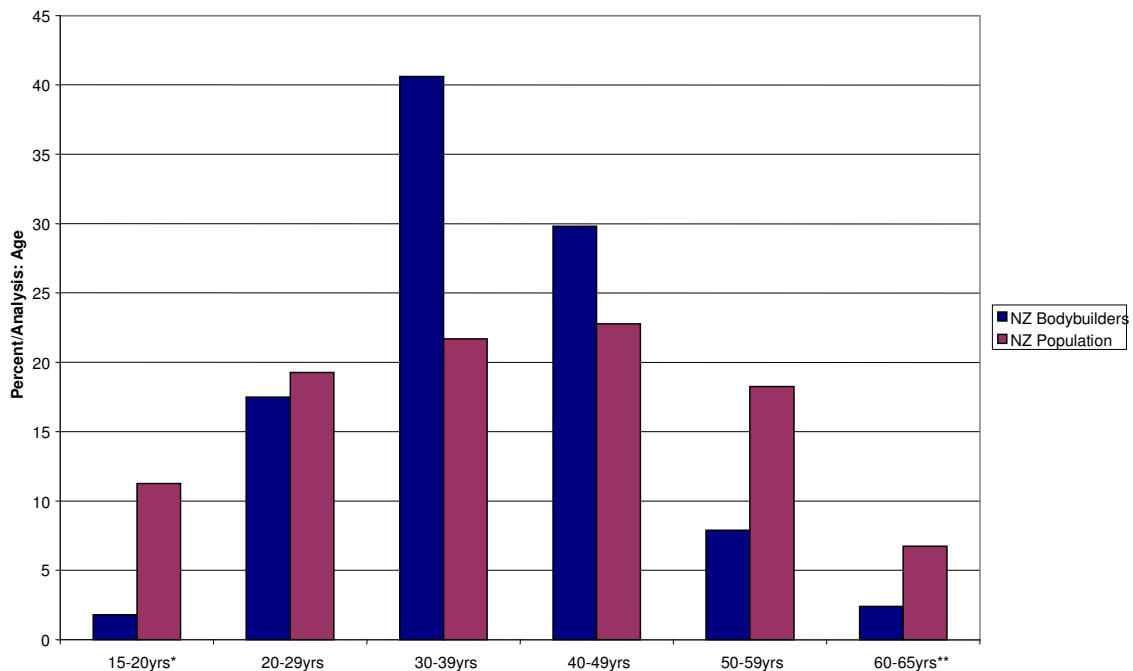


## NEW ZEALAND BODYBUILDER DEMOGRAPHICS – BASED ON AN ANALYSIS OF SURVEY DATA

The demographic analysis of the survey data from my research indicated that 63.6% of respondents were female and 36.4% male. Whilst this outcome appeared partially explained by a greater willingness of women to participate in the survey, it was also reflective of the gender-composition within New Zealand bodybuilding. Female bodybuilders comprised 51.4% of the NZFBB membership base and circa 60% of NABBA (personal contact, September 10, 2005).

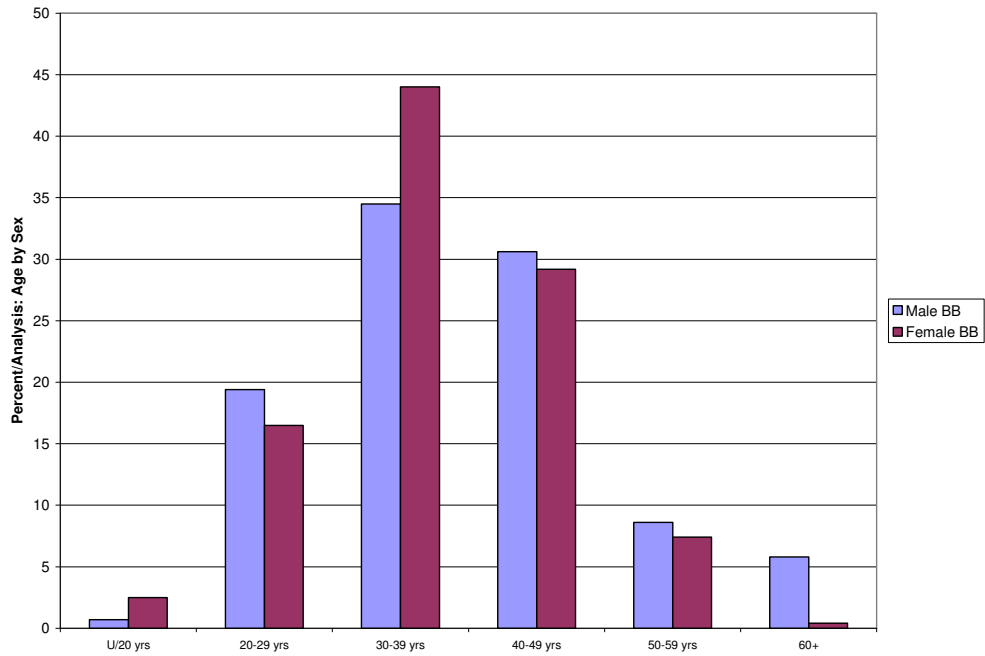
As shown in Figure One 70% of the respondents were aged between 30 and 50 years. The popularity of bodybuilding in relation to this age grouping is further emphasized by its comparison with the New Zealand population age-demographics, also displayed. An analysis of respondents by age and sex, shown in Figure 2, highlights there were more female respondents in the 30-39 year-bracket and more men in the 20-29 and the 40-49 age-grouping. However, statistically, no significant difference was detected on the basis of gender.



