



Consumer perceptions of the internet

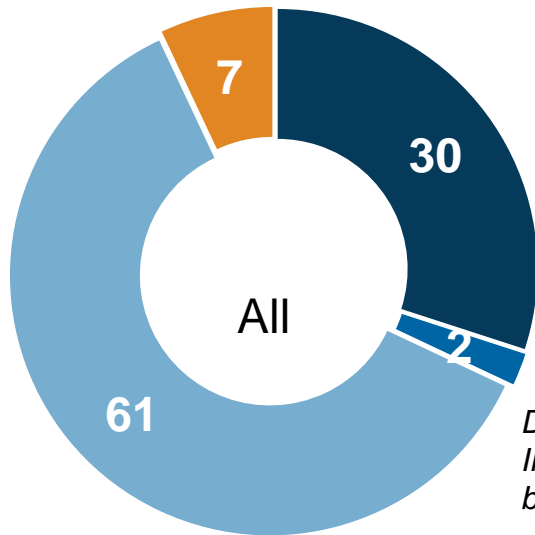
July 2016

Methodology

- Quantitative findings are based on a telephone survey of n=750 New Zealanders, aged 18 years and older
 - The margin of error for a 50% figure at the 95% confidence level is plus or minus 3.6%
 - Fieldwork was conducted between 20-26 July 2016

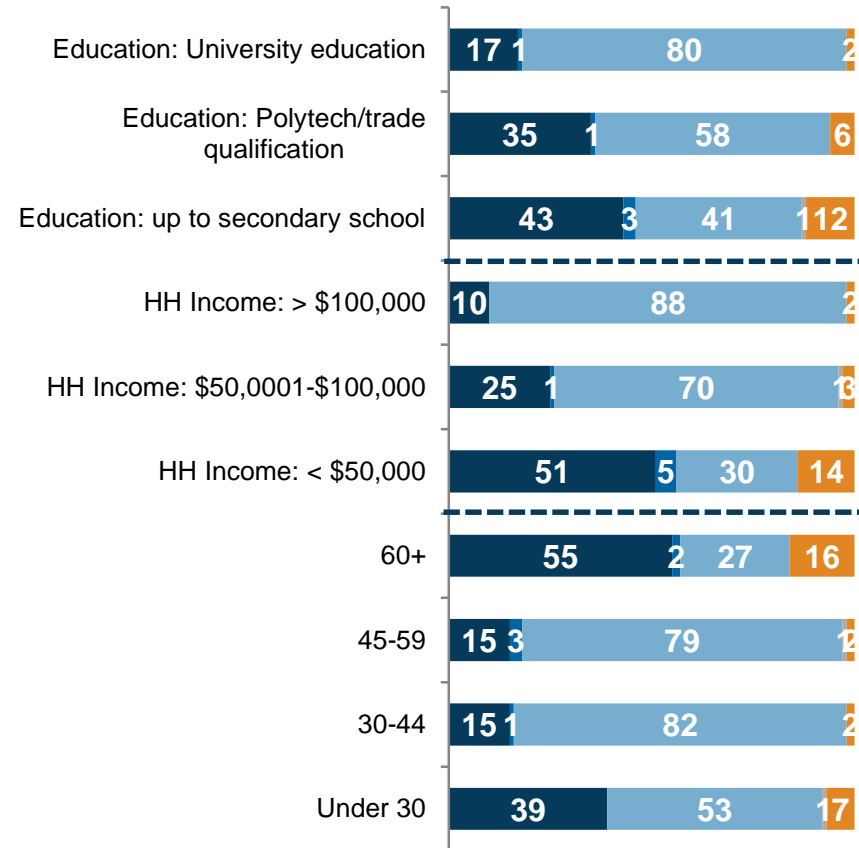
Nearly all have Internet access

- Nearly all households have access to the Internet (93%)
 - Having 'no access' was higher for those on lower incomes, those with only secondary school level education, and among older respondents
 - Having access at both home and work was higher among tertiary educated, those on higher incomes, and those aged between 30 and 59 years



