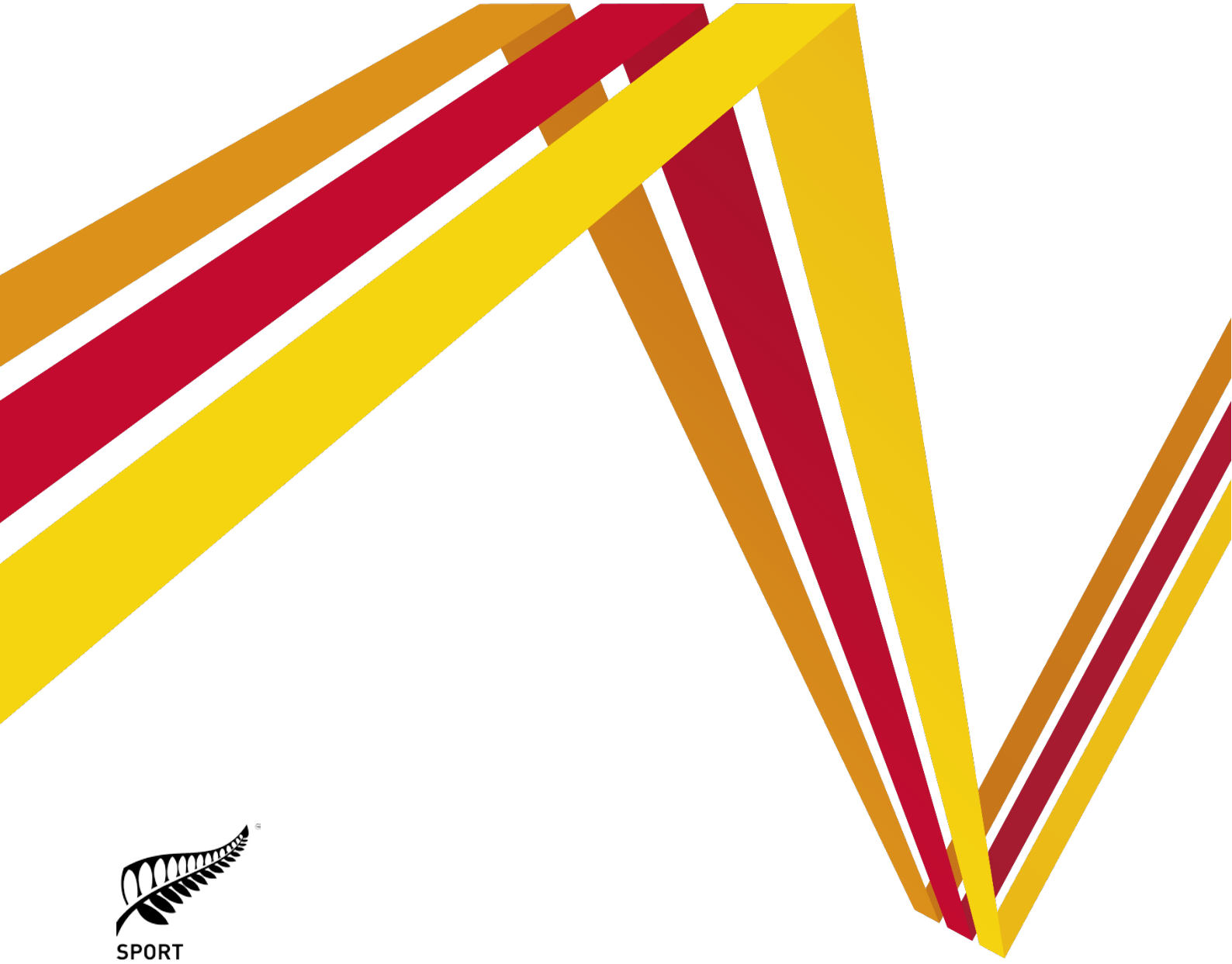
Insights Tool

www.sportnz.org.nz/insights

Guidelines for use

June 2018



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Enquiries

Please address all enquiries to: insights@sportnz.org.nz.

The Purpose

This purpose of this document is to support users in getting the most out of using Sport NZ's Insights Tool.

Background

The Sport NZ insights approach

In developing greater knowledge of what people want, and why, Sport NZ is supporting the development of a sport and recreation sector that is adaptive and responsive to the needs of participants (participant-focused).

