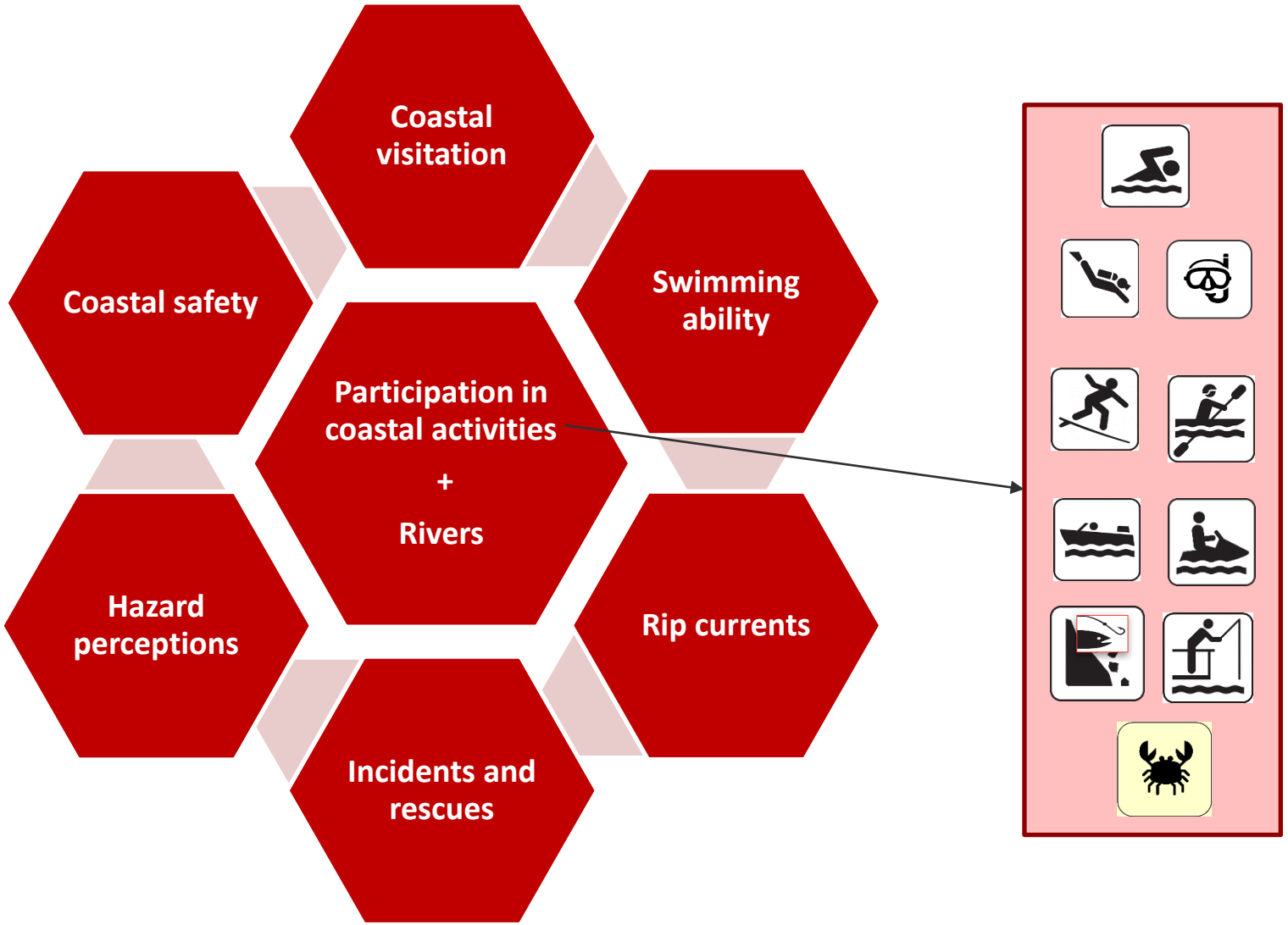
National Coastal and Water Safety Survey in New Zealand 2023 (wave 3)

Auckland - 13 July 2023

Frederic ANNE (OmniPoll)

OmniPoll

The questions / Agenda



Methodology and sample

Sample

- Conducted nationally amongst 1063 people aged 16+
- Respondents were drawn from Kantar online consumer panels (LifePoints and ConsumerLink). The fieldwork was managed by Lightspeed Research, OmniPoll's online partner.
  - Sample quotas were set for each regional areas, by sex and age. A separate ethnicity quota is also in place.
  - Due to sample size, Pasifika have been grouped with Māori for reporting on these ethic groups (same reason for grouping Asian and Indian).

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%

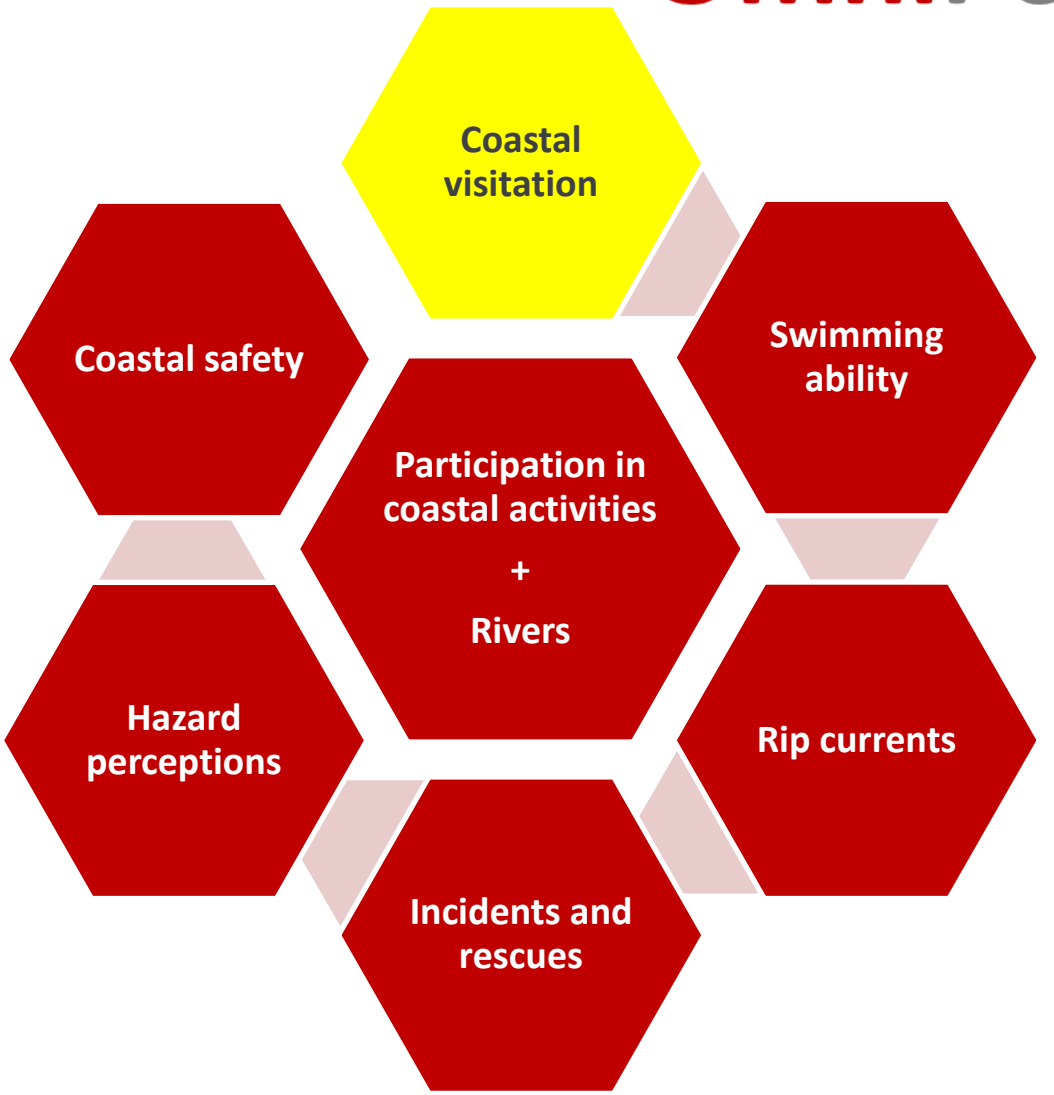
Living arrangements	Live alone	17%
	Partner and no children	29%
	Partner and children	29%
	Single parent	4%
	Living with parents	9%
	Other	12%

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

National Coastal and Water Safety Survey 2023

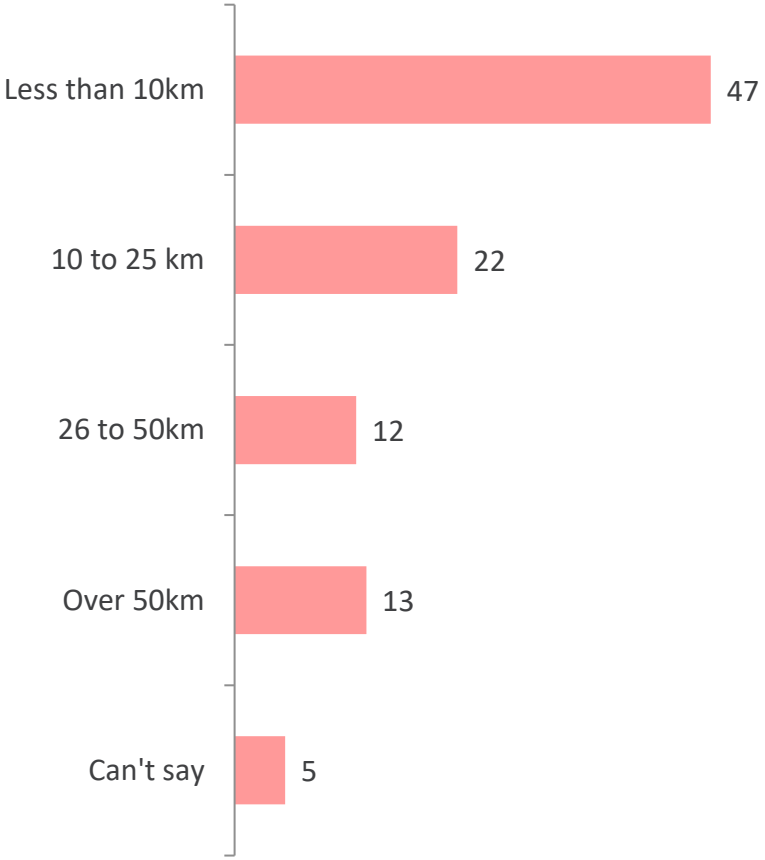
Part 1: Coastal visitation

OmniPoll



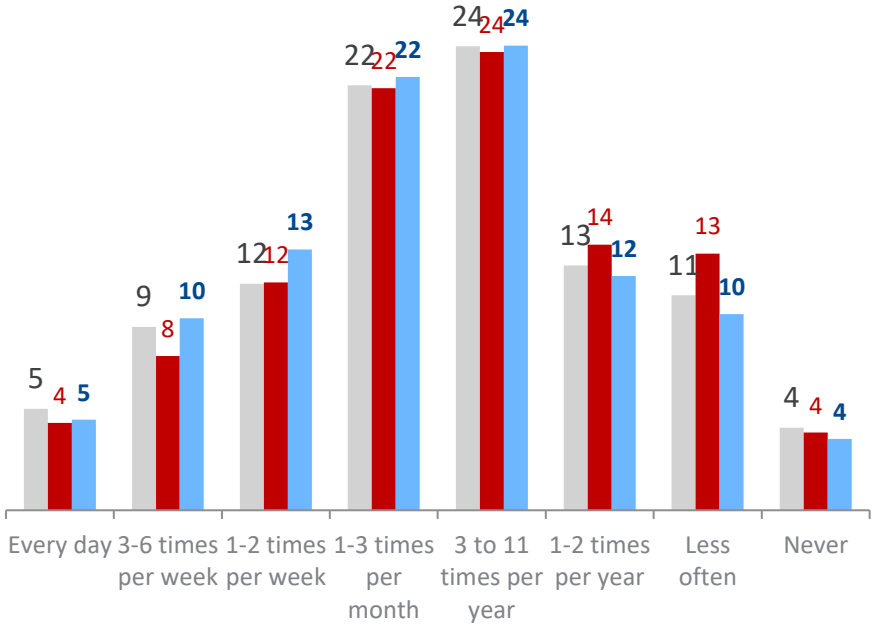
The coast

Distance live from the coast



Frequency visit the coast

At least weekly: 28%
At least monthly: 50%
At least annually: 86%

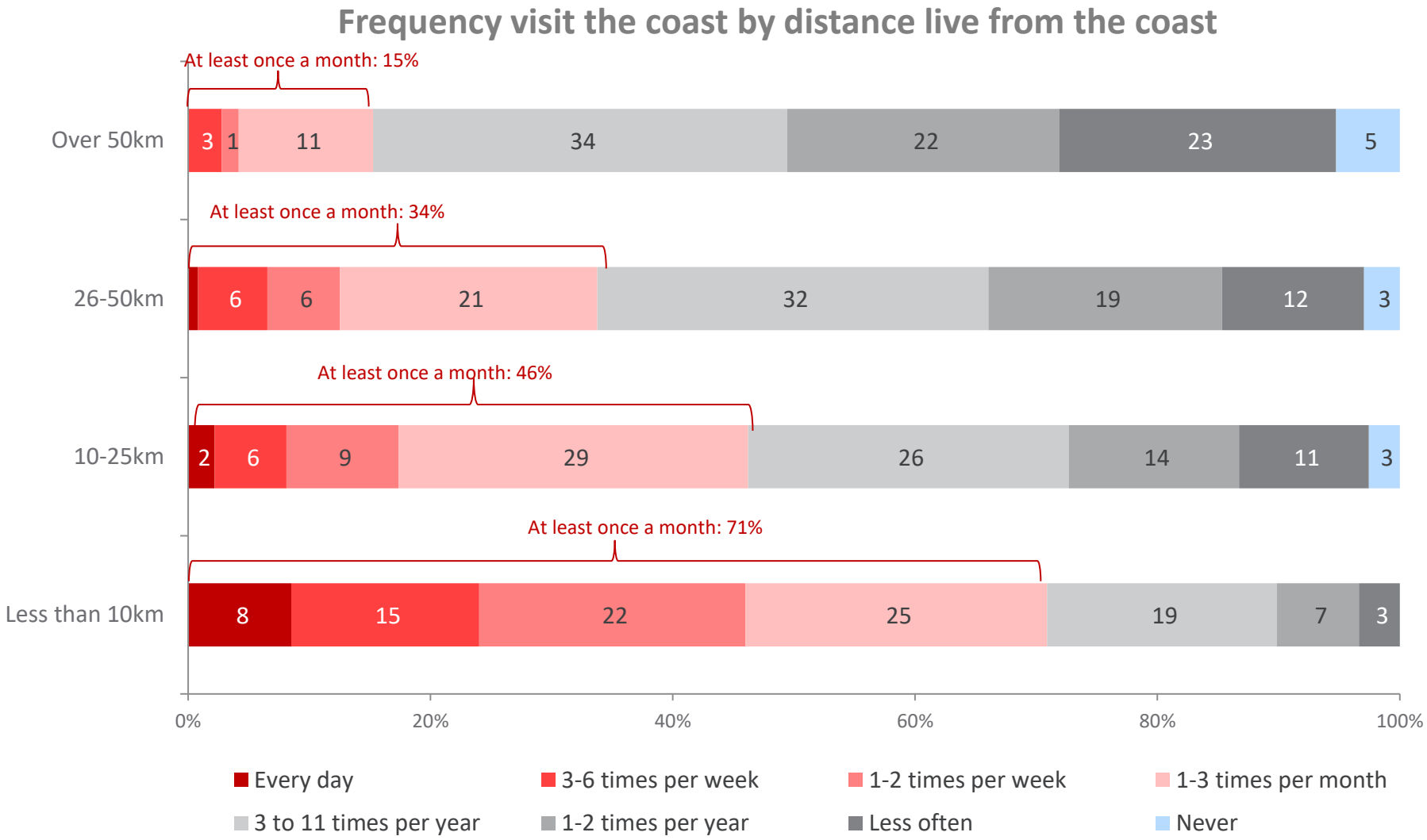


3.2M visitors aged 16+
(2.9m visitors during last summer)

Average of 3.8 visits per month

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

The coast: Relationship between distance and frequency



In summary

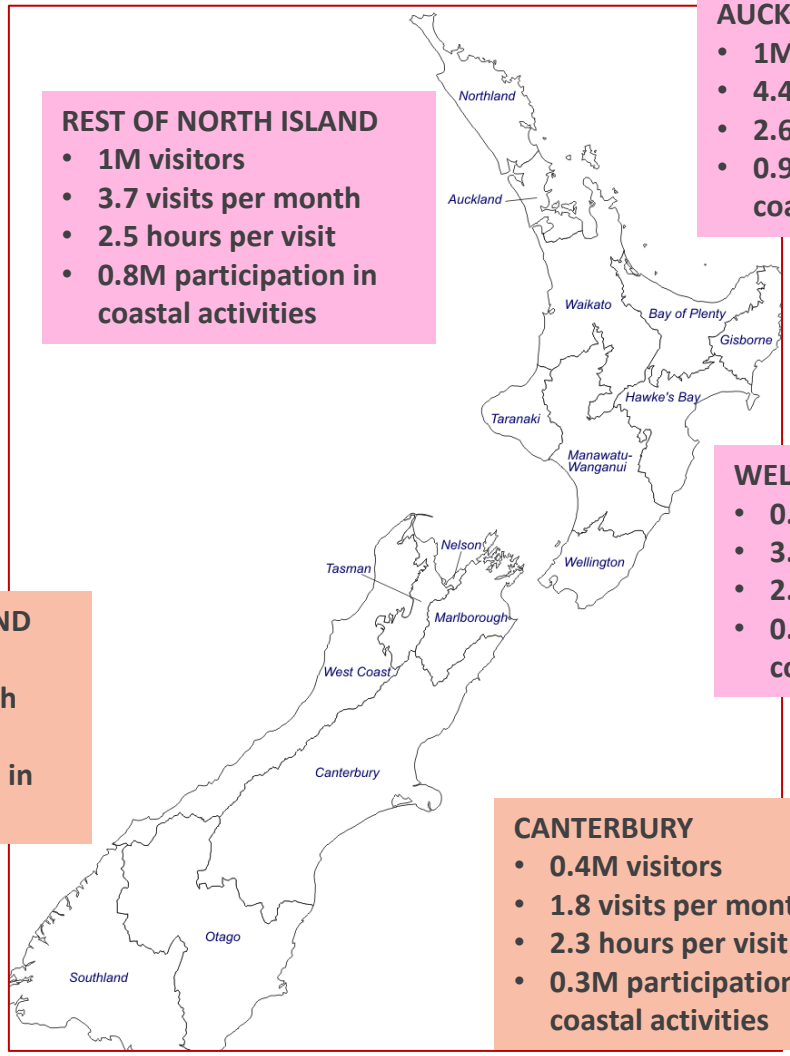
	Distance from the coast			
Total	**Less than 10km**	**10-25km**	**26-50km**	**Over 50km**
3.8 visits to the coast on average per month	5.9 visits p.m.	2.5 visits p.m.	2.0 visits p.m.	0.9 visit p.m.
2.5 hours on average per visit to the coast	2.2 hours	2.5 hours	2.8 hours	3.2 hours
± 110 hours on the 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)

AUCKLAND
- 1M visitors
- 4.4 visits per month
- 2.6 hours per visit
- 0.9M participation in coastal activities

REST OF NORTH ISLAND
- 1M visitors
- 3.7 visits per month
- 2.5 hours per visit
- 0.8M participation in coastal activities



WELLINGTON
- 0.4M visitors
- 3.5 visits per month
- 2.1 hours per visit
- 0.25M participation in coastal activities

REST OF SOUTH ISLAND
- 0.4M visitors
- 4.6 visits per month
- 2.4 hours per visit
- 0.3M participation in coastal activities

CANTERBURY
- 0.4M visitors
- 1.8 visits per month
- 2.3 hours per visit
- 0.3M participation in coastal activities

Base: Adults aged 16+ nationally

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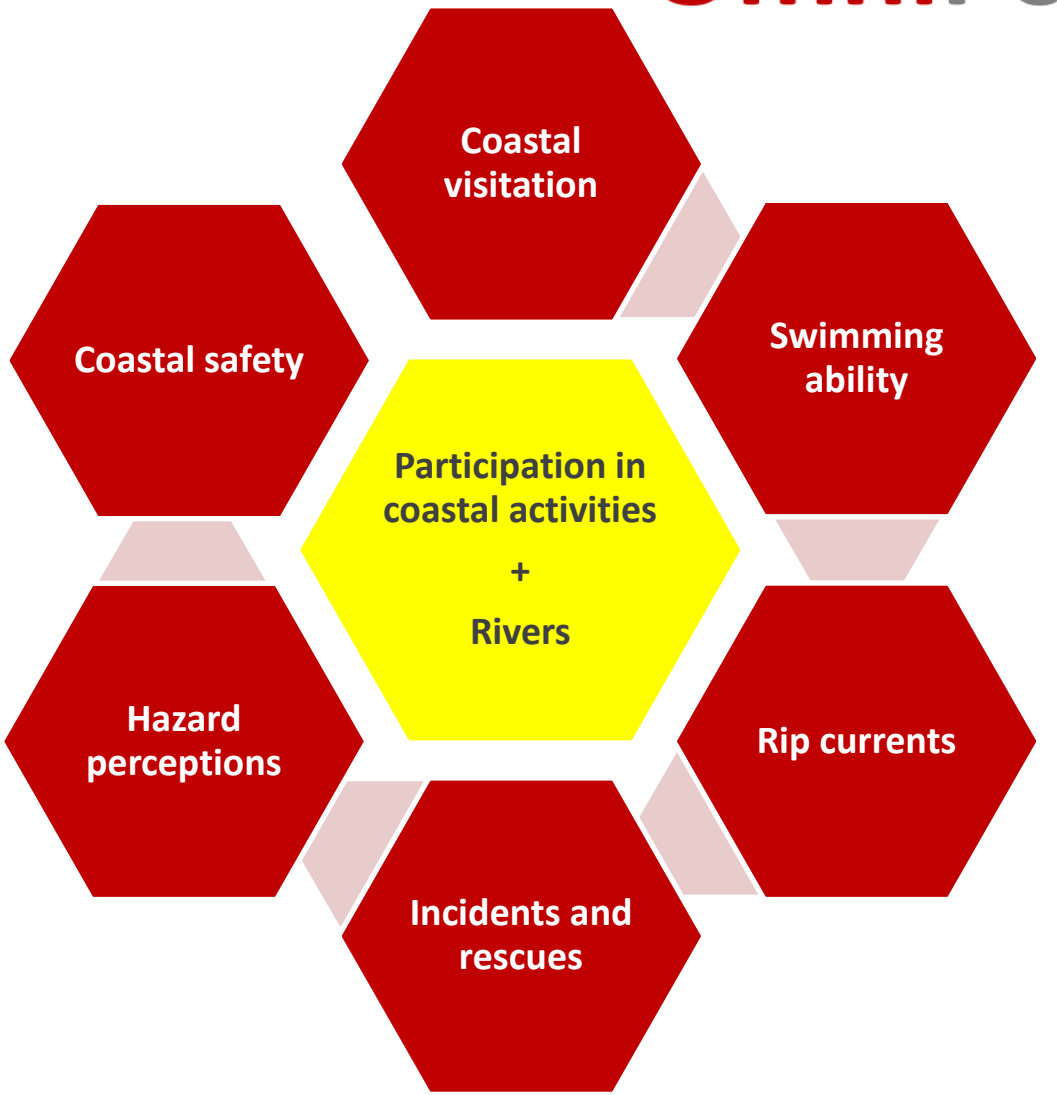
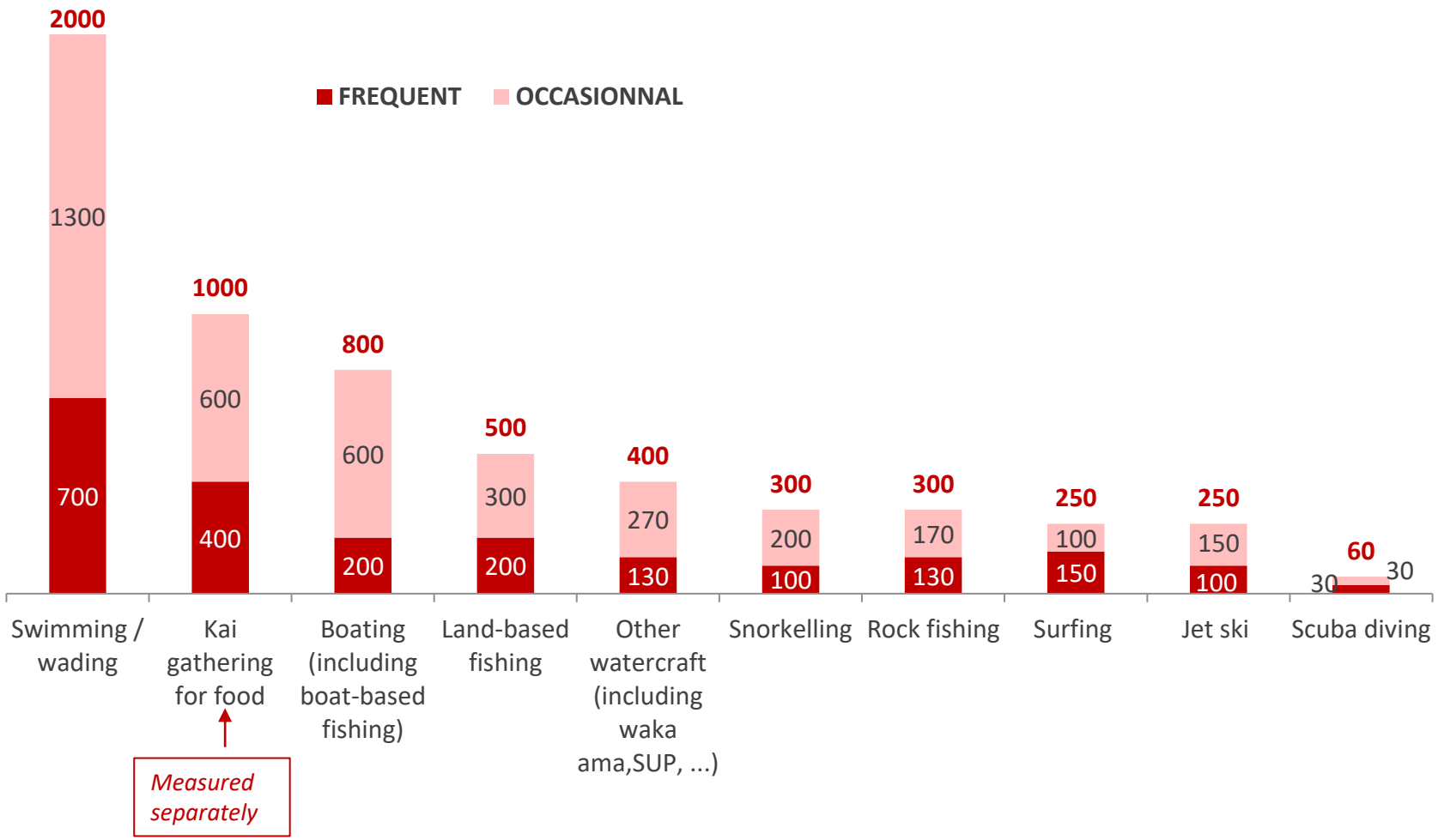
Part 2:

Participation in coastal and river activities



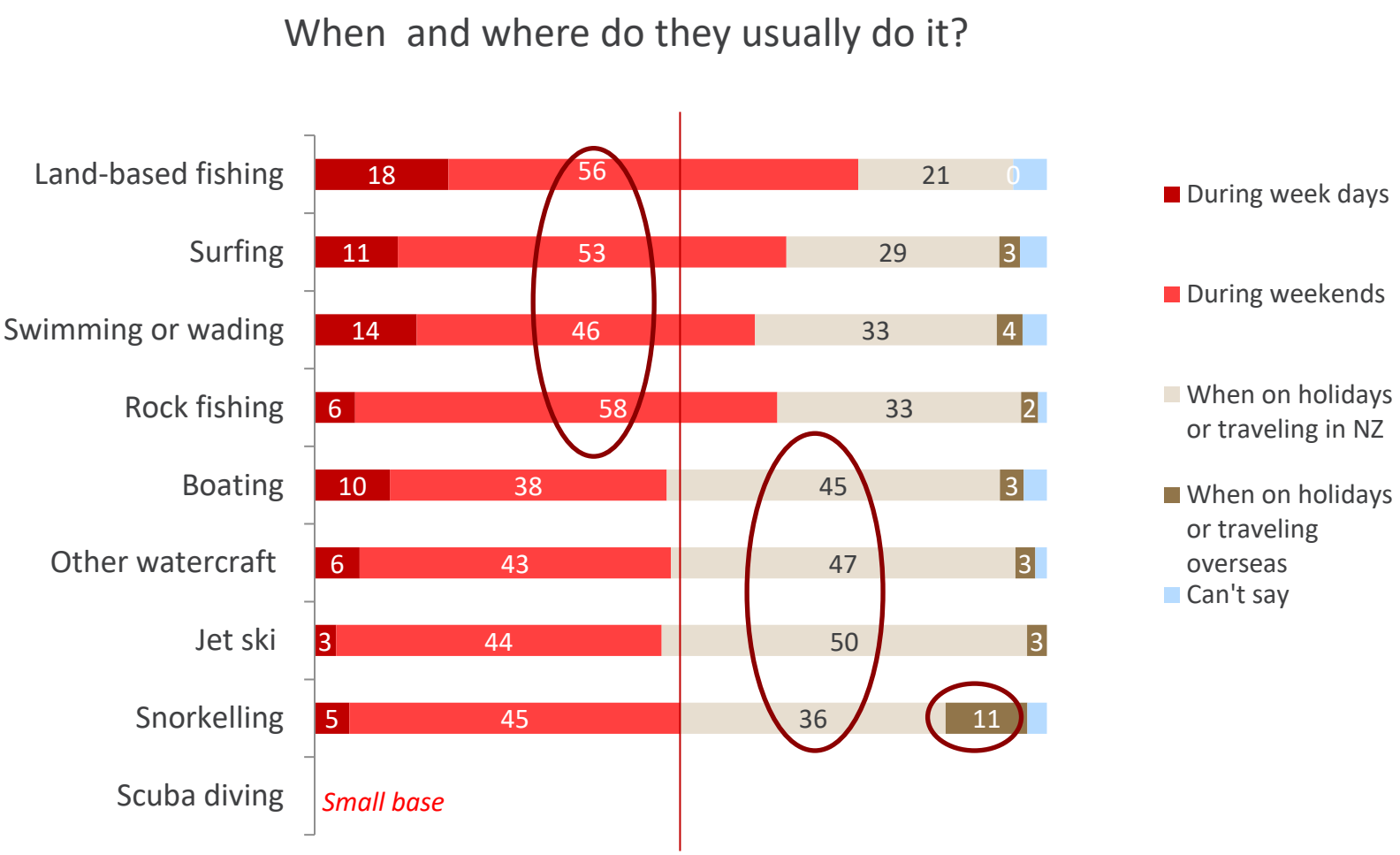
Participation in coastal activities in 2023

In thousands



Base: Adults aged 16+ nationally

Coastal activities: when and where?



