

NEW ZEALAND  
SEARCH AND RESCUE

Rapu Whakarauora Aotearoa

# Distress beacons knowledge, ownership, and usage and digital marketing campaign evaluation

MARCH 2022



KANTAR PUBLIC

# Method



## TARGET AUDIENCE



New Zealanders aged 18 and over

## INTERVIEW DATES



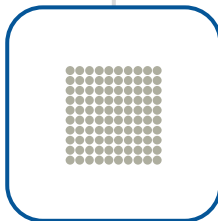
7 to 21 March 2022

## METHOD



Online survey using Kantar's research panel. A panel of over 100,000 New Zealanders who've signed up to participate in research with us in exchange for rewards.

## SAMPLE SIZE



In total we interviewed 878 New Zealanders. A sample of this size has a maximum margin of error of +/-3.3%. See Appendix for more detailed breakdown of sample structure.

## WEIGHTING



The results have been post-weighted by age within gender, region and ethnicity, so that they mirror the makeup of the adult New Zealand population.

# Background and objectives

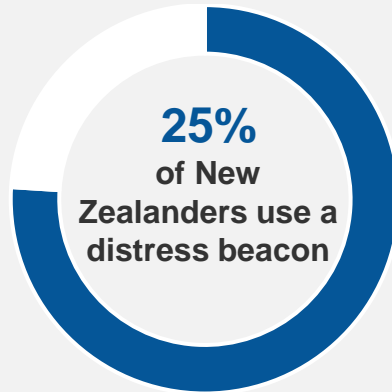
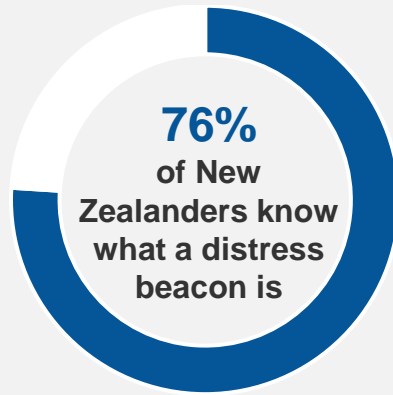
New Zealand Search and Rescue (NZSAR) conducted qualitative research in 2016 to better understand the New Zealand public's expectations of search and rescue services. This research builds upon the findings of the 2016 research, quantifying the results and providing an updated view. Key research questions include:

- Do people know what distress beacons are, and are they using them?
- How effective has the distress beacons digital marketing campaign been?



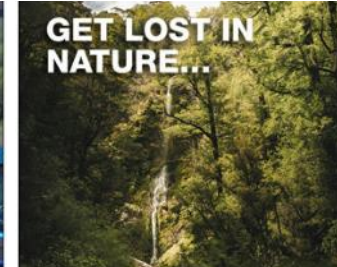
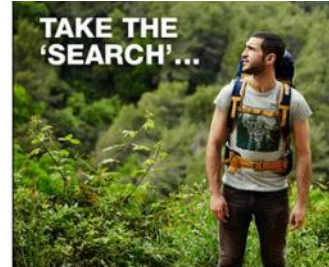
# Summary: Distress beacons knowledge, ownership, and usage and digital marketing campaign evaluation

## Knowledge and use of distress beacons



Asian New Zealanders are much less likely than other New Zealanders to know what a distress beacon is, and to use a distress beacon.

We asked respondents to evaluate two ads. Ratings were similar across both ads.



In total, 13% of New Zealanders saw the Search ad (left) and 12% saw the Lost ad (right).

Around 6 in 10 people who saw the ads said they made them more likely to take a distress beacon on their next adventure.

The ads didn't rate as highly on improving understanding of distress beacons, compared to message believability and people's intentions to take distress beacons on future outdoor activities. People who didn't already know what a distress beacon is found the ads more difficult to understand.

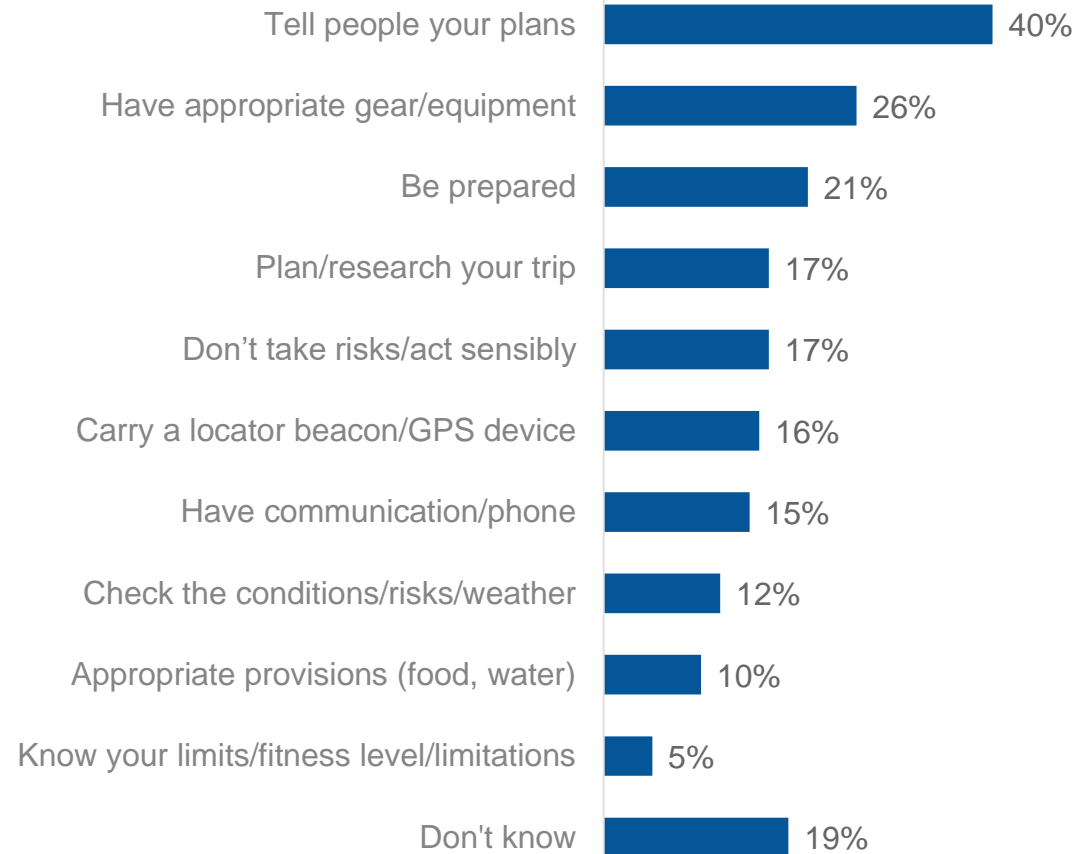
# 01

Distress beacons  
knowledge,  
ownership, and  
usage



# We asked New Zealanders what their responsibilities are to minimise the chances of them requiring search and rescue services. The top response was to tell other people their plans, followed by taking appropriate gear.

