

What Kiwis think of the Internet in New Zealand

Market research completed by UMR
in June 2017



InternetNZ

Background

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

Methodology and findings

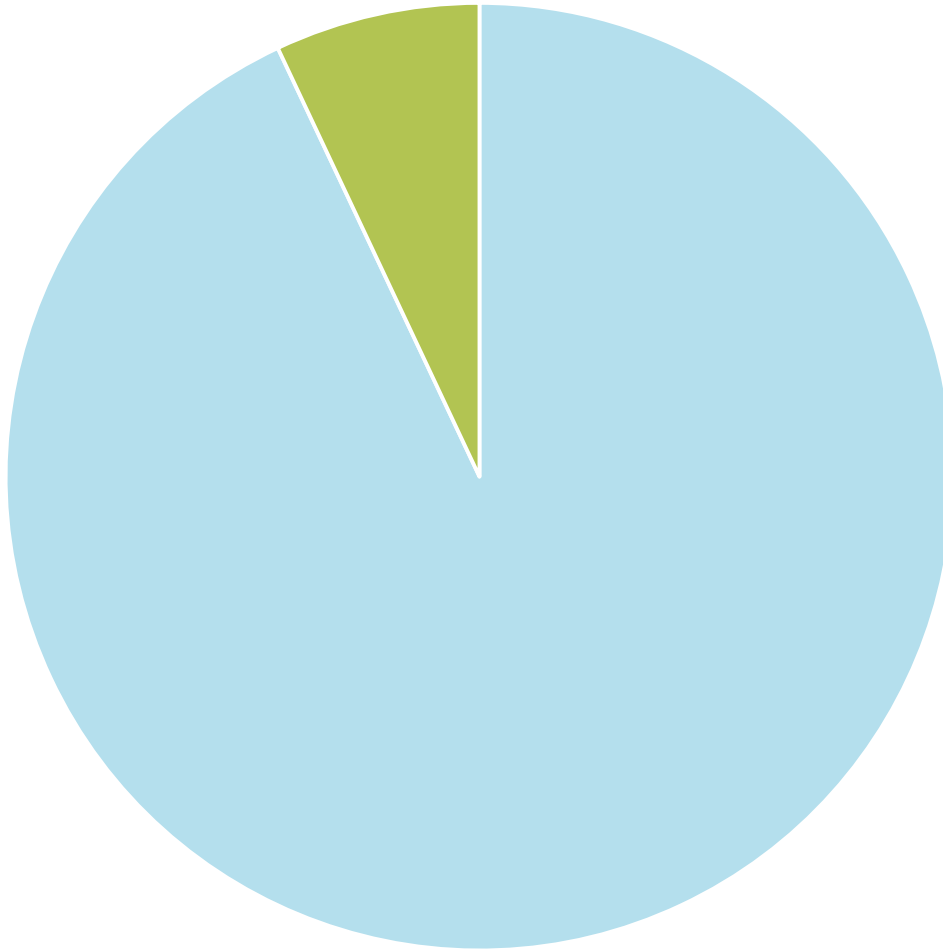
- We undertook the research via UMR Research
- Received the results in June 2017
- Questions asked via a telephone survey of a nationally representative sample of 750 New Zealanders aged 18 years and over
- Margin of error for sample size of 750 for a 50% figure at the 95% confidence level is $\pm 3.6\%$



