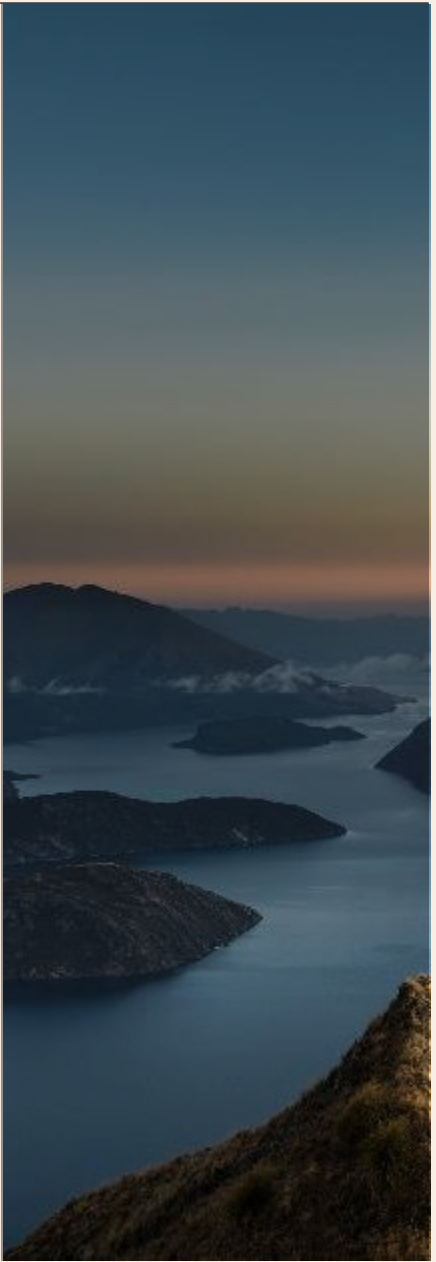




InternetNZ | Ipurangi Aotearoa  
New Zealand's Internet Insights  
2024 survey findings

# Contents

Research overview	03.
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An aerial photograph of a wind farm. Three white wind turbines are visible, situated on a hillside covered in dense green forest. The turbines are arranged in a line, with the largest one in the foreground on the left. The landscape is a mix of green forest and yellowish-brown grassy areas. In the background, a valley with patchwork fields and a rainbow is visible under a cloudy sky. The text "Research overview" is overlaid in white serif font on the left side of the image.

# Research overview

# Background and approach

1.



## TARGET AUDIENCE

New Zealanders aged 18 and over who are online. Respondents were sourced using online consumer panels.

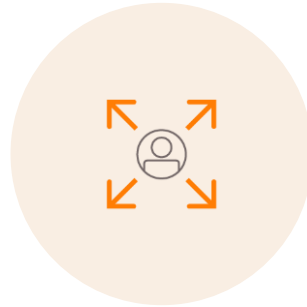
2.



## INTERVIEW DATES

Fieldwork was conducted from 22 November to 2 December 2024.

3.



## SAMPLE SIZE

1,001 New Zealanders. The maximum margin of error on a sample of this size is +3.1% at the 95% confidence interval.

4.



## WEIGHTING

Results are weighted to be representative of the New Zealand population by age, gender, region, and ethnicity.

5.



## REPRESENTATIVENESS

Throughout the report the term 'New Zealanders' is used to refer to the total survey sample. It should be noted that the sample does not cover New Zealanders who are not online and therefore the results are not truly representative of all New Zealanders.



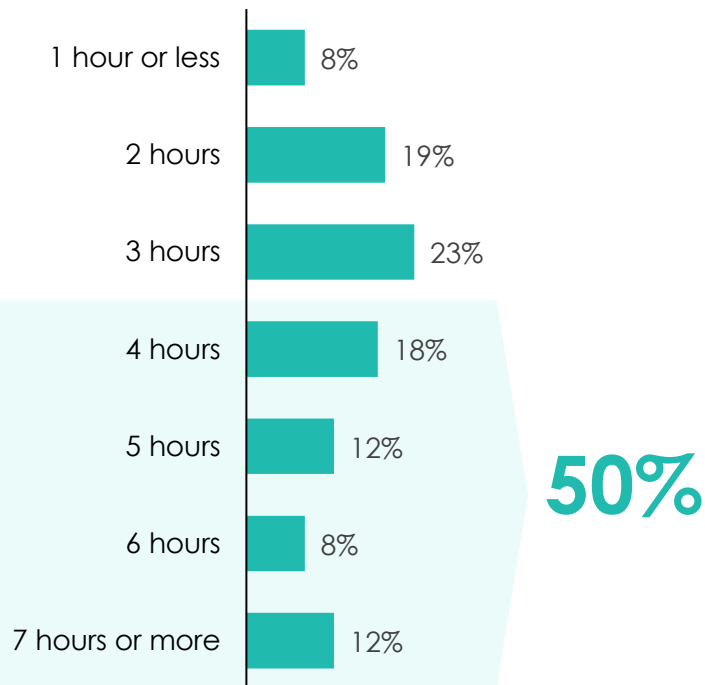
# Summary of findings

# Summary



## Internet use (personal use on any device e.g. phone, laptop, streaming on a TV)

Half of New Zealanders spend four or more hours a day on the internet for personal use.



Social media, email, and streaming are the most common activities done during personal internet use.

- Social media (47%)
- Emails (43%)
- Streaming (42%)
- News (29%)
- Messaging friends (24%)

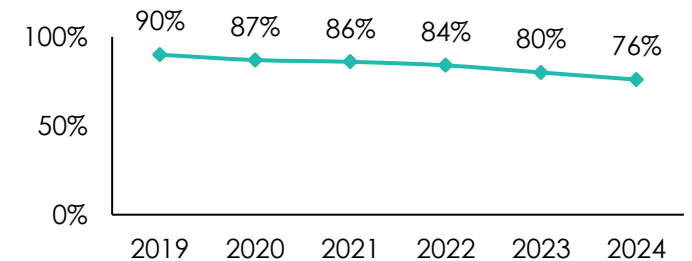
Facebook is by far the most used social media channel. More than half of New Zealanders use it daily.

- Daily social media use:
- Facebook (58%)
  - Facebook messenger (51%)
  - Instagram (31%)

## Perceptions of the internet

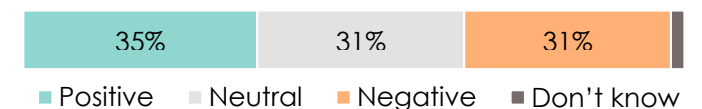
General positivity about the internet is high but continues to decline.

In 2024 three in four New Zealanders feel the positives of the internet outweigh the negatives.



New Zealanders are polarised when it comes to the impact the internet has on cultural beliefs and values.

Perceived impact:



# Summary



## Concerns and experiences

**When it comes to the internet New Zealanders are most concerned about.**

% very/extremely concerned

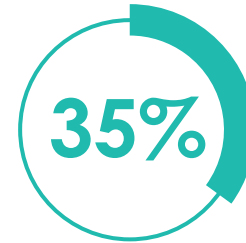
- Children being able to access inappropriate content (71%)
- Personal data security (65%)
- Cyber bullying (64%)
- Online crime (64%)
- The sharing of dangerous or discriminatory messages (63%)
- Identity theft (61%)
- Misinformation (61%).

**16%** of New Zealanders report experiencing online harm or harassment.

Young people and those with a disability or impairment are most likely to have experienced online harm or harassment.

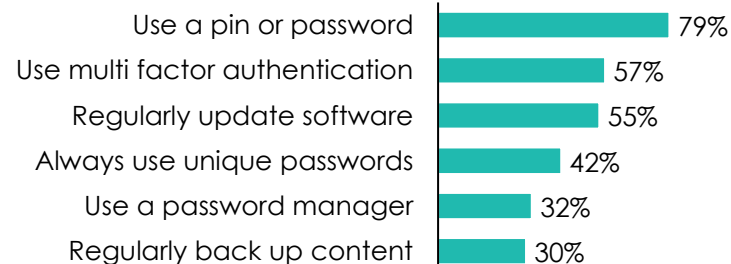
## Online safety

**One third of New Zealanders feel they know where to report concerning, harmful, or dangerous content.**



When asked specifically where they would report such behaviours, the most common responses were Netsafe and the Police.

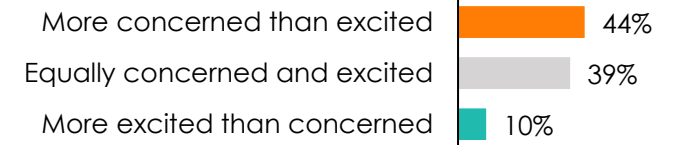
**Most New Zealanders have passwords and/or pins to protect their device(s). Other security methods are utilised to a lesser extent.**



## Artificial intelligence

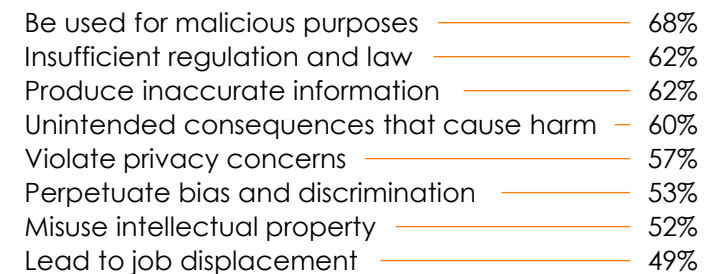
**25%** of New Zealanders feel they know at least a fair amount about AI.

**New Zealanders continue to be far more concerned than they are excited about artificial intelligence.**



**Concern is high across all areas of AI.**

% very/extremely concerned



An aerial photograph of a coastline. The top right shows turquoise ocean waves crashing onto a sandy beach. The beach is dark and textured. To the left of the beach is a paved road with a white line, and a small dark car is visible on it. The bottom left shows a grassy area.

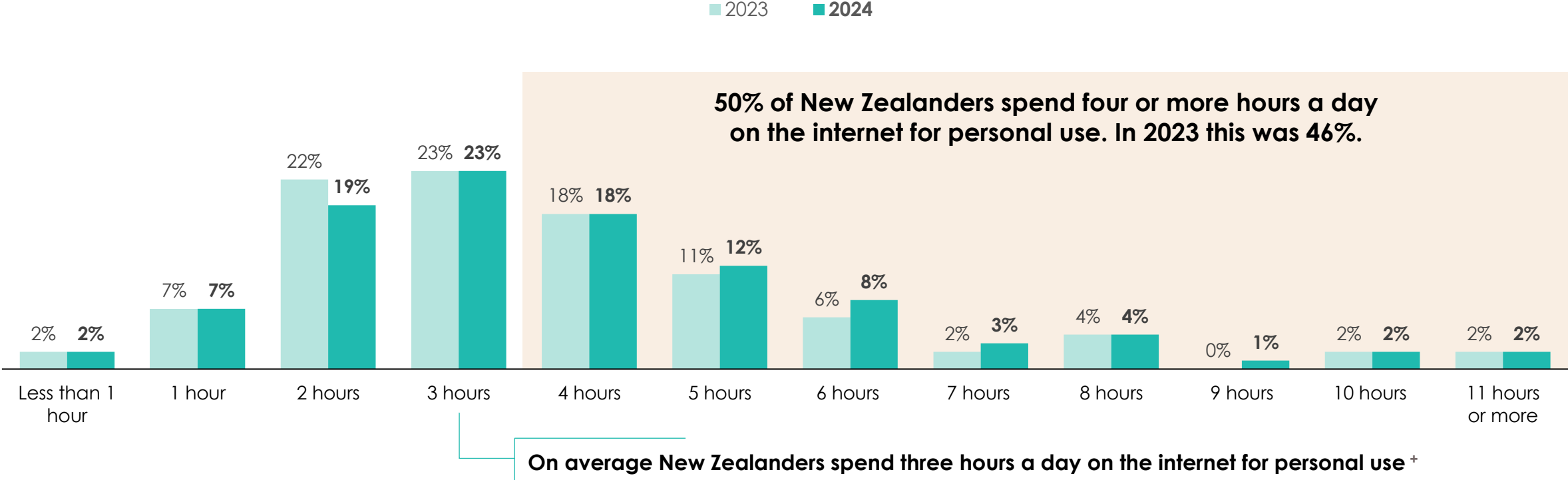
# Internet use



# Half of New Zealanders\* (50%) spend four or more hours a day on the internet for personal use.

This is a slight, but not statistically significant, rise from 2023 findings.