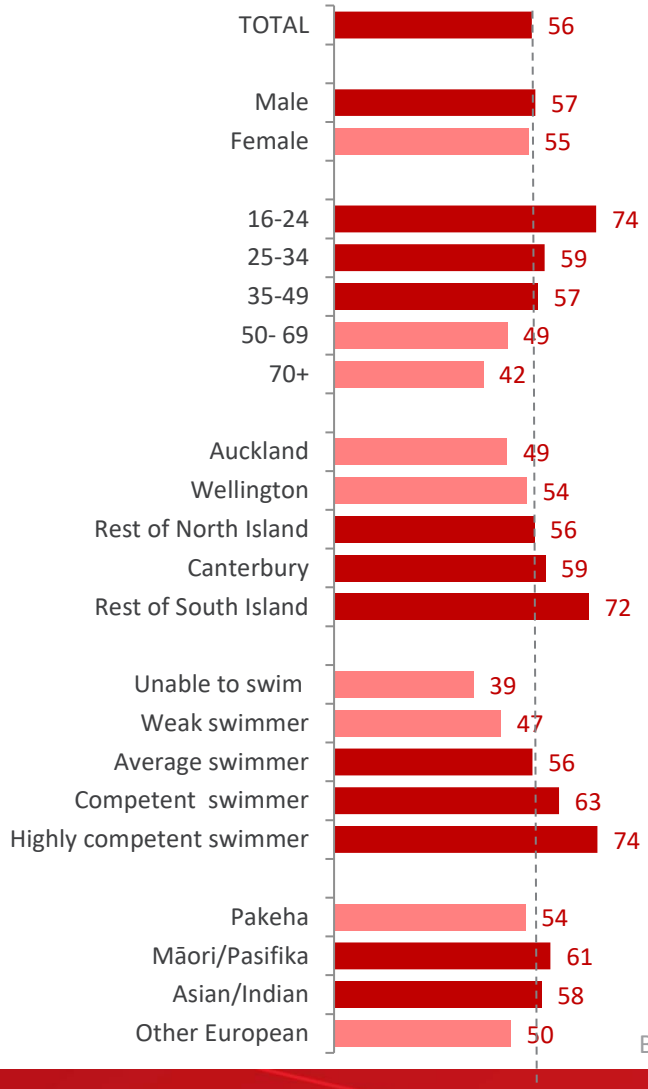
Base : Swimming (n=564), Surfing (n=73), Watercraft (n=106), Rock fishing (n=83), Land-based fishing (n=131), Boating (n=207), snorkelling (n= 76), Scuba diving (n=17), Jet ski (n=70)

Participation in Coastal Activities

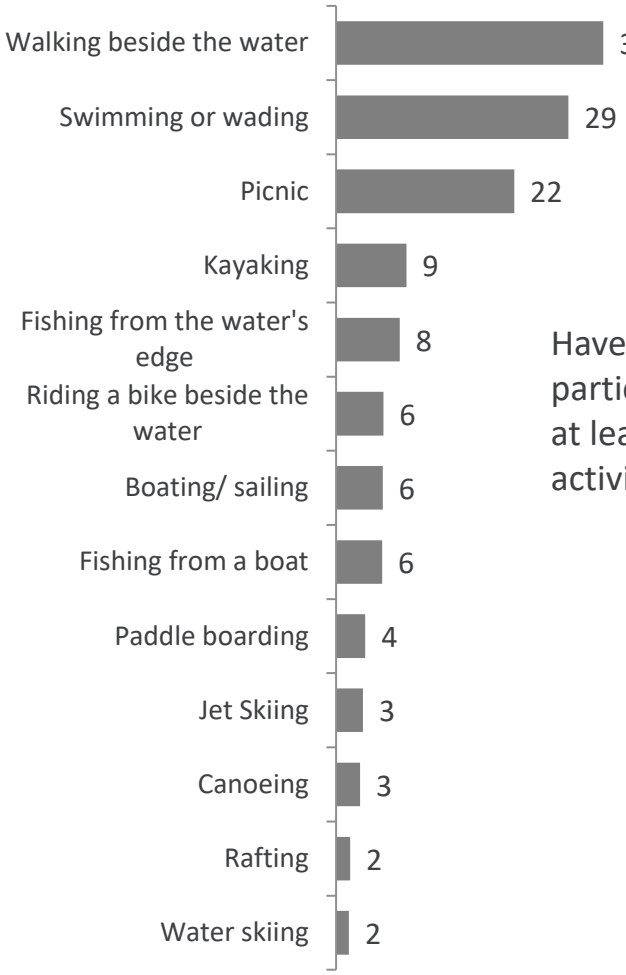
										
Participants (in % of 16+ population): Total	55%	7%	11%	8%	13%	21%	7%	8%	2%	27%
• Pakeha	55%	7%	10%	6%	12%	20%	7%	7%	1%	20%
• Māori/Pasifika	60%	10%	12%	13%	17%	21%	6%	10%	3%	44%
• Asian/Indian	43%	4%	11%	12%	13%	23%	5%	7%	1%	28%
Time spent per session when participating	1.3h	1.6h	1.6h	2.5h	2.4h	2.6h	1.6h	1.6h	1.6h	n.a
Gender split in % (M/F)	48% / 52%	65% / 35%	55% / 45%	69%/ 31%	59%/ 41%	55% / 45%	52% / 48%	55% / 45%	n.a	61% / 39%
Participant level										
• Beginner	19%	46%	38%	25%	25%	34%	30%	25%		
• Intermediate	56%	41%	51%	53%	52%	45%	49%	50%	n.a	n.a
• Advance	24%	14%	11%	23%	23%	21%	21%	25%		
% who can swim 50m in the ocean	56%	64%	75%	52%	54%	59%	73%	79%	89%	54%
Consider themselves experienced enough to take some risk	52%	50%	46%	57%	53%	36%	56%	53%	n.a	n.a
Other information:	18% of swimmers are ocean swimmers (4% as part of a group/ club)	1 in 2 are surfers, 4 in 10 use body boards	57 % use SUP, 55% kayak and 19% Waka ama	Only 4 in 10 have a life jacket	Almost half think it's OK to drink alcohol before fishing	89% use power boat and 2 in 3 do Boat based fishing	Only 1 in 4 have had some jet ski training	A holiday activity for a majority of participants	Very niche activity	Participation rates: -Māori/Pasifika: 44% - Māori/Pasifika males:58% -Māori/Pasifika male 16-39: 64%

56% visited a river, creek, stream or lake within the last 12 months

Profile of those who have visited a river, creek, stream or lake in 12M



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

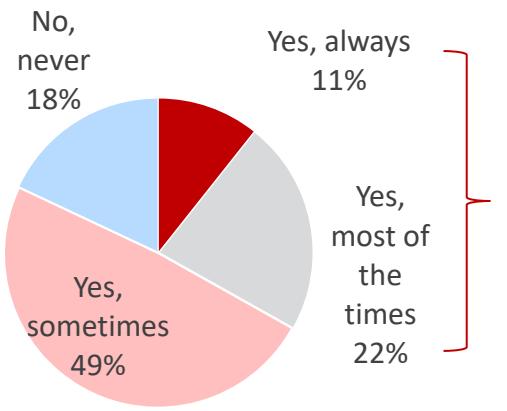


Have participated in at least one activity : 53%

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

1 in 3 always or most of the time enter the water when visiting visit a river, creek, stream or lake

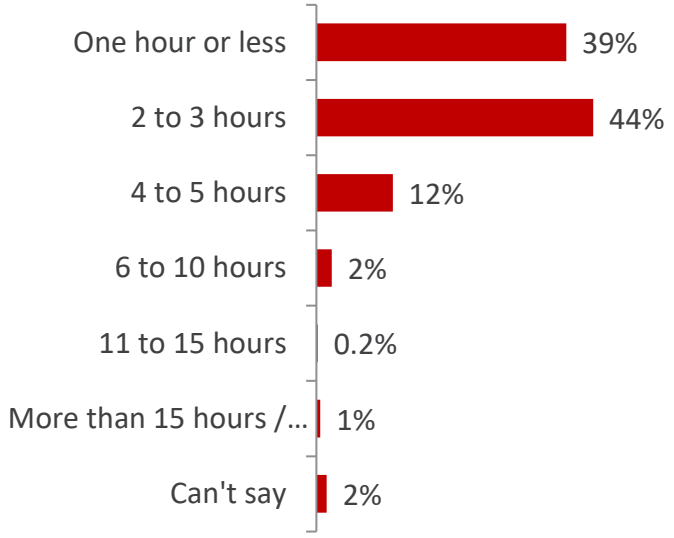
When you visit a river, creek, stream or lake, do you enter the water?



1 in 3 always or most of the time enter the water, with some differences by ethnicity:

- **Māori/Pasifika: 50%**
- Asian: 32%
- Pakeha: 26%
- Other European: 21%

In a typical day, when you visit a river, creek, stream or lake, how many hours do you spend there?



Average: 2.3h

Similar to the 2.5 hours on average per visit to the coast

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

YES: 19% / No: 81%

26% "yes" among those who always or most of the time enter the water when they visit a river, creek, stream or lake

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

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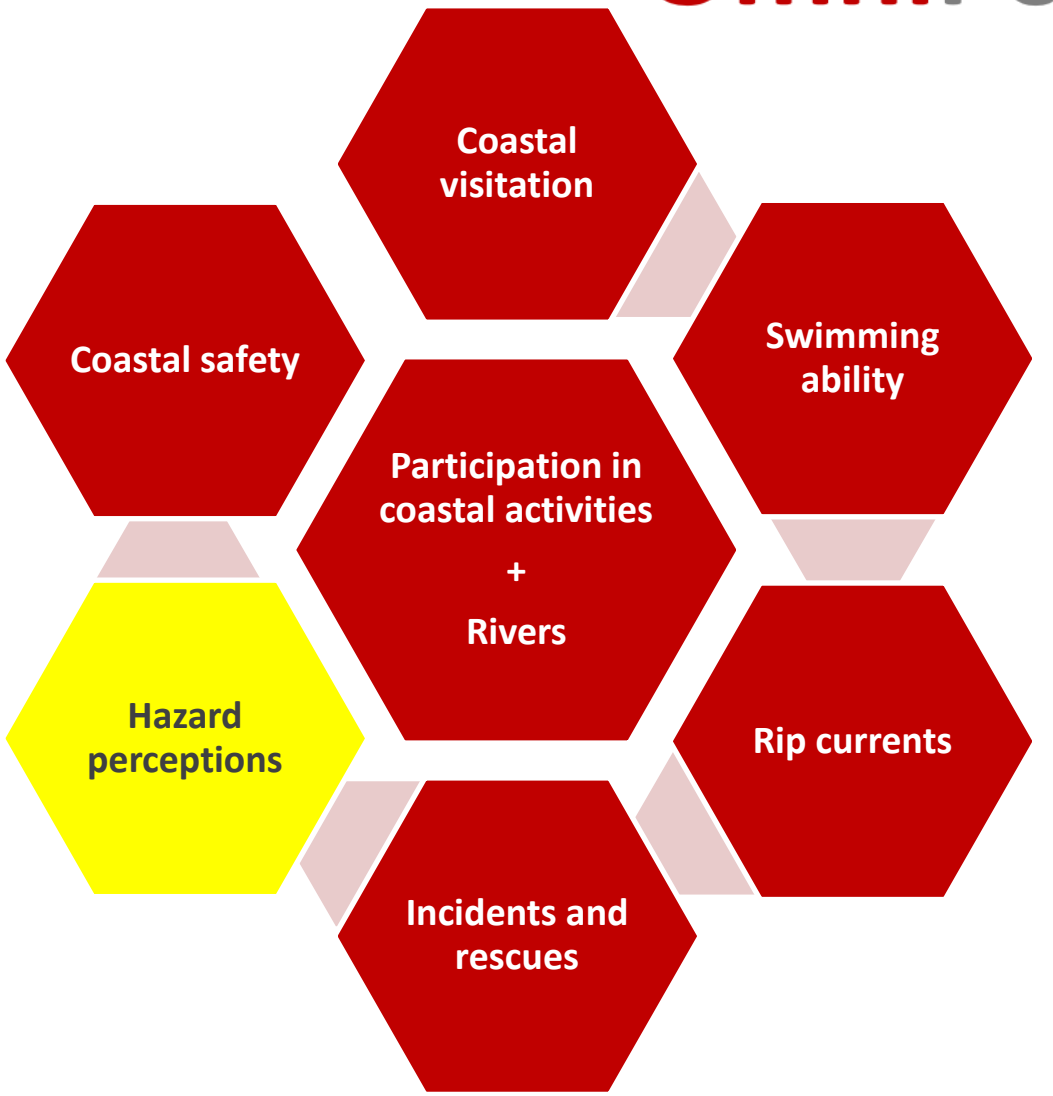
Part 3: Coastal and river hazards

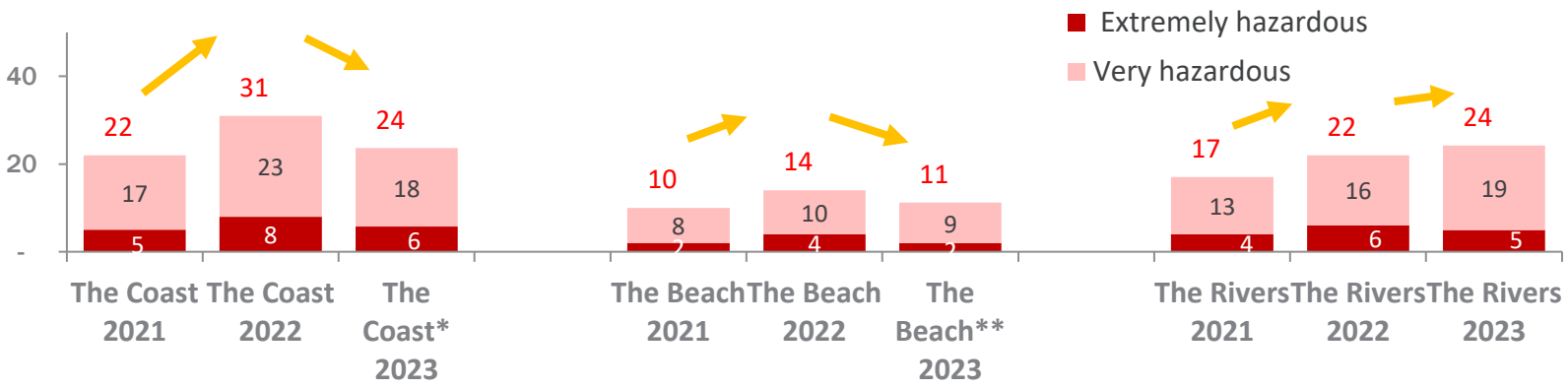
OmniPoll



The coast is perceived less hazardous this year, not the rivers

- The coast is considered extremely or very dangerous by 24% (it was 31% last year) and this decrease can be seen across all demographics and all segments (frequent or occasional visitors to the coast, coastal activity participants or not, unexperienced or competent swimmers, …)

- Beach and coast hazardous levels are back to 2021 levels, but for rivers, the proportion of extremely or very hazardous continues to rise (+2pts this year, with rivers now on par with the Coast)

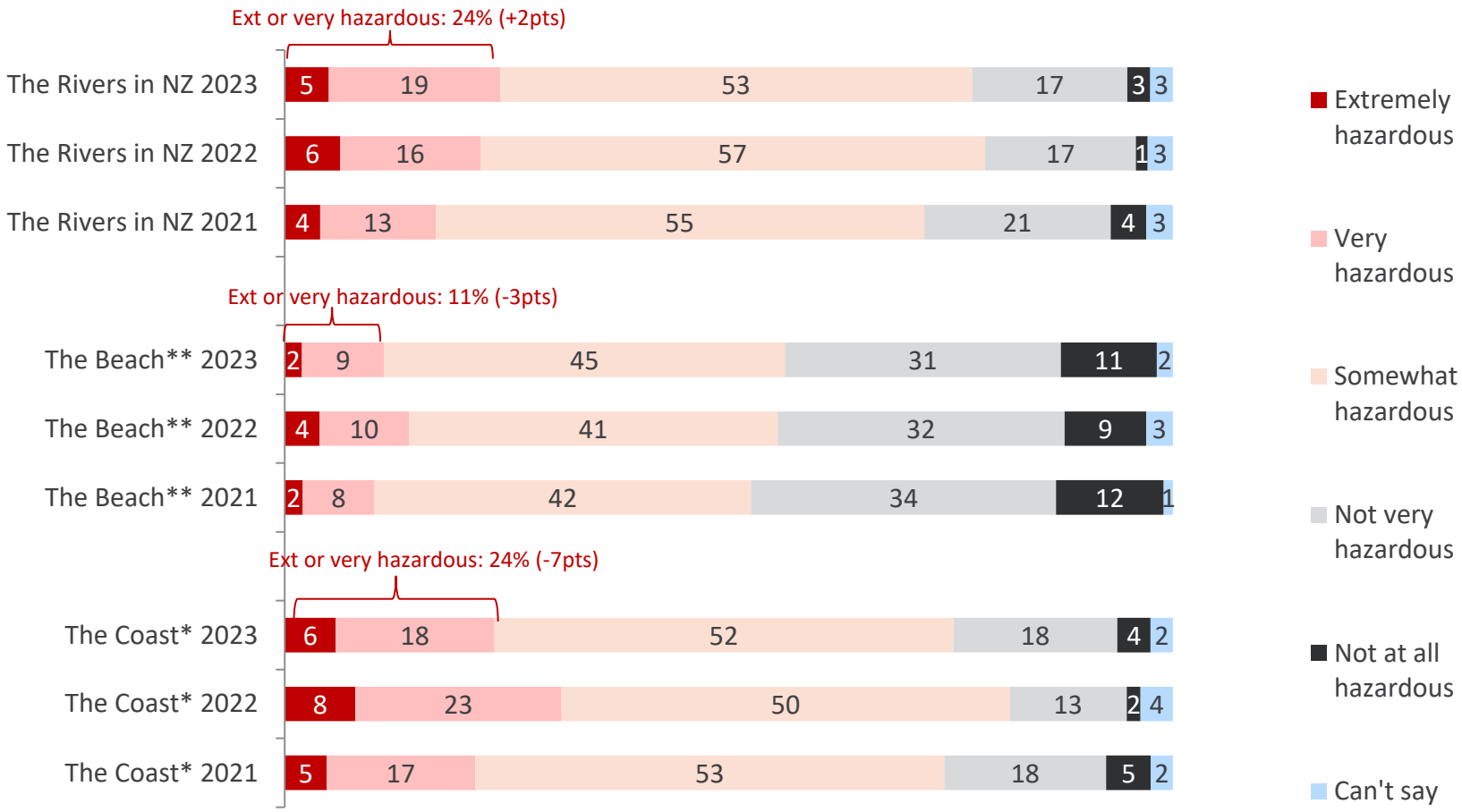


(*) Coast + the ocean and surf zone and the adjacent rocky coast.

(**) 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)

Considered to be hazardous



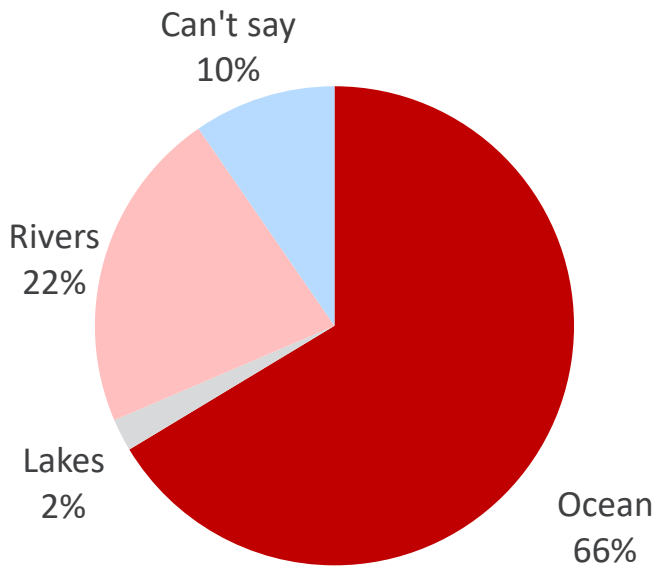
(*) Coast + the ocean and surf zone and the adjacent rocky coast.

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

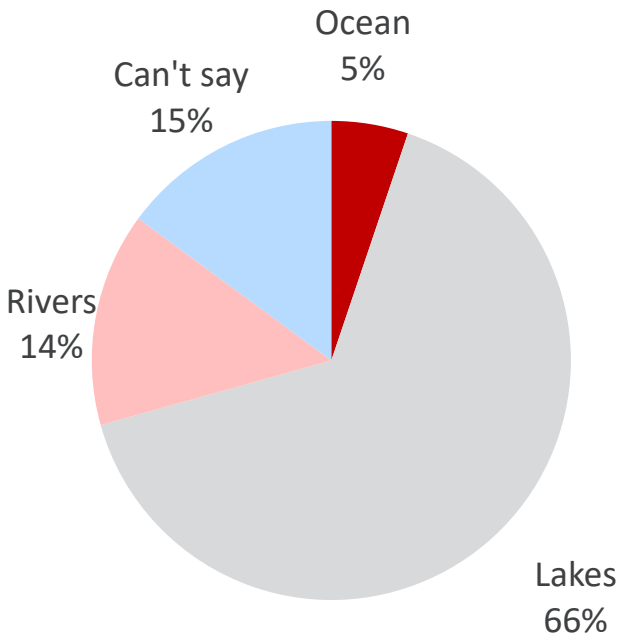
Base: Adults aged 16+ nationally (n=1049 in 2021, 1027 in 2022, 1063 in 2023)

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

The most hazardous

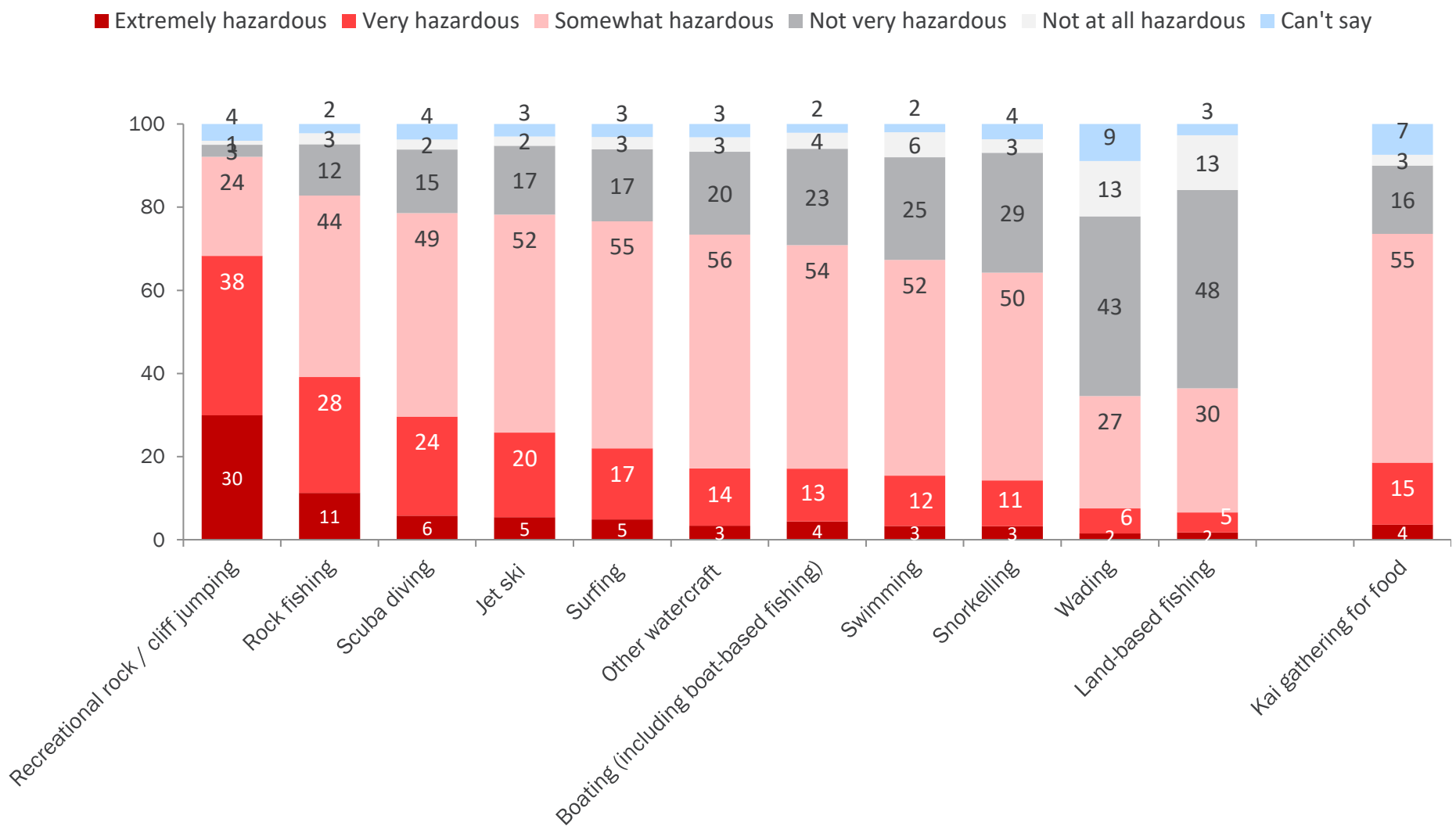


The least hazardous



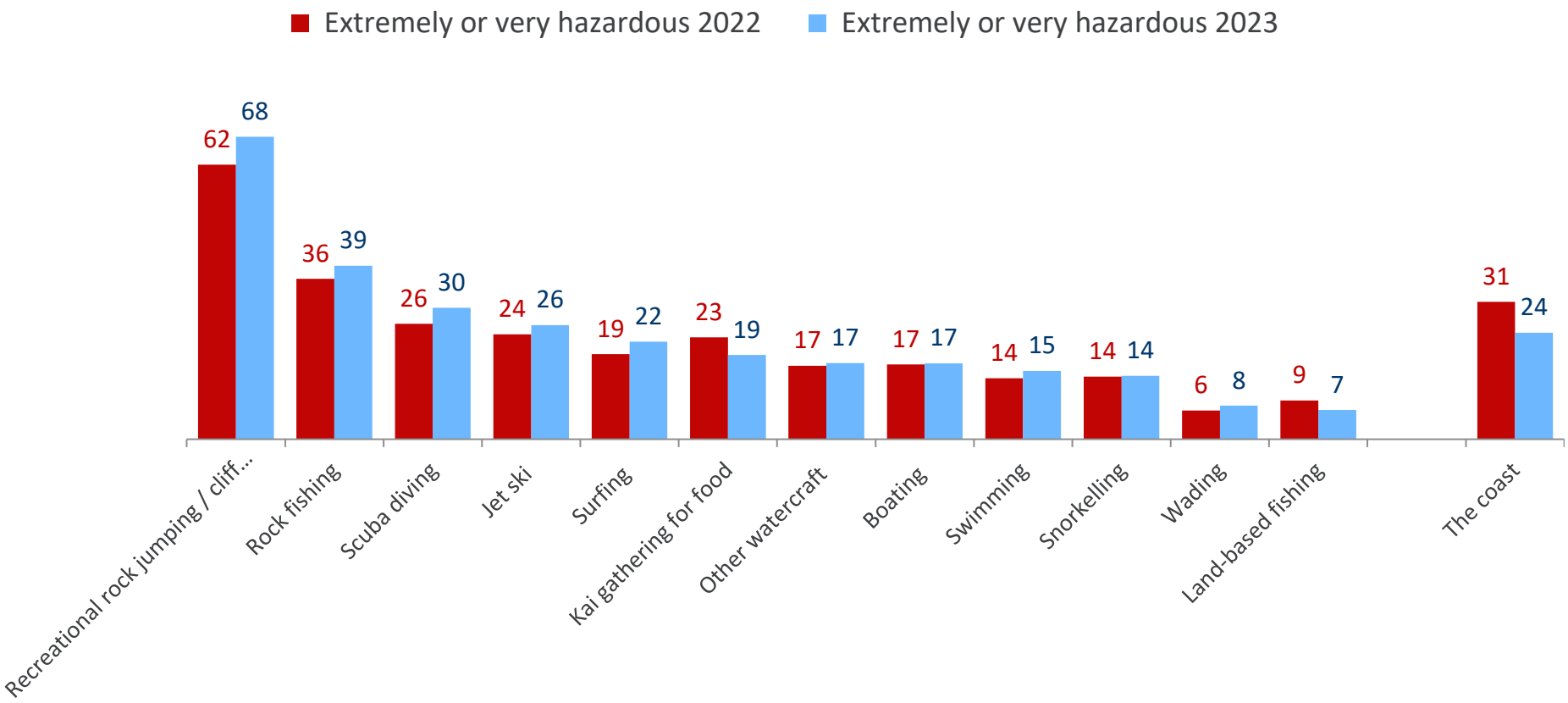
Base: Adults 16+ nationally (n=1063 in 2023)

How hazardous is each activity – Total 16+



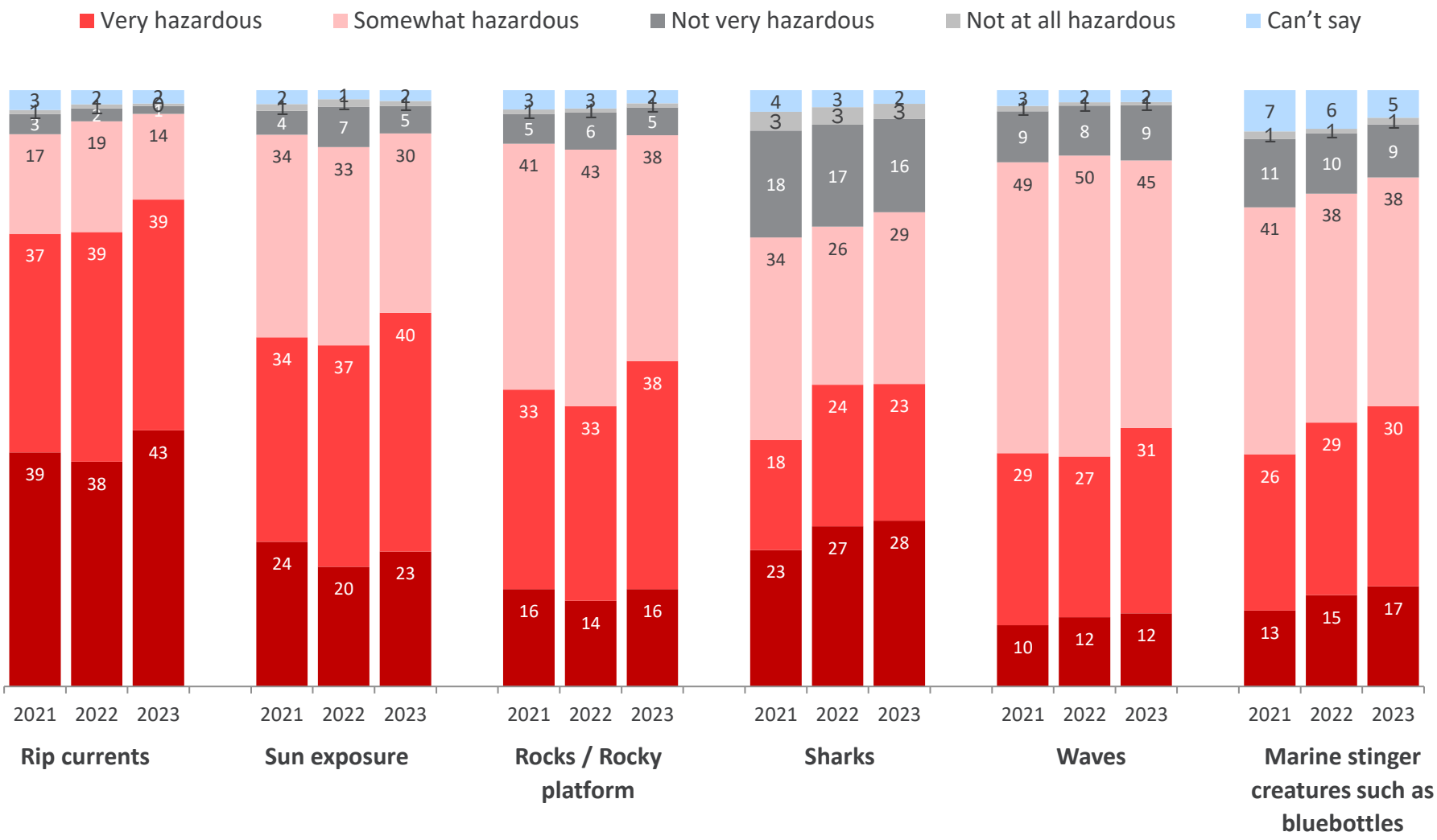
Base: Adults aged 16+ nationally (n=1063)

