

# National Coastal and Water Safety Survey in New Zealand 2022 *(Wave 2)*

Prepared for:

**Water Safety New Zealand**

**Surf Life Saving New Zealand**

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**OmniPoll**



# National Coastal and Water Safety Survey in New Zealand 2022

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# Methodology

## Sample

- Conducted nationally amongst 1027 people aged 16+
- Respondents were drawn from online consumer panels managed by Lightspeed Research, OmniPoll's online partner.
  - sample quotas were set for each regional areas, by sex and age.

## Interviews

- Conducted online over the period 22 April – 9 May 2022

## Weighting

- To help reflect the overall population distribution, results were post-weighted to Stats NZ data (Census 2018) on age, sex and area (NZ population aged 16+ represents 3.715 million).
- Weighted sample structure:

Sex	Male	49%
	Female	51%
Age	16-24	15%
	25-34	18%
	35-49	24%
	50-69	30%
	70+	13%

Type of household	With children <18	31%
	Without children	69%
Region	Auckland	33%
	Wellington	11%
	Rest of North Island	32%
	Canterbury	13%
	Rest of South Island	11%

Living arrangements	Live alone	19%
	Partner and no children	27%
	Partner and children	26%
	Single parent	5%
	Living with parents	8%
	Other	14%

→ In this document, results and figures do not always sum to 100%, due to rounding

# Executive summary (1)

## 1- Coastal visitation

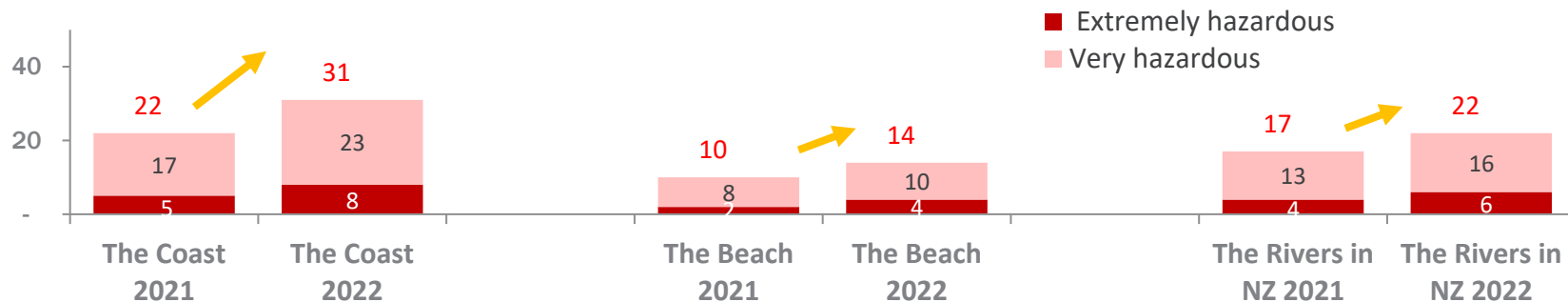
- In May 2022, 3.1M (83%) “adults” aged 16+ have visited the New Zealand coast in the past 12 months and 46% visited the coast at least once a month: this is not surprising as in New Zealand ... *90% live within 40 minutes of a beach.*
- 38% said they’ve visited the coast less this summer (36% the same and 21% more), and this could explain why the average number of visits to the coast is down this year from 3.8 to 3.4 visits per month.
- On a typical day, people spend on average 2.1 hours on the coast, from 1.8h to 2.6h per visit depending on how far from the coast they live. Some visitors’ profiles tend to stay longer on a typical beach day: young adults aged 16-24 (2.4 hours), families with kids (2.3 hours) and Māori (2.7 hours).

## 2- Participation in coastal and river activities

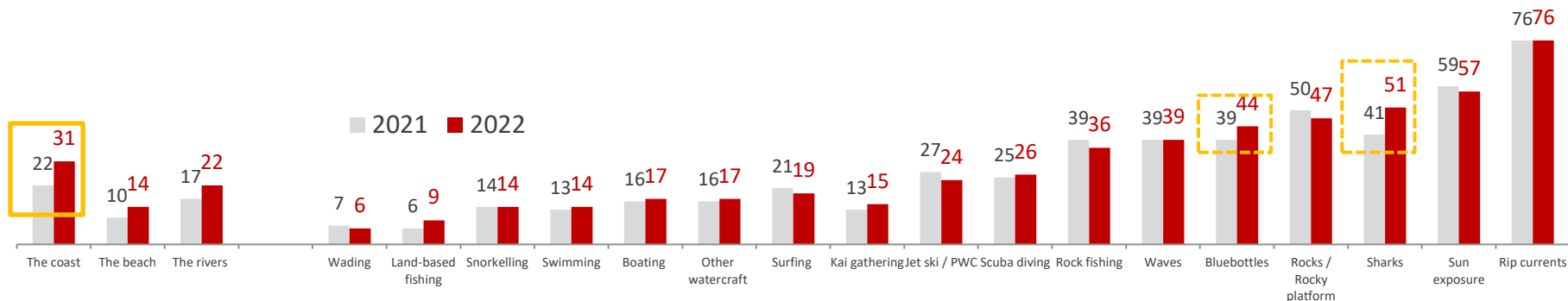
- 2.1M “adults” participated in some coastal activities in the past 12 months and most of them (1.6M) have participated in swimming/wading. Half of participants (0.8M) only swim or wade and do not participate in any other coastal activity.
  - 4 in 10 swimmers are frequent swimmers (swim or wade at least once a month).
  - 58% always swim at lifeguarded beach and 47% always swim between the flags when on lifeguarded beaches.
- Swimming/wading is also popular in rivers with 1 in 4 adults (0.9M) who did it in the past 12 months.
  - Two thirds (0.6M) are doing both: swimming and wading in the ocean and in rivers.
  - Māori (39%) are more likely to swim in rivers (they are also more likely to swim in the ocean).
- Kai gathering for food (from the sea) is another popular activity in NZ as 26% did it in past 12 months, especially in less urban areas and amongst Māori/Pacific Islanders (45%).
- Boating, in a broad sense, is another popular activity that attracted 1 in 4 Kiwis in the past 12 months.

## 3- The coast is perceived more hazardous this year

- There is a significant increase this year in the hazardous perception of the coast, the beach and the rivers in New Zealand.
- The coast is considered extremely or very dangerous by 31% (22% last year) and this increase can be seen across all demographics and all segments (frequent or occasional visitors to the coast, coastal activity participants or not, unexperienced or competent swimmers, ...).



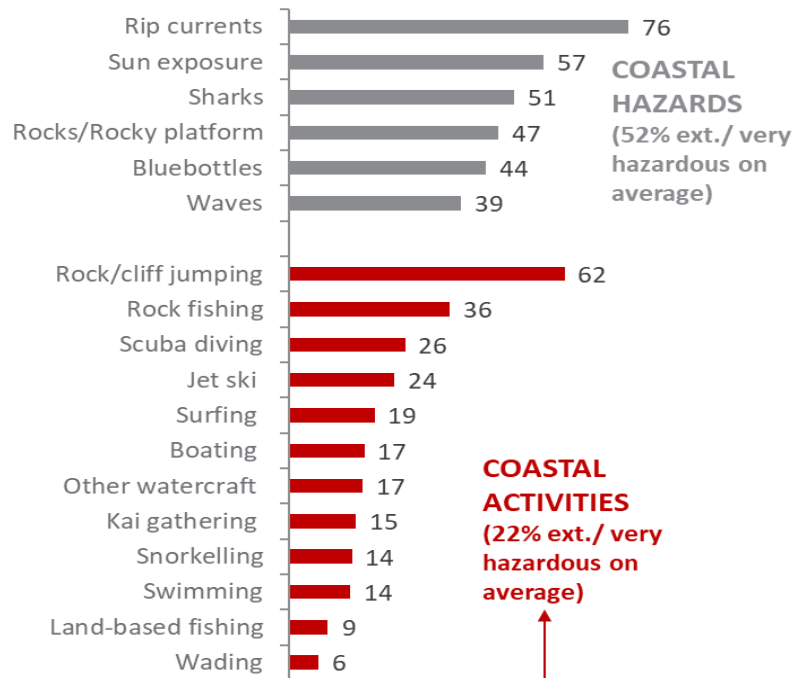
- When looking at the perception of coastal activities and other ocean or coastal hazards, some increases can be seen: bluebottles (+5) and sharks (+10); however, nothing with the magnitude of the change seen for the coast. There is probably a combination of other external factors that explain this increase in hazardous perceptions of the coast in NZ (a similar pattern has been recorded in Australia this year too).



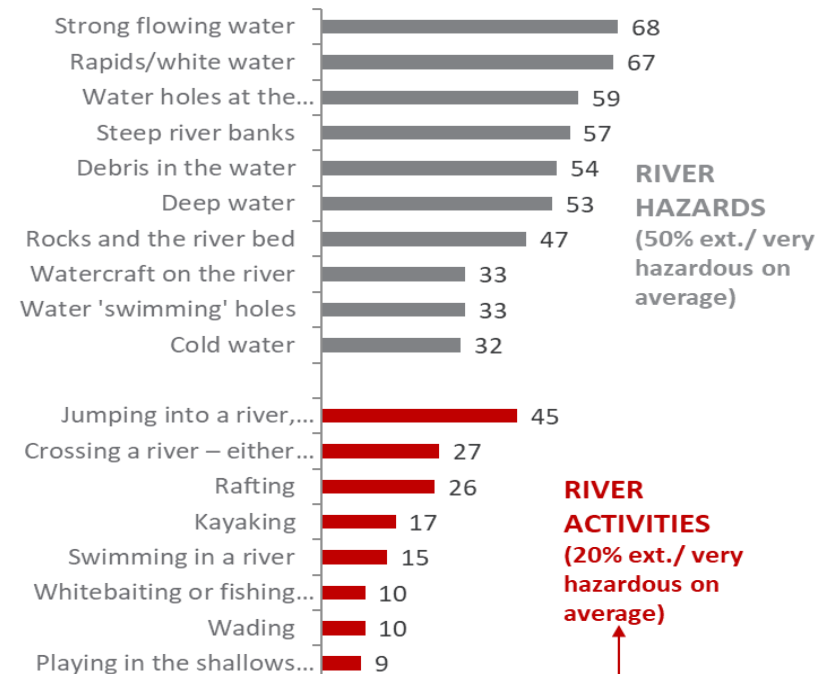
# Executive summary (3)

## 4- Coastal and river hazards

- On average 1 in 5 would consider ocean or river activities extremely or very hazardous, with some obvious differences i.e. rock fishing vs land-based fishing on the coast or jumping vs. wading in rivers.
- However, it is interesting to see how people are well aware of some ocean coastal and river hazards, but do not associate/link these risks with the corresponding coastal/river activities:
  - 39% consider waves extremely or very hazardous while only 19% think the same for surfing.
  - 47% consider rocks/rocky platforms extremely or very hazardous but only 36% would say this for rock fishing.
  - 76%/68% consider rips/strong river currents extremely or very hazardous while only 14/15% for swimming.



**31% find the COAST (extremely or very) hazardous**



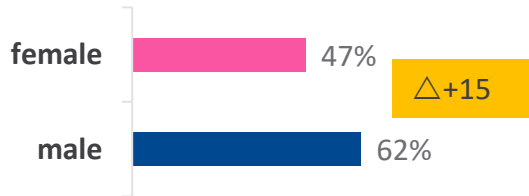
**22% find the RIVERS (extremely or very) hazardous**

# Executive summary (4)

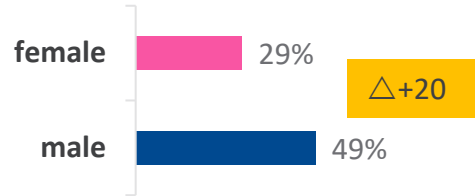
## 5- Swimming ability in the ocean is “low” and even lower among females: a clear gender gap

- Overall, 28% of adults are competent swimmers, 34% are average swimmers and 36% are weak swimmers or can't swim. Swimming ability increases among those (58%) who ever had swimming lessons. Only 1 in 2 adults in New Zealand can swim 50 meters without stopping.
- Swimming ability in the ocean is much lower than overall swimming ability. In the ocean, 47% are weak swimmers or can't swim; whereas the proportion of competent swimmers decreases to 21%. Only 4 in 10 can swim 50 meters in the ocean without stopping and this proportion rarely exceeds 70% among participants of coastal activities.
- There is a gender gap in swimming ability, that cannot be explained by previous swimming lessons:

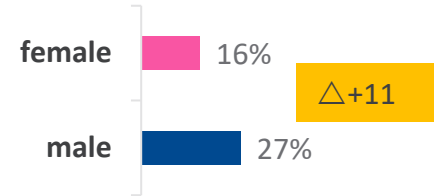
54% can swim 50 meters without touching the bottom



39% can swim 50 meters in the ocean without touching the bottom

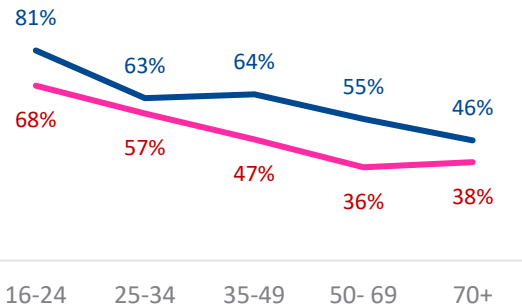


21% have swum 50 meters in the ocean in the last 18 months

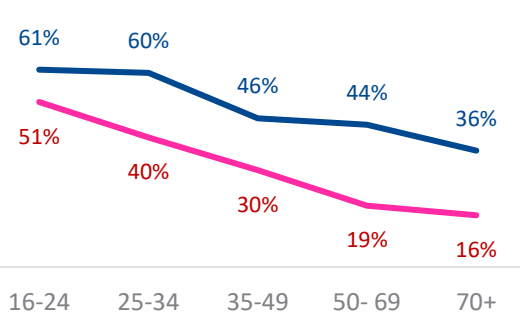


- This swimming ability gender gap can be seen across all age groups, as the proportion who can “swim 50 meters without touching the bottom” (overall and in the ocean) is always significantly higher amongst males, across all age groups:

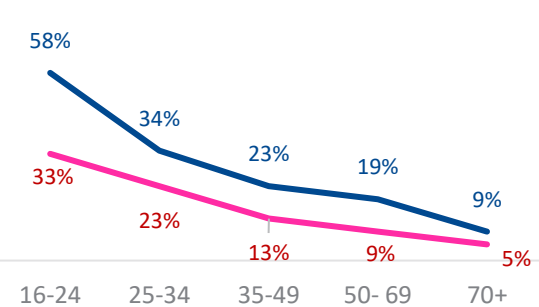
Can swim 50 meters without touching the bottom



Can swim 50 meters in the ocean without touching the bottom

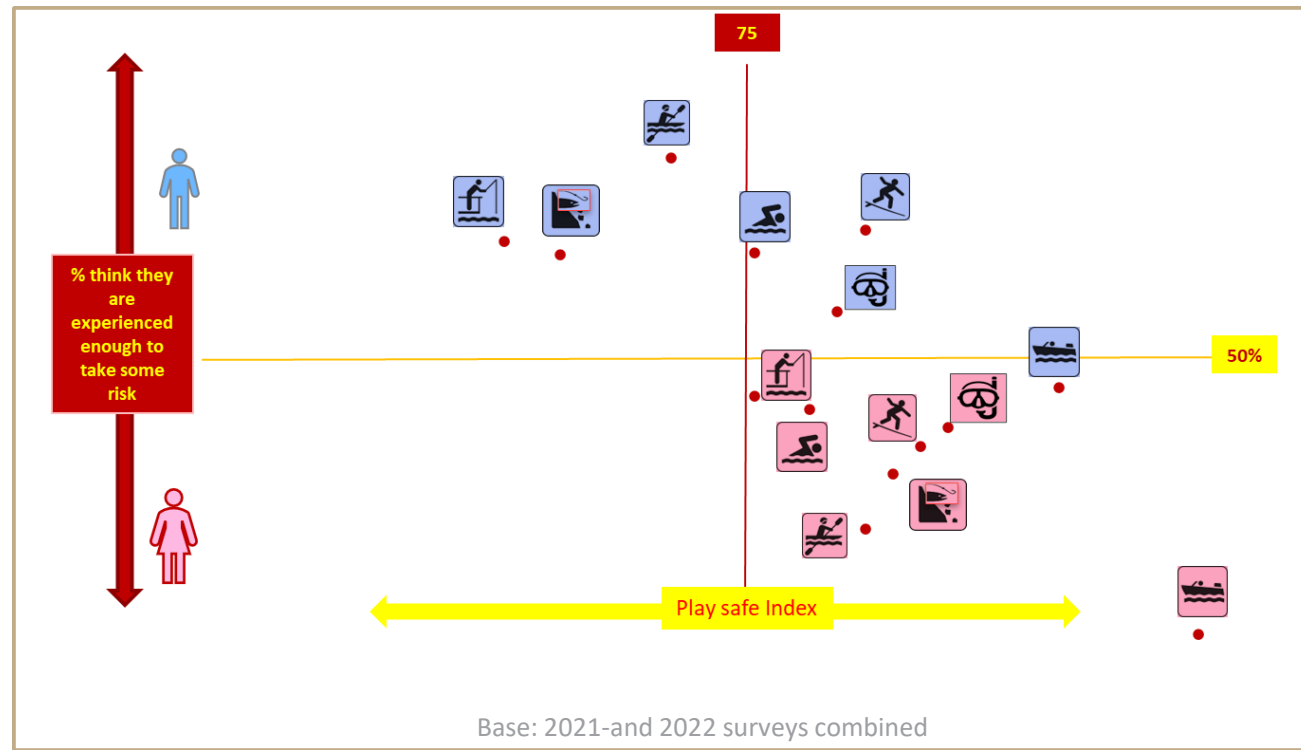


Have swum 50 meters in the ocean in the last 18 months



# Executive summary (5)

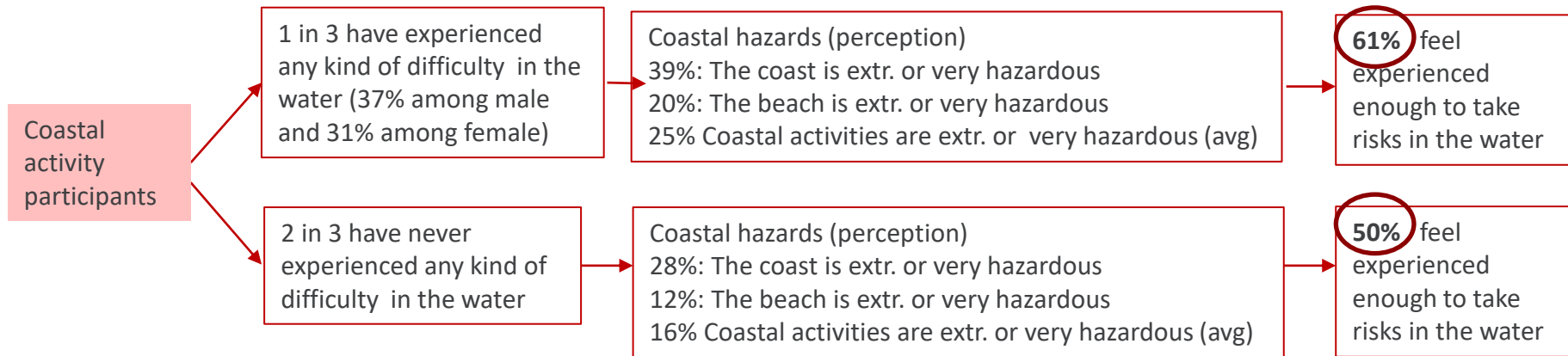
- Some behavioural differences also exist by gender, as almost 2 in 3 male participants in coastal activities (62%) consider themselves experienced enough to take some risk when participating in their favourite coastal activities; whereas this proportion of “risk takers” is only at 46% among female participants.
- When using two years of data (2021 and 2022), the analysis “willingness to take risk by gender” can be done by activity (except for jet ski and scuba diving). The combination with safety practices (using Play safe index 2021-2022) confirm that females not only tend to follow safety practises more often (slightly better Play Safe Index) but they are significantly less likely to consider themselves experienced enough to take risks while participating in their favourite coastal activities (see mapping).
- There are also gender differences in safety attitudes:
  - 13% of males would feel comfortable entering the ocean when the red flag- which means no swimming- is flying on the beach (vs 5% for females)
  - 22% of males would feel comfortable swimming outside the flags when they are at a lifeguarded beach (vs 14% for females)
  - And the recall of standard/ basic coastal safety messages is always lower amongst males.





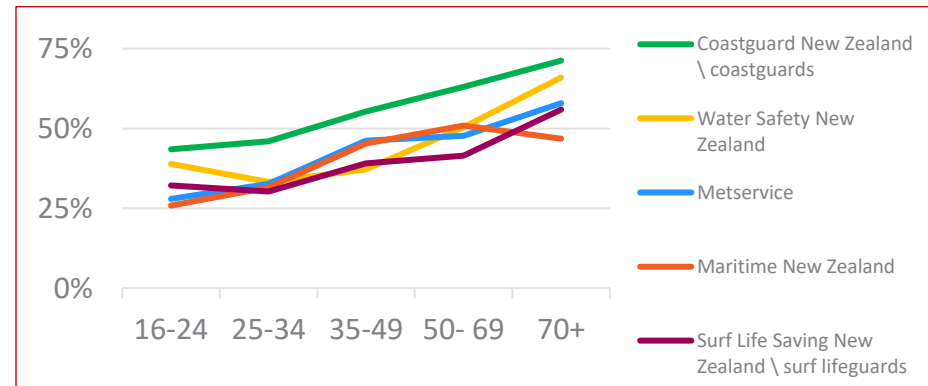
# Executive summary (6)

- Taking risks is one thing, experiencing difficulty in or on the water or even being rescued is another one. Overall, more than 1 in 4 new Zealanders (27%) have ever experienced some kind of difficulty in or on the water, while participating in coastal activities. Among active coastal participants this proportion is at 33%.
- Having experienced any kind of difficulty in the water or on the water does increase their perception of hazard for the coast and coastal activities BUT this doesn't reduce their confidence, as more participants consider themselves experienced enough to take risks in their favourite coastal activities. Surprisingly, a previous stressing experience is not restraining but boosting their confidence in the water and willingness to take risk.



## 6- Coastal safety information

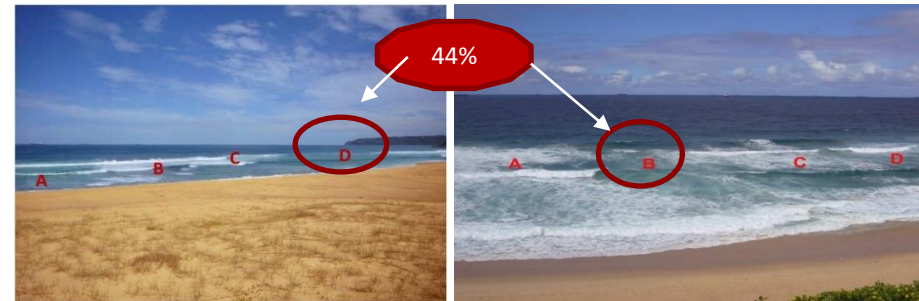
- For coastal safety information, New Zealanders would turn to different coastal authorities (see chart by age for Coastguards, Surf Life Saving New Zealand/surf lifeguards, Water Safety New Zealand, Metservice, Maritime New Zealand), as long as they provide information online. Not all app/websites are reaching large audiences, but some like Met Service or Safe Swim in Auckland region, are 'popular'.



# Executive summary (7)

## 7- Rips are the number one coastal hazard in New Zealand; however ...

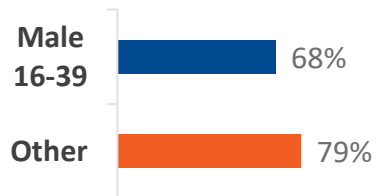
- 3 in 4 New Zealanders consider rip currents as extremely or very dangerous , 78% among swimmers but...
  - Only 52% of swimmers are extremely or very concerned about being caught unintentionally in a rip.
  - 50% of swimmers always *look for the presence of rip currents in the area prior to entering the water*. The reasons why half don't always do it are ....
    1. *Don't know what to look for, not able to identify a rip.*
    2. *Lazy, don't always pay attention, forget.*
    3. *Don't care, can't be bothered*
- In New Zealand 41% are confident they can spot a rip; however, at the rip identification test (using the two pictures below) 44% of them have correctly identified both rips (vs. 30% correctly identified only one rip out of two and 26% gave incorrect responses for both or don't know). More concerning, only 56% of those who are confident they can spot a rip, got it right at the rip ID test.
- Some differences exist by demographics/ethnicity:
  - Māori are over-represented in this “rip over-confidence” group (53% confident) but only 49% of them have correctly identified rips at the rip ID test. This could explain why Māori have the highest incidence of getting caught unintentionally in a rip (26%). They are also the first who are likely to swim out to rescue someone who is caught in a rip current (40% are likely to do so vs 21% among the rest of the population).
  - On the other hand, the Asian community has the lowest level swimming ability (only 1 in 4 can swim 50m in the ocean) and is not very knowledgeable about rips. They are obviously not confident they can spot rip and when they've been caught in one, they often have been rescued or helped to get out of it.



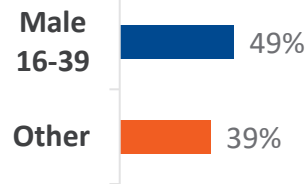
# Executive summary (8)

- The young males (under 40) are the core or primary target for rip prevention/communication: they tend to consider rips less hazardous; they think they know how to spot a rip, but their level of rip identification is much lower than for the rest of the population. So, unsurprisingly, they are more likely to have been caught in rips.

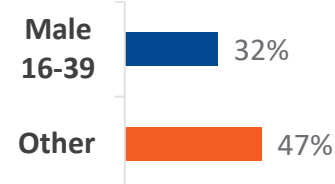
76% consider rip current as extremely or very hazardous



41% are confident they spot a rip

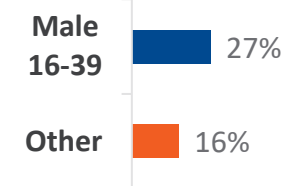


44% have correctly identified both rips



AND

18% have been caught unintentionally in a rip



## 8- Rips and communications

- As the majority cannot correctly spot rips, messaging around rip currents should also focus on *what to do in case you're caught in a rip*. 1 in 6 adults in New Zealand (18%) have ever been caught in a rip, and most of them got out of the rip by themselves (vs 37% who received some help/were rescued).
- The 3R's campaign has a solid potential but should be more visible/used more often, to be seen by a larger proportion of the general public: currently 17% remember seeing the 3R's poster and 24% said they've heard of the 3Rs BUT ...



- 9 in 10 agree the messages on this poster are clear and easy to understand
- 9 in 10 agree they feel better informed with this poster on what to do if caught in a rip current
- 8 in 10 would RELAX, stay calm and float
- 8 in 10 would RAISE their hand to signal for help
- 2 in 3 would RIDE the rip until it stops

- Interestingly, the 3R's campaign has reached its *core target* as recall of the poster and 3R's awareness are significantly higher among young males aged 16-39: 32% recall and 37% awareness vs 13% and 21% for the rest of the population). It is important to continue these messages, in order to change young males' perceptions, attitudes and ultimately behaviours.

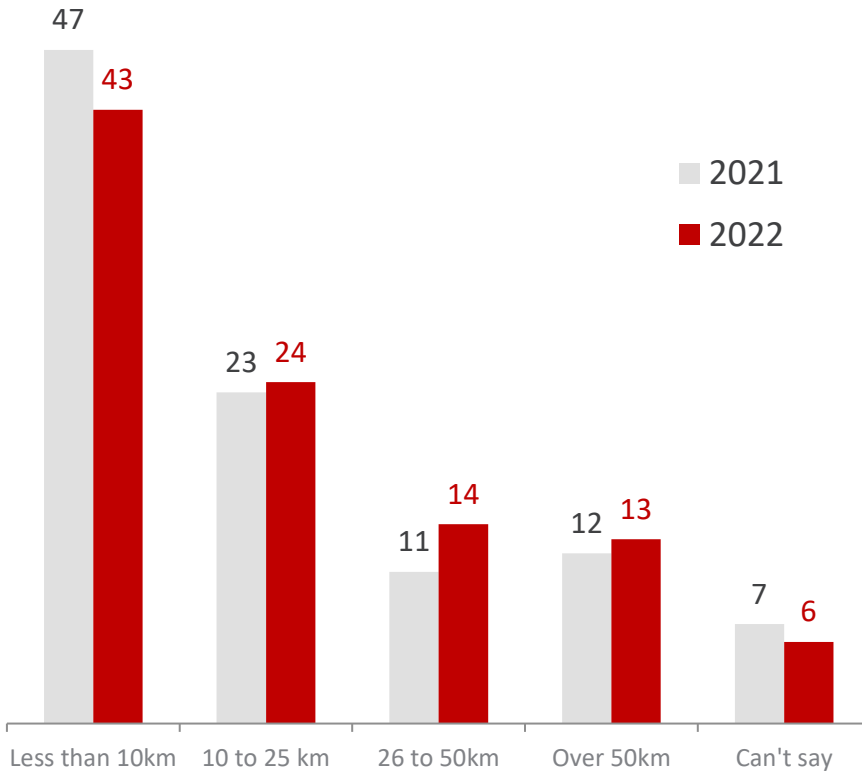
**National Coastal  
and Water Safety  
Survey 2022**

**Part 1:  
The coast,  
the beach  
and swimming  
abilities**



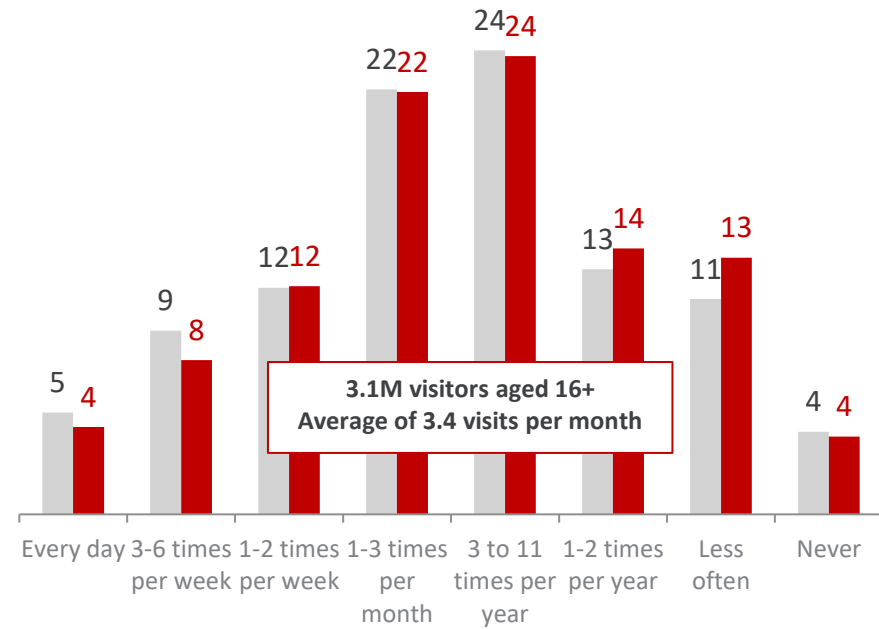
# The coast

## Distance live from the coast



## Frequency visit the coast

At least weekly: 24%  
 At least monthly: 46%  
 At least annually: 83%

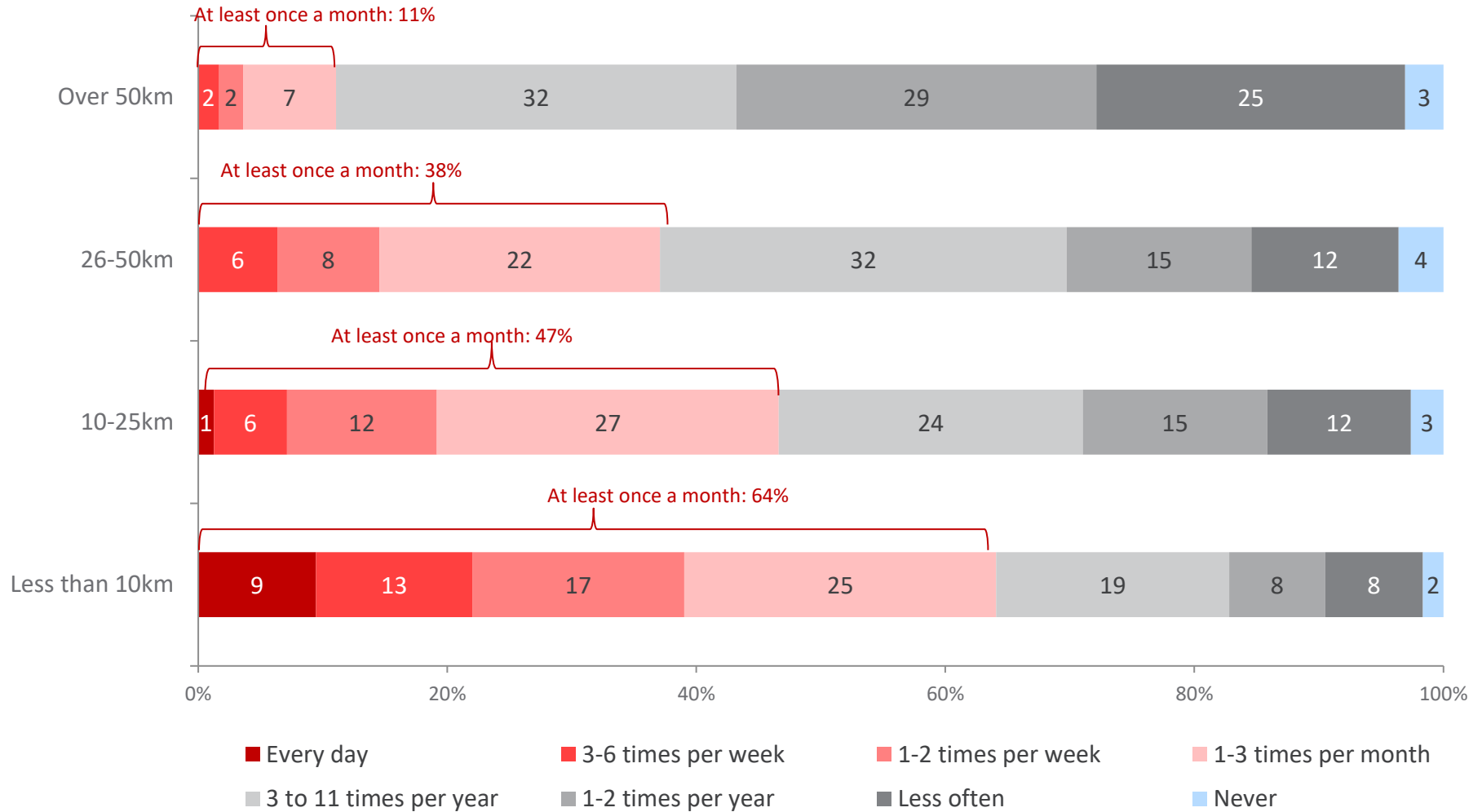


**3.1M visitors aged 16+**  
**Average of 3.4 visits per month**

Base: Adults aged 16+ (n=1049, 1027)

# The coast: Relationship between distance and frequency

## Frequency visit the coast by distance live from the coast



Total	<i>Distance from the coast</i>			
	Less than 10km	10-25km	26-50km	Over 50km
3.4 visits to the coast on average per month	5.6 visits p.m.	2.4 visits p.m.	2.1 visits p.m.	0.7 visit p.m.
2.1 hours on average per visit to the coast	1.8 hours	2.1 hours	2.4 hours	2.6 hours
<b>± 80 hours on the coast per person and per year</b>	<b>± 120 hours</b>	<b>± 60 hours</b>	<b>± 60 hours</b>	<b>± 20 hours</b>

# Coastal visits, by region

## NEW ZEALAND

- 3.1M visitors in P12M (3.1M visitors in 2021)
- 3.4 visits per month (3.8 visits in 2021)
- 2.1 hours per visit (2.0 h in 2021)
- 2.1M participation in coastal activities in P12M (2.2M participants in 2021)

## REST OF NORTH ISLAND

- 0.9M visitors
- 3.2 visits per month
- 2.2 hours per visit
- 0.6M participation in coastal activities

## AUCKLAND

- 1M visitors
- 3.8 visits per month
- 2.1 hours per visit
- 0.7M participation in coastal activities

## WELLINGTON

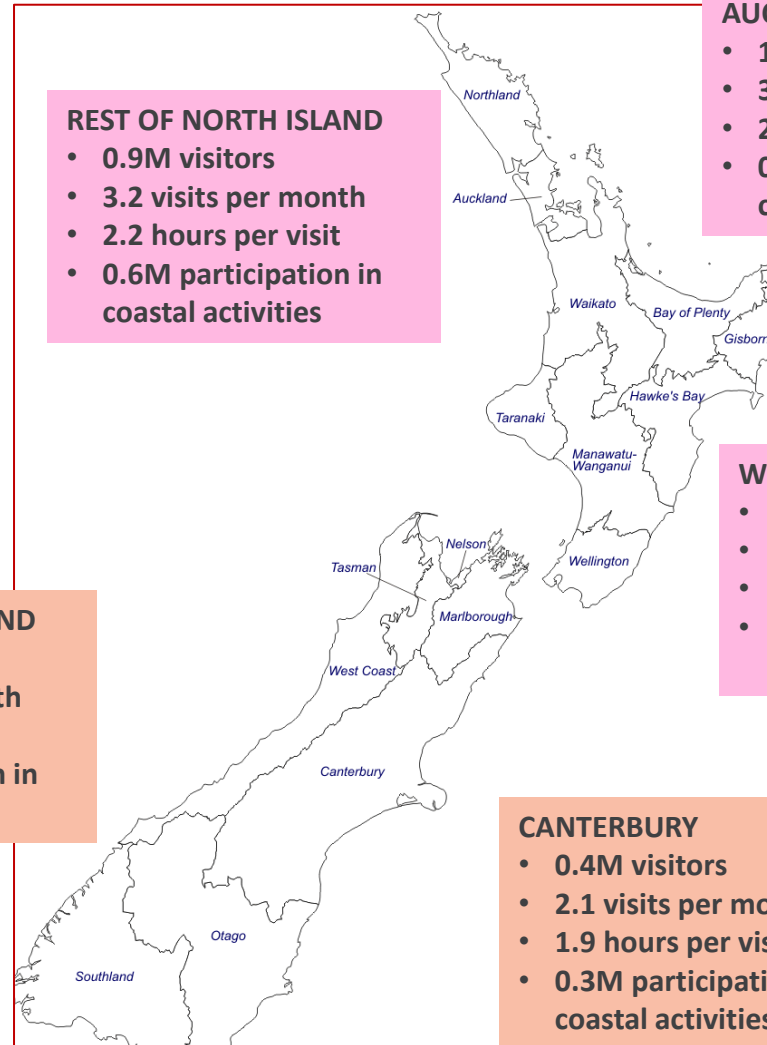
- 0.3M visitors
- 3.5 visits per month
- 1.8 hours per visit
- 0.2M participation in coastal activities

## REST OF SOUTH ISLAND

- 0.4M visitors
- 4.1 visits per month
- 2.0 hours per visit
- 0.2M participation in coastal activities

## CANTERBURY

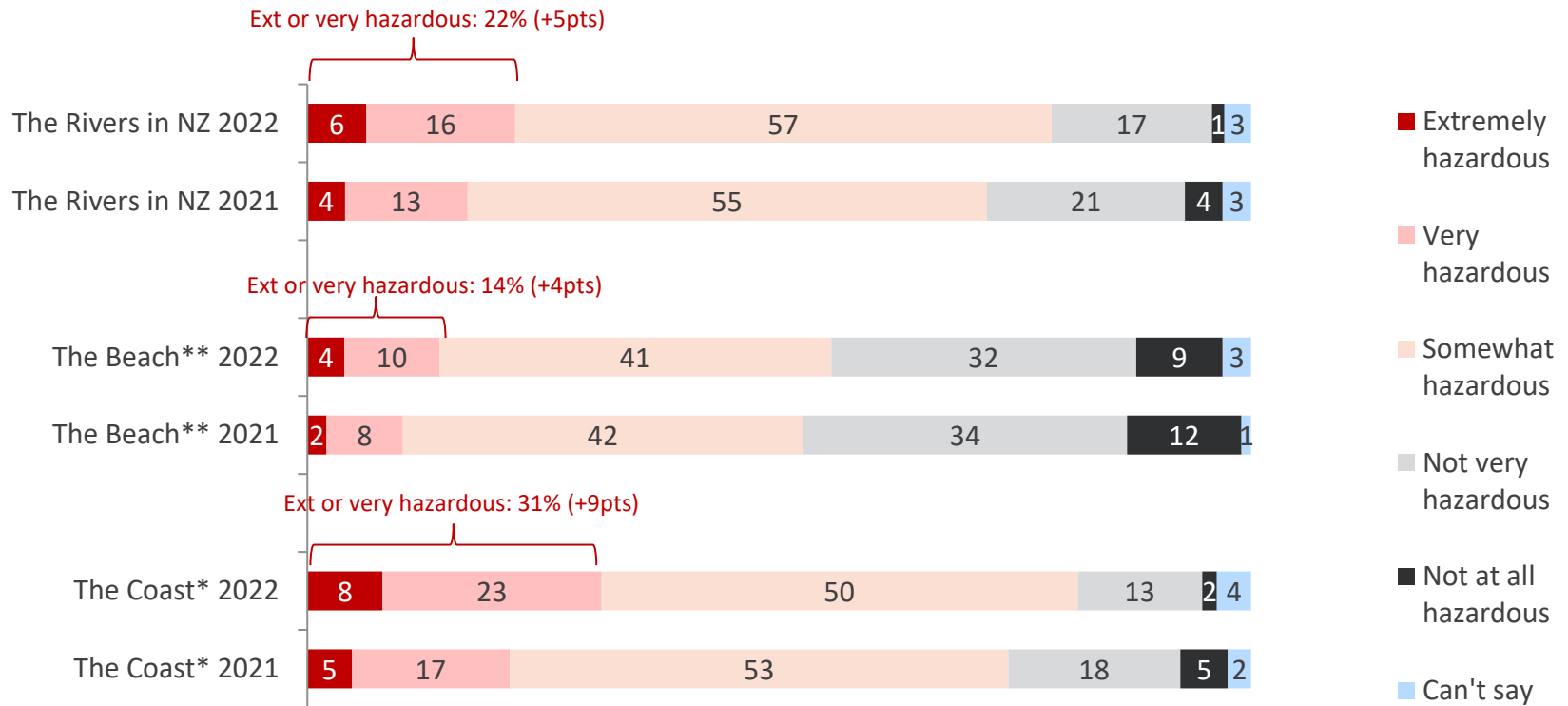
- 0.4M visitors
- 2.1 visits per month
- 1.9 hours per visit
- 0.3M participation in coastal activities



Base: Adults aged 16+ nationally



# Consider to be hazardous



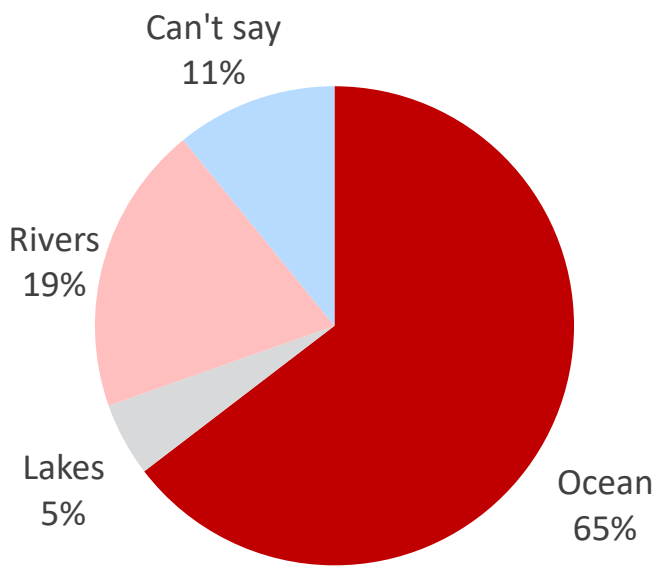
**(\*) Coast + the ocean and surf zone and the adjacent rocky coast.**

**(\*\*) Beach = the ocean and surf zone and the adjacent sandy beach**

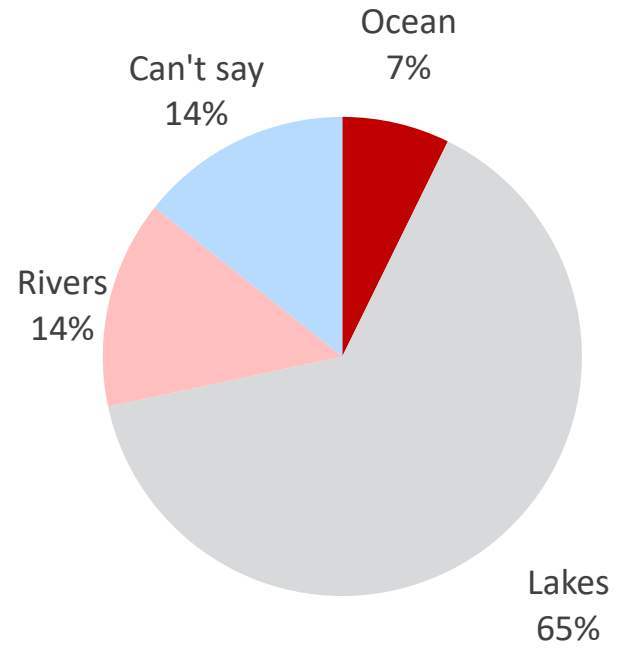
Base: Adults aged 16+ nationally (n=1049 in 2021, 1027 in 2022)

# The ocean is the most hazardous, the lakes are the least hazardous

The most hazardous

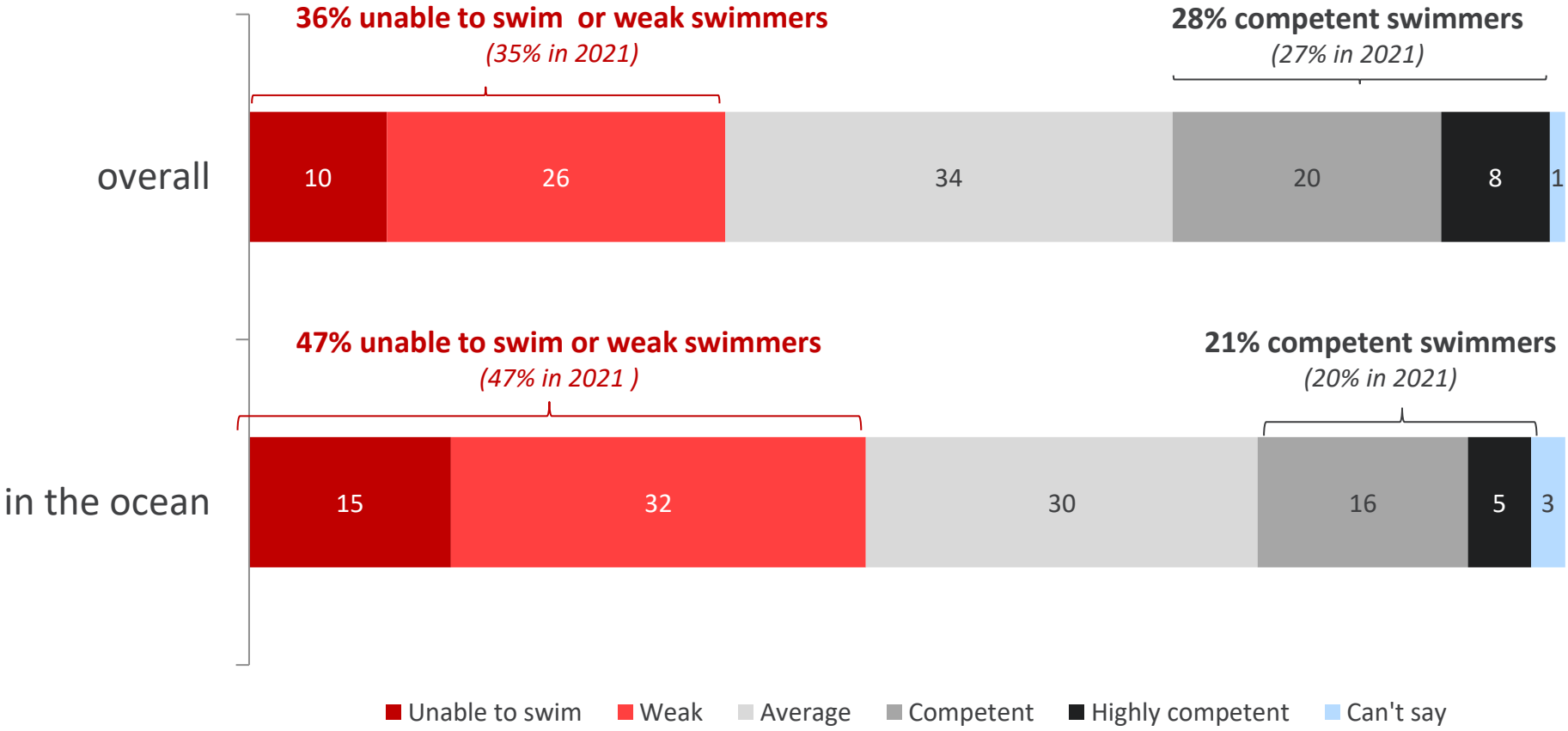


The least hazardous



Base: Adults 16+ nationally (n=1027)

