

Appendix A. Internet NZ's Submission
on the Telecommunications (New
Regulatory Framework) Amendment
Bill



Broadband use and future needs

February 2017
Telephone Omnibus Survey

Methodology

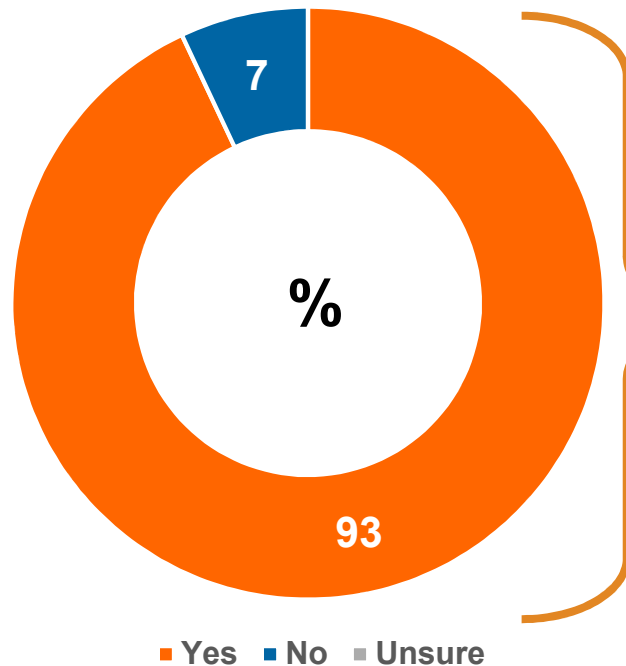
- Results in this report are based upon questions asked in the UMR Research nation-wide omnibus survey. This is a telephone survey of a nationally representative sample of 750 New Zealanders 18 years of age and over.
- Fieldwork was conducted from the 22nd of February to the 2nd of March 2017 at UMR Research's national interview facility in Auckland.
- The margin of error for a sample size of 750 for a 50% figure at the 95% confidence level is $\pm 3.6\%$.

Summary

- Around 9 in 10 (93%) respondents declared that their home is connected to the internet.
 - From those who have an internet connection, over half (56%) declared that their home is connected to the internet via a normal copper phone line and just under a third (32%) declared that they have ultra fast broadband (fibre connection).
- Nearly two thirds (65%) of respondents claimed that they use the internet more ('a lot more' + 'a bit more') compared to three years ago with only 7% declaring they use it less ('a lot less' + 'a bit less') now than three years ago.
 - Over two fifths (44%) declared that they use the internet 'a lot more' now than three years ago.
 - Older respondents (60 plus) were significantly less likely to say that they use the internet more compared to three years ago (41%) than respondents who are younger (74%).
 - Respondents who said that they were likely to want faster broadband in the future were also much more inclined (74%) to say that they use the internet more now than three years ago compared to respondents who are unlikely to want faster broadband (42%).
- Three quarters of New Zealanders confirmed that they are likely ('very likely' + 'somewhat likely') to want faster broadband in three years' time and just over a fifth (22%) were unlikely ('very unlikely' + 'somewhat unlikely') to want faster broadband.
 - Nearly half (46%) confirmed that they are 'very likely' to want faster broadband in three years' time.
 - Rural respondents were more likely to want faster broadband in three years' time (80%).
 - Older respondents (60 plus) were considerably less likely to say they would want faster broadband in the future (55%) compared to respondents who are younger (82%).
- 6 in 10 (61%) New Zealanders felt it is unfair that rural residents do not have access to ultra-fast broadband. Around a quarter (26%) felt that copper-based connections are good enough for rural users, and 13% were unsure.
 - Female respondents and Christchurch residents were more inclined to feel it is unfair for rural residents not to have access to ultra-fast broadband (68% and 71% respectively).
 - Respondents who already have a fibre connection were slightly more likely to feel it is unfair for rural residents not to have access to ultra-fast broadband (66%).