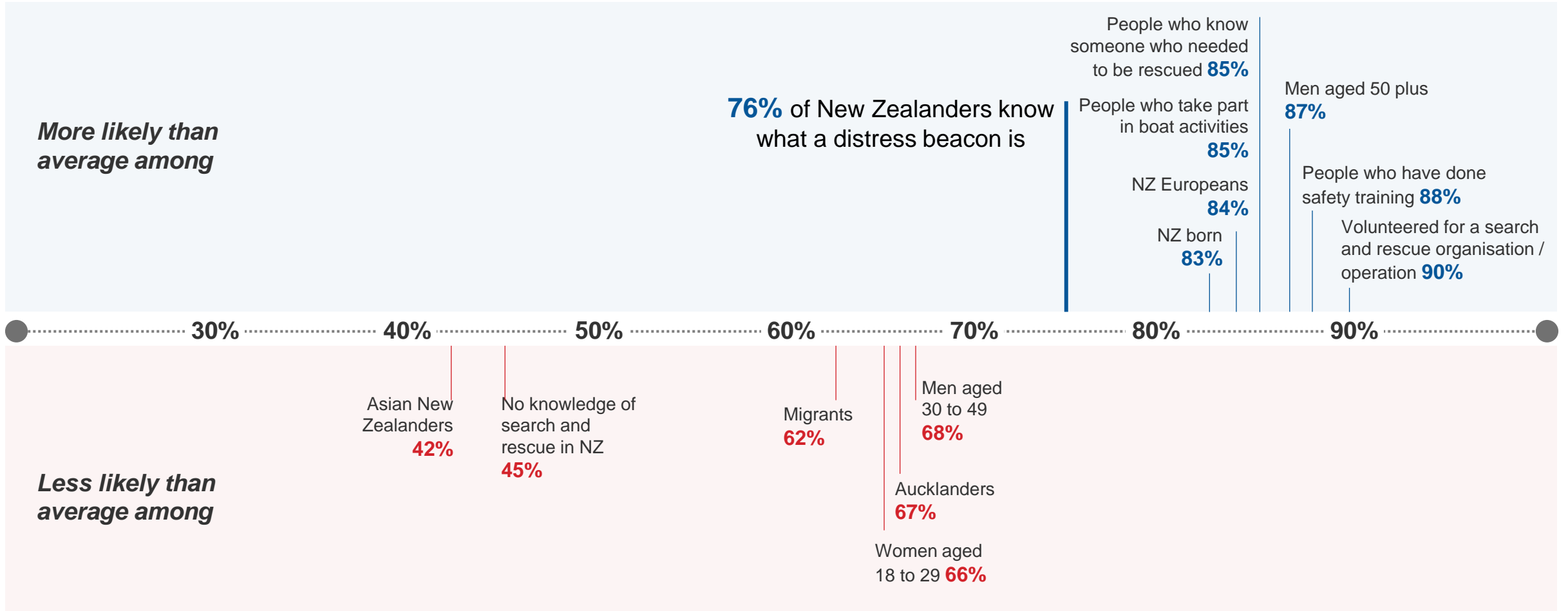
Q. What are your responsibilities to prevent/minimise you requiring search and rescue services?



# Three quarters of New Zealanders know what a distress beacon is. Asian New Zealanders are much less likely to have heard of them.

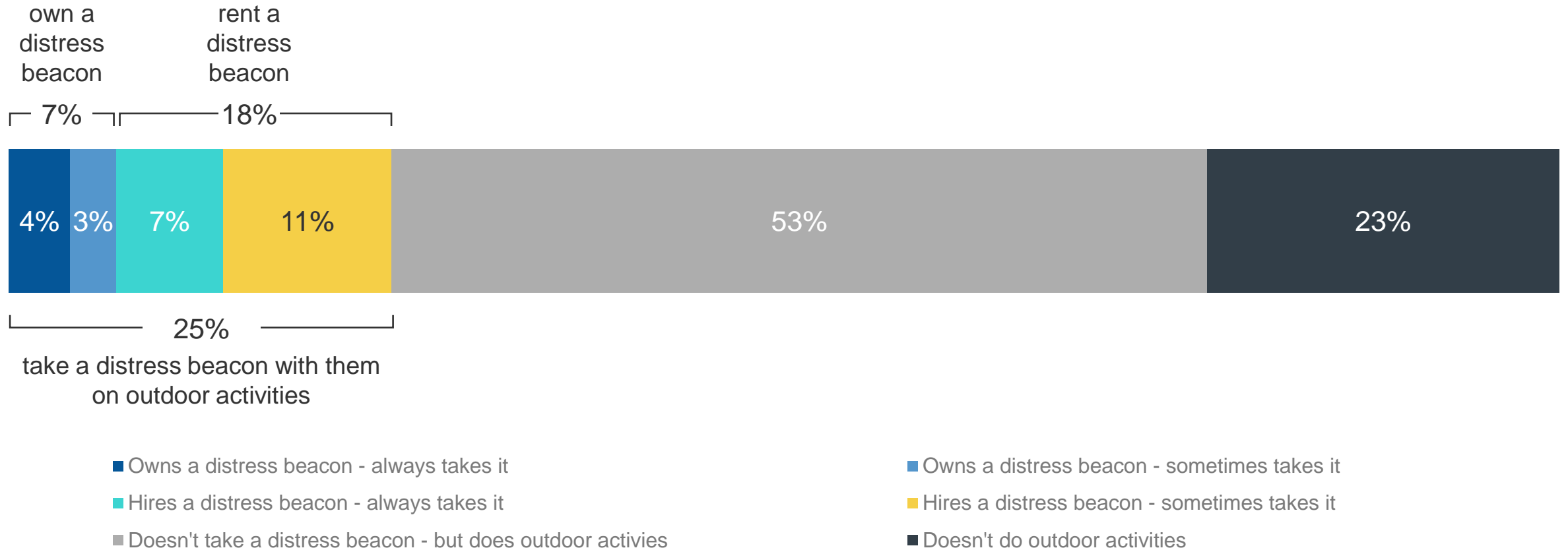
This chart illustrates the demographic differences in awareness. Groups to the left are significantly lower than average, while groups to the right are significantly higher than average.