Comparing perceptions “hazardous”: 2023 vs 2022



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

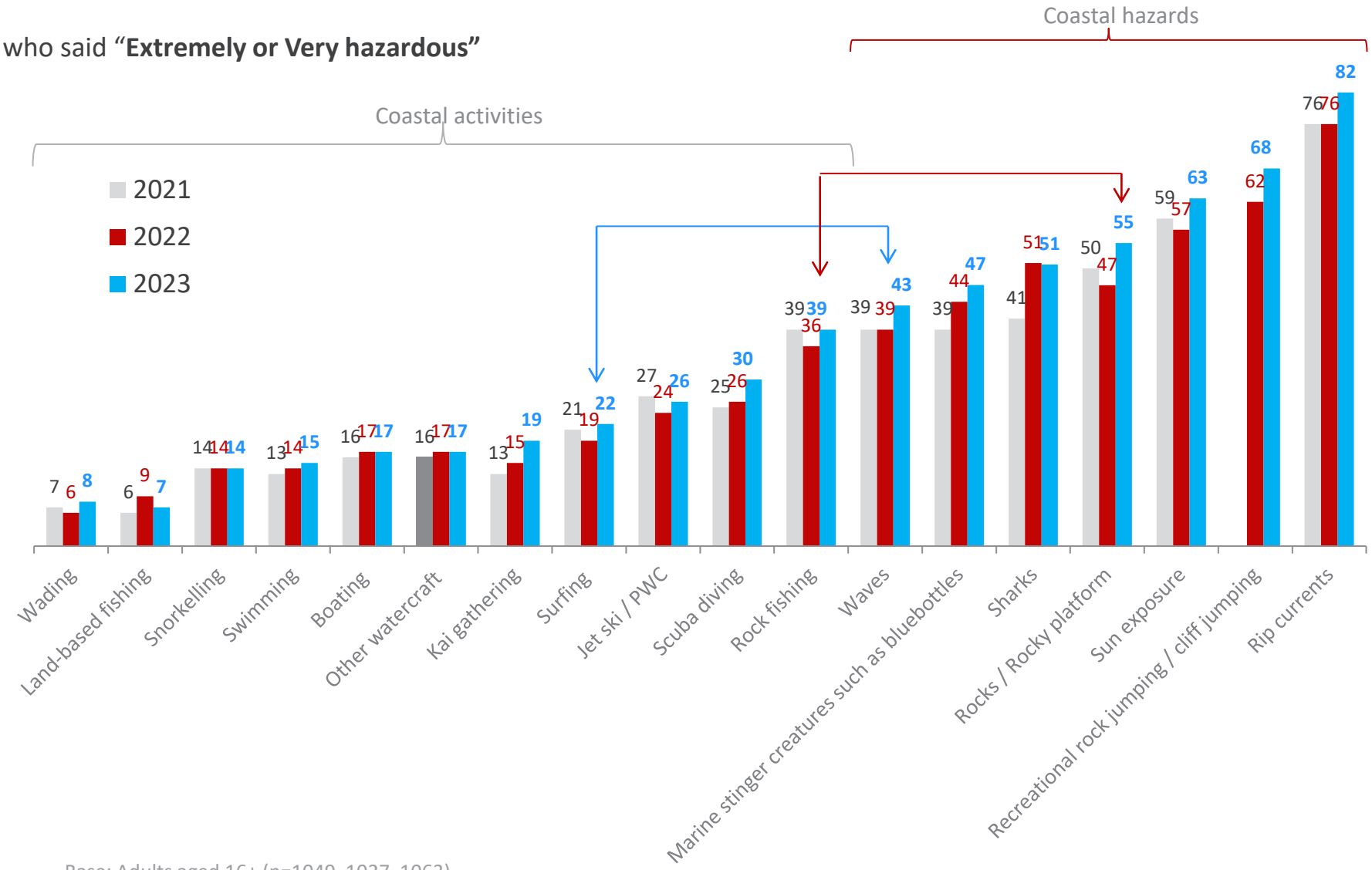
Coastal safety - hazards



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)

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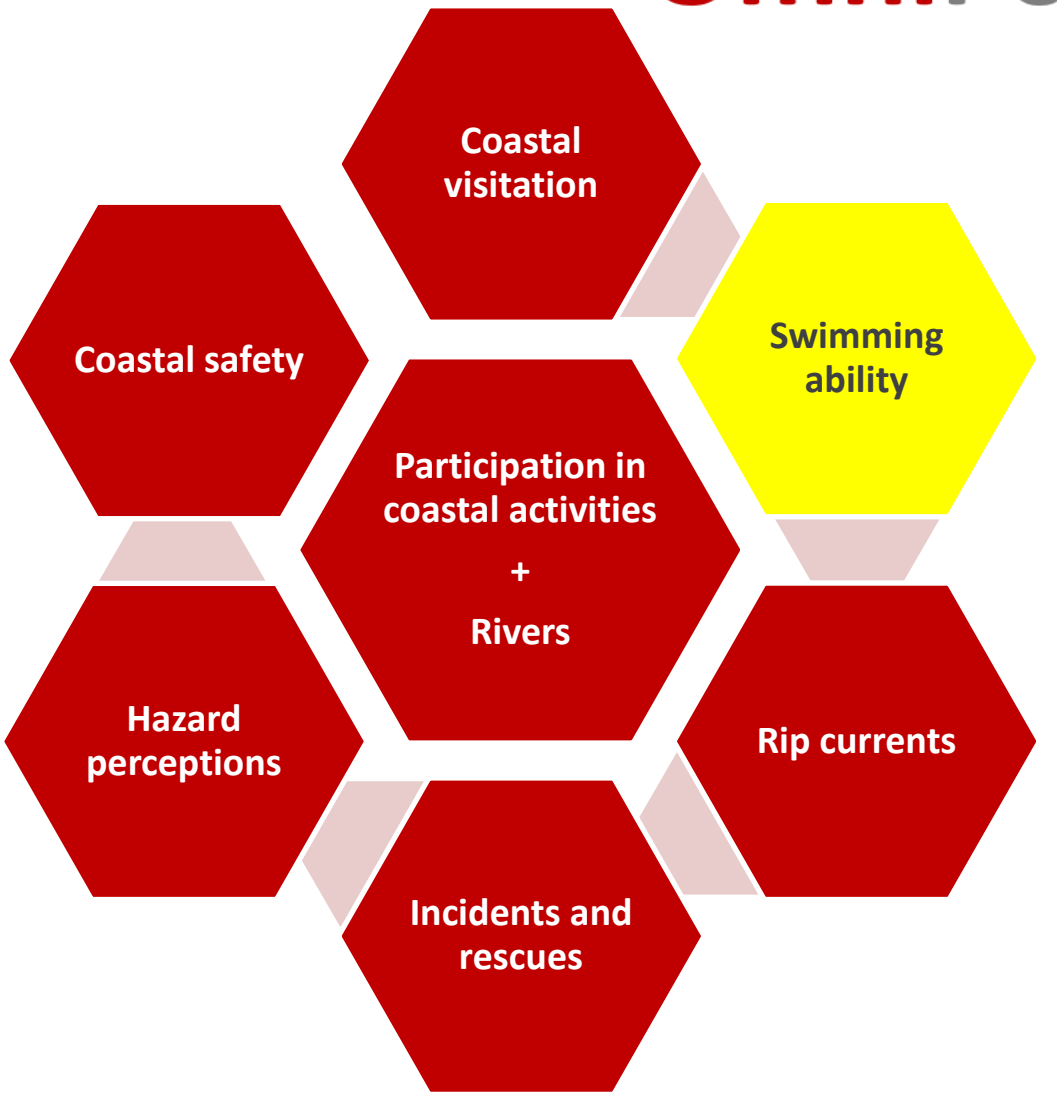
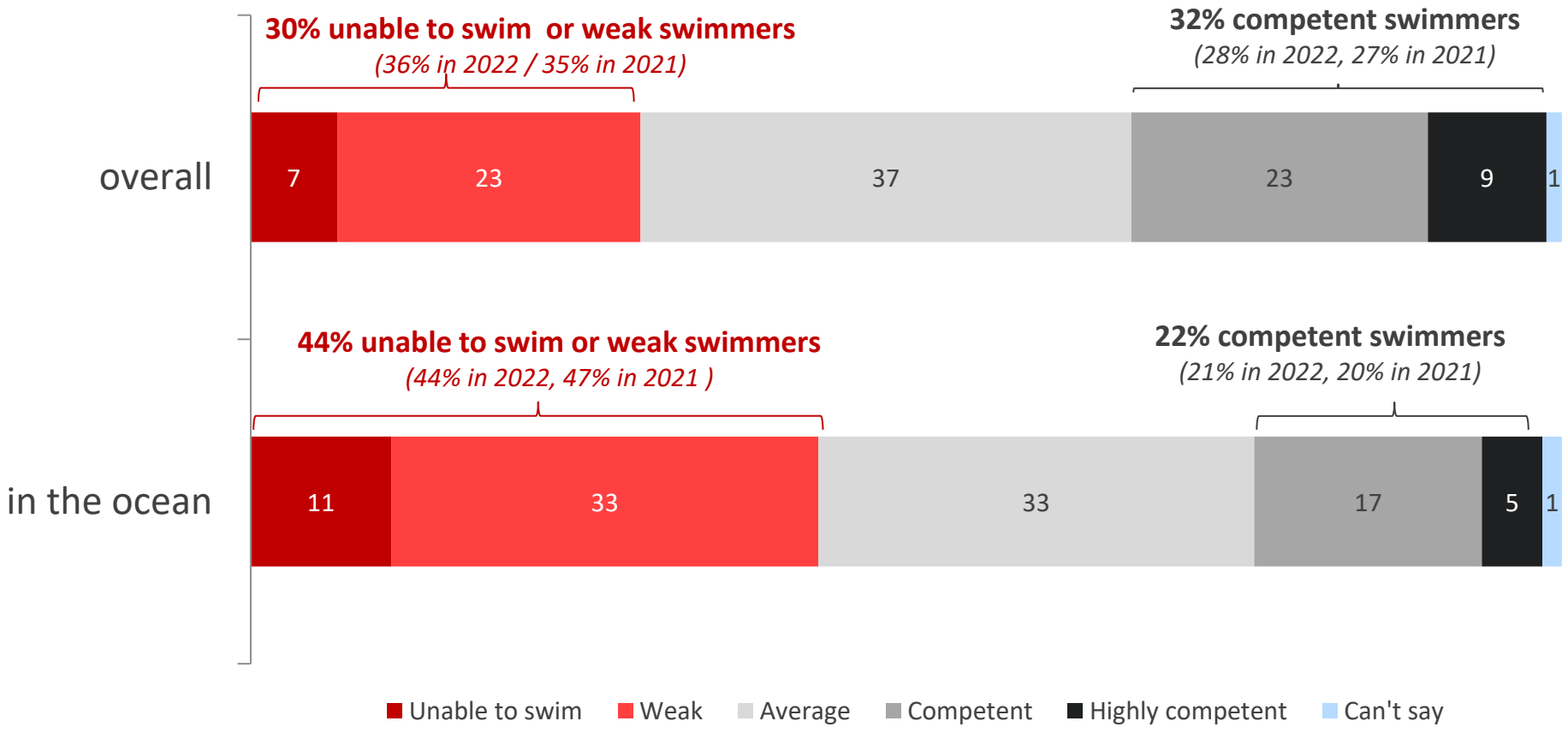
Part 4: Swimming ability

OmniPoll



Swimming ability overall and in the ocean

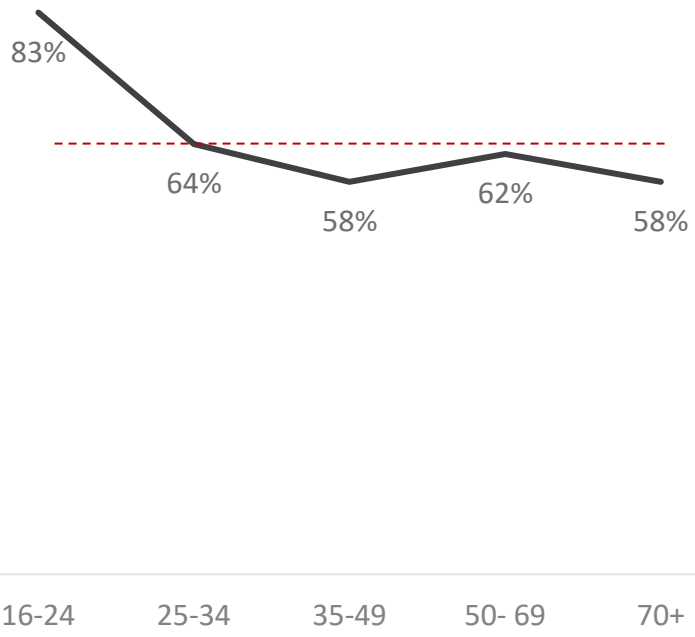


→ *With no significant differences by gender*

Base: Adults aged 16+ (n=1063)

64% have participated in swimming lessons

Participation in swimming lessons by age



Base: Adults aged 16+

→ *But no significant differences by gender*

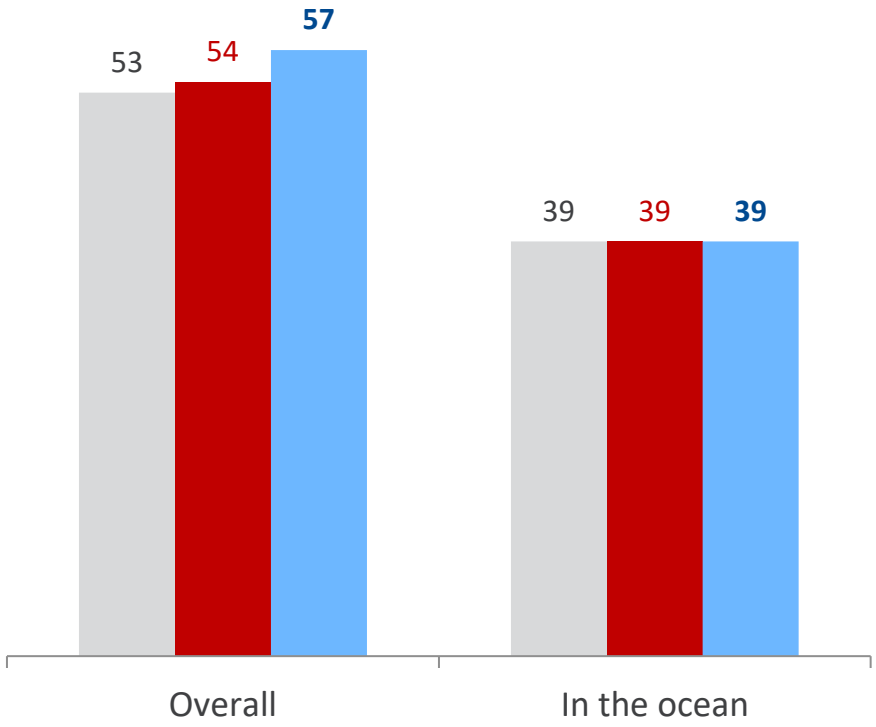
Overall swimming ability and participation in swimming lessons in NZ

	Participated in swimming lessons: Yes	Participated in swimming lessons: 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%

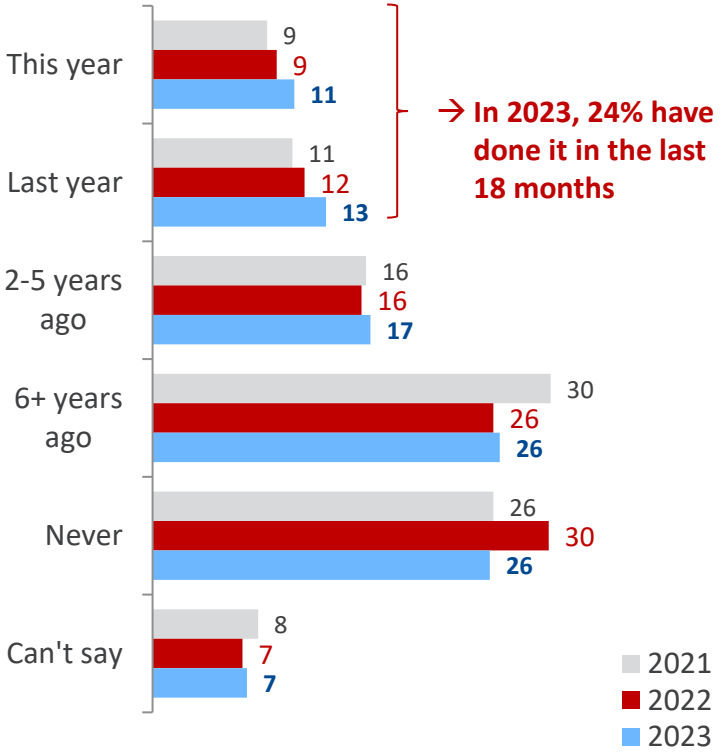
Base: Adults aged 16+ who have participated in swimming lessons (n=683) and who haven't (n= 380)

Swimming ability - 50 metres

Swim 50m without stopping



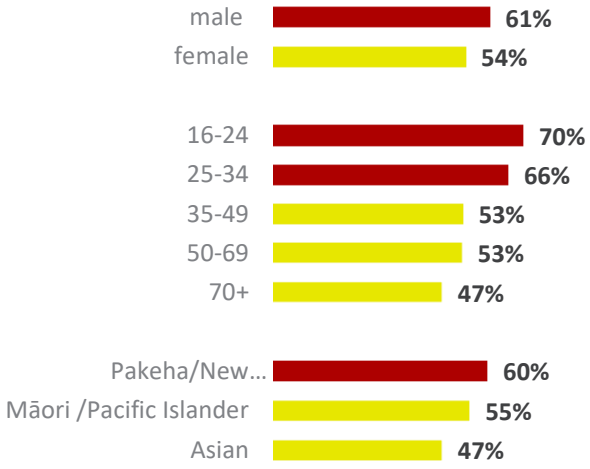
Last time swam 50m without stopping in the ocean



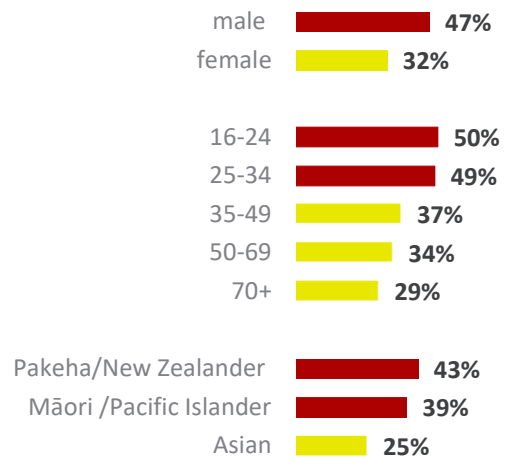
Base: Adults aged 16+ nationally (n=1049, 1027, 1063)

Swimming ability by gender, age and ethnicity

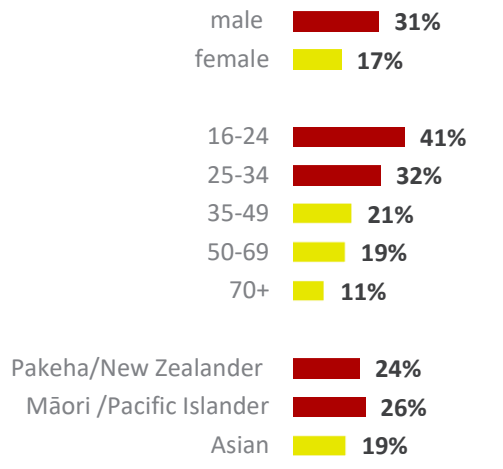
57% can swim 50 meters without touching the bottom



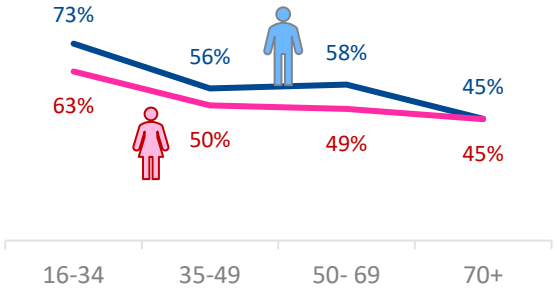
39% can swim 50 meters in the ocean without touching the bottom

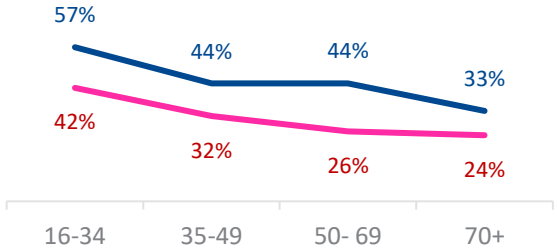


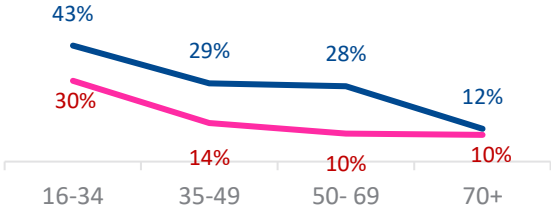
24% have swum 50 meters in the ocean in the last 18 months



→ There is a swimming ability gender gap, that can be seen across all age groups, as the proportions who can "swim 50 meters without touching the bottom" (overall and in the ocean) are always significantly higher amongst males, across all age groups under 70:



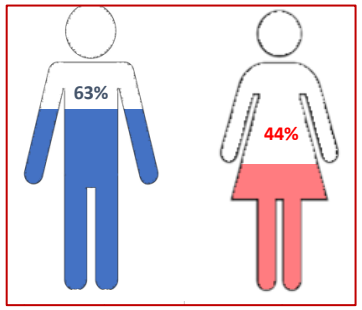




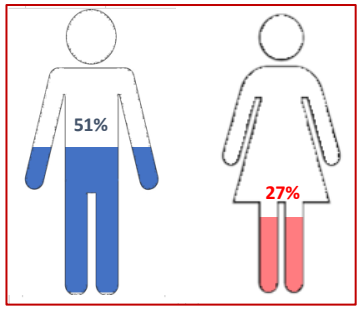
In summary

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

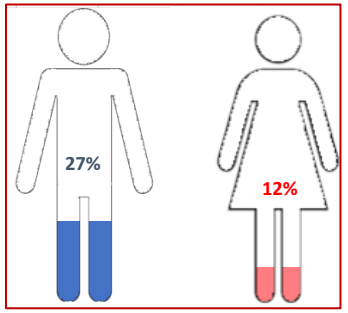
2021



Can swim 50 meters without touching the bottom

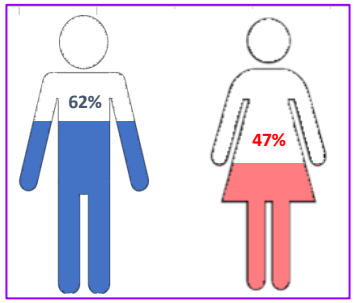


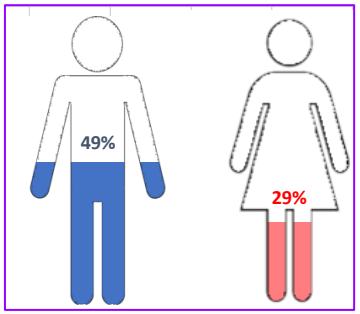
Can swim 50 meters in the ocean without touching the bottom

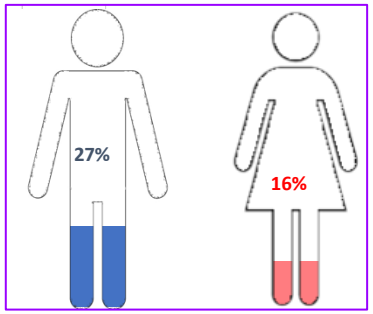


Have swum 50 meters in the ocean in the last 18 months

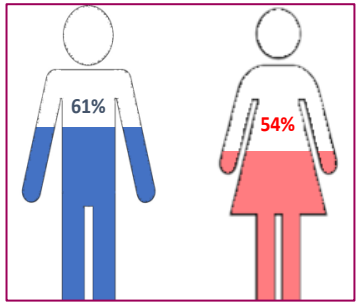
2022

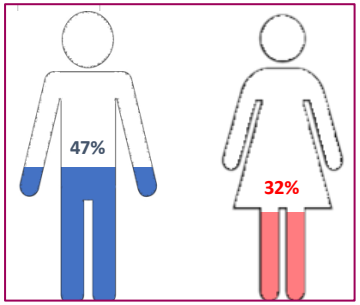


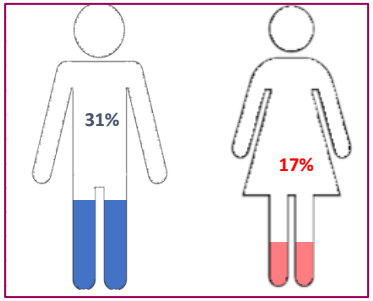




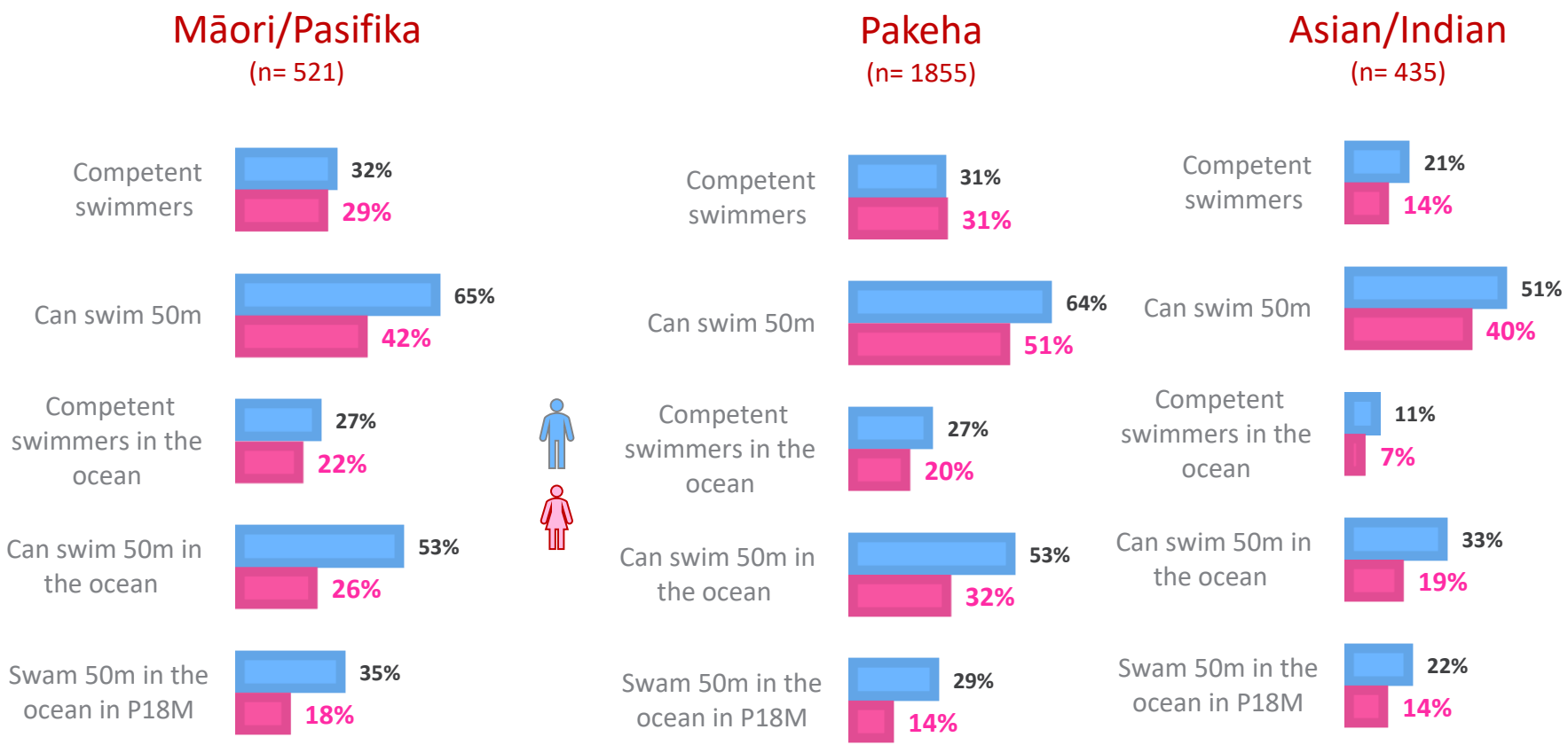
2023







Gender gap exist across all ethnic groups

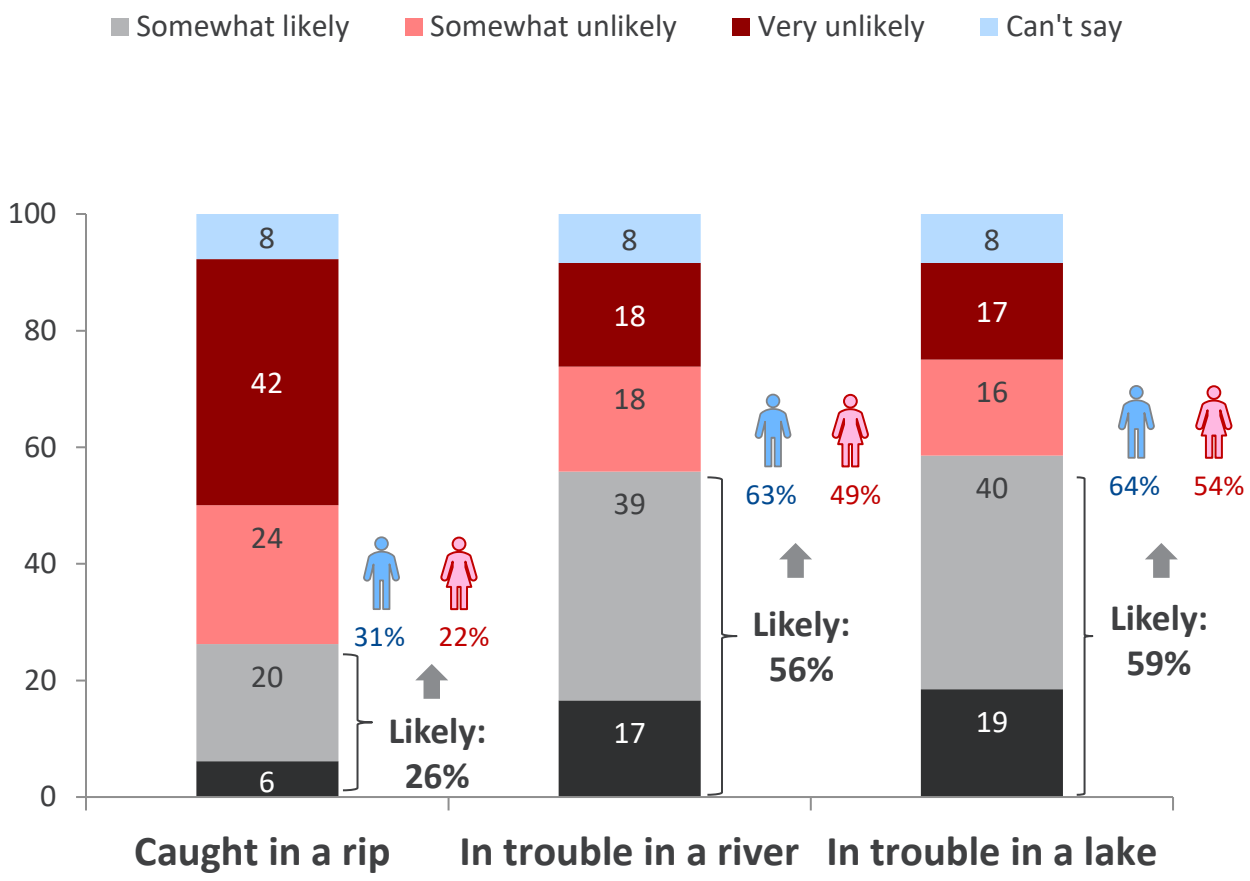


Base: Adults aged 16+ in 2021-2023

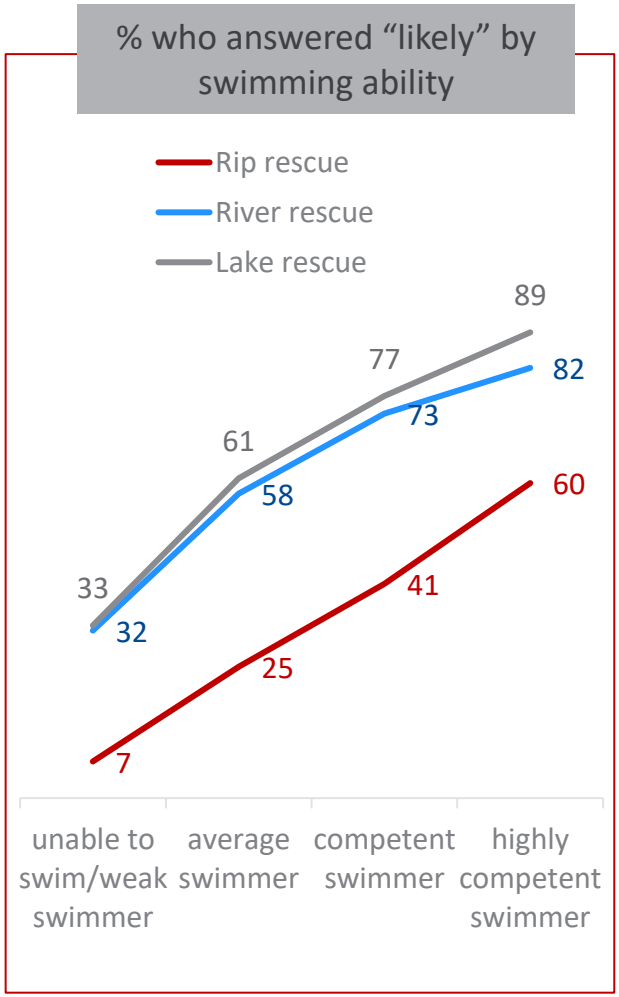
Swimming abilities among coastal activity participants

										
% who can swim 50m	71%	78%	82%	70%	67%	73%	87%	89%	77%	70%
% who can swim 50m in the ocean	55%	65%	73%	57%	53%	60%	75%	85%	65%	57%
% who have swum 50m in the ocean in the last 18 months	36%	57%	56%	43%	39%	43%	65%	77%	54%	43%

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?



