

NEW ZEALAND
SEARCH AND RESCUE

Rapu Whakarauora Aotearoa

Knowledge, perceptions, and expectations of search and rescue in Aotearoa New Zealand



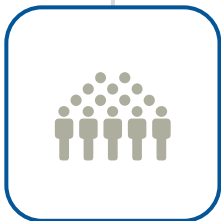
MARCH 2022

KANTAR PUBLIC

Method



TARGET AUDIENCE



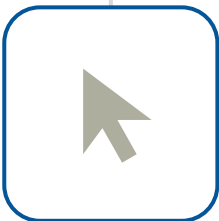
New Zealanders aged 18 and over

INTERVIEW DATES



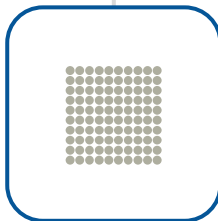
7 to 21 March 2022

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.

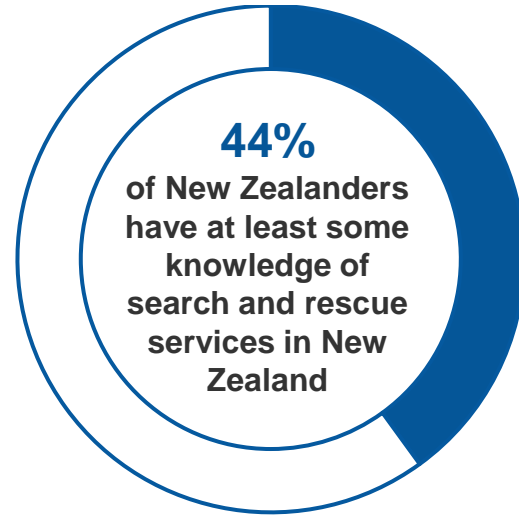
Background and objectives

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:

- What do New Zealanders know about search and rescue services?
- Who do New Zealanders think should fund search and rescue services?
- What are New Zealanders' expectations of a search and rescue response?

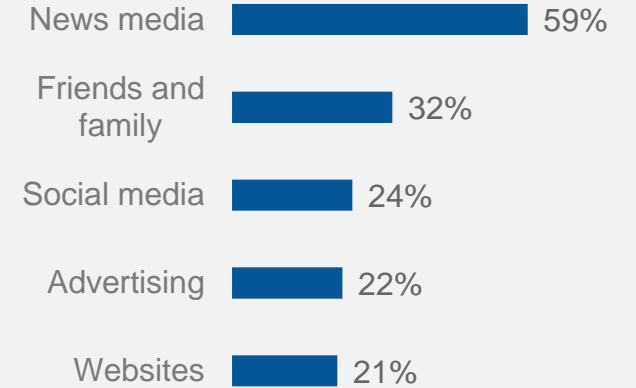


Summary: Knowledge and perceptions of search and rescue services



People most often find out about search and rescue services through the news media, followed by friends and family.

Where do New Zealanders find out about search and rescue services?



More than 80% of people think the following organisations are involved in search and rescue operations in New Zealand...



Rescue
helicopters

There is less certainty around which organisations lead search and rescue operations.

Half of New Zealanders think New Zealand's search and rescue organisations get funding from the Government, and a quarter think it comes from donations.



Fifty-three percent of people think 80% or more of those involved in search and rescue operations are volunteers.

50% Of New Zealanders believe search and rescue services should be **FREE**.

46% Believe the person being rescued should pay **PART** of the costs.

4% Believe the person being rescued should pay **ALL** of the costs.

Summary: Expectations of search and rescue services

How New Zealanders think they would get help if they got into trouble in different locations:



53% of New Zealanders believe they would use a **distress beacon** if they were in a remote location.



87% think they would make a **phone call** if they were in a city or town.



36% think they would use a **distress beacon** if they got into trouble in a boat at sea and **32%** say they would use a **radio**.

Who would they call?

We asked respondents who they would call under five different circumstances. For every land-based situation, the most common answer was the New Zealand Police.



56% of people would call Coastguard New Zealand if they were in trouble in a boat 4km from shore.

People expect to be rescued quickly! Most would expect a response to start for an emergency call out from a remote location in under 1 hour, and to be found and brought to safety within 6 hours.



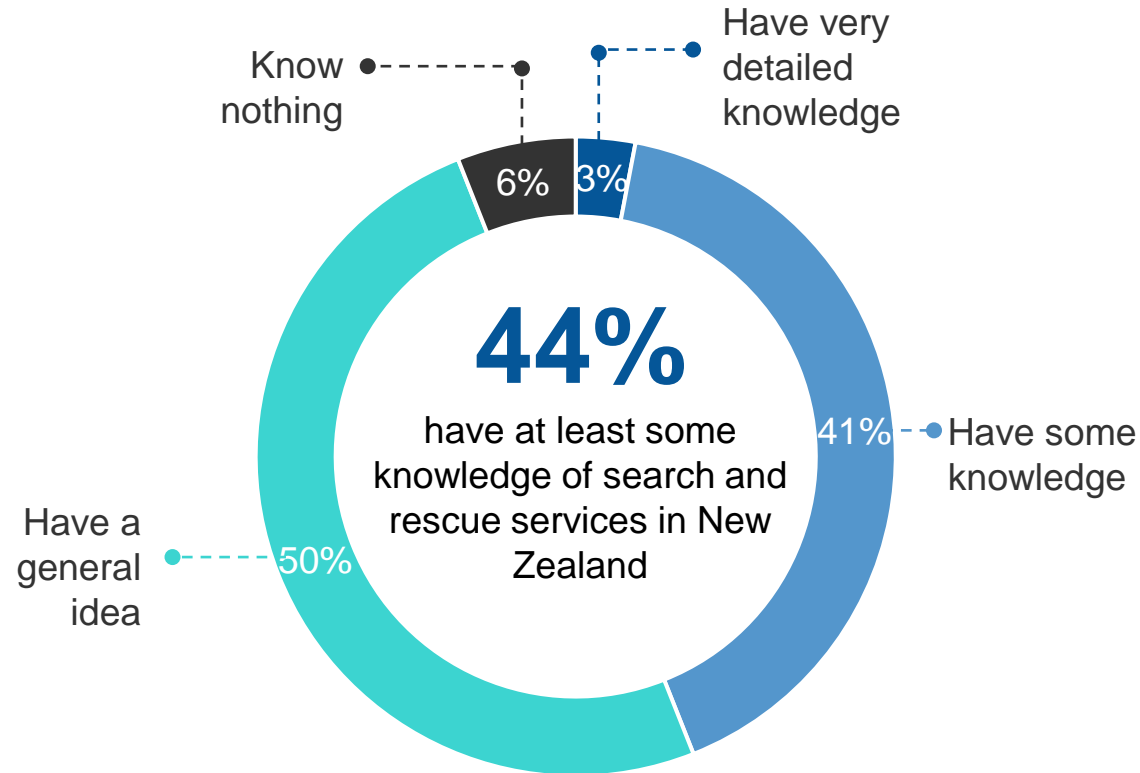
01

Knowledge and perceptions of search and rescue services



Just under half (44%) of New Zealanders claim to have at least some knowledge of search and rescue services in New Zealand. Only three percent would say they have a very detailed understanding, and 6% say they know nothing.

