

Land Recreation Quarterly Survey

2023/24 Summer report

Introducing Verian

Verian is the new name for Kantar Public (formerly Colmar Brunton).

Following our divestment from our former parent company, we are now an independent research and evaluation agency, providing evidence and advisory services to government and the public realm, across Aotearoa New Zealand and around the world.

Please get in touch if you have questions or would like to know more.

www.veriangroup.com/nz



Powering decisions
that shape the world.

Background and objectives

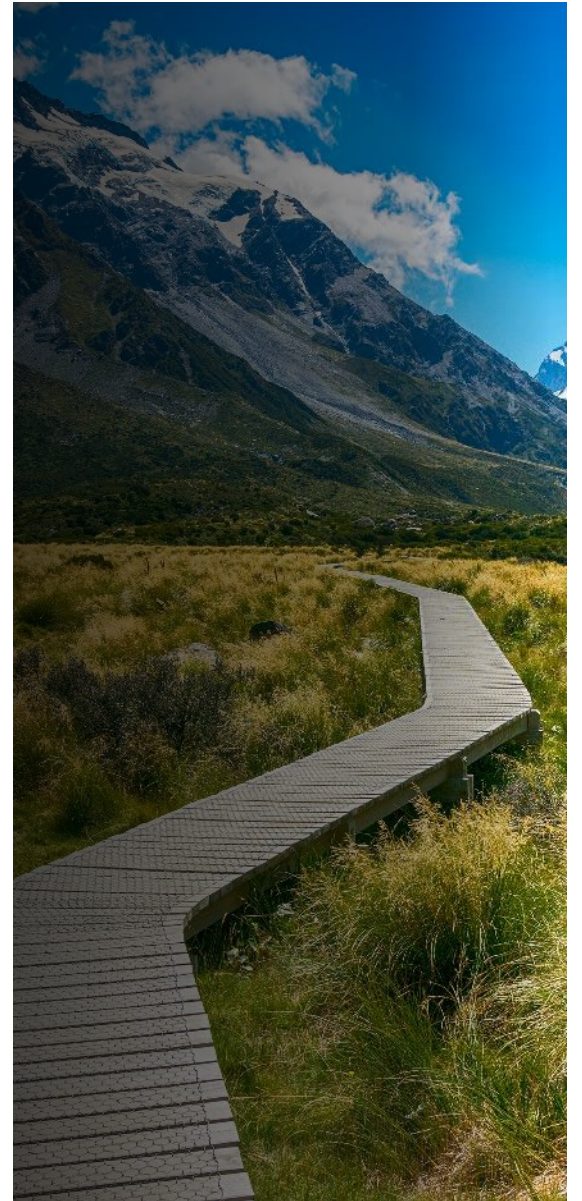
The New Zealand Search and Rescue (NZSAR) Secretariat commissioned Verian (formerly Kantar Public) to undertake ongoing tracking of participation in land-based recreational activities in Aotearoa New Zealand. The research is designed to provide evidence for guiding effort and investment to promote safe outcomes for land-based recreational users and reduce demand on search and rescue services.

Question areas include:

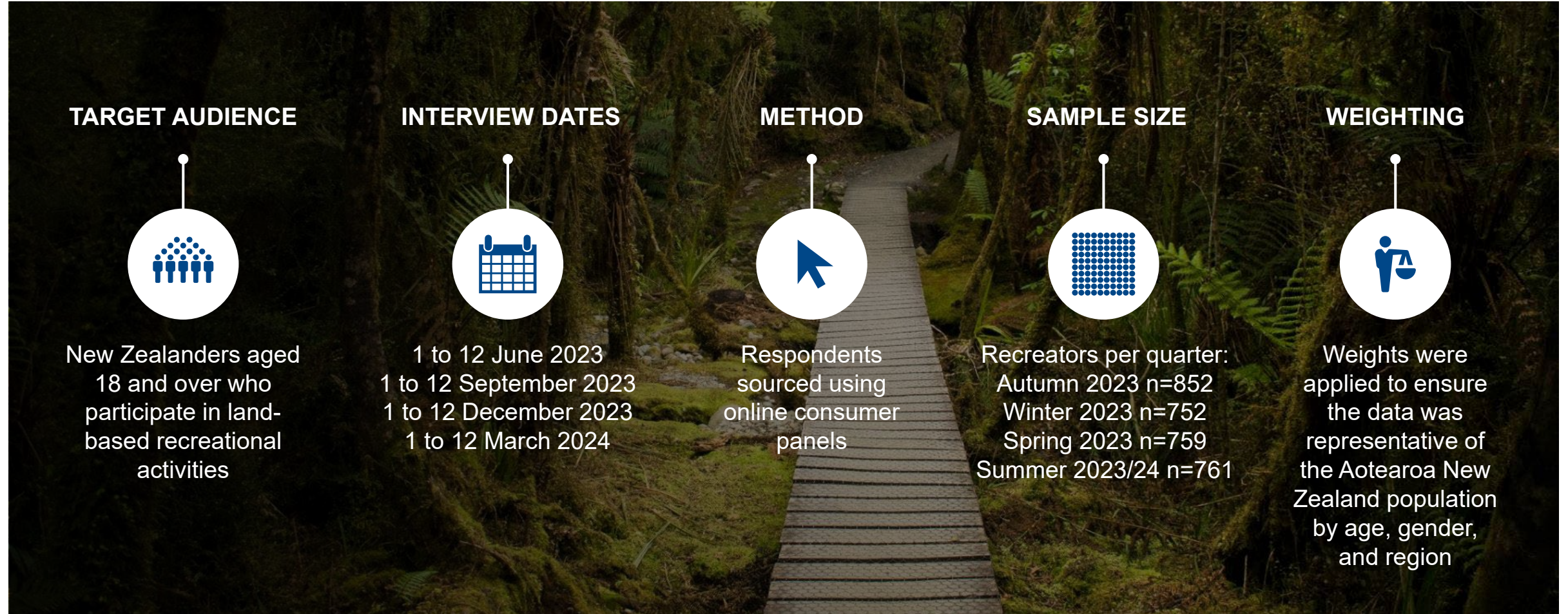
- Participation and frequency
- Levels of experience
- Preparation
- Distress beacon usage
- Commitment to engaging in safe practices
- Effectiveness of safety and prevention messaging
- Experience with search and rescue services
- Key demographics.

Reading notes:

- Due to the nature of online sampling and surveying it is likely that the findings contained in this report are subject to overrepresentation and overestimation and as such should be interpreted with caution.
- Throughout the report the term 'recreators' has been used to describe New Zealanders who are undertaking land-based recreational activities.

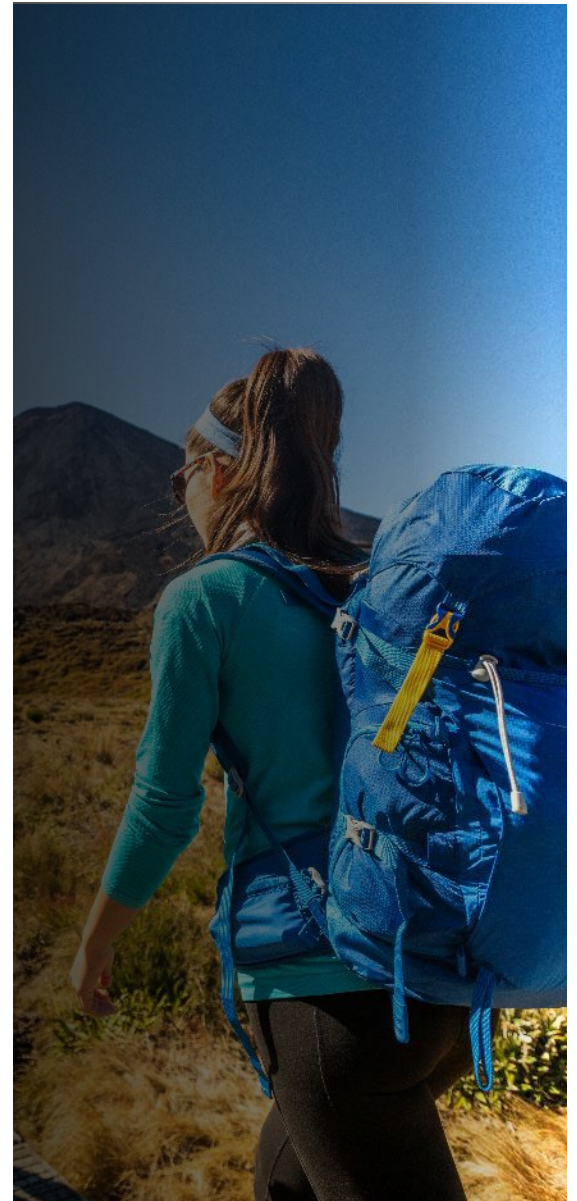


Methodology



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Summary

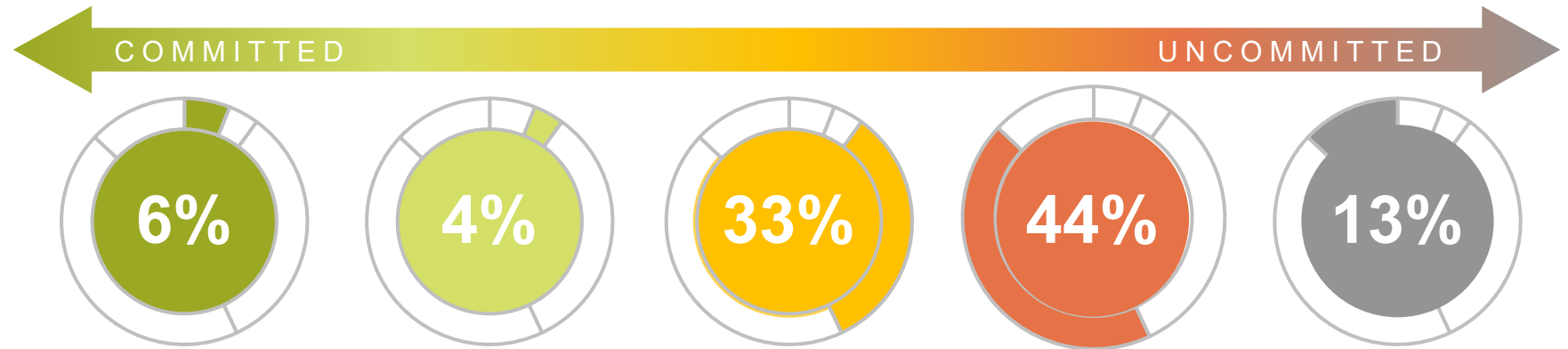
Bikers, hikers, foragers, and trail runners have the highest exposure levels amongst the survey respondents. These recreators are also most likely to lack good preparation habits and equipment and recreate alone. They are therefore less likely, compared with other land-based recreators, to be able to avoid or survive distress situations.

	RELATIVE EXPOSURE	EXPOSURE HOURS PER DAY	PREPARATION	EQUIPMENT	GO ALONE
Mountain biking / bikepacking		●	●	●	●
Hiking (single day)		●	●	●	●
Foraging (on land)		●	●	●	●
Trail running		●	●	●	●
Driving an off-road vehicle		●	●	●	●
Tramping (overnight)		●	●	●	●
Land-based fishing		●	●	●	●
Skiing or snowboarding		●	●	●	●
He hononga ā whakapapa		●	●	●	●
Outdoor rock climbing		●	●	●	●
Caving		●	●	●	●
Hunting		●	●	●	●
Alpine climbing / mountaineering		●	●	●	●
Canyoning		●	●	●	●

COMMITMENT THEORY

The more committed someone is to a behaviour, the more likely they are to follow through with their intentions. In our case, being prepared for any eventuality, every time.

Most recreators are Fluctuators or Followers. Very few are committed to being prepared for any eventuality, every time.

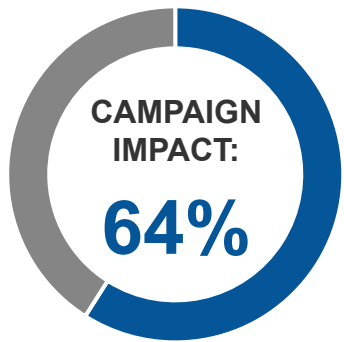


ADVOCATES	ABIDERS	FLUCTUATORS	FOLLOWERS	RELUCTANT
Advocates believe it's their responsibility to keep themselves and others safe. They'll follow all the guidelines and hold themselves up as role models.	Abiders are committed to keeping themselves safe, but they are unlikely to seek to influence others. They're cautious about risks and proactively take action to avoid harm in all settings.	The Fluctuators have a pretty good understanding of what they should be doing, and their intentions are good. However, often their behaviour doesn't line up.	Followers would like to stay safe but are easily deterred by barriers (effort, costs etc.). They judge the risks based on what other people are doing – if others are prepared they will generally follow suit.	The Reluctant are generally disengaged and either don't recognise the risks or feel the risk is too low to warrant change.

- Primary commitment barriers
- Not seeing a need to plan before setting off
 - Not worrying about what could go wrong

The new distress beacon ad tend to be quite emotive, more than half of recreators who don't currently carry a distress beacon say they would do as a result of seeing the ad.

