

A photograph of two children in a gym setting. In the foreground, a young boy with dark, curly hair is smiling and looking to the right. He is wearing a dark blue long-sleeved shirt and has his hands clasped behind his head. Behind him, another child is visible, also in a similar pose, wearing a green long-sleeved shirt. The background is slightly blurred, showing indoor plants and a bright, airy environment.

*Bay of Plenty*

# **PHYSICAL ACTIVITY INSIGHTS**



**Sport Bay of Plenty**  
more people, more active, more often





## Contents

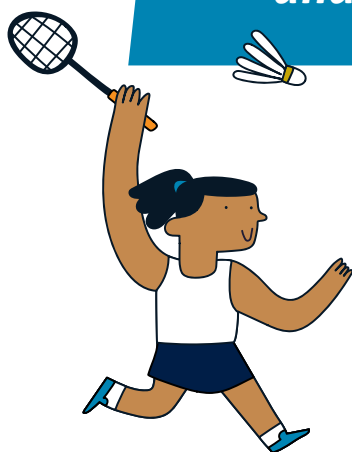
The benefits of physical activity	1
Understanding the landscape	2
Our communities	3
Participation by ethnicity	7
Young people and physical activity	9
Adults and physical activity	14
Older people (65+) and physical activity	20
Deprivation and physical activity	22
References	25

### Data note

*Sport NZ, Active NZ 2019 and Census data 2018 are primarily used throughout this document to provide the best representation of populations, attitudes and activities. Where possible, regional data is used, except when sample sizes are not a sufficient representation. In this case, national data has been used and indicated. For all full references, please refer to the final page.*

# The benefits of physical activity

**Being physically active improves physical and mental health, quality of life, individual wellbeing and connection.**



Physical inactivity can lead to poor health, a rise in health costs, loss of productivity and negative wellbeing impacts for individuals and families. Physical activity, including play, active recreation and sport, is therefore vital to our region's social and economic recovery from the COVID-19 pandemic.

## Purpose of this document

This document provides high-level insights into target communities across the Bay of Plenty region (BOP). Information has been pulled from a variety of national and regional sources. These insights aim to support the delivery and development of more active communities.



## This document includes:

- Information about our region and New Zealand landscape
- Physical activity summaries for young people and adults
- Community insights:



Young people



Adults



Older people



Deprivation



Ethnicity



Attitudes

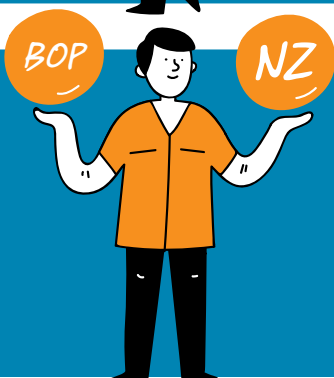


Activities

# Understanding the Landscape



Inactivity has increased across New Zealand in the past 15 years.<sup>1</sup>



The BOP's young people and adults have physical activity levels similar to the national average.<sup>2</sup>



Inactivity is the fourth biggest risk for non-communicable diseases i.e. stroke, diabetes, most cancers, heart disease.<sup>3</sup>

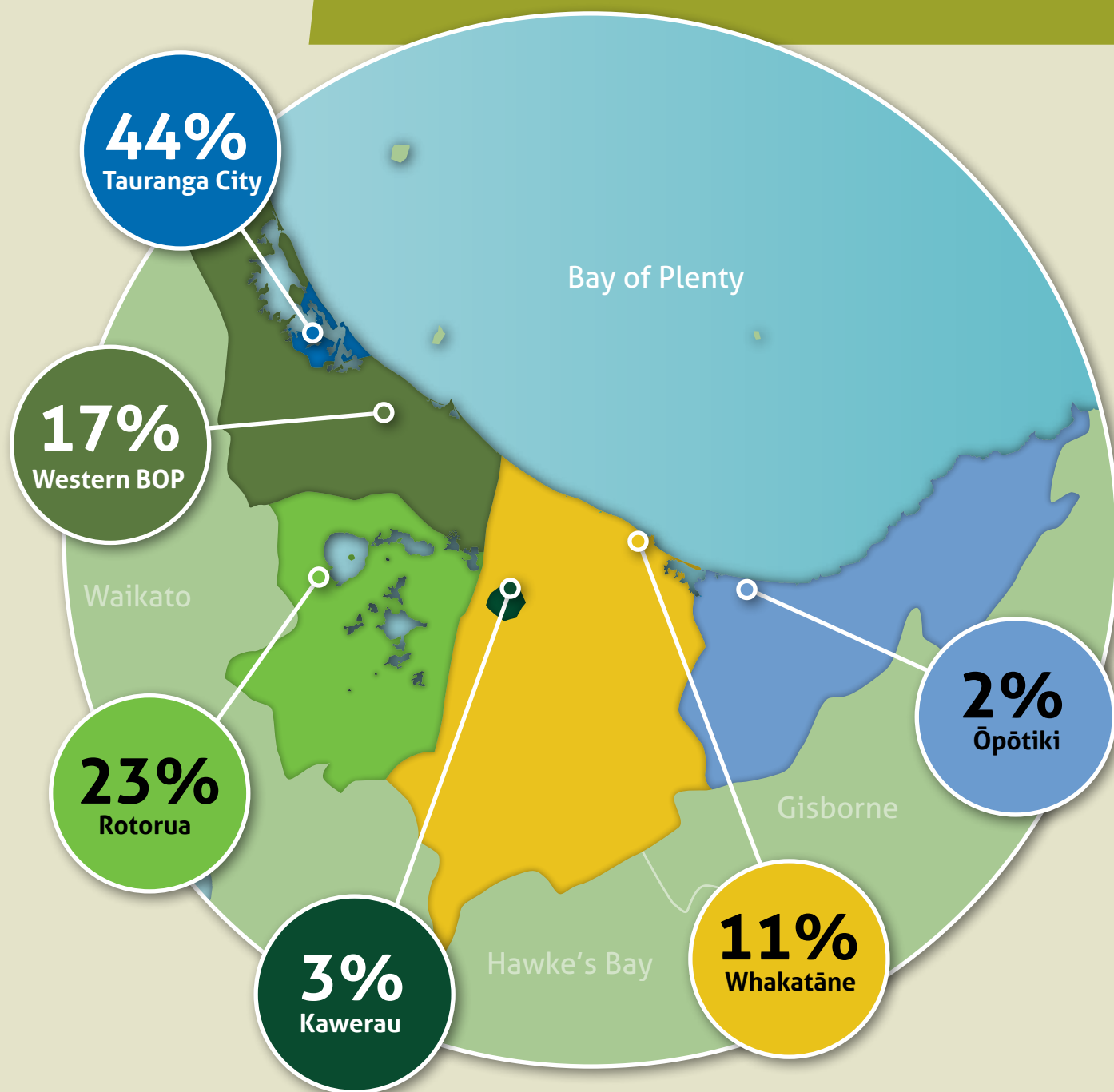
In 2016, 32% of adults (57,000) and 8.6% of young people (4,000) in the BOP are obese.<sup>5</sup>



Physical inactivity continues to cost New Zealand upwards of \$1.3 billion every year.<sup>4</sup>

