

NEW ZEALAND
SEARCH AND RESCUE

Rapu Whakarauora Aotearoa

New Zealanders' day and overnight hiking, tramping and hunting activity

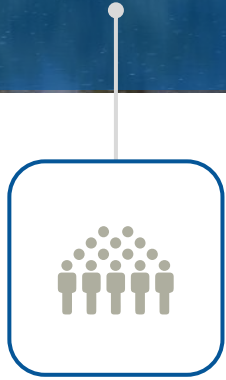
June 2022

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Method



TARGET AUDIENCE



New Zealanders aged 18 and over

INTERVIEW DATES



8 to 15 June 2022

METHOD



Online interviews with 1,000 New Zealanders aged 18 years and over. A sample size of 1,000 has a maximum margin of error of +/-3.1%.

WEIGHTING

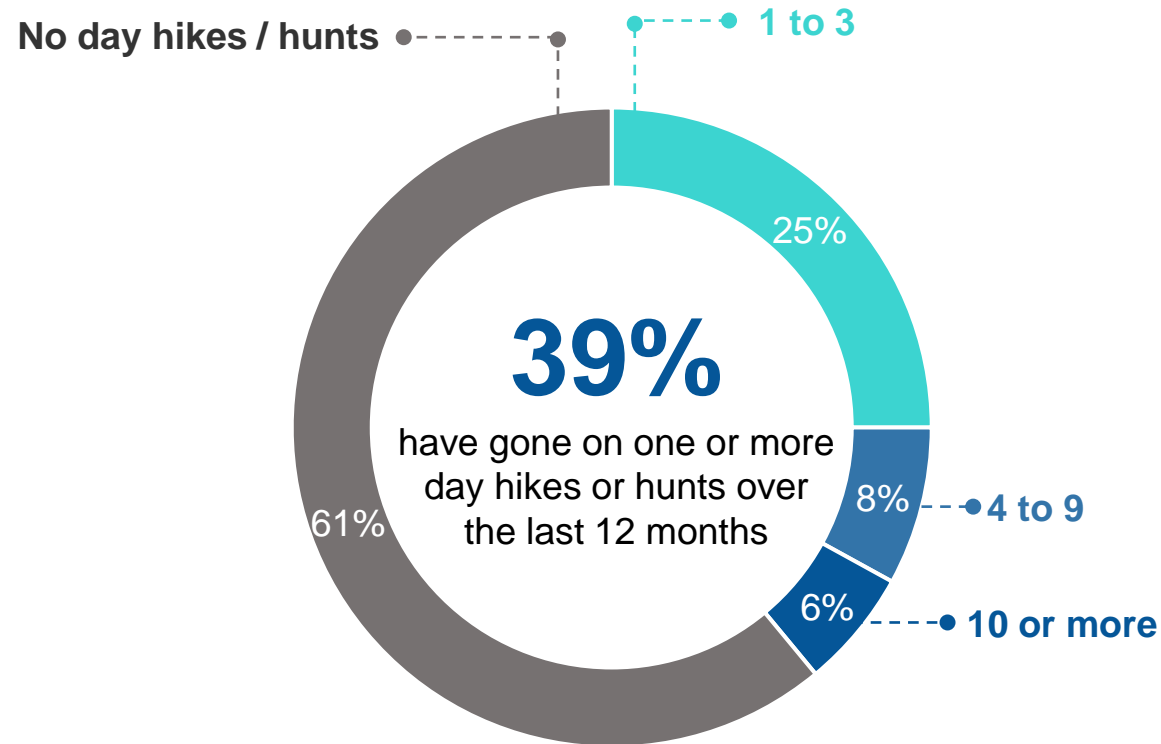


Data is post-weighted to be representative of the New Zealand 18 plus population on age, gender, and region.

Thirty-nine percent of New Zealanders (1,402,000*) say they have gone on a day hike or hunt over the last 12 months. Fourteen percent (503,000*) went reasonably often (four or more times).

