

HINE O TE KURA YOUTH SYMPOSIUM

QUANTITATIVE INSIGHTS

JUNE 2023



FOREWORD

FIFA Women's World Cup 2023 Tāmaki Makaurau Auckland Host City Programme

aucklandnz.com/fifa-womens-world-cup

FOREWORD

The FIFA Women's World Cup 2023 Australia & New Zealand (FIFA WWC 2023) is the largest event held to date in New Zealand, bringing significant benefits to the region. Tataki Auckland Unlimited as the major event delivery arm of Auckland Council, is charged with the planning and delivery of the FIFA WWC 2023 Host City Programme in Tāmaki Makaurau Auckland.

A flagship legacy project delivered by the FIFA WWC 2023 Host City Programme was the Hine O Te Kura Youth Symposium which set out to change the game on menstrual equity. The Hine O Te Kura Youth Symposium was delivered on Tuesday, 20 June 2023 at the Due Drop Events Centre. The programme included speakers from Sport New Zealand, Dignity New Zealand, AWWA, Organic Initiative, InsideOut, and Education Outdoors New Zealand.

Over 250 students, teachers, and observers attended, which resulted in:

- 89.5% overall event satisfaction
- 86.8% agreed they felt more empowered to support others during their period
- 88.3% felt more confident to speak about periods to others
- 74.5% felt more confident to try new products
- 62.8% felt more confident to participate in physical activity

To ensure the programming was appropriate and informative for the attendees, Honoco was commissioned under the FIFA WWC 2023 Host City Programme to undertake quantitative and qualitative research prior to the event and the research is now being made publicly available as legacy to inform and validate future menstrual conversations and projects.

Tātaki
Auckland
Unlimited



PART 1: **QUANTITATIVE RESEARCH**



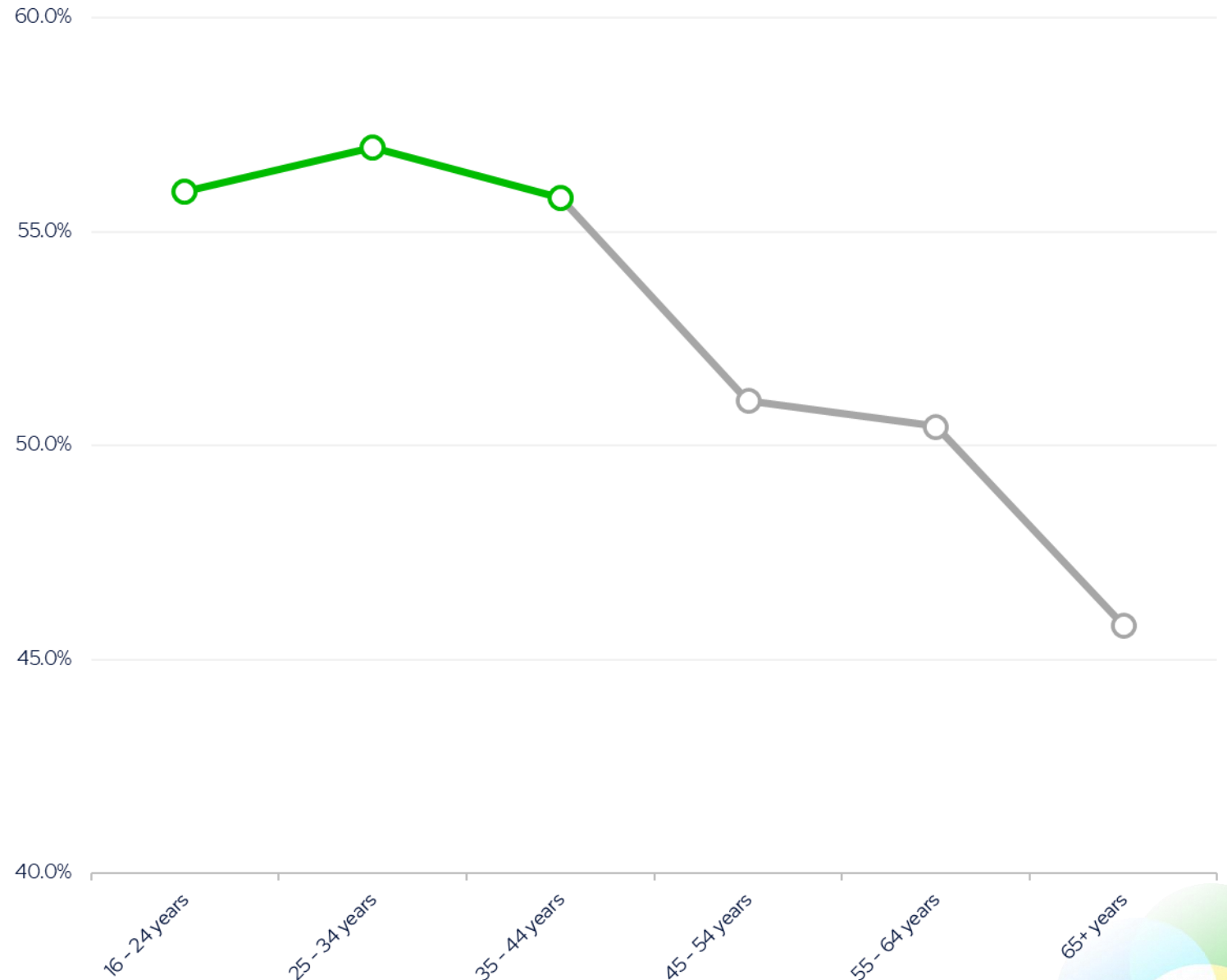
PERIOD EQUITY IMPORTANCE BY AGE

Period equity is increasingly being identified as an important social issue in New Zealand.

The graph (right) shows how important different age groups consider period equality. In the Honoco Research Programme *importance* is measured on a 5-point Likert scale, where 1 = not very important and 5 = of utmost importance. Importance is the percentage of people who indicate a 4 or 5 on this scale.

There is evident momentum behind this social issue and the trend of this line chart suggests that importance will continue to rise. The issue resonates most strongly among 25 - 34-year-old Kiwis with 57.0% of this age bracket identifying period equality as an important issue.

For this report, the 16 - 34 bracket has been used as our cut off point for “young people” for further analysis.



