

NATIONAL PUBLIC AWARENESS SURVEY

DECEMBER 2022

KANTAR PUBLIC



 **LAND SEARCH
& RESCUE**
New Zealand | Rapa Taiwhenua

A photograph of two men in a warm embrace. The man in the foreground is wearing a blue and white striped shirt and has his eyes closed, appearing to be in a state of emotional relief or comfort. The second man is seen from the back, wearing a dark blue long-sleeved shirt. The background is a bright, slightly out-of-focus interior space with a white door and wooden beams.

01

Background and Key Findings

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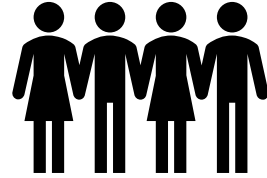
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BACKGROUND AND METHODOLOGY



The National Public Awareness survey was conducted within the Kantar Public online omnibus.

Fieldwork was conducted from 1st – 5th December, 2022.



We surveyed 1,002 New Zealanders aged 18+ online.

The maximum margin of error on a sample of this size is +/-3.1% at the 95% confidence interval.



A combination of pre-survey quotas and post survey weighting is used to ensure results are representative of all New Zealanders by age, gender and region.

Throughout the report we use the term “New Zealanders” to refer to the total survey sample.

KEY FINDINGS

27%

Of adult New Zealanders know someone who has a cognitive impairment which puts them at risk of going missing*



8%

Live with someone that has a cognitive impairment which puts them at risk of going missing



16%

know someone who has previously gotten lost or gone missing due to cognitive impairment



Most New Zealanders aren't sure what the size of the problem is...

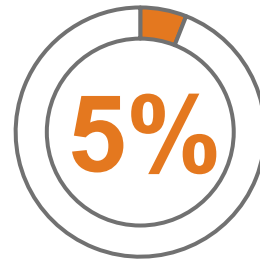
27% *overestimate* the proportion of Land SAR operations in urban environments (think it's 30% or more)

13% *underestimate* the proportion of Land SAR operations in urban environments (think it's under 20%)

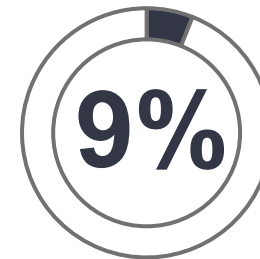
8% get it about right (think it's in the range of 20 to 30 percent)

52% Don't feel they know enough to provide an answer

Awareness of Safer Walking and WanderSearch / Wandatrak



of New Zealanders are aware of the **Safer Walking Programme**



of New Zealanders are aware of **WanderSearch / Wandatrak**

Importantly, awareness of these initiatives is higher among those who know someone at risk of wandering

A person wearing a red backpack and dark pants stands in a doorway, looking out at a residential street. The scene is captured from a low angle, showing the person's legs and feet. The background shows a house and a garden. The lighting is soft, suggesting early morning or late afternoon. A large white number '02' is overlaid on the left side of the image.

02

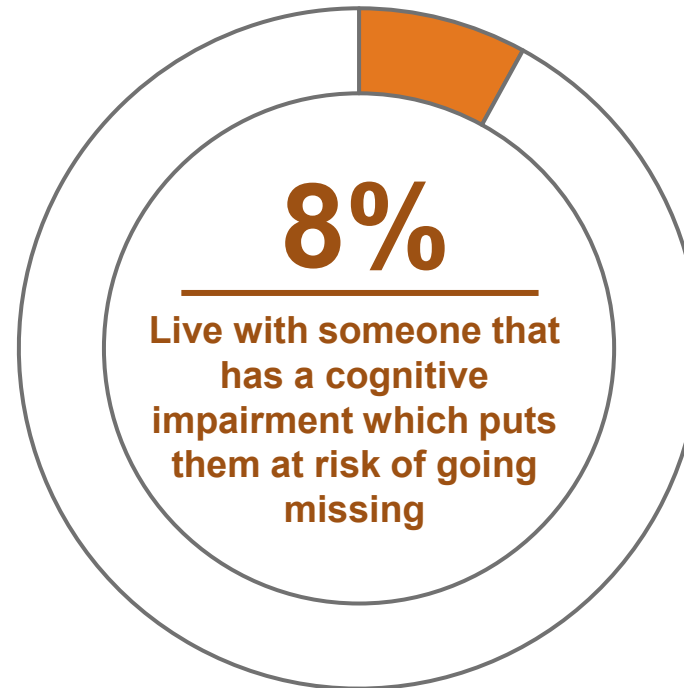
Findings

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Twenty-seven percent of New Zealanders know someone with a cognitive impairment that puts them at risk of getting lost or going missing. Of the 27%, 8% are living with someone in this situation. Sixteen percent know someone who has gotten lost or gone missing previously.