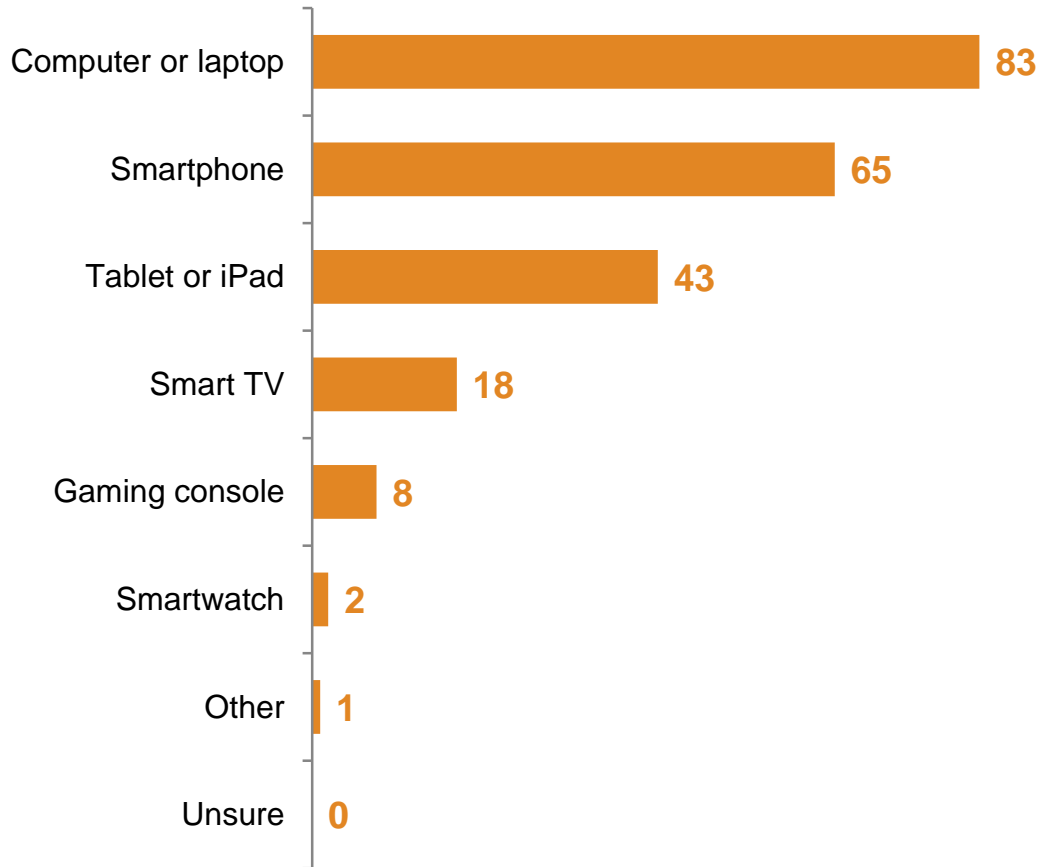
Do you have access to the Internet at work, at home or both?

■ Yes - home ■ Yes - work ■ Yes - both ■ Unsure ■ No



Ways we connect

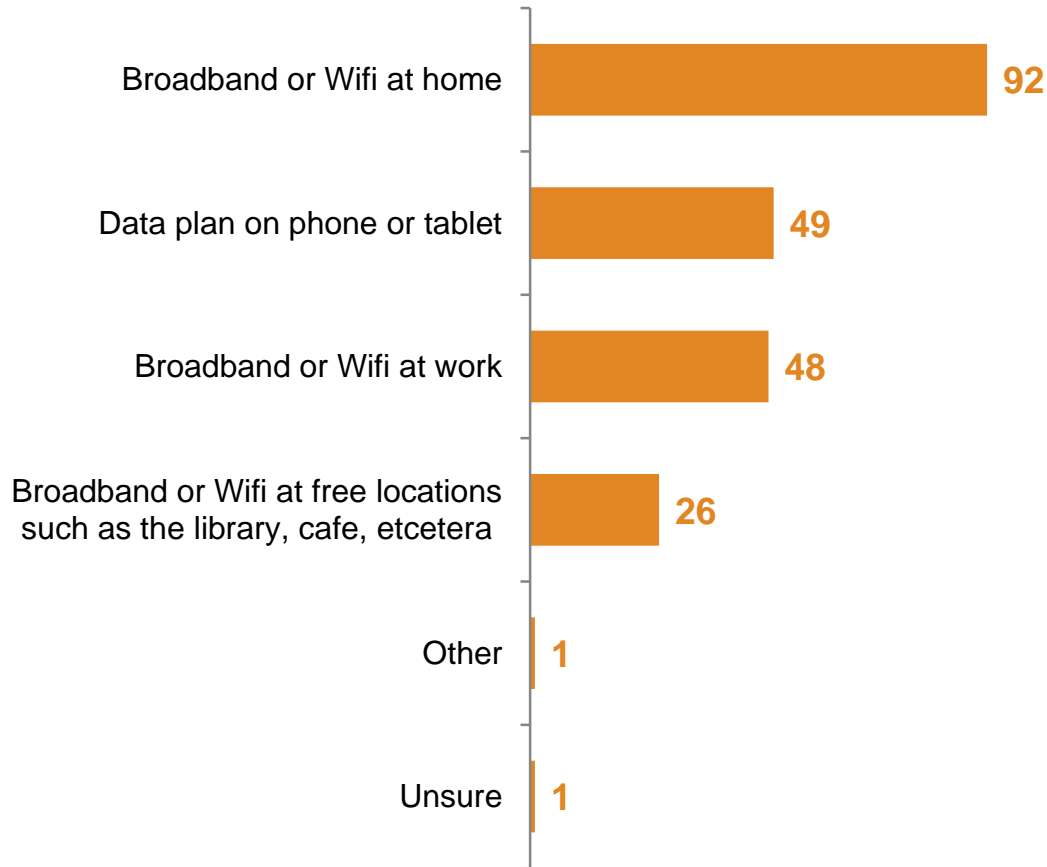
Please let me know the ways you connect to the internet – do you use a...?