# Swimming ability overall and in the ocean

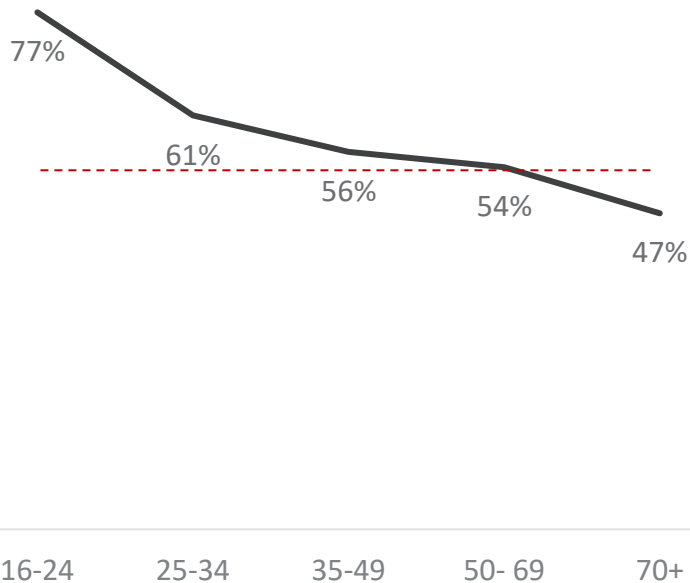


→ With no significant differences by gender

Base: Adults aged 16+- (n=1027)

# 58% have participated in swimming lessons

## Participation in swimming lessons by age



Base: Adults aged 16+

→ But no significant differences by gender

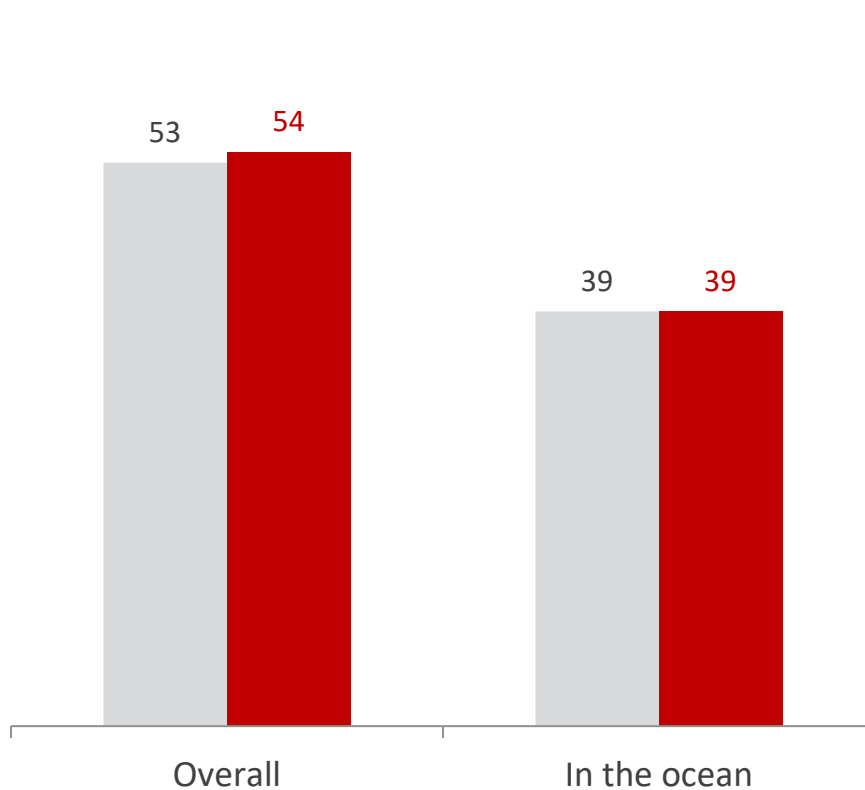
## Overall swimming ability and participation in swimming lessons in NZ

	Participated in swimming lessons	
	Yes	No
Unable to swim	5%	19%
Weak swimmer	21%	33%
Unable to swim or Weak swimmer	26%	52%
Average swimmer	36%	32%
Competent swimmer	27%	11%
Highly competent swimmer	11%	4%
Competent or Highly competent swimmer	38%	15%

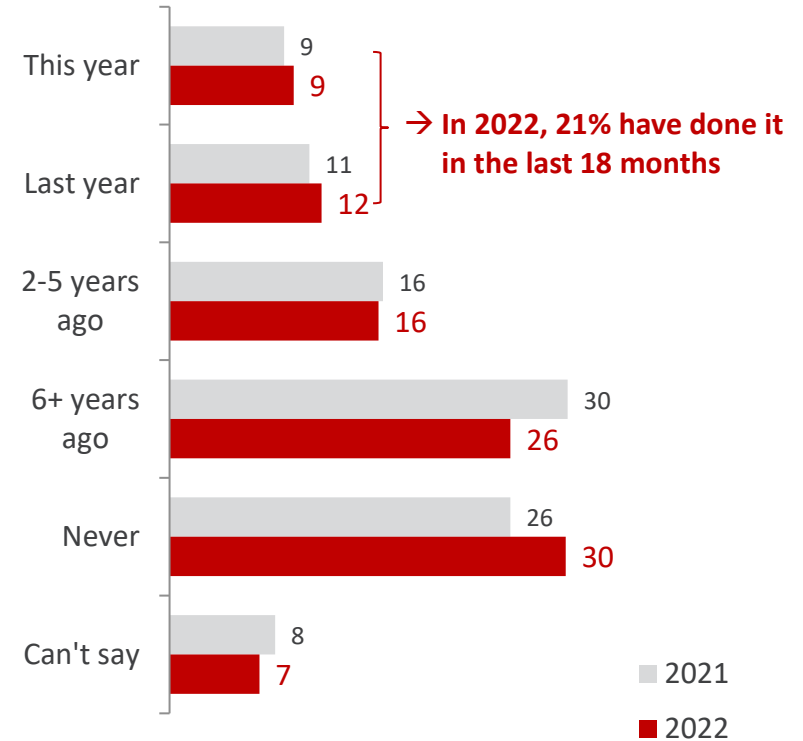
Base: Adults aged 16+ who have participated in swimming lessons (n=587) and who haven't (n= 440)

# Swimming ability - 50 metres

## Swim 50m without stopping



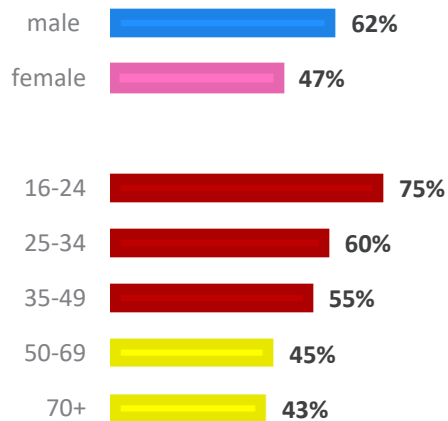
## Last time swam 50m without stopping in the ocean



Base: Adults aged 16+ nationally (n=1049, 1027)

# Swimming ability by gender and age

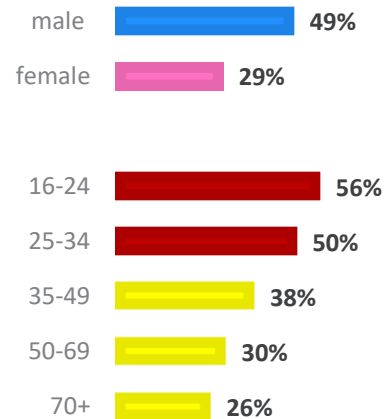
54% can swim 50 meters without touching the bottom



## Overall swimming ability (male vs female)

- Unable to swim /weak swimmers: 34% vs 38%
- Average swimmers: 37% vs 31%
- Competent swimmers: 28% vs 29%

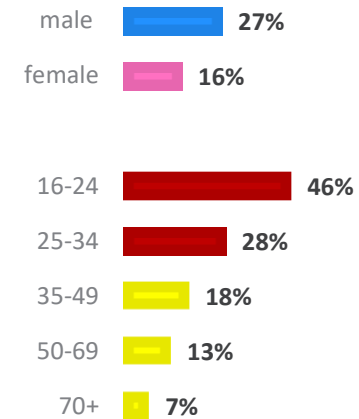
39% can swim 50 meters in the ocean without touching the bottom



## Ocean swimming ability (male vs female)

- Unable to swim /weak swimmers: 44% vs 50%
- Average swimmers: 33% vs 27%
- Competent swimmers: 22% vs 20%

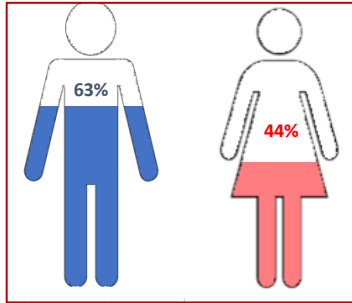
21% have swum 50 meters in the ocean in the last 18 months



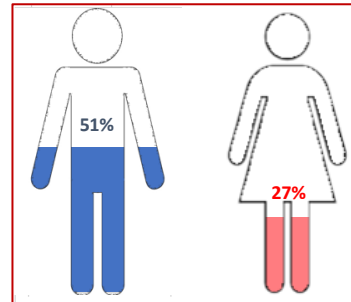
# In summary

With regards to swimming ability (self assessment) a gender gap exists that cannot be explained by previous swimming lessons

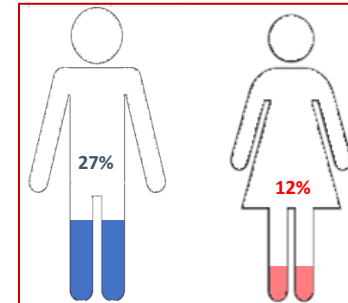
2021



Can swim 50 meters without touching the bottom

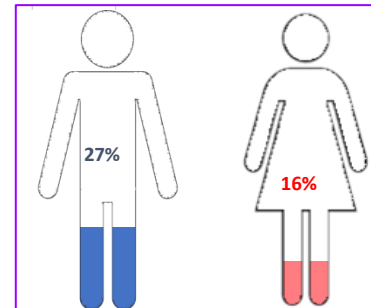
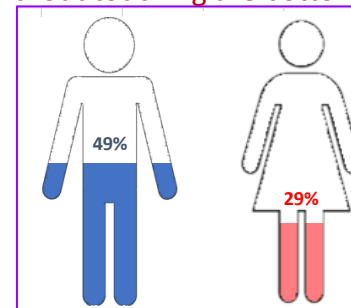
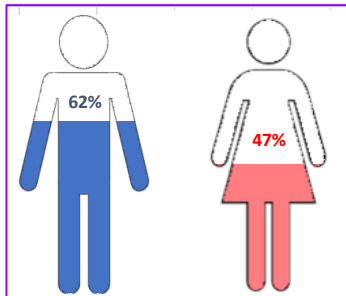


Can swim 50 meters in the ocean without touching the bottom



Have swum 50 meters in the ocean in the last 18 months

2022



Some behavioural differences also exist, as almost 2 in 3 male participants in coastal activities (62%) consider themselves *experienced enough to take some risk* when participating in their favourite coastal activities; whereas this proportion of “risk takers” is only at 46% among female participants








# Comparing risk and safety practises ... by gender

Averages (M vs. F)








Index: 75 vs. 81 ( $\Delta-6$ )

Risk: 62% vs. 46% ( $\Delta+16$ )

## "Play safe index"

	Male	Female	Delta
	68	80	$\Delta-12$
	66	75	$\Delta-9$
	72	79	$\Delta-7$
	86	91	$\Delta-5$
	78	82	$\Delta-4$
	75	77	$\Delta-2$
	79	81	$\Delta-2$

## % of participants who feel experienced enough to take some risks

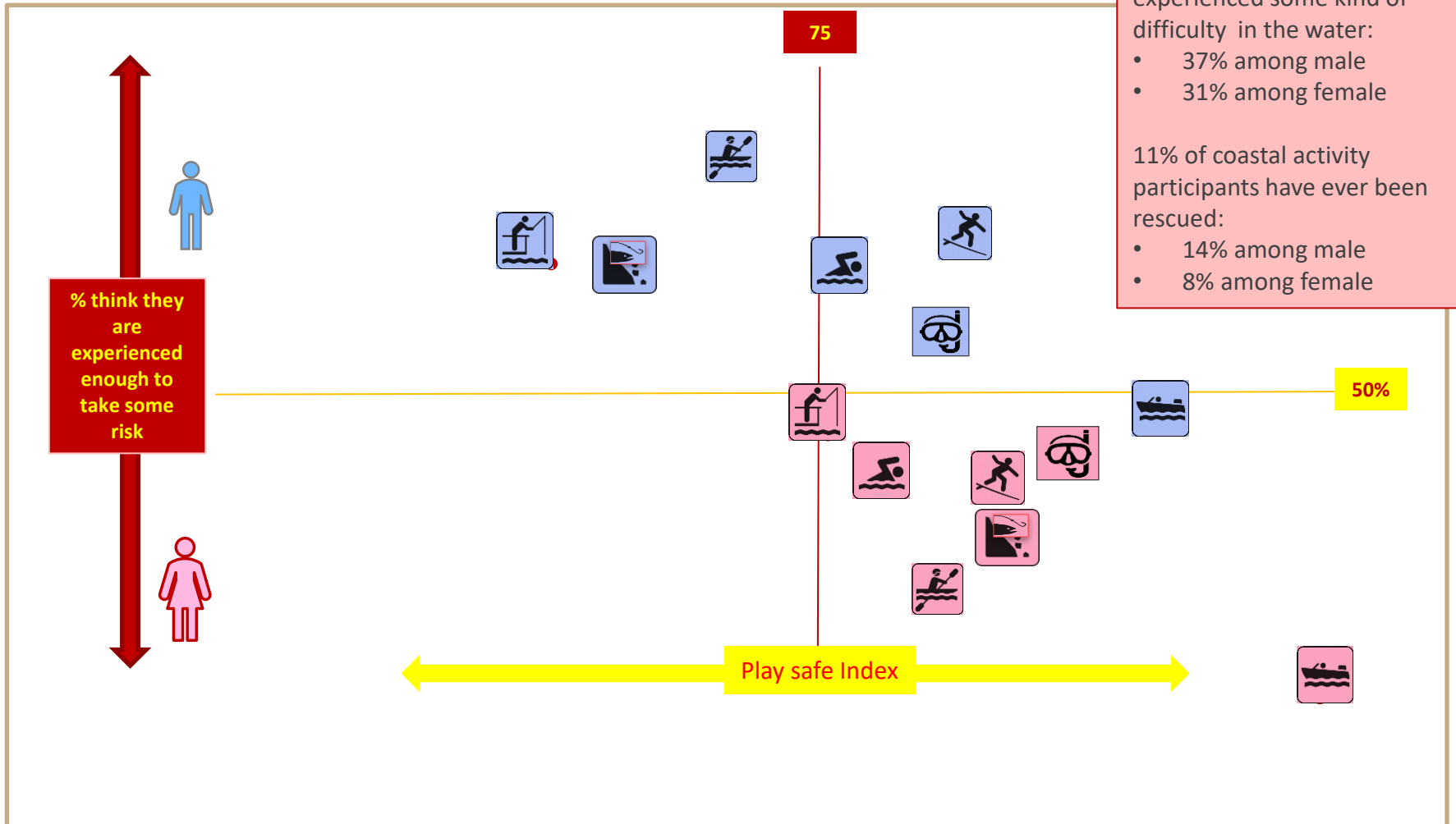
	Male	Female	Delta
	59%	40%	$\Delta+19$
	60%	46%	$\Delta+14$
	67%	35%	$\Delta+32$
	47%	26%	$\Delta+21$
	54%	44%	$\Delta+10$
	59%	45%	$\Delta+14$
	61%	42%	$\Delta+19$

Base: 2 years of data 2021 and 2022

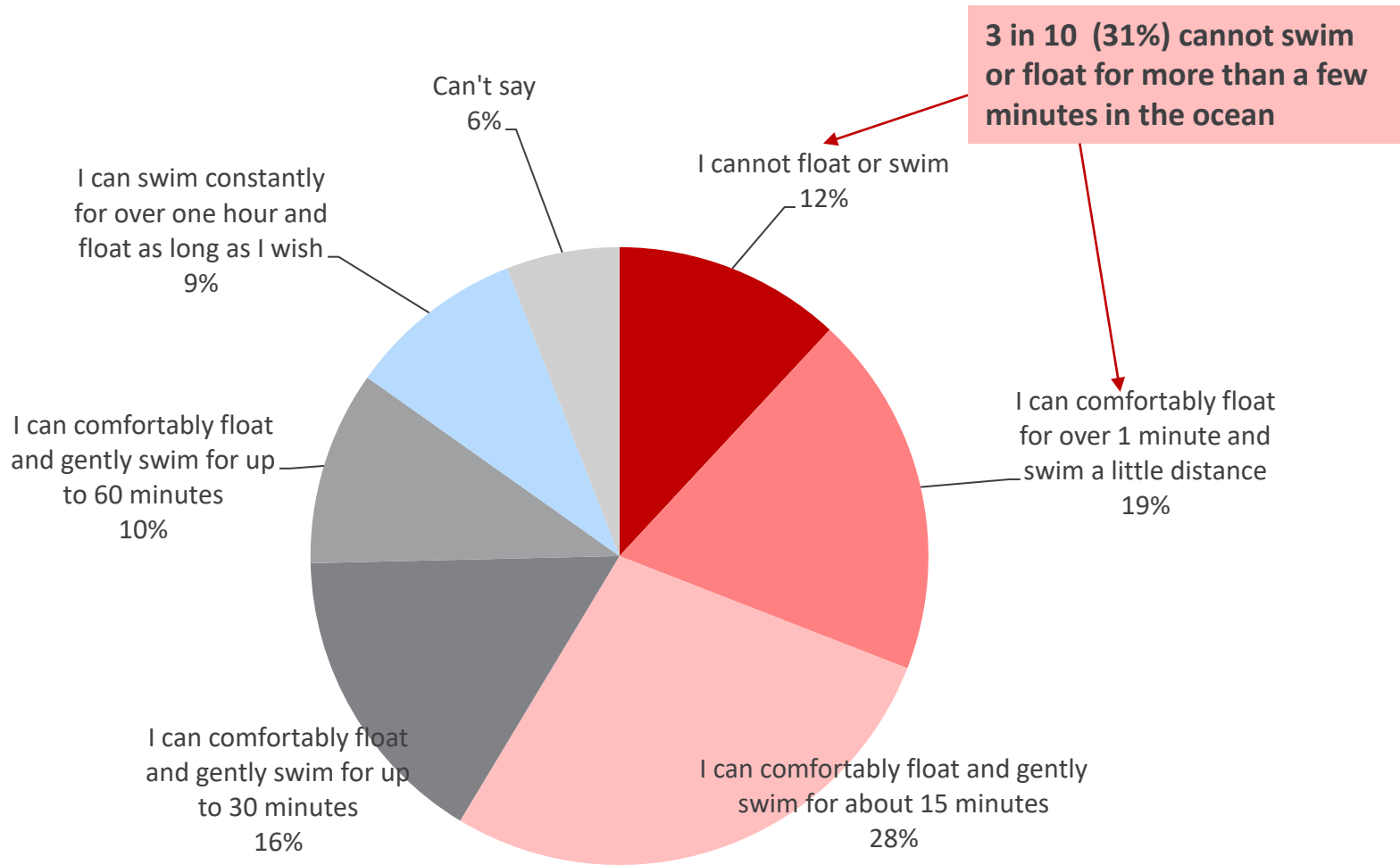


# Visualising the gender gap (using 2 years of data 2021 and 2022\*)

(\*) Not enough sample to show Scuba diving and jet ski



# Unaided swimming ability in coastal areas



→ *With no significant differences by gender*

Base: Adults aged 16+ nationally (n=1027)

# National Coastal Safety Survey 2022

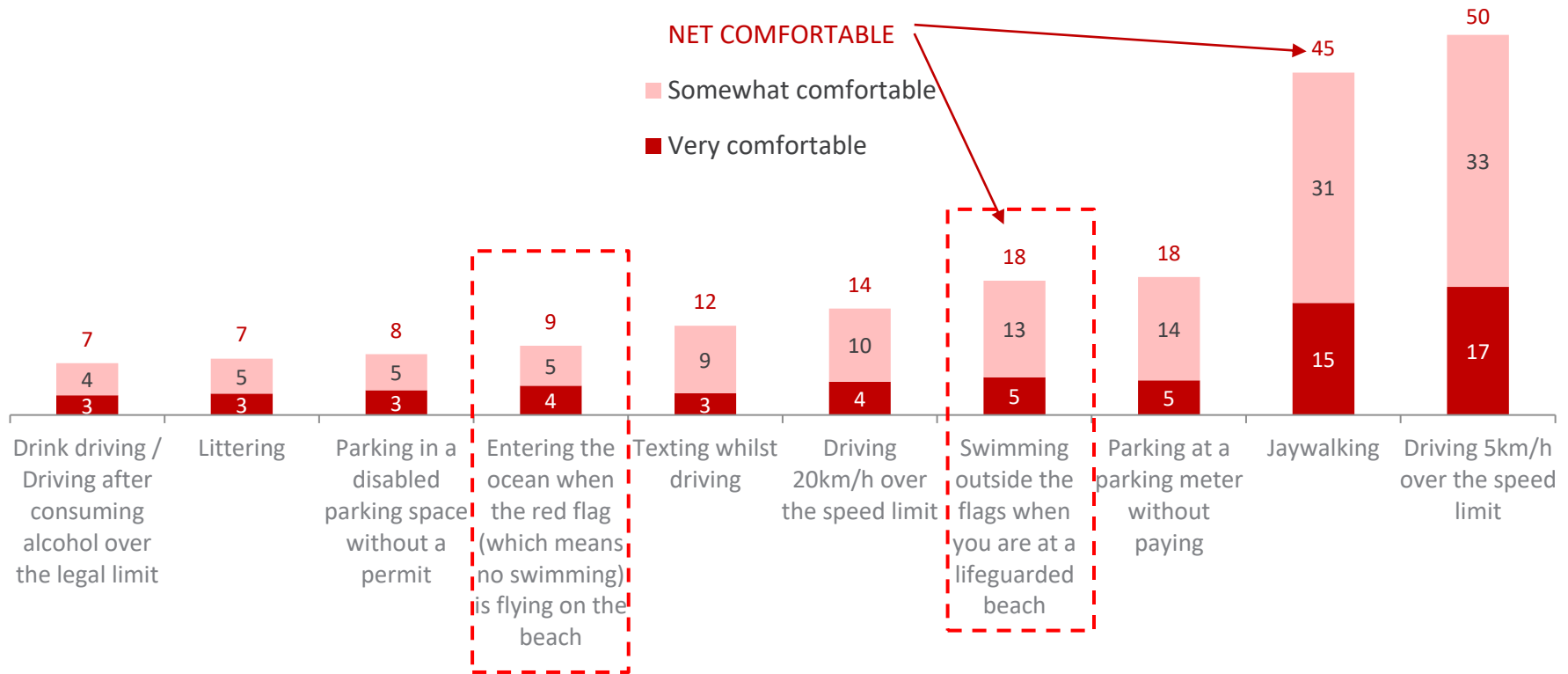
## Part 2:

## Coastal Safety: Attitudes, behaviours and messages



# Incivilities and comfort levels

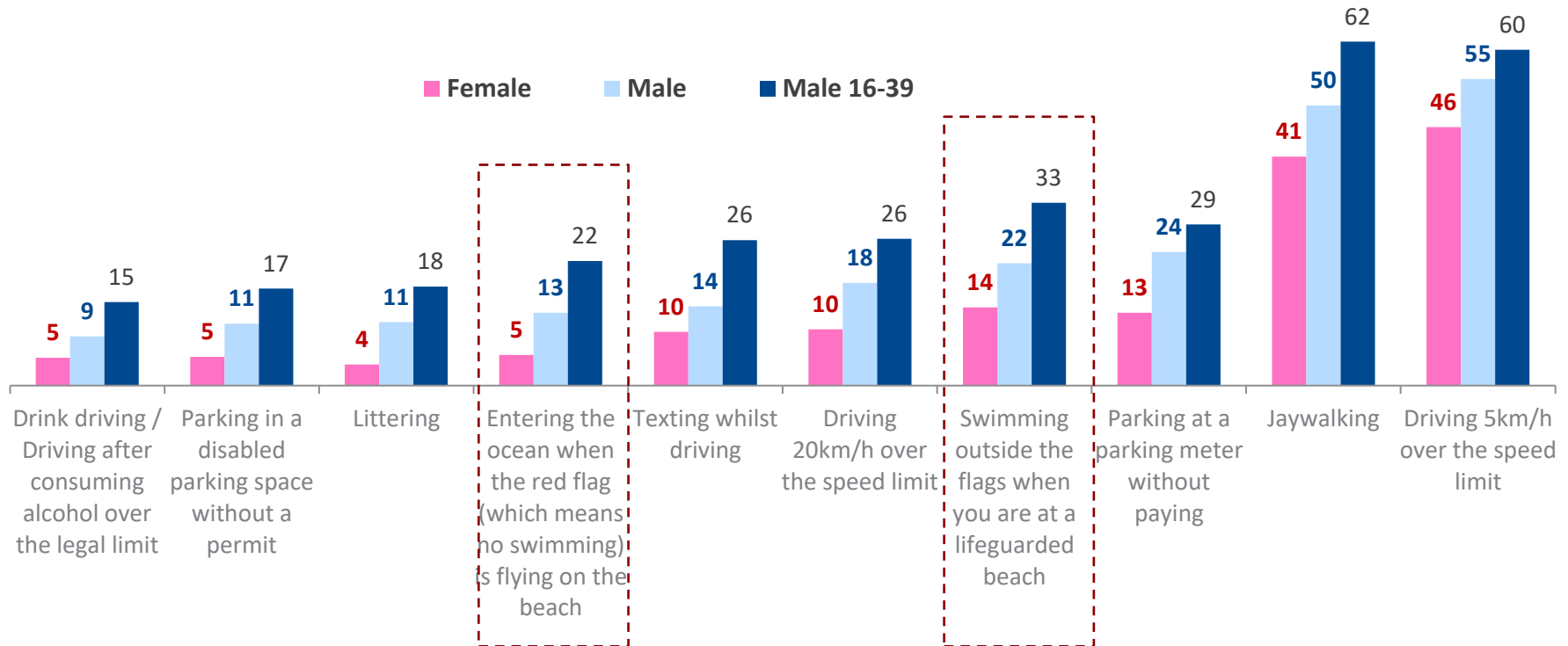
*To what extent would you feel comfortable or uncomfortable doing each of the following thing?*



Base: Adults aged 16+ (n=1027)

# Incivilities and comfort levels by gender and age

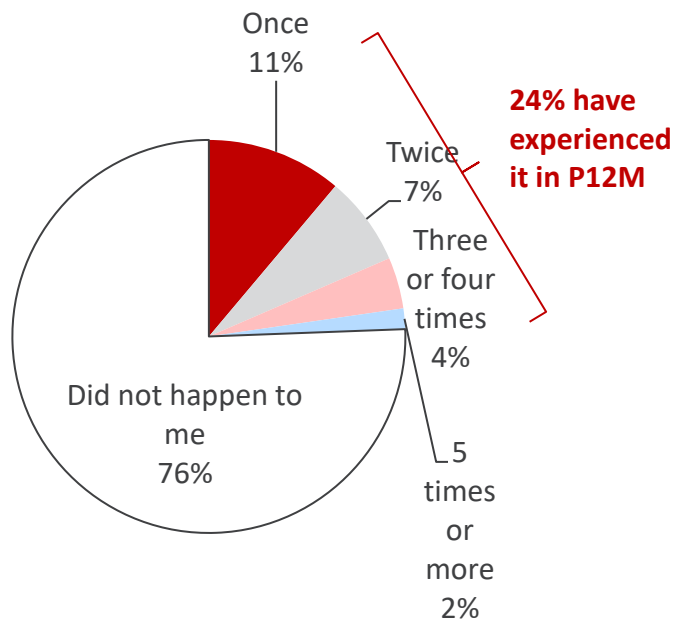
To what extent would you feel comfortable or uncomfortable doing each of the following thing? (% somewhat or very comfortable)



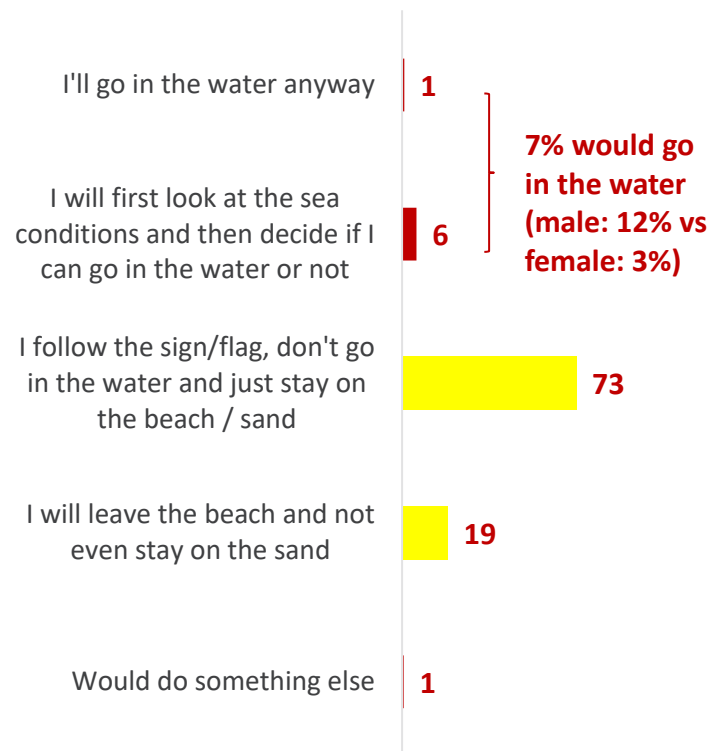
Base: Female n=553 , Male n =474, Male 16-39 n =186

# What if the *red flag is flying...*

*In the last 12 months, how many times have you been to the beach and found that the beach has a red flag flying, meaning dangerous conditions, no swimming?*



*What do you usually do when you see a sign like this or a red flag flying, meaning dangerous conditions, no swimming?*



Base: Adults 16+ nationally (n=1027)

# Why 7% would go in the water even if a red flag is flying

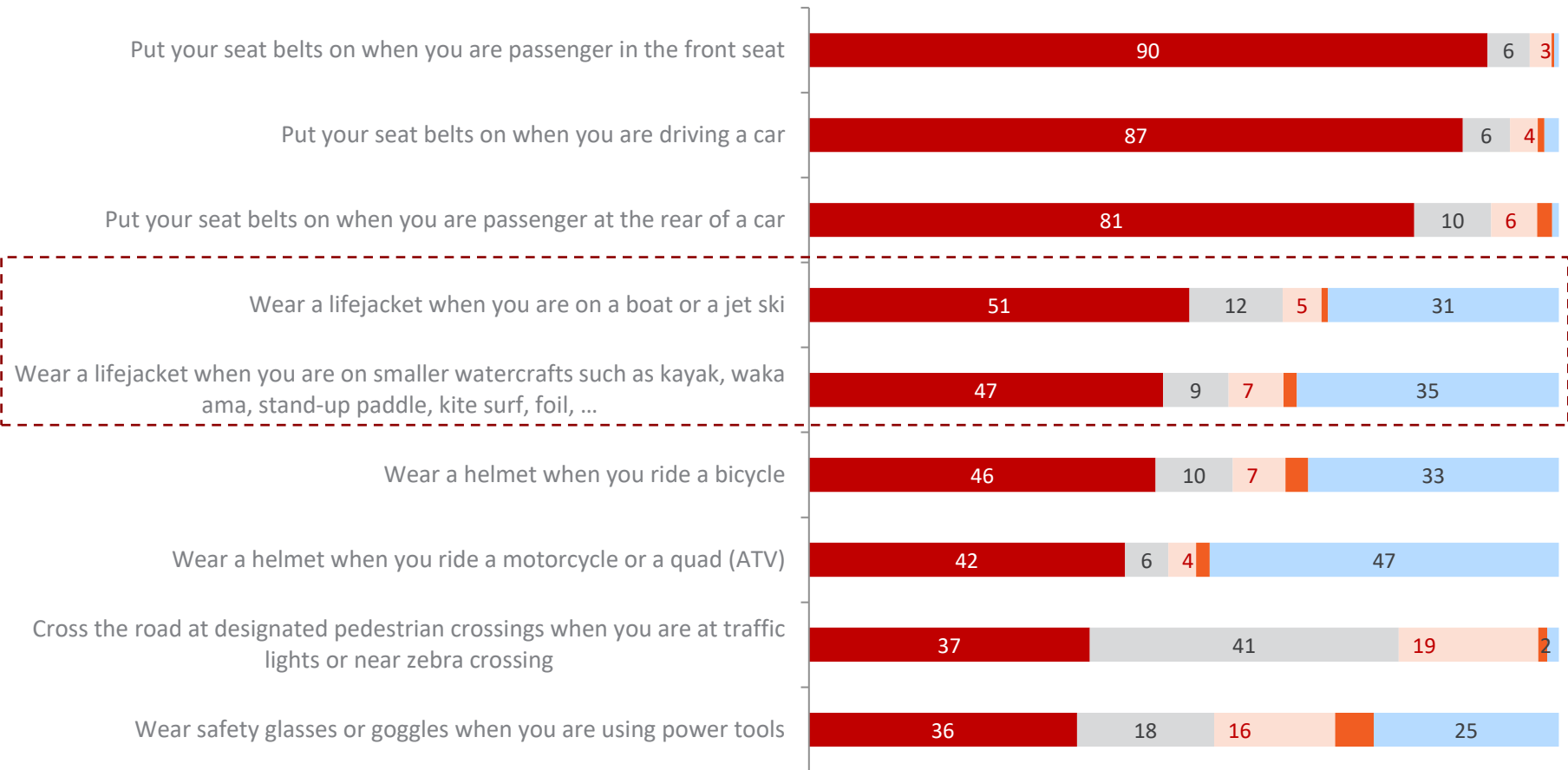


- Because I do not pay attention to the signs
- because I feel it's not too dangerous
- Because I felt confident enough in my lifeguarding skills to do so, or if there was an emergency that someone needed rescuing
- Because I want to go into the water
- Believe I'm a capable swimmer
- Cause i feel like it
- Depends on the weather conditions first
- I have been a rescue diver for 23 years, I am very confident in my abilities
- I have researched and understood it.
- I want to try
- I went to the beach to swim or surf but I am not going to sit down and watch it
- I won't go far
- I would assess first and only enter if it's safe to do so.
- I would look to see if a red flag was flying at the moment, especially if the sign was permanent or fixed. Then look at the water, waves, rip etc
- I would only go up to my knee deep in the water
- I would swim only very close to the shore
- I wouldn't go in very far just a little dip
- If I'm just paddling my feet
- If I'm there with the intention of swimming, then I want to swim.
- It doesn't specify why I can't swim
- it is dangerous
- It might still be safe to swim in the shallow part.
- it's fun to do so
- its just a sign
- just wade
- probably cos i would swim there still
- Sometimes the conditions may be alright to swim
- To have a dip and cool off or gather kai.
- To have fun
- want to swim
- won't go deep
- would only go in after making a full assessment

Base: Those who would go in the water even if there is a red flag flying, meaning dangerous conditions, no swimming? n= 67)

# Lifejackets and other safety practises

■ Always   
 ■ Most of the time   
 ■ Sometimes   
 ■ Never   
 ■ Can't say/ not applicable

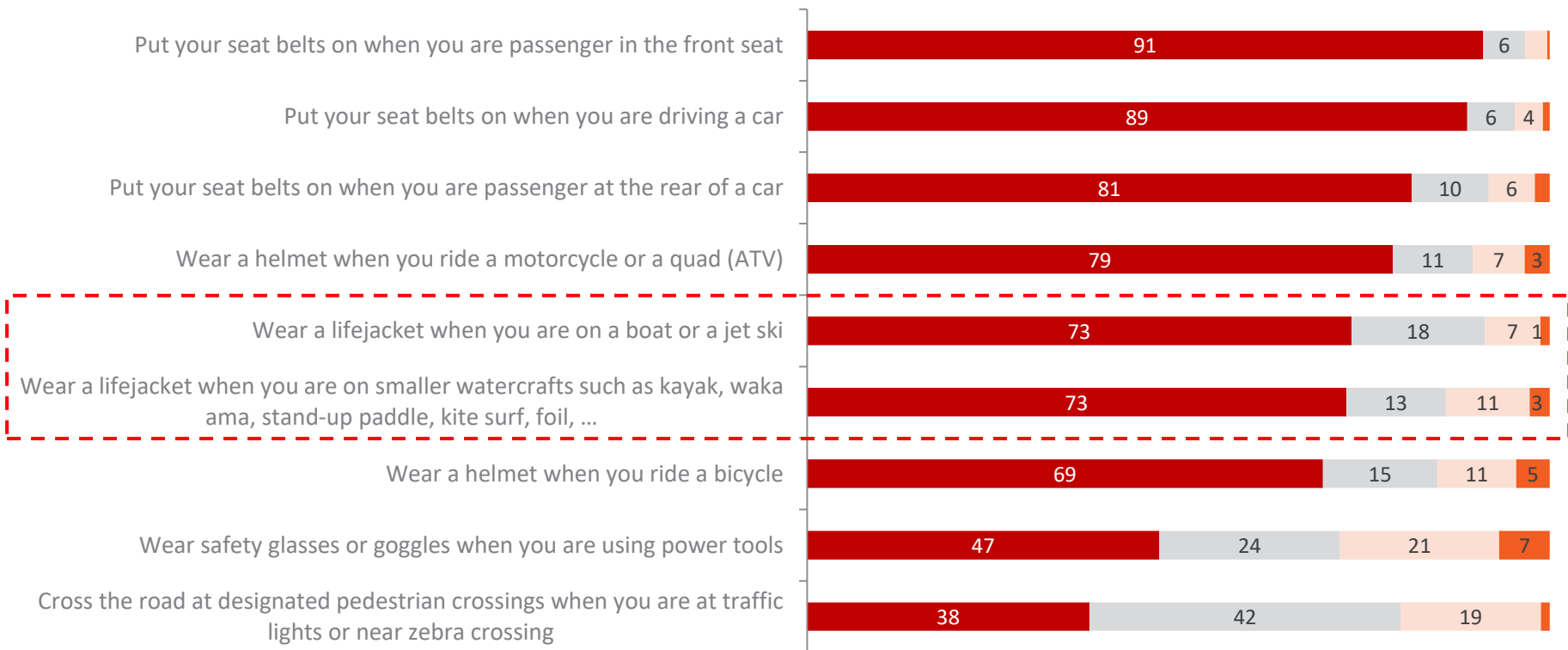


Base: Adults aged 16+ (n=1027)



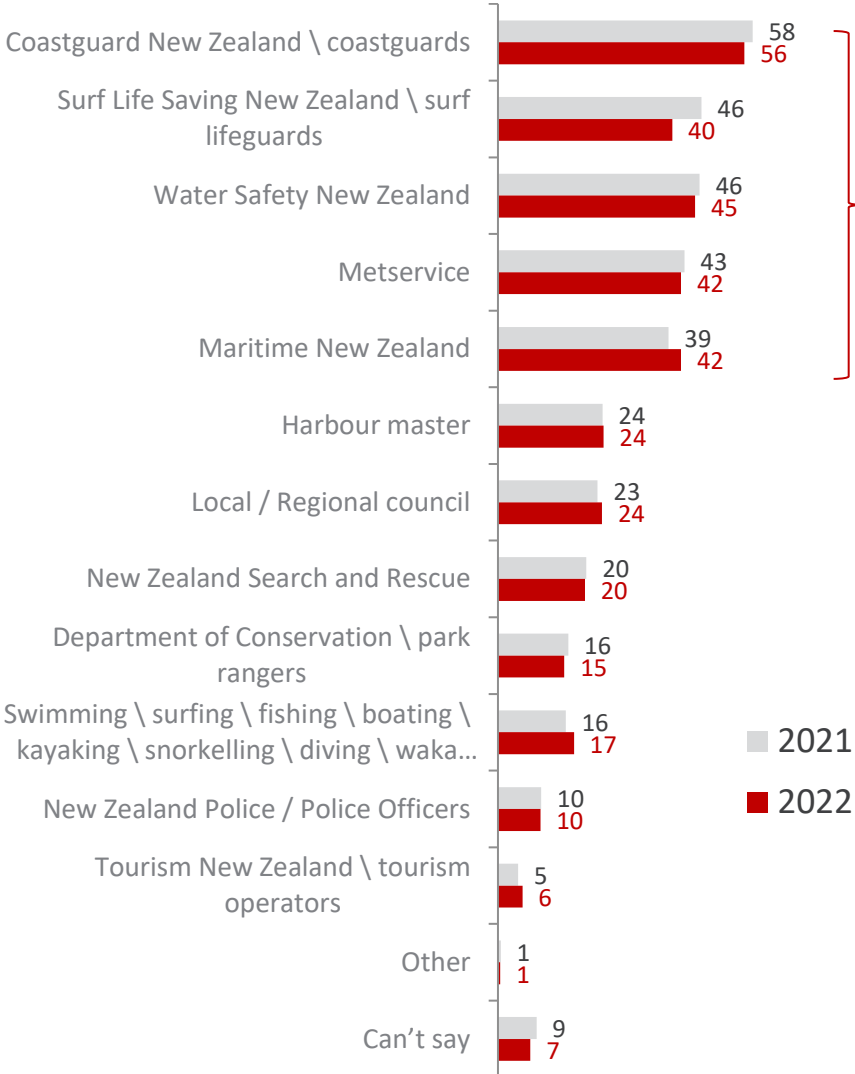
# Lifejackets and other safety practises

■ Always
 ■ Most of the time
 ■ Sometimes
 ■ Never



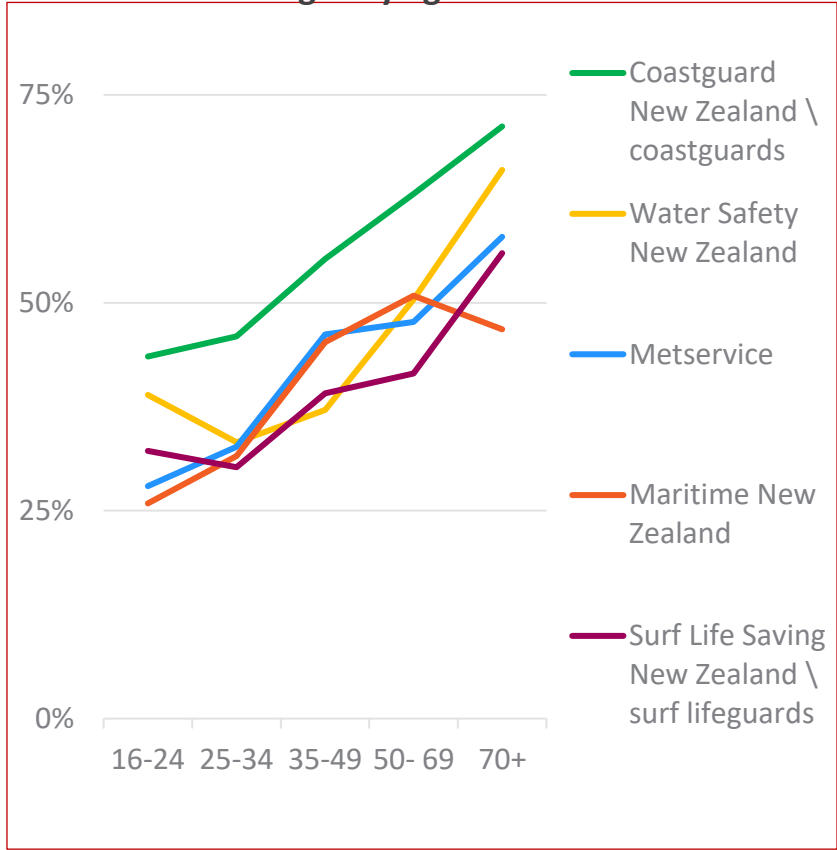
Base: Adults aged 16+ (excluding not applicable/can't say)

# Coastal safety – authority they would turn to / information sources



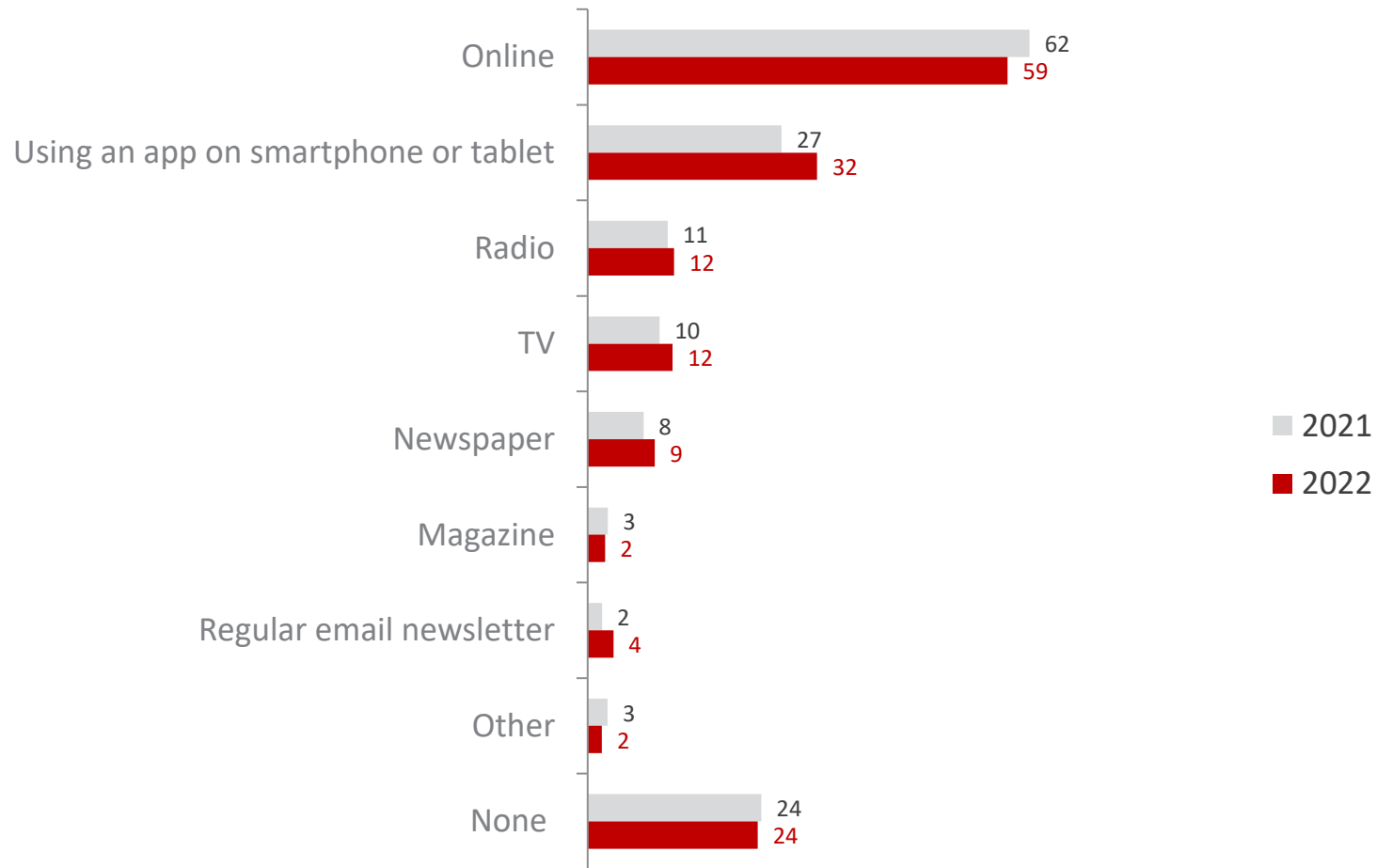
At least of these: 85%

“Usage” by age



Base: Adults who visit the coast (n=1006, 991)

# Coastal safety – information sources



Base: Adults who visit the coast (n=1006, 991)

# Coastal safety – Websites or apps they have used

**LAWA**  
LAND AIR WATER AOTEAROA

EXPLORE DATA | LEARN | GET INVOLVED | ABOUT

LAWA connects you with New Zealand's environment through sharing scientific data

Search for a site near you

Near me now | Explore topics | Can I swim here?

**11%**

**ADVENTURES MART**  
www.adventuresmart.co.nz

COVID-19 | Outdoor Intentions | Distress Beacons | Resources | About | Contact

Land | Water | Boating | Snow

Welcome to AdventureSmart New Zealand!

The best online source to prepare you for heading into New Zealand's great outdoors, linking you to important resources and information that you need to know before you go out on foot, into the snow or onto or into the water.

**11%**

KNOW BEFORE YOU GO

Where are you going?

**SWIM GUIDE** Beach Basics | Beach Finder

About | Get the App | DONATE | FR | ES

Weather and water quality for **8,000 Beaches**

COVID-19 UPDATES

GO TO MAP

**13%**

Sewage is the problem. You are the solution.

Find a town, city, or place

Regions | Coastal | Recreational | Boating | Surf | Swimming | Tides | High Seas | Radio Schedule

**New Zealand Swimming Conditions**

Going for a swim? Check the swimming conditions before you go for a snapshot of factors that could make or break a day at the beach, and tips to stay safe in and around the water this summer. Each rating is customised to local conditions.

This dashboard is intended for recreational beachgoers, paddlers and swimmers – if you're heading out on the water, please check our boating or surf forecasts.

Brought to you in partnership with Water Safety New Zealand.

**69%**

**Auckland Council**

Welcome to **Safeswim**  
Nau mai ki Safeswim

Check Safeswim for live information on water quality and swimming conditions at your favourite swimming spots

Find a beach – Kitea he taone

**SAFETY WARNING**  
Auckland beaches are experiencing jellyfish blooms. Please exercise caution. Click [here](#) for more information.