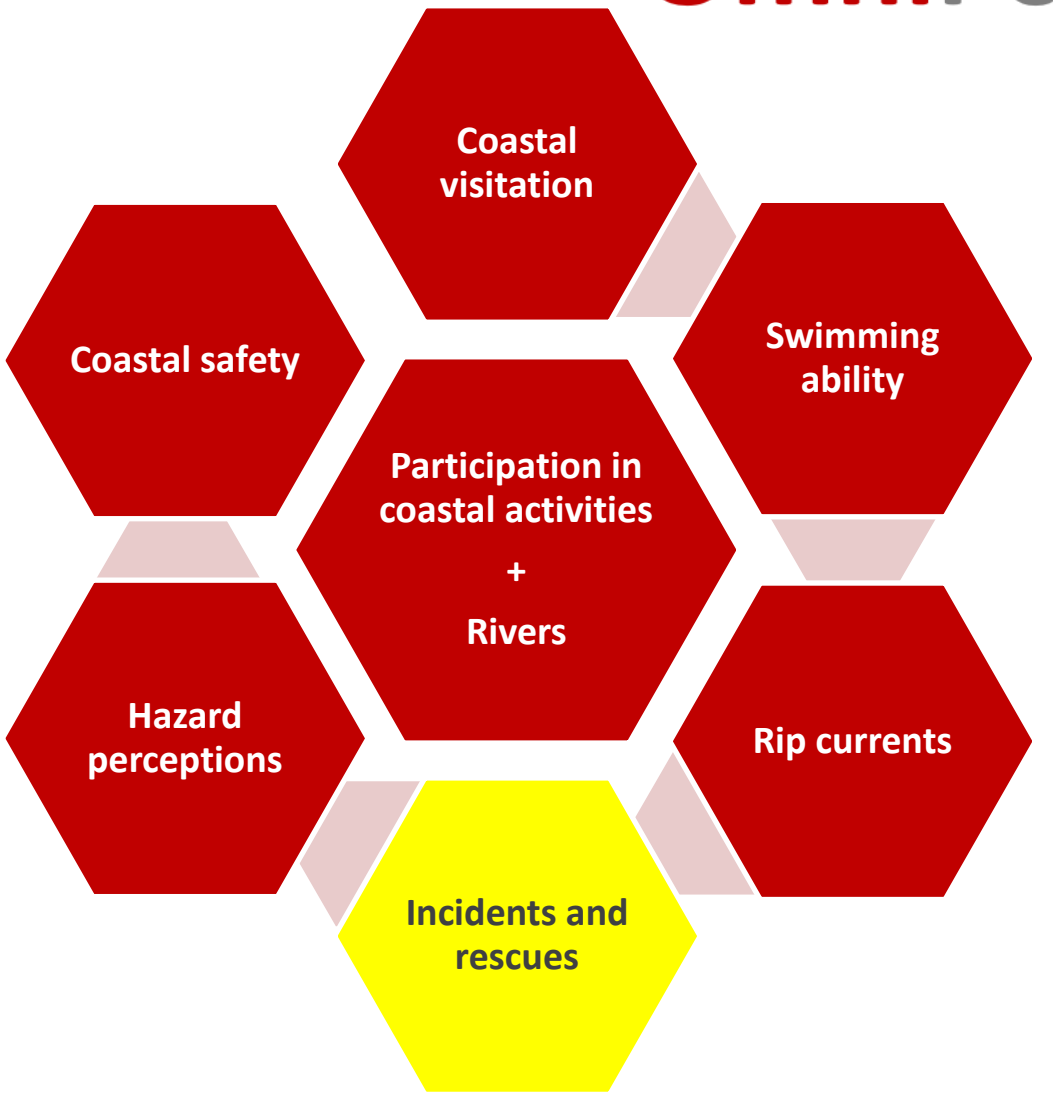
Base: Adults aged 16+ (n=1063)



National Coastal and Water Safety Survey 2023

Part 5: Incidents and rescues

OmniPoll



Rescue: been rescued and/or have rescued someone

Overall amongst the 16+ population:

- **7% have ever been rescued** when participating in coastal activities
  -> **9% of male have been rescued vs 6% of female**

- **14% have ever rescued someone** else when participating in coastal activities.
  > 17% of male have rescued someone vs 11% of female

  -> 1 in 4 rescuers are or were beach lifeguards

- **19% have ever been unintentionally caught in a rip**
  > 23% of male have been caught in a rip vs 15% of female

  -> 36% of them have received some help to get out of the rip (7% of total pop)

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

when	In the last 18 months	14
	2 to 5 years ago	41
	6 to 10 years ago	9
	More than10 years ago	33
where	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
	Can't say, can't remember	4
Time	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

lifeguard	Yes, there were lifeguards on duty patrolling the area	49
	No lifeguards at this lifeguarded beach as it was outside patrol hours	5
	No lifeguards as it was at at a not lifeguarded beach	37
	Can't say, can't remember	9
how	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
	Can't say, can't remember	5
who	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)

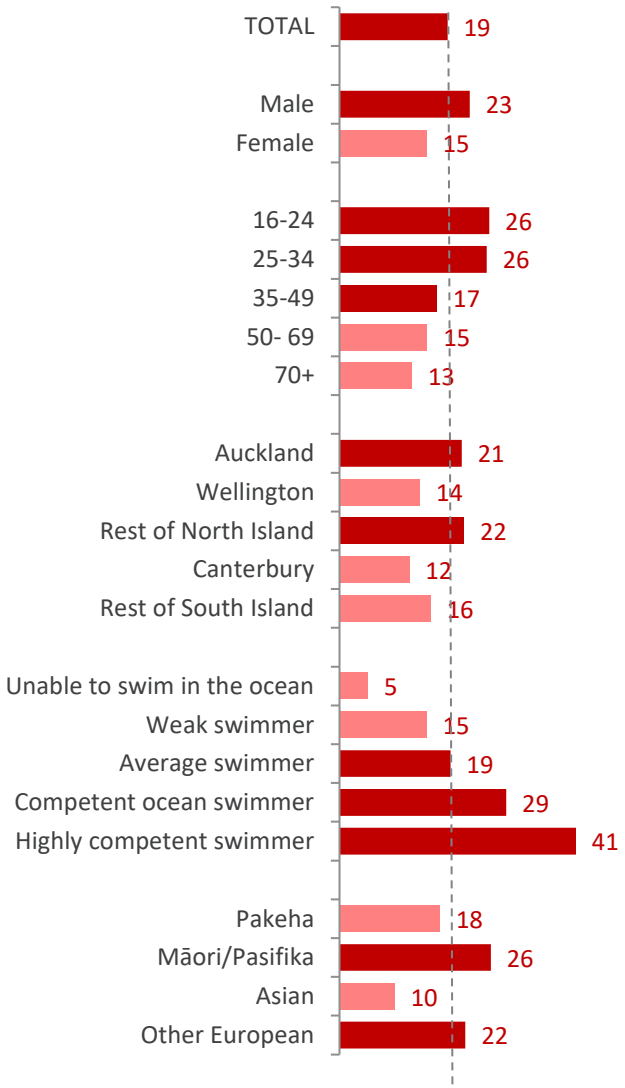
14% have ever rescued someone else : where, when and how?

when	In the last 18 months	22
	2 to 5 years ago	34
	6 to 10 years ago	16
	More than10 years ago	22
where	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
Time	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

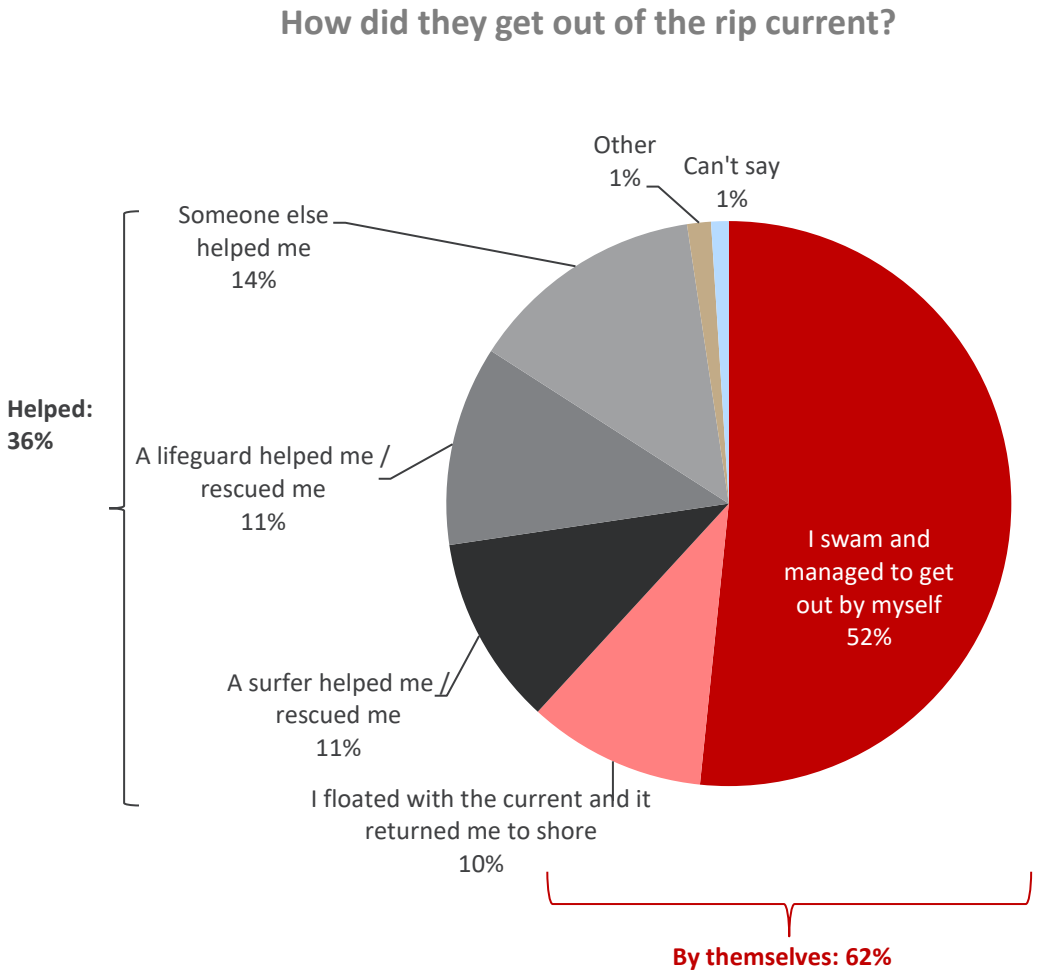
lifeguard	Yes, there were lifeguards on duty patrolling the area	16
	No lifeguards at this lifeguarded beach as it was outside patrol hours	14
	No lifeguards as it was at at a not lifeguarded beach	58
	Can't say, can't remember	12
how	A board	10
	A tube	3
	An angel ring / a life buoy	7
	A lifejacket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

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

Almost 1 in 5 have ever been unintentionally caught in a rip

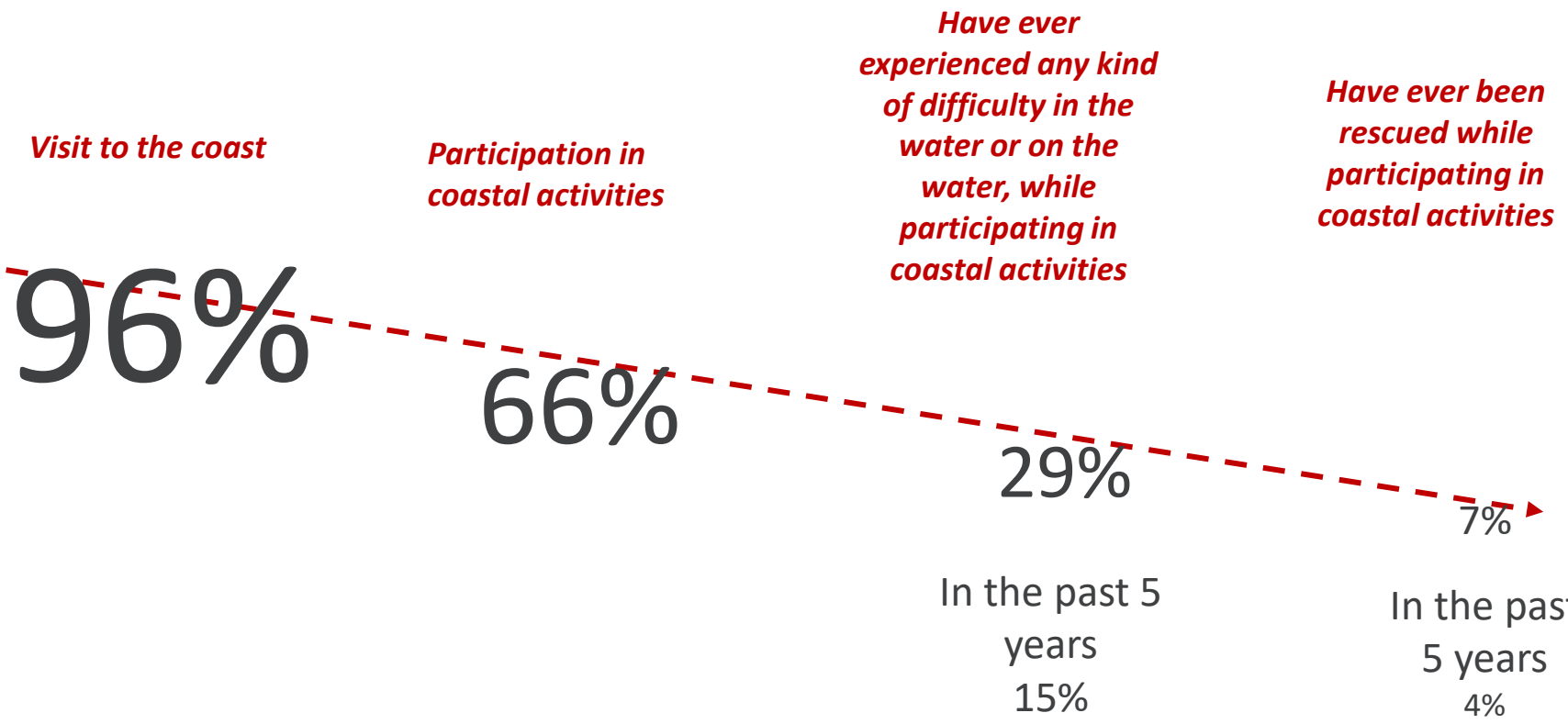


Base: Adults aged 16+



Base: Adults who have been caught by a rip (n=200)

Visit, participation, difficulty, rescues ...



Base: Adults 16+ nationally

Have ever been caught in a rip unintentionally

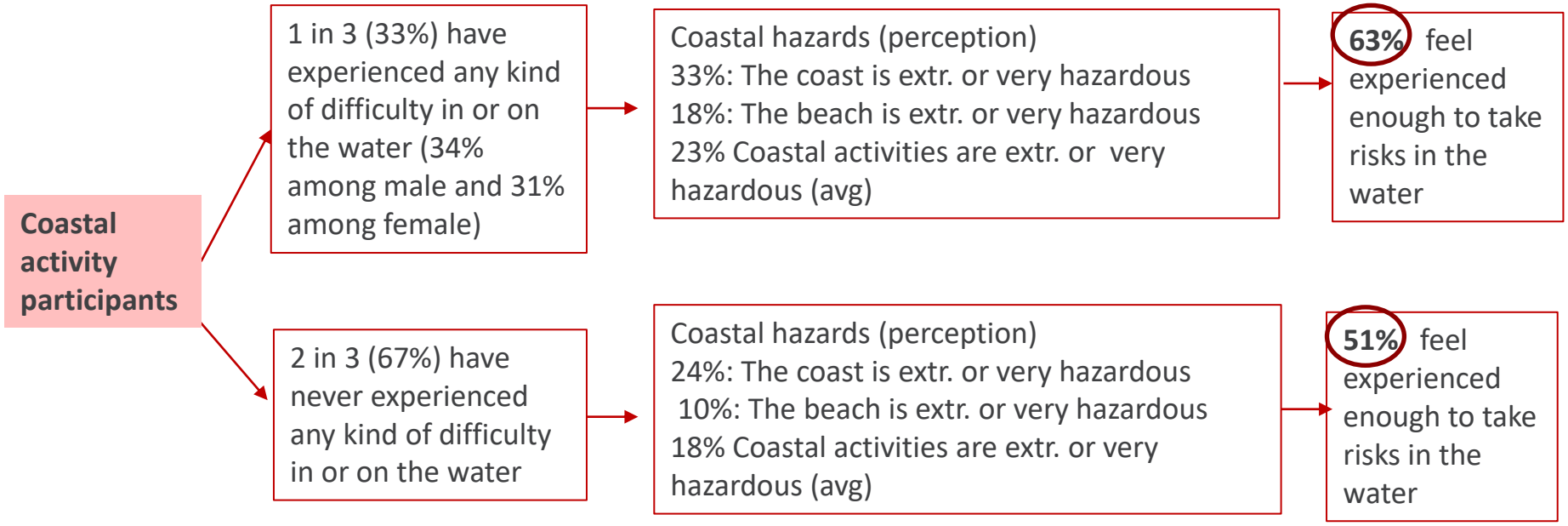
19%

(7%, in the past 5 years)

7% have been helped/rescued

Past incidents and willingness to take risks (1)

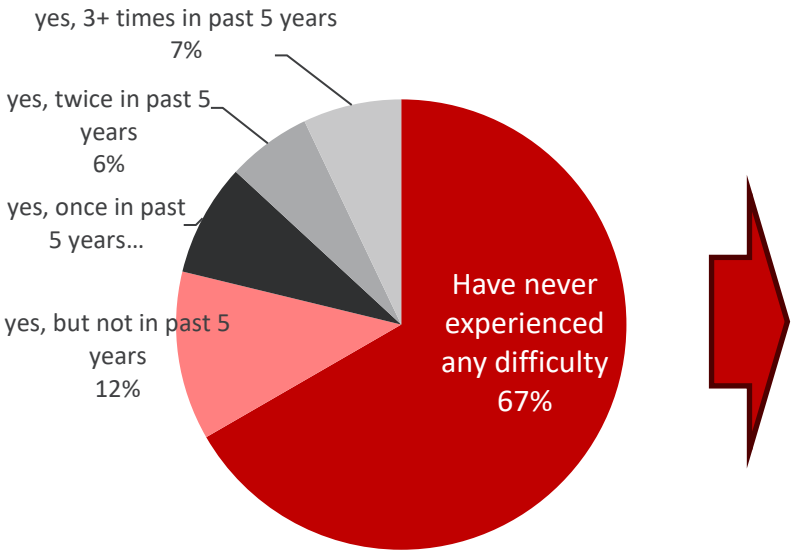
- Overall, almost 3 in 10 New Zealanders (29%) have ever experienced some kind of difficulty in or on the water, while participating in coastal activities. Among active coastal participants this proportion is at 33%.

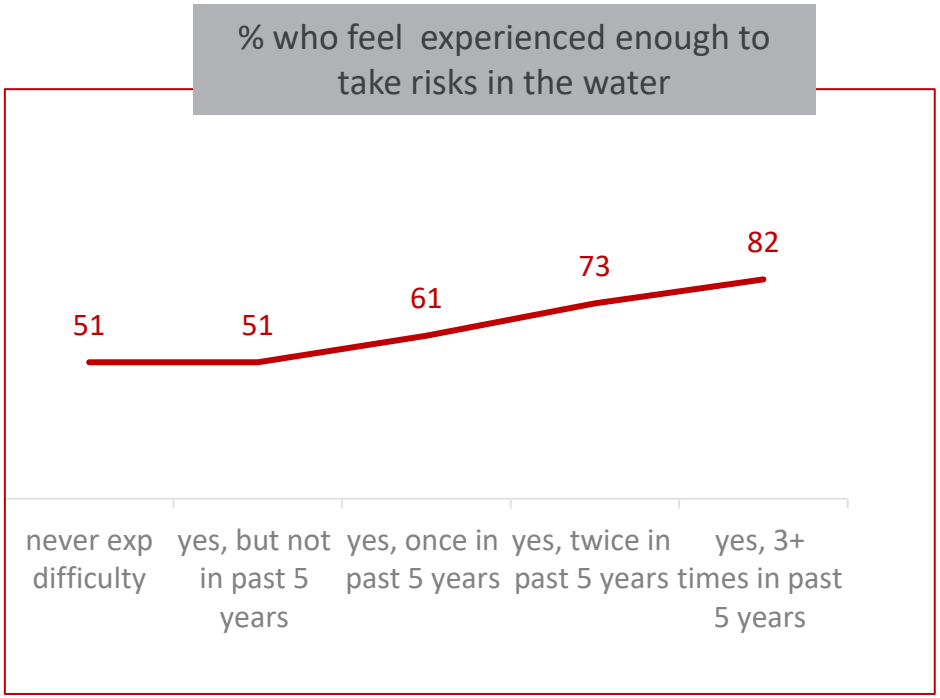


→ *'Surprisingly', a previous stressing experience is not restraining but boosting their confidence in the water, as more participants consider themselves experienced enough to take risks in their favourite coastal activities*

Base : Participants in coastal activities in 2022 and 2023 (n=1240)

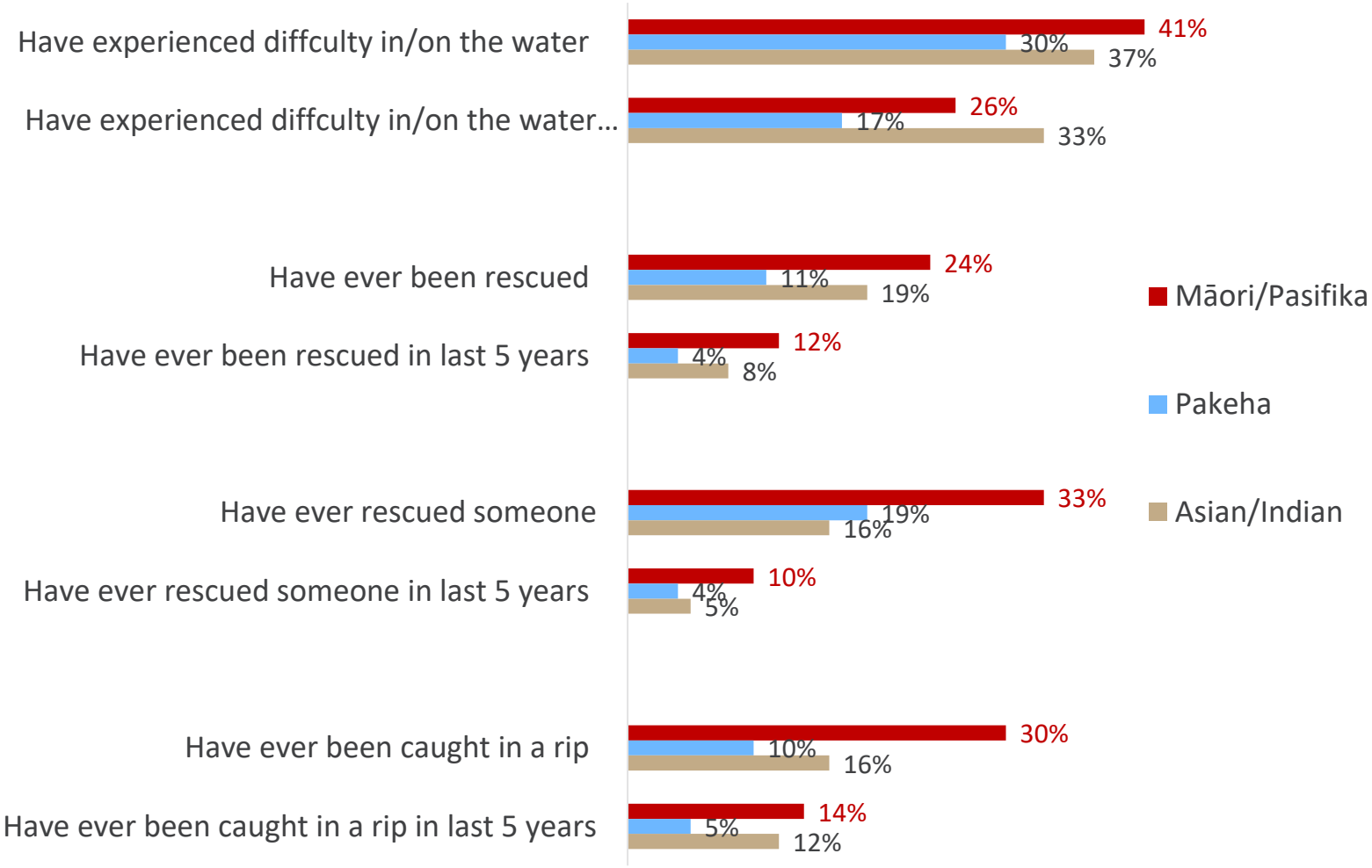
Past incidents and willingness to take risks (2)





Base : Participants in coastal activities in 2022 and 2023 (n=1240)

Rescue, incidents and ethnicity



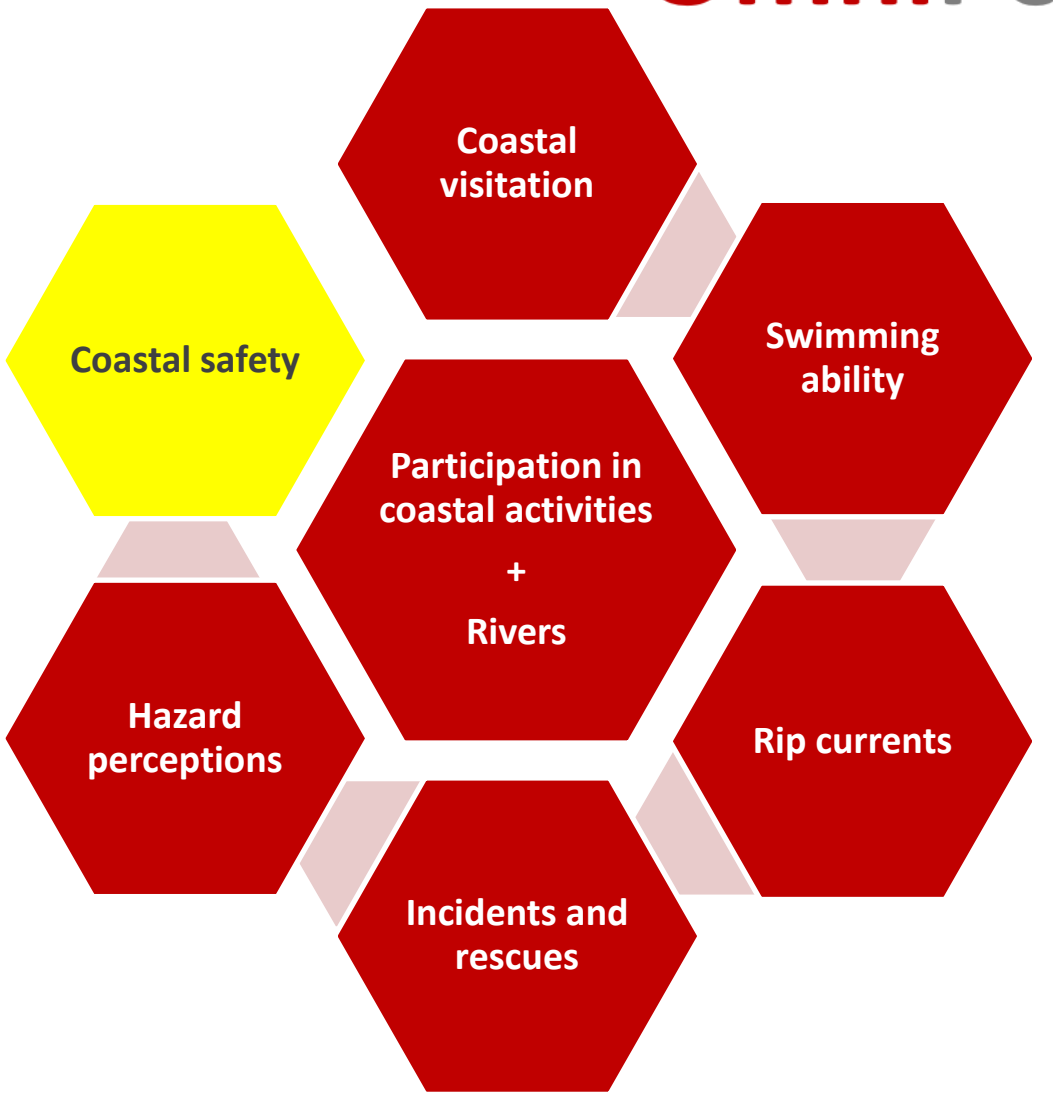
Base: Adults aged 16+ in 2021-2023 (N=521 Māori/Pasifika, N= 1855 Pakeha and N= 435 Asian/Indian)

