

Recreational Boating in New Zealand 2017



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Research, website and report by Ipsos New Zealand



In **2017** there were over

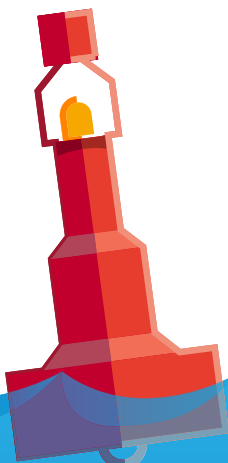
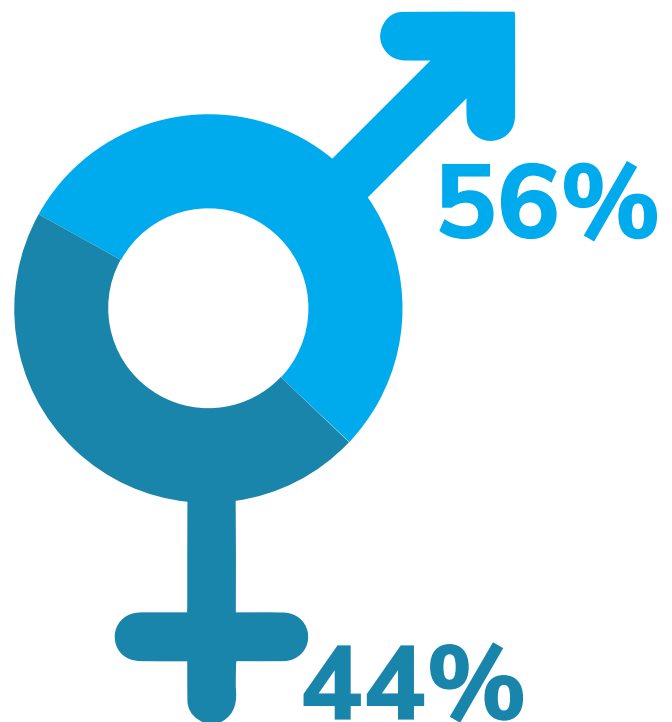
1,400,000+

New Zealand recreational
boaties

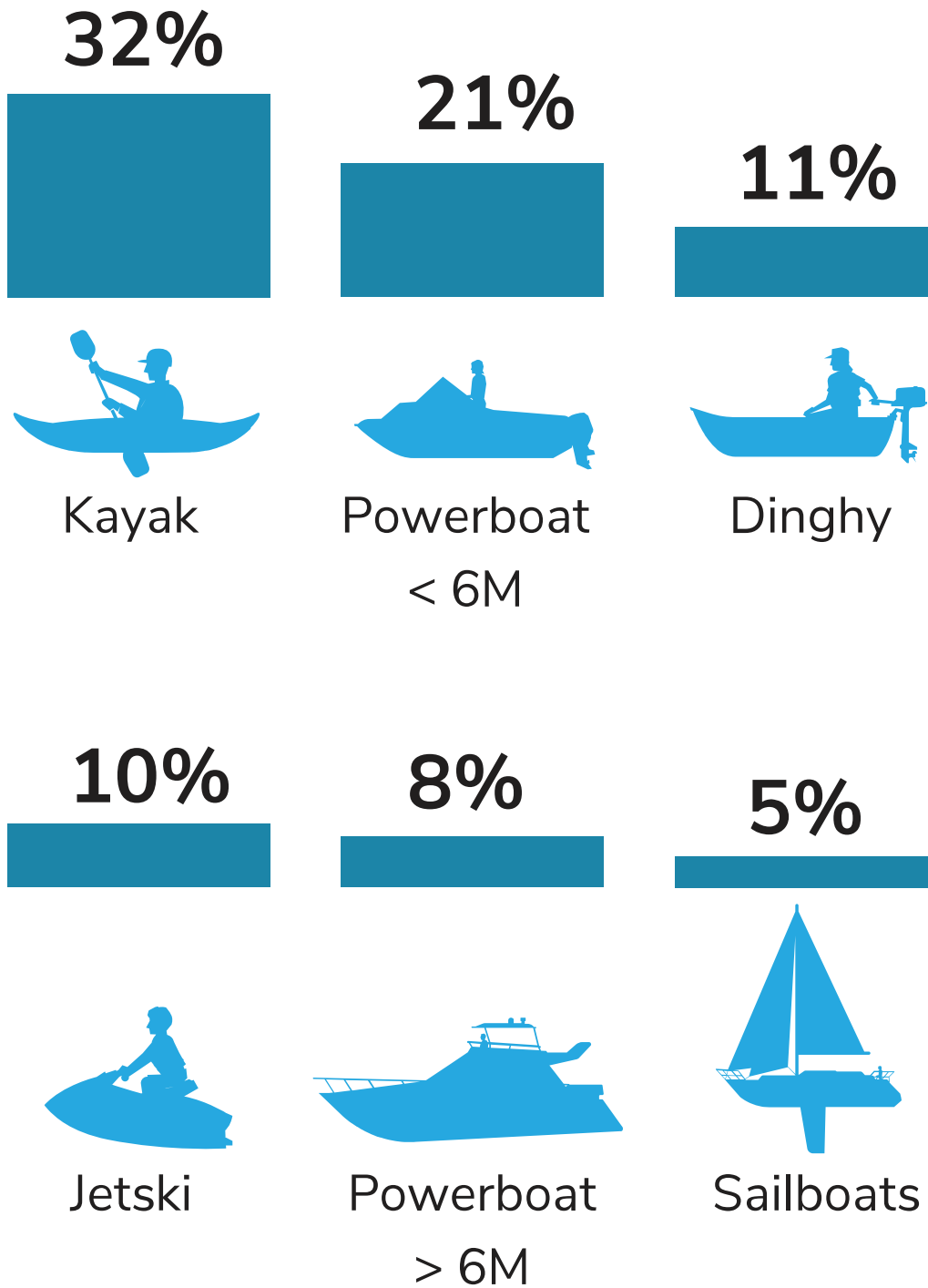
New Zealanders love to boat, so it's important to know how to stay safe on the water. We're seeing more young people out there, including in kayaks, but there's a noticeable drop in safety awareness.

