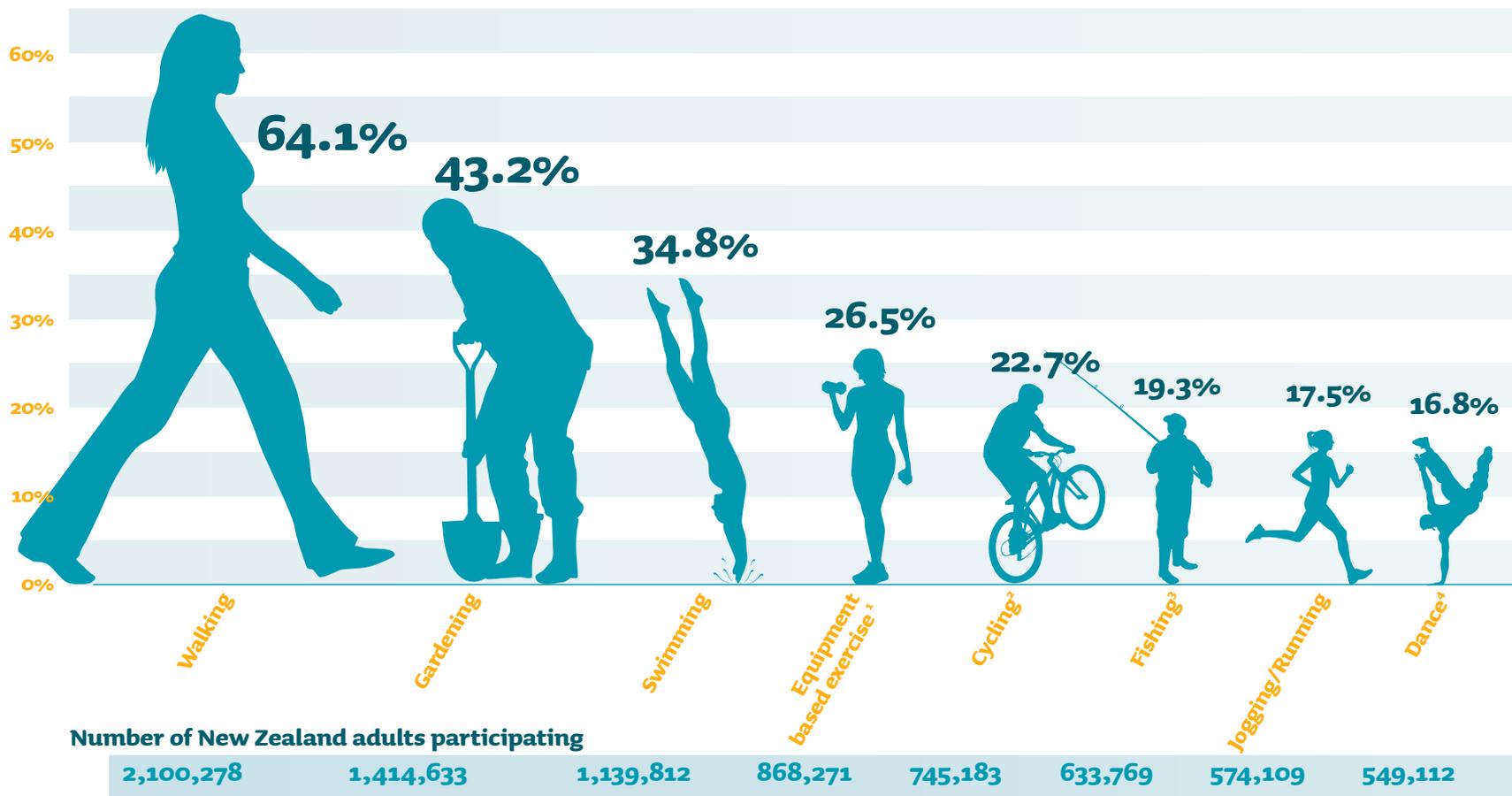
Interpretation: For a percent estimate of 64.1 percent (i.e. percent of adults who participated in walking as a sport or recreation activity; page 6), the true estimate lies somewhere between 62.1 percent and 66.1 percent.

PARTICIPATION IN SPORT & RECREATION

Popular Activities

The information presented in this section, 'Popular Activities', indicates the percentage of all adults who participated in a specific activity, irrespective of the intensity or duration of the activity undertaken. Also, participation levels are reported for three timeframes: over 12 months, per month and per week.

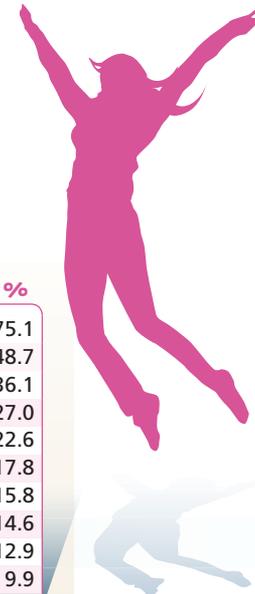
The 20 Most Popular Sport and Recreation Activities Participated in Over 12 Months





The 10 Most Popular Sport and Recreation Activities Participated In Over 12 Months By Gender

Men	%	Women	%
Walking	52.3	Walking	75.1
Gardening	37.3	Gardening	48.7
Swimming	33.4	Swimming	36.1
Fishing	29.8	Equipment-based exercise	27.0
Cycling	28.0	Dance	22.6
Equipment-based exercise	26.0	Cycling	17.8
Golf	20.1	Jogging/Running	15.8
Jogging/Running	19.3	Pilates/Yoga	14.6
Cricket	11.7	Aerobics	12.9
Football	10.7	Netball	9.9



- The top three activities for men and women are identical in terms of activity type and order of popularity.
- Six of the top ten activities are the same for men and women, these activities being walking, gardening, swimming, equipment-based exercise, cycling and jogging/running.
- Unique activities popular with women included dance, pilates/yoga, aerobics and netball, while fishing, golf, cricket and football were uniquely popular with men.