A large crowd of young women is gathered at night, holding up various protest signs. The signs are mostly pink and orange, with text such as 'WE'RE NOT ACTING', '#FREEPERIODS', 'GIRLS', 'START TALKING', and 'PERIODS'. The women are looking in various directions, some towards the camera, some towards the signs. The background shows a city street at night with some buildings and lights.

MĀORI ARE **+18%** & PASIFIKA ARE **+24%** MORE LIKELY¹ TO IDENTIFY PERIOD POVERTY AS AN IMPORTANT ISSUE IN NEW ZEALAND

1. COMPARED WITH NATIONALLY REPRESENTATIVE CONTROL GROUP

WHILST YOUNG MĀORI / PASIFIKA AUCKLANDERS ARE **+38%** MORE LIKELY¹ TO IDENTIFY PERIOD POVERTY AS AN IMPORTANT ISSUE

1. COMPARED WITH NATIONALLY REPRESENTATIVE CONTROL GROUP

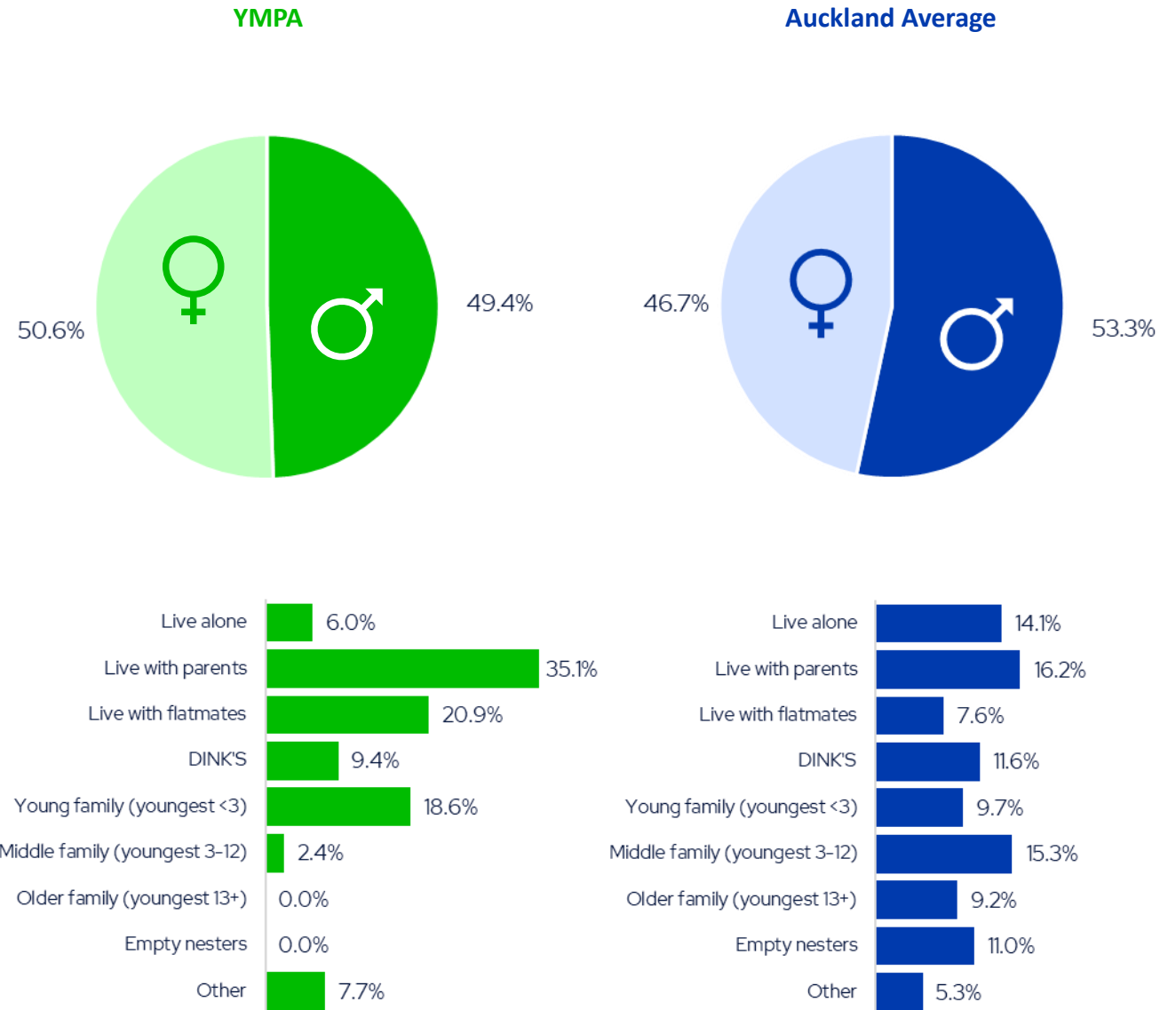
©Honoco – June 2023

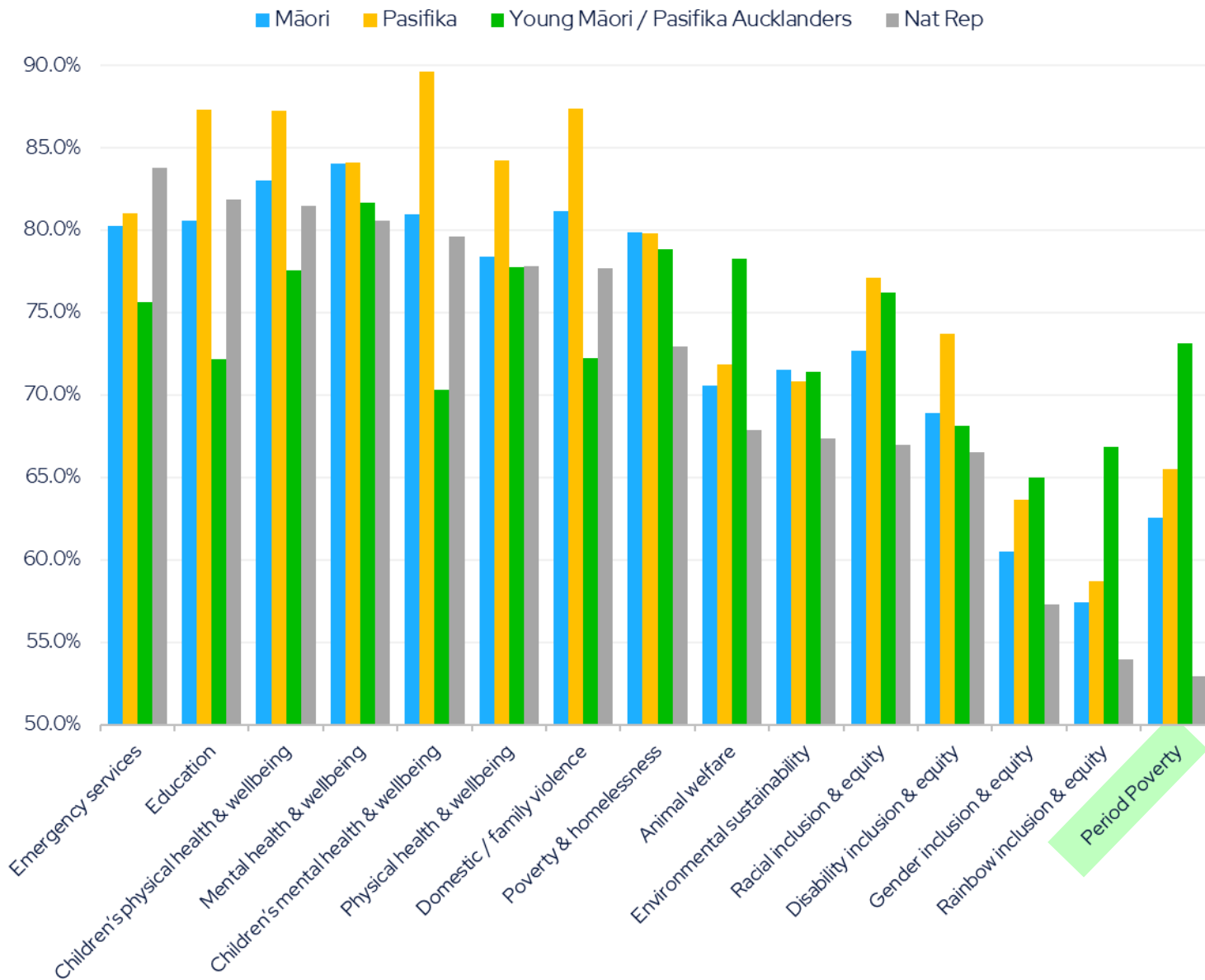
YMPA GENDER & HOUSEHOLD STATUS

There are n=186 YMPA captured in the quantitative study.

There is a balanced gender representation within this segment, with a slight skew towards female compared to the average Auckland distribution.

The household status of this group reflects the younger age profile as many live with their parents or with flatmates.





PERIOD EQUITY IMPORTANCE BY ETHNICITY

This chart (left) again shows the important data for period poverty, though provides a comparison among Māori, Pasifika and a nationally representative sample. This chart also shows how period equity compares to other social causes for these cohorts.

The first insight here is that period poverty is considered much more important for the target audience cohorts than the average New Zealander. Young Māori / Pasifika Aucklanders (YMPAs) believe period equity is an important social issue.

The second insight is that relative to other social issues period poverty ranks lowly (last among these benchmarks for the nationally representative group). There is still great potential to spotlight this social issue.