## Our communities

*Percentage of BOP population in each of the six districts<sup>6</sup>*

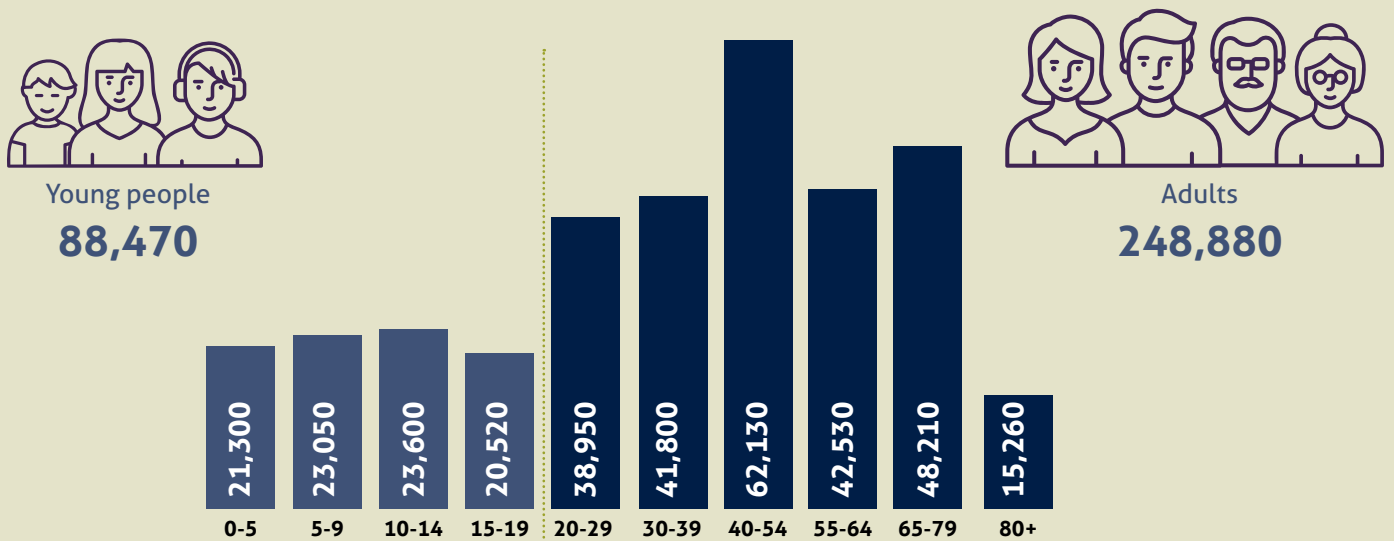




## Population breakdown by age<sup>6</sup>

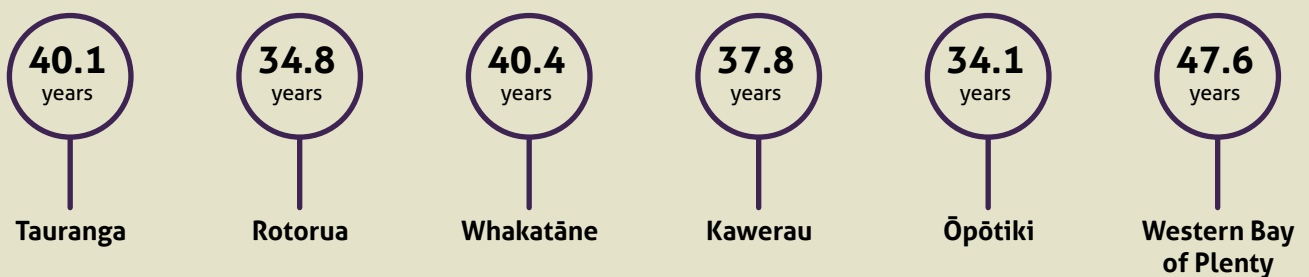
### BOP population breakdown by age<sup>6</sup>

Total BOP population (2020 Census projections): **337,350**



The Bay of Plenty had the highest population growth out of all regions in 2019-20.<sup>6</sup>

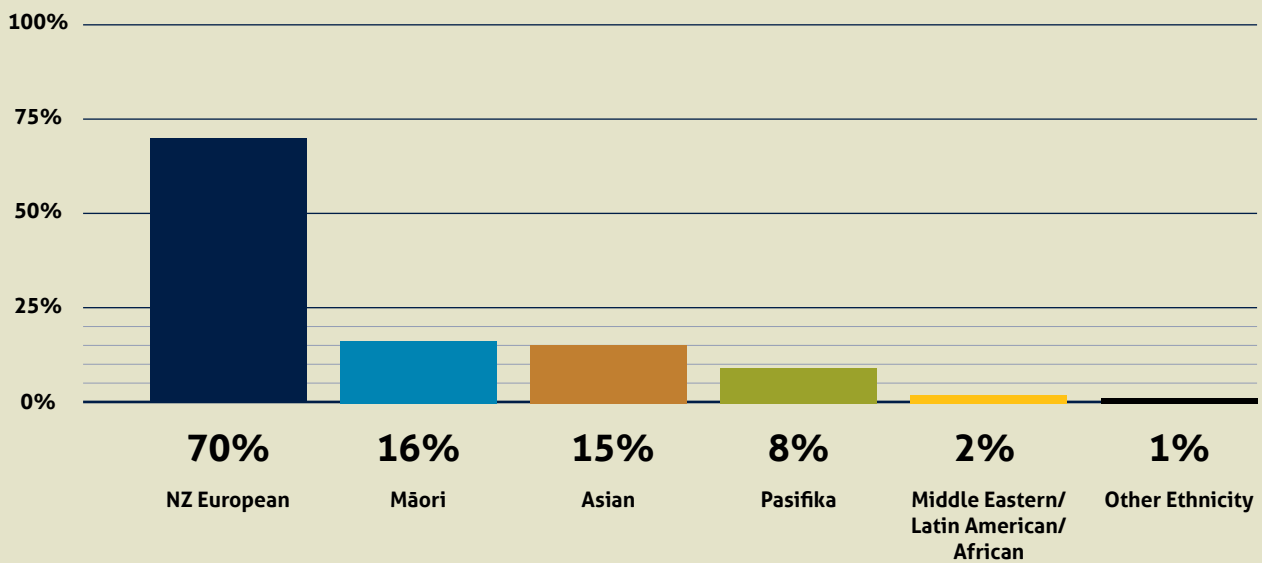
## Mean ages in the BOP region<sup>6</sup>