416,223

306,343

304,675

290,753

277,866

237,965

227,265

219,952

209,769

209,652

209,428

206,073

1 Equipment-based exercise includes the use of exercise equipment (e.g. exercycles, treadmills, weights) at home or at the gym.

2 Cycling includes mountain biking and cycling.

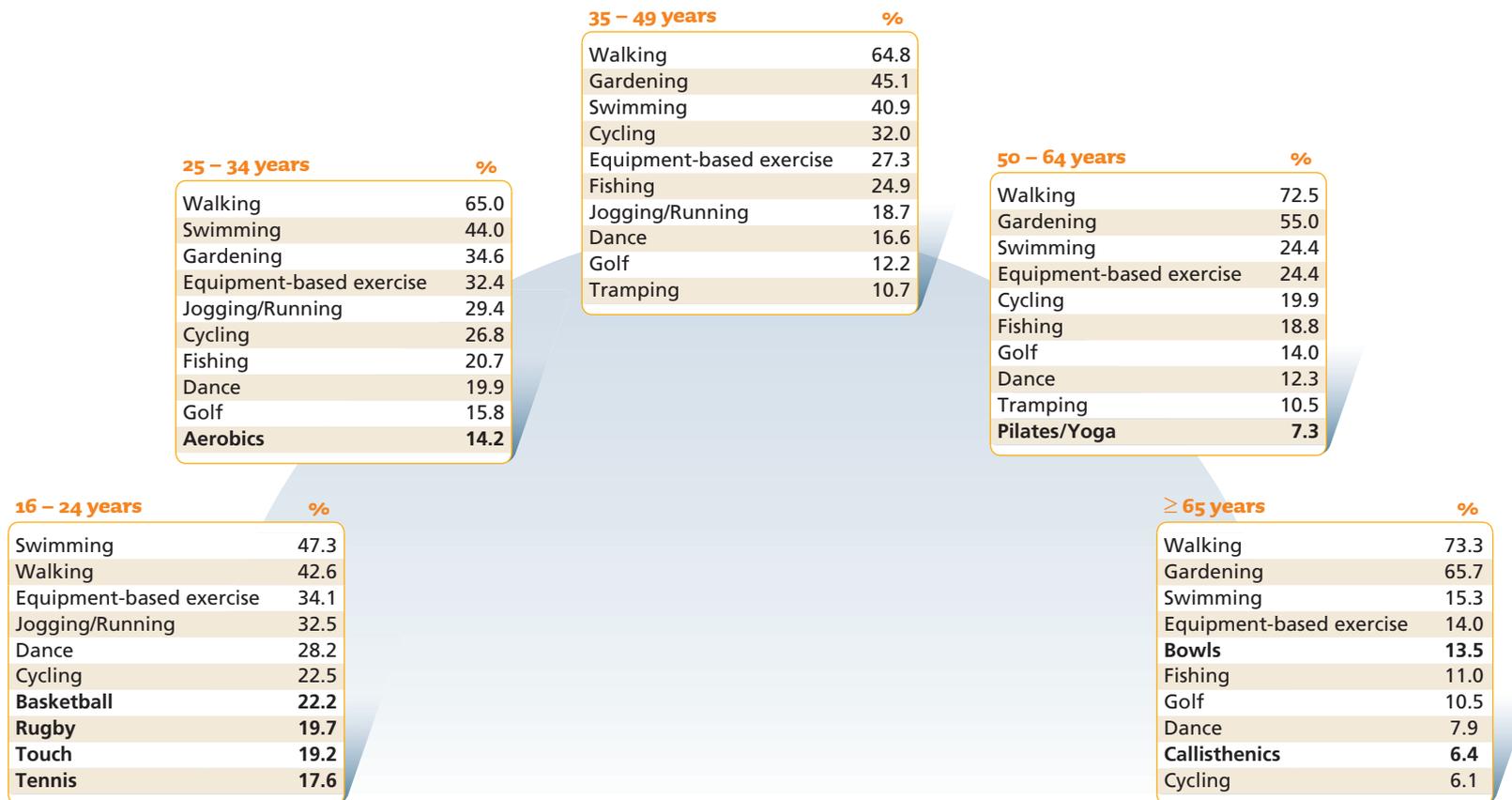
3 Fishing includes freshwater and marine fishing.

4 Dance includes several dance genres (e.g. ballet, hip-hop, disco, ballroom, modern, tap).

5 Includes both indoor and outdoor versions of this activity.

6 Snow sports includes skiing and snowboarding.

The 10 Most Popular Sport and Recreation Activities Participated In Over 12 Months by Age



- Popular activities common across all age groups are walking, swimming, equipment-based exercise, jogging/running and dance.
- Basketball, rugby, touch and tennis are popular activities among the youngest age group, 16 to 24 year olds.
- After the age of 25 years, gardening, fishing and golf become popular activities.
- Bowls is a popular activity for those aged 65 years and over.
- Walking is a common activity across all age groups but becomes the most prominent activity after the age of 25 years.
- Dance is another highly popular activity across age groups, especially among adults aged 16 to 24 years old.

