

# 2024 National Coastal and Water Safety Survey in New Zealand

Prepared for:

**Water Safety New Zealand**

**Surf Life Saving New Zealand**

**New Zealand Search And Rescue**

June 2024



# National Coastal and Water Safety Survey 2024

## Table of content



<b>Methodology</b>	<b>3</b>
<b>Part 1: The coast, the beach, ...</b>	<b>4</b>
<b>Part 2: Swimming abilities</b>	<b>20</b>
<b>Part 3: Lifejackets and other water safety messages</b>	<b>28</b>
<b>Part 4: Aquatic activities</b>	<b>37</b>
<b>Part 5: Rescues</b>	<b>43</b>
<b>Part 6: Focus on some aquatic activities</b>	<b>51</b>
6.1 Swimming and wading	53
6.2 Surfing (including body boarding)	62
6.3 Kai gathering	68
6.4 Fishing (rock fishing and land-based fishing)	74
6.5 Snorkelling (and scuba diving)	81
<b>Part 7: Rip currents and other hazards</b>	<b>87</b>
<b>Part 8: River, creek, stream or lake</b>	<b>105</b>

# Methodology

## Sample

- Conducted nationally amongst 1034 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 May 27 – June 10, 2024

## 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%
	50-64	29%
	70+	14%

Type of household	With children <16	34%
	Without children	66%
Region	Auckland	33%
	Wellington	11%
	Rest of North Island	32%
	Canterbury	13%
	Rest of South Island	11%

Ethnicity	Pākehā	65%
	Māori	18%
	Pasifika	7%
	Asian	17%
	Other	6%
	Pākehā	65%

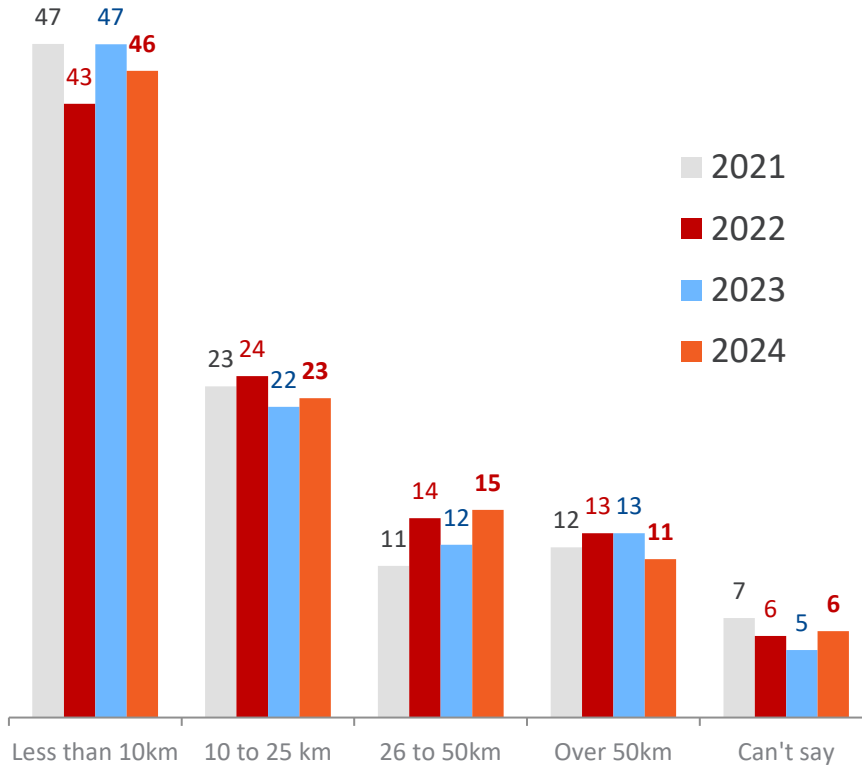
→ In this document, results and figures do not always sum to 100%, due to rounding

# National Coastal and Water Safety Survey 2024

## Part 1: The coast, the beach, ...

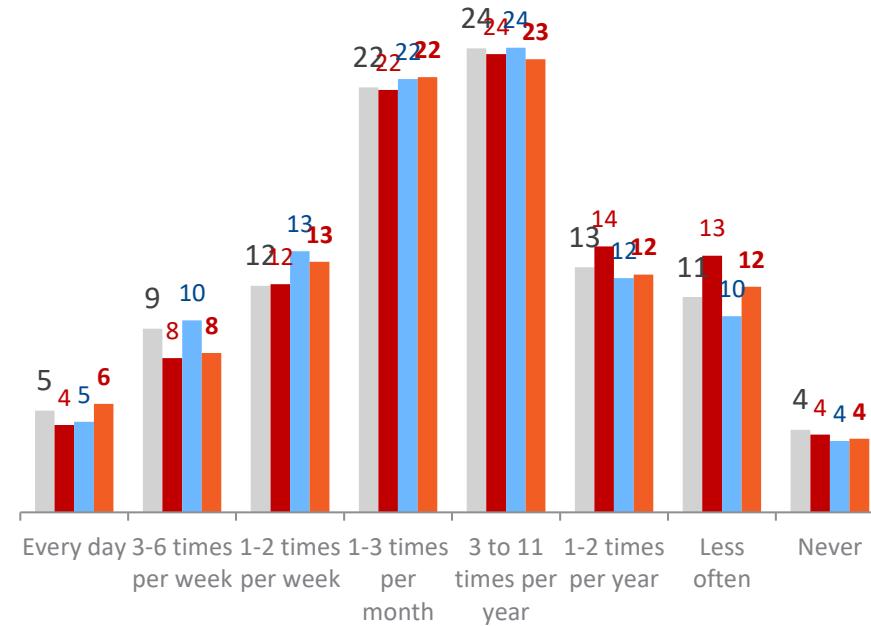


## Distance live from the coast



## Frequency visit the coast

At least weekly: 27%  
At least monthly: 49%  
At least annually: 85%

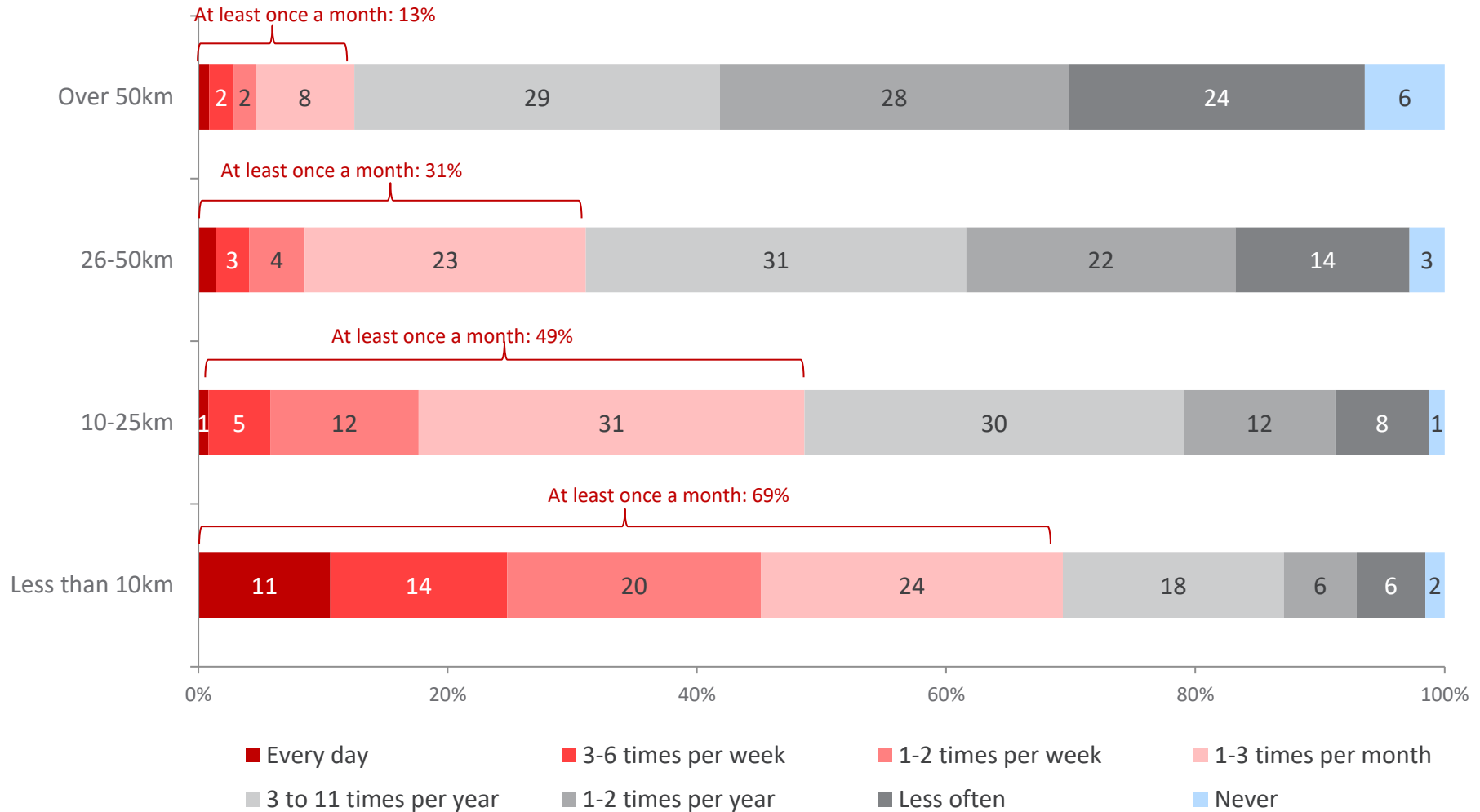


3.1M visitors aged 16+ (85% pop)  
2.9m visitors during last summer (80 % of pop)  
Average of 3.8 visits per month

Base: Adults aged 16+ (n=1049, 1027, 1063, 1034)

# The coast: Relationship between distance and frequency of visit

Frequency visit the coast by distance live from the coast

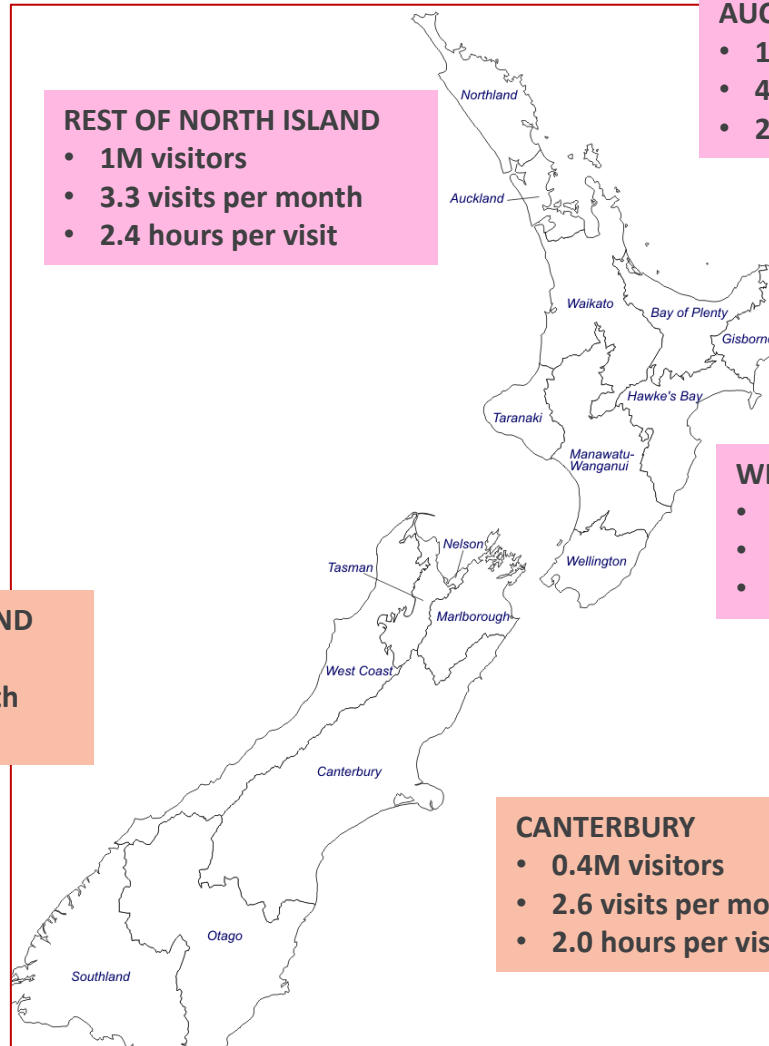


Total	Distance from the coast			
	Less than 10km	10-25km	26-50km	Over 50km
3.8 visits to the coast on average per month <i>(it was 3.8 visits in 2023)</i>	6.3 visits p.m.	2.2 visits p.m.	1.6 visits p.m.	1.0 visit p.m.
2.1 hours on average per visit to the coast <i>( it was 2.5h in 2023)</i>	1.5 hours	2.3 hours	2.6 hours	3.5 hours
± 90 hours on the coast per person and per year	± 110 hours	± 60 hours	± 50 hours	± 40 hours

# Coastal visits, by region

## NEW ZEALAND

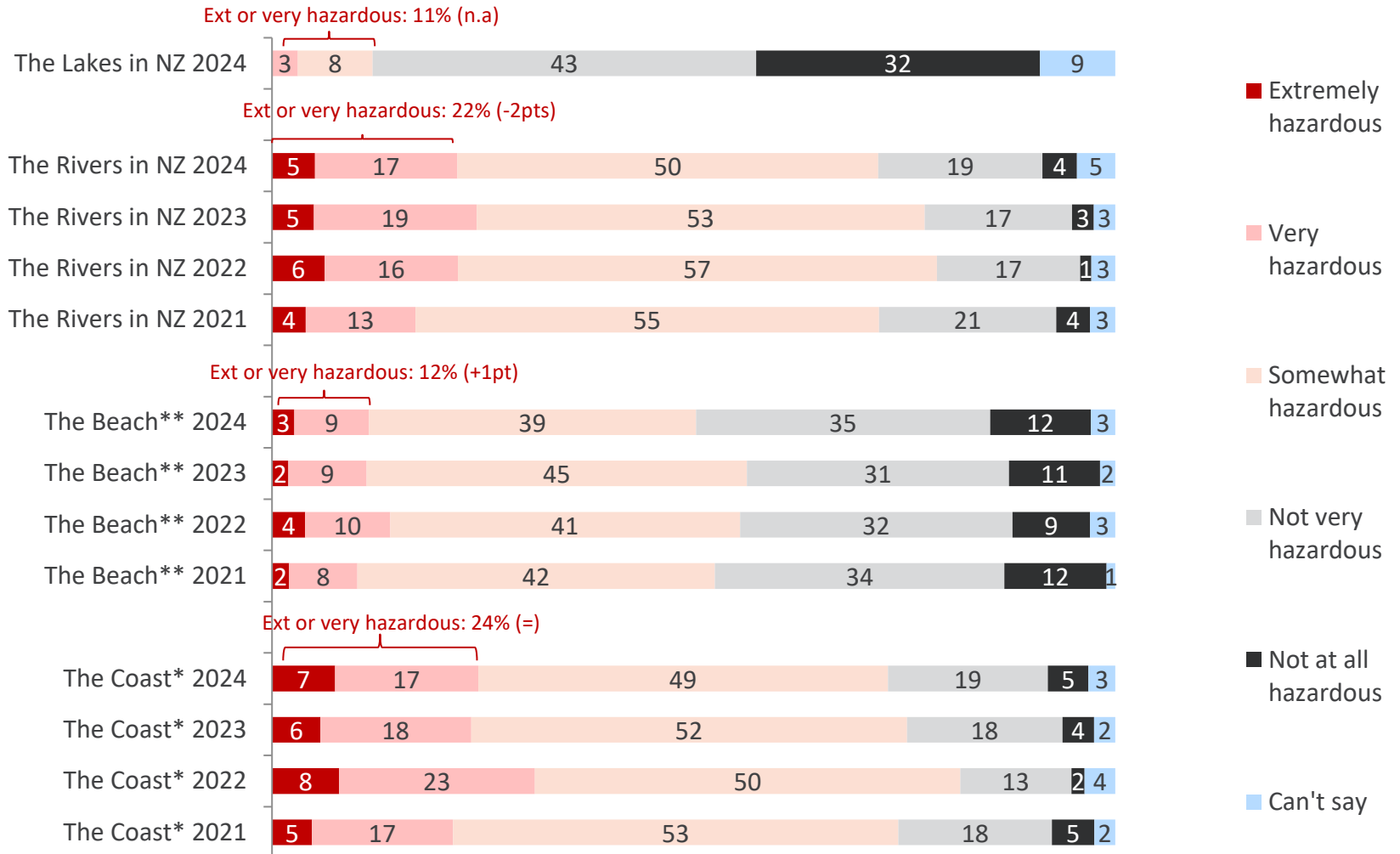
- 3.1M visitors in P12M (3.2M visitors in 2023)
- 3.8 visits per month (3.8 visits in 2023)
- 2.1 hours per visit (2.5h in 2023)



Base: Adults aged 16+ nationally



# Consider to be hazardous

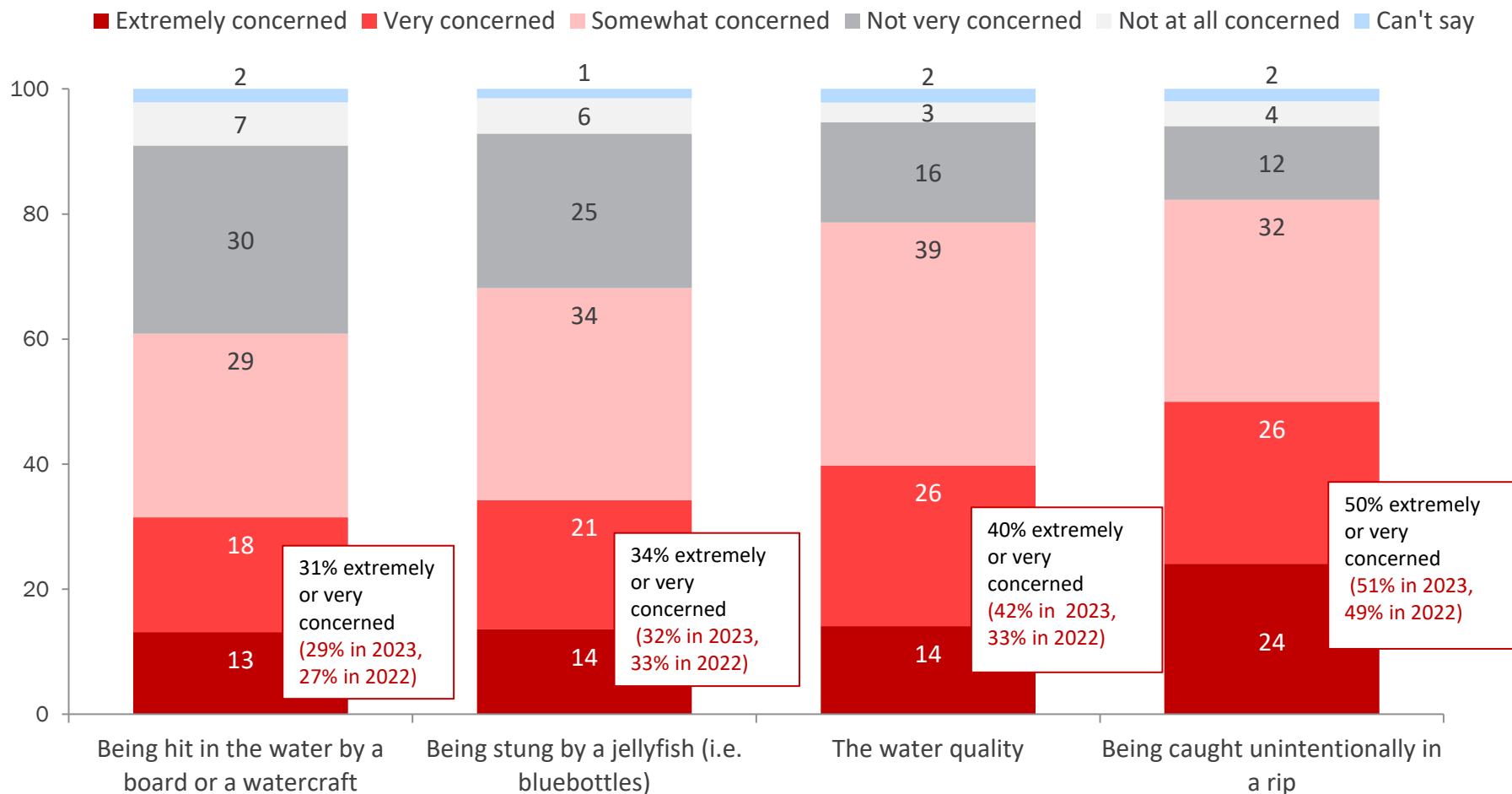


(\*) Coast + the ocean and surf zone and the adjacent rocky coast.

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

Base: Adults aged 16+ nationally (n=1049 in 2021, 1027 in 2022, 1063 in 2023, 1034 in 2024)

# Some concerns ... when they visit the coast



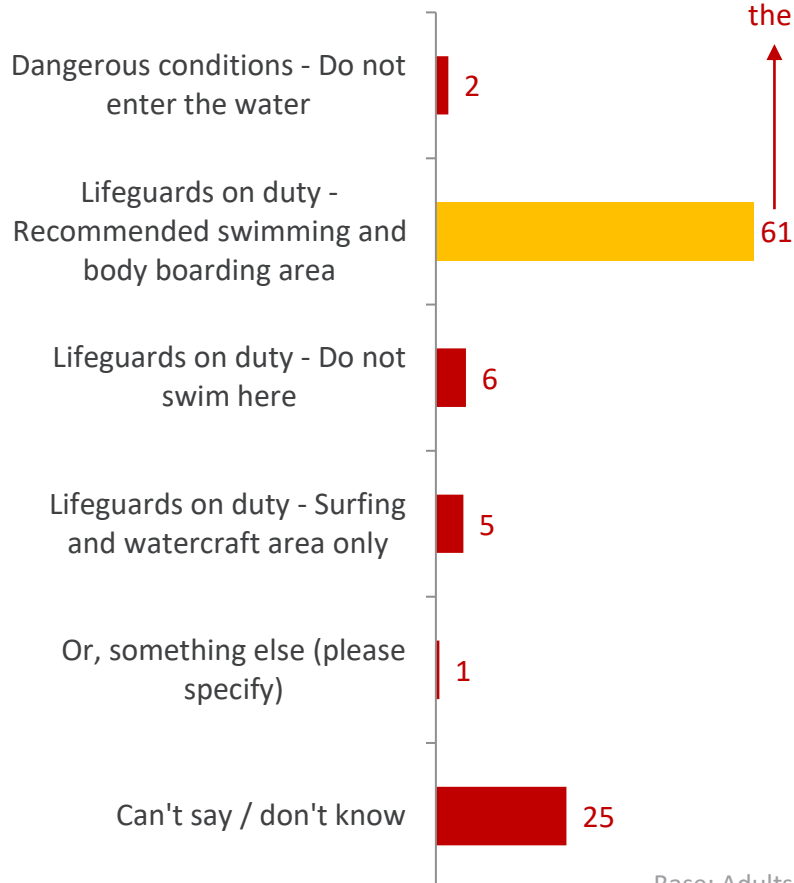
Base: Adults aged 16+ nationally (n=1034)

# Recognition and meaning of the red and yellow *flag* on the beach

Recognition: 67%

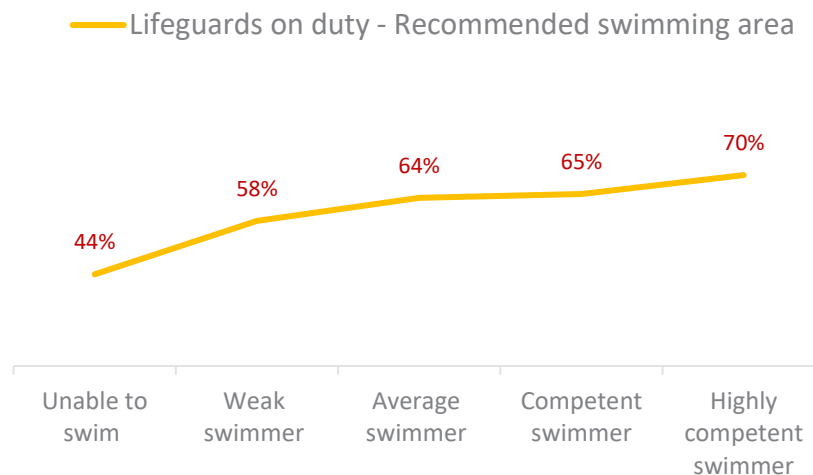


80% when they  
are familiar with  
the flag



No significant differences by age  
Female: 60% / Male: 62%

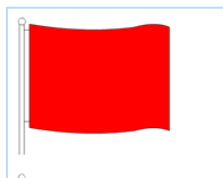
But ... some differences by swimming ability



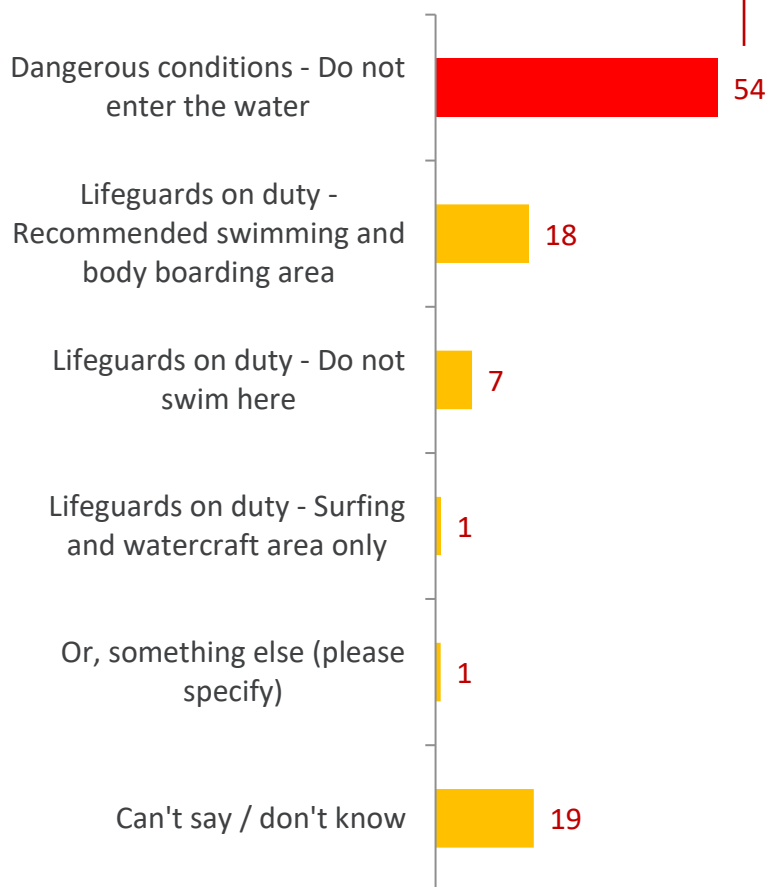
Base: Adults 16+ nationally (n=1034)

# Recognition and meaning of the *red flag* on the beach

Recognition: 64%



57% when they  
are familiar with  
the flag

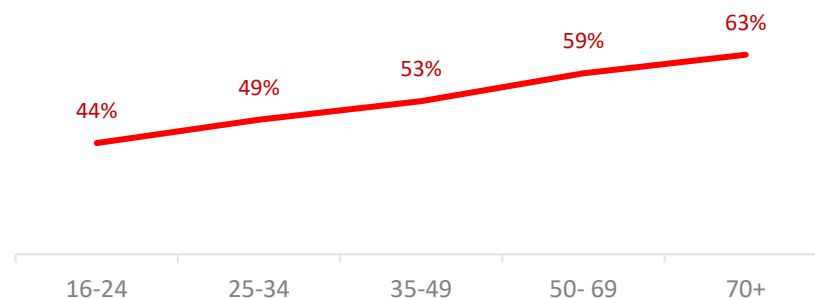


No significant differences by age

Female: 54% / Male: 54%

But ... some differences by age

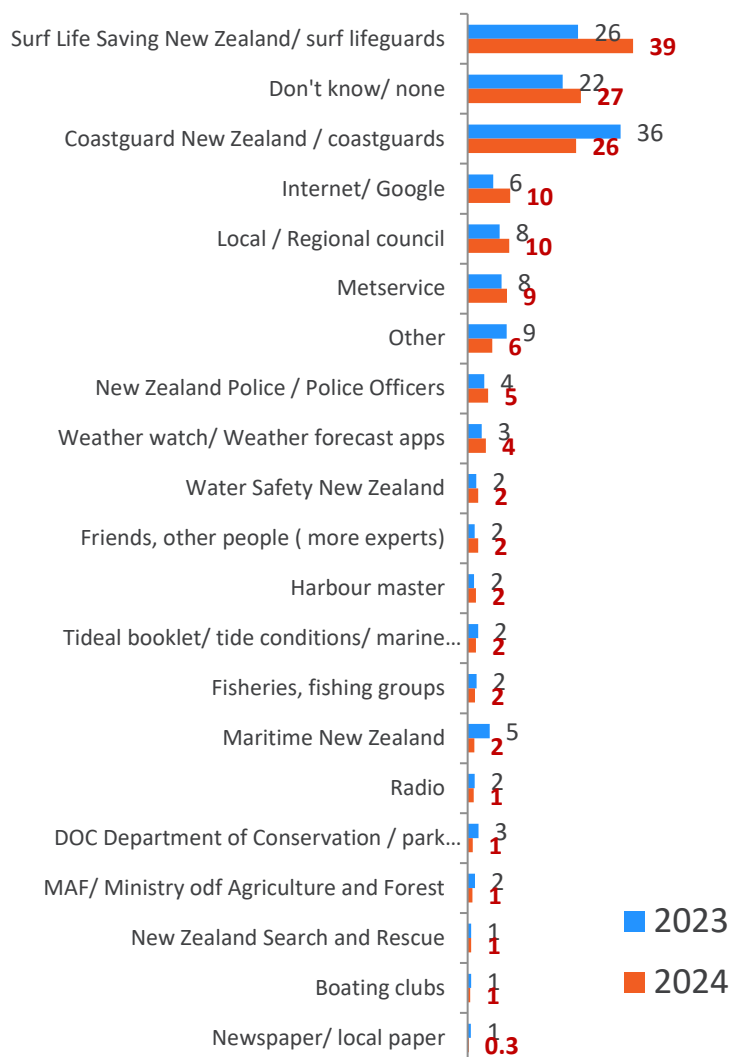
— Dangerous conditions - Do not enter the water



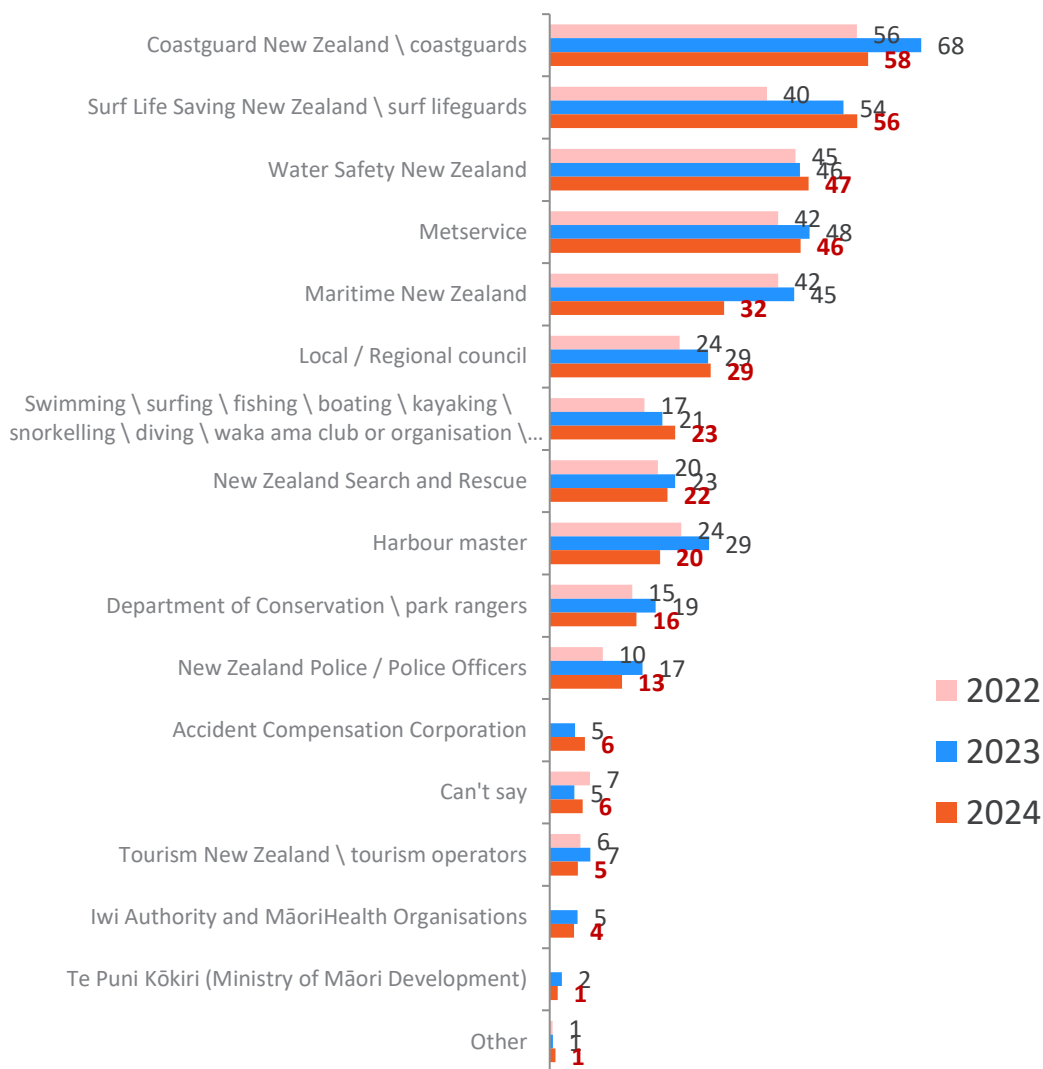
Base: Adults 16+ nationally (n=1034)

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

## Un-aided



## Prompted



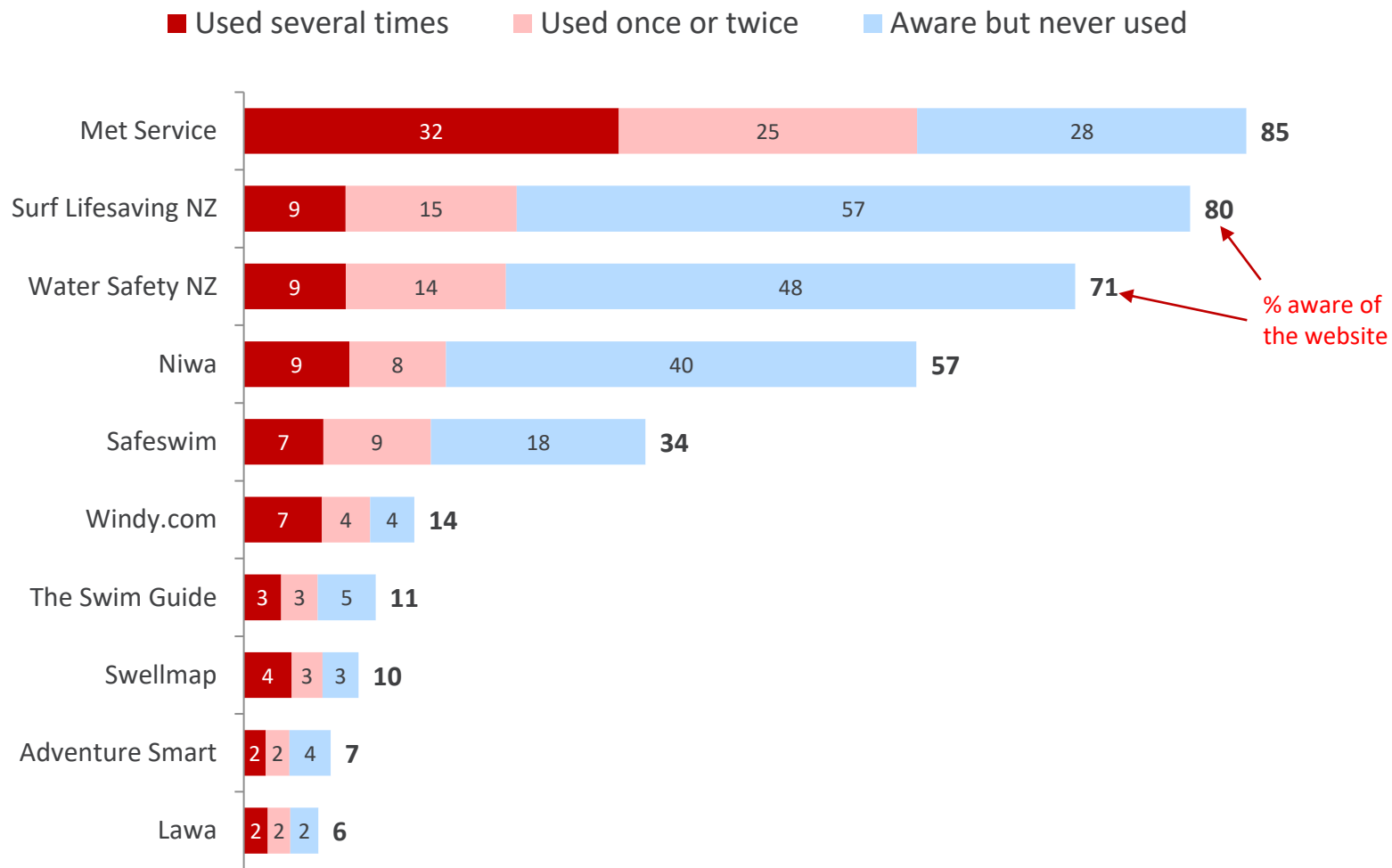
Base: Adults who visit the coast (n=991, 1025, 996)

