

WAIKATO REGIONAL

Deprivation Profile

This profile looks at participation levels and preferences of those who live in highly deprived areas in the Waikato.

ADULTS 18+

Adults living in high deprivation areas are less likely to participate in play, active recreation and sport.

WHAT WE DO

HIGH DEPRIVATION

51%

VS. 67% LOW

do more than 150 minutes a week of physical activity – enough to positively impact their health.¹

71%

VS. 74% LOW

want to do more physical activity

78%

VS. 81% LOW

feel being physically active in the great outdoors is an important part of New Zealanders lives

↓ ↑ Significantly higher or lower than the national average

INDICATIVE PROFILE ONLY

DEPRIVATION IS MEASURED
ON A SCALE OF ONE TO TEN.



LOW
DEPRIVATION

Low is defined as
scores 1 – 3

HIGH
DEPRIVATION

High is defined as
scores 8 – 10

FACTORS THAT CONTRIBUTE TO DEPRIVATION ARE:²



Employment



Income



Education



Housing



Access



Support

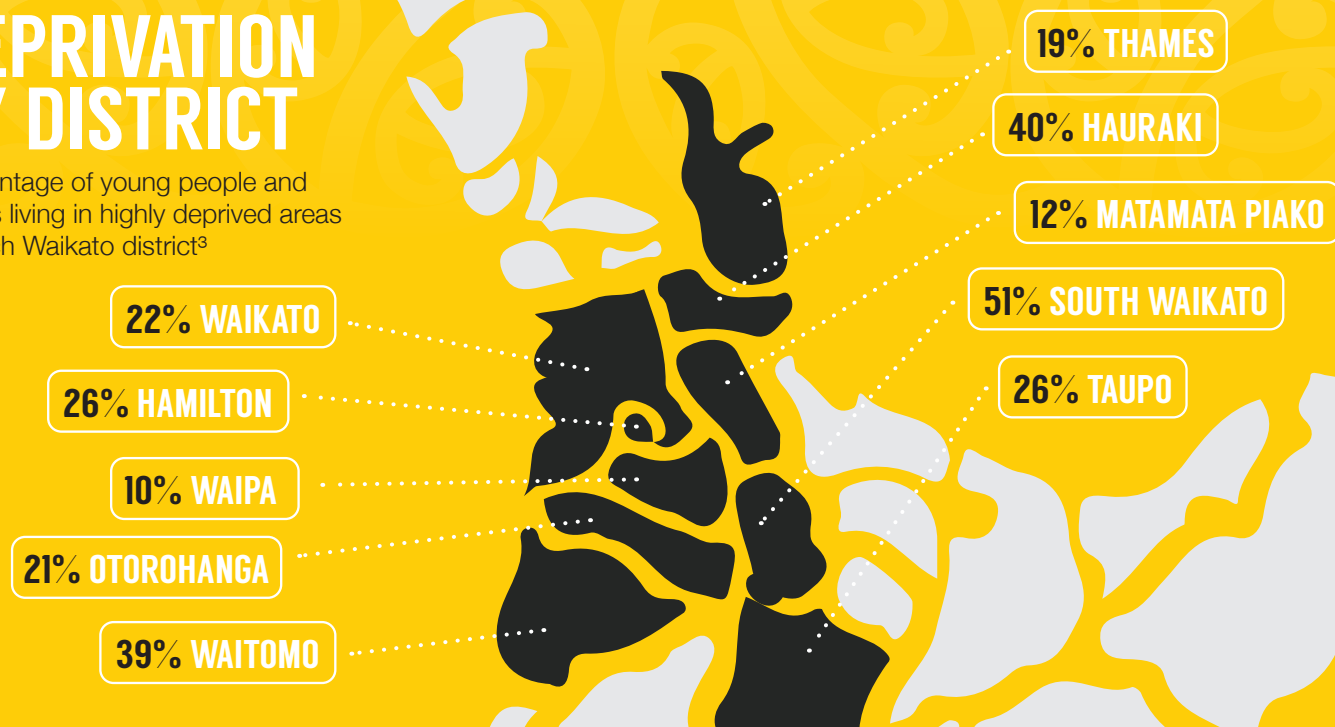
Adults (18+) living in areas of high deprivation are more likely to be unemployed, have lower levels of education and have less access to daily essentials. As a result, physical activity through play, active recreation and sport can become a lower priority. Physical activity makes a positive contribution to health and wellbeing.

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Due to a small sample size, all results in this profile are indicative only. ¹Moderate to vigorous physical activity for sport, exercise and recreation. Activity causes a slight, but noticeable, increase in breath and heart rate, or is intense enough to make you out of breath. ²Source: University of Otago. NZDep2013 Index of Deprivation 2014.

DEPRIVATION BY DISTRICT

Percentage of young people and adults living in highly deprived areas in each Waikato district³



HOW WE PARTICIPATE

TOP 5 ACTIVITIES OVER LAST 7 DAYS

The top 5 activities were the same for both low and high deprivation.

