

# Active NZ and Active NZ Young People

Technical report for data collected in  
2021

June 2022





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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).

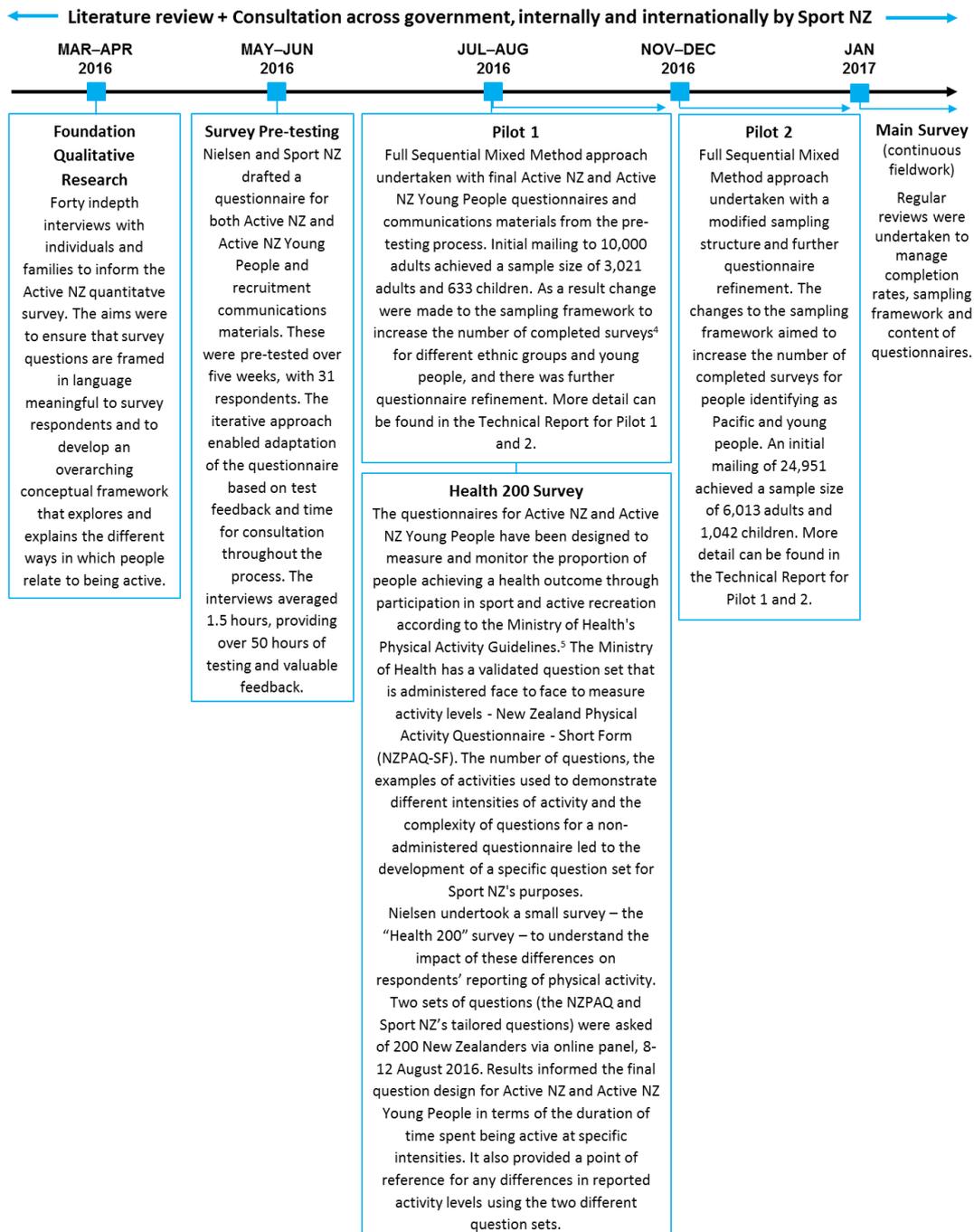
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<sup>1</sup> Sport and Recreation New Zealand Act 2002, section 8(c), <http://www.legislation.govt.nz/act/public/2002/0038/latest/DLM157117.html>

<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.  
<sup>5</sup> 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>6</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 2021 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 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
- 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
- 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 to 17). This is in order to meet the strategic requirements and to measure participation through one research programme among New Zealanders aged 5 and over. This section of the report provides an overview of the methodology for these two components.

## 2.1 Methodology

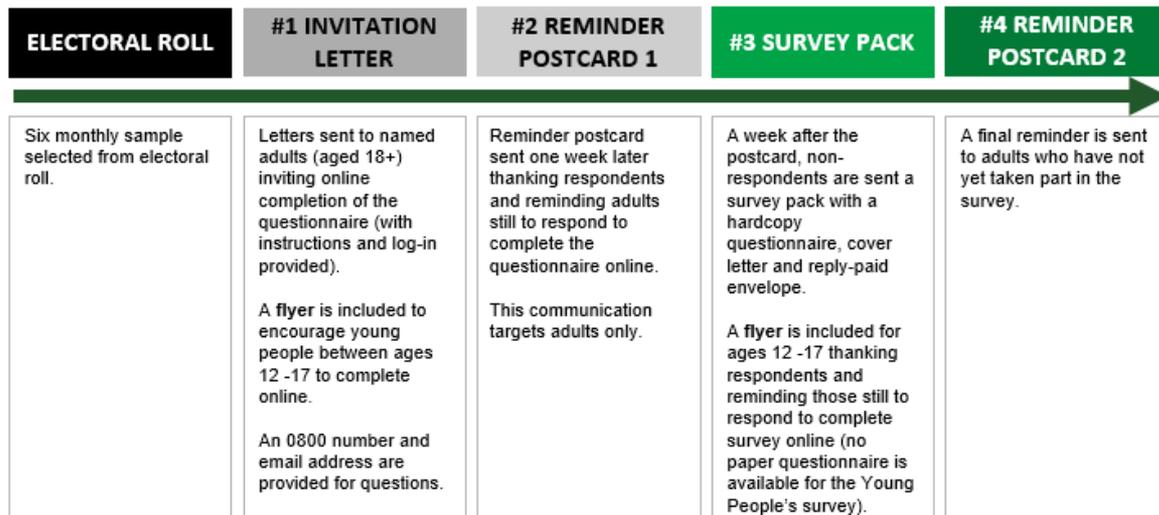
### Active NZ methodology (adults aged 18+)

A Sequential Mixed Methodology (SMM) of online or paper self-completion was used to contact a random selection of adults aged 18+ from the electoral roll (please refer to additional information in the sampling section, Section 3).

A maximum of four communications were sent to each individual. The first two communications were designed to encourage individuals to complete the survey online. The first two mail outs were letters with information about how to access the survey online and a passcode for accessing the survey. At the third mailing, a paper self-completion questionnaire was sent out to maximise response. A final postcard reminder was sent as the fourth mailing, which included instructions to access the online questionnaire or a reminder to return the paper questionnaire. These mailings and their approximate timings are outlined in Figure 2.

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

Figure 2: Sequential mixed methodology process





### **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 was tailored based on 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.

The parent or caregiver was asked to respond on behalf of those aged 5 to 11 (and they were encouraged to check responses with the child). Adults with young people aged 5 to 11 in the household were automatically directed to the Active NZ Young People survey on completion of their own Active NZ adult survey. Adults were incentivised with an entry into a prize draw of a \$1,000 Prezzy® card for each child they responded on behalf of.

Adults with those aged 12 to 17 in the household were asked to pass on a flyer provided with both the invitation letter and the survey pack. This gave instructions for up to three people in the household aged 12 to 17 to go online to complete the survey. The young people were given the chance to win one of 10 \$50 Prezzy® cards to encourage them to take part.

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

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. The questionnaires have been evolving to meet Sport NZ stakeholders' objectives. Major changes occurred in the Adults questionnaire in January 2021 removing the Long-IPAQ section (an instrument designed for population surveillance of physical activity among adults). Throughout 2021 high performance questions were added to the survey, moving to online only from Q3 2021 onward. Part of these questions were optional. Young people and adults would be part of an additional prize draw if they accepted to participate in this optional section of high performance questions.

The 2021 questionnaires are attached in Appendices 2 and 3.

## **2.2 Timing and survey length**

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

Data collected from 5 January 2021 to 4 January 2022 was included in 2021. This cut off ensured that responses most accurately captured weekly participation that was most likely to have occurred in 2021.

The median online length for adults was 27.56 minutes and for young people, it was 18.54 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

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 each individual's residential and mailing addresses. For this survey it was necessary to sample households so as to ensure that the young people (aged under 18 years) in the household were not represented more than once. Stats NZ defines households as:

*A household is either one person who usually resides alone, or two or more people who usually reside together and share facilities (such as for eating, cooking, or a living area; and bathroom and toilet) in a private dwelling.*

The sampling frame database was converted to a collection of households rather than individuals. Two ways of doing this were investigated during the development phase. One was based on mailing address, the other on residential address. It became clear that 'households' defined as a collection of individuals with the same mailing address would include some 'households' who were very unlikely to be included in the Stats NZ definition quoted above. Therefore, the second way of grouping those individuals who had a common residential address into households was preferred. However, it is impossible to guarantee that every 'household' as defined would qualify as meeting the Stats NZ definition.

From the database of households, a single individual was randomly selected to act as the representative for that household. This individual's demographic characteristics were used for stratification by age and Māori descent.<sup>5</sup> Individuals with an overseas mailing address were excluded from households. Households whose sole member was living overseas were also excluded.

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. To add to our ability to target households likely to have young people (see 3.3 sampling process), we imputed a gender value for each individual. The source of the imputation process was the title field. 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 given an unknown gender value 'X'.

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<sup>5</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.



A further categorisation of households was made. This was to flag those residing in a meshblock which had more than 50% of the individuals (of any age) living in the meshblock who identified with Pacific ethnicity.

An updated extract of the electoral roll was received twice (March and September). In the September extract, the final sample frame comprised 1,545,462 'households'.

## 3.3 Sampling process

Multi-stage probability sampling was used with 144 strata equal to 18 regions, four age groupings and a Māori descent indicator.

Sport NZ provided a list of meshblocks which defined the boundaries of the 18 RSTs included in the stratification (Sport Canterbury was split into two sub-regions: Westland District and rest of Canterbury; Auckland combined (before called Aktive) was stratified as follows: Harbour Sport, Sport Auckland, Counties Manukau Sport and Sport Waitakere). These 18 RSTs provided the geographical frame for all sampling, weighting and reporting. Each household represented on the electoral roll whose residential address meshblock matched one of the defined RST meshblocks was eligible for selection; the rest were excluded.<sup>6</sup>

In order to increase the likelihood of a successful response from a young person aged 5 to 17, some analysis was done on the pilot data to profile the households most likely to have a child aged 5 to 17. This analysis led to households with at least two adults of different genders aged 30 to 55 being oversampled. 'Different' gender was defined as at least two people having separate values from the set of 'males', 'females' and 'X'.

Those 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.

## 3.4 Sample targets

The sample targets were largely based on population proportions. However, five smaller RSTs are 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>7</sup> Table 1 shows the sample targets by RST.

In addition, Sport Waikato opted to boost their sample size to allow for comparisons across their 10 districts. These targets are shown in Table 2.

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<sup>6</sup> New meshblocks included in the Roll were adjusted to be comparable with those in the RST listings based on 2013 Census data (quarter 1) and Census 2018 data (quarters 3 and 4).

<sup>7</sup> Weighting corrects these differences.



**Table 1: Sample targets 2021**

RST	Original Active NZ (adults 18+)	Original Active NZ Young People (aged 5-17)
Sport Northland	714	207
Auckland combined (Active) <ul style="list-style-type: none"> <li>Harbour Sport</li> <li>Sport Auckland</li> <li>Counties Manukau Sport</li> <li>Sport Waitakere</li> </ul>	5,297 1,218 1,642 1,695 742	1,499 345 465 480 210
Sport Waikato	1,819 + booster of 3,181 Total: 5,000	530 + booster of 920 Total: 1,450
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 <u>excluding</u> Waikato booster</b>	<b>20,000</b>	<b>5,566</b>
<b>Total <u>including</u> Waikato booster</b>	<b>23,182</b>	<b>6,486</b>

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

**Table 2: Waikato District targets 2021**

Waikato District	Original Active NZ (adults 18+)	Original Active NZ Young People (aged 5-17)
Thames-Coromandel District	500	145
Hauraki District	500	145
Waikato District	500	145
Matamata-Piako District	500	145
Hamilton City	500	145
Waipa District	500	145
Otorohanga District	500	145
South Waikato District	500	145
Waitomo District	500	145
Taupo District	500	145
<b>Total</b>	<b>5,000</b>	<b>1,450</b>



# 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 Decipher (NielsenIQ's online survey software) and were device agnostic, so respondents saw the best layout for their computer/tablet/phone regardless of their device brand.

As completed paper questionnaires were returned to NielsenIQ's Auckland office, the data was entered manually. The data entry team had different access to the survey tool from a survey respondent. In this set up, the data entry team had the ability to select 'No response' for any question where a paper respondent had not selected a response.

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

Great care was taken to assure consistency between the online survey and the paper questionnaire wherever possible. The main difference in the two was the randomisation of attitude statements and error messages appearing for invalid responses for those completing the survey online.

## 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 3 shows the outcome codes.

**Table 3: Outcome codes**



<b>'Ineligible' outcome codes</b>	
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 NielsenIQ 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.
<b>Other outcome codes</b>	
Refused	Individual was not willing to take part in the survey.
Late	Individual returned a completed survey after the close date.
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 NielsenIQ and ask for assistance.

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

$$\text{Completed surveys} / (\text{total number of invitations mailed out} - \text{'ineligibles'}^8) \times 100$$

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 2021 was 19.0% (the 2020, 2019, 2018 and 2017 response rates were 22.0%, 29.2%, 31.7% and 32.4% respectively). As can be seen, there is an overall declining trend in response rates between 2017 and 2021, which is also observed across a number of other 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. Table 4 shows the 2021 response rate for each of the areas surveyed.

<sup>8</sup> 'Ineligible' included the 'ineligible' codes listed in Table 3.



**Table 4: 2021 Adult response rates per region**

	Total	Sport Northland	Harbour Sport	Sport Auckland	Counties Manukau Sport	Sport Waitakere	Sport Waikato	Sport Waikato BOOSTER	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	71	1	2	3	6	2	4	17	4	2	3	4	4	3	7	2	4	1	2
Gone no address	182	8	10	17	15	4	16	17	7	4	6	10	6	7	14	13	17	6	5
Language	5	1	0	0	2	1	0	0	0	0	0	0	0	0	0	0	0	1	0
Unavailable	6	1	0	0	0	0	1	1	0	0	0	0	0	1	0	0	1	1	0
Health/Age	582	23	33	33	46	24	46	67	43	21	19	21	26	13	59	14	67	12	15
<b>Total ineligible</b>	<b>846</b>	<b>34</b>	<b>45</b>	<b>53</b>	<b>69</b>	<b>31</b>	<b>67</b>	<b>102</b>	<b>54</b>	<b>27</b>	<b>28</b>	<b>35</b>	<b>36</b>	<b>24</b>	<b>80</b>	<b>29</b>	<b>89</b>	<b>21</b>	<b>22</b>
Refused	432	16	20	20	22	9	36	47	22	9	18	25	25	25	34	10	53	19	22
Late	115	2	4	7	9	6	11	10	8	5	2	4	12	1	6	1	17	5	5
Incomplete	2,266	106	138	163	237	94	155	293	150	63	61	58	63	53	199	68	203	85	77
Unknown – Mailed out, no info	98,015	3,582	4,824	6,596	10,153	3,710	7,967	16,119	5,118	3,359	2,895	3,164	2,712	2,908	7,283	2,632	8,477	3,309	3,309
<b>Completes</b>	<b>22,926</b>	<b>768</b>	<b>1,276</b>	<b>1,684</b>	<b>1,542</b>	<b>780</b>	<b>1,921</b>	<b>2,531</b>	<b>1,274</b>	<b>553</b>	<b>733</b>	<b>692</b>	<b>733</b>	<b>822</b>	<b>2,162</b>	<b>896</b>	<b>2,751</b>	<b>1,068</b>	<b>740</b>
Completes from SPSS WOW	23,239	778	1,292	1,730	1,577	790	1,953	2,531	1,287	561	747	711	742	832	2,192	905	2,787	1,078	746
Mail outs	124,600	4,508	6,307	8,523	12,032	4,630	10,157	19,000	6,626	4,016	3,737	3,978	3,581	3,833	9,764	3,636	11,590	4,507	4,175
<b>Return rate (%)</b>	<b>18.4%</b>	<b>17.0%</b>	<b>20.2%</b>	<b>19.8%</b>	<b>12.8%</b>	<b>16.8%</b>	<b>18.9%</b>	<b>13.3%</b>	<b>19.2%</b>	<b>13.8%</b>	<b>19.6%</b>	<b>17.4%</b>	<b>20.5%</b>	<b>21.4%</b>	<b>22.1%</b>	<b>24.6%</b>	<b>23.7%</b>	<b>23.7%</b>	<b>17.7%</b>
<b>Response rate (%)</b>	<b>19.0%</b>	<b>17.7%</b>	<b>20.9%</b>	<b>20.3%</b>	<b>13.3%</b>	<b>17.4%</b>	<b>19.5%</b>	<b>13.3%</b>	<b>19.9%</b>	<b>14.4%</b>	<b>20.3%</b>	<b>18.2%</b>	<b>21.4%</b>	<b>22.0%</b>	<b>22.9%</b>	<b>25.4%</b>	<b>24.4%</b>	<b>24.1%</b>	<b>18.2%</b>

*Note: The response rate is calculated as at 31 January 2021. The number of completed responses used to calculate the response rate (n=22,926) does not match the final number reported on (n=23,239) because responses are based on sample sent in 2021. Some completes in the Q1 2021 data are from sample sent in 2020. This is because the date of completion is an important factor for understanding the seasonality of participation.*