## Q. Do you know what a distress beacon is?



# A quarter of New Zealanders take a distress beacon with them on outdoor activities. However, just over half don't despite taking part in outdoor activities.

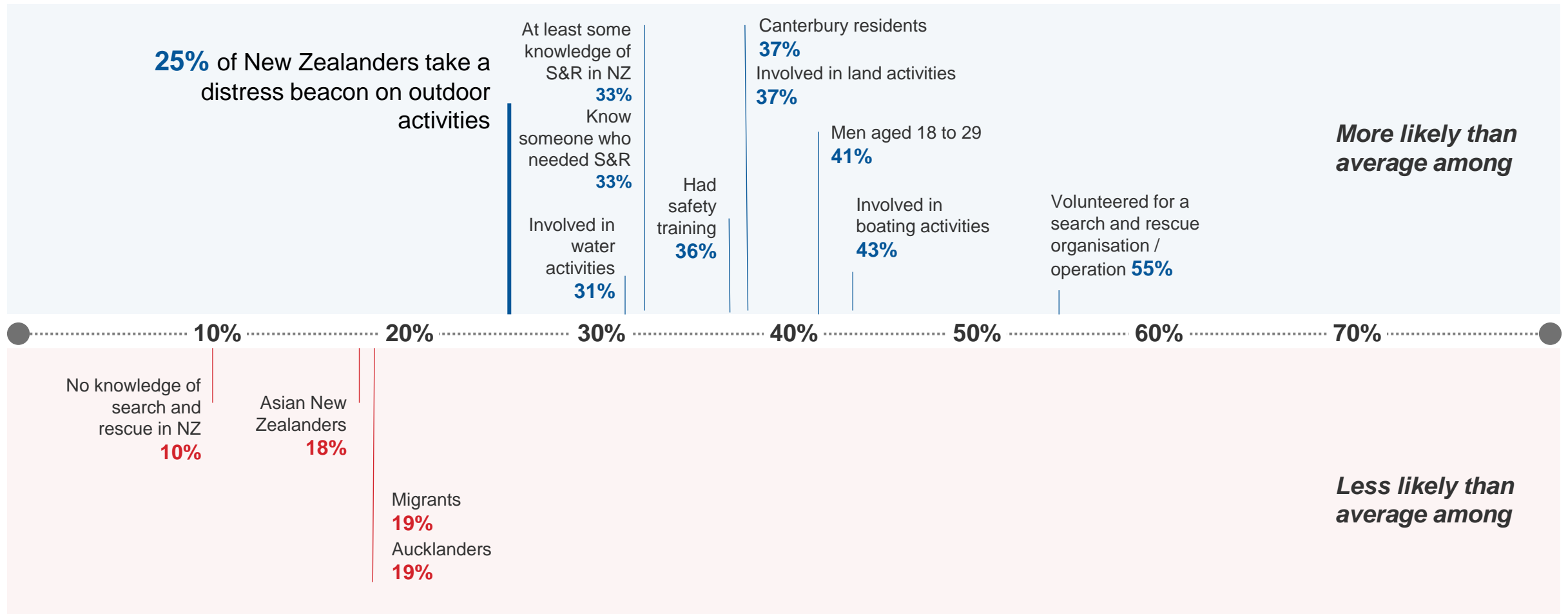
Q. Do you take your distress beacon with you when doing outdoor adventure activities? | Do you hire a distress beacon when doing outdoor adventure activities? | Which, if any, of the following activities have you done in the last twelve months?





People most likely to take a beacon with them include volunteers, people involved in boating activities and young men. On the flipside, Asian New Zealanders, Aucklanders and those who have no understanding of search and rescue in New Zealand are less likely to do so.

### Subgroup differences in distress beacon usage



Almost everyone who owns a beacon takes it with them on outdoor activities (96%), but there are some times when they are less likely to do so...

### Reasons why beacon owners sometimes don't take their beacon on outdoor activities

#### Have it on the boat only

*"It's on our boat."*

*"When boating."*

*"Only when boating."*

*"I have it for boating not for little local walks."*

*"Only on boat."*

#### Depends on the type of activity

*"Depends on the outdoor activity."*

*"Only when on overnight stays or tricky terrain."*

*"Only hunting."*

*"Depends on nature of activities."*

*"Depends on the task."*

*"For remote or dangerous activities."*

*"Hikes that we haven't done before."*

#### Only if no phone coverage / remote location

*"If going where there is no phone coverage."*

*"For tramping if the location is remote."*

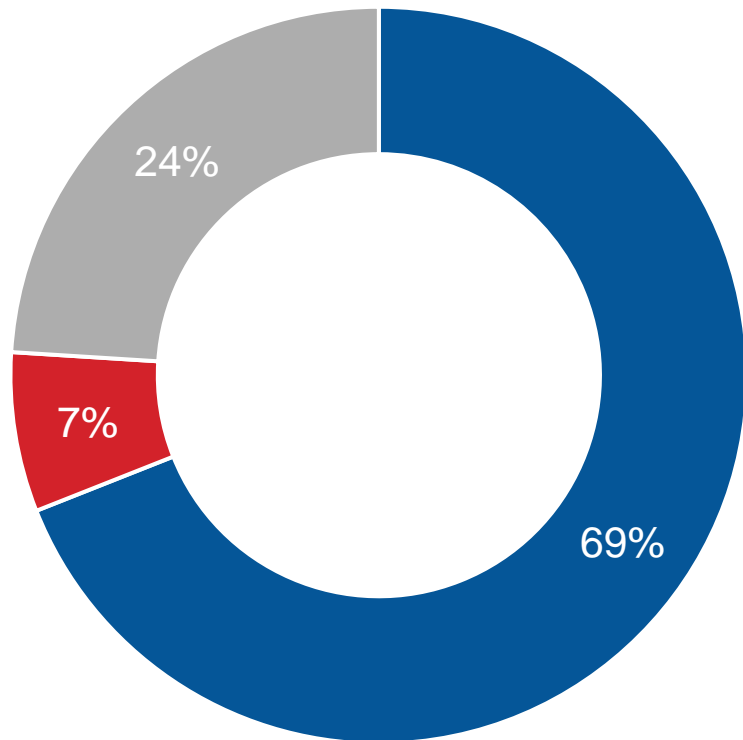
*"When in an area with no cell coverage or when at sea."*

