

# **WORLD INTERNET PROJECT**

## **NEW ZEALAND**

### **The Internet in New Zealand 2007 Final Report**

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**2007  
BENCHMARK  
SURVEY**

# **The Internet in New Zealand 2007: Final Report**

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Institute of Culture, Discourse & Communication  
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[www.wipnz.aut.ac.nz](http://www.wipnz.aut.ac.nz)

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# Executive Summary

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The benchmark WIPNZ survey was conducted in September-October 2007. A sample of 1430 New Zealanders has been analysed for their use of and attitudes to the Internet.

## USAGE

78% of New Zealanders use the Internet. 6% are ex-users; 16% have never used it.

15% of users are online at home for at least 20 hours a week. A third are on the Internet for less than 4 hours, and two thirds for less than 10 hours.

## DIGITAL DIVIDE

In this sample, 66% of users with a connection at home have broadband, compared to 31% with dial-up. The younger, wealthier and more urban people are, the more broadband access they have.

Internet usage is age-graded. The younger people are, the more likely they are to use it, the better their ability, the more important they rate it, the more they create content and socialize online.

Higher household income clearly promotes greater Internet access, usage, ability and everyday reliance.

The effect of area is complex, but the larger the settlement people live in, the higher tend to be their Internet ability, reliance and content creation.

As an ethnic group, Asians have the greatest engagement with the Internet. Maori and Pasifika tend to have less access. Ethnic patterns are often complex and inconsistent.

Gender is mostly not a significant indicator of Internet usage and attitudes.

## RATING THE INTERNET

New Zealanders who use the Internet rely on it heavily. 61% think it would be a problem if they lost access, while only 2% think this would make life better.

As a source of information, the Internet is rated important by more users (71%) than are

family and friends (56%), newspapers or television (52%).

While a majority rate their ability on the Internet highly (44%), a significant minority (30%) rate it as not good.

## ACTIVITIES ONLINE

New Zealand users are active in content creation on the Internet such as posting messages (27%) and images (34%). 13% maintain their own website and 10% keep a blog.

Most users access information on matters such as travel and health online. 59% look for news online weekly, and 34% daily.

Many users conduct everyday business online, and 53% use their bank's online services at least weekly.

New Zealanders use the Internet to access government, mainly for information about services (47%).

## SOCIALISING

Socialising is a major Internet use, especially among the young. 77% of users check their email every day. Every week 28% participate in social networking sites like MySpace or Facebook.

Most users say the Internet has increased their contact with other people, especially overseas (65%), few believe there has been a decrease.

The Internet has increased contact overall with friends (according to 64%) and with family (60%), but 22% say they now spend less time face-to-face with the family they live with.

A quarter of users have made friends online, and half of these have gone on to meet in person, especially men and those in their 30s.

Concern about children's safety online is high. Over 80% of households with under-18s have rules for their Internet use.

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# Introduction

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This Final Report of the first World Internet Project New Zealand survey provides an overview of New Zealanders' usage of and attitudes towards the Internet in 2007.

It contains analysis of top-level data from the first WIPNZ survey, conducted in September-October 2007. A national probability sample of 1529 New Zealanders were questioned about their involvement with the Internet. The first part of this report graphs highlights of the survey findings, alongside commentary on their significance. The second part displays cross-tabulations which show how gender, age, ethnicity, area and income affect New Zealanders' interactions with the Internet.

## METHODOLOGY

The data used in this report is based on a telephone survey, conducted by Phoneix Research. It included a random sample of New Zealand adults, together with a booster made up of Maori, Pasifika and Asian populations, and 12–15 year olds. The data set was weighted to reflect both the sampling design and the characteristics of the New Zealand population at the 2006 census. The analysed sample comprises 1430 respondents aged 16 years and above.

Most graphs present information about all respondents or about users only. The number in the sample for a particular graph varies depending on whom the question was directed to and the question-specific response. For the overall sample the 95% confidence interval (for percentages in the 30–70% range) is +/- 2.3%, and for the users subset +/- 3.4%.

While overall relationships between independent variables (e.g. age, gender, ethnicity, area) and dependent variables (e.g. usage, online activity frequency) are statistically significant unless otherwise stated, significance testing between individual categories within independent variables has not yet been carried out.

The full survey and analysis methodology is presented in an appendix at the end of this report, detailing the shape and treatment of the database from which these results are drawn.

## NEW ZEALAND IN AN INTERNATIONAL CONTEXT

This New Zealand survey contributes to the World Internet Project, an international collaborative project looking at the social, political and economic impact of the Internet and other new technologies. By gathering longitudinal information on the way people use the Internet and the effect it has on their lives, the World Internet Project enables monitoring of developments and trends in Internet usage both locally and internationally. The 30 project partners conduct questionnaire surveys every one or two years in their country. The WIPNZ survey contains questions common to all WIP partners, to allow international comparisons, as well as a set of questions designed specifically for New Zealand.

International comparative analysis of 2007 data from many WIP partners is being undertaken as this report is released. The international report detailing comparisons is expected to be available from September 2008.

## WIPNZ: THE FUTURE

The WIPNZ survey is to be carried out every two years. A longitudinal panel of respondents will form a subset of the sample in future surveys, allowing for research on the way individuals' use of the Internet develops over time. The next survey is scheduled for August 2009.

It is intended that the WIPNZ findings provide the country with information that assists in decision making and raises the standard of planning and debate in government policy and industry in New Zealand.

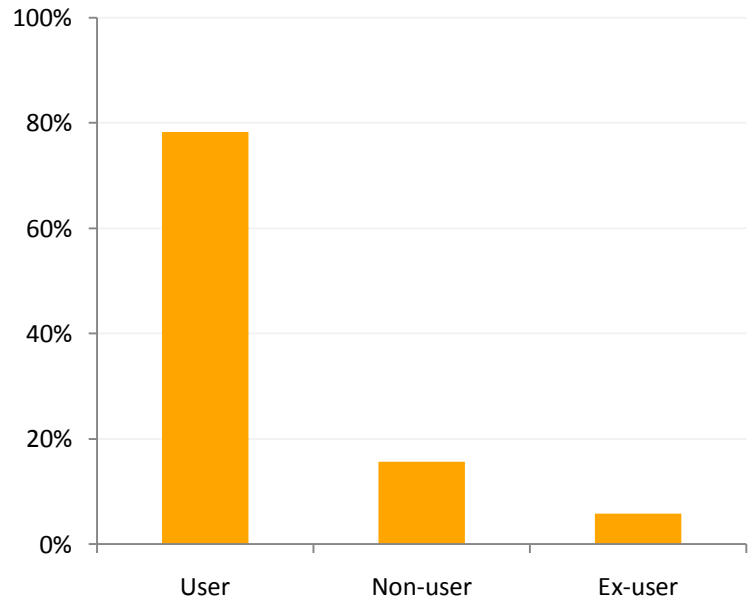
July 2008

WIPNZ Team  
Institute of Culture, Discourse &  
Communication  
AUT University

# The Internet in New Zealand

78% of the weighted sample of 1430 New Zealanders use the Internet. Of the 22% who do not currently use the Internet, some are ex-users (6%) but most have never used it (16%). The non-users are generally older people, live in rural areas, or have lower incomes. They say the Internet is not interesting or useful to them, or they lack a computer or connection, or the necessary know-how.

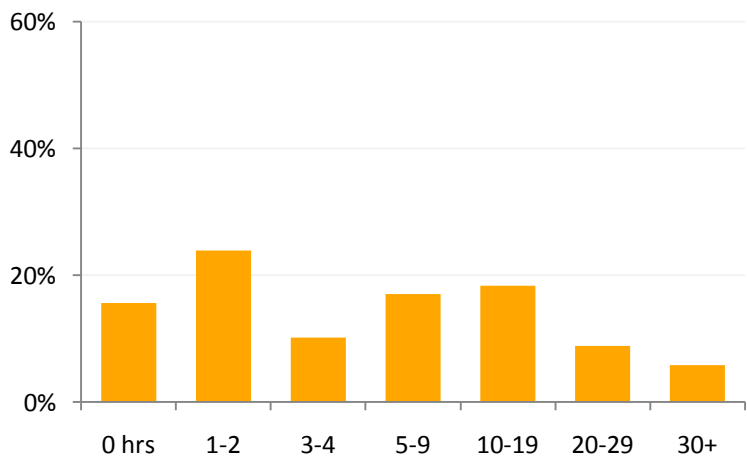
**Current use of Internet in New Zealand**



Base: All respondents (n= 1430)  
Source: Q1

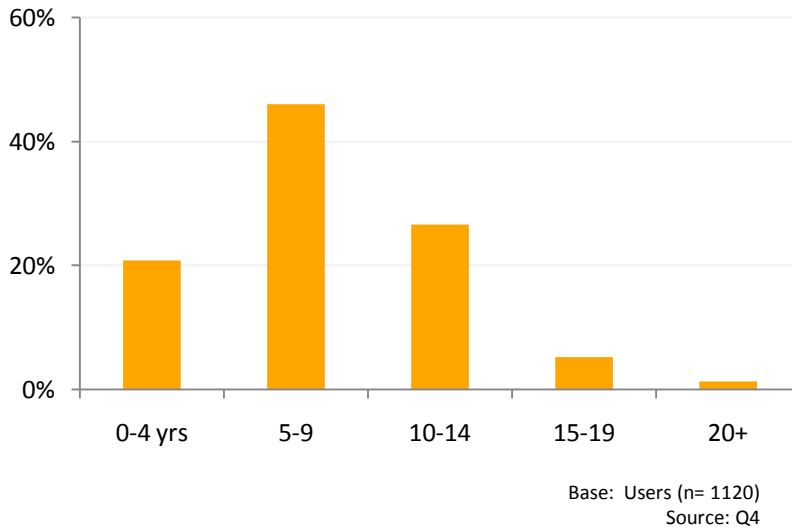
New Zealanders spend a lot of time on the Internet. 6% of users are online from home for at least 30 hours a week, and 9% are on the Internet for 20–29 hours. With a further 18% spending 10–19 hours online, a third of all users give at least 10 hours a week to the Internet. But two thirds are online for less than 10 hours. The largest category (34%) use the internet at home for less than 4 hours in the week while 17% use it for 5–9 hours. 15% of users report never using the Internet at home, accessing it only from work, school or public sites such as libraries.

**Weekly hours on Internet at home**



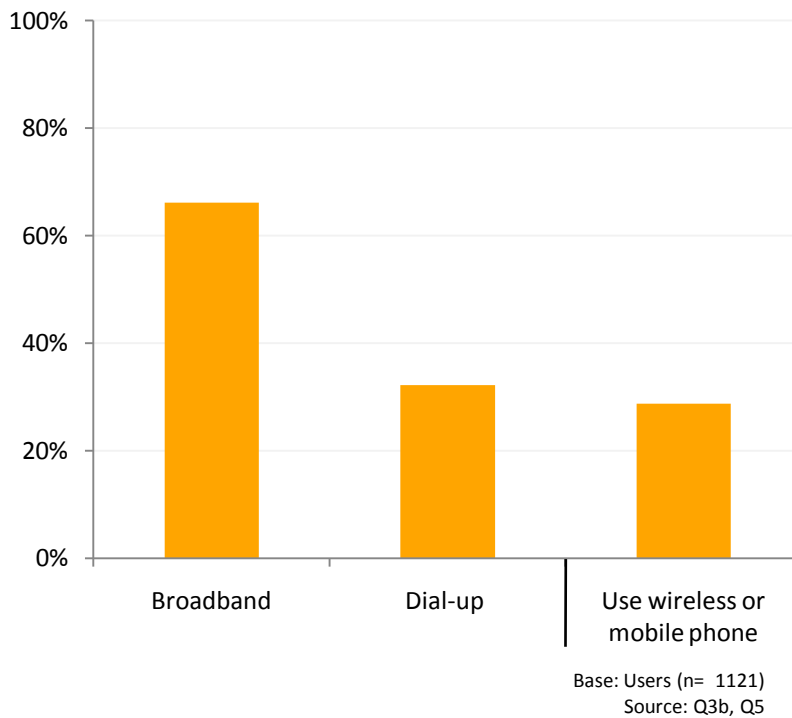
Base: Users (n= 1121)  
Source: Q2

### Years of Internet use



Nearly half (46%) of users have been using the Internet for 5–9 years, and 21% have been online for less than 4 years. With 27% using the Internet for 10–14 years, there are few (5%) who have been online for over 15 years. This fades to almost no one at 20 years and beyond – about the time the Internet first became available in this country.

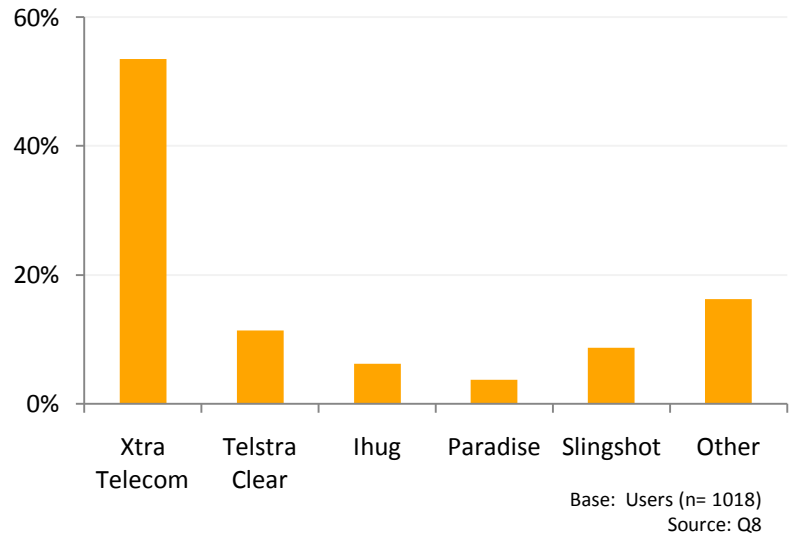
### Type of Internet connection



In this sample, 66% of users with a connection at home have broadband, compared to 31% with dial-up. Some 29% use wireless or mobile to access the Internet.

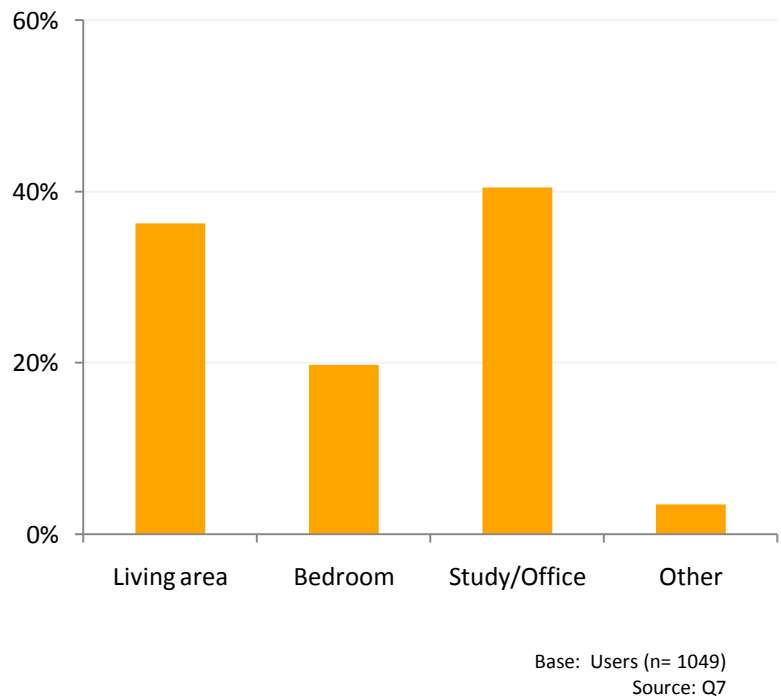
Xtra/Telecom hold a majority (54%) of the Internet user market in New Zealand. Telstra/Clear (11%), Slingshot (9%), and to a lesser extent Ihug (6%) and Paradise (4%) account for the remainder. A considerable proportion of users (16%) are spread amongst a large number of smaller companies.

### Internet Service Provider used

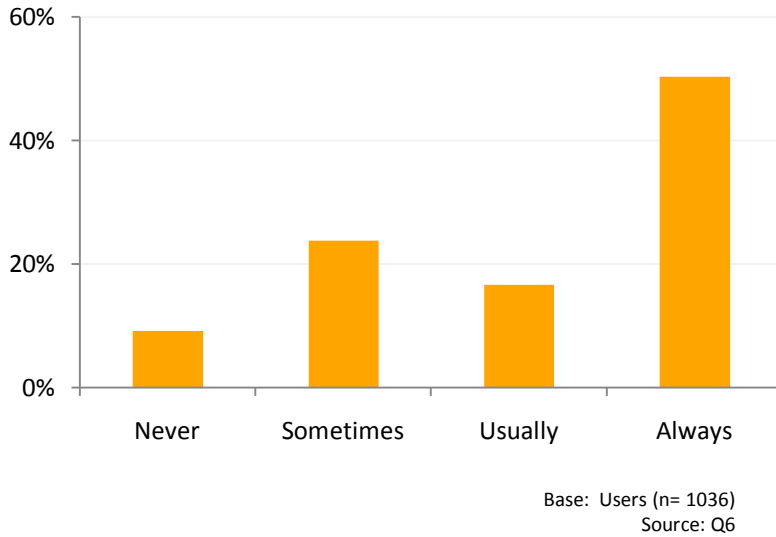


A living area (36%) or a study/office (41%) are the two predominant locales in the home for using the Internet. Almost all the remainder (20%) use their computer in a bedroom.

### Where use computer at home

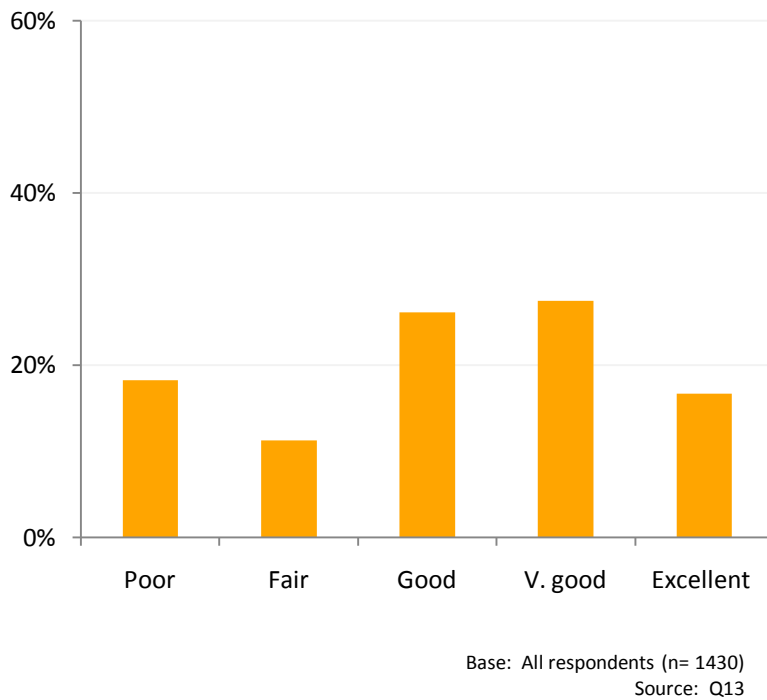


### Shut down computer if not using



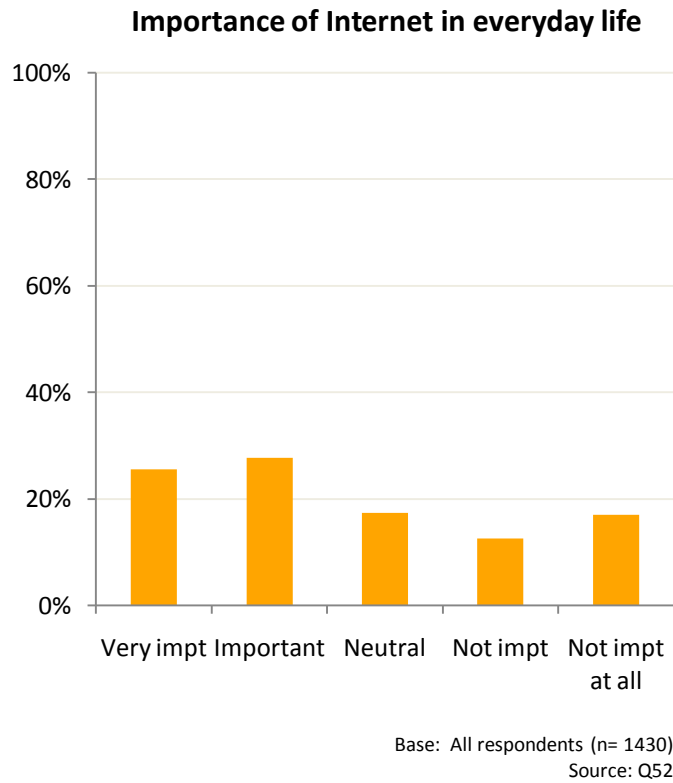
New Zealanders tend not to leave their computers on all the time. 50% of users always shut down their computer when not using it. Just under 20% usually shut down. On the other hand, only 9% never shut down while 24% do so only sometimes.

### Self-rating of ability to use Internet

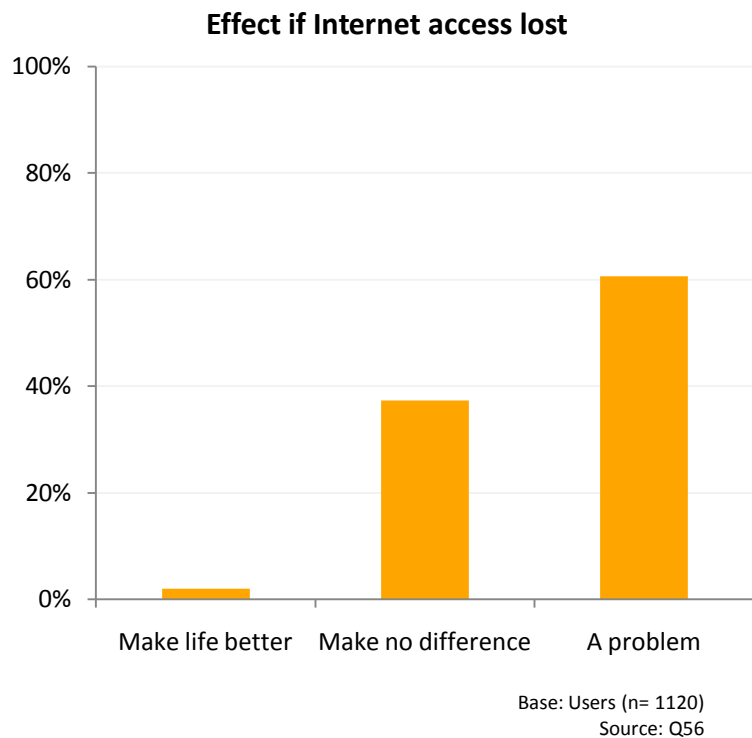


New Zealanders tend to rate their ability on the Internet as quite good. Respondents rated their own ability on a 1–5 scale from poor to excellent. While many (44%) give themselves a relatively high rating, a significant minority (30%) rate their ability as not good. Users' confidence in their Internet ability stratifies according to their level of usage and ease of access, and by social factors such as their income level. The higher someone's income, the more confident they are with the Internet.

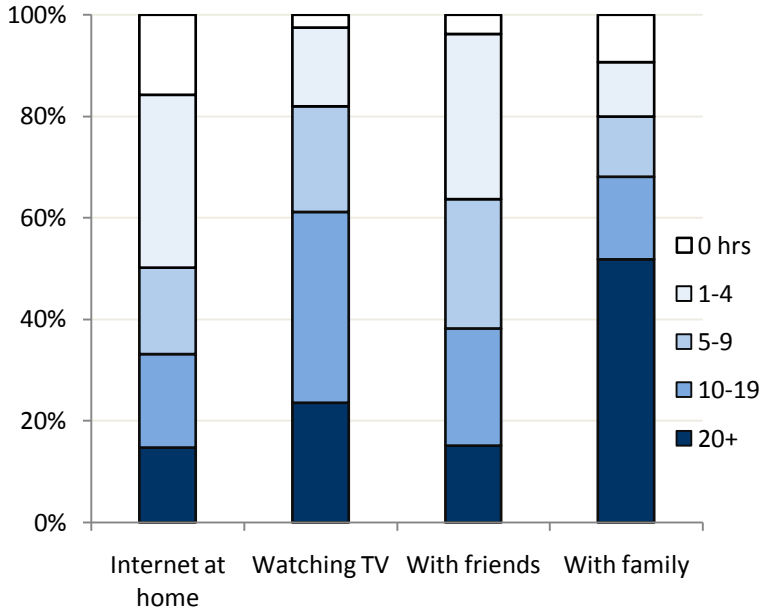
More than half of all respondents – both users and non-users – think the Internet is important (28%) or very important (26%). In comparison 13% rated it not important, and 17% not at all important.



New Zealanders who use the Internet rely on it heavily. They were asked what the effect would be on their life if they lost all Internet access tomorrow. The majority (61%) think it would be a problem, while very few (2%) think it would make their life better. The rest think it would make no difference.



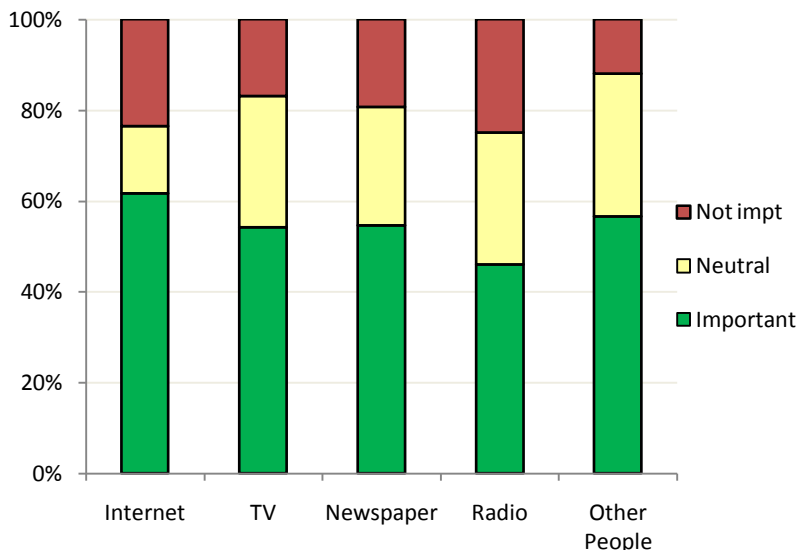
### Weekly hours on Internet alongside other activities



Base: Users  
 Source: Q2 (n= 1121)  
 58a (n= 1117)  
 Q59a (n= 1111)  
 Q59b (n= 1097)

The Internet takes its place as one activity amongst many in everyday life, such as watching television or spending time with people. Users spend less time online than they do with their families or friends or watching television. People’s major time commitment is socializing with the family members they live with – half of users (52%) spend at least 20 hours a week with their families. Only 15% spend that kind of time with friends, and 24% spend it watching TV. Just 15% spend at least 20 hours a week on the Internet from home.