	18-29	30-44	45-59	60+
Computer or laptop	81%	87%	87%	78%
Smartphone	85%	79%	67%	31%
Tablet or iPad	38%	55%	46%	32%
Smart TV	17%	23%	21%	10%
Gaming console	19%	13%	4%	-
Smartwatch	1%	4%	2%	-

Connection type

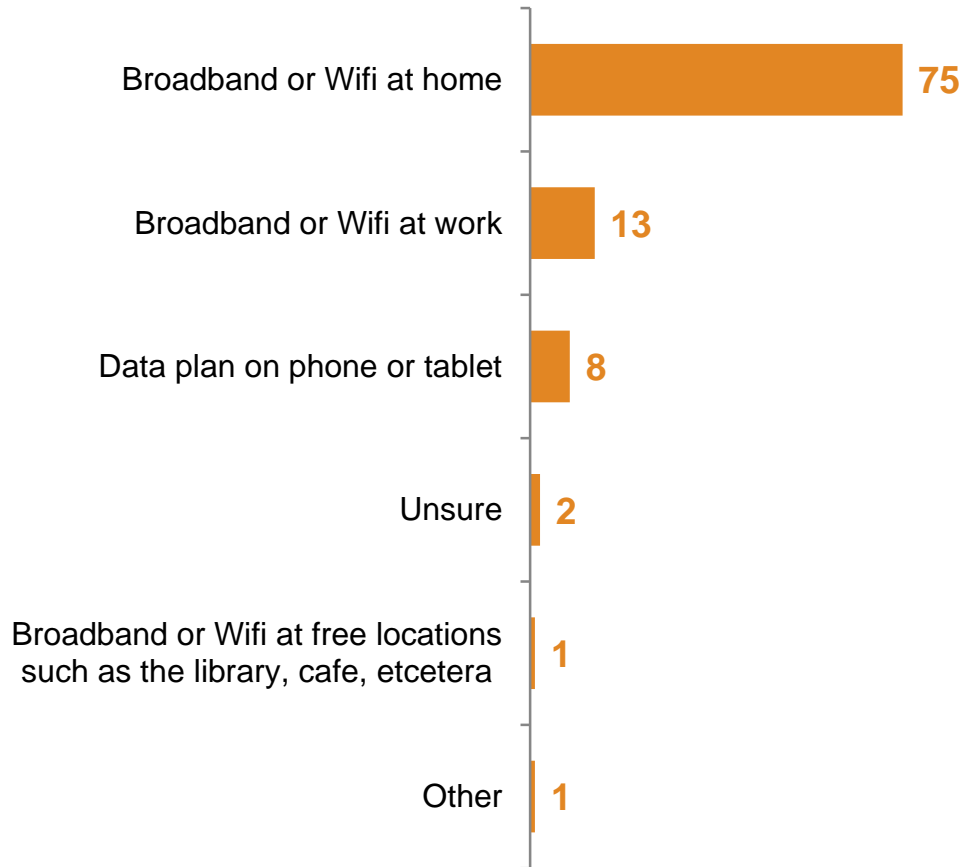
And what types of internet connections do you use?



