Public Opinion Research 2018

A research report from Colmar Brunton

InternetNZ

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Background and objectives

In 2017 InternetNZ and NZRS were consolidated into one organisation, InternetNZ. As a result of this the research requirements for both organisations were also consolidated into one.

Historically InternetNZ and NZRS have undertaken three regular research surveys, two of these with Colmar Brunton – the NZRS Business and the NZRS Consumer surveys conducted biennially, and the annual InternetNZ Perceptions of the Internet survey carried out in 2017 with UMR. In 2018 Colmar Brunton consolidated these surveys into one and this document presents the findings from this first all inclusive research project.

As for previous surveys we have focused on results for both business and consumers in New Zealand as well as providing a snapshot of general public perceptions. Our objectives for this research are to:

- Understand public perceptions of the Internet and perceptions of the market
- Understand how New Zealanders think about, and use the Internet, and identify any concerns
- Understand the domain name lifecycle and the specific market variables influencing .nz growth for both businesses and consumers
- Maintain consistency with previous years to ensure continuity of benchmarks and reporting
- Ensure InternetNZ has a programme of work and a marketing strategy that reflects New Zealanders perceptions and concerns

Methodology

We spoke to a total of 1,859 people online - 858 consumers, 857 businesses, and 144 consumers who also manage or own a business.

Respondents were sourced from Colmar Brunton's online business and consumer panels.

We used a combination of pre-survey quotas and post survey weighting to ensure results are representative of all New Zealanders.

- Business results are representative of all New Zealand businesses by business size, region and industry. Results are also weighted to a 40% : 60% split for businesses with a domain name : businesses without.
- Consumer results are representative of all New Zealanders by age, gender, and region.
- Where results are for all people (both business and consumers) the numbers are unweighted.

Fieldwork was conducted from 2nd to 29th October 2018.

$$M.E.= \sqrt{\frac{0.25}{n}} \times 1.96$$

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

Key findings

Three things to take away…

1. Businesses have more positive perceptions of the value of social media to their business than consumers, suggesting a disconnect between the perception of value and the actual value to their business. Websites continue to be more favourably perceived than social media for most aspects of consumers purchase decisions.

2. .nz continues to be the most trusted website. Businesses choose a .nz domain name to reflect they are a NZ business and their pride in being a NZ business.

3. Awareness about how to purchase a domain name and set up a website is low among businesses who say they are likely to buy one. It needs to be as quick and easy as possible for these businesses to access information about how to set up a domain name.

Business opportunities for growth

InternetNZ

In a nutshell

1

Small businesses, in retail trade and manufacturing, who are based in the North Island outside of Wellington, are most likely to buy a domain name in the next 12 months.

2

Even businesses without an Internet presence recognise the benefits of a website, and those who are likely to buy a domain name say they would do it for the website address.

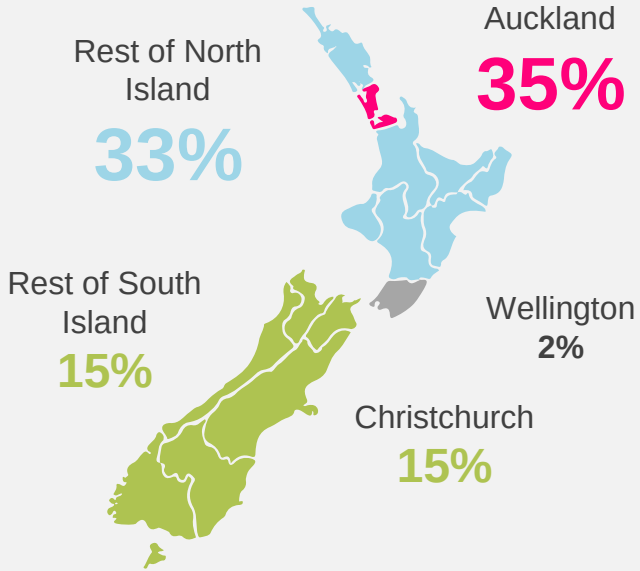
3

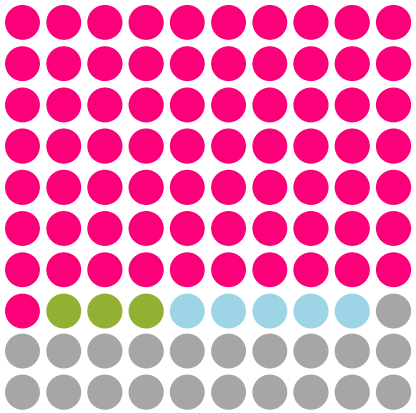
Key barriers among those likely to purchase are that they have not go around to it yet, however their lack of knowledge about how to do it is also a factor.

Here's what we know about who is likely to buy a domain name…

12% of businesses without a domain name are extremely, very or quite likely to buy one in the next 12 months (3% are extremely or very likely). Of these the majority (86%) would likely purchase a .nz domain name over any other.

This equates to 6.6% of all NZ businesses are likely to buy a domain name in the next 12 months.





71% of businesses without a domain name who are likely to buy one are focused on growth within NZ,

3% are focussed on growing internationally,

5% would like to do both

Base: Businesses without a domain name who are extremely, very or quite likely to buy one in the next 12 months n=67

23% of businesses without a domain name do not have any presence on the Internet.

The majority are in these industries:

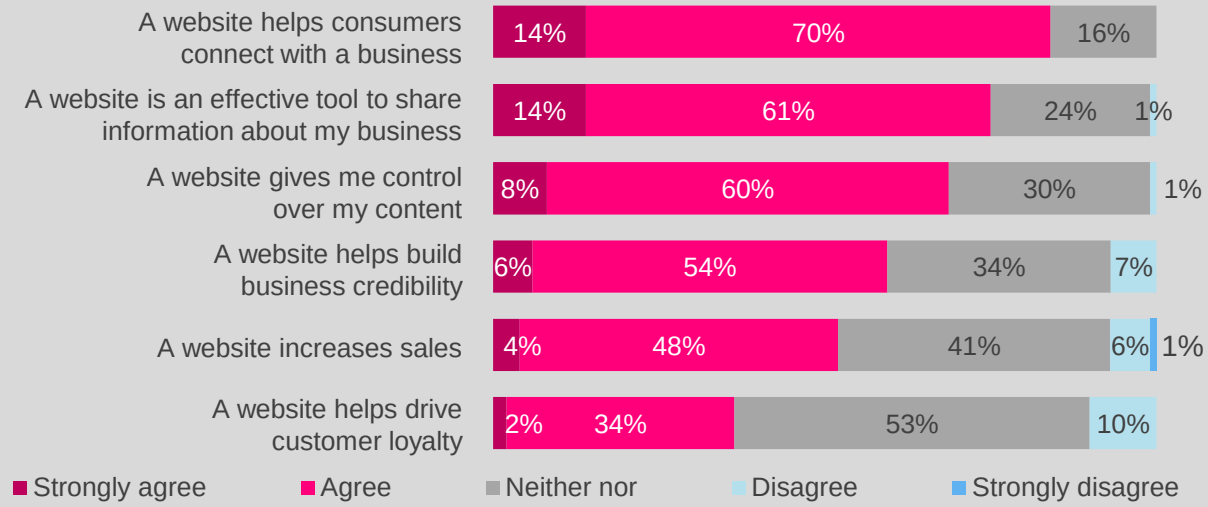
1 Retail trade **(18%)**

2 Manufacturing **(12%)**

These businesses are small:
65% are Sole traders
29% have 1-5 employees

Base: Businesses without a domain name who are extremely, very or quite likely to buy one in the next 12 months n=67

Businesses who don't have a domain name, and who don't have a presence on the Internet still recognise the benefits of a website.



Base: Have growth aspirations both within NZ and internationally but don't currently have a domain name for use with a website, and they don't currently have a presence on the Internet (excl don't know) n=114

…and they are primarily in the North Island outside of Wellington.

Using what we know about the groups who don't have domain names, (assuming a consistent regional distribution) we can calculate the approximate number of businesses in each region by industry who are likely to buy a domain name in the next 12 months…

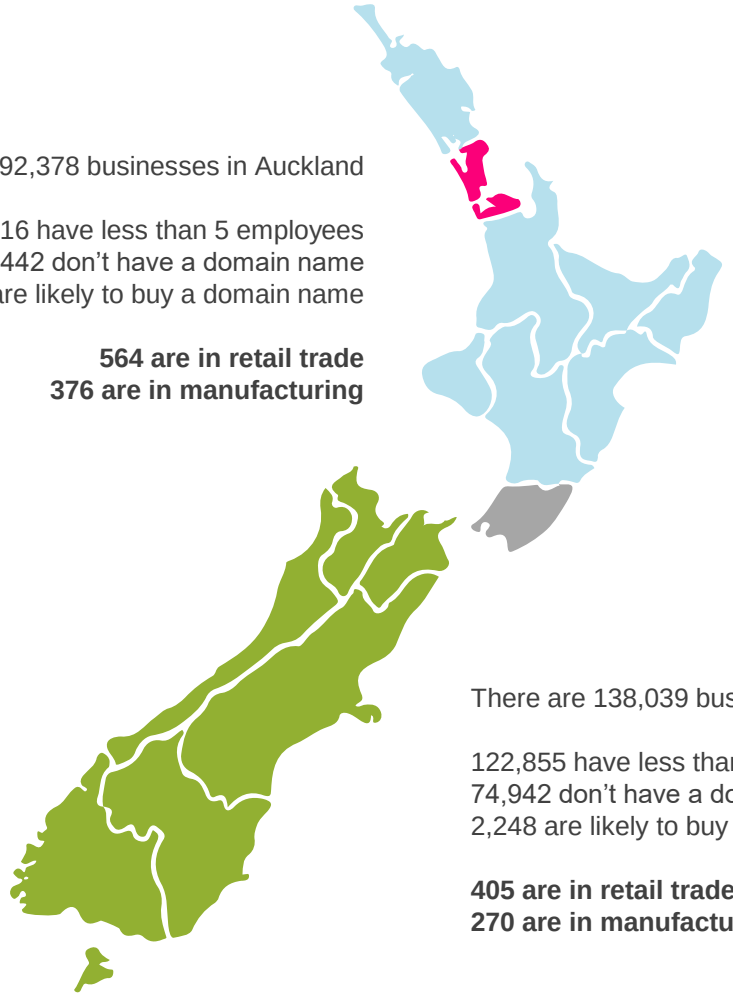
89% of all NZ businesses have less than 5 employees

61% of businesses this size don't have a domain name

3%
of businesses this size who don't already have a domain name are extremely or very likely to buy one in the next 12 months

18%
of businesses likely to buy a domain name in the next 12 months are in retail trade

12%
of businesses likely to buy a domain name in the next 12 months are in manufacturing



There are 192,378 businesses in Auckland

171,216 have less than 5 employees
104,442 don't have a domain name
3,133 are likely to buy a domain name

564 are in retail trade
376 are in manufacturing

There are 176,991 businesses in the North Island outside Auckland and Wellington

157,523 have less than 5 employees
96,008 don't have a domain name
2,880 are likely to buy a domain name

518 are in retail trade
346 are in manufacturing

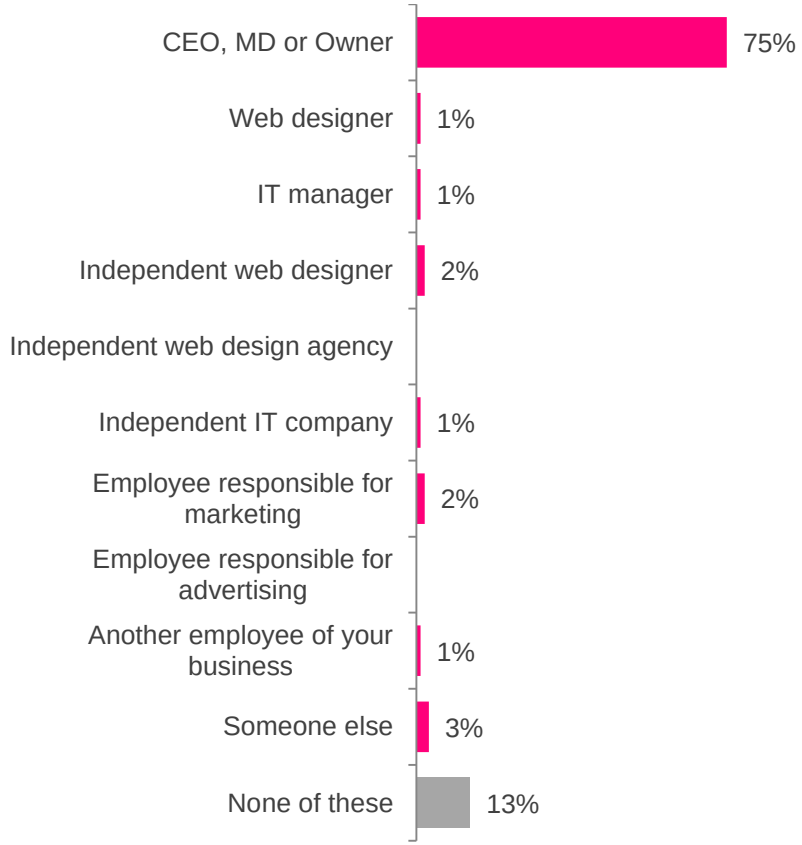
There are 138,039 businesses in the South Island

122,855 have less than 5 employees
74,942 don't have a domain name
2,248 are likely to buy a domain name

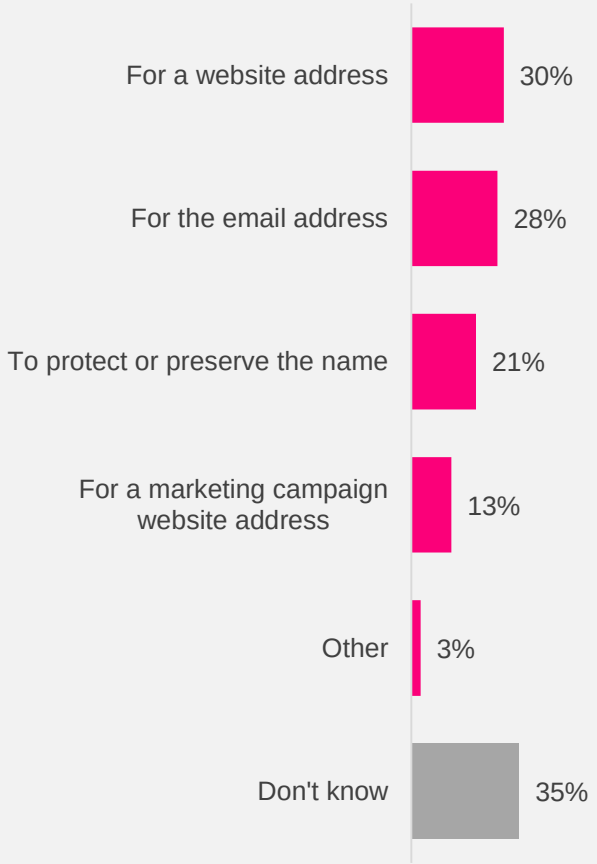
405 are in retail trade
270 are in manufacturing

The responsibility for decisions about domain names rests with the CEO, MD or business owner, and they are most likely to buy one for the website or email address

Responsibility for domain name decisions

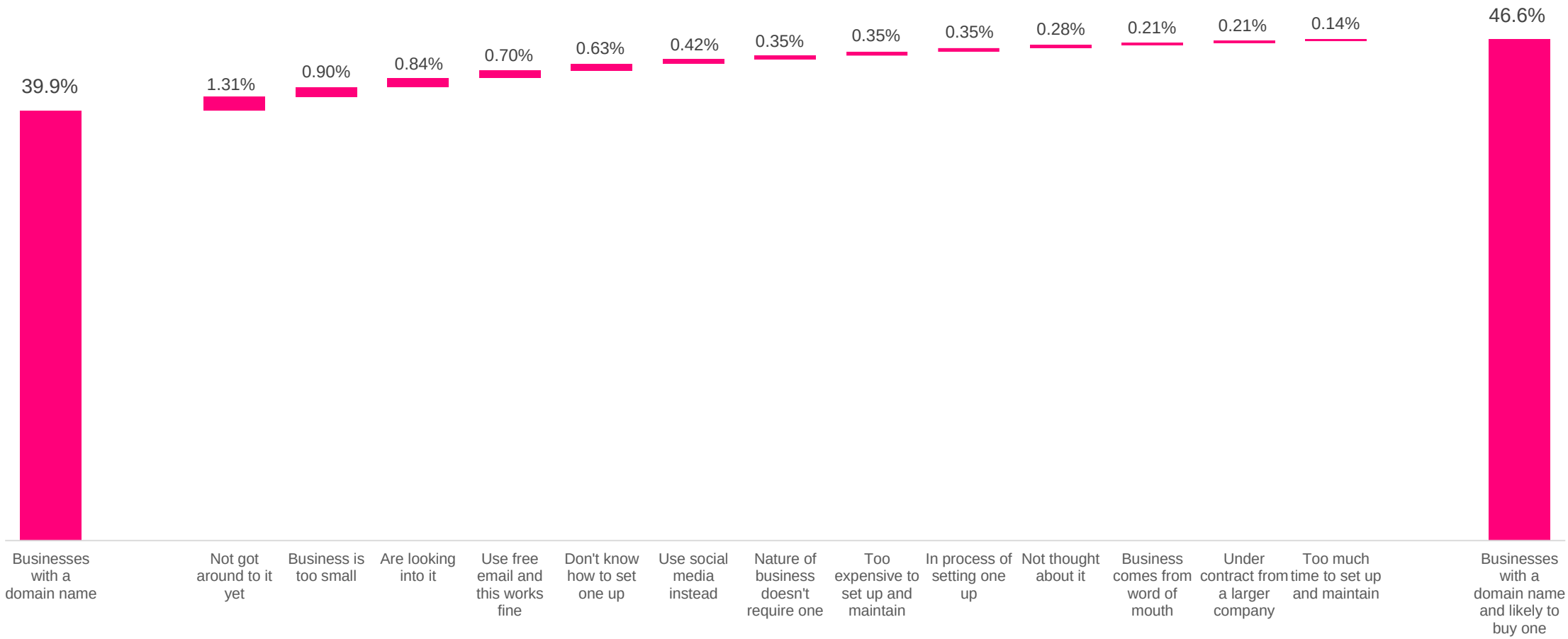


Reasons a business would buy a domain name



Q9. Who in your business, is ultimately responsible for making decisions about your business's domain name (for example to buy a .nz domain name)? Q28. For what reasons would your business buy it's own domain name?
Base: All businesses n=1,001; Businesses without a domain name n=379

Among those who are likely to get a domain name the barriers mostly reflect they have just not got around to it yet, or they are looking into it.



Q22. What are the main reasons your business does not currently own a domain name?
Base: All businesses n=1,001

The impact of social media

InternetNZ

In a nutshell

1

Social media use is slowly increasing over time.

While social media is not cannibalising website and domain name use, business perceptions of the benefits of social media are positive and also increasing over time.

2

2018 is the first year we have measured the percentage of businesses who don't have a website and just use social media –

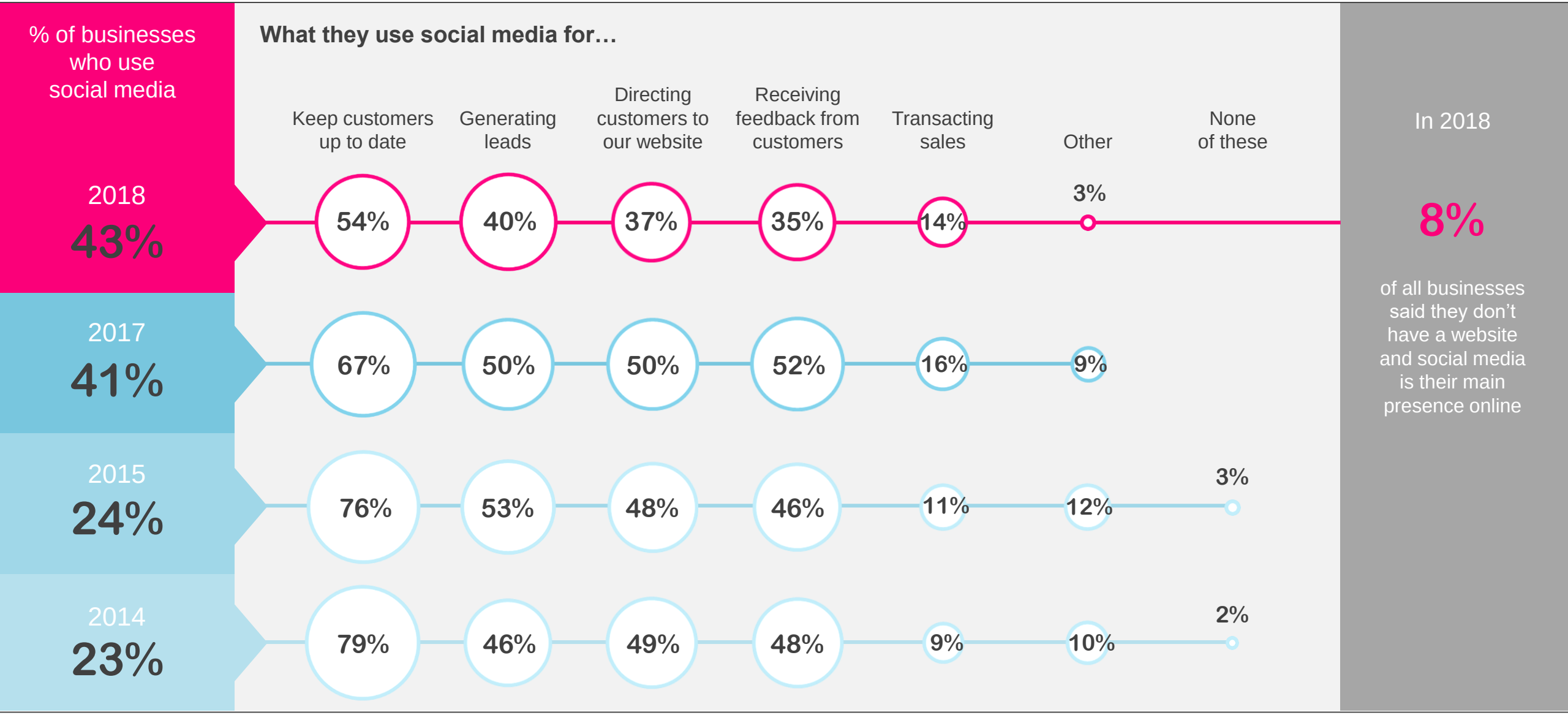
8% of all businesses in 2018.