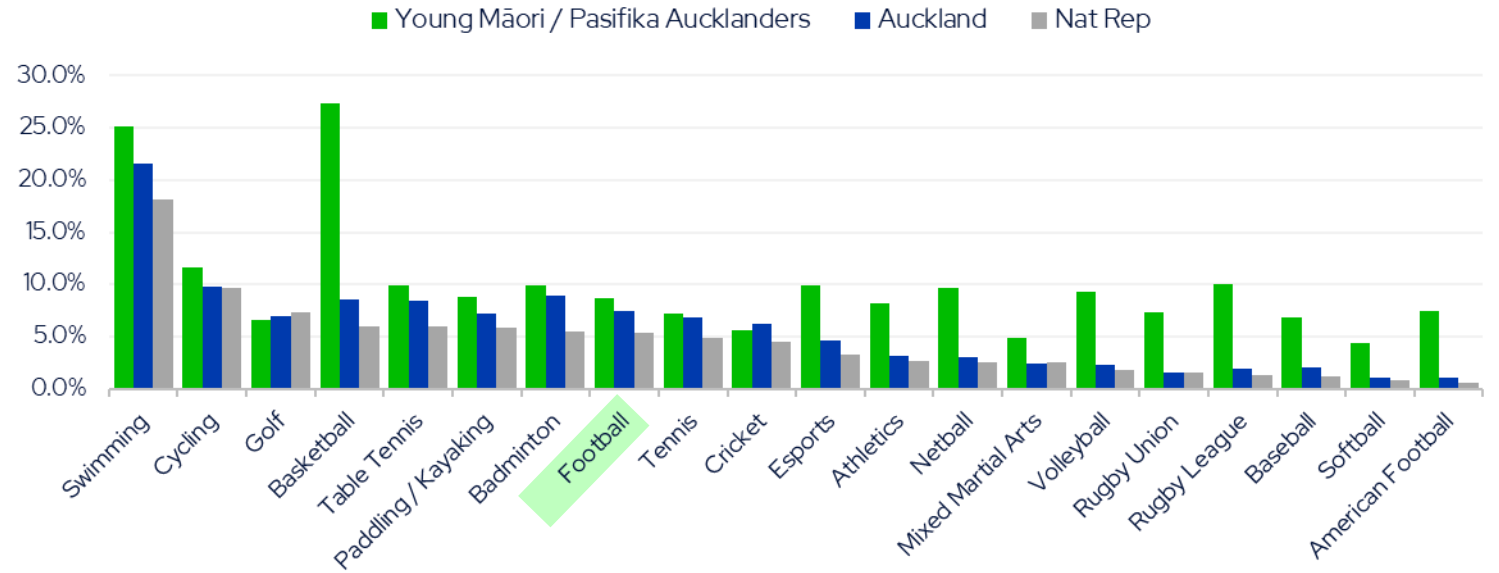


ADULT PARTICIPATION IN SPORT

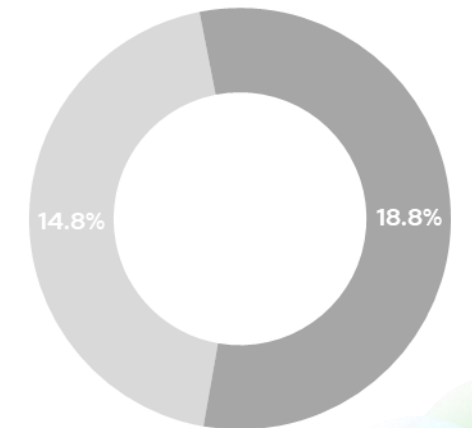
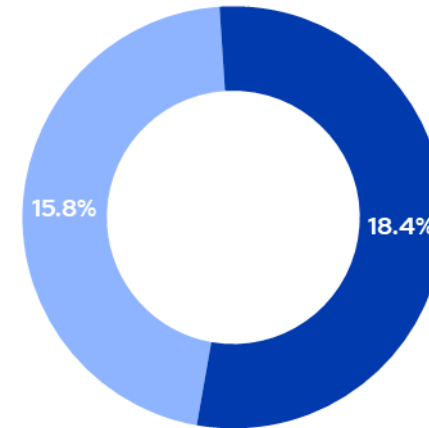
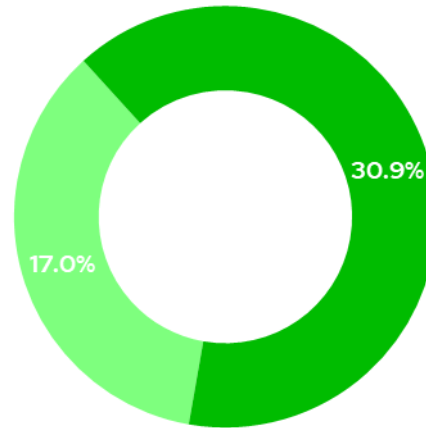
Football is among the most participated sports for YMPAs. This cohort are +60.7% more likely to participate in football than the average New Zealander.

How this segment participate in sport is perhaps more key than *how much* in this case, as YMPA's are much more likely to play sport in an unstructured fashion. Compared to the nationally representative control segment we can see YMPA's tend to prefer participation in a more social or casual manner outside of an organised or structured format.

The pie charts (right) are in aggregate and consider all sport participation; however, the relationship between structured and unstructured participation is even more stark for football. YMPA's are 4x more likely to participate in football in an unstructured manner. Weekly competitions or Sunday leagues may not be the best way to connect with this group through football.



Legend for pie charts: Light Green = Structured, Dark Green = Unstructured, Light Blue = Structured, Dark Blue = Unstructured, Light Grey = Structured, Dark Grey = Unstructured.



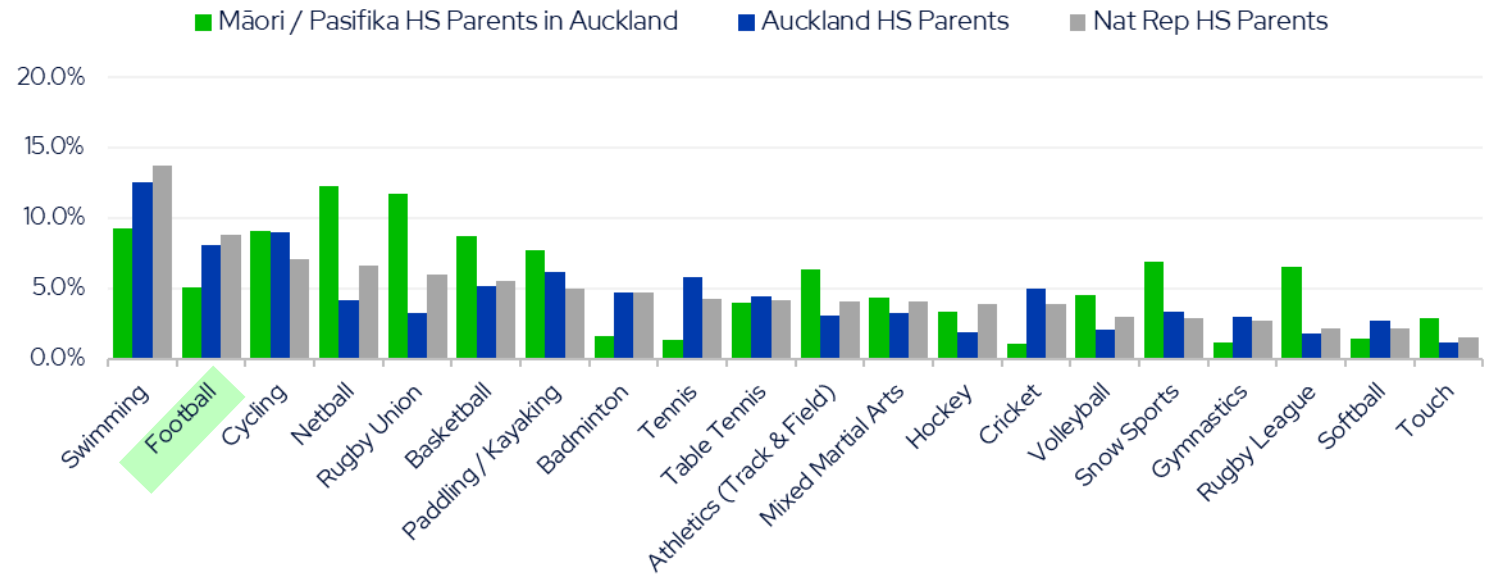
Structured participation = organised weekly leagues, or one-off events and competitions
 Unstructured participation = socially/casually with family, friends or on your own