There was a markedly **larger** proportion of males than females boating.

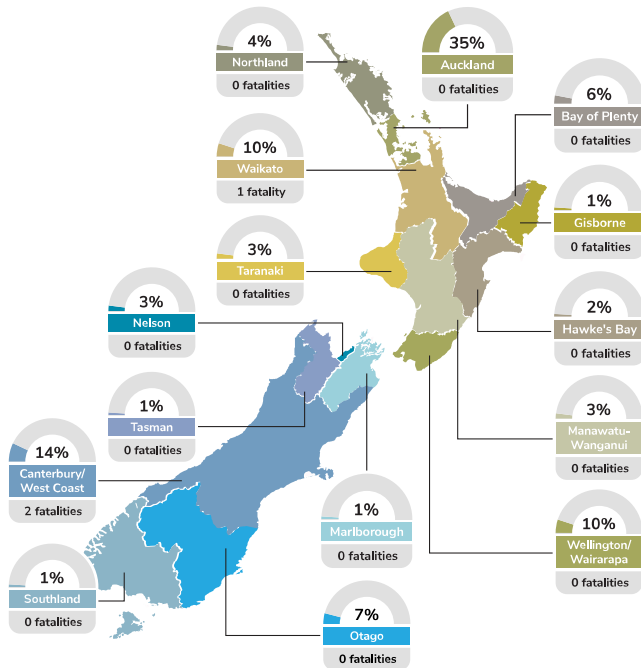
Most fatalities are men aged over 40, who might have been saved if they had worn a lifejacket and taken two forms of waterproof communications to call for help if need be. It's also important to check the weather before going out, and avoid alcohol.



Kayaks, followed by power boats under 6m, were the most commonly used or owned recreational vessels.



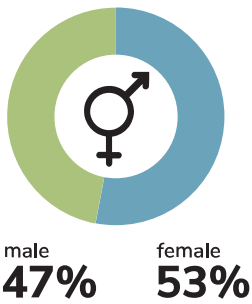
Kayak



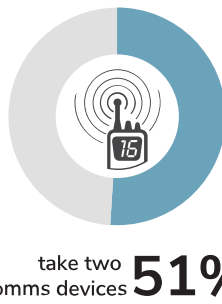
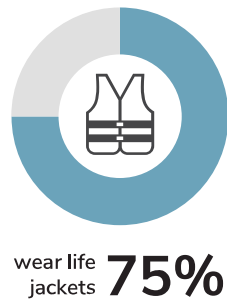
32%

Kayaking is the most popular form of recreational boating, especially among young people and women. We have more than 450,000 kayakers, with half aged under 34. While 75% wear their lifejacket all the time, only 51% take out two waterproof communication devices to call for help if need be.

