

Active NZ 2017 - high level analysis

Sport NZ's Active NZ¹ (2017) survey is the first in four years – and the first ever to include both young people and adults.

Its findings provide important insights into the changing landscape of participation in active recreation and sport in New Zealand.

Data informs decisions about where resources go – so being up to date is an important part of planning and delivery. This NZ Recreation Association Insights Report provides information on what types of participation New Zealanders favour, who's doing what and where it's happening. Sport NZ will also be publishing some deep dives on a number of themes, including a Spotlight on Disability.

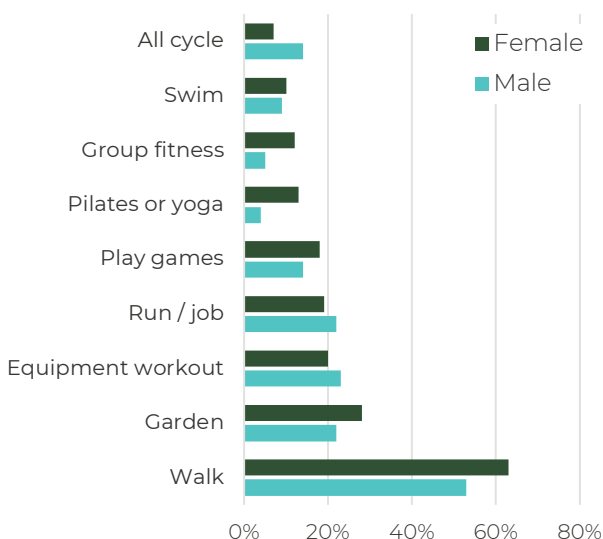
People participate in a huge range of activities in varied places and spaces. The nature and rate of participation is influenced by:

- gender
- socio-economic status
- impairments - both visible and invisible
- ethnicity
- age and stage of participants.

Gender

Men and women like doing different things!

Activities done at least once in past week
10%+ 18+ years



Women are more likely to regularly participate in home or community-based activities with flexible timing rather than organised sport. They walk, garden, play with kids, do pilates/yoga, attend group fitness or swim.

Men are more likely to regularly cycle, run/jog or work out with equipment. These are more solitary or small group activities.

Motivations for males and females differ:

- women are typically motivated by emotional wellbeing and appearance
- men are more motivated by fun and challenge.

Girls experience more barriers to participation than boys: transport, affordability, motivation levels and time. Some of these barriers are personal (eg motivation, time) and others are perceptions of barriers within a family (transport, affordability).

Boys reported fewer barriers to participation across all four areas noted by the girls.

Women identify more barriers to participation than men. Women's top three barriers are:

- other commitments
- tiredness
- lack of motivation.

Men's main barrier to participation is 'other interests'.

Find out more about the government's [Women and Girls in Sport and Active Recreation Strategy](#).²

Disability and active recreation

It's not just about getting in the door

A greater percentage of adults and children in NZ are impacted by invisible disability³ including psychological/psychiatric, sensory, and intellectual impairments compared with physical impairments.

The impact of impairments on participation is complex but disabled people participate **less** across all activities, with barriers including tiredness, levels of health and fitness, and motivation. Disabled people are motivated by emotional wellbeing but less motivated by challenge, fun or appearance as reasons to participate.

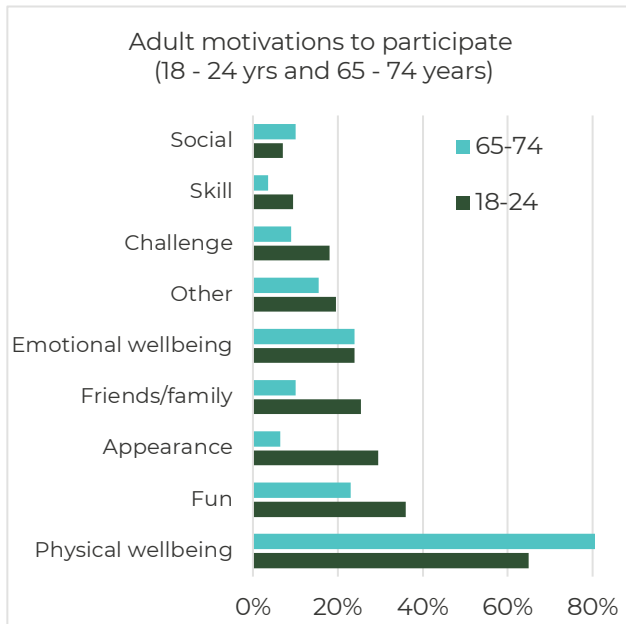
Find out more in the Sport NZ Spotlight on Disability⁴.

