

New Zealand's Internet Insights 2023

A Verian Research Report

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December 2023

verian 

internetnz 



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.

Get in touch if you would like to know more.

Contact person

Jocelyn Rout



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that shape the world.

Agenda

Background and objectives

1. Key findings
2. How do New Zealanders use the Internet?
3. What are the benefits of the Internet?
4. What are New Zealanders concerned about?
5. Do New Zealanders feel safe online?
6. Flexible working
7. Appendix
8. Awareness of InternetNZ

Background and approach

The 2023 report of the InternetNZ annual survey seeks to understand the public's use, opinions and concerns of the Internet. It also measures public perceptions of InternetNZ.



We surveyed 1,001 New Zealanders aged 18+ online.

Respondents were sourced from Kantar and other partner online consumer panels.



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

Throughout the report we use the term "New Zealanders" to refer to the total survey sample, i.e., New Zealanders who are online. Note that as people completed the survey 'online' they are not representative of all New Zealanders' usage and views towards the Internet.



Fieldwork was conducted from 15th – 22nd November 2023.



The maximum margin of error on the total group n=1,001 is +3.1% at the 95% confidence interval.



This survey has been conducted yearly since 2018. However, in 2018 we spoke to consumers, businesses, and consumers who also manage or own a business, whereas from 2019 we spoke to "consumers" in general (whether or not they also own a business). Due to this change in sample definition the consumer only 2018 results included in this report should be treated with caution.

Individual percentages do not always sum to the 'net' or 100% due to rounding.

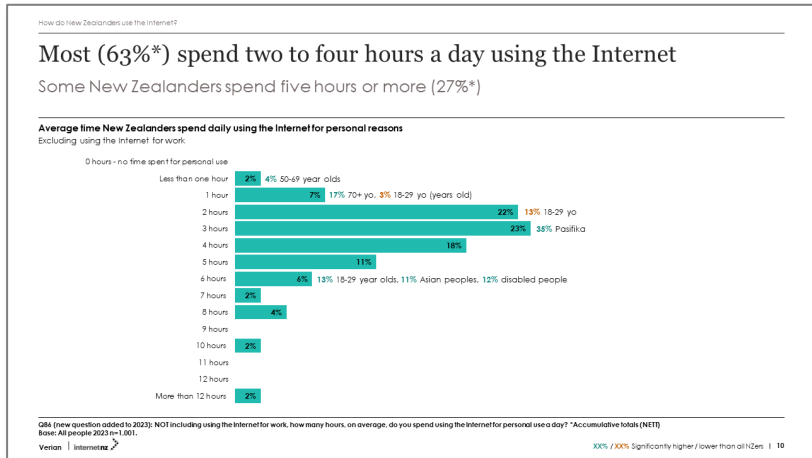
01

Key findings



Key take outs(1)

Use of the Internet

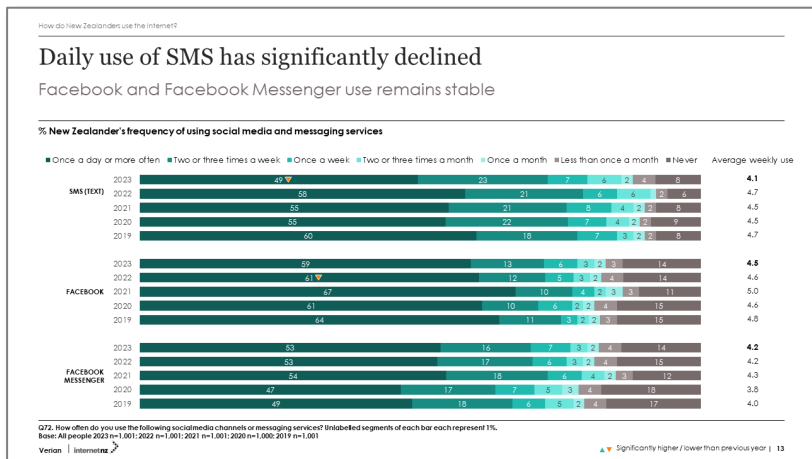


A new question to 2023 shows that nearly two thirds (63%) of New Zealanders spend two to four hours a day using the Internet (excluding time spent using it for work). Almost half (48%) spend most of this time on social media.

In another new question to 2023, New Zealanders are almost equally divided in their perceptions of the impact the Internet has on cultural beliefs and values. Just over a third think that the Internet positively impacts our cultural beliefs and values. Just under a third think the impact is negative and the remaining third think it is neutral.

There was a significant increase in New Zealanders having fibre Internet this year (69%, up from 64%). Though some groups of New Zealanders are less likely to have fibre Internet connections than average. This includes those who: are aged 70 and over, have a household income up to \$50,000, have a long-term disability, live in the North Island outside Auckland and Wellington, and women.

Use of social media



In terms of social media channels and messaging services, New Zealanders mostly use SMS (text), Facebook and Facebook messenger.

However, daily use of SMS has declined to an all-time low (49% use it once a day or more often, compared with 55-60% in the previous four years). Similarly, daily use of Instagram has significantly declined to levels seen at the beginning of the pandemic (28%). Significantly fewer New Zealanders are using TikTok, Twitter, and WeChat this year.

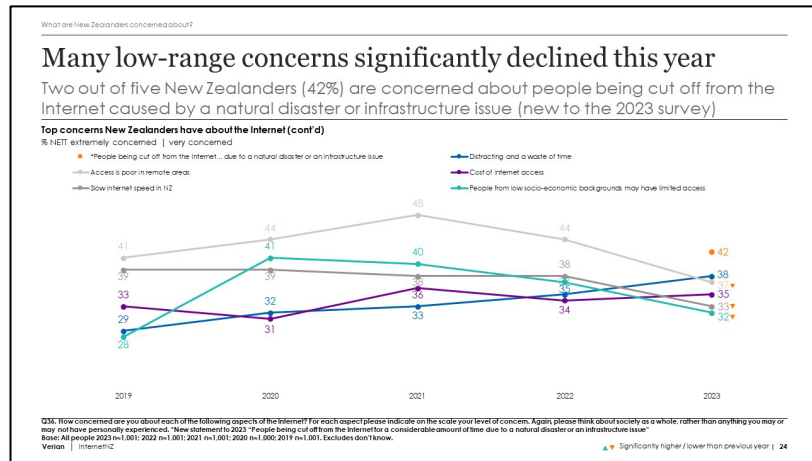
The most popular social media platforms are:

- 1 Facebook: 59% use it daily (61% in 2022)
- 2 Facebook Messenger: 53% use it daily (52% in 2022)
- 3 WhatsApp: 24% use it daily (23% in 2022)

In addition, 58% use SMS texting to keep in touch at least daily.

Key take outs (2)

New Zealanders' concerns



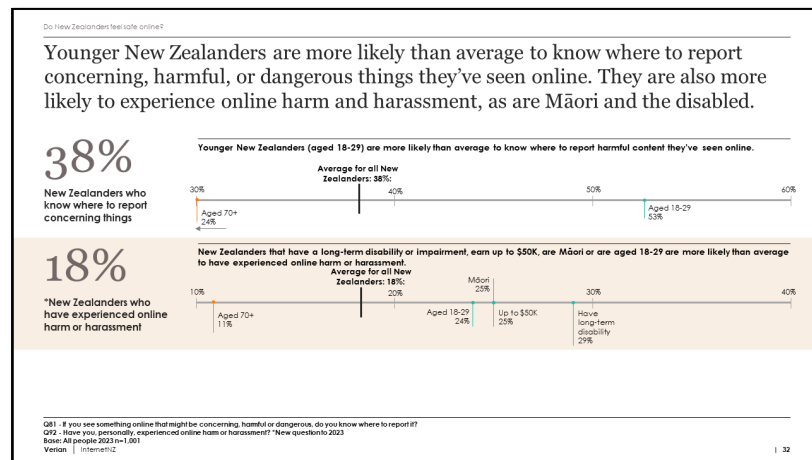
The top five things New Zealanders are concerned about (either extremely or very concerned) regarding the Internet are:

1. Young children accessing inappropriate content: 73% (also the top concern in 2022)
2. Security of personal data (69%)
3. Online crime (67%)
4. Identity theft (66%)
5. Information is misleading or wrong (65%).

The new entry of “people being cut off due to natural disaster/infrastructure”, while relatively low in the list of concerns, was a concern for 42% of New Zealanders. This might be because the effects of the recent storms and cyclone Gabrielle are still on the minds of the nation.

Furthermore, despite a significant decline compared to last year, most say the positives of the Internet outweigh the negatives.

Safety and security

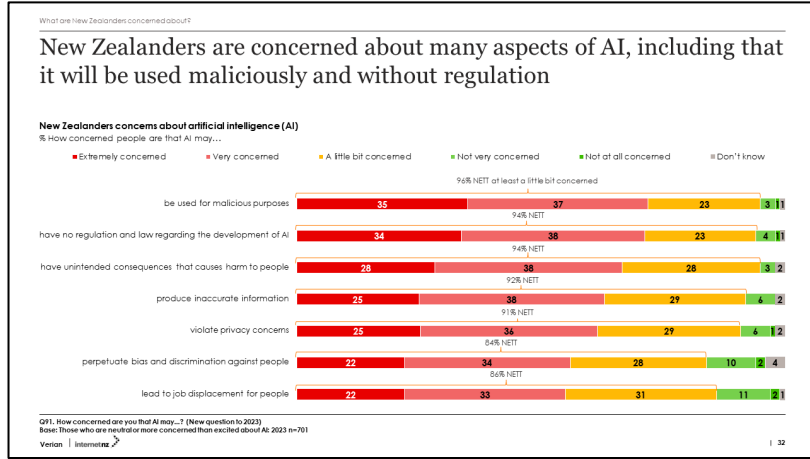


Young people are less concerned about security risk (59% vs 69% national average) and overall, are less likely to take precautions than New Zealanders on average. Furthermore, a new question to 2023 saw that young New Zealanders are more likely to experience online harm and harassment (25% vs 18% national average). However, young people are also more likely to know where to report harmful online content (53%).

Overall, nearly two in five (38%) New Zealanders know where to report harmful online content. This year saw a shift in where New Zealanders would report harmful online content: more would turn to Netsafe (48% vs 34% in 2022), and fewer would go to the police (30% vs 47% in 2022).

Key take outs (3)

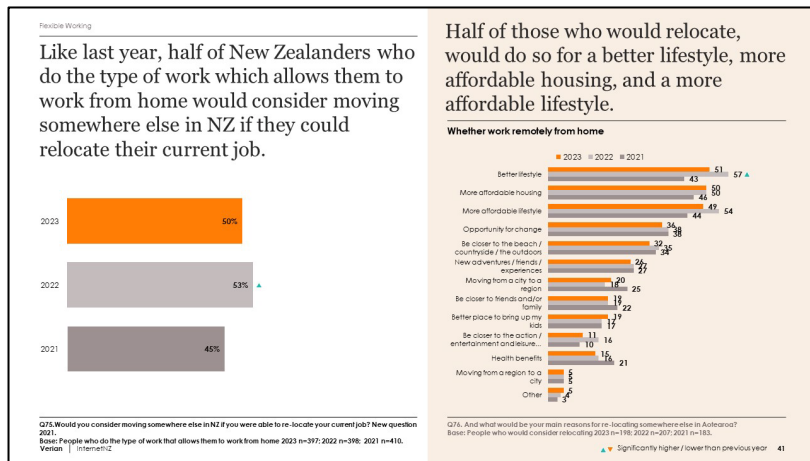
Artificial intelligence



In 2023, we looked at New Zealanders awareness, feelings and concerns about artificial intelligence (AI). Four out of five New Zealanders know at least a little about artificial intelligence (85%). Of those who know about it, more are concerned than excited about AI (42%).

New Zealanders are concerned about many aspects of AI, including that it will be used maliciously and without regulation.

Flexible working



Overall, three in five New Zealanders (61%) do the type of job that allows them to work from home (in line with results since the beginning of the COVID pandemic).

Half of New Zealanders (52%) who can work at home using the Internet would like to work from home more frequently than they currently do. The main barriers stopping them are:

1. Having to work in the office for a certain amount of time / on particular days (46%)
2. Needing to be at work for face-to-face meetings (20%)
3. Their employer doesn't encourage working from home (20%).

Half of working New Zealanders who do the type of job which allows them to work from home would consider moving somewhere else in New Zealand if they could relocate their current job. The main reasons they would relocate are:

1. Better lifestyle (51%)
2. More affordable housing (50%)
3. More affordable lifestyle (49%)

02

How do New Zealanders use the Internet?



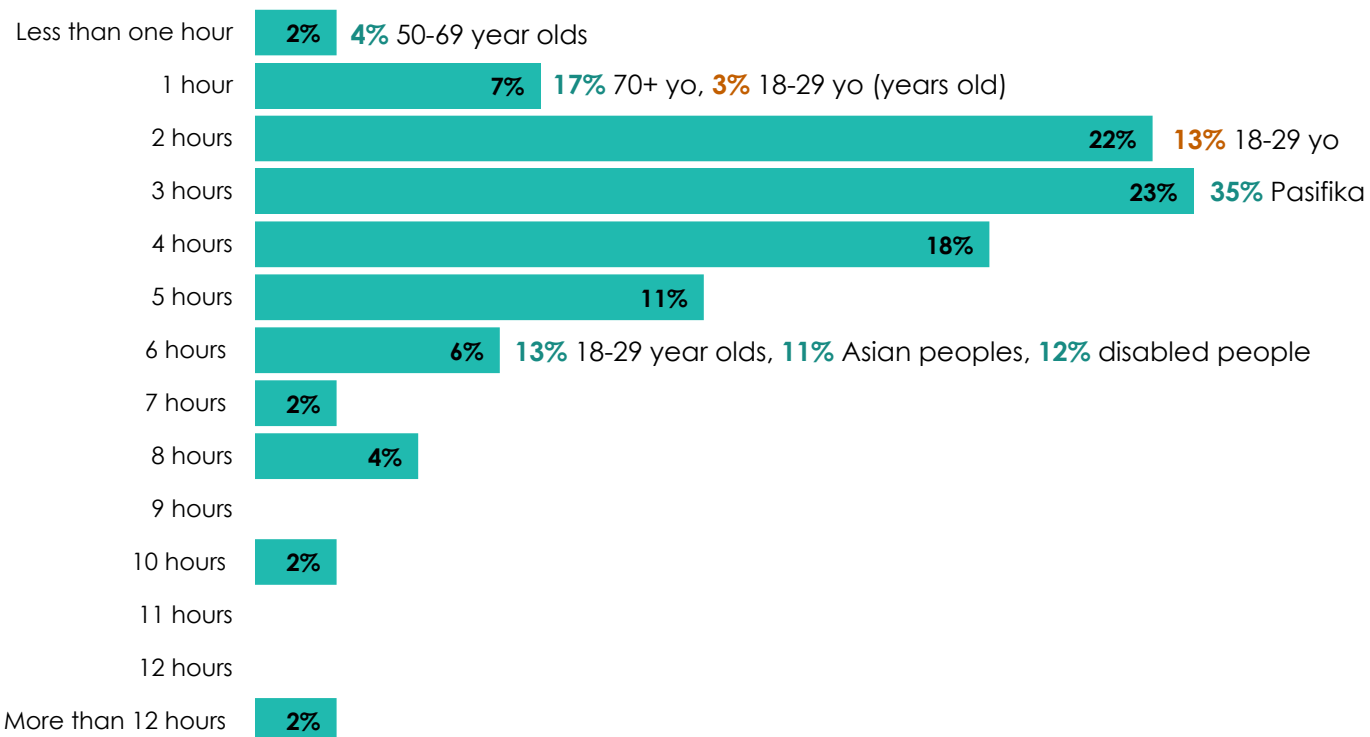
Most (63%*) spend two to four hours a day using the Internet

Some New Zealanders spend five hours or more (27%*)

Average time New Zealanders spend daily using the Internet for personal reasons

Excluding using the Internet for work

0 hours - no time spent for personal use



Q86 (new question added to 2023): NOT including using the Internet for work, how many hours, on average, do you spend using the Internet for personal use a day? *Accumulative totals (NETT)

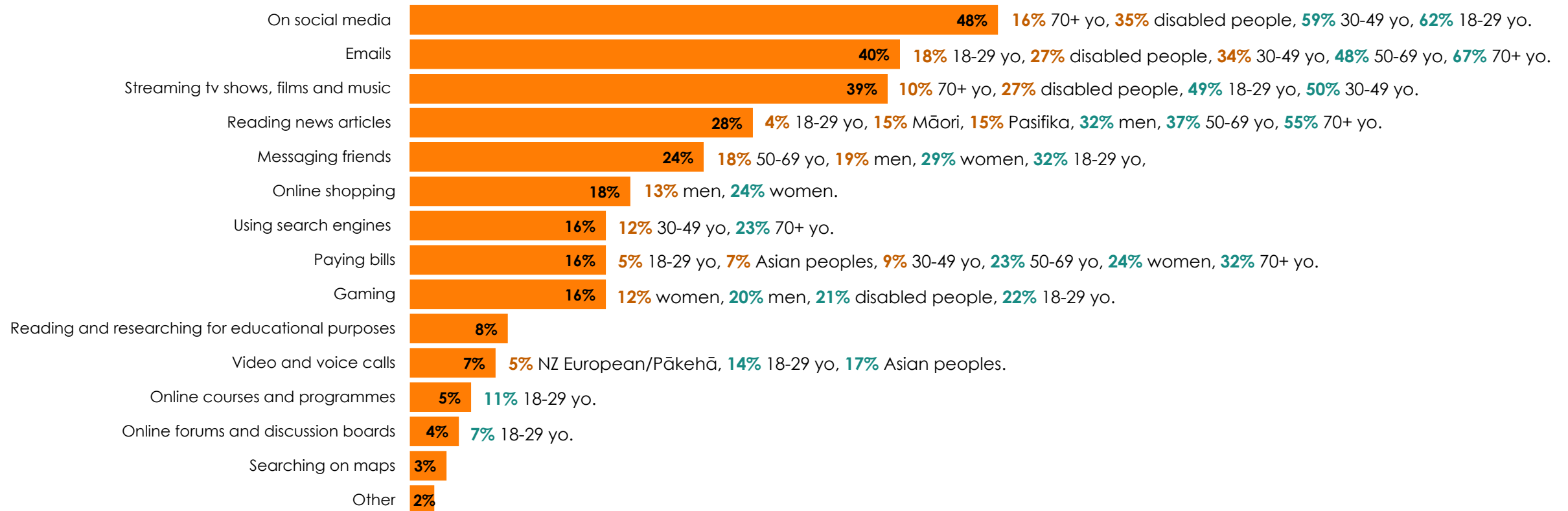
Base: All people 2023 n=1,001.