	18-29	30-44	45-59	60+
Broadband or Wifi at home	92%	97%	92%	87%
Data plan on phone or tablet	72%	55%	45%	26%
Broadband or Wifi at work	46%	57%	59%	26%
Broadband or Wifi at free locations such as the library, cafe, etcetera	43%	26%	23%	14%

Main connection type

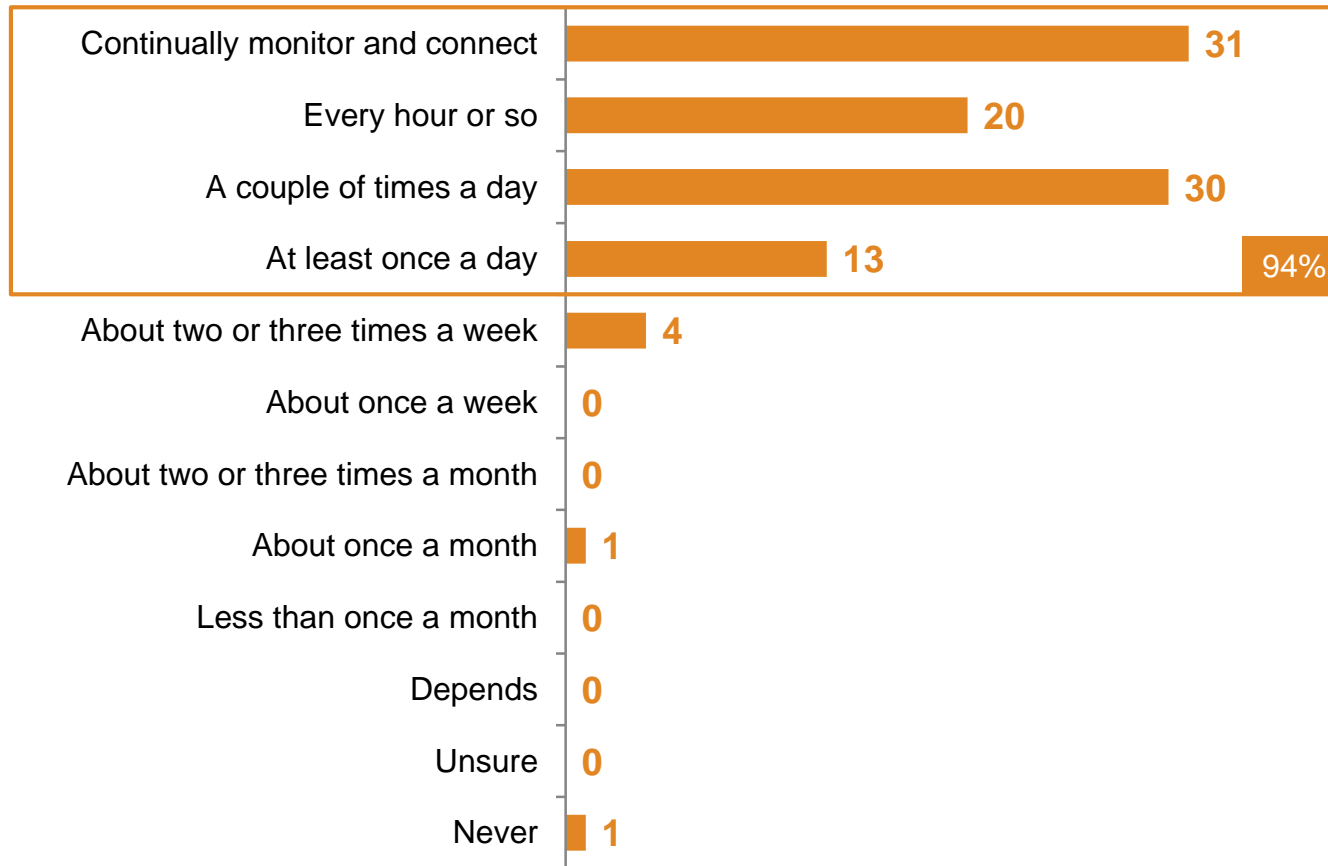
And which type of internet connection do you MAINLY use?