Average daily use of the internet (personal use on any device e.g. phone, laptop, streaming on a TV)

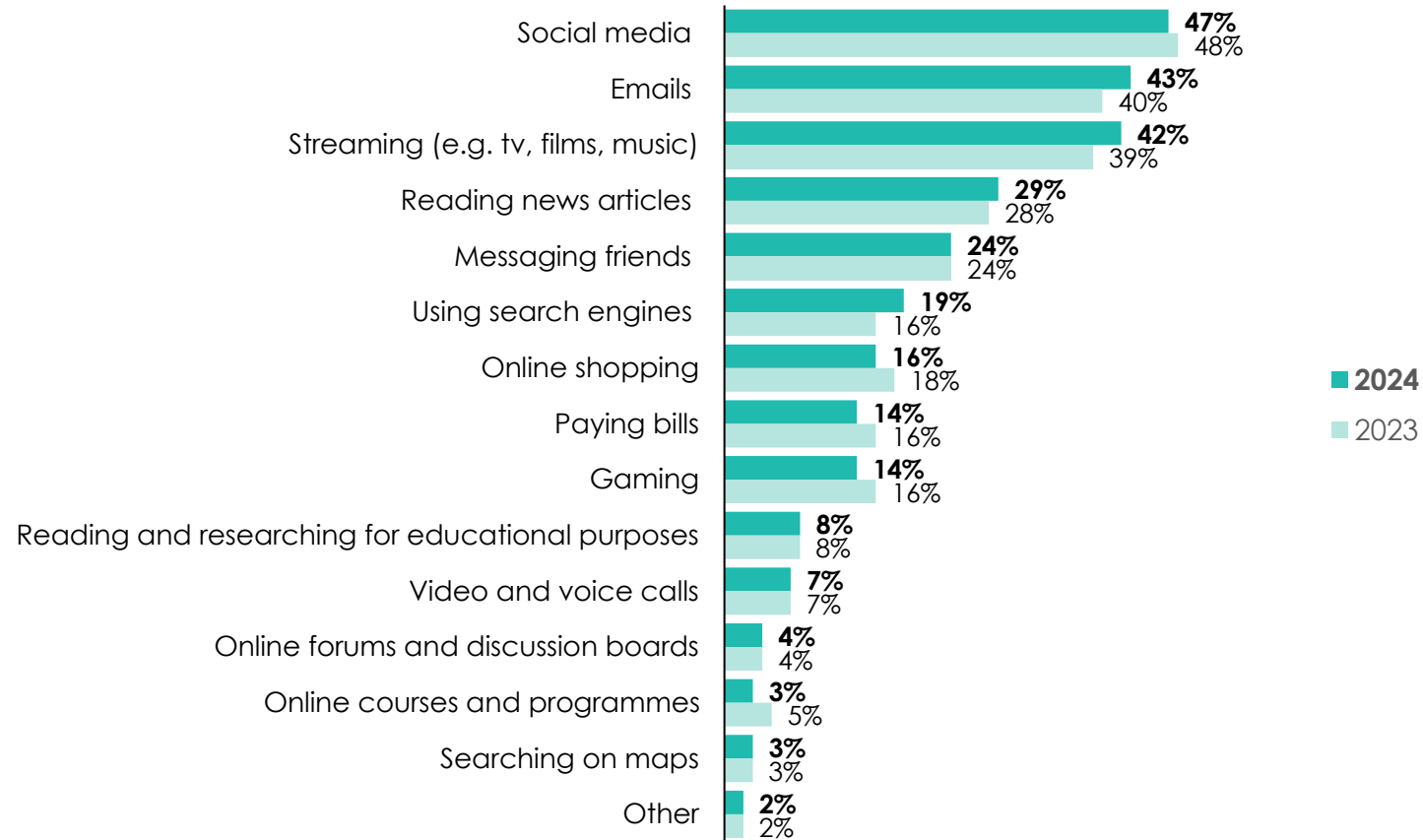


Source: Q86. NOT including using the internet for work, how many hours, on average, do you spend using the internet for personal use a day? This could be on any device e.g. your phone, laptop, streaming on a TV etc.  
Base: All people (2023 n=1,001, 2024 n=1,001).  
Notes: \* New Zealanders who are online. + Median has been used for calculation.

# New Zealanders spend most of their time online on social media, checking and sending emails, and streaming content.

Many also spend time consuming news, messaging friends, and using search engines.

## Activities done during personal use of the internet



Source: Q87. And what would you spend the most time doing on the Internet? Please select a maximum of 3.

Base: All people (2023 n=1,001, 2024 n=1,001).

# Two thirds of New Zealanders aged 18 to 29 (67%) are using the internet for four or more hours a day. They largely spend this time on social media, streaming, and messaging friends.

Those aged 50 and over have lower internet usage but are more likely than average to spend their time checking and sending emails and reading news. However, they do also spend a reasonable amount of time on social media and streaming content.

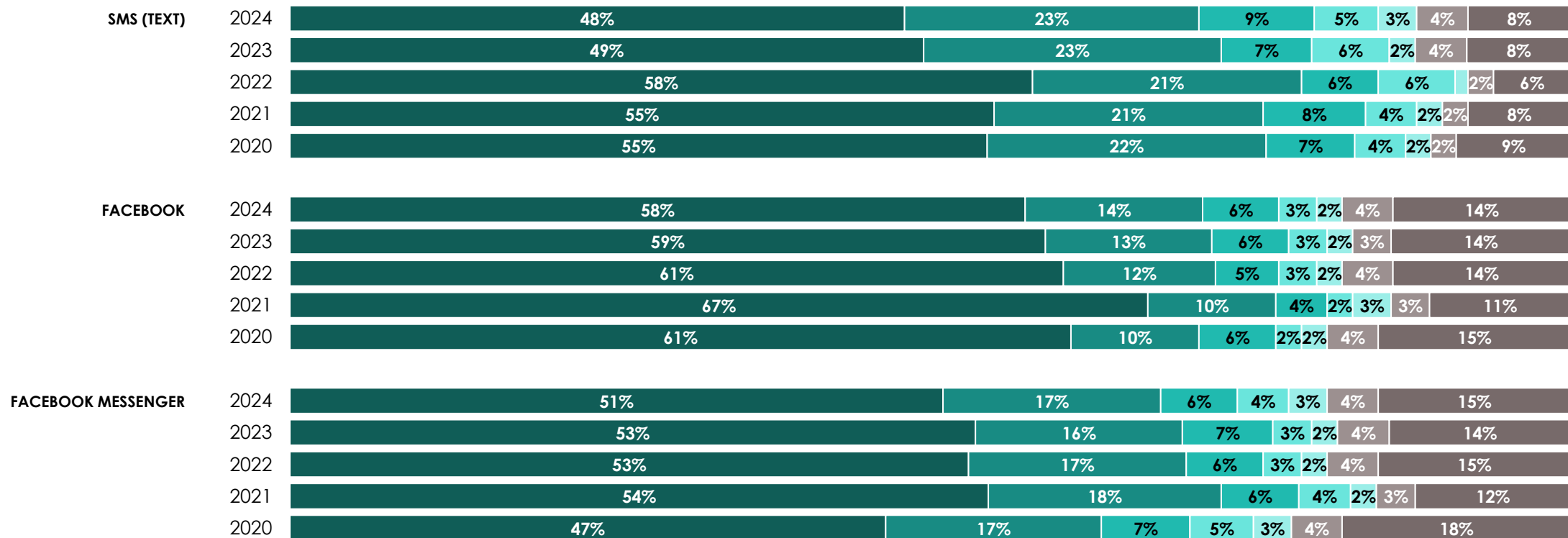
DEMOGRAPHIC ANALYSIS	Average (n=1,001)	Gender		Age				Ethnicity				Disability	Work status
		Men (n=497)	Women (n=499)	18-29 (n=200)	30-49 (n=341)	50-69 (n=316)	70+ (n=144)	NZ European (n=592)	Māori (n=178)	Pacific peoples (n=96)	Asian peoples (n=262)	Disabled or impaired (n=164)	Working or self-employed (n=660)
Spend 4 hours or more per day on the internet for person use	<b>50%</b>	50%	49%	67%	53%	45%	29%	47%	58%	59%	57%	59%	50%
Social media	<b>47%</b>	41%	52%	65%	56%	38%	19%	46%	50%	48%	53%	38%	55%
Emails	<b>43%</b>	45%	42%	25%	33%	53%	72%	44%	47%	41%	38%	45%	38%
Streaming (e.g. tv, films, music)	<b>42%</b>	40%	43%	49%	50%	38%	20%	43%	41%	43%	43%	43%	45%
Reading news articles	<b>29%</b>	33%	26%	11%	24%	38%	48%	30%	21%	25%	26%	23%	26%
Messaging friends	<b>24%</b>	16%	32%	34%	24%	20%	21%	25%	27%	28%	22%	24%	24%
Using search engines	<b>19%</b>	22%	17%	17%	15%	22%	29%	19%	23%	12%	17%	21%	16%
Online shopping	<b>16%</b>	13%	19%	18%	21%	15%	6%	16%	10%	16%	19%	13%	18%
Paying bills	<b>14%</b>	15%	13%	5%	9%	19%	25%	14%	14%	17%	13%	19%	12%
Gaming	<b>14%</b>	19%	10%	22%	19%	7%	8%	15%	18%	14%	12%	13%	15%

# Around half of New Zealanders use the internet daily for SMS, Facebook and Facebook Messenger.

Very few New Zealanders have never used these platforms.

## Online platform use

■ Once a day or more often 
 ■ Two or three times a week 
 ■ Once a week 
 ■ Two or three times a month 
 ■ Once a month 
 ■ Less than once a month 
 ■ Never



Source: Q72. How often do you use the following social media channels or messaging services?

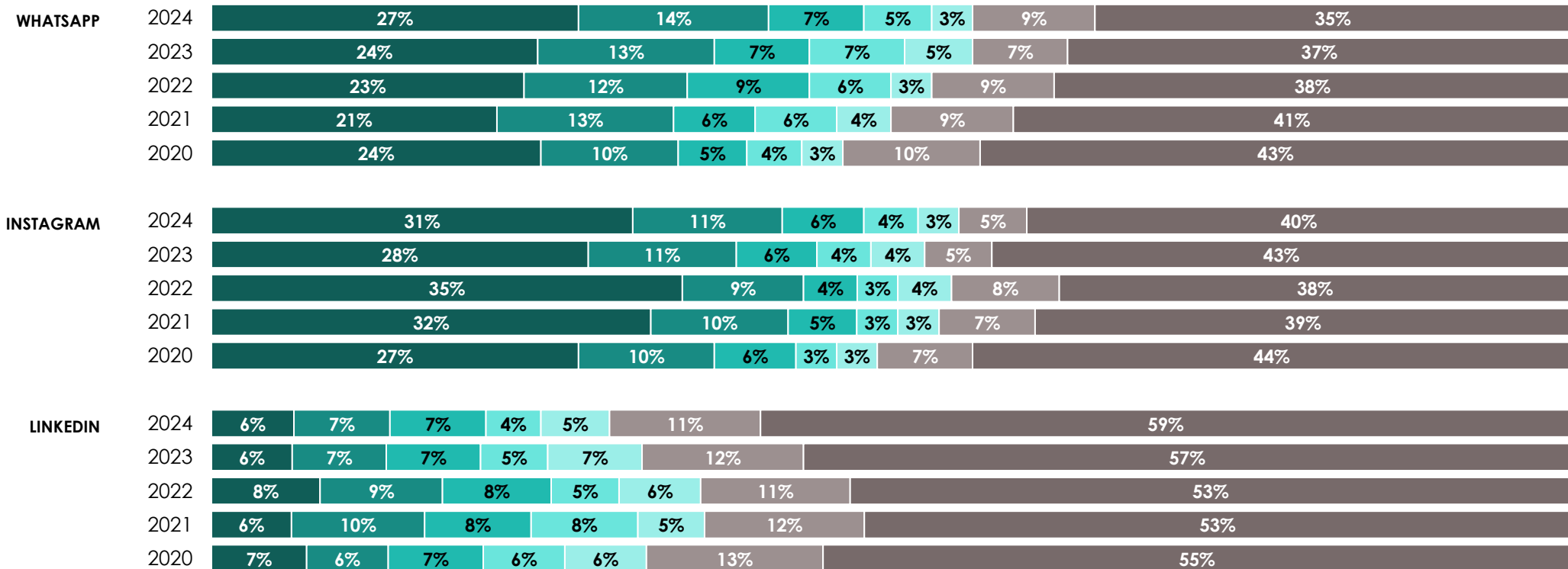
Base: All people (2020 n=1,000, 2021 n=1,001, 2022 n=1,001, 2023 n=1,001, 2024 n=1,001).

# More than a quarter of New Zealanders use the internet daily for WhatsApp and Instagram.

Fewer use LinkedIn on a daily basis.

## Online platform use

■ Once a day or more often 
 ■ Two or three times a week 
 ■ Once a week 
 ■ Two or three times a month 
 ■ Once a month 
 ■ Less than once a month 
 ■ Never



Source: Q72. How often do you use the following social media channels or messaging services?

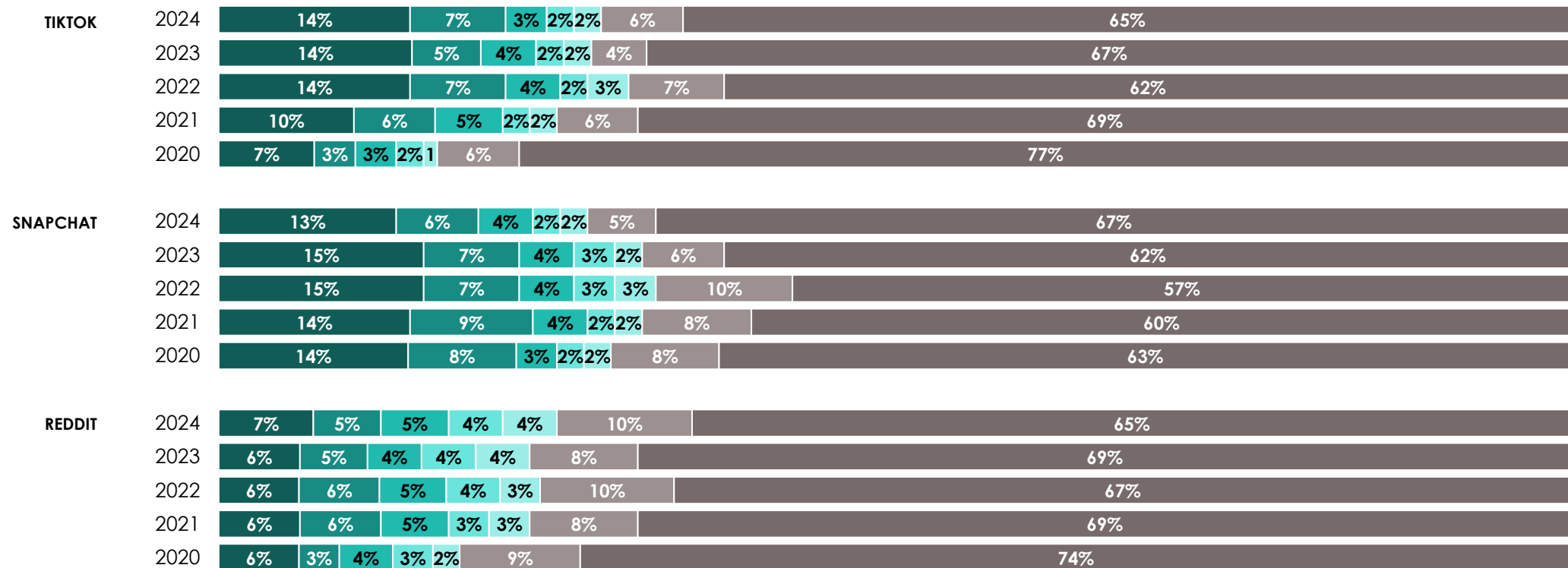
Base: All people (2020 n=1,000, 2021 n=1,001, 2022 n=1,001, 2023 n=1,001, 2024 n=1,001).

