

National Coastal and Water Safety Survey in New Zealand 2023 *(Wave 3)*

Prepared for:

Water Safety New Zealand

Surf Life Saving New Zealand

May 2023



National Coastal and Water Safety Survey in New Zealand 2023

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Methodology

Sample

- Conducted nationally amongst 1063 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 April 13–24, 2023

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	30%
	70+	13%

Type of household	With children <16	35%
	Without children	65%
Region	Auckland	33%
	Wellington	11%
	Rest of North Island	32%
	Canterbury	13%
	Rest of South Island	11%

Living arrangements	Live alone	17%
	Partner and no children	29%
	Partner and children	29%
	Single parent	4%
	Living with parents	9%
	Other	12%

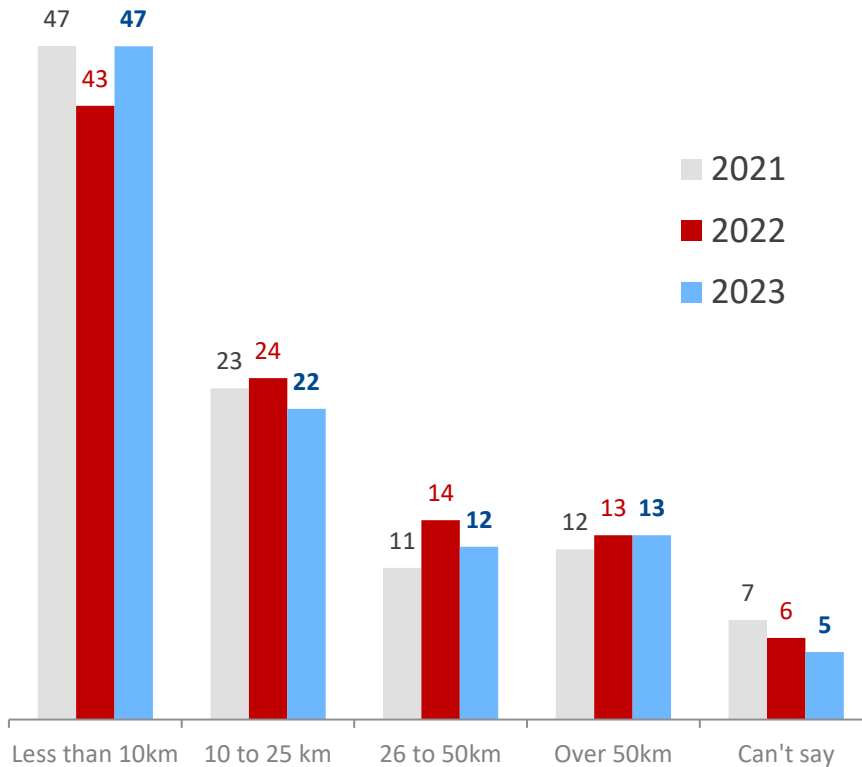
→ In this document, results and figures do not always sum to 100%, due to rounding

National Coastal and Water Safety Survey 2023

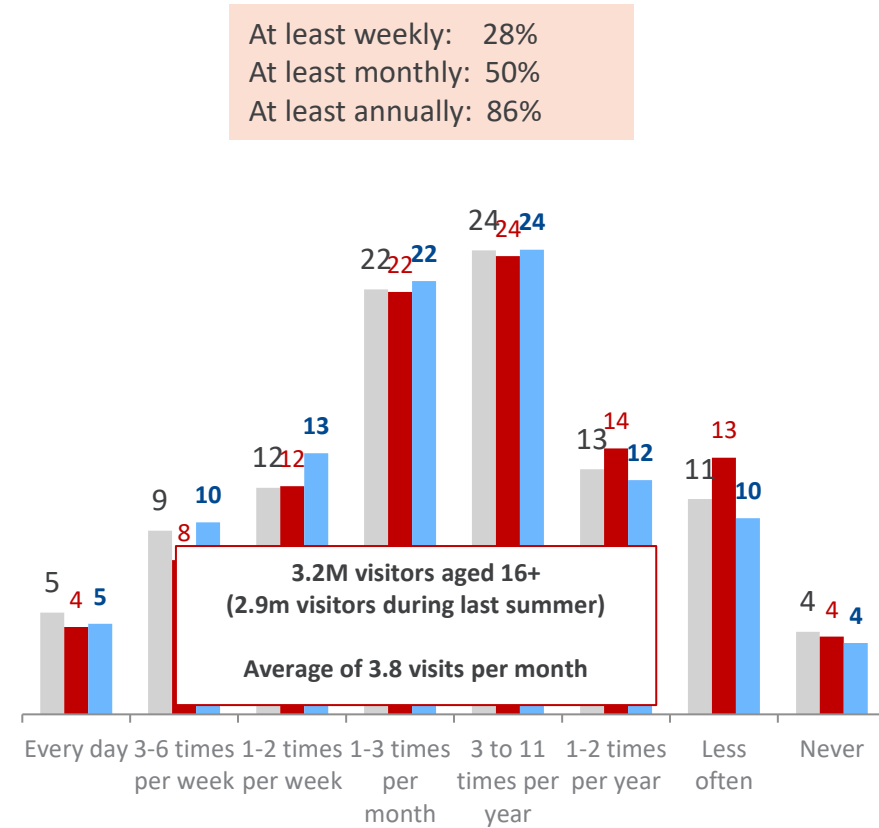
Part 1: The coast, the beach and swimming abilities



Distance live from the coast



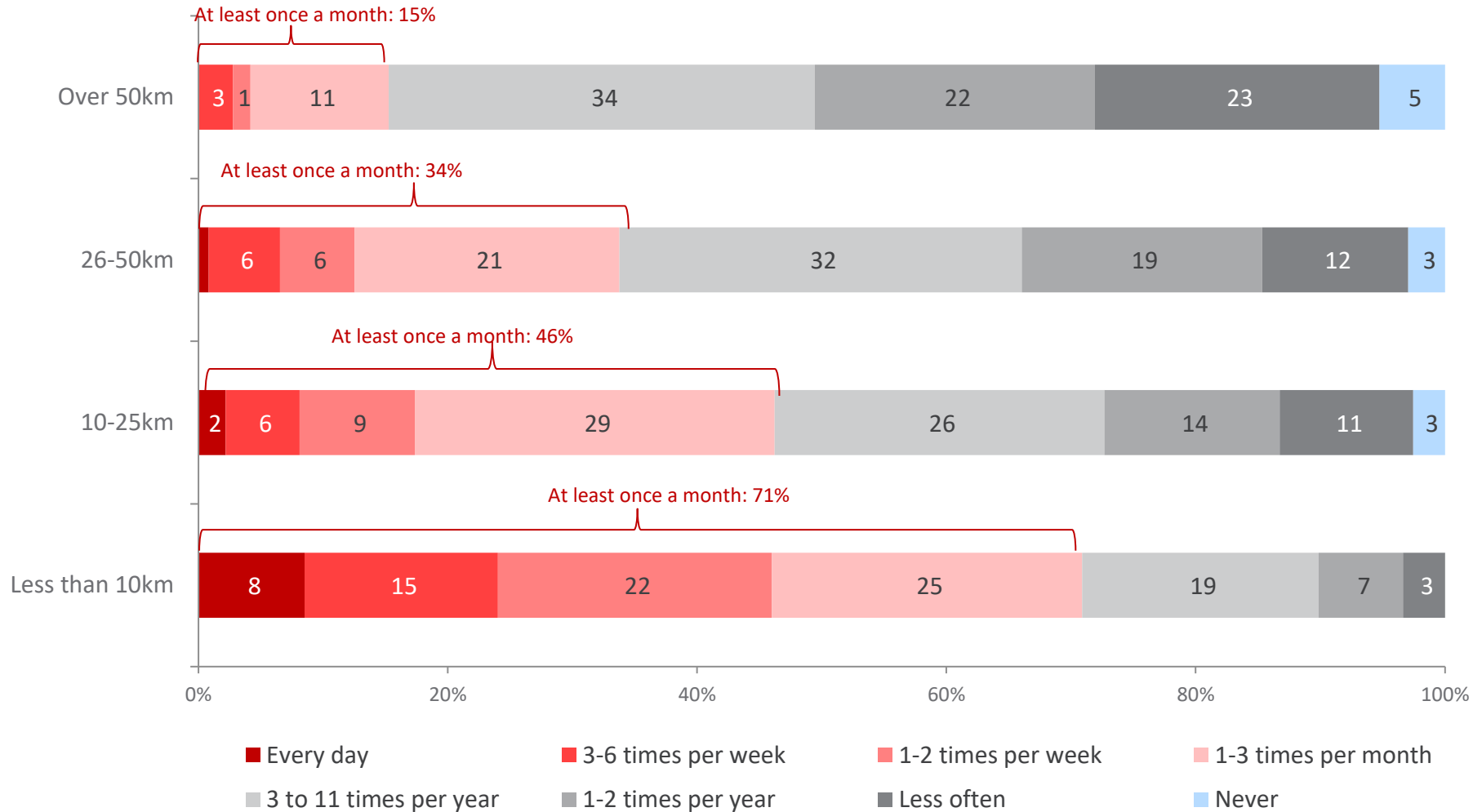
Frequency visit the coast



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

The coast: Relationship between distance and frequency

Frequency visit the coast by distance live from the coast

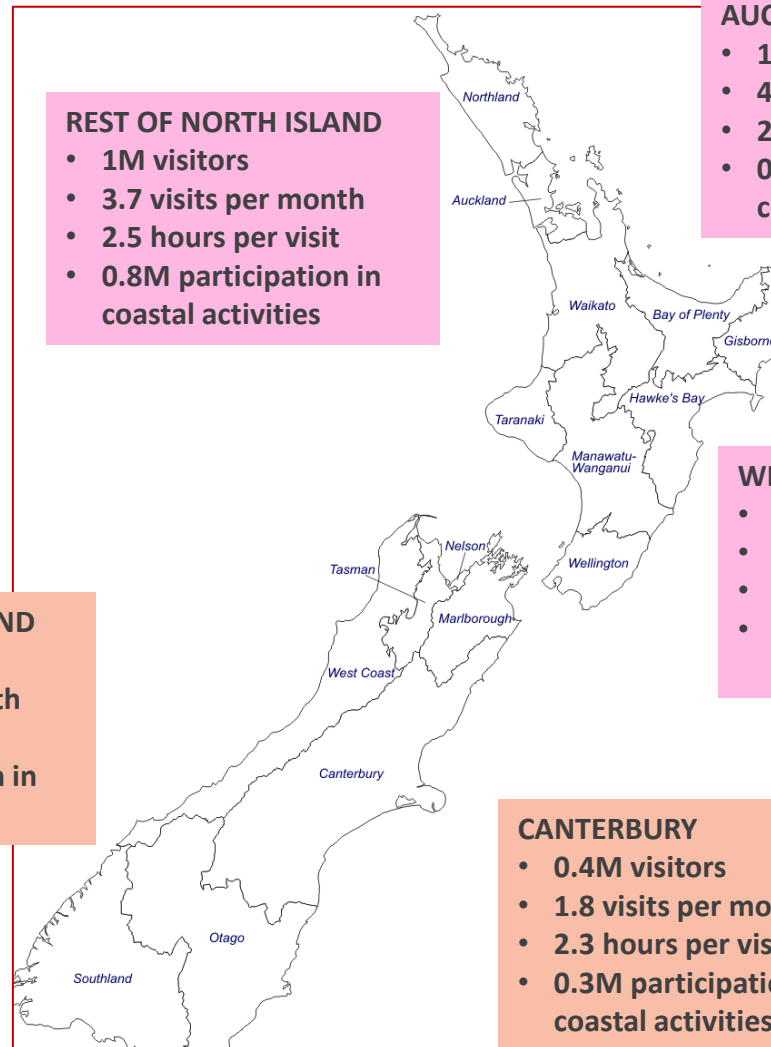


Total	<i>Distance from the coast</i>			
	Less than 10km	10-25km	26-50km	Over 50km
3.8 visits to the coast on average per month	5.9 visits p.m.	2.5 visits p.m.	2.0 visits p.m.	0.9 visit p.m.
2.5 hours on average per visit to the coast	2.2 hours	2.5 hours	2.8 hours	3.2 hours
± 110 hours on the coast per person and per year	± 150 hours	± 75hours	± 65 hours	± 35 hours

Coastal visits, by region

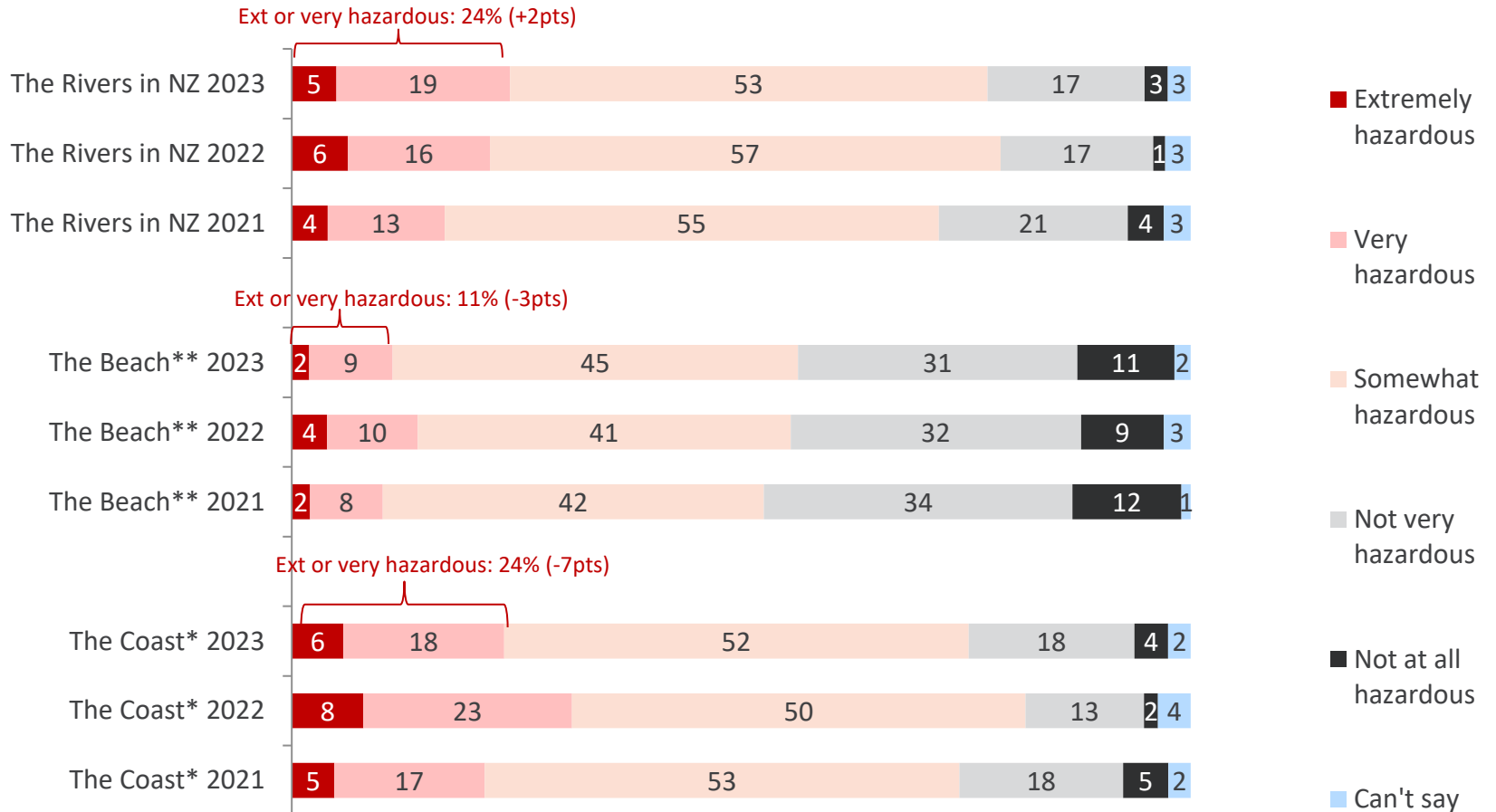
NEW ZEALAND

- 3.2M visitors in P12M (3.1M visitors in 2021 and 2022)
- 3.8 visits per month (3.4 visits in 2022, 3.8 visits in 2021)
- 2.5 hours per visit (2.1h in 2022, 2.0h in 2021)
- 2.5M participation in coastal activities in P12M (2.1M participants in 2022, 2.2M in 2021)



Base: Adults aged 16+ nationally

Consider to be hazardous



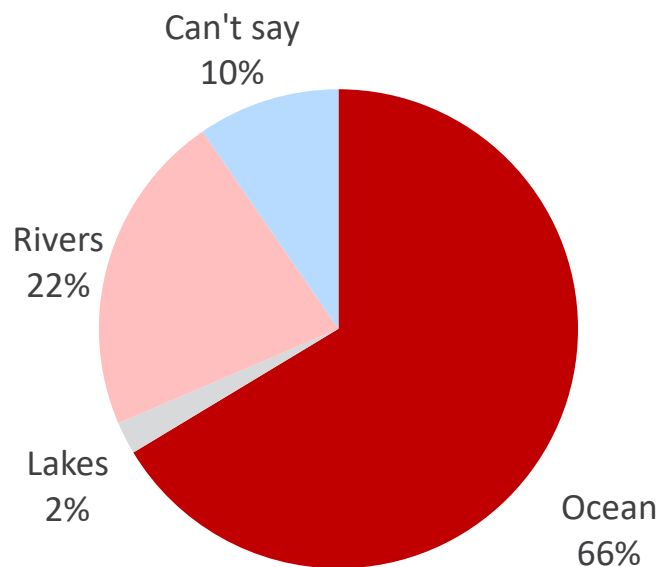
(*) Coast + the ocean and surf zone and the adjacent rocky coast.

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

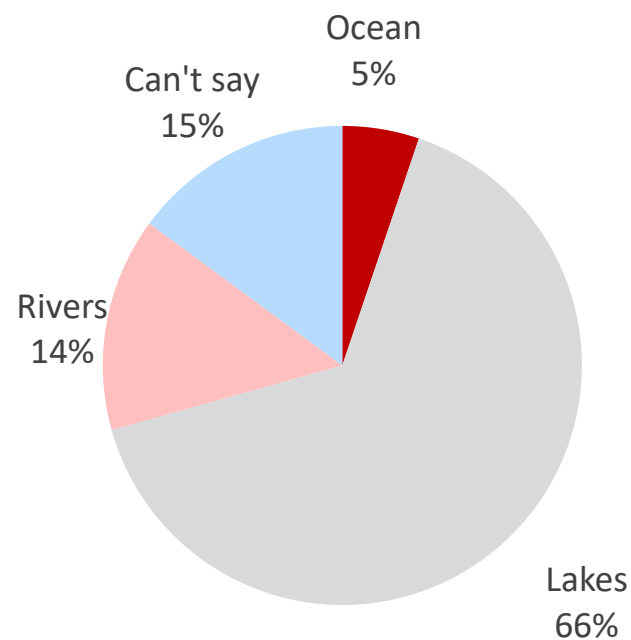
Base: Adults aged 16+ nationally (n=1049 in 2021, 1027 in 2022, 1063 in 2023)

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

The most hazardous

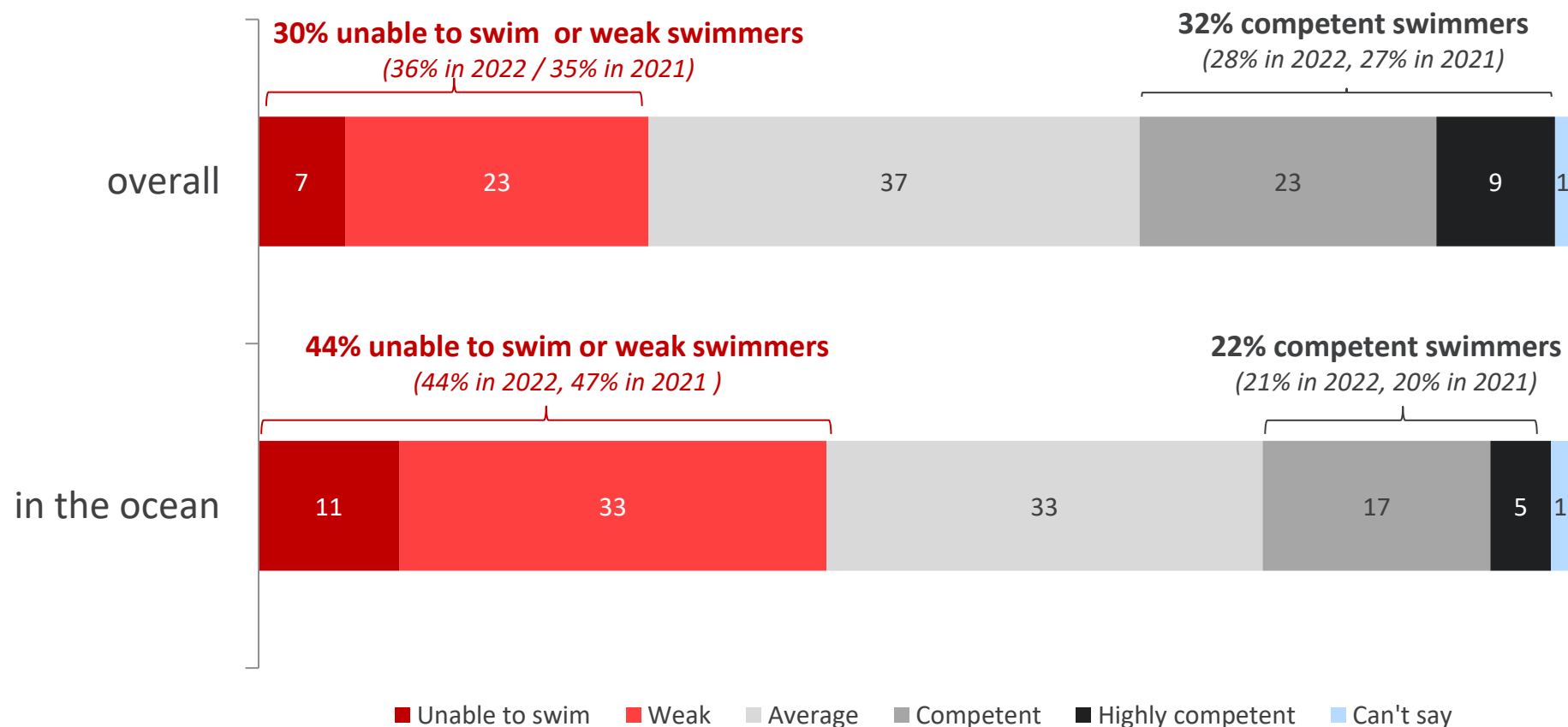


The least hazardous



Base: Adults 16+ nationally (n=1063 in 2023)

Swimming ability overall and in the ocean

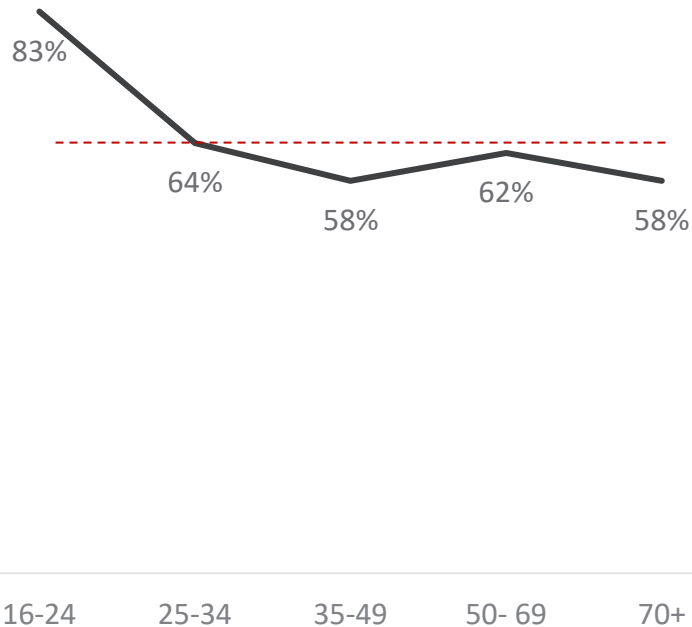


→ With no significant differences by gender

Base: Adults aged 16+ (n=1063)

64% have participated in swimming lessons

Participation in swimming lessons by age



→ But no significant differences by gender

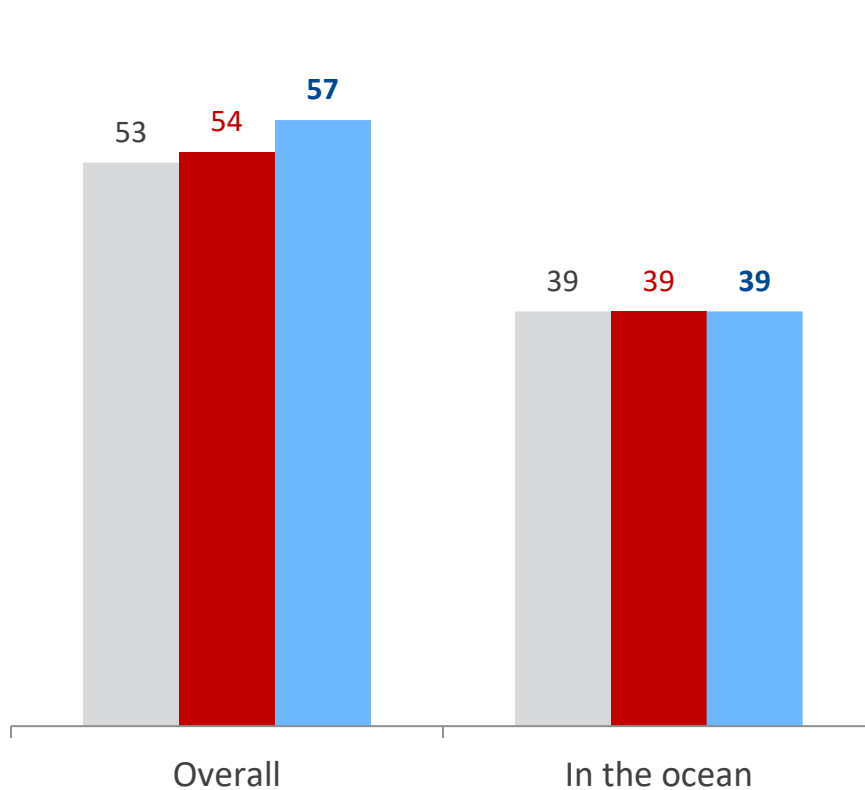
Overall swimming ability and participation in swimming lessons in NZ

	Participated in swimming lessons	
	Yes	No
Unable to swim	4%	11%
Weak swimmer	17%	33%
Unable to swim or Weak swimmer	21%	45%
Average swimmer	38%	36%
Competent swimmer	28%	13%
Highly competent swimmer	12%	4%
Competent or Highly competent swimmer	40%	17%

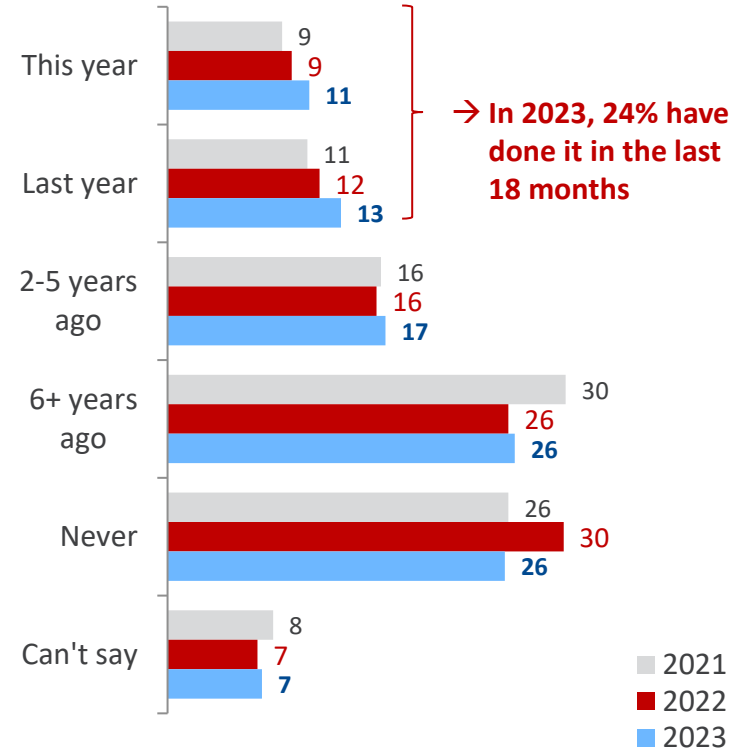
Base: Adults aged 16+ who have participated in swimming lessons (n=683) and who haven't (n= 380)

Swimming ability - 50 metres

Swim 50m without stopping



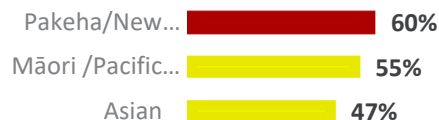
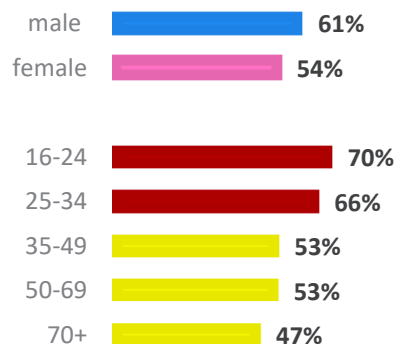
Last time swam 50m without stopping in the ocean



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

Swimming ability by gender and age

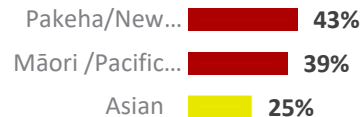
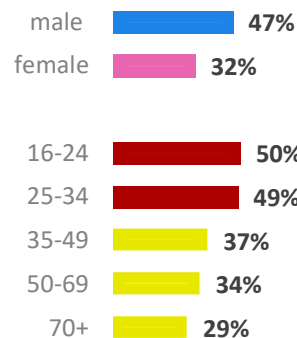
57% can swim 50 meters without touching the bottom



Overall swimming ability (male vs female)

- Unable to swim /weak swimmers: 28% vs 31%
- Average swimmers: 38% vs 37%
- Competent swimmers: 33% vs 31%

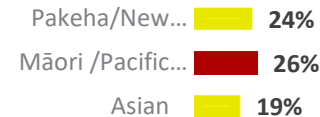
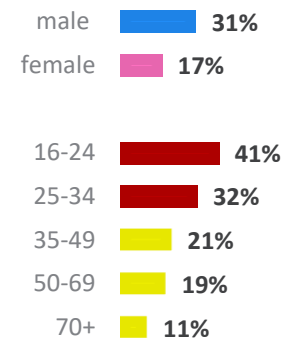
39% can swim 50 meters in the ocean without touching the bottom



Ocean swimming ability (male vs female)

- Unable to swim /weak swimmers: 40% vs 47%
- Average swimmers: 34% vs 33%
- Competent swimmers: 24% vs 20%

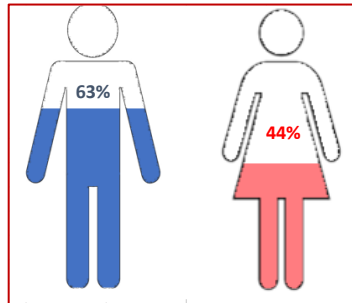
24% have swum 50 meters in the ocean in the last 18 months



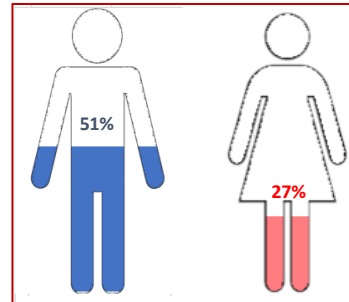
In summary

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

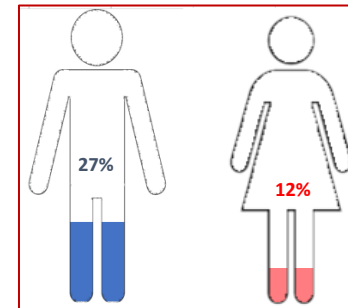
2021



Can swim 50 meters without touching the bottom

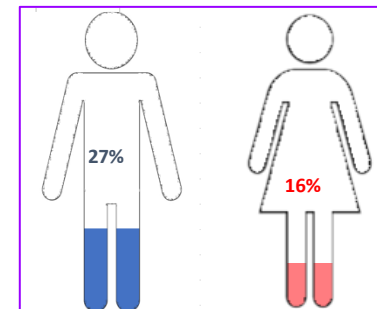
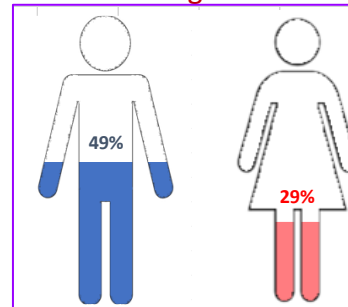
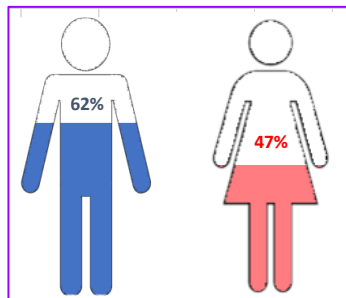


Can swim 50 meters in the ocean without touching the bottom

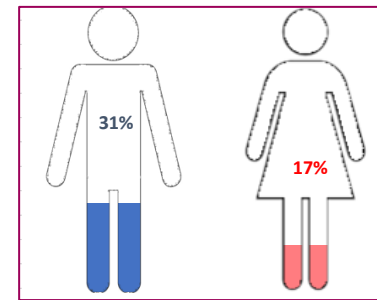
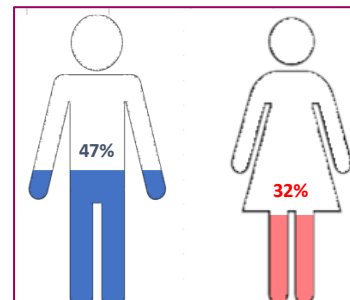
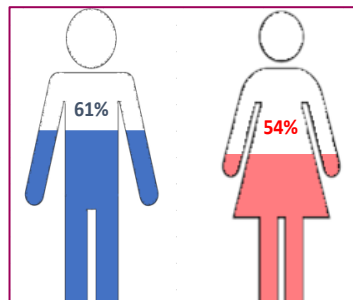


Have swum 50 meters in the ocean in the last 18 months

2022



2023



Comparing risk and safety practises ... by gender

Averages (M vs. F)

Index: 76 vs. 81 (Δ -5)

Risk: 58% vs. 38% (Δ +20)

"Play safe index"

% of participants who feel experienced enough to take some risks



68

78

Δ -10



69

74

Δ -5



73

79

Δ -6



88

91

Δ -3



80

84

Δ -4



75

77

Δ -2



79

81

Δ -2



82

80

Δ +2



60%

42%

Δ +18



59%

46%

Δ +13



63%

35%

Δ +28



47%

25%

Δ +22



58%

44%

Δ +14



59%

45%

Δ +14



59%

42%

Δ +17



58%

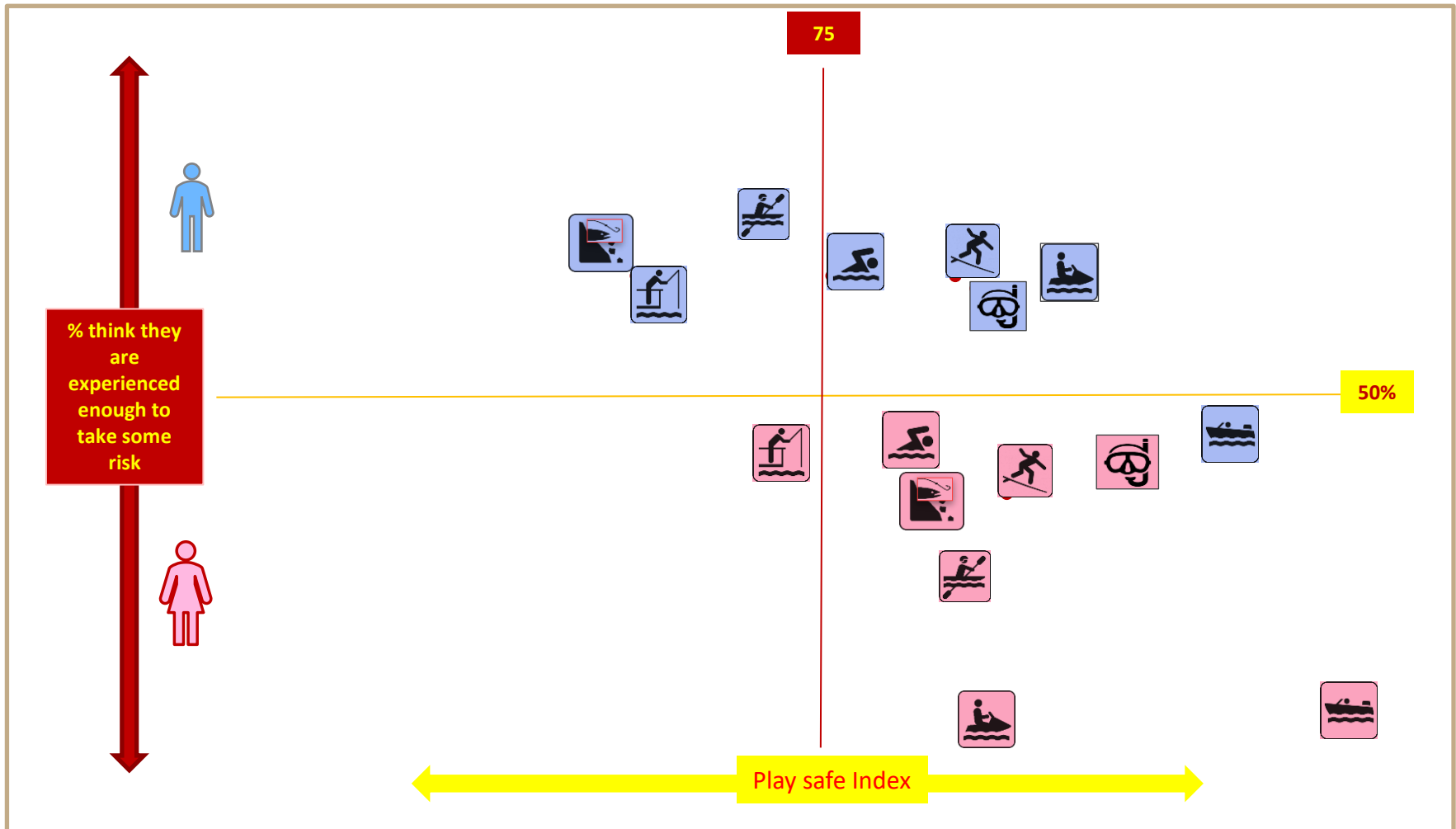
25%

Δ +33

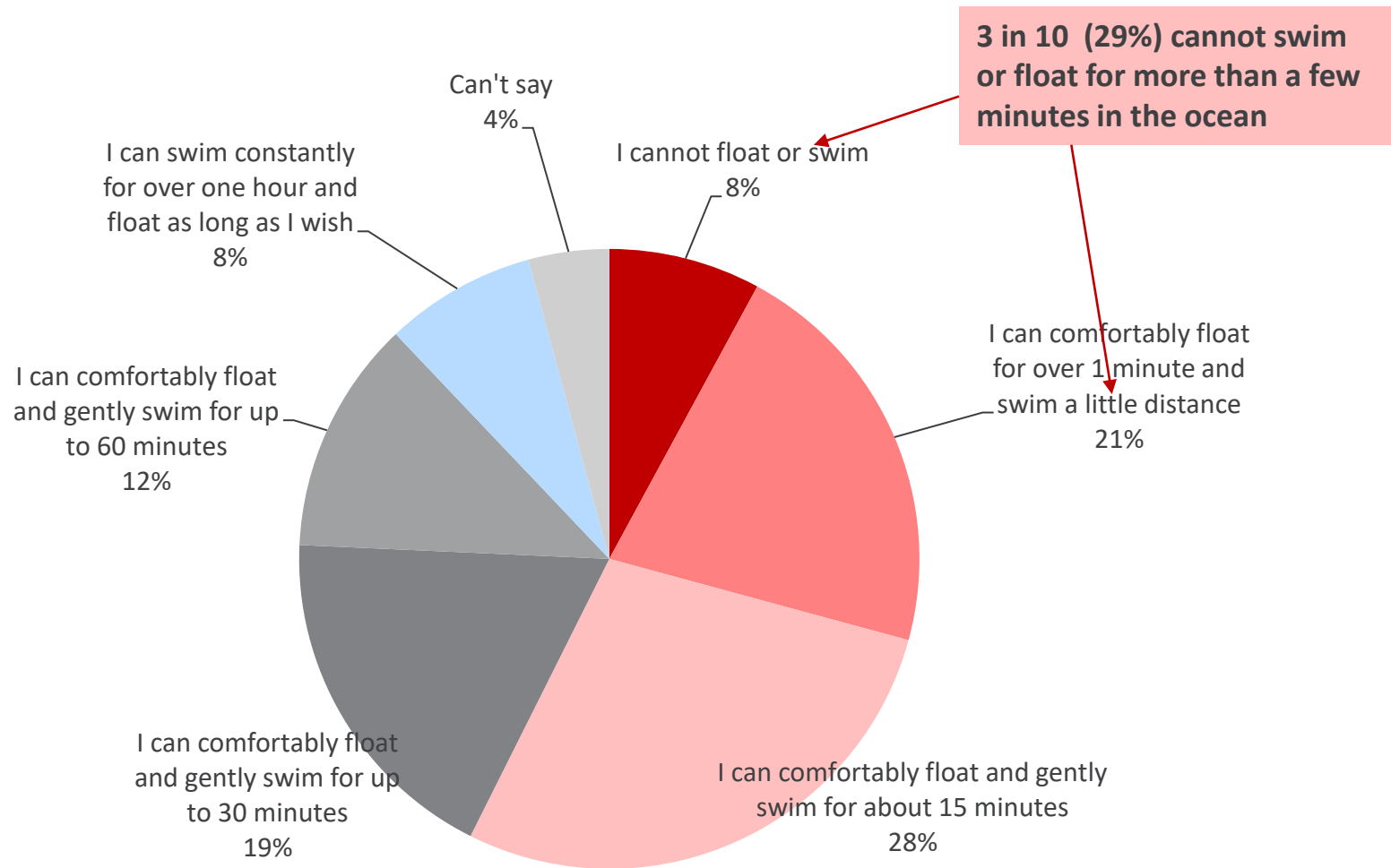
Base: 3 years of data 2021, 2022 and 2023

Visualising the gender gap (using 3 years of data 2021, 2022 and 2023*)

(*) Not enough sample yet, to show Scuba diving.



