

SPORT, RECREATION AND PHYSICAL ACTIVITY PROFILE: NORTHLAND REGION

2007/08



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FOREWORD

SPARC is pleased to release regional profiles from the 2007/08 Active New Zealand Survey.

This report is one of 17 regional profiles being released by SPARC – one for each of the 17 regional sports trust (RST) catchment areas. It 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 regional profiles are 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 huge undertaking involving face-to-face interviews with more than 4,000 New Zealanders. At least 200 interviews were conducted in most regions.

In each of the 17 regional reports, regional findings are presented and compared with the national profile of sport, recreation and physical activity. The analyses show some interesting findings, especially in terms of the physical activities adults participate in across different parts of the country.

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 Northland region, in particular, their level of involvement with sport and recreation as participants and volunteers and their overall level of physical activity. The findings for the Northland region are also compared with the national profile for sport, recreation and physical activity in this report.

Key Findings

Compared with New Zealand adults, a similar percentage of adults in the Northland region:

- participated in at least one sport or recreation activity per week (New Zealand: 79%; Northland: 86%) and per year (New Zealand: 96%; Northland: 96%);
- participated in at least one organised competition or event per year (New Zealand: 37%; Northland: 38%);
- were members of clubs or centres in order to take part in sport and recreation activities (New Zealand: 35%; Northland: 35%);
- were volunteers for a sport or recreation activity (New Zealand: 25%; Northland: 19%); and
- achieved the national physical activity guideline by undertaking 30 minutes or more of moderate intensity physical activity on at least five days out of seven (New Zealand: 48%; Northland: 45%).

Adults in the Northland region were significantly less likely than New Zealand adults to:

- have received instruction from a coach, instructor, teacher or trainer to help improve their performance (New Zealand: 40%; Northland: 31%).

In the Northland region:

- walking and gardening were, in that order, the two most popular sport and recreation activities;
- diving/scuba diving was on the 10 most popular activities list for adults in the Northland region, but not on the list for New Zealand adults;
- hunting and diving/scuba diving were on the 10 most popular activities list for men in the Northland region, but not on the list for New Zealand men;
- fishing and tramping were on the 10 most popular activities list for women in the Northland region, but not on the list for New Zealand women;
- men were significantly more likely than women in the Northland region to have participated in three or more different sport or recreation activities per year (Men: 81%; Women: 62%); and
- men were significantly more likely than women in the Northland region to have participated in an organised competition or event per year (Men: 50%; Women: 29%).

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 234 interviews were completed within the Northland 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 62 percent for the Northland region.

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

	Number Interviewed (n)	Weighted Population Numbers (n)
Regional Population	234	119,010
Gender		
Men	90	49,700
Women	144	69,310

Reported Findings

In this report:

- regional findings (based on the total regional sample) are compared to national findings; and
- within each region, comparisons by gender are made (i.e. men versus women).

The regional findings presented in each of the 17 regional reports are associated with margins of error ranging between $\pm 4\%$ and $\pm 12\%$. Findings based on the total regional sample have margins of error at the lower end of this range. When the data are analysed by gender, the findings are associated with margins of error at the higher end of this range.

The sample size per region, 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. regional findings by age). The comparisons noted in this report provide insights into how the regional activity profile compares with the activity profile for all New Zealanders and any differences in participation that may exist between men and women.

Although differences between regional and national findings or between male and female findings within a specific region may be large, these differences may not always be (statistically) significant. *If regional findings are significantly different to national findings or if there are significant differences between men and women within a specific region, this will be noted in the text of this document.* More information regarding margins of error is available at www.sparc.org.nz.

The Northland Region

In this report, the Northland region refers to the geographical area serviced by the regional sports trust, Sport Northland.

