Active NZ

Annual report on the 2024/25
New Zealand participation survey.

October 2025

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Guide to reading this report

Active NZ is a representative nationwide survey on participation in any form of physical activity that has been carried out since 2017. This report provides insights into physical activity trends and highlights seen in 2024/25 among New Zealanders.

Four age groups are examined: adults (aged 18-plus), all young people collectively (aged 5 to 17), and separately tamariki (aged 5 to 11) and rangatahi (aged 12 to 17).

The report focuses on physical activity among young people. It includes findings from the Active NZ adult survey to understand and support the findings and implications among young people.

Sports and activities included in the survey are any physical activity one might do for sport, exercise, recreation, relaxation, physical education (PE) or fun (excluding jobs and doing chores).

Data is available from 2017 onwards, except for 2020, due to interruptions because of the COVID-19 pandemic.

This year's report marks a change in reporting from the calendar year to the financial year (1 July 2024 to 30 June 2025).

Trends are shown for the full period, but significance is only marked when comparing with the previous year (▲▼ triangles indicate statistically significant increases or decreases from the previous wave of surveying).

For a more detailed explanation of the background and research design, please see appendix 3.

Contents

Summary of main findings (1 of 4)

Context and overview

Active NZ is a representative nationwide survey which has been conducted since 2017 and captures how people aged 5 and over get active.

It looks at what motivates them, what gets in the way and how they take part in physical activity.

The survey provides useful insights and data to support better decisions and actions across the sector.

The 2024/25 results are based on responses from 14,971 adults aged 18 and over, and 4,571 young people (aged 5 to 17) or parents with their tamariki (aged 5 to 11).

Wellbeing and physical activity

Consistent with previous research reported on by Sport NZ, the survey results show that higher physical activity is linked to greater life satisfaction, better sleep and fewer mental health issues among young people.

Young people meeting the physical activity guidelines report higher life satisfaction (8.1/10) and more sleep (9.3 hours) than their less-active peers.

Participation recovery and trends

Activity levels among adults have rebounded to pre-pandemic levels, with 61% meeting the physical activity guidelines in 2024/25, up from 59% pre-pandemic.

Activity levels for young people (aged 5 to 17) are also recovering, with 57% meeting the guidelines and nearly matching pre-pandemic rates.

Tamariki (aged 5 to 11) have maintained stable participation over time, with 3 out of 5 (59%) meeting recommended activity levels.

Rangatahi (aged 12 to 17), who experienced the largest post-pandemic decline, are now rebounding strongly, with over half (54%) meeting the physical activity guidelines. This is still below the pre-pandemic level of 57%.

Summary of main findings (2 of 4)

Barriers and equity gaps

Barriers to participation include time, cost and confidence.

As may be expected, cost of living pressures have meant affordability issues have grown, especially for tamariki, with 35% citing cost as a barrier (up 13 percentage points from last year).

Equity gaps persist. Girls, ethnic minorities, disabled young people and those living in high deprivation areas are less likely to meet the physical activity guidelines. Some gaps have, however, narrowed.

Motivations and influences

The top motivations for young people are fun (78%), spending time with whānau/friends (52%) and physical wellbeing (49%).

These motivators are mostly consistent between groups, although learning and practising a new skill features among the top three motivations for Pacific peoples (46%), Chinese (51%), Indian people (53%) and new migrants (43%).

Participation pathways

For tamariki, a sense of connection to spaces and places is the main driver of activity. Confidence, family involvement and cultural identity are also important enablers.

For rangatahi, confidence is a critical issue. Opportunities and support need to be paired with self-belief to convert intent into participation.

For the first time, we explored the relationship between adults and young people by matching survey responses of those with an adult in the same household. A clear association exists between adult and youth motivation.

Summary of main findings (3 of 4)

Technology and screen time

Technology is increasingly used during physical activity, especially among older rangatahi. Older rangatahi who use technology are more likely to meet the physical activity guidelines (64% meet the guidelines, compared with only 48% who do not use technology).

A preference for electronic games continues to compete with real-life activity among young people, although this influence is lessening among rangatahi.

Club membership and access

Clubs can connect ambition with opportunity, with 2 in 3 young people having a club membership either at or outside of school. Young people meeting the physical activity guidelines are more likely than those not meeting the guidelines to hold a club membership outside of school (56% who meet the guidelines hold a club membership outside of school, compared with 45% who don't meet the guidelines).

Summary of main findings (4 of 4)

Implications for promoting physical activity

The report identifies 6 levers that can help consolidate the post-pandemic rebound and promote physical activity.

1. **Active schools/PE**: Protect and prioritise quality PE and whole-school activity to build confidence and competence early.
2. **Build connection to spaces and places**: Design activities and safe spaces that connect young people to whakapapa and culture, that provide a place for deeper engagement.
3. **Whānau-centred activation:** Make it easy and enjoyable for families to be active together through flexible, low-cost options.
4. **Confidence-building approaches:** Provide opportunities for rangatahi to try new activities in supportive, low-pressure environments, with positive feedback and role models to help strengthen self-belief and motivation.
5. **Affordability and access fixes (fees, gear, transport, nearby spaces):** Remove practical barriers with fee subsidies, equipment libraries, transport support and nearby opportunities
6. **Tech-enabled challenges**: With technology use increasing over time, consider if ways exist to use apps or wearables, or promote social challenges that turn technology into a motivator rather than a competitor.

Why being active matters

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We know being active boosts learning and wellbeing.

Physical activity in schools accelerates learning. Integrating movement into classroom lessons has been shown to achieve up to 4 months' additional progress in spelling and maths, with no negative effect on academic achievement.[1]

Active students are more engaged and attend more. Students who participate in sport or physical activity have higher attendance rates and are more likely to stay engaged in school, with some studies showing up to 89% lower odds of absenteeism for the most active children.[1]

Being active is strongly linked to better mental wellbeing. Adults who meet the physical activity guidelines have 51% higher odds of healthy mental wellbeing, and young people who are active report greater life satisfaction and happiness.[2]

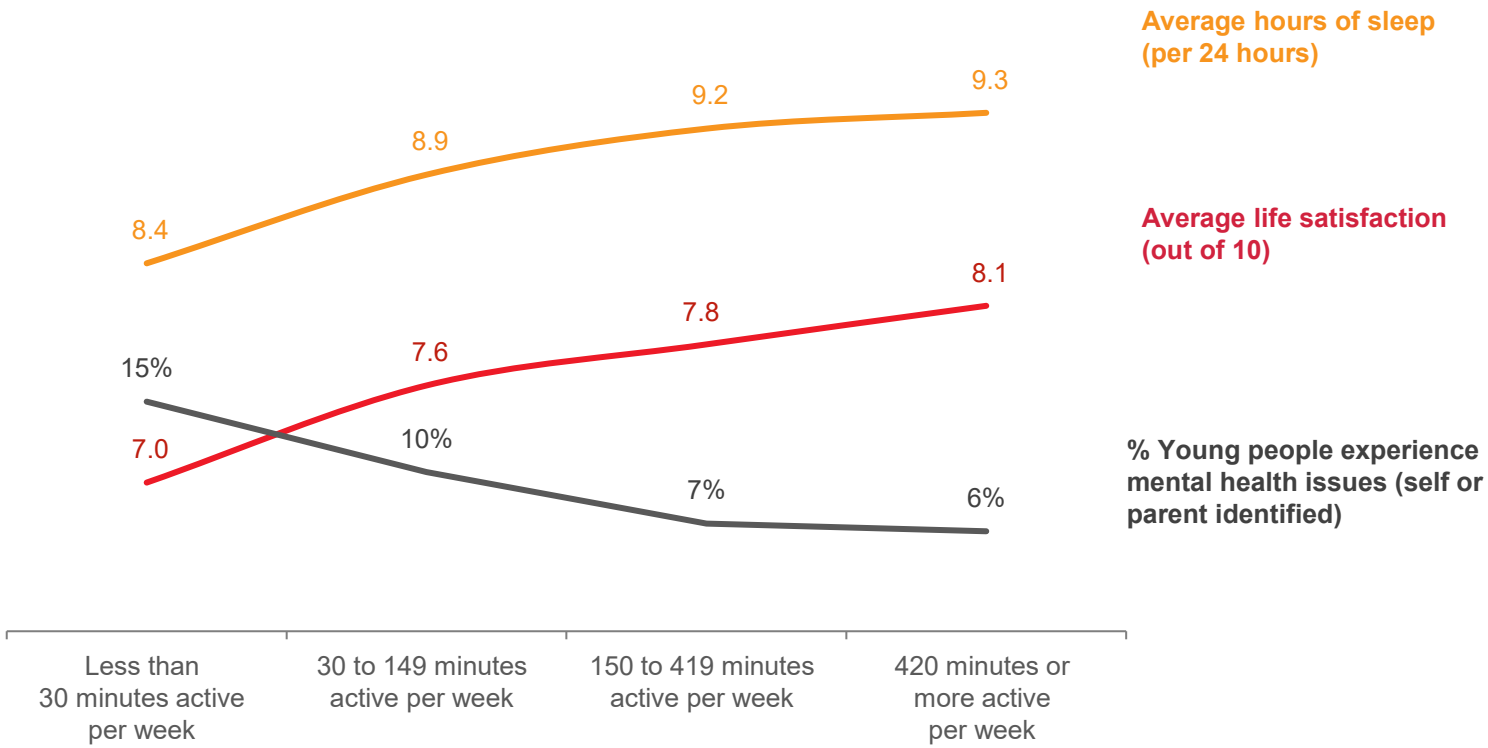
Physical activity…

1. **Enhances academic achievement**
2. **Boosts brain function and cognition**
3. **Improves engagement and attendance**
4. **Supports mental health and wellbeing**

1 Source: Sport New Zealand (2025). Active Bodies, Active Minds. Wellington.
2 Source: Sport New Zealand (2023). The value of play, active recreation, and sport for local government. Wellington.

The Active NZ survey shows that being physically active coincides with higher life satisfaction, better sleep and fewer mental health issues among young people.

Associations between physical activity and wellbeing



Source: Q16b Time spent doing each activity, Q49 Amount of sleeping time, Q92 Mental health issues.
Base: Young people aged 5 to 17 (2024/25 n=4,571).


Changes we've seen this year
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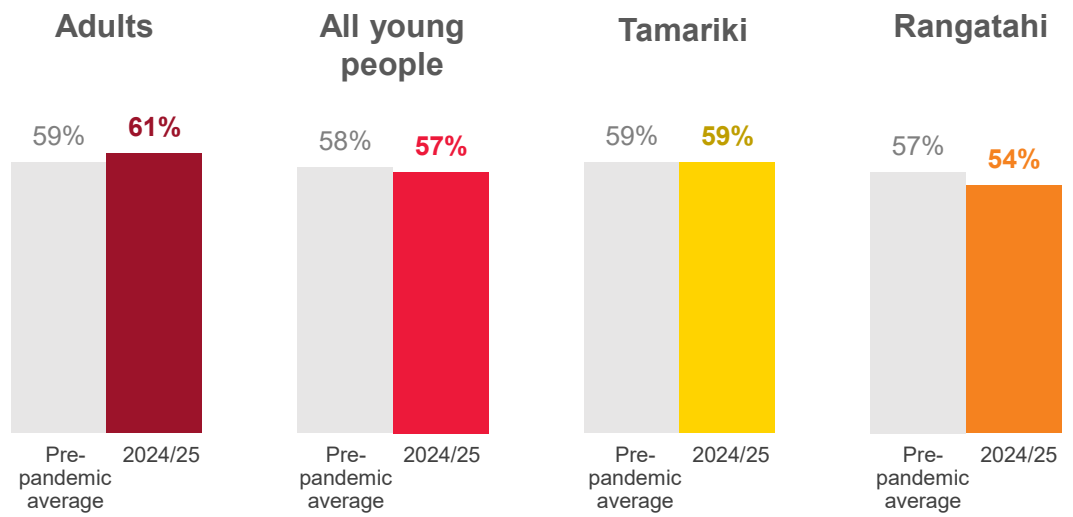
Across time, participation has remained reasonably stable overall among adults, and for young people recovery is under way.

Current activity levels are at or above their pre-pandemic baselines (within 2 to 3 percentage points).

Young people who meet the guidelines are those who are physically active for 420-plus minutes per week.

Adults who meet the guidelines are those who are physically active for 150-plus minutes per week.

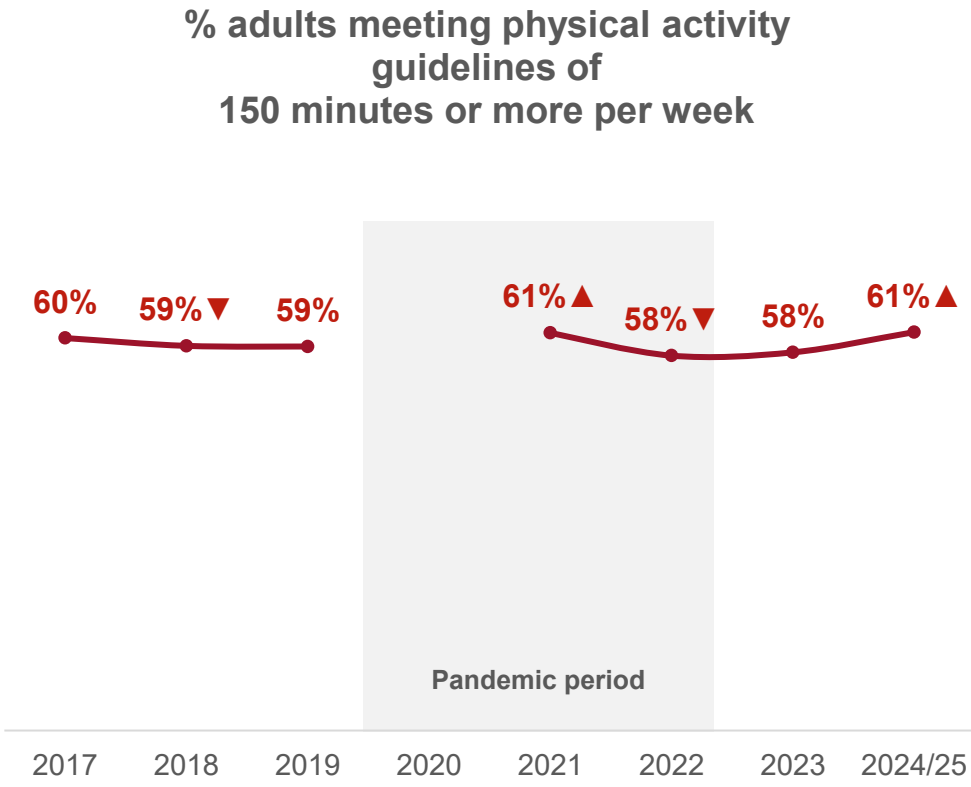
% meeting the physical activity guidelines in 2024/25 compared with the pre-pandemic average



Source: Q8c (adult) and Q16b (young people) Time spent doing each activity.
Base: Adults (2024/25 n=14,958; 2019 n=21,972; 2018 n=25,150; 2017 n=27,038).
Base: Young people aged 5 to 17 (2024/25 n=4,549; 2019 n=4,799; 2018 n=5,595; 2017 n=6,004)
Tamariki aged 5 to 11 (2024/25 n=2,215; 2019 n=3,045; 2018 n=3,690; 2017 n=3,952)
Rangatahi aged 12 to 17 (2024/25 n=2,334; 2019 n=1,754; 2018 n=1,905; 2017 n=2,052).

Adult participation has been resilient and steady.

The number of adults [3] reaching the physical activity guidelines has bounced back to 2021 levels, which are still higher than pre-pandemic levels.



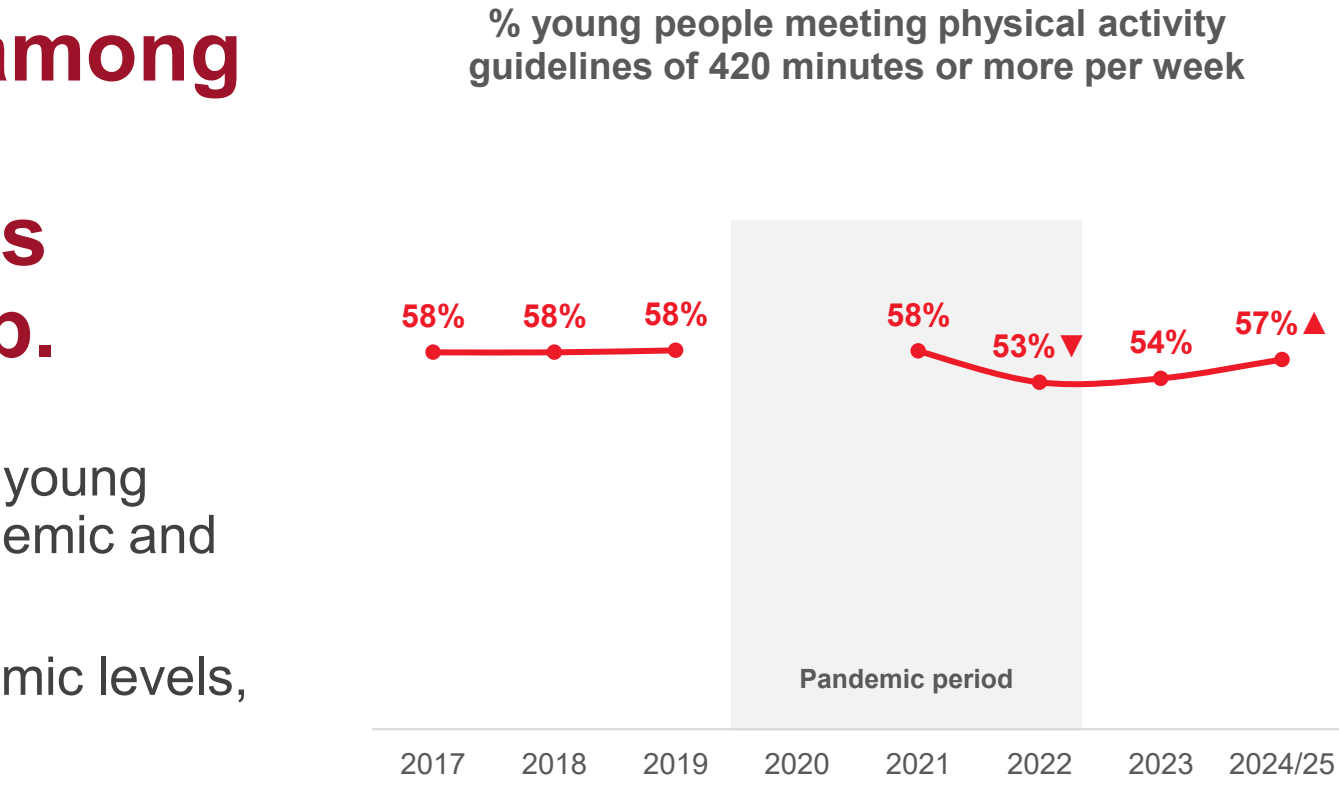
Source: Q8c Time spent doing each activity.
Base: Adults (2024/25 n=14,958; 2023 n=15,836; 2022 n=15,118; 2021 n=23,239; 2019 n=21,972; 2018 n=25,150; 2017 n=27,038).

