

SPORT, RECREATION AND PHYSICAL ACTIVITY PROFILE: OTAGO 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 Otago 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 Otago region are also compared with the national profile for sport, recreation and physical activity in this report.

Key Findings

The sport, recreation and physical activity profile for the Otago region was similar to the national profile. Compared with New Zealand adults, a similar percentage of adults in the Otago region:

- participated in at least one sport or recreation activity per week (New Zealand: 79%; Otago: 84%) and per year (New Zealand: 96%; Otago: 97%);
- participated in at least one organised competition or event per year (New Zealand: 37%; Otago: 45%);
- were members of clubs or centres in order to take part in sport and recreation activities (New Zealand: 35%; Otago: 36%);
- received instruction from a coach, instructor, teacher or trainer to help improve their performance (New Zealand: 40%; Otago: 46%);
- were volunteers for a sport or recreation activity (New Zealand: 25%; Otago: 32%); 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%; Otago: 51%).

In the Otago region:

- walking and gardening were, in that order, the two most popular sport and recreation activities;
- snowsports was on the 10 most popular activities list for adults in the Otago region, but not on the list for New Zealand adults;
- rugby union was on the 10 most popular activities list for men in the Otago region, but not on the list for New Zealand men;
- snowsports was on the 10 most popular activities list for women in the Otago region, but not on the list for New Zealand women; and
- men were significantly more likely than women in the Otago region to have achieved the national physical activity guideline (Men: 62%; Women: 44%).

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 259 interviews were completed within the Otago 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 63 percent for the Otago region.

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

	Number Interviewed (n)	Weighted Population Numbers (n)
Regional Population	259	158,847
Gender		
Men	97	64,853
Women	162	93,994

