InternetNZ | Ipurangi Aotearoa New Zealand's Internet Insights

2025 survey findings

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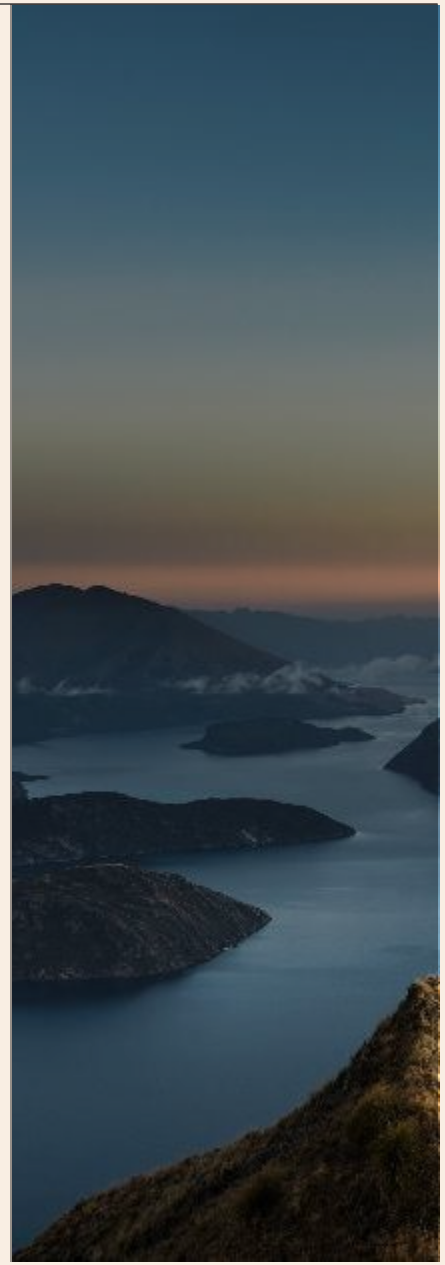


Research overview

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 25 November to 8 December 2025.

3.

SAMPLE SIZE

1,003 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

Personal internet use

On average New Zealanders spend three hours a day on the internet for personal use.

3 hours

New Zealanders primarily spend this time on social media, emailing, and streaming.

Facebook and Facebook Messenger remain the most frequently used social media channels; 58% of New Zealanders use Facebook daily and 47% used Facebook Messager daily.

TikTok and Facebook are the most time-consuming social media platforms; their users spending well over an hour a day on average on these platforms.

Artificial intelligence

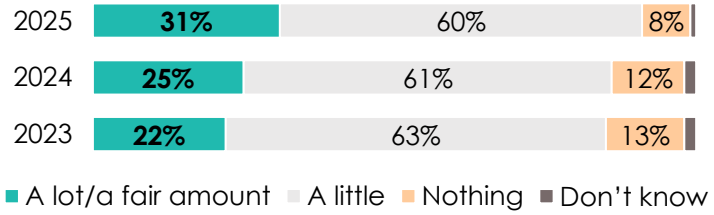
79% **of New Zealanders have used AI in the past year.**

58% **of New Zealanders use AI at least weekly.**

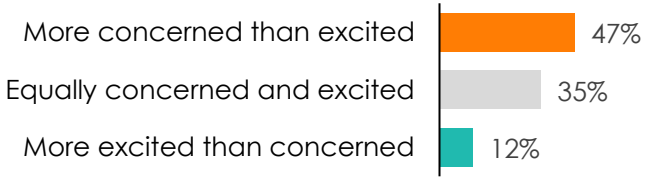
AI is primarily used for:

- AI in search engines (55%)
- Text-based AI/chatbots (53%)
- AI for navigation (45%).

Knowledge of AI has increased significantly over the past two years; a third of New Zealanders now feel they know at least a fair amount about AI.



New Zealanders continue to be far more concerned than they are excited about AI.

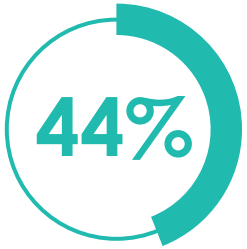


Key concerns centre around AI…

- being used to produce harmful content (68%),
- being used for malicious purposes (65%, up from 58% in 2024),
- being insufficiently regulated (64%, up from 53% in 2024), and
- producing inaccurate information (61%, up from 54% in 2024).

Summary

Digital Equity



Not quite half of New Zealanders are aware of the digital divide in Aotearoa.

New Zealanders believe the main reason for this divide is cost:

1. **Cost of the internet, and**
2. **Cost of devices.**

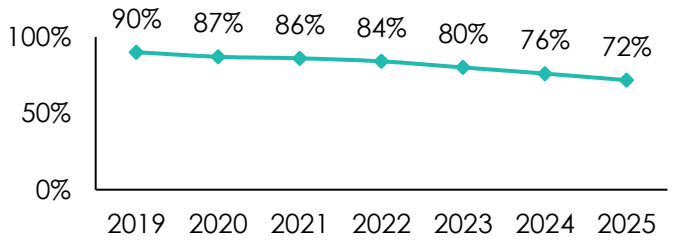
72% of New Zealanders feel confident that they could access help for digital tasks if needed.

21% lack this confidence in support availability.

Perceptions of the internet

Positive sentiment about the internet is high but continues to decline.

In 2025 three in four New Zealanders feel the positives of the internet outweigh the negatives.



Overall positivity around the impact the internet has on cultural beliefs and values is also declining.

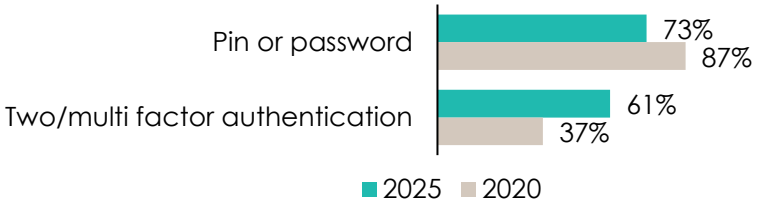
Online safety

Those who feel they know where to go for information on keeping safe online say they would most likely…

- Do an internet search (31%)
- Utilise Netsafe (25%)
- Ask friends or whānau (24%).

Most New Zealanders have passwords and/or pins to protect their device(s). Although their use is declining (73% in 2024, down from 87% in 2020).

The use of two factor or multi factor authentication is increasing (61% in 2024, up from 37% in 2020).

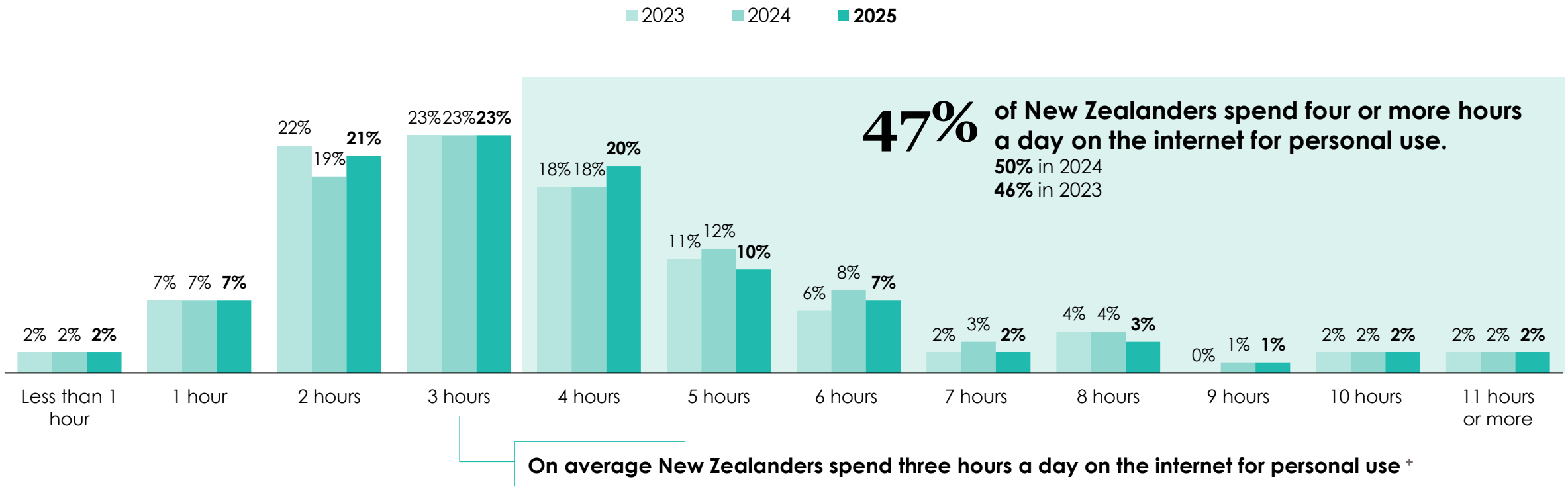


Internet use

On average New Zealanders spend three hours a day on the internet for personal use.

Nearly half of New Zealanders* spend 4 or more hours a day on the internet for personal use.

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

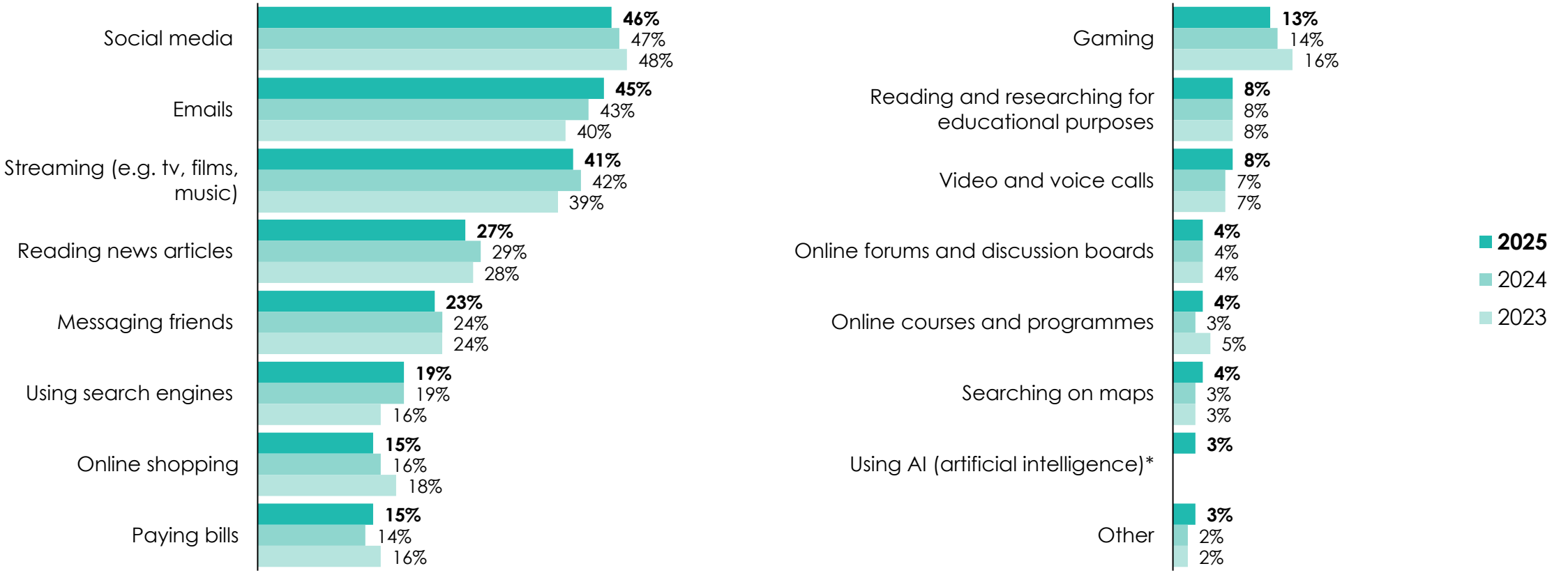


Source: Q86. NOT including using the internet for work, how many hours, on average, do you spend using the internet for personal use a day? This could be on any device e.g. your phone, laptop, streaming on a TV etc.
Base: All people (2023 n=1,001, 2024 n=1,001, 2025 n=1,003).
Notes: * New Zealanders who are online. + Median has been used for calculation.

New Zealanders spend most of their time online on social media, followed closely by maintaining emails, and streaming content.

One in four also spend time online reading news articles, or messaging their friends.

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, 2025 n=1,003). *Using AI (artificial intelligence) was included for the first time in 2025.

Nearly two in three New Zealanders aged 18 to 29 (63%) use the internet for at least four hours a day. They mostly spend this time on social media, streaming media, and messaging their friends.

People over 70-years-old tend to have lower internet usage, and predominantly use the internet for monitoring emails, reading the news, and paying bills.

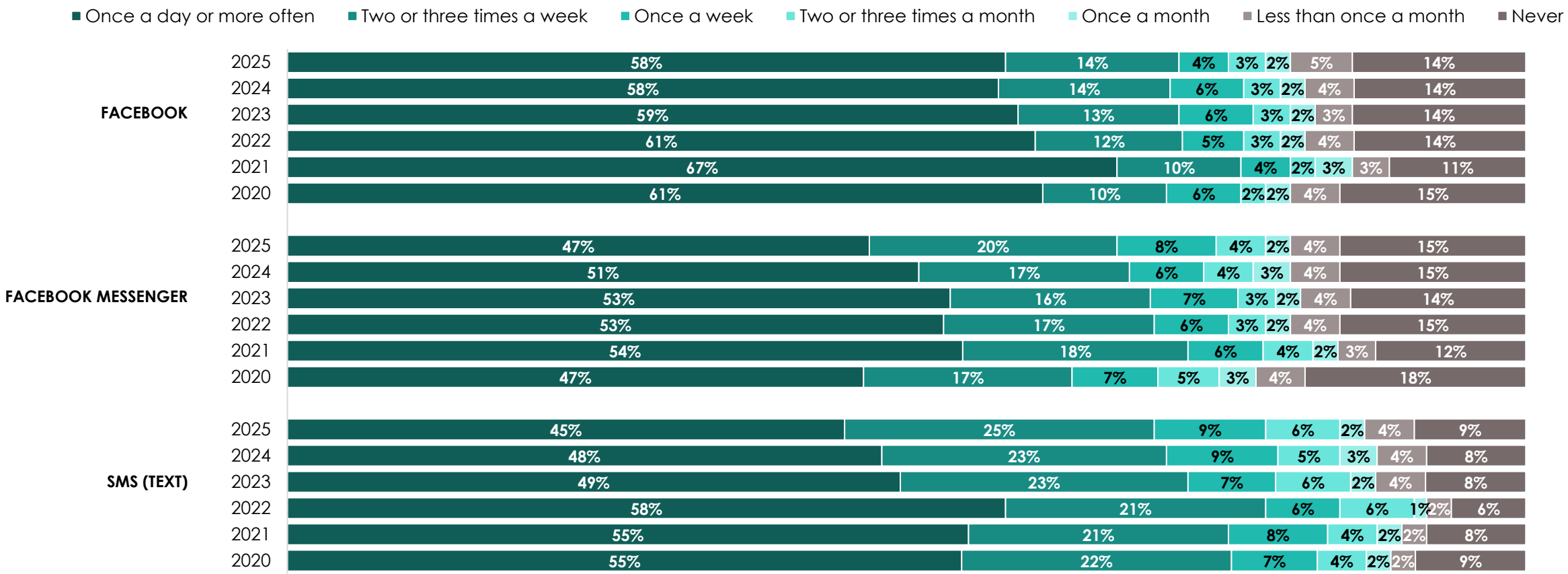
DEMOGRAPHIC ANALYSIS		Gender		Age				Ethnicity				Disability	Work status
	Average (n=1,003)	Men (n=487)	Women (n=513)	18-29 (n=198)	30-49 (n=347)	50-69 (n=322)	70+ (n=136)	NZ European (n=636)	Māori (n=169)	Pacific peoples (n=77)	Asian peoples (n=234)	Disabled or impaired (n=160)	Working or self-employed (n=673)
Spend 4 hours or more per day on the internet for person use	**47%**	48%	46%	63%	49%	42%	31%	44%	54%	50%	51%	55%	46%
Social media	**46%**	39%	53%	60%	54%	38%	28%	46%	53%	47%	52%	38%	51%
Emails	**45%**	48%	43%	24%	37%	57%	72%	44%	44%	57%	39%	51%	39%
Streaming (e.g. tv, films, music)	**41%**	43%	40%	54%	50%	35%	16%	41%	38%	33%	48%	38%	47%
Reading news articles	**27%**	32%	23%	7%	23%	36%	46%	28%	34%	24%	22%	24%	25%
Messaging friends	**23%**	17%	29%	30%	23%	17%	26%	24%	21%	24%	22%	21%	22%
Using search engines	**19%**	21%	17%	17%	18%	22%	22%	20%	21%	12%	20%	18%	19%
Online shopping	**15%**	9%	20%	18%	15%	14%	11%	15%	18%	15%	15%	18%	16%
Paying bills	**15%**	14%	15%	6%	11%	17%	30%	15%	12%	13%	11%	24%	10%
Gaming	**13%**	15%	11%	22%	11%	12%	7%	13%	17%	19%	10%	14%	13%

Significantly higher than average
Significantly lower than average

Over half of New Zealanders use Facebook daily, and just under half use Facebook Messenger daily.