**25%**  
**(40% in Auckland)**

**Hot Water Beach**

Sponsored by **TSB**

HOME | SEARCH | MY BEACHES | TOP BEACHES | BE SAFE

Find a Beach

Beach name

Region

All regions

FIND A BEACH

Advanced search

Conditions & forecast: 24° 5km W

Patrolled beach

About this beach

**Featured beach: Hot Water beach**  
Dig out your own hot pool on Hot Water Beach

**My Beaches**

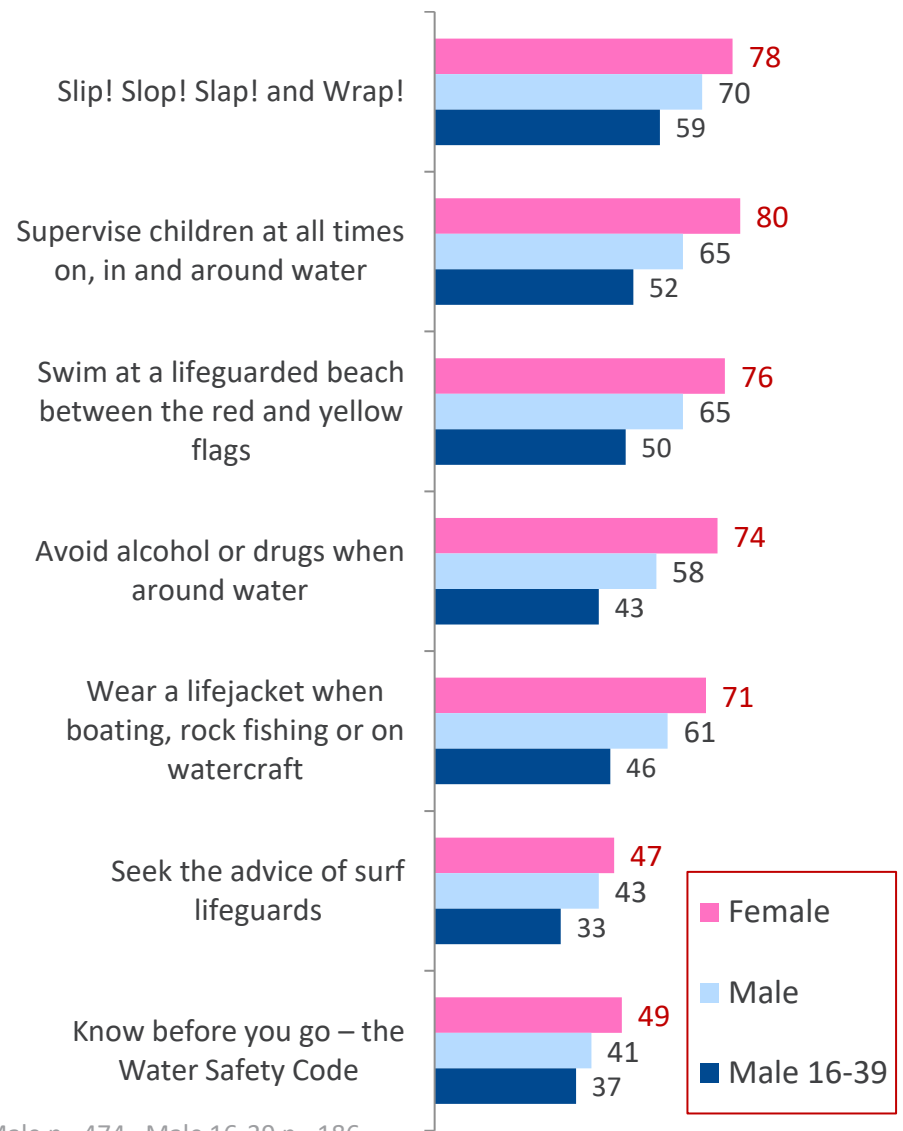
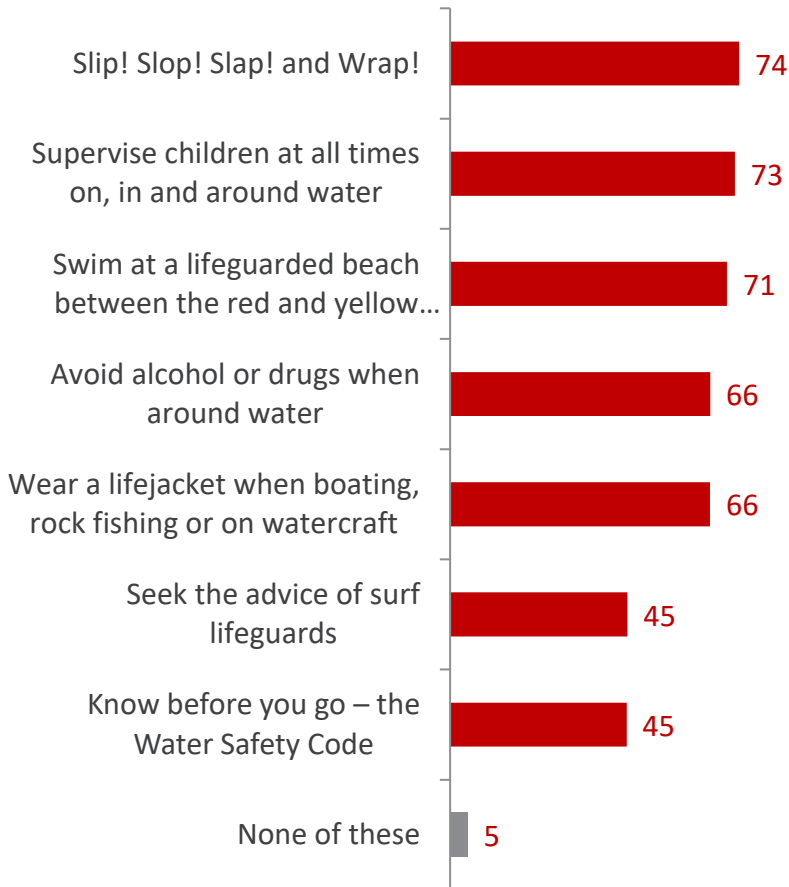
Login and create a collection of your favourite beaches so you can quickly check the weather and water conditions from anywhere...

Add your favourite beach here

**15%**

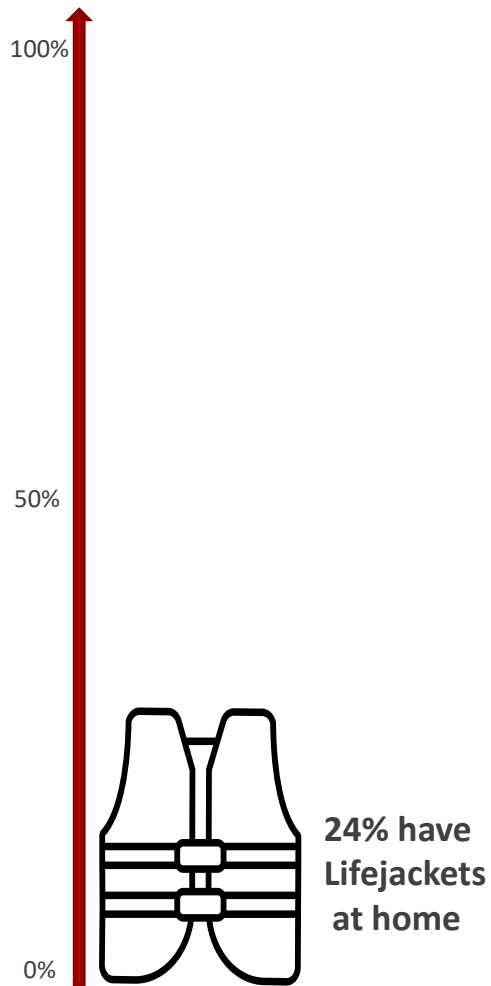
Base: Adults who visit the coast (n=1006, 991)

# Familiarity with some safety messages

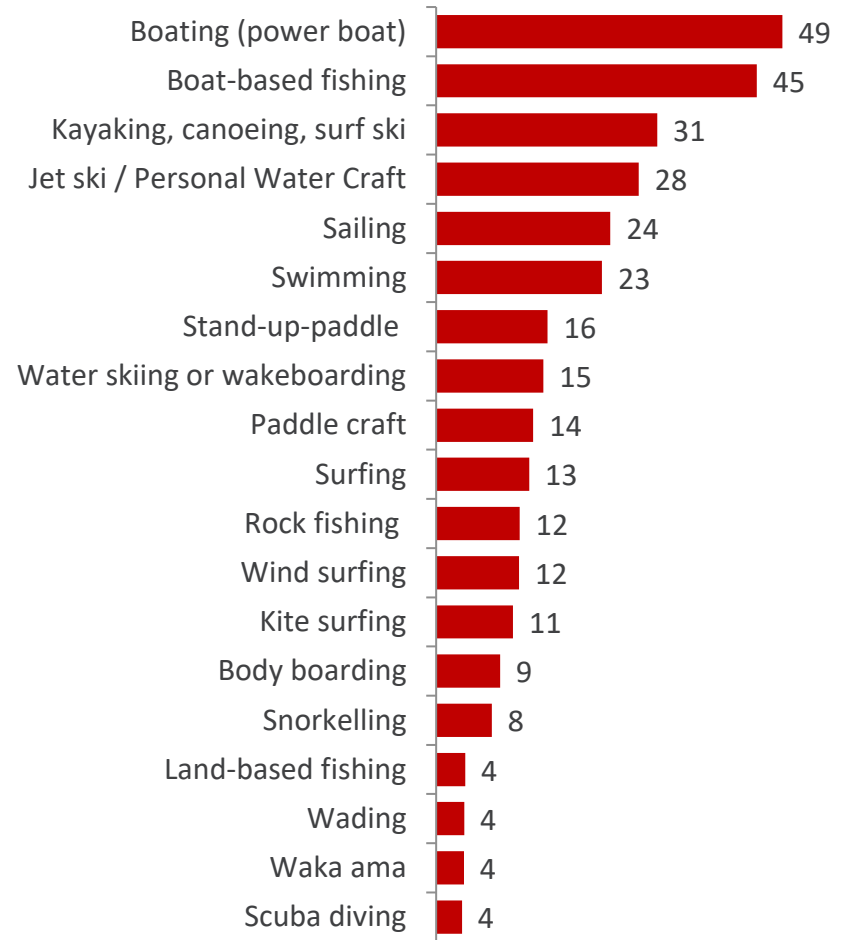


Base: Total sample n= 1027, Female n=553 , Male n =474, Male 16-39 n =186

## When use lifejackets



Base: Adults aged 16+ nationally (n=1027)

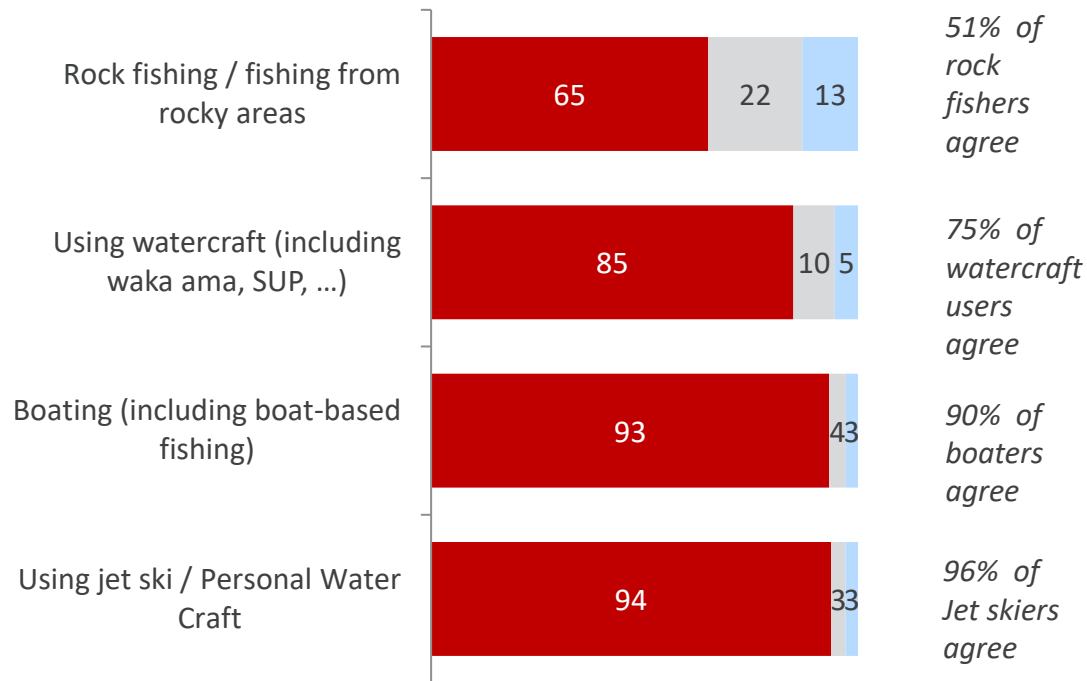
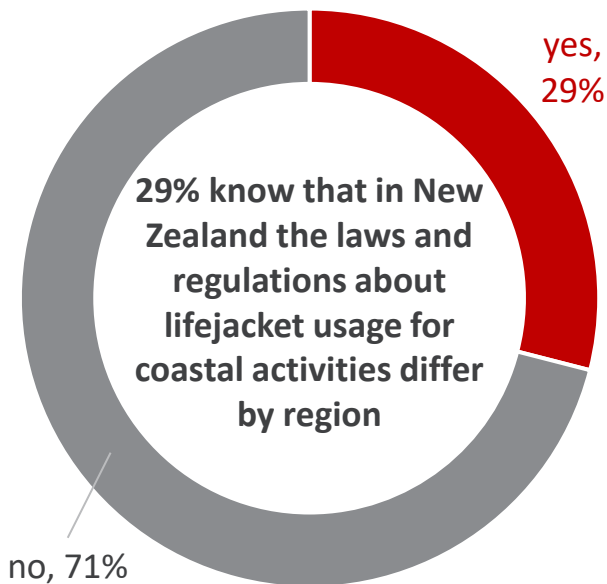


Base: Have lifejackets at home (n=237)

# Lifejackets: rules and regulations

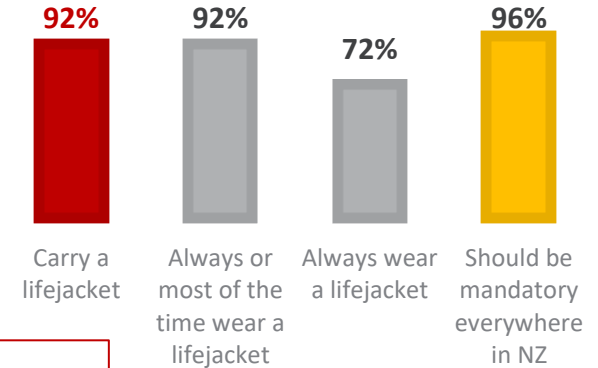
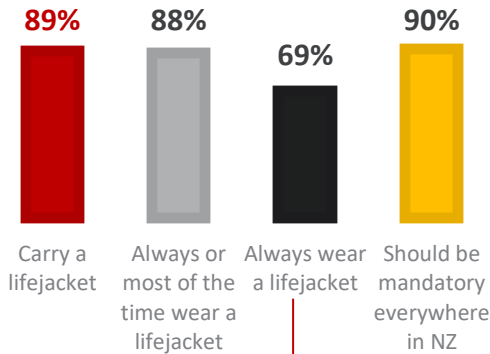
## Agree or disagree that wearing a lifejacket should be mandatory everywhere in NZ when .....

■ Yes, agree   ■ No, disagree   ■ No opinion



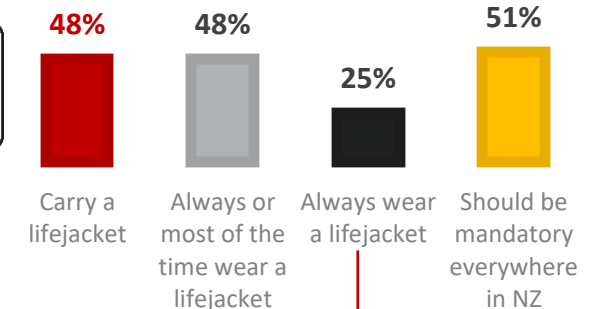
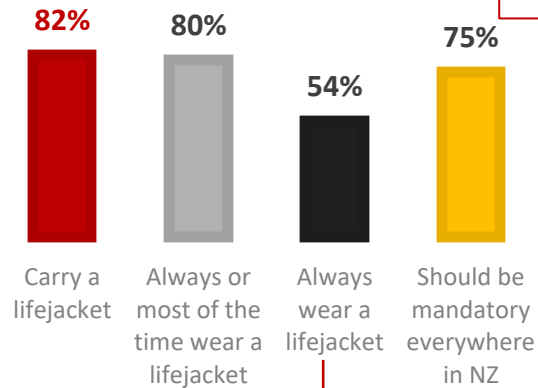
Base: Adults aged 16+ nationally (n=1027)

# Lifejackets: summary by activity



## Why 3 in 10 don't always wear it?

1. Don't think it's necessary, don't need
2. Can swim, good swimmer
3. No risk where I go
4. Not comfortable, not convenient, annoying



## Why 4 in 10 don't always wear it?

1. Close to the beach/shore, shallow water
2. Not comfortable, bulky, not convenient, annoying
3. It depends where I am/ where I go
4. Don't think it's necessary, don't need

## Why 3 in 4 don't always wear it?

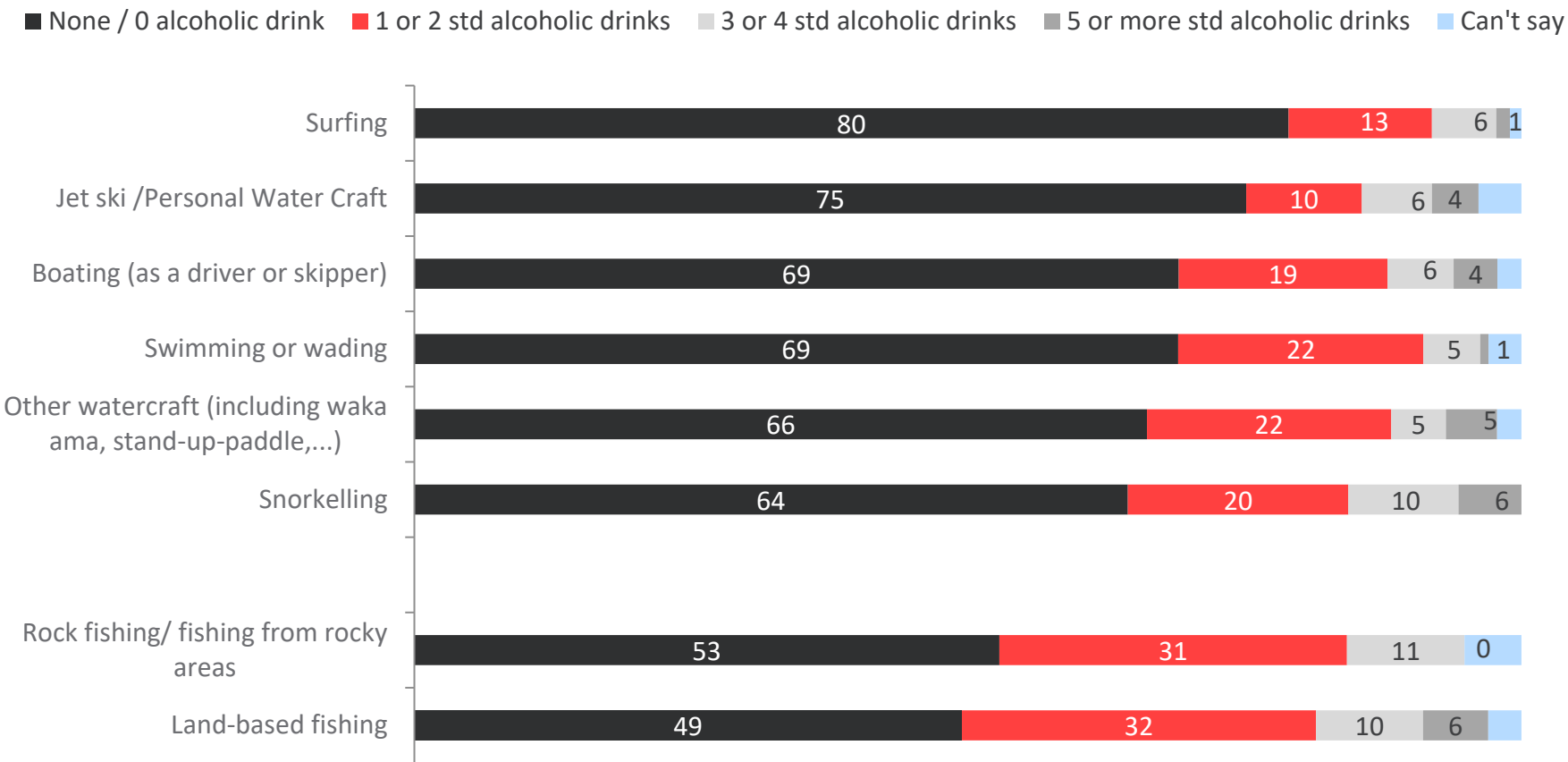
1. Don't think it's necessary, don't need
2. It depends where I am/ where I go
3. No risk, safe where I do it
4. Don't have one

Base: Watercraft (n=99), Rock fishing (n=59), Boating (n=174), Jet ski (n=46)



# Coastal activities and alcohol

How many standard alcoholic drinks do you think are reasonable to consume before undertaking the following activities?



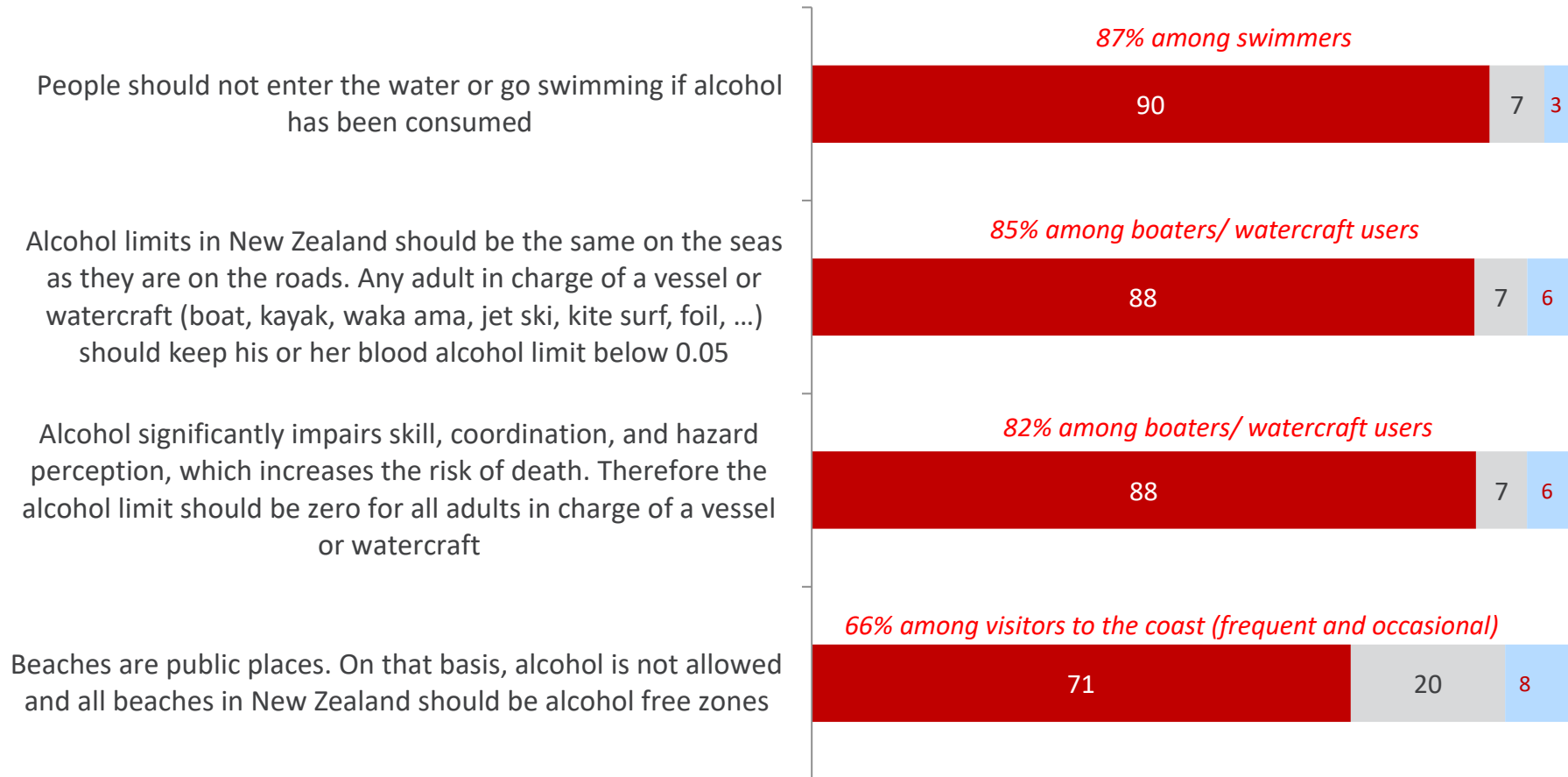
Base: Swimming (n=429), Surfing (n=65), Watercraft (n=99), Rock fishing (n=59), Land-based fishing (n=101), Boating (n=174), snorkelling (n= 76), Jet ski (n=46)

# Should alcohol be banned at the beach?

■ Yes, agree

■ No, disagree

■ No opinion



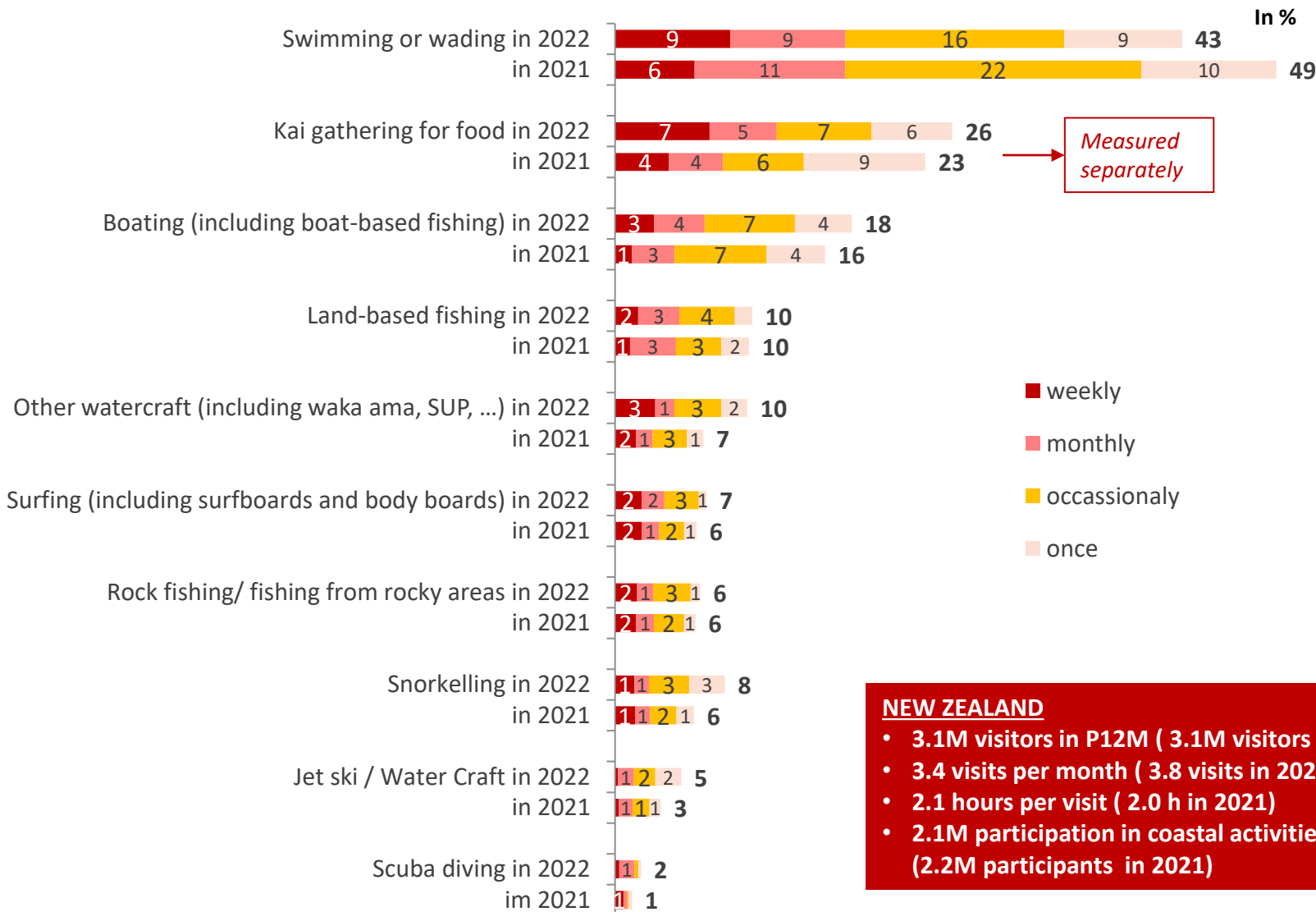
Base: Adults 16+ nationally (n=1027)

**National Coastal  
and Water Safety  
Survey 2022**

**Part 3:  
Participation in  
coastal activities**



# Participation frequency in coastal activities



## NEW ZEALAND

- 3.1M visitors in P12M ( 3.1M visitors in 2021)
- 3.4 visits per month ( 3.8 visits in 2021)
- 2.1 hours per visit ( 2.0 h in 2021)
- 2.1M participation in coastal activities in P12M (2.2M participants in 2021)

Base: Adults aged 16+ nationally (n= 1049, 1027)

# Participation in 2021/22

Swimming/  
wading



**Total: 1.6M**

Kai  
gathering



**0.95M**

Fishing



**0.5M**

Boating, jet ski  
and watercraft



**0.9M**

Snorkelling &  
Scuba diving



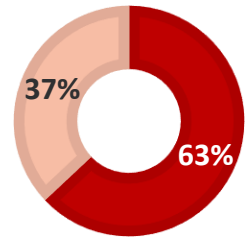
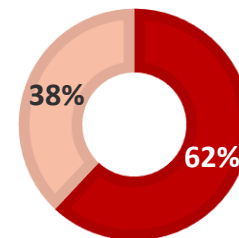
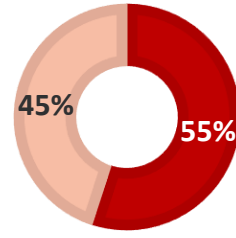
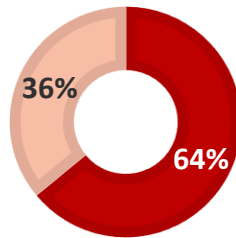
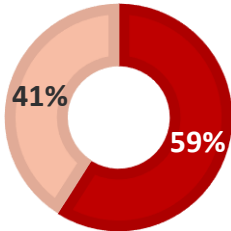
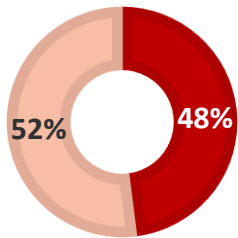
**0.35M**

Surfing



**0.25M**

Gender split:



■ Males ■ Females

**% of participants who can swim 50m in the ocean without stopping or touching the bottom:**

**56%**

**61%**

**59%**

**66%**

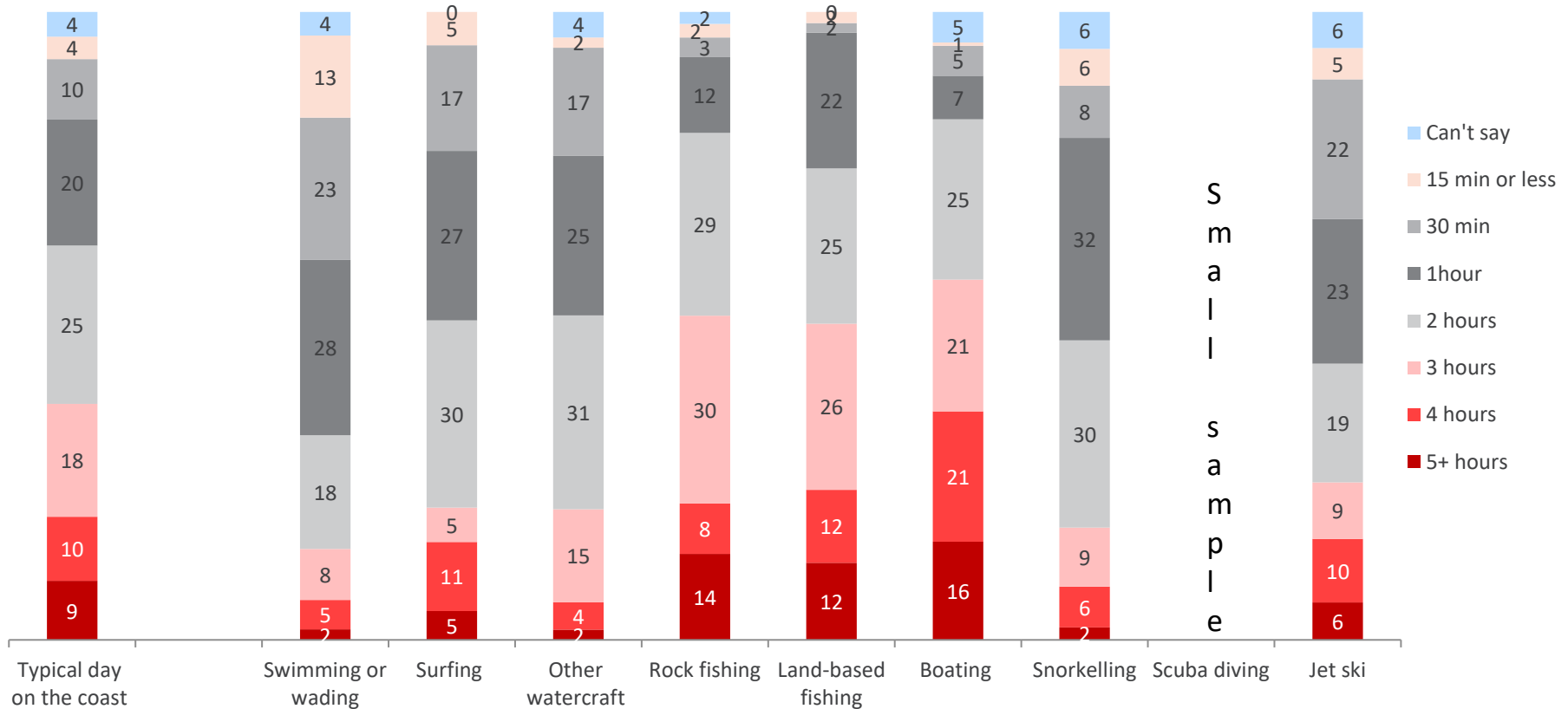
**77%**

**71%**

# Coastal activities – hours spent on a typical day, based on those who participate in each activity

Mean

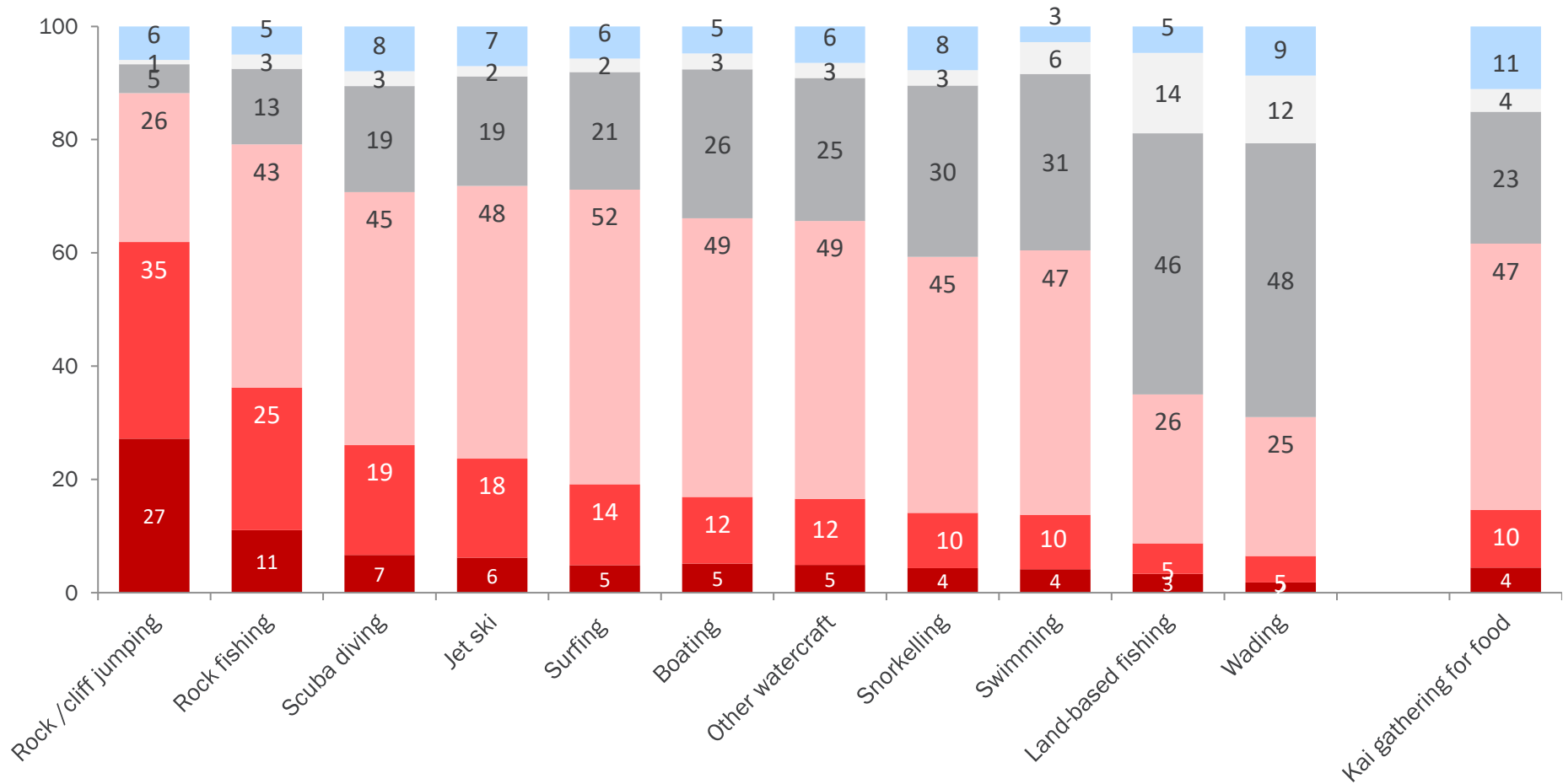
scores: 2.1h 1.3h 1.6h 1.6h 2.5h 2.4h 2.6h 1.6h 1.6h 1.6h



Base: Typical day (n=819), Swimming (n=429), Surfing (n=65), Watercraft (n=99), Rock fishing (n=59), Land-based fishing (n=101), Boating (n=174), snorkelling (n= 76), Scuba diving (n=16), Jet ski (n=46)

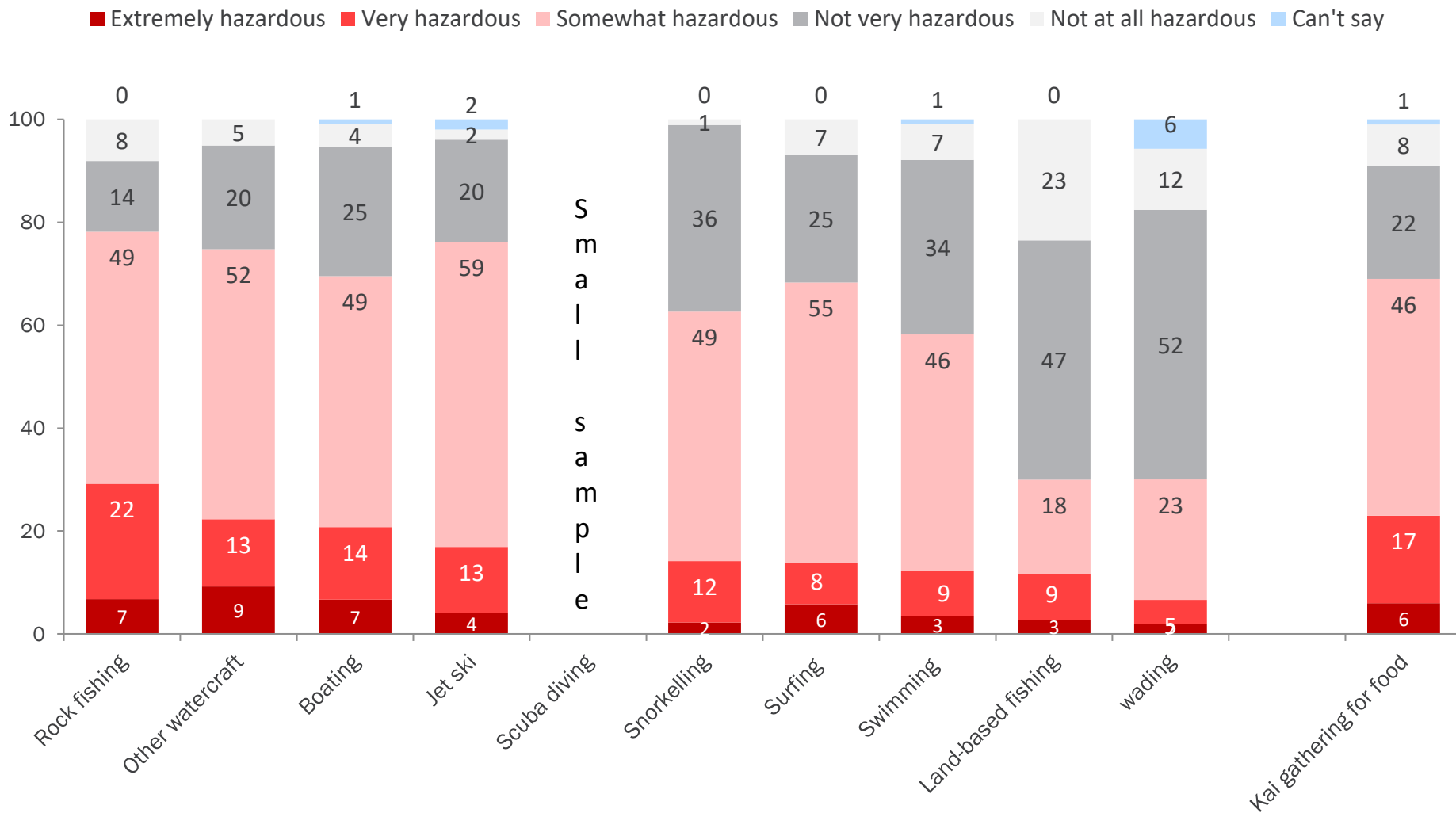
# How hazardous is each activity – Total 16+

Extremely hazardous Very hazardous Somewhat hazardous Not very hazardous Not at all hazardous Can't say



Base: Adults aged 16+ nationally (n=1027)

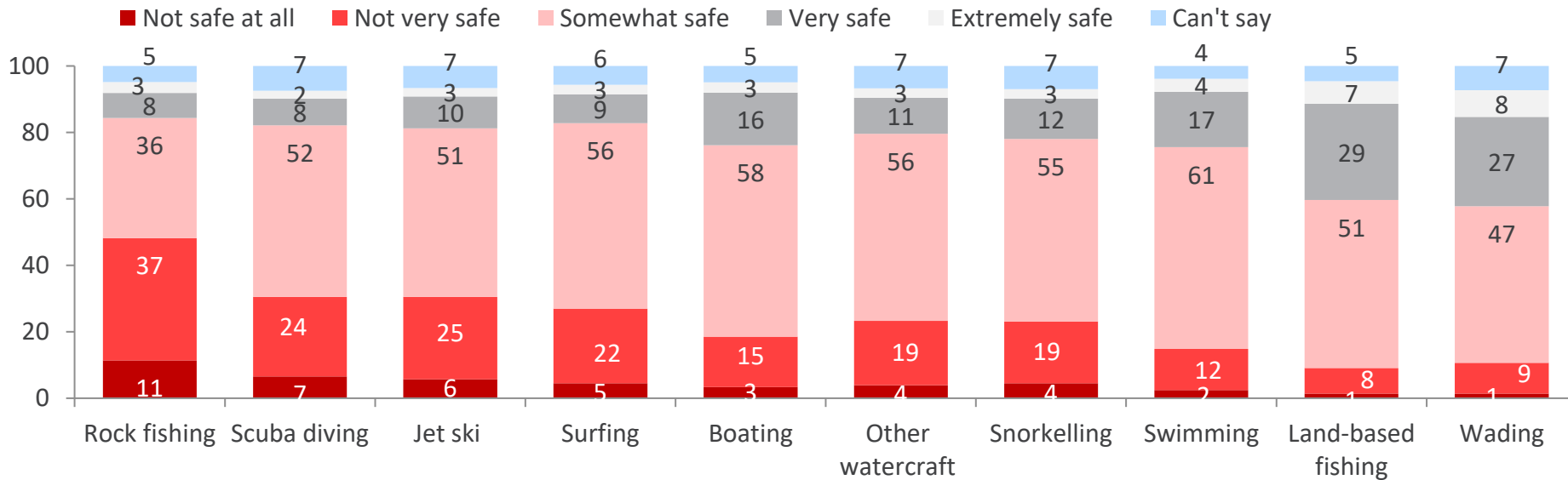
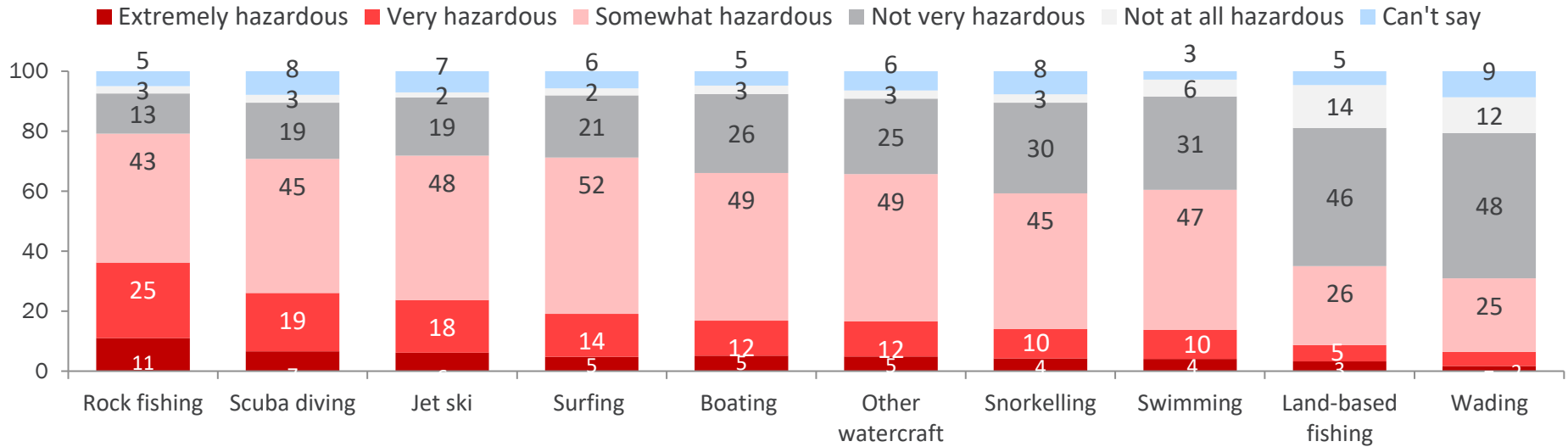
# How hazardous is each activity – among those who do the activity



Base: Swimming (n=429), Surfing (n=65), Watercraft (n=99), Rock fishing (n=59),  
 Land-based fishing (n=101), Boating (n=174), snorkelling (n= 76), Scuba diving (n=16), Jet ski (n=46), kai gathering (n= 252)



# How HAZARDOUS or SAFE is each activity?



Base: Adults aged 16+ nationally (n=1027)

# Rescue: been rescued and/or have rescued someone

## Overall amongst the 16+ population:

- 11% have ever been rescued when participating in coastal activities
  - 15% have ever rescued someone else when participating in coastal activities.
- > *40% of rescuers are or were beach lifeguards (vs. 8% in the total 16+ population)*



	% who have ever been rescued when participating in ...	% who have rescued someone else when participating in ...
Other watercraft	20	25
Boating	17	21
Snorkelling	16	17
Rock fishing	15	19
Swimming or wading	14	20
Jet ski	10	11
Surfing	10	25

Base: Swimming (n=429), Surfing (n=65), Watercraft (n=99), Rock fishing (n=59), Land-based fishing (n=101), Boating (n=174), snorkelling (n= 76), Scuba diving (n=16), Jet ski (n=46)

# 11% have been rescued: where, when and how?

when

In the last 18 months	24
2 to 5 years ago	37
6 to 10 years ago	12
More than 10 years ago	24

where

Beach (less than 500 m from shore)	43
Rocky coast (eg shore platform, cliffs, rocky headland, reef)	13
Open ocean (more than 500m from shore)	18
Jetty / pier / marina	5
River mouth / estuary	8
Somewhere else	8
Can't say, can't remember	5

Time

12am - 4am	1
4am - 8 am	12
8am - 12pm	27
12pm - 4pm	35
4pm - 8pm	15
8pm - 12am	3
Can't say, can't remember	6

**14% of male have been rescued vs 8% of female**

lifeguard

Yes, there were lifeguards on duty patrolling the area 48

No lifeguards at this patrolled beach as it was outside patrol hours 14

No lifeguards as it was at an unpatrolled beach 32

Can't say, can't remember 5

how

A board 23

A tube 21

An angel ring / a life buoy 11

A lifejacket 5

Another flotation device or a watercraft 8

None, no flotation device 23

Can't say, can't remember 8

who

By someone I knew 45

By a lifeguard 37

By someone else, a stranger 13

Can't say, can't remember 5

Base: have ever been rescued (n=103)

# 15% have ever rescued someone else : where, when and how?

when

In the last 18 months	27
2 to 5 years ago	34
6 to 10 years ago	15
More than 10 years ago	23

where

Beach (less than 500 m from shore)	55
Rocky coast (eg shore platform, cliffs, rocky headland, reef)	12
Open ocean (more than 500m from shore)	15
Jetty / pier / marina	4
River mouth / estuary	4
Somewhere else	8
Can't say, can't remember	2

Time

12am - 4am	0
4am - 8 am	8
8am - 12pm	28
12pm - 4pm	36
4pm - 8pm	17
8pm - 12am	3
Can't say, can't remember	9