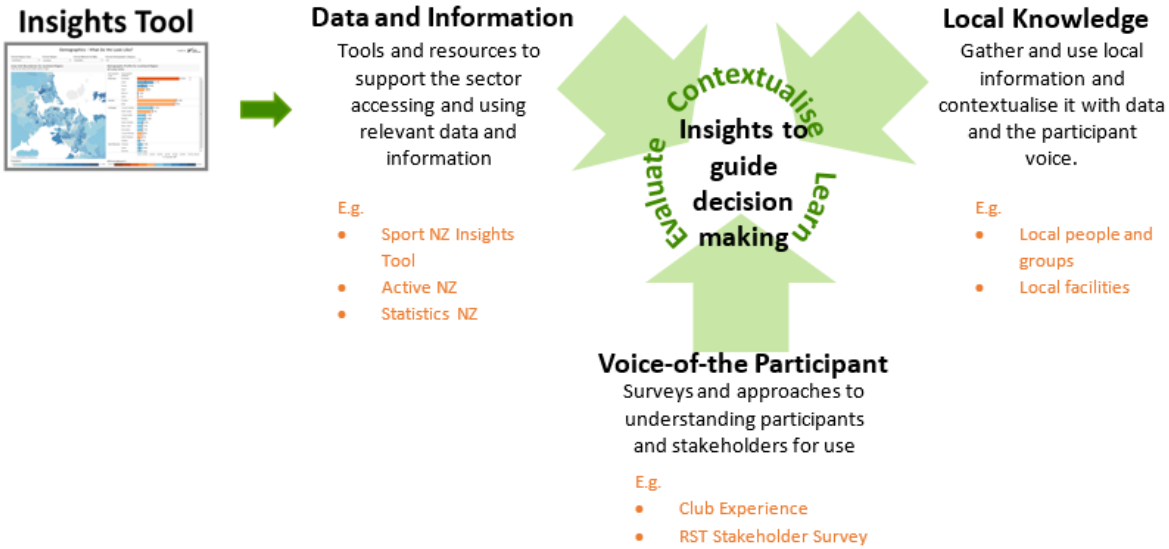
To be adaptive and responsive the sector needs to be able to: target participants with the right products and services; respond to the changing trends in participation; and deliver enriching and rewarding experiences.

To achieve this, the sport and recreation sector needs to combine relevant information from different sources to uncover insights that inform decisions that ultimately positively impact on participation – Sport NZ's insights approach.

Sport NZ's insights definition:

A combination of facts, data, voice-of-the-participant, local knowledge, and analysis that helps us make better decisions that in turn benefit participants.

Sport NZ's insights approach diagram



The Insights Tool supports the data and information component of Sport NZ's insights approach.

The Sport NZ Insights Tool

Introduction

The Sport NZ Insights Tool is an interactive online resource/repository of information and data, designed specifically for those involved in the sport and recreation sector.

What information is in the tool?

Data/information included within the Insights Tool has been sourced from:

- Statistics NZ.
- Active NZ survey (Sport NZ).
- New Zealand Secondary School Sports Council (NZSSSC) sports participation data.
- Ministry of Education.
- Ministry of Health.
- Nielsen Research.

Notes:

- Additional information on each data source is available within the Insights Tool.
- The list of data sources is subject to change.

Getting started/accessing the tool

How do I find the tool?

The Insights Tool is accessed via the Sport NZ website, and can be found via the following link…

www.sportnz.org.nz/insights

Who can access the Sport NZ Insights Tool?

The tool is publicly available and can be used by anyone.

How can I receive training on the Sport NZ Insights Tool?

An online training course is available on how to use the tool. The course contains a series of short clips to familiarise users on how to navigate the tool, interpret the data, as well as a worked through case study to demonstrate how the tool can be used to provide insights to a real-world question.

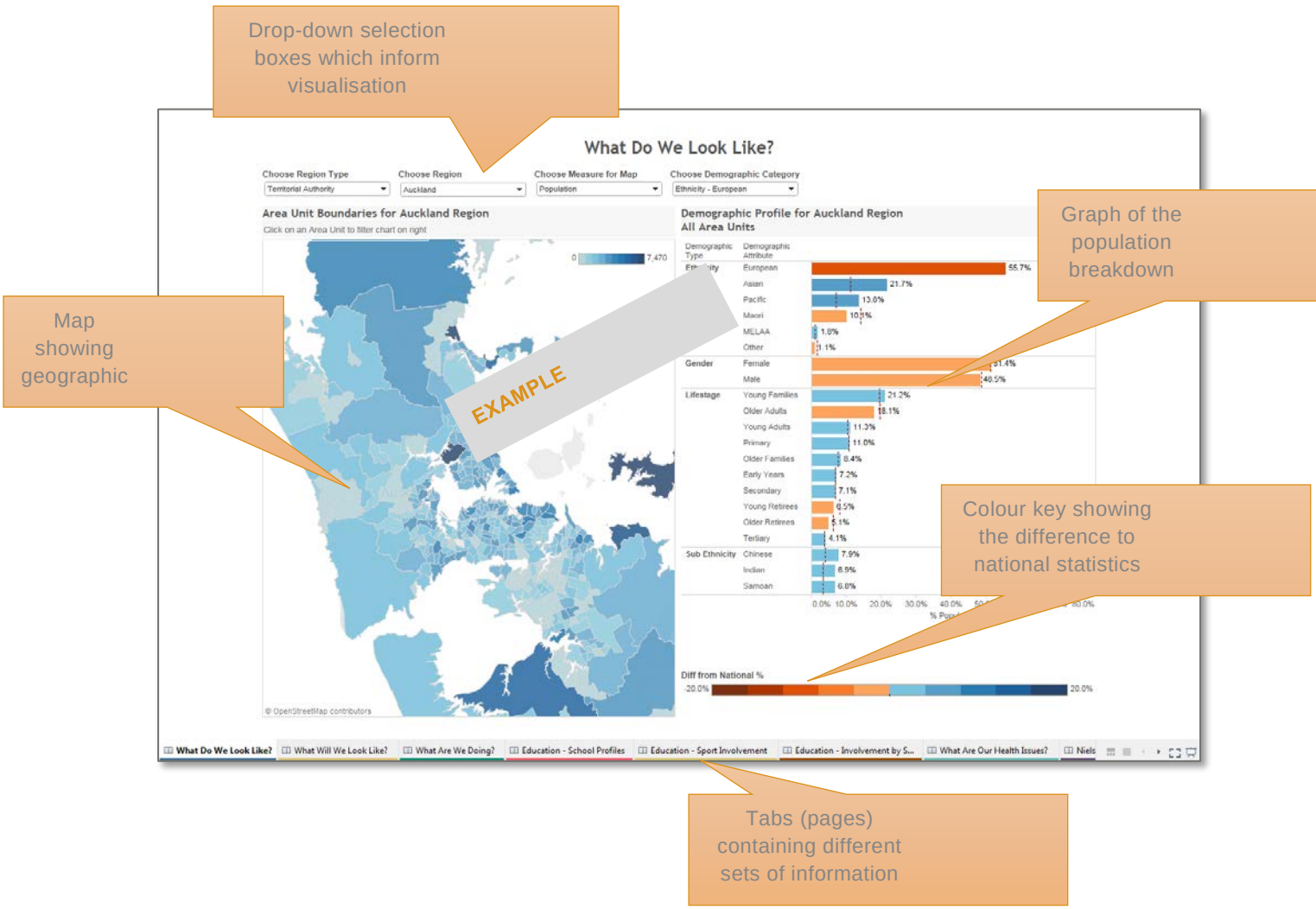
The ‘Master the Sport NZ Insights Tool’ course is available through Sport Tutor, and can be accessed here.