Whilst nearly half of New Zealanders use SMS daily, this number is starting to decline over time.

Online platform use

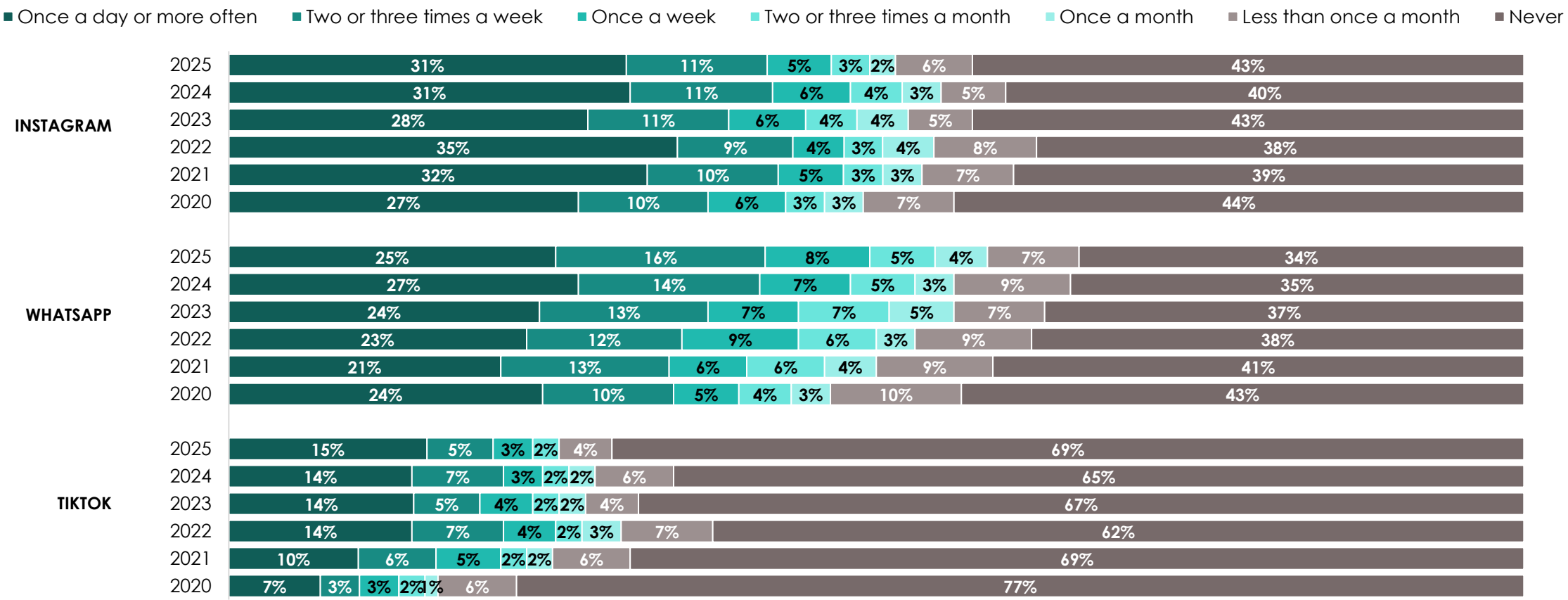


Source: Q72. How often do you use the following social media channels or messaging services?
Base: All people (2020 n=1,000, 2021 n=1,001, 2022 n=1,001, 2023 n=1,001, 2024 n=1,001, 2025 n=1,003).

One in three New Zealanders use Instagram daily.

A quarter use Whatsapp daily and15% use TikTok daily.

Online platform use



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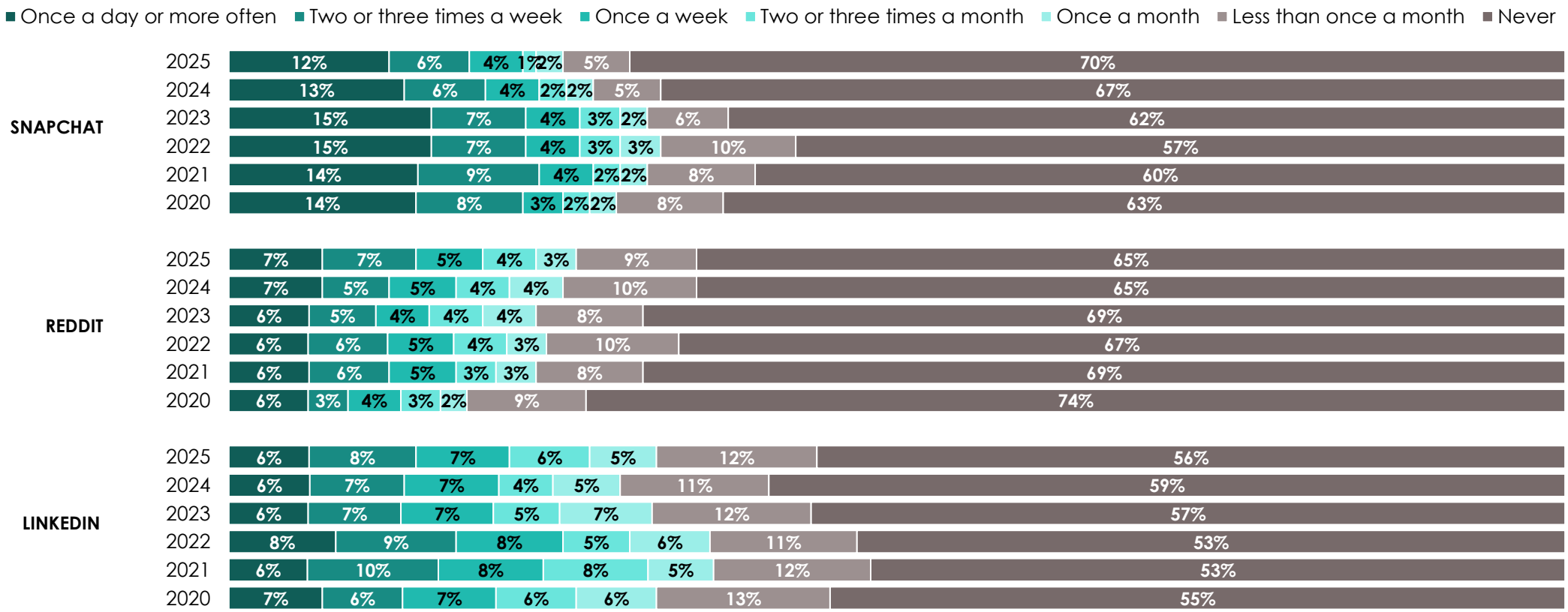
Base: All people (2020 n=1,000, 2021 n=1,001, 2022 n=1,001, 2023 n=1,001, 2024 n=1,001, 2025 n=1,003).

Most New Zealanders don't currently use Snapchat, Reddit or LinkedIn.

The use of Snapchat has been declining in recent years.

Online platform use



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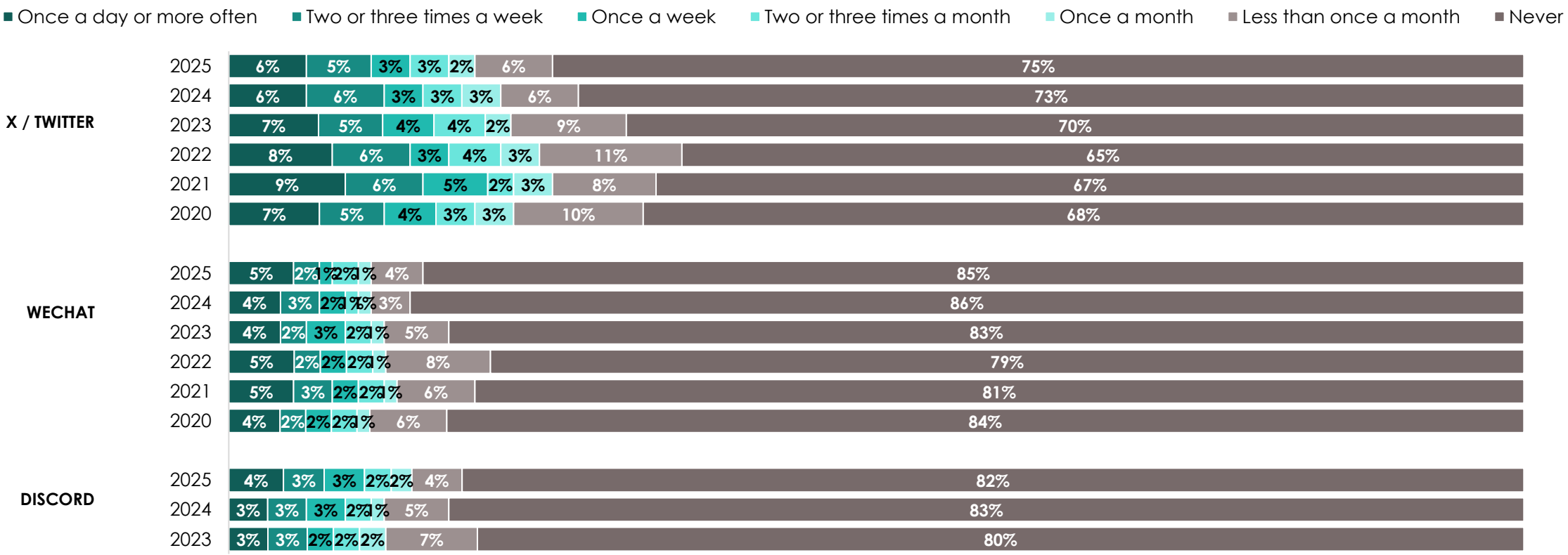
Base: All people (2020 n=1,000, 2021 n=1,001, 2022 n=1,001, 2023 n=1,001, 2024 n=1,001, 2025 n=1,003).

Few New Zealanders use X, WeChat and Discord,

More than three quarters of New Zealanders have never used these platforms.

Online platform use

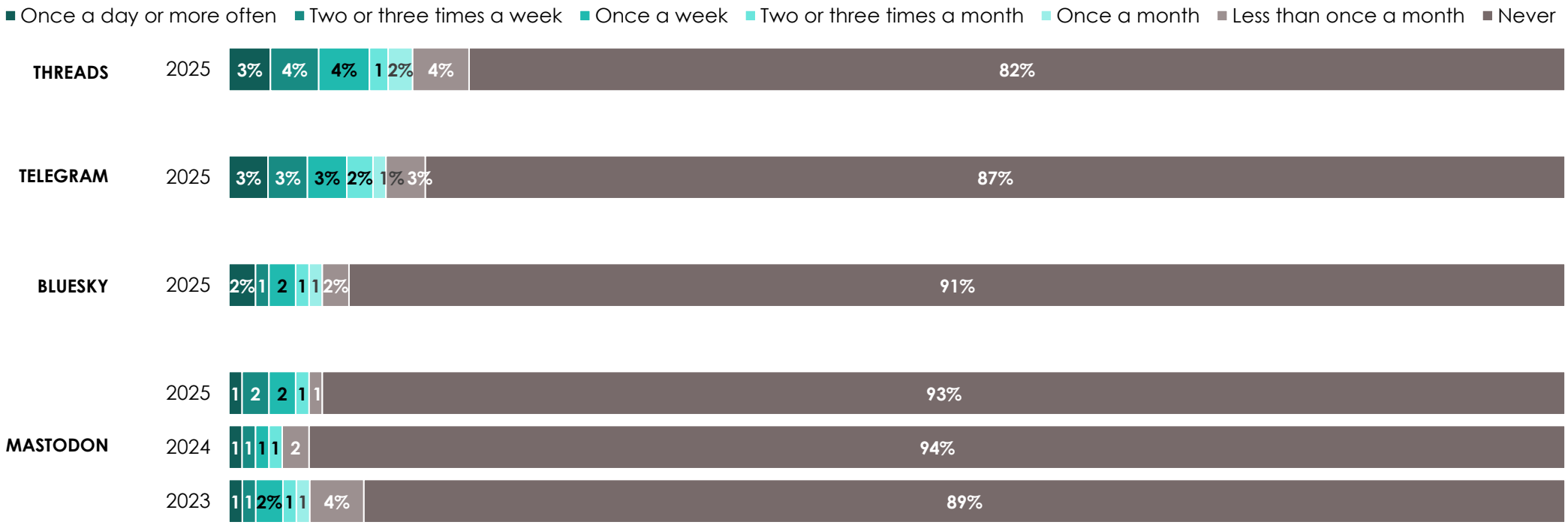


Source: Q72. How often do you use the following social media channels or messaging services?
Base: All people (2020 n=1,000, 2021 n=1,001, 2022 n=1,001, 2023 n=1,001, 2024 n=1,001, 2025 n=1,003).

Threads, Telegram, BlueSky and Mastodon are used even less.

Most New Zealanders have never used these social media platforms.

Online platform use



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, 2025 n=1,003).

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

Similar to previous years, younger people tend to be more active on social media platforms.

