

ACTIVE
NZ SURVEY
Te Rangahau Korikori o Aotearoa



SPORT, RECREATION AND PHYSICAL ACTIVITY PROFILE: GREATER AUCKLAND REGION

2007/08



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FOREWORD

SPARC is pleased to present the profile for the Greater Auckland region from the 2007/08 Active New Zealand Survey.

The greater Auckland area is serviced by four regional sports trusts and is home to a third of the New Zealand population. This report provides a snapshot of sport and recreation participation levels among adults, both as participants and volunteers, as well as how many adults are physically active.

The profile is drawn from the national results outlined in the Active New Zealand 'Key Results' report released in November 2008. The Active New Zealand Survey was the first of its kind conducted by SPARC and was the most comprehensive national survey of sport, recreation and physical activity done in this country. It was a large undertaking involving face-to-face interviews with more than 4,000 New Zealand adults.

In this report, the findings for demographic groups in the Greater Auckland region are compared to one another, revealing some interesting results. The profile for the greater Auckland region is also compared with the national profile of sport, recreation and physical activity.

This report is a tool RSTs and other regional bodies can use to help understand the sport and recreation engagement of their communities, providing assistance in planning for the future. Regional sports trusts and other regional partners play an important role in supporting and promoting sport and recreation in New Zealand and SPARC hopes this report will aid them in those tasks.

Finally, I would like to thank the following people and organisations who helped this project come to fruition: all the participants who freely gave their time to participate in the survey; the Ministry of Health, Statistics New Zealand and Dr. Karen Moy who assisted with the design of the survey; Nielsen for undertaking the survey; and the SPARC Research Team which managed the survey, analysed the data and wrote this report.



Peter Miskimmin
Chief Executive SPARC

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EXECUTIVE SUMMARY

Report Content

Based on information collected through the 2007/08 Active NZ Survey, this report provides an overview of physical activity behaviours among adults (aged 16 years and over) living in the Greater Auckland region. In particular, it describes their level of involvement with sport and recreation as participants and volunteers and their overall level of physical activity. The findings for the Greater Auckland region are also compared with the national profile for sport, recreation and physical activity in this report.

Key Findings

Greater Auckland Region Findings

- Walking and swimming were, in that order, the two most popular sport and recreation activities.
- Men were significantly more likely than women to:
 - have participated in an organised competition or event (Men: 41%; Women: 27%);
 - have been members of a club or centre (Men: 41%; Women: 31%);
 - have achieved the national physical activity guideline (Men: 52%; Women: 42%).
- Compared to the Greater Auckland regional population:
 - adults from Pacific and Asian ethnic groups were significantly less likely to participate while New Zealand European adults were significantly more likely to participate in three or more activities (Greater Auckland: 66%; Asian: 45%; Pacific: 54%; NZ European: 75%);
 - participation levels in an organised competition or event were significantly lower for adults from Asian and Other ethnic groups (Greater Auckland: 34%; Asian: 17%; Other: 17%);
 - adults from the Asian ethnic group were significantly less likely to have been volunteers (Greater Auckland: 22%; Asian: 11%).
- Adults in the youngest age group (16 to 24 years) were significantly more likely than adults in older age groups to:
 - have participated in an organised competition or event (16-24 years: 53%; Other ages: ≤33%);
 - have received instruction (16-24 years: 70%; Other ages: ≤39%); and
 - have been members of a club or centre (16-24 years: 50%; Other ages: ≤34%).
- Adults in the older age groups (50 years and over) were significantly less likely to participate in at least three sport or recreation activities (50-64 years: 57%; 65 years+: 40%; Other ages: ≥71%).
- Compared with New Zealand adults, adults in the Greater Auckland region had similar:
 - participation levels in sport and recreation activities;
 - participation levels in club and centres to engage in sport and recreation;
 - levels of sport and recreation volunteering; and
 - physical activity levels.

INTRODUCTION

The 2007/08 Active NZ Survey

The Active NZ Survey is a national-level survey run by Sport and Recreation New Zealand (SPARC) to monitor physical activity, in particular, sport and recreation participation among New Zealand adults.