	18-29	30-44	45-59	60+
Broadband or Wifi at home	73	75	73	79
Broadband or Wifi at work	9	17	18	7
Data plan on phone or tablet	13	6	6	8

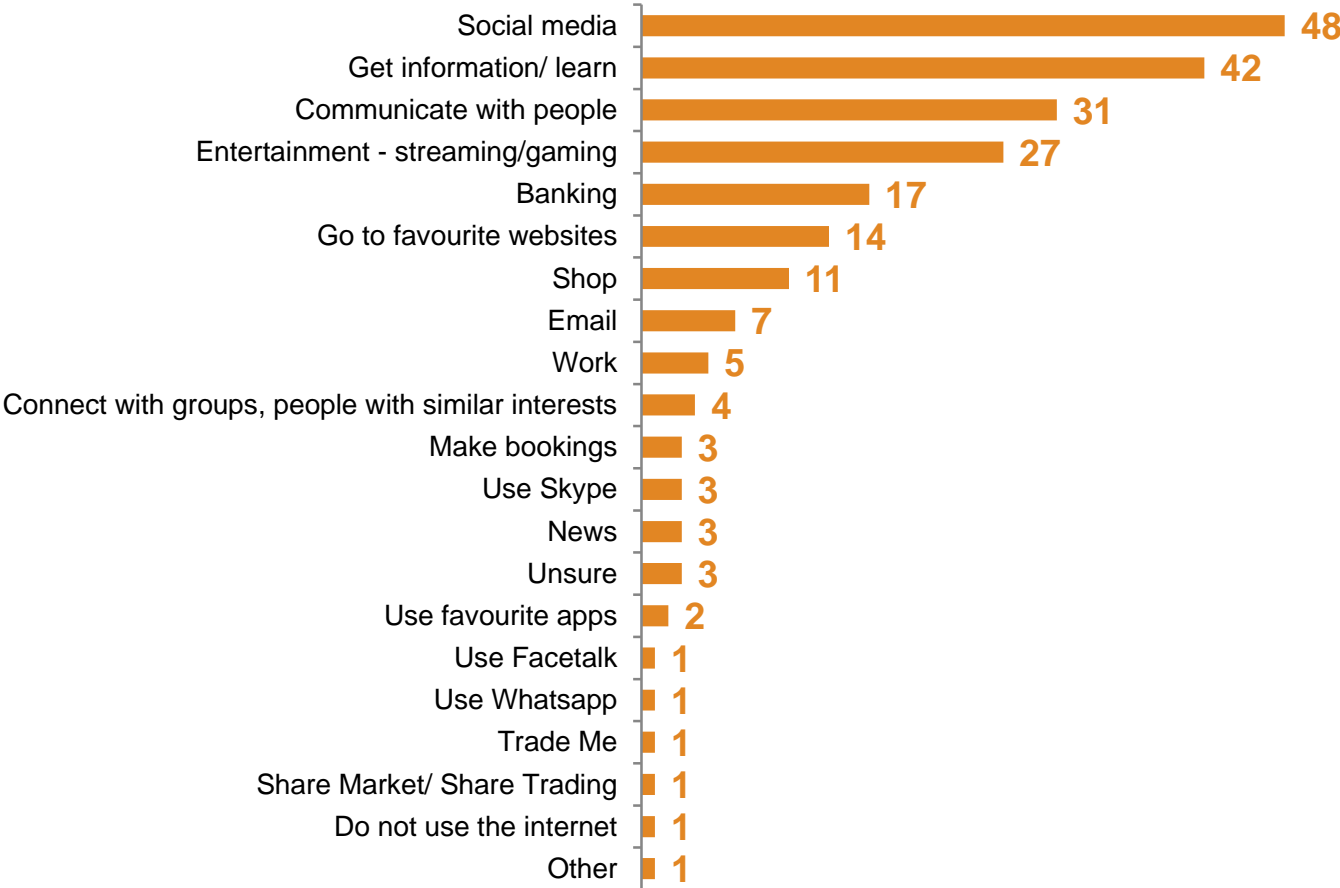
Internet frequency of use

And about how often do you use the Internet – do you?