YOUTH PARTICIPATION IN SPORT

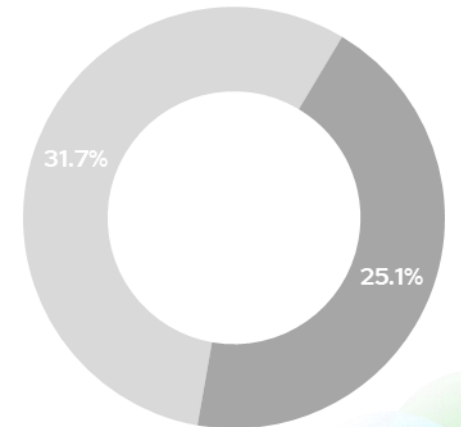
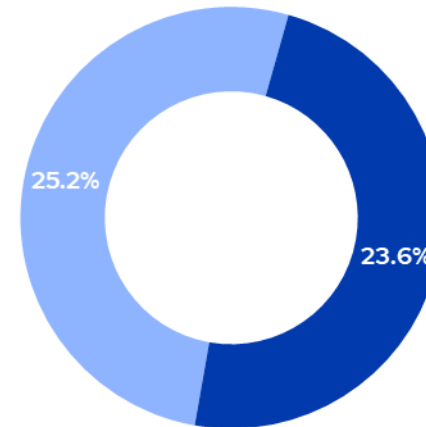
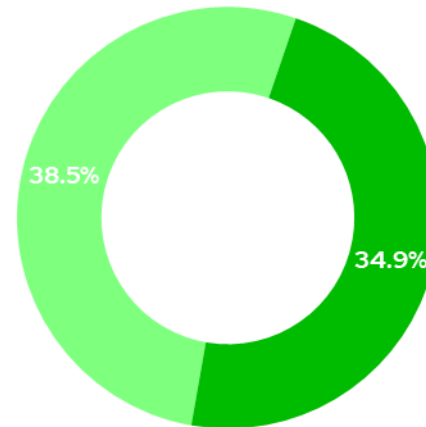
When looking at youth participation in sport we have amended our focus audience to analyse Māori / Pasifika high school children and parents of high school children in Auckland.

Football is the second most participated sport for high school parents nationally. For the profiled Māori / Pasifika and Auckland segments, we saw lower levels of participation in football.

Again, looking at the pie charts (right) we can better understand the nature of participation. Children tend to participate in a more structured fashion through schools or clubs. However, the Māori /Pasifika segment shows a higher percentage of children's participation happening in an unstructured manner than the average Auckland or nationally representative sample.

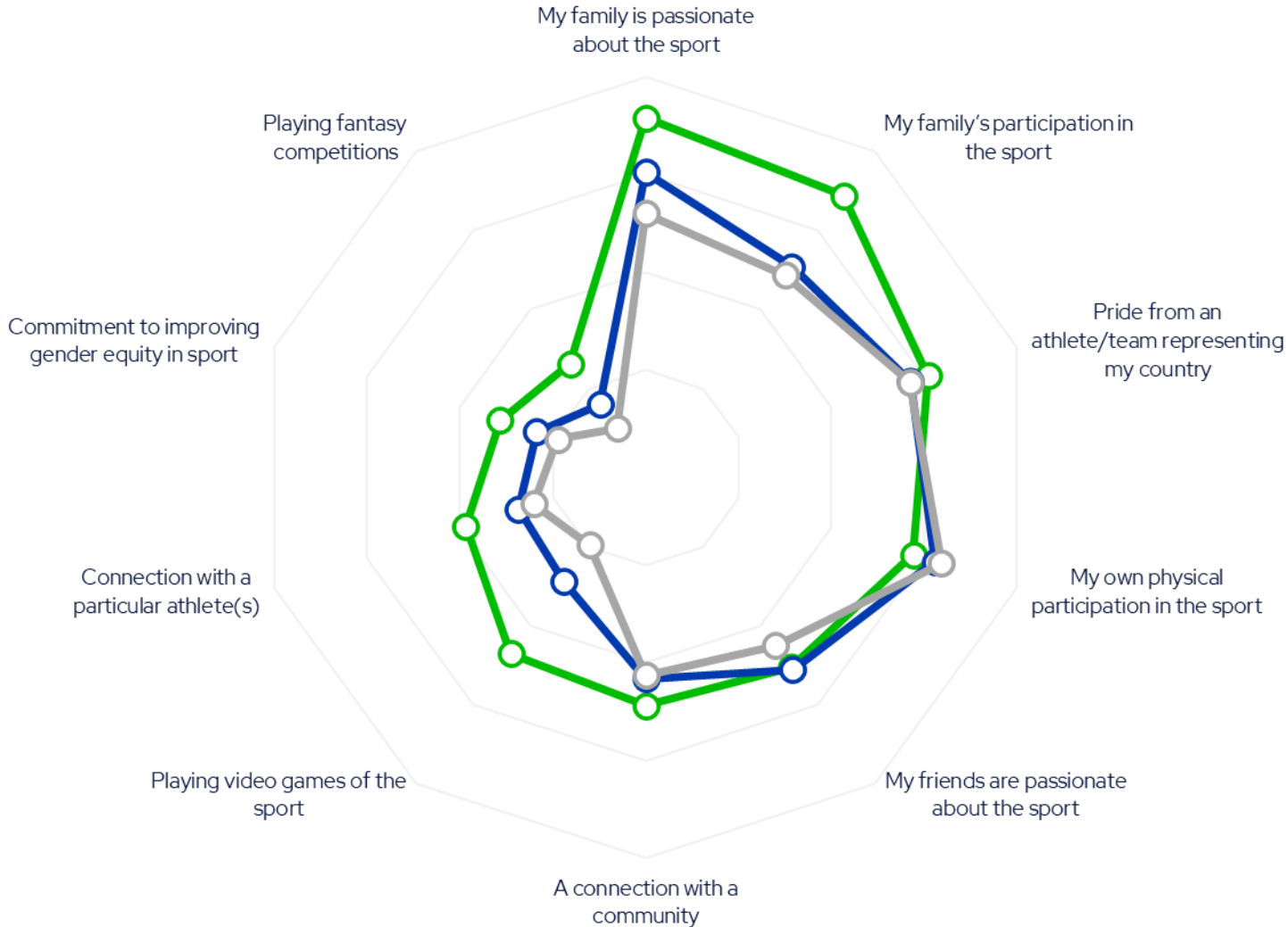


■ Structured ■ Unstructured ■ Structured ■ Unstructured ■ Structured ■ Unstructured



Structured participation = organised weekly leagues, or one-off events and competitions
 Unstructured participation = socially/casually with family, friends or on your own

● Young Māori / Pasifika Aucklanders
 ● Auckland
 ● Nat Rep



SPORT ENGAGEMENT DRIVERS

Sport engagement drivers show what is behind or motivates our love for and connection with a sport. This data is aggregated across all sport.

YMPA's passion for sport tends to be primarily driven by the familial connection to sport, both in terms of their family's passion and their family's past or present participation. 35.8% of YMPAs identify their family's passion and 34.5% their family's participation as the reason they are passionate about a sport.

This is also the case if this data is isolated to just show the engagement driver for football among YMPAs, with the same familial drivers being the most prominent.