*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 5: 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	71	0	0	0	1	2	2	2	2	1	3	5	13	13	14	13
Gone no address	182	5	27	20	27	28	19	14	15	6	4	6	3	5	2	1
Language	5	0	0	0	0	0	2	0	0	0	0	1	1	0	1	0
Unavailable	6	0	1	0	1	0	1	0	0	1	1	0	0	1	0	0
Health/Age	582	15	13	4	14	23	77	80	54	23	19	20	39	47	57	97
<b>Total ineligible</b>	<b>846</b>	<b>20</b>	<b>41</b>	<b>24</b>	<b>43</b>	<b>53</b>	<b>101</b>	<b>96</b>	<b>71</b>	<b>31</b>	<b>27</b>	<b>32</b>	<b>56</b>	<b>66</b>	<b>74</b>	<b>111</b>
Refused	432	8	25	4	17	25	24	24	44	31	40	38	57	45	32	18
Late	115	2	8	5	11	8	14	11	17	5	11	7	7	3	5	1
Incomplete	2,266	217	309	80	244	248	271	236	204	92	109	85	69	50	33	19
Unknown – Mailed out, no info	98,015	4,946	13,636	4,971	9,665	10,563	10,310	10,512	10,672	6,052	4,900	3,775	3,169	2,149	1,460	1,235
<b>Completes</b>	<b>22,926</b>	<b>855</b>	<b>1,710</b>	<b>680</b>	<b>2,091</b>	<b>2,482</b>	<b>2,443</b>	<b>2,693</b>	<b>2,554</b>	<b>1,503</b>	<b>1,531</b>	<b>1,393</b>	<b>1,326</b>	<b>860</b>	<b>513</b>	<b>292</b>
<i>Hard copy completes</i>	<i>4,371</i> <i>19.1%</i>	<i>52</i> <i>6.1%</i>	<i>120</i> <i>7.0%</i>	<i>60</i> <i>8.8%</i>	<i>185</i> <i>8.8%</i>	<i>302</i> <i>12.2%</i>	<i>314</i> <i>12.9%</i>	<i>369</i> <i>13.7%</i>	<i>431</i> <i>16.9%</i>	<i>351</i> <i>23.4%</i>	<i>386</i> <i>25.2%</i>	<i>401</i> <i>28.8%</i>	<i>523</i> <i>39.4%</i>	<i>371</i> <i>43.1%</i>	<i>317</i> <i>61.8%</i>	<i>189</i> <i>64.7%</i>
<i>Online completes</i>	<i>18,555</i> <i>80.9%</i>	<i>803</i> <i>93.9%</i>	<i>1,590</i> <i>93.0%</i>	<i>620</i> <i>91.2%</i>	<i>1,906</i> <i>91.2%</i>	<i>2,180</i> <i>87.8%</i>	<i>2,129</i> <i>87.1%</i>	<i>2,324</i> <i>86.3%</i>	<i>2,123</i> <i>83.1%</i>	<i>1,152</i> <i>76.6%</i>	<i>1,145</i> <i>74.8%</i>	<i>992</i> <i>71.2%</i>	<i>803</i> <i>60.6%</i>	<i>489</i> <i>56.9%</i>	<i>196</i> <i>38.2%</i>	<i>103</i> <i>35.3%</i>
Completes from SPSS WOW	23,239															
Mail outs	124,600	6,048	15,729	5,764	12,071	13,379	13,163	13,572	13,562	7,714	6,618	5,330	4,684	3,173	2,117	1,676
<b>Return rate (%)</b>	<b>18.4%</b>	<b>14.1%</b>	<b>10.9%</b>	<b>11.8%</b>	<b>17.3%</b>	<b>18.6%</b>	<b>18.6%</b>	<b>19.8%</b>	<b>18.8%</b>	<b>19.5%</b>	<b>23.1%</b>	<b>26.1%</b>	<b>28.3%</b>	<b>27.1%</b>	<b>24.2%</b>	<b>17.4%</b>
<b>Response rate (%)</b>	<b>19.0%</b>	<b>14.4%</b>	<b>11.1%</b>	<b>12.2%</b>	<b>17.6%</b>	<b>18.9%</b>	<b>19.2%</b>	<b>20.5%</b>	<b>19.3%</b>	<b>19.9%</b>	<b>23.5%</b>	<b>26.7%</b>	<b>29.4%</b>	<b>29.0%</b>	<b>27.3%</b>	<b>23.3%</b>

*Note: The response rate is calculated as at 31 January 2021. The number of completed responses used to calculate the response rate (n=22,926) does not match the final number reported on (n=23,239) because responses are based on sample sent in 2021. Some completes in the Q1 2021 data are from sample sent in 2020. This is because the date of completion is an important factor for understanding the seasonality of participation.*



**Table 6: 2021 Adult response rates by ages reported on**

	<b>Total</b>	<b>18-24 NET</b>	<b>25-34 NET</b>	<b>35-49 NET</b>	<b>50-64 NET</b>	<b>65-74 NET</b>	<b>75+ NET</b>
Deceased	71	0	1	6	6	18	40
Gone no address	182	32	47	61	25	9	8
Language	5	0	0	2	0	2	1
Unavailable	6	1	1	1	2	0	1
Health/Age	582	28	18	180	96	59	201
<b>Total ineligible</b>	<b>846</b>	<b>61</b>	<b>67</b>	<b>250</b>	<b>129</b>	<b>88</b>	<b>251</b>
Refused	432	33	21	73	115	95	95
Late	115	10	16	33	33	14	9
Incomplete	2,266	526	324	755	405	154	102
Unknown – Mailed out, no info	98,015	18,582	14,636	31,385	21,624	6,944	4,844
<b>Completes</b>	<b>22,926</b>	<b>2,565</b>	<b>2,771</b>	<b>7,618</b>	<b>5,588</b>	<b>2,719</b>	<b>1,665</b>
<i>Hard copy completes</i>	4,371 19.1%	172 6.7%	245 8.8%	985 12.9%	1,168 20.9%	924 34.0%	877 52.7%
<i>Online completes</i>	18,555 80.9%	2,393 93.3%	2,526 91.2%	6,633 87.1%	4,420 79.1%	1,795 66.0%	788 47.3%
Completes from SPSS WOW	23,239	2,487	2,739	7,648	5,776	2,778	1,772
Mail outs	124,600	21,777	17,835	40,114	27,894	10,014	6,966
<b>Return rate (%)</b>	<b>18.4%</b>	<b>11.8%</b>	<b>15.5%</b>	<b>19.0%</b>	<b>20.0%</b>	<b>27.2%</b>	<b>23.9%</b>
<b>Response rate (%)</b>	<b>19.0%</b>	<b>12.0%</b>	<b>15.9%</b>	<b>19.6%</b>	<b>20.5%</b>	<b>28.0%</b>	<b>27.1%</b>

*Note: The response rate is calculated as at 31 January 2021. The number of completed responses used to calculate the response rate (n=22,926) does not match the final number reported on (n=23,239) because responses are based on sample sent in 2021. Some completes in the Q1 2021 data are from sample sent in 2020. This is because the date of completion is an important factor for understanding the seasonality of participation.*



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 who had no corresponding response from an adult were excluded from the response rate 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 26.8% (the 2017, 2018, 2019 and 2020 response rates were 32.0%, 32.7%, 30.7% and 30.7% respectively).

**Table 7: 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	3,818	2,656	1,162	1,085	1,571	716	446
Number of young people in the age group when looking at all the adults who responded to the survey	14,263	7,558	6,705			3,501	3,204
<b>Response rate</b>	<b>26.8%</b>	<b>35.1%</b>	<b>17.3%</b>			<b>20.5%</b>	<b>13.9%</b>

**Table 8: Active NZ Young People completes by age**

	Total	5	6	7	8	9	10	11	12	13	14	15	16	17
Number of completed surveys that could be matched to an adult	3,818	342	369	374	375	375	409	412	249	241	226	172	152	122

*Note: Some ages do not contain figures for the ‘number of young people in the age group when looking at all the adults who responded to the survey’ as the adult survey only contained data on if the adult respondent had children in their household aged 5-11 years, 12-14 or 15-17 years.*



**Table 9: 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	133	553	24.1%
Harbour Sport	245	872	28.1%
Sport Auckland	280	995	28.1%
Counties Manukau Sport	287	1,094	26.2%
Sport Waitakere	151	498	30.3%
Sport Waikato	330	1,285	25.7%
Sport Waikato Booster	389	1,512	25.7%
Sport Bay of Plenty	203	813	25.0%
Sport Gisborne	67	276	24.3%
Sport Taranaki	113	455	24.8%
Sport Whanganui	119	395	30.1%
Sport Hawke's Bay	138	451	30.6%
Sport Manawatu	145	500	29.0%
Sport Wellington	323	1,265	25.5%
Sport Tasman	162	581	27.9%
Sport Canterbury	428	1,684	25.4%
Sport Otago	184	565	32.6%
Sport Southland	121	469	25.8%
Sport Westland RST	133	553	24.1%
<b>Total</b>	<b>4,795</b>	<b>14,263</b>	<b>33.6%</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 online and paper questionnaires to be calculated.

On average, 81% of respondents chose to complete the survey online, with the remaining 19% returning paper questionnaires (75% / 25% split in 2019 and 80% / 20% in 2020).

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

*Online proportion = number of online completes (n=18,768) / completed surveys (n=23,239) = 81%*

*Paper proportion = number of paper completes (n=4471) / completed surveys (n=23,239) = 19%*

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. This level is the probability that a margin of error around the reported sample percentage would include the true percentage for the population being measured.

**Table 10: Adult margins of error**

RST	Target	Sample achieved	Margin of error
Sport Northland	714	778	±3.5%
Active	5,297	5,389	±1.3%
• Harbour Sport	1,218	1,292	±2.7%
• Sport Auckland	1,642	1,730	±2.4%
• Counties Manukau Sport	1,695	1,577	±2.5%
• Sport Waitakere	742	790	±3.5%
Sport Waikato	1,819	1,953	±2.2%
Sport Waikato Booster	3,181	2,531	±1.9%
Sport Bay of Plenty	1,287	1,287	±2.7%
Sport Gisborne	608	561	±4.2%
Sport Taranaki	724	747	±3.6%
Sport Whanganui	703	711	±3.7%
Sport Hawke's Bay	709	742	±3.6%
Sport Manawatu	756	832	±3.4%
Sport Wellington	2,183	2,192	±2.1%
Sport Tasman	779	905	±3.3%
Sport Canterbury incl. Westland RST	2,699	2,787	±1.9%
Sport Otago	988	1,078	±3.0%
Sport Southland	735	746	±3.6%
<b>Total (including the Waikato booster)</b>	<b>23,182</b>	<b>23,239</b>	<b>±0.6%</b>



**Table 11: Adult margins of error for the Waikato booster**

WAIKATO DISTRICT	Target	Sample achieved	Margin of error
Thames-Coromandel District	500	445	±4.7%
Hauraki District	500	321	±5.5%
Waikato District	500	639	±3.9%
Matamata-Piako District	500	421	±4.8%
Hamilton City	500	752	±3.6%
Waipa District	500	631	±3.9%
Otorohanga District	500	266	±6.0%
South Waikato District	500	307	±5.6%
Waitomo District	500	248	±6.3%
Taupo District	500	454	±4.6%
<b>Total</b>	<b>5,000</b>	<b>4484</b>	<b>±1.5%</b>

**Table 12: Active NZ Young People margins of error**

RST	Active NZ Young People target	Sample achieved	Margin of error
Sport Northland	207	166	±7.7%
Active	1,499	1261	±2.8%
• Harbour Sport	345	318	±5.5%
• Sport Auckland	465	354	±5.2%
• Counties Manukau Sport	480	391	±5.0%
• Sport Waitakere	210	198	±7.0%
Sport Waikato	530	407	±4.9%
Sport Waikato Booster	920	515	±4.3%
Sport Bay of Plenty	375	242	±6.3%
Sport Gisborne	200	90	±10.5%
Sport Taranaki	200	146	±8.2%
Sport Whanganui	200	147	±8.2%
Sport Hawke's Bay	206	165	±7.7%
Sport Manawatu	211	172	±7.5%
Sport Wellington	586	414	±4.8%
Sport Tasman	200	194	±7.1%
Sport Canterbury incl. Westland RST	698	543	±4.2%
Sport Otago	254	212	±6.8%
Sport Southland	200	150	±8.1%
<b>Total</b>	<b>6,486</b>	<b>4,824</b>	<b>±1.4%</b>



**Table 13: Active NZ Young People margins of error for the Waikato booster**

WAIKATO DISTRICT	Target	Sample achieved	Margin of error
Thames-Coromandel District	145	57	±13.4%
Hauraki District	145	60	±13.0%
Waikato District	145	155	±8.0%
Matamata-Piako District	145	93	±10.4%
Hamilton City	145	147	±8.2%
Waipa District	145	147	±8.2%
Otorohanga District	145	64	±12.6%
South Waikato District	145	70	±12.0%
Waitomo District	145	48	±14.7%
Taupo District	145	81	±11.1%
<b>Total</b>	<b>1,450</b>	<b>922</b>	<b>±3.2%</b>



## 4.5 Sample weighting

To account for biases in the sample design (such as RSTs being targeted disproportionately to their population proportion, one adult per household being eligible to respond, 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).

The weighting process for adults was carried out as follows.

1. Sample distributions for each of the weighting variables were calculated:
  - a. Household size was defined by one person in the household, two people in the household, three or more people in the household.
  - b. 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>9</sup>
  - c. Household income was categorised into \$40,000 or less, \$40,001 to \$100,000, \$100,001 or more, Not stated/Prefer not to say.
  - d. RST areas by age and by gender were as follows:
    - i. RST areas were Auckland, Bay of Plenty, Canterbury, Counties, Gisborne, Hawke's Bay, Manawatu, North Harbour, Northland, Otago, Southland, Taranaki, Tasman, Waikato, Waitakere, Whanganui, Wellington and Westland.
    - 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' grouped with female for weighting, as it is the more common gender).
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, Counties, Gisborne, Hawke's Bay, Manawatu, North Harbour, Northland, Otago, Southland, Taranaki, Tasman, Waikato, Waitakere, Whanganui, Wellington and Westland.
    - ii. Age groupings were 5 to 11, 12 to 17.

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<sup>9</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.



- iii. Gender was defined by male and female (with 'gender diverse' grouped with female for weighting, as it is the more common gender).

2. For each of the weighting dimensions defined above, IPF/Rim weighting was used to adjust the sample proportions to the population proportions.

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 14 outlines this cleaning.

**Table 14: 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	Where possible, adults who skipped the gender question on the paper questionnaire had their likely gender imputed from the electoral roll using their title or name.
Ethnicity	Adults who skipped the ethnicity question on the paper questionnaire were grouped with the most common group (for weighting only).
Household size	Adults who skipped the household size 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 4.*



# 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. their reason for doing it, the number of times they did it and whether it was done as a sport or recreational activity).
- Some respondents noted at this question that they had in fact not done the activity in the seven days prior. 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. To improve the consistency between online and the paper questionnaire, an additional question is included online to check whether the respondent had done any activities in the seven days prior other than those they had selected.

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. These were determined based on conservative rules set by the research team. For example, a maximum height of 251cm was set based on the measurements of the tallest person.

Standard exclusions have been set to ensure comparability over time. These are shown in Table 15.

**Table 15: Survey outliers**



<b>Active NZ question</b>	<b>Outliers set as</b>
Number of adults in the household	21 or more
Number of children/young people in the household	21 or more
Frequency of activities in the 7 days prior	22 times or more
Number of time active for transport	22 times or more
Number of hours spent being active (total, light, moderate and vigorous intensity)	51 hours or more
Duration of walking in last 7 days	51 hours or more
Duration of gardening in last 7 days	51 hours or more
Number of visits to the gym in the 7 days prior	36 or more
Number of hours spent volunteering	101 or more
Number of hours active while volunteering	101 or more
Screen time at work or school	151 hours or more
Screen time outside of work or school	151 hours or more
Screen time for gaming	151 hours or more
Hours of sleep per night	24 hours or more
Height	64cm or under, or 251cm or over
Weight	30kg or under, or 251kg or over
<b>Active NZ Young People question</b>	<b>Outliers set as</b>
Number of hours spent being active	76 hours or more
Number of active hours in last 7 days (questions asked only of 15-17 year olds; total, light, moderate and vigorous intensity)	51 hours or more
Number of visits to the gym in the 7 days prior	36 or more
Hours of sleep per night	24 hours or more

A small number of respondents completed both an online and a paper questionnaire for the survey. Only their online response was used.

A small number of respondents completing the paper questionnaire skipped questions that were set as compulsory online. These responses were excluded from that question alone, so results represent those who provided an answer. The same approach was taken for some of the questions which were more sensitive and set as non-compulsory (such as quality of life, height and weight).

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.



## 5.3 Reporting

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

### Significant differences

When groups being compared are independent from each other or overlap one another, an overlapping approach can be 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 particular sample and not the entire population.

Every sample selected from a population of interest has sampling error. Sample 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 will have a standard error. Suppose that a survey estimate of 70% was calculated from a survey and that the standard error of this estimate was 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 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. 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.

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.

### 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. Physical activity while volunteering in sport and active recreation is captured separately, as is physical activity done for work by people in the sport and recreation sector (e.g. personal trainers).

### **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>10</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. NZDep2018 data has been used from Q3 2020 onward. Imputing deprivation index data retrospectively would be problematic when data is imputed for previous years. For example, data for 2017 was reported in 2018 before NZDep2018 index became available and therefore there would be inconsistency in the data for 2017 reported and in the later reports that also show data for 2017.

### **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
- Differences in the duration of data collection for the different surveys.

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<sup>10</sup> Meshblocks are the smallest geographical area defined by Statistics New Zealand, with a population of around 60-110 people.



# APPENDICES

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



# Appendix 1: Survey communications

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## 1.1. Mail out 1 – initial letter



**Envelope:**



New Zealand Government

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>

Dear <Mailing Address\_1>.

You've been selected to take part in Active NZ, an important nationwide survey to tell us about the physical activities you do and what you think about being physically active.

Your feedback is extremely important to ensure the changing needs of New Zealanders are known when the Government, councils and organisations make decisions relating to play, active recreation and sport.

### We want to hear everyone's view

We encourage everyone selected to take part in the survey, whether you feel you're physically active or not, so the results are an accurate reflection of all New Zealanders.

The survey will take about 20 minutes, and once completed you'll go in the draw to win a \$500 Prezzy® card\*.

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

We want to hear their views as well.

Please pass on the enclosed postcard which explains how they can complete their own short survey.

### Any questions?

If you have any questions or would prefer us to mail you a paper copy of the survey, please contact NielsenIQ on 0800 400 402 or [catherine.cross@nielseniq.com](mailto:catherine.cross@nielseniq.com)

Thank you for your time. Your contribution will go a long way to help us understand what New Zealanders want.

Yours sincerely,

Raelene Castle, Chief Executive, Sport New Zealand



New Zealand Government

### What do I need to do?

Completing the survey online is secure, quick and easy.

1  
**WWW.NLSN.ONLINE/ACTIVENZ**

2  
Enter your username and survey code:

Username: <username>

Survey code: <survey code>

and click >>

OR

Scan the QR code



### Don't have access to the internet?

Please request a paper copy of the survey  
Phone: 0800 400 402  
Email: [catherine.cross@nielseniq.com](mailto:catherine.cross@nielseniq.com)

\*T&Cs can be found at

[WWW.NLSN.ONLINE/ACTIVET&C](http://WWW.NLSN.ONLINE/ACTIVET&C)

Prezzy® cards can be used anywhere epos or credit cards are accepted.

## 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 cannot take part in the survey or if you have any questions, please contact NielsenIQ on 0800 400 402 or <a href="mailto:catherine.cross@nielseniq.com">catherine.cross@nielseniq.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>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: <b>WWW.NLSN.ONLINE/ACTIVENZ</b> 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.
<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://WWW.NLSN.ONLINE/ACTIVENZ">WWW.NLSN.ONLINE/ACTIVENZ</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. 2. For ages 12-17 the survey can be accessed at <a href="http://WWW.NLSN.ONLINE/ACTIVEYOUNGPEOPLE">WWW.NLSN.ONLINE/ACTIVEYOUNGPEOPLE</a> . Please encourage anyone aged 12-17 in your household to go to that link and complete the survey using the details on the postcard.
<i>What do I do if the survey stops or the site crashes before I am finished?</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.



If you continue to have [problems](#) then please call 0800 400 402.

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, councils and organisations relating to play, active recreation and sport.