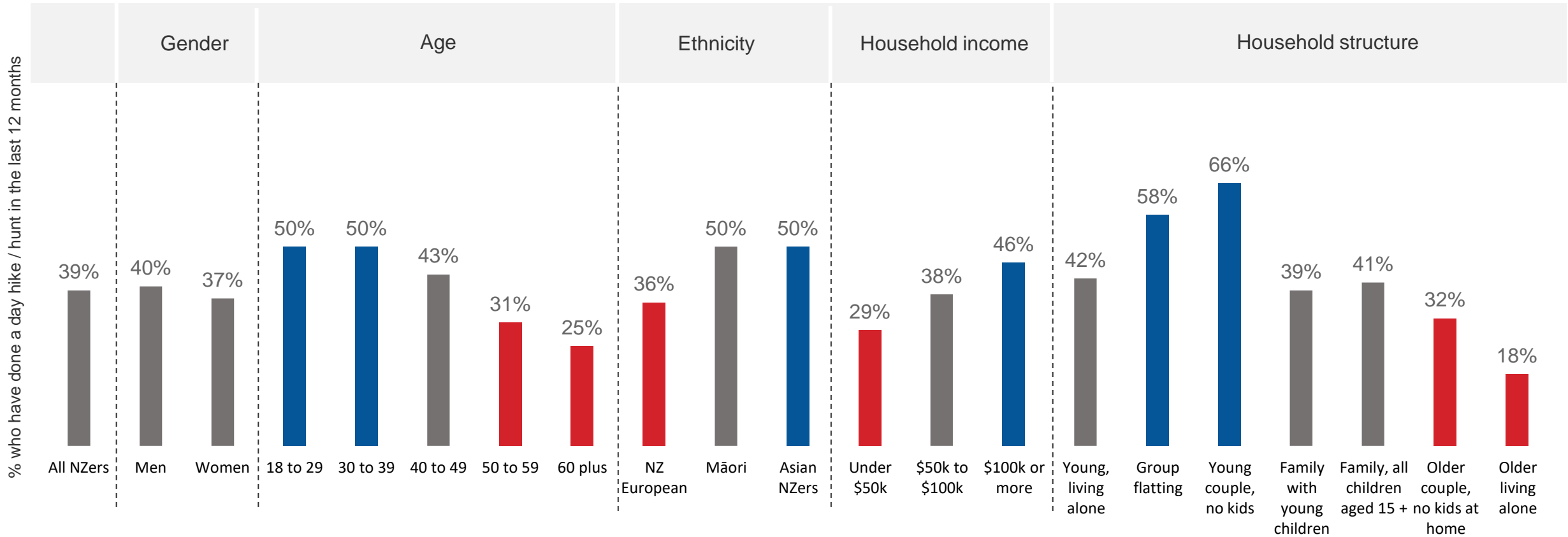
Q. How many day hikes or day hunts have you done over the last 12 months?

(A day hike or hunt is defined as lasting for 2 or more hours but does not involve an overnight stay)