Basic introduction to the Insights Tool

The Insights Tool has been built on a software platform called Tableau (www.tableau.com) that has enabled Sport NZ to visualise and share information in a simple and effective way.

The Insights Tool is made up of a series of tabs (pages), each of which visualises a different set of data/information. Each tab contains an interactive map and one or more graphs.

Both the map and graphs are interactive, meaning that you can click on an area or subject and the visuals will change to reflect what has been selected. Each tab includes a series of drop-down menus, which can be used to review/visualize different things.



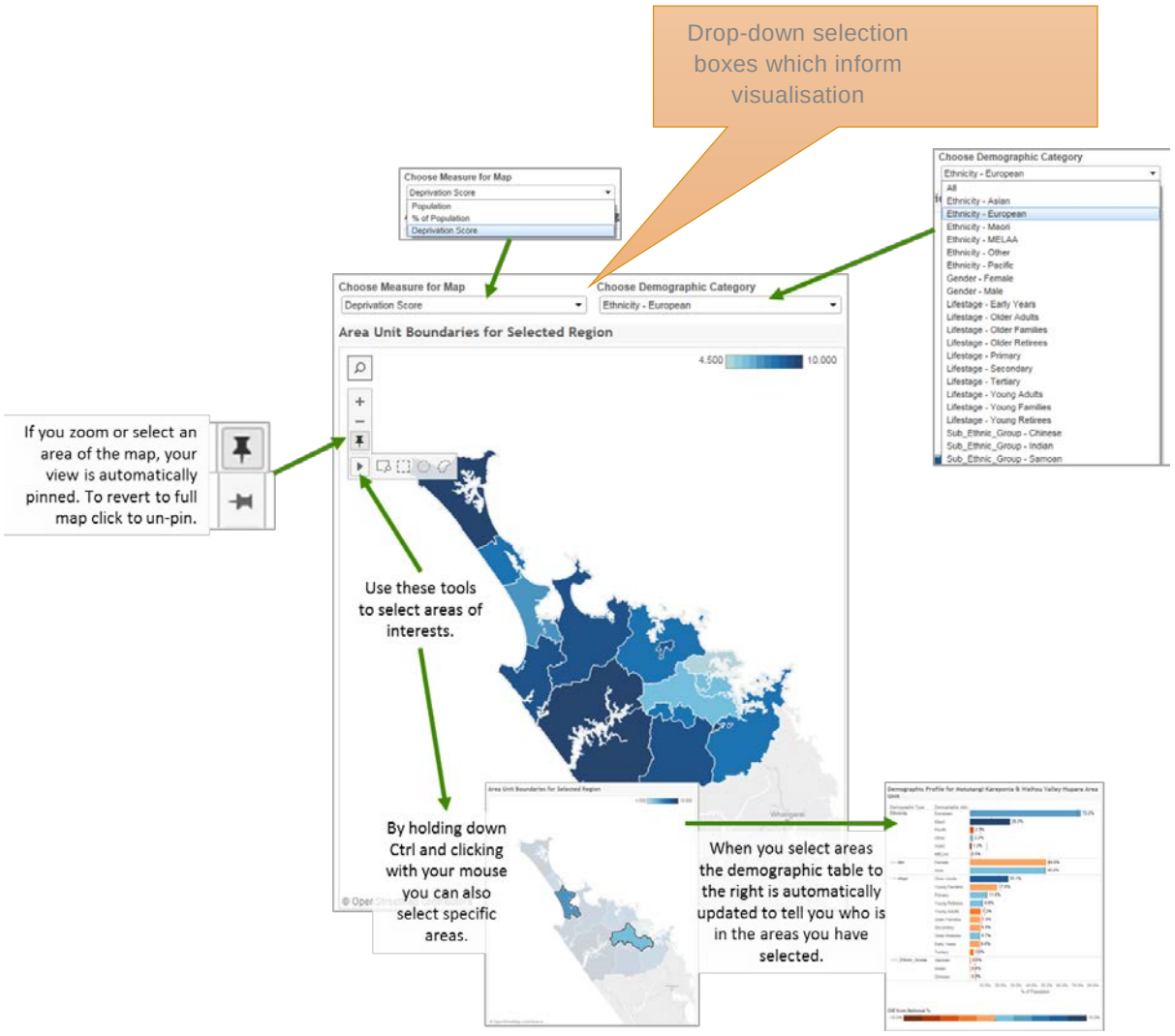
For more information on the tool and how to use it please visit https://public.tableau.com/s/