*"Depends where I am going, if there is good cellphone coverage and I'm not far from people I wouldn't bother."*

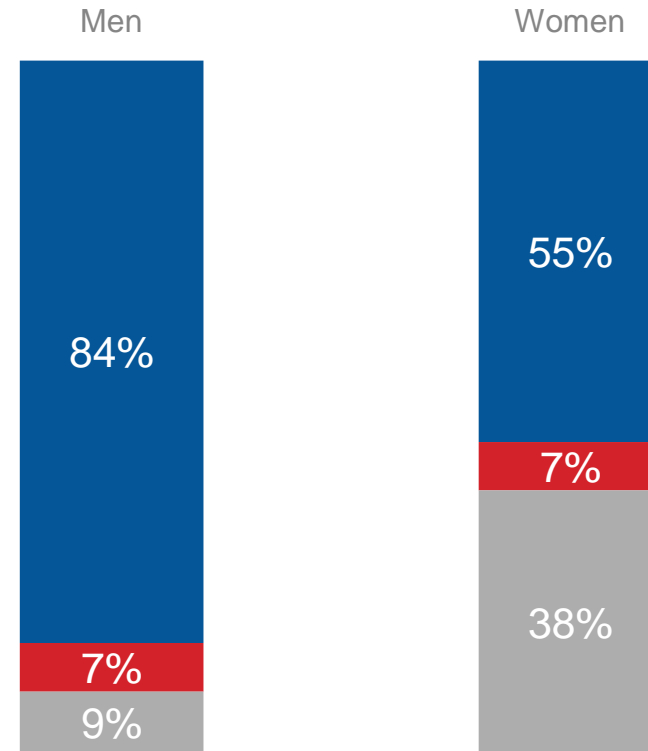
*"If we are going somewhere without coverage. Always take it if going out on water."*

**Sixty-nine percent of people who own a distress beacon think it is registered with the Rescue Coordination Centre in New Zealand. A quarter don't know whether it is registered or not. Men are more likely than women to know whether or not their beacon is registered.**

**Q. Is this distress beacon registered with the Rescue Coordination Centre New Zealand?**



■ Yes, it's registered  
■ No, it's not registered  
■ Don't know



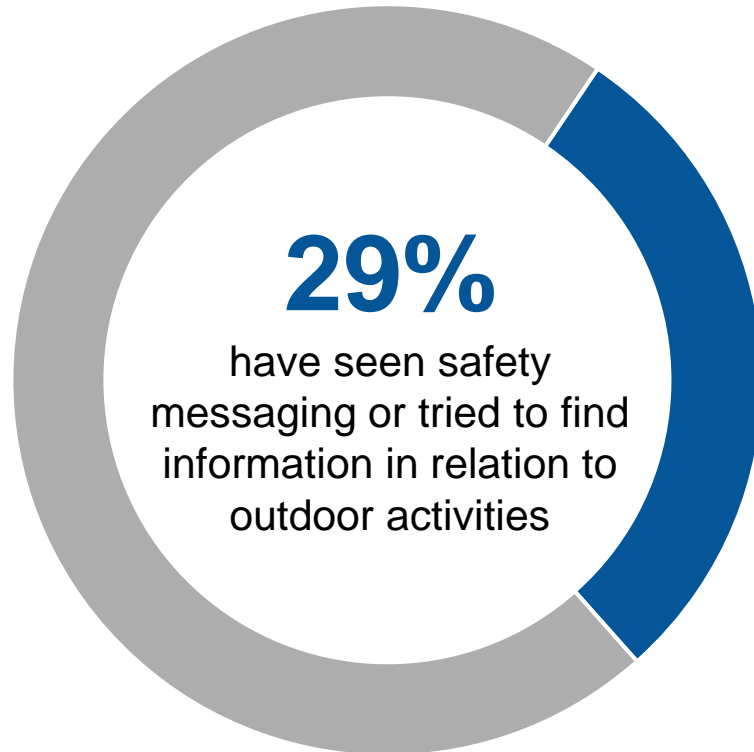
# 02

## Digital marketing campaign evaluation



Twenty-nine percent of New Zealanders have seen safety messaging or tried to find information in relation to outdoor activities. The more knowledge someone has of search and rescue in New Zealand and keeping safe outdoors, the more likely they are to pay attention to and seek out information about outdoor activities.

Q. In the last 12 months, have you seen any safety messaging, or tried to find safety information in relation to outdoor activities?

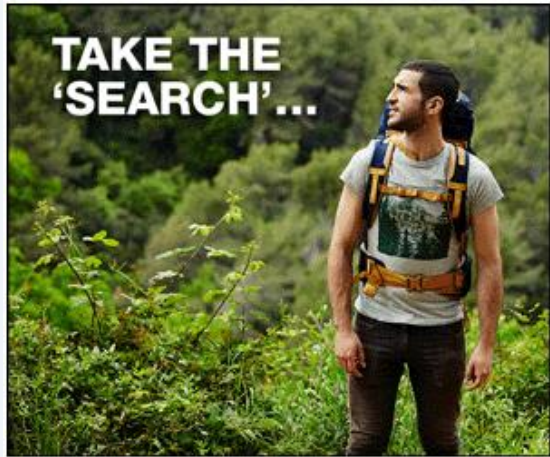


**Those more engaged in outdoor activities are also more likely than average to have seen messaging or tried to find information about outdoor activities:**

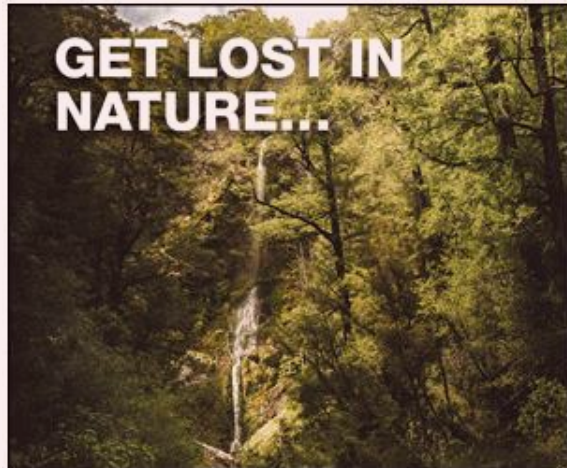
- People who use a distress beacon, always (44%) or sometimes (40%)
- People who have volunteered for a search and rescue organisation / operation (42%)
- People who have known someone who needed search and rescue (41%)
- Those who have done some sort of safety training (38%)
- Those with at least some knowledge of search and rescue in NZ (34%)

We showed each respondent one of the two ads (GIFS) below and asked them a number of questions about them.