**Figure 1** Analysis of bodybuilder respondents by age and relative to the New Zealand population.

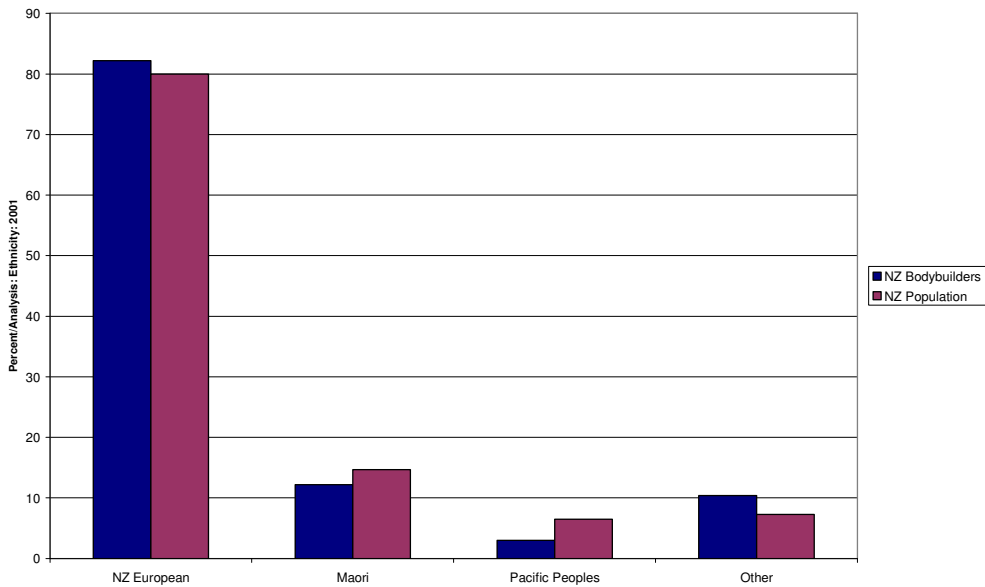
\*Includes bodybuilders under 20 yrs

\*\*Includes bodybuilders over 60 yrs



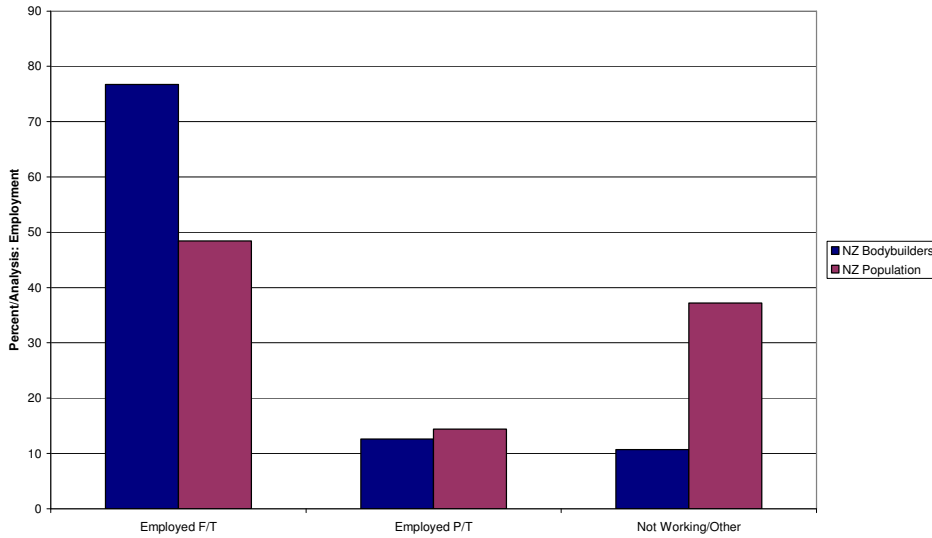
**Figure 2** Analysis of bodybuilder respondents by age and sex.

As conveyed in Figure 3 ethnically respondents reflected a similar makeup to New Zealand's population base.