Please be assured that information that could identify you will not be used in any reports or when reporting about this research. NielsenIQ, an independent research company, is conducting the survey and the data will then be passed on to Sport NZ. The full set of data will be held by Sport NZ, who may share and/or combine your survey responses with other information about you held by Sport NZ and/or third parties. Sport NZ will ensure that your information will not be 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.

You have the right to access your responses and to make changes at any time. Please call 0800 400 402. If you would like to view the Active NZ Privacy Statement, please go to [WWW.NLSN.ONLINE/ACTIVENZPRIVACY](http://WWW.NLSN.ONLINE/ACTIVENZPRIVACY).

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

**10 X \$50 PREZZY®  
CARDS UP FOR GRABS!**












Active NZ Young People's flyer (back):

## ARE YOU AGED 12 TO 17?

Please take part in the Active NZ survey so we can understand the physical activities you do and what you think about being physically active.

**What do you need to do?**

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



**SPORT  
NEW ZEALAND  
IHI AOTEAROA**

- 1** Go to: [www.acnonline.com/actveyoungpeople](http://www.acnonline.com/actveyoungpeople)
- 2** Enter the username: 123456
- 3** Enter one of the survey codes. Up to three people in your house aged 12-17 can take part! Don't forget to write your name next to the survey code used.

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Survey code: abc

Survey code: def

Survey code: ghi

Anyone else aged 12-17? Please pass on this postcard so they can take part too.

**BE IN TO WIN ONE OF TEN  
\$50 PREZZY® CARDS THAT  
CAN BE USED IN MOST  
STORES ACROSS NZ!**



T&Cs apply to the use of Prezzi® cards and can be found at [prezzycard.co.nz](http://prezzycard.co.nz)

## 1.2. Mail out 2 – postcard 1

Front



# ACTIVE NZ

## NATIONAL PARTICIPATION SURVEY 2020

\$500



PREZZY® CARD UP FOR GRABS!



New Zealand Government

Back

If undelivered return to Nielsen, PO Box 11346, Wellington 6142, New Zealand



<Addressee's name>

<Address Line 1>

<Address Line 2>

<City>, <Postcode>

New Zealand  
Permit No. 84828



Dear <Named respondent>

Just over a week ago you were invited to take part in a survey about the physical activities you take part in for sport, exercise and recreation, and what you think about being physically active.

Your feedback is very valuable and will help ensure that the changing needs of New Zealanders are taken into account when decisions are made relating to sport and recreation.

Please go to [www.acnonline.com/activenz](http://www.acnonline.com/activenz) and enter the following:

Username: <username>

Survey code: <survey code>

If you have any questions please contact Nielsen on 0800 400 402.

If you have recently completed the survey online, thank you and please recycle this card.

Yours sincerely,

Peter Miskimmin Chief Executive | Sport New Zealand

### 1.3. Mail out 3 – survey pack

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.



## Letter (front):



<Date>

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

Dear <Mailing Address\_1>,

Recently you were asked to go online and take part in Active NZ, a nationwide survey to tell us about the physical activities you do and what you think about being physically active. Whether you feel you're physically active or not, we'd like to hear your view.

### A chance to have your say

The survey takes about 20 minutes to complete, and you will go in the draw to win a \$500 **Prezzy**® Card.

Go to [aconline.com/activenz](http://aconline.com/activenz) and enter your username and survey code:

Username: <username>  
Survey code: <survey code>

If you're unable to complete the survey online or would prefer to fill in a paper copy, please complete the survey enclosed and return it in the freepost envelope provided by <date>.

### 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 short survey at [www.aconline.com/activeyoungpeople](http://www.aconline.com/activeyoungpeople). Each young person who completes the survey will be entered into a separate draw to win one of ten \$50 **Prezzy**® Cards.

### Why is this important?

This is your chance to inform the direction of play, active recreation and sport in New Zealand. Your feedback is extremely important and will help make sure that the changing needs of New Zealanders are known when the Government, councils and organisations are making decisions.

### Any questions?

If you have any questions, please call Nielsen's helpline on 0800 400 402 or email [adrienne.pointer@nielsen.com](mailto:adrienne.pointer@nielsen.com).

If you have recently completed the survey online, thank you. Please recycle this pack.

Yours sincerely,

**Peter Miskimmin**, Chief Executive | Sport New Zealand



New Zealand Government

## Frequently asked questions (back of letter):



### FREQUENTLY ASKED QUESTIONS

*Why was I invited to take part in the survey?*

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 cannot take part in the survey or if you have any questions, please contact Nielsen on 0800 400 402 or [adrienne.pointer@nielsen.com](mailto:adrienne.pointer@nielsen.com).

*I don't play any sports. Is the survey relevant to me?*

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 don't do any or much physical activity. Is this survey for me?*

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.

*Why does the website address on the first page of this letter not take me to the correct web page?*

You may have incorrectly typed in the address which is:

[www.aconline.com/activenz](http://www.aconline.com/activenz)

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.



If you continue to have problems then please call 0800 400 402.

*What if there are young people in my household, should I answer on behalf of them?*

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 [www.aconline.com/activenz](http://www.aconline.com/activenz) 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.
2. For ages 12-17 the survey can be accessed at [www.aconline.com/activeyoungpeople](http://www.aconline.com/activeyoungpeople). Please encourage anyone aged 12-17 in your household to go to that link and complete the survey using the details on the postcard.

*What do I do if the survey stops or the site crashes before I am finished?*

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.

*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, councils and organisations relating to play, active recreation and sport.*

*Please be assured that information that could identify you will not be used in any reports or when reporting about this research. Nielsen, an independent research company, is conducting the survey and the data will then be passed on to Sport NZ. The full set of data will be held by Sport NZ, who may share and/or combine your survey responses with other information about you held by Sport NZ and/or third parties. Sport NZ will ensure that your information will not be 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.*

*You have the right to access your responses and to make changes at any time. Please call 0800 400 402. If you would like to view the Active NZ Privacy Statement, please go to <http://aconline.com/activenz/privacy.asp>.*



Active NZ questionnaire (front cover):

# Active NZ National Participation Survey 2021

Complete and return by  
<date> <month> <year>  
for a chance to win a  
**\$500** Prezzy Card

See last page for T&Cs



Active NZ questionnaire (back cover):



New Zealand Government



New Zealand Government



# 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 children 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.

By completing the survey you will be in the draw to win one of ten \$50 Prezzy® cards that can be used in most stores across nz!



### What do you need to do?

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

- 1** Go to: [WWW.NLSN.ONLINE/ACTIVEYOUNGPEOPLE](http://WWW.NLSN.ONLINE/ACTIVEYOUNGPEOPLE) or scan the QR code:
- 2** Enter the username: 123456
- 3** Enter one of the survey codes. Up to three people in your house aged 12-17 can take part! Don't forget to write your name next to the survey code used.



Name \_\_\_\_\_ Survey code: abc  
 Name \_\_\_\_\_ Survey code: def  
 Name \_\_\_\_\_ Survey code: ghi

Is anyone else in your house aged 12-17? Please pass on this flyer so they can take part too.

T&Cs apply to the use of Prezzy® cards and can be found at [prezzycard.co.nz](http://prezzycard.co.nz)



New Zealand Government

## 1.4. Mail out 4 – postcard 2

Front:



Back:

If undelivered return to Survey Returns Team, NielsenIQ  
Private Bag 93500, Takapuna, Auckland 0740



<Addressee's name>

<Address Line 1>

<Address Line 2>

<City>, <Postcode>

New Zealand  
Permit No. 258567

Permit 

Dear <Named respondent>

You should have recently received a survey in the mail about the physical activities you do and what you think about being physically active.

Whether you feel you're physically active or not, your feedback is extremely important and this is your chance to inform the direction of play, active recreation and sport in New Zealand.

**Please complete this survey and return it in the freepost envelope provided, within the next week.**

**Alternatively you can still complete it online at [WWW.NLSN.ONLINE/ACTIVENZ](http://WWW.NLSN.ONLINE/ACTIVENZ) or scan the QR code and enter the following:**

**Username:** <username>

**Survey code:** <survey codecode>

If you have any questions please contact NielsenIQ on 0800 400 402.

If you have recently completed the survey online, thank you and please recycle this card.

Yours sincerely,

Raelene Castle Chief Executive, Sport New Zealand



# Appendix 2: Active NZ 2021 questionnaire

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**How to answer:** You will need to **circle** or **tick** an answer like this...

Example	<input checked="" type="radio"/> 1	<input checked="" type="checkbox"/>	Each question has an instruction to tell you how to answer. Some questions ask you to select one response, others let you select more than one.
Example	2	<input type="checkbox"/>	
Example	3	<input type="checkbox"/>	

## Section A: About you and your household

Firstly some questions about you and your household.

**A1**

What sex are you?

*Sex refers to the biological sexual characteristics of a person and is assigned at birth.*

**Please circle one answer**

Male	1
Female	2

**A2**

What gender do you identify with?

*Gender refers to a person's internal sense of identity and may or may not correspond with sex recorded at birth.*

**Please circle one answer**

Male	1
Female	2
Another gender	3

**A3**

Which of these age groups do you belong to?

**Please circle one answer**

Under 18 years (see note below)	1	50-54 years	9
18-19 years	2	55-59 years	10
20-24 years	3	60-64 years	11
25-29 years	4	65-69 years	12
30-34 years	5	70-74 years	13
35-39 years	6	75-79 years	14
40-44 years	7	80-84 years	15
45-49 years	8	85 years or over	16

**If you are aged under 18 years of age, there is a different Young People's Survey for you to complete. Please contact NielsenIQ on 0800 400 402 for more information about how you can take part.**

**A4**

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:

**A5**

How many (if any) children aged under 18 live in your household some or all of the time?

*Please write in number. If there are no children in an age group please write '0'.*

There are no children under 18  **(please tick here and then go to A6)**

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:

A6

Who lives in your household? Please circle all that apply.Please circle all that apply

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

A7

It is important for us to know when this questionnaire was completed.

Please write down **today's** date below.

Day

Month

Year

## Section B: About the physical activity you do

Now, some questions about the physical activity that you do.

B1

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 circle one answer

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

0    1    2    3    4    5    6    7



**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 things such as tennis, basketball, golf or triathlons.

-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.

B2

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

Yes

No

B3

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

Yes

No



This page is about the ways in which you have been physically active specifically for sport, exercise or recreation in the last **12 months** or any activities you are interested in doing in the next 12 months. Please complete **Step One** (B4 and B5) first and then answer **Step Two** (B6 and B7).

### STEP ONE:

**B4:** First, which of the following have you done in the last **7 days**, and which have you done in the last **12 months**? Please only tick the activities where you have been physically active specifically for **sport, exercise or recreation**.

**B5:** For any activities you have not done in the last 12 months, please tick any which you would like to try or do in the **next 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 any applicable*

No.	Activity	B4: Activities done:		B5: Activities interested in trying or doing in the next 12 months
		7 days	12 months	12 months
1	Walking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
2	Running / Jogging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
3	Individual workout using equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
4	Group fitness class (e.g. aerobics, crossfit)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
5	Yoga	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
6	Pilates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>

### STEP TWO:

PLEASE ANSWER B6 TO B7 FOR EACH OF THE ACTIVITIES YOU HAVE DONE IN THE LAST 7 DAYS OR 12 MONTHS

**B6:** In the last **12 months**, have you done this as a **competitive sport** or a **competitive activity**?

*(e.g. played in a league or club competition, played in a tournament or took part in a competitive event such as a cycle race)*

**B7:** In the last **12 months**, have you done this activity through a **club, gym or fitness center** that you are a **member of**?

*(e.g. trampolining club, fitness centre or sports club)*

*Please tick Yes or No at B6 and B7 for each activity you have done in the last 7 days or 12 months (i.e. ticked one of the boxes at B4)*

B6		B7	
Yes	No	Yes	No
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



7	Dance/dancing (e.g. ballet, hip hop, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
8	Swimming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
9	Road cycling - <i>not</i> on an e-bike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
10	Mountain biking - <i>not</i> on an e-bike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
11	Rode an e-bike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
12	BMX	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
13	Day tramp	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
14	Overnight tramp	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
15	Marine fishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
16	Freshwater fishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
17	Golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
18	Football (soccer)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
19	Tennis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
20	Table tennis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
21	Rugby	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
22	Touch rugby	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
23	Rugby league	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
24	Netball	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
25	Basketball	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
26	Cricket	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



27	Hockey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
28	Badminton	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
29	Squash	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
30	Indoor bowls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
31	Outdoor bowls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
32	Softball	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
33	Volleyball	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
34	Canoeing / Kayaking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
35	Rowing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
36	Yachting / Sailing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
37	Surfing / Body boarding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
38	Surf life saving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
39	Skiing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
40	Snowboarding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
41	Triathlon / Duathlons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
42	Athletics (track and field)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
43	Gymnastics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
44	Horse riding / Equestrian	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
45	Boxing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
46	Karate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



47	Hunting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
48	Shooting (rifle and pistol)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
49	Motorcycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
50	Waka ama	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
51	Kapa haka	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
52	Gardening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
53	Playing games (e.g. with kids)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
54	Other, please specify:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
<b>OR</b>	<b>Have <u>not</u> done any physical activity in the last 12 months</b>			<input type="checkbox"/>

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**B12.** In the last **7 days**, how have you **paid** to do this activity?

*You can select more than one option if applicable.*

It was free	Paid to take part or concession ticket	Covered by membership fee
-------------	--	---------------------------

Tick all that apply

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**B13.** In the last **7 days**, in which of the following **places** have you done this activity (when it was done for the purpose of sport, exercise or recreation)?

<b>At home</b>	<b>Indoor facilities</b> <i>(e.g. gym, community hall, church, marae or indoor pool)</i>	<b>Outdoor facilities</b> <i>(e.g. footpath, cycleway, or walkway playground, park, field, AstroTurf, ski field or outdoor pool)</i>	<b>Other outdoor locations</b> <i>(e.g. beach, lake, river, sea, bush, off-road bike track/ walking track or countryside)</i>	<b>Other</b>
----------------	---	---	--	--------------

Tick all that apply

<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				

**B14** And in the last **7 days**, in which of the following **specific** places have you been **physically active** for sport, exercise or recreation?

*Please circle all that apply*

Gym or fitness centre	1	Cycleway or cycle lane specifically set aside for cyclists	10
University or tertiary education facility (indoor gym/recreation centre or outdoor field/park)	2	Walkway	11
Indoor sports facility or complex (e.g. a recreation centre or indoor stadium)	3	On the road / footpath	12
Community hall, school hall, marae, church (e.g. an indoor facility that is not used mainly for sport or physical activity)	4	Off road biking or walking track	13
Studio (e.g. yoga or dance)	5	National park area	14
Outdoor sports facility or purpose built environment (e.g. netball or tennis courts, golf course, ski field, astroturf or outdoor stadium)	6	Back country or alpine track	15
Public park, field, playground, skate park or BMX track	7	On, in or beside lake, river or stream	16
Public pool or aquatic centre	8	On, in or beside sea or coast	17
Private property, home, garden or pool	9	None of the above	18

**B15** Still thinking about the physical activities you have done in the last **7 days** (as listed at **B4**), in **total** how many hours did you spend being **physically active** for **sport, exercise or recreation**?

hours
-------

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

**B16** Thinking about the amount of time you entered above, please tell us how much of this **physical activity for sport, exercise or recreation** was.... *Please think only about those physical activities done for at least 10 minutes at a time. Please make your best estimate. If none, please write 'zero' or '0'*

**Vigorous** – any activity that had you out of breath

*(you couldn't do this activity and have a conversation at the same time)*

hours
-------

**Moderate** – any activity that caused a slight, but noticeable, increase in breath

*(you could still have a conversation)*

hours
-------

**Light** - any activity that didn't really affect your breathing

hours
-------

*Please check to make sure your answer adds up to the total amount noted at **B15**.*

**B17** In the last **7 days** (not including today), on how many days did you do:

**a)** At least **30 minutes** of **moderate** activity for sport, exercise or recreation that caused a slight, but noticeable, increase in breath      **OR**

**b)** At least **15 minutes** of **vigorous** activity for sport, exercise or recreation that had you out of breath?

*Please think only about those physical activities done for at least 10 minutes at a time.*

*Please circle one answer*

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

0      1      2      3      4      5      6      7

**B18** 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:*      Yes       No       Don't know

**B19** 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:*      Yes       No

## Section C: About the amount of physical activity you do

*This section is about the amount of physical activity you do, and whether you would like to be doing more physical activity for sport, exercise or recreation.*

**C1** Overall, would you **like** to be doing more physical activity for sport, exercise or recreation than you are currently doing?

*Please circle one answer*

Yes - I would like to be doing more      1

No      2

**C2** **If you said 'yes' above**, for what reasons are you not doing as much physical activity as you would like?  
**If you said 'no' above**, for what reasons do you not want to do more physical activity than you are currently doing?