Use of the Internet

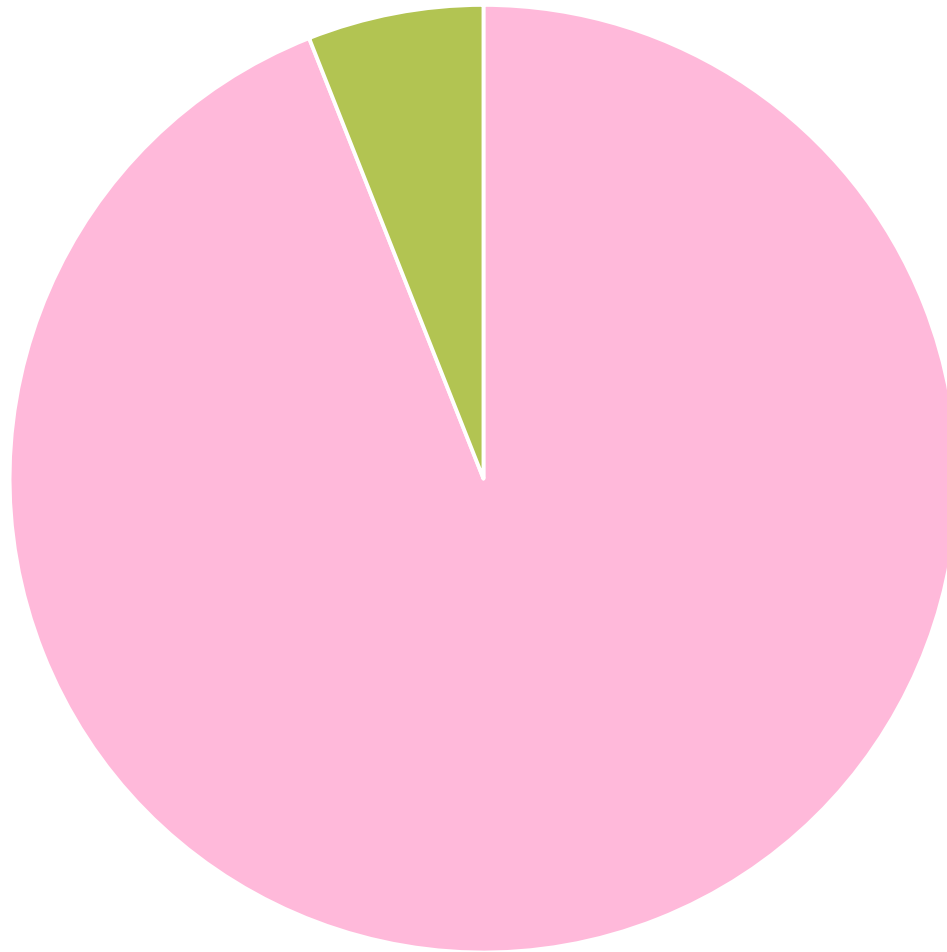


93% of Kiwis have access



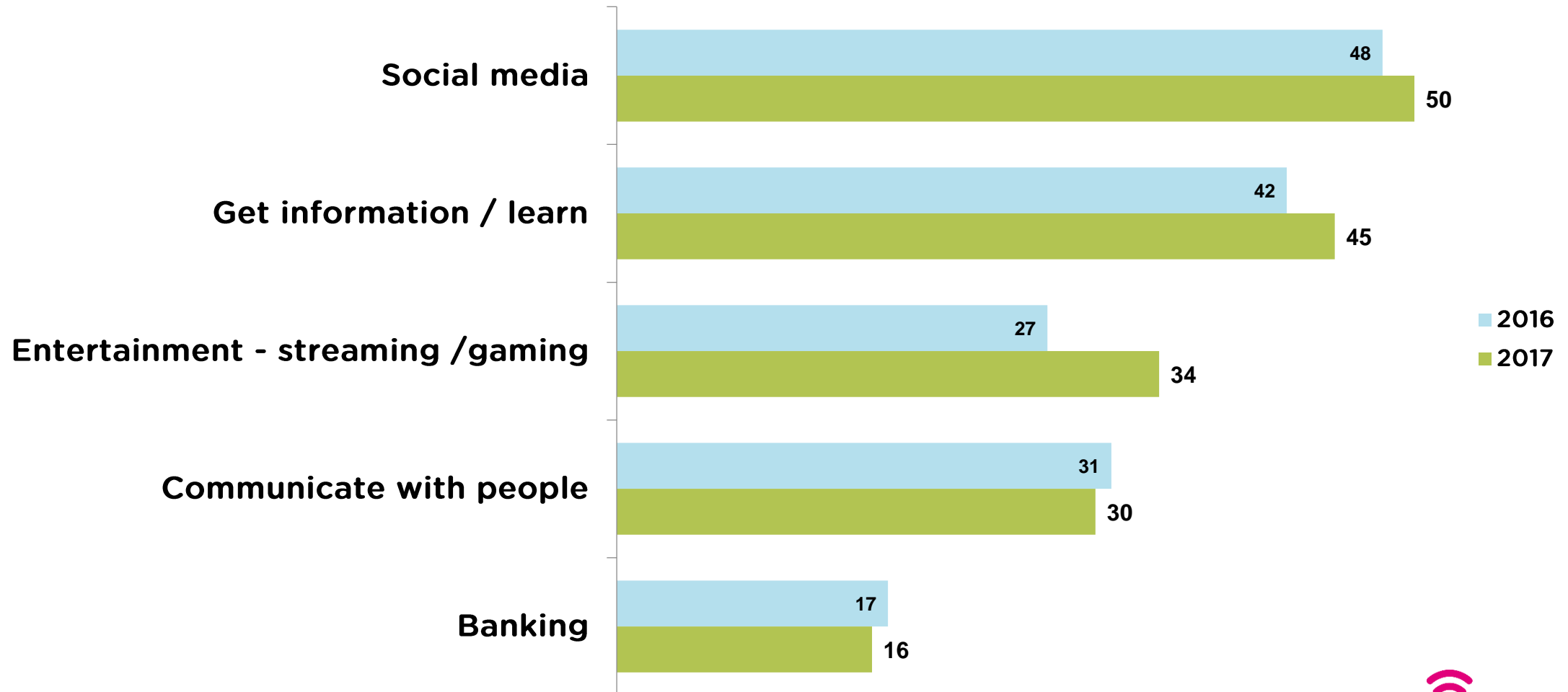
93% of New Zealanders have access to the Internet either **at home, work, or both** (no change from 2016)