Search ad

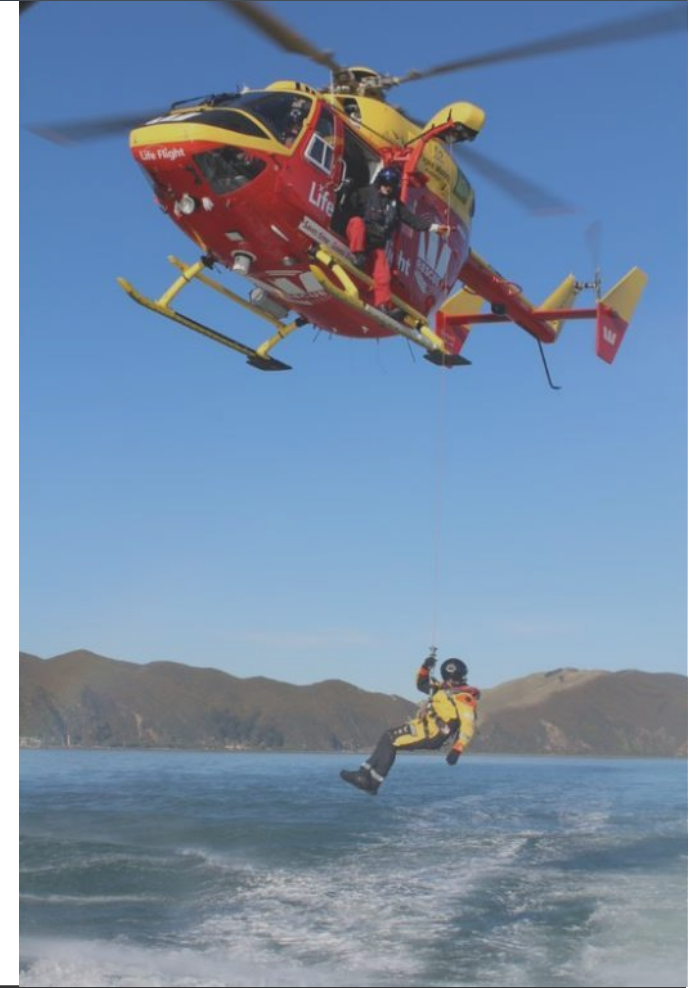
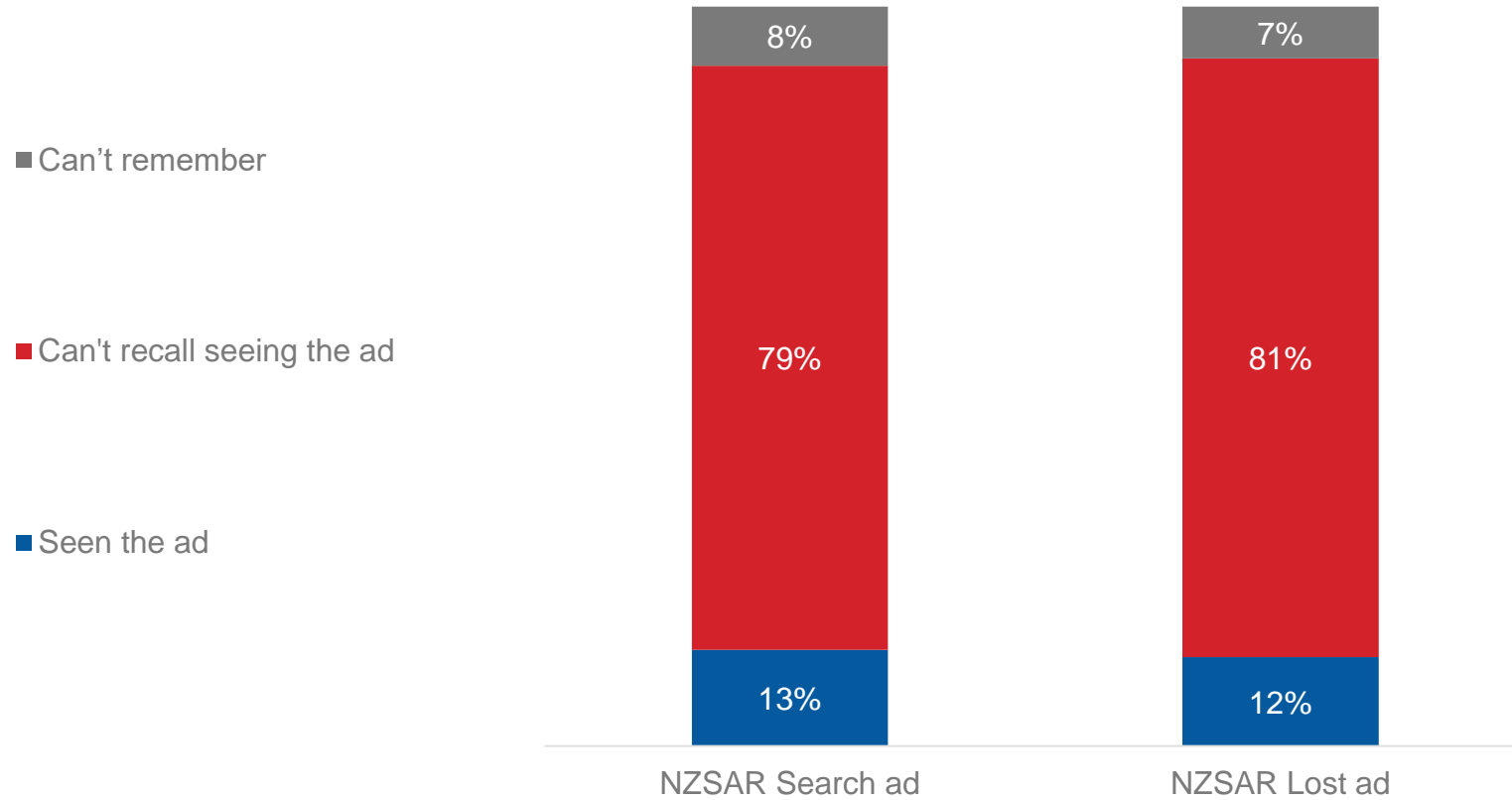


