

# Active NZ and Active NZ Young People

Technical report for data collected in 2022

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September 2023

**KANTAR PUBLIC**



**SPORT  
NEW ZEALAND**  
IHI AOTEAROA

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# 1. Introduction

This section includes a background to the research project, and the objectives of the research and of this report.

## 1.1 Background

Sport New Zealand (Sport NZ) is the kaitiaki of the play, active recreation and sport system in Aotearoa New Zealand.

As a crown agency, Sport NZ promotes and supports quality experiences in play, active recreation and sport, to improve levels of physical activity and, through this, ensure the greatest impact on wellbeing for all New Zealanders.

Sport NZ is mandated to monitor New Zealanders' participation in physical activity. One of Sport NZ's functions is to "promote and advocate the importance of participation in physical activity by all New Zealanders for their health and wellbeing".<sup>1</sup> This includes targeting specific population groups such as Pacific peoples, women, older New Zealanders and people with disabilities, as well as ensuring sport, recreation and physical activity are culturally appropriate for Māori.

Sport NZ's Strategic Direction 2020-2032<sup>2</sup> outlines a new vision and purpose. Sport NZ's vision is 'Every Body Active'. The purpose is to contribute to the wellbeing of everybody in Aotearoa New Zealand by leading an enriching and inspiring Play, Active Recreation and Sport system.

The first four-year Strategic Plan for the period 2020-24 will focus on tamariki (5-11 years) and rangatahi (12-18 years) through play, PE, active recreation and sport. In doing so, Sport NZ aspires to reduce the drop-off in physical activity levels of rangatahi throughout their teenage years.

As part of this focus, you'll see Sport NZ working in its kaitiaki role to positively influence the system. Sport NZ will also deliver upon the commitments made through the Government's Women and Girls in Sport and Active Recreation Strategy, along with the Government's Disability Plan.

In December 2014, the Sport NZ Board agreed to change the way annual participation in sport and active recreation is measured. Population participation data is now collected through the Active NZ survey on a continuous basis for New Zealanders aged five and upwards. The main survey was launched in January 2017 following one year of development.

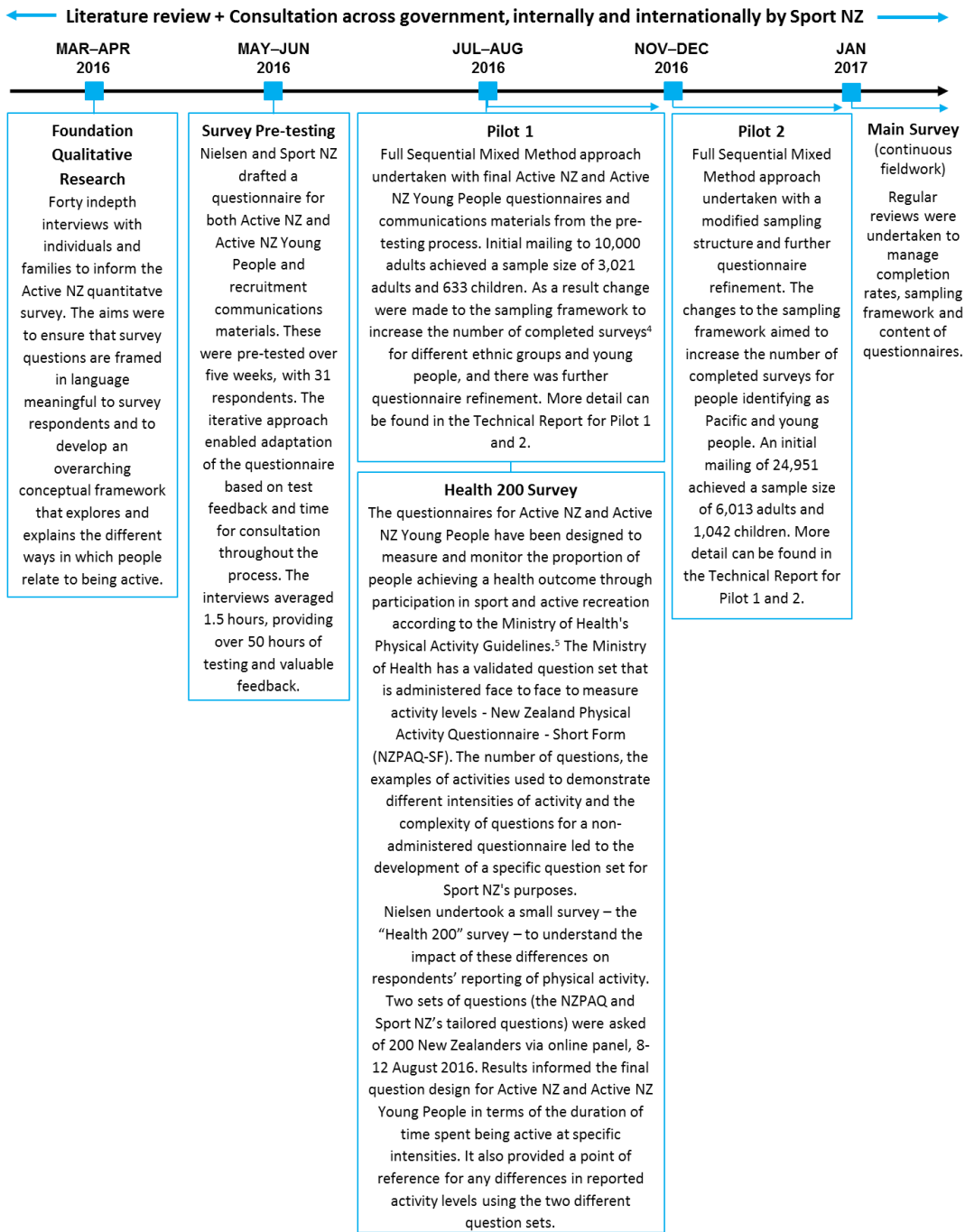
Using this new approach, Sport NZ has access to robust and timely data enabling evidence-based and evidence-led decision making. The survey tracks participation trends and informs Sport NZ's strategic purpose, its investment strategy and the work Sport NZ does to increase participation. It also provides baselines and success indicators for Sport NZ's reporting requirements.

The following diagram illustrates the five different components that went into the development of Active NZ (each component has a separate report with the findings).

<sup>1</sup> Sport and Recreation New Zealand Act 2002, section 8(c), <http://www.legislation.govt.nz/act/public/2002/0038/latest/DLM157117.html>

<sup>2</sup> Available at: <https://sportnz.org.nz/media/1160/strategy-doc-201219.pdf>

**Figure 1: The development phase for Active NZ and Active NZ Young People**



<sup>4</sup> The number of completed surveys requires us to modify the sampling framework so we are sending out more to a specific target group.  
 This is different from the response rate, which may remain the same and is driven by levers such as length of survey, incentives, persuasiveness of communications etc.  
<sup>5</sup> For the guidelines please refer to: <http://www.health.govt.nz/our-work/preventative-health-wellness/physical-activity>

This report provides the technical details of the data collected in 2022 for Active NZ.

## 1.2 Objectives

Active NZ replaced the previous Active NZ survey series (last conducted 2013/14) and the inaugural Young People survey (2011). Each year around 20,000 adults (and 5,000 young people) are targeted on a continuous basis. Specific research objectives for Active NZ are to:

- Collect information on the 'who', 'what', 'how' and 'where' of people's participation;
- Identify and describe links between participation (and non-participation) and other influential factors: the 'why' and 'why not' of people's participation;
- Measure the quality of participation and the contribution participation makes to the achievement of other government agencies' outcomes; and
- Understand the relationship between participation and high-performance sport (HPS) and the contribution to New Zealand's brand identity.

The purpose of this report is to outline the technical details of the survey, including information about the:

- Sampling method and method for achieving response rates;
- Response rates;
- Method for, and provision of, weighting structures; and
- Questionnaires and communications.

## 2. Research design

This research has two components: Active NZ (adults aged 18+) and Active NZ Young People (young people aged 5-17). This approach is used to meet strategic requirements and to measure participation through one research programme among New Zealanders aged 5+. This section of the report provides an overview of the methodology for these two components.

Unfortunately, it was not possible to meet the sample size targets noted in section 1.2 – despite increasing the number of mailings from previous years – due to a lower-than-expected response rate.<sup>5</sup> Decreases in response rates have also observed in other social research studies.<sup>6</sup>

### 2.1 Methodology

#### Active NZ methodology (adults aged 18+)

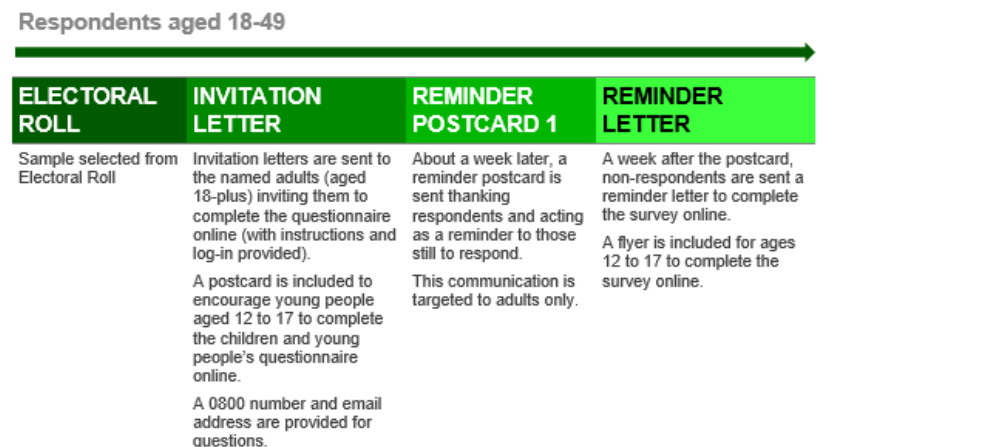
The survey is self-completion. Target respondents are selected at random from the Electoral Roll, and mailings are then sent inviting them to complete the survey online. A maximum of three communications are sent to people aged 18-49 and four to those aged 50+.

Prior to 2022, non-responders were subsequently sent a paper copy of the survey. However, following analysis that demonstrated lower levels of completion of the paper survey among younger people, those aged 18-49 no longer received a copy of the paper survey from 2022. Hence, the survey is online-only<sup>7</sup> for those aged 18-49, with one invitation letter and two reminders mailed out to each target respondent. For those aged 50+, the mailing sequence is unchanged from previous years. Following the invitation letter, each target respondent was sent a reminder, followed by the hardcopy survey and an additional reminder.

Adults were given the chance to win a \$500 Prezzy® card as an incentive to take part in the survey.

A summary of the two approaches for those aged 18-49 (Figure 2) and 50+ (Figure 3) are presented below.

**Figure 2: Mailing sequence for respondents aged 18-49**

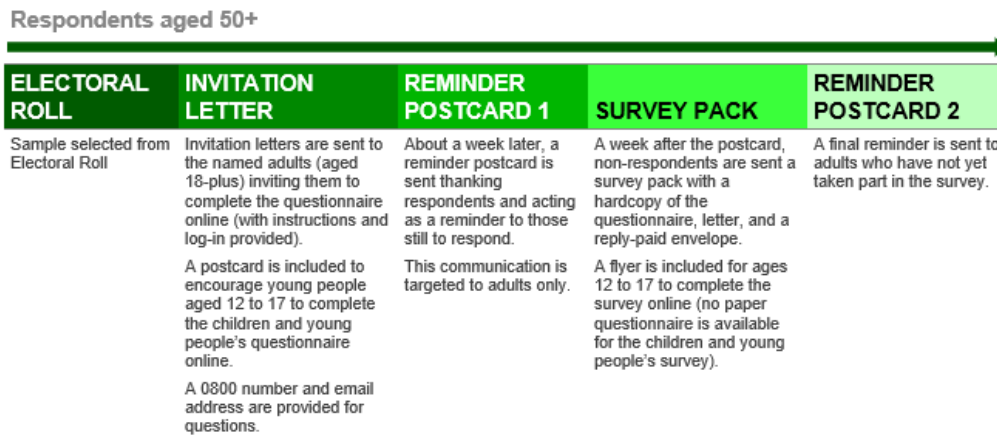


<sup>5</sup> See the "Response Rates" section for more detail.

<sup>6</sup> See Bernardini, A., Brown, J., Chipperfield, J., Bycroft, C., Chieppa, A., Cibella, N., ... & Zhang, L. C. Evolution of the person census and the estimation of population counts in New Zealand, United Kingdom, Italy and Israel. *Statistical Journal of the IAOS*, (Preprint), 1-17; Krieger, N., LeBlanc, M., Waterman, P. D., Reisner, S. L., Testa, C., & Chen, J. T. (2023). Decreasing survey response rates in the time of COVID-19: implications for analyses of population health and health inequities. *American Journal of Public Health*, 113(6), 667-670.

<sup>7</sup> Aside from the small number of people aged 18-49 who lived in a household comprising those aged 50+, and decided to complete the paper survey.

Figure 3: Sequential mixed mode mailing sequence for respondents aged 50+



Note: Parents or caregivers are asked to respond on behalf of ages 5 to 11 in their household (and encouraged to do the survey with their child and/or check responses with them).

**Active NZ Young People methodology (aged 5-17)**

An online-only approach was used for the survey of 5- to 17-year-olds. The questionnaire administered to respondents was tailored according to the relevance of each question for the following age groups: 5- to 7-year-olds, 8- to 11-year-olds, 12- to 14-year-olds and 15- to 17- year-olds.

Adults with young people aged 5-11 in the household were automatically directed to the Active NZ Young People survey upon completion of their own Active NZ adult survey. Parents or caregivers were asked to respond on behalf of – and were encouraged to check responses with – the survey respondents. Adults were entered into a prize draw to win one of ten \$100<sup>8</sup> Prezzy<sup>®</sup> cards for each child aged 5-11 that completed the survey to encourage participation.

Adults with young people aged 12-17 in the household were asked to pass on a flyer provided with both the invitation letter and the survey pack. This flyer gave instructions for up to three people in the household aged 12-17 to go online to complete the survey.

In Q1 2022, a randomised controlled trial (RCT) was conducted to test the ability of different incentive amounts to increase the number of responses from rangatahi – a key audience in Sport New Zealand’s strategy – in the survey sample. Data from 2021 (and the ‘control’ sample within the RCT) suggested that responses from rangatahi were in decline; therefore, without action, they would have reached unacceptably low levels in 2022. To prevent this from happening, a \$20 e-gift card was introduced as a conditional incentive for anyone aged 12-17 who completed the survey. This strategy proved successful in delivering a strong number of responses from rangatahi in 2022.

While the introduction of the incentives helped ensure sufficient responses from rangatahi, it appears to have encouraged a stronger response from those who are less engaged with being active (and historically less inclined to complete the Active NZ survey). While the sample is arguably now more reflective of a broader range of young people who may be less likely to be motivated by the survey topic, any new (or accelerated) trends need to be treated with caution. In addition to the conditional incentive, rangatahi were also entered into a prize draw to win one of 10 \$50 Prezzy<sup>®</sup> cards to encourage them to take part in the survey.

A copy of all the hard copy material used for both Active NZ and Active NZ Young People is included in Appendix 1.

**Questionnaire content**

The questionnaires (for both Adults and Young People) were developed from extensive literature reviews (including previous Active NZ surveys and other research), consultation, the foundational qualitative research and the survey pre-testing.

<sup>8</sup> Adults who completed on behalf of their tamariki were entered into a prize draw to win 1 x \$1,000 Prezzy<sup>®</sup> card in Q1, Q2, and Q3 2022. This was then split into a prize draw to win one of 10 x \$100 Prezzy<sup>®</sup> cards in Q4, 2022.

Over time, the questionnaires have evolved to meet Sport NZ stakeholders' objectives. Major revisions were made to the Adult questionnaire in January 2021, including the removal of the Long-IPAQ section (an instrument designed for surveillance of physical activity among the population of adults). Additionally, frequency of doing participating in activities was removed from the survey. Conversely, throughout 2022, 'high-performance' questions were added to the survey, as well as other measures relating to Active NZ's public communications campaign activity, and time spent being active while volunteering.

The 2022 Adult questionnaire is attached in Appendix 2.

## 2.2 Timing and survey length

For the data collection to be continuous throughout the year, sampling was repeated at the beginning of each month. However, analysis was performed quarterly (based on when respondents completed the survey, captured automatically online or included as a question on the paper questionnaire).

Data collected from 13 January 2022 to 4 January 2023 was included in 2022. This cut off ensured that responses most accurately captured weekly participation that was most likely to have occurred in 2022.

The median online length for adults was 20.00 minutes and for young people, it was 16.02 minutes.



## 3. Sample design and process

This section of the report outlines details of the sample design, including: the sample frame, the target population, the process taken to draw the sample and the sample sizes which were targeted.

### 3.1 Target population

The target population for this research was New Zealanders aged five years and over, located across Sport NZ's 14 Regional Sports Trusts (RSTs, see Table 1 for complete list). The population data was based on Statistics New Zealand's (Stats NZ) 2018 Census.

### 3.2 Sample frame and processing

The sampling frame for Active NZ and Active NZ Young People was the New Zealand electoral roll. The electoral roll records the addresses of the majority of New Zealanders aged 18 and over. The Roll is representative of the adult New Zealand population and currently includes approximately 93% of the eligible population over the age of 18.

The electoral roll is a database of individuals that includes individuals' residential and mailing addresses. An updated extract of the electoral roll was received before the start of each quarter (therefore, in December 2021, March, June, and September 2022).

The roll was first cleaned to exclude anyone who participated in the survey in the preceding year. Additionally, individuals with an overseas mailing address were also excluded from the frame. Individual data on the electoral roll used in the sampling process included year of birth (within a five-year range), area (based on residential address) and Māori descent.<sup>9</sup> Further, in 2022, an additional Pacific region categorisation was made to ensure representation of this ethnic subgroup. In this categorisation, those residing in a meshblock with more than 50% of individuals (of any age) who identified as having a Pacific ethnicity were flagged.

To add to our ability to target households more likely to have young people (see the sampling process described in section 3.3), we imputed a gender value for each record. The source of the imputation process was the title field, and only clear gender indicators were used (e.g., for males – 'Mr', 'Master', 'Sir' and for females – 'Mrs', 'Ms' and 'Dame'). Blank title fields and those with non-specific titles, such as 'Doctor' and 'Professor', were randomly allocated to male or female.

In contrast to previous years, in 2022, the sampling frame was not converted to a collection of households (rather than individuals). This process enabled the selection and participation of multiple individuals per household, and aimed to better represent ethnic subgroups who are more likely to reside in large multi-generational households – such as Pacific peoples<sup>10</sup> – in the final sample.

### 3.3 Sampling process

Multi-stage probability sampling was used with 144 strata equal to 17 regions, four age groupings and a Māori descent indicator.

Sport NZ provided a list of meshblocks which defined the boundaries of the 17 RSTs included in the stratification.<sup>11</sup> These 17 RSTs provided the geographical frame for all sampling, weighting and

<sup>9</sup> The electoral roll contains a binary 'Māori descent' indicator, rather than Māori ethnicity. However, we have found from many surveys that being of Māori descent is a good predictor of Māori ethnicity.

<sup>10</sup> See Stats NZ (2023). *Pacific housing: People, place, and wellbeing in Aotearoa New Zealand*. Accessed 28/8/2023 from <https://www.stats.govt.nz/reports/pacific-housing-people-place-and-wellbeing-in-aotearoa-new-zealand/>

<sup>11</sup> Sport Canterbury was split into two sub-regions: Westland District and rest of Canterbury; Auckland combined (previously called Active) was stratified as follows: Harbour Sport, Sport Auckland, Counties Manukau Sport and Sport Waitakere.

reporting. Each individual represented on the electoral roll whose residential address meshblock matched one of the defined RST meshblocks was eligible for selection; the rest were excluded. Groups with known lower response rates (males, those aged 18 to 24, living in a high probability Pacific ethnicity meshblock – see above) were oversampled. Response rates from the pilots were used to refine the sampling process.

In 2022, we made two changes to the sampling process to increase the sample of young people aged 5-17. First, the existing sample of 8,800 records per month (or 26,400 per quarter) was skewed towards those of an age more likely to have young people (35-54 years), while still aiming to maintain a balanced sample by age strata. Second, we conducted a 'booster' mailing for those of an age more likely to have young people (35-54 years) of an additional 1,000 records per month (or 3,000 per quarter).

## 3.4 Sample targets

The sample targets were largely based on population proportions. However, five smaller RSTs were boosted slightly to target a minimum of 200 young people per year (in order to report results for these regions individually). The regions that required boosting were Sport Gisborne, Sport Taranaki, Sport Whanganui, Sport Tasman and Sport Southland.<sup>12</sup>

The following table shows the sample targets by RST.

**Table 1: Sample targets 2022**

	Original Active NZ (adults 18+)	Original Active NZ Young People (aged 5-17)
Sport Northland	714	207
Auckland combined	5,297	1,499
• Harbour Sport	1,218	345
• Sport Auckland	1,642	465
• Counties Manukau Sport	1,695	480
• Sport Waitakere	742	210
Sport Waikato	1,819	530
Sport Bay of Plenty	1,287	375
Sport Gisborne	608	200
Sport Taranaki	724	200
Sport Whanganui	703	200
Sport Hawke's Bay	709	206
Sport Manawatu	756	211
Sport Wellington	2,183	586
Sport Tasman	779	200
Sport Canterbury incl. Westland RST	2,699	698
Sport Otago	988	254
Sport Southland	735	200
<b>Total</b>	<b>20,000</b>	<b>5,566</b>

Note: Totals may not appear to sum due to rounding.

<sup>12</sup> Weighting corrects these differences.

## 4. Data collection, response rates and sample weighting

This section of the report includes details of the data collection, response rates and the approach taken to weight the adult and young people samples to be nationally representative of the population.