# Around two thirds of New Zealanders say they have never used TikTok, Snapchat, or Reddit.

Around one in ten use these platforms daily.

## Online platform use

■ Once a day or more often ■ Two or three times a week ■ Once a week ■ Two or three times a month ■ Once a month ■ Less than once a month ■ Never



Source: Q72. How often do you use the following social media channels or messaging services?

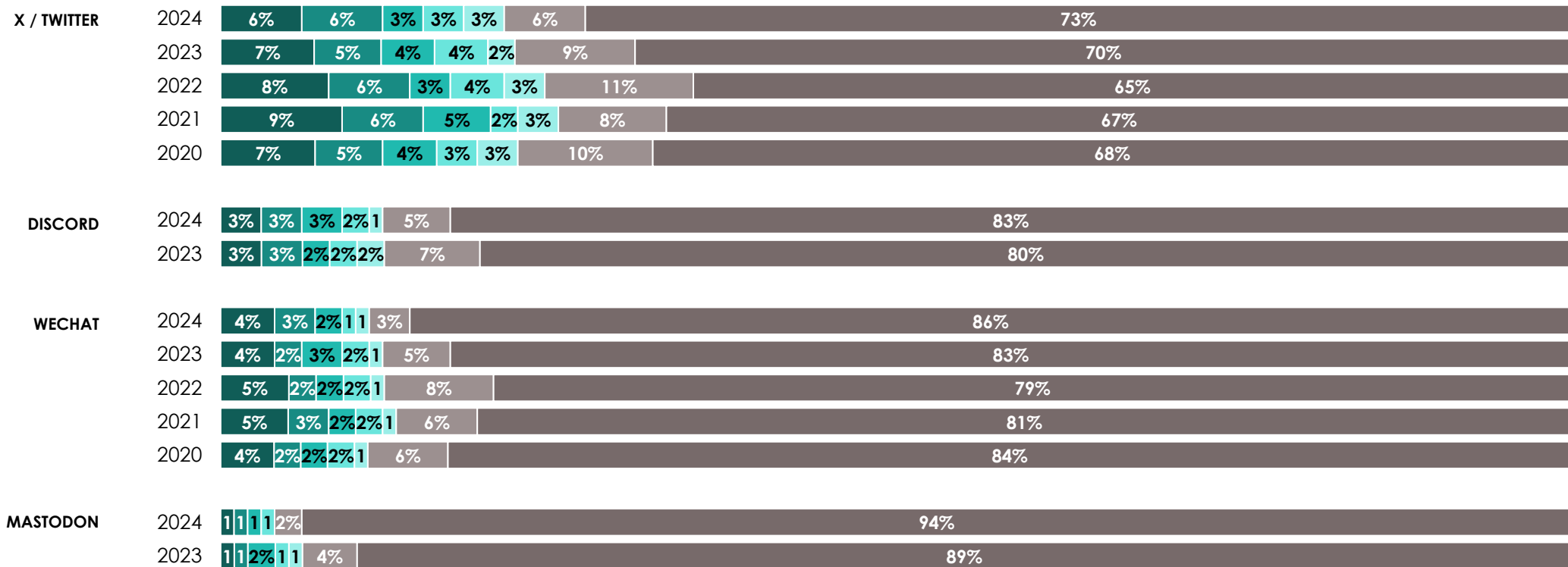
Base: All people (2020 n=1,000, 2021 n=1,001, 2022 n=1,001, 2023 n=1,001, 2024 n=1,001).

# X, Discord, WeChat, and Mastodon are lesser used.

Most New Zealanders have never used these social media platforms.

## Online platform use

■ Once a day or more often ■ Two or three times a week ■ Once a week ■ Two or three times a month ■ Once a month ■ Less than once a month ■ Never



Source: Q72. How often do you use the following social media channels or messaging services?

Base: All people (2020 n=1,000, 2021 n=1,001, 2022 n=1,001, 2023 n=1,001, 2024 n=1,001).

# Platform usage varies greatly across New Zealanders. Below, daily usage is outlined for each platform and demographic averages that are significantly different from average are highlighted.

Women, younger New Zealanders, and those working or self employed are more likely than average to say they use the internet at least once a day for numerous activities.

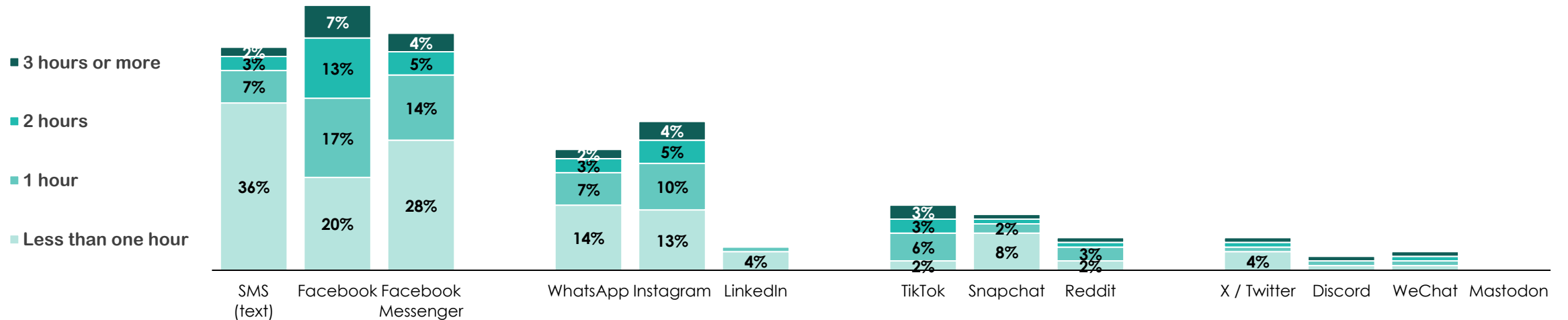
Platform	Average (n=1,001)	Gender		Age				Ethnicity				Disability	Work status
		Men (n=497)	Women (n=499)	18-29 (n=200)	30-49 (n=341)	50-69 (n=316)	70+ (n=144)	NZ European (n=592)	Māori (n=178)	Pacific peoples (n=96)	Asian peoples (n=262)	Disabled or impaired (n=164)	Working or self-employed (n=660)
SMS (text)	<b>48%</b>	42%	<b>54%</b>	48%	49%	53%	37%	<b>52%</b>	48%	59%	38%	53%	51%
Facebook	<b>58%</b>	51%	<b>64%</b>	53%	63%	59%	50%	60%	58%	60%	52%	51%	<b>63%</b>
Facebook Messenger	<b>51%</b>	44%	<b>59%</b>	<b>60%</b>	<b>59%</b>	47%	31%	<b>55%</b>	57%	<b>65%</b>	40%	48%	57%
WhatsApp	<b>27%</b>	26%	27%	30%	<b>33%</b>	24%	14%	20%	18%	25%	<b>48%</b>	19%	31%
Instagram	<b>31%</b>	23%	<b>39%</b>	<b>55%</b>	<b>39%</b>	17%	11%	30%	32%	34%	39%	23%	<b>38%</b>
LinkedIn	<b>6%</b>	<b>9%</b>	4%	10%	8%	4%	1%	4%	6%	4%	10%	4%	9%
TikTok	<b>14%</b>	13%	15%	<b>38%</b>	14%	6%	3%	14%	17%	<b>28%</b>	17%	11%	<b>18%</b>
Snapchat	<b>13%</b>	9%	<b>17%</b>	<b>28%</b>	15%	7%	1%	14%	16%	11%	8%	11%	<b>16%</b>
Reddit	<b>7%</b>	<b>9%</b>	5%	<b>13%</b>	<b>10%</b>	2%	3%	6%	6%	9%	10%	9%	8%
X / Twitter	<b>6%</b>	<b>11%</b>	2%	<b>12%</b>	8%	4%	2%	5%	8%	8%	10%	7%	7%
Discord	<b>3%</b>	4%	2%	6%	4%	2%	0%	3%	3%	2%	3%	5%	3%
WeChat	<b>4%</b>	5%	4%	<b>9%</b>	4%	3%	2%	1%	1%	4%	<b>18%</b>	4%	5%
Mastodon	<b>1%</b>	1%	1%	2%	0%	0%	1%	0%	1%	2%	2%	2%	1%



# In 2024, for the first time, survey participants were asked to break down their daily usage into hours.

Of the platforms asked about, Facebook is where New Zealanders are most likely to spend more than an hour per day.

## Daily platform usage



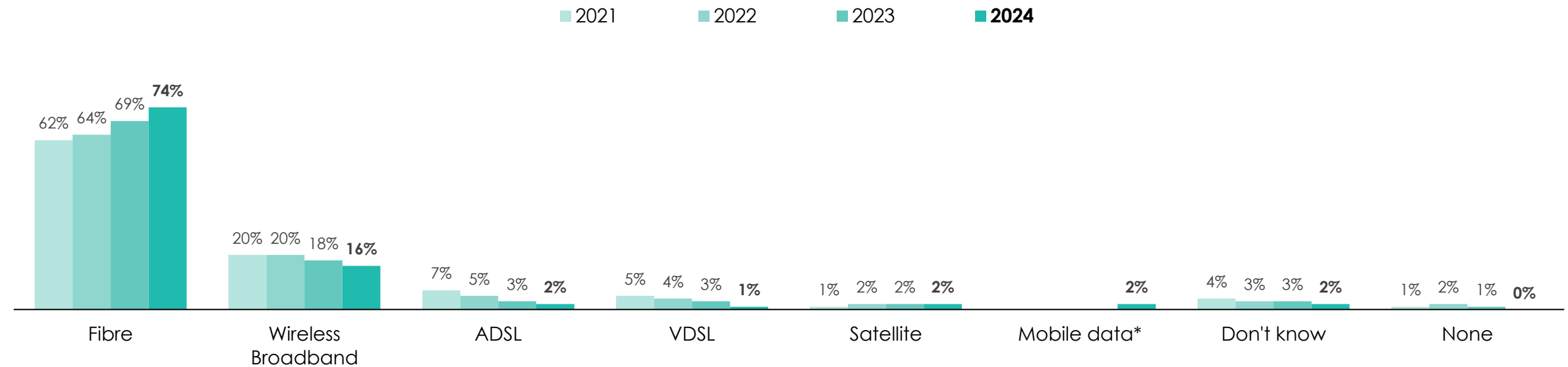
Source: Q73. You said you use the following service(s) daily. Approximately how many hours per day do you spend using...

Base: All people (2024 n=1,001).

# Three quarters of New Zealanders have Fibre at home.

Sixteen percent get their internet connection via wireless broadband.

## Internet connections



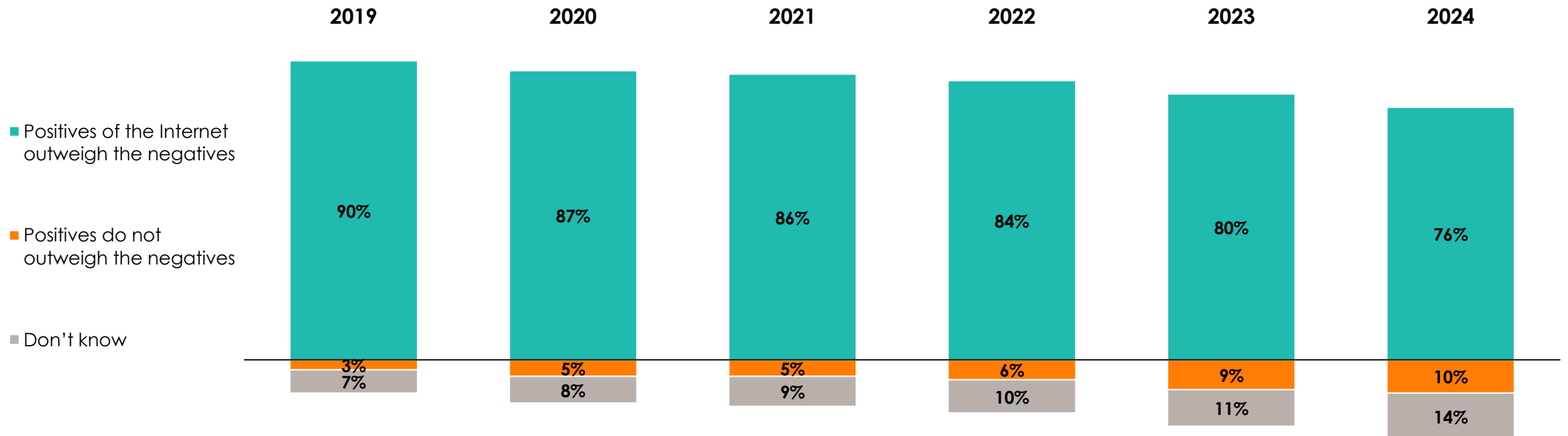
Source: Q63. Which type of Internet connection do you have at home?  
Base: All people (2021 n=1,001, 2022 n=1,001, 2023 n=1,001, 2024 n=1,001).  
Note: \* Added in 2024.

# Perceptions, concerns and experiences

# Most (76%) New Zealanders feel the positives of the internet outweigh the negatives.

Although this positivity has been declining over last five years.