The 10 Most Popular Sport and Recreation Activities Participated In Over 12 Months by Ethnicity

Māori %

Walking	54.0
Swimming	38.5
Gardening	32.2
Fishing	24.9
Equipment-based exercise	23.0
Dance	22.2
Cycling	20.4
Touch	19.3
Jogging/Running	19.2
Rugby	14.4

Pacific %

Walking	48.3
Equipment-based exercise	24.8
Swimming	23.8
Touch	22.4
Dance	20.9
Volleyball	20.9
Rugby	17.2
Gardening	16.8
Jogging/Running	16.7
Basketball	13.6

Total Population %

Walking	64.1
Gardening	43.2
Swimming	34.8
Equipment-based exercise	26.5
Cycling	22.7
Fishing	19.3
Jogging/Running	17.5
Dance	16.8
Golf	12.7
Tramping	9.4

NZ European %

Walking	66.6
Gardening	49.2
Swimming	35.4
Equipment-based exercise	27.8
Cycling	26.0
Fishing	21.1
Jogging/Running	17.8
Dance	16.1
Golf	14.2
Tramping	10.8

Other %

Walking	72.8
Gardening	44.9
Swimming	39.7
Equipment-based exercise	27.9
Cycling	21.9
Jogging/Running	18.7
Dance	15.4
Fishing	14.7
Tramping	11.1
Football	10.5

Asian %

Walking	58.5
Swimming	32.7
Equipment-based exercise	25.3
Gardening	23.6
Jogging/Running	16.8
Dance	16.4
Pilates/Yoga	14.9
Badminton	13.9
Basketball	12.6
Cycling	11.1

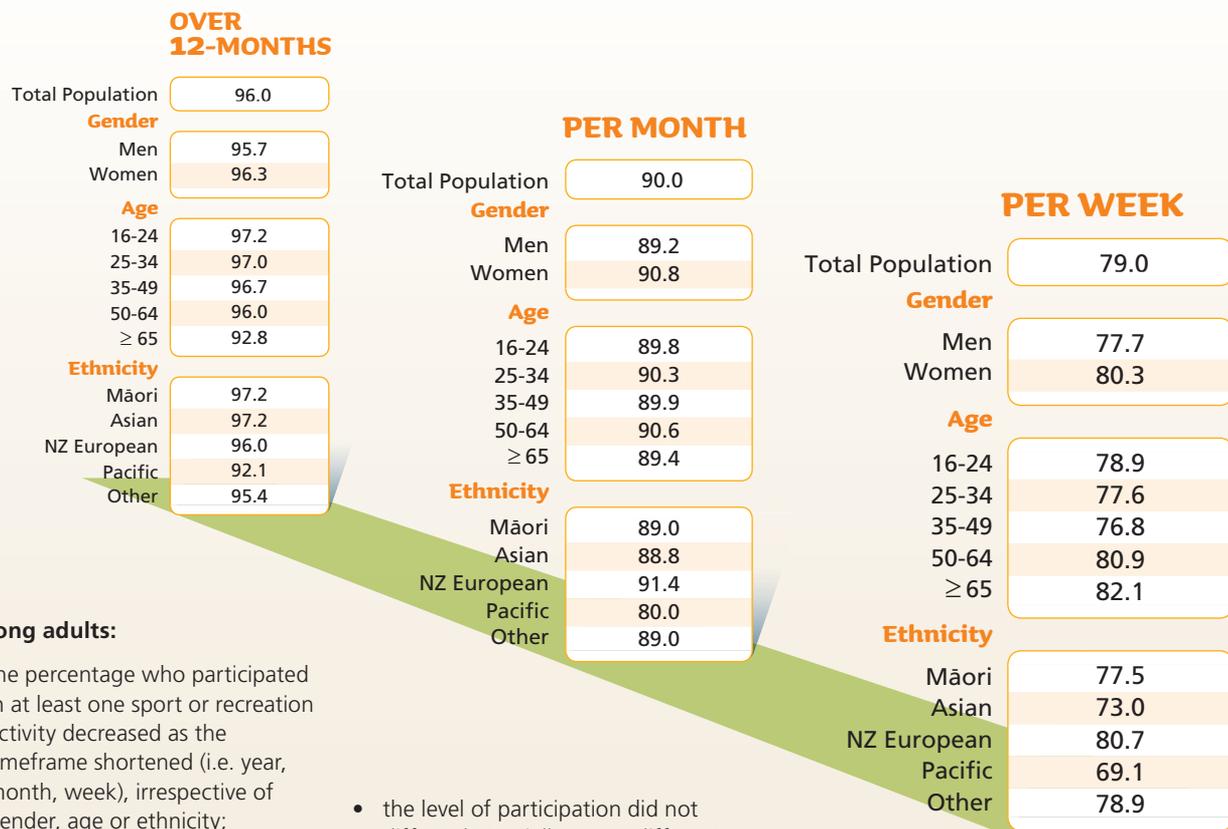


- Compared with the total New Zealand population⁷, activities popular with specific ethnic groups included:
 - touch and rugby for Māori adults;
 - touch, volleyball, rugby and basketball for Pacific adults;
 - pilates/yoga, badminton and basketball for Asian adults; and
 - football for Other adults.
- Popular activities common across all ethnic groups included walking, swimming, gardening and equipment-based exercise.