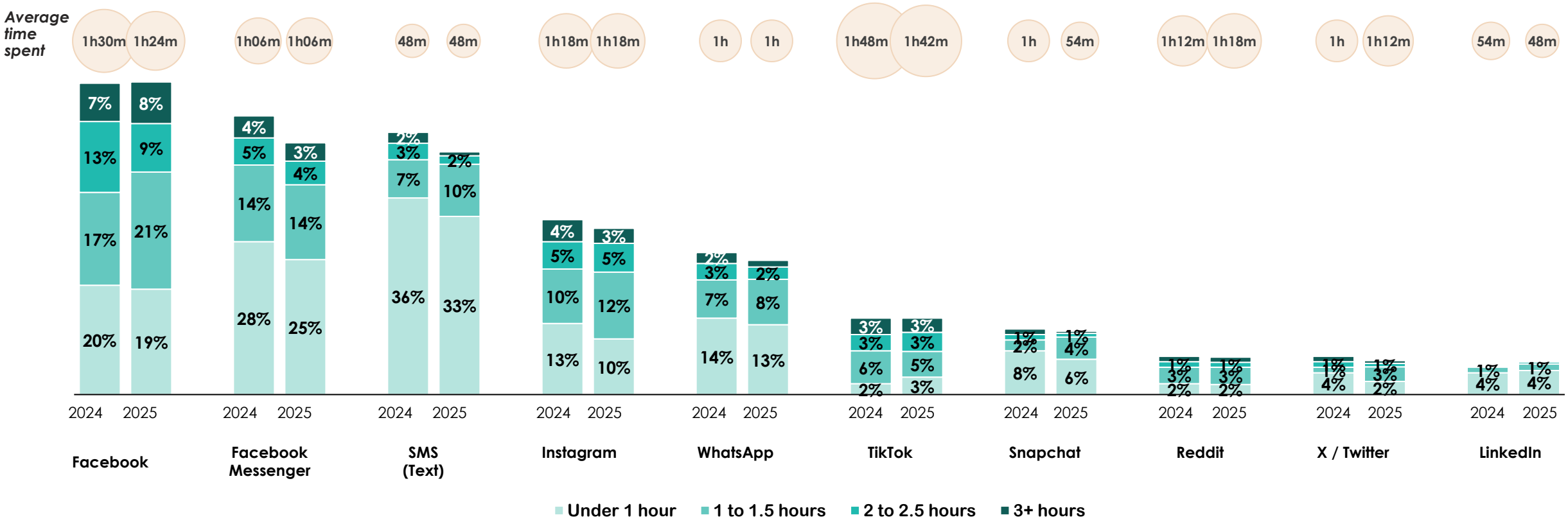
DEMOGRAPHIC ANALYSIS: one a day or more often		Gender		Age				Ethnicity				Disability	Work status
	Average (n=1,003)	Men (n=487)	Women (n=513)	18-29 (n=198)	30-49 (n=347)	50-69 (n=322)	70+ (n=136)	NZ European (n=636)	Māori (n=169)	Pacific peoples (n=77)	Asian peoples (n=234)	Disabled or impaired (n=160)	Working or self-employed (n=673)
Facebook	**58%**	53%	63%	56%	62%	55%	55%	60%	55%	62%	56%	55%	60%
Facebook Messenger	**47%**	40%	54%	46%	55%	45%	32%	51%	49%	41%	42%	51%	49%
SMS (text)	**45%**	43%	48%	48%	41%	51%	39%	47%	48%	53%	39%	48%	46%
Instagram	**31%**	26%	36%	56%	41%	14%	11%	31%	26%	34%	40%	19%	37%
WhatsApp	**25%**	28%	22%	27%	31%	21%	14%	17%	12%	22%	55%	14%	28%
TikTok	**15%**	13%	16%	42%	14%	3%	2%	13%	21%	18%	20%	13%	17%
Snapchat	**12%**	11%	12%	33%	13%	2%	2%	14%	11%	5%	11%	9%	14%
Reddit	**7%**	10%	5%	13%	11%	2%	<1%	7%	6%	11%	9%	7%	9%
LinkedIn	**6%**	9%	3%	7%	9%	5%	<1%	5%	1%	6%	13%	4%	8%
X / Twitter	**6%**	10%	3%	8%	10%	3%	2%	6%	7%	6%	8%	9%	8%
WeChat	**5%**	6%	4%	11%	6%	1%	2%	2%	<1%	2%	18%	4%	6%
Discord	**4%**	4%	4%	10%	4%	1%	2%	5%	2%	4%	5%	8%	5%
Threads	**3%**	3%	3%	5%	5%	1%	2%	2%	2%	2%	6%	4%	4%
Telegram	**3%**	4%	1%	5%	3%	2%	1%	2%	2%	1%	3%	2%	3%
BlueSky	**2%**	3%	1%	4%	3%	<1%	<1%	2%	<1%	<1%	2%	4%	3%
Mastodon	**1%**	1%	<1%	2%	<1%	1%	1%	1%	1%	1%	<1%	3%	1%

Significantly higher than average
Significantly lower than average

New Zealanders are most likely to spend more than an hour per day on Facebook.

Between three to four percent of the daily users of Facebook Messenger, Instagram and TikTok spend more than 3 hours using the service.
While fewer people use TikTok, the average time spent is higher than for any other service.

Daily platform usage

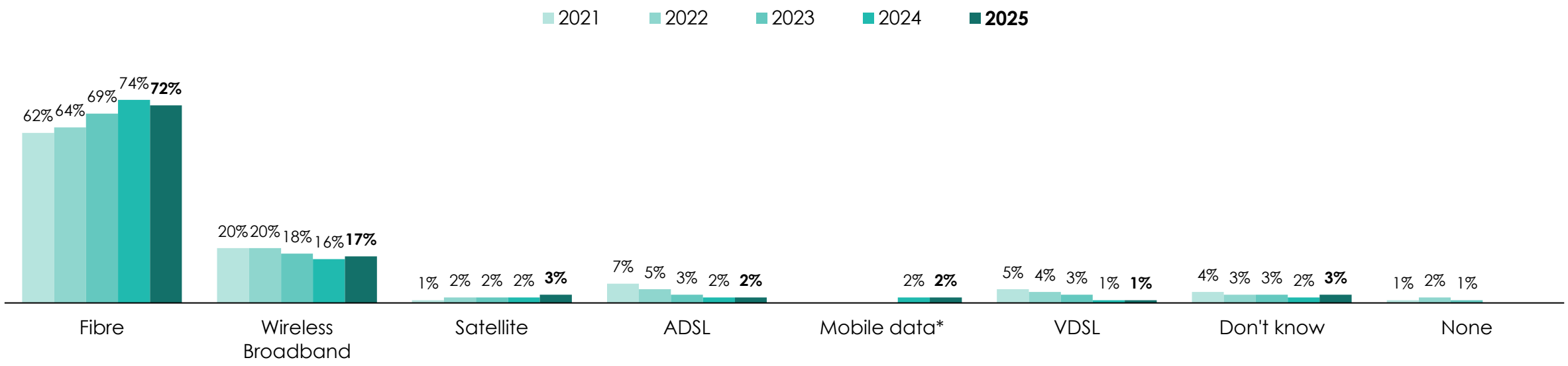


Source: Q73. You said you use the following service(s) daily. Approximately how many hours per day do you spend using…
Base: All people (2024 n=1,001, 2025 n=1,003).

Nearly three quarters of New Zealanders say they have Fibre at home.

17% say they have Wireless Broadband, and 3% now say that they connect to the internet via Satellite.

Internet connections



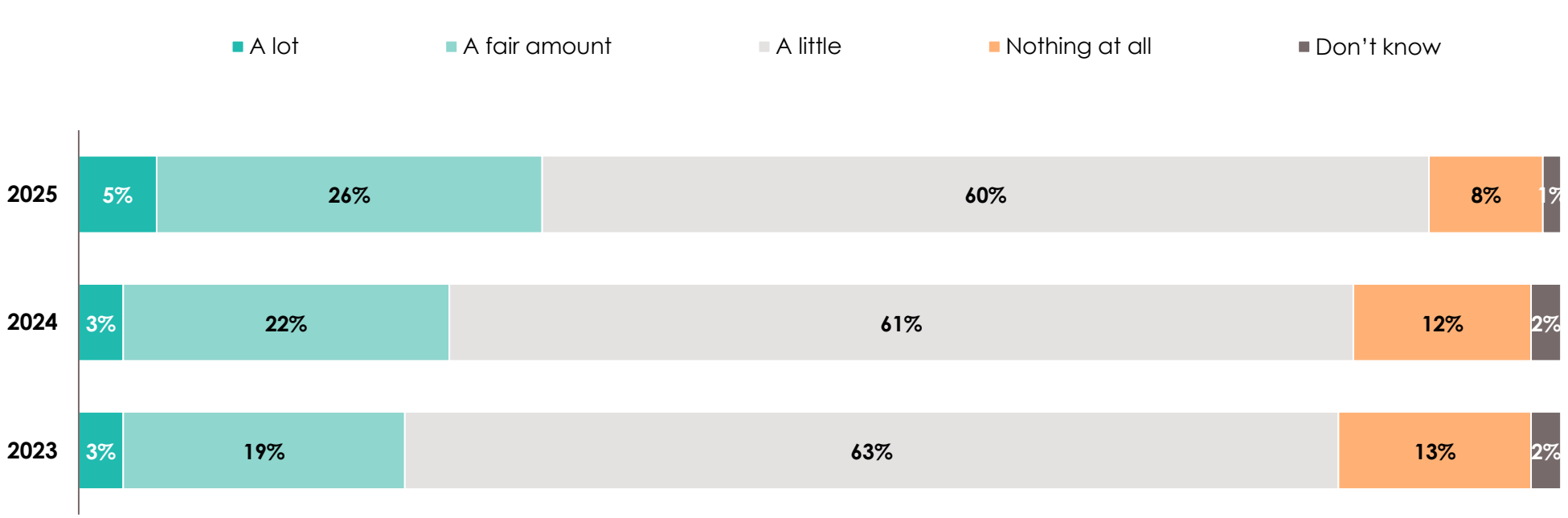
Source: Q63. Which type of Internet connection do you have at home?
Base: All people (2021 n=1,001, 2022 n=1,001, 2023 n=1,001, 2024 n=1,001, 2025 n=1,003).
Note: * Added in 2024.

Artificial Intelligence

Knowledge of artificial intelligence has significantly increased over the past year.

Almost a third of New Zealanders say they know a lot or a fair amount about AI and less than 10% claim to know nothing at all.

Knowledge of AI



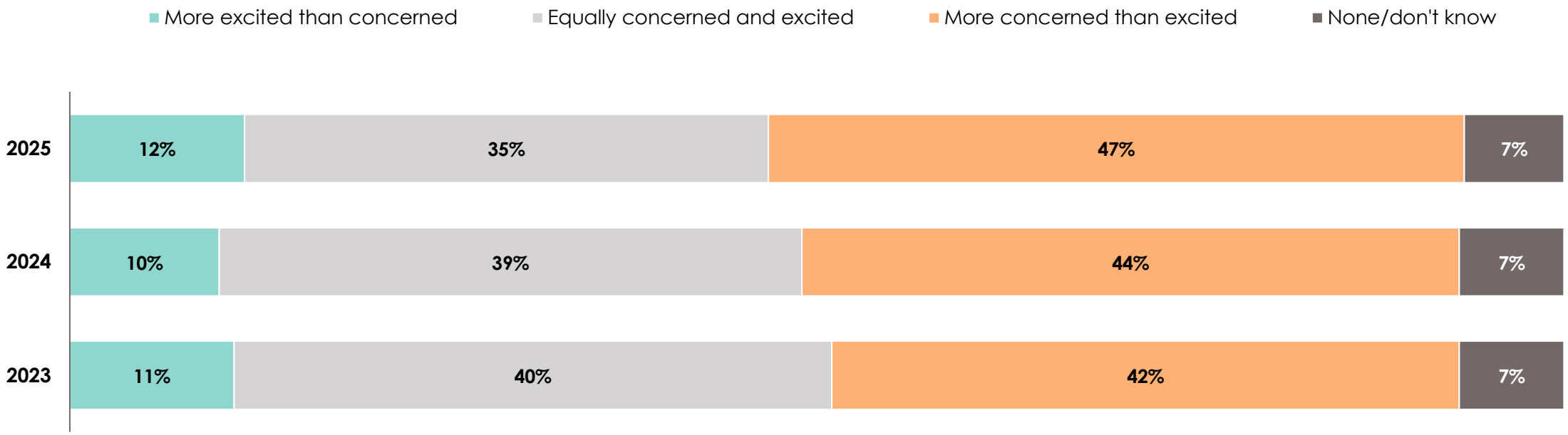
	Total a lot / a fair amount
2025	31%
2024	25%
2023	22%

Source: Q89. How much, if anything, do you know about AI (artificial intelligence)?
Base: All people (2023 n=1,001, 2024 n=1,001, 2025 n=1,003).

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

While the amount of those who are excited about AI is stable, concerns increase slightly (but not significant).

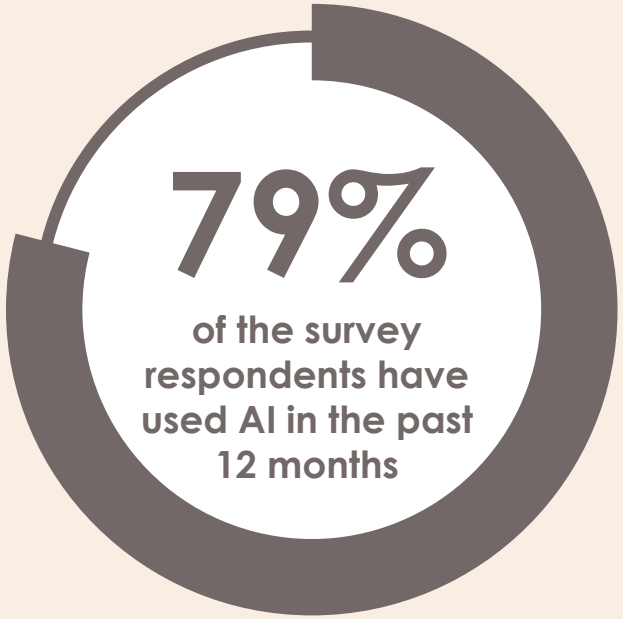
Overall concern about AI



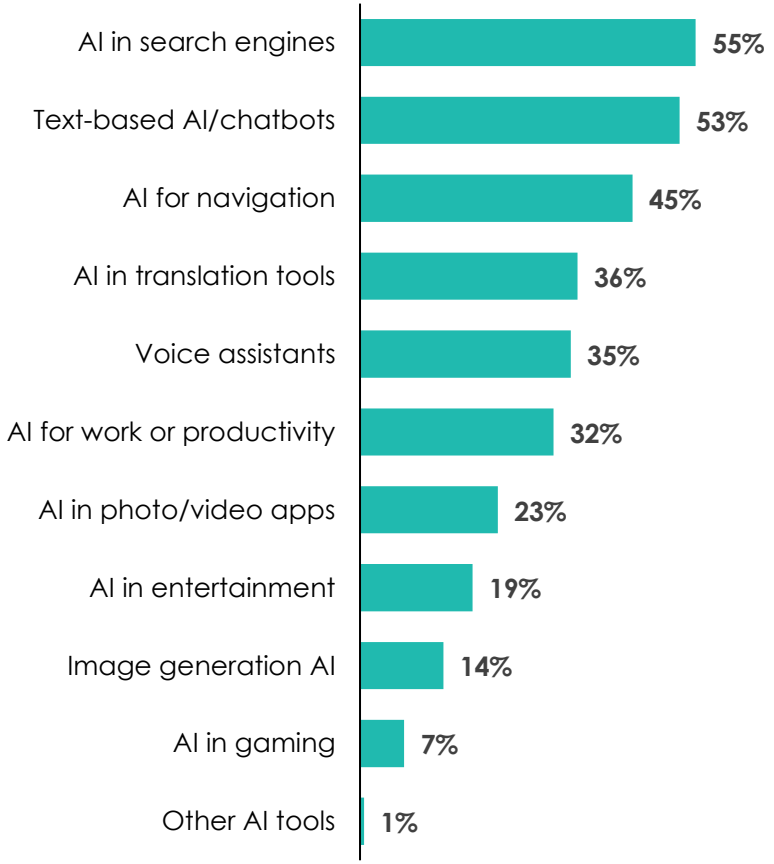
Source: Q90. Overall, how do you feel about artificial intelligence (AI)?
Base: Those who know about AI (2023 n=853, 2024 n=857, 2025 n=912).

Four out of five New Zealanders have used AI in the last 12 months.

The majority used AI in search engines or in the form of chatbots.



Source: Q94. Which of the following types of AI have you used in the past 12 months?
Base: All people (2025 n=1,003).