### Importance of information sources

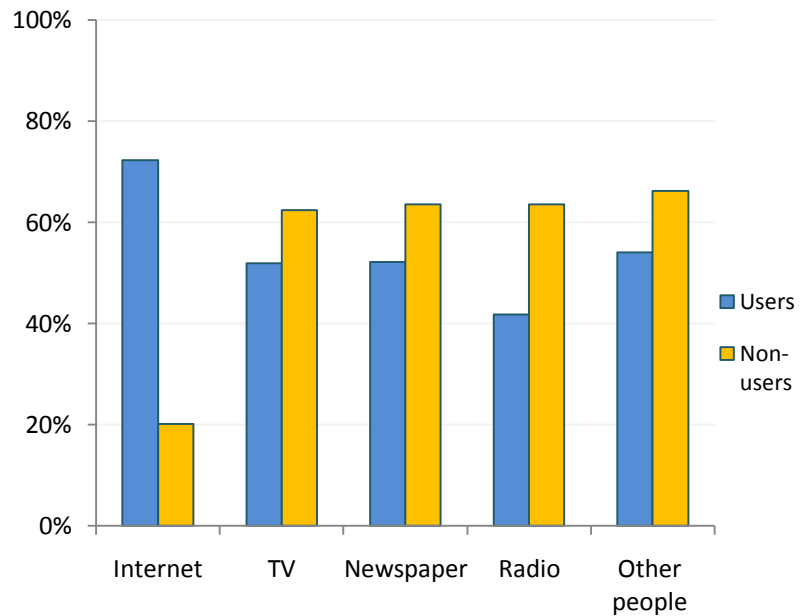


Base: All respondents  
 Source: Q21a (n= 1410)  
 Q21b (n= 1428)  
 Q21c (n= 1426)  
 Q21d (n= 1427)  
 Q21e (n= 1421)

The internet is rated highly as a source of information, above all the other sources surveyed. 61% rate the Internet as important compared with 23% as not important. This places the Internet as a more important source of information than television (54%), newspapers (54%), and radio (46%). Strikingly, the Internet even rates slightly higher as an information source than interpersonal sources such as family and friends (57%).

There is a considerable difference between users and non-users in their ratings of information sources. 71% of users rate the Internet as an important or very important source of information, compared to 20% for non-users (a curiously high figure itself). For users, the Internet as an information source well outrates newspapers and television at 52%, and radio at 42%. For users the Internet rates well above interpersonal sources such as family and friends (56%). This shows that the Internet has drawn users away from traditional media and other people as sources of information.

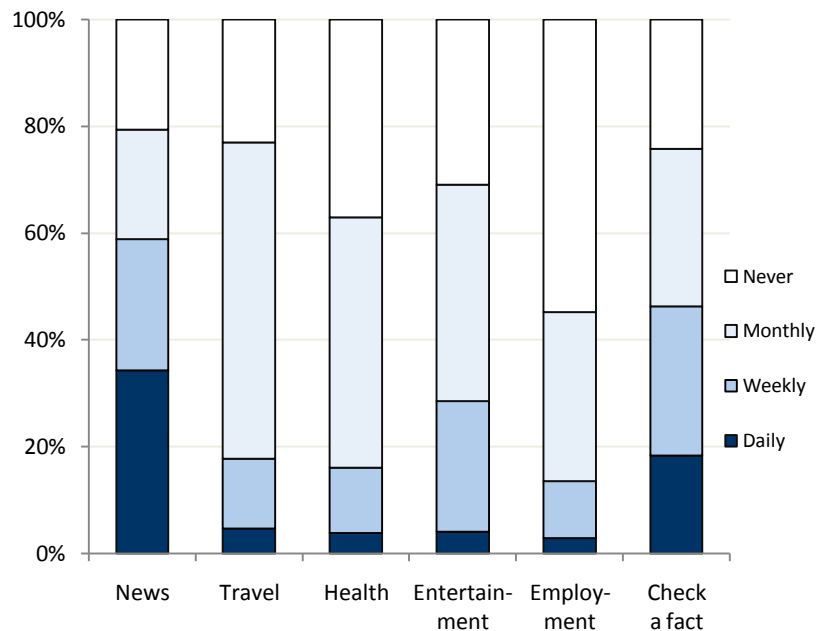
### Importance of information sources for users/non-users



Base: Users (n= 1120)  
Source: Q21

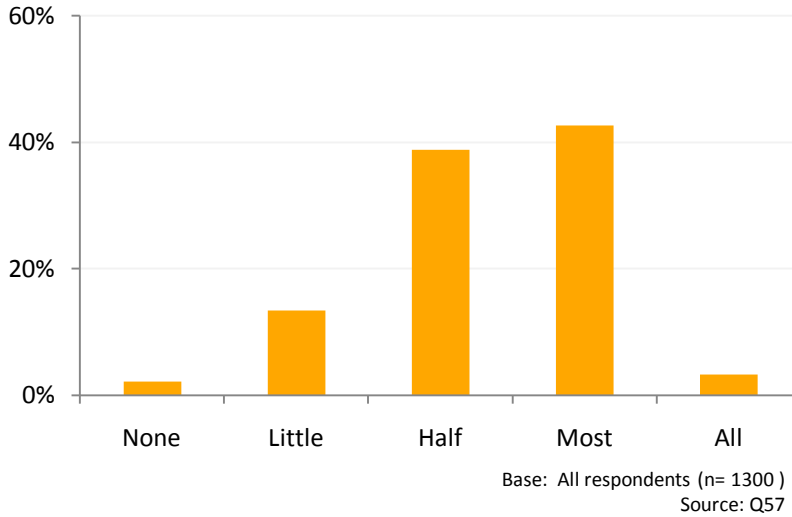
Users rely on the Internet to access a variety of information. 77% look for travel information, and 63% use the Internet to find health information. Looking for news is the most frequent information seeking online activity, with 59% doing this at least weekly and 34% daily. Checking a fact is next most frequent.

### Information seeking online



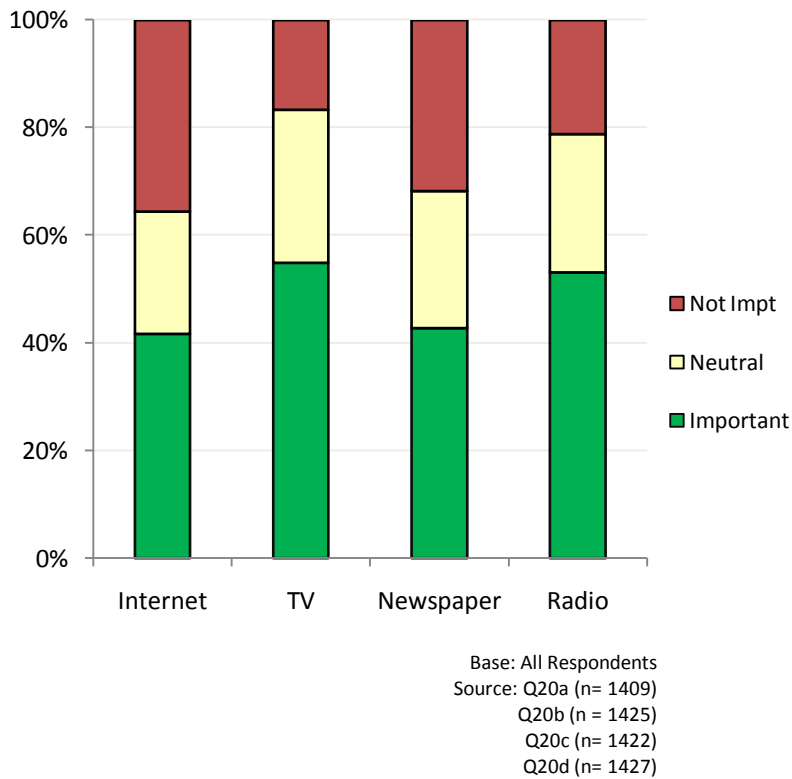
Base: Users (n= 1120)  
Source: Q23a

### Reliability of information on web



New Zealanders are divided over the reliability of information on the Internet. While only a few believe that all the information is reliable, 85% think that half or more is reliable. In contrast, 54% think that no more than half of the web information is reliable, although very few say that none of it is.

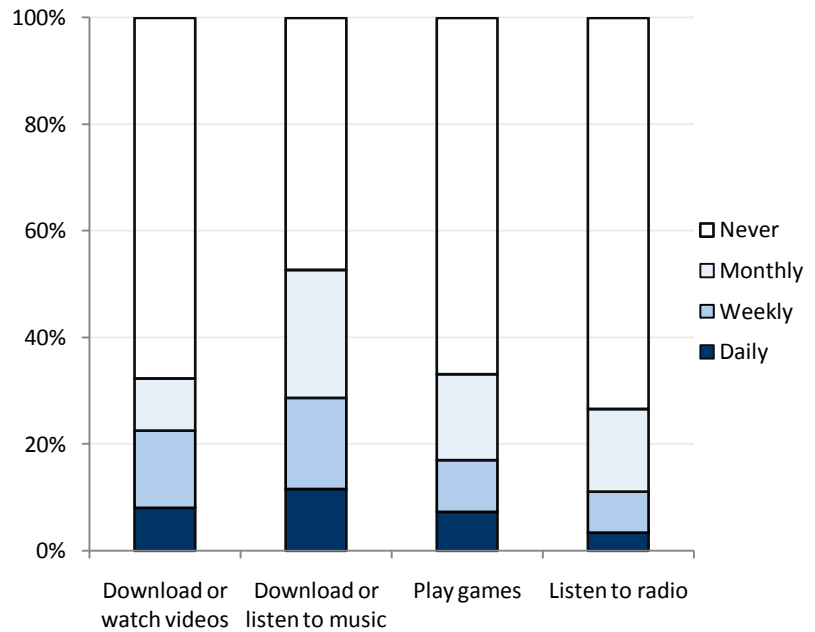
### Importance of media for entertainment



New Zealanders value the Internet somewhat less for entertainment than for information. 41% rate the Internet as important for entertainment, compared to 36% who consider it not important. This is similar to the pattern of responses for newspapers as an entertainment medium. Both television (55%) and radio (53%) rate higher as a means of entertainment.

Most users do not surf or browse the Internet for entertainment purposes. But at least weekly, 21% download or watch videos, 29% download or listen to music on the Internet, and 17% play games online. People under 35 years are more likely to use the Internet in these ways.

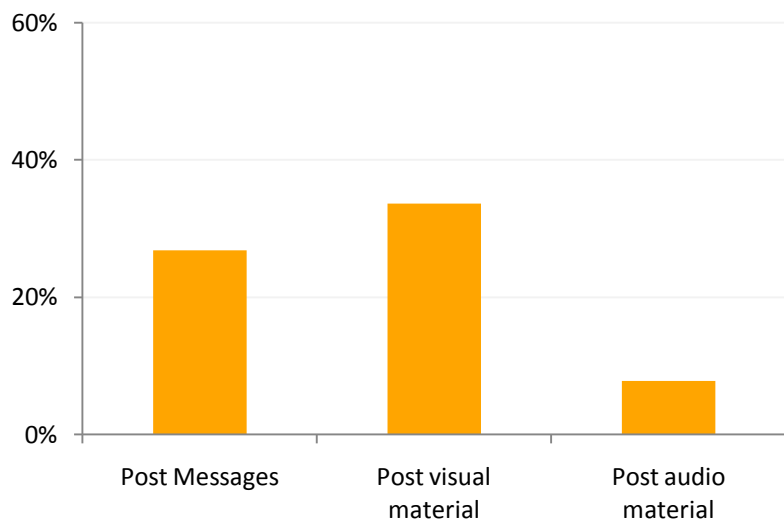
### Frequency of entertainment activities online



Base: Users (n= 1120)  
Source: Q22

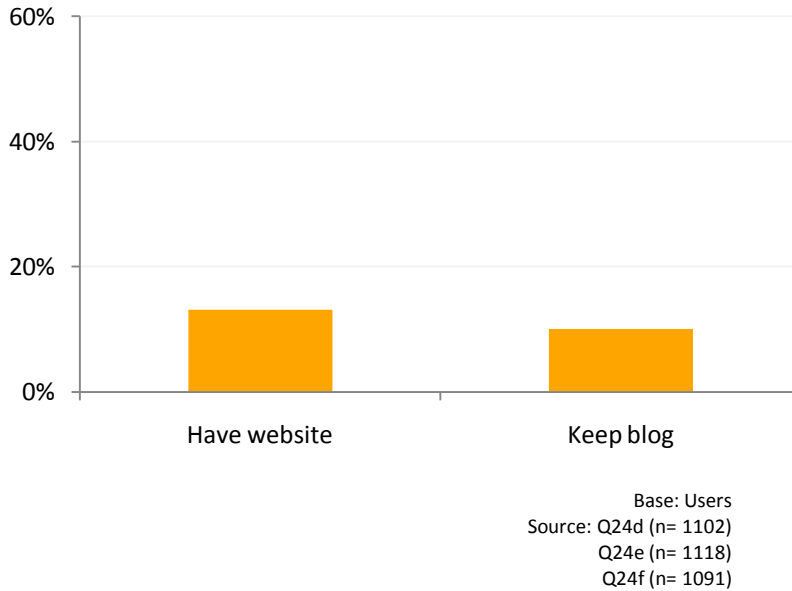
A significant minority of users are active in posting different forms of material on the Internet. 27% have posted messages on discussion or message boards, 34% have posted pictures, photos or videos, while just 8% have posted audio material.

### Online posting activities



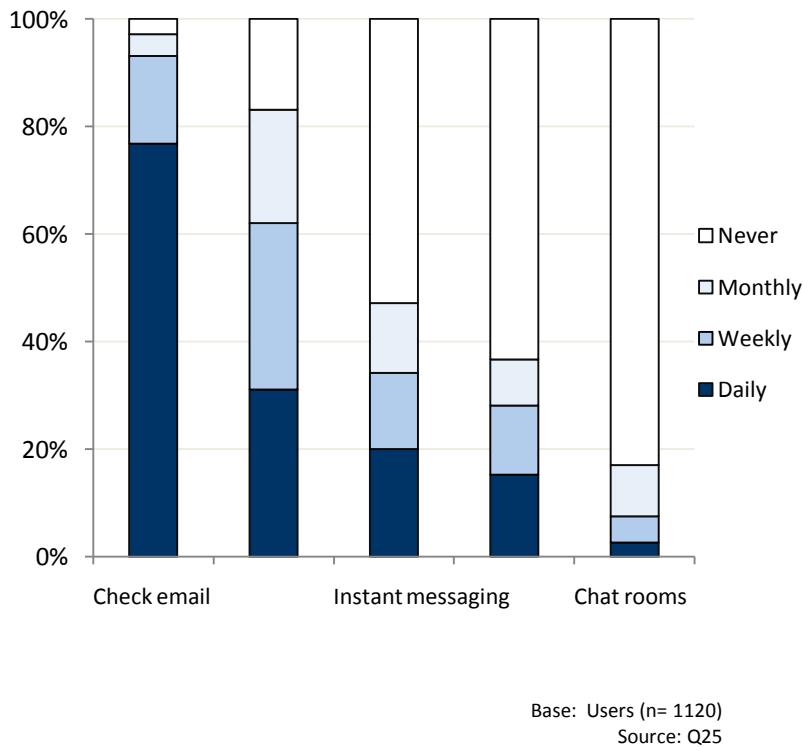
Base: Users  
Source: Q24a (n= 1120)  
Q24b (n= 1120)  
Q24c (n= 1119)

### Online content creation



Content creation on the Internet is the work of a proportion of New Zealanders. Reflecting patterns in posting activities, a significant minority of users are engaged in forms of online content creation. 13% maintain their own website and 10% keep their own blog.

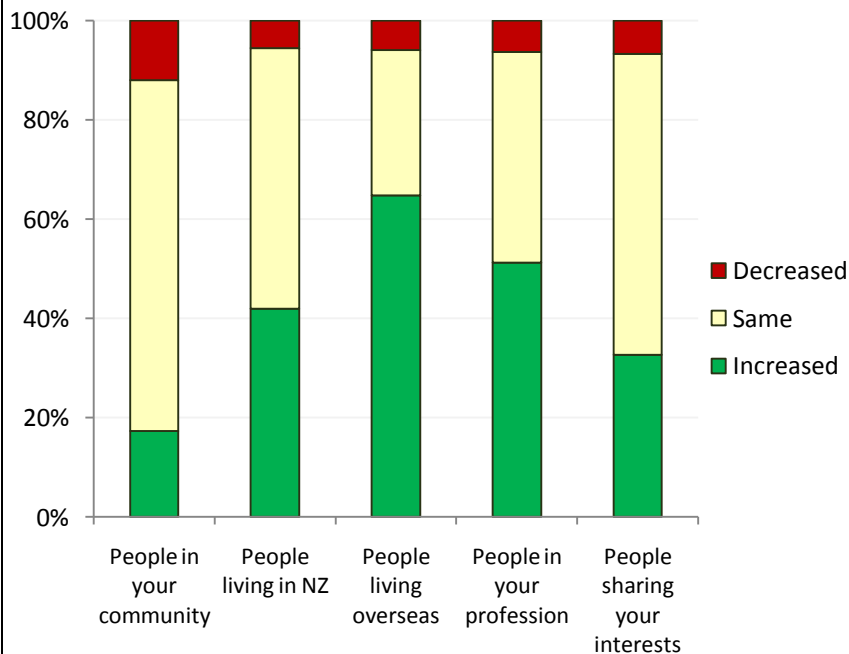
### Frequency of socializing online



Socializing is a major use of the Internet. 77% of users check their email every day. At least weekly, 34% do instant messaging and 28% participate in social networking sites like MySpace or Facebook.

Most users say that the Internet has increased their contact with other people, especially overseas (65%). There is increased contact with people in the same profession (51%), those who share recreational interests (33%), and people generally in New Zealand (42%). Few believe there has been a decrease. However contact with people in one's own community is relatively unchanged.

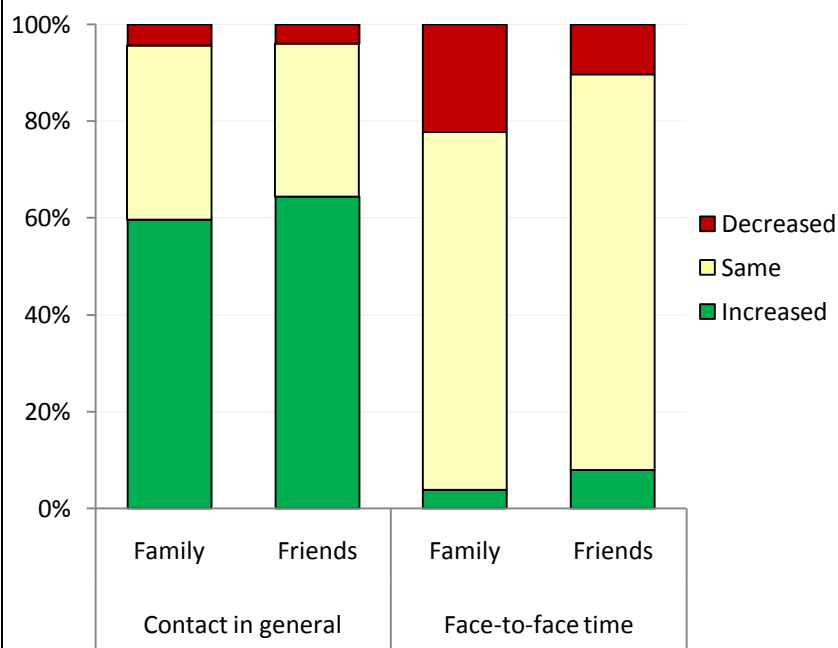
### Effect of Internet on group contacts



Base: Users (n= 1120)  
Source: Q28

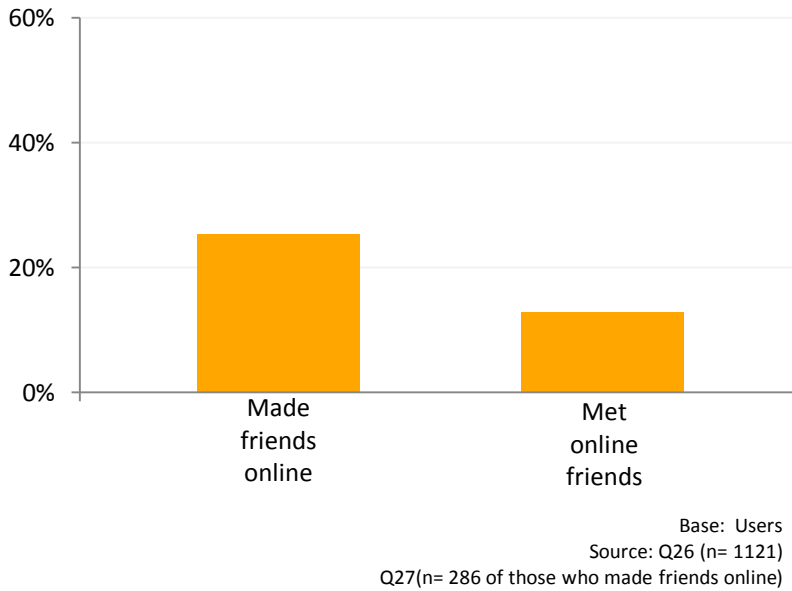
Most users say the Internet has increased their amount of contact overall with friends (64%) and family (60%), few say it has decreased. On the other hand, 22% say that since they connected to the Internet, they spend less time face-to-face with the family they live with, although the amount of time with friends has fallen less. For both family and friends, time spent has mostly not changed since the Internet.

### Effect of Internet on contact with family and friends



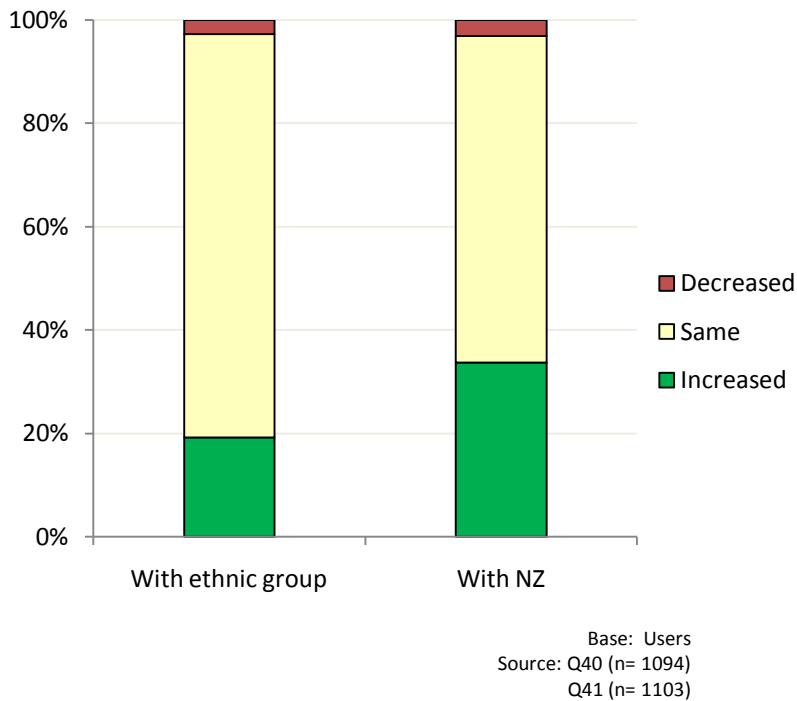
Source: Q28, 53, 54  
Base: Users (n= 1120)

### Online friends



A significant minority of New Zealand users have developed new social relationships online, some of which are followed up in face-to-face meetings. 25% report having made friends online, with 51% of these going on to meet this person face-to-face.

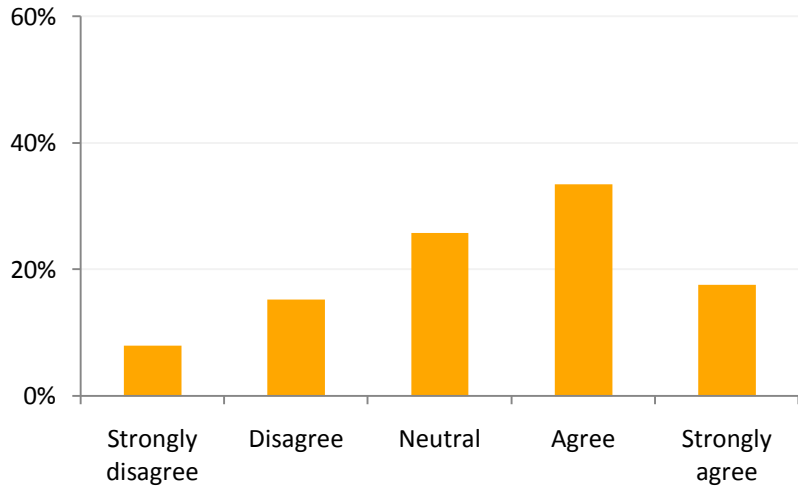
### Internet and shifts in identification



A strong minority of respondents believe the Internet has increased their sense of identification – for 34% their identification with New Zealand, and for 19% with their ethnic group. Only 3% in each category feel their identification has diminished. However, most people feel their identification with either their ethnic group or with New Zealand has stayed the same since the Internet.

Maori or Pasifika language speakers tend to believe the Internet is helping keep their languages alive rather than the opposite, with half in favour of this suggestion and only a third against. 33% agree and 18% strongly agree, compared to 15% disagreeing and 18% strongly disagreeing.