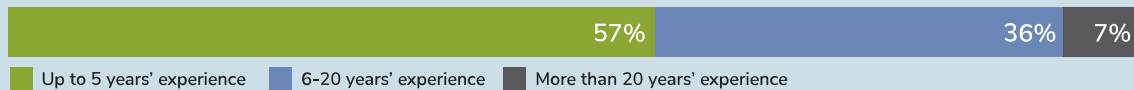
Gender Split



% of kayakers who...



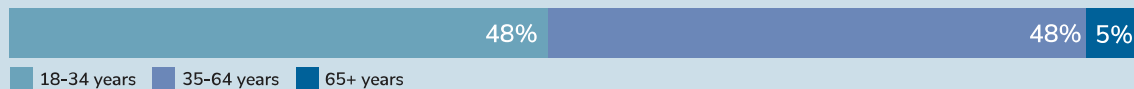
Experience



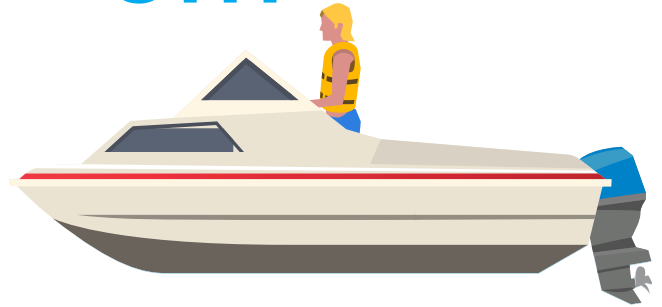
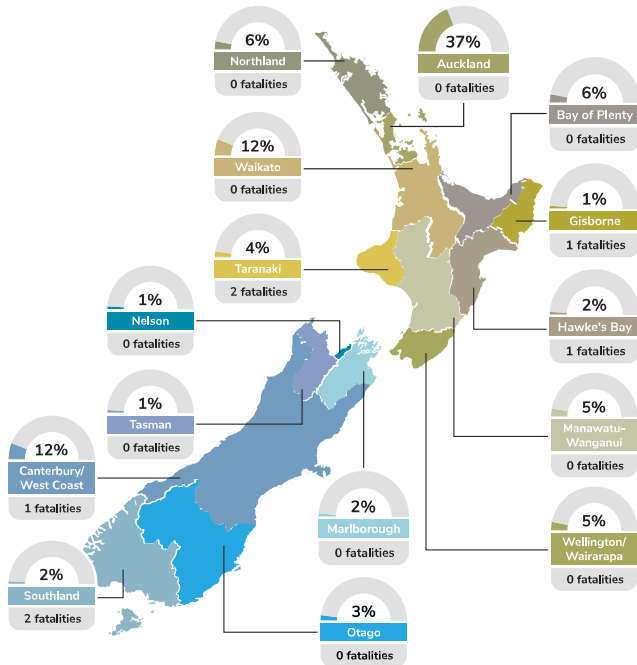
Ethnicity



Age



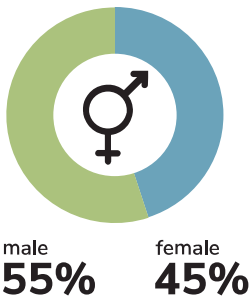
Power Boat <6m



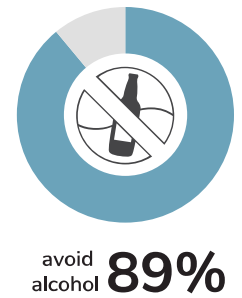
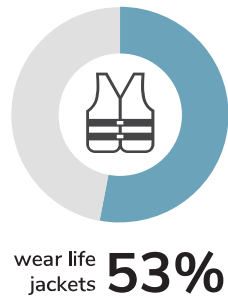
21%

Small power boats can capsize when it's windy and the sea choppy. Crew need communications to be able to raise the alarm. Only two thirds operating power boats under 6m carry VHF marine radio and 37% a rescue beacon – either an EPIRB for a vessel or PLB on their person.