[3] Q8c. Question for adults changed from being asked for all activities combined to being asked for each single activity in 2024/25. The results may be influenced by this change.

Physical activity among young people is recovering from its post-pandemic dip.

Overall, activity levels among young people initially held post-pandemic and then declined.

Although not yet at pre-pandemic levels, they are trending up.

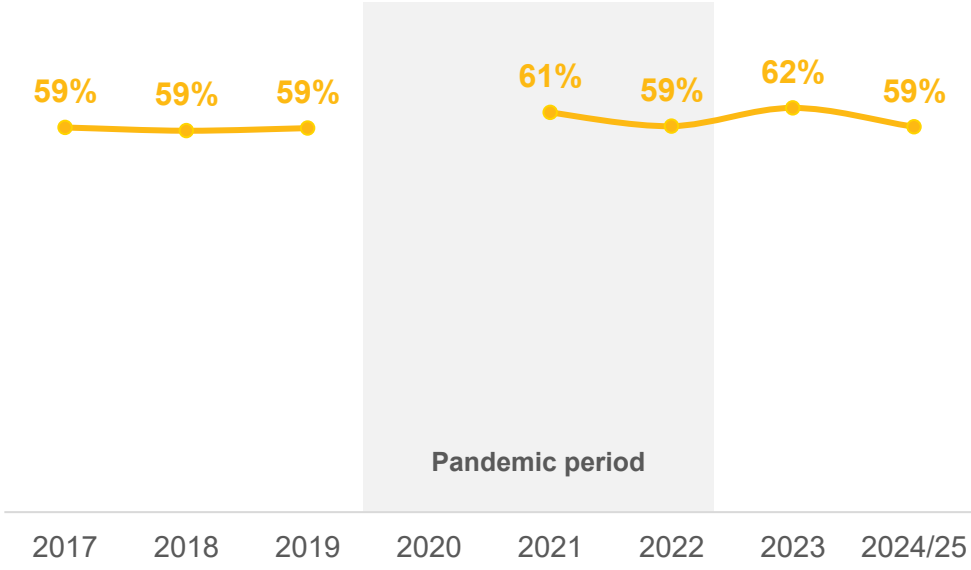


Source: Q16b Time spent doing each activity.
Base: Young people aged 5 to 17 (2024/25 n=4,549; 2023 n=5,890; 2022 n=4,015; 2021 n=4,824; 2019 n=4,799; 2018 n=5,595; 2017 n=6,004).

Tamariki physical activity has remained relatively strong.

Activity levels among tamariki aged 5 to 11 have remained largely stable over the years, with 3 out of 5 consistently meeting the recommended guideline of at least 420 minutes of physical activity per week.

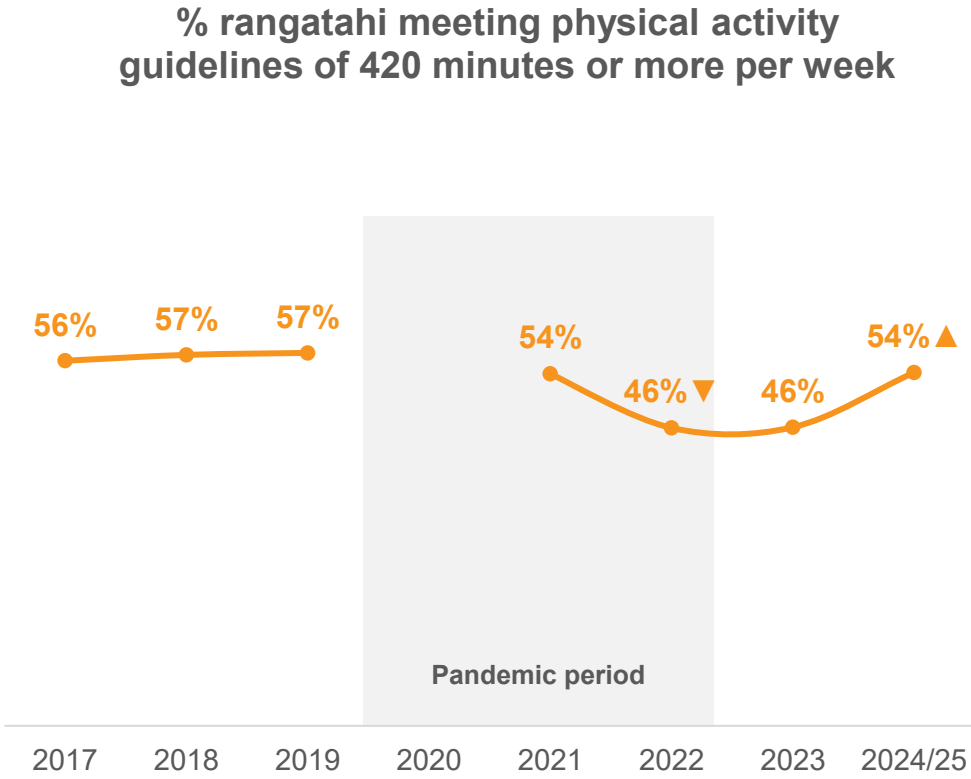
% tamariki meeting physical activity guidelines of 420 minutes or more per week



Source: Q16b Time spent doing each activity.
Base: Tamariki aged 5 to 11 (2024/25 n=2,215; 2023 n=1,908; 2022 n=1,691; 2021 n=2,725; 2019 n=3,045; 2018 n=3,690; 2017 n=3,952).

Physical activity among rangatahi took the biggest hit following the pandemic and is now rebounding strongly.

In 2024/25, over half of rangatahi aged 12 to 17 are meeting the physical activity guidelines.

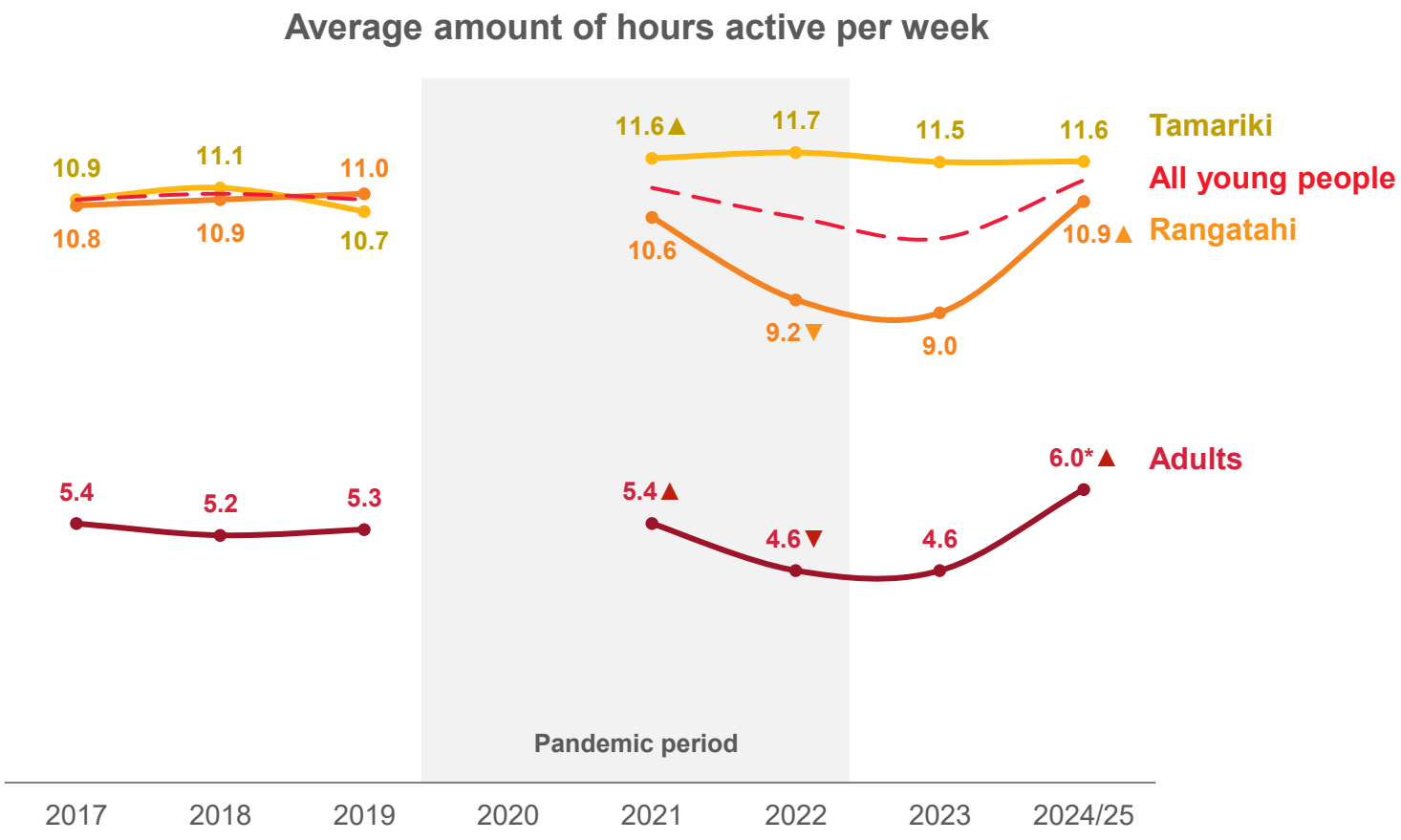


Source: Q16b Time spent doing each activity.
Base: Rangatahi aged 12 to 17 (2024/25 n=2,334; 2023 n=3,982; 2022 n=2,324; 2021 n=2,099; 2019 n=1,754; 2018 n=1,905; 2017 n=2,052).

Hours spent being active have lifted for both young people and adults.

Following a sharp decline in activity levels among rangatahi after the pandemic, their time spent being active has now returned to pre-COVID-19 levels.

Adults [4], meanwhile, have not only recovered from the earlier dip but are now dedicating even more time to physical activity than before.



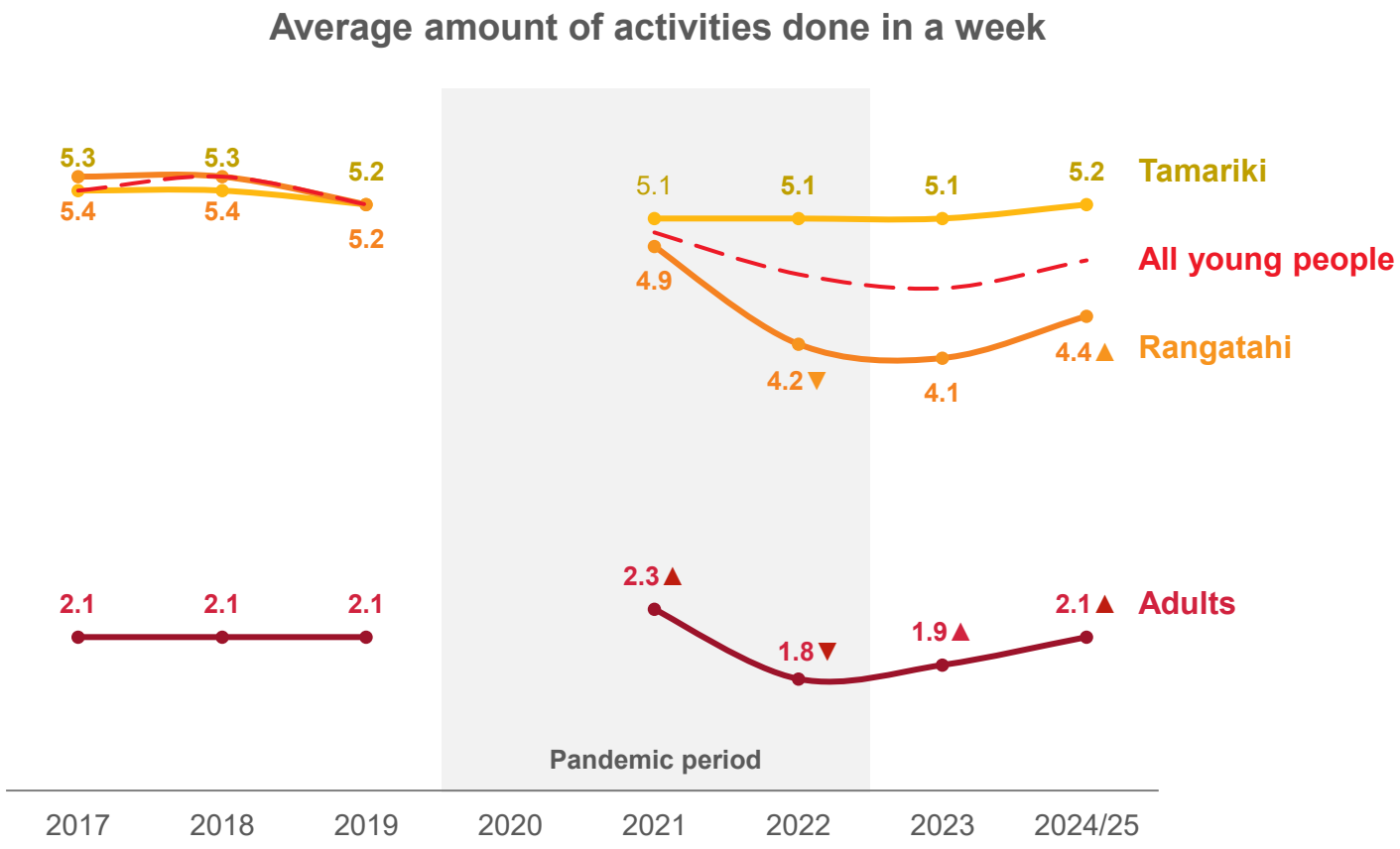
Source: Q8c (adults) and Q16b (young people) Time spent doing each activity.
Base: Tamariki aged 5 to 11 (2024/25 n=2,215; 2023 n=1,908; 2022 n=1,691; 2021 n=2,725; 2019 n=3,045; 2018 n=3,690; 2017 n=3,952).
Rangatahi aged 12 to 17 (2024/25 n=2,334; 2023 n=3,982; 2022 n=2,324; 2021 n=2,099; 2019 n=1,754; 2018 n=1,905; 2017 n=2,052).
Adults 18-plus years (2024/25 n=14,958; 2023 n=15,836; 2022 n=15,118; 2021 n=23,239; 2019 n=21,972; 2018 n=25,150; 2017 n=27,038).

[4] Q8c Question for adults changed from being asked for all activities combined to being asked for each single activity in 2024/25. The results may be influenced by this change.

The activity mix is gradually returning, but is still leaner than pre-pandemic levels for rangatahi.

Rangatahi are engaging in fewer types of activities each week, yet they're spending just as much time being active as they did pre-pandemic. This may suggest a shift towards a greater focus on individual activities.

A similar trend is seen among adults, who are now investing more time in being active, but without expanding the variety of activities they participate in.



Source: Q8 (adults) and Q13a (young people) Activities done in last 7 days.
Base: Tamariki aged 5 to 11 (2024/25 n=2,226; 2023 n=1,908; 2022 n=1,691; 2021 n=2,725; 2019 n=3,045; 2018 n=3,690; 2017 n=3,952).
Rangatahi aged 12 to 17 (2024/25 n=2,345; 2023 n=3,982; 2022 n=2,324; 2021 n=2,099; 2019 n=1,754; 2018 n=1,905; 2017 n=2,052).
Adults 18-plus years (2024/25 n=14,971; 2023 n=15,836; 2022 n=15,118; 2021 n=23,169; 2019 n=21,689; 2018 n=24,996; 2017 n=26,807).


What’s driving these changes
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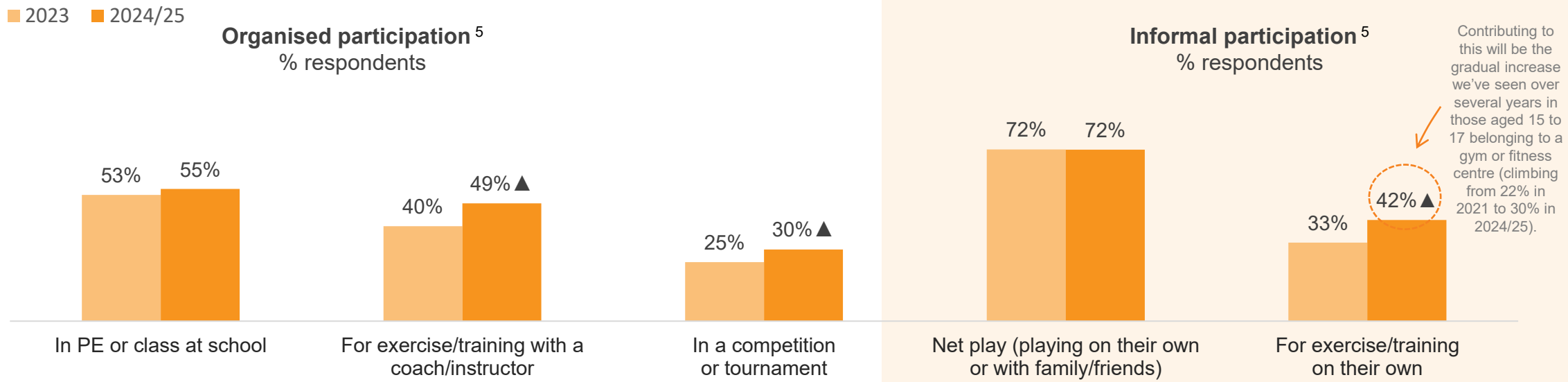
This year, we've seen strong increases in both organised and informal participation among rangatahi, with engagement levels rising notably since 2023.

Rangatahi

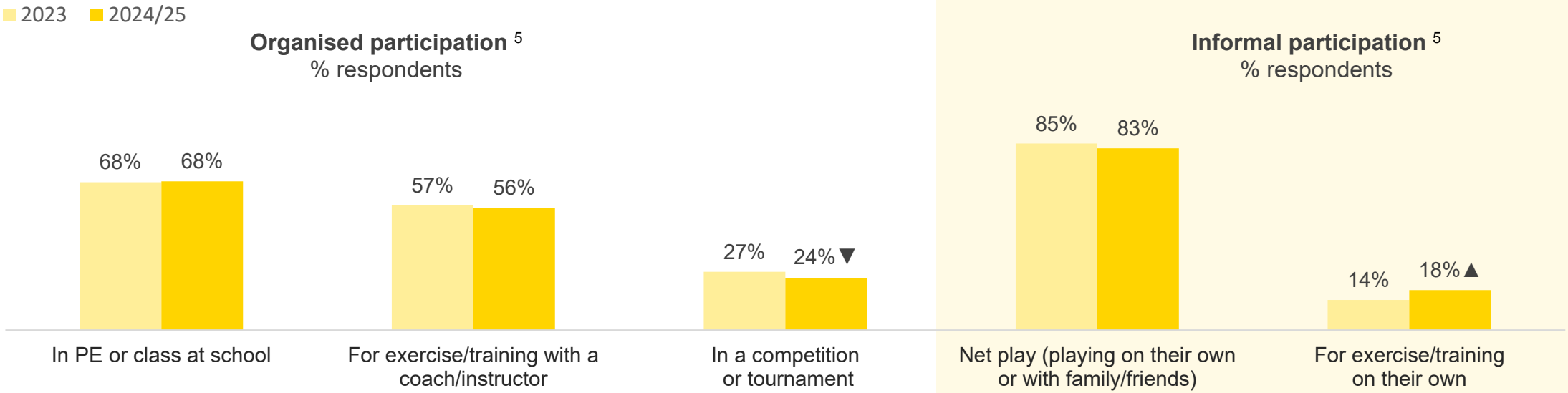


Source: Q16 Where or how respondents participated.
Base: Rangatahi aged 12 to 17 (2024/25 n=2,345; 2023 n=3,964).