Home connection/type of connection

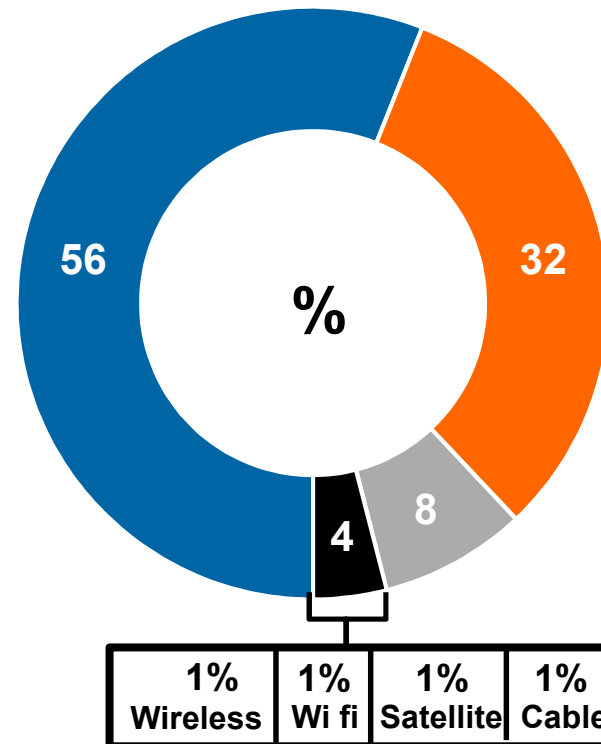
- Is your home connected to the Internet?



Yes 93%

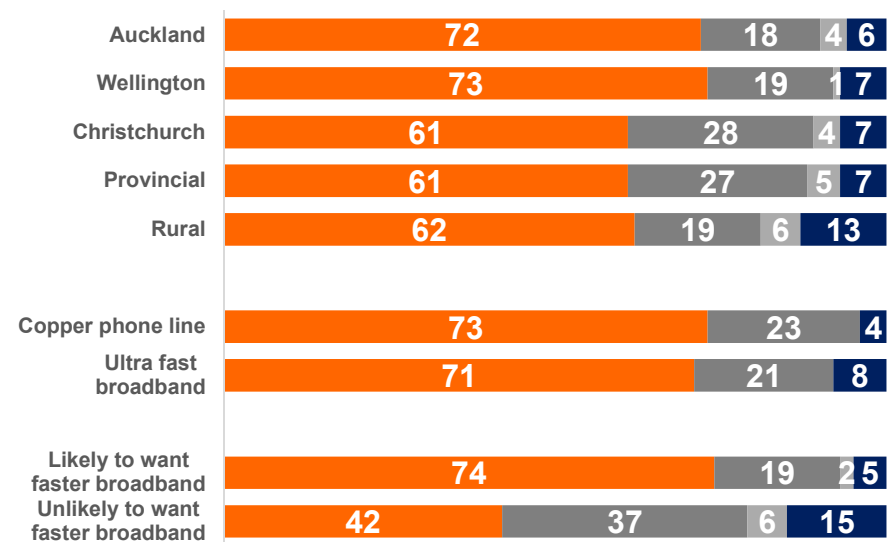
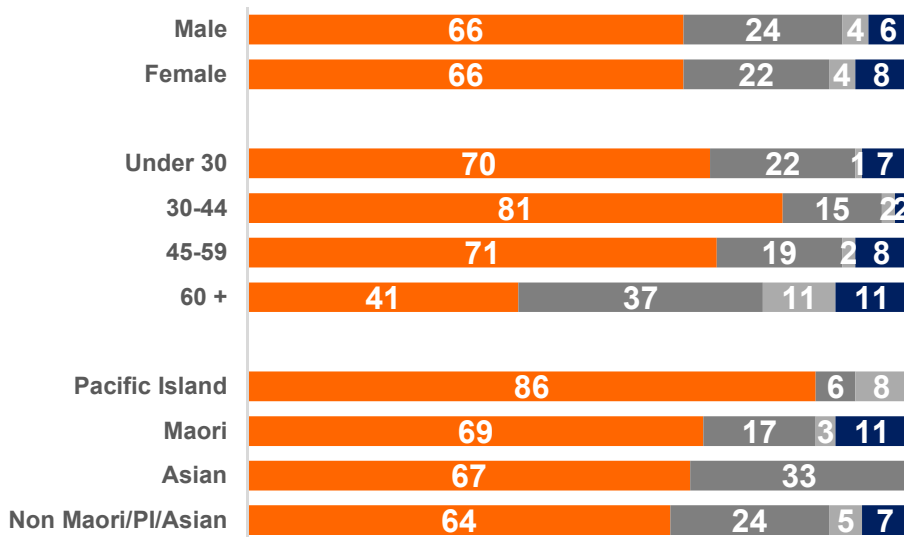
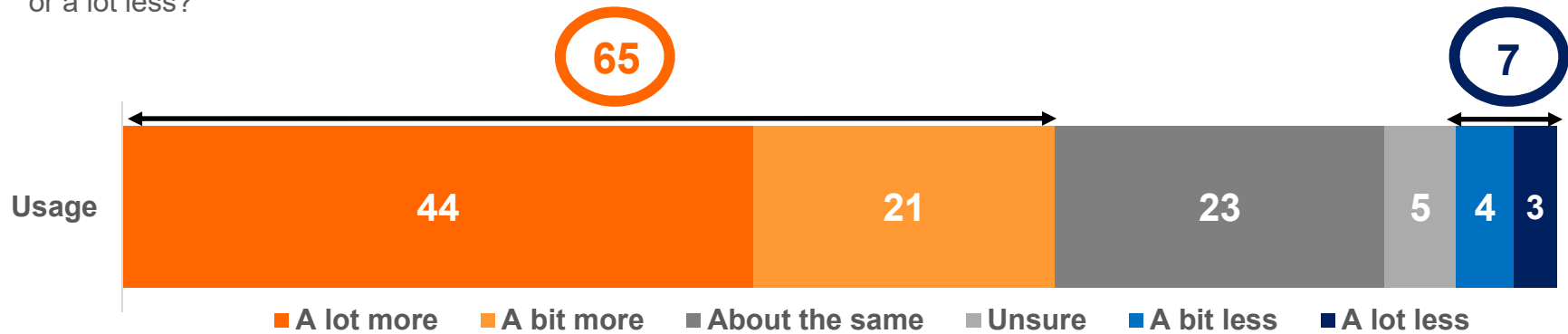
- To the best of your knowledge does your home internet connection plug into a normal copper phone line, for example ADSL or VDSL. Or is it ultra fast broadband sometimes called fibre?