# Coastal safety –information sources

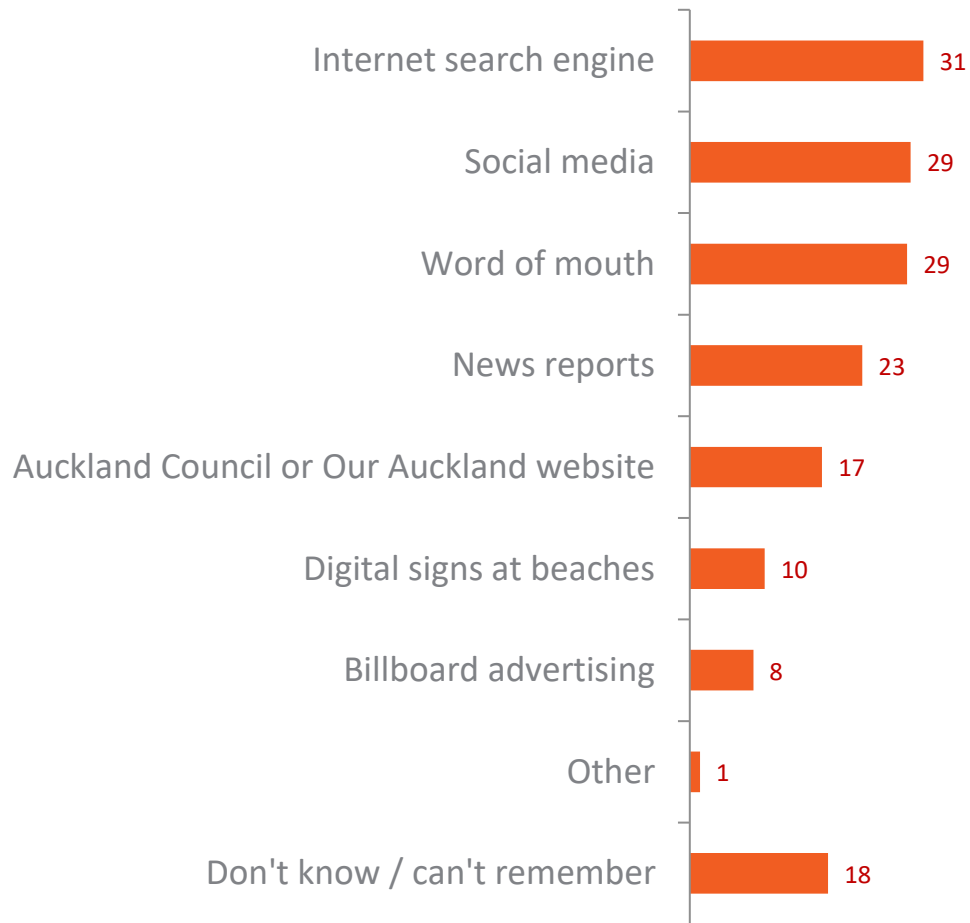


Base: Adults who visit the coast (n=996)

# Coastal safety websites: awareness and usage



Base: Adults aged 16+ nationally (n= 1034)

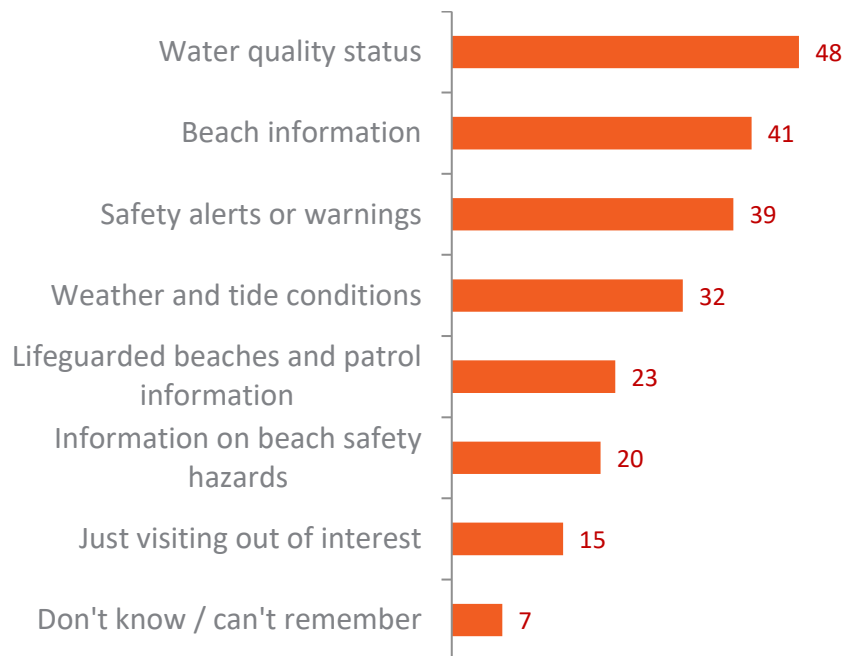


Base: Adults aware of Safeswim (n=349)

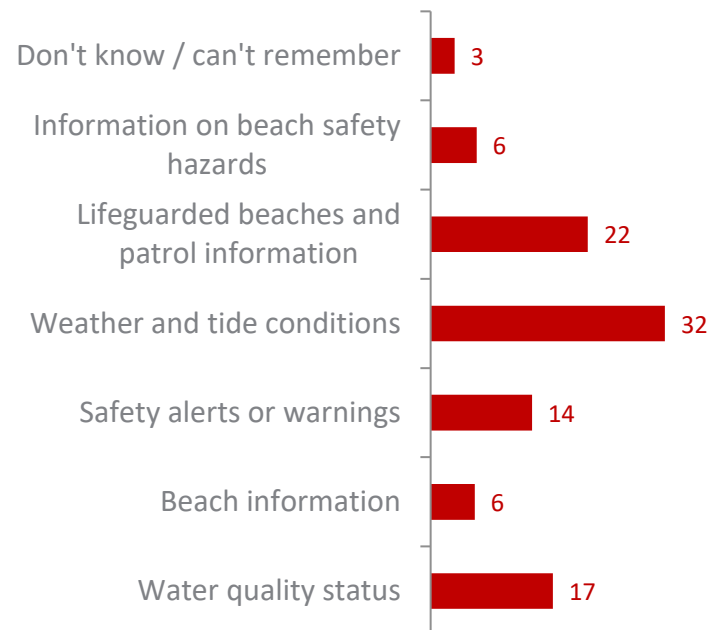


# Safeswim amongst “regular” users (1)

**When they visited Safeswim, what information were they looking for?**



**When making a decision about whether to go to the beach or to swim, which information most influenced their decision?**



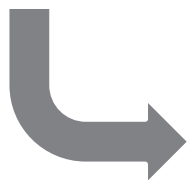
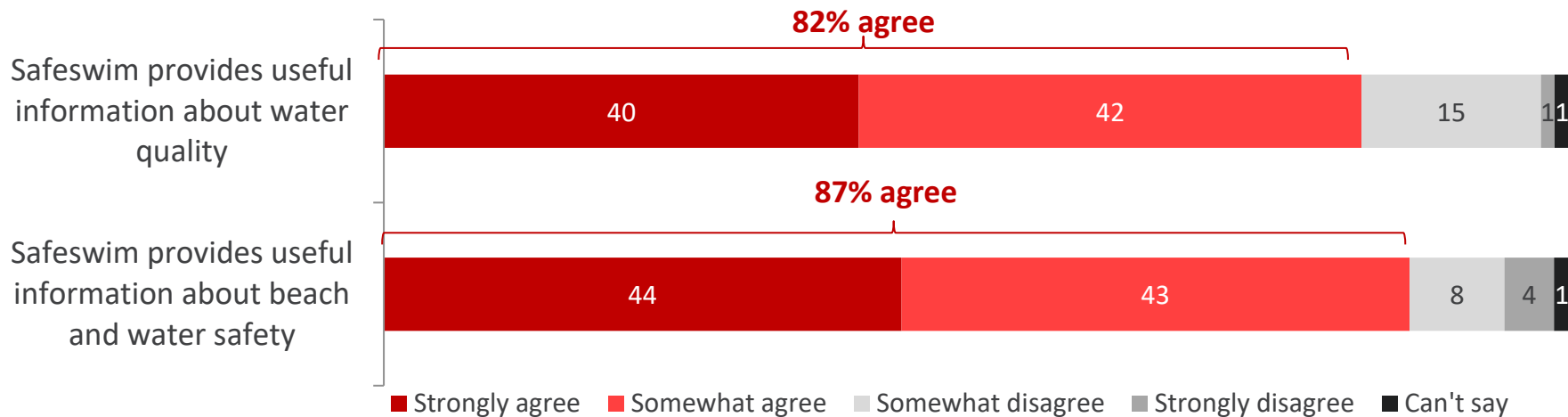
**What have they decided to do, as a result of the information they saw on**

- 70% Decided not to go to the beach or delayed journey
- 70% Decided not to swim or delayed swimming
- 65% Decided to go to a different beach
- 60% Decided to swim between the flags rather than elsewhere

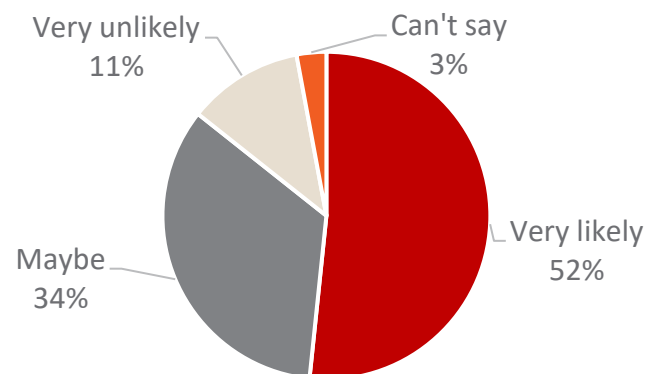
**Safeswim?**

Base: Adults who have used Safeswim several times (n=67)

## Safeswim amongst “regular” users (2)

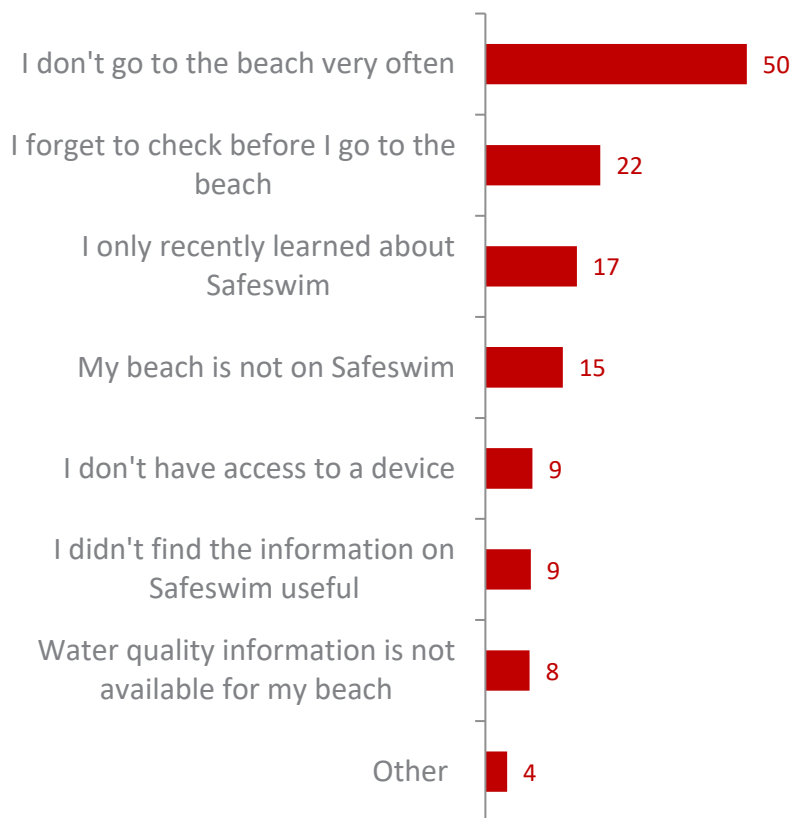


**Likelihood to visit Safeswim website or use the Safeswim mobile app the next time they go to the beach**

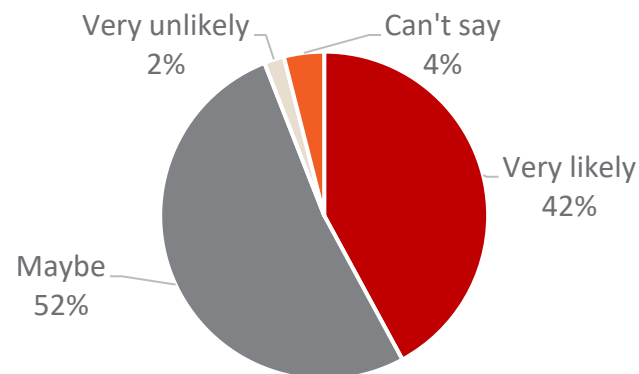


Base: Adults who have used Safeswim several times (n=67)

**Which of the following best explain why have visited Safeswim but don't regularly use it?**



**Likelihood to visit Safeswim website or use the Safeswim mobile app the next time they go to the beach**



Base: Adults who have used Safeswim once or twice only (n=91)

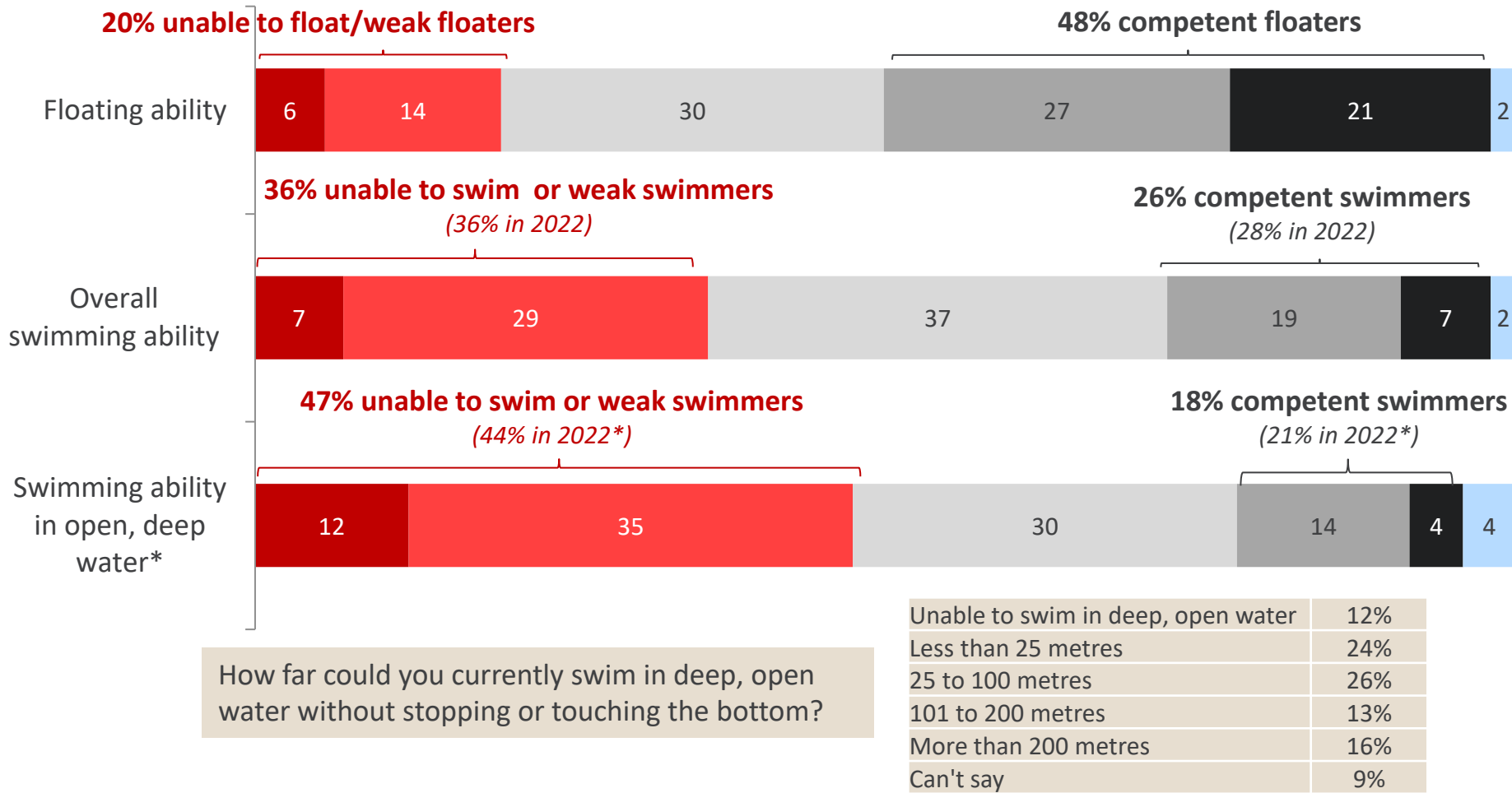
# National Coastal and Water Safety Survey 2024

## Part 2: Swimming abilities



# Floating and swimming ability

■ Unable to float/swim ■ Weak ■ Average ■ Competent ■ Highly competent ■ Can't say

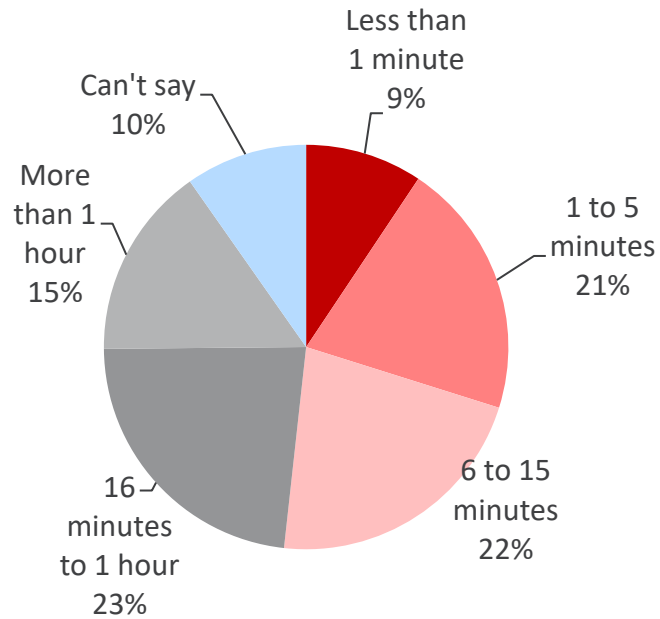


(\*) in 2021, 2022 and 2023 the question was asked about swimming ability in the ocean

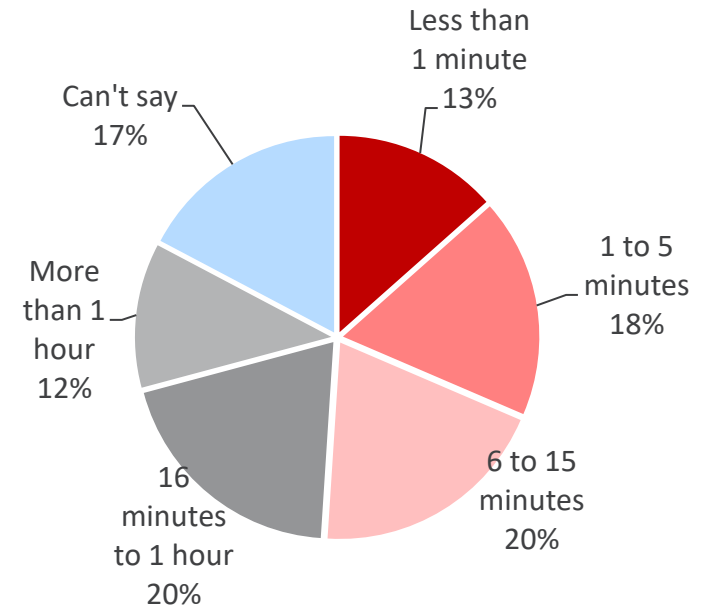
Base: Adults aged 16+ (n=1034)

# How long can they float?

## Overall



## In open, deep water

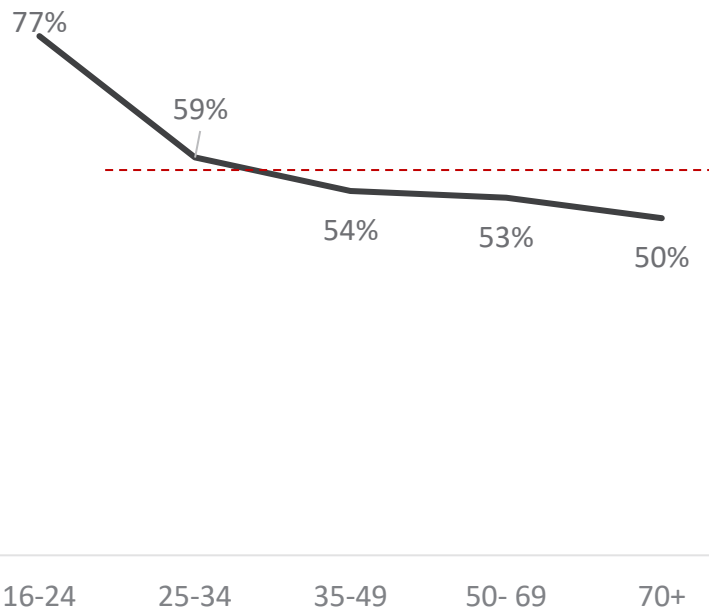


→ With no significant differences by gender

Base: Adults aged 16+ nationally (n=1034)

# 58% have participated in formal swimming lessons

## Participation in swimming lessons by age



Base: Adults aged 16+

→ No significant differences by gender

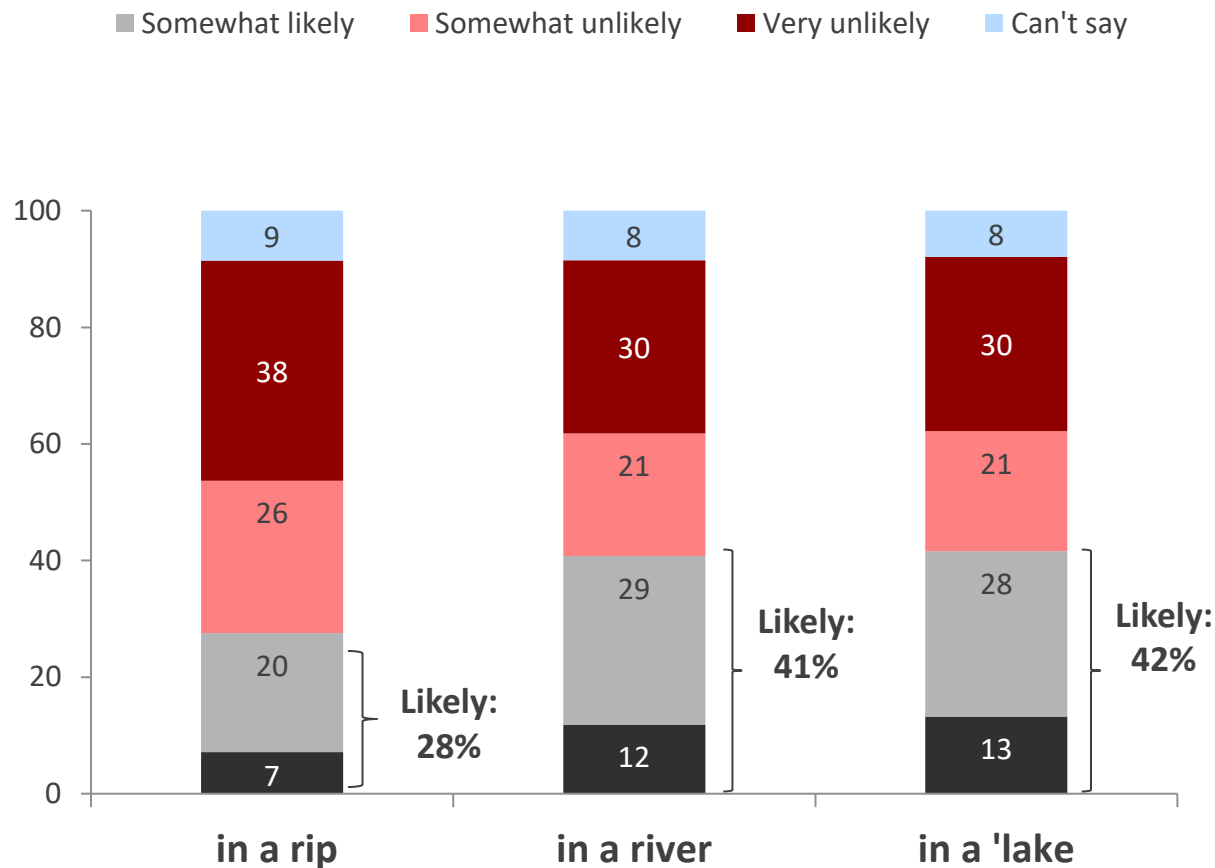
## Overall swimming ability and participation in swimming lessons in NZ

	Participated in swimming lessons	
	Yes	No
Unable to swim	3%	13%
Weak swimmer	23%	37%
Unable to swim or Weak swimmer	26%	50%
Average swimmer	39%	33%
Competent swimmer	24%	11%
Highly competent swimmer	10%	3%
Competent or Highly competent swimmer	34%	15%

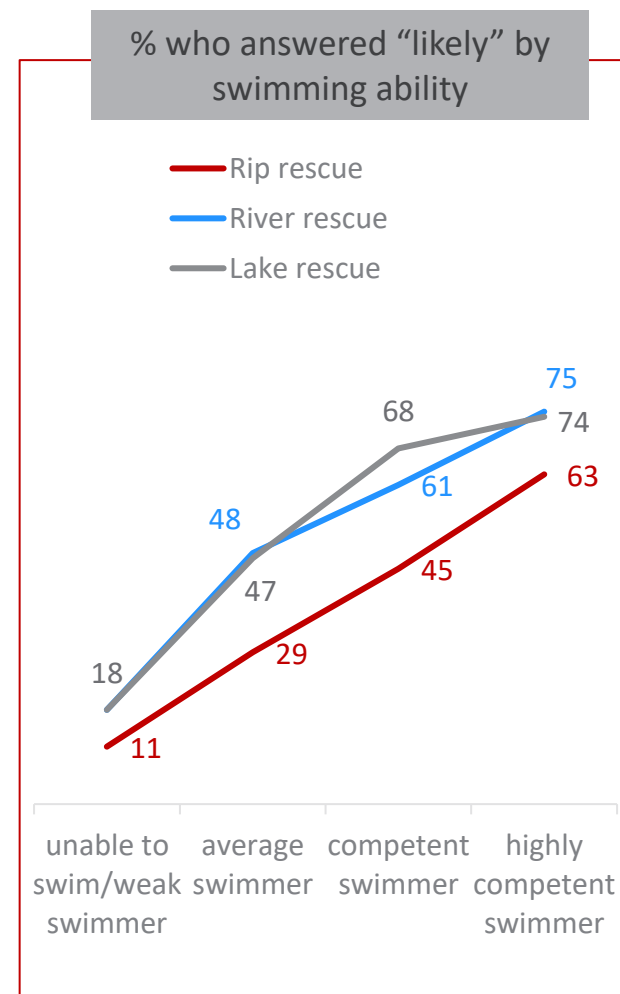
Base: Adults aged 16+ who have participated in swimming lessons (n=587) and who haven't (n= 447)

# How likely would they be to swim out to rescue someone who is ... caught in a rip, in trouble in a river or in a lake?

24



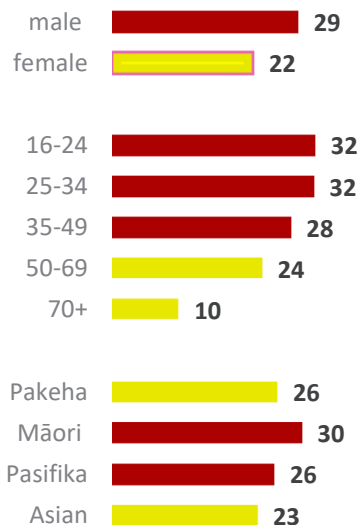
Base: Adults aged 16+ (n=1034)





# Swimming ability by gender, age and ethnicity

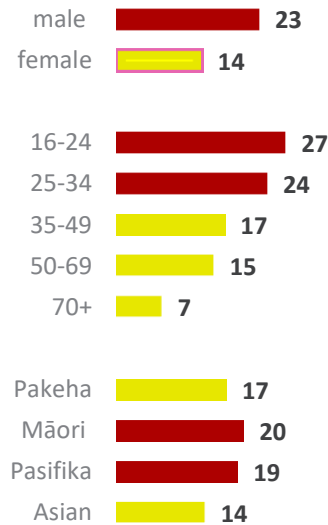
26% are  
competent  
swimmers



## Overall swimming ability (male vs female)

- Unable to swim /weak swimmers: 31% vs 40%
- Average swimmers: 38% vs 35%
- Competent swimmers: 29% vs 22%

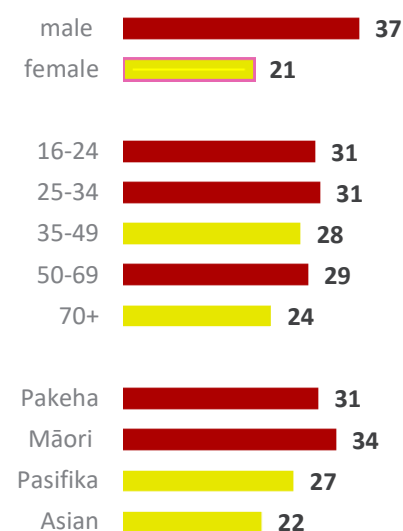
18% are competent  
swimmers in open,  
deep water



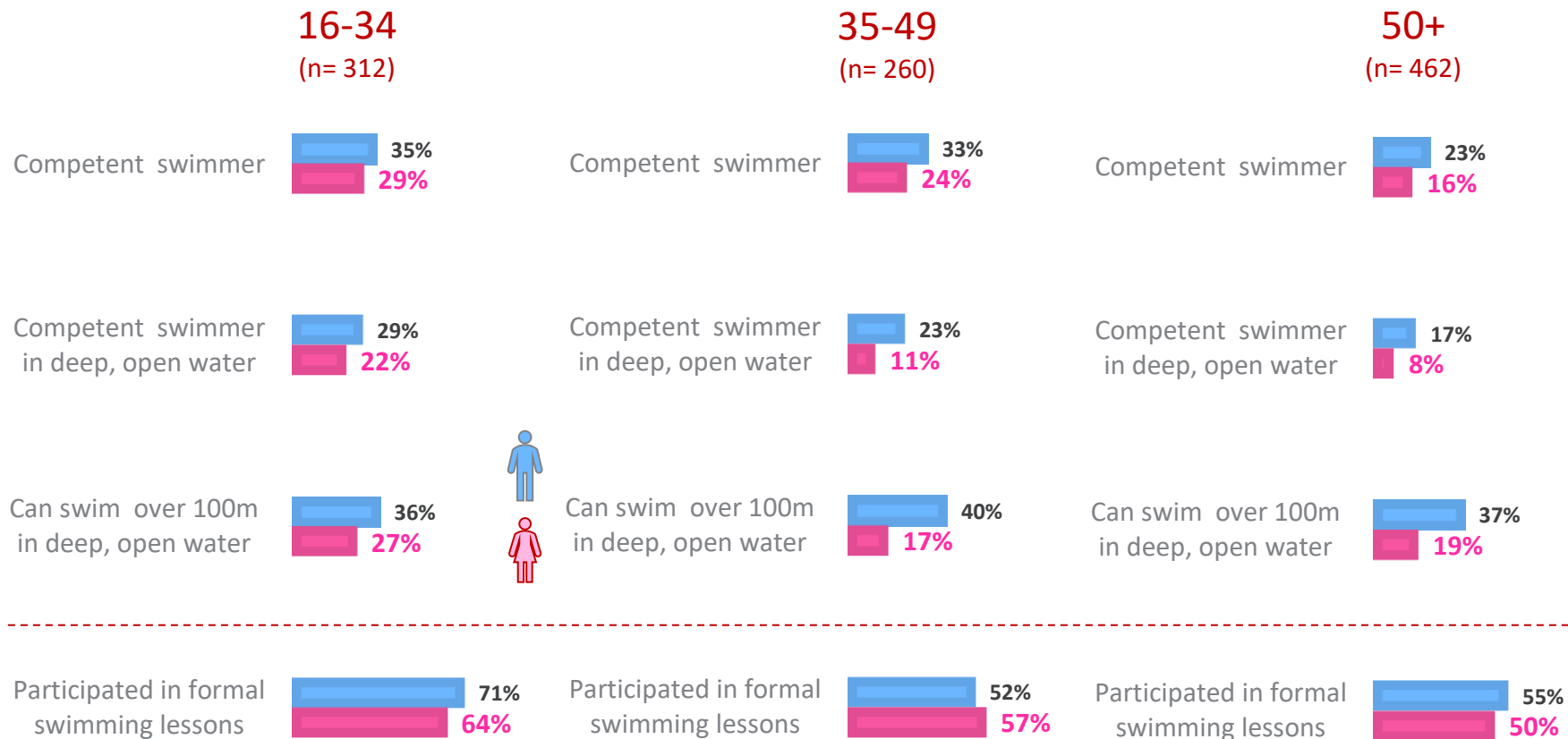
## Open, deepwater swimming ability (male vs female)

- Unable to swim /weak swimmers: 39% vs 55%
- Average swimmers: 33% vs 28%
- Competent swimmers: 23% vs 14%

29% can swim 100  
meters or more in  
open, deep water

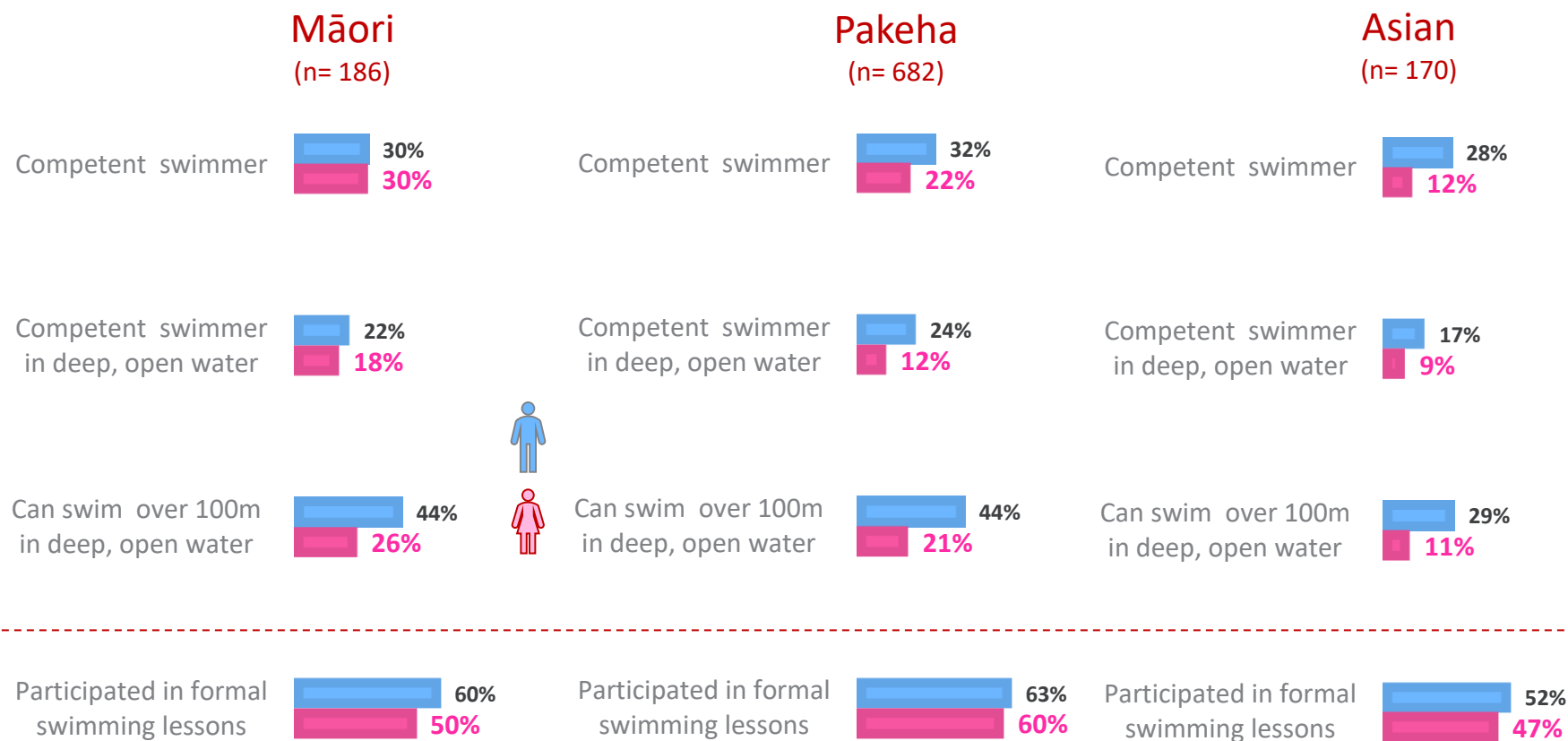


# Swimming ability: A gender gap exist across all age groups



...and this gender gap cannot be explained by previous swimming lessons

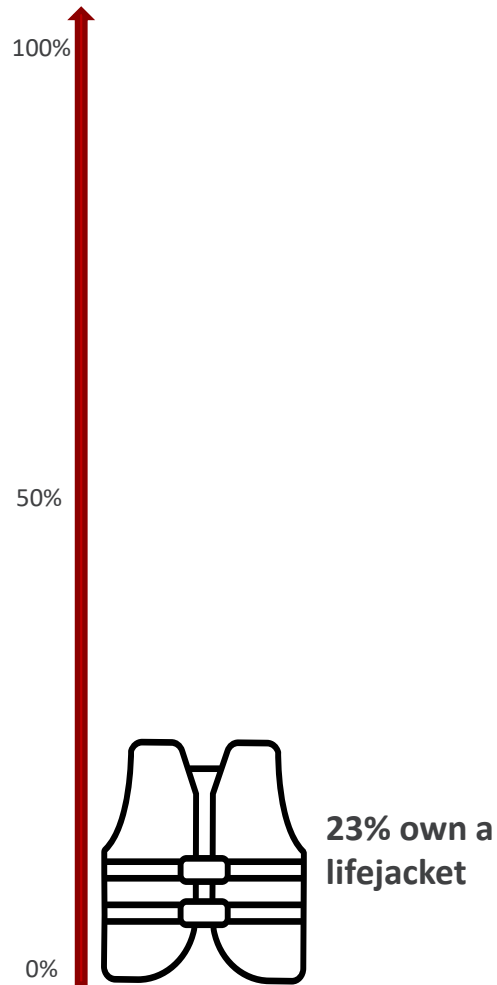
# The swimming ability gender gap exist also across most ethnic groups