Campaign



Distress beacons

79% of recreators know what a distress beacon is

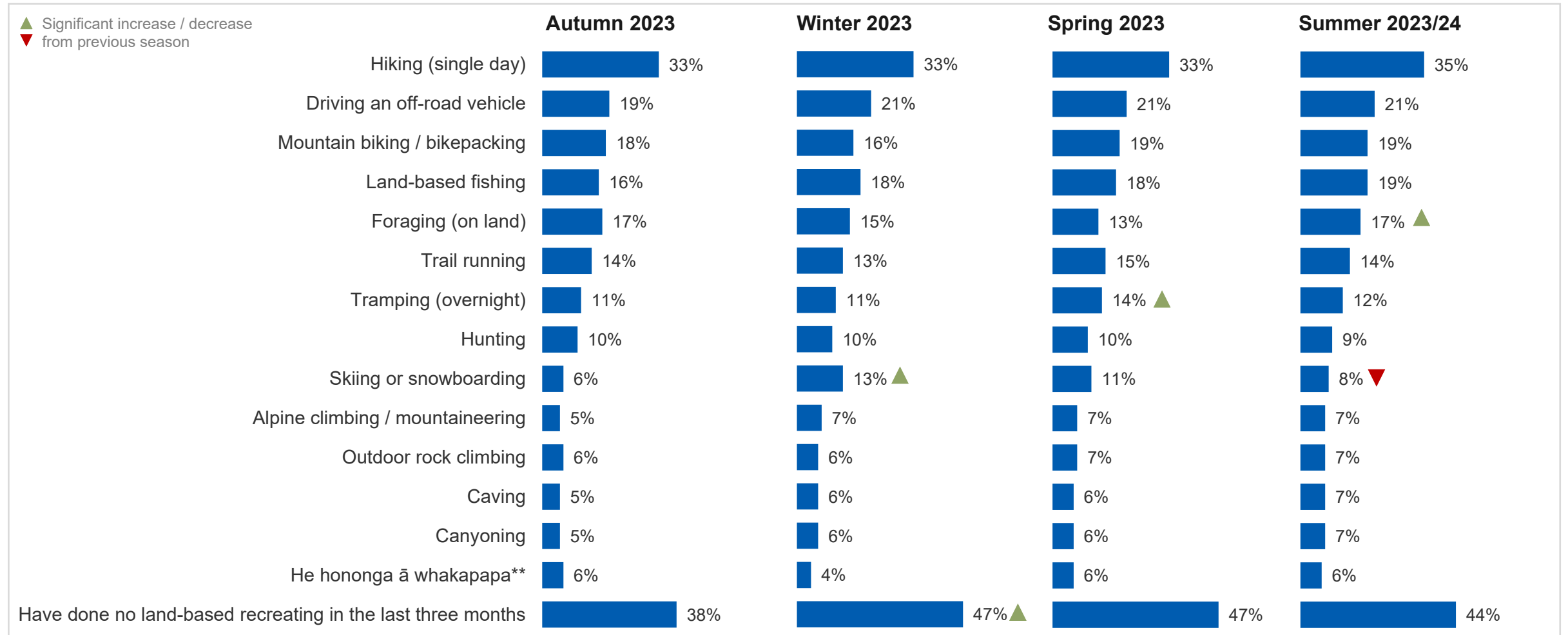
18% own a distress beacon or have one in their household

25% either hire or borrow a distress beacon for recreating

1

New Zealanders and their land-based recreational activities

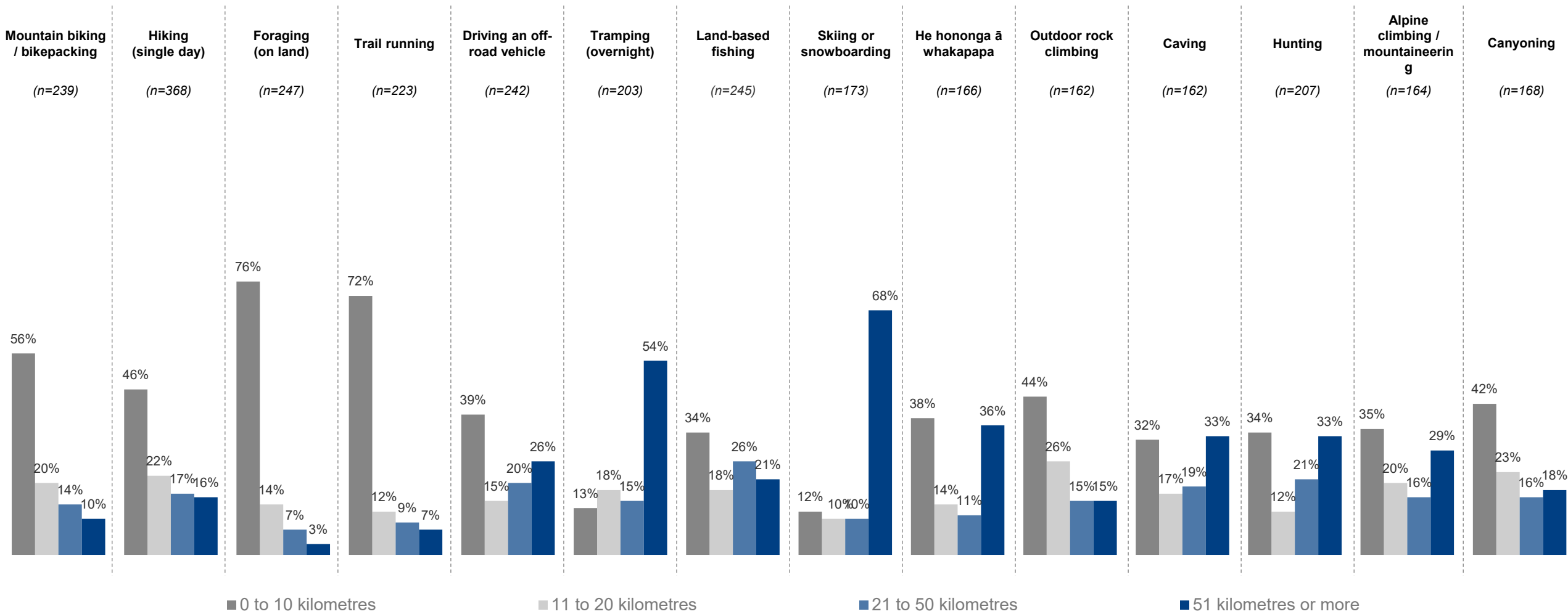
In each of the four seasons, more than half of all New Zealanders carried out at least one land-based recreational activity*.



When we multiply these recreation proportions by the average number of trips and the average number of days per trip, we can see that the activities with the greatest exposure across the last 12 months are: Biking, hiking, foraging, and trail running.

	RELATIVE EXPOSURE (last 12 months)	Proportion recreating (average across last 12 months)	Average number of trips per recreator (last 12 months)	Average number of days per trip (average across last 12 months)
Hiking (single day)		33%	31	1
Driving an off-road vehicle		21%	29	1
Mountain biking / bikepacking		18%	56	1
Land-based fishing		18%	24	1
Foraging (on land)		16%	50	1
Trail running		14%	52	1
Tramping (overnight)		12%	16	3
Hunting		10%	27	2
Skiing or snowboarding		9%	27	2
Alpine climbing / mountaineering		6%	40	1
Outdoor rock climbing		7%	57	1
Caving		6%	53	1
Canyoning		6%	40	1
He hononga ā whakapapa		6%	52	2

Most recreators stay relatively close to home. Trampers and skiers and snowboarders are most likely to travel (50km or more) to begin their respective activities.



2

Risk factors

The four high-exposure activities (biking, hiking, foraging, and trail running) also fall into high-risk categories in terms of lacking equipment and/or preparation. These activities are also most likely to be carried out alone.





























	HOURS	PREPARATION				EQUIPMENT		OTHER	
	Average exposure hours per day	Did research beforehand	Familiar with area	Shared plans	Checked weather (before)	Took an emergency communication device or tool designed to seek help	Equipment (number of items out of ten listed)	Went alone	Went into the back country
Mountain biking / bikepacking (n=239)	3.2	53%	86%	60%	80%	8%	4	37%	41%
Hiking (single day) (n=368)	3.7	68%	71%	55%	90%	5%	4	18%	51%
Foraging (on land) (n=247)	2.2	45%	90%	46%	67%	3%	4	42%	32%
Trail running (n=223)	2.2	61%	90%	71%	81%	7%	4	59%	46%
Driving an off-road vehicle (n=242)	3.6	57%	74%	62%	76%	14%	5	22%	51%
Tramping (overnight) (n=203)	7.0	91%	65%	92%	96%	40%	8	10%	84%
Land-based fishing (n=245)	4.4	57%	86%	61%	90%	5%	5	17%	31%
Skiing or snowboarding (n=173)	4.7	73%	77%	69%	87%	11%	5	6%	35%
He hononga ā whakapapa (n=166)	5.0	54%	80%	73%	77%	9%	5	25%	49%
Outdoor rock climbing (n=162)	4.6	73%	79%	81%	77%	32%	7	8%	74%
Caving (n=162)	4.2	75%	72%	75%	75%	49%	7	8%	80%
Hunting (n=207)	6.4	61%	84%	88%	83%	33%	7	17%	68%
Alpine climbing / mountaineering (n=164)	5.7	81%	75%	82%	86%	39%	7	9%	85%
Canyoning (n=168)	4.8	70%	76%	77%	79%	39%	7	11%	75%

Risk analysis: Preparation

Trampers tend to be most diligent before setting off. They are more likely than other recreators to do research, share plans, and check the weather before setting off. Bikers, hikers, foragers, off-roaders, and fishers are least likely to share their plans with other before setting off.

		PREPARATION			
		Did research beforehand	Familiar with area	Shared plans	Checked weather (before)
Mountain biking / bikepacking	(n=239)	53%	86%	60%	80%
Hiking (single day)	(n=368)	68%	71%	55%	90%
Foraging (on land)	(n=247)	45%	90%	46%	67%
Trail running	(n=223)	61%	90%	71%	81%
Driving an off-road vehicle	(n=242)	57%	74%	62%	76%
Tramping (overnight)	(n=203)	91%	65%	92%	96%
Land-based fishing	(n=245)	57%	86%	61%	90%
Skiing or snowboarding	(n=173)	73%	77%	69%	87%
He hononga ā whakapapa	(n=166)	54%	80%	73%	77%
Outdoor rock climbing	(n=162)	73%	79%	81%	77%
Caving	(n=162)	75%	72%	75%	75%
Hunting	(n=207)	61%	84%	88%	83%
Alpine climbing / mountaineering	(n=164)	81%	75%	82%	86%
Canyoning	(n=168)	70%	76%	77%	79%

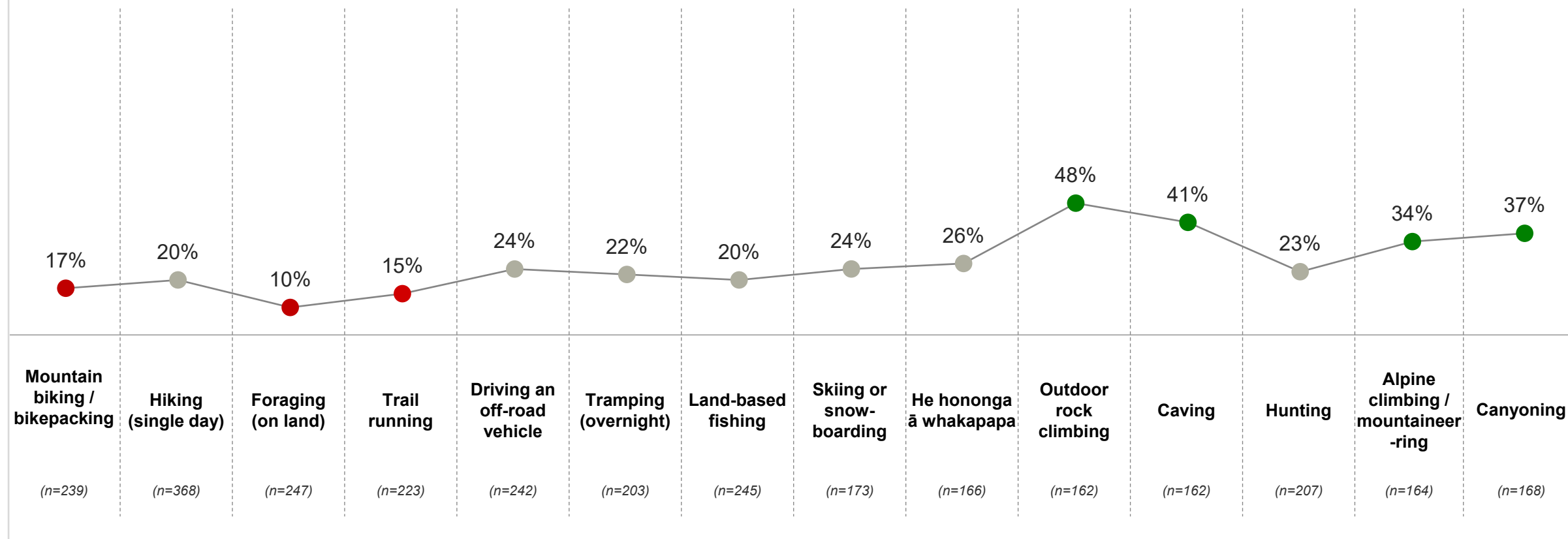
Most recreators (across all activities) say that they like to thoroughly research all aspects before they set off. However, not everyone practices the actual behaviour. Bikers, foragers, off-roaders, fishers, and those practicing he hononga ā whakapapa are least likely to do research before setting off.