⁷ Because participants could report multiple ethnicities, the same person can be represented in different ethnic groups (e.g. Māori and NZ European). Consequently, ethnic-specific findings should only be compared with estimates for the total population and not between ethnic groups.

Participation in Sport or Recreation Activities Over Different Timeframes

Percentage of adults who took part in at least one sport or recreation activity...



Among adults:

- the percentage who participated in at least one sport or recreation activity decreased as the timeframe shortened (i.e. year, month, week), irrespective of gender, age or ethnicity;
- during any week, 79 percent of adults participated in at least one sport or recreation activity;
- over 12 months, the participation level increased to 96 percent, indicating that most adults are involved in sport or recreation;
- the level of participation did not differ substantially across different age groups or between men and women; and
- compared with the total population, a lower percentage of Pacific adults took part in activities across all timeframes.

Number of Sport and Recreation Activities Participated In Over 12 Months

Percentage of adults who took part in...

	One sport or recreation activity	Two sport or recreation activities	Three or more sport or recreation activities	Average number of sport and recreation activities
Total Population	96.0	84.7	69.3	4.6
Gender				
Men	95.7	84.9	71.1	5.0
Women	96.3	84.6	67.7	4.2
Age				
16-24	97.2	90.3	81.5	6.5
25-34	97.0	89.3	79.3	5.4
35-49	96.7	85.7	74.2	4.8
50-64	96.0	81.9	60.7	3.6
≥ 65	92.8	76.3	49.3	2.7
Ethnicity				
Māori	97.2	83.6	70.1	5.2
Asian	97.2	80.4	57.1	3.8
NZ European	96.0	86.4	71.9	4.7
Pacific	92.1	75.6	60.8	4.0
Other	95.4	82.5	69.0	4.4

Over 12 months:

- 85 percent of adults participated in at least two different sport and recreation activities;
- men and women participated in a similar number of activities;
- fewer people in the older age groups (50 years and over) participated in at least three sport or recreation activities;
- the average number of activities participated in over 12 months decreased with increasing age, from 6.5 for 16 to 24 year olds to 2.7 for those aged 65 years and over; and
- compared with the total population, all ethnic groups achieved a similar percent estimate for participation in at least one sport or recreation activity, but participation in three or more activities was lower among Pacific and Asian adults.



Participation in an Organised Competition or Event Over 12 Months

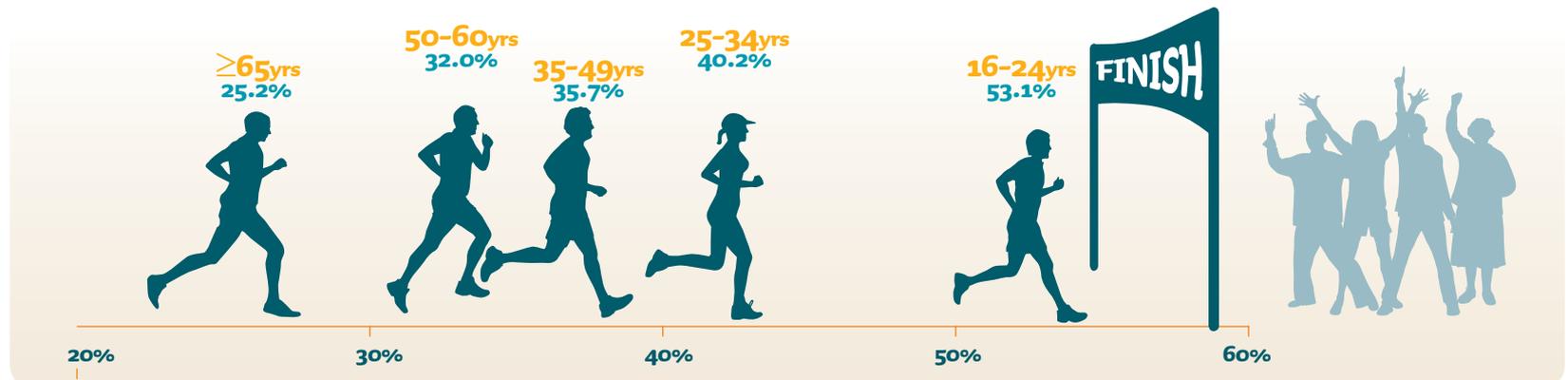
Participation in an Organised Competition or Event

	%
Total Population	36.9
Gender	
Men	44.5
Women	29.8
Ethnicity	
Māori	44.2
Pacific	41.2
NZ European	38.6
Asian	21.5
Other	27.3

Over 12 months:

- over one-third (36.9%) of all adults participated in at least one organised competition or event;
- men were more likely to participate in an organised event or competition than women;
- participation levels in an organised event or competition decreased with increasing age; and
- compared with the total population, participation in an organised competition or event was higher among Māori and Pacific adults, but lower among Asian and Other adults.

Participation in an Organised Competition or Event by Age



Involvement in a Sport or Recreation Club or Centre Over a Month

Various clubs and centres exist for people to take part in sport and recreation activities.

The Active NZ Survey examined the percentage of all adults who were members of the following clubs and centres:

- sport or physical activity club;
- gym or fitness centre;
- social club/work team; and
- other type of club/centre.