Close to half (48%) spend most of their time on social media

Emailing (40%) and streaming (39%) are also popular activities

Activities New Zealanders spend most of their time doing on the Internet

New Zealanders could choose up to a maximum of three options



Q87 (new question added to 2023): And what would you spend the most time doing on the Internet?

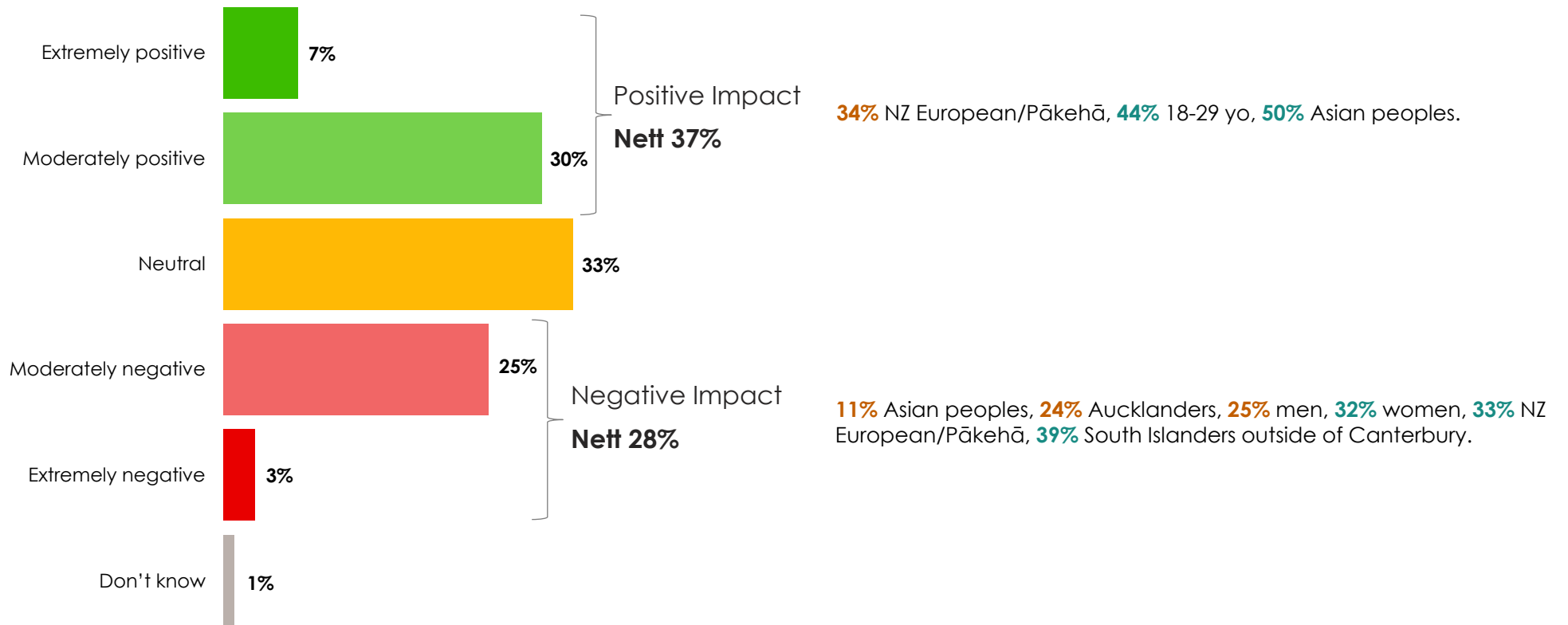
Base: All people 2023 n=1,001.

Just over 1 in 3 (37%) New Zealanders think the Internet has a positive impact on our cultural beliefs and values

The remaining think the impact is negative (28%) or neutral (33%)

The impact New Zealanders think the Internet has had on our cultural beliefs and values

Including how we interact online



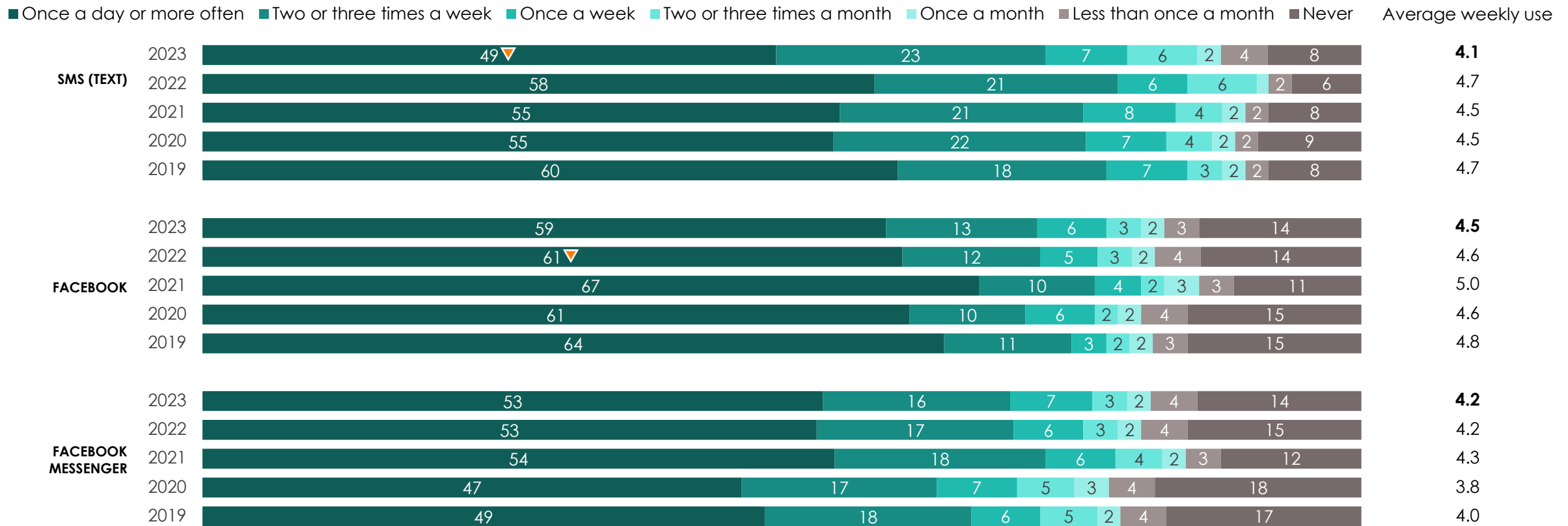
Q88 (new question added to 2023): Overall, do you think the Internet, and how we interact online, has a positive, neutral, or negative impact on our cultural beliefs and values?

Base: All people 2023 n=1,001.

Daily use of SMS has significantly declined

Facebook and Facebook Messenger use remains stable

% New Zealander's frequency of using social media and messaging services



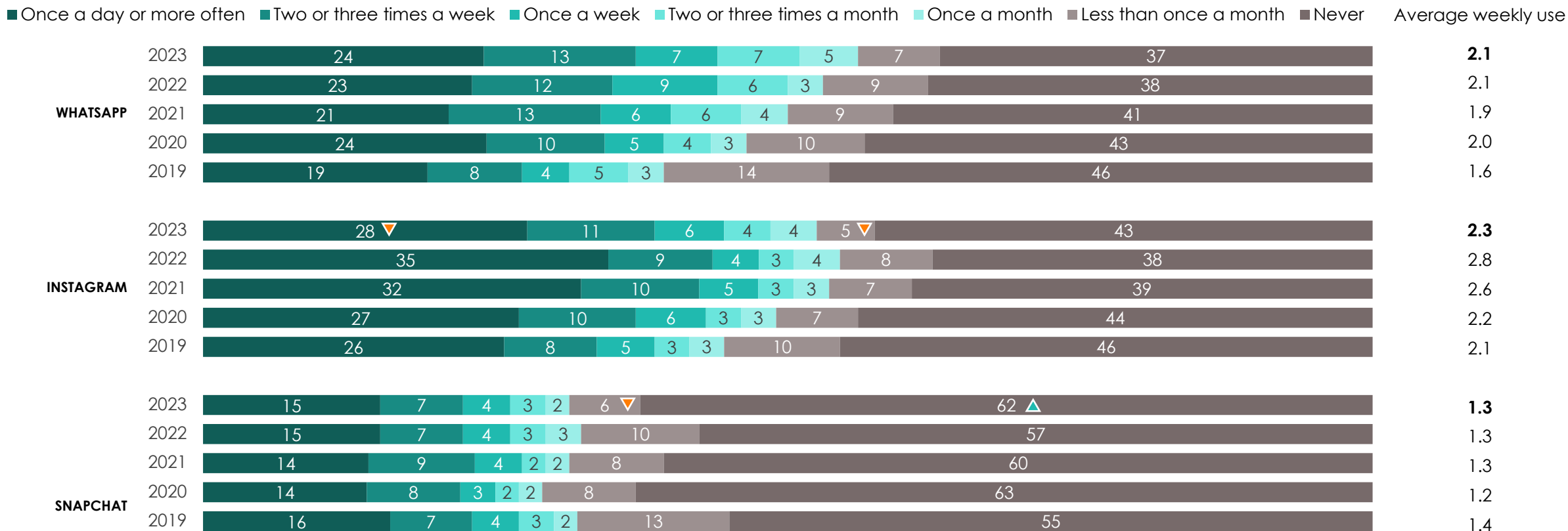
Q72. How often do you use the following social media channels or messaging services? Unlabelled segments of each bar each represent 1%.

Base: All people 2023 n=1,001; 2022 n=1,001; 2021 n=1,001; 2020 n=1,000; 2019 n=1,001

Daily use of Instagram has also significantly declined

And fewer New Zealanders are using Snapchat (62% never use it vs 57% in 2022)

% New Zealander's frequency of using social media and messaging services

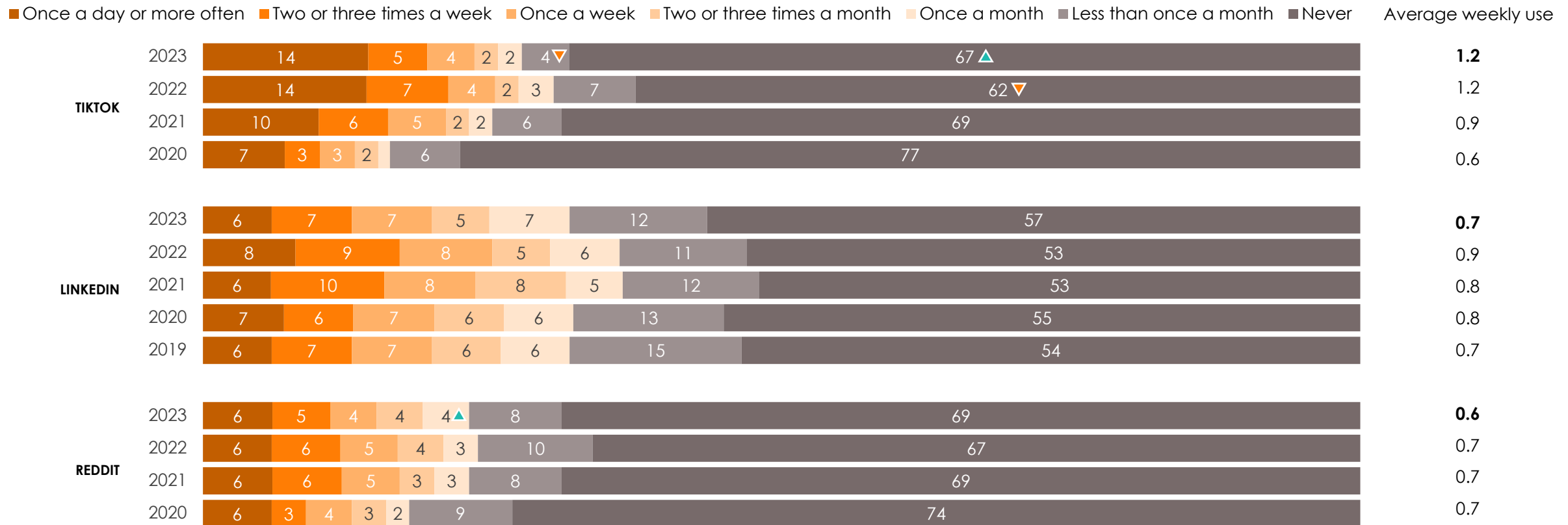


Q72. How often do you use the following social media channels or messaging services? Unlabelled segments of each bar each represent 1%.
 Base: All people 2023 n=1,001; 2022 n=1,001; 2021 n=1,001; 2020 n=1,000; 2019 n=1,001

Fewer New Zealanders are using TikTok this year

Despite a slight increase in New Zealanders using Reddit once a month, overall Reddit usage is slightly down this year

% New Zealander's frequency of using social media and messaging services



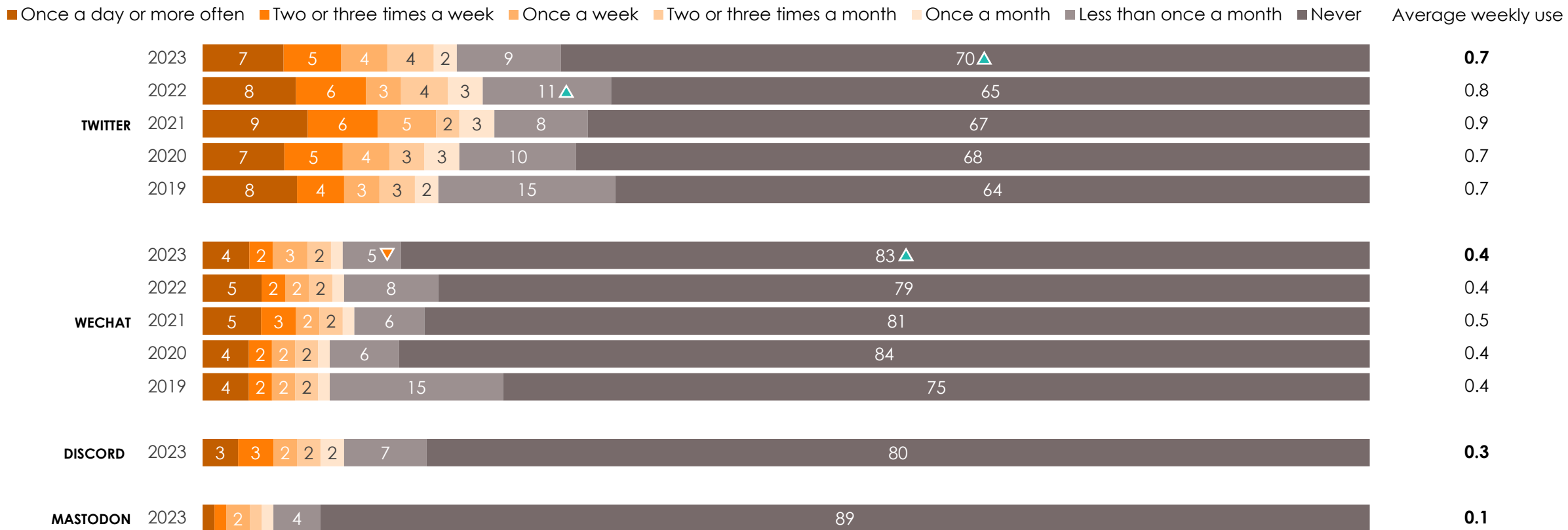
Q72. How often do you use the following social media channels or messaging services? Unlabelled segments of each bar each represent 1%.