3

Consumer perceptions of social media are not as favourable as businesses. Consumers rate business websites significantly higher than social media pages on measures that are important to their purchase decision.

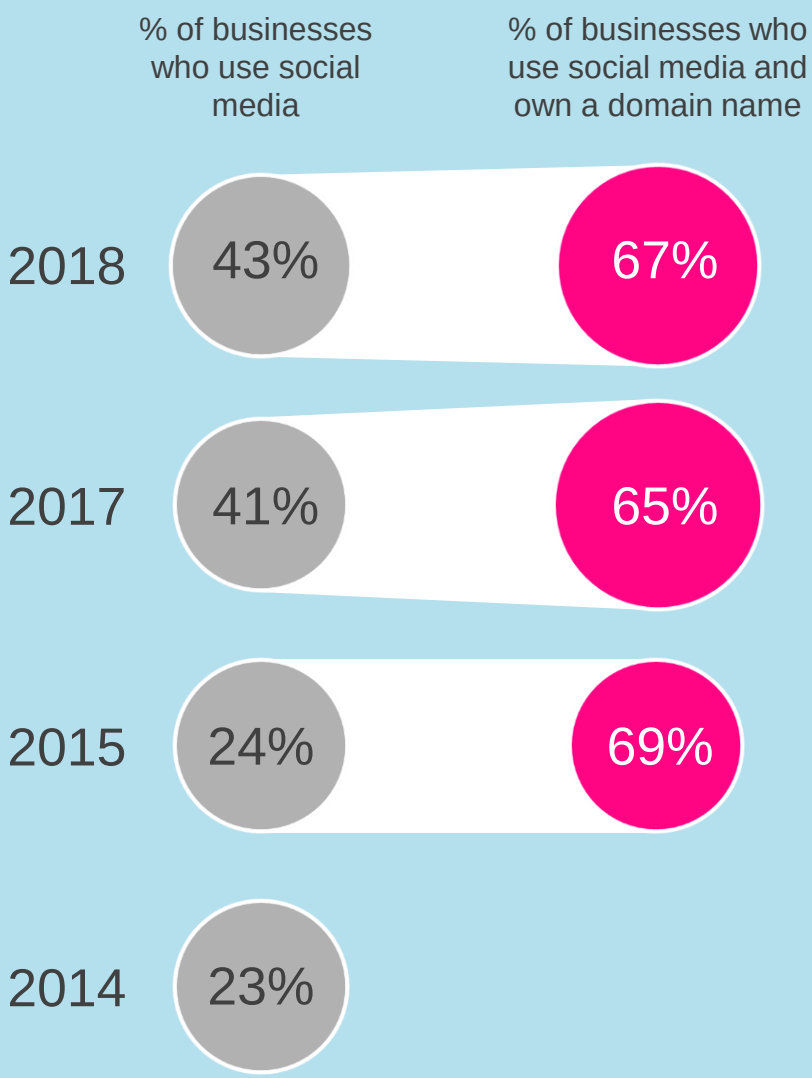
There is a disconnect between how businesses rate the benefits of social media and how consumers perceive businesses on social media.

The number of businesses using social media is increasing over time, however the reasons for use are shifting from being predominantly about keeping customers up to date to a more even split with interactive reasons - generating leads, directing customers to a website and receiving feedback.



Q13. Does your business use social media? If so, please indicate below all of the reasons you use social media, if your business doesn't use social media please select the option at the end of the list. Note: Question wording change in 2017
Base: Businesses who use social media 2018 n=535; 2017 n=549; 2015 n=324; 2014 n=303

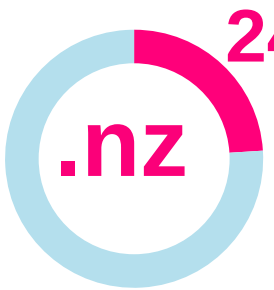
So, who uses social media….



8%

of businesses say that social media is their main presence online.

One quarter of businesses who use social media as their main presence online still own a domain name. It is most likely to end in .nz



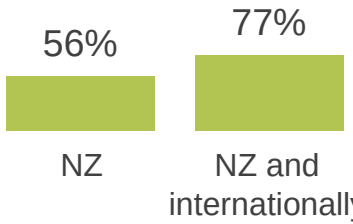
This equates to nearly **2%** of NZ businesses who own a domain name but mainly use social media and not a website.

Business who say that social media is their main presence online:

Have less than 20 employees

The majority have been in business more than 10 years

They are focussed on growing either just in NZ (56%) or NZ and internationally (77%)



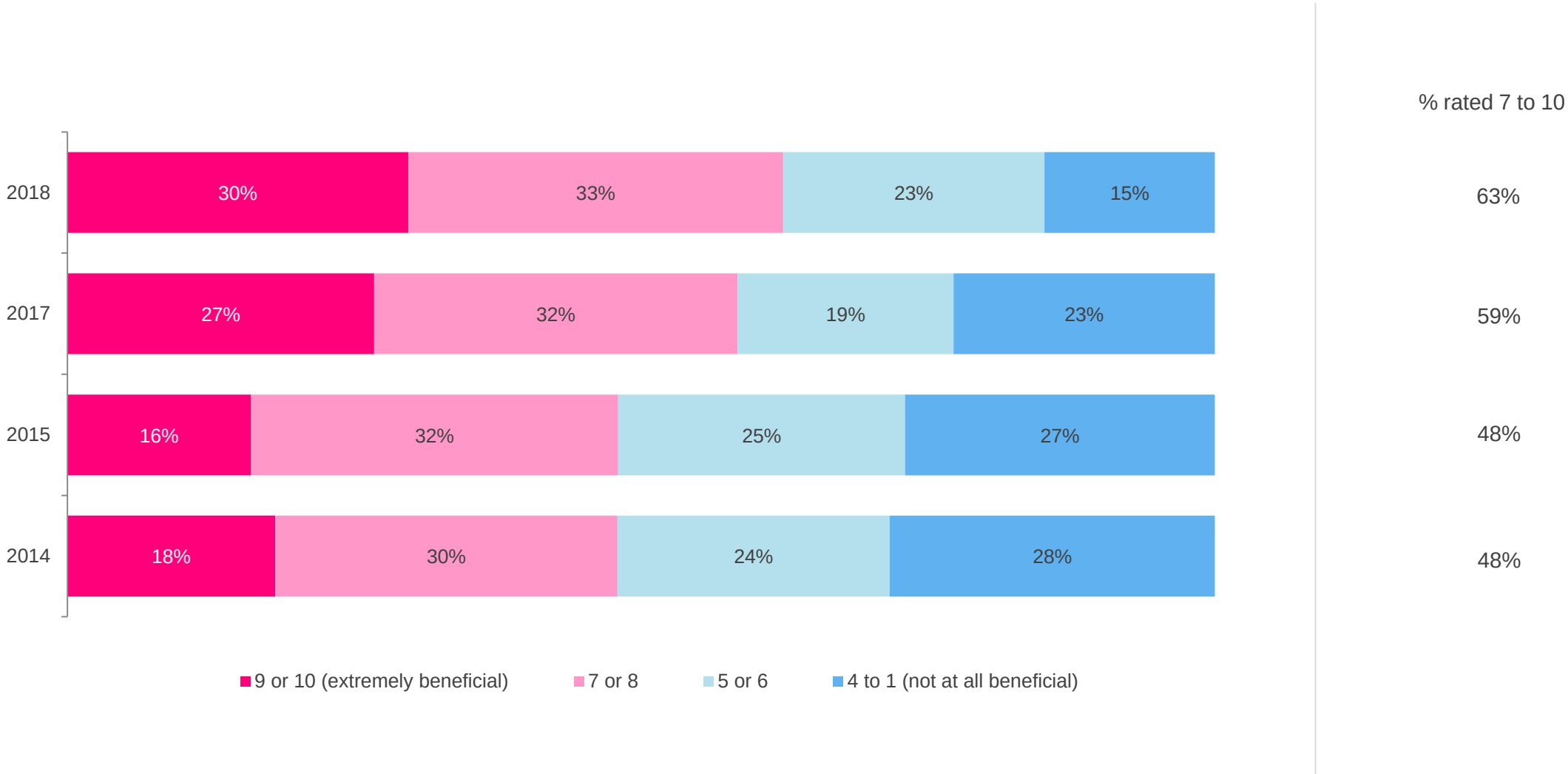
Mostly in retail trade 14%

and

Manufacturing 10%

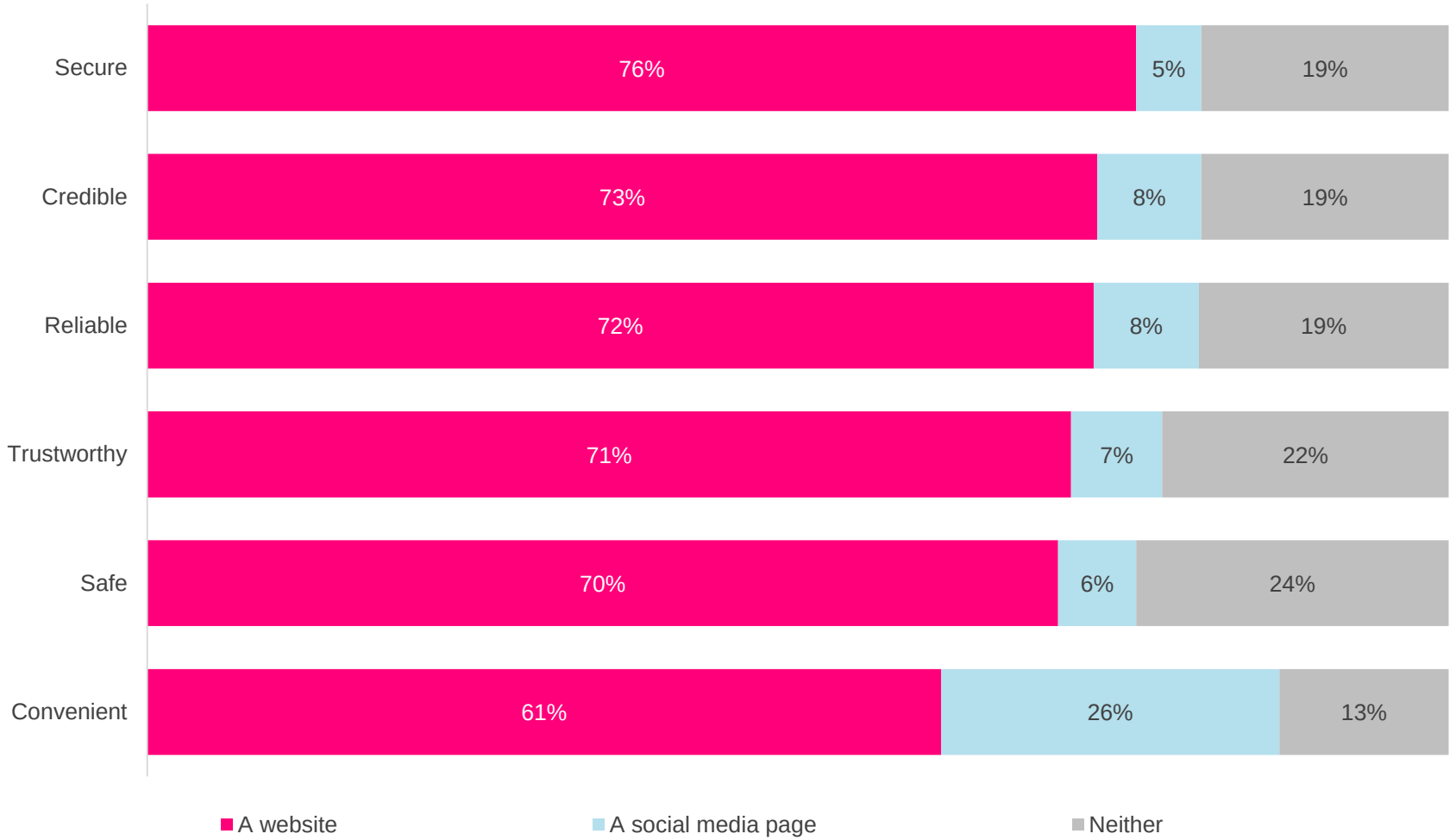
Q13. Does your business use social media? If so, please indicate below all of the reasons you use social media, if your business doesn't use social media please select the option at the end of the list.

Nearly one third of businesses who use social media say it is extremely beneficial to their business. This number is increasing over time.



Q14. How beneficial, or not, do you think social media is to your business? Please use a scale of 1 to 10, where one means not at all beneficial, it's a waste of time, and ten means it's extremely beneficial and definitely worth the time.
Base: Businesses who use social media (excl don't know) 2018 n=528; 2017 n=540; 2015 n=316; 2014 n=298

Consumer perceptions of businesses who are on social media are less favourable than business perceptions of themselves. Perceptions of websites are overwhelmingly more positive among consumers. Social media pages are predominantly convenient for consumers, but this is still at half the incidence as for websites.



Q48. When you are looking for a business online, are the following words more relevant to businesses who promote themselves using a website, or a social media page?
Base: Consumers who are not businesses as well n=858

Has use of .nz changed over time?

InternetNZ

In a nutshell

1

The incidence of .nz domain name registration has declined slightly over time.

2

Businesses choose a .nz domain name to reflect they are a NZ business and their pride in being a NZ business.

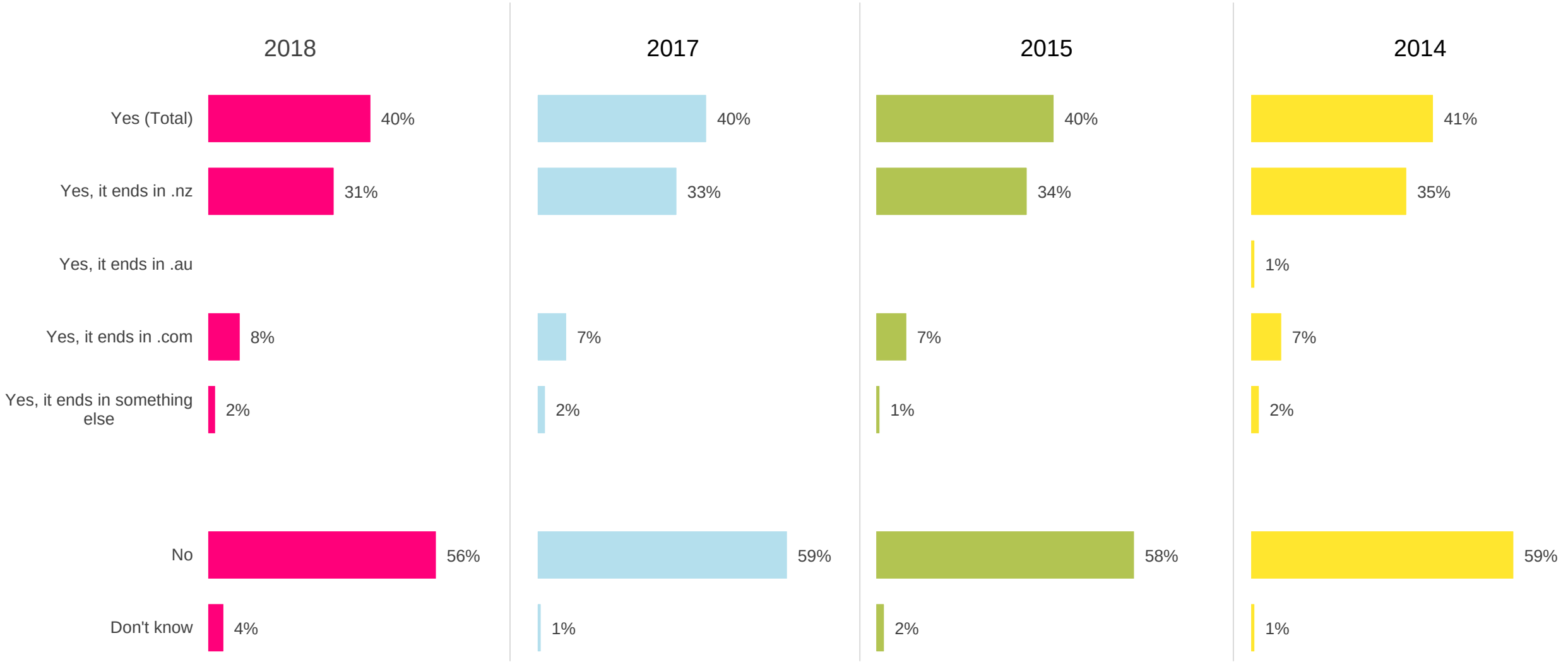
One in five businesses think consumers look for and trust a .nz domain name.

3

Businesses are using alternative domain names as they are cheaper than .nz, or they reflect their international presence.

Consideration to use the .nz version of their domain name in the future is declining over time.

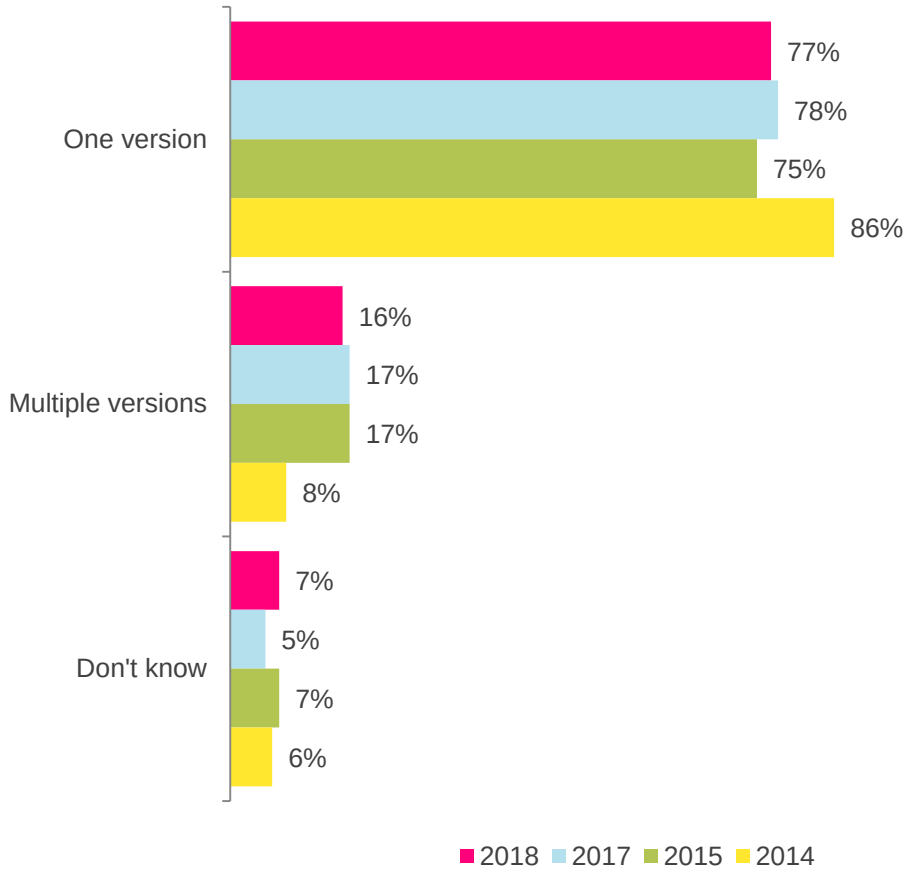
The incidence of .nz domain name ownership is declining slightly over time.



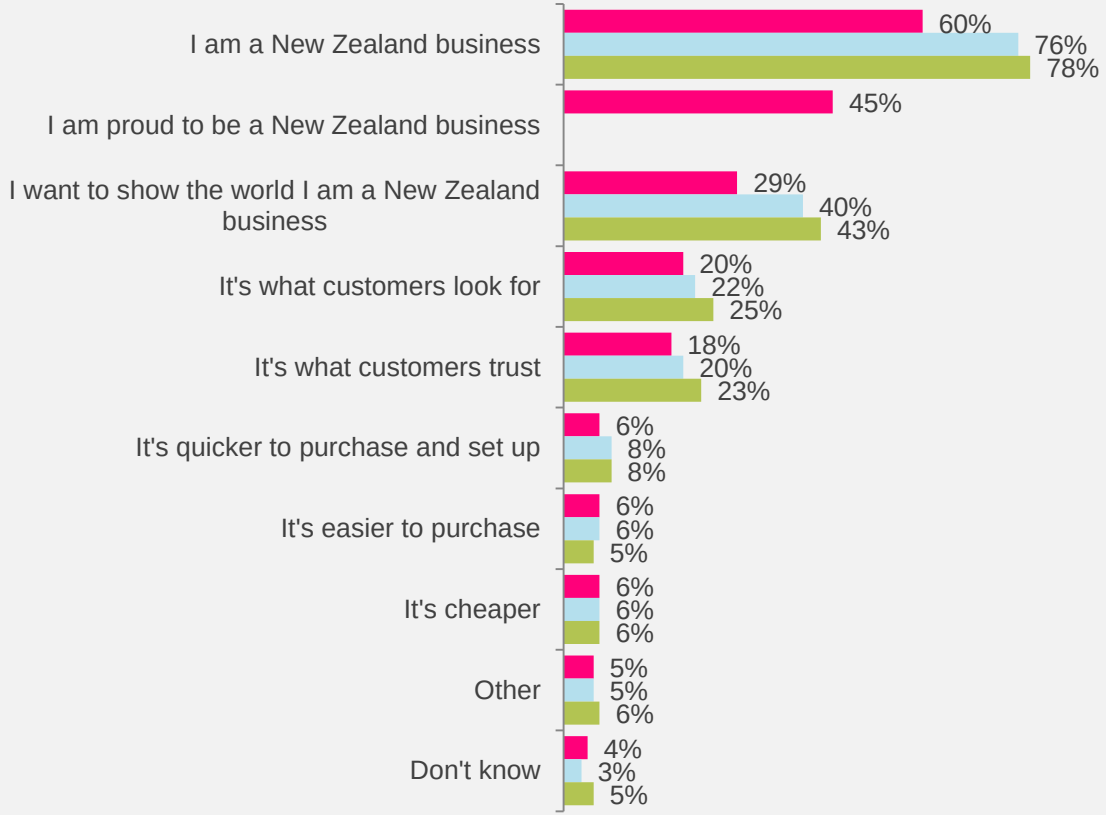
Q6. Does your business own or manage its own domain name for use with a website? For example Colmar Brunton has its own domain name colmarbrunton.co.nz.
Base: All businesses 2018 n=1,001; 2017 n=1,100; 2015 n=1,101; 2014 n=1,100

The incidence of multiple registrations has remained stable from 2015, over three-quarters of businesses register one version of their domain name. Businesses register a .nz domain name to reflect they are a NZ business, they are proud of it and they want to show the world. One in five businesses think .nz is what customers look for and trust.