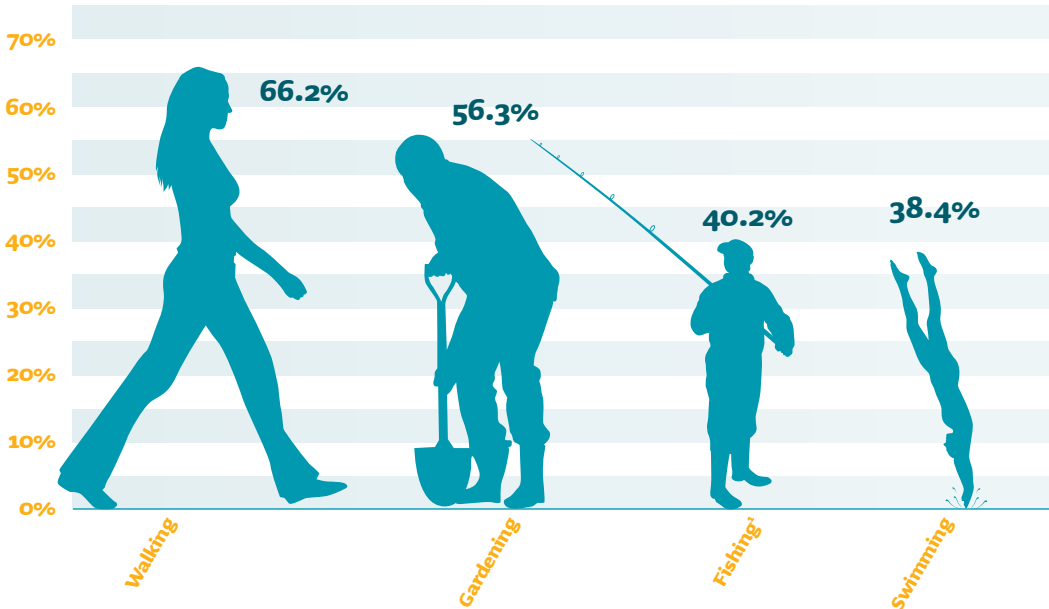


PARTICIPATION IN SPORT & RECREATION

Popular Activities

The information presented in this section, 'Popular Activities', indicates the percentage of adults in the Northland 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 Northland adults participating

78,775

67,000

47,840

45,693

1 Fishing includes freshwater and marine fishing.

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

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

4 Cycling includes mountain biking and cycling.

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



Men	
Activity	%
Fishing	59.8
Walking	46.4
Gardening	45.8
Swimming	39.7
Equipment-based exercise	32.5
Hunting⁵	24.9
Golf	23.8
Diving/Scuba Diving	23.4
Cycling	22.2
Jogging/Running	19.7



Women	
Activity	%
Walking	80.4
Gardening	63.8
Swimming	37.5
Dance	34.4
Fishing	26.2
Equipment-based exercise	16.1
Cycling	14.6
Aerobics	11.5
Jogging/Running	11.2
Tramping	10.3

- Fishing was the most popular activity for men, while walking was the most popular activity for women.
- Seven of the 10 most popular activities were the same for men and women.
- Activities uniquely popular with women were dance, aerobics and tramping, while hunting, golf and diving/scuba diving were uniquely popular among men.

27.6%



Dance²

22.9%



Equipment-based exercise³

17.7%



Cycling⁴

14.8%



Jogging/Running³



Diving/Scuba Diving³

13.3%



Golf

32,840

27,263

21,112

17,563

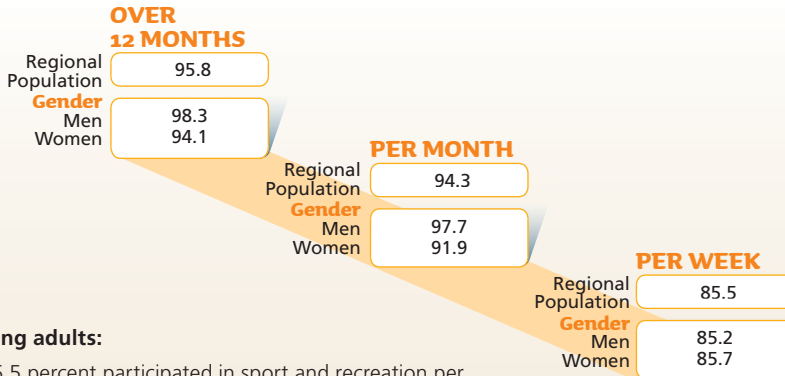
16,031

15,853

⁵ Hunting includes general hunting, deerstalking and pig hunting.