### 4.1 Data collection

The online surveys were programmed in NEBU and NField (Kantar Public's online survey software) and were device agnostic, so respondents saw the best layout for their computer/tablet/phone regardless of their device brand.

All completed paper questionnaires were returned to Kantar Public's Auckland office, where the data was entered manually. When entering the data, the Kantar Public team were able to enter 'No response' for any question which a paper respondent had missed or not answered.

Data entry protocols were set up to ensure consistency between team members and will be used for consistency between measures. As part of Kantar Public's quality control processes, 10% of data-entered surveys were verified.

There were some differences between completing the survey online or via hard copy, for instance, the online survey had programmed checks and error messages to try and ensure respondents answered the right questions correctly, and the online survey also had randomisation of the attitude statements.

### 4.2 Response rates

#### Adult response rate

To calculate the response rates, every individual adult sent an invitation to complete the survey was tracked and the outcome of the invitation recorded.

A call-log tracked which of the letters, postcards or questionnaire packs were returned as 'Gone no address', as well as any telephone notification of refusal to participate. This log also recorded notifications from third parties that the nominated respondent was not available or capable of completing the survey due to age, language issues, health reasons, death or other disabilities. Every effort was made to remove any ineligible respondent from subsequent samples.

Table 2 shows the outcome codes.

**Table 2: Outcome codes**

'Ineligible' outcome codes	
Deceased	A third party advised that the named respondent was deceased.
Overseas	A third party advised that the named respondent was living overseas.
Gone no address	A third party advised that the named respondent was no longer living at the address, or alternatively the mail was returned to Kantar Public by NZ Post.
Language	A third party or the named individual advised that the named respondent was unable to take part due to language difficulties.
Unavailable/Other	A third party or the named individual advised that the named respondent was unable to take part as they were on holiday or unavailable for another reason.
Health/Age	A third party or the named individual advised that the named respondent was unable to take part due to health or age reasons.

## Other outcome codes

Refused	Individual was not willing to take part in the survey.
Late	Individual returned a completed survey after the close date <sup>13</sup> .
Incomplete	Individual did not complete the full survey, though they did make a start.

If a respondent was having difficulty completing the survey, they were able to call or email Kantar Public and ask for assistance.

The **return rate** was calculated as follows:

$$\text{Completed surveys} / (\text{total number of invitations mailed out} - \text{'ineligibles'}^{14}) \times 100$$

The final return rate for 2022 was 12.1% (the 2021, 2019, 2018 and 2017 response rates were 18.5%, 25.8%, 29.0% and 28.0% respectively).

The **response rate** was also calculated. In calculating the response rate, it is assumed that from the unknown outcomes (those not given an outcome code from Table 2) the same proportion of ineligible applies. The response rate was calculated as follows:

M = number of ineligible

N = number of known outcomes

E = the ratio of excluded to known outcomes (M/N)

B = the number of unknown outcomes who would be excluded if E applies to them (B = E\*(number of unknown))

$$\text{Completed surveys} / (\text{total number of invitations mailed out} - \text{'ineligibles'} - B) \times 100$$

The final response rate for 2022 was 14.8% (the 2021, 2019, 2018 and 2017 response rates were 19.0%, 29.2%, 31.7% and 31.5 respectively).

As can be seen, there is an overall declining trend in response rates between 2017 and 2022, which is also observed across a number of other social research surveys. A sharper decline between 2019 and 2021 (and lower than expected response rate in 2020 and 2021) was likely contributed to by the COVID-19 pandemic disruption. The drop from 2021 to 2022 is likely a combination of decreasing response rates and the change in the sampling methodology noted in section 3.2.

Table 3 shows the 2022 response rate for each of the areas surveyed.

<sup>13</sup> Due to the very small number of late responses in 2022, as well as the change in the mailing sequence, late responses were included in the final survey sample.

<sup>14</sup> 'Ineligible' included the 'ineligible' codes listed in Table 2.

**Table 3: 2021 Adult response rates per region**

	Total	Sport Northland	Harbour Sport	Sport Auckland	Counties Manukau Sport	Sport Waitakere	Sport Waikato	Sport Bay of Plenty	Sport Gisborne	Sport Taranaki	Sport Whanganui	Sport Hawke's Bay	Sport Manawatu	Sport Wellington	Sport Tasman	Sport Canterbury	Sport Otago	Sport Southland
Deceased	31	2	1	0	0	1	3	3	2	3	2	3	0	2	0	5	0	4
Gone no address	4,114	178	214	403	288	124	420	258	111	158	129	112	163	445	170	568	234	139
Overseas	22	2	0	1	0	1	4	1	0	2	0	0	0	4	2	3	2	0
Missing	233	8	4	14	16	7	26	12	4	10	12	13	12	26	18	25	16	10
Impairment	16	0	0	0	1	0	0	0	0	2	0	1	3	2	1	6	0	0
Unavailable	2	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0
Health/Age	15	1	0	0	0	0	0	2	0	1	3	1	1	1	2	2	1	0
<b>Total ineligible</b>	<b>4,434</b>	<b>191</b>	<b>219</b>	<b>418</b>	<b>305</b>	<b>133</b>	<b>453</b>	<b>276</b>	<b>117</b>	<b>177</b>	<b>148</b>	<b>130</b>	<b>179</b>	<b>480</b>	<b>193</b>	<b>609</b>	<b>253</b>	<b>153</b>
Refused	159	4	9	9	8	8	10	13	3	6	10	6	4	17	4	25	15	8
Late	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1
Incomplete	1,887	65	108	131	170	94	174	118	46	44	63	70	85	233	69	242	97	78
Unknown – Mailed out, no info	109,202	3,715	6,624	9,177	11,072	4,206	9,744	6,791	3,392	3,772	3,683	3,762	3,989	12,052	3,928	14,257	5,177	3,861
<b>Completes</b>	<b>15,118</b>	<b>473</b>	<b>919</b>	<b>1,176</b>	<b>1,045</b>	<b>519</b>	<b>1,206</b>	<b>900</b>	<b>340</b>	<b>559</b>	<b>533</b>	<b>512</b>	<b>594</b>	<b>1,927</b>	<b>654</b>	<b>2,306</b>	<b>889</b>	<b>566</b>
Mail outs	128,912	4,383	7,771	10,780	12,430	4,866	11,413	7,980	3,852	4,514	4,373	4,410	4,766	14,476	4,779	17,197	6,334	4,588
<b>Return rate (%)</b>	<b>12.1%</b>	<b>11.3%</b>	<b>12.2%</b>	<b>11.3%</b>	<b>8.6%</b>	<b>11.0%</b>	<b>11.0%</b>	<b>11.7%</b>	<b>9.1%</b>	<b>12.9%</b>	<b>12.6%</b>	<b>12.0%</b>	<b>12.9%</b>	<b>13.8%</b>	<b>14.3%</b>	<b>13.9%</b>	<b>14.6%</b>	<b>12.8%</b>
<b>Response rate (%)</b>	<b>14.8%</b>	<b>14.7%</b>	<b>14.4%</b>	<b>14.4%</b>	<b>10.5%</b>	<b>13.0%</b>	<b>14.1%</b>	<b>14.4%</b>	<b>11.5%</b>	<b>16.0%</b>	<b>15.2%</b>	<b>14.2%</b>	<b>15.8%</b>	<b>16.3%</b>	<b>17.4%</b>	<b>16.6%</b>	<b>17.7%</b>	<b>15.3%</b>

*The region used for the response rate is the region the respondent was assigned to based on their residential address. Some respondents move regions due to their responses given in the questionnaire; therefore, the number of completes per region also differs from the final ones that are reported on for 2021.*

**Table 4: 2021 Adult response rates by age**

	Total	18-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85 or over
Deceased	31	0	1	0	1	0	0	0	1	2	3	2	1	3	6	11
Gone no address	4,114	73	739	401	447	525	404	382	392	208	185	123	67	57	43	68
Overseas	22	0	3	0	0	2	3	1	4	3	5	0	0	0	1	0
Missing	233	0	0	0	0	3	5	11	39	23	35	33	34	26	15	9
Impairment	16	0	2	0	0	0	0	0	2	0	2	0	0	1	3	6
Unavailable	2	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0
Health/Age	15	0	0	0	0	0	1	0	0	0	0	0	2	2	4	6
<b>Total ineligible</b>	<b>4,434</b>	<b>73</b>	<b>745</b>	<b>401</b>	<b>449</b>	<b>530</b>	<b>413</b>	<b>395</b>	<b>438</b>	<b>236</b>	<b>230</b>	<b>158</b>	<b>104</b>	<b>89</b>	<b>72</b>	<b>100</b>
Refused	159	1	9	4	2	12	7	10	15	12	19	6	15	16	14	17
Late	2	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0
Incomplete	1,887	72	241	82	142	174	179	208	190	134	148	89	96	69	37	26
Unknown – Mailed out, no info	109,202	2,484	14,983	7,880	9,180	12,146	11,809	12,161	12,004	6,686	6,688	3,938	3,404	2,571	1,767	1,501
<b>Completes</b>	<b>15,118</b>	<b>432</b>	<b>1,428</b>	<b>1,222</b>	<b>1,573</b>	<b>1,231</b>	<b>1,232</b>	<b>1,318</b>	<b>1,665</b>	<b>953</b>	<b>1,051</b>	<b>1,027</b>	<b>874</b>	<b>566</b>	<b>352</b>	<b>193</b>
<i>Hard copy completes</i>	<i>2,317</i>	<i>0</i>	<i>3</i>	<i>0</i>	<i>3</i>	<i>33</i>	<i>33</i>	<i>49</i>	<i>353</i>	<i>258</i>	<i>352</i>	<i>347</i>	<i>315</i>	<i>267</i>	<i>180</i>	<i>124</i>
<i>Online completes</i>	<i>12,801</i>	<i>429</i>	<i>1,428</i>	<i>1,222</i>	<i>1,570</i>	<i>1,198</i>	<i>1,199</i>	<i>1,269</i>	<i>1,312</i>	<i>695</i>	<i>699</i>	<i>680</i>	<i>559</i>	<i>299</i>	<i>172</i>	<i>69</i>
Mail outs	128,911	2,990	17,165	9,507	11,204	13,919	13,461	13,884	14,122	7,887	7,988	5,129	4,397	3,242	2,205	1,811
<b>Return rate (%)</b>	<b>12.1%</b>	<b>14.8%</b>	<b>8.7%</b>	<b>13.4%</b>	<b>14.6%</b>	<b>9.2%</b>	<b>9.4%</b>	<b>9.8%</b>	<b>12.2%</b>	<b>12.5%</b>	<b>13.5%</b>	<b>20.7%</b>	<b>20.4%</b>	<b>18.0%</b>	<b>16.5%</b>	<b>11.3%</b>
<b>Response rate (%)</b>	<b>14.8%</b>	<b>16.6%</b>	<b>12.1%</b>	<b>16.8%</b>	<b>17.8%</b>	<b>12.2%</b>	<b>11.9%</b>	<b>12.0%</b>	<b>14.6%</b>	<b>14.7%</b>	<b>15.7%</b>	<b>22.9%</b>	<b>22.0%</b>	<b>19.9%</b>	<b>18.9%</b>	<b>15.3%</b>

**Table 5: 2021 Adult response rates by ages reported on**

	Total	18-24 NET	25-34 NET	35-49 NET	50-64 NET	65-74 NET	75+ NET
Deceased	31	1	1	0	6	3	20
Gone no address	4,114	812	848	1,311	785	190	168
Overseas	22	3	0	6	12	0	1
Missing	233	0	0	19	97	67	50
Impairment	16	2	0	0	4	0	10
Unavailable	2	0	1	1	0	0	0
Health/Age	15	0	0	1	0	2	12
<b>Total ineligible</b>	<b>4,434</b>	<b>818</b>	<b>850</b>	<b>1,338</b>	<b>904</b>	<b>262</b>	<b>262</b>
Refused	159	10	6	29	46	21	46
Late	0	0	0	0	1	1	0
Incomplete	1,887	313	224	561	472	185	132
Unknown – Mailed out, no info	109,202	17,467	17,060	36,116	25,378	7,342	5,839
<b>Completes</b>	<b>15,118</b>	<b>1,860</b>	<b>2,795</b>	<b>3,781</b>	<b>3,669</b>	<b>1,901</b>	<b>1,111</b>
<i>Hard copy completes</i>	<i>2,317</i>	<i>3</i>	<i>3</i>	<i>115</i>	<i>963</i>	<i>662</i>	<i>571</i>
<i>Online completes</i>	<i>12,801</i>	<i>1,857</i>	<i>2,792</i>	<i>3,666</i>	<i>2,706</i>	<i>1,239</i>	<i>540</i>
Mail outs	128,912	20,155	20,711	41,264	29,997	9,526	7,258
<b>Return rate (%)</b>	<b>12.1%</b>	<b>9.6%</b>	<b>14.1%</b>	<b>9.5%</b>	<b>12.6%</b>	<b>20.5%</b>	<b>15.9%</b>
<b>Response rate (%)</b>	<b>14.8%</b>	<b>12.8%</b>	<b>17.3%</b>	<b>12.0%</b>	<b>14.9%</b>	<b>22.5%</b>	<b>18.5%</b>

Response rates for the Active NZ Young People’s component were calculated by matching the young person’s data to the adult surveys in order to determine how many young people in the age groups were living in the household and were therefore eligible to take part. Young people whose responses could not be matched to an adult were excluded from this calculation.

The **response rate** was calculated as follows:

Y = number of completed surveys that could be matched to an adult

A = number of young people in the age group when looking at all the adults who responded to the survey

$$(Y / A) \times 100$$

The final response rate was 27.6% (the 2017, 2018, 2019 and 2021 response rates were 32.0%, 32.7%, 30.7% and 26.8% respectively).

**Table 6: Active NZ Young People response rate by ages reported on**

	Total	5-11 NET	12-17 NET	5-7 NET	8-11 NET	12-14 NET	15-17 NET
Number of completed surveys that could be matched to an adult	2234	1284	950	517	767	512	438
Number of young people in the age group when looking at all the adults who responded to the survey	8104	3881	4223	-		2187	2036
<b>Response rate</b>	<b>27.6%</b>	<b>33.1%</b>	<b>22.5%</b>	-		<b>23.4%</b>	<b>21.5%</b>



**Table 7: Active NZ Young People response rate by region**

Region	Number of completed surveys that could be matched to an adult	Number of young people in the region when looking at all the adults who responded to the survey	Response rate
Sport Northland	73	254	28.7%
Harbour Sport	166	525	31.6%
Sport Auckland	157	576	27.3%
Counties Manukau Sport	121	665	18.2%
Sport Waitakere	92	322	28.6%
Sport Waikato	160	653	24.5%
Sport Bay of Plenty	113	490	23.1%
Sport Gisborne	60	213	28.2%
Sport Taranaki	93	321	29.0%
Sport Whanganui	57	224	25.4%
Sport Hawke's Bay	80	283	28.3%
Sport Manawatu	65	296	22.0%
Sport Wellington	297	974	30.5%
Sport Tasman	114	329	34.7%
Sport Canterbury	367	1184	31.0%
Sport Otago	153	453	33.8%
Sport Southland	66	342	19.3%
<b>Total</b>	<b>2234</b>	<b>8104</b>	<b>27.6%</b>

## 4.3 Mode of response

For all completed Active NZ surveys, the method of completion (whether online or paper) was captured in the survey tool. This allows for the proportion of completed adults online and paper questionnaires to be calculated.

Eighty-five percent of adult respondents chose to complete the survey online, with the remaining 15% returning paper questionnaires (in 2021 this split was 81% / 19%, 80% / 20% in 2020, and 75% / 25% split in 2019).

The proportion of online and paper completes was calculated as follows:

*Online proportion = number of online completes / completed surveys = 85%*

*Paper proportion = number of paper completes / completed surveys = 5%*

The decrease in paper responses from 2021 was due to the change in mailing sequence noted in Section 2.1 (where only adults aged 50+ received paper questionnaires).

As previously stated, the Active NZ Young People survey was only conducted online.

## 4.4 Sample achieved

The table below outlines the sample achieved and the corresponding margin of error based on a 95% confidence interval. Margin of error denotes the precision of the sample: that is, the range around the reported sample percentage includes the true percentage for the population 95% of the time.

**Table 8: 2022 adult margins of error**

RST	Target	Sample achieved	Maximum margin of error
Sport Northland	714	473	±4.5%
<b>Auckland combined</b>	<b>5,297</b>	<b>3,659</b>	<b>±1.6%</b>
• Harbour Sport	1,218	919	±3.2%
• Sport Auckland	1,642	1,176	±2.9%
• Counties Manukau Sport	1,695	1,045	±3.0%
• Sport Waitakere	742	519	±4.3%
Sport Waikato	1,819	1,206	±2.8%
Sport Bay of Plenty	1,287	900	±3.3%
Sport Gisborne	608	340	±5.3%
Sport Taranaki	724	559	±4.1%
Sport Whanganui	703	533	±4.2%
Sport Hawke's Bay	709	512	±4.3%
Sport Manawatu	756	594	±4.0%
Sport Wellington	2,183	1,927	±2.2%
Sport Tasman	779	654	±3.8%
Sport Canterbury incl. Westland RST	2,699	2,306	±2.0%
Sport Otago	988	889	±3.3%
Sport Southland	735	566	±4.1%
<b>Total</b>	<b>20,000</b>	<b>15,118</b>	<b>±0.8%</b>

**Table 9: Active NZ Young People margins of error**

RST	Active NZ Young People target	Sample achieved	Margin of error
Sport Northland	207	119	±9.0%
Auckland combined	1,499	1,057	±3.0%
• Harbour Sport	345	308	±5.6%
• Sport Auckland	465	302	±5.6%
• Counties Manukau Sport	480	304	±5.6%
• Sport Waitakere	210	143	±8.2%
Sport Waikato	530	276	±5.9%
Sport Bay of Plenty	375	200	±6.9%
Sport Gisborne	200	87	±10.5%
Sport Taranaki	200	150	±8.0%
Sport Whanganui	200	103	±9.7%
Sport Hawke's Bay	206	142	±8.2%
Sport Manawatu	211	142	±8.2%
Sport Wellington	586	546	±4.2%
Sport Tasman	200	168	±7.6%
Sport Canterbury incl. Westland RST	698	661	±3.8%
Sport Otago	254	236	±6.4%
Sport Southland	200	128	±8.7%
<b>Total</b>	<b>6,486</b>	<b>4,015</b>	<b>±1.5%</b>

## 4.5 Sample weighting

To account for biases in the sample design (such as RSTs being targeted disproportionately to their population proportion and households likely to have young people in them being disproportionately sampled) and non-response bias, the data was weighted before reporting. The purpose of weighting was to adjust the sample to represent the overall New Zealand population living across each RST area.

Weighting was based on the proportions in the population using the Stats NZ 2018 Census results.

The sample was adjusted to represent the survey population, using standard weighting techniques. These included cell-based weighting for some of the dimensions and, where these were not appropriate, Iterative Proportional Fitting (IPF/Rim) was used.

The weighting process for adults was carried out as follows.

1. Sample distributions for each of the weighting variables were calculated:
  - a. In Quarters 1 and 2 2017, ethnicities were defined by Māori versus non-Māori, Pacific vs. non-Pacific, Asian vs. non-Asian and Other ethnicity vs. non-Other ethnicity. From Quarter 3 2017 onwards (including all three quarters in 2020), ethnicities were prioritised to level one in the following order: Māori, Pacific peoples, Asian, Other, European and Not elsewhere included. For example, if a person is both Pacific peoples and Asian, then they were counted in the Pacific peoples category.<sup>15</sup> In 2022, we reverted back to using a Māori versus non-Māori, Pacific vs. non-Pacific, Asian vs. non-Asian and Other ethnicity vs. non-Other ethnicity approach.
  - b. Household income was categorised into \$30,000 or less, \$30,001 to \$100,000, \$100,001 or more, Not stated/Prefer not to say.
  - c. RST areas by age and by gender were as follows:
    - i. RST areas were Auckland, Bay of Plenty, Canterbury and Westland, Counties, Gisborne, Hawke's Bay, Manawatu, North Harbour, Northland, Otago, Southland, Taranaki, Tasman, Waikato, Waitakere, Whanganui, Wellington.
    - ii. Age groupings were 18 to 24, 25 to 34, 35 to 49, 50 to 64, 65+.
    - iii. Gender was defined by male and female (with 'gender diverse' randomly allocated to a gender for weighting purposes only).
2. For each of the weighting dimensions defined above, IPF/Rim weighting was used to adjust the sample proportions to the population proportions.

Weighting for the Active NZ Young People sample was carried out as follows.

1. The sample distributions for each of the weighting variables were calculated:
  - a. Ethnicities were defined by Māori versus non-Māori, Pacific vs. non-Pacific, Asian vs. non-Asian and Other ethnicity vs. non-Other ethnicity.
  - b. RST areas by age and by gender were as follows:
    - i. RST areas were Auckland, Bay of Plenty, Canterbury and Westland, Counties, Gisborne, Hawke's Bay, Manawatu, North Harbour, Northland, Otago, Southland, Taranaki, Tasman, Waikato, Waitakere, Whanganui, Wellington.
    - ii. Age groupings were 5-11, 12-17.
    - iii. Gender was defined by male and female (with 'gender diverse' randomly allocated to a gender for weighting purposes only).
2. For each of the weighting dimensions defined above, IPF/Rim weighting was used to adjust the sample proportions to the population proportions.

<sup>15</sup> The weighting approach for adults was changed in Quarter 3 to improve the weighting efficiency of this complicated weighting approach. Please note: no analysis for reporting purposes is done using a prioritised ethnicity approach.

The data was weighted each quarter for both the Active NZ and Active NZ Young People surveys. Some data cleaning was required for these weighting variables. Table 10 outlines this cleaning.