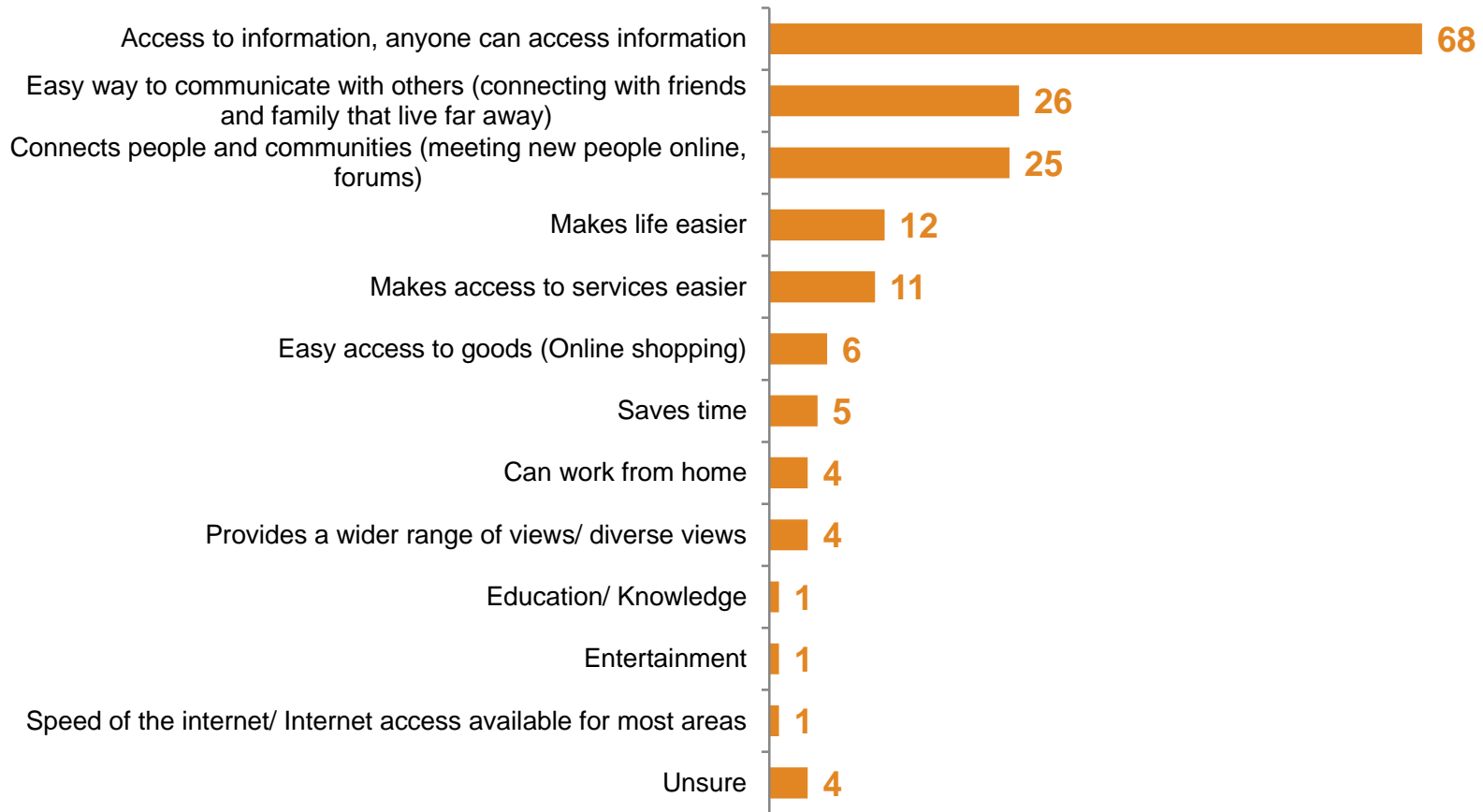
Main internet uses

Regardless of whether you use the internet for work or personally, what are the main activities you personally do on the internet?