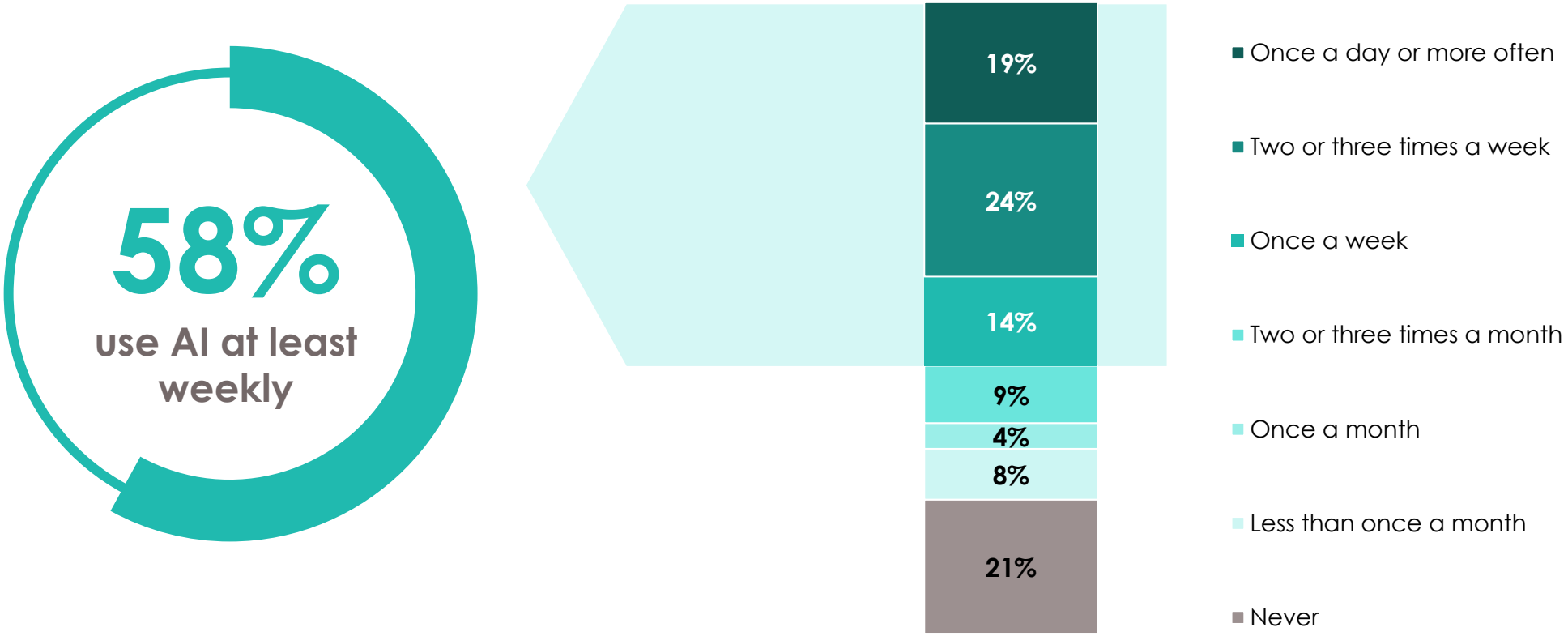


Source: Q94. Which of the following types of AI have you used in the past 12 months?
Base: All people that used AI in the past 12 months (2025 n=800).

More than half of New Zealanders report using AI on a weekly basis or more often.

One in five New Zealanders use AI daily.

Frequency of AI usage

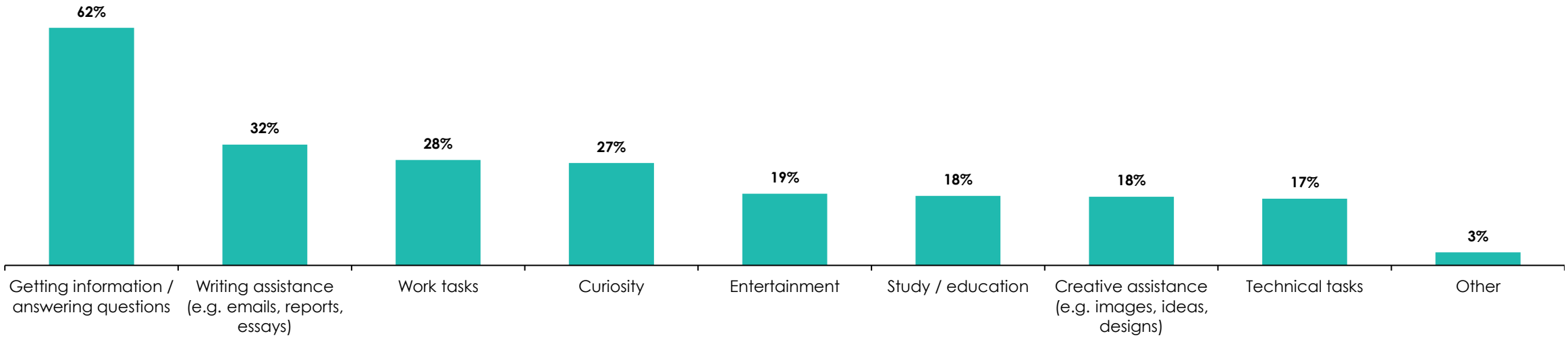


Source: Q96. And how often do you use AI?
Base: All people (2025 n=1,003).

AI is mainly used as a source of information.

One in three New Zealanders use AI as a writing assistant.

What AI is used for

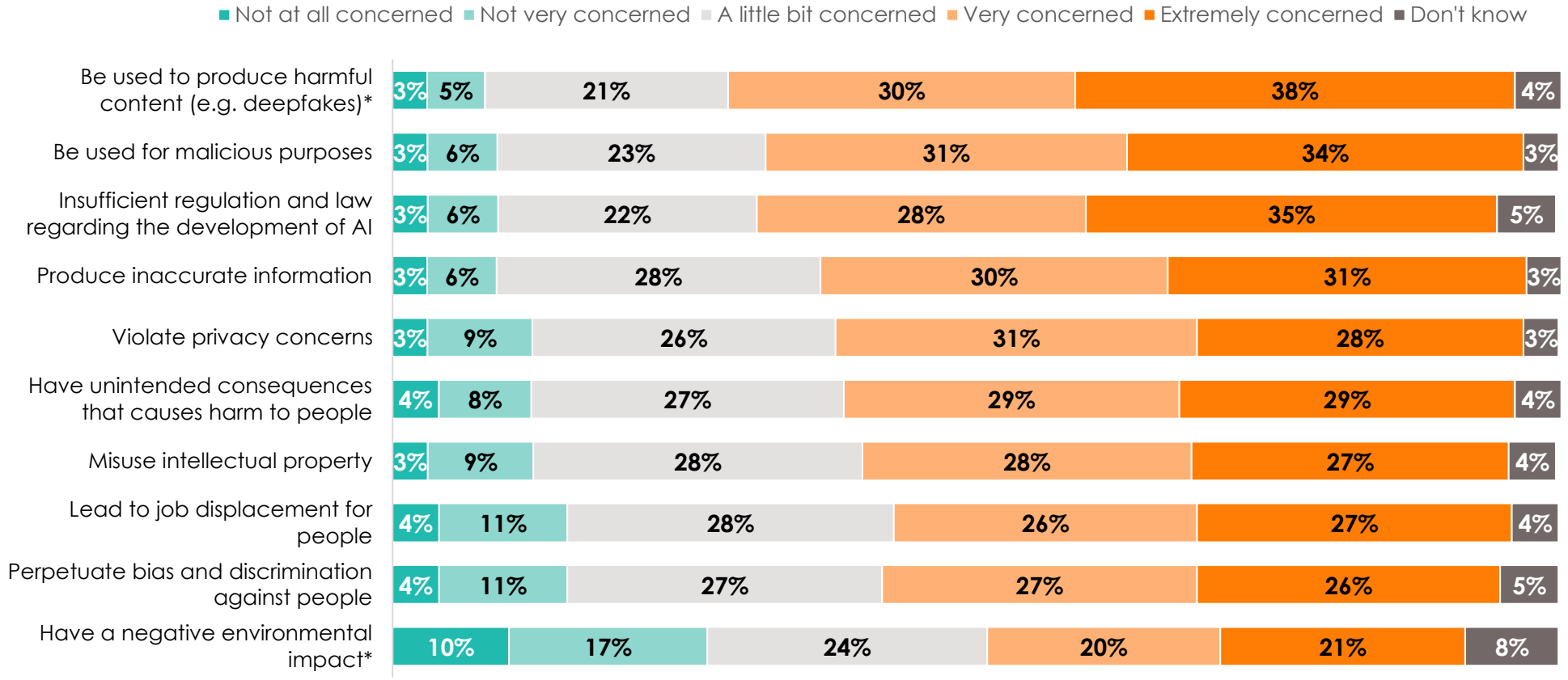


Source: Q95. What do you generally use AI for? Please select all that apply.
Base: All people that used AI in the past 12 months (2025 n=800).

Specific concerns about AI and its uses continue to rise.

Over a third of New Zealanders say that using AI to produce harmful content is a concern, closely followed by using it for malicious purposes, and the lack of regulation/legislation in the development of AI.

Specific AI concerns



	Not at all concerned	Not very concerned	A little bit concerned	Very concerned	Extremely concerned	Don't know	Total very / extremely concerned 2025	2024	2023
Be used to produce harmful content (e.g. deepfakes)*	3%	5%	21%	30%	38%	4%	**68%**	-	-
Be used for malicious purposes	3%	6%	23%	31%	34%	3%	**65%**	58%	51%
Insufficient regulation and law regarding the development of AI	3%	6%	22%	28%	35%	5%	**64%**	53%	50%
Produce inaccurate information	3%	6%	28%	30%	31%	3%	**61%**	54%	44%
Violate privacy concerns	3%	9%	26%	31%	28%	3%	**58%**	49%	43%
Have unintended consequences that causes harm to people	4%	8%	27%	29%	29%	4%	**58%**	51%	46%
Misuse intellectual property	3%	9%	28%	28%	27%	4%	**55%**	45%	-
Lead to job displacement for people	4%	11%	28%	26%	27%	4%	**53%**	42%	39%
Perpetuate bias and discrimination against people	4%	11%	27%	27%	26%	5%	**53%**	45%	39%
Have a negative environmental impact*	10%	17%	24%	20%	21%	8%	**41%**	-	-

Source: Q91. How concerned are you that AI may …?
Base: All people (2023 n=1,001, 2024 n=1,001, 2025 n=1,003). * These questions were asked for the first time in 2025.

Women and New Zealanders aged 50+ are more likely to know little or nothing about AI. Men and Asian peoples tend to be more excited than concerned about artificial intelligence.

Conversely, women, NZ Europeans, and elderly people are more likely to be concerned than excited about AI.

DEMOGRAPHIC ANALYSIS		Gender		Age				Ethnicity				Disability	Work status
	Average (n=1,003)	Men (n=487)	Women (n=513)	18-29 (n=198)	30-49 (n=347)	50-69 (n=322)	70+ (n=136)	NZ European (n=636)	Māori (n=169)	Pacific peoples (n=77)	Asian peoples (n=234)	Disabled or impaired (n=160)	Working or self-employed (n=673)
Know a lot/fair amount about artificial intelligence	**31%**	38%	25%	50%	38%	20%	13%	28%	23%	29%	47%	28%	35%
Know little or nothing about artificial intelligence	**68%**	61%	74%	48%	62%	78%	85%	71%	75%	68%	52%	70%	64%
More excited than concerned about artificial intelligence	**12%**	17%	7%	13%	13%	11%	4%	11%	8%	3%	18%	8%	13%
Equally concerned and excited	**35%**	35%	36%	42%	38%	30%	27%	31%	33%	29%	47%	30%	37%
More concerned than excited	**47%**	42%	51%	40%	42%	53%	58%	52%	54%	57%	29%	55%	44%
Use AI at least weekly	**73%**	77%	69%	80%	76%	67%	59%	69%	71%	75%	82%	63%	75%
Use AI less than once a week	**27%**	23%	31%	20%	24%	33%	41%	31%	29%	25%	18%	37%	25%

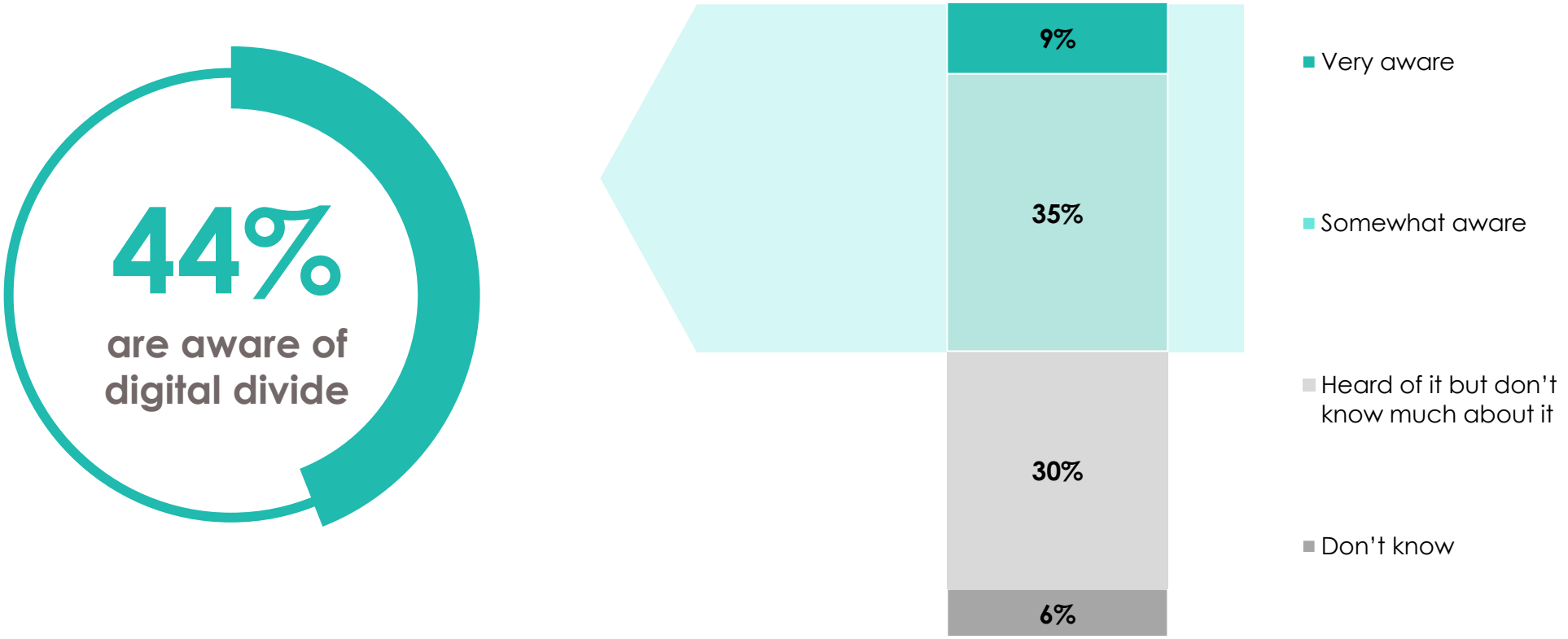
Significantly higher than average
Significantly lower than average

Digital Equity

Not quite half of New Zealanders say they are aware of the digital divide in Aotearoa.

One in ten say they are very aware.