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 Otago Region

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

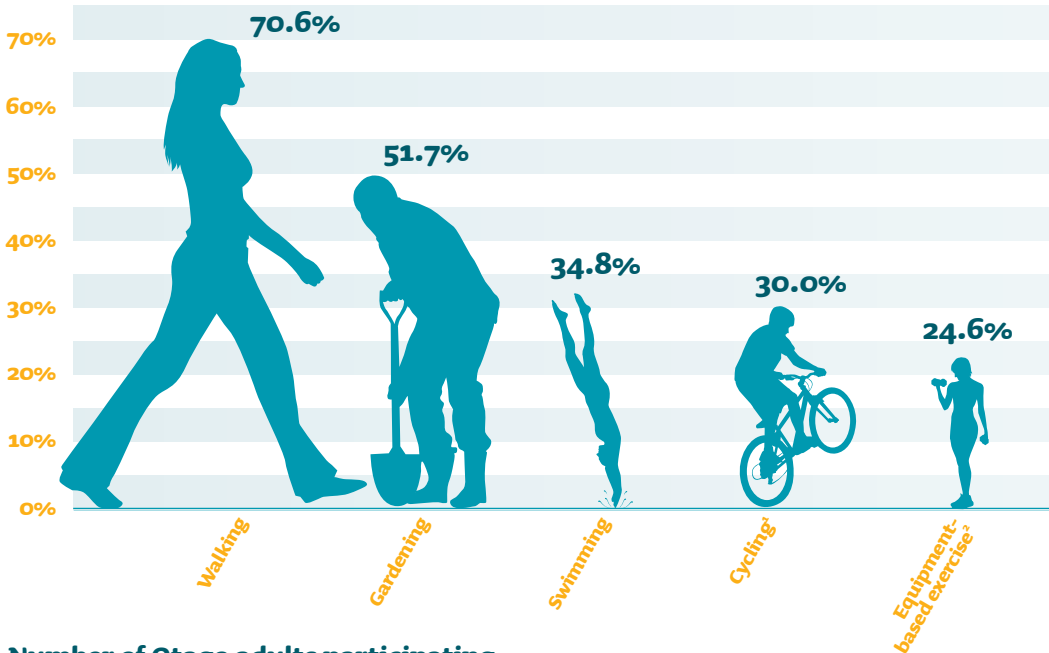


PARTICIPATION IN SPORT & RECREATION

Popular Activities

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

112,222

82,154

55,212

47,593

39,044

1 Cycling includes mountain biking and cycling.

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

3 Fishing includes freshwater and marine fishing.

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

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



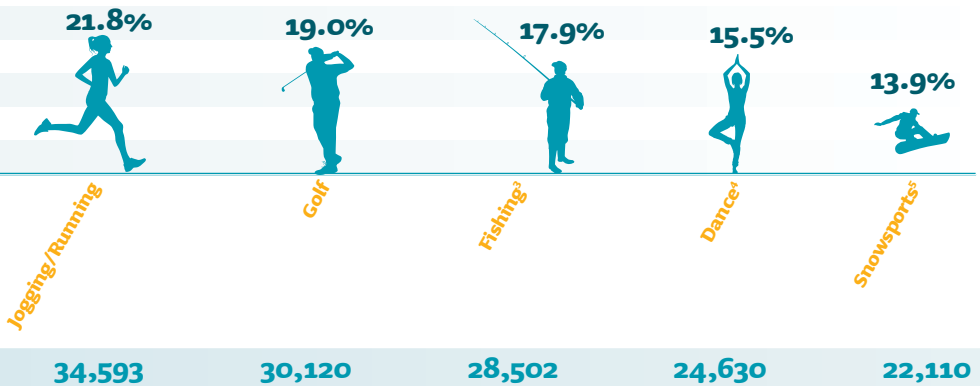
Activity	Men %
Walking	51.2
Gardening	45.8
Fishing	34.4
Cycling	34.3
Golf	32.1
Swimming	29.6
Equipment-based exercise	26.2
Cricket⁶	18.3
Jogging/Running	16.3
Rugby union	13.6

Women

Activity	Women %
Walking	84.0
Gardening	55.8
Swimming	38.3
Cycling	27.0
Jogging/Running	25.5
Equipment-based exercise	23.4
Pilates/Yoga	17.6
Dance	16.9
Aerobics	15.8
Snowsports	14.7



- Walking and gardening were the most popular activities for both men and women.
- Six of the 10 most popular activities were the same for men and women.
- Activities uniquely popular with women were pilates/yoga, dance, aerobics and snowsports, while fishing, golf, cricket and rugby union were uniquely popular among men.

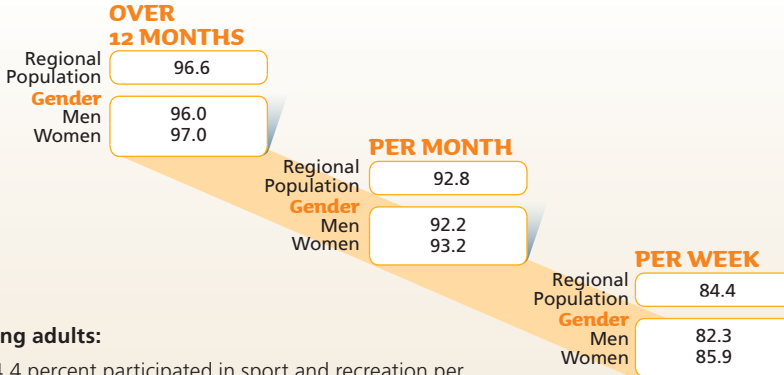


⁵ Snowsports includes skiing and snow boarding

⁶ Includes both indoor and outdoor versions of this activity.

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:

- 84.4 percent participated in sport and recreation per week; and
- the participation level increased to 96.6 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	96.6	87.8	74.8	5.1
Gender				
Men	96.0	86.0	72.6	5.3
Women	97.0	89.0	76.3	5.0

Over 12 months:

- 87.8 percent of adults participated in at least two different types of sport or recreation activity; and
- on average, adults participated in 5.1 different sport or recreation activities.

Participation in an Organised⁷ Competition or Event Over 12 Months

%

Regional Population	45.0
---------------------	------

Gender

Men	54.0
Women	38.8



Over 12 months:

- 45.0 percent of adults participated in at least one organised competition or event.

Received Instruction for a Sport or Recreation Activity Over 12 Months

%

Regional Population	46.0
---------------------	------

Gender

Men	41.6
Women	49.0



Over 12 months:

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



⁷ 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	36.4

Gender

Men	43.8
Women	31.4

During any month:

- 36.4 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 Type⁸

	%
Sport/Physical activity club	24.0
Gym/Fitness centre	7.9
Social club/work team	5.9
Other type of club	3.9

Among the different types of clubs and centres:

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

⁸ 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 36.4 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.