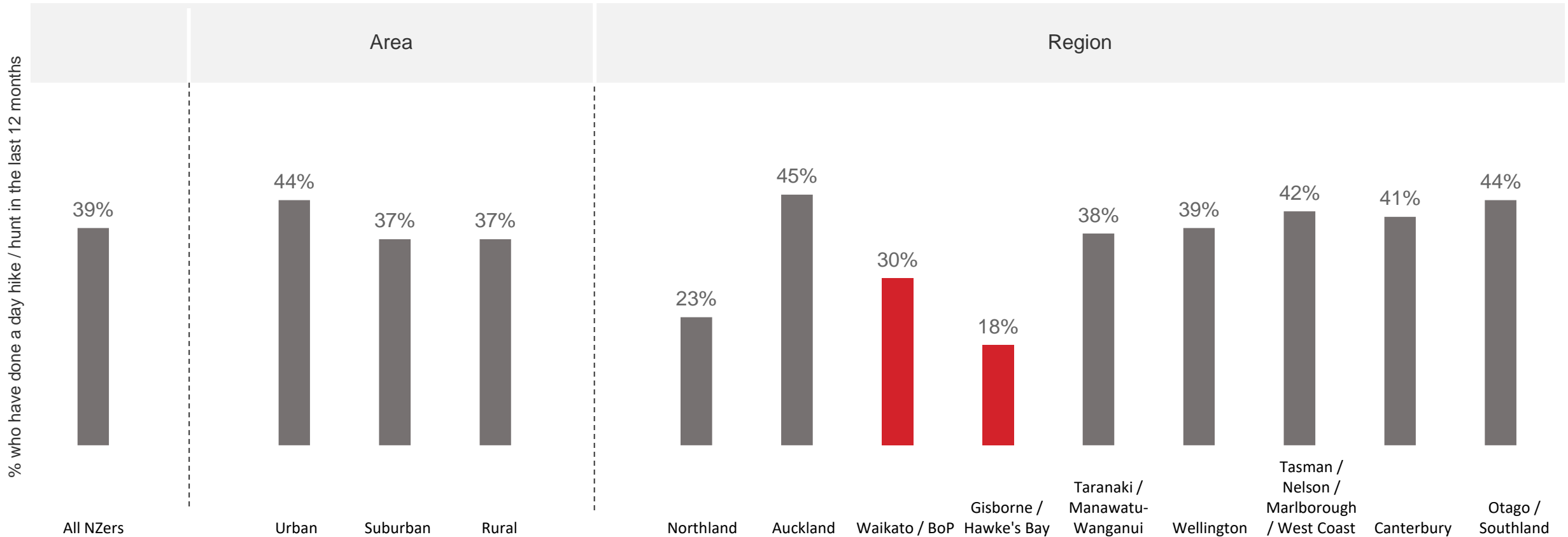
Younger people, Asian New Zealanders and those with higher household incomes are more likely than average to have gone on one or more day hikes or hunts over the last 12 months.

Q. How many day hikes or day hunts have you done over the last 12 months?
 (A day hike or hunt is defined as lasting for 2 or more hours but does not involve an overnight stay)



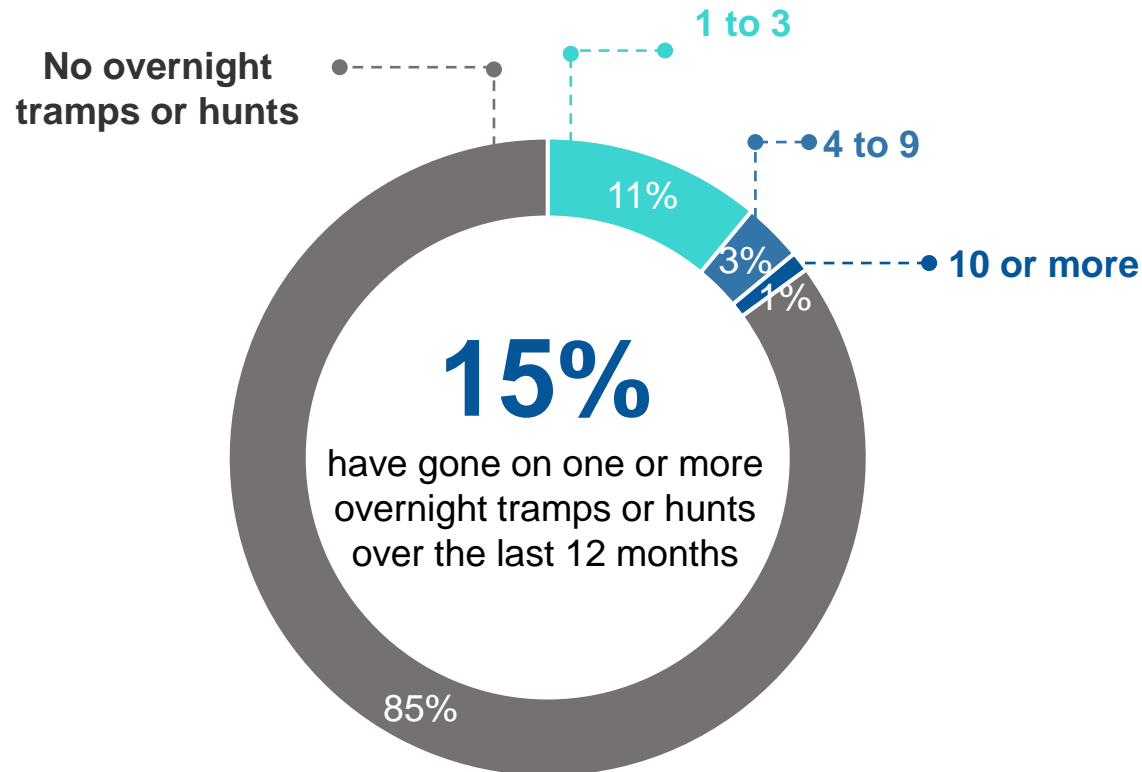
People living in Waikato / Bay of Plenty and Gisborne / Hawke's Bay are less likely than average to have gone on a day hike or hunt over the last 12 months.