## General internet perceptions



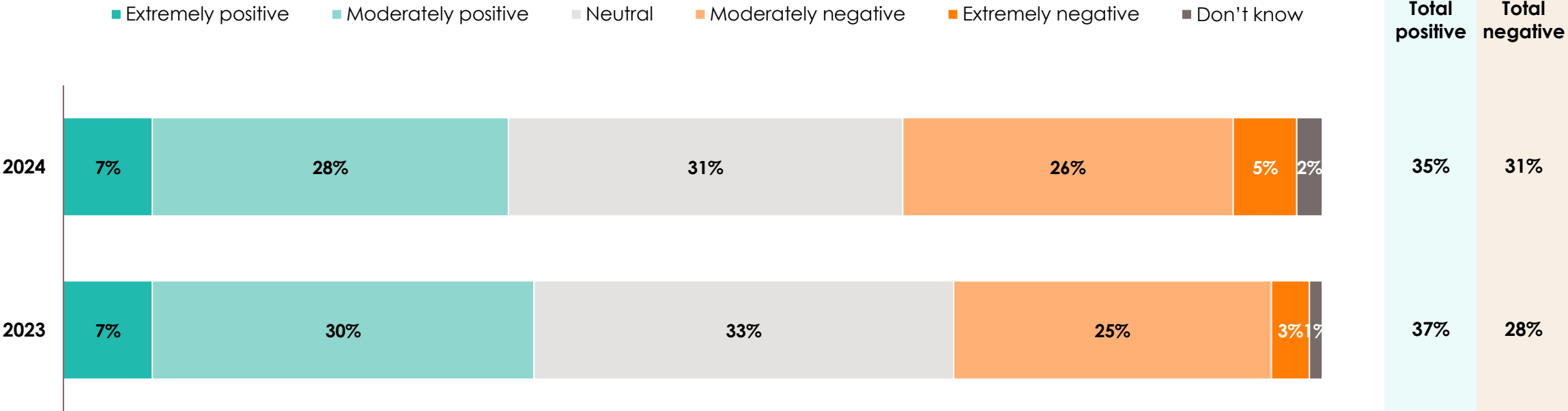
Source: Q37. There are positives and negatives to the internet, but overall do you think the positives outweigh the negatives?.

Base: All people (2019 n=1,001, 2020 n=1,000, 2021 n=1,001, 2022 n=1,001, 2023 n=1,001, 2024 n=1,001).

# Despite this high level of general positivity, New Zealanders are polarised when it comes to the impact the internet has on our cultural beliefs and values.

A third feel the impact is positive, a third are neutral and a third feel the impact is negative.

Perceived impact the Internet has on cultural beliefs and values

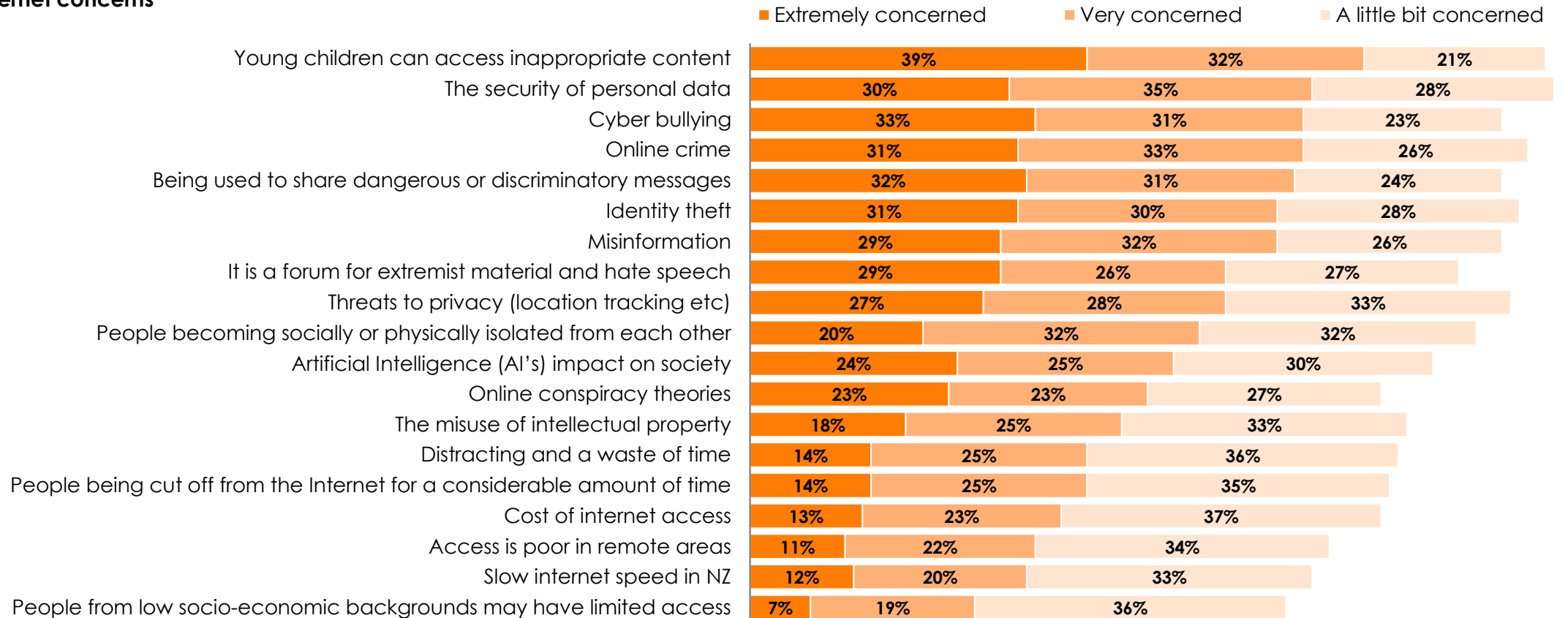


Source: Q88. Overall, do you think the Internet, and how we interact online, has a positive, neutral, or negative impact on our cultural beliefs and values?  
 Base: All people (2023 n=1,001, 2024 n=1,001).

# New Zealanders have many concerns across a wide range of areas.

Top concerns include: inappropriate content being accessed by children; the security of personal details; cyber bullying; online crime; the sharing of dangerous and discriminatory messaging; identity theft; and misinformation.

## Specific internet concerns



**Source:** 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. Please think about society as a whole, rather than anything you may or may not have personally experienced.

**Base:** All people (2024 n=1,001).

# Women, older New Zealanders, and Pacific peoples are more likely than average to feel concerned with many aspects of the internet.

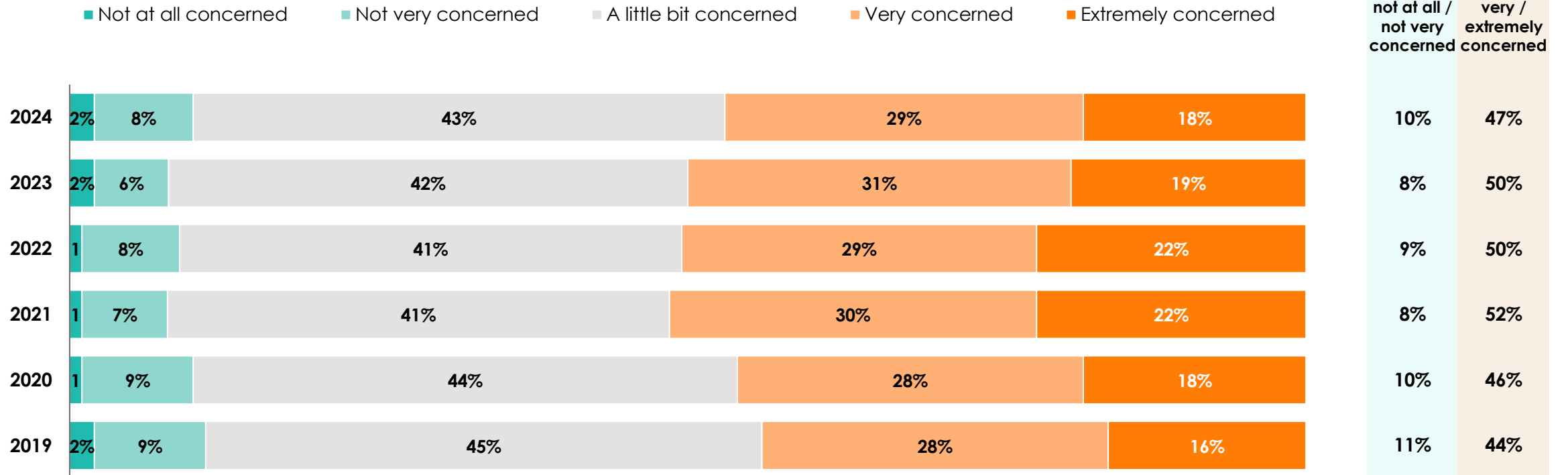
Men and younger New Zealanders tend to be less concerned than average.

DEMOGRAPHIC ANALYSIS	Average (n=1,001)	Gender		Age				Ethnicity				Disability	Work status
		Men (n=497)	Women (n=499)	18-29 (n=200)	30-49 (n=341)	50-69 (n=316)	70+ (n=144)	NZ European (n=592)	Māori (n=178)	Pacific peoples (n=96)	Asian peoples (n=262)	Disabled or impaired (n=164)	Working or self-employed (n=660)
% extremely / very concerned													
Young children can access inappropriate content	71%	61%	80%	61%	66%	76%	84%	71%	72%	86%	68%	75%	67%
The security of personal data	65%	59%	71%	57%	59%	70%	78%	62%	64%	79%	71%	72%	62%
Cyber bullying	64%	53%	74%	53%	61%	68%	77%	63%	66%	77%	63%	67%	61%
Online crime	64%	56%	71%	53%	54%	74%	78%	61%	60%	77%	70%	73%	60%
Being used to share dangerous or discriminatory messages	63%	53%	71%	61%	58%	65%	71%	62%	57%	74%	67%	71%	61%
Identity theft	61%	56%	66%	56%	53%	67%	73%	58%	61%	68%	66%	68%	58%
Misinformation	61%	58%	64%	59%	58%	62%	70%	59%	64%	74%	68%	65%	60%
It is a forum for extremist material and hate speech	55%	48%	62%	52%	47%	61%	65%	53%	59%	72%	58%	59%	53%
Threats to privacy (location tracking etc)	55%	49%	60%	55%	45%	57%	70%	52%	54%	73%	61%	60%	52%
People becoming socially or physically isolated	51%	46%	57%	49%	49%	53%	56%	49%	49%	62%	58%	56%	51%
Artificial Intelligence (AI's) impact on society	49%	43%	55%	41%	45%	53%	63%	48%	56%	66%	47%	60%	46%
Online conspiracy theories	46%	43%	49%	35%	40%	53%	59%	46%	44%	59%	44%	53%	43%
The misuse of intellectual property	43%	38%	49%	39%	33%	48%	63%	40%	46%	64%	50%	50%	40%
Distracting and a waste of time	39%	34%	42%	38%	43%	37%	34%	37%	35%	47%	46%	39%	41%
People being cut off from the Internet for a considerable time	39%	39%	39%	41%	31%	39%	53%	35%	32%	56%	51%	46%	37%
Cost of internet access	35%	37%	34%	29%	30%	43%	40%	31%	39%	54%	45%	43%	32%
Access is poor in remote areas	33%	30%	36%	30%	25%	36%	48%	31%	36%	48%	40%	36%	31%
Slow internet speed in NZ	32%	34%	30%	35%	27%	35%	30%	27%	35%	47%	42%	39%	32%
Low socio-economic groups may have limited access	25%	25%	26%	28%	20%	28%	28%	23%	23%	40%	33%	37%	23%

# Among those who use personal details when using the internet, half (47%) are concerned about the security of these details.

Very few are unconcerned about the security of their personal details.

## Personal data security concerns

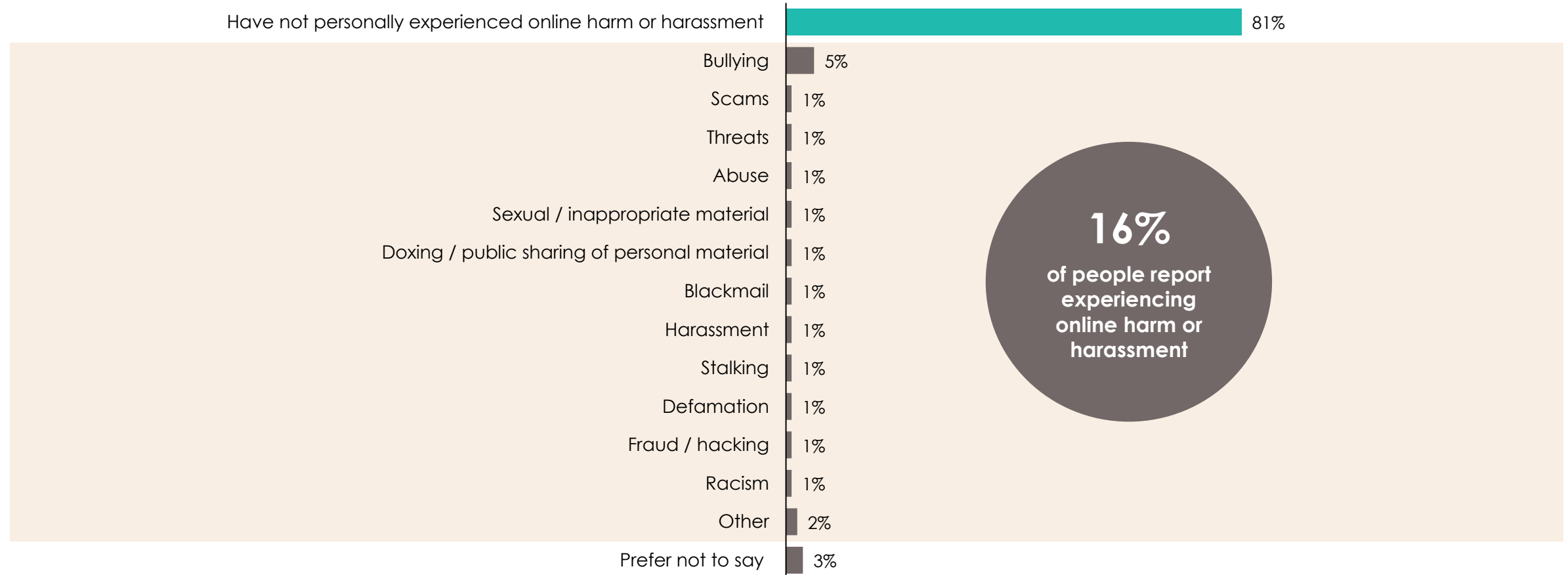


Source: Q39. How concerned are you about the security of your own personal details when you use them on the internet?  
 Base: Those who use the internet for personal use (2019 n=976, 2020 n=985, 2021 n=988, 2022 n=985, 2023 n=992, 2024 n=992).



# Sixteen percent of New Zealanders say they have experienced online harm or harassment.

This harm and/or harassment comes in many forms but many defined their experiences as bullying.