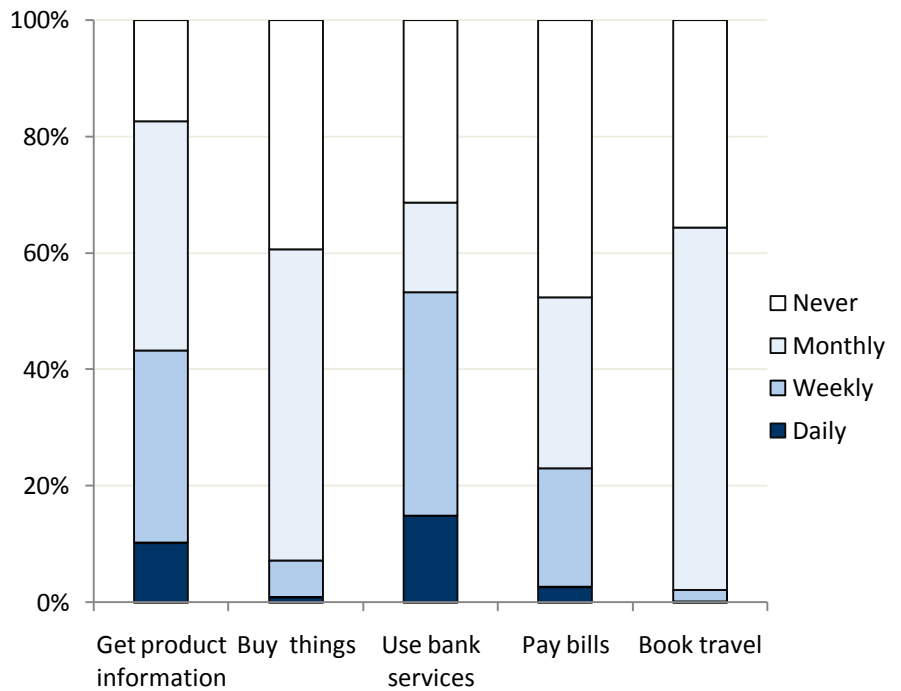
### Internet helps keep Maori/Pasifika languages alive



Base: Users who speak these languages (n=118)  
Source: Q46a

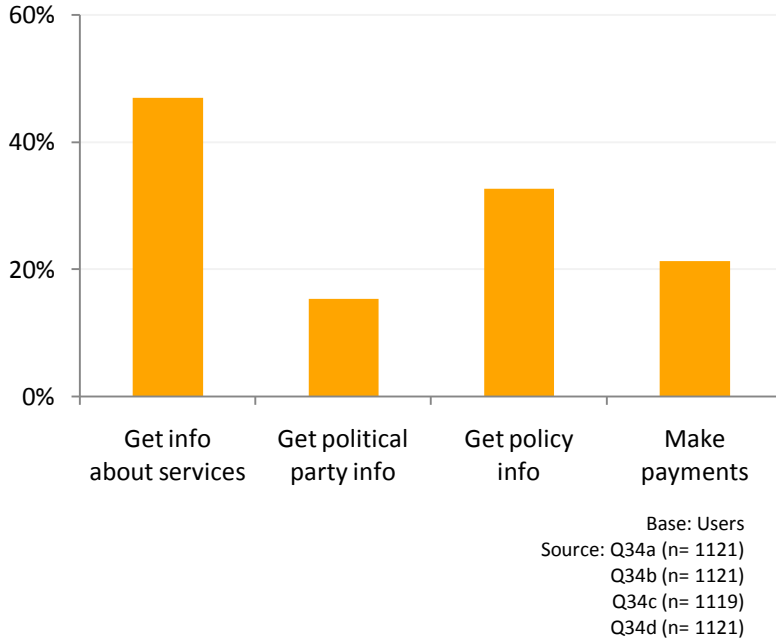
New Zealanders make good use of the Internet to conduct their everyday business. 61% occasionally buy things on the Internet and 64% book travel online. At least weekly, 42% of users access information about products online, 23% pay bills, and 53% use their bank's online services.

### Frequency of financial transactions online



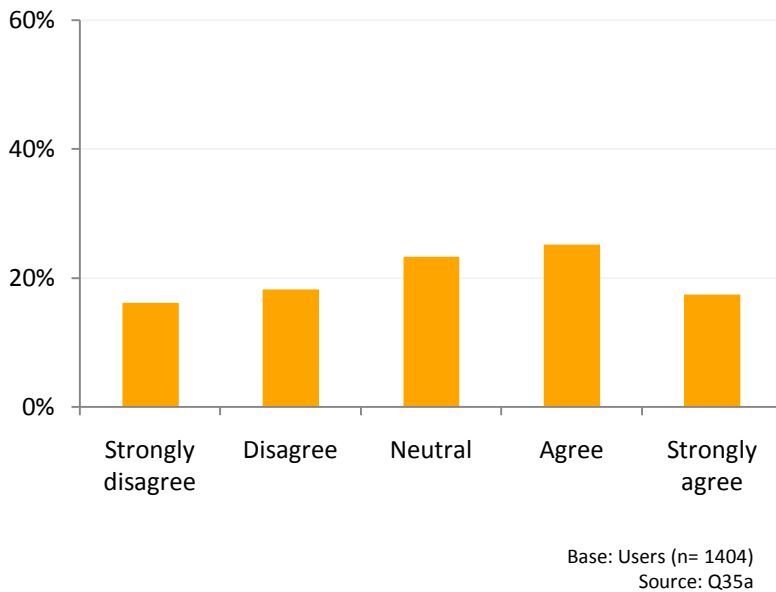
Base: Users (n= 1120)  
Source: Q31

### Frequency of accessing government online



New Zealanders use the Internet to access both local and national government sites. The most common activity (47% of users) is accessing information about government or council services. 33% use the Internet to obtain information on government policy, but far fewer (15%) seek information online about political parties or MPs. Payments such as rates, taxes or fines are made online by 21% of users. Asked in another question about their knowledge of the government’s Digital Strategy, just 13% say they have heard of it.

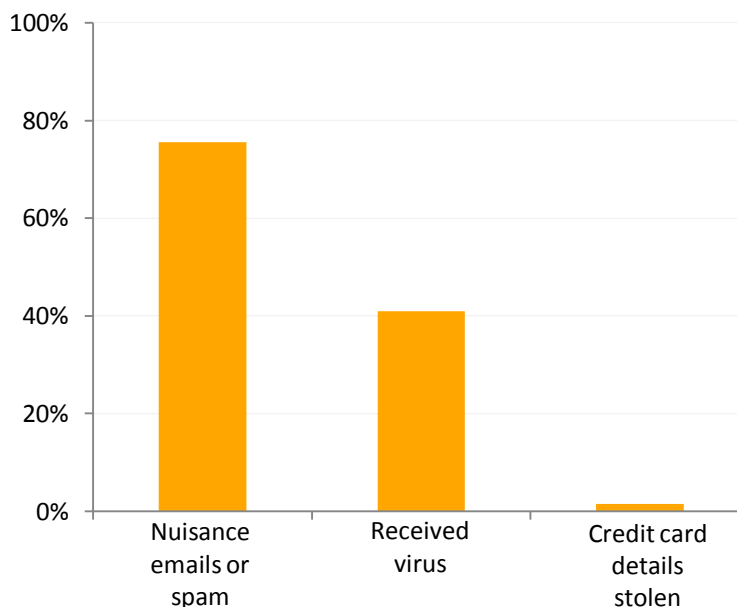
### Support government funding so everyone can access Internet



Respondents are divided over whether the government should provide funding to enable all New Zealanders to access the Internet, with rather more in favour than against. While 25% agree and 18% strongly agree with this, 18% disagree and 16% strongly disagree. The rest are neutral.

The Internet opens users up to the possibility of a number of adverse impacts. Most common is the nuisance of spam emails, which 76% of users have experienced. Receiving a virus on to the computer is another widespread hazard, with 41% affected. Credit card security online is a major popular concern, but in fact just 1.6% (18 users) say they have had their details stolen.

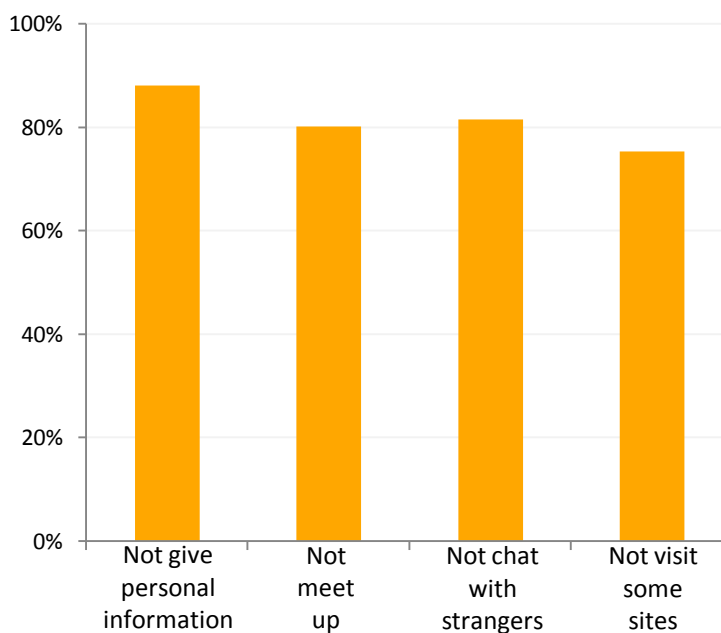
### Adverse impacts of the Internet



Base: Users  
 Source: Q51a (n= 1113)  
 Q51b (n= 1103)  
 Q59d (n= 1121)

Concern about safety online for children is high in New Zealand. A very large proportion of households that have under-18s in them also have rules for their Internet use. Most prevalent (in 88% of households) is the rule not to give out personal information on line. In most households children are also told not to meet up face-to-face with someone they have met online (80%), and not to chat online with strangers (81%). Most children are also told not to visit some sites (75%).

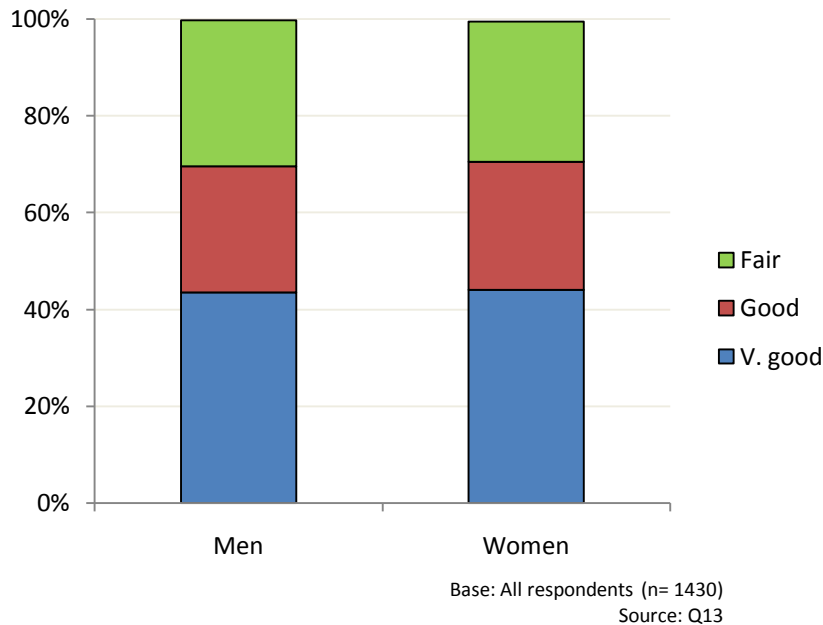
### Internet rules for under-18s



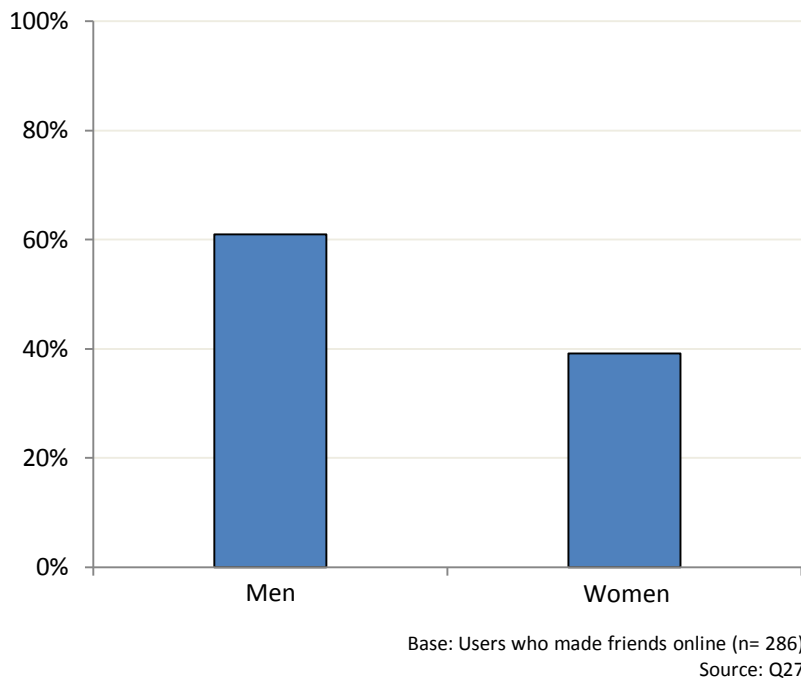
Base: Users  
 Source: Q49a (n= 407)  
 Q49c (n= 405)  
 Q49d (n= 389)  
 Q49f (n= 403)

# Profiling the Internet & New Zealand's social diversity

**Self-rated ability to use Internet x Gender**



**Met online friend x Gender**



## Gender

Gender makes little difference for most of the survey questions on Internet attitudes and behaviours are indistinguishable. However, women are more likely to see other people as an important source of information (65% vs. 55%). Men tended to make friends online more often (30%) than women (20%), and to meet them much more often in person (61% vs 39%).

Women are more likely to feel that the effect of the internet has decreased contact within the family (63% vs. 58%), and this is felt even more in relation to friends (70% vs. 60%). Women are also more likely to consider that contact with people in New Zealand and also contact with people overseas has increased with the Internet.

Men are more likely than women to get information concerning government services online, and are slightly more likely to check facts online. Men were much more likely to have heard of the Digital Strategy.

**Age**

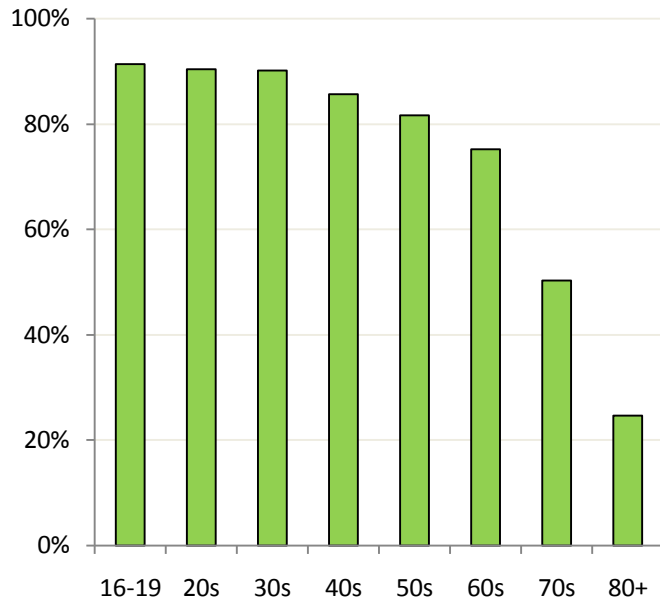
Age was the most consistently differentiated dimension in the survey, producing many significant results. User status was age-graded from young to old, and many other questions produce a similar pattern – self-rated ability, hours on the Internet, use for information or entertainment, and online commerce. Some aspects of Internet behaviour such as content creation or social networking were much more prevalent among the under-30s.

The shape of the fall-off with increasing age differed from question to question. Part of this phenomenon may be explained by successive generations having different experiences with this new technology. Although age is a key indicator of usage, especially for older people, within the user groups some differences with other age groups flatten out. Therefore, the time spent using the Internet by older people is not much lower than for other age groups, and their evaluation of the effects of the Internet tend not to be too dissimilar.

However other differences remain considerable. Older respondents are far less likely to be broadband users and tend to rate their ability to use the Internet far lower. Older users see this technology as far less central to their daily lives; they use it less for entertainment, and in particular are less likely to access the Internet for information.

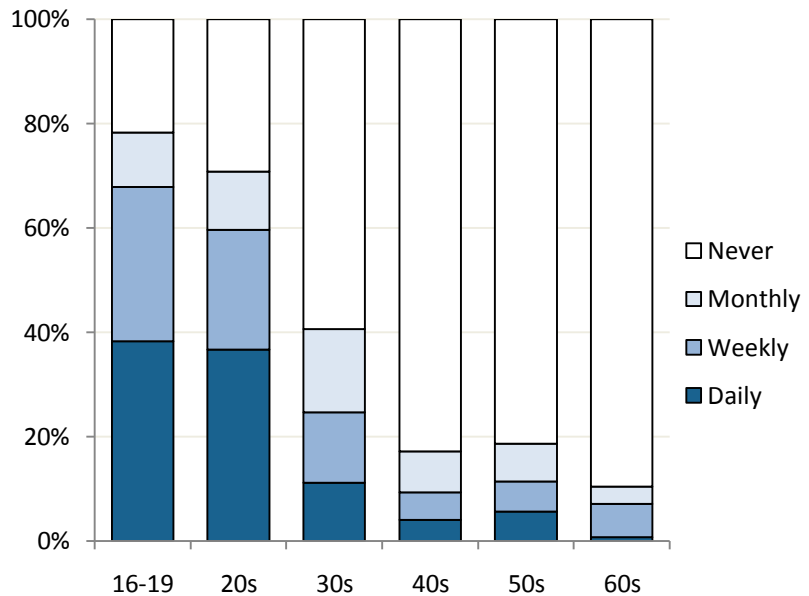
The use of the Internet for game-playing has a 'U' shape distribution with both younger and older people more involved. Yet another pattern appears in relation to the more political aspects of the Internet with older people claiming to be much more aware of the Digital Strategy.

**User Status x Age**



Base: All respondents (n= 1430)  
Source: Q1  
Graph shows % who use internet

**Frequency of visiting social network sites x Age**



Base: Users (n= 1121)  
Source: Q25g  
70s, 80s: Too little data

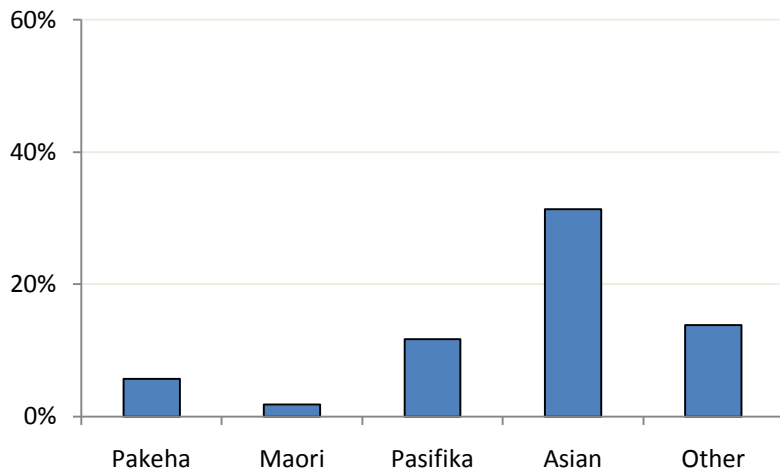
## Ethnicity

Drawing conclusions about the relationship between ethnicity and Internet use in this sample is complex. In addition to challenges concerning coding categories, small sample sizes in some cells means that differences are not significant. There is also the strong possibility that factors other than ethnicity (e.g. income) interact with the surface pattern of the figures.

What is clear is the vigorous engagement with the Internet from the Asian ethnic group, which is often echoed by those coded in the 'Other' ethnicity category. Asian participants are more likely to be users, and these users are more likely to use the Internet more frequently. Access to broadband is slightly higher amongst Asians and they rate their abilities as users more highly. Asians are also more likely to see the Internet as important in their daily lives and as an information source, and also to use the Internet for entertainment, content creation and socialising.

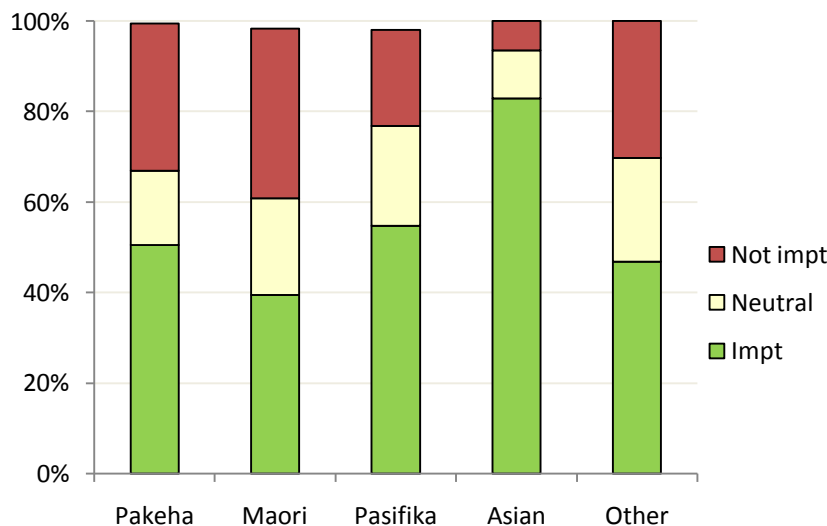
The position of Maori and/or Pasifika respondents is more complex. Generally they tend to have less access to the Internet but if users, they tend to be more frequent users than Pakeha across most types of online activity. This is particularly evident for online socialising where Pakeha are less active.

### Keep blog x Ethnicity



Base: Users (n= 1118)  
Source: Q24e

### Importance of Internet in daily life x Ethnicity

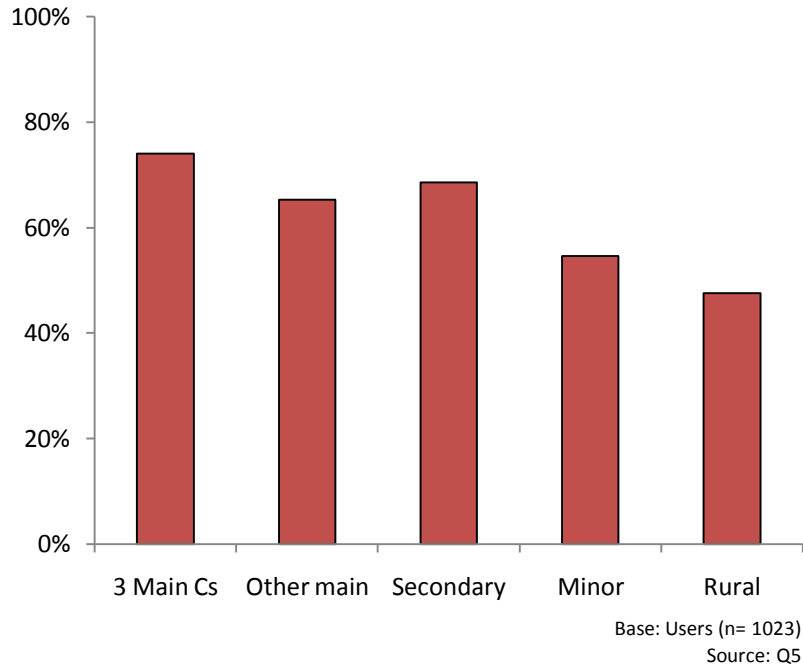


Base: All respondents (n= 1430)  
Source: Q52

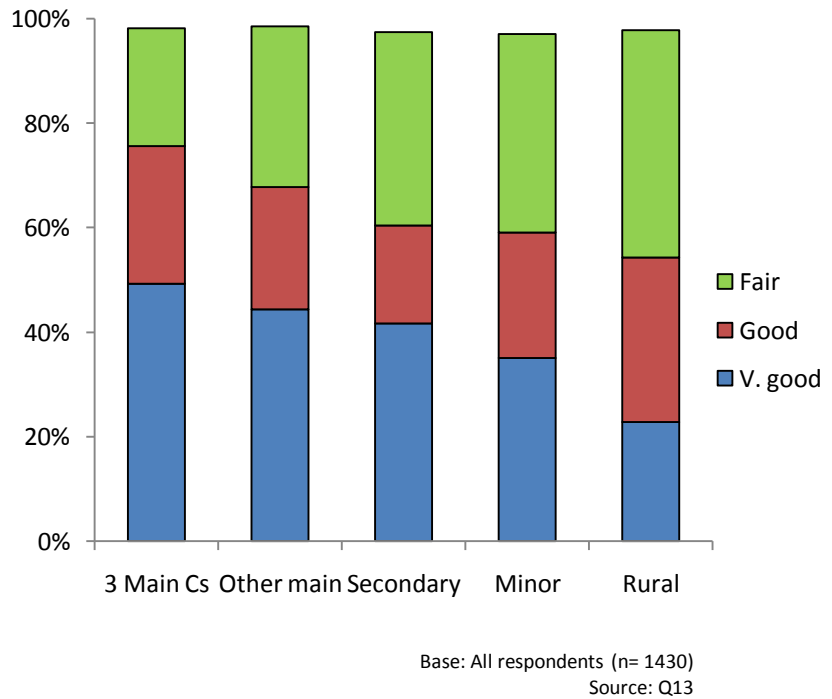
**Geographic area**

Slight urban-rural differences are common. For both users and non-users, living in a rural area impacts negatively on access to broadband, self-rated ability, importance of Internet for information or for entertainment. There are few differences in terms of sociability (e.g. hours spent weekly with family or friends) or the importance of people as an information source.