National Coastal and Water Safety Survey 2023

Part 6: Coastal safety:

- Safety info/messages
- Safety practises
- Lifejacket
- Alcohol

OmniPoll



National Coastal and Water Safety Survey 2023

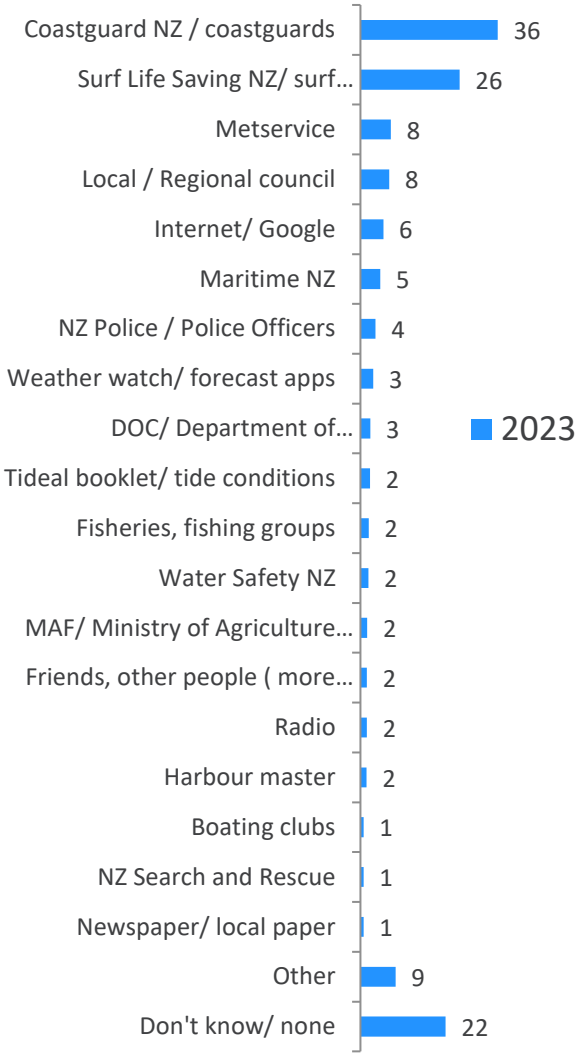
6.1 Safety Info/ Messages

OmniPoll

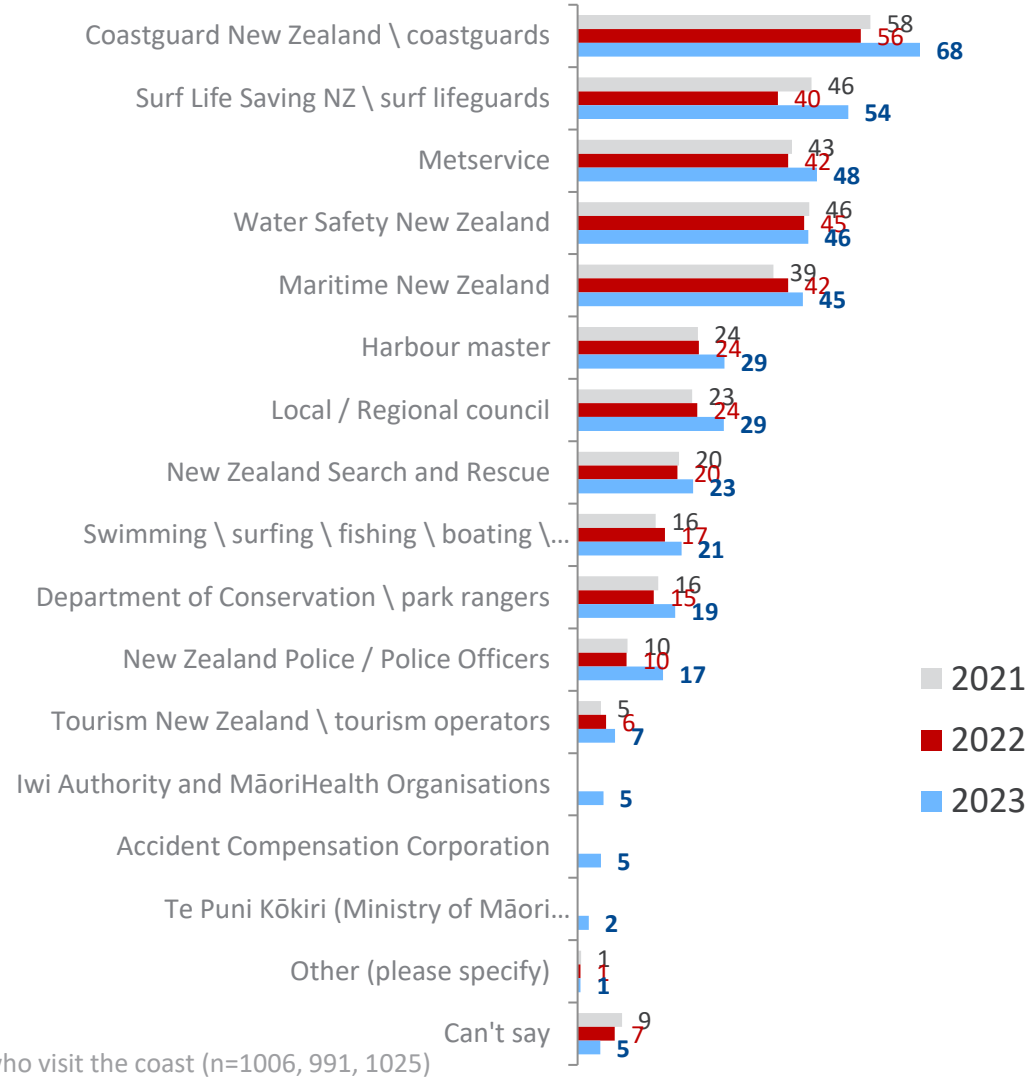
Safety info/messages

Coastal safety – authority they would turn to / information sources

Un-aided

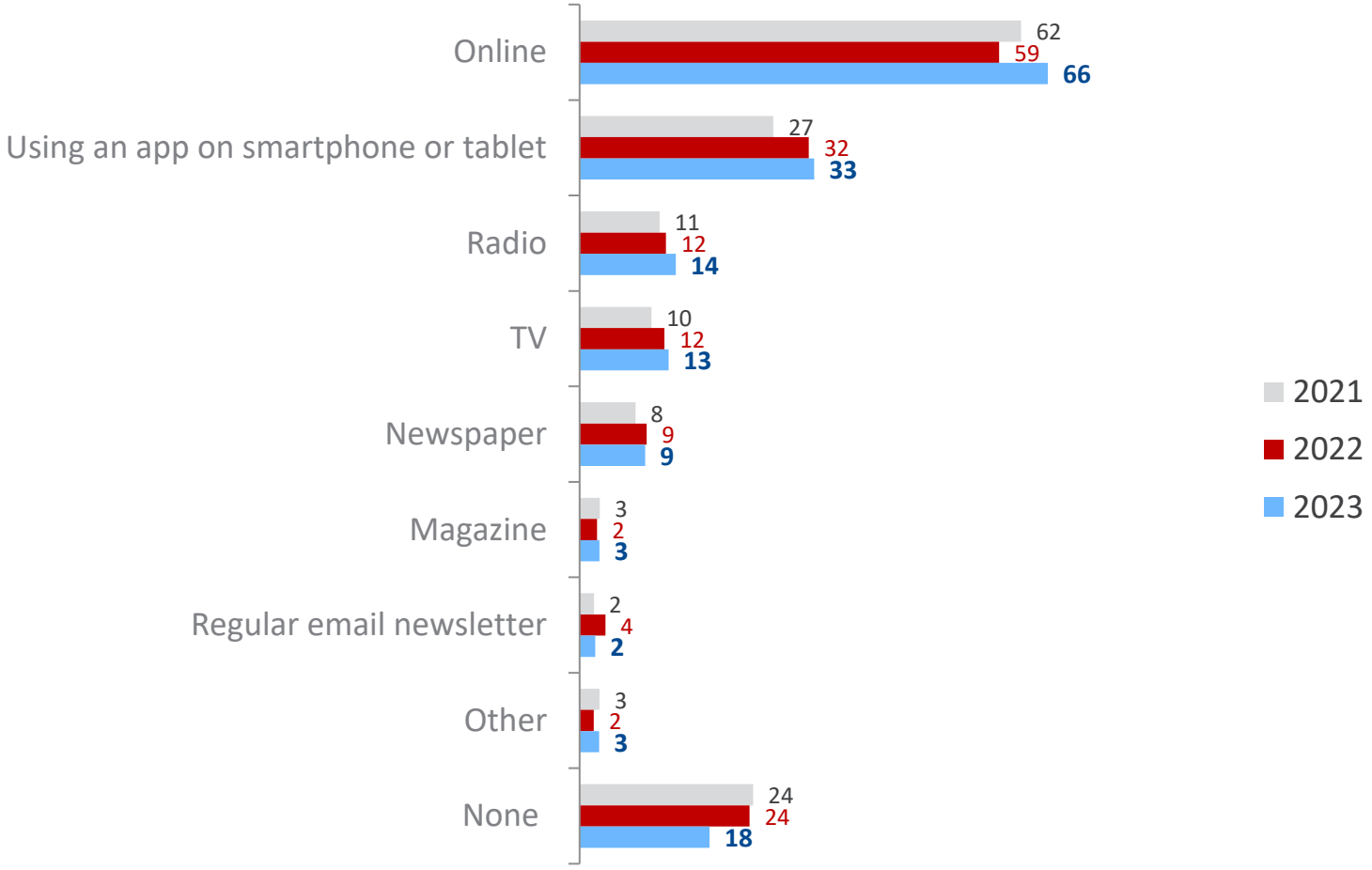


Prompted



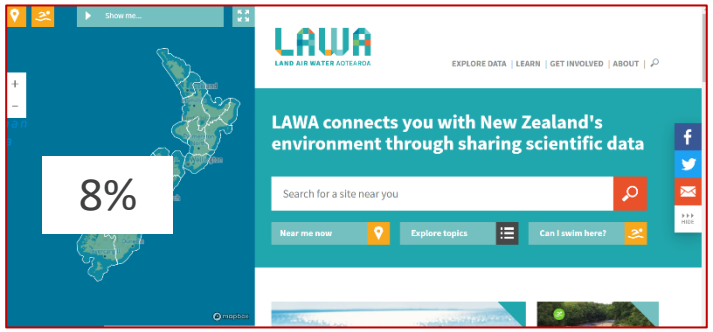
Base: Adults who visit the coast (n=1006, 991, 1025)

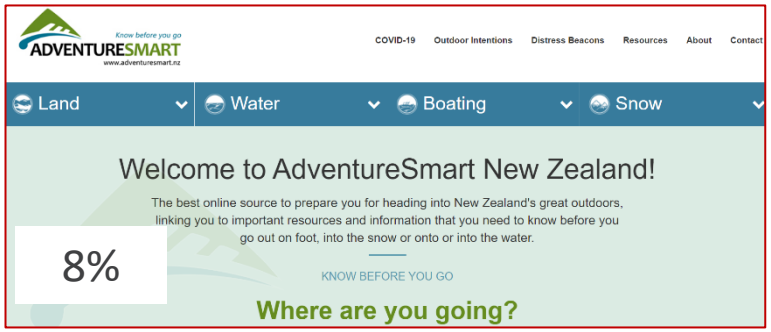
Coastal safety –information sources

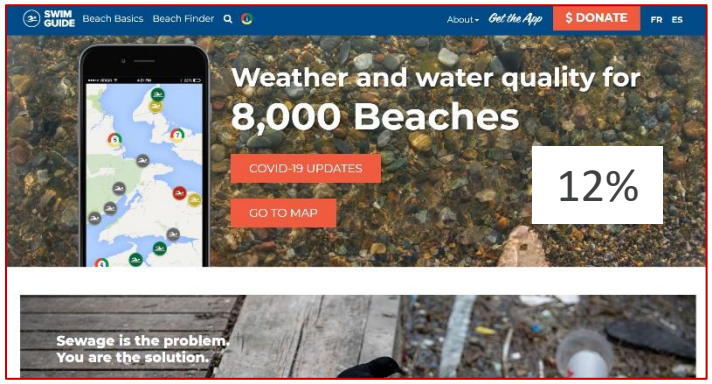


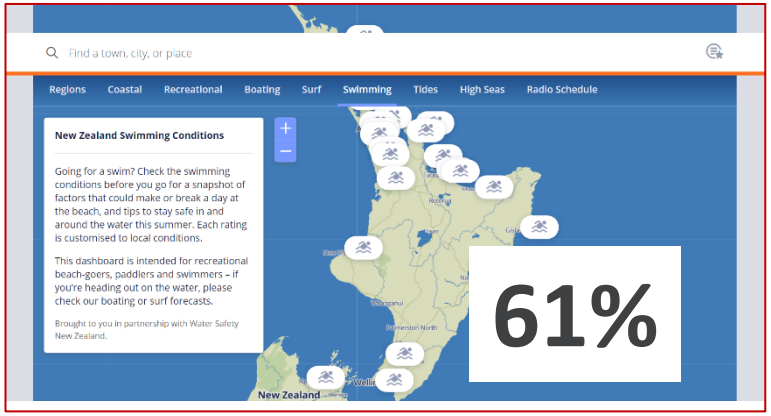
Base: Adults who visit the coast (n=1006, 991, 1025)

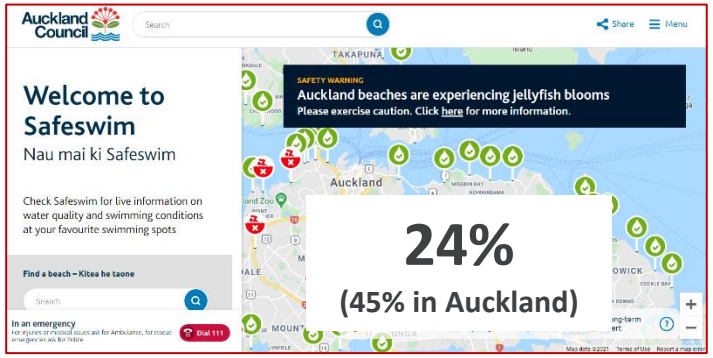
Coastal safety websites or apps they have used (Ever/in Past 12 Months)







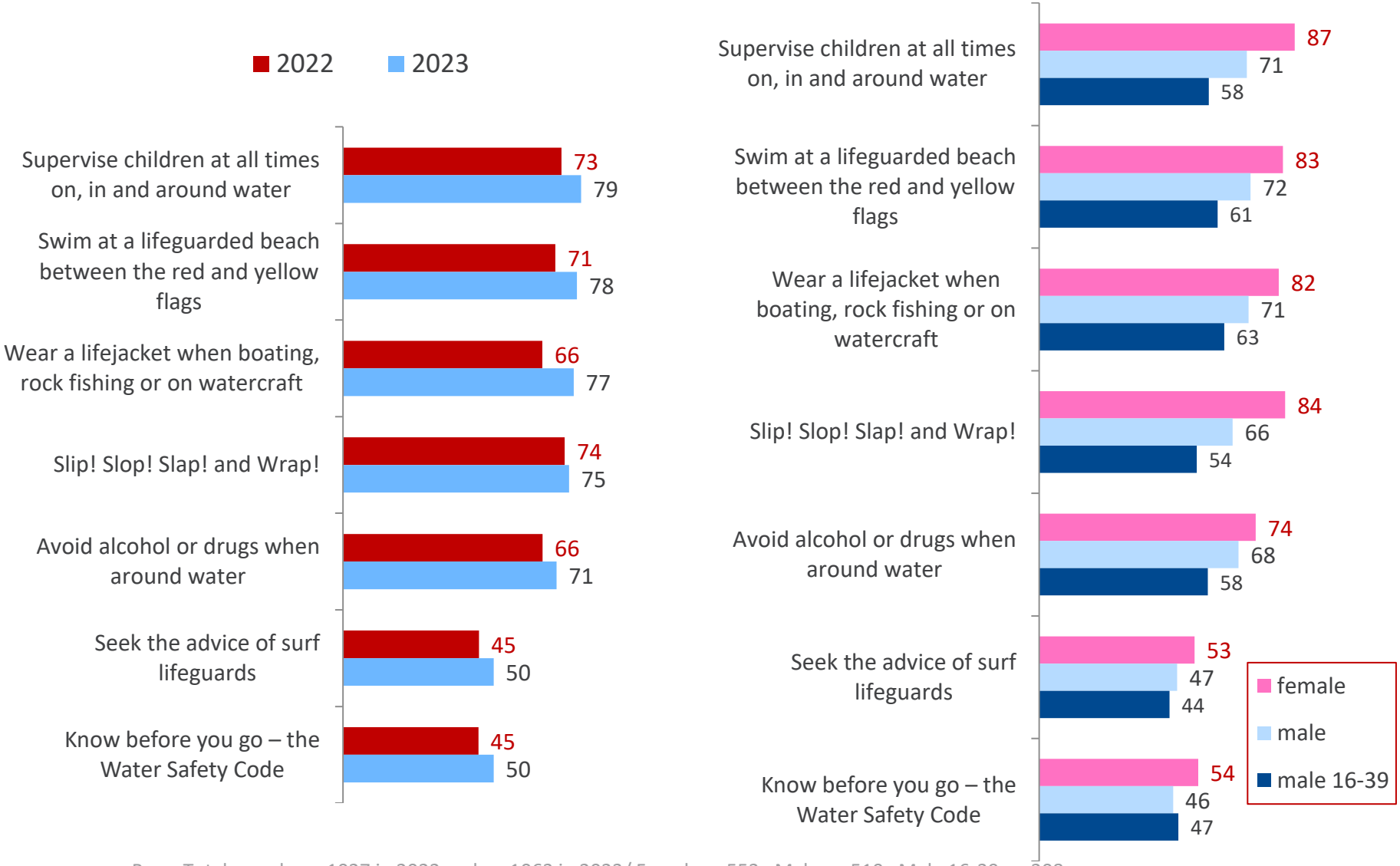




	NEVER USED	YES, USED ONCE IN P12M	YES, USED SEVERAL TIMESONCE IN P12M	TOTAL USED IN P12M
Met Service	39%	13%	32%	45%
Safeswin	76%	8%	10%	18%
The swim guide	88%	4%	4%	8%
Adventure Smart	92%	4%	3%	7%
LAWA	92%	3%	3%	6%

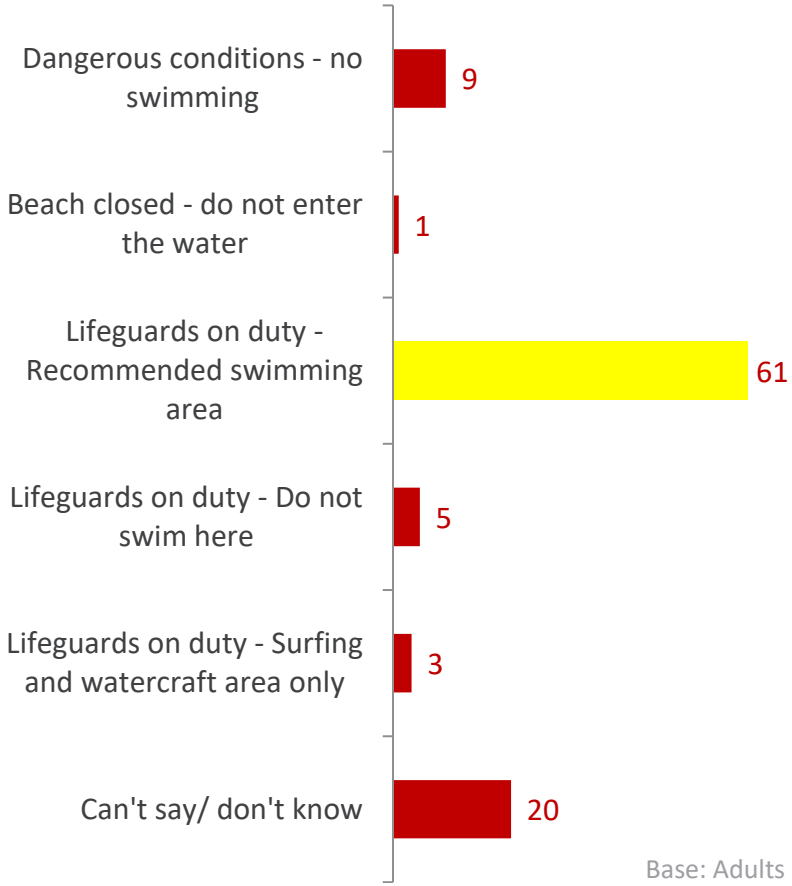
Base: Adults who visit the coast (n=1025)

Familiarity with some safety messages



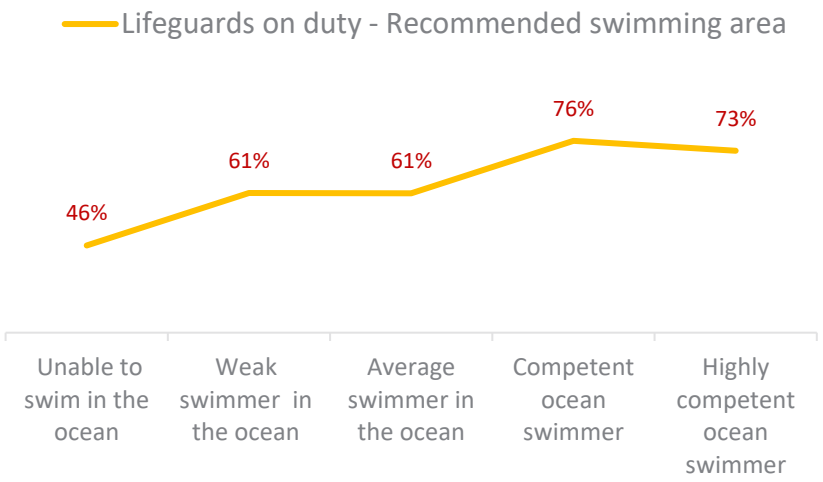
Base: Total sample n= 1027 in 2022 and n= 1063 in 2023/ Female n=553 , Male n =510, Male 16-39 n =208

Meaning of the *flags* on the beach: Red and Yellow flag



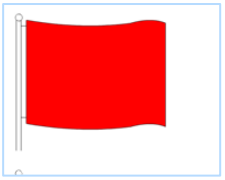
No significant differences by age
Female: 63% / Male: 59%

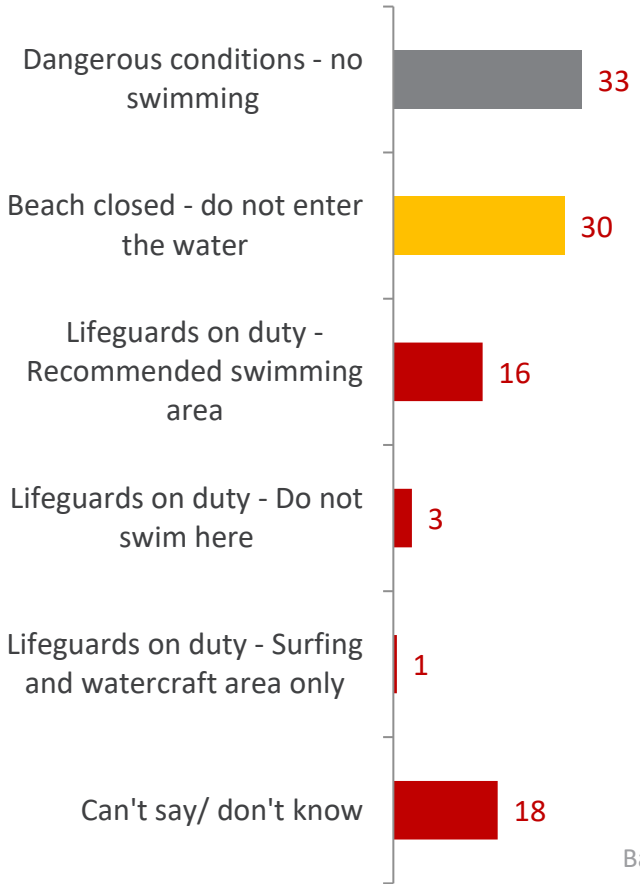
But …

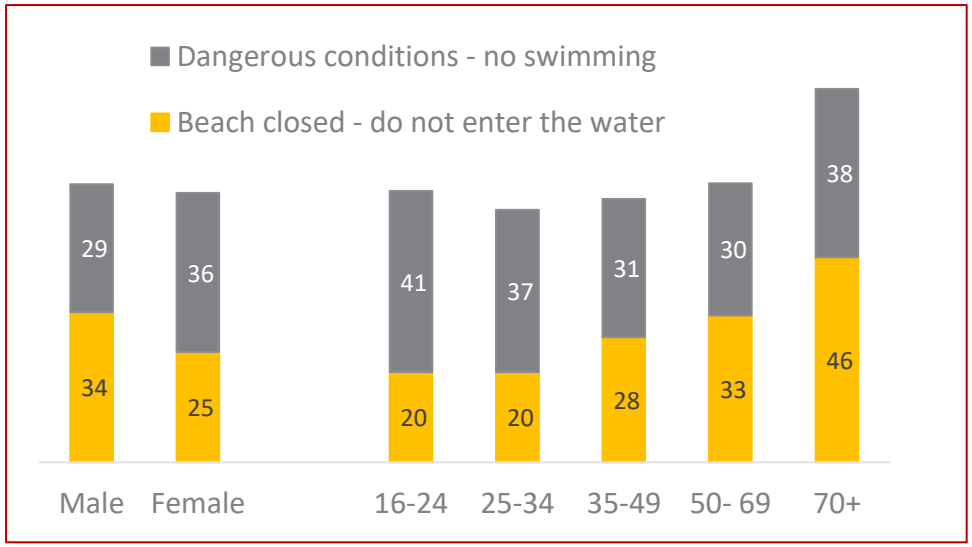


Base: Adults 16+ nationally (n=1063)

Meaning of the *flags* on the beach: Red Flag

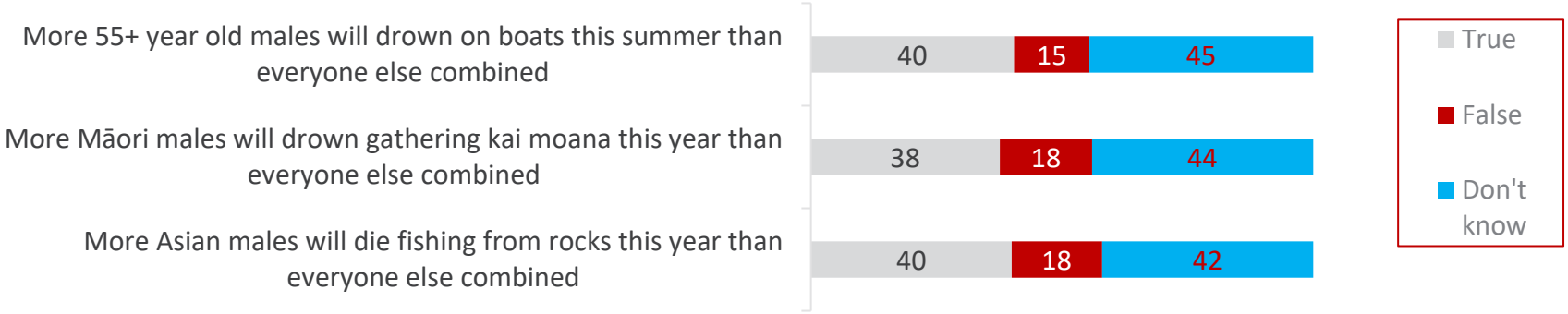




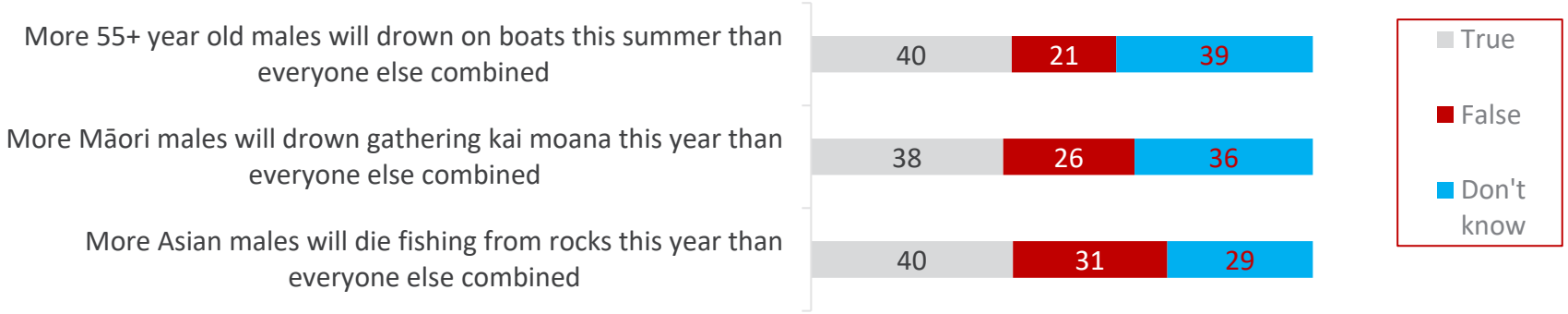


Base: Adults 16+ nationally (n=1063)

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



Base: total sample (n=1063)



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

The Water Safety NZ "Don't be that guy" campaign: Recognition

Have seen the campaign before

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

Have seen the campaign before

- Total sample: 7%
- Māori/Pasifika males: 18%

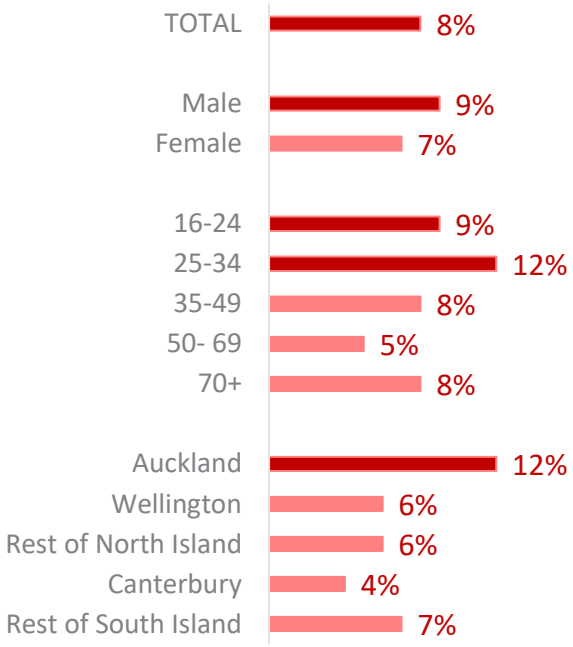
Have seen the campaign before

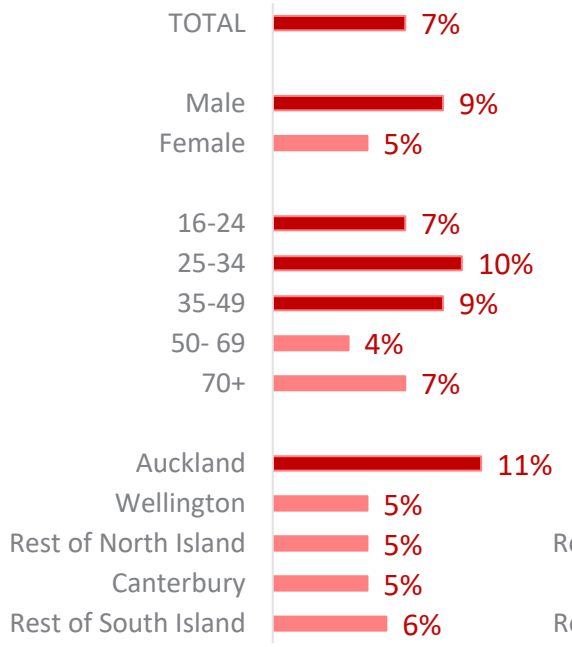
- Total sample: 7%
- Rock fisher males: 17%