## Population breakdown by ethnicity<sup>6</sup>

### National population breakdown by ethnicity

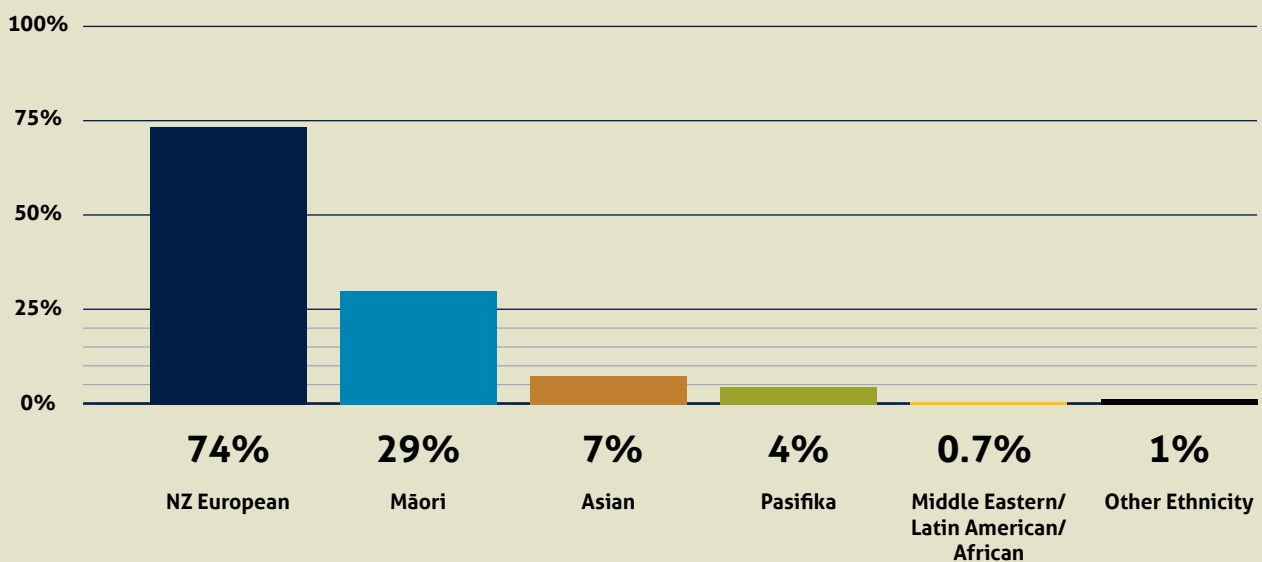
\*Percentages exceed 100% due to individuals identifying with one or more ethnicities.



### Bay of Plenty population breakdown by ethnicity

The Bay of Plenty has a significantly higher population of Māori compared to the national average.

\*Figures are rounded









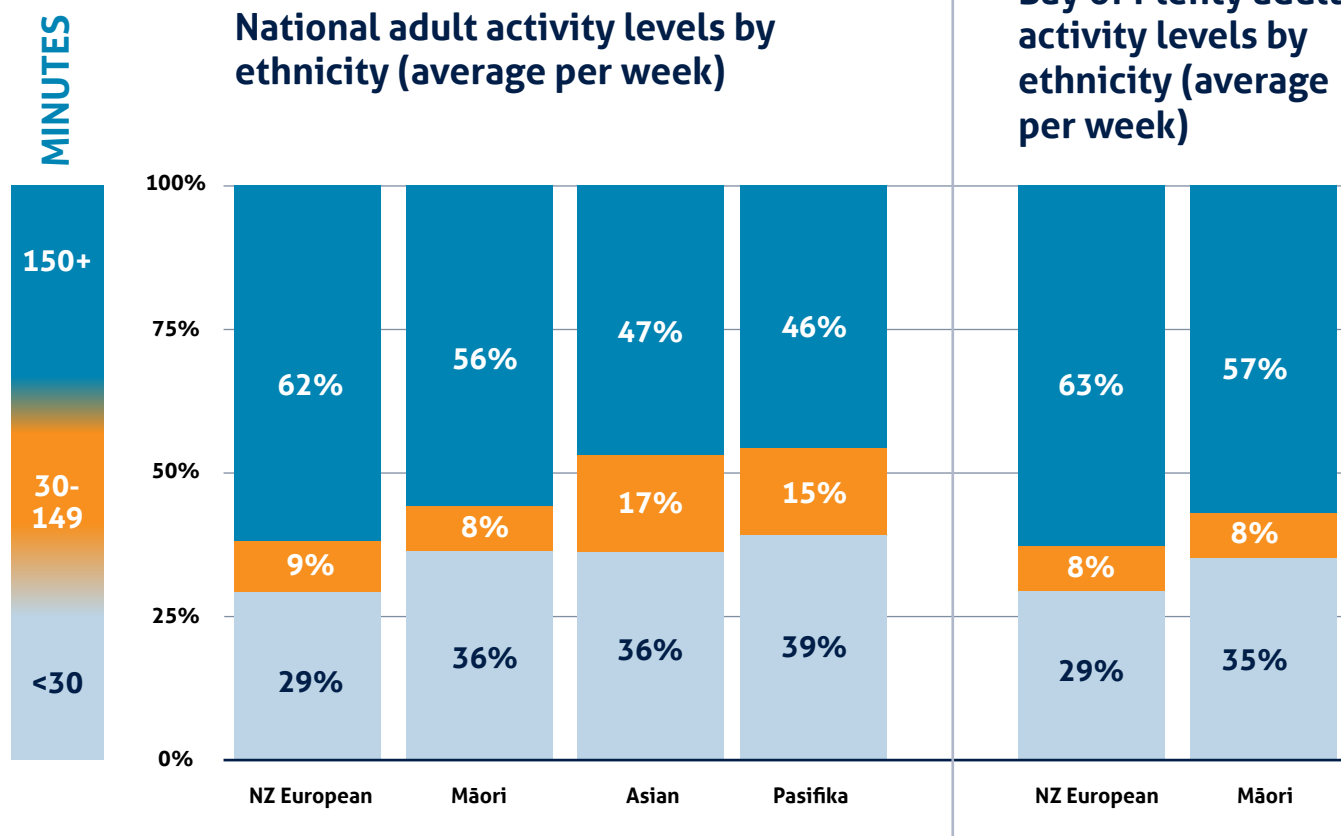
# Participation by ethnicity

The Bay of Plenty has an ethnically diverse population - some areas in our region have a higher density of ethnicities than other regions throughout New Zealand.

There are differences in physical activity levels based on ethnic backgrounds. Working with diverse populations means we may have to tailor activities to align with cultural beliefs and preferences.