Unaided swimming ability in coastal areas



→ With no significant differences by gender

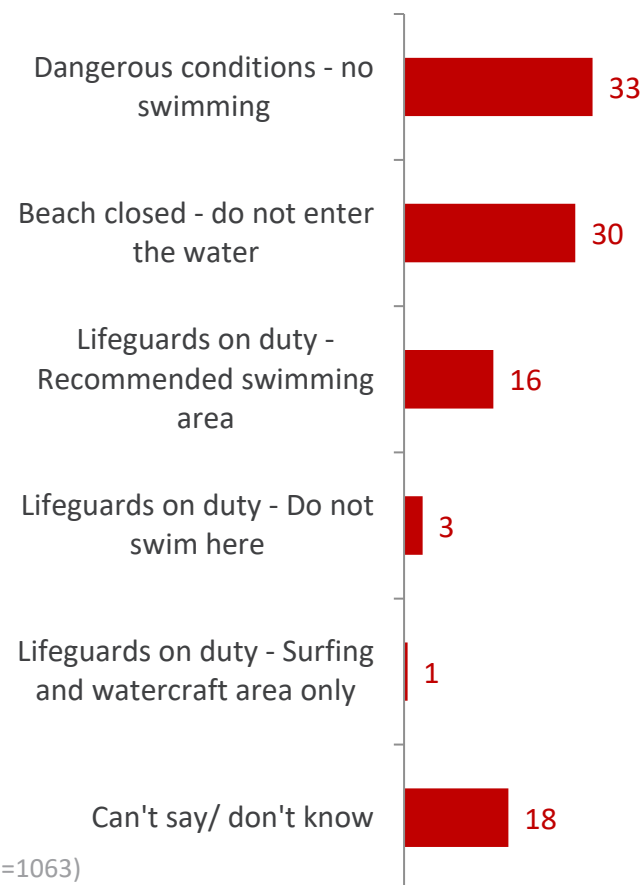
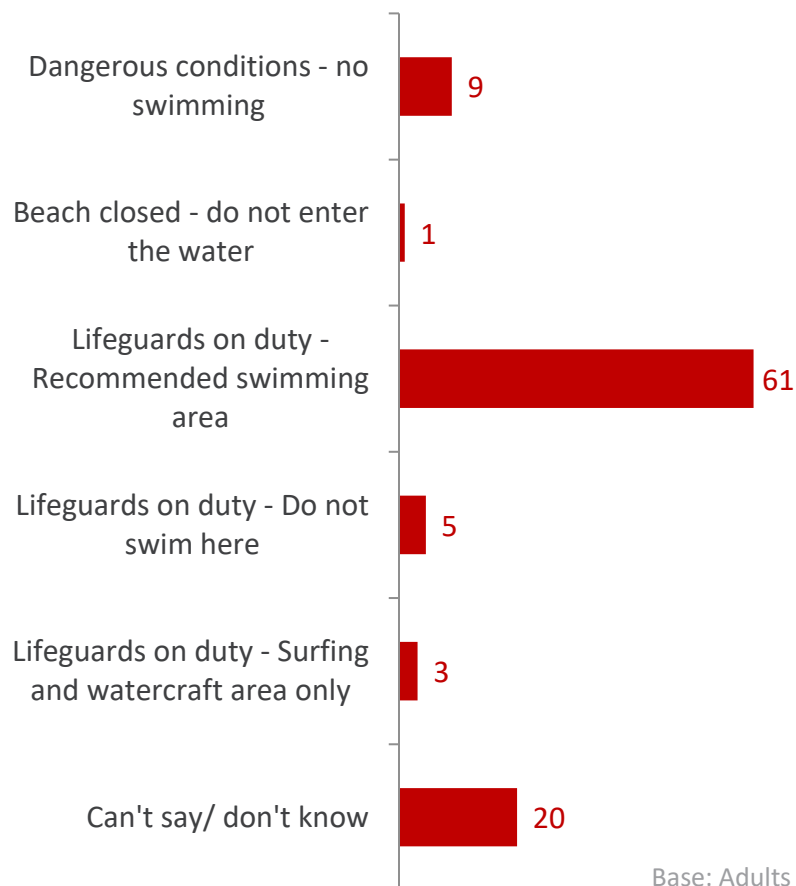
Base: Adults aged 16+ nationally (n=1063)

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Part 2: Coastal Safety: Attitudes, and messages

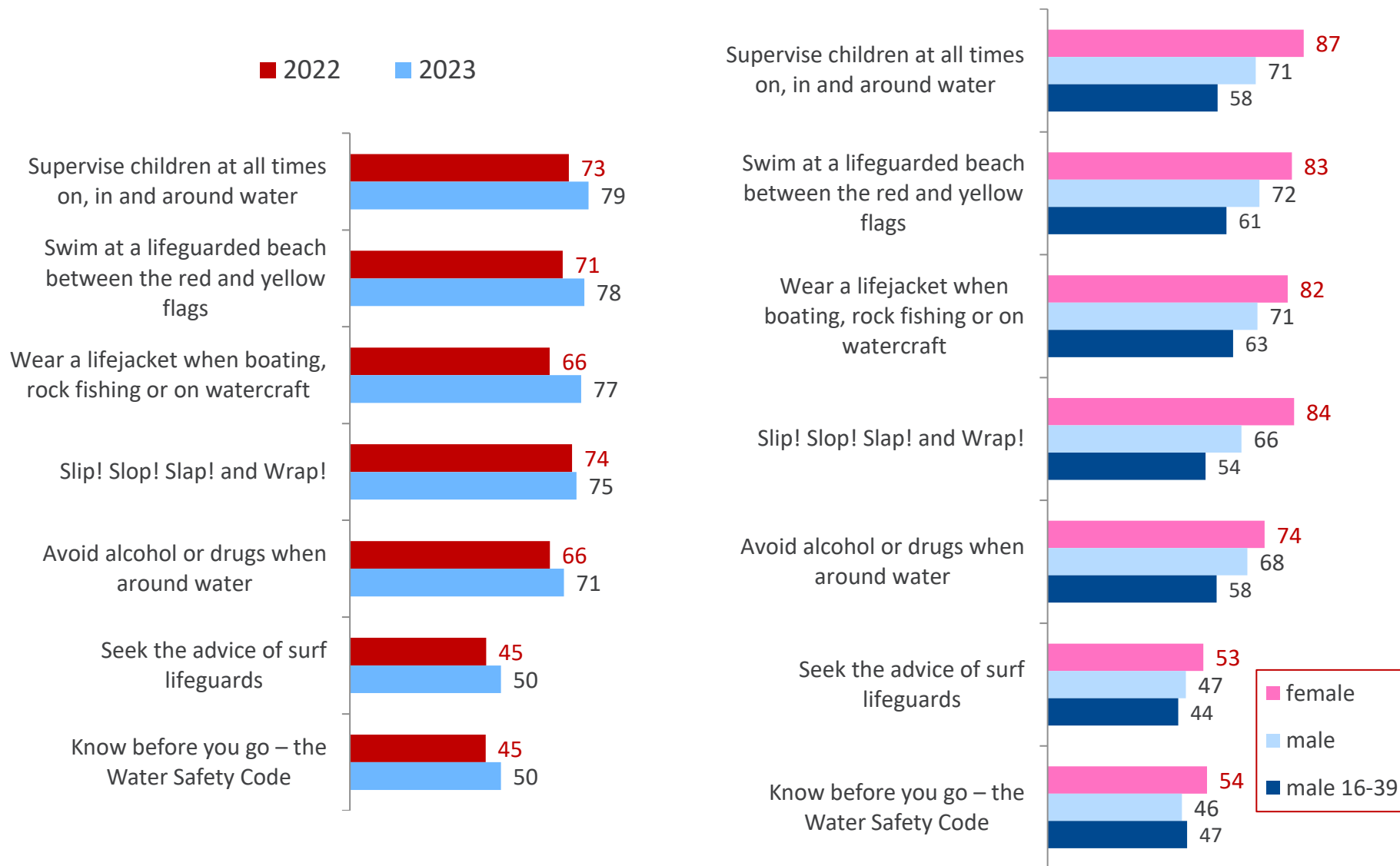


Meaning of the *flags* on the beach



Base: Adults 16+ nationally (n=1063)

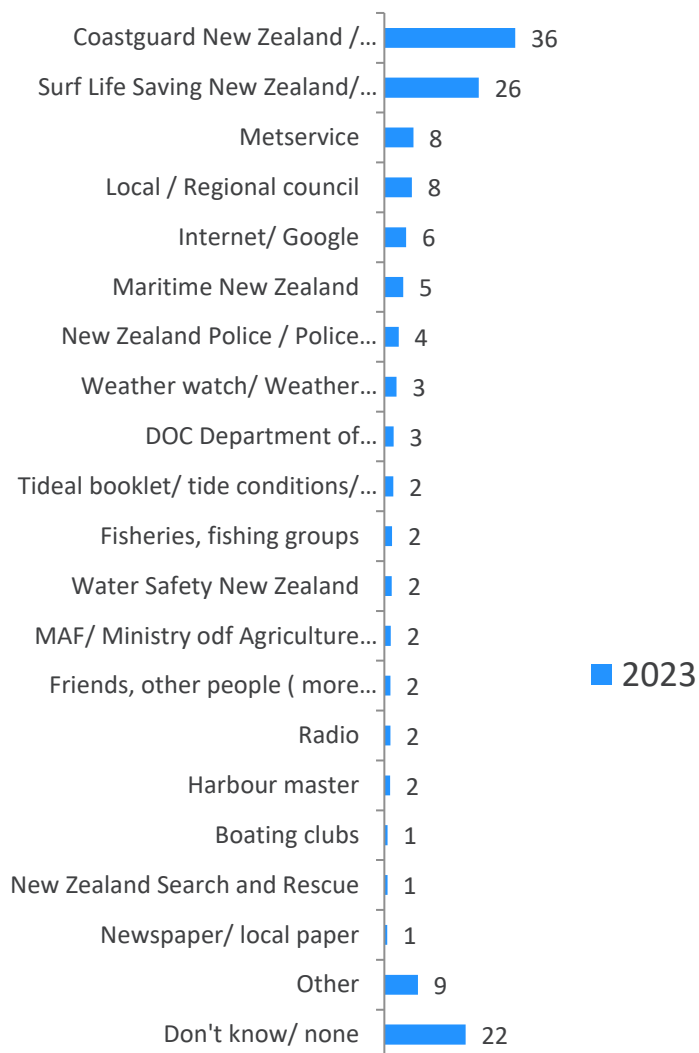
Familiarity with some safety messages



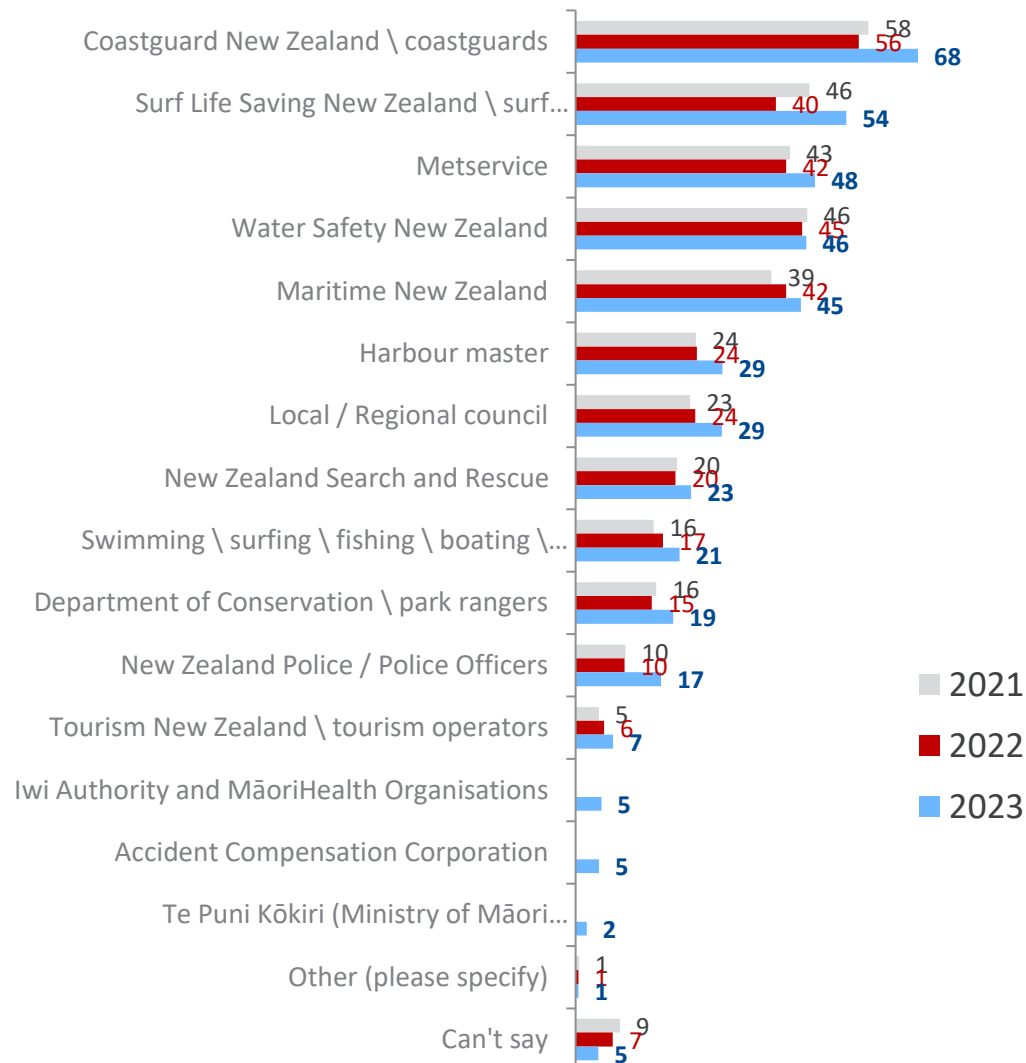
Base: Total sample n= 1027 in 2022 and N= 1063 in 2023/ Female n=553 , Male n =510, Male 16-39 n =208

Coastal safety – authority they would turn to...

Un-aided

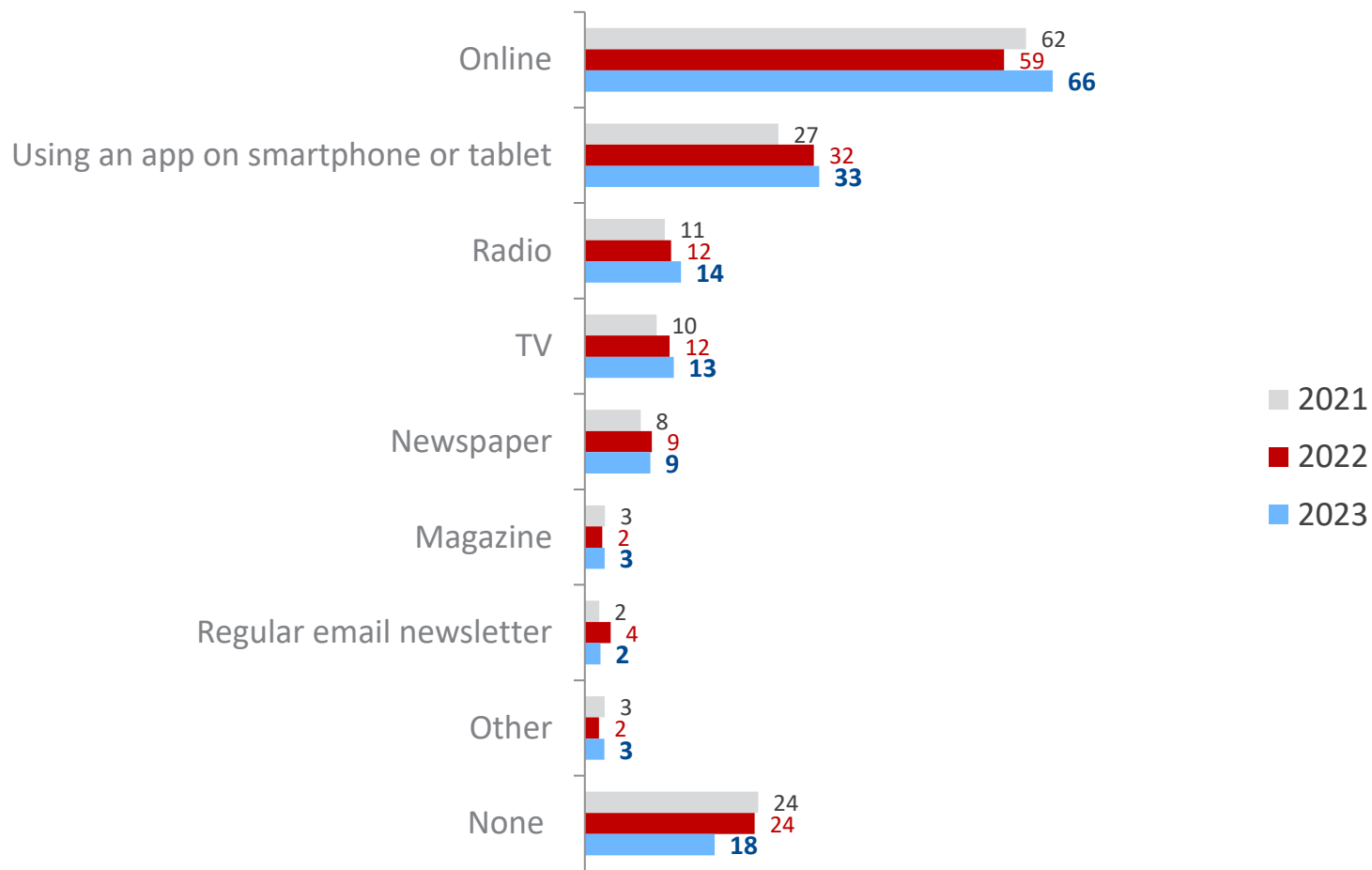


Prompted



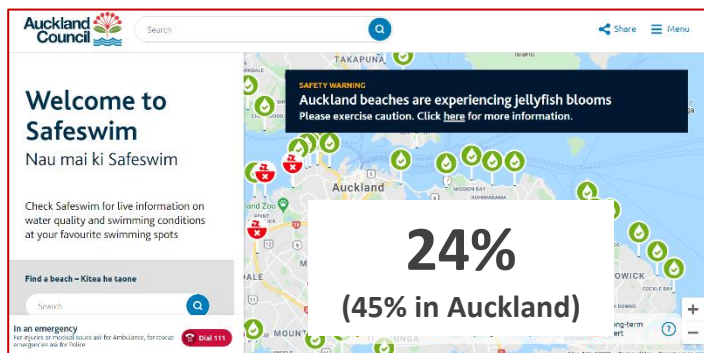
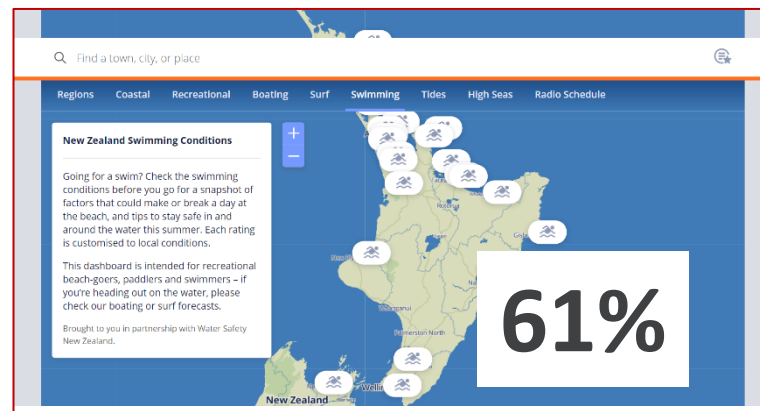
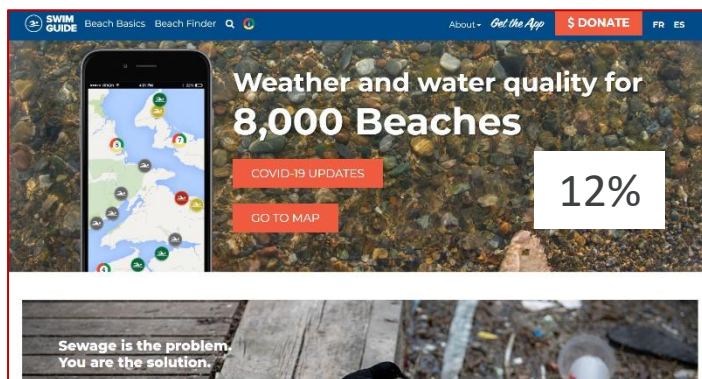
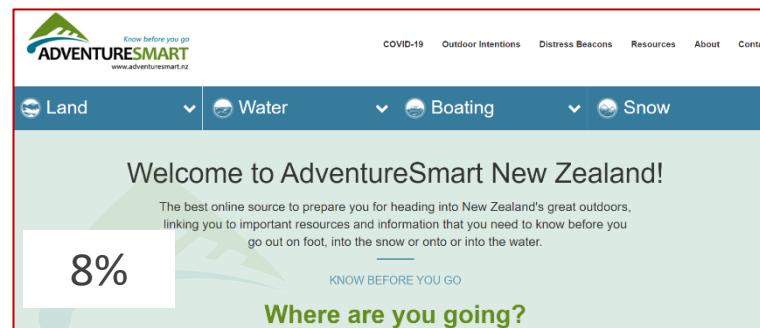
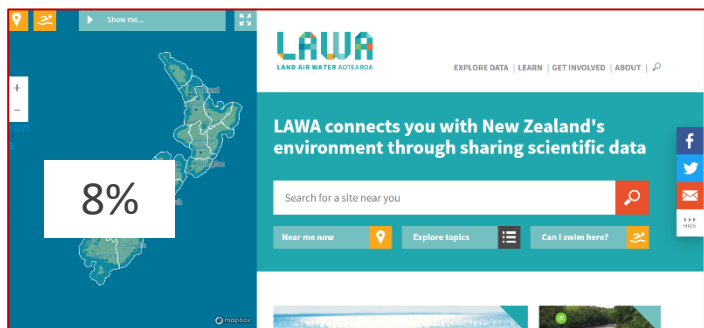
Base: Adults who visit the coast (n=1006, 991, 1025)

Coastal safety –information sources



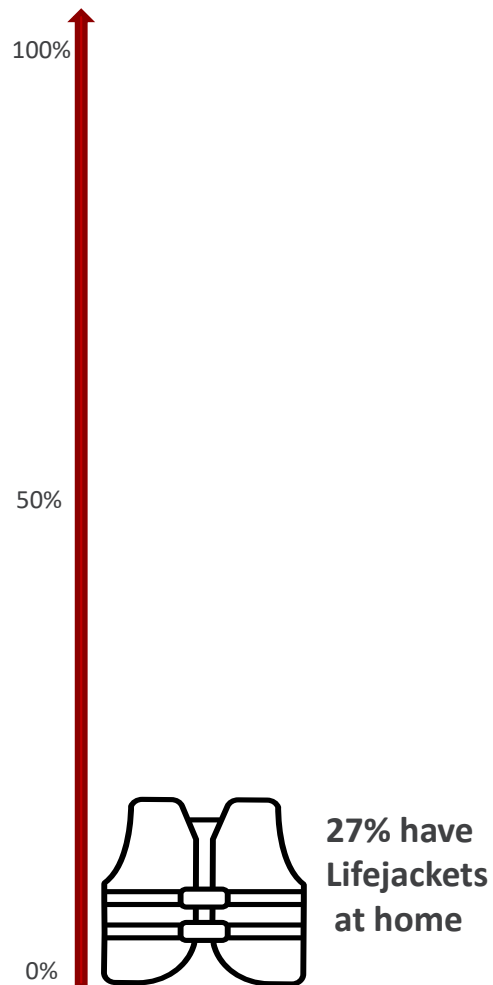
Base: Adults who visit the coast (n=1006, 991, 1025)

Coastal safety websites or apps they have used (Ever/in Past 12 Months)



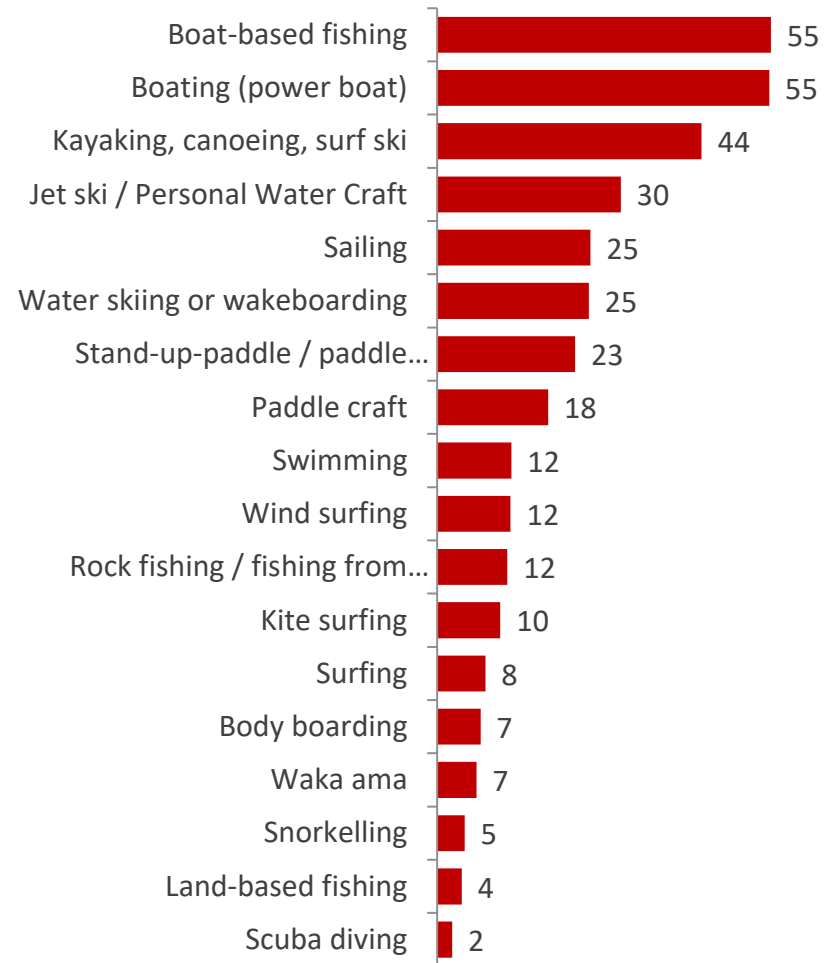
	Never used	YES, USED ONCE IN P12M	YES, USED SEVERAL TIMES ONCE IN P12M	Total used P12M
Met Service	39%	13%	32%	44%
Safeswin	76%	8%	10%	17%
The swim guide	88%	4%	4%	8%
Adventure Smart	92%	4%	3%	6%
LAWA	92%	3%	3%	7%

Base: Adults who visit the coast (n=1006, 991, 1025)



Base: Adults aged 16+ nationally (n=1063)

When use lifejackets

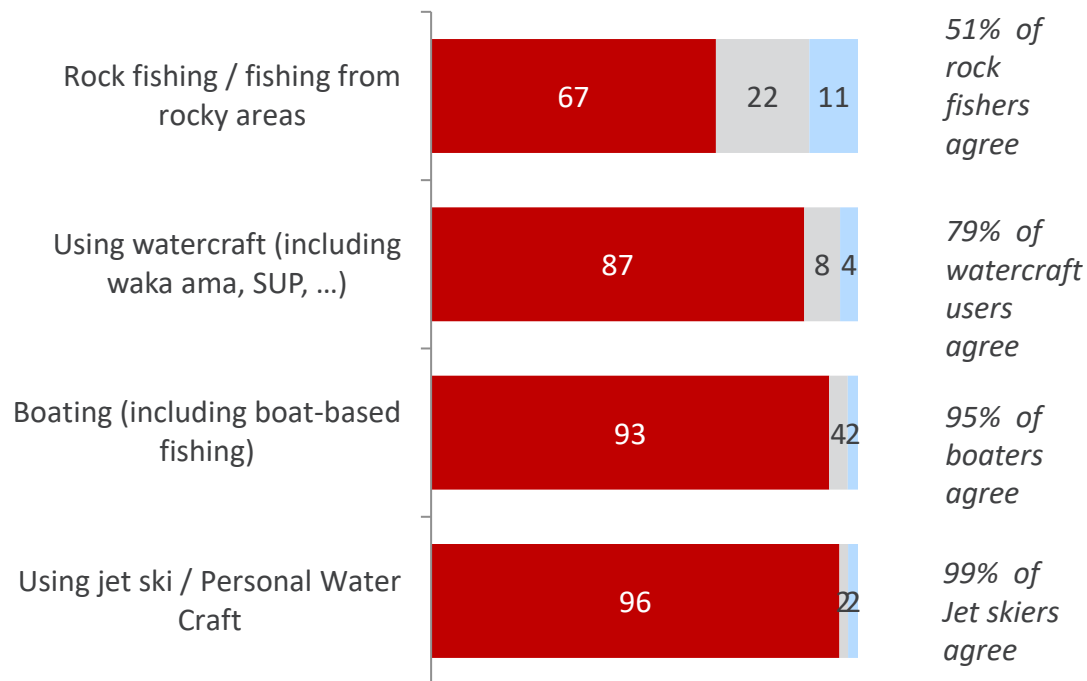
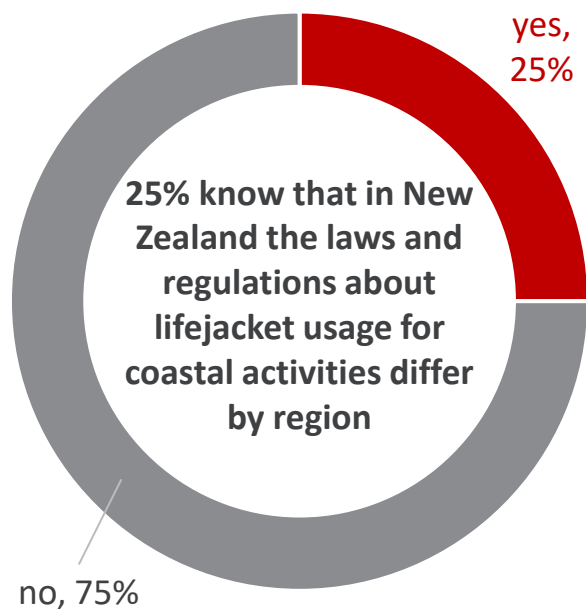


Base: Have lifejackets at home (n=289)

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=1063)

Lifejackets: summary by activity



95%



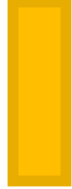
92%



79%



95%



93%



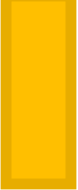
98%



90%



99%



Carry a
lifejacket

Always or
most of the
time wear a
lifejacket

Always wear
a lifejacket

Should be
mandatory
everywhere
in NZ

Why 2 in 10 don't always wear it?

1. It depends where I am/ where I go
2. I have a big boat
3. Not required, not mandatory
4. Not comfortable, not convenient, annoying



87%



83%



58%



79%



Carry a
lifejacket

Always or
most of the
time wear a
lifejacket

Always
wear a
lifejacket

Should be
mandatory
everywhere
in NZ

Why 4 in 10 don't always wear it?

1. Close to the beach/shore, shallow water
2. Don't think it's necessary, don't need
3. It depends where I am/ where I go
4. Experienced enough/ good swimmer



40%



36%



17%



51%



Carry a
lifejacket

Always or
most of the
time wear a
lifejacket

Always wear
a lifejacket

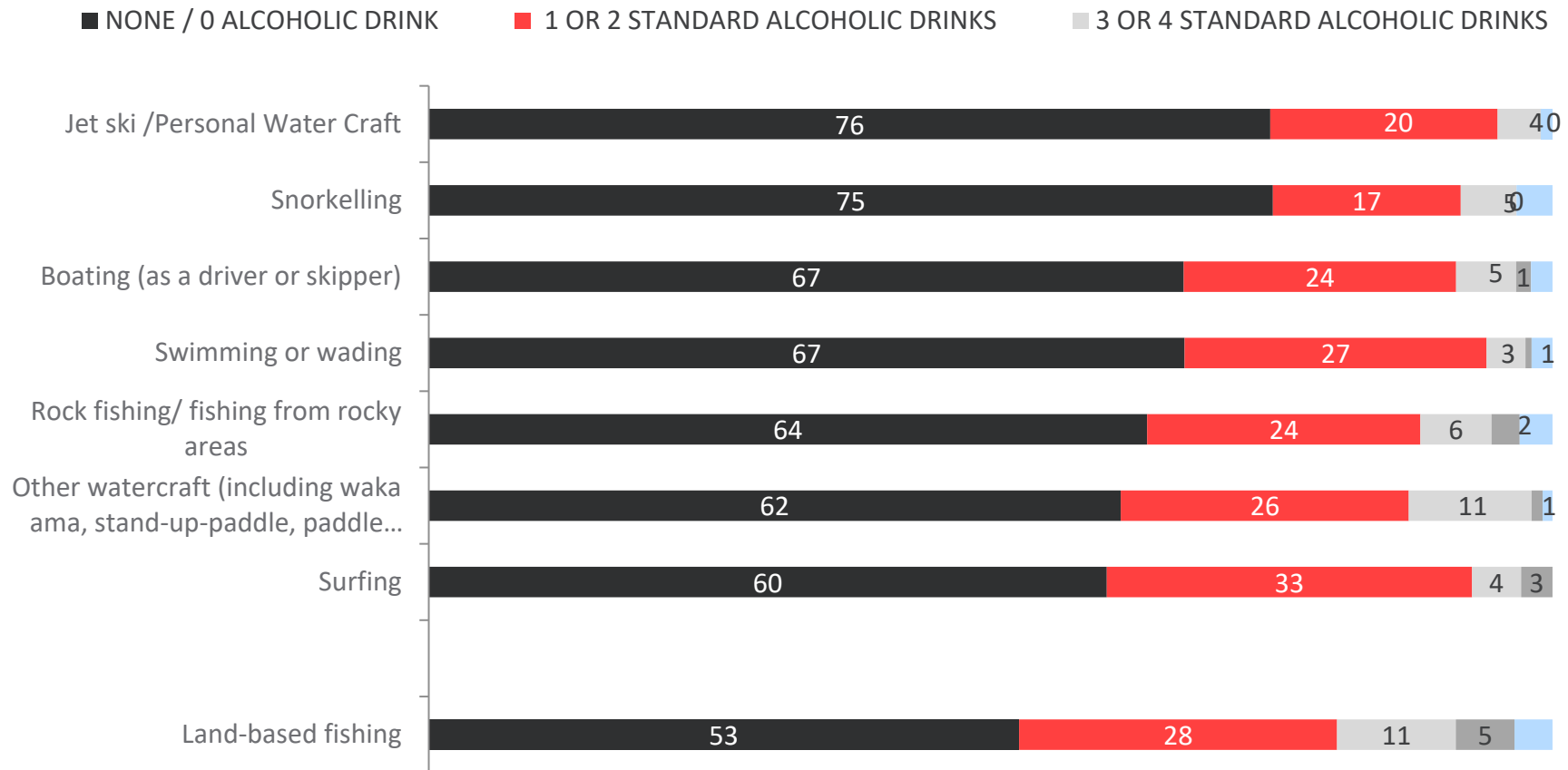
Should be
mandatory
everywhere
in NZ

Why 8 in 10 don't always wear it?

1. No risk, safe where I do it
2. Don't have one
3. Don't think it's necessary, don't need
4. Don't always have it with me / forgot

Coastal activities and alcohol

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



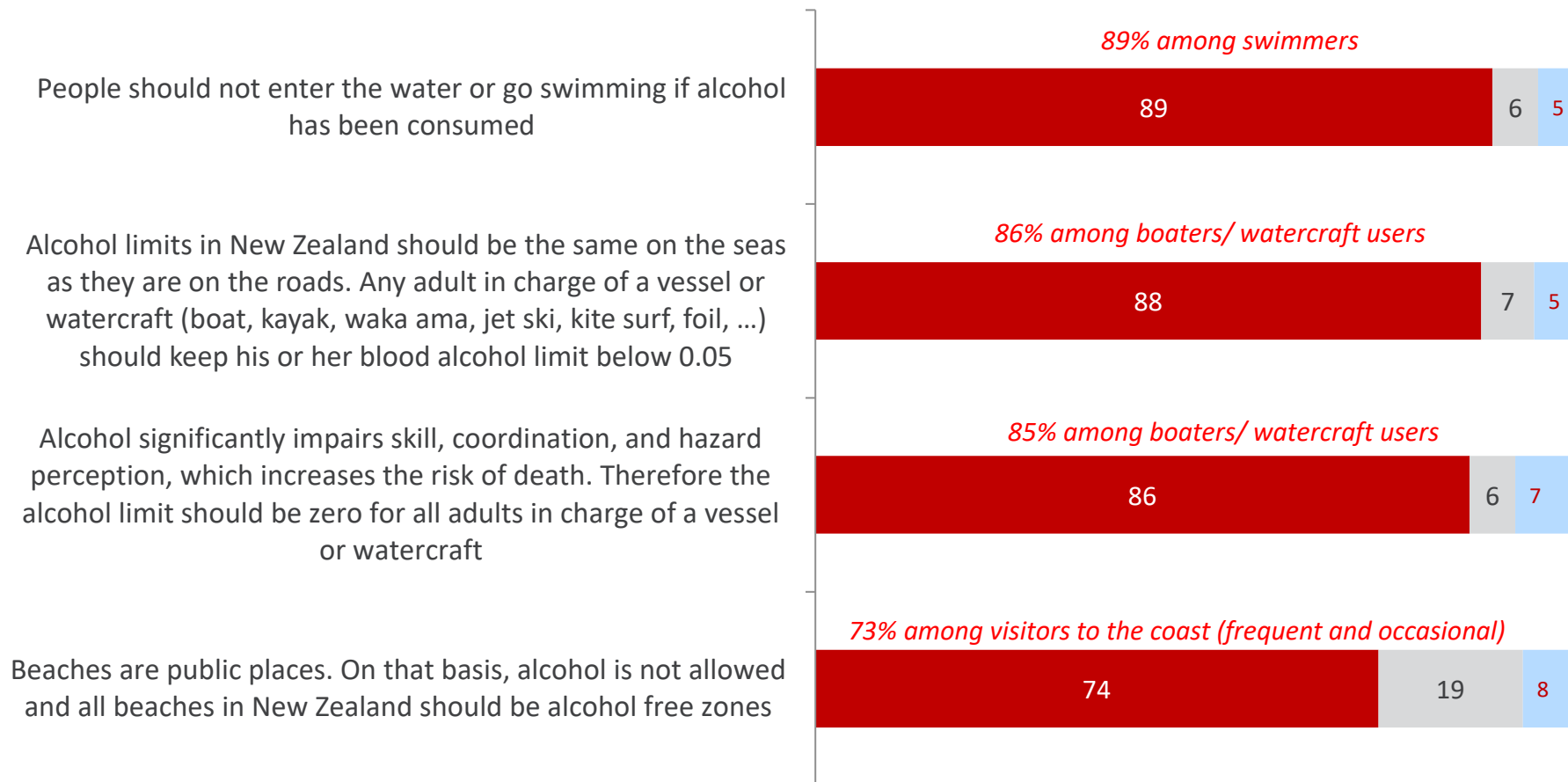
Base: Swimming (n=564), Surfing (n=73), Watercraft (n=106), Rock fishing (n=83), Land-based fishing (n=131), Boating (n=207), snorkelling (n= 76), Scuba diving (n=17), Jet ski (n=70)

Should alcohol be banned at the beach?