Participation in Sport or Recreation Activity Over Different Timeframes

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



Among adults:

- 85.5 percent participated in sport and recreation per week; and
- the participation level increased to 95.8 percent over 12 months, indicating that most adults took part in at least one sport or recreation activity.

Number of Sport and Recreation Activities Participated In Over 12 Months

Percentage of adults who took part in...

	One sport or recreation activity	Two sport or recreation activities	Three or more sport or recreation activities	Average number of sport and recreation activities
Regional Population	95.8	86.9	70.3	5.5
Gender				
Men	98.3	94.3	81.4	6.7
Women	94.1	81.6	62.4	4.7

Over 12 months:

- 86.9 percent of adults participated in at least two different types of sport or recreation activity;
- men were significantly more likely than women to have participated in three or more different sport or recreation activities; and
- on average, adults participated in 5.5 different sport or recreation activities.

Participation in an Organised⁶ Competition or Event Over 12 Months

%

Regional Population	38.0
---------------------	------

Gender

Men	49.9
Women	29.4



Over 12 months:

- 38.0 percent of adults participated in at least one organised competition or event; and
- men were significantly more likely than women to have participated in an organised competition or event.

Received Instruction for a Sport or Recreation Activity Over 12 Months

%

Regional Population	31.1
---------------------	------

Gender

Men	28.8
Women	32.8



Over 12 months:

- 31.1 percent of adults received instruction from a coach, instructor, teacher or trainer to help improve their performance.



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/calisthenics/pilates/yoga) and gardening as organised activities.

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	34.6

Gender

Men	36.2
Women	33.4

During any month:

- 34.6 percent of adults were members of clubs or centres in order to take part in sport and recreation activities.

Member of a Specific Club or Centre Type⁷

	%
Sport/Physical activity club	16.3
Gym/Fitness centre	10.0
Social club/work team	8.6
Other type of club	5.7

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 34.6 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.

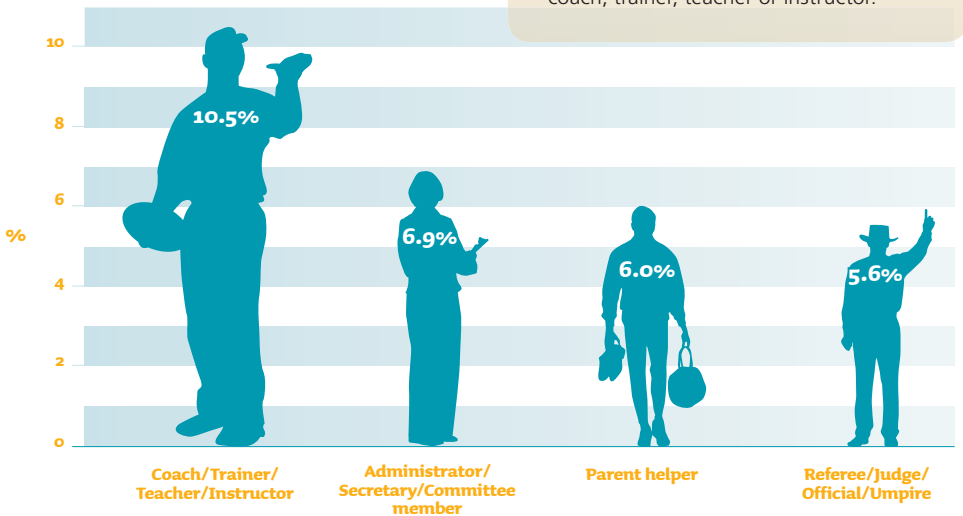
Volunteer Levels

	%	Gender	%
Regional Population	19.2	Men	18.3
		Women	19.8

Over 12 months:

- 19.2 percent of all adults volunteered for a sport or recreation activity, equating to 22,846 sport and recreation volunteers in the Northland region; and
- 10.5 percent of all adults volunteered as a coach, trainer, teacher or instructor.

Most Common Volunteer Roles⁸



Number of Northland adult volunteers



⁸ Participants could choose multiple volunteer role types. Therefore, when the percentages for each volunteer role are summed, they do not equal 19.2 percent.