**Table 10: Data cleaning required for weighting variables**

Variable	Data cleaning
Age	Adults who skipped the age question on the paper questionnaire had their age band imputed from the electoral roll using the age data.
Gender	Adults who skipped the gender question on the paper questionnaire had gender randomly assigned (for weighting only).
Ethnicity	Adults who skipped the ethnicity question on the paper questionnaire were grouped with the most common group (for weighting only).
Household income	Adults who skipped the household income question on the paper questionnaire were grouped with the category 'not stated' (for weighting only).
RST	The RST that had been assigned to each respondent during sampling (using their meshblock data) was compared with the Stats NZ region that the respondent stated they lived in. Starting from quarter 3 2019, we no longer asked in the survey about which region respondents lived in, thus information regarding Region was derived from RST in the sampling frame. Young people who could be linked to an adult respondent were given the same region as the adult or else their RST from the electoral roll was used.

*Note: Weighting matrices are included in Appendix 3.*

## 5. Data analysis

This section of the report includes details relevant to the analysis of the data.

### 5.1 Coding open ended answers

The verbatim answers given to open ended questions were analysed, with recurring themes forming the codeframes. Each verbatim comment was then coded into the applicable theme.

A number of questions with an existing codeframe for respondents had an 'other specify' response for any missing categories. These comments were either coded back into an existing code (if appropriate) or a new code was created. These new codes are analysed ahead of the next round of questionnaire changes and added if necessary.

### 5.2 Data cleaning

Some data cleaning and back coding was required for accurate and consistent results. This was required for both Active NZ and Active NZ Young People.

Back coding was required for the activities participated in during the seven days prior.

- After selecting the activities participated in during the seven days prior, respondents were asked more detailed questions about their participation in those activities (e.g., whether it was done as a sport or recreational activity).
- In the young people survey, some respondents noted at this question that they had in fact not done the activity in the seven days prior<sup>16</sup>. They were not asked any of the follow-up questions and responses were back coded to remove their participation in the activity in the seven days prior.
- In other instances, respondents noted on the paper questionnaire additional activities not selected previously as having been done in the seven days prior. These respondents are back coded as having taken part in the activity.

Data cleaning was necessary for some of the questions that required a numeric response. As is typical with surveys, some respondents entered invalid or unlikely responses to these questions. Online, a prompt was included for the respondent to check their answer. For the paper questionnaire there was no such prompt. During analysis, outliers and invalid responses from respondents were removed. Only extreme outliers were removed, which are consistent over time.

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<sup>16</sup> Historically, frequency of doing an activity was also asked in the adults' survey. However, this check question was removed to reduce the survey length in 2022.

**Table 11: 2022 Survey outliers**

Active NZ Adults measure	Question #	Filter set as
Number of adults in the household	Q4	Less than or equal to 20
Number of children/young people in the household	Q45	Less than or equal to 20
Number of hours spent being active <sup>17</sup>	Q19	Less than or equal to 51 hours
Active NZ Young People measure	Question #	Filter set as
Total number of hours spent being active <sup>18</sup>	Q19b	Less than or equal to 75 hours
Total organised hours spent being active	Q19/Q19b	Less than or equal to 75 hours
Total informal hours spent being active	Q19/Q19b	Less than or equal to 75 hours
Total organised excluding PE hours spent being active	Q19/Q19b	Less than or equal to 75 hours
Total non-competitive hours spend being active	Q19/Q19b	Less than or equal to 75 hours

Sometimes respondents completing the paper questionnaire missed answering a question. These respondents were excluded from that question alone during analysis, so results represent those who provided an answer at each question.

Additional cleaning required is outlined in Section 4.5 (for the variables required for weighting). Of particular importance is how respondents were assigned to a final RST.

<sup>17</sup> Outliers are removed for the average number of hours measure. However, they are included for the 'meeting guidelines of at least 2.5 hours per week' measure for adults.

<sup>18</sup> Outliers are removed for the average number of hours measure. However, they are included for the 'meeting guidelines of at least 7 hours per week' measure for young people.



## 5.3 Reporting

The following are notes on the analysis used in any reports using the data.

### Significant differences

When groups being compared are non-overlapping, independent samples tests are used to identify statistically significant differences; when groups being compared overlap one another, an overlapping approach is applied. The paragraphs below outline the theoretical approach and how total versus sub-group comparisons are made.

Reported differences between the total result and various sub-groups (or two sub-groups) are statistically significant at the 95% confidence level. Significance testing means we can be sure that the differences reported are not due to sample error (i.e., because we are using a sample and not the entire population).

Every sample selected from a population of interest has sampling error. Sampling error is a measure of the uncertainty arising in survey results because we are only using a sample. It is measured by calculating the standard error i.e., a measure of the variability of the actual survey estimate.

When testing two results to see if they are statistically significantly different, we take into account that both results have a standard error. Suppose that a survey estimate of 70% was calculated from a survey and that the standard error of this estimate is 2%. Statistical theory says that 95 times out of 100, a randomly drawn sample will have a mean value within 2 standard errors of the actual population value i.e., the population mean value is in the range 70%± 4% (66%-74%).

Knowing a difference is statistically significant does not mean the difference is important, and the absolute value of the percentage point difference needs to be taken into consideration. As the sample size increases more results are likely to be statistically significant. An extreme example is a Census where every difference is statistically significant, but many are not important (e.g., 78% of males do X whereas 'only' 77% of females do X).

In the non-overlapping approach, where years or sub-groups are compared against each other, each group is independent. For example, when a significance test is run comparing the results of 2022 against those from 2021, there is no overlap as the groups are mutually exclusive from each other. In the overlapping approach, where the total is compared against a sub-group, the overlap is the sub-group and this overlap is accounted for in the overlapping significance test formula. For example, when a significance test is run comparing those aged 18-24 against the total using the overlapping approach, those aged 18-24 are compared with everyone in the sample across all age groups, with the overlap being 18-24-year-olds.

Differences reported between total and sub-groups are significant at the 95% confidence level using each group's effective base size as well as the effective base size of the overlap and the correlations between the two groups being compared. The effective base sizes are used to account for weighting when the significance test is run. The effective base sizes = (sum of weight factors)<sup>2</sup> / sum of squared weight factors for each group.

### Base sizes

All base sizes shown on charts and on tables (n=) are unweighted base sizes. Please note that any base size under n=100 is considered small and under n=30 is considered very small and therefore results should be viewed as indicative only.

### Reporting ethnicity

In all reports, total ethnicity is reported. This means a person with multiple ethnicities may be counted in more than one ethnic group and summed ethnicity percentages equal to over 100 percent.

### Defining sport and recreation

In the reports, the term 'sport and active recreation' is used. In this context, activities considered to be sport can be undertaken in a competition or tournament or informally, and individuals differ in their degree of competitiveness irrespective of how they participate. 'Active recreation' is a term used by

Sport NZ to capture all activities not considered to be sport. During development these terms needed to be rephrased for adults as physical activity done specifically for the purpose of sport, exercise or recreation. For young people the word 'recreation' was changed to 'fun' and PE was also included. Respondents were asked to exclude time spent being active for other reasons such as work, chores or volunteering.

## **Deprivation**

In the reports we have analysed results by deprivation, based on the NZDep2018 index of socioeconomic deprivation. NZDep2018 census data relates to income, home ownership, employment, qualifications, family structure, housing, and access to transport and communications. They provide a deprivation score for each meshblock<sup>19</sup>, NZDep2018 groups deprivation scores into deciles, where 1 represents the areas with the least deprived scores and 10 the areas with the most deprived scores. A value of 10 therefore indicates that a meshblock is in the most deprived 10% of areas in New Zealand. It is important to note that NZDep2018 estimates the relative socioeconomic deprivation of an area, and do not directly relate to individuals. NZDep2018 cannot be used to look at changes in absolute deprivation over time as 10% of areas will always be the most deprived, relative to other areas in New Zealand. The NZDep2018 Index of Deprivation is available on the Otago University website.

Note that NZDep2013 data has been used before NZDep2018 data became available, with NZDep2018 data being used from 2021 results onward.

## **7-day versus 12-month participation**

For adults, participation in the various sports and activities is captured based on what respondents have done in the last 7 days and 12 months. The 12-month timeframe is included to provide a more robust profile of who has participated and how they have done so. The 7-day timeframe is included as this is the most accurate recall of activities done, particularly in terms of number of times it has been done and their motivations why.

## **Comparisons to previous surveys**

Findings cannot be compared directly with previous Active NZ and participation trends reports (before the sequential mixed method was introduced) because of factors such as:

- Methodological differences in the way the survey questions were asked and the method in which the data was collected; and
- Differences in the duration of data collection for the different surveys.

Due to the introduction of conditional incentives for rangatahi in 2022, which arguably resulted in a broader range of young people who completed the survey that are less likely to be motivated by the survey topic, we should treat any new (or accelerated) trends for rangatahi with caution<sup>20</sup>.

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<sup>19</sup> Meshblocks are the smallest geographical area defined by Statistics New Zealand, with a population of around 60-110 people.

<sup>20</sup> See the 'research design' section for more detail on the introduction of the rangatahi conditional incentives.

# APPENDICES

1. Survey communications
2. Active NZ 2021 questionnaire
3. Active NZ Young People 2021 questionnaire
4. Weighting matrices

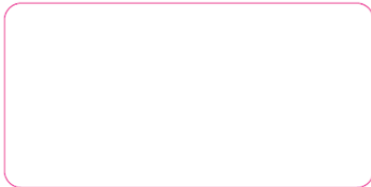
# Appendix 1: Survey communications

## 1.1. Mail out 1 – initial letter

Envelope:



Nielsen PO Box 11346, Wellington 6142, New Zealand



If this letter is not for you please help us by crossing out the address and sending it back by writing 'return to sender' on the front of this envelope. Alternatively call us free on 0800 400 402 to let us know.

## Adult invitation letter (front)



<Date>

<Mailing Address\_1>  
 <Mailing Address\_2>  
 <Mailing Address\_3>  
 <Mailing Address\_4>  
 <Mailing Address\_5>  
 <Mailing Address\_6>, <postcode>

Kia ora <Mailing Address\_1>,

### Sport NZ needs your help ...

You've been selected to take part in an important national survey on physical activity. We want to hear from you, whether you think you're physically active or not. Your feedback will help to inform decisions made by the Government, iwi, local councils and other organisations on play, active recreation and sport.

### Take part for your chance to win ...

Once you've completed the survey, you'll go into the draw to win a \$500 **Prezzy®** card\*. The survey takes about 15 minutes.

### Is there someone in your household aged 12 to 17?

We want to hear their views as well. Please pass on the enclosed flyer which explains how they can complete their own survey and receive a \$20 e-gift card plus a chance to win one of ten \$50 **Prezzy®** Cards.

They will need the eight-digit survey code (see opposite) to access the survey and the four-character password.

### Your privacy is **protected**

Kantar Public (formerly Colmar Brunton) is managing the survey on our behalf. They are an independent research company and will work with Sport NZ to ensure your privacy is protected (see reverse for more detail).

### Any questions?

If you have any questions or would prefer a paper copy, please contact Kantar Public (who are managing the survey) on 0508 787 839 or email [activenz@kantar.com](mailto:activenz@kantar.com)

Thank you for your time.

Ngā mihi

Raelene Castle, ONZM  
 Group Chief Executive, Sport NZ & HPSNZ

## Frequently asked questions (back of letter)

<i>Why was I invited to take part in the survey?</i>	Your name has been randomly chosen from the Electoral Roll to take part in this survey. Although the survey is voluntary, we would like to hear from you to be sure the results represent a cross section of all New Zealanders who do and do not participate in play, active recreation or sport. If you have any questions, please contact Kantar Public on 0508 787 839 or <a href="mailto:activenz@kantar.com">activenz@kantar.com</a> .
<i>I don't play any sports. Is the survey relevant to me?</i>	Yes, this survey is very relevant to you as we are measuring people's attitudes, needs and preferences. It is not just about sports.
<i>I don't do any or much physical activity. Is this survey for me?</i>	Yes, we need to hear from people who are less physically active, as well as people who are active so that we can be sure the results accurately reflect the views of all New Zealanders.
<i>Do I have to take part in the survey?</i>	No. It is completely down to you. But we'd love to hear from you.
<i>Why does the website address on the first page of this letter not take me to the correct web page?</i>	You may have incorrectly typed in the address which is: <a href="http://activenz.co.nz">activenz.co.nz</a> Or, you may have inserted the link into the search box rather than the address bar on the website browser. Using the <b>address bar</b> works better. If you continue to have problems, please call 0508 787 839.
<i>What if there are young people in my household, should I answer on behalf of them?</i>	The Active NZ survey is for all New Zealanders aged 5-plus and has two parts: <ol style="list-style-type: none"> <li>For ages 18-plus the survey can be accessed online at: <a href="http://ACTIVENZ.CO.NZ">ACTIVENZ.CO.NZ</a> using the details at the front of this letter. At the end of this survey, you can answer on behalf of young people in your household between ages 5-11, with a further chance to win one of ten <b>Prezzy®</b> cards worth \$100.</li> <li>For ages 12-17 the survey can be accessed at <a href="http://ACTIVENZ.CO.NZ/YIP">ACTIVENZ.CO.NZ/YIP</a>. Please ask anyone aged 12-17 in your household to go to that link and complete the survey. They will need to use one of the survey codes and passwords on the front of this letter.</li> </ol>
<i>What do I do if the survey stops or the site crashes before I finish?</i>	Until you submit the survey, you can re-open it and you will be taken back to the last question you completed. Your answers will save as you progress.
<i>How will my survey data be used?</i>	Sport NZ is the Crown Owned Entity responsible for promoting, <b>providing</b> and supporting participation in play, active recreation and sport. Your responses will be combined with others and used to inform decisions made by Government, local councils, <b>iwi</b> and <b>recreational</b> relating to play, active recreation and sport.
<i>Who owns the survey data?</i>	Sport NZ owns the survey data. <b>Kantar Public</b> , an independent research agency is collecting the data on their behalf and will provide the full data set to Sport NZ. If you give your consent this will include your name and any contact <b>details</b> you provide. Sport NZ will use the data to help support the health and wellbeing of all New Zealanders through physical activity.
<i>Is my personal data secure?</i>	Yes. We will not use any information that could identify you when reporting the survey results. Your data will be held by Sport NZ, who may share and/or combine your responses to Active NZ with responses from other surveys Sport NZ and/or third parties hold. Sport NZ will ensure that your information is not used by these third parties in a way that could identify you, including removing identifiers like your name or contact details after your survey responses have been combined with other information. The combined information will be used by <b>authorised</b> parties for research purposes only. Sport NZ only shares data with trusted third parties, including <b>Statistics New Zealand</b> who may combine the survey data with other routinely collected government data in the Integrated Data Infrastructure (IDI). For more information about the IDI please go to <a href="http://stats.govt.nz/idi">stats.govt.nz/idi</a> . At the end of the <b>survey</b> you will be asked whether you consent to sharing and/ or combining your responses.
<i>Do you have a privacy statement?</i>	Yes. If you would like to view the Active NZ Privacy Statement, please go to <a href="http://activenz.co.nz/privacy">activenz.co.nz/privacy</a> or contact <b>Sport NZ</b> Privacy Officer <a href="mailto:privacyofficer@sportnz.org.nz">privacyofficer@sportnz.org.nz</a>
<i>Can I access or remove my survey responses?</i>	You have the right to access or remove your responses and to make changes at any time. Please call 0508 787 839.

HOW TO COMPLETE THE SURVEY FOR YOUR CHANCE TO WIN \$500 PREZZY CARD

1. GO TO:  
**ACTIVENZ.CO.NZ**  
 OR SCANNING THE QR CODE



2. ENTER YOUR SURVEY CODE:  
 XX-XXX-XXXX

3. THE SURVEY SHOULD TAKE AROUND 15 MINUTES TO COMPLETE

SURVEY CODES FOR THOSE AGED 12-17:

Person 1 Survey code:  
 XX-XXX-XXXX

Person 1 Password:  
 XXXX

Person 2 Survey code:  
 XX-XXX-XXXX

Person 2 Password:  
 XXXX

Person 3 Survey code:  
 XX-XXX-XXXX

Person 3 Password:  
 XXXX

Active NZ Young People's flyer (front):

**Is there someone in your household aged 12 to 17?**

We want to hear their views as well.

**They will receive a \$20 e-gift card. Plus there are 10 x \$50 Prezzy® cards up for grabs.**



**SPORT NEW ZEALAND**  
Te Kāwanatanga o Aotearoa  
New Zealand Government



Active NZ Young People's flyer (back):

**Kia ora. Are you 12 to 17 years old?**

We'd love to know what you think about physical activity.

We want to hear from everyone, even if you don't feel very active, or don't like sport!

**To say thanks you will receive a \$20 e-gift card plus a chance to win one of 10 x \$50 Prezzy® cards\*.**



**SPORT NEW ZEALAND**  
Te Kāwanatanga o Aotearoa

\*T&Cs can be found at [activenz.co.nz](http://activenz.co.nz). Prezzy® cards can be used anywhere eGifts or credit cards are accepted.

**How do I take part to get my \$20 e-gift card?**

It's easy. All you have to do is complete your own 10-15 minute survey using a computer, tablet or mobile phone.



- 1** Go to [activenz.co.nz/yp](http://activenz.co.nz/yp) or scan the QR code:
- 2** Please enter one of the young person survey codes printed on the front of the letter, followed by the relevant four-character password. Then pass the flyer on. Up to three people aged 12-17 at your home can take part. Please write your name below.

**Person 1** Name \_\_\_\_\_

**Person 2** Name \_\_\_\_\_

**Person 3** Name \_\_\_\_\_

Is there anyone else in your house 12 to 17 years old? Please pass on this flyer so they can take part too. Everyone who takes part will receive a \$20 e-gift card plus a chance to win one of 10 x \$50 Prezzy® cards. Each young person can only complete the survey once.



1.2. Mail out 2 – postcard 1

Front



**Active  
NZ** National  
Participation  
Survey 2022



SPORT  
NEW ZEALAND  
IHI AOTEAROA

Te Kāwanatanga o Aotearoa  
New Zealand Government

Back

If undelivered return to Kantar Public  
PO Box 8621, Victoria Street West, Auckland 1142



<Addressee's name>  
<Address Line 1>  
<Address Line 2>  
<City>, <Postcode>



Kia ora [name]

We recently invited you to take part in the 2022 Active NZ Survey. Your responses are important to ensure we capture the experiences of all New Zealanders, no matter how active you think you are.

Your feedback will help to inform decisions made by the Government, iwi, local councils and other organisations on play, active recreation and sport.

**Complete the survey  
for your chance  
to win a Prezzy®  
card worth \$500**

For your chance to win please complete the survey by going to the following website:

- 1 Go to [activenz.co.nz](https://activenz.co.nz) or scan the QR code:
- 2 Then enter the following survey code: <SURVEY CODE>



The survey should take around 15 minutes.

If you have any questions, please contact Kantar Public on FREEPHONE 0508 787 839 or [activenz@kantar.com](mailto:activenz@kantar.com)

Thank you if you have already completed the survey.

Ngā mihi,

**Raelene Castle**, ONZM  
Group Chief Executive, Sport NZ & HPSNZ

\*T&Cs can be found at [activenz.co.nz](https://activenz.co.nz). Prezzy® cards can be used anywhere eftpos or credit cards are accepted.

1.3. Mail out 3 – survey pack

18-49 YEAR OLDS Letter (front):



<Date>  
 <Mailing Address\_1>  
 <Mailing Address\_2>  
 <Mailing Address\_3>  
 <Mailing Address\_4>  
 <Mailing Address\_5>  
 <Mailing Address\_6>, <postcode>

Kia ora <Mailing Address\_1>,

LAST CHANCE TO TAKE PART IN THE ACTIVE NZ SURVEY

Recently we invited you to go online and take part in the Active NZ survey, a nationwide survey on physical activity. You still have time to join thousands of other New Zealanders and share your thoughts. It doesn't matter whether you think you are physically active or not. We'd love to hear from you.

Complete the survey by <date> for your chance to win \$500

The survey closes on <date>. And to say thank you we will enter you into a prize draw for a \$500 Prezzy® Card if you complete the survey. It should take around 15 minutes.

Is there someone in your household aged 12 to 17?

We want to hear their views as well. Please pass on the enclosed flyer which explains how they can complete their own survey and receive a \$20 e-gift card plus a chance to win one of ten \$50 Prezzy® Cards. They will need the eight-digit survey code (see opposite) to access the survey and the four-character password.

Why should I take part?

This is your chance to inform decisions on play, active recreation and sport in New Zealand. The survey results are used by the Government, as well as iwi, local councils and other organisations in your area.

Any questions?

If you have any questions or would prefer a paper copy, please contact Kantar Public (who are managing the survey) on 0508 787 839 or email [activenz@kantar.com](mailto:activenz@kantar.com)

If you have recently completed the survey online, thank you.