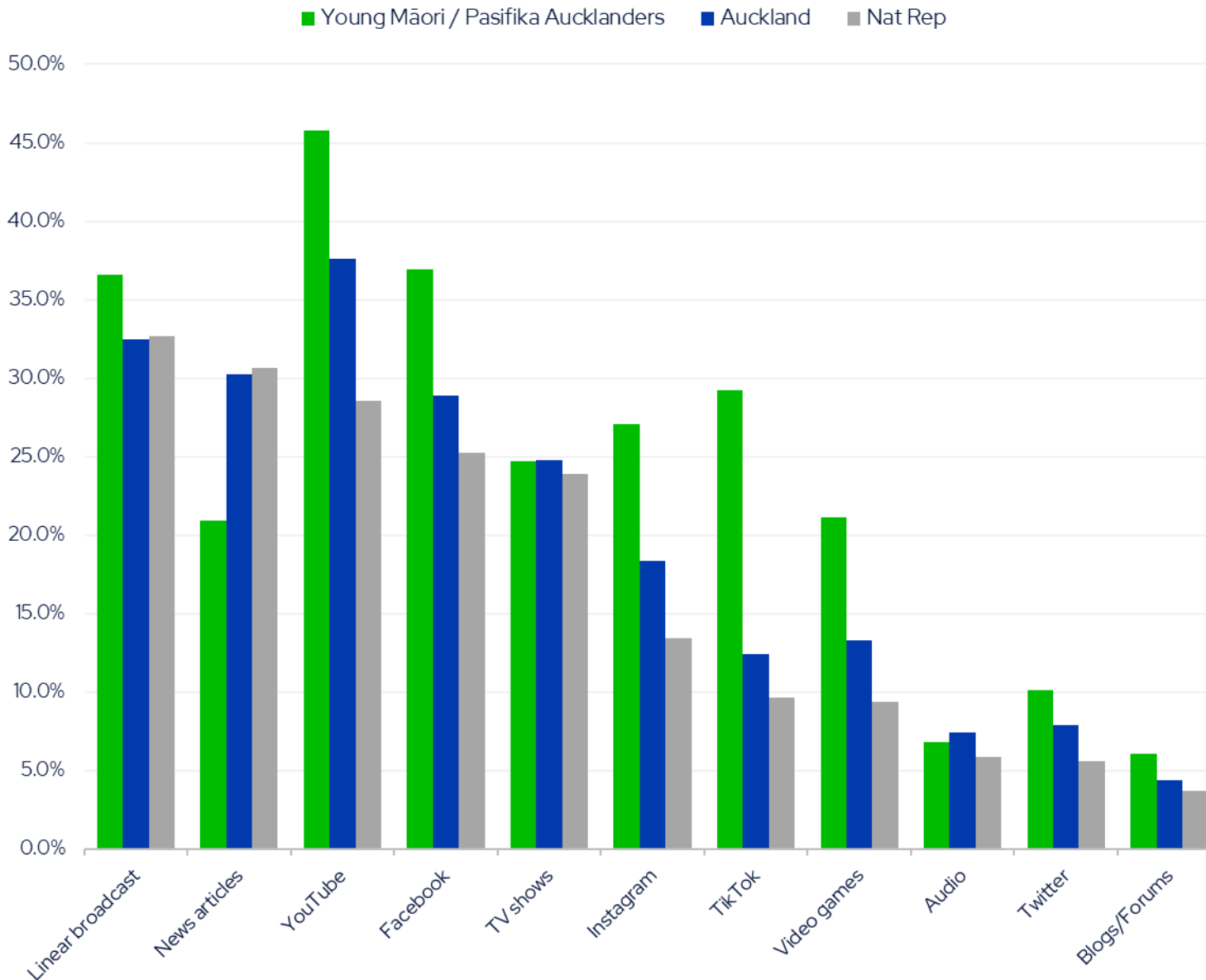
BARRIERS TO SPORT PARTICIPATION

In the Honoco Research Programme as well as identifying sport participation and the nature of participation, we seek to better understand what might prevent participation.

The highlighted variable is the most pertinent to period poverty as a social issue. YMPAs are +63.6% more likely than the national average to not play in a sport that they are interested in because clothing/equipment makes them feel self-conscious.

In professional sport we have seen this issue addressed with the likes of Manchester City and the women's Australian Rules Football League (AFLW) abandoning white shorts in moves to be more considerate for their athletes and set a precedent for girls at a grassroots level.





CONSUMPTION CHANNELS

When it comes to consuming their favourite sport, YMPAs gravitate towards social media and digital channels.

YouTube is the #1 channel for this segment and YMPAs are +60.1% more likely to consume via YouTube than the average New Zealander.

Instagram and video games have large over-indexes compared to the national average, but TikTok has the largest disparity with YMPAs +202.9% more likely to consume through TikTok than the average Kiwi.