Q. How much do you know about search and rescue services in New Zealand?

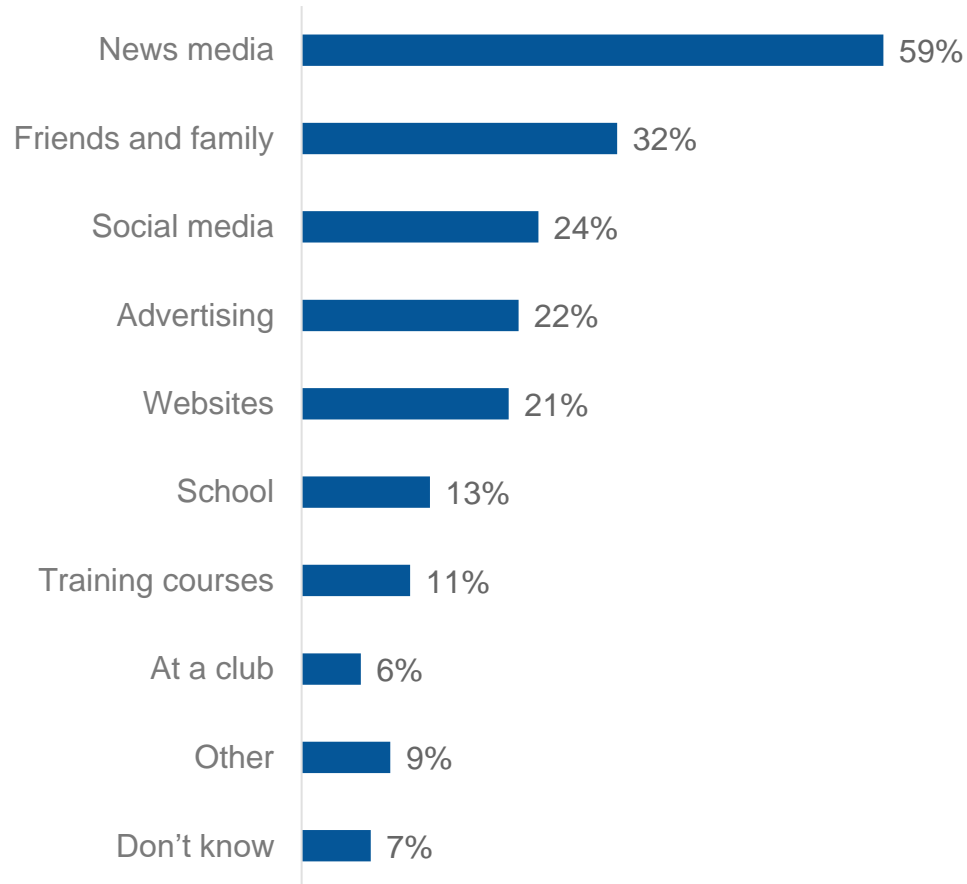


Those more likely to be taking part in outdoor activities are also more likely than average (44%) to have at least some knowledge of search and rescue service in New Zealand:

- People who have volunteered for a search and rescue organisation / operation (74%)
- People who own a distress beacon (62%)
- Men aged 18 to 29 (59%)
- Men aged 30 to 49% (54%)
- People who know someone who needed help from search and rescue (53%)

New Zealanders most often get their information about search and rescue services from the news media. Friends and family is the next most influential source of information, followed closely by social media, advertising and websites.

Q. Where did you find out about search and rescue services in New Zealand?



GENDER DIFFERENCES

Men are more likely to find out about search and rescue service in New Zealand through websites (28%), training courses (14%) and clubs (8%). Women are less likely to find out about it through these avenues.



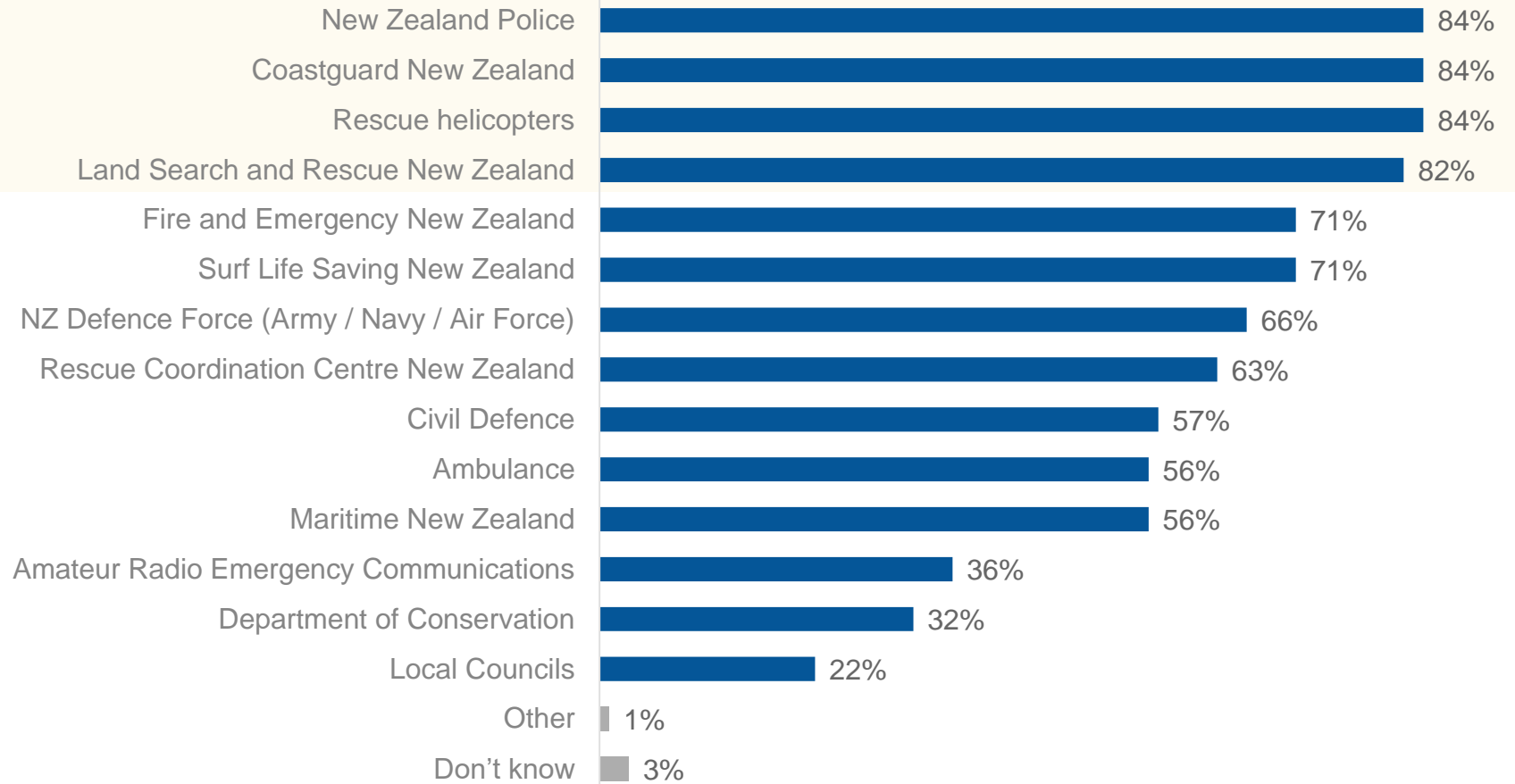
AGE DIFFERENCES

People aged 18 to 29 are more likely to say they found out about search and rescue services at school (26%), and less likely to say it was through the news media (47%).