**Source:** Q92. Have you, personally, experienced online harm or harassment? This could include things online like threats, bullying, abuse, blackmail, sharing of images or video without consent  
Q93. What kind(s) of online harm or harassment have you experienced?

**Base:** All people (2024 n=1,001).

# Younger New Zealanders (aged 18 to 29) and those with a disability or impairment are most likely to have experienced online harm or harassment.

Those aged 70 and over and Pacific and Asian peoples are more likely than average to be concerned about the security of personal details when using them on the internet.

DEMOGRAPHIC ANALYSIS	Average (n=1,001)	Gender		Age				Ethnicity				Disability	Work status
		Men (n=497)	Women (n=499)	18-29 (n=200)	30-49 (n=341)	50-69 (n=316)	70+ (n=144)	NZ European (n=592)	Māori (n=178)	Pacific peoples (n=96)	Asian peoples (n=262)	Disabled or impaired (n=164)	Working or self-employed (n=660)
Perceive the internet to have a negative impact on cultural beliefs and values	31%	26%	36%	22%	38%	33%	26%	37%	27%	16%	16%	33%	33%
Feel the positives of the Internet do not outweigh the negatives	10%	8%	11%	9%	11%	10%	5%	10%	14%	8%	8%	13%	10%
Concerned about security of personal details when using them on the internet	47%	46%	48%	48%	40%	48%	60%	42%	50%	61%	60%	52%	42%
Personally experienced online harm or harassment	16%	16%	15%	27%	16%	13%	8%	16%	22%	14%	17%	26%	15%

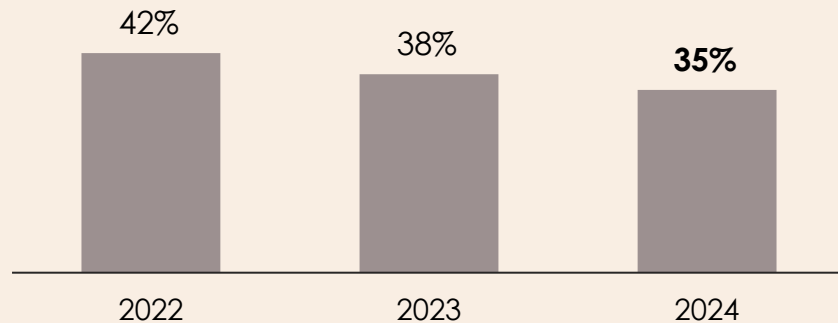
# Online safety

A person is standing on the peak of a grassy hill, looking out over a vast, winding lake. The lake is surrounded by dark, silhouetted mountains. The sky is a mix of deep blue and orange, suggesting a sunset or sunrise. The overall mood is serene and contemplative.

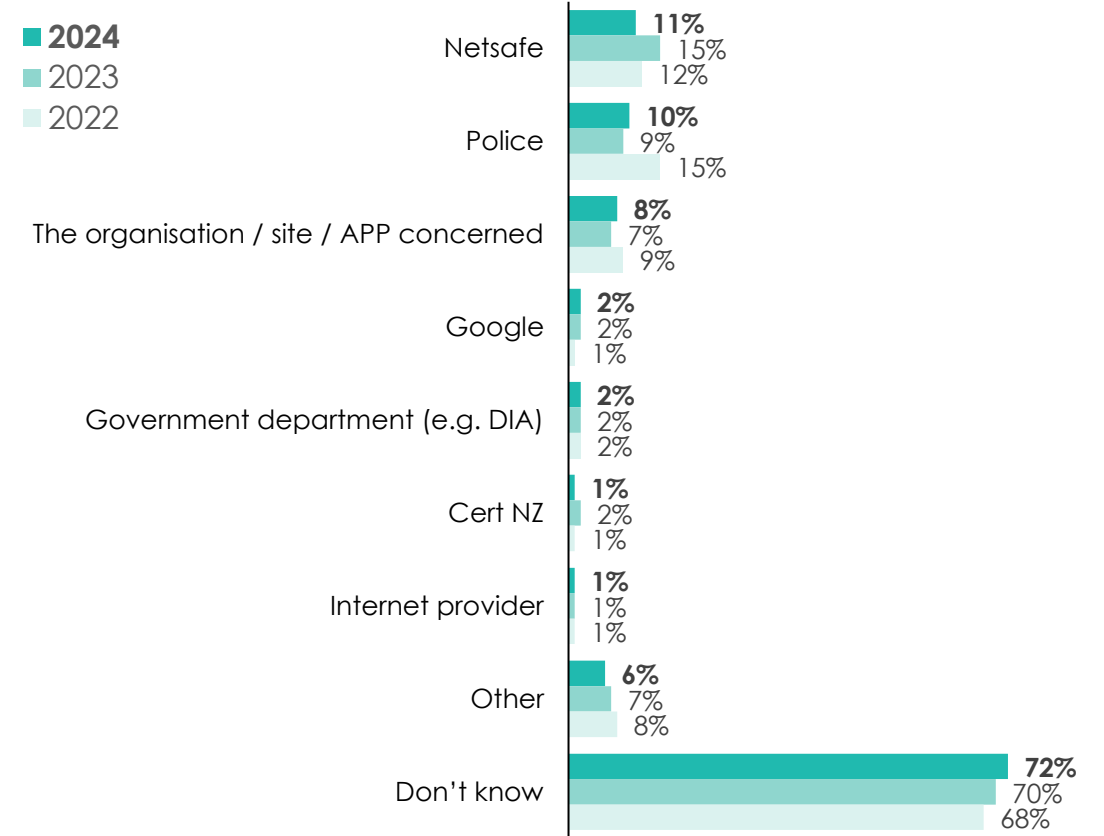
# Just a third of New Zealanders feel they know where to report concerning, harmful, or dangerous content.

Eleven percent would report it to Netsafe and ten percent would report it to the police.

**Know where to report concerning, harmful or dangerous content**



**Source:** Q81. If you see something online that might be concerning, harmful or dangerous, do you know where to report it? For example, which websites, organisations, or agencies to go to?  
**Base:** All people (2022 n=1,001, 2023 n=1,001, 2024 n=1,001).

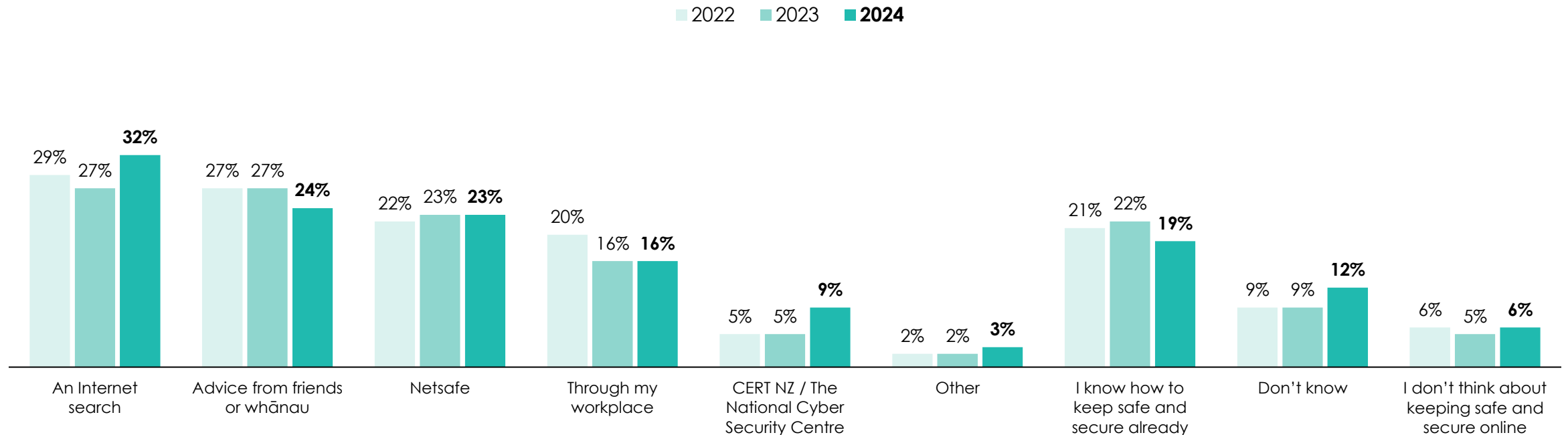


**Source:** Q82. And where would you go to report something that you had seen online that might be concerning, harmful or dangerous?  
**Base:** All people (2022 n=1,001, 2023 n=1,001, 2024 n=1,001).

# A third of New Zealanders would do an internet search to find information about keeping safe and secure online.

A quarter would turn to friends and whānau and a similar proportion would utilise Netsafe.

## Information sources for keeping safe and secure online



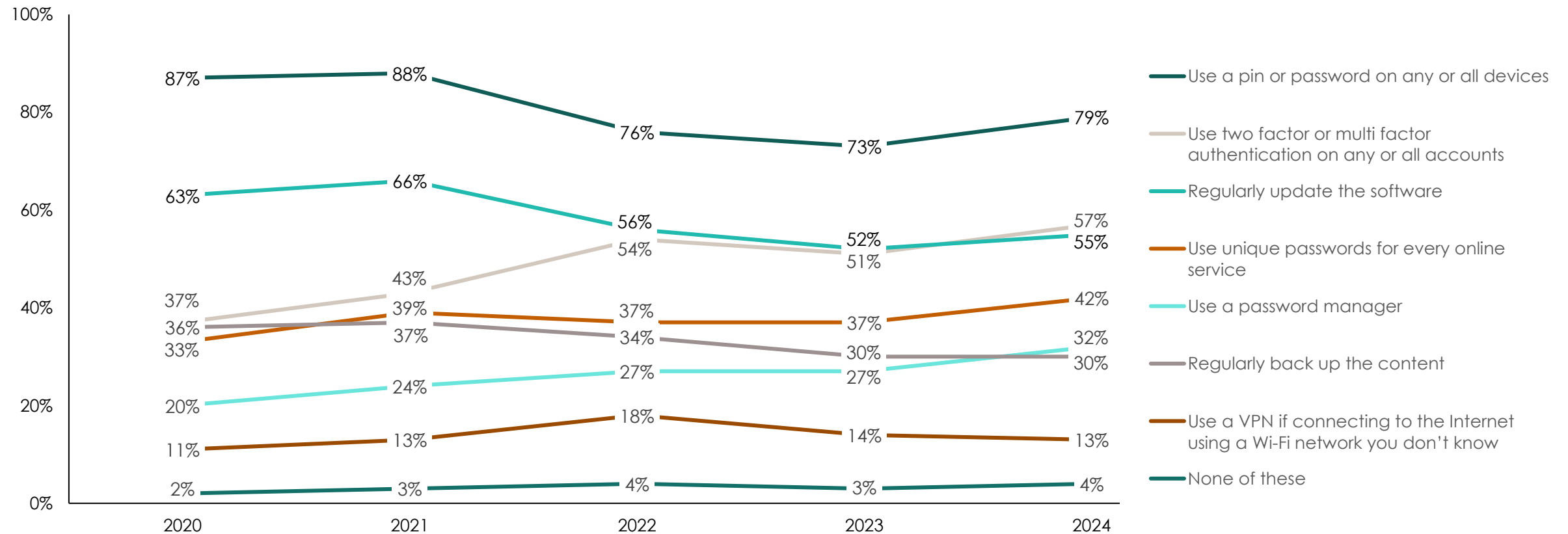
Source: Q67. Where do you go for information about keeping safe and secure online? Please select all that apply.

Base: All people (2022 n=1,001, 2023 n=1,001, 2024 n=1,001).

# Most New Zealanders have passwords and/or pins to protect their device(s) and just over half use multifactor authentication or regularly update their software.

Less than half use unique passwords for their different online services; use a password manager; regularly back up their content; or use a VPN when using an unknown Wi-Fi network.

## Precautions used



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

Base: All people (2022 n=1,001, 2023 n=1,001, 2024 n=1,001).

# Women and New Zealanders aged 70 and over are more likely than average to get advice from friends and whānau about keeping safe and secure online.

Younger New Zealanders (aged 18 to 29) are less likely than average to use passwords and/or pins on their devices while those aged 70 and over are less likely than average to use multifactor authentication.