Base: All people 2023 n=1,001; 2022 n=1,001; 2021 n=1,001; 2020 n=1,000; 2019 n=1,001

Similarly, fewer New Zealanders are using Twitter and WeChat this year

New entries Discord and Mastodon are yet to be utilised by New Zealanders

% New Zealander's frequency of using social media and messaging services



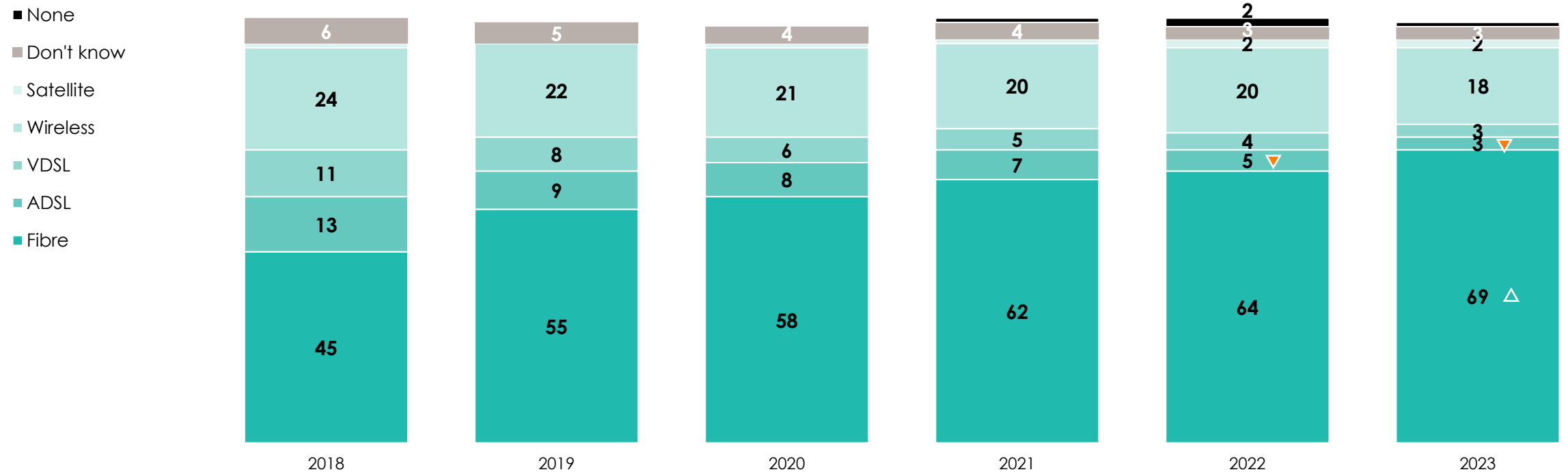
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Base: All people 2023 n=1,001; 2022 n=1,001; 2021 n=1,001; 2020 n=1,000; 2019 n=1,001

Seven in 10 New Zealanders have fibre Internet connections

This represents a significant increase compared to last year

% The types of Internet connections New Zealanders have at home



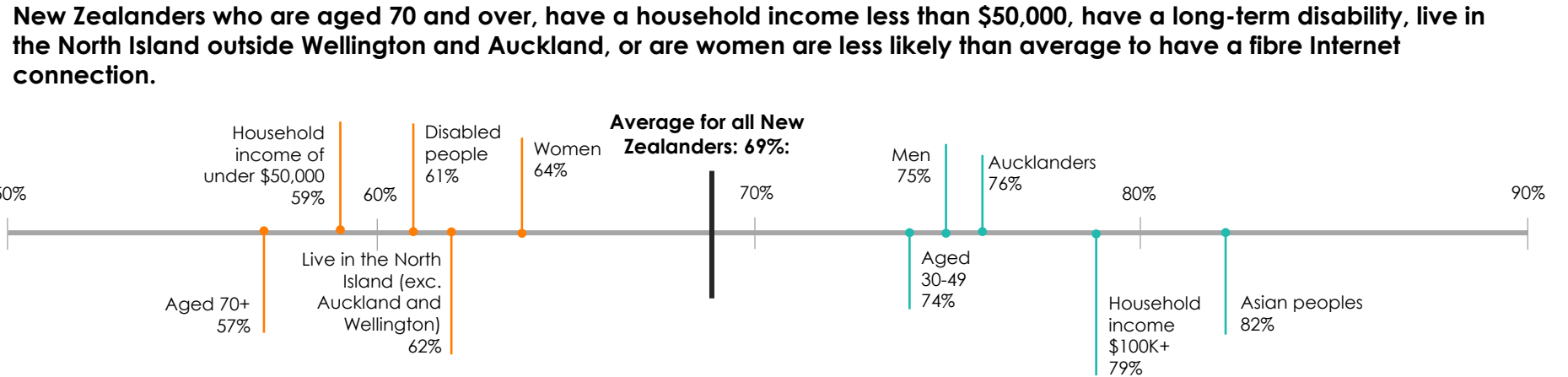
Q63. Which type of Internet connection do you have at home? Unlabelled segments of each bar each represent 1%.
 Base: Consumers who access the Internet at home 2023 n=1,001; 2022 n=997; 2021 n=989; 2020 n=992, 2019 n=988; 2018 n=993

However, the uptake of Fibre at home is not equal

The elderly and low-income earners are more likely to have wireless broadband

69% ▲

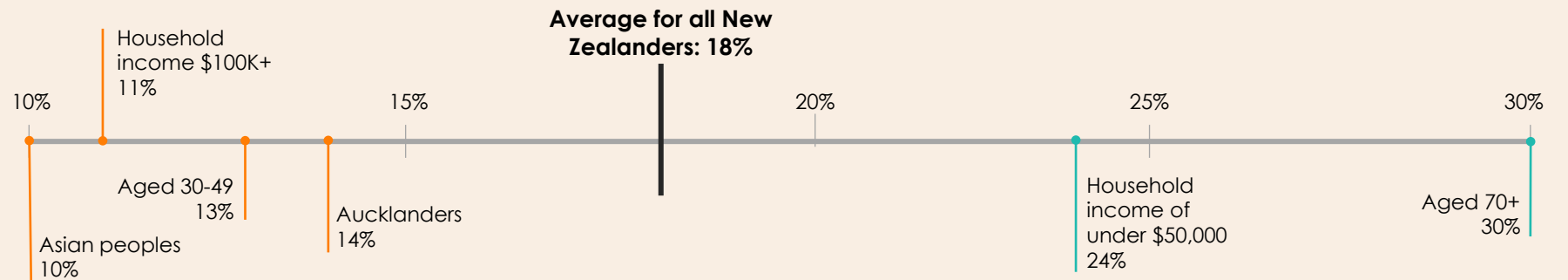
Fibre (any)



The following groups are less likely than average to have wireless broadband: Asian peoples; people with a household income of more than \$100,000; people aged 30 – 49 years; Aucklanders.

18%

Wireless broadband



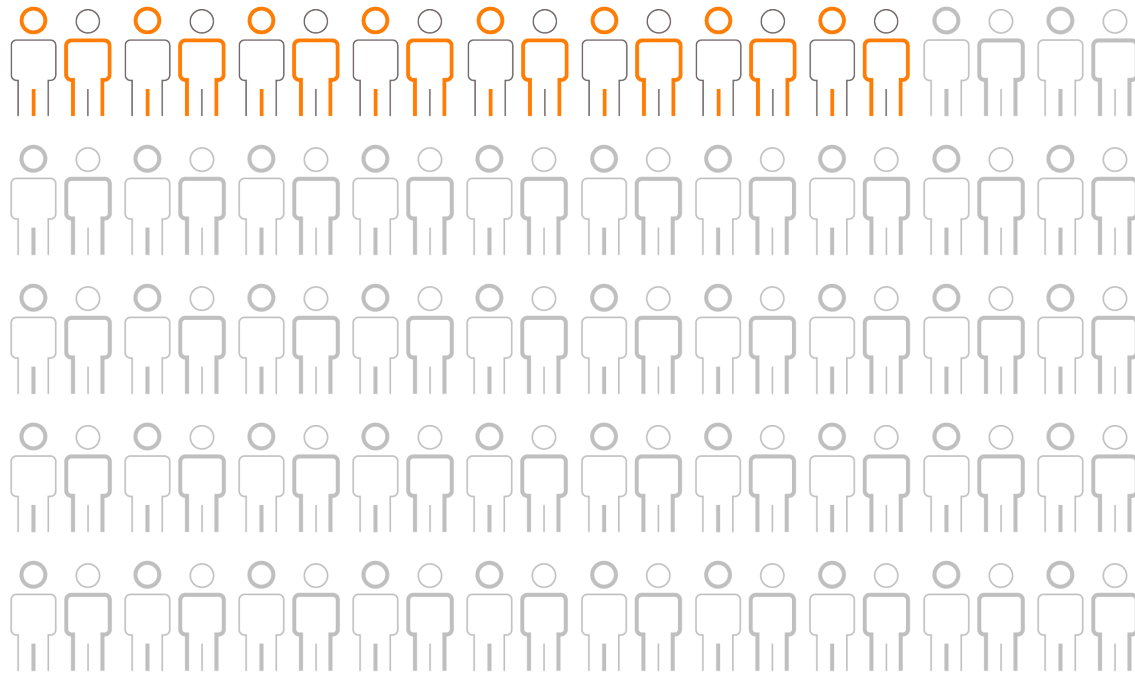
Q63. Which type of Internet connection do you have at home?
Base: Consumers who access the Internet at home 2023 n=1,001.

03

What are the benefits of the Internet?



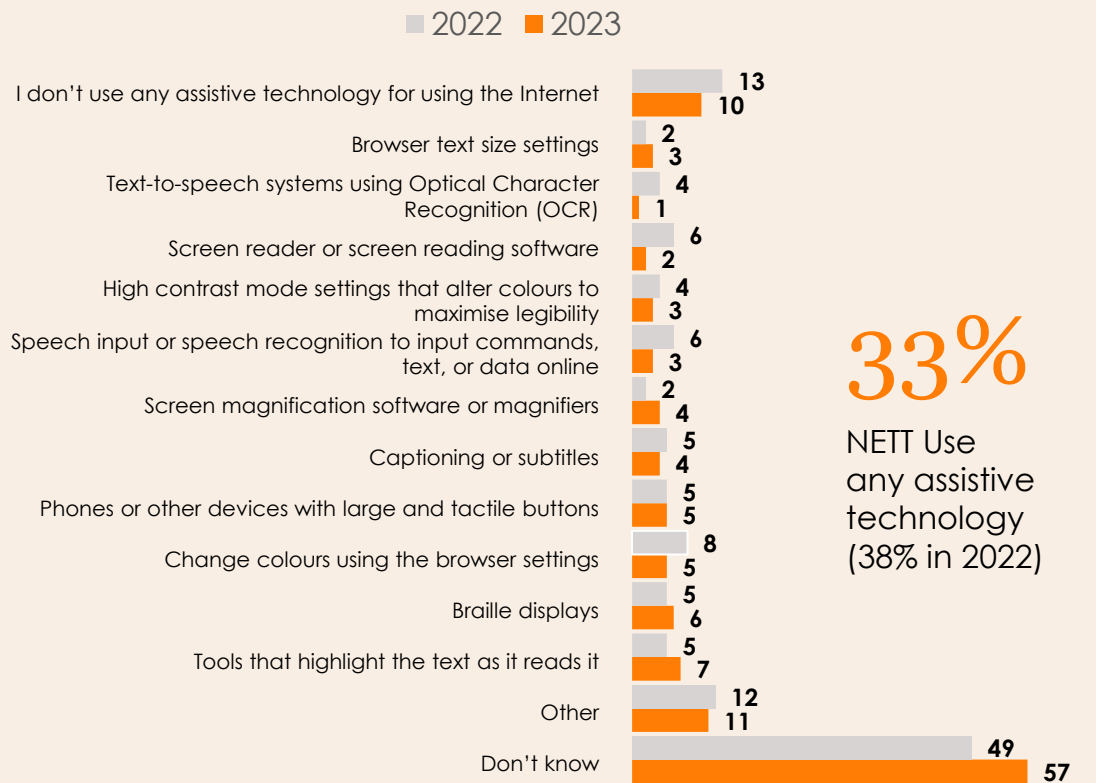
Similar to last year, 16% of New Zealanders in our survey have a long-term disability or impairment that makes it difficult to do everyday tasks



Of these, 33% use assistive technology while on the Internet

% Types of assistive technology New Zealanders use while using the Internet

Only asked of those who indicated having long-term disability or impairment



Q84. Do you have a long-term disability or impairment (lasting six months or more) that makes it more difficult for you to do everyday tasks, that other people find easy? | Q85. And what, if any, assistive technology do you use when using the Internet? For example, equipment, hardware, or software. Base: Q84. All people 2023 n=1,001; 2022 n=1,001 | Q85. People with long term disability 2023 n=159; 2022 n=166

04

What are New Zealanders concerned about?

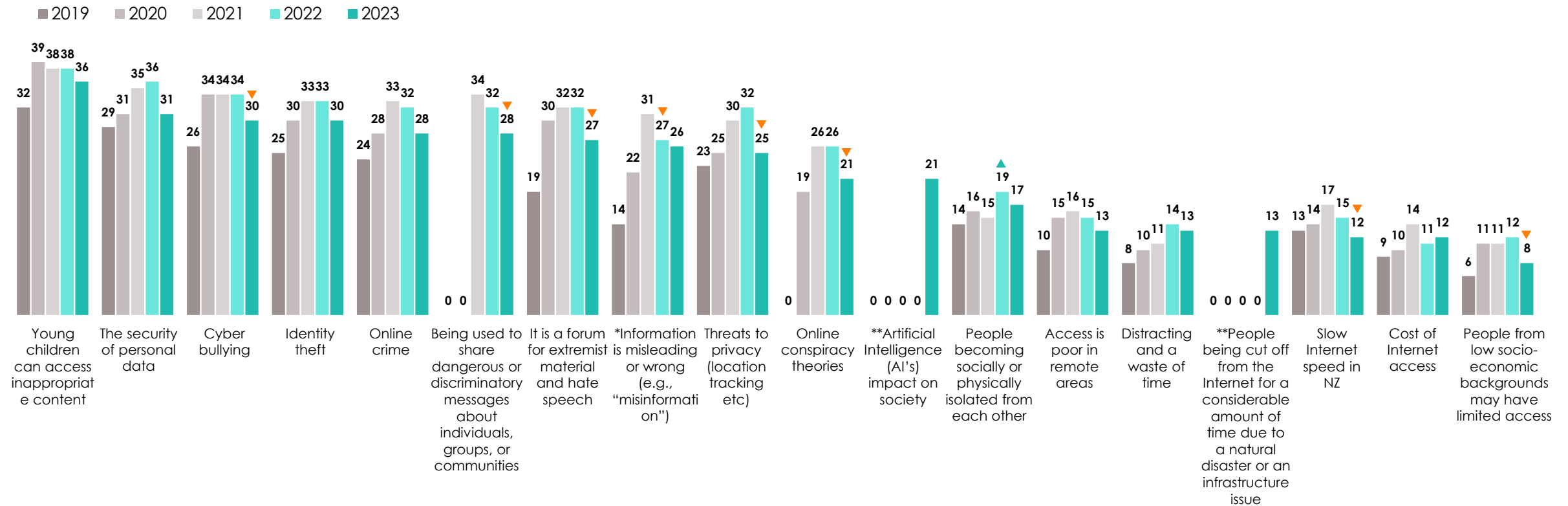


Young people accessing inappropriate content on the Internet continues to be the main cause for extreme concern for New Zealanders

Overall, extreme concern has ebbed off for many Internet aspects this year, significantly so for some

Concerns about the Internet

% Extremely concerned



Q36. How concerned are you about each of the following aspects of the Internet? For each aspect please indicate on the scale your level of concern. Again, please think about society as a whole, rather than anything you may or may not have personally experienced. *Statement updated to include "e.g., Misinformation" in 2021. **New statements to 2023.