NATIONAL PHYSICAL ACTIVITY GUIDELINES

Physical Activity Levels⁹

The New Zealand Physical Activity Guidelines¹⁰ state that *adults should participate in at least 30 minutes of moderate intensity physical activity¹¹ on most, if not on all, days of the week.*

Adults were categorised into one of three groups:

1. 30 x 5 Guideline Met

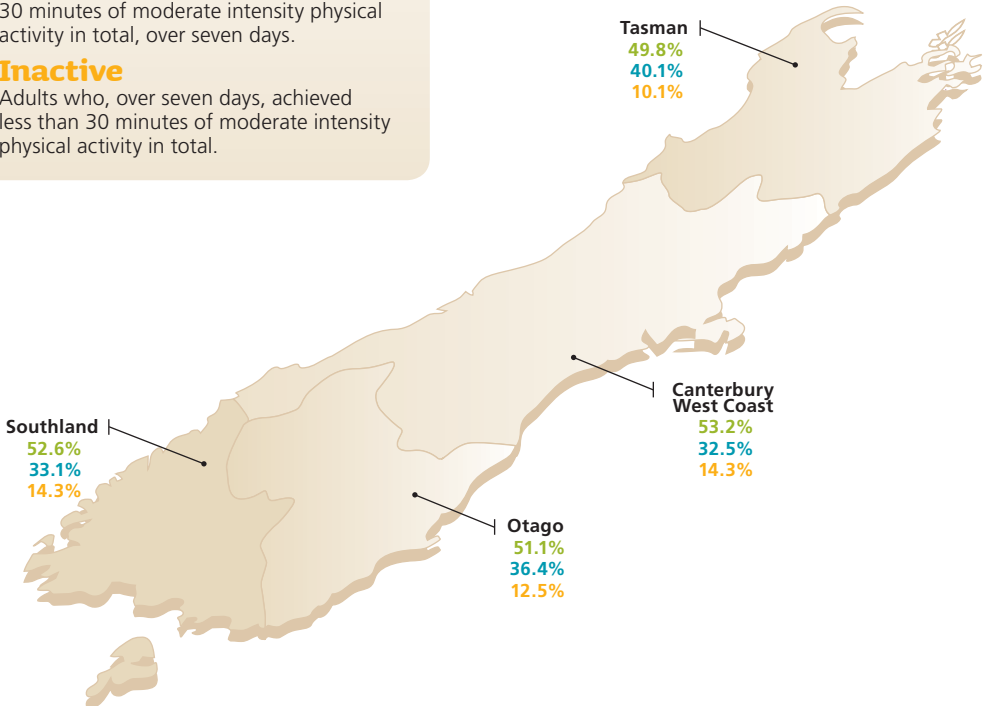
Adults who achieved 30 minutes of moderate intensity physical activity on at least five days out of seven.

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

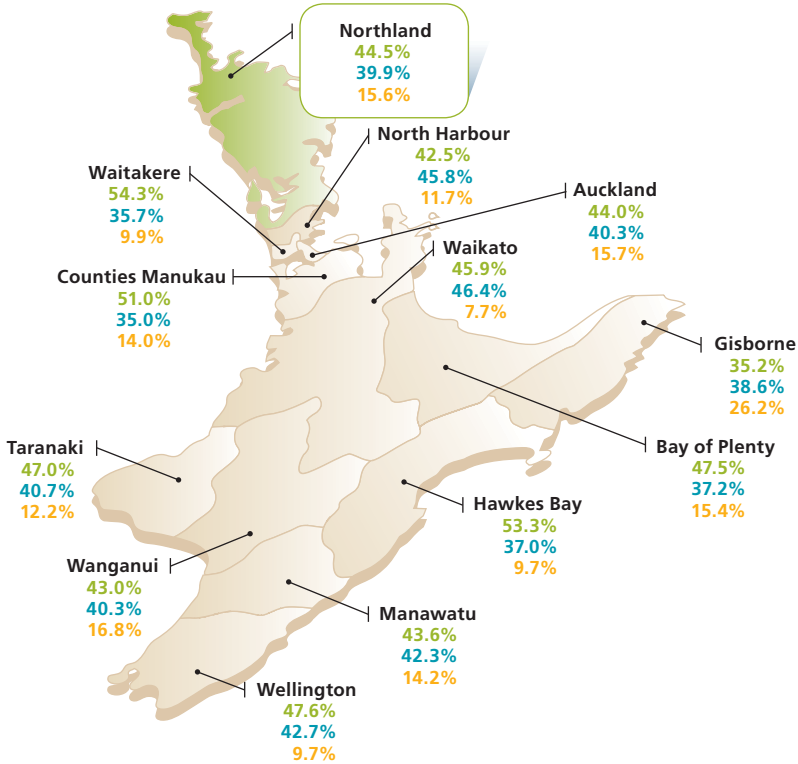
Adults who, over seven days, achieved less than 30 minutes of moderate intensity physical activity in total.