Awareness of digital divide in Aotearoa

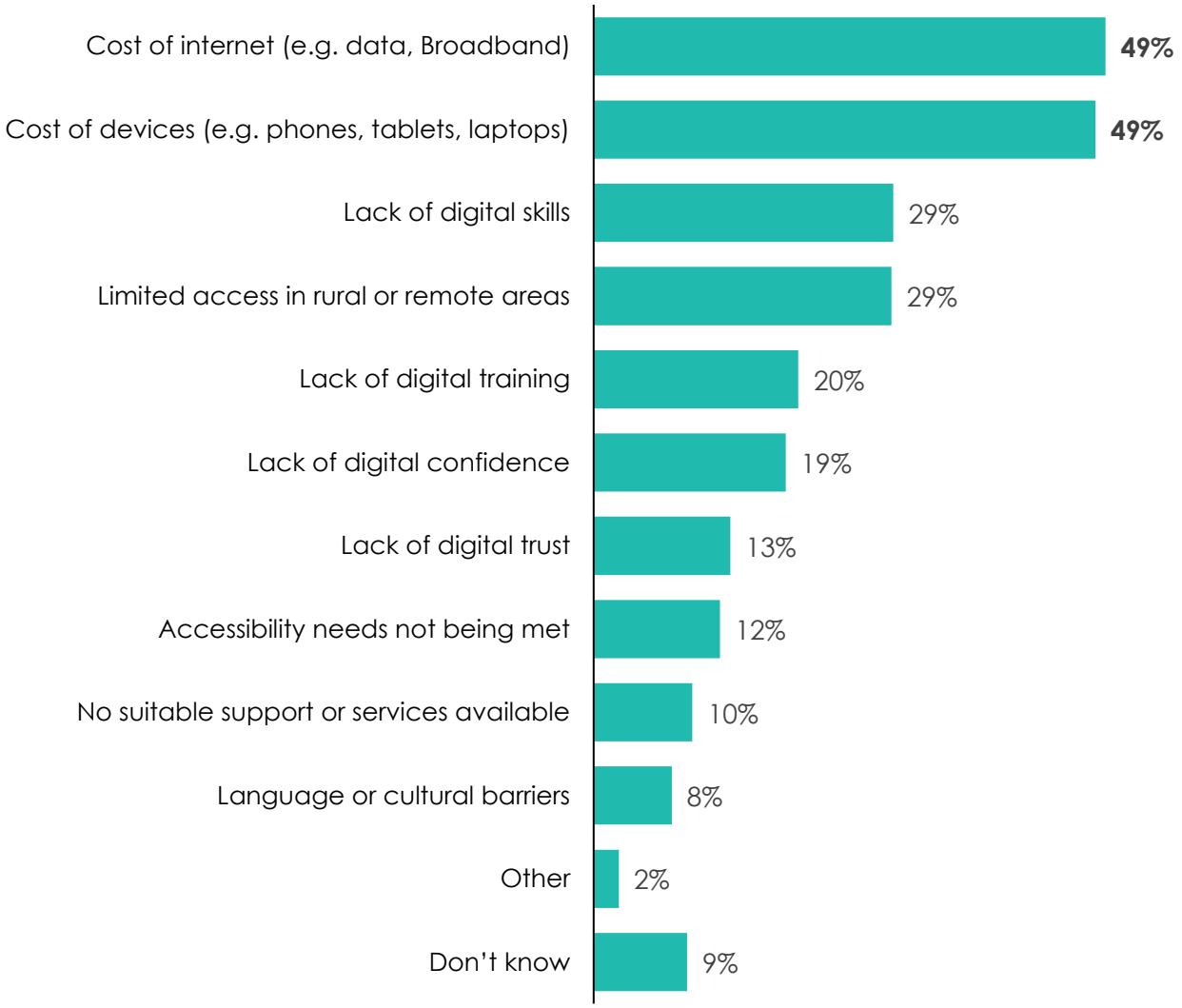


Source: QDE1. How would you describe your awareness of the digital divide in Aotearoa – the gap between people who have reliable access, skills, and support to use digital technology, and those who do not?
Base: All people (2025 n=1,003).

New Zealanders believe the main reason for this divide is cost:

1. Cost of the internet, and
2. Cost of devices.

Perceived barriers of digital participation

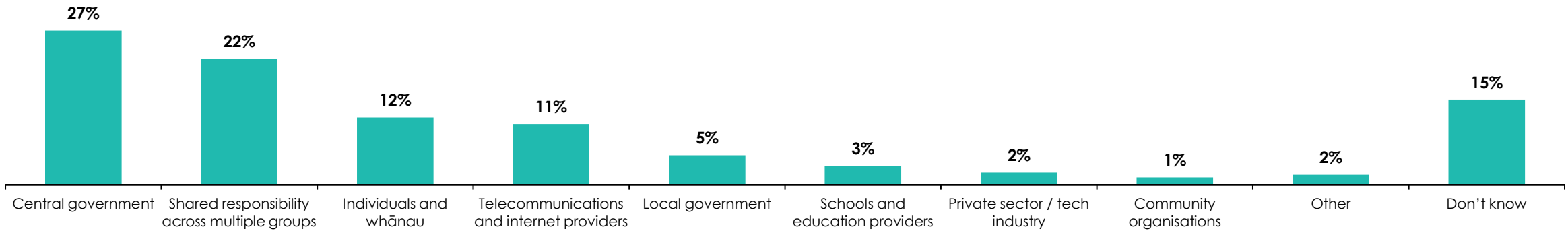


Source: QDE3. What do you see as the biggest barriers preventing people in Aotearoa New Zealand from being digitally included? Please select a maximum of 3.
Base: All people (2025 n=1,003).

One in four New Zealanders feel central government should have the primary responsibility for ensuring everyone in Aotearoa can participate fully online.

In addition, one in five consider it a shared responsibility.

Responsibility for ensuring everyone in New Zealand can participate fully online

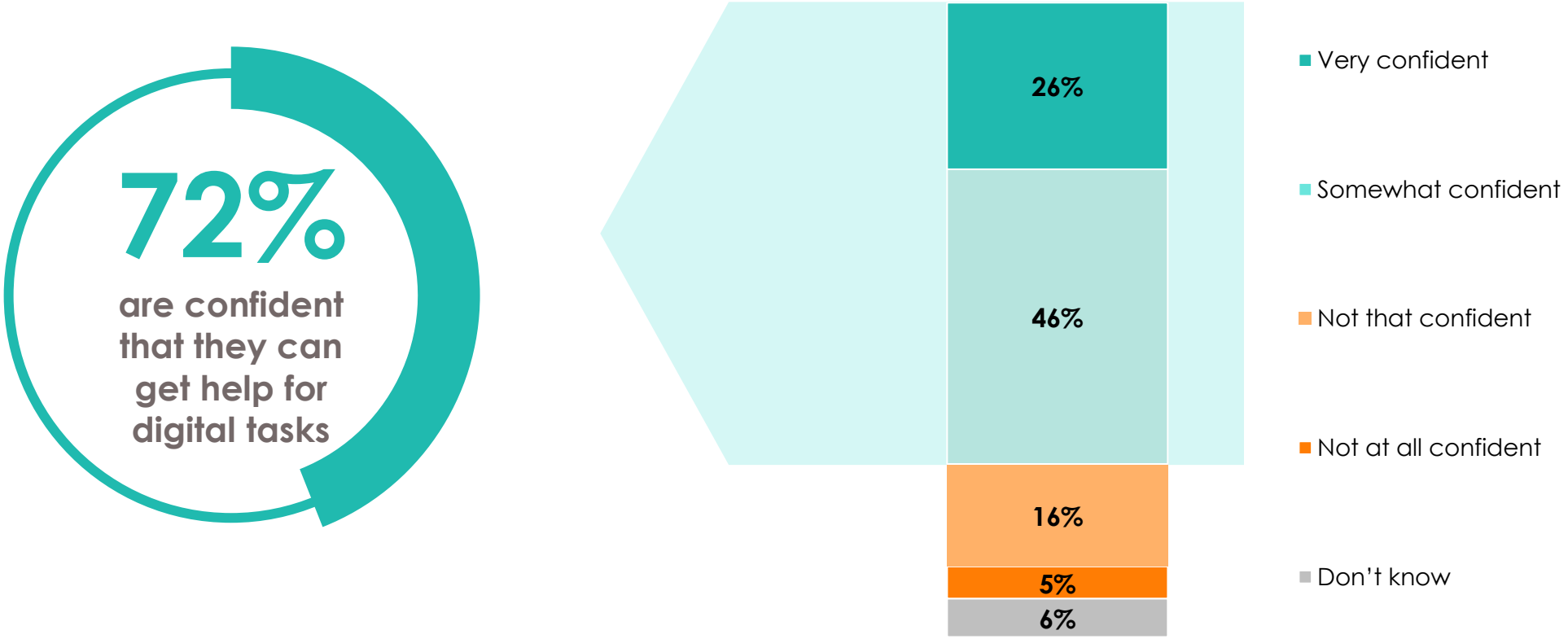


Source: QDE2. Who do you believe should have the primary responsibility for ensuring everyone in Aotearoa New Zealand can participate fully online?
Base: All people (2025 n=1,003).

Most New Zealanders feel confident that they could access help for digital tasks if needed.

However, 21% lack confidence in support availability.

Confidence of available support



Source: QDE4. If you needed help with a digital task (e.g. using online government services or setting up a device), how confident are you that you could get the support you need?
Base: All people (2025 n=1,003).
Note: Percentages do not always sum to 100% due to rounding.

Compared to other age groups, telco and internet providers are seen as more responsible by those age 50+ for ensuring everyone can participate fully online.

Younger New Zealanders are more likely to consider the local government responsible.

DEMOGRAPHIC ANALYSIS		Gender		Age			Ethnicity				Disability
	Average (n=1,003)	Men (n=487)	Women (n=513)	18-29 (n=198)	30-49 (n=347)	50+ (n=458)	NZ European (n=636)	Māori (n=169)	Pacific peoples (n=77)	Asian peoples (n=234)	Disabled or impaired (n=160)
Aware of digital divide	44%	44%	43%	43%	41%	46%	44%	47%	45%	45%	46%
Not aware (heard of it & not at all aware) of digital divide	50%	50%	50%	50%	53%	47%	50%	48%	50%	48%	51%
Central government is responsible for availability of online access	27%	30%	24%	24%	27%	28%	27%	24%	25%	27%	30%
Shared responsibility for online participation	22%	19%	25%	21%	23%	22%	22%	22%	24%	23%	16%
Local government is responsible	5%	5%	6%	10%	5%	3%	4%	5%	5%	8%	3%
Telecommunications and internet providers are responsible	11%	11%	11%	6%	7%	16%	12%	12%	10%	7%	20%
Confident that they can get support for digital tasks	72%	73%	72%	72%	73%	72%	74%	79%	75%	71%	69%
Not confident that they can get support for digital tasks	21%	21%	22%	23%	19%	22%	20%	18%	21%	24%	24%

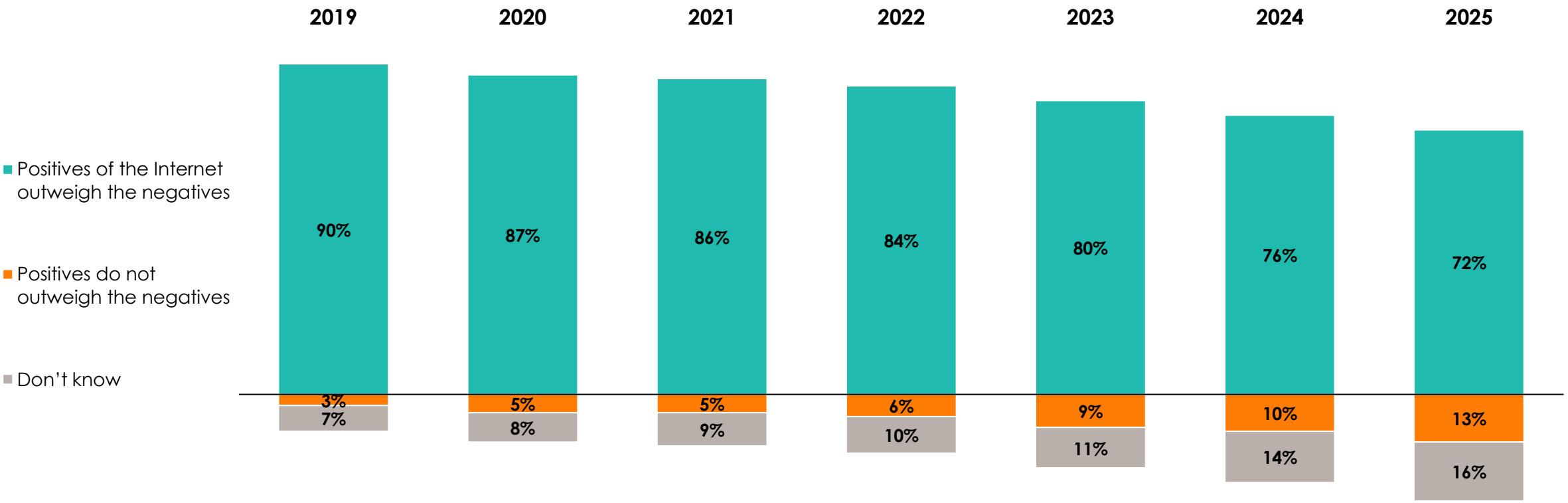
Significantly higher than average
Significantly lower than average

Perceptions, concerns and experiences

Less than three in four New Zealander's feel the positives of internet outweigh the negatives.

This positivity has declined year-on-year since 2019, with nearly a third of New Zealander's either believing the positives don't outweigh the negatives, or they're unsure.

General internet perceptions

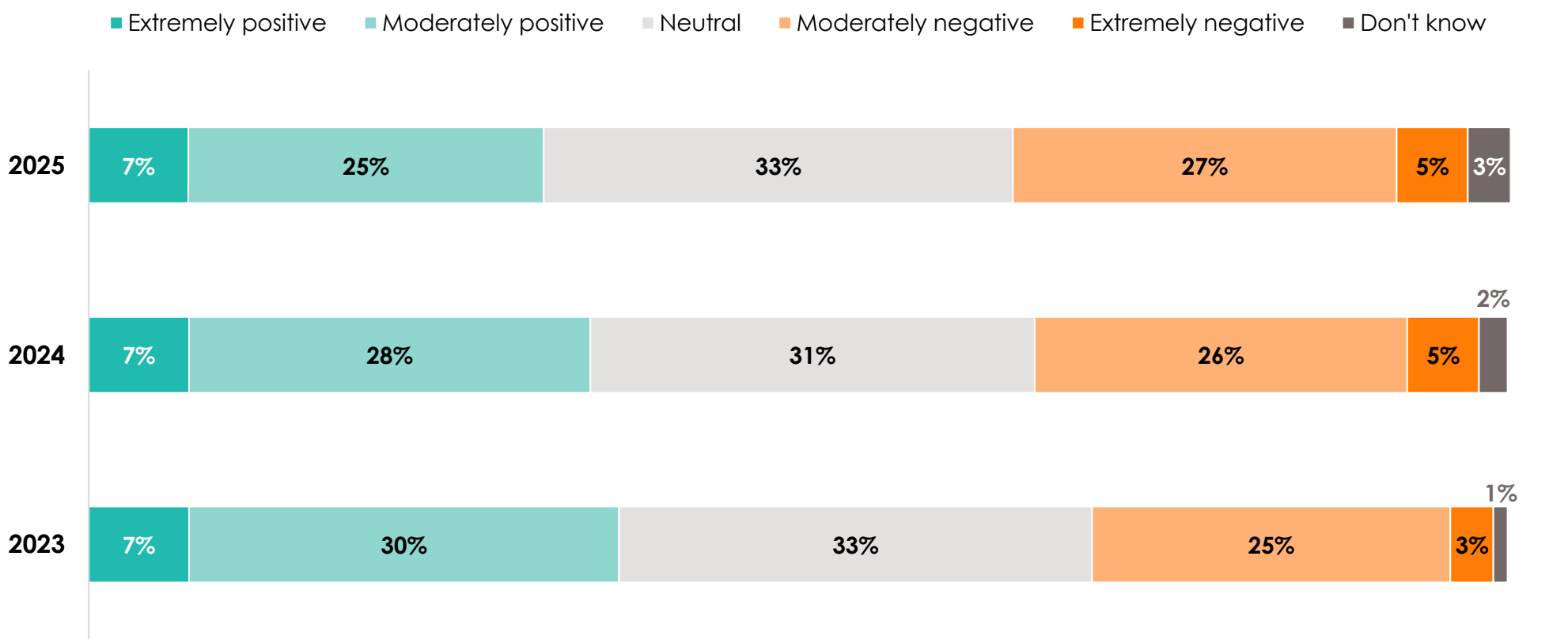


Source: Q37. There are positives and negatives to the internet, but overall do you think the positives outweigh the negatives?.
Base: All people (2019 n=1,001, 2020 n=1,000, 2021 n=1,001, 2022 n=1,001, 2023 n=1,001, 2024 n=1,001, 2025 n=1,003).