Lost ad



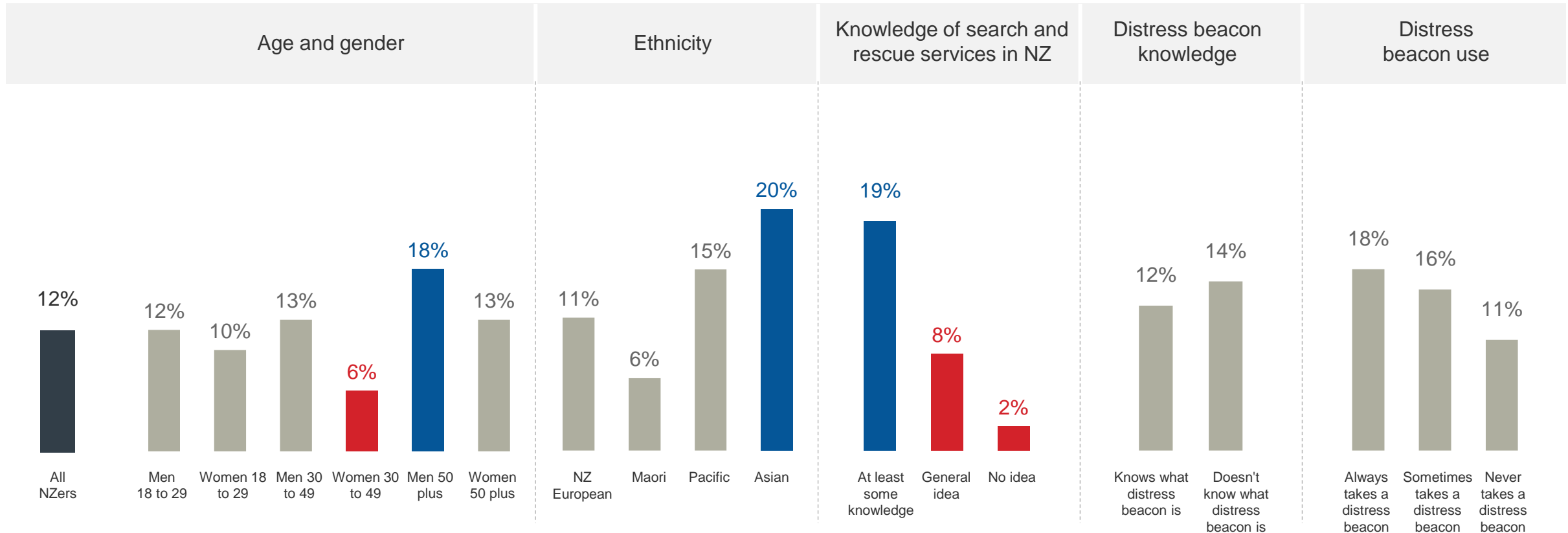
# In total, just over 10% of New Zealanders recall seeing each ad.

Q. Before today, had you seen this ad?



Women aged 30 to 49 and those who know less about search and rescue services in New Zealand are less likely to have seen the ads. On the other hand, Asian New Zealanders are more likely to have seen them.

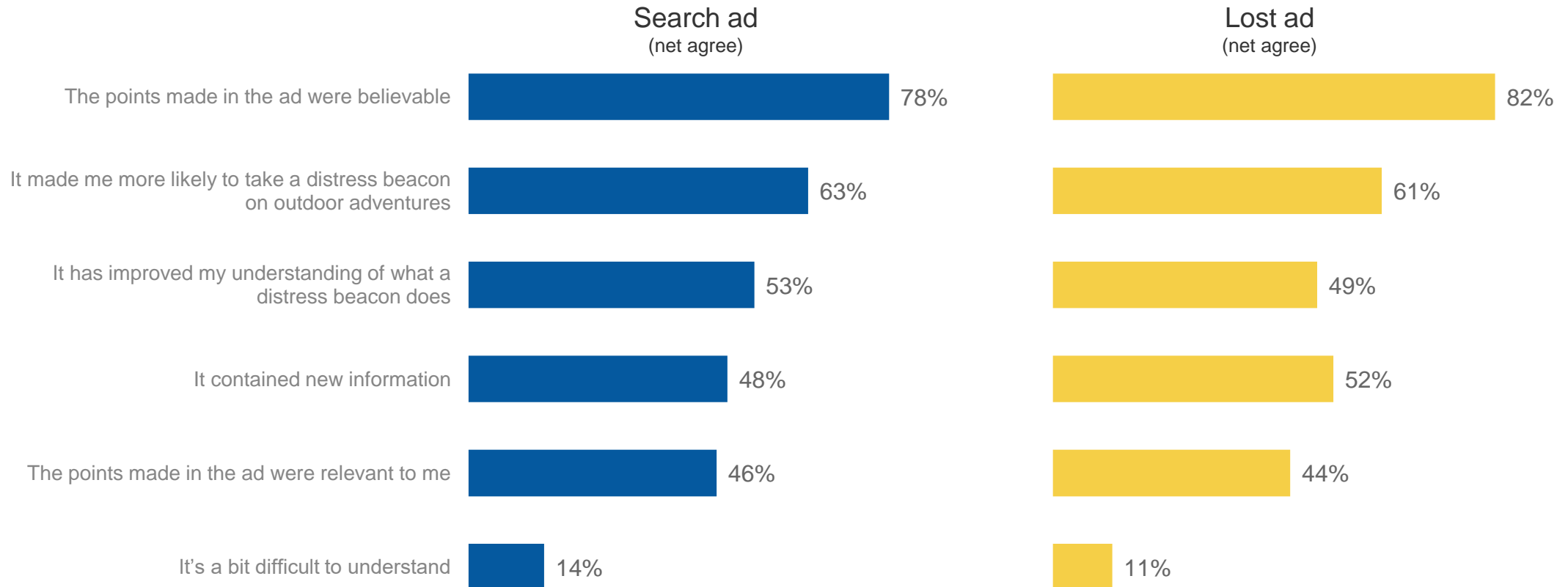
Q. Before today, had you seen this ad? (Lost and Search ads combined).





The two ads performed similarly. Most people thought the points made in the ads were believable, and over 60% of people felt more inclined to take a distress beacon on their next adventure. However, the ads didn't rate as well on improving people's understanding of distress beacons.

