



INSTITUTE OF  
**CULTURE, DISCOURSE & COMMUNICATION**  
AN INSTITUTE OF AUT UNIVERSITY

## World Internet Project New Zealand

# The Internet in New Zealand 2013

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This report is available online: [wipnz.aut.ac.nz](http://wipnz.aut.ac.nz)

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# Executive Summary

The fourth survey of the World Internet Project New Zealand (WIPNZ) was conducted between late July and early September 2013. For the first time, the sample in 2013 used both telephone and internet surveys. This report presents an analysis of the usage of and attitudes to the internet of the resulting sample of 2006 New Zealanders.

As internet use approaches saturation in New Zealand, our focus turns from ‘*how many* people use the internet?’ to ‘*how* do people use the internet?’ and ‘why do some not use the internet at all?’ To answer these questions, the sample has been divided into five categories: never-users (5% of sample), ex-users (3%), low level users (14%), first generation users (40%) and next generation users (38%).

## Usage

For a large number of people the internet is used daily. Four out of five spend an hour or more online at home every day. Almost everyone under 40 is online, so that only 1% of our under-40 sample are non-users. Accessing the internet ‘on the go’ is prevalent. Seven out of ten users access the internet from a hand-held mobile device such as a smartphone or an iPad. Almost half of the internet users surveyed (48%) said that they had accessed the internet through a tablet, while an even higher proportion (68%) connected through their mobile phone in the past year.

## Activities

Most internet users say they surf or browse the web (96%) or visit social networking sites (81%). 34% of internet users report that they use the cloud, 41% purchase apps and almost two thirds (65%) download free apps. Most users check their email daily (89%). Just over 60% of men aged 30–44 said they have looked at sites with sexual content. Māori and Pasifika internet users, especially those in lower income households, take the lead in subscriptions to music streaming services like Spotify. More than one in five Māori (21%) and Pasifika (23%) users in households with annual incomes of less than \$50,000 have paid for a subscription to a music streaming service in the past year.

The internet is used as a tool for consumer decision making, with 94% of users looking for information about products online – more than half of users do this at least weekly. For 85% of users, this kind of online research includes comparing prices. Almost half of our users (47%) have logged in to secure areas on Government or Council websites, and 51% have paid taxes, fines or licences online in the past year.

## Comparing the importance of media

Comparing the importance of various forms of media as information sources, 81% of all our respondents rated the internet (including online media such as streamed radio) as important or very important. This was very much higher than the proportion who rated offline media as important: television (47%), radio (37%) and newspapers (37%). One of the most dramatic differences according to age group is the importance of the internet as a source of entertainment and leisure. While watching (offline) television is an important leisure activity for people across all ages, using the internet as a form of entertainment is a young-person phenomenon: 80% of respondents aged 16–29 rate it as important or very important.

This 2013 survey has a different sample structure than previous years in order to include New Zealanders without a landline. The questionnaire has also undergone substantial updating to keep pace with changing digital technologies. For these reasons, the present report focuses solely on the findings for 2013, and longitudinal analyses will be presented in a subsequent report next year.

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# Introduction

This report focuses on the fourth World Internet Project New Zealand (WIPNZ) survey, following on from the surveys undertaken in 2007, 2009 and 2011. The report provides an in-depth analysis of New Zealanders' usage of, and attitudes towards, the internet in 2013. It contains top-level analysis of data from the survey conducted between late July and early September 2013. For the first time in the history of WIPNZ, both telephone and online interviews were conducted. This has resulted in what we believe to be a more representative sample, since the growing group of New Zealanders who do not have a landline are now covered in the sample. Comparative findings with our earlier surveys will be presented in a later report.

The report is divided into three sections. Section 1: Key Findings shows selected results from the survey for the full sample, and is structured according to the various themes of the questionnaire. Section 2: The Diversity of Internet Users looks in more detail at how responses to the survey differ according to age, gender, ethnicity, household income and area, and is structured in terms of these social groupings. Section 3: Digital Disadvantage in 2013 looks at the sample from the perspective of different types of users, from the highly engaged to low level users. Section 3 also looks in more detail at the characteristics and opinions of internet non-users, as well as presenting a means of distinguishing core internet activities from 'internet luxuries'.

## Methodology

The data used in this report are based on telephone and internet surveys carried out on our behalf by Phoenix Research Ltd. (telephone) and BuzzChannel (online). The survey includes recontacts from previous rounds of WIPNZ, a simple random sample of New Zealand adults together with three targeted random samples of the Māori, Pasifika and Asian populations, a panel of online respondents, which includes a sub-sample of individuals who do not have a landline. The dataset was weighted to account for both the sampling design and the characteristics of the New Zealand population. The analysed sample comprises 2006 respondents aged 16 years and above. Most graphs present information about all respondents or about internet users only. The full survey and analysis methodology is presented in Appendix 3 at the end of this report, detailing the shape and treatment of the database from which these results are drawn, as well as giving indicative confidence intervals for the results. For the internet users subset (n=1847), 95% confidence intervals vary from approximately  $\pm 2.0\%$  on percentages under 20% or over 80%, to around  $\pm 2.5\%$  on percentages (in the 20%–80% range).

## New Zealand in an international context

This New Zealand survey is one of a number of studies conducted by more than 30 countries that contribute to the World Internet Project, an international collaborative project looking at the social, political and economic impact of the internet and other new technologies. The World Internet Project enables monitoring of developments and trends in internet usage both locally and internationally. The WIPNZ survey includes questions common to all WIP partners, to allow international comparisons, as well as a set of questions designed specifically for New Zealand. An international report, including a selection of the New Zealand findings presented below, will be prepared comparing WIP member countries who conducted surveys during 2013. International comparisons of the 2011 WIPNZ data are available at <http://www.worldinternetproject.net/#reports>. It is intended that the WIPNZ findings provide the country with information that assists in decision making and raising the standard of planning and debate in Government policy and industry in New Zealand.

## Glossary of acronyms

NGU	Next Generation User
FGU	First Generation User
LLU	Low Level User
SNS	Social Networking Site

# Section 1

## Key Findings

This first section of the report covers the main findings of the survey across its many thematic areas. In 'Usage Patterns', we introduce a categorization of the sample into five subgroups: those who have never used the internet (**never-users**), those who have used the internet in the past, but are not current users (**ex-users**), those who use the internet but at a relatively low level (**low level users**), internet users who tend to connect through fewer, or more traditional, devices (**first generation users**), and internet users who are highly connected – using multiple, and more mobile, devices to go online (**next generation users**). The sub-section on general usage patterns goes on to describe internet use/non-use from various locations and through various devices, and looks at some key attitudes and opinions about the internet overall.

The rest of the section moves thematically from information seeking activities and opinions about online and offline sources of information, to entertainment and leisure activities, both online and offline. In 'Relationships and Communication', we look at social networking, and the ways in which people keep in touch with family and friends. The remainder of the section moves through e-commerce activities, online engagement with Government, and some of the negative experiences internet users have encountered. Finally, we ask adults with under-18s in their household what kinds of rules or measures they have in place to guide or restrict the online behaviour of young people in their home.

Results are presented as percentages throughout this first section. Each result is briefly discussed alongside a graph showing the proportions of respondents in each response category. Presentation of results includes the following details:

- Survey question wording: The full wording of the relevant survey question is given at the top of the right-hand column. This allows the presentation of truncated wording to describe questions on the graphs themselves. The number of the question as listed in the WIPNZ 2013 questionnaire is also given. The questionnaire is available online at [wipnz.aut.ac.nz](http://wipnz.aut.ac.nz)
- Base: A description of the set of respondents of whom the question was asked. Most commonly, this is either all respondents or all internet users. Some questions were asked of different or more restricted groups, depending on the relevance of the question to the group.
- Number of respondents: The first presentation of a result for a particular base includes the weighted number of respondents for that sample or sub-sample. This information is also shown below for the bases that occur more than once. Cases where a respondent declined to answer a question, or gave a 'don't know' response, are treated as missing values in almost all questions. As a result, the actual sample sizes of the data as shown in the graphs are often slightly below the n shown in the base.
  - All respondents: n=2006
  - Internet users: n=1847
  - Internet users with an internet connection at home: n=1822
  - Non-users (never-users and ex-users combined): n=159
  - Students: n=363
  - Internet users in a household that includes somebody under the age of 18: n=766
- Confidence intervals are shown as error bars on some of the simpler graphs in order to give a sense of the margin of error for each population. See the Appendix for a description of indicative confidence intervals.
- Numbers (in %) are rounded to integers, and displayed on graphs for all but the smallest of results.

## Usage Patterns

Q1: Do you currently use the internet?

Q1B: Has there ever been a period of time in the past when you have used the internet?

92% of respondents in the sample say they currently use the internet, while 3% report having used the internet at some time in their lives but do not currently use it. For 5%, there has never been a time in their lives when they have used the internet.

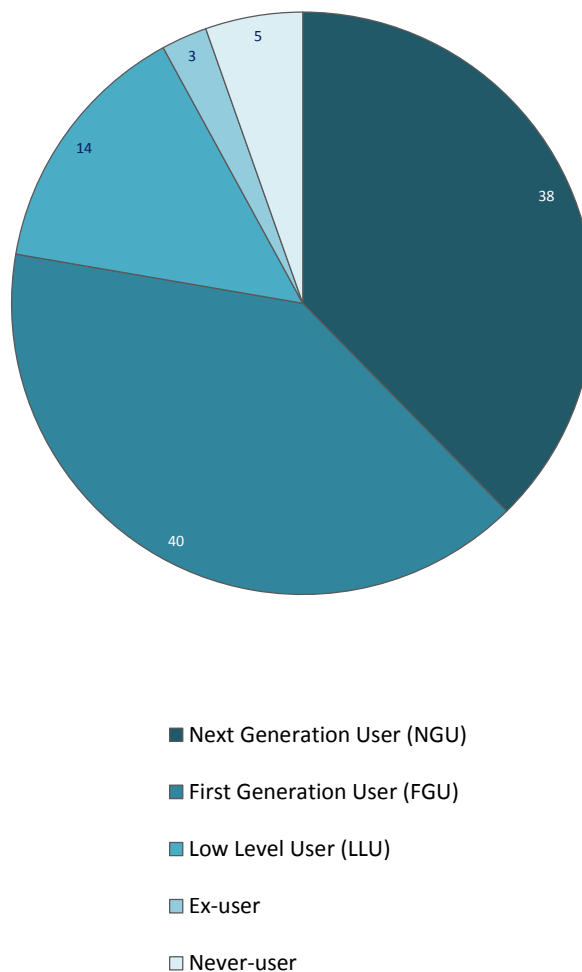
In this report, we have divided internet users into three categories. Next Generation Users (NGUs) are defined by their accessing of the internet through multiple devices, including mobile devices, along with several other indicators of high level online engagement.

First Generation Users (FGUs) access the internet through fewer or more traditional devices. These people can be considered to be 'average' users.

Low Level Users (LLUs) are defined according to their generally infrequent use of the internet. They do not often search for information online, nor do they frequently engage in online leisure and social activities. Appendix 2 gives full details on how these three categories were defined and calculated.

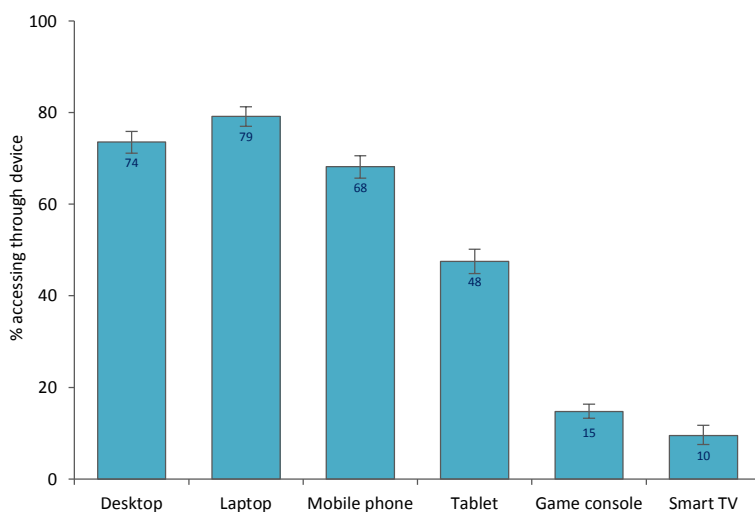
The dial-up vs. broadband distinction which has been such a central part of discussions on the internet in New Zealand is now an issue which appears to affect fewer people.\* Only 2% of users in the sample are restricted to a dial-up connection at home. In addition to this, others have a combination of dial-up and some other faster connection (e.g. through a mobile device).

User status



Base: All respondents. (n=2006). Note that the WIPNZ sample includes a combination of an online panel, a small fresh landline sample, and recontacts from prior WIPNZ telephone samples. Since the online panel are internet users by default, the figures for use vs. non-use may over-estimate the figures for the population as a whole. The achieved sample does however provide excellent opportunities for profiling of different user and non-user types. | \* Online respondents may be more likely to have broadband therefore our results here may under-estimate dial-up only figures for the population.

### Internet access through various devices



Base: Internet users (n=1847) | Note: These questions were asked individually, so a given respondent can answer 'yes' for several of the devices. | Game console and Smart TV were not included as pre-defined categories in the questionnaire, but were given as an 'other (specify)' response.

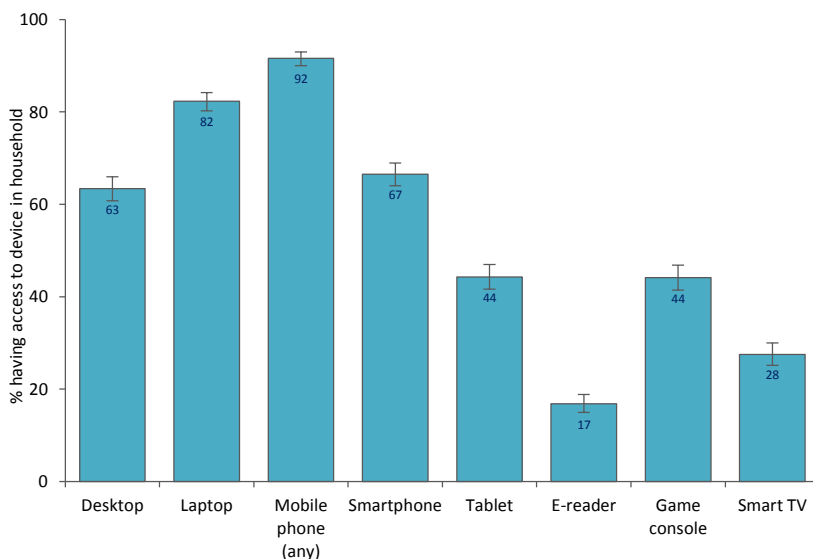
Q8: In the past year have you connected to the internet, from any location, from ... ?

1. a desktop computer
2. a laptop
3. a mobile phone
4. a tablet, e.g. iPad
5. any other device (e.g. TV, game console)

It is possible to connect to the internet through a wider range of devices than ever before. Almost four out of five (79%) internet users in New Zealand have accessed the internet through a laptop in the last year, slightly (but significantly) more than the proportion having accessed the internet through a desktop computer (74%).

Accessing the internet 'on the go' is also highly prevalent, with 68% of users having connected through their mobile phone in the past year. Almost half (48%) of the internet users surveyed said that they had accessed the internet through a tablet, and a sizable minority also connected through game consoles and smart TVs.

### Household access to devices



Base: Internet users.