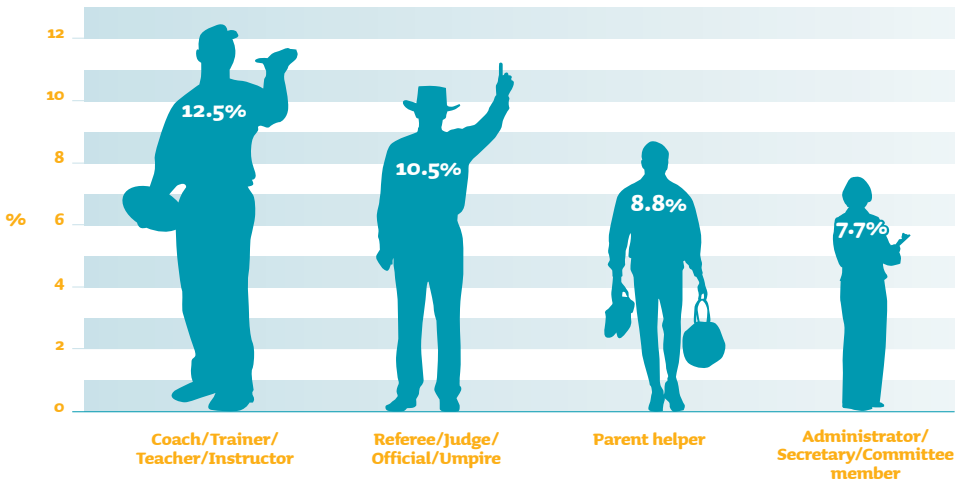
Volunteer Levels

	%	Gender	%
Regional Population	32.0	Men	33.0
		Women	31.3

Over 12 months:

- 32.0 percent of adults volunteered for a sport or recreation activity, equating to 50,825 sport and recreation volunteers in the Otago region; and
- 12.5 percent of all adults volunteered as a coach, trainer, teacher or instructor.

Most Common Volunteer Roles⁹



Number of Otago adult volunteers



⁹ Participants could choose multiple volunteer role types. Therefore, when the percentages for each volunteer role are summed, they do not equal 32 percent.

NATIONAL PHYSICAL ACTIVITY GUIDELINES

Physical Activity Levels¹⁰

The New Zealand Physical Activity Guidelines¹¹ state that *adults should participate in at least 30 minutes of moderate intensity physical activity¹² on most, if not on all, days of the week.*

Adults were categorised into one of three groups:

1. 30 x 5 Guideline Met

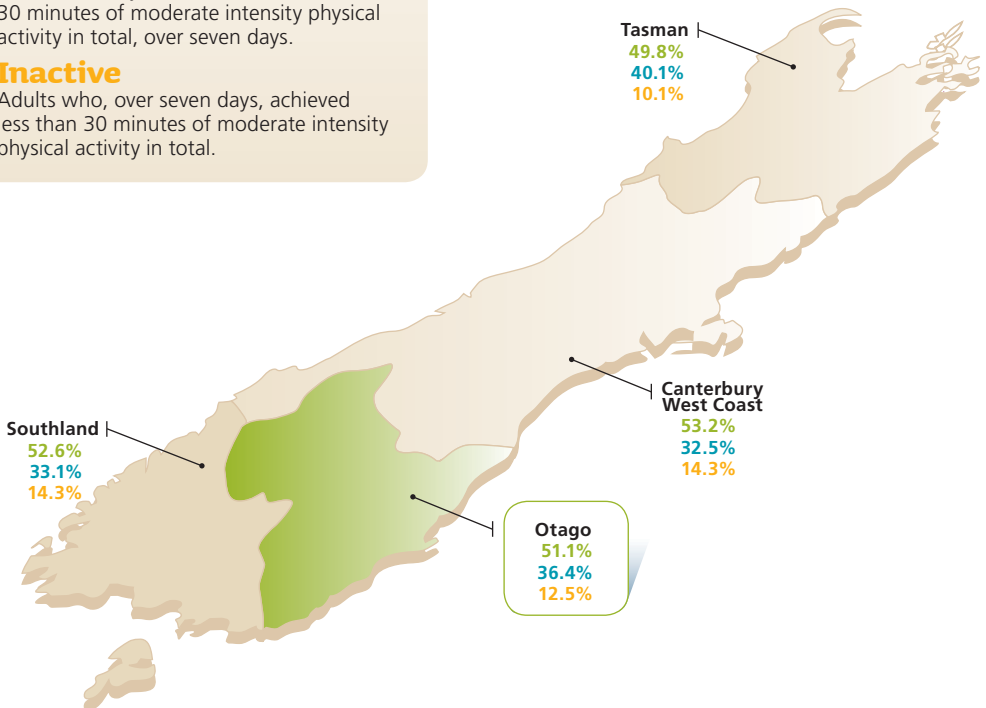
Adults who achieved 30 minutes of moderate intensity physical activity on at least five days out of seven.