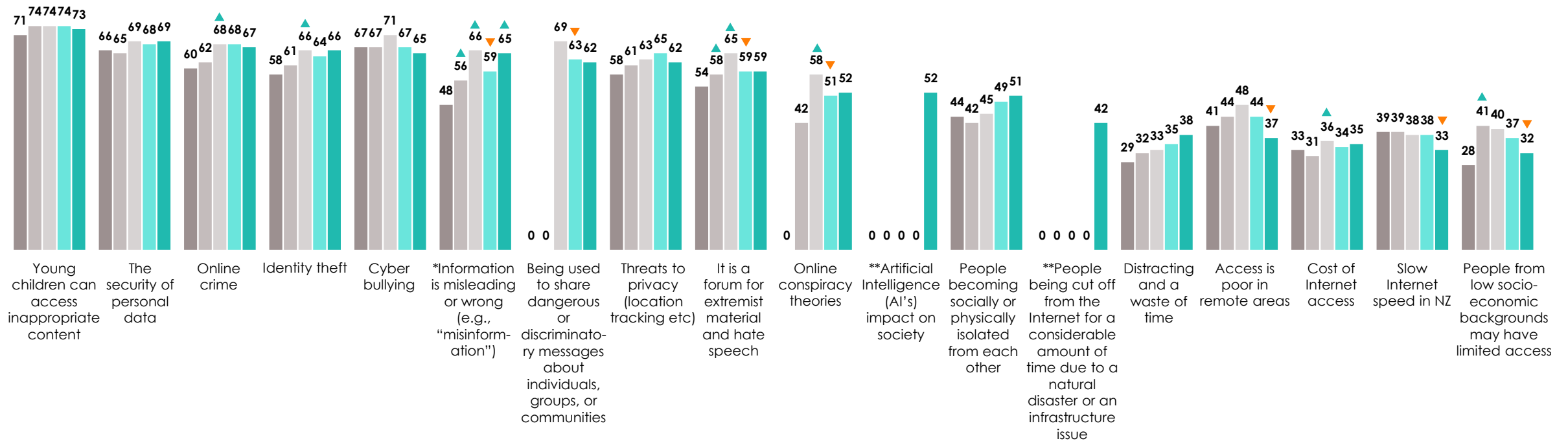
Base: All people 2023 n=1,001; 2022 n= 1,001; 2021 n=1,001; 2020 n=1,000; 2019 n=1,001; 2018 Consumers n≈1,002. Excludes don't know.

The number of New Zealanders extremely or very concerned about misinformation has increased significantly

Concerns about the Internet

% NETT extremely concerned | very concerned

■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023



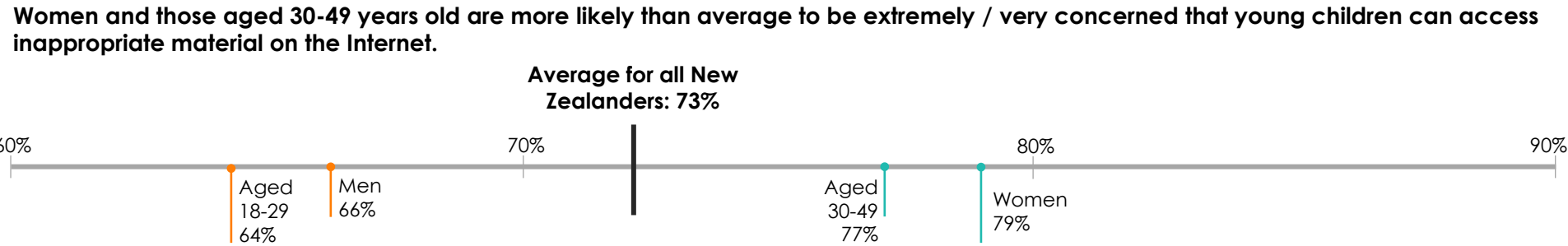
Q36. How concerned are you about each of the following aspects of the Internet? For each aspect please indicate on the scale your level of concern. Again, please think about society as a whole, rather than anything you may or may not have personally experienced. *Statement updated to include "e.g., Misinformation" in 2021. **New statements to 2023.

Base: All people 2023 n=1,001; 2022 n= 1,001; 2021 n=1,001; 2020 n=1,000; 2019 n≈1,001; 2018 Consumers n≈1,002. Excludes don't know.

In general, it is older New Zealanders and women who are more likely to be concerned about youth accessing inappropriate content, security of personal data, and online crime

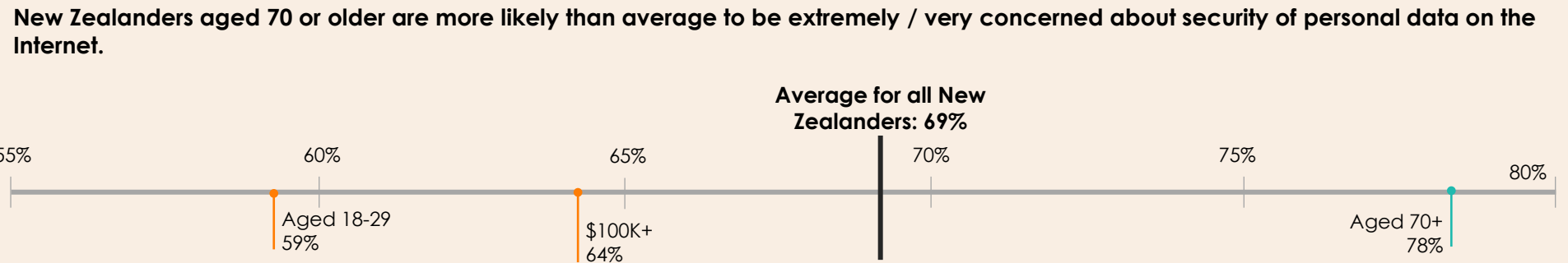
73%

Young children can access inappropriate material



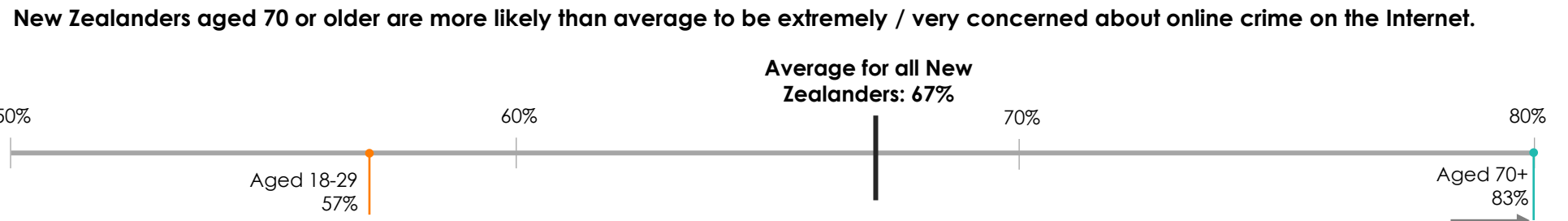
69%

Security of personal data



67%

Online crime



Q36. How concerned are you about each of the following aspects of the Internet? For each aspect please indicate on the scale your level of concern. Again, please think about society as a whole, rather than anything you may or may not have personally experienced.

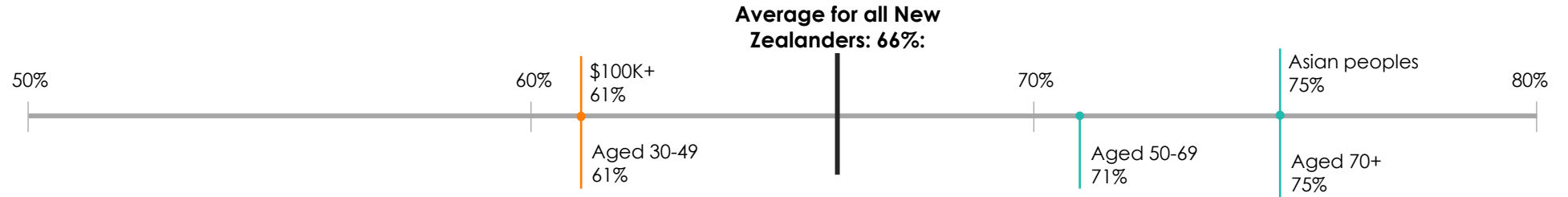
Base: All people 2023 n≈1,001. Excludes don't know.

Similarly, it is older New Zealanders and women showing more concern for identity theft, misinformation, and cyber bullying

66%

Identity theft

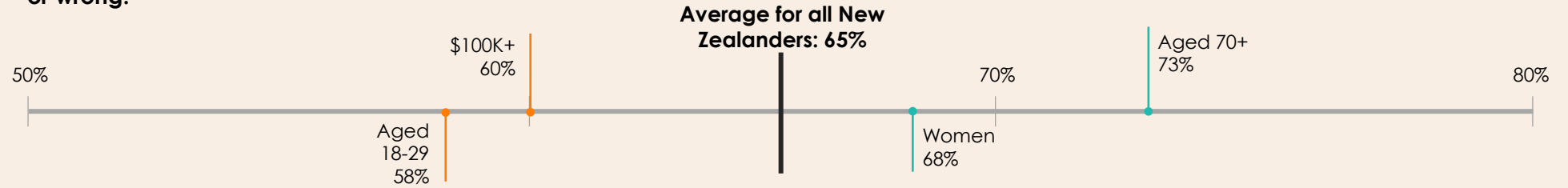
Asian peoples and those aged 50 or older are more likely than average to be extremely / very concerned about identity theft.



65%

Information is misleading or wrong

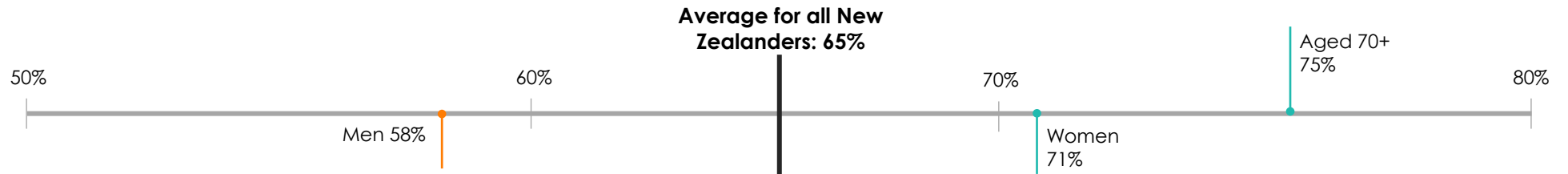
Those aged 70 or older and women are more likely than average to be extremely / very concerned about information that is misleading or wrong.



65%

Cyber bullying

Those aged 70 or older and women are more likely than average to be extremely / very concerned about cyber bullying.



Q36. How concerned are you about each of the following aspects of the Internet? For each aspect please indicate on the scale your level of concern. Again, please think about society as a whole, rather than anything you may or may not have personally experienced.

Base: All people 2023 n≈1,001. Excludes don't know.

New Zealanders aged 70 and over, women, those with long-term disability, Asian peoples and middle-income earners are more likely to have concerns across a range of areas than New Zealanders on average.

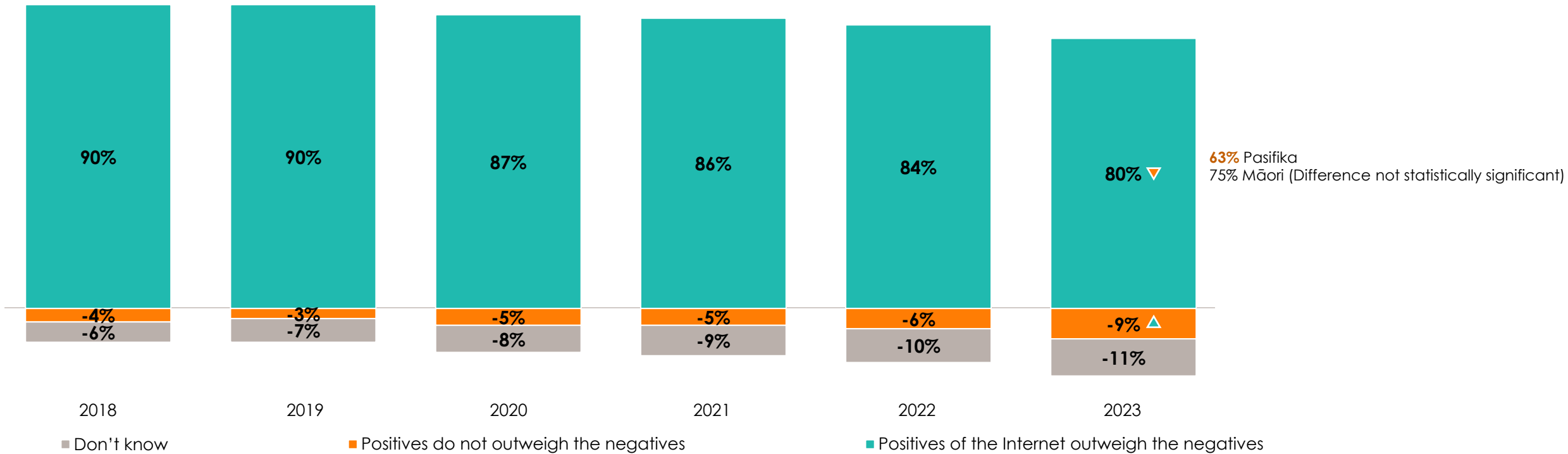
The elderly are relatively more likely to be concerned about the security of data, online crime, cyber bullying, misinformation, the Internet being used to share dangerous messages, extremist material or online conspiracies, and poor access for remote areas than New Zealanders on average.

| % NETT extremely concerned / very concerned | All New Zealanders n=1001 | Men n=483 | Women n=511 | Aged 18 – 29 n=218 | Aged 30 – 49 n=340 | Aged 50 – 69 n=292 | Aged 70+ n=151 | NZ European / Pākehā n=698 | Māori n=166 | Pasifika n=75 | Asian n=184 | H/h income up to \$50K n=212 | H/.h income \$50,001 – \$100,000 n=281 | H/h income \$100,001 and over n=362 | Yes, have long term disability n=159 |
|--|---------------------------|-----------|-------------|--------------------|--------------------|--------------------|----------------|----------------------------|-------------|---------------|-------------|------------------------------|--|-------------------------------------|--------------------------------------|
| Young children can access inappropriate content | 73 | 66 ▼ | 79 ▲ | 64 ▼ | 77 ▲ | 72 | 77 | 74 | 74 | 77 | 67 | 76 | 76 | 69 | 74 |
| The security of personal data | 69 | 67 | 61 | 59 ▼ | 67 | 74 | 78 ▲ | 68 | 68 | 70 | 73 | 73 | 71 | 64 ▼ | 74 |
| Online crime | 67 | 65 | 68 | 57 ▼ | 63 | 70 | 83 ▲ | 66 | 64 | 61 | 73 | 65 | 71 | 65 | 63 |
| Identity theft | 66 | 65 | 67 | 60 | 61 ▼ | 71 ▲ | 75 ▲ | 64 | 65 | 73 | 75 ▲ | 67 | 68 | 61 ▼ | 71 |
| Cyber bullying | 65 | 58 ▼ | 71 ▲ | 59 | 64 | 66 | 75 ▲ | 66 | 61 | 64 | 66 | 66 | 67 | 62 | 68 |
| Information is misleading or wrong | 65 | 61 | 68 ▲ | 58 ▼ | 62 | 68 | 73 ▲ | 65 | 60 | 65 | 63 | 65 | 68 | 60 ▼ | 69 |
| Being used to share dangerous or discriminatory messages | 62 | 55 ▼ | 67 ▲ | 55 ▼ | 57 ▼ | 67 ▲ | 71 ▲ | 62 | 60 | 60 | 65 | 62 | 64 | 58 | 61 |
| Threats to privacy (location tracking etc) | 62 ▼ | 58 | 65 ▲ | 56 | 58 | 66 | 70 ▲ | 60 | 65 | 72 | 67 | 64 | 66 | 57 ▼ | 63 |
| Forum for extremist material and hate speech | 59 | 54 ▼ | 63 ▲ | 55 | 54 ▼ | 63 | 71 ▲ | 57 | 59 | 60 | 64 | 60 | 59 | 56 | 61 |
| *Artificial Intelligence (AI's) impact on society | 52 | 47 ▼ | 56 ▲ | 47 | 47 | 56 | 60 ▲ | 52 | 51 | 51 | 53 | 59 ▲ | 50 | 46 ▼ | 61 ▲ |
| Online conspiracy theories | 52 | 49 | 54 | 47 | 46 ▼ | 54 | 68 ▲ | 52 | 47 | 53 | 53 | 51 | 57 | 48 | 53 |
| People becoming socially or physically isolated from each other | 51 | 48 ▼ | 55 ▲ | 52 | 54 | 49 | 50 | 51 | 44 | 53 | 52 | 51 | 59 ▲ | 49 | 48 |
| *People cut off from the Internet due to a natural disaster or an infrastructure issue | 42 | 40 | 44 | 46 | 37 ▼ | 39 | 54 ▲ | 38 ▼ | 41 | 44 | 59 ▲ | 44 | 47 ▲ | 36 ▼ | 51 ▲ |
| Distracting and a waste of time | 38 | 37 | 39 | 42 | 43 ▲ | 34 | 26 ▼ | 36 ▼ | 39 | 49 | 44 | 39 | 44 ▲ | 37 | 40 |
| Access is poor in remote areas | 37 | 37 | 38 | 33 | 34 | 39 | 50 ▲ | 36 | 36 | 31 | 44 | 39 | 42 | 31 ▼ | 46 ▲ |
| Cost of Internet access | 35 | 39 ▲ | 31 ▼ | 35 | 34 | 36 | 35 | 31 ▼ | 41 | 45 | 45 ▲ | 43 ▲ | 34 | 28 ▼ | 54 ▲ |
| Slow Internet speed in NZ | 33 | 40 ▲ | 26 ▼ | 36 | 31 | 35 | 31 | 28 ▼ | 31 | 44 | 49 ▲ | 31 | 35 | 31 | 42 ▲ |
| People from low socio-economic backgrounds may have limited access | 32 | 32 | 31 | 34 | 29 | 32 | 33 | 29 ▼ | 30 | 43 | 38 | 31 | 38 ▲ | 29 | 34 |