Q2B: Which of the following devices, if any, do you have access to in your household?

1. a desktop computer
2. a laptop computer (or notebook)
3. a mobile phone (of any kind)
4. a smartphone
5. a tablet (e.g. iPad or an Android tablet)
6. an e-reader (e.g. Kindle, Nook)
7. a game console (Xbox, PlayStation, Wii)
8. a smart television, i.e. an internet capable television

This question asked respondents about which devices they 'have access to' in their household, irrespective of internet use. Of the 92% of internet users who have access to a mobile phone in their household, almost three out of four also say they have access to a smartphone. 44% have access to a tablet, while e-readers are much less prevalent (17% have access). Over a quarter of users have access to an internet capable TV. This may be a result of mass upgrading of television sets as VHF/UHF transmissions are replaced by digital TV.



Q3: Now I will ask you about how much time you spend on the internet in different locations. On an average day, how much time do you spend on the internet in each of the following locations ... ?

1. at home
2. at work, not in the home
3. at school or university, outside your home
4. from other people's homes
5. from libraries
6. from internet cafes

Q2A: On an average day, how much time do you spend using the internet through wireless hand-held devices such as a mobile phone or a tablet?

98% of internet users access the internet from home. People also access the internet at work (51%), school/university (17%), other people's homes (12%), libraries (7%), and internet cafes (4%). Four out of five internet users (81%) spend an hour or more online at home every day, and more than a third are online from home for three hours or more on an average day.

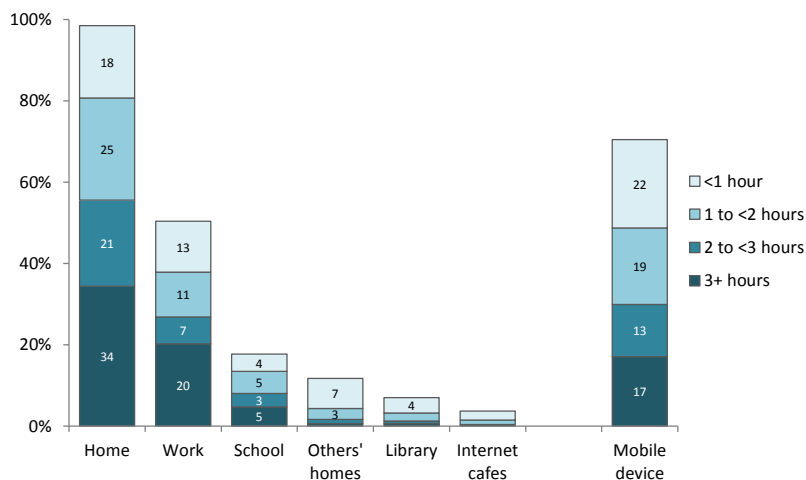
Seven out of ten internet users access the internet from a hand-held mobile device such as a smartphone or a tablet. Three out of ten spend three hours or more online from a wireless hand-held device on an average day.

Q6: Where in your home do you mostly use the internet?

Almost half of internet users (48%) use the internet mainly in their living room/lounge. Bedrooms and offices are equally popular as the main place in the home for internet access (both 22%).

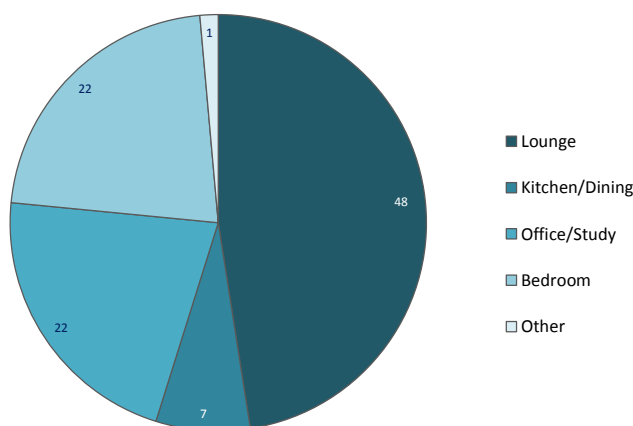
Communal spaces such as the lounge and the kitchen/dining area (55% combined) attract more use than private spaces (44% combined).

### Hours spent online per day



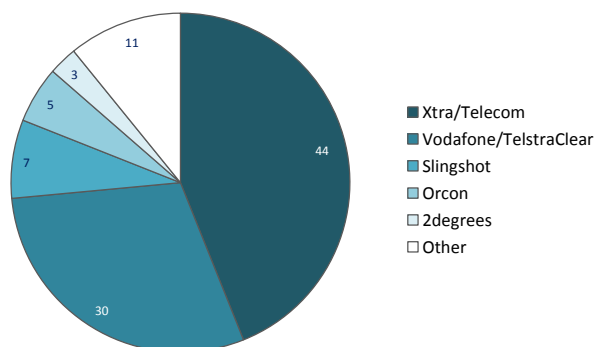
Base: Internet users | The blank space above each bar represents the percentage of people who do not access the internet from this location, or at least did not give an amount of time spent using the internet there 'on an average day'. | NB. Previous WIPNZ surveys have asked about time spent online in 'a typical week' - we have updated this to 'an average day'. While this is a useful change for home and mobile use, it may cause some challenges for respondents when deciding how to respond about internet cafes and libraries if they only go online from these locations occasionally.

### Main location in house for using internet



Base: Internet users with an internet connection at home (n=1822).

### Internet Service Provider



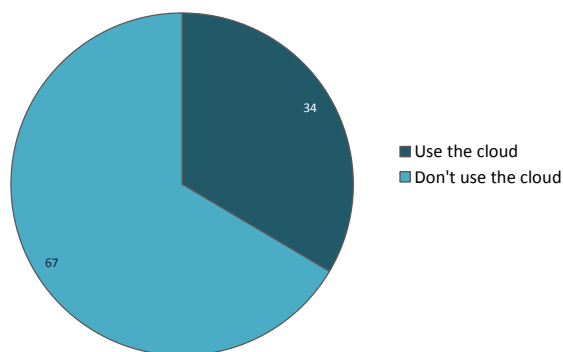
Base: Internet users who have an internet connection at home. Some people (less than 5%) responded with more than one ISP – in these cases, both responses are counted. These results are therefore calculated over total responses.

Q7: Which internet provider are you currently using?

The two leading Internet Service Providers are Telecom (44%), and Vodafone (including what was formerly TelstraClear: 30%).

More than a quarter of respondents use one of the other ISPs, divided across a range of companies, including Slingshot (7%), Orcon (5%), 2degrees (3%), Snap (2%) and Woosh (2%). ISPs with less than 1% of the responses include X-net, Compass, Farmside, Flip and Trust Power.

### Usage of the cloud



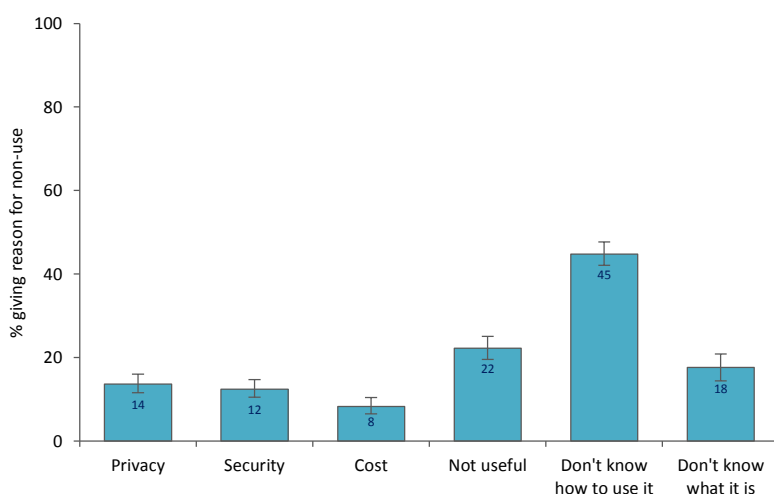
Base: Internet users | This graph excludes those who answered 'don't know' to this question. Those people are included in the following graph on reasons for not using the cloud.

Q2E. Do you use the cloud?

Just over a third (34%) of internet users say they use the cloud. This involves storing or sharing files on a remote server maintained by a third party.

Cloud computing requires a certain degree of confidence and trust in the third-party provider. It also requires a good connection speed, especially upstream.

### Reasons for not using the cloud



Base: Internet users who do not use the cloud or who said they don't know if they use it or not (n=1239) | Note: Respondents could give multiple reasons.

Q2F: Which, if any, of the following are reasons you don't use the cloud?

The main reason people do not use the cloud is because they don't know how (45%). Almost one in five non-cloud-users (18%) either don't know what it is or don't know whether or not they use it.

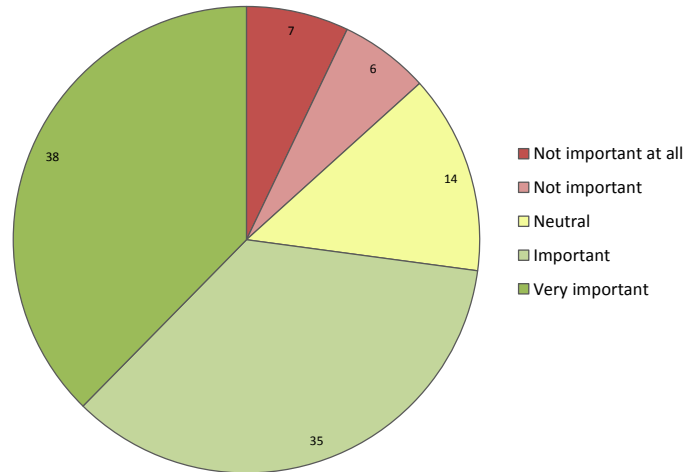
Of the more substantive reasons for not using the cloud, 22% say that it is not useful. Only a small percentage of people reject use of the cloud on the grounds of privacy (14%), security (12%) or cost (8%).

Q50: Overall, how important is the internet to your everyday life?

73% of New Zealanders feel that the internet is important or very important in their everyday life.

13%, including most of the non-users in the sample, feel that it is not important.

### Importance of internet in everyday life



Base: All respondents.

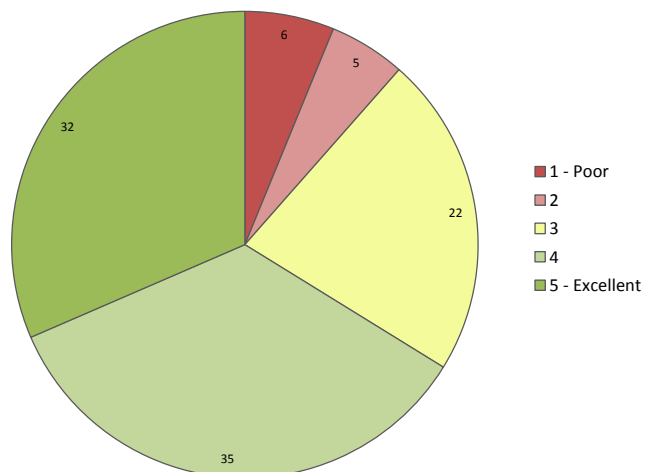
Q11: How would you rate your ability to use the internet?

Most New Zealanders feel confident about their ability to use the internet, with 67% giving themselves a rating of four or five on the five point scale.

11% of respondents, including many non-users, rated their ability as low.

When looking only at internet users, the proportion of the sample with low confidence (responses one and two out of five) drops to 7%.

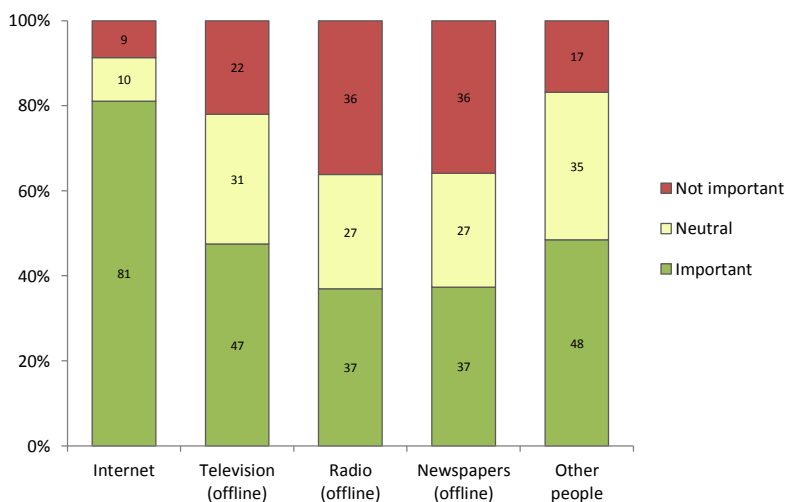
### Rating of ability to use internet



Base: All respondents.

# Information Seeking

## Rating information sources



Base: All respondents.

Q18: How important is each of the following to you as a source of information in general?

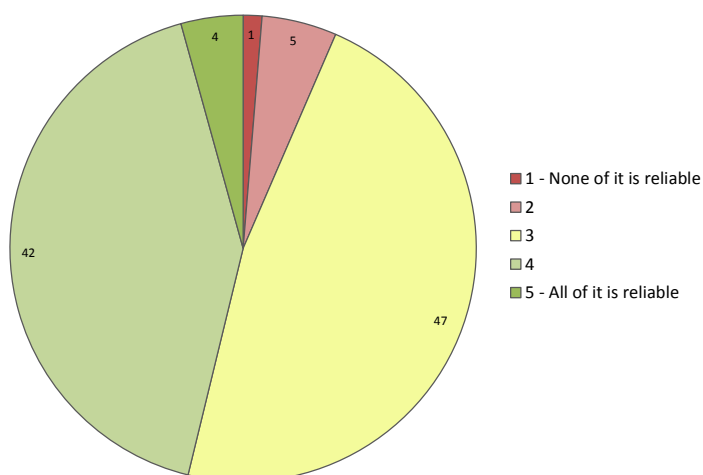
1. The internet (through any device and including online media)
2. Television (not online)
3. Newspapers (not online)
4. Radio (not online)
5. Other people such as family and friends

The internet – including online television, radio and news – is rated very highly as a source of general information, well above traditional offline media and also above direct communication with other people. 81% rate the internet as important compared with 9% as not important (which includes non-users).

This places the internet as a much more important source of information than television (47%), radio (37%) and newspapers (37%).

Interpersonal communication is considered an important source of information by just 48% of respondents.

## Reliability of information on Internet



Base: All respondents.

Q51: In your opinion, how much of the information on the internet overall is generally reliable?

46% of New Zealanders feel that information on the internet is reliable in general (categories 4 and 5). Only 6%, including many non-users, feel that it is mostly unreliable.

The most often chosen response on this question was point three on the five-point scale, representing the middle ground, that about half of the information online is reliable.

Q21/Q38: How often do you use the internet for the following purposes?

1. Use a search engine or browser to locate information
2. Look for news - Local, national, international
3. Find or check a fact
4. Look up a definition of a word
5. Look for information on a social networking site

More than a quarter of internet users (26%) use a search engine multiple times per day, while more than two out of three (68%) do a search at least daily. More than half of users (53%) search for news on a daily basis.

Finding and checking facts online is another highly prevalent information seeking activity. More people look for facts weekly (37%) than daily (27%).

Two out of three internet users (66%) look to a social networking site (SNS) such as Facebook to find information.