# National Coastal and Water Safety Survey 2024

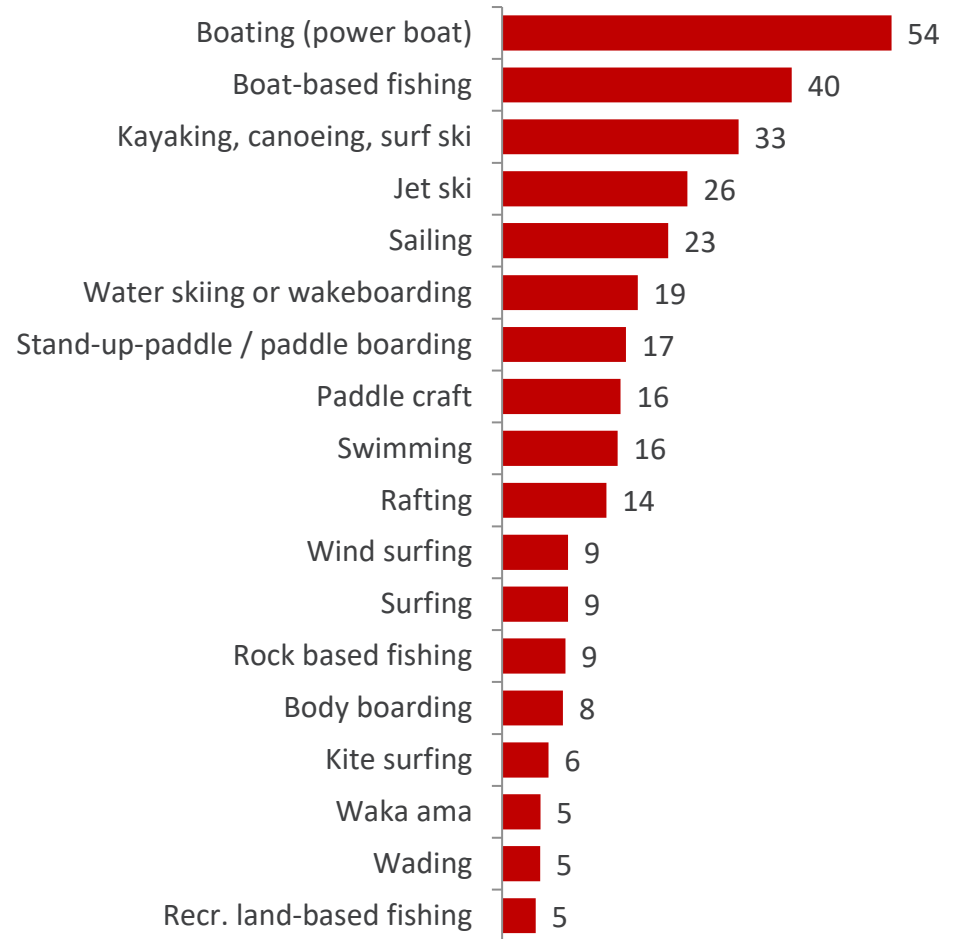
## Part 3: Lifejackets and other safety messages





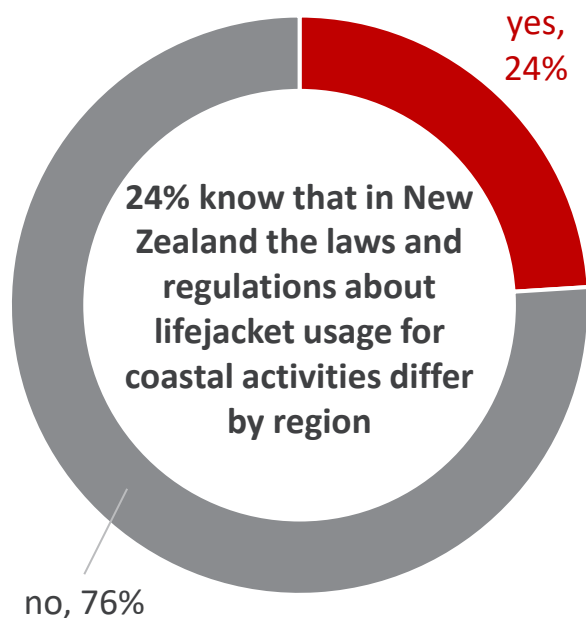
Base: Adults aged 16+ nationally (n=1034)

## When use lifejackets

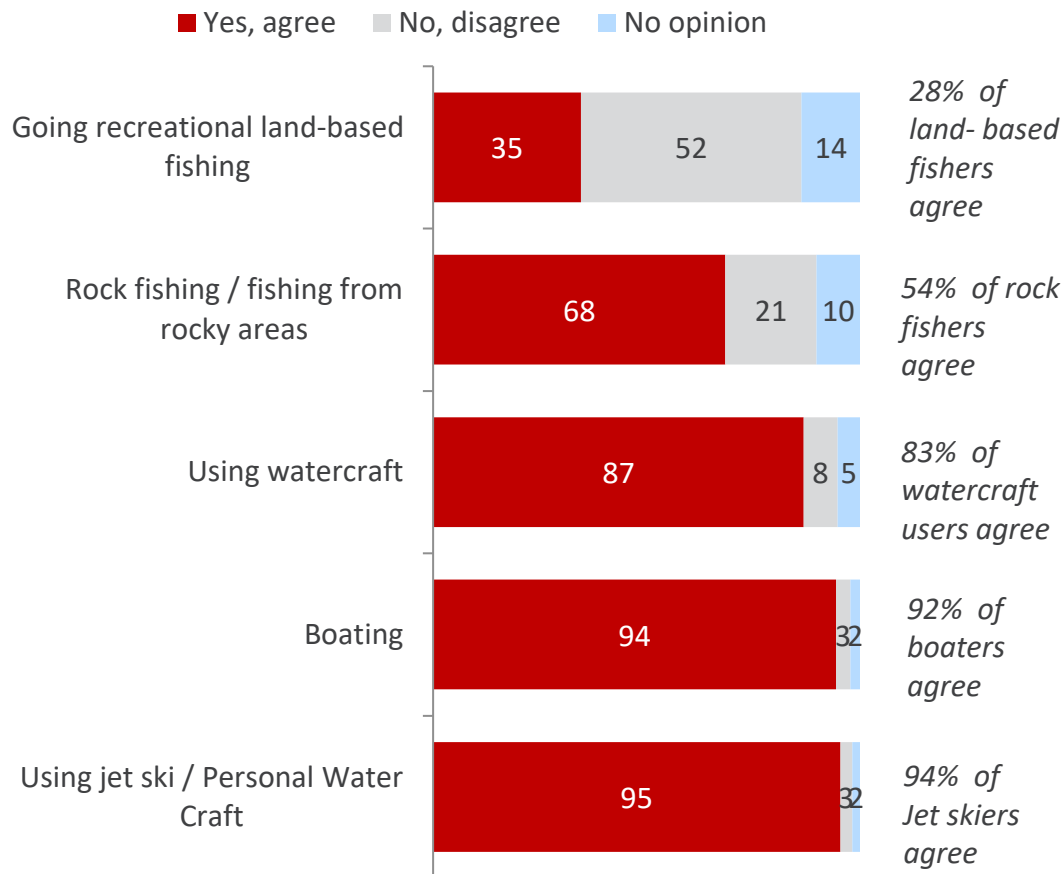


Base: Own a lifejacket (n=237)

# Lifejackets: rules and regulations



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



Base: Adults aged 16+ nationally (n=1034)

# Lifejackets: summary by activity (participants)



92% always wear a lifejacket

Why 2 in 10 don't always wear it? (n=37)

1. It depends where I am/ where I go
2. Not comfortable, not convenient, annoying
3. Not required , not mandatory
4. Don't need it, it is safe where I go
5. Experienced enough/ good swimmer



83% always wear a lifejacket



78% always wear a lifejacket

Why 2 in 10 don't always wear it? (n=21)

1. It depends where I am/ where I go
2. Experienced enough/ good swimmer
3. Don't have one
4. Not comfortable, not convenient, annoying
5. Not required , not mandatory



36% always wear a lifejacket

Why 2 in 3 don't always wear it? (n=37)

1. It depends where I am/ where I go
2. Not comfortable, not convenient, annoying
3. Don't need it, safe where I do it
4. Not required , not mandatory
5. Don't have one



23% always wear a lifejacket

Why 3 in 4 don't always wear it? (n=72)

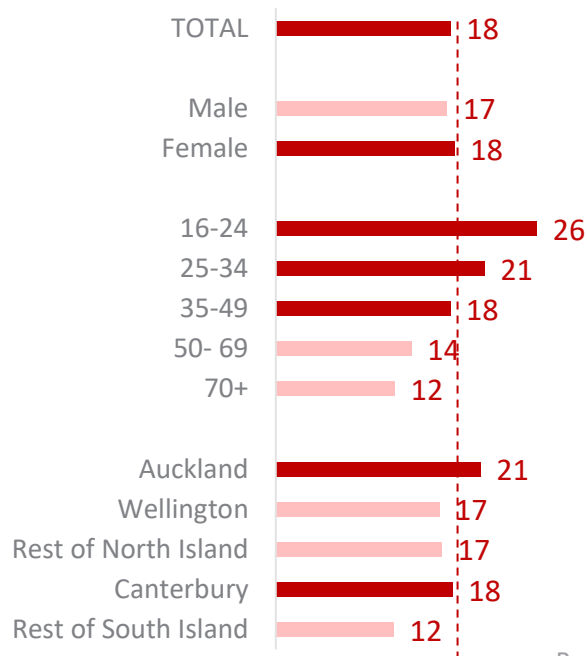
1. It depends where I am/ where I go
2. Don't need it, safe where I do it
3. Not required , not mandatory
4. Don't have one
5. Not comfortable, not convenient, annoying

# “Lifejacket campaign”: Ad recognition by demographics

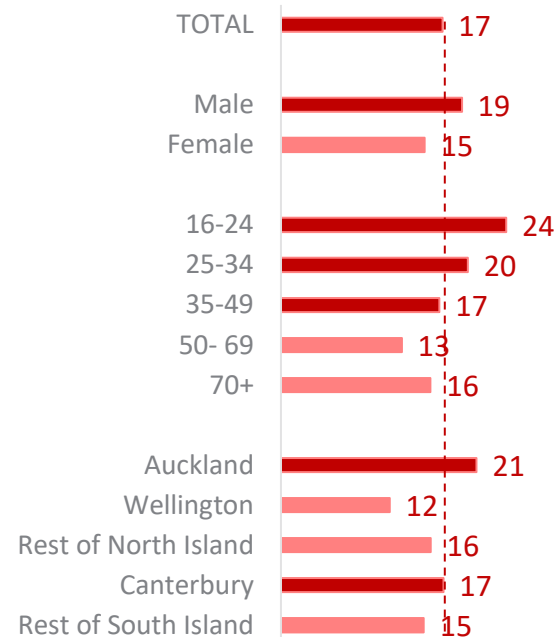
32



21% have  
recognised  
at least one  
ad

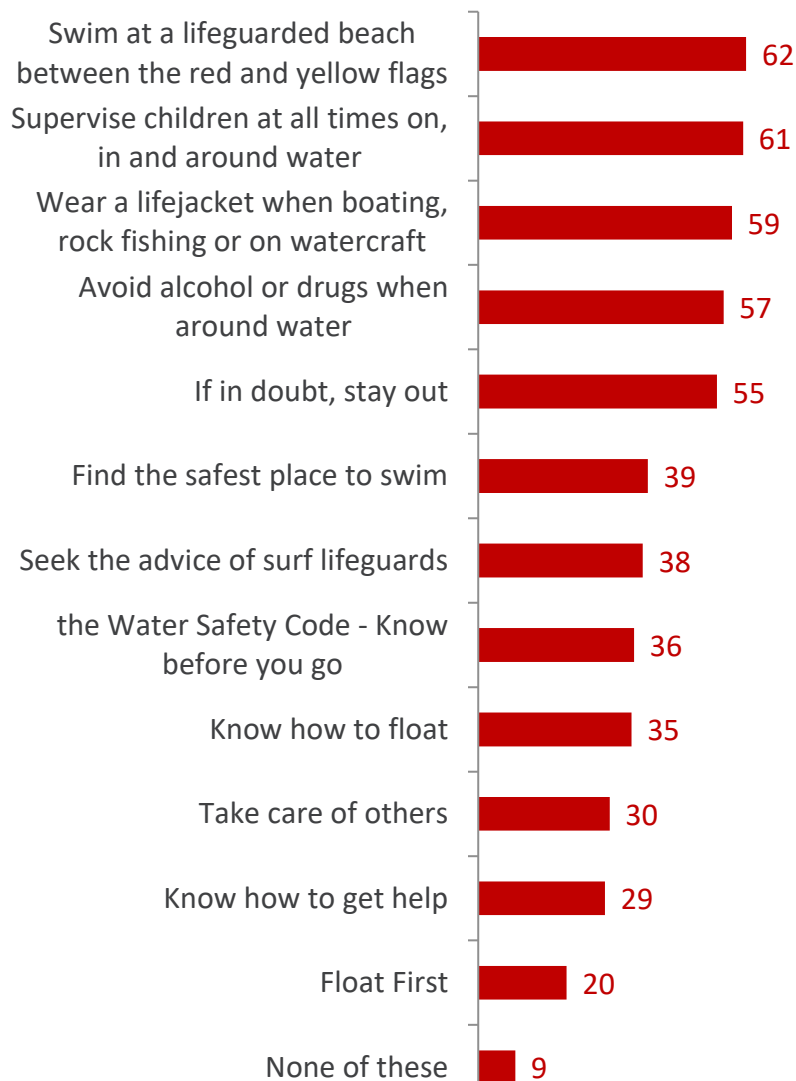


Base: Adults aged 16+ nationally (n=1034)





# Familiarity with some water safety messages



Base: Total sample n= 1034, Male n =498, Female n=536



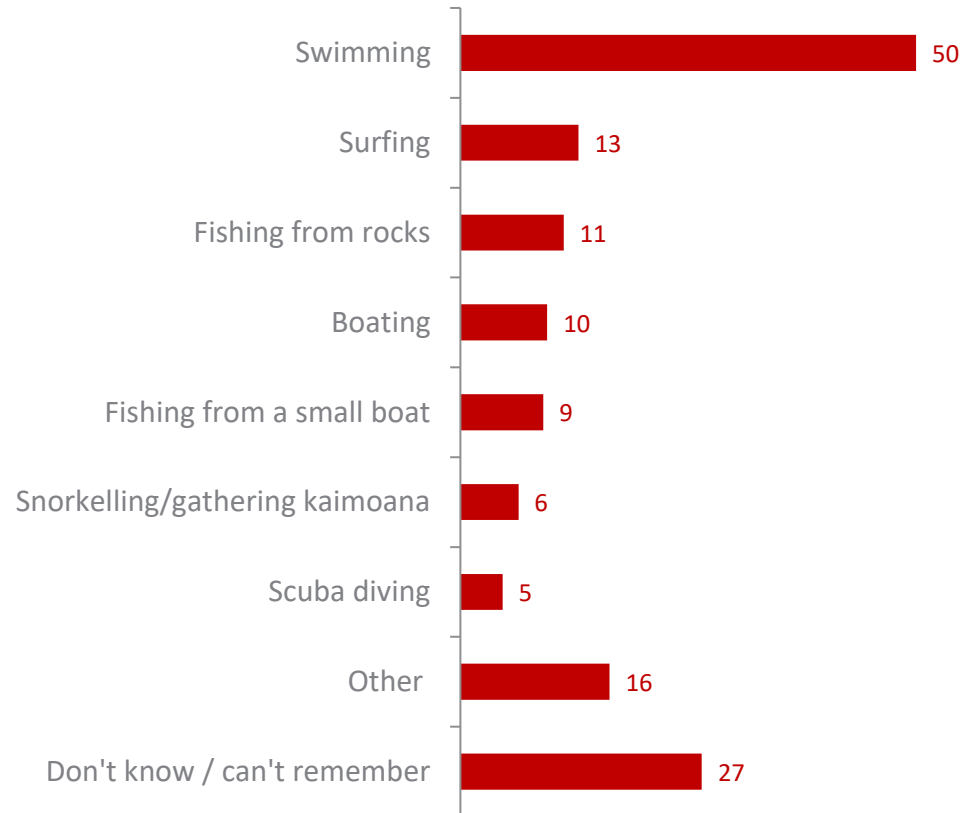
Male  
Female

# The *Hmm* campaign: 1 in 3 recall the “*Have a hmmm*” campaign

34

→ Overall, 34% recall the Hmmm campaign

→ What activities or activities did the ‘Have a hmmm’ advertising or videos relate to:



Base: Total sample (n=1034) / Recall the Hmm campaign (n=342)

# Aquatic activities and alcohol

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



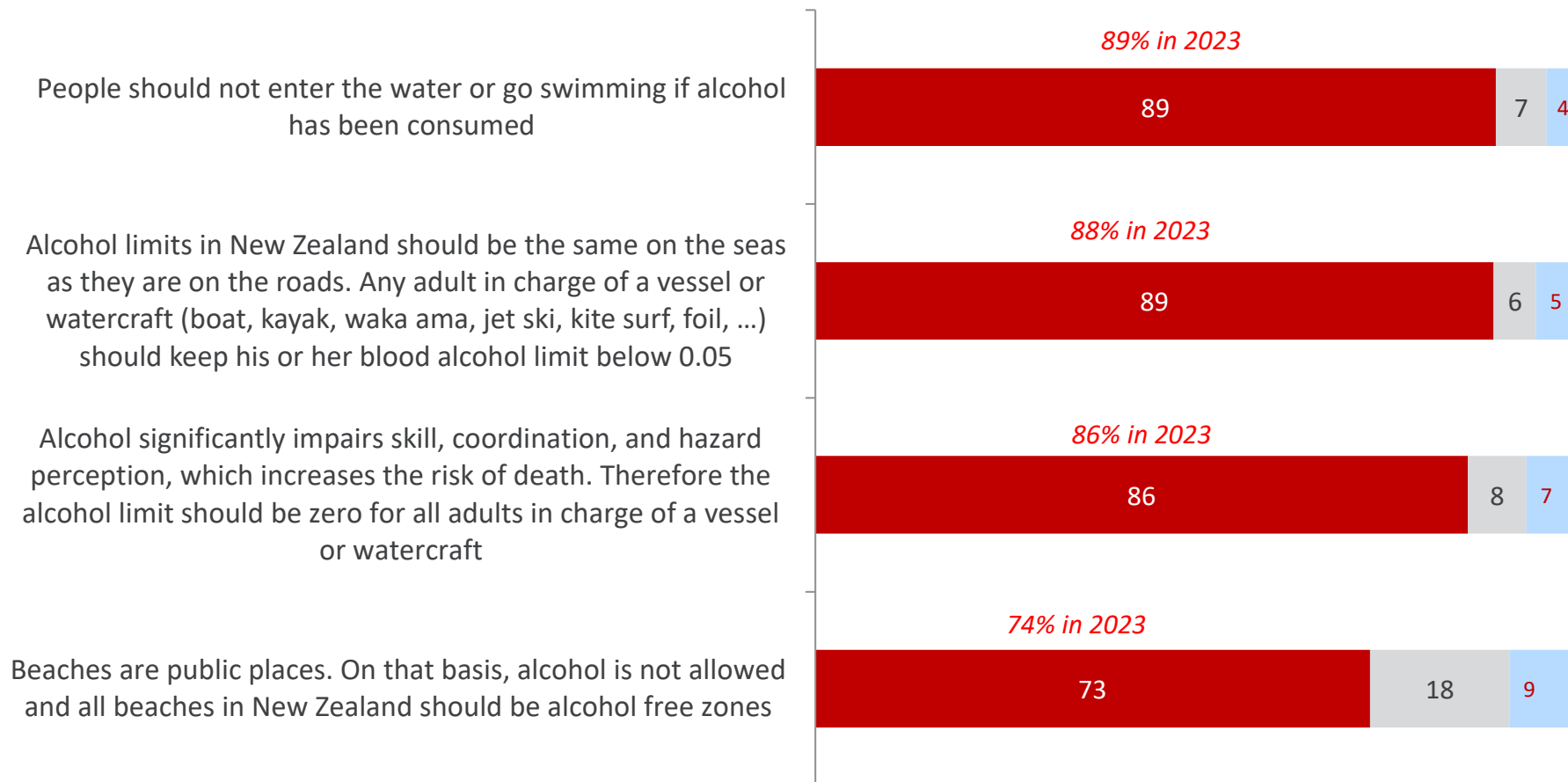
Base: Swimming (n=580), Surfing (n=73), Kai gathering (n=129), Rock fishing (n=55), Land-based fishing (n=119), snorkelling (n= 70), Scuba diving base is too small for reporting (n=20)

# Should alcohol be banned at the beach?

■ Yes, agree

■ No, disagree

■ No opinion



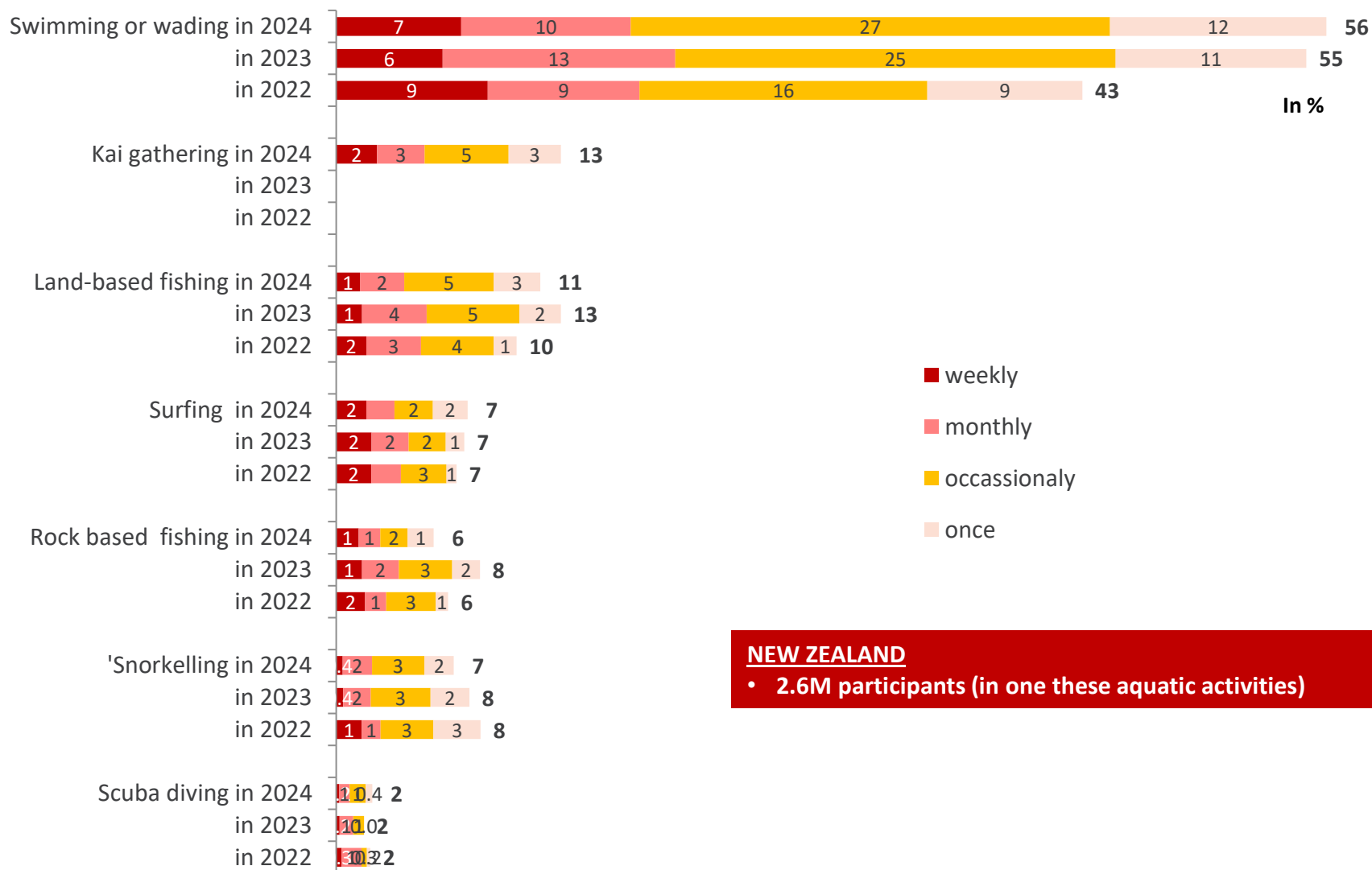
Base: Adults 16+ nationally (n=1034)

# National Coastal and Water Safety Survey 2024

## Part 4: Aquatic activities



# Participation frequency (past 12 months) in aquatic activities in 2024



Base: Adults aged 16+ nationally (n= 1034)

# Participation in 2024

Swimming/  
wading



**Total: 2.1M**

Kai  
gathering



**0.5M**

Fishing



**0.5M**

Snorkelling &  
Scuba diving



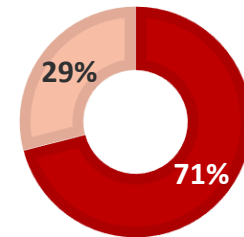
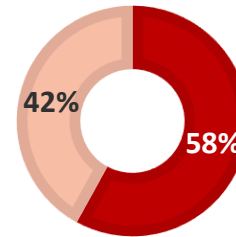
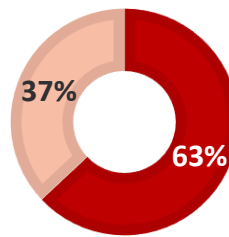
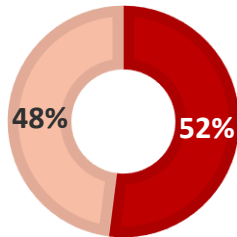
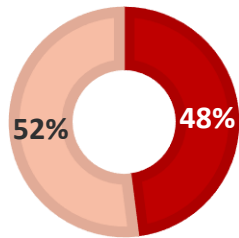
**0.3M**

Surfing



**0.3M**

Gender split:



■ Males ■ Females

% of participants who can swim 100m or more in open, deep water :

**36%**

**44%**

**34%**

**53%**

**52%**

% of participants who can swim at least 25m in open, deep water :

**67%**

**73%**

**67%**

**72%**

**83%**

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

Mean

scores:

1.3h

2.0h

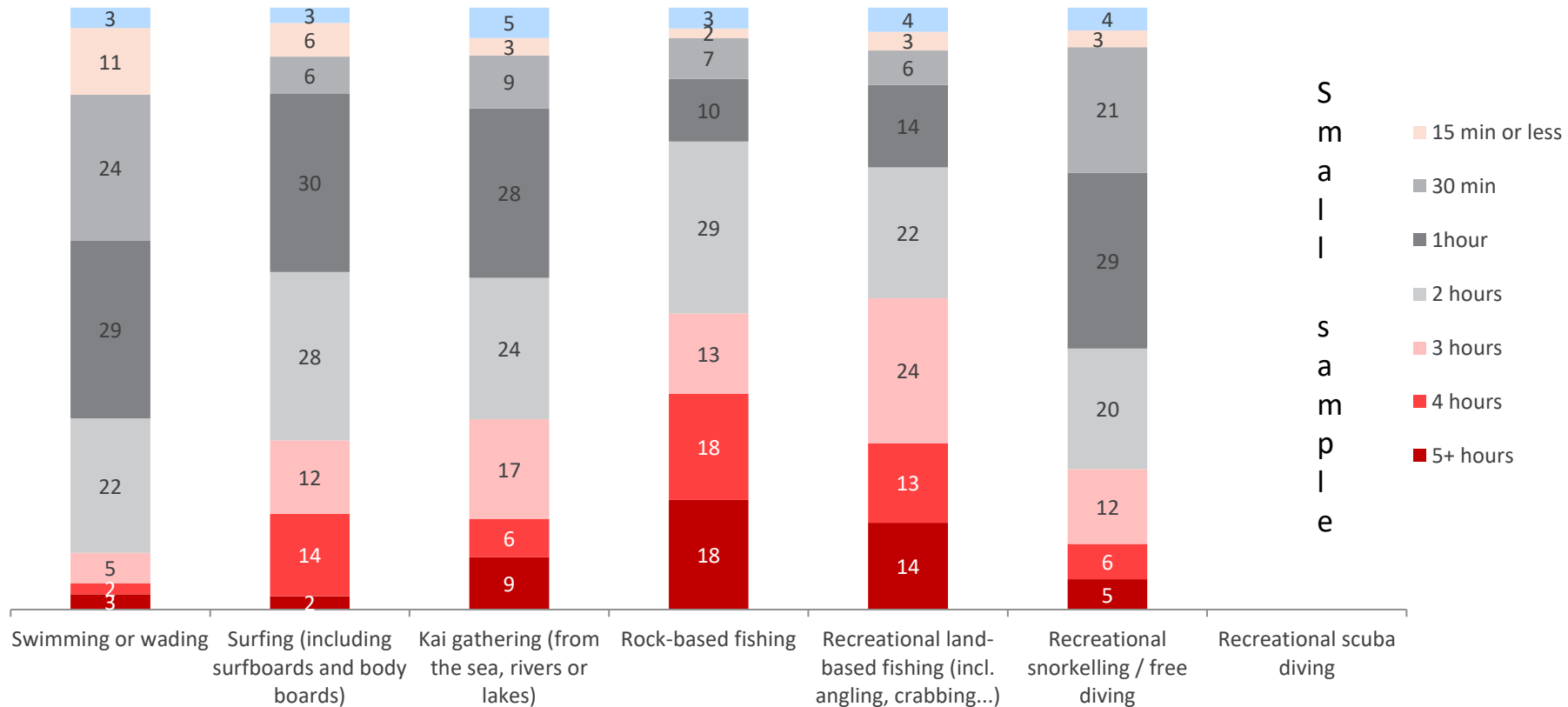
2.1h

2.8h

2.7h

1.7h

2.5h

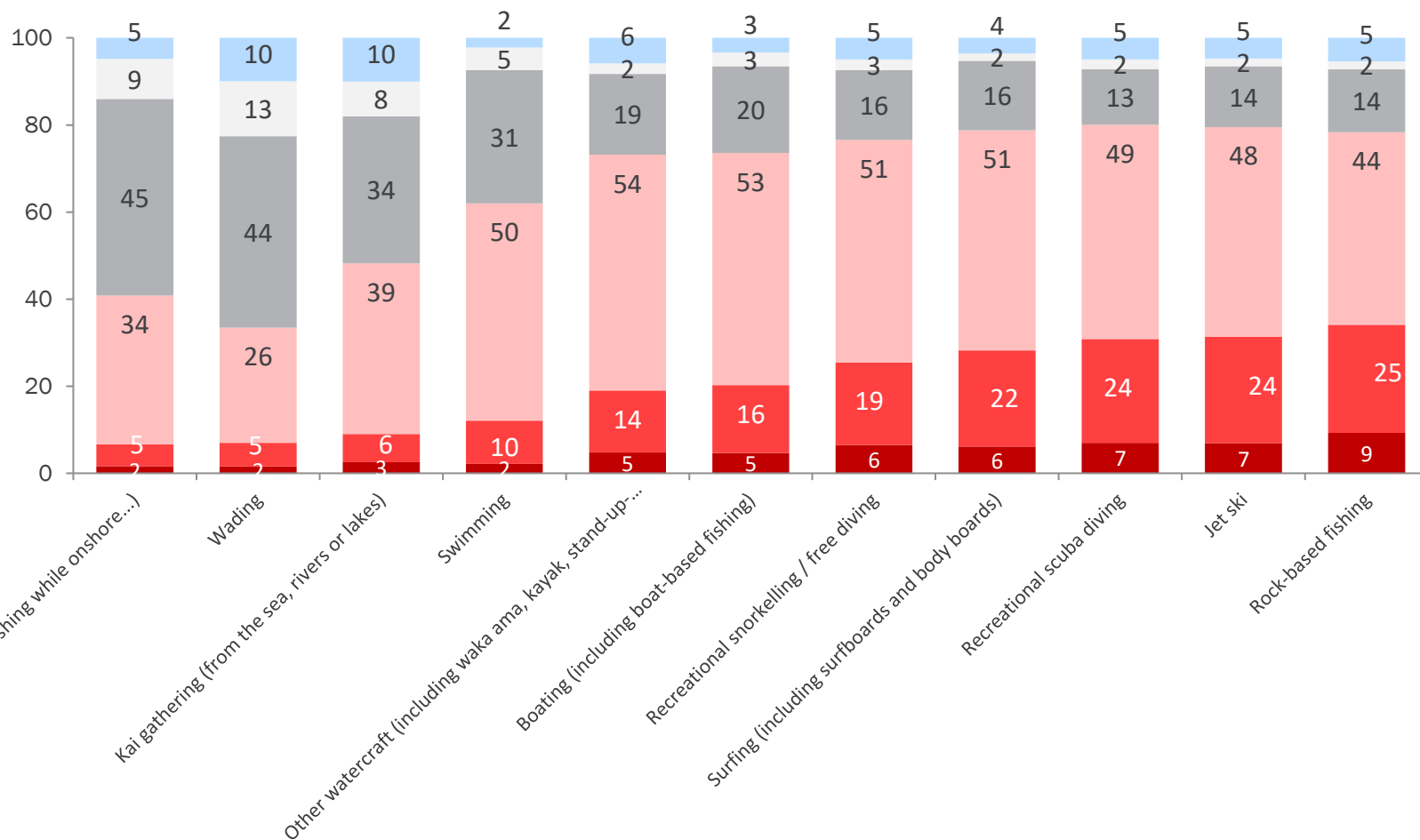


Base: Swimming (n=580), Surfing (n=73), Kai gathering (n=129), Rock based fishing (n=55), Land-based fishing (n=119), Snorkelling (n= 70), Scuba diving (n=20))



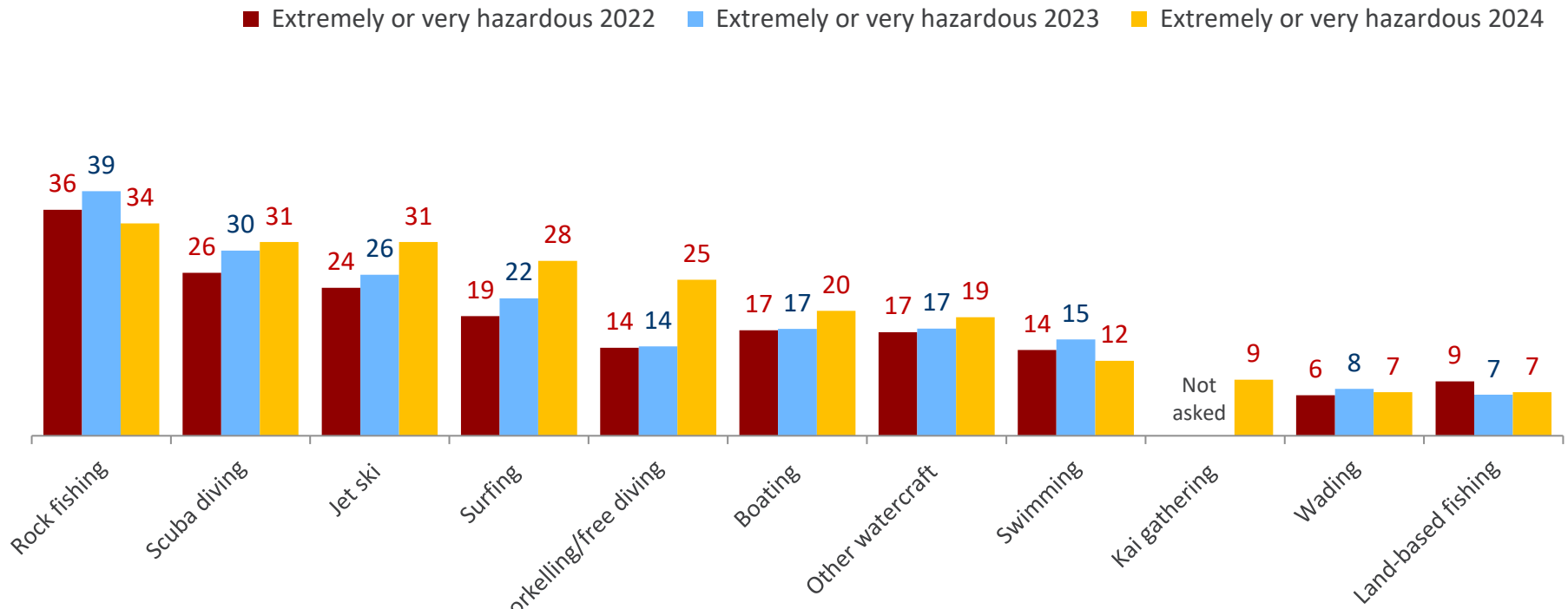
# How hazardous is each activity – Total 16+