**21% of male have rescued someone vs 9% of female**

**4 in 10 rescuers are or were lifeguards**

lifeguard

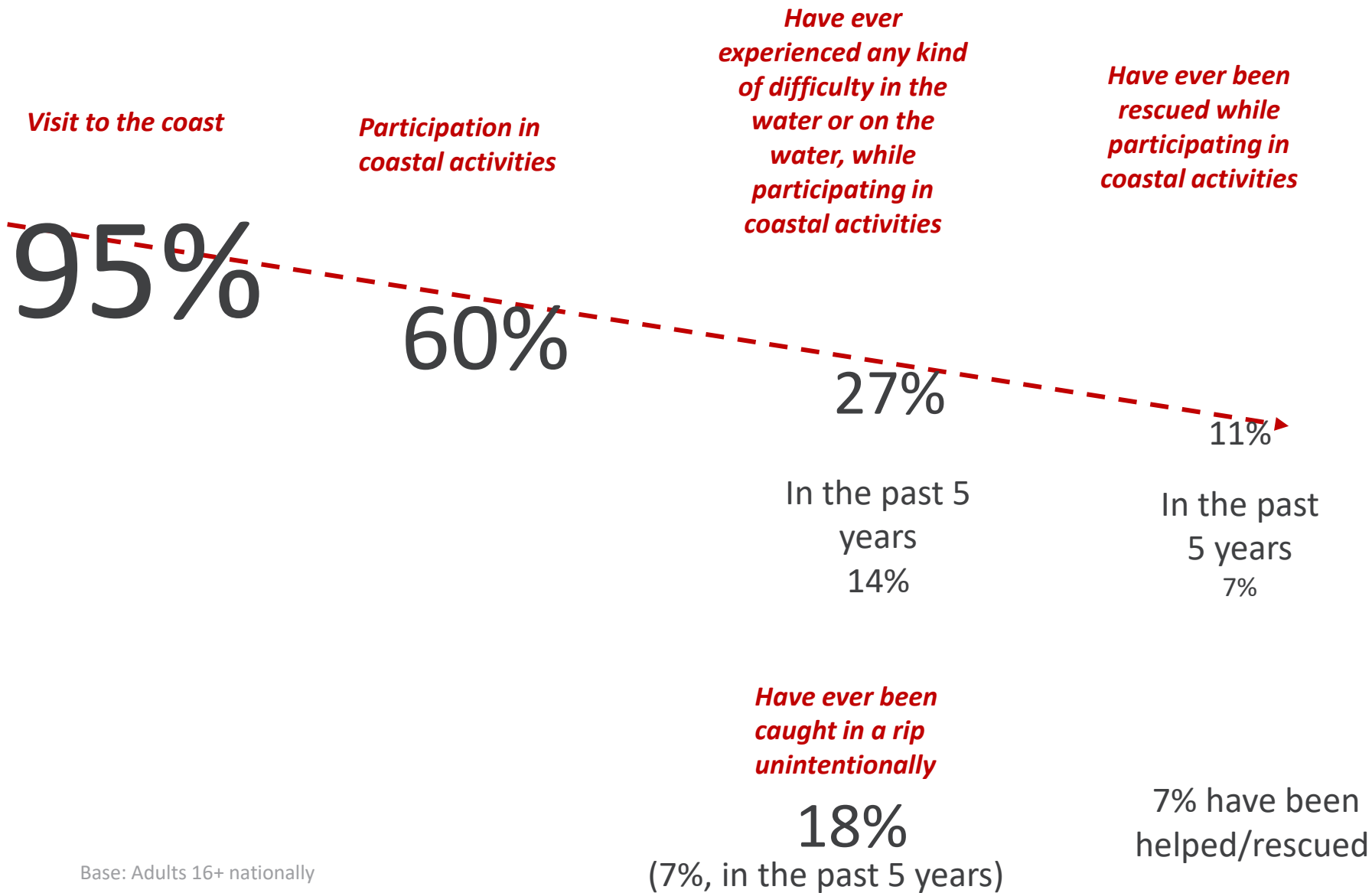
how

who

Yes, there were lifeguards on duty patrolling the area	36
No lifeguards at this patrolled beach as it was outside patrol hours	16
No lifeguards as it was at an unpatrolled beach	41
Can't say, can't remember	6
A board	26
A tube	20
An angel ring / a life buoy	8
A lifejacket	5
Another flotation device or a watercraft	9
None, no flotation device	31
Can't say, can't remember	2
Rescued someone I knew	49
Rescued someone else, a stranger	47
Can't say	4

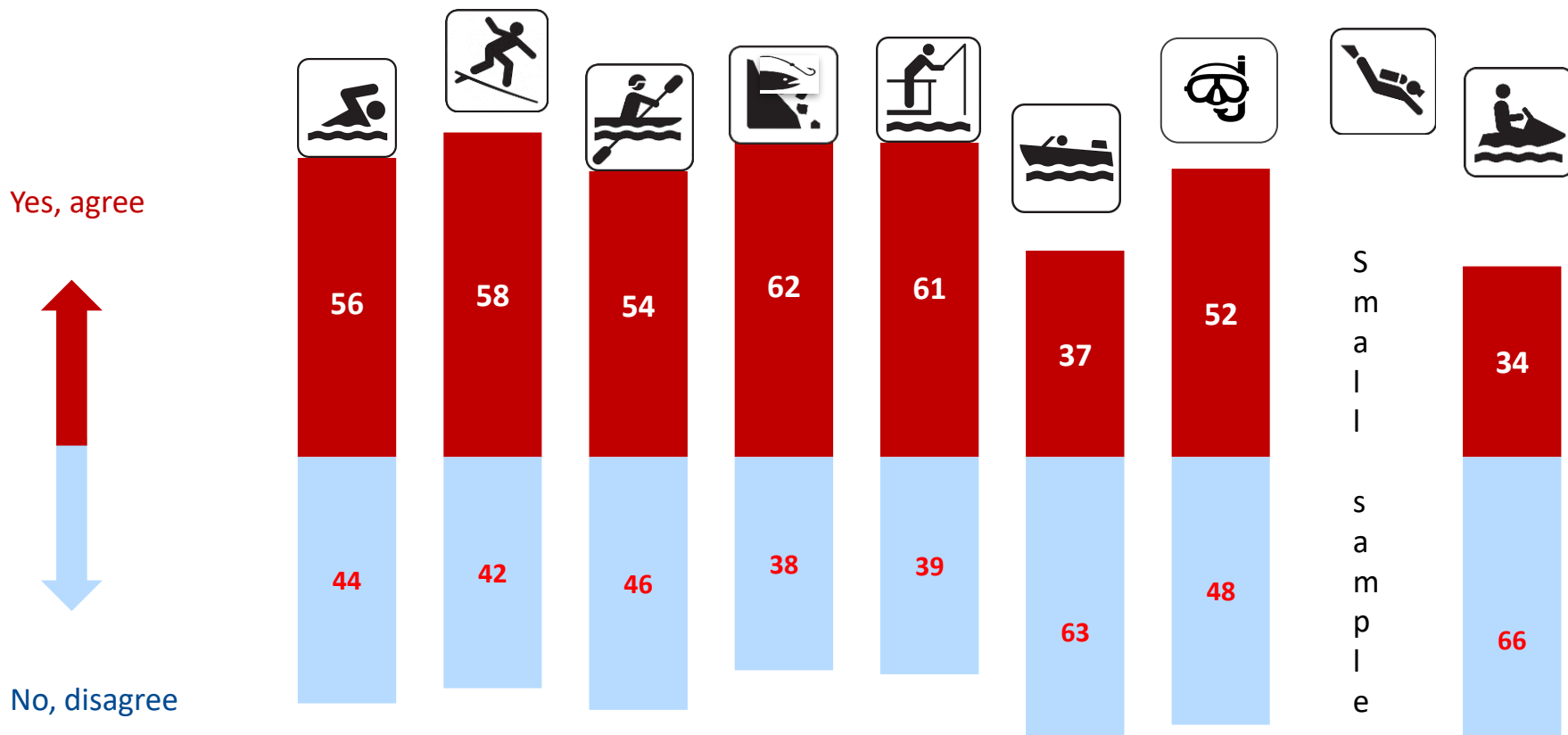
Base: have ever rescued someone else (n=141)

# Visit, participation, difficulty, rescues ...



Base: Adults 16+ nationally

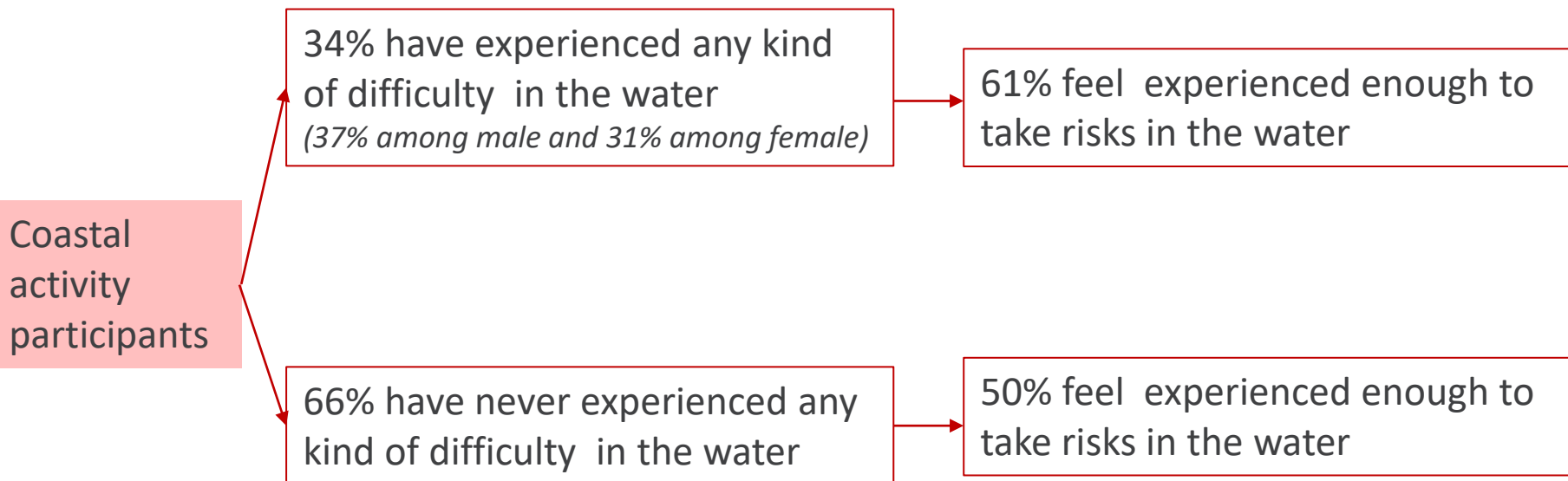
'Do you agree with: "I am experienced enough to take some risk when participating in...?"



Base: Swimming (n=429), Surfing (n=65), Watercraft (n=99), Rock fishing (n=59), Land-based fishing (n=101), Boating (n=174), snorkelling (n= 76), Scuba diving (n=16), Jet ski (n=46)

# Experiencing difficulties and willingness to take risk

Having experienced any kind of difficulty in the water or on the water does not reduce their confidence, as more males and females consider themselves experienced enough to take risks in their favourite coastal activities. Surprisingly, a previous stressing experience is not restraining but boosting their confidence in the water and willingness to take risk.



# National Coastal and Water Safety Survey 2022

## Part 4: Focus on coastal activities

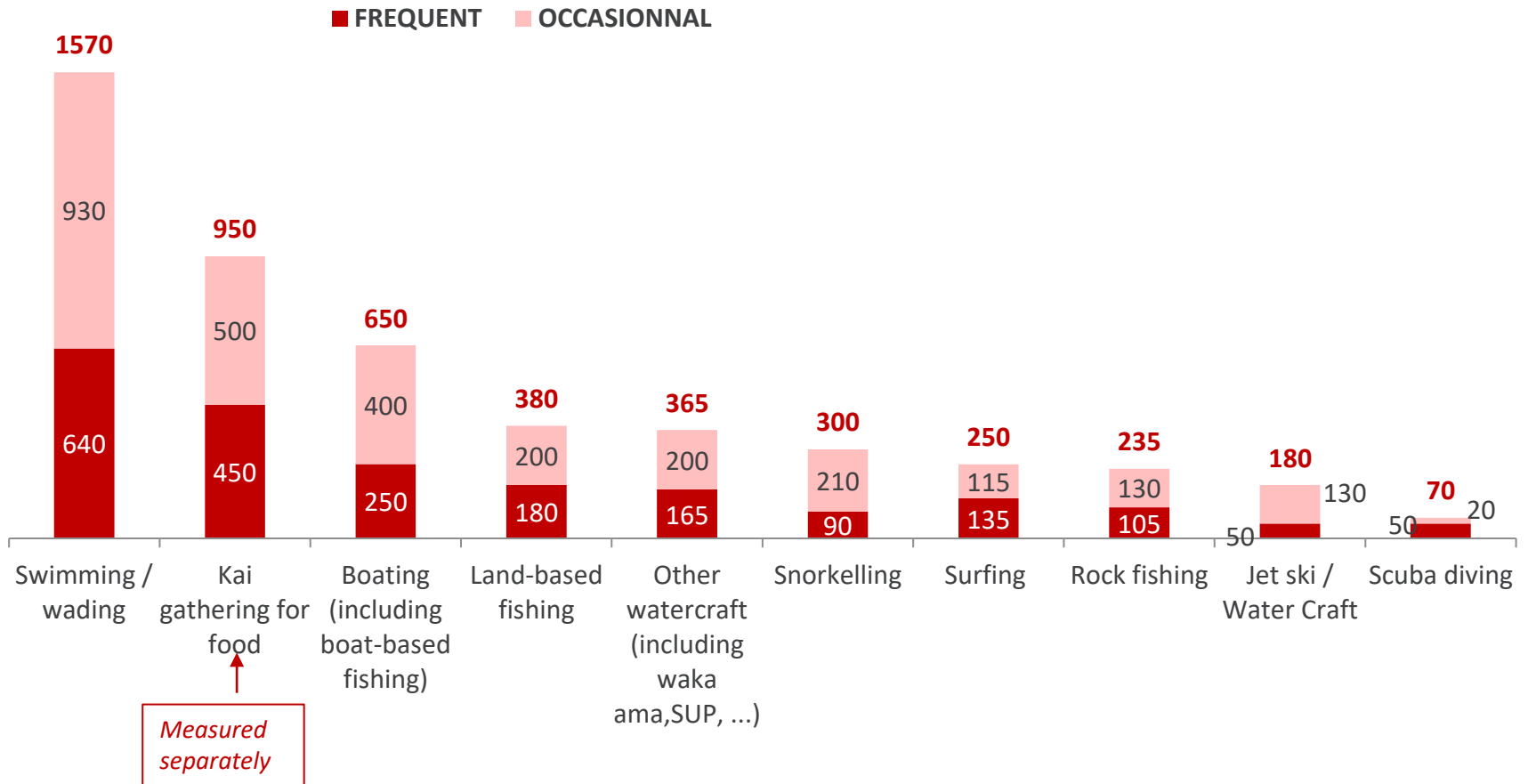
  
**OmniPoll**





# Participation in coastal activities in 2021/22

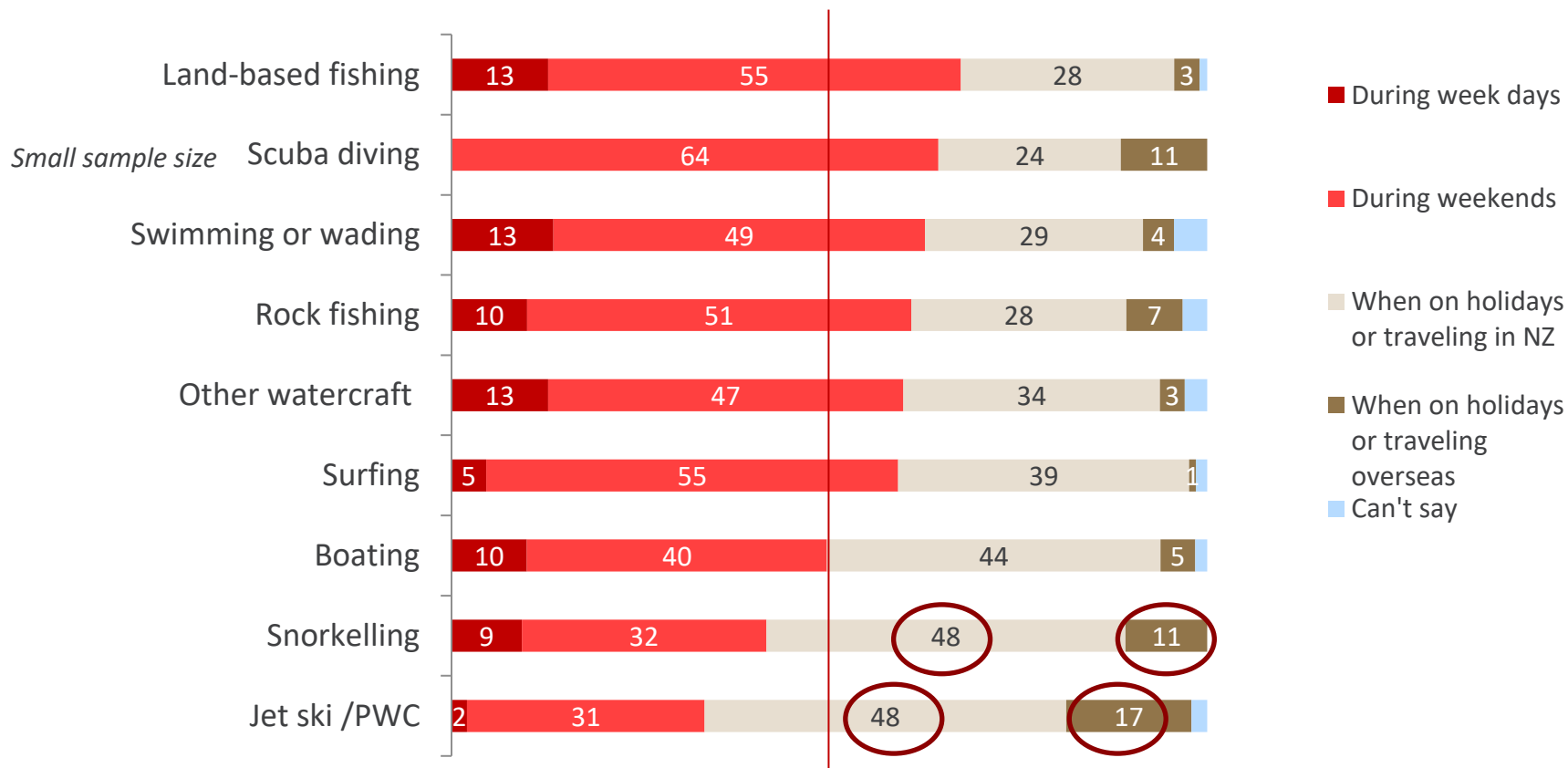
In thousands



Base: Adults aged 16+ nationally

# Coastal activities: when and where?

When and where do they usually do it?



Base: Swimming (n=429), Surfing (n=65), Watercraft (n=99), Rock fishing (n=59), Land-based fishing (n=101), Boating (n=174), snorkelling (n= 76), Scuba diving (n=16), Jet ski (n=46)

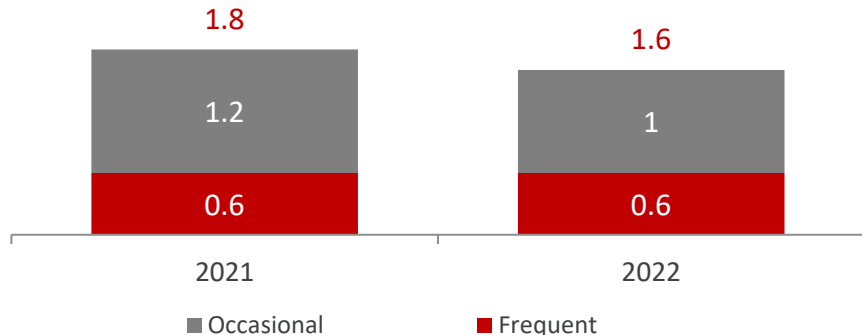
## 3.1 Swimming & wading



# Swimming and wading

## Key metrics:

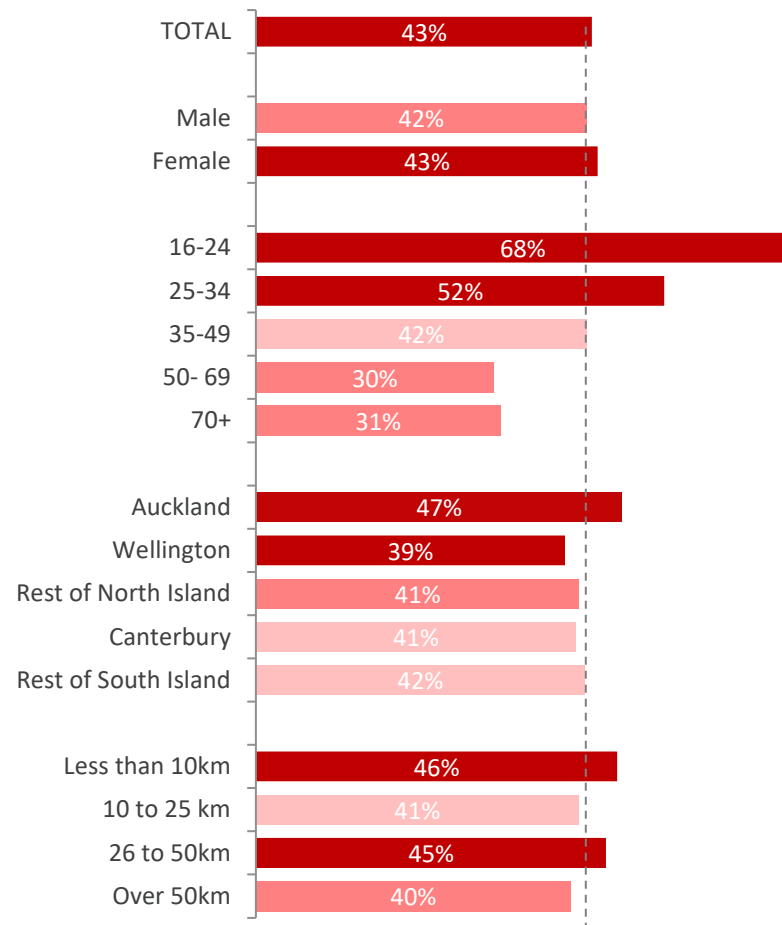
- Number of swimmers – 1.6 million
- Number of frequent swimmers (at least once a month) – 0.6 million



Experience/expertise (in 2022):	In %
Beginner	21%
Intermediate	51%
Advanced	28%

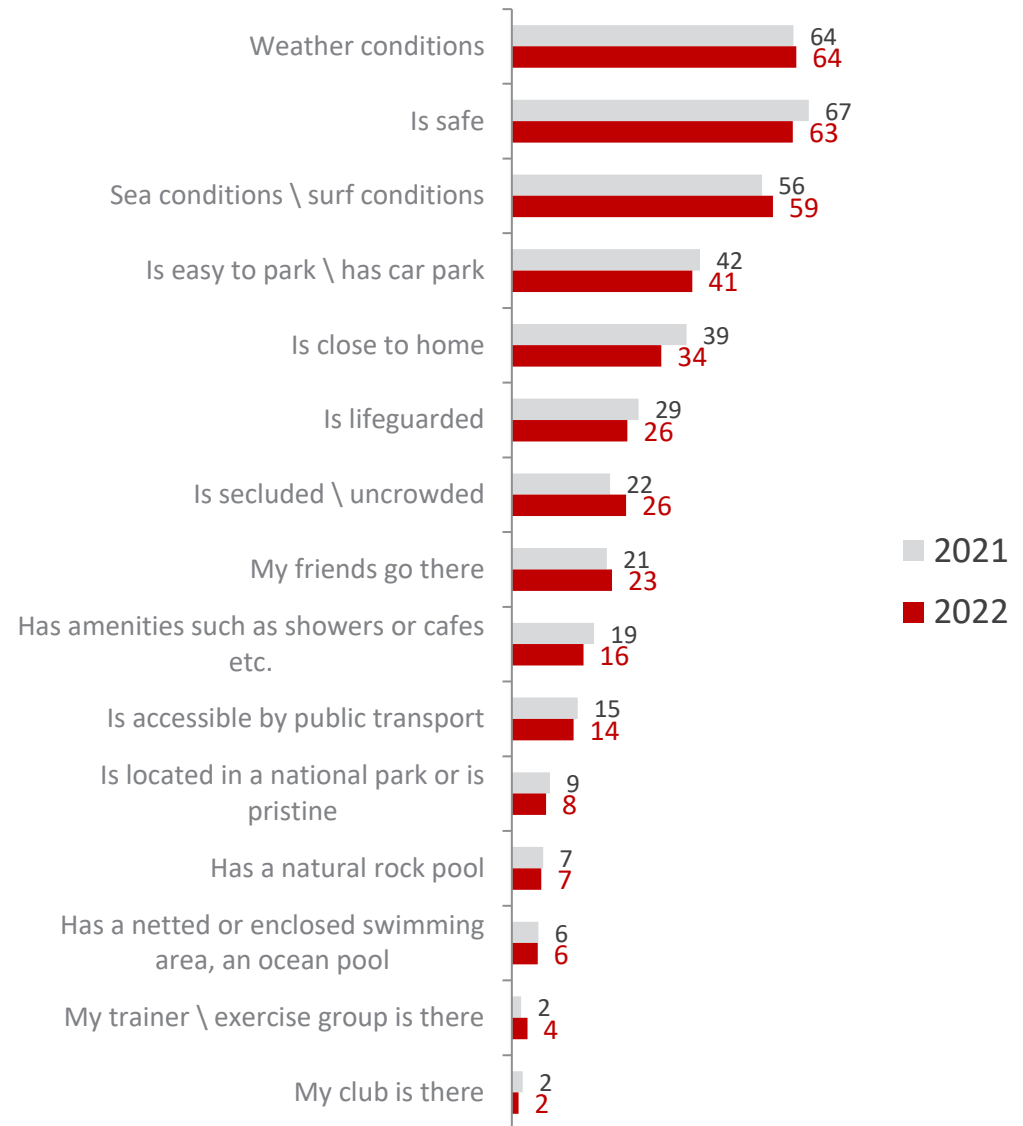
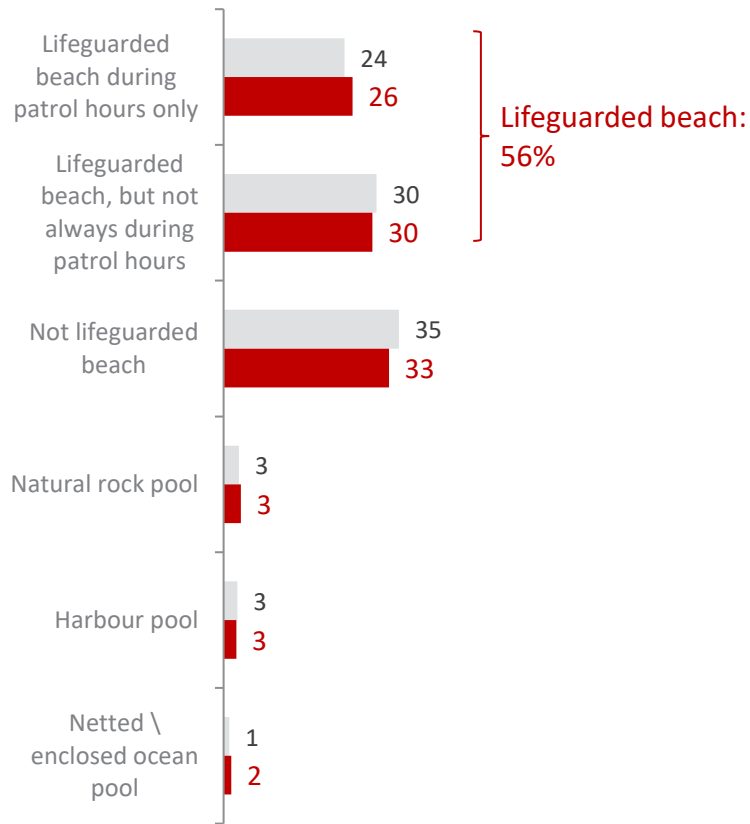
56% of swimmers feel experienced enough to take some risks

## Profile of ocean swimmers



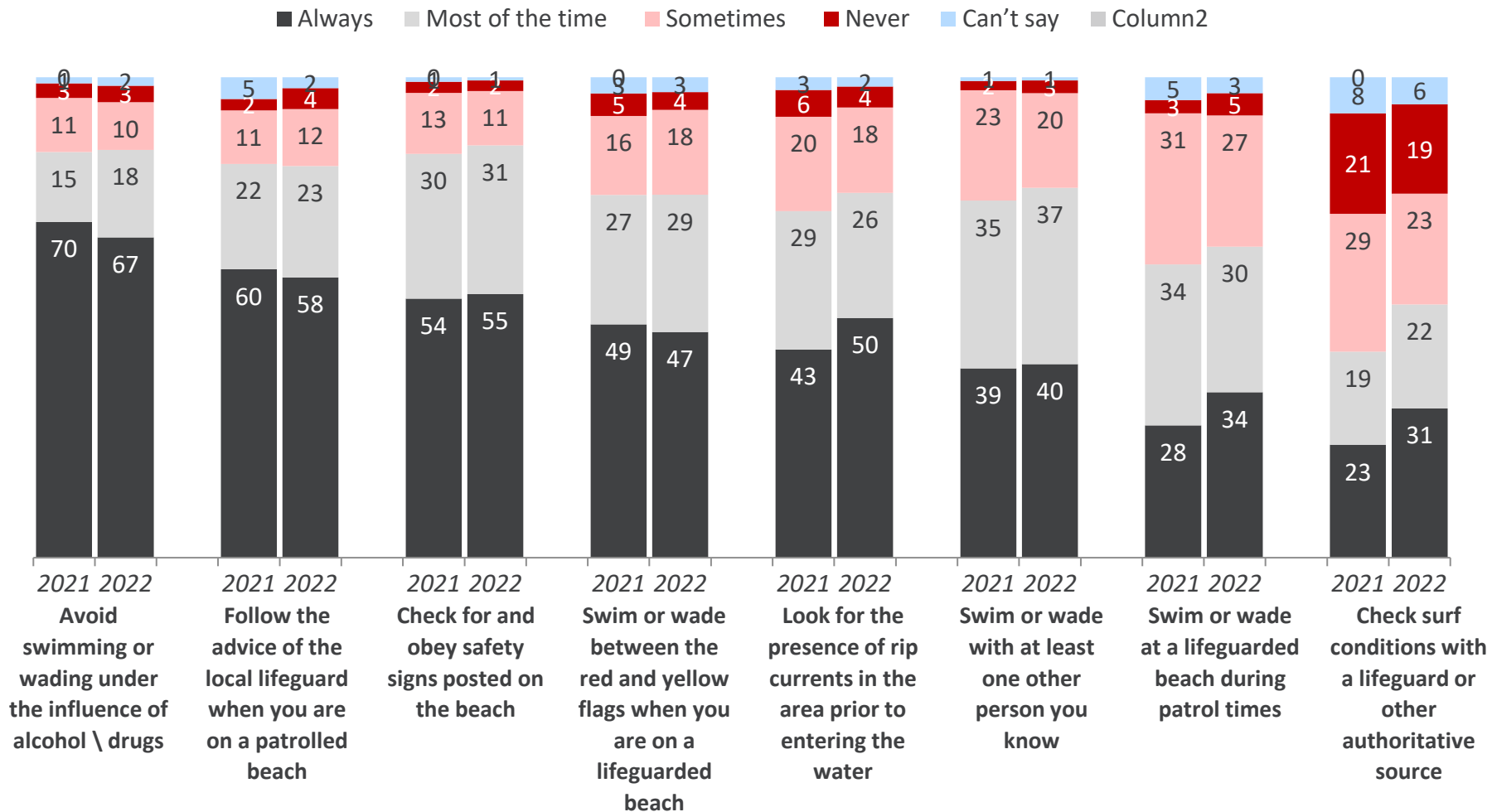
Base: Adults aged 16+ nationally

# Swimming: where they usually go and how they choose a location



Base: Adults who participate in swimming (n=516, 422)

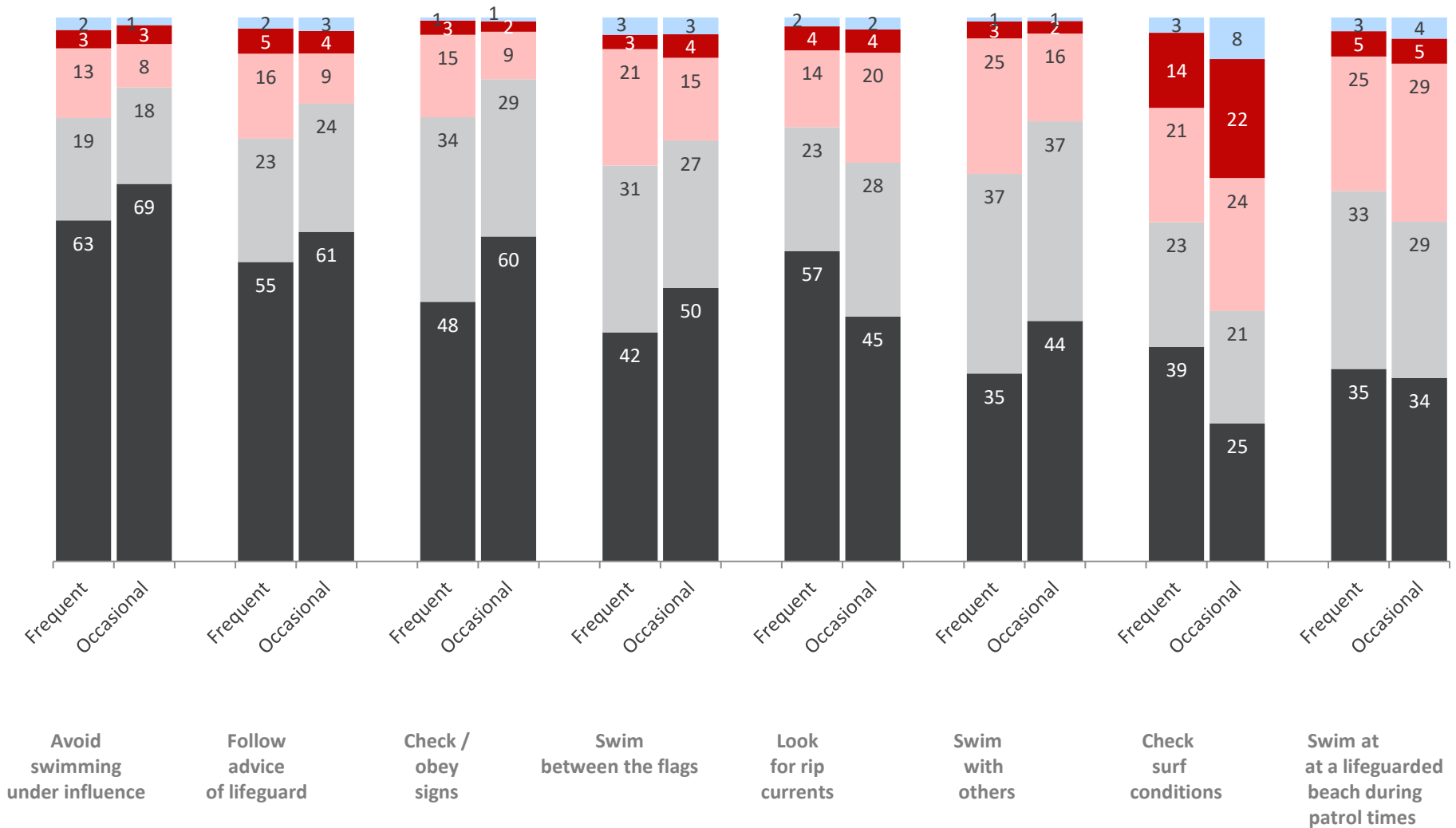
# Swimming or wading: safety practises



Base: Adults who participate in swimming (n=516, 422)

# Safety practises among frequent vs. occasional swimmers

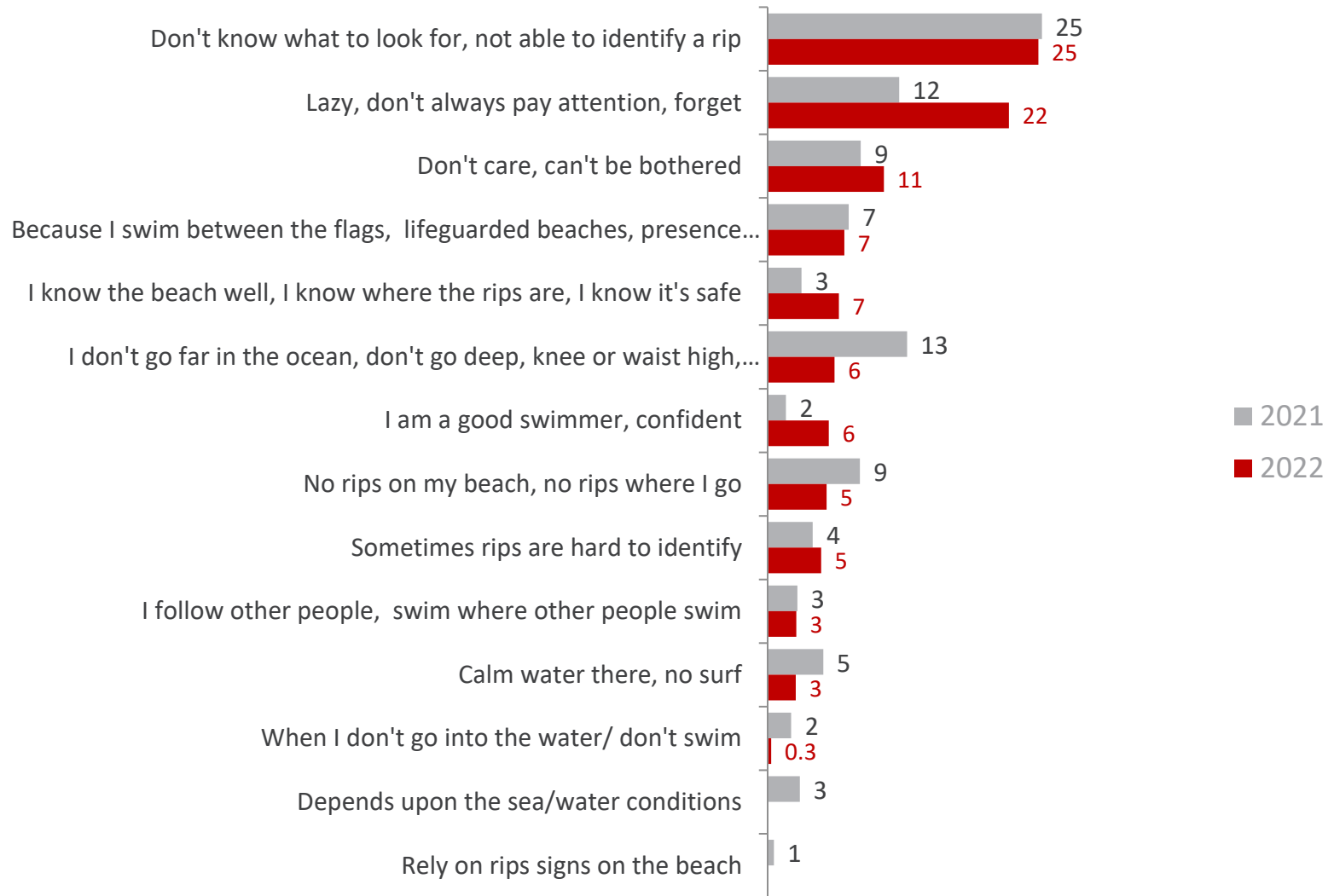
■ Always ■ Most of the time ■ Sometimes ■ Never ■ Can't say



Base: Adults who participate in swimming or wading (Frequent n=163, Occasional n=259)

of alcohol/drugs

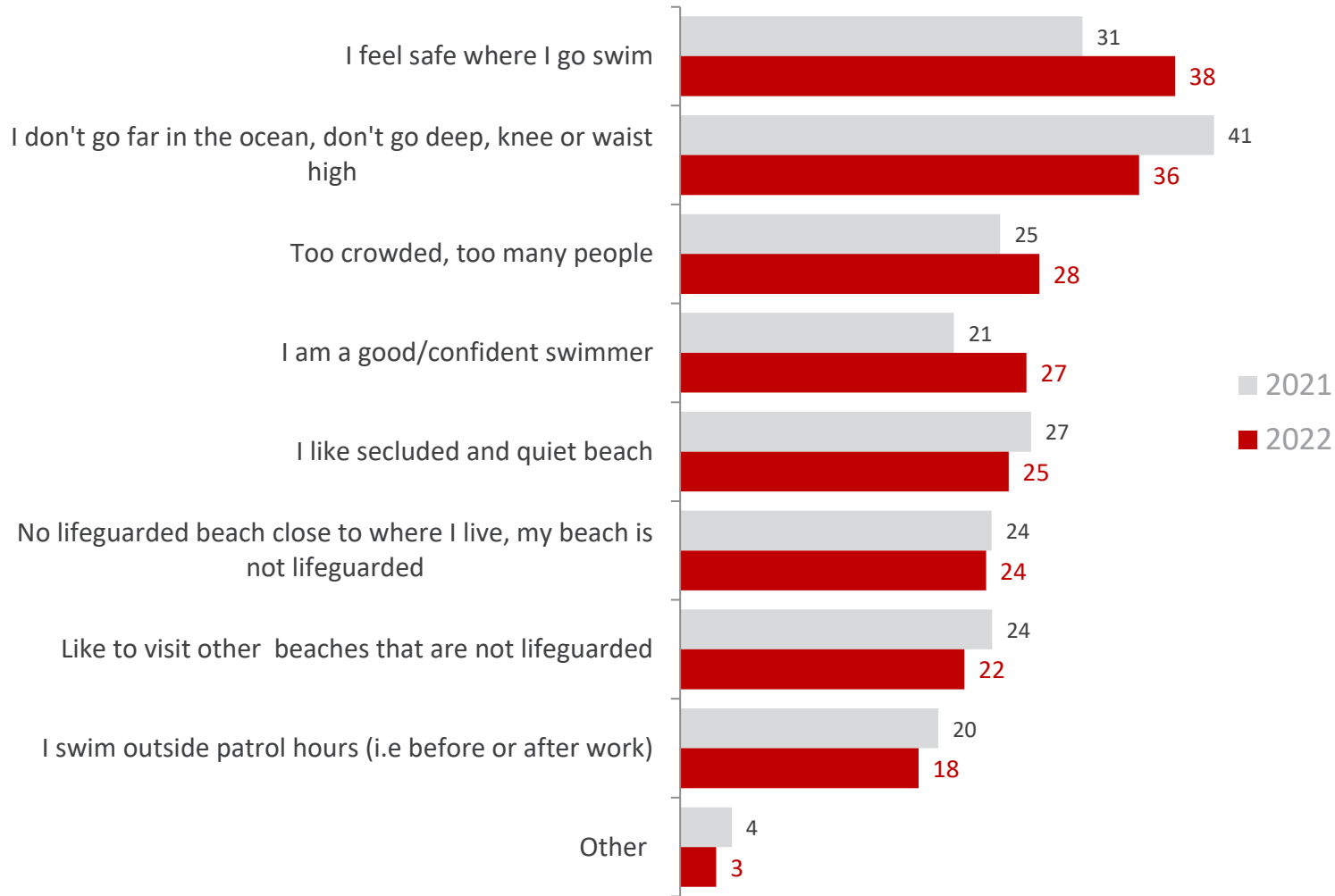
# Why half swimmers do not always look for the presence of rip currents in the area prior to entering the water?