Number of versions registered



Reasons for registering .nz



Q16. When you registered your current business's .nz domain name(s), did you register multiple versions (e.g. .co.nz, .net.nz, .org.nz, .nz) or only one version? Q17. What are the reasons your business uses a domain name that ends in .nz?
Base: Businesses with a .nz domain name 2018 n=472; 2017 n=511; 2015 n=379; 2014 n=492

Businesses choose to use a domain name other than .nz because….

.nz was more expensive

“.nz was more expensive than .com.”

“Because .com was more universal and cheaper.”

“Least expensive option.”

“It was free.”

“Cheap”

They have an international business

“Because I am an online business with clients outside of New Zealand”

“Because our business is a global business. Using a .nz domain name would make it appear more parochial.”

“International business is higher than local business.”

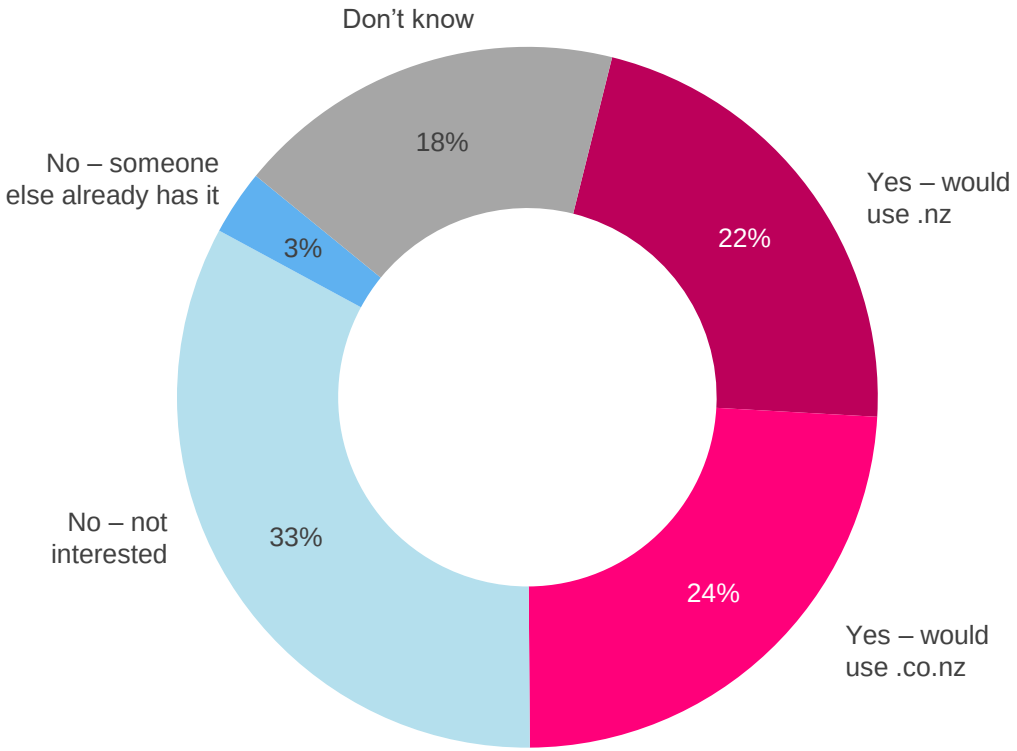
“Despite being an NZ oriented site, there is an international aspect and .com was seen as more appropriate.”

“So it is easier to find, and I want an international web presence. Some of my sales are in the USA and Europe.”

“Used to have both .co.nz and .com but then switched to just .com as its easier for international clients.”

“We have a number of domain names including .co.nz and .nz, but our primary is .com.”

Consideration for using .nz in the future has declined over time.



The number of businesses who would consider using .nz in the future has declined over time…

2018	46%
2017	60%
2015	53%
2014	53%

Q19. Would your business consider using the .nz version of your business's domain name in the future (assuming that it is available)?
Base: Businesses with a domain name other than .nz 2018 n=142; 2017 n=145; 2015 n=123; 2014 n=95

Trust and security

InternetNZ

In a nutshell

1

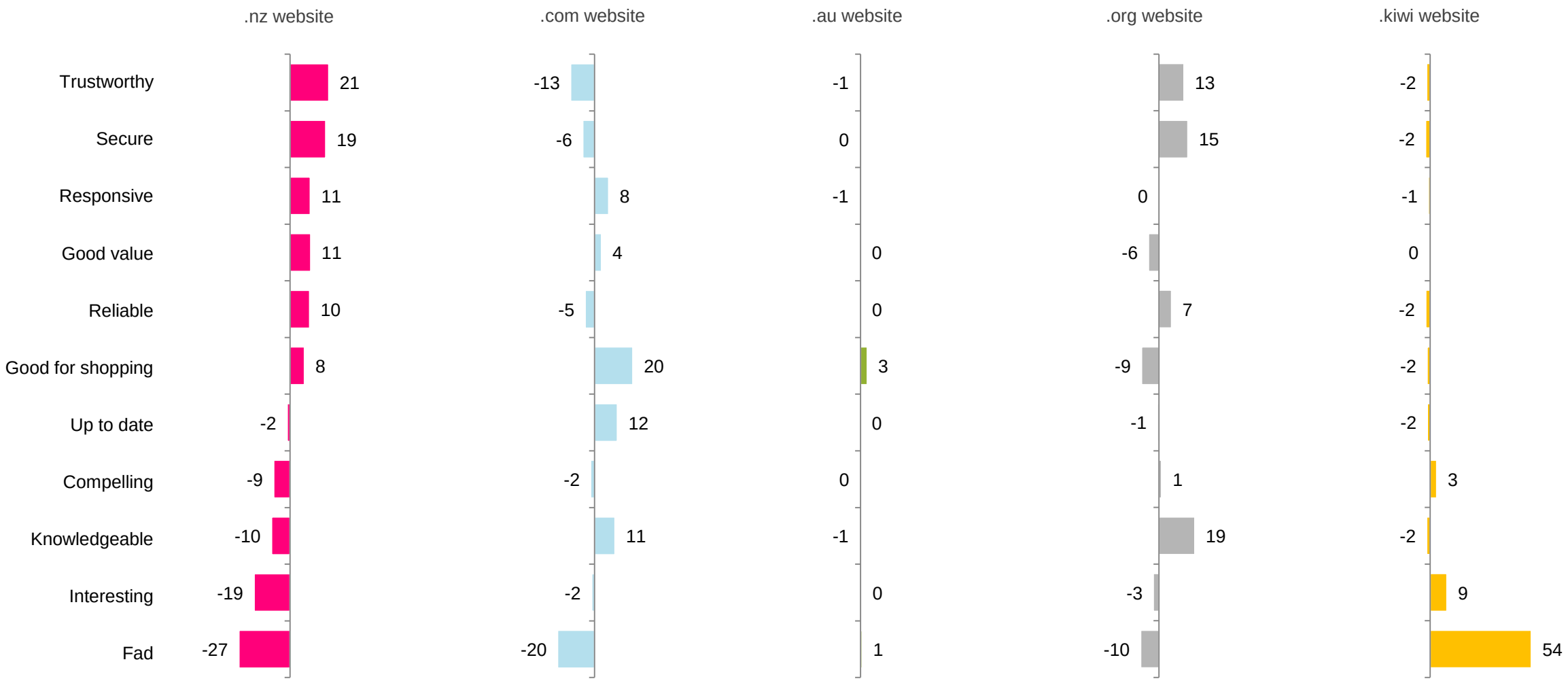
.nz is perceived as the most trustworthy and secure website address.

.org is the only website address to see an increase in the perceptions of trust and it is now perceived as more trustworthy than .com.

2

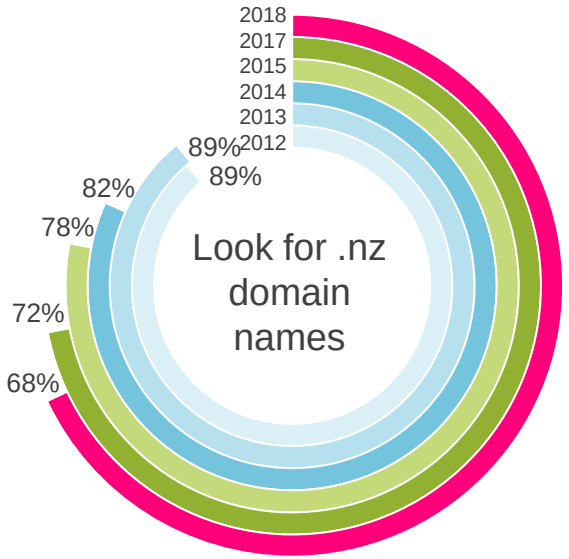
The requirement to have NZ contact details, or content which is regularly maintained are less important considerations to determine trustworthiness in 2018 than in 2017.

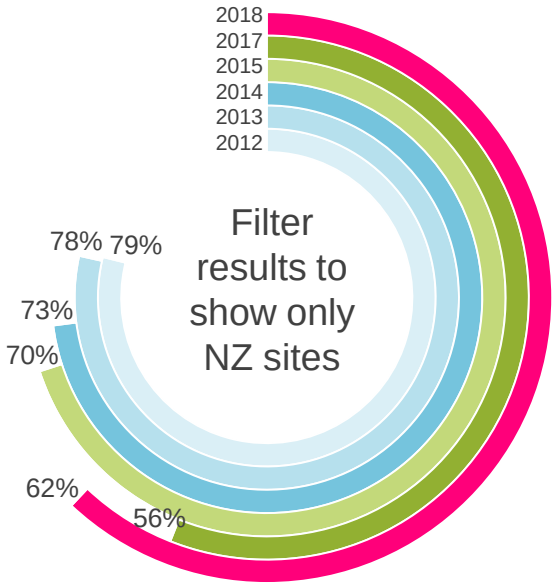
.nz has the most positive associations with trustworthy and secure. .com is good for shopping and .org is knowledgeable. .kiwi is seen as a fad and .au doesn't distinguish on any of these aspects.

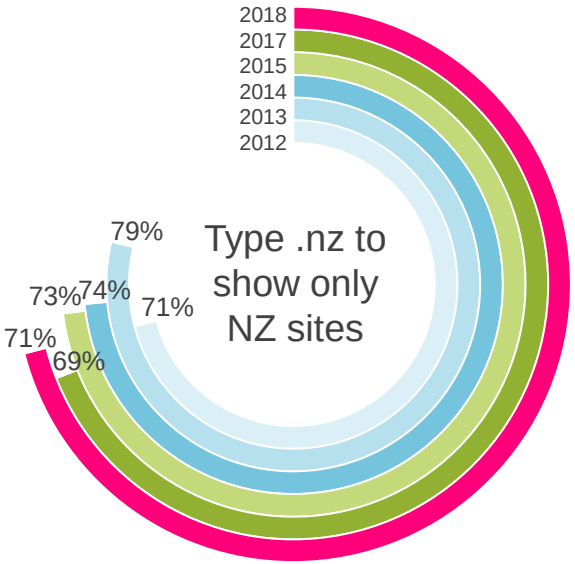


Q43. Below is a list of words. For each word please indicate which website address it best describes.
Base: Consumers who are not businesses as well (excl none of these) 2018 n≈858

The incidence of consumers filtering search results to only show NZ sites has increased since last year, however those who look for .nz domain names has declined.





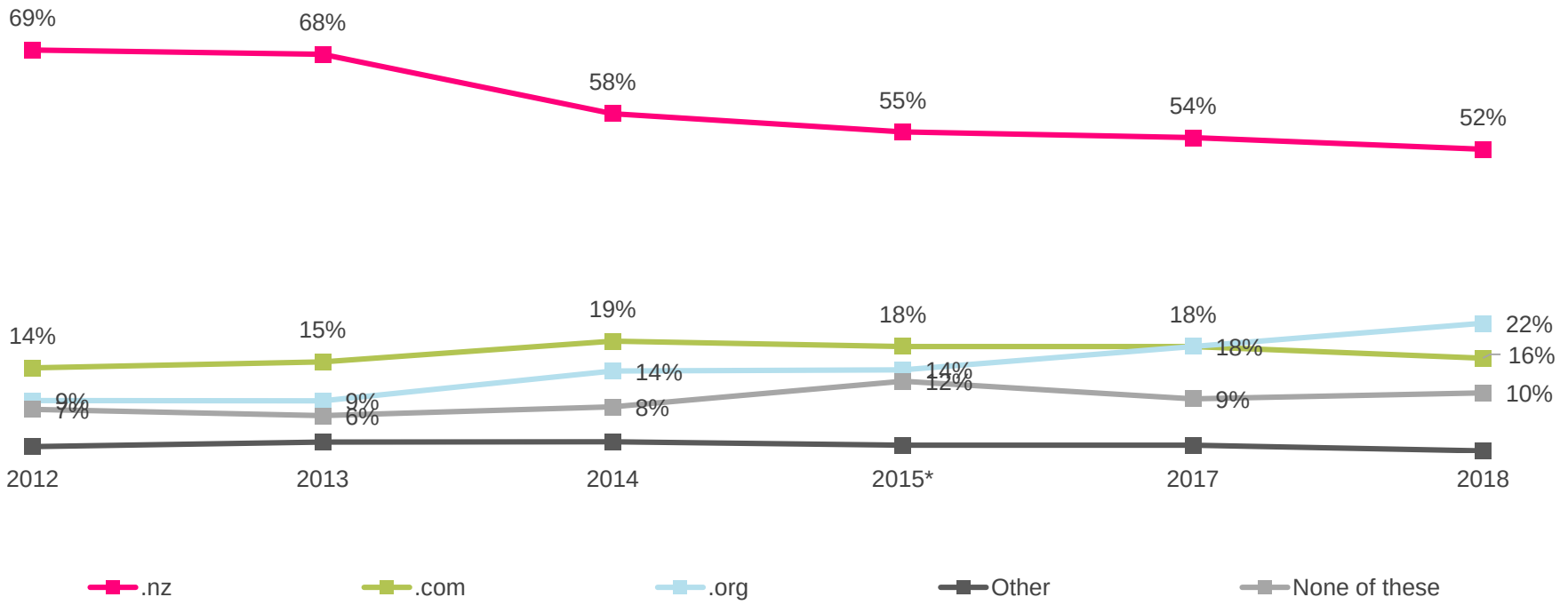


How often do it

	Look for .nz domain names	Filter results to show only NZ sites	Type .nz to show only NZ sites
All the time	21%	14%	18%
Sometimes	47%	48%	53%
Not often	21%	19%	17%
Never	11%	19%	12%

NOTE: Question structure change in 2017
Q44. When you search for information on the Internet how often, if at all, do you do the following things?
Base: Consumers who are not businesses as well (excl don't know) 2018 n≈858; All consumers 2017 n≈1 ,000; 2015 n≈1,002; 2014 n≈1,003; 2013 n≈1,003; 2012 n≈1,001

.org is the only website address ending to show an increase in consumer trust since 2017 and is now perceived as more trustworthy than .com.



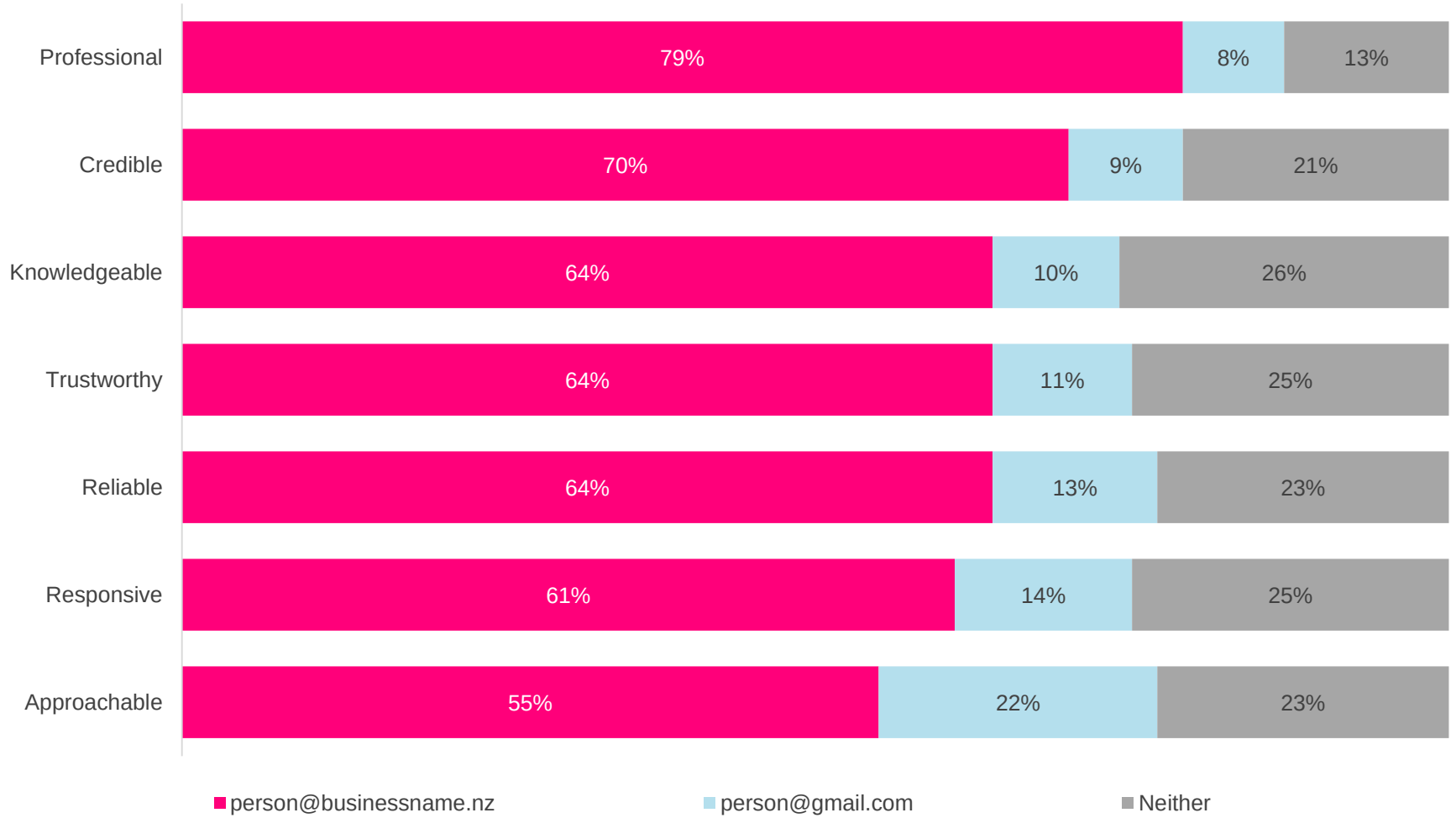
*NOTE: question wording changed slightly in 2015
Q46. Thinking generally about websites and assuming the content was very similar, which type of website address do you trust the most?
Base: Consumers who are not businesses 2018 n=858; All consumers 2017 n=1,000; 2015 n=1,002; 2014 n=1,003; 2013 n=1,003; 2012 n=1,001

The requirement to have NZ contact details, or content which is regularly maintained is less important in 2018 than in 2017

	2018	2017	2015
A secure website (denoted by a small padlock symbol in your browser or by https://):	65%	68%	
If it has New Zealand contact details:	50%	63%	
Content which is regularly maintained/updated:	44%	52%	44%
The domain name itself:	27%	28%	
A well designed website:	32%	34%	31%
Referral from a friend:	31%	32%	29%

Q47. What characteristics do you use to judge whether a website is trustworthy?
Base: Consumers who are not businesses as well 2018 n=858; All consumers 2017 n=1,000; 2015 n=1,002

Business name email addresses have more positive associations across the board than generic email addresses. Generic addresses are most strongly associated with being approachable, however this is still half the incidence of business addresses. On average a quarter of consumers think neither address applies to any of the words we tested.



Q45. Thinking about the perceptions of business email addresses, which of the following words do you associate with a business email address (e.g. person@businessname.com), compared to a generic email address (e.g. person@gmail.com)
Base: Consumers who are not businesses as well 2018 n=858

How do New Zealanders use the Internet?

InternetNZ

In a nutshell

1

Internet use is heaviest at home.

On average consumers access the Internet from home 6.6 times a week.

2

Half of New Zealanders are concerned about security and control.