[5] Organised and informal participation apply to young people only. Physical education is one of three components of organised participation; competitions or tournaments,and practising with a coach or instructor are included in organised participation. Informal participation is playing alone or with others and extra exercise without a coach or instructor.

More tamariki are exercising or training by themselves than in previous years, with this increasing by 7 percentage points since 2017.

Tamariki

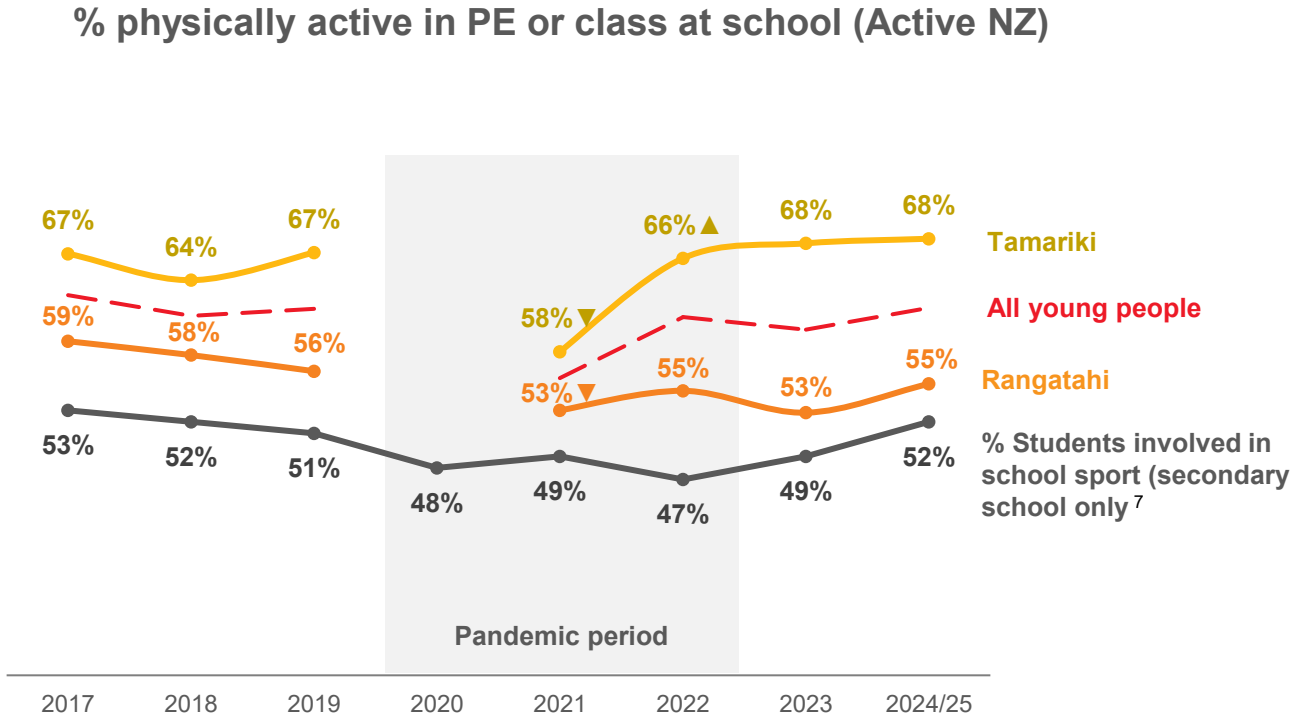


Source: Q16 Where or how respondents participated.
Base: Tamariki aged 5 to 11 (2024/25 n=2,226; 2023 n=1,902).

[5] Organised and informal participation apply to young people only. Physical education is one of three components of organised participation; competitions or tournaments,and practising with a coach or instructor are included in organised participation. Informal participation is playing alone or with others and extra exercise without a coach or instructor.

Participation in PE is increasing among young people post-pandemic.

These positive trends align with external data showing increased student attendance [6] and more involvement in school-based sports and activities. This suggests an alignment exists between the results of the Active NZ survey and physical activity across the education sector, as well as the important role schools have in promoting physical activity.



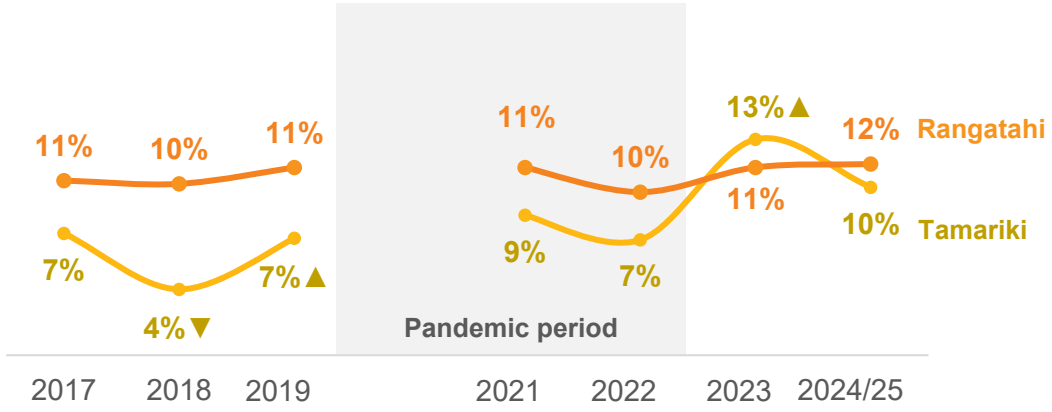
Source: Q16 Where or how respondents participated.
Base: Tamariki aged 5 to 11 (2024/25 n=2,226; 2023 n=1,902; 2022 n=1,686; 2021 n=2,724; 2019 n=3,042; 2018 n=3,677; 2017 =3,944).
Rangatahi aged 12 to 17 (2024/25 n=2,345; 2023 n=3,964; 2022 n=2,319; 2021 n=2,095; 2019 n=1,748; 2018 n=1,900; 2017 n=2,046).

6 Ministry of Education, 29/09/2025, Historical attendance data for Term 2, Education Counts.
7 School Sport New Zealand, 29/09/2025, Census Reports, NZSSSC Census: Secondary School Sport Representation 2000–2024.

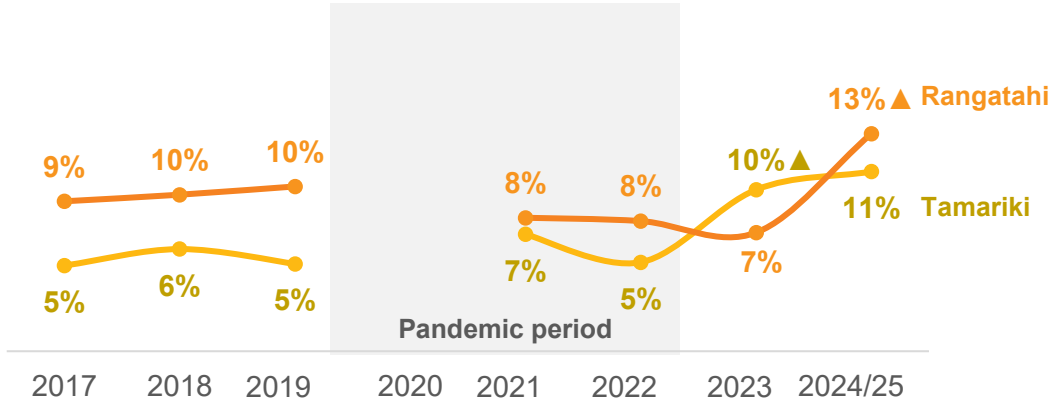
While the rise in PE participation is encouraging, barriers to access remain for some.

Around 1 in 10 young people who want to be more active say their school doesn't offer enough PE. Additionally, more students are reporting that the activities available at school don't match their interests.

Not enough PE offered at school



The school doesn't offer physical activities I'm interested in

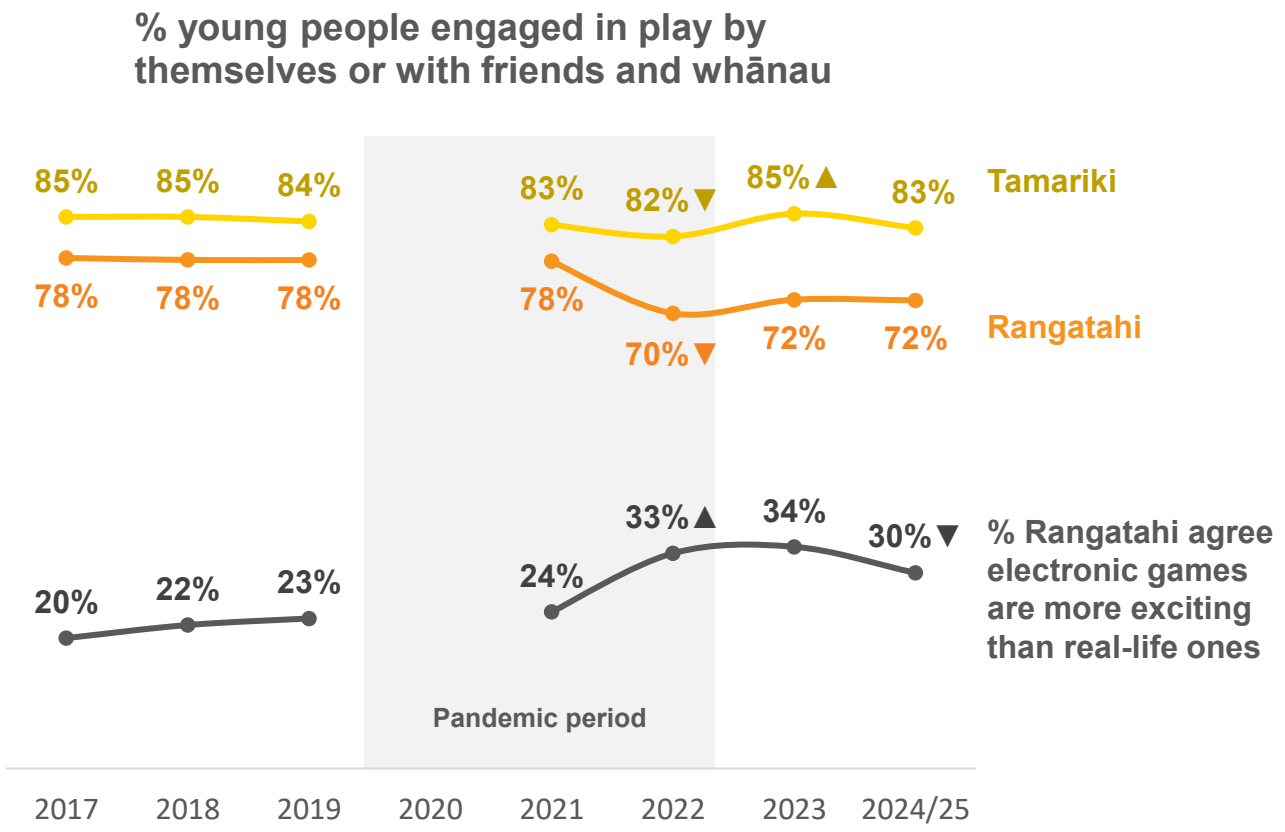


Source: Q23 Barriers to doing more physical activity.
Base: Tamariki aged 8 to 11 who would like to do more physical activity (2024/25 n=726; 2023 n=692; 2022 n=540; 2021 n=856; 2019 n=897).
Rangatahi aged 12 to 17 who would like to do more physical activity (2024/25 n=1,701; 2023 n=2,782; 2022 n=1,569; 2021 n=1,496; 2019 n=1,274).

Play has not yet returned to pre-pandemic levels among rangatahi.

Play engagement among tamariki has remained relatively strong. However, rangatahi have yet to return to their pre-pandemic play levels, which declined after the COVID-19 pandemic.

This drop coincides with a post-pandemic rise in enjoyment of electronic games, although that trend has started to reverse since 2023.



Source: Q16 Where or how respondents participated and Q39a (agree/disagree statements).
Base: Tamariki aged 5 to 11 (2024/25 n=2,226; 2023 n=1,902; 2022 n=1,686; 2021 n=2,724; 2019 n=3,042; 2018 n=3,677; 2017 n=3,944).
Rangatahi aged 12 to 17 (2024/25 n=2,345; 2023 n=3,964; 2022 n=2,319; 2021 n=2,095; 2019 n=1,748; 2018 n=1,900; 2017 n=2,046).

An important cohort to watch.

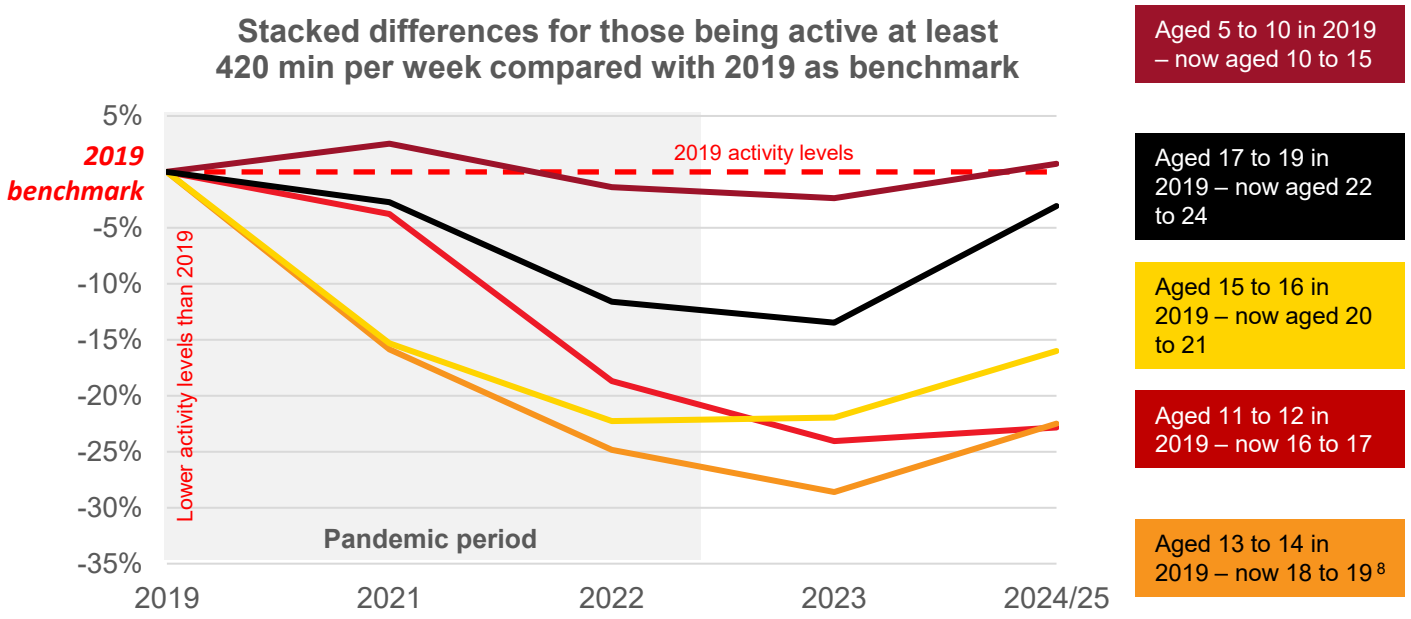
Those aged 11 to 12 pre-pandemic have 'missed the active on-ramp'.

It appears the pandemic has had a cohort effect on physical activity among young people aged 11 to 16 immediately before the pandemic.

The figure here shows that tamariki aged 5 to 10 in 2019 have maintained fairly stable activity levels throughout the past 6 years. Similarly, those who were older rangatahi or young adults in 2019 (that is, aged 17 to 19) are nearly as active today as they were 6 years ago.

However, the figure also shows that those aged 11 to 16 in 2019 have not recovered to their pre-pandemic activity levels.

- For many aged 11 to 12, 2020 to 2022 would have been a transition period of moving into intermediate school, and they may have missed important opportunities to engage in structured sport and PE. With reduced autonomy and less structured support during lockdowns, this cohort seems to have been less likely to re-engage in physical activity post-pandemic.
- A considerable drop-off of activity can also be seen for rangatahi aged 13 to 16 pre-pandemic, with low recovery. This may be expected because these rangatahi will have left school and entered the workforce.



Source: Q8c (adults) and Q16b (young people) Time spent doing each activity.
Base: Adults 18-plus years (2024/25 n=14,958; 2023 n=15,836; 2022 n=15,118; 2021 n=23,239; 2019 n=21,972; 2018 n=25,150; 2017 n=27,038).
Young people aged 5 to 17 (2024/25 n=4,549; 2023 n=5,890; 2022 n=4,015; 2021 n=4,824; 2019 n=4,799; 2018 n=5,595; 2017 n=6,004).

8 For comparison, those 18-plus have been analysed based on 420 minutes or more in the past 7 days.

Barriers to being active

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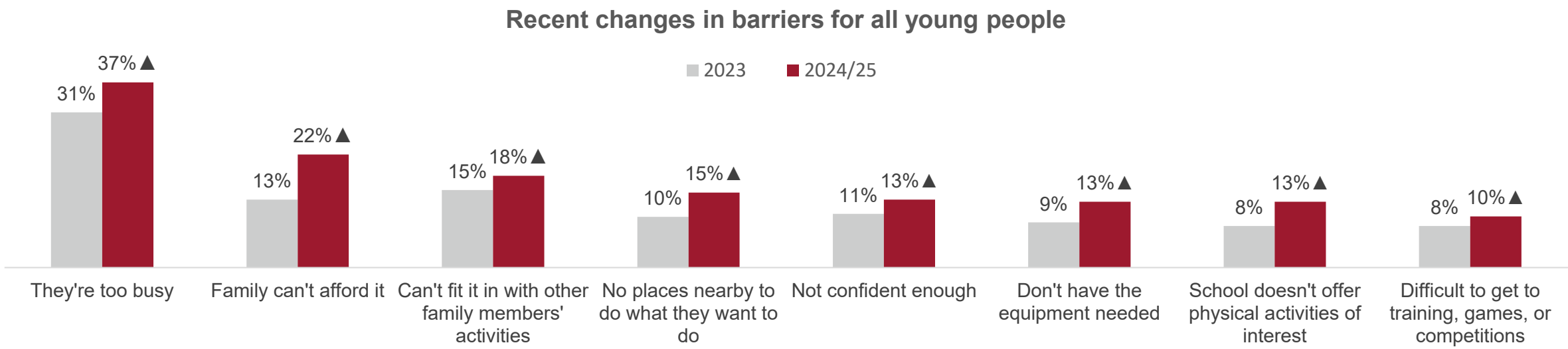
Main barriers to being active:

1. Time
2. Cost
3. Confidence

Affordability and access pressures are among the barriers that have increased since 2023.

