

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 health¹

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:²



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.

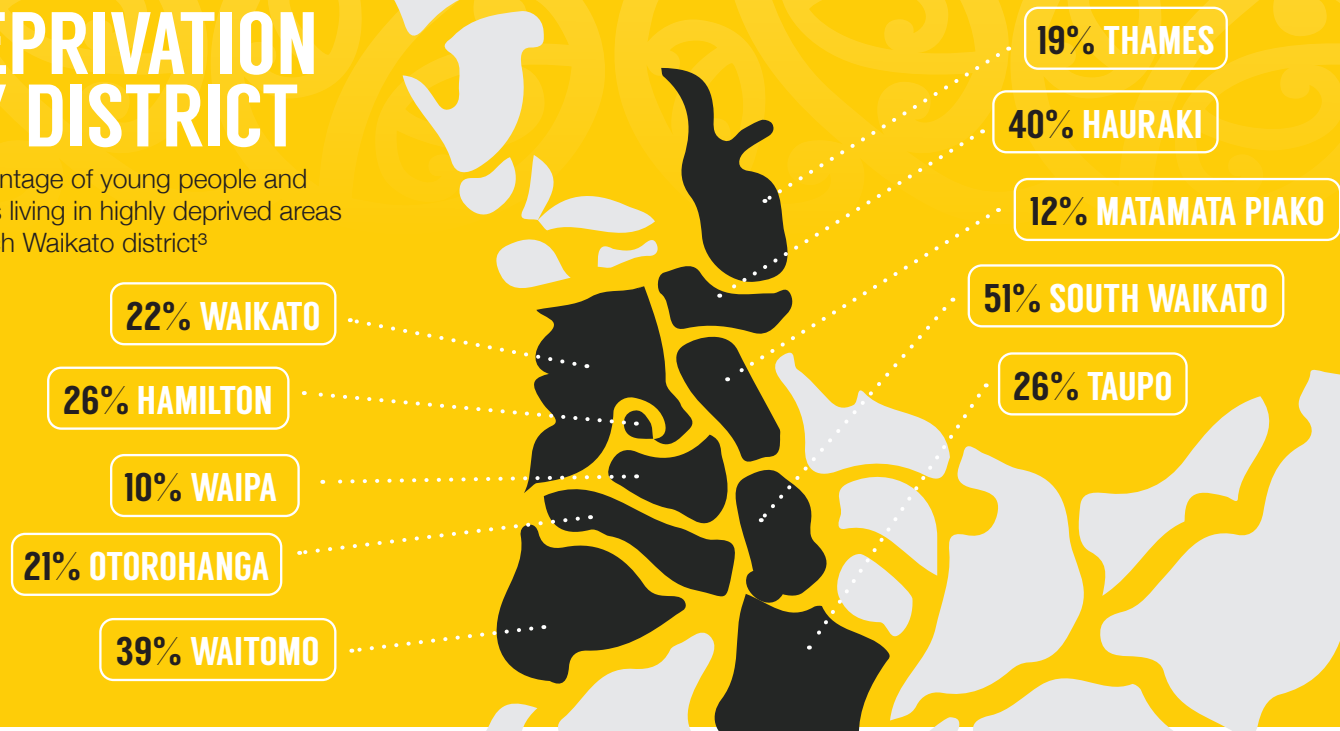
Physical activity makes a positive contribution to health and wellbeing.

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Due to a small sample size, all results in this profile are indicative only. ¹Moderate to vigorous physical activity for sport, physical education (PE), exercise and fun. 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

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 ACTIVE⁴

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

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

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:⁵

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

⁵Young 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

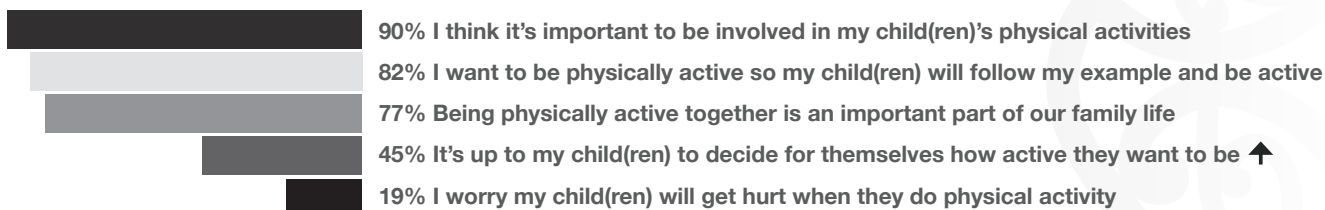
TOP 3 ROLES OF THOSE THAT DID VOLUNTEER OUTSIDE OF SCHOOL



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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