The sampling methodology was designed to enable SPARC to provide high-level information about sport, recreation and physical activity levels at a regional level, based on the geographical areas serviced by New Zealand's 17 regional sports trusts (RSTs). At least 200 participants were interviewed in each region, with the exception of Gisborne, where the interview target was 100 (fewer participants were targeted because of the geographical spread of the Gisborne population).

Methodology

The Survey

The Active NZ Survey consists of two data collection methods:

1. a sport and recreation survey; and
2. a seven-day physical activity recall diary.

The Active NZ Survey collected information about adult participation in different physical activity domains (i.e. sport and recreation, active travel including walking or cycling to a destination, occupational activities and incidental activities like washing the car). Information about how frequently people participated in physical activities, the variety of physical activities that each individual participated in, membership in clubs or centres for sport and recreation purposes and volunteering in various roles to support sport and recreation activities was also collected.

The Sample

Data were collected within each region of New Zealand. A total of 4,443 adults aged 16 years and over were interviewed face-to-face, of which 1,186 interviews were completed within the Greater Auckland region. The interviews were completed over a 12-month period beginning in March 2007. An overall response rate of 61 percent was achieved for the total New Zealand sample, with a response rate of 51 percent for the Greater Auckland region.

Total Number of Completed Interviews and Weighted Population Numbers for the Greater Auckland Region

	Number interviewed (n)	Weighted Population Numbers (n)
Regional Population	1,186	1,016,214
Gender		
Men	526	507,606
Women	660	508,608

Reported Findings

In this report:

- the findings for the Greater Auckland region are compared to national findings; and
- within the Greater Auckland region, comparisons by demographic sub-groups (i.e. gender, age, ethnicity) are made.

The findings for the Greater Auckland region are associated with margins of error ranging between $\pm 2\%$ and $\pm 10\%$. Findings based on the total sample for the Greater Auckland region have margins of error at the lower end of this range. When the data are analysed by gender, age or ethnic group the findings are associated with margins of error at the higher end of this range.

The sample size, therefore, is large enough to produce reliable high-level findings according to the aforementioned comparisons, but is not large enough to produce reliable findings based on more in-depth analyses (e.g. gender by age group). The comparisons noted in this report provide insights into how the profile for the Greater Auckland region compares with the activity profile for all New Zealanders and any differences in participation that may exist between demographic sub-groups, such as men and women.

Although differences between the Greater Auckland region and national findings or between demographic sub-groups may be large, these differences may not always be (statistically) significant. *If the findings for the Greater Auckland region are significantly different to national findings or if there are significant differences between demographic sub-groups, this will be noted in the text of this document.* More information regarding margins of error is available at www.sparc.org.nz.

The Greater Auckland Region

In this report, the Greater Auckland region refers to the geographical area between the territorial local authority of Rodney in the North and Franklin in the South. The area is serviced by the Harbour Sport, Sport Waitakere, Sport Auckland and Counties Manukau Sport regional sports trusts.