Gender Split



% of power boaters who...



Experience



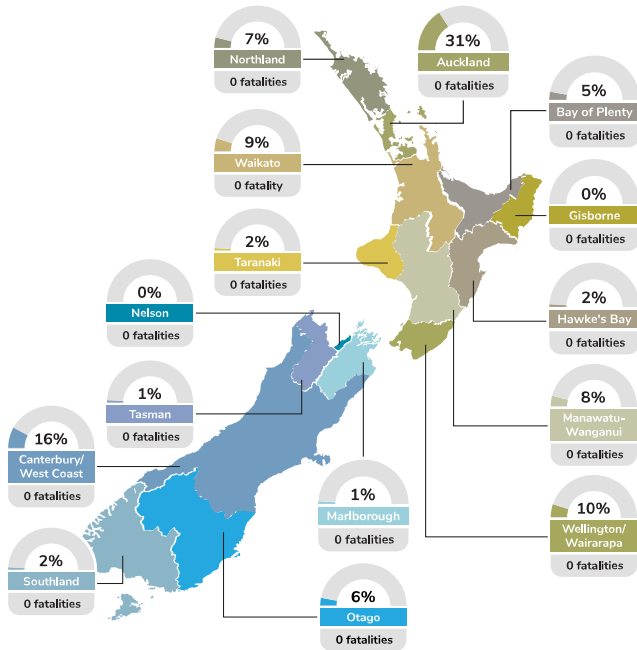
Ethnicity



Age



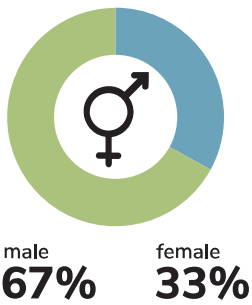
Dinghy



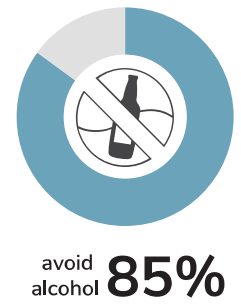
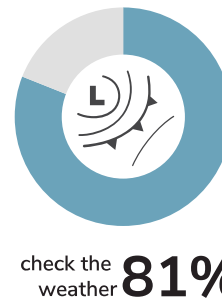
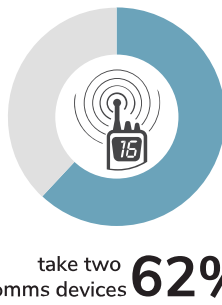
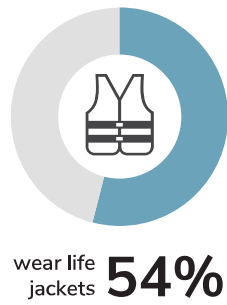
11%

Dinghies are the third most popular vessel type and are often used to fish close to shore. These small craft can be easily unbalanced and capsize. It is vital users put on their lifejackets before leaving land and carry waterproof communications.

Gender Split



% of dinghy boaters who...



