



**HARBOUR SPORT
COMMUNITY EXERCISE LEVEL
SURVEY DATA SUMMARY**



Preface

The purpose of this survey was to understand if people' exercise level and interests for physical well-being have changed since the commencement of the COVID-19 lockdown; and how Harbour Sport can be better prepared to support people in achieving and maintaining optimal health and wellbeing.

Please note the survey was targeted at exploring the “ActivAsian Health & Wellness” idea for Harbour Sport following the immediate effects of COVID-19, rather than a study into the impact of the pandemic.

The “ActivAsian Health & Wellness” concept was proposed in April 2020, as a new initiative to widen the current Harbour Sport ActivAsian services and generate revenue for Harbour Sport. The idea originated from the reported newfound interest for physical recreation in individuals, as a by-product of the world-wide lockdown. People were also reported to be more active and exercising to combat boredom during the COVID-19 lock down.

The ActivAsian Health & Wellness idea integrates the services of Green Prescription and the Wellness Works programme of Harbour Sport and adopt them into the ActivAsian sector.

If you have any questions or concerns regarding the survey, please do not hesitate to contact:

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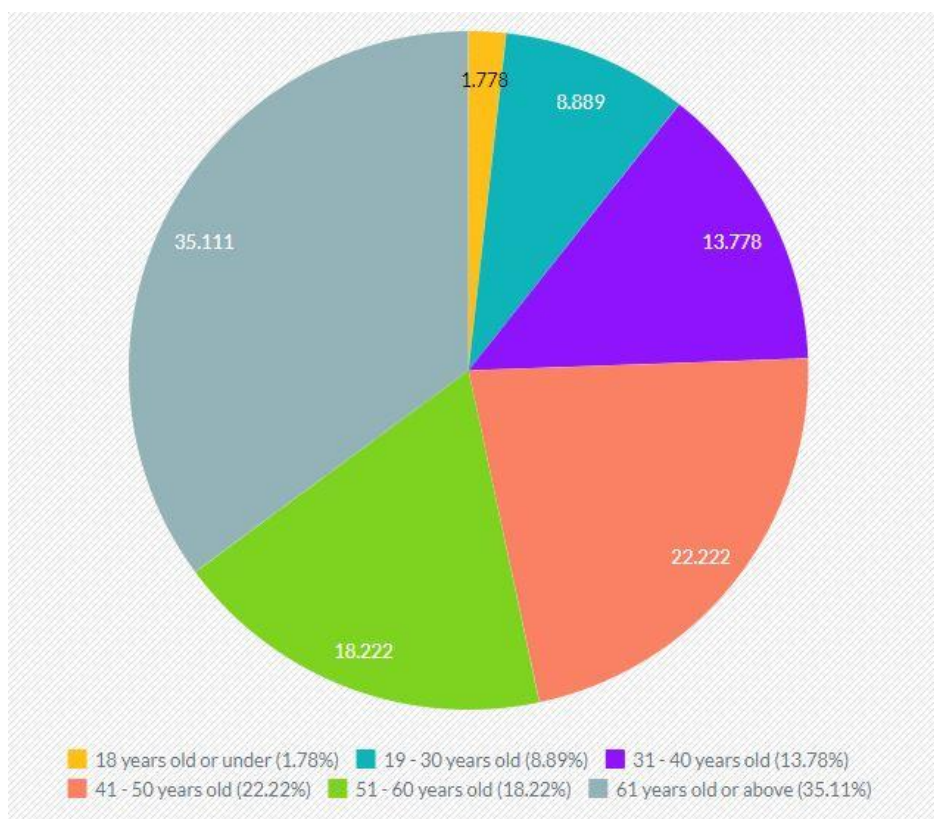
Contents

Preface	2
General Participants Breakdown	4
Ethnicities.....	4
Gender	5
Exercise Level	5
Exercise behaviour BEFORE COVID-19 lock down	5
Exercise behaviour NOW*	6
Difference in Exercise Level	7
Reason(s) for the change in exercise level.....	8
Harbour Sport Post COVID-19 Initiatives	9
Increased focus for physical well-being?	9
What components of “Health and Wellness” are you interested in?	9
Exercise related goals	10
Which Harbour Sport programme(s) below would you be interested in participating after lockdown?	11
Conclusion.....	12

General Participants Breakdown

We have received a total of 225 responses in our Harbour Sport Community Exercise Level Survey:

- Chinese community – 140 responses
- Korean community – 50 responses
- Harbour Sport wide – 22 responses
- ActivAsian wide – 13 responses



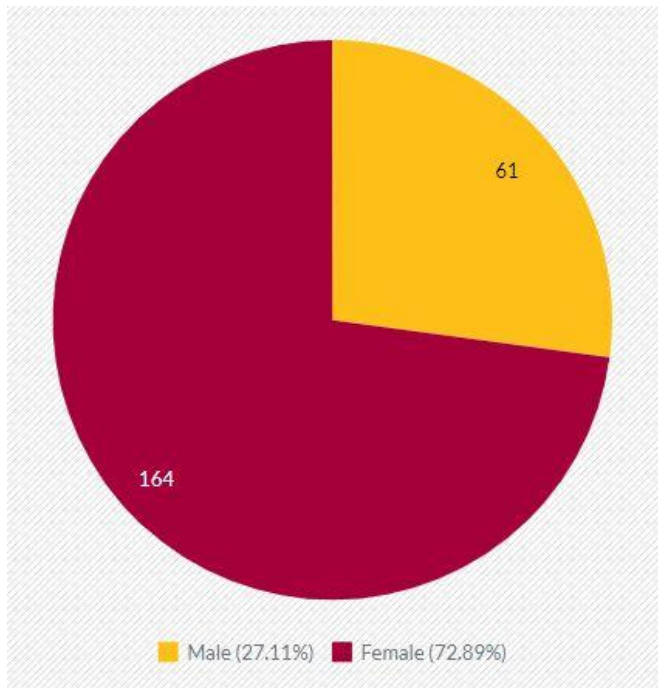
Ethnicities

All ethnicities participated	Total numbers of each ethnicity	Percentage
Chinese	144	62.07%
Korean	50	21.55%
European	11	4.74%
Japanese	9	3.89%
Māori	5	2.16%
Asian	5	2.16%
Pacific Islander	2	0.86%
New Zealand European	2	0.86%
Indian	1	0.43%
South East Asian	1	0.43%
Kiwi	1	0.43%
French	1	0.43%

Where a person reported more than one ethnic group, they were counted in each applicable group.

The Chinese and Korean communities have contributed majority of the responses with 190 submissions.

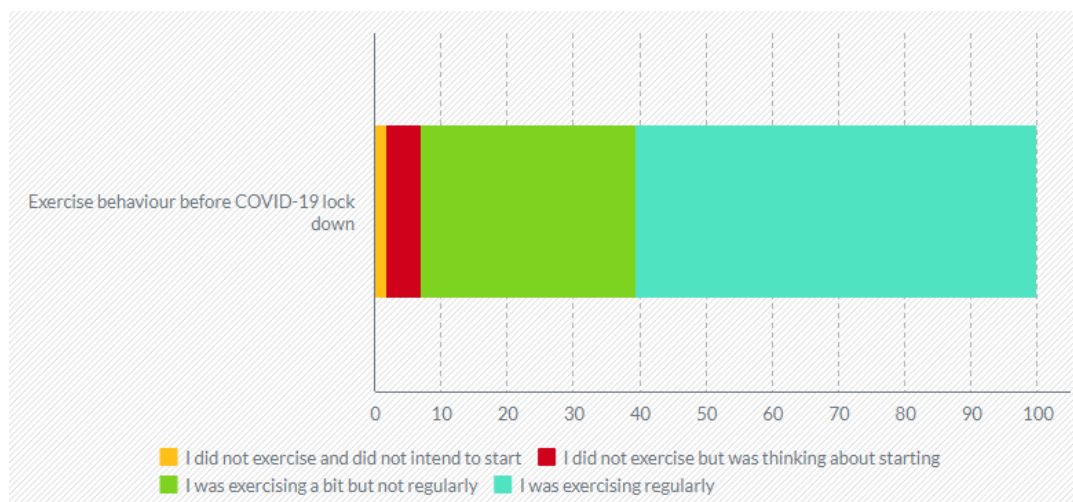
Gender



Gender	Responses	Percentage
<i>Female</i>	164	72.89%
<i>Male</i>	61	27.11%
<i>Prefer not to say</i>	0	0%