- Copper phone line
- Ultra-fast broadband
- Unsure
- Other



Internet usage

- Compared with three years ago, is your household using the internet a lot more, a bit more, about the same, a bit less or a lot less?

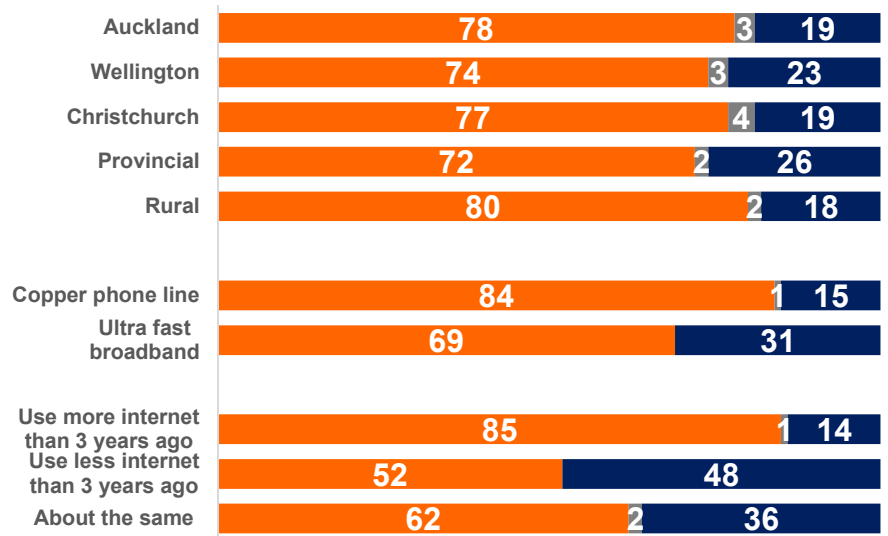
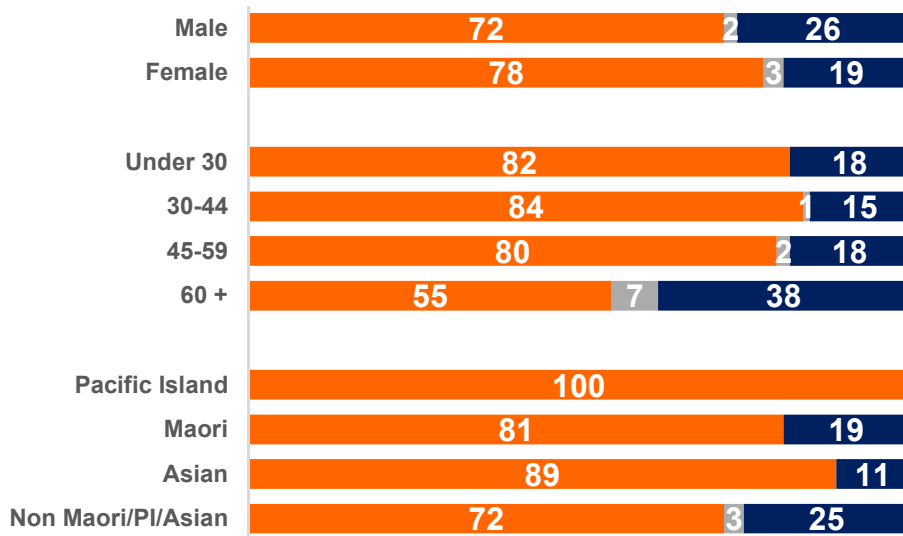
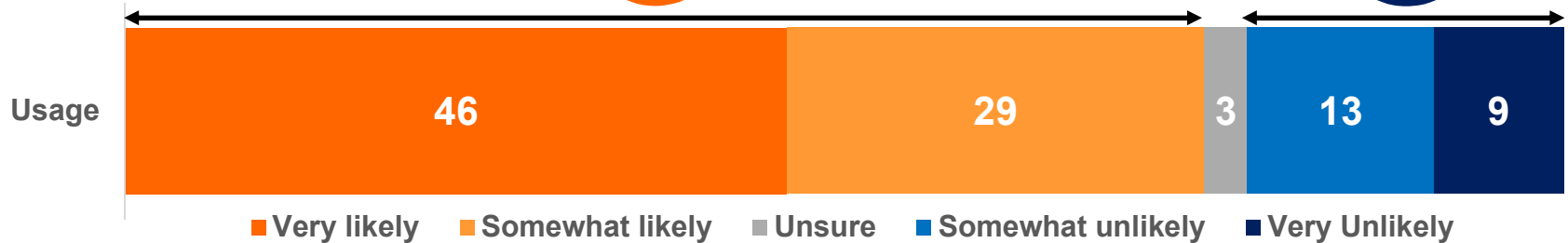