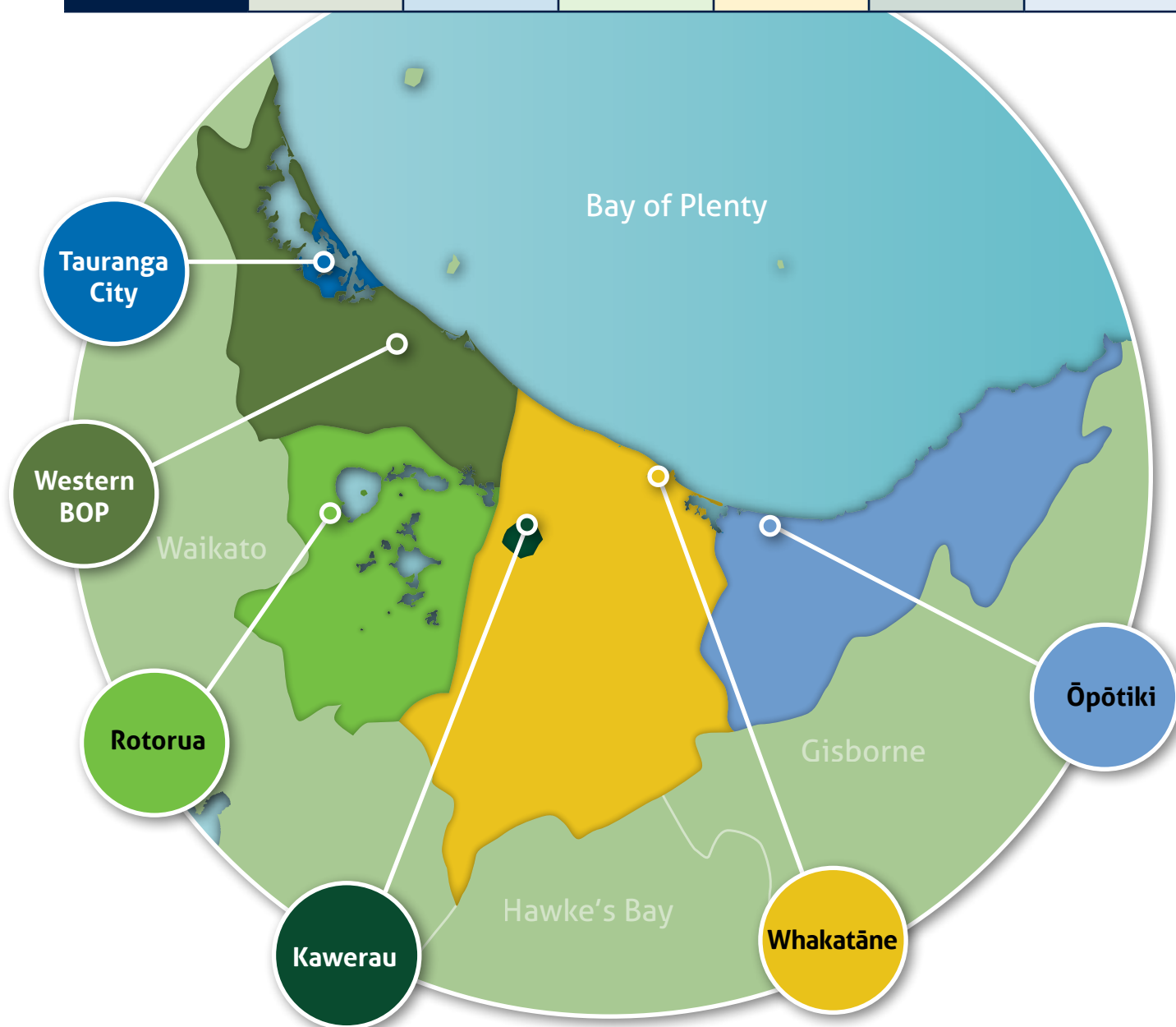
## Adult activity levels by ethnicity<sup>2</sup>



## Ethnic distribution throughout the Bay of Plenty (2018)<sup>6</sup>

\*Percentages exceed 100% due to individuals identifying with one or more ethnicities.

Ethnicity	WBOP	Tauranga	Rotorua	Whakatāne	Kawerau	Ōpōtiki
NZ European	81%	81%	62%	62%	50%	50%
Māori	19%	17%	38%	46%	60%	63%
Pasifika	2%	2%	4%	2%	3%	3%
Asian	6%	7%	9%	3%	3%	2%





# Summary *Young people & physical activity*



## Sit less, move more, sleep well

### Ministry of Health physical activity guidelines for young people<sup>7</sup>

An accumulation of at least 60 minutes of moderate to vigorous physical activity every day



Incorporate physical activities that help strengthen muscles and bones at least three times a week.



*The information presented in this section is from national data.*

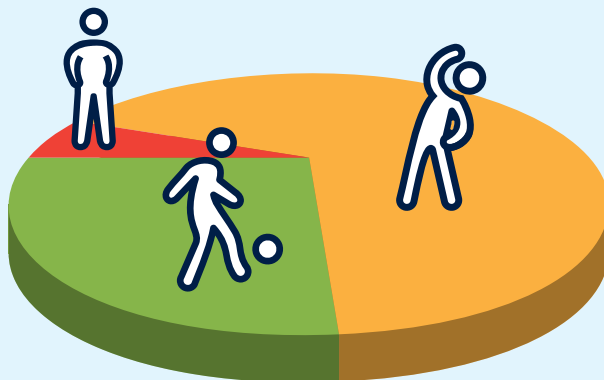
## Activity levels of young people over 12 months<sup>2</sup>

**6%**

**inactive** (<30 minutes per week)

**68%**

**could do more**  
(30-149 minutes per week)



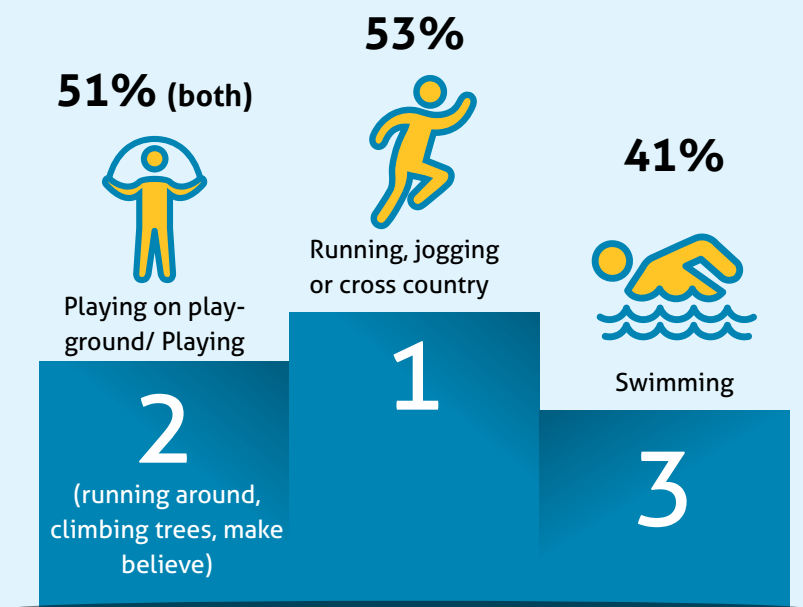
**26%** **meet guidelines**



(420+ minutes per week)

Participation levels fluctuate from season to season

## Top five activities for young people<sup>2</sup>

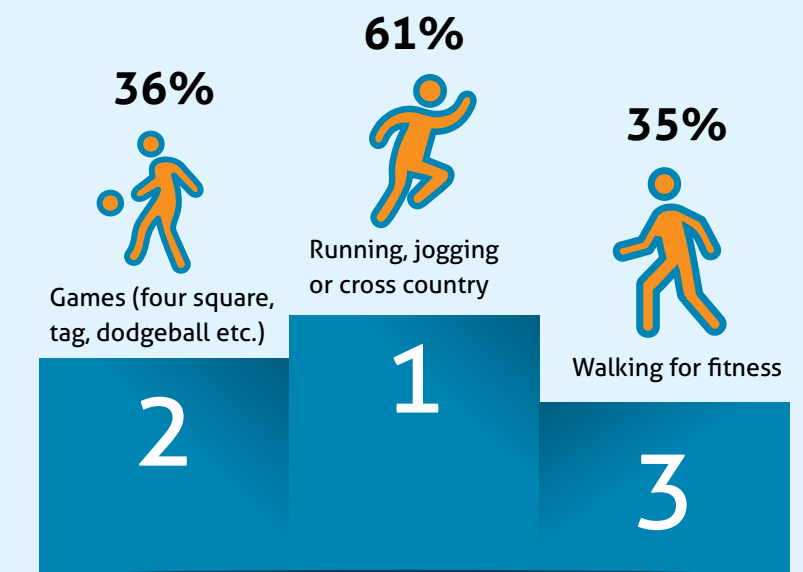
### Tamariki (5-11)