94% access it at least once a day



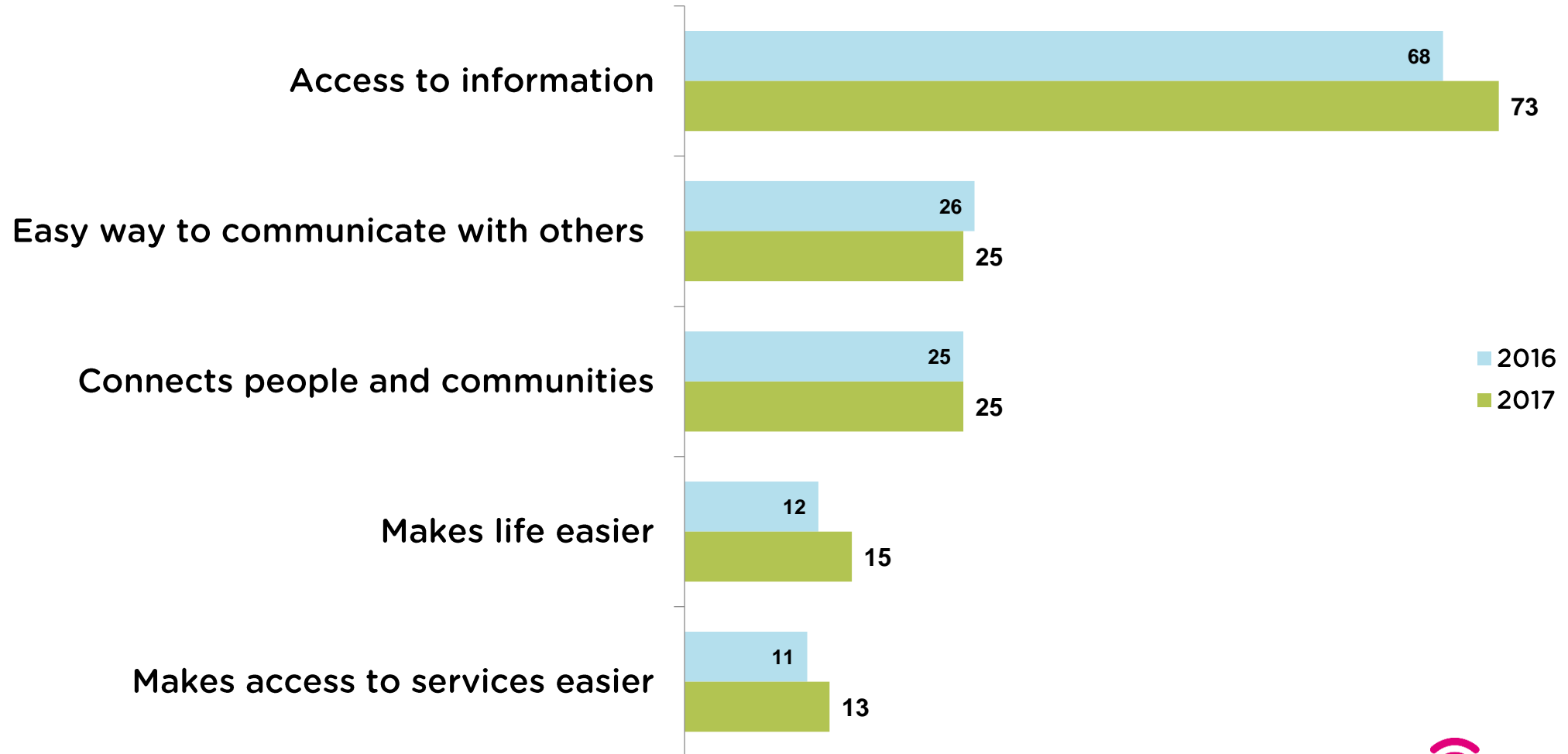
Of those who have access, 94% of Kiwis said they use the Internet **once a day or more**