Base: Swimmers do not always look for the presence of rip currents in the area prior to entering the water (n=278, 202)

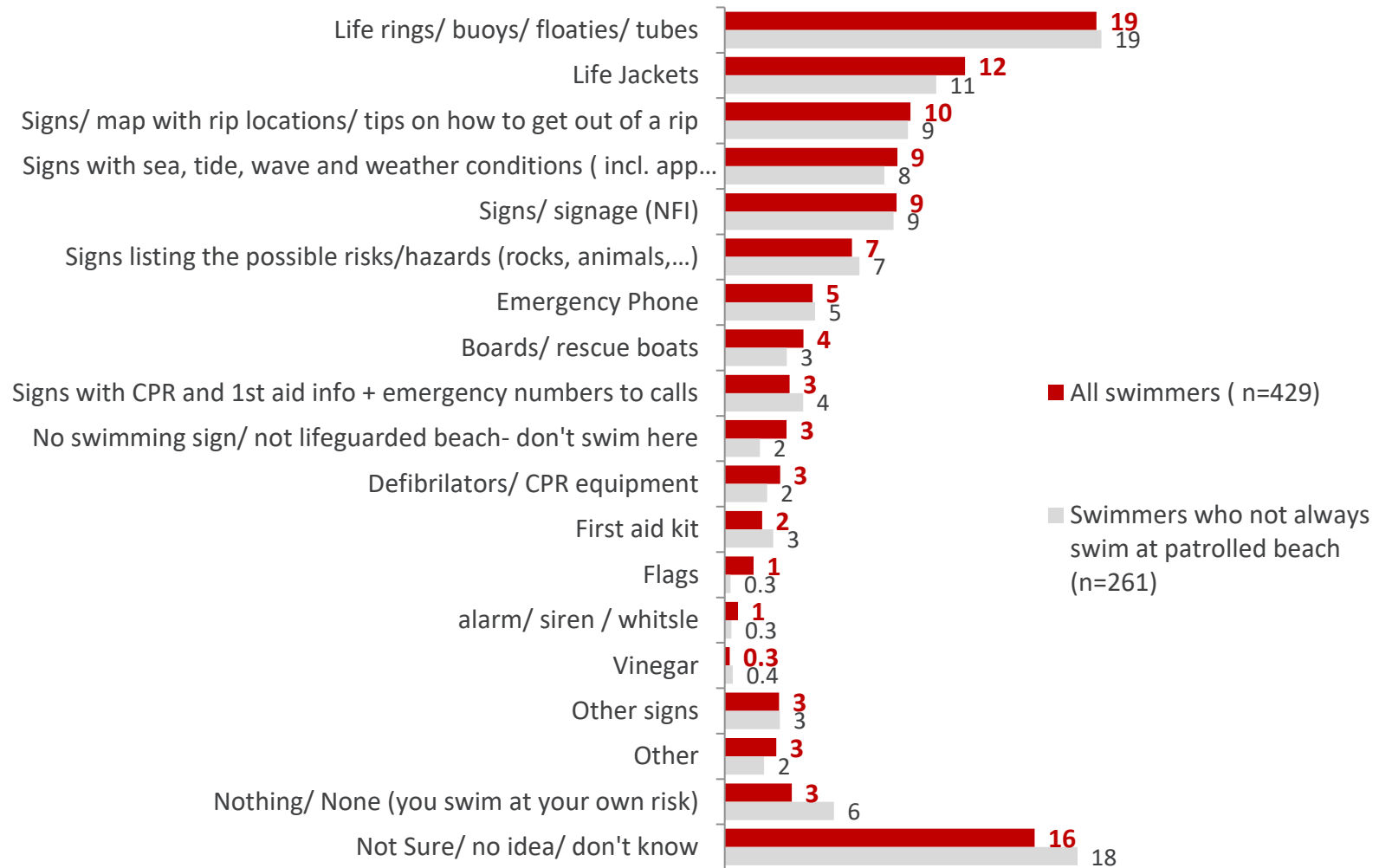


# Why 2 in 3 swimmers do not always swim or wade at a lifeguarded beach during patrol times?



Base: Swimmers who do not always swim or wade at a lifeguarded beach during patrol times (n= 349, 261)

# Type of safety information or equipment that people think should be available at a not lifeguarded beach



## 3.2 Surfing (incl. surfboards and body boards)

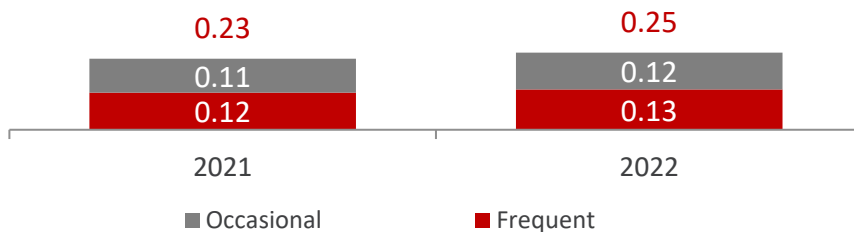


# Surfing: Who and how often?

## Key metrics:

Number of surfers – 250K

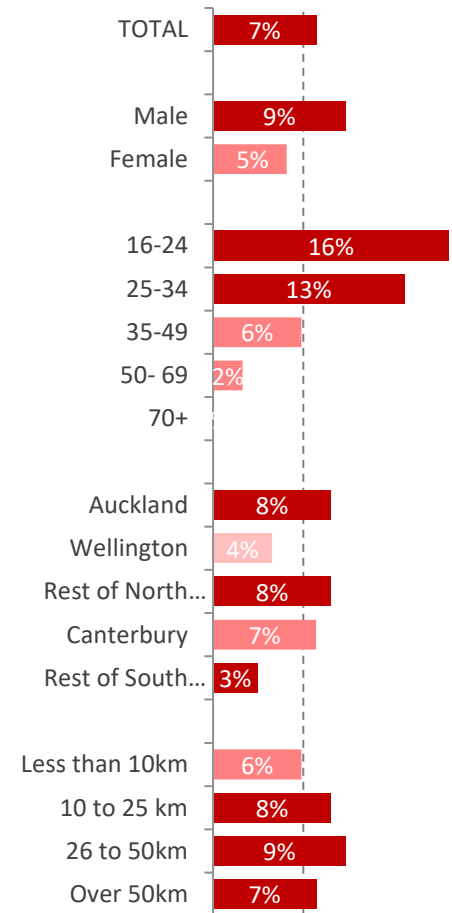
Number of frequent surfers (at least once a month) – 135K



Experience/expertise (in 2022):	In %
Beginner	38%
Intermediate	46%
Advanced	16%

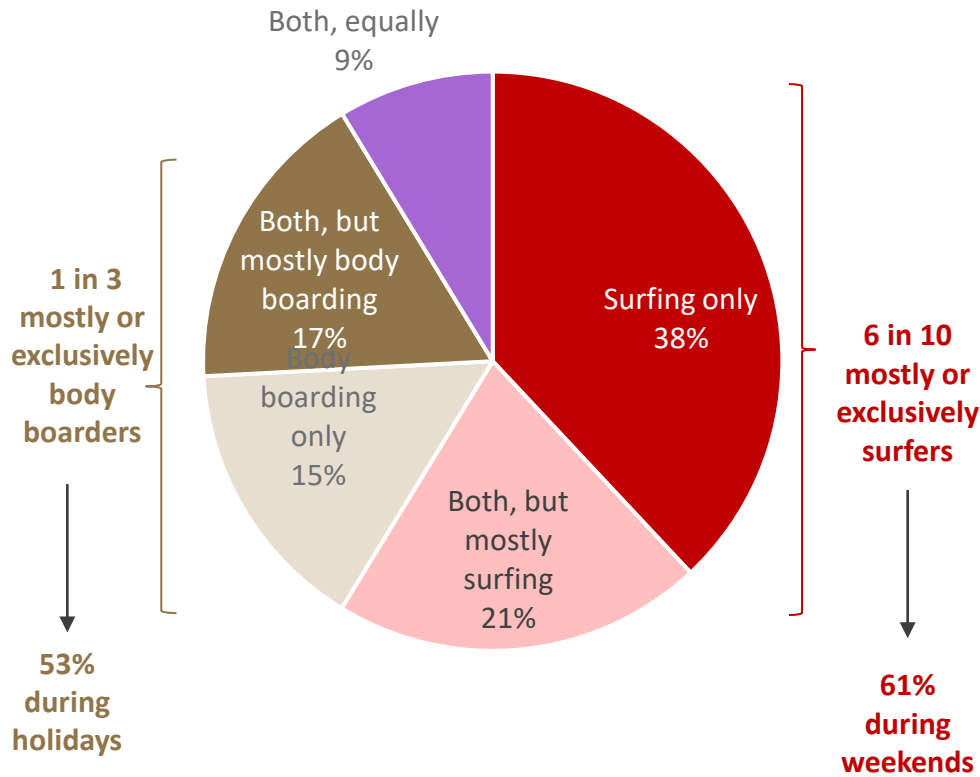
58% of surfers feel experienced enough to take some risks

## Profile of surfers



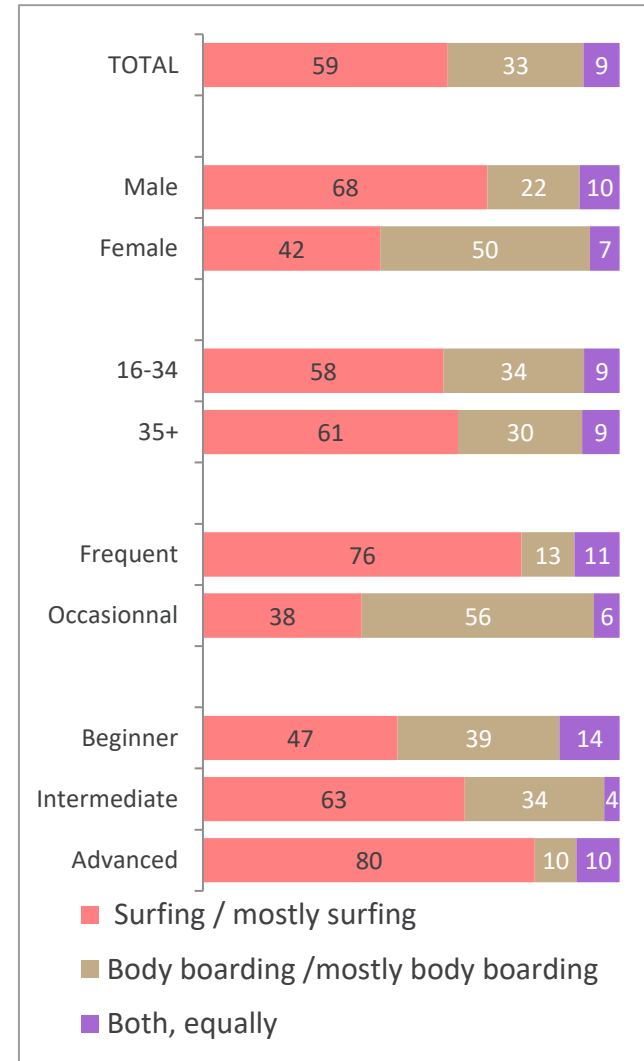
Base: Adults aged 16+ nationally

# Surfing and/or body boarding

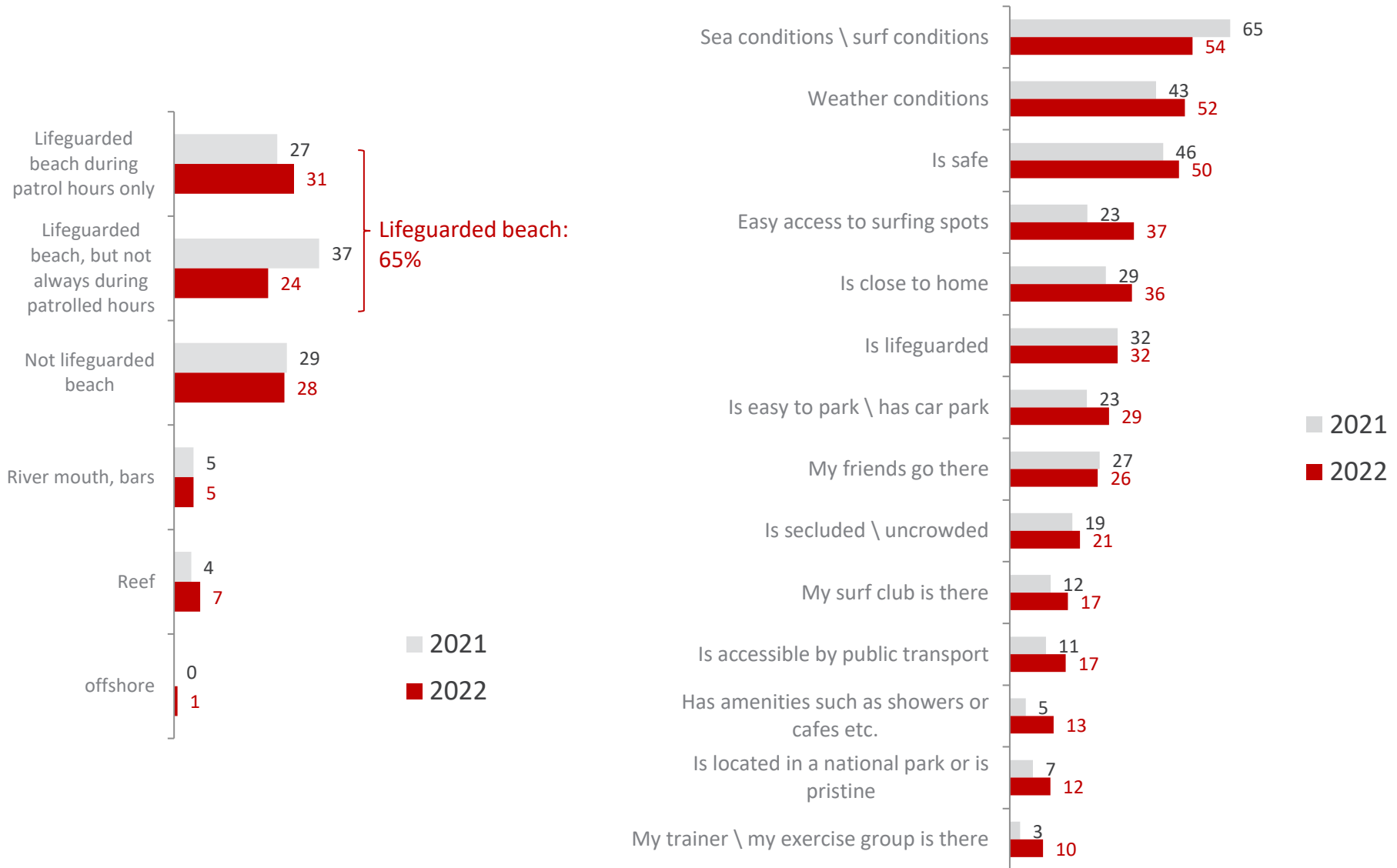


Base: Adults who participate in surfing/bodyboarding (n=65)

## Surf or body board?



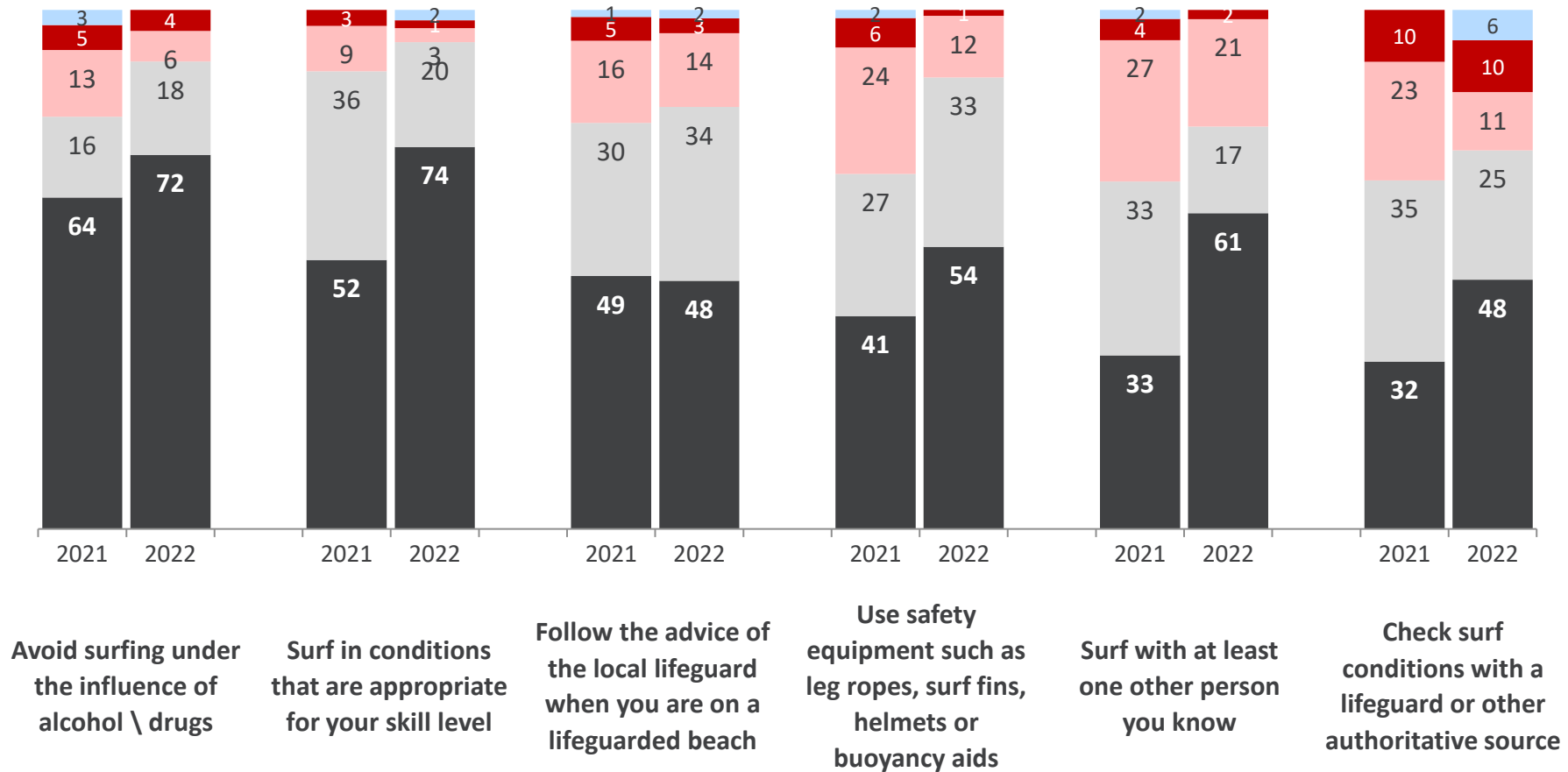
# Surfing: where they usually go and how they choose a location



Base: Adults who participate in surfing (n=64. 65)

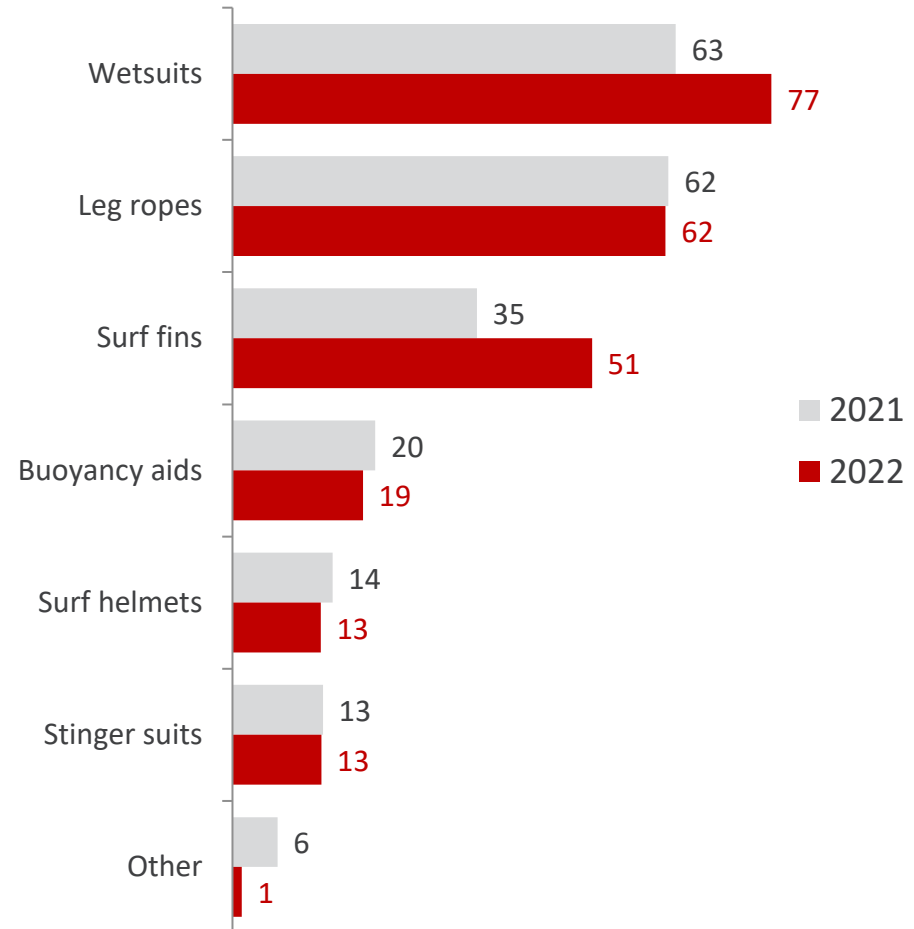
# Surfing: safety practises

Always
  Most of the time
  Sometimes
  Never
  Can't say



Base: Adults who participate in surfing (n=64, 65)

# Surfing: safety equipment use



Base: Use safety equipment (n=59, 64)

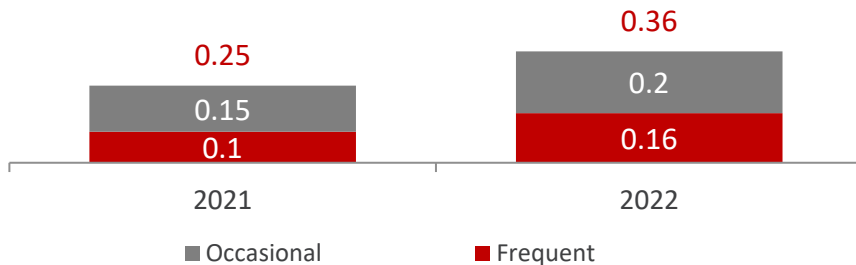


## 3.3 Other Watercraft



## Key metrics:

- Number of watercraft users – 365K
- Number of frequent watercraft users (at least once a month) – 165K



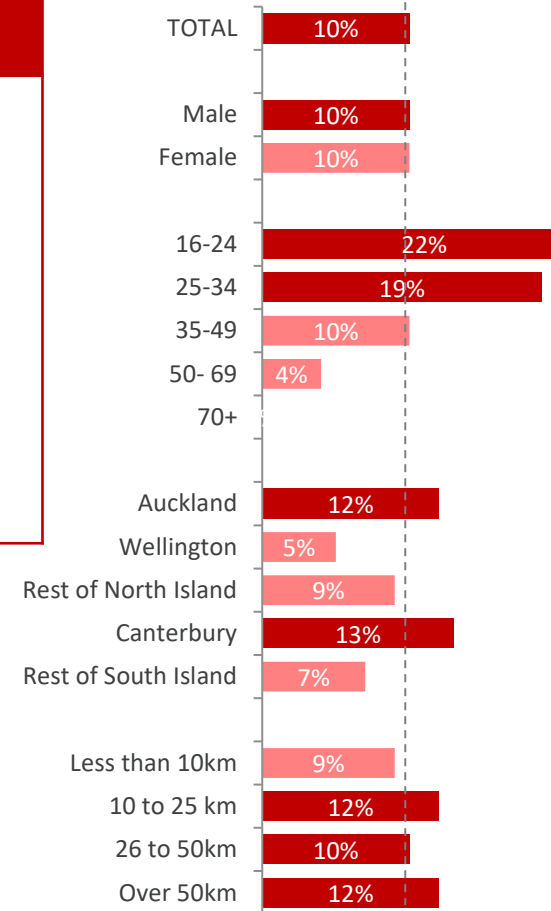
Experience/expertise (in 2022):	In %
Beginner	30%
Intermediate	56%
Advanced	14%

54% of watercraft users feel experienced enough to take some risks:

Type of watercraft they use	
Kayak	51%
Stand-up paddleboard	41%
Surfboat	22%
Outrigger / canoe / waka ama	18%
Surf Ski	13%
Kiteboard	13%
Wind surfer	12%
Foil board/ foiling	6%
Other	4%

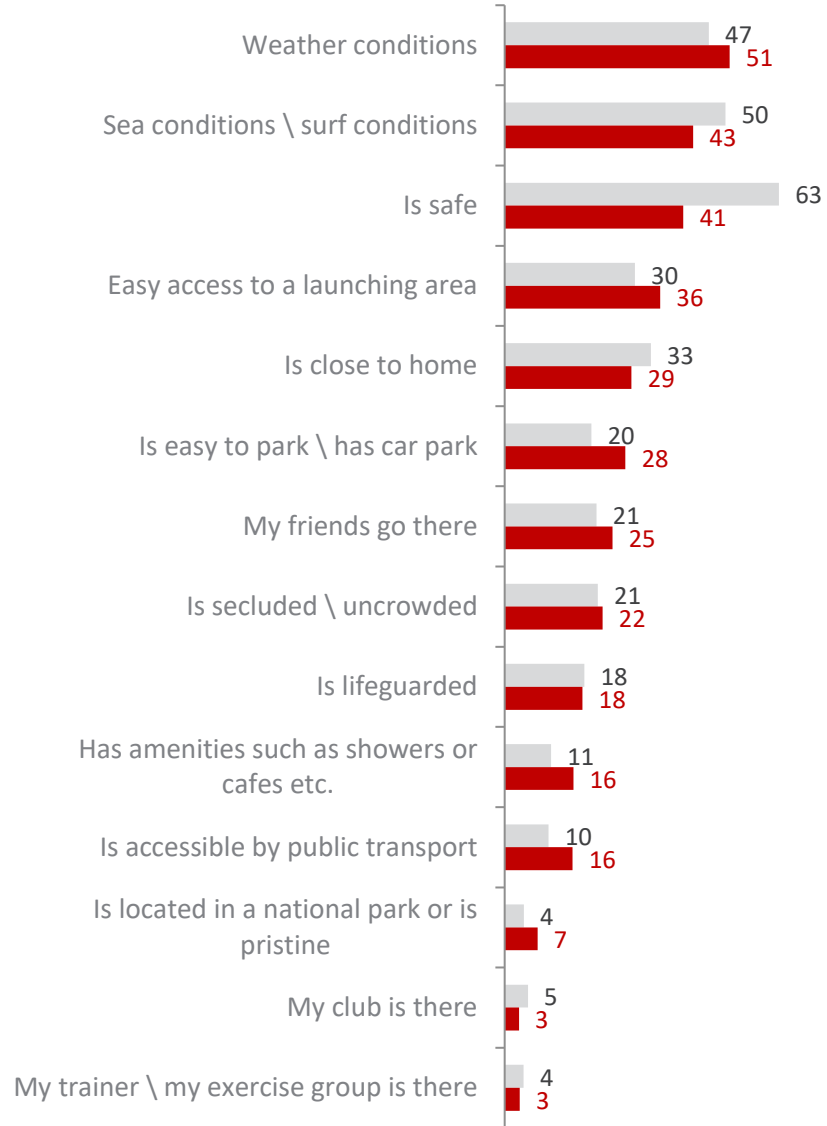
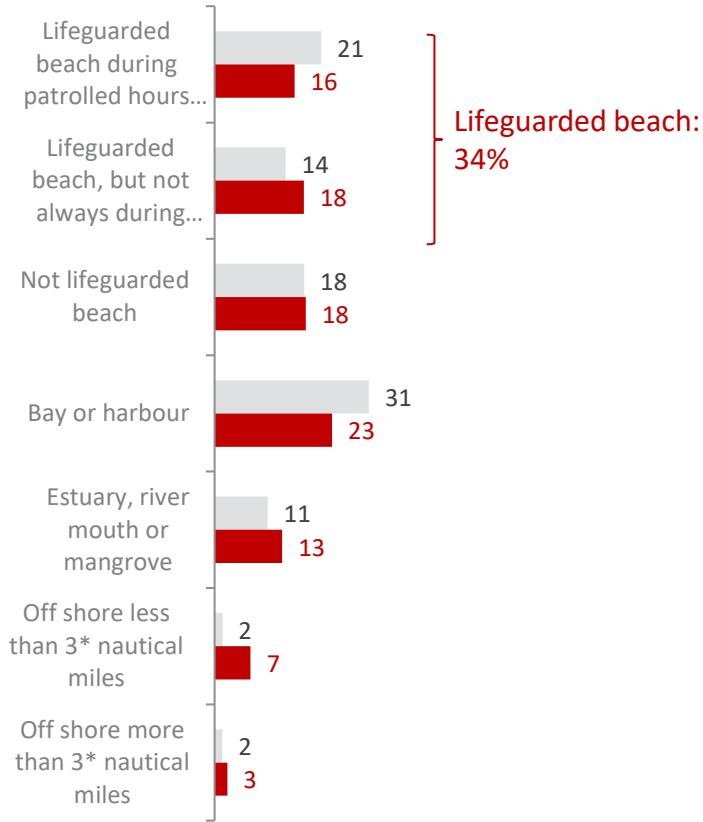
Base: other watercraft users (n=96)

## Profile of watercraft users



Base: Adults aged 16+ nationally

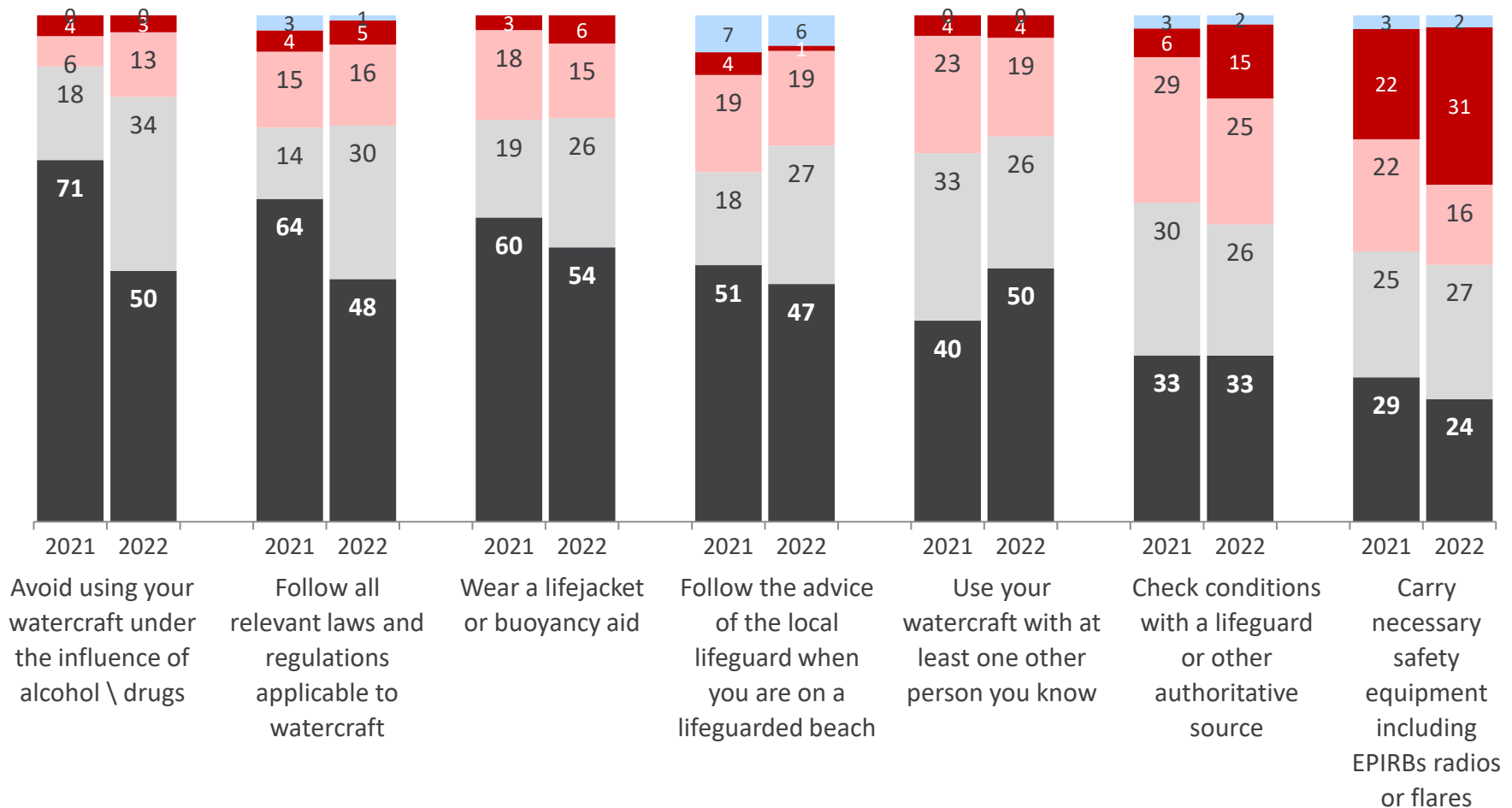
# Other watercraft: where they usually go /how they choose a location



Base: Adults who participate in other watercraft (n=70, 96)

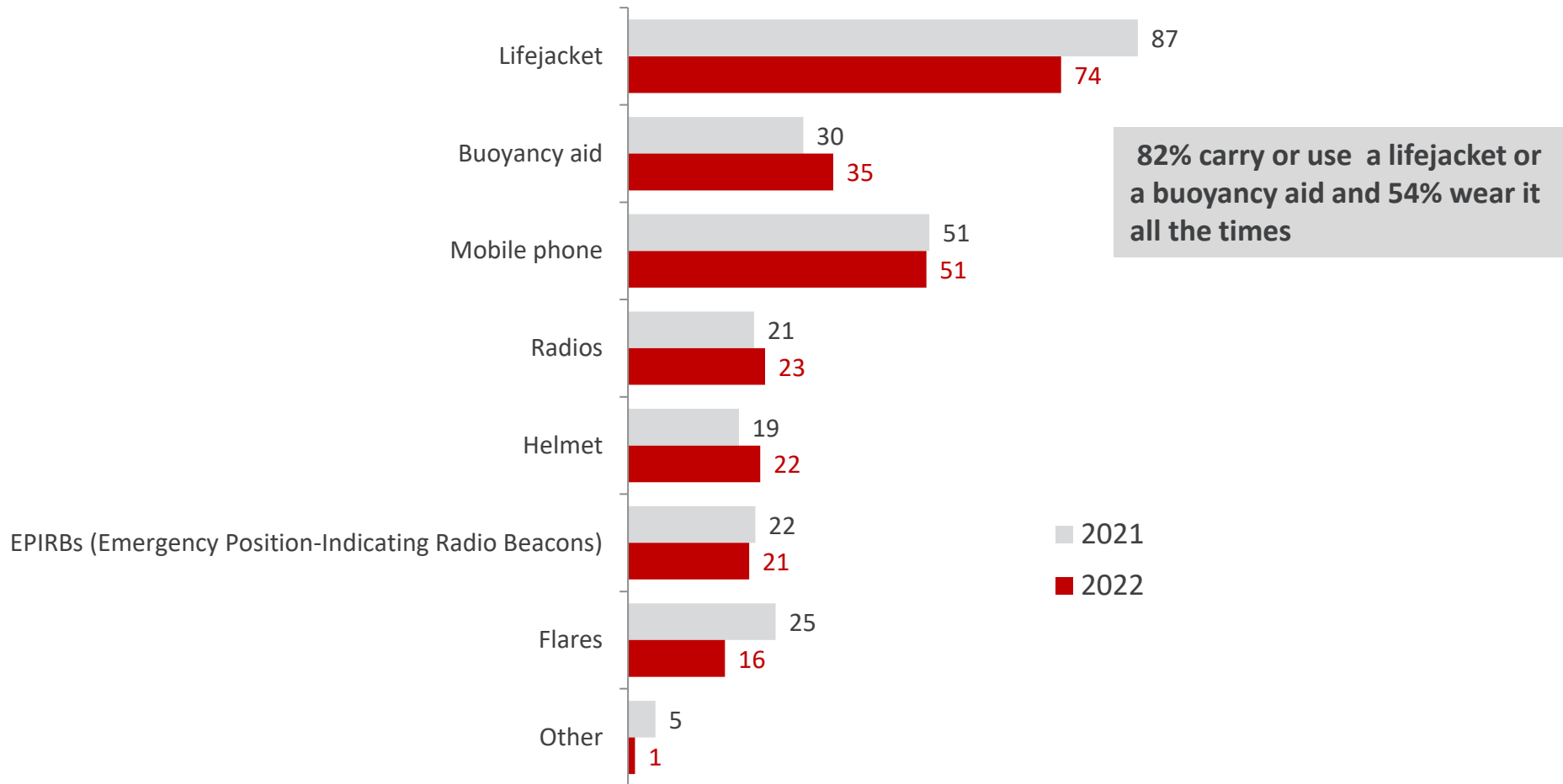
# Other watercraft: safety practises

Always
  Most of the time
  Sometimes
  Never
  Can't say



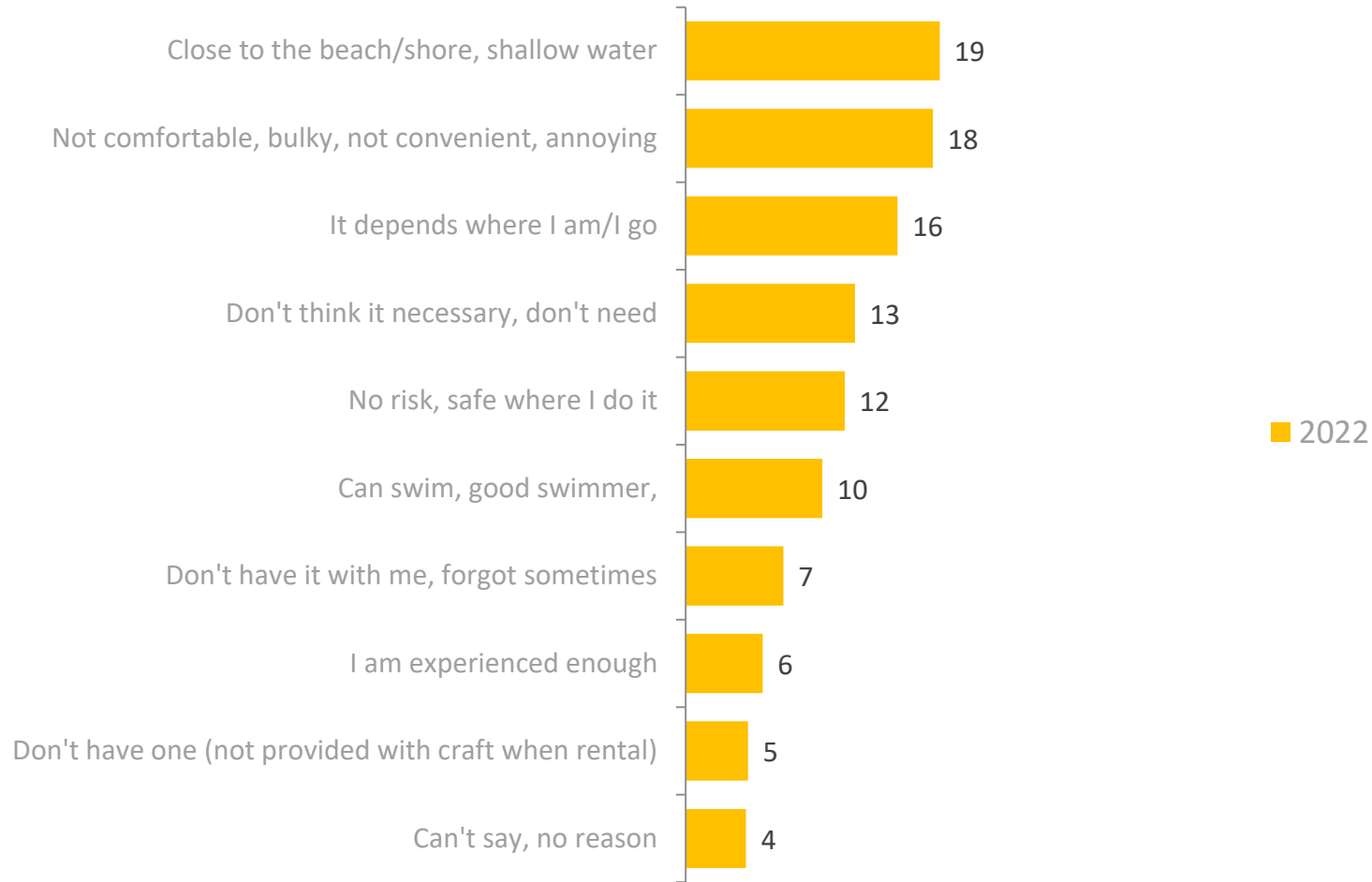
Base: Adults who participate in other watercraft (n=70,96)

# Watercraft: safety equipment use



Base: Use safety equipment (n=69, 94)

# Why 4 in 10 watercraft users do not always wear a lifejacket?



Base: watercraft users who do not always wear a lifejacket (n= 41)

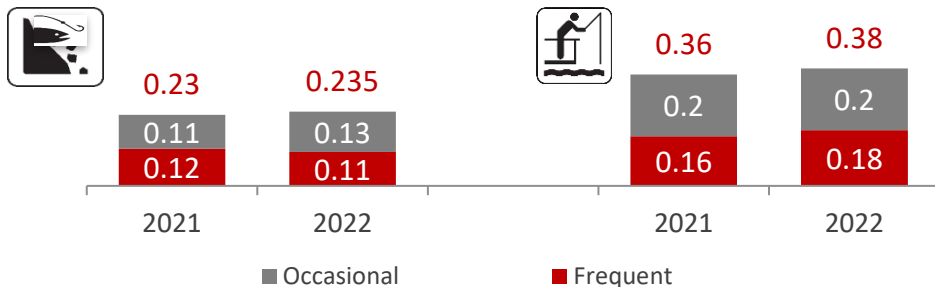
## 3.4 Rock fishing and Land Based Fishing



# Fishing:

## Key metrics:

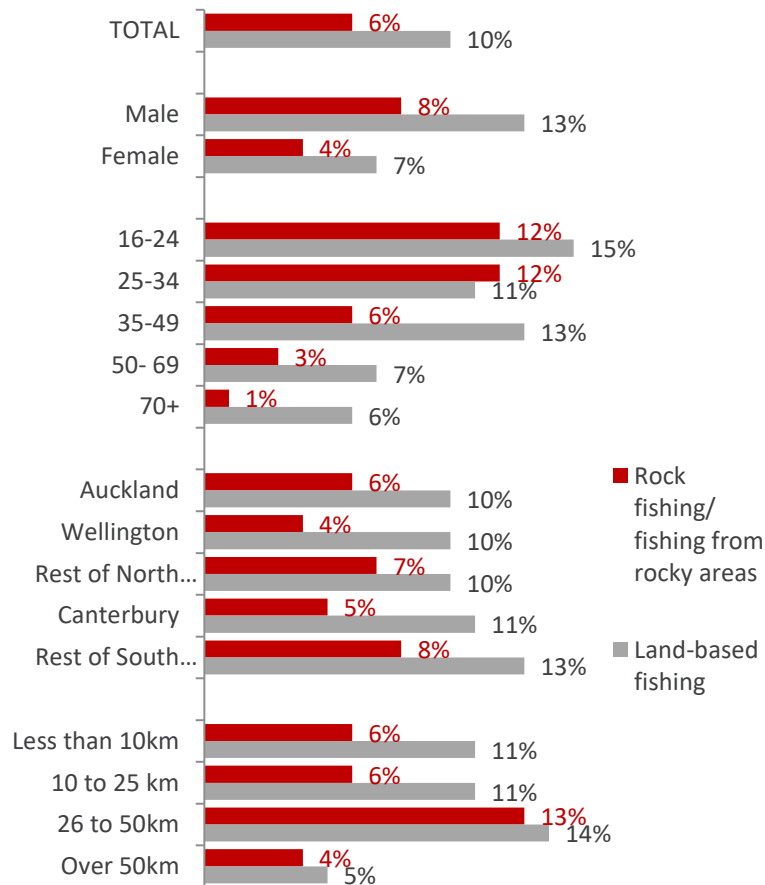
- Number of Rock fishers – 235K
- Number of Land based fishers –380K
- Number of frequent Rock fishers (at least once a month) – 105K
- Number of frequent Land based fishers (at least once a month) – 180K



Experience/expertise (in 2022):	Rock Fishing	Land-based fishing
Beginner	23%	28%
Intermediate	61%	42%
Advanced	16%	31%

62% of rock fishers feel experienced enough to take some risks:

## Profile of Rock and land-based fishers

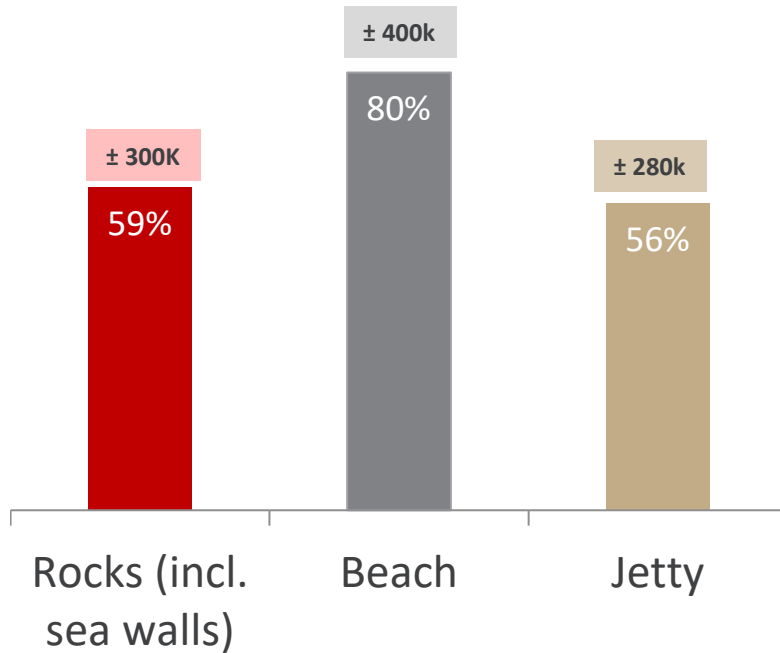


Base: Adults aged 16+ nationally



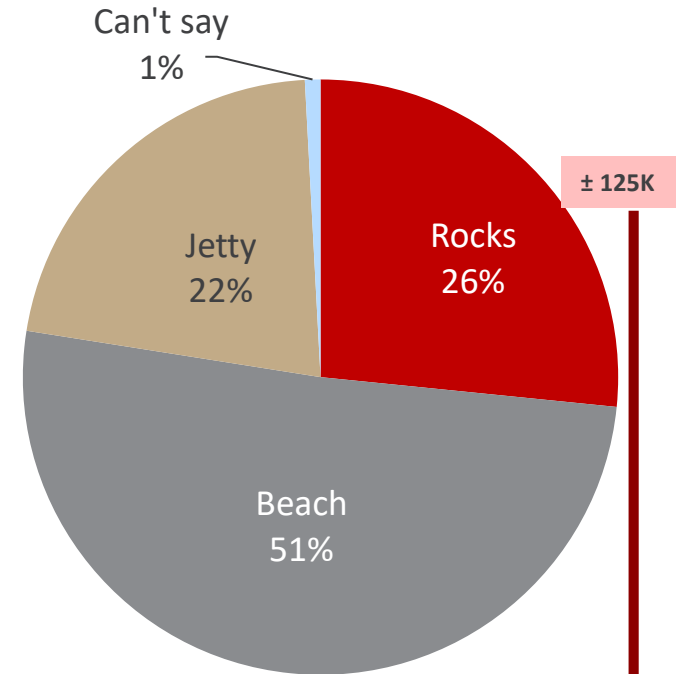
# Fishing: where do they go?

## Where do they go fishing?



Go fishing on the Rocks is estimated at 300K however total participation in Rock Fishing is slightly lower 235K

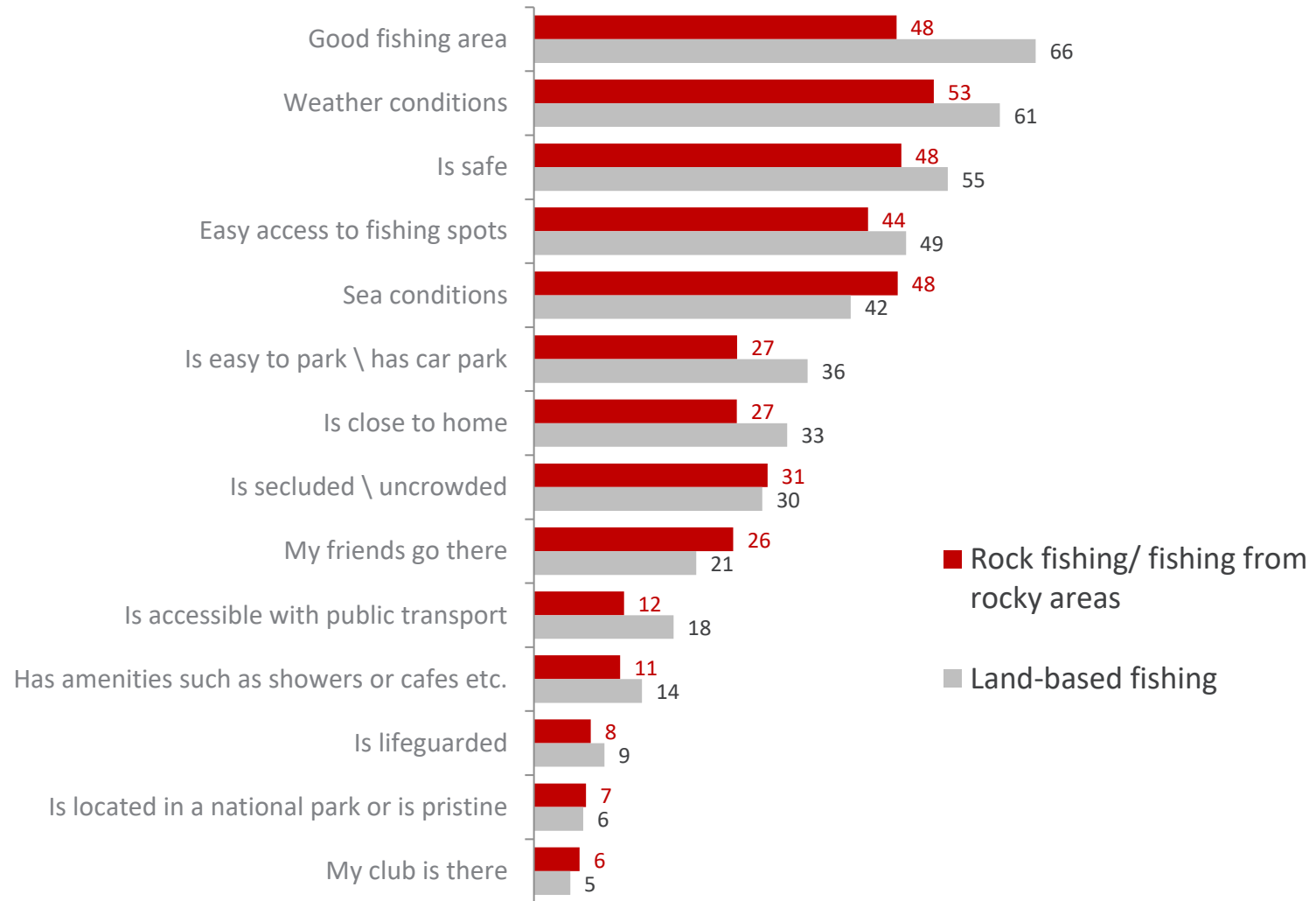
## Where do they usually go fishing ?



