What Kiwis think of the Internet in New Zealand

Market research completed by Colmar Brunton
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
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)
Use of the Internet
93% of New Zealanders use the Internet once a day or more
90% of New Zealanders think the positives of the Internet outweigh the negatives.

This is up from 88% in 2016 and 89% in 2017.
main Internet benefits.
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 goods and services: 65%
83% of Kiwis said the main benefit of the Internet is the accessibility to information.
main Internet concerns.
Top 5 Internet concerns (prompted)

- Young children can access inappropriate content
  - 33% very concerned
  - 38% a little concerned
  - 21% not concerned at all
  - 6% not concerned at all
  - 2%

- The security of personal data
  - 31% very concerned
  - 34% a little concerned
  - 29% not concerned at all
  - 6% not concerned at all
  - 1%

- Cyber bullying
  - 29% very concerned
  - 35% a little concerned
  - 22% not concerned at all
  - 11% not concerned at all
  - 3%

- Online crime
  - 27% very concerned
  - 36% a little concerned
  - 29% not concerned at all
  - 7% not concerned at all
  - 1%

- Identity theft
  - 27% very concerned
  - 35% a little concerned
  - 29% not concerned at all
  - 8% not concerned at all
  - 1%

Legend:
- 1 - very concerned
- 2
- 3 - a little concerned
- 4
- 5 - not concerned at all
trust and security.
92% are concerned that young children can access inappropriate content.
94% are concerned about the security of personal data.
86% use a PIN or password on all devices

Up from 80% in 2017

62% regularly update their software

Down from 74% in 2017
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
and over half the people who do work from home would like to do it more often.
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%
purpose.

helping New Zealanders harness the power of the Internet.
goal.
keeping the Internet open, secure, and for all New Zealanders.
questions?

you can contact our comms team anytime

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