Top 5 Internet uses



Main Internet benefits

Top 5 Internet benefits



73%

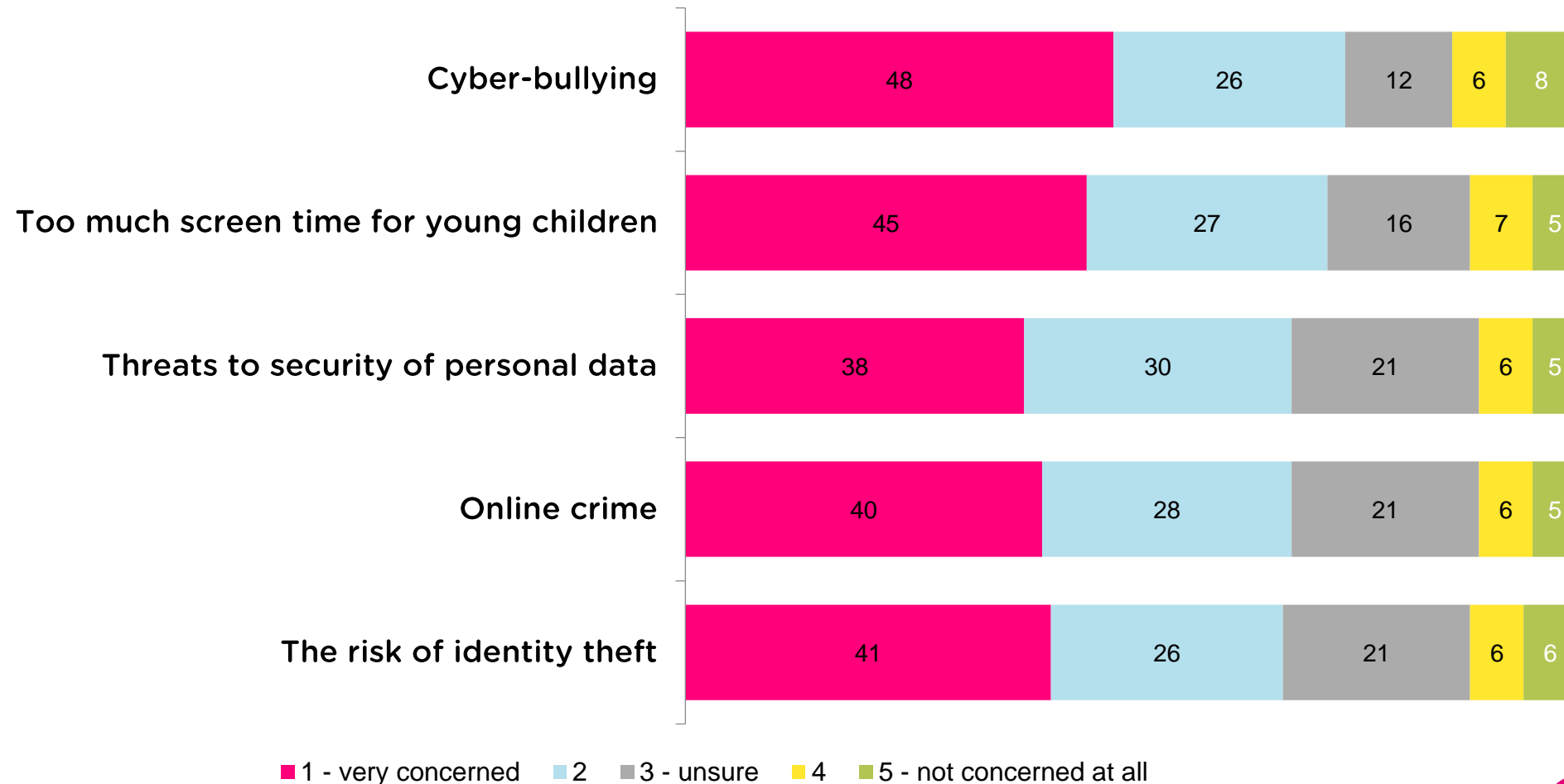
of Kiwis said the main benefit of the
Internet is the accessibility to
information