■ Yes, agree

■ No, disagree

■ No opinion



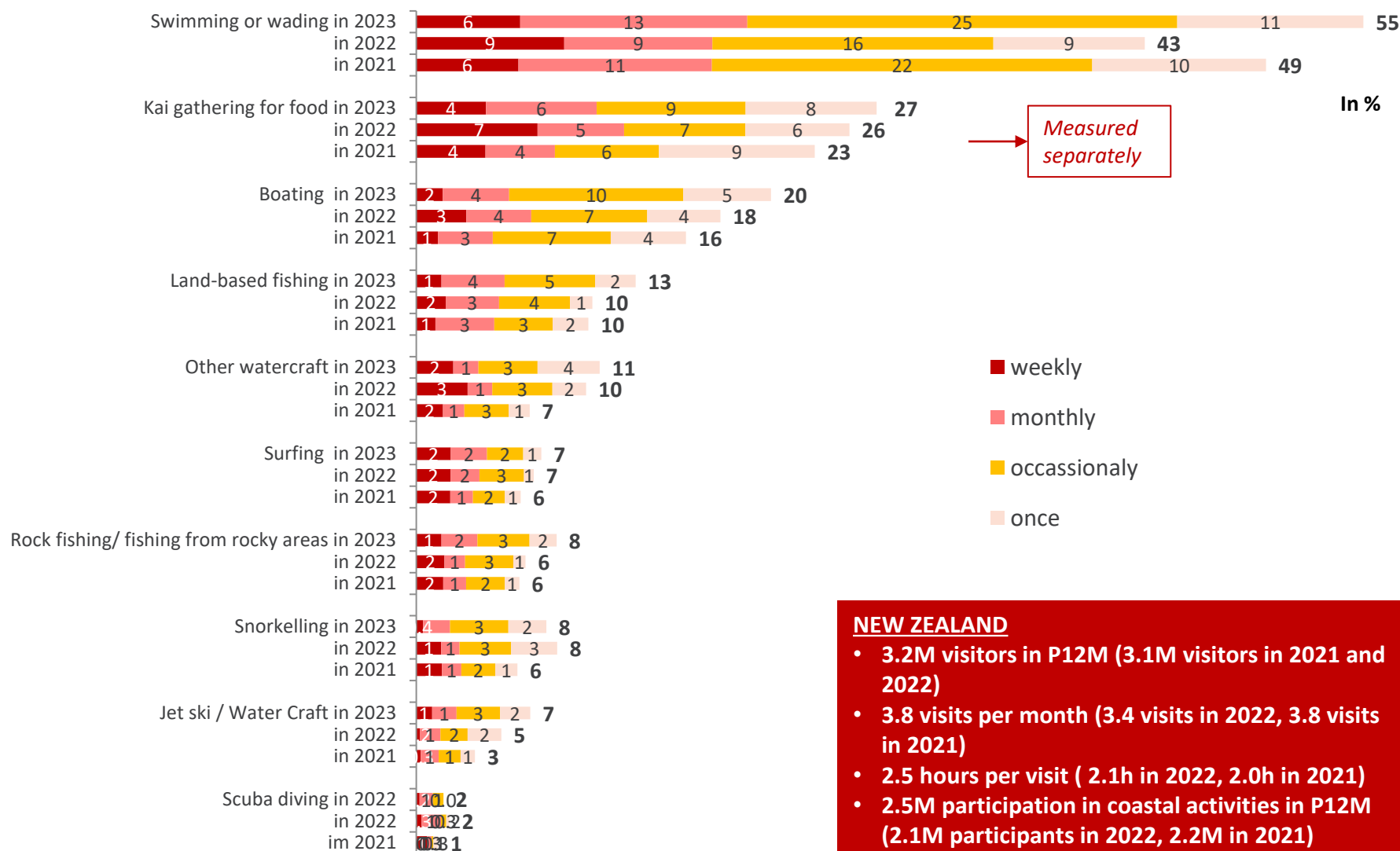
Base: Adults 16+ nationally (n=1063)

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Part 3: Participation in coastal activities



Participation frequency in coastal activities



NEW ZEALAND

- 3.2M visitors in P12M (3.1M visitors in 2021 and 2022)
- 3.8 visits per month (3.4 visits in 2022, 3.8 visits in 2021)
- 2.5 hours per visit (2.1h in 2022, 2.0h in 2021)
- 2.5M participation in coastal activities in P12M (2.1M participants in 2022, 2.2M in 2021)

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

Participation in 2023

Swimming/
wading



Total: 2M

Kai
gathering



1M

Fishing



0.6M

Boating, jet ski
and watercraft



1M

Snorkelling &
Scuba diving



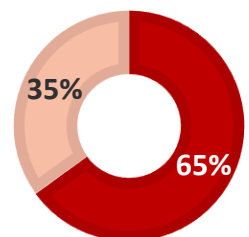
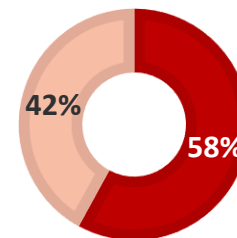
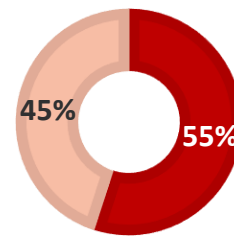
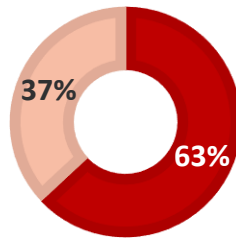
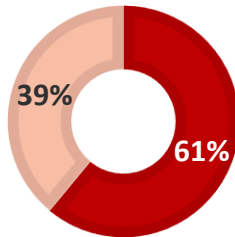
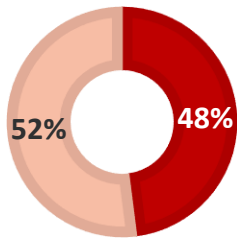
0.3M

Surfing



0.25M

Gender split:



■ Males ■ Females

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

56%

54%

52%

62%

79%

64%

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

Mean

scores:

2.5h

1.3h

1.7h

1.5h

2.9h

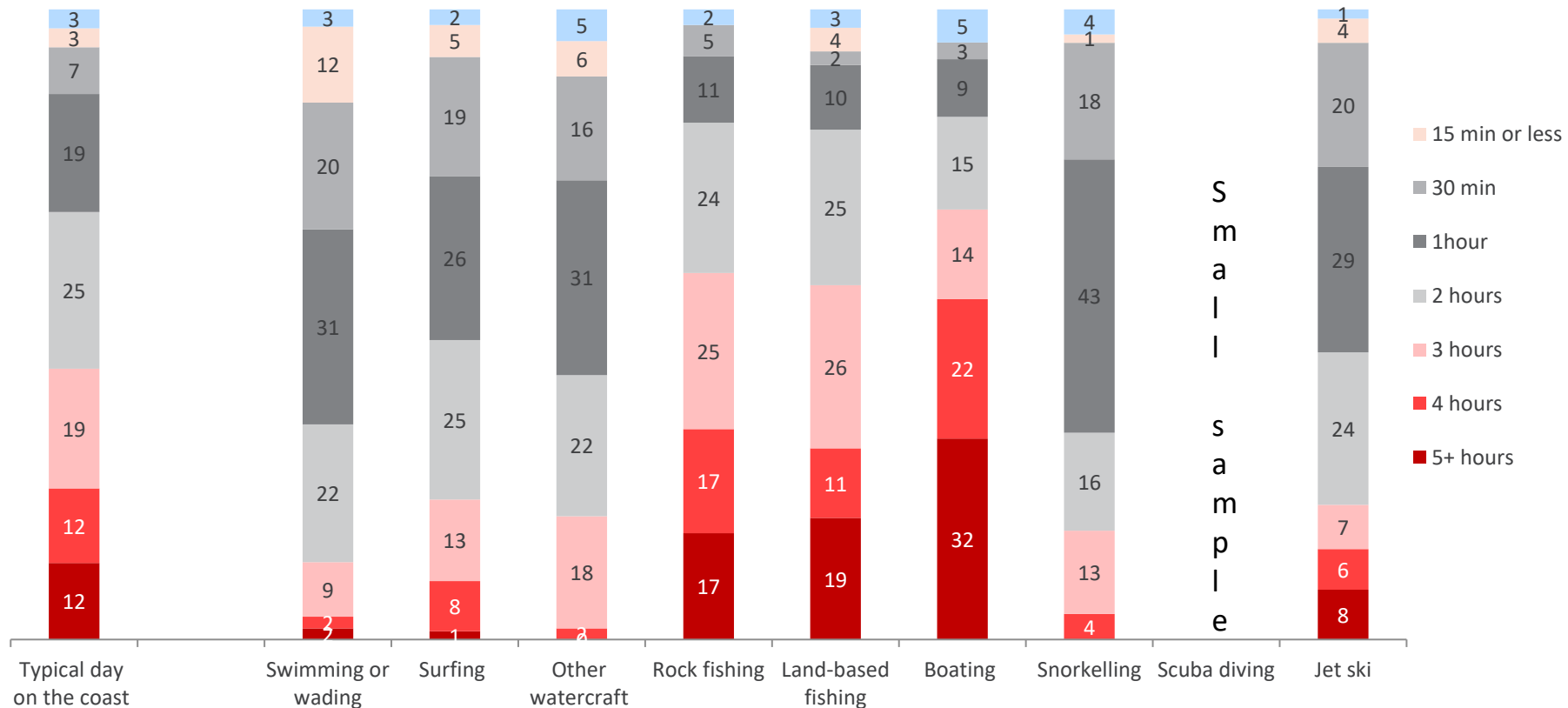
2.9h

3.5h

1.5h

1.5h

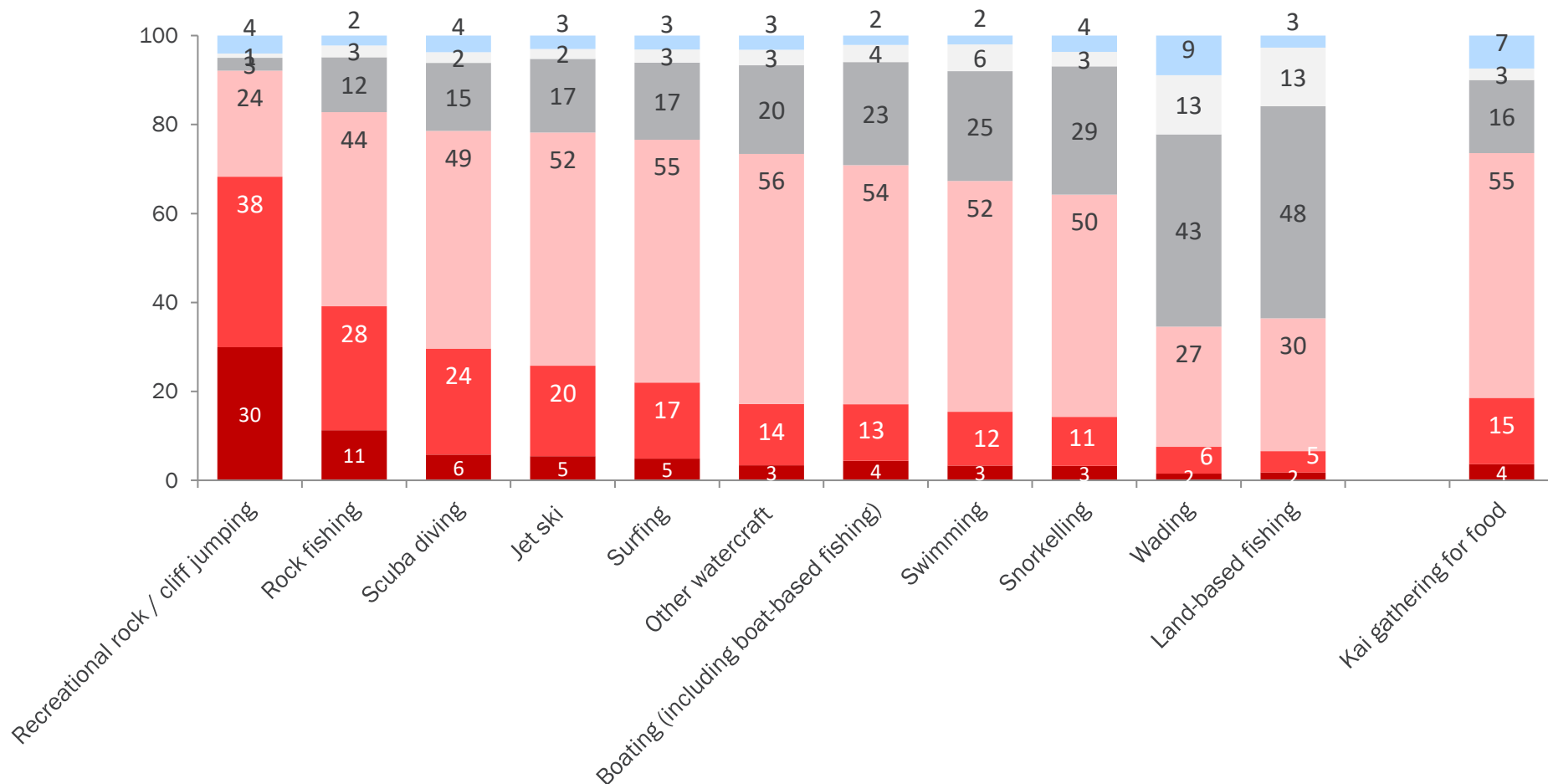
1.8h



Base: Typical day (n=889), Swimming (n=564), Surfing (n=73), Watercraft (n=106), Rock fishing (n=83), Land-based fishing (n=131), Boating (n=207), snorkelling (n= 76), Scuba diving (n=17), Jet ski (n=70)

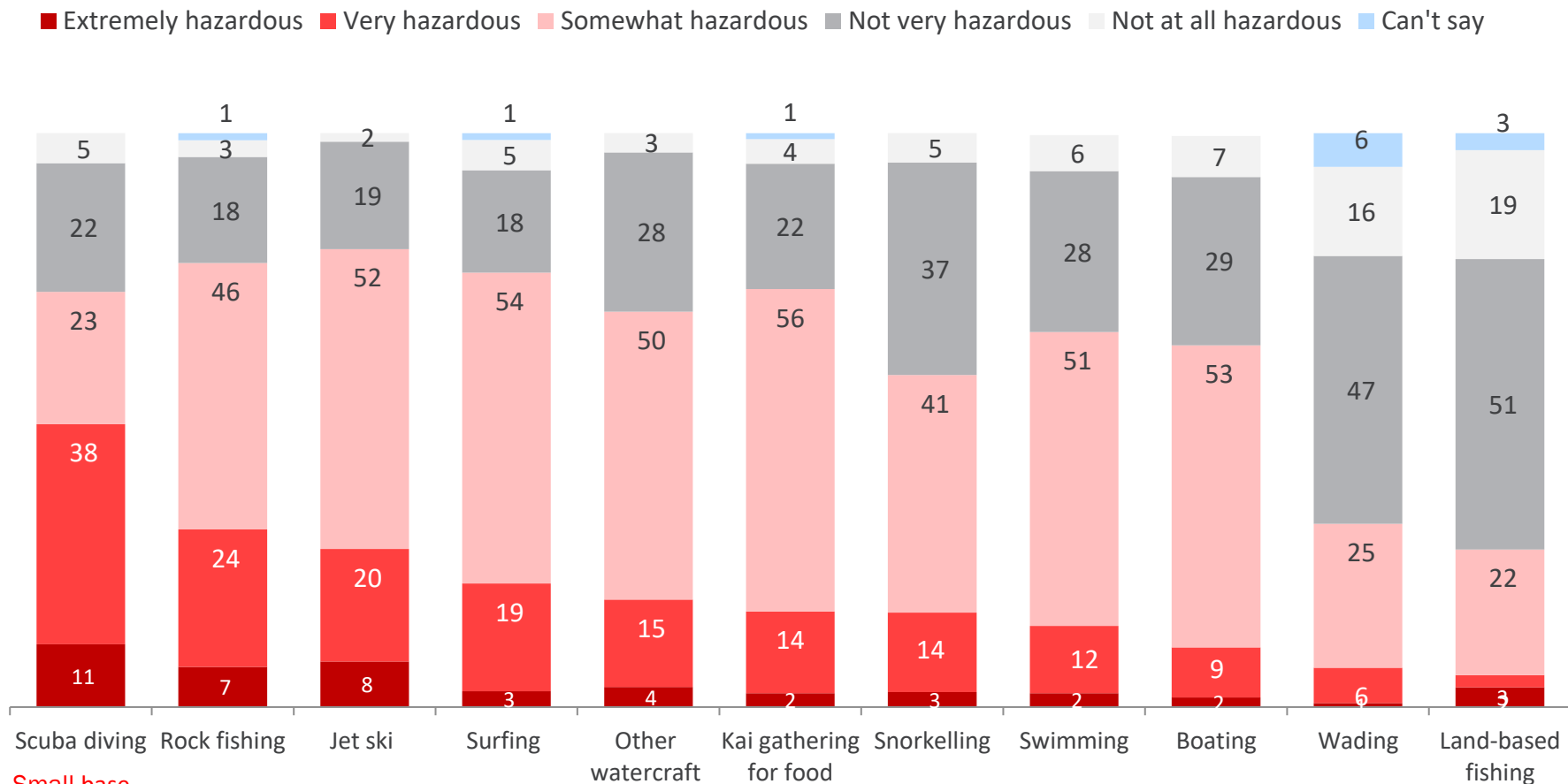
How hazardous is each activity – Total 16+

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



Base: Adults aged 16+ nationally (n=1063)

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



Base: Swimming (n=564), Surfing (n=73), Watercraft (n=106), Rock fishing (n=83),
Land-based fishing (n=131), Boating (n=207), snorkelling (n= 76), Scuba diving (n=17), Jet ski (n=70), Kai gathering for food (n=252)

Rescue: been rescued and/or have rescued someone

Overall amongst the 16+ population:

- 7% have ever been rescued when participating in coastal activities
 - 14% have ever rescued someone else when participating in coastal activities.
- > *26% 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 ...
Surfing	17	19
Swimming or wading	9	19
Jet ski	7	18
Snorkelling	4	18
Other watercraft	7	17
Boating	3	17
Rock fishing	5	7

Base : Swimming (n=564), Surfing (n=73), Watercraft (n=106), Rock fishing (n=83), Land-based fishing (n=131), Boating (n=207), snorkelling (n= 76), Scuba diving (n=17), Jet ski (n=70)

7% have been rescued: where, when and how?

w h e n	In the last 18 months	14
	2 to 5 years ago	41
	6 to 10 years ago	9
	More than 10 years ago	33
w h e r e	Beach (less than 500 m from shore)	53
	Rocky coast (eg shore platform, cliffs, rocky headland, reef)	8
	Open ocean (more than 500m from shore)	22
	Jetty / pier / marina	3
	River mouth / estuary	5
	Somewhere else	6
T i m e	Can't say, can't remember	4
	12am - 4am	1
	4am - 8 am	3
	8am - 12pm	29
	12pm - 4pm	43
	4pm - 8pm	7
	8pm - 12am	1
	Can't say, can't remember	15

**9% of
male have
been
rescued vs
6% of
female**

l i f e g u a r d	Yes, there were lifeguards on duty patrolling the area	49
	No lifeguards at this patrolled beach as it was outside patrol hours	5
	No lifeguards as it was at an unpatrolled beach	37
	Can't say, can't remember	9
h o w	A board	20
	A tube	14
	An angel ring / a life buoy	7
	A lifejacket	17
	Another flotation device or a watercraft	14
	None, no flotation device	23
w h o	Can't say, can't remember	5
	By someone I knew	35
	By a lifeguard	41
	By someone else, a stranger	24
	Can't say, can't remember	-

Base: have ever been rescued (n=79)

14% have ever rescued someone else : where, when and how?

**w
h
e
n**

In the last 18 months	22
2 to 5 years ago	34
6 to 10 years ago	16
More than 10 years ago	22

**w
h
e
r
e**

Beach (less than 500 m from shore)	43
Rocky coast (eg shore platform, cliffs, rocky headland, reef)	10
Open ocean (more than 500m from shore)	18
Jetty / pier / marina	2
River mouth / estuary	12
Somewhere else	9
Can't say, can't remember	5

**T
i
m
e**

12am - 4am	1
4am - 8 am	3
8am - 12pm	14
12pm - 4pm	59
4pm - 8pm	14
8pm - 12am	0
Can't say, can't remember	10

**17% of
male have
rescued
someone
vs 11% of
female**

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

**l
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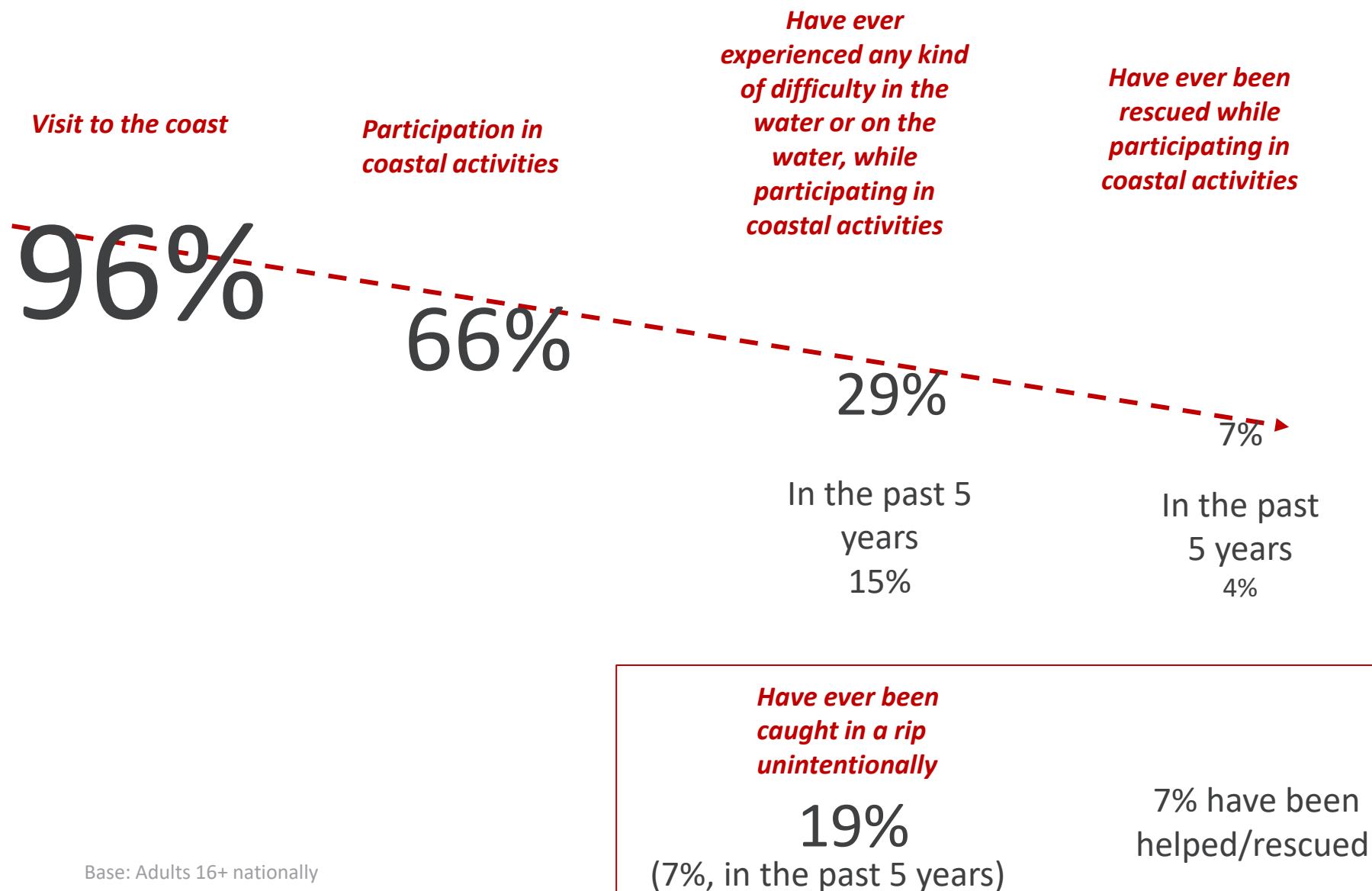
**h
o
w**

**w
h
o**

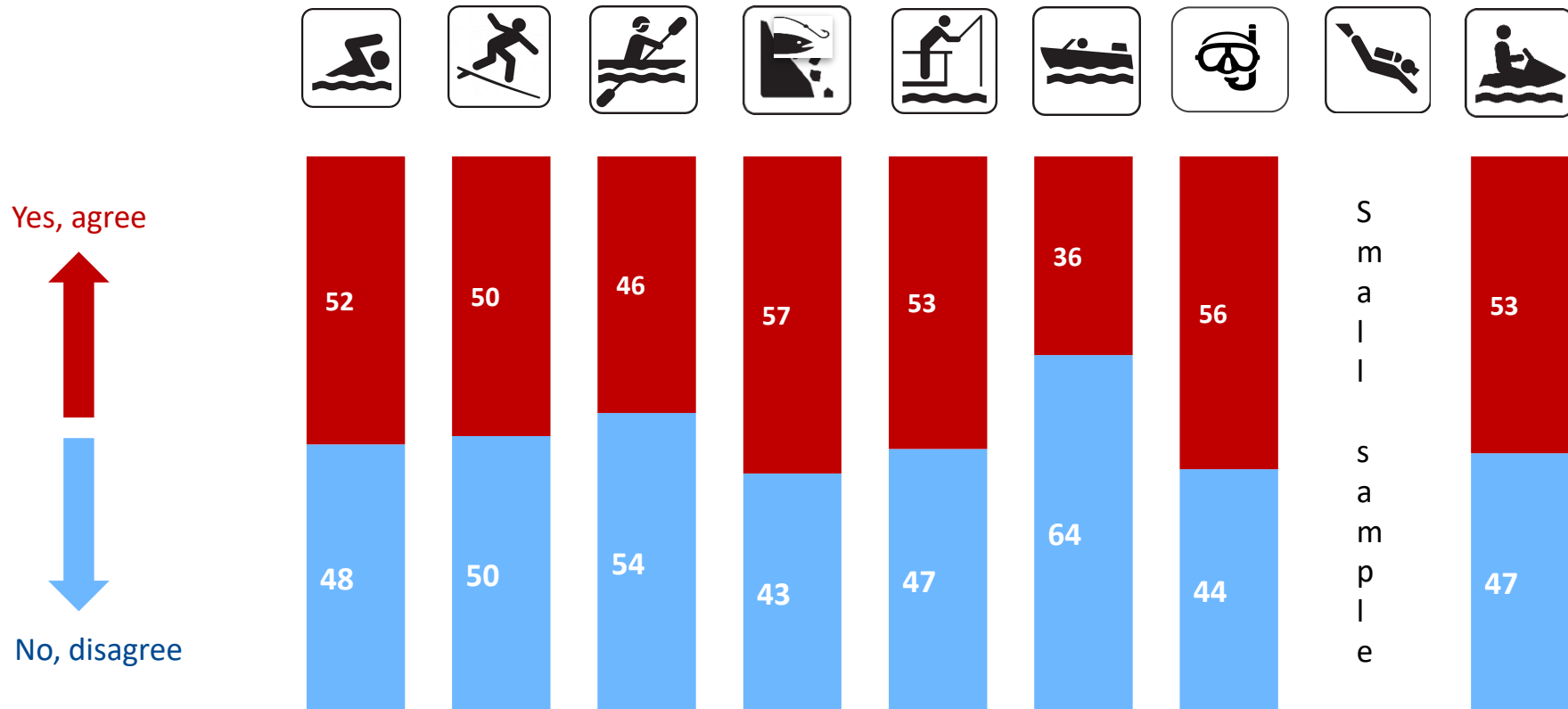
Yes, there were lifeguards on duty patrolling the area	16
No lifeguards at this patrolled beach as it was outside patrol hours	14
No lifeguards as it was at an unpatrolled beach	58
Can't say, can't remember	12
A board	10
A tube	3
An angel ring / a life buoy	7
A lifejacket	10
Another flotation device or a watercraft	13
None, no flotation device	54
Can't say, can't remember	2
Rescued someone I knew	46
Rescued someone else, a stranger	51
Can't say	3

Base: have ever rescued someone else (n=148)

Visit, participation, difficulty, rescues ...



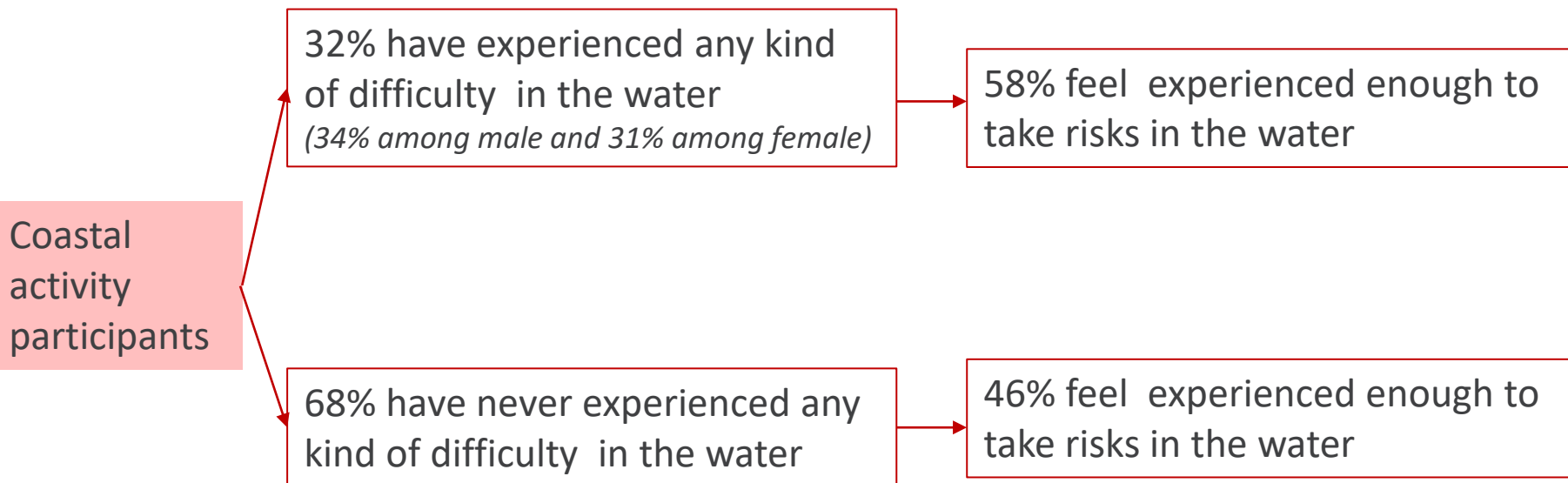
'Do you agree with: "I am experienced enough to take some risk when participating in..."?



Base : Swimming (n=564), Surfing (n=73), Watercraft (n=106), Rock fishing (n=83),
Land-based fishing (n=131), Boating (n=207), snorkelling (n= 76), Scuba diving (n=17), Jet ski (n=70)

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.



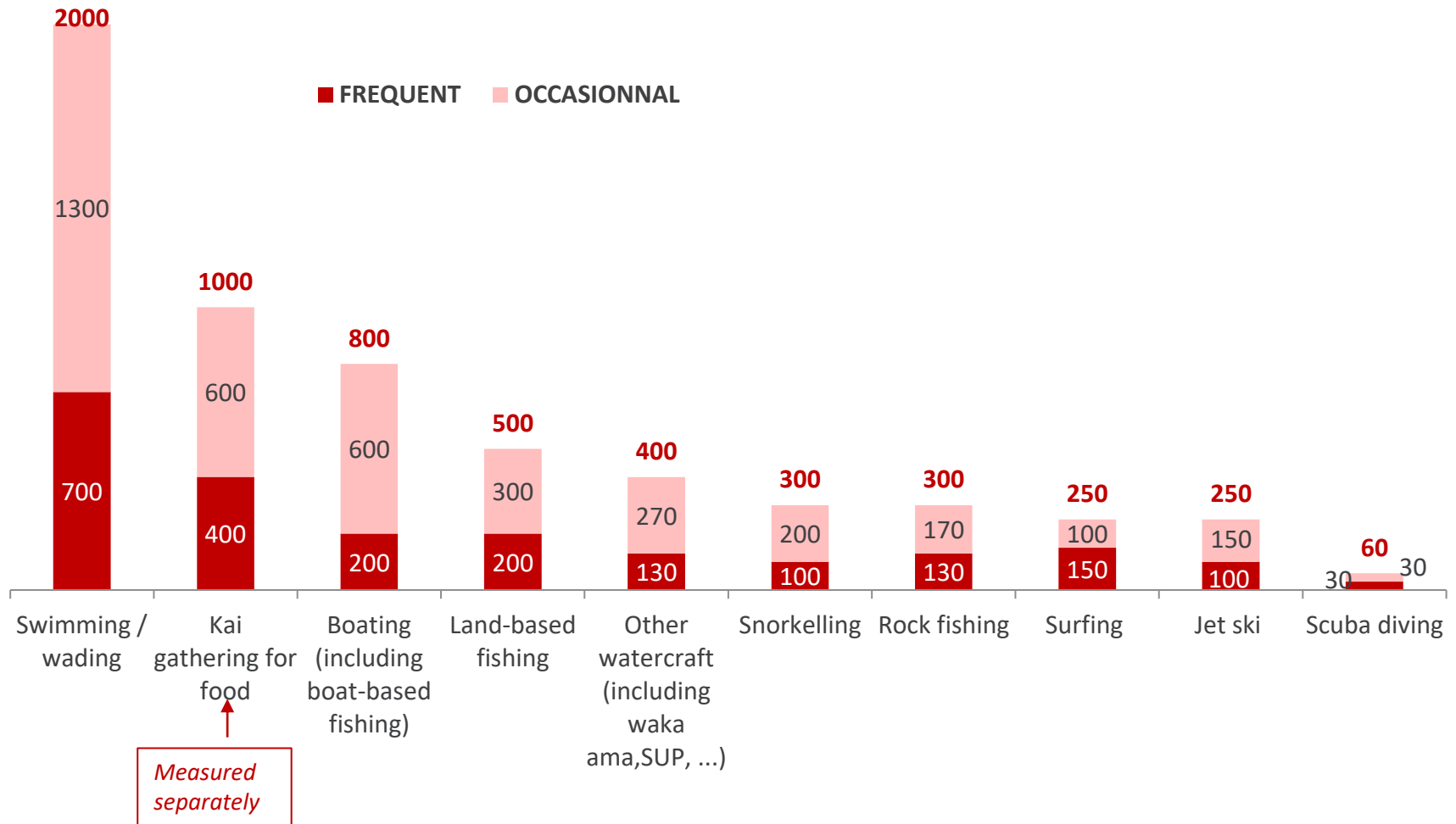
National Coastal and Water Safety Survey 2023

Part 4: Focus on coastal activities



Participation in coastal activities in 2023

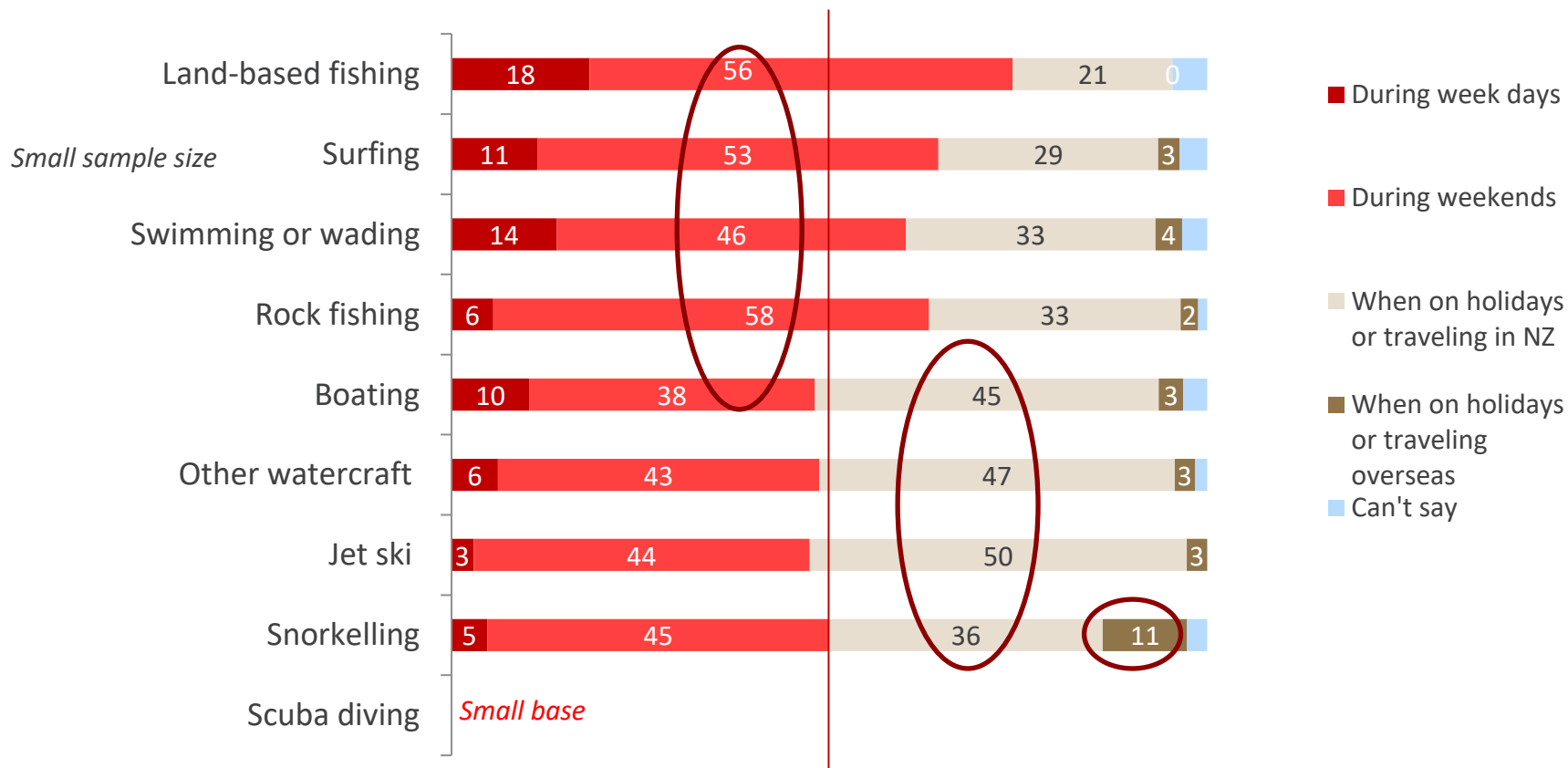
In thousands



Base: Adults aged 16+ nationally

Coastal activities: when and where?

When and where do they usually do it?



Base : Swimming (n=564), Surfing (n=73), Watercraft (n=106), Rock fishing (n=83),
Land-based fishing (n=131), Boating (n=207), snorkelling (n= 76), Scuba diving (n=17), Jet ski (n=70)

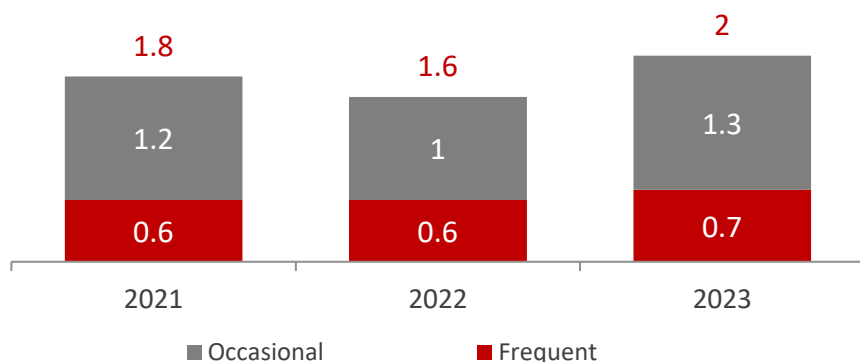
3.1 Swimming & wading



Swimming and wading

Key metrics:

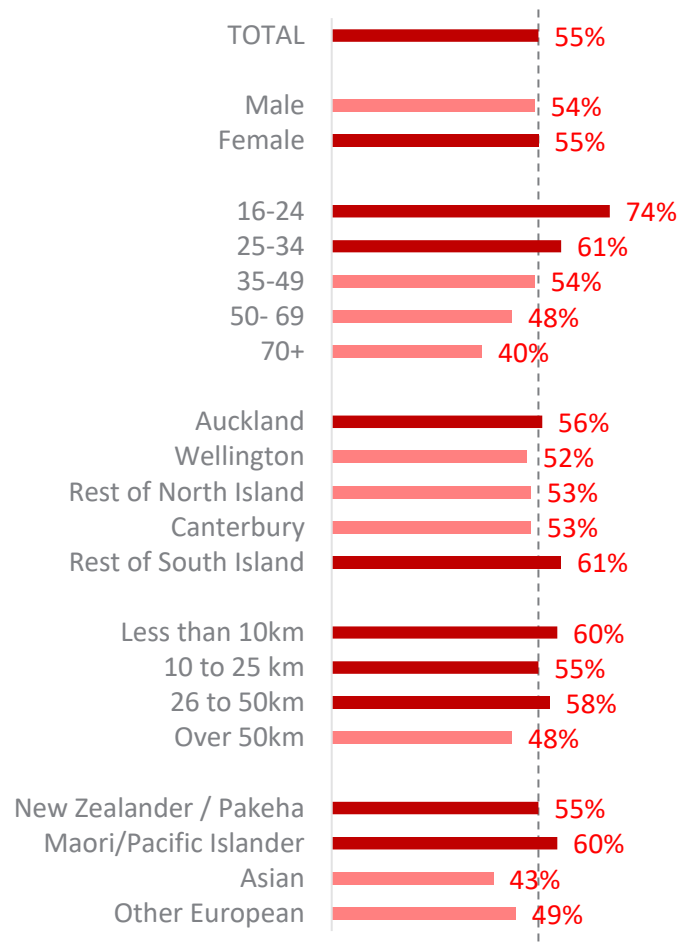
- Number of swimmers – 2 million
- Number of frequent swimmers (at least once a month) – 0.7 million



Experience/expertise (in 2023):	In %
Beginner	19%
Intermediate	56%
Advanced	24%

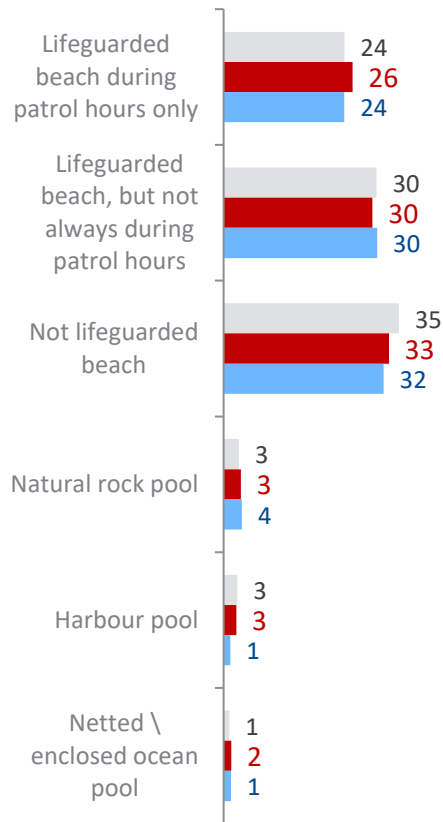
52% of swimmers feel experienced enough to take some risks

Profile of ocean swimmers

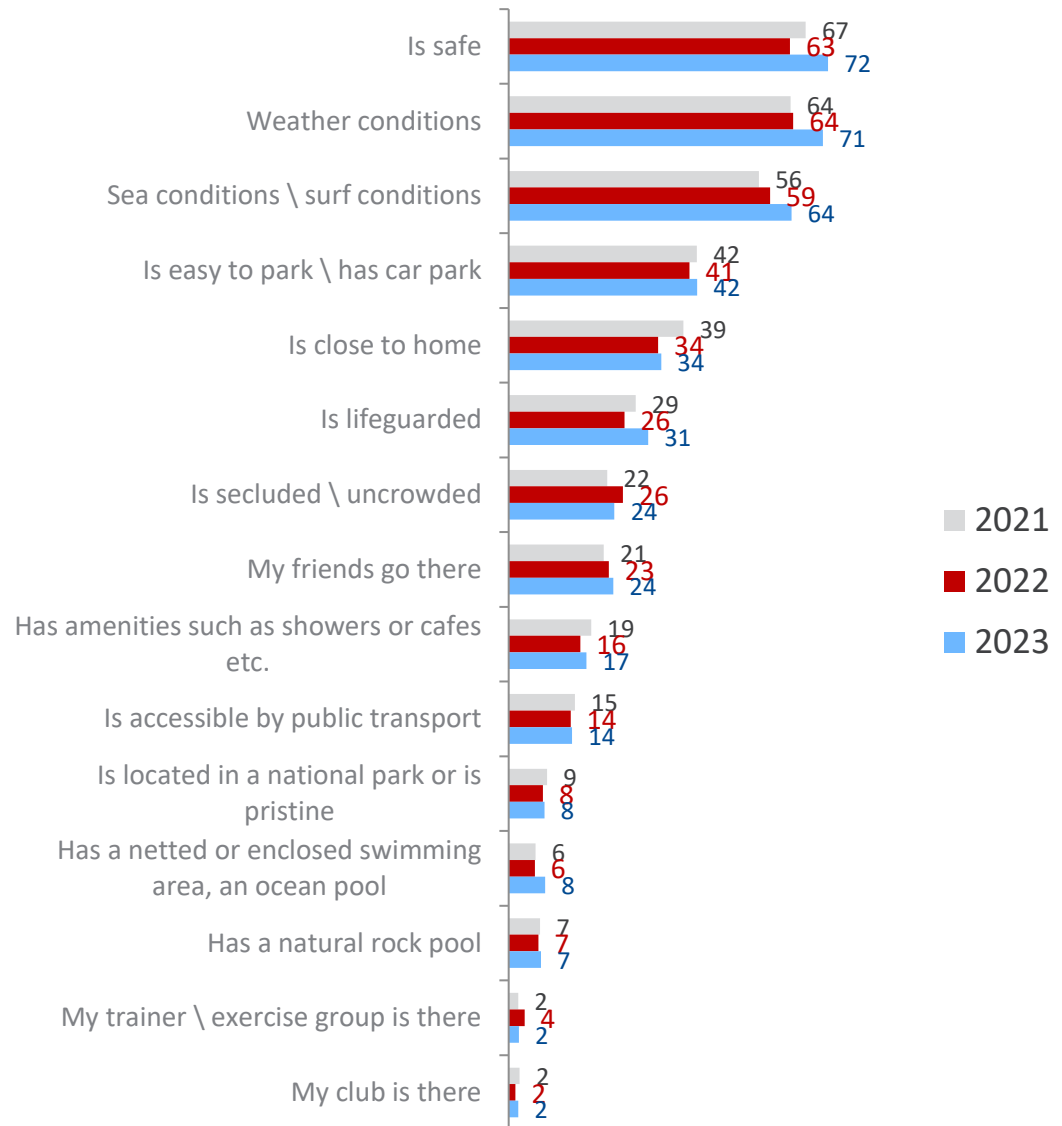


Base: Adults aged 16+ nationally

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



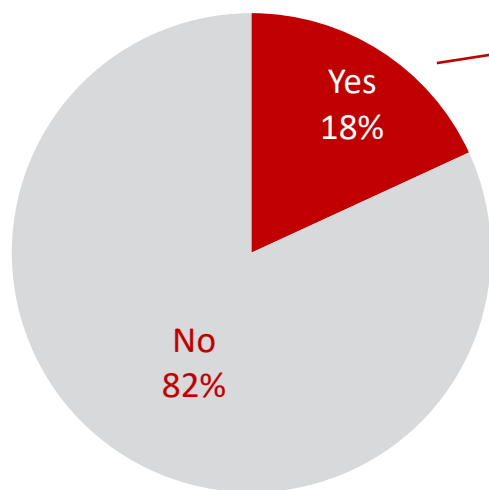
Lifeguarded beach:
54%



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

Participation in Open Water Ocean Swimming

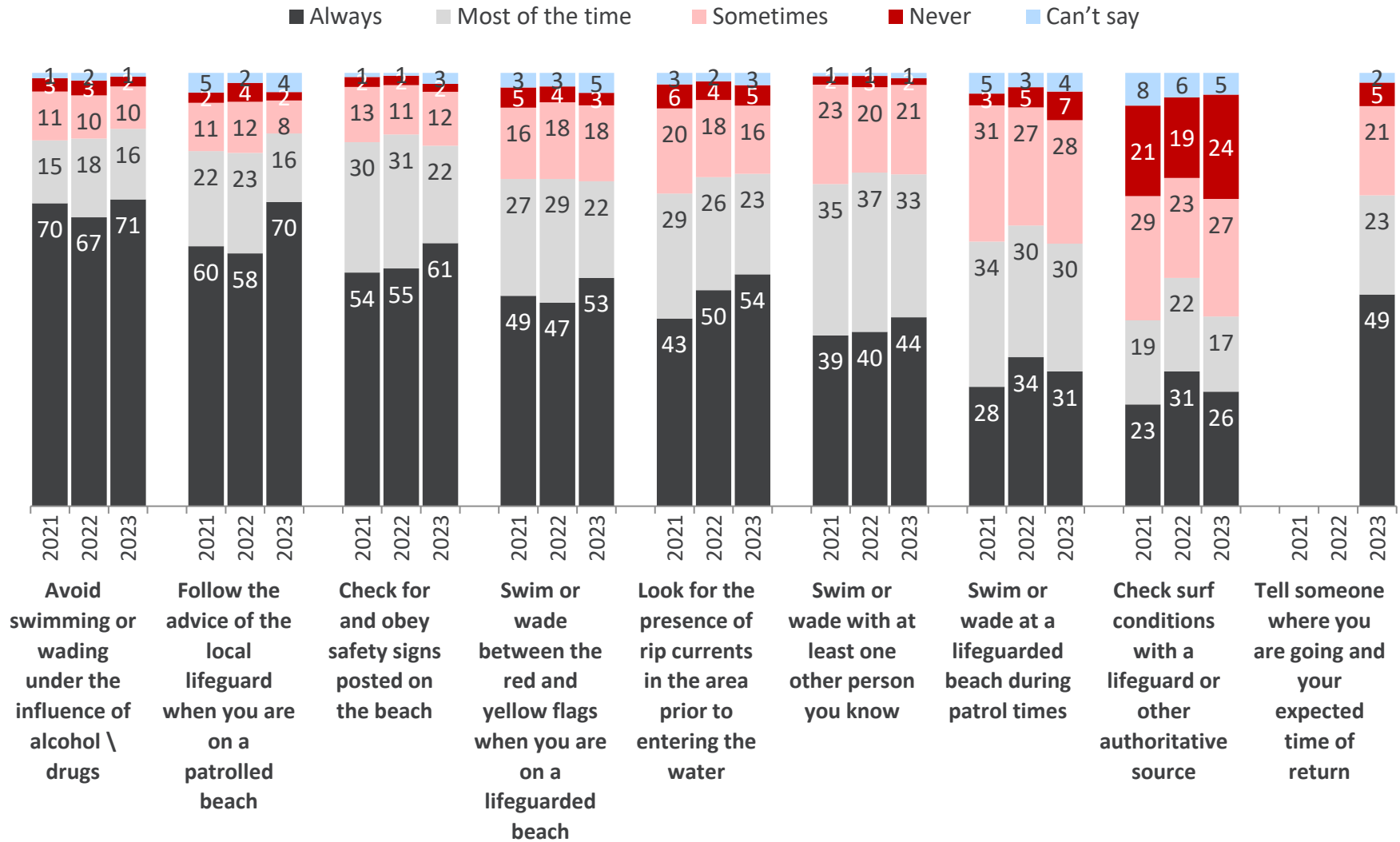
'Do you participate in open water ocean swimming?