Over the last three years, there has been a decline in overall positivity of the impact that the internet has on cultural beliefs and values.

Although one in three continue to feel positive, the same amount now feel negative about the internet's impact.

Perceived impact the Internet has on cultural beliefs and values



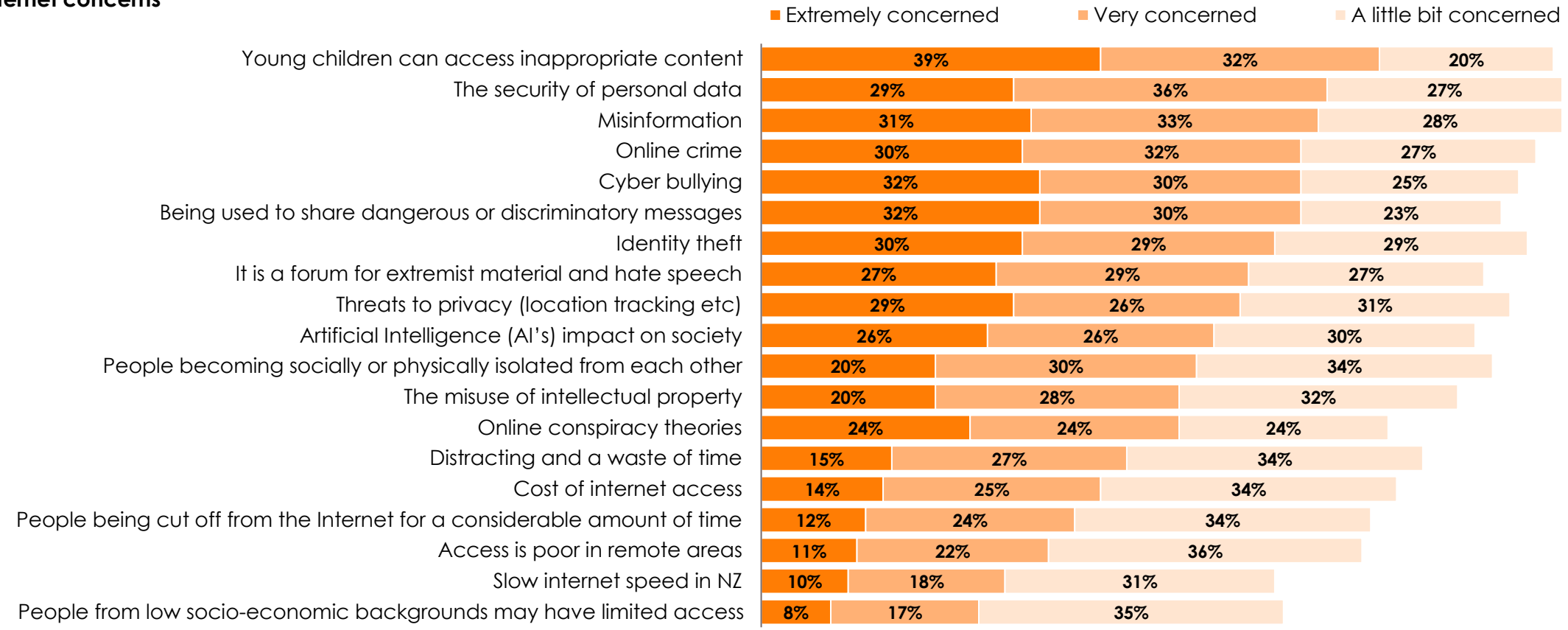
	Total positive	Total negative
2025	32%	32%
2024	35%	31%
2023	37%	28%

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, 2025 n=1,003).

New Zealanders continue to have a myriad of concerns about the internet in general.

The primary concern remains children's access to inappropriate content, while concerns about misinformation have risen and now rank among the top three.

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 (2025 n=1,003).

Women, New Zealanders aged 50+ years, and Pacific peoples are more likely than average to have concerns with different aspects of the internet.

On the other hand, men and New Zealanders under 30 years tend to be less concerned than average.

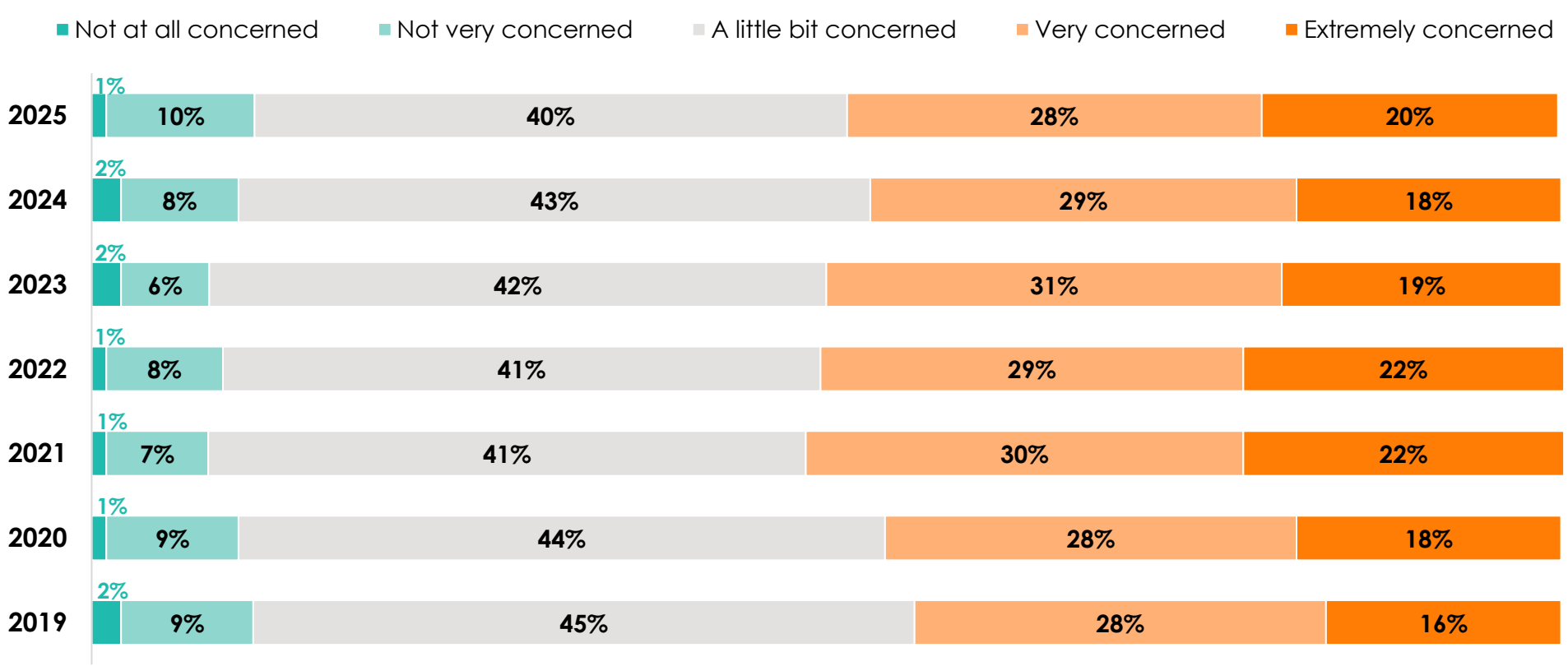
DEMOGRAPHIC ANALYSIS		Gender		Age				Ethnicity				Disability	Work status
% extremely / very concerned	**Average** (n=1,003)	Men (n=487)	Women (n=513)	18-29 (n=198)	30-49 (n=347)	50-69 (n=322)	70+ (n=136)	NZ European (n=636)	Māori (n=169)	Pacific peoples (n=77)	Asian peoples (n=234)	Disabled or impaired (n=160)	Working or self-employed (n=673)
Young children can access inappropriate content	71%	62%	80%	60%	68%	78%	78%	72%	78%	87%	65%	74%	68%
The security of personal data	64%	58%	71%	53%	60%	70%	76%	61%	71%	83%	69%	73%	62%
Misinformation	64%	59%	68%	56%	60%	69%	73%	63%	67%	74%	64%	72%	61%
Cyber bullying	62%	53%	71%	49%	59%	69%	75%	63%	69%	78%	55%	69%	58%
Online crime	62%	57%	68%	52%	54%	71%	77%	61%	69%	78%	60%	72%	57%
Being used to share dangerous or discriminatory messages	61%	57%	66%	55%	58%	64%	73%	60%	64%	80%	64%	70%	59%
Identity theft	59%	53%	66%	50%	54%	65%	75%	57%	70%	83%	61%	70%	56%
It is a forum for extremist material and hate speech	56%	50%	61%	43%	52%	63%	67%	55%	59%	78%	53%	63%	53%
Threats to privacy (location tracking etc)	55%	48%	61%	47%	53%	57%	67%	52%	63%	76%	59%	60%	52%
Artificial Intelligence (AI's) impact on society	52%	44%	60%	52%	52%	51%	56%	53%	56%	68%	50%	58%	51%
People becoming socially or physically isolated	50%	45%	56%	45%	51%	50%	58%	50%	52%	64%	50%	53%	49%
Online conspiracy theories	48%	46%	51%	39%	44%	52%	64%	48%	46%	61%	46%	52%	45%
The misuse of intellectual property	48%	44%	52%	37%	45%	51%	62%	46%	48%	66%	50%	52%	45%
Distracting and a waste of time	42%	36%	48%	43%	48%	37%	38%	40%	39%	64%	49%	44%	44%
Cost of internet access	39%	38%	40%	36%	40%	38%	42%	36%	43%	54%	42%	54%	36%
People being cut off from the Internet for a considerable time	36%	34%	39%	33%	37%	36%	38%	34%	35%	49%	44%	50%	35%
Access is poor in remote areas	32%	30%	34%	29%	27%	34%	43%	32%	37%	44%	31%	45%	29%
Slow internet speed in NZ	29%	28%	29%	31%	26%	27%	34%	24%	33%	48%	41%	38%	26%
Low socio-economic groups may have limited access	25%	23%	27%	23%	28%	22%	28%	22%	30%	45%	31%	34%	25%

Significantly higher than average
Significantly lower than average

Just under half of people that use the internet for personal use are concerned about the security of their details online.

Around one in ten are not concerned about their personal details online.

Personal data security concerns

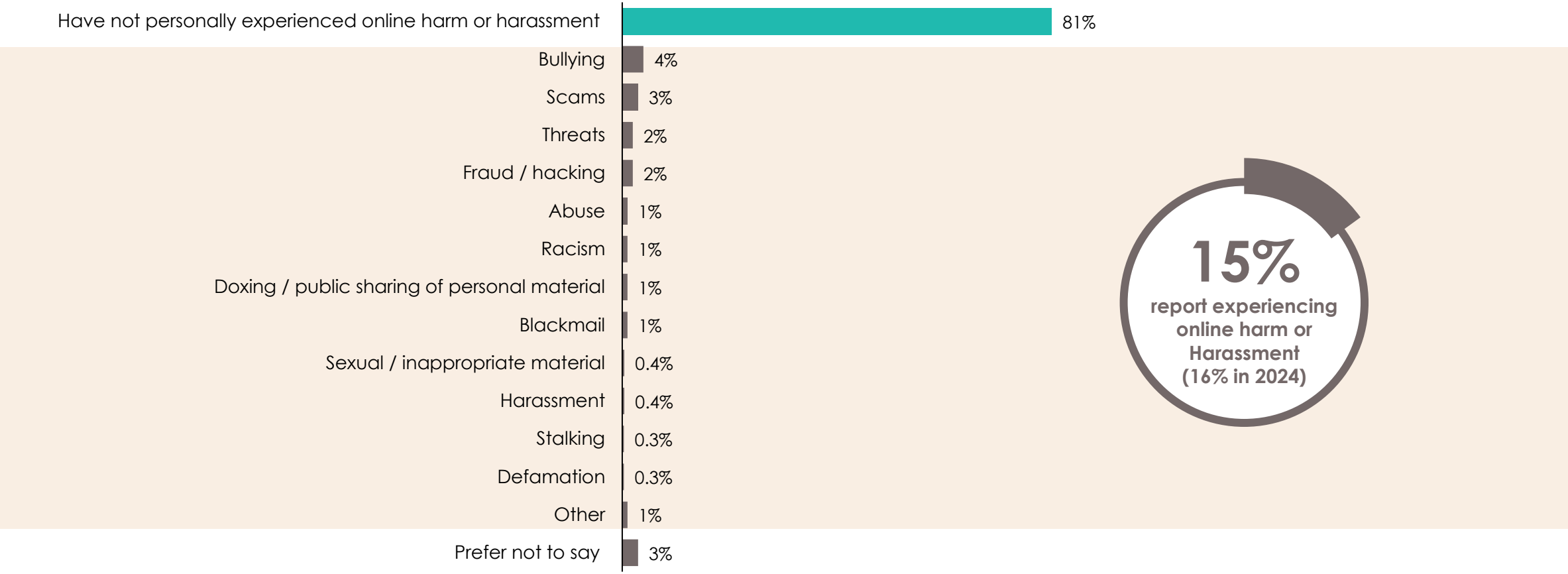


	Total not at all/ not very concerned	Total very/ extremely concerned
2025	12%	48%
2024	10%	47%
2023	8%	50%
2022	9%	50%
2021	8%	52%
2020	10%	46%
2019	11%	44%

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, 2025 n=996).

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

There are many different types of harm/harassment experienced, with bullying, scams, threats, and fraud / hacking being the most common.



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? (coded)
Base: All people (2025 n=1,003).

New Zealanders with a disability or impairment are the most likely to have experienced online harm or harassment, followed by Māori.

Women, New Zealanders over 70, and Pacific peoples have higher concerns about the security of their data.