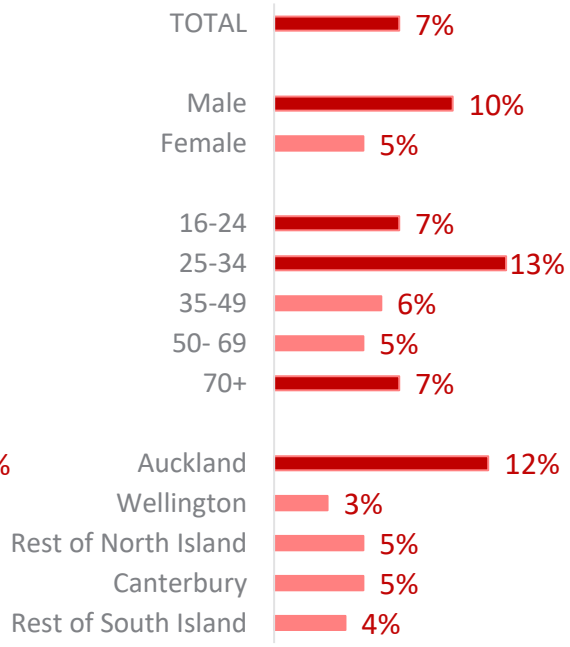
→ Overall, 12% have seen at least one of the three elements of the campaign before

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

“Don’t be that guy” campaign: Ad recognition by demographics







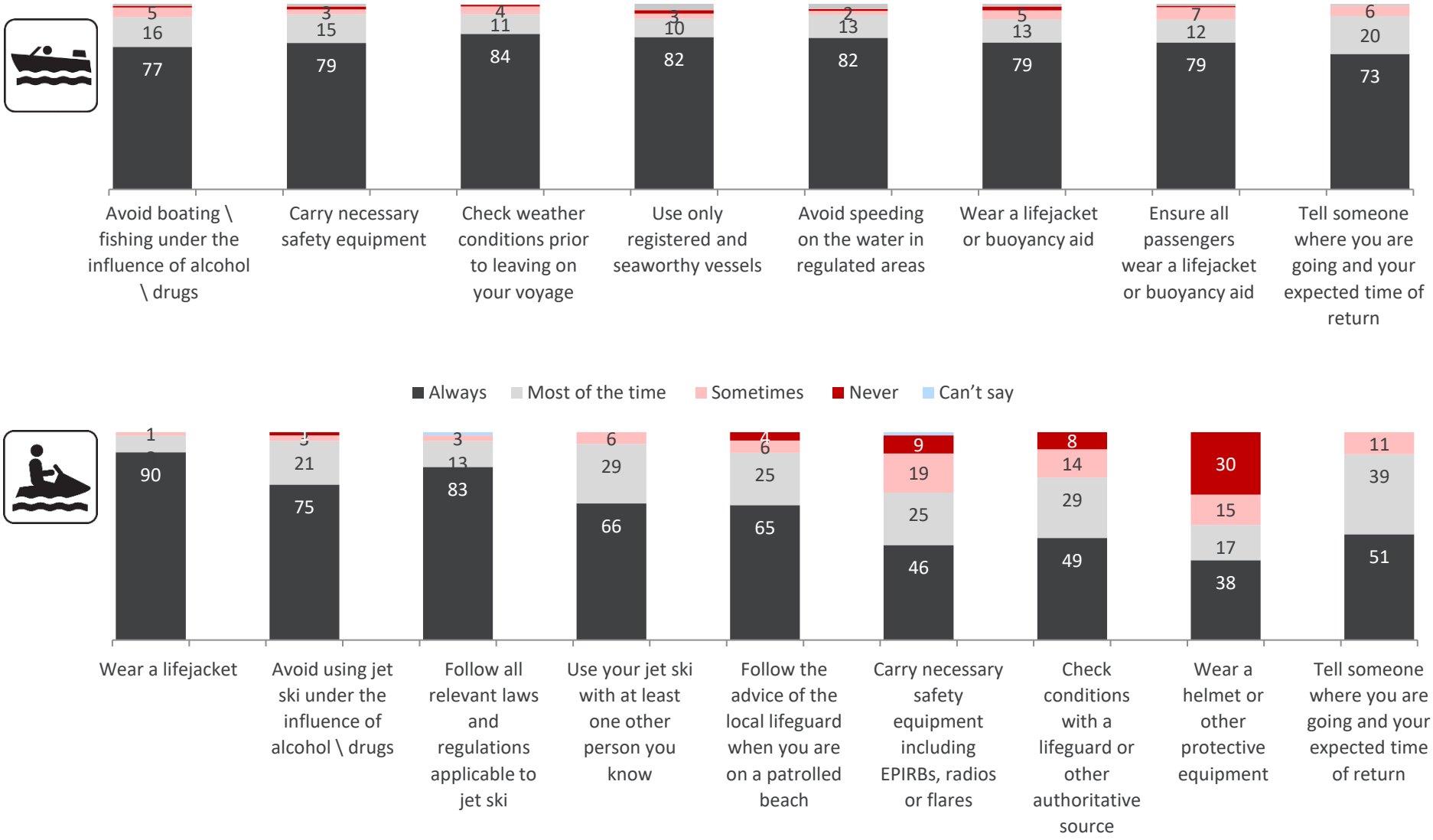
National Coastal and Water Safety Survey 2023

6.2
Safety practises

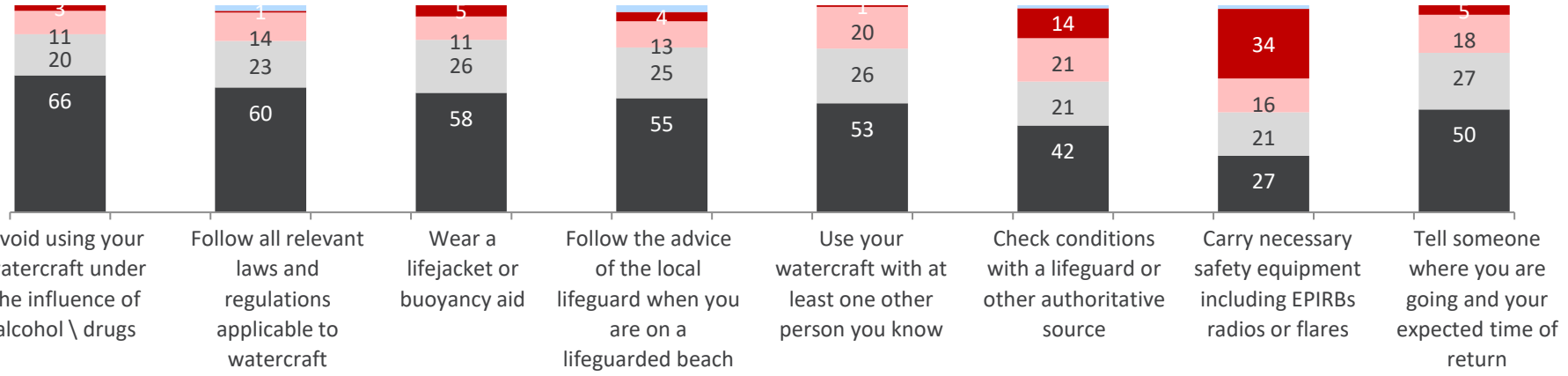
OmniPoll

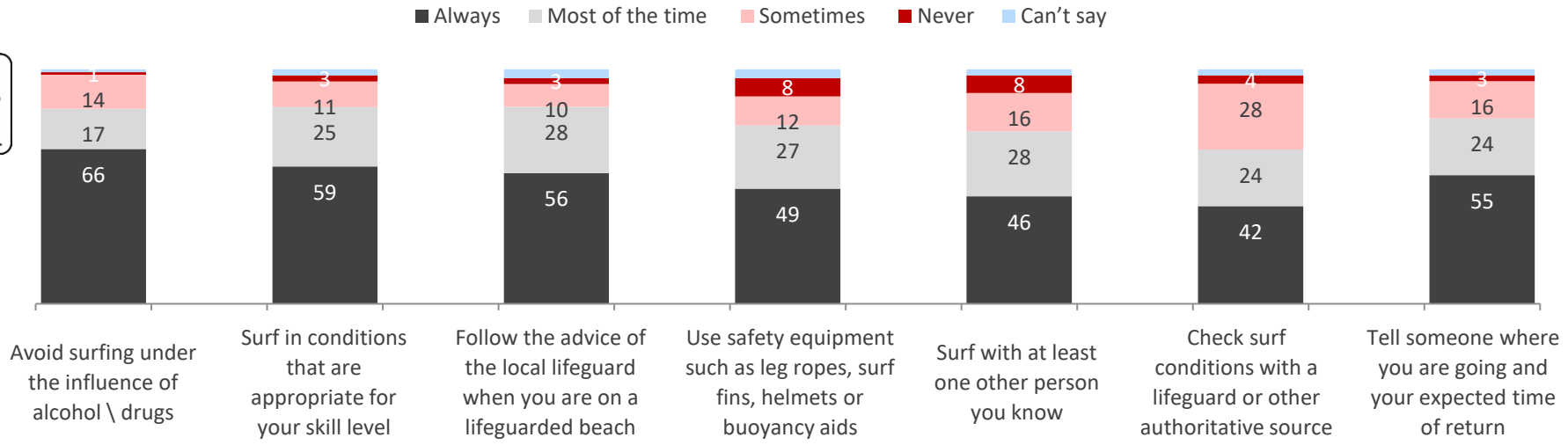
Safety practices

Safety practises: Boating and jet ski:

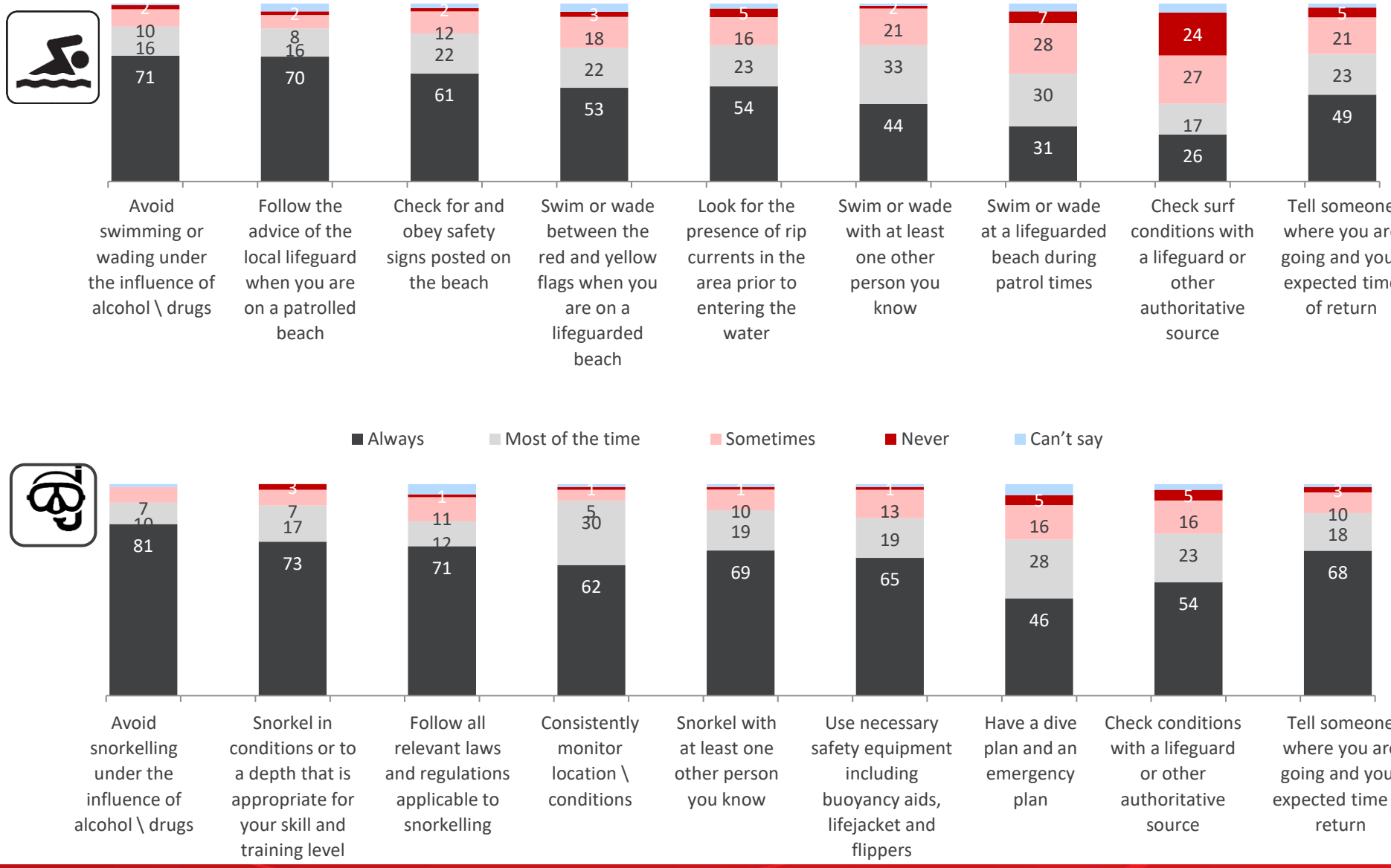


Safety practises: Surfing and other watercraft

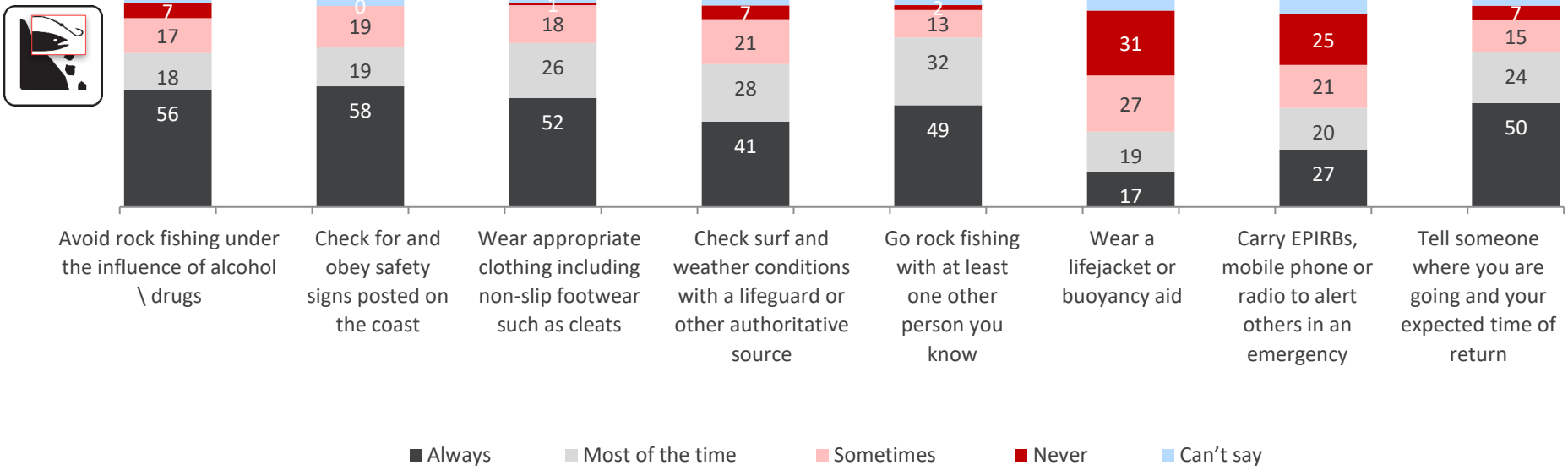


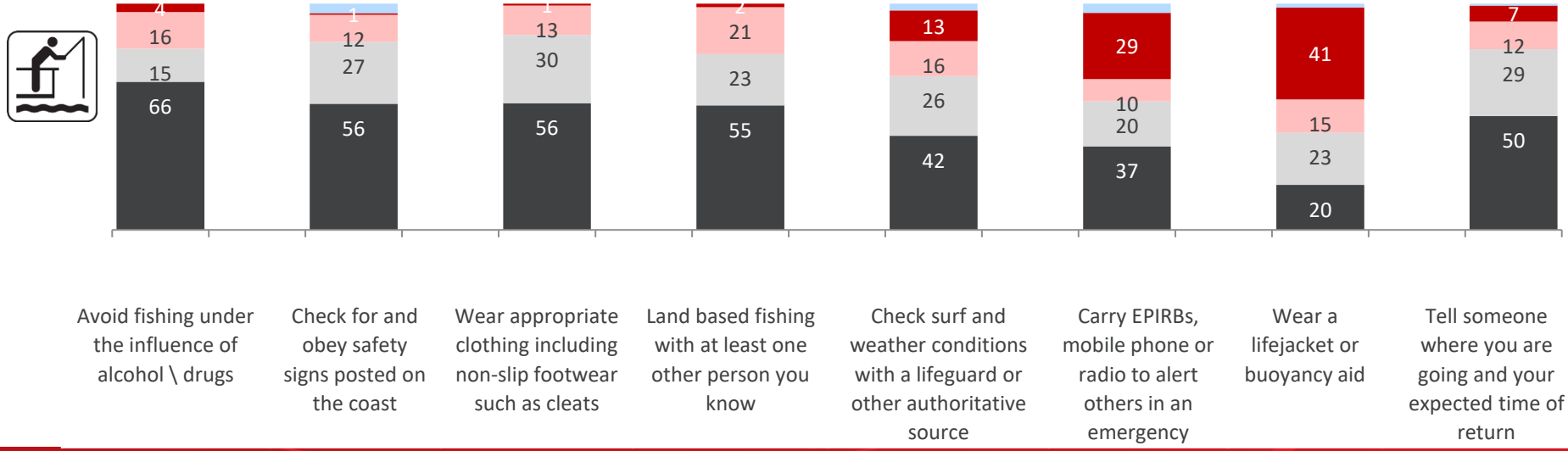


Safety practises: Swimming and snorkelling



Safety practises: Rock fishing and land-based Fishing

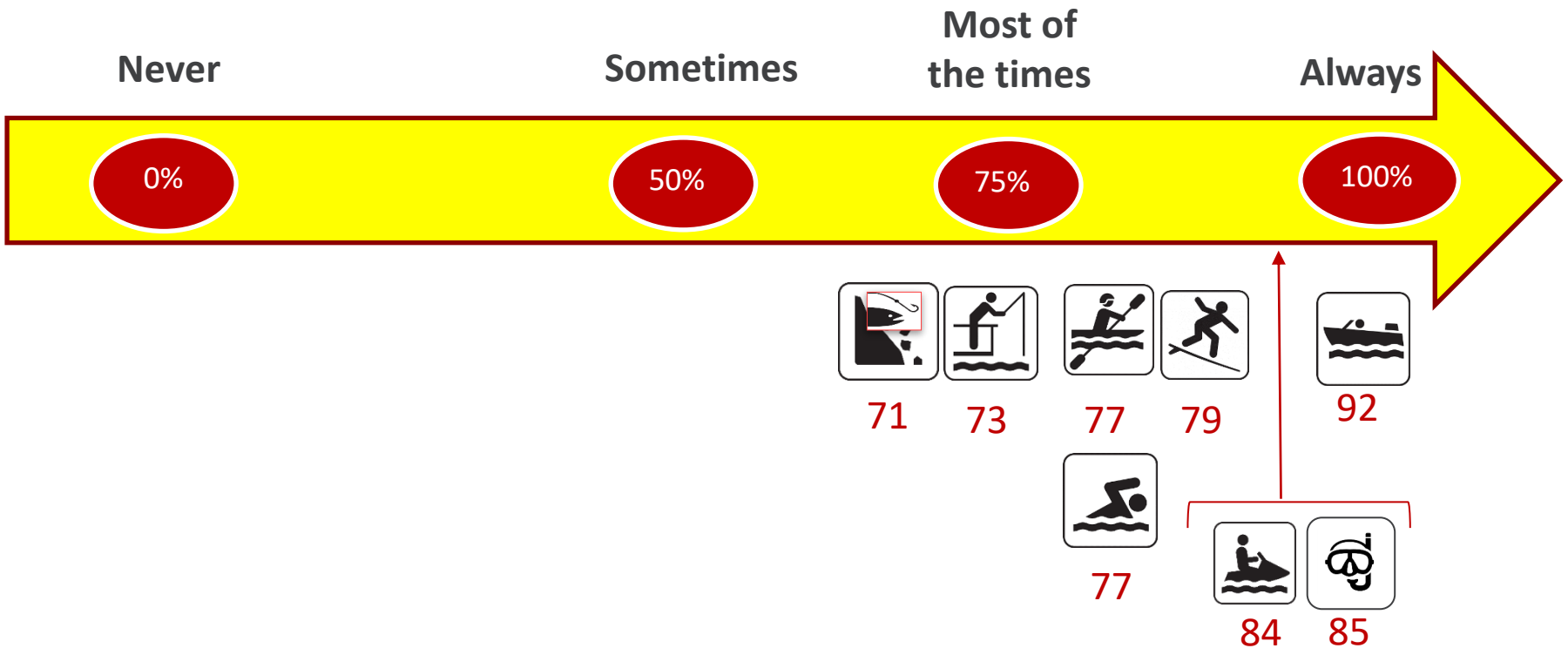




Computing a safety practises index: *"Play safe index"*

Rockfishing "Play safe index in NZ" in 2023 is at 71

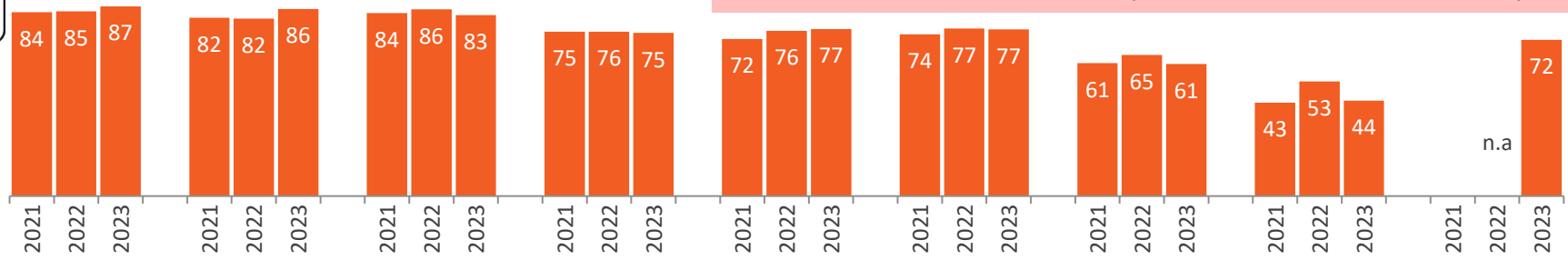
It means that on average, rock fishers followed rock fishing safety practices 71% of the times



Safety practises 2021-2023: Swimming

In both chart: % who said they always or most of the time follow the safety practices

SWIMMING PLAY SAFE INDEX: 77 (75 in 2021, 77 in 2022 and 2023)



Avoid swimming or wading under the influence of alcohol \ drugs

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

Check for and obey safety signs posted on the beach

Swim or wade between the red and yellow flags when you are on a lifeguarded beach

Look for the presence of rip currents in the area prior to entering the water

Swim or wade with at least one other person you know

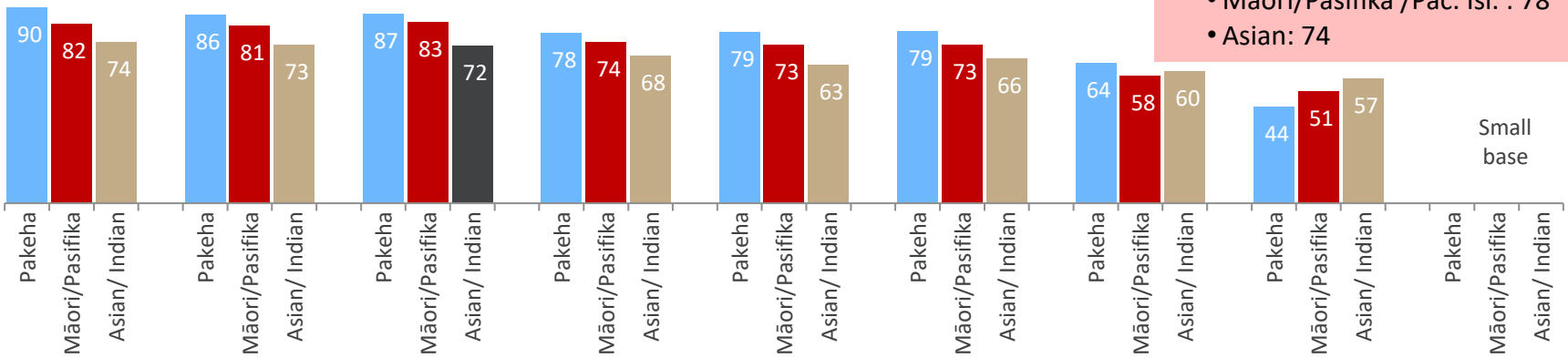
Swim or wade at a lifeguarded beach during patrol times

Check surf conditions with a lifeguard or other authoritative source

Tell someone where you are going and your expected time of return

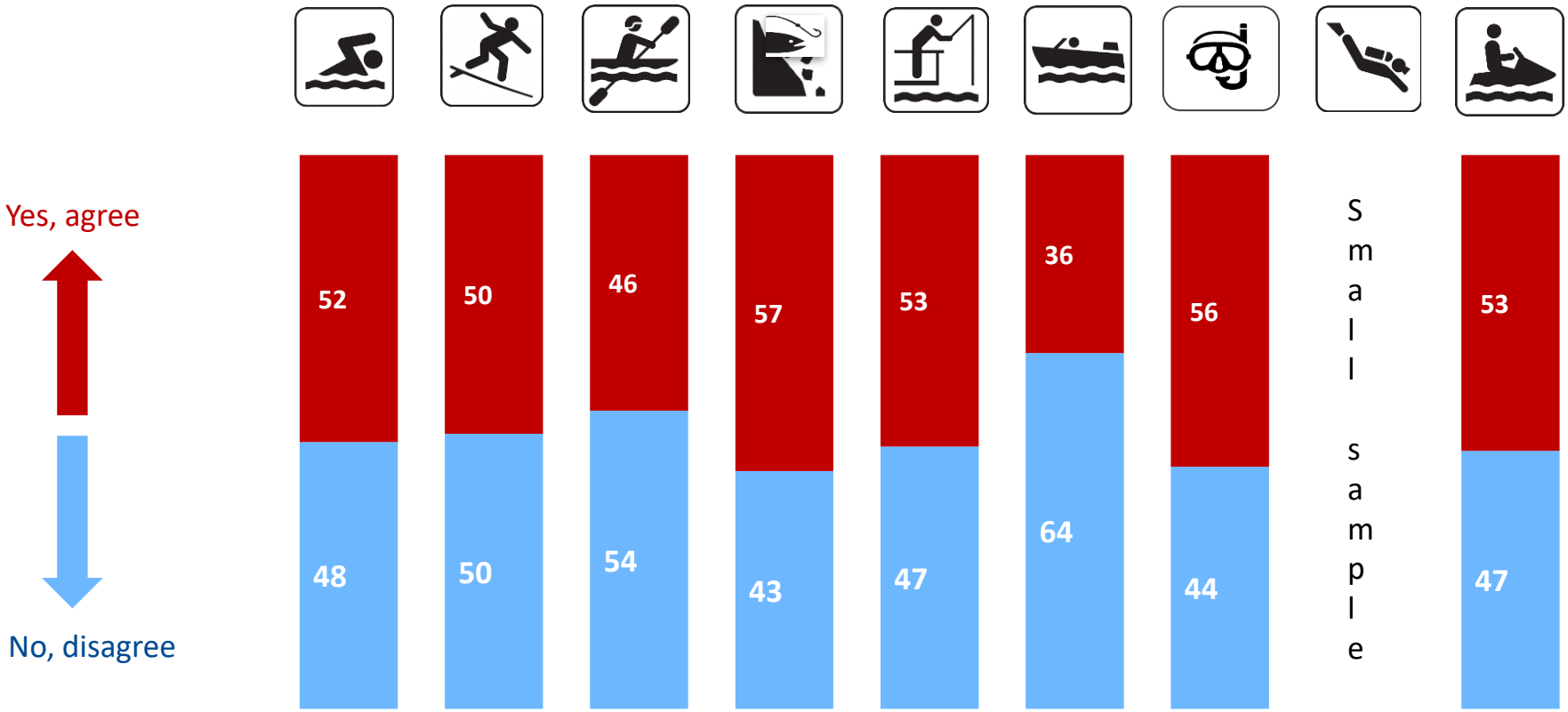
SWIMMING PLAY SAFE INDEX: 77

- Pakeha: 79
- Māori/Pasifika /Pac. Isl. : 78
- Asian: 74



Experience and taking risks

'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)

Comparing risk and safety practises … by gender

Averages (M vs. F)
Index: 76 vs. 81 (△-5)

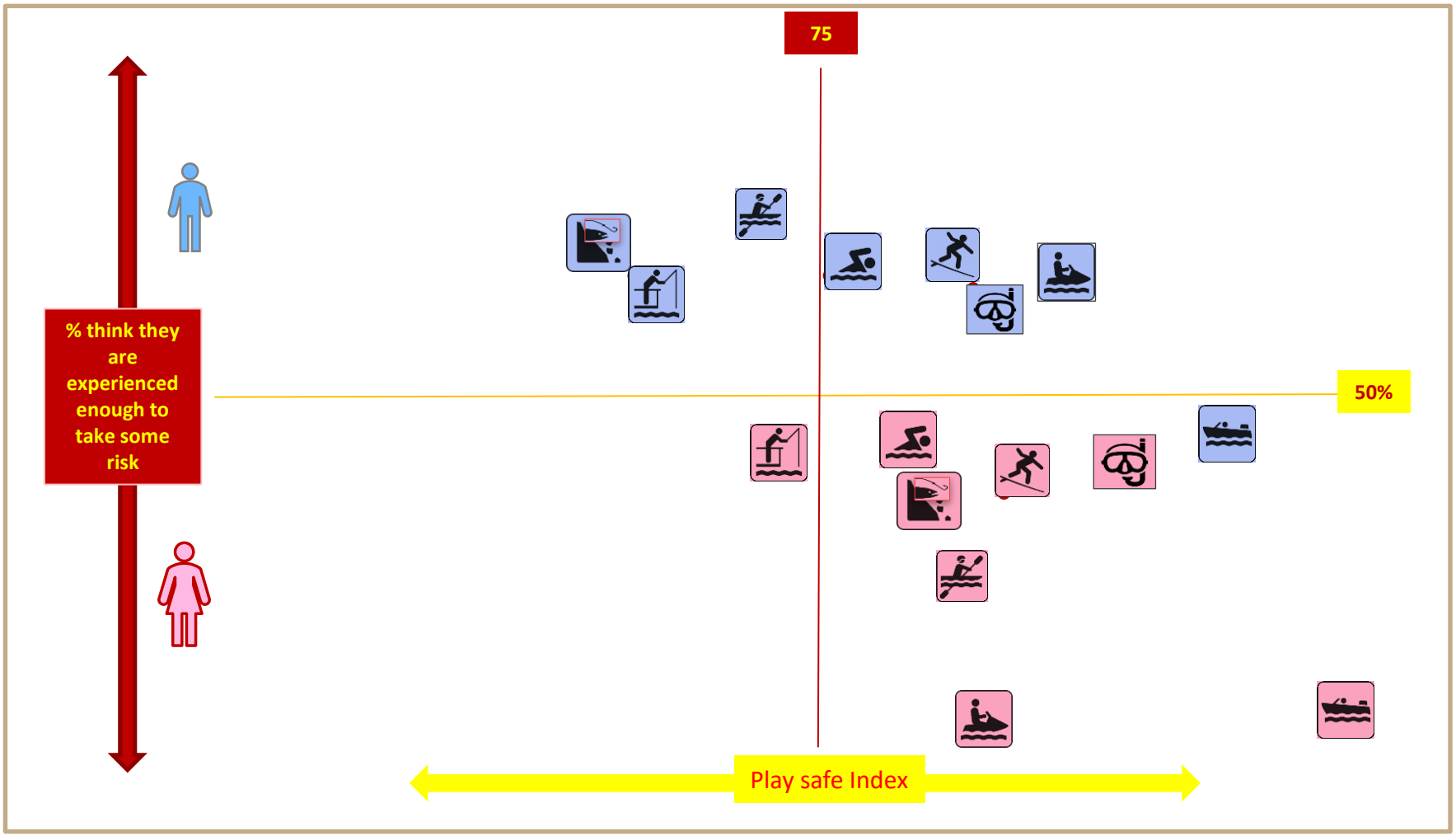
Risk: 58% vs. 38% (△+20)

	"Play safe index"			*% of participants who feel experienced enough to take some risks*		
	68	78	△-10	60%	42%	△+18
	69	74	△-5	59%	46%	△+13
	73	79	△-6	63%	35%	△+28
	88	91	△-3	47%	25%	△+22
	80	84	△-4	58%	44%	△+14
	75	77	△-2	59%	45%	△+14
	79	81	△-2	59%	42%	△+17
	82	80	△+2	58%	25%	△+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.