Those aged 50 plus are more likely to say they found out through news media (67%). They are less likely to mention social media (19%) and school (6%) as their source.

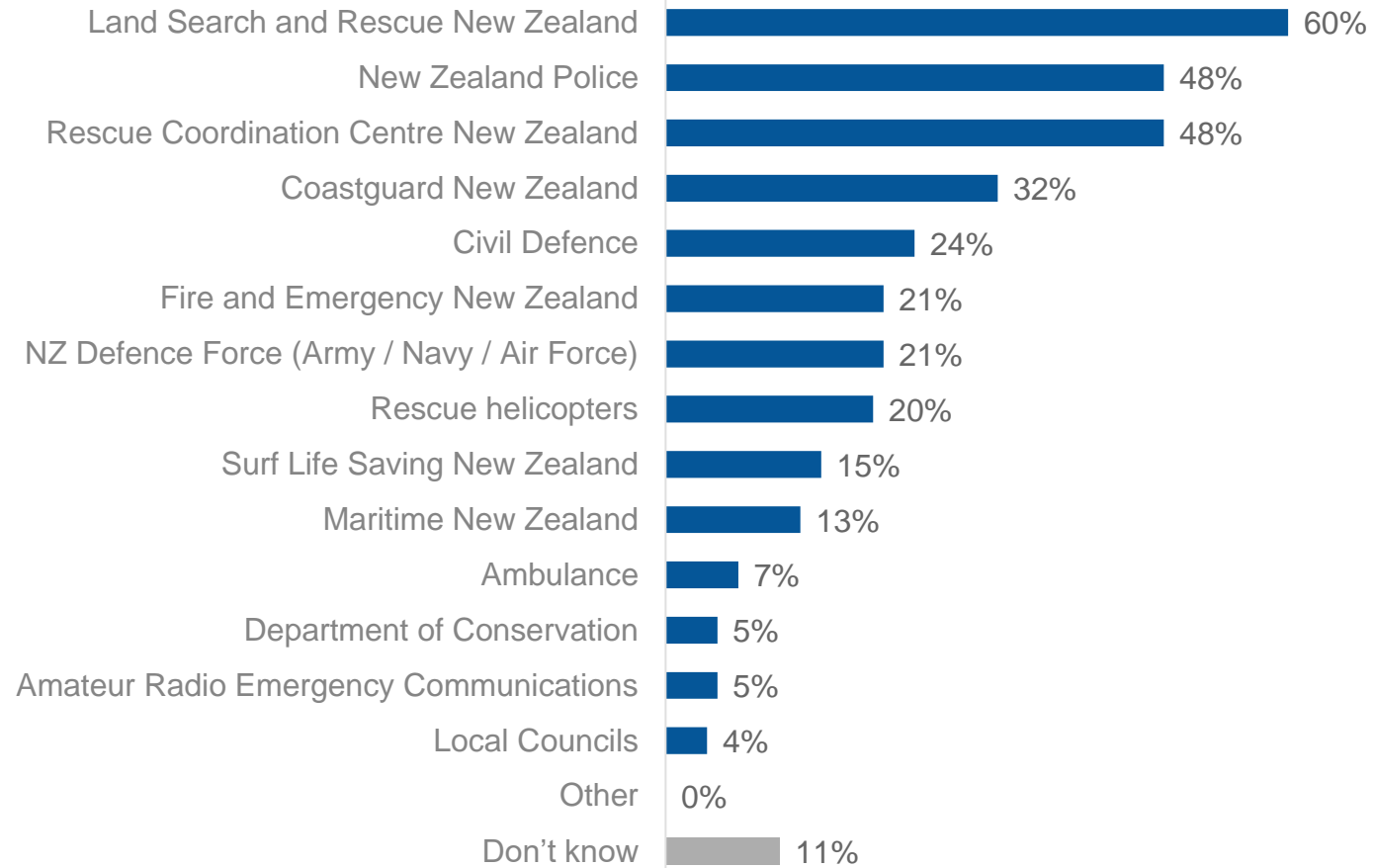
More than 80% of the general public think New Zealand Police, Coastguard New Zealand, Rescue Helicopters and Land Search and Rescue New Zealand are involved in search and rescue operations.

Q. Which organisations are involved in search and rescue operations in New Zealand?



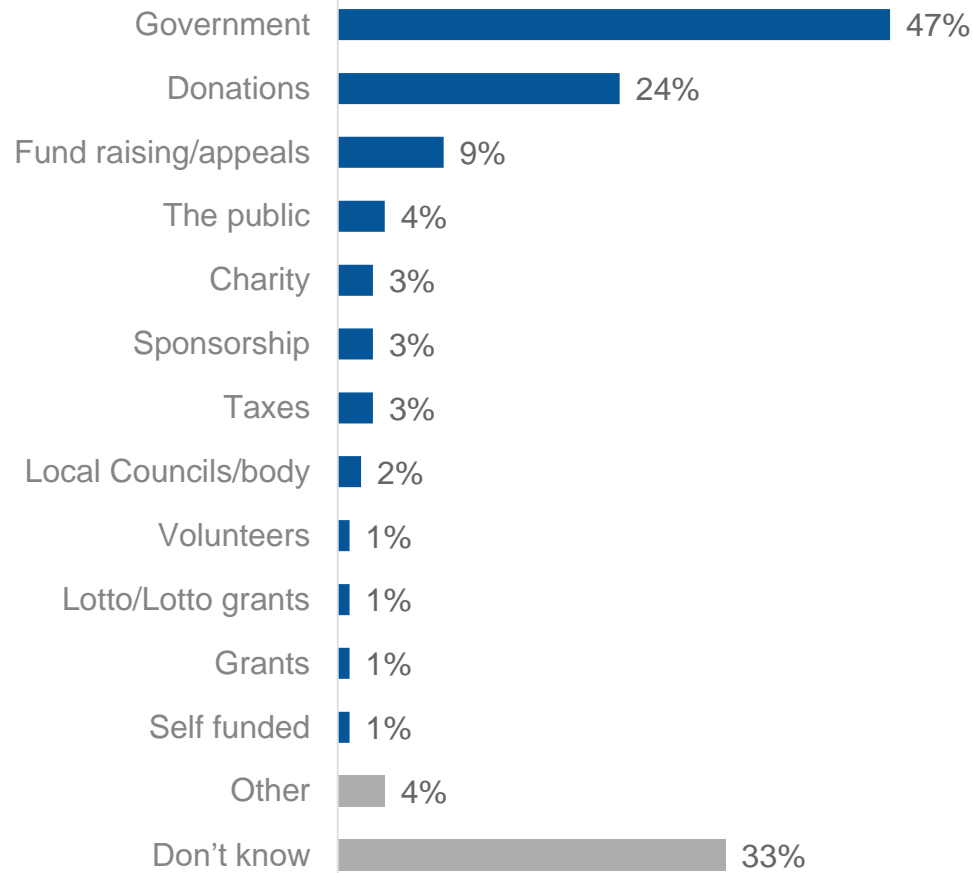
Sixty percent of people think Land Search and Rescue New Zealand is responsible for leading search and rescue operations in New Zealand. Just under 50% think this is the role of the New Zealand Police and the Rescue Coordination Centre New Zealand.