125K usually go fishing on the Rocks (and this is quite consistent with the number of frequent rock fishers 105K)

Base: Adults aged 16+ who participate in fishing (n=132)

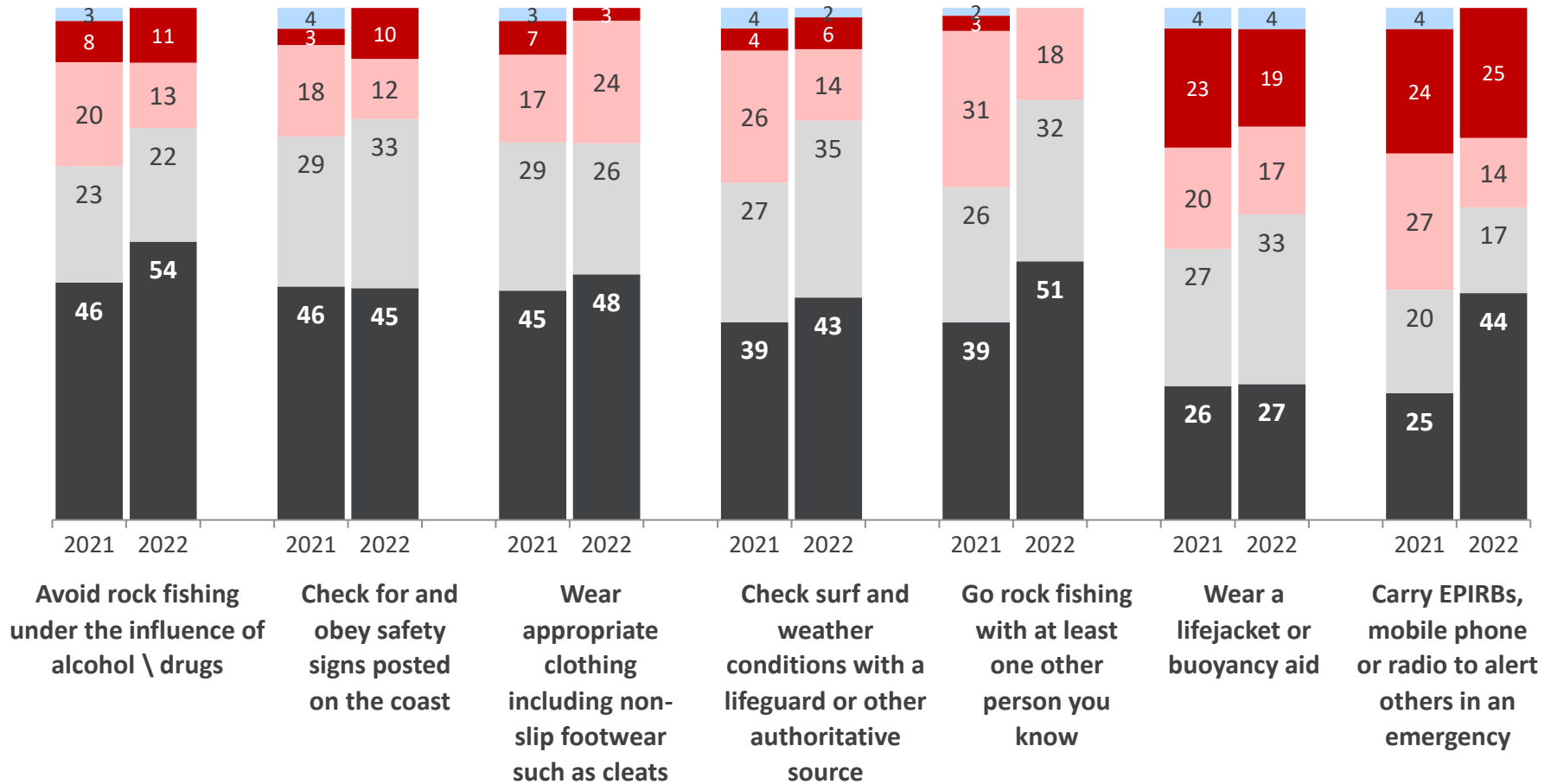
# Fishing: how they choose a location



Base: Adults who participate in fishing (Rock fishing n=59, land based fishing n=101)

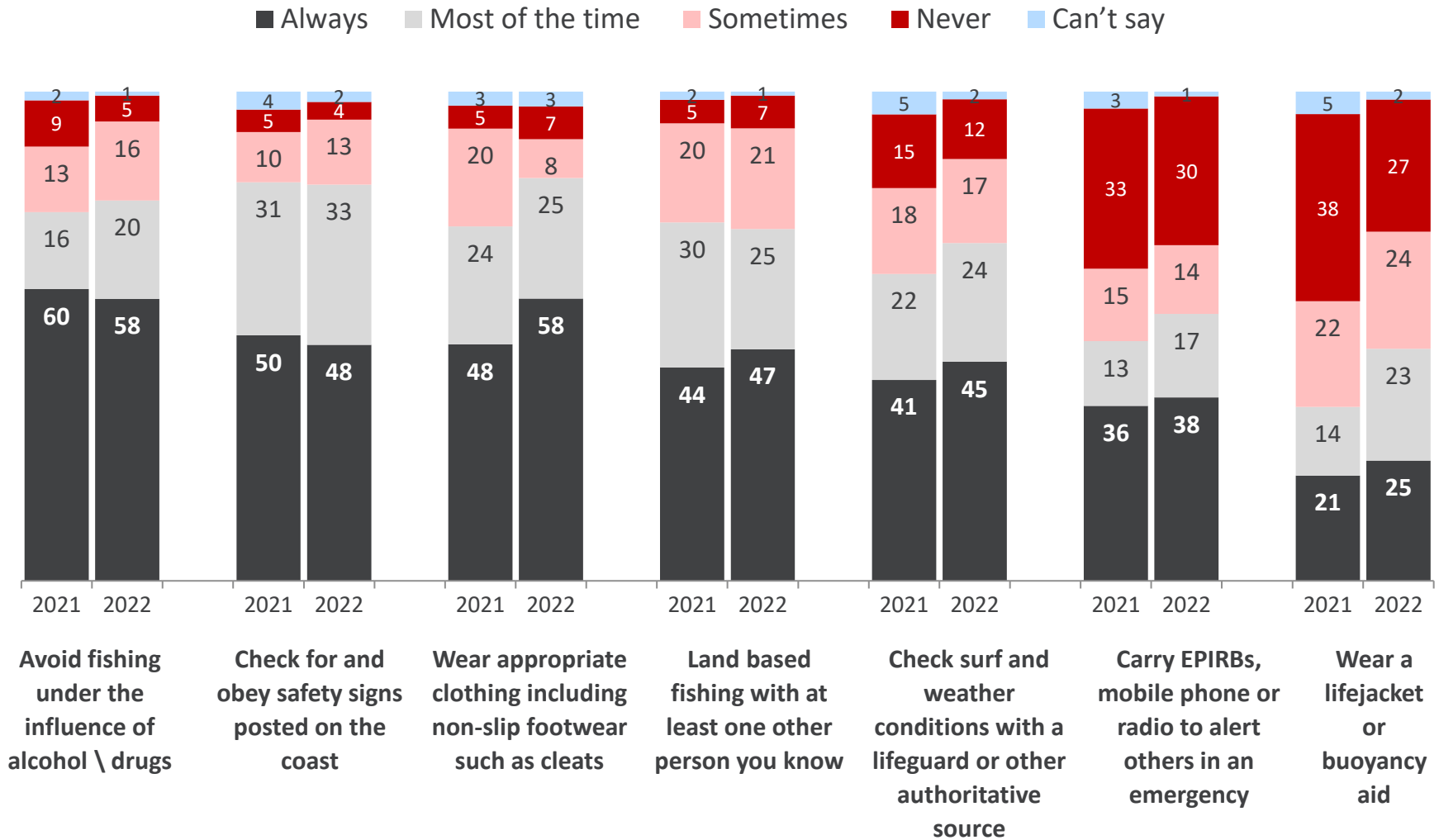
# Rock Fishing: safety practises

Always
  Most of the time
  Sometimes
  Never
  Can't say



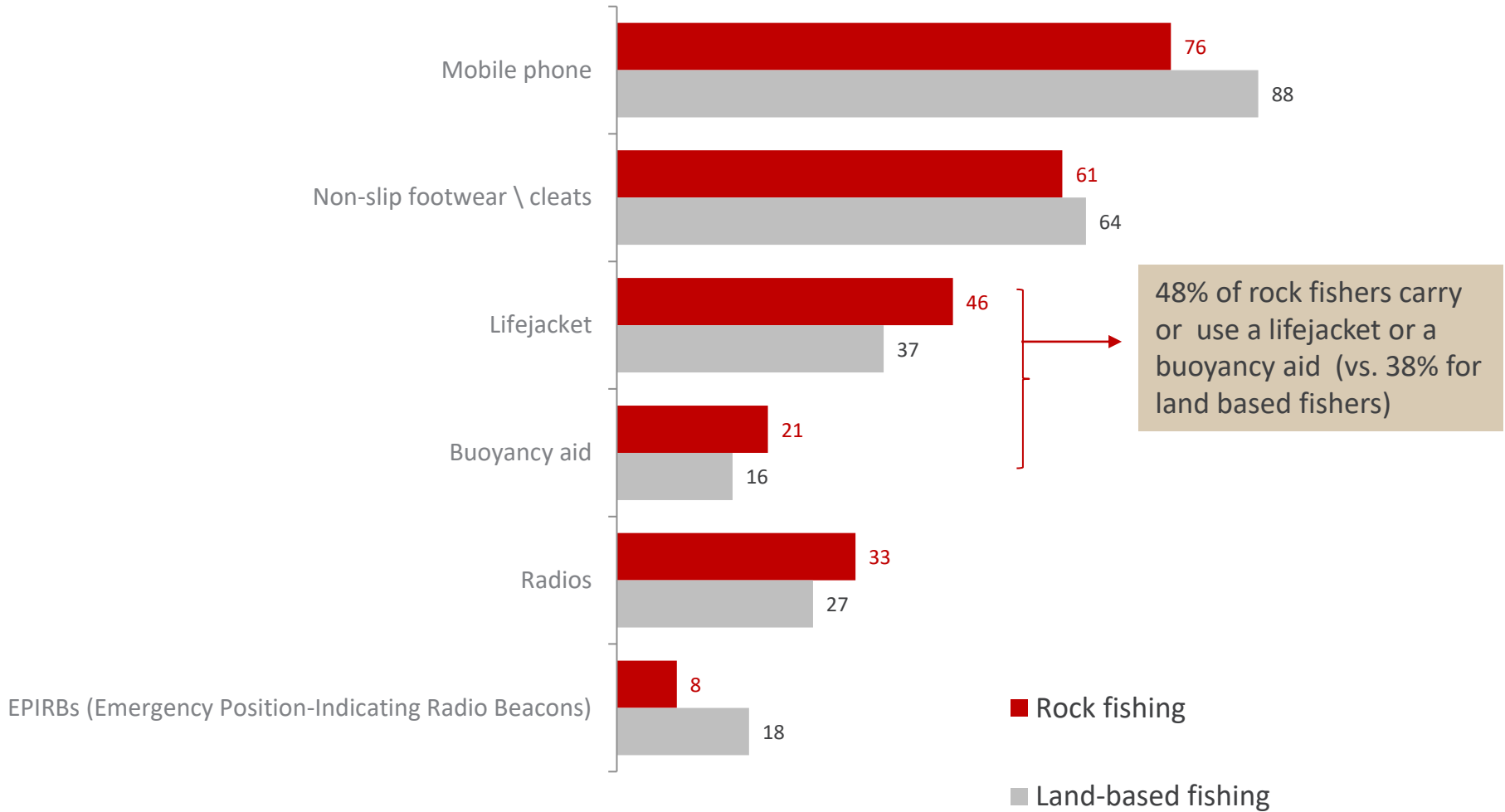
Base: Adults who participate in rock fishing (n=64, 59)

# Land based Fishing: safety practises



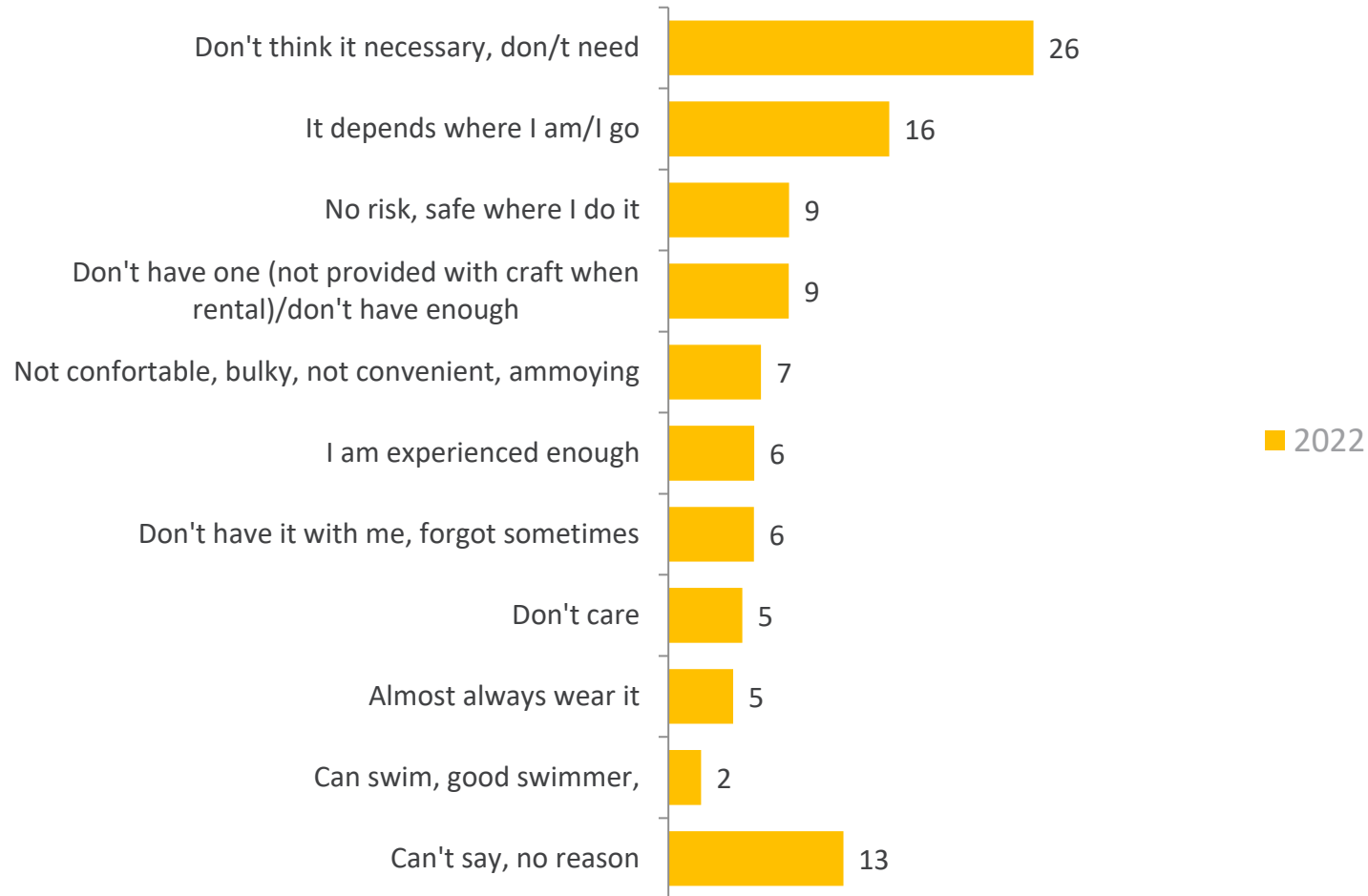
Base: Adults who participate in land-based fishing (n=101, 101)

# Fishing: safety equipment use



Base: Adults who use safety equipment when fishing (rock fishing n= 59, land based fishing n=100)

# Why 3 in 4 rock fishers do not always wear a lifejacket?



Base: Rock fishers who do not always wear a lifejacket (n=40)

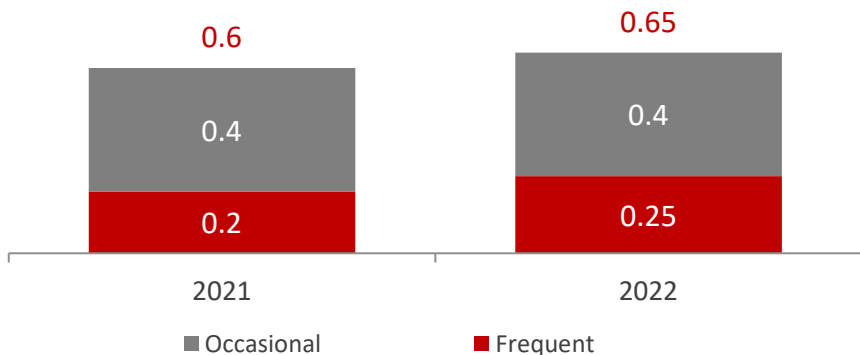
## 3.5 Boating (including boat fishing)



# Boating

## Key metrics:

- Number of boaters – 0.65 million
- Number of frequent boaters (at least once a month) – 0.25 million



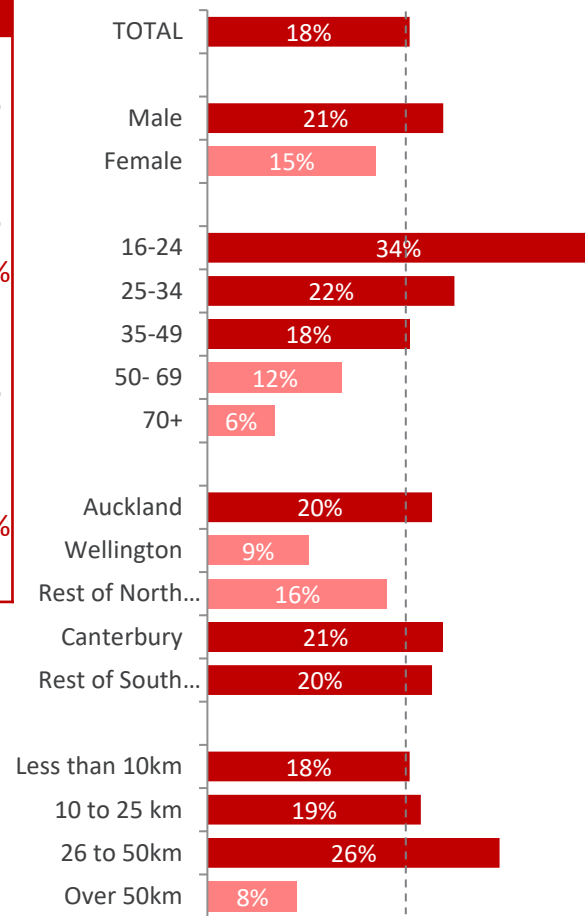
Experience/expertise (in 2022)	In %
Beginner	36%
Intermediate	42%
Advanced	22%

37% of boaters feel experienced enough to take some risks

Type of boat they use	
Power boat on a trailer	64%
Power boat on a mooring \ at a marina	30%
<b>TOTAL Power Boat</b>	<b>88%</b>
Sail boat on a mooring \ at a marina	14%
Sail boat on a trailer	5%
<b>TOTAL Sailing Boat</b>	<b>17%</b>
Other	3%

Base: Boaters (n=172)

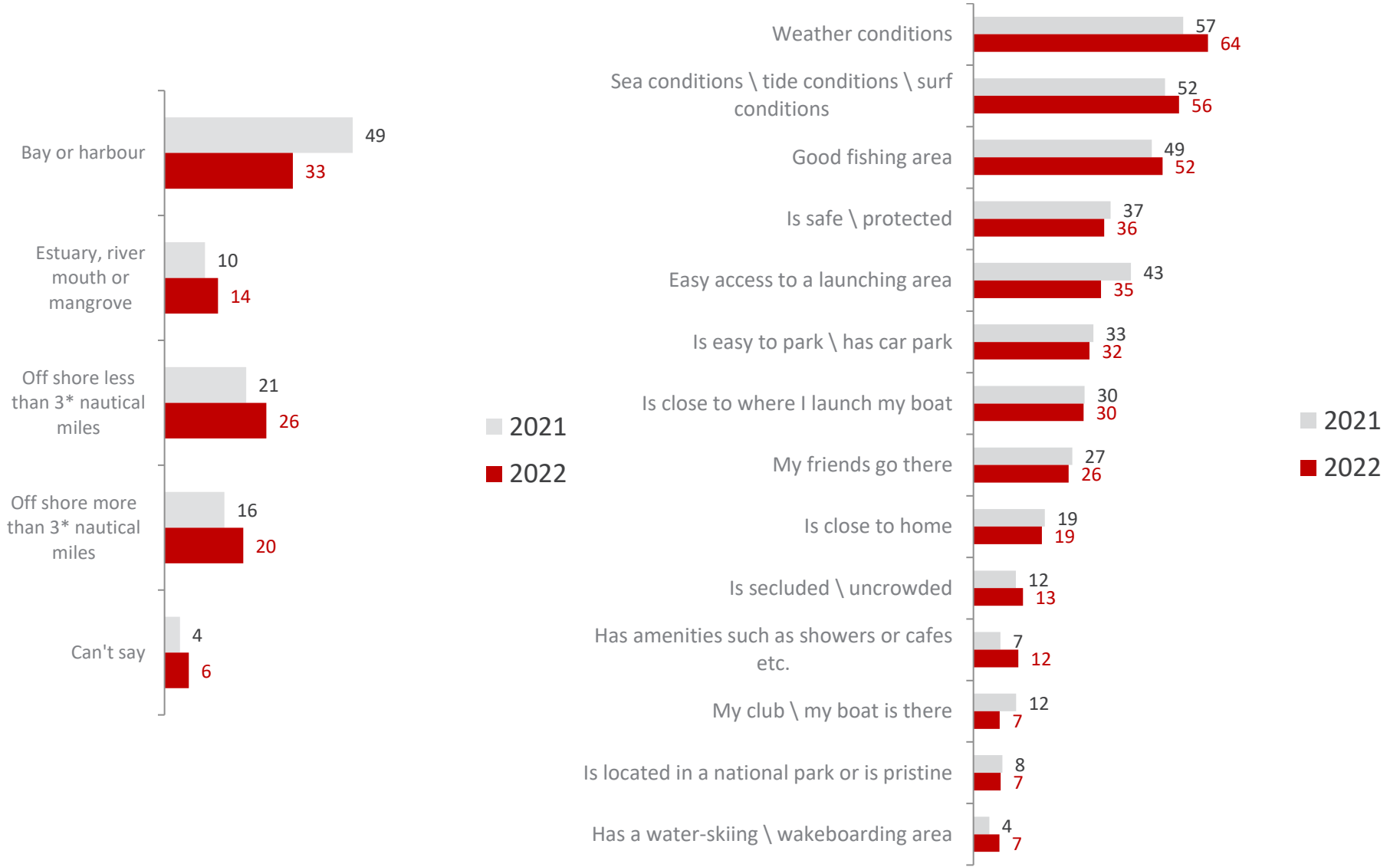
## Profile of boaters



Base: Adults aged 16+ nationally



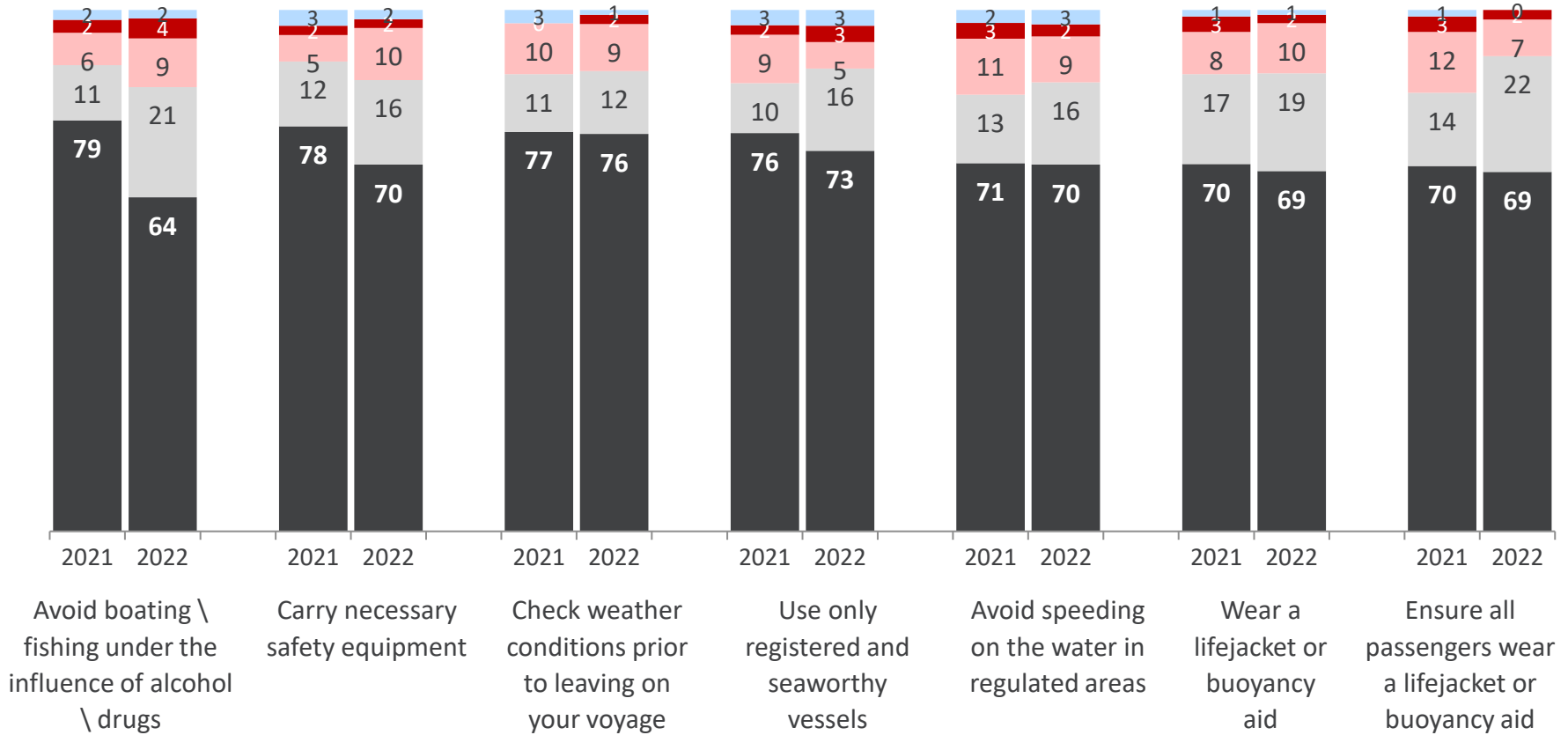
# Boating: where they usually go and how they choose a location



Base: Adults who participate in Boating (n=165, 172)

# Boating: safety practises

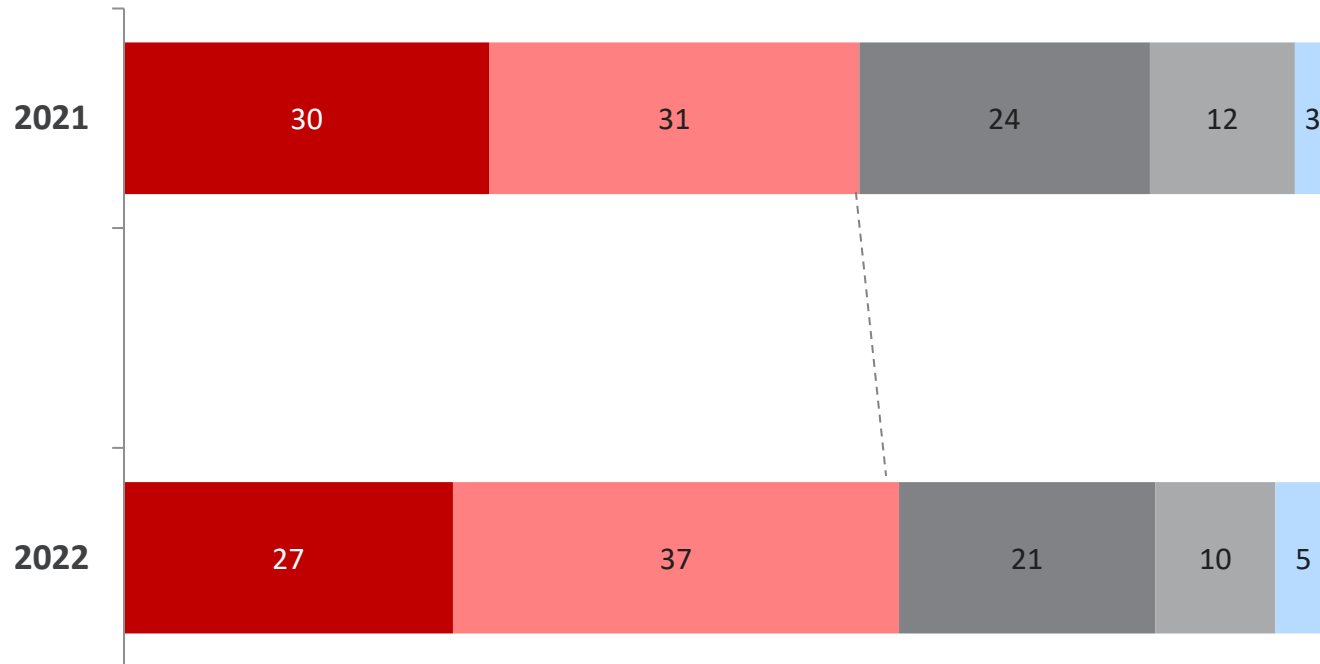
Always
  Most of the time
  Sometimes
  Never
  Can't say



Base: Adults who participate in boating (n=165, 172)

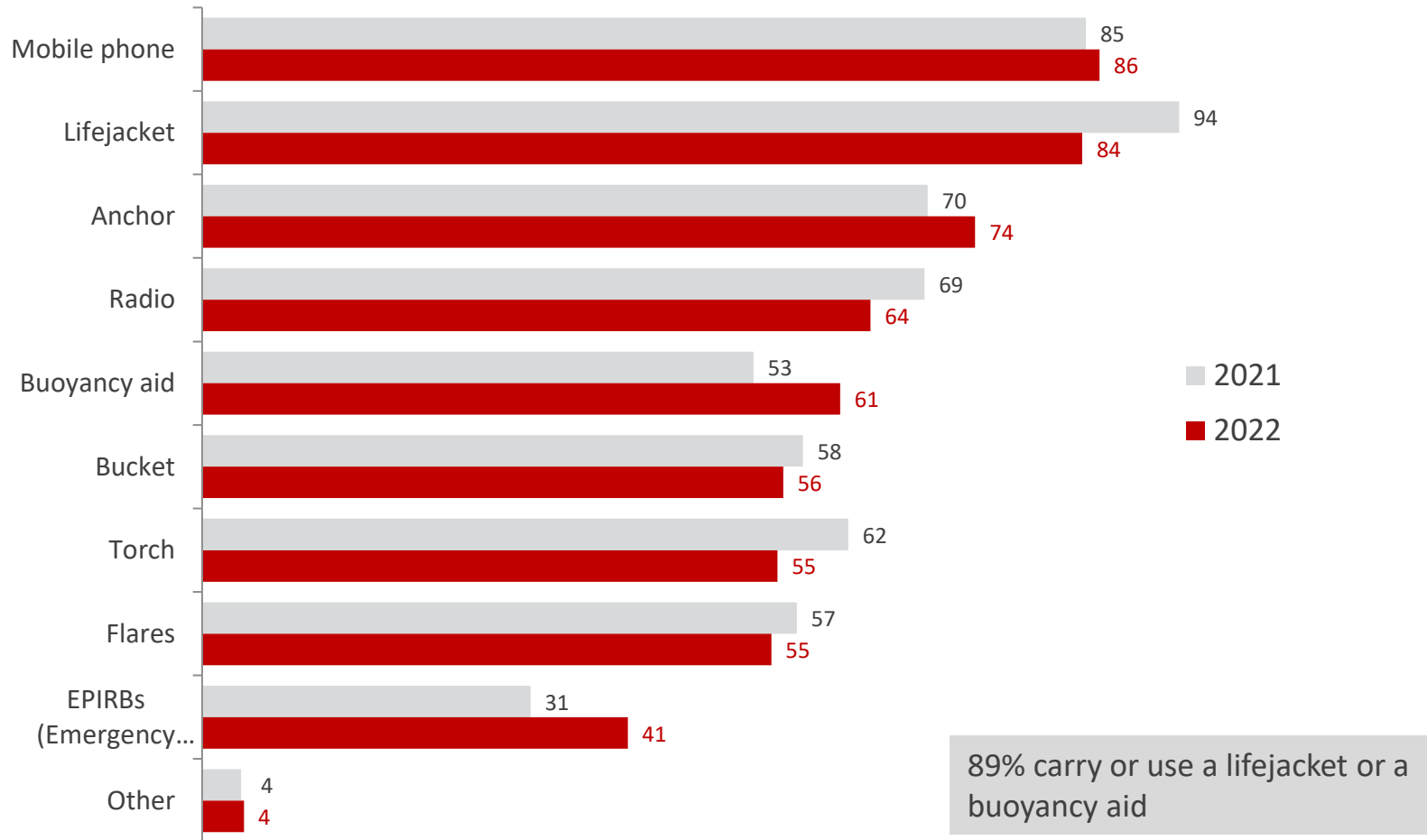
# Almost all boaters are doing boat-based fishing, and 2 in 3 boaters are doing it often

■ Always fish when boating ■ Most of the times ■ Sometimes ■ Rarely ■ Never fish



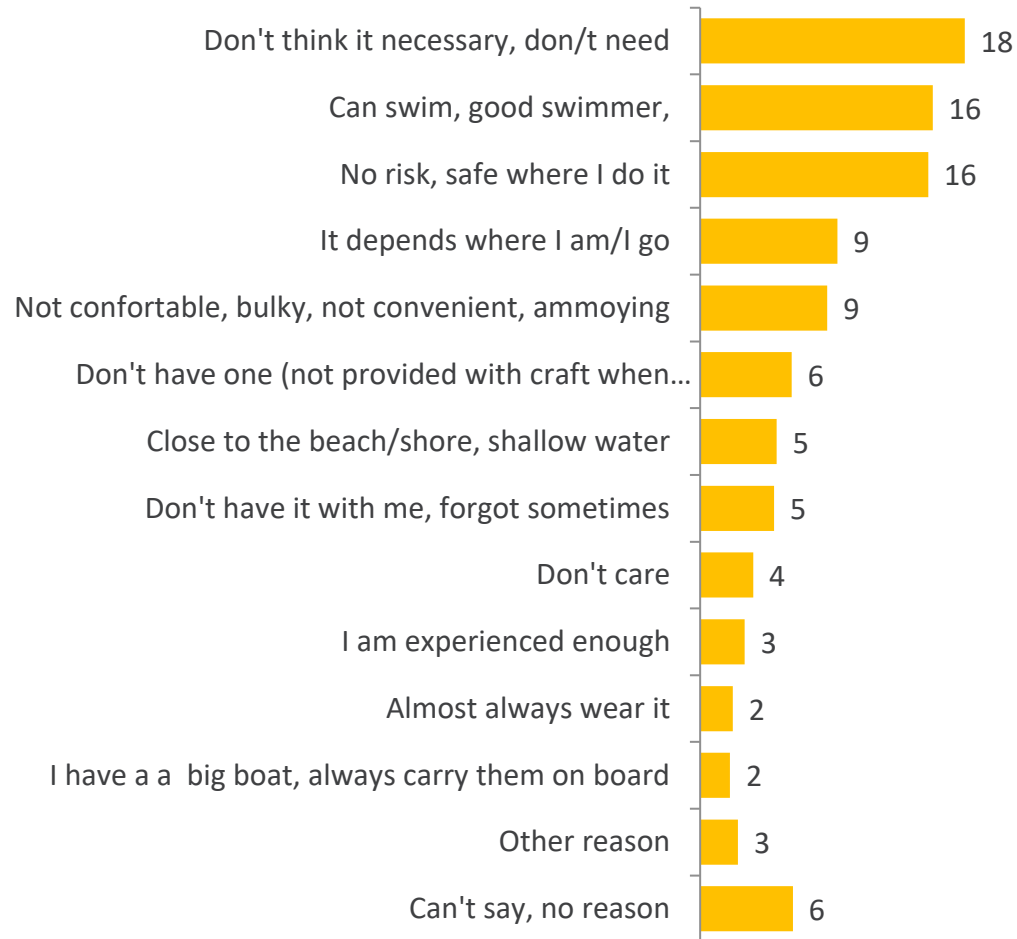
Base: Adults who participate in boating (n = 165, 172)

# Boating: safety equipment use



Base: Use safety equipment (n= 163, 172)

# Why 3 in 10 boaters do not always wear a lifejacket?



Base: Boaters who do not always wear a lifejacket (n=50)

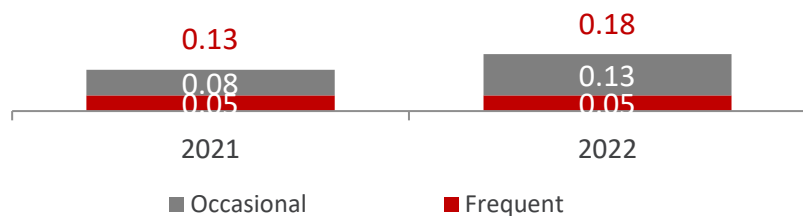
## 3.6 Jet ski Personal Water Craft (PWC)



# Jet ski (PWC): Who and how often?

## Key metrics:

- Number of Personal Water Craft / jet ski users – 180K
- Number of frequent Personal Water Craft / jet ski users (at least once a month) – 50K



Have had some jet ski training	
Yes	22%
No	78%

Base: Jet skiers (n=45)

Type of jet ski they use	
Sit down only	63%
Both sit down and stand-up	34%
Stand-up only	2%

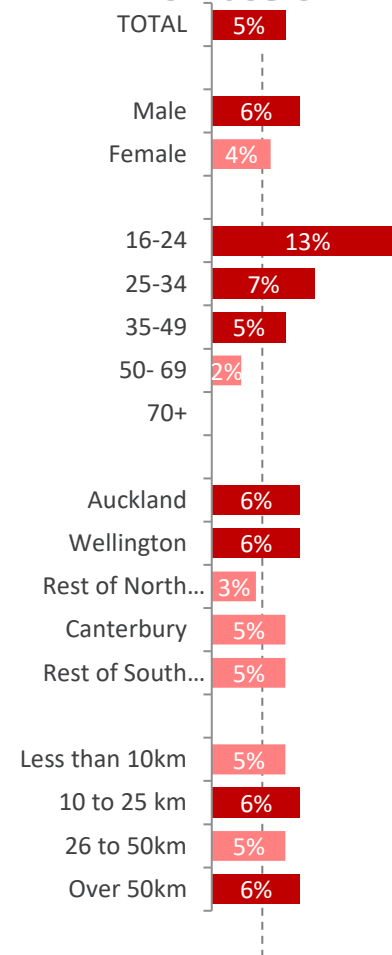
Base: Jet skiers (n=45)

## Experience/expertise (in 2022):

Experience/expertise (in 2022):	In %
Beginner	58%
Intermediate	17%
Advanced	25%

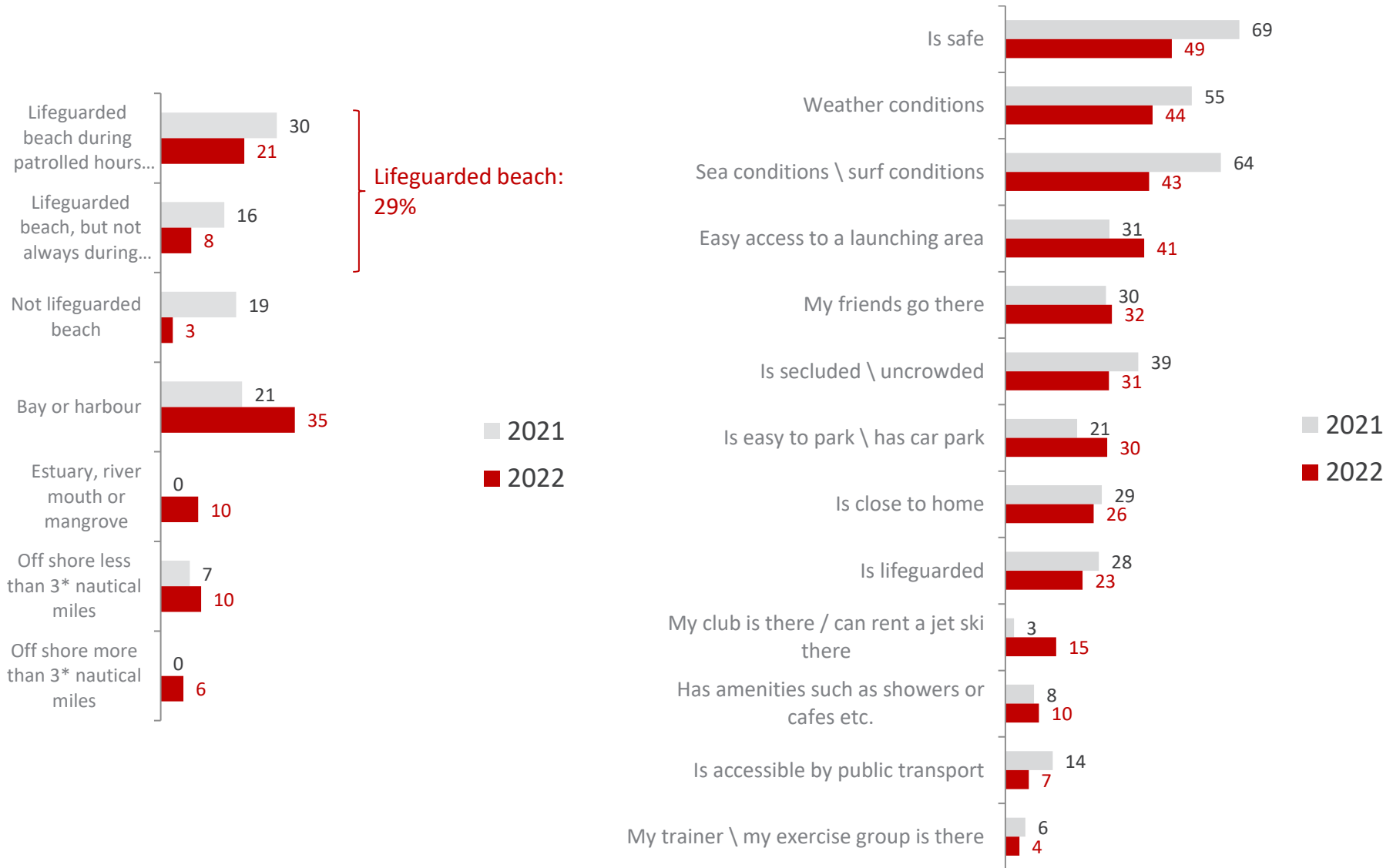
34% of jet skiers feel experienced enough to take some risks

## Profile of Jet ski users



Base: Adults aged 16+ nationally

# Jet ski: where they usually go and how they choose a location

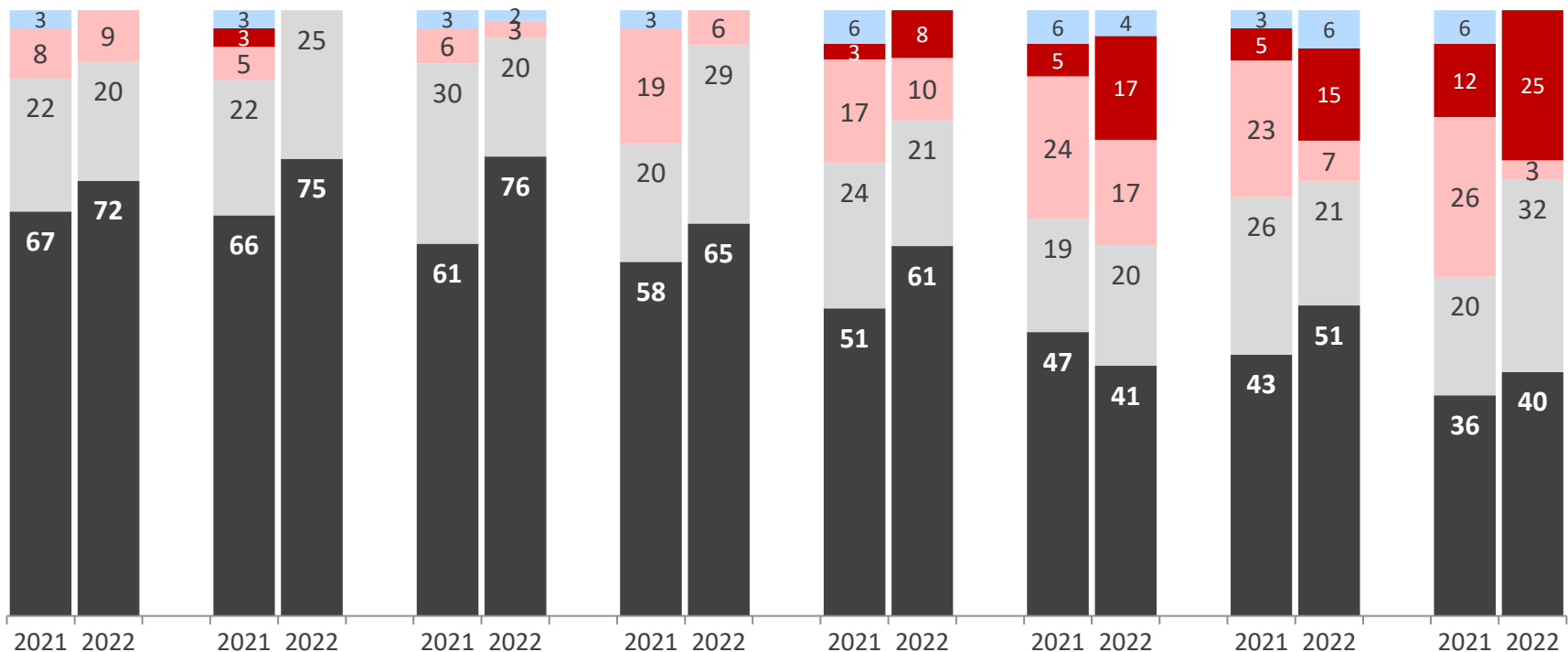


Base: Adults who participate in jet ski (n=37, 45)



# Jet ski: safety practises

Always
  Most of the time
  Sometimes
  Never
  Can't say



Wear a lifejacket

Avoid using jet ski under the influence of alcohol \ drugs

Follow all relevant laws and regulations applicable to personal watercraft or jet ski

Use your jet ski with at least one other person you know

Follow the advice of the local lifeguard when you are on a patrolled beach

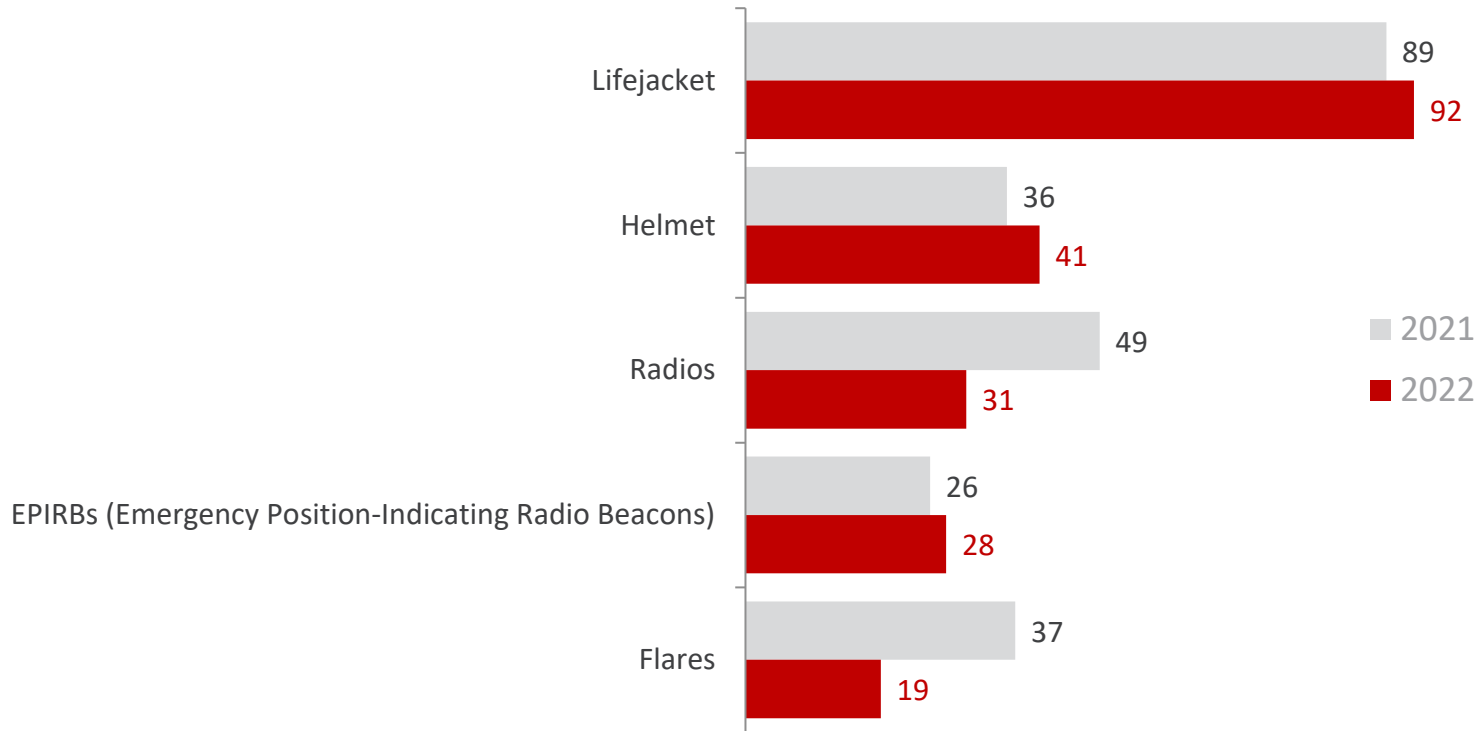
Carry necessary safety equipment including EPIRBs, radios or flares

Check conditions with a lifeguard or other authoritative source

Wear a helmet or other protective equipment

Source: Adults who participate in jet ski (n=37, 45)

# Jet ski: safety equipment use



Base: Use safety equipment (n=36, 45)

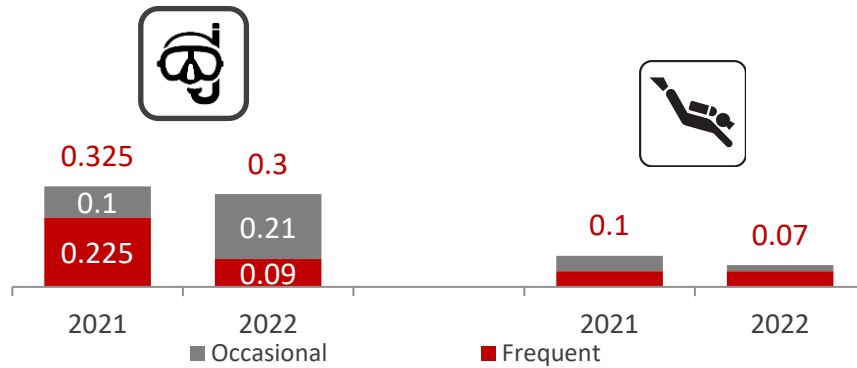
## 3.7 Snorkelling and scuba diving



# Snorkelling and scuba diving : Who and how often?

## Key metrics:

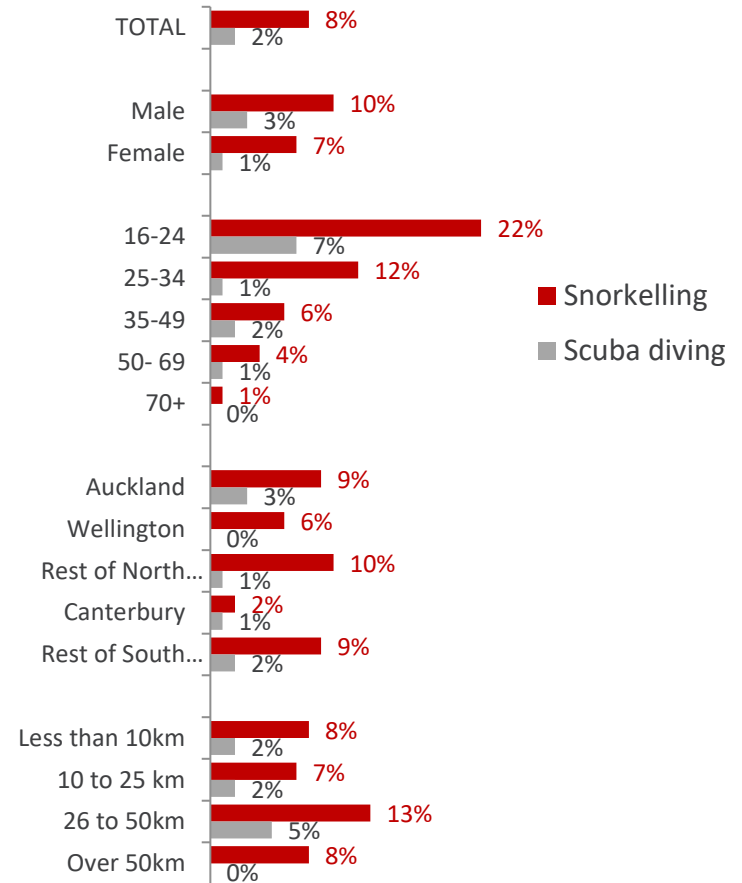
- Number of snorkellers– 300K
- Number of scuba divers– 50K
- Number of frequent snorkelers (at least once a month) – 90K



Experience/expertise (in 2022):	Snorkelling	Scuba diving
Beginner	34%	Small sample size
Intermediate	45%	
Advanced	22%	