- 4% usually as part of a group/club
- 14% Usually on their own/with a friend

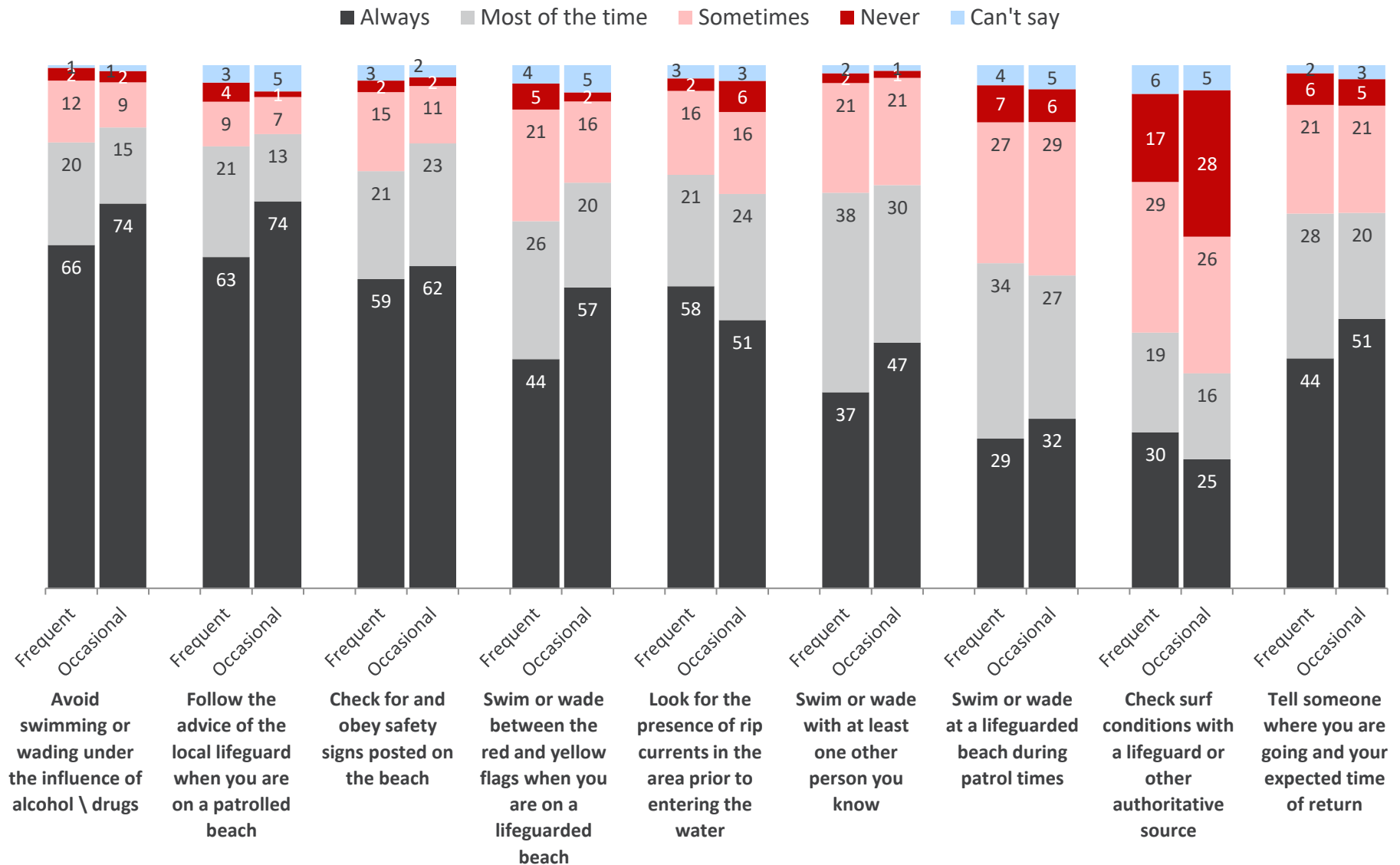
Base: Adults who participate in swimming (n=579)

Swimming or wading: safety practises



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

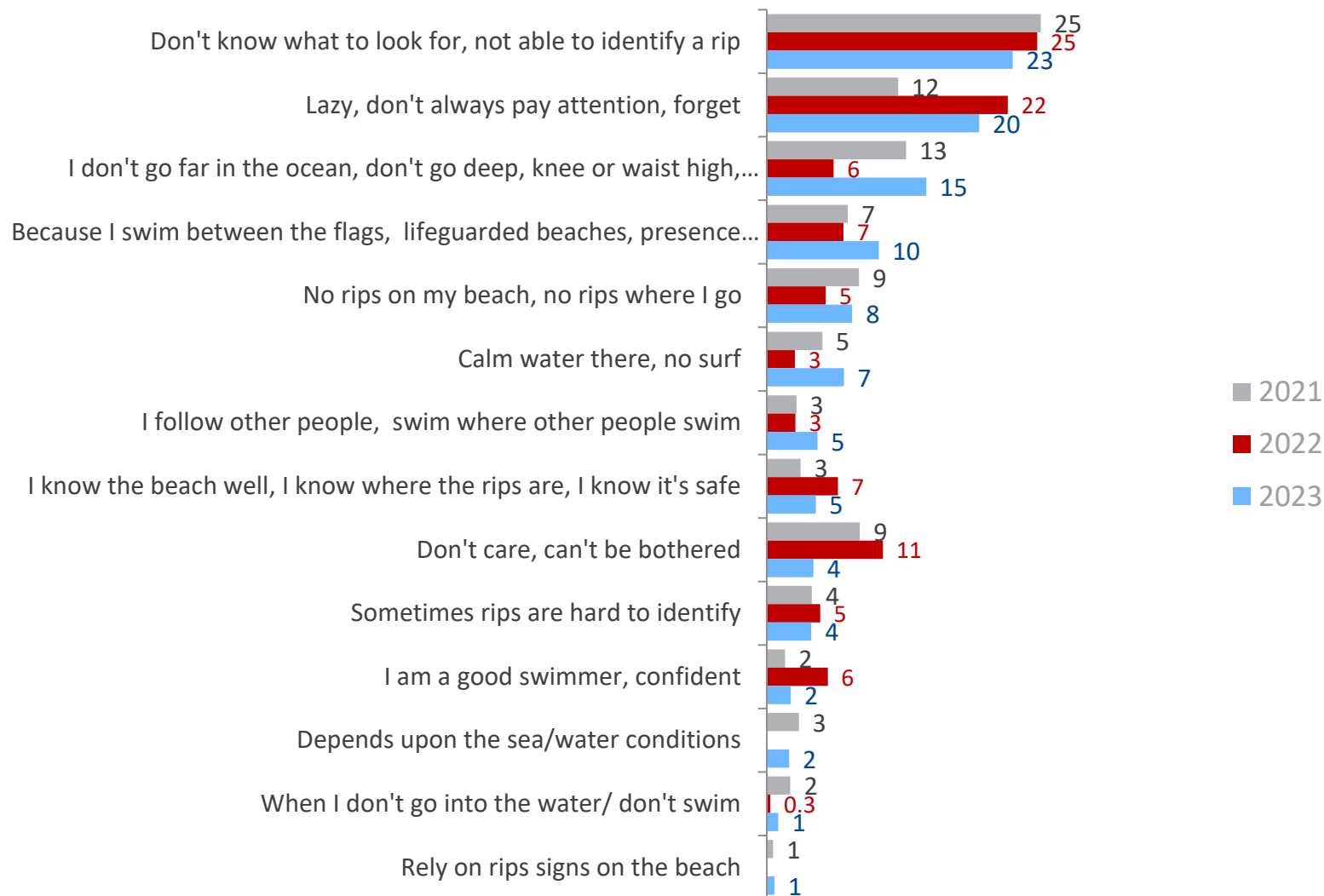
Safety practises among frequent vs. occasional swimmers



Base: Adults who participate in swimming or wading (Frequent n=199, Occasional n=380)

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

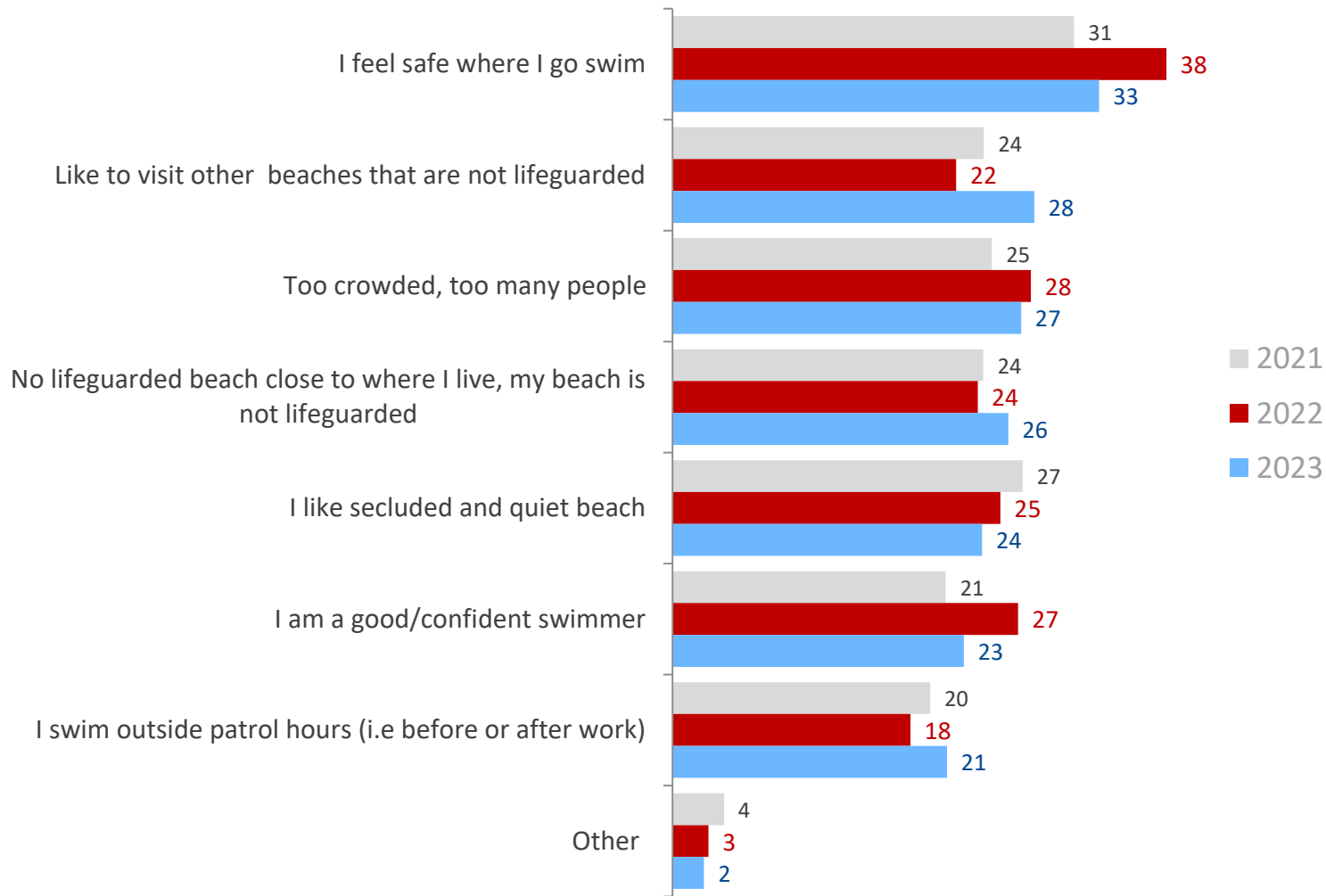
52



Base: Swimmers do not always look for the presence of rip currents in the area prior to entering the water (n=278, 202, 252)

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

53



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

3.2 Surfing (incl. surfboards and body boards)

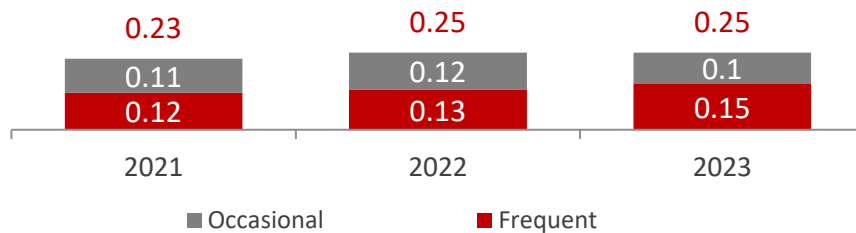


Surfing: Who and how often?

Key metrics:

Number of surfers – 250K

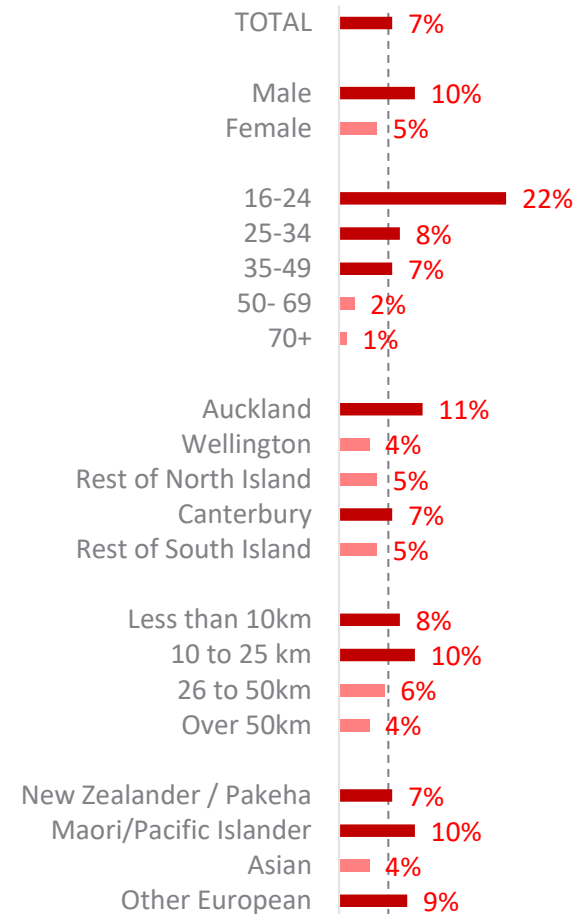
Number of frequent surfers (at least once a month) – 150K



Experience/expertise (in 2023):	In %
Beginner	46%
Intermediate	41%
Advanced	14%

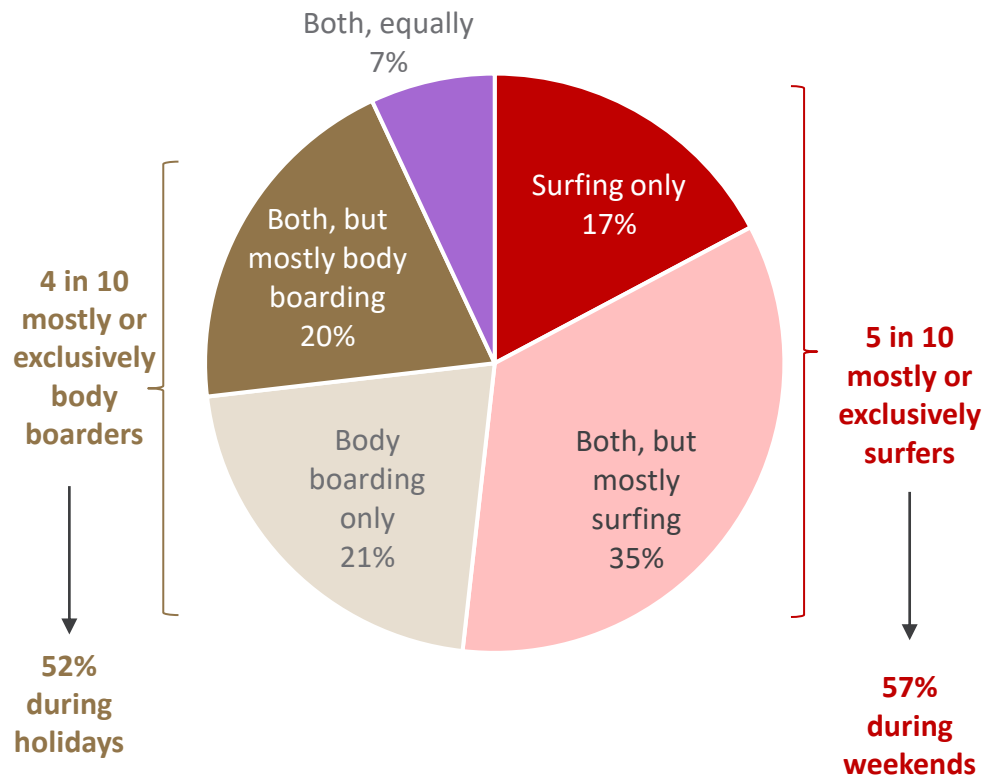
50% of surfers feel experienced enough to take some risks

Profile of surfers



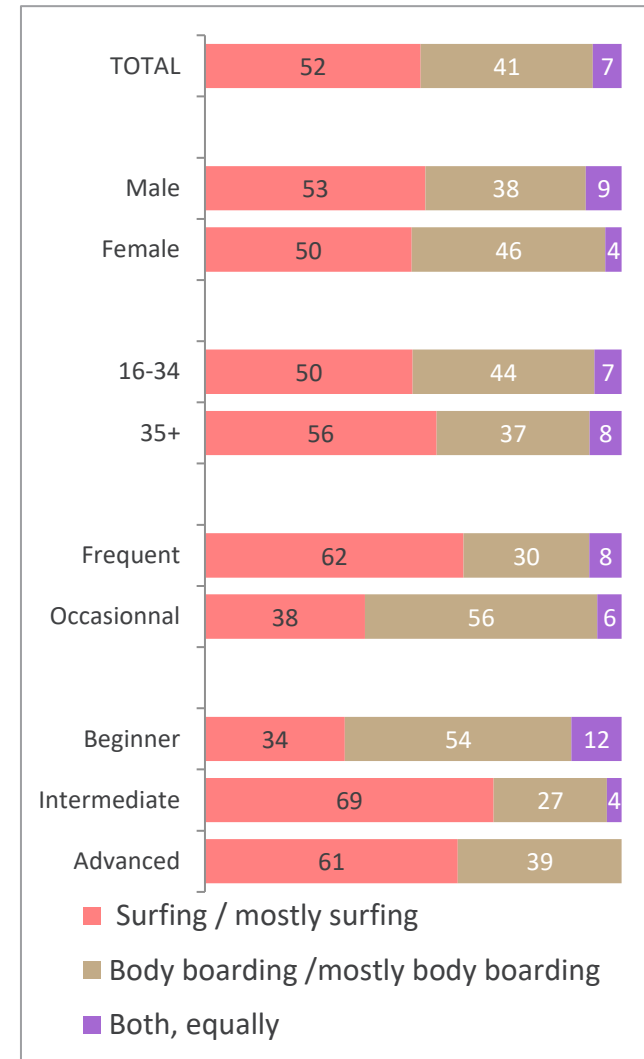
Base: Adults aged 16+ nationally

Surfing and/or body boarding

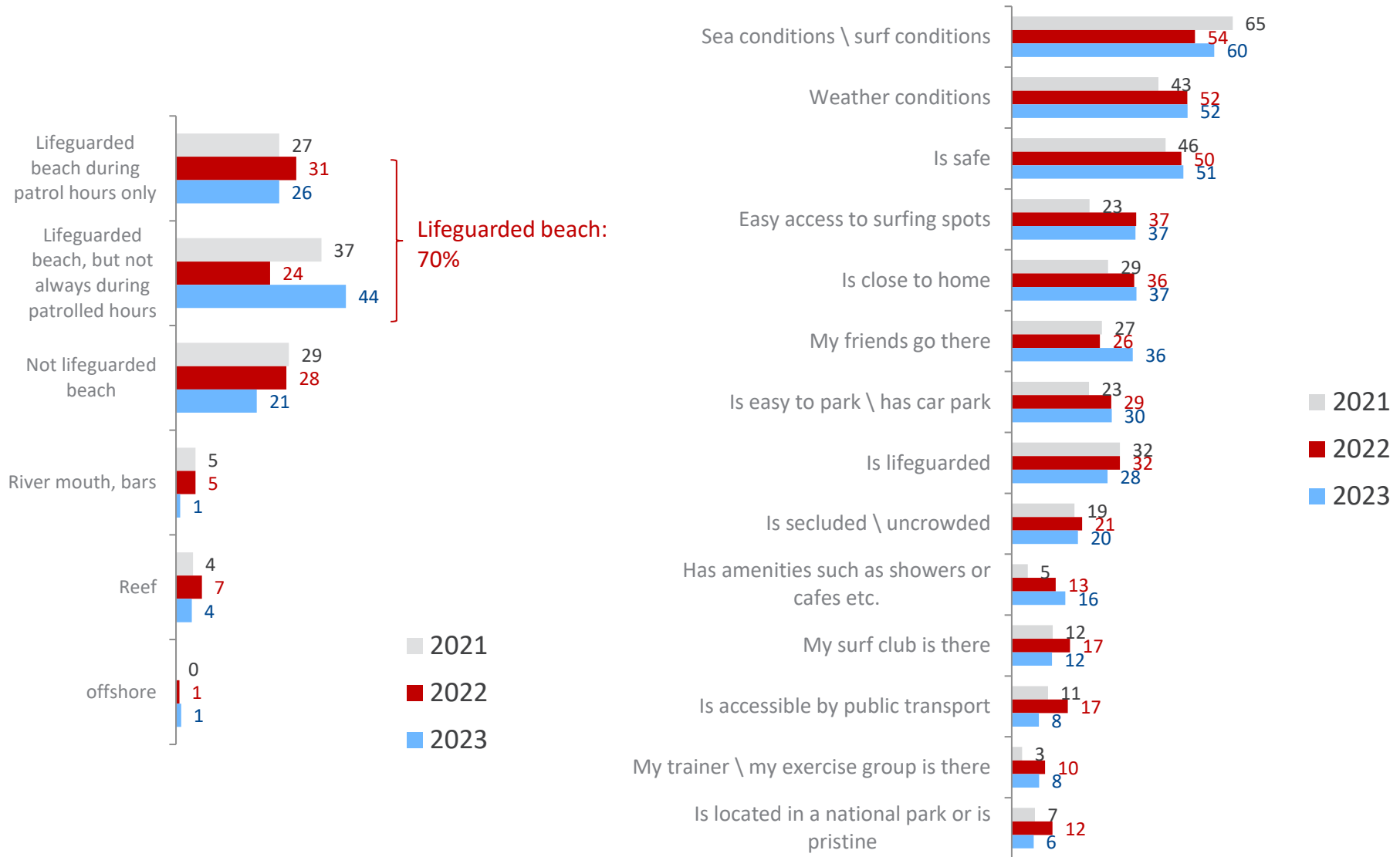


Base: Adults who participate in surfing/bodyboarding (n=75)

Surf or body board?

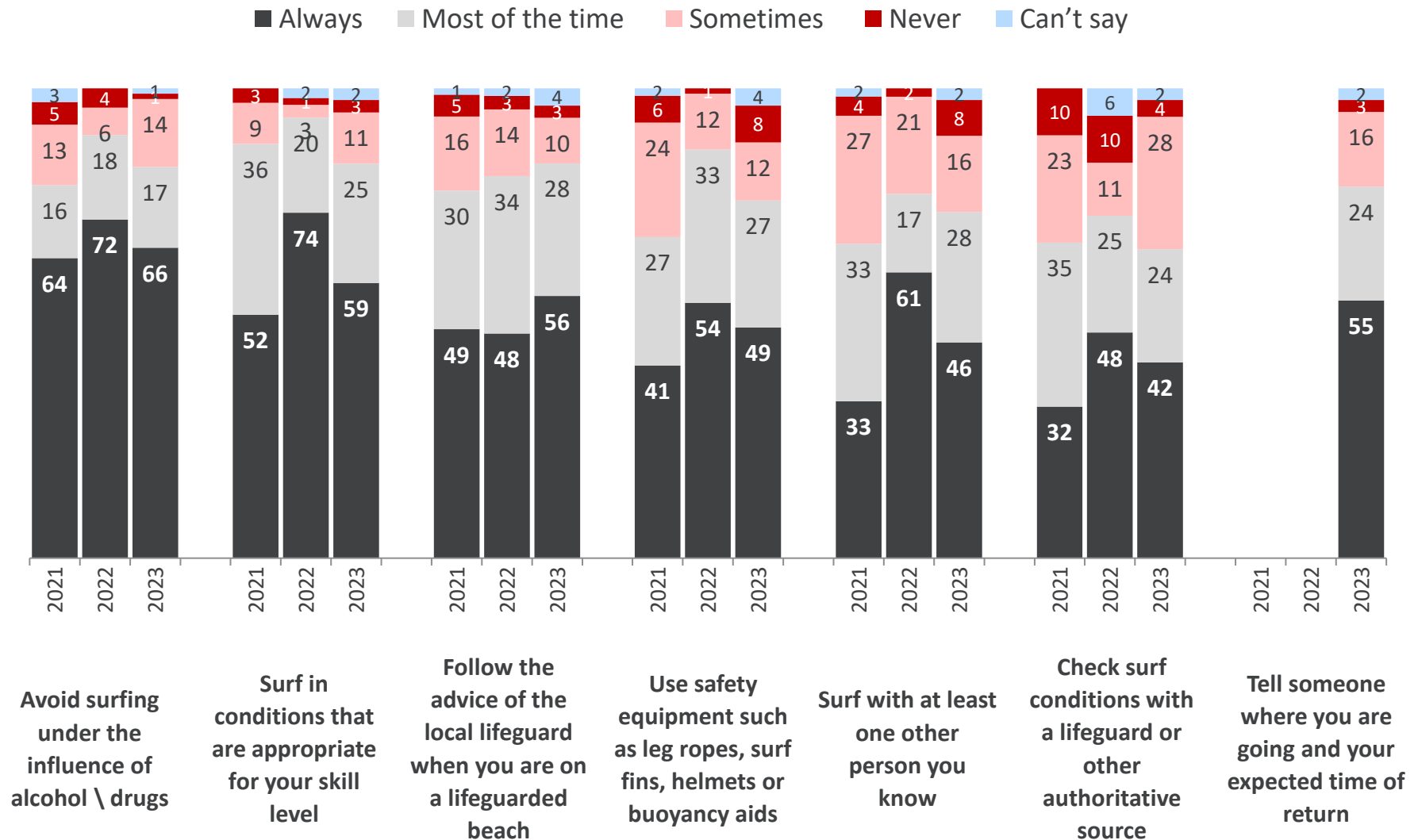


Surfing: where they usually go and how they choose a location



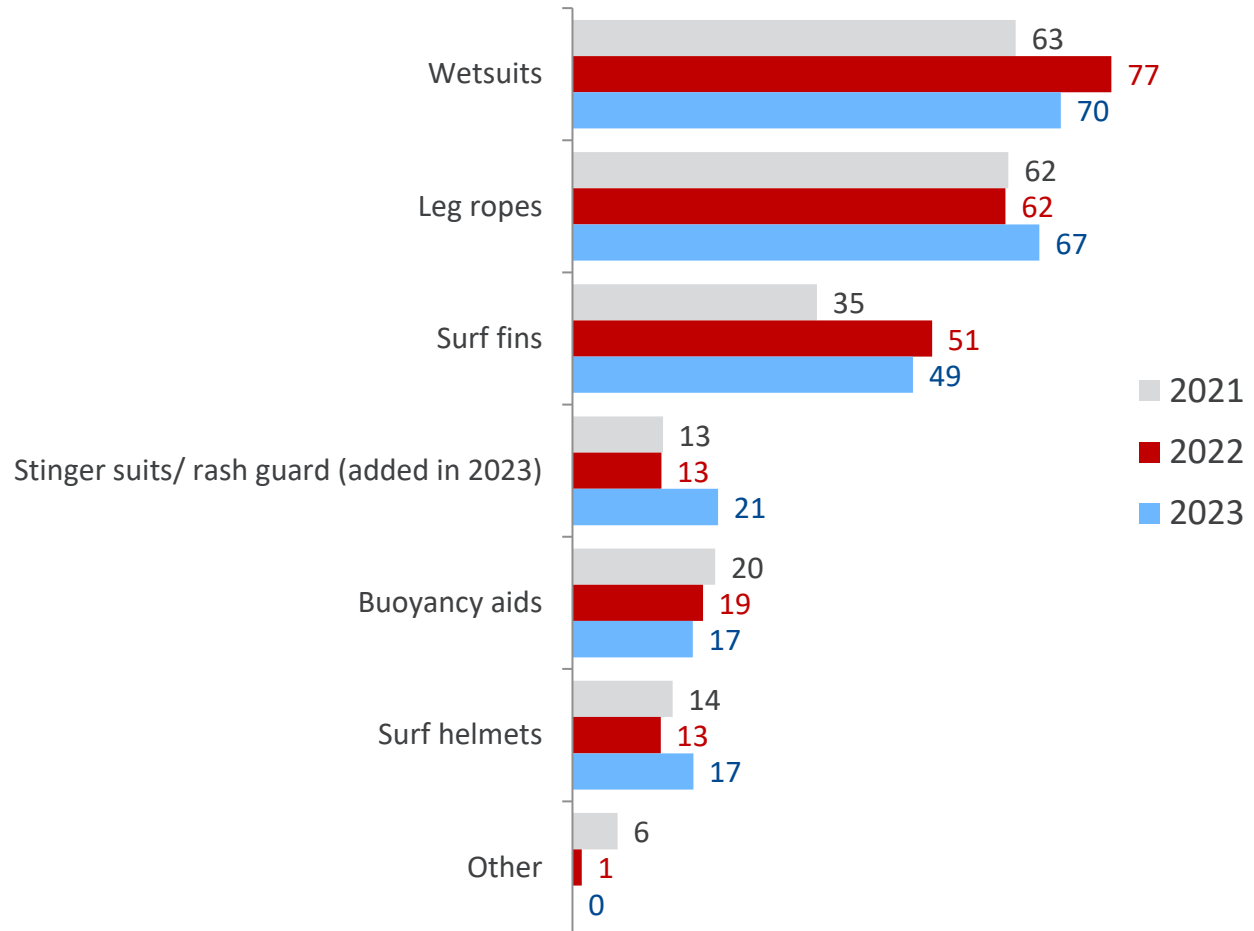
Base: Adults who participate in surfing (n=64. 65, 75)

Surfing: safety practises



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

Surfing: safety equipment use



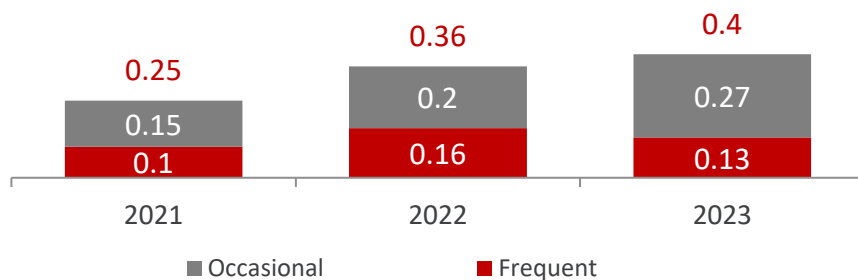
Base: Use safety equipment (n=59, 64, 66)

3.3 Other Watercraft



Key metrics:

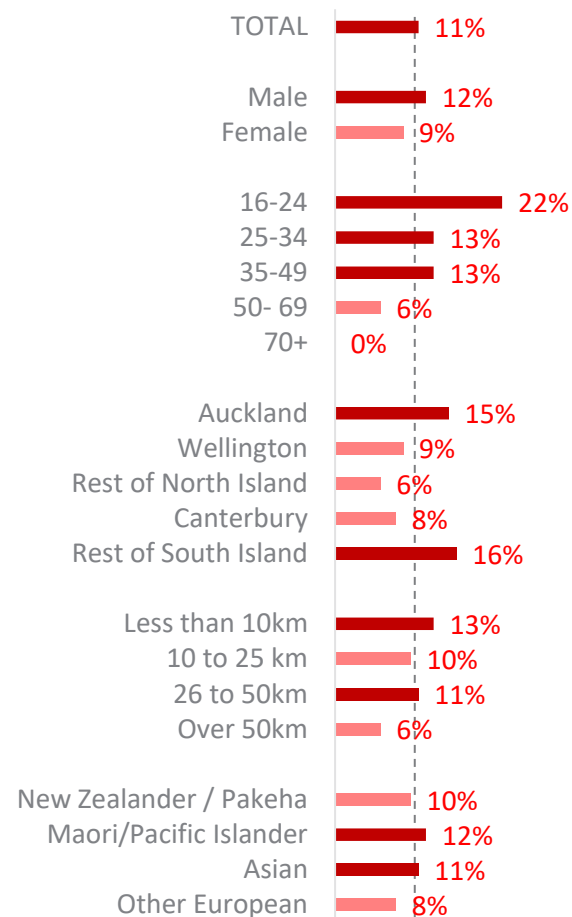
- Number of watercraft users – 400K
- Number of frequent watercraft users (at least once a month) – 130K



Experience/expertise (in 2023):	In %
Beginner	38%
Intermediate	51%
Advanced	11%

46% of watercraft users feel experienced enough to take some risks:

Profile of watercraft users



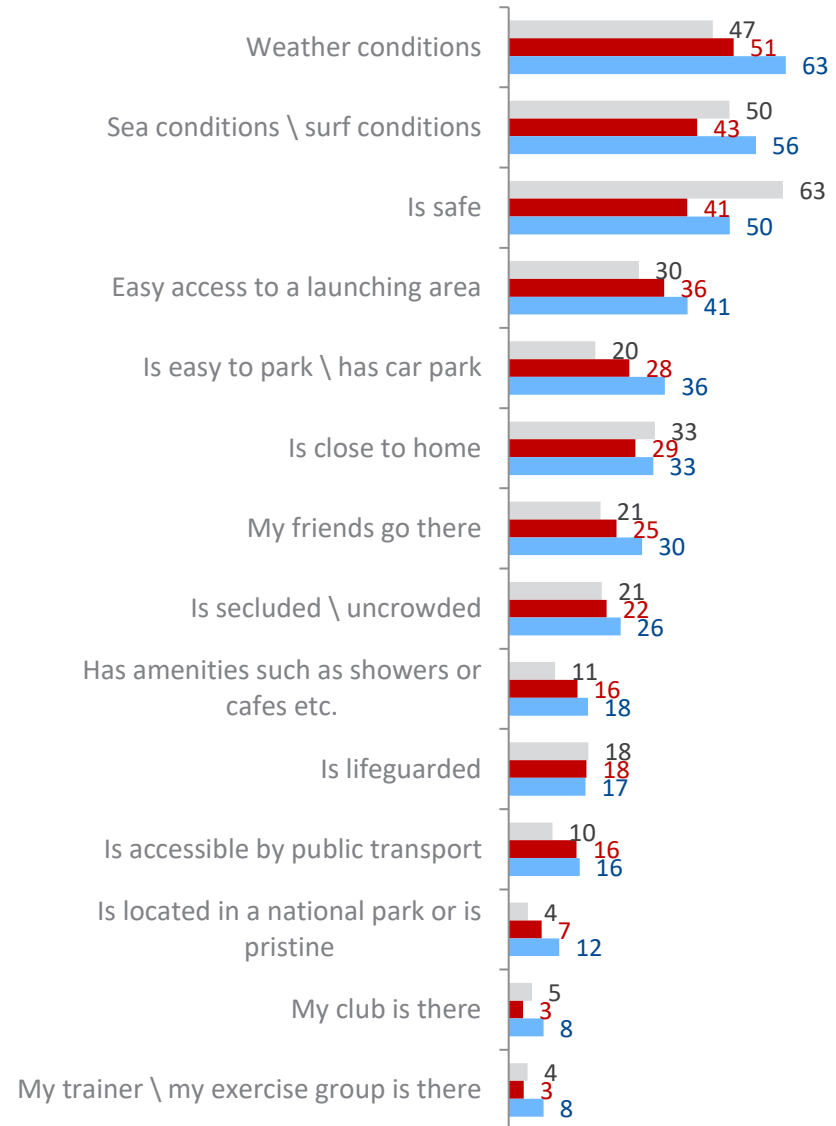
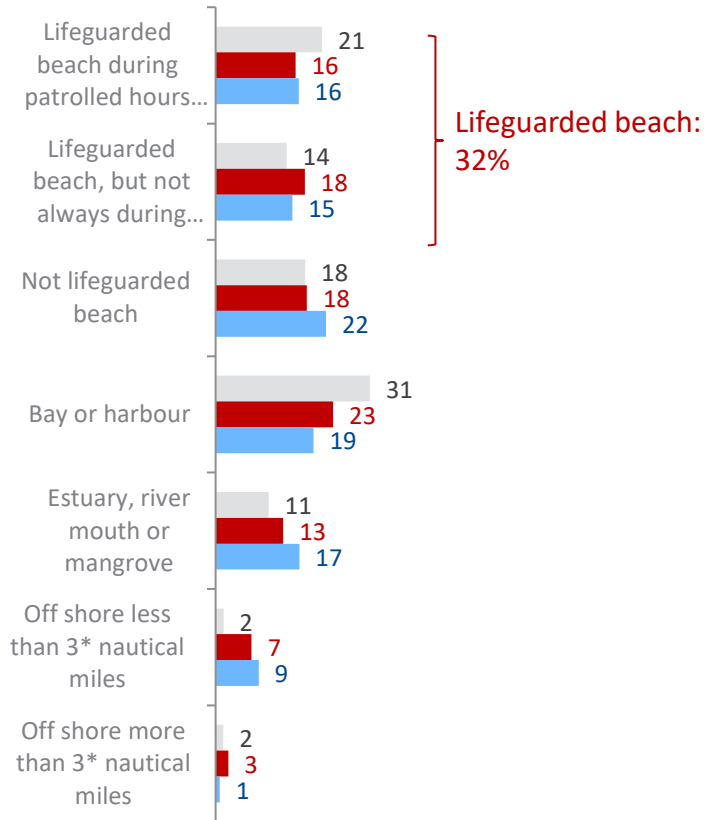
Base: Adults aged 16+ nationally

Type of watercraft they use

	2021	2022	2023
Stand-up paddleboard	38%	41%	57%
Kayak	67%	51%	55%
Waka ama, outrigger, canoe	10%	18%	19%
Surf ski	7%	13%	12%
Surfboat	13%	22%	11%
Wind surfer	9%	12%	9%
Kiteboard	6%	13%	7%
Foil board/ foiling	6%	6%	3%
Other	2%	4%	4%

Base: Adults who participate in other watercraft (n=70, 96, 111)