Q. Which organisations are responsible for leading search and rescue operations in New Zealand?



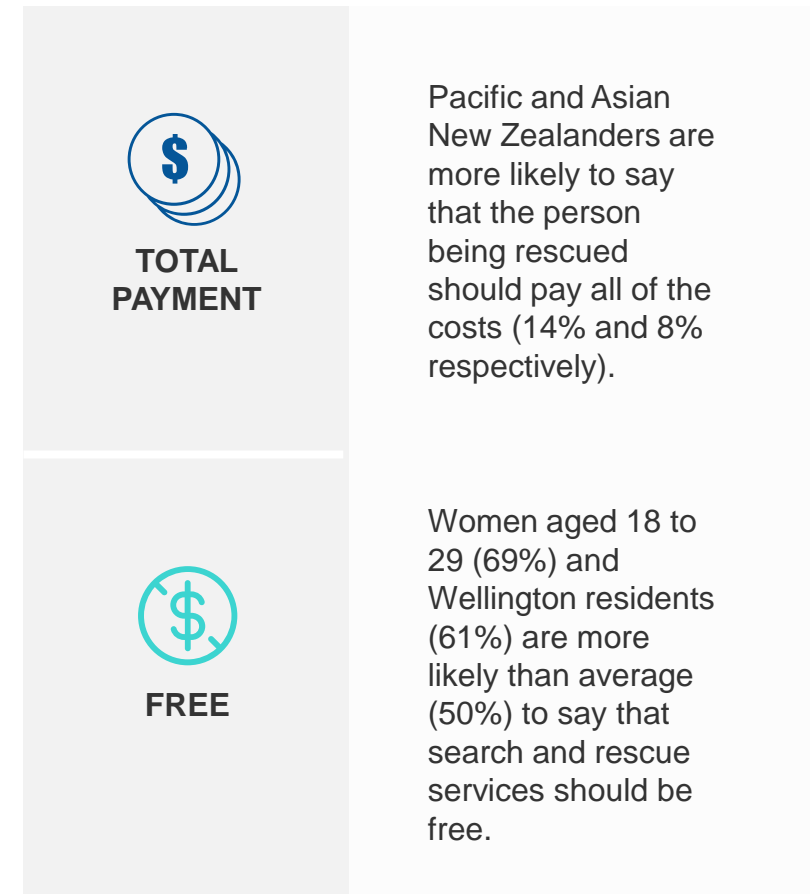
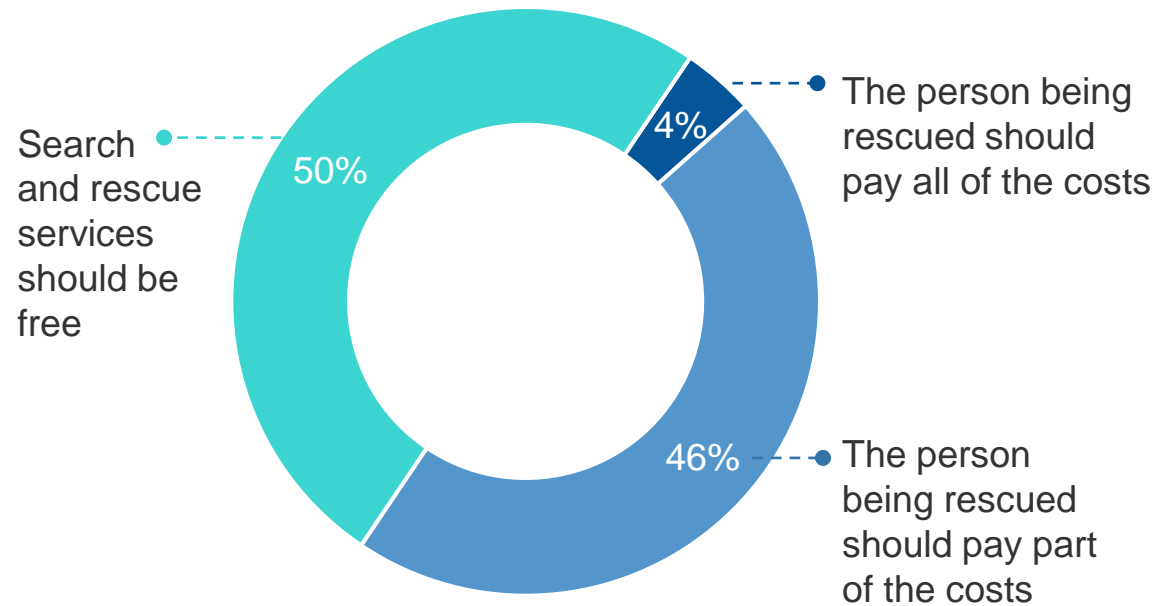
We asked respondents where they think New Zealand search and rescue organisations get their funding (unprompted). Half of the respondents said from the New Zealand Government, and a quarter said from donations. A third don't have any idea where the funding comes from.

Q. Where do you think New Zealand search and rescue organisations get their funding?



Half of New Zealanders think search and rescue services should be free, and 46% think the person being rescued should pay part of the costs; leaving only 4% who believe they should pay all costs. Young women and Wellington residents are more likely to think these services should be completely free.

Q. Who should be responsible for the costs involved in a search or rescue operation in New Zealand?



However, some of those who think search and rescue services should be free think there are instances where an exception to the rule should be made. These instances are detailed below.

Q. You just said you think search and rescue services should be free. Are there any instances where you think this shouldn't apply?

If the person was purposefully being negligent or ignoring health and safety procedures/rules

“When people go out despite advice not to, e.g. severe weather warning.”

“If someone wilfully has ignored advice/warnings and put themselves in obvious danger.”

“People should make an effort to prepare for the environment they're going into, a complete lack of preparation should incur some costs.”

“It would depend on the circumstances but I think if someone has put the lives of search & rescue teams at risk by ignoring warnings they should have to pay some kind of fee.”

If the person sets out to endanger themselves or others

“Where people deliberately put themselves at risk, going against specialist advice.”

“If someone has made a conscious decision to put themselves in danger rather than circumstances changing and they are no longer safe e.g. deliberately going out without at least the basic equipment needed for the terrain/water.”

“If a person or group repeatedly and willingly puts themselves in jeopardy.”

“If someone has gone out of their way to put themselves in a situation where they need to be rescued e.g. out for a hike during a storm.”

If the person makes a false call – requesting search and rescue with no real need for it

“In situation where an individual chooses to waste everyone's time evading detection.”

“People joking around or weren't actually missing.”