		Attitude <i>'I like to thoroughly research all aspects before I set off'</i>	Behaviour <i>'Did some research before going'</i>
Mountain biking / bikepacking	(n=239)	 62%	 53%
Hiking (single day)	(n=368)	 65%	 68%
Foraging (on land)	(n=247)	 57%	 45%
Trail running	(n=223)	 63%	 61%
Driving an off-road vehicle	(n=242)	 60%	 57%
Tramping (overnight)	(n=203)	 75%	 91%
Land-based fishing	(n=245)	 59%	 57%
Skiing or snowboarding	(n=173)	 61%	 73%
He hononga ā whakapapa	(n=166)	 64%	 54%
Outdoor rock climbing	(n=162)	 75%	 73%
Caving	(n=162)	 68%	 75%
Hunting	(n=207)	 72%	 61%
Alpine climbing / mountaineering	(n=164)	 77%	 81%
Canyoning	(n=168)	 65%	 70%



Recreators going rock climbing, caving, alpine climbing/mountaineering or canyoning are most likely to rely on others to do the planning.

This chart shows the % of recreators who rely on others to do the planning



Research sources vary greatly depending on the activity. For example, people going tramping, hiking or alpine climbing are most likely to use the DOC website, while people going foraging, off-roading, fishing, hunting or practicing hononga ā whakapapa tend to seek information from friends or family members.

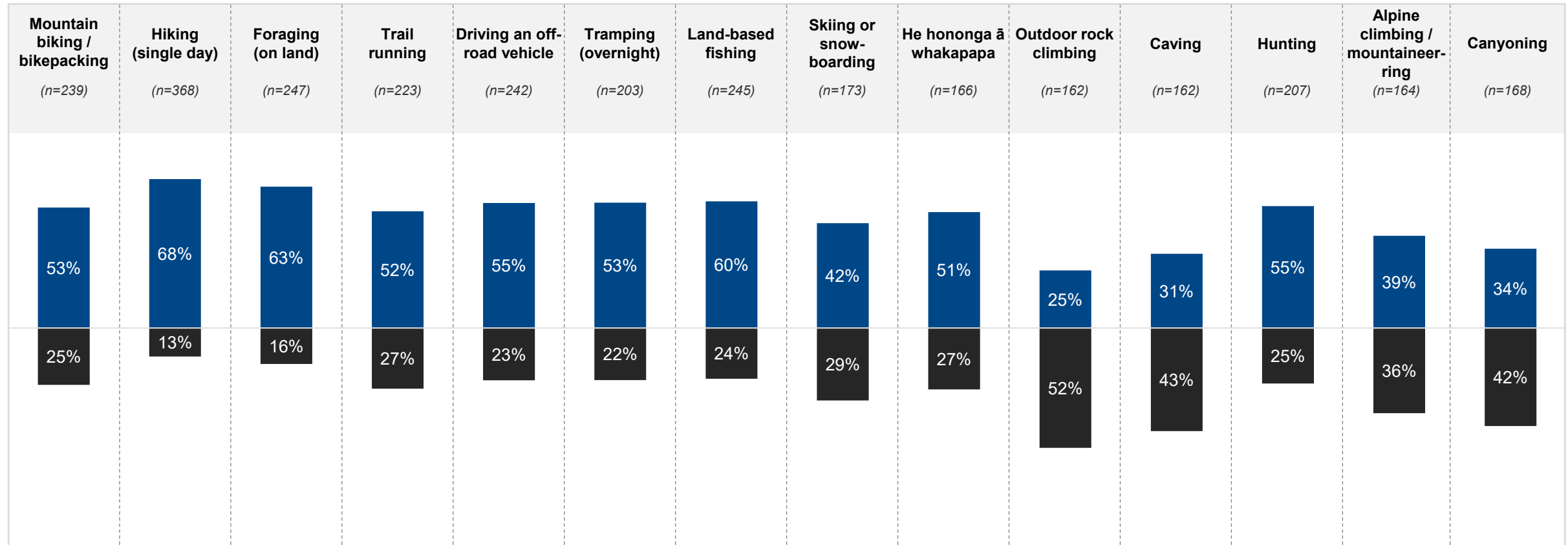
	Department of Conservation website	Friends or family members	Social media	Tourism NZ website	Physical map	Plan My Walk	Activity specific apps or websites	Regional Tourism Organisation website(s)	Clubs	Pamphlets	Other
Mountain biking / bikepacking (n=124)	27%	35%	10%	12%	19%	11%	20%	13%	3%	5%	6%
Hiking (single day) (n=250)	56%	28%	14%	9%	16%	12%	7%	11%	3%	8%	12%
Foraging (on land) (n=110)	25%	60%	23%	2%	8%	10%	3%	0%	5%	1%	10%
Trail running (n=137)	40%	45%	17%	11%	6%	17%	14%	8%	7%	3%	8%
Driving an off-road vehicle (n=138)	32%	54%	17%	12%	18%	7%	8%	7%	7%	4%	8%
Tramping (overnight) (n=180)	80%	36%	9%	7%	20%	13%	6%	9%	8%	3%	6%
Land-based fishing (n=129)	16%	53%	13%	0%	15%	1%	11%	2%	1%	2%	15%
Skiing or snowboarding (n=123)	16%	35%	22%	27%	8%	6%	27%	10%	6%	7%	4%
He hononga ā whakapapa (n=84)	30%	69%	8%	3%	21%	9%	0%	8%	1%	2%	5%
Outdoor rock climbing (n=116)	37%	31%	25%	28%	4%	11%	17%	10%	13%	7%	1%
Caving (n=119)	47%	31%	19%	30%	9%	25%	18%	15%	6%	7%	3%
Hunting (n=128)	41%	61%	6%	4%	23%	3%	5%	2%	11%	0%	7%
Alpine climbing / mountaineering (n=127)	57%	26%	23%	24%	13%	25%	14%	17%	6%	3%	1%
Canyoning (n=118)	46%	30%	19%	28%	12%	22%	11%	13%	7%	5%	4%

The MetService website is the most utilised weather resource.

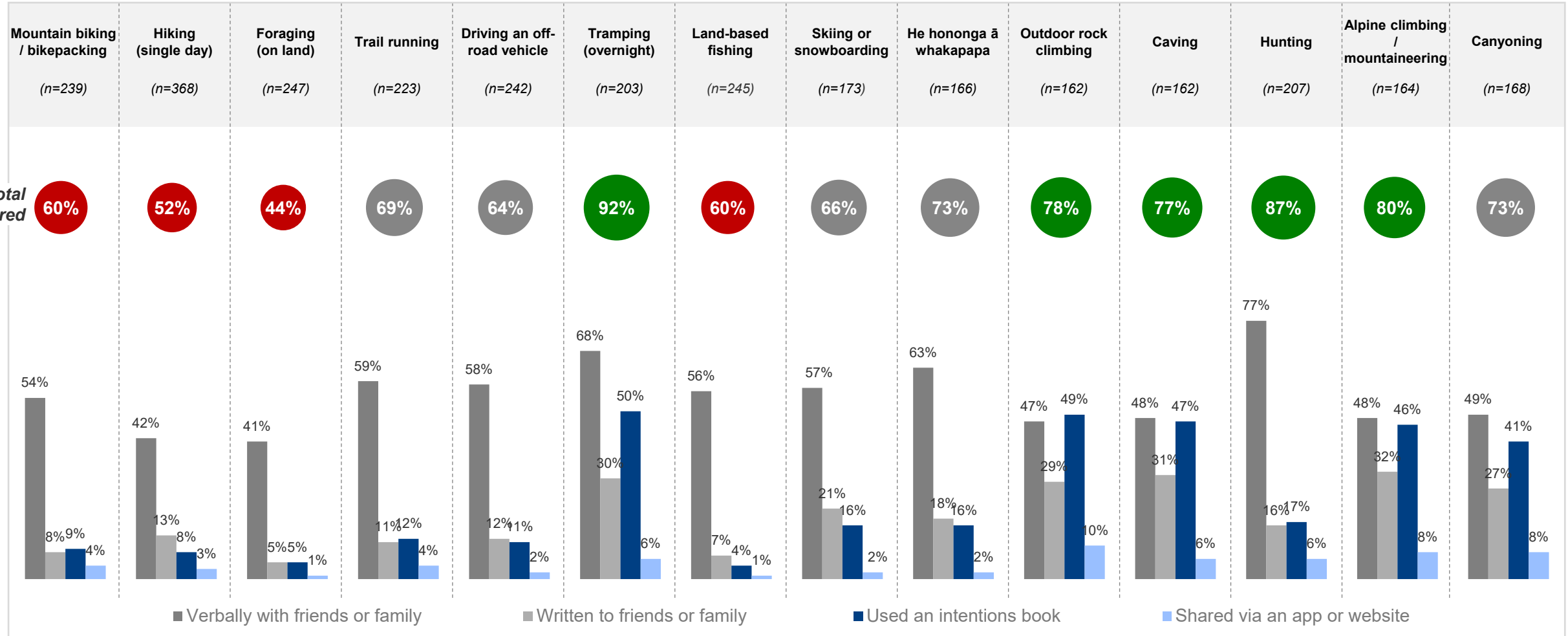
	MetService.com	NIWA.co.nz	TV	Windy.com	Radio	www.yr.no	metvuw.com	Newspaper	Other
Mountain biking / bikepacking (n=191)	84%	4%	6%	4%	4%	7%	5%	3%	7%
Hiking (single day) (n=330)	83%	5%	6%	4%	3%	4%	1%	5%	10%
Foraging (on land) (n=165)	74%	3%	14%	6%	8%	2%	4%	8%	12%
Trail running (n=188)	89%	7%	5%	8%	3%	4%	3%	3%	9%
Driving an off-road vehicle (n=189)	87%	8%	12%	7%	12%	3%	3%	5%	8%
Tramping (overnight) (n=197)	87%	17%	5%	11%	5%	10%	7%	2%	6%
Land-based fishing (n=219)	82%	10%	9%	11%	4%	3%	5%	2%	10%
Skiing or snowboarding (n=153)	85%	7%	6%	8%	4%	4%	3%	2%	6%
He hononga ā whakapapa (n=122)	86%	9%	9%	5%	9%	1%	-	3%	6%
Outdoor rock climbing (n=140)	68%	9%	11%	13%	8%	4%	5%	7%	5%
Caving (n=147)	68%	19%	13%	13%	10%	4%	4%	11%	3%
Hunting (n=179)	81%	14%	12%	14%	6%	9%	5%	3%	9%
Alpine climbing / mountaineering (n=157)	76%	24%	11%	15%	6%	9%	7%	7%	3%
Canyoning (n=146)	79%	11%	10%	13%	11%	4%	6%	4%	4%

Most recreators are open to the idea of changing their plans (e.g. due to bad weather). The exceptions being outdoor rock climbers, cavers, and canyoneers, who are more reluctant to change their plans.

■ Open to changing plans ■ Generally reluctant to change plans



When it comes to logging intentions, most recreators tend to do this verbally with friends or family. However, many recreators share their intentions in more than one way. Trampers, rock climbers, cavers, hunters, and alpine climbers are most likely to share their intentions.































Information most likely to be given by recreators when sharing their intentions includes: planned activity, intended location or route, and expected start and return time/date.

	Planned activity	Intended location/routes	Expected start time and/or date	Expected return time and/or date	Group members' details	Travel plans (to and from the area)	Plans after finishing activity	Location planned to leave a vehicle	Vehicle make and model	Vehicle registration	Alternative location/routes	List of emergency equipment taken
Mountain biking / bikepacking (n=143)	95%	91%	85%	80%	67%	65%	60%	50%	42%	41%	29%	22%
Hiking (single day) (n=179)	96%	89%	78%	79%	67%	65%	54%	41%	42%	39%	31%	20%
Foraging (on land) (n=111)	96%	94%	91%	92%	83%	71%	56%	45%	40%	37%	39%	22%
Trail running (n=156)	91%	88%	86%	81%	74%	65%	55%	47%	39%	38%	38%	29%
Driving an off-road vehicle (n=152)	93%	90%	82%	83%	77%	70%	68%	57%	66%	60%	48%	35%
Tramping (overnight) (n=172)	98%	92%	94%	98%	79%	81%	74%	68%	49%	51%	51%	35%
Land-based fishing (n=149)	98%	94%	88%	89%	73%	77%	59%	48%	53%	44%	39%	16%
Skiing or snowboarding (n=117)	95%	76%	78%	83%	75%	76%	61%	50%	53%	46%	43%	26%
He hononga ā whakapapa (n=116)	93%	87%	87%	82%	80%	73%	64%	53%	43%	38%	43%	31%
Outdoor rock climbing (n=115)	86%	79%	77%	80%	81%	77%	75%	70%	60%	60%	62%	56%
Caving (n=116)	84%	76%	76%	76%	68%	73%	66%	64%	60%	64%	61%	57%
Hunting (n=177)	93%	90%	91%	91%	83%	80%	75%	67%	65%	59%	57%	48%
Alpine climbing / mountaineering (n=120)	90%	80%	77%	86%	76%	78%	80%	66%	53%	51%	63%	69%
Canyoning (n=118)	87%	71%	78%	74%	68%	70%	66%	68%	57%	58%	56%	51%



Risk analysis: Equipment

Bikers, hikers, foragers, and trail runners tend to be the least well equipped during their recreational activities.