4		Cycling	38%
5		Games (four square, tag, dodgeball etc.)	33%

### Rangatahi (12-17)

\*Of the 3,000 tamariki and 1,800 rangatahi surveyed nationally

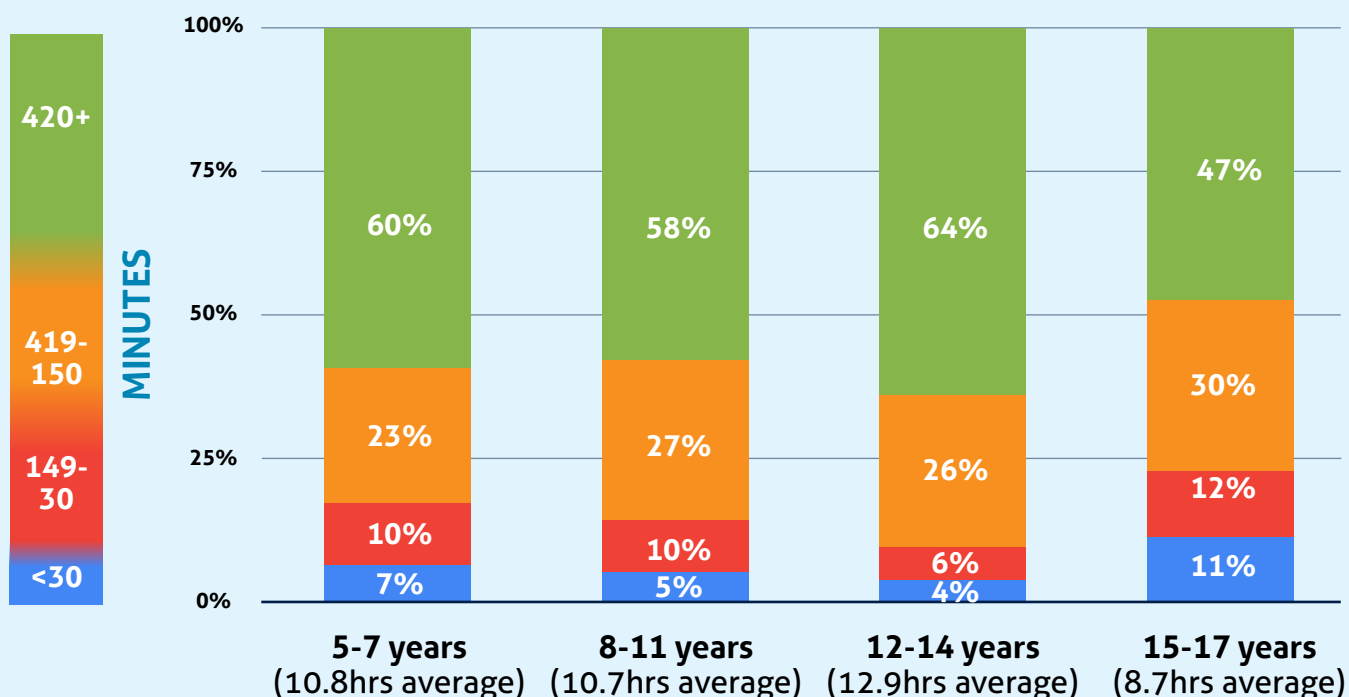


4		Cycling	27%
5		Workout (weights/cardio)	26%

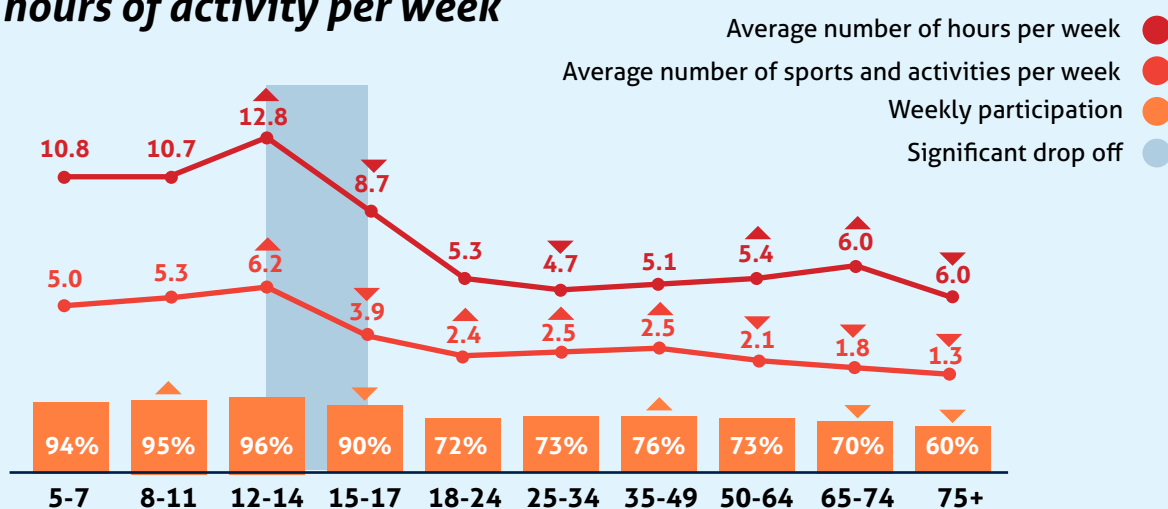


## Time young people spend participating <sup>2</sup>

### Time young people spent being active over the past 7 days



### Average hours of activity per week



43%



of young people **use active transport** to and from school

62%



of young people **take part in physical activity** in school

81%



**engage in play** either alone or with friends and family

5.9hrs

per week on average

## Attitudes and barriers for young people<sup>2</sup>



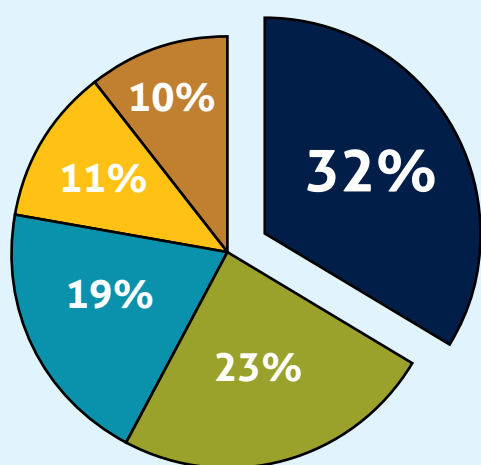
While the majority of young people claim to have been active in the last seven days, only 1 in 4 young people are meeting physical activity guidelines over a year.

In order to help our young people sit less and move more we need to understand their attitudes, perceived barriers and motivations.

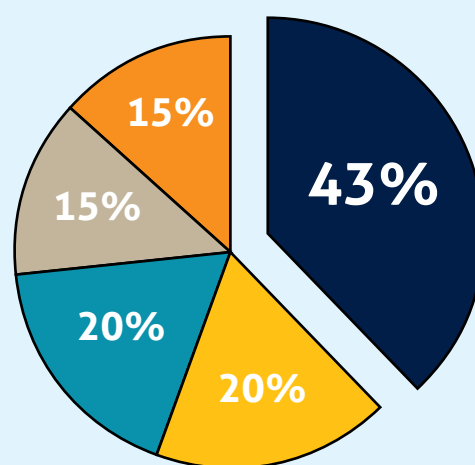
***Creating quality and positive physical activity experiences at a young age will increase the likelihood of sustaining good physical activity levels for life.***

### ***Top 5 barriers for young people not wanting to do more (ages 8-17)***

Aside from the top response of 'I already do a good amount', these are the top five barriers to participation for young people who don't want to do more.