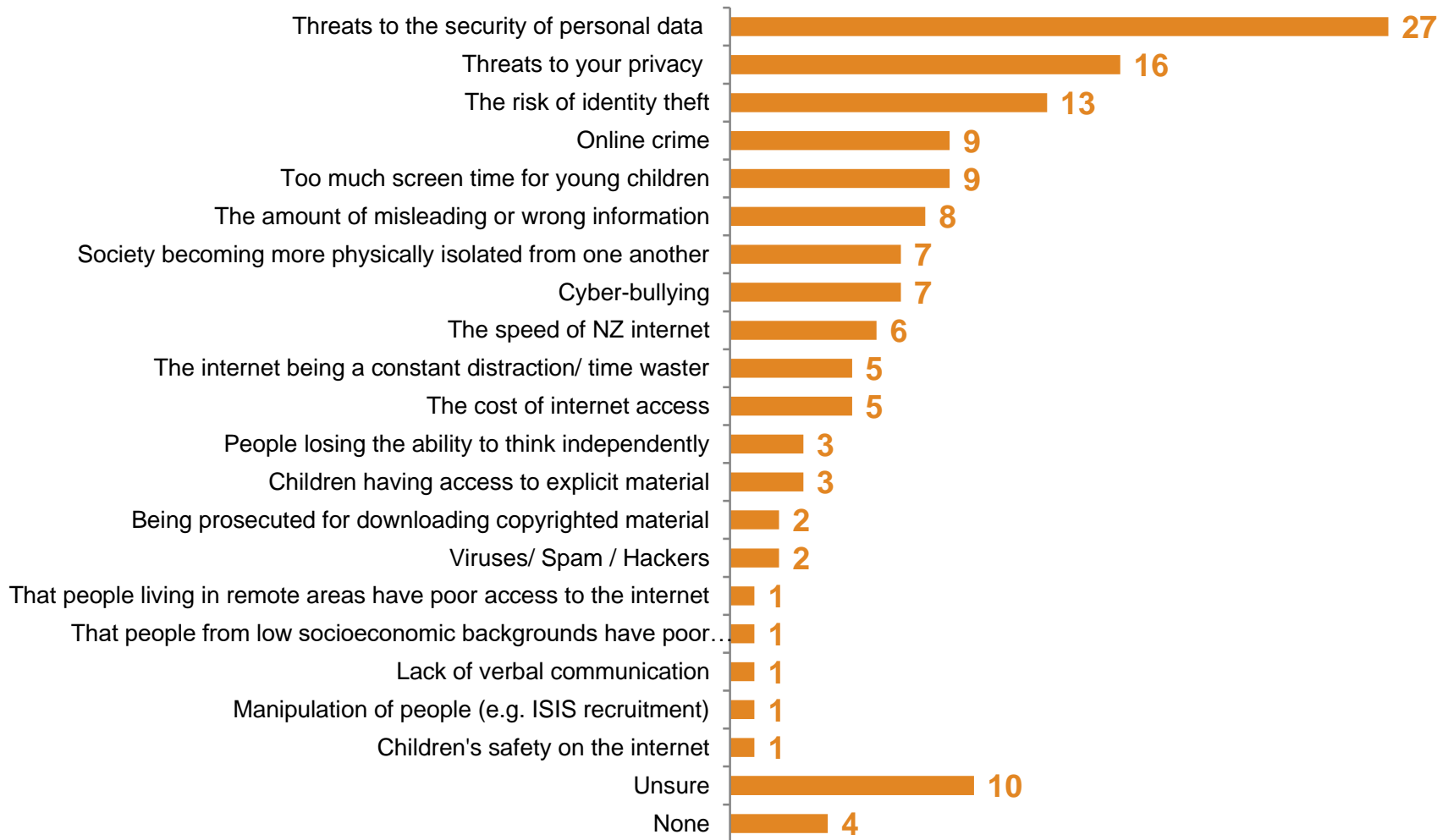
Main internet benefits

What do you think are the main benefits of the internet?