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



Base: Adults aged 16+ nationally (n=1034)

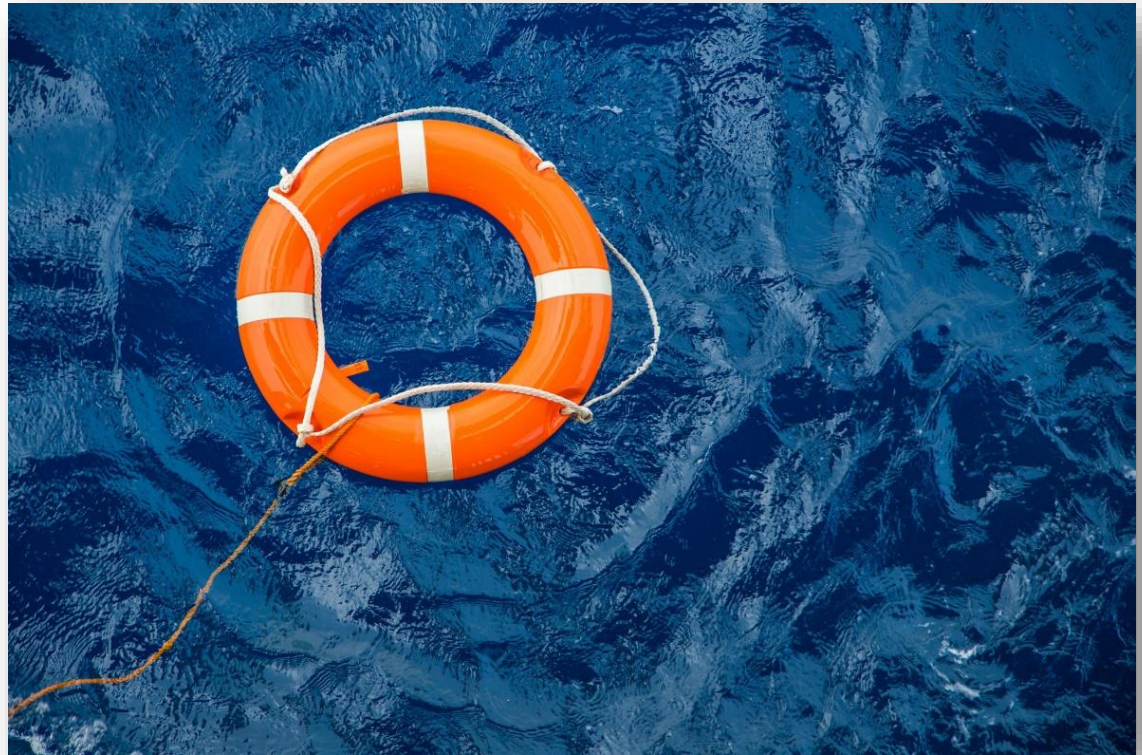
# Comparing perceptions “hazardous”: 2022-2024



Base: Adults aged 16+ nationally (n=1027, 1063 and 1034)

# National Coastal and Water Safety Survey 2024

## Part 5: Rescue



# Rescue: been rescued and/or have rescued someone

## Overall amongst the 16+ population:

- 8% have ever been rescued when participating in aquatic activities
  - 12% have ever rescued someone else when participating in aquatic activities.
- > *24% of rescuers are or were beach lifeguards (vs. 5% in the total 16+ population)*



	% who have ever been rescued when participating in ...	% who have rescued someone else when participating in ...
<b>NET Have been rescued/ have rescued someone</b>	<b>8%</b>	<b>12%</b>
Swimming or wading	6%	9%
Surfing	1%	2%
Kai gathering	1%	1%
Rock-based fishing	0.5%	1%
Recreational land-based fishing	1%	1%
Recreational snorkelling / free diving	0.3%	1%

Base: Adults 16+ nationally (n=1034)

# 8% have been rescued: where, when and how?

when

In the last 18 months	15
2 to 5 years ago	23
6 to 10 years ago	15
More than 10 years ago	46

where

Beach (less than 500 m from shore)	42
Rocky coast (eg shore platform, cliffs, rocky headland, reef)	10
Open ocean (more than 500m from shore)	10
Jetty / pier / marina	4
River	8
Lake	1
Can't say, can't remember	6

time

12am - 4am	2
4am - 8 am	7
8am - 12pm	17
12pm - 4pm	60
4pm - 8pm	8
8pm - 12am	-
Can't say, can't remember	6

**9% of male have been rescued vs 7% of female**

lifeguard

how

who

Yes, there were lifeguards on duty patrolling the area	38
No lifeguards at this lifeguarded beach as it was outside patrol hours	14
No lifeguards as it was at a not lifeguarded beach	28
No lifeguards as it was at a river/ lake	9
Can't say, can't remember	8
A board	18
A tube	13
An angel ring / a life buoy	6
A lifejacket	11
A watercraft	8
Another flotation device	3
None, no flotation device	39
Can't say, can't remember	3
By someone I knew	47
By a lifeguard	28
By someone else, a stranger	22
Can't say, can't remember	2

Base: have ever been rescued (n=80)

# 12% have ever rescued someone else : where, when and how?

**w  
h  
e  
n**

In the last 18 months	20
2 to 5 years ago	32
6 to 10 years ago	13
More than 10 years ago	30

**w  
h  
e  
r  
e**

Beach (less than 500 m from shore)	40
Rocky coast (eg shore platform, cliffs, rocky headland, reef)	9
Open ocean (more than 500m from shore)	10
Jetty / pier / marina	1
River	14
Lake	4
Can't say, can't remember	7

**T  
i  
m  
e**

12am - 4am	3
4am - 8 am	2
8am - 12pm	17
12pm - 4pm	58
4pm - 8pm	7
8pm - 12am	0
Can't say, can't remember	13

**15% of  
male have  
rescued  
someone  
vs 8% of  
female**

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

**l  
i  
f  
e  
g  
u  
a  
r  
d**

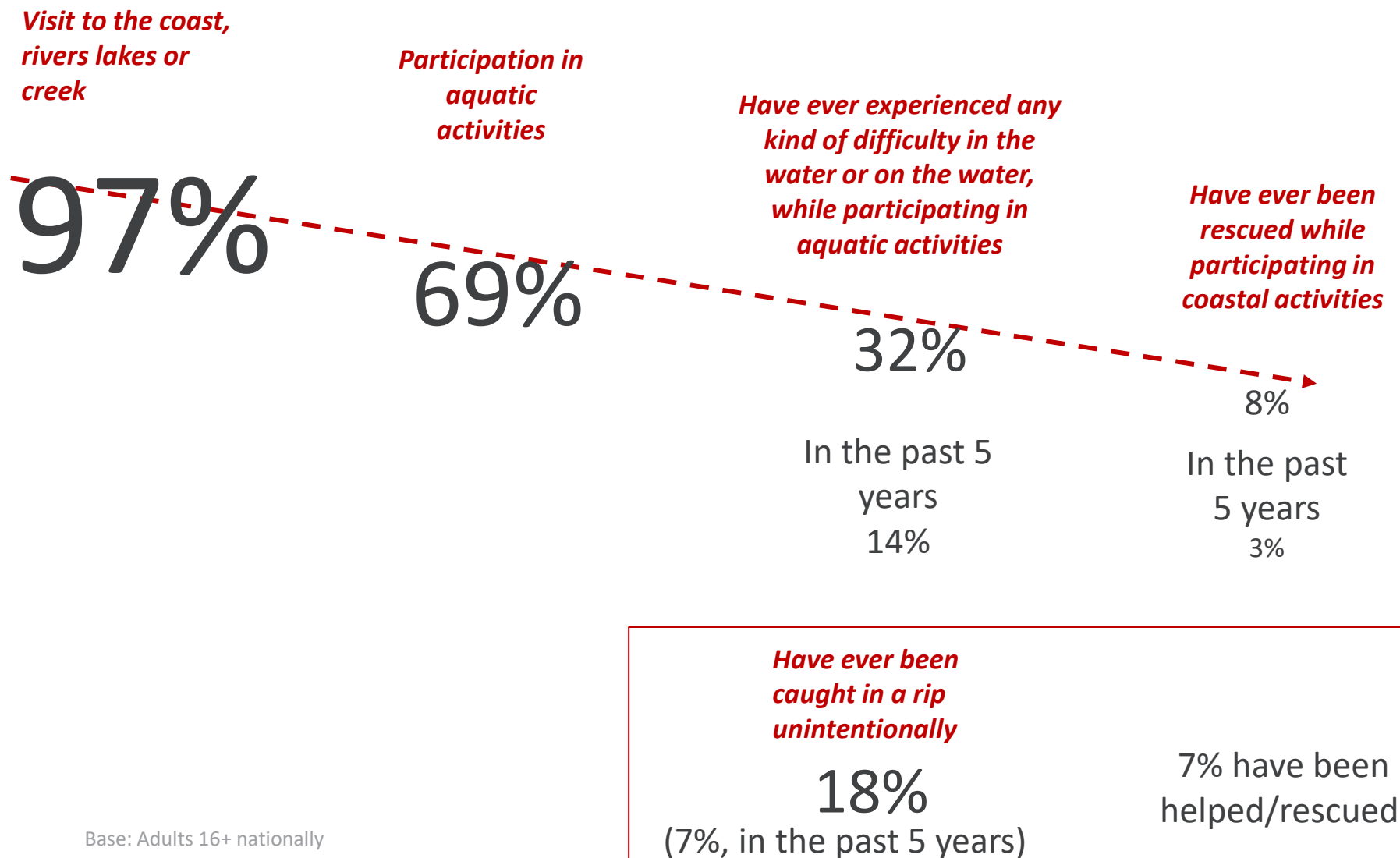
**h  
o  
w**

**w  
h  
o**

Yes, there were lifeguards on duty patrolling the area	23
No lifeguards at this lifeguarded beach as it was outside patrol hours	9
No lifeguards as it was at a not lifeguarded beach	38
No lifeguards as it was at a river/ lake	18
Can't say, can't remember	10
A board	12
A tube	12
An angel ring / a rescue buoy	4
A lifejacket	8
A watercraft	4
Another flotation device	8
None, no flotation device	50
Can't say, can't remember	2
Rescued someone I knew	59
Rescued someone else, a stranger	36
Can't say, can't remember	6

Base: have ever rescued someone else (n=115)

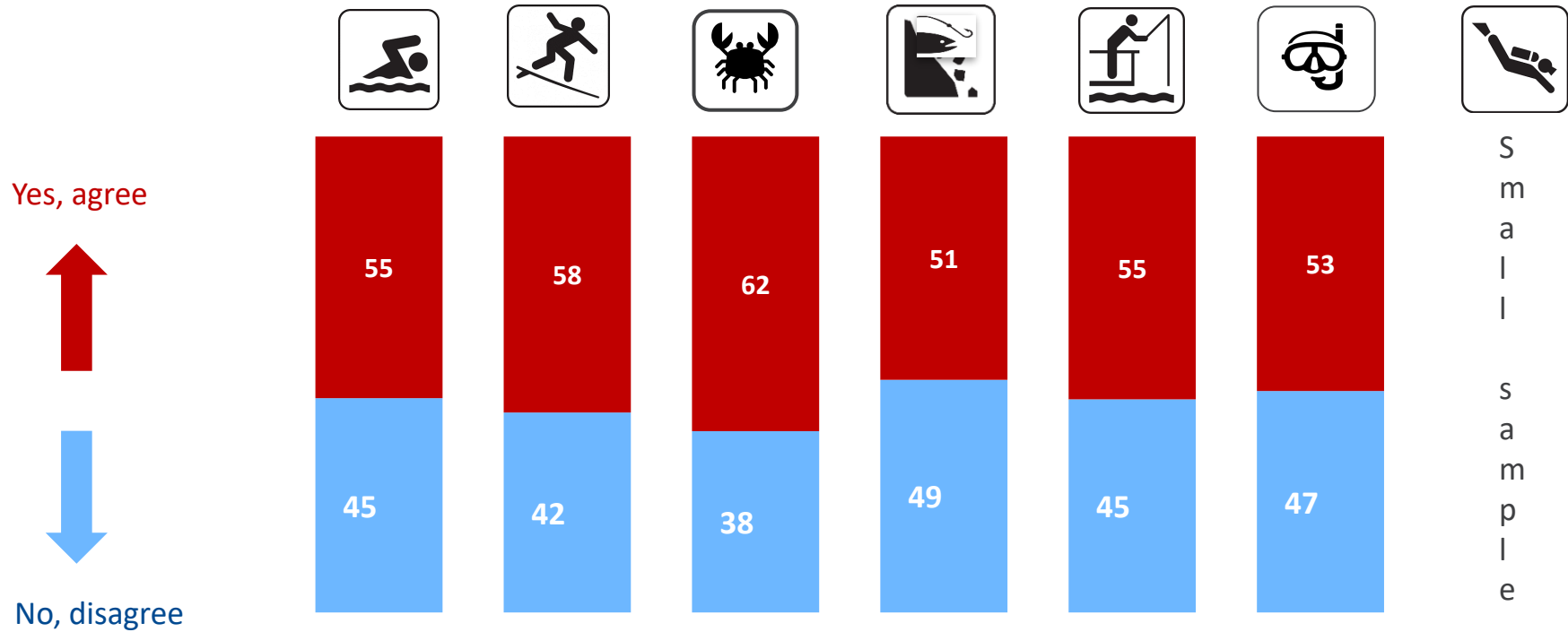
# Visit, participation, difficulty, rescues ...





# "Competence" and willingness to take risks

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



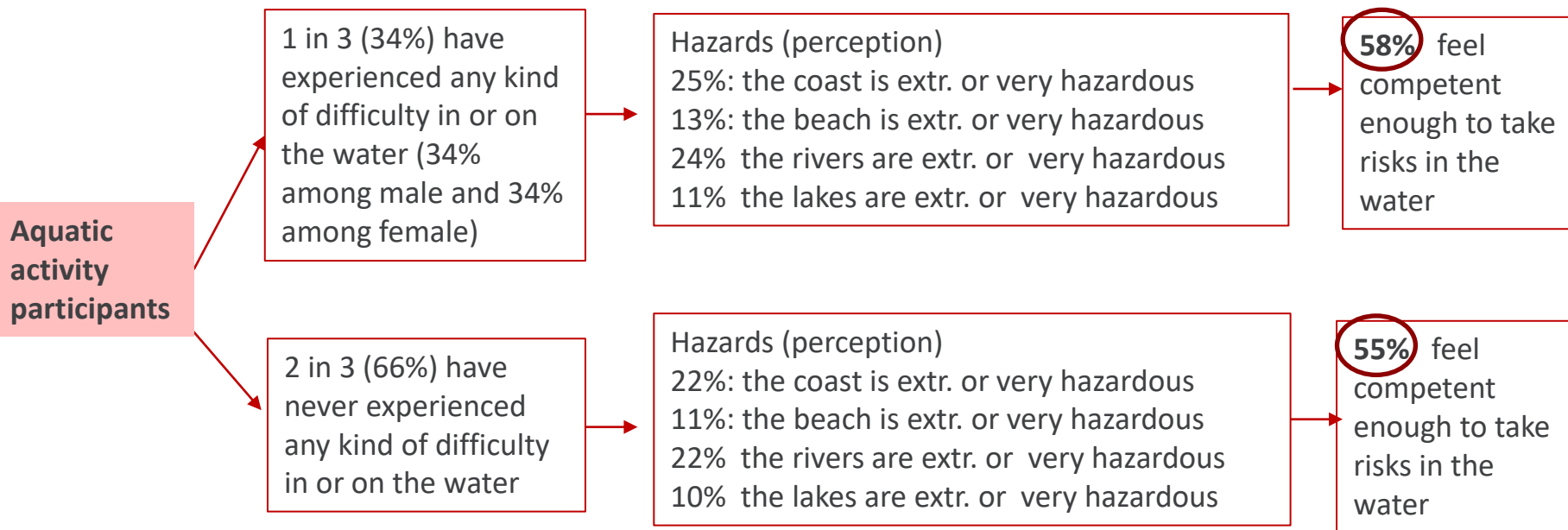
% of male who feel competent enough ...	60%	60%	66%	61%	61%	57%
% who female who feel competent enough ...	50%	54%	57%	29%	46%	50%

Base: Swimming (n=580), Surfing (n=73), Kai gathering (n=129), Rock based fishing (n=55), Land-based fishing (n=119), Snorkelling (n= 70), Scuba diving (n=20))



# Past incidents and willingness to take risks

- Overall, 32% of New Zealanders have ever experienced some kind of difficulty in or on the water, while participating in aquatic activities. Among active participants this proportion is at 34%.

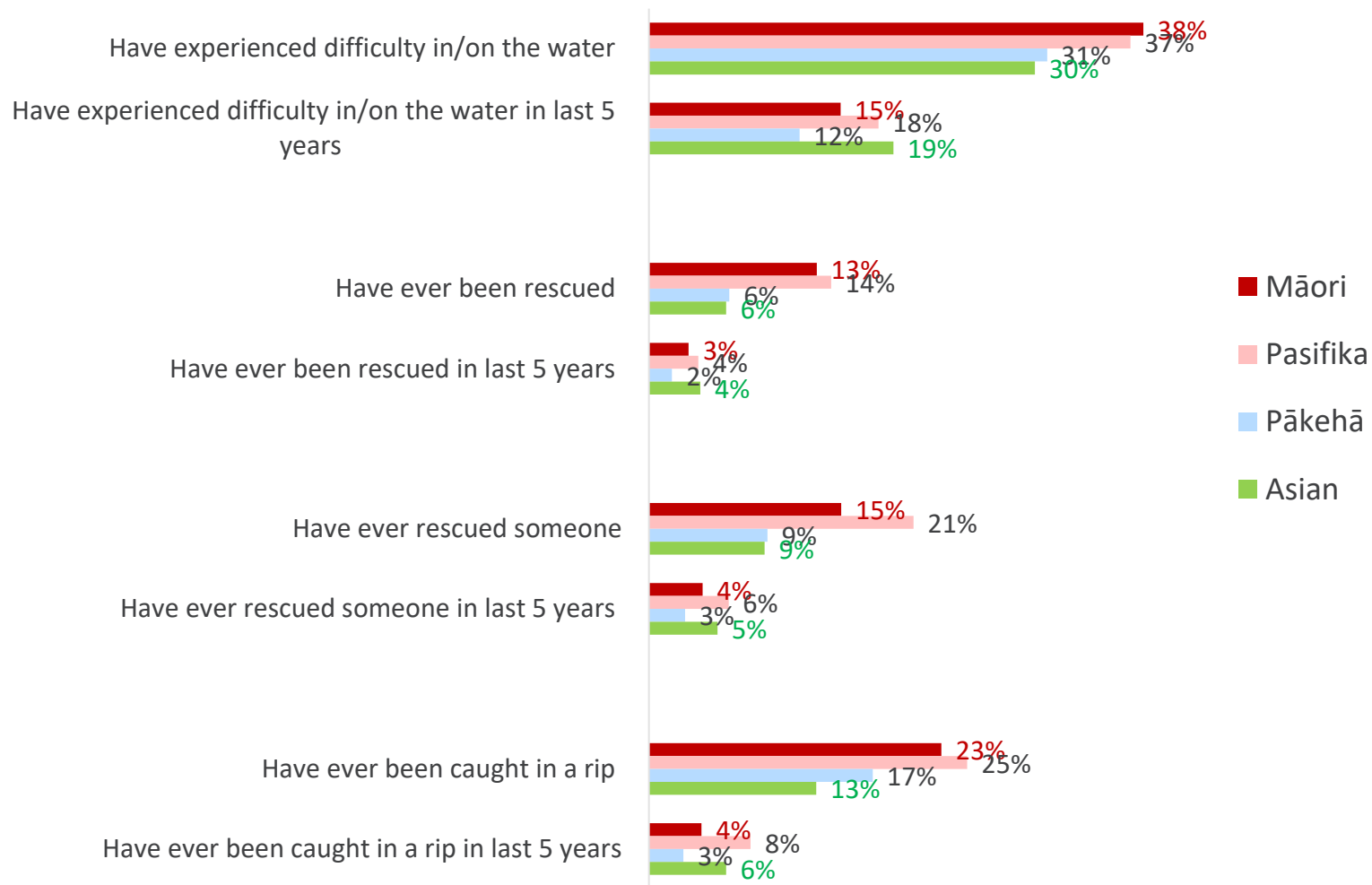


Base : Participants in aquatic activities in 2024( n=667)

→ *'Surprisingly', a previous stressing experience is ...*

- 1) not changing their hazard perception of the different waterways*
- 2) not restraining but boosting their confidence in the water, as more participants consider themselves competent enough to take risks in their favourite aquatic activities*

# Rescue, incidents and ethnicity



Base: Adults aged 16+ in 2024 : Māori, n= 186 / Pasifika , n= 73 / Pakeha, n= 682 / Asian n= 170)

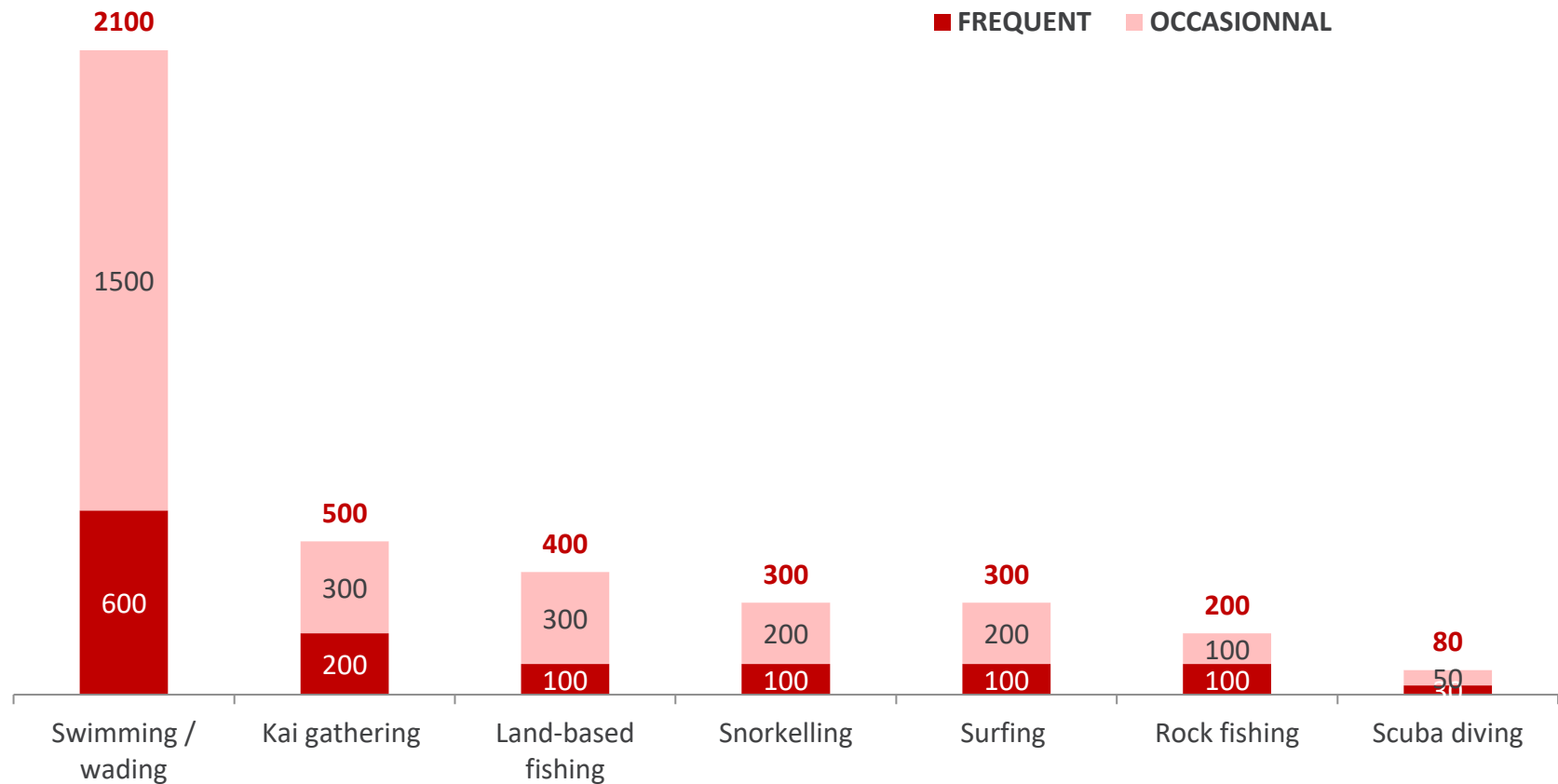
# National Coastal and Water Safety Survey 2024

Part 6:  
Focus on some  
aquatic activities  
(in the water).



# Participation in aquatic activities in 2024

In thousands



Base: Adults aged 16+ nationally

## 6.1 Swimming & wading



# Swimming and wading: Who and how often?

## Key metrics:

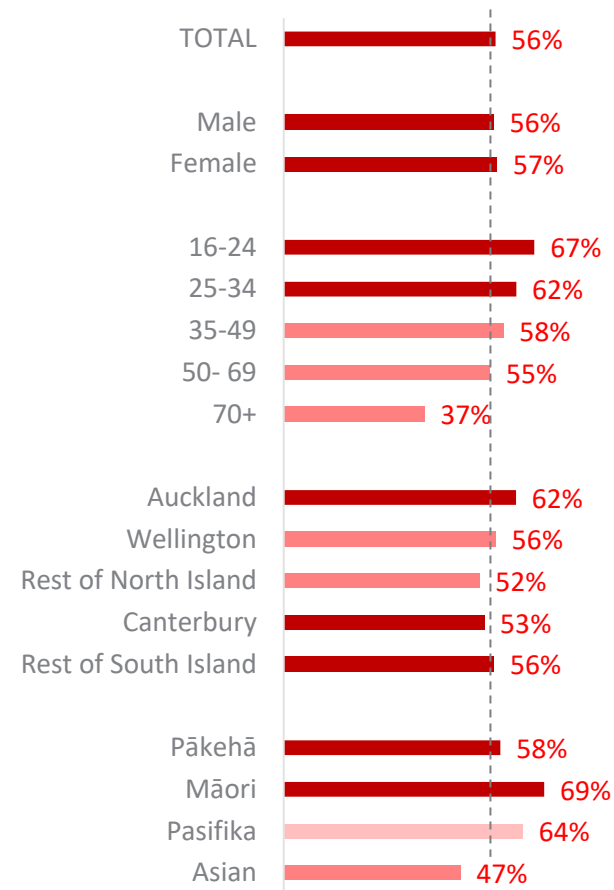
- Number of swimmers – 2.1 million
- Number of frequent swimmers (at least once a month) – 0.6 million

Experience/expertise	In %
Beginner	20%
Intermediate	58%
Advanced	21%

Swimming ability	In %
Unable to swim/ weak swimmer	26%
Average swimmer	41%
Competent swimmer	34%

**55% of swimmers feel competent enough to take some risks**

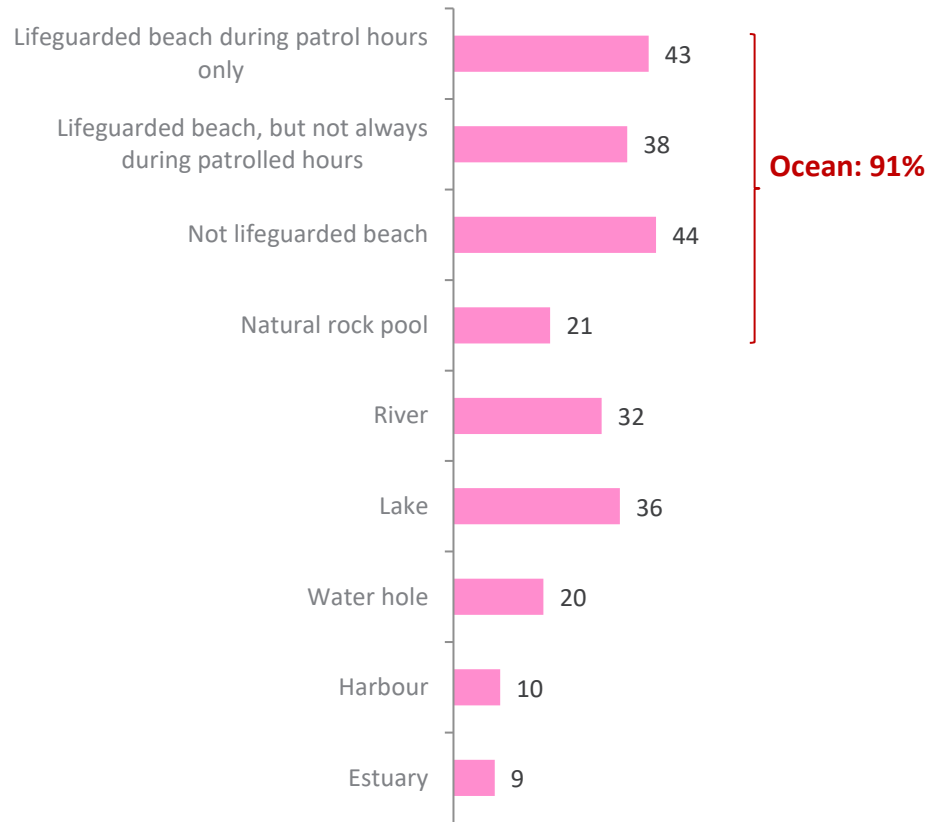
## Profile of swimmers



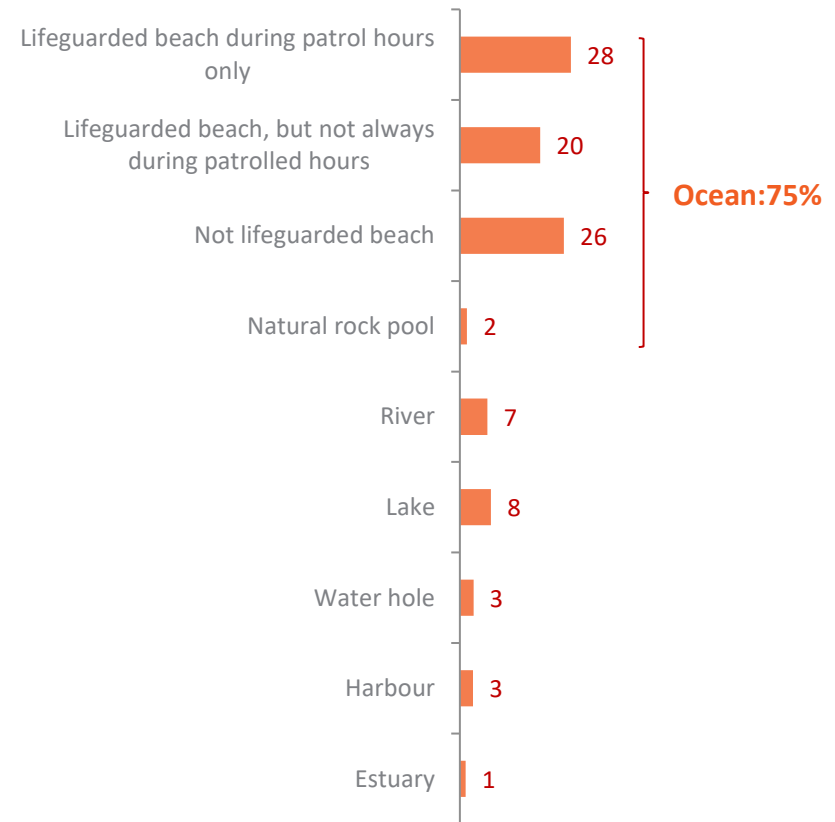
Base: Adults aged 16+ nationally

# Swimming: where they go /usually go swimming

*Where they go (multi responses)*

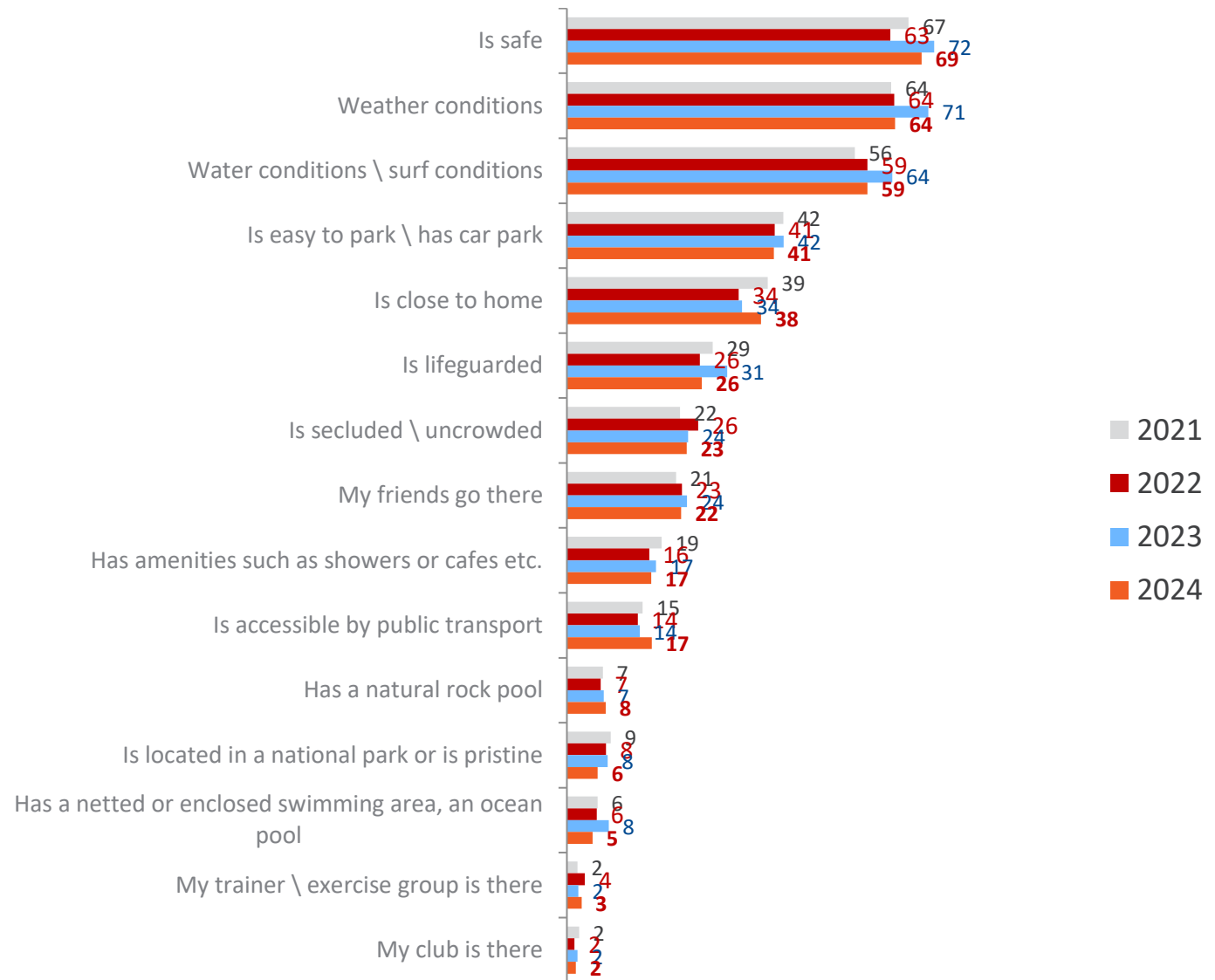


*Where they usually go (single response)*



Base: Adults who participate in swimming (n=580)

# Swimming: how they choose a location

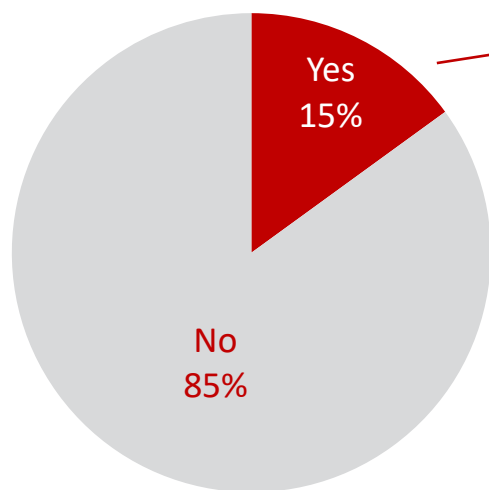


Base: Adults who participate in swimming (n=516, 422, 579, 580)



# Participation in Open Water Ocean Swimming

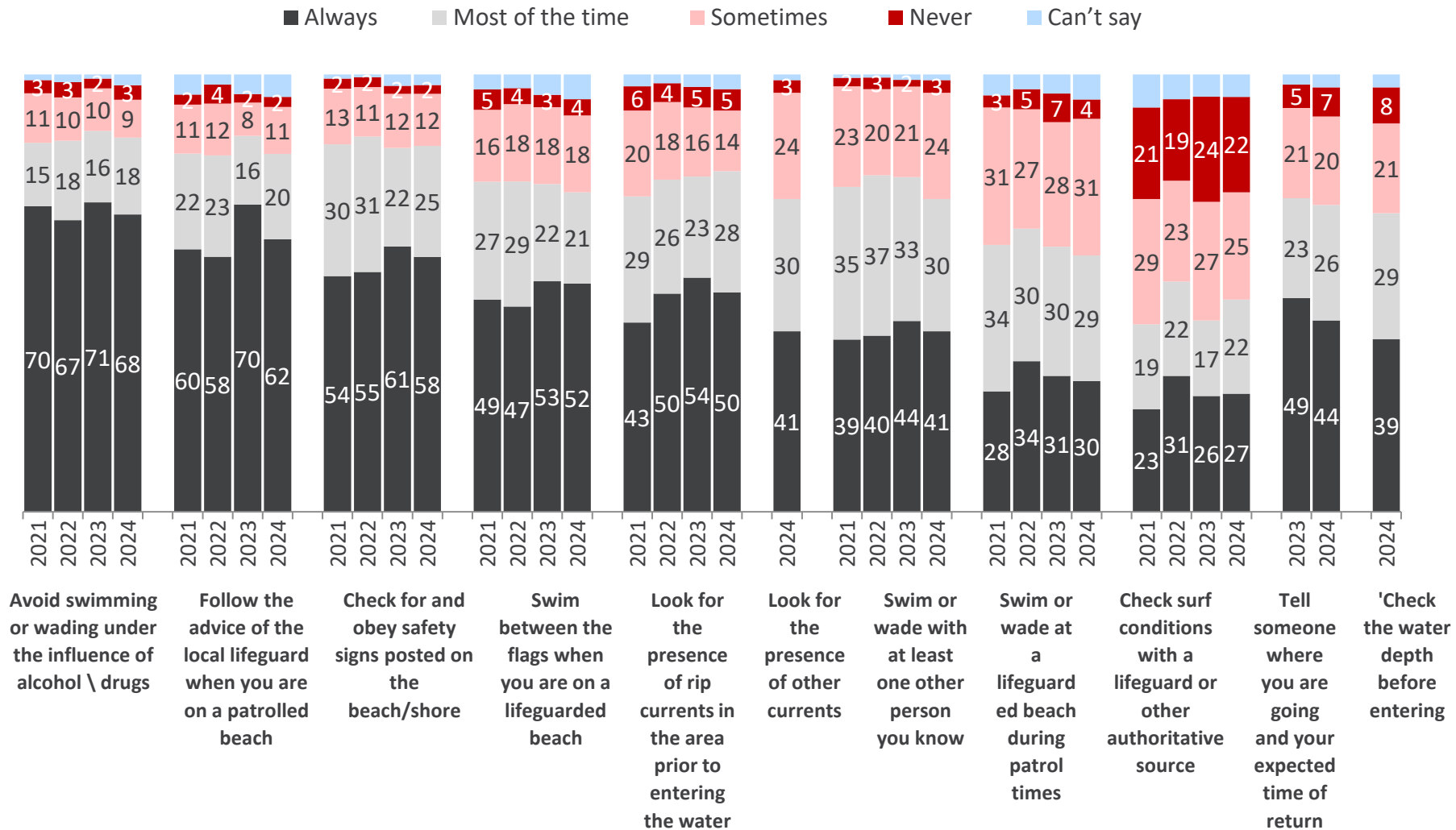
'Do you participate in open water ocean swimming?