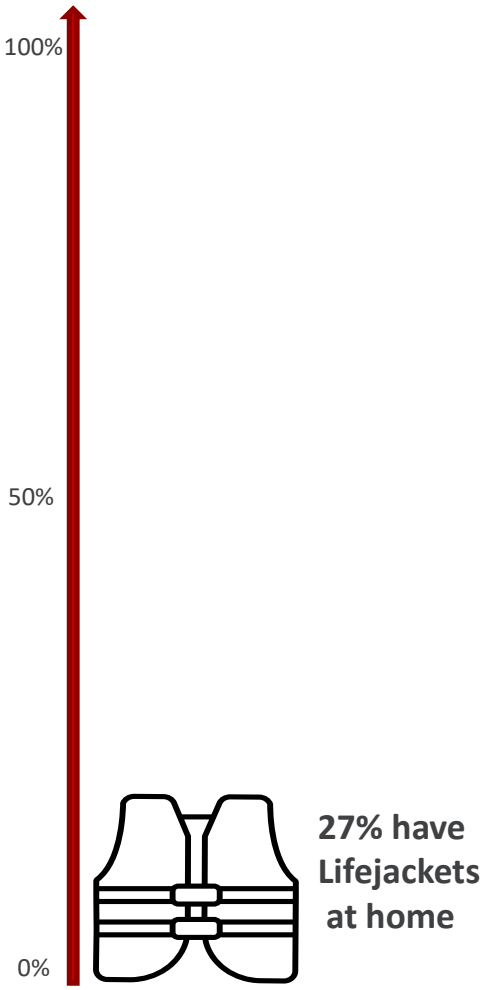


National Coastal and Water Safety Survey 2023

6.3 Lifejackets

Lifejackets

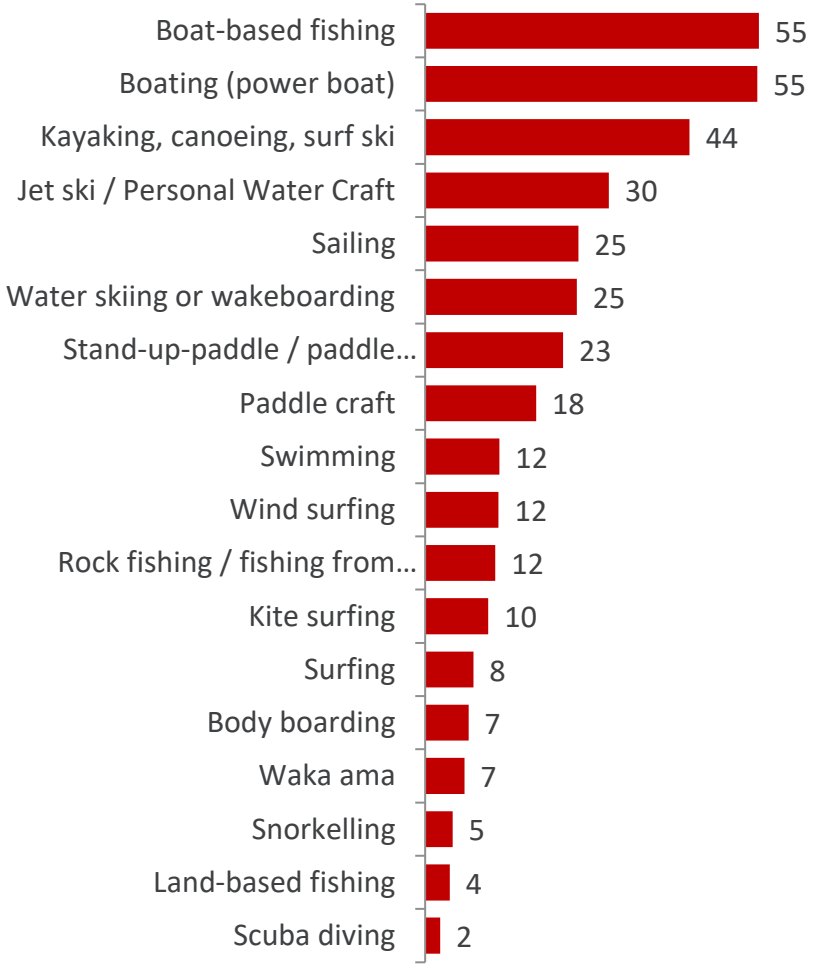
Lifejackets



27% have Lifejackets at home

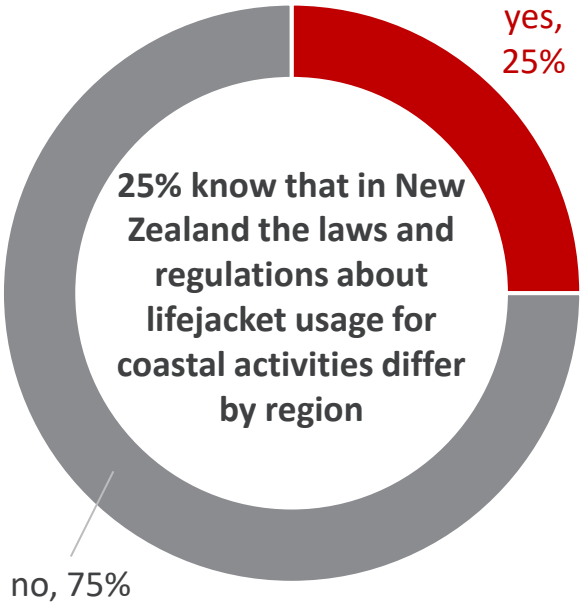
Base: Adults aged 16+ nationally (n=1063)

When use lifejackets

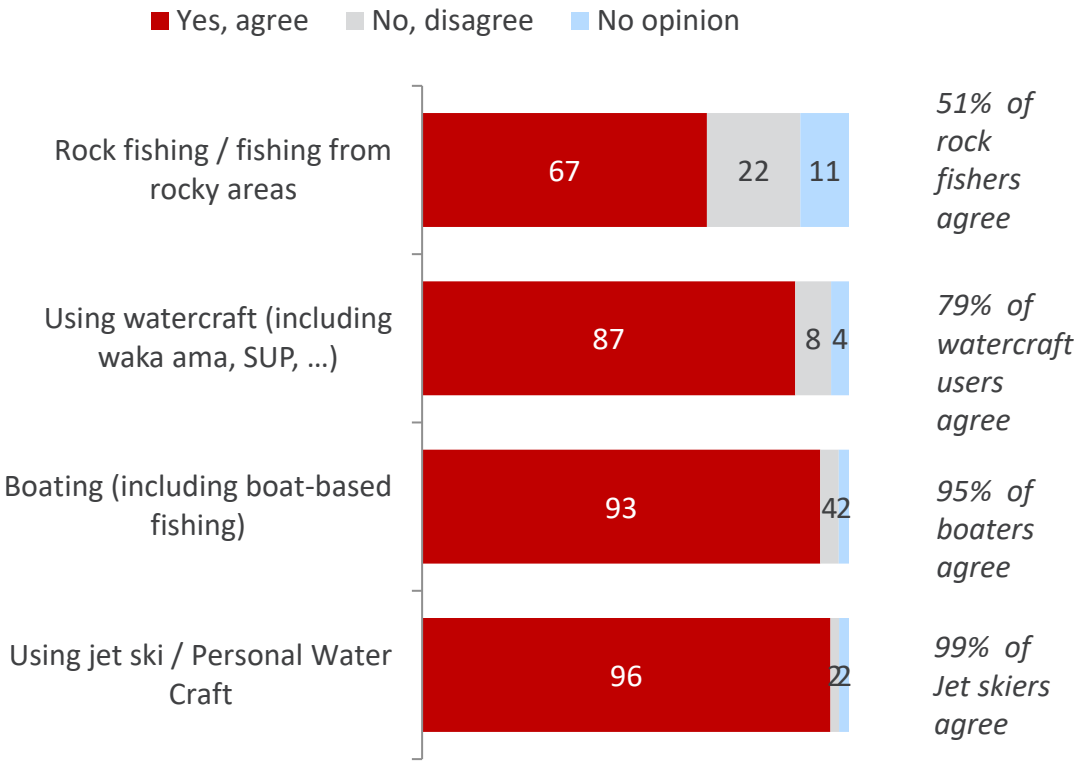


Base: Have lifejackets at home (n=289)

Lifejackets: rules and regulations

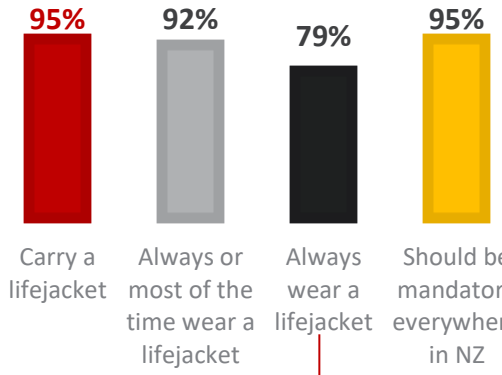


Agree or disagree that wearing a lifejacket should be mandatory everywhere in NZ when ……

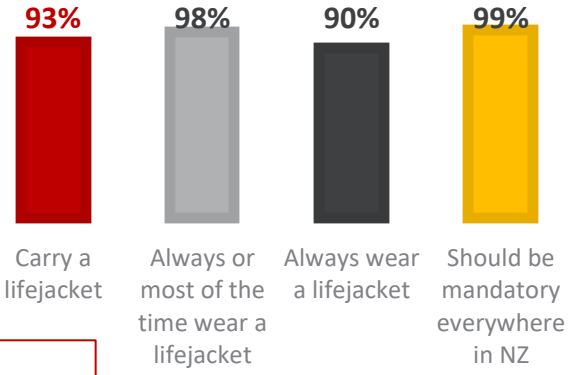


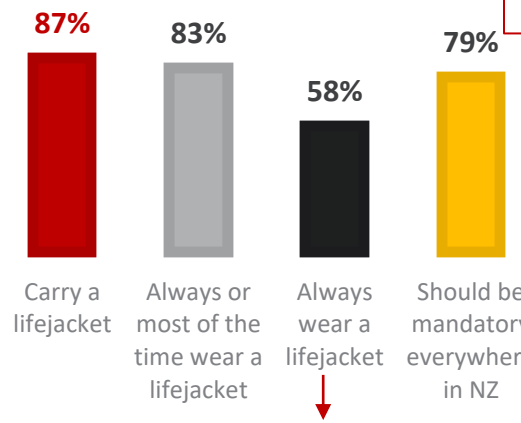
Base: Adults aged 16+ nationally (n=1063)

Lifejackets: summary by activity

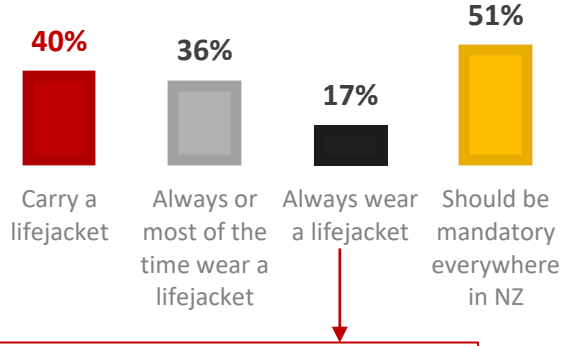


Why 2 in 10 don't always wear it?
1. It depends where I am/ where I go
2. I have a big boat
3. Not required , not mandatory
4. Not comfortable, not convenient, annoying





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



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

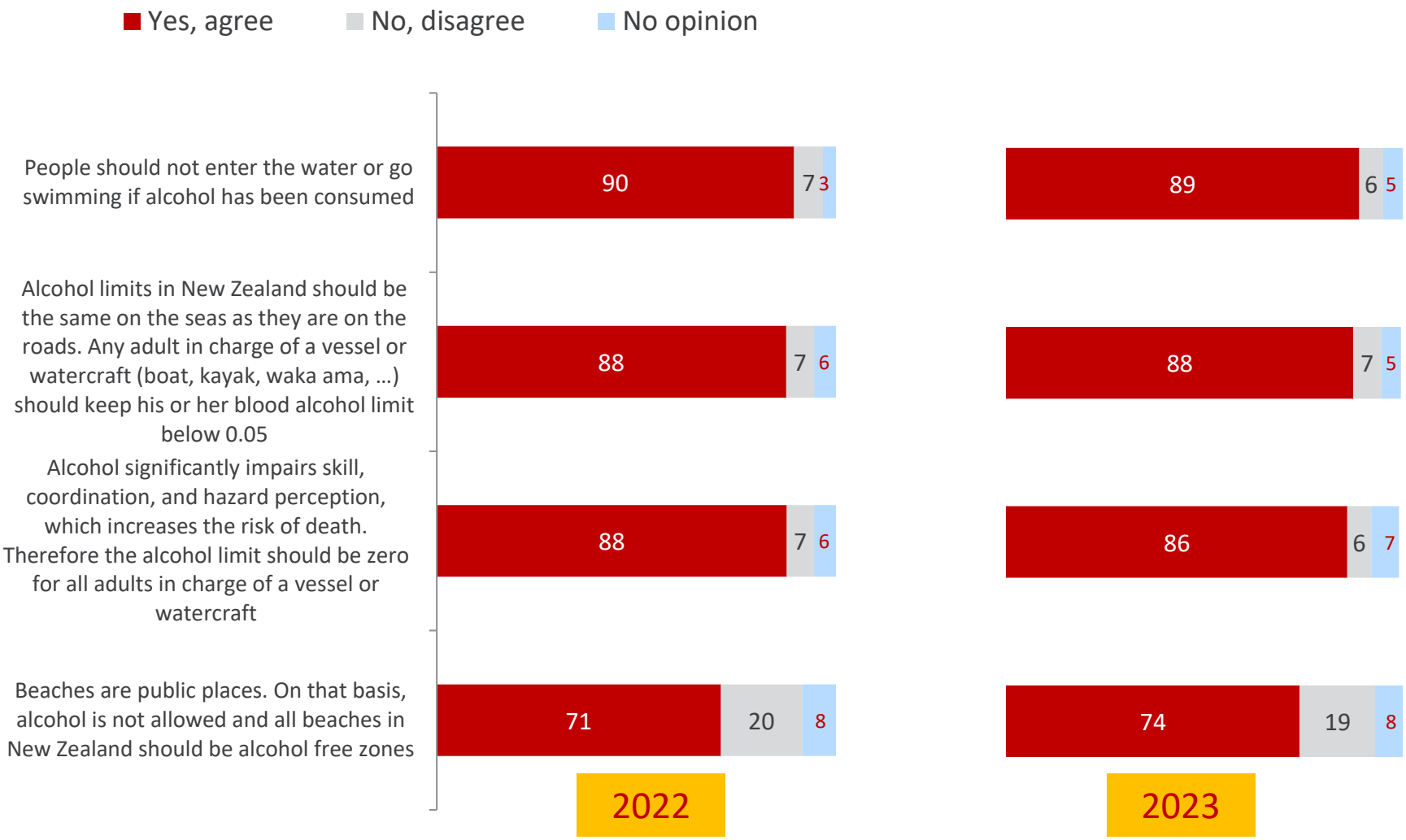
Base: Watercraft (n=106), Rock fishing (n=83), Boating (n=207), Jet ski (n=70)

National Coastal and Water Safety Survey 2023

6.4 Alcohol

OmniPoll

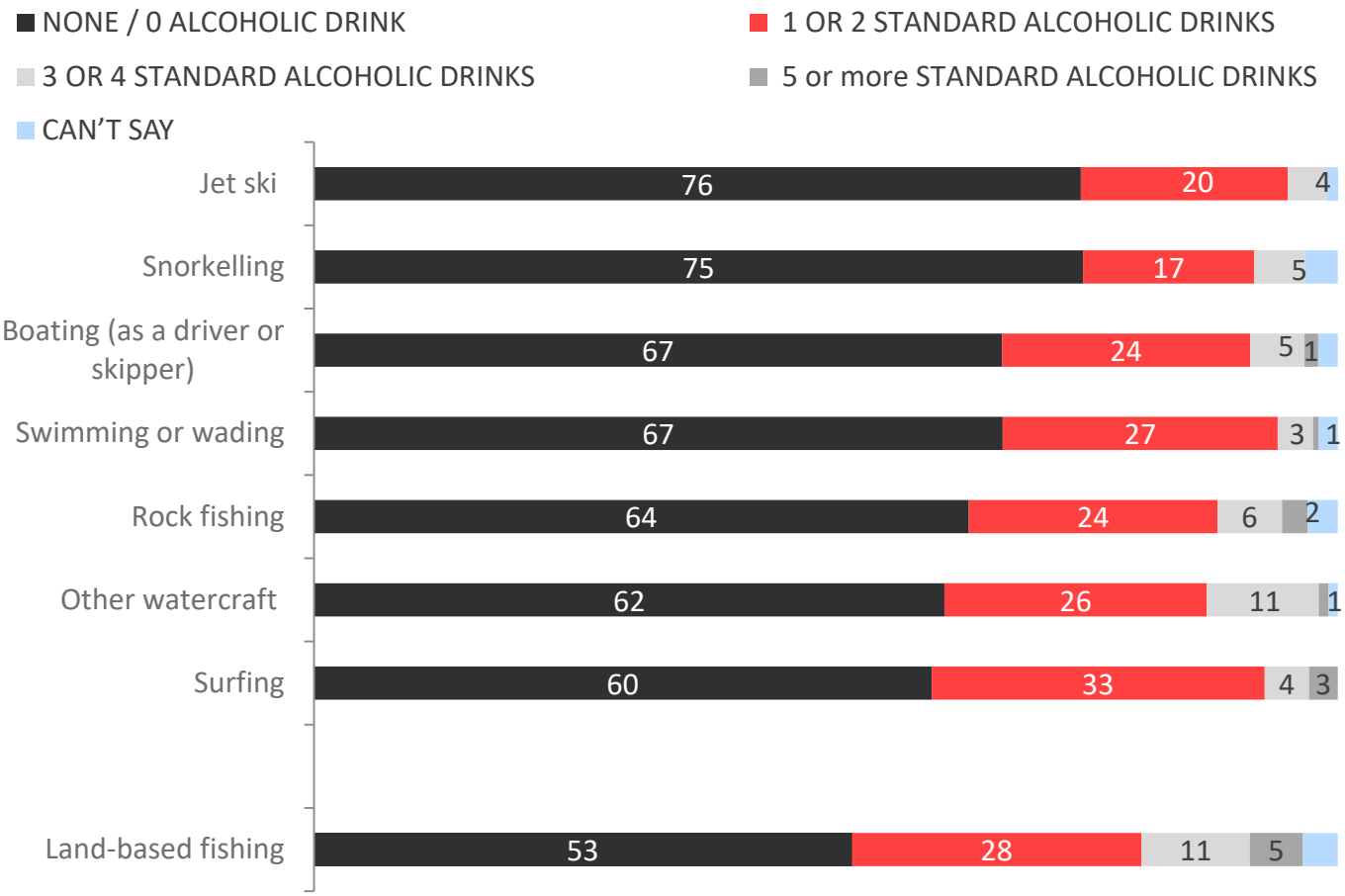
Should alcohol be banned at the beach?



Base: Total sample (N= 1027 in 2022 and N= 1063 in 2023)

Coastal activities and alcohol

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

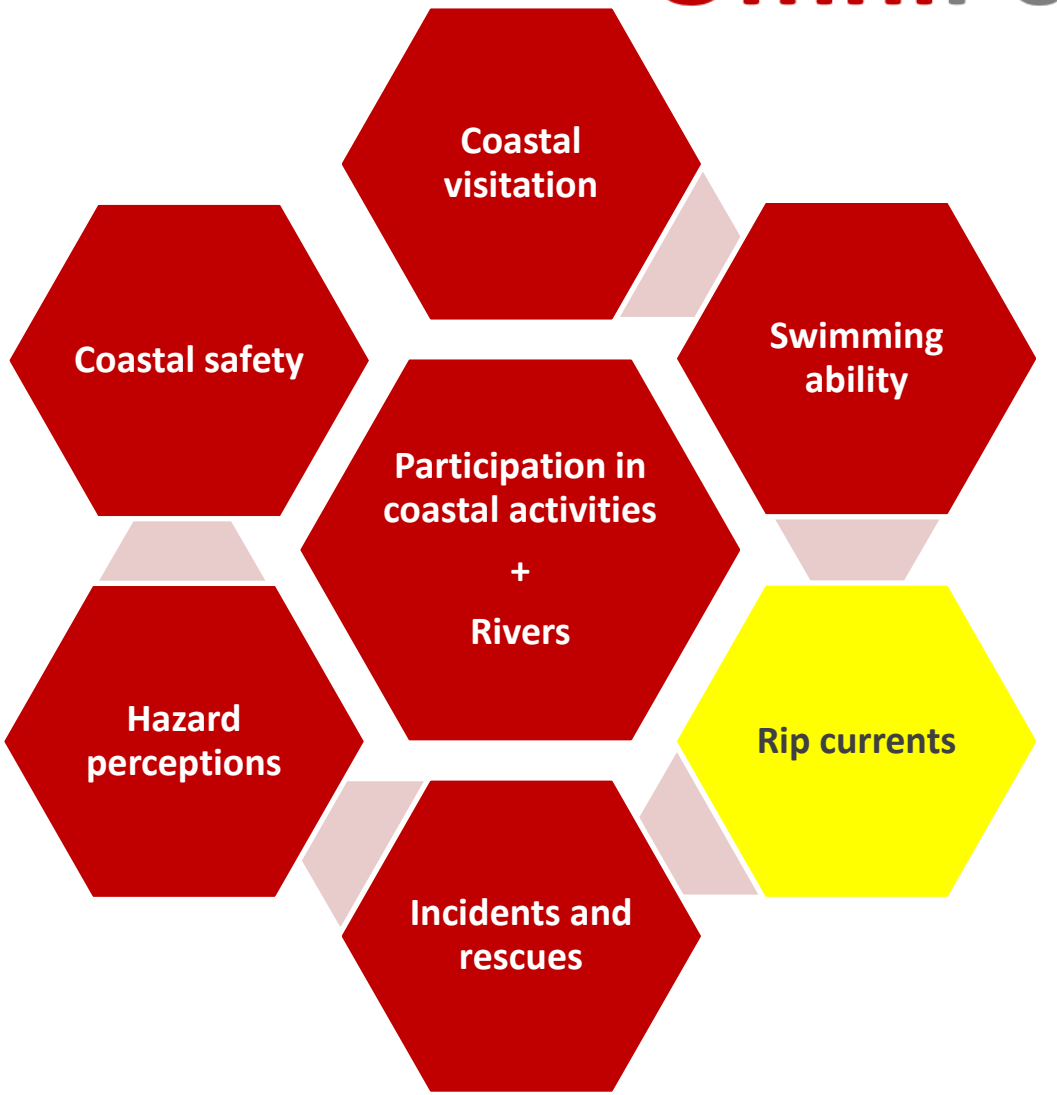


Base: Swimming (n=564), Surfing (n=73), Watercraft (n=106), Rock fishing (n=83), Land-based fishing (n=131), Boating (n=207), snorkelling (n= 76), Scuba diving (n=17), Jet ski (n=70)

National Coastal and Water Safety Survey 2023

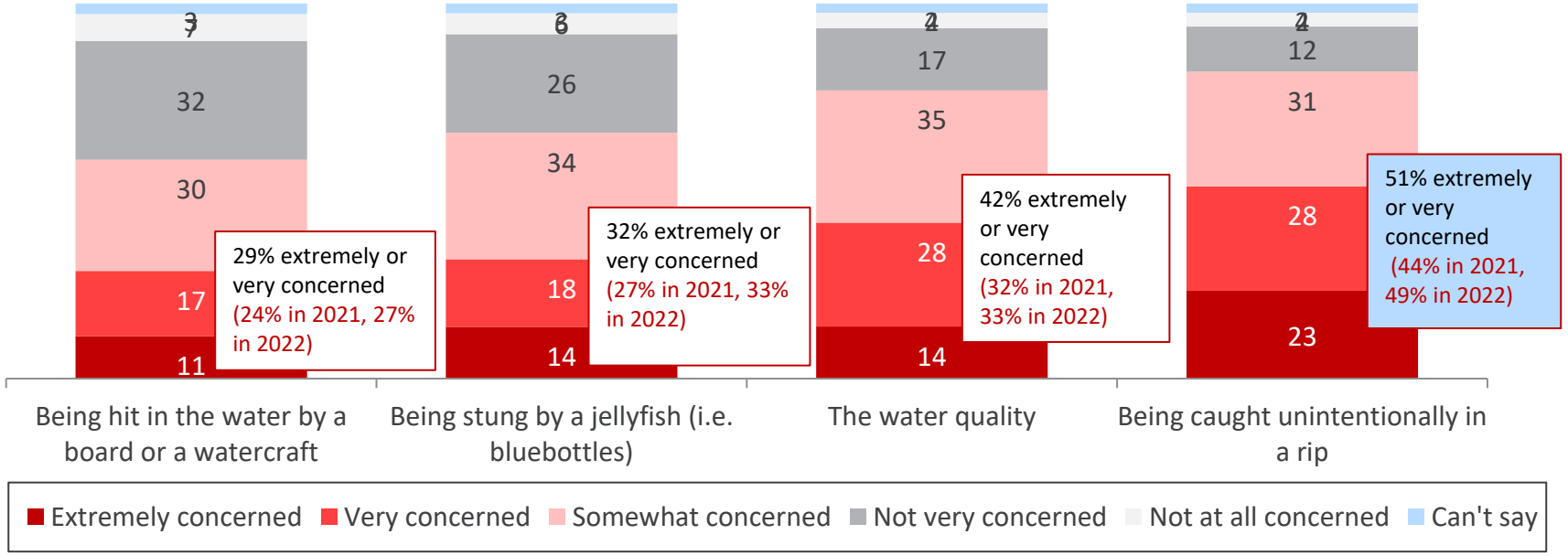
Part 7: Rip currents

OmniPoll



Rip currents number one hazard in NZ but …

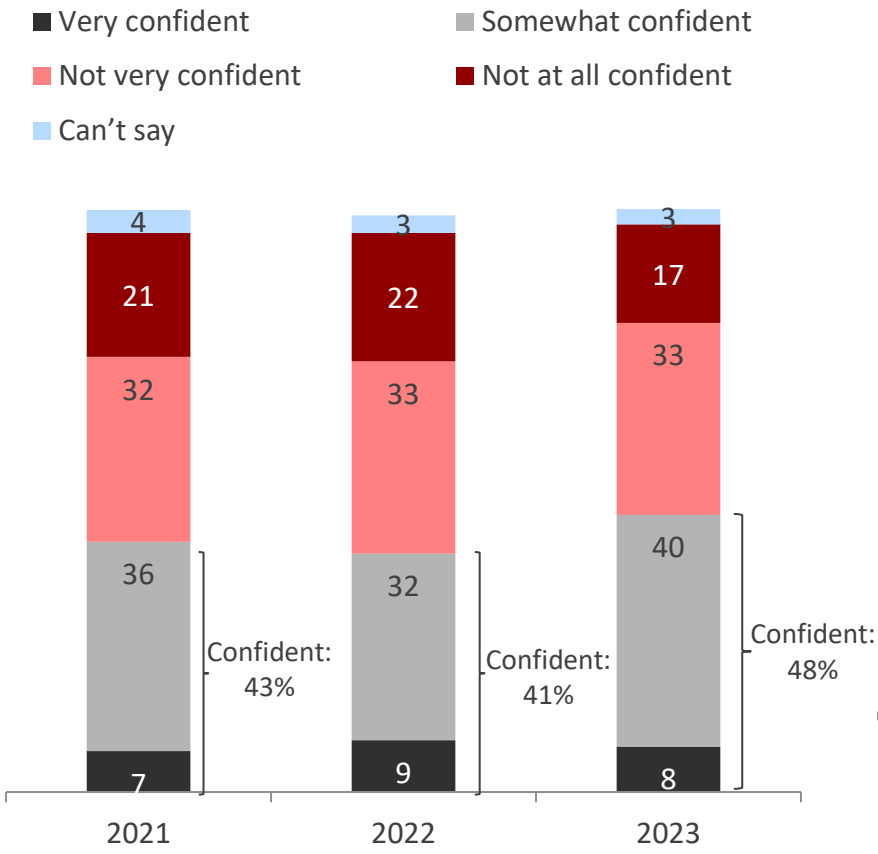
- **82% of New Zealanders consider rip currents as extremely or very dangerous (81% among swimmers) … but only 49% of swimmers are extremely or very concerned about being caught unintentionally in a rip.**



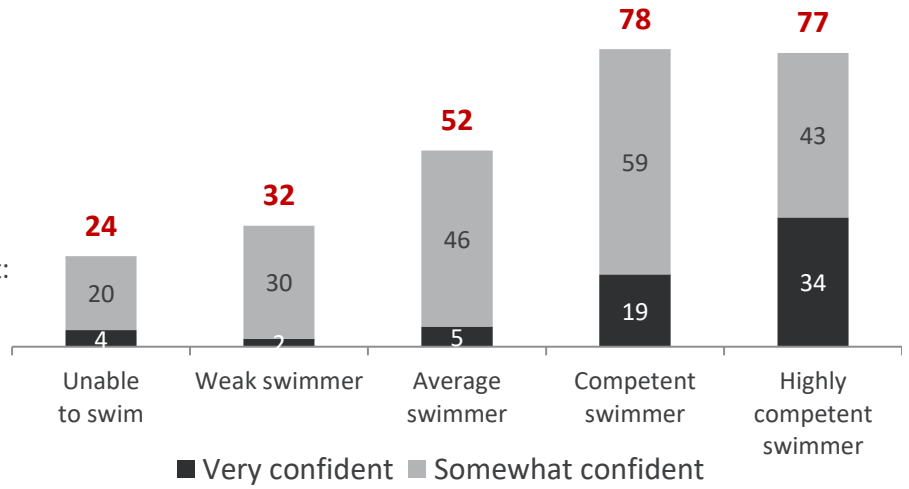
- **54% of swimmers always look for the presence of rip currents in the area prior to entering the water. The main reasons why half don't always do it are ….**

1. *Don't know what to look for, not able to identify a rip.*
2. *Lazy, don't always pay attention, forget.*
3. *I don't go far in the ocean, don't go deep, knee or waist high, shallow beaches*

Confident they could identify a rip



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



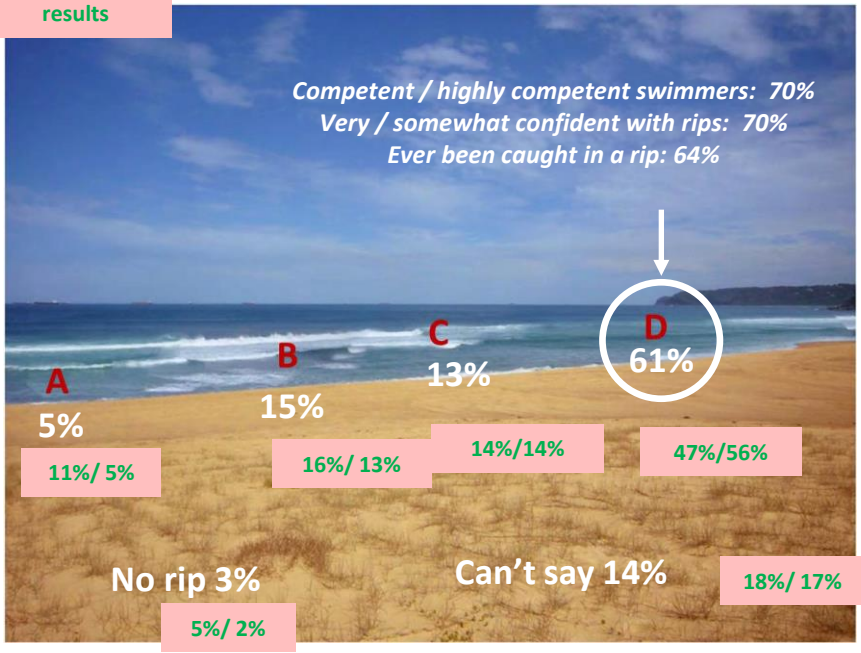
Base: Adults aged 16+(n=1049, 1027, 1063)

Identifying a rip

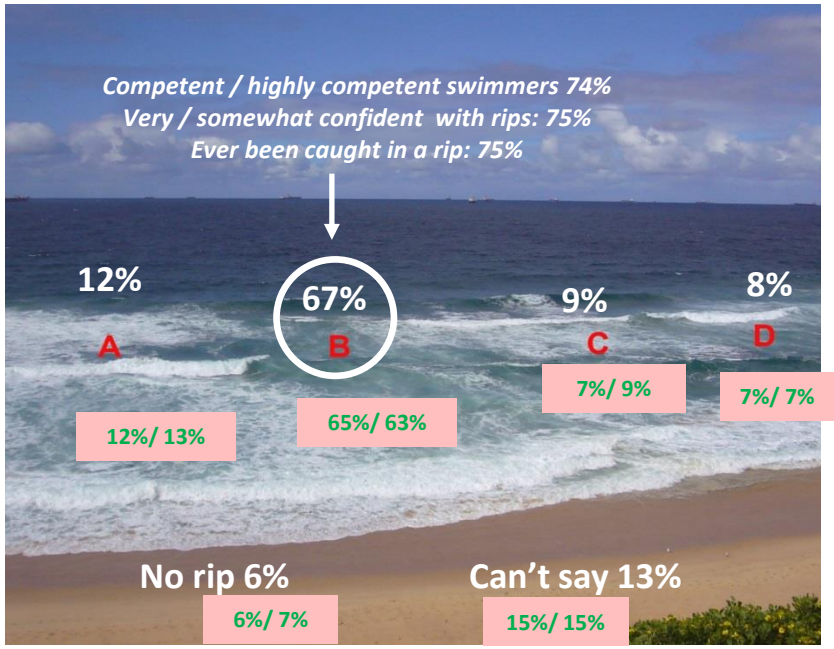
Where are the rips, if any?