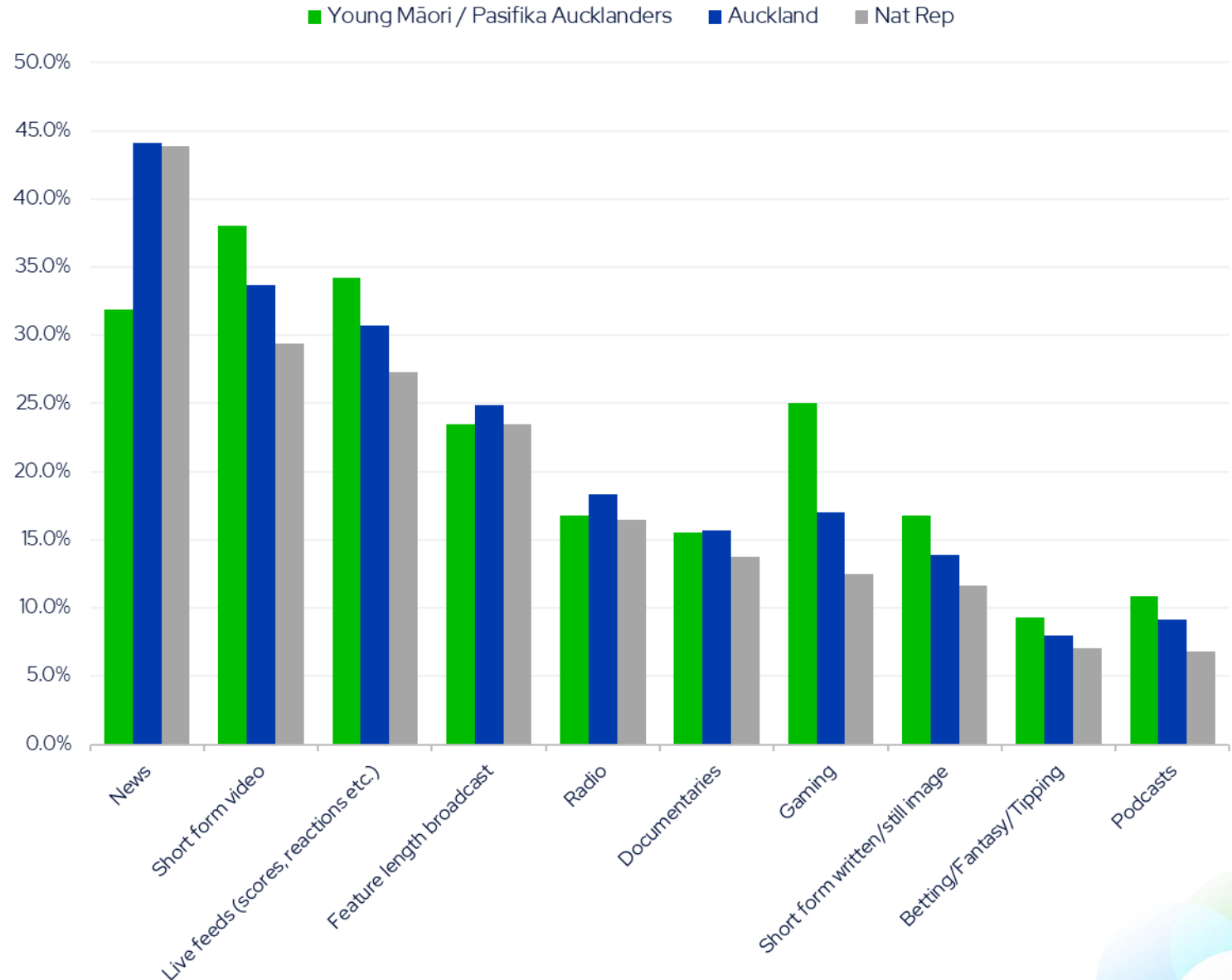
CONSUMPTION CONTENT

From a content perspective YMPAs are seeking short form and visual media and have a notable connection with gaming or gamified content compared to both the national average and average Aucklander.

Short form video content is the leading preference for YMPAs, and this cohort are +29.5% more likely to consume their content in this manner.

Video game content is +100.6% more likely to be consumed by YMPAs than the average Kiwi.

Any media or campaign seeking to connect with this cohort needs to consider social and digital channels as their primary distribution and seek to produce digestible and possibly gamified content to connect with this audience.



SPORT TEAM AWARENESS & AFFINITY



The Honoco Research Programme tracks several professional sport teams, both at a national level and domestic level, based on their awareness and affinity. Affinity is a measure of likeability and uses a 5-point Likert scale in a similar manner to how we profiled social causes earlier in this report. This data is from the perspective of YMPAs.

Among 33 benchmark teams the Football Ferns sit in the middle of the pack. They are more popular by affinity than their male counterpart, the All Whites.

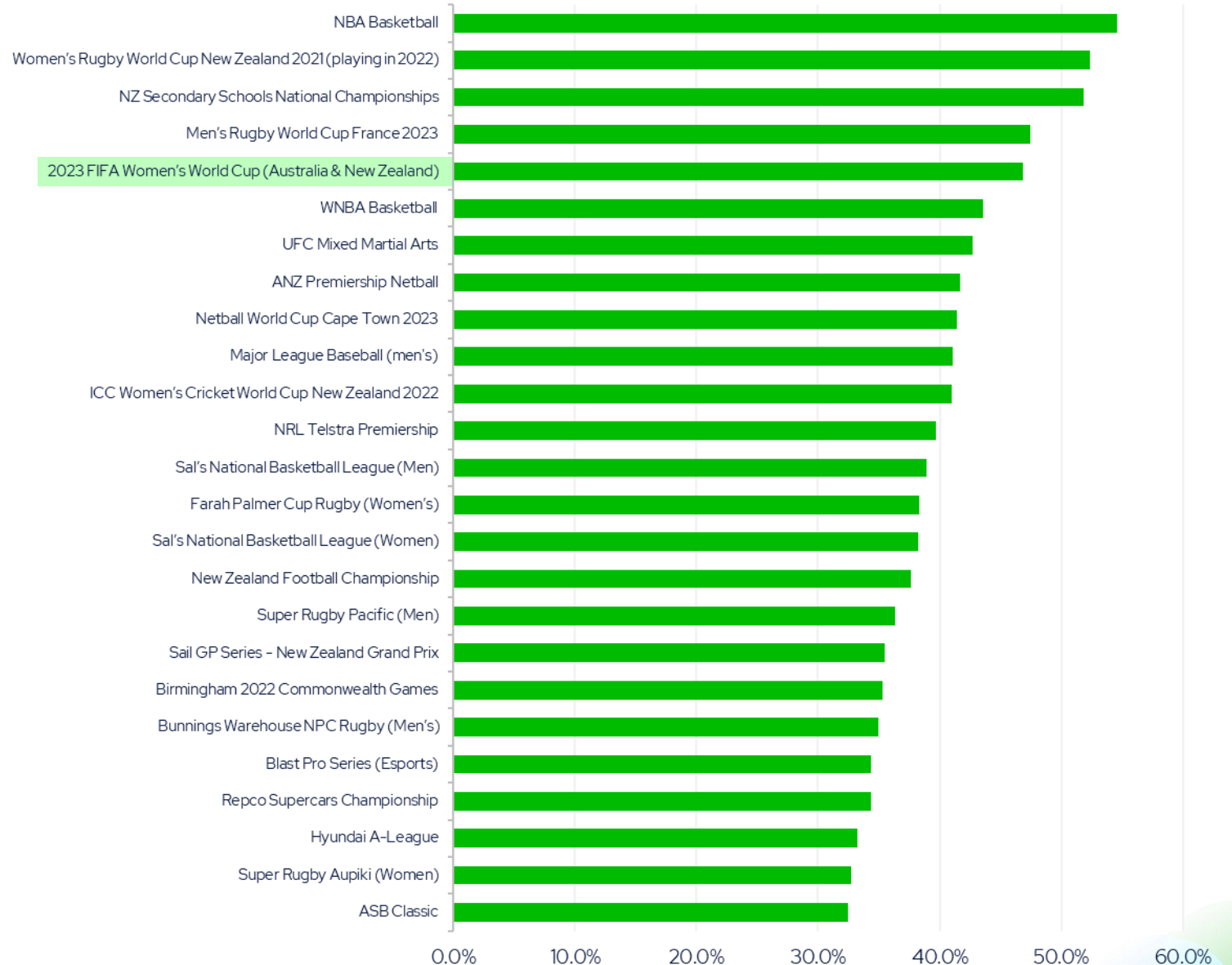
59.1% of YMPAs have a positive affinity for the Football Ferns. This is +19.0% more than the average level of affinity nationwide (49.7%), so this cohort are more engaged with our national women’s football team than the average Kiwi.