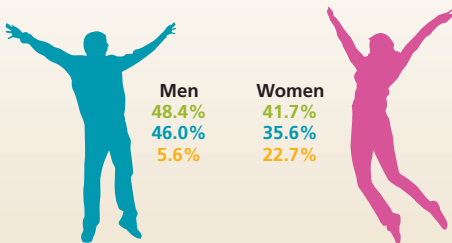
9 When summed, the percentages per region may not equal 100 percent because of rounding.

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

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



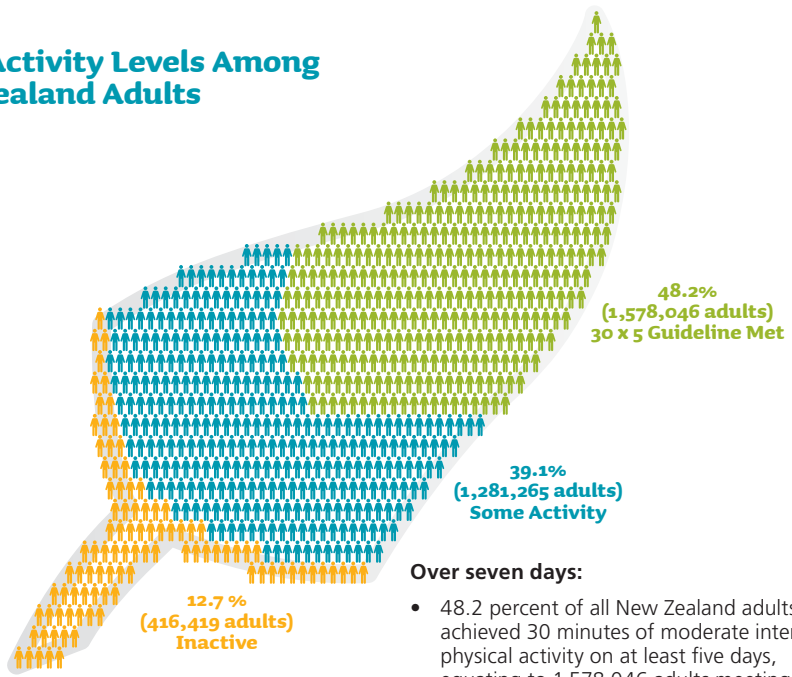
Physical Activity Levels Among Adults in the Northland Region by Gender



Over seven days:

- the percentage of adults in the Northland region who achieved the national physical activity guideline was similar to the percentage for New Zealand adults (New Zealand: 48.2%; Northland: 44.5%)

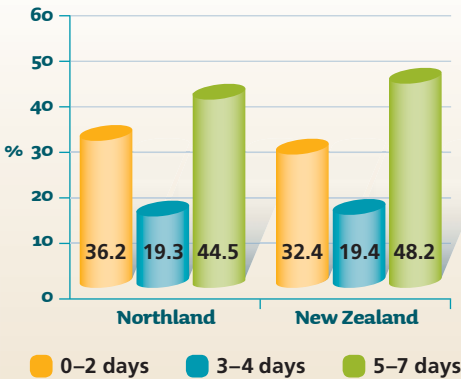
Physical Activity Levels Among All New Zealand Adults



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:

- 36.2 percent of adults in the Northland region engaged in 30 minutes of moderate intensity physical activity on a maximum of two days;
- 19.3 percent engaged in 30 minutes of moderate intensity physical activity on three to four days; and
- 44.5 percent achieved 30 minutes of moderate intensity physical activity on at least five days out of seven.