Exercise Level

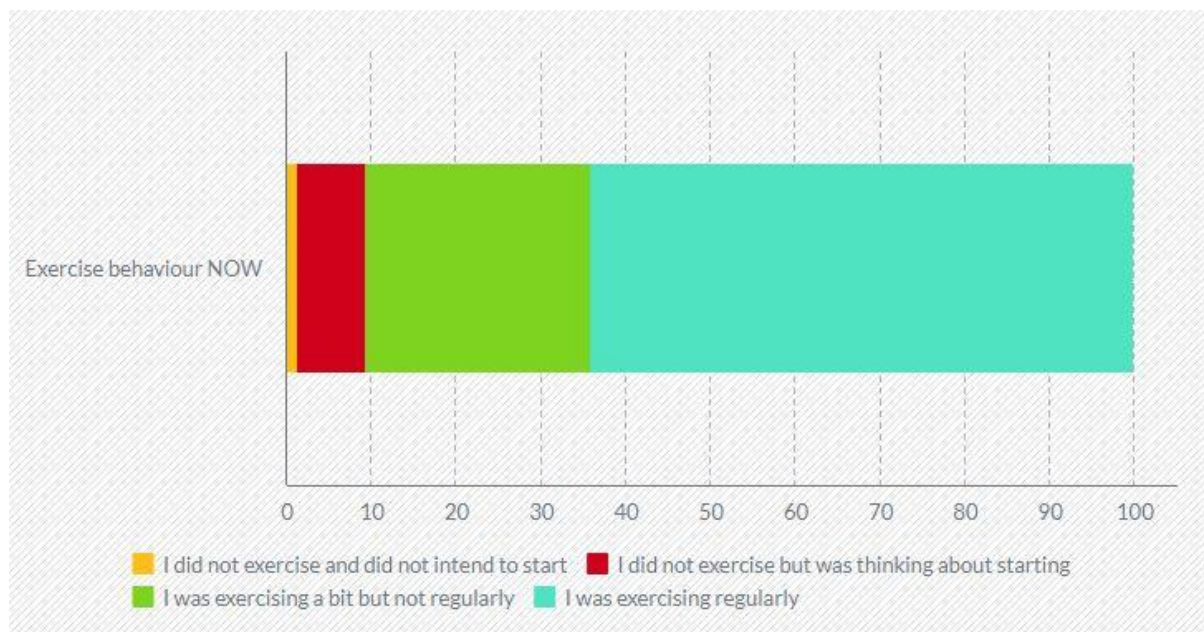
Exercise behaviour BEFORE COVID-19 lock down



Exercise behaviour BEFORE COVID-19 lockdown	Responses	Percentage
<i>I did not exercise and did not intend to start</i>	4	1.78%
<i>I did not exercise but was thinking about starting</i>	12	5.33%
<i>I was exercising a bit but not regularly</i>	73	32.44%
<i>I was exercising regularly</i>	136	60.44%

Exercise behaviour NOW*

(*4-5 weeks into COVID-19 lock down)



Exercise behaviour NOW (4-5 weeks into COVID-19 lock down)

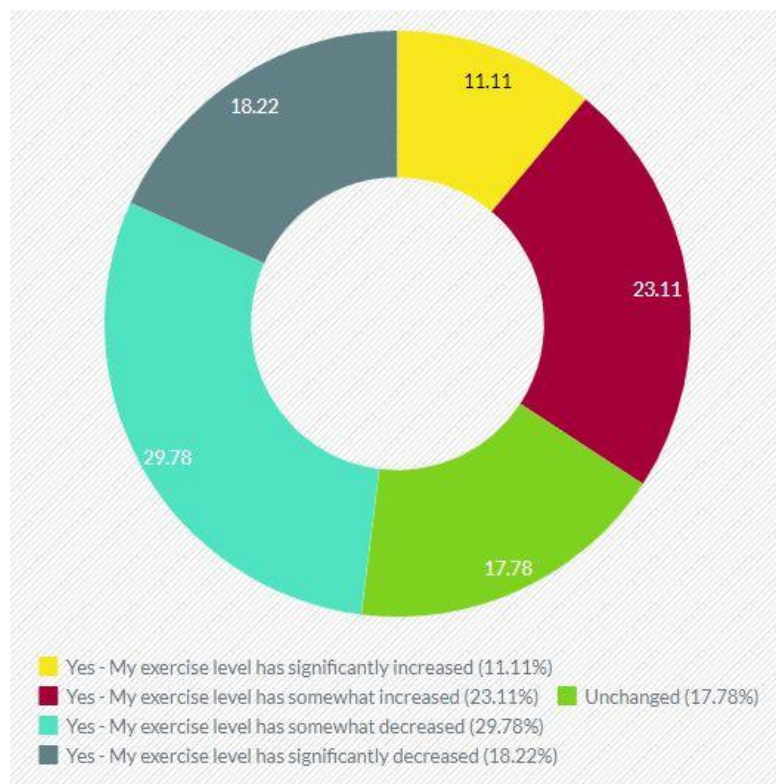
	Responses	Percentage
<i>I do not exercise and do not intend to start</i>	3	1.33%
<i>I do not exercise but am thinking about starting</i>	18	8%
<i>I am exercising a bit but not regularly</i>	60	26.67%
<i>I am exercising regularly</i>	144	64%