*Please circle all that apply*

*If you select an answer with an arrow on the right hand side, please answer the question the arrow is pointing to as well as circling the number below*

- I have no transport to get to places      1
- There are no appropriate facilities or places conveniently located to do what I want to do      2
- I don't have the equipment I need      3
- The activity of my choice is too expensive      4
- Other commitments are taking priority (e.g. work, family)      5
- The activity of my choice doesn't fit my routine      6
- I prefer to spend my time on other interests / hobbies      7
- I am too tired or don't have the energy      8
- I struggle to motivate myself      9
- I've got out of the habit      10
- I'm not fit enough      11
- I am injured from an injury caused by sport, exercise or recreational physical activity      12
- I am injured from an injury caused by something else      13
- I don't feel welcome      14
- I have a disability that prevents me from participating      15
- My health is not good enough      16
- I'm pregnant / recently had a baby      17
- I don't like to sweat      18

**If you circled 7, please specify what you prefer to spend your time on:**

- Music
- Film
- Theatre
- Comedy
- Crafts
- Art
- Electronic games
- Travel
- Food and wine
- Reading
- Spending time with family/friends
- Other, please specify: \_\_\_\_\_

**Please specify what this is in relation to:**

- My gender
- My age
- My ethnicity
- My sexual orientation

I don't feel safe	19
I'm not confident enough	20
I haven't got the skills / don't know how to	21
I don't want to fail	22
Other people discourage me from being physically active	23
I have no one to do it with	24
I don't like other people seeing me being physically active	25
I find physical activity boring	26
I already do a good amount of physical activity	27
I am not interested in sport or physical activity	28
The weather	29
I don't want to be judged	30
Other, please specify _____	31

- My disability
  - I'm not good enough
  - My size / weight
  - My culture
  - My religion
  - Some other reason, please specify:
- 

## Section D: Events and memberships

*This section covers a range of topics including whether you have taken part in events, gone to a sports game or have a gym membership.*

**D1** In the last **12 months**, have you **actively participated** in any of these events where lots of people take part? *Please circle all that apply*

Running / walking events (anything up to 10ks, e.g. fun runs)	1
Endurance running / walking events (anything longer than 10ks, e.g. half marathon)	2
Triathlon / duathlon events	3
Endurance multisport events	4
Biking events	5
Swimming events	6
Masters Sport Tournament / event	7
Fishing tournament or event	8
Sailing regatta, dragon boating or Waka ama event	9
Kī-o-Rahi, Iwi games, Marae Games, Pa Wars, Kapa Haka events	10
Sports tournament	11
Other sport or physical activity event, please specify: _____	12
No, I have not taken part in any events in the last 12 months	13

**D2** In the last **12 months** how many times have you been to a **professional** sports game (e.g. a Super Rugby game or a Championship Netball game)? *Please circle one answer*

None	1
1 to 4 times	2
5 to 9 times	3
10 or more times	4

**D3** Do you **currently** belong to a gym or fitness centre? *Please circle one answer*

Yes	1
No	2

**D4** How many times in the last **7 days** have you been to your gym or fitness centre?

*Please make your best estimate. If none, please write 'zero' or '0'*

times

---

## Section E: Volunteering

*This section is about any volunteering you have done for a sport, exercise or recreation activity.*

**E1** Have you **volunteered** in any of the following ways for a **sport, exercise or recreation activity** in the last **7 days or 12 months?** *Please tick all that apply*

	7 days	12 months
Coached or instructed a team or group	<input type="checkbox"/>	<input type="checkbox"/>
Coached or instructed an individual	<input type="checkbox"/>	<input type="checkbox"/>
Official (e.g. referee, umpire, scorer)	<input type="checkbox"/>	<input type="checkbox"/>
Team manager	<input type="checkbox"/>	<input type="checkbox"/>
Club administration	<input type="checkbox"/>	<input type="checkbox"/>
Governance role at a club or association (e.g. board member)	<input type="checkbox"/>	<input type="checkbox"/>
Helper for a team, club or group (e.g. on call contact, group leader, guide)	<input type="checkbox"/>	<input type="checkbox"/>
Event assistance (e.g. race marshal)	<input type="checkbox"/>	<input type="checkbox"/>
Activity helper (e.g. building / maintenance of a location)	<input type="checkbox"/>	<input type="checkbox"/>
Lifeguard	<input type="checkbox"/>	<input type="checkbox"/>
Team captain or activity leader (e.g. kapa haka leader)	<input type="checkbox"/>	<input type="checkbox"/>

**OR** If you have not done any of the above in the last 12 months, please tick here  and then go to **E4**



**E2** Thinking about the volunteering you have done in the last **7 days**, how many hours have you spent volunteering?  
Please think only about volunteering done for at least **10 minutes** at a time. Please make your best estimate.

hours:	minutes:
--------	----------

**E3** And how many, if any, of these hours were you **physically active** while volunteering in the **last 7 days**?  
Please think only about those physical activities done for at least **10 minutes** at a time and make your best estimate.

hours:	minutes:
--------	----------

**E4** Do you intend to volunteer in any of the above roles for a sport or recreation activity in the **next 12 months**?

*Please circle one answer*

Yes - definitely	1
Yes - maybe	2
No	3

## Section F: Your attitudes towards physical activity

*This section is mainly about what you **think or feel about** physical activity for **sport, exercise or recreation**.*

**F1** How strongly do you agree or disagree with each of the following statements:

*Please circle one answer for each of the 9 statements*

		Disagree a lot	Disagree a little	Neither disagree or agree	Agree a little	Agree a lot
1	Being physically active is an essential part of my life	1	2	3	4	5
2	I am physically active to lose or control weight	1	2	3	4	5
3	I choose physical activity that suits my mood at the time	1	2	3	4	5
4	I love challenging myself or trying to win	1	2	3	4	5
5	Working hard to improve my skills and performance is important to me	1	2	3	4	5
6	Being physically active is fun	1	2	3	4	5
7	I have support in my community to do the physical activities I want	1	2	3	4	5
8	I have access to spaces and places where I can do the physical activities I want	1	2	3	4	5
9	I want to be physically active so my child(ren) will follow my example and be physically active too	1	2	3	4	5



**F2** How strongly do you agree or disagree with each of the following statements:

*Please circle one answer for each of the 11 statements*

	Disagree a lot	Disagree a little	Neither disagree or agree	Agree a little	Agree a lot
1 Being physically active is very important for my physical health	1	2	3	4	5
2 Being physically active is very important for my mental or emotional wellbeing	1	2	3	4	5
3 I prefer to do physical activity that is more flexible and less structured	1	2	3	4	5
4 Being physically active together is an important part of our family life	1	2	3	4	5
5 I like being physically active	1	2	3	4	5
6 Doing some physical activity is better than none	1	2	3	4	5
7 I know I should do more physical activity	1	2	3	4	5
8 I make a point of breaking up long periods of sitting by getting up to walk around	1	2	3	4	5
9 I prefer to be physically active with others	1	2	3	4	5
10 People in my life encourage me to take part in physical activities	1	2	3	4	5
11 Being physically active is a way for me to meet people or be part of a group	1	2	3	4	5

**F3** How strongly do you agree or disagree with each of the following statements:

*Please circle one answer for each of the 11 statements*

	Disagree a lot	Disagree a little	Neither disagree or agree	Agree a little	Agree a lot
1 I am good at lots of different physical activities	1	2	3	4	5
2 I have the chance to do the physical activities I want	1	2	3	4	5
3 I want to take part in physical activities	1	2	3	4	5
4 I understand why taking part in physical activity is good for me	1	2	3	4	5
5 I feel confident to take part in lots of different physical activities	1	2	3	4	5
6 Being physically active makes me feel good	1	2	3	4	5
7 Sport and other physical activities give me confidence	1	2	3	4	5
8 I grew up with a physically active family	1	2	3	4	5
9 I enjoyed Physical Education (PE) classes at school	1	2	3	4	5
10 After doing physical activity, I find it easier to concentrate	1	2	3	4	5
11 Being physically active is a way for me to spend time with family and friends	1	2	3	4	5



**F4** Have you **ever** represented a region or country in any sport or physical activity?

*Please circle all that apply*

No	1
Yes, a region in New Zealand	2
Yes, represented New Zealand	3
Yes, another country or region	4

**F5** Has anyone else in your immediate family **ever** represented a region or country in any sport or physical activity?

*Please circle all that apply*

No	1
Yes, a region in New Zealand	2
Yes, represented New Zealand	3
Yes, another country or region	4

**F6** 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, and professional teams. How much do you agree or disagree with the following statements:

*Please circle one answer for each of the 6 statements*

	Disagree a lot	Disagree a little	Neither disagree or agree	Agree a little	Agree a lot
1 I've never been any good at sport	1	2	3	4	5
2 I enjoy playing sport	1	2	3	4	5
3 I enjoy watching, listening to and reading about sports	1	2	3	4	5
4 Successful New Zealand athletes or sports teams inspire me to be more physically active	1	2	3	4	5
5 I have learned many essential life skills through playing sport (e.g. teamwork and cooperation)	1	2	3	4	5
6 New Zealand athletes and sports teams make good role models	1	2	3	4	5

**F7** 'Integrity issues' refers to a range of things, including abusive, unethical or dishonest behaviour, and concerns around inclusivity and safety.

*Please circle one answer for each of the 3 statements*

	No trust at all				Complete trust	Don't know
1 How much do you trust <b>New Zealand's sports organisations</b> to handle integrity issues appropriately and effectively?	1	2	3	4	5	6
2 How much do you trust <b>New Zealand's athletes and teams</b> to act with integrity?	1	2	3	4	5	6
3 How much do you trust <b>New Zealand's high performance sports coaches and managers</b> to act with integrity?	1	2	3	4	5	6



**F8** Thinking about your physical activity over the last **six months** or so, which of the following would best describe you: *Please circle one answer*

- I have not been physically active regularly and don't plan to start 1
- I have not been physically active regularly but might start in the next 6 months 2
- I have not been physically active regularly but am trying to get into the habit of physical activity regularly 3
- I have started being physically active regularly within the last 6 months and am still doing so 4
- I started being physically active regularly in the last 6 months but have stopped again 5
- I have been physically active regularly for more than 6 months 6
- Don't know 7

## Section G: About your health and lifestyle

*This section covers some health and lifestyle topics.*

**G1** For each of the five statements, which is closest to how you have been feeling over the last **two weeks**?

*Please tick one answer for each of the 5 statements*

		All of the time	Most of the time	More than half of the time	Less than half of the time	Some of the time	At no time
1	I have felt cheerful and in good spirits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	I have felt calm and relaxed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	I have felt active and vigorous	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	I woke up feeling fresh and rested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	My daily life has been filled with things that interest me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**G2** How do you feel about your life as a whole?  
Please answer on a scale where zero is completely dissatisfied and ten is completely satisfied.

*Please circle one answer*

0	1	2	3	4	5	6	7	8	9	10	
<i>0 = Completely dissatisfied</i>											<i>10 = Completely satisfied</i>

**G3** In total, over the last **7 days** how many hours have you spent looking at a screen for **paid employment, study or at school?**

*This includes computer monitors, televisions and mobile devices including phones and tablets.*

*Please make your best estimate to the closest ¼ hour based on the entire week. If none, please write 'zero'.*

hours

**G4** And in total over the last **7 days** how many hours have you spent looking at a screen **outside** of your paid employment, study or school?

*Please make your best estimate to the closest ¼ hour. If none, please write 'zero'.*

hours

**G5** And how many, if any, of these hours were spent gaming (i.e. playing digital interactive games on a computer, game console (e.g. Xbox or Playstation) or phone or tablet)?

*Please make your best estimate to the closest ¼ hour. If none, please write 'zero'.*

hours

**G6** Thinking about e-sports (the competitive playing of video games), in the last 12 months have you...

*Please tick all that apply*

Watched others competing in an e-sports event ( <i>either in person or online</i> )	<input type="checkbox"/>
Competed in an e-sports event	<input type="checkbox"/>

**G7**

Now some questions about your height and weight. How tall are you without shoes?

centimetres

OR

feet

AND

inches

**G8**

What is your current weight?

kilograms

OR

pounds

OR

stones

**G9**

Would you say that for your height you are...

*Please circle one answer*

Underweight	1
About the right weight	2
Slightly overweight	3
Very overweight	4
Don't know	9

## Section H: 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.

**H1**What is the **highest** qualification you have?*Please circle one answer*

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

**H2**

Which of these describe you?

*Please tick all that apply*

Full-time in paid work (over 35 hours per week)	<input type="checkbox"/>	Full-time student (not at secondary school)	<input type="checkbox"/>
Part-time in paid work (34 hours or less per week)	<input type="checkbox"/>	Part-time student (not at secondary school)	<input type="checkbox"/>
Full-time unpaid work (over 35 hours per week)	<input type="checkbox"/>	Looking after home and family	<input type="checkbox"/>
Part-time unpaid work (34 hours or less per week)	<input type="checkbox"/>	Retired	<input type="checkbox"/>
Looking for work or unemployed	<input type="checkbox"/>	Beneficiary	<input type="checkbox"/>
Secondary school student ( <i>please also specify what year you are in: Year _____</i> )	<input type="checkbox"/>	Other	<input type="checkbox"/>



**H3** Please answer this question if you are employed. Otherwise go to H4.

Which one best describes your **occupation**?

*Please circle one answer*

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

**H4**

Which country were you born in?

*Please circle one answer*

New Zealand	1
Australia	2
Cook Islands	3
China (People’s Republic of)	4
India	5
Philippines	6
Samoa	7
South Africa	8
United Kingdom (England, Scotland, Wales, Northern Ireland)	9
United States of America	10
Other, please specify:	11
_____	

**H5**

Please answer this question if you were not born in New Zealand. Otherwise go to H6.

If you were **not** born in New Zealand, how long have you been living in New Zealand?

*Please circle one answer*

Less than five years	1
Five years or more	2

**H6**

Which ethnic group or groups do you identify with or belong to? This may be different from your nationality or citizenship.

*Please circle all that apply*

New Zealand European	1	Filipino	9
Other European	2	Chinese	10
New Zealand Māori	3	Indian	11
Cook Island Māori	4	African	12
Samoan	5	Latin American	13
Tongan	6	Middle Eastern	14
Niuean	7	Other, please specify:	15
Fijian	8	_____	

**H7**

What is your religion?

*Please circle one answer*



No religion	1
Christian (e.g. Anglican, Catholic, Presbyterian, Methodist, Ratana, Ringatū)	2
Buddhist	3
Hindu	4
Muslim	5
Jewish	6
Other, please specify: _____	7
Prefer not to say	8

**H8**

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

Do you have difficulty...

*Please circle one answer for each of the 6 statements*

	No, no difficulty	Yes, some difficulty	Yes, a lot of difficulty	Cannot do at all
1 Seeing, even if wearing glasses	1	2	3	4
2 Hearing, even if using a hearing aid	1	2	3	4
3 Walking or climbing steps	1	2	3	4
4 Remembering or concentrating	1	2	3	4
5 Washing all over or dressing	1	2	3	4
6 Communicating, using your usual language, for example understanding or being understood by others	1	2	3	4

**H9**

Which, if any, of the following apply to you?

*Please tick all that apply*

I use a mobility device (e.g. wheelchair, walking frame, cane)	<input type="checkbox"/>
I am dealing with an ongoing <b>physical</b> illness or impairment	<input type="checkbox"/>
I am dealing with an ongoing <b>mental</b> illness or impairment	<input type="checkbox"/>
I am dealing with an ongoing <b>intellectual</b> illness or impairment	<input type="checkbox"/>
None of the above	<input type="checkbox"/> <b>GO TO H13</b>



**H10** Does this make it harder or stop you from taking part in certain activities?

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

	Yes, all of the time	Yes, some of the time	No, at no time	Not applicable
Use a mobility device (e.g.wheelchair, walking frame, cane)	1	2	3	4
An ongoing physical illness or impairment	1	2	3	4
An ongoing mental illness or impairment	1	2	3	4
An ongoing intellectual illness or impairment	1	2	3	4

**H11** Thinking again about the physical activity you have done over the past week. Did you do any of this physical activity with... *Please circle one answer*

People with a similar impairment to you	1
People with a different impairment to you	2
People without impairments	3
Alone	4
Not done any activity in the last week	5

**H12** Some people with impairments prefer to do physical activity with people who also have impairments, while some prefer to do physical activity with people who do not have impairments. Which one of the following best describes you... *Please circle one answer*

I prefer to do physical activity with other people who have a similar impairment to me	1
I prefer to do physical activity with other people who have an impairment, but not necessarily similar to mine	2
I prefer to do physical activity with people with and without impairments	3
I prefer to do physical activity with people without impairments	4
I prefer to do physical activity alone	5
It depends on the activity	6
I don't have a preference	7

**H13** Which best describes your household's annual income before tax?

*Please circle one answer*

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



**H14**

How well does your total income meet your everyday needs for such things as accommodation, food, clothing and other necessities?

*Please circle one answer*

Not enough money	1
Only just enough money	2
Enough money	3
More than enough money	4
Prefer not to say	9

**H15**

When were you born?

Day

Month

Year

## Section I: Final comments and prize draw entry

**I1**

Do you have anything more to say about physical activity? We'd love to hear it. Please tell us in the space below.

---

---

**I2**

Please provide your contact details so that we are able to contact you if you are the winner of the \$500 Prezzy® Card or if we have any questions about your questionnaire (e.g. if we can't read your response).

**Name:**

---

**Phone number:**

---

**Email:**

**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 NielsenIQ 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.*

*Please circle one answer: YES / NO*

*If you said yes, please ensure your contact details are filled in above. Thank you.*

*If you would rather not be contacted about further research you will still be eligible for the prize draw.*



13

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 61authorized 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?

Please circle one answer

Yes	1
No	2

14

Please answer this question if any children aged 12-17 have, or are going to, complete the Active Young People survey for Sport NZ. Your consent is also required for Sport NZ to share and/or combine the survey responses 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 his/her survey responses have been combined with other information about him/her, 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 child’s survey responses with other information about him/her for this purpose?

Please circle one answer

Yes	1
No	2

## 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 take just 10-15 minutes. If you take part you will go into the draw to win a \$1,000 Prezzy® Card!

We encourage you to do the survey at a time when you can check in with the child and, if possible, do the questionnaire together.

To complete the survey, please go to [www.nlsn.online/activeyoungpeople](http://www.nlsn.online/activeyoungpeople) and log in using the **user name** and **survey code** on your letter.

When you log in make sure you are on the **Active Young People** survey site and at the first question tell us that you would like to do the survey for a 5 to 11 year old.

If you have any questions please call NielsenIQ on **0800 400 402**.

**We really appreciate that you have taken time to complete this survey. Thank you!**

**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:

Survey Returns Team  
NielsenIQ  
Private Bag 93500



## **Prize Draw Terms and Conditions**

1. 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.
2. The promotion commences on 5 January 2021 and closes on 4 January 2022 ("Promotional Period").
3. To enter Eligible Respondents must complete the Active NZ survey within the Promotional Period by:
  - a. filling out the online survey at [www.nlsn.online/activenz](http://www.nlsn.online/activenz) (using your personalised username and password, provided in the letter sent to you informing you of the survey) including your contact details, or
  - b. returning a completed hard copy of the survey (if this has been provided) with your contact details to the Promoter.
4. Entry is only open to "Eligible Respondents", being individuals who: (i) are residents of New Zealand aged 18 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.
5. 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.
6. 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.
7. 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 [www.nlsn.online/activenzprizewinners](http://www.nlsn.online/activenzprizewinners).
8. 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 23 April 2021. Those who completed the survey between 5 January 2021 and 4 April 2021 are eligible to win.

Prize draw 2 will take place on 23 July 2021. Those who completed the survey between 5 April 2021 and 4 July 2021 are eligible to win.

Prize draw 3 will take place on 22 October 2021. Those who completed the survey between 5 July 2021 and 4 October 2021 are eligible to win.

Prize draw 4 will take place on 28 January 2022. Those who completed the survey between 5 October 2021 and 4 January 2022 are eligible to win.
9. The prize is not transferable or exchangeable. No responsibility is accepted for late, lost, misdirected or illegible entries.
10. The Promoter's decision is final and no correspondence will be entered into.
11. 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.
12. 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.
13. 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.
14. The Promoter is ACNielsen (NZ) ULC, L5 150 Willis Street, Te Aro, Wellington, 6011, New Zealand. Phone +64 4 978 6700.
15. The Promoter reserves the right to amend or modify these Terms and Conditions of Entry at any time.
16. 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.
17. 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.



# Appendix 3: Active NZ Young People 2021 questionnaire





I do not wish to complete a survey for any children in my household

Q62

**If Q60=2**

**Show 5 lines**

**For age – have a drop down of ages between 5 and 11 (this means they don't have to answer Q2)**

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 a \$1,000 Prezzy Card!

**Probe:** We will only ask about one of your children in the first instance, and if you would like to do more then we will give you that option at the end. For every child you will get another entry into the prize draw.

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

	Name	Age
Insert name of child #1:	_____	_____
	-	_____
Insert name of child #2	_____	_____
	-	_____
Etc		

I do not wish to complete a survey for any children in my household

**Randomly select Child from Q61/Q62 and show the following:**

**Only show following paragraph if Q61/Q62 = >1**

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 <<insert child's name randomly chosen>>.

**Notes: For the adults completing the survey on behalf of 5-11 year olds – question phrasing will change to insert the child's name throughout the survey i.e. if Q60=2 or 3.**

**This survey is about the physical activity <you do/<name> does> for sport, Physical Education (PE), exercise or fun**

This could include anything <you do/<name> does> at school, in <your/their> 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 / <name> really thinks and does>.*



**Note for those aged 5-11 (coming through adult link):** We encourage you to check in with <name> if you are uncertain how he / she would answer and if possible do the questionnaire together.