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

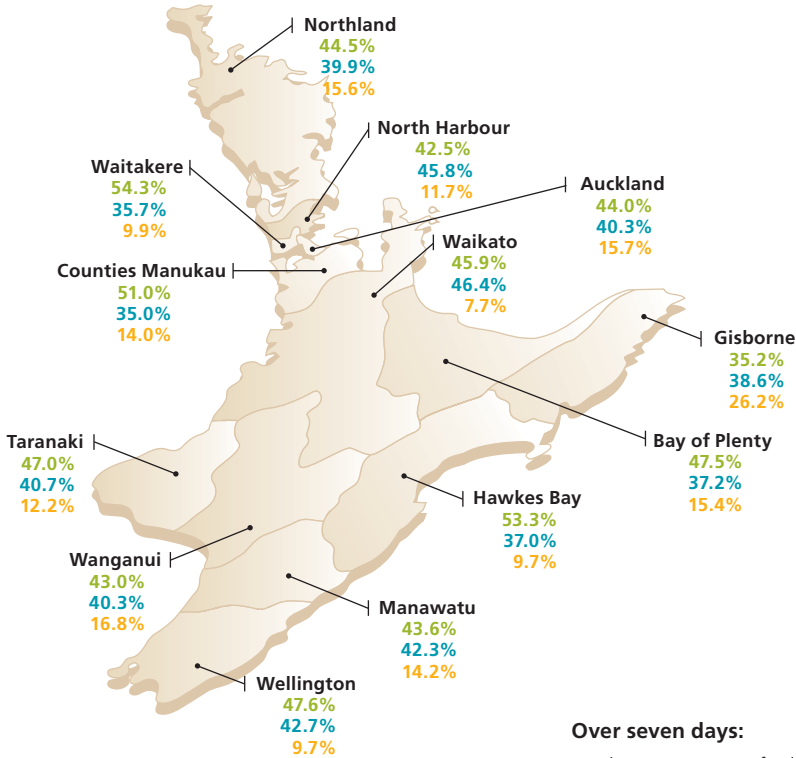
Adults who, over seven days, achieved less than 30 minutes of moderate intensity physical activity in total.



10 When summed, the percentages per region may not equal 100% because of rounding.

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

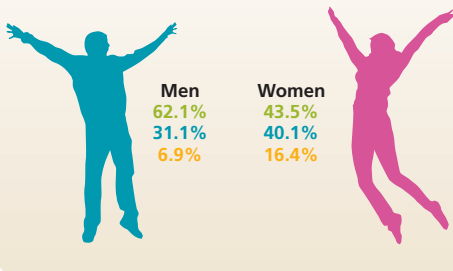
12 Moderate intensity physical activity will cause a slight, but noticeable, increase in breathing and heart rate.