Despite a significant decline, four in five continue to think the positives of the Internet outweigh the negatives

However, only three in five Pasifika peoples think the positives outweigh the negatives

New Zealanders view of the balance of positives and negatives of the Internet



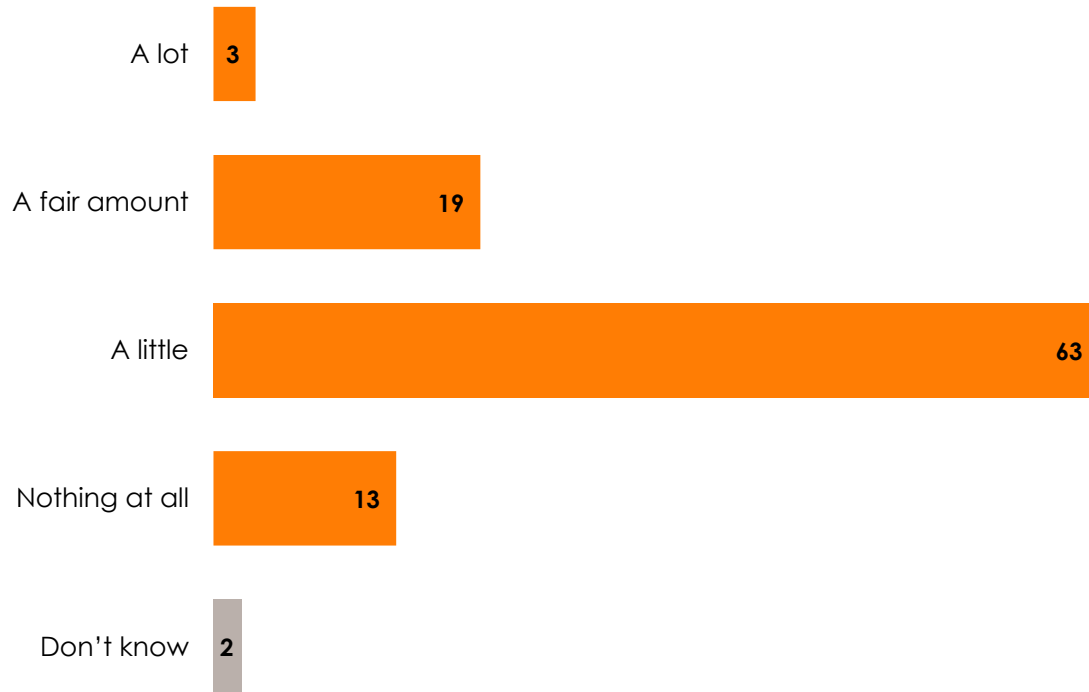
Q37. There are positives and negatives to the Internet but overall do you think the positives outweigh the negatives?

Base: All people 2023 n=1,001; 2022 n=1,001; 2021 n=1,001; 2020 n=1,000; 2019 n=1,001; 2018 n=1,859

Four out of five New Zealanders know at least a little about artificial intelligence (NETT 85%)

How much New Zealanders know about artificial intelligence (AI)

%



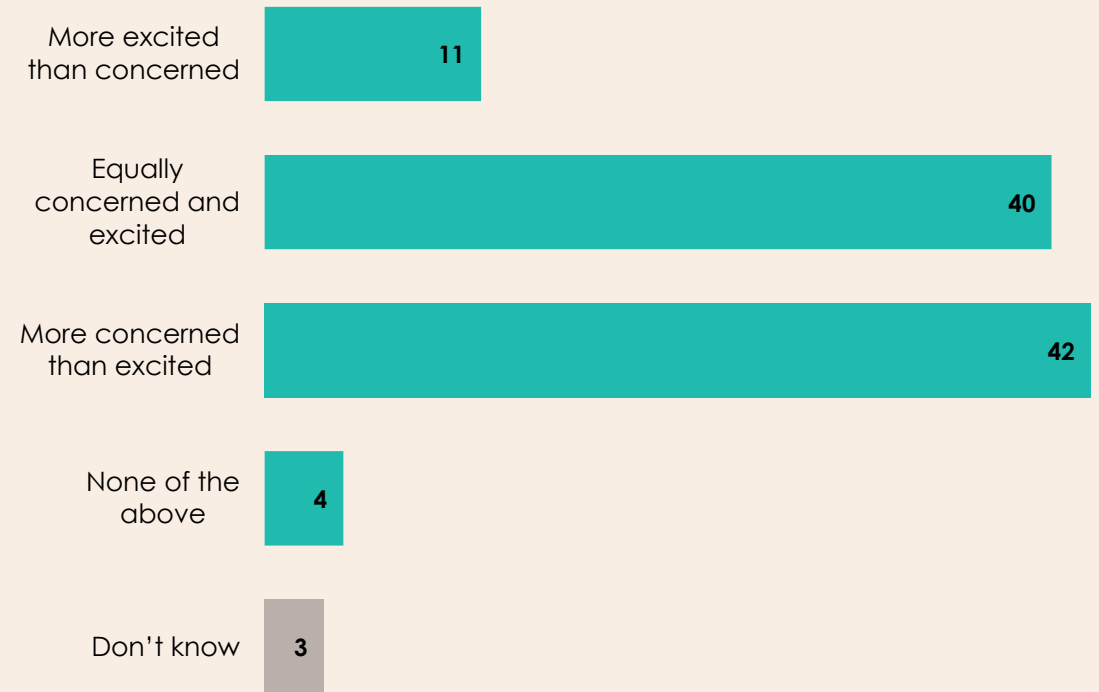
Q89. How much, if anything, do you know about AI (artificial intelligence)? (New question to 2023)

Base: All people 2023 n=1,001

... And many feel concerned about it

How New Zealanders feel about artificial intelligence (AI)

%



Q90. Overall, how do you feel about artificial intelligence (AI)? (New question to 2023)

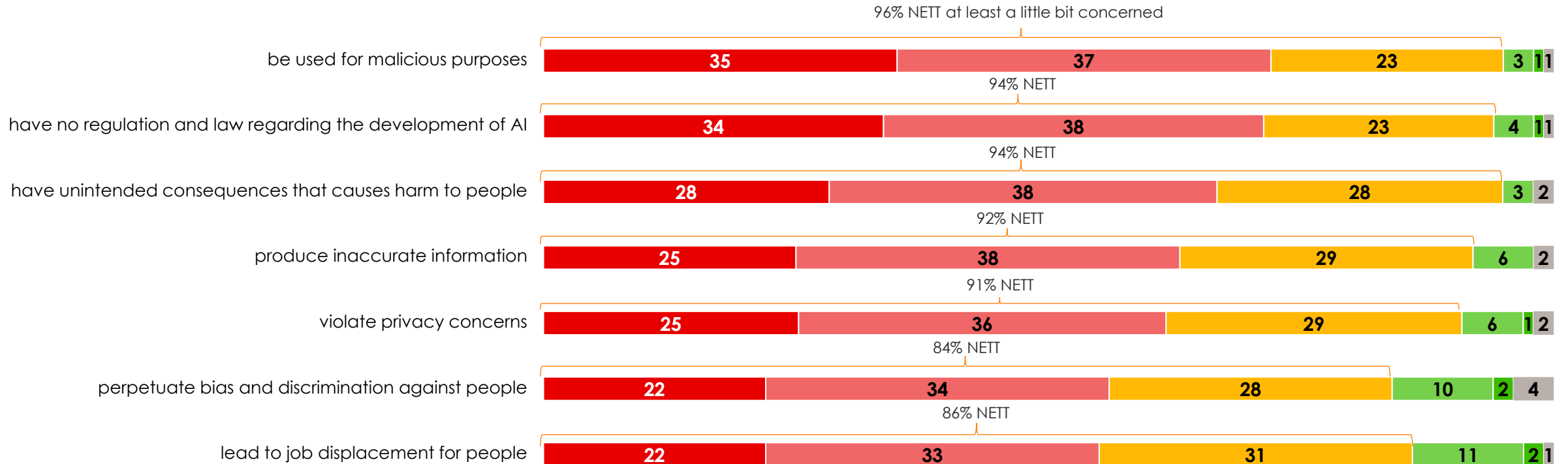
Base: Those who know about AI: 2023 n=853

New Zealanders are concerned about many aspects of AI, including that it will be used maliciously and without regulation

New Zealanders concerns about artificial intelligence (AI)

% How concerned people are that AI may...

■ Extremely concerned ■ Very concerned ■ A little bit concerned ■ Not very concerned ■ Not at all concerned ■ Don't know



Q91. How concerned are you that AI may...? (New question to 2023)
 Base: Those who are neutral or more concerned than excited about AI: 2023 n=701

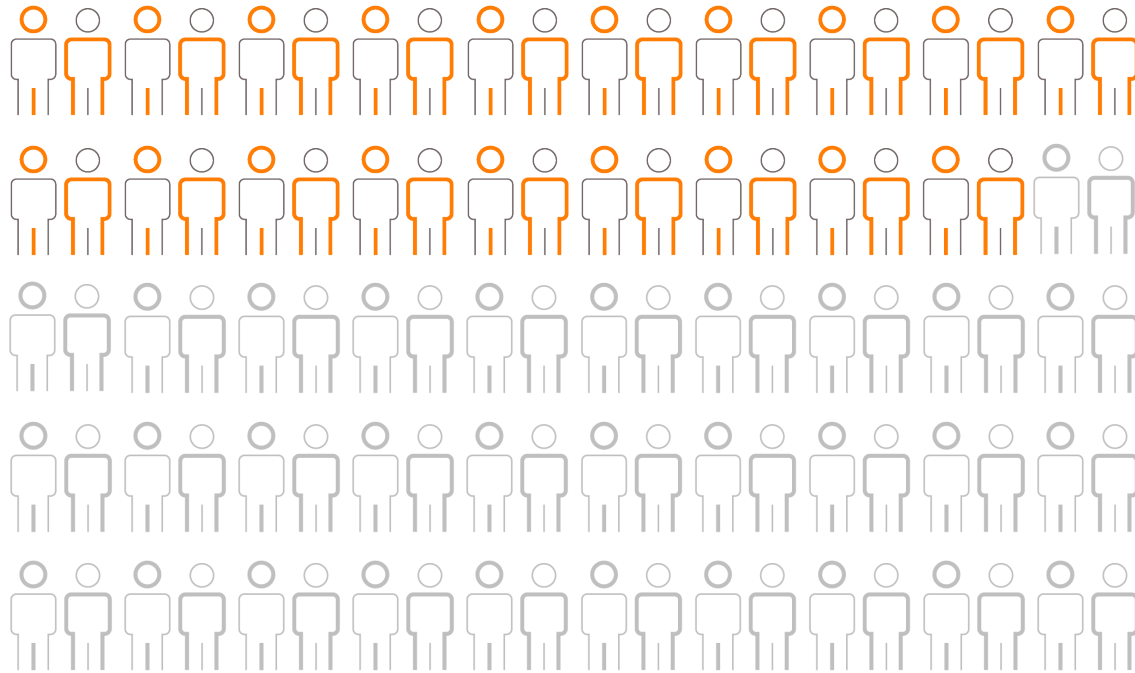
05

Do New Zealanders feel safe online?



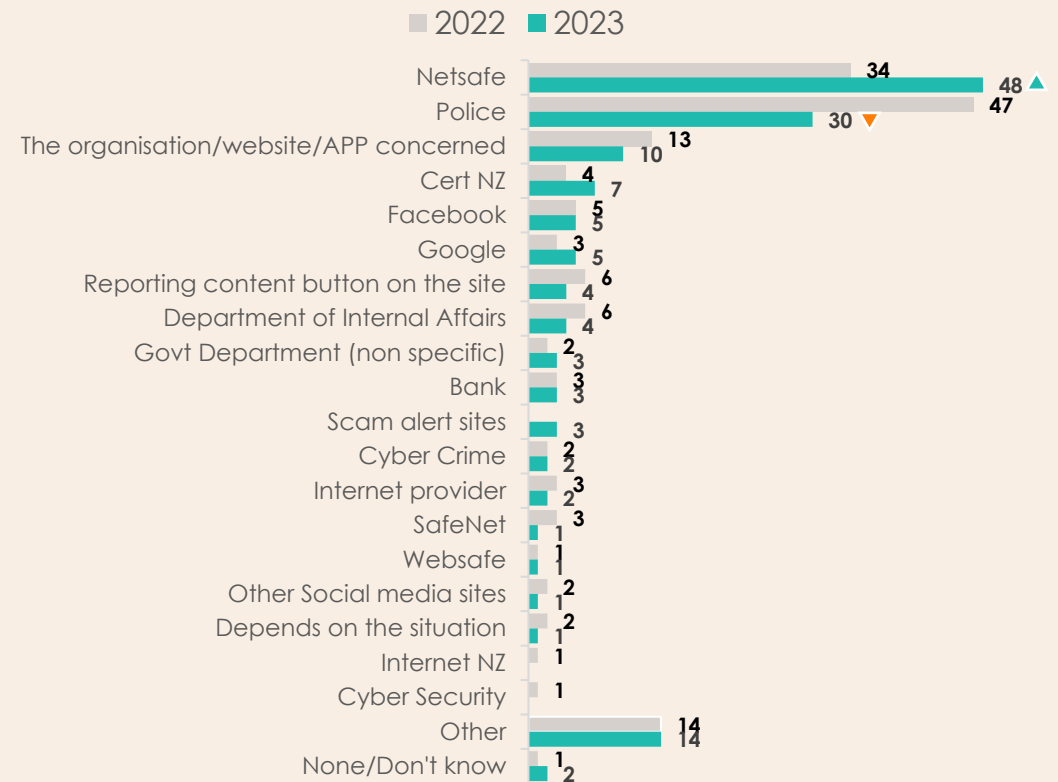
38% of New Zealanders know where to report something they've seen online that might be harmful or dangerous.

This is slightly lower than 2022 (42%) although not a significant decline.



This year more people said they would report harmful online content to Netsafe (48% vs 34% in 2022), and fewer would go to the police (30% vs 47% in 2022).

Where New Zealanders would report harmful online content to %



Questions first asked: 2022. Q81 - If you see something online that might be concerning, harmful or dangerous, do you know where to report it? | Q82- And where would you go to report something that you had seen online that might be concerning, harmful or dangerous? Base: Q81: All people 2023 n=1,001 | Q82. People who know where to report something harmful online 2023 n=299; 2022 n= 326

Younger New Zealanders are more likely than average to know where to report concerning, harmful, or dangerous things they've seen online. They are also more likely to experience online harm and harassment, as are Māori and the disabled.