Ngā mihi,

Raelene Castle, ONZM  
 Group Chief Executive, Sport NZ & HPSNZ



Te Kāwanatanga o Aotearoa  
 New Zealand Government

18-49 year olds Frequently asked questions (back of letter):

FREQUENTLY ASKED QUESTIONS

<i>Why was I invited to take part in the survey?</i>	Your name has been randomly chosen from the Electoral Roll to take part in this survey. Although the survey is voluntary, we would like to hear from you to be sure the results represent a cross section of all New Zealanders who do and do not participate in play, active recreation or sport. If you have any questions, please contact Kantar Public on 0508 787 839 or <a href="mailto:activenz@kantar.com">activenz@kantar.com</a> .
<i>I don't play any sports. Is the survey relevant to me?</i>	Yes, this survey is very relevant to you as we are measuring people's attitudes, needs and preferences. It is not just about sports.
<i>I don't do any or much physical activity. Is this survey for me?</i>	Yes, we need to hear from people who are less physically active, as well as people who are active so that we can be sure the results accurately reflect the views of all New Zealanders.
<i>Do I have to take part in the survey?</i>	No. It is completely down to you. But we'd love to hear from you.
<i>Why does the website address on the first page of this letter not take me to the correct web page?</i>	You may have incorrectly typed in the address which is: <a href="http://activenz.co.nz">activenz.co.nz</a> Or, you may have inserted the link into the search box rather than the address bar on the website browser. Using the address bar works better.
	<p>Type <a href="http://activenz.co.nz">activenz.co.nz</a> into the address bar.</p>
	If you continue to have problems, please call 0508 787 839.
<i>What if there are young people in my household, should I answer on behalf of them?</i>	The Active NZ survey is for all New Zealanders aged 5-plus and has two parts: 1. For ages 18-plus the survey can be accessed online at: <a href="http://ACTIVENZ.CO.NZ">ACTIVENZ.CO.NZ</a> using the details at the front of this letter. At the end of this survey, you can answer on behalf of young people in your household between ages 5-11, with a further chance to win one of ten Prezzy cards worth \$100. 2. For ages 12-17 the survey can be accessed at <a href="http://ACTIVENZ.CO.NZ/YP">ACTIVENZ.CO.NZ/YP</a> . Please ask anyone aged 12-17 in your household to go to that link and complete the survey. They will need to use one of the survey codes and passwords on the front of this letter.
<i>What do I do if the survey stops or the site crashes before I finish?</i>	Until you submit the survey, you can re-open it and you will be taken back to the last question you completed. Your answers will save as you progress.
<i>How will my survey data be used?</i>	Sport NZ is the Crown Owned Entity responsible for promoting, encouraging and supporting participation in play, active recreation and sport. Your responses will be combined with others and used to inform decisions made by Government, local councils, iwi and organisations relating to play, active recreation and sport.
<i>Who owns the survey data?</i>	Sport NZ owns the survey data. Kantar Public, an independent research agency is collecting the data on their behalf and will provide the full data set to Sport. If you give your consent this will include your name and any contact details you provide. Sport NZ will use the data to help support the health and wellbeing of all New Zealanders through physical activity.
<i>Is my personal data secure?</i>	Yes. We will not use any information that could identify you when reporting the survey results. Your data will be held by Sport NZ, who may share and/or combine your responses to Active NZ with responses from other surveys Sport NZ and/or third parties hold. Sport NZ will ensure that your information is not used by these third parties in a way that could identify you, including removing identifiers like your name or contact details after your survey responses have been combined with other information. The combined information will be used by authorised parties for research purposes only. Sport NZ only shares data with trusted third parties, including Statistics New Zealand who may combine the survey data with other routinely collected government data in the Integrated Data Infrastructure (IDI). For more information about the IDI please go to <a href="http://www.stats.govt.nz/idi">www.stats.govt.nz/idi</a> . At the end of the survey you will be asked whether you consent to sharing and/ or combining your responses.
<i>Do you have a privacy statement?</i>	Yes. If you would like to view the Active NZ Privacy Statement, please go to <a href="http://www.activenz.co.nz/privacy">www.activenz.co.nz/privacy</a> or contact SportNZ Privacy Officer <a href="mailto:privacyofficer@sportnz.org.nz">privacyofficer@sportnz.org.nz</a>
<i>Can I access or remove my survey responses?</i>	You have the right to access or remove your responses and to make changes at any time. Please call 0508 787 839.

HOW TO COMPLETE THE SURVEY FOR YOUR CHANCE TO WIN \$500 PREZZY CARD

1. GO TO:  
**ACTIVENZ.CO.NZ**  
 OR SCANNING THE QR CODE

2. ENTER YOUR SURVEY CODE:  
 XX-XXX-XXX

3. THE SURVEY SHOULD TAKE AROUND 15 MINUTES TO COMPLETE

SURVEY CODES FOR THOSE AGED 12-17:

Person 1 Survey code:  
 XX-XXX-XXX

Person 1 Password:  
 XXXX

Person 2 Survey code:  
 XX-XXX-XXX

Person 2 Password:  
 XXXX

Person 3 Survey code:  
 XX-XXX-XXX

Person 3 Password:  
 XXXX



## 50 PLUS YEAR OLDS Letter (front):

## 50 plus year olds Frequently asked questions (back of letter):



<Date>

<Mailing Address\_1>  
 <Mailing Address\_2>  
 <Mailing Address\_3>  
 <Mailing Address\_4>  
 <Mailing Address\_5>  
 <Mailing Address\_6>, <postcode>

Kia ora <Mailing Address\_1>,

### JOIN THOUSANDS OF OTHERS BY TAKING PART IN THIS SURVEY

Recently we invited you to go online and take part in the Active NZ survey, a nationwide survey on physical activity. You still have time to join thousands of other New Zealanders and share your thoughts. It doesn't matter whether you think you are physically active or not. We'd love to hear from you.

### And to say thank you

We will enter you into a prize draw for a \$500 Prezzy® Card if you complete the survey. It should take around 15 minutes.

### Online or paper – the choice is yours

If you complete the paper copy enclosed, please return it in the freepost envelope provided by <date>. No postage or stamps are needed.

### Is there someone in your household aged 12 to 17?

We want to hear their views as well. Please pass on the enclosed flyer which explains how they can complete their own survey and receive a \$20 e-gift card plus a chance to win one of ten \$50 Prezzy® Cards. They will need the eight-digit survey code (see opposite) to access the survey and the four-character password.

### Why should I take part?

This is your chance to inform decisions on play, active recreation and sport in New Zealand. The survey results are used by the Government, as well as iwi, local councils and other organisations in your area.

### Any questions?

If you have any questions or would prefer a paper copy, please contact Kantar Public (who are managing the survey) on 0508 787 839 or email [activenz@kantar.com](mailto:activenz@kantar.com)

If you have recently completed the survey online, thank you.

Ngā mihi,

**Raelene Castle**, ONZM  
 Group Chief Executive, Sport NZ & HPSNZ



Te Kāwanatanga o Aotearoa  
 New Zealand Government

## Active NZ

### HOW TO COMPLETE THE SURVEY FOR YOUR CHANCE TO WIN \$500 PREZZY CARD

1. GO TO:  
**ACTIVENZ.CO.NZ**  
 OR SCANNING THE QR CODE



AND ENTER YOUR SURVEY CODE:  
 XX-XXX-XXXX

OR

2. COMPLETE THE PAPER QUESTIONNAIRE

WRITE IN YOUR SURVEY CODE ON PAGE 1 OF THE QUESTIONNAIRE:  
 XX-XXX-XXX

PUT THE COMPLETED QUESTIONNAIRE INTO THE FREEPOST ENVELOPE. NO POSTAGE IS REQUIRED.

### SURVEY CODES FOR THOSE AGED 12-17:

Person 1 Survey code:  
 XX-XXX-XXXX

Person 1 Password:  
 XXXX

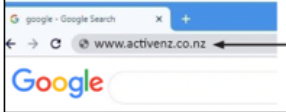
Person 2 Survey code:  
 XX-XXX-XXXX

Person 2 Password:  
 XXXX

Person 3 Survey code:  
 XX-XXX-XXXX

Person 3 Password:  
 XXXX

### FREQUENTLY ASKED QUESTIONS

<i>Why was I invited to take part in the survey?</i>	Your name has been randomly chosen from the Electoral Roll to take part in this survey. Although the survey is voluntary, we would like to hear from you to be sure the results represent a cross section of all New Zealanders who do and do not participate in play, active recreation or sport. If you have any questions, please contact Kantar Public on 0508 787 839 or <a href="mailto:activenz@kantar.com">activenz@kantar.com</a> .
<i>I don't play any sports. Is the survey relevant to me?</i>	Yes, this survey is very relevant to you as we are measuring people's attitudes, needs and preferences. It is not just about sports.
<i>I don't do any or much physical activity. Is this survey for me?</i>	Yes, we need to hear from people who are less physically active, as well as people who are active so that we can be sure the results accurately reflect the views of all New Zealanders.
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<i>Is my personal data secure?</i>	Yes. We will not use any information that could identify you when reporting the survey results. Your data will be held by Sport NZ, who may share and/or combine your responses to Active NZ with responses from other surveys Sport NZ and/or third parties hold. Sport NZ will ensure that your information is not used by these third parties in a way that could identify you, including removing identifiers like your name or contact details after your survey responses have been combined with other information. The combined information will be used by authorised parties for research purposes only. Sport NZ only shares data with trusted third parties, including Statistics New Zealand who may combine the survey data with other routinely collected government data in the Integrated Data Infrastructure (IDI). For more information about the IDI please go to <a href="http://www.stats.govt.nz/idi">www.stats.govt.nz/idi</a> . At the end of the survey you will be asked whether you consent to sharing and/or combining your responses.
<i>Do you have a privacy statement?</i>	Yes. If you would like to view the Active NZ Privacy Statement, please go to <a href="http://activenz.co.nz/privacy">activenz.co.nz/privacy</a> or contact SportNZ Privacy Officer <a href="mailto:privacyofficer@sportnz.org.nz">privacyofficer@sportnz.org.nz</a>
<i>Can I access or remove my survey responses?</i>	You have the right to access or remove your responses and to make changes at any time. Please call 0508 787 839.

Te Kāwanatanga o Aotearoa  
 New Zealand Government

## ACTIVE NZ QUESTIONNAIRE (FRONT COVER):

**Active NZ**  
National Participation Survey 2022

Complete and return for a chance to win a  
**\$500 Prezzy® Card**  
See last page for T&Cs



PLEASE CLEARLY WRITE YOUR EIGHT DIGIT SURVEY CODE IN THE BOXES BELOW

The code is on the front of your letter

SURVEY CODE:

--	--	--	--	--	--	--	--

Once you have completed the survey please return it to Kantar Public in the freepost envelope provided (no stamp is required).

START HERE

### SECTION 1 ABOUT YOU AND YOUR HOUSEHOLD

Firstly, some questions about you and your household.

**Q1** It is important for us to know when this questionnaire was completed. Please write down today's date below.

day	month	year

**Q2** Which of these age groups do you belong to? Please tick one answer

- |  |   |
|--|---|
| <input type="radio"/> 1 Under 18 years | <input type="radio"/> 9 50-54             |
| <input type="radio"/> 2 18-19          | <input type="radio"/> 10 55-59            |
| <input type="radio"/> 3 20-24          | <input type="radio"/> 11 60-64            |
| <input type="radio"/> 4 25-29          | <input type="radio"/> 12 65-69            |
| <input type="radio"/> 5 30-34          | <input type="radio"/> 13 70-74            |
| <input type="radio"/> 6 35-39          | <input type="radio"/> 14 75-79            |
| <input type="radio"/> 7 40-44          | <input type="radio"/> 15 80-84            |
| <input type="radio"/> 8 45-49          | <input type="radio"/> 16 85 years or over |

**Q3** What is your gender? Please tick one answer

- 1 Male       3 Another gender  
 2 Female
- Please tell us:

**Q4** In total, how many adults aged 18 and over live in your household some or all of the time?

Please include yourself in this count.

Write in number:  (including myself)

### INSTRUCTIONS

Some questions require you to tick only one answer, whilst for others you should tick all the answers that apply.

Circles indicate that you should tick only one answer.

- 1 Yes  
 2 No

Squares indicate that you should tick all that apply.

- 1 Blue     3 Green  
 2 Red     4 Yellow

You will need to circle questions that have numbers.

- Red 1 2 3  
Blue 1 2 3  
Pink 1 2 3

**Q5** How many (if any) children aged under 18 live in your household some or all of the time? If there are no children in an age group please write in 0.

If there are no children under 18 please tick here and then go to Q6

Please write in number:

- Number of children aged 0 to 2:
- Number of children aged 3 to 4:
- Number of children aged 5 to 11:
- Number of children aged 12 to 14:
- Number of children aged 15 to 17:

**Q6** Who lives in your household?

Please tick all that apply

- 1 My husband / wife / civil union / de facto partner, boyfriend or girlfriend
- 2 My mother and / or father
- 3 My son(s) and / or daughter(s) and / or step child(ren)
- 4 My brother(s) and / or sister(s)
- 5 Other family (e.g. grandparent(s), partner's parent(s), aunt, uncle, cousin(s))
- 6 Non-family (e.g. flatmates, friends, cousin(s))
- 7 None of the above - I live alone



**Te Kāwanatanga o Aotearoa**  
New Zealand Government

P1

## ACTIVE NZ QUESTIONNAIRE (BACK COVER):

Thank you for taking the time to complete the survey.  
Your input is very much appreciated.

PLEASE CHECK THAT YOU HAVE COMPLETED ALL PAGES OF THE QUESTIONNAIRE.

Please put the completed questionnaire in the freepost envelope provided or any envelope (no stamp required) and post it to:

**FREEPOST AUTHORITY NUMBER 6172**

**Kantar Public**  
PO Box 6621  
Victoria Street West  
Auckland 1142

If you have any questions please contact Kantar Public on 0508 787 839 or [activenz@kantar.com](mailto:activenz@kantar.com)

### PRIZE DRAW TERMS AND CONDITIONS

- Information on how to enter the promotion forms part of these Terms and Conditions of Entry. Entry into the promotion is deemed acceptance of the following terms and conditions.
- The promotion commences on 11 January 2022 and closes on 4 January 2023 ("Promotional Period").
- To enter Eligible Respondents must complete the Active NZ survey within the Promotional Period by:
  - filling out the online survey at [activenz.co.nz](http://activenz.co.nz) (using your personalised survey code, provided in the letter sent to you informing you of the survey) including your contact details, or
  - returning a completed hard copy of the survey (if this has been provided) with your contact details to the Promoter.
- Entry is only open to "Eligible Respondents", being individuals who: (i) are residents of New Zealand aged 12 years or older; and (ii) are not employees of the Promoter or Sport New Zealand; and (iii) are not a spouse, de facto partner, parent, child, sibling (whether natural or by adoption) or household member of such an employee; and (iv) are not professionally connected with the promotion.
- Each completed survey with accompanying contact details, submitted in accordance with paragraph 3, above, will automatically receive one entry into the prize draw. There is a limit of one entry per Eligible Respondent.
- The Promoter reserves the right, at any time, to verify the validity of the entry and Eligible Respondent (including a respondent's identity, age and place of residence) and to disqualify any respondent who submits a response that is not in accordance with these Terms and Conditions of Entry. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.
- There will be four prize draws for the promotional period. The winner will be notified within 10 working days of the draw by telephone or email. Once the winner has been contacted and notified, the details will be published online for four weeks at [activenz.co.nz/winners](http://activenz.co.nz/winners).
- For each of the four prize draws that take place, the first valid entry drawn at random will win a \$500 Prezzy® Card. The winner is responsible for any tax associated with the prize. Terms and conditions apply to the use of Prezzy® cards and can be found at [www.prezzycard.co.nz](http://www.prezzycard.co.nz)
- The prize draw that respondents are entered into is based on when the survey response is submitted.
  - Prize draw 1 will take place on 25 April 2022. Those who completed the survey between 11 January 2022 and 4 April 2022 are eligible to win.
  - Prize draw 2 will take place on 25 July 2022. Those who completed the survey between 5 April 2022 and 4 July 2022 are eligible to win.
  - Prize draw 3 will take place on 24 October 2022. Those who completed the survey between 5 July 2022 and 4 October 2022 are eligible to win.
  - Prize draw 4 will take place on 30 January 2023. Those who completed the survey between 5 October 2022 and 4 January 2023 are eligible to win.
- The prize is not transferable or exchangeable. No responsibility is accepted for late, lost, misdirected or illegible entries.
- The Promoter's decision is final and no correspondence will be entered into.
- If after 10 working days following the Promoter attempting to contact the winner at the contact details provided the Promoter has been unable to make contact with the winner, that winner will automatically forfeit the prize, and the Promoter will randomly select one further entry who will be contacted by the Promoter by telephone or email and will be the winner of the prize.
- The winner permits Sport New Zealand and the Promoter to use the winner's name and biographical information for advertising and promotional purposes, without any compensation.
- All personal details of the respondents will be stored securely at the office of the Promoter and used to operate and administer the prize draw or to contact the respondent, if necessary, to clarify responses to questions in any hard copy of the survey. A request to access, update or correct any personal information should be directed to the Promoter.
- The Promoter is Kantar Public NZ, Level 9, 101 Lambton Quay, Wellington 6011, New Zealand. Phone 0508 787 839.
- The Promoter reserves the right to amend or modify these Terms and Conditions of Entry at any time.
- The Promoter will not be liable for any loss or damage whatsoever which is suffered (including but not limited to indirect or consequential loss) or sustained as a consequence of participation in the promotion or as a consequence of the use and enjoyment of the prize.
- The promotion is governed by New Zealand law and all respondents agree to submit to the exclusive jurisdiction of the Courts of New Zealand with respect to any claim or matter arising out of or in connection with this promotion.

P12

Active NZ Young Peoples mail out 3 flyer:

Front:

## Is there someone in your household aged 12 to 17?

**We want to hear their views as well.**

Recently we sent you an invitation to take part in the Active NZ survey. If you have young people aged 12 to 17, we want to hear their views too, whether they feel they are physically active or not, so that the results accurately reflect the views of all New Zealanders.

If they complete the survey they will receive a \$20 e-gift card plus a chance to win one of 10 x \$50 Prezzy® cards!







Back:

## Kia ora. Are you 12 to 17 years old?

We'd love to know what you think about physical activity.

We want to hear from everyone, even if you don't feel very active, or don't like sport!

To say thanks you will receive a \$20 e-gift card plus a chance to win one of 10 x \$50 Prezzy® cards.




\*E-gift cards can be found at [activenz.co.nz](http://activenz.co.nz). Prezzy® cards can be used anywhere eftpos or credit cards are accepted.

### How do I take part to get my \$20 e-gift card?

It's easy. All you have to do is complete your own 10-15 minute survey using a computer, tablet or mobile phone.

- 1 Go to [activenz.co.nz/yp](http://activenz.co.nz/yp) or scan the QR code:
- 2 Please enter one of the young person survey codes printed on the front of the letter, followed by the relevant four-character password. Then pass the flyer on. Up to three people aged 12-17 at your home can take part. Please write your name below.



Person 1 Name \_\_\_\_\_

Person 2 Name \_\_\_\_\_

Person 3 Name \_\_\_\_\_

Is there anyone else in your house 12 to 17 years old? Please pass on this flyer so they can take part too. Everyone who takes part will receive a \$20 e-gift card plus a chance to win one of 10 x \$50 Prezzy® cards. Each young person can only complete the survey once.



1.4. Mail out 4 – postcard 2

Front:



Back:

If undelivered return to Kantar Public  
PO Box 8621, Victoria Street West, Auckland 1142



<Addressee's name>  
<Address Line 1>  
<Address Line 2>  
<City>, <Postcode>

Kia ora [name]

We recently invited you to take part in the 2022 Active NZ Survey. This is a final reminder to complete before it closes on [date].

Your feedback is important to us. It will help to inform decisions made by the Government, iwi, local councils and other organisations in your area on play, active recreation and sport.

**Complete the survey for your chance to win a Prezzy® card worth \$500**

You can complete the paper copy we sent to you and return it in the freepost envelope provided OR you can complete the survey online by going to the following website:

- 1 Go to [activenz.co.nz](https://activenz.co.nz) or scan the QR code:
- 2 Then enter the following survey code: <SURVEY CODE>



The survey should take around 15 minutes.

If you have any questions, please contact Kantar Public on FREEPHONE 0508 787 839 or [activenz@kantar.com](mailto:activenz@kantar.com)

Thank you if you have already completed the survey.

Ngā mihi,

**Raelene Castle**, ONZM  
Group Chief Executive, Sport NZ & HPSNZ



\*TBGs can be found at [activenz.co.nz](https://activenz.co.nz). Prezzy® cards can be used anywhere eftpos or credit cards are accepted.

# Appendix 2: Active NZ 2022 questionnaire

▼ START HERE

**SECTION 1**  
ABOUT YOU AND YOUR HOUSEHOLD

Firstly, some questions about you and your household.

**Q1** It is important for us to know when this questionnaire was completed. Please write down today's date below.

day month year

**Q2** Which of these age groups do you belong to? Please tick one answer

1 <input type="radio"/> Under 18 years	9 <input type="radio"/> 50-54
2 <input type="radio"/> 18-19	10 <input type="radio"/> 55-59
3 <input type="radio"/> 20-24	11 <input type="radio"/> 60-64
4 <input type="radio"/> 25-29	12 <input type="radio"/> 65-69
5 <input type="radio"/> 30-34	13 <input type="radio"/> 70-74
6 <input type="radio"/> 35-39	14 <input type="radio"/> 75-79
7 <input type="radio"/> 40-44	15 <input type="radio"/> 80-84
8 <input type="radio"/> 45-49	16 <input type="radio"/> 85 years or over

**Q3** What is your gender? Please tick one answer

1  Male      3  Another gender  
Please tell us:

2  Female

**Q4** In total, how many adults aged 18 and over live in your household some or all of the time? Please include yourself in this count.

Write in number:  (including myself)

**Q5** How many (if any) children aged under 18 live in your household some or all of the time? If there are no children in an age group please write in 0. If there are no children under 18 please tick here and then go to Q6

Please write in number:

Number of children aged 0 to 2:

Number of children aged 3 to 4:

Number of children aged 5 to 11:

Number of children aged 12 to 14:

Number of children aged 15 to 17:

**Q6** Who lives in your household? Please tick all that apply

1  My husband / wife / civil union / defacto partner, boyfriend or girlfriend

2  My mother and / or father


3  My son(s) and / or daughter(s) and / or step child(ren)

4  My brother(s) and / or sister(s)

5  Other family (e.g. grandparent(s), partner's parent(s), aunt, uncle, cousin(s))

6  Non-family (e.g. flatmates, friends, cousin(s))

7  None of the above - I live alone

 **SPORT NEW ZEALAND**  
IHIA AOTEAROA

**Te Kāwanatanga o Aotearoa**  
New Zealand Government

**SECTION 2  
PHYSICAL ACTIVITY**

**Q7** In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate? This may include sport, traditional games, kapa haka, exercise and brisk walking or cycling for recreation or to get to and from places, but should not include housework or physical activity that may be part of your job.