**Note for those aged 12-17 (coming through Young People's link):** 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.

Some questions about you/<name>

Q2 **Show on same screen as previous text**  
**Ask only if Q60=1 (child aged 12-17) but show all codes**  
**If 18 or over –close**  
**Autocode if Q61 answered**  
How old <are you / is <name>>?[SA]

5 years old

6 years old

7 years old

8 years old

9 years old

10 years old

11 years old

12 years old

13 years old

14 years old

Code	Route
01	
02	
03	
04	
05	
06	
07	
08	
09	
10	



15 years old

11

16 years old

12

17 years old

13

18 years or over

14

CLOS  
E

**If 18 or over (Q2=14)**

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

Q66 **If Q60=3 AND aged 12-13**  
**If Q60=1 AND aged 5-13**  
**One tick box**

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

*If you are not sure please ask them now. [SA]*

Yes, I have consent

Code	Route
01	

Q3 What year <are you / is <name>> in at school? [SA]

Year 0 / New Entrants

Year 1

Year 2

Year 3

Year 4

Year 5

Year 6

Code	Route
01	
02	
03	
04	
05	
06	
07	



Year 7

08

Year 8

09

Year 9

10

Year 10

11

Year 11

12

Year 12

13

Year 13

14

<I am / <name> is > no longer at school

15



Q67 **Only ask if Q3 =1-14 (at school)**  
 Do you go to a Māori Medium school?  
**PROBE** This could include a Kura Tuatahi, a Kura Arongatahi, or a Wharekura. [SA]

Yes  
 No

Code	Route
01	
02	

Q4 **Only ask if Q3 =1-14 (at school)**  
**Show code 6 after code 1**  
**MA**  
 How <do you / does <name>> usually get to and from school? [MA]

Walk  
 Bike  
 Skateboard, scooter or rollerblading  
 Car, van or motorbike  
 Bus, train or ferry  
 Run  
 Other, please specify:  
 Home schooled / correspondence school

Code	Route
01	
02	
03	
04	
05	
06	
98	
99	

QSI 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/<name> spends> in physical activity each day.**

Over the **past 7 days**, on how many days <were you/was <name>> physically active for a total of at least **60 minutes per day**? [SA]

0 days  
 1 day  
 2 days  
 3 days

Code	Route
1	
2	
3	
4	





including today). [MA]

**PROBE** *This could have been at school, in your neighbourhood or at home.*

**If Q60=1** *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 Q60=2/3** *Please don't include any coaching or umpiring that <name> has done.*

Walking for fitness	001
Running or jogging	074
Cross-country	075
Tramping or bush walks	003
Triathlon or duathlon	004
Cycling or biking	005
Mountain biking	006
Skateboarding	007
Scootering	008
Rollerblading	009
Athletics or track and field	010
Workout (weights or cardio)	011
Group exercise class (e.g. aerobics, CrossFit, Jump Jam)	012
Indoor climbing	013
Gymnastics (e.g. rhythmic, artistic)	014
Dance/dancing (e.g. ballet, hip hop etc)	015
Cheerleading	016
Swimming	017
Surfing	018
Bodyboarding or boogie boarding	019
Rowing	020
Canoeing or kayaking	021
Sailing or yachting	022
Fishing	023
Water polo or Flippa Ball	024
Rugby or Rippa Rugby	025
Rugby league	026
Touch	027
Ki-o-rahi	028
Netball	029



Basketball or Mini-ball	030
Cricket	031
Football/soccer	076
Futsal	077
Hockey or floorball	033
Badminton	034
Volleyball or Kiwi Volley	035
Golf	036
Tennis	037
Table tennis	038
Softball or T-ball	039
Adventure racing	040
Orienteering	041
Skiing	042
Snowboarding	043
Karate	044
Waka ama	045
Games (e.g. four square, tag, bull rush, dodgeball)	046
Ultimate Frisbee	047
Parkour	048
Trampoline	049
Kapa haka	050
Playing on playground (e.g. jungle gym)	051
Horse riding (e.g. Pony club)	052
Surf Life saving	053
Handball	054
Playing (e.g. running around, climbing trees, make-believe)	055
Something else? What was it?	100
Something else? What was it?	102
Something else? What was it?	103
Nothing in the last 7 days	104



Q16

**Each activity shown one at a time (Q16 and Q16b shown as a loop for each activity)**

**Show responses selected at Q13 (activities done in the last 7 days)**

**Pipe 'other specify' responses**

**Only show "In PE or fitness class at school" if at school (Q3=not code 15)**

**MA**

**Show code 1 after code 3**

**Show code 50 after code 28**

**Show code 51 after code 46**

**Show code 53 after code 17**

**Show code 54 after code 32**

**Show code 55 after code 51**

Where or how did <you/<name>> do <insert activity> in the last 7 days? [MA]

**PROBE** Please select all that apply

	In PE or class at school (organised)	In a competition or tournament (organised)	Training or practicing with a coach / instructor (organised)	Playing or hanging out with family or friends (informal)	Playing on my own (informal)	For extra exercise, training or practice without a coach / instructor (informal)	I have not done this in the last 7 days (if selected we will stop asking about this activity in the following grids)
(R1) Walking for fitness	1	2	3	4	5	6	7
(R74) Running or jogging	1	2	3	4	5	6	7
(R75) Cross-country	1	2	3	4	5	6	7
(R3) Tramping or bush walks	1	2	3	4	5	6	7
(R4) Triathlon or duathlon	1	2	3	4	5	6	7
(R5) Cycling or biking	1	2	3	4	5	6	7
(R6) Mountain biking	1	2	3	4	5	6	7
(R7) Skateboarding	1	2	3	4	5	6	7



(R8) Scootering	1	2	3	4	5	6	7
(R9) Rollerblading	1	2	3	4	5	6	7
(R10) Athletics or track and field )	1	2	3	4	5	6	7
(R11) Workout (weights or cardio) )	1	2	3	4	5	6	7
(R12) Group exercise class (e.g. ) aerobics, CrossFit, Jump Jam)	1	2	3	4	5	6	7
(R13) Indoor climbing )	1	2	3	4	5	6	7
(R14) Gymnastics (e.g. rhythmic, ) artistic)	1	2	3	4	5	6	7
(R15) Dance/dancing (e.g. ballet, ) hip hop etc)	1	2	3	4	5	6	7
(R16) Cheerleading )	1	2	3	4	5	6	7
(R17) Swimming )	1	2	3	4	5	6	7
(R18) Surfing )	1	2	3	4	5	6	7
(R19) Bodyboarding or boogie ) boarding	1	2	3	4	5	6	7
(R20) Rowing )	1	2	3	4	5	6	7
(R21) Canoeing or kayaking )	1	2	3	4	5	6	7
(R22) Sailing or yachting )	1	2	3	4	5	6	7
(R23) Fishing )	1	2	3	4	5	6	7
(R24) Water polo or Flippa Ball )	1	2	3	4	5	6	7
(R25) Rugby or Rippla Rugby )	1	2	3	4	5	6	7
(R26) Rugby league )	1	2	3	4	5	6	7
(R27) Touch )	1	2	3	4	5	6	7
(R28) Ki-o-rahi )	1	2	3	4	5	6	7
(R29) Netball )	1	2	3	4	5	6	7
(R30) Basketball or Mini-ball )	1	2	3	4	5	6	7
(R31) Cricket )	1	2	3	4	5	6	7
(R76) Football/soccer )	1	2	3	4	5	6	7
(R77) Futsal	1	2	3	4	5	6	7



)								
(R33	Hockey or floorball	1	2	3	4	5	6	7
)								
(R34	Badminton	1	2	3	4	5	6	7
)								
(R35	Volleyball or Kiwi Volley	1	2	3	4	5	6	7
)								
(R36	Golf	1	2	3	4	5	6	7
)								
(R37	Tennis	1	2	3	4	5	6	7
)								
(R38	Table tennis	1	2	3	4	5	6	7
)								
(R39	Softball or T-ball	1	2	3	4	5	6	7
)								
(R40	Adventure racing	1	2	3	4	5	6	7
)								
(R41	Orienteering	1	2	3	4	5	6	7
)								
(R42	Skiing	1	2	3	4	5	6	7
)								
(R43	Snowboarding	1	2	3	4	5	6	7
)								
(R44	Karate	1	2	3	4	5	6	7
)								
(R45	Waka ama	1	2	3	4	5	6	7
)								
(R46	Games (e.g. four square,	1	2	3	4	5	6	7
)	tag, bull rush, dodgeball)							
(R47	Ultimate Frisbee	1	2	3	4	5	6	7
)								
(R48	Parkour	1	2	3	4	5	6	7
)								
(R49	Trampoline	1	2	3	4	5	6	7
)								
(R50	Kapa haka	1	2	3	4	5	6	7
)								
(R51	Playing on playground (e.g.	1	2	3	4	5	6	7
)	jungle gym)							
(R52	Horse riding (e.g. Pony club)	1	2	3	4	5	6	7
)								
(R53	Surf Life saving	1	2	3	4	5	6	7
)								
(R54	Handball	1	2	3	4	5	6	7
)								
(R55	Playing (e.g. running	1	2	3	4	5	6	7
)	around, climbing trees,							
)	make-believe)							
(R10	Something else? What was	1	2	3	4	5	6	7
0)	it?							



(R10 2)	Something else? What was it?	1	2	3	4	5	6	7
(R10 3)	Something else? What was it?	1	2	3	4	5	6	7

Q16

b

**Each activity shown one at a time**

**Show responses selected at Q13 (activities done in the last 7 days)**

**Pipe 'other specify' responses**

**MA**

**Don't show text in brackets in columns**

**Show code 1 after code 3**

**Show code 50 after code 28**

**Show code 51 after code 46**

**Show code 53 after code 17**

**Show code 54 after code 32**

**Show code 55 after code 51**

**Note: Show one activity at a time, with only the columns selected at Q16**

About how many minutes did <you/<name>> spend doing <insert activity> in the last 7 days in <this way / these ways? [MA]

**PROBE** *Please select the number of minutes from the drop down box*

**DROP DOWN OPTIONS ARE:**

- 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
- About 17 hours
- About 18 hours
- About 19 hours
- About 20 hours
- More than 20 hours



	In PE or class at school <b>(organised)</b>	In a competition or tournament <b>(organised)</b>	Training or practising with a coach / instructor or <b>(organised)</b>	Playing or hanging out with family or friends <b>(informal)</b>	Playing on my own <b>(informal)</b>	For extra exercise, training or practise without a coach / instructor <b>(informal)</b>
(R1) Walking for fitness	1	2	3	4	5	6
(R74) Running or jogging	1	2	3	4	5	6
(R75) Cross-country	1	2	3	4	5	6
(R3) Tramping or bush walks	1	2	3	4	5	6
(R4) Triathlon or duathlon	1	2	3	4	5	6
(R5) Cycling or biking	1	2	3	4	5	6
(R6) Mountain biking	1	2	3	4	5	6
(R7) Skateboarding	1	2	3	4	5	6
(R8) Scootering	1	2	3	4	5	6
(R9) Rollerblading	1	2	3	4	5	6
(R10) Athletics or track and field	1	2	3	4	5	6
(R11) Workout (weights or cardio)	1	2	3	4	5	6
(R12) Group exercise class (e.g. aerobics, CrossFit, Jump Jam)	1	2	3	4	5	6
(R13) Indoor climbing	1	2	3	4	5	6
(R14) Gymnastics (e.g. rhythmic, artistic)	1	2	3	4	5	6
(R15) Dance/dancing (e.g. ballet, hip hop etc)	1	2	3	4	5	6
(R16) Cheerleading	1	2	3	4	5	6
(R17) Swimming	1	2	3	4	5	6
(R18) Surfing	1	2	3	4	5	6
(R19) Bodyboarding or boogie boarding	1	2	3	4	5	6



(R20 )	Rowing	1	2	3	4	5	6
(R21 )	Canoeing or kayaking	1	2	3	4	5	6
(R22 )	Sailing or yachting	1	2	3	4	5	6
(R23 )	Fishing	1	2	3	4	5	6
(R24 )	Water polo or Flippa Ball	1	2	3	4	5	6
(R25 )	Rugby or Rippa Rugby	1	2	3	4	5	6
(R26 )	Rugby league	1	2	3	4	5	6
(R27 )	Touch	1	2	3	4	5	6
(R28 )	Ki-o-rahi	1	2	3	4	5	6
(R29 )	Netball	1	2	3	4	5	6
(R30 )	Basketball or Mini-ball	1	2	3	4	5	6
(R31 )	Cricket	1	2	3	4	5	6
(R76 )	Football/soccer	1	2	3	4	5	6
(R77 )	Futsal	1	2	3	4	5	6
(R33 )	Hockey or floorball	1	2	3	4	5	6
(R34 )	Badminton	1	2	3	4	5	6
(R35 )	Volleyball or Kiwi Volley	1	2	3	4	5	6
(R36 )	Golf	1	2	3	4	5	6
(R37 )	Tennis	1	2	3	4	5	6
(R38 )	Table tennis	1	2	3	4	5	6
(R39 )	Softball or T-ball	1	2	3	4	5	6
(R40 )	Adventure racing	1	2	3	4	5	6
(R41 )	Orienteering	1	2	3	4	5	6
(R42 )	Skiing	1	2	3	4	5	6
(R43 )	Snowboarding	1	2	3	4	5	6
(R44 )	Karate	1	2	3	4	5	6



(R45	Waka ama	1	2	3	4	5	6
(R46	Games (e.g. four square, tag, bull rush, dodgeball)	1	2	3	4	5	6
(R47	Ultimate Frisbee	1	2	3	4	5	6
(R48	Parkour	1	2	3	4	5	6
(R49	Trampoline	1	2	3	4	5	6
(R50	Kapa haka	1	2	3	4	5	6
(R51	Playing on playground (e.g. jungle gym)	1	2	3	4	5	6
(R52	Horse riding (e.g. Pony club)	1	2	3	4	5	6
(R53	Surf Life saving	1	2	3	4	5	6
(R54	Handball	1	2	3	4	5	6
(R55	Playing (e.g. running around, climbing trees, make-believe)	1	2	3	4	5	6
(R10 0)	Something else? What was it?	1	2	3	4	5	6
(R10 2)	Something else? What was it?	1	2	3	4	5	6
(R10 3)	Something else? What was it?	1	2	3	4	5	6

Q16not7 – Activities from Q13 copied over minus any activities where Q16=7

Q16c

**Show responses selected at Q16not7 (activities done in the last 7 days)**

**Pipe 'other specify' responses**

**Note: Show all activities as a grid**

Thinking about each activity <you have / <name> has> done in the last **7 days**, was this activity mainly light, moderate or vigorous? **[SA]**

	<b>Light</b> <i>(activity that didn't make you breathe harder than normal)</i>	<b>Moderate</b> <i>(activity that caused you to breathe a bit harder than normal, but you could still talk to someone)</i>	<b>Vigorous</b> <i>(activity that had you out of breath and it was hard to keep talking to someone at the same time)</i>
(R1) <Activity>	1	2	3





Q63

**[moved location]**

**Intensity (only ask 15+)**

**Online programme will not have any conditions of validations for this question**

In **total** in the last **7 days** how many hours did you 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.*

\_\_\_\_\_ hours

Q55

**[moved location]**

**Intensity (only ask 15+)**

**Online programme will not have any conditions or validations for this question**

**Have sum set up to autosum for respondent**

You indicated that you have done <xxx> hours of physical activity for sport, PE, exercise or fun over the last **7 days**.

How much of this activity was...

**PROBE:** *Please enter the hours below and have them add up to <xxx> hours.*

*Please think only about those physical activities done for at least 10 minutes at a time.*

*Please make your best estimate.*

**Vigorous** - any activity that had you out of breath (you couldn't do this activity and have a conversation at the same time)

**Moderate** - activity that caused a slight, but noticeable, increase in breath (you could still have a conversation)

**Light** – any activity that didn't really affect your breathing.

*Sum*

Code	Route
xxx	
xxx	
xxx	
xxx	

Q17

**Multi answer**

**Show responses selected at Q13 (activities done in the last 7 days) but exclude any activities that respondent selected code 7 (I have not done this in the last 7 days) at Q16**

**Pipe 'other specify' responses**

**MA**

**Show code 1 after code 3**

**Show code 50 after code 28**

**Show code 51 after code 46**

**Show code 53 after code 17**

**Show code 54 after code 32**

**Show code 55 after code 51**

**Show column 4 before column 3**

**Analysis: Group columns 3, 4 and 5 as 'In the community'**



Where have you done each of these in the last **7 days**? [SA]

	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?
(R1) Walking for fitness	1	2	3	4	5	8
(R74) Running or jogging	1	2	3	4	5	8
(R75) Cross-country	1	2	3	4	5	8
(R3) Tramping or bush walks	1	2	3	4	5	8
(R4) Triathlon or duathlon	1	2	3	4	5	8
(R5) Cycling or biking	1	2	3	4	5	8
(R6) Mountain biking	1	2	3	4	5	8
(R7) Skateboarding	1	2	3	4	5	8
(R8) Scootering	1	2	3	4	5	8
(R9) Rollerblading	1	2	3	4	5	8
(R10) Athletics or track and field	1	2	3	4	5	8
(R11) Workout (weights or cardio)	1	2	3	4	5	8
(R12) Group exercise class (e.g. aerobics, CrossFit, Jump Jam)	1	2	3	4	5	8
(R13) Indoor climbing	1	2	3	4	5	8
(R14) Gymnastics (e.g. rhythmic, artistic)	1	2	3	4	5	8
(R15) Dance/dancing (e.g. ballet, hip hop etc)	1	2	3	4	5	8
(R16) Cheerleading	1	2	3	4	5	8
(R17) Swimming	1	2	3	4	5	8
(R18) Surfing	1	2	3	4	5	8
(R19) Bodyboarding or boogie boarding	1	2	3	4	5	8
(R20) Rowing	1	2	3	4	5	8



)							
(R21	Canoeing or kayaking	1	2	3	4	5	8
)							
(R22	Sailing or yachting	1	2	3	4	5	8
)							
(R23	Fishing	1	2	3	4	5	8
)							
(R24	Water polo or Flippa Ball	1	2	3	4	5	8
)							
(R25	Rugby or Rippa Rugby	1	2	3	4	5	8
)							
(R26	Rugby league	1	2	3	4	5	8
)							
(R27	Touch	1	2	3	4	5	8
)							
(R28	Ki-o-rahi	1	2	3	4	5	8
)							
(R29	Netball	1	2	3	4	5	8
)							
(R30	Basketball or Mini-ball	1	2	3	4	5	8
)							
(R31	Cricket	1	2	3	4	5	8
)							
(R76	Football/soccer	1	2	3	4	5	8
)							
(R77	Futsal	1	2	3	4	5	8
)							
(R33	Hockey or floorball	1	2	3	4	5	8
)							
(R34	Badminton	1	2	3	4	5	8
)							
(R35	Volleyball or Kiwi Volley	1	2	3	4	5	8
)							
(R36	Golf	1	2	3	4	5	8
)							
(R37	Tennis	1	2	3	4	5	8
)							
(R38	Table tennis	1	2	3	4	5	8
)							
(R39	Softball or T-ball	1	2	3	4	5	8
)							
(R40	Adventure racing	1	2	3	4	5	8
)							
(R41	Orienteering	1	2	3	4	5	8
)							
(R42	Skiing	1	2	3	4	5	8
)							
(R43	Snowboarding	1	2	3	4	5	8
)							
(R44	Karate	1	2	3	4	5	8
)							



(R45 ) Waka ama	1	2	3	4	5	8
(R46 ) Games (e.g. four square, tag, bull rush, dodgeball)	1	2	3	4	5	8
(R47 ) Ultimate Frisbee	1	2	3	4	5	8
(R48 ) Parkour	1	2	3	4	5	8
(R49 ) Trampoline	1	2	3	4	5	8
(R50 ) Kapa haka	1	2	3	4	5	8
(R51 ) Playing on playground (e.g. jungle gym)	1	2	3	4	5	8
(R52 ) Horse riding (e.g. Pony club)	1	2	3	4	5	8
(R53 ) Surf Life saving	1	2	3	4	5	8
(R54 ) Handball	1	2	3	4	5	8
(R55 ) Playing (e.g. running around, climbing trees, make-believe)	1	2	3	4	5	8
(R10 0) Something else? What was it?	1	2	3	4	5	8
(R10 2) Something else? What was it?	1	2	3	4	5	8
(R10 3) Something else? What was it?	1	2	3	4	5	8

Q22

**Ask all**

Would <you / <name>> **like** to be doing more physical activity for sport, PE, exercise or fun than what <you do/ he / she does> now?  
[SA]

Yes - I would like to be doing more

No

Code	Route
1	
2	



Q23

**Ask if 8+**

**Only show code 20 if Q3=code 14 (respondent not at school)**

**If you said 'yes' to Q22:**

Why <are you / is <name>> not doing as much physical activity as <you / he / she> would like?