Q21 (cont.):

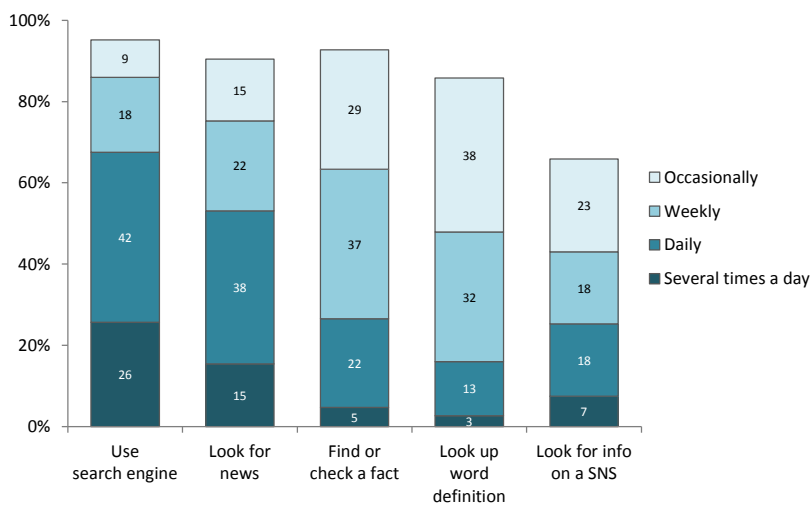
1. Use an online map or an app for navigation, for example to plan the route of a journey or estimate how long a journey will take
2. Look for travel information
3. Look for health information
4. Look for jobs/work
5. Look for information on entertainment activities such as movies or shows

86% of internet users go online to help them navigate, by looking at a map or planning a journey.

While looking for information on health, travel and jobs are not frequent activities for most, a large majority use the internet for these purposes at least occasionally.

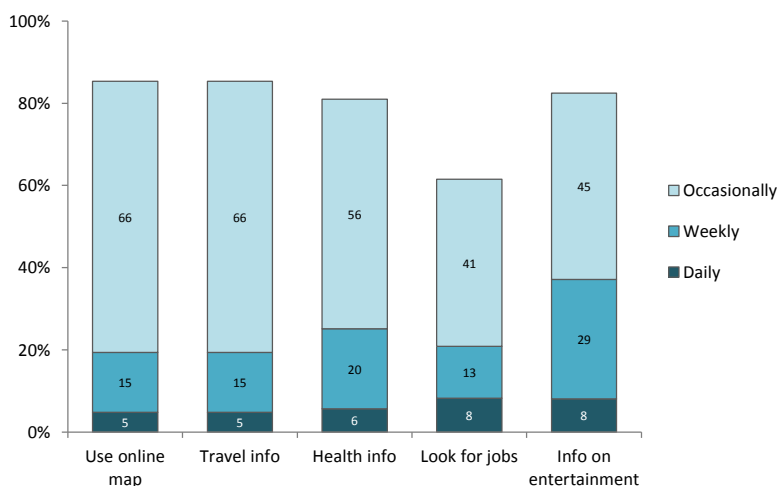
To find movie times or other information on entertainment activities, 37% use the internet at least weekly.

### Online information seeking (1)



Base: Internet users | Note: The data in its original form included the following six categories: 'several times a day', 'daily', 'weekly', 'monthly', 'less than monthly', and 'never'. In almost all graphs reporting this kind of frequency information throughout the report, 'monthly' and 'less than monthly' are grouped together and represented as 'occasionally'. The blank space above each bar represents the percentage of users who 'never' do the activity in question.

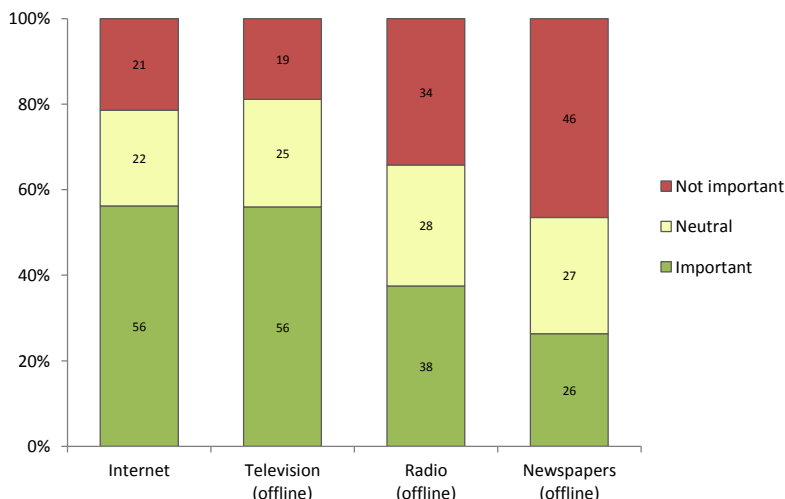
### Online information seeking (2)



Base: Internet users | Note: This and many other graphs group together the 'daily' and 'several times a day' responses, with the label 'daily'.

## Entertainment and Leisure

### Rating entertainment sources



Base: All respondents.

Q17: How important is each of the following media to you as a form of entertainment?

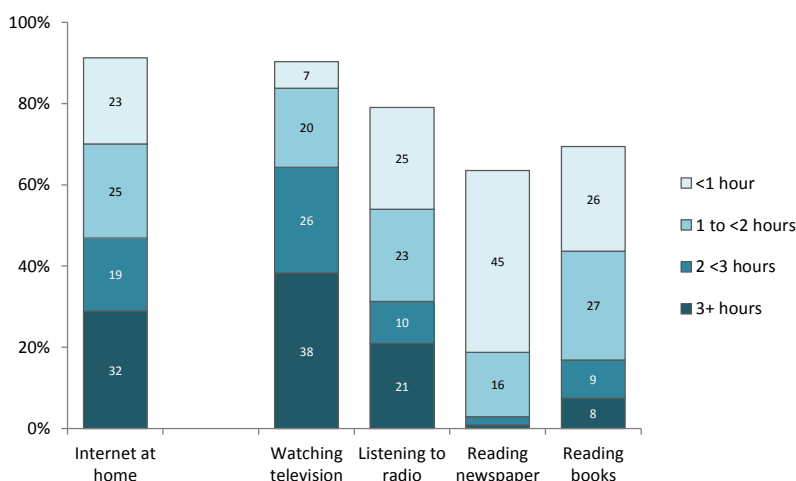
1. The internet (through any device and including online media)
2. Television (not online)
3. Newspapers (not online)
4. Radio (not online)

Internet and television are equally valued as a source of entertainment (56% rate as important in both cases)

Broadcast radio provides an important form of entertainment for 38%, while print newspaper provides an important source of entertainment for a quarter of respondents.

New Zealanders value the internet much less for entertainment than they do for information. Conversely, television is more highly valued as entertainment than as a source of information.

### Hours spent doing offline leisure activities



Base: All respondents | Note: the results for 'number of hours use the internet from home' has been recalculated here on a base of all respondents – that is, non-users are included as never using the internet at home.

Q52: This is the final section of the interview, and includes questions about your offline activities. On an average day, how much time do you spend on the following activities not online?

1. Watching television, not online
2. Listening to the radio, not online
3. Reading a newspaper, not online
4. Reading books, not online and not including e-books

All respondents were asked about how much time they spend on various offline leisure activities on an average day. We repeat here the results for time spent on the internet at home, this time recalculated to represent all respondents, not just users.

Nine out of ten New Zealanders watch television on an average day, with almost two out of three (64%) watching broadcast TV for two hours or more.

Television therefore takes up more of New Zealanders time than does the internet.

64% of New Zealanders read a hard copy newspaper on an average day, and this tends to be something done for less than an hour. Seven out of ten read a hard copy book daily.

Q19: Now I'd like you to think about the routine things you do for personal entertainment, like playing games or listening to music. How often do you use the internet for the following purposes?

1. Download or listen to music online
2. Listen to a radio station online
3. Download or watch videos online
4. Watch TV shows online or on demand
5. Download or watch feature films from the internet

Almost 70% of internet users at least occasionally watch TV shows online, and 45% listen to radio stations through their internet connection.

Downloading or streaming feature films depends on a good internet connection, and 38% of users engage in this activity.

Downloading or streaming music and video is a popular form of entertainment, and almost one in five users does this on a daily basis. Half of internet users play games online at least occasionally.

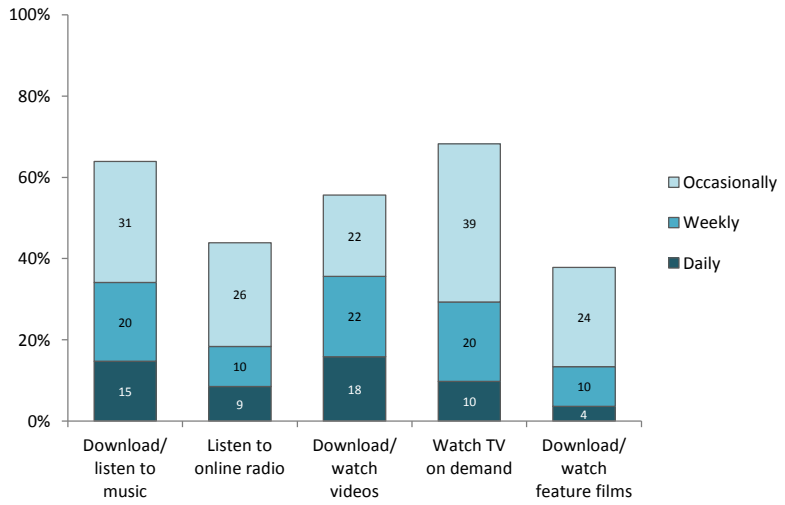
- Q19 (continued):
1. Surf or browse the web
  2. Visit social networking websites
  3. Look for jokes, cartoons, or other humorous content
  4. Play games online
  5. Look at sites with sexual content
  6. Bet, gamble or enter sweepstakes online

Browsing through websites is a fundamental element of internet use. 96% surf the web, with 75% doing so daily and 36% doing so several times a day.

Visiting social networking sites (SNS) is another common 'several times per day' internet activity, with a quarter of users checking Facebook or another SNS several times a day.

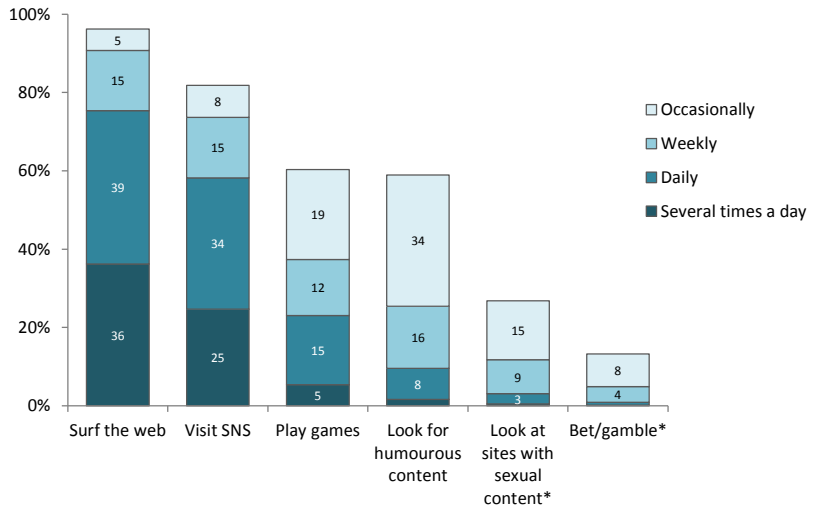
More than a quarter of respondents said they look at sites with sexual content at least occasionally, and 13% do some sort of online gambling or betting.

### Online entertainment (1)



Base: Internet users.

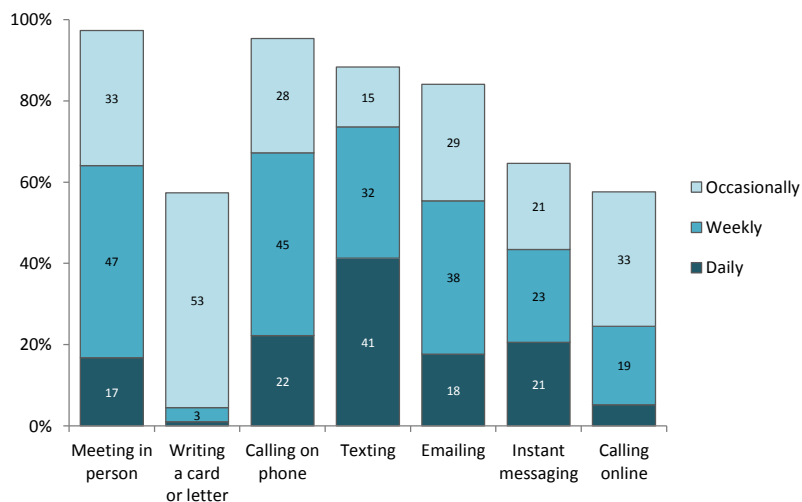
### Online entertainment (2)



Base: Internet users | \* Based on self-report questionnaire.

## Relationships and Communication

### Ways of keeping in touch



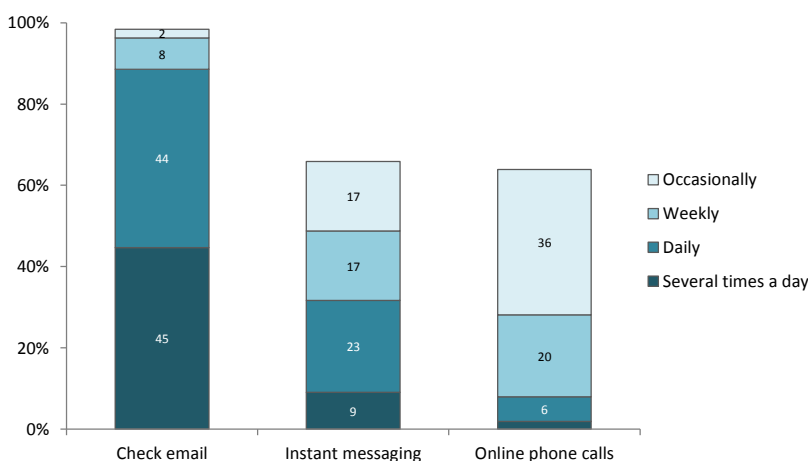
Base: All respondents.

Q30: Thinking of people who do not live in the same household as you, how often do you contact family or friends by... ?

1. Meeting them in person
2. Writing a card or a letter to them
3. Texting them
4. Calling them on the phone
5. Emailing them (including sending private messages in a social networking site)
6. Using any kind of instant messaging (including the chat features offered in Gmail, Facebook or Skype etc.)
7. Calling them through the internet e.g. Skype

As would be expected, almost everyone meets up in person with friends and family. Calling contacts on the phone is almost as widespread. Two thirds (67%) say they make phone calls to friends or family at least weekly. In terms of daily contact, texting is the most popular form of communication, with 41% of all respondents saying they text family or friends every day. 11% said they text friends and family several times a day.

### Online communication activities



Base: Internet users.

Q25: Now I'd like you to think about the different ways people keep in touch with each other in their everyday lives. How often do you use the internet for the following purposes?

1. Check your email
2. Do instant messaging
3. Make or receive phone calls over the internet

99% of internet users check their email at least occasionally, with 89% checking it daily.

66% contact people using instant messaging, with 32% of internet users doing this on a daily basis.

64% of users make or receive phone calls online, through an application like Skype.