Interacting with the map within the Insights Tool

All the maps displayed within the tool allow you to interact with them. This means you can click and select either areas or points, and information specific to that area/point is then displayed in the graph to the right.

As you move the cursor over the map, **pop-up boxes will display key pieces of information** relevant to the area.

Maps within different tabs display information at different levels of granularity, from regional level down to area unit[1] (local) level, with colour keys used to visualise differences in attributes selected from drop-down boxes.



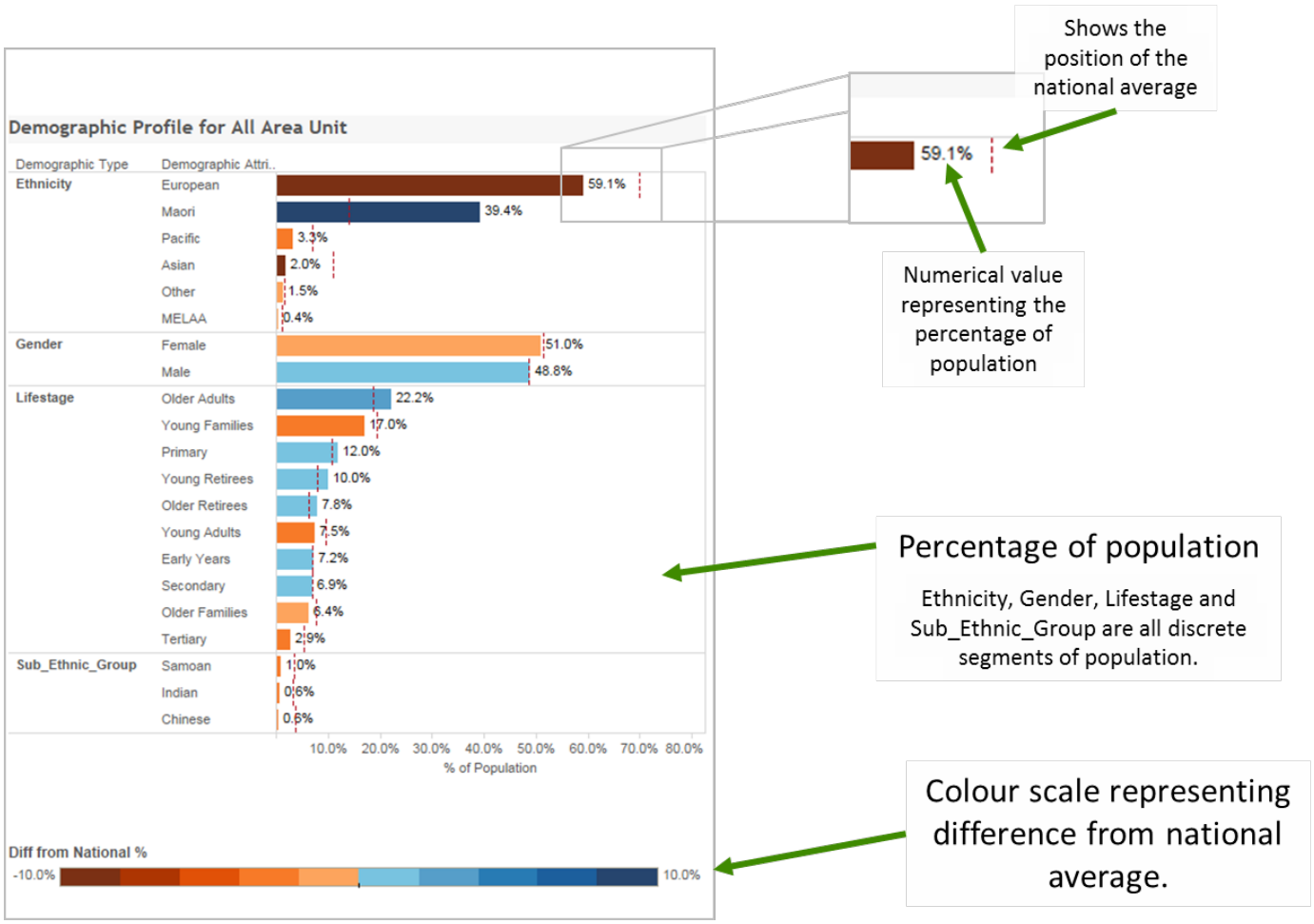
[1] Area Unit - http://www.stats.govt.nz/methods/classifications-and-standards/classification-related-stats-standards/area-unit/definition.aspx

Interacting with the graph within the Insights Tool

The graphs within each tab reflect either the areas selected on the map, or the choices from the drop-down menus.