**If you said 'no' to Q22:**

Why <do you / does <name>> **not** want to do more than <you are / he / she is> currently doing? [MA]

**PROBE** You can select more than one reason.

	Code	Route
Too hard to get to training, games or competitions	08	
No places nearby to do what I want to do	09	
<I don't / Doesn't> have the equipment I need	30	
<My family / Family> can't afford it	11	
Too busy	13	
<I'm / Is> too tired / don't have the energy	22	
It's too hard to motivate <myself / himself / herself>	26	
<I'm / Is> not fit enough	02	
<I am / Is> am injured	05	
<I have / <name> has>> a disability that prevents <me / him / her> from participating	06	
<I'm / Is> too sick	03	
<I don't / Doesn't> like to sweat	18	
<I don't / Doesn't> feel safe	16	
<I'm not / Not> not confident enough	21	
<I don't / Doesn't> know how to	01	
<I don't / He / She doesn't> want to fail	23	
<My / He / her> school doesn't offer physical activities <I'm / they're> interested in	10	
(only show to those not at school) Too hard now that I have left school	20	
(only show to those at school) PE / fitness classes at school are not fun	28	
Not enough PE offered at school	29	
<My parents / We> want me to focus on <my /> schoolwork / other activities	12	
<My / his / her> friends aren't physically active	07	
Other people discourage <me / <name>> from being physically active	17	
<del>I have no one to do it with/</del> <I have / Has> no one to do physical activity with	27	
<I don't / Doesn't> feel welcome	04	



<I don't / Doesn't> like other people seeing me being physically active	19	
<I prefer / Prefers> to do other things	14	
	15	
<I find / Finds> physical activity boring.....		
The weather	33	
Can't fit it in with other family member's activities	32	
(if Q22=2) <I / He / she> already <do / does> already do a good amount of physical activity .....	24	
(if Q22=2) <I am / he / she is> not interested in sport or physical activity	25	
Another reason, please tell us why:	98	

Q24

**Ask if Q23=code 4 (said that 'People like me are not that welcome')**

You said one of the reasons you are not doing as much physical activity as you would like was because you don't feel welcome. Why is that?[MA]

	Code	Route
My gender	1	
My age	2	
My ethnicity	3	
My sexual orientation	4	
My disability	5	
I'm not good enough	6	
My size/ weight	7	
My culture	12	
My religion	13	
Some other reason, please specify why:	98	

Q70

**Ask if Q23=code 13 (said that 'Too busy')**

You said you are too busy for more physical activity. What are you too busy with? [MA]

	Code	Route
School work	1	
Work / job	2	
Other physical activity	3	
Other hobbies	4	
Something else	8	



Q71

**Ask if Q23=code 14 (said that 'I prefer to do other things')**  
**OR if Q70=code 4 (i.e. too busy spending time on other hobbies)**

**Wording if Q23=code 14:**

You said you prefer to do other things. What is it that you prefer doing?

**Wording if Q70=code 4 AND Q23 code 14 not selected:**

You said you are too busy with other hobbies. What hobbies are you spending your time on? [MA]

Music

Film

Theatre

Comedy

Crafts

Art

Electronic games

Travel

Food

Reading

Spending time with family or friends

Something else, please tell us what?

Code	Route
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
98	

Q72

**Ask if Q23=code 24 (said that 'I already do a good amount of physical activity')**

You said you already do a good amount of physical activity. Please specify where your physical activity comes from: [MA]

Through sport, PE, exercise or fun

Through work

Through caregiving

Something else, please tell us what?

Code	Route
1	
2	
3	
98	

Q25N

**Ask if Q22 =1 (not doing as much activity as they would like)**

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

**Show code 1 after code 3**

**Show code 50 after code 28**

**Show code 51 after code 46**

**Show code 53 after code 17**

Code	Route



**Show code 54 after code 32**  
**Show code 55 after code 51**

Walking for fitness	001
Running or jogging	074
Cross-country	075
Tramping or bush walks	003
Triathlon or duathlon	004
Cycling or biking	005
Mountain biking	006
Skateboarding	007
Scootering	008
Rollerblading	009
Athletics or track and field	010
Workout (weights or cardio)	011
Group exercise class (e.g. aerobics, CrossFit, Jump Jam)	012
Indoor climbing	013
Gymnastics (e.g. rhythmic, artistic)	014
Dance/dancing (e.g. ballet, hip hop etc)	015
Cheerleading	016
Swimming	017
Surfing	018
Bodyboarding or boogie boarding	019
Rowing	020
Canoeing or kayaking	021
Sailing or yachting	022
Fishing	023
Water polo or Flippa Ball	024
Rugby or Rippa Rugby	025
Rugby league	026
Touch	027
Ki-o-rahi	028
Netball	029
Basketball or Mini-ball	030
Cricket	031
Football/soccer	076
Futsal	077
Hockey or floorball	033
Badminton	034



Volleyball or Kiwi Volley	035
Golf	036
Tennis	037
Table tennis	038
Softball or T-ball	039
Adventure racing	040
Orienteering	041
Skiing	042
Snowboarding	043
Karate	044
Waka ama	045
Games (e.g. four square, tag, bull rush, dodgeball)	046
Ultimate Frisbee	047
Parkour	048
Trampoline	049
Kapa haka	050
Playing on playground (e.g. jungle gym)	051
Horse riding (e.g. Pony club)	052
Surf Life saving	053
Handball	054
Playing (e.g. running around, climbing trees, make-believe)	055
Something else? What was it?	101
Don't know	104

Q25

**Show those selected at Q25N**

**Autocode if only one activity was selected at Q25N**

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

**Show code 1 after code 3**

**Show code 50 after code 28**

**Show code 51 after code 46**

**Show code 53 after code 17**

**Show code 54 after code 32**

**Show code 55 after code 51**

	Code	Route
Walking for fitness	001	
Running or jogging	074	
Cross-country	075	
Tramping or bush walks	003	



Triathlon or duathlon	004
Cycling or biking	005
Mountain biking	006
Skateboarding	007
Scootering	008
Rollerblading	009
Athletics or track and field	010
Workout (weights or cardio)	011
Group exercise class (e.g. aerobics, CrossFit, Jump Jam)	012
Indoor climbing	013
Gymnastics (e.g. rhythmic, artistic)	014
Dance/dancing (e.g. ballet, hip hop etc)	015
Cheerleading	016
Swimming	017
Surfing	018
Bodyboarding or boogie boarding	019
Rowing	020
Canoeing or kayaking	021
Sailing or yachting	022
Fishing	023
Water polo or Flippa Ball	024
Rugby or Rippa Rugby	025
Rugby league	026
Touch	027
Ki-o-rahi	028
Netball	029
Basketball or Mini-ball	030
Cricket	031
Football/soccer	076
Futsal	077
Hockey or floorball	033
Badminton	034
Volleyball or Kiwi Volley	035
Golf	036
Tennis	037
Table tennis	038
Softball or T-ball	039
Adventure racing	040



Orienteering	041
Skiing	042
Snowboarding	043
Karate	044
Waka ama	045
Games (e.g. four square, tag, bull rush, dodgeball)	046
Ultimate Frisbee	047
Parkour	048
Trampoline	049
Kapa haka	050
Playing on playground (e.g. jungle gym)	051
Horse riding (e.g. Pony club)	052
Surf Life saving	053
Handball	054
Playing (e.g. running around, climbing trees, make-believe)	055
Something else? What was it?	101
Don't know	104

Q95

**Ask 15+**

**Ask if Q12 =1 OR Q13 NOT 104 (done PA in the last 7 days)**

In the last **7 days**, did you do muscle strengthening activities on at least **3 days**?

**PROBE** Muscle strengthening activity could include skipping, jumping, weights, sports like football, tennis, rugby, and exercises like push-ups, pull-ups, sit-ups. [SA]

Yes

No

Don't know

Code	Route
1	
2	
9	

Q27

**Only ask those who have done PA in last 7 days (Q13 = any activities selected)**

**Do not show <(outside of PE or Fitness Classes at school)> if not at school at Q3**

In the last **7 days** 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? [MA]

**PROBE Please tick all that apply to you**

Yes - one on one training (just me and the coach)

Code	Route
1	



- Yes - in a group
- Yes - online (e.g. YouTube, websites, videos, apps)
- Yes - from books or magazines
- No - I have not had any coaching or instruction

2	
3	
5	
4	

Q28

**Only ask those who have done PA in last 7 days (Q13 = any activities selected)**

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

- Yes
- No

Code	Route
1	
2	

**Teams and Sports Games**

Q29

**Ask all**

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

And how many have you been in **outside of school**? [SA]

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

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

At school	Outside of school
1	1
2	2
3	3
4	4
5	5



Q31

**Show code 5 before code 4**

**Ask 12 plus**

What is the **highest level** of sport you have played in the last **12 months**?[SA]

I don't play sport

I've just played socially for fun with family and friends

I've played in school or club competitions

I've been selected as a member of a top school or club sports team (e.g. Rugby First XV, Netball 'A' team)

I have represented my school or club for a regional competition or event

I've represented my region (e.g. Canterbury or Auckland)

I've represented New Zealand

Code	Route
1	
2	
3	
4	
5	
6	
7	

Q79

**Ask 12 plus**

**Ask If Q31 =3-7**

**Q31=3 insert [played in school or club competitions]**

**Q31=4 insert [were selected as a member of a top school or club sports team (e.g. Rugby First XV, Netball 'A' team)]**

**Q31=5 insert [represented your school or club for a regional competition or event]**

**Q31=6 insert [represented your region (e.g. Canterbury or Auckland)]**

**Q31=7 insert [represented New Zealand]**

And in the last 12 months when you [insert response from Q31 as stated above] was this for ... SA]

A school team or group

A club outside of school

Both

Code	Route
1	
2	
3	

Q86

**Ask all**

In the last 12 months, have you participated in any physical activity for sport, PE, exercise or fun, through any of the following groups?

YMCA (including YMCA before/after school care, outdoor recreation programmes, holiday programmes, camps, youth leadership programmes and classes/activities held at the YMCA)

Duke of Edinburgh

Scouts NZ (including Keas, Cubs, Scouts, Venturers and Rovers)

Girl Guiding NZ (including Pippins, Brownies, Guides and Rangers)

New Zealand Outdoor Instructor Association (NZOIA)

New Zealand Mountain Safety Council (NZMSC)

Code	Route
1	
2	
3	
4	
5	
6	



New Zealand Alpine Club  
None of the above

7	
97	



Q32

**Ask if 12 plus**

**Ask If Q31 =2-7**

Are you training towards being selected to represent a region or country in sport?[SA]

Yes

No

Code	Route
1	
2	

Q33

In the last **12 months** have you been to a **professional** sports game? [SA]

**PROBE** Like a Super Rugby game, a Championship Netball game or X Games.

Yes

No

Code	Route
1	
2	

**<Events> (those aged 5-11) or <Events, High performance sports, Leadership and Volunteering> (those aged 12-17)**

Q35

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

*Please exclude any sports tournaments. [MA]*

Triathlon / duathlon events (e.g. Weet-Bix Triathlon)

Running / walking events (anything up to 10ks e.g. fun runs)

Endurance running/ walking events (anything longer than 10ks e.g. half marathon)

Biking events (e.g. The Kids' Bike Jam)

Fishing events (e.g. Take a Kid Fishing)

Swimming events (e.g. Ocean Swims)

I have not taken part in any of these events

Another event, what was this?

Code	Route
01	
02	
03	
04	
05	
06	
07	
98	

Q36

**Ask if aged 12+**

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?[MA]

**PROBE** Please tick all that apply to you

Coach or assistant coach

Official (e.g. referee, umpire, scorer)

Code	Route
01	
02	



- Team manager or assistant manager
- Club administrator
- Helper (e.g. ball boy or ball girl)
- Lifeguard
- Team captain
- Activity leader (e.g. Kapa Haka leader)
- Event organiser for a physical activity or event
- No - I have not done any of these in the last 12 months

03	
04	
05	
06	
07	
08	
09	
10	

Q37 **Show on same screen as previous question**  
**Only ask those 12+**

Are you going to do any of the roles above in the **next 12 months?**  
 [SA]

- Yes - definitely
- Yes - maybe
- No

Code	Route
1	
2	
3	

Q36b

**Ask if aged 12+**  
**Only ask those who have volunteered in the last 12 months**  
**(Q36=1-9)**  
**Only show those selected at Q36**

And have you done any of these roles in the last **7 days** outside of PE or classes at school?[MA]

**PROBE** *Please tick all that apply to you*

- Coach or assistant coach
- Official (e.g. referee, umpire, scorer)
- Team manager or assistant manager
- Club administrator
- Helper (e.g. ball boy or ball girl)
- Lifeguard
- Team captain
- Activity leader (e.g. Kapa Haka leader)
- Event organiser for a physical activity or event
- No - I have not done any of these in the last 7 days

Code	Route
01	
02	
03	
04	
05	
06	
07	
08	
09	
10	

**<Your / <name>'s> attitudes towards physical activity**



The next few questions are about what **<you think or feel / <name> 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 / <name> thinks and feels>**. There are no wrong answers.

Q39

a **RANDOMISE SPLIT INTO TWO GRIDS**

Please select a box on each line to show how much **<you agree or disagree / <name> agrees or disagrees>** with each statement. [SA]

	Disagree a lot	Disagree a little	Neither disagree or agree	Agree a little	Agree a lot
(R1) <b>(ALL)</b> I <like/liked> PE or fitness classes at school	1	2	3	4	5
(R2) <b>[PHYSICAL LITERACY] (ALL)</b> People in my life encourage me to take part in physical activities	1	2	3	4	5
(R3) <b>(12 plus)</b> I like to do the physical activities that my friends do	1	2	3	4	5
(R5) <b>(12 plus)</b> I love challenging myself and trying to win	1	2	3	4	5
(R6) <b>(ALL)</b> I like being physically active	1	2	3	4	5
(R8) <b>(12 plus)</b> I like my parents/family to be involved in my sport and physical activities	1	2	3	4	5
(R9) <b>(12 plus)</b> I find electronic games more exciting to play than the real life ones	1	2	3	4	5
(R10) <b>(ALL)</b> I like school	1	2	3	4	5
(R11) <b>(15-17)</b> I prefer physical activities that allow me to follow my own schedule rather than someone else's	1	2	3	4	5
(R12) <b>(15-17)</b> I prefer to do physical activity that is more flexible and less structured	1	2	3	4	5
(R15) <b>[PHYSICAL LITERACY] (ALL)</b> I am good at lots of different physical activities	1	2	3	4	5
(R16) <b>[PHYSICAL LITERACY] (ALL)</b> I have the chance to do the physical activities I want	1	2	3	4	5
(R17) <b>[PHYSICAL LITERACY] (ALL)</b> I want to take part in physical activities	1	2	3	4	5
(R18) <b>[PHYSICAL LITERACY] (ALL)</b> I understand why taking part in physical activity is good for me	1	2	3	4	5
(R19) <b>[PHYSICAL LITERACY] (ALL)</b> I feel confident to take part in lots of different activities	1	2	3	4	5



(R20) <b>(ALL)</b> Being physically active is fun	1	2	3	4	5
(R21) <b>(8 plus)</b> Sport and other physical activities give me confidence	1	2	3	4	5
(R22) <b>(15-17)</b> I choose physical activity that suits my mood at the time	1	2	3	4	5
(R23) <b>(ALL)</b> Being physically active makes me feel good	1	2	3	4	5
(R24) <b>(ALL)</b> I have support in my community to do the physical activities I want	1	2	3	4	5
(R25) <b>(ALL)</b> I have access to spaces and places where I can do the physical activities I want	1	2	3	4	5

## SPORT

Q39

b **RANDOMISE**

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. 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).

Please select a box on each line to show how much <you agree or disagree / <name agrees or disagrees> with each statement.

	Disagree a lot	Disagree a little	Neither disagree or agree	Agree a little	Agree a lot
(R1) <b>(ALL)</b> I am good at sport	1	2	3	4	5
(R2) <b>(12 plus)</b> I want to represent my country or region	1	2	3	4	5
(R3) <b>(12 plus)</b> I enjoy watching, listening to and reading about sports	1	2	3	4	5
(R5) <b>(12 plus)</b> I like playing sport with a team	1	2	3	4	5
(R6) <b>(ALL)</b> Successful NZ athletes or sports teams make me want to be more physically active	1	2	3	4	5
(R7) <b>(ALL)</b> I enjoy playing sport	1	2	3	4	5
(R8) <b>(12 plus)</b> I have learned many essential life skills through playing sport (e.g. teamwork and cooperation)	1	2	3	4	5
(R10) <b>(ALL)</b> NZ athletes and sports teams make good role models	1	2	3	4	5



**Q11 RANDOMISE**  
**7 Ask if 12 plus**

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

**PROBE** Please select one answer for each of the 3 statements

	1 = No trust at all	2	3	4	5 = Complete trust	Don't know
(R1) How much do you trust <b>New Zealand's sports organisations</b> to handle integrity issues appropriately and effectively?	1	2	3	4	5	99
(R2) How much do you trust <b>New Zealand's athletes and teams</b> to act with integrity?	1	2	3	4	5	99
(R3) How much do you trust <b>New Zealand's high performance sports coaches and managers</b> to act with integrity?	1	2	3	4	5	99

**Q87 Ask if 12 plus**

Thinking about your physical activity over the last **six months**, which of the following would best describe you? [SA]

- I have not been physically active regularly and don't plan to start
- I have not been physically active regularly but might start in the next 6 months
- I have not been physically active regularly but am trying to get into the habit of physical activity regularly
- I have started being physically active regularly within the last 6 months and am still doing so
- I started being physically active regularly in the last 6 months but have stopped again
- I have been physically active regularly for more than 6 months
- Don't know

Code	Route
1	
2	
3	
4	
5	
6	
99	

**Q74**

**Only ask those in year 11/12/13 or who have left school (Q3=12-15)**

Which of the following best describes when you participated in Physical Education (PE) or fitness classes at school? [SA]

- I stopped doing PE as soon as it was no longer compulsory
- I chose to continue doing PE as a subject when it was no longer

Code	Route
1	
2	



compulsory  
Don't know / not applicable

9	
---	--

## HEALTH

Q39

c **RANDOMISE**  
**R1 – only insert 'on schoolwork' if at school**

The next few statements are about other aspects of physical activity and health.