Please tick one answer

- 1  0 days
- 2  1 day
- 3  2 days
- 4  3 days
- 5  4 days
- 6  5 days
- 7  6 days
- 8  7 days

**IMPORTANT NOTE**

Over the next few sections we ask you questions about any **physical activity** you have done **specifically** for the purpose of **sport, exercise or recreation**.

- By **sport** we mean any games such as tennis, basketball or golf.
- By **exercise** we mean anything you do for fitness such as going to the gym, doing a workout or running.
- By **recreation** we mean anything you do for fun in your spare time which is physically active such as dancing or going for a bush walk.

You may do some physical activity for reasons other than sport, exercise or recreation such as for your **job, doing chores or coaching / umpiring**. Please **do not** include this activity.

**Q8** Thinking back over the last 7 days (not including today) have you done any physical activity that was **specifically** for the purpose of **sport, exercise or recreation**?

*Please do not include any physical activity you have done for reasons other than sport, exercise or recreation such as for your job, doing chores or coaching / umpiring.*

Please tick one answer

- 1  Yes
- 2  No

**Q9A** Which of the following have you done in the **last 7 days**? Please only select the activities where you have been physically active specifically for sport, exercise or recreation.

**Q9B** Which of the following have you done in the **last 12 months**? If you cannot find your physical activity on the list you can write it at the bottom. Please do not include any coaching or umpiring.

Please tick all that apply

	Q9A: Activities done: last 7 days	Q9B: Activities done: last 12 months
1 Walking	<input type="checkbox"/>	<input type="checkbox"/>
2 Running / Jogging	<input type="checkbox"/>	<input type="checkbox"/>
3 Individual workout using equipment	<input type="checkbox"/>	<input type="checkbox"/>
4 Group fitness class (e.g. aerobics, crossfit)	<input type="checkbox"/>	<input type="checkbox"/>
5 Yoga	<input type="checkbox"/>	<input type="checkbox"/>
6 Pilates	<input type="checkbox"/>	<input type="checkbox"/>
7 Dance/dancing (e.g. ballet, hip hop, etc)	<input type="checkbox"/>	<input type="checkbox"/>
8 Swimming	<input type="checkbox"/>	<input type="checkbox"/>
9 Road cycling - not on an e-bike	<input type="checkbox"/>	<input type="checkbox"/>
10 Mountain biking - not on an e-bike	<input type="checkbox"/>	<input type="checkbox"/>
11 Rode an e-bike	<input type="checkbox"/>	<input type="checkbox"/>
12 BMX	<input type="checkbox"/>	<input type="checkbox"/>
13 Day tramp	<input type="checkbox"/>	<input type="checkbox"/>
14 Overnight tramp	<input type="checkbox"/>	<input type="checkbox"/>
15 Marine fishing	<input type="checkbox"/>	<input type="checkbox"/>
16 Freshwater fishing	<input type="checkbox"/>	<input type="checkbox"/>
17 Golf	<input type="checkbox"/>	<input type="checkbox"/>
18 Football (soccer)	<input type="checkbox"/>	<input type="checkbox"/>
19 Tennis	<input type="checkbox"/>	<input type="checkbox"/>
20 Table tennis	<input type="checkbox"/>	<input type="checkbox"/>
21 Rugby	<input type="checkbox"/>	<input type="checkbox"/>
22 Touch rugby	<input type="checkbox"/>	<input type="checkbox"/>
23 Rugby league	<input type="checkbox"/>	<input type="checkbox"/>
24 Netball	<input type="checkbox"/>	<input type="checkbox"/>
25 Basketball	<input type="checkbox"/>	<input type="checkbox"/>
26 Cricket	<input type="checkbox"/>	<input type="checkbox"/>
27 Hockey	<input type="checkbox"/>	<input type="checkbox"/>
28 Badminton	<input type="checkbox"/>	<input type="checkbox"/>
29 Squash	<input type="checkbox"/>	<input type="checkbox"/>
30 Indoor bowls	<input type="checkbox"/>	<input type="checkbox"/>
31 Outdoor bowls	<input type="checkbox"/>	<input type="checkbox"/>
32 Softball	<input type="checkbox"/>	<input type="checkbox"/>
33 Volleyball	<input type="checkbox"/>	<input type="checkbox"/>
34 Canoeing / Kayaking	<input type="checkbox"/>	<input type="checkbox"/>
35 Rowing	<input type="checkbox"/>	<input type="checkbox"/>
36 Yachting / Sailing	<input type="checkbox"/>	<input type="checkbox"/>
37 Surfing / Body boarding	<input type="checkbox"/>	<input type="checkbox"/>
38 Surf life saving	<input type="checkbox"/>	<input type="checkbox"/>
39 Skiing	<input type="checkbox"/>	<input type="checkbox"/>
40 Snowboarding	<input type="checkbox"/>	<input type="checkbox"/>
41 Triathlon / Duathlons	<input type="checkbox"/>	<input type="checkbox"/>
42 Athletics (track and field)	<input type="checkbox"/>	<input type="checkbox"/>
43 Gymnastics	<input type="checkbox"/>	<input type="checkbox"/>
44 Horse riding / Equestrian	<input type="checkbox"/>	<input type="checkbox"/>
45 Boxing	<input type="checkbox"/>	<input type="checkbox"/>
46 Karate	<input type="checkbox"/>	<input type="checkbox"/>
47 Hunting	<input type="checkbox"/>	<input type="checkbox"/>
48 Shooting (rifle and pistol)	<input type="checkbox"/>	<input type="checkbox"/>
49 Motorcycling	<input type="checkbox"/>	<input type="checkbox"/>
50 Waka ama	<input type="checkbox"/>	<input type="checkbox"/>
51 Gardening	<input type="checkbox"/>	<input type="checkbox"/>
52 Playing games (e.g. with kids)	<input type="checkbox"/>	<input type="checkbox"/>
53 Kapa haka	<input type="checkbox"/>	<input type="checkbox"/>
54 Other (please specify) <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
55 Other (please specify) <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>

I have not done any physical activity in the last 12 months  → PLEASE GO TO Q19



**Q10** In the last 12 months, have you done this as a competitive sport or a competitive activity?

Please tick one answer for each activity done in the last 12 months

YES	NO
1 <input type="radio"/>	1 <input type="radio"/>
2 <input type="radio"/>	2 <input type="radio"/>
3 <input type="radio"/>	3 <input type="radio"/>
4 <input type="radio"/>	4 <input type="radio"/>
5 <input type="radio"/>	5 <input type="radio"/>
6 <input type="radio"/>	6 <input type="radio"/>
7 <input type="radio"/>	7 <input type="radio"/>
8 <input type="radio"/>	8 <input type="radio"/>
9 <input type="radio"/>	9 <input type="radio"/>
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52 <input type="radio"/>	52 <input type="radio"/>
53 <input type="radio"/>	53 <input type="radio"/>
54 <input type="radio"/>	54 <input type="radio"/>
55 <input type="radio"/>	55 <input type="radio"/>

**Q11** In the last 12 months, have you done this activity through a club, gym or fitness centre that you are a member of? (e.g. trampolining club, fitness centre or sports club)

Please tick one answer for each activity done in the last 12 months

YES	NO
1 <input type="radio"/>	1 <input type="radio"/>
2 <input type="radio"/>	2 <input type="radio"/>
3 <input type="radio"/>	3 <input type="radio"/>
4 <input type="radio"/>	4 <input type="radio"/>
5 <input type="radio"/>	5 <input type="radio"/>
6 <input type="radio"/>	6 <input type="radio"/>
7 <input type="radio"/>	7 <input type="radio"/>
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54 <input type="radio"/>	54 <input type="radio"/>
55 <input type="radio"/>	55 <input type="radio"/>

**Q12** In the next 12 months, which, if any, of the following activities would you like to try, or do more of?

Please tick all that apply

Activities would like to try, or do more of, in the next 12 months

1 <input type="checkbox"/>
2 <input type="checkbox"/>
3 <input type="checkbox"/>
4 <input type="checkbox"/>
5 <input type="checkbox"/>
6 <input type="checkbox"/>
7 <input type="checkbox"/>
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48 <input type="checkbox"/>
49 <input type="checkbox"/>
50 <input type="checkbox"/>
51 <input type="checkbox"/>
52 <input type="checkbox"/>
53 <input type="checkbox"/>
54 <input type="checkbox"/>
55 <input type="checkbox"/>

None of the above  → GO TO Q14

**Q13** If you had to choose just one physical activity to try or do more of in the next 12 months, which one would it be?

Please tick only one

1 <input type="radio"/>
2 <input type="radio"/>
3 <input type="radio"/>
4 <input type="radio"/>
5 <input type="radio"/>
6 <input type="radio"/>
7 <input type="radio"/>
8 <input type="radio"/>
9 <input type="radio"/>
10 <input type="radio"/>
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47 <input type="radio"/>
48 <input type="radio"/>
49 <input type="radio"/>
50 <input type="radio"/>
51 <input type="radio"/>
52 <input type="radio"/>
53 <input type="radio"/>
54 <input type="radio"/>
55 <input type="radio"/>

Don't know

P3





**Q14** In the last 7 days have you received any coaching, instruction or training for any of the physical activities you have done?

Please tick one answer for each activity done in the last 7 days

	YES	NO
1 Walking	<input type="radio"/>	<input type="radio"/>
2 Running / Jogging	<input type="radio"/>	<input type="radio"/>
3 Individual workout using equipment	<input type="radio"/>	<input type="radio"/>
4 Group fitness class (e.g. aerobics, crossfit)	<input type="radio"/>	<input type="radio"/>
5 Yoga	<input type="radio"/>	<input type="radio"/>
6 Pilates	<input type="radio"/>	<input type="radio"/>
7 Dance/dancing (e.g. ballet, hip hop, etc)	<input type="radio"/>	<input type="radio"/>
8 Swimming	<input type="radio"/>	<input type="radio"/>
9 Road cycling - not on an e-bike	<input type="radio"/>	<input type="radio"/>
10 Mountain biking - not on an e-bike	<input type="radio"/>	<input type="radio"/>
11 Rode an e-bike	<input type="radio"/>	<input type="radio"/>
12 BMX	<input type="radio"/>	<input type="radio"/>
13 Day tramp	<input type="radio"/>	<input type="radio"/>
14 Overnight tramp	<input type="radio"/>	<input type="radio"/>
15 Marine fishing	<input type="radio"/>	<input type="radio"/>
16 Freshwater fishing	<input type="radio"/>	<input type="radio"/>
17 Golf	<input type="radio"/>	<input type="radio"/>
18 Football (soccer)	<input type="radio"/>	<input type="radio"/>
19 Tennis	<input type="radio"/>	<input type="radio"/>
20 Table tennis	<input type="radio"/>	<input type="radio"/>
21 Rugby	<input type="radio"/>	<input type="radio"/>
22 Touch rugby	<input type="radio"/>	<input type="radio"/>
23 Rugby league	<input type="radio"/>	<input type="radio"/>
24 Netball	<input type="radio"/>	<input type="radio"/>
25 Basketball	<input type="radio"/>	<input type="radio"/>
26 Cricket	<input type="radio"/>	<input type="radio"/>
27 Hockey	<input type="radio"/>	<input type="radio"/>
28 Badminton	<input type="radio"/>	<input type="radio"/>
29 Squash	<input type="radio"/>	<input type="radio"/>
30 Indoor bowls	<input type="radio"/>	<input type="radio"/>
31 Outdoor bowls	<input type="radio"/>	<input type="radio"/>
32 Softball	<input type="radio"/>	<input type="radio"/>
33 Volleyball	<input type="radio"/>	<input type="radio"/>
34 Canoeing / Kayaking	<input type="radio"/>	<input type="radio"/>
35 Rowing	<input type="radio"/>	<input type="radio"/>
36 Yachting / Sailing	<input type="radio"/>	<input type="radio"/>
37 Surfing / Body boarding	<input type="radio"/>	<input type="radio"/>
38 Surf life saving	<input type="radio"/>	<input type="radio"/>
39 Skiing	<input type="radio"/>	<input type="radio"/>
40 Snowboarding	<input type="radio"/>	<input type="radio"/>
41 Triathlon / Duathlons	<input type="radio"/>	<input type="radio"/>
42 Athletics (track and field)	<input type="radio"/>	<input type="radio"/>
43 Gymnastics	<input type="radio"/>	<input type="radio"/>
44 Horse riding / Equestrian	<input type="radio"/>	<input type="radio"/>
45 Boxing	<input type="radio"/>	<input type="radio"/>
46 Karate	<input type="radio"/>	<input type="radio"/>
47 Hunting	<input type="radio"/>	<input type="radio"/>
48 Shooting (rifle and pistol)	<input type="radio"/>	<input type="radio"/>
49 Motorcycling	<input type="radio"/>	<input type="radio"/>
50 Waka ama	<input type="radio"/>	<input type="radio"/>
51 Gardening	<input type="radio"/>	<input type="radio"/>
52 Playing games (e.g. with kids)	<input type="radio"/>	<input type="radio"/>
53 Kapa haka	<input type="radio"/>	<input type="radio"/>
54 Other (please specify) <input type="text"/>	<input type="radio"/>	<input type="radio"/>
55 Other (please specify) <input type="text"/>	<input type="radio"/>	<input type="radio"/>

P4

**Q15** Still thinking about the physical activities you have done in the last 7 days (as listed at Q9A), in total how many hours did you spend being physically active for sport, exercise or recreation?

Please think only about those physical activities done for at least 10 minutes at a time. Please make your best estimate. Please enter the amount of time in hours (using whole numbers) and minutes (up to 59)

Please write in number of hours:  hours  minutes

**Q16** In the last 7 days, did you do muscle strengthening activities on at least 2 days?

Muscle strengthening activity could include lifting weights, resistance exercises or yoga.

Please tick one answer

1  Yes    2  No    3  Don't know

**Q17** And in the last 7 days, in which of the following specific places have you been physically active for sport, exercise or recreation?

Please tick all that apply

- Gym or fitness centre
- University or tertiary education facility (indoor gym/recreation centre or outdoor field/park)
- Indoor sports facility or complex (e.g. a recreation centre, or indoor stadium)
- Outdoor sports facility or purpose built environment (e.g. netball or tennis courts, golf course, ski field, astroturf or outdoor stadium)
- Community hall, school hall, marae, church (e.g. an indoor facility that is not used mainly for sport or physical activity)
- Studio (e.g. yoga or dance)
- Public pool or aquatic centre
- Public park, field, playground, skate park or BMX track
- Private property, home, garden or pool
- Whānau land / whenua
- Cycleway or cycle lane specifically set aside for cyclists
- Walkway
- National park area
- Back country or alpine track
- Off road biking or walking track
- On the road / footpath
- On, in or beside lake, river or stream
- On, in or beside sea or coast
- Other (please specify)
- None of the above

**Q18** In the last 7 days have you used any technology (Fitbits, smartphone apps, pedometers, etc.) when you have been physically active for sport, exercise or recreation?

Please tick one answer

1  Yes    2  No





**Q19** Overall, would you like to be doing more physical activity for sport, exercise or recreation than you are currently doing?

**Please tick one answer**

1  Yes, I would like to be doing more → GO TO Q20A

2  No → GO TO Q20B

**Q20A** For what reasons are you **not doing as much** physical activity as you would like?

**Q20B** For what reasons do you **not want to do more** physical activity than you are currently doing?

**Please tick all that apply**

- 1  I have no transport to get to places
- 2  There are no appropriate facilities or places conveniently located to do what I want to do
- 3  I don't have the equipment I need
- 4  The activity of my choice is too expensive
- 5  Other commitments are taking priority (e.g. work, family)
- 6  The activity of my choice doesn't fit my routine
- 7  I prefer to spend my time on other interests / hobbies
- 8  I am too tired or don't have the energy
- 9  I struggle to motivate myself
- 10  I've got out of the habit
- 11  I'm not fit enough
- 12  I am injured from an injury caused by sport, exercise or recreational physical activity
- 13  I am injured from an injury caused by something else
- 14  I have a disability that prevents me from participating
- 15  My health is not good enough
- 16  I'm not confident enough
- 17  I haven't got the skills / don't know how to
- 18  I don't want to fail
- 19  I have no one to do it with
- 20  I don't feel welcome
- 21  I don't like other people seeing me being physically active
- 22  I already do a good amount of physical activity
- 23  The weather
- 24  Other (please specify)

**SECTION 3**  
EVENTS, MEMBERSHIPS AND HIGH PERFORMANCE SPORT

This section covers a range of topics, including whether you have taken part in events, and gym and club membership.

**Q21** In the last 12 months, have you **actively participated** in any of these events where lots of people take part?

**Please tick all that apply**

- 1  Running / walking events (anything up to 10ks, e.g. fun runs)
- 2  Endurance running / walking events (anything longer than 10ks, e.g. half marathon)
- 3  Triathlon / duathlon events
- 4  Endurance multisport events
- 5  Biking events
- 6  Swimming events
- 7  Masters Sport Tournament / event
- 8  Fishing tournament or event
- 9  Sailing regatta, dragon boating or Waka ama event
- 10  Ki-o-Rahi, Iwi games, Marae Games, Pa Wars, Kapa Haka events
- 11  Sports tournament
- 12  Iron Māori
- 13  Other sport or physical activity event (please specify)

14  No, I have not taken part in any events in the last 12 months

**Q22** Do you **currently** belong to a gym or fitness centre?

**Please tick one answer**

1  Yes      2  No

**Q23** Are you **currently** a member of any sport or recreation club (other than a gym or fitness centre)?

*Please include any clubs you belong to, even those where you don't personally take part in the activity.*

**Please tick one answer**

1  Yes      2  No

**Q24A** Have you volunteered in any of the following ways for a sport, exercise or recreation activity in the **last 7 days**?

**Q24B** Have you volunteered in any of the following ways for a sport, exercise or recreation activity in the **last 12 months**?

**Please tick all that apply**

	Q24A: Last 7 days	Q24B: Last 12 months
1 Coached or instructed a team or group	1 <input type="checkbox"/>	1 <input type="checkbox"/>
2 Coached or instructed an individual	2 <input type="checkbox"/>	2 <input type="checkbox"/>
3 Official (e.g. referee, umpire, scorer)	3 <input type="checkbox"/>	3 <input type="checkbox"/>
4 Team manager	4 <input type="checkbox"/>	4 <input type="checkbox"/>
5 Club administration	5 <input type="checkbox"/>	5 <input type="checkbox"/>
6 Governance role at a club or association (e.g. board member)	6 <input type="checkbox"/>	6 <input type="checkbox"/>
7 Helper for a team, club or group (e.g. on call contact, group leader, guide)	7 <input type="checkbox"/>	7 <input type="checkbox"/>
8 Event assistance (e.g. race marshal)	8 <input type="checkbox"/>	8 <input type="checkbox"/>
9 Activity helper (e.g. building / maintenance of a location)	9 <input type="checkbox"/>	9 <input type="checkbox"/>
10 Lifeguard	10 <input type="checkbox"/>	10 <input type="checkbox"/>
11 Team captain or activity leader (e.g. kapa haka leader)	11 <input type="checkbox"/>	11 <input type="checkbox"/>
12 I have not done any of the above in the last 12 months / 7 days	12 <input type="checkbox"/>	12 <input type="checkbox"/>

**Q25** Do you intend to volunteer for any role for a sport or recreation activity in the **next 12 months**?

**Please tick one answer**

1  Yes - definitely    2  Yes - maybe    3  No

**Q26** How strongly do you agree or disagree with each of the following statements:

**Please tick only one answer for each statement**

1) Being physically active is an essential part of my life

Disagree a lot (1)    Disagree a little (2)    Neither disagree or agree (3)    Agree a little (4)    Agree a lot (5)

2) I love challenging myself or trying to win

Disagree a lot (1)    Disagree a little (2)    Neither disagree or agree (3)    Agree a little (4)    Agree a lot (5)

3) Working hard to improve my skills and performance is important to me

Disagree a lot (1)    Disagree a little (2)    Neither disagree or agree (3)    Agree a little (4)    Agree a lot (5)

4) Being physically active is fun

Disagree a lot (1)    Disagree a little (2)    Neither disagree or agree (3)    Agree a little (4)    Agree a lot (5)

*Continued in the next column*

5) Being physically active is very important for my physical health

Disagree a lot (1)    Disagree a little (2)    Neither disagree or agree (3)    Agree a little (4)    Agree a lot (5)

6) Being physically active is very important for my mental or emotional wellbeing

Disagree a lot (1)    Disagree a little (2)    Neither disagree or agree (3)    Agree a little (4)    Agree a lot (5)

7) I have the support in my community to do the physical activities I want

Disagree a lot (1)    Disagree a little (2)    Neither disagree or agree (3)    Agree a little (4)    Agree a lot (5)

8) I have access to spaces and places where I can do the physical activities I want

Disagree a lot (1)    Disagree a little (2)    Neither disagree or agree (3)    Agree a little (4)    Agree a lot (5)

9) I am satisfied with the quality of spaces and places to be active in my community

Disagree a lot (1)    Disagree a little (2)    Neither disagree or agree (3)    Agree a little (4)    Agree a lot (5)

**Q27** How strongly do you agree or disagree with each of the following statements:

**Please tick only one answer for each statement**

1) Exercise is an important part of my routine

Disagree a lot (1)    Disagree a little (2)    Neither disagree or agree (3)    Agree a little (4)    Agree a lot (5)

2) I prefer to be physically active with others

Disagree a lot (1)    Disagree a little (2)    Neither disagree or agree (3)    Agree a little (4)    Agree a lot (5)

3) People in my life encourage me to take part in physical activities

Disagree a lot (1)    Disagree a little (2)    Neither disagree or agree (3)    Agree a little (4)    Agree a lot (5)

4) I am good at lots of different physical activities

Disagree a lot (1)    Disagree a little (2)    Neither disagree or agree (3)    Agree a little (4)    Agree a lot (5)

5) I have the chance to do the physical activities I want

Disagree a lot (1)    Disagree a little (2)    Neither disagree or agree (3)    Agree a little (4)    Agree a lot (5)

*Continued on the next page*

P6



6) I want to take part in physical activities

Disagree a lot 1  Disagree a little 2  Neither disagree or agree 3  Agree a little 4  Agree a lot 5

---

7) I understand why taking part in physical activity is good for me

Disagree a lot 1  Disagree a little 2  Neither disagree or agree 3  Agree a little 4  Agree a lot 5

---

8) I feel confident to take part in lots of different physical activities

Disagree a lot 1  Disagree a little 2  Neither disagree or agree 3  Agree a little 4  Agree a lot 5

---

9) Doing some physical activity is better than none

Disagree a lot 1  Disagree a little 2  Neither disagree or agree 3  Agree a little 4  Agree a lot 5

Some of the next statements are about sport rather than all physical activity. Some other statements are about New Zealand high performance athletes and teams in general. This includes things like Olympic and Paralympic athletes, national teams (e.g. All Blacks), and professional teams (e.g. Wellington Pulse netball team, the New Zealand Breakers basketball team).