- 2% usually as part of a group/club
- 11% Usually with a friend
- 2% Usually on their own

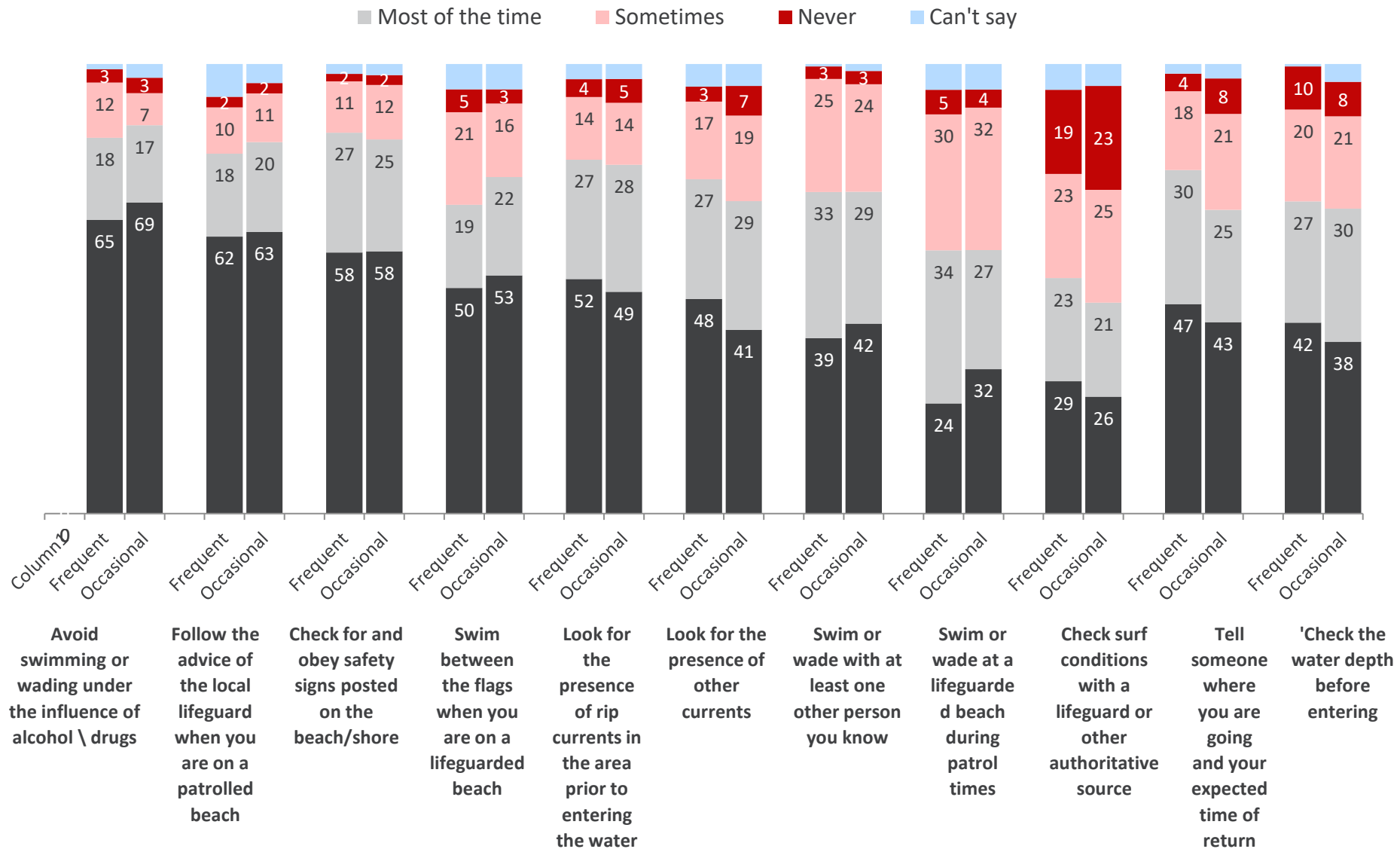
Base: Adults who participate in swimming (n=580)

# Swimming or wading: safety practises



Base: Adults who participate in swimming (n=516, 422, 579, 580)

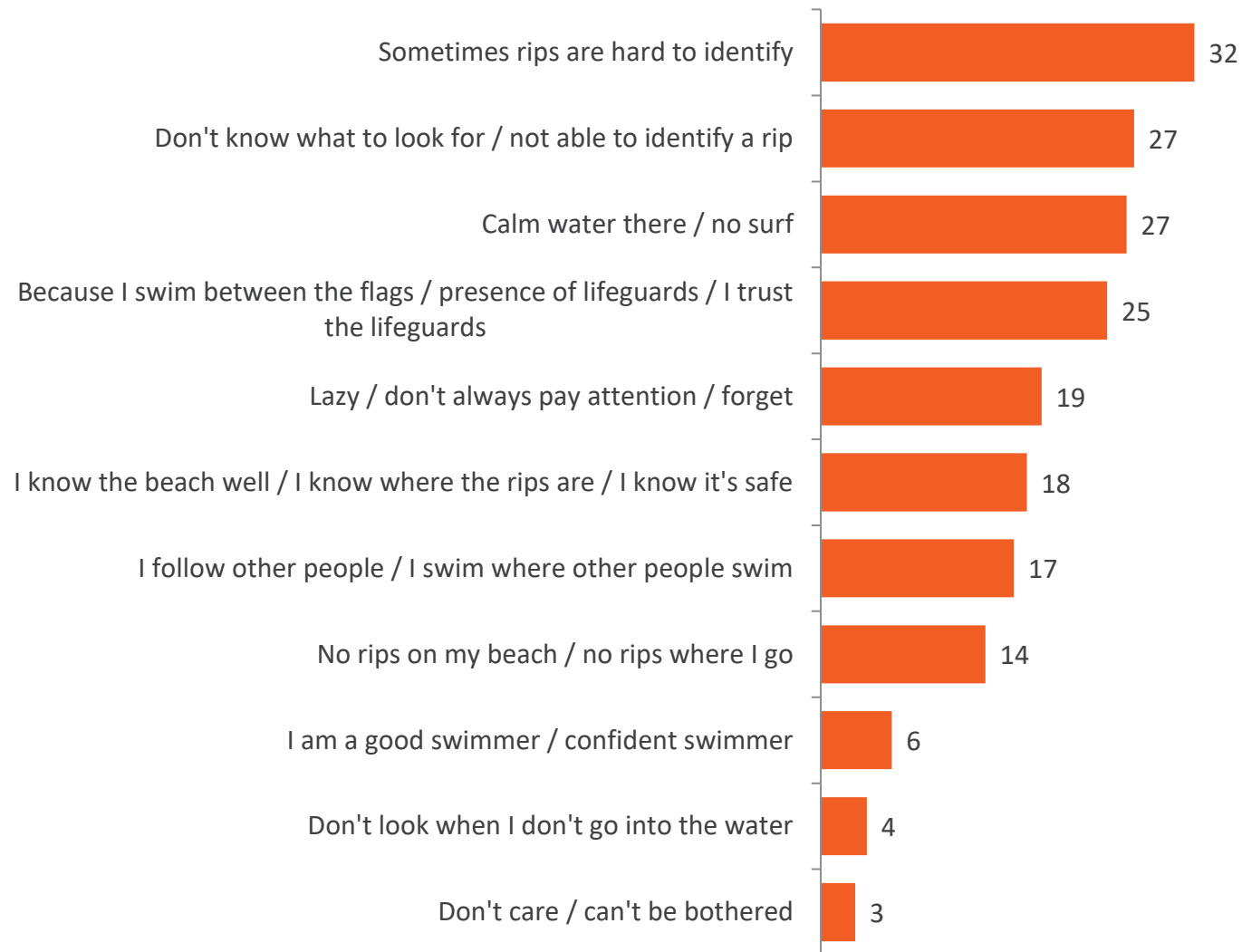
# Safety practises among frequent vs. occasional swimmers



Base: Adults who participate in swimming or wading (Frequent n=169, Occasional n=411)

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

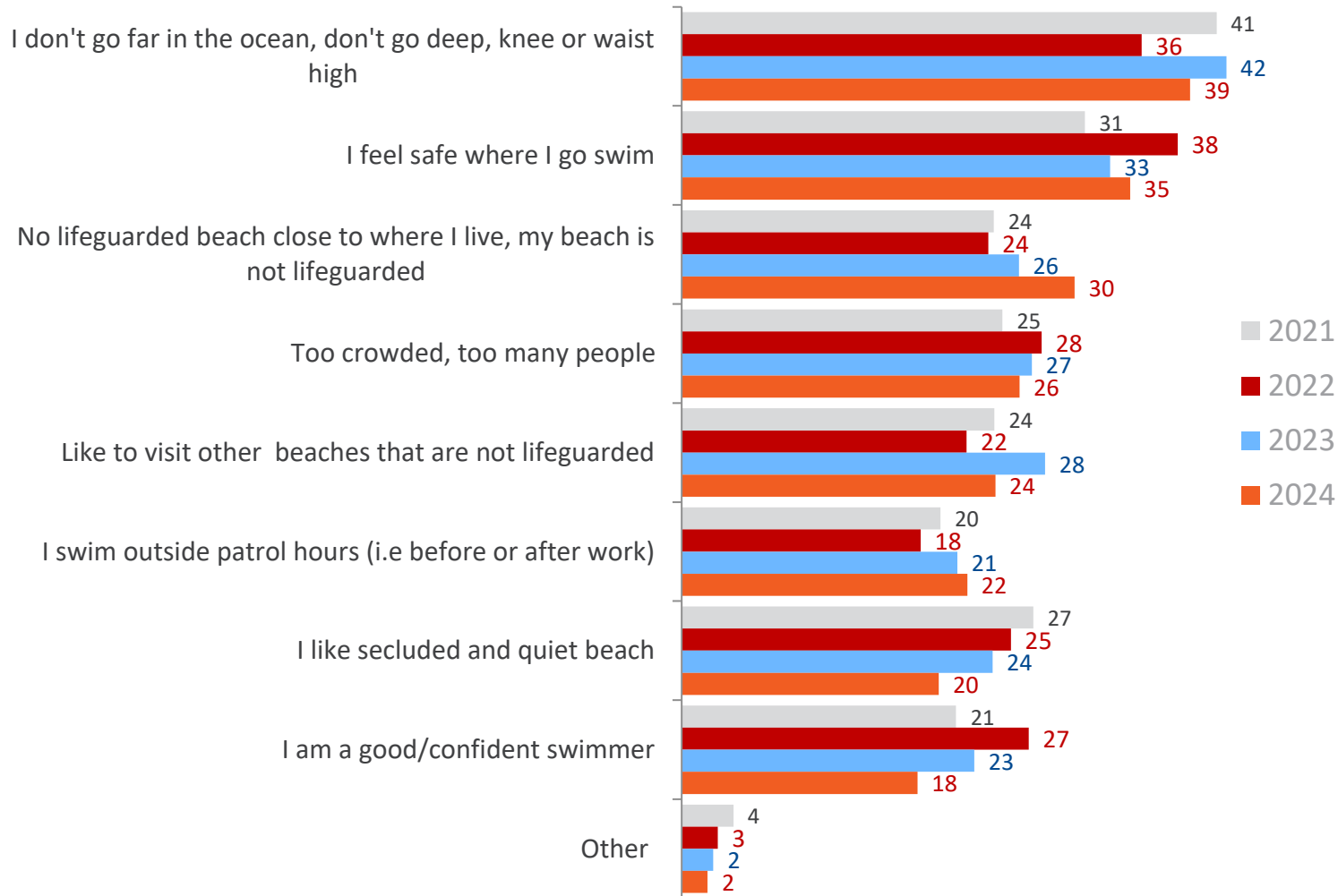
60



Base: Swimmers do not always look for the presence of rip currents in the area prior to entering the water (n=270)

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

61



Base: Swimmers who do not always swim or wade at a lifeguarded beach during patrol times (n= 349, 261, 375, 370)

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



# Surfing: Who and how often?

## Key metrics:

Number of surfers – 300K

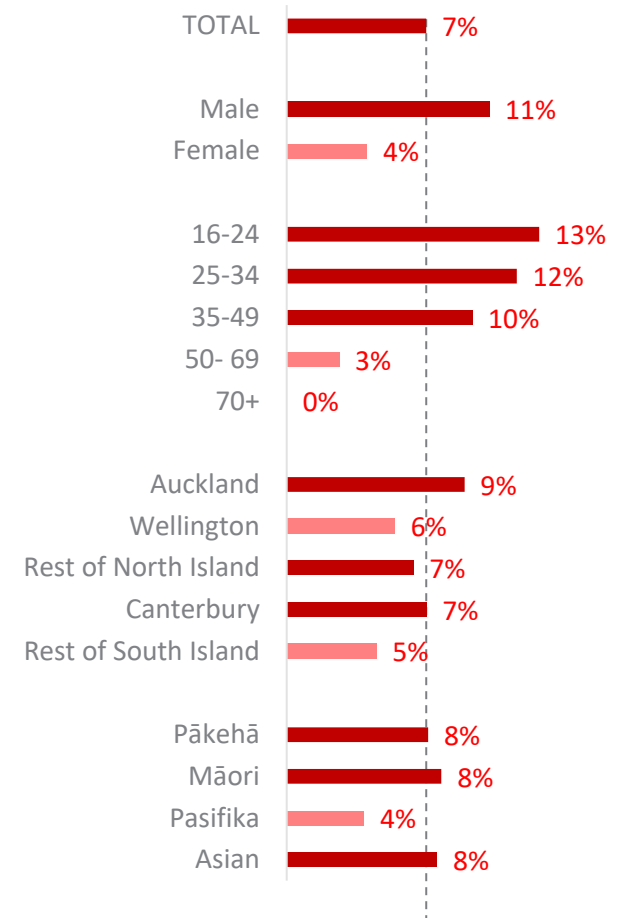
Number of frequent surfers (at least once a month) – 100K

Experience/expertise	In %
Beginner	40%
Intermediate	47%
Advanced	14%

Swimming ability	In %
Unable to swim/ weak swimmer	12%
Average swimmer	30%
Competent swimmer	58%

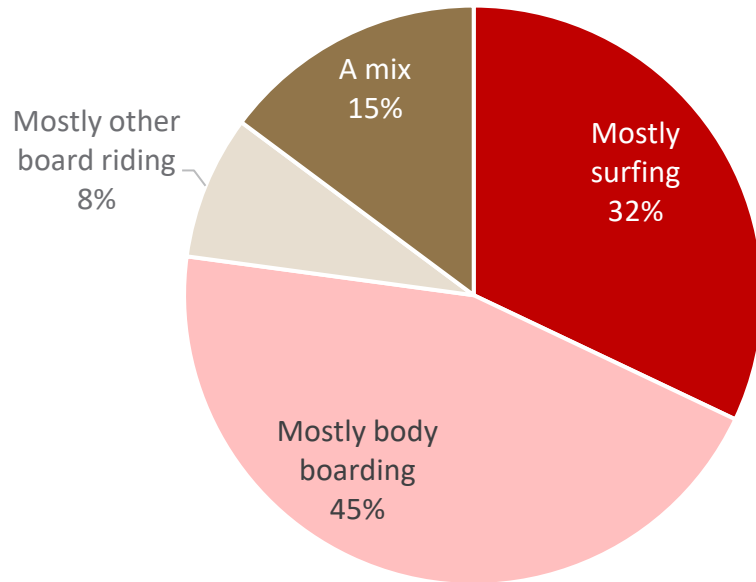
**58% of surfers feel competent enough to take some risks**

## Profile of surfers



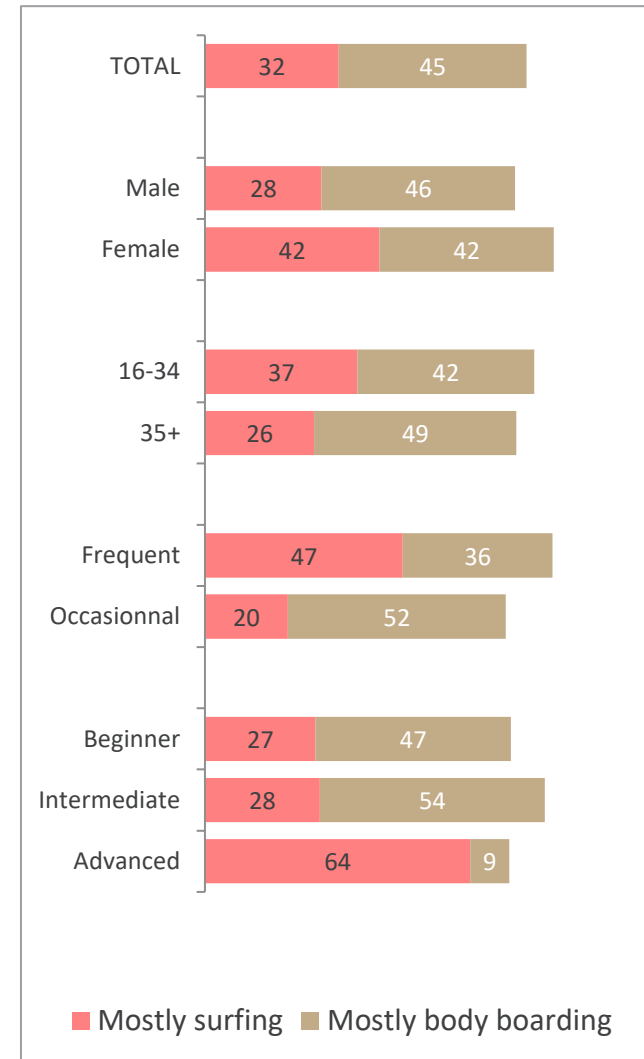
Base: Adults aged 16+ nationally

# Surfing and/or body boarding



Base: Adults who participate in surfing/bodyboarding (n=73)

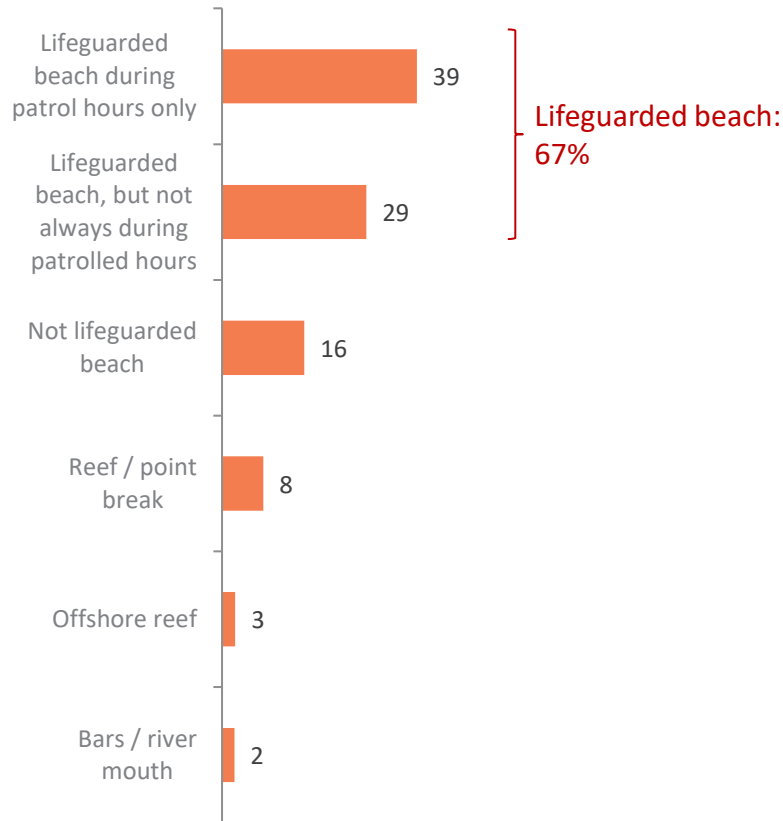
## Surf or body board?



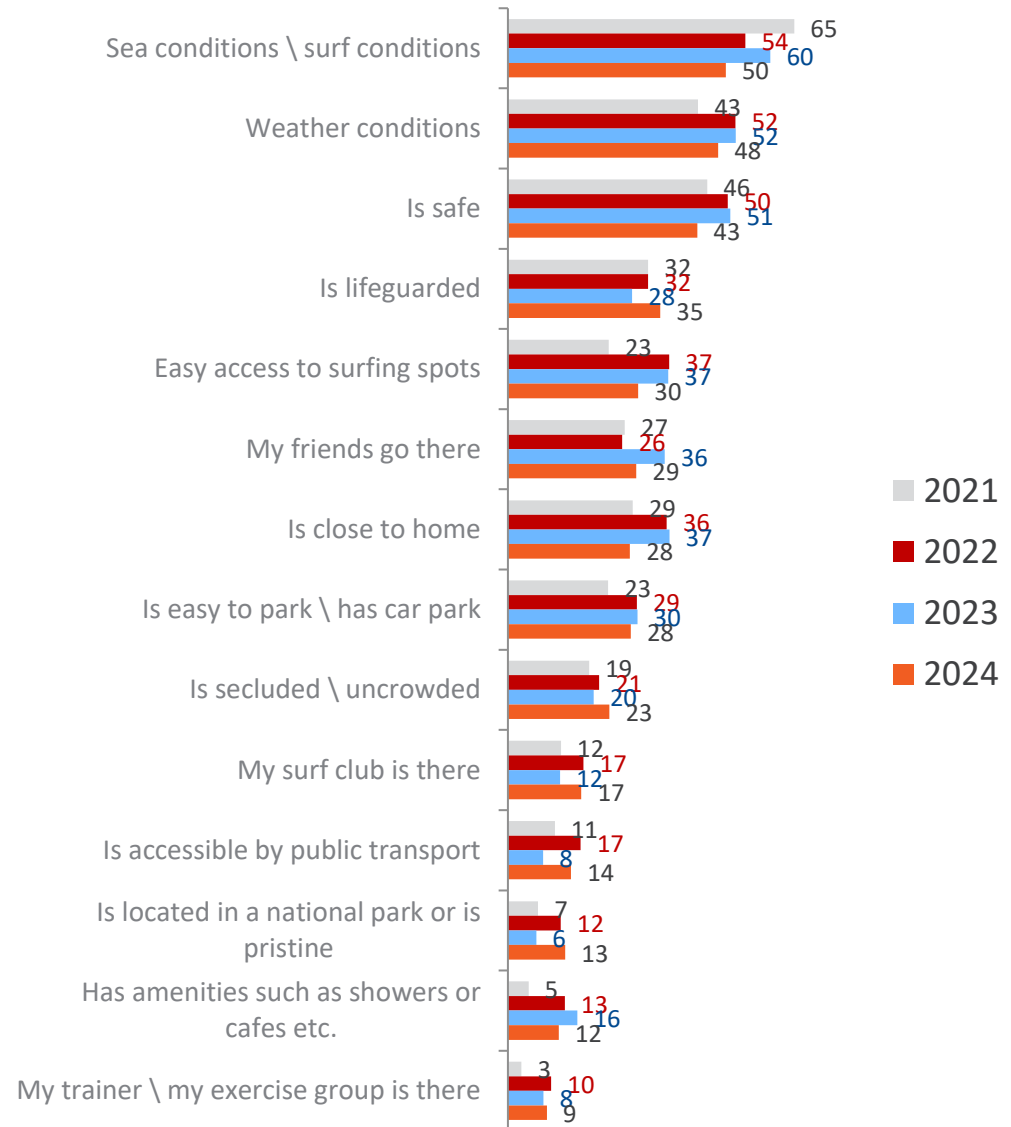


# Surfing: where they usually go and how they choose a location

## Where they usually go (single response)

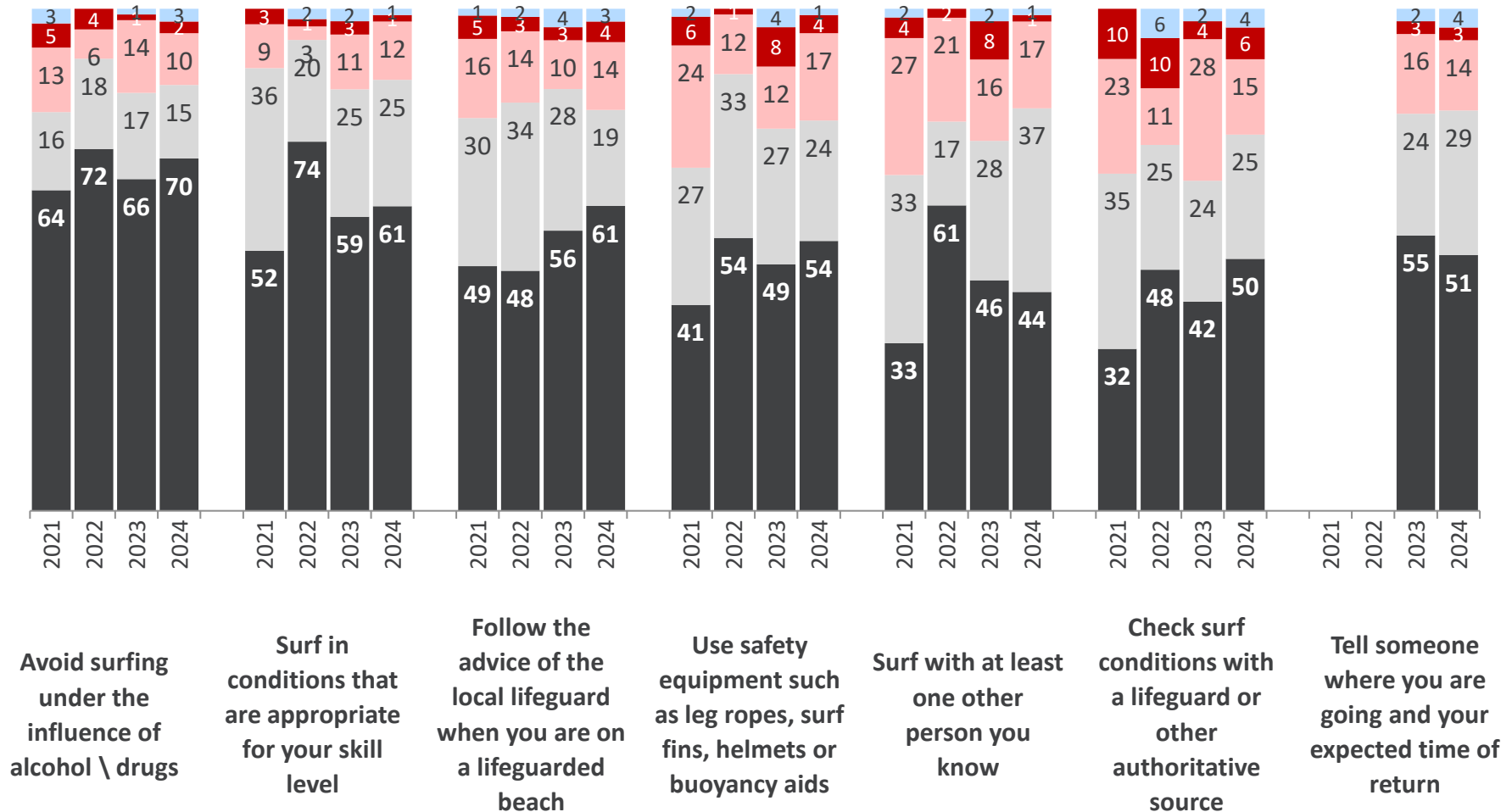


Base: Adults who participate in surfing (n=64, 65, 75, 73)



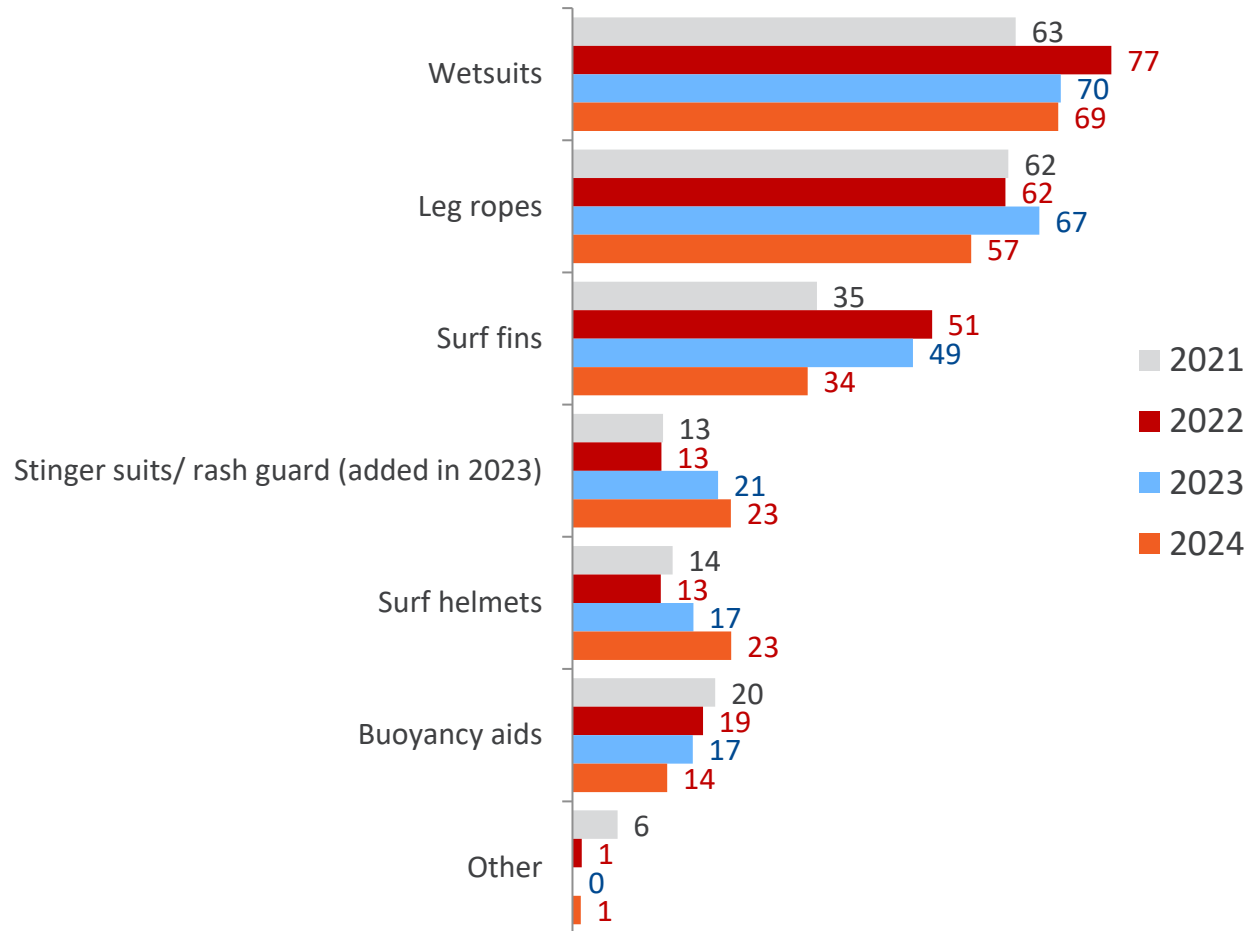
# Surfing: safety practises

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



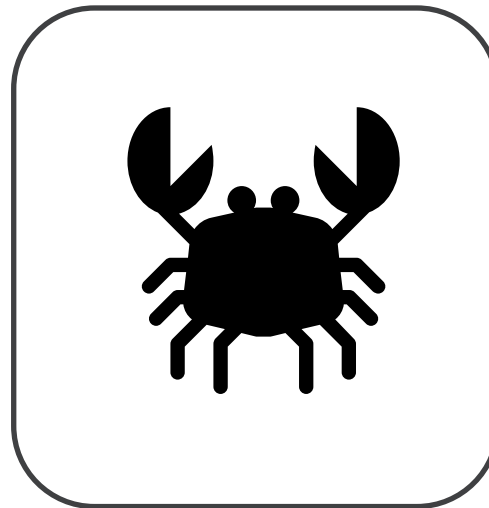
Base: Adults who participate in surfing (n=64, 65, 75, 73)

# Surfing: safety equipment use



Base: Use safety equipment (n=59, 64, 66, 69)

## 6.3 Kai gathering



# Kai gathering: Who and how often?

## Key metrics:

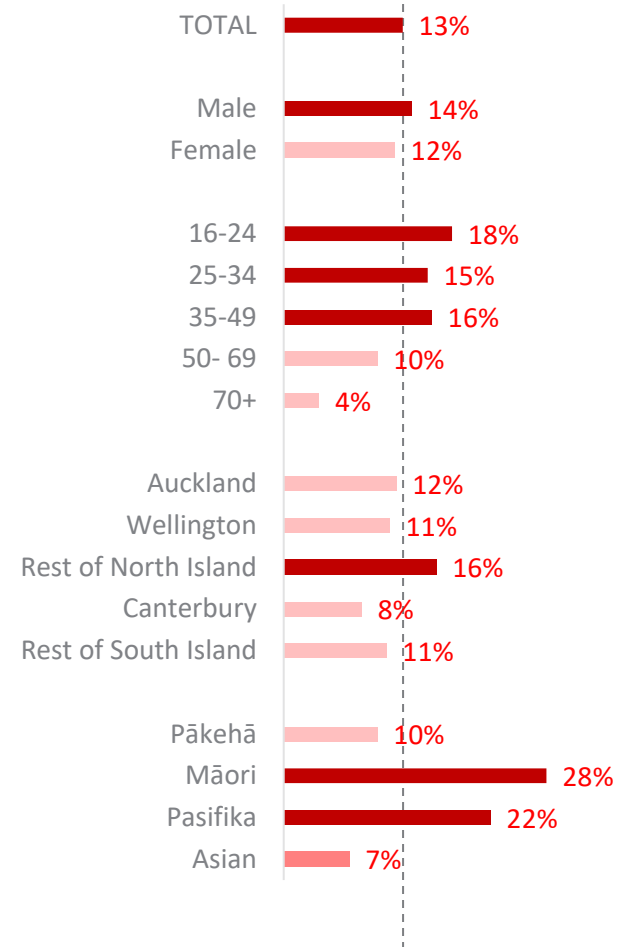
- Number of Kai gathering participants – 500K
- Number of frequent participants (at least once a month) – 200K

Experience/expertise	In %
Beginner	25%
Intermediate	43%
Advanced	31%

Swimming ability	In %
Unable to swim/ weak swimmer	18%
Average swimmer	36%
Competent swimmer	45%

**62% of participants feel competent enough to take some risks**

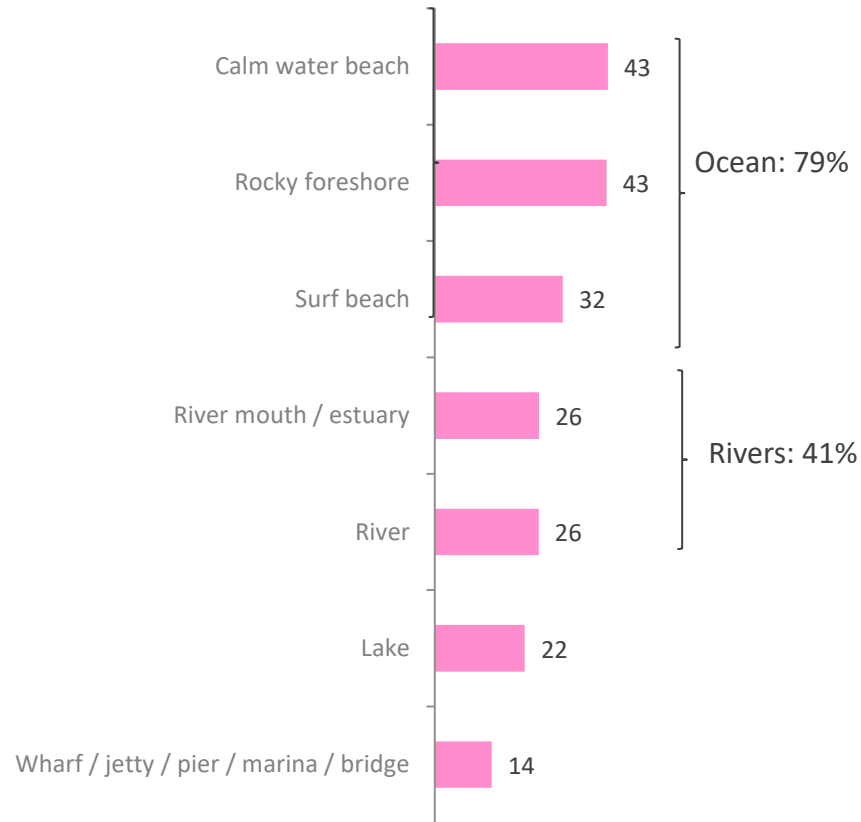
## Profile of Kai Gathering participants