Q. How much do you agree with each of the following statements about this ad?



People who didn't already know what a distress beacon is found the ads more difficult to understand. However, they were more likely to say that they contained new information and improved their understanding. People who do water activities and don't currently use a distress beacon were most influenced by the ads.

Q. How much do you agree with each of the following statements about this ad?



### Knowledge and understanding

Asian New Zealanders and people who don't know what a distress beacon is found the ads more difficult to understand than other groups.

However, they were also more likely to agree that the ads...

- contained new information; and
- improved their understanding of what a distress beacon does.



### Intentions

People who do water activities and those who don't already use a distress beacon are more likely than average to say the ads increased their chances of taking a distress beacon on their next outdoor adventure.



### Personal relevance

People more likely to be involved with outdoor activities found the ads more relevant to them, including...

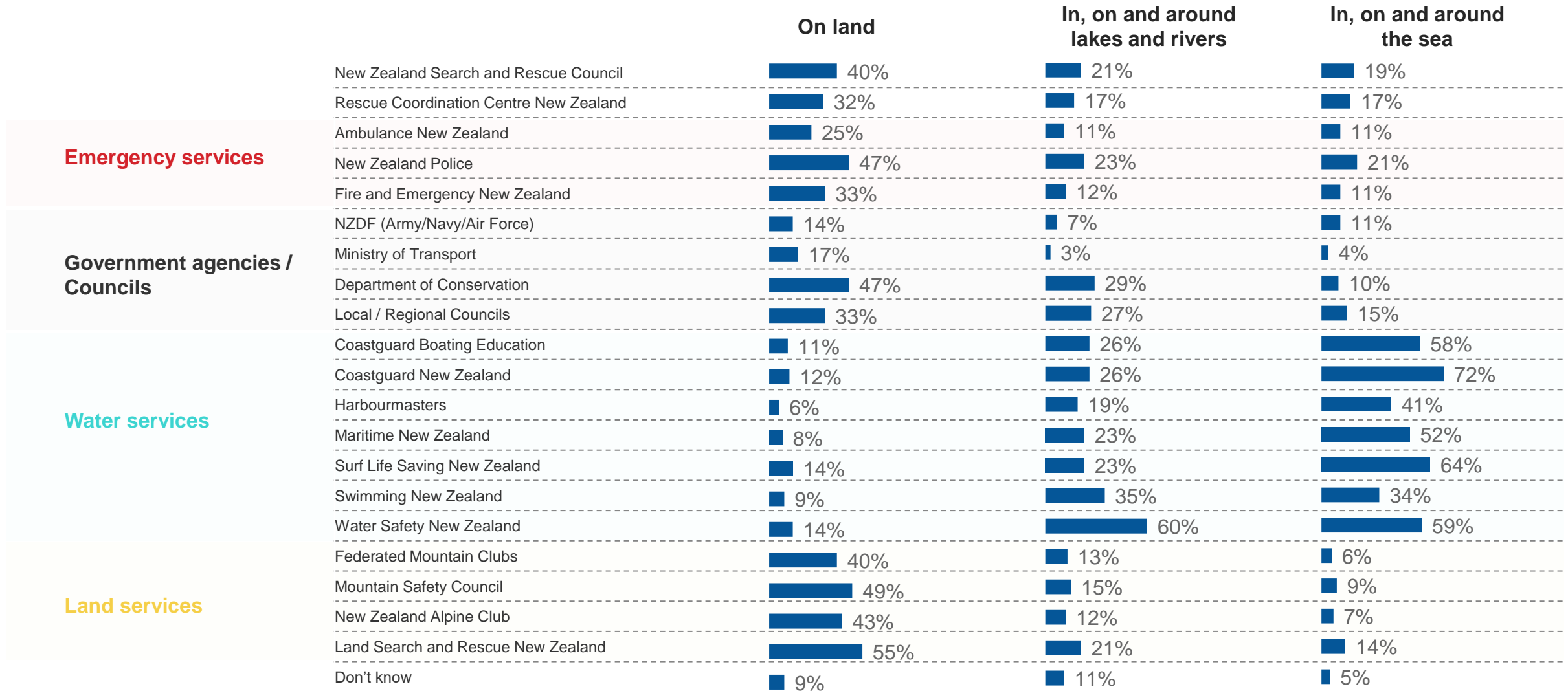
- men aged 30 to 49
- distress beacon owners
- people who do outdoor activities; and
- people who have volunteered for search and rescue.

03

Appendix



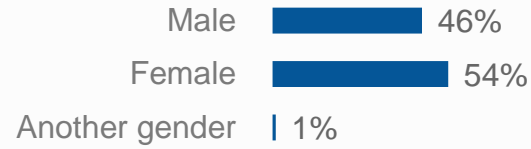
## Q. Which of the following organisations support people to stay safe when they're doing outdoor activities?