**Q28** How strongly do you agree or disagree with each of the following statements:

Please tick only one answer for each statement

1) I enjoy playing sport

Disagree a lot 1  Disagree a little 2  Neither disagree or agree 3  Agree a little 4  Agree a lot 5

---

2) I enjoy watching, listening to and reading about sports

Disagree a lot 1  Disagree a little 2  Neither disagree or agree 3  Agree a little 4  Agree a lot 5

---

3) Successful New Zealand athletes or sports teams inspire me to be more physically active

Disagree a lot 1  Disagree a little 2  Neither disagree or agree 3  Agree a little 4  Agree a lot 5

---

4) I have learned many essential life skills through playing sport (e.g. teamwork and cooperation)

Disagree a lot 1  Disagree a little 2  Neither disagree or agree 3  Agree a little 4  Agree a lot 5

---

5) New Zealand athletes and sports teams make good role models

Disagree a lot 1  Disagree a little 2  Neither disagree or agree 3  Agree a little 4  Agree a lot 5

*Continued in the next column*

6) I am passionate about sport

Disagree a lot 1  Disagree a little 2  Neither disagree or agree 3  Agree a little 4  Agree a lot 5

---

7) I feel proud when New Zealand athletes or sports teams do well

Disagree a lot 1  Disagree a little 2  Neither disagree or agree 3  Agree a little 4  Agree a lot 5

**Q29** 'Integrity issues' refers to a range of things, including abusive, unethical or dishonest behaviour, and concerns around inclusivity and safety.

How much do you trust, or not, the following ... ?

Please tick only one answer for each statement

1) Organisations involved in play, active recreation and sport in New Zealand to handle integrity issues appropriately and effectively

No trust at all 1  Complete trust 5  Don't know 6

---

2) New Zealand's athletes and teams to act with integrity

No trust at all 1  Complete trust 5  Don't know 6

---

3) New Zealand's high performance sports coaches and managers to act with integrity

No trust at all 1  Complete trust 5  Don't know 6

**SECTION 4 ABOUT YOUR WELLBEING**

This section covers some health and lifestyle topics.

**Q30** For each of the five statements, which is closest to how you have been feeling over the last two weeks?

Please tick only one answer for each statement

1) I have felt cheerful and in good spirits

At no time 0  Some of the time 1  Less than half of the time 2  More than half of the time 3  Most of the time 4  All of the time 5

---

2) I have felt calm and relaxed

At no time 0  Some of the time 1  Less than half of the time 2  More than half of the time 3  Most of the time 4  All of the time 5

---

3) I have felt active and vigorous

At no time 0  Some of the time 1  Less than half of the time 2  More than half of the time 3  Most of the time 4  All of the time 5

*Continued on the next page*







**Q36** How closely do you follow these high performance sports when New Zealand competes internationally? Please select from a scale of 1 to 5, where 1 means 'do not follow', and 5 means 'follow a lot'.

Please circle one answer for each sport

	1= Do not follow	2	3	4	5= Follow a lot
1 Rowing	1	2	3	4	5
2 Cycling	1	2	3	4	5
3 Yachting	1	2	3	4	5
4 Athletics	1	2	3	4	5
5 Canoe Racing	1	2	3	4	5
6 Snow Sports	1	2	3	4	5
7 Equestrian	1	2	3	4	5
8 Rugby sevens	1	2	3	4	5
9 Paralympics	1	2	3	4	5
10 Rugby Union	1	2	3	4	5
11 Basketball	1	2	3	4	5
12 Football	1	2	3	4	5
13 Netball	1	2	3	4	5
14 Hockey	1	2	3	4	5
15 Tennis	1	2	3	4	5
16 Cricket	1	2	3	4	5
17 Rugby League	1	2	3	4	5
18 Other (please specify)	1	2	3	4	5

**Q37** The following questions are specifically about women in high performance sport. In the last seven days have you done the following?

Please tick one answer for each activity done in the last 7 days

	Yes	No	Don't know
1 Watched women's sport on TV or other devices	1	2	3
2 Watched or read about women's sport in the media	1	2	3
3 Talked about women's sport with family, friends, or colleagues	1	2	3
4 Followed, watched, or engaged with women's sport or female athletes on social media	1	2	3
5 Attended women's sport in person	1	2	3

**Q38** Would you like to do more, the same, or less of each of the following?

Please tick only one answer for each statement

1) Watch women's sports (live or on demand including TV or on other devices)

Much less	Slightly less	No change	Slightly more	Much more	Don't know
1	2	3	4	5	6

*Continued in the next column*

2) Watch or read about women's sport in the media

Much less	Slightly less	No change	Slightly more	Much more	Don't know
1	2	3	4	5	6

3) Talk about women's sport with family, friends, or colleagues

Much less	Slightly less	No change	Slightly more	Much more	Don't know
1	2	3	4	5	6

4) Follow, watch, or engage with women's sport or female athletes on social media

Much less	Slightly less	No change	Slightly more	Much more	Don't know
1	2	3	4	5	6

5) Attend women's sport in person

Much less	Slightly less	No change	Slightly more	Much more	Don't know
1	2	3	4	5	6

**SECTION 6 MEDIA**

**Q39** In the last 7 days have you seen or heard anything encouraging New Zealanders to get behind women's sport?

Please tick one answer

1 Yes	2 No	3 Don't know
-------	------	--------------

**Q40** Do you recall having seen or heard anything about the 'It's Time' campaign? This is a campaign aimed at encouraging New Zealanders to watch and support women's sport.

Please tick one answer

1 Yes	2 No	3 Don't know
-------	------	--------------



**Q41** In the last 7 days have you seen or heard anything supporting/promoting young women to be physically active?

Please tick one answer

1 Yes	2 No	3 Don't know
-------	------	--------------

**Q42** Do you recall having seen or heard anything about the 'It's My Move' campaign? This is a campaign aimed at encouraging young women to be physically active.

Please tick one answer

1 Yes	2 No	3 Don't know
-------	------	--------------



**Q43** In the last 7 days have you seen or heard anything promoting adults to be physically active?


Please tick one answer

1  Yes      2  No      3  Don't know

**Q44** Do you recall having seen or heard anything about the 'Push Play' campaign? This is a campaign aimed at encouraging adults to be physically active.

Please tick one answer

1  Yes  
2  No  
3  Don't know



**SECTION 7  
ABOUT YOU**

Sport New Zealand wants to collect information about New Zealanders that is inclusive and representative of our diverse communities. For this reason, the next few questions are about you. By capturing this information, we will be able to better understand New Zealanders who participate and do not participate in sport and recreation, and their attitudes towards sport and recreation, and motivations.

**Q45** What is the highest qualification you have?  
Please tick one answer

1  No qualification  
2  NCEA level 1 or School Certificate  
3  NCEA level 2 or Sixth Form Certificate  
4  NCEA level 3 or University Entrance bursary or scholarship  
5  Level 4, 5 or 6 - a trade or polytechnic qualification  
6  A bachelor's degree  
7  Postgraduate degree / diploma / certificate or higher (e.g. Masters, Doctorate)  
8  Other

**Q46** Which of these describe you?  
Please tick all that apply

1  Full-time in paid work (over 35 hours per week)  
2  Part-time in paid work (34 hours or less per week)  
3  Full-time unpaid work (over 35 hours per week)  
4  Part-time unpaid work (34 hours or less per week)  
5  Looking for work or unemployed  
6  Secondary school student, please also specify what year you are in:

*Continued in the next column*

7  Full-time student (not at secondary school)  
8  Part-time student (not at secondary school)  
9  Looking after home and family  
10  Retired  
11  Beneficiary  
12  Other

**Q47** Please answer this question if you are employed. Otherwise go to Q48.  
Which one best describes your occupation?  
Please tick one answer

1  Manager      6  Sales  
2  Professional      7  Machine operator or driver  
3  Technician or trade      8  Labourer  
4  Community or personal services      9  Other  
5  Clerical and administration

**Q48** Which country were you born in?  
Please tick one answer

1  New Zealand      8  South Africa  
2  Australia      9  United Kingdom  
3  Cook Islands      10  United States of America  
4  China (People's Republic of)      11  Other (please specify)   
5  India  
6  Philippines  
7  Samoa

**Q49** Which ethnic group or groups do you identify with or belong to? This may be different from your nationality or citizenship  
Please tick all that apply

1  New Zealand European      9  Filipino  
2  Other European      10  Chinese  
3  New Zealand Māori      11  Indian  
4  Cook Island Māori      12  African  
5  Samoan      13  Latin American  
6  Tongan      14  Middle Eastern  
7  Niuean      15  Prefer not to say  
8  Fijian      16  Other (please specify)

P10

**Q50** The next question is about difficulties you may have doing certain activities.

Do you have difficulty ... ?

Please tick only one answer for each statement

- 1) Seeing, even if wearing glasses
 

No, no difficulty	Yes, some difficulty	Yes, a lot of difficulty	Cannot do at all
<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4

---

- 2) Hearing, even if using a hearing aid
 

No, no difficulty	Yes, some difficulty	Yes, a lot of difficulty	Cannot do at all
<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4

---

- 3) Walking or climbing steps
 

No, no difficulty	Yes, some difficulty	Yes, a lot of difficulty	Cannot do at all
<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4

---

- 4) Remembering or concentrating
 

No, no difficulty	Yes, some difficulty	Yes, a lot of difficulty	Cannot do at all
<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4

---

- 5) Washing all over or dressing
 

No, no difficulty	Yes, some difficulty	Yes, a lot of difficulty	Cannot do at all
<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4

---

- 6) Communicating, using your usual language, for example understanding or being understood by others
 

No, no difficulty	Yes, some difficulty	Yes, a lot of difficulty	Cannot do at all
<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4

**Q51** Which best describes your household's annual income before tax?

Please tick one answer

- |   |   |
|---|---|
| <input type="radio"/> 1 \$30,000 or less a year | <input type="radio"/> 6 \$100,001 - \$120,000           |
| <input type="radio"/> 2 \$30,001 - \$40,000     | <input type="radio"/> 7 \$120,001 - \$160,000           |
| <input type="radio"/> 3 \$40,001 - \$60,000     | <input type="radio"/> 8 \$160,001 - \$200,000           |
| <input type="radio"/> 4 \$60,001 - \$80,000     | <input type="radio"/> 9 Over \$200,000                  |
| <input type="radio"/> 5 \$80,001 - \$100,000    | <input type="radio"/> 10 Prefer not to say / don't know |

**Q52** When were you born?

Please write in your answer below:

<input type="text"/>	<input type="text"/>	<input type="text"/>
day	month	year

## SECTION 8 CONSENT

**Q53** Those are all the questions we have for you today. It is likely that more in-depth research will be carried out on this topic in the future.

Are you willing to provide your contact details so that Kantar Public or Sport New Zealand are able to contact you and invite you to take part in further research?

Please note: providing your contact details does not put you under any obligation to participate.

- 1 Yes  2 No

**Q54** To understand more about the physical activity of New Zealanders, Sport NZ would like to share and/or combine your survey responses with other information about you held by Sport NZ and/or other third parties. Sport NZ will ensure any information that could be used to identify you will be removed after your survey responses have been combined with other information about you, and the combined information will be used by authorised parties for research purposes only.

Do you consent to Sport NZ sharing and/or combining your survey responses with other information about you for this purpose?

- 1 Yes  2 No

**Q55** Please provide your contact details below. These details will also be used if you are the winner of the \$500 Prezzy Card.

Given name (or first name)  Family name (or surname)

Telephone number:

Email:

### IMPORTANT NOTE

**Do you have a child in your house aged 5 to 11?**

We would also like to know what physical activities they do and what they think about being physically active.



This survey is only available online and should just take 10-15 minutes. If you take part you will go into the draw to win one of 10 \$100 Prezzy Cards!

We encourage you to do the survey together with your child.

- 1 To complete the survey, please go to: [activenz.co.nz/yp](http://activenz.co.nz/yp)
- 2 Log in by replacing the last digit of the survey code on your letter with a '4'.  
For example, if your survey code is 11-111-111 you would enter '11-111-114' into the website to access the Active Young people survey.
- 3 Then enter 'AAAA' as the password.

When you log in make sure you are on the **Active Young People survey site**. Need help? Contact Kantar Public on **0508 787 839** or [activenz@kantar.com](mailto:activenz@kantar.com)





## Appendix 3: Active NZ Young people questionnaire 2022

**B001 - B001: INTRO BLOCK**

Begin block

Thank you for completing the survey for your children aged 5-11 years old. It is important we understand their physical activity as well. These questions should take just 10-15 minutes and you will go into the draw to win one of ten \$100 Prezzy Cards!

How many children aged 5-11 are in your household?

Ask only if **Q007 - Q60,3**

**Q015 - Q61: ChildBehalfIntro**

Text

You said earlier that you had [insert number from adult survey Q5] children aged 5-11 in your household. We would like to ask some questions on behalf of one of your children in this age group, as it is important we understand their physical activity as well. These questions should take just 8-10 minutes and you will go into the draw to win one of ten \$100 Prezzy Cards!

To make the survey easier for you to answer please insert below the name and age of each of your children aged 5-11...

Ask only if **Q007 - Q60,2**

**Q016 - Q62: ChildBehalfIntroHardCopy**

Text

Thank you for completing the survey for your children aged 5-11 years old. It is important we understand their physical activity as well. These questions should take just 10-15 minutes and you will go into the draw to win one of ten \$100 Prezzy Cards!

To make the survey easier for you to answer please insert below the name and age of each of your children aged 5-11...

Ask only if **Q007 - Q60,2,3**

**Q018 - Pre\_Q2: Intro Child Behalf**

Text

For this part of the survey we have randomly selected a child for you to complete the survey on behalf of. We would like you to complete the survey on behalf of **[ChildName]**.

We encourage you to check in with **[ChildName]** if you are uncertain how they would answer and if possible do the questionnaire together.

Ask only if **Q007 - Q60,1**

**Q019 - Pre\_Q2a: Intro Young Person**

Text

This survey is about the physical activity you do for sport, Physical Education (PE), exercise or fun. It could include anything you do at school, in your neighbourhood or at home like athletics, football, rugby, netball, biking, running/jogging, skateboarding and playing. There are no wrong answers. Please answer all the questions as best you can, and tell us what you really think and do.

If you need help answering any questions please ask your parent/caregiver.  
To begin, click on the 'Next' button below. As you move through the survey, please use the buttons at the bottom of each screen. Do not use your browser buttons.  
You can do the survey all in one go, or log in again to continue from where you left off

**B002 - B002: Core**

**Begin block**

**Q020 - hq2: Q2. AGE OF RESPONDENT**

**Single coded**

How old [are you / is [ChildName]]?

- 1 5 years old
- 2 6 years old
- 3 7 years old
- 4 8 years old
- 5 9 years old
- 6 10 years old
- 7 11 years old
- 8 12 years old
- 9 13 years old
- 10 14 years old
- 11 15 years old
- 12 16 years old
- 13 17 years old
- 14 18 years or over

Ask only if **Q020 - hq2,14**

**Q021 - SCROUT: Over 18**

**Text**

Thank you for taking the time to start this survey. Unfortunately this survey is only for those aged 12 – 17.

Default next item **END OF QUESTIONNAIRE**

Ask only if **Q007 - Q60,3** and **Q020 - hq2,8,9** or **Q007 - Q60,1** and **Q020 - hq2,1,2,3,4,5,6,7,8,9**

**Q022 - Q66: Consent**

**Single coded**

I confirm that I have my parent/caregiver's consent to complete this survey (they gave the flyer to me to do the survey).

*If you are not sure please ask them now.*

- 1 Yes, I have consent

**Q023 - q3: Q3. YEAR AT SCHOOL**

**Single coded**

What year [are you / is [ChildName] in at school?

- 1 Year 0 / New Entrants
- 2 Year 1
- 3 Year 2
- 4 Year 3
- 5 Year 4
- 6 Year 5
- 7 Year 6
- 8 Year 7
- 9 Year 8
- 10 Year 9
- 11 Year 10
- 12 Year 11
- 13 Year 12
- 14 Year 13
- 15 [I am / [ChildName] is > no longer at school

Ask only if **Q023 - q3,1,2,3,4,5,6,7,8,9,10,11,12,13,14**

**Q024 - Q67:**

Single coded

Do [you / does [ChildName] go to a Māori Medium school?

This could include a Kura Tuatahi, a Kura Arongatahi, or a Wharekura.

- 1 Yes
- 2 No
- 3 Does not go to school

Ask only if **Q023 - q3,1,2,3,4,5,6,7,8,9,10,11,12,13,14**

**Q025 - Q4: TRANSPORT TO AND FROM SCHOOL**

Multi coded

How <do you / does [ChildName] usually get to and from school?

- 1 Walk
- 2 Bike
- 3 Skateboard, scooter or rollerblading
- 4 Car, van or motorbike
- 5 Bus, train or ferry
- 6 Run
- 8 Home schooled / correspondence school
- 996 Other, please specify: *\*Open \*Fixed*

**Q026 - QSI: NUMBER OF DAYS SPENT BEING PHYSICALLY ACTIVE FOR A TOTAL OF AT LEAST 60 MINUTES PER DAY?**

Single coded

Physical activity is any activity that increases your heart rate and makes you get out of breath some of the time. Physical activity can be done in sports, school activities, playing with friends, or walking to school. Some examples of physical activity are running, walking quickly, playing tag, cycling, kilikiti, dancing, kapa haka, skateboarding, scootering, swimming, football, and going to the gym. For the next question, add up all the time [you spend/[ChildName spends] in physical activity each day.

Over the past 7 days **(not including today)**, on how many days [were you/was [ChildName] physically active for a total of at least 60 minutes per day?

- 1 0 days
- 2 1 day
- 3 2 days
- 4 3 days
- 5 4 days
- 6 5 days
- 7 6 days
- 8 7 days

**Q027 - preQ12: Q12 INTRO**

**Text**

**About the physical activity [you have / [ChildName] has] done in the last 7 days (not including today)**

**Q028 - Q12: Q12. PHYSICAL ACTIVITY IN LAST 7 DAYS - OVERALL KPI (BEFORE ACTIVITY LIST)**

**Single coded**

In the last **7 days (not including today)** [have you/has [ChildName] done any **physical activity** specifically for sport, Physical Education (PE), exercise or fun?

- 1 Yes
- 2 No

Ask only if **Q028 - Q12,2**

**Q029 - Q13: ACTIVITY LIST - NO**

**Multi coded**

Just confirming that [you have/ [ChildName] has] not done any of the activities shown below. If this is correct please tick "Nothing in the last 7 days", otherwise please tick **all** the ways <you/<name>> have been **physically active** for sport, PE, exercise or fun in the last **7 days (not including today)**.

*[IF CODE 60 = 1] This could have been at school, in your neighbourhood or at home. Please don't include any coaching or umpiring. Some people may find it tricky to remember what they have done in the last 7 days. It may help to remember by thinking about the activities you do, where you do them or what you have done day by day.*

*[IF CODE 60 = 2/3] This could have been at school, in your neighbourhood or at home. Please don't include any coaching or umpiring that [ChildName] has done.  
Please select all that apply*

## Random

2	Running or jogging	31	Basketball or Mini-ball
3	Cross-country	32	Cricket
4	Tramping or bush walks	33	Football/soccer
1	Walking for fitness	34	Futsal
5	Triathlon or duathlon	56	Handball
6	Cycling or biking	35	Hockey or floorball
7	Mountain biking	36	Badminton
8	Skateboarding	37	Volleyball or Kiwi Volley
9	Scootering	38	Golf
10	Rollerblading	39	Tennis
11	Athletics or track and field	40	Table tennis
12	Workout (weights or cardio)	41	Softball or T-ball
13	Group exercise class (e.g. aerobics, CrossFit, Jump Jam)	42	Adventure racing
14	Indoor climbing	43	Orienteering
15	Gymnastics (e.g. rhythmic, artistic)	44	Skiing
16	Dance/dancing (e.g. ballet, hip hop etc)	45	Snowboarding
17	Cheerleading	46	Karate
18	Swimming	47	Waka ama
55	Surf Life saving	48	Games (e.g. four square, tag, bull rush, dodgeball)
19	Surfing	53	Playing on playground (e.g. jungle gym)
20	Bodyboarding or boogie boarding	57	Playing (e.g. running around, climbing trees, make-believe)
21	Rowing	54	Horse riding (e.g. Pony club)
22	Canoeing or kayaking	49	Ultimate Frisbee
23	Sailing or yachting	50	Parkour
24	Fishing	51	Trampoline
25	Water polo or Flippa Ball	58	Golf - driving range <i>*Open *Fixed</i>
26	Rugby or Rippla Rugby	59	Golf - mini-golf, mini-putt <i>*Open *Fixed</i>
27	Rugby league	60	Something else? What was it? <i>*Open *Fixed</i>
28	Touch	61	Something else? What was it? <i>*Open *Fixed</i>
29	Ki-o-rahi	62	Something else? What was it? <i>*Open *Fixed</i>
52	Kapa haka	998	Nothing in the last 7 days <i>*Fixed *Exclusive</i>
30	Netball		

Ask only if **Q028 - Q12,1**

**Q030 - Q13a: ACTIVITY LIST - YES**

**Multi coded**

Please tick **all** the ways [you have/ChildName] has] been **physically active** for sport, PE, exercise or fun in the last **7 days (not including today)**.