Tamariki are especially affected, with family not being able to afford their activities, rising 13 percentage points to 35%.

Those aged 5 to 11, who would like to be doing more activities, are more likely to experience confidence as a barrier this year (up 4 percentage points to 11%).

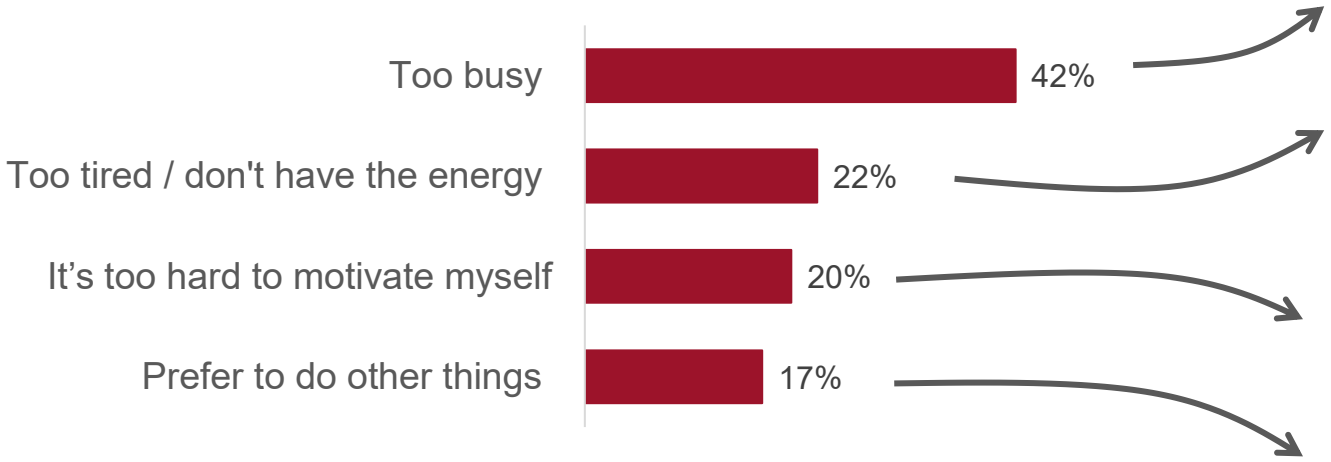


Source: Q23 Barriers to doing more physical activity.
Base: Young people aged 5 to 17 (2024/25 n=2,977; 2023 n=3,886).
Asked of those who would like to be doing more physical activity.

For rangatahi, competing demands crowd out physical activity.

Among rangatahi, the main barriers are being too busy (often said when something is less of a priority), tiredness, lack of motivation and preference for other activities. On average, girls experience more barriers than boys (3.5 barriers for girls versus 2.5 barriers for boys).

Barriers to being active for rangatahi (aged 12 to 17)



While we can see a significant increase this year, this barrier was perceived to be even stronger pre-COVID-19, with 46% in 2019.
This is slightly more prevalent in:
- girls
- those living in low and medium deprivation areas.

This is more likely to be a barrier for girls.
The barrier was even stronger for rangatahi girls during and after the COVID-19 affected years,but has been less of a barrier this year.

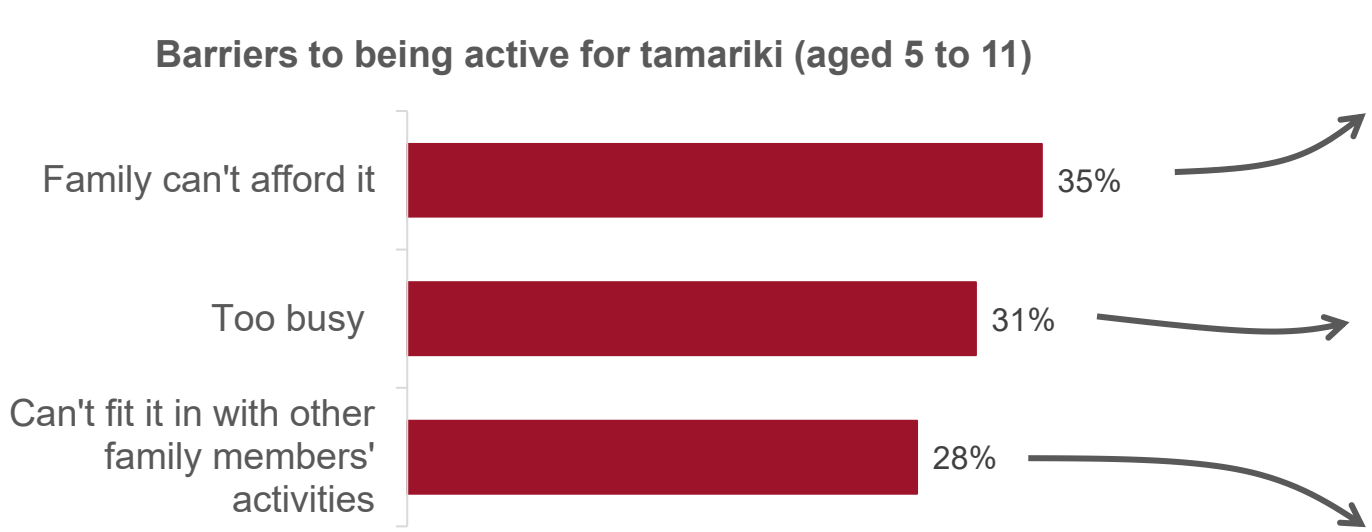
This barrier has been steadily declining since 2021.
More girls than boys claim to struggle to motivate themselves, but improvement can be observed equally in both genders.

Also higher for girls, and still above pre-COVID-19 levels.
This year, a drop can be seen for rangatahi boys aged 12 to 14.

Source: Q23 Barriers to doing more physical activity.
Base: Rangatahi aged 12 to 17 (2024/25 n=1,701).
Asked of those who would like to be doing more physical activity.

For tamariki, cost and family logistics are the main constraints to being active.

Among tamariki (answered by/with the support of parents), the main barriers are affordability, busyness and inability to fit in activities in with other family members' activities.



We can see a significant increase of over 10 percentage points, from 22% in 2023.
This is a stronger barrier for those living in high deprivation areas.

This is more likely to be a barrier for those aged 8 to 11 and more relevant to those already meeting the guidelines.
A significant increase has occurred this year, but it is still not as high a barrier as depicted pre-pandemic, with 36% in 2019.

A steady increase has occurred in this barrier since 2021.
This is more prevalent in NZ Europeans, those living in low deprivation areas and already meeting the guidelines.

Source: Q23 Barriers to doing more physical activity.
Base: Tamariki aged 5 to 11 (2024/25 n=1,276).
Asked of those who would like to be doing more physical activity.


Pathways to
being active
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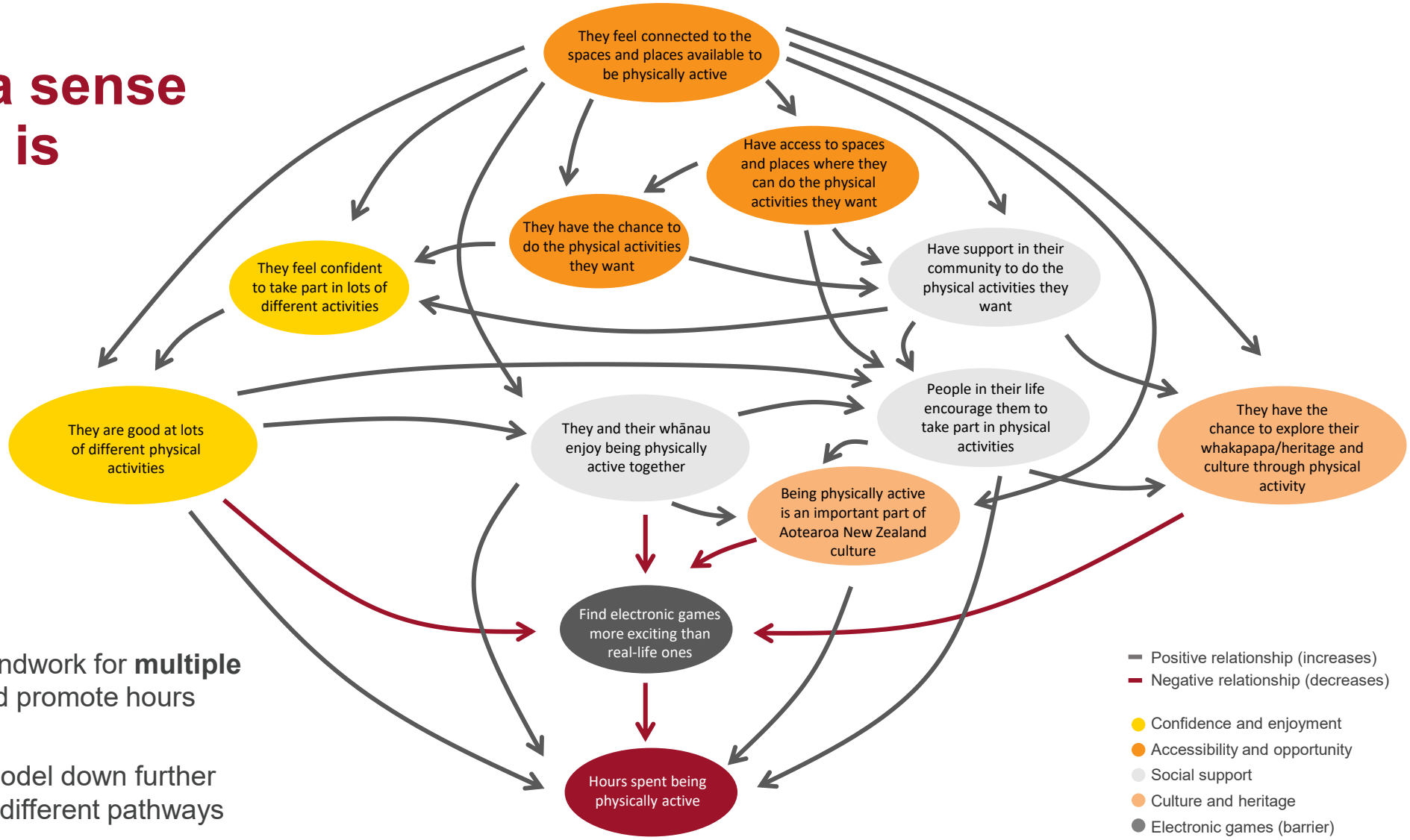
Belief networks

- Belief networks[9] help to understand what drives action and how different factors interact to shape behaviour.
- They use a machine learning technique to model how different factors combine, and influence time spent being active.
- The result is like a map of cause and effect. Each point (node) on the map represents a belief, attitude or behaviour. Lines between the nodes show how combinations of beliefs work together to increase hours being active.
- Over time they can be applied to simulate different scenarios and map potential effects of future interventions on barriers, attitudes and intended outcomes.

9 Bayesian belief networks use probabilities to show how factors are connected and influence each other. Unlike regression or path analysis, they don't assume fixed relationships—they learn them from data, making them ideal for exploring complex or uncertain systems.

For tamariki, a sense of connection is important.



This connection lays the groundwork for **multiple pathways** that encourage and promote hours spent being physically active.

For simplicity, we break the model down further on the next page to show the different pathways to being physically active.

Note: Detailed results for attitude and belief statements are given in appendix 1.

For tamariki, feeling that spaces ‘belong’ to them opens several routes to being physically active.

- Positive relationship (increases)
- Negative relationship (decreases)

- Confidence and enjoyment
- Accessibility and opportunity
- Social support
- Culture and heritage

Confidence and capability

In the model, feeling connected to activity spaces is associated with higher confidence to take part, which relates to believing they are good at many activities; together, these associations are linked to more hours of physical activity.

They feel connected to the spaces and places available to be physically active

They feel confident to take part in lots of different activities

They are good at lots of different physical activities

Hours spent being physically active

Shared enjoyment with whānau

Feeling connected to activity spaces is associated with tamariki and their whānau enjoying being active together, and this shared enjoyment is linked to more hours of physical activity.

They feel connected to the spaces and places available to be physically active

They and their whānau enjoy being physically active together

Hours spent being physically active

Being active is part of our culture

Feeling connected to spaces and places is associated with a higher likelihood of viewing physical activity as an important part of Aotearoa New Zealand culture, and this cultural view is linked to more hours spent being physically active.

They feel connected to the spaces and places available to be physically active

Being physically active is an important part of Aotearoa New Zealand culture

Hours spent being physically active

Encouragement and support

Connection to activity spaces is associated with better access, stronger community support and encouragement from others, and all are linked to more hours of physical activity.

They feel connected to the spaces and places available to be physically active

Have access to spaces and places where they can do the physical activities they want

Have support in their community to do the physical activities they want

People in their life encourage them to take part in physical activities

Hours spent being physically active

Note: Detailed results for attitude and belief statements are given in appendix 1.

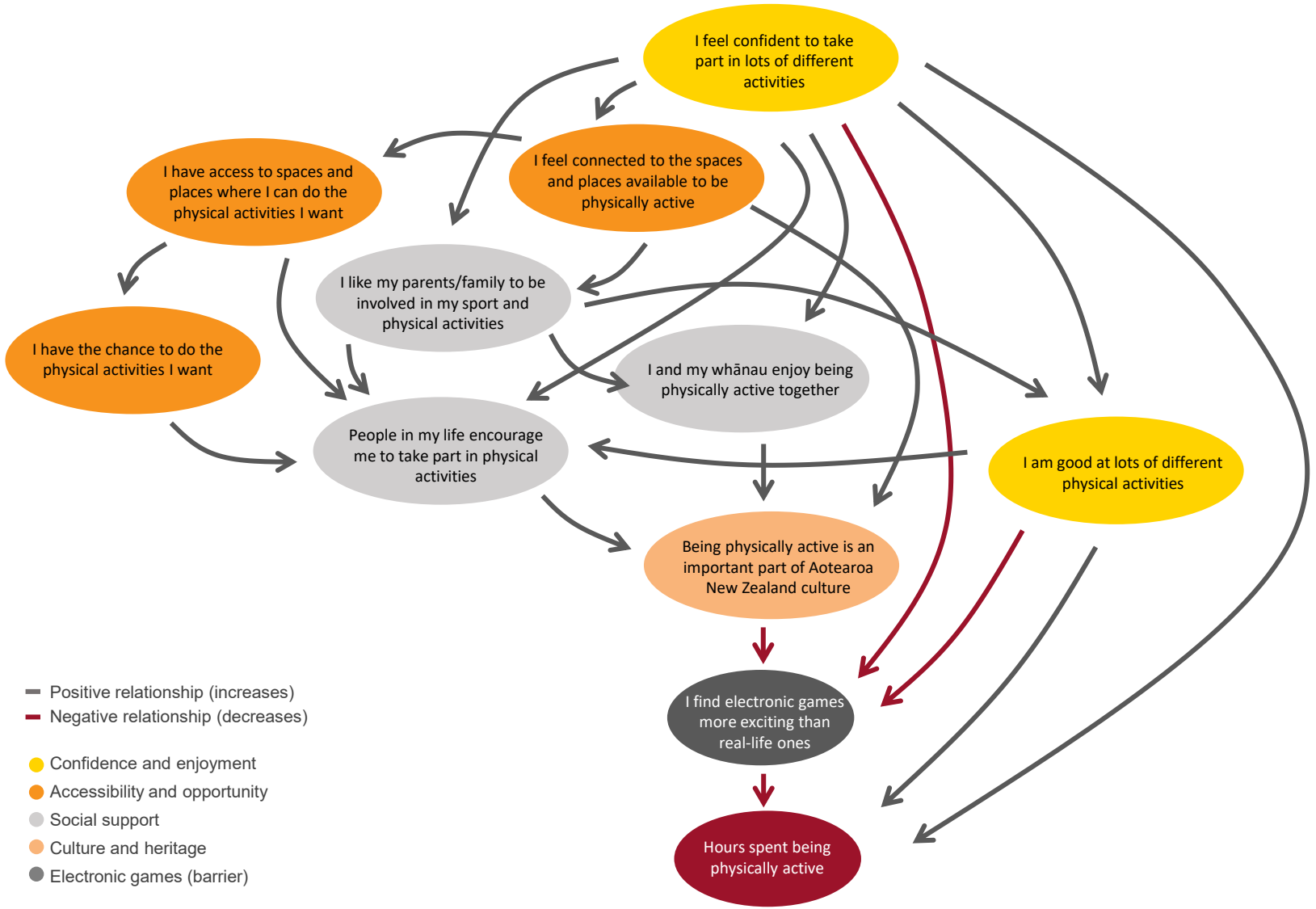
For rangatahi, confidence becomes important.

We saw that, for tamariki, the model showed multiple place- and whānau-led pathways to being active, including belonging in local spaces, easy access and how cultural cues all add up.

For rangatahi, confidence in their physical ability becomes the gatekeeper and works like a conversion switch.

Place, access, whānau support and cultural cues can create opportunities and even intent, but it's confidence that turns those into showing up and sticking with it.

When confidence is low, the same supports might stall at interest or intention, meaning rangatahi may not attend, or they may drop out quickly unless their confidence is increased.