Q. How many day hikes or day hunts have you done over the last 12 months?
 (A day hike or hunt is defined as lasting for 2 or more hours but does not involve an overnight stay)



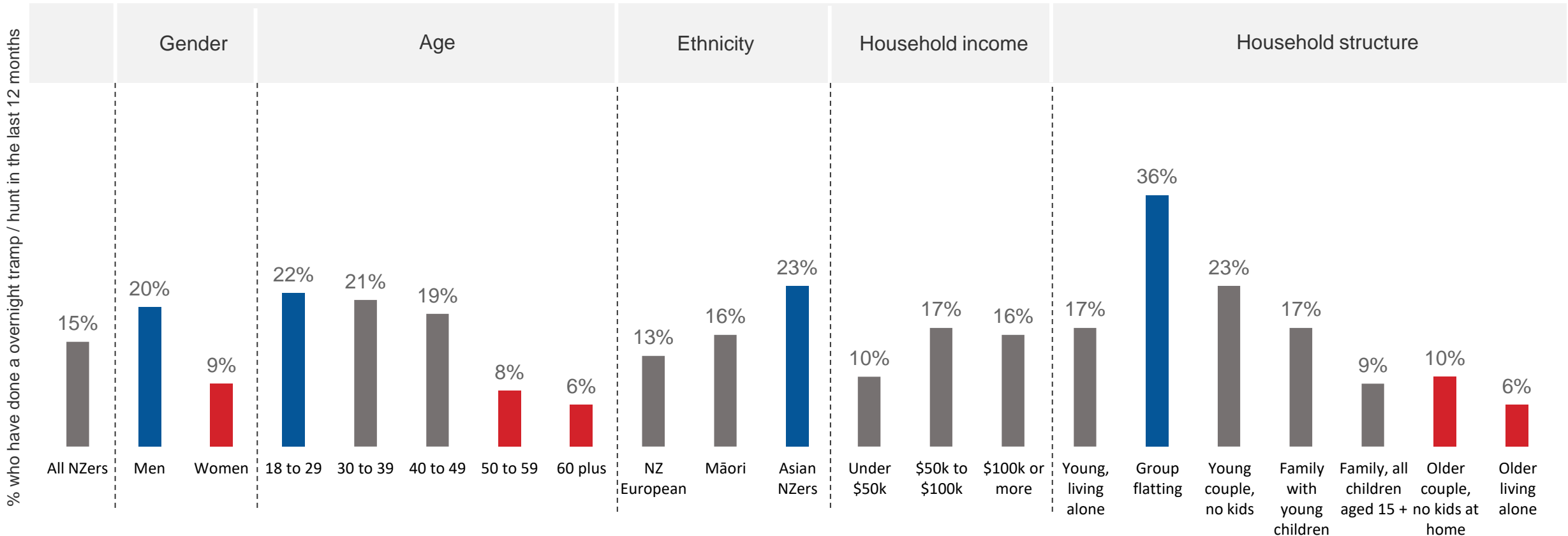
Fifteen percent of New Zealanders (539,000*) have gone on an overnight tramp or hunt over the last 12 months. However, only four percent did so four or more times.