38%

New Zealanders who know where to report concerning things

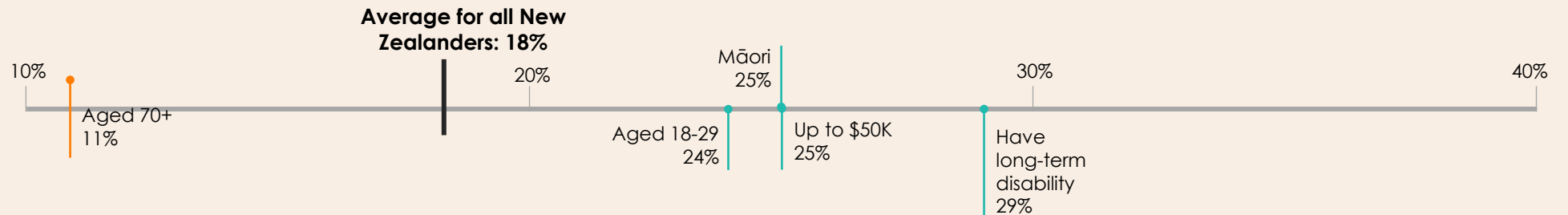
Younger New Zealanders (aged 18-29) are more likely than average to know where to report harmful content they've seen online.



18%

*New Zealanders have experienced online harm or harassment

New Zealanders that have a long-term disability or impairment, earn up to \$50K, are Māori or are aged 18-29 are more likely than average to have experienced online harm or harassment.



Q81 - If you see something online that might be concerning, harmful or dangerous, do you know where to report it?

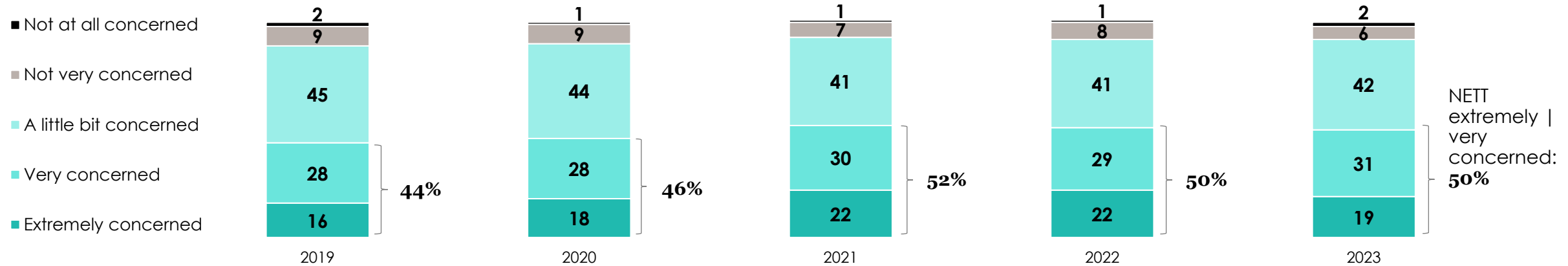
Q92 - Have you, personally, experienced online harm or harassment? *New question to 2023

Base: All people 2023 n=1,001

Like last year, one in two New Zealanders who use their personal details on the Internet are extremely or very concerned about the security of their data.

How concerned those who use personal details are about the security of their data

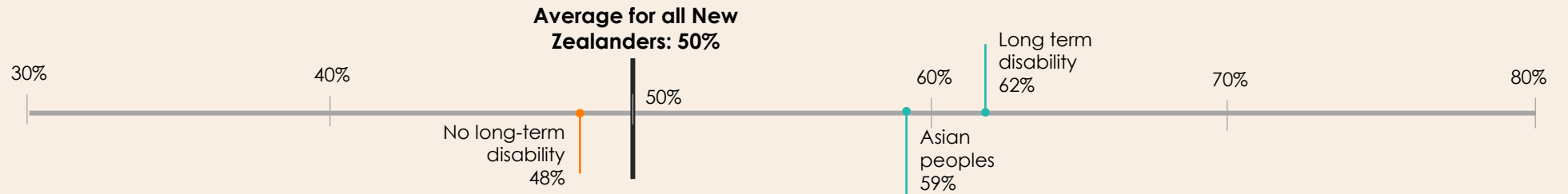
%



The following are more likely than average to be extremely / very concerned about security of their personal details when using them on the Internet: Asians and those with a long-term disability.

50%

Extremely / very concerned



Q39. How concerned are you about the security of your own personal details when you use them on the Internet?

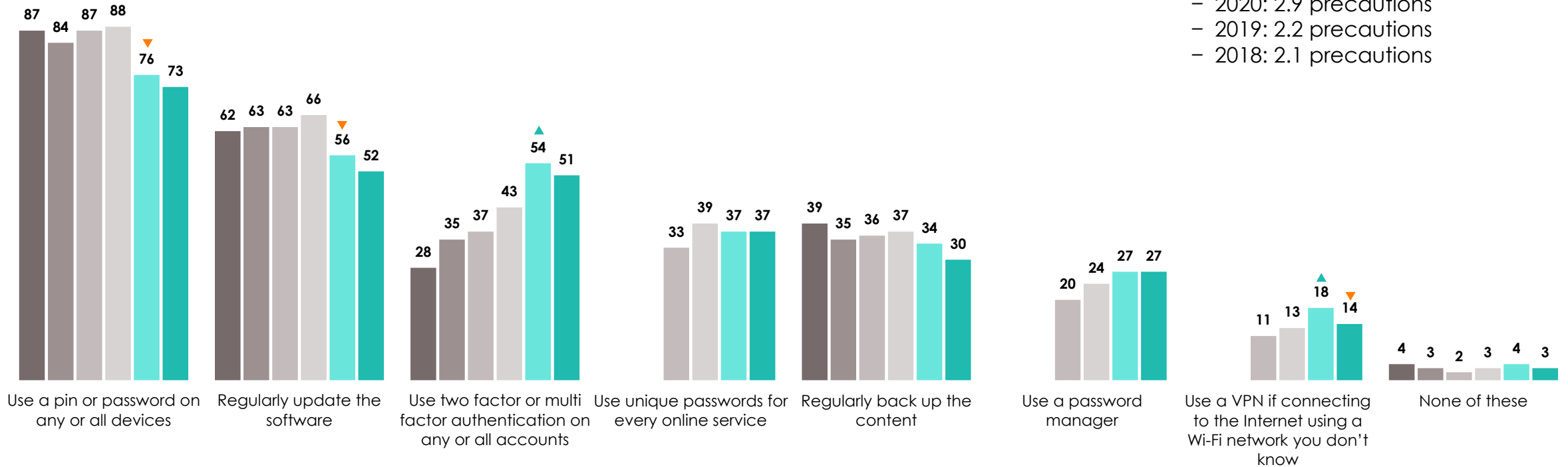
Base: All people (excluding those who don't use personal details on the Internet) 2023 n=992; 2022 n= 985; 2021 n≈988; 2020 n≈985; 2019 n≈976

Pin or password protection, regular software updates, and two-factor authentication remain the most utilised security methods.

Security precautions New Zealanders utilise for their own devices

%

■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023



Average number of precautions:

- 2023: **2.9** precautions
- 2022: 3.1 precautions
- 2021: 3.1 precautions
- 2020: 2.9 precautions
- 2019: 2.2 precautions
- 2018: 2.1 precautions

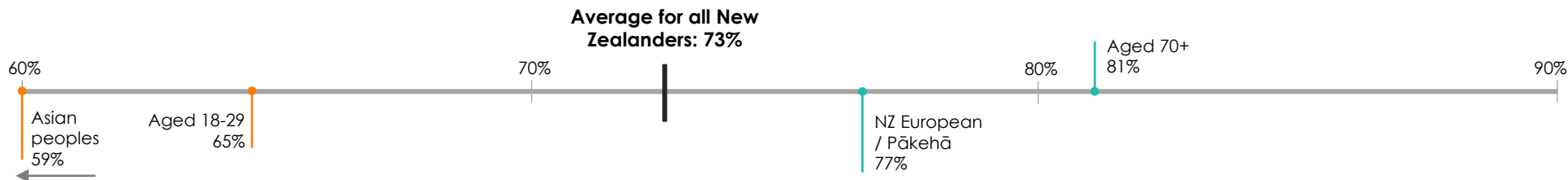
*New statements 2020. Q42. Which of the following security precautions do you take with your own devices?
 Base: All people 2023 n=1,001 2022 n= 1,001 2021 n=1,001; 2020 n=1,000; 2019 n=1,001; 2018 Consumers only n=1,002

Overall, young people are less likely to take security precautions

73%

Use a pin or password on all devices

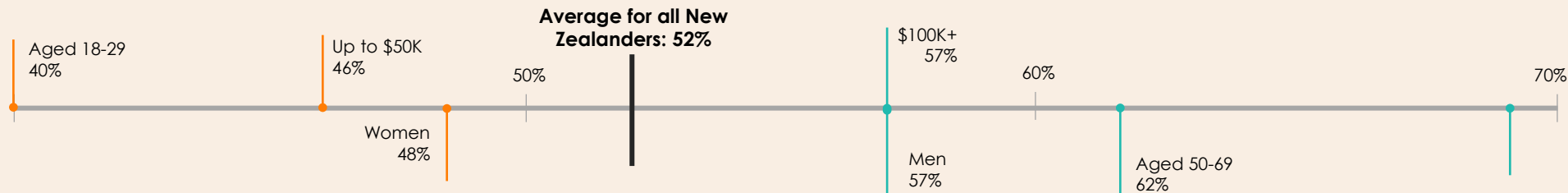
Asian peoples and younger New Zealanders (aged 18-29) are less likely than average to use a pin or password on all their devices.



52%

Regularly update software

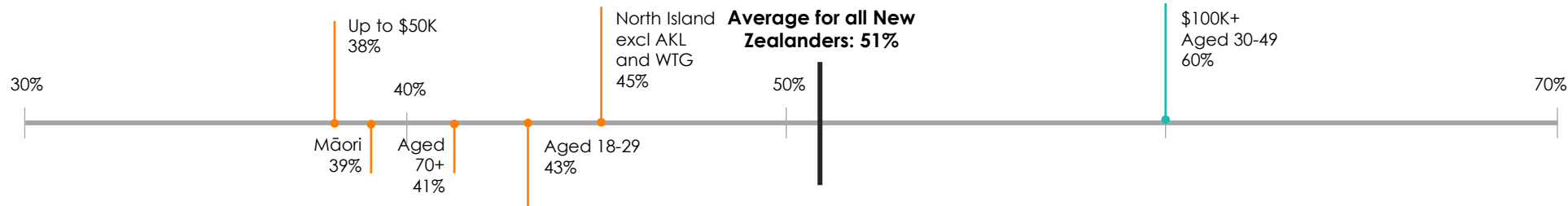
Younger New Zealanders (aged 18-29), those who earn up to \$50K, and women are less likely than average to regularly update software.



51%

Use two / multi factor authentication

Those who have a household income of up to \$50K, are Māori, are aged 70 or older, aged 18-29, or live in the North Island outside of Auckland and Wellington are less likely than average to use two / multi factor authentication on any or all accounts.



Q42. Which of the following security precautions do you take with your own devices?

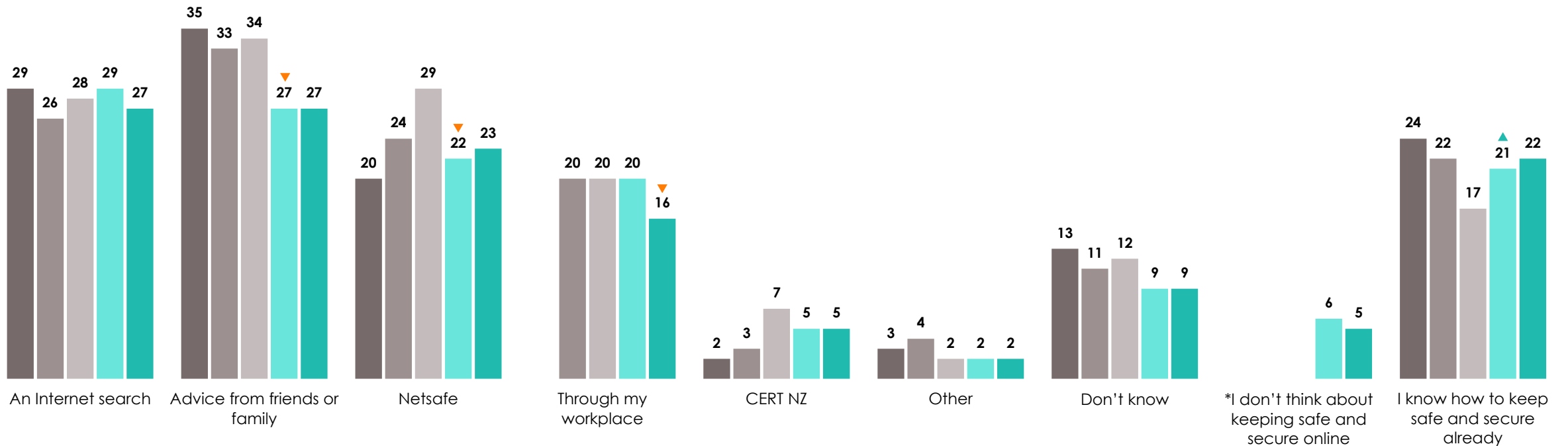
Base: All people 2023 n=1,001

A variety of sources are used for online safety information with Internet searching, friends & family, and Netsafe the most popular. 1 in 5 New Zealanders already know how to keep safe online, and 16% seek information from their workplace (down significantly this year).

Where New Zealanders go for information about online safety and security

%

■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023



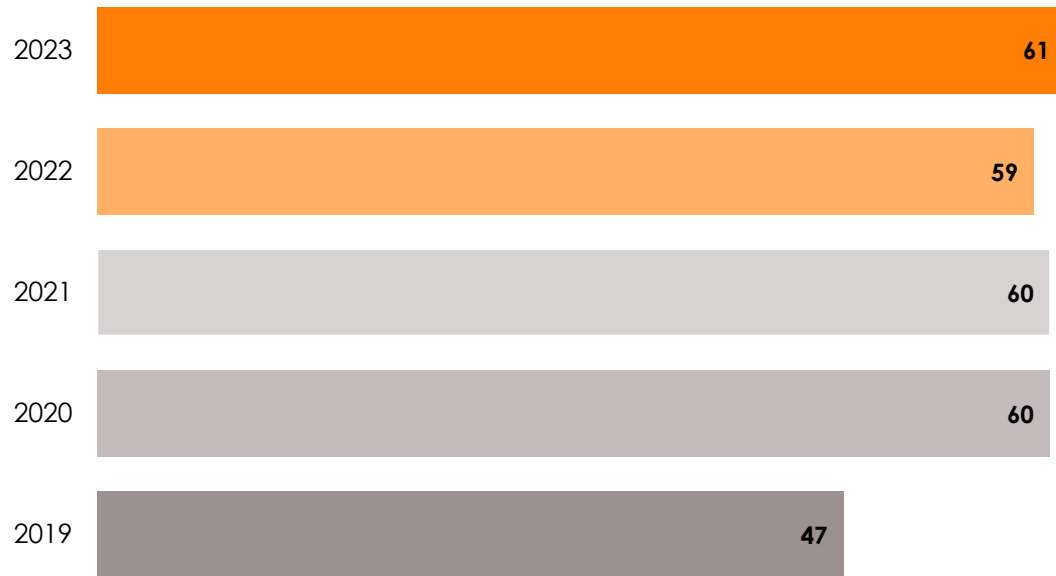
Q67. Where do you go for information about keeping safe and secure online? *New statement: 2022
 Base: All people 2023 n=1,001; 2022 n=1,001; 2021 n=1,001; 2020 n=1,000; 2019 n=1,001

06

Flexible working



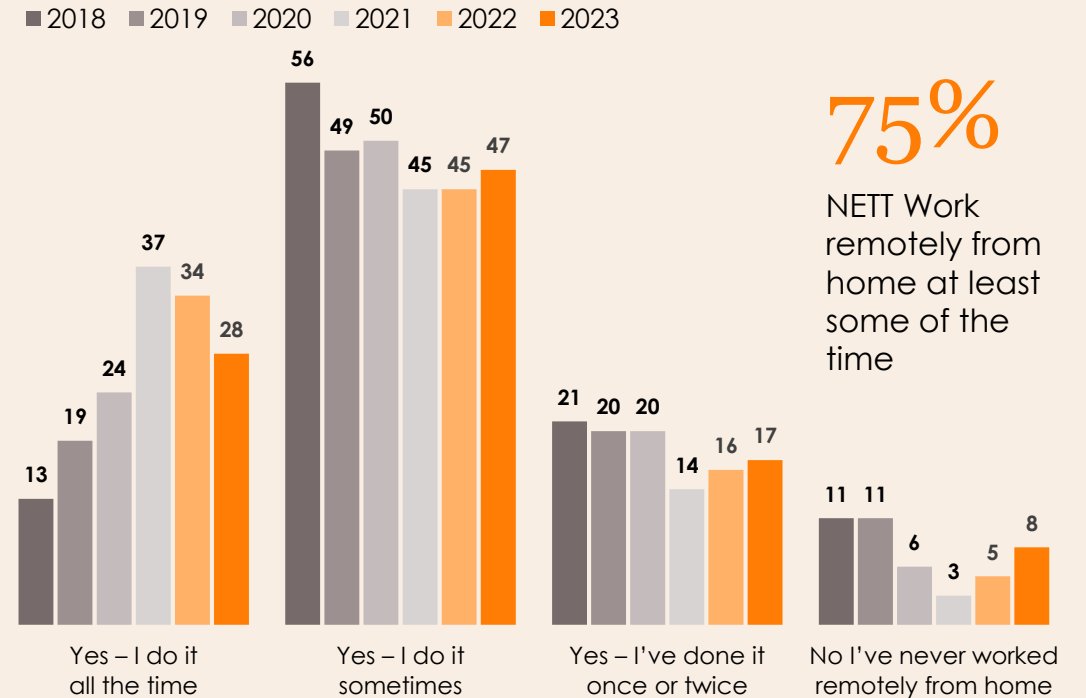
Of those working, three in five New Zealanders (61%) do the type of work which allows them to work from home (WFH). This has remained consistent since the start of the COVID pandemic.