Colour scales indicate the percentage difference from the national average for the specific demographic category.

As you move the cursor over the graph, **pop-up boxes will display key pieces of information**, including population numbers.



Explaining lifestage segmentation

Sport NZ uses a lifestage segmentation within the Insights Tool.

Lifestage segmentation provides insight into when people are more likely to be interested in particular types of products and services. This then enables targeting of the right participants (e.g. coaches, officials, board members, players, supporters, sponsors) with the right products, communications, and interventions, at the right time.

Lifestage segmentation was developed because it is:

- highly usable and easily understood;
- widely used as an approach to understand customers (e.g. Ministry of Health, Nielsen Research, Colmar Brunton, Roy Morgan all use variations on lifestage in their segmentation); and
- achievable, pragmatic, and actionable.

Sport NZ lifestage segmentation

LIFESTAGES	DESCRIPTION	APPROXIMATE AGE RANGE
Older retirees	Retired singles and couples (often have grandchildren).	75+ years old
Young retirees	Recently retired singles and couples (often have grandchildren).	65-75 years old
Older adults	Employed and unemployed singles and couples without children at home (may have grandchildren).	35-64 years old
Older families (parents)	Singles and couples with children primarily in the secondary and tertiary lifestages.	35-60 years old
Young families (parents)	Singles and couples with children in the early years and primary lifestages.	(20)25-45 years old
Young adults	Employed and unemployed singles and couples without children.	16-34 years old
Tertiary	Young people in private training establishments (PTEs), institutes of technology and polytechnics (ITPs), wananga, universities and workplace training.	(16)18-22(25) years old
Secondary	Secondary school age children.	13-17 years old
Primary	Primary school age children (including intermediate).	5-12 years old
Early years	Young children in variety of care environments including at home, day care, nursery, etc…	0-5 years old

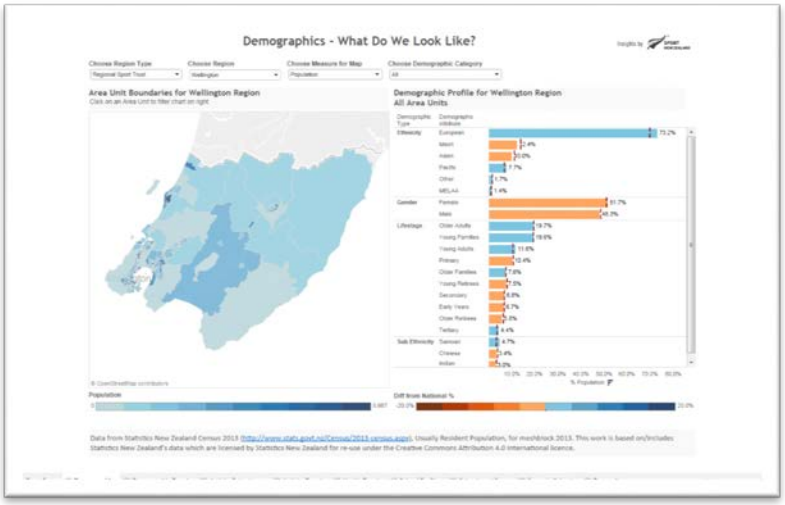
Note: Information on the modelling of Sport NZ lifestage is available on request.

Brief page-by-page explanations

Demographics – what do we look like?

The visualisation allows users to understand population demographics from the Statistics New Zealand Census 2013 of usually resident population.

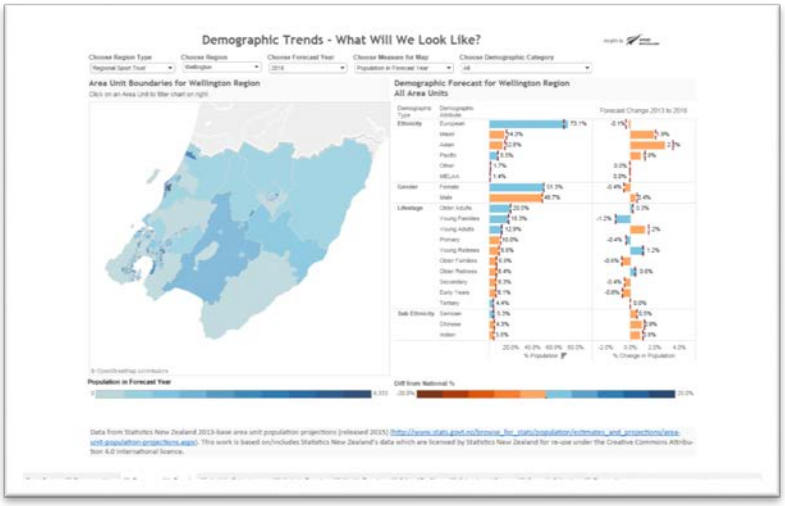
The map provides a breakdown of population at the level of area unit.