*[IF CODE 60 = 1] This could have been at school, in your neighbourhood or at home. Please don't include any coaching or umpiring. Some people may find it tricky to remember what they have done in the last 7 days. It may help to remember by thinking about the activities you do, where you do them or what you have done day by day.*

*[IF CODE 60 = 2/3] This could have been at school, in your neighbourhood or at home. Please don't include any coaching or umpiring that [ChildName] has done.  
Please select all that apply*

## Random

2	Running or jogging	33	Football/soccer
3	Cross-country	34	Futsal
4	Tramping or bush walks	56	Handball
1	Walking for fitness	35	Hockey or floorball
5	Triathlon or duathlon	36	Badminton
6	Cycling or biking	37	Volleyball or Kiwi Volley
7	Mountain biking	38	Golf
8	Skateboarding	39	Tennis
9	Scootering	40	Table tennis
10	Rollerblading	41	Softball or T-ball
11	Athletics or track and field	42	Adventure racing
12	Workout (weights or cardio)	43	Orienteering
13	Group exercise class (e.g. aerobics, CrossFit, Jump Jam)	44	Skiing
14	Indoor climbing	45	Snowboarding
15	Gymnastics (e.g. rhythmic, artistic)	46	Karate
16	Dance/dancing (e.g. ballet, hip hop etc)	47	Waka ama
17	Cheerleading	48	Games (e.g. four square, tag, bull rush, dodgeball)
18	Swimming	53	Playing on playground (e.g. jungle gym)
55	Surf Life saving	57	Playing (e.g. running around, climbing trees, make-believe)
19	Surfing	54	Horse riding (e.g. Pony club)
20	Bodyboarding or boogie boarding	49	Ultimate Frisbee
21	Rowing	50	Parkour
22	Canoeing or kayaking	51	Trampoline
23	Sailing or yachting	63	Golf - driving range *Open *Fixed
24	Fishing	64	Golf - mini-golf, mini-putt *Open *Fixed
25	Water polo or Flippa Ball	60	Something else? What was it?
26	Rugby or Rippa Rugby	65	Something else? What was it? *Open *Fixed
27	Rugby league	62	Nothing in the last 7 days
28	Touch	66	Something else? What was it? *Open *Fixed
29	Kī-o-rahi	67	Something else? What was it? *Open *Fixed
52	Kapa haka	998	Nothing in the last 7 days *Fixed *Exclusive
30	Netball		
31	Basketball or Mini-ball		
32	Cricket		

**B004 - Activity\_Loop: Loop of location and duration of each activity** **Begin repeater block**

**Q031 - Q16: WHERE OR HOW RESPONDENTS PARTICIPATED IN PHYSICAL ACTIVITY IN THE LAST 7 DAYS** **Multi coded**

Where or how did [you / [ChildName]] do **[insert activity]** in the **last 7 days?**

Please select all that apply

- 1 In PE or class at school
- 2 In a competition or tournament
- 3 Training or practising with a coach / instructor
- 4 Playing or hanging out with family or friends
- 5 Playing on [my / their] own
- 6 For extra exercise, training or practice without a coach / instructor
- 7 [I have / [Name] has] not done this in the last 7 days *\*Exclusive*

Rows use mentioned answers from **Q031 - Q16**

**Q037 - Q16b: TIME SPENT DOING EACH ACTIVITY IN THE LAST 7 DAYS** **Matrix**



**Number of rows: 6 | Number of columns: 25**

About how many minutes did <you/[ChildName] spend doing [insert activity] in the last **7 days** (not including today) when...?

**Rows: Normal | Columns: Normal**

**Rendered as Dynamic Grid**

	About 15 minutes	About 30 minutes	About 45 minutes	About 1 hour	About 1.5 hours	About 2 hours	About 3 hours	About 4 hours	About 5 hours	About 6 hours	About 7 hours	About 8 hours	About 9 hours	About 10 hours	About 11 hours	About 12 hours	About 13 hours	About 14 hours	About 15 hours	About 16 hours	.	.
In PE or class at school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
In a competition or tournament	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
Training or practising with a coach / instructor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
Playing or hanging out with family or friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
Playing on [my / their] own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
For extra exercise, training or practice without a coach / instructor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		

There are more than 20 columns in this question, but only 20 columns will be shown

**B004 - Activity\_Loop: Loop of location and duration of each activity** **End repeater block**

Ask only if **Q020 - hq2,11,12,13**

**Q034 - Q63: PHYSICALLY ACTIVE HOURS IN PREVIOUS 7 DAYS** **Numeric**

In total in the last 7 days (not including today) how many hours did [you / **[ChildName]**] spend being physically active for sport, PE, exercise or fun?

Please think only about those physical activities done for at least 10 minutes at a time. Please make your best estimate.

Rows use mentioned answers from **Q030 - Q13a**

**Q036 - Q17: LOCATIONS FOR PHYSICAL ACTIVITY (BY ACTIVITY)** **Matrix**

**Number of rows: 67 | Number of columns: 6**

Where [have you / has **[ChildName]**] done each of these in the last **7 days (not including today)**?

**Rows: Normal | Columns: Normal, Multi-Select**

**Rendered as Dynamic Grid**

	At school or in the school grounds	At home	Outdoor facilities (e.g. playground, park, field, AstroTurf, or outdoor pool)	Indoor facilities (e.g. gym, community hall, church, marae or indoor pool)	Other outdoor locations (e.g. beach, lake, bush, footpath)	Somewhere else? Please tell us where:
Running or jogging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cross-country	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tramping or bush walks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking for fitness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Triathlon or duathlon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycling or biking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mountain biking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skateboarding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scootering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rollerblading	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Athletics or track and field	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workout (weights or cardio)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Group exercise class (e.g. aerobics, CrossFit, Jump Jam)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Indoor climbing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gymnastics (e.g. rhythmic, artistic)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dance/dancing (e.g. ballet, hip hop etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cheerleading	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swimming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Surf Life saving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Surfing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bodyboarding or boogie boarding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rowing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Canoeing or kayaking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sailing or yachting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water polo or Flippa Ball	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rugby or Rippla Rugby	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rugby league	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Touch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kī-o-rahi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kapa haka	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Netball	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Basketball or Mini-ball	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cricket	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Football/soccer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Futsal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Handball	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hockey or floorball	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Badminton	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Volleyball or Kiwi Volley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tennis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Table tennis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Softball or T-ball	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adventure racing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Orienteering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skiing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snowboarding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Karate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Waka ama	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Games (e.g. four square, tag, bull rush, dodgeball)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Playing on playground (e.g. jungle gym)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Playing (e.g. running around, climbing trees, make-believe)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Horse riding (e.g. Pony club)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ultimate Frisbee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parkour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trampoline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Piped from: Question "29:Q13", answer "58:Golf - driving range"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Piped from: Question "30:Q13a", answer "63:Golf - driving range"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Piped from: Question "29:Q13", answer "59:Golf - mini-golf, mini-putt"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Piped from: Question "30:Q13a", answer "64:Golf - mini-golf, mini-putt"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Piped from: Question "29:Q13", answer "60:Something else? What was it?"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Piped from: Question "29:Q13", answer "61:Something else? What was it?"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Piped from: Question "30:Q13a", answer "65:Something else? What was it?"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Piped from: Question "29:Q13", answer "62:Something else? What was it?"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Piped from: Question "30:Q13a", answer "66:Something else? What was it?"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Piped from: Question "30:Q13a", answer "67:Something else? What was it?"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q038 - Q22: WOULD LIKE TO BE DOING MORE PHYSICAL ACTIVITY** Single coded

Would [you / [ChildName]] like to be doing more physical activity for sport, PE, exercise or fun than what [you / they] do now?]

- 1 Yes - [I / they] would like to be doing more
- 2 No

Ask only if **Q038 - Q22,1**

**Q039 - Q23: BARRIERS TO PARTICIPATION FOR THOSE THAT DO WANT TO BE DOING MORE PHYSICAL ACTIVITY**

Multi coded

Why [are you / is [ChildName] not doing as much physical activity as [you / they] would like?

You can select more than one reason.

- 1 Too hard to get to training, games or competitions
- 2 No places nearby to do what I want to do
- 3 [I don't / Doesn't] have the equipment I need
- 4 [My family / Family] can't afford it
- 5 [I'm / Is] too tired / don't have the energy
- 6 It's too hard to motivate [myself / themselves]
- 7 [I'm / Is] not fit enough
- 8 [I am / Is] injured
- 13 [I'm not / Not] confident enough
- 15 [I / they] don't want to fail
- 16 [My / Their] school doesn't offer physical activities [I'm / they're] interested in
- 18 (only show to those at school) PE / fitness classes at school are not fun
- 19 Not enough PE offered at school
- 20 [My parents / We] want [me / them] to focus on [my / their] schoolwork / other activities
- 21 [My / Their] friends aren't physically active
- 23 [I have / Has] no one to do it with / [I have / Has] no one to do physical activity with
- 25 [I don't / Doesn't] like other people seeing [me / them] being physically active
- 26 [I prefer / Prefers] to do other things
- 29 The weather
- 30 Can't fit it in with other family member's activities
- 33 Too busy
- 996 Another reason, please tell us why: *\*Open \*Fixed*

Ask only if **Q038 - Q22,2**

**Q040 - Q23a: BARRIERS TO PARTICIPATION FOR THOSE THAT DO NOT WANT TO BE DOING MORE PHYSICAL ACTIVITY**

Multi coded

Why [do you / does [ChildName] not want to do more than [you / they] are currently doing?

You can select more than one reason.

- 1 Too hard to get to training, games or competitions
- 2 No places nearby to do what I want to do
- 3 [I don't / Doesn't] have the equipment I need
- 4 [My family / Family] can't afford it
- 5 [I'm / Is] too tired / don't have the energy
- 6 It's too hard to motivate [myself / themselves]
- 7 [I'm / Is] not fit enough
- 8 [I am / Is] injured
- 13 [I'm not / Not] confident enough
- 15 [I / they] don't want to fail
- 16 [My / Their] school doesn't offer physical activities [I'm / they're] interested in
- 18 (only show to those at school) PE / fitness classes at school are not fun
- 19 Not enough PE offered at school
- 20 [My parents / We] want [me / them] to focus on [my / their] schoolwork / other activities
- 21 [My / Their] friends aren't physically active
- 23 [I have / Has] no one to do it with / [I have / Has] no one to do physical activity with
- 25 [I don't / Doesn't] like other people seeing [me / them] being physically active
- 26 [I prefer / Prefers] to do other things
- 29 The weather
- 30 Can't fit it in with other family member's activities
- 33 Too busy
- 34 [I / They] already do already do a good amount of physical activity *\*Open \*Fixed*
- 35 [I am / They are] not interested in sport or physical activity *\*Open \*Fixed*
- 996 Another reason, please tell us why: *\*Open \*Fixed*

Ask only if **Q038 - Q22,1**

**Q045 - Q25N: WHICH ACTIVITIES WOULD YOU LIKE TO TRY OR DO MORE OF?**

**Multi coded**

Which activities would you/ [ChildName] like to try or do more of?

**Random**

2	Running or jogging	30	Netball
3	Cross-country	31	Basketball or Mini-ball
4	Tramping or bush walks	32	Cricket
1	Walking for fitness	33	Football/soccer
5	Triathlon or duathlon	34	Futsal
6	Cycling or biking	56	Handball
7	Mountain biking	35	Hockey or floorball
8	Skateboarding	36	Badminton
9	Scootering	37	Volleyball or Kiwi Volley
10	Rollerblading	38	Golf
11	Athletics or track and field	39	Tennis
12	Workout (weights or cardio)	40	Table tennis
13	Group exercise class (e.g. aerobics, CrossFit, Jump Jam)	41	Softball or T-ball
14	Indoor climbing	42	Adventure racing
15	Gymnastics (e.g. rhythmic, artistic)	43	Orienteering
16	Dance/dancing (e.g. ballet, hip hop etc)	44	Skiing
17	Cheerleading	45	Snowboarding
18	Swimming	46	Karate
55	Surf Life saving	47	Waka ama
19	Surfing	48	Games (e.g. four square, tag, bull rush, dodgeball)
20	Bodyboarding or boogie boarding	53	Playing on playground (e.g. jungle gym)
21	Rowing	57	Playing (e.g. running around, climbing trees, make-believe)
22	Canoeing or kayaking	54	Horse riding (e.g. Pony club)
23	Sailing or yachting	49	Ultimate Frisbee
24	Fishing	50	Parkour
25	Water polo or Flippa Ball	51	Trampoline
26	Rugby or Rippla Rugby	68	Golf - driving range <i>*Open *Fixed</i>
27	Rugby league	69	Golf - mini-golf, mini-putt <i>*Open *Fixed</i>
28	Touch	996	Something else? What was it? <i>*Open *Fixed</i>
29	Kī-o-rahi	999	Don't know <i>*Fixed *Exclusive</i>
52	Kapa haka		

Use mentioned answers from **Q045 - Q25N**

**Q046 - Q25: WHICH ACTIVITIES WOULD YOU LIKE TO TRY OR DO MORE OF?**

Single coded

If you/ [ChildName] had to choose just **one** physical activity to try or do more of, which one would it be?

## Random

2	Running or jogging	30	Netball
3	Cross-country	31	Basketball or Mini-ball
4	Tramping or bush walks	32	Cricket
1	Walking for fitness	33	Football/soccer
5	Triathlon or duathlon	34	Futsal
6	Cycling or biking	56	Handball
7	Mountain biking	35	Hockey or floorball
8	Skateboarding	36	Badminton
9	Scootering	37	Volleyball or Kiwi Volley
10	Rollerblading	38	Golf
11	Athletics or track and field	39	Tennis
12	Workout (weights or cardio)	40	Table tennis
13	Group exercise class (e.g. aerobics, CrossFit, Jump Jam)	41	Softball or T-ball
14	Indoor climbing	42	Adventure racing
15	Gymnastics (e.g. rhythmic, artistic)	43	Orienteering
16	Dance/dancing (e.g. ballet, hip hop etc)	44	Skiing
17	Cheerleading	45	Snowboarding
18	Swimming	46	Karate
55	Surf Life saving	47	Waka ama
19	Surfing	48	Games (e.g. four square, tag, bull rush, dodgeball)
20	Bodyboarding or boogie boarding	53	Playing on playground (e.g. jungle gym)
21	Rowing	57	Playing (e.g. running around, climbing trees, make-believe)
22	Canoeing or kayaking	54	Horse riding (e.g. Pony club)
23	Sailing or yachting	49	Ultimate Frisbee
24	Fishing	50	Parkour
25	Water polo or Flippa Ball	51	Trampoline
26	Rugby or Rippla Rugby	70	Golf - driving range <i>*Open *Fixed</i>
27	Rugby league	71	Golf – mini-golf, mini-putt <i>*Open *Fixed</i>
28	Touch	996	Something else? What was it? <i>*Open *Fixed</i>
29	Kī-o-rahi	999	Don't know <i>*Fixed *Exclusive</i>
52	Kapa haka		

Ask only if **Q020 - hq2,11,12,13** and **Q028 - Q12,1** or **Q029 - Q13,998** or **Q030 - Q13a,998**

**Q047 - Q95: MUSCLE STRENGTHENING 15-17**

**Single coded**



In the last **7 days (not including today)**, did you do muscle strengthening activities on at least **3 days**?

Muscle strengthening activity could include skipping, jumping, weights, sports like football, tennis, rugby, waka ama and exercises like push-ups, pull-ups, sit-ups.

- 1 Yes
- 2 No
- 999 Don't know \*Fixed \*Exclusive

Ask only if **Q020 - hq2,8,9,10,11,12,13** and NOT **Q030 - Q13a,998**

**Q049 - Q27: WHETHER HAD ANY COACHING OR INSTRUCTION OUTSIDE OF PE CLASS IN THE LAST 7 DAYS** Multi coded

In the last **7 days (not including today)** have you had any **coaching or instruction** for the physical activity you have done for sport, PE, exercise or fun outside of PE or classes at school?

Please tick all that apply to you

- 1 Yes - one on one training (just me and the coach)
- 2 Yes - in a group/ team
- 3 Yes - online (e.g. YouTube, websites, videos, apps)
- 4 Yes - from books or magazines
- 5 No - I have not had any coaching or instruction

Ask only if NOT **Q030 - Q13a,62,998** and **Q020 - hq2,8,9,10,11,12,13**

**Q048 - Q28: WHETHER USED ANY TECHNOLOGY TO MEASURE/HELP PHYSICAL ACTIVITY IN LAST 7 DAYS** Single coded

In the last **7 days (not including today)** have you used any **technology** (Fitbits, smartphone apps, pedometers etc.) when you have been **physically active** for sport, PE, exercise or fun?

- 1 Yes
- 2 No

**Q050 - Q29: SCHOOL OR CLUB SPORTS TEAM MEMBERSHIP IN LAST 12 MONTHS - At school** Single coded

In the last **12 months**, how many (if any) sports teams, or recreation clubs/groups [have you / has [ChildName]] been in **at school**?

*This could include things like soccer, mini-ball, karate, kapa haka, netball.*

- 1 None
- 2 1 team/club/group
- 3 2 teams/clubs/groups
- 4 3 teams/clubs/groups
- 5 4 or more teams/clubs/groups

**Q051 - q29b: SCHOOL OR CLUB SPORTS TEAM MEMBERSHIP IN LAST 12 MONTHS - Outside of school** Single coded

And how many [have you/ has [ChildName] been in **outside of school**?

*This could include things like soccer, mini-ball, karate, kapa haka, netball.*

- 1 None
- 2 1 team/club/group
- 3 2 teams/clubs/groups
- 4 3 teams/clubs/groups
- 5 4 or more teams/clubs/groups

## Q052 - Q35: PARTICIPATION IN EVENTS IN THE LAST 12 MONTHS Multi coded

In the last **12 months**, [have you / has [ChildName] taken part in any of these events where **lots of people** take part?

*Please exclude any sports tournaments.*

- 1 Triathlon / duathlon events (e.g. Weet-Bix Triathlon)
- 2 Running / walking events (anything up to 10ks e.g. fun runs)
- 3 Endurance running/ walking events (anything longer than 10ks e.g. half marathon)
- 4 Biking events (e.g. The Kids' Bike Jam)
- 5 Fishing events (e.g. Take a Kid Fishing)
- 6 Swimming events (e.g. Ocean Swims)
- 7 Kapa haka events/competitions
- 8 Waka ama events
- 996 Another event, what was this? *\*Open \*Fixed*
- 998 I have not taken part in any of these events *\*Fixed \*Exclusive*

Ask only if **Q020 - hq2,8,9,10,11,12,13**

## Q055 - Q36b: VOLUNTEERING OUTSIDE OF SCHOOL IN THE LAST 7 DAYS Multi coded

And have you done any of these roles in the last **7 days (not including today)** outside of PE or classes at school?

*Please tick all that apply to you*

- 1 Coach or assistant coach
- 2 Official (e.g. referee, umpire, scorer)
- 3 Team manager or assistant manager
- 4 Club administrator
- 5 Helper (e.g. ball boy or ball girl)
- 6 Lifeguard
- 7 Team captain
- 8 Activity leader (e.g. Kapa Haka leader)
- 9 Event organiser for a physical activity or event
- 10 None of these in last 7 days *\*Open \*Fixed*

Ask only if **Q020 - hq2,8,9,10,11,12,13**

## Q053 - Q36: VOLUNTEERING OUTSIDE OF SCHOOL IN THE LAST 12 MONTHS Multi coded

In the last **12 months**, have you done any of the following roles for any physical activities that you do outside of PE or classes at school?

Please tick all that apply to you	
1	Coach or assistant coach
2	Official (e.g. referee, umpire, scorer)
3	Team manager or assistant manager
4	Club administrator
5	Helper (e.g. ball boy or ball girl)
6	Lifeguard
7	Team captain
8	Activity leader (e.g. Kapa Haka leader)
9	Event organiser for a physical activity or event
998	No - I have not done any of these in the last 12 months <i>*Fixed *Exclusive</i>

Ask only if **Q020 - hq2,8,9,10,11,12,13,14**

**Q054 - Q37: VOLUNTEERING OUTSIDE OF SCHOOL IN THE NEXT 12 MONTHS** Single coded

Are you going to do any of the roles above in the next 12 months?

1	Yes - definitely
2	Yes - maybe
3	No

**Q056 - Intro02: ATTITUDES TOWARD PHYSICAL ACTIVITY** Text

**[You / [ChildName]'s attitudes towards physical activity**

The next few questions are about what **[you think or feel / [ChildName] thinks or feels]**. Some people enjoy being physically active for sport, PE, exercise or fun, while others like doing different things. Please tell us how **[you feel and what you think / [ChildName] thinks and feels]**. There are no wrong answers.

**Q057 - Q39a: ATTITUDES TOWARD PHYSICAL ACTIVITY** Matrix

**Number of rows: 22 | Number of columns: 5**

How much do [you / [ChildName] agree or disagree with each statement.