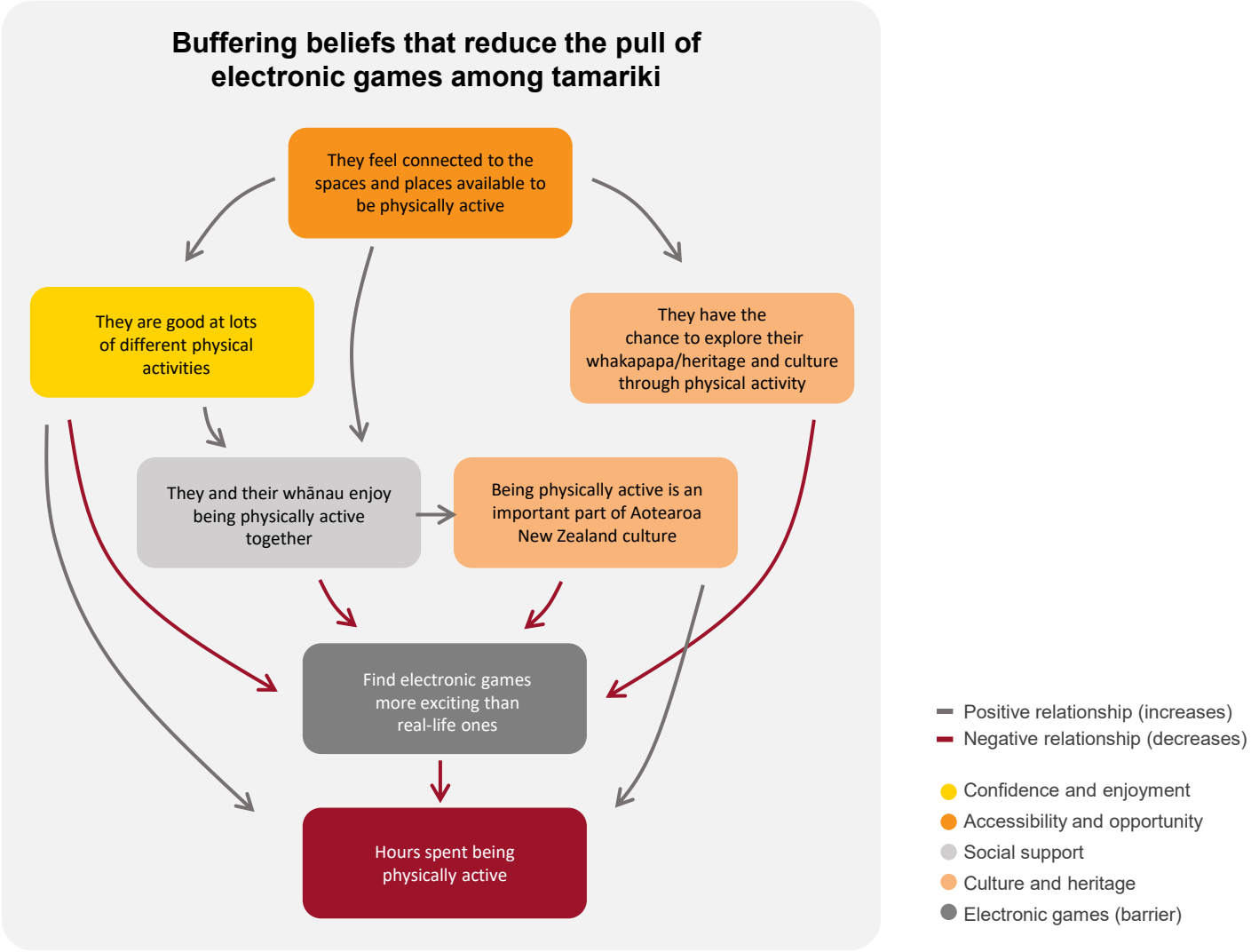
The models help us understand how to counter the pull of electronic games among young people.

In the tamariki model, seeing electronic games as more exciting than real-life activities predicts fewer hours of being physically active.

However, the model also shows that several beliefs act as buffers that reduce this negative pull of electronic games.

Feeling competent in many activities, enjoying being active with whānau, valuing physical activity as part of Aotearoa New Zealand culture, and having opportunities to explore whakapapa through activity, all weaken the influence of electronic game preference.

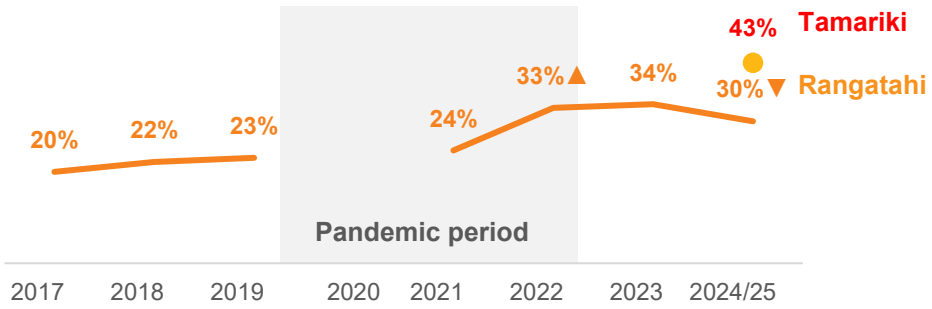
These buffering beliefs are linked to tamariki spending more time being active.



Note: Detailed results for attitude and belief statements are given in appendix 1.

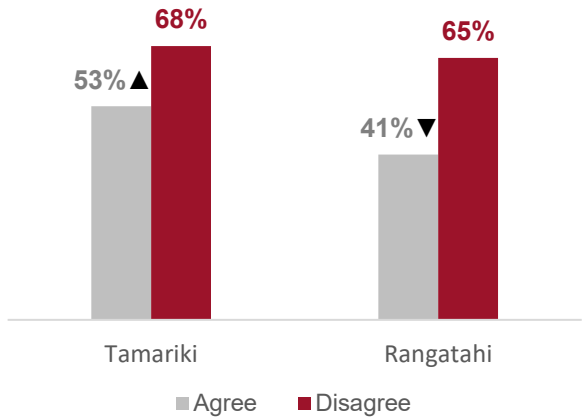
Both networks point to strategies for reducing screen-pull.

% agree electronic games are more exciting than real-life ones



Source: Q39a (agree/disagree statements).
Base: All rangatahi aged 12 to 17 (2024/25 n=2,345; 2023 n=3,982; 2022 n=2,324; 2021 n=2,099; 2019 n=1,754; 2018 n=1,905; 2017 n=2,025).
All tamariki aged 5 to 11 (2024/25 n=2,226).

% meeting physical activity guidelines by agree/disagree that electronic games are more exciting than real-life ones



Source: Q39a (agree/disagree statements).
Base: 2024/25 rangatahi: agree n=703, disagree n=934.
2024/25 tamariki: agree n=943, disagree n=690.
Note: ▲▼ triangles indicate statistically significant higher or lower results compared with other subgroups.

Enjoyment of electronic games has a clear relationship to reduced physical activity. Both models show, however, that several beliefs act as buffers that reduce the negative pull of electronic games.

- **Among tamariki**, feeling competent in many activities, enjoying being active with whānau, valuing physical activity as part of Aotearoa New Zealand culture, and having opportunities to explore whakapapa through activity, all weaken the influence of electronic games preference.
- **Among rangatahi**, the belief that being physically active is an important part of Aotearoa New Zealand culture weakens the influence of electronic games preference. This belief is positively reinforced through whānau and social support, and through feelings of confidence.

Connecting the dots: what might these models mean for strategies to increase physical activity?

Contrasting activity pathways for tamariki and rangatahi

Tamariki are place- and whānau-led

Place-based enablers

Safe, familiar and culturally relevant spaces can foster a sense of belonging and encourage physical activity among tamariki.

Family and social support

Whānau involvement and social support enhance participation through encouragement and shared activity.

Accessibility

Removing barriers like cost and transportation can improve access to activity opportunities.

Multiple activity entry points

Offering structured and unstructured play, plus opportunities to try new activities with their whānau (eg, pop-up events), can create interest and ways for tamariki to engage actively.

For rangatahi, it's confidence first

Confidence is an important driver

Confidence is essential for rangatahi to turn opportunities into participation and overcome barriers.

Reducing perceived judgement

Strategies like beginner-friendly sessions and effort-focused opportunities may help reduce anxiety about being judged.

Peer support

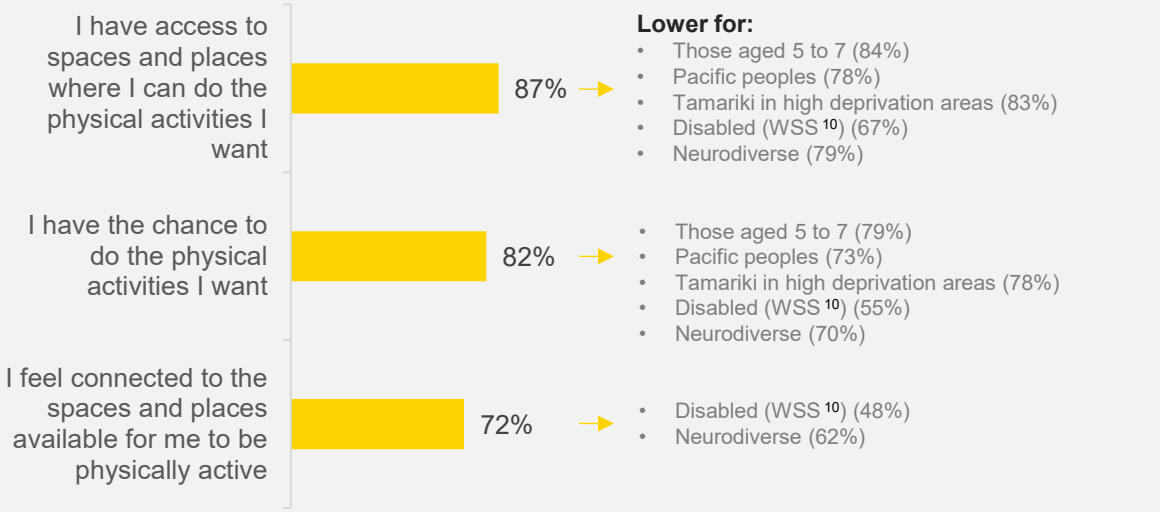
Using age-appropriate ambassadors and group sign-ups might help create a socially safe and relatable environment for rangatahi.

Flexible and private options

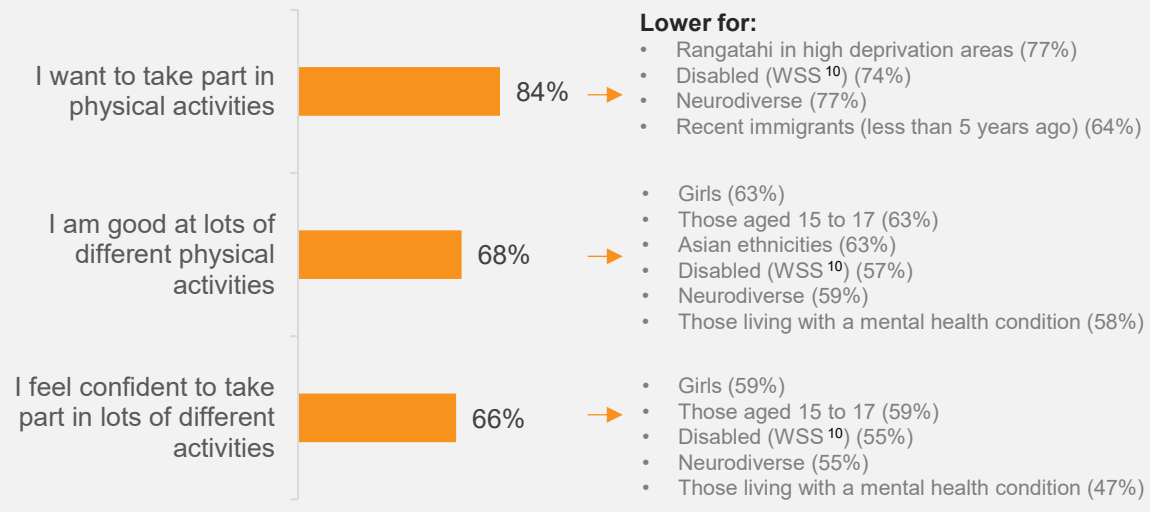
Privacy-friendly, self-paced activities may support anxious beginners in sustained engagement.

Given the importance of connection with spaces and places for tamariki, and feelings of confidence for rangatahi, we explored which subgroups experience reduced access or lower confidence.

Access for tamariki (aged 5 to 11)



Confidence for rangatahi (aged 12 to 17)



Source: Q39a (agree/disagree statements).
Base: Tamariki aged 5 to 11 (2024/25 n=2,226).
Rangatahi aged 12 to 17 (2024/25 n=2,345).

10 WSS (Washington Short Set) disability questions were developed by the Washington Group to be used in population surveys not specifically about disability. They are designed to identify most people for whom it is difficult to fully participate in society.

What influences young people to be active

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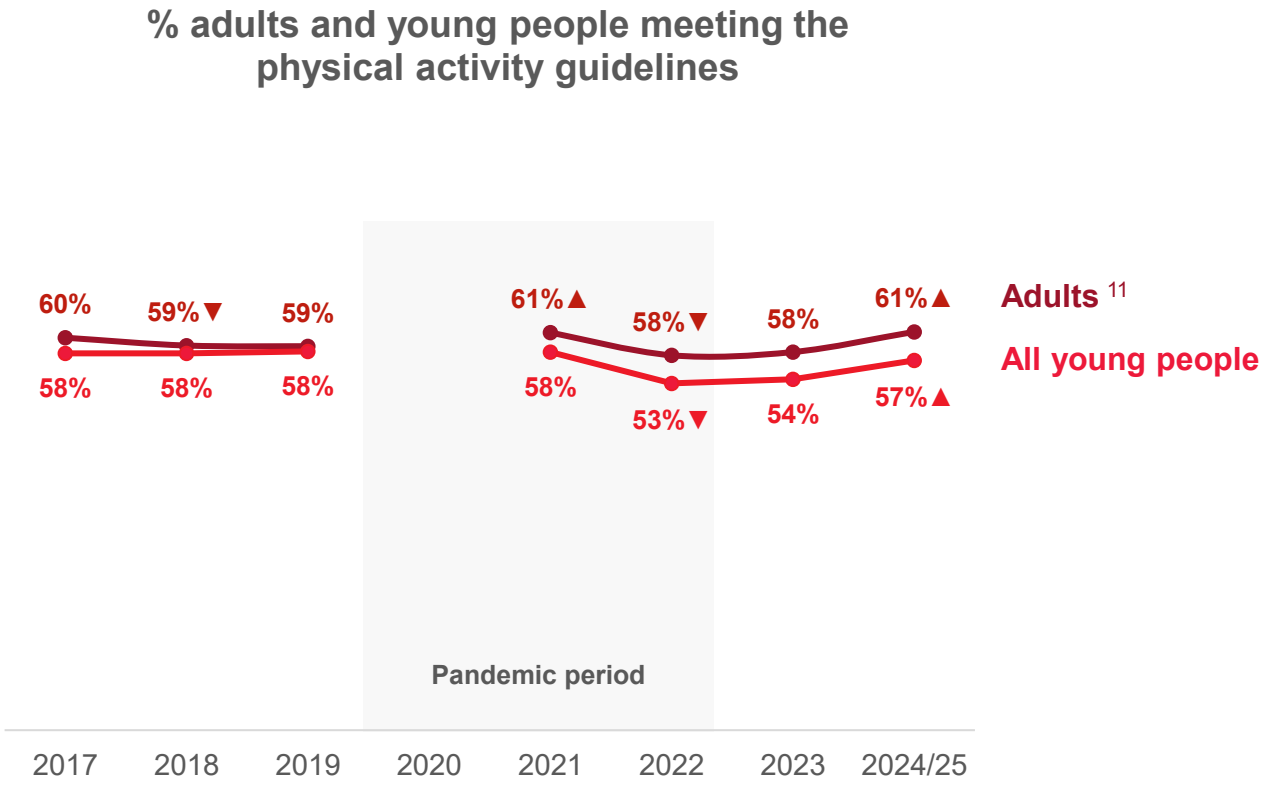
The survey shows that, as adult physical activity has rebounded, we see a corresponding rebound for young people.



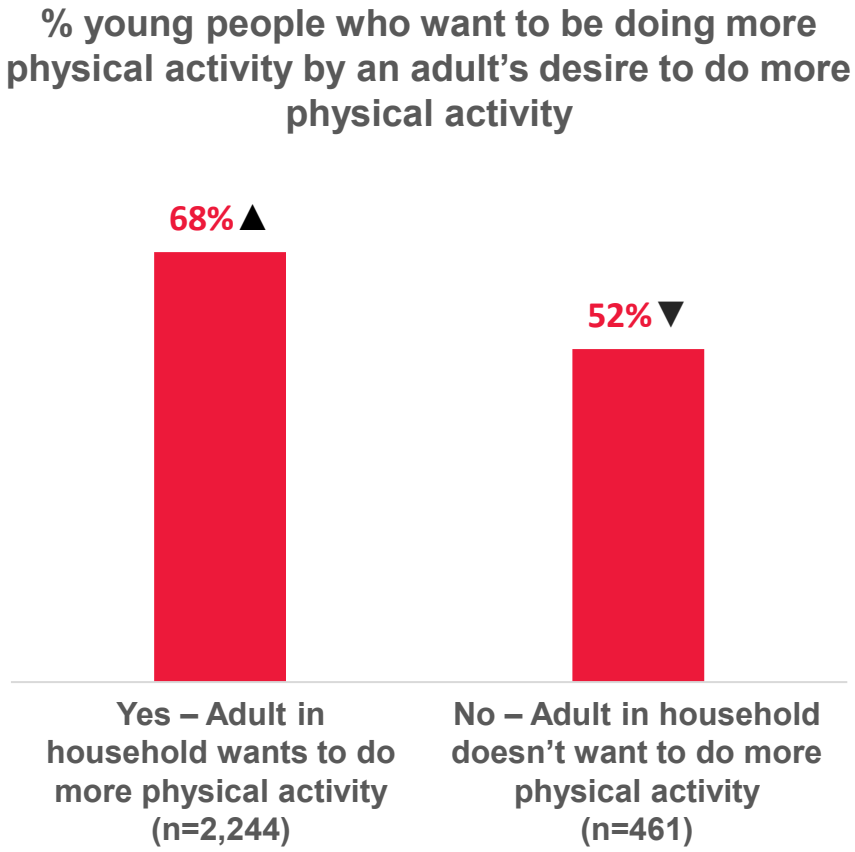
Source: Q8c (adults) and Q16b (young people) Time spent doing each activity.
Base: Adults (2024/25 n=14,958; 2023 n=15,836; 2022 n=15,118; 2021 n=23,239; 2019 n=21,972; 2018 n=25,150;
2017 n=27,038).
Young people aged 5 to 17 (2024/25 n=4,549; 2023 n=5,890; 2022 n=4,015; 2021 n=4,824; 2019 n=4,799;
2018 n=5,595; 2017 n=6,004).

11 Q8c. Question for adults changed from being asked for all activities combined to being asked for each single activity in 2024/25. The result may be influenced by this change.

A clear association can be seen between adult and young people's motivation for physical activity.

For the first time this year, we explored the relationship between adults and young people by matching survey responses from those with an adult [12] in the same household.

Young people are more likely to want to be more active when an adult in their household has the same desire.



Source: Q22 Would like to be doing more physical activity.
Base: Young people aged 5 to 17 living with an adult who also completed the questionnaire (2024/25 n=2,705).
Note: ▲▼ triangles indicate statistically significant higher or lower results compared with other subgroups.

12 The adult is not necessarily the parent of the young person in their household. We have only included the beliefs of young people in the model if an adult in the same household also completed the questionnaire.