Proportion of New Zealanders who know someone who is at risk of going missing or who has gone missing before



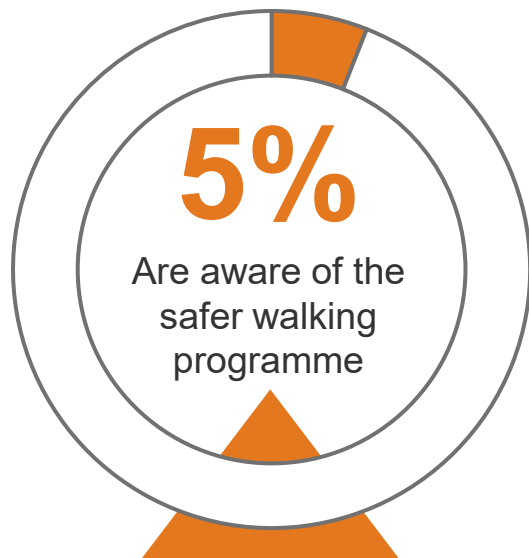
In general New Zealanders don't have a good understanding of the scale of the problem of wandering. When asked what proportion of Land Search and Rescue Operations are done in an urban environment, half didn't feel confident enough to give a response. Further, 27% overestimated the figure and 13% underestimated it – leaving only 8% in the correct ballpark.

Proportion of Land Search and Rescue operations New Zealanders think are done in an urban environment



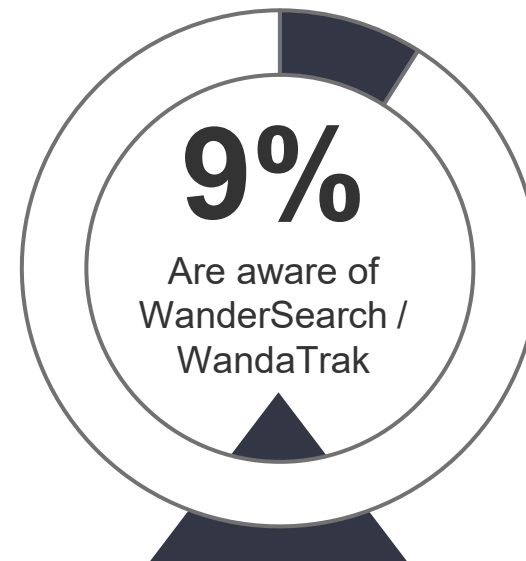
Five percent of New Zealanders know of the Safer Walking Programme, and nearly one in ten are aware of WanderSearch / Wandatrak. Promisingly, those who know or live with someone at risk of going missing are much more likely to be aware of both initiatives. Additionally, Asian New Zealanders and young adults are more likely to know of the Safer Walking Programme (11% and 10% respectively).

Awareness of the 'Safer Walking Programme'



Live with someone who has a cognitive impairment which might put them at risk of going missing	26%	△
Know someone that has a cognitive impairment that puts them at risk of going missing	11%	△
Know someone who has gotten lost due to cognitive impairment	10%	△

Awareness of 'WanderSearch' / 'Wandatrak'



Live with someone who has a cognitive impairment which might put them at risk of going missing	29%	△
Know someone that has a cognitive impairment that puts them at risk of going missing	17%	△
Know someone who has gotten lost due to cognitive impairment	23%	△

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Sample profile

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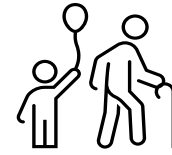
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Sample Profile



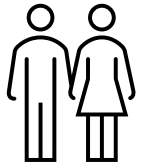
Region

Auckland	34%	336
Canterbury	13%	128
Wellington	11%	112
Rest of North Island	31%	313
Rest of South Island	11%	113



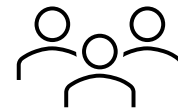
Age

18-29 years	22%	223
30-39 years	17%	170
40-49 years	18%	179
50-59 years	15%	155
60+	27%	275