On this page the percentage of all adults who were members of any type of club or centre and the percentage of all adults involved with a specific club or centre are presented.

Member of Any Club or Centre

	%
Total Population	34.9
Gender	
Men	38.6
Women	31.6
Age	
16-24	51.6
25-34	32.3
35-49	30.6
50-64	30.3
≥ 65	34.5
Ethnicity	
Māori	37.7
Pacific	36.5
NZ European	35.9
Asian	29.2
Other	27.9

During any month:

- over one-third (34.9%) of all adults were members of clubs or centres;
- one in every two adults aged 16 to 24 years were members of clubs or centres; and
- compared with the total population, a higher percentage of Māori but fewer Asian and Other adults were members of clubs or centres.

Member of a Specific Club or Centre Type⁸

	%
Sport/Physical activity club	17.9
Gym/Fitness centre	11.8
Social club/work team	5.1
Other type of club	6.3

Among the different types of clubs and centres:

- almost one in five adults was a member of a sport or physical activity club; and
- the second most common club or centre with which adults engage was a gym or fitness centre.

Received Instruction for a Sport or Recreation Activity Over 12 Months

Percentage of adults who received instruction from a Coach, Instructor, Teacher or Trainer...

	%
Total Population	39.9
Gender	
Men	37.2
Women	42.4
Age	
16-24	67.3
25-34	47.0
35-49	37.7
50-64	30.0
≥ 65	20.9
Ethnicity	
Māori	45.1
Pacific	42.9
NZ European	40.1
Asian	36.5
Other	37.5

Over 12 months:

- 40 percent of adults received instruction from a coach, instructor, teacher or trainer;
- receiving instruction was most common among 16 to 24 year olds;
- receiving instruction decreased with increasing age; and
- compared with the total population, a higher percentage of Māori but a lower percentage of Asian and Other adults received instruction for a sport or recreation activity.

⁸ Participants could choose multiple club/centre types noted in this table, therefore, when the percentages for each club/centre type are summated they do not equal 34.9 percent.

VOLUNTEERS

Over 12 months:

- one in four adults volunteered for a sport or recreation activity, equating to 829,735 sport and recreation volunteers;
- a similar percentage of men and women volunteered;
- parent helper and coach were the most common roles;
- volunteering levels peaked in the 35 to 49 year old age group; and
- compared with the total population, volunteering levels were higher among Māori and Pacific adults and lower among Asian and Other adults.

Volunteer Levels Among All Adults

	%
Total Population	25.3
Gender	
Men	24.9
Women	25.8
Age	
16-24	27.3
25-34	25.9
35-49	34.8
50-64	20.1
≥ 65	12.5
Ethnicity	
Māori	33.2
Pacific	31.9
NZ European	26.1
Asian	13.2
Other	24.3

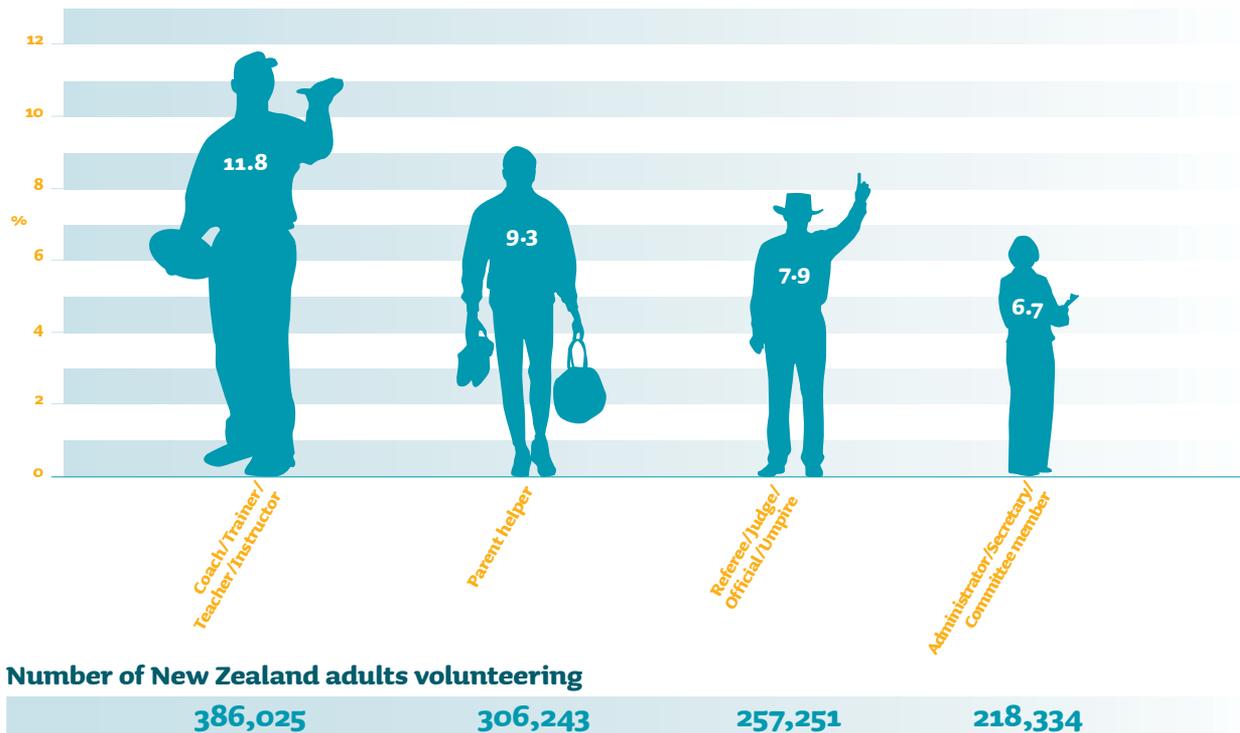
Most Common Roles Among Volunteers

	%
Coach/Trainer/Teacher/Instructor	46.5
Parent helper	36.9
Referee/Judge/Official/Umpire	31.0
Administrator/Secretary/Committee member	26.3