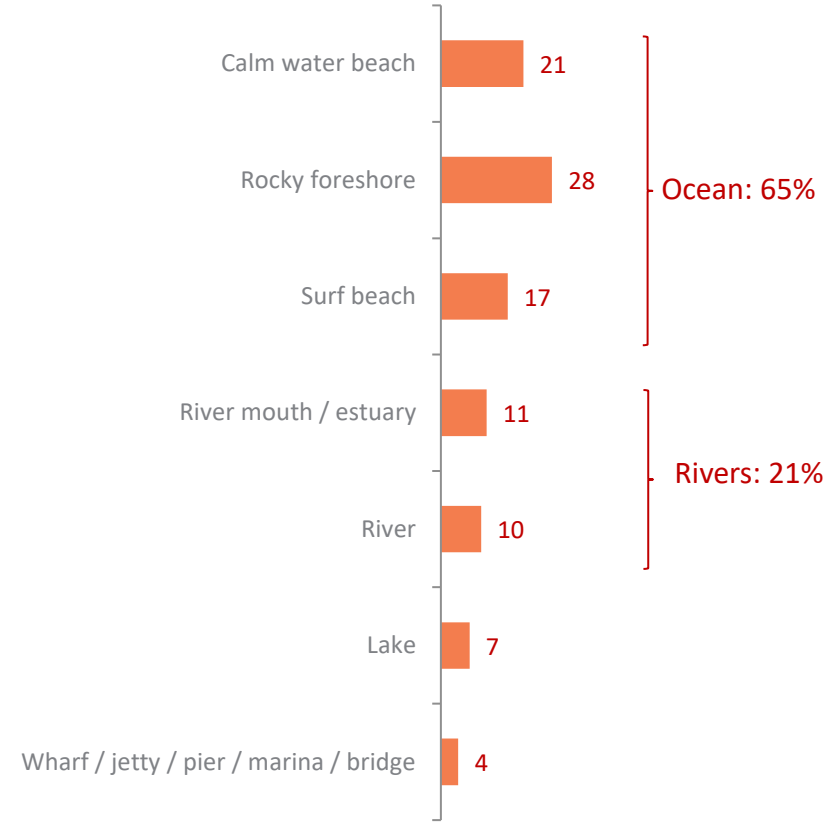
Base: Adults aged 16+ nationally

# Where they go /usually go kai gathering

*Where they go (multi responses)*

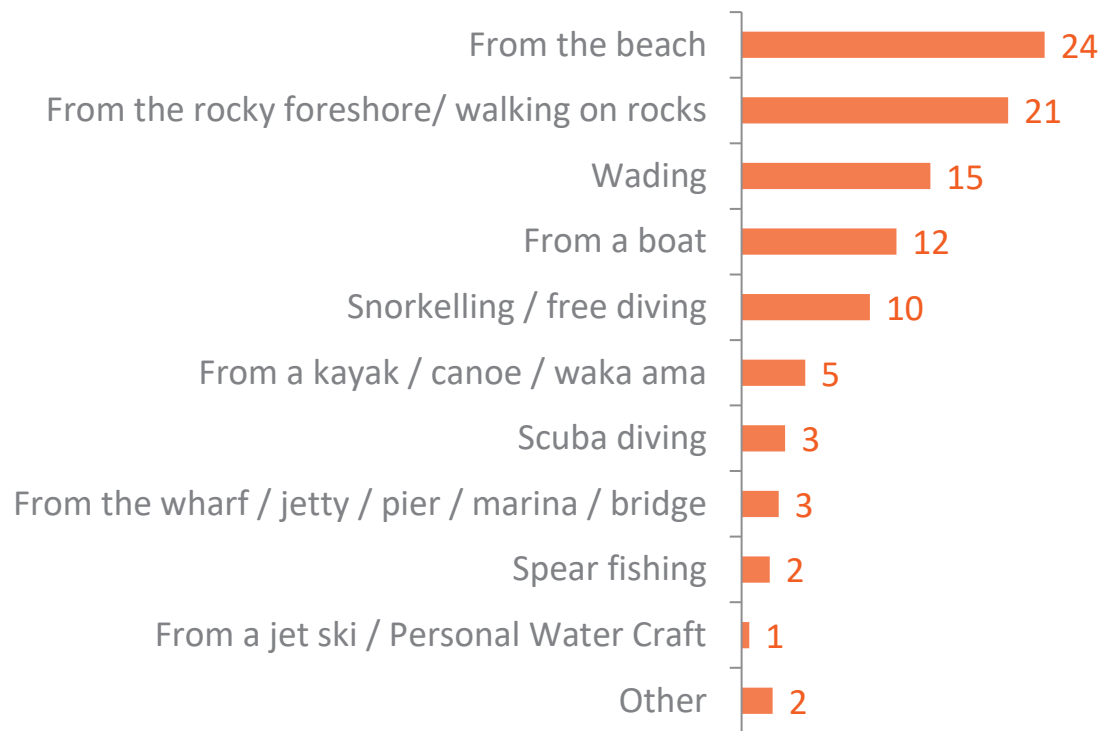


*Where they usually go (single response)*



Base: Adults who participate in kai gathering (n=129)

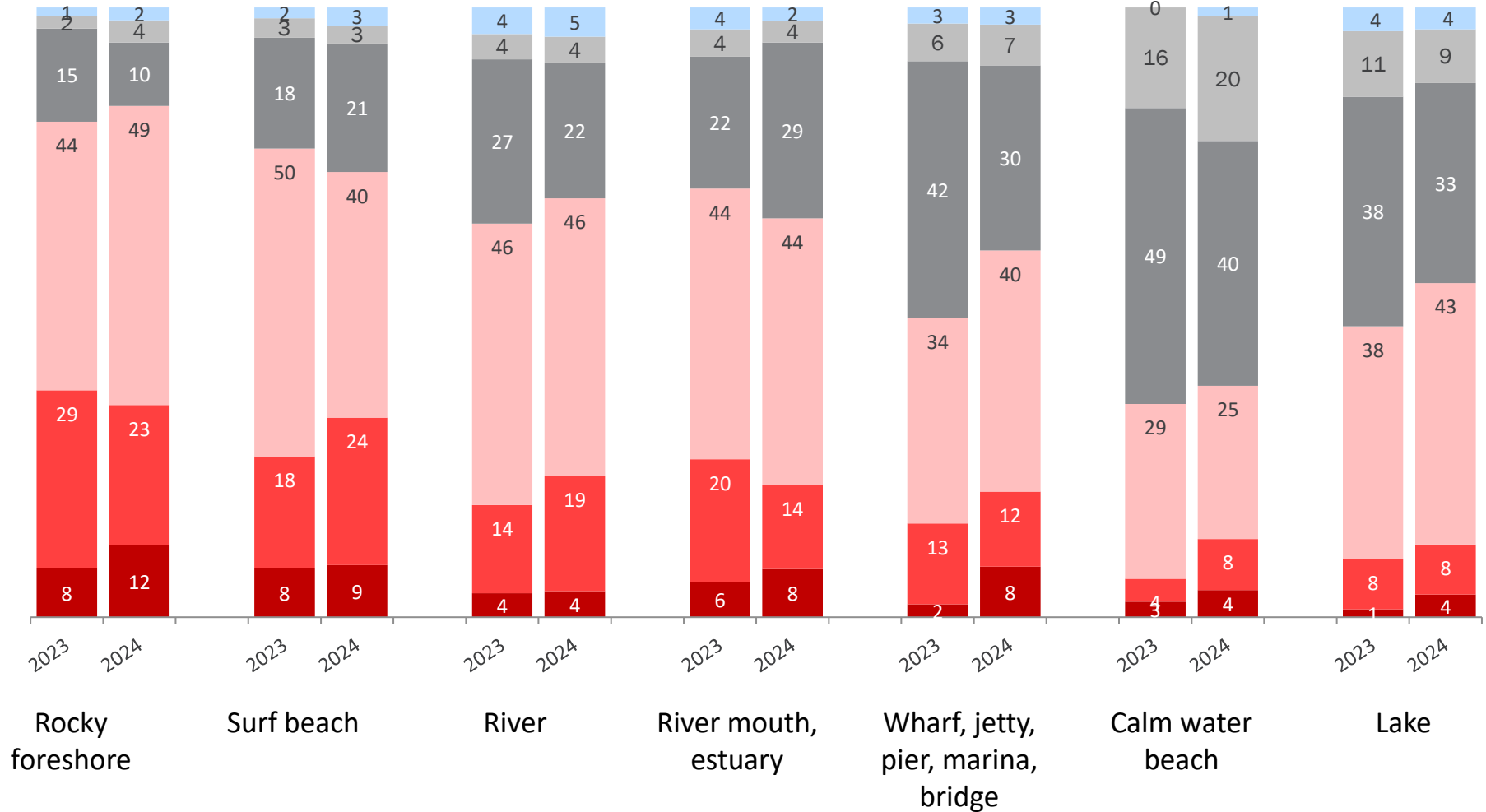
# Kai gathering: How?



Base: Adults who do kai gathering (n=129)

# How hazardous is kai gathering by location

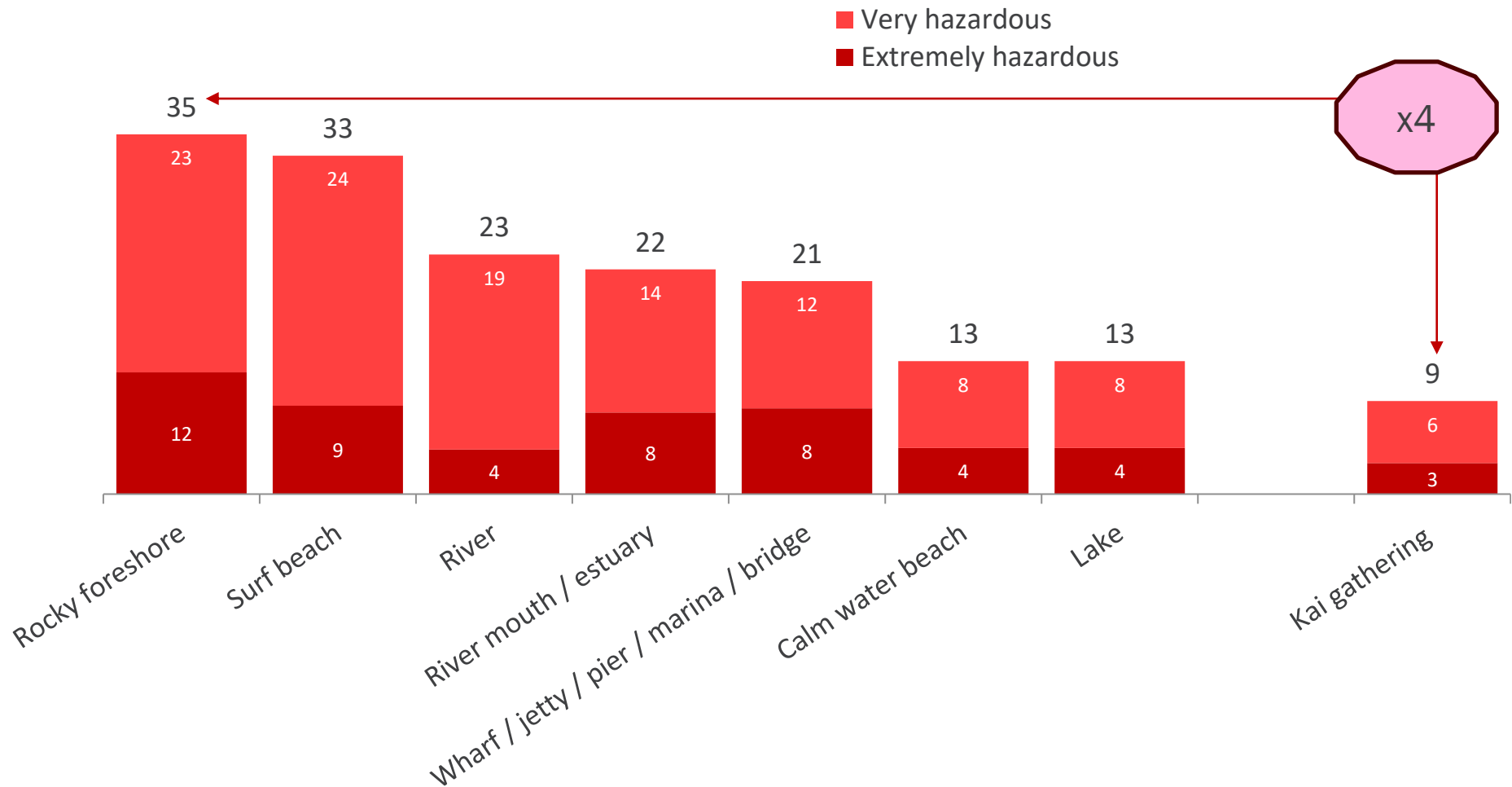
■ Extremely hazardous ■ Very hazardous ■ Somewhat hazardous ■ Not very hazardous ■ Not at all hazardous ■ Can't say



Base: Adults who participated in Kai gathering for food from the sea in P12M (n=129 in 2024)



# How hazardous is kai gathering



Base: Adults who participated in Kai gathering for food from the sea in P12M (n=129 in 2024)

## 6.4 Rock fishing and Land Based Fishing



# Fishing: Who and how often?

## Key metrics:

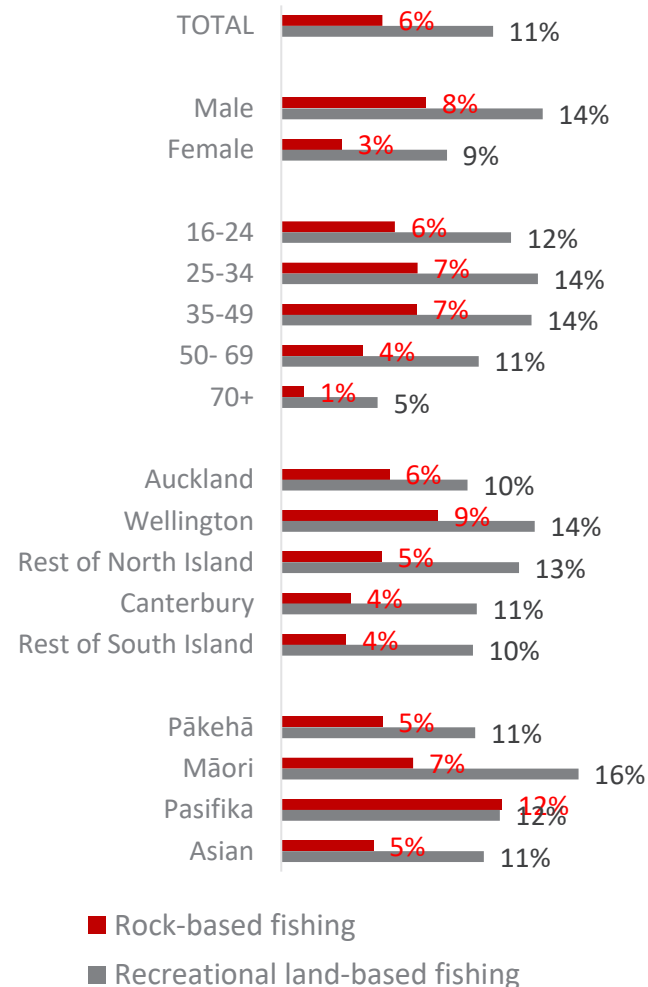
- Number of Rock fishers – 200K
- Number of Land based fishers –400K
- Number of frequent Rock fishers (at least once a month) – 100K
- Number of frequent Land based fishers (at least once a month) – 100K

Experience/expertise (in 2023):	Rock Fishing	Land-based fishing
Beginner	26%	31%
Intermediate	39%	37%
Advanced	35%	31%

Swimming ability	Rock Fishing	Land-based fishing
Unable to swim/ weak swimmer	28%	36%
Average swimmer	39%	26%
Competent swimmer	33%	37%

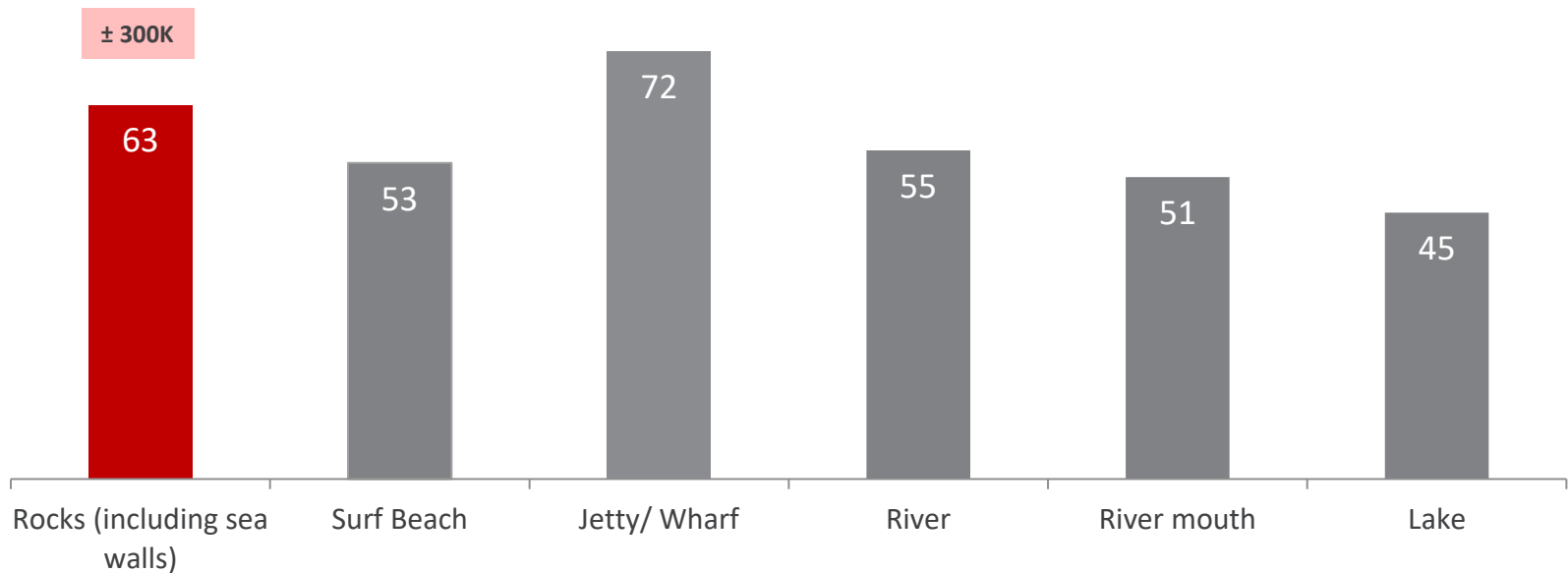
**51% of rock fishers feel competent enough to take some risks**

## Profile of Rock fishers and land-based fishers



Base: Adults aged 16+ nationally

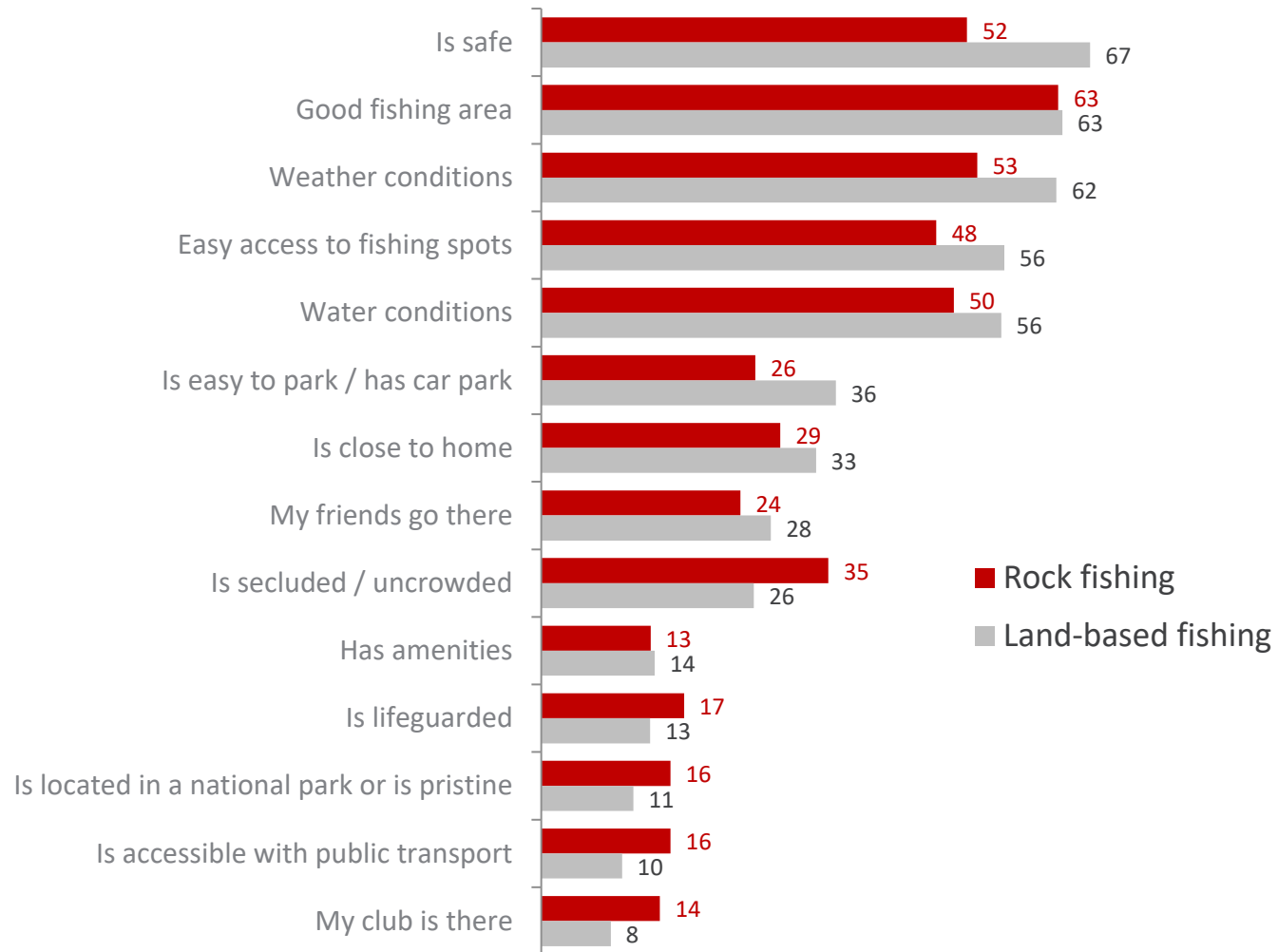
# Fishing: where do they go?



Go fishing on the Rocks is estimated at 300K however total participation in Rock-based Fishing is lower 200K

Base: Adults aged 16+ who participate in fishing (n=142)

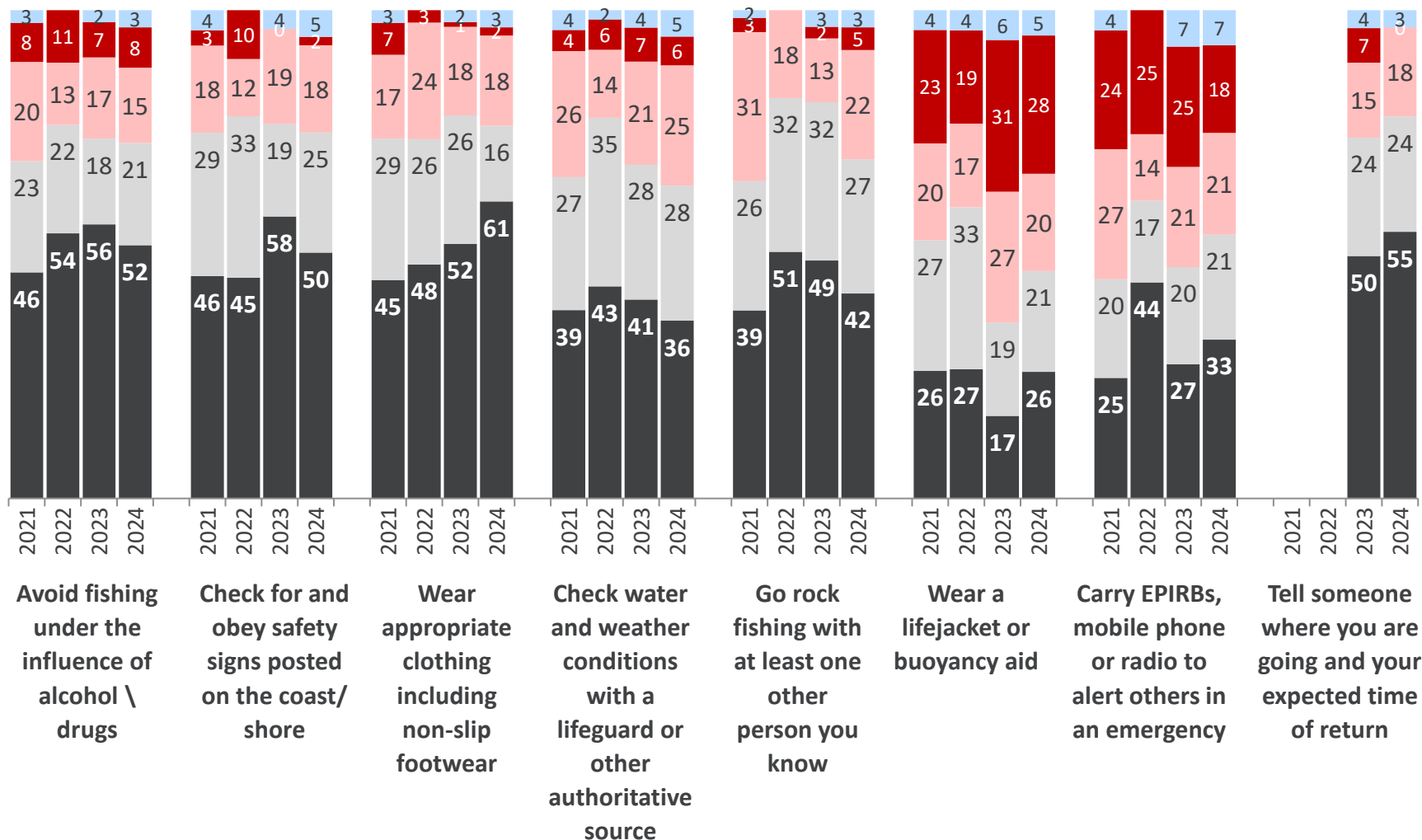
# Fishing: how they choose a location



Base: Adults who participate in fishing (Rock fishing n=55, land-based fishing n=119)

# Rock Fishing: safety practises

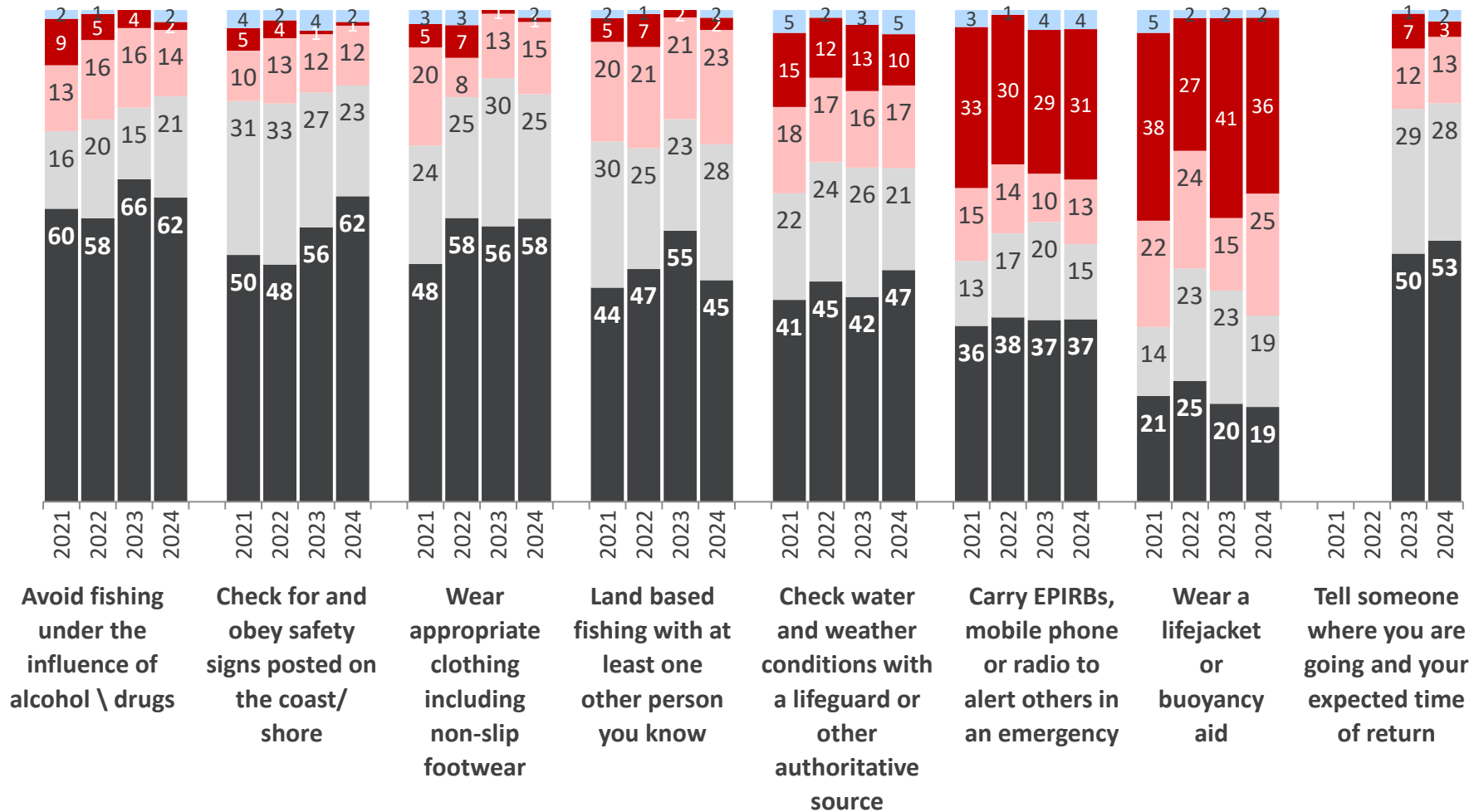
Always   Most of the time   Sometimes   Never   Can't say



Base: Adults who participate in rock fishing (n=64, 59, 84, 55)

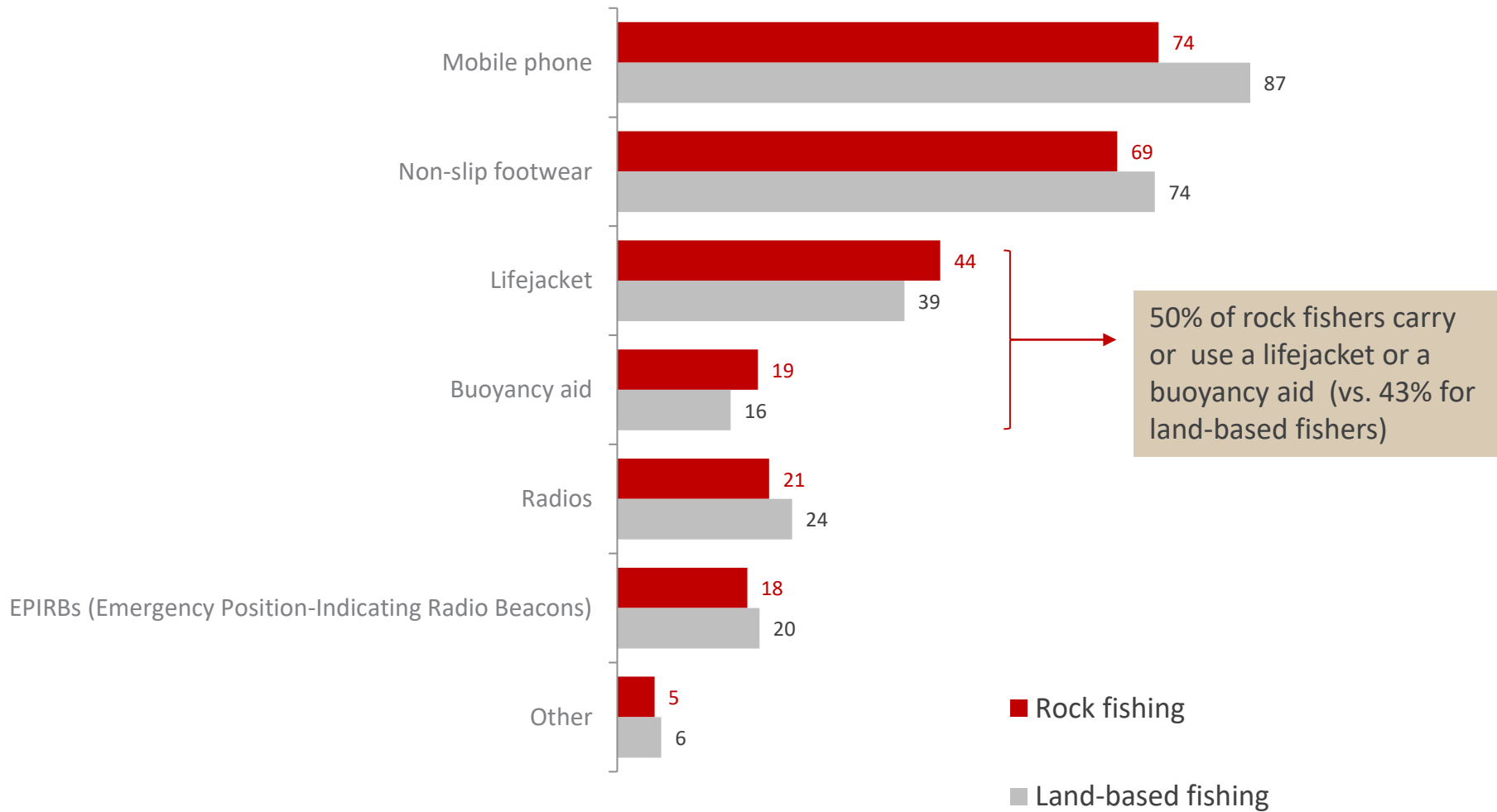
# Land based Fishing: safety practises

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



Base: Adults who participate in land-based fishing (n=101, 101, 133, 119)

# Fishing: safety equipment use



Base: Adults who use safety equipment when fishing (rock fishing n=53, land-based fishing n=116)



## 6.5 Snorkelling and scuba diving



# Snorkelling and scuba diving : Who and how often?

## Key metrics:

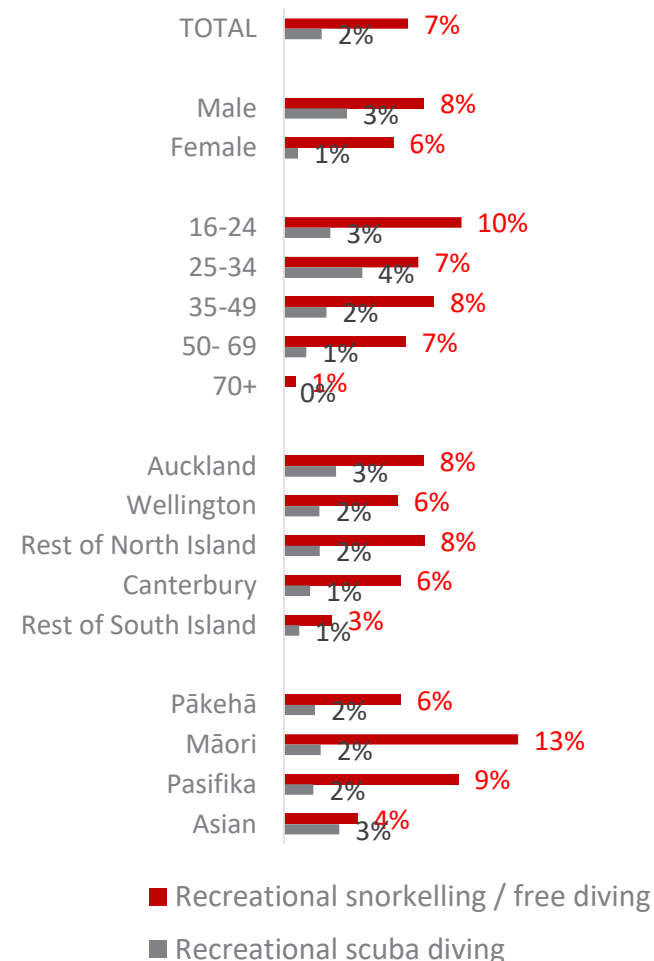
- Number of snorkellers – 300K
- Number of scuba divers – 80K
- Number of frequent snorkellers (at least once a month) – 100K

Experience/expertise	Snorkelling	Scuba diving
Beginner	37%	Small sample size
Intermediate	37%	
Advanced	26%	