		EQUIPMENT	
		Took an emergency communication device	Equipment (average number of items out of ten listed)
Mountain biking / bikepacking	(n=239)	 8%	 4
Hiking (single day)	(n=368)	 5%	 4
Foraging (on land)	(n=247)	 3%	 4
Trail running	(n=223)	 7%	 4
Driving an off-road vehicle	(n=242)	 14%	 5
Tramping (overnight)	(n=203)	 40%	 8
Land-based fishing	(n=245)	 5%	 5
Skiing or snowboarding	(n=173)	 11%	 5
He hononga ā whakapapa	(n=166)	 9%	 5
Outdoor rock climbing	(n=162)	 32%	 7
Caving	(n=162)	 49%	 7
Hunting	(n=207)	 33%	 7
Alpine climbing / mountaineering	(n=164)	 39%	 7
Canyoning	(n=168)	 39%	 7

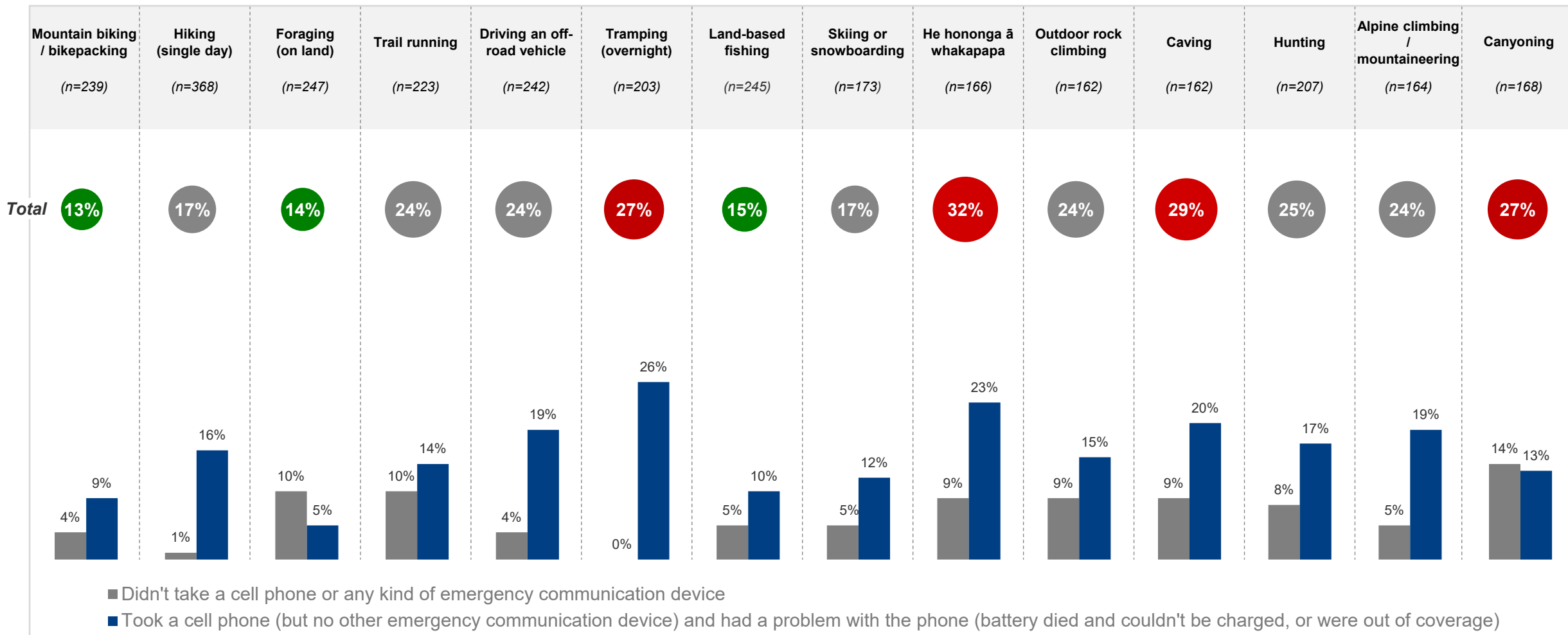
Trampers, outdoor rock climbers, cavers, hunters, alpine climbers, and canyioners tend to be the most well equipped during their recreational activities.

	Took an emergency communication device or tool designed to seek help	Took a cell phone	Took warm clothing	Took extra water	Took wet weather clothing	Took extra food	Took first aid equipment	Took a dry Bag	Took an emergency blanket or bag	Took an emergency whistle	Took a way to purify water
Mountain biking / bikepacking (n=239)	8%	96%	66%	69%	41%	43%	37%	27%	17%	13%	12%
Hiking (single day) (n=368)	5%	99%	73%	73%	51%	56%	33%	24%	13%	8%	5%
Foraging (on land) (n=247)	3%	90%	65%	49%	36%	32%	26%	29%	11%	9%	7%
Trail running (n=223)	7%	89%	56%	56%	36%	37%	30%	26%	18%	18%	14%
Driving an off-road vehicle (n=242)	14%	96%	78%	64%	52%	51%	62%	32%	34%	12%	16%
Tramping (overnight) (n=203)	40%	97%	98%	80%	96%	91%	89%	82%	68%	55%	50%
Land-based fishing (n=245)	5%	95%	85%	70%	49%	58%	47%	37%	19%	7%	8%
Skiing or snowboarding (n=173)	11%	94%	97%	66%	75%	66%	35%	41%	25%	20%	18%
He hononga ā whakapapa (n=166)	9%	90%	81%	60%	60%	57%	52%	42%	29%	13%	14%
Outdoor rock climbing (n=162)	32%	88%	78%	78%	69%	73%	74%	61%	56%	54%	47%
Caving (n=162)	49%	83%	81%	71%	70%	65%	68%	68%	60%	51%	53%
Hunting (n=207)	33%	90%	90%	67%	74%	68%	70%	57%	49%	38%	22%
Alpine climbing / mountaineering (n=164)	39%	89%	85%	79%	77%	75%	73%	68%	61%	49%	46%
Canyoning (n=168)	39%	80%	75%	69%	67%	69%	61%	63%	50%	56%	40%

Trampers, rock climbers, cavers, hunters, alpine climbers, and canyoneers are most likely to carry emergency communication devices. Personal locator beacons are the most commonly used emergency communication devices/tools.

		TOTAL Took an emergency communication device or tool designed to seek help	Different types of emergency communication devices / tools taken				
			Distress beacon (personal locator beacon)	Satellite phone	Satellite emergency notification device (e.g. Garmin inReach)	Radio (e.g. VHF or mountain radio)	Flares
Mountain biking / bikepacking	(n=239)	8%	6%	2%	1%	1%	1%
Hiking (single day)	(n=368)	5%	4%	0%	0%	0%	0%
Foraging (on land)	(n=247)	3%	2%	0%	0%	1%	1%
Trail running	(n=223)	7%	5%	1%	1%	0%	0%
Driving an off-road vehicle	(n=242)	14%	8%	2%	2%	6%	2%
Tramping (overnight)	(n=203)	40%	34%	5%	4%	6%	3%
Land-based fishing	(n=245)	5%	4%	0%	0%	2%	0%
Skiing or snowboarding	(n=173)	11%	7%	1%	2%	1%	0%
He hononga ā whakapapa	(n=166)	9%	7%	1%	2%	2%	3%
Outdoor rock climbing	(n=162)	32%	15%	17%	10%	5%	3%
Caving	(n=162)	49%	28%	20%	15%	14%	6%
Hunting	(n=207)	33%	26%	6%	2%	7%	6%
Alpine climbing / mountaineering	(n=164)	39%	23%	9%	10%	12%	8%
Canyoning	(n=168)	39%	21%	16%	14%	12%	7%

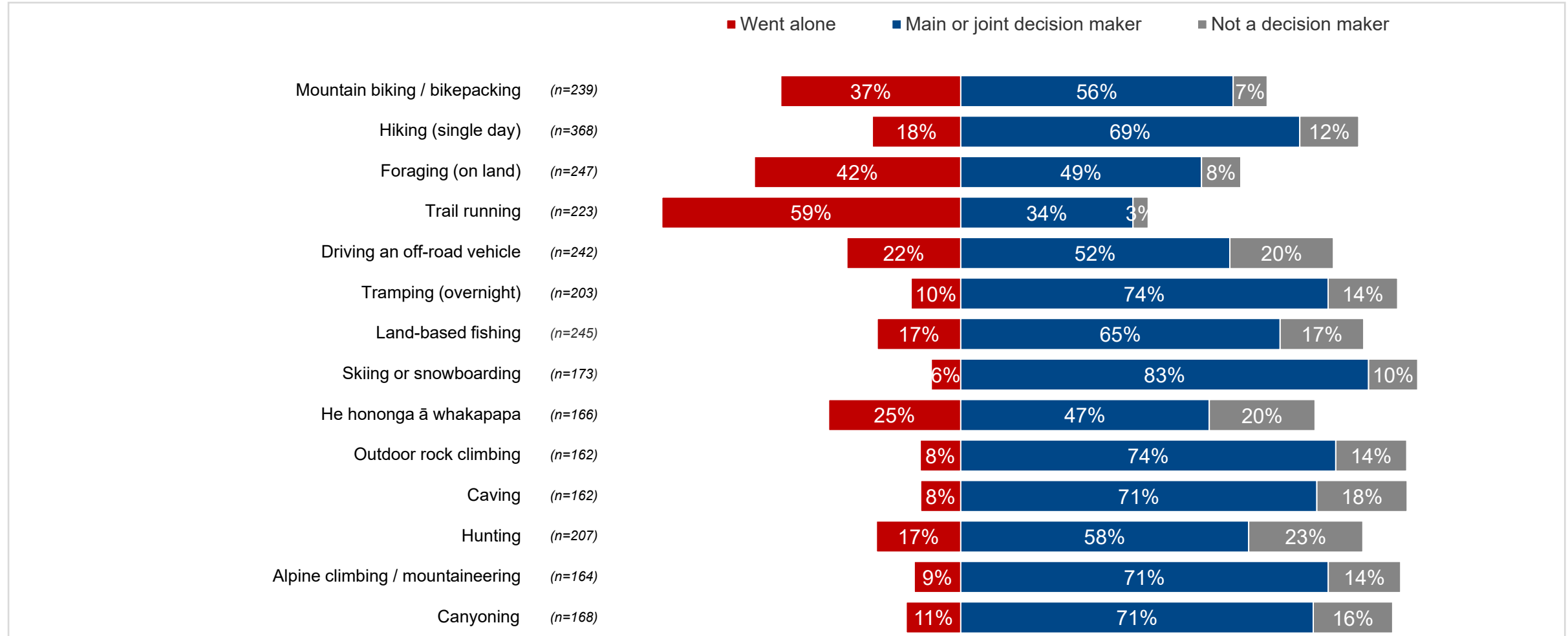
People going tramping, practicing he hononga ā whakapapa, caving, or canyoning are most likely to head out, or be caught out, without any kind of emergency communication device (including a cell phone).



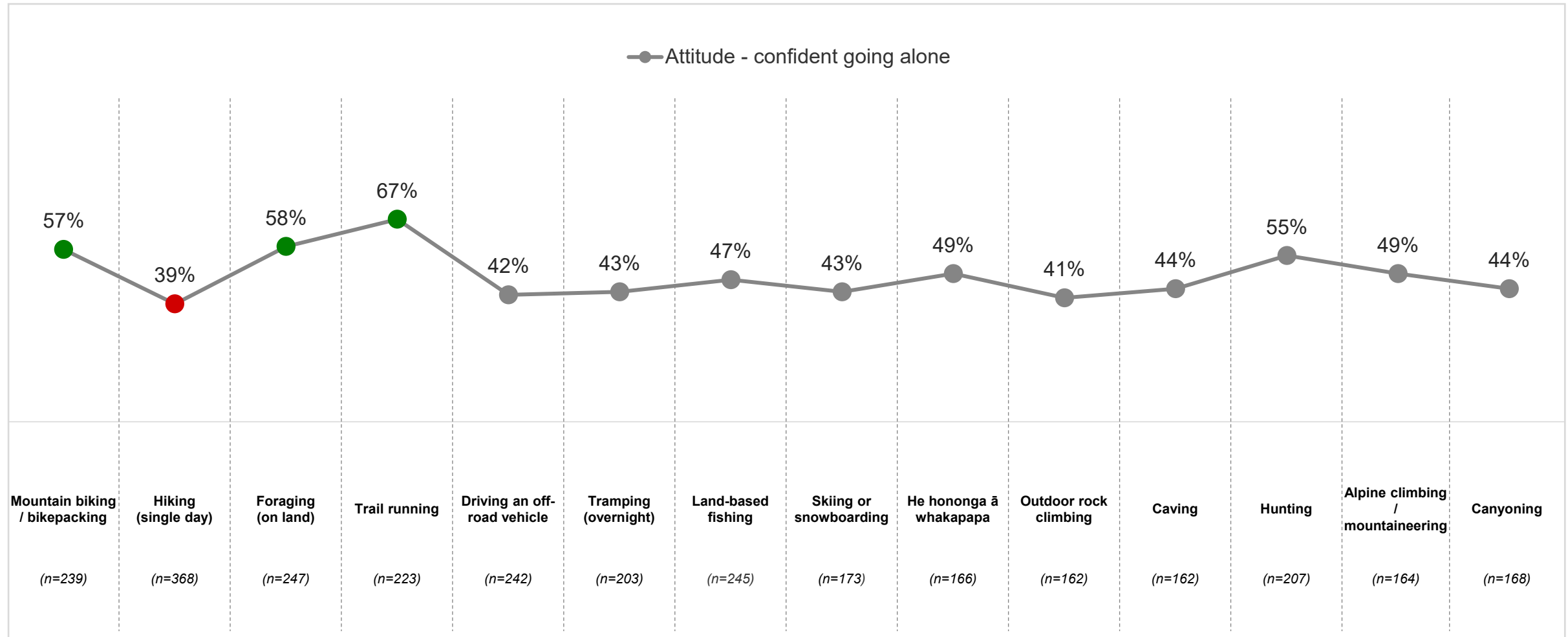


Risk analysis: Group dynamics

Trail runners are most likely to recreate alone, followed by foragers and mountain bikers. Off-roading, he hononga ā whakapapa, and hunting are the activities most likely to have a group dynamic where one or more members of the group take on a decision-making role.