Demographic trends –what will we look like?

The visualisation allows users to view the future population distribution and location between 2013 and 2038 in five year increments. The information is sourced from Statistics New Zealand 2013-base TA population projections by age group, gender, and ethnic group (released 2017). Lifestage and ethnic projections have been modelled to the area unit using area unit population projections by year, AU, age and gender; population projections by year, TA, age, gender and ethnicity; and 2013 base population distributions.

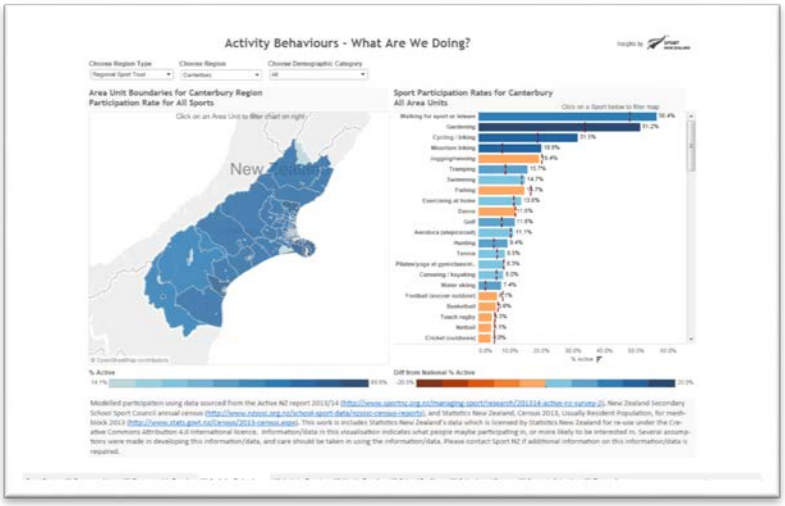
The map provides a breakdown of population at the level of area unit.



Activity behaviours – what are our interests and preferences?

The visualisation indicates total levels of participation by demographic category on the map, and an indication of participation (as % active) by sport and active recreation categories in the accompanying graph.

The visualisation has been created by modelling data from two separate sources 1) the Active NZ 2017 survey, last 7 days participation rates and 2) Statistics New Zealand Census 2013 Usually Resident Population, for meshblock 2013.

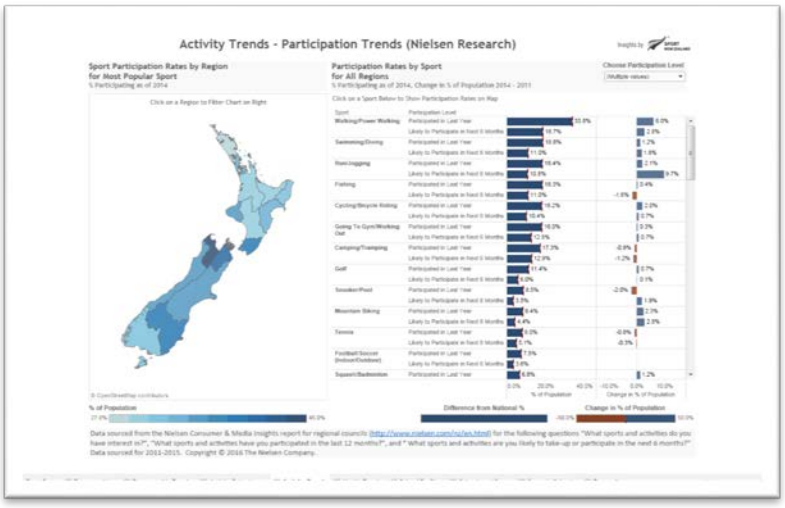


Notes:

- The visualisations should be used as a guide for activities that populations are 'more likely' to be interested in, and not as an indication of what is actually taking place.
- Regional level results were applied at an area unit (local) level. Care should be taken in using and interpreting the information/data, especially for activities that occur at a lower frequency. For example: the information does not take into account local facilities that influence participation.
- Please contact Sport NZ if additional information on this information/data is required.

Activity trends – participation trends (Nielsen Research)

The map visualises the relative participation rates of different activities at a regional level (i.e. it shows where different activities are more prevalent within a region compared to other regions). The graph then shows current rates and trends by region for participation, interest and likelihood to participate in the last year, and whether a sport even has been attended.