DEMOGRAPHIC ANALYSIS	Average (n=1,001)	Gender		Age				Ethnicity				Disability Disabled or impaired (n=164)	Work status Working or self- employed (n=660)
		Men (n=497)	Women (n=499)	18-29 (n=200)	30-49 (n=341)	50-69 (n=316)	70+ (n=144)	NZ European (n=592)	Māori (n=178)	Pacific peoples (n=96)	Asian peoples (n=262)		
An internet search	32%	34%	30%	36%	32%	29%	30%	30%	31%	46%	37%	34%	31%
Advice from friends or whānau	24%	16%	32%	24%	19%	25%	36%	23%	24%	30%	25%	27%	23%
Netsafe	23%	22%	23%	24%	23%	24%	20%	24%	24%	35%	20%	22%	24%
Through workplace	16%	15%	18%	15%	23%	15%	5%	15%	18%	24%	22%	7%	24%
Use a pin or password on any or all devices	79%	77%	80%	71%	78%	85%	78%	82%	81%	85%	66%	77%	80%
Use multi factor authentication	57%	53%	60%	56%	65%	56%	41%	58%	57%	57%	60%	55%	61%
Regularly update the software	55%	58%	53%	52%	52%	63%	52%	56%	55%	59%	52%	55%	57%
Use unique passwords for every online service	42%	43%	40%	41%	38%	41%	51%	40%	44%	42%	44%	48%	39%
Use a password manager	32%	34%	30%	32%	37%	31%	24%	31%	34%	41%	33%	42%	34%
Regularly back up content	30%	31%	30%	32%	27%	34%	27%	31%	34%	34%	28%	35%	30%
Use a VPN if connecting using unknown Wi-Fi	13%	18%	8%	13%	11%	16%	12%	10%	13%	21%	18%	14%	13%

# Artificial Intelligence

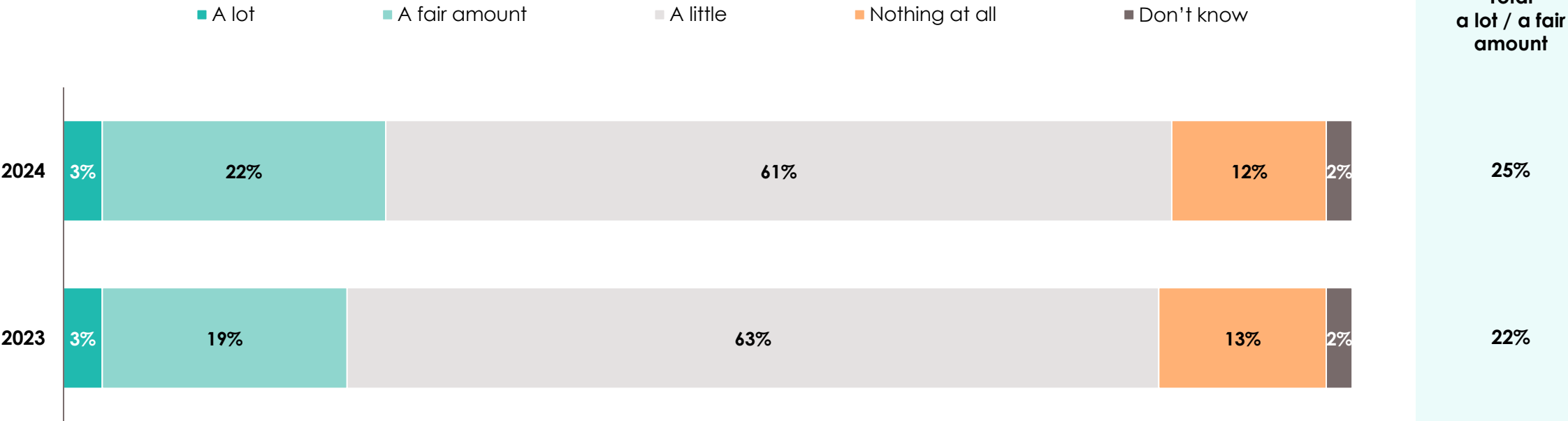
A person stands on a grassy peak overlooking a vast lake and mountains at sunset. The sky is a mix of blue and orange, and the water reflects the light. The mountains are dark and silhouetted against the sky.



# Knowledge of artificial intelligence is broadly consistent with 2023 findings.

A quarter of New Zealanders say they know a lot or a fair amount about AI.

## Knowledge of AI

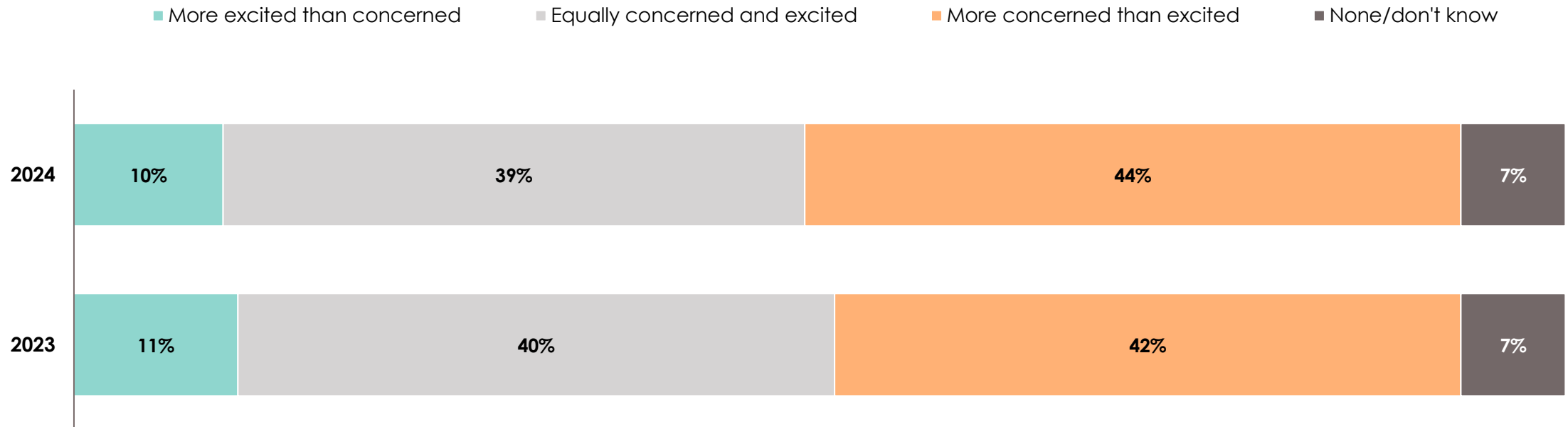


Source: Q89. How much, if anything, do you know about AI (artificial intelligence)?  
Base: All people (2023 n=1,001, 2024 n=1,001).

# Among those who know at least a little about artificial intelligence, most are far more concerned than they are excited.

Just 10% are more excited than they are concerned.

## Overall concern about AI



Source: Q90. Overall, how do you feel about artificial intelligence (AI)?

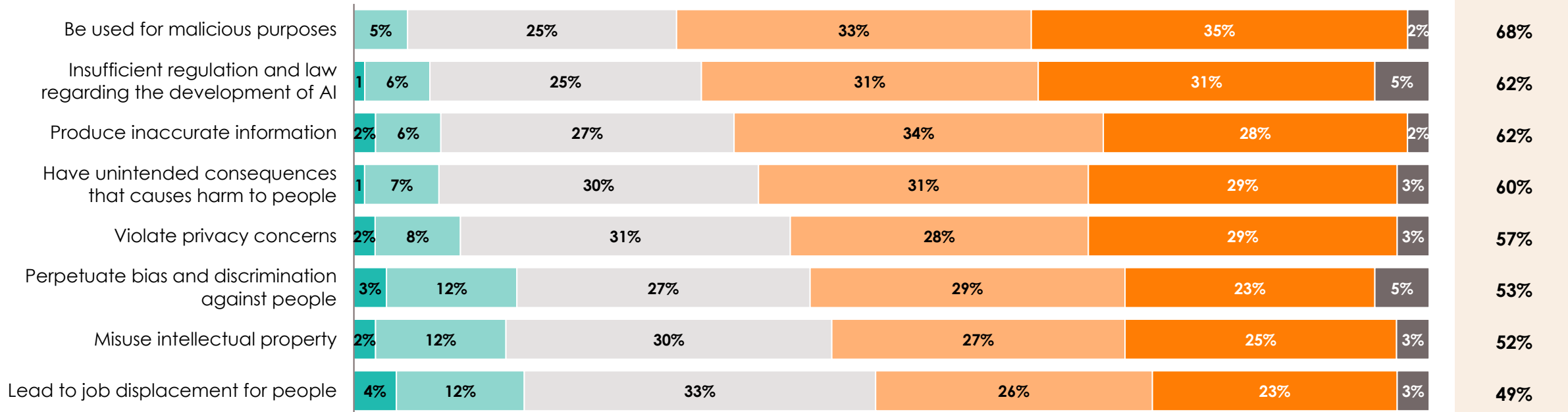
Base: Those who know about AI (2023 n=853, 2024 n=857).

# Concern is high across all areas of artificial intelligence.

Among those who know at least a little about AI, approximately two thirds are concerned about it being used maliciously, lacking regulation, producing inaccurate information, and having unintended and harmful consequences.

## Specific AI concerns

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



Source: Q91. How concerned are you that AI may ...?

Base: Those who know about AI (2024 n=857).

# The following groups are more likely than average to know a lot or a fair amount about AI: Men, those under 50, Asian peoples, and those who are working and/or self employed.

Women, those aged 50 and over, NZ Europeans, and those with a disability or impairment are more likely than average to feel more concerned about AI than excited.

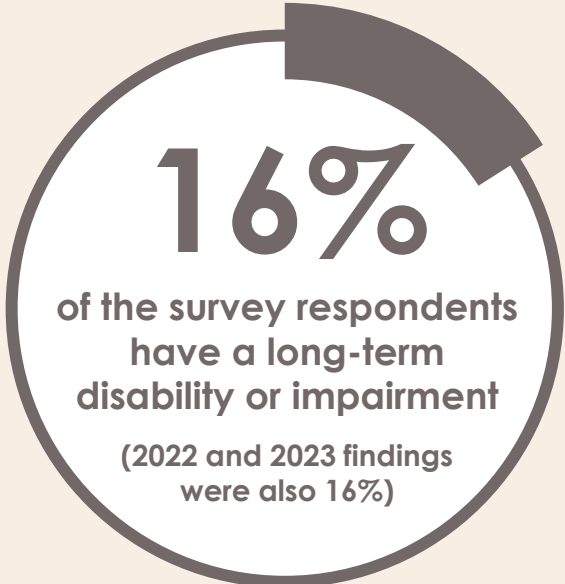
DEMOGRAPHIC ANALYSIS	Average (n=1,001)	Gender		Age				Ethnicity				Disability	Work status
		Men (n=497)	Women (n=499)	18-29 (n=200)	30-49 (n=341)	50-69 (n=316)	70+ (n=144)	NZ European (n=592)	Māori (n=178)	Pacific peoples (n=96)	Asian peoples (n=262)	Disabled or impaired (n=164)	Working or self-employed (n=660)
Know a lot/fair amount about artificial intelligence	<b>25%</b>	31%	19%	36%	32%	17%	10%	21%	20%	24%	44%	23%	31%
Know little or nothing about artificial intelligence	<b>73%</b>	68%	79%	62%	68%	81%	86%	78%	79%	71%	54%	75%	69%
More excited than concerned about artificial intelligence	<b>10%</b>	13%	7%	18%	11%	6%	2%	7%	9%	4%	19%	5%	12%
Equally concerned and excited	<b>39%</b>	41%	37%	46%	43%	35%	21%	37%	32%	46%	49%	33%	43%
More concerned than excited	<b>44%</b>	40%	49%	29%	40%	51%	68%	49%	48%	44%	28%	57%	39%

A lush green forest scene with a large, light-colored tree trunk in the center. The foreground is filled with various green ferns and foliage. The background shows more trees and a slightly hazy sky.

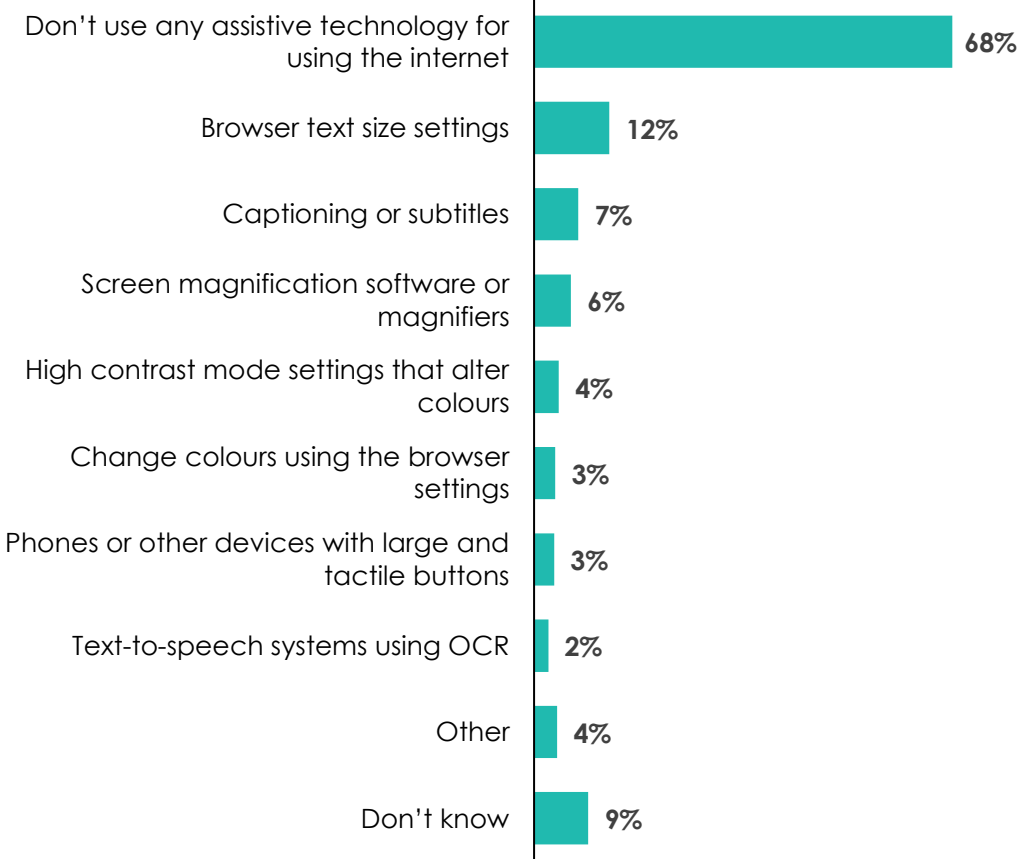
# Accessibility tools

# Sixteen percent of survey respondents identify themselves as having a long-term disability or impairment.

Two thirds of these respondents do not use any assistive technology while using the internet.



**Source:** 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?  
**Base:** All people (2022 n=1,001, 2023 n=1,001, 2024 n=1,001).