Swimming ability	Snorkelling	Scuba diving
Unable to swim/ weak swimmer	16%	Small sample size
Average swimmer	40%	
Competent swimmer	44%	

**53% of snorkellers feel competent enough to take some risks**

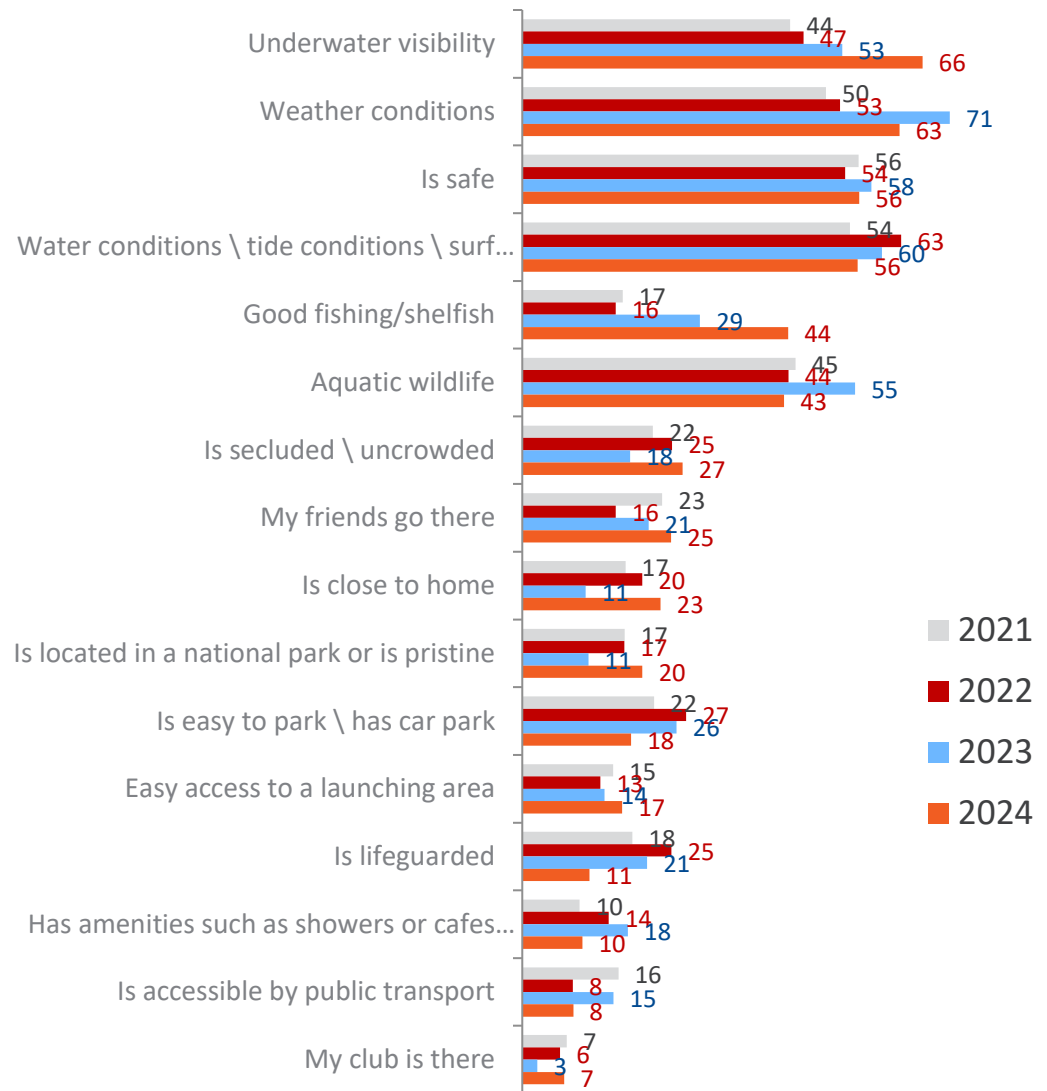
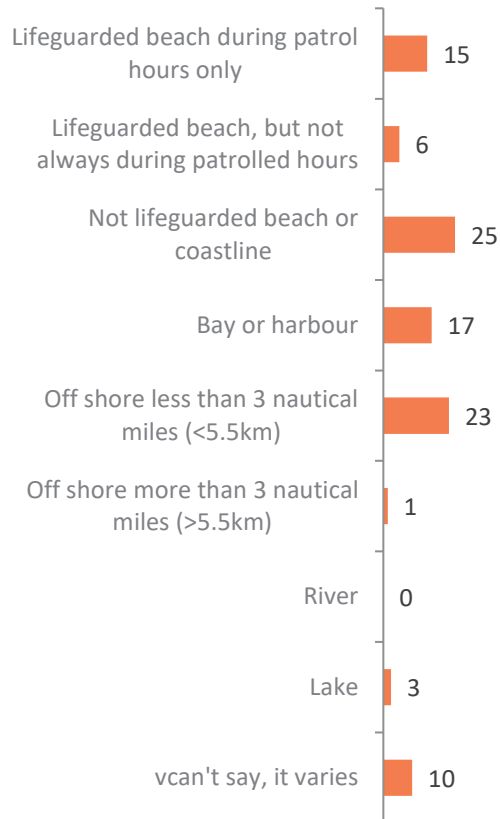
## Profile of snorkellers and scuba divers



Base: Adults aged 16+

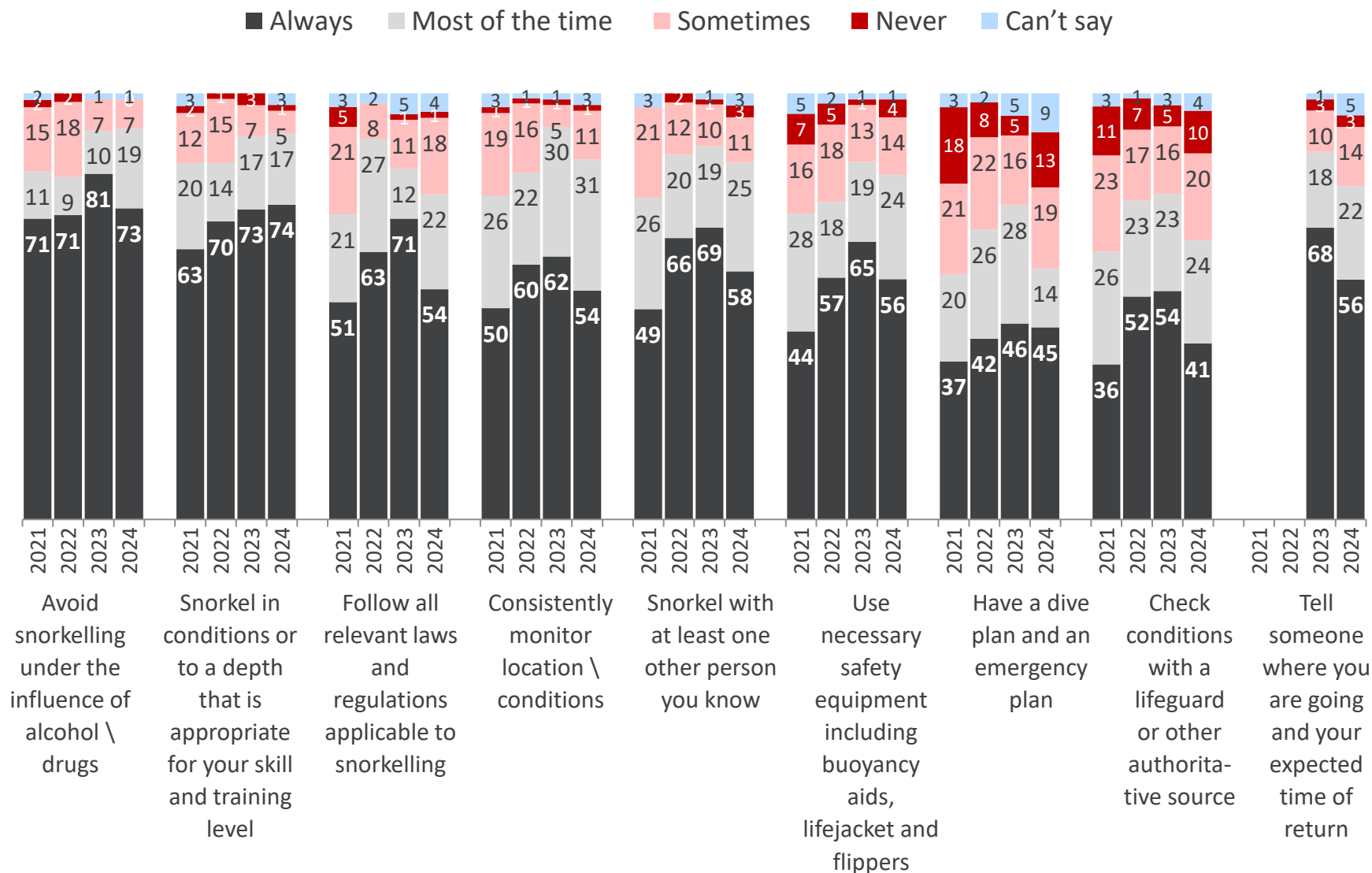
# Snorkelling: where they usually go and how they choose a location

## Where they usually go (single response)



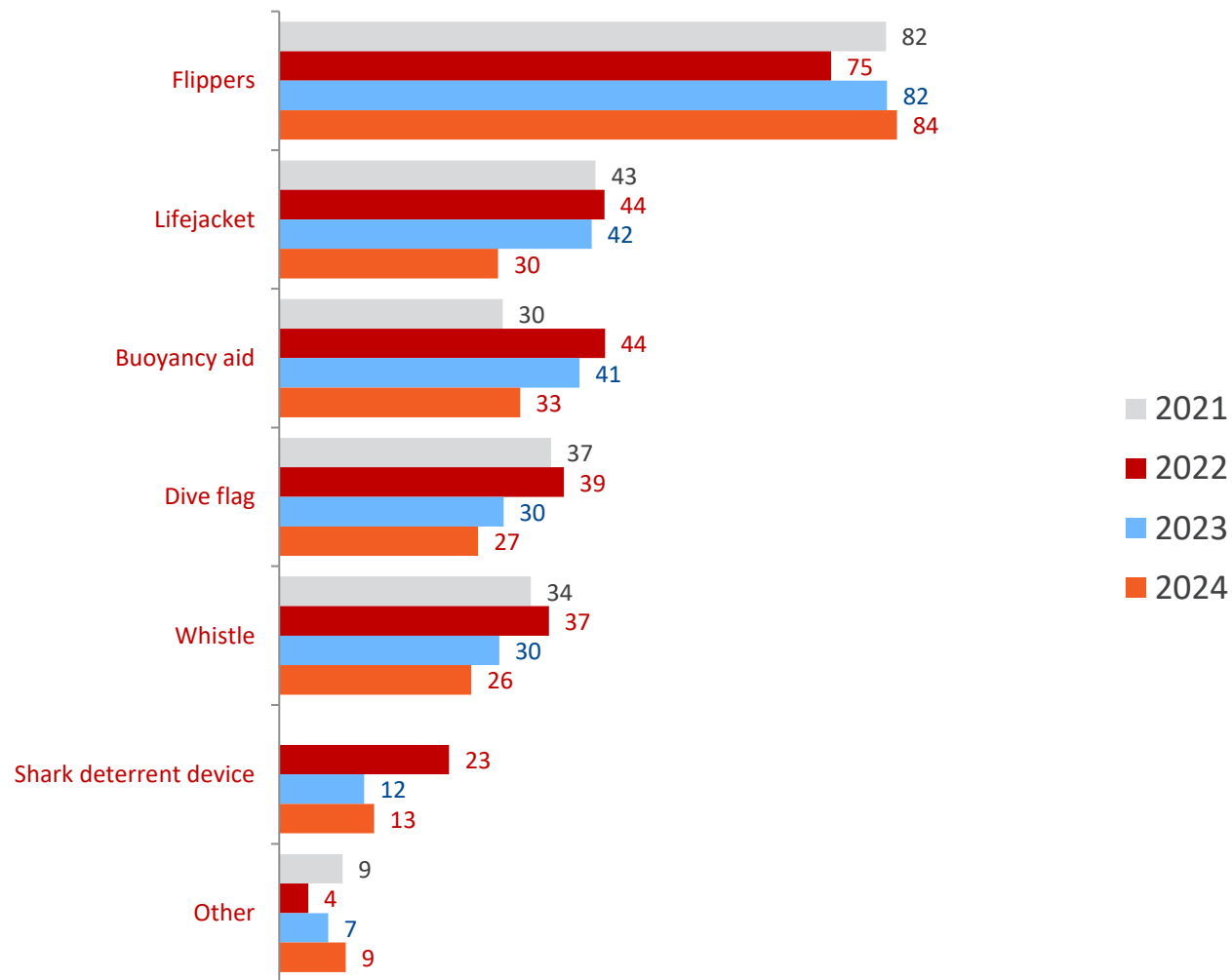
Base: Adults who participate in snorkelling (n=70 in 2024)

# Snorkelling: safety practises



Base: Adults who participate in snorkelling (n=62, 76, 79, 70)

# Snorkelling safety equipment use

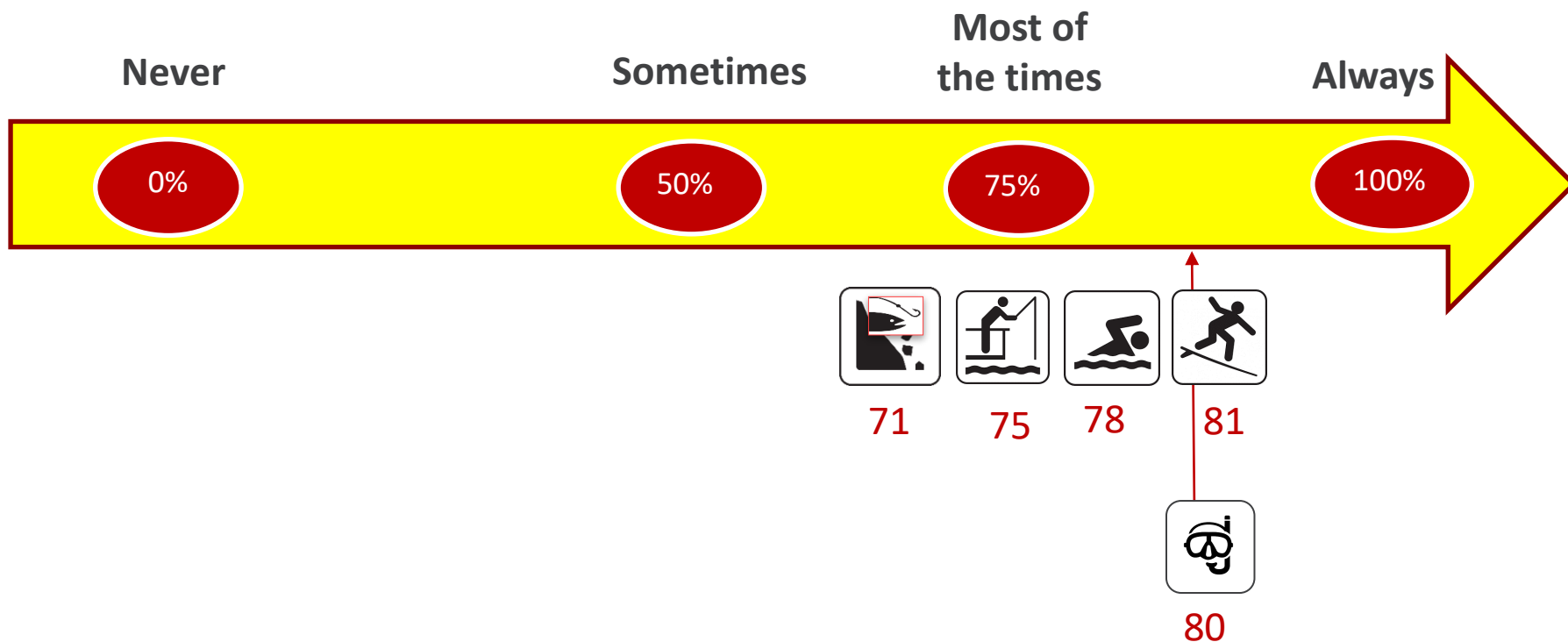


Base: Use safety equipment in snorkelling (n=55, 70, 77, 66)

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

## Rockfishing “Play safe index in NZ” in 2024 is at 71

*It means that on average, rock fishers followed rock-based fishing safety practices 71% of the times*



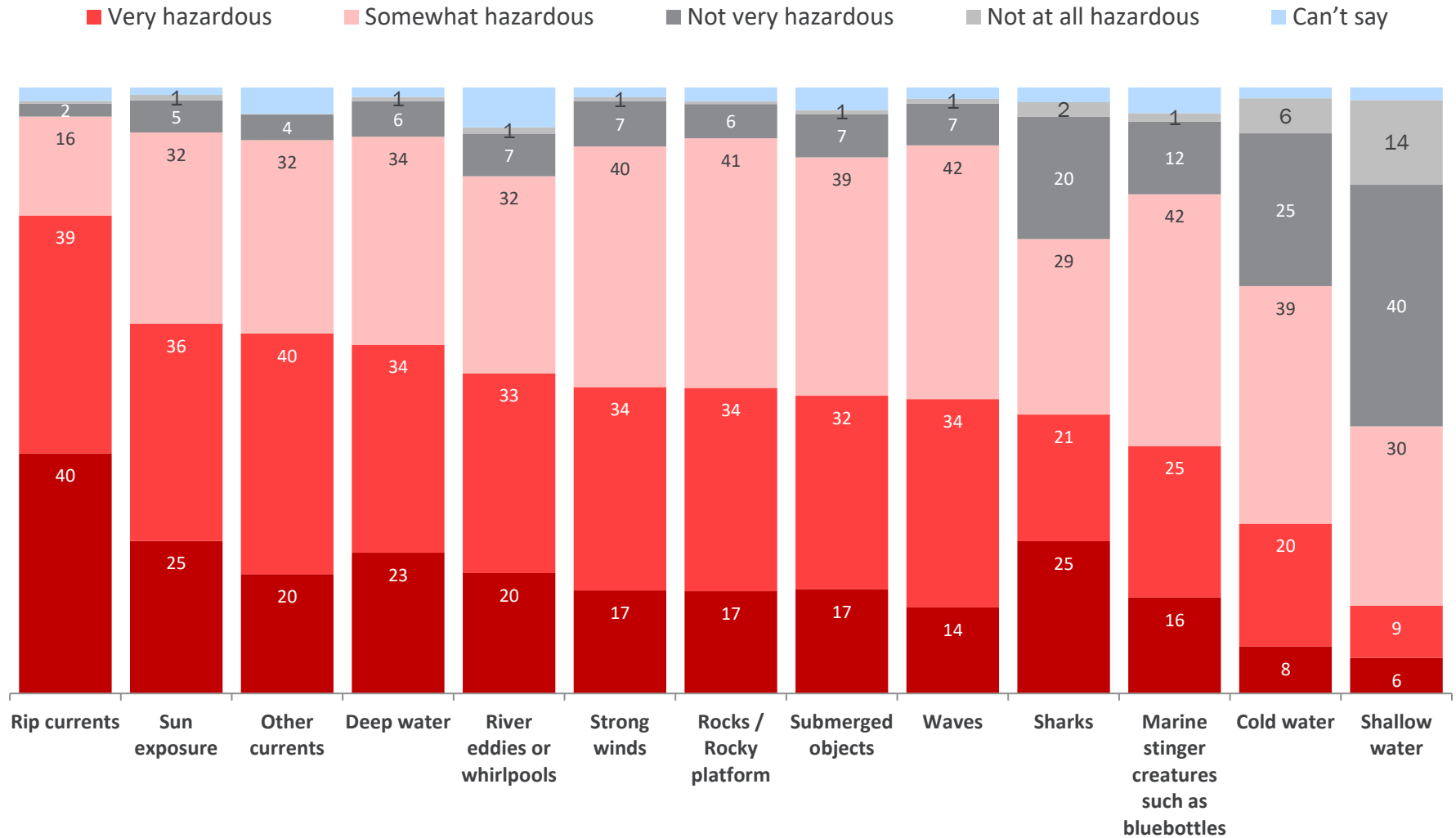
Play Safe Index not available for Kai gathering as there are no safety practises questions the 2024 survey

# National Coastal and Water Safety Survey 2024

## Part 7: Currents and other hazards



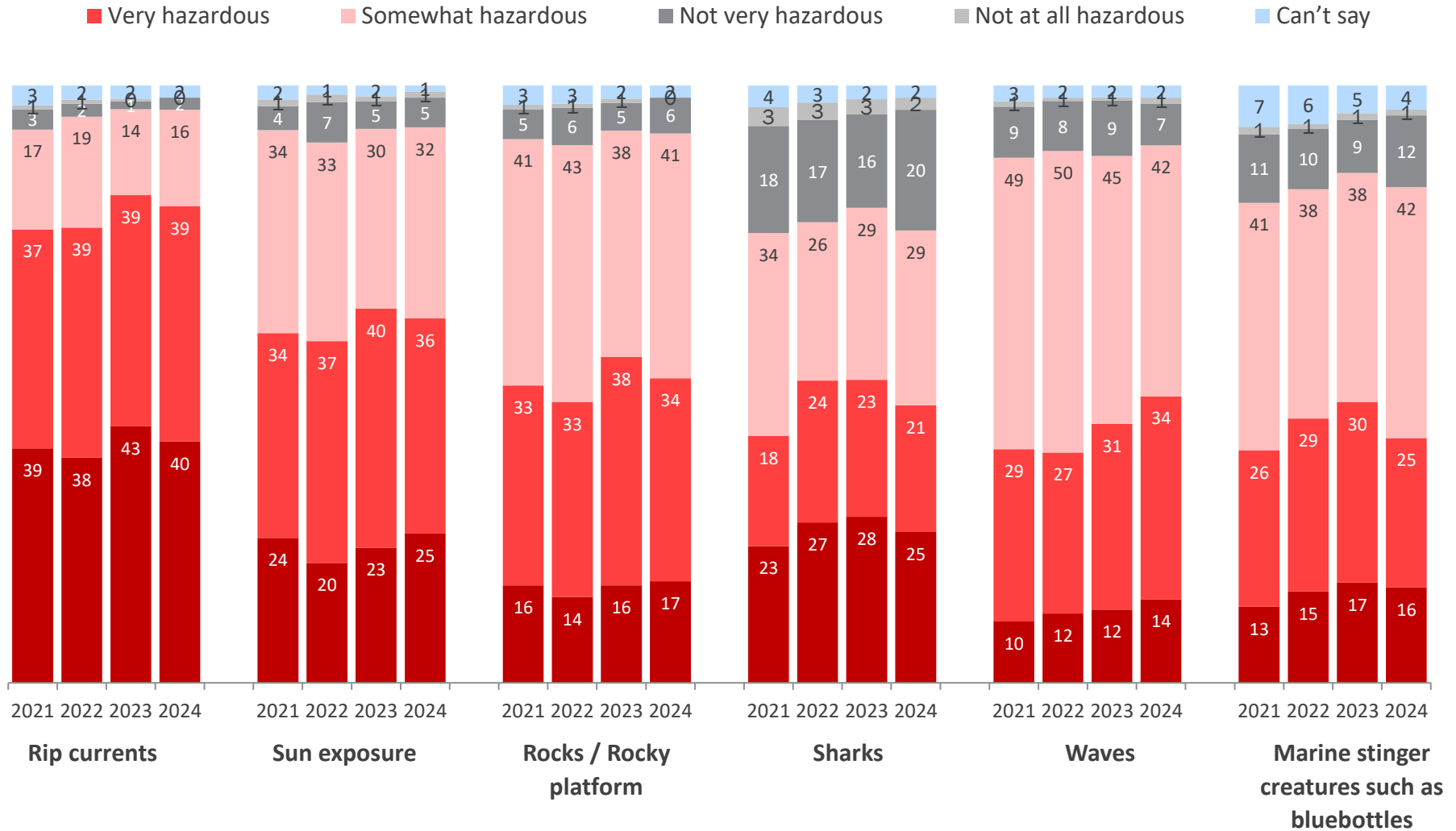
# Coastal and water safety – hazards in 2024



Base: Adults aged 16+ (n=1034)



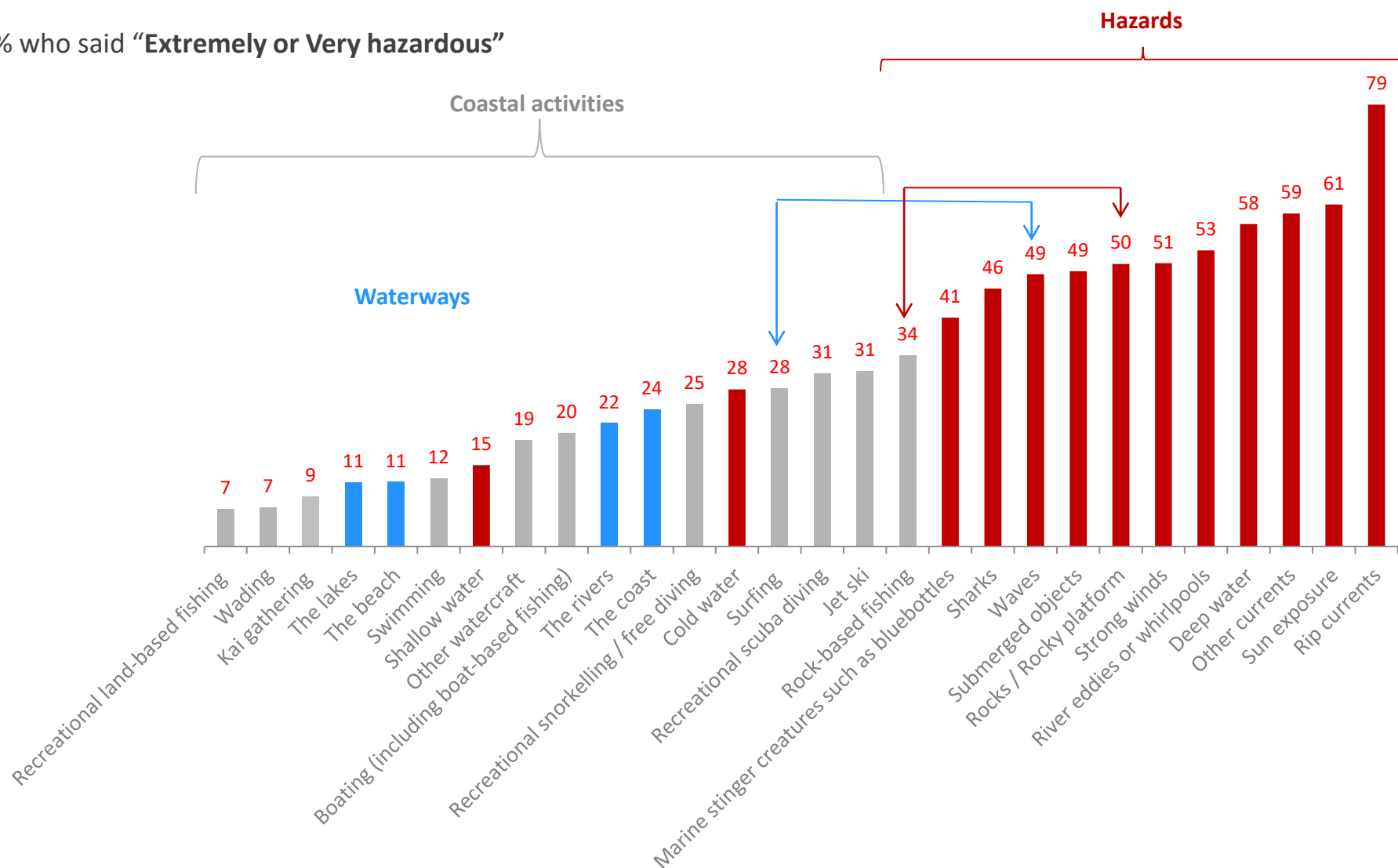
# Coastal safety – hazards 2021-2024



Base: Adults aged 16+ (n=1049, 1027, 1063 and 1034)

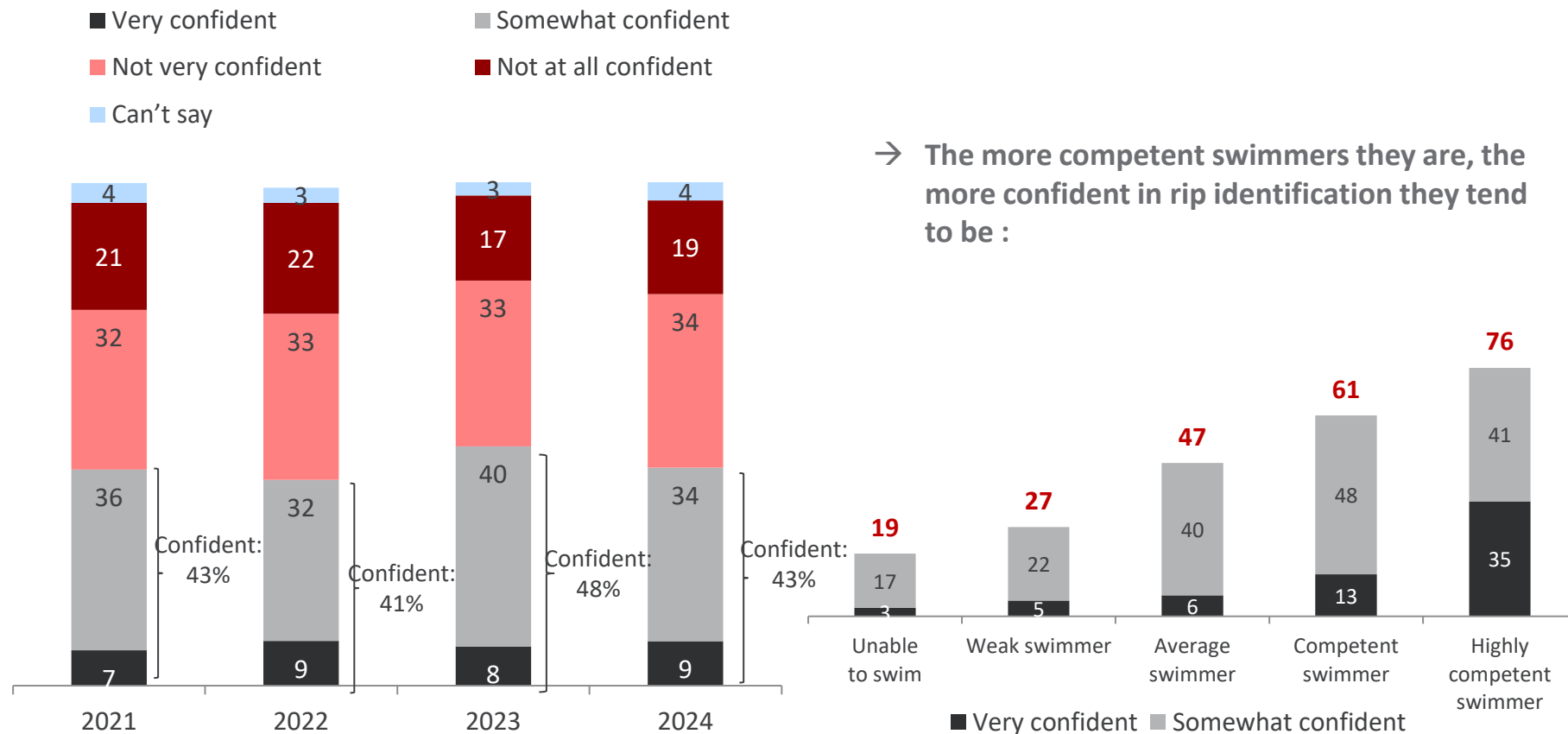
# Comparing activities and other hazards

% who said "Extremely or Very hazardous"



Base: Adults aged 16+ (n=1034)

# Confident they could identify a rip



Base: Adults aged 16+(n=1049, 1027, 1063, 1034)

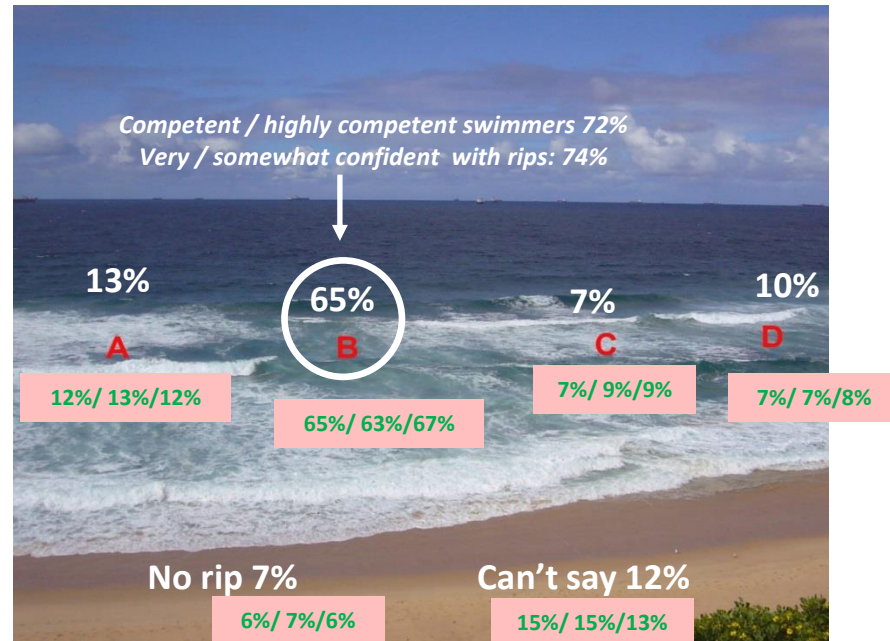
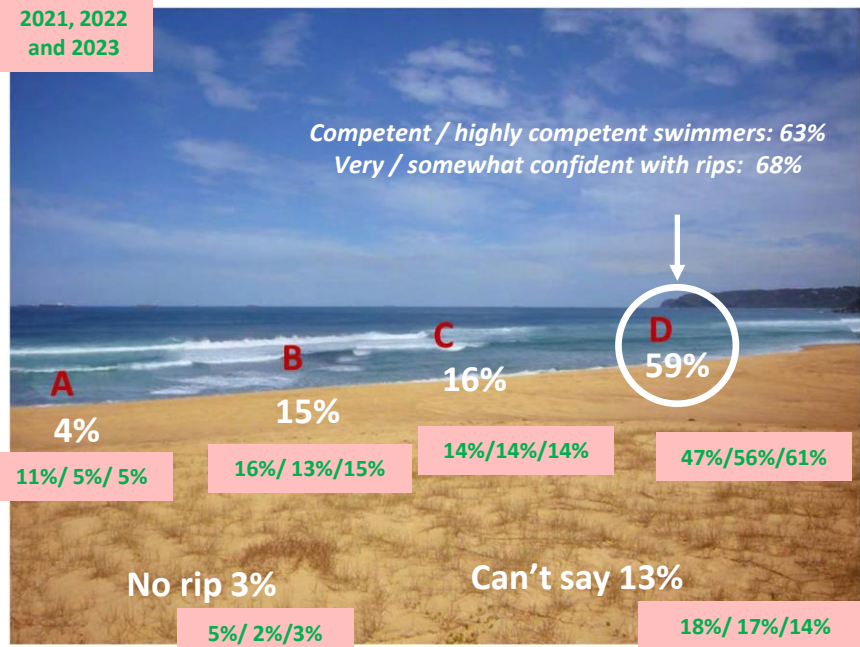
# Identifying a rip

1

Where are the rips, if any?

