

MEDIA RELEASE

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Kiwis keen to get fit in 2008

Expect to see more Kiwis pounding the pavements and lifting weights this year as two thirds of New Zealanders intend to do more exercise in 2008, Research New Zealand polling shows.

Research New Zealand director Emanuel Kalafatelis said the poll found 66% of Kiwis said they were planning to exercise more to improve their health in 2008. He said the numbers were higher among females, 71% were going to step up their fitness, compared to 61% of males.

“These figures show the messages about the importance of keeping active are possibly getting through. Hopefully, this is a New Year’s resolution which Kiwis are going to keep in 2008.”

Mr Kalafatelis said there the youngest age range (15-29) were the most determined, with 74% reporting they intended to exercise more, closely followed by the 30-39 ages range at 73%.

Polling was conducted between 12 February and 18 February.

The Research New Zealand poll of 501 people aged 15 and over was conducted by telephone between the 12 and 18 February. The maximum margin of error is +/- 4.7 % (at the 95% confidence level). The data has been weighted to ensure it is an accurate representation of New Zealand's general population. The poll was not taken on behalf of any organisation but as part of Research New Zealand's monthly survey of attitudes and opinions.

Participants were asked: *Are you intending to increase the amount of exercise you do this year to improve your health?*

Table 1: Intending to exercise (by gender)

Still thinking about 2008, are you intending to increase the amount of exercise you do this year to improve your health?

	Total	Male	Female
Base =	501	250	251
	%	%	%
Yes	66	➤61	➤71
No	34	38	29
Don't know	0	1	0
Total	100	100	100

Total may not sum to 100% due to rounding.

➤Denotes a statistically significant difference between sub-groups, shading denotes significant difference relative to the total sample.

Table 2: Intending to exercise (by age)

Still thinking about 2008, are you intending to increase the amount of exercise you do this year to improve your health?

	Total	15 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	501	76	76	111	108	130
	%	%	%	%	%	%
Yes	66	74	73	67	61	53
No	34	26	27	32	39	47
Don't know	0	0	0	1	0	1
Total	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

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