Please select a box on each line to show how much <you agree or disagree / <name agrees or disagrees> with each statement. [SA]

	Disagree a lot	Disagree a little	Neither disagree or agree	Agree a little	Agree a lot
(R1) <b>(ALL)</b> After doing physical activity, I find it easier to concentrate <on schoolwork>	1	2	3	4	5
(R5) <b>(ALL)</b> I worry I might get hurt when I do physical activity	1	2	3	4	5

## Some questions about the things you do

Q41

What do you **usually** do outside of school (e.g. before or after school, and at the weekends)? [SA]

I mostly read, watch TV, listen to music, am on my cell phone, tablet or play on the computer or games console

I mostly do things that are physically active

I do about the same amount of both of these

Code	Route
1	
2	
3	

Q77

**Ask if aged 15+**

Do you **currently** belong to a gym or fitness centre? [SA]

Yes

No

Code	Route
1	
2	

Q78

**Online link only allows responses of 0 to 99**

**Ask if belongs to the gym or fitness centre (Q77 =1)**

**Please make appropriate sized text box for numerical entry**



How many times in the last **7 days** have you been to your gym or fitness centre?

---



---



---

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q42 **Insert a text box for hours**

**Compulsory**

**Accept answers under 24 only**

On average, how many hours of sleep do you get a night?

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<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q44

Outside of school or work, on a normal **weekday** how many hours do you spend each day looking at a screen?

*This could include watching TV, watching movies, on a computer, cell phone, tablet or PlayStation or Xbox.*

*Please include any time spent on a screen for homework. [SA]*

Less than 2 hours

2 to 4 hours

5 to 7 hours

8 or more hours

Code	Route
1	
2	
3	
4	

Q88

On a normal **weekday** how many hours each day do you spend gaming (i.e. playing digital interactive games on a computer, game console (e.g. Xbox or Playstation) or phone or tablet)? [SA]

Less than 2 hours

2 to 4 hours

5 to 7 hours

Code	Route
1	
2	
3	



8 or more hours

4	
---	--

Q45

Outside of school or work, on a normal **weekend day** how many hours do you spend each day looking at a screen?

*This could include watching TV, watching movies, on a computer, cell phone, tablet or PlayStation or Xbox.*

*Please include any time spent on a screen for homework.* [SA]

Less than 2 hours

2 to 4 hours

5 to 7 hours

8 or more hours

Code	Route
1	
2	
3	
4	

Q89

On a normal **weekend day** how many hours each day do you spend gaming? [SA]

Less than 2 hours

2 to 4 hours

5 to 7 hours

8 or more hours

Code	Route
1	
2	
3	
4	

Q90

Thinking about e-sports (the competitive playing of video games), in the last 12 months have you....

Watched others competing in an e-sports event (either in person or online)

Competed in an e-sports event

Yes	No	Don't know
1	2	99
1	2	99

Q48

**Ask all**

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

1 - Very unhappy

2

3

4

5

6

7

8

9

Code	Route
01	
02	
03	
04	
05	
06	
07	
08	
09	



10 - Very happy

10	
----	--

**Some more questions about <you/<name>>**

Sport New Zealand wants to collect information about New Zealanders that is inclusive and representative of our diverse communities. For this reason, we are asking the following questions which you may find of a personal nature. 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.

**Do not show the back button for the rest of the survey**

Q8 Which country were you born in?[SA]

- New Zealand
- Australia
- Cook Islands
- China (People’s Republic of)
- India
- Philippines
- Samoa
- South Africa
- United Kingdom (England, Scotland, Wales, Northern Ireland)
- United States of America
- Other, please tell us where?

Code	Route
01	
02	
03	
04	
05	
17	
06	
07	
08	
09	
98	

Q7 **Only ask if not born in NZ**  
How long have you been living in New Zealand for? [SA]

- Less than five years
- More than five years

Code	Route
1	
2	

Q5 Which ethnic group or groups <do you/does <name>> identify with or belong to? [MA]  
**PROBE If Q60=1 Please tick ALL that apply to you**  
**If Q60=2/3 Please tick ALL that apply to <name>**

- New Zealand European
- Other European
- New Zealand Māori
- Cook Island Māori
- Samoaan

Code	Route
01	
02	
03	
04	
05	



Tongan	06	
Niuean	07	
Fijian	08	
Filipino	14	
Chinese	09	
Indian	10	
African	11	
Latin American	12	
Middle Eastern	13	
Other, please specify:	98	
Don't know	99	

Q91	<b><u>Ask if 12 plus (Q2 = 8-13)</u></b>	Code	Route
	<b><u>Show code 96 at the bottom of the list</u></b>		
	What is your religion? [SA]		
	No religion	1	
	Christian (e.g. Anglican, Catholic, Presbyterian, Methodist, Ratana, Ringatū)	2	
	Buddhist	3	
	Hindu	4	
	Muslim	5	
	Jewish	6	
	Other, please specify:	98	
	Prefer not to say	96	

Q92	<b><u>Ask all</u></b>	Code	Route
	<b><u>Compulsory question</u></b>		
	What sex <are you / is <name>>? [SA]		
	<b>PROBE</b> Sex refers to the biological sexual characteristics of a person and is assigned at birth		
	Male	1	
	Female	2	

Q9	<b><u>Ask all</u></b>	Code	Route
	<b><u>Code 3 = only shown for those aged 12+ (Q2=8-13)</u></b>		
	<b><u>Compulsory question</u></b>		



What gender <do you / does <name>> identify with? [SA]

**PROBE** Gender refers to a person's internal sense of identity and may or may not correspond with sex recorded at birth

- Male
- Female
- Another gender

1	
2	
3	

Q50N

The next question is about difficulties <you / <name>> may have doing certain activities because of a **health problem**. <Do you / Does <name>> have difficulty...

*Please select one answer for each of the 6 statements [SA]*

- (R1) Seeing, even if wearing glasses
- (R2) Hearing, even when using a hearing aid
- (R3) Walking or climbing steps
- (R4) Remembering or concentrating
- (R5) Washing all over or dressing
- (R6) Communicating, using <your/his/her> 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
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4

Q54

Which of the following apply to you?

*Please select all that apply [MA]*

- I use a wheelchair
- I am dealing with an ongoing **physical** illness, disability or disease
- I am dealing with an ongoing **mental** illness, disability or disease
- None of the above

Code	Route
2	
5	
6	
97	

Q93

**Ask if Q50N = 2,3,4 for any of R1 to R6**  
**Code 9= single answer**

Thinking again about the physical activity <you have / <name> has> done over the past week. Did you do any of this physical activity with...

*Please select all that apply [MA]*

Code	Route



People with a similar impairment to <you / him / her>  
 People with a different impairment to <you / him / her>

1	
2	
3	
4	
9	

People without impairments  
 Alone

Not done any activity in the last week

**Q94 Ask if Q50N = 2,3,4 for any of R1 to R6**

Some people with impairments prefer to do physical activity with people who also have impairments, while some prefer to do physical activity with people who do not have impairments. Which one of the following best describes <you / <name>>... [SA]

Code	Route
1	
2	
3	
4	
5	
6	
7	

<I prefer / he / she prefers> to do physical activity with other people who have a similar impairment to <me / him / her>

<I prefer / he / she prefers> to do physical activity with other people who have an impairment, but not necessarily similar to <mine / his / hers>

<I prefer / he / she prefers> to do physical activity with people with and without impairments

<I prefer / he / she prefers> to do physical activity with people without impairments

<I prefer / he / she prefers> to do physical activity alone

.....  
 It depends on the activity

<I don't / he / she doesn't> have a preference



Q53

**Ask 12 plus**

Do you have a regular part-time or full-time job? [SA]

No

Yes, a part-time job (34 hours or less per week)

Yes, a full-time job (over 35 hours per week)

Code	Route
1	
2	
3	

**ENSURE TO ADD CURRENT YEAR TO DROP DOWN**

Q75a

**COMPULSORY TO ANSWER**

**Use drop downs for calendar – prompt twice for a year at minimum**

When <were you / was <name>> born? [SA]

Code	Route
1	

Q75b

**COMPULSORY TO ANSWER**

**ASK if no answer at Q75s**

**Use drop downs for calendar – Year range 1999 - 2017**

What year <were you / was <name>> born? [SA]

Code	Route
1	

Q59

**If Q60=2 or 3 Ask Version A of question.**

**If Q60 = 1 Ask Version B**

**Version A:** Can you please indicate how much <<insert name>> 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? [SA]

Very involved

Quite involved

Not very involved

Not at all involved

Code	Route
1	
2	
3	
4	

**International Physical Activity Questions**

**Ask if aged 12+**

*This next section is about the different ways in which you are active. These are international questions, used in surveys across countries. Some of these questions may feel similar to ones*



*you have already answered but we need to ask them in this way to understand how you are active in different parts of your life (e.g. at home, for recreation or for getting from A to B).*

Think about all the **vigorous** and **moderate** activities that you did in the last 7 days.

By the last seven days we mean five school days and two weekend days.

**Vigorous** physical activities refer to activities that take hard physical effort and make you breathe much harder than normal.

**Moderate** activities refer to activities that take moderate physical effort and make you breathe somewhat harder than normal.

**Part 1: School-related physical activity**

Part 1 is about the physical activities that you have been doing the last 7 days **during school hours** (during the lessons and during breaks). Transportation to and from school are NOT included.

A. During physical education classes

Q100 **Ask all**

**Show on same screen as part 1 intro**

How many lessons (school hours) of physical education did you have during the last seven days? [SA]

(R1) ...

None	1 day	2 days	3 days	4 days	Other, please specify
0	1	2	3	4	5

Q10 **Ask if Q100 R1 = 1 to 5**

1 **Please made appropriate sized text box**

How much time did you spend in TOTAL on **walking** during these physical education lessons?

\_\_\_hours \_\_\_minutes during the last 7 days

Q10 **Show on same screen as previous question**



2 **Ask if Q100 R1 = 1 to 5**  
**Please made appropriate sized text box**

How much time did you spend in TOTAL during these physical education lessons on **physical activities** such as sport, running, playing?

\_\_\_hours \_\_\_minutes physical activity during the last 7 days

B. During breaks and free time between classes

Q10 **Ask all**  
 3 During the last 7 days, on how many days did you do the following, during breaks and free time, for at least 10 minutes ....

	Non e	1 day	2 day s	3 day s	4 day s	5 day s
(R1) ... VIGOROUS physical activity, that make you breathe much harder than normal?	0	1	2	3	4	5
(R2) ... MODERATE physical activity, that make you breathe somewhat harder than normal?	0	1	2	3	4	5
(R3) ...WALK	0	1	2	3	4	5

Q10 **Ask if Q103 R1 = 1 to 5**  
 4 **Please made appropriate sized text box**

How much time did you usually spend during breaks and free time at school on one of those days doing **vigorous physical activities**?

\_\_\_hours \_\_\_minutes per day



Q10 **Show on same screen as previous question**  
 5 **Ask if Q103 R2 = 1 to 5**  
**Please made appropriate sized text box**

How much time did you usually spend during breaks and free time at school on one of those days doing **moderate physical activities**?

\_\_\_hours \_\_\_minutes per day

Q10 **Show on same screen as previous question**  
 6 **Ask if Q103 R3 = 1 to 5**  
**Please made appropriate sized text box**

How much time did you usually spend during breaks and free time at school on one of those days **walking**?

\_\_\_hours \_\_\_minutes per day

**Part 2: Housework, house maintenance and gardening**

This second part is about physical activity that you might have been doing during the last 7 days in and around the house.

Q107 **ASK ALL**  
 During the last 7 days, on how many days did you do physical activities in the garden or in home like vacuuming, carrying loads, mowing lawns, hanging washing, and gardening?

(R1) ...

None	1 day	2 day s	3 day s	4 day s	5 day s	6 day s	7 day s
0	1	2	3	4	5	6	7

Q10 **Ask if Q107 R1 = 1 to 7**  
 8 **Please made appropriate sized text box**

How much time did you usually spend on those activities in the home and yard on such a day?



\_\_\_hours \_\_\_minutes per day

**Part 3: Transportation physical activity**

These questions are about how you travelled from place to place, including to places like school, stores, sports and social events.

Q10 **Ask all**  
9 During the **last 7 days**, on how many days did you **travel ...**

	None	1 day	2 days	3 days	4 days	5 days	6 days	7 days
(R1) ... IN A MOTOR VEHICLE like train, bus or car?	0	1	2	3	4	5	6	7
(R2) ... WITH A BICYCLE?	0	1	2	3	4	5	6	7
(R3) ... BY FOOT?	0	1	2	3	4	5	6	7

Q11 **Ask if Q109 R1 = 1 to 7**  
0 **Please made appropriate sized text box**

How much time did you usually spend on one of those days **travelling by motor vehicle**?

\_\_\_hours \_\_\_minutes per day

Q11 **Show on same screen as previous question**  
1 **Ask if Q109 R2 = 1 to 7**  
**Show on same screen as previous question**  
**Please made appropriate sized text box**

How much time did you usually spend on one of those days **bicycling** from place to place?

\_\_\_hours \_\_\_minutes per day

Q11 **Show on same screen as previous question**  
2 **Ask if Q109 R3 = 1 to 7**  
**Show on same screen as previous question**



**Please made appropriate sized text box**

How much time did you usually spend **walking** from place to place on one of those days?

\_\_\_hours \_\_\_minutes per day

**Part 4: Recreation, sport, and leisure-time physical activity**

This section is about all the physical activities that you did in the **last 7 days** solely for recreation, sport, exercise or leisure. **Please do not include any activities you have already mentioned.**

Q11 **Ask all**

3 During the last 7 days on how many days did you do one of the following for at least 10 minutes at a time **in your leisure time?** (not including activities you already mentioned)

	None	1 day	2 days	3 days	4 days	5 days	6 days	7 days
(R1) ... WALK	0	1	2	3	4	5	6	7
(R2) ... VIGOROUS physical activities like hiking uphill, running, fast bicycling, fast swimming, soccer, netball or rugby?	0	1	2	3	4	5	6	7
(R3) ...MODERATE physical activities like hiking on flat, gentle jogging, bicycling or swimming at a regular pace or volleyball?	0	1	2	3	4	5	6	7

Q11 **Ask if Q113 R1 = 1 to 7**

4 **Please made appropriate sized text box**

How much time did you usually spend on one of those days **walking** in your leisure time?

\_\_\_hours \_\_\_minutes per day

Q11 **Show on same screen as previous question**

5 **Ask if Q113 R2 = 1 to 7**

**Please made appropriate sized text box**

How much time did you usually spend on one of those days **on vigorous physical activity** in your leisure time?



\_\_\_hours \_\_\_minutes per day

Q11 **Show on same screen as previous question**  
 6 **Ask if Q113 R3 = 1 to 7**  
**Please made appropriate sized text box**

How much time did you usually spend on one of those days **on moderate physical activity** in your leisure time?

\_\_\_hours \_\_\_minutes per day

**HIGH PERFORMANCE SECTION (don't show this title in the survey)**  
**This whole section is only asked of those aged 12+**

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 New York Nets, or Wellington Pulse).

QHP0 **Ask if aged 12+**  
 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?**  
 [SA]

- Not at all interested
- Slightly interested
- Moderately interested
- Very interested

Code	Route
1	
2	
3	
4	

QHP1 **Ask if aged 12+**  
 1 Thinking about the different ways in which you follow **high performance sport**, in the last seven days how many times have you? [SA]  
**PROBE** Please select one answer for each statement.

	0	1	2	3	4	5	6	7	8+
R1 Read about it in the newspaper	0	1	2	3	4	5	6	7	8
R2 Attended a professional sports event	0	1	2	3	4	5	6	7	8
R3 Used social media to follow it	0	1	2	3	4	5	6	7	8
R4 Watched it live on television or another	0	1	2	3	4	5	6	7	8



	device									
R5	Listened to it on the radio	0	1	2	3	4	5	6	7	8
R6	Started conversations with others about it	0	1	2	3	4	5	6	7	8
R7	Watched replays of it or shows/programmes about it on television or another device	0	1	2	3	4	5	6	7	8

- QHP1 **Ask if aged 12+ AND IF QHP11 R2, R4 = NOT 0**  
2
- Who did you watch it with? [MA]
- R1 By myself
  - R2 My partner/spouse
  - R3 Family members other than my partner/spouse
  - R4 Close friends
  - R5 Co-workers or classmates
  - R6 Club members
  - R7 Other (please specify) \_\_\_\_\_

Code	Route
1	
2	
3	
4	
5	
6	
7	

- QHP1 **Ask if aged 12+ AND IF QHP11 R2, R4 = NOT 0**  
3
- Where did you watch it? [MA]
- R1 At a sports venue (e.g. a stadium)
  - R2 At home
  - R3 At a friend's home
  - R4 At a family member's home
  - R5 At a bar or a pub
  - R6 At a sports club
  - R7 In my office, workplace or school
  - R8 On the move
  - R9 Other (please specify) \_\_\_\_\_

Code	Route
1	
2	
3	
4	
5	
6	
7	
8	
9	

**PLEASE SHOW THE FOLLOWING INTRODUCTION TEXT ON THE SAME PAGE AS QHP14**

The next question is about **how much time** you spend following high performance sport in your leisure time.

*Leisure time is when you are not:*



- working
- studying for school, college or wananga
- doing personal care tasks like sleeping, eating or grooming
- doing unpaid tasks like childcare or housework.

**QHP1** Please make appropriate sized text box one for hours and one for minutes  
**4** Ask if aged 12+ AND IF QHP11 R1-R7 = NOT 0  
CAN'T BE MORE THAN 24HRS  
[OE] Hours  
[OE] Minutes

In the last 24 hours, how much leisure time did you have outside work, study, personal care and unpaid tasks?

