

Frequently Asked Questions

Active NZ survey 2021



Why does Sport NZ run the Active NZ survey?

Sport NZ's strategy places the participant at the centre, which requires us to have a better understanding of the wants and needs of participants, in particular tamariki and rangatahi, our children and young people. This is the first ever survey to include both tamariki and rangatahi and adults and enables us to provide better intelligence to inform decision-making across the play, active recreation, and sport sector.

We have designed our survey to not only report on the level of participation, but also to grow our understanding of people's relationship with being active. This is the fifth year of data collection. It provides a four-year trend analysis, with a data gap for 2020 due to the disruption of the COVID-19 pandemic and updates the participation landscape in New Zealand. It reinforces patterns 2017-2021 through the lenses of age, gender, ethnicity, and deprivation.

Who has been surveyed and what is the sample size?

Active NZ captures participation data for young people and adults in the same survey. Each year, Active NZ will survey at least 5,000 tamariki and rangatahi (5-17 years) and 20,000 adults (18+ years). The Active NZ 2021 report is based on a sample size of 4,824 tamariki and rangatahi and 23,239 adults.

Why survey more adults than young people?

Tamariki and rangatahi are a difficult population group to survey. A sample size of almost 5,000 is a substantial sample size for tamariki and rangatahi, and a ratio of around one tamariki or rangatahi to four adults is roughly proportional to the New Zealand population.

Can I compare the results from Active NZ 2021, 2019, 2018 and 2017 with those from Active NZ 2013/14 (or previous) or the Young People's survey?

Not for 2013/2014. The differences in the methodology mean direct comparisons are not possible. For historical trends in adult participation refer to the Sport and Active Recreation in New Zealand 16-year participation trends published in 2016. Note: there are no historical trends for tamariki and rangatahi. Since the 'new' survey has been running since 2017, the current results can be compared with 2017, 2018 and 2019 results. The 2021 report also includes information on significant changes over this time period.

Can I compare the results from Active NZ 2021, 2019, 2018 and 2017 with those from Active NZ 2020 or the Young People's survey?

No, due to the COVID-19 pandemic and the subsequent lockdown in 2020, the Active NZ survey was paused, and a different form of data collection was carried out.

A report on the Effects of the first year COVID-19 pandemic on adult participation in Aotearoa can be found here: <https://sportnz.org.nz/research-and-insights/overview/active-nz-first-year-covid-19->

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[survey-results/](#)

A report on the Effects of the first year COVID-19 pandemic on young people participation in Aotearoa can be found here: [Effects of the first year of the COVID-19 pandemic | Sport New Zealand - Ihi Aotearoa \(sportnz.org.nz\)](#)

There is no Active NZ 2020 full year report, due to the pause in our regular survey.

Will results be available by region?

Yes. Active NZ data has been weighted using 2013 and 2018 Census results at a national and a regional level to ensure the sample is representative of the New Zealand population. For more information refer to the Technical report.

The results of the four years of data collection are all available by region and are comparable year on year. In the 2021 regional tables all four years of data are included.

What methodology does Active NZ use?

The Active NZ survey uses a Sequential Mixed Methodology approach, with separate surveys for adults and tamariki and rangatahi.

A random selection of adults is contacted via the Electoral Roll, and respondents can either complete the survey online or by completing a paper version. The young people's survey is online only.

Adults with tamariki in the household ages 5-11 are asked to respond to the young people survey on their behalf and encouraged to involve their young people when answering the questions. Adults with rangatahi in the household ages 12-17 are asked to pass on a flyer inviting them to go online and take part in their own separate Active NZ 'Young People' survey.

What topics are included in Active NZ?

It contains a large range of topic areas with the key ones being:

- Participation – how many, how often and how much participation happens each week?
- Motivations – what motivates New Zealanders to participate in play, active recreation and sport? And what motivates participation in specific sports and activities?
- Hurdles – what gets in the way of increasing participation?
- Events and memberships – what memberships do New Zealanders have, including gyms and clubs for adults and teams or groups for young people?
- Volunteering – how many people volunteer and in what roles?
- Attitudes and high performance – what are New Zealanders' attitudes towards being active, and the relationship and history with sport and being active?
- Physical literacy – indicators developed to determine levels of physical literacy.
- Health and lifestyle – screen time, life satisfaction and other health and wellbeing indicators including WHO-5 and the Washington Short Set.
- Demographics – to profile and understand different population groups including participants, non-participants, volunteers, and non-volunteers.

How does the new Active NZ differ from previous Sport NZ surveys?

There are numerous fundamental differences between previous Sport NZ surveys and the new Active NZ – all aimed at gaining a better understanding and responding to the needs of New Zealanders to help inform our approaches to being active in play, active recreation and sport.

- Previous surveys were conducted once every few years, whereas our redesigned new Active NZ survey captures data throughout the year and runs every year.
- The content of the survey has changed. We now ask about participation in different ways and focus more on attitudes towards being active for different population groups.
- The sample size for Active NZ is much larger for adults, which allows the results to be more regionally representative as well as enabling more robust analysis of population subgroups. Active NZ 2013/14 surveyed around 6,000 adults (ages 16+), who were interviewed at home face-to-face with an interviewer. The Young People's Survey (2011) was a school-based survey of 17,000 young people (ages 5-18) from around 500 schools across New Zealand.
- Tamariki, rangatahi and adults are surveyed using the same method.

What information is available?

For more information regarding the Active NZ survey including the main report, more expansive data tables and the technical report, visit sportnz.org.nz/research-and-insights/surveys-and-data/active-nz/ or email activenz@sportnz.org.nz.

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Active NZ survey 2022