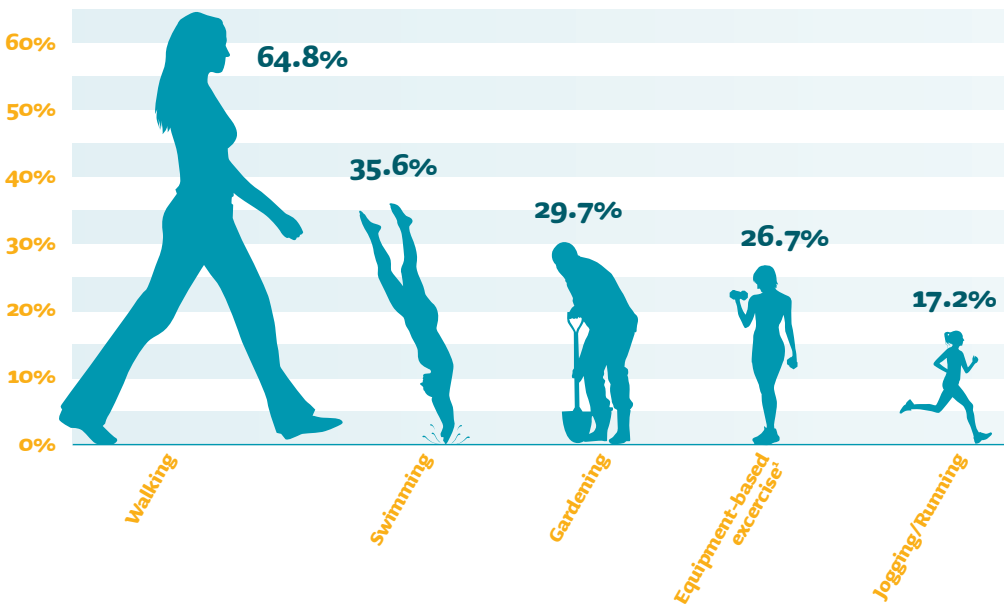


PARTICIPATION IN SPORT & RECREATION

Popular Activities

The information presented in this section, 'Popular Activities', indicates the percentage of adults in the Greater Auckland region who participated in a specific activity, irrespective of the intensity or duration of the activity undertaken. This section also includes participation levels for three timeframes: over 12 months, per month and per week, and the number of different activities participated in, over 12 months.

The 10 Most Popular Sport and Recreation Activities Participated In Over 12 Months



Number of Greater Auckland adults participating

634,576

375,413

278,356

277,431

190,571

1 Equipment-based exercise includes the use of exercise equipment (e.g. exercycles, treadmills, weights) at home or at the gym.

2 Fishing includes freshwater and marine fishing.

3 Dance includes several dance genres (e.g. ballet, hip-hop, disco, ballroom, modern, tap).

4 Cycling includes mountain biking and cycling.

The 10 Most Popular Sport and Recreation Activities Participated In Over 12 Months By Gender

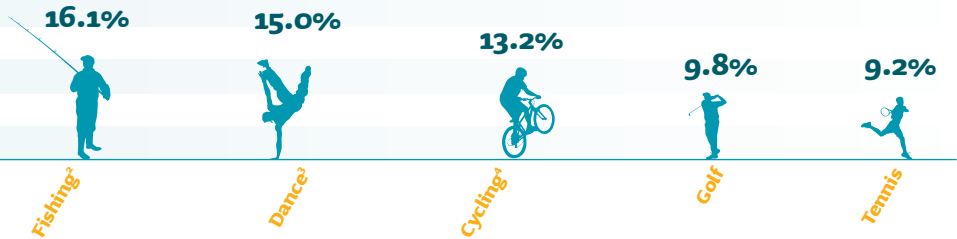


Men	
Activity	%
Walking	54.9
Swimming	37.4
Equipment-based exercise	27.6
Gardening	27.2
Fishing	24.5
Jogging/Running	19.7
Cycling	16.4
Golf	14.3
Rugby	10.4
Football ⁵	10.2



Women	
Activity	%
Walking	74.8
Swimming	33.9
Gardening	32.1
Equipment-based exercise	26.7
Dance	20.9
Jogging/Running	14.9
Pilates/Yoga	13.9
Aerobics	11.8
Netball ⁵	9.9
Cycling	9.4

- Walking and swimming were, in that order, the two most popular sport and recreation activities.
- Six of the 10 most popular activities were the same for men and women.
- Activities uniquely popular with women were dance, pilates/yoga, aerobics and netball, while fishing, golf, rugby and football were uniquely popular among men.



168,510

164,462

142,458

100,584

95,570

⁵ Includes both indoor and outdoor versions of this activity.

Participation in Sport or Recreation Activities Over Different Timeframes

Percentage of adults who took part in at least one sport or recreation activity...