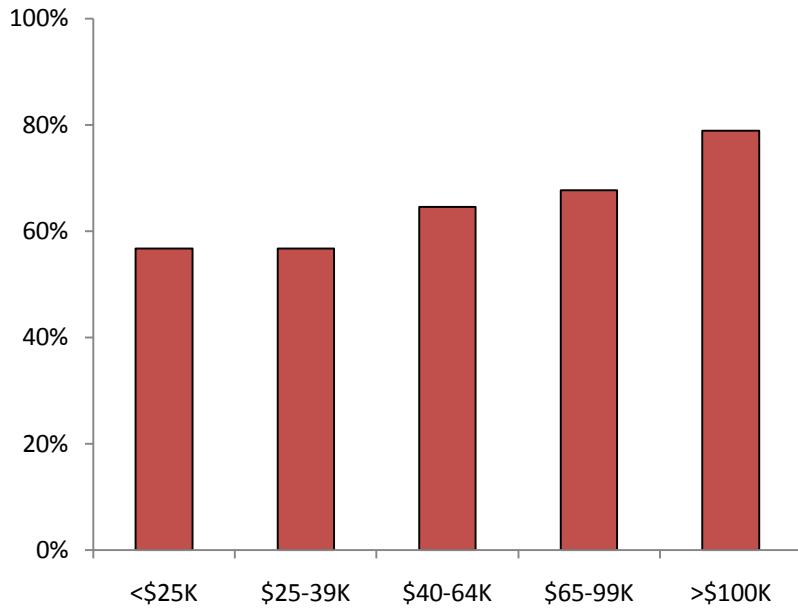
**Broadband x Area**



**Self-rated ability to use Internet x Area**



### Broadband x Income

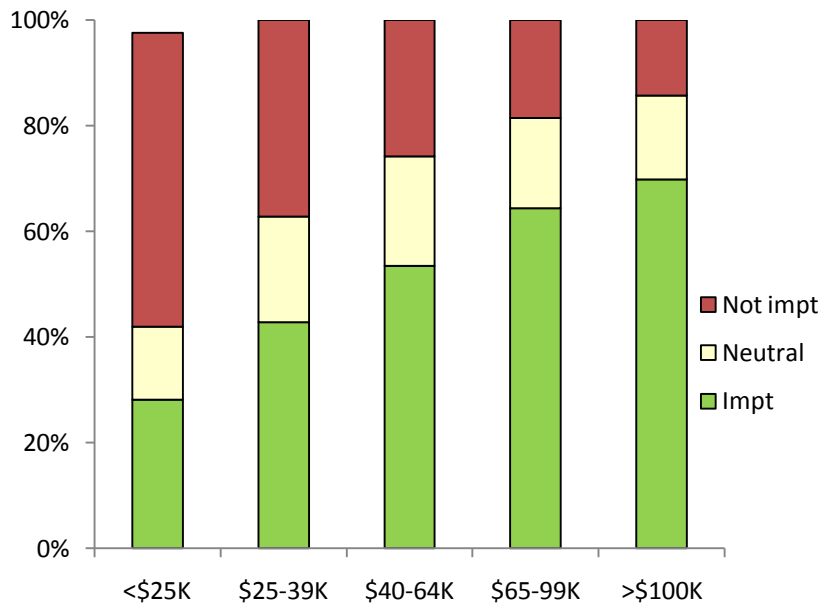


Base: Users (n= 1023)  
Source: Q5

### Household income

The impact of income differences are clearly defined and usually stress the better access and higher usage of the Internet by those living in households with progressively higher incomes. This relationship shows in access to the Internet, access to broadband, self-rated ability, role of the Internet in daily life including for information and entertainment, its effect on relationships with family, and use of online services such as banking.

### Importance of the Internet in daily life x Income



Base: All respondents (n= 1430)  
Source: Q52



# Detailed analysis of social diversity & the Internet in New Zealand

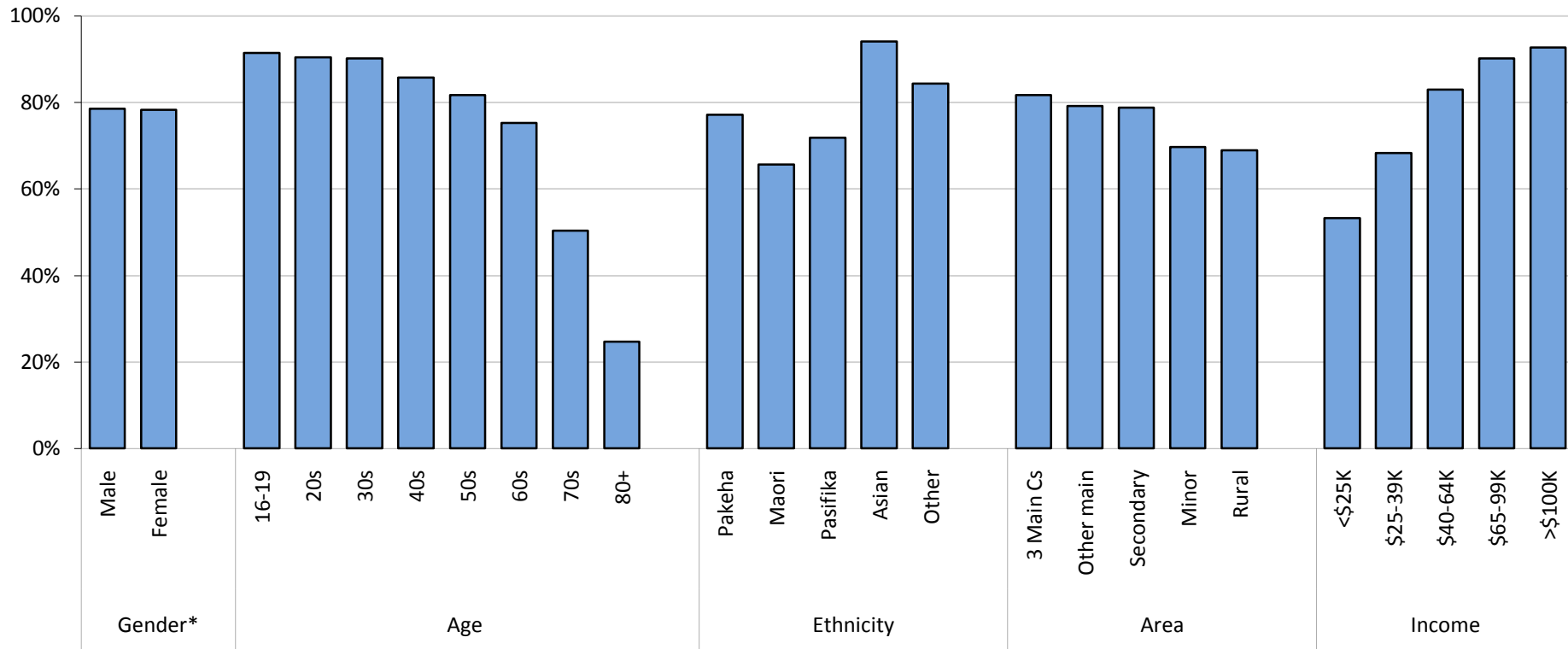
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The graphs in this part of the report present the information from cross-tabulations between each of 29 dependent variables (survey questions) and a set of 5 or 6 independent, demographic variables – gender, age, ethnicity, urban/rural area, household income, and user status where relevant.

Each has been tested for statistical significance using the chi-square test, with the cut-off point being taken at the .05 level of significance. This means that for graphs treated as statistically significant there is a 95% chance that the

relationship found in the sample would also hold for the broader New Zealand population. Non-significant displays are labelled as such. Note that while overall relationships between independent variables (e.g. age, gender, ethnicity, area) and dependent variables (e.g. usage, posting content online) are statistically significant unless otherwise stated, significance testing between individual categories within independent variables has not yet been carried out.

## Current use of Internet in New Zealand



Base: All respondents (n= 1430)

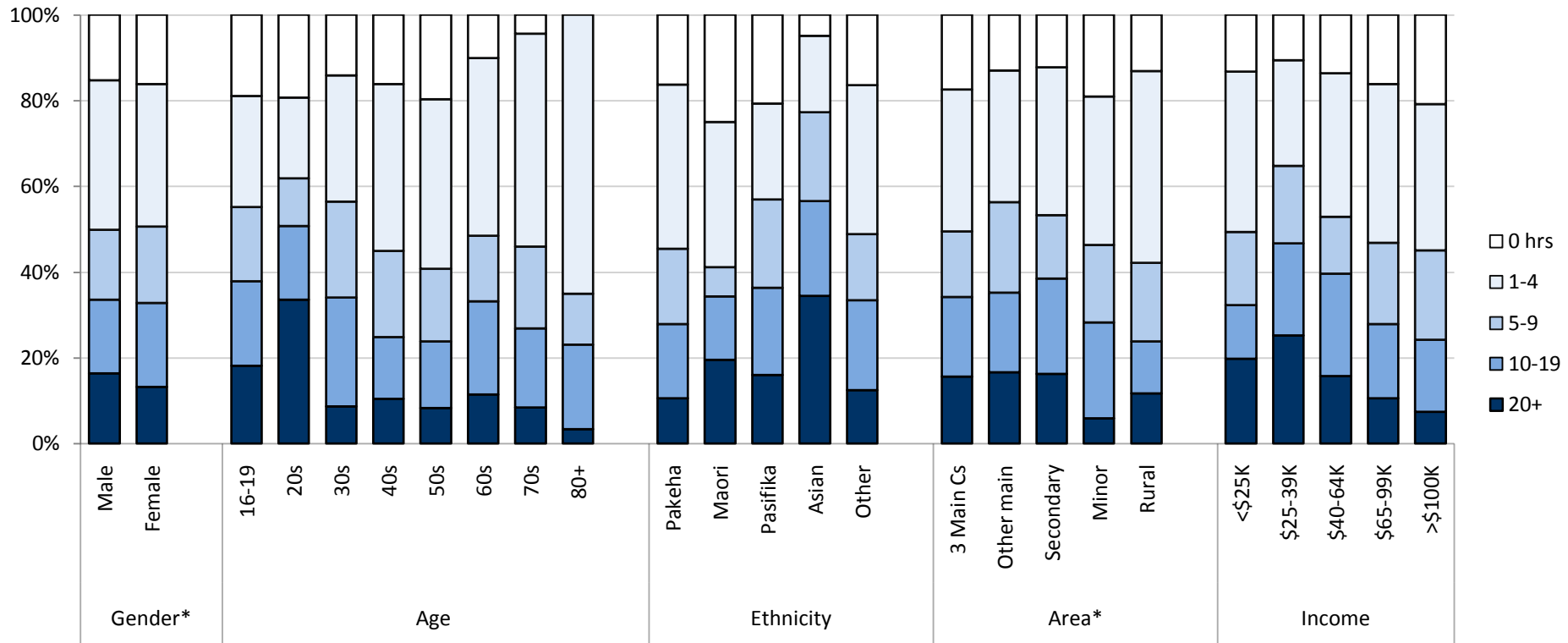
Source: Q1

\* Not significant

As far as age is concerned, usage remains level at roughly 90% until the 40s age group (at which point it falls slightly to 86%). However, the sharpest drop-off occurs for those aged 60 and above - 75% of those in their 60s use the internet, 50% of 70 year olds and only 25% of people 80 and older are users. Asians (94%) and other ethnicities (84%) have higher usage rates than Pakeha (77%), Pasifika (72%) or Maori (62%). With increasing

ruralness, there is a gradual fall-off in Internet use, with 82% of those living in the main cities claiming to be users while 69% of rural dwellers make such a claim. There is a strong and steady increase in usage with rising household income. Nearly all households earning more than 100K (93%) report using the Internet while far fewer of those earning less than 25K (53%) do so.

## Weekly hours on Internet at home



Base: Users (n= 1121)

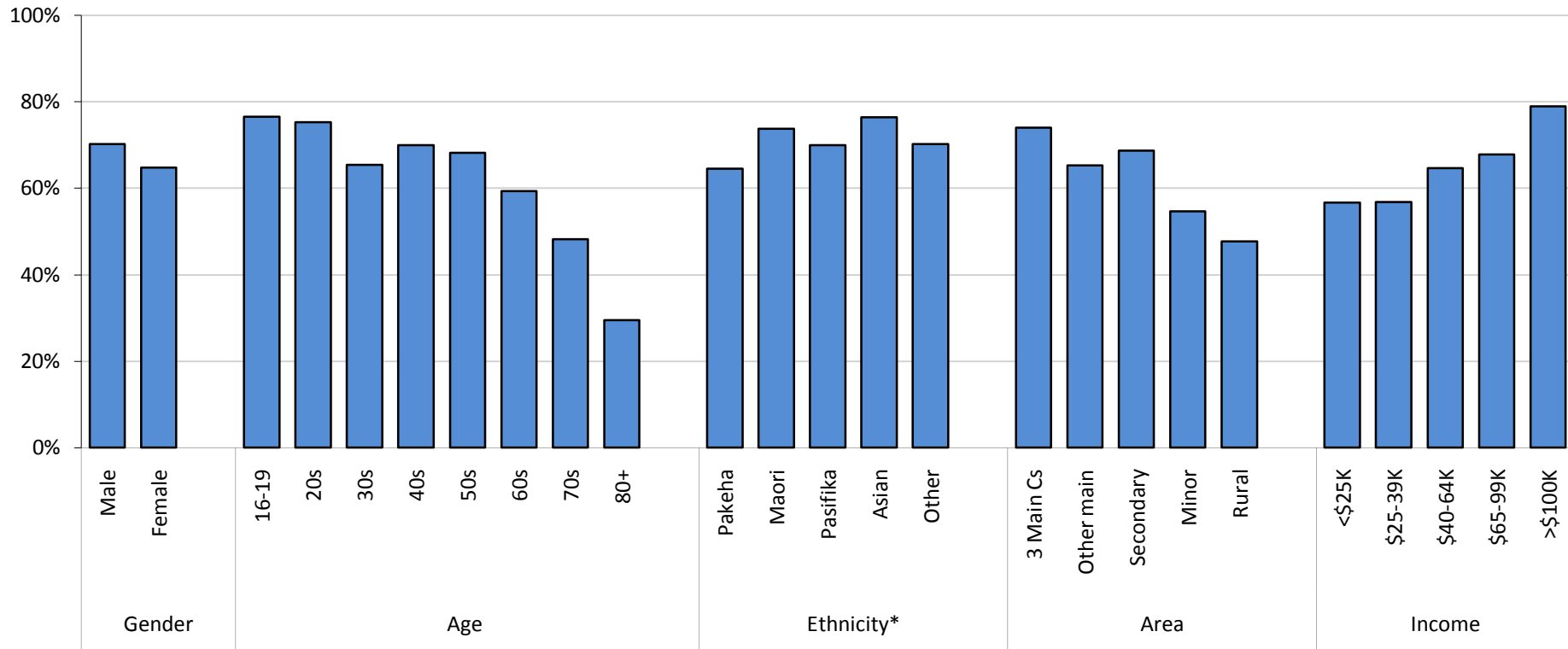
Source: Q2

\*Not significant

As expected, in terms of age, the heaviest users (20+ hours per week) of the Internet at home can be found among those in their teens (18%) and 20s (34%). Oddly, those in their 80s are the only group of individuals in which 0% report never using the Internet at home. Among all ethnicities, Asians are the heaviest users of the Internet at home with 34% spending 20 or more weekly hours online while Pakeha comprise the lowest percentage of high-end users with only 11% online for 20 or more hours.

For those living in cities or suburbs, roughly 35% spend ten hours or more online per week. Considerably fewer people living in minor and major rural areas (28% and 24%, respectively) report such a time commitment. Apart from the lowest quintile, time use decreases with income. Thus, 46% of those earning between 25K and 39K use the Internet for 10 hours or more per week while only 24% of those earning more than 100K do so.

## Broadband at home



Base: Users (n= 1023)

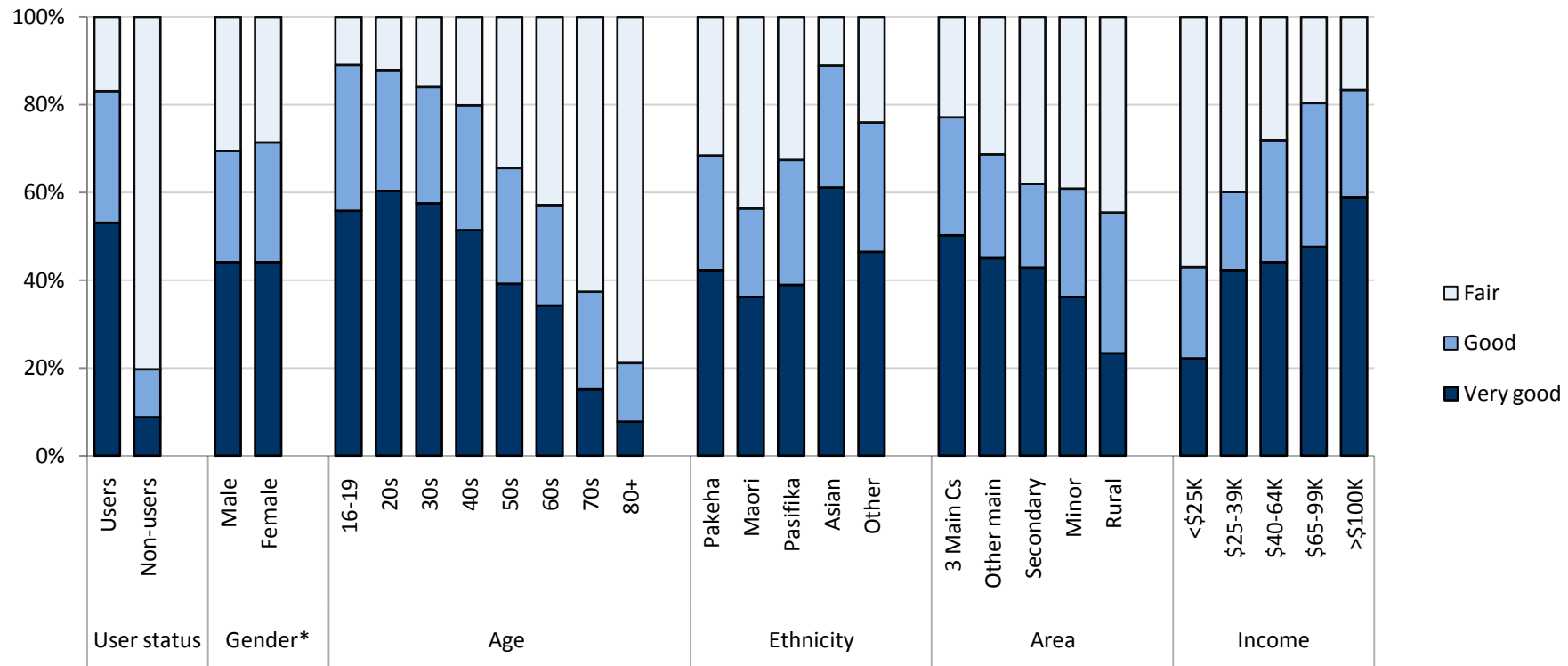
Source: Q5

\*Not significant

Males (70%) are slightly more likely to be broadband users at home than females (65%). Broadband use peaks for those in their teens (77%) and 20s (75%) and holds steady at roughly 68% through the 50s at which point there is a sharp decline: 59% of those in their 60s use broadband at home, 48% of 70 year olds and 29% of those in their 80s. As we go from cities to rural areas, home broadband use decreases with 74% of those in the main

cities using broadband while only 48% of those in rural areas doing so. Generally speaking, broadband use increases with income, although the two lowest income quintiles have a similar level of broadband exposure at 57%. At the upper end, nearly 80% of those earning more than 100K use broadband at home.

## Self-rated ability to use Internet



Base: All respondents (n= 1430)

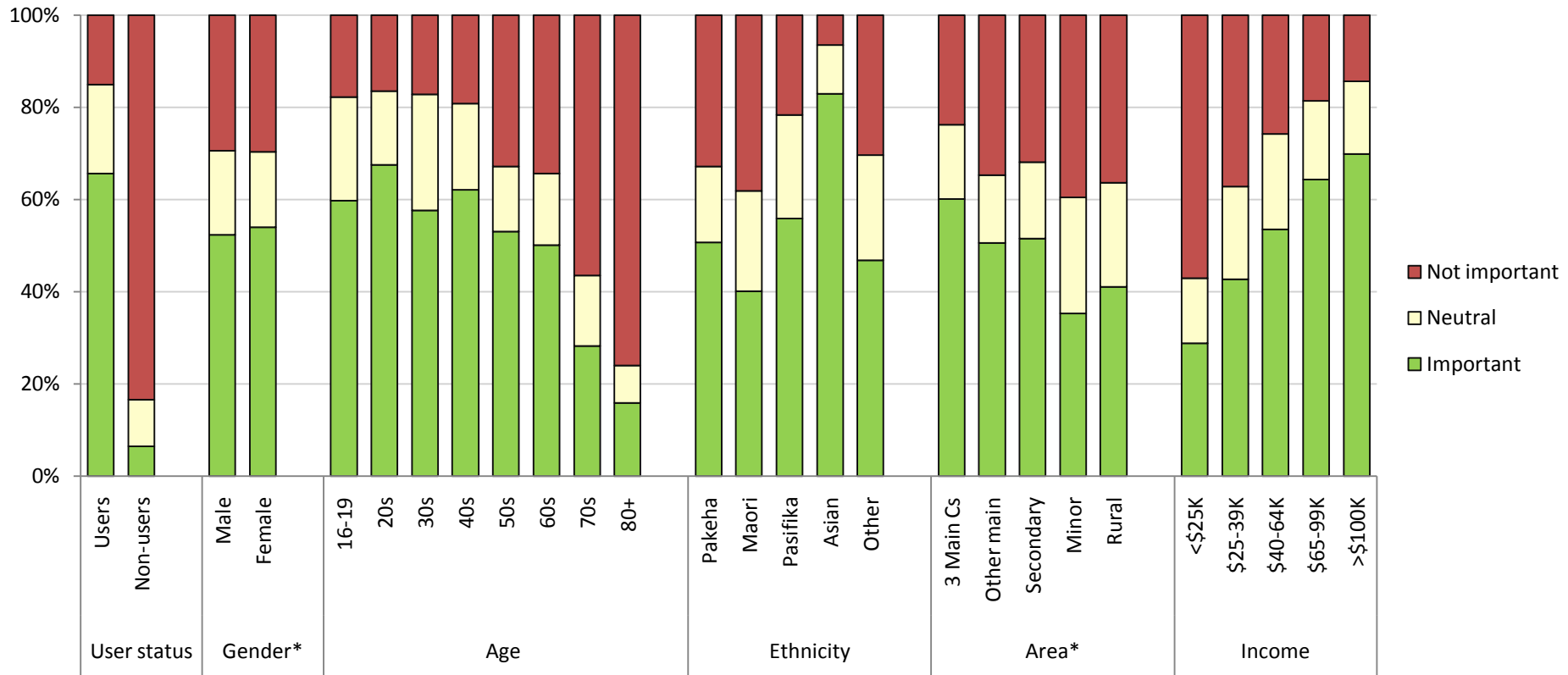
Source: Q13

\*Not significant

Not surprisingly, there are sharp differences between users and non-users in terms of their self-rated Internet abilities with 53% of users rating themselves as very good users of the Internet while only 8% of non-users doing so. As one would expect, abilities decline with age, especially for those in aged 50 and older (e.g. 39% of 50 year-olds rate themselves as very good and a mere 15% of 70 year-olds do so). Asians tend to rate their Internet ability as very good (61%), with Pakeha (41%), Pasifika

(38%) and Maori (35%) all trailing well behind. Self-rated abilities decline as size of settlement decreases with 49% of those living in main cities rating themselves as very good against only 23% of people in rural areas. There is a positive correlation between self-rated ability and household income. Only 21% of households earning less than 25K rate their ability as very good but for households earning more than 100K nearly three times that proportion (59%) rate themselves that way.

## Importance of Internet in daily life



Base: All respondents (n= 1430)

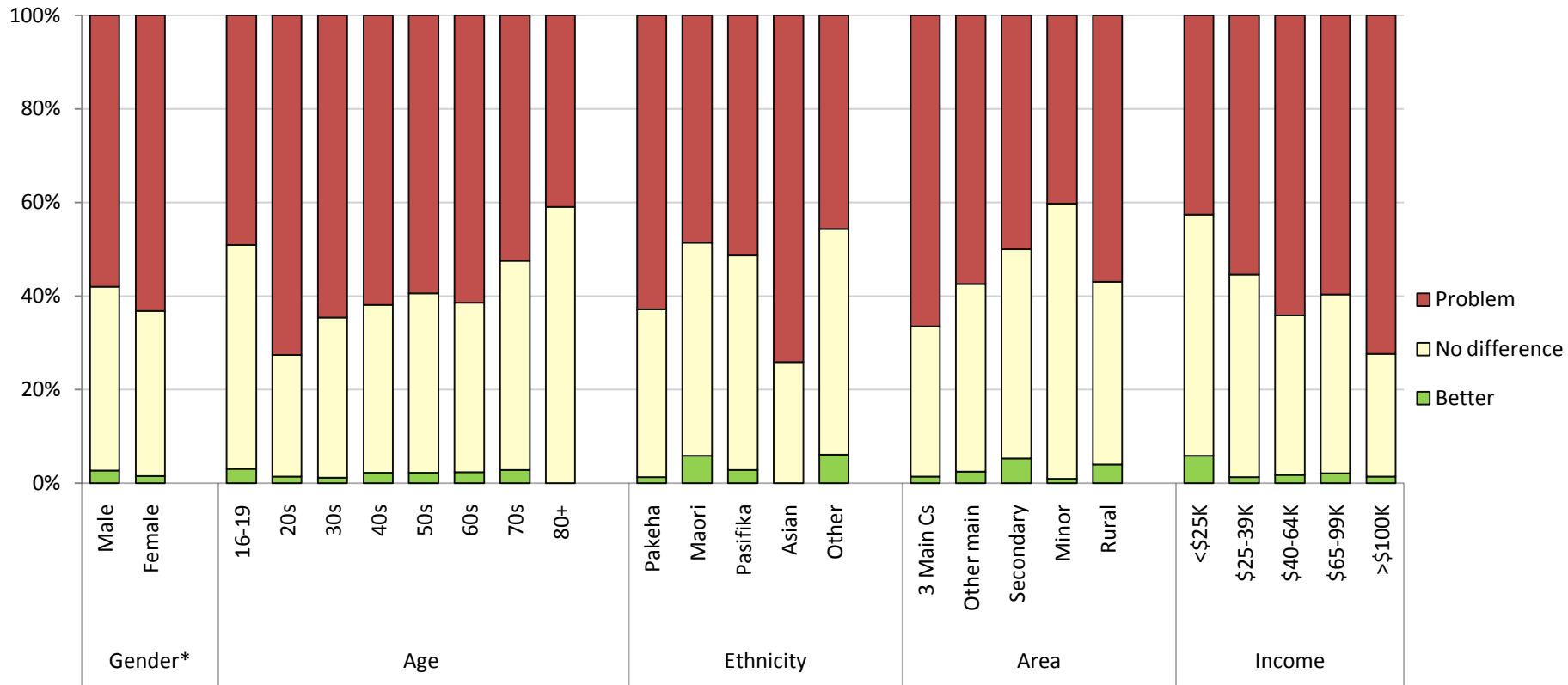
Source: Q52

\*Not significant

Generally speaking, people’s ratings of the importance of the Internet in their daily lives reflect overall usage patterns. The proportions for users are the inverse of those for non-users, with 66% of users rating the Internet important while only 6% of non-users rate it that way. Income is the most clearly graded factor, with 28% of households under \$25,000 rating the Internet important, compared to 70% among those earning \$100,000 and

more. As expected, the younger someone is the more likely the Internet is important to them. There are large differences between ethnic groups. At 83%, most Asians place importance on the Internet, compared to only half that proportion of Maori (39%). Across the urban-rural divide, for the most part, the more urban the area in which someone lives, the more important they rate the Internet.