Q49. Regardless of whether your employer encourages you to do so or not, is the type of work you do something you could do from home, as well as from your workplace?
Base: People who are working 2023 n=651

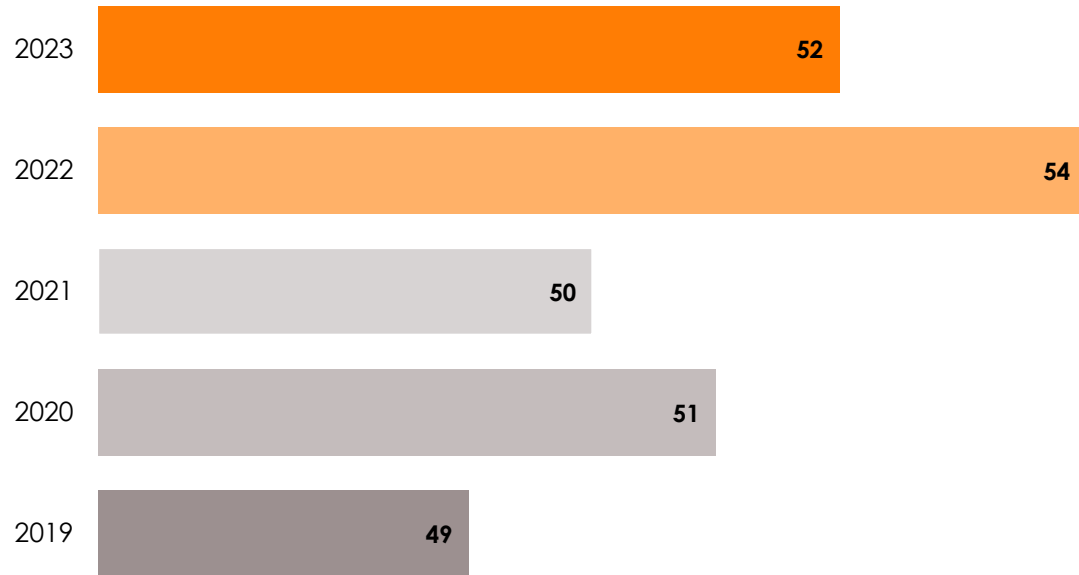
The number of New Zealanders who WFH all or some of the time has dropped slightly this year (75% versus 79% in 2022).

Whether work remotely from home
%

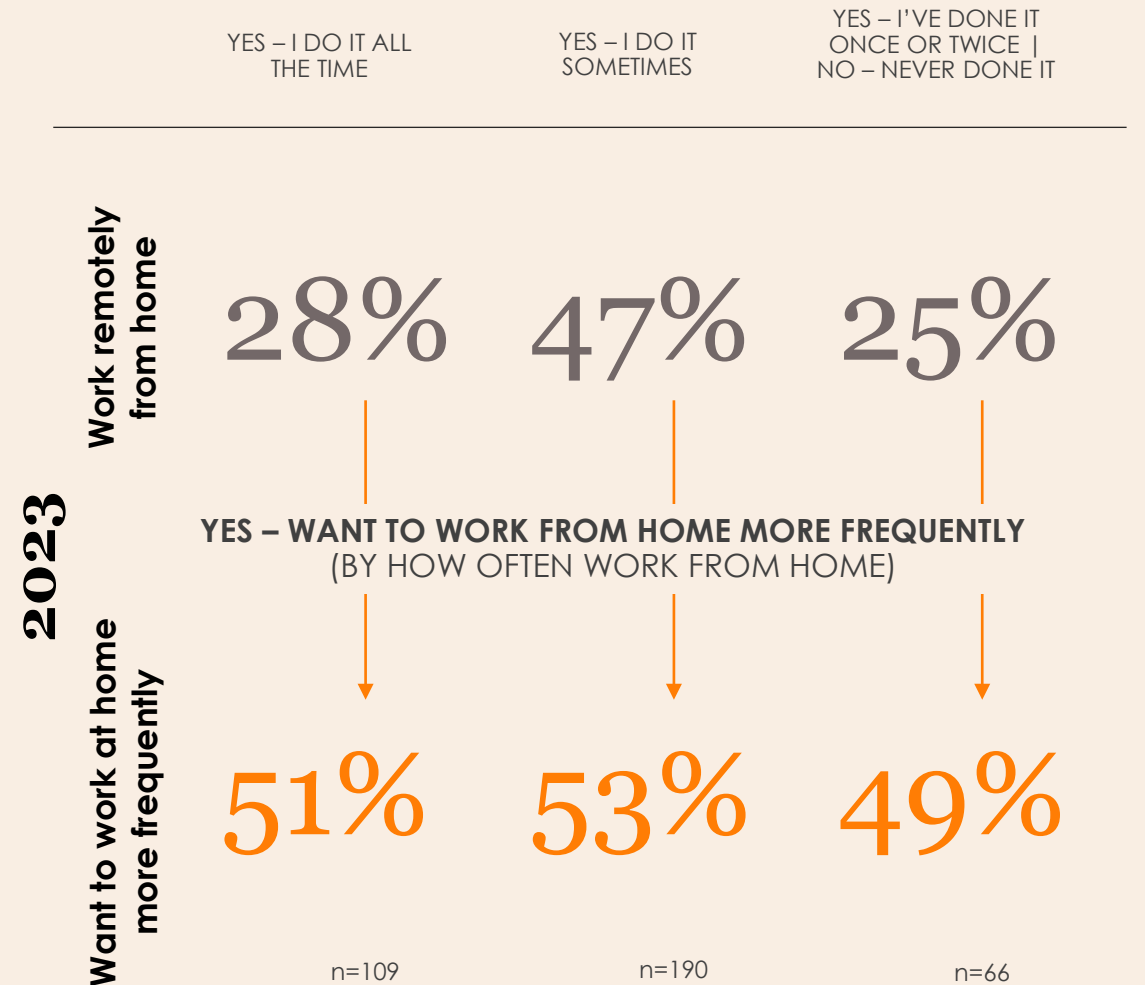


Q50. Do you work remotely from home?
Base: People who do the type of work that allows them to work from home and use the Internet for work 2023 n=397; 2022 n= 392; 2021 n=410; 2020 n=403; 2019 n=467

Overall, 52% of New Zealanders who can work at home using the Internet would like to work from home more frequently than they currently do.



Q50. Do you work remotely from home?
 Base: People who do the type of work that allows them to work from home and use the Internet for work 2023 n=397; 2022 n= 392; 2021 n=410

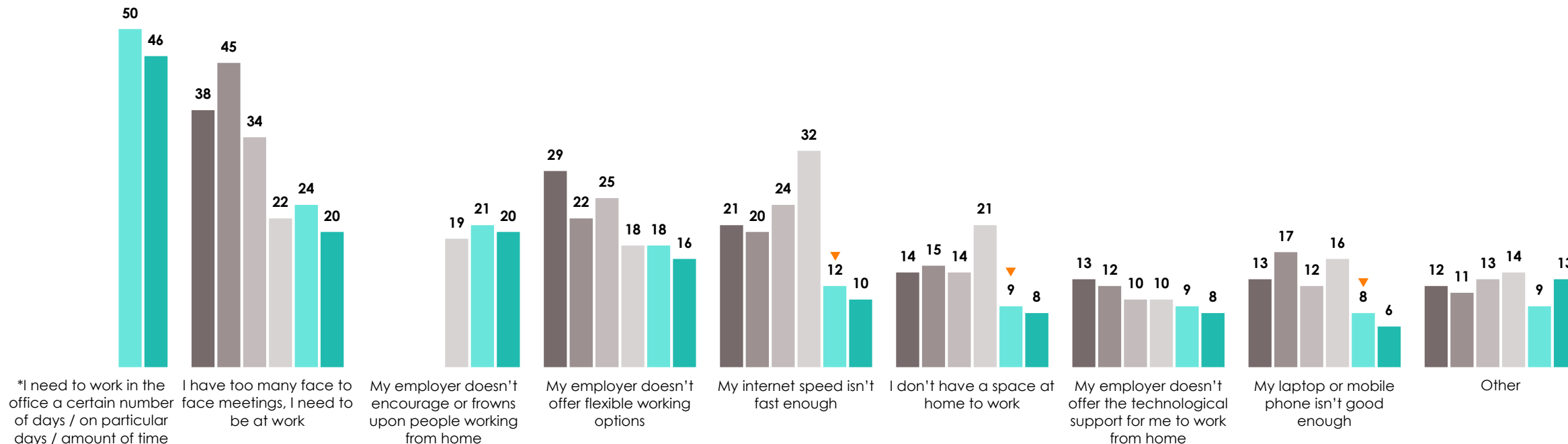


Q51. Would you like to work from home more frequently than you currently do?
 Base: People who do the type of work that allows them to work from home and use the Internet for work 2023 n=397; 2022 n= 392; 2021 n=410

Being required to work in the office a certain number of days remains the most common barrier to people working from home more often

% Yes, it's a barrier

■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023



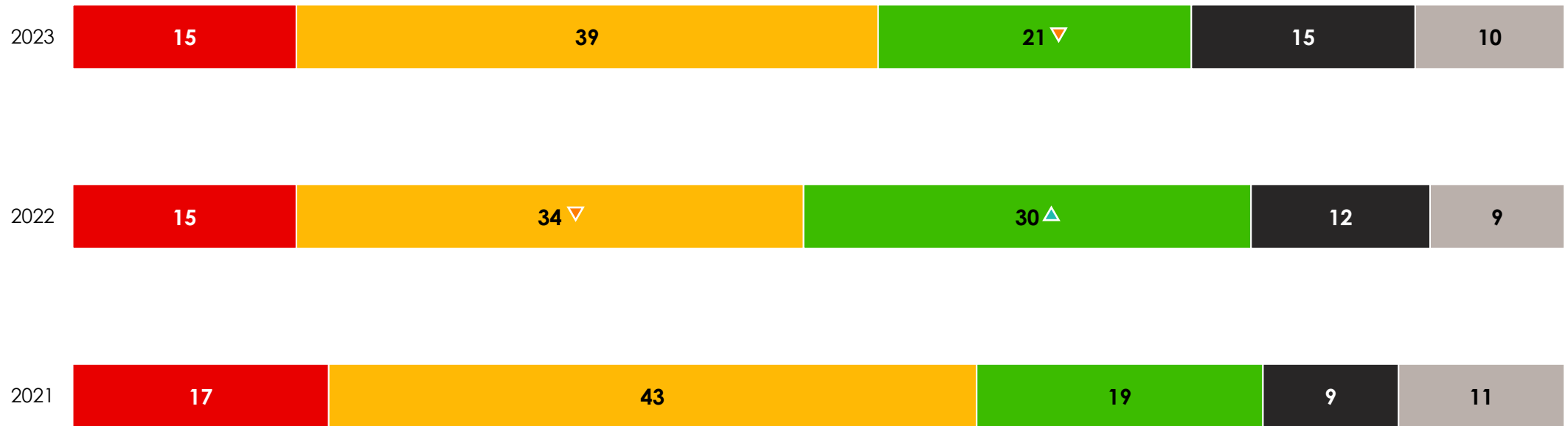
*Q52. Which of the below are barriers for you working from home more often? *New statement: 2022
 Base: Consumers who would like to work from home more often 2023 n=208; 2022 n=216; 2021 n=210; 2020 n=207; 2019 n=229

This year people are less likely to think WFH has improved their work culture and are more likely to think it's had no impact/the culture hasn't changed at all.

How workplace culture has been affected by more people working from home

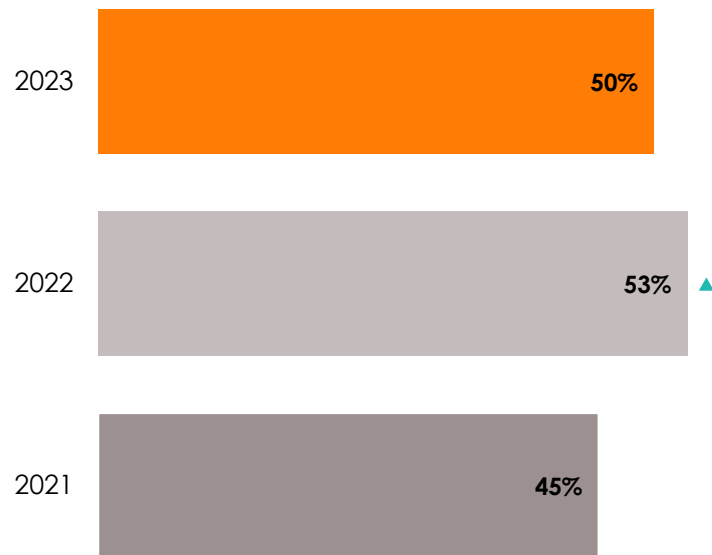
%

■ It's worse
 ■ The culture hasn't changed
 ■ It's better
 ■ There's been no change in the amount of people working from home
 ■ Don't know



Q77. Thinking of your work-place, how has the culture been affected by more people working from home over the last few years?
 Base: People who do the type of work that allows them to work from home and use the Internet for work 2023 n=397; 2022 n=392; 2021 n=410

Like last year, half of New Zealanders who do the type of work which allows them to work from home would consider moving somewhere else in NZ if they could relocate their current job.

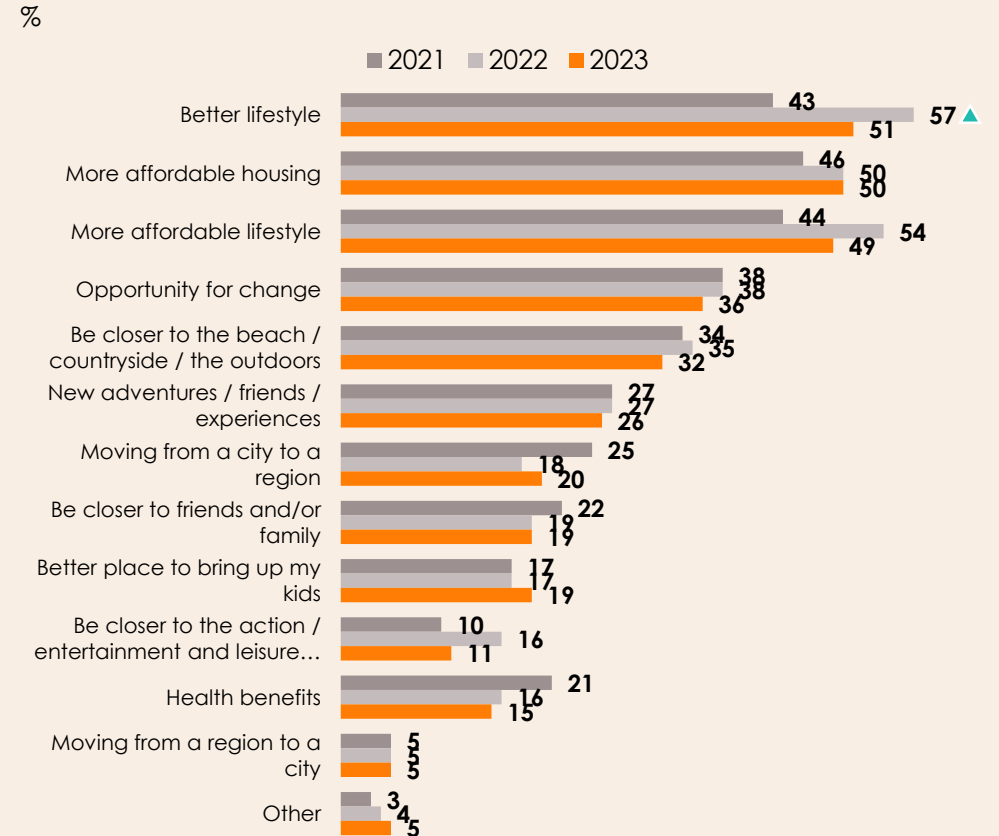


Q75. Would you consider moving somewhere else in NZ if you were able to re-locate your current job? New question 2021.