COMPARISONS

Northland Region and New Zealand Physical Activity Profiles Compared

In this section, comparisons between the findings for the Northland region and New Zealand¹² are presented.

Popular Activities

- Diving/scuba diving was on the 10 most popular activities list for adults in the Northland region, but not on the list for New Zealand adults.
- Hunting and diving/scuba diving were on the 10 most popular activities list for men in the Northland region, but not on the list for New Zealand men.
- Fishing and tramping were on the 10 most popular activities list for women in the Northland region, but not on the list for New Zealand women.

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

- Compared with New Zealand adults, a similar percentage of adults in the Northland region:
 - participated in at least one organised competition or event (New Zealand: 36.9%; Northland: 38.0%); and
 - were members of clubs or centres in order to take part in sport and recreation activities (New Zealand: 34.9%; Northland: 34.6%).
- Adults in the Northland region were significantly less likely than New Zealand adults to:
 - have received instruction from a coach, instructor, teacher or trainer to help improve their performance (New Zealand: 39.9%; Northland: 31.1%).

Volunteering

- The level of volunteering for adults in the Northland region (19.2%) was similar to the level for New Zealand adults (25.3%).

Physical Activity Levels

- The percentage of adults in the Northland region who achieved the physical activity guideline was similar to the percentage for New Zealand adults (New Zealand: 48.2%; Northland: 44.5%).

¹² 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.

Regional Comparisons

The table below provides an overview of findings for each region of New Zealand serviced by the regional sports trusts. Statistically significant differences between regional and national findings are denoted by an asterisk (*) and the margin of error (i.e. $\pm 4\%$) associated with each percentage estimate is provided. Regional reports are available at www.sparc.org.nz.

	Popular Activities				Average number of activities per adult per year	Organised Competition/ Event Participation % of adults who participated in at least one sport or recreation organised competition or event per year	Instruction % of adults who received instruction for a sport or recreation activity per year
	% of adults who participated in at least one sport or recreation activity...						
	over 12 months	per month	per week				
New Zealand	96.0 \pm 2	90.0 \pm 2	79.0 \pm 2	4.6		36.9 \pm 2	39.9 \pm 2
Northland	95.8 \pm 6	94.3 \pm 6	85.5 \pm 6	5.5		38.0 \pm 6	31.1 \pm 6*
North Harbour	97.8 \pm 6	92.6 \pm 6	79.8 \pm 6	4.1		33.0 \pm 6	45.4 \pm 6
Waitakere	97.3 \pm 6	89.5 \pm 6	76.6 \pm 6	3.9		34.9 \pm 6	34.9 \pm 6
Auckland	96.3 \pm 6	90.6 \pm 6	78.9 \pm 6	4.3		35.9 \pm 6	41.3 \pm 6
Counties Manukau	97.1 \pm 6	84.6 \pm 6	71.8 \pm 6	4.1		36.3 \pm 6	40.3 \pm 6
Waikato	96.3 \pm 6	91.6 \pm 6	81.9 \pm 6	4.6		38.2 \pm 6	38.6 \pm 6
Bay of Plenty	95.8 \pm 6	89.6 \pm 6	77.4 \pm 6	4.3		31.5 \pm 6	36.7 \pm 6
Gisborne	97.8 \pm 8	93.3 \pm 8	81.1 \pm 8	6.4		37.0 \pm 8	45.4 \pm 8
Hawkes Bay	92.6 \pm 6	81.9 \pm 6	72.9 \pm 6	3.8		42.7 \pm 6	44.3 \pm 6
Taranaki	92.8 \pm 6	87.7 \pm 6	75.6 \pm 6	4.1		40.4 \pm 6	41.9 \pm 6
Wanganui	95.3 \pm 6	90.3 \pm 6	75.0 \pm 6	4.3		31.5 \pm 6	28.1 \pm 6*
Manawatu	97.6 \pm 6	91.1 \pm 6	79.2 \pm 6	4.6		26.2 \pm 6*	34.4 \pm 6
Wellington	96.0 \pm 5	91.7 \pm 5	80.2 \pm 5	5.4		39.7 \pm 5	38.4 \pm 5
Tasman	97.9 \pm 6	93.2 \pm 6	85.4 \pm 7	5.0		32.0 \pm 7	35.7 \pm 7
Canterbury West Coast	94.2 \pm 6	89.0 \pm 6	79.6 \pm 6	4.6		36.9 \pm 6	41.3 \pm 6
Otago	96.6 \pm 6	92.8 \pm 6	84.4 \pm 6	5.1		45.0 \pm 6	46.0 \pm 6
Southland	96.8 \pm 6	89.7 \pm 7	79.5 \pm 7	5.8		50.7 \pm 7*	49.1 \pm 7*