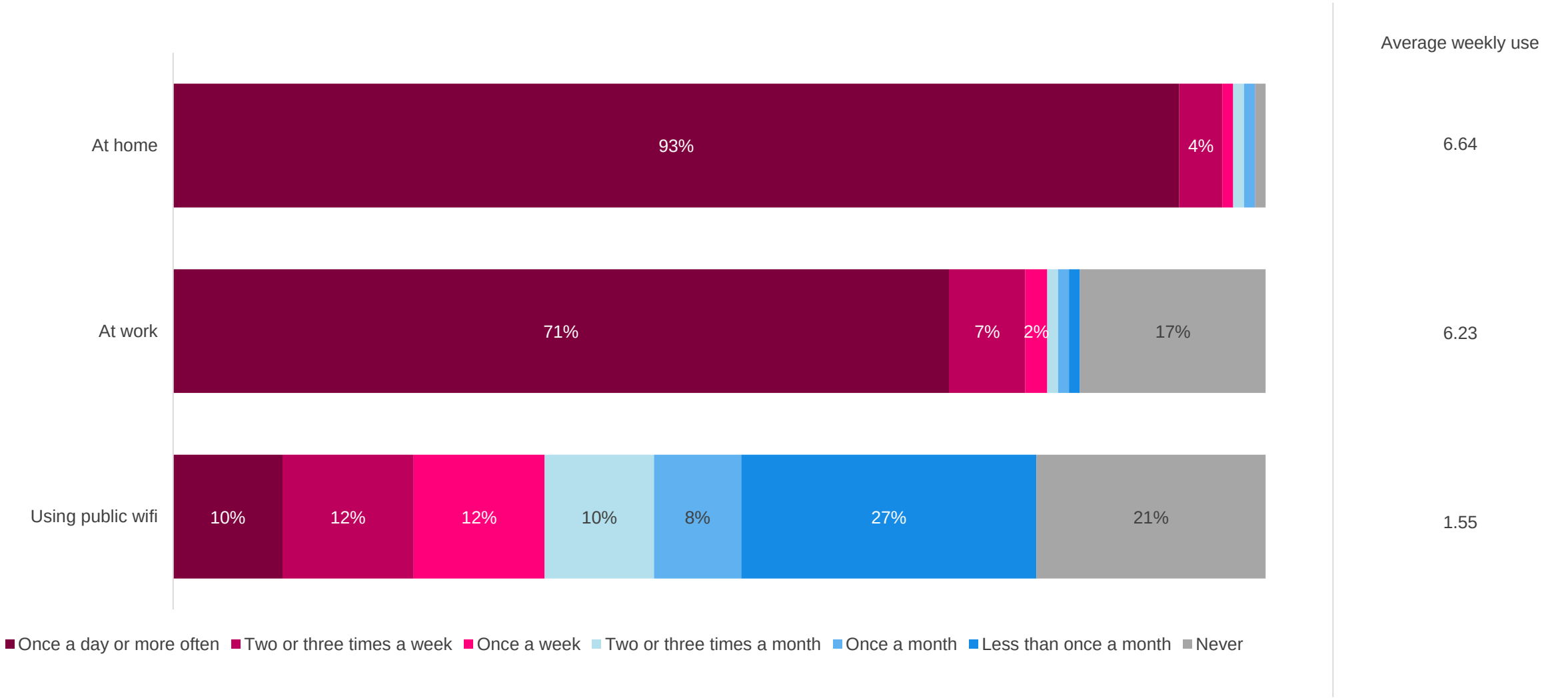
Key concerns about the Internet reflect threats to young children, both the information they are exposed to and potential bullying.

Other concerns are predominately focused on security and online crime.

3

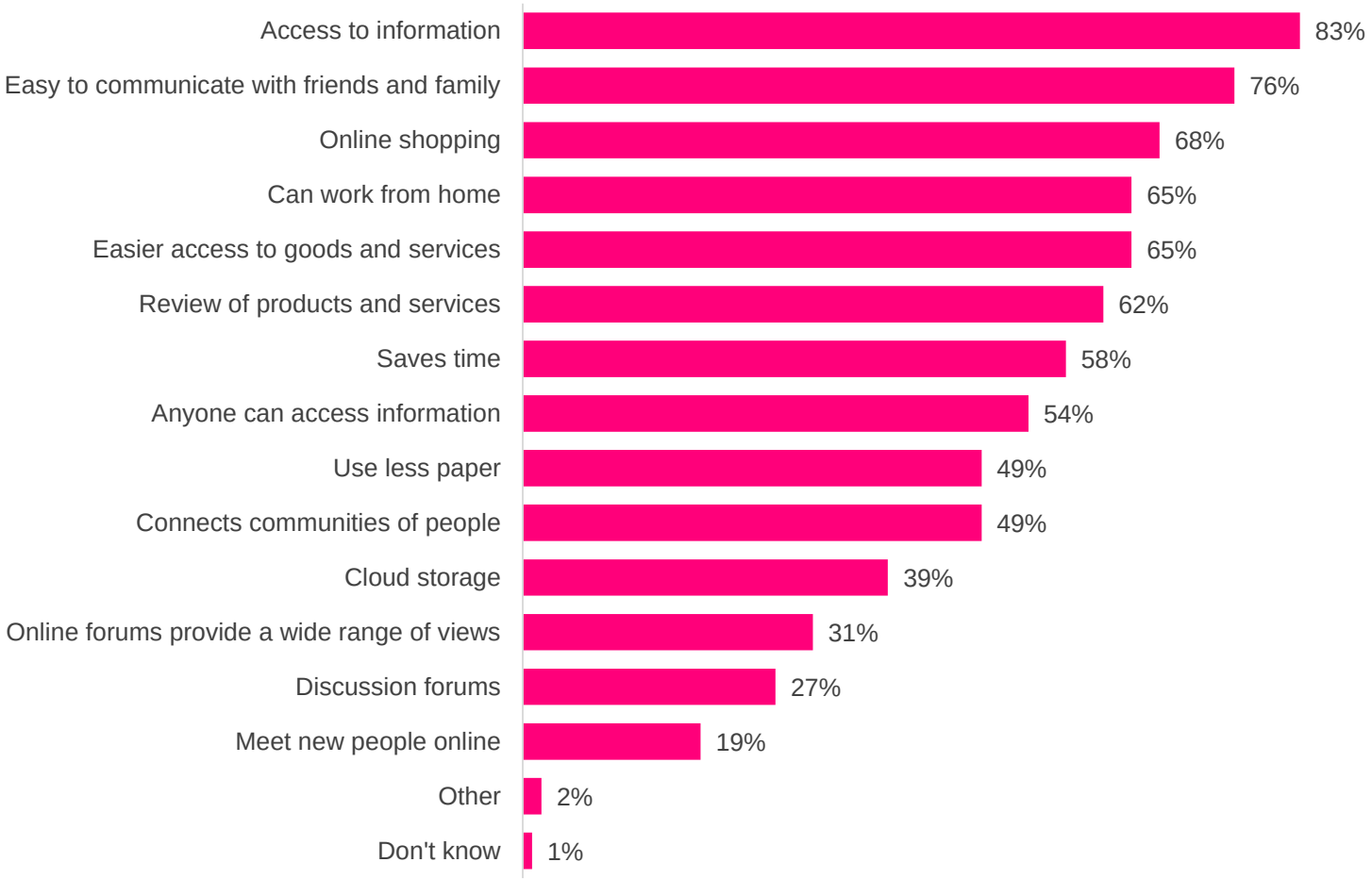
Despite this nine out of ten people think the benefits of the Internet outweigh the drawbacks.

Nearly everyone accesses the Internet from home, and four out of five access it at work. Just over half access public wifi once a month or more often.



Q34. How often do you access the Internet in each of the following places?
Base: All people n=1,859

Access to information is the key benefit of the Internet for all people.



Results from 2017 are not strictly comparable – the UMR survey was conducted over the phone and responses were verbatim rather than selected from a pre determined list…

…however, the top two benefits in 2017 were very similar:

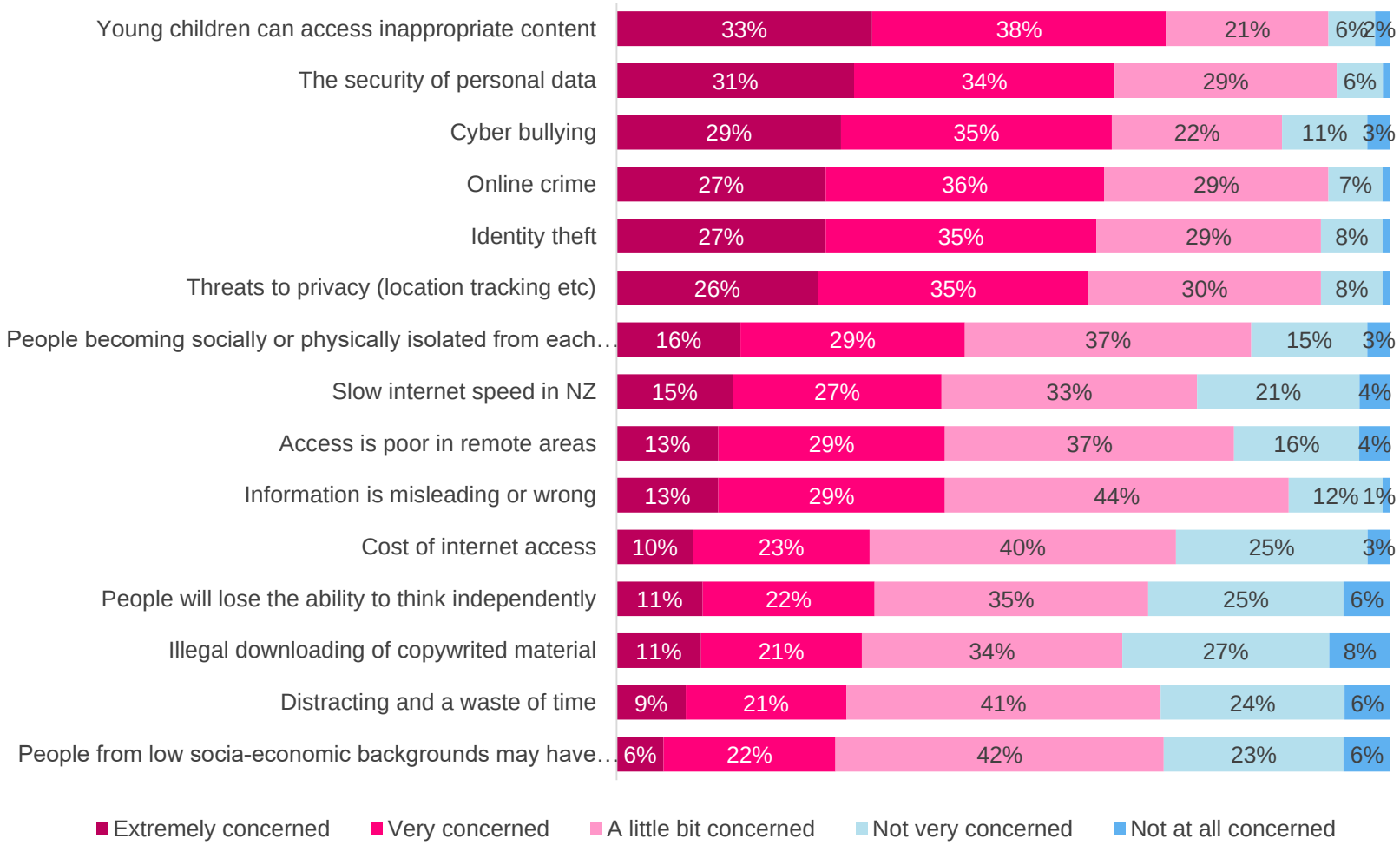
1. Access to information
2. Easy to communicate with friends and family

Other reasons in the top 5 include:

3. Connects communities of people
4. Saves time
5. Online shopping

Q35. Which of the below do you think are the key benefits of the Internet? Please think about the key social benefits, regardless of whether or not you personally use the Internet for this reason.
Base: All people n=1,859

The biggest concern people have about the Internet is the threat it poses to young children - both access to inappropriate content and cyber bullying. Threats to security complete the other primary concerns – personal data and privacy, online crime and identity theft are concerns for over half of people.



Similar to the previous slide results are not strictly comparable – the 2017 results are verbatim and not on a scale, and the response group for this particular question included people without Internet access…

…however, the top benefit in 2017 is very similar (Young children can access inappropriate content is new in 2018):

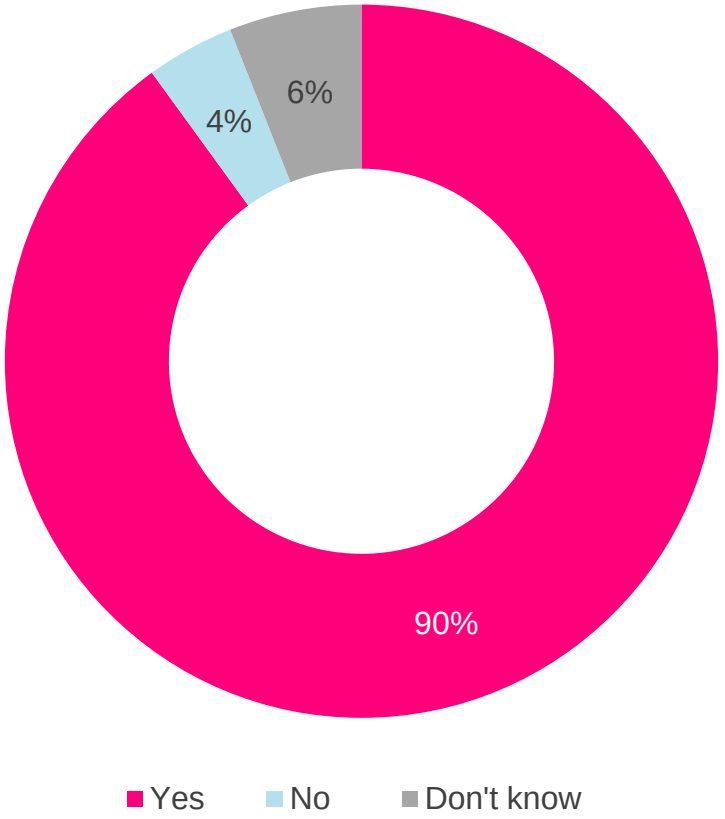
1. The security of personal data

Other reasons in the top 5 include:

2. Threats to privacy
3. Information is misleading or wrong
4. Online crime
5. Too much screen time for young children

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 (excl don't know) n≈1,859

Despite security and privacy concerns, nine out of ten people think the positive aspects of the Internet outweigh the negative, this is consistent over time.



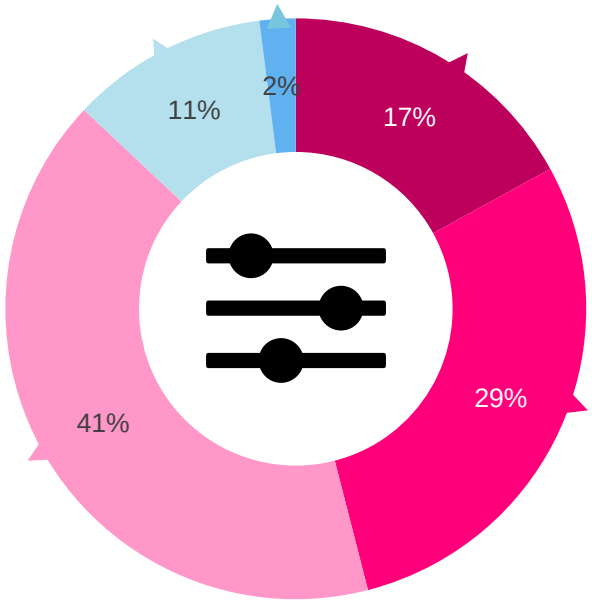
Results from 2017 and 2016 are not strictly comparable – the UMR survey was conducted over the phone and the sample group included New Zealanders without Internet access.

	2016	2017
Yes	88%	89%
No	6%	6%
Don't know	5%	6%

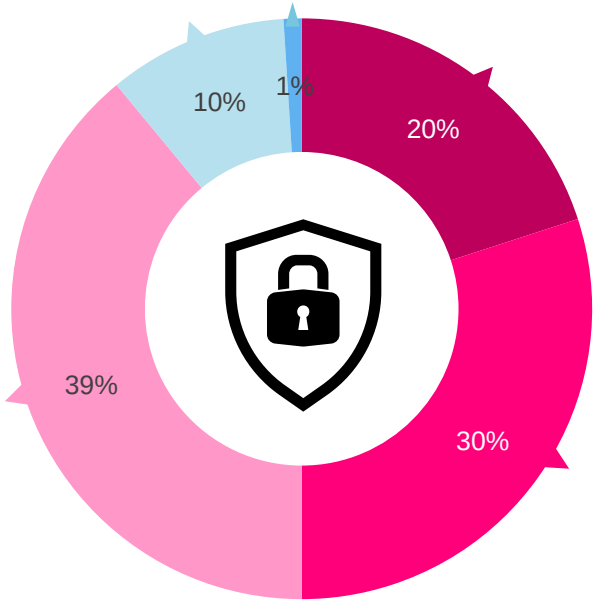
Q37. There are positives and negatives to the Internet but overall do you think the positives outweigh the negatives?
Base: All people n=1,859

Approximately half of all people are concerned about security and control...

Concern about control



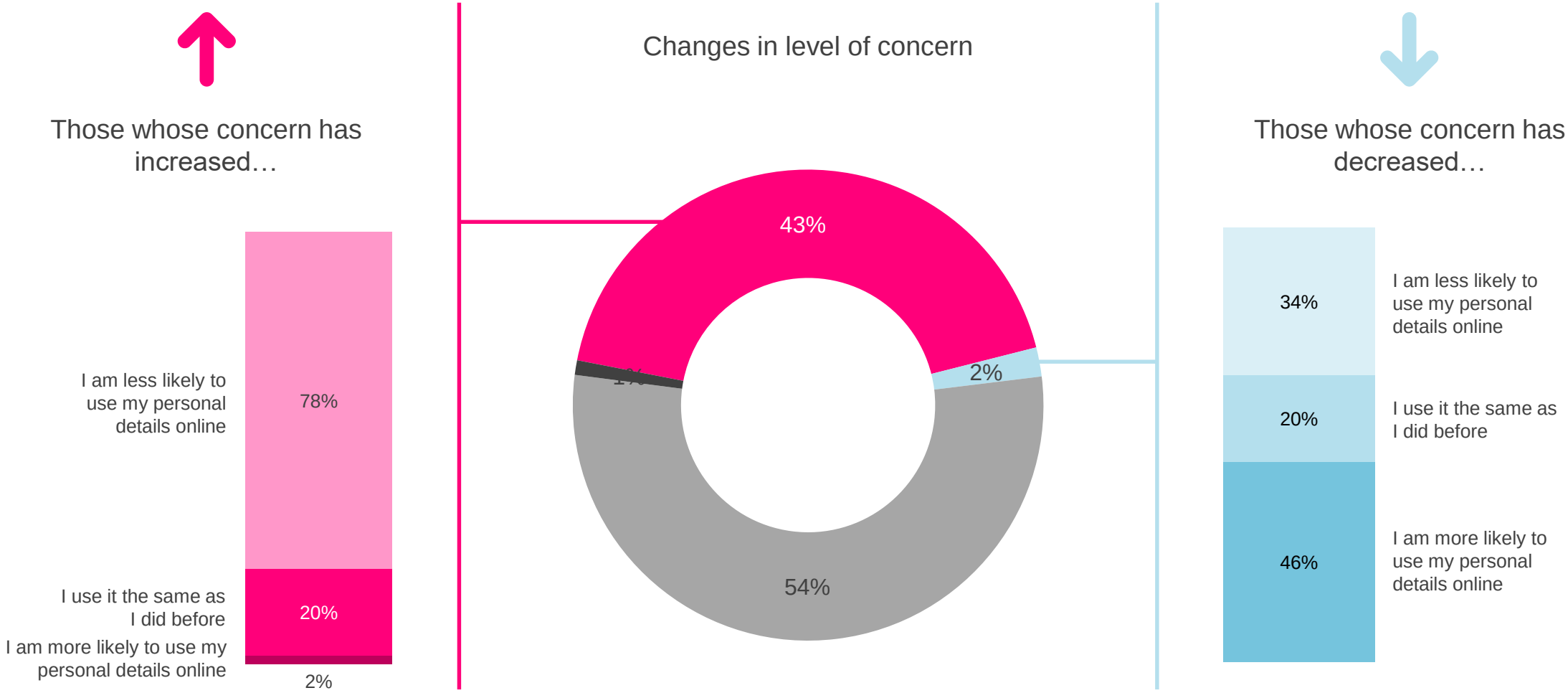
Concern about security



Extremely concerned | Very concerned | A little bit concerned | Not very concerned | Not at all concerned

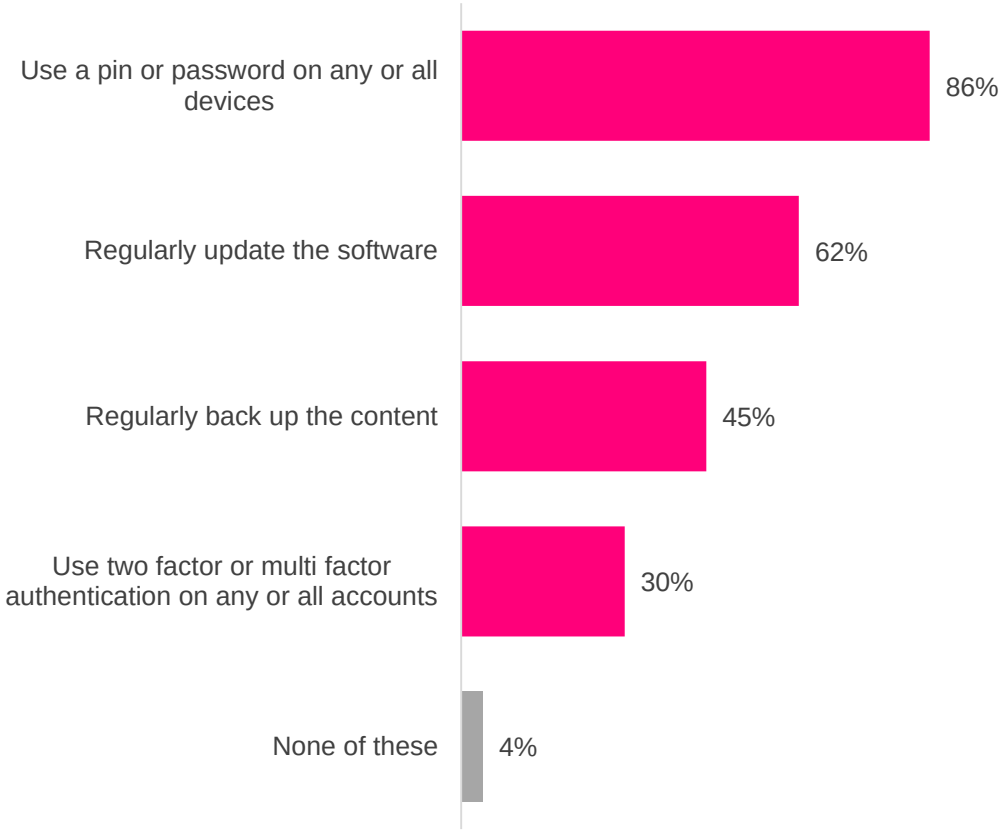
Q38. How concerned are you about the control you have over your personal information when you put it on the Internet? Q39. How concerned are you about the security of your own personal details when you use them on the Internet?
Base: All people (excluding those who don't use personal details on the Internet) n≈1,859

…and half say this concern has increased over time. The majority are less likely to use their personal details online as a result of increased concern.