### ***Top 5 barriers for young people wanting to do more (ages 8-17)***



- Too busy
- I prefer to do other things
- Too hard to motivate myself
- Too tired/ don't have the energy
- No places nearby to do what I want
- My family can't afford it
- Not interested in sport or physical activity



# Too busy

*How can physical activity be incorporated into existing activities?*

*Young people rank school work as the top activity that keeps them busy, followed by spending time with friends/family, electronic games and reading.*



# Summary Adults and physical activity



## Ministry of Health physical activity guidelines for adults<sup>7</sup>

At least 150 minutes of moderate; or 75 minutes of vigorous physical activity spread throughout the week.



For added health benefits, aim for 5 hours of moderate or 2 ½ hours of vigorous physical activity spread throughout the week, incorporating muscle-strengthening activities on at least 2 days.



*The information presented in this section is from Bay of Plenty data.*

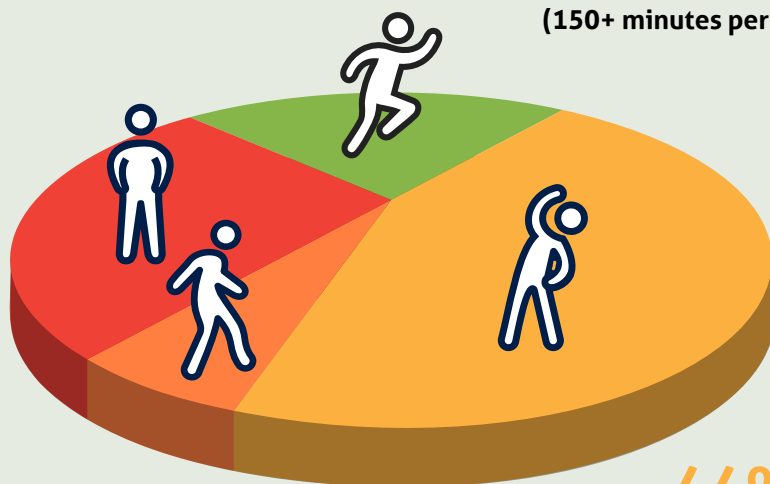
## Activity levels of BOP adults over 12 months<sup>2</sup>

**27%** inactive  
(no activity)

**23%** Meet guidelines  
(150+ minutes per week and intensity required)

**6%** Not very active  
(<30 minutes per week)

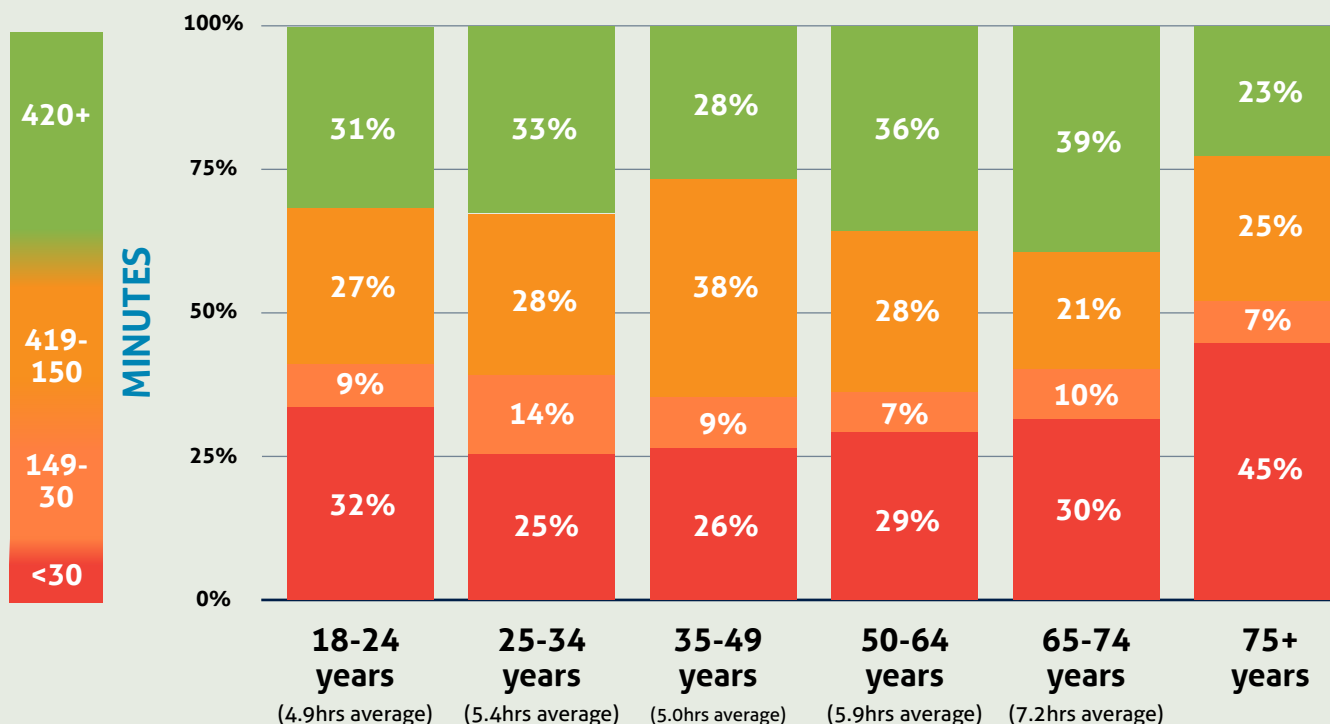
**44%** Could do more  
(30-149 minutes per week)



Similar to the BOP trend, nationally only 23% of adults meet the physical activity guidelines

## Time BOP adults spend participating <sup>2</sup>

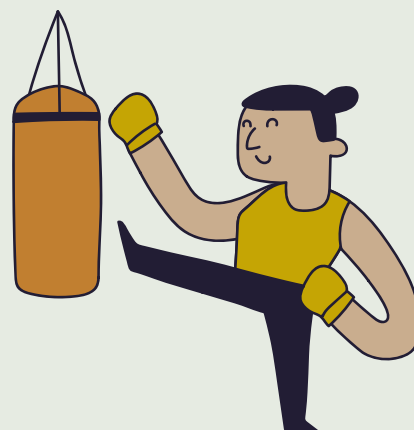
### Time adults spent being active over the past 7 days