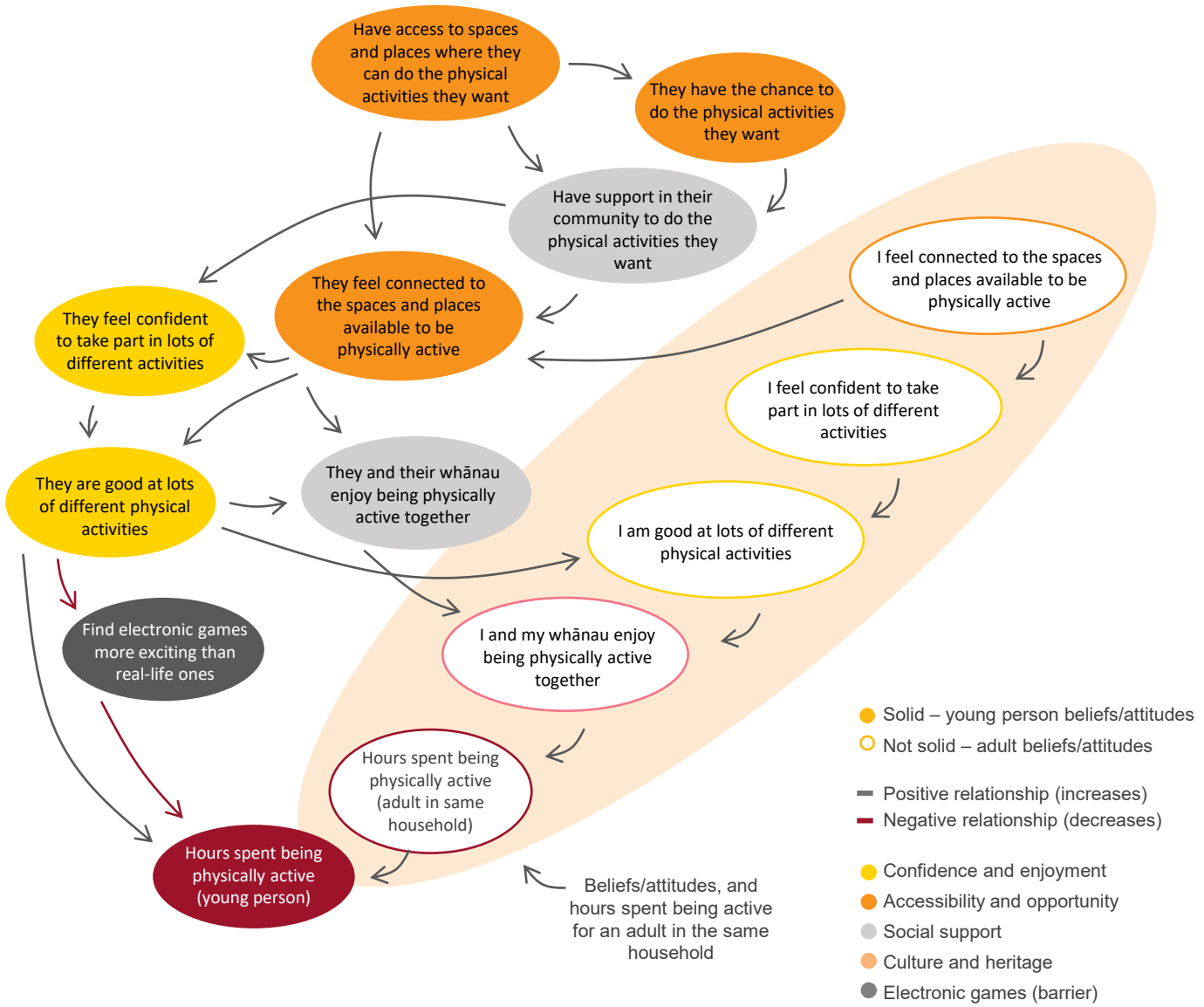
Our belief network helps to show how adult and young people's physical activity go hand-in-hand.

When adults feel connected, confident and competent, and enjoy activity with whānau, both their own and the young person's activity tend to be higher. [12]

Adults who feel at home in local activity spaces tend to feel confident and competent. This helps make being active a whānau norm and is linked with more adult-active time.

In the same household, beliefs line up: connection aligns with connection, competence with competence, shared enjoyment with shared enjoyment, and more adult activity is associated with more young person activity.

This household alignment suggests that strengthening adult belief pathways can lift activity for both generations.



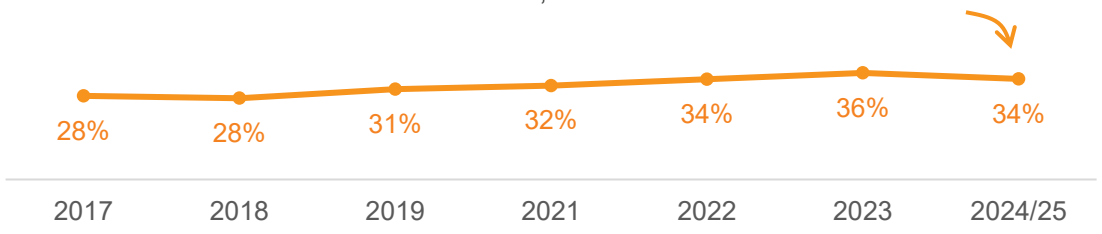
12 The adult is not necessarily the parent of the young person in their household. We have only included the beliefs of young people in the model if an adult in the same household also completed the questionnaire.

Technology as a bridge to being more active.

We've seen an increase over time in the use of technology while being active among rangatahi aged 15 to 17, although this appears to have stabilised this year, driven by a drop in usage among girls (down from 39% to 33%). Despite the stagnation in overall usage, use of technology by rangatahi who meet the physical activity guidelines of at least 420 minutes continues to trend up.

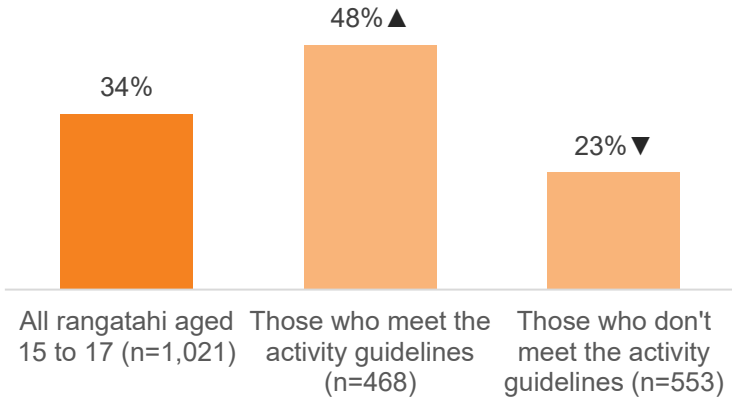
Rangatahi (aged 15 to 17) trends in technology use while active

Technology use among the *most active* rangatahi (ie, those meeting the physical activity guidelines) has continued to increase (up from 42% in 2022 to 48% in 2024/25), while across all those aged 15 to 17 it has now stabilised, as seen in the line below.



Source: Q16b Time spent doing each activity, Q28 Technology usage.
Base: Rangatahi aged 15 to 17 (2024/25 n=1,021; 2023 n=1,661; 2022 n=1,045; 2021 n=823; 2019 n=715; 2018 n=814; 2017 n=798).

% rangatahi (aged 15 to 17) who use technology during physical activity by whether they meet the physical activity guidelines



The figure shows that use of technology during physical activity is higher among those meeting the physical activity guidelines.

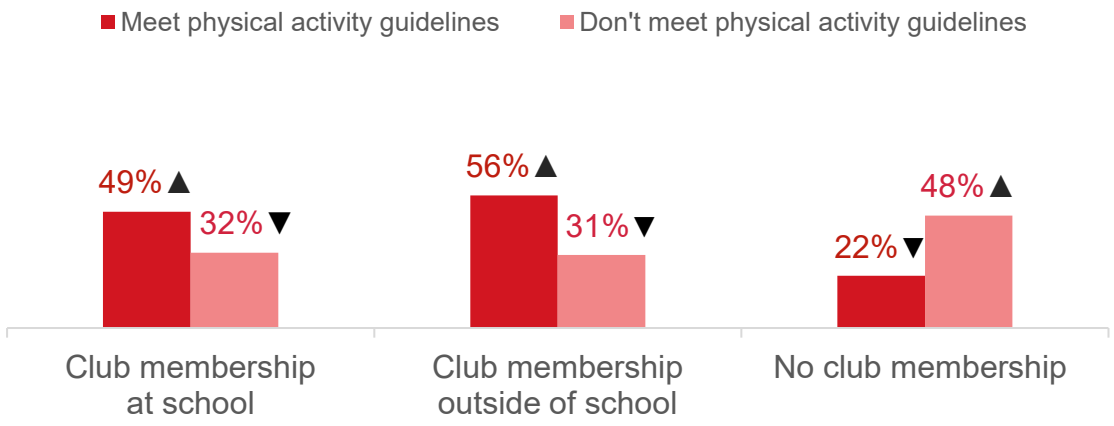
Nearly half (48%) of those meeting the guidelines use technology while physically active, compared with less than a quarter (23%) of those who do not meet the guidelines.

Source: Q16b Time spent doing each activity, Q28 Technology usage.
Base: Rangatahi aged 15 to 17 (2024/25 n=1,021).
Note: ▲▼ triangles indicate statistically significant higher or lower results compared with other subgroups.

Club membership as a path to more activity.

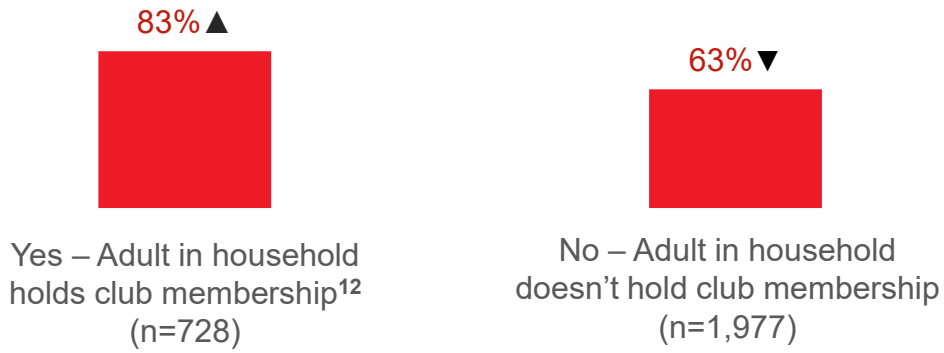
Clubs can connect ambition with opportunity, with 2 in 3 young people having a club membership either at or outside of school. Those meeting the physical activity guidelines are more likely to hold a club membership (56%). Further, older tamariki (aged 8 to 11), those living in low deprivation areas, NZ Europeans or boys are more likely to hold an outside of school membership. The probability also increases if a parent holds a club membership.

Young people club membership



Source: Q39. Membership for sports teams or recreation groups and clubs (other than a gym or fitness centre)?
Base: All young people (2024/25 n=4,571).
Note: ▲▼ triangles indicate statistically significant higher or lower results compared with other subgroups.

% young people who hold a club membership by an adult holding a club membership



Source: Q39. Membership for sports teams or recreation groups and clubs (other than a gym or fitness centre)?
Base: Young people aged 5 to 17 living with an adult who also completed the questionnaire (2024/25 n=2,705).
Note: ▲▼ triangles indicate statistically significant higher or lower results compared with other subgroups.

12 The adult is not necessarily the parent of the young person in their household. We have only included the beliefs of young people in the model if an adult in the same household also completed the questionnaire.

Who's missing out?

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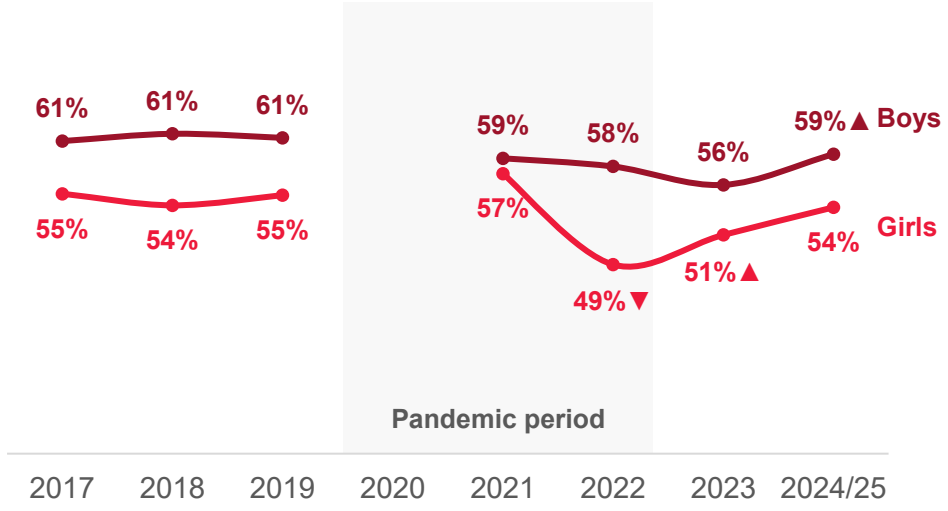
While we've seen positive changes this year, gaps remain between groups.

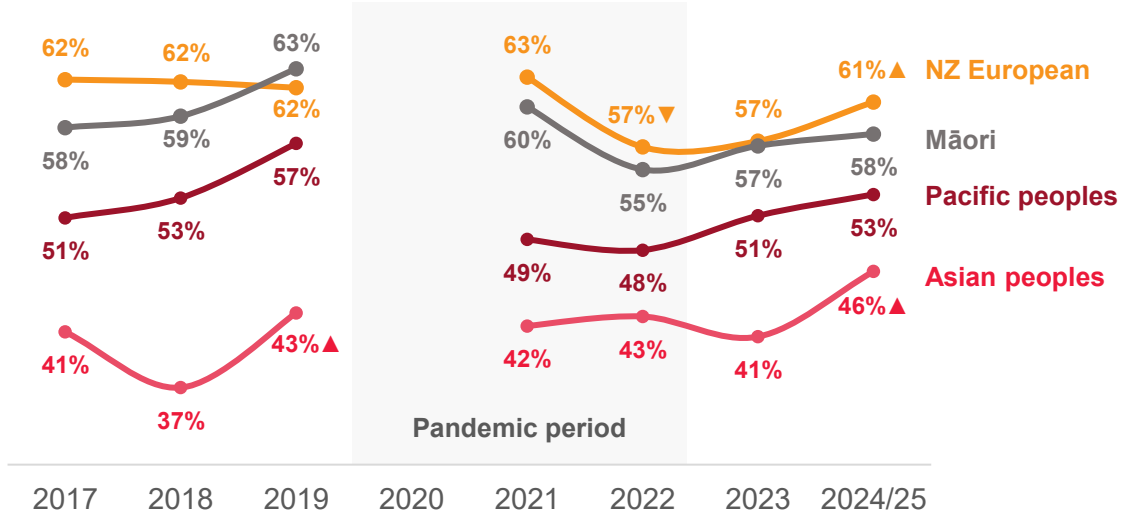
Although recent trends show positive momentum, with activity levels rising over the past 2 years, girls and ethnic minority groups remain less likely to meet the recommended physical activity guidelines.

% meeting the physical activity guidelines by gender



Source: Q16b Time spent doing each activity and Q9 Gender
Base: Girls aged 5 to 17 (2024/25 n=2,217; 2023 n=2,887; 2022 n=1,948; 2021 n=2,480; 2019 n=2,519; 2018 n=2,764; 2017 n=3,095),
Boys aged 5 to 17 (2024/25 n=2,305; 2023 n=2,940; 2022 n=2,024; 2021 n=2,307; 2019 n=2,269; 2018 n=2,820; 2017 n=2,894),

% meeting the physical activity guidelines by ethnic identification

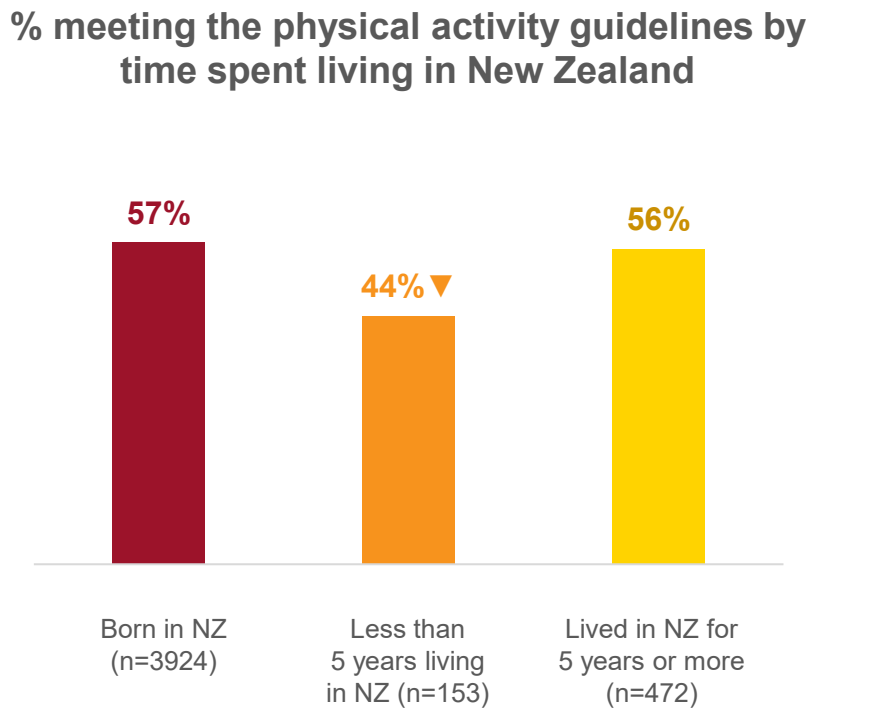


Source: Q16b Time spent doing each activity and Q75 Ethnicity
Base: NZ European (2024/25 n=3,570; 2023 n=4,827; 2022 n=3,322; 2021 n=4,042; 2019 n=4,051; 2018 n=4,641; 2017 n=5,118), Māori (2024/25 n=779; 2023 n=1,002; 2022 n=591; 2021 n=767; 2019 n=768; 2018 n=914 ; 2017 n=1,041), Pacific peoples (2024/25 n=333; 2023 n=360; 2022 n=231; 2021 n=239; 2019 n=232; 2018 n=272; 2017 n=308), Asian peoples (2024/25 n=765; 2023 n=664; 2022 n=467; 2021 n=555; 2019 n=551; 2018 n=678; 2017 n=549).

Recent migrants are less likely than those born in New Zealand to meet the recommended physical activity guidelines.

Recent migrants also have a lower variety of activities. Over the span of 7 days, they do, on average, 4 different activities, while others do 5.