Q40. How has your level of concern changed over the last 12 months? Q41. Has this affected how you use your personal details online?
Base: Q40 All people n=1,859; Q41 People whose level of concern has increased (excl don't know) n=796; People whose level of concern has decreased (excl don't know) n=41

One in 25 people don’t use any of the security precautions we asked about. The majority use a pin or password on their devices and half regularly update and back up their content.



UMR results from 2017 are not strictly comparable – the UMR survey was conducted over the phone and the sample group included New Zealanders without Internet access. The question structure was also different, people answered Yes, No or Don’t know to each security option.

Use a pin or password on any or all devices	80%
Regularly update the software	74%
Regularly back up the content	50%
Use two factor or multi factor authentication on any or all accounts	36%

Q42. Which of the following security precautions do you take with your own devices?
Base: All people n=1,859

Businesses and domain names

InternetNZ

In a nutshell

1

The majority of businesses have positive attitudes towards websites, regardless of whether or not they have a domain name.

2

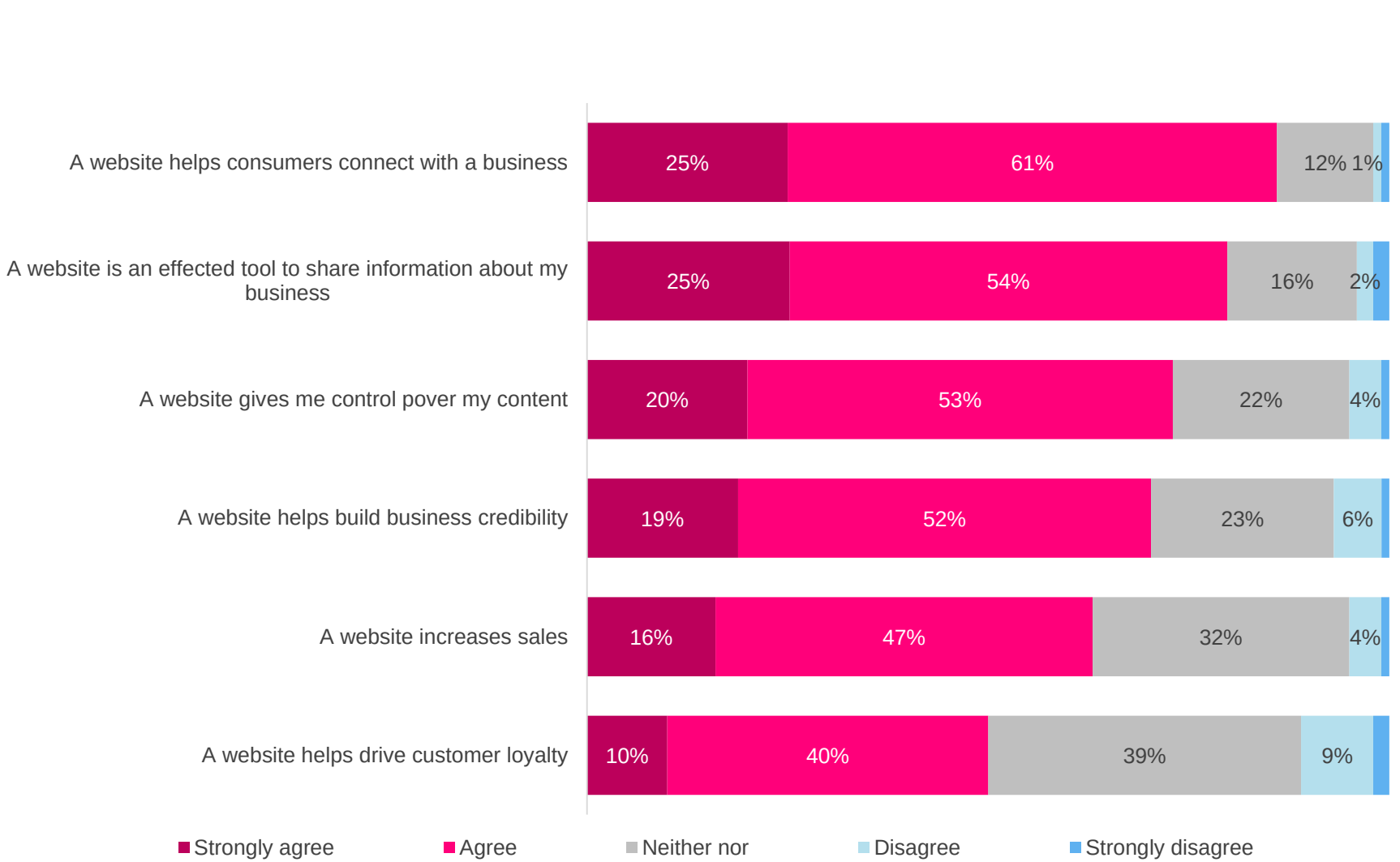
Most business who don't have a domain name but say they are likely to get one just haven't got around to it yet.

Primary reasons for this are lack of information about how to do it, and lack of time to do it.

3

Half of businesses who say they are likely to get a domain name don't know how to purchase one or set up a website.

Most businesses have positive attitudes towards websites, regardless of whether or not they have a domain name for their own business. They are most likely to think a website helps consumers connect with them, and least likely to think it helps drive loyalty.

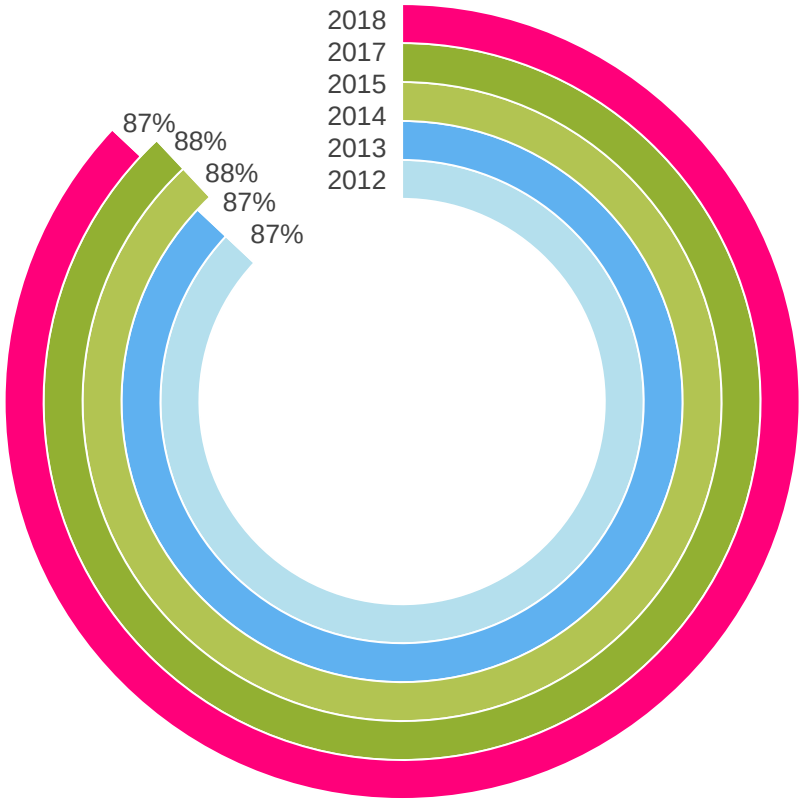


	Businesses with a domain name	Businesses without a domain name
A website helps consumers connect with a business	92%	83%
A website is an effected tool to share information about my business	90%	72%
A website gives me control pover my content	86%	65%
A website helps build business credibility	83%	62%
A website increases sales	70%	57%
A website helps drive customer loyalty	57%	45%

(% Strongly agree/Agree)

Q15. Below is a set of statements about business attitudes towards websites. Using the scale provided, please indicate how much you agree or disagree with each statement.
Base: All businesses (excl don't know) n≈1,001

Awareness of what a domain name is remains stable among businesses since 2012.



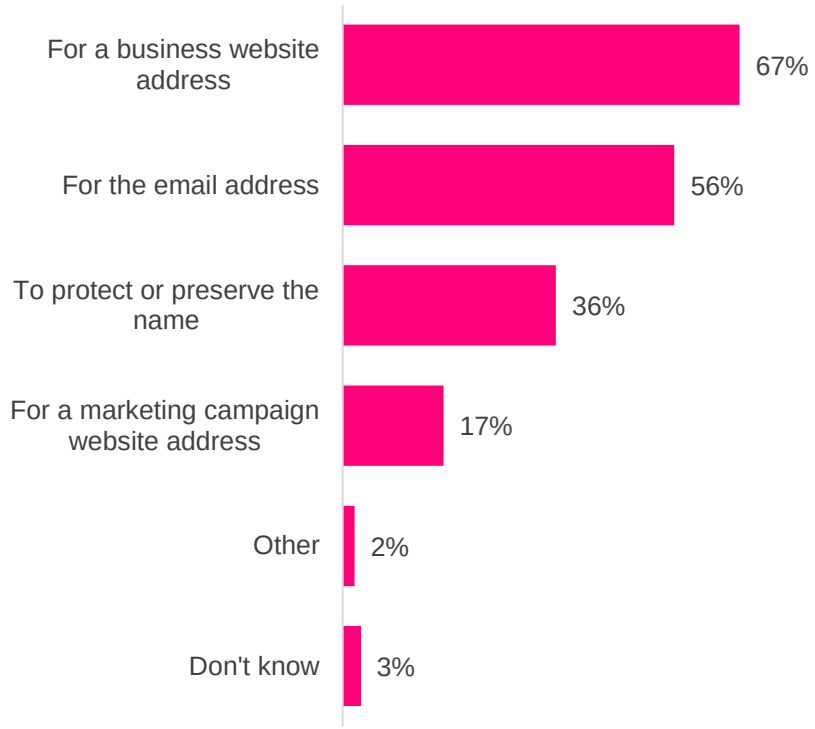
Awareness of what a domain name is is highest among businesses who have one (95%), however is still high (83%) among businesses who don't.

Awareness is highest for businesses with 10-49 employees in the Service, Business and Finance industries.

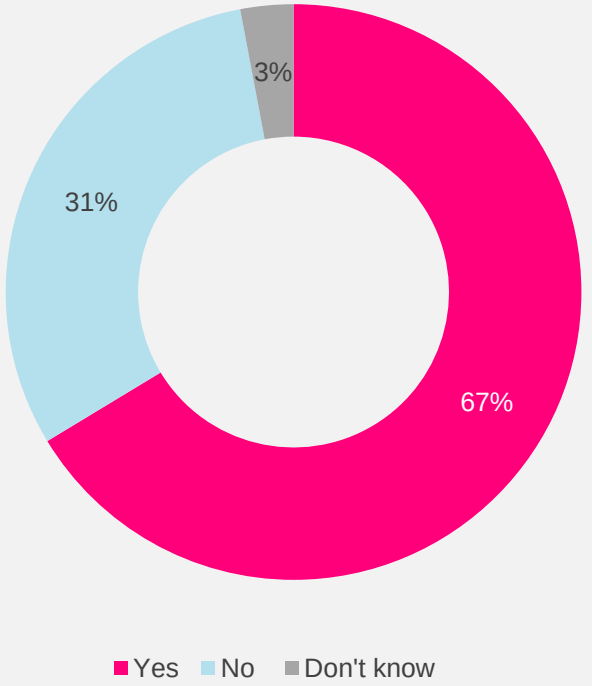
Q5. Can you tell us whether you know what a domain name is?
Base: All businesses 2018 n=1,001; 2017 n=1,100; 2015 n=1,101; 2014 n=1,100

Businesses primarily own a domain name for the website and the email address, and two-thirds of people who completed the survey on behalf of their business were involved with the registration.

Reasons businesses own a domain name

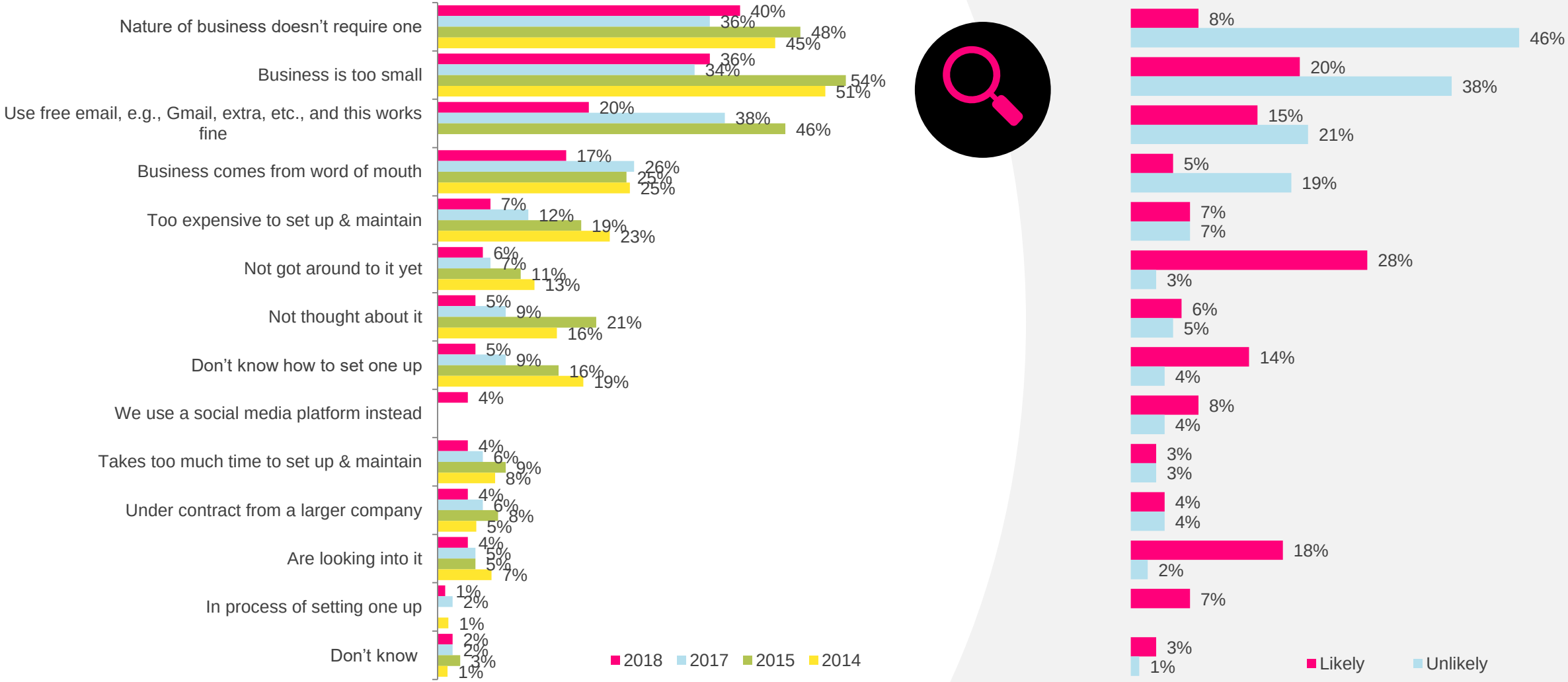


Involved with registration



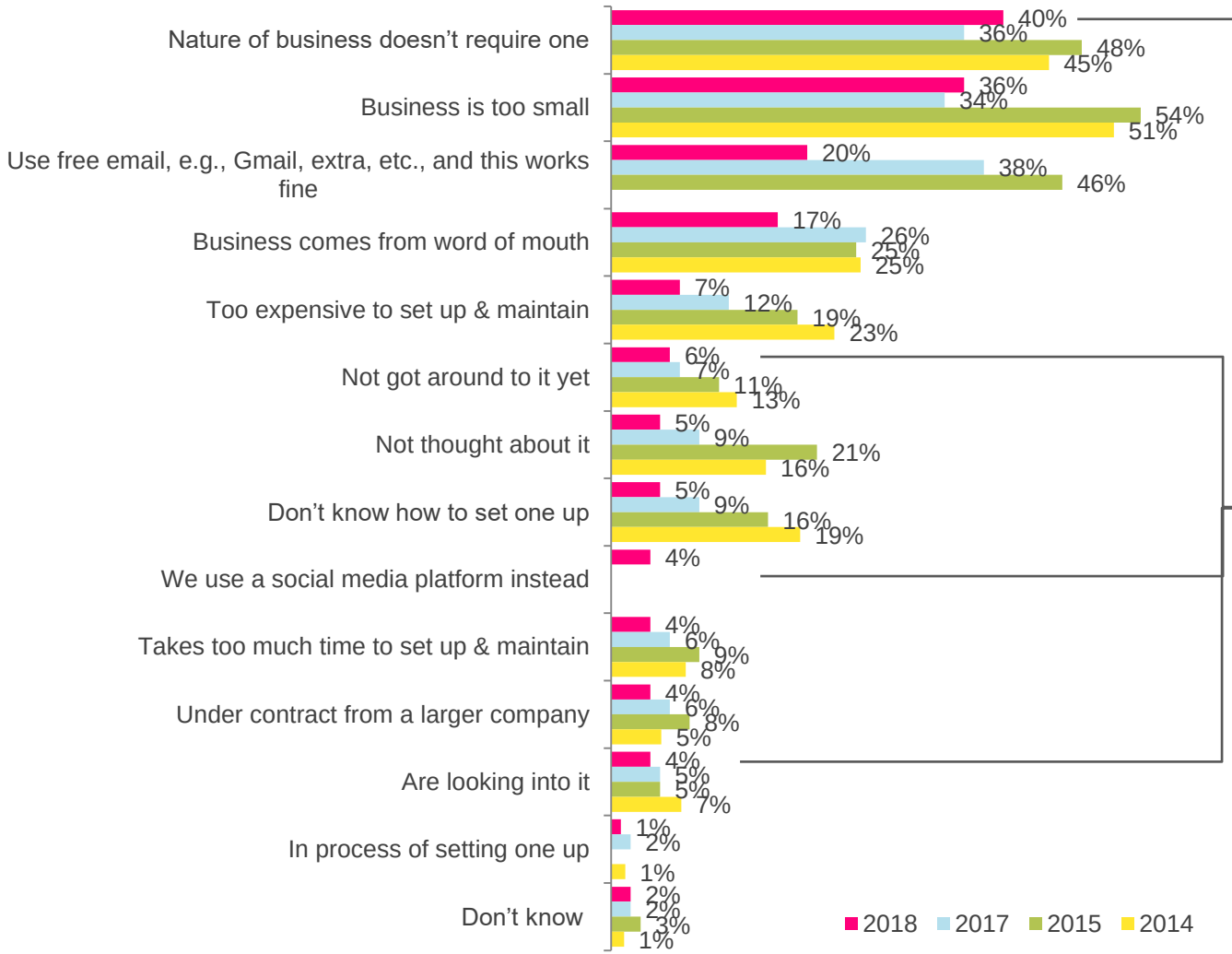
Q20. For what reasons does your business own a domain name? Q21. Were you involved with registering the domain name your business currently uses?
Base: Businesses with a domain name n=594

Businesses without a domain name are most likely to think the nature of their business doesn't require one. Businesses who are likely to get a domain name say they just haven't got around to it yet, or they are looking into it. The biggest barriers for businesses likely to get one is they don't know how to set one up.



Q22. What are the main reasons your business does not currently own a domain name?
Base: Businesses without a domain name 2018 n=379; 2017 n=476; 2015 n=505; 2014 n=513; Likely to get a domain name n=49, Unlikely to get a domain name n=315

Businesses who say the nature of their business doesn't require a domain name mostly rely on referrals, or they don't have the capacity to take on more work. Among those who haven't got around to it yet, it is mostly the lack of information about how to do it, and/or the time to do it.



"Work comes from referrals so no need to market it."

"Small consultant with established relationships. We sell time for money and have no more time to sell."

"I am an independent contractor so my work is generated out of networks and relationships more than the sale of a product or service. LinkedIn is my most useful online presence."

"I am a self-employed music teacher with too many students so no need to attract new clients."

"I am at full capacity and don't want to attract more customers."

"Have a person with the knowledge to set up but because the business is so busy, time has been short."