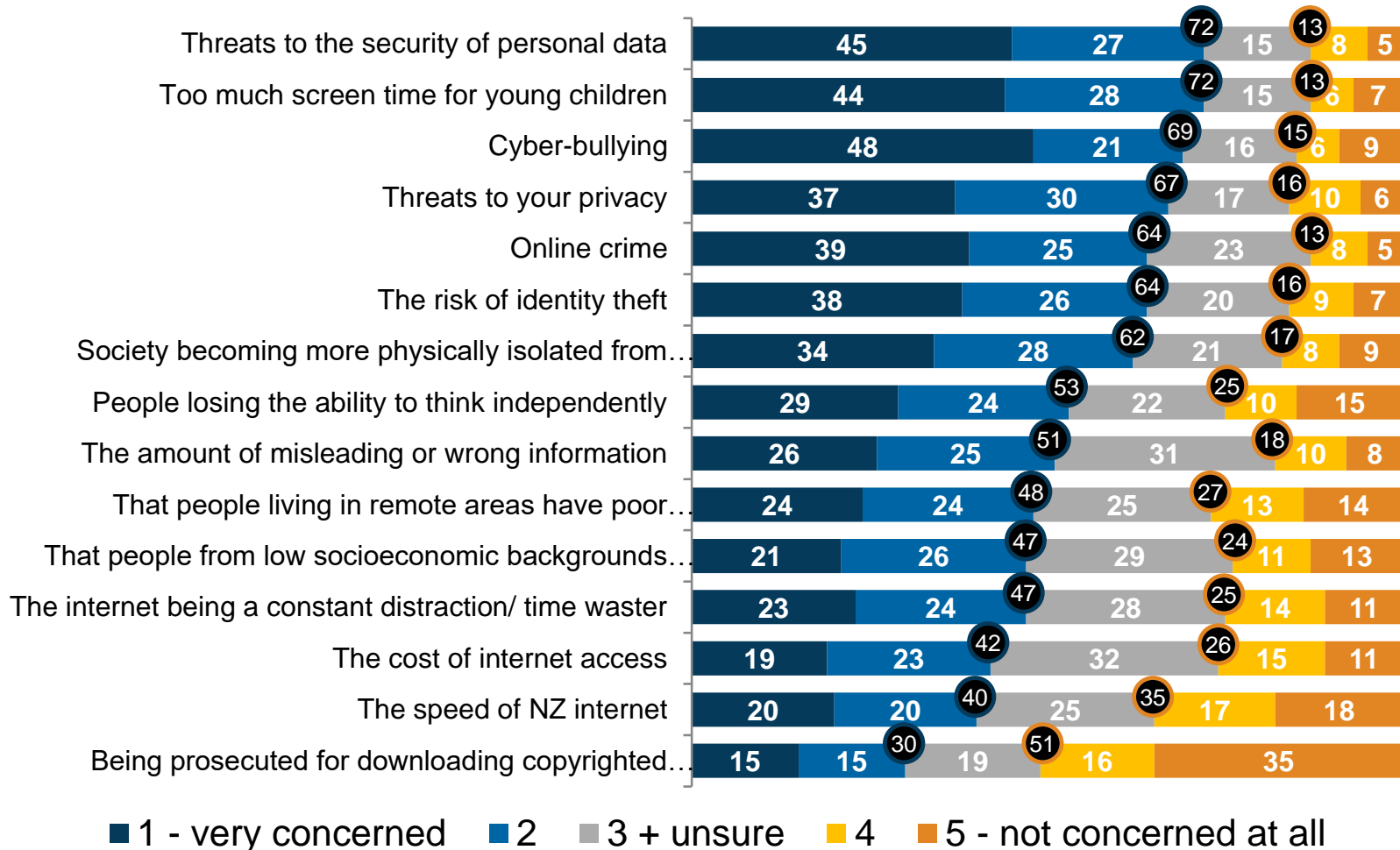
Internet concerns - unprompted

What are your main concerns about the internet?



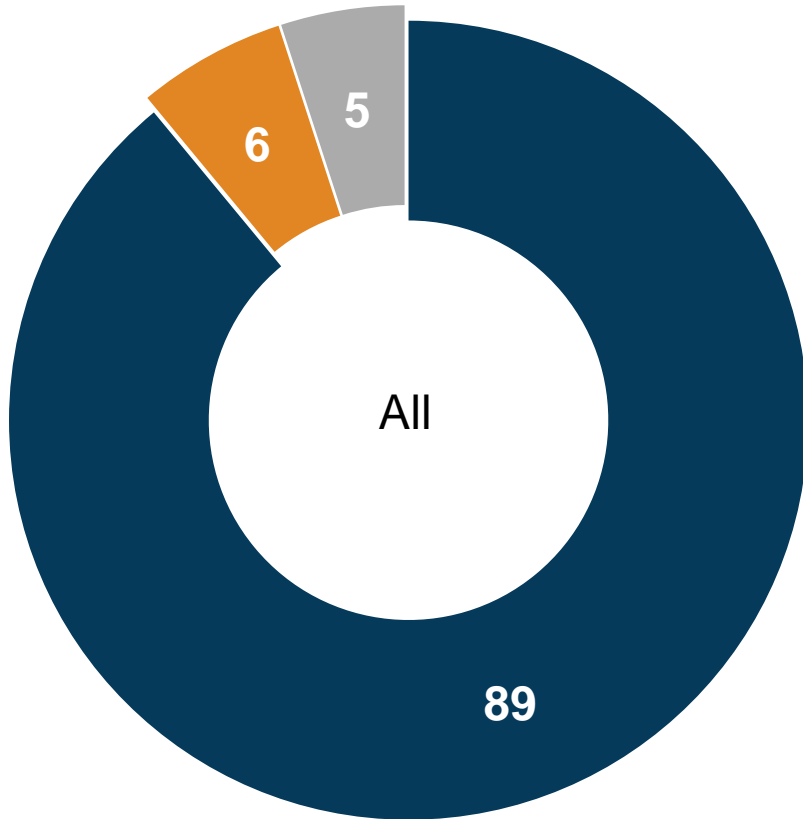
Internet concerns - prompted

Using a 1 to 5 scale where 1 means very concerned and 5 means not concerned at all – how concerned are you about the following aspects of the internet?



Overall view of the internet – benefits outweigh negatives

There are positives and negatives to the internet – but overall do you think the benefits outweigh the negatives?



■ Yes

■ No

■ Unsure