DEMOGRAPHIC ANALYSIS		Gender		Age				Ethnicity				Disability	Work status
	Average (n=1,003)	Men (n=487)	Women (n=513)	18-29 (n=198)	30-49 (n=347)	50-69 (n=322)	70+ (n=136)	NZ European (n=636)	Māori (n=169)	Pacific peoples (n=77)	Asian peoples (n=234)	Disabled or impaired (n=160)	Working or self-employed (n=673)
Perceive the internet to have a negative impact on cultural beliefs and values	32%	26%	37%	21%	33%	38%	31%	35%	31%	35%	20%	30%	33%
Feel the positives of the Internet do not outweigh the negatives	13%	11%	14%	11%	15%	14%	8%	13%	17%	17%	10%	10%	14%
Concerned about security of personal details when using them on the internet	48%	44%	52%	43%	44%	51%	58%	43%	61%	77%	56%	58%	45%
Personally experienced online harm or harassment	15%	15%	16%	16%	15%	16%	13%	14%	20%	14%	17%	27%	14%

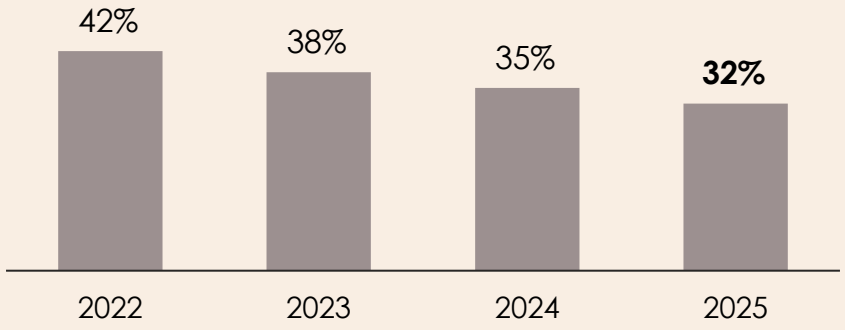
Significantly higher than average
Significantly lower than average

Online safety

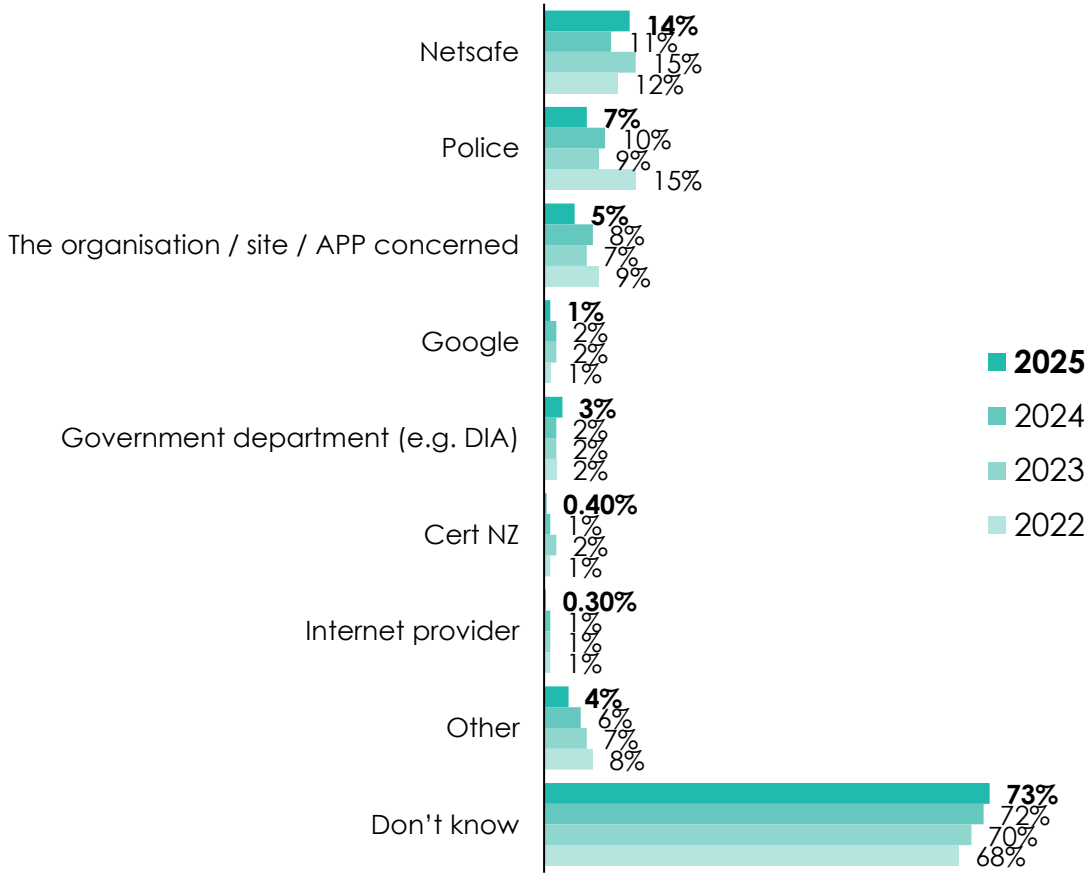
Just under a third of New Zealanders feel they know where to report content that could be considered concerning, harmful, or dangerous.

Fourteen percent would report it to Netsafe, but three quarters don't know where to report something.

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, 2025 n=1,003).

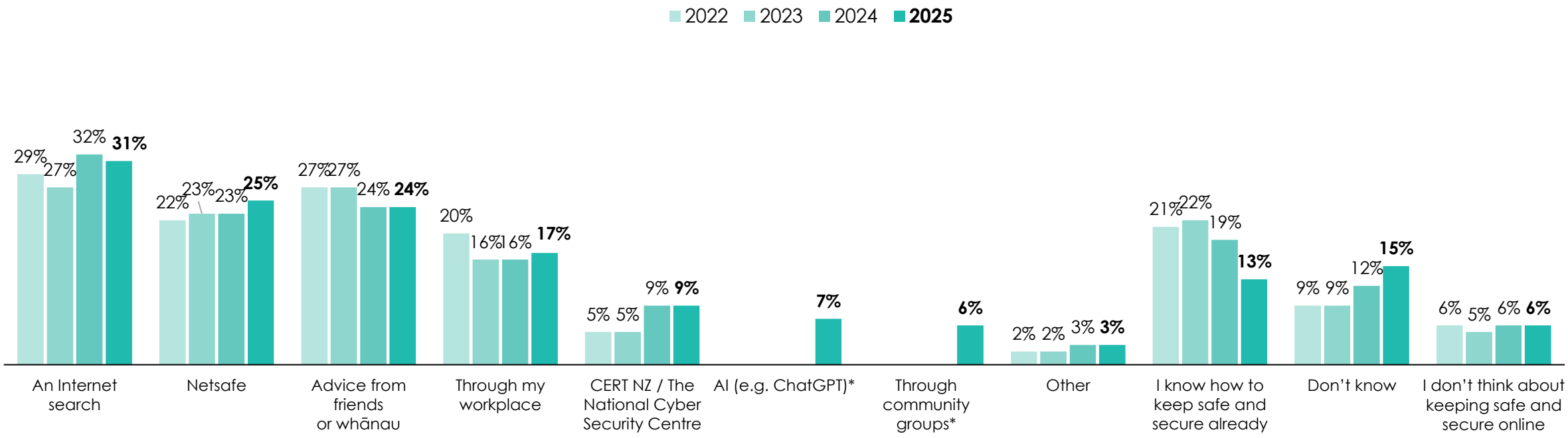


Source: Q82. And where would you go to report something that you had seen online that might be concerning, harmful or dangerous? (coded)
Base: All people (2022 n=1,001, 2023 n=1,001, 2024 n=1,001, 2025 n=1,003).

Compared to 2024, fewer New Zealanders now feel they already know how to keep safe and secure online.

A quarter of New Zealanders say they would go to Netsafe for information about keeping safe and secure online.

Information sources for keeping safe and secure online

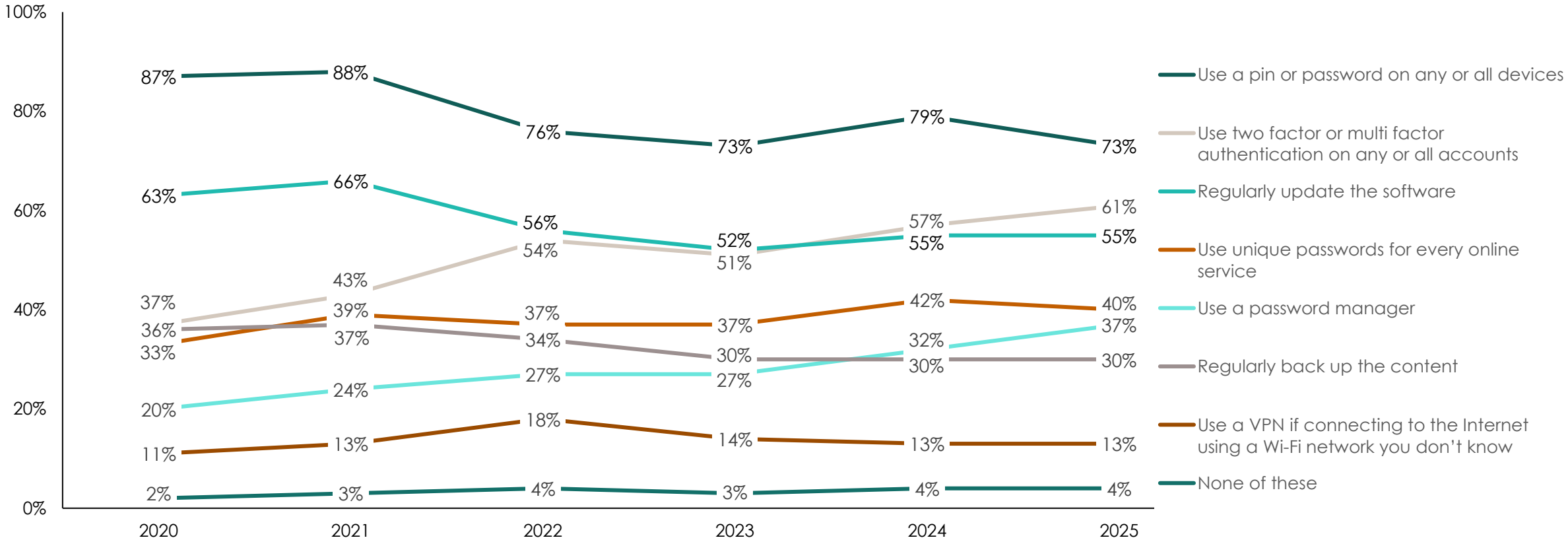


Source: Q67. Where do you go for information about keeping safe and secure online? Please select all that apply.
Base: All people (2022 n=1,001, 2023 n=1,001, 2024 n=1,001, 2025 n=1,003). * These questions were asked for the first time in 2025.

Three quarters of New Zealanders use a pin or password on their devices as a security precaution.

Nearly two thirds now use two factor or multi factor authentication, which is increasing in usage over the last few years. Just 4% use none of these methods for securing their devices.

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, 2025 n=1,003).

Women and Māori are more likely than average to get advice from friends and whānau about keeping safe and secure online.

Younger New Zealanders are less likely than average to use passwords and/or pins on their devices and update the software regularly, while elderly people are less likely than average to use multifactor authentication.

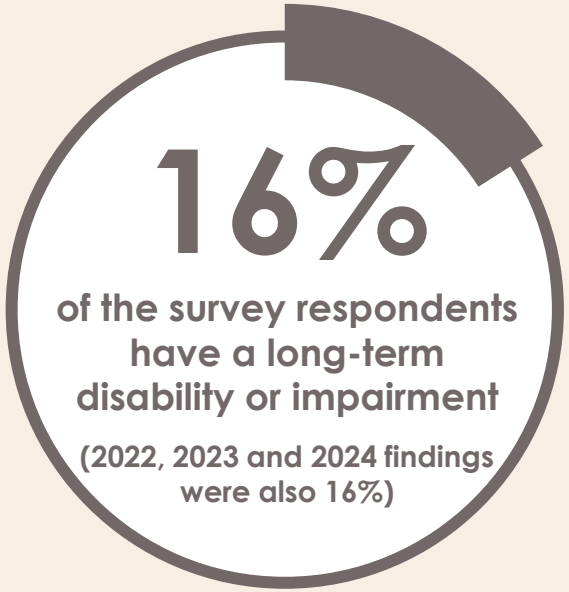
DEMOGRAPHIC ANALYSIS		Gender		Age				Ethnicity				Disability	Work status
	Average (n=1,003)	Men (n=487)	Women (n=513)	18-29 (n=198)	30-49 (n=347)	50-69 (n=322)	70+ (n=136)	NZ European (n=636)	Māori (n=169)	Pacific peoples (n=77)	Asian peoples (n=234)	Disabled or impaired (n=160)	Working or self-employed (n=673)
Finding info on internet safety and security through an internet search	31%	33%	30%	34%	32%	31%	26%	29%	29%	38%	41%	30%	34%
Advice from friends or whānau	24%	18%	29%	23%	21%	23%	32%	23%	34%	26%	24%	26%	21%
Netsafe	25%	24%	26%	21%	24%	30%	21%	26%	31%	25%	26%	27%	25%
Through workplace	17%	14%	21%	13%	23%	19%	6%	16%	20%	27%	20%	10%	24%
Use a pin or password on any or all devices	73%	70%	76%	68%	71%	78%	76%	76%	76%	71%	65%	73%	72%
Use multi factor authentication	61%	60%	62%	58%	65%	65%	43%	58%	58%	63%	64%	55%	65%
Regularly update the software	55%	57%	52%	43%	57%	59%	54%	54%	58%	53%	58%	58%	56%
Use unique passwords for every online service	40%	43%	37%	30%	39%	45%	45%	39%	42%	41%	38%	45%	38%
Use a password manager	37%	36%	37%	39%	40%	36%	26%	38%	40%	47%	31%	43%	37%
Regularly back up content	30%	33%	28%	28%	30%	33%	30%	30%	27%	32%	29%	36%	31%
Use a VPN if connecting using unknown Wi-Fi	13%	17%	10%	14%	12%	16%	9%	12%	11%	15%	16%	15%	15%

Significantly higher than average
Significantly lower than average

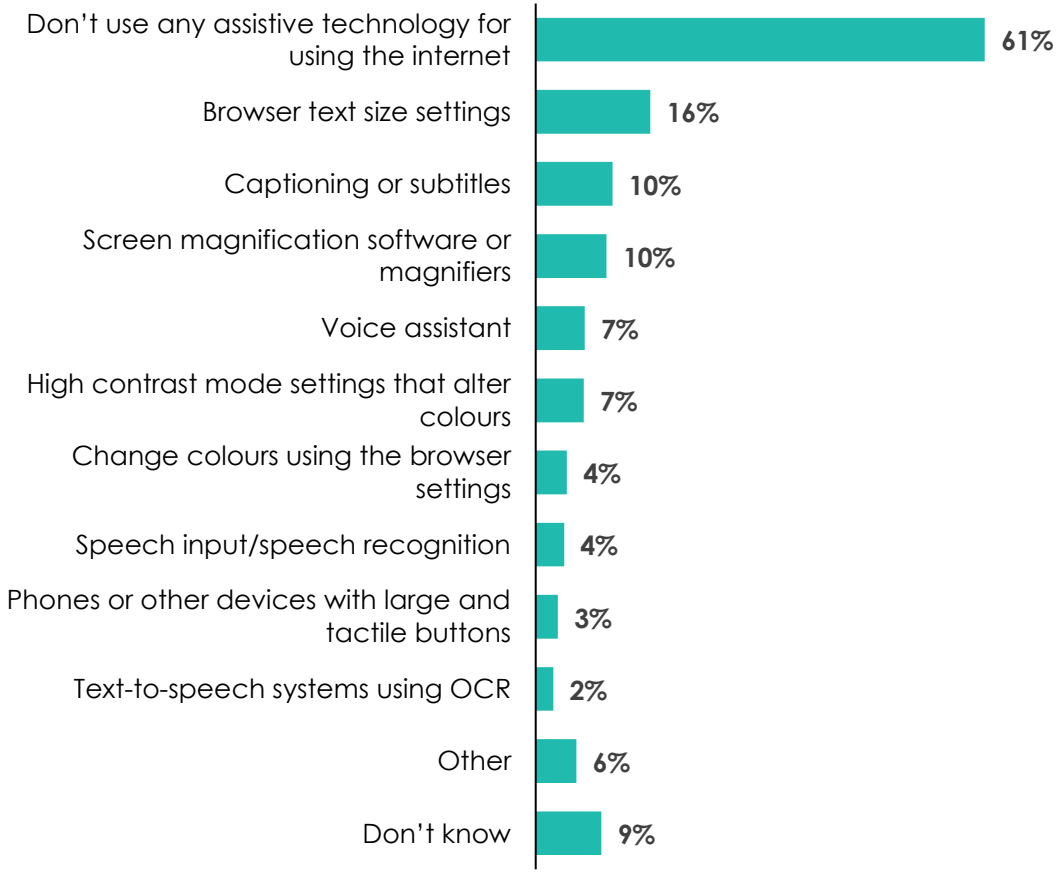
Accessibility tools

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

Almost 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, 2025 n=1,003).