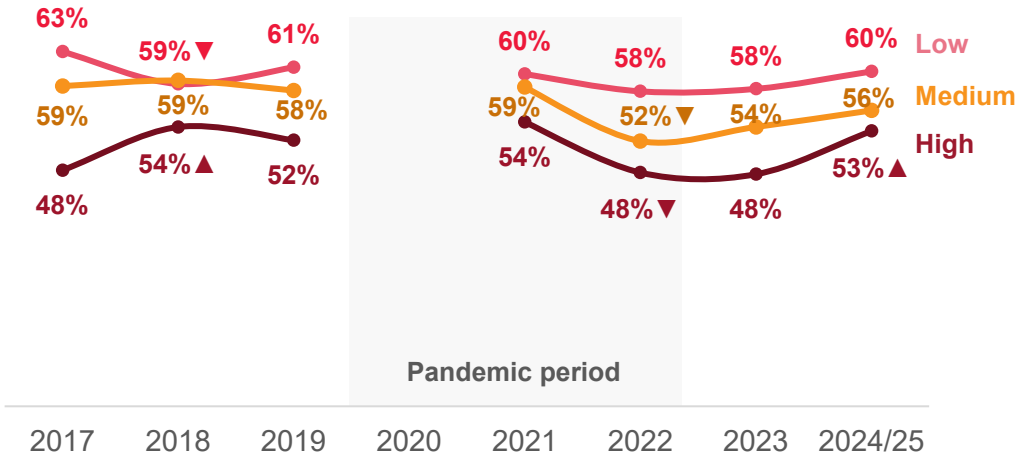
They are less likely to have a club membership at school, and their parents are also significantly less active.



Source: Q16b Time spent doing each activity and Q74 Length of residence.
Base: Young people aged 5 to 17 (2024/25 n=4,549).
Note: ▲▼ triangles indicate statistically significant higher or lower results compared with other subgroups.

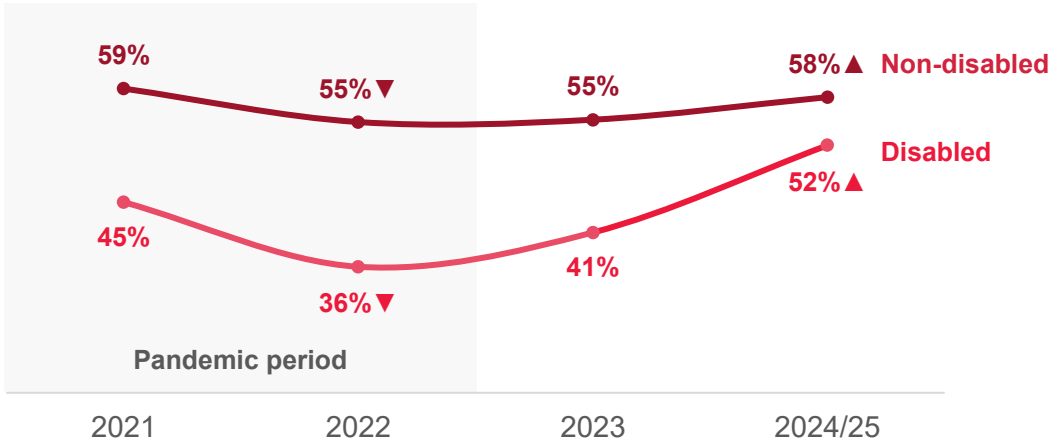
Deprivation and disability gaps persist but have narrowed over the past year.

% young people meeting activity guidelines by deprivation over time



Source: Q16b Time spent doing each activity, Deprivation index is allocated based on physical address
Base: Young people aged 5 to 17; in low deprivation areas (2024/25 n=1,711; 2023 n=2,256; 2022 n=1,622; 2021 n=1,821; 2019 n=1,550; 2018 n=1,961; 2017 n=2,317), in medium deprivation areas (2024/25 n=1,804; 2023 n=2,358; 2022 n=1,545; 2021 n=1,996 ; 2019 n=1,445; 2018 n=1,775; 2017 n=2,194), in high deprivation areas (2024/25 n=1,034; 2023 n=1,276; 2022 n=846; 2,021 n=995 ; 2019 n=639; 2018 n=873; 2017 n=1,129)

% young people meeting activity guidelines by disability[13] over time[14]



Source: Q16b Time spent doing each activity and Q50N Disability (WSS, self-identified).
Base: Young people aged 5 to 17:
identifying as disabled (2024/25 n=501; 2023 n=593; 2022 n=370; 2021 n=336),
identifying as non-disabled (2024/25 n=3,904; 2023 n=5,292; 2022 n=3,642; 2021 n=4,488).

13 WSS (Washington Short Set) disability questions were developed by the Washington Group to be used in population surveys not specifically about disability. They are designed to identify most people for whom it is difficult to fully participate in society.
14 Data only available from 2021 – the question was updated in 2019, and the Active NZ survey was paused in 2020 during the nationwide lockdown.

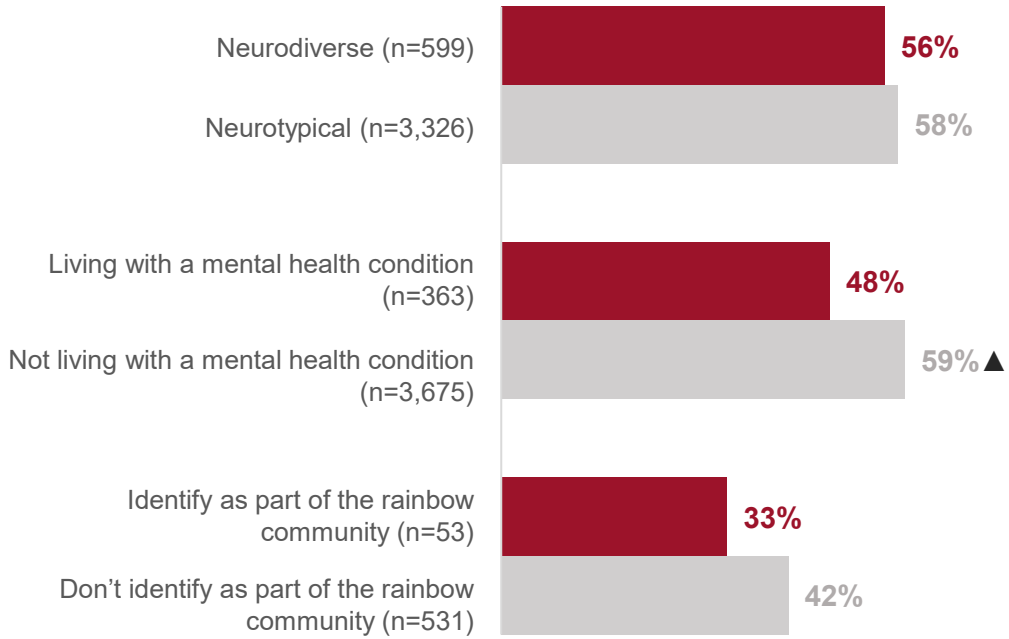
Gaps exist for those living with mental health conditions.

In 2024/25, 3 new questions were introduced for the first time, focusing on mental health, neurodiversity, the rainbow community, and meeting the physical activity guidelines [15].

Young neurodiverse people are just as likely as young neurotypical people to be meeting the physical activity guidelines.

The lower activity level shown for those in the rainbow community is not statistically significant, although this question was asked only of those aged 16 and 17, so the number of rainbow young people included in the base is small.

% meeting the physical activity guidelines



Neurodiverse young people are more likely to participate in:
- tramping/hiking/bush walks (8.4% vs 5.6% neurotypical)
- climbing (9.4% vs 5.8%)
- horse riding (5.7% vs 1.5%)
- parkour (4.1% vs 1.9%).

Young people living with a mental health condition are more likely to workout (weights or cardio) (22.4% vs 10.7% not living with a mental health condition) or to dance (22.6% vs 16.5%).

Young people identifying as a part of the rainbow community are more likely to go surfing or bodyboarding compared with those not identifying with the rainbow community (5.7% vs 1.1%).

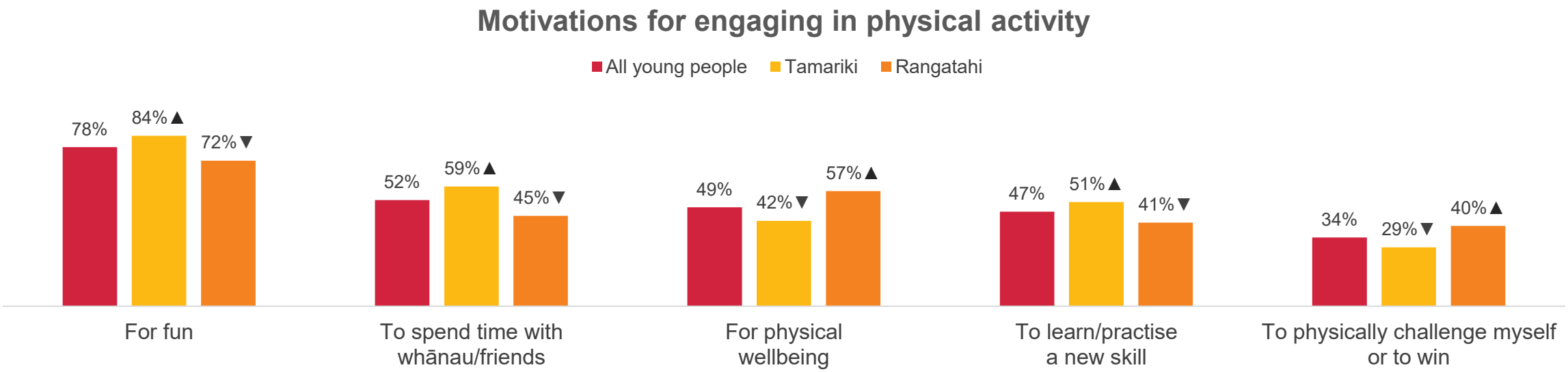
Source: Q16b Time spent doing each activity, Q91 Neurodivergence, Q92 Mental health, Q94 Rainbow community.
Base: Young people aged 5 to 17 (2024/25 n=4549).
Notes: ▲▼ Triangles indicate statistically significant higher or lower results, compared with other subgroups.

15 Those who responded 'don't know' or 'prefer not to say' are not included in the chart.

Fun is the main driver for being physically active.

Main motivations for being active are for fun, spending time with whānau and friends and for physical wellbeing. More tamariki are active to learn or practise a new skill, and more rangatahi are active to challenge themselves physically.

While the motivators are mostly consistent between groups, learning and practising a new skill appears among the top 3 motivations for Pacific peoples (46%), Chinese (51%), Indian people (53%) and new migrants (43%).



Source: Q26. Thinking about the most recent physical activity [you/child] have/has done, what were the main reasons [you/they] did this activity?
All young people who have done physical activity in the past 7 days (2024/25 n=4,235). All tamariki who have done physical activity in the past 7 days (2024/25 n=2,114).
All rangatahi who have done physical activity in the past 7 days (2024/25 n=2,121).
Note: ▲▼ triangles indicate statistically significant higher or lower results compared with other subgroups. This is a new question asked for the first time in 2024/25.


Bringing
it all together
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6 levers can help lock in the rebound.

Findings point toward 6 ways to promote physical activity and lock in the rebound.

1. **Active schools/PE:** Protect and prioritise quality PE and whole-school activity to build confidence and competence early.

2. **Build connection to spaces and places:** Design activities and safe spaces that connect young people to whakapapa and culture, and provide a place for deeper engagement.

3. **Whānau-centred activation:** Make it easy and enjoyable for families to be active together through flexible, low-cost options.

4. **Confidence-building approaches:** Provide opportunities for rangatahi to try new activities in supportive, low-pressure environments, with positive feedback and role models to help strengthen self-belief and motivation.

5. **Affordability and access fixes (fees, gear, transport, nearby spaces):** Remove practical barriers with fee subsidies, equipment libraries, transport support and nearby opportunities.

6. **Tech-enabled challenges:** With technology use increasing, consider if ways exist to use apps or wearables, or promote social challenges that turn technology into a motivator rather than a competitor.

Appendices

Further information is available in the data tables for the Active NZ survey and in the 2024/25 Active NZ Technical Report. This includes detailed results for adult participation, volunteering and a breakdown across a range of subgroups.

Additional details about what the survey covers are included in appendix 4.

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Attitudes towards being active

Appendix 1

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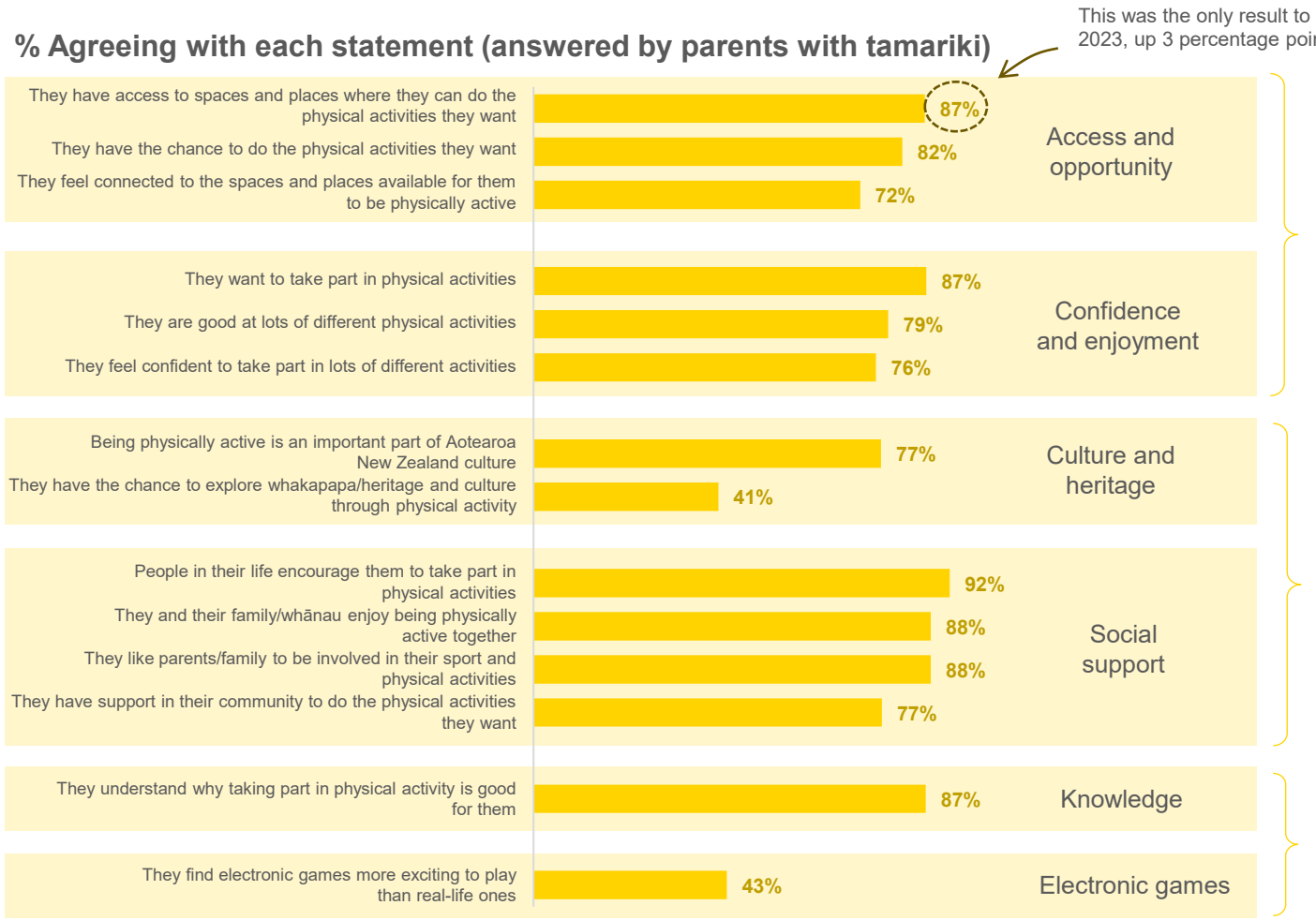
Overall, tamariki beliefs reflect a strong foundation for ongoing engagement in physical activity, shaped by encouragement, opportunity and cultural values.



Most tamariki grow up in environments that are supportive of physical activity. Their confidence and desire to be active remain high, and they generally feel they have the opportunities and spaces they need to participate.

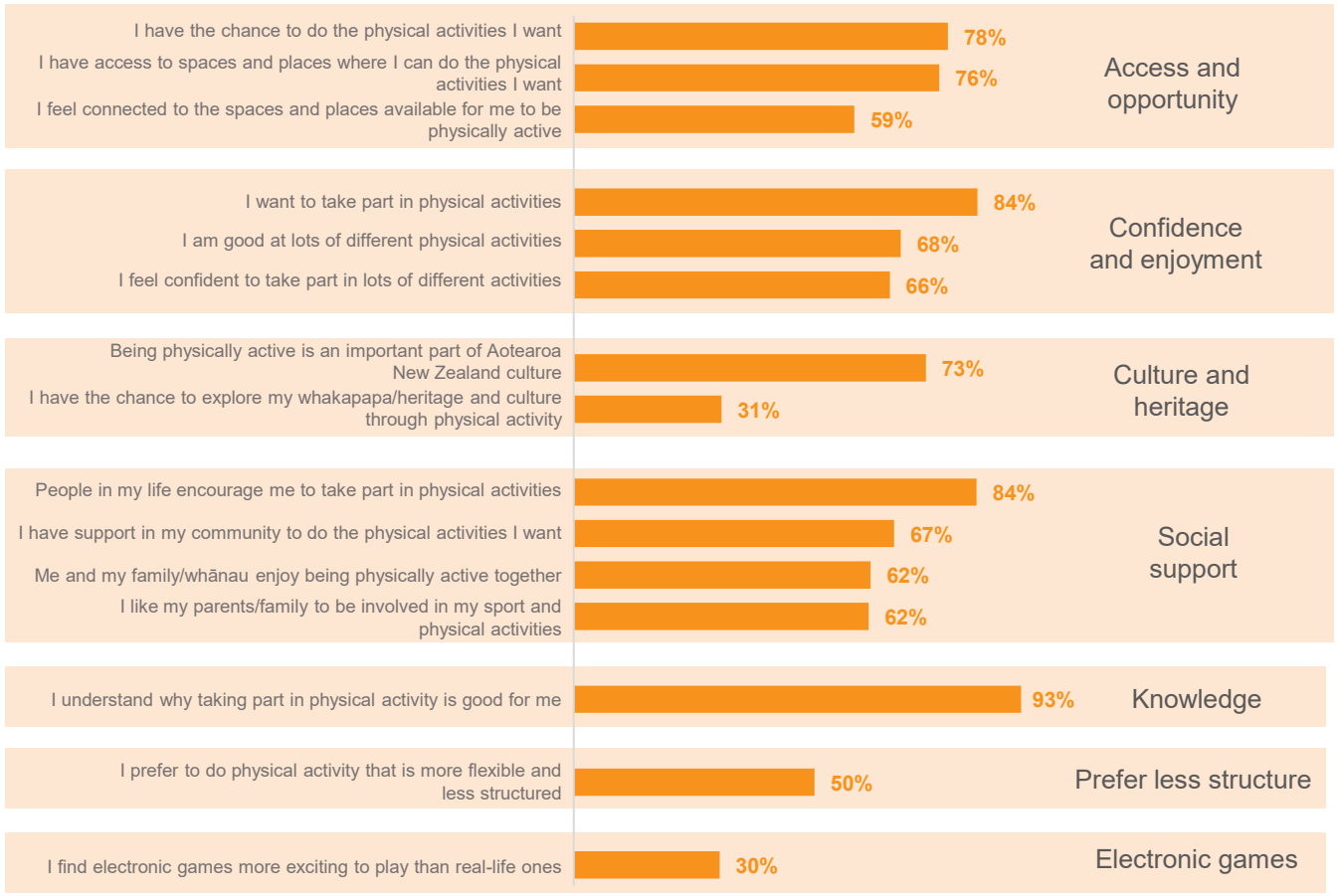
Most tamariki feel encouraged by those around them, have strong family and community backing, and see physical activity as a part of their lives and culture.