When comparing people' exercise behaviours before and during COVID-19 lock down, it is recorded that there are LESS people exercising either irregularly or regularly since the start of lock down (Before: 92.88% After: 90.67%). With that being said, more people have been "exercising regularly" than before (Before: 60.44% After: 64%) and it is assumed that some people that were "exercising a bit but not regularly" have increased their exercise level during COVID-19, as evident by the lowered percentage of people exercising irregularly (Before: 32.44% After: 26.67%).

The number of people that "did/do not exercise" and "did/do not intend to start" before and during the COVID-19 lock down remain consistent (Before: 1.78% After: 1.33%).

Difference in Exercise Level

(Between before COVID-19 lock down and 4-5 weeks into lock down)

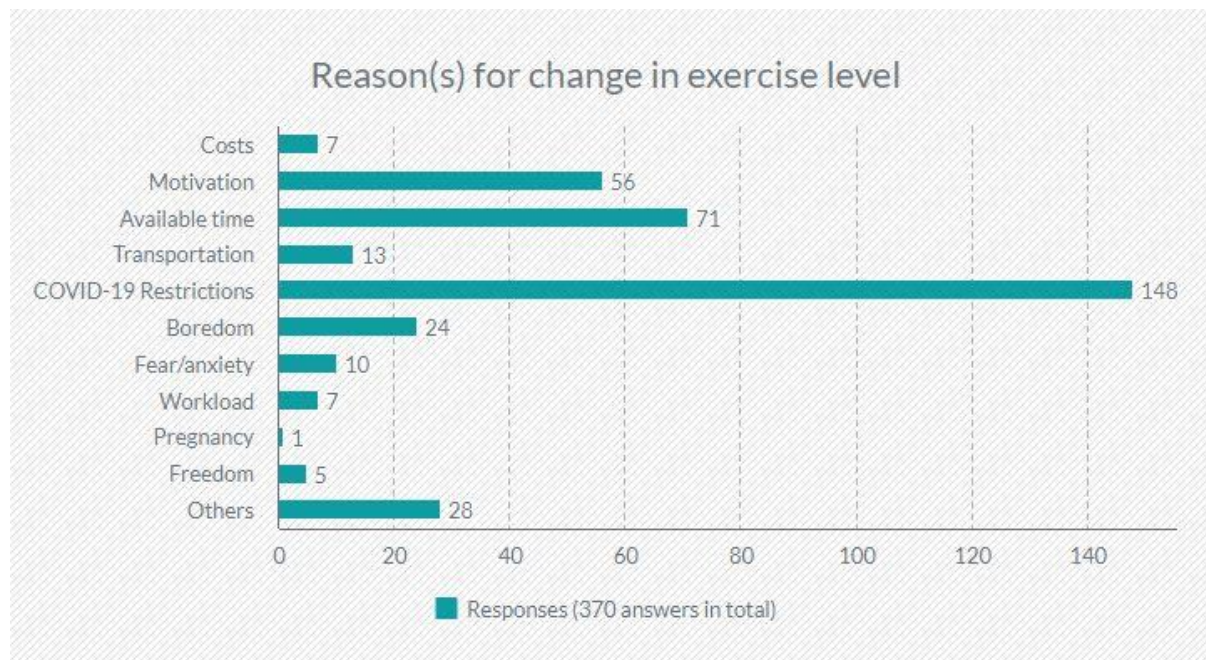


<i>Different in Exercise Level</i>	Responses	Percentage
<i>Yes - My exercise level has significantly increased</i>	25	11.11%
<i>Yes - My exercise level has somewhat increased</i>	52	23.11%
<i>Unchanged</i>	40	17.78%
<i>Yes - My exercise level has somewhat decreased</i>	67	29.78%
<i>Yes - My exercise level has significantly decreased</i>	41	18.22%

34.22% of participants' exercise level have "somewhat or significantly increased", and 48% of participants' exercise level have "somewhat or significantly decreased"; 17.78% participants' exercise level remain unchanged.