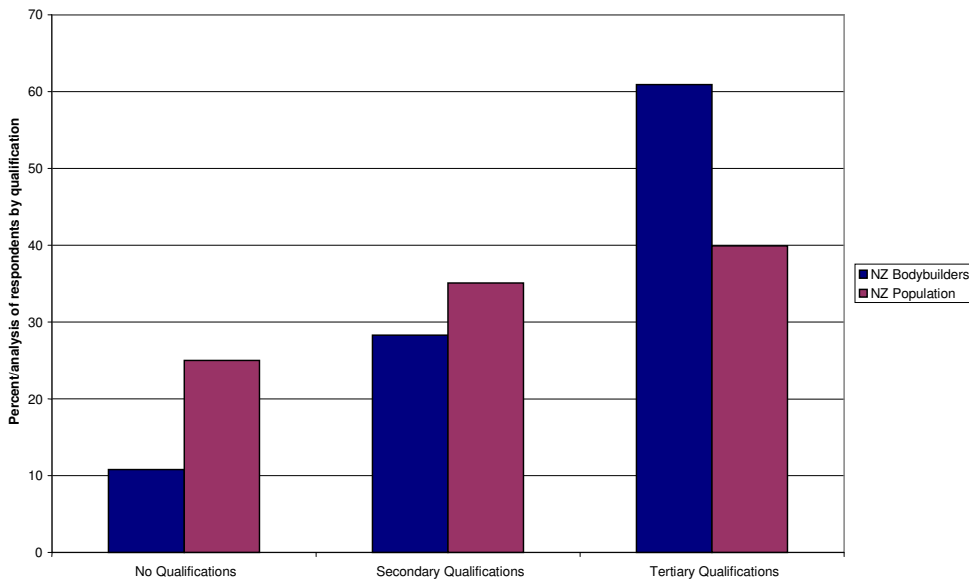


**Figure 3** Analysis of bodybuilder respondents by ethnicity and relative to the New Zealand population.

Participants were predominantly professionally active (89%) and the majority of bodybuilders worked fulltime. These outcomes are displayed in Figure 4. Comparisons with the New Zealand general population in relation to employment, is also highlighted. Figure 5 highlights that 60.9% of the bodybuilders were tertiary qualified – a percentage significantly higher than the general population of 40%.



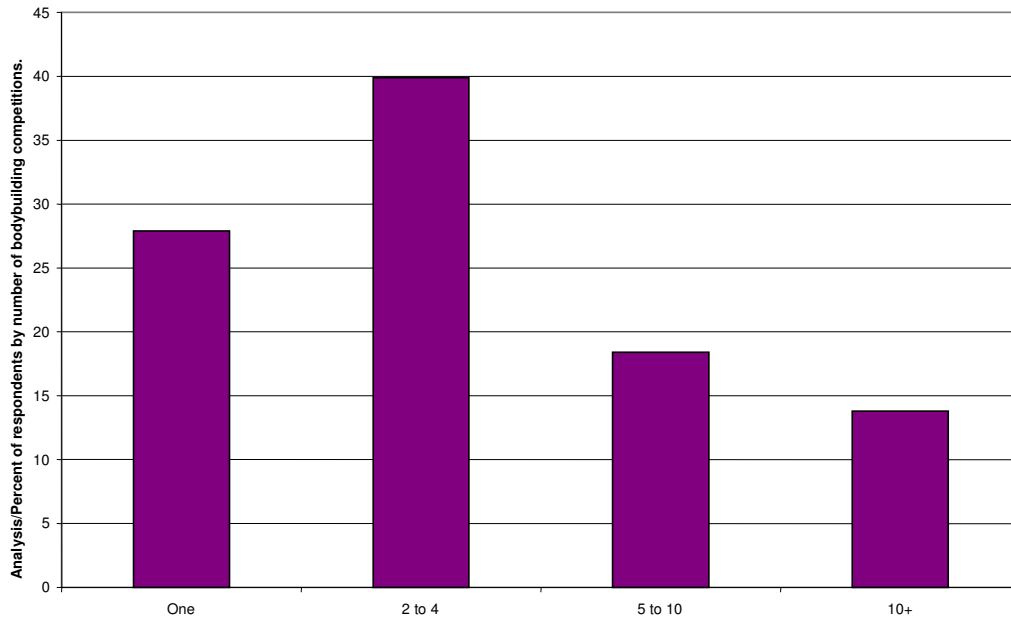
**Figure 4 Analysis of bodybuilder respondents by employment and relative to the New Zealand population.**