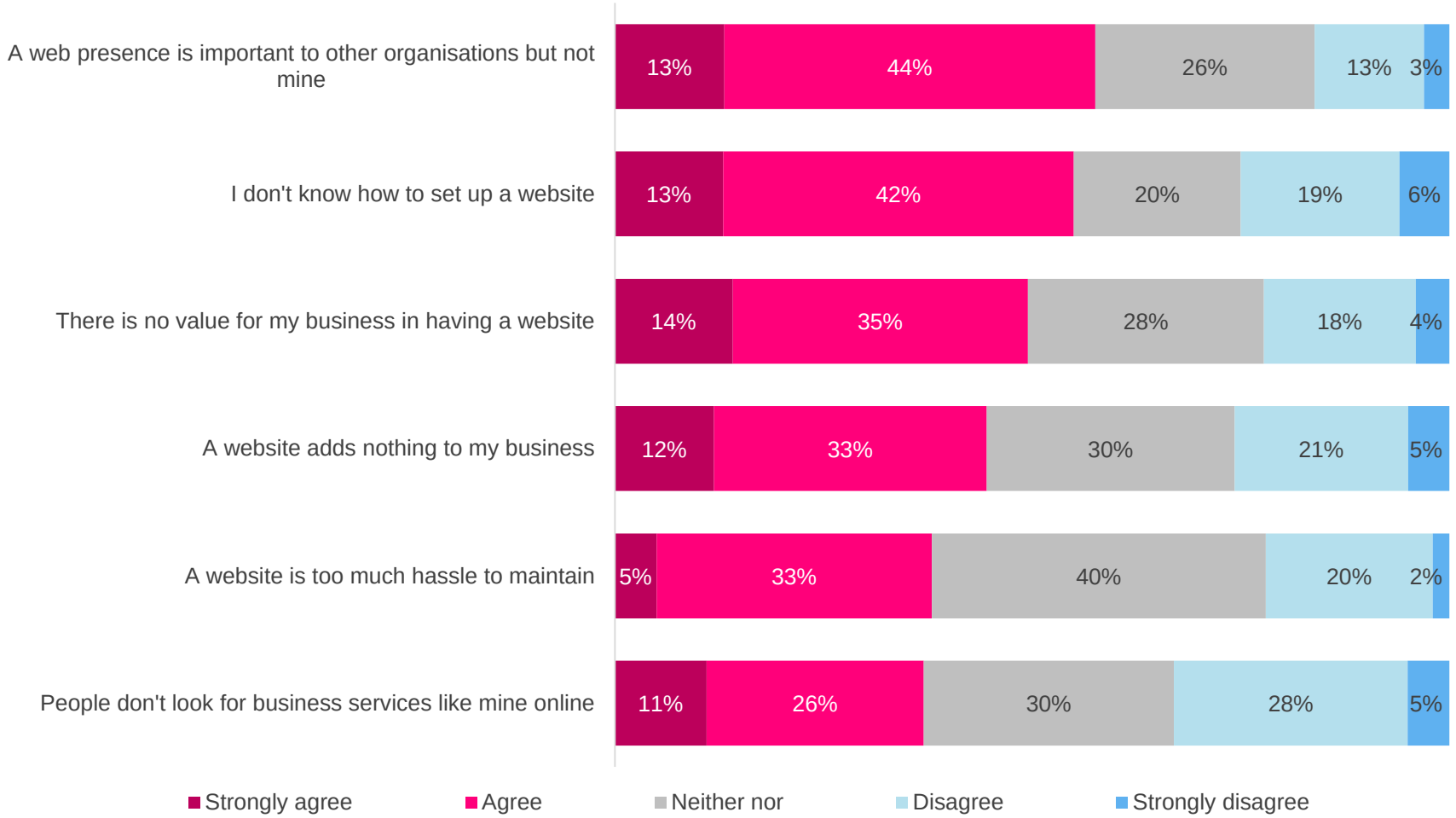
"Information easily explained, in beginner terms, including costs, renewals, sole trader, so limited hours available for learning about this."

"Time and person to take care of it."

"Information about how to do this and links to easy online registration."

Q22. What are the main reasons your business does not currently own a domain name? Q23. What is it about the nature of your business that means you don't require a domain name?
Q24. What could be done to help you get around to registering a domain name?
Base: Businesses without a domain name 2018 n=379

Businesses without a domain name recognise the benefits of websites, but largely think they don't apply to their own situations. Similar to previous results, the biggest hurdle for businesses who say they are likely to purchase a domain name is that they don't know how to set one up.



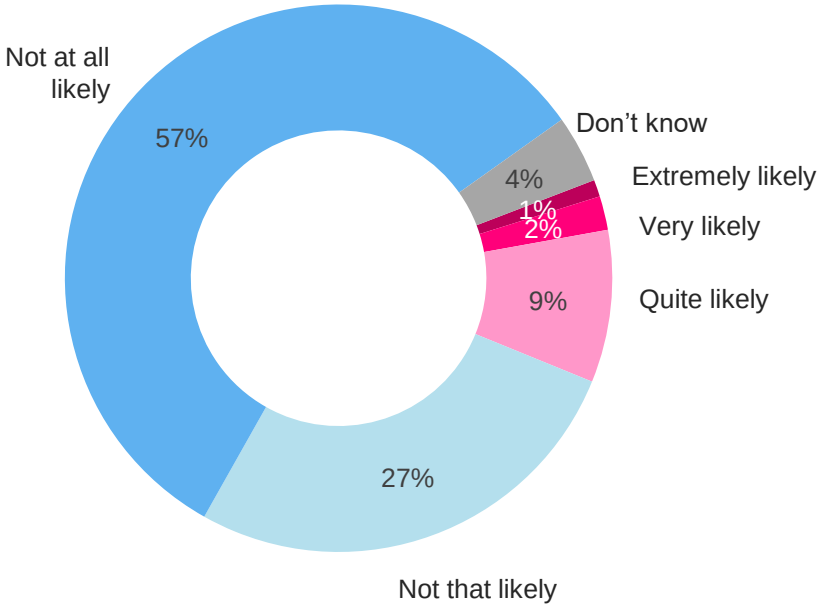
	Businesses likely to purchase a domain name	Businesses unlikely to purchase a domain name
A web presence is important to other organisations but not mine	20%	63%
I don't know how to set up a website	**55%**	55%
There is no value for my business in having a website	14%	56%
A website adds nothing to my business	10%	51%
A website is too much hassle to maintain	21%	40%
People don't look for business services like mine online	13%	41%

(% Strongly agree/Agree)

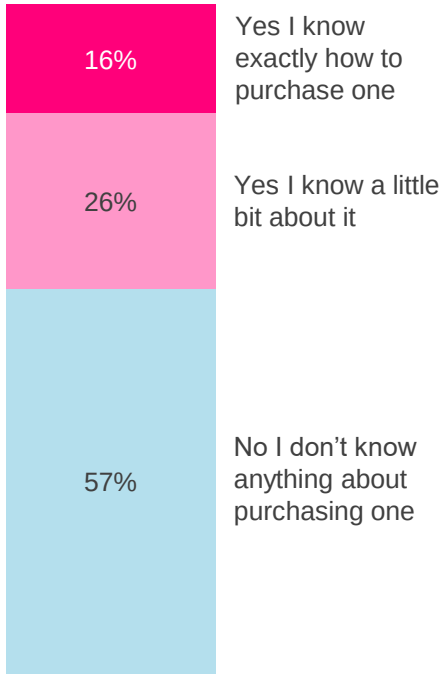
Q25. Below is a set of statements about business attitudes towards websites. Using the scale provided, please indicate how much you agree or disagree with each statement.
Base: Businesses without a domain name (excl don't know) n≈379

Among businesses who don’t have a domain name only one in seven know exactly how to purchase one. Reasons for wanting one are predominantly for the website or the email address, however one third don’t know why they would buy one.

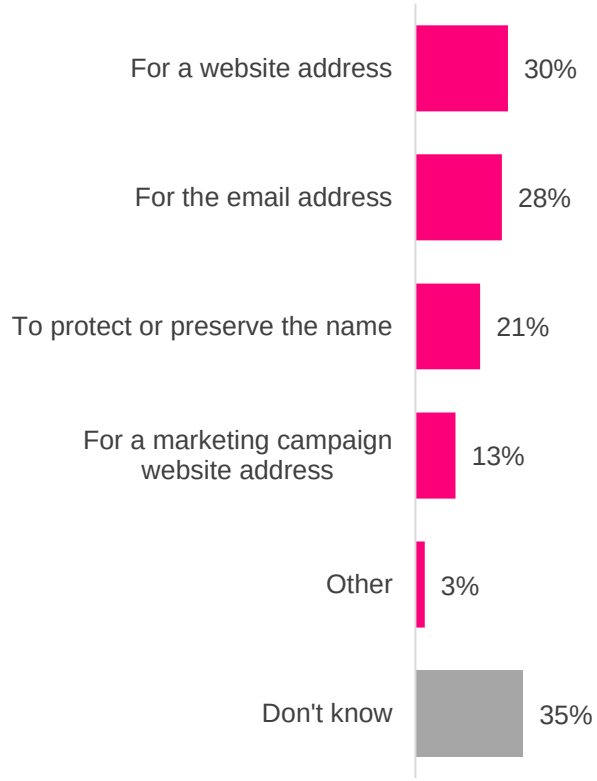
Likely to purchase



Know how to purchase



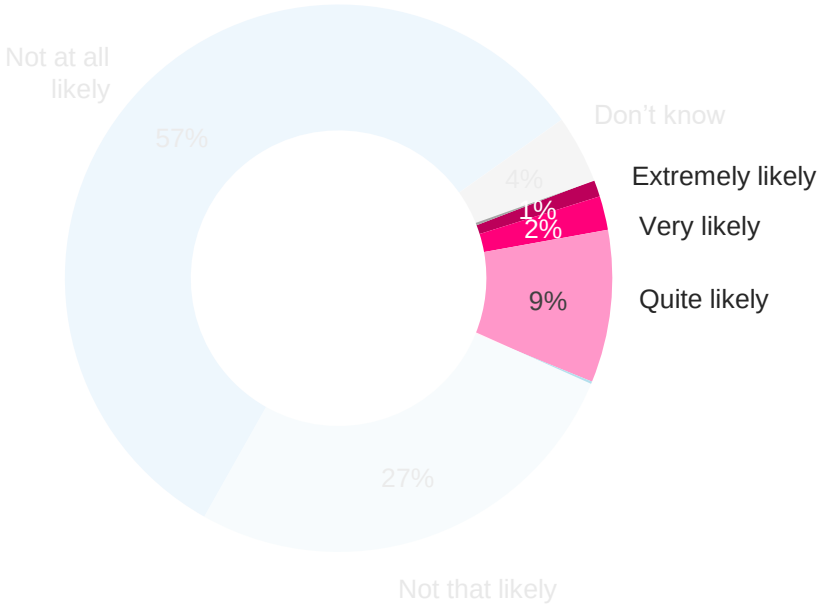
Reasons for purchase



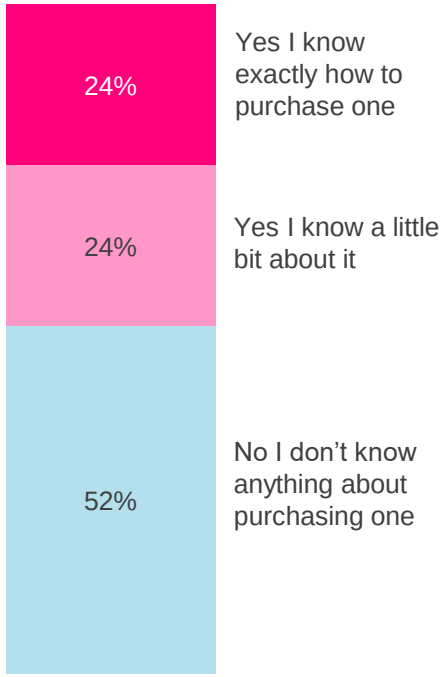
Q29. How likely is your business to purchase a domain name in the next 12 months? Q27. If your business was to consider buying a domain name, do you know how to purchase one? Q28. For what reasons would your business buy it’s own domain name?
Base: Businesses without a domain name n=379

Businesses who are likely to purchase a domain name are more inclined to know how to purchase one, and they are more interested in a domain name for a website address, or a marketing campaign than businesses who don’t intend to purchase.

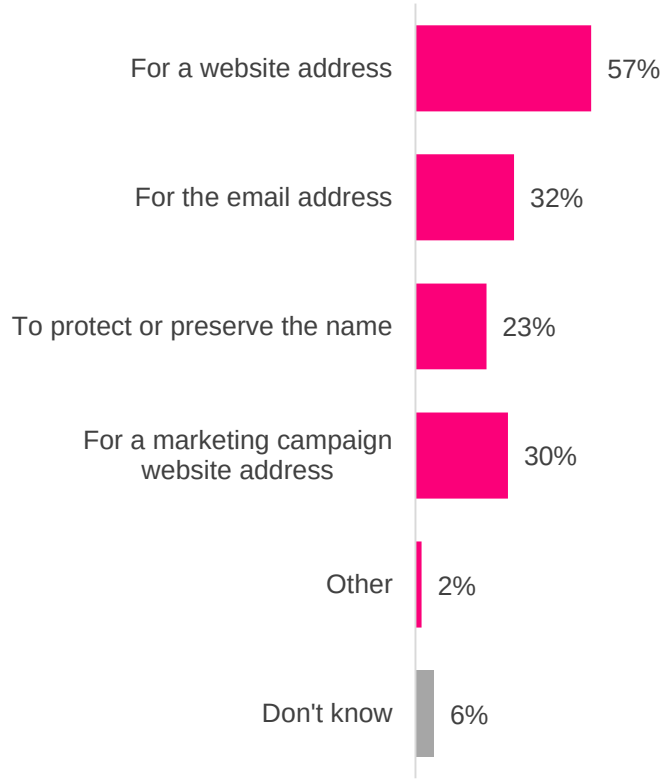
Likely to purchase



Know how to purchase



Reasons for purchase

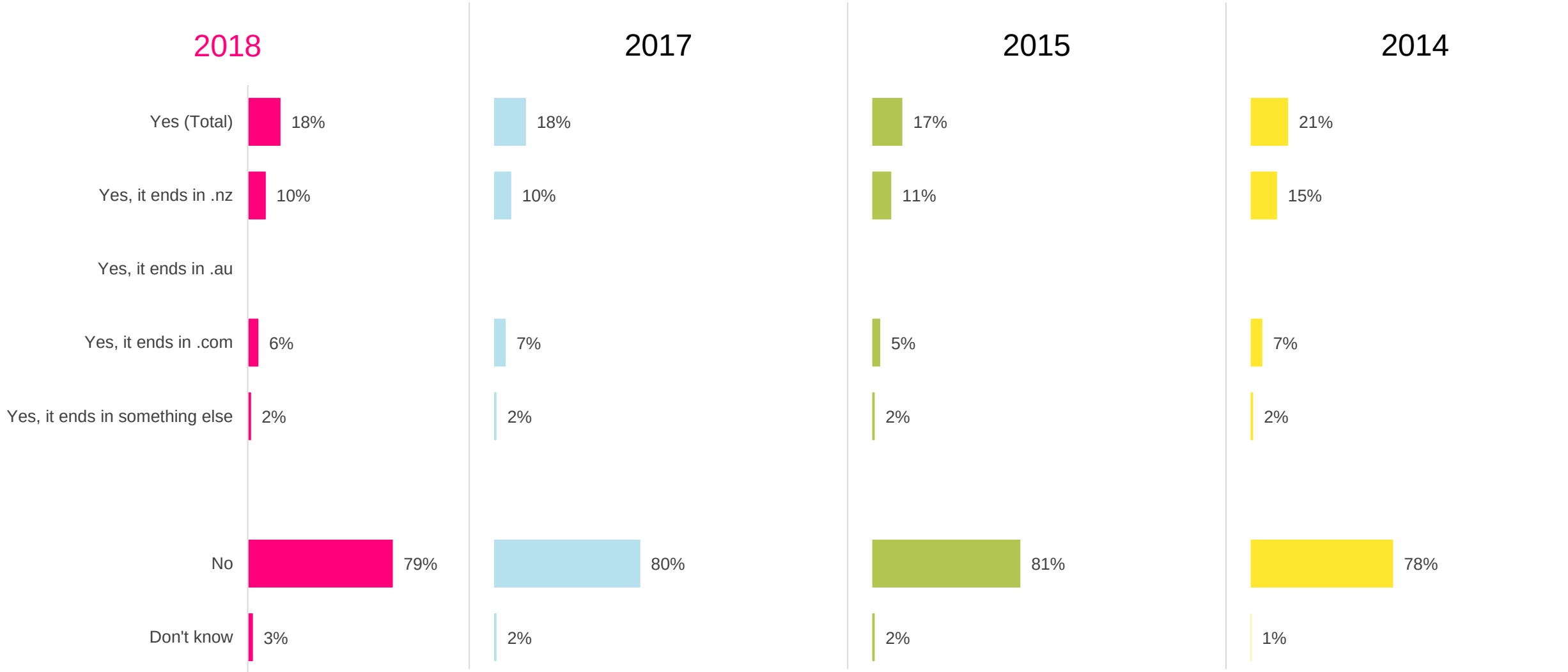


Q29. How likely is your business to purchase a domain name in the next 12 months? Q27. If your business was to consider buying a domain name, do you know how to purchase one? Q28. For what reasons would your business buy it’s own domain name?
Base: Businesses without a domain name n=379; Businesses likely to purchase a domain name in the next 12 months

Consumers and domain names

InternetNZ

The incidence of consumer domain name ownership remains stable since 2015 with the most common domain name being .nz



Q32. Do you own or manage your own personal domain name? By personal domain name we mean a website for personal purposes (not business, not speculation). For example, using a family smith.co.nz, smith.nz, or jonesfamily.com, or any other words to denote your personal domain address
Base: All consumers 2018 n=1,002; 2017 n=1,000; 2015 n=1,002; 2014 n=1,003

Most people understand what a domain name is, however some people think it is specific to business use. And others are a bit more confused….

The name of a website

"It is used for a website. People or organisations buy a domain name to use it."

"It's like a title of a location but in terms of the Internet. So a domain is a place in the Internet and a domain name is the name of that place."

"The name given to a website address."

"The name for a web address that a bunch of addresses are attached to. Can be used for web pages, business websites etc."

"Yes - It's part of the URL (Internet address) that tells you who or what owns the page you are looking at."

"Yes, a domain name is your website address which is managed for a domain company whom you pay your annual fee for your web address for in order to keep ownership."

"You buy one and can use it as the web address for a website."

"It is a name for a hosted website."

An Internet address for a business

"Internet address for business address emails."

"An Internet address of a company or business."

"An Internet address for a business."

"It's a key word for a business website."

"Name registered to a business for as web address."

"The business name on a website, part of the www address."

"The name used on the Internet to register your business."

"Yes. It describe its a business, educational institute or a govt organisation."

But some people are confused….

"A location on the Internet that indicates your general business e.g. govt or Maori."

"A sequence at the end of an Internet address that specifies a domain of authority or control within the Internet realm."

"Group of computers with same name in same place."

"An area of territory owned or controlled by a particular ruler or government."

"It's a main name like a boss or the head or the control centre."

"A computer domain?"

"A domain is for example where your business runs, its domain is the area it covers or works in."

"A personal name for a brand or company."

"A place with trees, flowers, open grounds with special features."

"A place/park that anyone can use to relax."

Two thirds of consumers own domain names for the email address, the incidence of which has declined over the last few years.

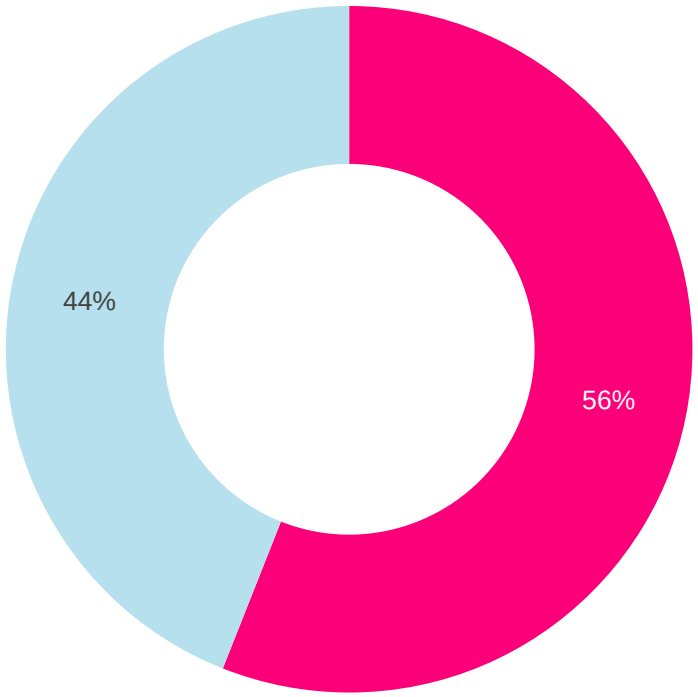
	2018	2017	2015	2014
For the email address	62%	72%	74%	72%
For the website address	32%	42%	43%	48%
To protect or preserve the name	19%	15%	20%	25%
Have another reason	4%	3%		

Q33. Why do you own or manage a personal domain name?
Base: All consumers with a personal domain name n=184

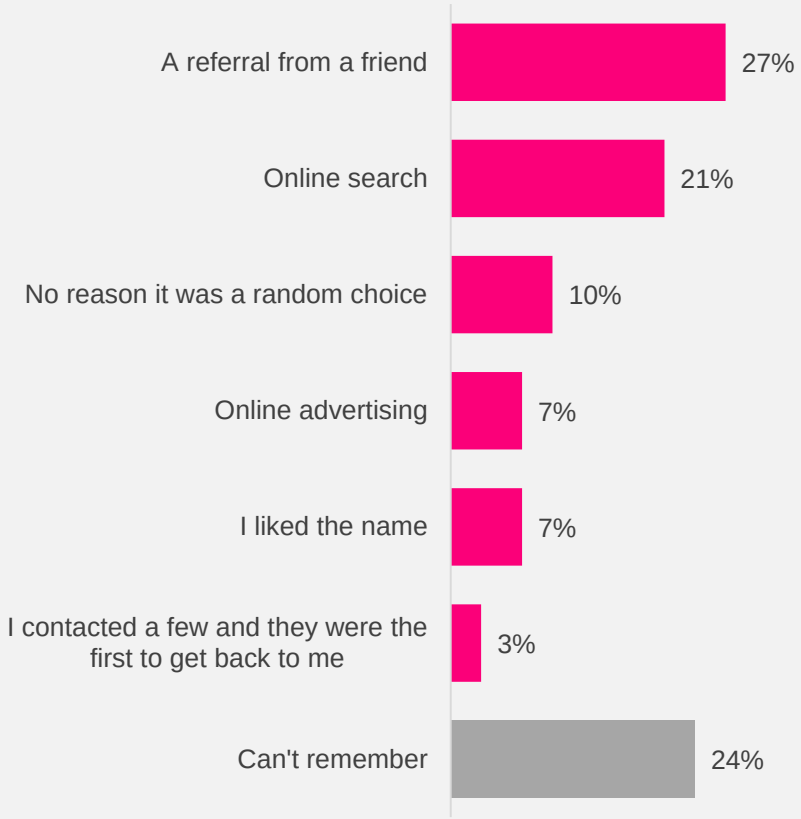
The registration process

Just over half of people who were involved in the registration process for either their business or personal domain name can recall the organisation they used. They were most likely to have chosen it based on a referral from a friend.

