

# WAIKATO REGIONAL

## Deprivation Profile

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

### YOUNG PEOPLE (5 – 17)

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

## WHAT WE DO

### HIGH DEPRIVATION

**53%**

VS. 60% LOW

do more than 420 minutes of physical activity a week – enough to positively impact their health<sup>1</sup>

**95%**

HIGH & LOW

have been physically active (specifically for sport, physical education (PE), exercises and fun)

**58%**

VS. 66% LOW

would like to be doing more physical activity

↓ ↑ 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:<sup>2</sup>



Employment



Income



Education



Housing



Access



Support

Young people (5 – 17) living in areas of high deprivation are more likely to have unemployed parents/caregivers, have lower levels of education and have less access to daily essentials. As a result, physical activity participation through play, active recreation and sport can become a lower priority which can have an effect on an individual's wellbeing. 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. <sup>1</sup>Moderate to vigorous physical activity for sport, physical education (PE), exercise and fun. <sup>2</sup>Source: 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 district<sup>3</sup>



## HOW WE PARTICIPATE

### TOP 5 ACTIVITIES OVER LAST 7 DAYS

HIGH

- 1 Running, jogging or cross-country
- 2 Playing (e.g. running around, climbing trees, make-believe)
- 3 Games (e.g. four square, tag, bull rush, dodgeball)
- 4 Playing on playground (e.g. jungle gym)
- 5 Cycling or biking

### TOP 5 SPORTS WHERE YOUNG PEOPLE ARE ACTIVE (OVER THE LAST 7 DAYS)

HIGH



Swimming



Athletics



Rugby



Netball



Basketball

LOW



Swimming



Athletics



Football



Cricket



Hockey

### AT SCHOOL IN PE CLASSES

likely to continue PE when it is not compulsory

27%

45%

### EVENTS

have participated in events in the last 12 months

47%

49%

### COACHING AND INSTRUCTION

Received group coaching in the last 7 days

57%

63%

### CLUB

belong to a school or sports club in the last 12 months

74%

90%

### ACTIVE TRANSPORT

There is little difference between deprivation areas for active transport.

Young people from high deprivation areas are less likely to skateboard, scooter or rollerblade to school and use public transport.

HIGH LOW

## TOP 5 PLACES TO BE PHYSICALLY ACTIVE<sup>4</sup>

HIGH DEPRIVATION

1. School or in the school grounds
2. Home
3. Playground, park, field, astroturf or outdoor pool
4. Beach, lake, bush, footpath
5. Gym, community hall, church, marae or indoor pool

LOW DEPRIVATION

1. Home
2. School or in the school grounds
3. Playground, park, field, astroturf or outdoor pool
4. Beach, lake, bush, footpath
5. Gym, community hall, church, marae or indoor pool

<sup>3</sup>Source: University of Otago. NZDep2013 Index of Deprivation 2014.

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

# WHY WE PARTICIPATE

## AND HOW WE FEEL ABOUT IT

**82%** vs. **91%**  
HIGH LOW

understand why physical activity is good for them

**93%** vs. **89%**  
HIGH LOW

are satisfied with their life

**SCREEN TIME** **21%** vs. **23%**  
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 For fun
- 2 To hang out with family or friends
- 3 To physically challenge myself or to win
- 4 To learn or practice a new skill
- 5 For fitness or health

### CONFIDENCE

**74%** Say sport and other physical activities give them confidence  
HIGH

### PHYSICAL LITERACY

Young people in high deprivation are less likely to feel confident from sport or other physical activities.

Young people have their own level of motivation, confidence, physical competence, knowledge and understanding.

Changing the way activities are offered can create positive experiences enabling a life-long love of being active.

## TOP 5 BARRIERS ARE:<sup>5</sup>

More young people in high deprivation areas do not participate because their family cannot afford it, or because they have no places nearby to do what they want.

**58%** would like to be doing more physical activity  
HIGH

### HIGH DEPRIVATION

**35%**  
Too busy

**18%**  
I prefer to do other things

**17%**  
I already do a good amount of physical activity

**16%**  
My family can't afford it

**15%**  
No places nearby to do what I want to do

### LOW DEPRIVATION

**42%**  
Too busy

**20%**  
I prefer to do other things

**18%**  
I'm too tired/ don't have the energy

**18%**  
It's too hard to motivate myself

**15%**  
I already do a good amount of physical activity

<sup>5</sup>Young people aged 8 - 17 years

# VOLUNTEERING

12 TO 17-YEAR OLDS

45%

VOLUNTEERED IN  
THE LAST 12 MONTHS  
VS. 66% LOW

11%

CONSIDER THEY MAY VOLUNTEER  
IN THE NEXT 12 MONTHS  
VS. 12% LOW

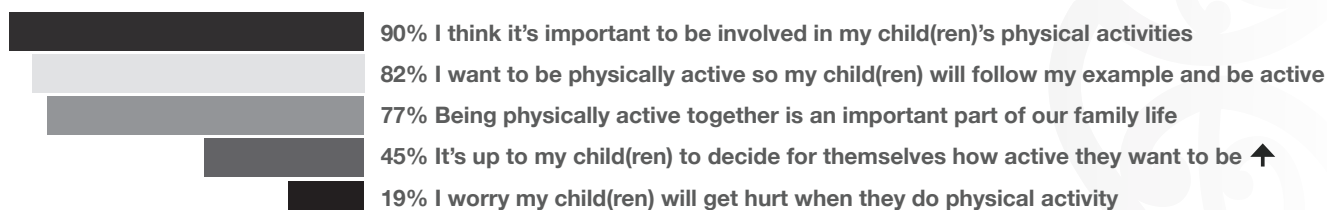
## TOP 3 ROLES OF THOSE THAT DID VOLUNTEER OUTSIDE OF SCHOOL



## HOW OUR PARENTS ENCOURAGE US:

HIGH

Parents have an important part to play in a child's level of physical activity. Parents surveyed as part of the Active NZ survey said:



## ACTIONS WHERE TO FROM HERE?

- Consider the location of the opportunity on offer. More young people living in high deprivation areas participate at school
- Activity should be undertaken where young people 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
- Young people in high deprivation areas are active to have fun and to hang out with family or friends. 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 young people 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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