SPORT EVENT INTEREST

The upcoming FIFA Women's World Cup 2023 (FWWC) is an event that is likely to resonate for YMPAs as this bar chart (right) indicates.

46.8% of YMPAs are interested in the upcoming FWWC, which ranks 5th among the 25 benchmark sport events currently in the Honoco Research Programme.

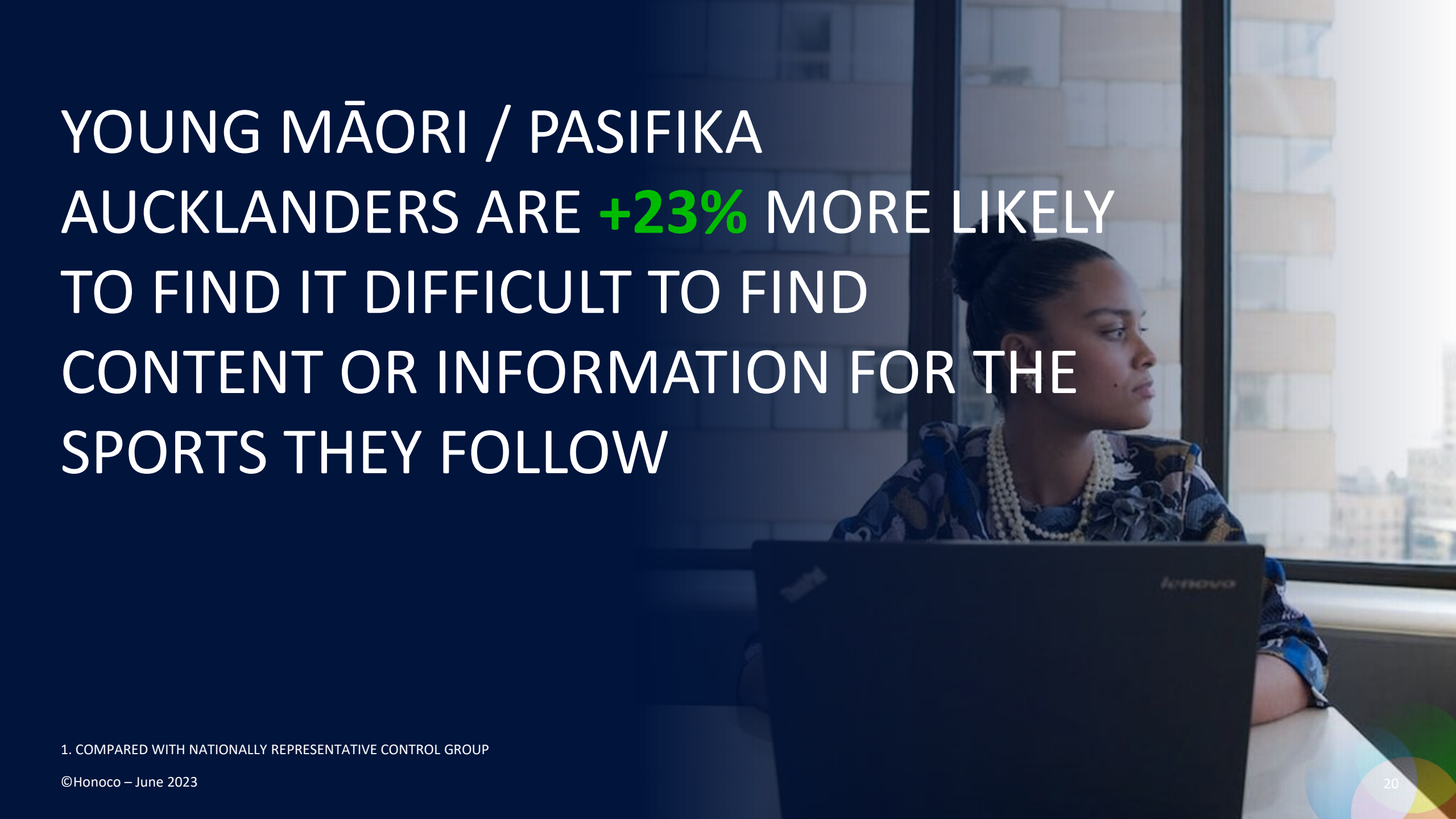
YMPAs are +59.4% more interested in the FWWC than the average New Zealander and +33.7% more interested than the average Aucklander.



20% OF YOUNG MĀORI / PASIFIKA
AUCKLANDERS ARE MORE LIKELY TO
FOLLOW WOMEN'S SPORT THIS YEAR
THAN IN PREVIOUS YEARS

1. COMPARED WITH NATIONALLY REPRESENTATIVE CONTROL GROUP

©Honoco – June 2023



YOUNG MĀORI / PASIFIKA
AUCKLANDERS ARE **+23%** MORE LIKELY
TO FIND IT DIFFICULT TO FIND
CONTENT OR INFORMATION FOR THE
SPORTS THEY FOLLOW

1. COMPARED WITH NATIONALLY REPRESENTATIVE CONTROL GROUP

©Honoco – June 2023



YOUNG MĀORI / PASIFIKA
AUCKLANDERS ARE **+76%** MORE
LIKELY TO PURCHASE FROM A BRAND
THAT SUPPORTS WOMEN'S SPORT

1. COMPARED WITH NATIONALLY REPRESENTATIVE CONTROL GROUP

©Honoco – June 2023

THANKS

HALSEY CHAMBERLIN

Consultant

halsey@honoco.nz

JENNIE COKER

Consultant

jennie@honoco.nz

RICHARD HOWARTH

Consultant

richard@honoco.nz

SEAN JONES

Consultant

sean@honoco.nz

HONOCO