Most know that physical activity is good for them, however, the appeal of electronic games remains significant, suggesting that, while positive attitudes towards being active are common, digital entertainment continues to compete for their attention.

Source: Q39a (agree/disagree statements).
Base: Tamariki aged 5 to 11 (2024/25 n=2,226).

Rangatahi face more barriers to being active than tamariki, with less perceived access, confidence, cultural connection and social support in their teenage years.

% Agreeing with each statement (answered by rangatahi)



Rangatahi report less access and opportunity to participate in physical activity, compared with tamariki, reflecting a decline in perceived opportunity and access to spaces as children move into adolescence.

Compared with tamariki, their confidence and self-perception in physical activity are lower, and family involvement is less prominent.

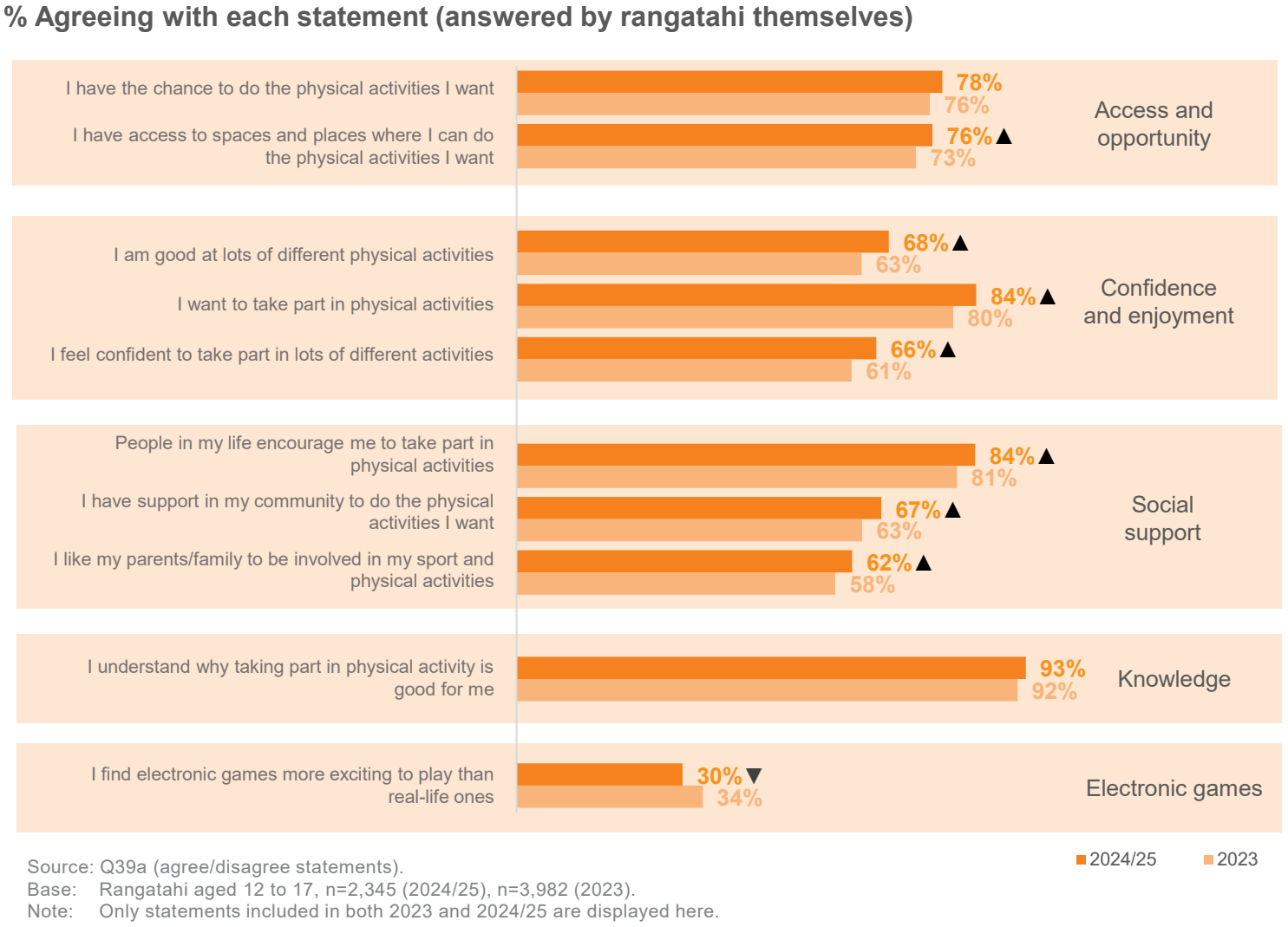
Rangatahi are less likely than tamariki to feel that physical activity connects them to their culture and heritage.

Most rangatahi understand the benefits of physical activity and feel encouraged by those around them, although again this sense of encouragement and social support is lower than for tamariki.

A preference exists among half of all rangatahi for flexible, less structured forms of activity (which may be more individual, perhaps helping to counter a lack of confidence felt when participating with others). While electronic games are still appealing, their influence is less pronounced than among tamariki.

Source: Q39a (agree/disagree statements).
Base: Rangatahi aged 12 to 17 (2024/25 n=2,345).

Among rangatahi, we've seen several positive improvements since last year, which may be a reflection of their increased involvement in physical activity.



Source: Q39a (agree/disagree statements).
Base: Rangatahi aged 12 to 17, n=2,345 (2024/25), n=3,982 (2023).
Note: Only statements included in both 2023 and 2024/25 are displayed here.

Participation in sports and activities heat maps

Appendix 2

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Appendix 2

Heat maps: Young people's participation by activity in last 7 days (A–M)

This section lists in alphabetical order the activities young people take part in, and can help to show the seasonality of activities.

Quarters with significantly higher or lower participation are shaded in green (higher) or red (lower).

	Annual participation 2024/25	Q1 July-Sep Wint-Spg	Q2 Oct-Dec Spg-Sum	Q3 Jan-Mar Sum-Aut	Q4 Apr-Jun Aut-Win
Active games (eg, four square, tag, bull rush, dodgeball)	34%	34%	34%	32%	34%
Adventure racing	1%	*	*	1%	*
Athletics or track and field	7%	4%	12%	7%	3%
Badminton	5%	5%	4%	3%	6%
Basketball or miniball	13%	13%	15%	10%	13%
Canoeing or kayaking	1%	1%	2%	2%	1%
Cheerleading	1%	1%	1%	1%	1%
Climbing	7%	7%	7%	7%	6%
Cricket	5%	3%	6%	8%	3%
Cross country	5%	6%	2%	3%	9%
Cycling or biking	20%	16%	20%	24%	18%
Dance or dancing	16%	17%	17%	16%	16%
Fishing	3%	1%	3%	4%	2%
Football	22%	25%	22%	16%	24%
Futsal	3%	2%	3%	3%	3%
Golf	3%	3%	2%	3%	3%
Golf – driving range	1%	*	*	1%	1%
Golf or mini golf or mini putt	2%	3%	2%	1%	2%
Group exercise class	7%	8%	6%	5%	9%
Gymnastics	8%	8%	9%	7%	8%
Handball	6%	6%	5%	6%	5%
Hockey or floorball	5%	6%	4%	3%	7%
Horse riding	2%	2%	2%	2%	2%
Kai gathering	2%	2%	1%	2%	2%
Kapa haka	9%	10%	10%	6%	11%
Karate	3%	3%	3%	2%	3%
Kī-o-rahi	3%	3%	3%	1%	3%
Mountain biking	5%	4%	6%	5%	5%
Unweighted base (n=)	**4,571**	**1,197**	**1,064**	**1164**	**1,146**

Significantly higher than other quarters

Significantly lower than other quarters

Source: Q13a Activities done in last 7 days.
Base: Young people aged 5 to 17 (2024/25 n=4,571).
Note: * = Greater than 0% but less than 0.5%.
Participation proportions by activity are not directly comparable with results from 2023 or earlier, due to a randomisation change of the question.

Appendix 2

Heat maps: Young people's participation by activity in last 7 days (N–V)

This section lists in alphabetical order the activities young people take part in, and can help to show the seasonality of activities.

Quarters with significantly higher or lower participation are shaded in green (higher) or red (lower).

	Annual participation 2024/25	Q1 July-Sep Wint-Spg	Q2 Oct-Dec Spg-Sum	Q3 Jan-Mar Sum-Aut	Q4 Apr-Jun Aut-Win
Netball	10%	13%	5%	7%	15%
Non-sport/exercise/recreational activity	1%	1%	1%	1%	*
Orienteering	1%	1%	1%	1%	1%
Other	7%	8%	7%	6%	8%
Parkour	2%	2%	2%	2%	3%
Playing (eg, running around, climbing trees, make-believe)	44%	42%	46%	44%	43%
Playing on playground	40%	40%	41%	40%	39%
Rollerblading	2%	2%	2%	2%	2%
Rowing	1%	1%	1%	1%	1%
Rugby league	3%	3%	2%	3%	4%
Rugby or Rippa rugby	9%	9%	8%	6%	13%
Running or jogging	29%	28%	30%	29%	28%
Sailing or yachting	1%	*	1%	0%	1%
Scootering	16%	12%	17%	17%	15%
Skateboarding	3%	4%	3%	3%	2%
Skiing or snowboarding	1%	2%	1%	*	*
Softball or T-ball	3%	2%	3%	3%	2%
Surf lifesaving	1%	*	1%	1%	1%
Surfing or bodyboarding	3%	1%	3%	4%	2%
Swimming	31%	21%	32%	47%	25%
Table tennis	3%	2%	4%	2%	2%
Tennis	5%	4%	7%	6%	4%
Touch	8%	7%	12%	7%	7%
Tramping or hiking or bush walks	6%	6%	6%	7%	6%
Trampoline	18%	15%	20%	18%	18%
Triathlon or duathlon	1%	*	1%	2%	1%
Ultimate Frisbee	1%	1%	1%	2%	1%
Volleyball or Kiwi volley	6%	5%	5%	6%	6%
Unweighted base (n=)	**4,571**	**1,197**	**1,064**	**1,164**	**1,146**

Significantly higher than other quarters

Significantly lower than other quarters

Source: Q13a Activities done in last 7 days.
Base: Young people aged 5 to 17 (2024/25 n=4,571).
Note: * = Greater than 0% but less than 0.5%.
Participation proportions by activity are not directly comparable with results from 2023 or earlier, due to a randomisation change of the question.

Heat maps: Young people's participation by activity (W–Z and NET)

This section lists in alphabetical order the activities young people take part in, and can help to show the seasonality of activities.

Quarters with significantly higher or lower participation are shaded in green (higher) or red (lower).

	Annual participation 2024/25	Q1 July-Sep Wint-Spg	Q2 Oct-Dec Spg-Sum	Q3 Jan-Mar Sum-Aut	Q4 Apr-Jun Aut-Win
Waka ama or waka hourua	1%	*	1%	1%	1%
Walking for fitness	24%	22%	25%	29%	22%
Water polo or Flippa ball	1%	2%	1%	1%	2%
Workout (weights or cardio)	12%	10%	13%	12%	15%
NET Cycling or biking / mountain biking	23%	18%	24%	27%	22%
NET Football / Futsal	22%	25%	23%	17%	25%
NET Golf / golf – driving range / golf – mini golf or mini putt	4%	5%	3%	4%	5%
NET Rugby or Rippa rugby / Rugby league / Touch	15%	14%	17%	12%	19%
Unweighted base (n=)	**4,571**	**1,197**	**1,064**	**1,164**	**1,146**

Significantly higher than other quarters

Significantly lower than other quarters

Source: Q13a Activities done in last 7 days.
Base: Young people aged 5 to 17 (2024/25 n=4,571).
Note: * = Greater than 0% but less than 0.5%.
Participation proportions by activity are not directly comparable with results from 2023 or earlier, due to a randomisation change of the question.

Background and research design

Appendix 3

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Background and research design

Background

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

The survey has been undertaken continuously since 2017 (except for a pause in 2020).

This report provides the technical details of the data collected between 1 July 2024 and 30 June 2025 for Active NZ.

Research design

This research has two components: Active NZ (adults aged 18-plus) and Active NZ Young People (young people aged 5 to 17). This approach is used to meet strategic requirements and to measure participation through one research programme among New Zealanders aged 5-plus.

The survey is self-completion. Target respondents are selected at random from the electoral roll, and mailings are then sent inviting them to complete the survey online. A maximum of 3 communications were sent to people aged 18-plus.

Adult pass on

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. Parents or caregivers were asked to respond on behalf of – and were encouraged to check responses with – the survey respondents.

Adults with young people 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 flyer gave instructions for up to three people in the household aged 12 to 17 to go online to complete the survey.

Incentives

Adults were invited to complete the survey and had the chance to go into a prize draw for a $1,000 Prezzy card. At the end of completion of their survey, they were invited to do the survey on behalf of, or with, tamariki in the household, incentivised by the chance to win 1 of 10 $100 e-gift cards.

For those aged 12 to 17 answering the Young People survey, every participant received a $10 e-gift card as a conditional incentive.

Mailing sequence

First: At the beginning of the month, 1 letter with a flyer was sent (the flyer is addressed to young people).

Second: Around 10 to 15 days into the month, a reminder postcard was sent, if the respondent hadn't participated yet.

Third: In the last third of the month, another reminder letter was sent (with the young people flyer).

Method

Sampling

A quarterly sample is randomly drawn from the electoral roll in regional, age and ethnicity (Māori/non-Māori) proportion, with a parent (aged 35 to 49) and Pacific peoples booster, ensuring all sampled groups are robustly presented in the final data.

Weighting

Weighting was then carried out with an interlocked age, gender and region weight, as well as an ethnicity weight for Māori, Pasifika and Asian ethnicities.

While sampling is carried out quarterly, a scaling factor has been applied to all four quarters, so each quarter has the same impact on the annual data (25% each).

Note: Data was not reported in 2020 due to the COVID-19 pandemic.

Significant differences

Differences reported are significant at the 95% confidence level.

▲▼ Triangles indicate statistically significant increases or decreases from the previous wave of surveying.

All base sizes shown on charts and tables (n=) are unweighted base sizes.

Sample sizes	Adults 18-plus	All young people (aged 5 to 17)	Tamariki (aged 5 to 11)	Rangatahi (aged 12 to 17)
2017	27,038	6,004	3,952	2,052
2018	25,150	5,595	3,690	1,905
2019	21,972	4,799	3,045	1,754
2021	23,239	4,824	2,725	2,099
2022	15,118	4,015	1,691	2,324
2023	15,836	5,890	1,908	3,982
2024/25	14,971	4,571	2,226	2,345

2024/25 survey data	**Median length of interview** (min)	**Response rate** (%)
Adults 18-plus	12.4	15.7
All young people (aged 5 to 17)	14.8	27.4
Tamariki (aged 5 to 11)	12.1	28.9
Rangatahi (aged 12 to 17)	17.9	25.8

For more information and detailed methodology, quotas and questionnaire, please see the Active NZ Technical Report 2024/25.

Active NZ survey content

Appendix 4

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Adult survey content – 2024/25

Introductory section	Q001 – Q6
Section 1	Q106 – Numbers of days of 30+min physical activity Q7 – Physical activity in last 7 days Q8a – Last 7 days sports and activity list Q8 – Last 12 months sports and activity list Q8b – Last 7 days sports and activities by context Q8c – Time spent for each sport or activity Q31 – Like to be doing more
Section 2	Q103 – Muscle strengthening Q26 – Use of technology (half sample) Q37 – Gym membership Q39 – Club membership
Section 3	Q43a – Volunteering last 7 days
Section 4	Q48 – Attitudes to being active (half sample)
Section 5	Q141 – Trust/integrity (half sample)
Section 6	Q68 – Life satisfaction
Section 7 (half sample)	QHP4 – Inspired by NZ athletes and teams HPOX – High performance attitude statements HP20 – Follow high performance sport
Section 8 (half sample)	QYW1 – Awareness of young women's campaign QYW2 – It's My Move campaign awareness QPP1 – Seen or heard Push Play campaign QPP2 – Recall Push Play campaign
Section 9 – final demos	Q70 – Employment status Q73 – Country of birth Q93 – Length of residence Q75 – Ethnicity Q138 – Washington Short Set Q91 – Neurodivergence Q92 – Mental health Q93 – Disabled Q78 – Household income Q94 – Rainbow communities
Closing section/admin	Q104 & 82 & 102 – Consent and detail to link to IDI Q79 – Recontact information – more research Q80 – Recontact information – prize draw Q047 – Link to young people survey
Final question	Optional comments – open text

For more information and detailed methodology, quotas and questionnaire, please see the Active NZ Technical Report 2024/25.

Young people survey content – 2024/25

Introductory section	Q017 – Q67
Section 1	QSI – Number of days active Q12 – Physical activity in last 7 days Q13 & Q13a – Last 7 days sports and activity list Q16 – Last 7 days sports and activities by context Q16b – Time spent for each sport or activity Q17 – Facilities used
Section 2	Q26 – Activity motivation
Section 3	Q22 – Like to be doing more Q25N – Sports and activities I like to try/do more of Q23 – Barriers to doing more
Section 4	Q95 – Muscle strengthening Q28 – Use of technology Q77 – Gym or fitness centre membership Q39 – Club membership
Section 5	Q36b – Volunteering outside of school last 7 days Q36c – Time spent volunteering
Section 6	Q39a – Attitudes to being active
Section 7	Q117 – Trust/integrity
Section 8	Q48 – Life satisfaction Q49 – Amount of time sleeping
Section 9	QHP4 – Inspired by NZ athletes and teams QHP20 – Follow high performance sport
Section 10	QYW1 – Awareness of young women's campaign QYW2 – It's My Move campaign awareness QPP1 – Seen or heard Push Play campaign QPP2 – Recall Push Play campaign
Section 11 – final demos	Q75 – Ethnicity Q50N – Washington Short Set Q91 – Neurodiverse Q92 – Mental health Q93 – Disabled Q9 – Gender Q94 – Rainbow communities
Closing section/admin	Q59 – Parent involvement Q79 – Recontact consent Q84 – Parent confirmation Q85 & 87 – Consent to link to IDI – rangatahi Q51 – Details for conditional incentive Q80 – Consent to link to IDI – tamariki Q64 – Another child loop. Optional comments – open text
Final question	Optional comments – open text

For more information and detailed method, quotas and questionnaires, please see the Active NZ Technical Report 2024/25.