What Kiwis think of the Internet in New Zealand

Market research completed by UMR in June 2017
Background

- Annual research about Kiwis’ attitudes to the Internet
- This is our second year and we will keep this going annually
- Provides evidence about how people use the Internet and how they feel about it
- Helps New Zealanders to understand their own views of the Internet
- For InternetNZ, it’s an important filter in deciding where to focus our efforts
Methodology and findings

• We undertook the research via UMR Research
• Received the results in June 2017
• Questions asked via a telephone survey of a nationally representative sample of 750 New Zealanders aged 18 years and over
• Margin of error for sample size of 750 for a 50% figure at the 95% confidence level is ± 3.6%
Use of the Internet
93% of Kiwis have access

93% of New Zealanders have access to the Internet either at home, work, or both (no change from 2016)
94% access it at least once a day

Of those who have access, 94% of Kiwis said they use the Internet once a day or more
Top 5 Internet uses

- Social media: 48% (2016), 50% (2017)
- Get information / learn: 42% (2016), 45% (2017)
- Communicate with people: 31% (2016), 30% (2017)
- Banking: 17% (2016), 16% (2017)
Top 5 Internet benefits

- Access to information: 68% (2016), 73% (2017)
- Easy way to communicate with others: 26% (2016), 25% (2017)
- Makes life easier: 12% (2016), 15% (2017)
- Makes access to services easier: 11% (2016), 13% (2017)
73% of Kiwis said the main benefit of the Internet is the accessibility to information.
Main Internet concerns
Top 5 Internet concerns (unprompted)

- Threats to the security of personal data: 38 (2017), 27 (2016)
- Threats to your privacy: 20 (2017), 16 (2016)
- The amount of misleading or wrong information: 14 (2017), 8 (2016)
- Online crime: 8 (2017), 9 (2016)
- Too much screen time for young children: 8 (2017), 9 (2016)
Top 5 Internet concerns (prompted)

- Cyber-bullying: 48% very concerned, 26% unsure, 12% not concerned at all
- Too much screen time for young children: 45% very concerned, 27% unsure, 16% not concerned at all
- Threats to security of personal data: 38% very concerned, 30% unsure, 21% not concerned at all
- Online crime: 40% very concerned, 28% unsure, 21% not concerned at all
- The risk of identity theft: 41% very concerned, 26% unsure, 21% not concerned at all

Legend:
- 1 - very concerned
- 2
- 3 - unsure
- 4
- 5 - not concerned at all
### Bottom 5 Internet concerns (prompted)

<table>
<thead>
<tr>
<th>Concern</th>
<th>1 - very concerned</th>
<th>2</th>
<th>3 - unsure</th>
<th>4</th>
<th>5 - not concerned at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>People losing the ability to think independently</td>
<td>27</td>
<td>23</td>
<td>24</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>That people from low socioeconomic backgrounds have poor access to the internet</td>
<td>22</td>
<td>28</td>
<td>28</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>The cost of internet access</td>
<td>15</td>
<td>22</td>
<td>32</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td>The speed of NZ internet</td>
<td>16</td>
<td>19</td>
<td>27</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>Being prosecuted for downloading copyrighted material</td>
<td>12</td>
<td>12</td>
<td>24</td>
<td>21</td>
<td>31</td>
</tr>
</tbody>
</table>
When provided with specific concerns, 74% of respondents (up 5% from 2016) rated cyber-bullying as a concern (1+2, on a scale of 1 to 5 where 1 means very concerned and 5 means not concerned at all).
When provided with specific concerns, 64% were concerned about the amount of “misleading or wrong information” available on the Internet. This is a 13% increase from 2016 and the largest increase in concern out of the tested concerns.
Compared to 2016, concern levels fell by 5% for the speed of New Zealand Internet (35%) and the cost of Internet access (37%)
Trust and security
Up 11% from 2016... now 38% said their main concern (unprompted) is threats to the security of personal data
80% use a PIN or password on all devices

74% regularly update their devices
50% of Kiwis said they regularly back up their device
36% of Kiwis use two-factor authentication
Our focus areas at InternetNZ
Focus areas

1. Access to the Internet
   - Mapping digital divides to help solve them
   - Influencing telecommunications regulation for fair prices and great broadband

2. Trust on the Internet
   - Encouraging the use of two factor authentication
   - Developing and using a framework for improving online trust

3. Creative use of the Internet
   - Shaping copyright policy to protect creative potential
   - Encouraging and rewarding creative use of the Internet