**75%** of BOP adults want to do more physical activity

**77%** of surveyed **inactive adults** want to do more

**26%** of BOP adults meet the recommendation of spreading their physical activity over five days or more



**41%**

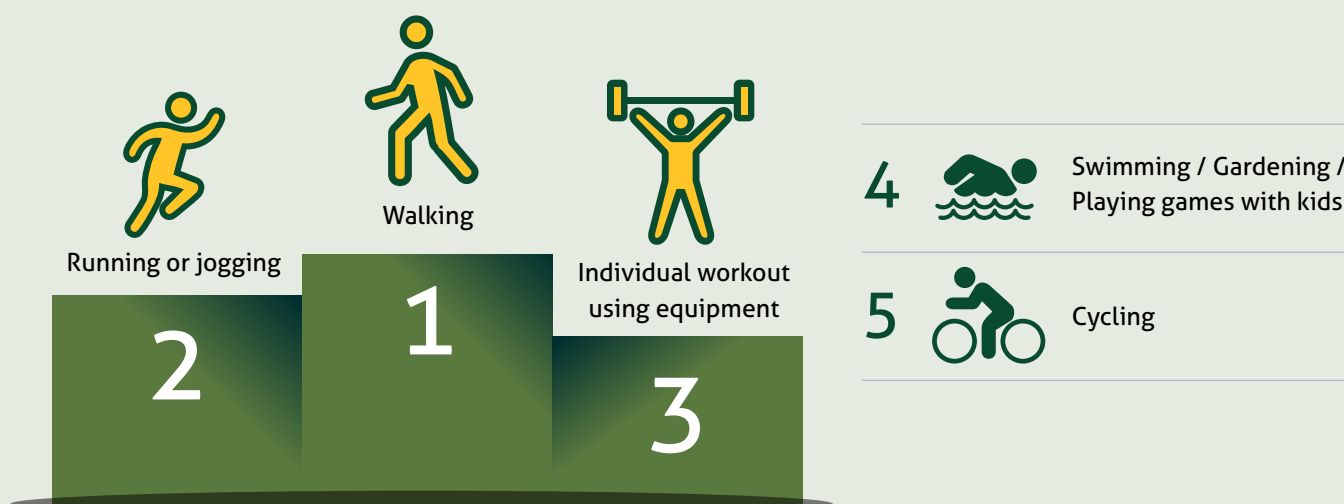
of BOP adults do not meet the recommended two days of muscle strengthening activities per week



## Top five activities for BOP adults<sup>2</sup>

**Ages 18-64**

**On average BOP adults participate in 2.4 activities per week.**

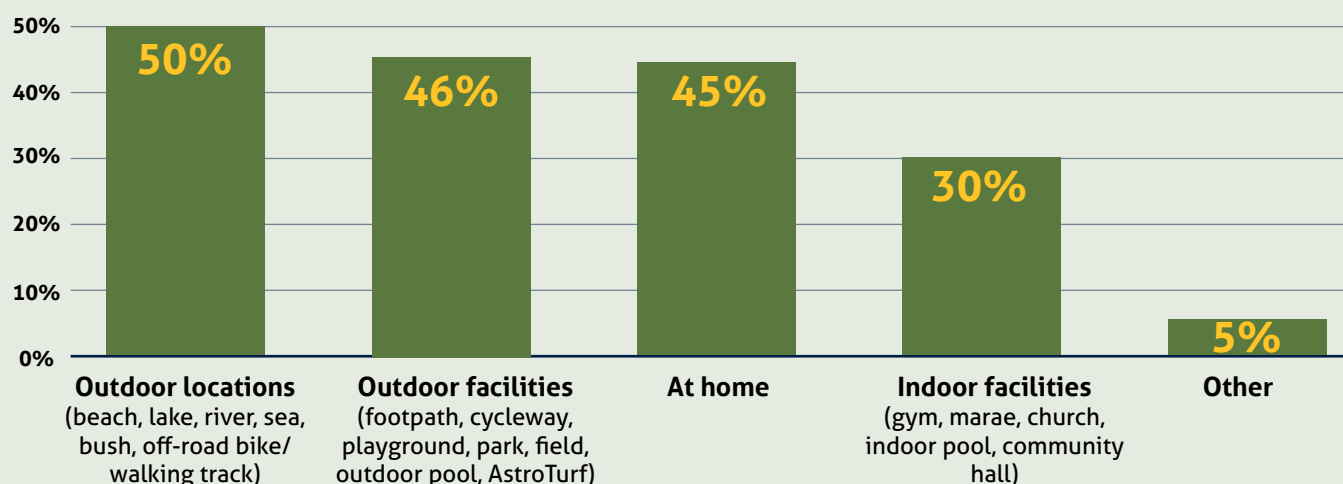


## Where are adults active?<sup>2</sup>

**Bay of Plenty adults make use of the region's abundant outdoor spaces and facilities.**

**\*\*The percentages contained within this graph exceed 100% due to individuals selecting multiple locations**

### Locations where Bay of Plenty adults are active



## Do we pay for physical activity?<sup>2</sup>



**37%** only  
participate in free  
physical activities



**4%** have  
only participated  
in paid physical  
activities



**32%** have  
participated in a  
mixture of paid and free  
physical activities



**39%** Older adults (65+) are much more likely to only  
participate in free physical activities

\*Percentages do not add to 100% as it excludes non-participants



## Attitudes, barriers & motivations for adults<sup>2</sup>

### Barriers

*The majority of Bay of Plenty adults are not meeting physical activity guidelines. However, 75% of people surveyed indicate they would like to do more exercise.*

*Understanding attitudes, motivations and barriers for adults will enable us to better support our community and help people be more physically active.*

#### Top 10 barriers for BOP adults

**59%** Other commitments taking priority

**22%** I am too tired or don't have the energy

**21%** I struggle to motivate myself

**18%** I prefer to spend my time on other interests

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

**16%** I have got out of the habit

**13%** I am not fit enough

**12%** The weather

**12%** The activity of my choice is too expensive

**10%** The activity of my choice doesn't fit my routine



*Pasifika females in the Bay of Plenty are more likely to face more barriers compared to any other group.*



## Motivations

*Quality experiences and a sense of belonging are important for ongoing participation.*

*Understanding the motivations of Bay of Plenty adults can help inform and influence decisions within sport, active recreation and play systems.*

### Top 5 motivations for BOP adults<sup>10</sup>



**1.** Physical wellbeing (fitness or health)



**2.** To spend time with family and friends



**3.** For emotional wellbeing (unwind, relax)



**4.** For fun

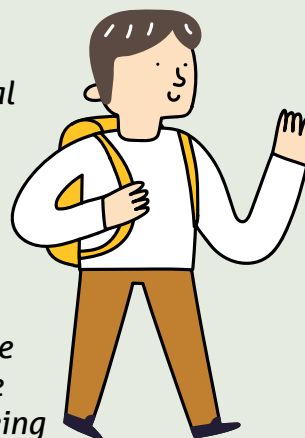


**5.** To lose or maintain weight or look good



**83%** of BOP adults are active for physical and emotional wellbeing

**37%** of BOP adults are physically active for social wellbeing



### Activity interests for the least active adults (<30 mins per week)



**29%**  
not interested in participating



**21%**  
tramping



**15%**  
cycling



**14%**  
pilates/yoga



**13%**  
group fitness class  
(i.e. aerobics, CrossFit)

# Summary Older people (65+) and physical activity



**Remaining active in older years helps prevent falls and maintain good overall health and wellbeing.<sup>11</sup> However, in later years we see a significant drop-off in physical activity.**

## Top five activities for older people<sup>2</sup>



4  Swimming

5  Cycling

**49%**

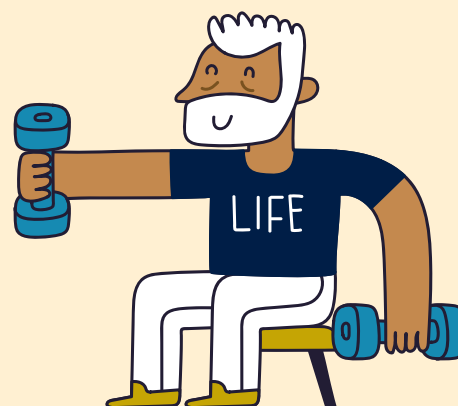
of 65+ year olds are not interested in trying any new activities in the next 12 months

**28%**

are meeting the recommendation for muscle strengthening each week, and 20% for aerobic physical activity

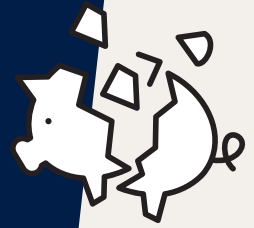
**49%**

are not interested in doing more physical activity





# Summary *Deprivation and physical activity*



***Physical activity is an effective and positive way to improve health<sup>5</sup>. However, not everyone has the same opportunities to participate.***

***Social, cultural and economic factors heavily influence health, and higher income can improve access, opportunities and overall wellbeing.***

## ***Understanding the NZ Deprivation Index***

The New Zealand Deprivation Index (NZDep) is based on nine Census variables. NZDep is a relative measurement for areas, not people.<sup>8</sup>

1= Least deprived/ Low deprivation  
10= Most deprived/ High deprivation

The Bay of Plenty has a higher than average level of deprivation and the most deprived are over-represented.

