What Kiwis think of the Internet in New Zealand

Market research completed by
Colmar Brunton

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Background

- Annual research

- Kiwis' attitudes to the Internet

- Provides evidence: how people use the Internet and how they feel about it

- For InternetNZ: it's important info that helps us decide on our focus areas

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Methodology and findings

- Research commissioned by Colmar Brunton

- Fieldwork conducted October 2018

- Questions asked via an online survey of 1859 people
  (858 consumers, 857 businesses, 144 consumers who manage/own a business.)

- The maximum margin of error on the total group n=1,859 is +2.3%
  (on all consumers n=1,002 is +3.1%; on all businesses n=1,001 is +3.1% at the 95% confidence interval)

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Use of the Internet

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93%

of New Zealanders use the Internet once a day or more

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90%

of New Zealanders think the positives of the Internet outweigh the negatives

This is up from 88% in 2016 and 89% in 2017
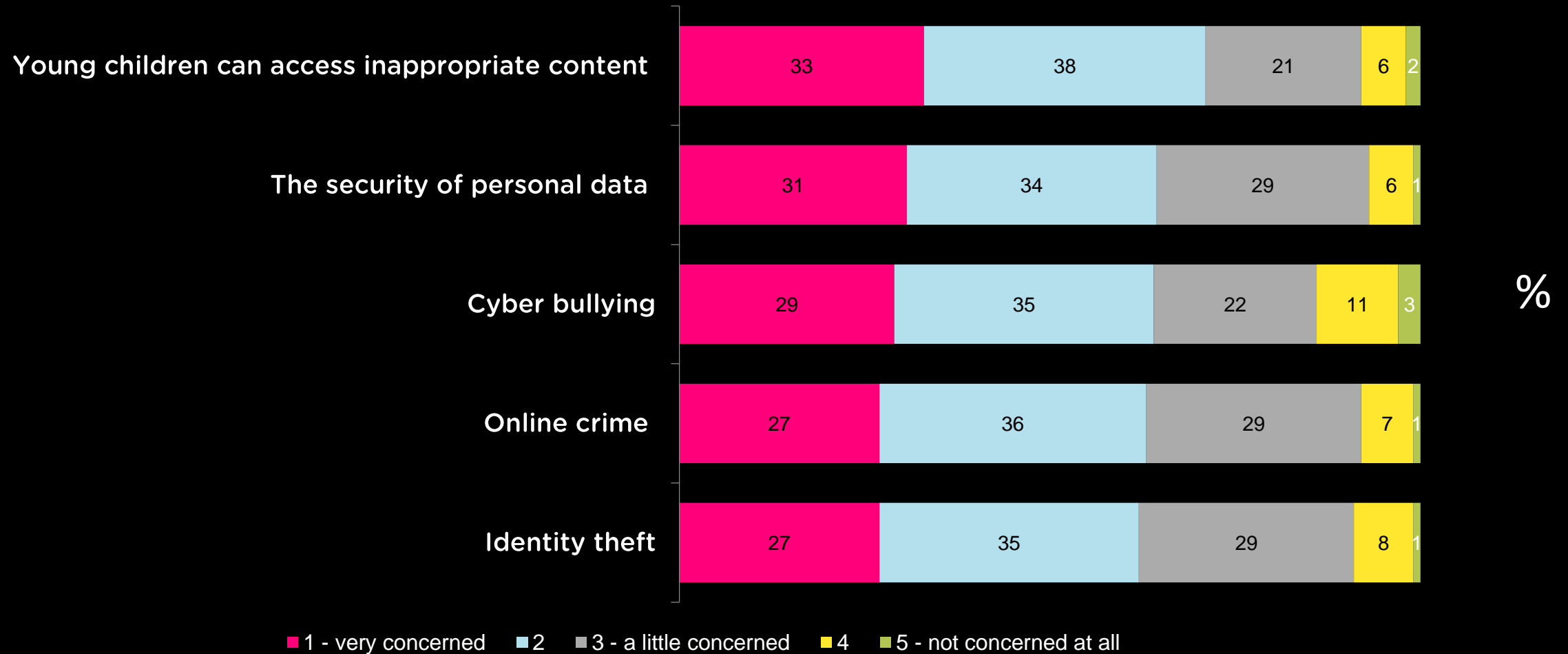
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main Internet benefits.

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Top 5 Internet benefits

Access to information — 83

Easy way to communicate with friends and family — 76

Online shopping — 68

Can work from home — 65

Easier access to good and services — 65

%

83%

of Kiwis said the main benefit of the Internet is the accessibility to information

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main Internet concerns.

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trust and security.

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92%

are concerned that young children can access inappropriate content.
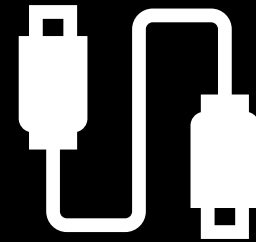
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94%

are concerned about the security of personal data.

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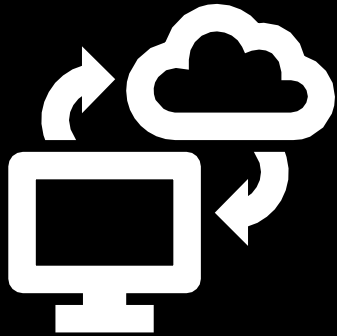**86% use a PIN or password on all devices**

Up from 80% in 2017

62% regularly update their software

Down from 74% in 2017

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45% regularly back up their content

down from 50% in 2017

30% use 2-factor authentication on any/all accounts

down from 36% in 2017

2FA

Flexible working

49%

say they work from home as well as their workplace

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and over half the people who do work from home would like to do it more often.

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but they can't because

Reason	%
I have too many face to face meetings	38
My employer doesn't offer flexible working options	29
My Internet speed isn't fast enough	21
I don't have space to work at home	14
My laptop or mobile isn't good enough	13
My employer doesn't offer the right technological support for me to work from home	13
Other	12

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purpose.

helping New Zealanders harness the power of the Internet.

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goal.

keeping the Internet
open, secure, and for all
New Zealanders.

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.nz.
research.
commercial.
funding.
policy.
advocacy.
events.

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questions?

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