Q. How many overnight tramps or hunts (staying in a backcountry hut and/or tent) have you done over the last 12 months?



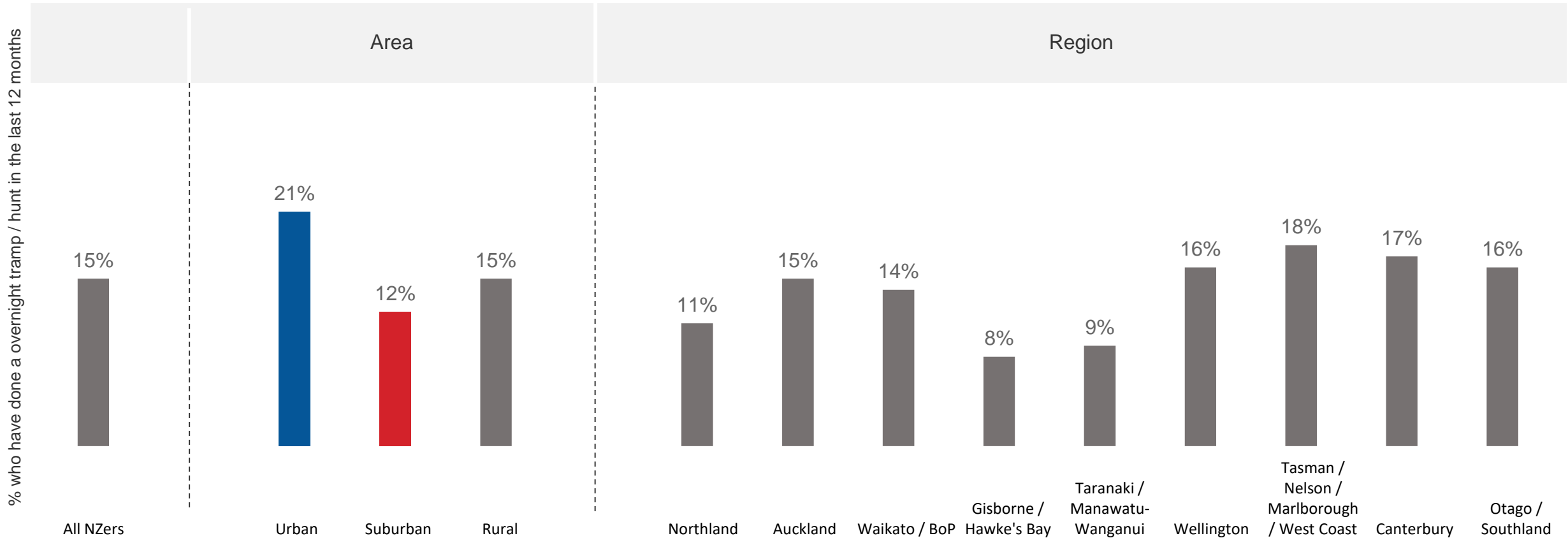
The groups more likely to be taking part in day hikes or hunts are also more likely to do overnight tramps or hunts. However, unlike with day trips, there is a pronounced gender divide for overnight trips – men are more than twice as likely to be staying overnight compared to women.

Q. How many overnight tramps or hunts (staying in a backcountry hut and/or tent) have you done over the last 12 months?



People living in urban areas are also more likely to say they have done an overnight tramp or hunt over the last 12 months. There are no statistically significant regional differences.

How many overnight tramps or hunts (staying in a backcountry hut and/or tent) have you done over the last 12 months?



A photograph of a dense forest with moss-covered ground and a wooden boardwalk. The scene is dimly lit, with sunlight filtering through the trees. The ground is covered in thick, vibrant green moss. A wooden boardwalk made of planks leads through the forest, curving to the right. The trees are tall and thin, with some having thick, gnarled trunks. The overall atmosphere is serene and natural.