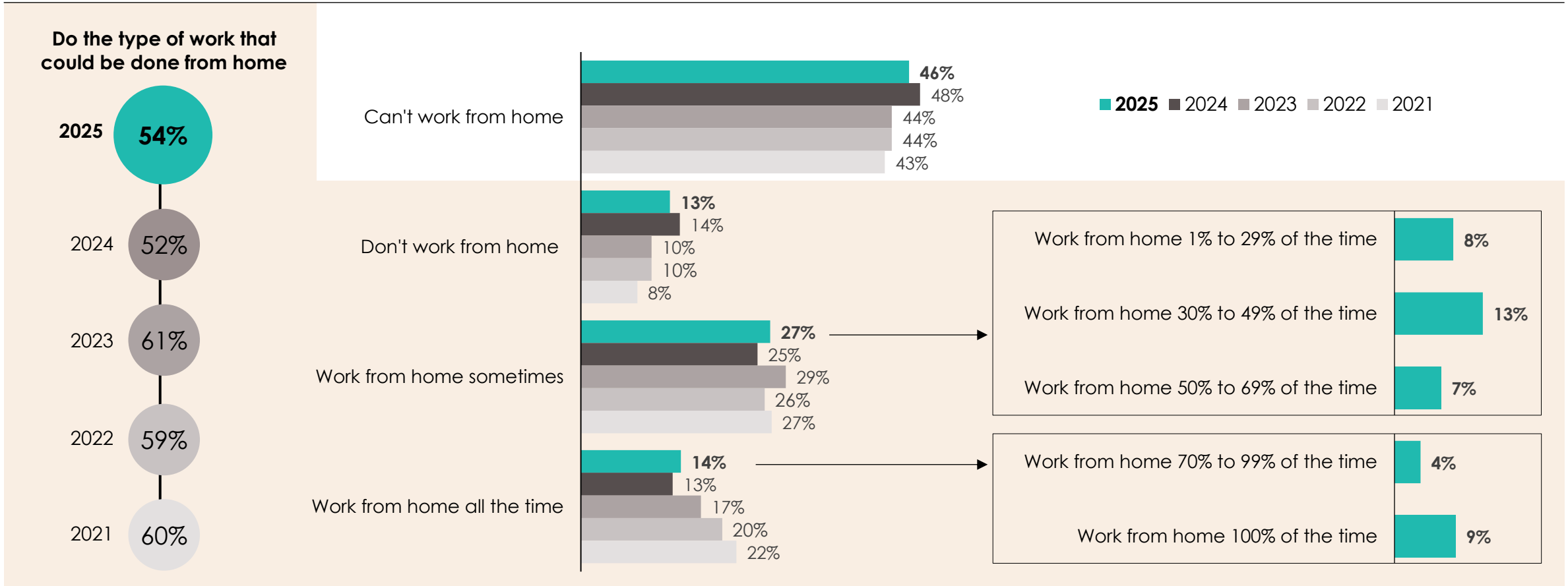


Source: Q85. And what, if any, assistive technology do you use when using the internet? For example, equipment, hardware, or software
Base: Those who identify as disabled or impaired (2025 n=160).

Flexible working

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

The proportion of those working from home sometimes and all of the time has remained stable since 2024.



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, 2025 n=673).

Those aged 30-49 are more likely than average to say their work cannot be done at home.

Younger New Zealanders (aged 18-29) are less likely than average to say they work from home all the time.

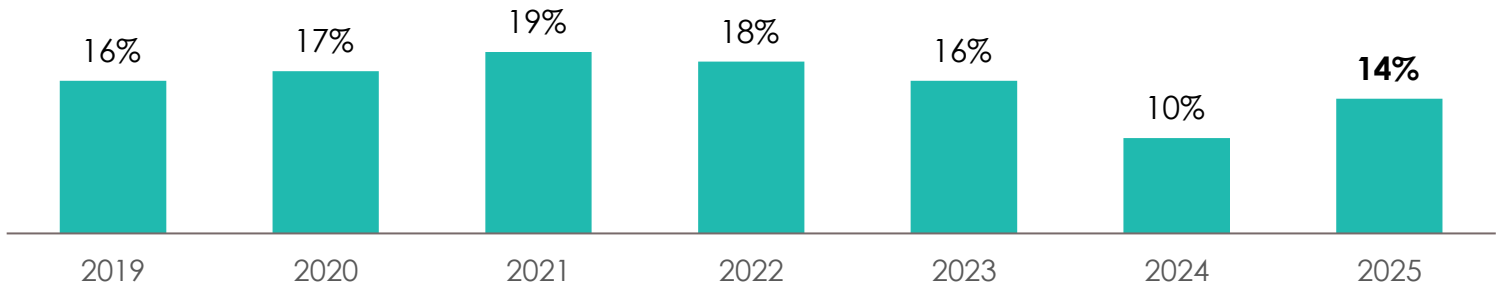
DEMOGRAPHIC ANALYSIS		Gender		Age			Ethnicity				Disability
	Average (n=673)	Men (n=341)	Women (n=329)	18-29 (n=144)	30-49 (n=306)	50+ (n=223)	NZ European (n=417)	Māori (n=102)	Pacific peoples (n=52)	Asian peoples (n=184)	Disabled or impaired (n=70)
Can't work from home	**46%**	50%	42%	51%	40%	52%	50%	51%	41%	40%	50%
Don't work from home	**13%**	12%	14%	10%	15%	12%	13%	11%	6%	12%	7%
Work from home sometimes	**27%**	26%	27%	34%	29%	19%	23%	26%	32%	34%	20%
Work from home all the time	**14%**	12%	17%	5%	17%	17%	14%	11%	21%	14%	22%

Significantly higher than average
Significantly lower than average

Awareness of InternetNZ

After a slow decline in awareness between 2021 and 2024, significantly more people have heard of InternetNZ in 2025.

Awareness of InternetNZ

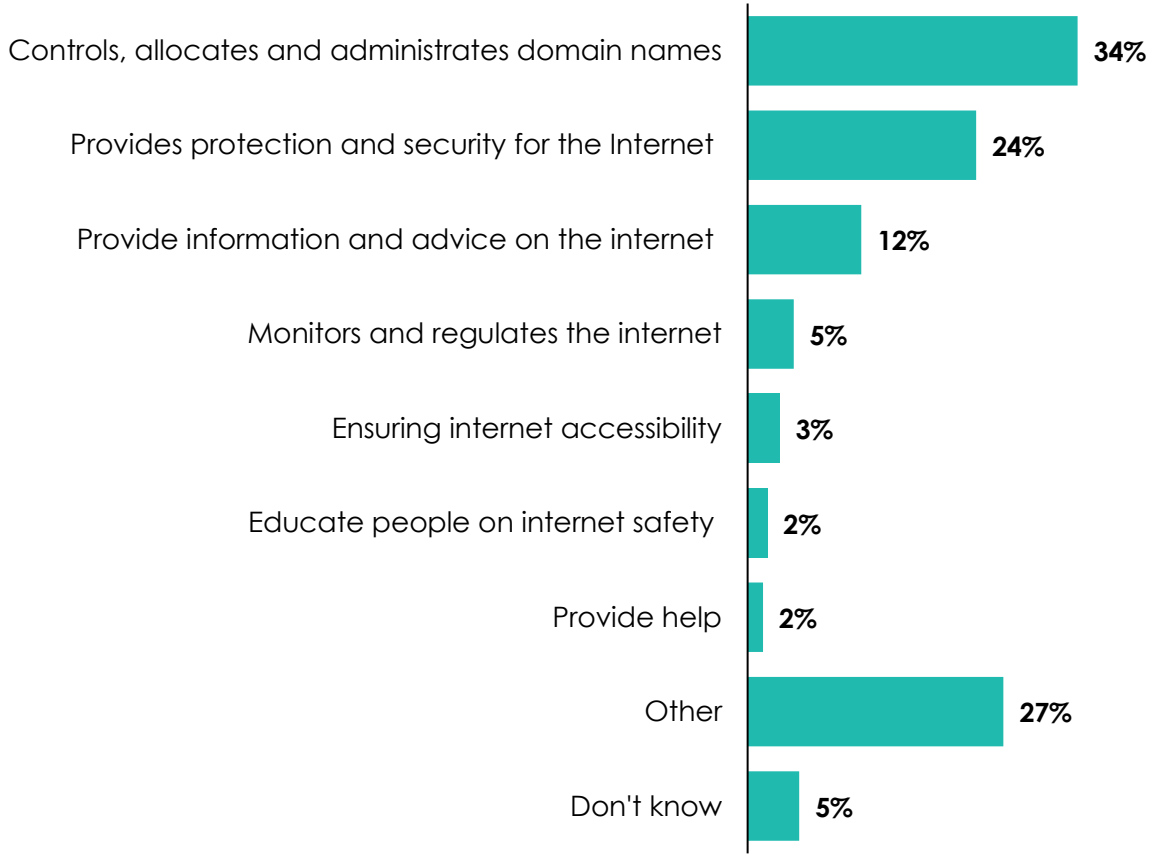


Source: **Q**60. Have you heard of an organisation called InternetNZ | Ipurangi Aotearoa?
Base: All people (2019 n=1,001, 2020 n=1,000, 2021 n=1,001, 2022 n=1,001, 2023 n=1,001, 2024 n=1,001, 2025 n=1,003).

Those who have heard of InternetNZ think that its main function is managing NZ domain names.

And one in four thinks of InternetNZ as a provider of protection and security for the internet.

Understanding of InternetNZ's role

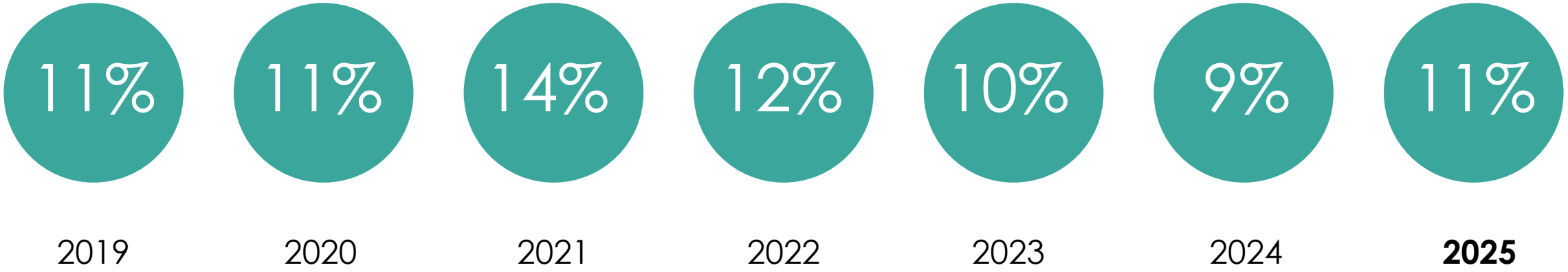


Source: Q61. What is your understanding of the role or function of InternetNZ? (coded)
Base: Those aware of InternetNZ (2024 n=108, 2025 n=142).

Consistently, one in ten New Zealanders are aware of the National Broadband Map.

There has been a slight increase in 2025 after a steady decline in awareness since 2021.

Awareness of the National Broadband map

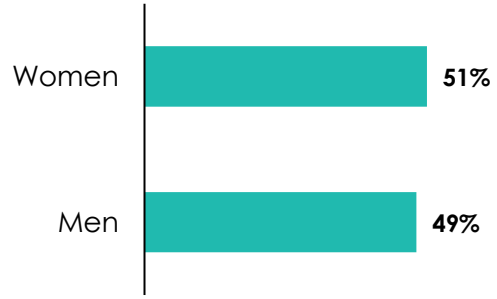


Source: Q66: Have you heard of the National Broadband map?
Base: All people (2019 n=1,001, 2020 n=1,000, 2021 n=1,001, 2022 n=1,001, 2023 n=1,001, 2024 n=1,001, 2025 n=1,003).

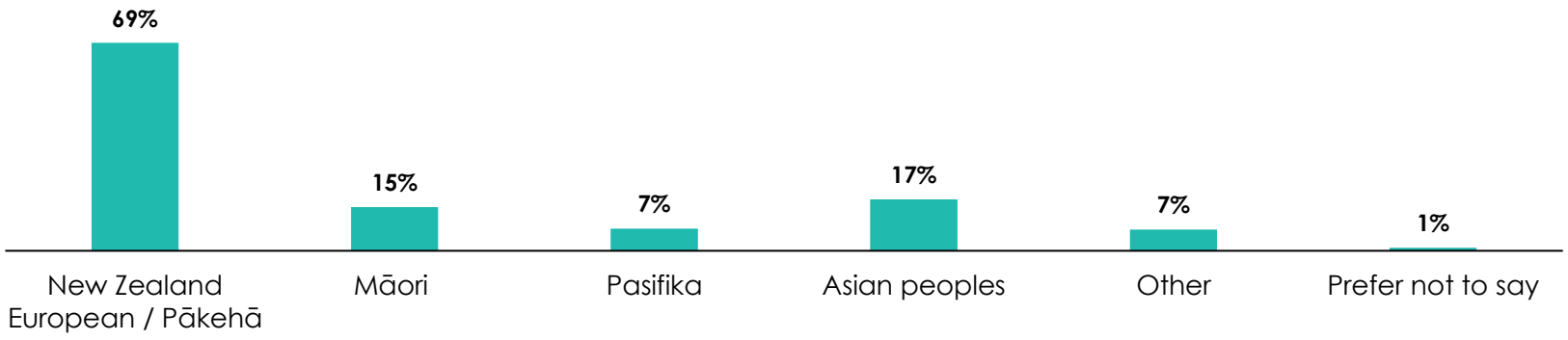
Appendix

2025 survey sample profile (weighted)

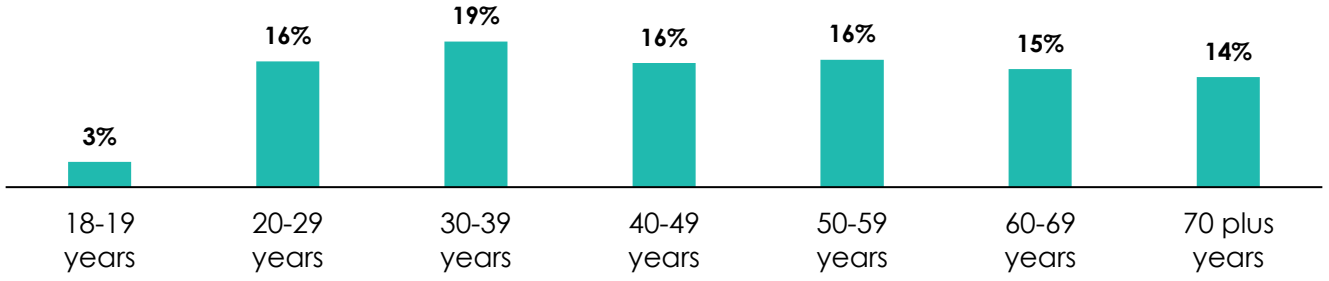
Gender



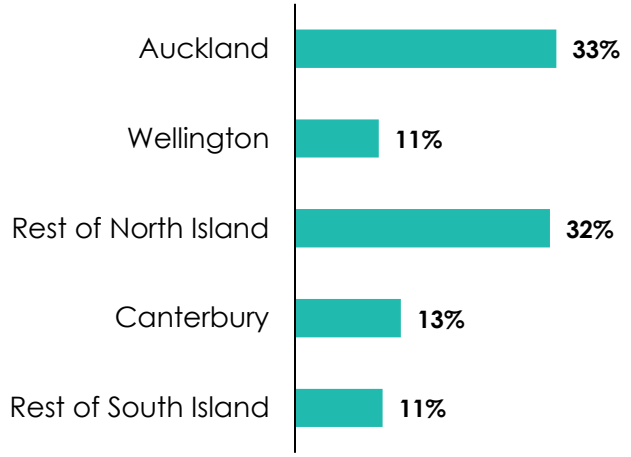
Ethnicity



Age



Region



Source: *Gender, age, region, ethnicity are the variables weighted to be representative of the NZ population.
Base: All people (2025 n=1,003).

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