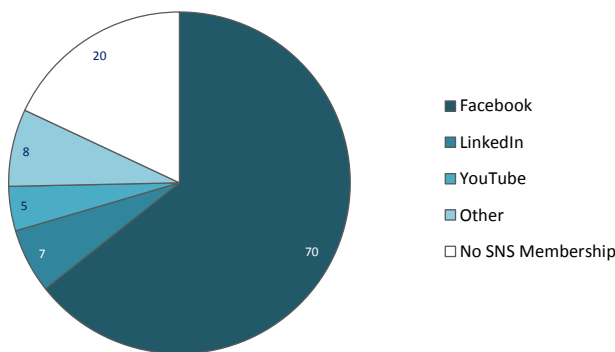


Q23: Are you a member of a social networking site or sites, e.g. Facebook, Google Plus, LinkedIn?

Q24: Which social networking site do you use most often?

Four out of five Internet users say they have a membership to a social networking site (SNS). Of those with a SNS membership, 87% say that Facebook is the site they use the most, that is 70% of all internet users. Other social networking sites chosen as most often used include LinkedIn (7%), YouTube (5%), Twitter (2.8%), Google Plus (1.8%) and Instagram (1.6%).

### Social networking site membership



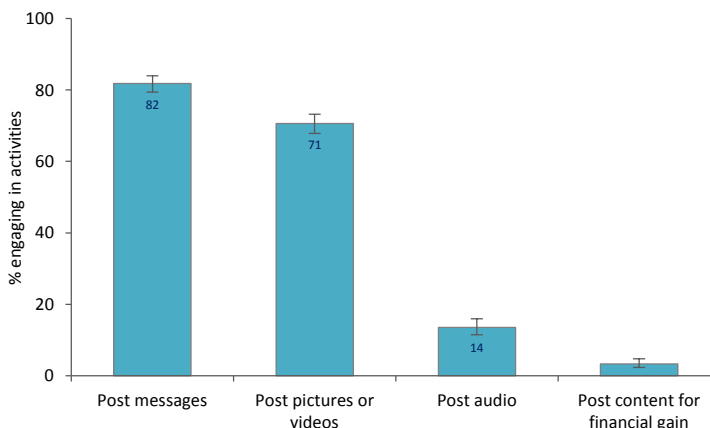
Base: Internet users.

Q24A: Thinking about the social networking site or sites you use, do you ... ?

1. post messages
2. post pictures, photos or videos
3. post audio material
4. post content for financial gain

Social networking sites (SNS) are a prime site for content sharing. 82% of those with a SNS membership post messages and 71% post pictures, photos or videos. 14% post audio material, and 3% post content for financial gain, suggesting that social networking is still just that – social.

### Content creation and sharing (1)



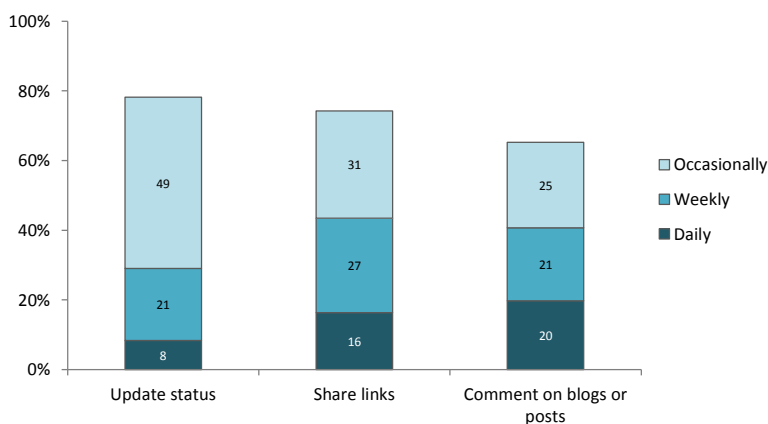
Base: Users who are members of a SNS (n=1478).

Q25 (cont.): How often do you use the internet for the following purposes?

1. Update your status
2. Share links (this includes emailing a link to a website/video/photo etc. or sharing such a link through a social networking site, such as on your own or somebody else's Facebook page)
3. Comment on other people's blogs, posts, etc.

More than three quarters (78%) of those who have a membership to a social networking site update their status at least occasionally, however only 29% are actively engaged in this activity, on a weekly basis or more. 43% share links to content, either through a social networking site or another channel such as email at least weekly.

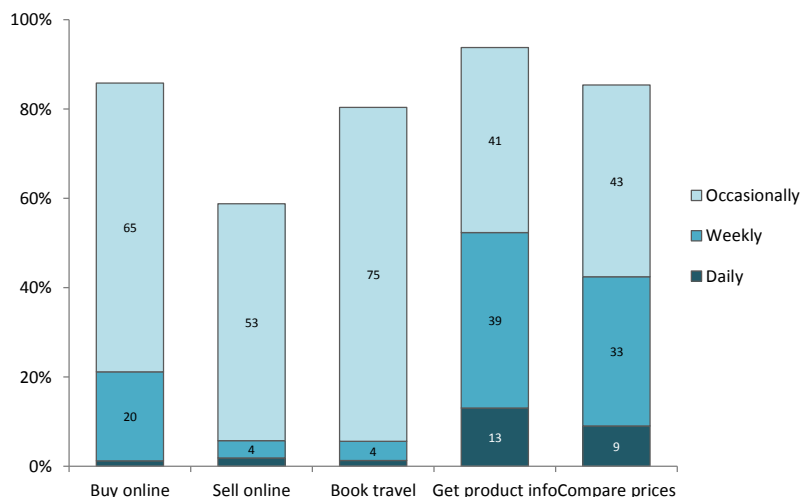
### Content creation and sharing (2)



'Update status' base: Users who are members of a SNS | 'Share links' and 'Comment on blogs or posts' base: All internet users.

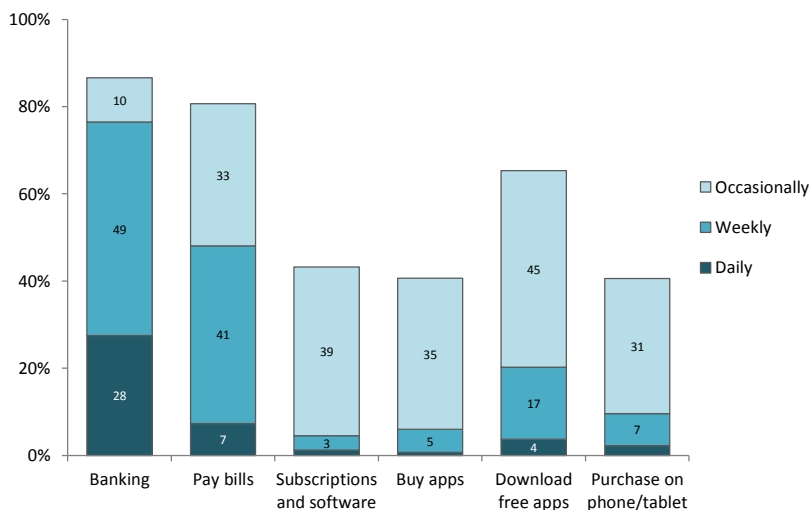
## Commerce

### Online consumer transactions (1)



Base: Internet users.

### Online consumer transactions (2)



Base: Internet users.

Q31: Now I'd like you to think about different transactions people do in their everyday lives like banking or shopping. How frequently do you use the internet for the following purposes?

1. Get information about a product online
2. Compare prices of products/services online
3. Make travel reservations/bookings online
4. Buy things online
5. Sell things online

Most internet users conduct a wide range of transactions online. 86% buy things online and 59% sell things online. Four out of five book travel online at least occasionally.

The internet is also used as a tool for consumer decision making. 93% look for information about products online – more than half of users do this at least weekly. For 85% of users, this online research includes the comparing of prices.

Q31 (cont.):

1. Use your bank's online services
2. Pay bills online
3. Pay for online services, subscriptions or software (e.g. for premium membership to a site)
4. Buy apps
5. Download free apps
6. Use your smartphone or tablet (e.g. iPad) to make a purchase of any kind

Online banking is a very widespread activity, with 87% of users logging onto their bank's website at least occasionally. Online banking is a daily activity for over a quarter (28%) of users. Four out of five users (81%) pay their bills online.

Paying for online services and software is not a regular occurrence for many, but 43% do this at least occasionally. A similar proportion of users (41%) at least sometimes purchase apps. Downloading free apps is more widespread (66% at least occasionally), while one in five users downloads a free app at least once a week.

Despite the high levels of engagement in e-commerce, more than four out of five internet users (83%) do the majority of their total spending offline (from Q32, not shown).

## Public Sector and Politics

Q37: I'm going to read you a list of statements. Please tell me how much you disagree or agree with each of these statements.

1. It is okay for people to express their ideas on the internet, even if they are extreme
2. The Government should regulate the internet more than it does now
3. The NZ Government should allocate funds to enable all New Zealanders to have access to internet services

More than four out of ten respondents think the internet should be a place of full freedom of speech, agreeing that it is OK to express extreme ideas online.

Nearly half (48%) of the respondents did not agree that the Government should regulate the internet more than it does now, compared to 22% who think it should.

More than half (52%) agreed that the New Zealand Government should allocate funds to enable all New Zealanders to have access to internet services, with 24% agreeing strongly with this idea.

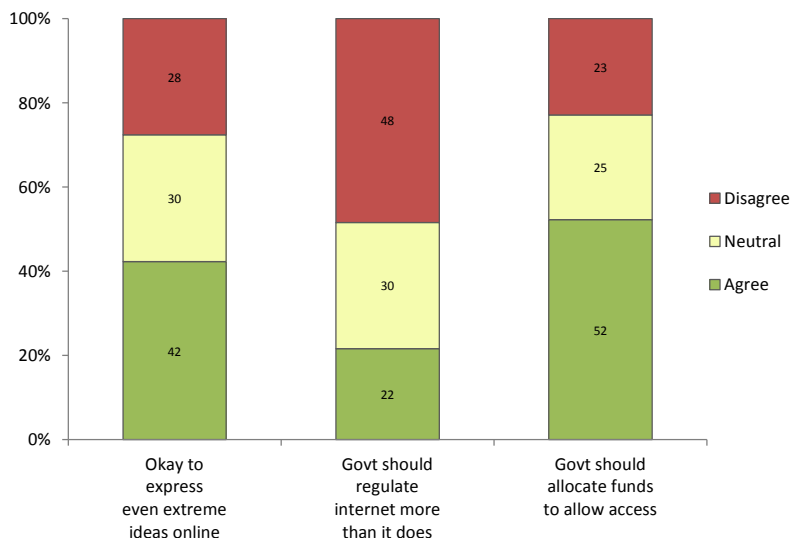
Q34: Talking now about Government information and services, have you used the internet in the past year for the following purposes?

1. To use Government or Council services that are delivered online, such as ordering a tax form or a StudyLink form
2. To log in to secure areas on Government or Council websites
3. To look for information about an MP, political party or candidate
4. To pay for taxes, a fine, or licence online

The majority of internet users (59%) say they have used Government or Council services that are delivered online, such as ordering forms from Inland Revenue or StudyLink.

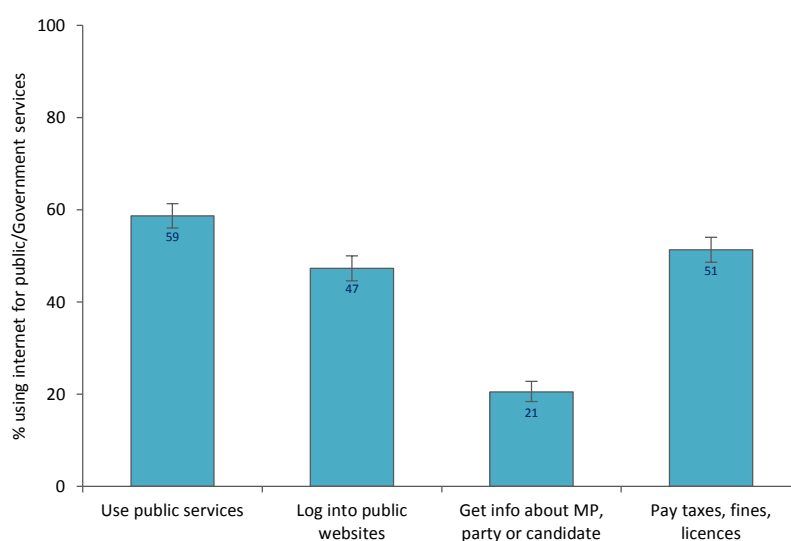
Almost half (47%) have logged in to secure areas on Government or Council websites and half (51%) of internet users have gone online to pay for taxes, a fine, or a licence in the past year.

### Opinions about political issues on the internet



Base: All respondents.

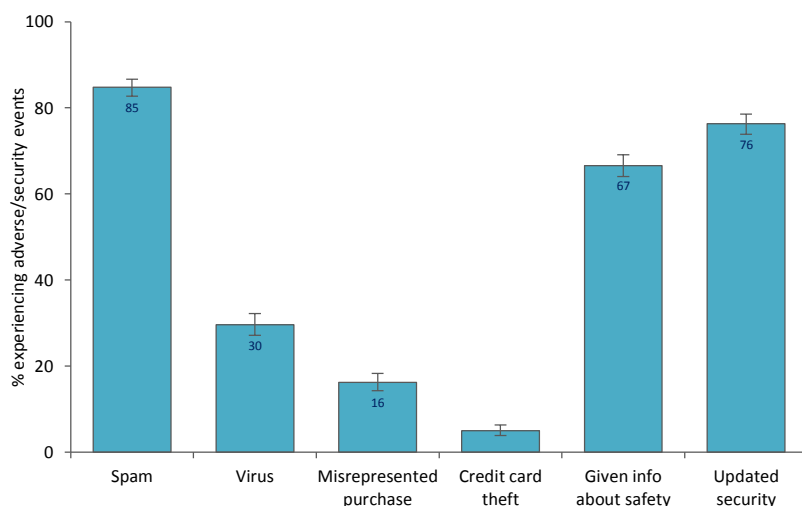
### Use internet for public information/services



Base: Internet users.

## Internet Security

### Nuisances and security



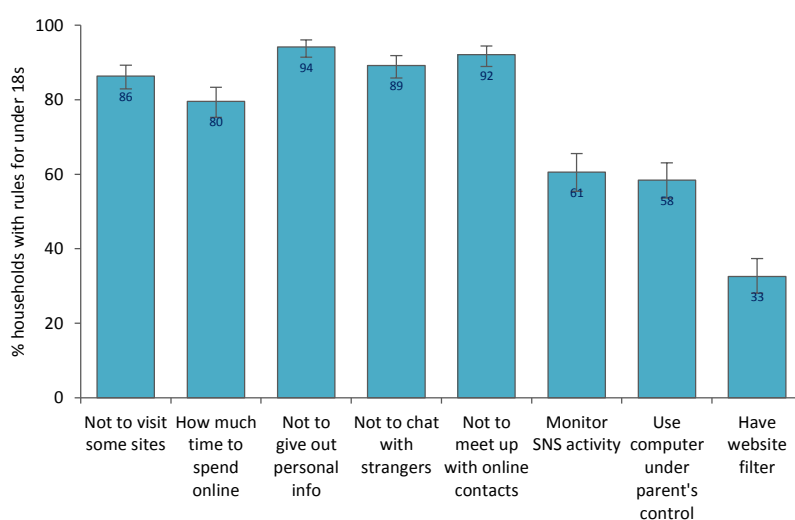
Base: Internet users.

Q48: In the past year have you ...?

