

**ACTIVE**  
**NZ SURVEY**

Te Rangahau Korikori o Aotearoa

# Sport and Recreation Profile: Snow Sports

Findings from the 2007/08  
Active New Zealand Survey



# INTRODUCTION

## Content

This sport and recreation profile presents information about participation in snow sports among New Zealand adults aged 16 years and over. It is compiled from information collected through the 2007/08 Active NZ Survey and includes:

- participation levels;
- profile of participants;
- participation patterns; and
- volunteering levels.

## Methodology

### Definition of Snow Sports

In the 2007/08 Active NZ Survey, participants reported whether they had participated in skiing (snow, grass) and snowboarding as separate activities. While skiing included grass skiing, the contribution of grass skiing to overall skiing participation was considered to be small. Therefore, skiing and snowboarding have been combined to represent overall snow sport participation levels (i.e. participated in skiing and/or snowboarding).

### Sample

A total of 4,443 adults aged 16 years and over participated in the 2007/08 Active NZ Survey. Among the participants, 212 (114 men; 98 women) reported participating in snow sports at least once during the 12 months preceding the interview. The 4,443 interviews (which were completed over a 12-month period beginning in March 2007) were stratified by month and by the 17 regional sport trust catchment areas.

### The Survey

The Active NZ Survey (an interviewer-administered, face-to-face self-report survey) consisted of two data collection tools:

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

The sport and recreation survey was used to collect information about participation levels in various sport and recreation activities. Participants reported the sport and recreation activities they participated in over three different timeframes: during the 12 months, four weeks and seven days preceding the interview. Participants reported a range of other sport and recreation information including where they participated in activities, participation in volunteering, instruction to improve performance and involvement in clubs and centres.

The seven-day physical activity recall diary assessed the frequency, intensity and duration of sport and recreation activities participated in during the seven days preceding the interview. The following information was collected for each day of the previous week:

1. the specific activities participated in (e.g. skiing);
2. the day on which the activity was undertaken (e.g. went skiing on Monday and Saturday);
3. the total time spent participating in each specific sport and recreation activity (e.g. four hours spent skiing on Saturday);
4. the amount of time spent at a moderate intensity (e.g. of the four hours spent skiing on Saturday, two hours was spent at a moderate intensity); and
5. the amount of time spent at a vigorous intensity (e.g. of the four hours spent skiing on Saturday, 40 minutes was spent at a vigorous intensity).

The information from the diary was used to determine the time spent and the intensity at which adults participated in a specific sport during any one week. Because of low participation levels during the week preceding the interview, time-related information is not available in this profile.

### **Ethnic Groupings**

In the 2007/08 Active NZ Survey, participants were able to identify with multiple ethnicities. Consequently, the same person could be represented in different ethnic groups (e.g. Māori and NZ European). Therefore, when the percentages for each ethnic group are summed they do not equal 100 percent. Ethnic-specific findings should only be compared with estimates for the total New Zealand population as comparisons between ethnic groups (Māori versus Pacific) are not valid.

### **Socioeconomic Position**

The NZiDep tool was used to measure the socioeconomic position of participants. The tool consists of eight questions which assess different domains of socioeconomic status. Based on the number of deprivation indicators reported, participants were grouped into one of five groups ranging from the least (Quintile 1) to the most (Quintile 5) disadvantaged socioeconomic group. The five groups were:

- Quintile 1* – no deprivation characteristics;
- Quintile 2* – one deprivation characteristic was reported;
- Quintile 3* – two deprivation characteristics were reported;
- Quintile 4* – three or four deprivation characteristics were reported; and
- Quintile 5* – five or more deprivation characteristics were reported.

Further information about the Active NZ Survey methodology is available at [www.sparc.org.nz/activenzsurvey](http://www.sparc.org.nz/activenzsurvey).

## **Information Reported**

All findings relate to the New Zealand adult population aged 16 years and over. They are based on responses from at least 100 participants and have a relative standard error of less than 25 percent unless stated otherwise. All estimates have been weighted to correct for differences between the sample population and the general New Zealand population. Percent estimates (e.g. 50%) with 95 percent confidence intervals (e.g. 95% CI: 45-55) have also been age-standardised to the 2006 New Zealand adult population. Estimates without 95% percent confidence intervals represent proportions within the sport-specific population (i.e. adults who participated in the activity), and have not been age-standardised.