OVER 12 MONTHS

Regional Population 96.8

Gender

Men 96.5

Women 97.3

Age

16-24 98.8

25-34 95.1

35-49 98.0

50-64 97.7

≥ 65 93.0

Ethnicity

Māori 98.8

Pacific 95.3

NZ European 98.1

Asian 91.1

Other 86.0

PER MONTH

Regional Population 89.5

Gender

Men 89.0

Women 90.4

Age

16-24 87.8

25-34 87.7

35-49 89.4

50-64 90.1

≥ 65 91.1

Ethnicity

Māori 84.5

Pacific 84.6

NZ European 93.5

Asian 83.5

Other 74.8

PER WEEK

Regional Population 77.6

Gender

Men 76.0

Women 78.9

Age

16-24 73.2

25-34 72.4

35-49 76.5

50-64 79.9

≥ 65 84.8

Ethnicity

Māori 75.0

Pacific 66.7

NZ European 81.5

Asian 70.9

Other 64.9

Among adults:

- the percentage who participated in at least one sport or recreation activity decreased as the timeframe decreased (i.e. year, month, week), irrespective of gender, age or ethnicity;
- during any week, 77.6 percent of adults participated in at least one sport or recreation activity;
- over 12 months, the participation level increased to 96.8 percent, indicating that most adults are involved in sport and recreation in the Greater Auckland region; and
- compared to the regional population, adults from the Pacific ethnic group were significantly less likely to participate in at least one sport or recreation activity per week.

Number of Sport and Recreation Activities Participated In Over 12 Months

	Percentage of adults who took part in...			Average number of sport and recreation activities
	One sport or recreation activity	Two sport or recreation activities	Three or more sport or recreation activities	
Regional Population	96.8	83.3	65.8	4.1
Gender				
Men	96.5	84.6	69.3	4.4
Women	97.3	82.1	59.8	3.9
Age				
16-24	98.8	92.0	79.3	5.3
25-34	95.1	84.1	71.7	4.4
35-49	98.0	84.2	70.6	4.1
50-64	97.7	78.1	57.1	3.5
≥ 65	93.0	78.6	40.2	2.5
Ethnicity				
Māori	98.8	77.8	57.6	4.0
Pacific	95.3	74.3	53.8	3.7
NZ European	98.1	89.1	74.8	4.6
Asian	91.1	72.7	44.9	3.8
Other	86.0	71.2	57.6	3.5

Over 12 months:

- 83.3 percent of adults participated in at least two, and 65.8 percent participated in at least three, different sport or recreation activities;
- adults in the older age groups (50 years and over) were significantly less likely to have participated in at least three sport or recreation activities;
- compared with the regional population, adults from the Asian ethnic group were significantly less likely to participate in two or more activities; and
- compared with the regional population, adults from Pacific and Asian ethnic groups were significantly less likely to have participated in three or more activities and New Zealand European adults were significantly more likely to have participated in three or more activities.



Participation in an Organised⁶ Competition or Event Over 12 Months

Regional Population	33.7
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Gender

Men	40.9
Women	27.2

Age

16-24	53.3
25-34	31.2
35-49	31.9
50-64	33.4
≥ 65	21.4

Ethnicity

Māori	33.1
Pacific	33.5
NZ European	40.8
Asian	16.8
Other	17.2



Over 12 months:

- 33.7 percent of adults participated in at least one organised competition or event;
- men were significantly more likely than women to have participated in an organised competition or event;
- adults in the youngest age group (16 to 24 years) were significantly more likely than adults in older age groups to have participated in an organised competition or event; and
- compared to the regional population, participation levels in an organised competition or event were significantly lower for adults from Asian and Other ethnic groups.

⁶ Examples of organised competition and events included one-off events such as a 5km run/walk or cycle event as well as organised club competition. The survey question excluded exercising at home (gym/callisthenics/pilates/yoga) and gardening as organised activities.