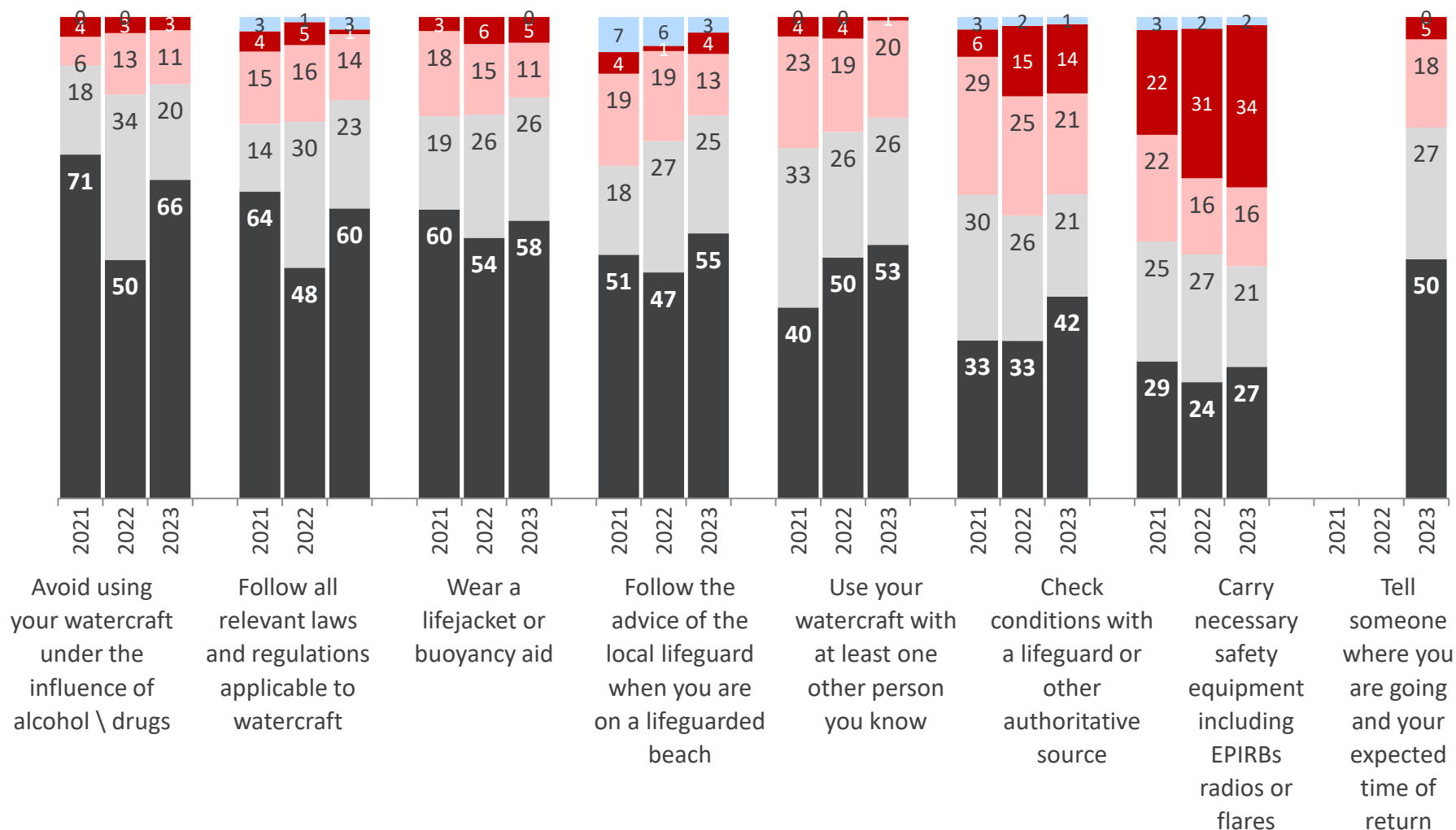
Other watercraft: where they usually go /how they choose a location



Base: Adults who participate in other watercraft (n=70, 96, 111)

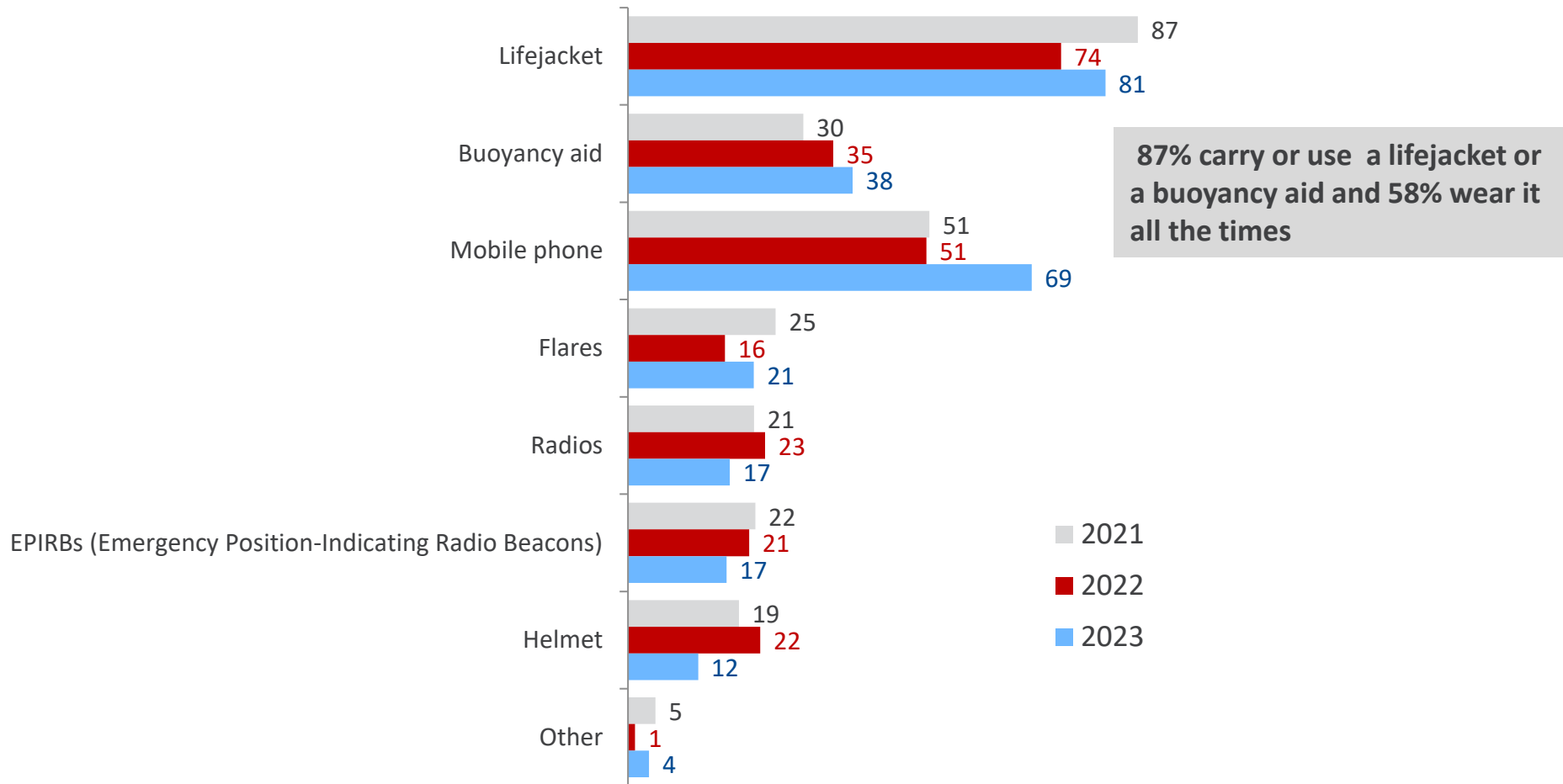
Other watercraft: safety practises

Always Most of the time Sometimes Never Can't say



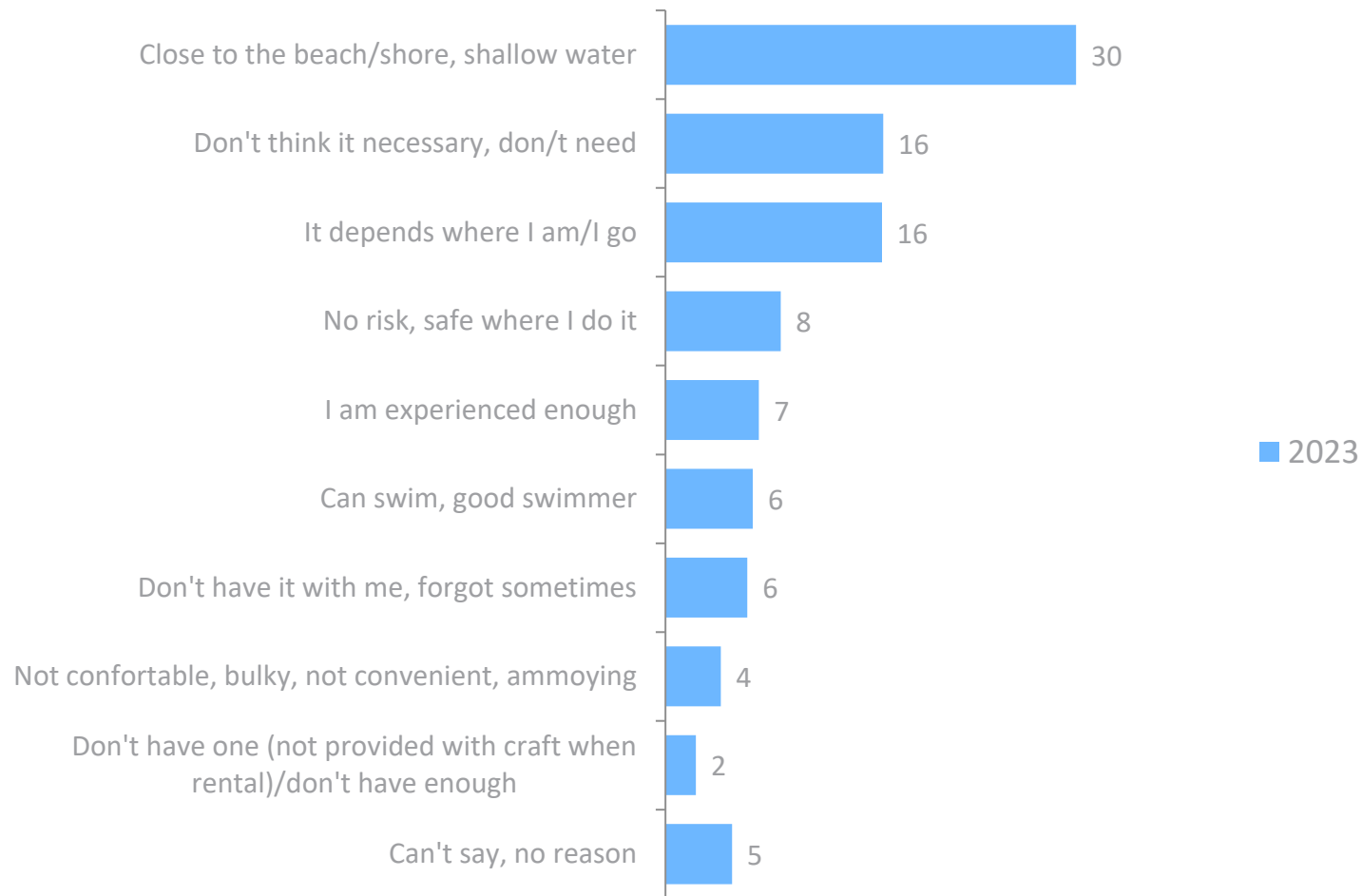
Base: Adults who participate in other watercraft (n=70, 96, 111)

Watercraft: safety equipment use



Base: Use safety equipment (n=69, 94, 107)

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



Base: watercraft users who do not always wear a lifejacket (n= 47)

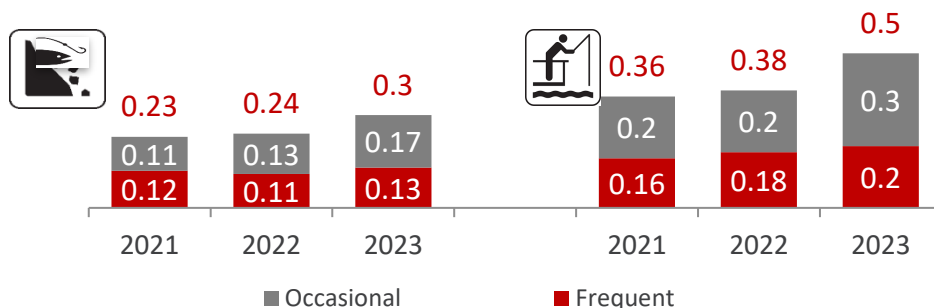
3.4 Rock fishing and Land Based Fishing



Fishing:

Key metrics:

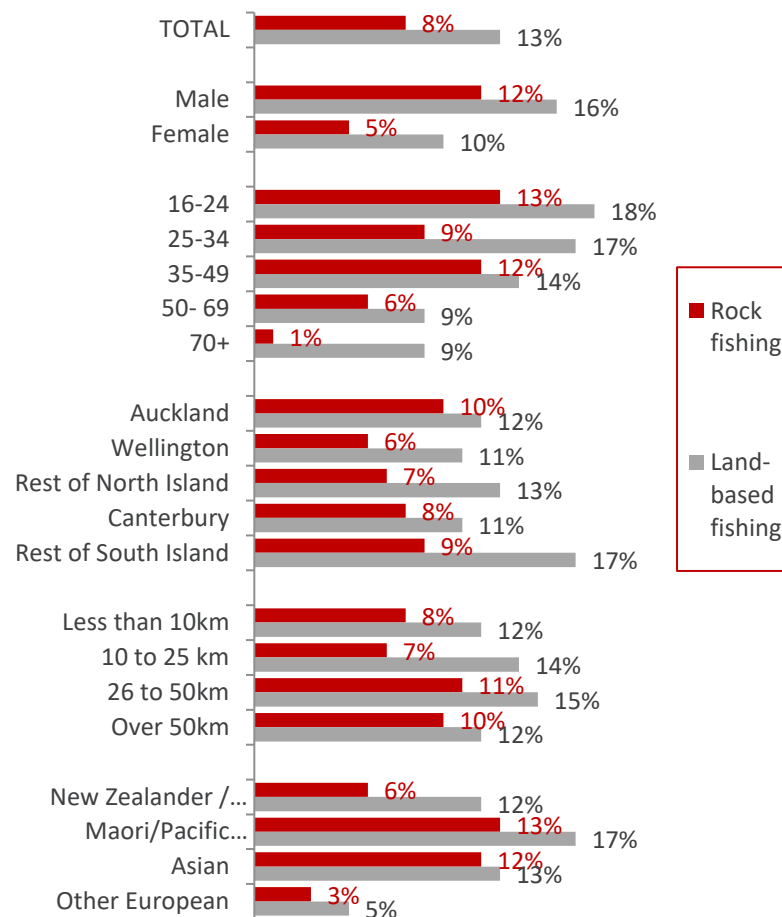
- Number of Rock fishers – 300K
- Number of Land based fishers –500K
- Number of frequent Rock fishers (at least once a month) – 130K
- Number of frequent Land based fishers (at least once a month) – 200K



Experience/expertise (in 2023):	Rock Fishing	Land-based fishing
Beginner	25%	25%
Intermediate	53%	52%
Advanced	22%	23%

57% of rock fishers feel experienced enough to take some risks:

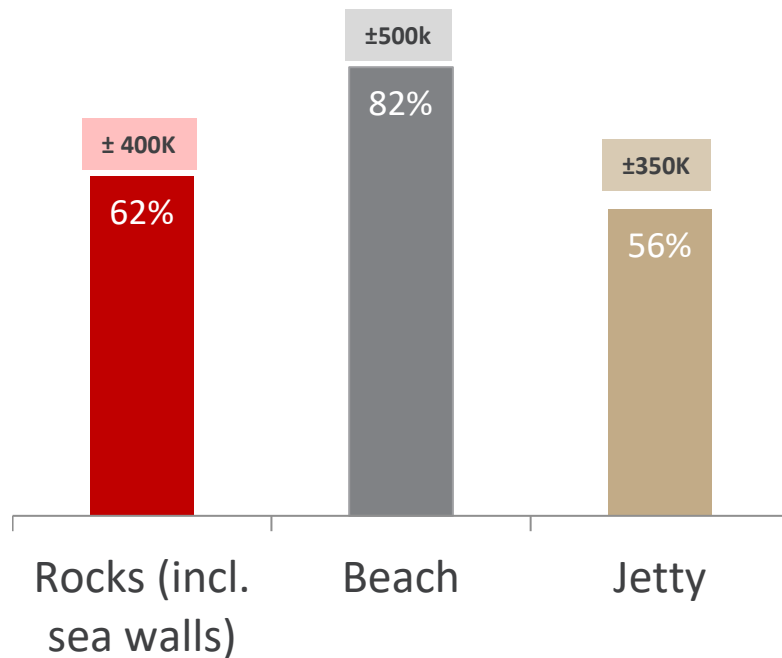
Profile of Rock fishers and land-based fishers



Base: Adults aged 16+ nationally

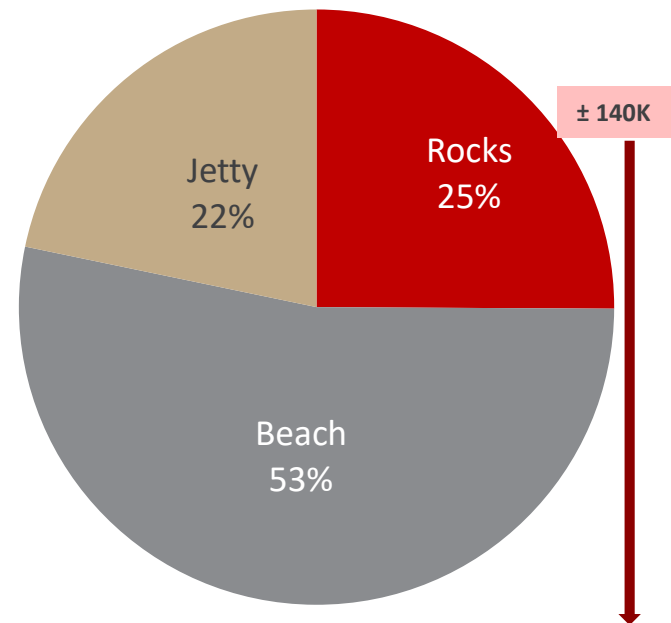
Fishing: where do they go?

Where do they go fishing?



Go fishing on the Rocks is estimated at 400K however total participation in Rock Fishing is lower 300K

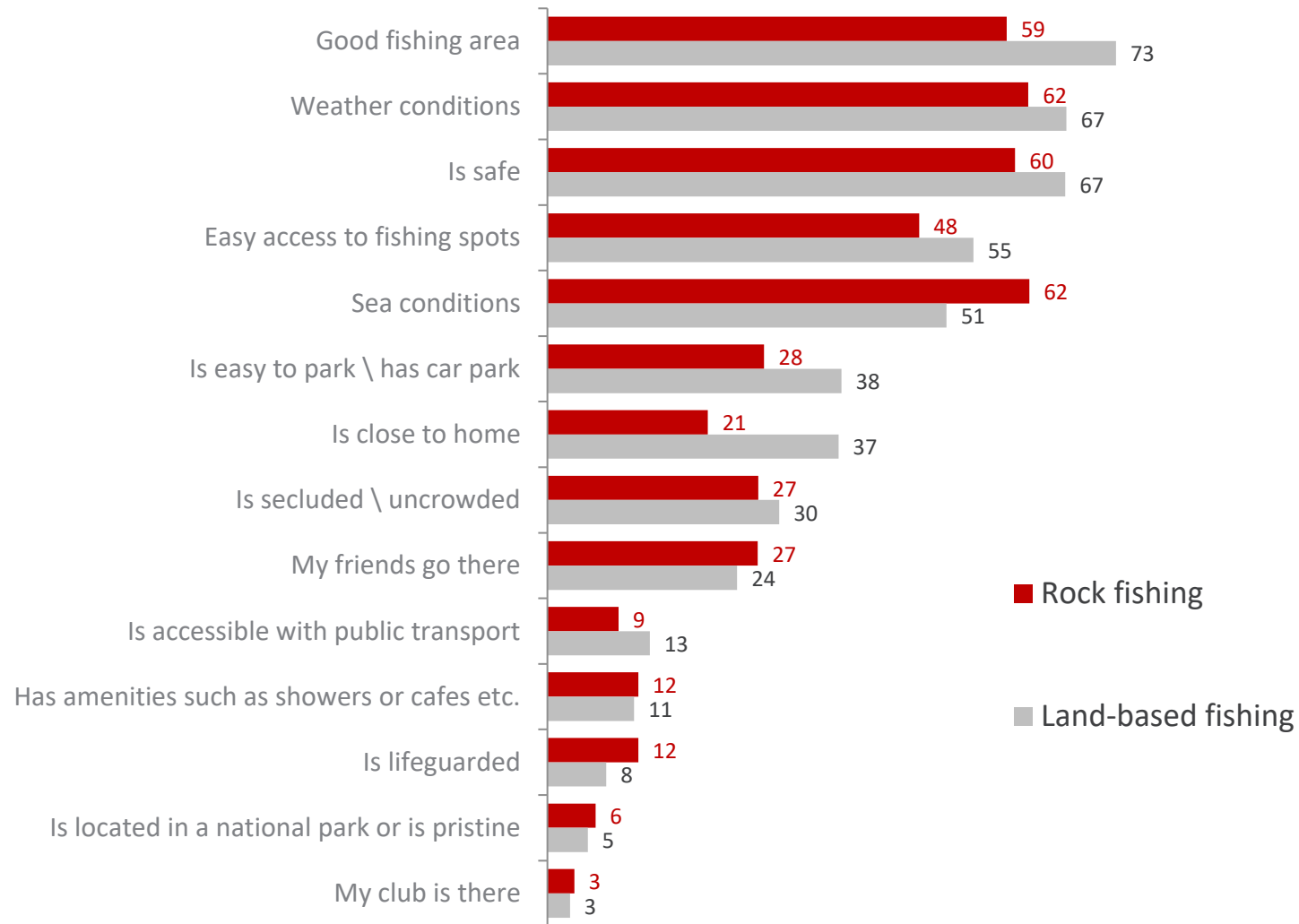
Where do they usually go fishing ?



140K usually go fishing on the Rocks (and this is again consistent with the number of frequent rock fishers 130K)

Base: Adults aged 16+ who participate in fishing (n=169)

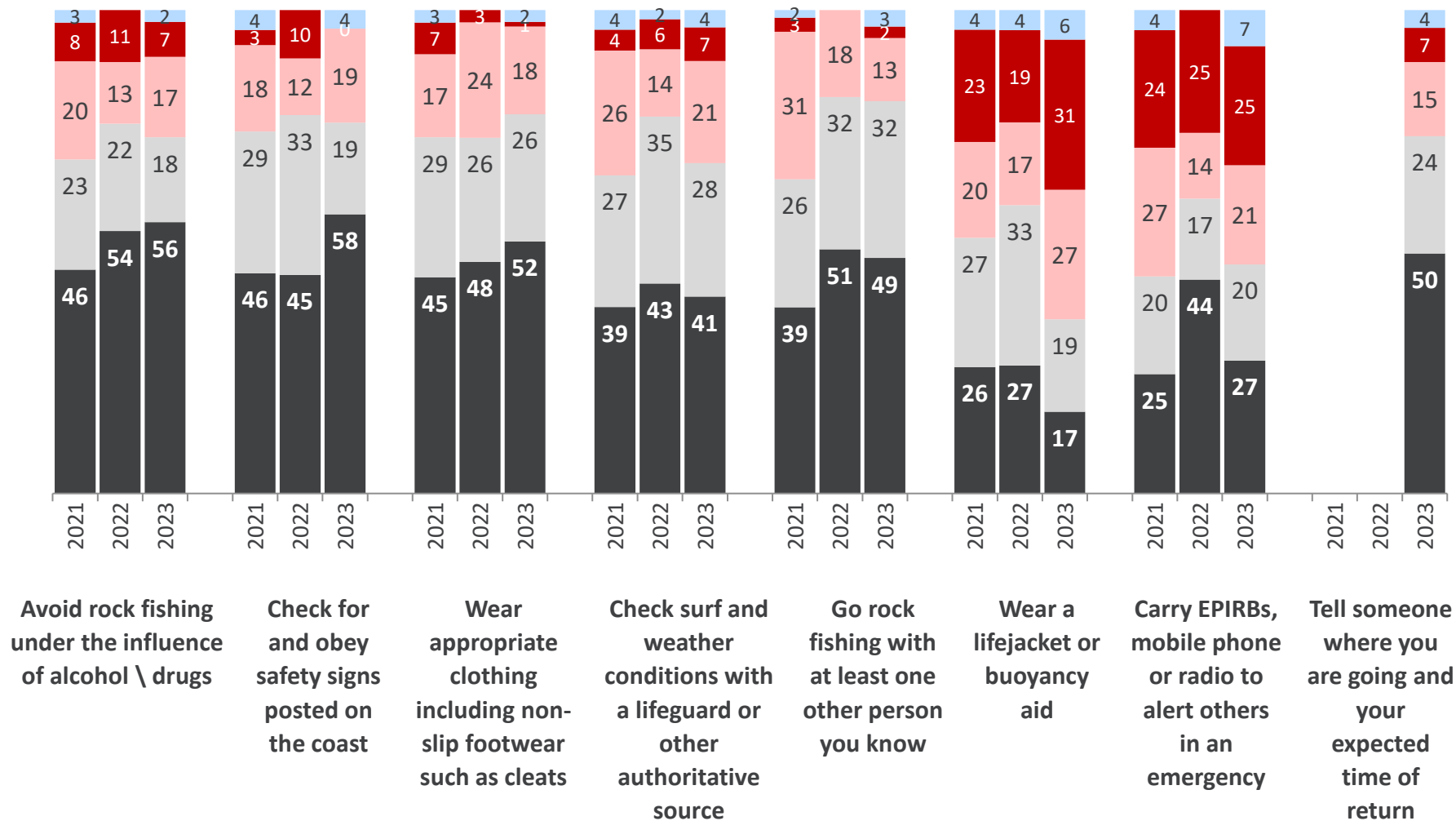
Fishing: how they choose a location



Base: Adults who participate in fishing (Rock fishing n=84, land based fishing n=133)

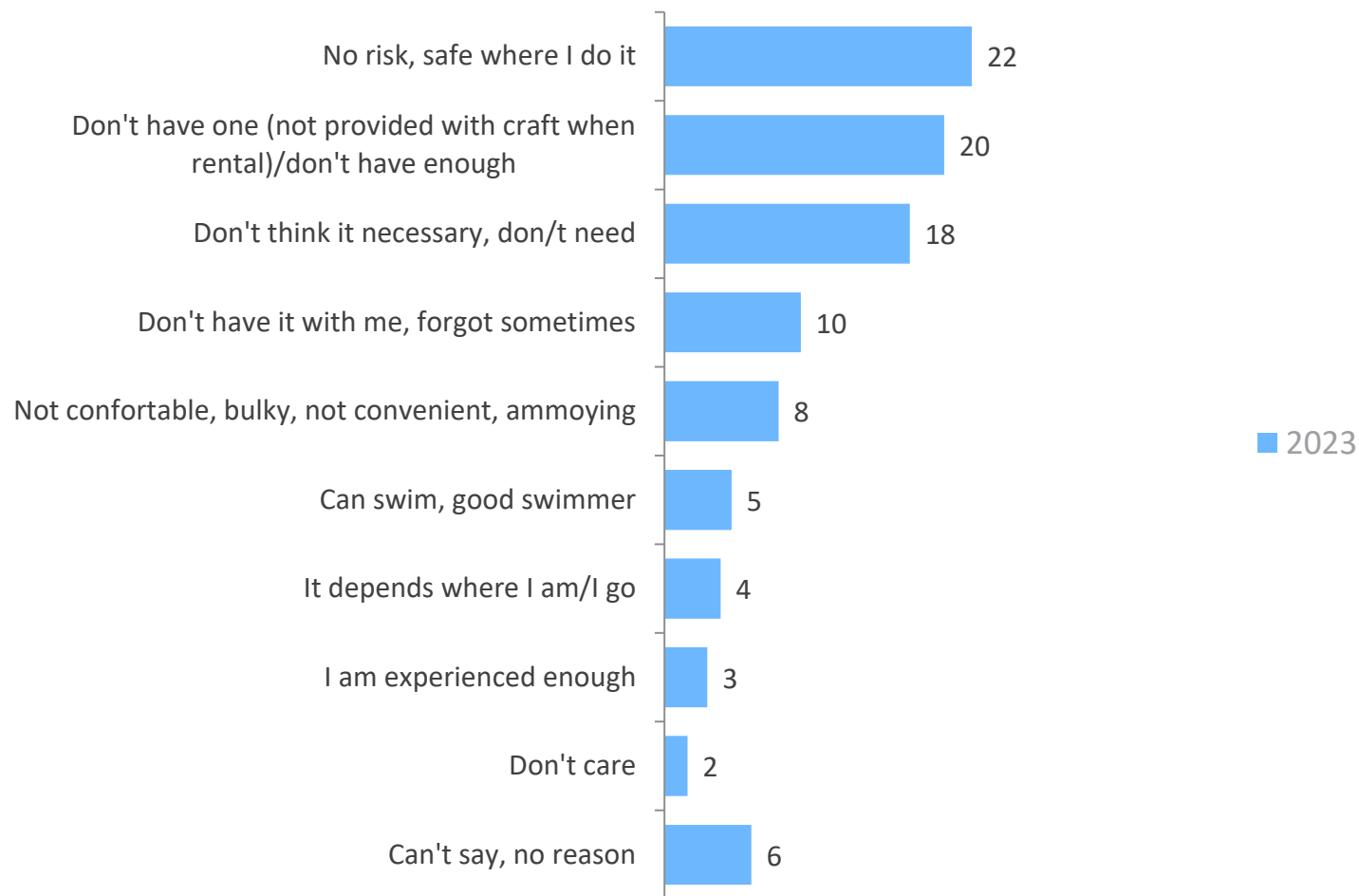
Rock Fishing: safety practises

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



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

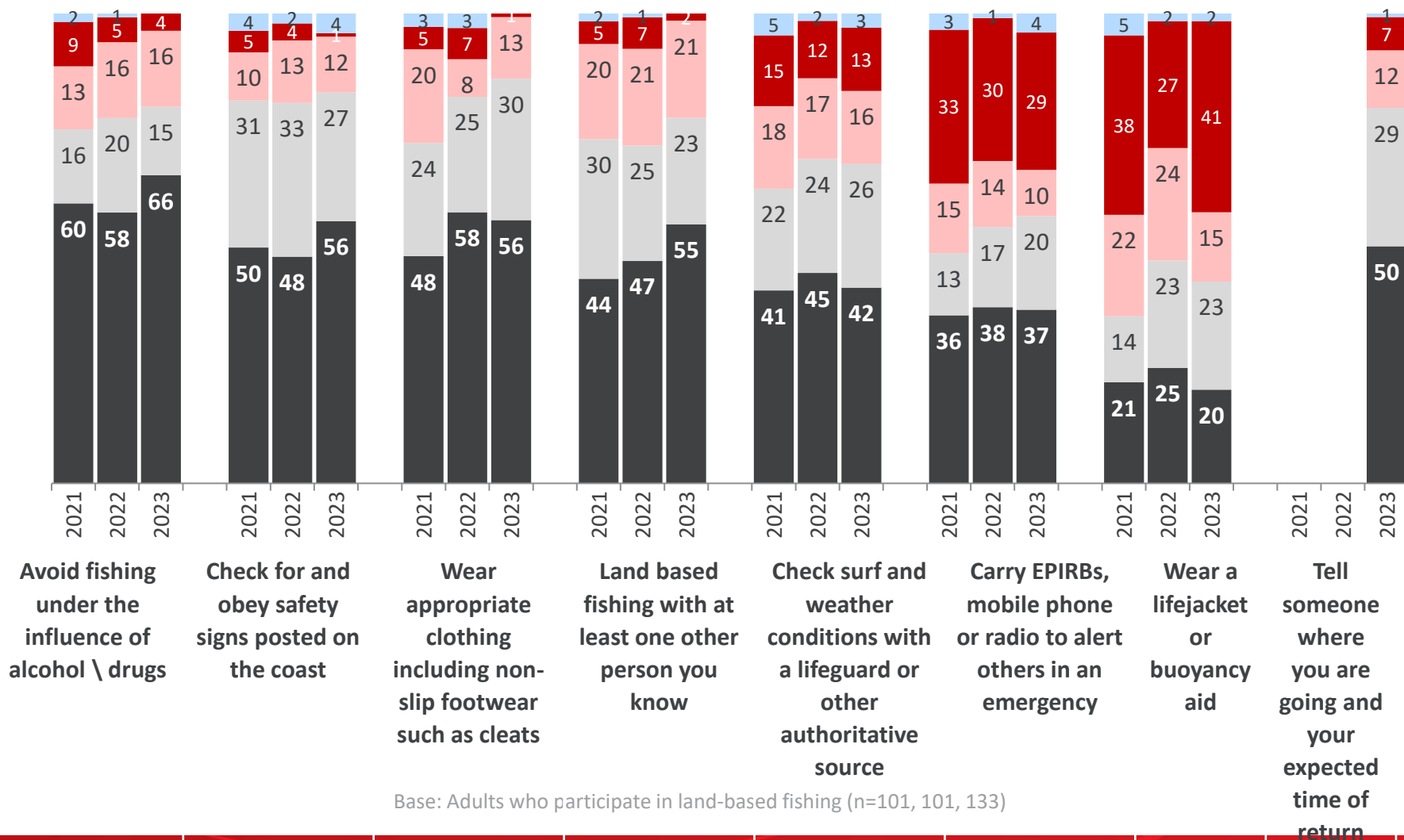
Why 8 in 10 rock fishers do not always wear a lifejacket?



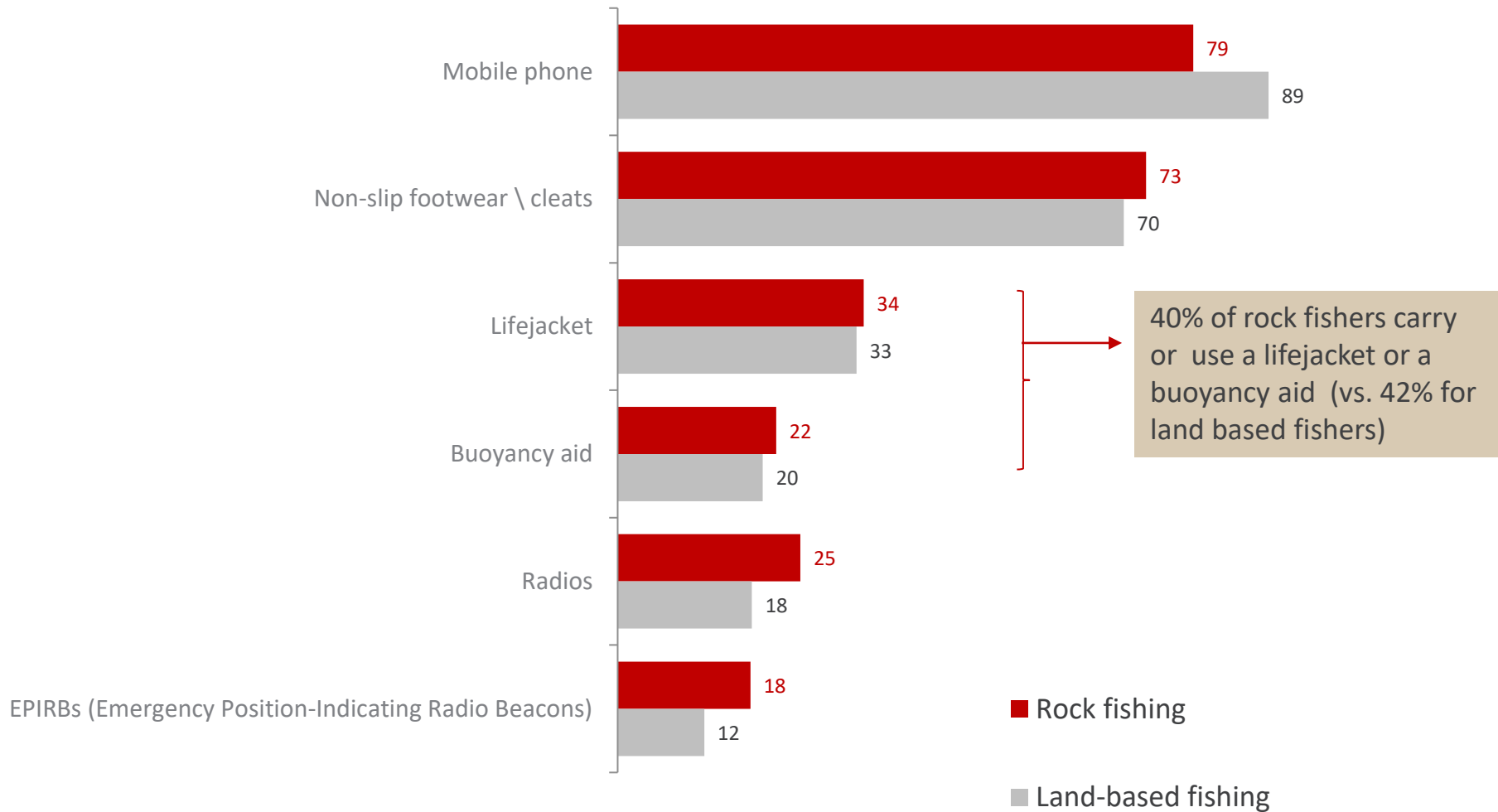
Base: Rock fishers who do not always wear a lifejacket (n=64)

Land based Fishing: safety practises

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



Fishing: safety equipment use



Base: Adults who use safety equipment when fishing (rock fishing n= 82, land based fishing n=132)

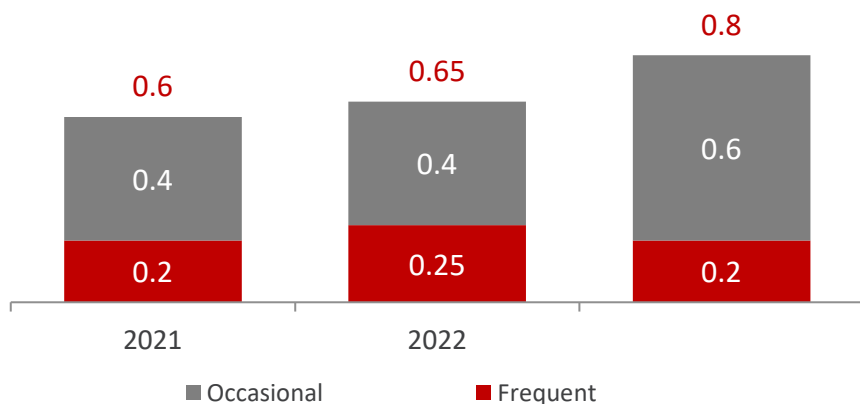
3.5 Boating (including boat fishing)



Boating

Key metrics:

- Number of boaters – 0.8 million
- Number of frequent boaters (at least once a month) – 0.2 million



Experience/expertise (in 2023)	In %
Beginner	34%
Intermediate	45%
Advanced	21%

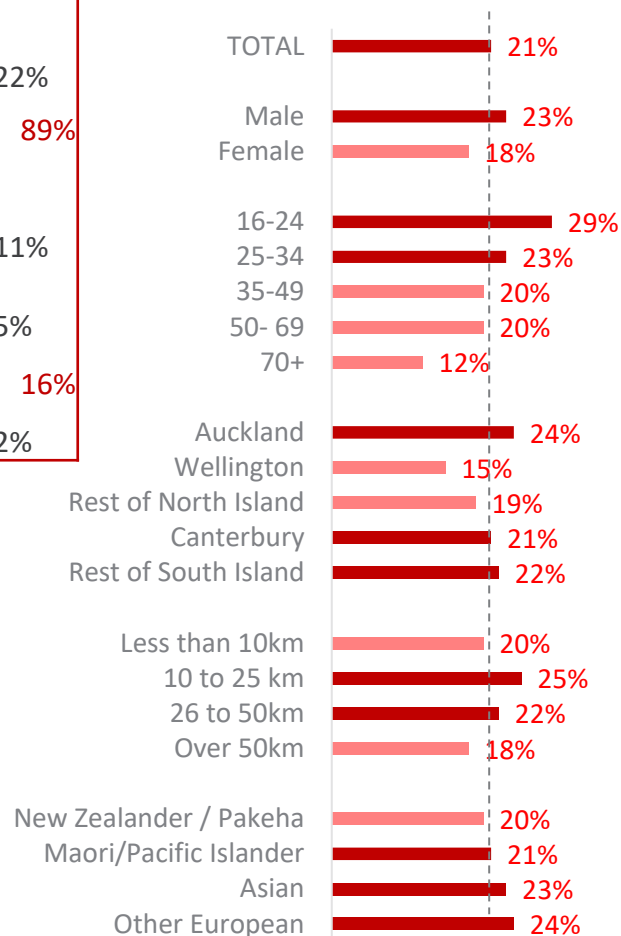
36% of boaters feel experienced enough to take some risks

Type of boat they use

Power boat on a trailer	74%
Power boat on a mooring \ at a marina	22%
TOTAL Power Boat	89%
Sail boat on a mooring \ at a marina	11%
Sail boat on a trailer	5%
TOTAL Sailing Boat	16%
Other	2%

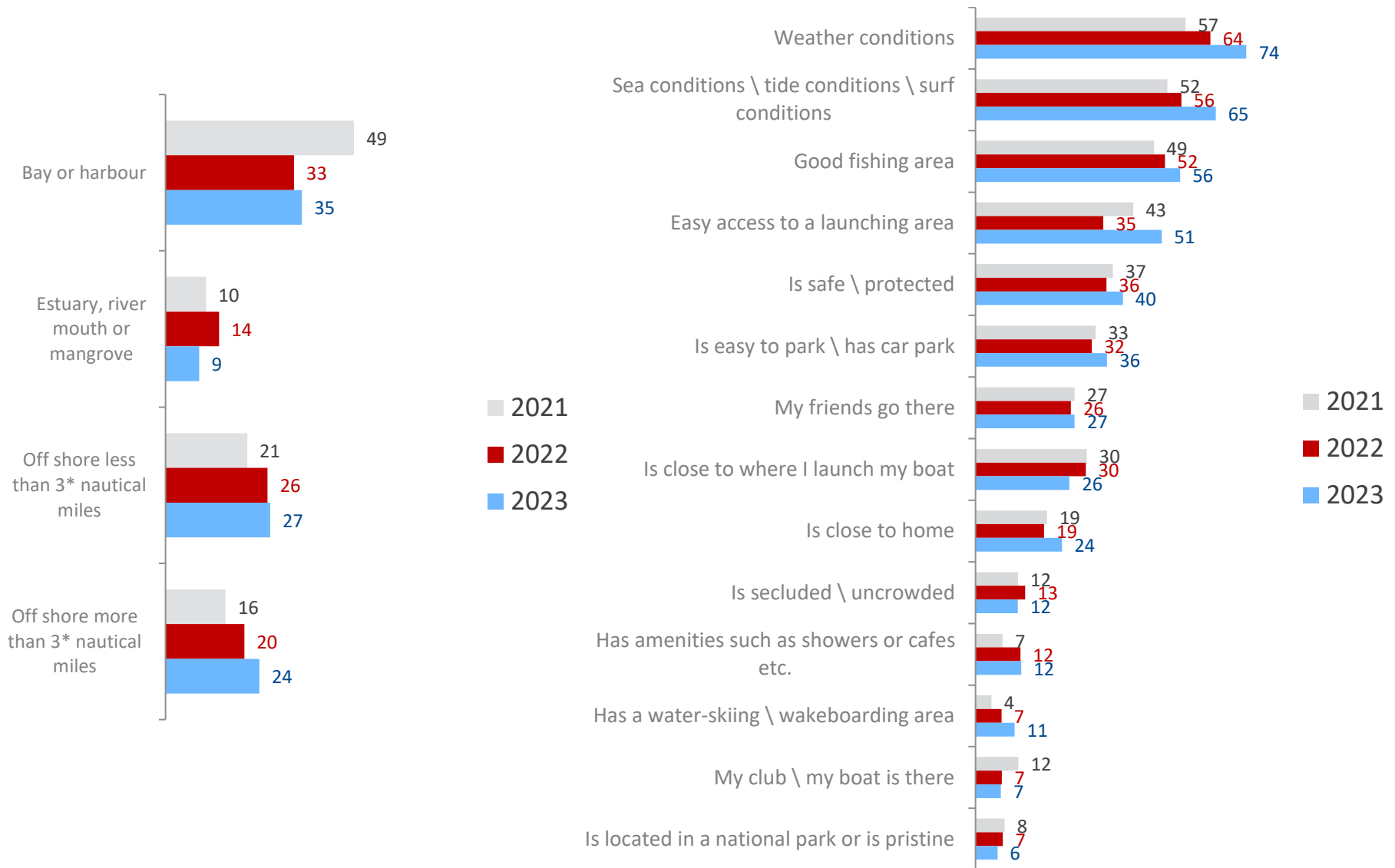
Base: Boaters (n=216)