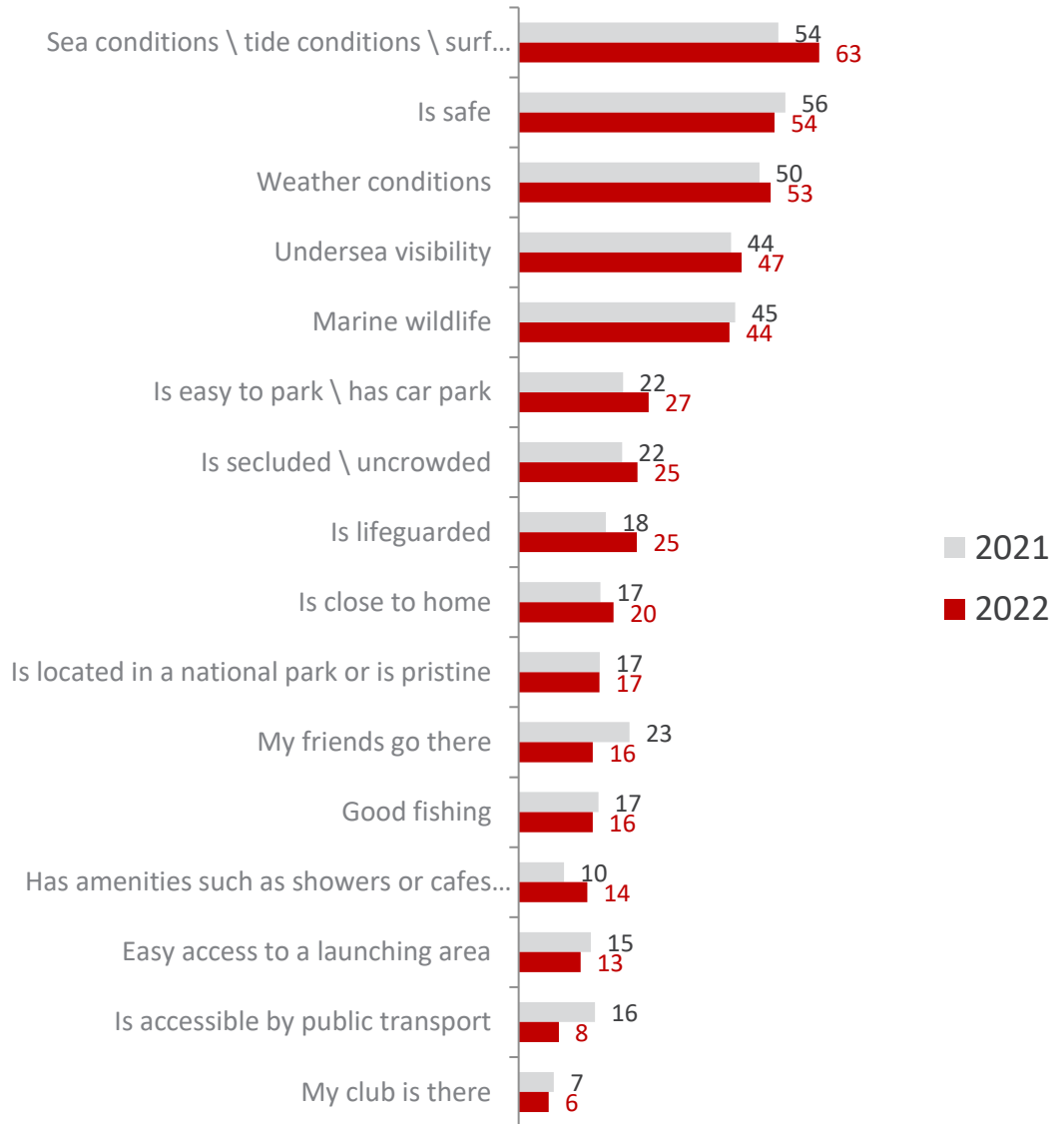
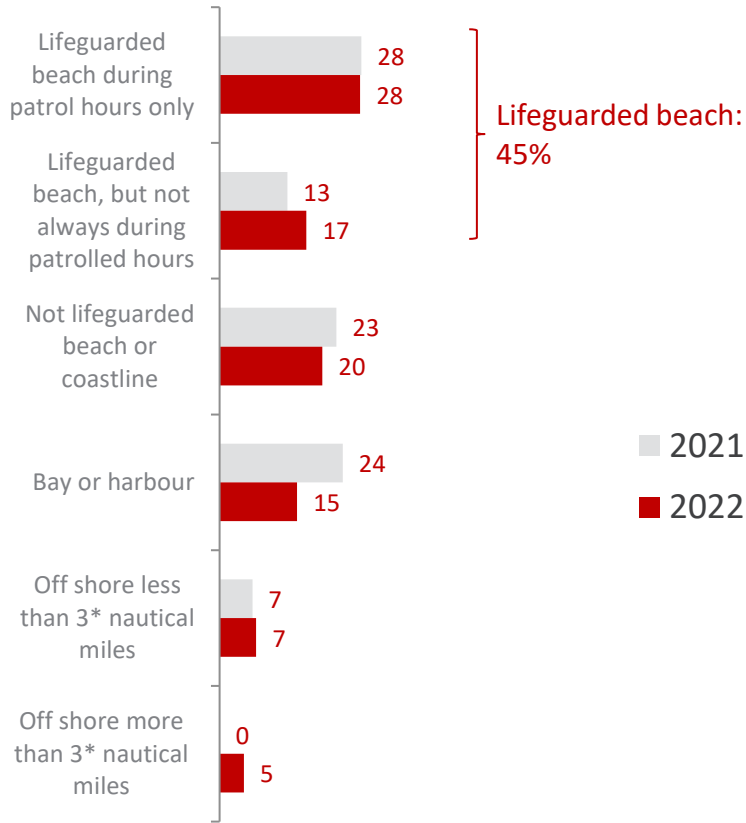
52% of snorkellers feel experienced enough to take some risks:

## Profile of snorkellers and divers



Base: Adults aged 16+

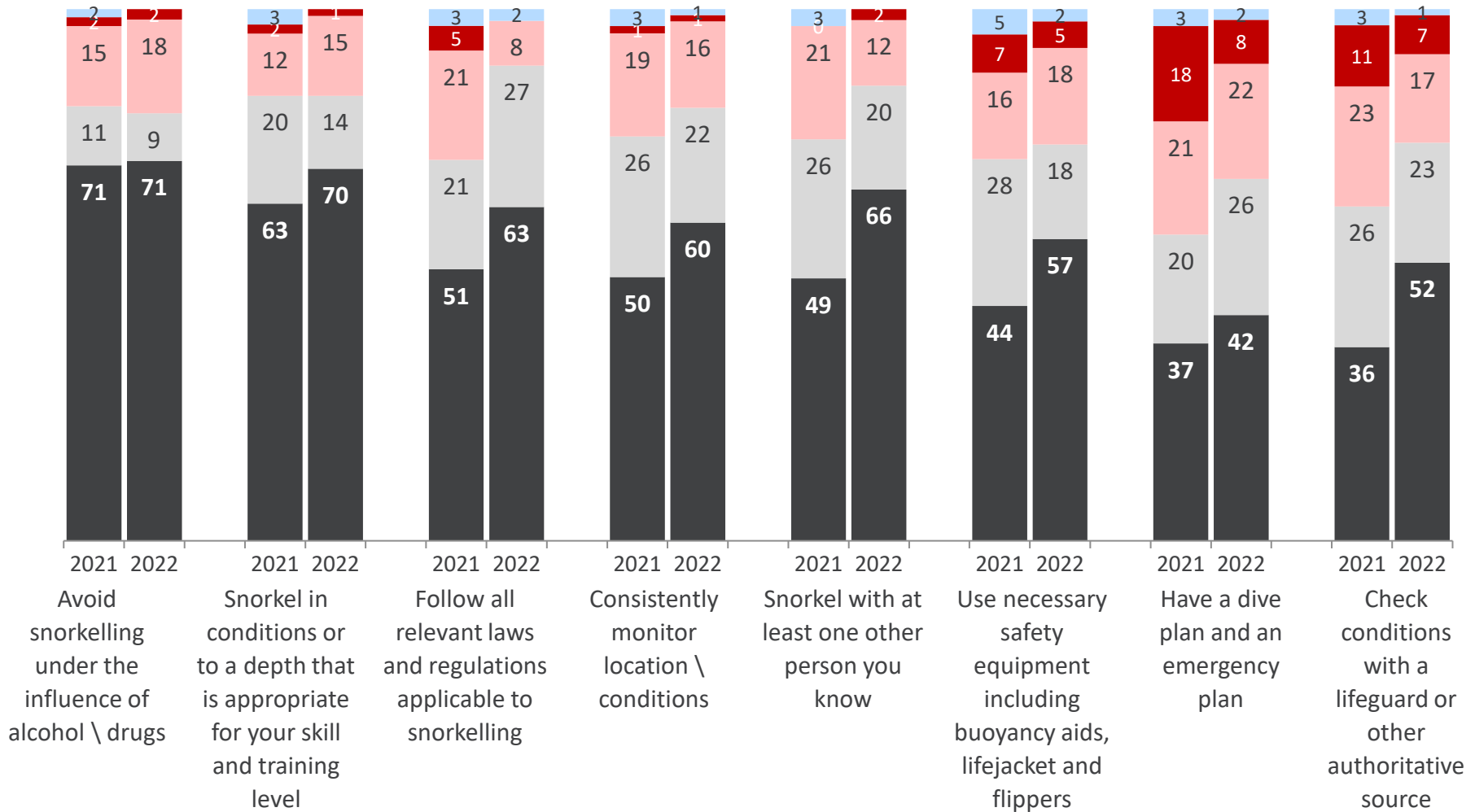
# Snorkelling: where they usually go and how they choose a location



Base: Adults who participate in snorkelling (n=62, 76)

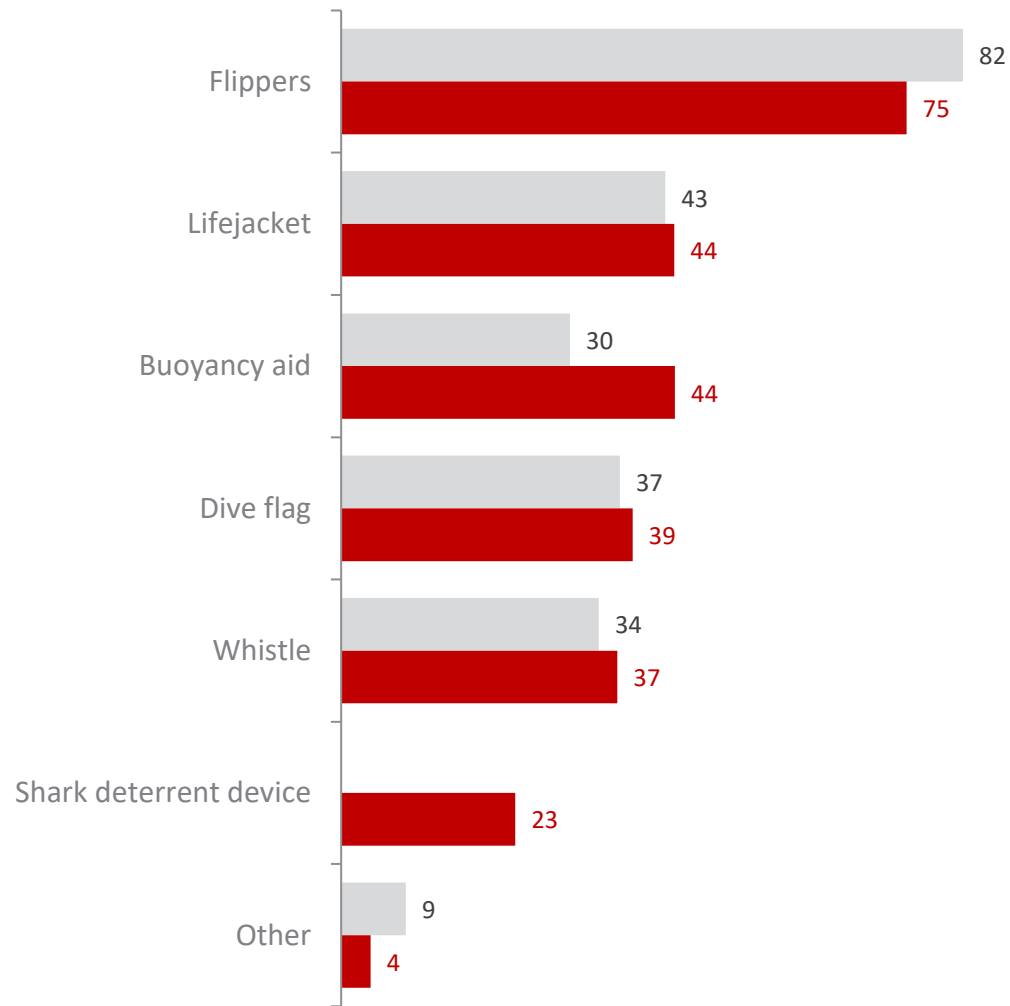
# Snorkelling: safety practises

Always
  Most of the time
  Sometimes
  Never
  Can't say



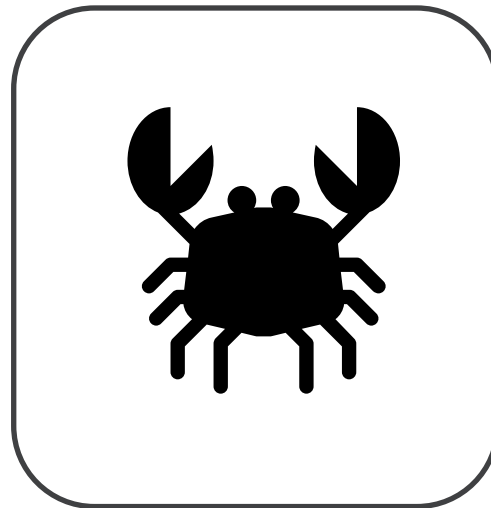
Base: Adults who participate in snorkelling (n=62, 76)

# Snorkelling safety equipment use



Base: Use safety equipment in snorkelling (n=55, 70)

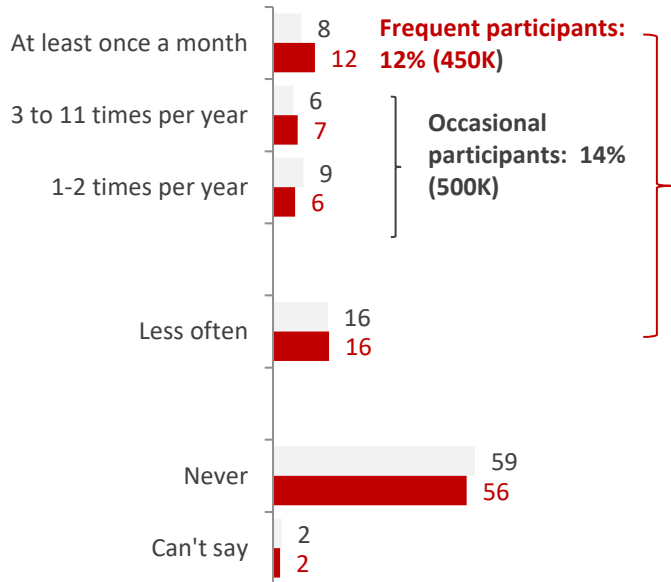
## 3.8 Kai gathering from the sea for food



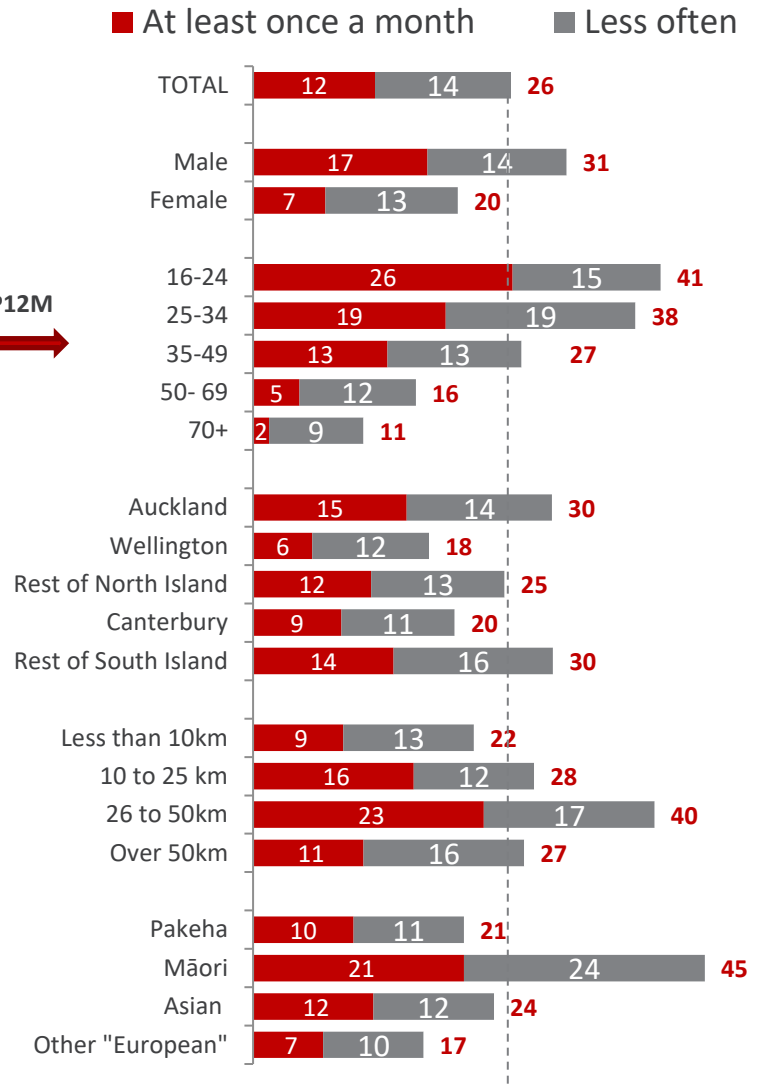


# Kai gathering from the sea for food: How often?

How often do they go kai gathering from the sea for food?

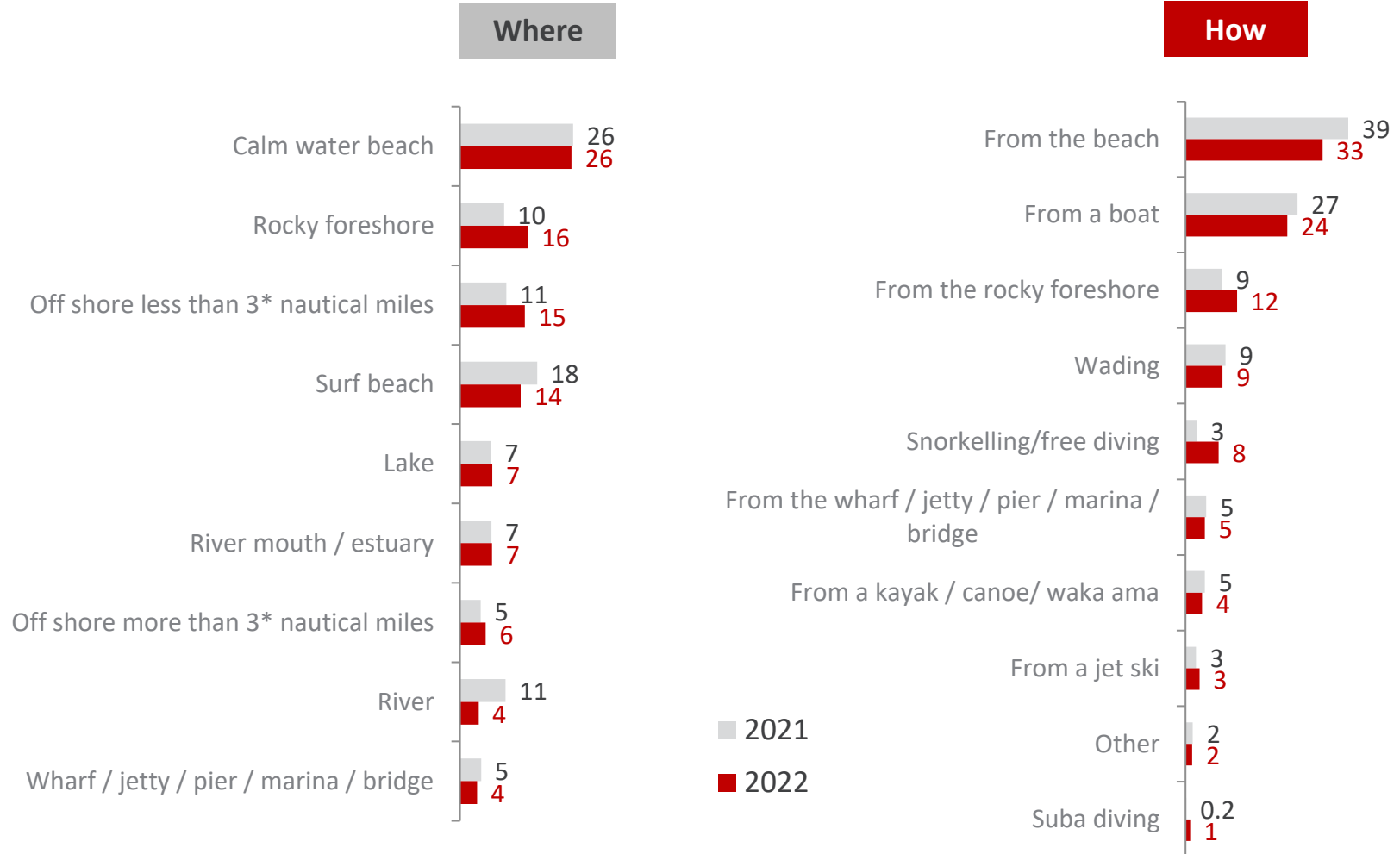


Participate P12M  
26%



Base: Adults aged 16+

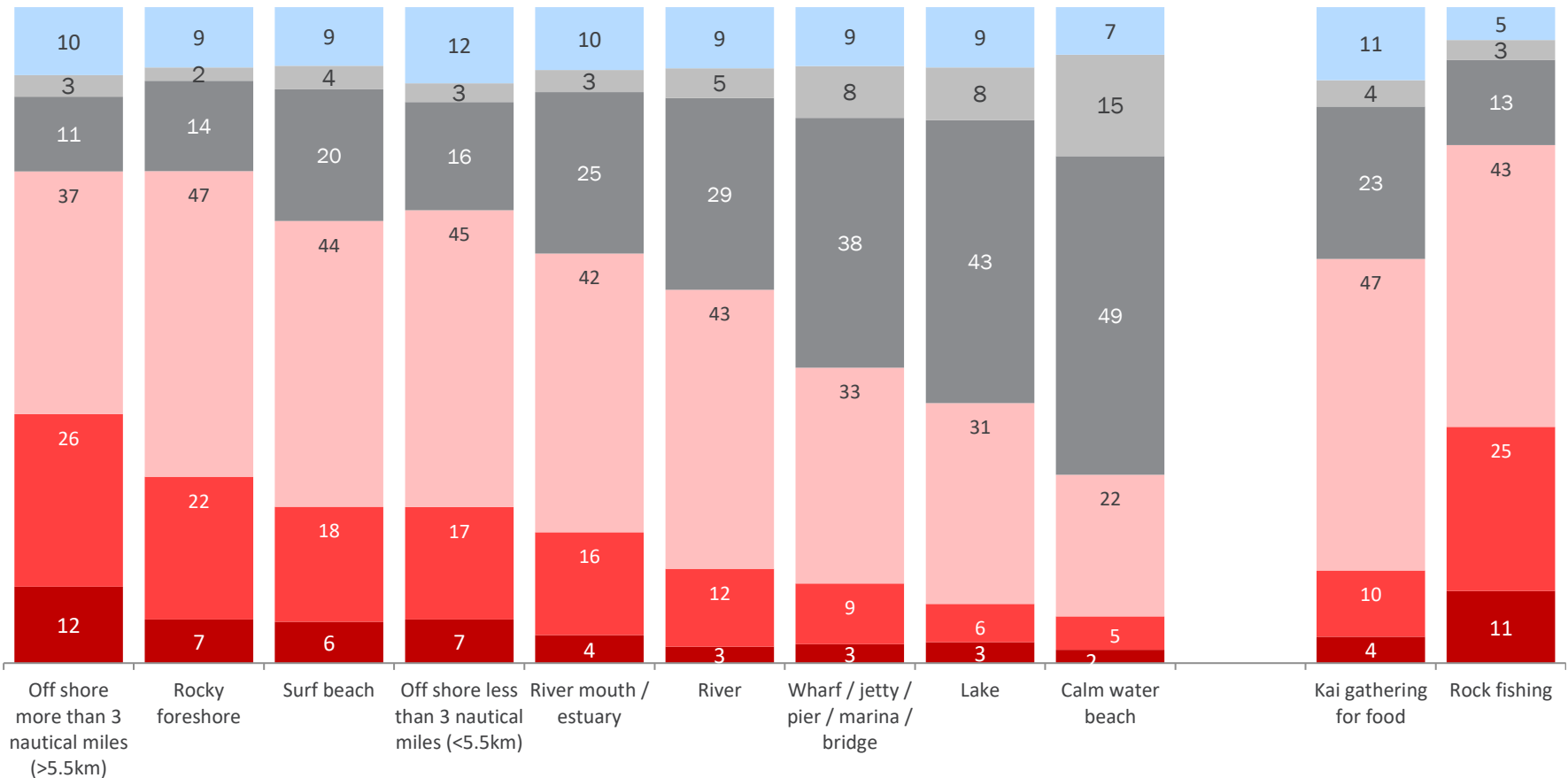
# Kai gathering for food: Where and How?



Base: Adults who do kai gathering for food from the sea (n=405, 422)

# Kai gathering for food: locations and hazards

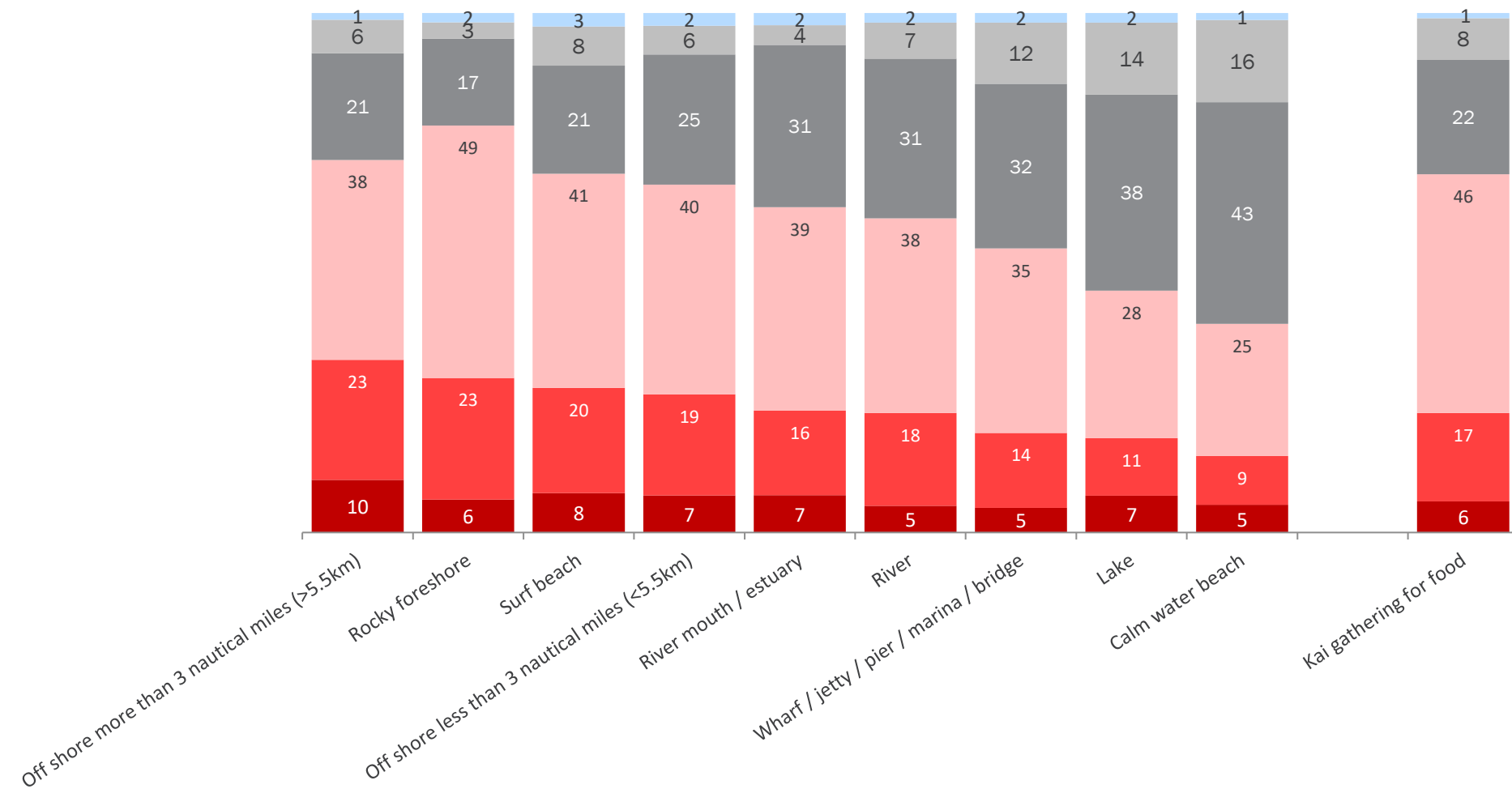
■ Extremely hazardous 
 ■ Very hazardous 
 ■ Somewhat hazardous 
 ■ Not very hazardous 
 ■ Not at all hazardous 
 ■ Can't say



Base: Adults aged 16+ ( N=1027)

# Kai gathering for food: locations and hazards among participants

■ Extremely hazardous 
 ■ Very hazardous 
 ■ Somewhat hazardous 
 ■ Not very hazardous 
 ■ Not at all hazardous 
 ■ Can't say

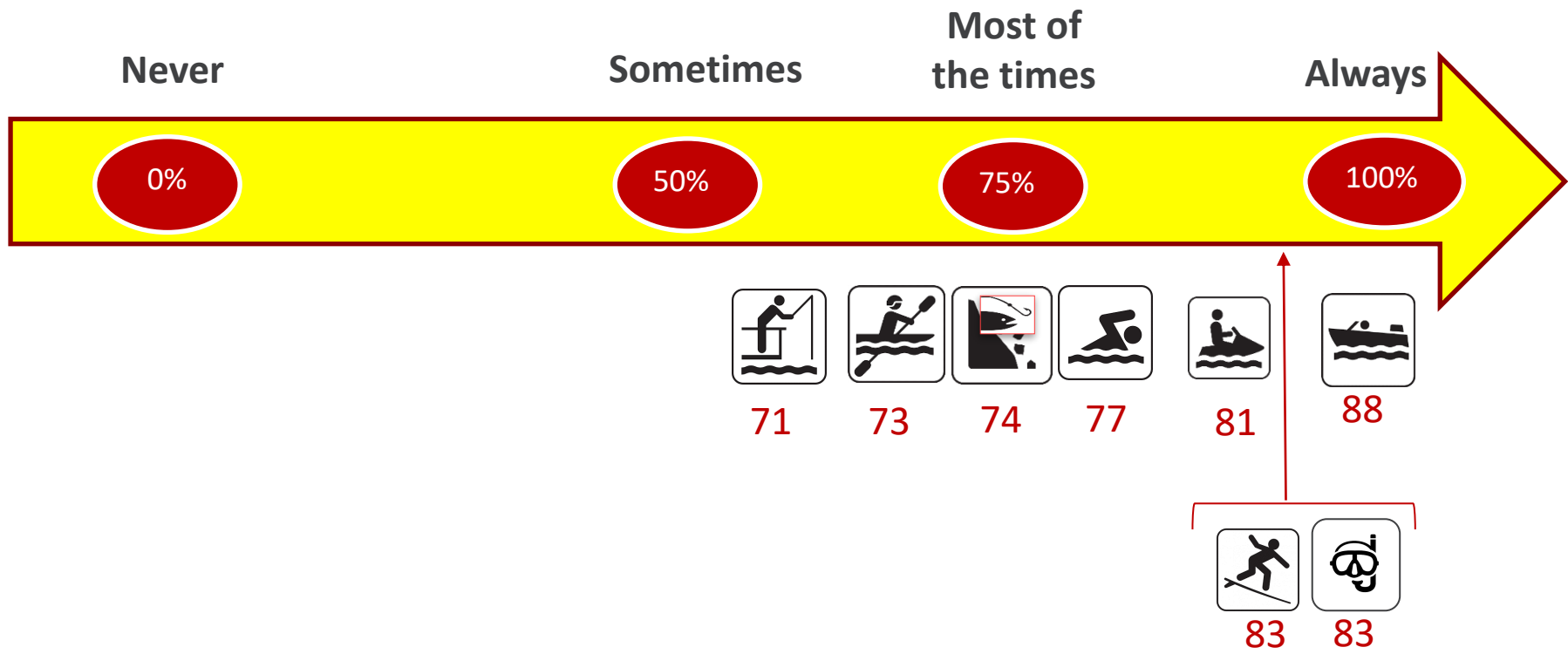


Base: Adults who participated in Kai gathering for food from the sea in P12M (n=252)

# Computing a safety practises index: “Play safe index”

## Rockfishing “Play safe index in NZ” in 2022 is at 74

*It means that on average, rock fishers followed rock fishing safety practices 74% of the times*



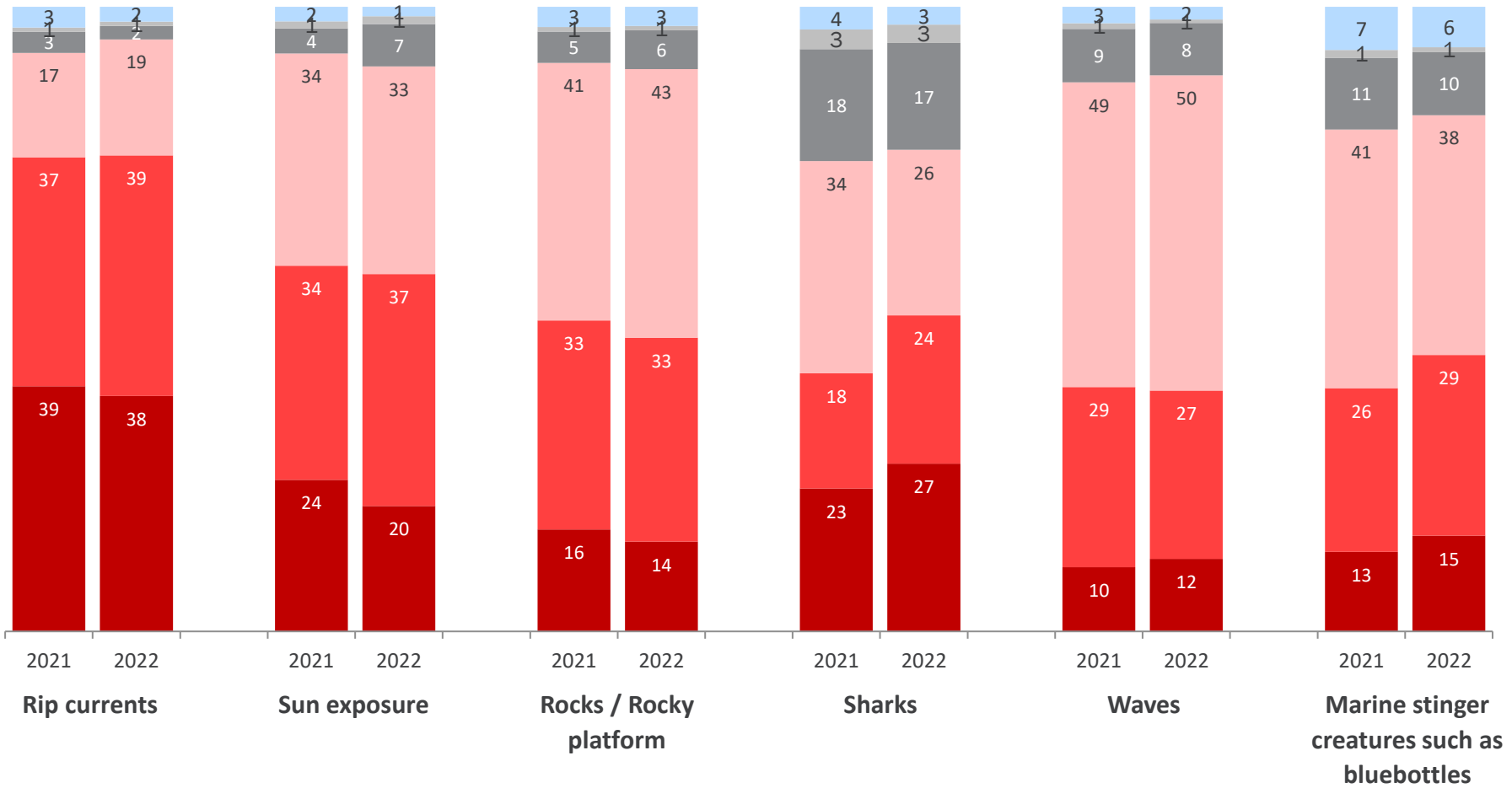
# National Coastal and Water Safety Survey 2021

## Part 5: rip currents and other hazards



# Coastal safety - hazards

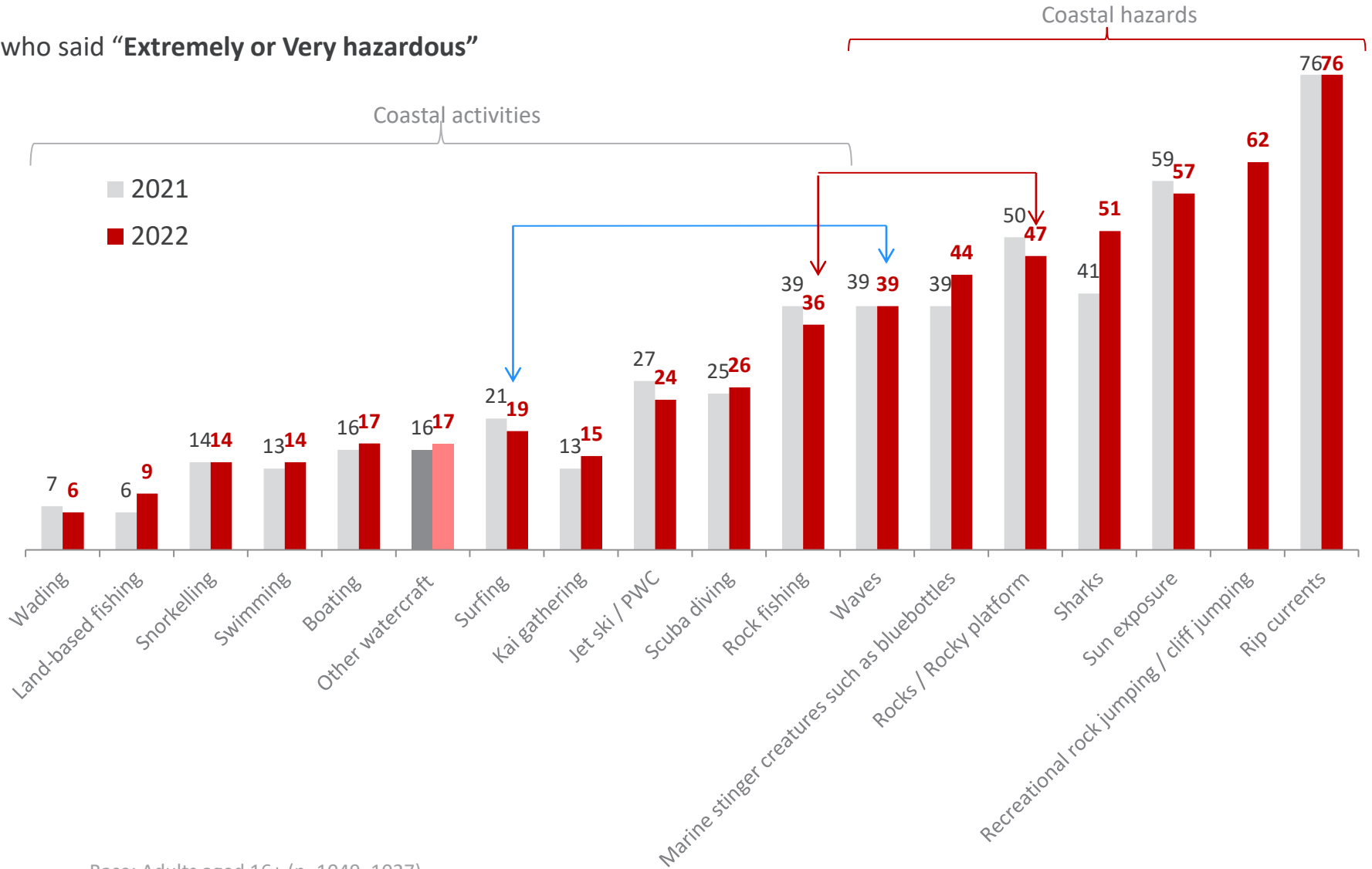
■ Very hazardous    
 ■ Somewhat hazardous    
 ■ Not very hazardous    
 ■ Not at all hazardous    
 ■ Can't say



Base: Adults aged 16+ (n=1027)

# Coastal safety – comparing activities and other hazards

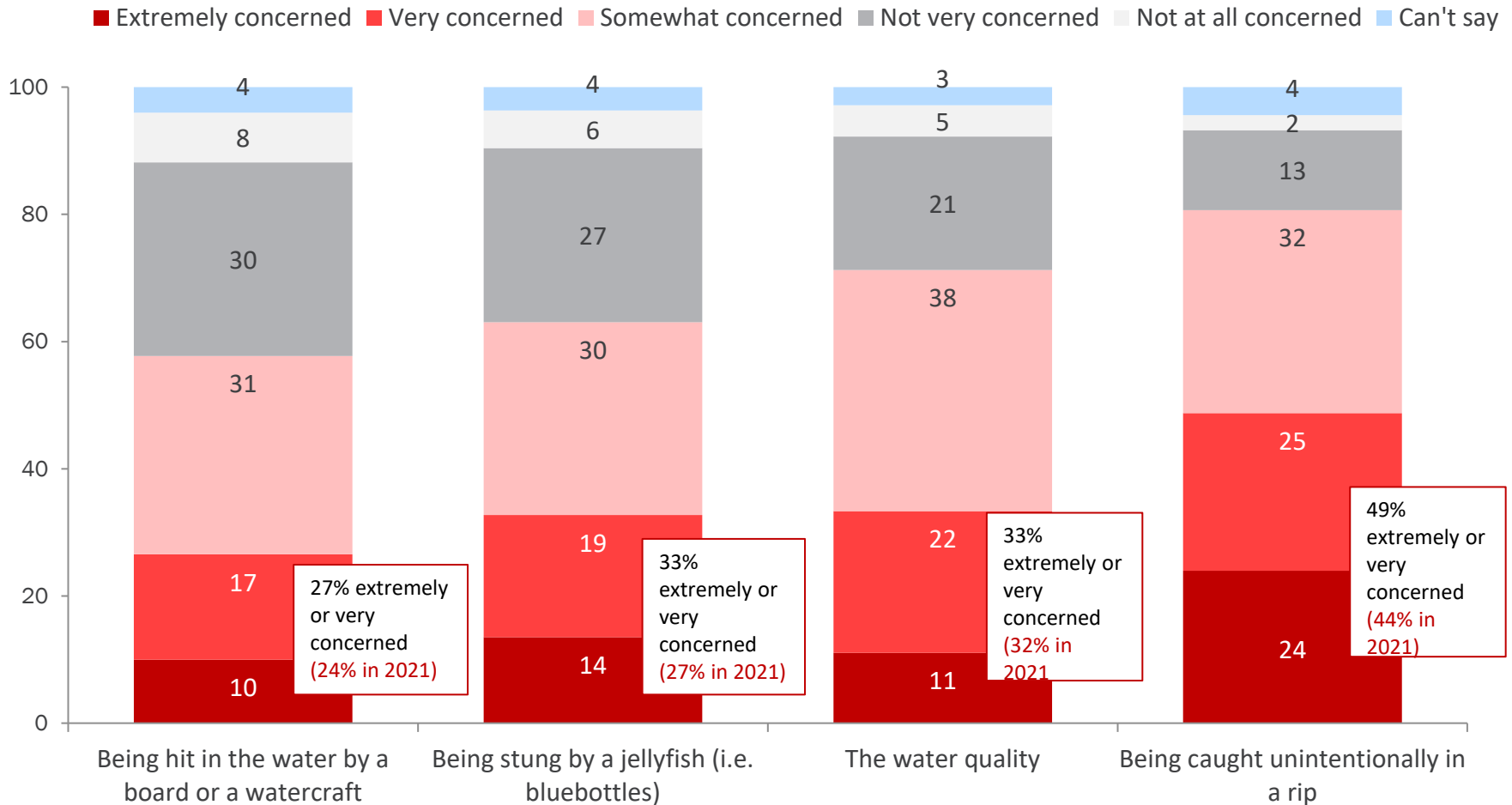
% who said “Extremely or Very hazardous”



Base: Adults aged 16+ (n=1049, 1027)



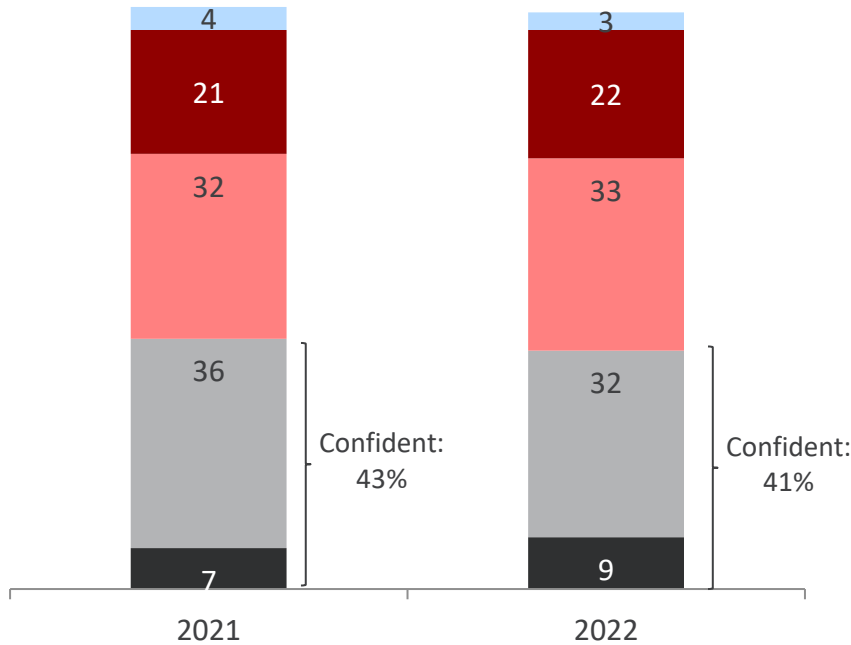
# Some concerns



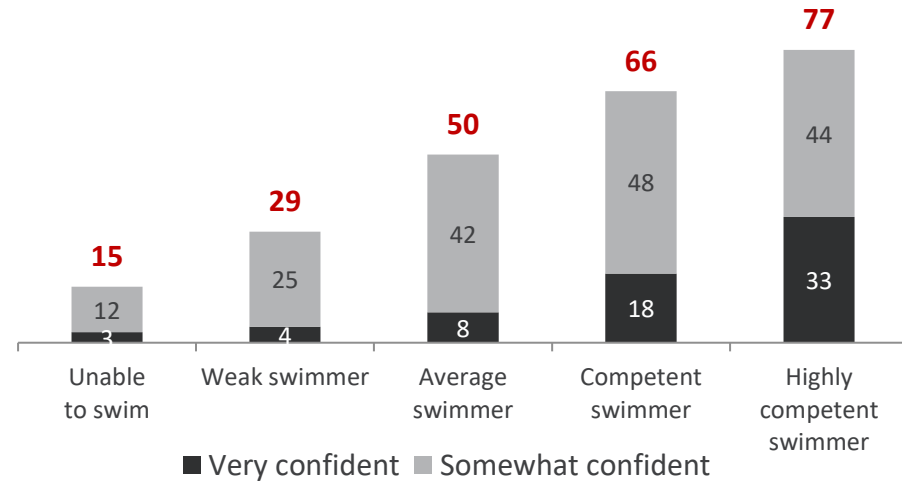
Base: Adults aged 16+ nationally (n=1027)

# Confident they could identify a rip

- Very confident
- Somewhat confident
- Not very confident
- Not at all confident
- Can't say

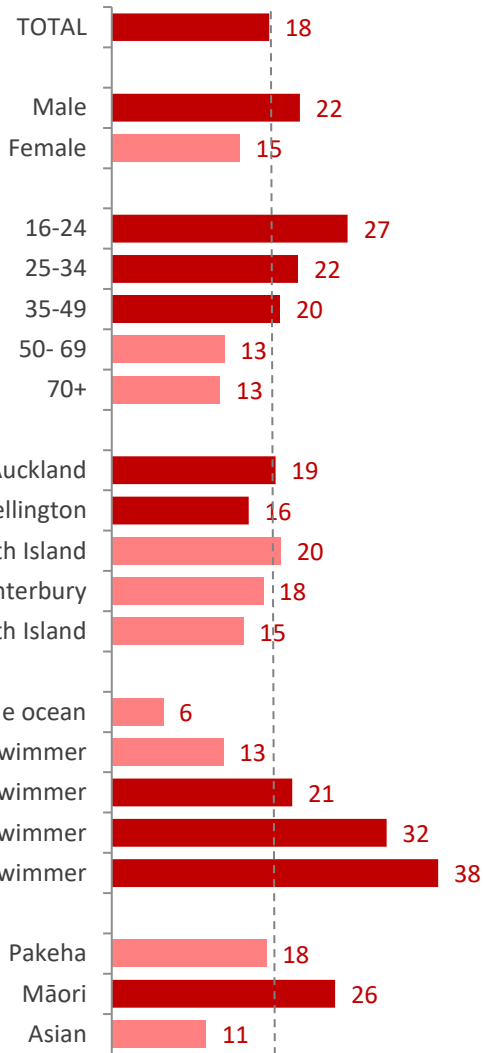


→ The more competent ocean swimmers they are, the more confident in rip identification they tend to be :