Received Instruction for a Sport or Recreation Activity Over 12 Months

Regional Population	38.7
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Gender

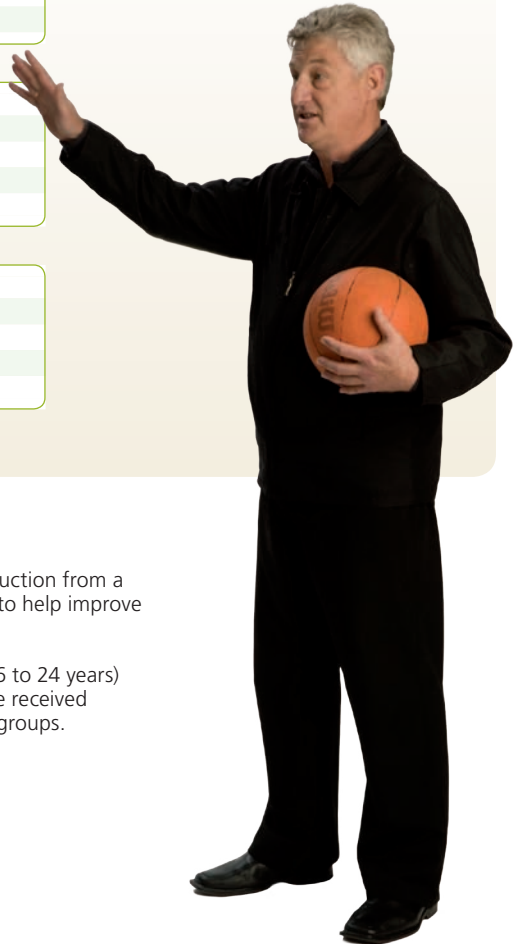
Men	38.8
Women	39.3

Age

16-24	70.1
25-34	38.6
35-49	36.9
50-64	31.2
≥ 65	20.2

Ethnicity

Māori	35.7
Pacific	34.0
NZ European	44.1
Asian	30.8
Other	28.3



Over 12 months:

- 38.7 percent of adults received instruction from a coach, instructor, teacher or trainer to help improve their performance; and
- adults in the youngest age group (16 to 24 years) were significantly more likely to have received instruction than adults in older age groups.

Involvement in a Sport or Recreation Club or Centre Over a Month

The Active NZ Survey examined the percentage of adults who had been members of the following types of club or centre in order to take part in a sport or recreation activity:

- sport or physical activity club;
- gym or fitness centre;
- social club/work team; and
- other type of club/centre.

Member of Any Club or Centre

	%
Regional Population	35.3

Gender

Men	40.7
Women	30.5

Age

16-24	49.6
25-34	28.1
35-49	34.4
50-64	34.3
≥ 65	30.7

Ethnicity

Māori	34.1
Pacific	29.1
NZ European	38.7
Asian	27.6
Other	25.4

During any month:

- 35.3 percent of adults were members of clubs or centres in order to take part in sport and recreation activities;
- men were significantly more likely than women to have been members of a club or centre; and
- adults in the youngest age group (16 to 24 years) were significantly more likely to be members of a club or centre than adults in older age groups.



Member of a Specific Club or Centre Type⁷

	%
Sport/Physical activity club	16.3
Gym/Fitness centre	15.1
Social club/work team	4.5
Other type of club	6.5

Among the different types of clubs and centres:

- 16.3 percent of adults were members of a sport/physical activity club in order to participate in sport and recreation activities.

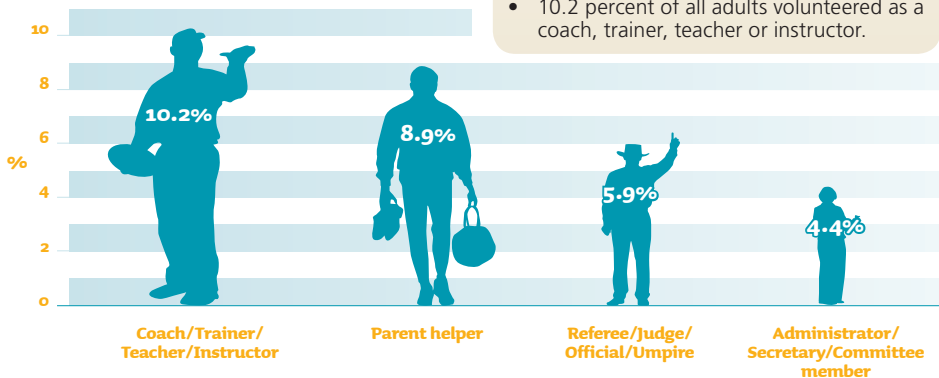
⁷ Participants could choose multiple club/centre types noted in this table. As a consequence, the sum of the percentages for each club/centre type does not equal 35.3 percent.