Bikers, foragers and trail runners are most likely to feel confident going alone.



3

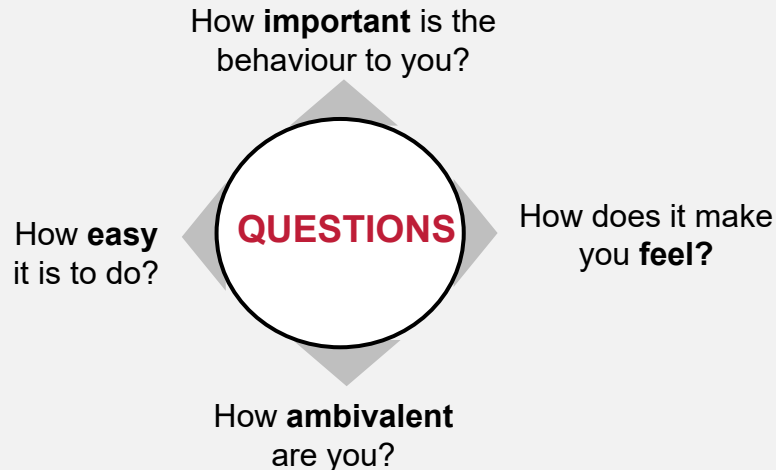
Commitment

Commitment theory

The latest thinking in behavioural theory suggests that 'commitment' to a behaviour is important in determining whether people will follow-through on their intention to do a behaviour. That is, the more committed someone is to a behaviour, the more likely they are to follow through with their intention.

The Verian Behavioural Commitment Model was developed in conjunction with international academics and is used widely in Aotearoa New Zealand and across the world to not only understand commitment to a behaviour but also how to strengthen commitment. The model uses four questions to segment people into five levels of commitment to a behaviour (in our case, preparing for any eventuality, every time).

FOUR QUESTIONS TO DEFINE ...



... FIVE COMMITMENT GROUPS

The questions allow us to categorise individuals along a continuum of commitment into one of five groups. These groups are distinct in terms of mindset, motivation and behaviour.



ADVOCATES

Let me tell you...



ABIDERS

I'll do my bit



FLUCTUATORS

Of course... but maybe...



FOLLOWERS

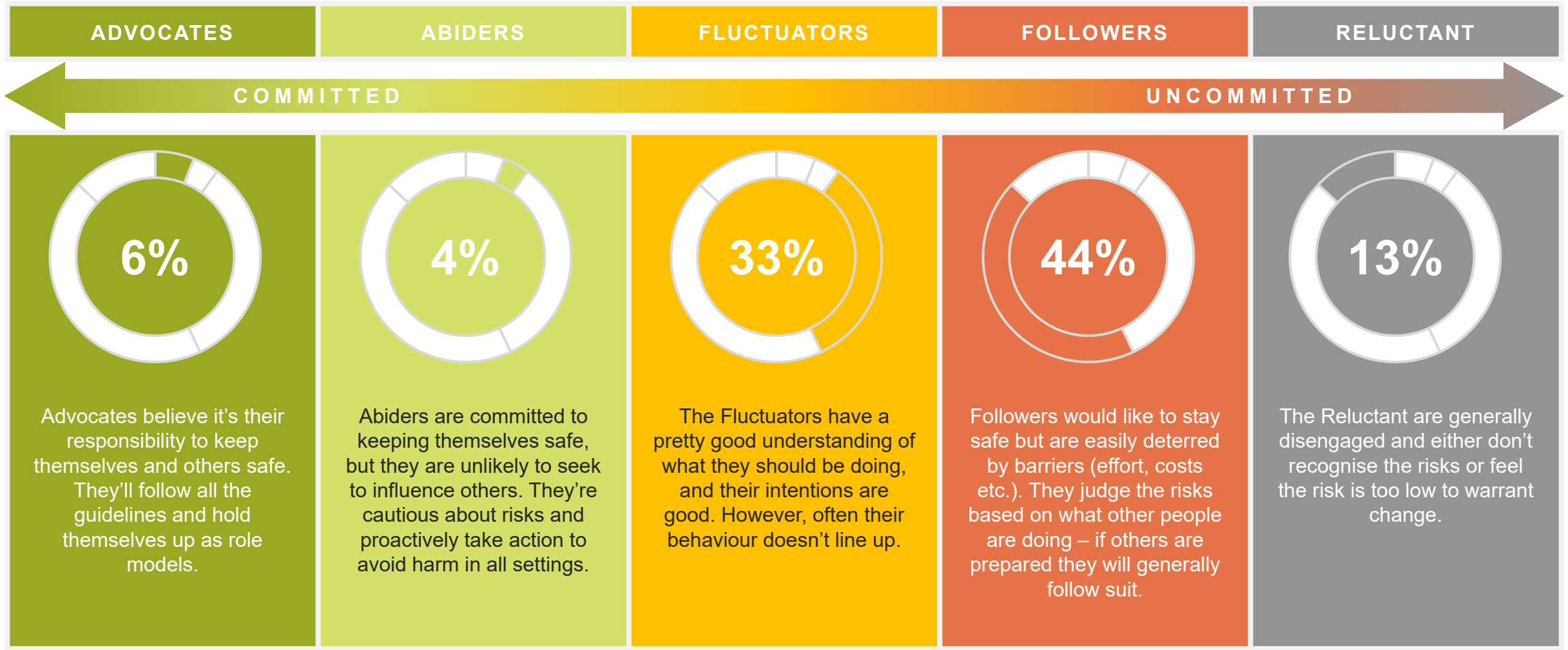
I'll do what they're doing



RELUCTANT

Nah, I don't think I will

Most recreators are Fluctuators or Followers. Very few are committed to being prepared for any eventuality, every time they carry out their land-based recreational activities.

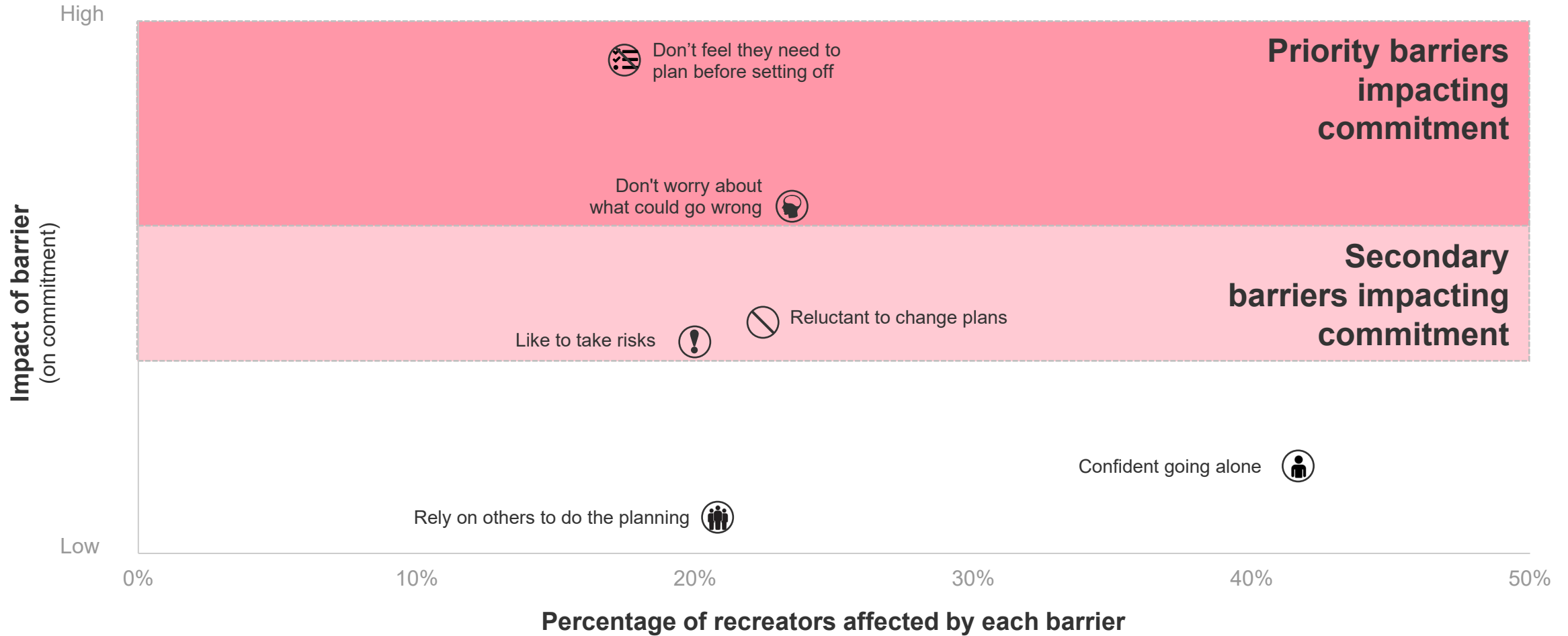


Commitment varies greatly depending on the activity being carried out. Bikers, foragers, trail runners, and skiers and snowboarders are least likely to be committed to being prepared every time they recreate.



		ADVOCATES	ABIDERS	FLUCTUATORS	FOLLOWERS	RELUCTANT
Mountain biking / bikepacking	(n=239)	4%	3%	27%	48%	19%
Hiking (single day)	(n=368)	5%	1%	32%	47%	15%
Foraging (on land)	(n=247)	3%	2%	31%	46%	18%
Trail running	(n=223)	3%	3%	24%	53%	17%
Driving an off-road vehicle	(n=242)	7%	4%	36%	38%	15%
Tramping (overnight)	(n=203)	7%	4%	44%	40%	5%
Land-based fishing	(n=245)	7%	8%	31%	44%	10%
Skiing or snowboarding	(n=173)	4%	5%	29%	43%	19%
He hononga ā whakapapa	(n=166)	12%	6%	39%	36%	7%
Outdoor rock climbing	(n=162)	6%	4%	34%	48%	9%
Caving	(n=162)	6%	5%	36%	44%	8%
Hunting	(n=207)	11%	7%	42%	36%	5%
Alpine climbing / mountaineering	(n=164)	6%	2%	36%	45%	11%
Canyoning	(n=168)	7%	4%	32%	46%	9%

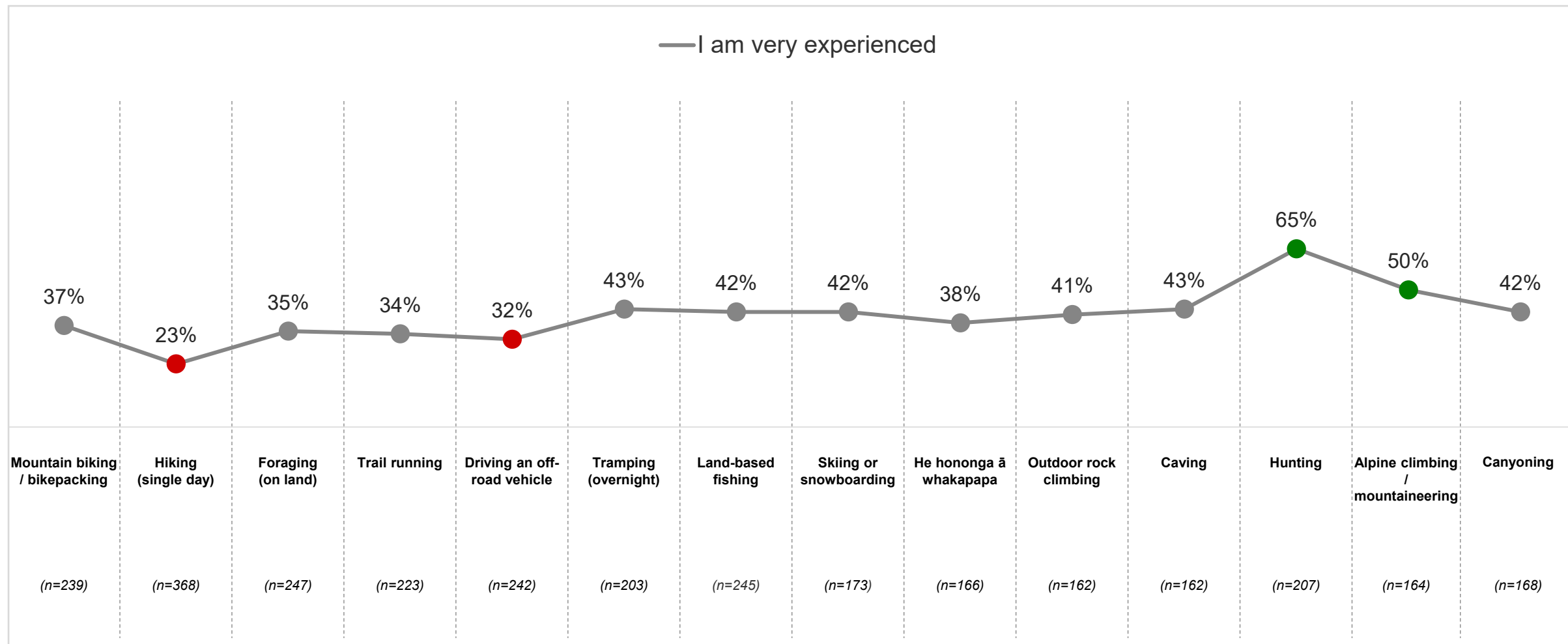
This research explored the impact of six attitudinal barriers to being fully prepared. Two barriers stand out as priorities: recreators not feeling a need to plan before setting off and not worrying about what could go wrong. Two other barriers were deemed to be secondary priorities. These are: liking to take risks and being reluctant to change plans.