## Effect if Internet access lost

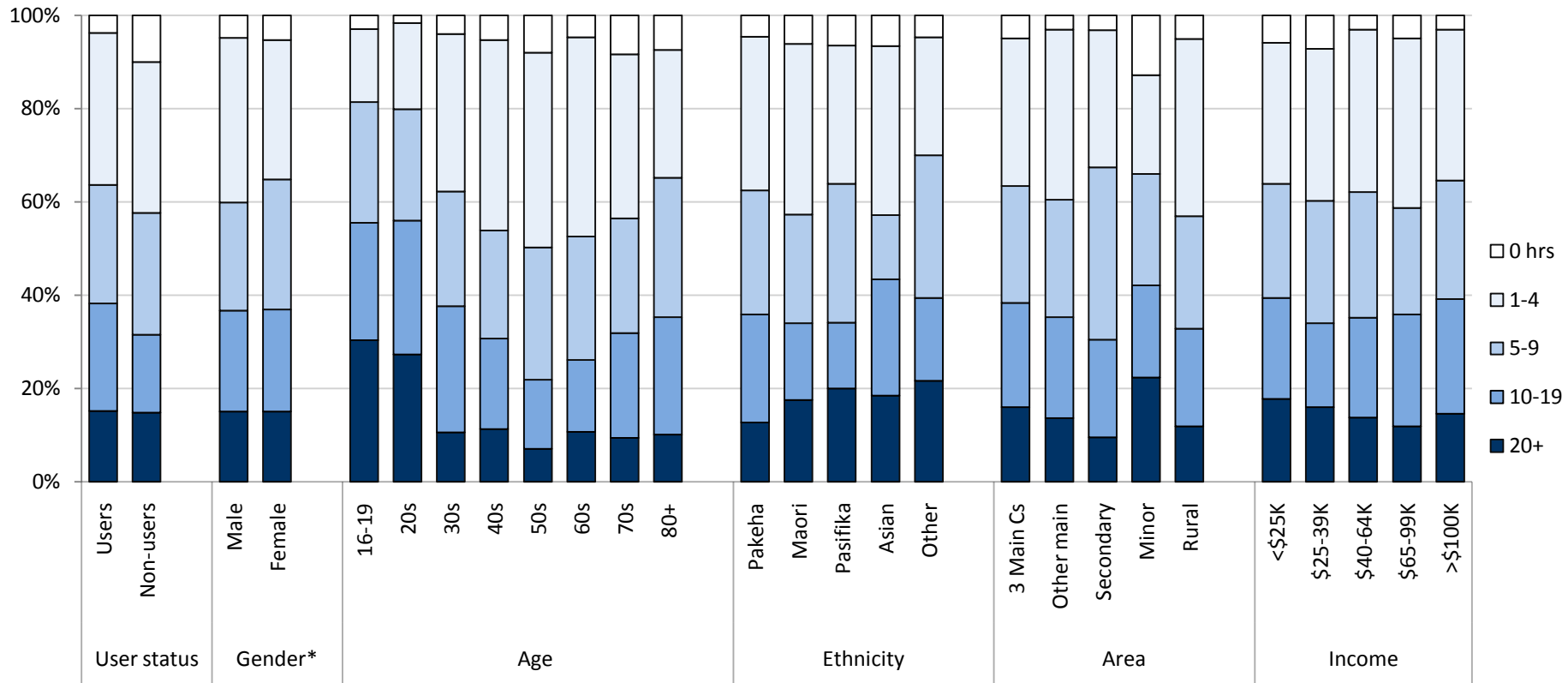


Base: Users (n= 1109)  
Source: Q56  
\*Not significant

Very low proportions of users in all demographics think that losing the Internet would make their lives better. A large majority say it would be a problem. Concern is age graded, with younger people showing greater unease about the potential loss of the Internet. Conversely, 49% of the youngest group, 16–19, think this would be a problem, suggesting they are less concerned than all age groups except the over 80s (41%). Among ethnic groups, Asians are notable for showing most concern, with 74%

saying loss of the Internet would be a problem and none at all saying it would make life better. Interestingly, rather more women (63%) than men (58%) think it would be a problem. Concern also tends to be graded according to income and where people live. The higher the household's income, the higher the level of concern, and the more urban a person's location the higher their concern (except for those in fully rural areas).

## Hours spent with friends weekly



Base: All respondents (n= 1412)

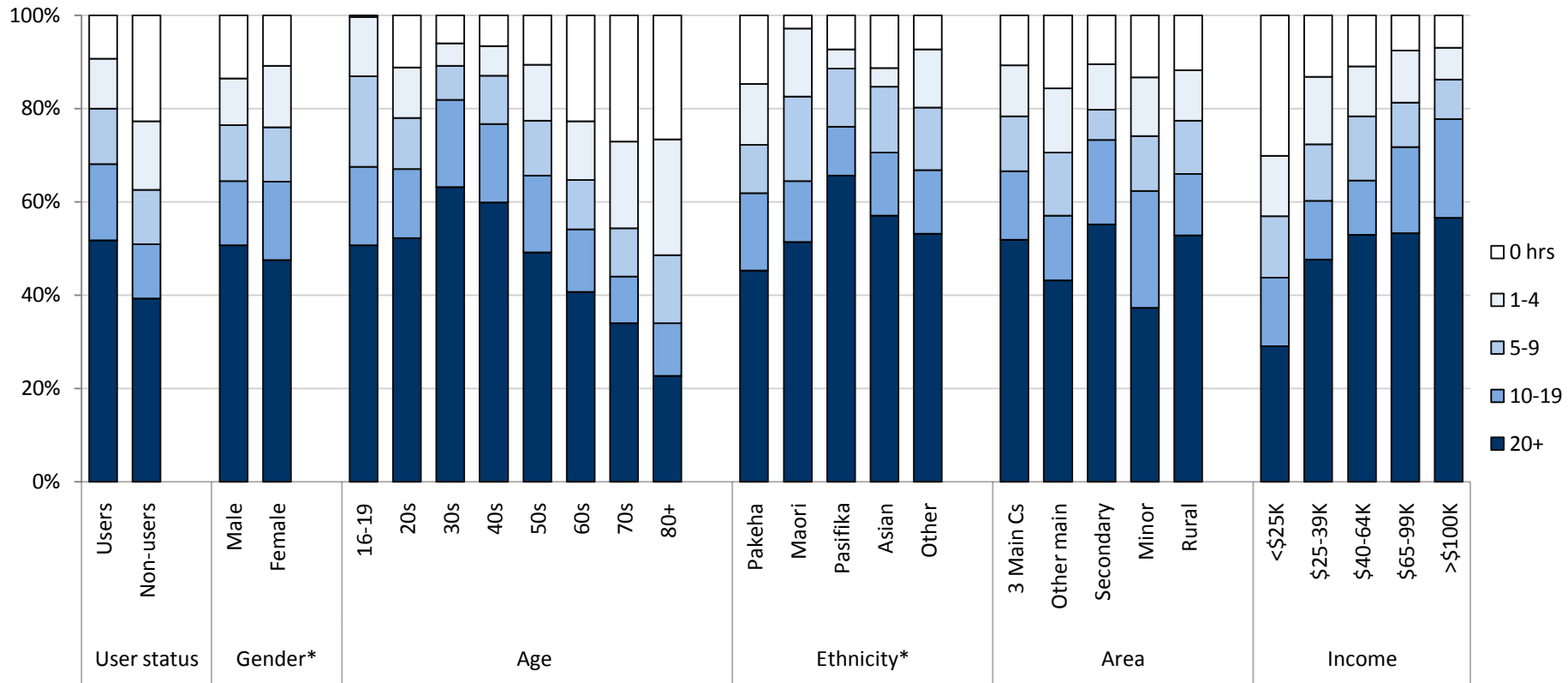
Source: Q59a

\*Not significant

Contrary to popular intuition, users (38% at 10+ hours) claim they spend rather more time each week socializing with friends than do non-users (32%). People under 30 are the big socialisers, spending much more time

with friends than those over 30. Fully 27–30% of the under 30s say they spend at least 20 hours a week with friends, compared with only 7–11% among the older groups.

## Hours spent with family weekly



Base: All respondents (n= 1394)

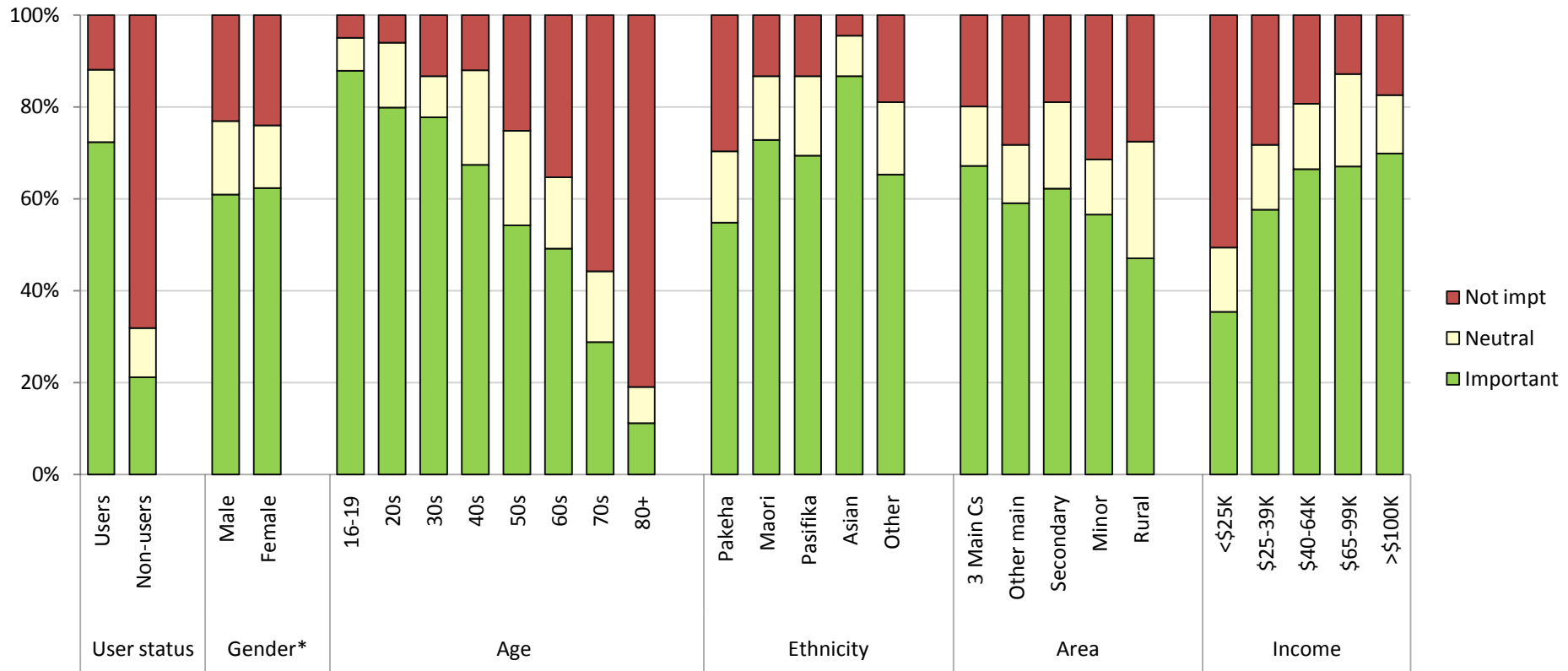
Source: Q59b

\*Not significant

Just on half of the respondents spend at least 20 hours a week socializing with the family they share a household with. Contrary to stereotype, users spend much more time with their families than do non-users. 52% of users spend at least 20 hours a week with their families, compared with 39% of non-users. And while 23% of non-users spend no time at all with family, this is only 9% for users. Not surprisingly, those in the main parenting years, 30–49, spend by far the most time with the members of their household. The

amount of family time falls away for older groups. Pasifika are the most likely ethnic group to spend time with family, with 66% saying they have at least 20 hours a week face-to-face with the family they live with. By contrast only 45% of Pakeha say this. The amount of time people spend with family is graded according to income: the higher the household's income, the more time is spent together.

## Importance of Internet for information



Base: All respondents (n= 1430)

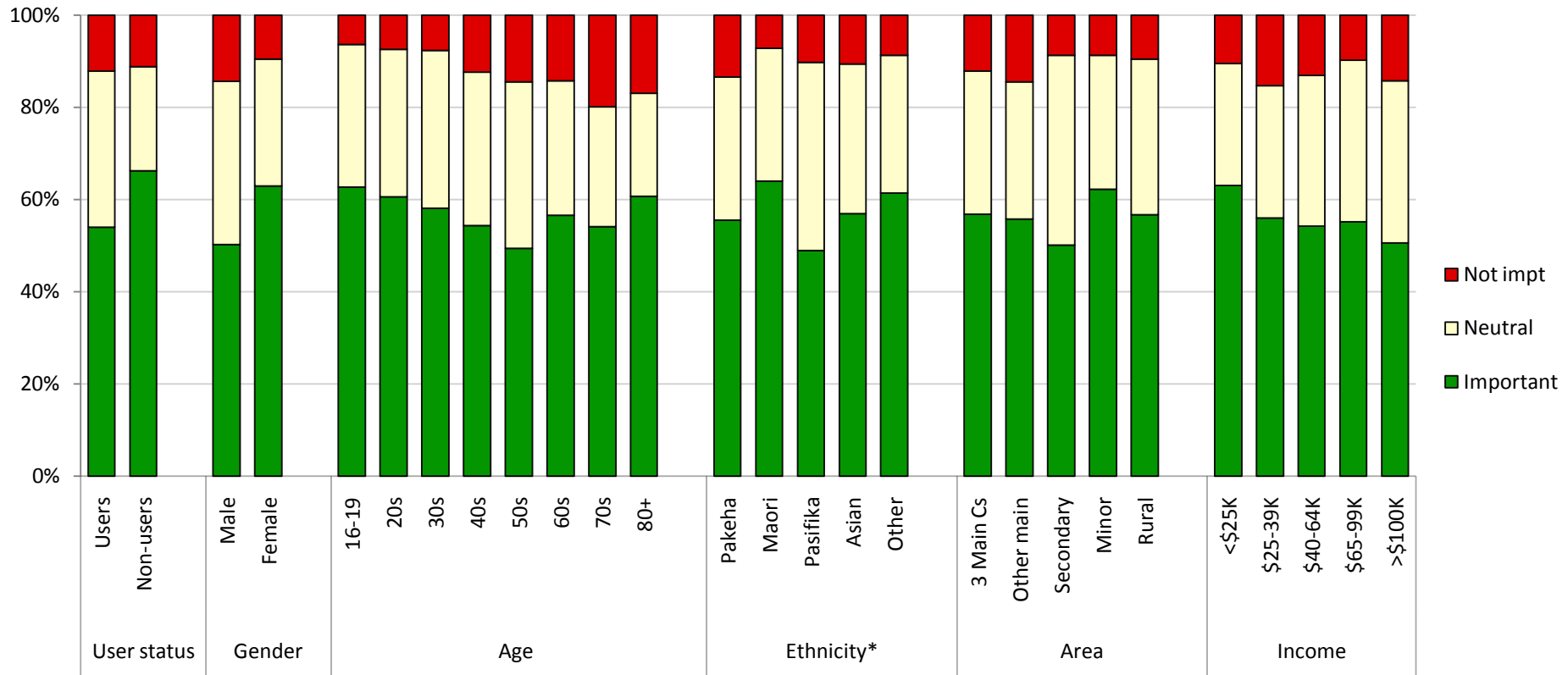
Source: Q21a

\*Not significant

Again, there is a major difference between ratings given by users (72% see the Internet as an important source of information) and those who are not users (20% consider it important). There is a very sharp drop-off of ratings for the information value of the Internet with increasing age. For example, 87% of teens rate it as an important information source, 54% of those in their 50s and only 10% of those in their 80s. At opposite ends of the spectrum, Asians (86%) are most likely to give the highest

ratings and Pakeha (54%) the least likely. There is a drop-off in ratings with decreasing size of settlement, with 66% of main city dwellers rating it as important against only 47% of rural dwellers. On the other hand there is a strong increase in ratings with increasing income - 34% of those earning less than 25K rate it as important, while 70% of those earning more than 100K rate it that way.

## Importance of other people for information

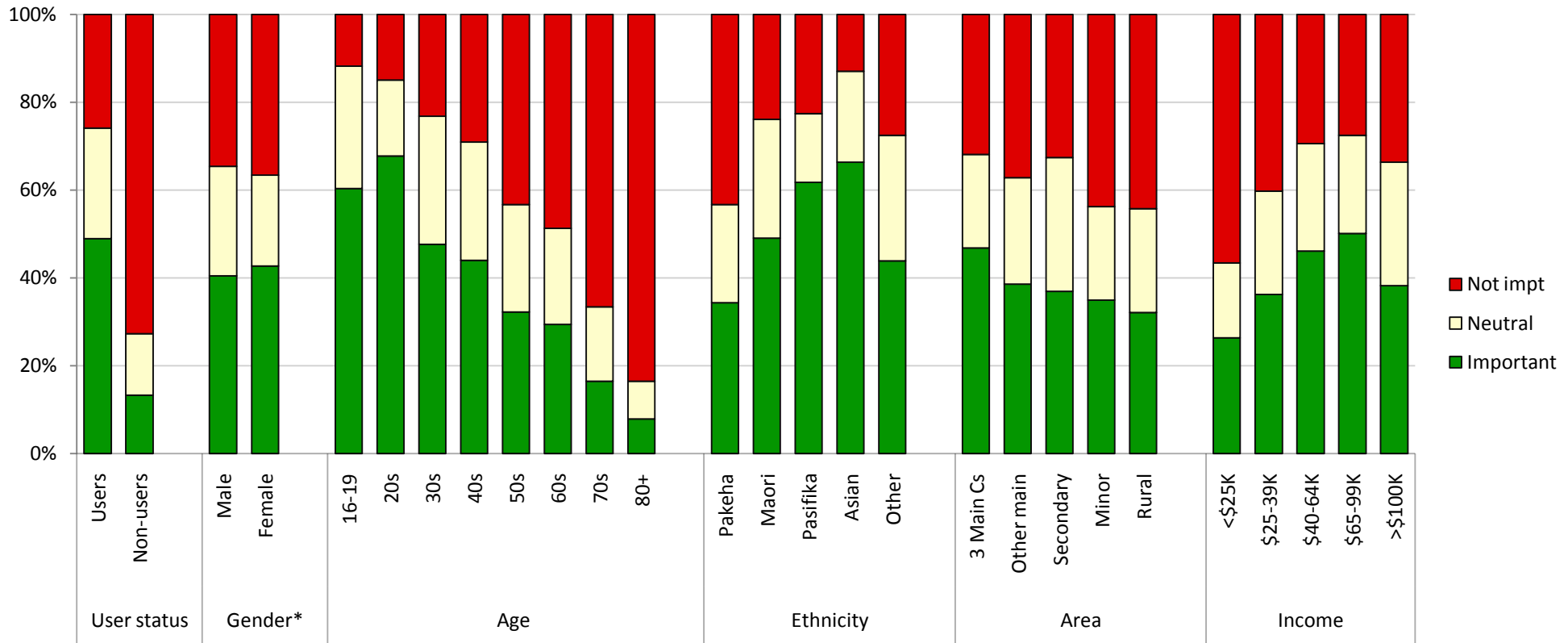


Base: All respondents (n= 1430)  
 Source: Q21e  
 \*Not significant

Non-users (65%) are more likely than users (54%) to rate other people as an important source of information. Females (62%) are more likely to give high ratings than males (50%). In terms of ethnicity, Maori (64%)

are most likely to rate other people as an important source of information, while Pasifika (48%) are least likely. Asians (56%) and Pakeha (55%) fall somewhere between these two extremes.

## Importance of Internet for entertainment



Base: All respondents (n= 1430)

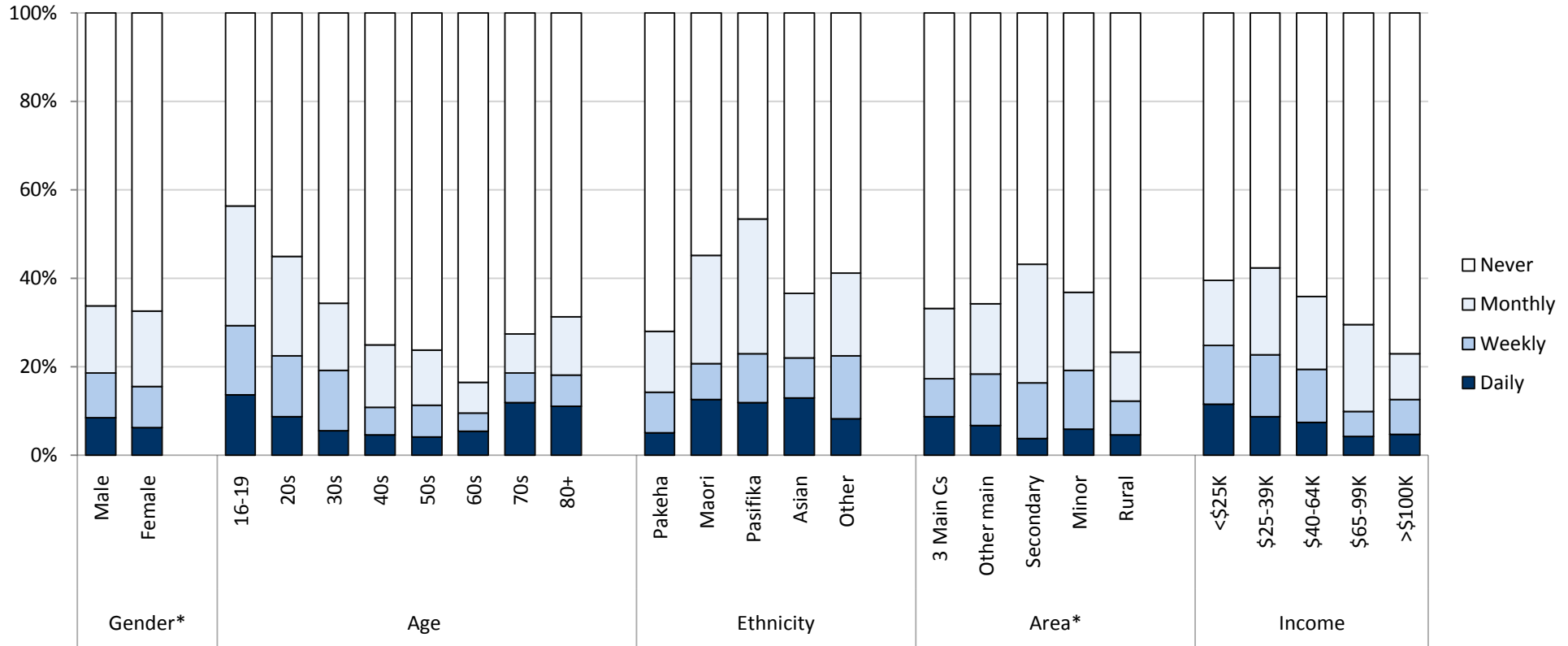
Source: Q20a

\*Not significant

Users, in sharp contrast to non-users, are far more likely to give a high rating of the Internet for entertainment. Ratings for entertainment drop-off sharply with increasing age. At the upper end, 60% of teens and 67% of those in their 20s rate the Internet as an important source of entertainment. Only 48% of those in their 30s, 43% of those in their 40s, 29% of those in their 60s and a mere 7% of those in their 80s rate it that way. Among the ethnicities, Pakeha (34%) and Maori (47%) are least likely to rate the Internet as an important source of entertainment, while Asian

(66%) and Pasifika (61%) are most likely. Highest ratings come from those living in one or other of the three main urban centres (46%). Entertainment ratings increase with income from 25% of households earning less than 25K rating it as important to 50% of households earning between 65K and 99K doing so. However, there is a steep drop-off at the highest income bracket with only 38% earning over 100K rating it as an important source of entertainment.