The percentages above reinforce the previous data where overall, people have become less active, whilst more people have been exercising regularly.

Reason(s) for the change in exercise level



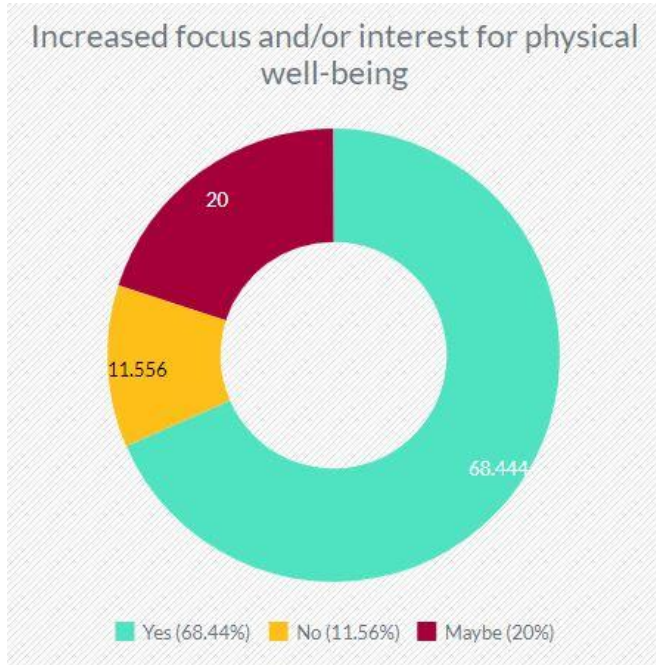
<i>Reason(s) for the change in exercise level</i>	Responses (370 answers in total)	Percentage
<i>COVID-19 Restrictions</i>	148	40%
<i>Available time</i>	71	19.19%
<i>Motivation</i>	56	15.14%
<i>Others</i>	28	7.57%
<i>Boredom</i>	24	6.49%
<i>Transportation</i>	13	3.51%
<i>Fear/anxiety</i>	10	2.70%
<i>Costs</i>	7	1.89%
<i>Workload</i>	7	1.89%
<i>Freedom</i>	5	1.35%
<i>Pregnancy</i>	1	0.27%

As expected, “COVID-19 restrictions” are the primary reason(s) for participants’ change in their exercise level with 40% of the total responses. Due to the nature of the term “restrictions” and distancing and travelling rules set out by the New Zealand Government during COVID-19 lock down, it is assumed that participants’ exercise level have been all negatively affected by “COVID-19 restrictions” and resulted in a lower level of exercising.

Following on that, “Available time” and “Motivation” were reported to be the 2nd and 3rd biggest reason for change in exercise level, respectively. Both factors can be considered to have a positive or negative impact on people’ exercise level dependent on individuals’ circumstances.

Harbour Sport Post COVID-19 Initiatives

Increased focus for physical well-being?