Age and Stage

Motivations to participate change over time

People become:

- **More interested** in physical wellbeing and social interaction
- **Less interested** in appearance, fun, friends and family, challenge and skill.



Spaces and places

People use a wide range of recreation infrastructure: in sports centres, pools, fitness centres, community halls, back country tracks, cycleways, lakes, rivers and coastal areas, at home, in public fields, parks and byways – anywhere there is a space.

- Women prefer home, public open space, natural areas, parks, walkways, studios/halls or dance and yoga spaces as places for participation.
- Men prefer sports facilities – both indoors and outdoors, gyms and cycleways.
- Māori, Pasifika and Asian women are less likely to use sports facilities and gyms in general, but prefer home, open spaces, parks and places for dance or yoga for their active recreation.
- Māori men are more likely to use back country tracks, while Pasifika and Asian men prefer gyms for active recreation.

References

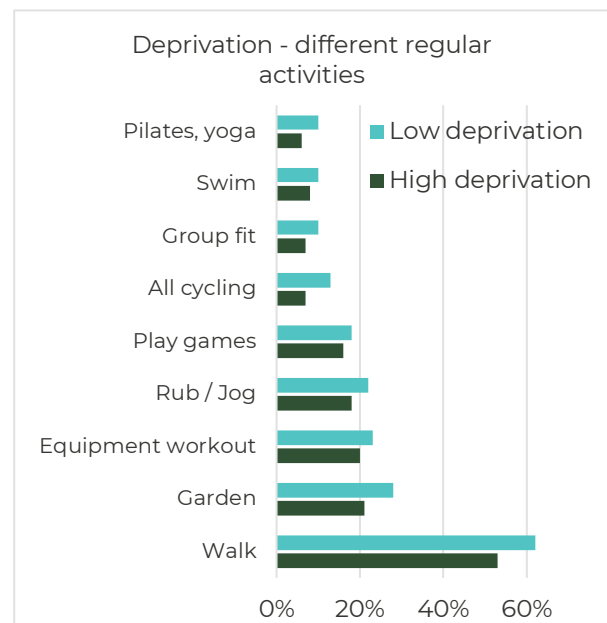
- 1 Sport NZ Active NZ data tables accessed from: <https://sportnz.org.nz/managing-sport/search-for-a-resource/research/active-nz-survey-2017>
- 2 Women and Girls in Sport and Active Recreation : <https://sportnz.org.nz/assets/Uploads/Women-and-Girls-Govt-Strategy.pdf>
- 3 Invisible disabilities information accessed from: <https://invisibledisabilities.org/what-is-an-invisible-disability/>
- 4 NZ Active NZ: Spotlight on Disability: <https://sportnz.org.nz/managing-sport/search-for-a-resource/research/active-nz-survey-2017>

Access to resources

Socio-economic status has a major impact on people's active recreation and sport participation.

People in high deprivation areas have lower levels of participation in **all** activities. They are significantly more likely to work out individually with equipment, play with the kids and swimming – home based or informal activities requiring a low level of resourcing, and often including family.

Those in less economically and socially deprived areas walk, garden, cycle and participate in classes like pilates or group fitness.



Creating change

Provide flexible, affordable family-oriented activities

Focus resources on locations where people currently recreate

Speak with potential participants – don't make assumptions

Recognise differing motivations in design, promotion and delivery of programmes and services