1. Received nuisance emails or spam
2. Received a virus onto your computer
3. Bought something which has been misrepresented on a website
4. Had credit card details stolen via use on the internet
5. Been given information about Internet safety (e.g. about malicious online behaviour or other potential harms)
6. Updated your Internet security to protect your computer

While the internet offers a wide range of positive experiences for users, there are also many annoyances and some dangers, such as theft of credit card details (affecting 5% of users in the last year). Despite the 'anti-spam' laws in place in NZ since 2007, a very large proportion of internet users (85%) report having received spam or nuisance email in the last year. Internet users appear to be quite aware of internet security issues – three in four (76%) have updated their internet security to protect their computer.

### Household rules for internet use



Base: Internet users in a household that includes somebody under the age of 18 (n=766).

Q46: What rules does your household have regarding use of the internet? Are children guided or told ...?

1. Not to visit some sites
2. How much time to spend online
3. Not to give out personal information
4. Not to chat with strangers online
5. Not to meet up with someone they've only met online
6. To use the computer only under parent's control

Q47B: Do you monitor what your children do on social networking sites such as Facebook?

Q47: Does your household use a filter that controls or restricts access to certain websites?

Overall, young people are given a lot of guidance about internet safety, with 80% or more saying that young people are guided not to interact with strangers online or give out personal information, and told how much time to spend online and to avoid visiting some sites. The majority (58%) tell young people to use the computer only under a parent's control, and 33% use a website filter. Compared to other measures of control, monitoring of activity on social networking sites (SNS) is relatively low (61%)



## Section 2

# The Diversity of Internet Users

This section works through some of the most interesting and significant differences relating to age group, gender, ethnicity, household income and area (urban–rural).

In order to get an overall feel for the differences between demographic sub-groups, this section introduces a Usage Index. This is the mean frequency of use for each individual across a range of online activities. The minimum possible score is zero, if a person replied ‘never’ to all questions. The maximum score, representing all responses of ‘several times a day’, is five. The average Usage Index across all users is 1.7. See Appendix 1 for more detail about how the Usage Index was calculated.

The main patterns for each social grouping are briefly summarised here:

- Age: Internet use decreases as age increases, though the steepness of this trend varies greatly for different online activities
- Gender: Females tend to be higher end users on social and relational activities, while men are more highly engaged in online entertainment activities
- Ethnicity: Asian internet users are more highly engaged across the board, while Pasifika users more often tend to be low level users. An exception to this is in subscriptions to music streaming services, where Pasifika are leading the way
- Household income: Internet use increases with household income. Higher income households have greater levels of access to multiple devices. However, young people are relatively immune to this effect
- Area: Internet use is higher in cities than in towns and rural areas, and this pattern holds true for young people.

Presentation of results includes the following details:

- Base: A description of the set of respondents of whom the question was asked or the group over which percentages are calculated.
- Table of results: For graphs with multiple lines, a small table is included to allow the reader to ascertain the exact results for any category shown on the figure.
- Numbers (in %) are rounded to integers, and displayed on graphs for all but the smallest of results.
- Survey question wording: The full wording of the relevant survey question is given at the top of the right-hand column for any questions that weren’t already covered in Section 1. The number of the question as listed in the WIPNZ 2013 questionnaire is also given.

# Age

The most reliable of demographic trends in the dataset is the association between internet usage and age. The Usage Index drops steadily as age increases, except for being slightly lower for those in their teens, for whom several of the activities used to calculate the index are less applicable, such as paying bills online.

From late twenties onwards there is a steady decline in usage, with a noticeable drop for those aged 75 and over. This is a natural part of the uptake of a new technology. One question in the survey asked how long people had used the internet for, and the average starting year across the whole sample was the year 2000. Anyone aged forty or over will have spent most of their formative years without having the internet in their lives.

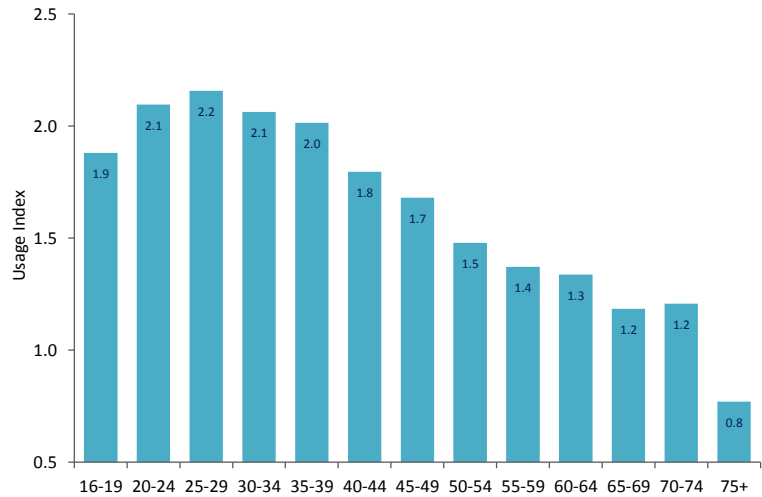
- Q18B: In the past year have you paid for a subscription ... ?
1. to an online newspaper site or app
  2. to a music listening site or app (e.g. Spotify)

This graph shows three online activities which have emerged relatively recently. Use of the cloud declines steadily as age increases. It is interesting to note, however, that those in the 65+ age group are relatively progressive when it comes to subscribing to online newspapers. It is the 16-29s who are significantly less likely to do this. This result suggests that older people have a desire to read newspapers, whether they are in print or online, while people under the age of thirty do not. This could be a pattern relating to life stage, or it could be a change in progress. Paid subscription to music streaming websites is the domain of younger people, with those 65 and over significantly less likely to do this.

Percent of users having paid for a subscription in the last year, and percent that use the cloud

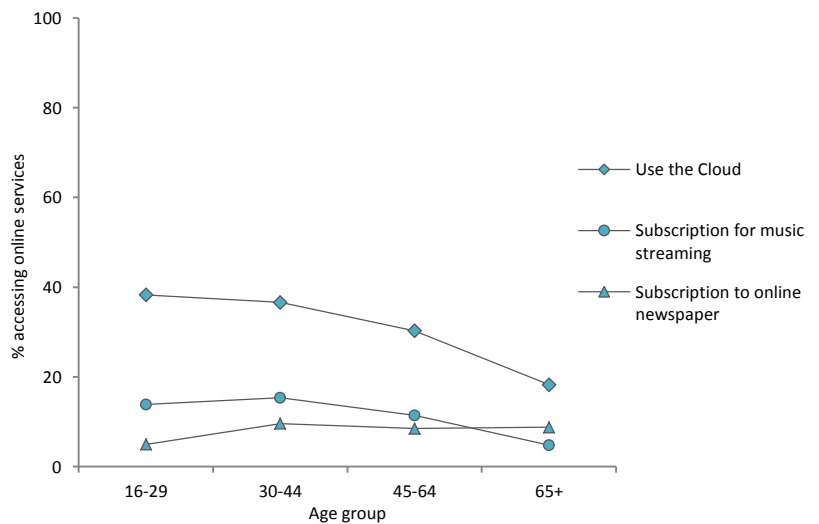
	16-29	30-44	45-64	65+
Subscription to online newspaper	5	10	9	9
Subscription for music streaming	14	15	11	5
Use the cloud	38	37	30	18

## Usage Index by age



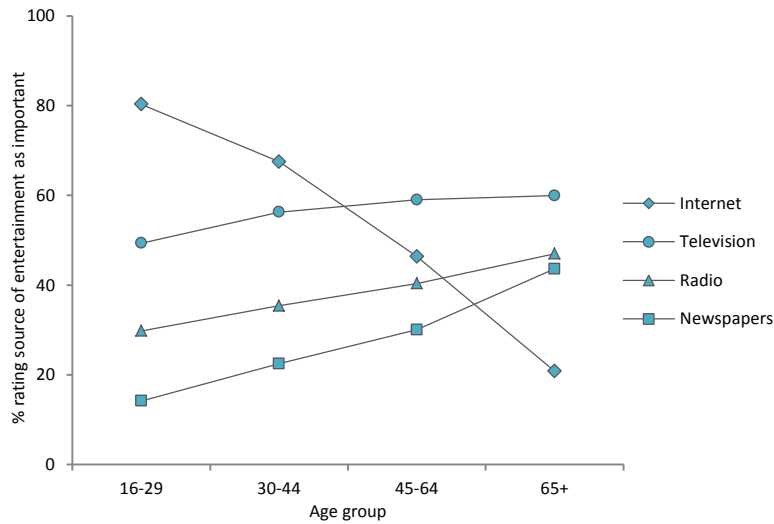
Base: Internet users | Note: Because the Usage Index is a subtle measure, operating within a small range, all Usage Index results are plotted with a y-axis range of 0.5 to 2.5, even though the theoretical limits of the range are 0 and 5.

## Paid subscriptions and cloud computing by age



Base : Internet users.

### Importance of media for entertainment by age



Base: All respondents.

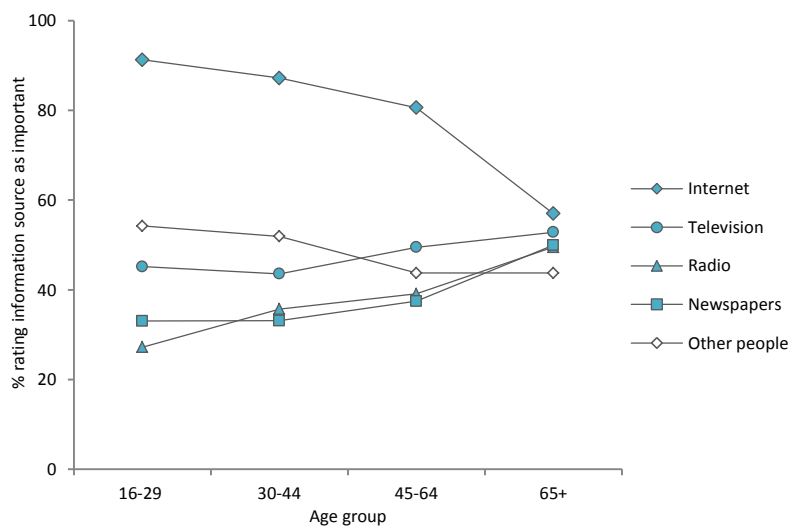
One of the most dramatic differences according to age group is the importance of the internet as a source of entertainment and leisure.

While watching broadcast television is an important leisure activity for people across all ages, using the internet as a form of entertainment is very much a young person phenomenon, with four out of five New Zealanders under 30 years of age rating it as important, compared to just over one in five people aged 65 or over.

Percent rating media as an important source of entertainment

	16-29	30-44	45-64	65+
Internet	80	67	46	21
Television	49	56	59	60
Radio	30	35	40	47
Newspapers	14	22	30	44

### Importance of information source by age



Base: All respondents.

The internet, including online television, radio and news, is considered an important or very important source of information by 91% of respondents under 30 years of age. The importance of the internet remains high for those between 30 and 65, but drops off for the older age group. Despite this, the internet is still the highest rated source of information even for those over 65.

Offline media show the reverse pattern, holding greater importance for the older groups, with this age difference being greatest for offline radio as a source of information.

When it comes to getting information by word-of-mouth, it is the younger age groups who rate this more highly.

Percent rating information source as important, by age

	16-29	30-44	45-64	65+
Internet	91	87	81	57
Television	45	44	49	53
Radio	27	36	39	50
Newspapers	33	33	37	50
Other people	54	52	44	44

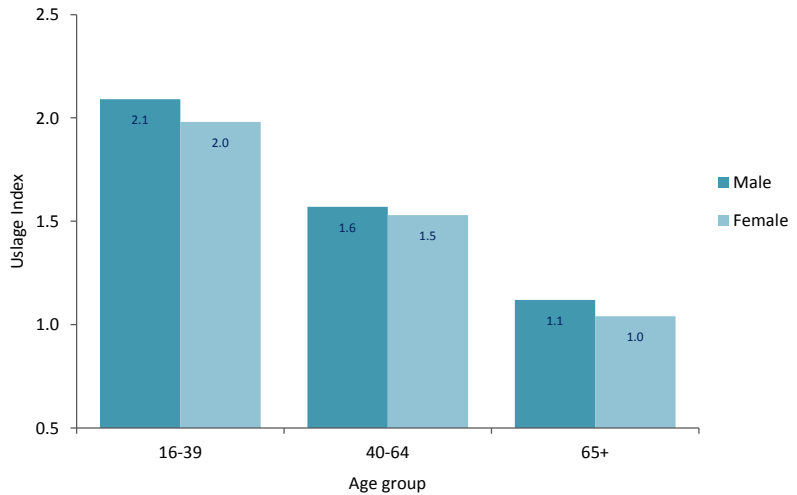


# Gender

Age is such a defining demographic variable for the internet that when looking at other groupings such as gender, it is useful to make separate comparisons on the basis of different age groups.

In general, access to the internet is relatively even between men and women, though there are gender differences for a lot of specific activities.

**Usage Index by age and gender**



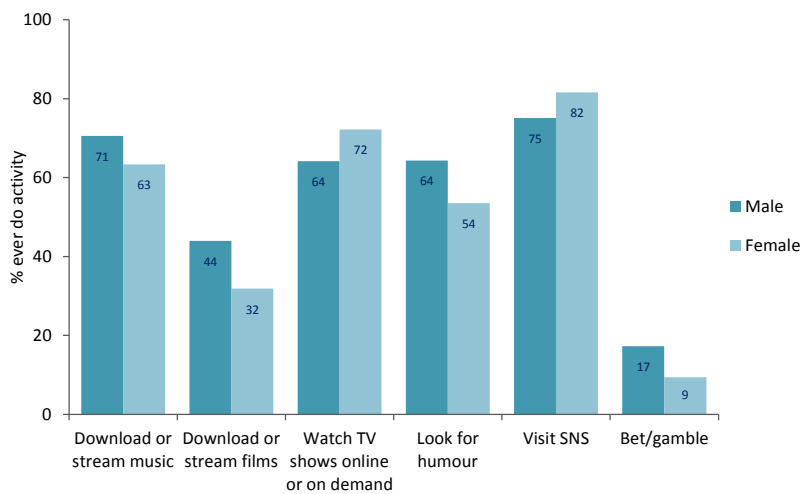
Base: Internet users.

A range of entertainment activities showed significant gender differences.

Men tend to download or stream music and feature films more than women, while women watch TV shows (including 'on demand') more than men. Searching for humour, and online gambling are also more popular with men than women, while females lead when it comes to visiting social networking sites.

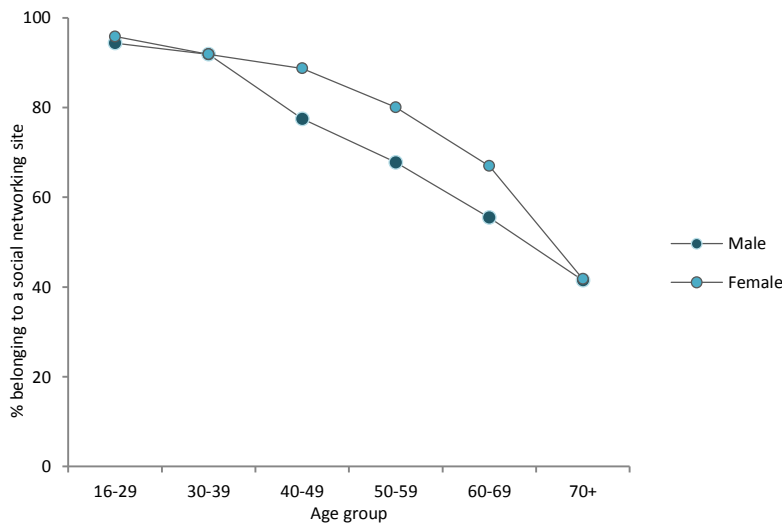
Aside from the various entertainment activities shown here, men are significantly more likely than women to use online maps on a daily basis.