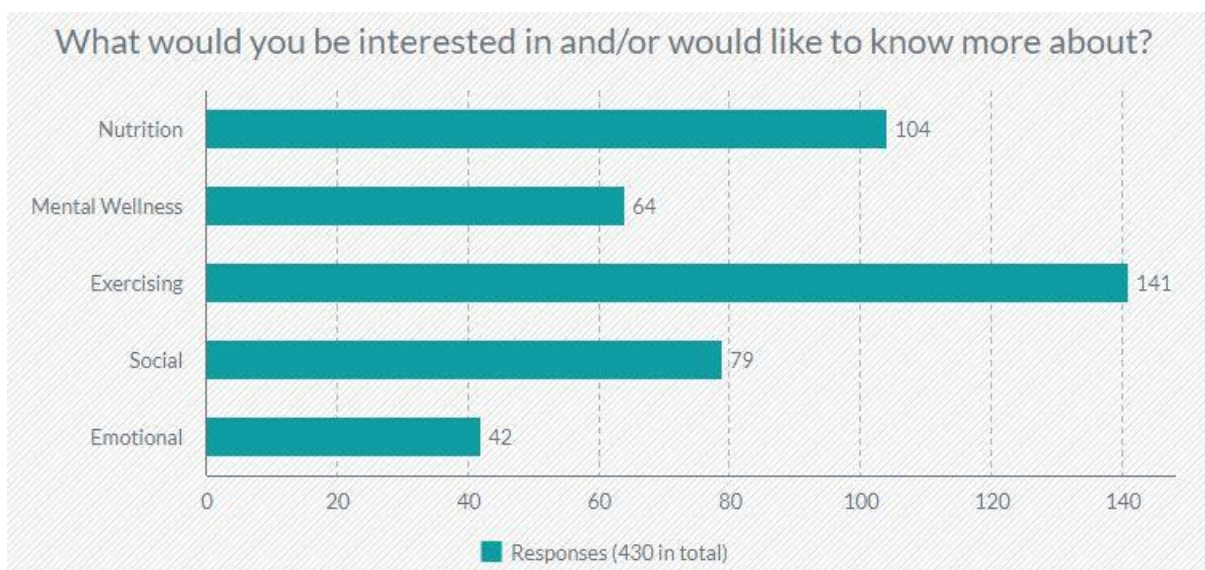


Increased focus and/or interest for physical well-being

	Responses	Percentage
Yes	154	68.44%
Maybe	45	20%
No	26	11.56%

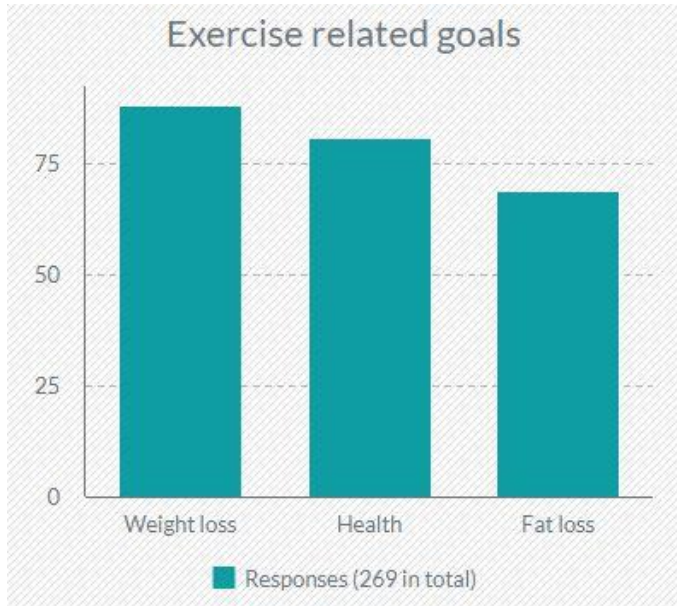
Regardless of the overall lowered percentage of people being active, majority of the respondents have an “increased focus and/or interest for physical well-being”.

What components of “Health and Wellness” are you interested in?



The three main areas (in ActivAsian Health & Wellness) that participants are interested in are “Exercising”, “Nutrition” and “Social”. This information provides insights into what our concept in development should be focusing on.