Main Internet concerns

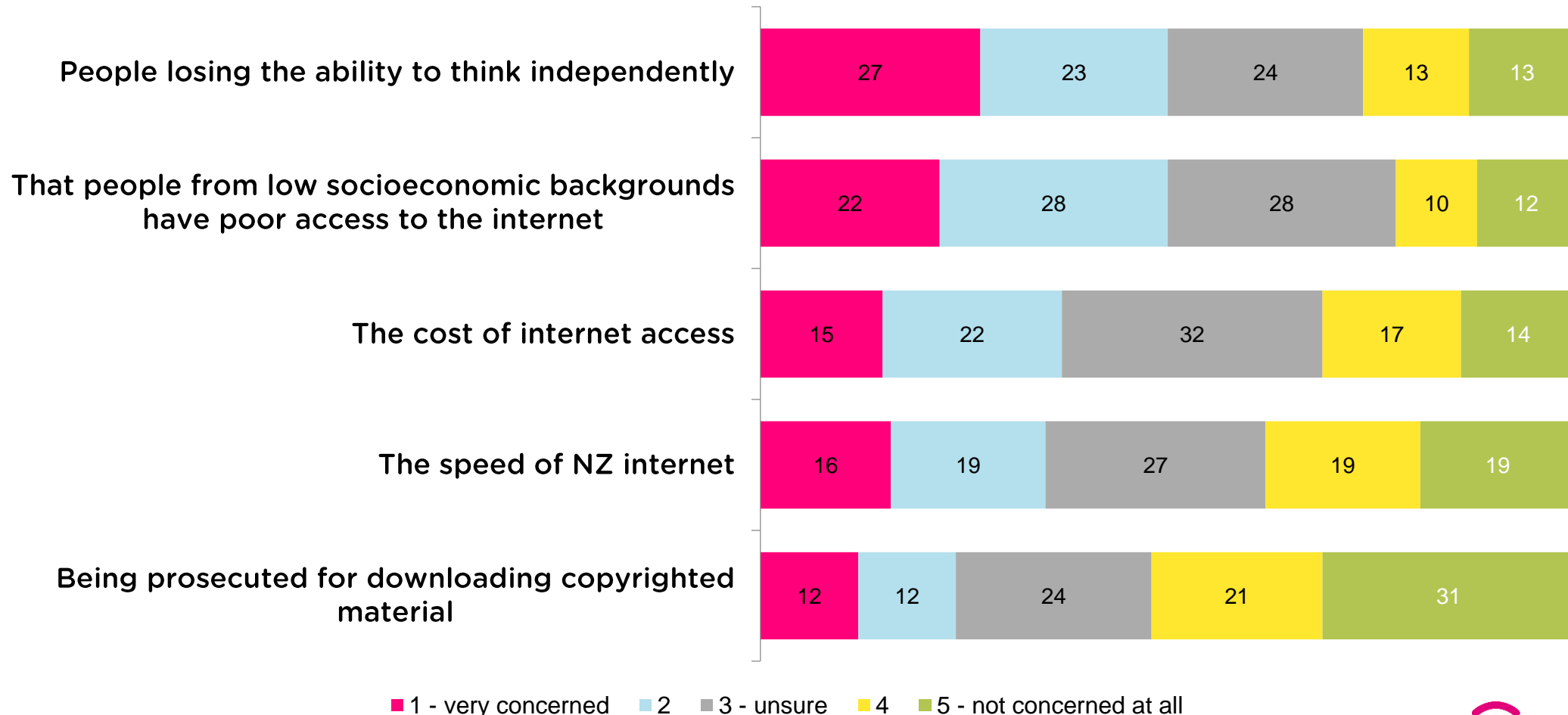
Top 5 Internet concerns (unprompted)



Top 5 Internet concerns (prompted)



Bottom 5 Internet concerns (prompted)



74%

rated cyber-bullying as a concern

When provided with specific concerns, 74% of respondents (up 5% from 2016) rated cyber-bullying as a concern (1+2, on a scale of 1 to 5 where 1 means very concerned and 5 means not concerned at all).

64%

are concerned about ‘fake news’

When provided with specific concerns, 64% were concerned about the amount of “misleading or wrong information” available on the Internet.

This is a **13% increase from 2016** and the largest increase in concern out of the tested concerns.

Compared to 2016, concern
levels fell by

5%

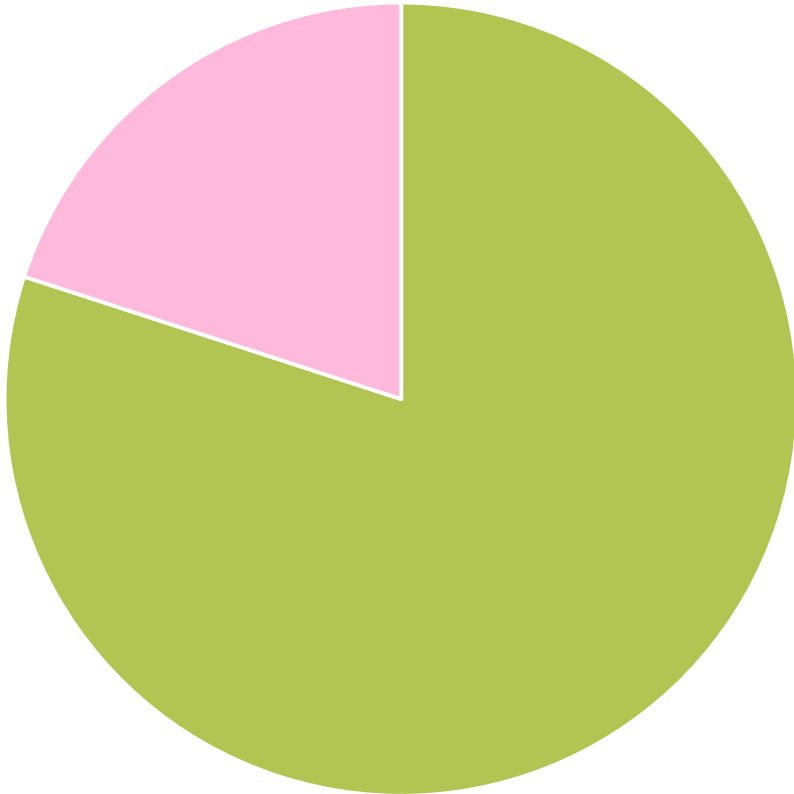
for the speed of New Zealand
Internet (35%) and the cost of
Internet access (37%)