## Frequency of playing games online

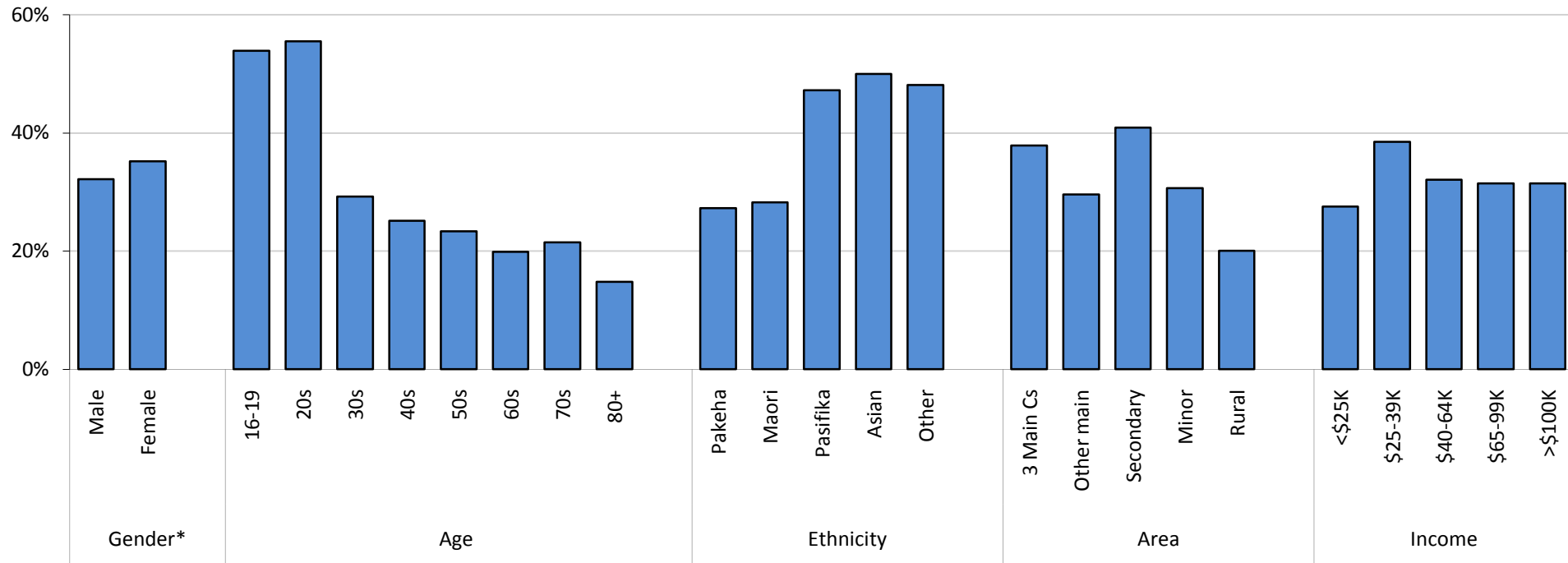


Base: Users (n= 1121)  
 Source: Q22a  
 \*Not significant

There is a steady drop-off with age, except for those in their 70s and older when game playing re-emerges as a more frequent pursuit (roughly 18% of the older set play online games at least weekly). Game playing is highest amongst Maori, Pasifika and Asian ethnicities, with roughly 22% of each of these groups playing online games at least weekly. Those with higher

incomes are less likely to play games on the Internet: 24% of those earning less than 39K play on an at least weekly basis, while slightly more than 10% of people living in households earning more than 64K do so.

## Posting visual material online

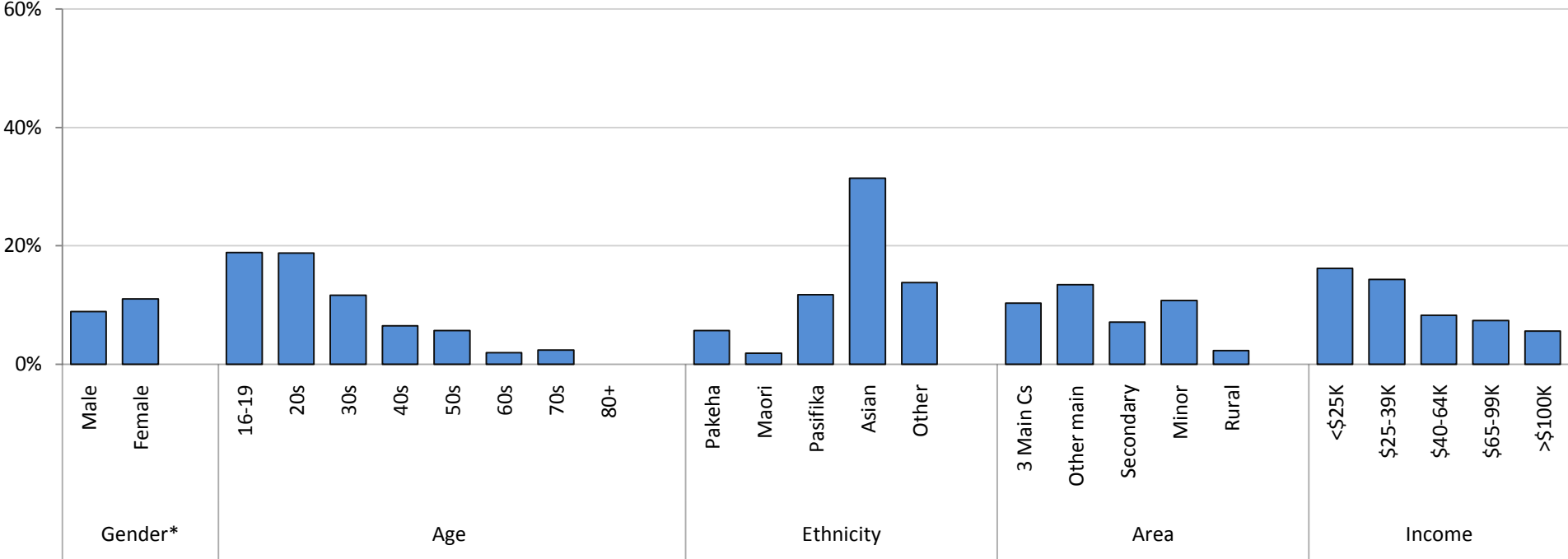


Base: Users (n= 1120)  
 Source: Q24b  
 \*Not significant

In terms of age, posting visual material is frequently reported only by the 16–29 year age group (55%); thereafter, there is a slight fall-off with increasing age - 29% of 30 year olds post such material and 20% of those 60 to 79 years of age do so. Posting visual material is very high amongst

Asian (50%) and Pasifika (47%) ethnicities. On the low end, Pakeha and Maori fall well behind at roughly 27% each. Rural dwellers (20%) are the least likely geographic group to post visual materials online, while secondary centre dwellers are twice as likely at 41%.

# Keeping a blog

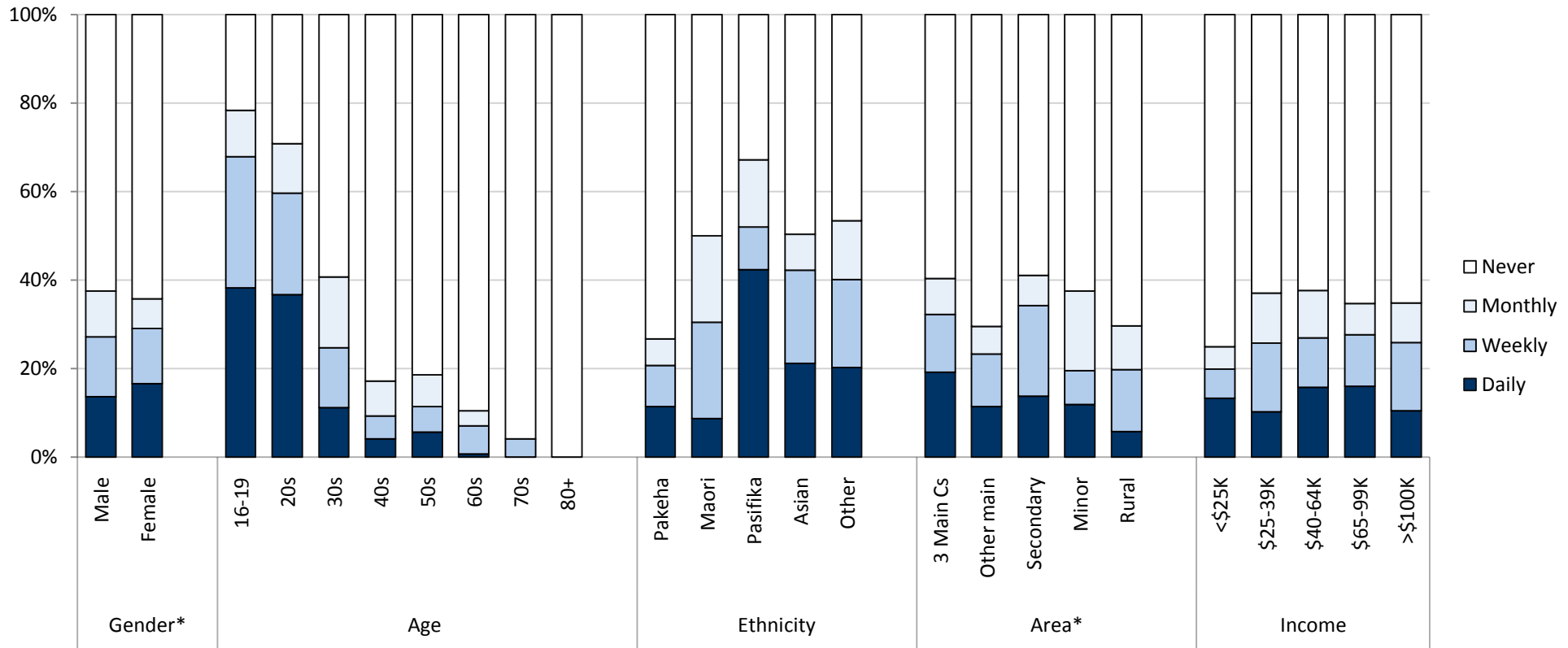


Base: Users (n= 1118)  
 Source: Q24e  
 \*Not significant

Blogs are most frequently kept by the 16–29 age group (19%) with only a handful of bloggers found among those 30 years of age and older. Keeping a blog is a relatively frequent activity amongst Asians (31%), while among the remaining ethnicities the only noteworthy frequencies are among Other (14%) and Pasifika (12%). Maori (2%) and Pakeha (6%) barely register at all.

The extent of keeping a blog holds steady at around 10% across the various sizes of settlement. However, at a mere 2%, rural dwellers have a particularly low rate of involvement. The lowest income earners are most likely to keep a blog with roughly 15% of those earning less than 39K doing so. On the other hand, only about 7% of those earning 40K or more claim to be bloggers.

## Frequency of visiting social network sites

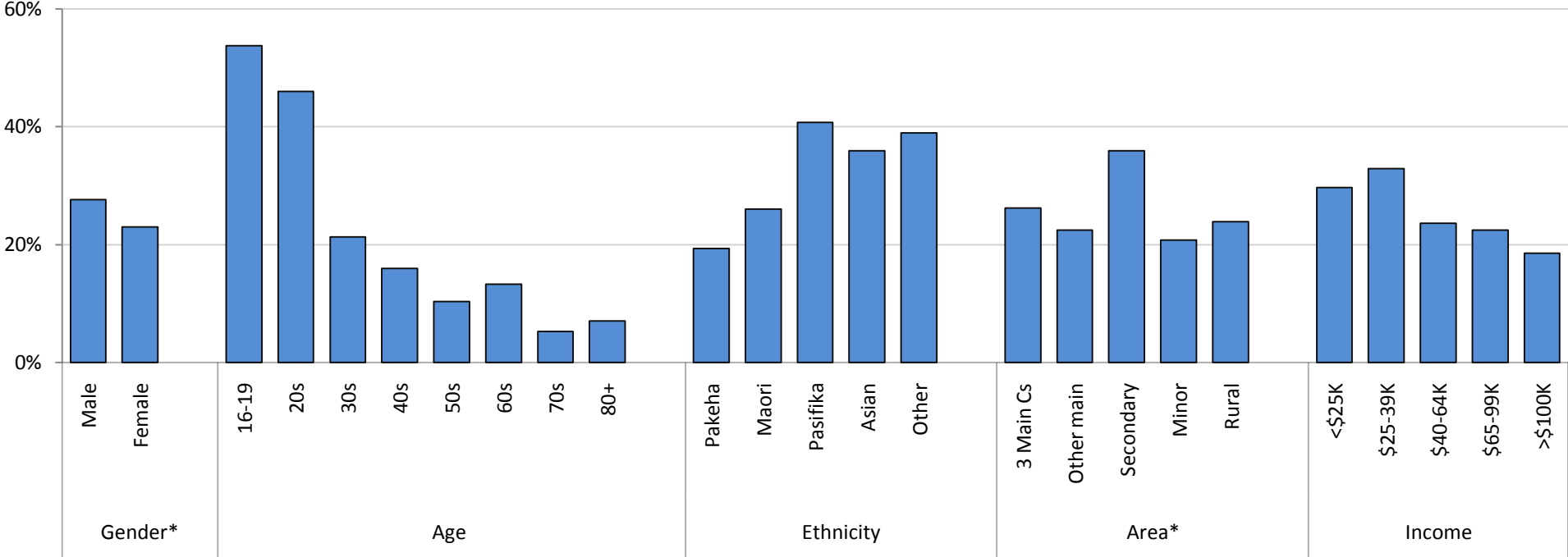


Base: Users (n= 1121)  
 Source: Q25g  
 \*Not significant

Social network sites such as Bebo, MySpace and Facebook enable two-way communication through a variety of pathways. The younger a person is, the more they visit social network sites. Online socialising is by far the most common among people aged under 30, with over 60% in these age groups visiting such sites at least weekly. As age increases this frequency drops dramatically, with only 7–12% in the 40s and 50s groups going to

social network sites at least weekly. There is surprisingly little variation according to gender, location or income. However there is a good deal of contrast among ethnic groups. Pasifika people frequent the sites much more than do the other ethnic groups with 42% visiting daily. By contrast, only 11% of Pakeha and 9% of Maori visit such sites on a daily basis.

# Making friends online

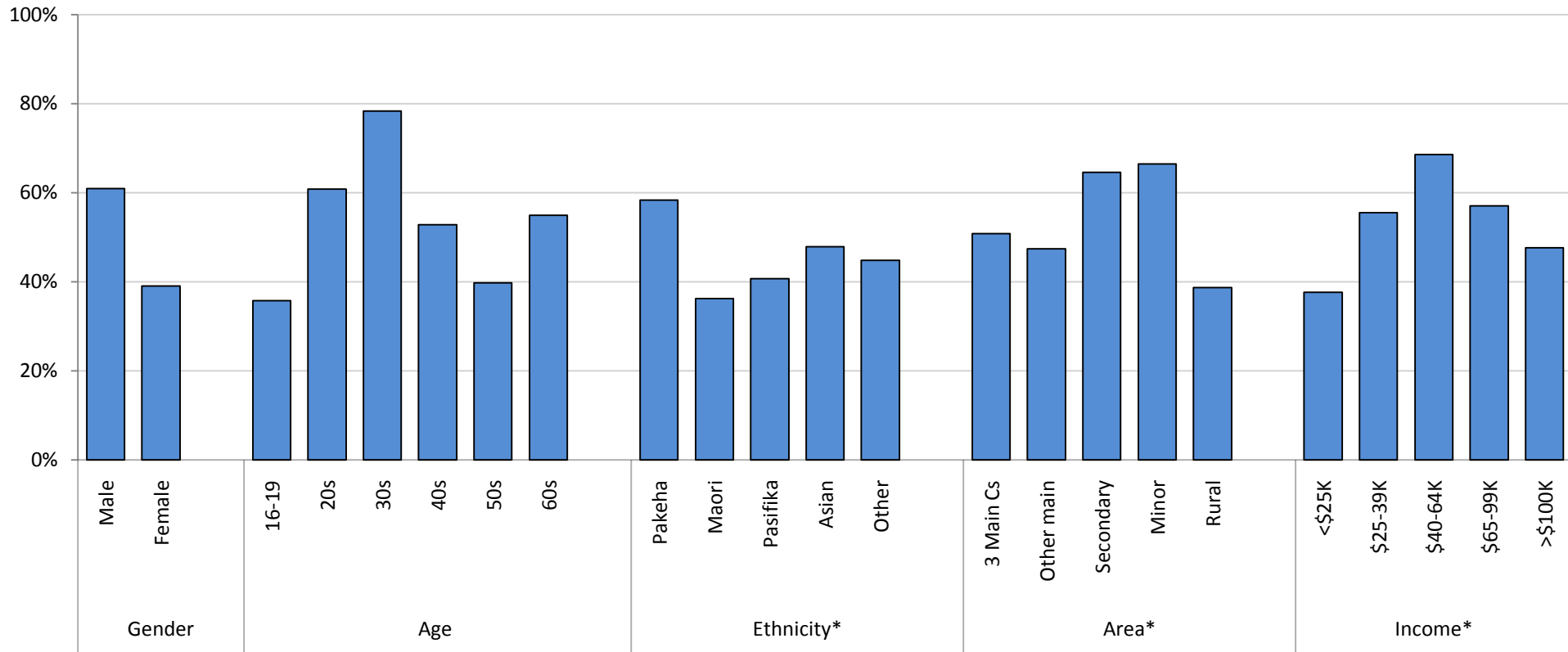


Base: Users (n= 1121)  
 Source: Q26  
 \*Not significant

Younger people show the highest rate of making friends online. More than half of 16 to 19 year olds and just under half of people in their 20s say they have made friends through the Internet. The rate drops considerably in the older age groups. Rather more men (28%) than women (23%) have made friends online. More than a third of respondents in the Pasifika and Asian

ethnic groups have made friends online, compared with much fewer Maori (26%) and Pakeha (19%). People in secondary townships have a higher rate (36%) than those in other locations. The lower the income level, the more likely a person has made friends online.

## Met online friend in person



Base: Users who made friends online (n= 286)

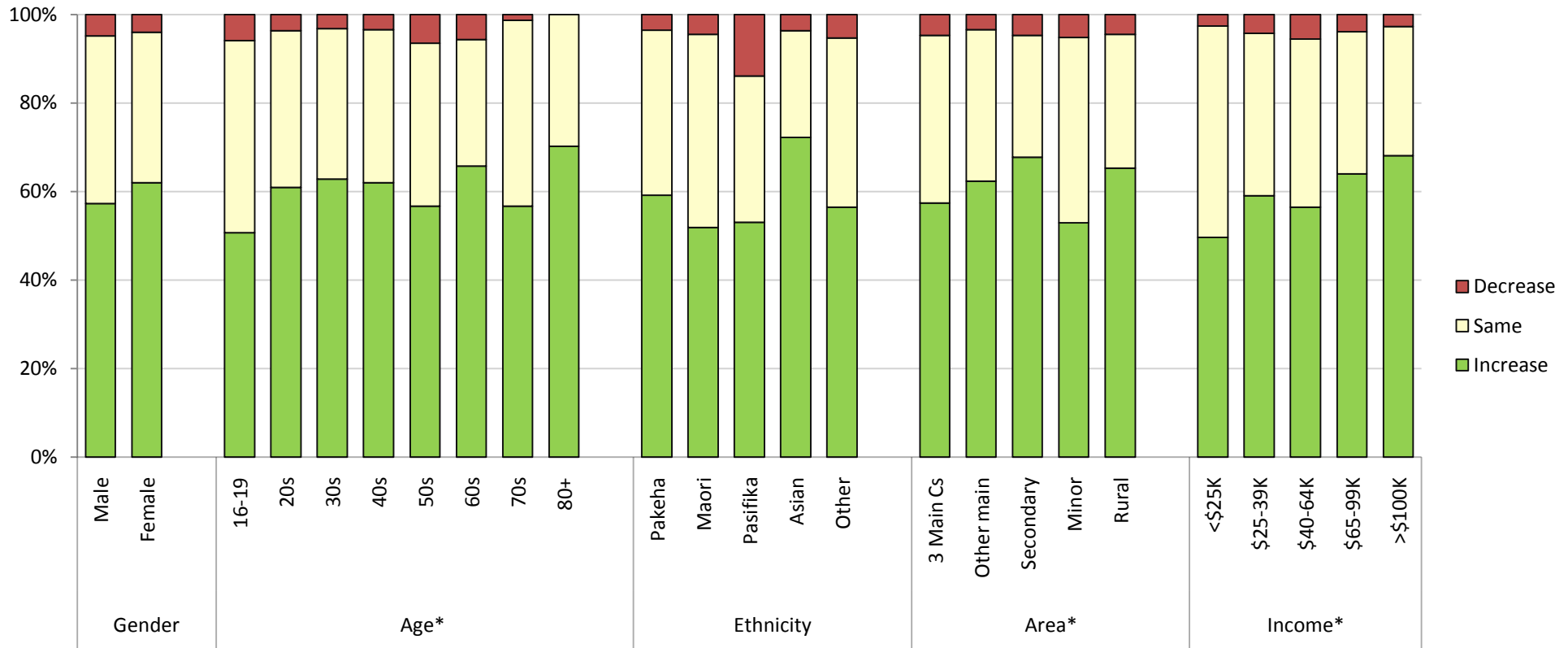
Source: Q27

\*Not significant

Men are much more likely than women to meet up with someone they have got to know online. 61% of males compared with 39% of females say they had met someone in person after making contact through the Internet. Pakeha (58%) are more likely to meet than the other ethnic groups. Although our results show that the younger people are most active

in social networking through the Internet, the 16 to 19-year-old age group have the lowest rate (36%) of meeting up with someone they first got to know through the Internet. This compares with nearly 80% of those in their 30s having met an online friend in person. The sample of people in their 70s and 80s for this question was too small to display.

## Effect of Internet on contact with family

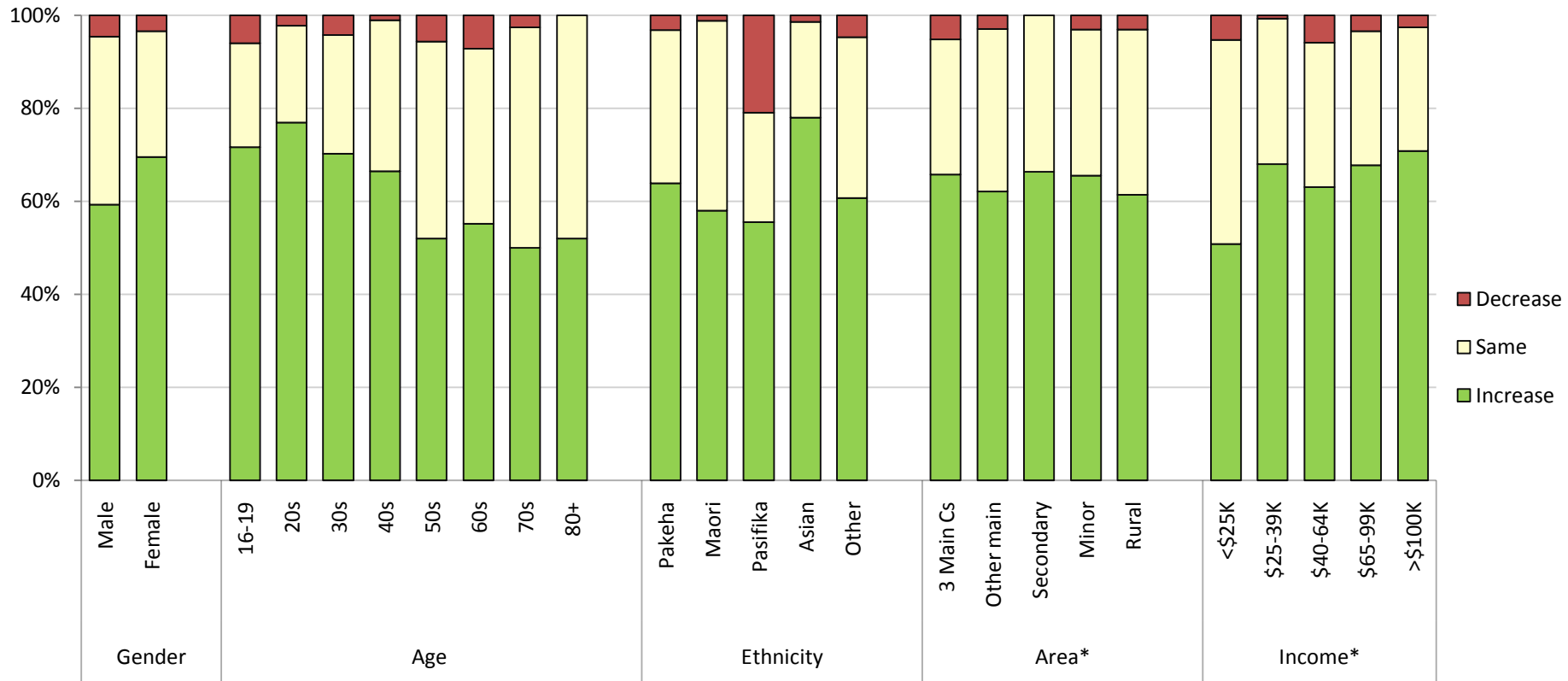


Base: Users (n= 1121)  
 Source: Q28d  
 \*Not significant

A series of questions in this survey focused on the effect of the Internet on people's social relationships. Almost 60% of users say that the Internet has increased their contact with family members, while only a handful say it has decreased. Asians (71%) show more increase than other groups. Pasifika

are the only group reporting any noticeable level of decreased contact with family members (14%). There is also a slight tendency for contact to increase with income level. Otherwise there is little reportable variation.

## Effect of Internet on contact with friends



Base: Users (n= 1121)

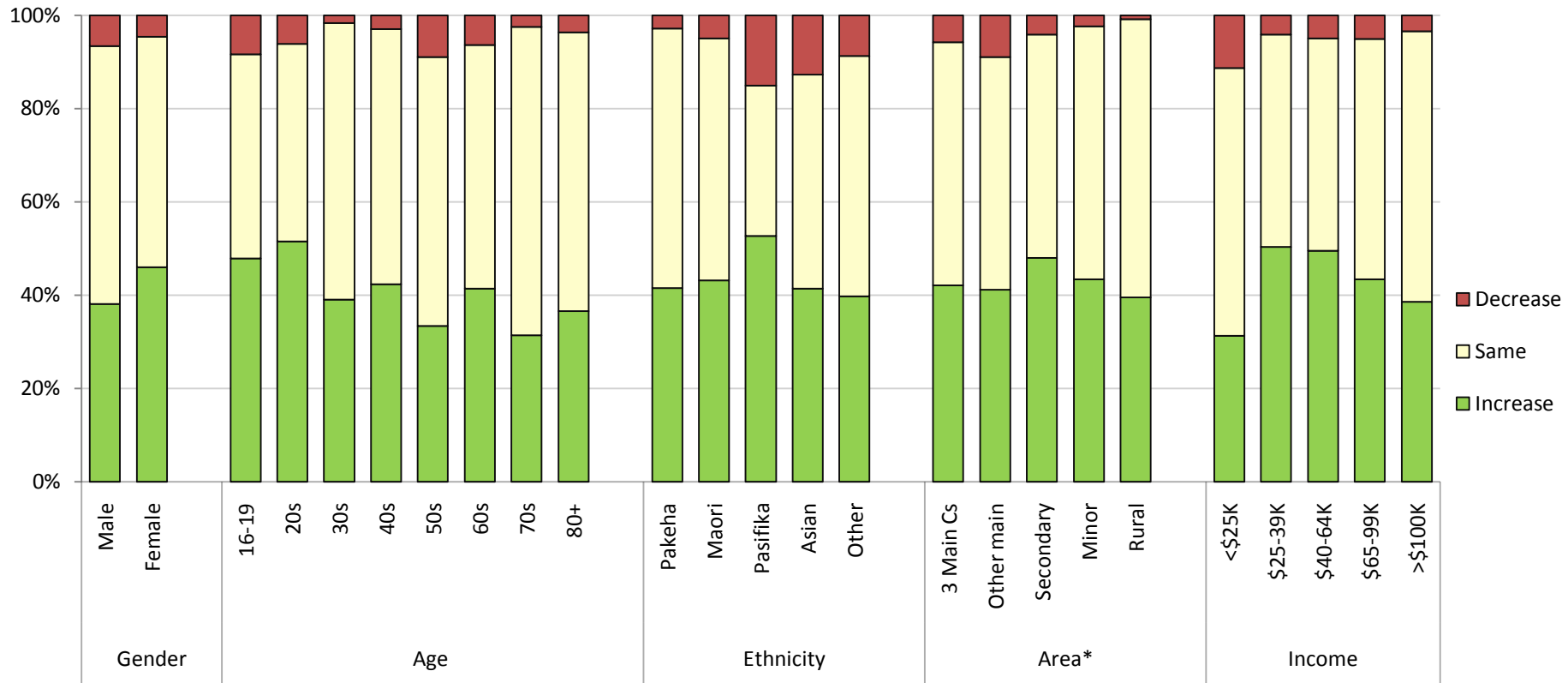
Source: Q28e

\*Not significant

Most people say that their amount of contact with friends has increased since the Internet. Women (69%) are more inclined to think contact has increased than men (59%). For those under 50, about 70% think that they have seen an increase. As with family contact, it is only Pasifika

respondents who feel there is any marked decrease (21%), although 63% still say contact has increased. By contrast 78% of Asians report an increase in contact with their friends.