VOLUNTEERS

The Active NZ Survey included a series of questions about volunteering in sport and recreation activities. The survey collected information about the level of adult participation in volunteering and whether adults had performed any of the following roles as volunteers:

- coach/teacher/trainer/instructor;
- referee/judge/official/umpire;
- lifeguard/guide;
- administrator/secretary/committee member;
- parent helper; and
- other.

Most Common Volunteer Roles⁸



Number of Greater Auckland adult volunteers

110,528

91,888

65,443

43,810

Volunteer Levels %

Regional Population	21.6
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Gender

Men	21.4
Women	22.3

Age

16-24	25.3
25-34	18.0
35-49	29.9
50-64	18.4
≥ 65	10.6

Ethnicity

Māori	28.5
Pacific	26.0
NZ European	24.1
Asian	11.0
Other	16.0

Over 12 months:

- 21.6 percent of adults volunteered for a sport or recreation activity, equating to 226,854 sport and recreation volunteers in the Greater Auckland region; and
- compared to the regional population, adults from the Asian ethnic group were significantly less likely to have been volunteers; and
- 10.2 percent of all adults volunteered as a coach, trainer, teacher or instructor.

⁸ Participants could choose multiple volunteer role types. Therefore, when the percentages for each volunteer role are summed, they do not equal 21.6 percent.

NATIONAL PHYSICAL ACTIVITY GUIDELINES

Physical Activity Levels

The New Zealand Physical Activity Guidelines⁹ state that *adults should participate in at least 30 minutes of moderate intensity physical activity¹⁰ on most, if not on all, days of the week.*

Adults were categorised into one of three groups:

1. 30 x 5 Guideline Met

Adults who achieved 30 minutes of moderate intensity physical activity on at least five days out of seven.

2. Some Activity

Adults who did not achieve 30 minutes of moderate intensity physical activity on at least five days, but did achieve at least 30 minutes of moderate intensity physical activity in total, over seven days.

3. Inactive

Adults who, over seven days, achieved less than 30 minutes of moderate intensity physical activity in total.

	30 x 5 Guideline Met %	Some Activity %	Inactive %
Regional Population	47.3	38.9	13.8
Gender			
Men	52.4	34.9	12.7
Women	42.0	43.6	14.4
Age			
16-24	43.1	47.1	9.8
25-34	43.5	40.7	15.7
35-49	52.8	34.9	12.3
50-64	51.4	35.5	13.1
≥ 65	39.0	41.2	19.8
Ethnicity			
Māori	45.7	36.7	17.6
Pacific	56.4	30.1	13.5
NZ European	49.6	40.1	10.3
Asian	39.4	33.8	19.5
Other	40.5	32.0	19.9

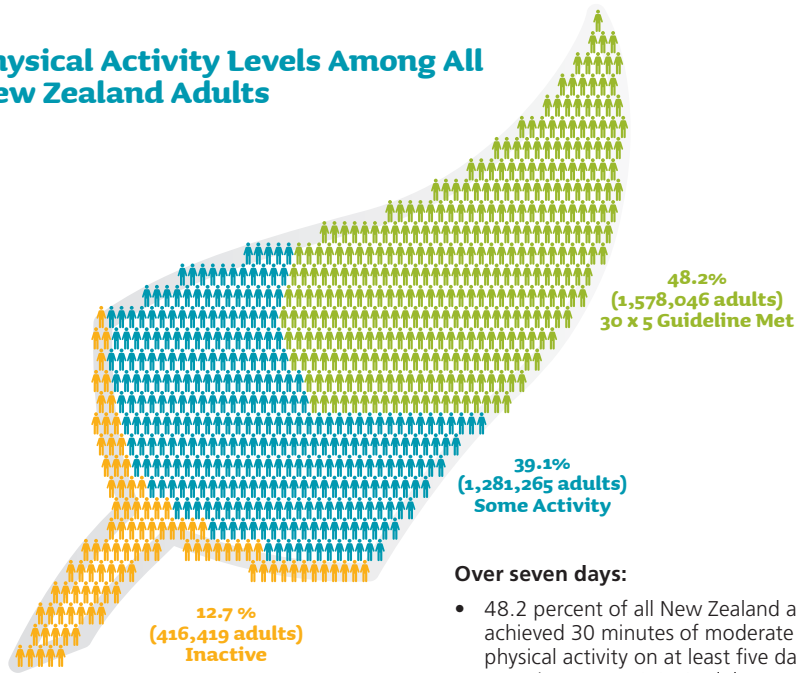
Over seven days:

- the percentage of adults in the Greater Auckland region who achieved the national physical activity guideline was similar to the percentage for New Zealand adults (New Zealand: 48.2%; Greater Auckland: 47.3%); and
- men were significantly more likely than women to have achieved the national physical activity guideline.

9 Sport and Recreation New Zealand. (2005). *Movement = Health Me Korikori Ka Ora*. Wellington: SPARC.

10 Moderate intensity physical activity will cause a slight, but noticeable, increase in breathing and heart rate.

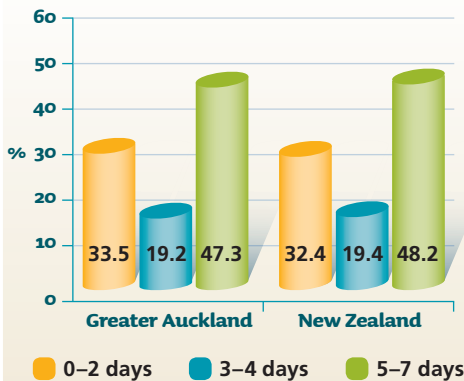
Physical Activity Levels Among All New Zealand Adults



Over seven days:

- 48.2 percent of all New Zealand adults achieved 30 minutes of moderate intensity physical activity on at least five days, equating to 1,578,046 adults meeting the national physical activity guideline (30 x 5).

The Number of Days Adults Achieved at Least 30 Minutes a Day of Moderate Intensity Physical Activity



Over seven days:

- 33.5 percent of adults in the Greater Auckland region engaged in 30 minutes of moderate intensity physical activity on a maximum of two days;
- 19.2 percent engaged in 30 minutes of moderate intensity physical activity on three to four days; and
- 47.3 percent achieved 30 minutes of moderate intensity physical activity on at least five days out of seven.

COMPARISONS

Greater Auckland Region and New Zealand Physical Activity Profiles Compared

In this section, comparisons between the findings for the Greater Auckland region and New Zealand¹¹ are presented.

Popular Activities

- Tennis was on the 10 most popular activities list for adults in the Greater Auckland region, but not on the list for New Zealand adults.
- Rugby was on the 10 most popular activities list for men in the Greater Auckland region, but not on the list for New Zealand men.
- The 10 most popular activities for women in the Greater Auckland region were the same as those for all New Zealand women.

Organised Competition/Event Participation, Club/Centre Involvement and Instruction

- Compared with New Zealand adults, a similar percentage of adults in the Greater Auckland region:
 - participated in at least one organised competition or event (New Zealand: 36.9%; Greater Auckland: 33.7%);
 - were members of clubs or centres in order to take part in sport and recreation activities (New Zealand: 34.9%; Greater Auckland: 35.3%); and
 - received instruction from a coach, instructor, teacher or trainer to help improve their performance (New Zealand: 39.9%; Greater Auckland: 38.7%).