Trust and security

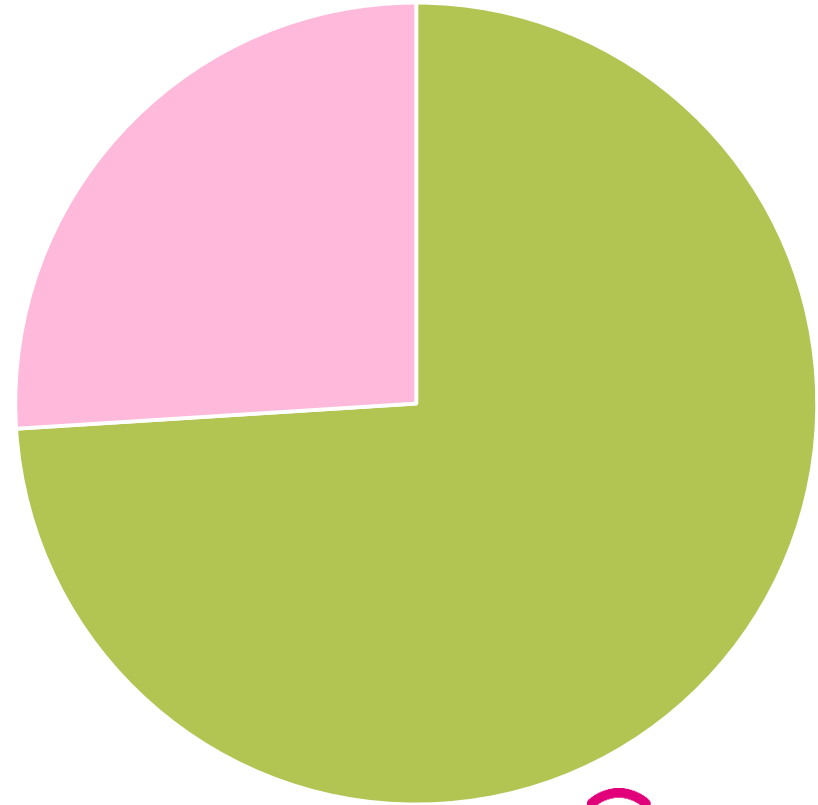
Up 11% from 2016...
now 38% said their **main**
concern (unprompted) is
threats to the security of
personal data



**80% use a PIN or
password on all
devices**



**74% regularly
update their
devices**



50%

**of Kiwis said they regularly back up
their device**

36%

**of Kiwis use two-factor
authentication**

Our focus areas at InternetNZ

Focus areas

1

Access to the Internet

Mapping digital divides to help solve them

Influencing telecommunications regulation for fair prices and great broadband

2

Trust on the Internet

Encouraging the use of two factor authentication

Developing and using a framework for improving online trust

3

Creative use of the Internet

Shaping copyright policy to protect creative potential

Encouraging and rewarding creative use of the Internet



InternetNZ