Experience



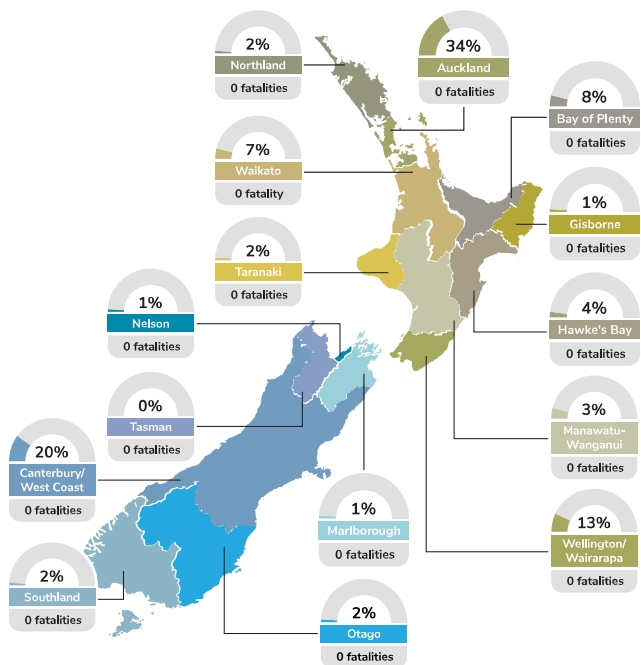
Ethnicity



Age



Jet ski

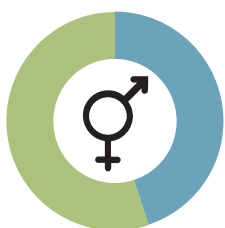


10%

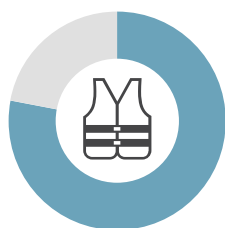
Jetskiers commonly wear lifejackets, but are less likely to carry some form of communication device to call for help. Like other vessels that operate at speed, there is a high risk of collision. More than half of jetskiers are young people aged 18-34.

Gender Split

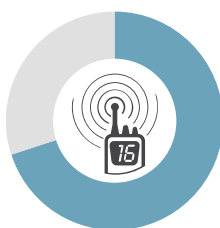
% of jet skiers who...



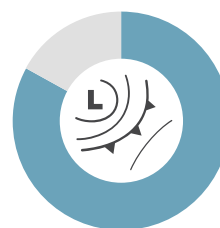
male **55%** female **44%**



wear life jackets **78%**



take two comms devices **70%**

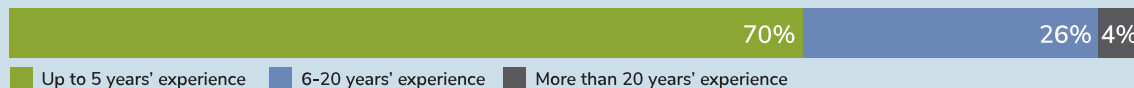


check the weather **83%**



avoid alcohol **91%**

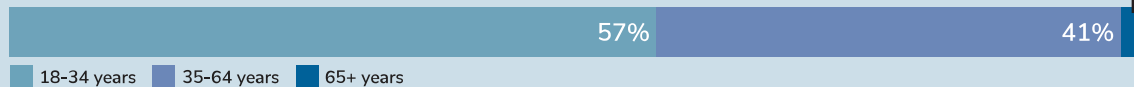
Experience



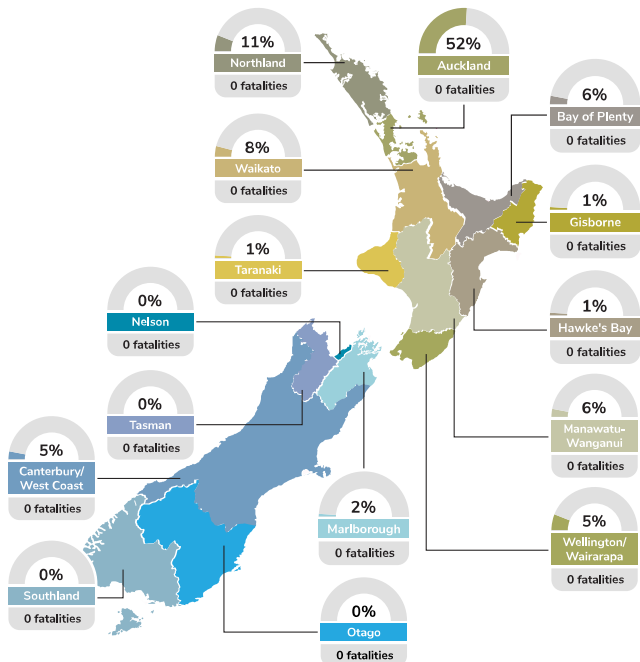
Ethnicity



Age



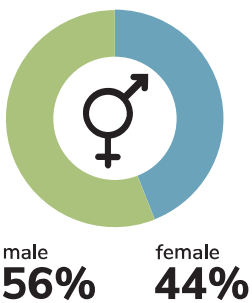
Power boat >6m



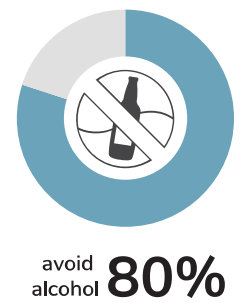
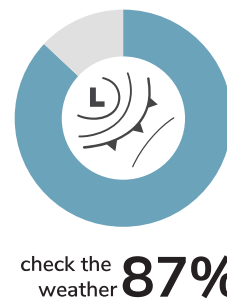
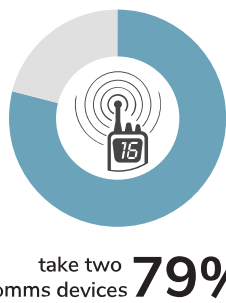
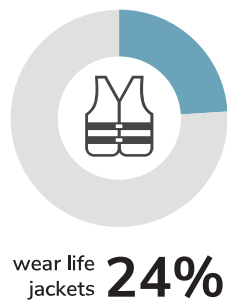
8%