Compared to all New Zealand adults:

- adults in the Northland region were significantly less likely to have received instruction to improve their performance for a sport or recreation activity;
- adults in the Gisborne region were significantly less likely to have met the national physical activity guideline (30 x 5) and significantly more likely to be in the 'inactive' group;
- adults in the Wanganui region were significantly less likely to have been members of clubs or centres in order to take part in sport and recreation activities and were significantly less likely to have received instruction to improve their performance for a sport or recreation activity;

Club/Centre Involvement	Sport or Physical Activity Club	Volunteering	Physical Activity Levels		
			met the '30 x 5' Guideline	did 'some activity'	were 'inactive'
% of adults who were members of any type of club or centre to take part in sport and recreation activity	% of adults who were members of a sport or physical activity club to take part in sport and recreation activity	% of adults who volunteered for a sport or recreation activity	% of adults who...		
34.9 ± 2	17.9 ± 2	25.3 ± 2	48.2 ± 2	39.1 ± 2	12.7 ± 2
34.6 ± 6	16.3 ± 6	19.2 ± 6	44.5 ± 6	39.9 ± 6	15.6 ± 6
40.2 ± 6	22.5 ± 6	22.5 ± 6	42.5 ± 6	45.8 ± 6	11.7 ± 5
29.2 ± 6	13.3 ± 5	25.7 ± 6	54.3 ± 6	35.7 ± 6	9.9 ± 4
36.7 ± 6	15.1 ± 5	22.2 ± 5	44.0 ± 6	40.3 ± 6	15.7 ± 5
34.5 ± 6	13.5 ± 5	20.8 ± 5	51.0 ± 6	35.0 ± 6	14.0 ± 5
33.9 ± 6	16.3 ± 5	28.3 ± 6	45.9 ± 6	46.4 ± 6	7.7 ± 4
31.7 ± 6	19.5 ± 6	23.0 ± 6	47.5 ± 6	37.2 ± 6	15.4 ± 5
25.5 ± 8	14.1 ± 7	28.2 ± 8	35.2 ± 8*	38.6 ± 8	26.2 ± 8*
41.0 ± 6	25.3 ± 6	28.2 ± 6	53.3 ± 6	37.0 ± 6	9.7 ± 5
37.5 ± 6	24.6 ± 6	31.7 ± 6	47.0 ± 7	40.7 ± 6	12.2 ± 5
24.7 ± 6*	12.0 ± 5	30.3 ± 6	43.0 ± 6	40.3 ± 6	16.8 ± 5
30.7 ± 6	15.3 ± 6	19.2 ± 6	43.6 ± 7	42.3 ± 7	14.2 ± 5
37.6 ± 5	19.4 ± 5	21.5 ± 5	47.6 ± 5	42.7 ± 5	9.7 ± 4
30.3 ± 6	15.7 ± 6	32.7 ± 7	49.8 ± 7	40.1 ± 7	10.1 ± 5
34.8 ± 6	18.4 ± 5	28.1 ± 6	53.2 ± 6	32.5 ± 6	14.3 ± 5
36.4 ± 6	24.0 ± 6	32.0 ± 6	51.1 ± 6	36.4 ± 6	12.5 ± 5
36.7 ± 7	19.6 ± 6	37.4 ± 7*	52.6 ± 7	33.1 ± 7	14.3 ± 6

- adults in the Manawatu region were significantly less likely to have participated in an organised competition or event; and
- adults in the Southland region were significantly more likely to have participated in an organised competition or event, were significantly more likely to have received instruction to improve their performance for a sport or recreation activity, and were significantly more likely to have volunteered for a sport or recreation activity.



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