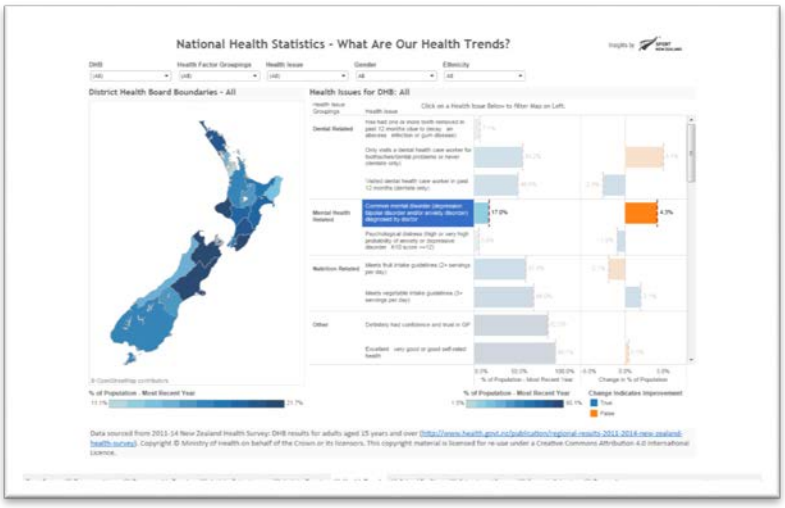


Notes:

- Data for this visualisation is sourced from the Nielsen Consumer & Media Insights report for regional councils, which is informed by ongoing surveying of ~10-12,000 New Zealanders.
- It uses the following questions “What sports and activities do you have interest in?”, “What sports and activities have you participated in that last 12 months?”, “What sports and activities are you likely to take-up or participate in the next 6 months?”.

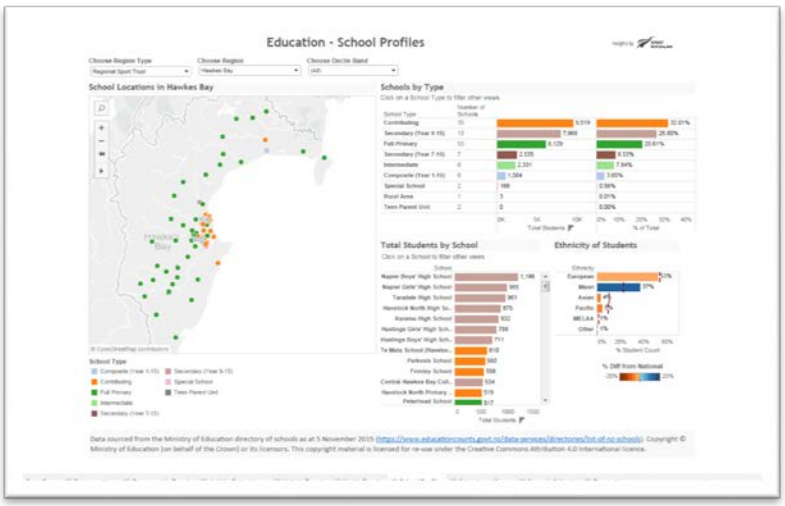
National health statistics – what are our health trends?

This visualisation provides a breakdown of key national health statistics at a national and regional level, while also providing a quick visual cue for where different health indicators have different regional prevalence.



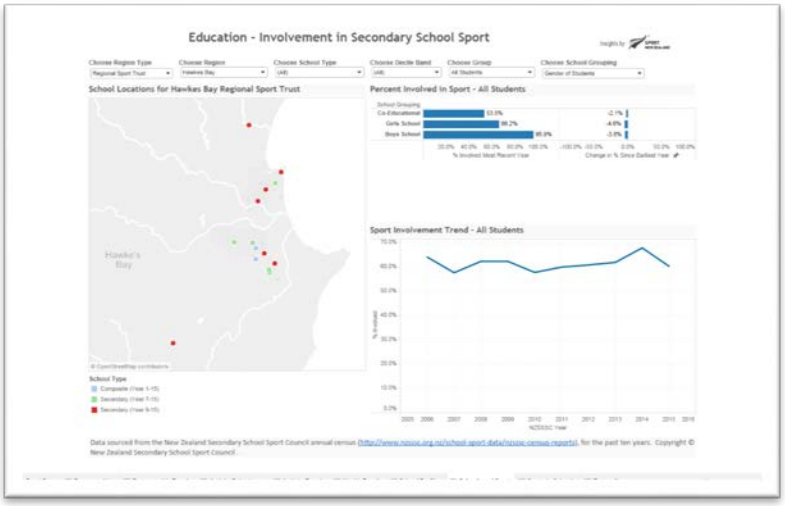
Education – school profiles

This visualisation provides access to key school and school demographic statistics, including role size, decile, and ethnic composition. Information is sourced from the publicly available Ministry of Education school census.



Education – involvement in secondary school sport

This visualisation shows the level of involvement of secondary school students in sport and recreation activities within school time (schools associated with the New Zealand Secondary Schools Sports Council - NZSSSC). Trends in the involvement in sport and recreation activities can be viewed by decile grouping, gender of students and teachers.