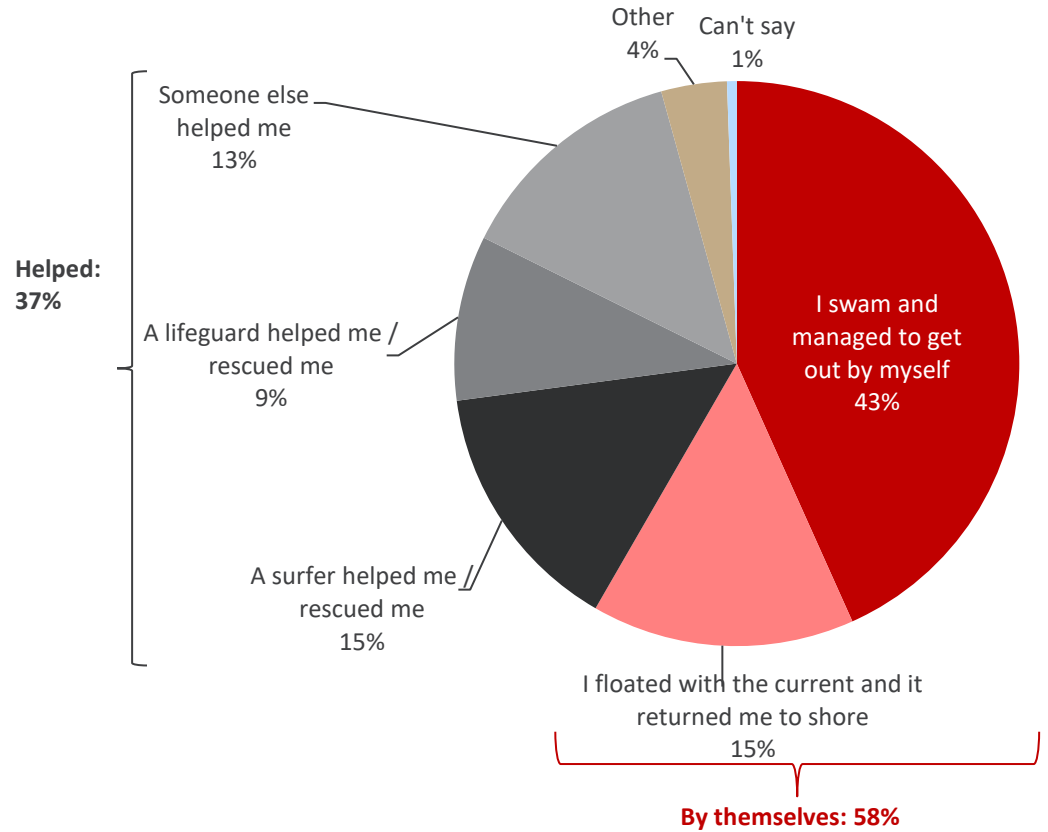
Base: Adults aged 16+(n=1049, 1027)

# 1 in 6 have been unintentionally caught in a rip



Base: Adults aged 16+

## How did they get out of the rip current?



Base: Adults who have been caught by a rip (n=182)

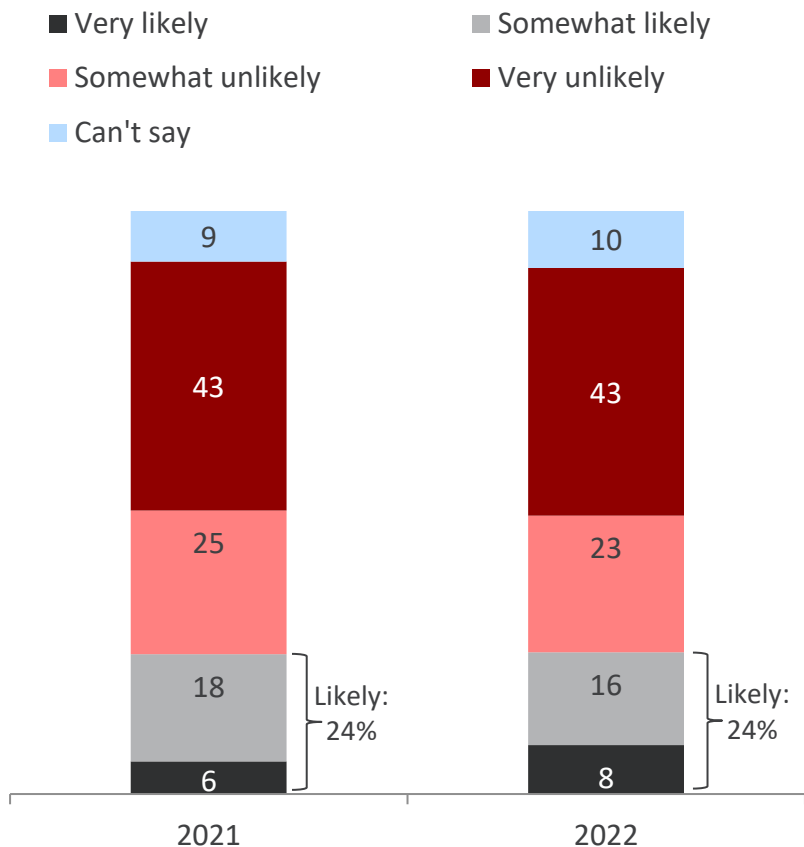
# Presence of lifeguard when caught in a rip

## Overall amongst the 16+ population:

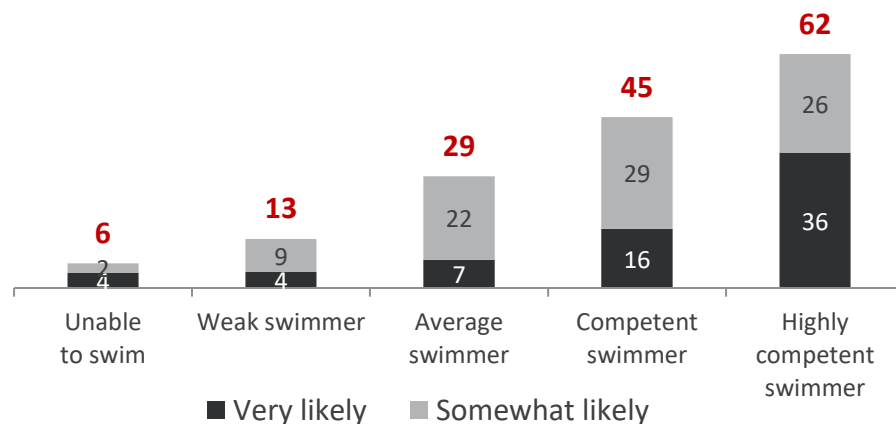
- 18% have ever been caught unintentionally in a rip
- 7% have been caught in a rip in the last 5 years (3% in the last 18 months)
- 7% have received help to get out of the rip current
- *Reminder: 11% have ever been rescued when participating in coastal activities*

	Have been caught unintentionally in a rip (n=182)	Have been caught in a rip AND received help to get out of the rip (n=66)
<b>Yes, lifeguards were present</b>	<b>45%</b>	<b>49%</b>
No lifeguards at this lifeguarded beach as it was outside patrol hours	14%	19%
No lifeguards as it was at a not lifeguarded beach	33%	22%
Can't say, can't remember	8%	10%

# How likely would they be to swim out to rescue someone who is caught in a rip?



→ The more competent ocean swimmers they are, the more likely they would swim out to rescue someone who is caught in a rip



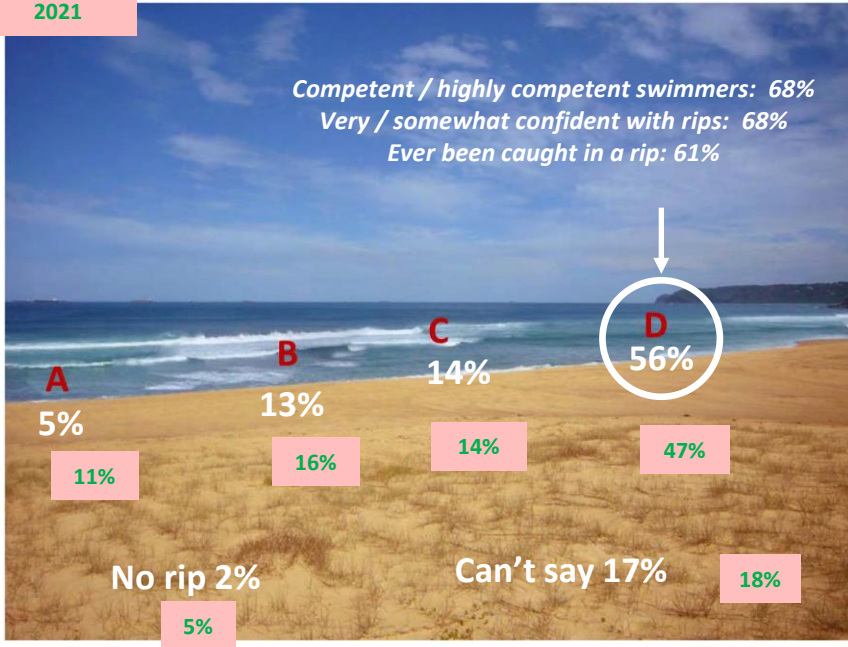
Base: Adults aged 16+(n=1049, 1027)

# Identifying a rip

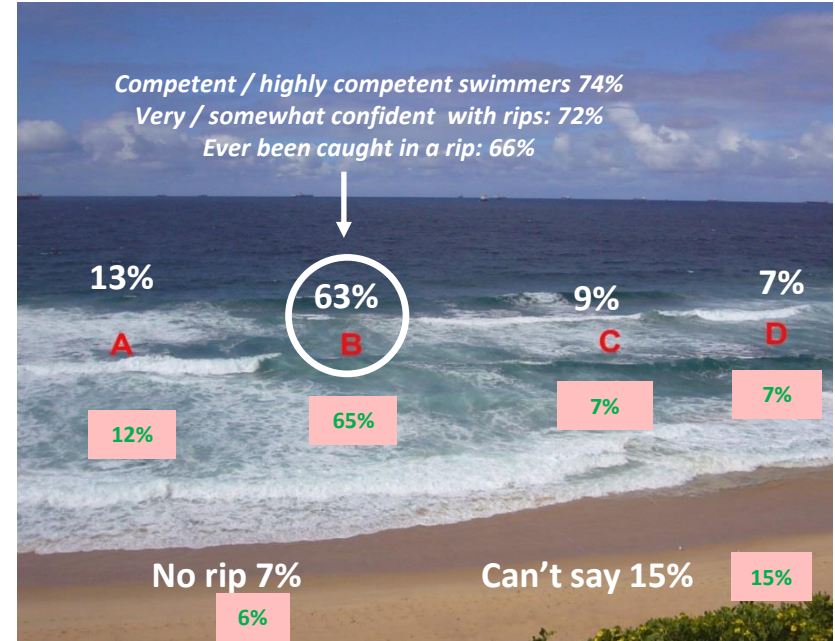
## Where are the rips, if any?

Results in 2021

1



2



Correct in picture 1 but not picture 2	12%
Correct in picture 2 but not picture 1	18%
<b>Correct answer for both</b>	<b>44%</b>
Incorrect answer for both	26%

*Higher for*

- Competent / highly competent ocean swimmers (55%)
- Those very / somewhat confident they can identify a rip current (56%)
- Those who have ever been caught in a rip current (49%)

Base: Adults aged 16+ (n=1049, 1027)

# The rip identification test

1



2



	NZ 2022	Australia 2022
<b>Correct answer for both</b>	<b>44%</b>	<b>32%</b>
Correct in picture 1 but not in picture 2	12%	11%
Correct in picture 2 but not in picture 1	18%	20%
Incorrect answer for both	26%	37%

Base: Adults aged 16+ (n=1027 in NZ and n=3052 in Aus)

# Rip Id test by level of confidence in rip identification and ocean swimming competency

	Total	Very confident they can identify a rip	Somewhat confident	Not very confident	Not at all confident
<b>Correct answer for both</b>	<b>44%</b>	<b>56%</b>	<b>56%</b>	<b>45%</b>	<b>24%</b>
Correct in picture 1 but not in picture 2	12%	8%	13%	13%	10%
Correct in picture 2 but not in picture 1	18%	20%	15%	17%	27%
Incorrect answer for both	26%	17%	16%	25%	38%

	Total	Highly competent swimmer	Competent swimmer	Average swimmer	Weak swimmer	Unable to swim
<b>Correct answer for both</b>	<b>44%</b>	<b>55%</b>	<b>56%</b>	<b>47%</b>	<b>42%</b>	<b>32%</b>
Correct in picture 1 but not in picture 2	12%	9%	12%	14%	11%	7%
Correct in picture 2 but not in picture 1	18%	16%	19%	17%	21%	20%
Incorrect answer for both	26%	20%	13%	23%	26%	41%

Base: Adults aged 16+ Nationally



# Rip currents – what to do if get caught in a rip

	Yes, it's a good thing to do	No, not a good thing to do	Can't say
Raise your hand to signal for help	91%	4%	5%
Regularly assess the situation	83%	7%	10%
Relax, stay calm and float	81%	8%	11%
Ask a surfer for help	78%	10%	12%
Ride the rip until it stops and you can swim back to shore or help arrives	59%	21%	20%
Swim parallel, horizontal to the shore	51%	19%	30%
Swim with the rip, in the same direction as the flow	48%	25%	27%
Swim across the current, swim at a 90 degree angle across the rip	35%	31%	34%
Swim diagonally at a 45 degree angle towards beach	34%	27%	39%
Swim towards the waves	20%	47%	33%
Swim away from the shore	20%	53%	27%
Swim back to the shore, swim against current	13%	70%	17%

Base: Adults aged 16+ nationally (n=1027)

# Rip currents – what to do if get caught in a rip

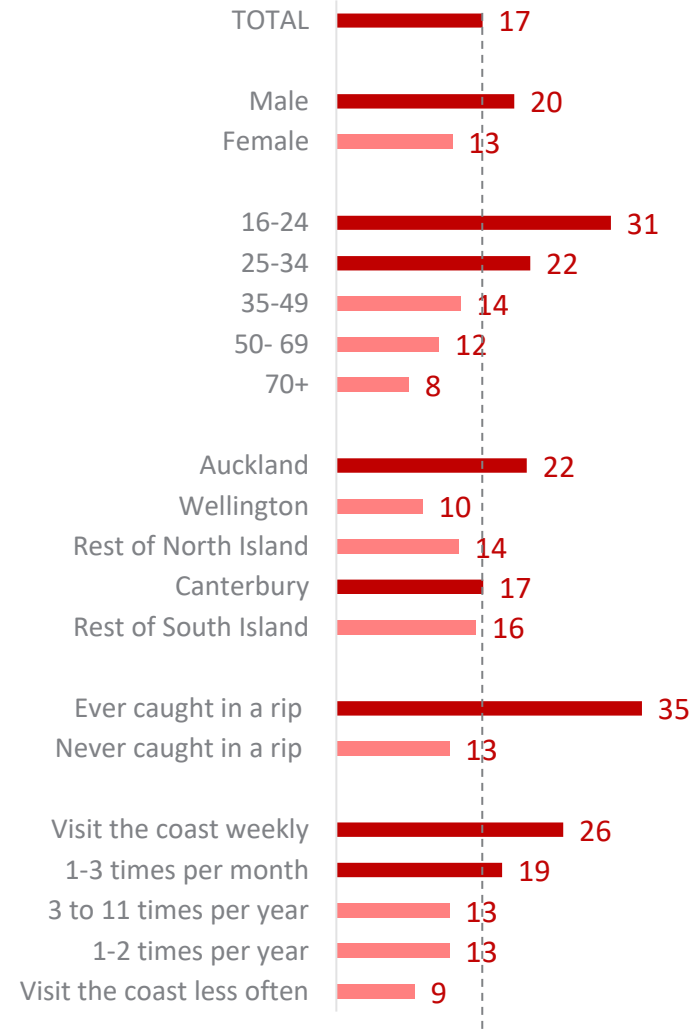
YES IT IS A GOOD THING TO DO	2021	2022
Raise your hand to signal for help	92%	91%
Regularly assess the situation	87%	83%
Relax, stay calm and float	81%	81%
Ask a surfer for help	79%	78%
Ride the rip until it stops and you can swim back to shore or help arrives	58%	59%
Swim parallel, horizontal to the shore	49%	51%
Swim with the rip, in the same direction as the flow	46%	48%
Swim across the current, swim at a 90 degree angle across the rip	35%	35%
Swim diagonally at a 45 degree angle towards beach	34%	34%
Swim towards the waves	20%	20%
Swim away from the shore	18%	20%
Swim back to the shore, swim against current	12%	13%

Base: Adults aged 16+ (n=1049, 1027)

# 17% have recognised the 3Rs (rip) poster



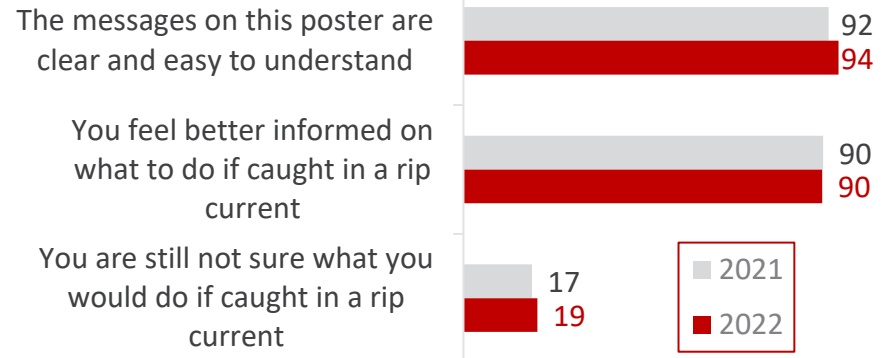
→ 24% said they've heard of the 3Rs before



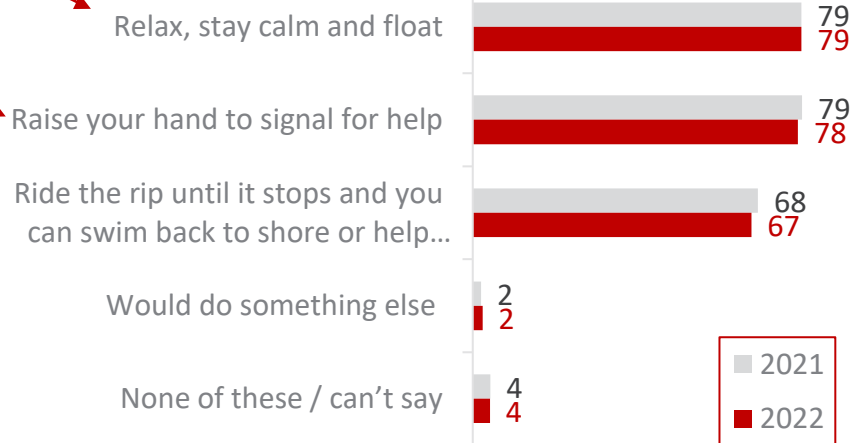
Base: Adults aged 16+



## The 3Rs poster conveys a clear and informative message



## The options they would use if caught in a rip current



Base: total sample (n=1049, 1027)

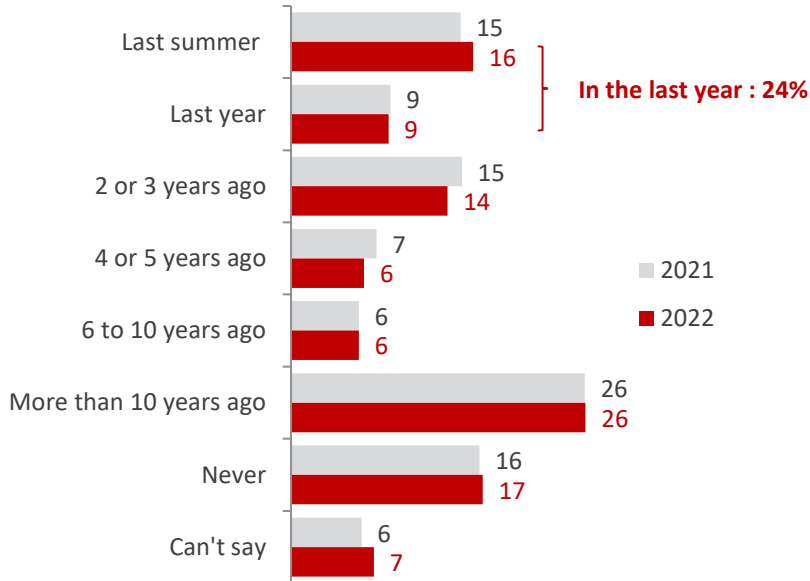
# National Coastal and Water Safety Survey 2022

## Part 6: Rivers



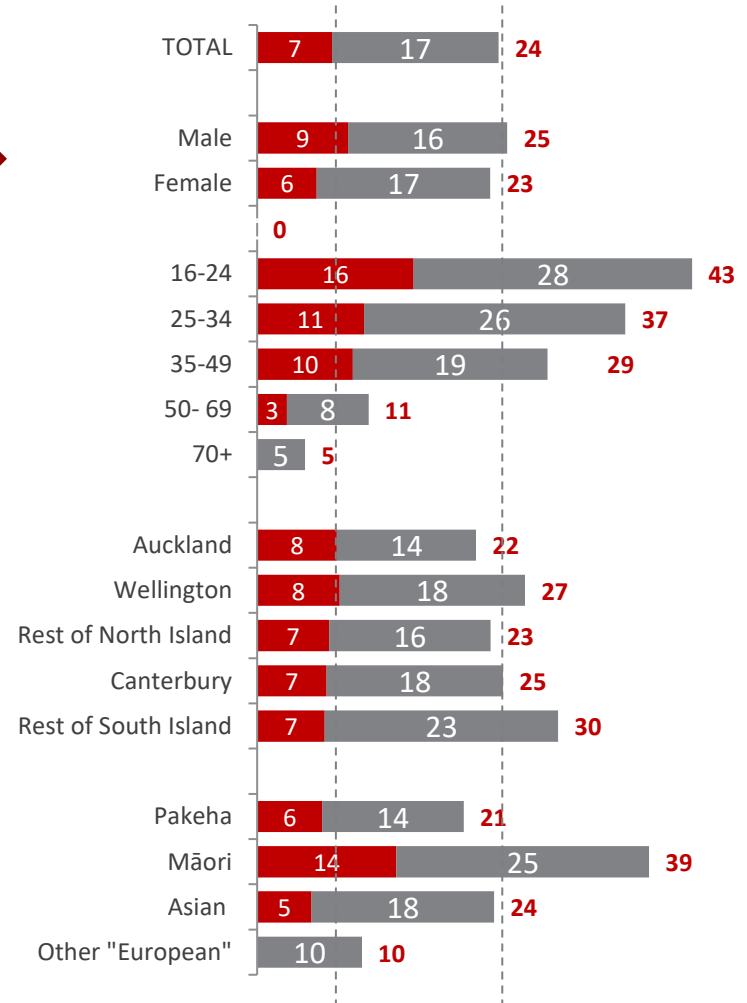
# 1 in 4 have swum in a river in the past 12 months

## Last time they went into the water or swam at a river in NZ



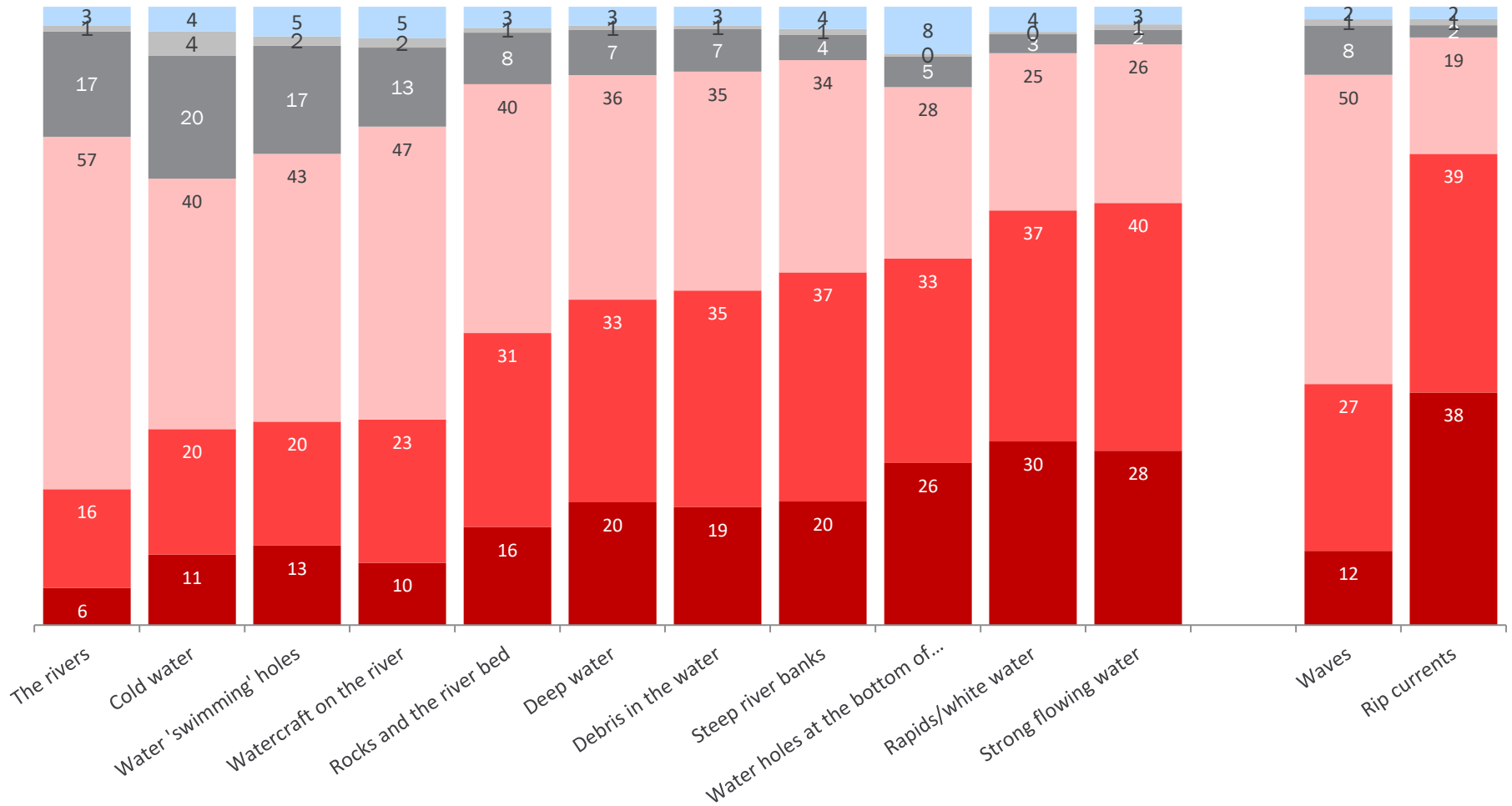
Base: Adults aged 16+

■ At least once a month ( frequent )  
 ■ Occasional



# Rivers- hazards

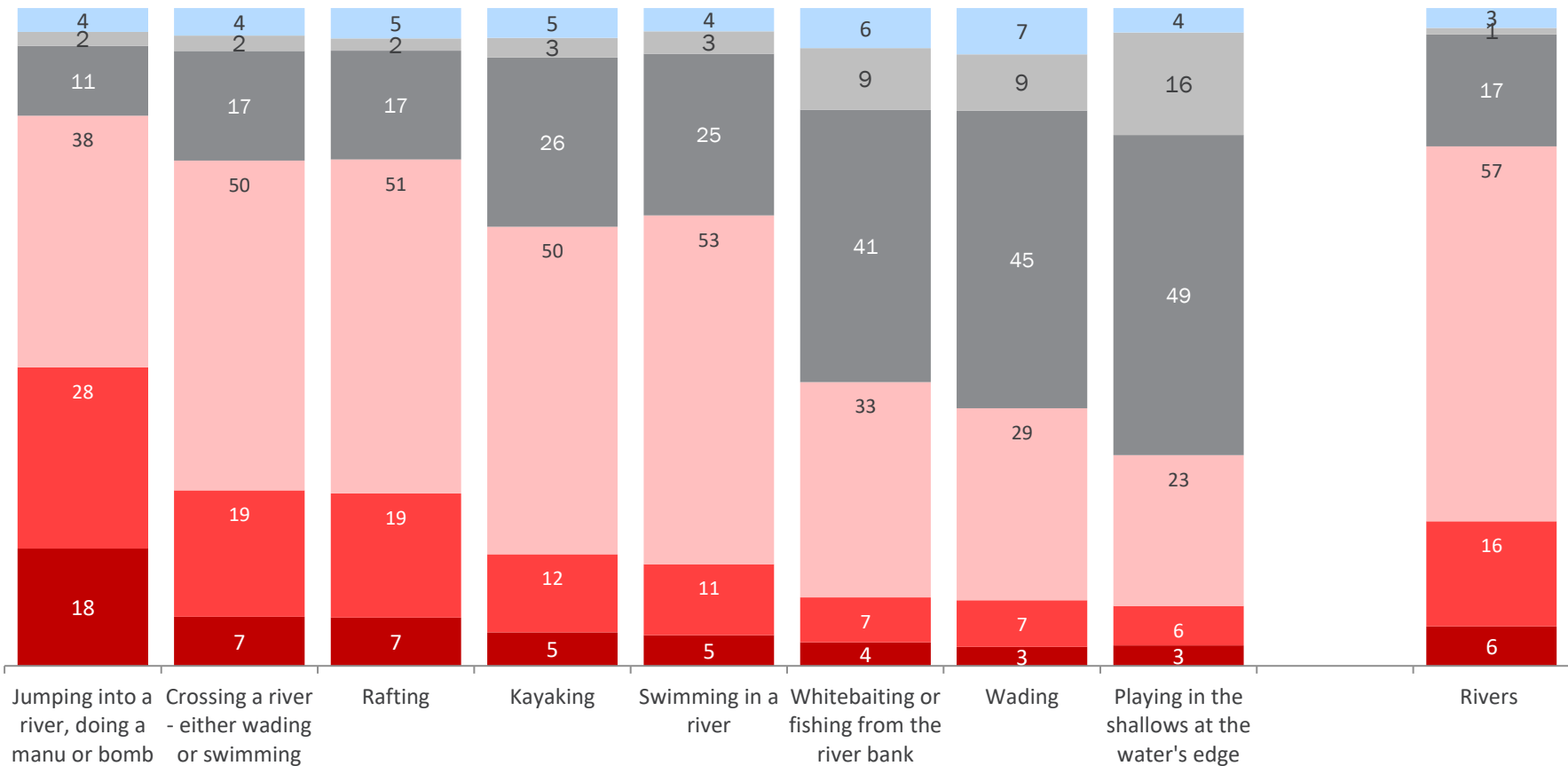
■ Extremely hazardous 
 ■ Very hazardous 
 ■ Somewhat hazardous 
 ■ Not very hazardous 
 ■ Not at all hazardous 
 ■ Can't say



Base: Adults aged 16+ (n=1027)

# How hazardous are these river activities ?

■ Extremely hazardous ■ Very hazardous ■ Somewhat hazardous ■ Not very hazardous ■ Not at all hazardous ■ Can't say

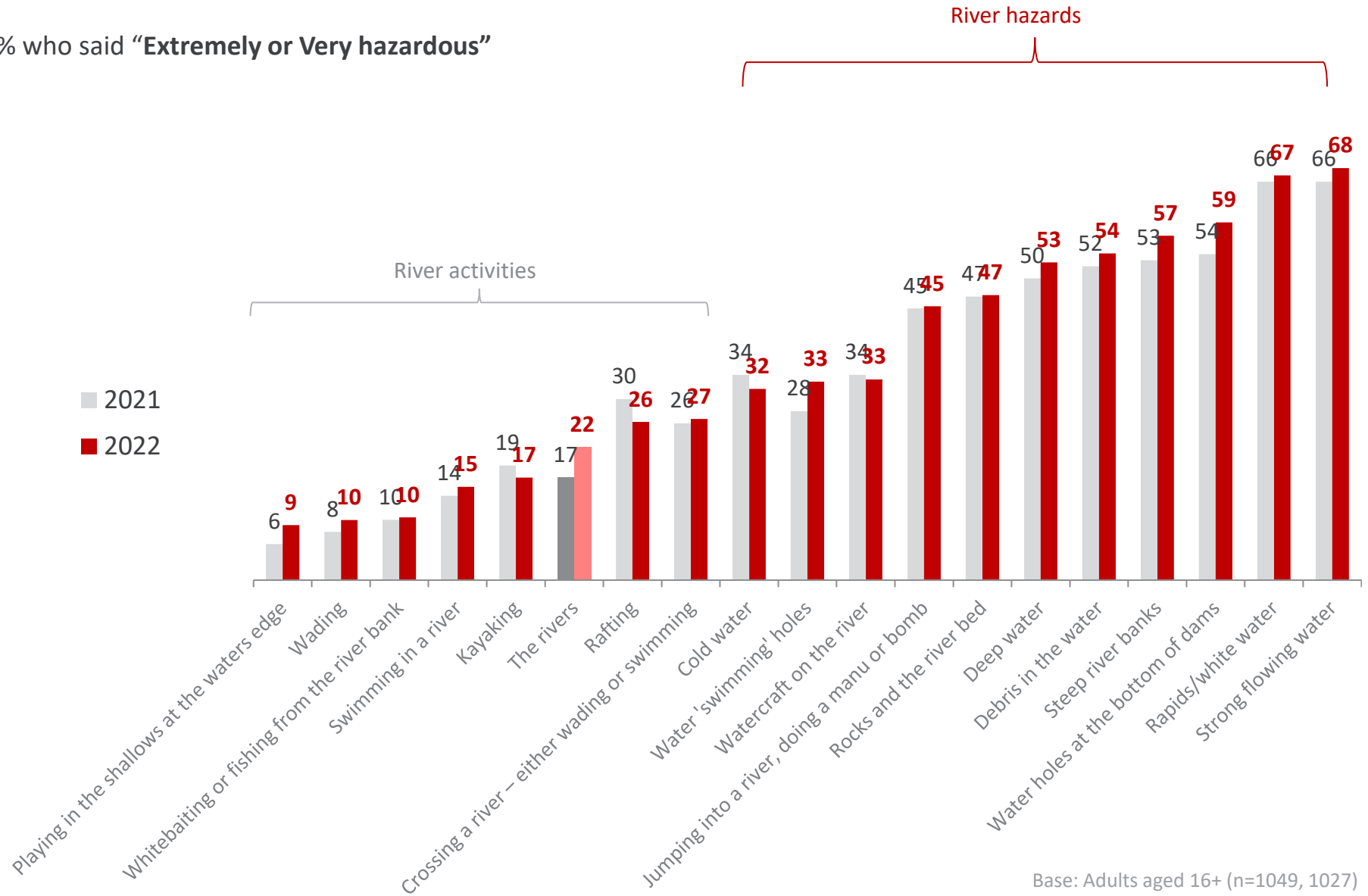


Base: Adults aged 16+ ( N=1027)



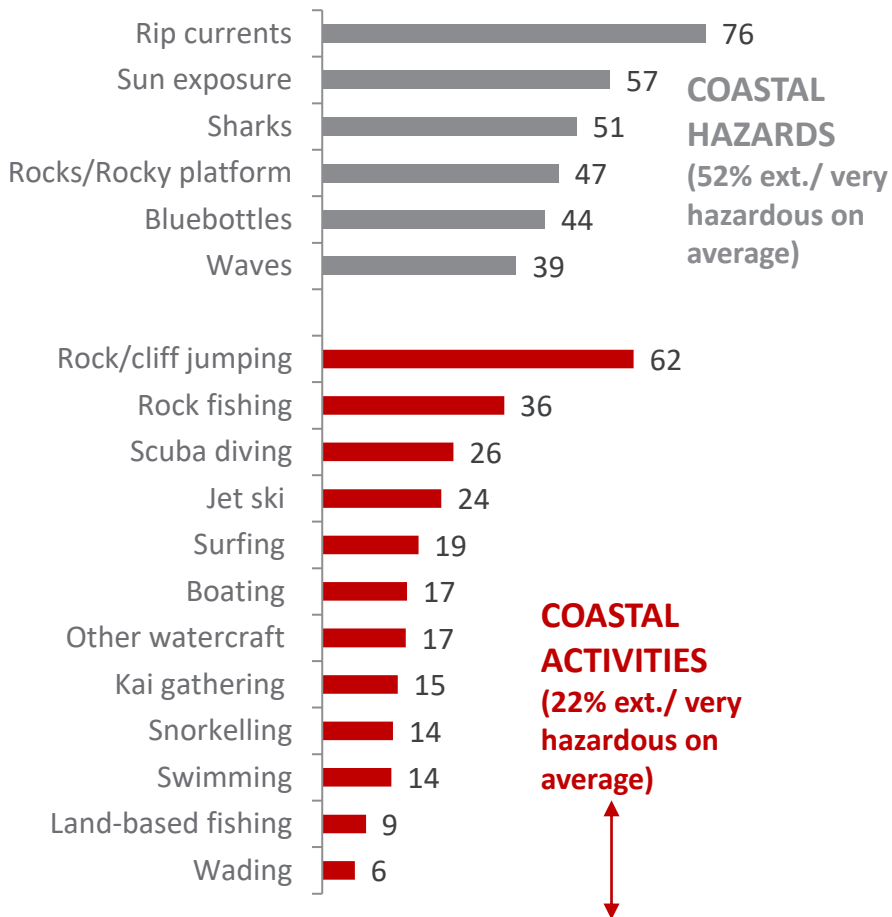
# Rivers— comparing activities and other hazards

% who said “Extremely or Very hazardous”

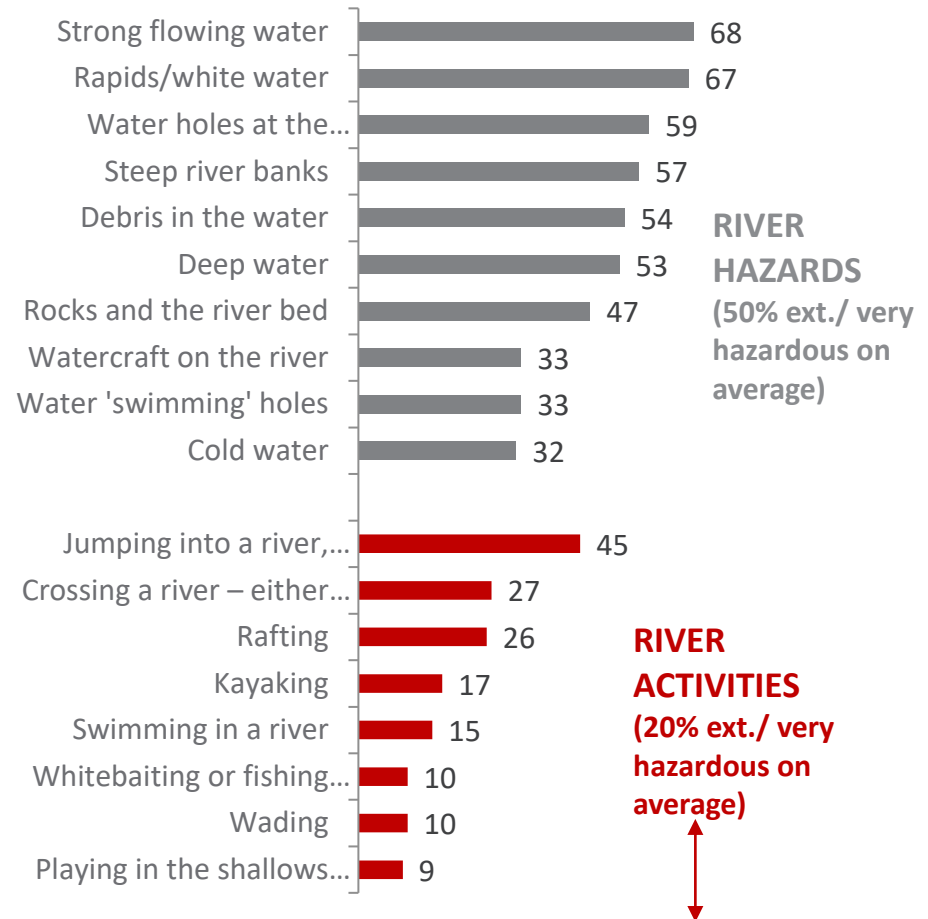


Base: Adults aged 16+ (n=1049, 1027)

# Comparing Coastal and River hazards



**31% find the COAST  
(extremely or very) hazardous**

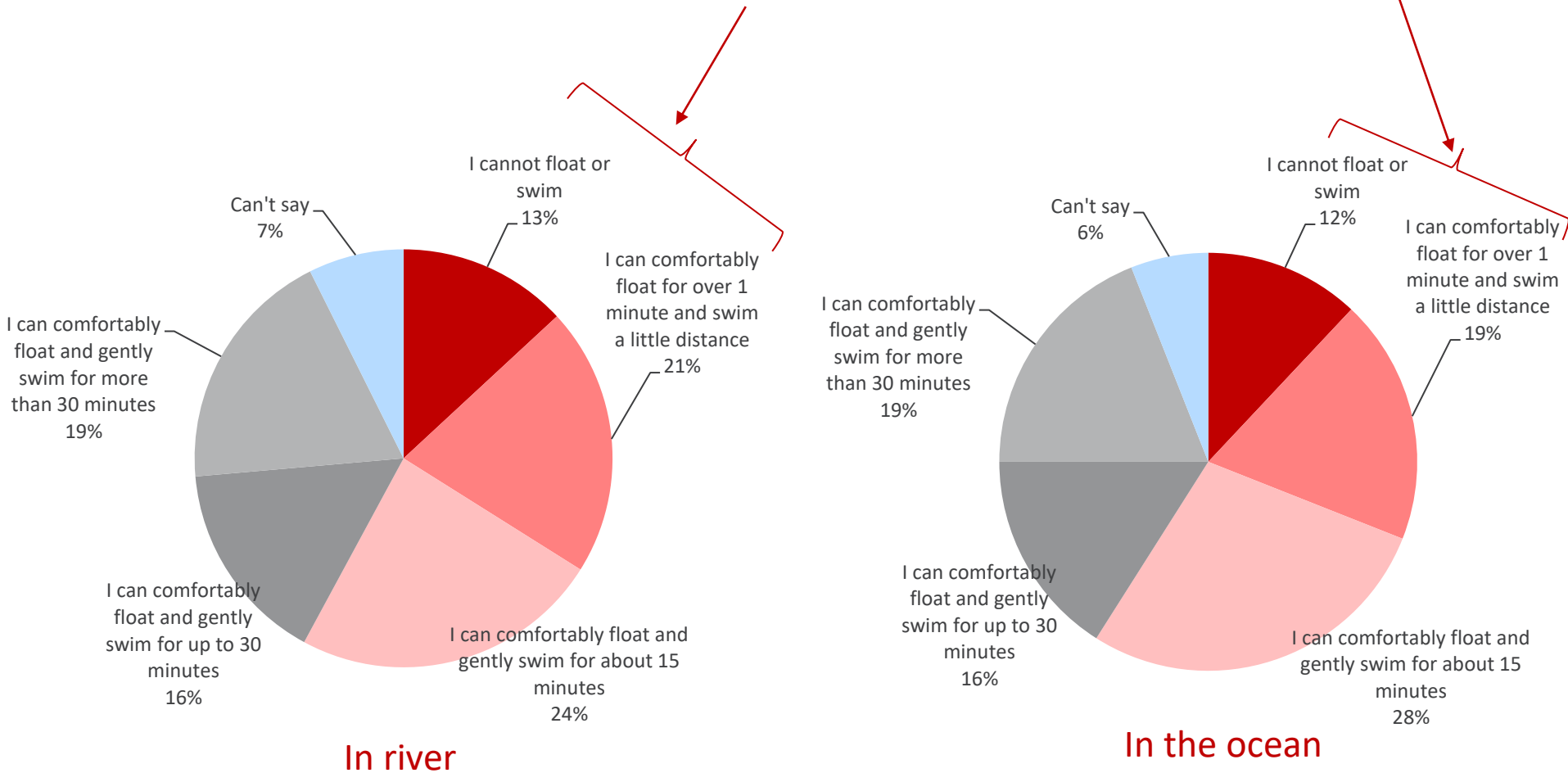


**22% find the RIVERS  
(extremely or very) hazardous**

Base: Adults aged 16+ (n=1027)

# Swimming 'ability' in rivers and in the ocean

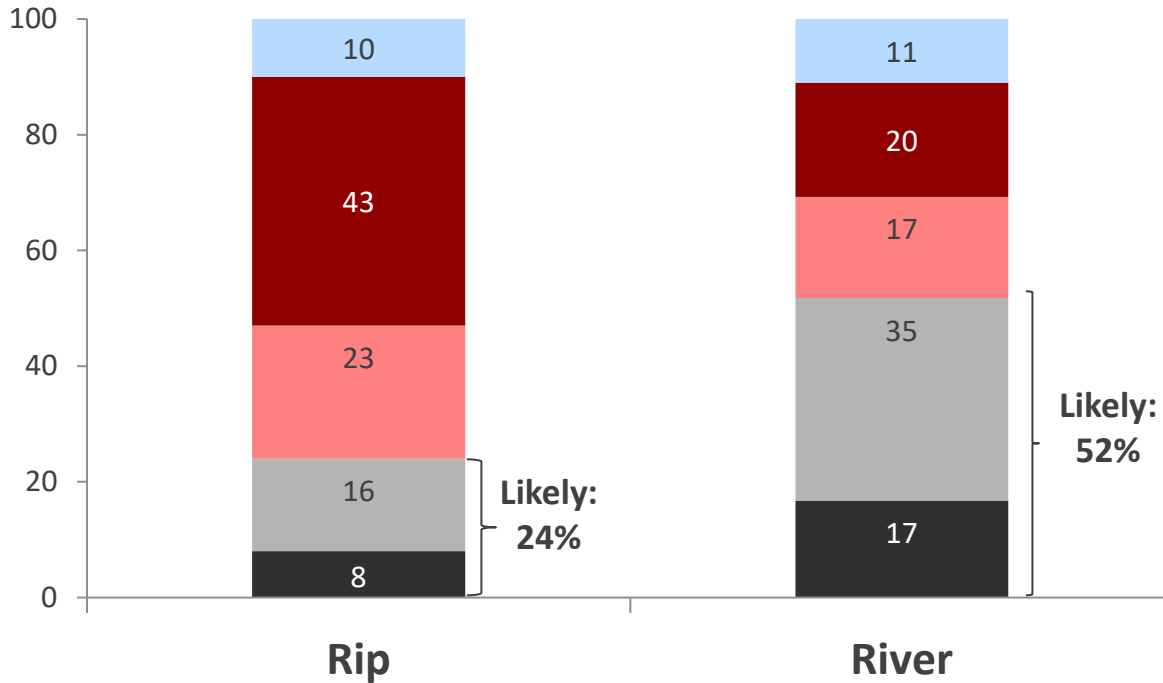
About a third cannot swim or float for more than a few minutes (in the ocean or in a river)



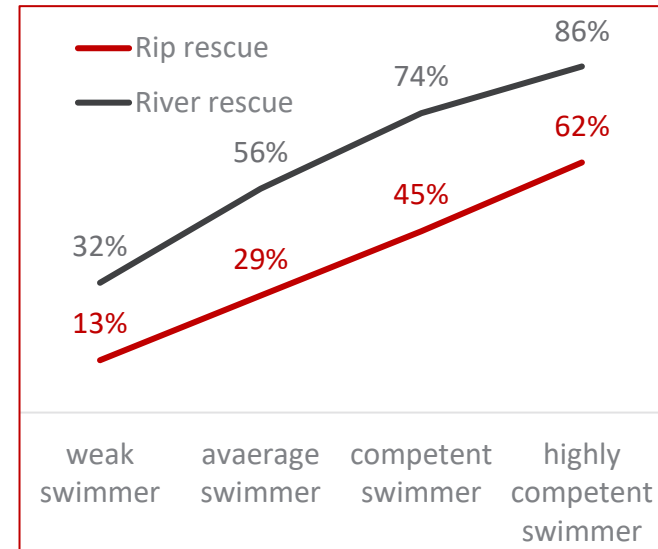
Base: Adults aged 16+ nationally (n=1027)

# How likely would they be to swim out to rescue someone who is caught in a rip / to help someone who is in trouble in a river?

■ Very likely 
 ■ Somewhat likely 
 ■ Somewhat unlikely 
 ■ Very unlikely 
 ■ Can't say



Base: Adults aged 16+ (n=1027)



**National Coastal  
and Water Safety  
Survey 2022**

**APPENDIX**



**SOME RESULTS BY  
ETHNICITY**



# Some results by ethnicity

Respondents aged 16+	Pakeha (n= 579)	Māori / Pacific Islanders (n=204)	Asian (n=148)	Other "European" (n=69)
The coast is extremely or very hazardous	8%	11%	7%	6%
The beach is extremely or very hazardous	4%	5%	1%	1%
The rivers are extremely or very hazardous	6%	7%	6%	1%
Unable to swim or weak swimmer - overall	35%	28%	50%	41%
Unable to swim or weak swimmer – in the ocean	45%	37%	66%	50%
Participated in formal swimming lesson	65%	46%	48%	54%
Can swim 50m without stopping	57%	53%	48%	44%
Can swim 50m without stopping in the ocean	43%	40%	25%	31%
Cannot swim or float more than one minute in the ocean	30%	25%	41%	37%
Have ever been rescued / have performed a rescue	9% / 14%	19% / 22%	9% / 9%	8% / 6%
Visit the coast at least once a week/ at least once a month	27%/ 49%	25% / 43%	10% / 35%	23%/ 42%
Average number of visit to the coast per month	3.8	3.4	1.5	3.6
Swimming - wading participation in P12M	42%	54%	34%	35%
Swimming in rivers in P12M	21%	40%	24%	10%
Rip currents are extremely hazardous/ extremely or very hazardous	41% / 81%	38% / 73%	25% / 57%	28% / 75%
Recognition of Rip "3Rs" poster	14%	27%	16%	14%
Have ever been caught in a rip current unintentionally	18%	26%	11%	14%
Very confident they can identify a rip	9%	16%	0%	0%
Very or somewhat confident they can identify a rip	43%	53%	17%	33%
<u>Rip identification using pictures:</u>				
- Correct rip identification in both pictures	50%	44%	21%	46%