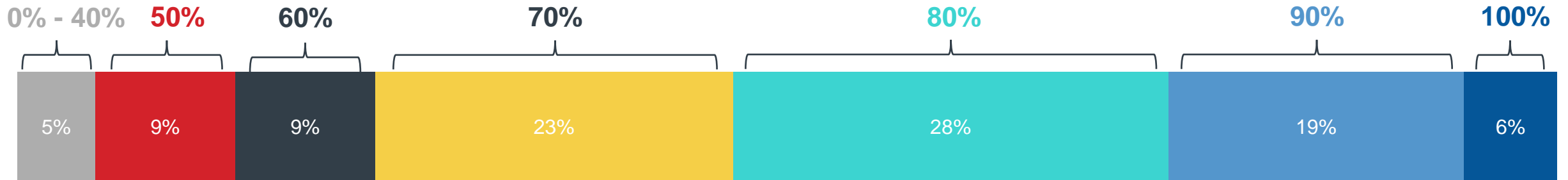
“When the call out turns out to be false or fake.”

“If the person has gone missing intentionally and wastes resources.”

“If someone isn't really in trouble and are wasting time for the organisations involved in search and rescue.”

Most New Zealanders think 80% or more of people involved in search and rescue operations are volunteers.

Q. What percentage of people involved in search and rescue operations do you think are volunteers?



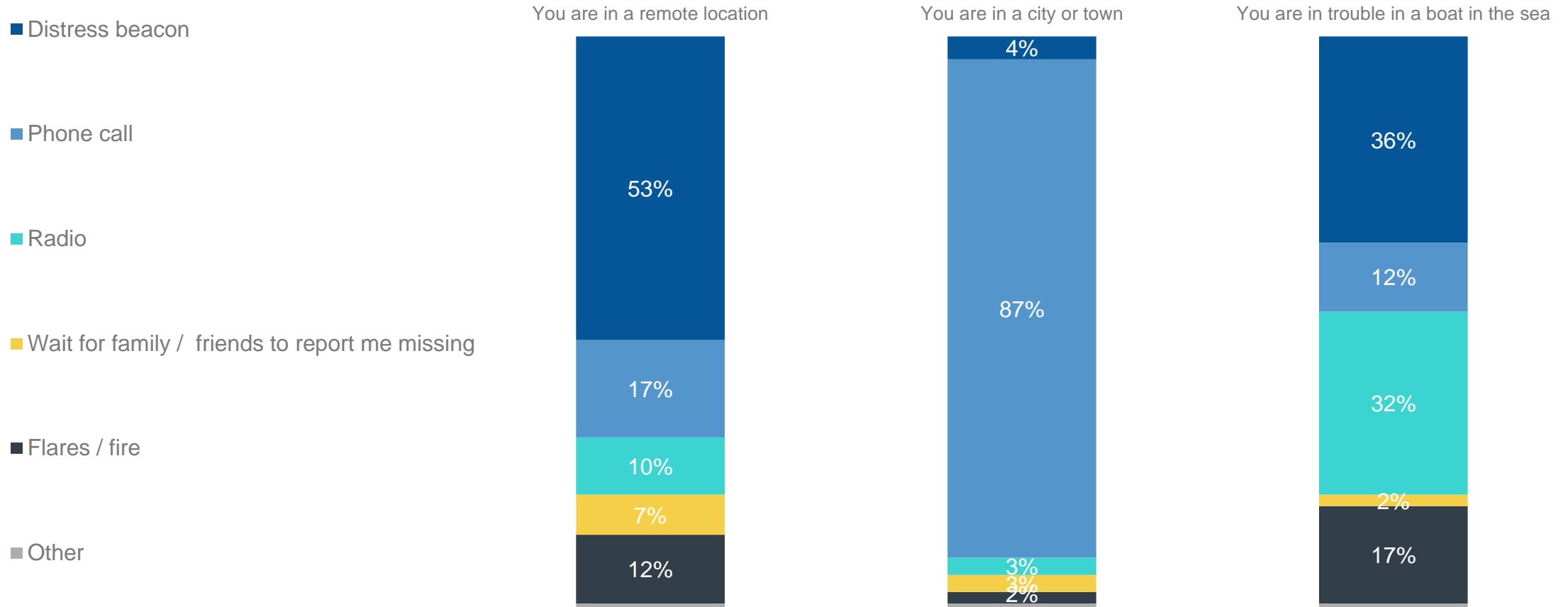
02

Expectations of search and rescue services



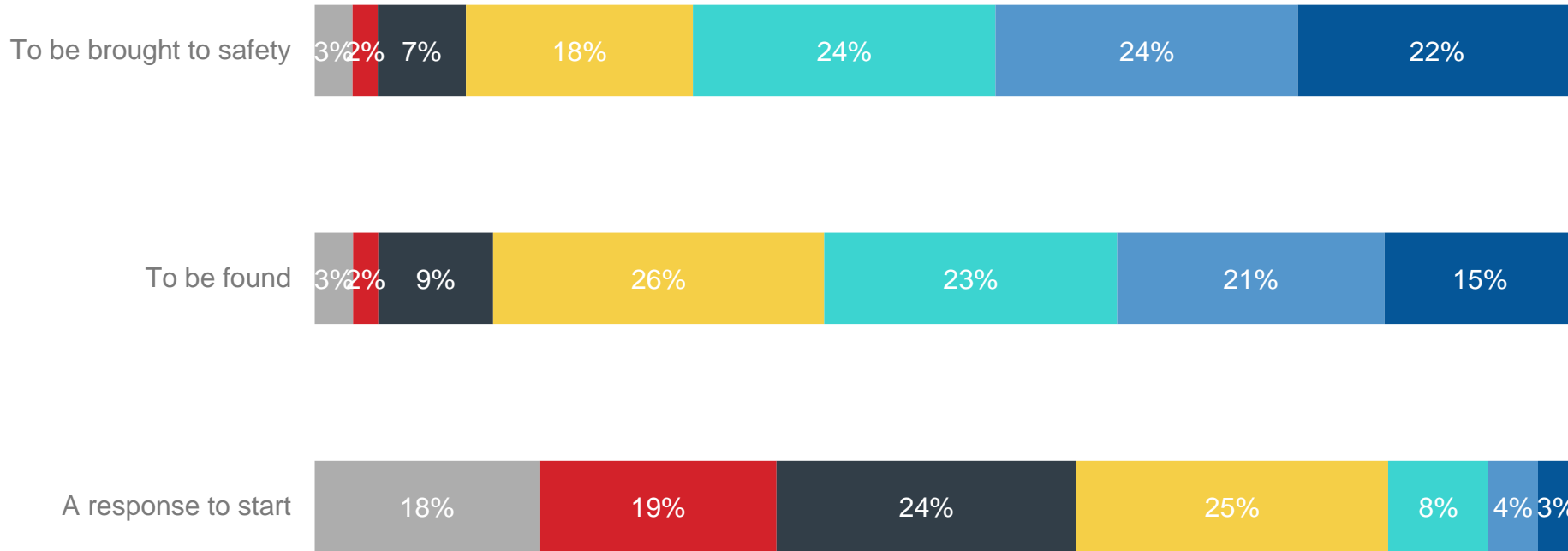
We asked people how they would seek help in three different scenarios. If they got into trouble in a remote location, 53% of people would use a distress beacon. If they were in a city or town, almost everyone would make a phone call. Finally, if they got into trouble at sea 36% would use a distress beacon and 32% would use a radio.