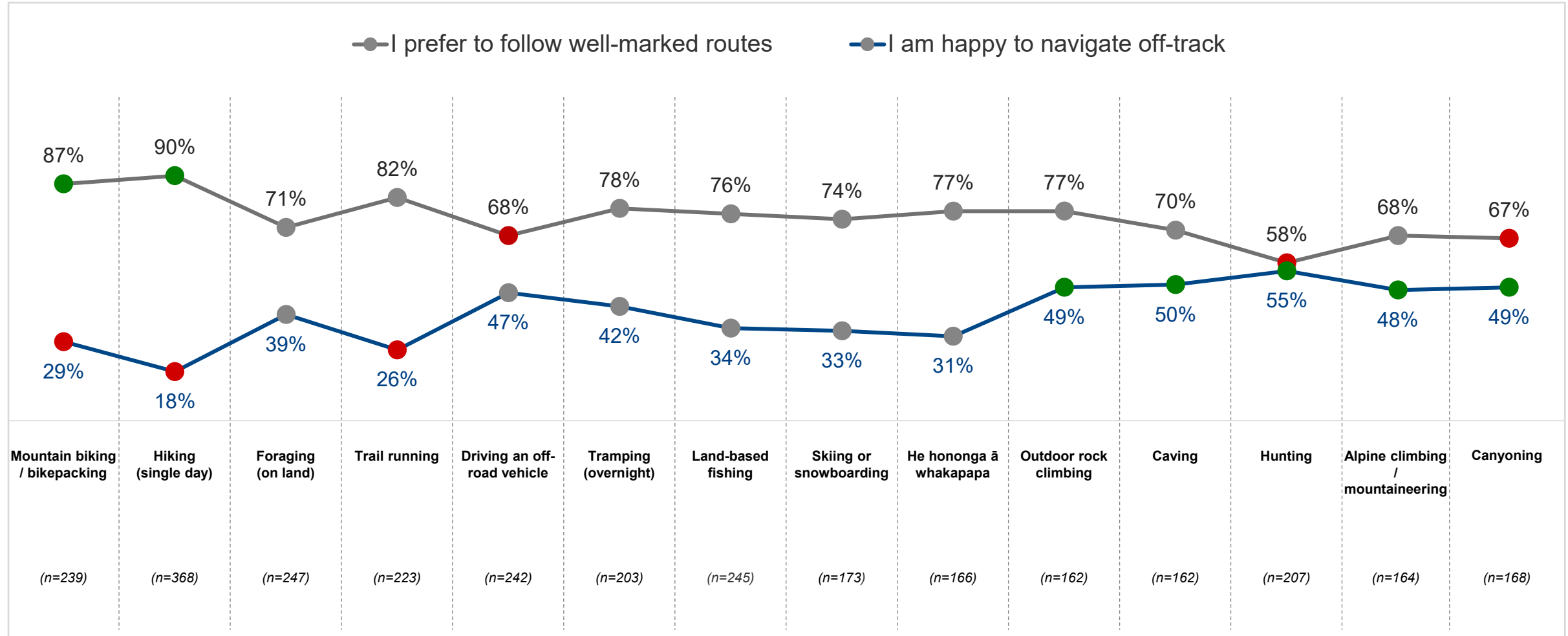
4

Attitudes

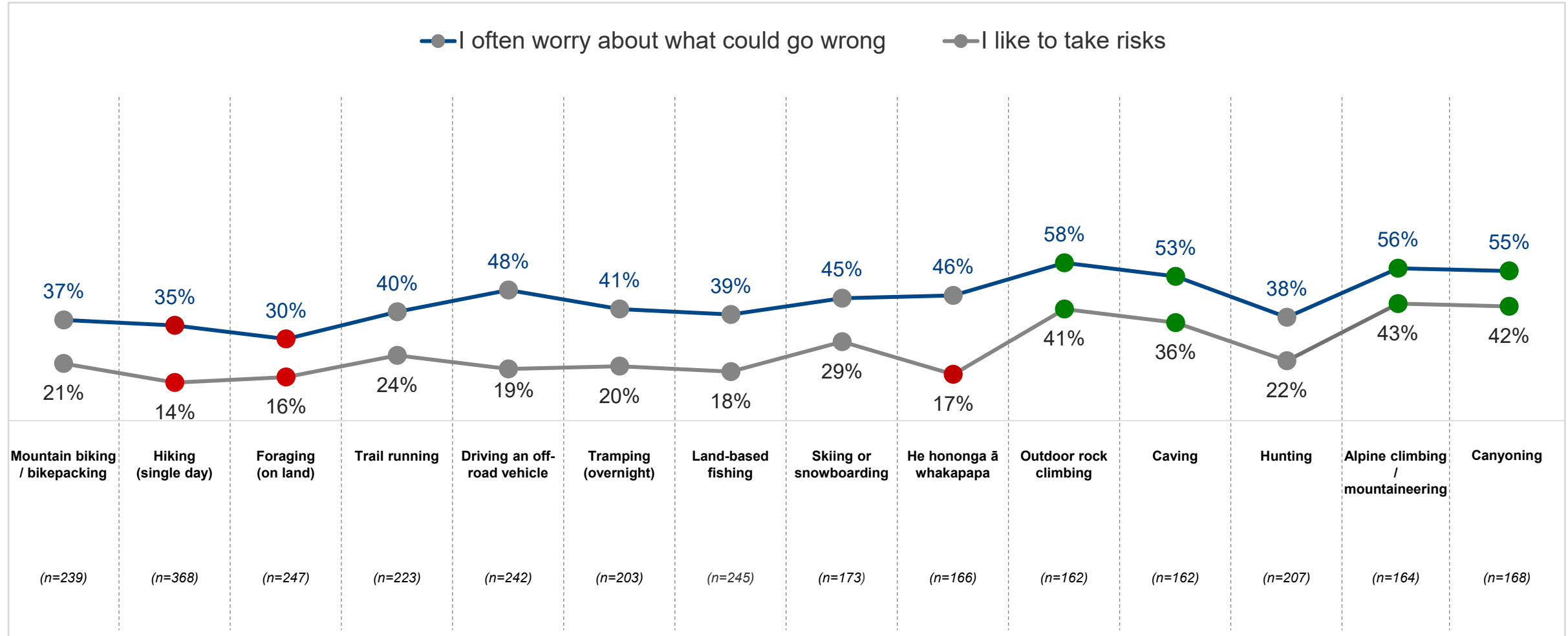
Few recreators consider themselves to be very experienced. Hunters and alpine climbers are most likely to consider themselves very experienced, while hikers and off-roaders are least likely to feel this way.



Most recreators prefer to follow well-marked routes. However, around half of rock climbers, cavers, hunters, alpine climbers, and canyoneers are happy to navigate off-track.



Outdoor rock climbers, cavers, alpine climbers, and canyoneers are most likely to be risk takers. However, they are also most likely to worry about what could go wrong.

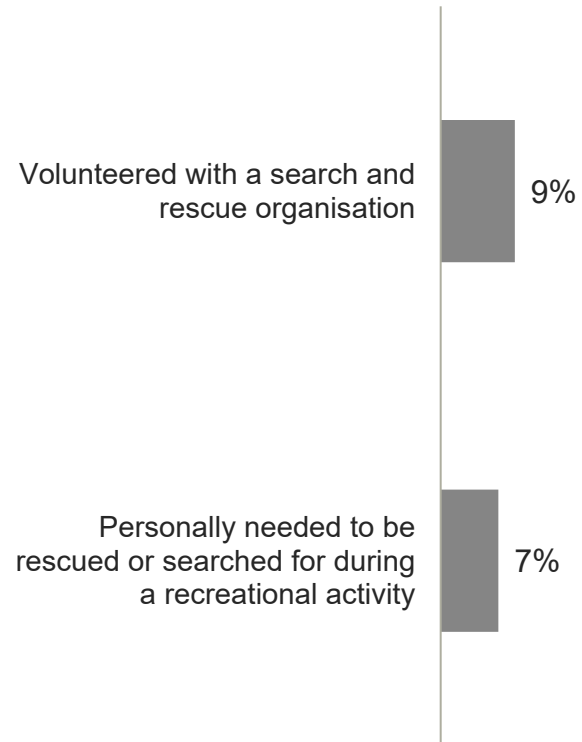


5

Incidents



Nine percent of recreators say they have volunteered with a search and rescue organisation. Seven percent say they have personally been searched for or rescued during a recreational activity in the past three months.



Interactions with search and rescue services are generally very effective at influencing positive behaviour change. Most recreators who have had these interactions say that they have changed the way they prepare for, or undertake, outdoor recreational activities.



Q. What do you do differently now when preparing for, or undertaking, outdoor activities?

Impact of interactions:

79%

of recreators who have been searched for and/or rescued or have volunteered with a search and rescue organisation in the past three months have changed their behaviours as a result.

"Don't go alone anymore."

"Notify others with place and timeframes."

"Double check, not just my own, but friends gear."

"Awareness around physical map use, locator beacon."

"Take extra food and water."

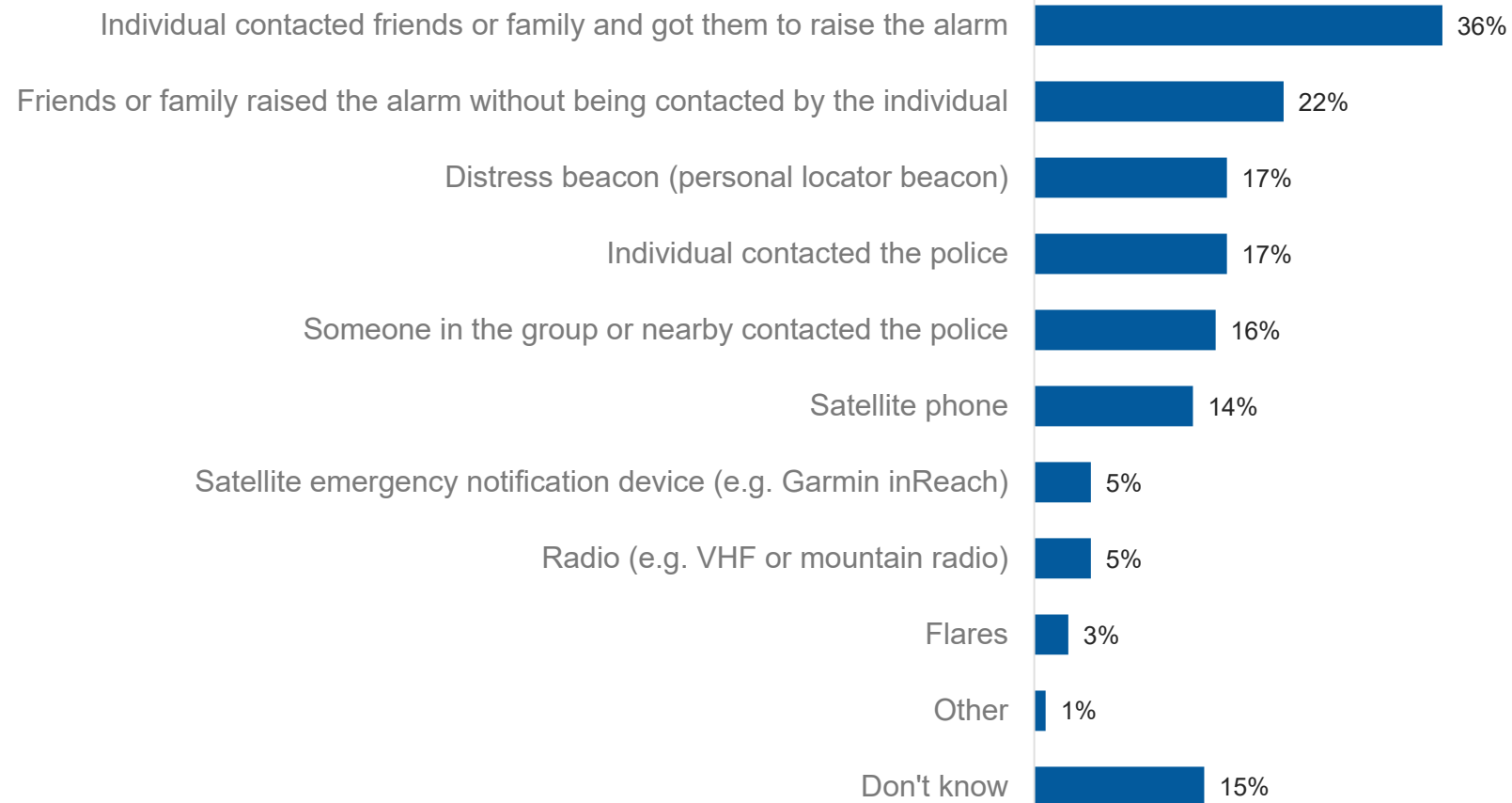
"Doing more preparation work."