**Entertainment activities by gender**



Base: Internet users | Note: This data is based on the percentage of people who responded with any frequency other than 'never' in Q19. It includes responses ranging from 'less than monthly' through to 'several times a day'. All gender differences for the 'ever' category were significant at the p<.01 level.

### Usage of social networking sites by age and gender



Base: Internet users.

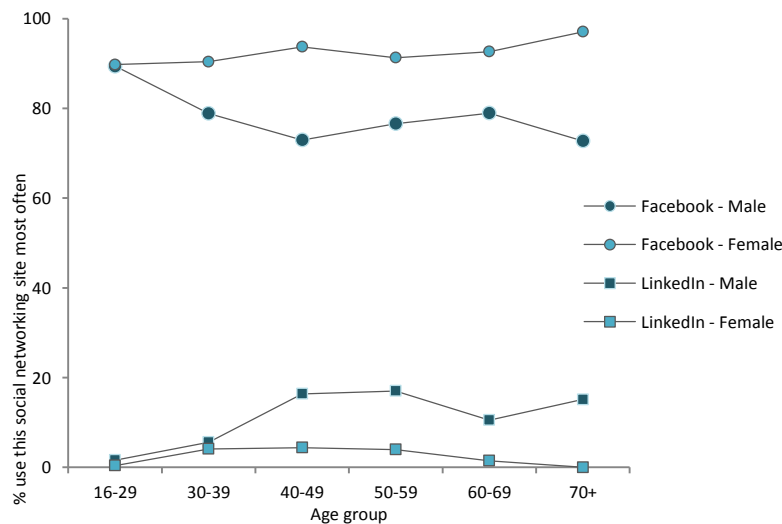
Use of social networking sites (SNS) is pervasive amongst young people, with 95% of those under the age of 30 and 92% of those in their 30s being members of a SNS.

Usage decreases as age increases, and social networking sites are generally more popular with women than with men between the ages of 40 and 69. This is not the case however, for those under 30 and for those aged 70 or over. In these age groups, no gender difference is apparent.

Percent belonging to a social networking site, by age and gender

	Male	Female
16-29	94	96
30-39	92	92
40-49	77	89
50-59	68	80
60-69	55	67
70+	41	42

### Most used social networking site by age and gender



Base: Those who have a membership to a social networking site. Note that only those who said that either Facebook or LinkedIn was their most use SNS are displayed.

While Facebook is clearly the most frequently used social networking site for the large majority of SNS users, there are some interesting patterns in terms of age and gender.

For those under 30, there is no relationship between gender and SNS most used. But from 30 onwards, Facebook is significantly more popular with women than with men, while LinkedIn is substantially more popular with men aged 40 and over, and is significantly more popular for men than women overall.

Percent using Facebook (FB) or LinkedIn (LI) most often, by age and gender

	FB (M)	FB (F)	LI (M)	LI (F)
16-29	89	90	2	0
30-39	79	90	6	4
40-49	73	94	16	4
50-59	77	91	17	4
60-69	79	93	11	1
70+	73	97	15	0

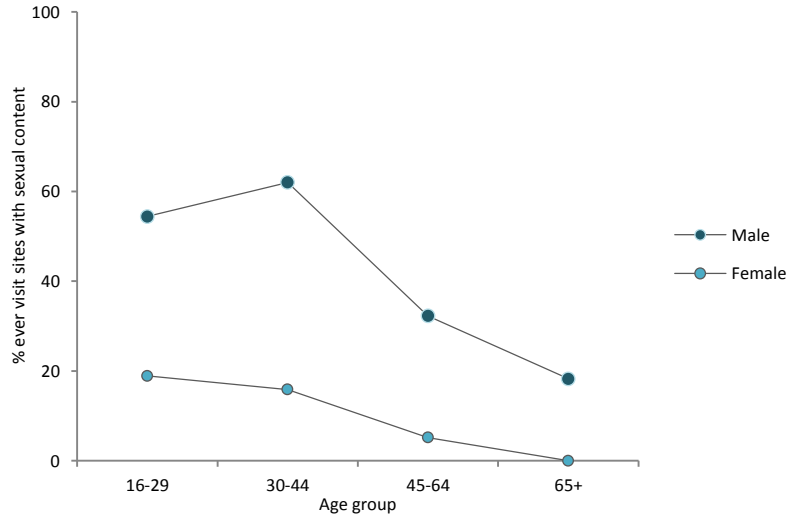
A much higher proportion of men than women look at sites with sexual content. This difference is particularly marked for younger internet users, especially between the ages of 30 and 45. More than six out of ten men in this age group visit sites with sexual content.

While this activity is dominated by men, almost one in five women under the age of 30 also say that they visit sites with sexual content.

Percent ever visit sites with sexual content, by age and gender

	16-29	30-44	45-64	65+
Male	54	62	32	18
Female	19	16	5	0

### Sites with sexual content by age and gender



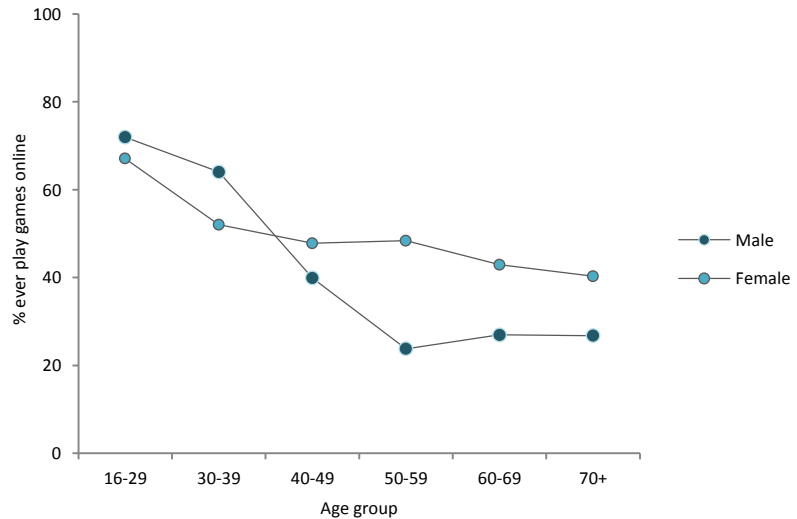
Base: Internet users | This data is based on the percentage of people who responded with any frequency other than never in Q19. It includes responses ranging from 'less than monthly' through to 'several times a day'.

Because online game playing encompasses such a wide range of game genres, an interesting pattern emerges for gender and age on this question. For those under 40, game playing online is slightly more popular for men than women, while for those aged 50 and over, it is women who are leading the way with playing games online.

Percent playing games online, by age and gender

	Male	Female
16-29	72	67
30-39	64	52
40-49	40	48
50-59	24	48
60-69	27	43
70+	27	40

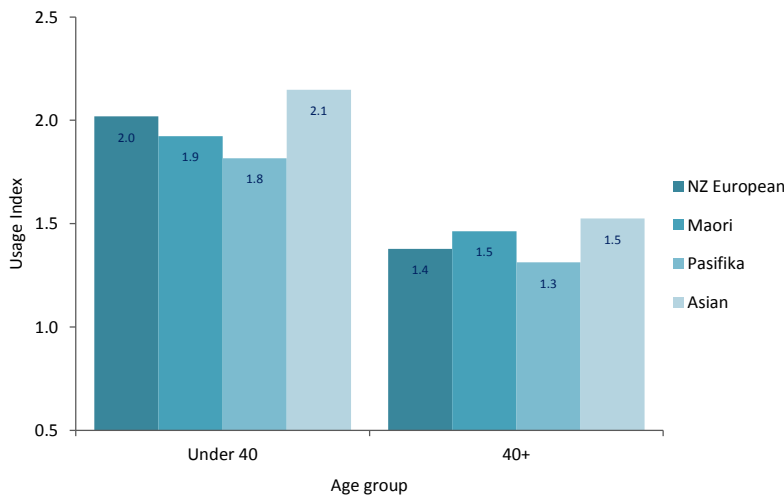
### Playing games online by age and gender



Base: Internet users.

## Ethnicity

Usage Index by age and ethnicity



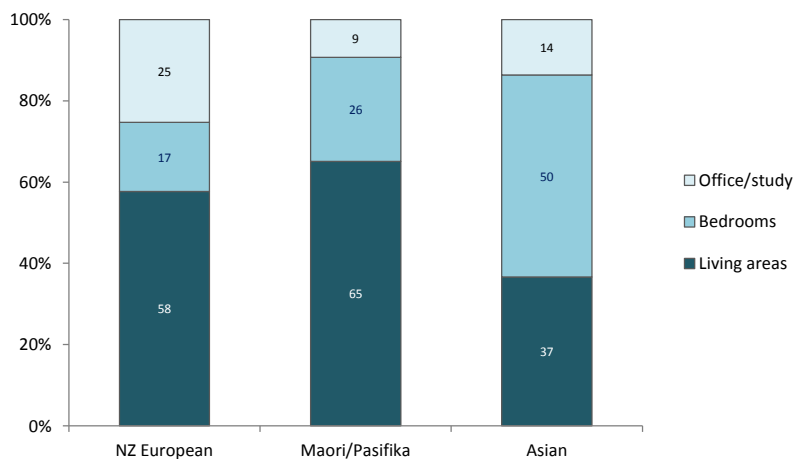
Base: Internet users in the four main ethnicity groups – other ethnicities not shown here (NZ European n=1242, Māori n=143, Pasifika n=95, Asian n=219) | Note: Māori and Pasifika respondents are younger, on average, than New Zealand European respondents – reflecting the NZ population.

This graph presents the Usage Index for the four main ethnicities, split according to two age groups.

Asian internet users stand out as being the most engaged users in both age groups, with Asian internet users under the age of 40 being particularly high-end users.

Both younger and older Pasifika users have a lower average Usage Index than the other ethnic groups.

Main location to use the internet at home by ethnicity



Base: Internet users in the four main ethnicity groups who responded with one of the three responses charted here | Note: Results for Māori and Pasifika were similar on this question.

Almost two out of three Māori and Pasifika internet users (65%) say they mainly use the internet in communal areas of their homes such as the living room or dining area, higher than NZ European (58%).

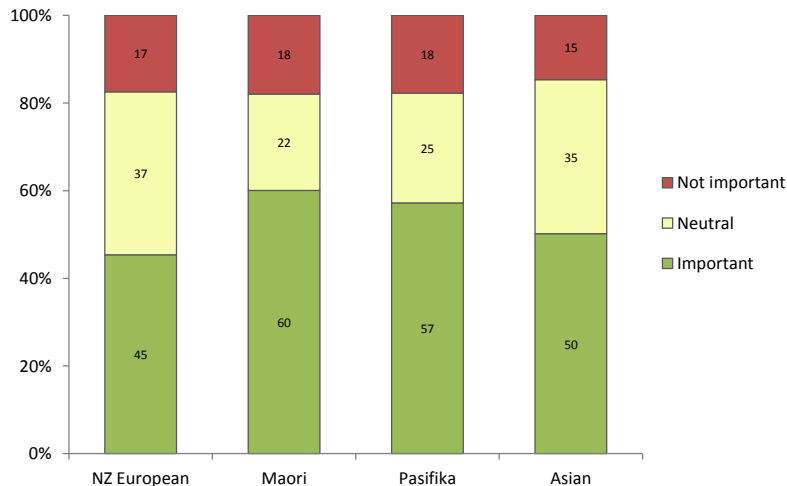
Asian respondents have the lowest proportion of respondents that use the internet mainly in a living area (37%) and are far more likely to use the internet in a bedroom than the other ethnicities, with 50% saying they mainly use the internet in their bedroom.

NZ European respondents are most likely to use the internet in an office or study, with a quarter saying this was their main location for home internet use.

A significantly higher proportion of Māori and Pasifika respondents rated other people as an important source of information than did NZ European people.

Asian respondents fall in between these other groups, with 50% rating other people as an important source of information.

### Importance of other people as information source by ethnicity



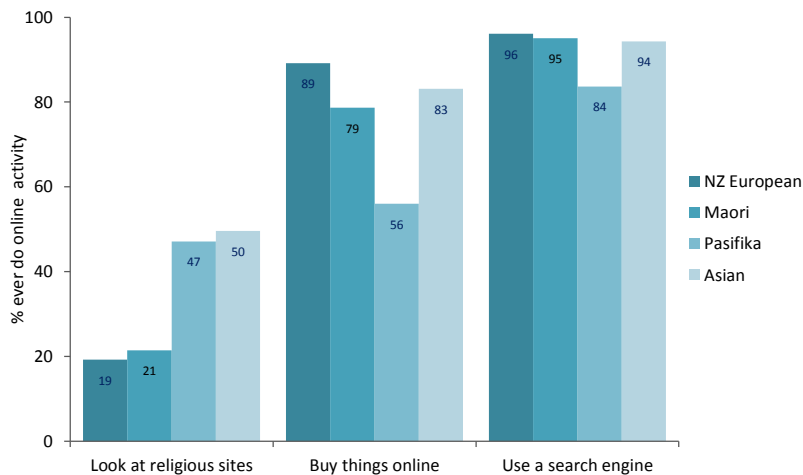
Base: All respondents.

Pasifika and Asian respondents go online to look at religious or spiritual websites much more than NZ European and Māori.

A comparatively high rate (16%) of Pasifika internet users said they never use a search engine to look for information.

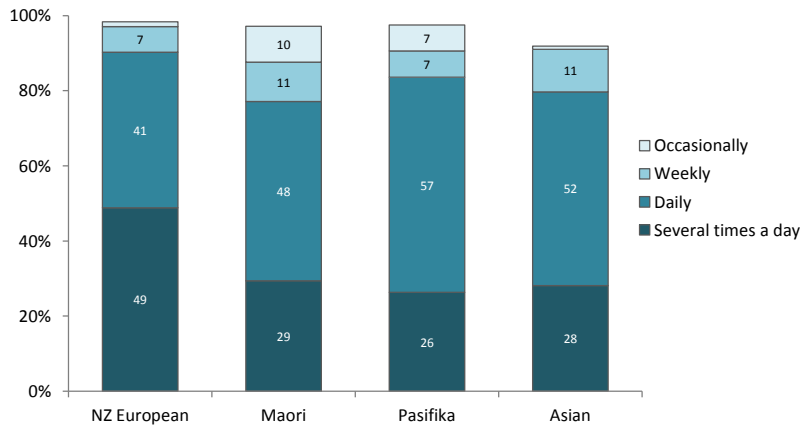
Asian people are most likely to compare prices online (not shown), while NZ Europeans are the most likely to buy things online. Pasifika users are much less likely to make an online purchase than users of other ethnicities.