Q. How would you seek help from search and rescue services if...?



Most people would expect a response to start for an emergency call out from a remote location in under 1 hour, and to be found and brought to safety within 6 hours. Asian New Zealanders tend to have higher expectations when it comes to response times.

Q. If you were in a remote location, how long after the alarm was raised would you expect...?



NZ Europeans are more likely to expect a longer wait time to be found and brought to safety, while Asian New Zealanders are more likely to expect a shorter wait time.

■ Straight away ■ Under 30 minutes ■ 30 minutes to 1 hour ■ 1 to 3 hours ■ 4 to 6 hours ■ 7 to 12 hours ■ More than 12 hours

We asked respondents who they would call under five different circumstances. The most common response for all situations (with the exception of being in trouble at sea) was to call the New Zealand Police.

Q. Assuming you had a phone and coverage, who would you call if...?

	You were lost in a remote location	You were lost in a city or town	You were injured in a remote location	You were in trouble in a boat 4km from shore	A family member or friend went missing from home
New Zealand Police	43%	46%	29%	14%	87%
Ambulance	1%	1%	23%	1%	1%
Fire and Emergency New Zealand	3%	1%	6%	1%	1%
Coastguard New Zealand	1%	0	0	56%	0
Maritime New Zealand	0	0	0	12%	0
Department of Conservation	2%	0	0	0	0
NZ Defence Force (Army / Navy / Air Force)	0	0	1%	0	0
Civil Defence	1%	0	1%	0	0
Surf Life Saving New Zealand	0	0	0	3%	0
Amateur Radio Emergency Communications	1%	0	1%	1%	0
Rescue helicopters	2%	0	7%	2%	0
Land Search and Rescue New Zealand	23%	1%	15%	1%	2%
Rescue Coordination Centre New Zealand	7%	1%	7%	1%	1%
Local Councils	0	4%	1%	0	0
Family or friend	11%	40%	7%	3%	3%
Other	2%	3%	1%	1%	1%
Don't know	4%	2%	2%	2%	2%

We asked respondents what might make a rescue operation take longer if the person in trouble is in a remote location. Most often, people mentioned how dangerous the location was, accessibility to that location, weather conditions and not knowing the exact location of the individual.

Q. Why might a search and rescue operation take longer to find someone / bring them to safety if they are in a remote location



“It can be difficult to find a place to land a helicopter, and if having to go in on foot it can take much longer.”

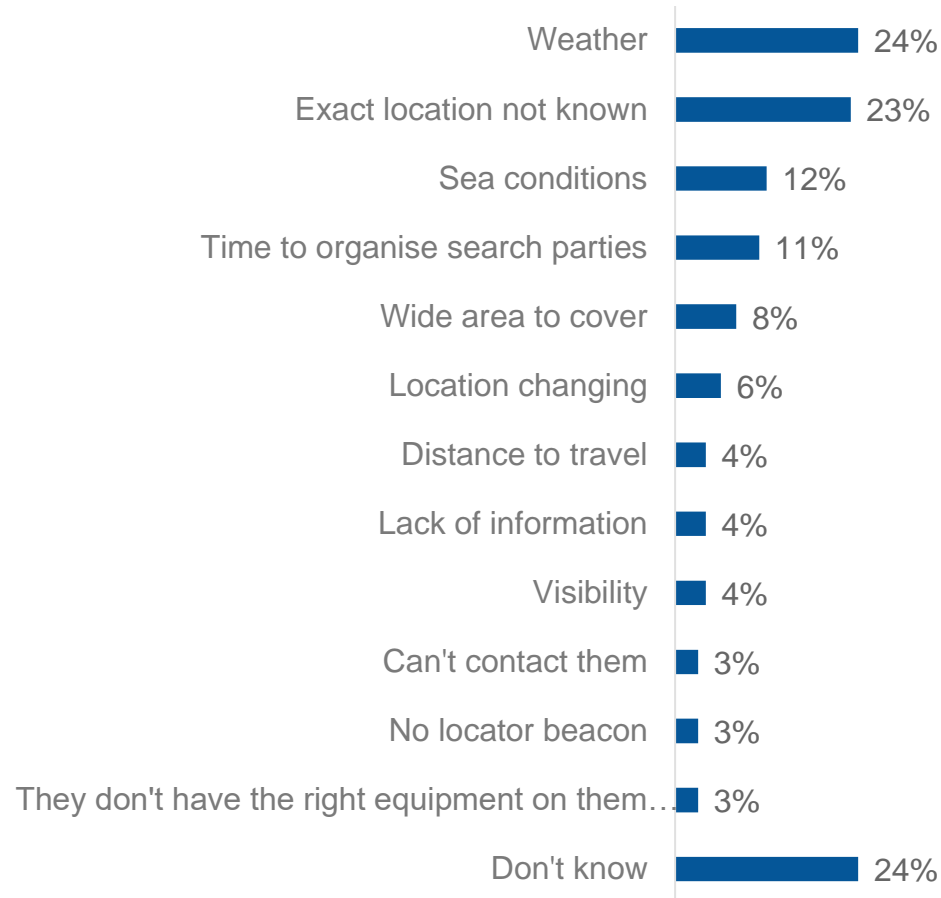
“It could be a difficult spot to get to. There might not be enough resources available that time and you might have to wait a little bit longer. A couple more hours.”

“NZ bush can be really dense, and weather can stop helicopters etc from flying. They may not have given an exact location if someone else reported them missing.”

“Bad weather can mean no helicopters can fly, no helicopters may mean going in on foot and then however long it took for you to get to where you located, is the same time around about that it will take them.”

Similar themes come through for rescuing someone in trouble in a boat at sea...

Q. Why might a search and rescue operation take longer to find someone / bring them to safety if they are in trouble in a boat at sea?



“Difficulty locating them, especially in different weathers and sea conditions, if the sea has pushed them away from where they were thought to be.”

“Weather conditions are unpredictable anywhere but especially at sea. If it is a even slightly rough or windy it can make rescue difficult.”

