

# Spotlight on Tamariki

October 2021



## 3 years

3 years of combined data collected between 2017 and 2019

## 10678

tamariki between ages 5 and 11 surveyed

Except at age 5 when tamariki do less, **activity levels are maintained** as tamariki get older

### 10.9

hours per week

### 5.2

sports and activities per week

### 59%

7-plus hours per week

### Participation results by age

▲▼ Significantly higher/lower than the total  
Base: All respondents aged 5 to 11



\* Based on one hour of moderate/vigorous activity each day of the week

The way in which tamariki participate changes as they get older

### 3%

decrease in weekly play



### 245%

increase in weekly participation in competitions and tournaments



### 7+

Happiness levels are higher for tamariki who spend 7-plus hours per week being active



### Motivations

Motivations change as tamariki get older

### 4/5

4 in 5 tamariki are motivated by fun - lower from age 9

### 2/5

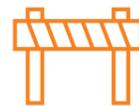
2 in 5 to learn or practice a new skill - lower at age 11

### 1/5

To be physically challenged or to win - higher from age 9

### 1/10

Because I'm good at it - higher from age 9



### Barriers

Barriers for tamariki who want to do more

### 2/5

2 in 5 too busy



### 1/5

1 in 5 affordability

### 1/5

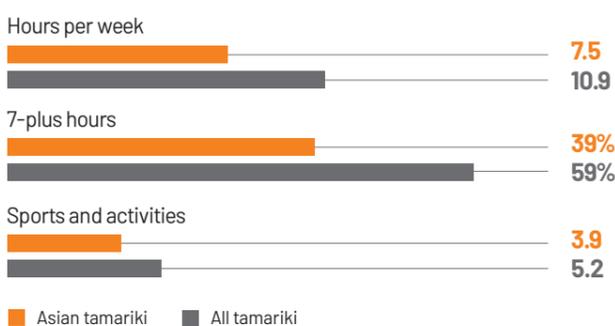
For almost 1 in 5 not being able to fit in with other family members activities

### 1/6

For almost 1 in 6 too hard to get to training, games or competitions

### Ethnicity

Lower levels of participation for Asian tamariki



### Deprivation

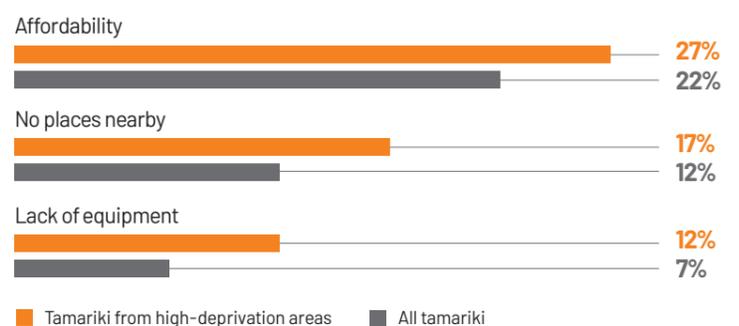
Tamariki from high-deprivation areas are less likely to spend 7-plus hours per week being active

50% Tamariki from high-deprivation areas

59% All tamariki



Access barriers are higher for tamariki from high deprivation areas



### Gender

### 10%

Overall males spend 10% more time being active each week than females

Males: 11.4 hours/week  
Females: 10.4 hours/week



More males play alone



Males: 2 hours/week  
Females: 1.8 hours/week

More males play with others



Males: 5.4 hours/week  
Females: 4.7 hours/week

More males participate in competitions and tournaments

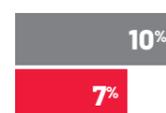


Males: 0.5 hours/week  
Females: 0.4 hours/week

More males use active ways of getting to school



More males bike to school



Affordability is more of a barrier for females



### 3/4

tamariki are confident, competent and good at sport with no difference by gender, although:

Males are more likely to enjoy sport



Males are more likely to be motivated by physical challenge or to win



Females are more likely to worry they will get hurt while being active especially at ages 5 and 6



### Conclusions

1. Tamariki are not a homogeneous group. There is variation by age, gender, ethnicity and deprivation - reinforcing the need to tailor programmes and initiatives.
2. The systemic inequities in participation that exist in older age groups emerge in early years. Future interventions should address both experience and access barriers experienced by females and provide equitable opportunities for tamariki from high deprivation areas.
3. Asian tamariki is a specific population group of interest as lower participation levels evidenced continue throughout the lifespan.
4. Play is a vital part of tamariki's physical and cognitive development that helps to build skills and attitudes needed to be active for life. The decrease in weekly play as tamariki get older signals advocacy for system development to support play.
5. Findings in this report also signal the importance of promoting activity levels for tamariki to enhance their wellbeing. Tamariki who spend 7-plus hours being active each week have higher happiness levels.