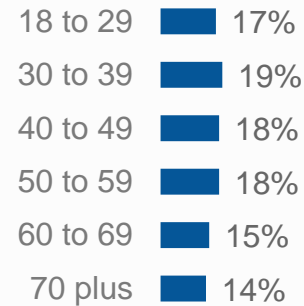
# Sample profile



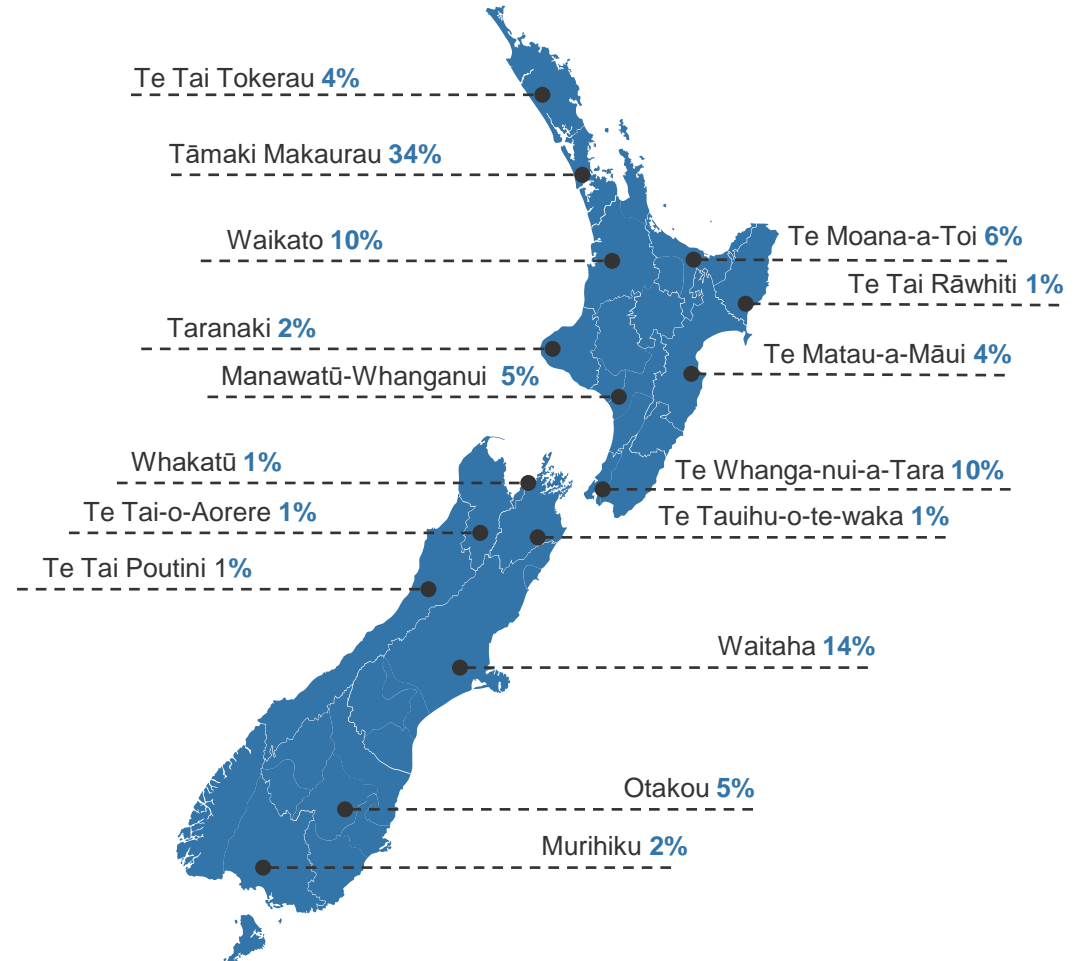
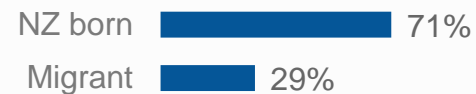
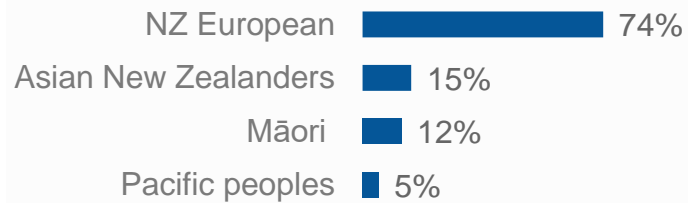
## GENDER



## AGE

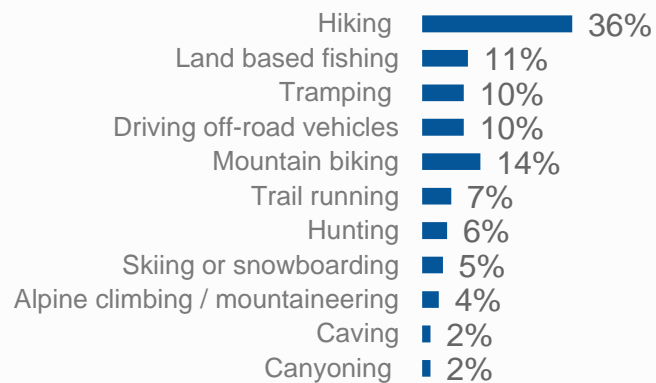


## ETHNICITY

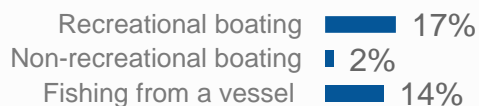




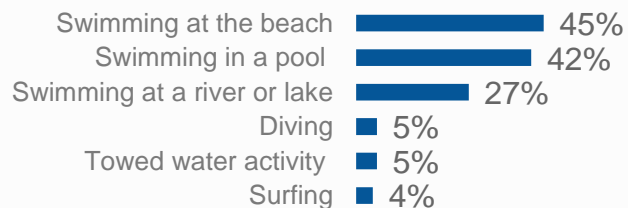
### Land based activities (53%)



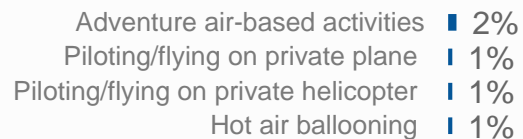
### Boating activities (26%)



### Water activities (62%)

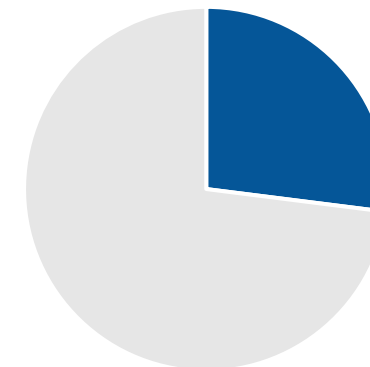


### Air activities (3%)

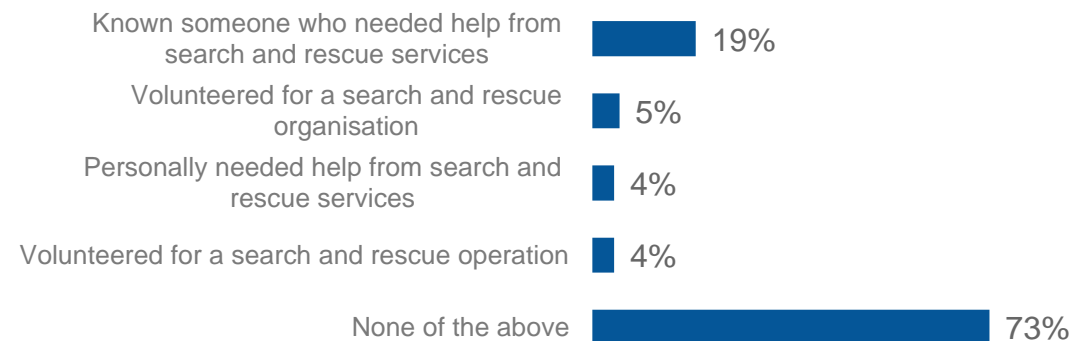


### Completed some sort of safety training

27% have completed some sort of safety training



### Involvement with search and rescue services





FOR FURTHER INFORMATION PLEASE CONTACT

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