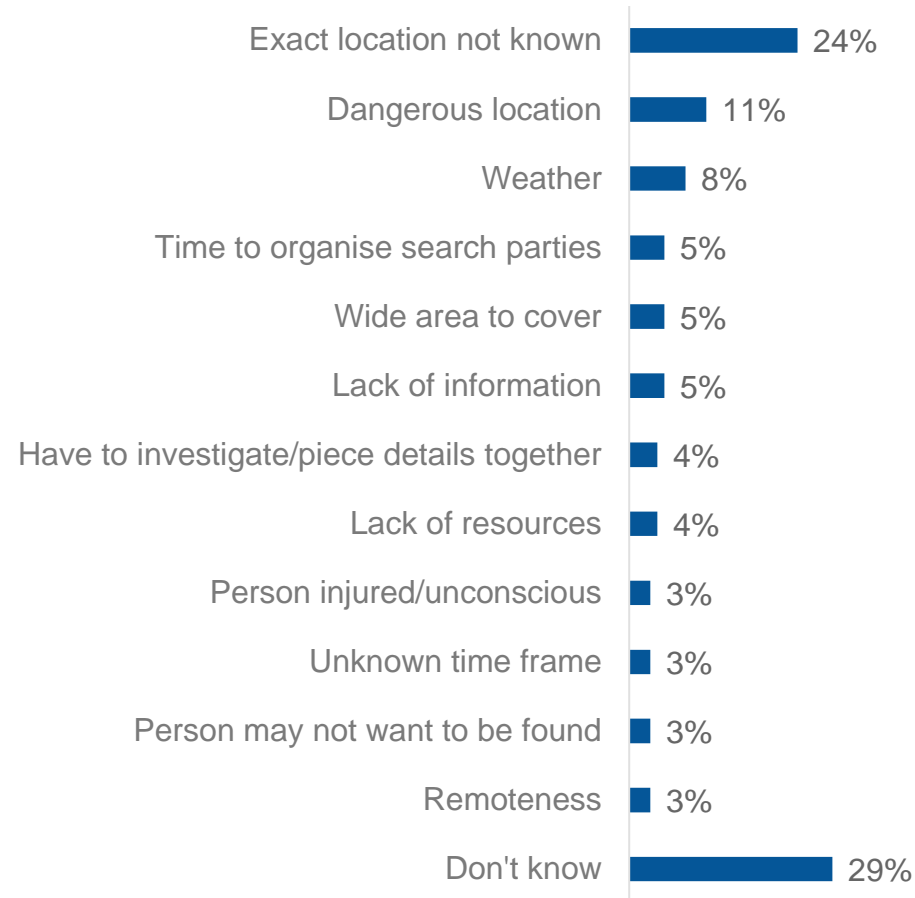
“Unless the boat has a locator beacon, then it could be extremely difficult to locate due to the environment.”

“Unsafe conditions at sea might make it hard for rescuers to get to them without compromising their own safety.”

“The sheer size of an area and able to pinpoint actual location to search and the issue with waves/wind etc.”

... and if someone is missing from home. However, it's important to note that around a quarter of people don't know enough to provide an answer for these two scenarios, suggesting a lack of understanding of search and rescue operations.

Q. Why might a search and rescue operation take longer to find someone / bring them to safety if they are missing from home?



“If it's in a remote location, or if it's difficult to pinpoint where someone is.”

“If no one knows where they went and what time they were due home. They could be anywhere. Or if lost and the person doesn't stay put- they wander making it harder for search and rescue.”

“Exact location not known, could be too dangerous to enter the area.”

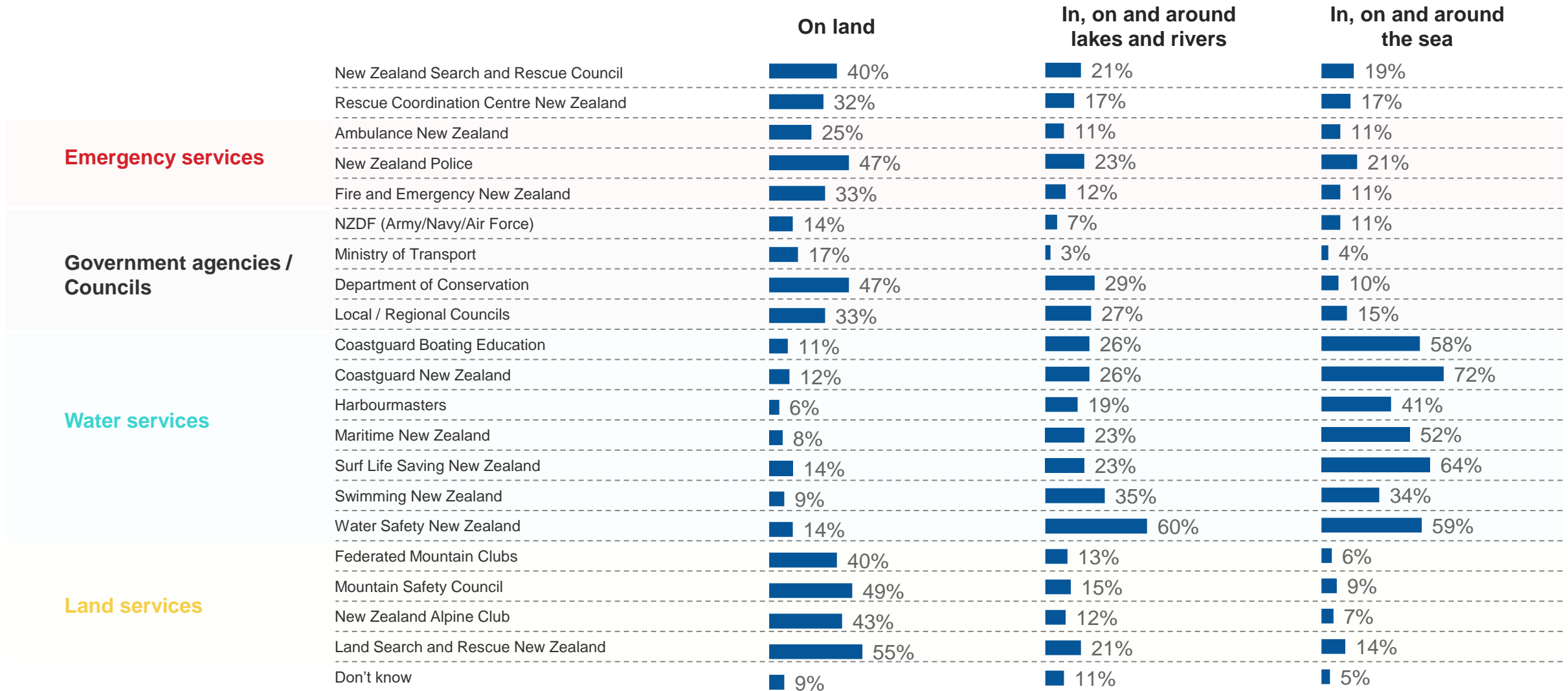
“Waiting too long before contacting authorities, the person may have travelled some distance making a larger area to search. Inclement weather and insufficient information could hamper the search.”

03

Appendix



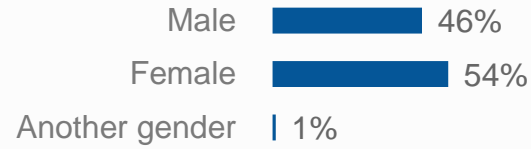
Q. Which of the following organisations support people to stay safe when they're doing outdoor activities?