Gender

Men	50%	500
Women	50%	500



Ethnicity*

Māori	6%	64
Pasifika	2%	18
Asian	15%	146
Pākehā	73%	728
Other	12%	118

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- b. Publish the appropriate details of the project
- c. Correct any misleading aspects of the published presentation of the findings

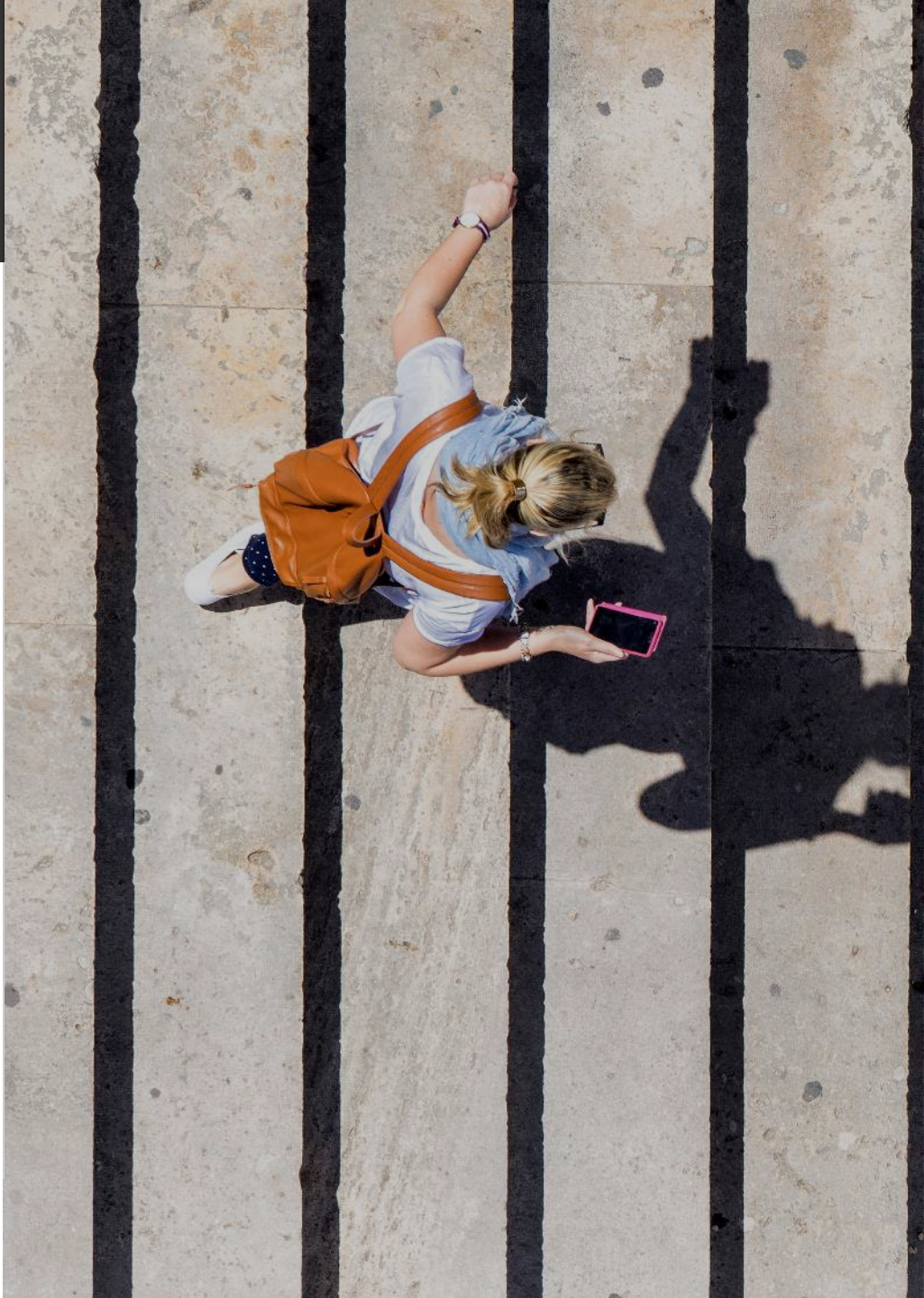
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FOR FURTHER INFORMATION PLEASE CONTACT

Katelynn Fuller and Conor Bryant

Kantar Public

Level 9, 101 Lambton Quay

Wellington 6011

Phone (04) 913 3000