## ***School deciles***

***The school decile scale is opposite to the NZDep scale:***

***Decile 1 = high deprivation school/ highest proportion of students from low socio-economic communities***

***Decile 10 = low deprivation school/ lowest proportion of students from low socio-economic communities***

## ***Comparing average BOP adult to most deprived<sup>2</sup>***

	<b>BOP average</b>	<b>Adults High Dep (8-10)</b>
Inactive in the past 12 months	3%	5%
Participated in PA in past 7 days	73%	67%
Average no. of activities tried in past 12 months	5.8	5.4
Average no. activities participated in last week	2.4	2.2
Average hours PA per week	5.5 hours/week	5.1 hours/week
150+ mins + intensity required per week	23%	16%

Adults living in high deprivation areas have lower physical activity levels than the average BOP adult.<sup>8</sup>



## Areas in the Bay of Plenty region with highest averages of deprivation<sup>6</sup>

### Western Bay of Plenty

- Matakana Island (9)
- Judea (8)
- Tauranga Hospital (9)
- Gate Pa (9)
- Greerton South (9)
- Te Puke West (9)
- Te Puke East (8)
- Greerton North (8)
- Yatton Park (10)
- Poike (8)
- Matapihi (9)
- Te Maunga North (8)
- Baypark-Kairua (10)
- Maketu (9)

### Central Bay of Plenty

- Ngongotaha Valley (8)
- Ngongotaha East (8)
- Rotoiti-Rotoehu (8)
- Holdens Bay-Rotokawa (9)
- Owkata West (9)
- Ngapuna (10)
- Fenton Park (9)
- Rotorua Central (9)
- Kuirau (10)
- Koutu (10)
- Glenholme North (10)
- Victoria (10)
- Mangakakahi Central (9)
- Mangakakahi West (10)
- Western Heights (10)
- Selwyn Heights (10)
- Hillcrest (9)
- Utuhina (8)
- Fordlands (10)
- Pukehangi North (10)
- Pleasant Heights (10)
- Tarawera Park (10)

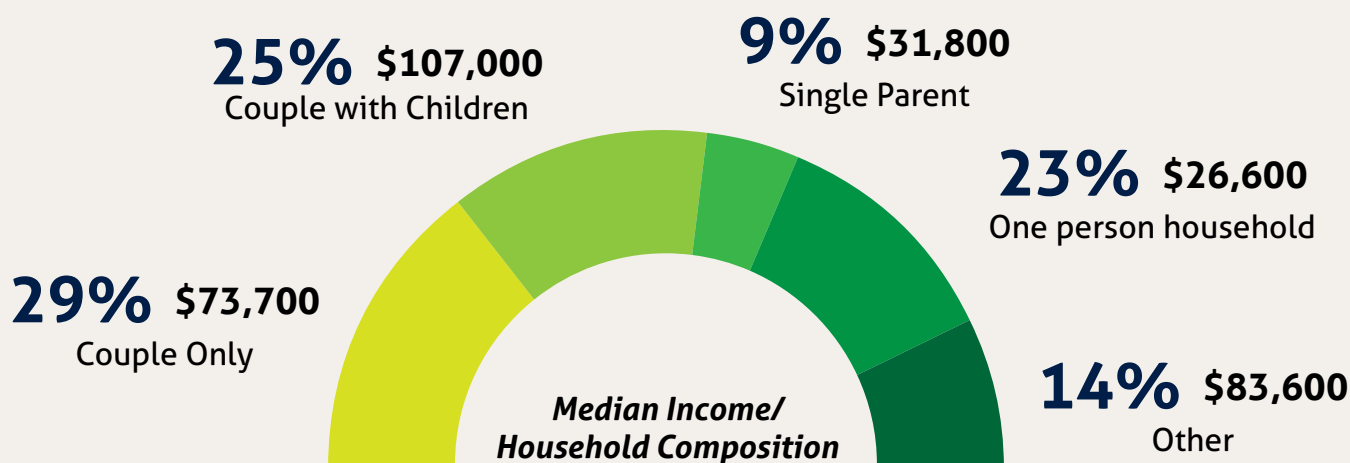
### Eastern Bay of Plenty

- Galatea (10)
- Waingarara-Waimana (10)
- Wainui (10)
- Whakatane West (10)
- Trident (10)
- Allandale (9)
- Whakatane Central (9)
- Waiotahi (8)
- Oponae (10)
- Ōpōtiki (10)
- Otara-Tirohanga (9)
- Cape Runaway (10)
- Te Teko Lakes (10)
- Monika Reserve (9)



## Households in the Bay of Plenty region

*The median household income in the Bay of Plenty is \$66,600.<sup>6</sup>*



## Changes in income can have the largest influence on health

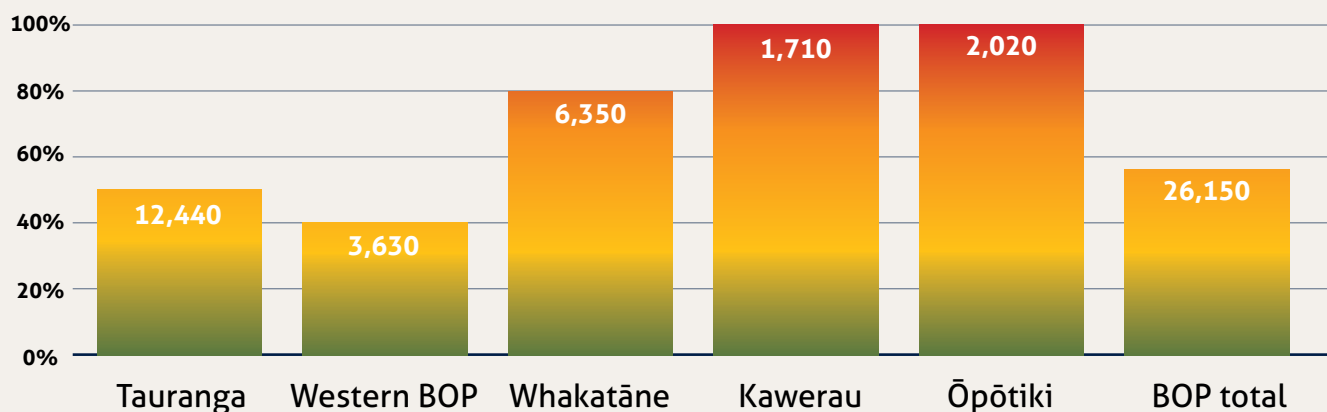


**4.1%**  
of adults in the BOP are unemployed<sup>6</sup>



**25%**  
of young people in NZ live in relative poverty<sup>9</sup>

## More than half the children in the BOP live in the most deprived areas<sup>5,9</sup>



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## Notes