### Online activities by ethnicity



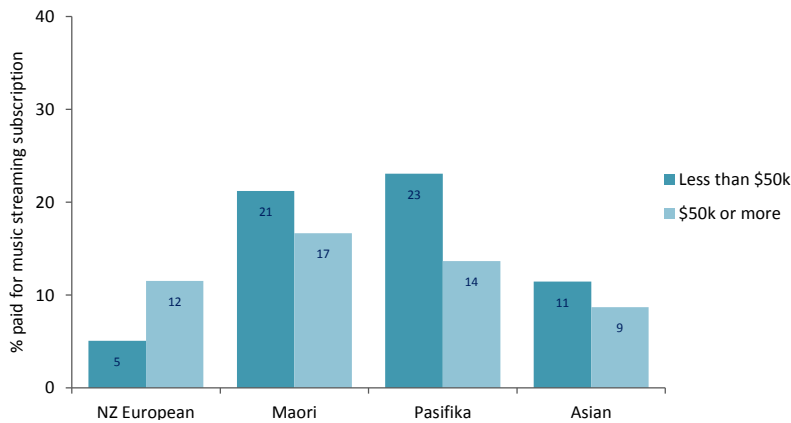
Base: Internet users.

### Checking email by ethnicity



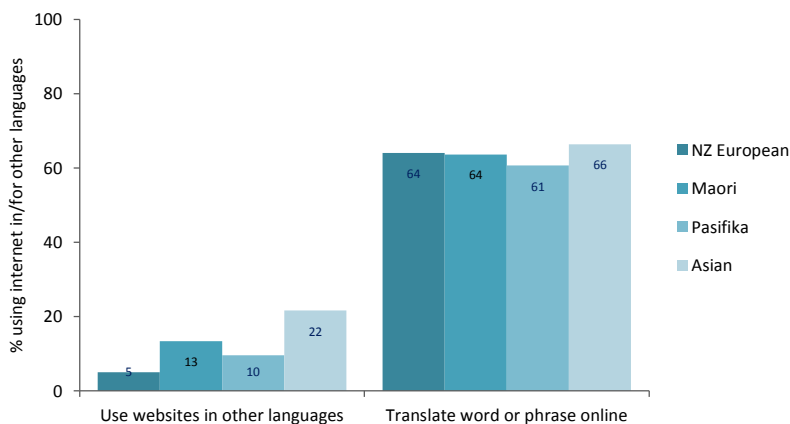
Base: Internet users in the four main ethnic groups.

### Music subscriptions by ethnicity and income



Base: Internet users | Note: In order to make aid the comparison of ethnicities, the y-axis on this graph is on a different scale to other graphs in the report.

### Online multilingualism by ethnicity



Base: Internet users in the four main ethnic groups.

Almost half of NZ European internet users check their email several times a day, compared to less than three in ten users from the other ethnic groups.

Asian users have the highest rate of never checking email, at 8%. Given the trends shown elsewhere in this section, this suggests that email is not necessarily the domain of the most high-end users, who have perhaps moved on to other forms of online communication.

Māori and Pasifika internet users, especially those in lower income households, are leading the way with subscriptions to music streaming services like Spotify. More than one in five Māori (21%) and Pasifika (23%) users in households with a combined income of less than \$50,000 a year have paid for a subscription to a music streaming service in the past year.

For NZ Europeans, it is those in high income households that are more likely to have paid for a subscription to music.

*Q42: Do you use websites that are mainly in a language other than English?  
Q44: In the past year have you used the internet to translate a word*

There are substantial differences between ethnicities when it comes to visiting websites that are mainly in a language other than English, with 22% of Asian respondents and 13% of Māori doing this (most of the latter visit sites in Māori).

Despite these intuitive differences for the use of websites in other language, there is a striking similarity between ethnicities when it comes to translating a word or phrase online. Demand for the ability to communicate across language boundaries is strong irrespective of first language.

# Household Income

In general, internet usage increases with household income. However, the effect of household income is much stronger for those aged 40 and over.

Young people in the lowest income households (a group including many students) do not show any signs of being digitally disadvantaged, with one of the highest Usage Indices of all.

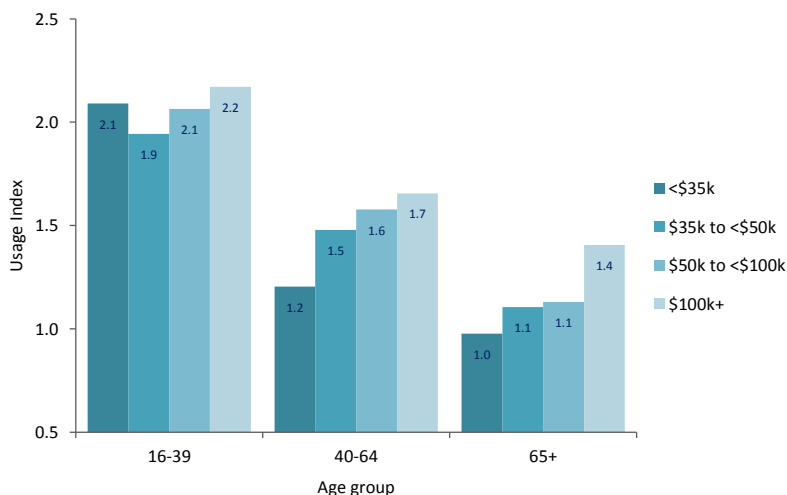
For those aged 40 and over, however, there is a strong pattern – with greater income comes greater frequency of internet use on a range of tasks. This age difference suggests that the digital divide in terms of income may eventually disappear with the uptake of low cost internet capable devices.

The higher the household income, the more digital devices people have access to in the home.

The only device not related to income is the mobile phone – it is also the lowest cost device in this list. Smartphones, tablets and game consoles are the devices most stratified by household income, with differences of around 20% between low income and high income households.

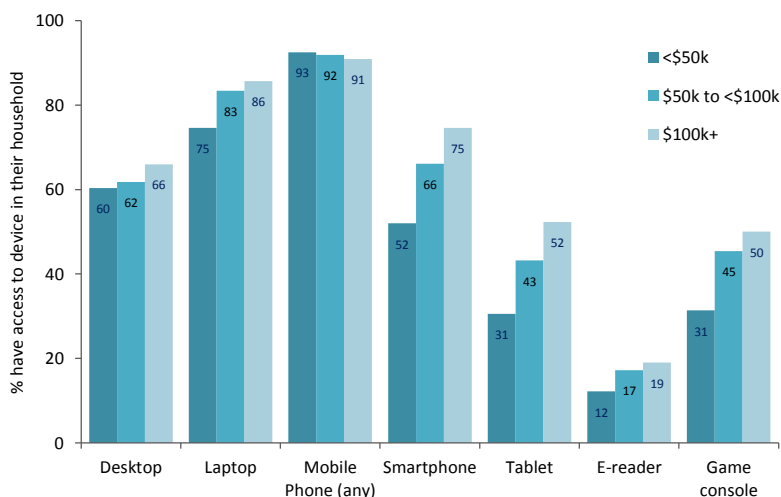
Established technologies such as desktop computers and traditional mobile phones have also become the lowest cost devices, and are almost equally common across all incomes. This suggests that cost is indeed a barrier for individuals in low income households who may have an interest in – but not be able to afford – the use of newer, more expensive devices.

Usage Index by age and household income



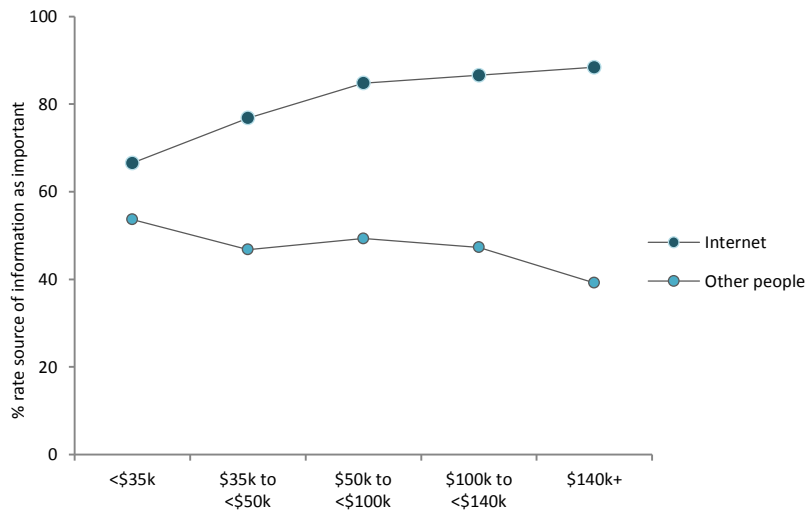
Base: Internet users.

Devices in household by income



Base: Internet users.

### Importance of internet and people for information by household income



Base: All respondents.

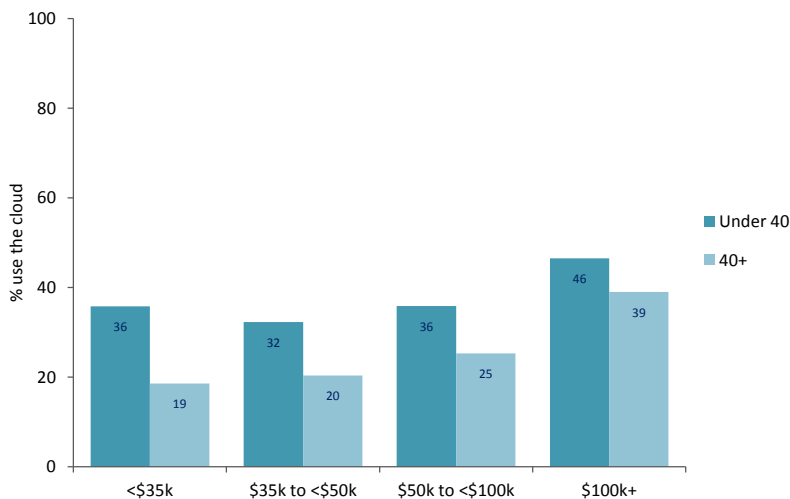
As household income increases, the internet plays a more important role as a source of information. Word of mouth, however, becomes correspondingly less important.

Other people are an important source of information for 54% of people in low income households, compared to 39% for those in the highest income households.

Percent rating internet and other people as an important source of information

	Internet	Other people
Less than \$35k	67	54
\$35k to < \$50k	77	47
\$50k to < \$100k	85	49
\$100k < \$140k	87	47
\$140k+	88	39

### Using the cloud by age and income



Base: Internet users.

Less than one in five people over the age of 40 in low income households use the cloud. For those in the same age group, but in the highest income band, this figure doubles, with almost two in five using the cloud.

The age related difference becomes less and less apparent as household income increases.



## Area: Urban to Rural

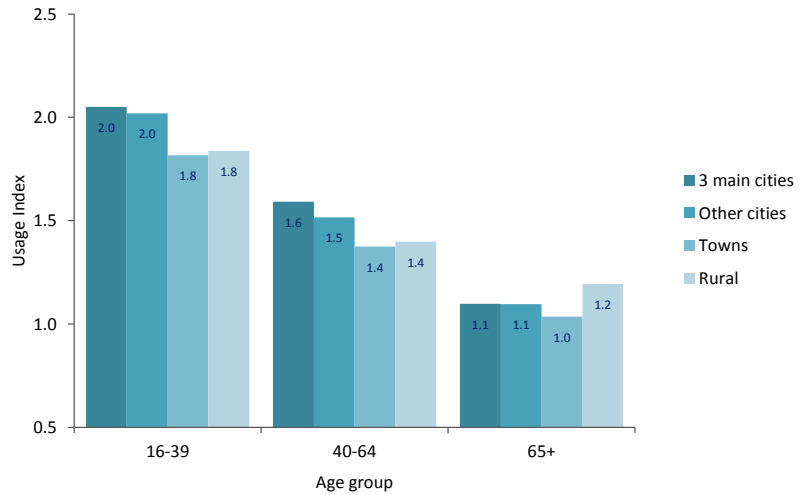
Unlike household income, youth is not a protection against digital disadvantage when it comes to the urban-rural divide. It appears that it is young people who are most affected by living in less densely populated areas.

People under 40 in cities are high-end users, but those in smaller towns and in rural areas tend to use the internet less.

Note that of those people with only dial-up access to the internet in their home, one in four lives in a rural area.

Many of the activities that count towards the Usage Index (see Appendix 2) require a broadband connection.

Usage Index by urban-rural and age



Base: Internet users.

*Q5B/Q5C: How satisfied are you with the speed/reliability of your internet connection at home?*

Internet users in rural areas are significantly less satisfied with their internet connections than those in urban areas.

In general, speed is more of an issue than reliability. Only four out of ten rural internet users say they are satisfied or very satisfied with the speed of their internet connection.

Satisfaction with internet connection by area



Base : Internet users.

## Section 3

# Digital Disadvantage in 2013

This section focuses on a small but significant portion of our sample, those that may be 'digitally disadvantaged' – be they non-users or low level users. As internet approaches saturation in New Zealand, our focus turns from '*how many* people use the internet?' to '*how* do people use the internet'? We are also interested in identifying whether any online activities are becoming 'necessities', thereby assessing what kind of burden of exclusion non-users may face. The WIPNZ team have maintained over the years the idea that as the proportion of non-users decreases, the extent to which those non-users may face disadvantage is likely to increase, as they are more easily overlooked as a shrinking minority.

This final section of the report, therefore, seeks to identify which online activities and services are becoming a core part of New Zealand society to the extent that non-users may be, or at least feel, excluded – activities that are done by users irrespective of their level of skill or online engagement. We can think of all the online activities as sitting somewhere on a scale between online 'luxuries' and online 'necessities'. Those activities on the 'luxury' end of the spectrum require strong engagement with the internet, high speed connections or newer devices. Internet 'necessities' are more likely to be accessible on slower connections, and may not entail strong online engagement.

To gauge the extent to which activities are 'core' parts of internet use, we have examined the relative usage of Next Generation Users and Low Level Users (the methods for defining these groups is described in detail in Appendix 2). Those activities which are newer and less mainstream will be done much more by NGUs than by LLUs. As activities are naturalised to the extent that they become a part of everyday life, LLUs will 'catch up' to NGUs. Based on this logic, we have ranked all of the internet activities measured in the survey according to the ratio of NGU usage to LLU usage.

We demonstrate here one example of how this metric is calculated, and what it means (Appendices 1 and 2 give further detail). Use of the cloud sits towards the 'internet luxury' end of the 'necessity to luxury continuum' at this relatively early stage in its life cycle. 53% of NGUs use the cloud, compared to 6.6% of LLUs. By dividing the percentage of usage for NGUs by the percentage of usage for LLUs, we see that NGUs are eight times more likely to use the cloud than LLUs. This is a high figure, fourth highest out of the 56 activities analysed in this way, placing use of the cloud firmly at the 'luxury' end of the continuum at this time.

This metric produced intuitive results which could not be ascertained by looking at levels of usage in isolation – it is the *ratio* of usage between different *types* of user that gives us a picture of how far along the necessity to luxury continuum an internet activity sits. LLUs are defined according to low frequency of internet use across 47 different online activities. The NGU measure, by contrast, is based on access through multiple devices, along with other indicators of high internet engagement (see Appendix 2 for full definition). This analysis therefore provides some insight into which activities might be on their way to becoming so naturalised that being deprived of them could result in genuine exclusion from mainstream society.

## The Persistence of the Digital Divide

Income has a clear and relatively linear impact on whether people use the internet or not, and if so, how engaged they are online.

As seen in the previous section, there is a strong relationship between household income and internet use, so it is worth looking in some detail at how income affects user status, separating out those under 65 and those in the older age group.

Since Next Generation User (NGU) status is defined by accessing from multiple device types, it makes sense that members of higher income households are more often in this category.

Low Level User (LLU) status, however, is defined by actual amount of internet use across a range of activities, and the proportion of LLUs decreases with increasing income.