■ More (A lot more + a bit more) ■ About the same ■ Unsure ■ Less (A lot less + a bit less)

Need for ultra-fast broadband in the future

- Thinking about how your household might use the internet in the future, in about three years' time how likely is it that you will want a faster internet connection?

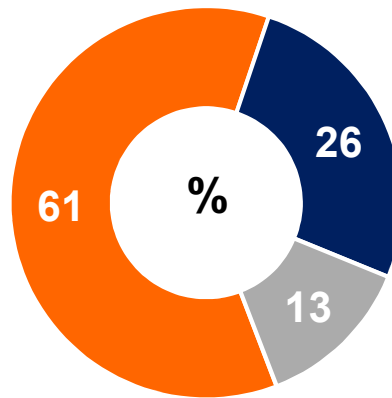
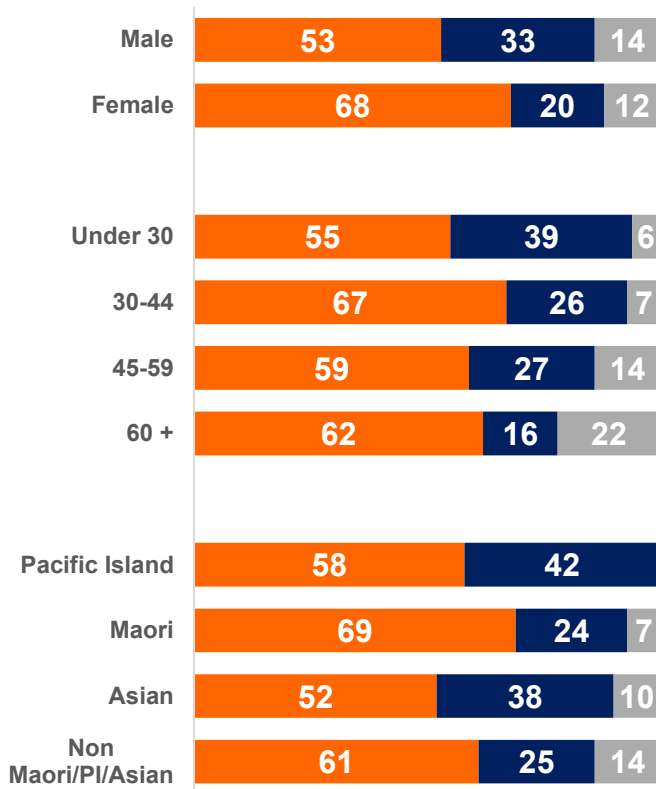
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■ Likely (Very likely + Somewhat likely)
 ■ Unsure
 ■ Unlikely (Somewhat unlikely + Very Unlikely)

Do rural areas need fibre?

- Which of the following is closest to your view even if not exactly right?
 - The fact that many rural users have to put up with often slower and less reliable copper based internet connections **isn't fair** when compared to the better connectivity options available for urban New Zealanders.
 - While they might be slower and less reliable, copper services are generally **good enough** for rural users.



- "Isn't fair"
- "Good enough"
- Unsure