"Always have a back up plan."

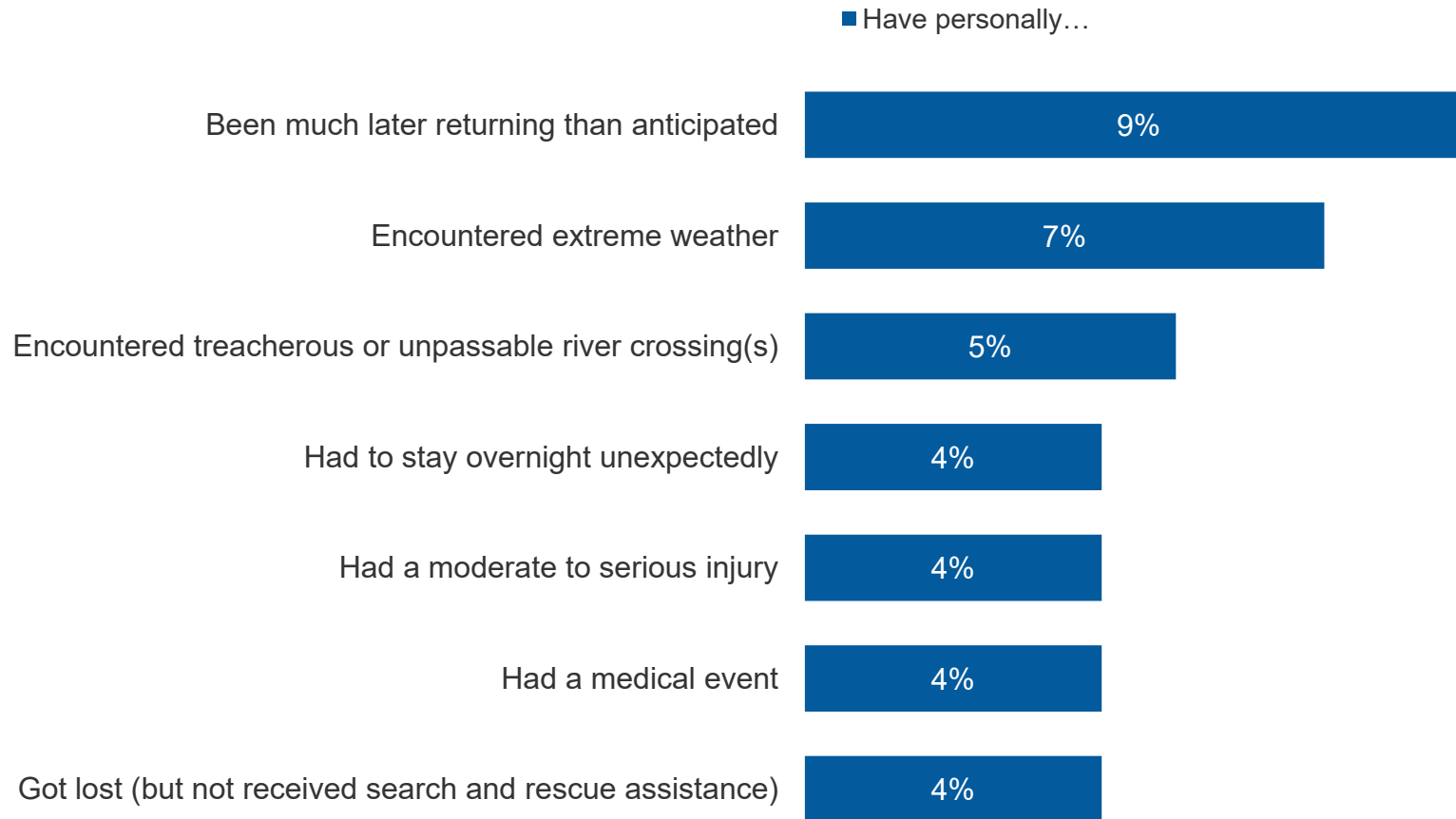
"Torch wet weather gear and let people know intended times."

"I am more cautious, better prepared, GPS locator a must at all times and informing people where, when and what we plan to do, date and time information left behind with friends/relatives."

Distress situations tend to be primarily communicated through, or by, friends and/or family.



The most common non-emergency incidents that recreators experience are returning much later than anticipated and/or extreme weather*.



While not as impactful as interactions with search and rescue services, non-emergency incidents are still very effective in terms of influencing positive behaviour change. About half of recreators who have experienced an incident say they have since changed the way they prepare for, or undertake, their outdoor recreational activities.

Impact of non-emergency incidents:

52%

of recreators who have had a non-emergency incident while recreating in the past three months have changed their behaviours as a result.

“

Q. What do you do differently now when preparing for, or undertaking, outdoor activities?

“make sure phone is charged and take more food/water.”

“To ensure that my plans are known by someone.”

“Always try to prepare as best I can.”

“I have taken more care in my preparation when doing these activities. I ensure the area is easily accessible and will not go if there is a hint of bad weather.”

“Check websites and related content.”

“Double checking everything, plans and equipment.”

“Add contingency time in case of unexpected delays.”

“make sure that I understand the route and terrain.”

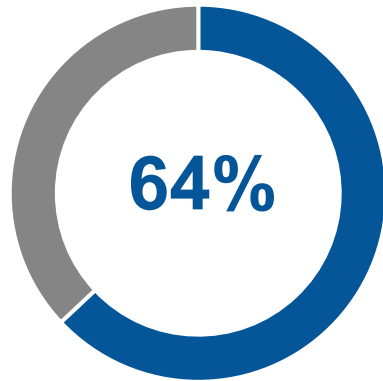
“Medical first aid kits, more water, GPS.”

6

Campaign evaluation

The new distress beacon ad is quite emotive, nearly two thirds of recreators who don't currently carry a distress beacon say they would do as a result of seeing the ad.

AD IMPACT



say the ad would encourage them to take a distress beacon (this excludes those who already carry a distress beacon)



When asked what the ad takeouts were, recreators tended to focus on the importance of carrying a distress beacons.

“

“Cell service is not available everywhere and small accidents can cause dangerous situations in the backcountry. Taking a PLB is a necessary precaution.”

“Very informative and able to give the message across but does not say which outdoor stores.”

“Good. Maybe make clear that person in distress and not doing yoga.”

“Please take a beacon when going off track or into the wilderness so others searching can find you.”

“That there is not always phone coverage. Only a beacon would potentially be able to save your life if you get into trouble.”

“When hiking or away from the township or city for hunting etc, to be prepared for an accident by taking a distress beacon with you to get immediate help.”

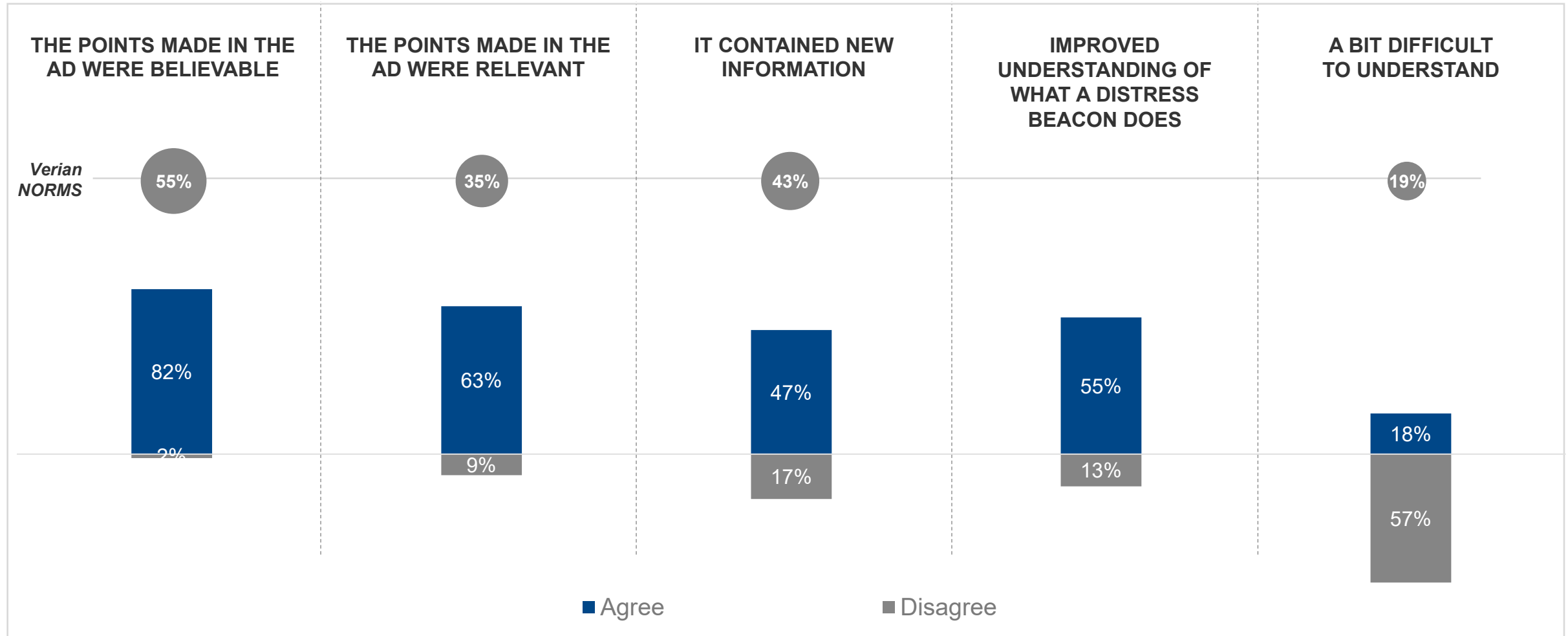
“Hire a locator beacon.”

“That phones aren't reliable as they might not have service, but a beacon is reliable as it's bright enough to catch someone's attention.”

“Hire or buy a beacon as well as a mobile.”

“Beacons are more reliable than phones and you can hire.”

Three-quarters of recreators feel the ad is believable. More than half feel it is relevant and helps improve beacon knowledge. Just under half feel the ad contains new information, The ad performs well compared with Verian ad norms.



7

Distress beacons

The majority of recreators know what a distress beacon is. Here are some descriptions of distress beacons provided by survey respondents.



79%

of recreators feel they know what a distress beacon is

“A beacon to set off when you are lost so someone can find you.”

“A distress beacon is a small physical device used to call for assistance from a nearby satellite in the sky to communicate with responders who can assess your issue/problem and send necessary assistance.”

“An electronic device that can be used in a life threatening situation and will inform respective authority to help.”

“A beacon that can be activated in emergencies to provide SAR with my last GPS signal coordinates.”

“A device that when activated, will send your location out to authorities in case of an emergency.”

“Beacon that can be activated to notify emergency services.”

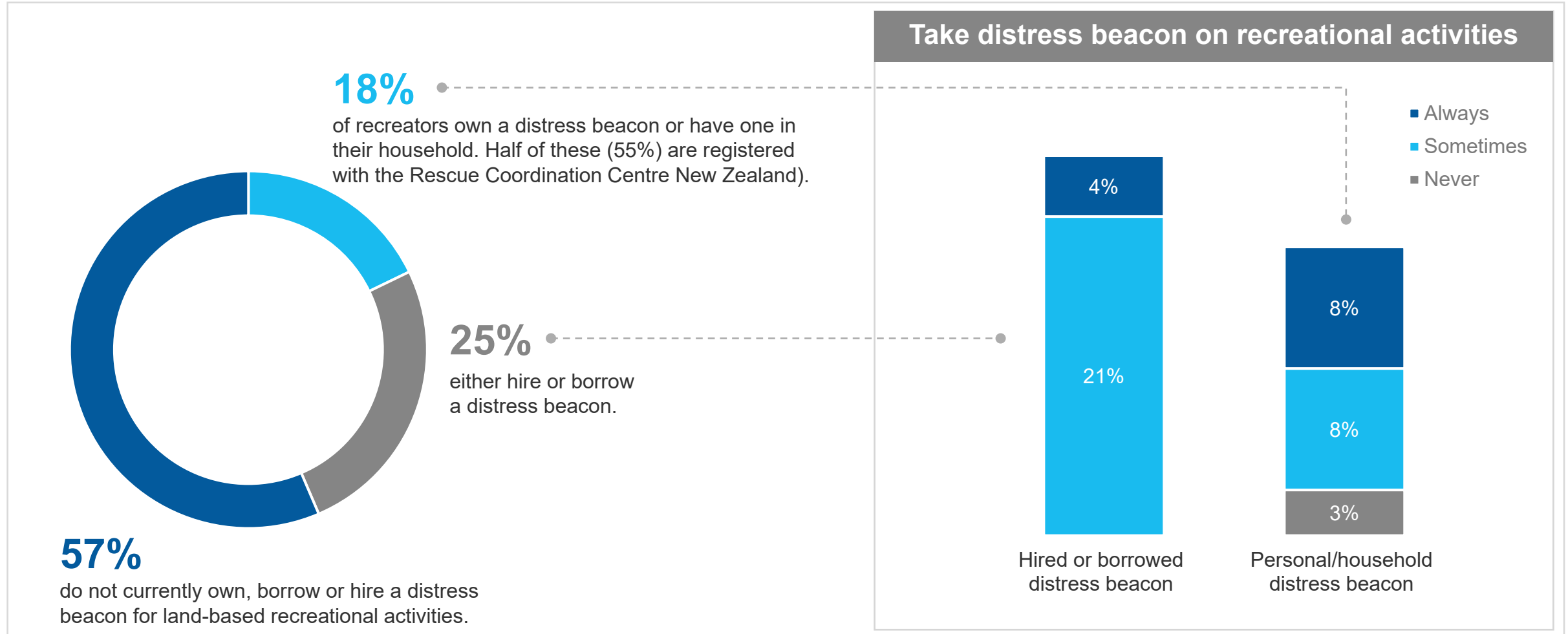
“It’s a beacon which help the authorities to find someone who has lost in wilderness or needs assistance.”