---



---



---

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**QHP15** Please make appropriate sized text box one for hours and one for minutes  
Ask if aged 12+ AND IF QHP11 R1-R7 = NOT 0  
CAN'T BE MORE THAN QHP14  
[OE] Hours  
[OE] Minutes

How much of this leisure time did you spend following high performance sport as your main focus?  
*(e.g. attending live sports events, watching high performance sport on TV or on a device, listening to sport, or looking at or sharing content on social media)?*

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<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**QHP1** Please make appropriate sized text box one for hours and one for minutes  
**6** Ask if aged 12+ AND IF QHP11 R1-R7 = NOT 0 AND if QHP15 = NOT 0  
minutes/hours  
CAN'T BE MORE THAN 24HRS  
[OE] Hours



**[OE] Minutes**

Again, please think of the last 24 hrs. How much time did you spend following high performance sport while you were doing other things too? (e.g. driving while listening to sport, cooking with a game on the TV, travelling on the bus and reading the sports news)

---



---



---

<input type="text"/>							
<input type="text"/>							

QHP1 **Ask if aged 12+**  
 For the next few questions, we want you to think **just about New Zealand's high performance athletes and sports teams** in general, how interested would you say you are in one or more of **New Zealand's high performance athletes or sports teams?**

[SA]

**PROBE** Please select one answer

Not at all interested

Slightly interested

Moderately interested

Very interested

Code	Route
1	
2	
3	
4	

QHP1 **Ask if aged 12+**  
 7 Thinking about the different ways in which you follow **New Zealand** high performance sport, in the last seven days how many times have you? [SA]

**PROBE** Please select one answer per statement

	0	1	2	3	4	5	6	7	8+
R1 Read about it in the newspaper	0	1	2	3	4	5	6	7	8
R2 Attended a professional sports event	0	1	2	3	4	5	6	7	8
R3 Used social media to follow it	0	1	2	3	4	5	6	7	8
R4 Watched it live on television or another device	0	1	2	3	4	5	6	7	8
R5 Listened to it on the radio	0	1	2	3	4	5	6	7	8
R6 Started conversations with others about it	0	1	2	3	4	5	6	7	8



R7 Watched replays of it or shows/programmes about it on television or another device

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

QHP1 **Ask if aged 12+ AND IF QHP17 R2, R4 = NOT 0**

8 Who did you watch it with? [MA]

R1 By myself

R2 My partner/spouse

R3 Family members other than my partner/spouse

R4 Close friends

R5 Co-workers or classmates

R6 Club members

R7 Other (please specify) \_\_\_\_\_

Code	Route
1	
2	
3	
4	
5	
6	
7	

QHP1 **Ask if aged 12+ AND IF QHP17 R2, R4 = NOT 0**

9 Where did you watch it? [MA]

R1 At a sports venue (e.g. a stadium)

R2 At home

R3 At a friend's home

R4 At a family member's home

R5 At a bar or a pub

R6 At a sports club

R7 In my office, workplace or school

R8 On the move

R9 Other (please specify) \_\_\_\_\_

Code	Route
1	
2	
3	
4	
5	
6	
7	
8	
9	

Q39 **Ask if aged 12+**

b **RANDOMISE**

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 [SA]

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



	Disagree a lot	Disagree a little	Neither disagree or agree	Agree a little	Agree a lot
(R12) New Zealand athletes and teams compete in the way that I expect them to	1	2	3	4	5
(R13) New Zealand athletes and teams achieve the success that I would expect	1	2	3	4	5
(R14) New Zealand athletes and teams compete to the best of their ability	1	2	3	4	5
(R15) New Zealand's sporting successes are my successes	1	2	3	4	5

**QHP 4** Ask if aged 12+  
**RANDOMISE**

How strongly do you feel the following [SA]

**PROBE** Please select one answer for each of the 3 statements

	1 = Not at all	2	3	4	5	6	7	8	9	10 = Very strongly
(R1) I feel a sense of belonging to New Zealand when New Zealand athletes and teams compete	1	2	3	4	5	6	7	8	9	10
(R2) I feel inspired by New Zealand athletes and teams	1	2	3	4	5	6	7	8	9	10
(R3) I feel proud of New Zealand athletes or sports teams	1	2	3	4	5	6	7	8	9	10

**QHP8** Ask if aged 12+  
**RANDOMISE**

The following questions ask about how you felt yesterday on a scale from 0 to 10. Zero means you did not experience the emotion "at all" while 10 means you experienced the emotion "all of the time" yesterday.



Ways you might have felt yesterday are listed below  
[SA]

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

	0 = Not at all	1	2	3	4	5	6	7	8	9	10 = All of the tim e
(R1) Angry	0	1	2	3	4	5	6	7	8	9	10
(R2) Calm	0	1	2	3	4	5	6	7	8	9	10
(R3) Worried	0	1	2	3	4	5	6	7	8	9	10
(R4) Depressed	0	1	2	3	4	5	6	7	8	9	10
(R5) Stress	0	1	2	3	4	5	6	7	8	9	10
(R6) Tired	0	1	2	3	4	5	6	7	8	9	10
(R7) Pride	0	1	2	3	4	5	6	7	8	9	10
(R8) Enjoyment	0	1	2	3	4	5	6	7	8	9	10
(R9) Inspiration	0	1	2	3	4	5	6	7	8	9	10
(R10) Sadness	0	1	2	3	4	5	6	7	8	9	10
(R11) Connection to other people	0	1	2	3	4	5	6	7	8	9	10
(R12) Smile or laugh	0	1	2	3	4	5	6	7	8	9	10

**Show this text on same page as QHP20**

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.

QHP2  
0

**Ask if aged 12+**

**RANDOMISE**

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

	Do not follow (1)	2	3	4	Follow closely (5)
(R1) Rowing	1	2	3	4	5
(R2) Cycling	1	2	3	4	5
(R3) Yachting	1	2	3	4	5
(R4) Athletics	1	2	3	4	5
(R5) Canoe Racing	1	2	3	4	5



(R6)	Snow Sports	1	2	3	4	5
(R7)	Equestrian	1	2	3	4	5
(R8)	Rugby sevens	1	2	3	4	5
(R9)	Paralympics	1	2	3	4	5
(R10)	Rugby Union	1	2	3	4	5
(R11)	Basketball	1	2	3	4	5
(R12)	Football	1	2	3	4	5
(R13)	Netball	1	2	3	4	5
(R14)	Hockey	1	2	3	4	5
(R15)	Tennis	1	2	3	4	5
(R16)	Cricket	1	2	3	4	5
(R17)	Rugby League	1	2	3	4	5
(R18)	Other, specify _____					

## Final questions

Q57

### Ask if aged 15+

**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 **NielsenIQ** or Sport New Zealand are able to contact you and invite you to take part in further research?**

*Please note: saying 'yes' does not put you under any obligation to participate in the further research.*

Yes

No

Code	Route
1	
2	



**Q84 Only ask if Q60=1 – respondent is aged 12-17**

**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.**

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

Yes - I am a parent/guardian of the person who has completed the survey

No - a parent/guardian is not available.

Code	Route
1	
2	

**Q85 Only ask if Q60=1 – respondent is aged 12-17  
IF Q84=2 (No parent/guardian consent), autocode Q84=2 (no consent) and direct to prize draw (Q51)**

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 him/her, 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 him/her for this purpose?

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

Yes

No

Code	Route
1	
2	

**Q81 COMPULSORY TO ANSWER**

**Only ask if Q60=1 – respondent is aged 12-17 AND Q85=1 (consent for linking provided)**

**NOTE FOR CS AND SNZ: Young people aged 12-17 could do the survey before the adult, or the adult could be doing it on paper. Therefore we will ask name here but have to check this back against final data at Q105 at the end of the quarter. Having a name here does NOT mean the young person has consent for their data to be linked.**

Please enter your name below.

*This information will be used to link your personal information with*

Name
------



*other routinely collected government data if a parent, guardian or an adult from your household has given us permission to do so.*

First name:

Surname:

_____
_____
_____



**Q51 Only ask if Q60=1**

**Wording if Q57=1 or blank**

Please provide your contact details below so that we can contact you if you are the winner of one of the 10 \$50 Prezzy® Cards. Please also provide your parent / guardian contact number if you are the winner and in case we are unable to contact you.

Terms and conditions for the prize draw can be found [here](#).

**Wording if Q57=2**

Please provide your contact details below so that we can contact you if you are the winner of one of the 10 \$50 Prezzy® Cards. Please also provide your parent / guardian contact number if you are the winner and in case we are unable to contact you.

Please be assured that these details will only be used to contact the winner of the prize draw.

Terms and conditions for the prize draw can be found [here](#).

(R1) Name:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_


(R2) Phone number:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_


(R3) (only ask if 15 plus) Email:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_




Q52 Do you have anything more to say about physical activity? We'd love to hear it. Please tell us in the space below.

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**Q80** **Ask if Q60=2 or 3 (5-11 years old parent doing)**  
 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 him/her, 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 him/her for this purpose?

Yes  
 No

Code	Route
1	
2	

**Q82** **NOT COMPULSORY TO ANSWER**  
**SHOW SAME PAGE AS Q80**  
**Only ask if Q60=2/3 – an adult is responding on behalf of someone aged 5-11 and Q80=1**

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

First name:

Surname:

Name
_____
-
_____
-

**Q64** **Ask if Q60 =2 or 3 and have more than one child at Q61 or Q62**  
 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 the \$1,000 Prezzy Card.

Yes  
 No

Code	Route
1	
2	

**If Q64=1 then randomly select another child and go back to first question**

**If Q60 = 1 (thank you for child)**

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 postcard 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 postcard.

If there is no one else aged 12 to 17 who wants to take part, then please recycle the postcard.

The winners of the 10 \$50 Prezzy® cards will be contacted in late <XXX>. Good luck!!



Should you have any queries, please do not hesitate to contact us on 0800 400 402 or Catherine.Cross@nielseniq.com

**If Q60 = 2 or 3 (thank you for adults)**

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 \$1,000 Prezzy® card will be contacted in <XXX>. Good luck!! Please make sure your details are filled in below...

Name:

Phone:

Email:

Terms and conditions can be found [here](#).

**EXTRA SECTION OF HP QUESTIONS, OPTIONAL QHP21-QHP31**

**QHP2 Ask if aged 12+**

1 The next section is optional. Please tick 'yes' if you are willing to answer a few more questions about **high performance sports** and be eligible for an additional prize draw to win one of twenty \$50 Prezzy Cards.

*This draw is on top of the overall prize draw. [SA] Terms and conditions for the prize draw can be found here.*

Yes

No

Code	Route
1	
2	

**QHP2 ASK IF QHP21 =1**

2 Do you have a favourite high performance sports team or athlete?

Yes

No

Code	Route
1	
2	

**QHP ASK IF QHP22 =1**

23 Who is your favourite high performance sports team or athlete? [OE]

**PROBE** *If you have more than one favourite sports team or athlete, please write down the one you feel most passionately about.*

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QHP2  
4

**ASK IF QHP22 =1**

The following questions are about <pipe in team/athlete from QHP23> [SA]

- (R1) How much of a fan of <team/athlete> do you see yourself as?
- (R2) How much of a fan of <team/athlete> do people see you as?

Slightly a fan (1)	2	3	4	Very much a fan (5)
1	2	3	4	5
1	2	3	4	5

QHP2  
5 [SA]

**ASK IF QHP22 =1**

- (R1) How important is being a fan of <team/athlete> to you?
- (R2) How important to you is it that <team/athlete> win?

A little important (1)	2	3	4	Very important (5)
1	2	3	4	5
1	2	3	4	5

QHP2  
6

**ASK IF QHP22 =1**

Thinking about the different ways in which you have followed <team/athlete> in the last seven days, how many times have you? [SA]

**PROBE** Please select one answer

- R1 Read about <team/athlete> in the newspaper
- R2 Attended one of <team/athlete> games

	0	1	2	3	4	5	6	7	8+
R1	0	1	2	3	4	5	6	7	8
R2	0	1	2	3	4	5	6	7	8



R3	Used social media to follow <team/athlete>	0	1	2	3	4	5	6	7	8
R4	Watched one of <team/athlete> games <b>live</b> on television or another device	0	1	2	3	4	5	6	7	8
R5	Listened to <team/athlete> on the radio	0	1	2	3	4	5	6	7	8
R6	Started conversations with others about <team/athlete>	0	1	2	3	4	5	6	7	8
R7	Watched non-live content on television or another device about <team/athlete>	0	1	2	3	4	5	6	7	8

**QHP27 IF QHP26 R2, R4 = NOT 0**

- 7 Who did you watch it with? [MA]
- R1 By myself
  - R2 My partner/spouse
  - R3 Family members other than my partner/spouse
  - R4 Close friends
  - R5 Co-workers or classmates
  - R6 Club members
  - R7 Other (please specify) \_\_\_\_\_

Code	Route
1	
2	
3	
4	
5	
6	
7	

**QHP28 IF QHP26 R2, R4 = NOT 0**

- 8 Where did you watch it? [MA]
- R1 At a sports venue (e.g. a stadium)
  - R2 At home
  - R3 At a friend's home
  - R4 At a family member's home
  - R5 At a bar or a pub
  - R6 At a sports club
  - R7 In my office, workplace or school
  - R8 On the move
  - R9 Other (please specify) \_\_\_\_\_

Code	Route
1	
2	
3	
4	
5	
6	
7	
8	
9	

**QHP29 ASK IF QHP22 =1**

How many of <team/athletes> games did you attend last season? [SA]  
Drop down number 0-30



QHP30  
[SA]

**ASK IF QHP22 =1**

How strongly do you disagree or agree with each of the following 4 statements?

- (R1) Following <team/athlete> gives my life structure
- (R2) I am satisfied with my social life associated with <team/athlete>
- (R3) I feel emotionally supported by other fans of <team/athlete>
- (R4) I feel inspired by <team/athlete>

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

QHP31  
[SA]

**ASK IF QHP21 =1**

The three statements below may describe your experiences during the last seven days.

How strongly did you feel each of the following 3 statements?

- (R1) Something I encountered inspired me
- (R2) I was inspired to do something
- (R3) I felt inspired

Not at all (1)	(2)	(3)	(4)	Very strongly (5)
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

Should you have any queries, please do not hesitate to contact us on 0800 400 402 or Catherine.Cross@nielseniq.com.



# Appendix 4: Weighting matrices

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## Weighting of the adult dataset

Number of adults aged 18+ in the household	Population proportion
1 adult	23%
2 adults	33%
3 or more adults	44%

Ethnicity (prioritised)	Population proportion
Māori	13%
Pacific	6%
Asian	15%
All other	66%

Household income	Population proportion
\$40,000 or less	18%
\$40,001 - \$100,000	33%
\$100,001 or more	44%
Not stated	5%

Gender within RST Population proportion	Males	Female + gender diverse <sup>11</sup>
Sport Northland	1.8%	1.9%
Aktive – Harbour Sport	3.9%	4.2%
Aktive – Sport Auckland	4.5%	4.7%
Aktive – Counties Manukau Sport	5.5%	5.7%
Aktive – Sport Waitakere	2.6%	2.7%
Sport Waikato	4.4%	4.7%
Sport Bay of Plenty	3.1%	3.4%
Sport Gisborne	0.5%	0.5%
Sport Taranaki	1.2%	1.3%
Sport Whanganui	0.7%	0.8%
Sport Hawke's Bay	1.7%	1.8%
Sport Manawatu	1.7%	1.8%
Sport Wellington	5.3%	5.7%
Sport Tasman	1.8%	1.8%
Sport Canterbury	6.6%	6.8%
Sport Otago	2.5%	2.6%
Sport Southland	1.0%	1.0%

<sup>11</sup> Gender diverse is grouped with female for weighting as it is the most common gender in the population.



Age within RST Population proportion	18-24	25-34	35-49	50-64	65+
Sport Northland	0.3%	0.5%	0.8%	1.1%	1.0%
Aktive – Harbour Sport	0.9%	1.4%	2.2%	1.9%	1.6%
Aktive – Sport Auckland	1.3%	2.2%	2.4%	1.9%	1.3%
Aktive – Counties Manukau Sport	1.6%	2.3%	3.0%	2.6%	1.7%
Aktive – Sport Waitakere	0.7%	1.2%	1.5%	1.2%	0.8%
Sport Waikato	1.1%	1.6%	2.2%	2.2%	2.0%
Sport Bay of Plenty	0.6%	1.1%	1.6%	1.7%	1.6%
Sport Gisborne	0.1%	0.2%	0.2%	0.3%	0.2%
Sport Taranaki	0.2%	0.4%	0.6%	0.6%	0.6%
Sport Whanganui	0.1%	0.2%	0.3%	0.4%	0.4%
Sport Hawke's Bay	0.3%	0.5%	0.8%	0.9%	0.8%
Sport Manawatu	0.5%	0.6%	0.8%	0.9%	0.8%
Sport Wellington	1.4%	2.0%	2.9%	2.6%	2.0%
Sport Tasman	0.3%	0.5%	0.8%	1.0%	1.0%
Sport Canterbury	1.6%	2.4%	3.4%	3.3%	2.7%
Sport Otago	0.8%	0.9%	1.2%	1.2%	1.0%
Sport Southland	0.2%	0.3%	0.5%	0.5%	0.5%



## Weighting of the Active NZ Young People dataset

Ethnicity (multiple responses included)	Population proportion
Māori	26%
Pacific	14%
Asian	14%
All other	70%

Age within RST Population proportion	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%
Aktive – Harbour Sport	2.2%	2.1%	1.8%	1.7%
Aktive – Sport Auckland	2.1%	2.0%	1.7%	1.6%
Aktive – Counties Manukau Sport	3.9%	3.7%	3.1%	2.9%
Aktive – Sport Waitakere	1.7%	1.5%	1.2%	1.1%
Sport Waikato	2.8%	2.7%	2.2%	2.1%
Sport Bay of Plenty	2.0%	1.9%	1.6%	1.5%
Sport Gisborne	0.3%	0.3%	0.3%	0.3%
Sport Taranaki	0.8%	0.7%	0.6%	0.5%
Sport Whanganui	0.5%	0.4%	0.4%	0.4%
Sport Hawke's Bay	1.1%	1.1%	0.9%	0.9%
Sport Manawatu	1.0%	1.0%	0.8%	0.8%
Sport Wellington	2.9%	2.8%	2.3%	2.2%
Sport Tasman	0.9%	0.9%	0.8%	0.7%
Sport Canterbury	3.4%	3.3%	2.8%	2.7%
Sport Otago	1.2%	1.1%	1.0%	0.9%
Sport Southland	0.6%	0.6%	0.5%	0.5%



RST <sup>12</sup>	Population proportion
Sport Northland	4.1%
Aktive – Harbour Sport	7.7%
Aktive – Sport Auckland	7.4%
Aktive – Counties Manukau Sport	13.6%
Aktive – Sport Waitakere	5.5%
Sport Waikato	9.8%
Sport Bay of Plenty	7.1%
Sport Gisborne	1.2%
Sport Taranaki	2.7%
Sport Whanganui	1.6%
Sport Hawke's Bay	3.8%
Sport Manawatu	3.6%
Sport Wellington	10.2%
Sport Tasman	3.3%
Sport Canterbury (excluding Westland)	12.2%
Sport Canterbury – Westland only	4.2%
Sport Otago	2.1%
Sport Southland	4.1%

<sup>12</sup> An overall RST weight was required due to the small sample size in some of the interlocked RST, age and gender cells, resulting in the collapsing of some cells across RST. This step was not required for the adult sample due to the larger sample size.



## About NielsenIQ

Arthur C. Nielsen, who founded Nielsen in 1923, is the original name in consumer intelligence. After decades of helping companies look to the future, we are setting the foundation for our future by becoming NielsenIQ. We continue to be the undisputed industry leaders as evidenced by our experience and unmatched integrity. As we move forward, we are focused on providing the best retail and consumer data platform, enabling better innovation, faster delivery, and bolder decision-making. We are unwavering in our commitment to these ideals and passionate about helping clients achieve success. For more information, visit: [niq.com](https://niq.com)