Confidence intervals (CI) have been used to indicate if significant differences exist between different groups (e.g. men versus women) in the population. Findings are generally considered significantly different if there is no overlap between the confidence intervals of the percentage estimates being compared.

The Active NZ Survey is a nationally representative survey of all New Zealand adults. The findings in this profile are not directly comparable with other sources of information about snow sports. This is because methodological differences (e.g. the way data is collected, the definitions used) contribute to differences in findings between different data sources.

# FINDINGS

## Participation Levels

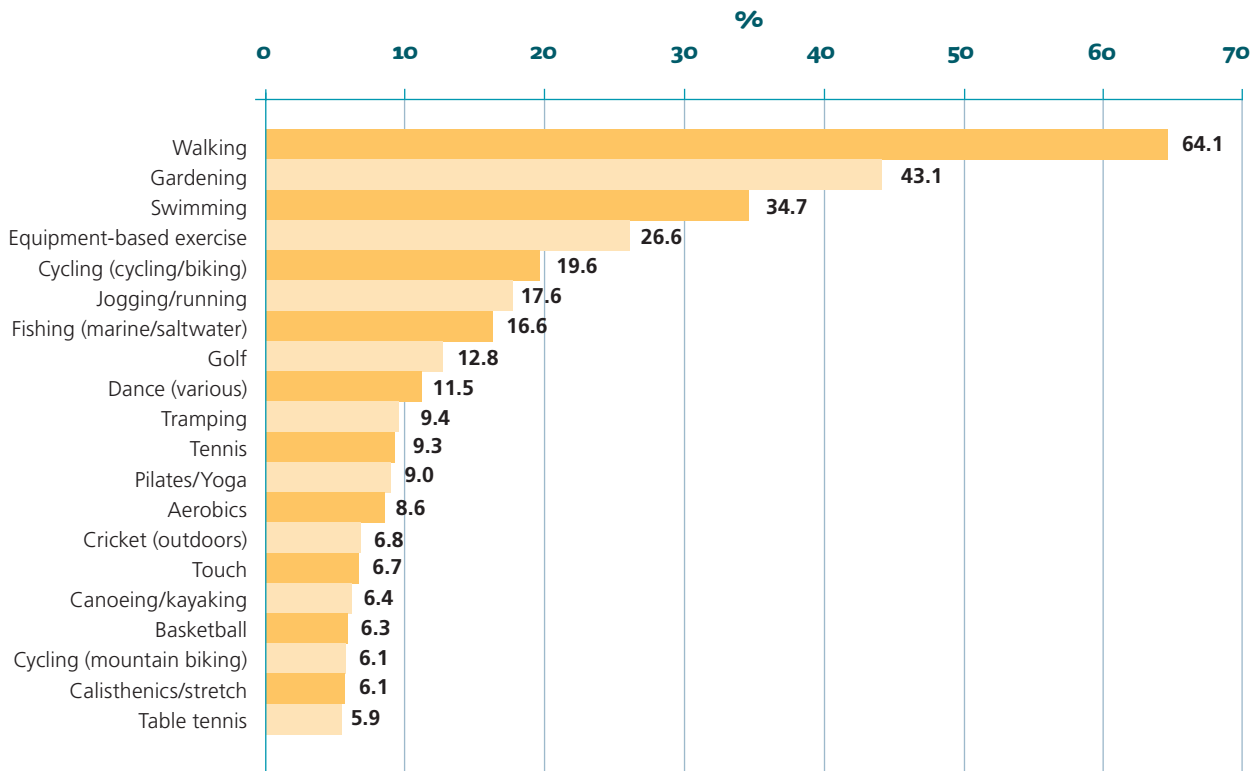
### 2007/08 Participation Levels

Over 12 months, 6.3 percent (95% CI: 5.2-7.5) of all New Zealand adults aged 16 years and over (206,071 people) had participated in a snow sport at least once.