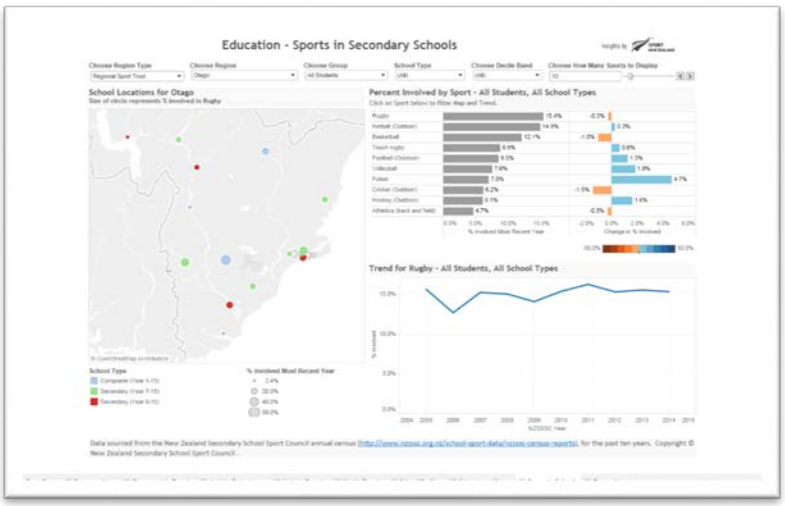


Notes:

- The information in the visualisation comes from both the Ministry of Education and NZSSSC.

Education – sports in secondary schools

This visualisation shows sports participated in secondary schools (schools associated with the New Zealand Secondary Schools Sports Council - NZSSSC), ranks of sports participated in, and the change and trend in sport participation.



Notes:

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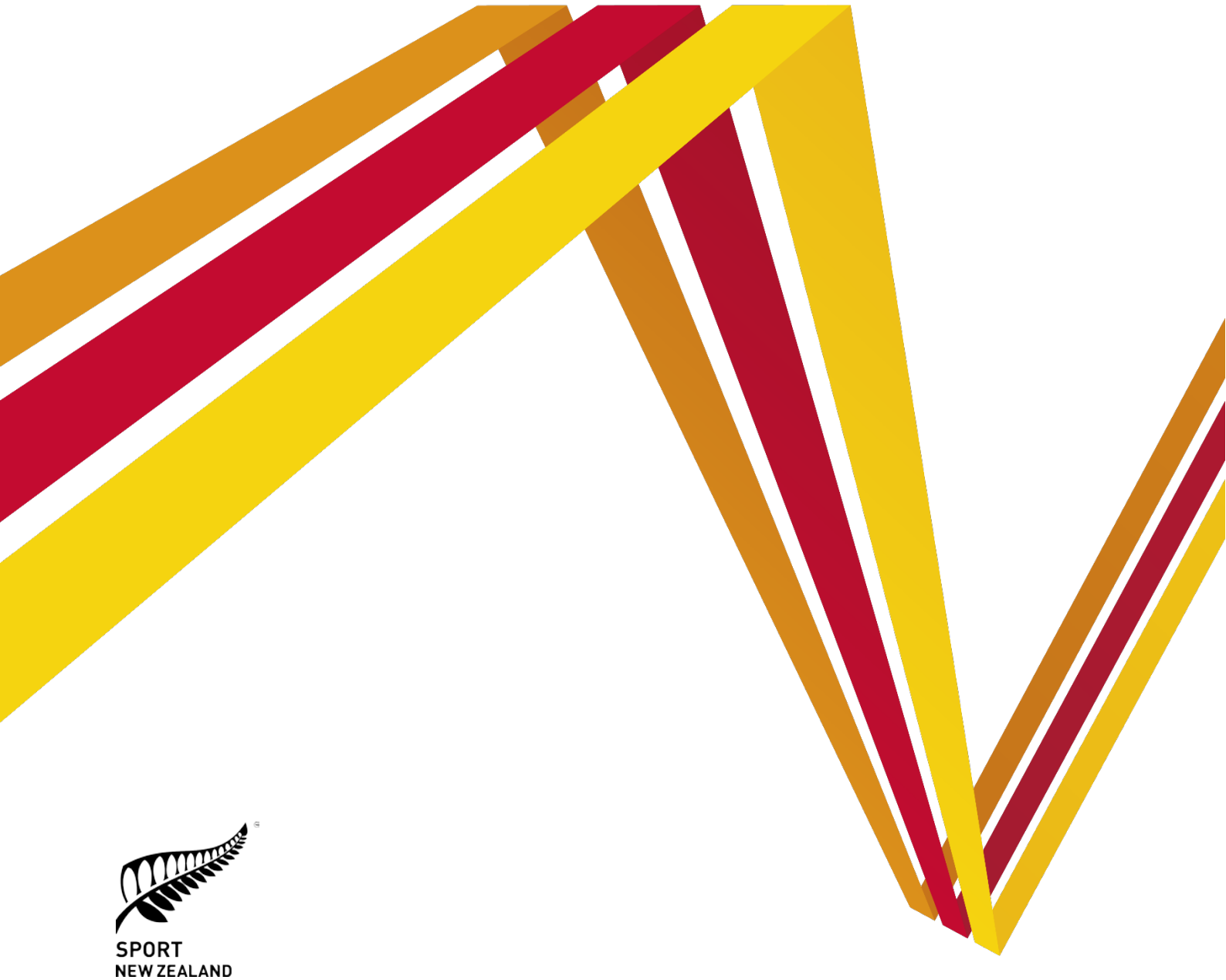

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