**Rows: Random | Columns: Normal**

**Rendered as Dynamic Grid**

	Disagree a lot	Disagree a little	Neither disagree or agree	Agree a little	Agree a lot
I like / liked / [NAME] likes/liked] PE or fitness classes at school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People in [my / their] life encourage [me / them] to take part in physical activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[I / They] like to do the physical activities that [my / their] friends do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[I / they] love challenging [myself / themselves] and trying to win	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[I like / [name] likes] being physically active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[I / They] like [my / their] parents/family to be involved in [my / their] sport and physical activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[I / They] find electronic games more exciting to play than the real life ones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[I like / [name] likes] school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer physical activities that allow me to follow my own schedule rather than someone else's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to do physical activity that is more flexible and less structured	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[I am / [name] is] good at lots of different physical activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[I have / [name] has] the chance to do the physical activities [I / they] want	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[I want / [name] wants] to take part in physical activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[I understand / [name] understands why taking part in physical activity is good for [me / them]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[I feel confident / [name] feels confident] to take part in lots of different activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[I think / [name] being physically is active fun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I choose physical activity that suits my mood at the time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being physically active makes [me / [name]] feel good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[I have / [name] has] support in my community to do the physical activities [I / they] want	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[I have / [name] has] access to spaces and places where [I / they] can do the physical activities [I / they] want	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[I am / They are] satisfied with the quality of spaces and placed to be active in [my / their] community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports and other physical activities give [me / [NAME]] confidence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Q058 - Q39b: ATTITUDES TOWARDS SPORT

Matrix

**Number of rows: 9 | Number of columns: 5**

The next few statements are about sport rather than other physical activity. How much do [you/ [ChildName]] agree or disagree with each statement.

**Rows: Random | Columns: Normal**

**Rendered as Dynamic Grid**

	Disagree a lot	Disagree a little	Neither disagree or agree	Agree a little	Agree a lot
[I am / name] is] good at sport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to represent my country or region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy watching, listening to and reading about sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel proud when New Zealand athletes or sports teams do well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like playing sport with a team	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Successful NZ athletes or sports teams [make me / makes [name]] want to be more physically active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[I enjoy / [name] enjoys] playing sport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have learned many essential life skills through playing sport (e.g. teamwork and cooperation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New Zealand athletes and sports teams make good role models	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ask only if **Q007 - Q60,1**

## Q076 - q117: Q117. TRUST

Matrix

**Number of rows: 3 | Number of columns: 6**

'Integrity issues' refers to a range of things, including abusive, unethical or dishonest behaviour, and concerns around inclusivity and safety

How much do you trust, or not, the following?

Please answer on a scale of 1 to 5, where 1 = no trust at all, and 5 = complete trust

**Rows: Normal | Columns: Normal**

**Rendered as Dynamic Grid**

	1 = No trust at all	2	3	4	5 = Complete trust	Don't know *Fixed *Exclusive
Organisations involved in play, active recreation and sport in New Zealand to handle integrity issues appropriately and effectively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New Zealand's athletes and teams to act with integrity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New Zealand's high performance sports coaches and managers to act with integrity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ask only if **Q007 - Q60,1**

**Q077 - qHP0: QHP0. ENGAGEMENT - INTEREST**

Single coded

The next questions are about all high performance sport anywhere in the world, including New Zealand. High performance sport is all forms of sport that are played at the nationally representative and international levels. It includes things like Olympic and Paralympic athletes, national teams (e.g. All Blacks, the Silver Ferns, Fijian sevens team), and professional teams (e.g. Manchester United, the LA Lakers, or Wellington Pulse).

For the next few questions, we want you to think **about high performance athletes and sports teams**, how interested would you say you are in **high performance athletes or sports teams?**

- 1 Not at all interested
- 2 Slightly interested
- 3 Moderately interested
- 4 Very interested

Ask only if **Q007 - Q60,1**

**Q078 - qHP11: QHP11. 7 DAY BEHAVIOUR**

Matrix

**Number of rows: 7 | Number of columns: 9**

Thinking about the different ways in which you follow **high performance sport**, in the last seven days how many times have you?

**Rows: Normal | Columns: Normal**

**Rendered as Dynamic Grid**

	0 times	1	2	3	4	5	6	7	8+ times
Read about it in the newspaper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attended a professional sports event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used social media to follow it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watched it live on television or another device	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Listened to it on the radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Started conversations with others about it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watched replays of it or shows/programmes about it on television or another device	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ask only if **Q007 - Q60,1**

**Q079 - q39b1: Q39B. HIGH PERFORMANCE TEAMS**

Matrix

**Number of rows: 4 | Number of columns: 6**

Still thinking just about New Zealand high performance athletes and teams in general. Remember, this includes things like Olympic and Paralympic athletes, national teams (e.g. All Blacks), and professional teams (e.g. Wellington Pulse netball team, the New Zealand Breakers basketball team). How much do you agree or disagree with the following statements?

*Please select one answer for each of the 4 statements*

**Rows: Random | Columns: Normal**

**Rendered as Dynamic Grid**

	Disagree a lot	Disagree a little	Neither disagree or agree	Agree a little	Agree a lot	Don't know <i>*Fixed</i> <i>*Exclusive</i>
New Zealand athletes and teams compete in the way that I expect them to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New Zealand athletes and teams achieve the success that I would expect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New Zealand athletes and teams compete to the best of their ability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I actively encourage people to follow New Zealand women athletes and sport teams	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q080 - qHP4: QHP4.**

**Matrix**

**Number of rows: 3 | Number of columns: 10**

How strongly do you feel the following?

*Please answer on a scale of 1 to 10, where 1 = not at all, and 10 = very strongly.*

**Rows: Random | Columns: Normal**

**Rendered as Dynamic Grid**

	1 = Not at all	2	3	4	5	6	7	8	9	10 = Very strongly
I feel a sense of belonging to New Zealand when New Zealand athletes and teams compete	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel inspired by New Zealand athletes and teams	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel proud of New Zealand athletes or sports teams	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ask only if **Q007 - Q60,1**

**Q081 - qHP20: QHP20. FOLLOWING OF HIGH PERFORMANCE SPORT**

**Matrix**



**Number of rows: 18 | Number of columns: 5**

The next question asks about how closely you follow specific New Zealand high performance sports. To follow a sport means to watch it on television, listen to it on the radio, follow it on social media, or attend live events to watch.

How closely do you follow these high performance sports when New Zealand competes internationally?

*Please answer on a scale of 1 to 5, where 1 = do not follow, and 5 = follow a lot.*

**Rows: Random | Columns: Normal**

**Rendered as Dynamic Grid**

	Do not follow (1)	2	3	4	Follow a lot (5)
Rowing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yachting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Athletics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Canoe Racing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snow Sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Equestrian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rugby sevens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paralympics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rugby Union	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Basketball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Football	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Netball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hockey	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tennis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cricket	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rugby League	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Another high performance sport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q084 - OtherHPS: OTHER HIGH PERFORMANCE SPORT FOLLOWED** Open

You mentioned you follow another high performance sport. Which high performance sport is this?

Ask only if **Q007 - Q60,1**

**Q087 - WHPS1: Women high performance sport last 7 days** Matrix

**Number of rows: 5 | Number of columns: 3**

The following questions are specifically about women in high performance sport. In the last **seven days** have you done the following?

**Rows: Random | Columns: Normal**

**Rendered as Dynamic Grid**

	Yes	No	Don't know
Watched women's sport on TV or other devices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watched or read about women's sport in the media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talked about women's sport with family, friends, or colleagues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Followed, watched, or engaged with women's sport or female athletes on social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attended women's sport in person	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ask only if **Q007 - Q60,1**

**Q088 - WHPS2: do more of WHPS**

**Matrix**

**Number of rows: 5 | Number of columns: 6**

Would you like to do more, the same or less of each of the following?

**Rows: Random | Columns: Normal**

**Rendered as Dynamic Grid**

	Much more	Slightly more	No change	Slightly less	Much less	Don't know
Watch women's sports (live or on demand including TV or on other devices)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watch or read about women's sport in the media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk about women's sport with family, friends, or colleagues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Follow, watch, or engage with women's sport or female athletes on social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attend women's sport in person	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ask only if **Q020 - hq2,11,12,13**

**Q059 - Q77: WHETHER RESPONDENT CURRENTLY BELONGS TO A GYM OR FITNESS CENTRE** **Single coded**

Do you currently belong to a gym or fitness centre?

- 1 Yes
- 2 No

**Q060 - Q48: SATISFACTION WITH LIFE**

**Single coded**

## Handle as scale

On a scale from 1 to 10, where 1 is very unhappy and 10 is very happy, in general how happy <are you / is [ChildName]?

- |    |                  |
|----|------------------|
| 1  | 1 - Very unhappy |
| 2  | 2                |
| 3  | 3                |
| 4  | 4                |
| 5  | 5                |
| 6  | 6                |
| 7  | 7                |
| 8  | 8                |
| 9  | 9                |
| 10 | 10 - Very happy  |

Ask only if **Q007 - Q60,1**

### Q091 - IT1: IT1. AWARENESS OF WOMENS SPORT

Single coded

In the last seven days have you seen or heard anything encouraging New Zealanders to get behind women's sport?

- |   |                   |
|---|-------------------|
| 1 | Yes               |
| 2 | No                |
| 3 | Don't know *Fixed |

### Q092 - IT2: ITS TIME CAMPAIGN AWARENESS

Single coded

Do you recall having seen or heard anything about the 'It's Time' campaign? This is a campaign aimed at encouraging New Zealanders to watch and support women's sport.

- |   |                   |
|---|-------------------|
| 1 | Yes               |
| 2 | No                |
| 3 | Don't know *Fixed |

Ask only if **Q007 - Q60,1**

### Q083 - qYW1: QYW1. AWARENESS OF YOUNG WOMENS CAMPAIGN

Single coded

In the last **7 days** have you seen or heard anything supporting/promoting young women to be physically active?

- |     |                              |
|-----|------------------------------|
| 1   | Yes                          |
| 2   | No                           |
| 999 | Don't know *Fixed *Exclusive |

### Q086 - QYW2: It's My Move campaign awareness

Single coded

Do you recall having seen or heard anything about the 'It's My Move campaign'? This is a campaign aimed at encouraging young women to be physically active.

- |   |            |
|---|------------|
| 1 | Yes        |
| 2 | No         |
| 3 | Don't know |

Ask only if **Q007 - Q60,1**

## Q089 - PP1: Seen or heard of Push Play

Single coded

In the last 7 days have you seen or heard anything promoting adults to be physically active?

- 1 Yes
- 2 No
- 3 Don't know

Ask only if **Q007 - Q60,1**

## Q090 - PP2: Recall Push Play campaign

Single coded

Do you recall having seen or heard anything about the Push Play campaign? This is a campaign aimed at encouraging adults to be physically active.

- 1 Yes
- 2 No
- 3 Don't know

## B003 - DEMO1: Final Demographics

Begin block

## Q061 - q73: Q73. COUNTRY OF BIRTH

Single coded

Which country were you/ [ChildName] born in?

- 1 New Zealand
- 2 Australia
- 3 Cook Islands
- 4 China (People's Republic of)
- 5 India
- 6 Philippines
- 7 Samoa
- 8 South Africa
- 9 United Kingdom (England, Scotland, Wales, Northern Ireland)
- 10 United States of America
- 996 Other (please specify) *\*Open \*Fixed*

## Q062 - q75: Q75. ETHNICITY

Multi coded

Which ethnic group or groups [do you/ does [ChildName] identify with or belong to? This may be different from your nationality or citizenship

Please select all that apply	
1	New Zealand European
2	Other European
3	New Zealand Māori
4	Cook Island Māori
5	Samoan
6	Tongan
7	Niuean
8	Fijian
9	Filipino
10	Chinese
11	Indian
12	African
13	Latin American
14	Middle Eastern
997	Prefer not to say <i>*Fixed *Exclusive</i>
996	Other (please specify) <i>*Open *Fixed</i>

**Q066 - Q9: DEMO GENDER** Single coded

What gender [do you / does [ChildName] identify with?

Gender refers to a person's internal sense of identity and may or may not respond with sex recorded at birth.	
1	Male
2	Female
996	Another gender (please type in) <i>*Open *Fixed</i>

**Q067 - q50N: Q50N. DIFFICULTIES DOING PA DUE TO HEALTH PROBLEMS** Matrix

**Number of rows: 6 | Number of columns: 4**

The next question is about difficulties you may have doing certain activities. [Do you/ Does Name] have difficulty...

**Rows: Normal | Columns: Normal**

**Rendered as Dynamic Grid**

	No, no difficulty	Yes, some difficulty	Yes, a lot of difficulty	Cannot do at all
Seeing, even if wearing glasses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hearing, even if using a hearing aid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walking or climbing steps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Remembering or concentrating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Washing all over or dressing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communicating, using [your / their] usual language, for example understanding or being understood by others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q063 - q75A: Q75A. DATE OF BIRTH** Numeric

When were [you/ [ChildName] born?

*Please select the year and month from the dropdown list at the top of the calendar*

## Q068 - Q59: INVOLVEMENT

Single coded

**[VERSION A]** Can you please indicate how much [ChildName] was involved when you answered these questions on his / her behalf?

**[VERSION B]** Can you please indicate how much your parent/ caregiver was involved when you completed this survey?

- 1 Very involved
- 2 Quite involved
- 3 Not very involved
- 4 Not at all involved

Ask only if **Q020 - hq2,11,12,13**

## Q064 - Q79: Q79. RECONTACT CONSENT

Single coded

It is likely that more in-depth research will be carried out on this topic in the future.

Are you willing to provide your contact details so that Kantar Public or Sport New Zealand are able to contact you and invite you to take part in further research?

*Please note: providing your contact details does not put you under any obligation to participate.*

- 1 Yes
- 2 No

Ask only if **Q020 - hq2,8,9,10,11,12,13**

## Q069 - Q84: PARENT CONFIRMATION

Single coded

If a parent/guardian is nearby, can you please ask them to fill in the following question and then hand the survey back to you.

PARENT / GUARDIAN: Can you confirm you are the parent/guardian of the person who has completed this survey?

- 1 Yes - I am a parent/guardian of the person who has completed the survey
- 2 No - a parent/guardian is not available

Ask only if **Q007 - Q60,1**

## Q082 - Q85: Q85. PARENTAL CONSENT TO LINK TO IDI 12+

Single coded

Your consent is required for Sport NZ to share and/or combine your survey responses (on behalf of your child) with other information held by Sport NZ and/or other third parties, to understand more about the physical activity of New Zealanders. Sport NZ will ensure that any information that could be used to identify your child will be removed after your survey responses have been combined with other information about them, and the combined information will be used by authorised parties for research purposes only. Do you consent to Sport NZ sharing and/or combining your survey responses about your child with other information about them for this purpose?

Once completed, please pass the survey back to your child.

- 1 Yes
- 2 No

Ask only if **Q020 - hq2,8,9,10,11,12,13** and **Q082 - Q85,1**

**Q070 - Q81: NAME**

Multi coded

Please enter your name below.

This information will be used to link your personal information with other routinely collected government data if a parent, guardian or an adult from your household has given us permission to do so.

- 1 Given name (or first name) \*Open
- 2 Family name (or surname) \*Open

**Q071 - q51: Q51. RECONTACT INFORMATION**

Alpha

Please provide your contact details below so that we can email you your \$20 e-Gift card. Please note that we only pay out **one** \$20 incentive to each person that completes the survey.

**Q065 - q80: Q80. CONSENT FOR THE DATA OF 5-11 YEAR OLDS TO BE LINKED TO THE IDI**

Single coded

Your consent is required for Sport NZ to share and/or combine your survey responses (on behalf of your child) with other information held by Sport NZ and/or other third parties, to understand more about the physical activity of New Zealanders. Sport NZ will ensure that any information that could be used to identify your child will be removed after your survey responses have been combined with other information about them, and the combined information will be used by authorised parties for research purposes only. Do you consent to Sport NZ sharing and/or combining your survey responses about your child with other information about them for this purpose?

- 1 Yes
- 2 No

Ask only if **Q007 - Q60,2,3** and **Q065 - q80,1**

**Q072 - Q82: RECORD CHILDS NAME**

Alpha

Please record the child's name so that their personal information can be linked.

Ask only if **Q007 - Q60,2,3**

**Q073 - Q64: ANOTHER CHILD LOOP**

Single coded



Would you be interested in completing the survey for another of your children aged 5-11? You would get another entry into the prize draw for one of ten \$100 Prezzy Cards.

- 1 Yes
- 2 No

**B003 - DEMO1: Final Demographics**

**End block**

Ask only if **Q007 - Q60,1**

**Q074 - CLOSECHILD: CLOSE IF 12-17**

**Alpha**

**Answer not required**

Those are all the questions we have for you today. Thank you very much for your help. Please make sure you write your name on the flyer to show which survey code you used. If there are others in your household aged 12 to 17 who would like to complete the survey, please give them the flyer.

If there is no one else aged 12 to 17 who wants to take part, then please recycle the flyer. You can expect to receive the \$20 e-gift card within 2 weeks of completing the survey. This will be emailed to the email address you provided. Should you have any queries, please do not hesitate to contact us on: [activenz@kantar.com](mailto:activenz@kantar.com)

Ask only if **Q007 - Q60,2,3**

**Q075 - CLOSEADULT: CLOSE ADULT 5-11**

**Alpha**

**Answer not required**

Thank you very much for your help in completing this survey. Your responses are extremely valuable and will help make sure that the changing needs of New Zealanders of all ages are known when the government, councils and organisations make decisions relating to sport and recreation. The winner of the ten \$100 Prezzy® cards will be contacted in late [month]. Good luck! Please make sure your details are filled in below...



## Appendix 4: Weighting matrices

Weighting of the adult dataset

Ethnicity	Population proportion
Māori	13%
Pacific	6%
Asian	15%

Household income	Population proportion
\$30,000 or less	11%
\$30,001 - \$100,000	39%
\$100,001 or more	44%
Not stated	6%

Gender within RST Population proportion	18-24 Male	18-24 Female	25-34 Male	25-34 Female	35-49 Male	35-49 Female	50-64 Male	50-64 Female	65+ Male	65+ Female
Sport Northland	0.2%	0.2%	0.3%	0.3%	0.4%	0.4%	0.5%	0.5%	0.5%	0.5%
Auckland combined – Harbour Sport	0.5%	0.5%	0.7%	0.7%	1.1%	1.1%	0.9%	1.0%	0.7%	0.9%
Auckland combined – Sport Auckland	0.7%	0.7%	1.1%	1.1%	1.2%	1.2%	0.9%	1.0%	0.6%	0.7%
Auckland combined – Counties Manukau Sport	0.8%	0.7%	1.1%	1.1%	1.4%	1.5%	1.2%	1.2%	0.8%	0.9%
Auckland combined – Sport Waitakere	0.3%	0.3%	0.6%	0.6%	0.7%	0.7%	0.6%	0.6%	0.3%	0.4%
Sport Waikato	0.6%	0.6%	0.8%	0.8%	1.1%	1.2%	1.1%	1.2%	1.0%	1.1%
Sport Bay of Plenty	0.3%	0.3%	0.5%	0.5%	0.7%	0.8%	0.8%	0.9%	0.7%	0.9%
Sport Gisborne	0.0%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Sport Taranaki	0.1%	0.1%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
Sport Whanganui	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Sport Hawke’s Bay	0.2%	0.2%	0.3%	0.3%	0.4%	0.4%	0.4%	0.5%	0.4%	0.5%
Sport Manawatu	0.2%	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
Sport Wellington	0.7%	0.7%	1.0%	1.0%	1.4%	1.5%	1.3%	1.3%	0.9%	1.1%
Sport Tasman	0.2%	0.2%	0.3%	0.3%	0.4%	0.4%	0.5%	0.5%	0.5%	0.5%
Sport Canterbury	0.9%	0.8%	1.3%	1.2%	1.7%	1.7%	1.6%	1.7%	1.3%	1.5%
Sport Otago	0.4%	0.4%	0.5%	0.4%	0.6%	0.6%	0.6%	0.6%	0.5%	0.6%
Sport Southland	0.1%	0.1%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%	0.2%	0.3%

**Weighting of the Active NZ Young People dataset**

Ethnicity	Population proportion
Māori	26%
Pacific	14%
Asian	14%

Age within RST Population proportion <sup>21</sup>	5-11 years Male	5-11 years Female	12-17 years Male	12-17 years Female
Sport Northland	1.2%	1.1%	0.9%	0.9%
Auckland combined – Harbour Sport	2.2%	2.1%	1.8%	1.7%
Auckland combined – Sport Auckland	2.1%	2.0%	1.8%	1.6%
Auckland combined – Counties Manukau Sport	3.8%	3.5%	3.0%	2.8%
Auckland combined – Sport Waitakere	1.6%	1.5%	1.2%	1.1%
Sport Waikato	3.0%	2.8%	2.4%	2.3%
Sport Bay of Plenty	2.0%	1.9%	1.6%	1.5%
Sport Gisborne	0.3%	0.3%	0.3%	0.2%
Sport Taranaki	0.8%	0.7%	0.6%	0.6%
Sport Whanganui	0.5%	0.4%	0.4%	0.4%
Sport Hawke’s Bay	1.1%	1.1%	0.9%	0.9%
Sport Manawatu	0.8%	0.8%	0.7%	0.6%
Sport Wellington	2.9%	2.8%	2.4%	2.3%
Sport Tasman	0.9%	0.9%	0.8%	0.7%
Sport Canterbury	3.5%	3.3%	2.8%	2.7%
Sport Otago	1.2%	1.1%	1.0%	1.0%
Sport Southland	0.6%	0.6%	0.5%	0.5%

<sup>21</sup> In some instances, some of the interlocked RST, age and/or gender cells needed to be collapsed due to small sample sizes. Weights still reflected the targets at the overall level.