2

Results in  
2021, 2022  
and 2023



Correct in picture 1 but not picture 2 10%

Correct in picture 2 but not picture 1 16%

**Correct answer for both 49%**

Incorrect answer for both 25%

*Higher for*

- Competent / highly competent ocean swimmers (55%)
- Those very / somewhat confident they can identify a rip current (57%)
- Those who have ever been caught in a rip current (51%)

Base: Adults aged 16+ (n=1049, 1027, 1063, 1034)

# The rip identification test in NZ

1



2



	2021	2022	2023	2024
<b>Correct answer for both</b>	<b>39%</b>	<b>44%</b>	<b>51%</b>	<b>49%</b>
Correct in picture 1 but not in picture 2	7%	12%	9%	<b>10%</b>
Correct in picture 2 but not in picture 1	25%	18%	15%	<b>16%</b>
Incorrect answer for both	28%	26%	24%	<b>25%</b>

Base: Adults aged 16+ (n=1049, 1027, 1063, 1034)

# The rip identification test: correct responses by age and ethnicity

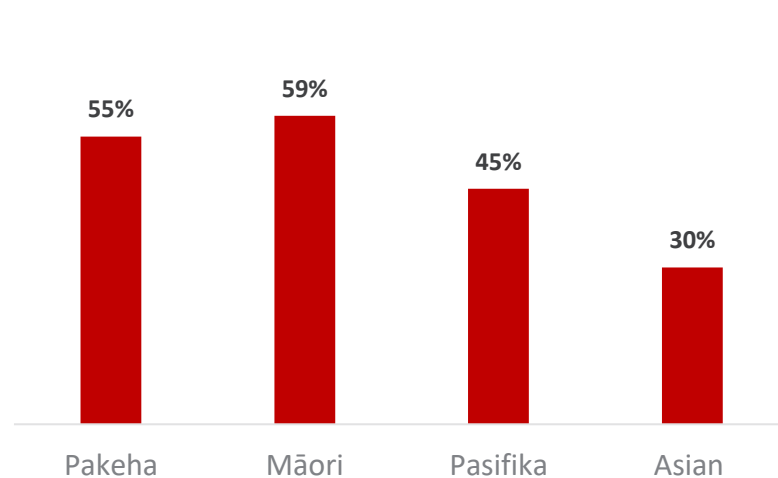
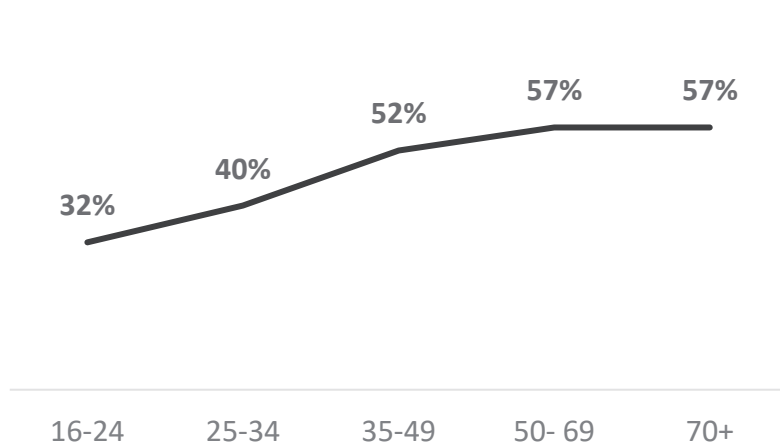
1



2



% who answered correctly by age and by ethnicity (overall 49% in NZ)



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

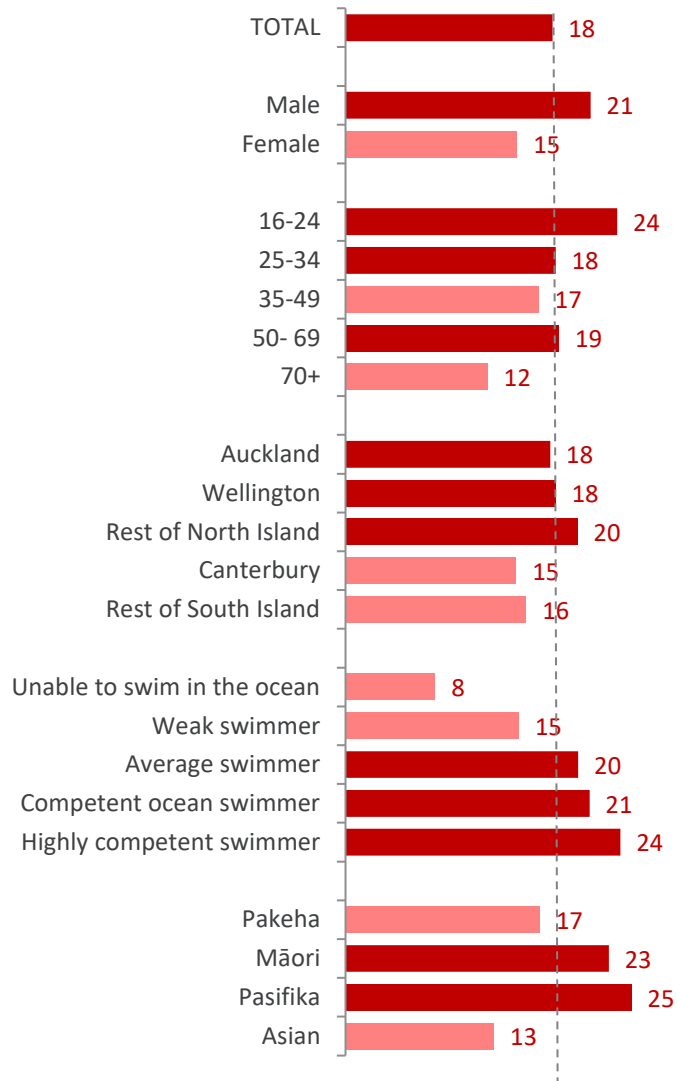
	Total	Very confident they can identify a rip	Somewhat confident	Not very confident	Not at all confident
Correct answer for both	49%	57%	57%	49%	36%
Correct in picture 1 but not in picture 2	10%	7%	11%	9%	11%
Correct in picture 2 but not in picture 1	16%	17%	16%	17%	15%
Incorrect answer for both	25%	19%	16%	24%	38%

	Total	Highly competent swimmer	Competent swimmer	Average swimmer	Weak swimmer	Unable to swim
Correct answer for both	49%	56%	54%	50%	48%	38%
Correct in picture 1 but not in picture 2	10%	4%	9%	9%	12%	12%
Correct in picture 2 but not in picture 1	16%	13%	18%	17%	16%	10%
Incorrect answer for both	25%	27%	18%	23%	25%	40%

Base: Adults aged 16+ Nationally

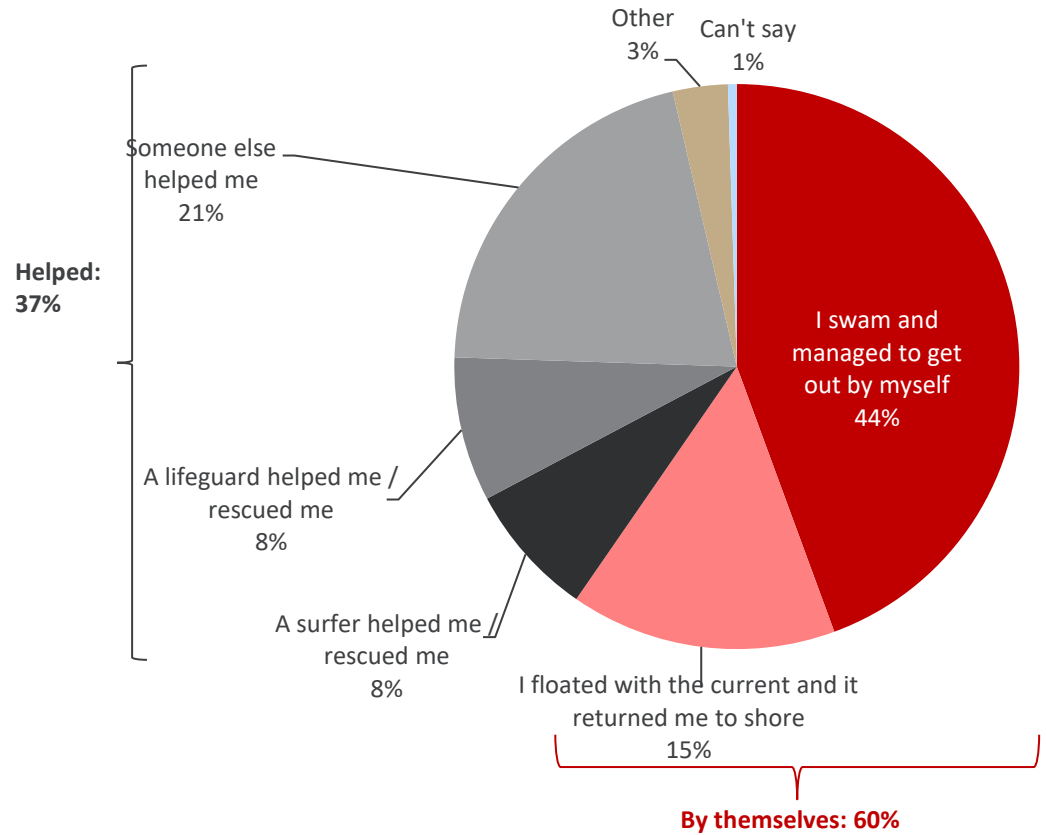


# 18% have been unintentionally caught in a rip



Base: Adults aged 16+

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



Base: Adults who have been caught by a rip (n=181)



# 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: 8% have ever been rescued when participating in aquatic activities*

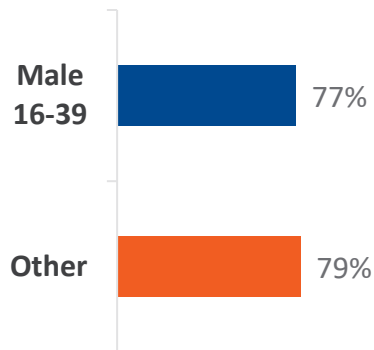
	Have been caught unintentionally in a rip (n=181)	Have been caught in a rip AND received help to get out of the rip (n=64)
<b>Yes, lifeguards were present</b>	<b>34%</b>	<b>45%</b>
No lifeguards at this lifeguarded beach as it was outside patrol hours	18%	16%
No lifeguards as it was at a not lifeguarded beach	40%	30%
Can't say, can't remember	9%	8%

# Young males: 'core target' for rip currents

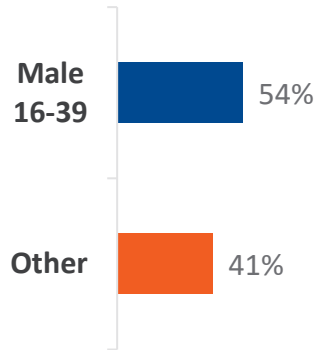
Young males (under 40) are the core or primary target for rip prevention/communication: they think they know how to spot a rip, but their level of rip identification is much lower than the rest of the population. ... and unsurprisingly they are more likely to have been caught in a rip

## Total pop in NZ

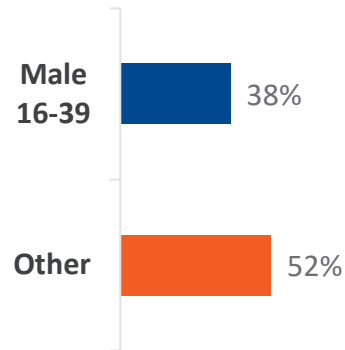
**79%** consider rip current as extremely or very hazardous



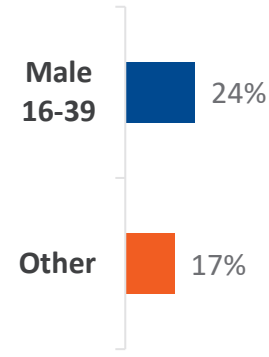
**43%** are confident they spot a rip



**49%** have correctly identified both rips



**18%** have been caught unintentionally in a rip

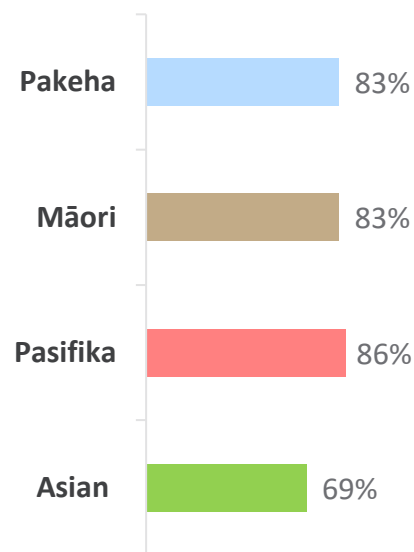


Base: Male under 40 (n=173) and others (n=861)

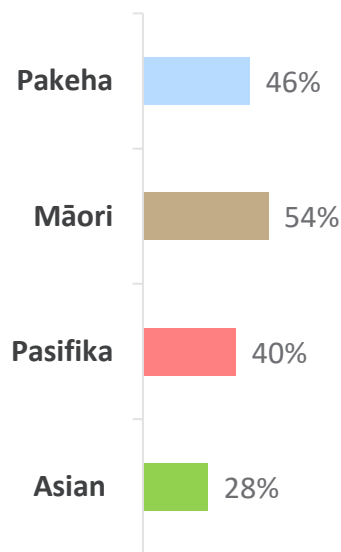
# Rip currents and ethnicity

## Total pop in NZ

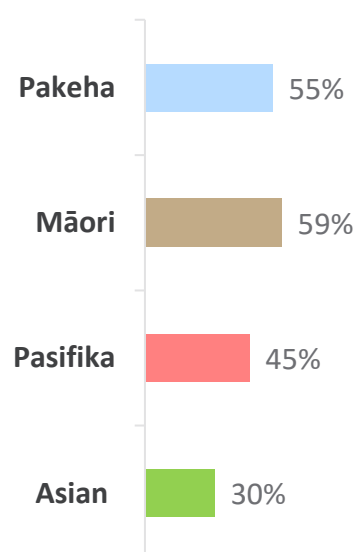
**79%** consider rip current as extremely or very hazardous



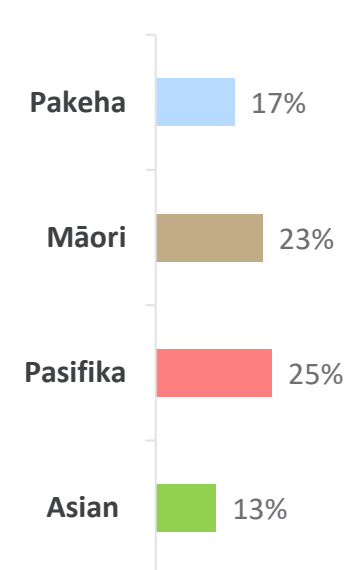
**43%** are confident they spot a rip



**49%** have correctly identified both rips



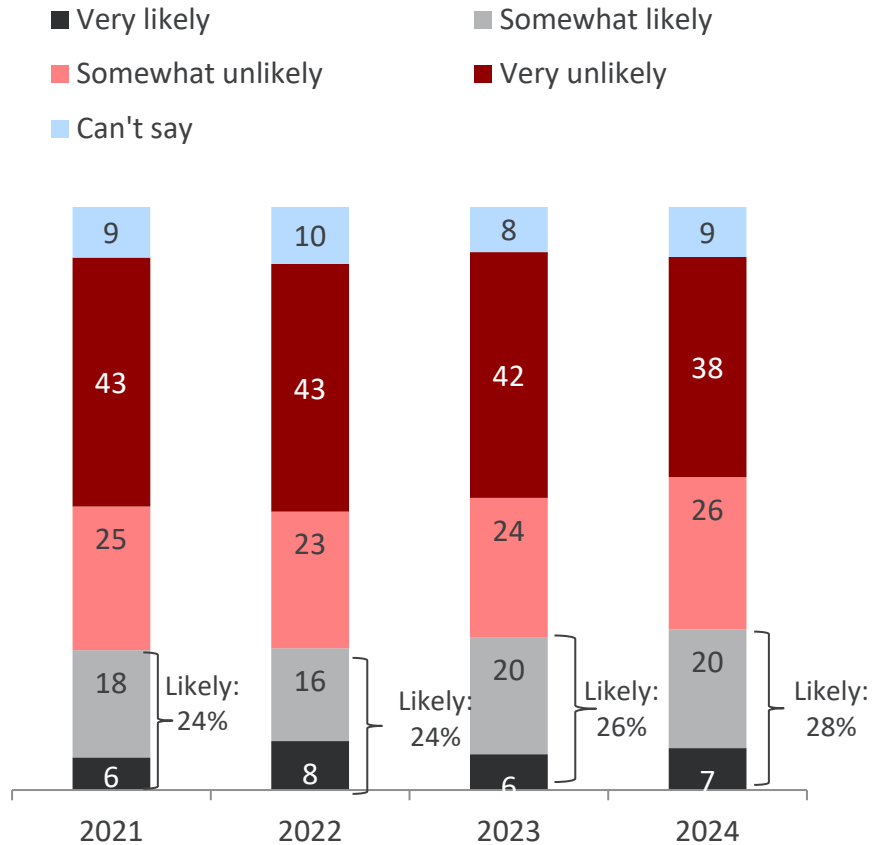
**18%** have been caught unintentionally in a rip



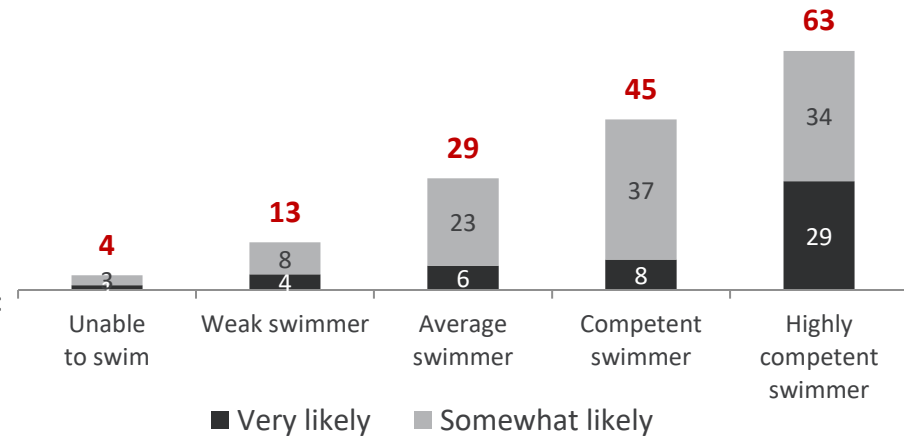
Base: Pakeha (n=682), Māori (n= 186) Pasifika (n= 73) and Asian (n=170)

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

100



→ The more competent 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, 1063, 1034)

# 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
<b>Raise your hand to signal for help</b>	<b>94%</b>	<b>2%</b>	<b>4%</b>
Regularly assess the situation	87%	4%	8%
<b>Relax, stay calm and float</b>	<b>87%</b>	<b>5%</b>	<b>8%</b>
Ask a surfer for help	83%	7%	10%
<b>Ride the rip until it stops, and you can swim back to shore or help arrives</b>	<b>63%</b>	<b>19%</b>	<b>17%</b>
Swim parallel, horizontal to the shore	54%	18%	28%
Swim with the rip, in the same direction as the flow	49%	26%	25%
Swim across the current, swim at a 90-degree angle across the rip	41%	27%	32%
Swim diagonally at a 45-degree angle towards beach	37%	26%	37%
Swim towards the waves	22%	46%	32%
Swim away from the shore	20%	52%	27%
Swim back to the shore, swim against current	16%	68%	16%

Base: Adults aged 16+ nationally (n=1034)

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

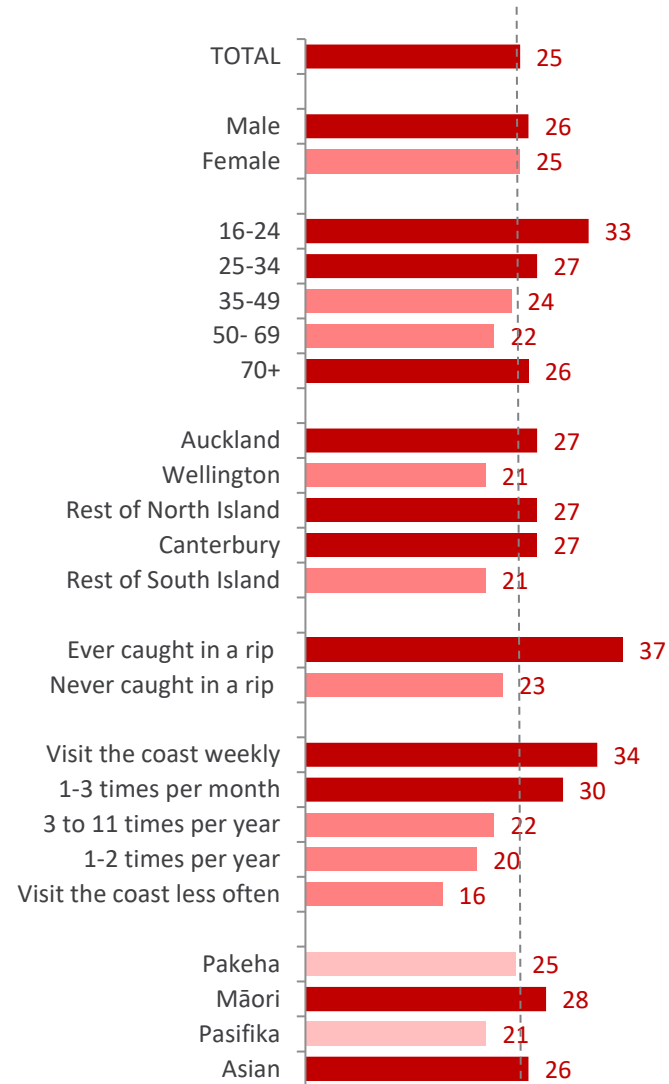
YES IT IS A GOOD THING TO DO	2021	2022	2023	2024
Raise your hand to signal for help	92%	91%	94%	<b>94%</b>
Regularly assess the situation	87%	83%	88%	<b>87%</b>
Relax, stay calm and float	81%	81%	86%	<b>87%</b>
Ask a surfer for help	79%	78%	79%	<b>83%</b>
Ride the rip until it stops, and you can swim back to shore or help arrives	58%	59%	64%	<b>63%</b>
Swim parallel, horizontal to the shore	49%	51%	53%	<b>54%</b>
Swim with the rip, in the same direction as the flow	46%	48%	50%	<b>49%</b>
Swim across the current, swim at a 90-degree angle across the rip	35%	35%	36%	<b>41%</b>
Swim diagonally at a 45-degree angle towards beach	34%	34%	34%	<b>37%</b>
Swim towards the waves	20%	20%	20%	<b>22%</b>
Swim away from the shore	18%	20%	19%	<b>20%</b>
Swim back to the shore, swim against current	12%	13%	10%	<b>16%</b>

Base: Adults aged 16+ (n=1049, 1027, 1063, 1034)

# 1 in 4 have heard of the 3Rs

**25% said they've heard of the 3Rs before.**

→ *Similar results in the past, it was for example 24% in 2022*



Base: Adults aged 16+

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



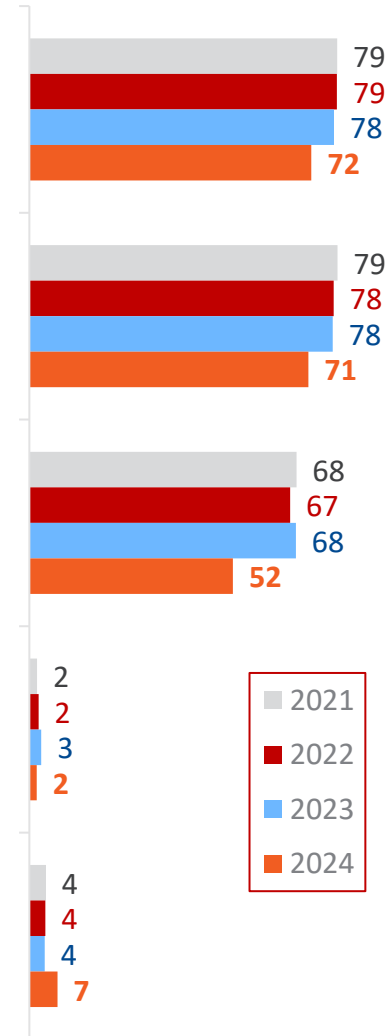
Relax, stay calm and float

Raise your hand to signal for help

Ride the rip until it stops and you can swim back to shore or help arrives

Would do something else

None of these / can't say



Base: total sample (n=1049, 1027, 1063, 1034)



# National Coastal and Water Safety Survey 2024

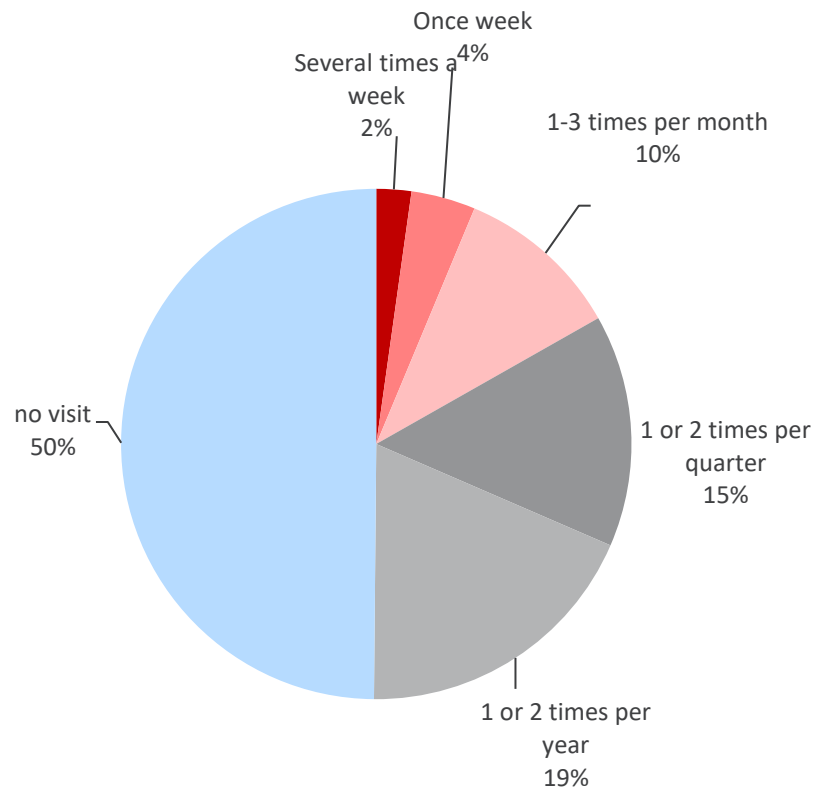
## Part 8:

River, creek,  
stream or lake



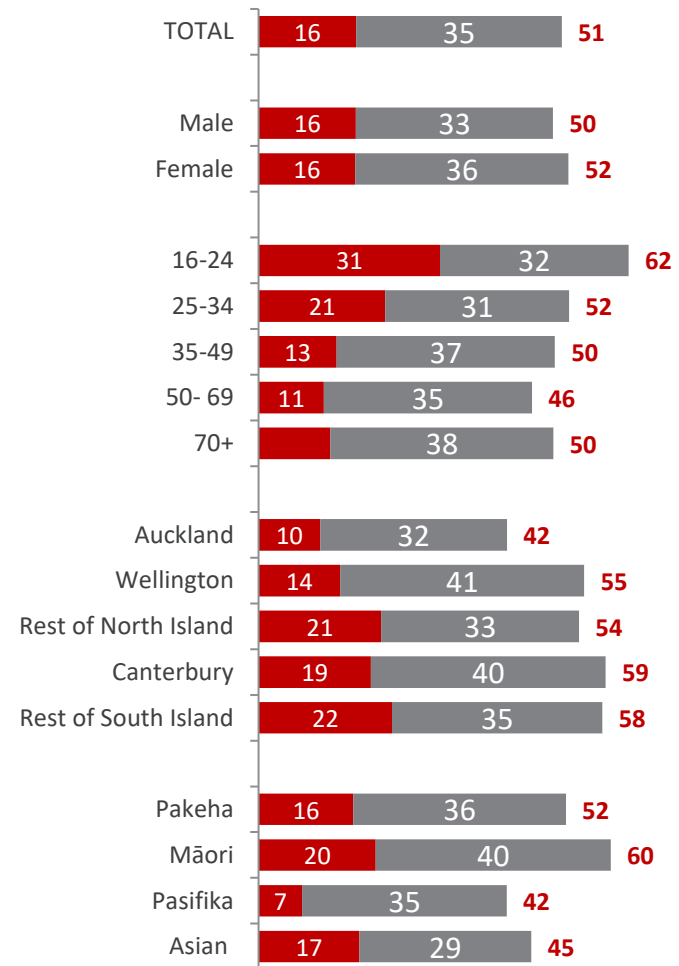
# Half visited a river, creek, stream or lake within the last 12 months

Visit frequency to river, creek, stream or lake in P12M



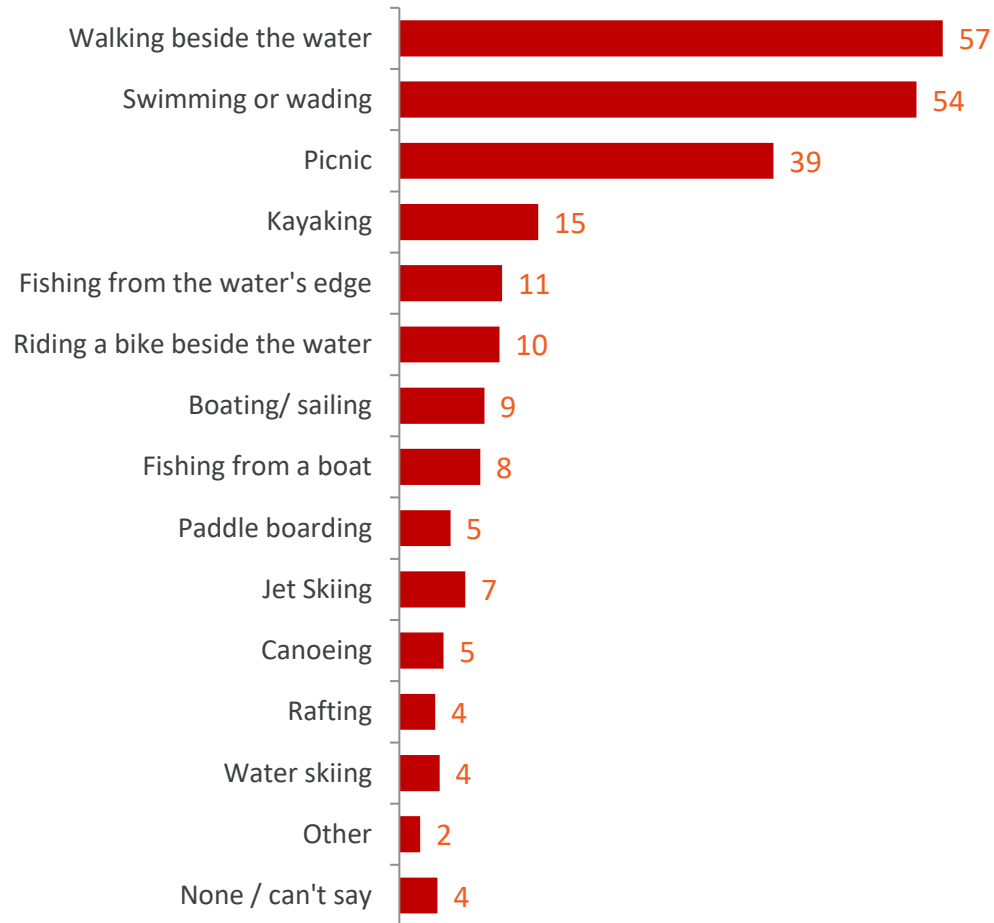
Base: Adults aged 16+ nationally (n=1034)

■ Frequent (at least once a month) ■ Occasional



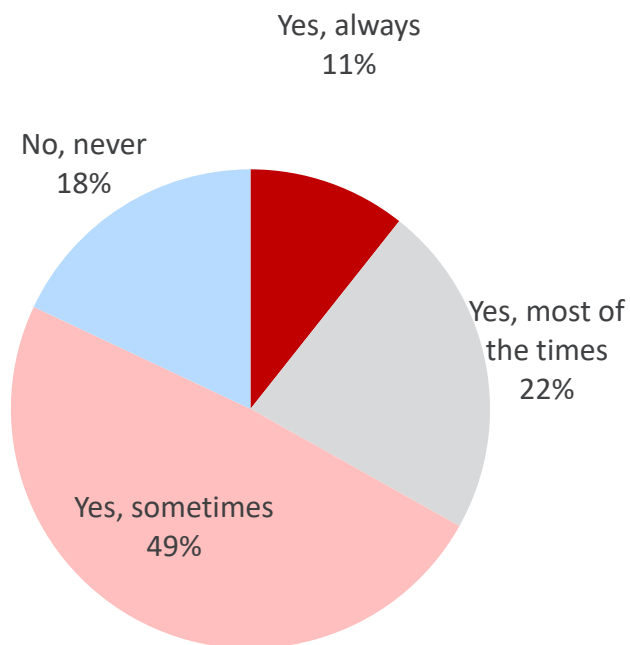
# Participation in rivers/lake activities

Activities they have participated in P12M in river, creek, stream or lake

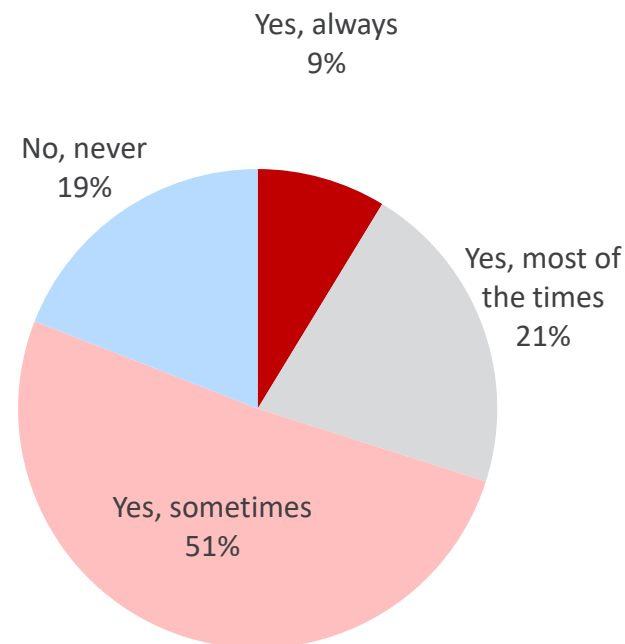


Base: Have visited a river, creek, stream or lake within the last 12 months (n= 529 in 2024)

# Do they enter the water when visiting a river, creek, stream or lake?



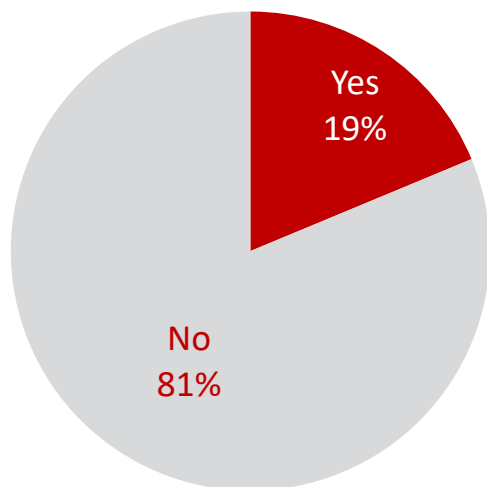
2023



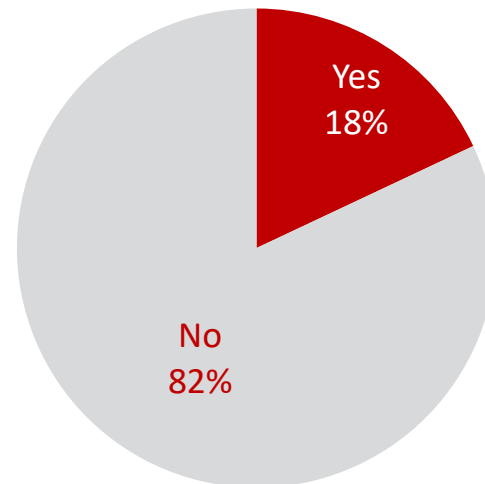
2024

Base: Have visited a river, creek, stream or lake within the last 12 months (n=590 in 2023, n= 529 in 2024)

# Do they drink alcohol when visiting a river, creek, stream or lake?



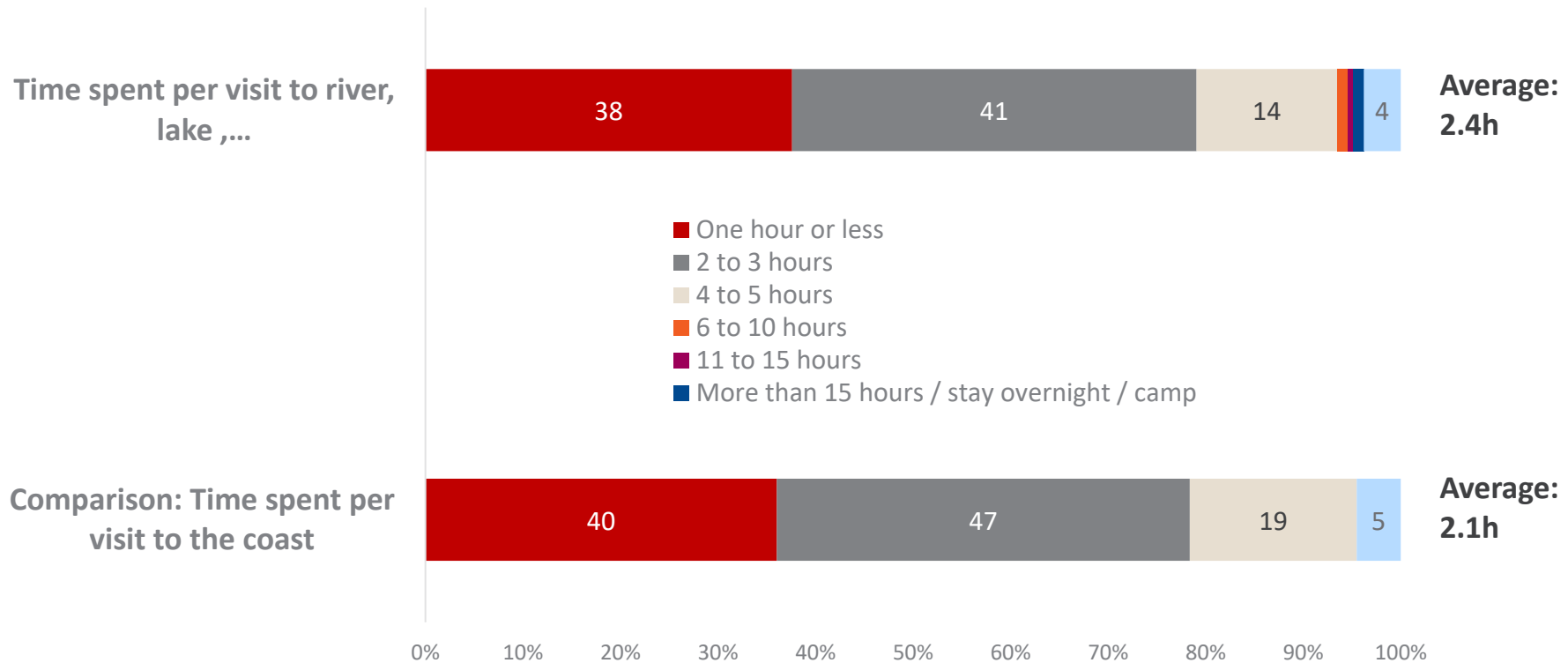
2023



2024

Base: Have visited a river, creek, stream or lake within the last 12 months (n=590 in 2023, n=529 in 2024)

# Visits to a river, creek, stream or lake within the last 12 months



Base: Have visited a river, creek, stream or lake within the last 12 months (n=529 in 2024)  
Have visited the coast in the last 12 month (n=889 in 2024)