“Sends warning alert and GPS locates your position.”

“Device to advise of my location in an emergency.”

“A device that will send a signal usually via GPS to get help.”

Eighteen percent of recreators own a distress beacon or have one in their household. An additional twenty-five percent of recreators hire or borrow a beacon at least sometimes.



Here are some examples of why people always / sometimes / never take distress beacons with them.

Always take a distress beacon

"I do a lot of tramping and pest control work and don't want to be a statistic."

"Never know when you might need it."

"Life's not worth the risk."

"It's small and portable and silly not to take it."

"In case an accident happens to me, my group or someone else."

"Always plan for the worst case scenario."

"To remove the risk of being caught out if something was to happen."

"Even a sprained ankle can be disastrous in the back country and cell phone reception is not reliable. Additionally, there are many other outdoor users I may encounter who may need to use my distress beacon."

Sometimes take a distress beacon

"Depends where we are going."

"Take if I know there is no cell reception, or in more remote locations."

"Only when hunting for safety."

"If it is a trip where I'm not completely confident in my route and the conditions."

"Depends on what I'm doing and where."

"When I'm going alone and to more remote locations."

"When the perceived risk level is greater than normal."

Never take a distress beacon

"Don't go far enough out in the country."

"They are quite expensive and when hiring there's a process to take which takes too long."

"I don't know where to access one and I never think anything will go too bad that it would be needed."

"Cost and because I rely on my phone for emergencies or my own wits and experience."

"Don't think it's necessary for the level of difficulty I'm doing."

"Don't believe it necessary for my day walks."

"Going to known spots and carrying a cellphone."

"Don't think we go far enough into the wop wops to get lost."

"I never knew it was needed for day hiking."

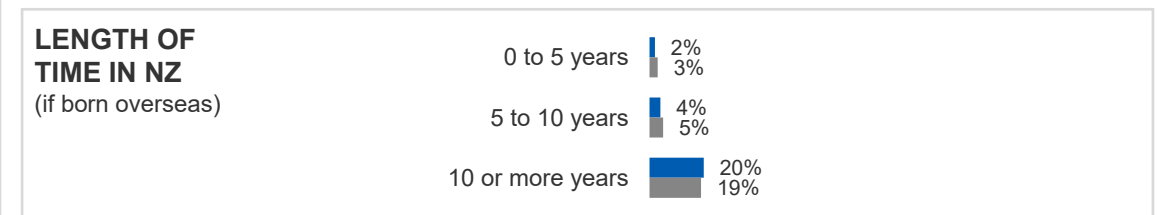
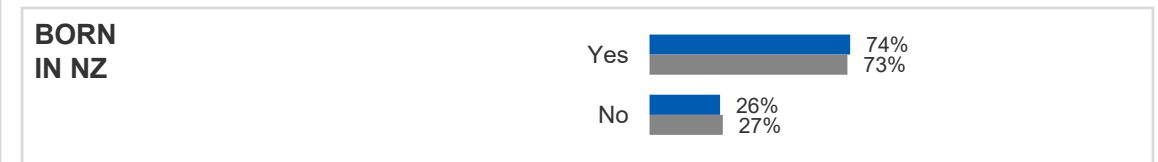
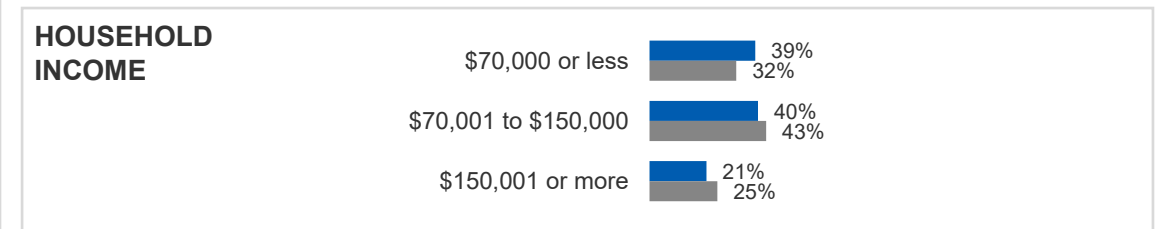
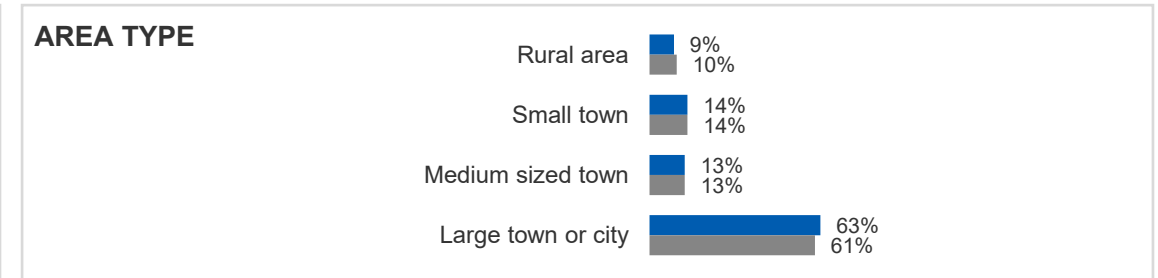
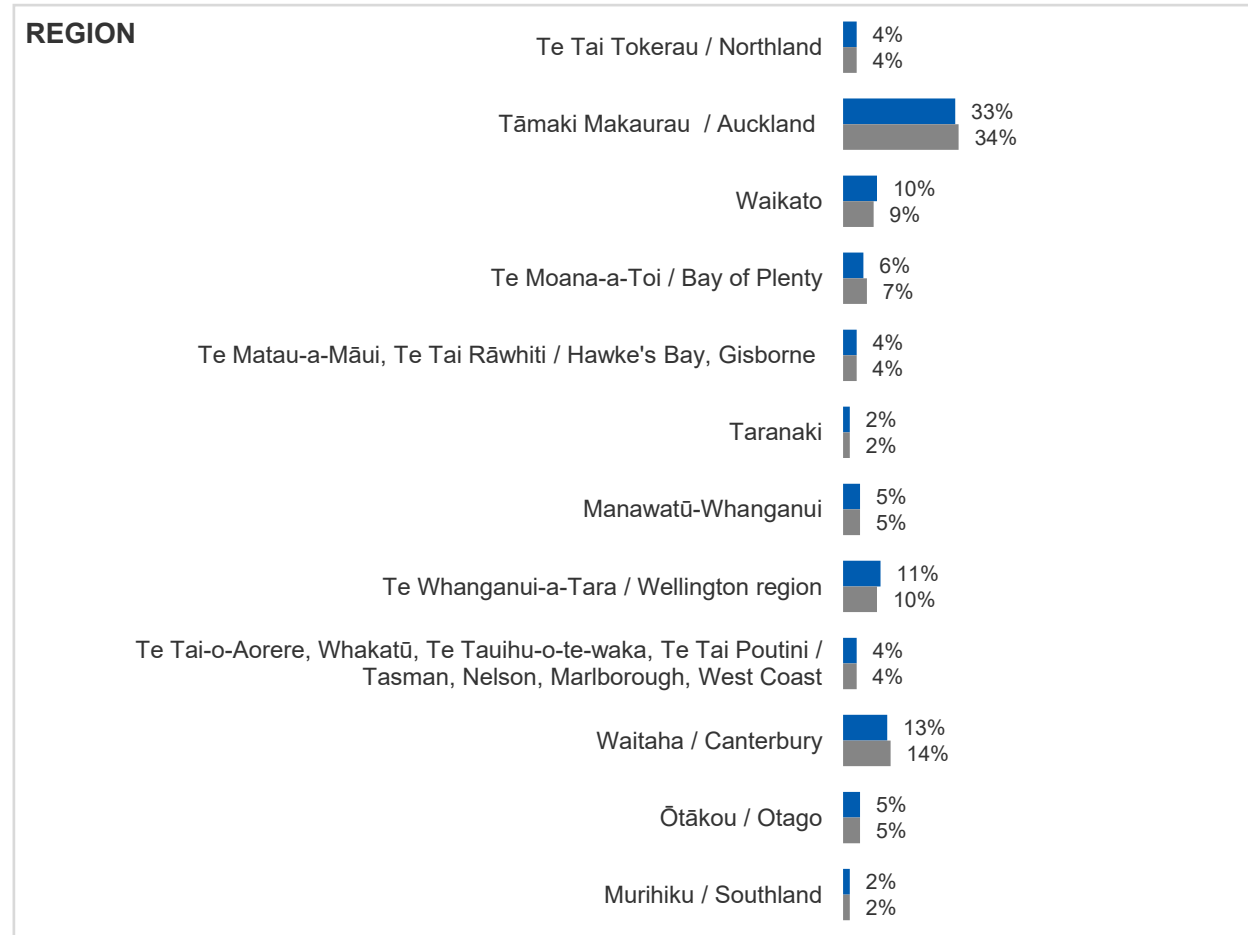
8

Sample profiles

Sample profiles

■ Total sample (representative of the Aotearoa New Zealand population aged 18 and over)

■ Land-based recreators sample



Sample profiles

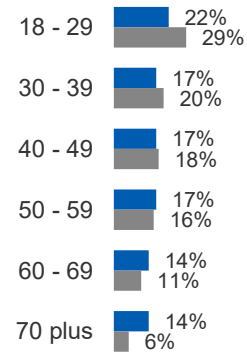
■ Total sample (representative of the Aotearoa New Zealand population aged 18 and over)

■ Land-based recreators sample

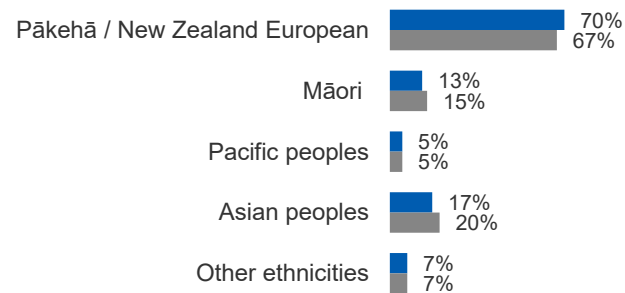
GENDER



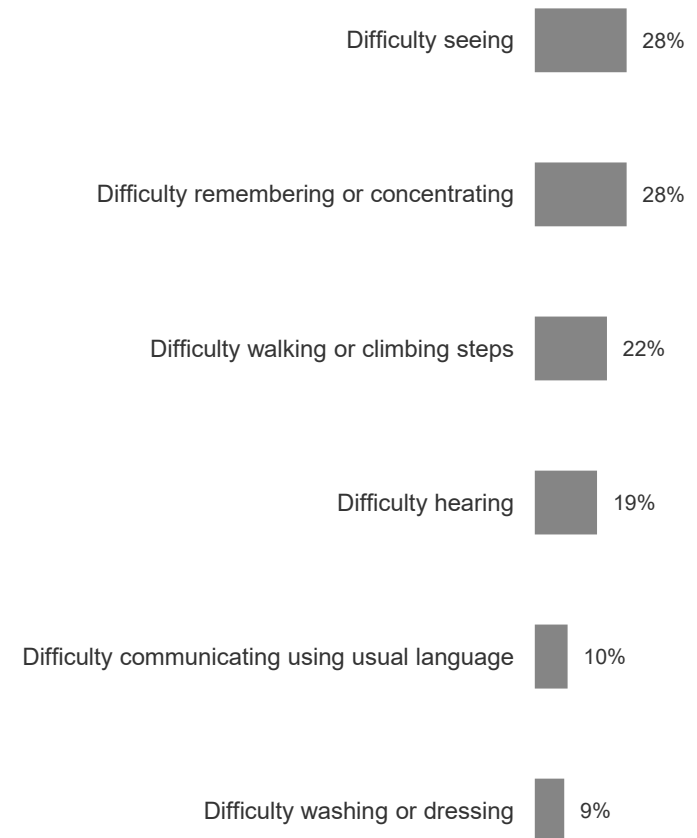
AGE



ETHNICITY



DIFFICULTIES FACED



Thank you

Emma Stratton

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