**Figure 5 Analysis of bodybuilder respondents by qualifications and relative to the New Zealand population.**

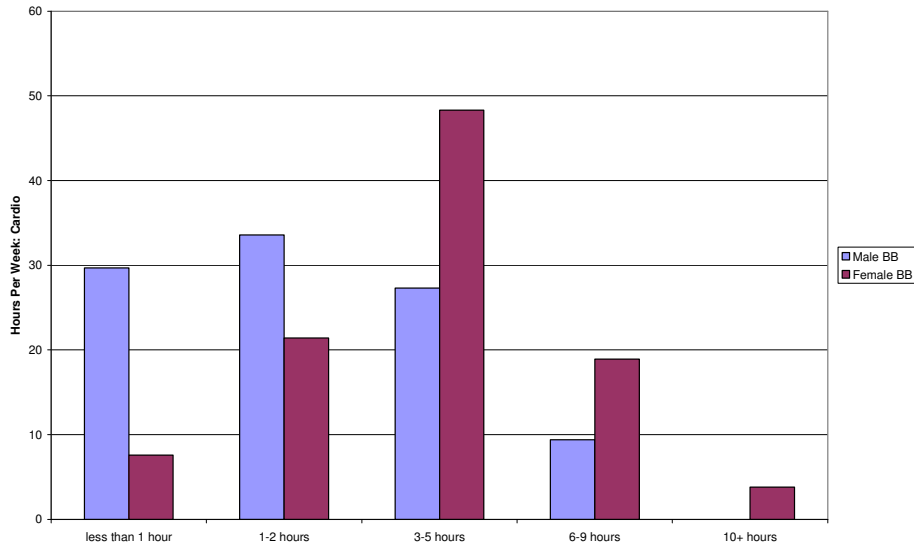
The majority of respondents resided in households with partners (70%), frequently children (42.1%) and/or other family members. Few (7.6%) lived alone. Virtually all respondents had participated in one or more bodybuilding competitions (98.4%) and, as highlighted in Figure 6, of those over 30% had competed in five or more events.

Over 50% of respondents had competed in the last 12 months, whilst 8.4% had not competed for five or more years. Physique proved the most popular competition category for men (58%), whereas Figure was chosen most frequently by women (72%). Thirty-six percent reported they were unlikely or definitely would not be competing in the next 18 months.



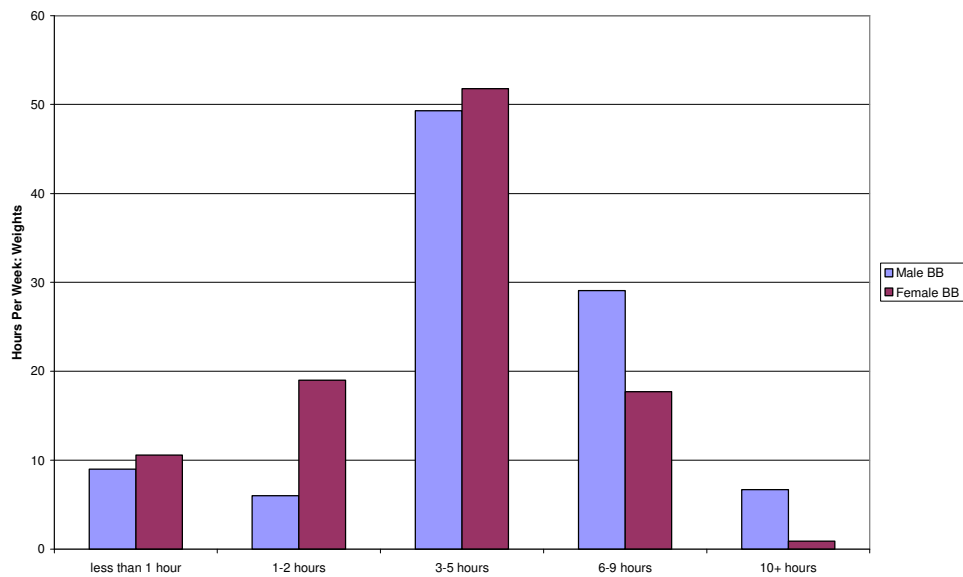
**Figure 6 Analysis of bodybuilder respondents based on number of competitions.**

Forty-one percent of participants spent 3-5 hours per week engaged in cardiovascular exercise (such as running, biking or walking). As shown in Figure 7 men spent less time on cardiovascular training than women. Statistically this difference based on gender proved significant.



**Figure 7** Analysis of hours per week spent on cardiovascular training, by sex.

In addition to their cardiovascular regime, over 50% of respondents dedicated 3-5 hours per week to weight training. Figure 8 highlights that men spent more time engaged in weight lifting per week than female and statistically this difference based on gender was also significant. Supplements such as protein powder, creatine, glutamine and fat burners were used to varying degrees by male and female respondents, both off-season and pre-competition.



**Figure 8** Analysis of hours per week spent on weightlifting, by sex.