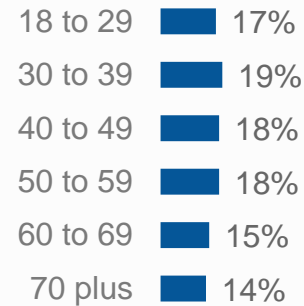
Sample profile



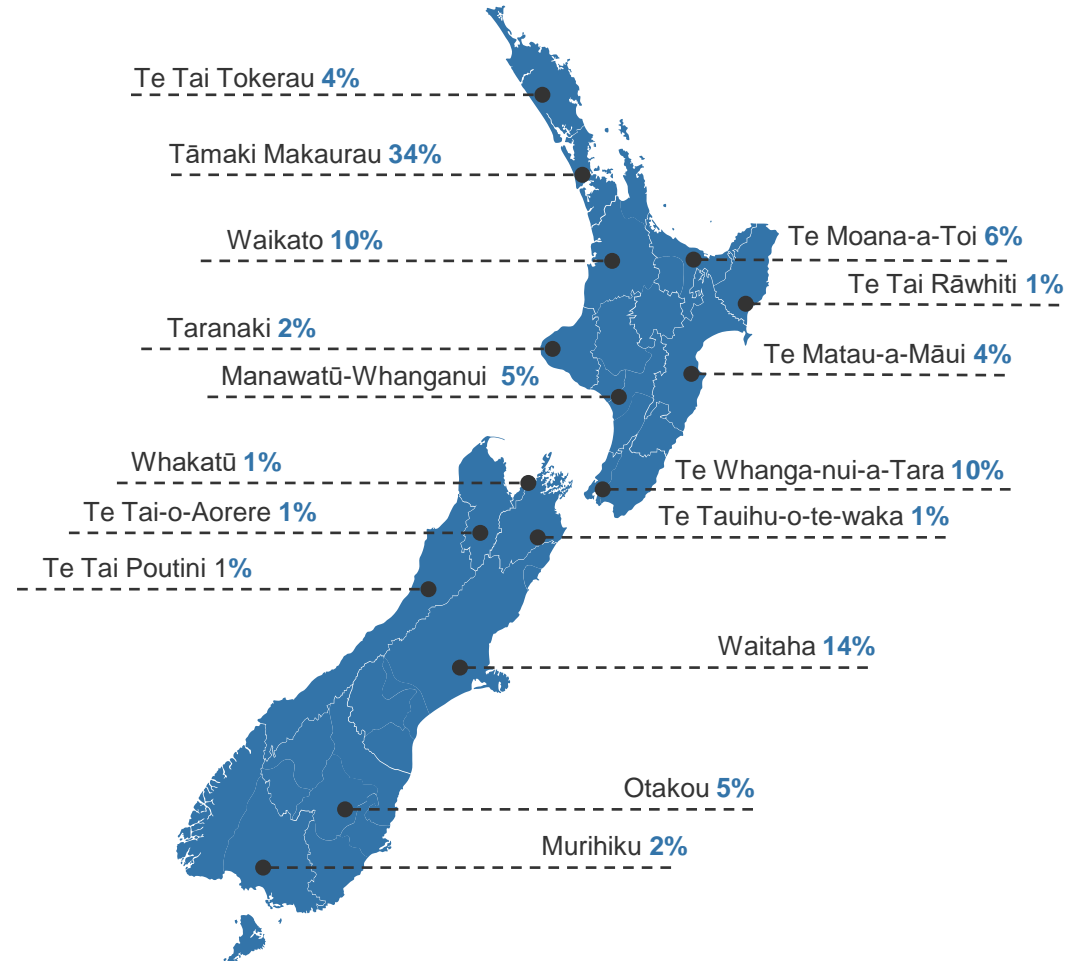
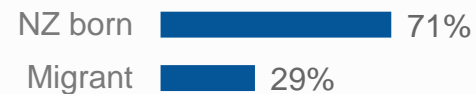
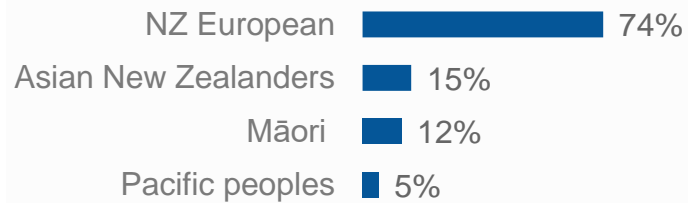
GENDER



AGE

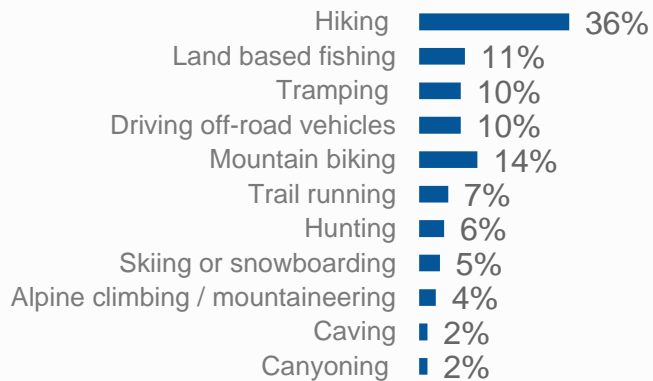


ETHNICITY

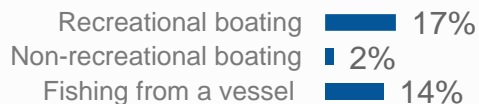




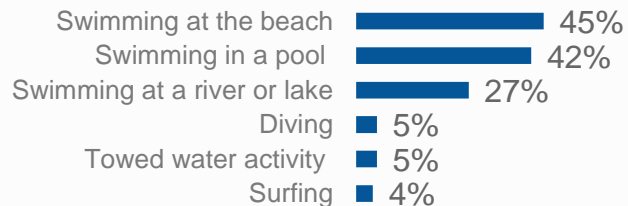
Land based activities (53%)



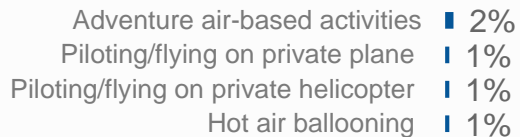
Boating activities (26%)



Water activities (62%)

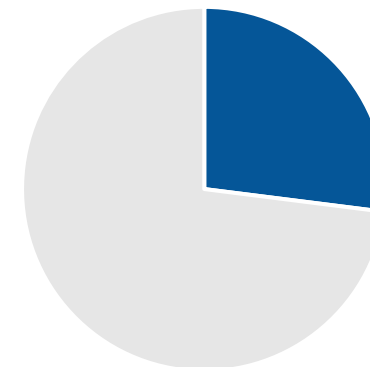


Air activities (3%)

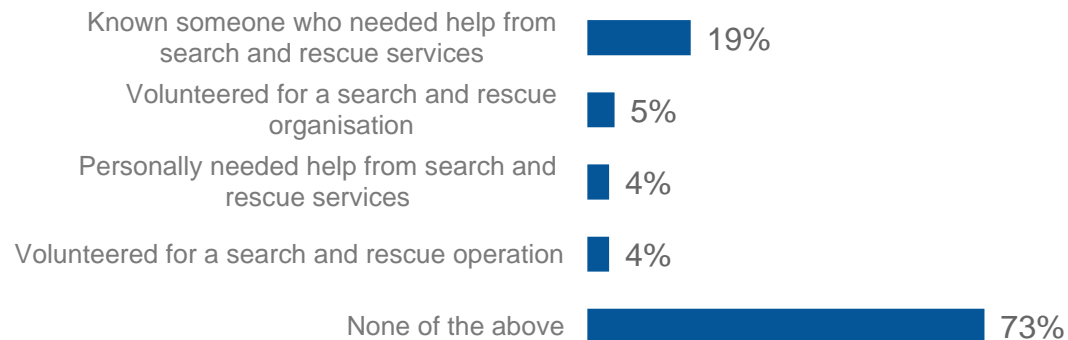


Completed some sort of safety training

27% have completed some sort of safety training



Involvement with search and rescue services





FOR FURTHER INFORMATION PLEASE CONTACT

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