In terms of specific snow sports, 3.7 percent (95% CI: 2.8-4.6) of adults (123,536 people) had participated in skiing and 2.7 percent (95% CI: 2.0 – 3.5) of adults (87,649 people) had participated in snow boarding at least once over 12 months. The number of people who participated in both snowboarding and skiing was 0.2 percent (95% CI: 0.1-0.3) of adults (6,763 people).

Figure 1 presents 20 sport and recreation activities with the highest participation levels among all New Zealand adults<sup>1</sup>. Among the various sport and recreation activities, walking had the 28th highest participation rate and snow boarding the 37th highest participation rate.

Figure 1: Sport and recreation activities with the highest participation levels



<sup>1</sup> Figure 1 is based on information presented in the document titled 'Sport and Recreation Participation Levels' which is available at [www.sparc.org.nz/activenessurvey](http://www.sparc.org.nz/activenessurvey).

## Profile of Participants

### Demographic Profile

Table 1 presents demographic information about snow sport participation. For example, among all men in New Zealand 8.1 percent had participated in a snow sport at least once over 12 months.

Table 1 shows that men (compared with women) and adults aged 16 to 24 years (compared with adults aged 35 years and over) were more likely to have participated in a snow sport. Adults who self-identified as Māori or Pacific (compared with all New Zealand adults) and adults from the most disadvantaged group (Quintile 5) when compared with adults from least disadvantaged groups (Quintiles 1 and 2) were significantly less likely to have participated in a snow sport.

Table 1: Proportion of all New Zealand adults (aged 16 years and over) who participated in snow sports at least once over 12 months

	Percentage (95% CI)	Population <sup>2</sup>
Total Population	6.3 (5.2–7.5)	206,071
<b>Gender</b>		
Men	8.1 (6.2–10.0)	127,220
Women	4.7 (3.4–6.0)	78,851
<b>Age Group</b>		
16–24 years	12.1 (8.4–15.8)	66,585
25–34 years	9.3 (6.3–12.2)	50,451
35–49 years	6.0 (4.1–7.9)	57,021
≥ 50 years	2.6 (1.6–3.6)	32,016
<b>Ethnic Group</b>		
Māori	2.9 (1.4–4.5) <sup>3</sup>	14,322
Pacific	0.5 (0.0–1.0) <sup>3</sup>	1,127
NZ European	7.9 (6.4–9.4)	166,487
Asian	4.4 (1.7–7.2) <sup>3</sup>	20,576
<b>Socioeconomic Position</b>		
Quintile 1	6.4 (5.0–7.9)	119,516
Quintile 2	7.6 (5.0–10.1)	55,962
Quintile 3	5.2 (2.3–8.2) <sup>3</sup>	18,428
Quintile 4	3.7 (1.1–6.2) <sup>3</sup>	10,773
Quintile 5	1.1 (-0.4–2.7) <sup>3</sup>	1,395