Recall of registration organisation

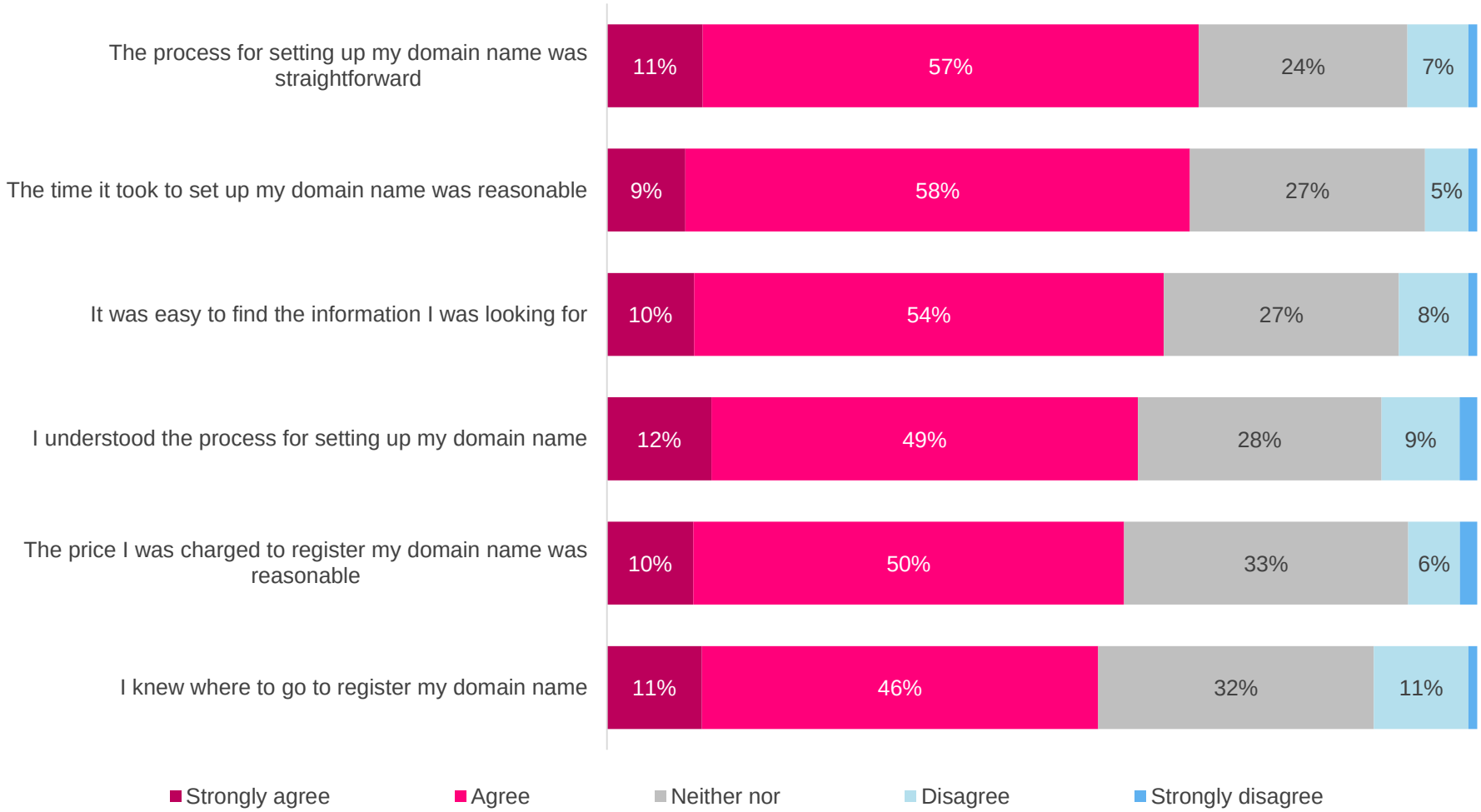


Reasons for choosing registration organisation



Q53. Can you recall the organisation you used to register your domain name? Q54. Why did you choose this organisation to register your domain name?
Base: Businesses and consumers who were involved in the registration process n=208

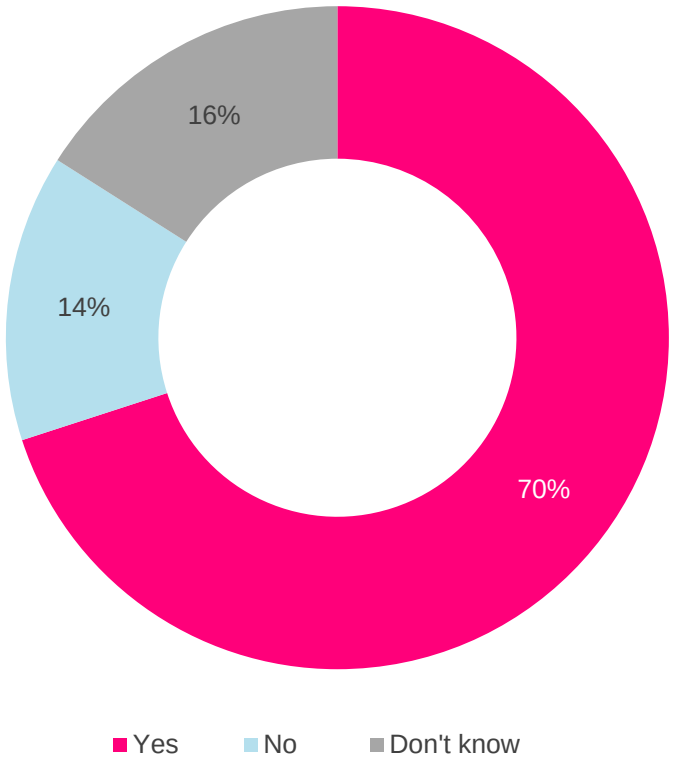
Two thirds of people thought the registration process was straightforward and the time it took was reasonable. Over one in ten people didn't understand the process to set up a domain name and didn't know where to go to register one.



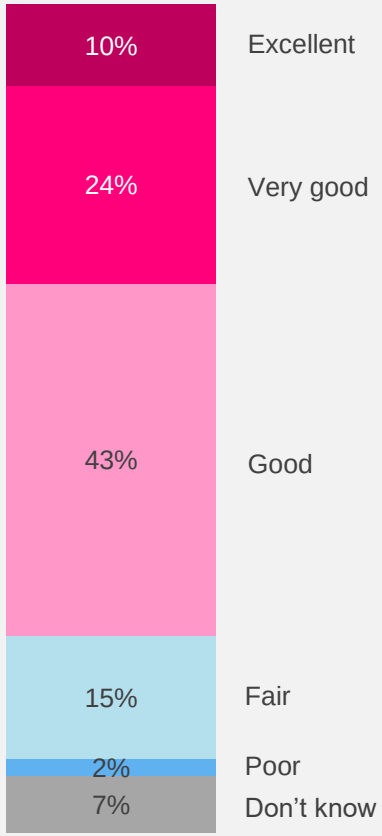
Q55. Below is a set of statements about setting up and registering your domain name. Using the scale provided, please indicate how much you agree or disagree with each statement
Base: Businesses and consumers involved in registering their domain name (excl don't know) n≈208

A small group of people didn't get enough information to understand the process, but overwhelmingly the experience was positive and people had enough information.

Did you get enough information to understand the process?



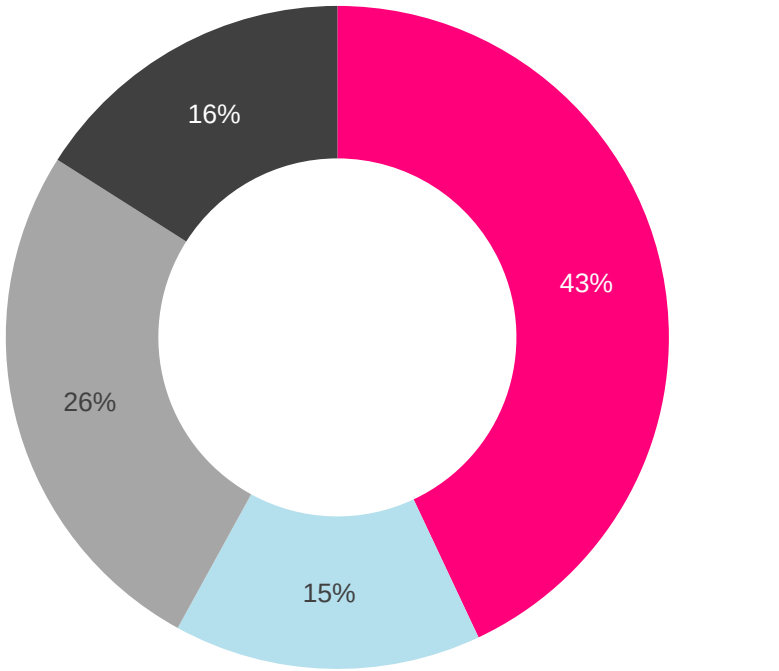
Experience with registration



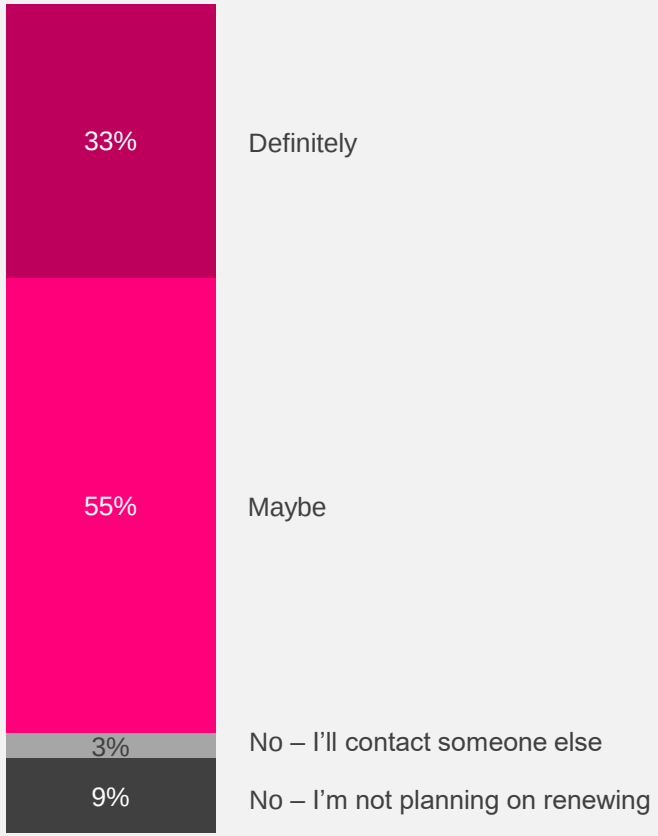
Q56. Do you feel that the organisation provided you with enough information to understand the registration process? Q57. Overall how would you rate your experience registering your domain name?
Base: Businesses and consumers involved in registering their domain name n=208

The majority of people are aware of the renewal process and the majority will use the same organisation.

Are you aware of the renewal process?



Will you use the same organisation to renew?



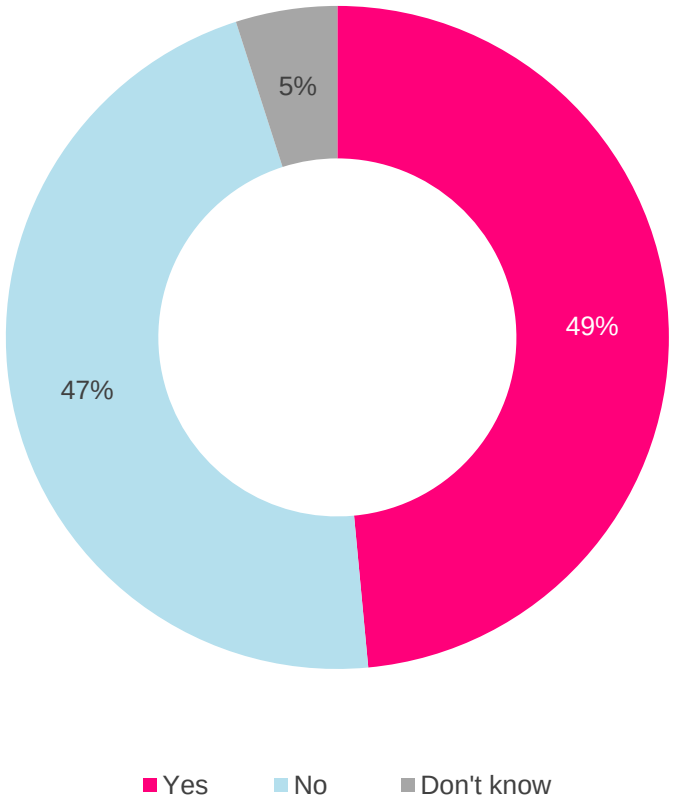
Q58. Did this organisation outline the renewal process for when your initial registration term expires? Q59. Will you contact the same organisation to renew your domain name when your current time expires?
Base: Businesses and consumers involved in registering their domain name n=208

Flexible working

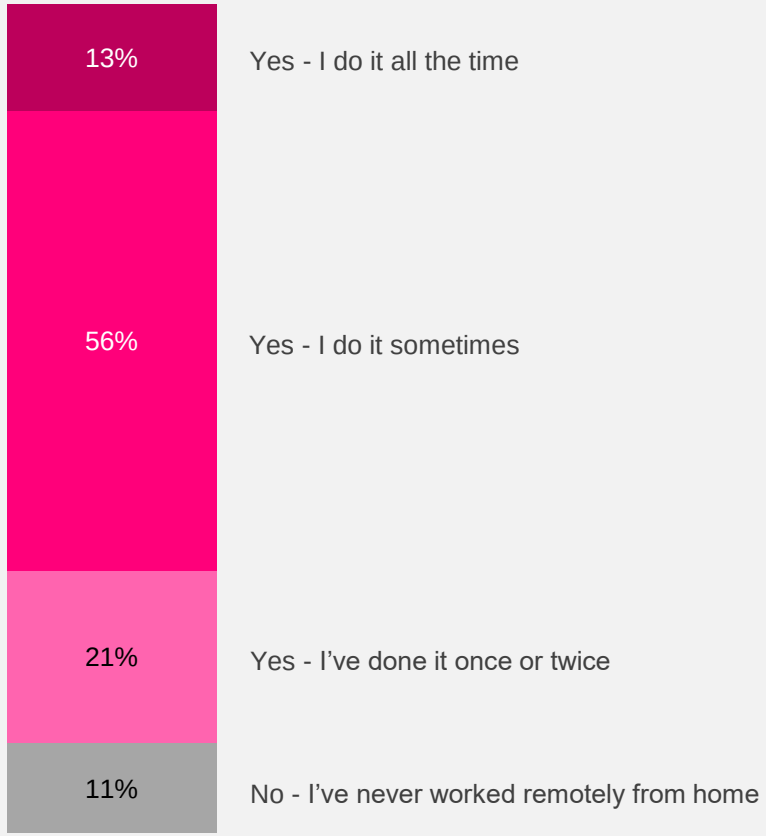
InternetNZ

Half of people have the ability to work from home, and two thirds of those do it sometimes or all the time.

Do you work from home as well as from your workplace?



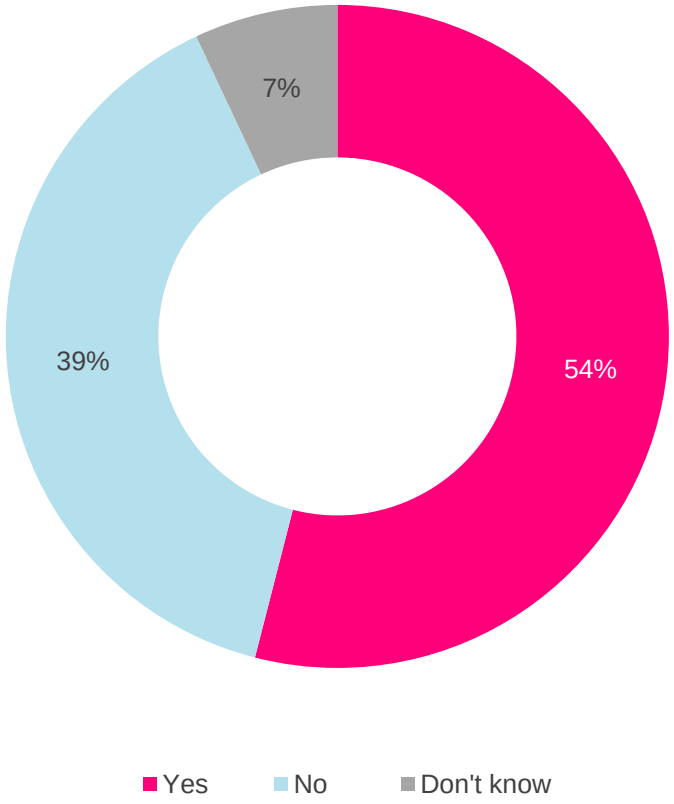
Frequency of working from home among those who are able to



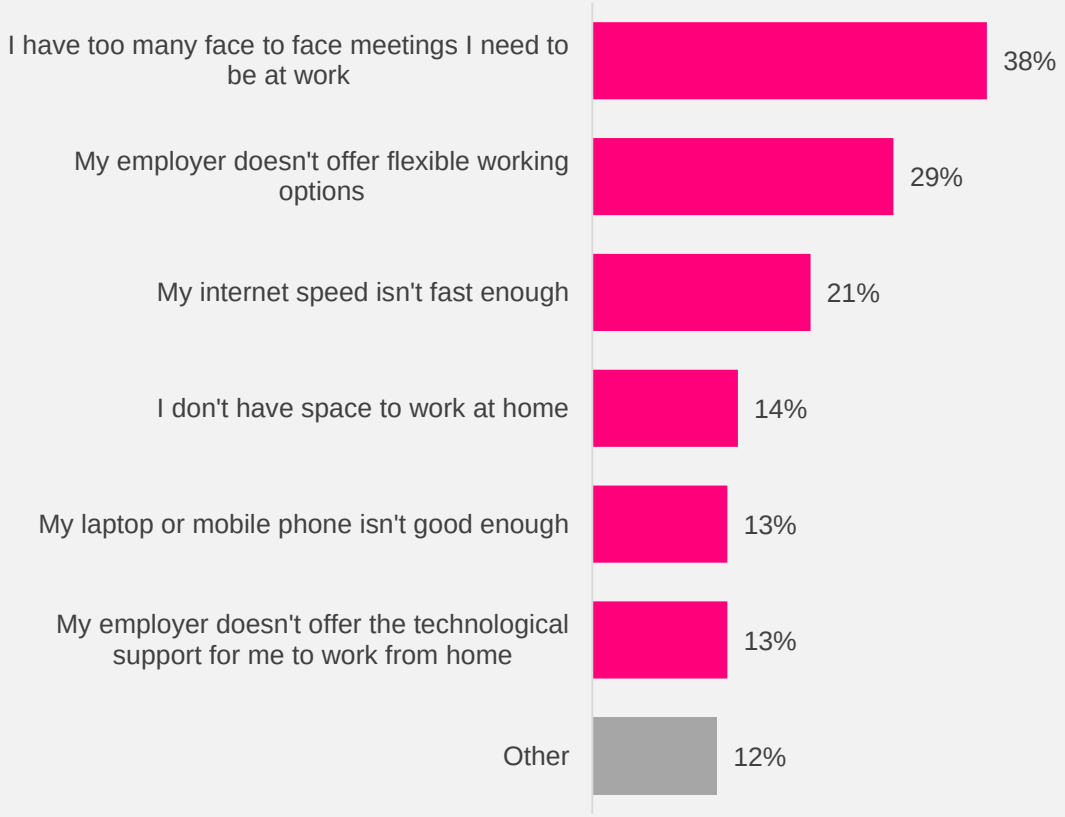
Q49. Does the type of work that you do allow you to work from home, as well as from your workplace? Q50. Do you work remotely from home?
Base: Q49 Consumers who access the Internet at work n=594; Q50 Consumers who are able to work from home n=290

Half of people who have the ability to work from home would like to do it more often, but they mostly have too many face to face meetings. One in five say their Internet speed isn't fast enough.

Would you like to work from home more often?