Among the 25.3 percent of adults who did volunteer:

- the most common role was coach/teacher/trainer, followed by, in sequential order, parent helper, referee and administration-based roles.

Most Common Volunteer Roles Among All Adults

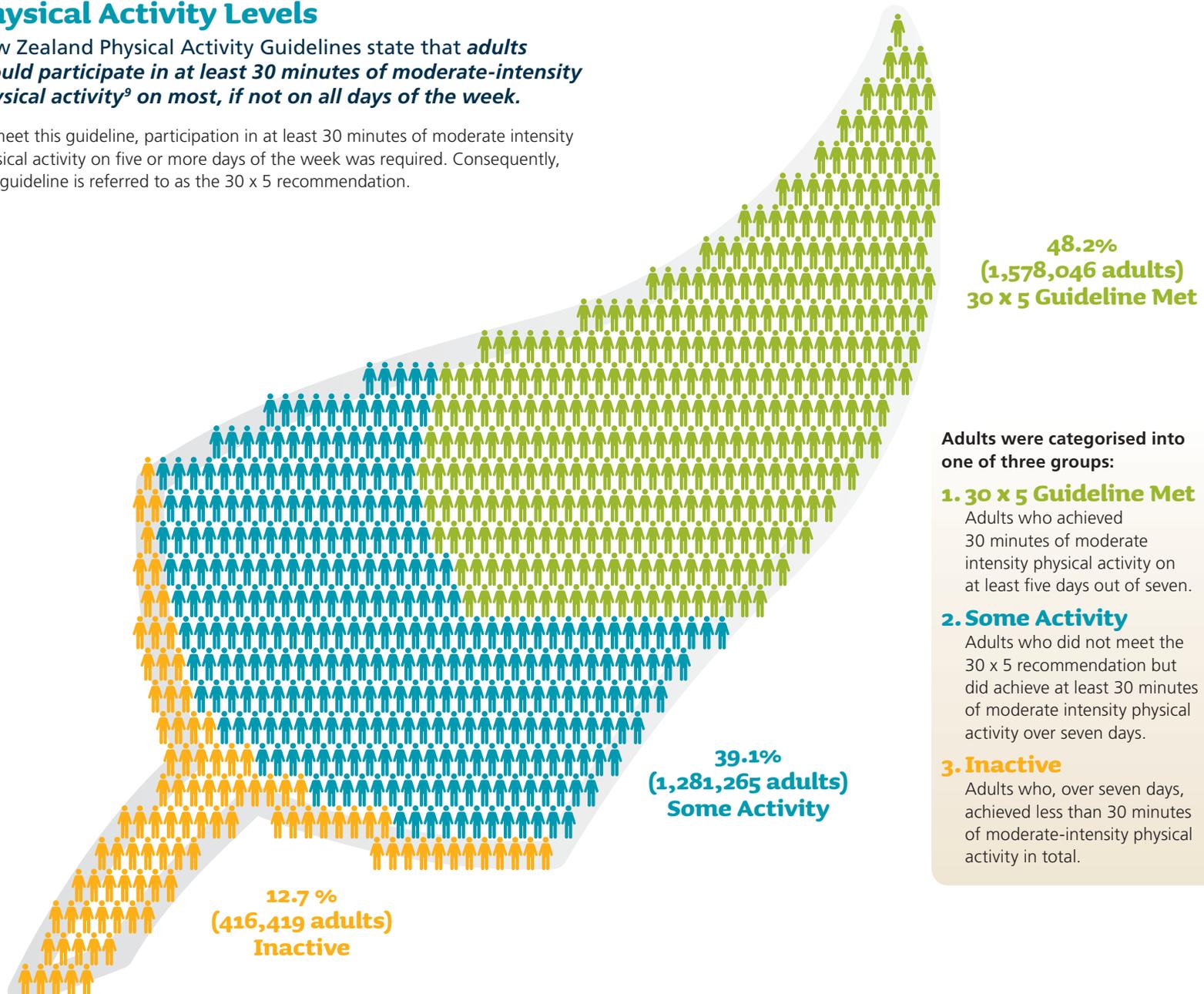


NATIONAL PHYSICAL ACTIVITY GUIDELINES

Physical Activity Levels

New Zealand Physical Activity Guidelines state that **adults should participate in at least 30 minutes of moderate-intensity physical activity⁹ on most, if not on all days of the week.**

To meet this guideline, participation in at least 30 minutes of moderate intensity physical activity on five or more days of the week was required. Consequently, this guideline is referred to as the 30 x 5 recommendation.



Adults were categorised into one of three groups:

1. 30 x 5 Guideline Met

Adults who achieved 30 minutes of moderate intensity physical activity on at least five days out of seven.