## Effect of Internet on contact with people in NZ

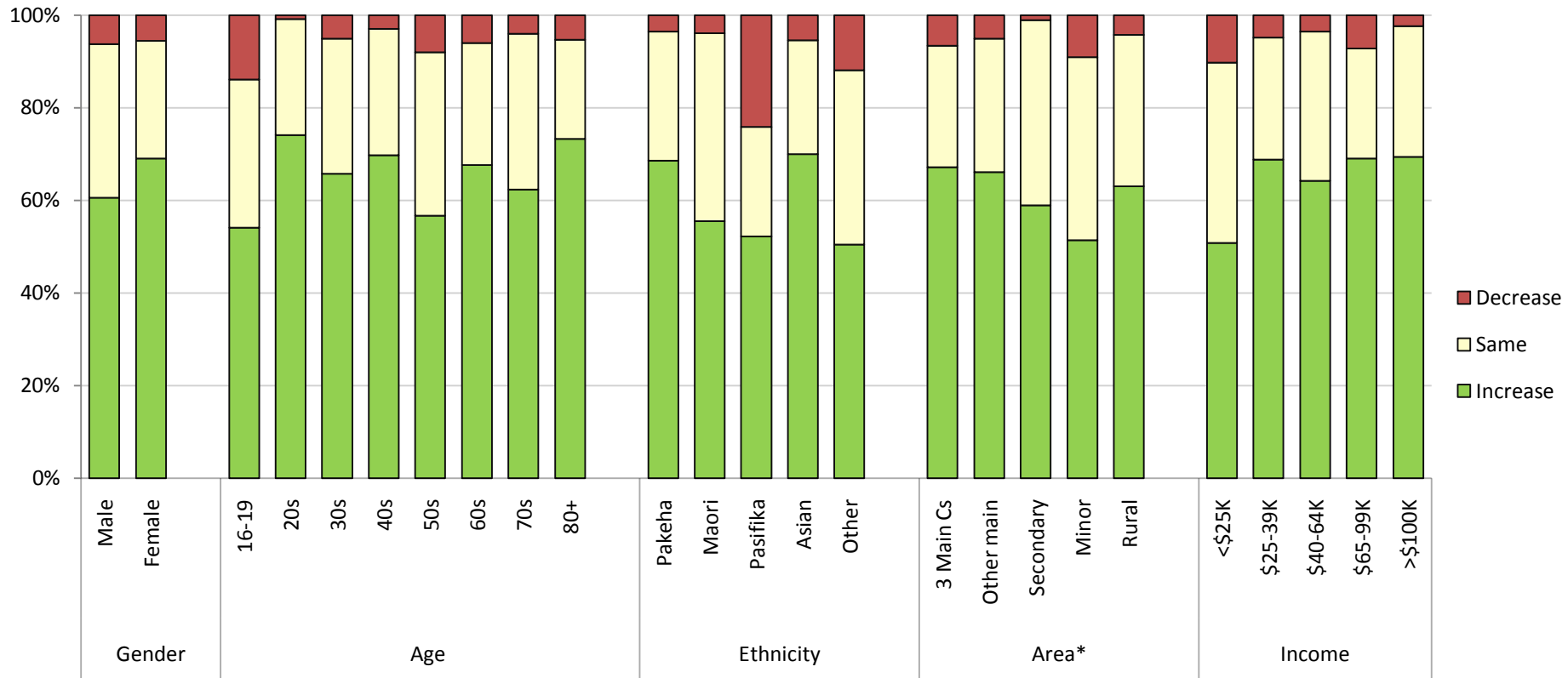


Base: Users (n= 1121)  
 Source: Q28h  
 \*Not significant

There is comparatively little variation in respondents' assessments of the effect of the Internet on their contact with people within New Zealand. More Pasifika people (53%) believe there has been an increase

than those from other ethnic groups, but they also had the highest proportion reporting a decrease (15%).

## Effect of Internet on contact with people overseas



Base: Users (n= 1121)

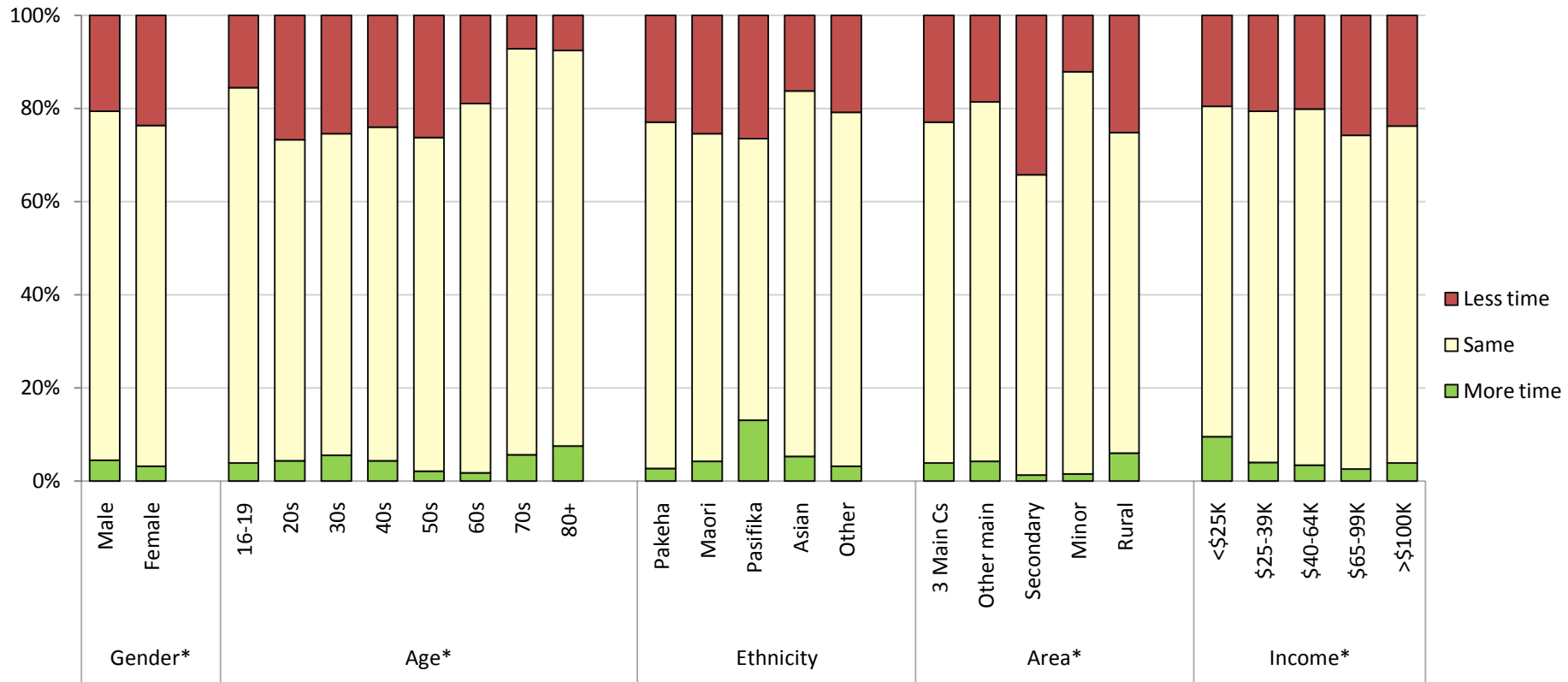
Source: Q28i

\*Not significant

Not surprisingly, compared with the amount of contact inside New Zealand (41%), a much higher proportion of people (64%) say their contact with people overseas has increased. Both Asian and Pakeha report relatively high proportions of increased contact at 67–69%. As in the previous graph,

the Pasifika group indicate a relatively large decrease of 24%, which is not only well above that of the other ethnic groups but far greater than all groups shown in the corresponding graph. The perception among Pasifika of decreased contact since the Internet bears closer investigation.

## Time face-to-face with family since Internet

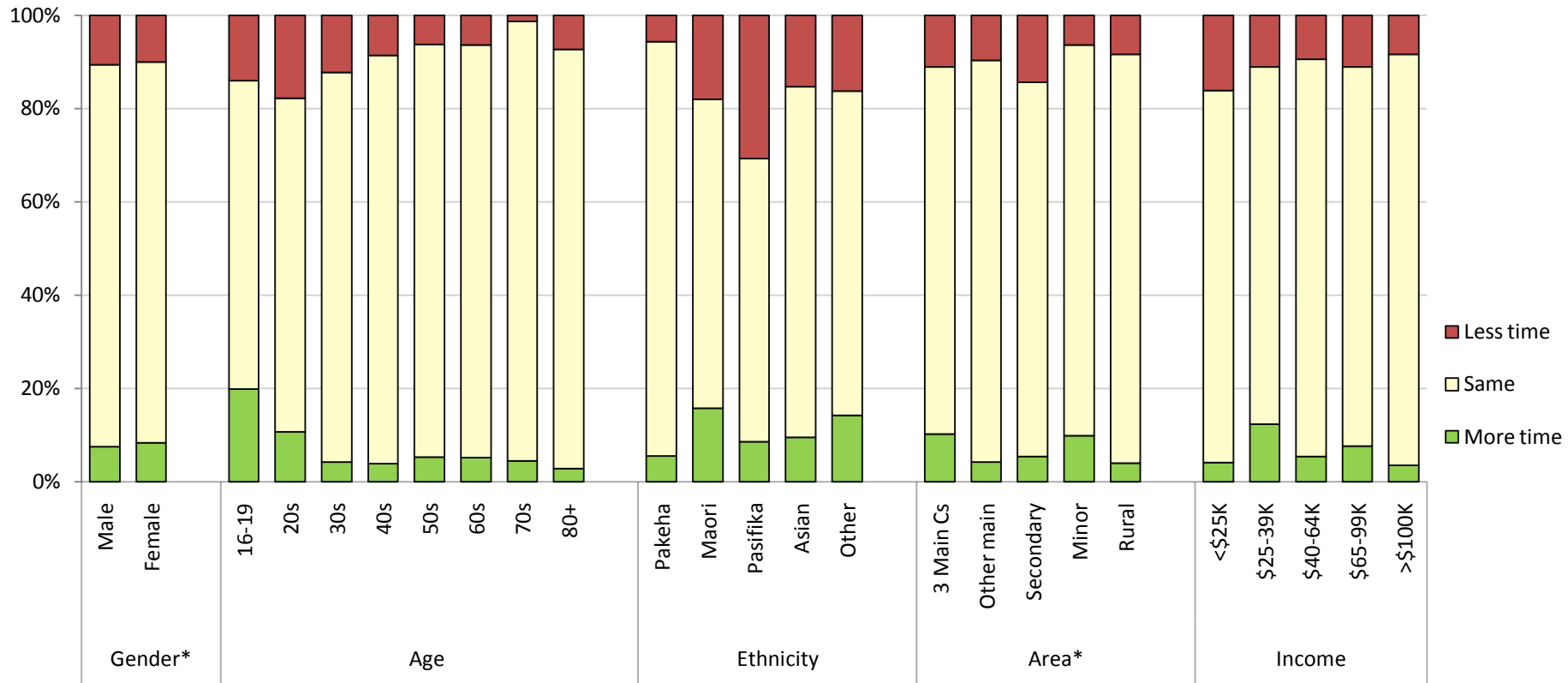


Base: Users (n= 935)  
 Source: Q53  
 \*Not significant

By far most respondents (roughly 70–80%) say the time they spend with family has not changed since they got the Internet. But most of those who feel there has been a change say they spend less time together rather than more. People in secondary towns feel this most strongly, with 34% saying less and only 1% saying more. More Pasifika (13%) than other ethnic groups think they have more time with family since getting the Internet, although

the weight of opinion in the group (26%) is still that there is less time. Older people are least concerned about the Internet’s impact on the time they give to family, but the question was directed to the effect of their own connection to the Internet rather than that of other family members.

## Time face-to-face with friends since Internet



Base: Users (n= 1118)

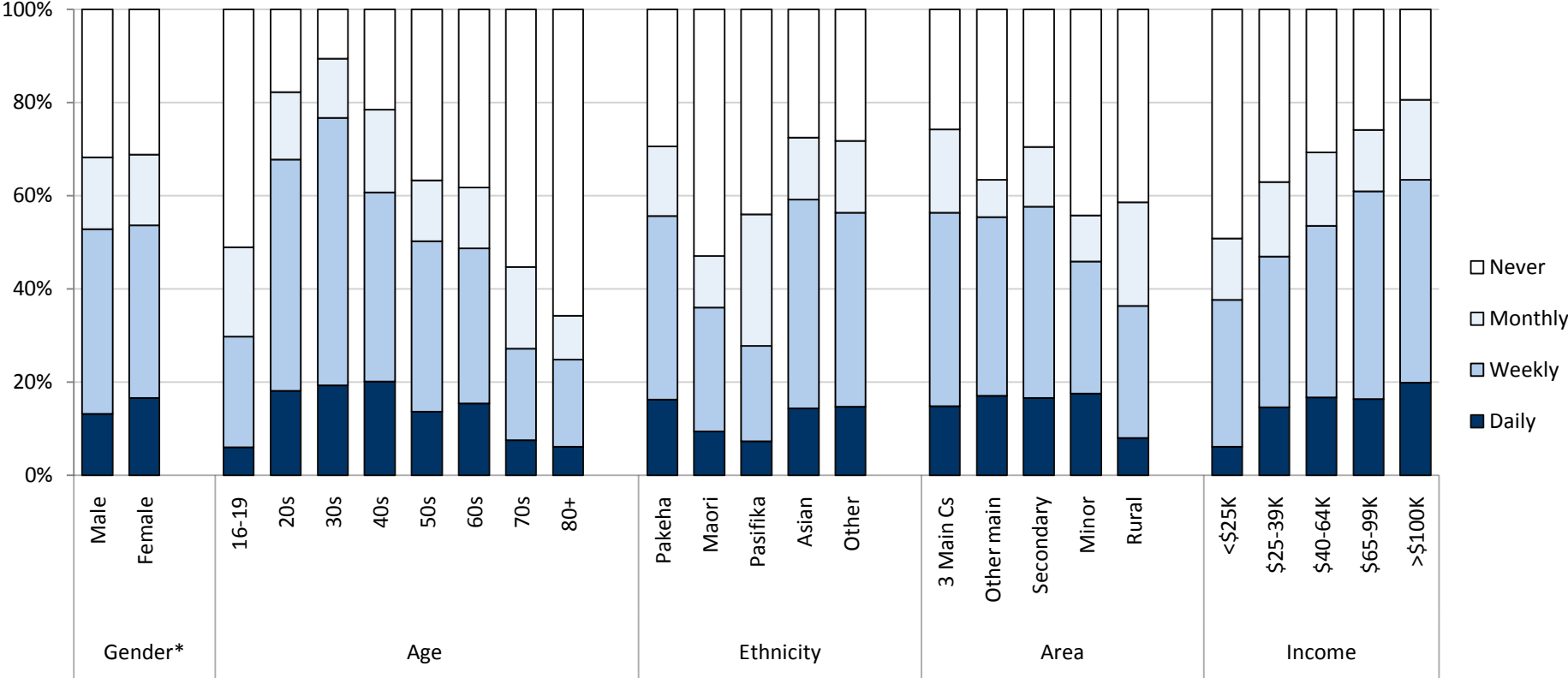
Source: Q54

\*Not significant

Most people think there has been no change since getting an Internet connection to the time they spend with friends, and almost equal numbers say more or less time. At 31%, Pasifika stand out as the group most

believing they are spending less time with friends since they got the Internet. The under 30s are as likely to think they are spending more time (about 15%) as less time (about 16%).

# Frequency of online banking

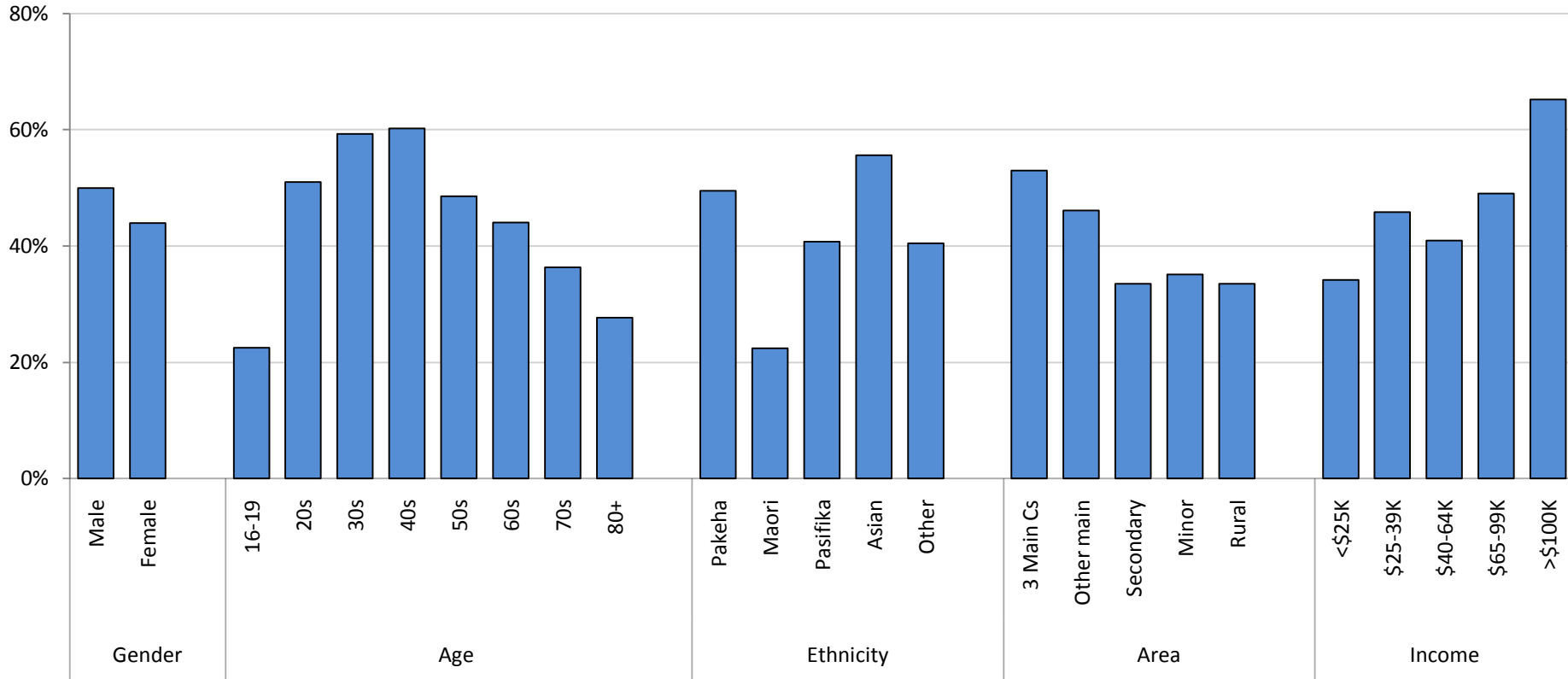


Base: Users (n= 1121)  
 Source: Q31e  
 \*Not significant

Banking is one aspect of everyday commercial behaviour through which New Zealanders have a significant online presence. The age profile of online banking follows a curve pattern, with relatively low usage among the younger groups where many may not yet be employed or receiving regular salary or wages. Maori and Pasifika were lower than other ethnic groups at

36% and 27% respectively when it came to banking online on an at least a weekly basis. Half of the Maori respondents do not bank online at all. The higher the household income, the more online banking was used.

## Getting information about government services online

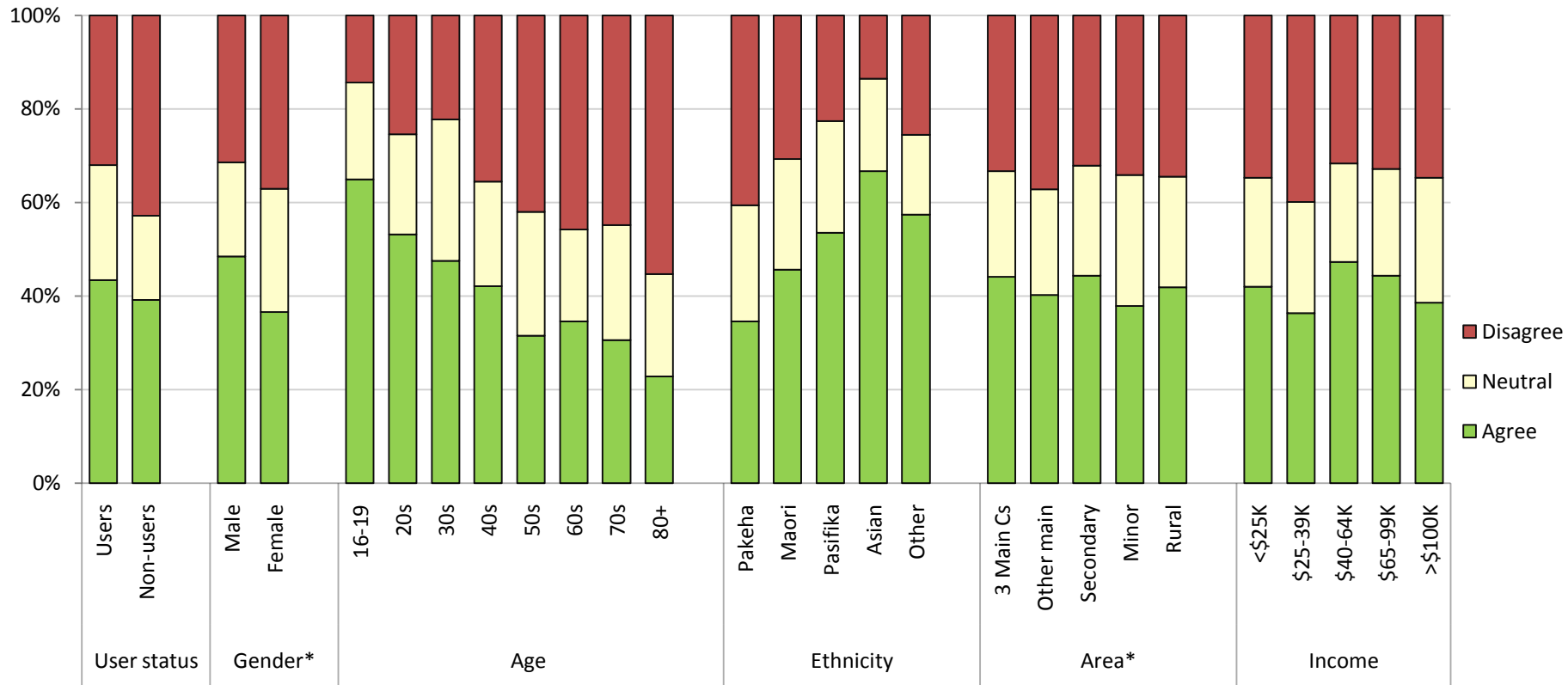


Base: Users (n= 1121)  
Source: Q34a

People aged between 30 and 50 years, living in cities, earning high incomes or who are of Pakeha or Asian ethnicity are ahead in getting information about government and council services online. The age distribution follows a curved pattern, with 60% of those between 30 and 50 years using the Internet for such information. Younger and older

people do so less. People in larger urban areas access government information online more, as do those with higher incomes. When compared to all other ethnicities, relatively few Maori (22%) seek government information through the Internet.