Those who would like to work from home more often



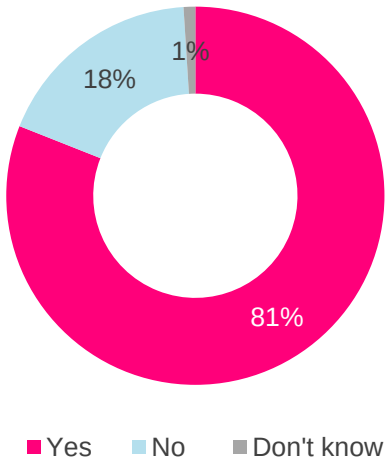
Q51. Would you like to work from home more frequently than you currently do? Q52. Which of the below are barriers for you working from home more often?
Base: Q51 Consumers who are able to work from home n=290; Q52. Consumers who would like to work from home more often n=154

Internet provision

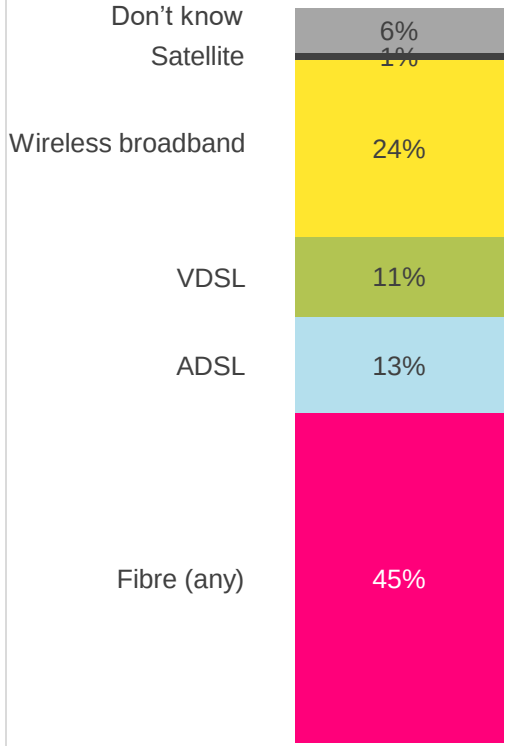
InternetNZ

Four out of five people were involved in choosing the Internet provider for their home, they are most likely to have fibre, and they mostly source information about Internet providers on the Internet. One in ten people have heard of the National Broadband Map.

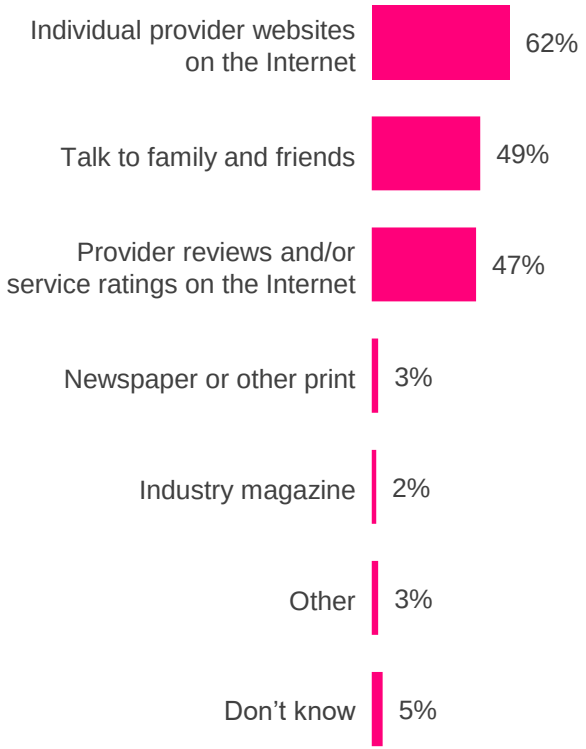
Were you involved in choosing your Internet provider and/or plan for your home?



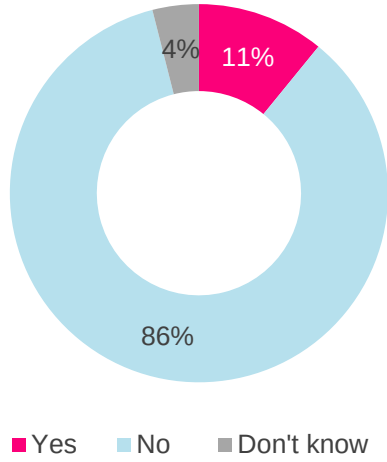
Which type of Internet connection do you have at home?



If you wanted to change your Internet provider and/or plan at home where would you go for information?



Have you heard of the National Broadband Map?

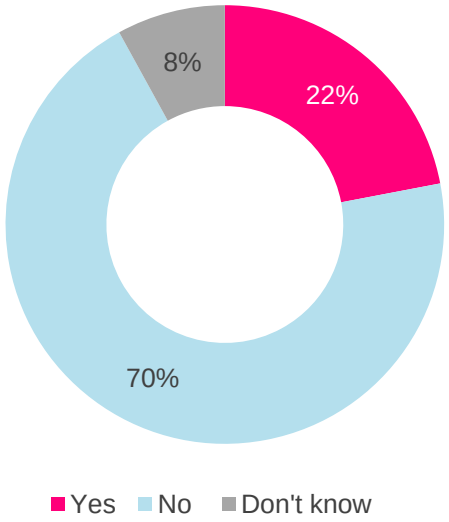


Awareness of InternetNZ

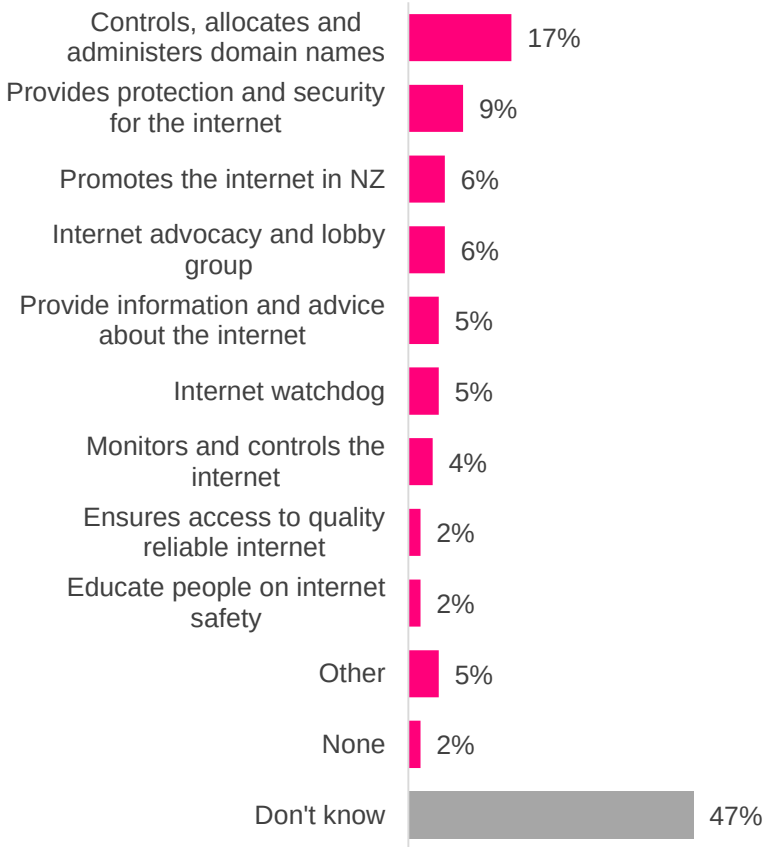
InternetNZ

One in five people are aware of Internet NZ and the majority of those have an accurate understanding of what InternetNZ does. They are most likely to have become aware of InternetNZ through traditional media news articles.

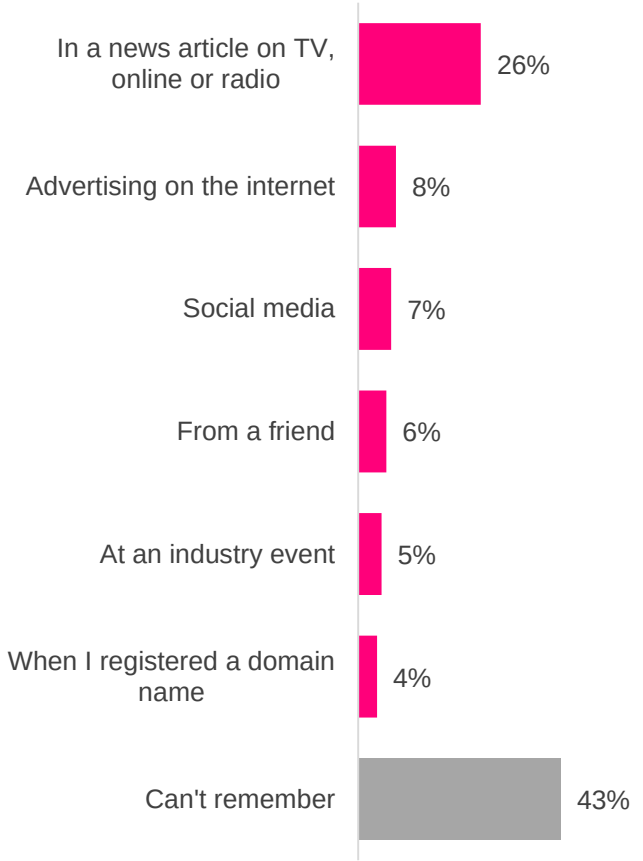
Awareness of InternetNZ



Understanding of the role of InternetNZ



How you heard about InternetNZ?



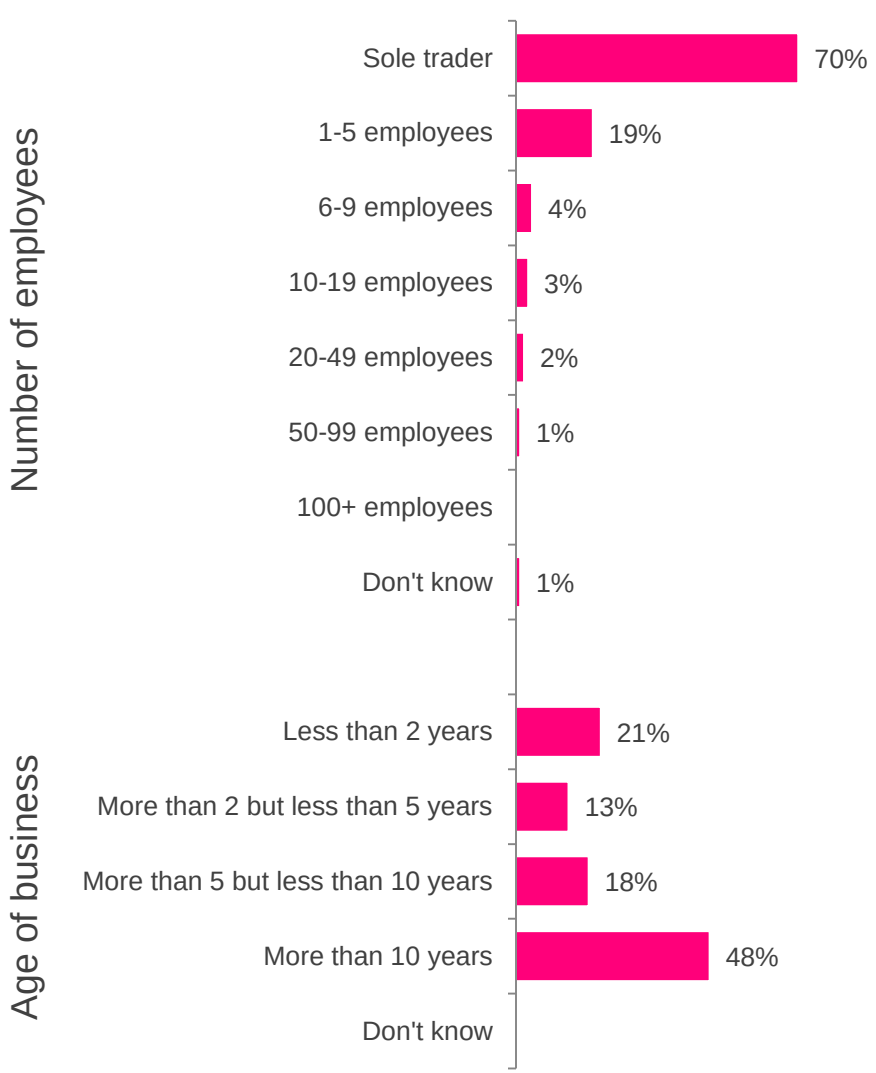
Q60. Have you heard of an organisation called InternetNZ? Q61. What is your understanding of the role or function of InternetNZ?
Base: Q60 All people n=1,859; Q61 and Q62 People aware of InternetNZ n=405

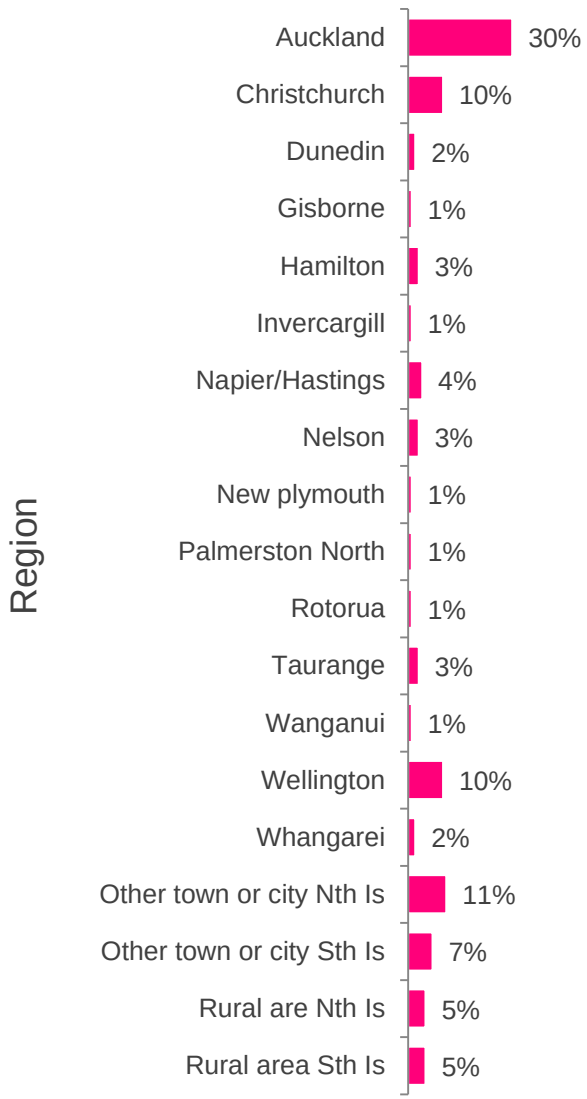
Appendix

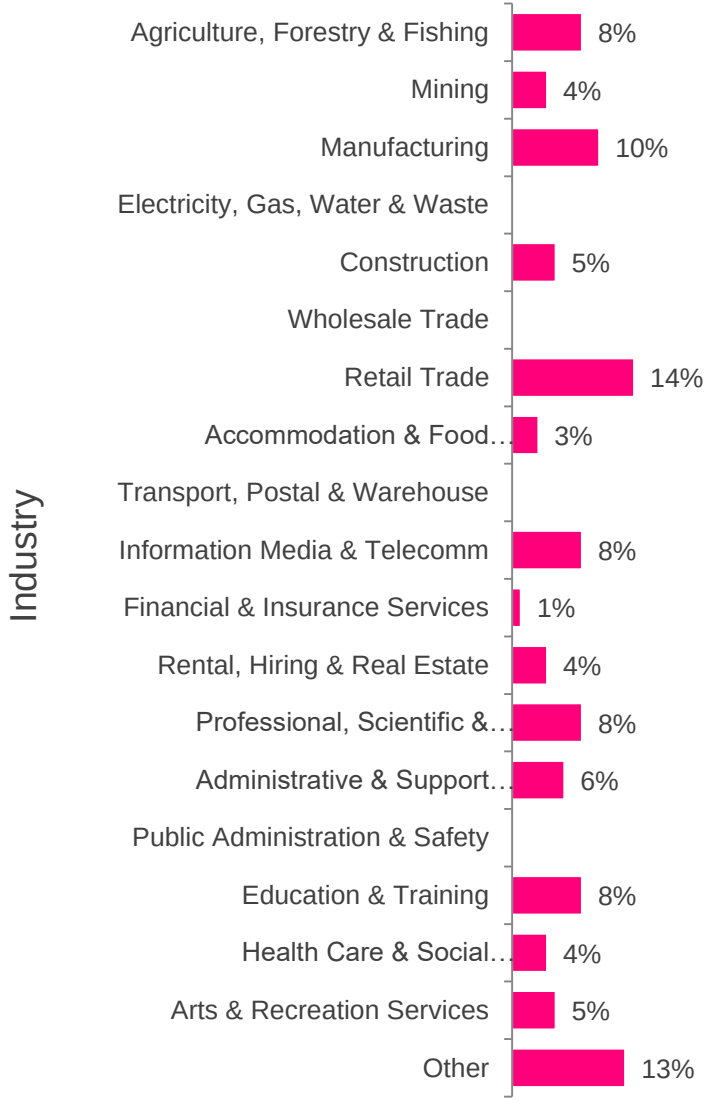
InternetNZ

Business demographics

Business respondent profile

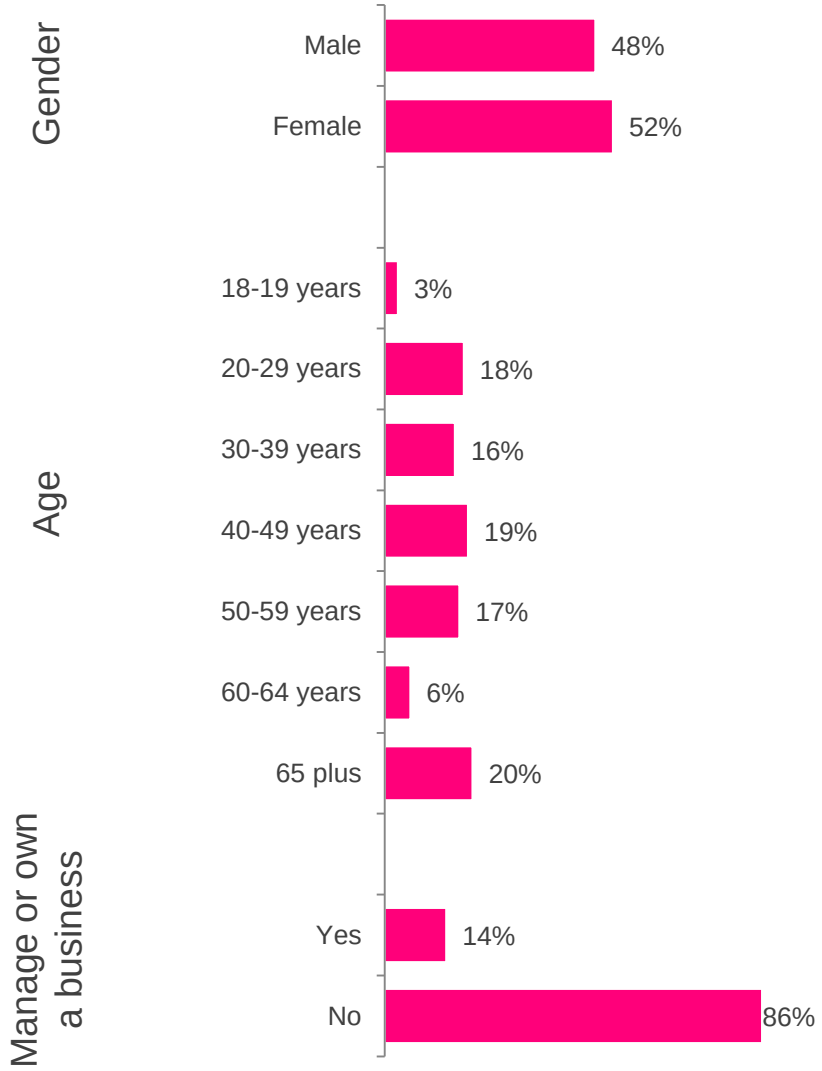


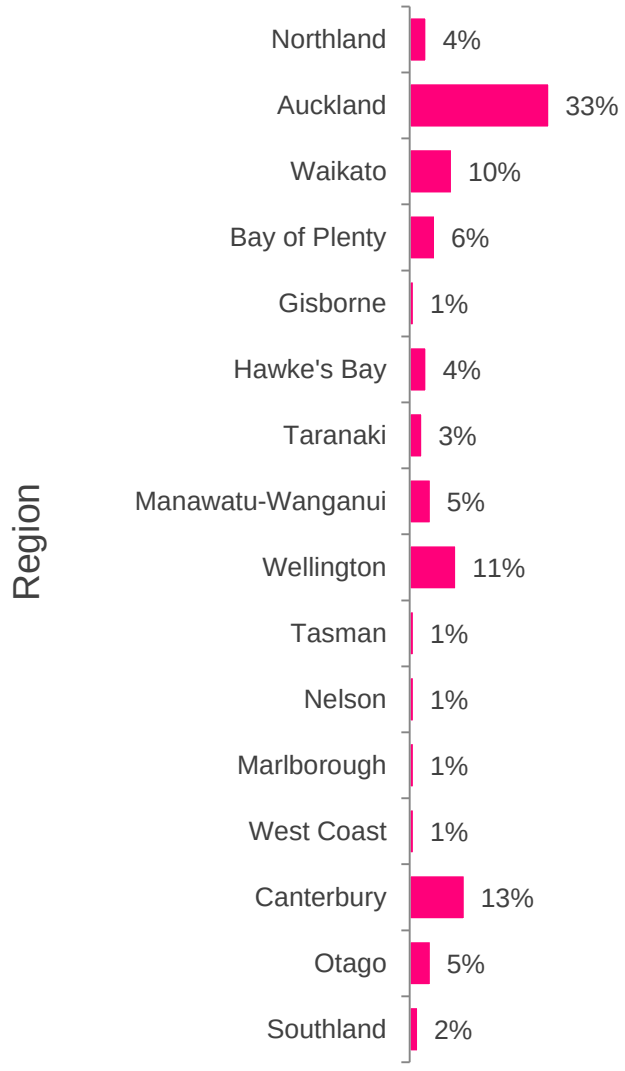




Consumer demographics

Consumer respondent profile





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InternetNZ