2. Some Activity

Adults who did not meet the 30 x 5 recommendation but did achieve at least 30 minutes of moderate intensity physical activity over seven days.

3. Inactive

Adults who, over seven days, achieved less than 30 minutes of moderate-intensity physical activity in total.

⁹ Moderate intensity physical activity will cause a slight, but noticeable, increase in breathing and heart rate.

Physical Activity Levels by Gender and Age

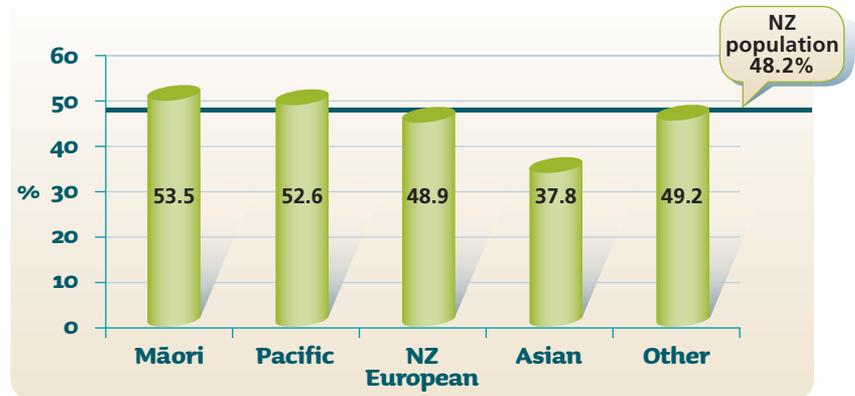
	30 x 5 Guideline Met %	Some Activity %	Inactive %
Total Population	48.2	39.1	12.7
Gender			
Men	52.3	37.0	10.8
Women	44.4	41.1	14.5
Age			
16-24	43.6	47.3	9.1
25-34	50.1	38.9	11.1
35-49	54.6	35.0	10.4
50-64	52.0	36.4	11.5
≥ 65	34.2	41.8	24.0

- Nearly half of all adults met the 30 x 5 physical activity guideline – the minimum level of physical activity advocated in New Zealand for adults; and
- a higher percentage of men than women met this guideline.



Physical Activity Levels by Ethnicity

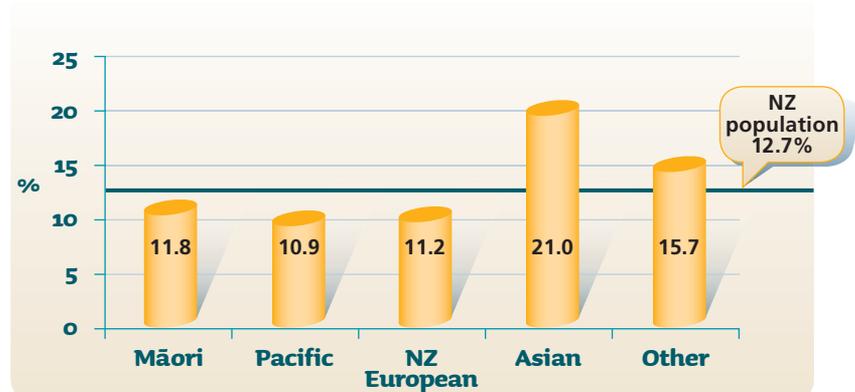
30 x 5 Guideline Met Group



Some Activity Group



Inactive Group



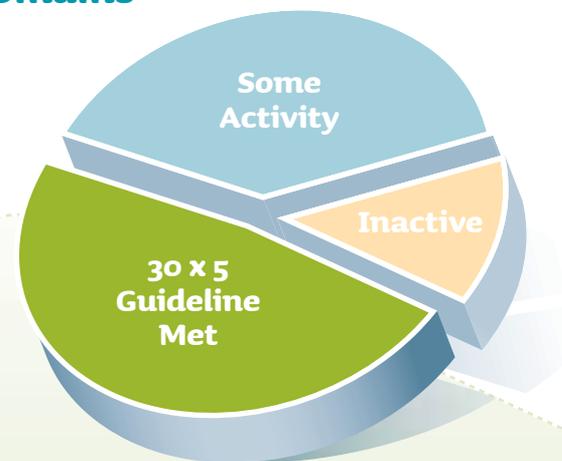
Compared with the New Zealand population:

- most ethnic groups had a similar percentage of adults in the 30 x 5 Guideline Met and Some Activity groups; and
- a higher percentage of Asian adults were in the Inactive group.

Achieving 30 Minutes of Moderate Intensity Physical Activity a Day Through Different Physical Activity Domains

Adults can achieve the 30 x 5 recommendation through different physical activity domains. These physical activity domains include:

- sport and recreation activities (e.g. swimming);
- occupational activity (e.g. farming);
- active travel (e.g. biking to work); and
- unpaid work/other physical activities (e.g. DIY).

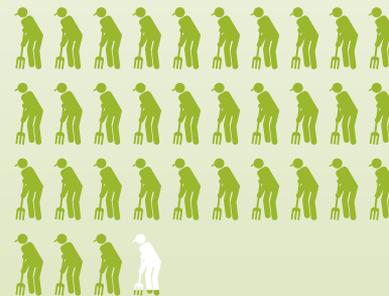


Among the 48.2 percent of adults in the 30 x 5 Guideline Met group...