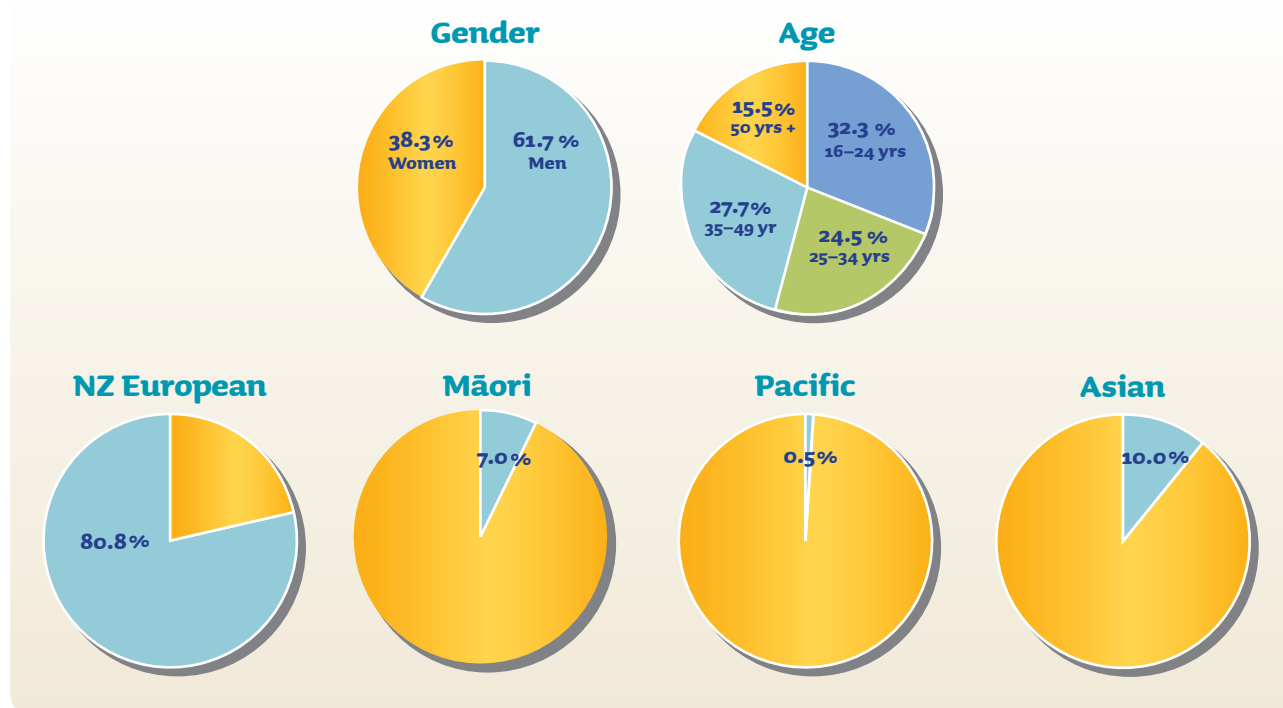
2 The column indicates the number of New Zealand adults who participated in snow sports. For example, 127,220 men participated in snow sports at least once over 12 months.

3 Finding associated with a relative standard error greater than 25 percent.

Figure 2 presents information about people who participated in a snow sport at least once over 12 months. For example, among all people who participated in a snow sport 61.7 percent were men and 38.3 percent were women. A large proportion of adults who participated in a snow sport were:

- male; and
- self-identified as New Zealand European and Asian.

Figure 2: Demographic profile of adults who participated in snow sports



### Participation in Other Sport and Recreation Activities

On average, adults who participated in a snow sport at least once over 12 months took part in 9.1 different sport and recreation activities over 12 months (the national average is 4.6). Irrespective of gender adults who participated in a snow sport also participated in swimming, walking, jogging/running, cycling, equipment-based exercise, tramping, tennis and gardening. In addition, men also participated in golf, saltwater fishing, mountain biking, surfing/body boarding and canoeing/kayaking while women participated in pilates/yoga and aerobics.

### Physical Activity Levels

As part of New Zealand's physical activity guidelines adults are recommended to participate in at least 30 minutes of moderate-intensity<sup>4</sup> physical activity on most, if not on all, days of the week. To meet this guideline, participation in at least 30 minutes of moderate-intensity physical activity on five or more days of the week was required.

When compared to the proportion of all New Zealand adults who achieved this guideline (48.2%; 95% CI: 46.3-50.1), a similar proportion of adults who participated in snow sports achieved the guideline (45.0%; 95% CI: 38.2-51.8).

4 Moderate-intensity physical activity was defined as activity that causes a slight, but noticeable, increase in breathing and heart rate.

## Participation Patterns

### Organised Competition and Event Participation<sup>5</sup>

Among adults who participated in a snow sport at least once over 12 months, 5.4 percent<sup>6</sup> (11,094 people) had participated in an organised snow sport competition or event.

### Instruction

Among adults who participated in a snow sport at least once over 12 months, 30.3 percent (62,505 people) had received instruction from a coach, instructor, trainer or teacher to help improve their skiing and/or snowboarding performance.

## Volunteering Levels

Among all New Zealand adults, 0.5 percent (95% CI: 0.3-0.6; 15,150 people) volunteered for a snow sport. Among adults who participated in snow sports at least once over 12 months, 33.5 percent (69,052 people) volunteered for at least one sport or recreation activity and 6.4 percent<sup>6</sup> (13,220 people) volunteered for a snow sport.

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5 Examples of organised competition and events included one-off events as well as organised club competitions.

6 Finding associated with a relative standard error greater than 25 percent.



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