The larger the vessel the more time spent on it, often further out from shore. Lifejacket wear is low, even for children, on larger power boats. Only 60% carry a VHF marine radio, and 46 % a rescue beacon

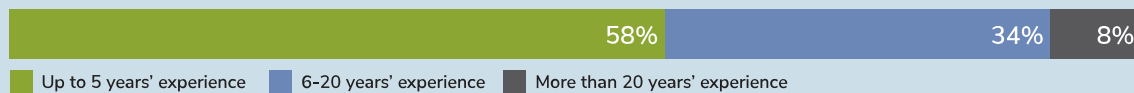
Gender Split



% of power boaters who...



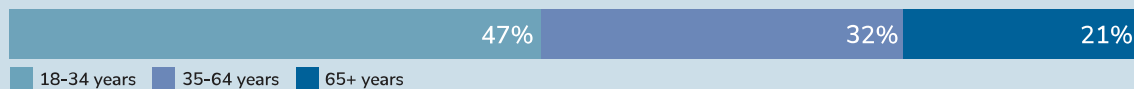
Experience



Ethnicity



Age

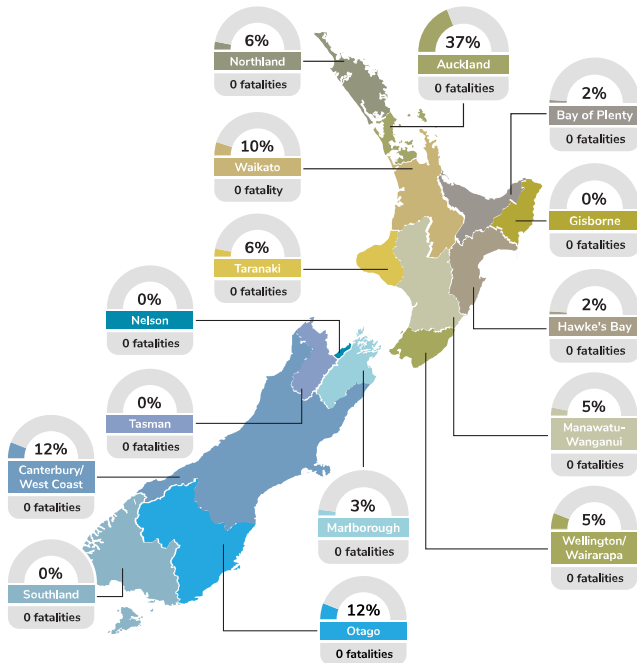


Sail boat

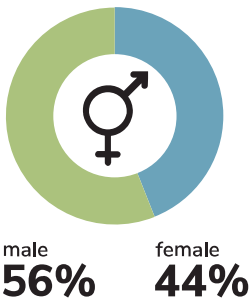


5%

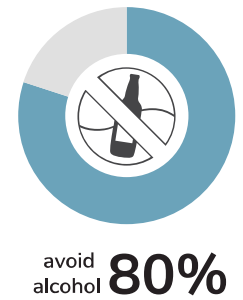
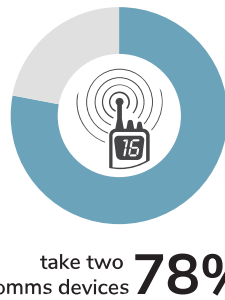
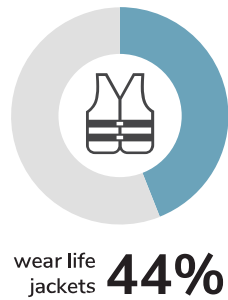
Sailors tend to be more experienced on the water than other recreational boaters. However, while 94 percent consider safety very important, only half carry a rescue beacon, and VHF marine radio use is also relatively low at 57%.



Gender Split



% of sailors who...



Experience



Ethnicity



Age