Profile of boaters



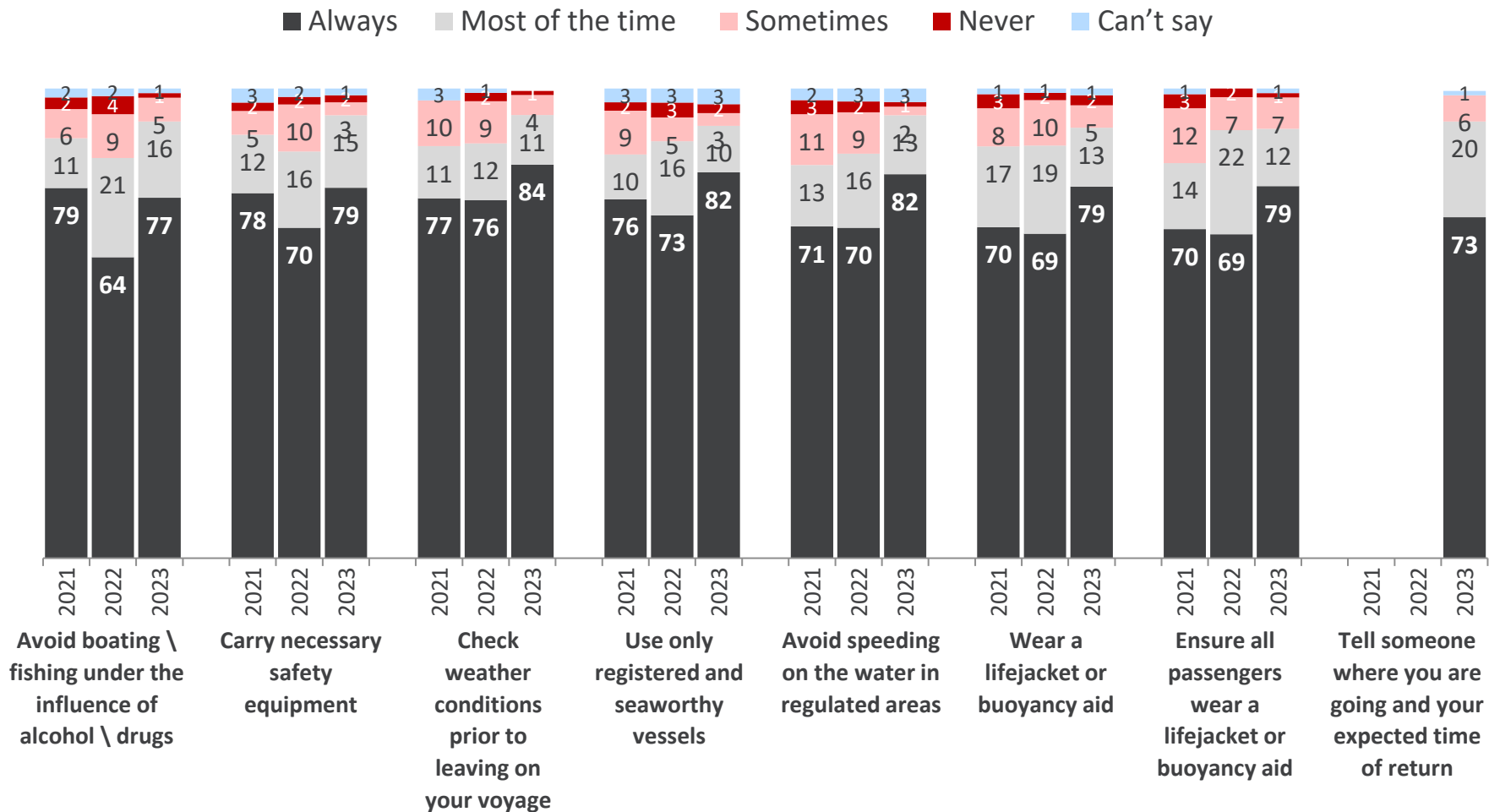
Base: Adults aged 16+ nationally

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



Base: Adults who participate in Boating (n=165, 172, 216)

Boating: safety practises

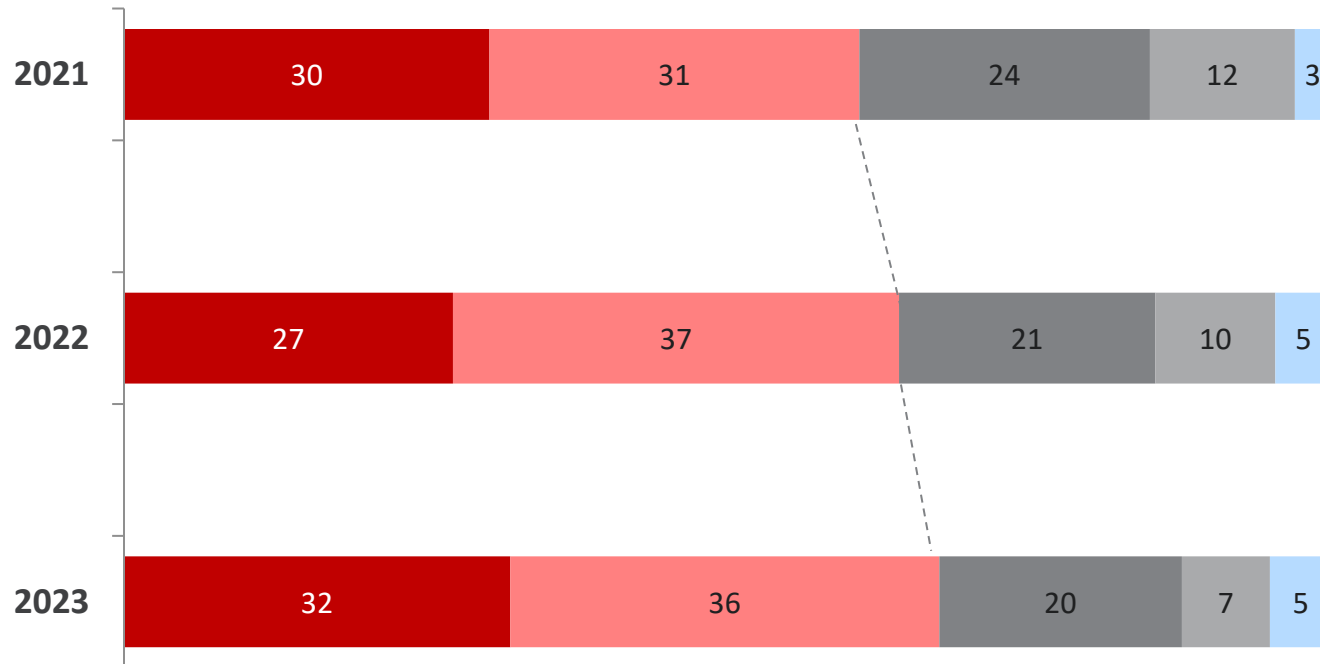


Base: Adults who participate in boating (n=165, 172, 216)

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

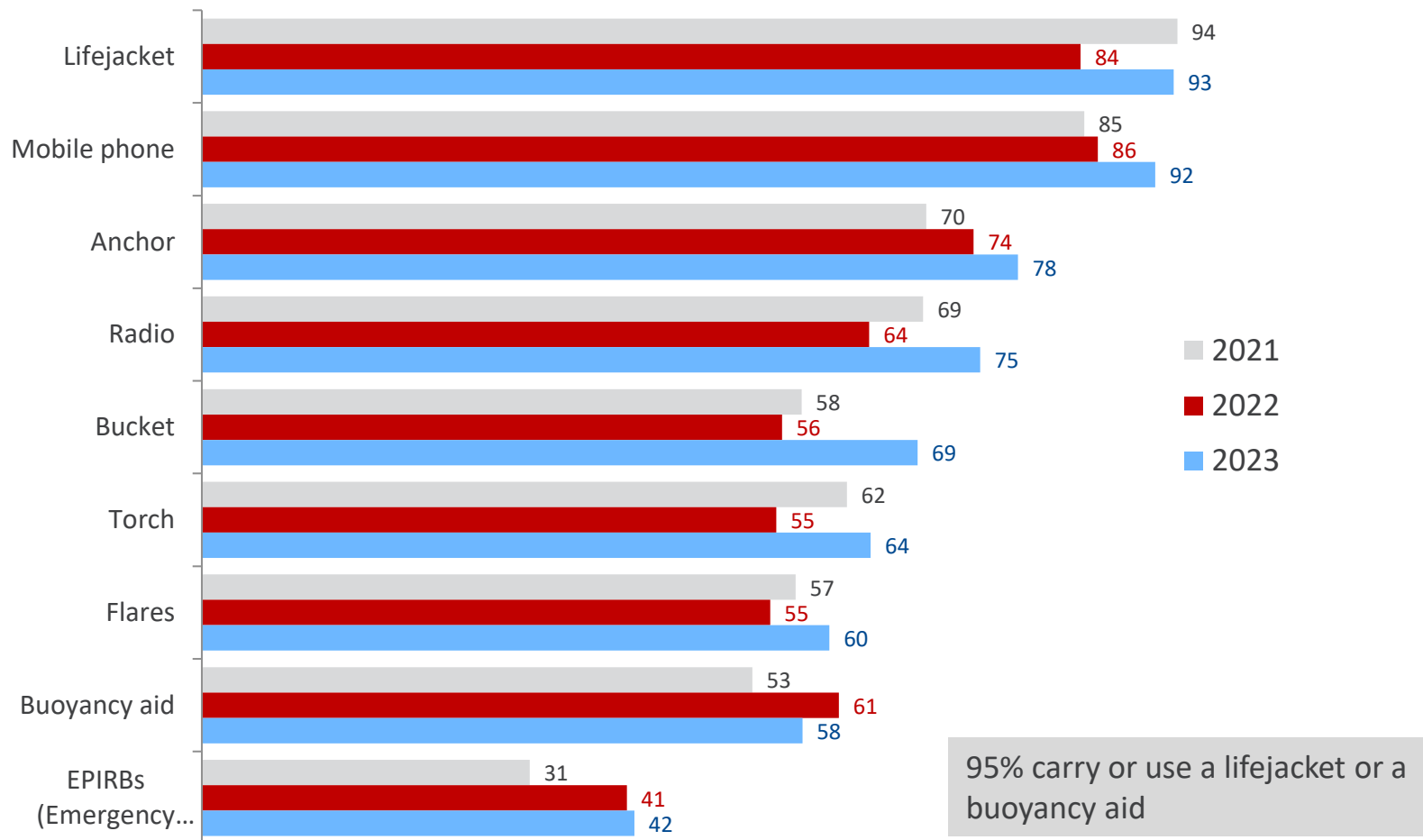
79

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



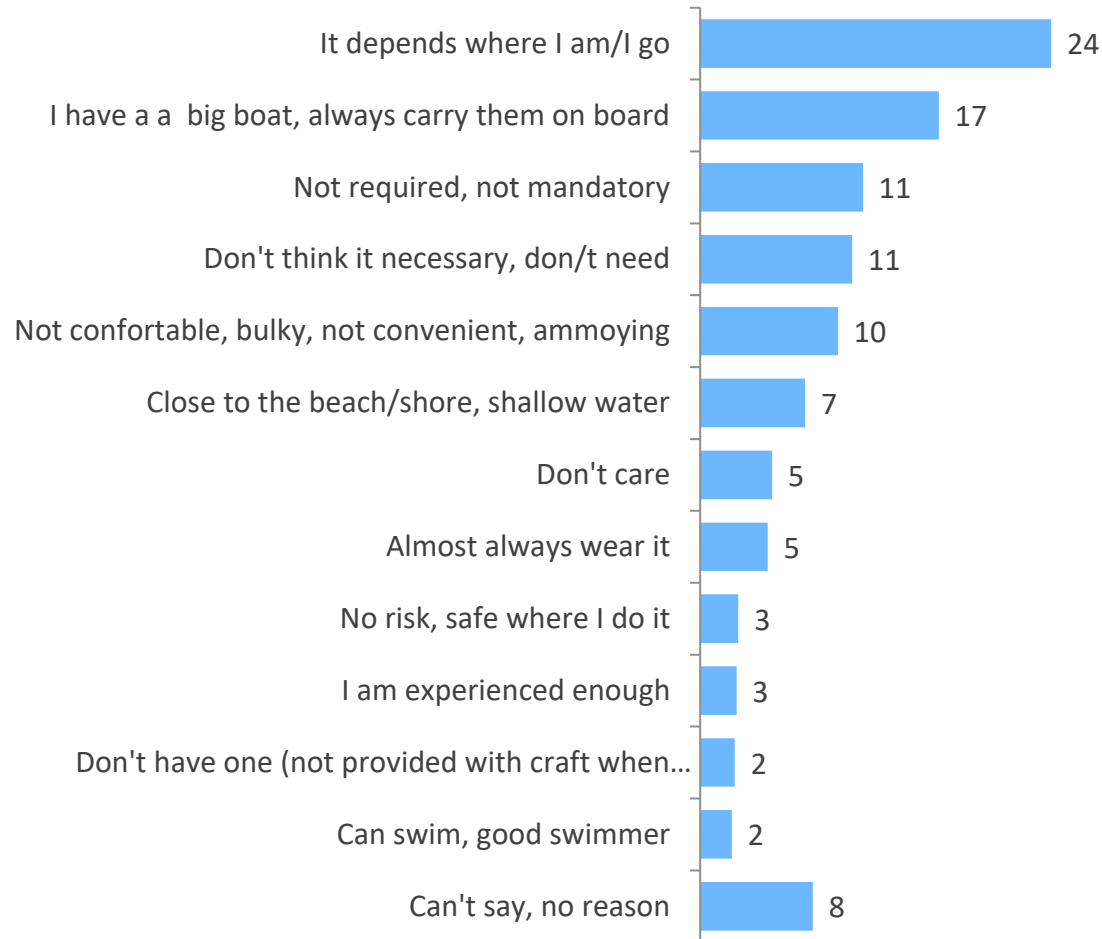
Base: Adults who participate in boating (n= 165, 172, 216)

Boating: safety equipment use



Base: Use safety equipment (n= 163, 172, 214)

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



Base: Boaters who do not always wear a lifejacket (n=42)

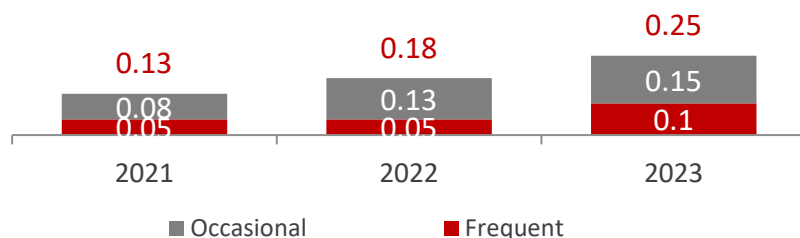
3.6 Jet ski Personal Water Craft (PWC)



Jet ski (PWC): Who and how often?

Key metrics:

- Number of jet ski users – 250K
- Number of frequent jet ski users (at least once a month) – 100K



Experience/expertise (in 2023):

Experience/expertise (in 2023):	In %
Beginner	30%
Intermediate	49%
Advanced	21%

53% of jet skiers feel experienced enough to take some risks

Have had some jet ski training

Yes	26%
No	74%

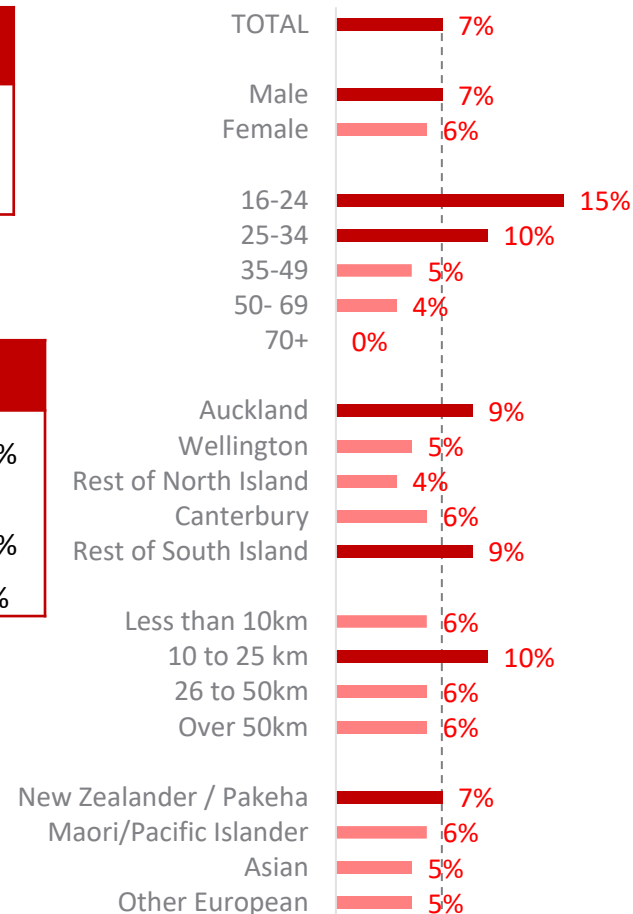
Base: Jet skiers (n=69)

Type of jet ski they use

Sit down only	62%
Both sit down and stand-up	37%
Stand-up only	1%

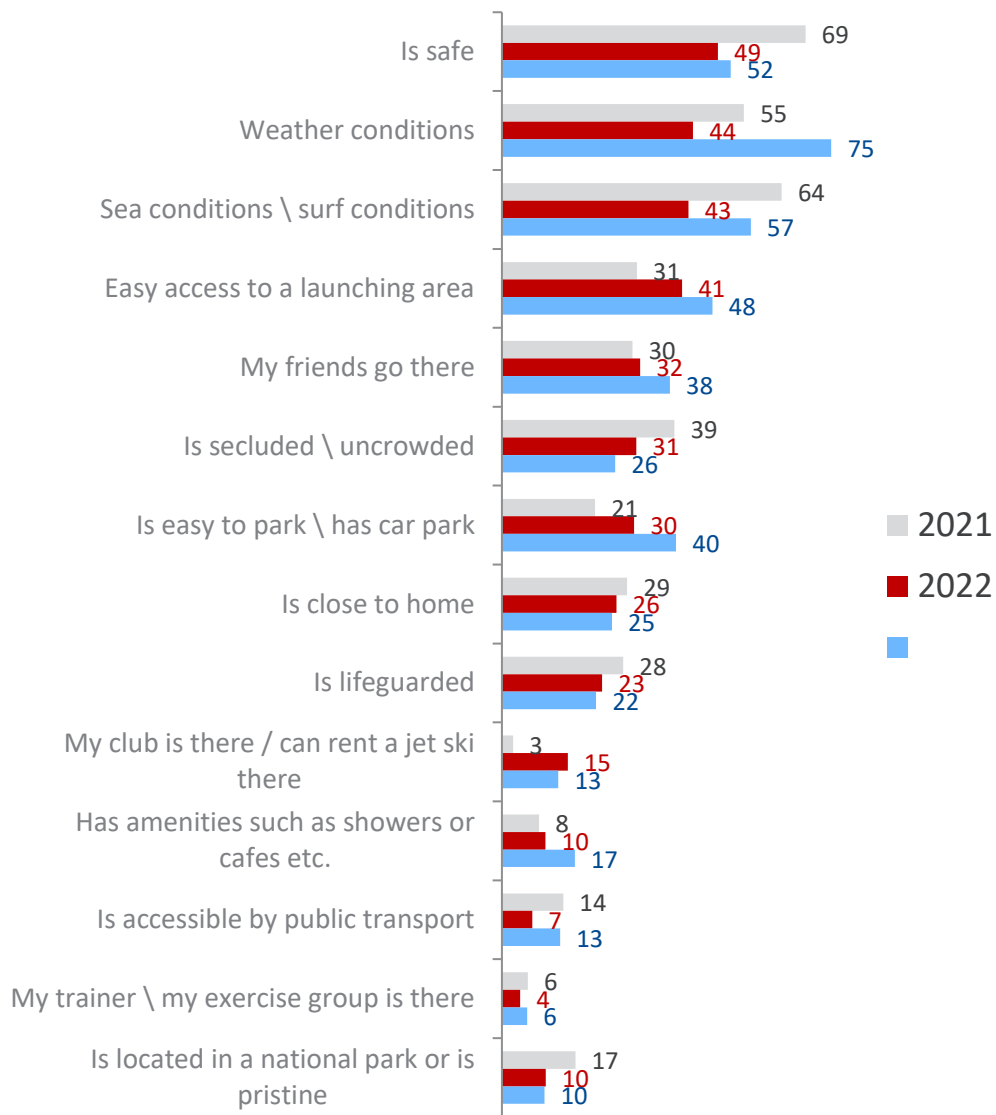
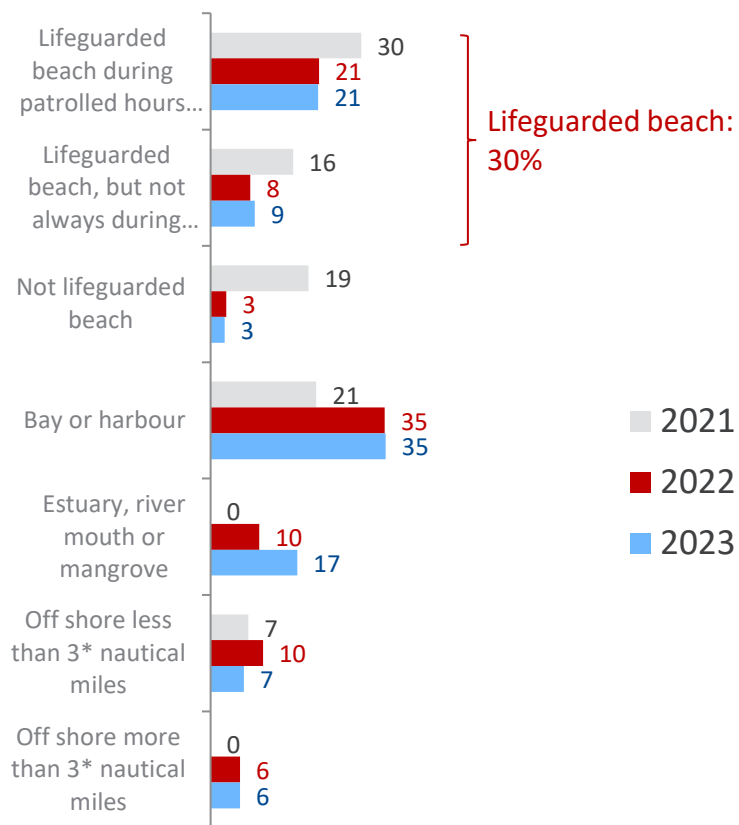
Base: Jet skiers (n=69)

Profile of Jet ski users



Base: Adults aged 16+ nationally

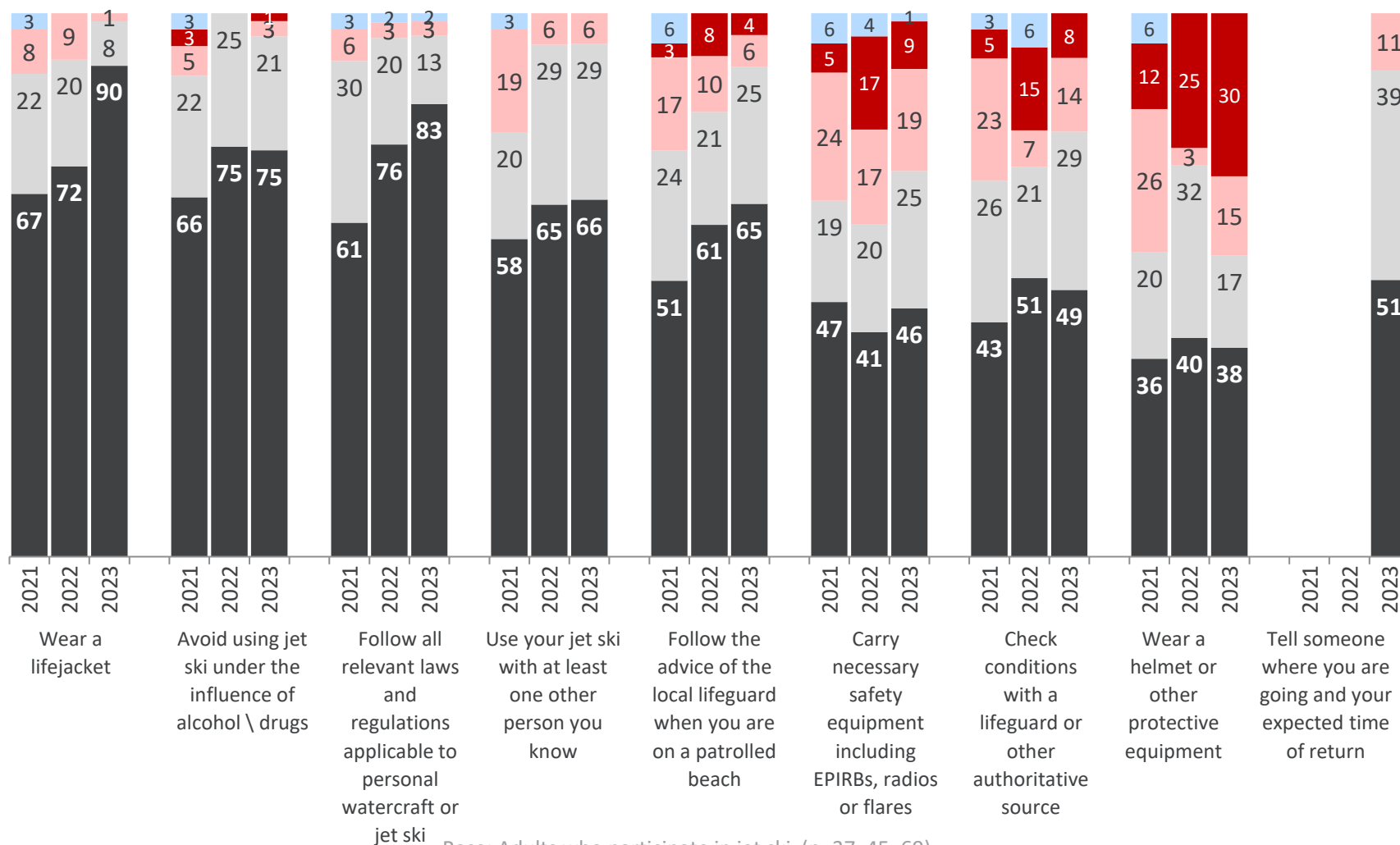
Jet ski: where they usually go and how they choose a location



Base: Adults who participate in jet ski (n=37, 45, 69)

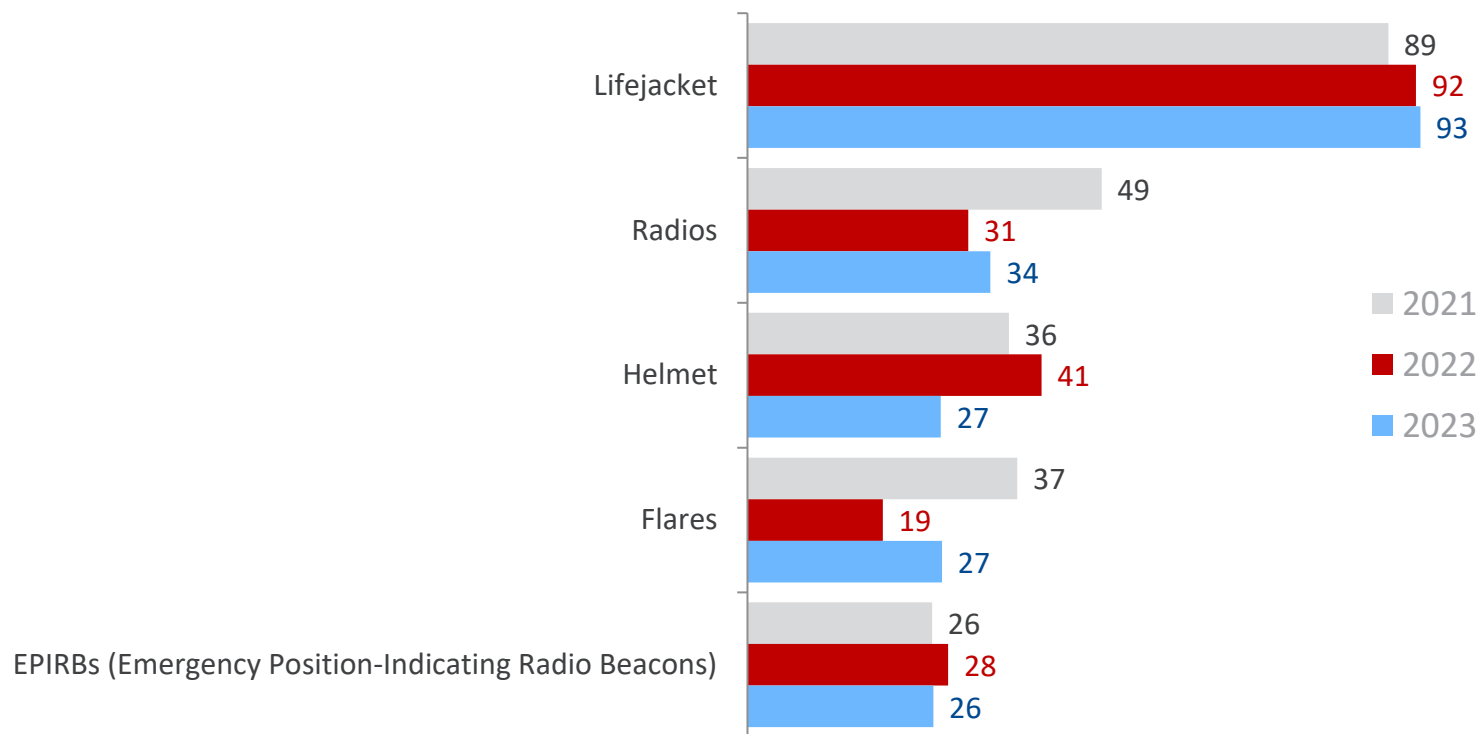
Jet ski: safety practises

Always Most of the time Sometimes Never Can't say



Base: Adults who participate in jet ski (n=37, 45, 69)

Jet ski: safety equipment use



Base: Use safety equipment (n=36, 45, 69)

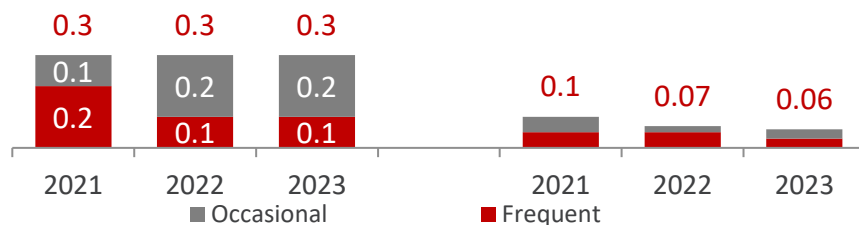
3.7 Snorkelling and scuba diving



Snorkelling and scuba diving : Who and how often?

Key metrics:

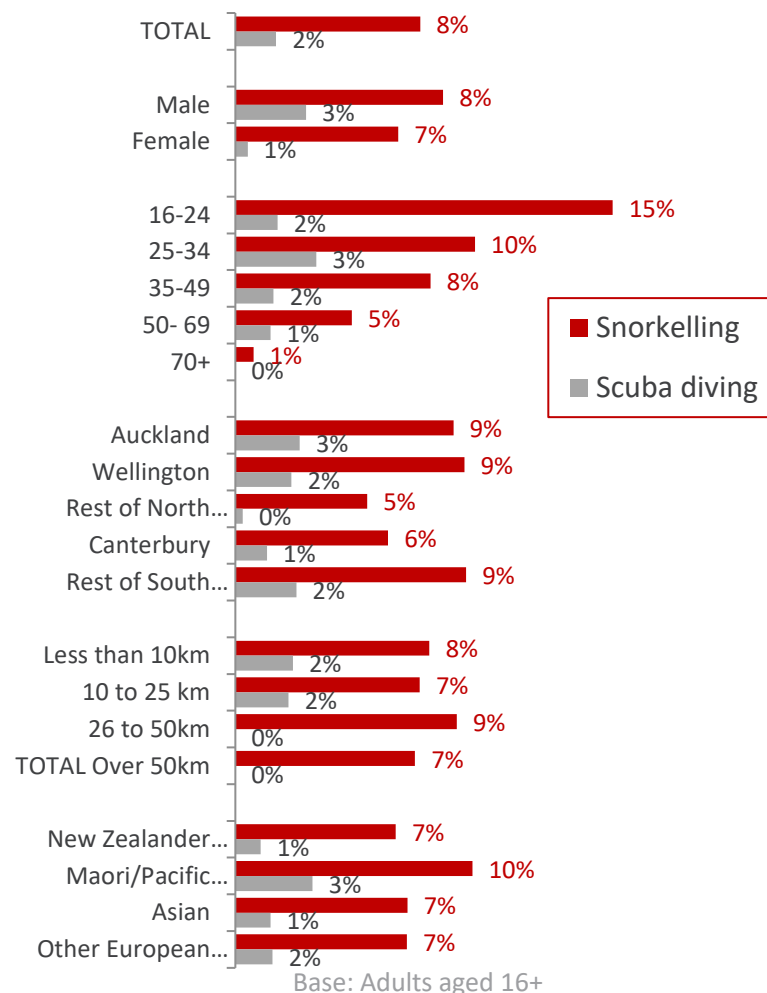
- Number of snorkellers – 300K
- Number of scuba divers – 60K
- Number of frequent snorkellers (at least once a month) – 100K



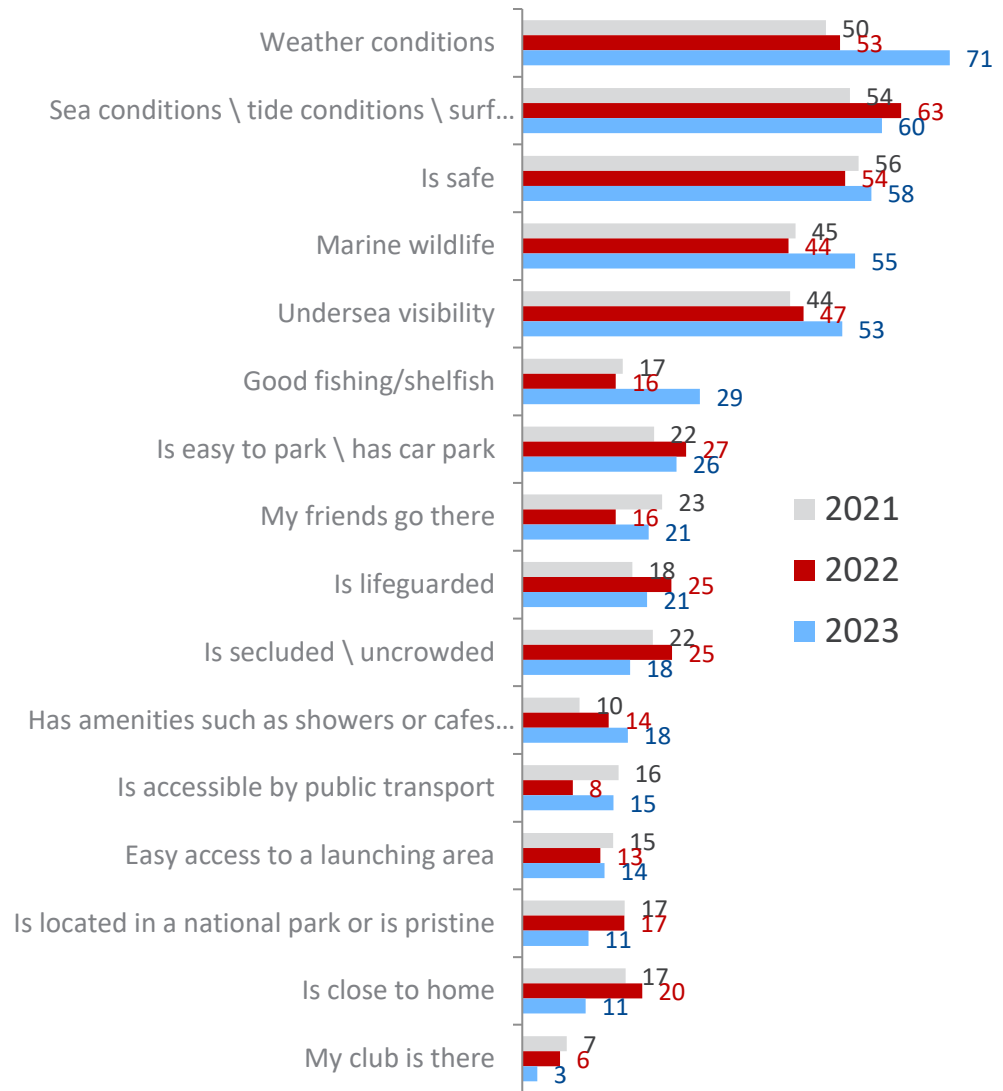
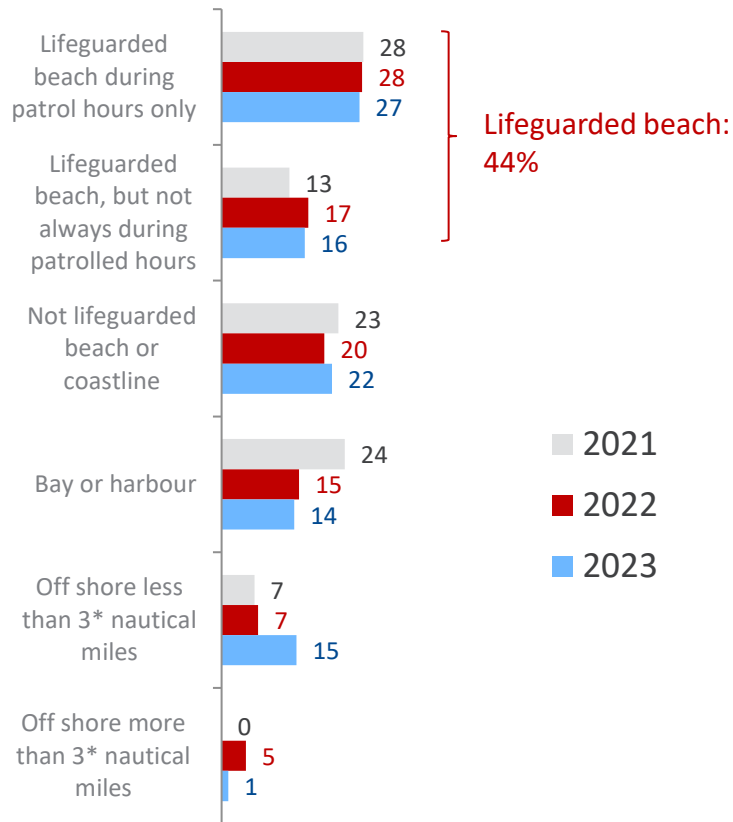
Experience/expertise (in 2023):	Snorkelling	Scuba diving
Beginner	25%	Small sample size
Intermediate	50%	
Advanced	25%	

56% of snorkellers feel experienced enough to take some risks:

Profile of snorkellers and divers

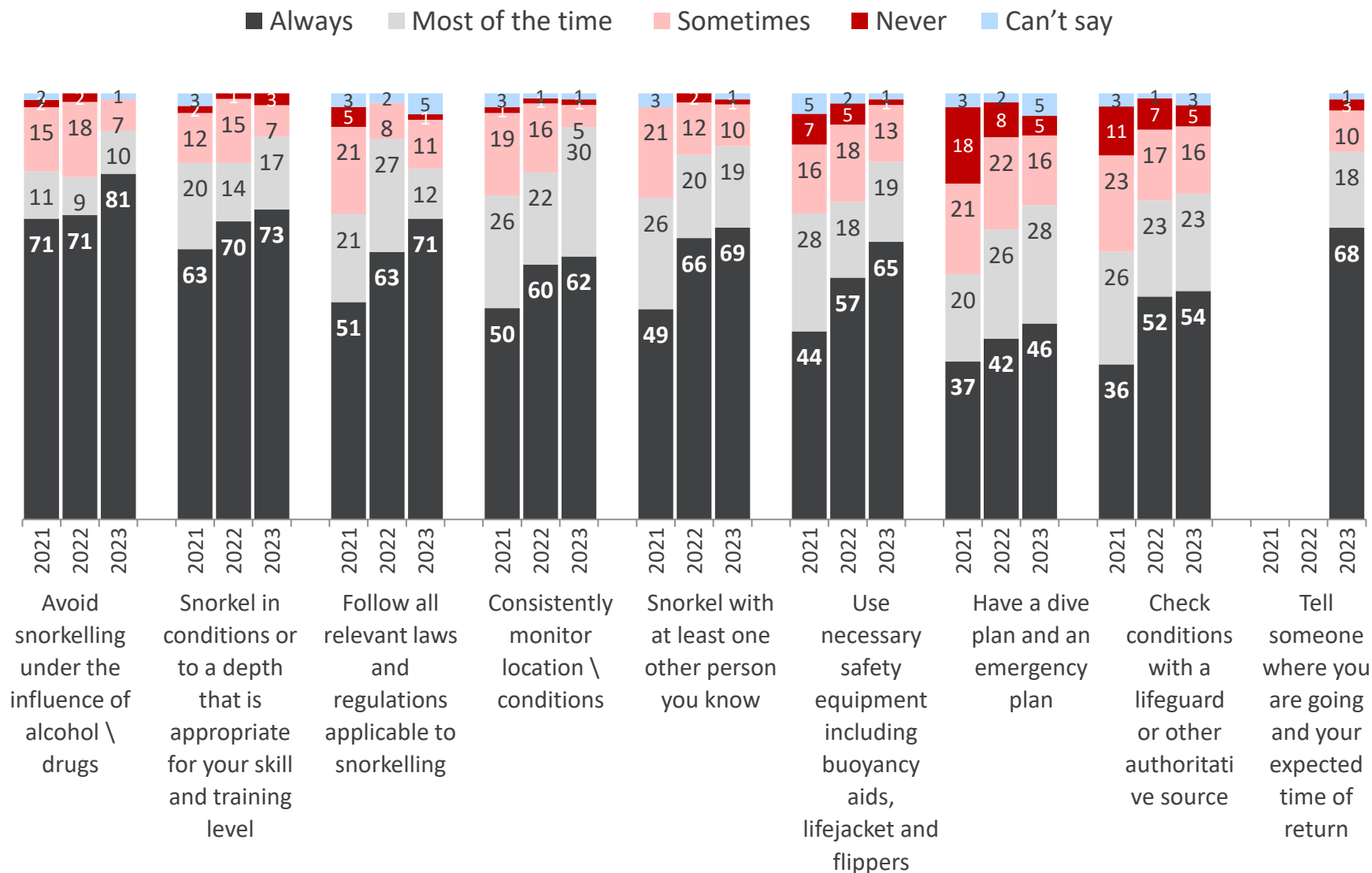


Snorkelling: where they usually go and how they choose a location



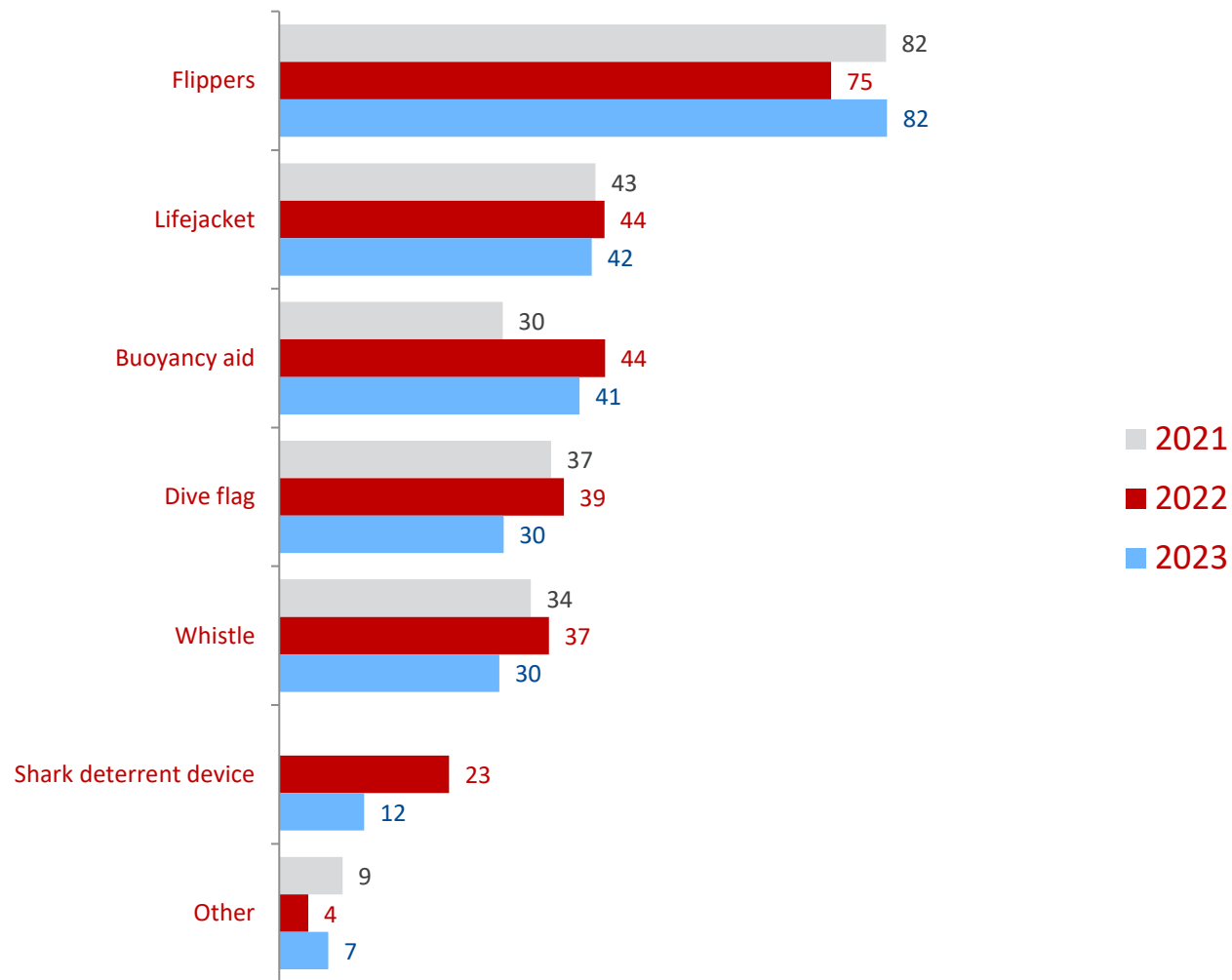
Base: Adults who participate in snorkelling (n=62, 76, 79)

Snorkelling: safety practises



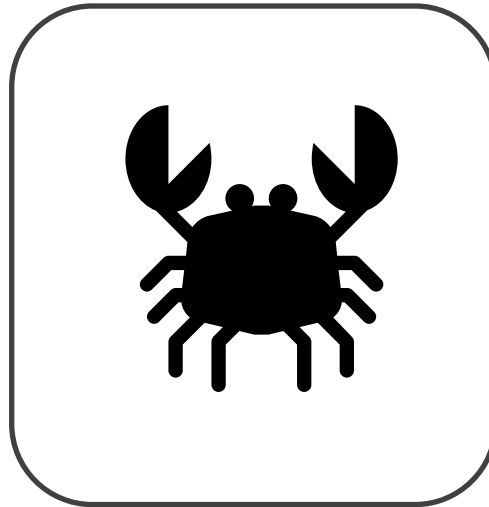
Base: Adults who participate in snorkelling (n=62, 76, 79)

Snorkelling safety equipment use



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

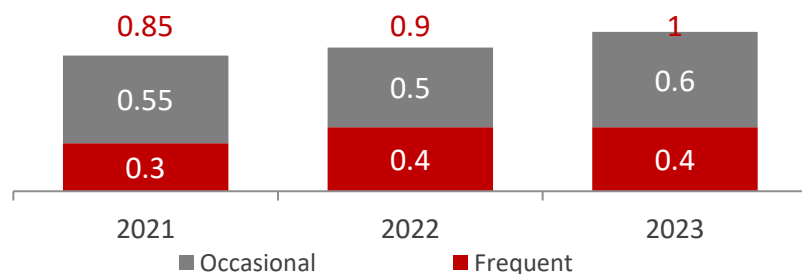
3.8 Kai gathering from the sea for food



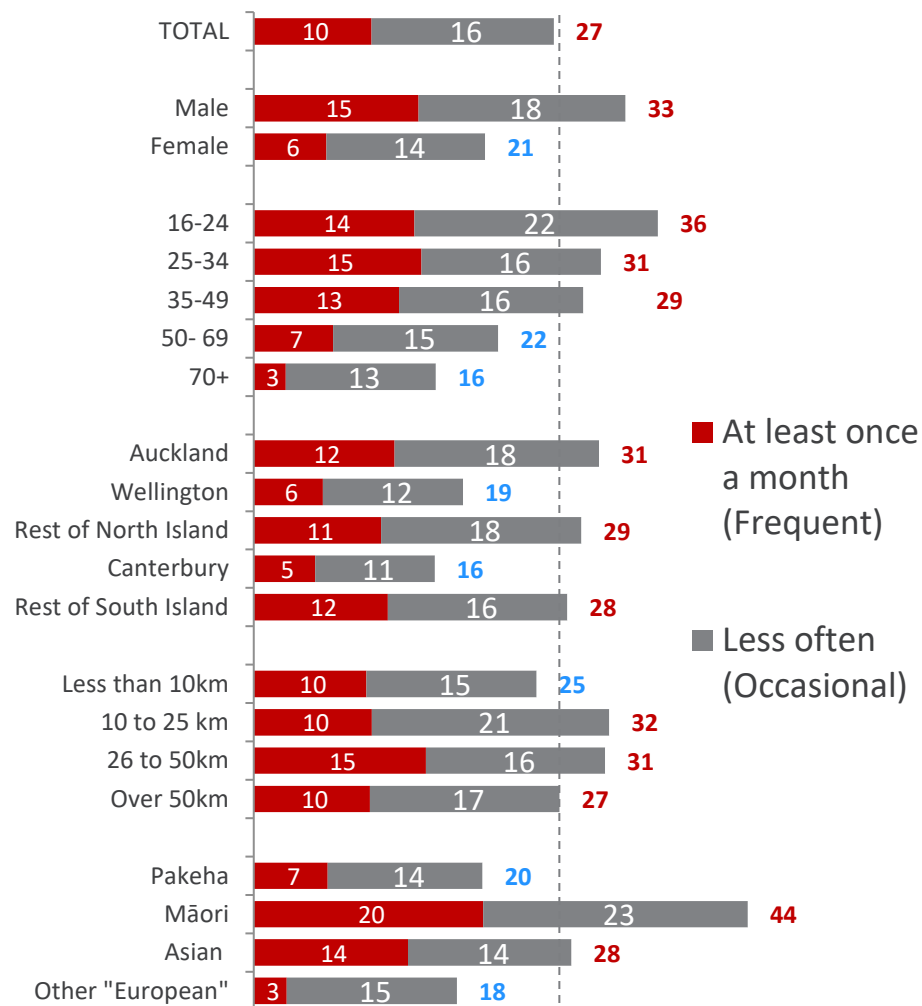
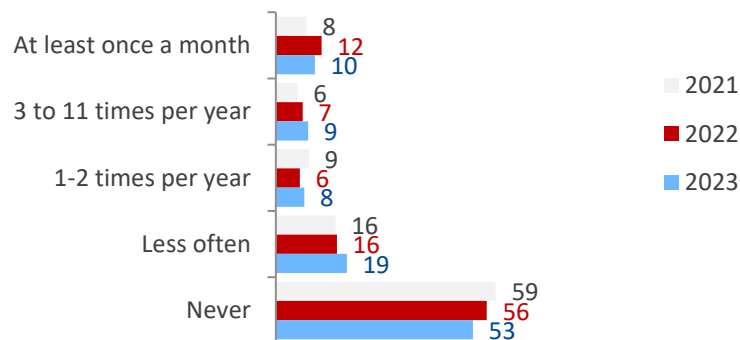
Kai gathering for food: Who and how often?

Key metrics:

- Number of participants of Kai gathering – 1 million
- Number of frequent participants (at least once a month) – 400K

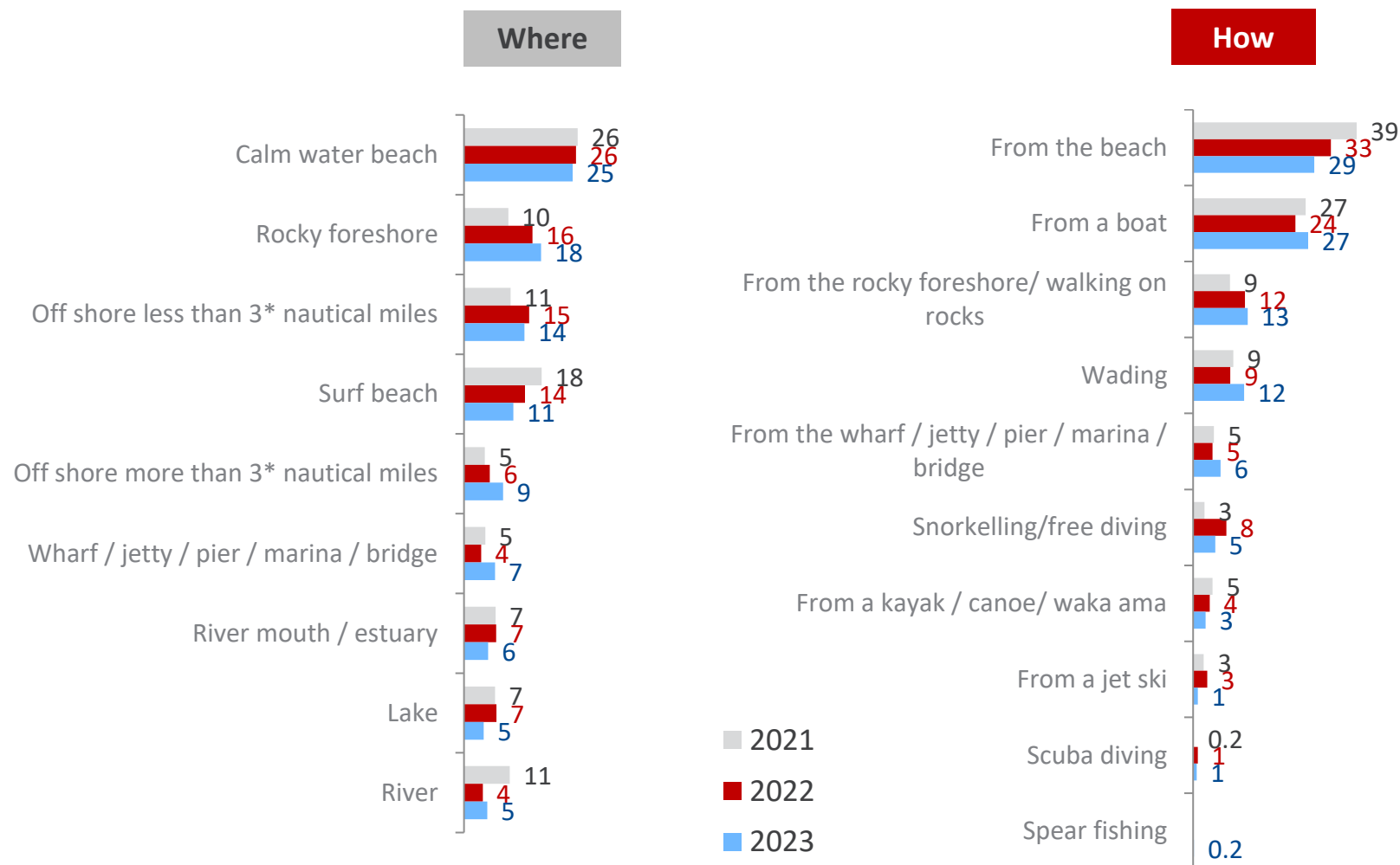


How often do they go kai gathering from the sea for food?



Base: Adults aged 16+ nationally

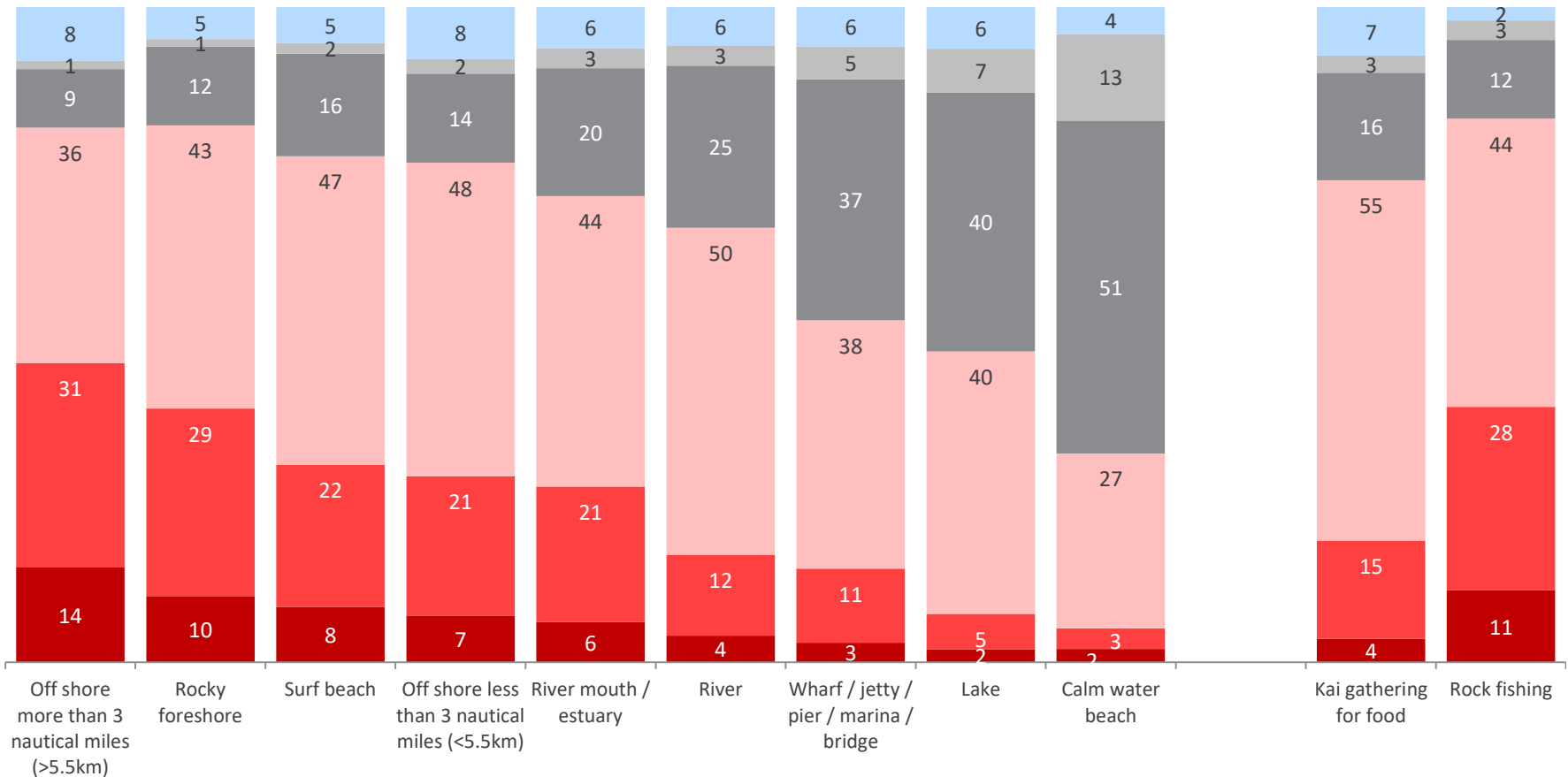
Kai gathering for food: Where and How?



Base: Adults who do kai gathering for food from the sea (n=405, 422, 482)

Kai gathering for food: locations and hazards

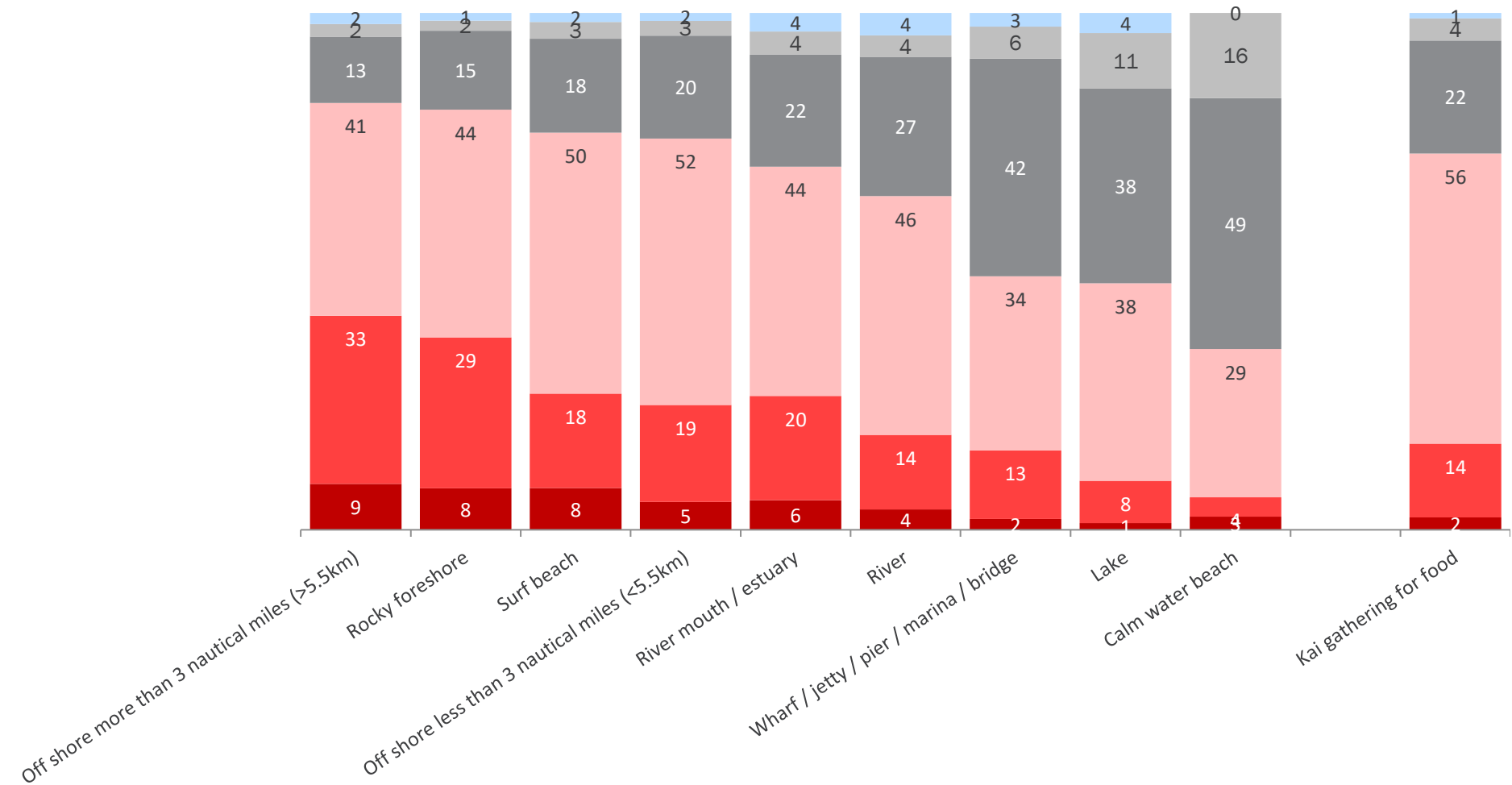
Extremely hazardous Very hazardous Somewhat hazardous Not very hazardous Not at all hazardous Can't say



Base: Adults aged 16+ (N=1063)

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

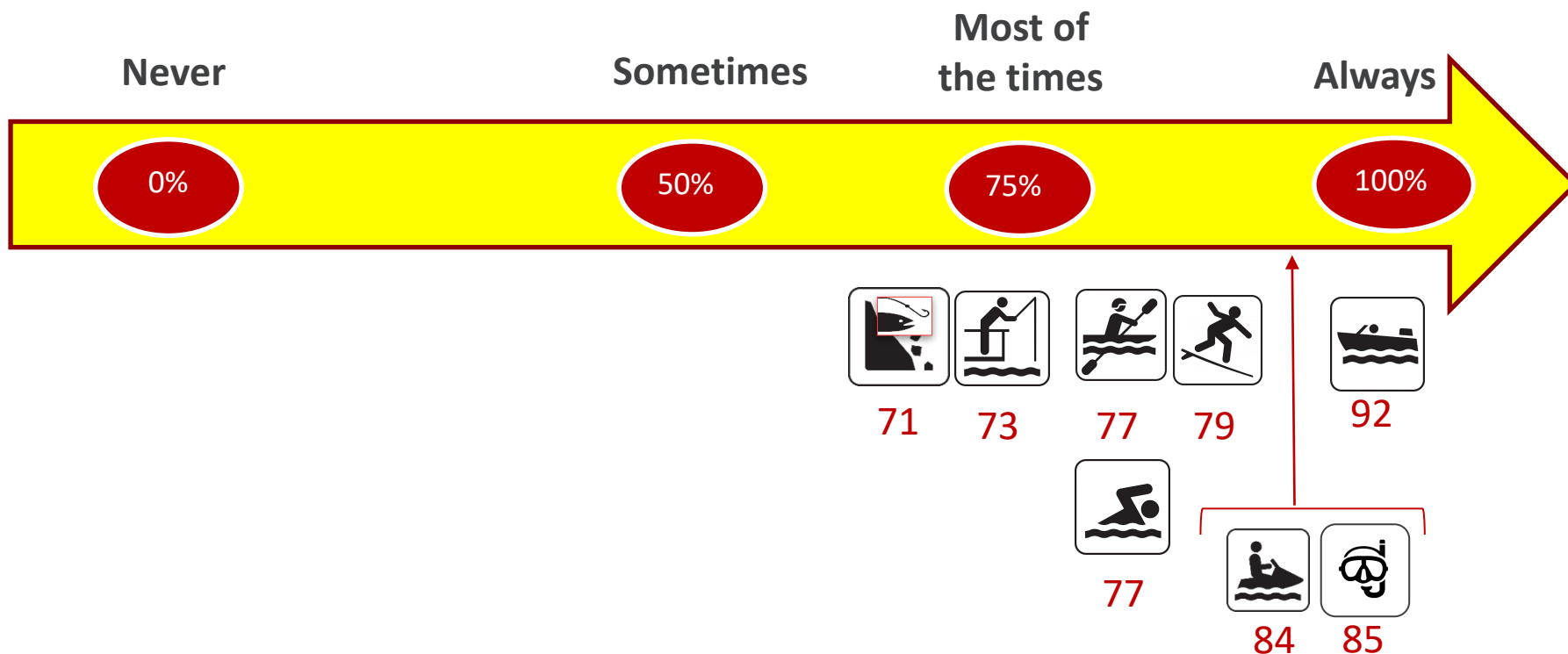


Base: Adults who participated in Kai gathering for food from the sea in P12M (n=279)

Computing a safety practises index: “Play safe index”

Rockfishing “Play safe index in NZ” in 2023 is at 71

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

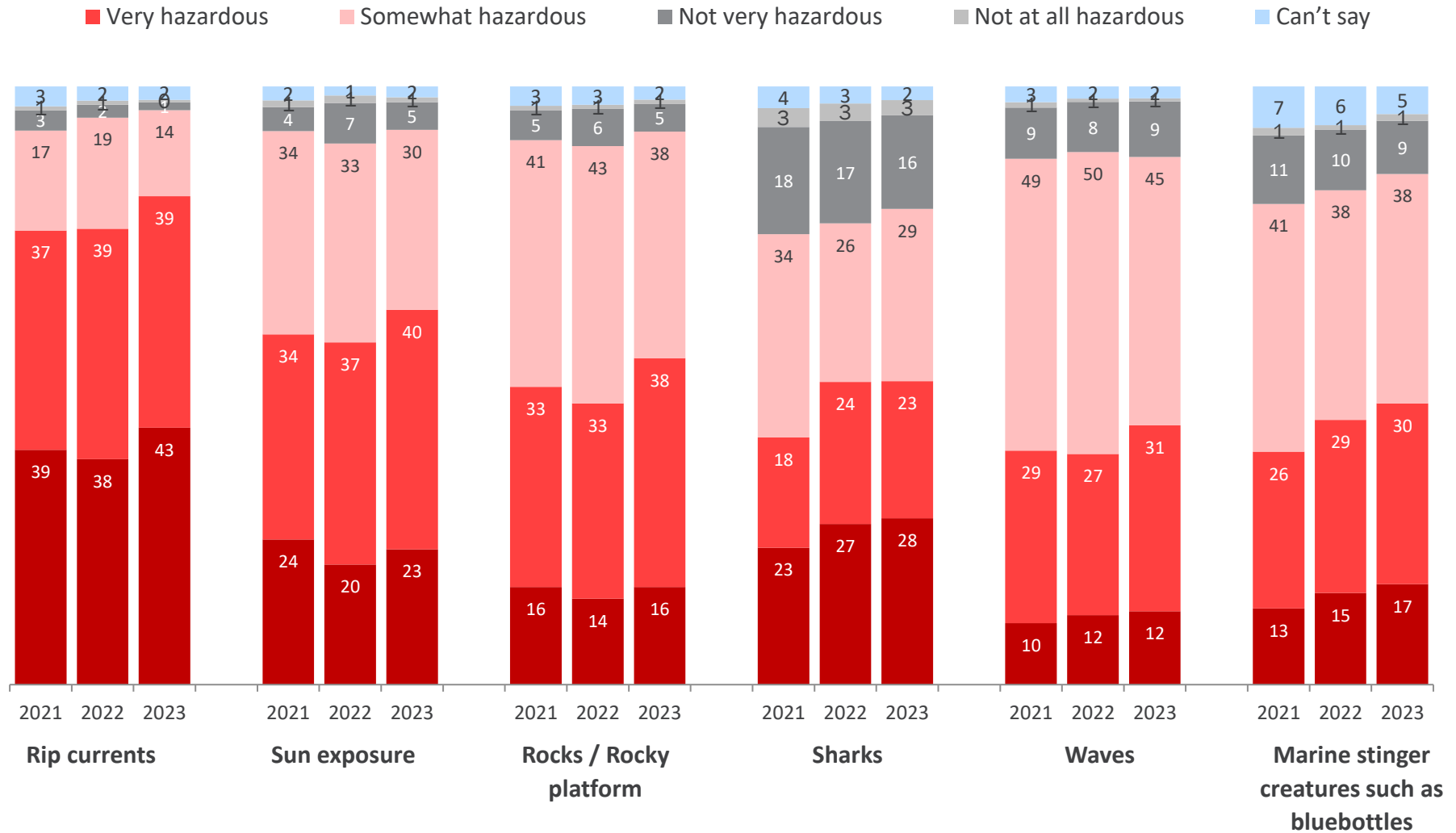


National Coastal and Water Safety Survey 2023

Part 5: rip currents and other hazards



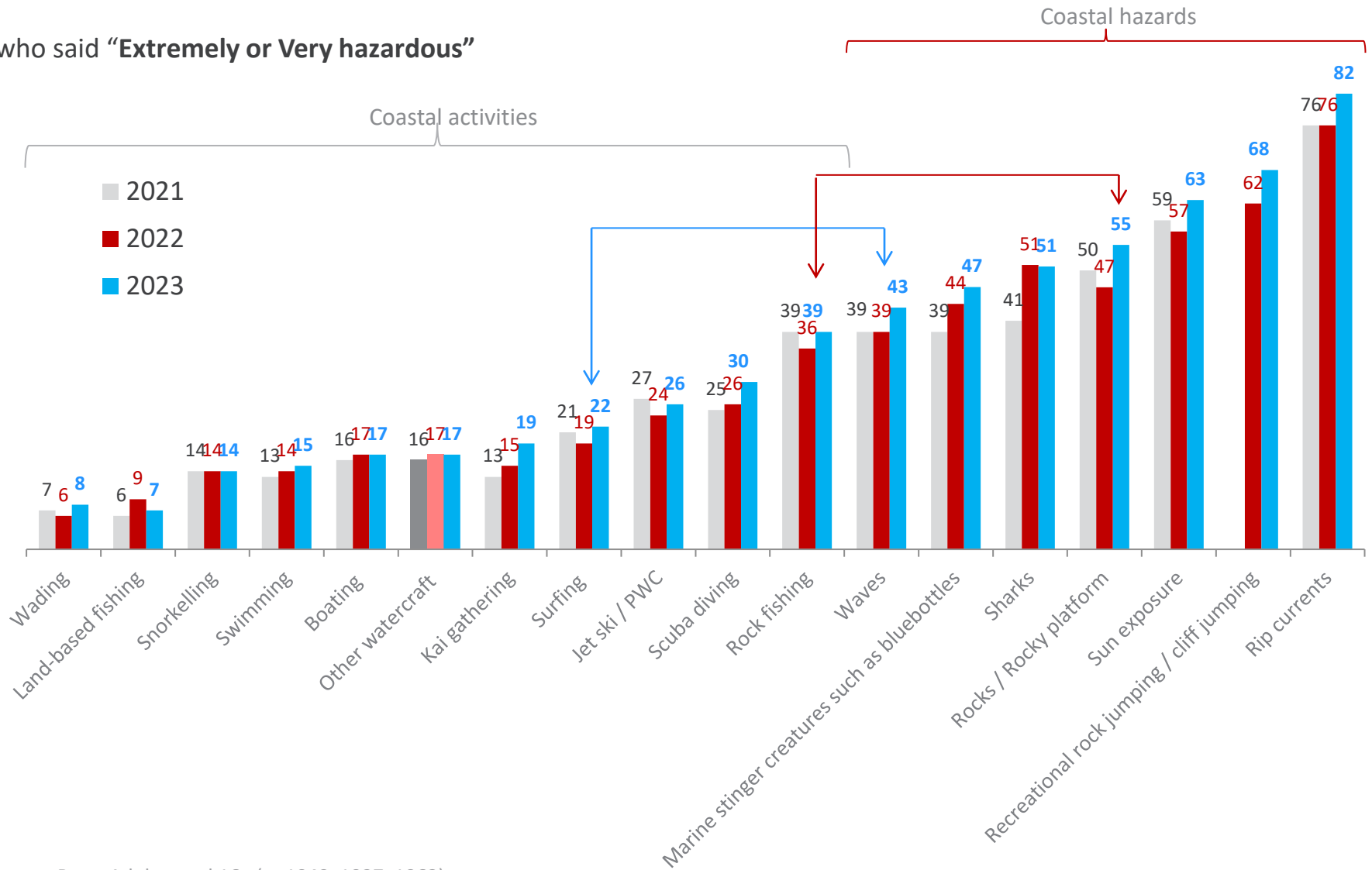
Coastal safety - hazards



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

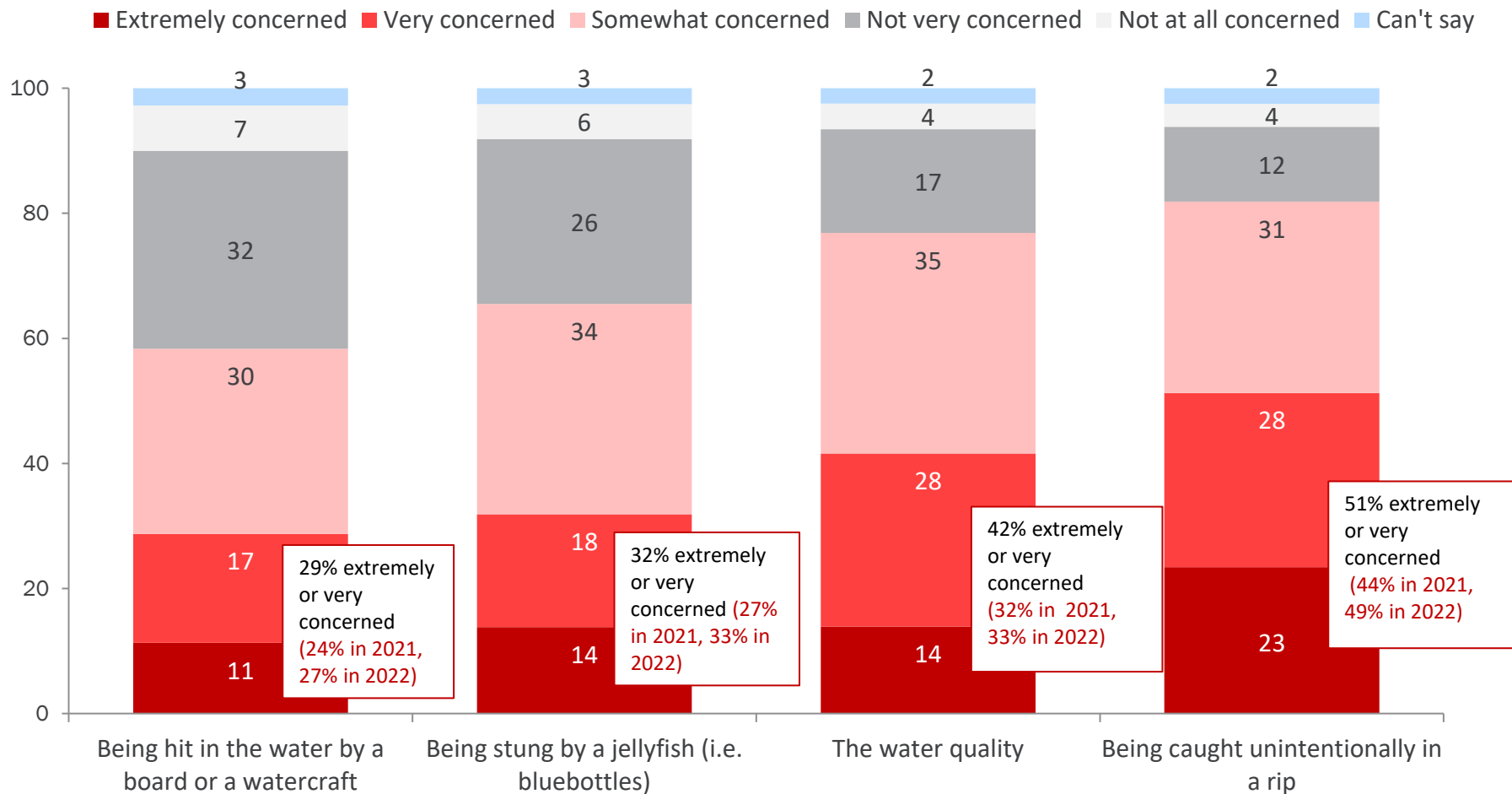
Coastal safety – comparing activities and other hazards

% who said “Extremely or Very hazardous”



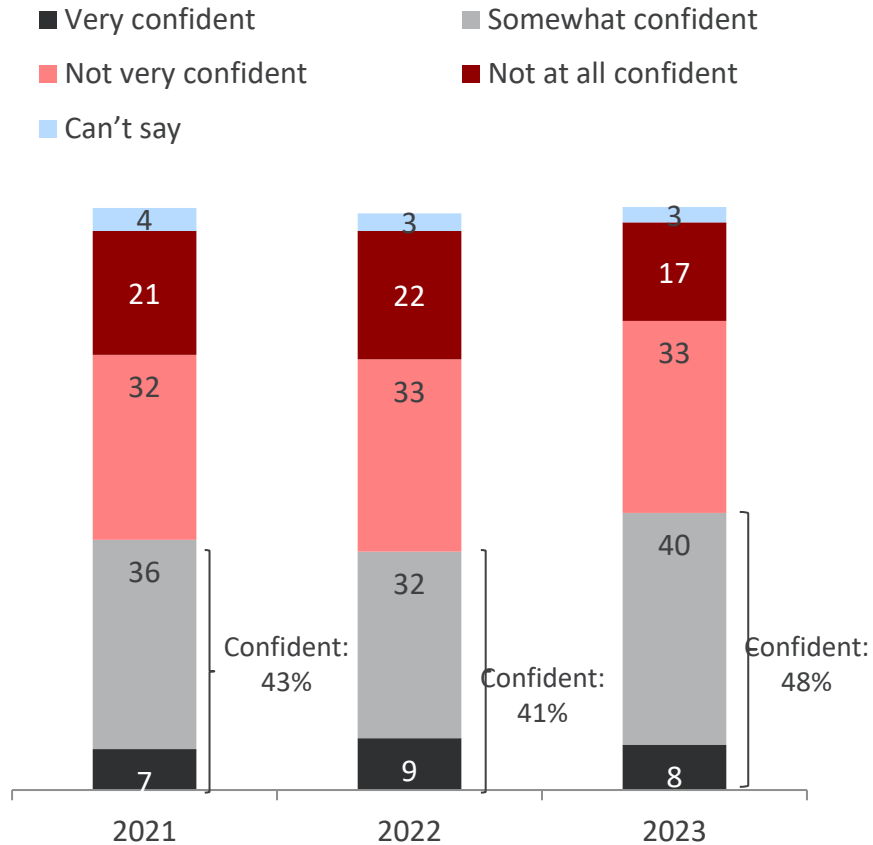
Base: Adults aged 16+ (n=1049, 1027, 1063)

Some concerns

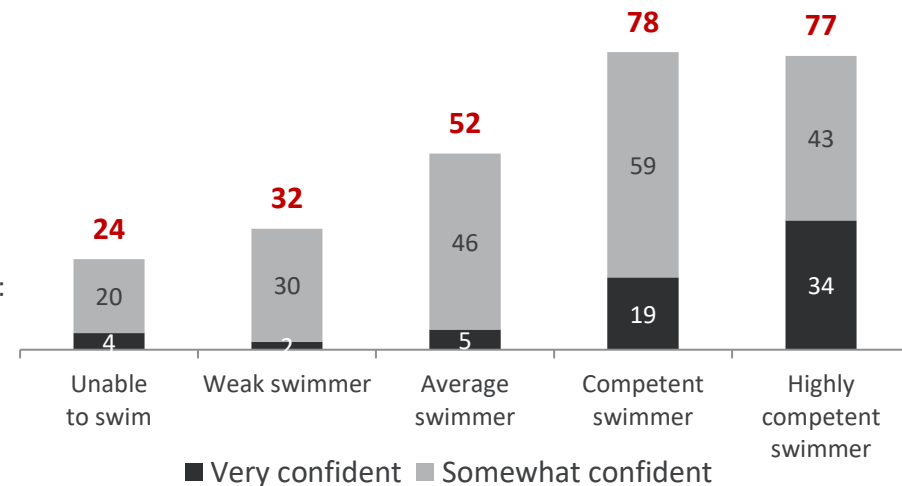


Base: Adults aged 16+ nationally (n=1063)

Confident they could identify a rip



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



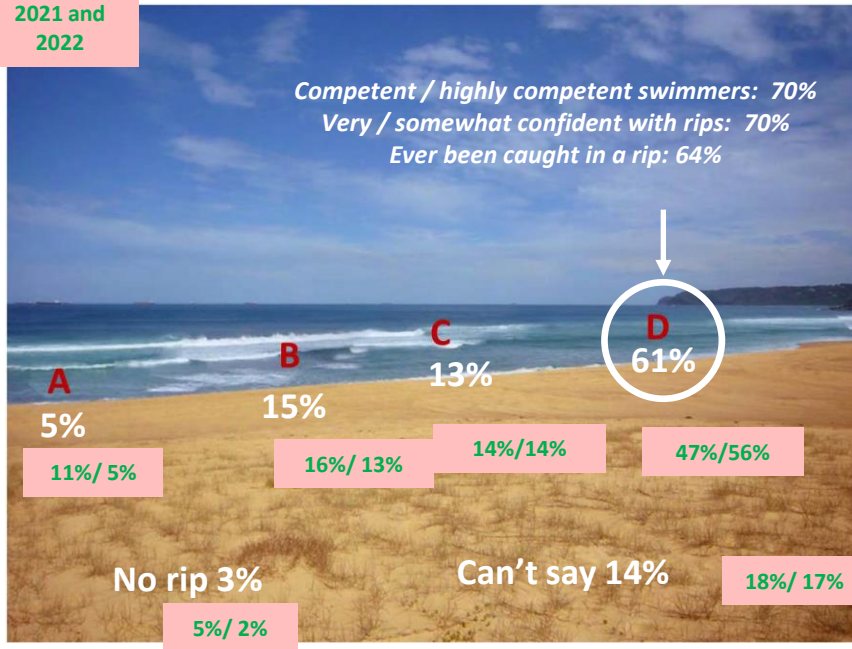
Base: Adults aged 16+(n=1049, 1027, 1063)

Identifying a rip

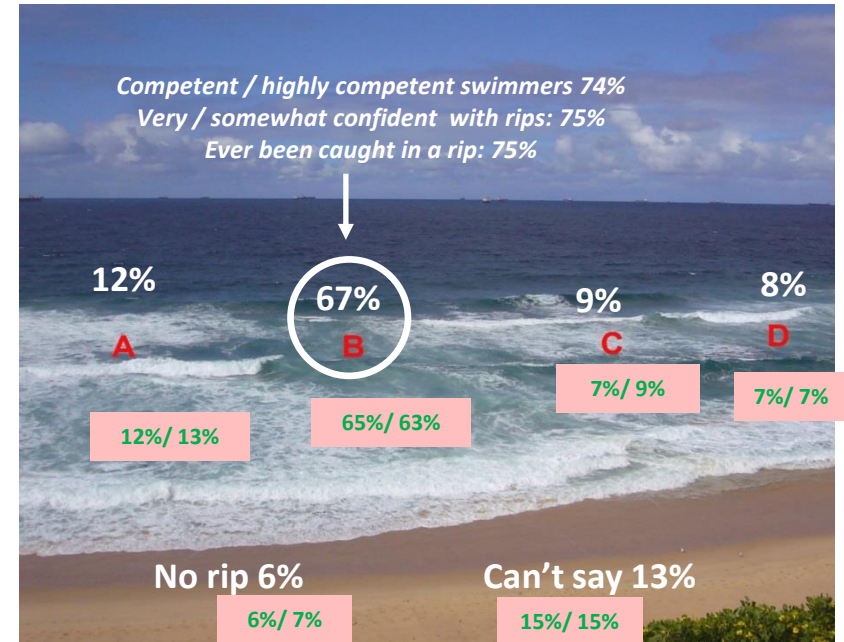
Where are the rips, if any?