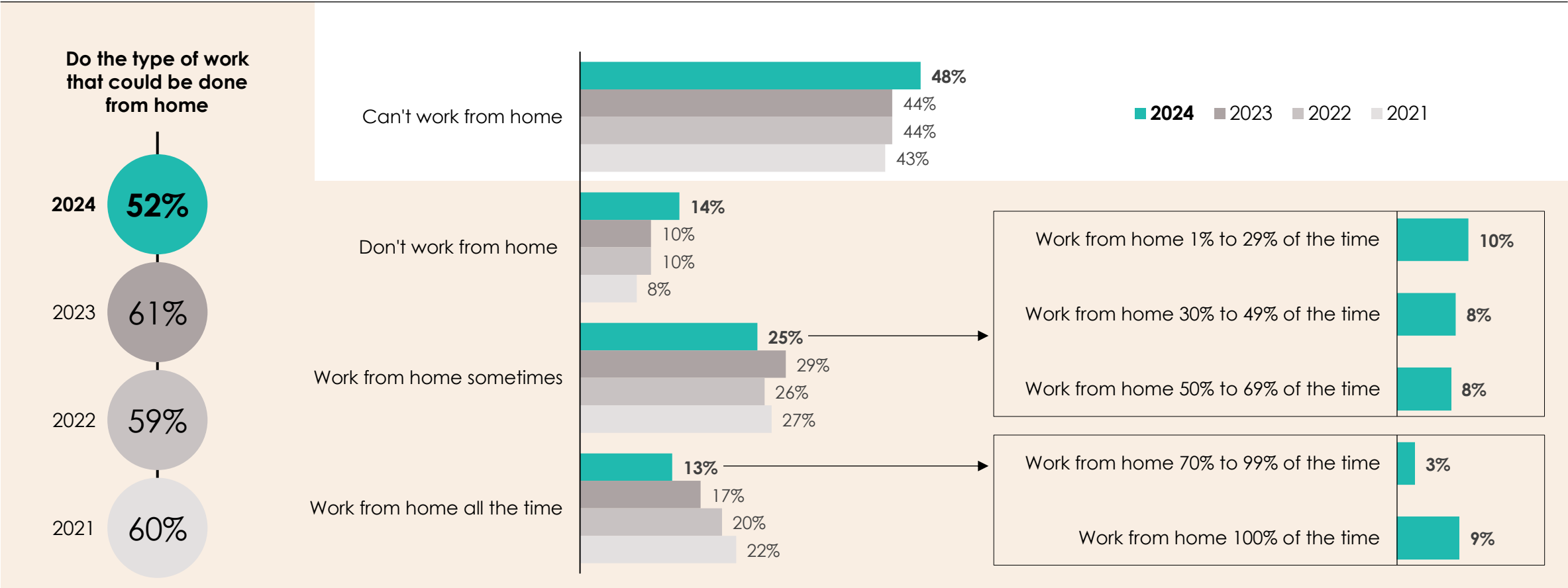
**Source:** Q85. And what, if any, assistive technology do you use when using the internet? For example, equipment, hardware, or software  
**Base:** Those who identify as disabled or impaired (2024 n=164).

An aerial photograph of a winding asphalt road cutting through a dense, lush green forest. The road curves from the top center towards the bottom right. A single white car is visible on the road, positioned in the middle of the curve. The forest is thick with trees, showing various shades of green. The overall scene is serene and natural.

# Flexible working

# Half of those who are working say they do the type of work which could be done from home.

A quarter of workers work from home sometimes and 13% do so all of the time.



Source: Q53. On average how many days per week do you work? 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? Q50. Do you work remotely from home? Q54. On average how many days per week do you work from home?

Base: Those who are working (2021 n=692, 2022 n=671, 2023 n=651, 2024 n=660).



# Men are more likely than average to say their work cannot be done from home.

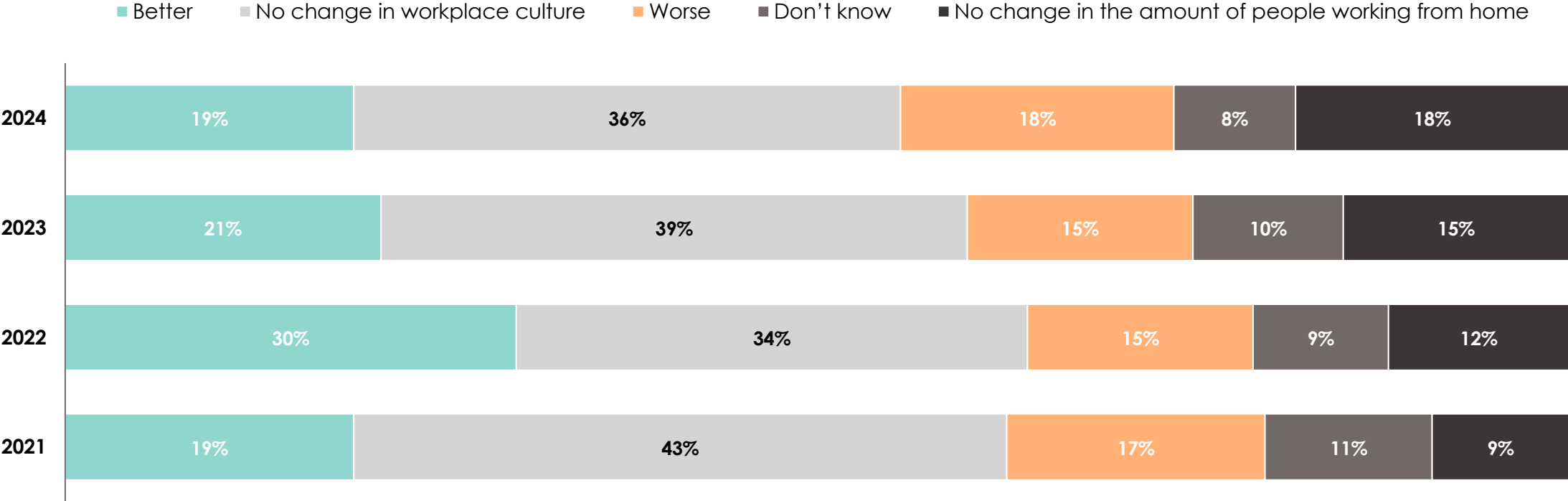
Women are more likely than average to work from home all of the time.

DEMOGRAPHIC ANALYSIS	Average (n=660)	Gender		Age			Ethnicity				Disability
		Men (n=336)	Women (n=321)	18-29 (n=147)	30-49 (n=292)	50+ (n=221)	NZ European (n=379)	Māori (n=104)	Pacific peoples (n=63)	Asian peoples (n=201)	Disabled or impaired (n=74)
Can't work from home	<b>48%</b>	55%	41%	52%	43%	52%	49%	59%	45%	39%	50%
Don't work from home	<b>14%</b>	12%	15%	18%	11%	15%	15%	14%	20%	12%	12%
Work from home sometimes	<b>25%</b>	24%	26%	22%	31%	19%	23%	18%	17%	35%	20%
Work from home all the time	<b>13%</b>	9%	17%	8%	16%	14%	13%	8%	17%	14%	19%

# Perceptions are divided when it comes to how workplace culture has changed as a result of more people working from home.

A third of people say there has been no change, 19% say their office culture is now better and 18% say it's worse.

## Change in workplace culture



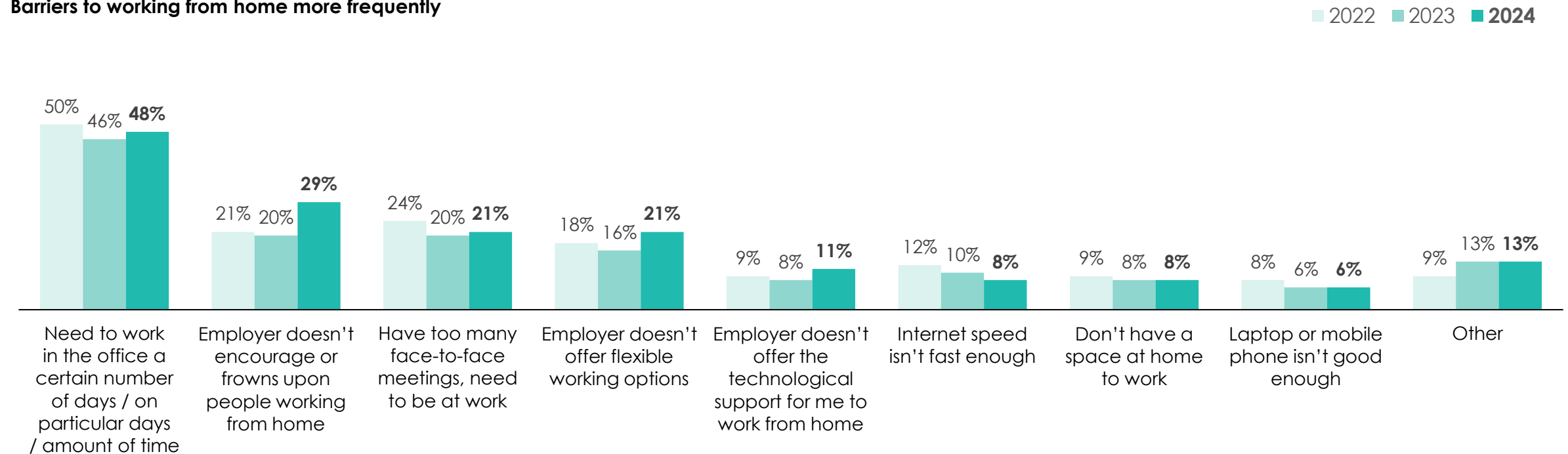
Source: Q77. Thinking of your workplace, how has the culture been affected by more people working from home over the last few years?  
Base: People whose work can be done from home (2021 n=410, 2022 n=392, 2023 n= 397, 2024 n=347).

# Many New Zealanders would like to work from home more often.

The most common barrier to people working from home more often is a requirement to work a certain number of days in-office.

Among those who do a type of work that can be done from home **49%** would like to do so more often.

## Barriers to working from home more frequently



Source: Q51. Would you like to work from home more frequently than you currently do? Base: Those who do the type of work that can be done from home (2024 n=347).

Source: Q52. Which of the below are barriers for you working from home more often? Base: Those who would like to work from home more frequently (2022 n=216, 2023 n=208, 2024 n=176).

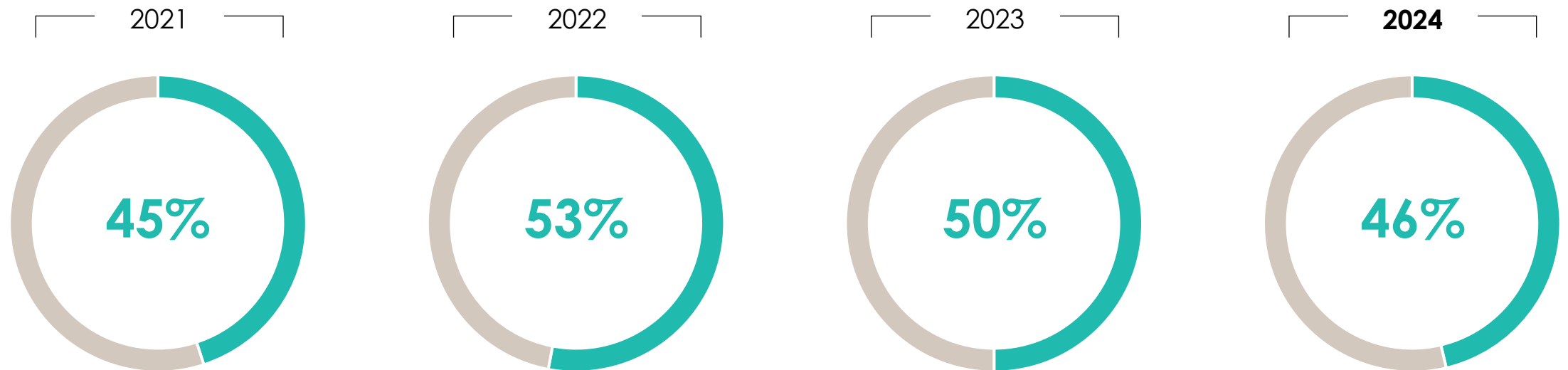
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# Consideration of relocation (with current job) has softened in 2024.

Among those whose work can be done from home just under half (46%) would consider moving somewhere else in New Zealand if relocation was available with their current job.

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## Relocation consideration



**Source:** Q75. Would you consider moving somewhere else in New Zealand if you were able to re-locate your current job?

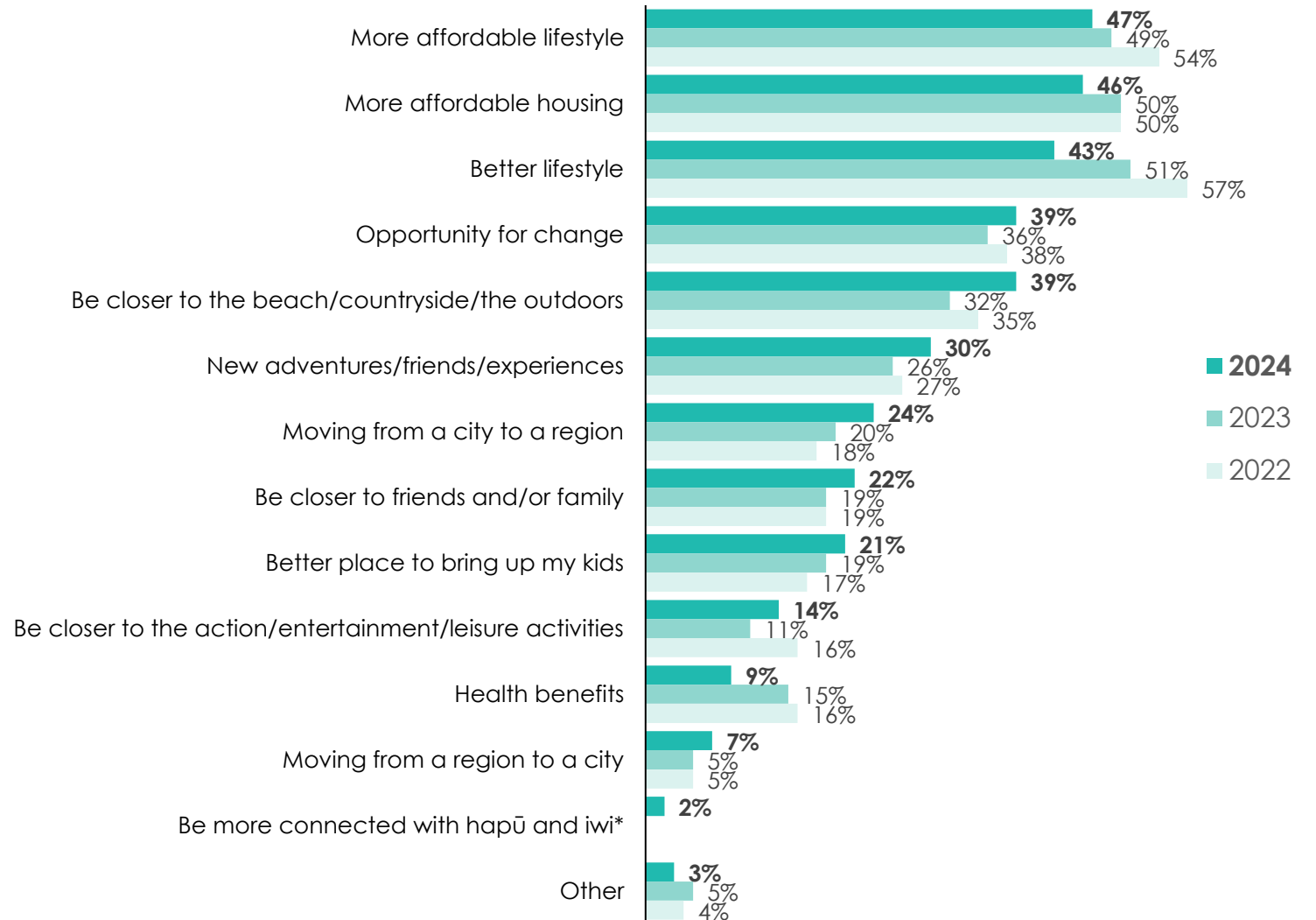
**Base:** People whose work can be done from home (2021 n=410, 2022 n=398, 2023 n= 397, 2024 n=347).