2021 and 2022 results

❶



❷



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

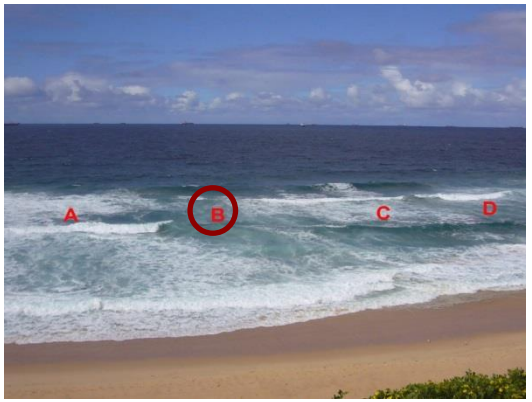
- *Competent / highly competent ocean swimmers (58%)*
- *Those very / somewhat confident they can identify a rip current (61%)*
- *Those who have ever been caught in a rip current (56%)*

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

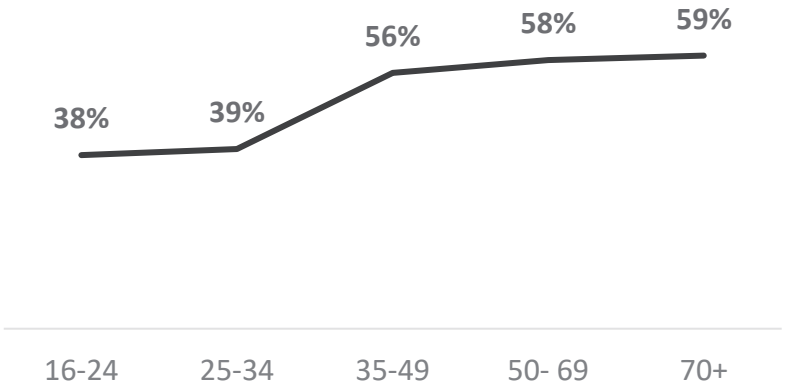
The rip identification test

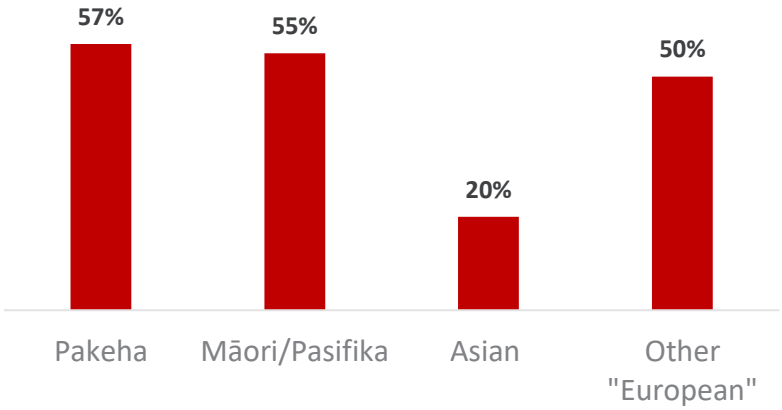
❶

❷



% who answered correctly by age and by ethnicity





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

	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 ocean swimmer	Competent ocean swimmer	Average ocean swimmer	Weak ocean swimmer	Unable to swim in the ocean
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

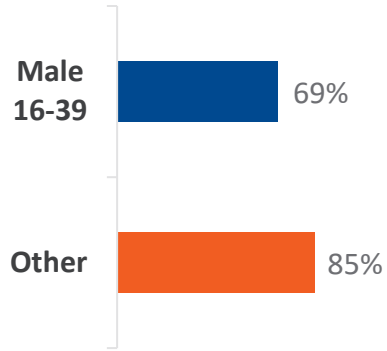
Young males: Rip currents 'core target'

Young males (under 40) are the core or primary target for rip prevention/communication: they tend to consider rips less hazardous; they think they know how to spot a rip, but their level of rip identification is much lower than the rest of the population.

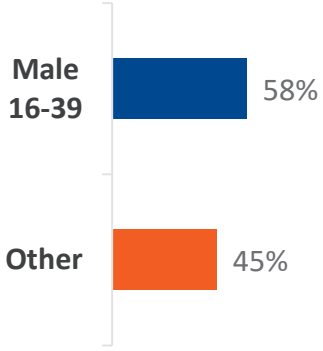
→ ***So, … unsurprisingly they*** (Young males under 40) ***are more likely to have been caught in rips.***

Total pop in NZ

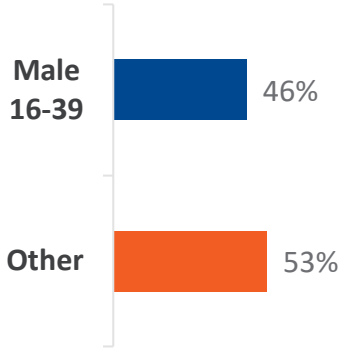
82% consider rip current as extremely or very hazardous



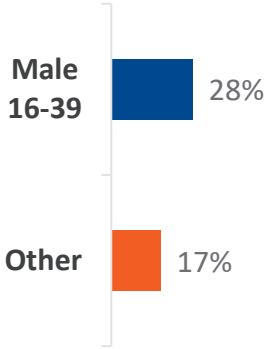
48% are confident they spot a rip



51% have correctly identified both rips



19% have been caught unintentionally in a rip

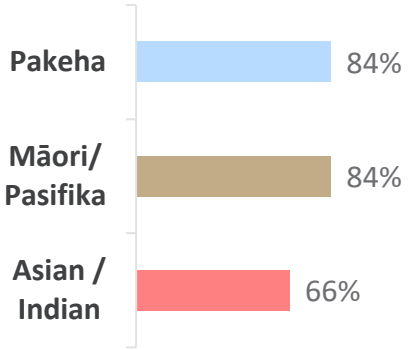


Māori/Pasifika: another 'priority target' for rip currents?

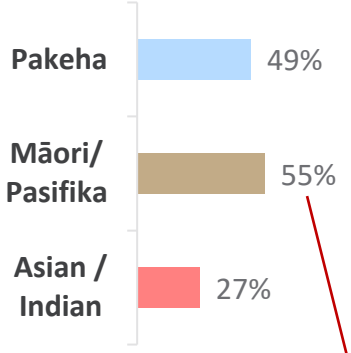
Māori/Pasifika could be another priority target for rip prevention/communication

Total pop in NZ

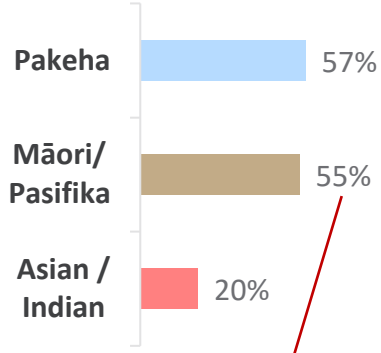
82% consider rip current as extremely or very hazardous



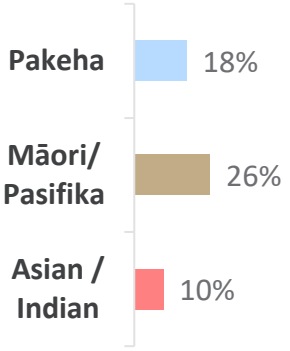
48% are confident they spot a rip



51% have correctly identified both rips



19% have been caught unintentionally in a rip



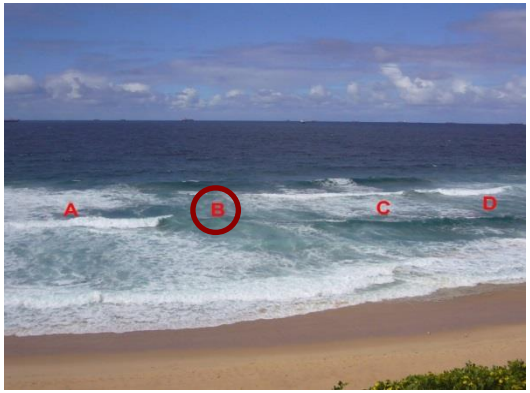
Only 6 in 10 Māori/Pasifika that are confident they can spot a rip have correctly identified both rips on the pictures (7 in 10 among Pakeha)

Summary of the rip identification test results in NZ

❶

	NZ 2023
Correct answer for both	**51%**
Correct in picture 1 but not in picture 2	9%
Correct in picture 2 but not in picture 1	15%
Incorrect answer for both	24%

❷



- In New Zealand 48% are confident they can spot a rip; however, at the rip identification test (using the two pictures below) 51% of them have correctly identified both rips (vs. 24% correctly identified only one rip out of two and 24% gave incorrect responses for both or don't know).
- More concerning, only 61% of those who are confident they can spot a rip, got it right at the rip ID test.
- Some differences exist by demographics/ethnicity:
  - Māori/Pasifika are over-represented in this "rip over-confidence" group (55% confident) but only 60% of those who are confident have correctly identified the rips at the rip ID test. This could explain why Māori/Pasifika have the highest incidence of getting caught unintentionally in a rip (26%). They are also the first who are likely to swim out to rescue someone who is caught in a rip current (39% are likely to do so vs 24% among the rest of the population).
  - On the other hand, the Asian community has the lowest level swimming ability (only 1 in 4 can swim 50m in the ocean) and is not very knowledgeable about rips. They are obviously not confident they can spot rip and when they've been caught in one, they often have been rescued or helped to get out of it.

As the majority cannot correctly spot rips, messaging around rip currents should also focus on *what to do in case you're caught*

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

The 3R's campaign has a solid potential but should be more visible/used more often, to be seen by a larger proportion of the general public:

- Currently 17% remember seeing the 3R's poster and 22% said they've heard of the 3Rs ….

→ 94% agree the messages on this poster are clear and easy to understand

→ 92% agree they feel better informed with this poster on what to do if caught in a rip current

→ 8 in 10 would *RELAX, stay calm and float*

→ 8 in 10 would *RAISE their hand to signal for help*

→ 2 in 3 would *RIDE the rip until it stops*

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

Interestingly, the 3R's campaign has reached its *core target* as recall of the poster and 3R's awareness are significantly higher among young males aged 16-39: 22% recall and 32% awareness vs 15% and 19% for the rest of the population.

The 3R campaign is also reaching the Māori/Pasifika community: 20% recall and 27% awareness

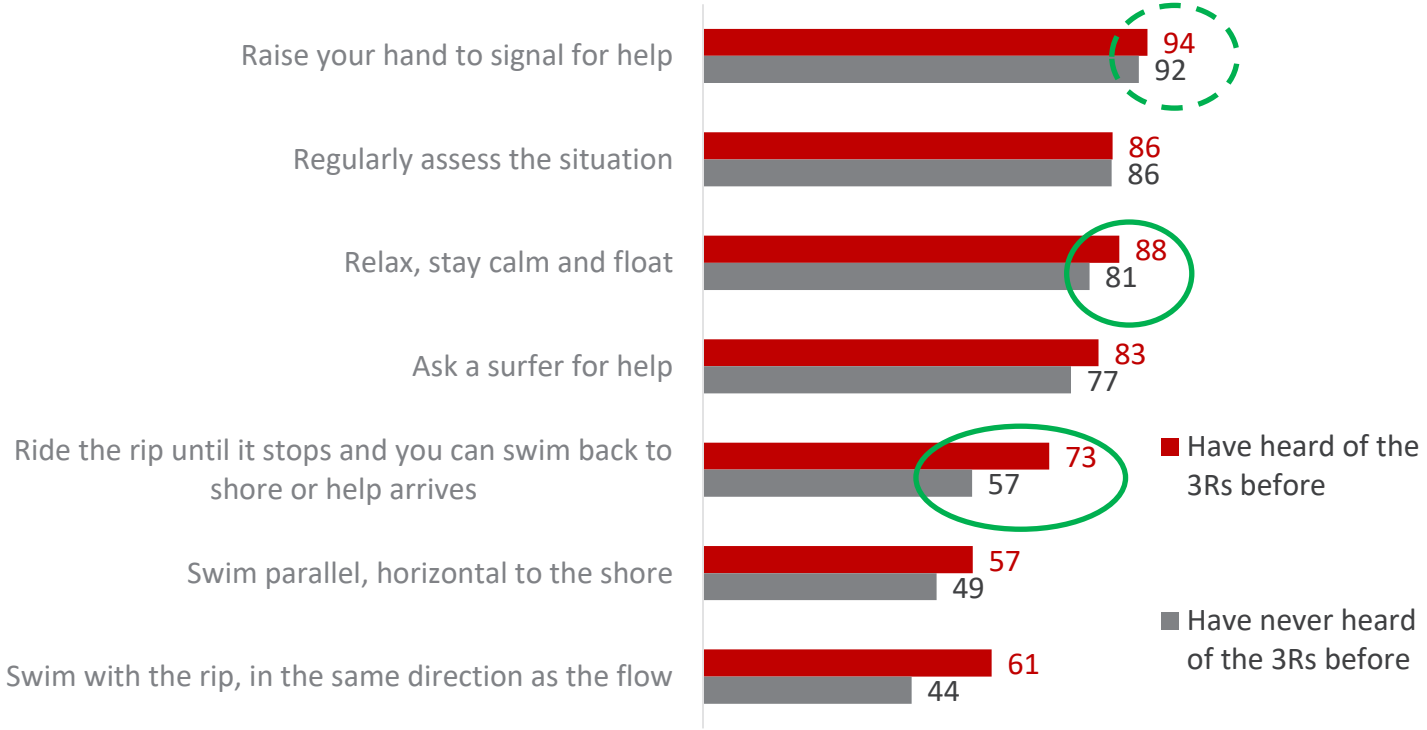
Rip currents – what to do if get caught in a rip

	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 and the 3Rs

% who said Yes, it's a good thing to do if get caught in a rip



Base 2021-2023: Have heard of the 3Rs before (n=657) / Have never heard of the 3Rs before (n=2482)

National Coastal and Water Safety Survey 2023

APPENDIX 1

SOME RESULTS BY ETHNICITY

Some results by ethnicity

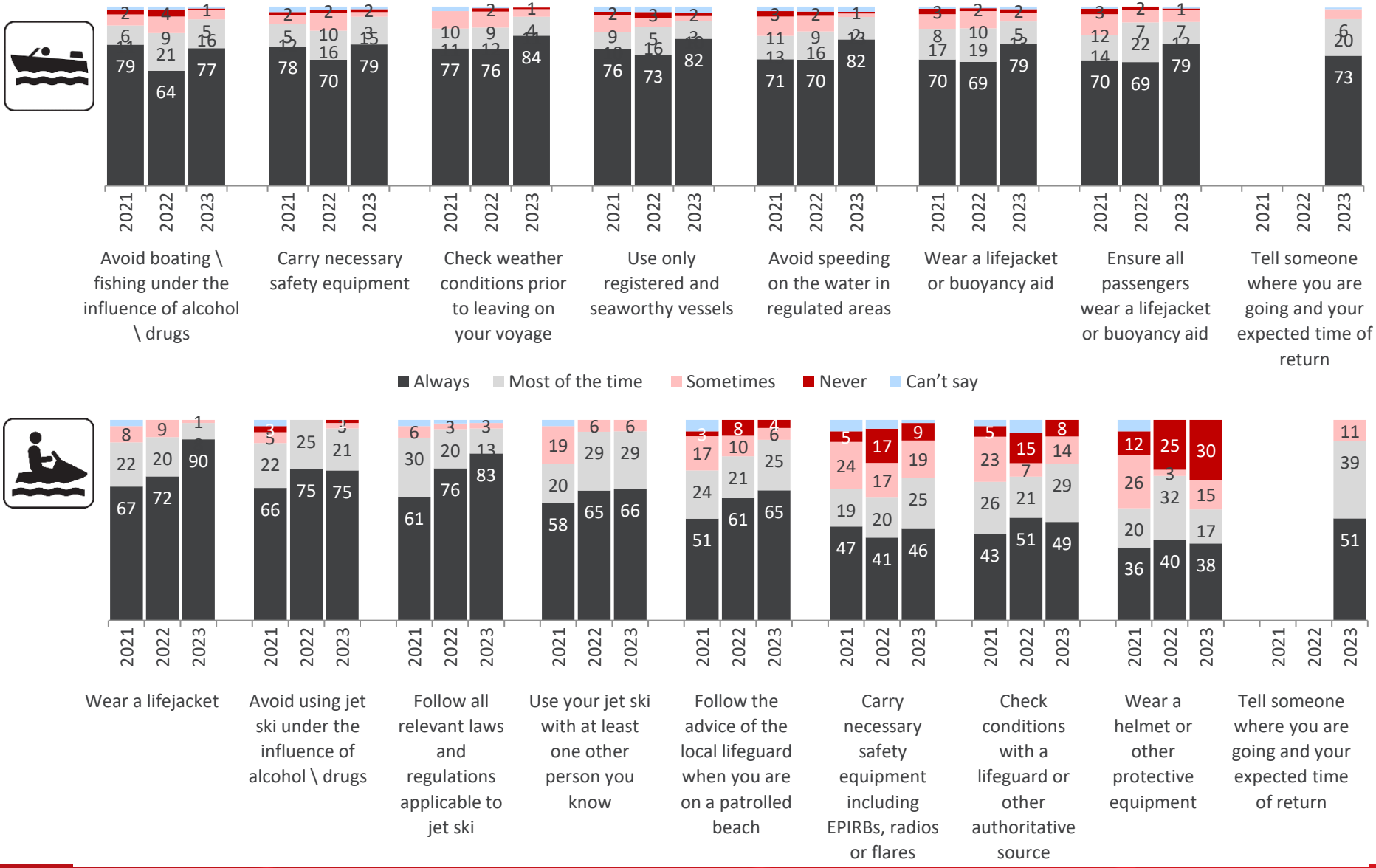
Respondents aged 16+	Pakeha (n= 598)	Māori/Pasifika (n=249)	Asian/Indian (n=124)	Other "European" (n=61)
The coast is extremely or very hazardous	23%	31%	21%	11%
The beach is extremely or very hazardous	11%	17%	9%	3%
The rivers are extremely or very hazardous	25%	30%	11%	20%
Unable to swim or weak swimmer - 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%
Rip identification using pictures: - Correct rip identification in both pictures	57%	55%	20%	50%

National Coastal and Water Safety Survey 2023

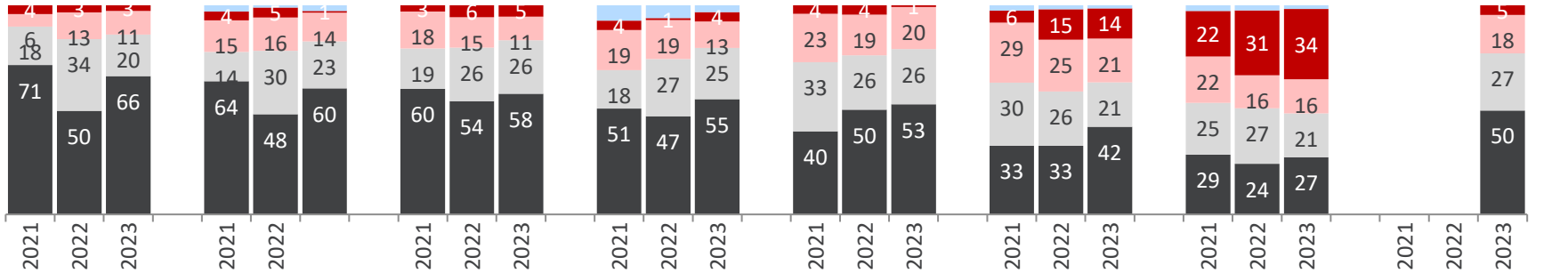
APPENDIX 2

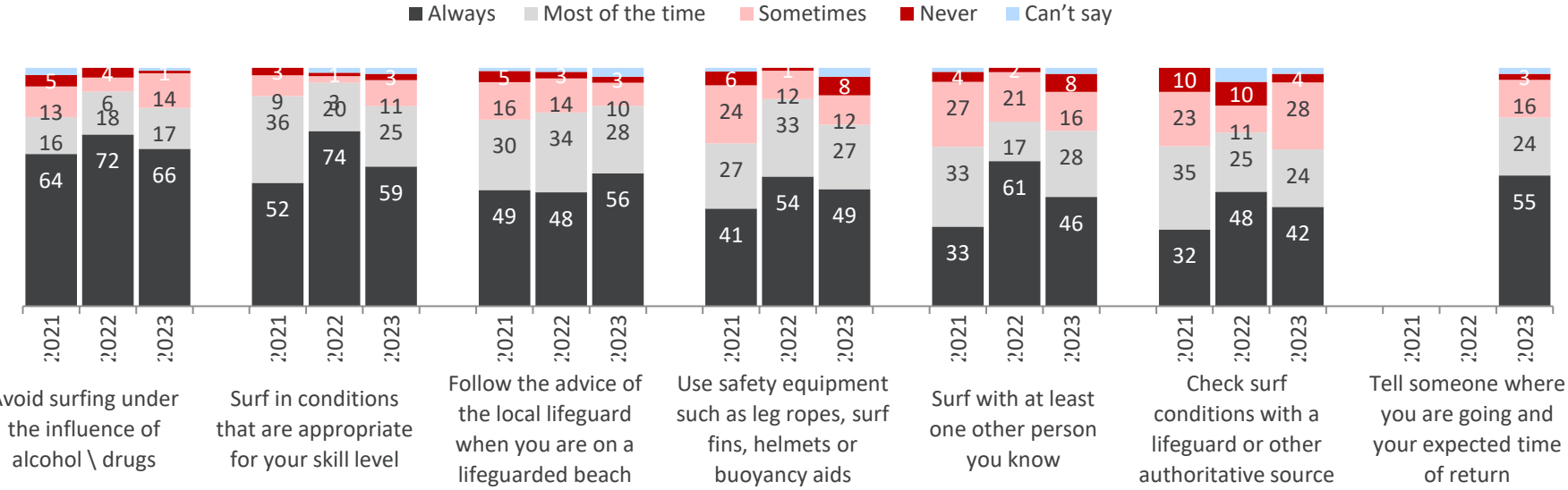
SAFETY PRATICES BY ACTIVITY 2021-2023

Safety practises: Boating and jet ski:

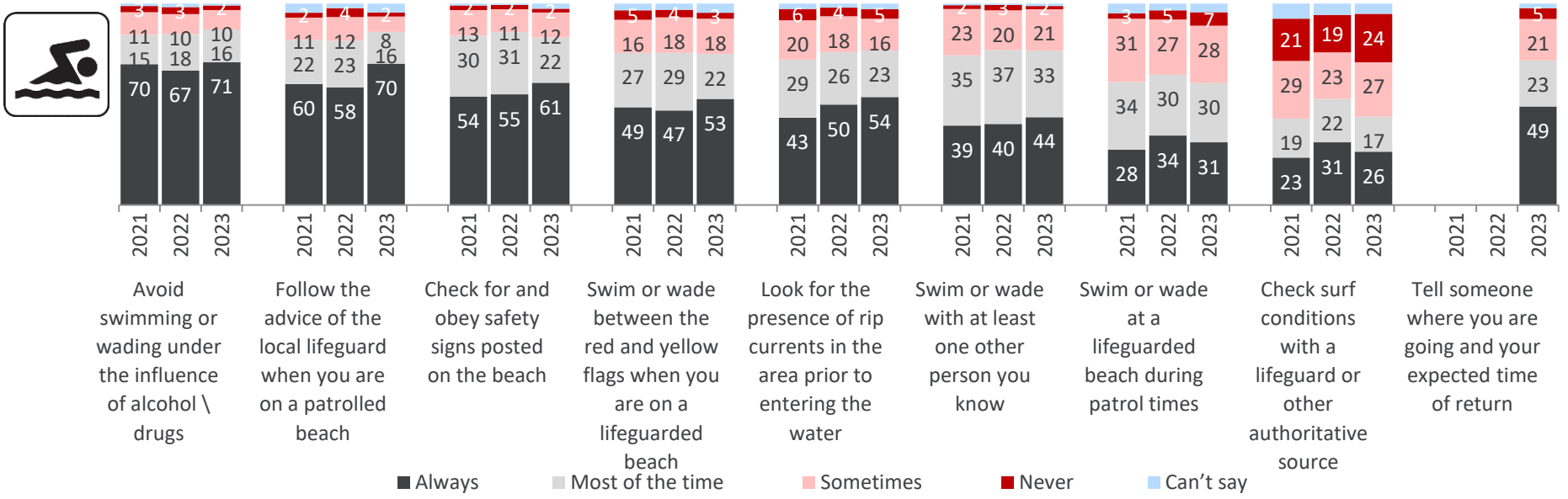


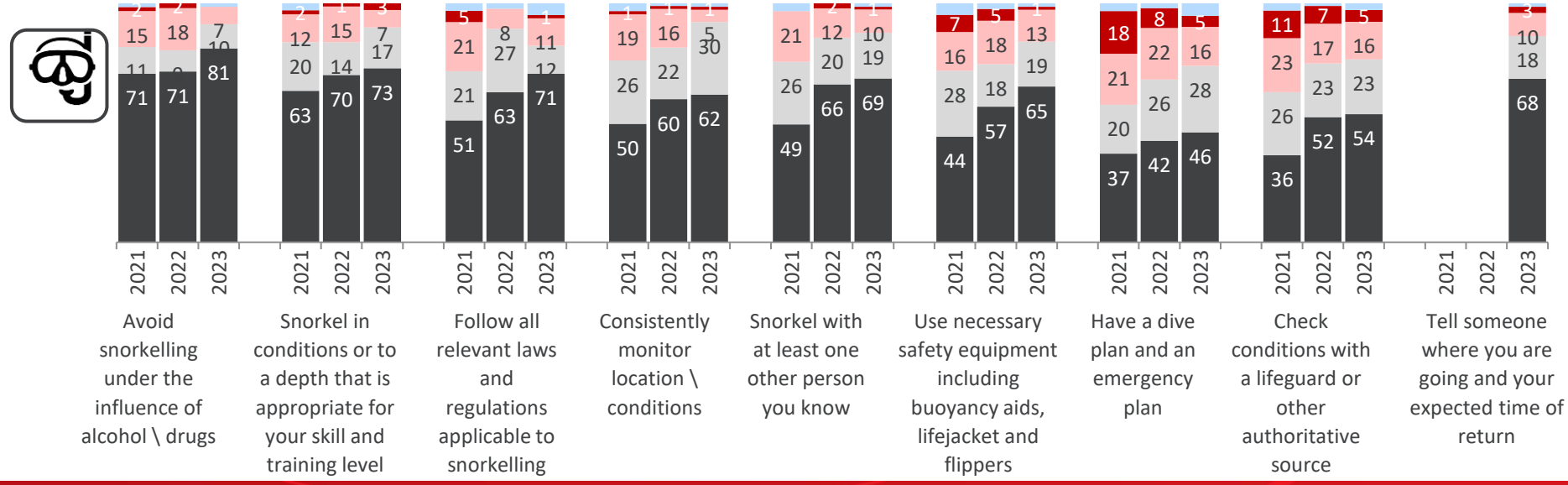
Safety practises: Surfing and other watercraft





Safety practises: Swimming and snorkelling





Safety practises: Rock fishing and land-based Fishing