Base: People who do the type of work that allows them to work from home 2023 n=397; 2022 n=398; 2021 n=410.

Half of those who would relocate, would do so for a better lifestyle, more affordable housing, and a more affordable lifestyle.

Reasons for considering re-locating



Q76. And what would be your main reasons for re-locating somewhere else in Aotearoa?

Base: People who would consider relocating 2023 n=198; 2022 n=207; 2021 n=183.

Appendix

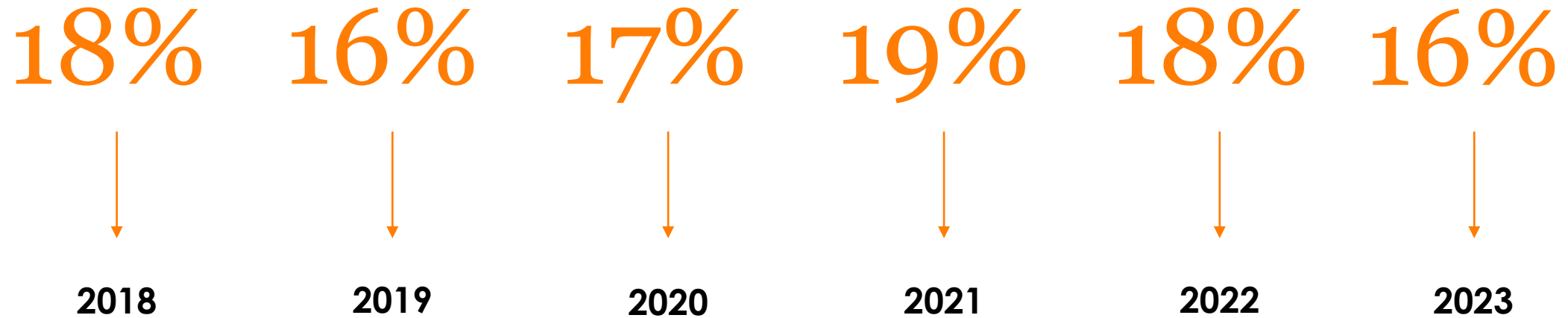


08

Awareness of InternetNZ



Around 1 in 7 New Zealanders (16%) have heard of InternetNZ, which is consistent with pre-COVID level of awareness.



The following are less likely to be aware of InternetNZ: women, those living in the North Island outside of Auckland and Wellington.

16%

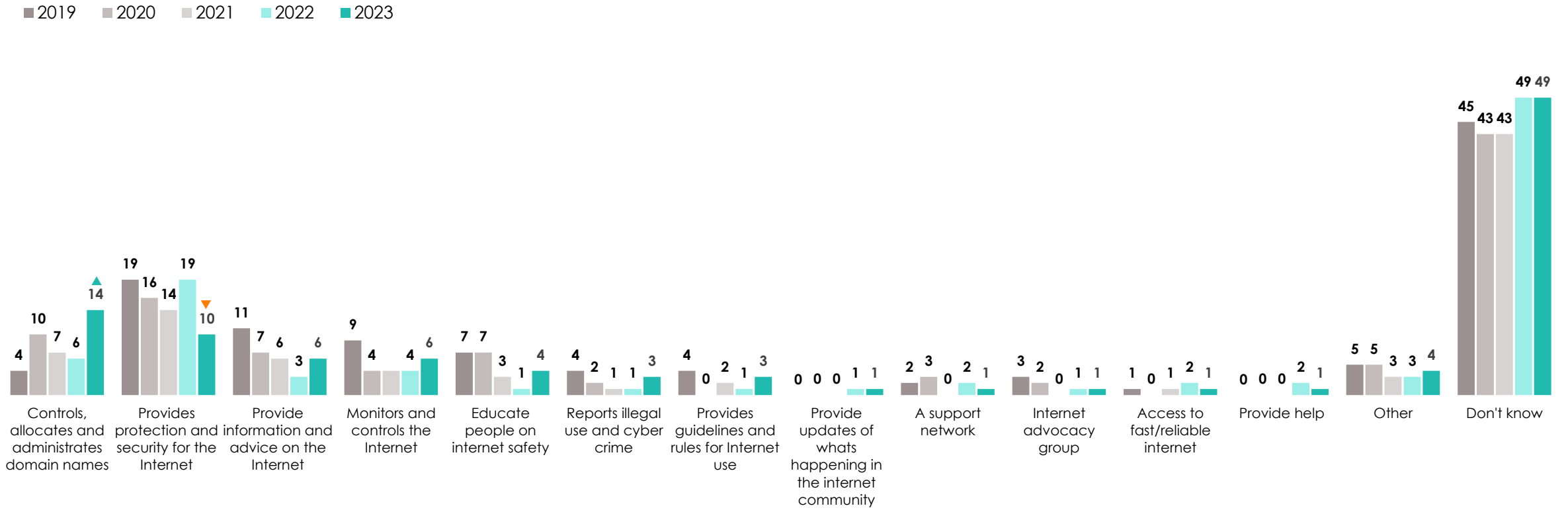
Yes, aware of InternetNZ



Q60. Have you heard of an organisation called InternetNZ? Base: All people 2023 n=1,001; 2022 n=1,001; 2021 n=1,001; 2020 n=1,000; 2019 n=1,001; 2018 Consumers only n=1,002

Half of New Zealanders aware of InternetNZ don't know what their role is. Compared to last year, people are more likely to say InternetNZ is most associated with administrating domain names (14% vs 6%) and less likely to say it provides Internet protection (10% vs. 19%)

%



*Other mentions of 1% combined in 'other'. Q61. What is your understanding of the role or function of InternetNZ? Base: Consumers aware of InternetNZ 2023 n=159; 2022 n=180; 2021 n=190; 2020 n=168; 2019 n=154; 2018 n=181

Some of the comments illustrating the more frequently mentioned associations New Zealanders have with InternetNZ...



“Guardian of the .nz domain.”

“Owns and administers nz domains.”

“Open, secure internet for everyone in nz.”

“Advice to consumers re internet”

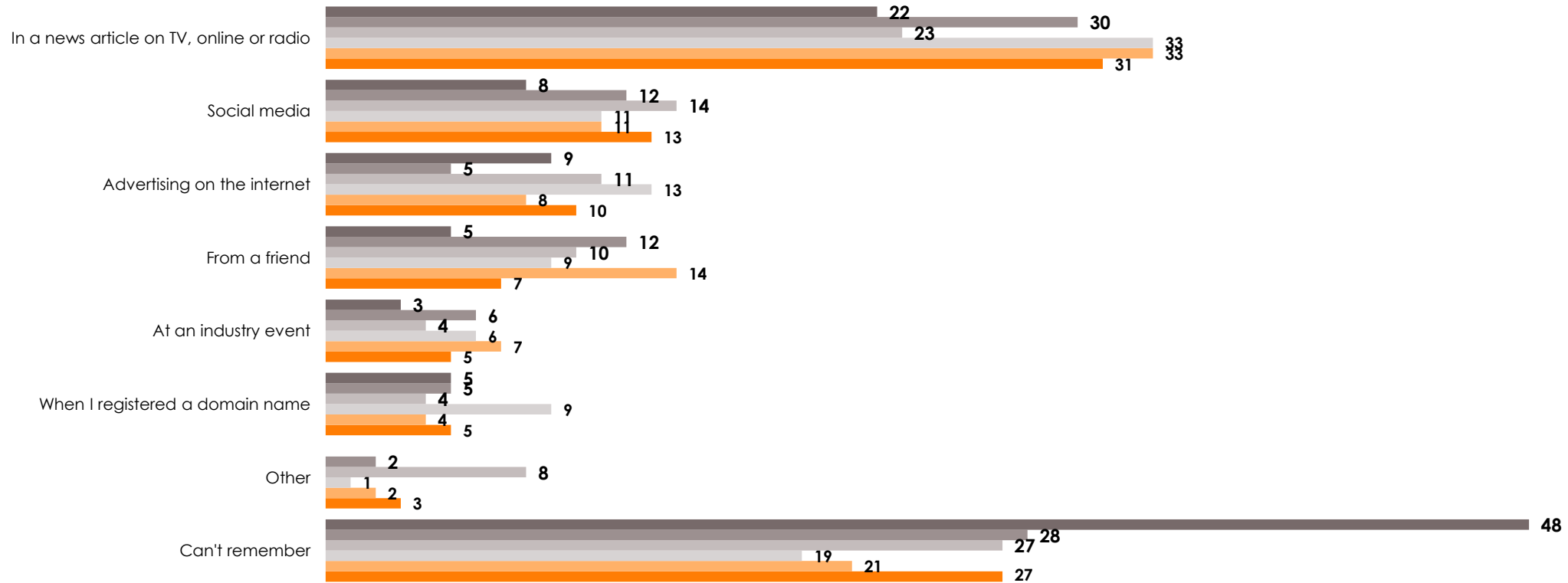
“Provide a service that secures information regularly to users.”

“They manage the domains on behalf of NZers.”

Most hear about InternetNZ through news articles, on TV etc.

%

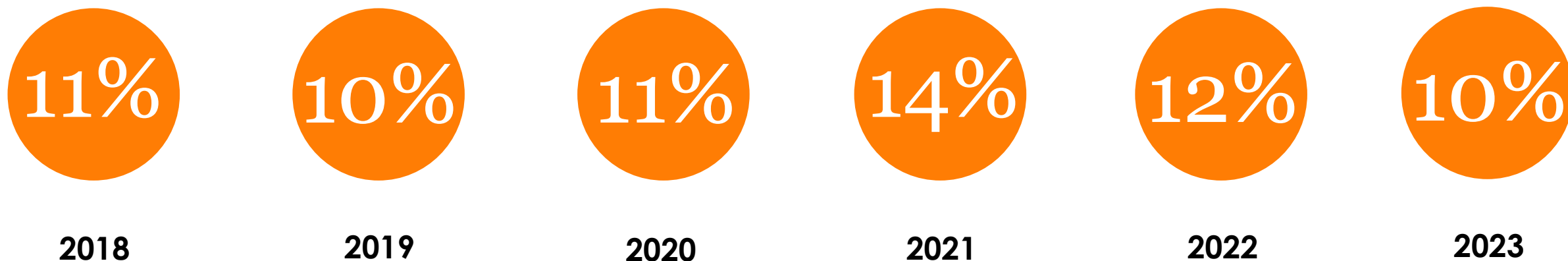
■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023



Q62 How did you first hear about InternetNZ?

Base: Consumers aware of InternetNZ 2023 n=156; 2022 n=180; 2021 n=190; 2020 n=168; 2019 n=154; 2018 n=181

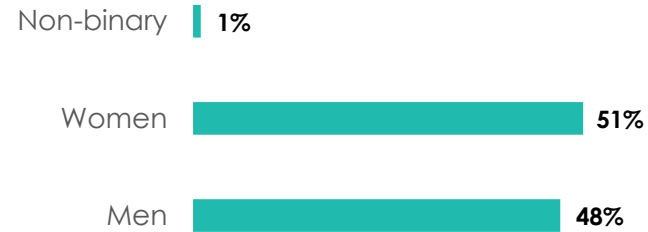
One in 10 are aware of the National Broadband Map



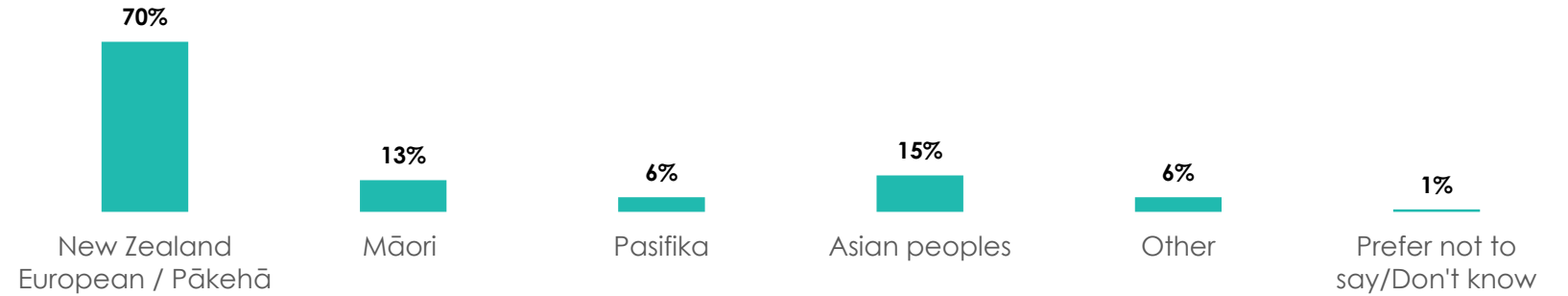
Q66. Have you heard of the National Broadband Map? Base: Consumers who access the Internet at home 2023 n=1,001; 2022 n=1,001; 2021 n=1,001; 2020 n=1,000; 2019 n=1,001

Respondent profile (weighted)

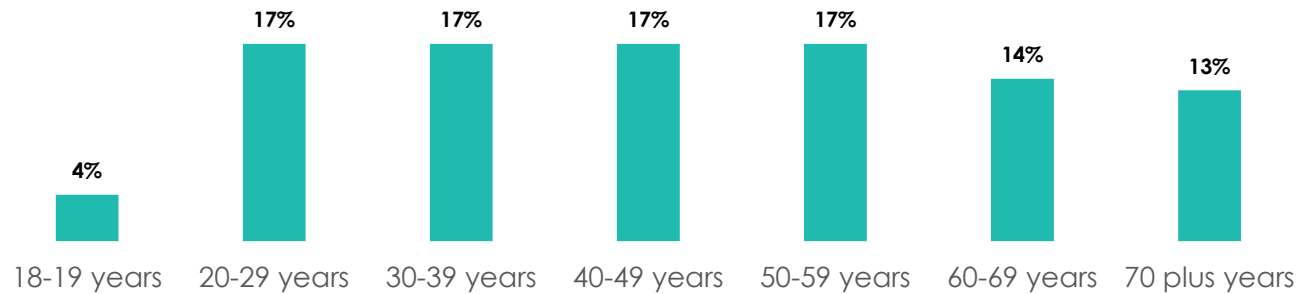
Gender



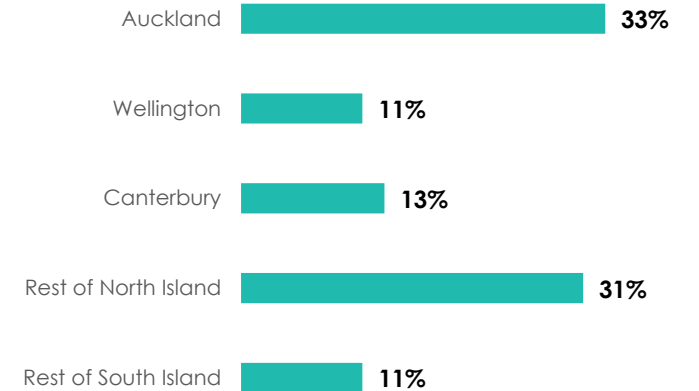
Ethnicity



Age



Region



*Gender, age, region, ethnicity are the variables weighted to be representative of the NZ population. Base: All people 2023 n=1,001; 2022 n=1,001; 2021 n=1,001; 2020 n=1,000; 2019 n=1,001

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