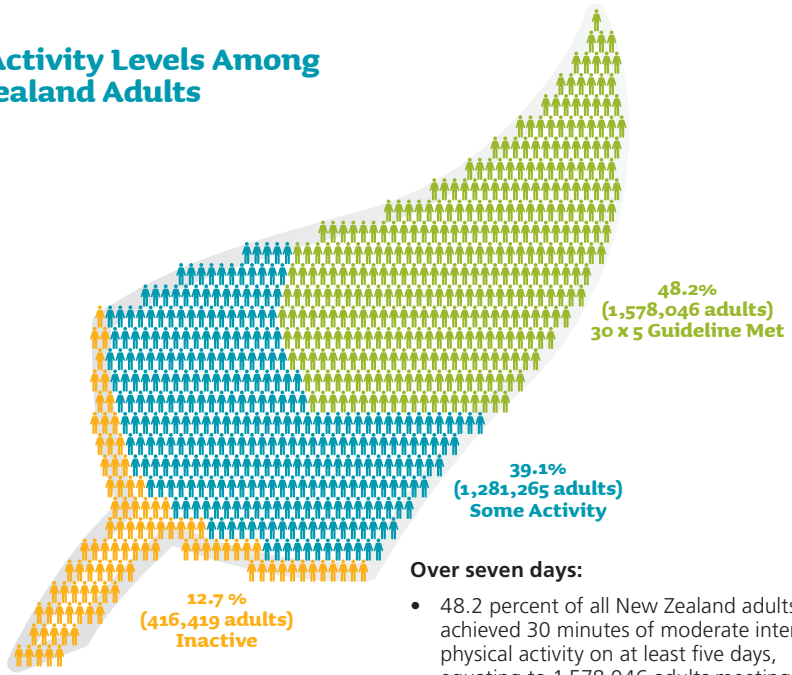
Over seven days:

- the percentage of adults in the Otago region who achieved the national physical activity guideline was similar to the percentage for New Zealand adults (New Zealand: 48.2%; Otago: 51.1%); and
- among adults in the Otago region, men were significantly more likely than women to have achieved the national physical activity guideline (Men: 62.1%; Women: 43.5%).

Physical Activity Levels Among Adults in the Otago Region by Gender



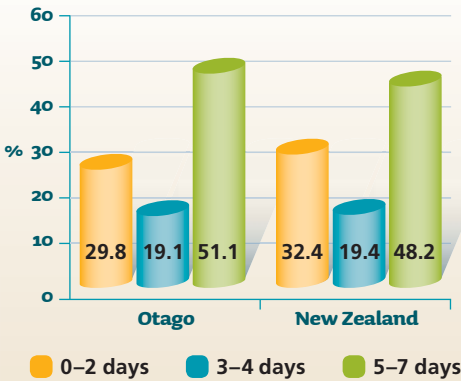
Physical Activity Levels Among All New Zealand Adults



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:

- 29.8 percent of adults in the Otago region engaged in 30 minutes of moderate intensity physical activity on a maximum of two days;
- 19.1 percent engaged in 30 minutes of moderate intensity physical activity on three to four days; and
- 51.1 percent achieved 30 minutes of moderate intensity physical activity on at least five days out of seven.

COMPARISONS

Otago Region and New Zealand Physical Activity Profiles Compared

In this section, comparisons between the findings for the Otago region and New Zealand¹³ are presented.

Popular Activities

- Snowsports was on the 10 most popular activities list for adults in the Otago region, but not on the list for New Zealand adults.
- Rugby union was on the 10 most popular activities list for men in the Otago region, but not on the list for New Zealand men.
- Snowsports was on the 10 most popular activities list for women in the Otago 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 Otago region:
 - participated in at least one organised competition or event (New Zealand: 36.9%; Otago: 45.0%);
 - were members of clubs or centres in order to take part in sport and recreation activities (New Zealand: 34.9%; Otago: 36.4%); and
 - received instruction from a coach, instructor, teacher or trainer to help improve their performance (New Zealand: 39.9%; Otago: 46.0%).

Volunteering

- The level of volunteering for all adults in the Otago region (32.0%) was similar to the level for New Zealand adults (25.3%).

Physical Activity Levels

- The percentage of adults in the Otago region who achieved the physical activity guideline was similar to the percentage for New Zealand adults (New Zealand: 48.2%; Otago: 51.1%).

¹³ 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	Instruction
	% of adults who participated in at least one sport or recreation activity...			% of adults who participated in at least one sport or recreation organised competition or event per year		% of adults who received instruction for a sport or recreation activity per year	
	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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