- 1 Walking
- 2 Gardening
- 3 Individual workout using equipment
- 4 Running/jogging
- 5 Playing games (e.g. with kids)

TOP 5 SPORTS WHERE ADULTS ARE ACTIVE (OVER THE LAST 7 DAYS)



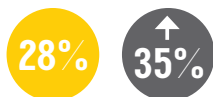
GYM OR FITNESS CENTRE

belong to a gym or fitness centre



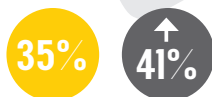
EVENTS

have participated in events in the last 12 months



COMPETITION OR TRAINING

have been competitive or part of organised training



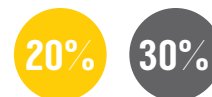
CLUB

belong to a sport or recreation club



COACHING AND INSTRUCTION

Received coaching in the last 7 days



■ HIGH ■ LOW

TOP 5 PLACES TO BE PHYSICALLY ACTIVE⁴

HIGH DEPRIVATION

1. On the road/footpath
2. Private property, home, garden or pool
3. Walkway
4. Public park, field, playground, skate park or BMX track
5. Gym or fitness centre

LOW DEPRIVATION

1. On the road/footpath
2. Private property, home, garden or pool
3. Walkway
4. Gym or fitness centre
5. Public park, field, playground, skate park or BMX track

³Source: University of Otago. NZDep2013 Index of Deprivation 2014.

⁴Responses from those that indicated they have done physical activity in the last 7 days (participants).

WHY WE PARTICIPATE

AND HOW WE FEEL ABOUT IT

74% vs. **82%**
HIGH LOW

of adults see physical activity as an essential part of life

78% vs. **84%**
HIGH LOW

are satisfied with their life

SCREEN TIME **52%** vs. **56%**
HIGH LOW

say they would be lost without their mobile phone

TURN IT OFF TO BE ACTIVE AND CONNECT WITH YOURSELF AND OTHERS

REASONS FOR BEING ACTIVE

HIGH

- 1 To lose or control weight
- 2 Improve skills or performance
- 3 Will only do the physical activity if they find it fun
- 4 Challenging themselves and trying to win
- 5 Being physically active with others

WELLBEING

83%
HIGH

Recognise that being physically active is important for their mental health and wellbeing

54%
HIGH

State sport and physical activity gives them motivation and a sense of purpose

57%
HIGH

Say they find it easier to concentrate after physical activity

51%
HIGH

Say they have the chance to do the physical activities they want

TOP 5 BARRIERS ARE:

When adults would rather spend time doing other activities, spending time with the family takes precedence over physical activity.

74% know they should do more physical activity
HIGH VS. 69% LOW

HIGH DEPRIVATION

53%

Other commitments are taking priority (e.g. work, family)

24%

I am too tired or don't have the energy

23%

I prefer to spend my time on other interests/hobbies

20%

I struggle to motivate myself

19%

I already do a good amount of physical activity

LOW DEPRIVATION

62%

Other commitments are taking priority (e.g. work, family)

20%

I am too tired or don't have the energy

19%

I struggle to motivate myself

18%

I already do a good amount of physical activity

17%

I've got out of the habit

VOLUNTEERING

% HAVE VOLUNTEERED IN LAST 12 MONTHS

HIGH
DEPRIVATION

VOLUNTEERED

28%

vs.

LOW

26%

HIGH
DEPRIVATION

COACHING

11%

vs.

LOW

12%

INVOLVEMENT IN VOLUNTEERING
WAS THE SAME IN ALL ADULTS,
REGARDLESS OF DEPRIVATION.

VOLUNTEERING
IN ADULTS WAS
MOTIVATED BY:

1. It is a sport or physical activity I currently do
2. It is a sport or physical activity that my child currently does
3. It is a sport or physical activity I used to do

OF THOSE THAT DID VOLUNTEER
OVER THE LAST 12 MONTHS,

HIGH DEPRIVATION



Helper for a team,
club or group (e.g. on
call contact, group
leader, guide)



Coached or
instructed a
team or group



Coached or
instructed an
individual

ACTIONS WHERE TO FROM HERE?

- Consider the location of the opportunity on offer. More adults living in high deprivation areas participate at free or low-cost venues.
- Activity should be undertaken to where adults already are as part of interventions into high deprivation communities
- Work with high deprivation communities to design activities
- Offer opportunities that cater for all ages and abilities, creating a whaanau friendly environment.
- Adults in high deprivation areas are active to lose or control weight and improve skills or performance. Quality physical activity opportunities should have a holistic approach, where more than just physical wellbeing should be considered.

For further information on how to offer quality participation opportunities for adults in high deprivation areas, contact Sport Waikato.

METHODOLOGY

Active NZ survey replaces the previous Active NZ survey series (last conducted 2013/14) and the inaugural Young People survey (2011) conducted by Sport New Zealand. The survey uses a sequential mixed methodology and a continuous survey approach. The results in this report are based on data collected through the Active NZ survey between 5 January 2017 and 4 January 2018 from 1,137 young people (aged 5–17) and 5,563 adults (aged 18+) in the Waikato region, across ten Territorial Authorities. For more information refer to the Sport New Zealand Active NZ 2017 Participation Report. Data presented is based on all respondents and inclusive of 7 days and 12 months unless otherwise specified. *Rounding differences between Sport Waikato's modelled results and Sport New Zealand's data may mean some percentages are different by 1-2%.

RESOURCES / REFERENCES

- Atkinson, J., Salmond, C., Crampton, P. (2014). NZDep2013 Index of Deprivation. Retrieved from <https://www.otago.ac.nz/wellington/otago069936.pdf>
- Sport New Zealand, 2018. Active NZ 2017 Participation Report. Wellington: New Zealand.

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