42.2 percent met the 30 x 5 recommendation through their **sport and recreation activity**



33.1 percent met the 30 x 5 recommendation through their **occupational activity**



7.9 percent met the 30 x 5 recommendation through their **active travel**

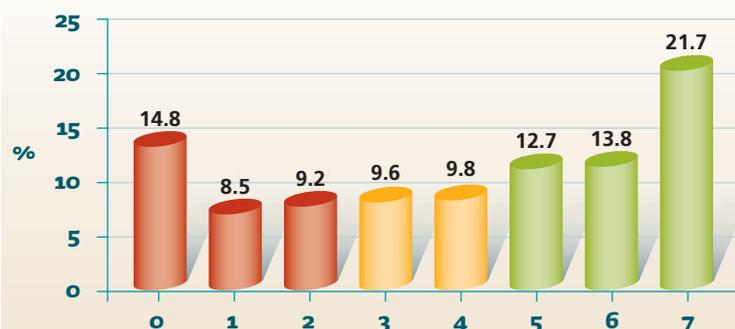


18.2 percent met the 30 x 5 recommendation through their **unpaid work/other activities**



- When physical activity domains are examined individually, adults are more likely to achieve this minimum level of physical activity (30 x 5) through sport and recreation activity (42.2%) compared with the other physical activity domains.

The Number of Days Adults Achieved at Least 30 Minutes a Day of Moderate Intensity Physical Activity



- Nearly half (48.2%) of all adults achieved 30 minutes of moderate intensity physical activity on at least five days a week.
- Almost one-fifth of all adults were close to meeting the 30 x 5 recommendation; they just needed to do an additional 30 minutes on one or two more days a week.
- Fifteen percent of adults did not engage in 30 minutes of moderate intensity physical activity on any day of the week.

**SPORT AND
RECREATION TRENDS
2000/01 – 2007/08**

INTRODUCTION

Comparisons

The information in this section outlines trend data (2000/01 to 2007/08) for three sport and recreation indicators:

1. sport and recreation participation over 12 months;
2. level of volunteering over 12 months; and
3. involvement levels in a club or centre over a month.

2000/01 Survey versus 2007/08 Survey

The 2000/01 survey, referred to as the 'New Zealand Sport and Physical Activity Survey', was conducted by Hillary Commission. This survey was subsequently modified by SPARC to collect more in-depth, robust sport, recreation, and physical activity data that would inform SPARC's mandate. The survey was renamed as Active NZ Survey to reflect these differences. Hence, the 2007/08 Active NZ Survey is the first national survey conducted by SPARC. The key modifications between the New Zealand Sport and Physical Activity Survey and the Active NZ Survey are presented in the table below.

	2000/01 NZSPAS	2007/08 Active NZ Survey
Measurement tool(s)	Sport and Recreation Survey	Modified version of the Sport and Recreation Survey AND a seven-day physical activity recall diary
Sample Population	Children (5 to 17 years old) and Adults (≥ 18 years old)	Adults only (≥ 16 years old)
Data Collection	Self-report (adult data) Parental proxy reports (child data)	Self-report (adult data)

For the comparisons presented in this report to be made the 2007/08 Active NZ data were adjusted in two ways.

1. 16 to 17 year olds were excluded (as the 2000/01 survey collected information only from adults aged 18 years and over while the Active NZ Survey interviewed adults aged 16 years and over).
2. A wider range of sport and recreation activities was examined in the 2007/08 survey compared with the 2000/01 survey (e.g. dance). The 2007/08 survey activity list was therefore reduced to match the sport and recreation activities list from the 2000/01 survey.



TRENDS

The comparison analyses indicate that engagement in sport and recreation has remained stable when the margin of error for each survey ($\pm 2\%$) is taken into account. In particular, in 2000/01 and 2007/08 a similar percentage of adults had:

- participated in at least one sport or recreation activity per year;
- been sport and recreation volunteers; and
- been members of clubs or centres to participate in sport and recreation activities.

Sport and Recreation Participation

Percentage of New Zealand adults who ... 2000/01 NZSPAS 2007/08 Active NZ

participated in at least one sport or recreation activity over 12 months.

97.9

95.8

Volunteer Levels

Percentage of New Zealand adults who ... 2000/01 NZSPAS 2007/08 Active NZ

had been volunteers for a sport or recreation activity over 12 months.

27.2

24.9

Member of a Club or Centre

Percentage of New Zealand adults who ... 2000/01 NZSPAS 2007/08 Active NZ

had been members of clubs/centres to participate in a sport or recreation activity per month.

35.1

33.7

Note: As adjustments were made to the 2007/08 Active NZ dataset to allow comparative analyses, the 2007/08 percentages noted in the tables above differ to those mentioned earlier in this report which were based on the entire sample (≥ 16 years) and the complete 2007/08 survey activity list.



UPCOMING ACTIVE NZ SURVEY PUBLICATIONS

Reports	Content
Regional Sports Trusts reports	An overview of sport and recreation participation and physical activity for 17 regions.
Sport and recreation activity reports	Topline information specific to individual sport and recreation activities with high participation levels. Content will include who took part in activity, where, at what intensity and for what length of time.
Specialist reports	An overview of sport and recreation participation, physical activity levels, involvement in sport and recreation as a volunteer, club/centre member and in organised events/competitions for specific demographic groups (e.g. Māori profile, volunteer profile).
Full report	A full report consisting of descriptive findings with statistical analyses.



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