Exercise related goals

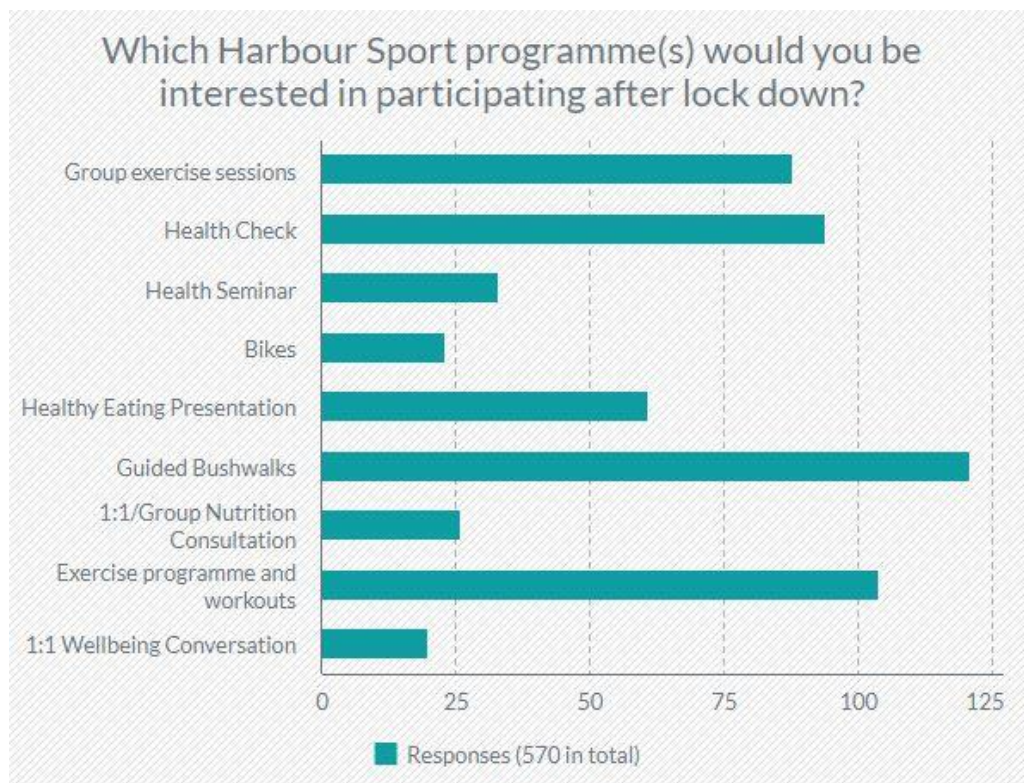


Goals	Responses
<i>Weight Loss</i>	88
<i>Health</i>	81
<i>Fat Loss</i>	69
<i>Sports Development (Faster, Stronger)</i>	9
<i>Stay Fit/Cardiovascular</i>	8
<i>Muscle Mass</i>	7
<i>Toning</i>	2
<i>Wellbeing</i>	2
<i>Endurance Training</i>	2
<i>Body Cleansing</i>	1

To gain a further understanding of their motivation and drivers, we have also surveyed individuals’ exercise goals and the results align with the previous data and information. “Weight Loss”, “Health” and “Fat Loss” are the top three responses.

Once again, the insights have emphasised on the “Health” aspect of the “Health & Wellness” idea.

Which Harbour Sport programme(s) below would you be interested in participating after lockdown?



Harbour Sport programmes	Responses (570 in total)	Percentage
<i>Guided Bushwalks</i>	121	21.23%
<i>Exercise programme and workouts</i>	104	18.25%
<i>Health Check</i>	94	16.49%
<i>Group exercise sessions</i>	88	15.44%
<i>Healthy Eating Presentation</i>	61	10.70%
<i>Health Seminar</i>	33	5.79%
<i>1:1/Group Nutrition Consultation</i>	26	4.56%
<i>Bikes</i>	23	4.04%
<i>1:1 Conversations - Any topics to achieve wellbeing</i>	20	3.51%

From the responses above, it is apparent that participants are interested in exercising programmes, workouts and other initiatives that enable them to be physically active. “Health Check” is also a popular option where individuals are displaying interests in understanding their health status including areas such as fat percentage, muscle percentage and lean tissue, bones, and water.

Conclusion

From the 225 responses we received for the Harbour Sport Community Exercise Level Survey, there is an obvious increase in interest and focus for physical well-being during the COVID-19 lock down (as a result of the COVID-19 pandemic). Despite the COVID-19 restrictions and other barriers posed, people who had a habit of exercising regularly continue to be active during the lock down and some people have also utilised this as an opportunity to increase their physical level. However, some that were exercising irregularly have appeared to decrease their level of activity, due to a variety of reasons. Participants are also most interested in physically-active programmes and being healthy and well.

The survey provides some significant insights for Harbour Sport and in particular, Harbour Sport ActivAsian to explore options and develop the “ActivAsian Health & Wellness” concept accordingly. The ActivAsian Health & Wellness programme will need to be 1. Health focused 2. Physically active 3. Help achieve their exercise goals.

With New Zealand becoming COVID-19 free in the near future, it is possible that people will regain their exercise level from before and become more active when the lock down restrictions are lifted. The idea of creating a participant-focused, health programme would allow Harbour Sport to be better prepared to support people in achieving and maintaining optimal health and wellbeing.

Harbour Sport thank all 225 participants for completing our Community Exercise Level Survey.

If you have any questions or concerns regarding the survey, please do not hesitate to contact:

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THE END