There are many reasons New Zealanders would consider relocating with their current job.

In 2024, the key reasons being:

1. a more affordable lifestyle,
2. more affordable housing,
3. a better lifestyle.

### Main considerations for relocation



**Source:** Q76. And what would be your main reasons for re-locating somewhere else in New-Zealand?  
**Base:** Those who would consider relocating with their current job (2022 n=207, 2023 n=198, 2024 n=153).  
**Note:** \* category added in 2024.

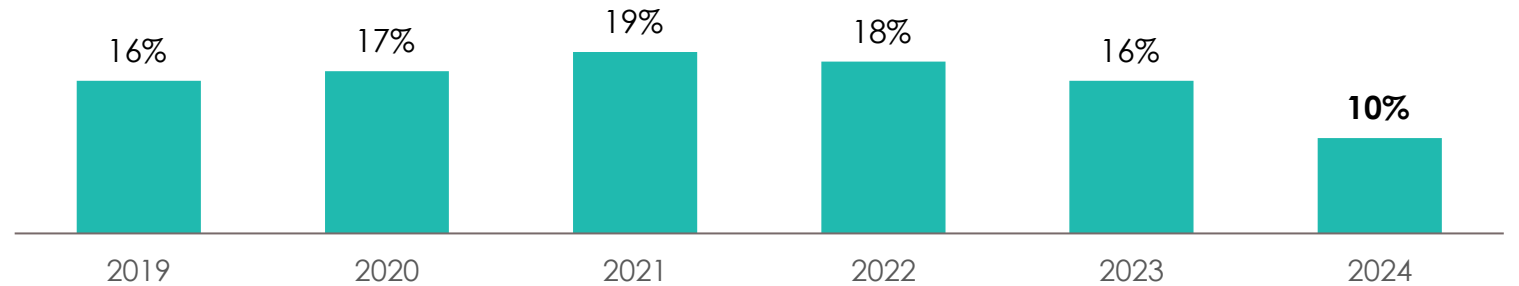
An aerial photograph of a lush green landscape. A winding river or stream flows through the center, surrounded by dense vegetation. The colors range from deep green to bright yellow-green, suggesting different types of plants or perhaps the effect of sunlight. The overall scene is vibrant and natural.

# Awareness of InternetNZ

One in ten New Zealanders have heard of InternetNZ.

Between 2021 and 2024 there has been a slow but noticeable decline in awareness.

### Awareness of InternetNZ



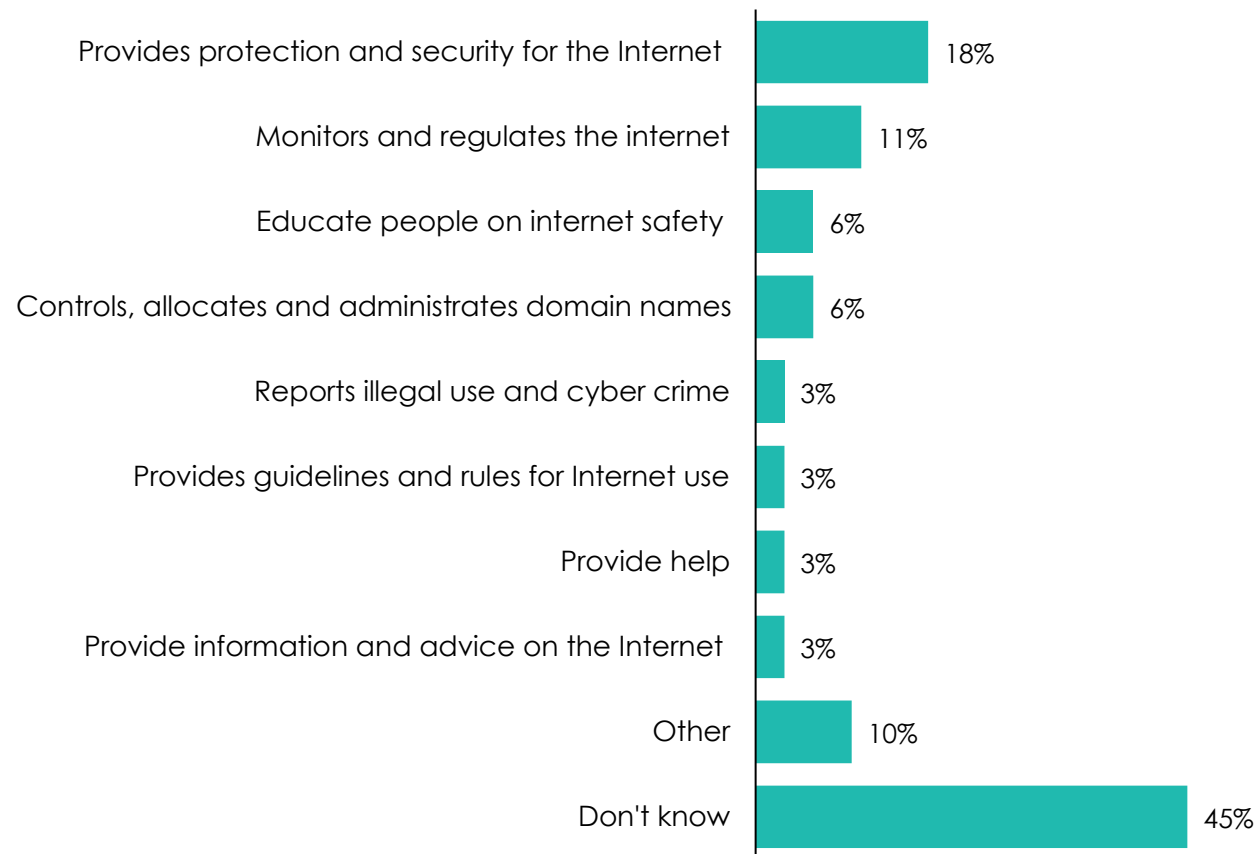
**Source:** Q60. Have you heard of an organisation called InternetNZ | Ipurangi Aotearoa?

**Base:** All people (2019 n=1,001, 2020 n=1,000, 2021 n=1,001, 2022 n=1,001, 2023 n=1,001, 2024 n=1,001).

# Around half of those who have heard of InternetNZ say they do not know what its function is.

Eighteen percent believe InternetNZ provides internet protection and security and eleven percent believe it monitors and regulates the internet.

## Understanding of InternetNZ's role



Source: Q61. What is your understanding of the role or function of InternetNZ?

Base: Those aware of InternetNZ (2024 n=108).



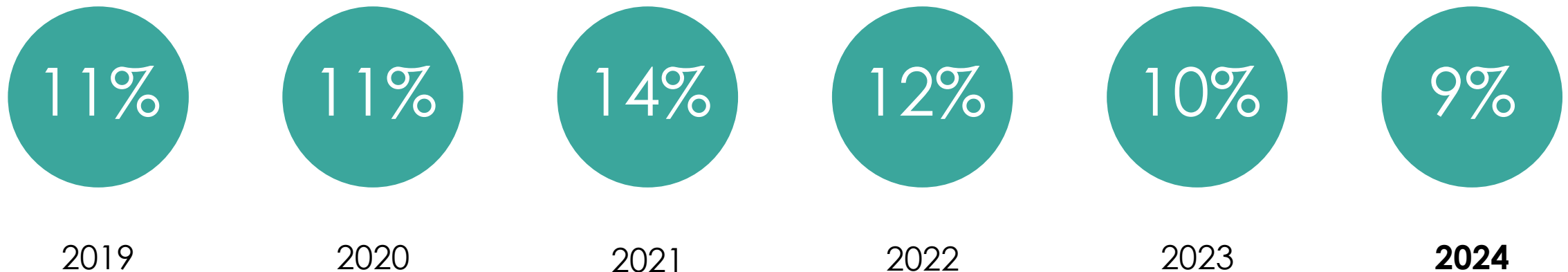
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# One in ten New Zealanders are aware of the National Broadband Map.

There has been a slight decline in awareness over the course of the past three years.

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## Awareness of the National Broadband map



Source: Q66: Have you heard of the National Broadband map?

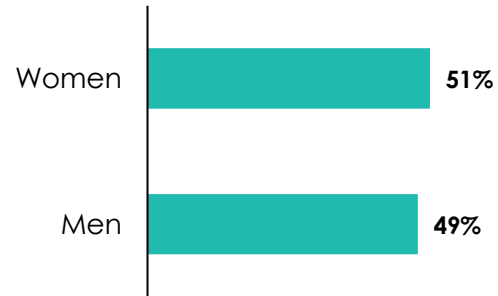
Base: All people (2019 n=1,001, 2020 n=1,000, 2021 n=1,001, 2022 n=1,001, 2023 n=1,001, 2024 n=1,001).

# Appendix

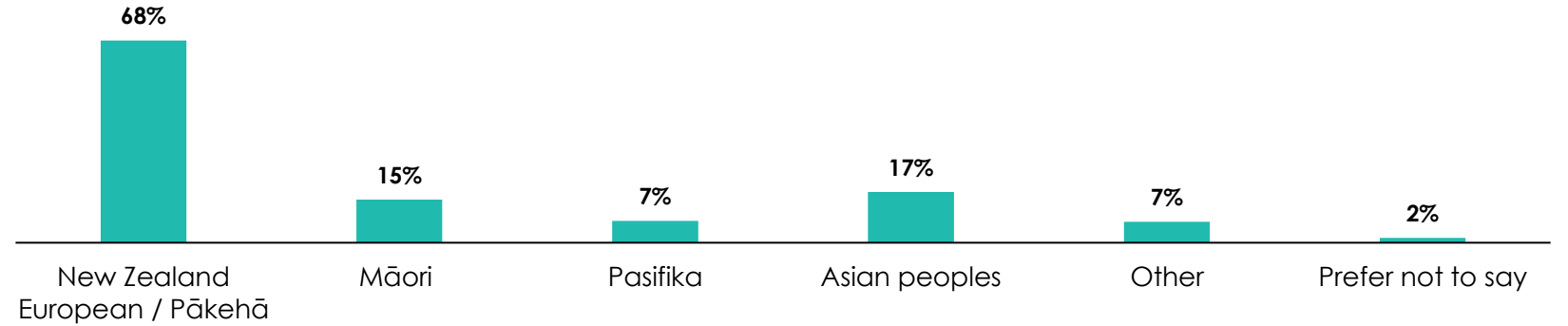
A person is standing on the peak of a grassy ridge in the foreground, looking out over a vast, winding lake. The lake is surrounded by dark, silhouetted mountains. The sky is a mix of deep blue and orange, suggesting a sunset or sunrise. The overall mood is serene and expansive.

# 2024 survey sample profile (weighted)

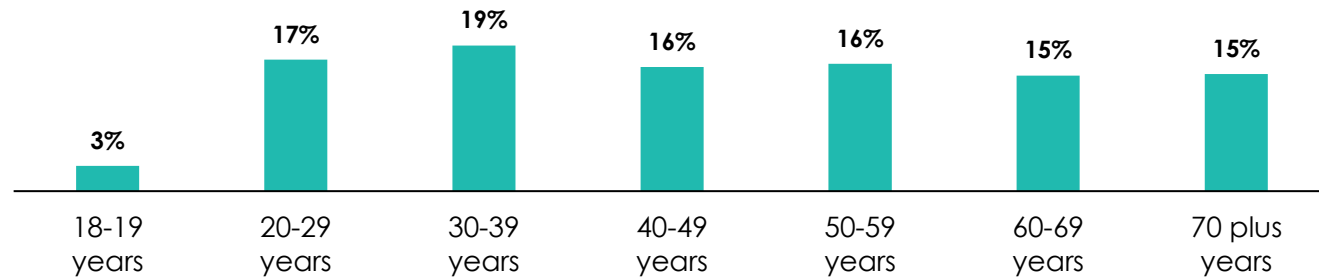
## Gender



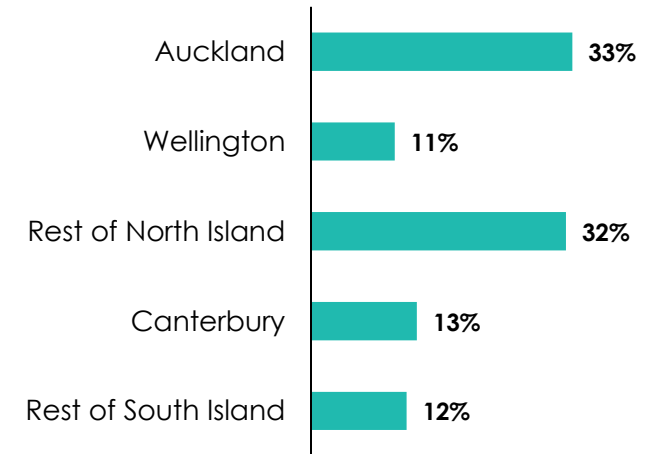
## Ethnicity



## Age



## Region



Source: \*Gender, age, region, ethnicity are the variables weighted to be representative of the NZ population.

Base: All people (2024 n=1,001).

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