Results in
2021 and
2022

1



2



Correct in picture 1 but not picture 2

9%

Correct in picture 2 but not picture 1

15%

Correct answer for both

51%

Incorrect answer for both

24%

Higher for

- Competent / highly competent ocean swimmers (58%)
- Those very / somewhat confident they can identify a rip current (61%)
- Those who have ever been caught in a rip current (56%)

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

The rip identification test in NZ and Australia

1



2



	NZ 2021	NZ 2022	NZ 2023		<i>Australia 2021</i>	<i>Australia 2022</i>	<i>Australia 2023</i>
Correct answer for both	39%	44%	51%		28%	32%	38%
Correct in picture 1 but not in picture 2	7%	12%	9%		7%	11%	11%
Correct in picture 2 but not in picture 1	25%	18%	15%		28%	20%	19%
Incorrect answer for both	28%	26%	24%		37%	37%	32%

Base: Adults aged 16+ (n=1063 in NZ and n=3118 in Aus in 2023)

The rip identification test

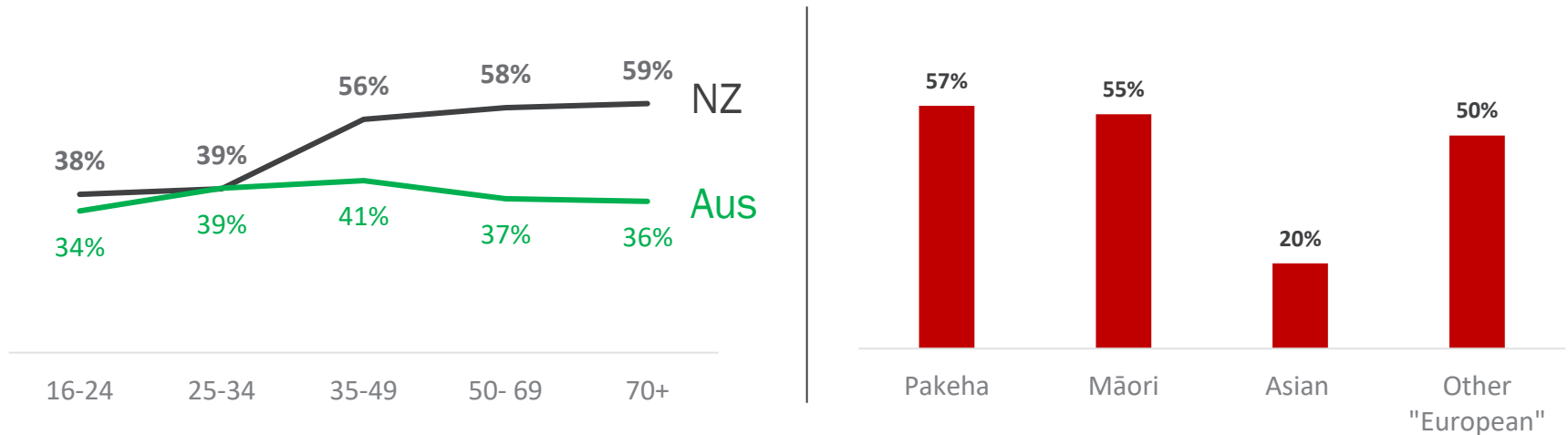
1



2



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



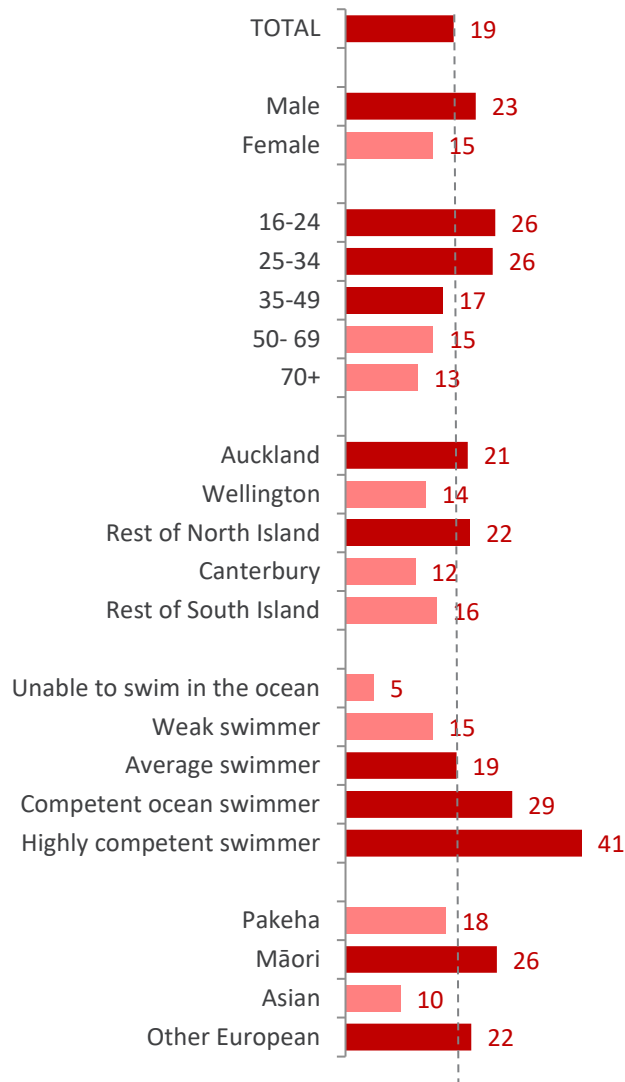
Rip Id test by level of confidence in rip identification and ocean swimming competency

	Total	Very confident they can identify a rip	Somewhat confident	Not very confident	Not at all confident
Correct answer for both	51%	65%	60%	47%	35%
Correct in picture 1 but not in picture 2	9%	4%	10%	10%	8%
Correct in picture 2 but not in picture 1	15%	13%	15%	18%	14%
Incorrect answer for both	24%	17%	15%	25%	42%

	Total	Highly competent swimmer	Competent swimmer	Average swimmer	Weak swimmer	Unable to swim
Correct answer for both	51%	53%	60%	53%	49%	43%
Correct in picture 1 but not in picture 2	9%	8%	11%	9%	9%	11%
Correct in picture 2 but not in picture 1	15%	19%	15%	15%	17%	12%
Incorrect answer for both	24%	20%	13%	23%	25%	34%

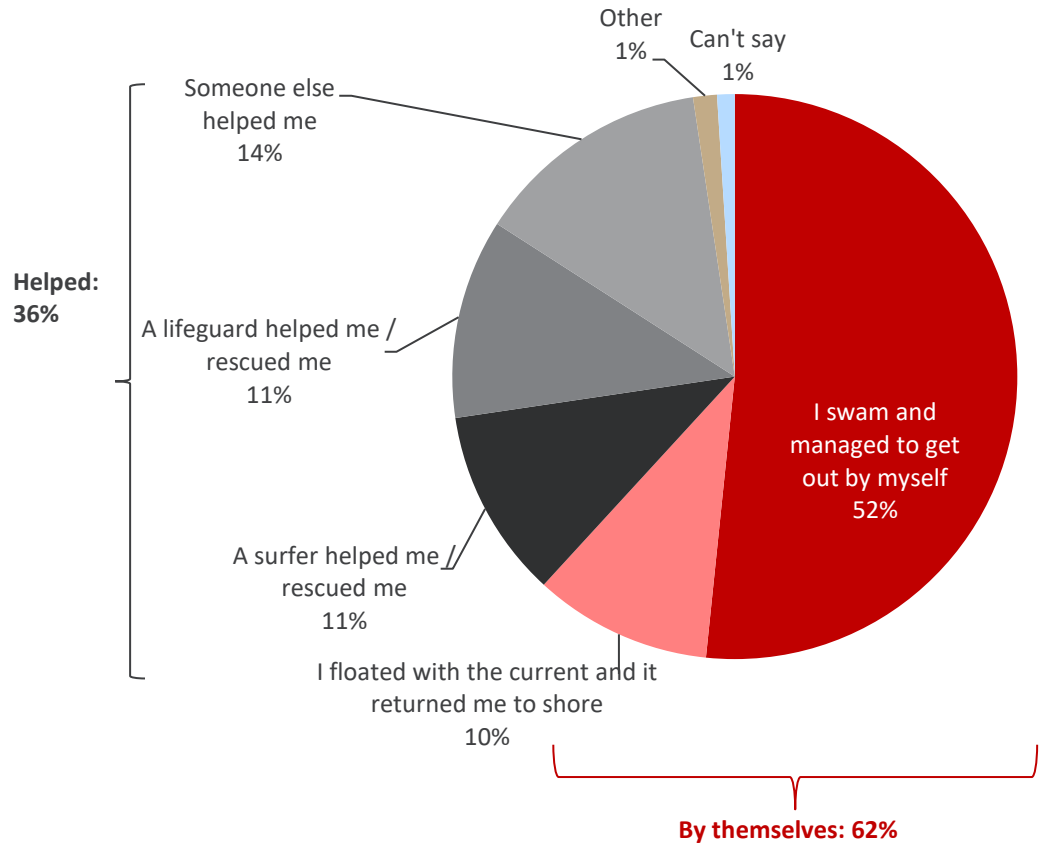
Base: Adults aged 16+ Nationally

Almost 1 in 5 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=200)

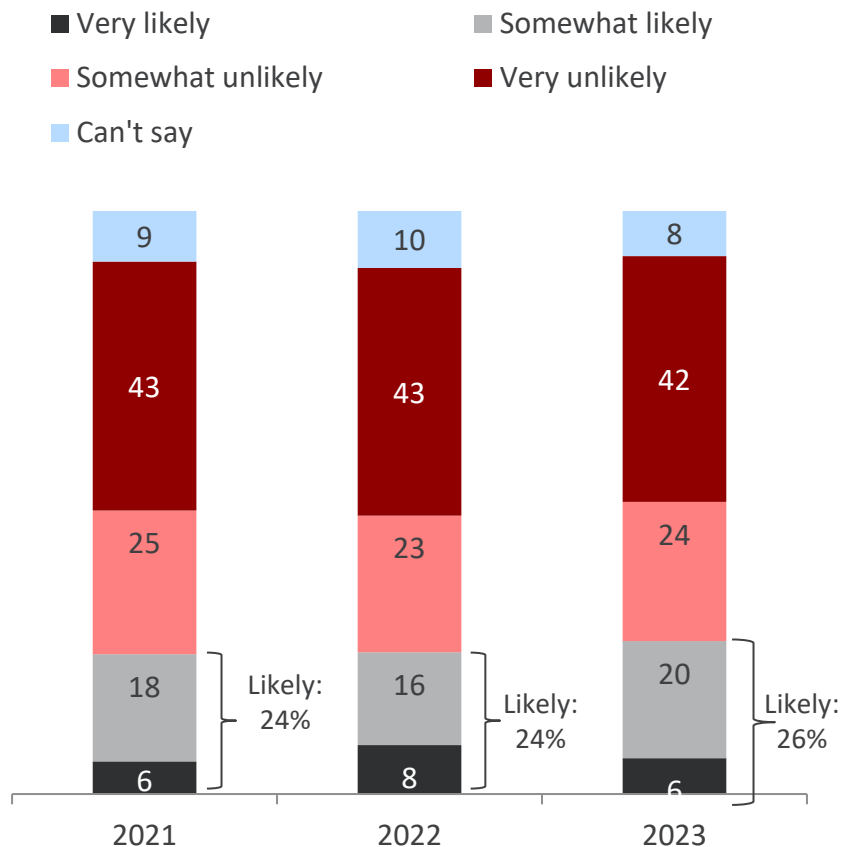
Presence of lifeguard when caught in a rip

Overall amongst the 16+ population:

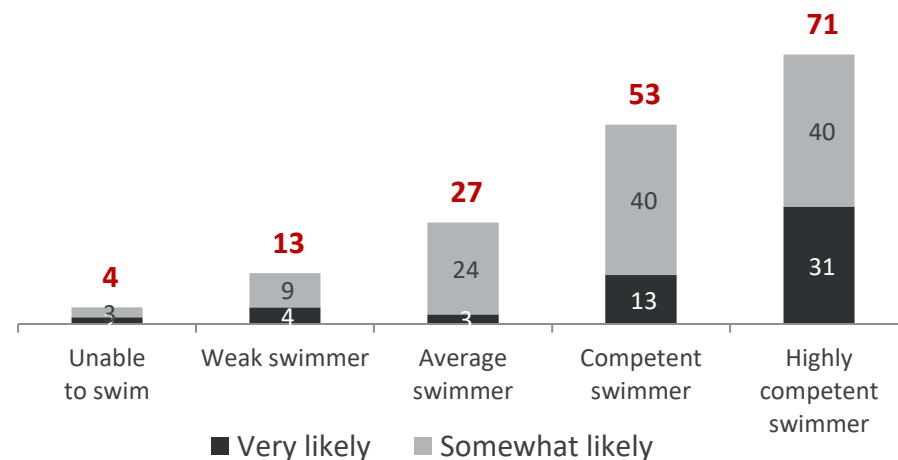
- 19% have ever been caught unintentionally in a rip
- 7% have been caught in a rip in the last 5 years (3% in the last 18 months)
- 7% have received help to get out of the rip current
- *Reminder: 7% have ever been rescued when participating in coastal activities*

	Have been caught unintentionally in a rip (n=200)	Have been caught in a rip AND received help to get out of the rip (n=71)
Yes, lifeguards were present	36%	50%
No lifeguards at this lifeguarded beach as it was outside patrol hours	20%	20%
No lifeguards as it was at a not lifeguarded beach	38%	23%
Can't say, can't remember	6%	7%

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, 1063)

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	94%	2%	4%
Regularly assess the situation	88%	4%	8%
Relax, stay calm and float	86%	5%	8%
Ask a surfer for help	79%	9%	12%
Ride the rip until it stops and you can swim back to shore or help arrives	64%	18%	18%
Swim parallel, horizontal to the shore	53%	18%	29%
Swim with the rip, in the same direction as the flow	50%	26%	25%
Swim across the current, swim at a 90 degree angle across the rip	36%	32%	32%
Swim diagonally at a 45 degree angle towards beach	34%	29%	37%
Swim towards the waves	20%	48%	33%
Swim away from the shore	19%	54%	27%
Swim back to the shore, swim against current	10%	74%	16%

Base: Adults aged 16+ nationally (n=1063)

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

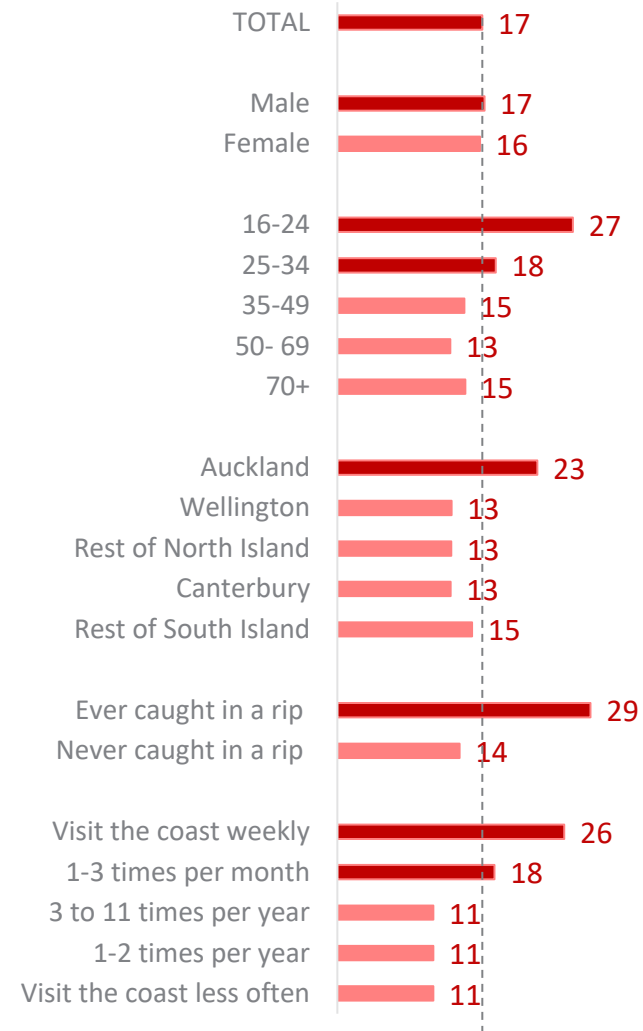
YES IT IS A GOOD THING TO DO	2021	2022	2023
Raise your hand to signal for help	92%	91%	94%
Regularly assess the situation	87%	83%	88%
Relax, stay calm and float	81%	81%	86%
Ask a surfer for help	79%	78%	79%
Ride the rip until it stops and you can swim back to shore or help arrives	58%	59%	64%
Swim parallel,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

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

17% have recognised the 3Rs (rip) poster



→ 22% said they've heard of the 3Rs before



Base: Adults aged 16+



The 3Rs poster conveys a clear and informative message

The messages on this poster are clear and easy to understand



You feel better informed on what to do if caught in a rip current

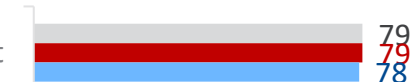


You are still not sure what you would do if caught in a rip current



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...



Would do something else



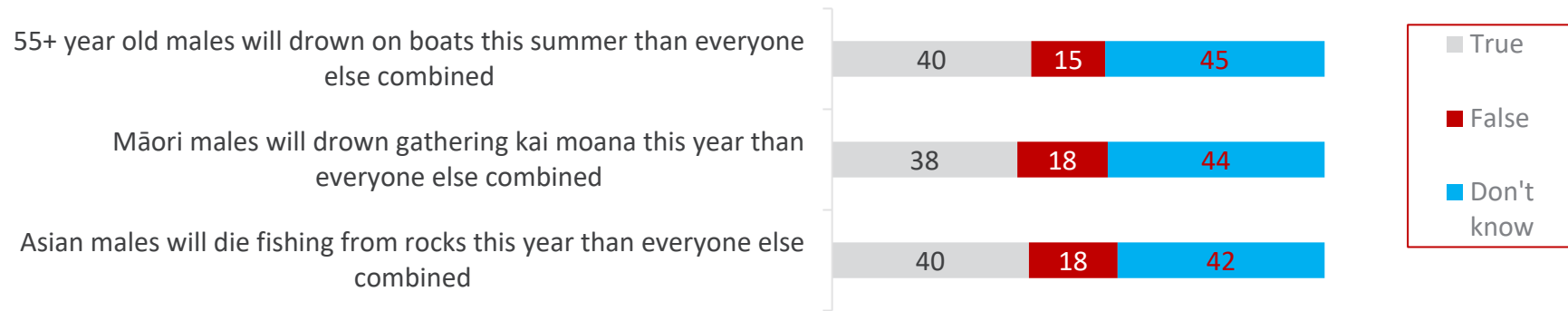
None of these / can't say



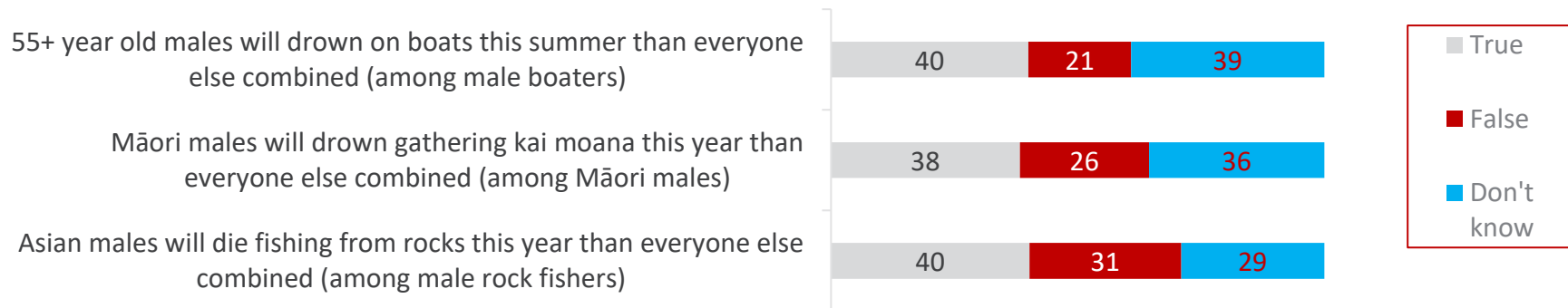
Base: total sample (n=1049, 1027, 1063)

The Water Safety NZ “Don’t be that guy” campaign: messages

114



Base: total sample (n=1063)



Base: Boaters males (n= 116) / Māori males (n =100) / Rock fishers males (n=57)

The Water Safety NZ “Don’t be that guy” campaign: Recognition

115



Have seen the campaign before

- Total sample: 8%
- Boater males: 12%



Have seen the campaign before

- Total sample: 7%
- Māori males: 18%



Have seen the campaign before

- Total sample: 7%
- Rockfisher males: 17%

→ Overall, 12% have seen at least one of the three elements of the campaign before

Base: total sample (n=1063), boaters males (n= 116) / Māori males (n =100) / Rock fishers males (n=57)

National Coastal and Water Safety Survey 2023

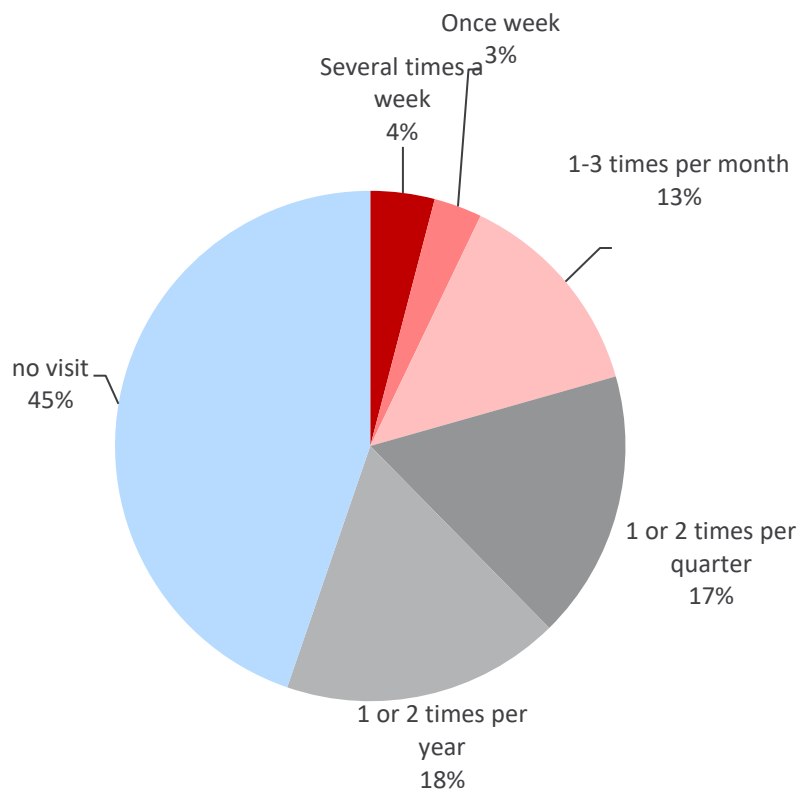
Part 6:

River, creek,
stream or lake



55% visited a river, creek, stream or lake within the last 12 months

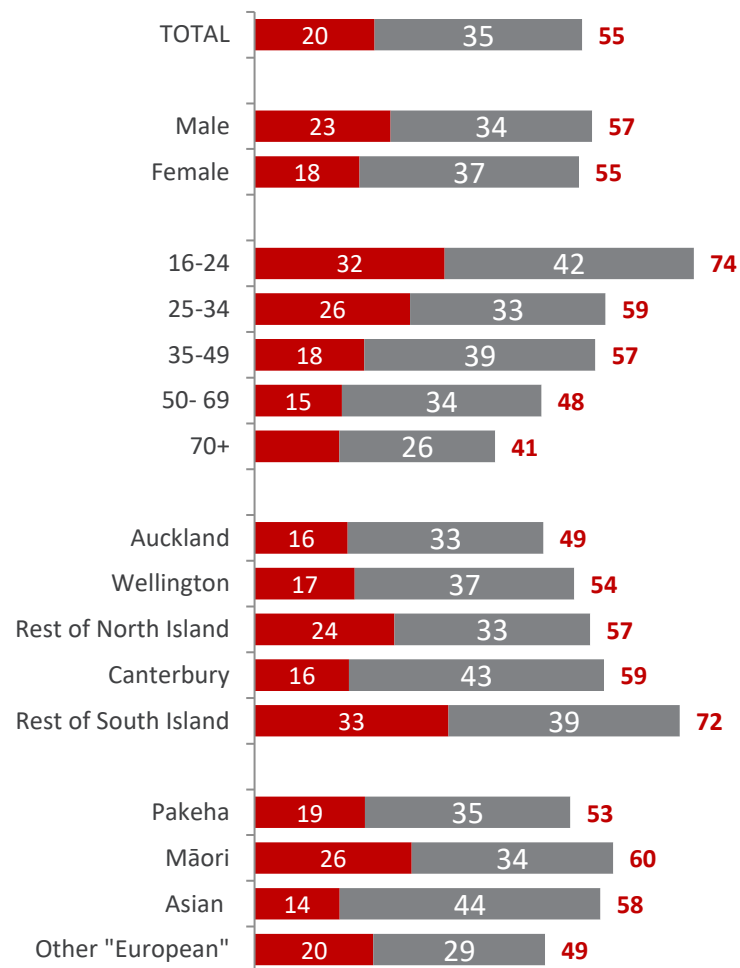
Visit frequency to river, creek, stream or lake in P12M



Base: Adults aged 16+ nationally (n=1063)

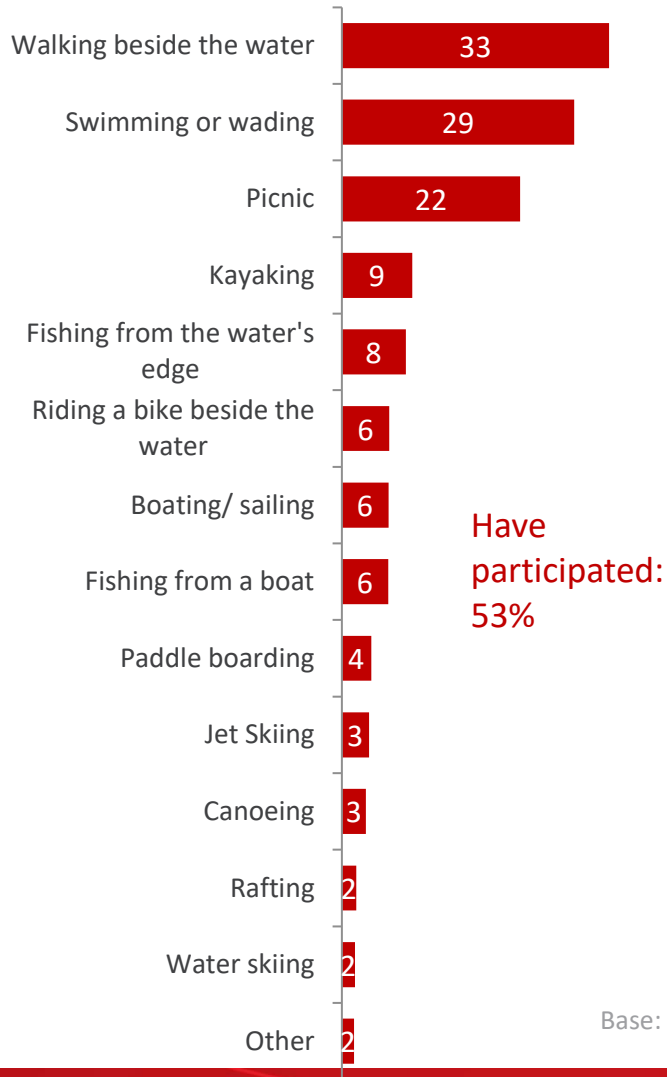
■ At least once a month (Frequent)

■ Occasional



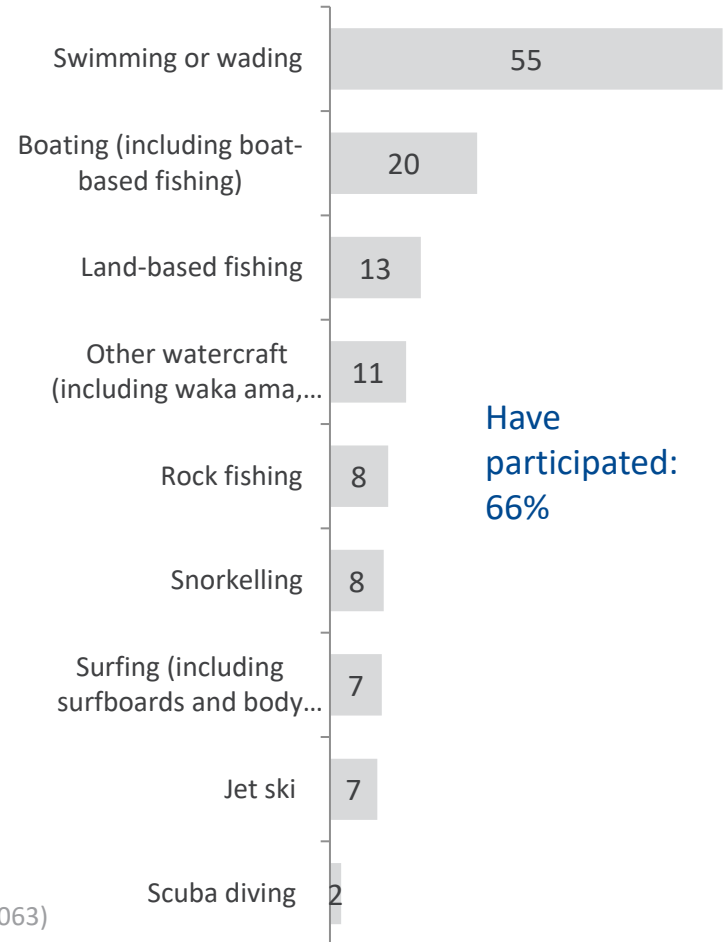
Participation in rivers/lake activities

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



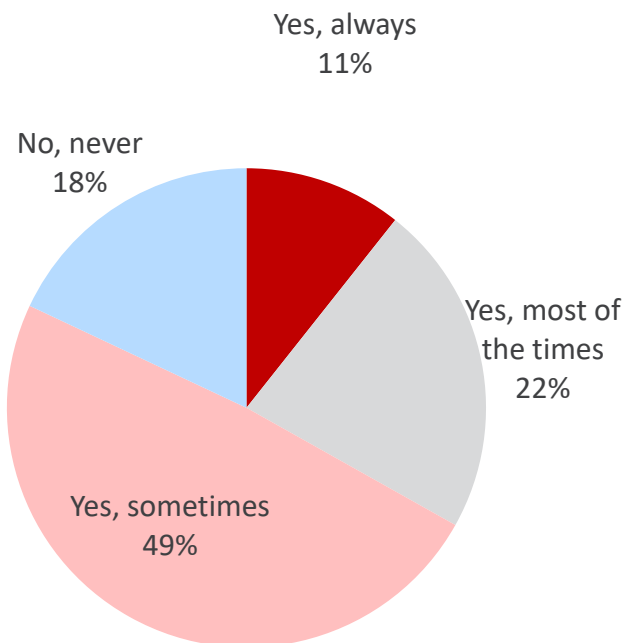
Base: Adults aged 16+ nationally (n= 1063)

Comparison with coastal activities they have participated in P12M

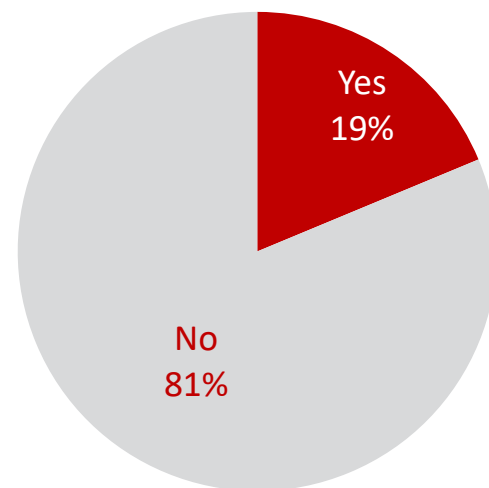


What do they do when they visit a river, creek, stream or lake ?

When you visit a river, creek, stream or lake, do you enter the water?

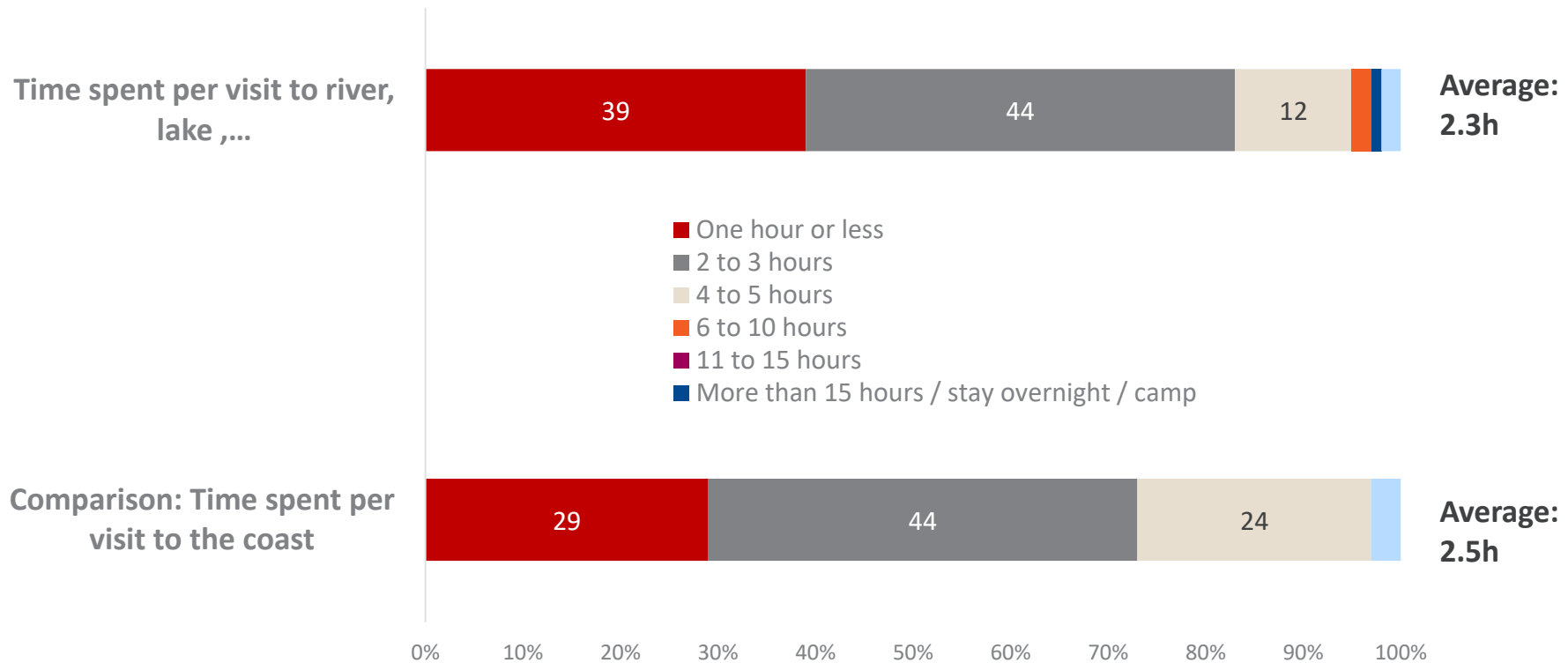


When you visit a river, creek, stream or lake do you consume any alcoholic beverages?



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

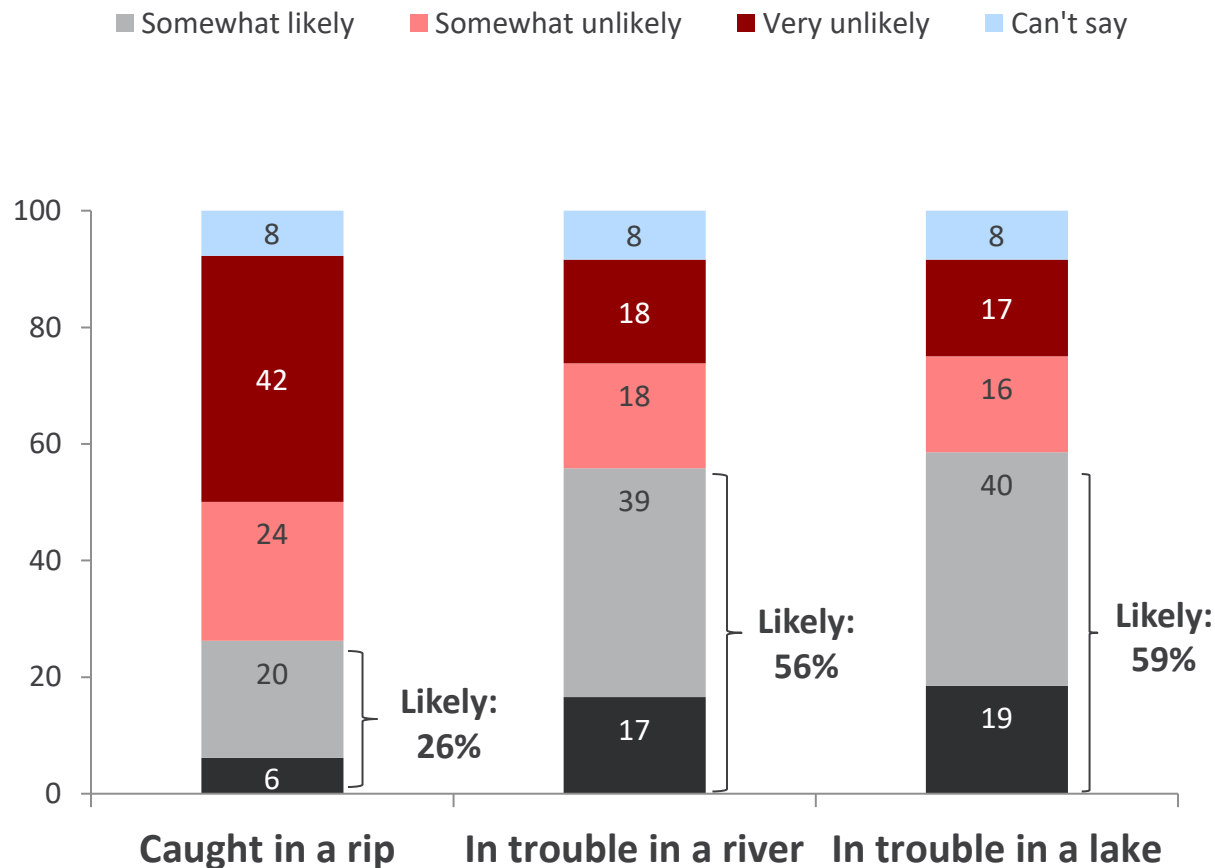
Visits to a river, creek, stream or lake within the last 12 months



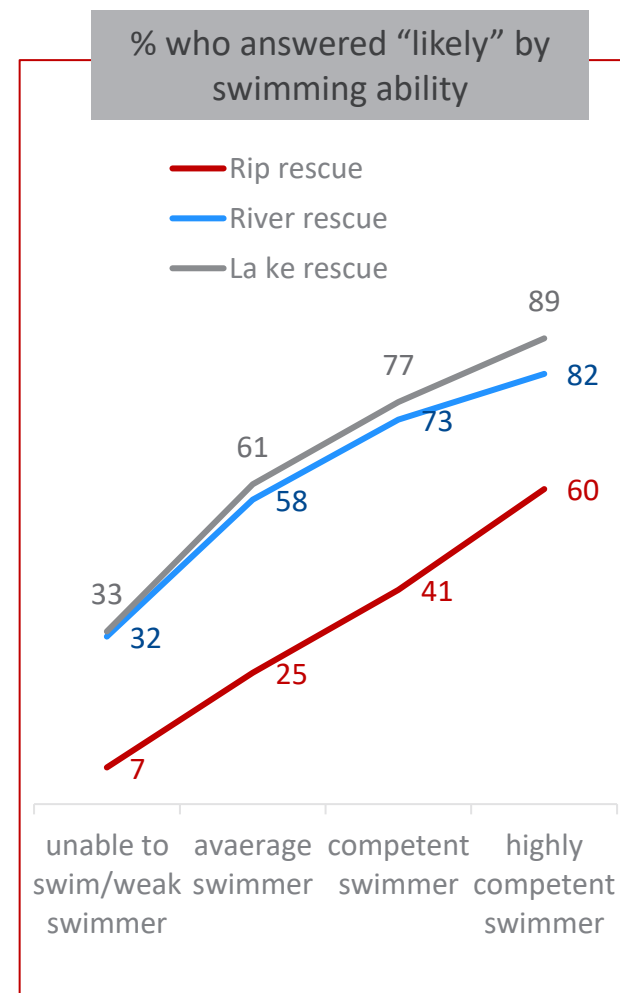
Base: Have visited a river, creek, stream or lake within the last 12 months (n=590 in 2023)
Have visited the coast in the last 12 month (n=889 in 2023)

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

121



Base: Adults aged 16+ (n=1063)



National Coastal and Water Safety Survey 2023

APPENDIX



SOME RESULTS BY ETHNICITY



Some results by ethnicity

Respondents aged 16+	Pakeha (n= 598)	Māori / Pacific Islanders (n=249)	Asian (n=124)	Other “European” (n=61)
The coast is extremely or very hazardous	23%	31%	21%	11%
The beach is extremely or very hazardous	11%	17%	9%	3%
The rivers are extremely or very hazardous	25%	30%	11%	20%
Unable to swim or weak swimmer - overall	30%	28%	32%	26%
Unable to swim or weak swimmer – in the ocean	43%	41%	53%	35%
Participated in formal swimming lesson	69%	59%	49%	74%
Can swim 50m without stopping	60%	55%	47%	64%
Can swim 50m without stopping in the ocean	43%	39%	25%	32%
Cannot swim or float more than one minute in the ocean	28%	27%	41%	26%
Have ever been rescued / have performed a rescue	5%/11%	14%/25%	10%/8%	3%/7%
Visit the coast at least once a week/ at least once a month	27%/47%	35%/58%	13%/48%	45%/54%
Average number of visit to the coast per month	3.4	4.9	2.1	6.1
Coastal participation in P12M in Swimming / wading	55%	60%	43%	49%
Have visited rivers, lake, creek in P12M	53%	59%	55%	49%
Rip currents are extremely hazardous/ extremely or very hazardous	44%/84%	51%/84%	24%/66%	46%/85%
Recognition of Rip “3Rs” poster	15%	20%	19%	17%
Have ever been caught in a rip current unintentionally	18%	26%	10%	22%
Very confident they can identify a rip	7%	14%	3%	7%
Very or somewhat confident they can identify a rip	49%	55%	27%	45%
<u>Rip identification using pictures:</u>				
- Correct rip identification in both pictures	57%	55%	20%	50%