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Appendix

Full demographic breakdown of data: gender, age, ethnicity, household income and household structure

		Gender		Age						Ethnicity			Household income			Household structure						
		All NZers	Men	Women	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	NZ European	Māori	Asian	Under \$50k	\$50k to \$100k	Over \$100k	Young, single, living alone	Group flattening	Young couple, no kids	Family, all kids aged 15 plus	Family with young kids	Older couple, no kids at home	Older single, living alone
How many day hikes or day hunts have you done over the last 12 months?	Base size	956	471	480	221	135	175	166	259	701	52	134	191	275	322	47	55	76	113	274	233	116
	None	61%	60%	63%	50%	50%	57%	69%	75%	64%	50%	50%	71%	62%	54%	58%	42%	34%	59%	61%	68%	82%
	1 to 3	25%	24%	25%	34%	32%	23%	21%	15%	23%	31%	35%	19%	22%	28%	24%	26%	47%	31%	26%	19%	9%
	4 to 9	8%	8%	9%	10%	12%	12%	4%	5%	7%	11%	12%	5%	10%	10%	10%	16%	16%	5%	9%	5%	4%
	10 or more	6%	9%	3%	5%	5%	9%	5%	6%	7%	8%	3%	5%	5%	8%	9%	16%	4%	5%	4%	8%	5%
	Nett: At least one	39%	40%	37%	50%	50%	43%	31%	25%	36%	50%	50%	29%	38%	46%	42%	58%	66%	41%	39%	32%	18%
How many overnight tramps or hunts (staying in A backcountry hut and / or tent) gave you done in the last 12 months?	Base size	942	462	475	217	132	169	164	260	698	52	127	185	275	317	50	55	73	112	266	230	116
	None	85%	80%	91%	78%	79%	81%	92%	94%	87%	84%	77%	90%	83%	84%	83%	64%	77%	91%	83%	90%	94%
	1 to 3	11%	15%	7%	15%	16%	14%	6%	5%	9%	15%	17%	8%	10%	12%	8%	25%	17%	6%	14%	7%	4%
	4 to 9	3%	4%	2%	6%	2%	4%	1%	1%	3%	-	5%	1%	5%	3%	7%	7%	5%	2%	2%	2%	2%
	10 or more	1%	2%	1%	1%	2%	1%	1%	*	1%	2%	2%	1%	1%	1%	2%	4%	1%	1%	1%	1%	-
	Nett: At least one	15%	20%	9%	22%	21%	19%	8%	6%	13%	16%	23%	10%	17%	16%	17%	36%	23%	9%	17%	10%	6%

Full demographic breakdown of data: area and region

		Area				Region								
		All NZers	Urban	Suburban	Rural	Northland	Auckland	Waikato / Bay of Plenty	Gisborne / Hawke's Bay	Taranaki / Manawatu-Wanganui	Wellington	Tasman / Nelson / Marlborough / West Coast	Canterbury	Otago / Southland
How many day hikes or day hunts have you done over the last 12 months?	Base size	956	256	562	138	33	318	143	44	77	108	38	130	65
	None	61%	56%	63%	63%	77%	55%	70%	82%	62%	61%	58%	59%	56%
	1 to 3	25%	30%	23%	22%	9%	30%	19%	6%	23%	26%	18%	31%	26%
	4 to 9	8%	7%	9%	9%	3%	10%	6%	12%	11%	6%	11%	5%	6%
	10 or more	6%	6%	6%	6%	12%	5%	5%	-	4%	7%	14%	5%	12%
	Nett: At least one	39%	44%	37%	37%	23%	45%	30%	18%	38%	39%	42%	41%	44%
How many overnight tramps or hunts (staying in A backcountry hut and / or tent) gave you done in the last 12 months?	Base size	942	250	557	135	36	315	136	44	75	108	36	128	64
	None	85%	79%	88%	85%	89%	85%	86%	92%	91%	84%	82%	83%	84%
	1 to 3	11%	17%	8%	11%	8%	9%	11%	8%	5%	14%	12%	14%	14%
	4 to 9	3%	4%	3%	2%	-	5%	3%	-	1%	2%	3%	2%	1%
	10 or more	1%	1%	1%	1%	3%	1%	1%	-	3%	-	3%	2%	1%
	Nett: At least one	15%	21%	12%	15%	11%	15%	14%	8%	9%	16%	18%	17%	16%



FOR FURTHER INFORMATION PLEASE CONTACT

Katelynn Fuller



Kantar Public

Colmar Brunton, a Kantar Company
Level 9, 101 Lambton Quay
Wellington 6011
Phone (04) 913 3000

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