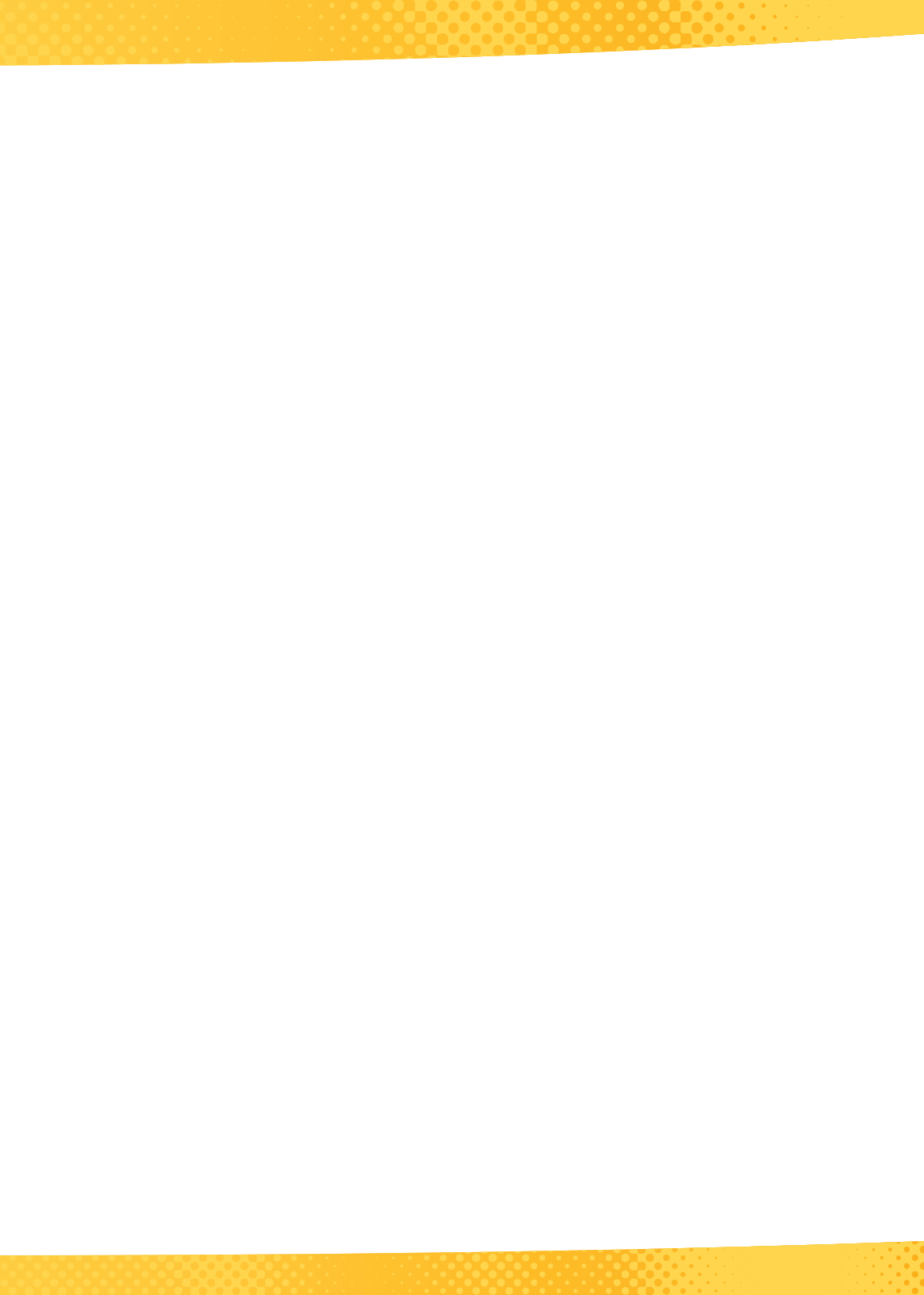
Volunteering

- The level of volunteering for all adults in the Greater Auckland region (21.6%) was similar to the level for New Zealand adults (25.3%).

Physical Activity Levels

- The percentage of adults in the Greater Auckland region who achieved the physical activity guideline was similar to the percentage for New Zealand adults (New Zealand: 48.2%; Greater Auckland: 47.3%).

¹¹ Findings for New Zealand adults can be found in the SPARC (2008) report titled *Sport, Recreation and Physical Activity Participation Among New Zealand Adults: Key Results of the 2007/08 Active New Zealand Survey*. This report is available at www.sparc.org.nz.





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