## Government funding so everyone can access Internet

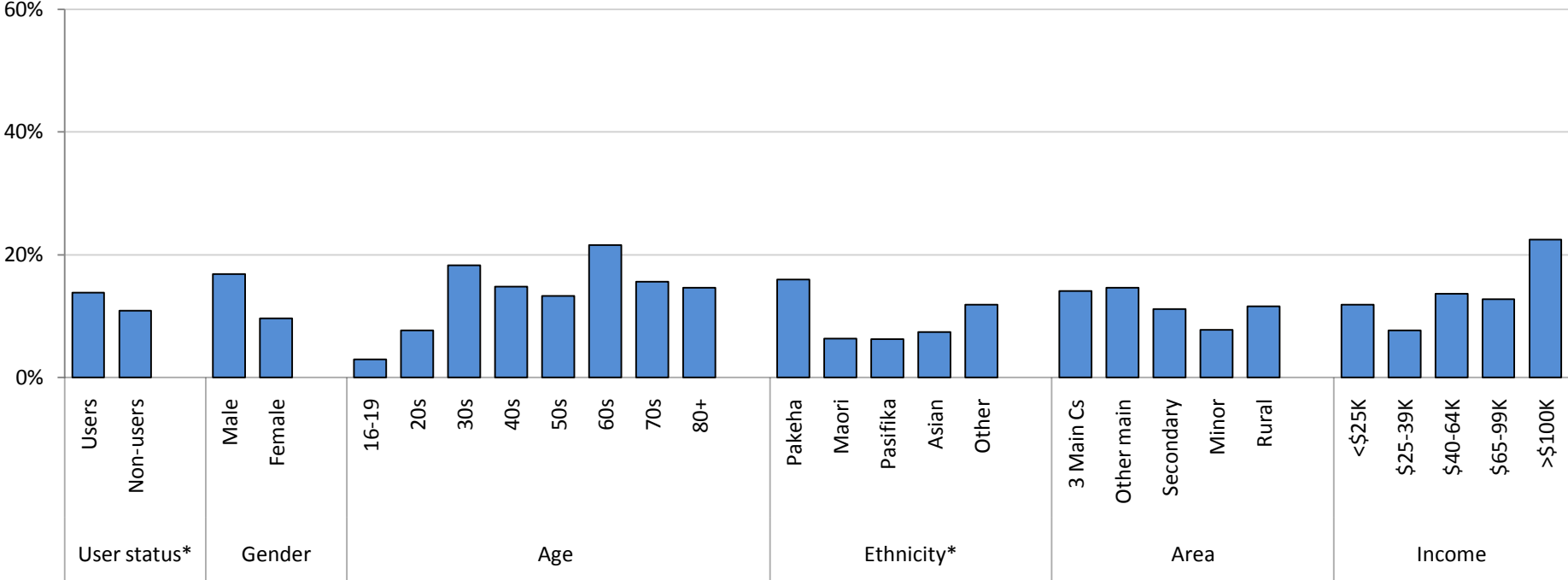


Base: All respondents (n= 1430)  
 Source: Q35a  
 \*Not significant

The younger a person is the more likely they are to support the idea that the government should provide funding to enable all New Zealanders to have access to the Internet. 65% of the teenage respondents accept this, compared to 22% of those over 80 years old. This correlates with usage

patterns. More men (48%) support this policy than women (36%) and, perhaps surprisingly, there is not the steep divide one might predict between non-users (37% support) and users (43% support).

# Heard of the Digital Strategy

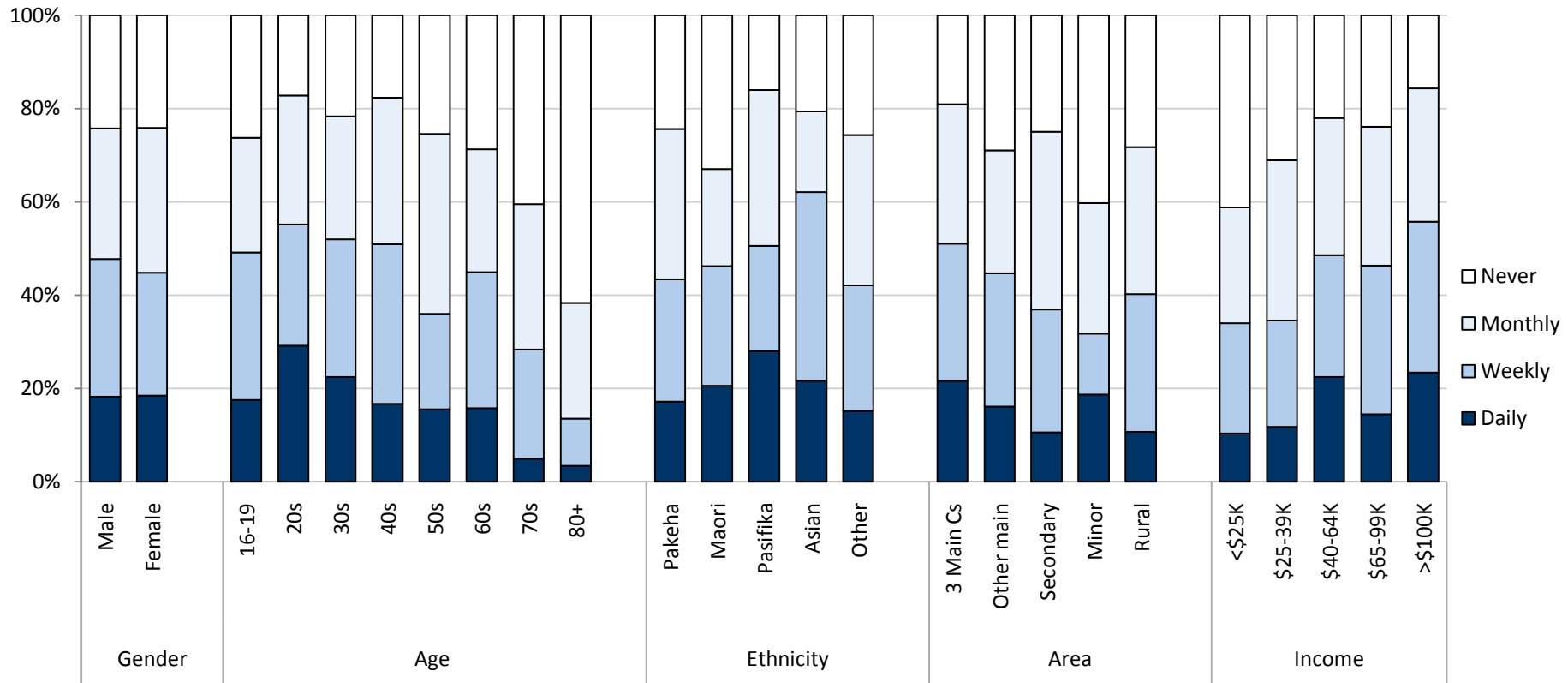


Base: All respondents (n= 1422)  
 Source: Q35b  
 \*Not significant

Few New Zealanders (13%) appear to know about the government’s Digital Strategy, which is designed to support policies that will increase connection to the Internet, build confidence in its use, and enable the creation of web content in New Zealand. Rather more men (17%) than women (10%) say they have heard of the Strategy. Knowledge was low

among those under 30 years and among ethnicities other than Pakeha (though still relatively low for Pakeha at 16%). The two groups most aware of the Strategy were those in households with the highest incomes and people in their 60s (both registering at 22%). There is likely considerable cross-over between these two groups.

## Checking facts online

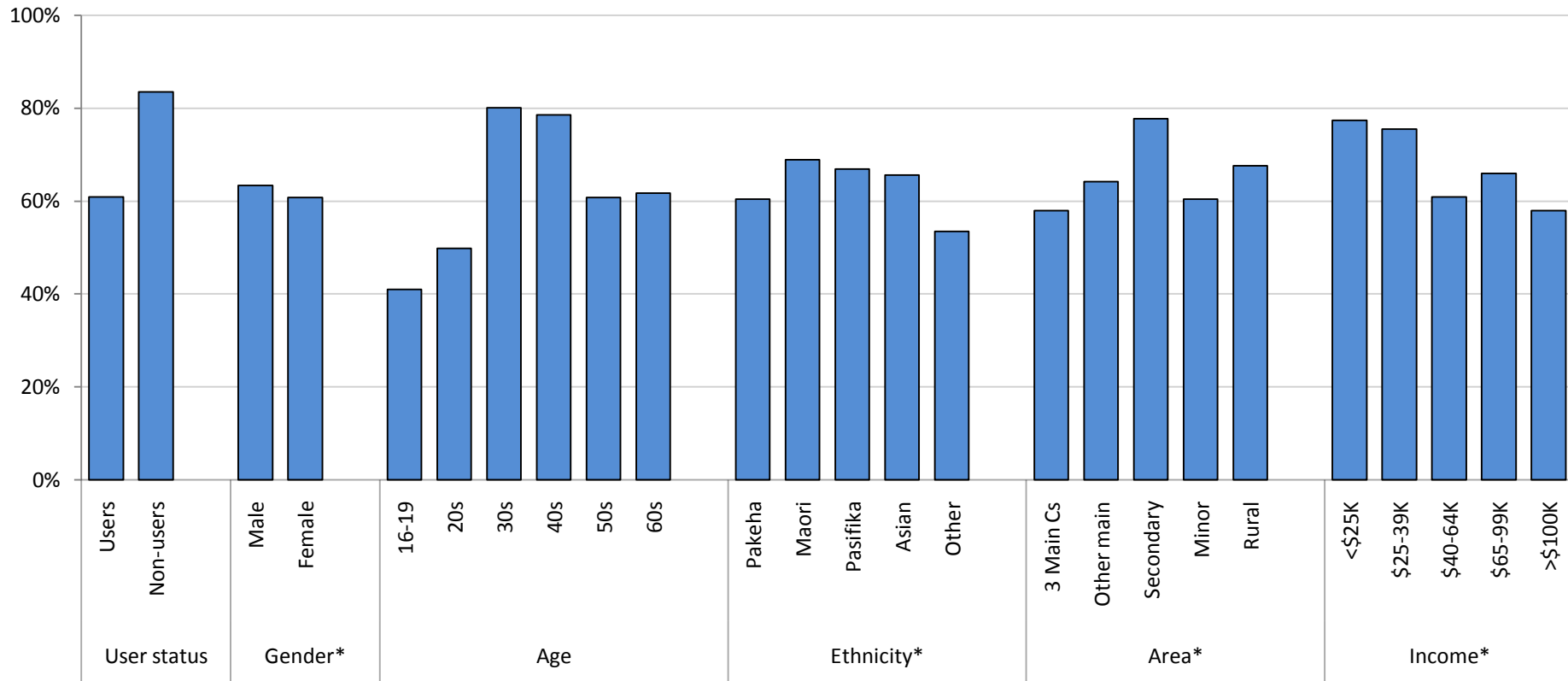


Base: Users (n= 1121)  
Source: Q36b

The amount of online checking of facts tends to be age-graded from younger (most frequent) to older (least), a pattern which is in line with other Internet activities. Users in their 20s are the most frequent online fact checkers, with 29% doing so every day. By contrast, few users aged

over 70 check facts daily. Online fact checking tends to increase with income. Pasifika people had the highest level, with 28% checking a fact online every day.

## Rule for children to use computer under parental control



Base: Users with under-18s in household (n= 413)

Source: Q49e

\*Not significant

Children seem to be the least likely to acknowledge that there are rules regarding computer use for under 18 year olds, with only 41% of the teenage group indicating this. By contrast, twice as many people in the 30s to 40s age brackets, where many of the parents are likely to be, have such a rule for children in their household. There were too few respondents aged 70 and above with children in the house to display reliable data for these groups. Non-users are clearly more wary than users about the perils of the Internet, with 83% having a

rule for children compared to 61% of the users. There is a tendency for the rule to decrease as income increases, from 77% of households with less than \$25,000, to 58% of those earning over \$100,000. There is little difference between the ethnic groups. Another survey question (not displayed) about having a rule that children are not to visit some sites shows very little difference in people's views across all demographics.

# Appendix 1: Methodology

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## Sample design

- Random sample of 1200 people, aged 12 and up across New Zealand.
- Booster to census proportions through an additional 300 people, made up of Māori, Pasifika, Asian populations and 12–15-year age group. The sampling strategy incorporates over-sampling of these under-represented populations to ensure that adequate numbers of respondents will be available in these cells.
- Geographic areas and gender sampled by census quota.
- Exclusions: those without landlines, non-English speakers.

## Achieved sample

The achieved sample for the 2007 survey was 1529. From this, under-16 year olds were excluded to allow comparability with international WIP datasets; and those records with at least one missing value among: age, gender, ethnicity and household size, as these variables were all involved in the weight calculations. The resulting sample size in the WIPNZ international data set was 1430.

## Weighting

The database was weighted to correct for departures from 2006 Statistics New Zealand Census proportions on several important parameters. The variables corrected for were: age (group), gender, ethnicity and household size.

Weighting was also done to incorporate the non-random booster samples with the random component of the survey that compose the single WIPNZ 2007 database. This produced a much more robust database for the analysis. The potential overlap between the booster components of the survey was corrected for, on the basis of meshblock/region as this is how the booster populations were targeted. The sum of all the weights was scaled to match the sample size of 1430.

## Confidence intervals

The precision of estimated weighted proportions can be assessed using indicative confidence intervals. For the all-respondents data set (n=1430) sample, 95% confidence intervals varied from approximately  $\pm 1.4\%$  on small percentages (under 30%) and larger percentages (in the 30–70% range. For the Users subset (n=1121), 95% confidence intervals varied from approximately  $\pm 1.8\%$  on small percentages (under 30%) and larger percentages (in the 30–70% range). See Tables 1 and 2 on following pages.

## Note

This Final Report updates and supersedes the WIPNZ Interim Report released in December 2007. The preliminary analysis contained in that report was conducted immediately after completion of the survey in October 2007. From January 2008 onwards full checking, coding and cleaning of the database was undertaken for the WIPNZ team by the University of

Auckland's Social Sciences Research Group.

The procedure outlined here resulted in some differences between numbers published in the Interim Report and the numbers contained in the current Report. Most of these differences are small, although the relationships between some variables are affected.

## Indicative confidence intervals

Table 1: All respondents: User status

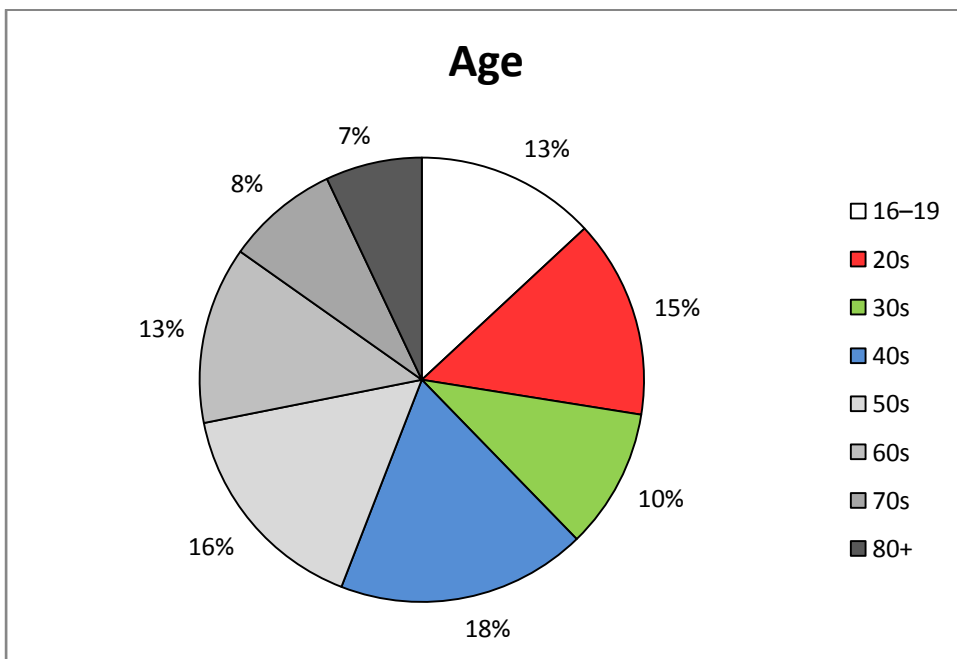
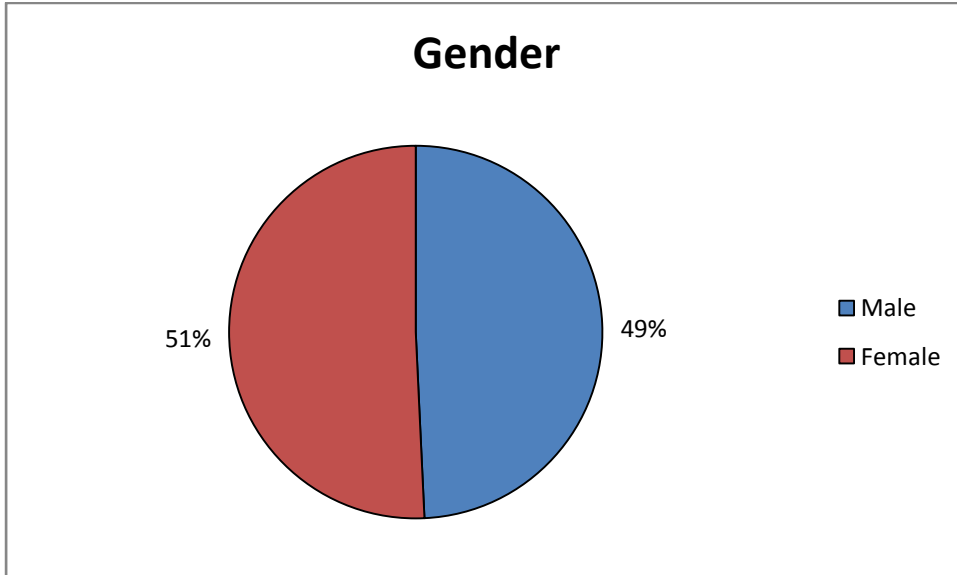
	Unweighted count	Weighted count	Weighted percentage	95% confidence interval
Current user	1083	1121	78.4	76.1–80.7
Ex-user	87	84	5.9	4.5–7.3
Non-user	260	224	15.7	13.7–17.7
<b>Total</b>	1430	1429	100.0	

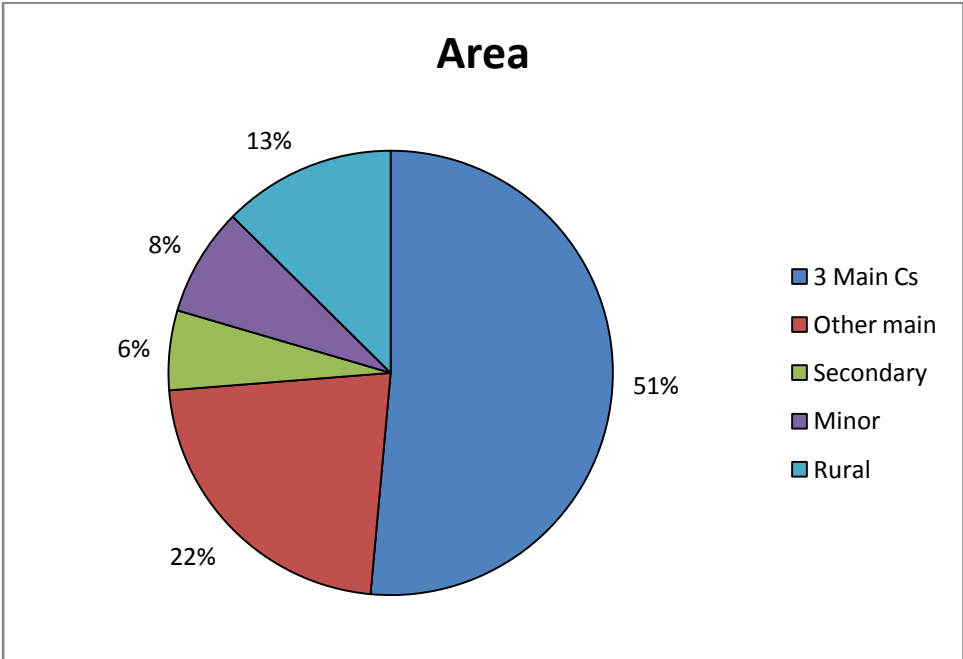
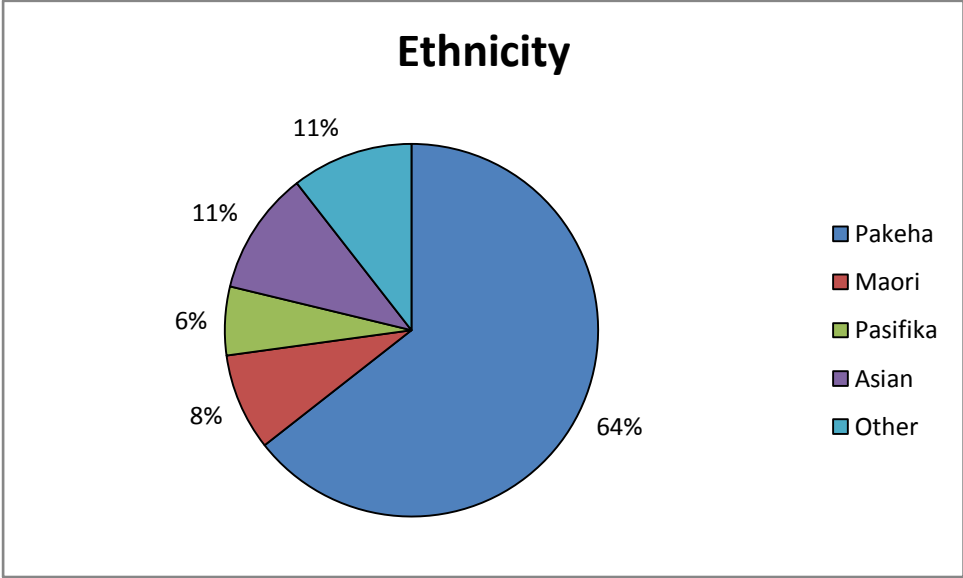
Table 2: Q5. Users: What type of Internet connection do you have at home?

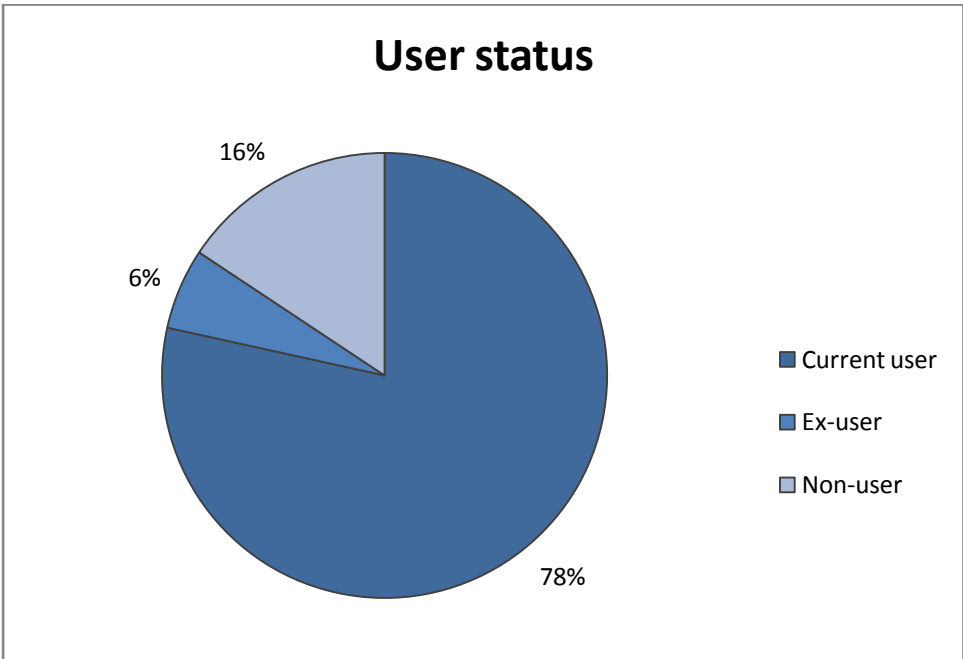
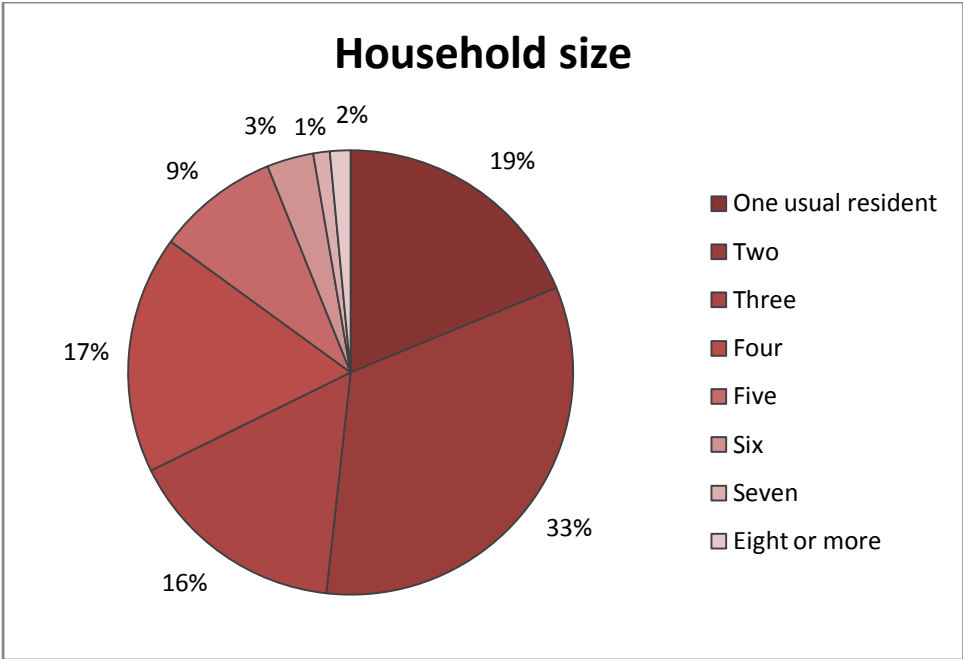
	Unweighted count	Weighted count	Weighted percentage (non-missing %)	95% confidence interval
Dial-up / phone modem	337	330	29.4 (32.2)	26.4–32.5
Broadband	648	678	60.5 (66.2)	57.1–63.8
Mobile phone	1	1	0.1 (0.1)	0.0–0.3
Other	16	15	1.3 (1.4)	0.6–2.0
No Internet connection at home	57	67	6.0	4.2–7.8
Don't know	24	30	2.7	1.4–4.0
<b>Total</b>	1083	1121	100	

## Appendix 2: Sample characteristics

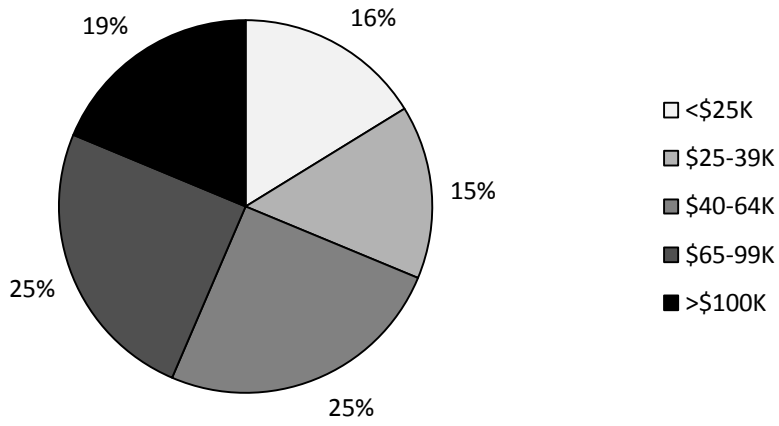
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### Household income



### Employment status