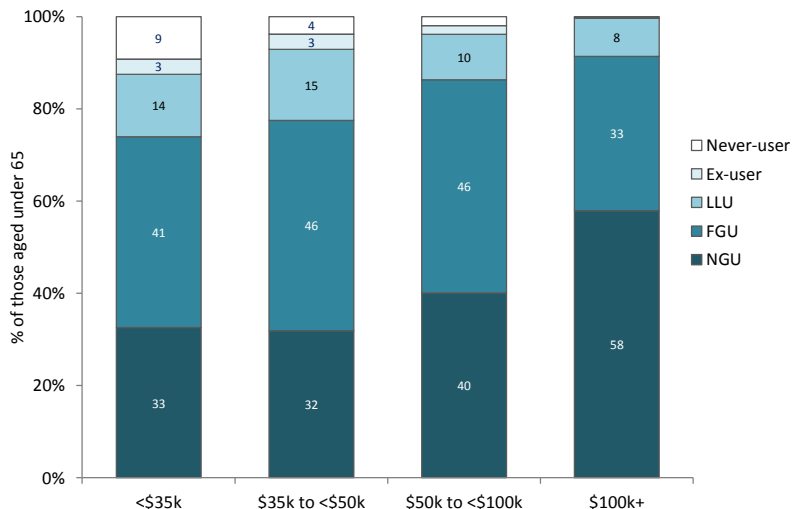
Household income has an even stronger effect when looking at those aged 65 and over.

For New Zealanders aged 65 or over with a household income of less than \$35,000 a year (n=141), four out of ten (40%) do not use the internet. Of those that are online, more than half are Low Level Users.

People aged 65 and over in high income households (n=28) are completely different, with 96% using the internet and well over a third being NGUs.

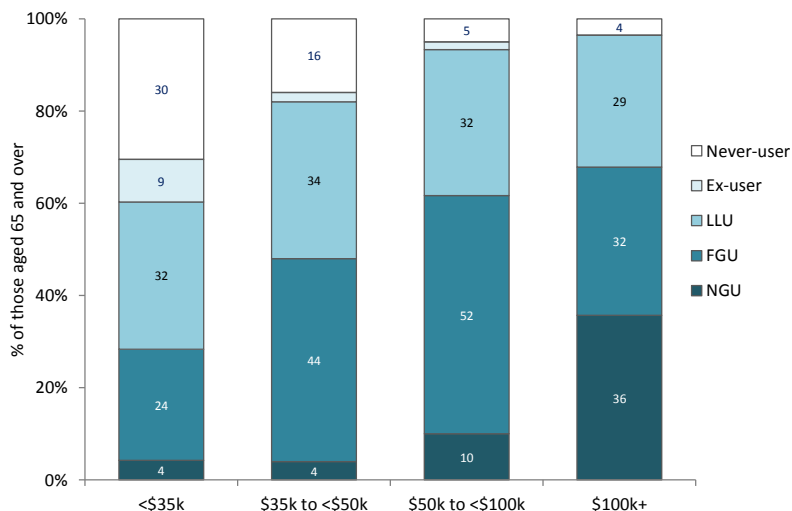
Looking at the full sample, irrespective of age, one in four New Zealanders in a low income household is a non-user. While this figure includes many pensioners living alone, the non-user figure for those aged less than 65 in low income households is still much higher than it is in other income bands, at 13% non-use.

User status by income: Under 65s



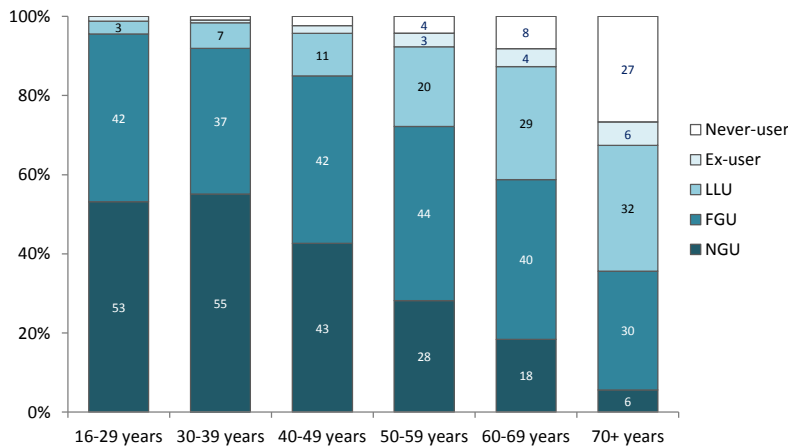
Base: All respondents.

User status by income: 65 years and over



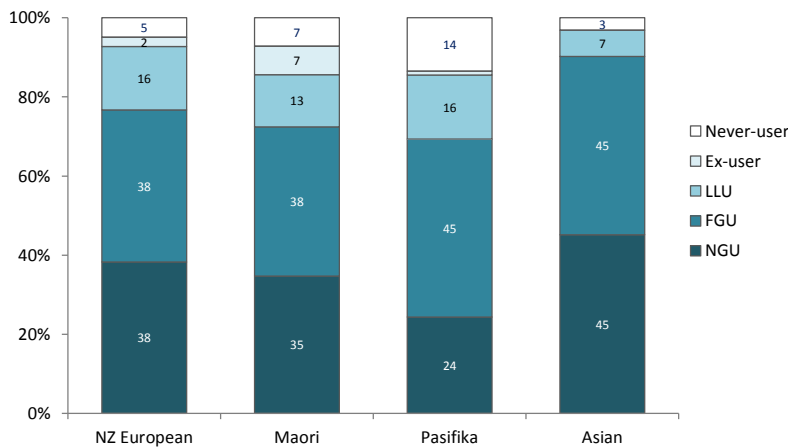
Base: All respondents

### User status by age



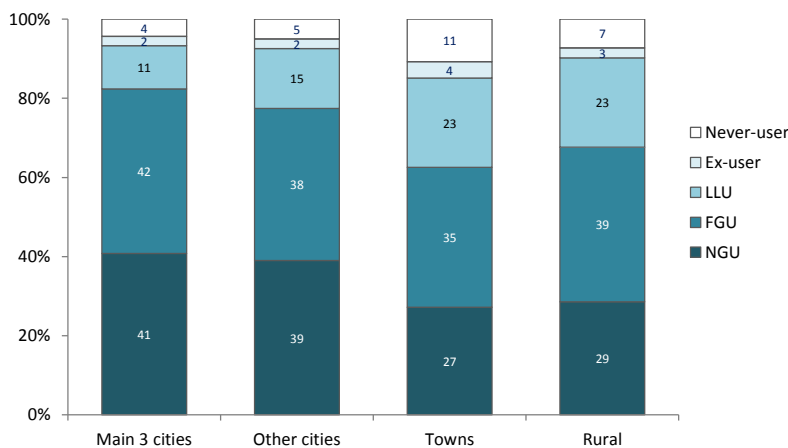
Base: All respondents.

### User status by ethnicity



Base: All respondents.

### User status by urban-rural



Base: All respondents.

Almost all those under 40 are online, with only 1% of those in the sample under the age of 40 being non-users. There are also very few Low Level Users under the age of 40 (less than 5%). The majority of young people (54%) are next-generation users.

When considering the other end of the age spectrum, one in three respondents aged 70 or over do not currently use the internet, and almost another third again (32%) are LLUs, low-end users.

Māori and Pasifika New Zealanders have higher rates of internet non-use, both at 14%, than NZ Europeans (7%) and Asians (3%).

Of those that are online, a similar proportion of NZ European (16%), Māori (13%) and Pasifika (16%) users are LLUs, while there are fewer Asian LLUs (7%).

In terms of high end internet access, 45% of Asian respondents are next generation users, a much higher proportion than is found for other ethnicities, particularly Pasifika respondents, less than a quarter (24%) of whom are NGUs.

The urban-rural dimension has long been considered one of the primary sites of digital division in New Zealand. This is still the case, however those in small towns appear to group with those in rural areas, while Auckland, Wellington, Christchurch and other cities have high usage levels. Non-use is highest in small towns, at 15%, with rural non-use at 10%. Of those that are online, around about a quarter in towns and rural areas are LLUs. Note that over 4% of users in rural areas have only dial-up access in the home, compared to less than 2% of those in all other areas.

## Focus on Non-Users

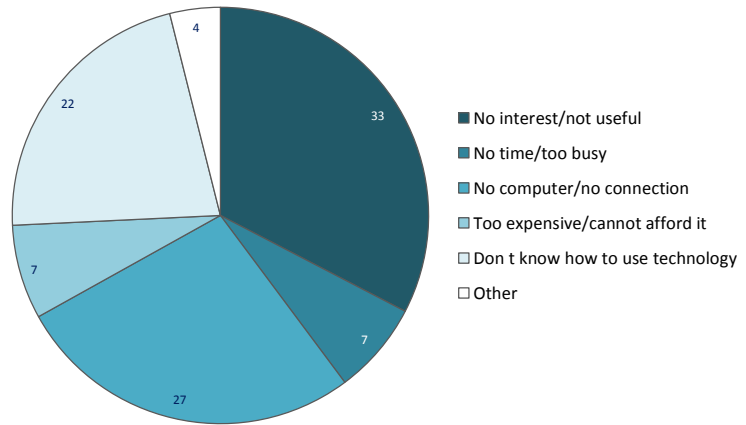
Q1A: What is the main reason you do not use the internet?

Four out of ten non-users give the impression that their non-use of the internet is a matter of choice. For 33%, their main reason is that they are not interested in using the internet, or feel that it would not be useful to them. A further 7% say they are too busy to go online.

Reasons for internet non-use that relate to limited means or limited ability are reported by 56% of non-users.

When viewed according to age, the reasons for non-use show a clear pattern, cost is significantly more of a barrier to those aged 40-64, while lack of interest is main reason for those aged 65 and over.

Reasons for non-use



Base: Non-users (never-users plus ex-users, n=159).

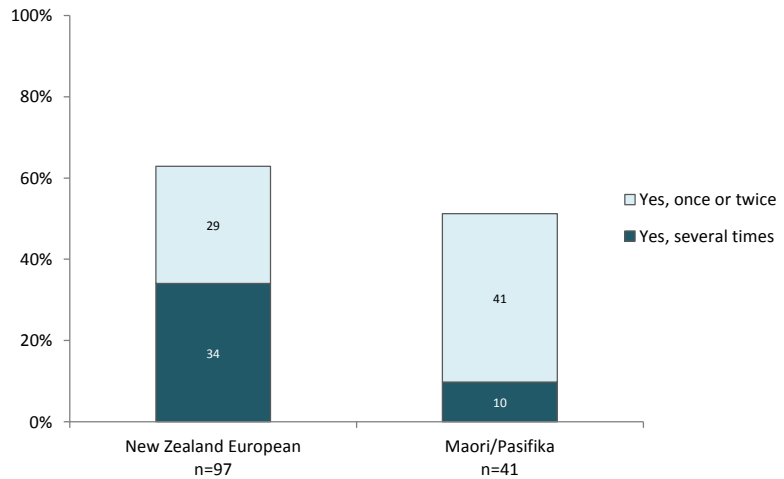
Q16: In the past year have you asked someone to do something on the internet for you, such as send an email, get information or make a purchase?

Across all non-users, six out of ten have asked somebody to do something for them online in the past year.

There is a significant difference in terms of ethnicity when it comes to regularly accessing the internet by proxy, with more than a third (34%) of NZ European non-users having asked someone to do something for them online several times, compared to just one in ten Māori/Pasifika non-users.

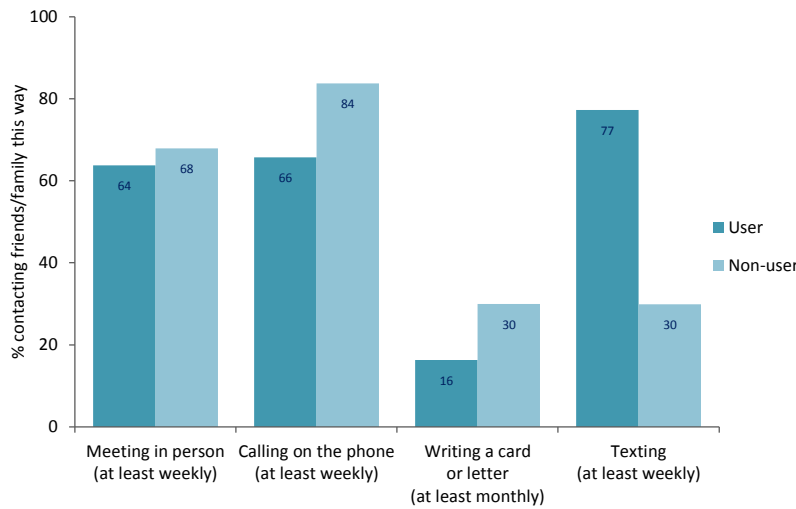
This difference reinforces the findings presented already that particularly Pasifika people face a certain degree of digital disadvantage. Even amongst non-users, Māori and Pasifika appear to be more digitally disadvantaged than NZ Europeans.

Proxy internet use by ethnicity



Base: Non-users | Note: Blank space represents the percentage of non-users who have not asked somebody to do something for them online.

### How non-users keep in contact with friends and family



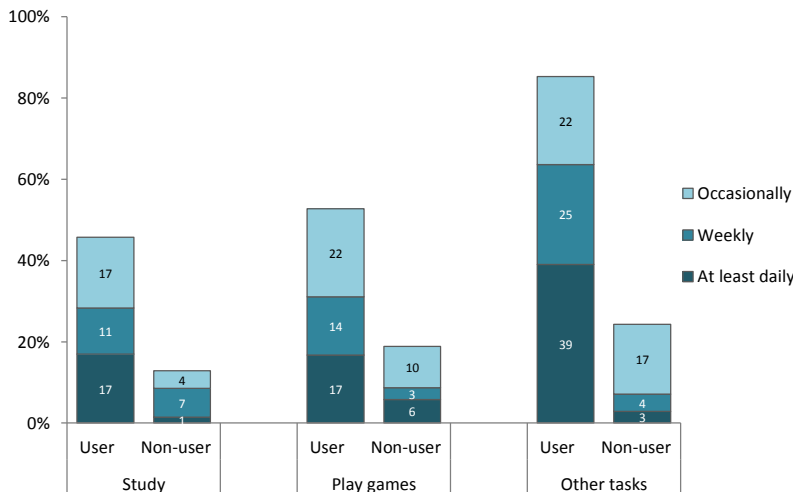
Base: All respondents.

The majority of people meet friends and family in person at least weekly: users (64%) and non-users (68%) are similar on this measure.

Non-users are much more likely to contact people by using the telephone, and by writing cards or letters. Non-users are almost twice as likely as users to write a card or letter at least monthly (30% vs. 16%).

Texting is primarily, but not solely, the domain of users. Despite being a more technologically advanced form of communication, three out of ten non-users keep in touch with friends and family by text on at least a weekly basis.

### Offline computer activities



Base: Internet users and those non-users who have a computer at home (n=70).

Q54: How frequently do you do the following things on your computer, but not on the internet? On average, how often do you use your computer, not on the internet, to ...?  
 1. Study  
 2. Play computer games  
 3. Do other tasks, e.g. word processing, photo editing, etc.

43% of non-users have access to a computer at home, but they use these computers much less frequently than internet users, even when comparing solely on the basis of offline activities.

A large majority of internet users (85%) use their home computer offline to do tasks like word processing or photo editing, compared with 24% of those non-users who have a computer at home.

Almost one in five non-users plays games on their computer, compared to more than half (53%) of users.

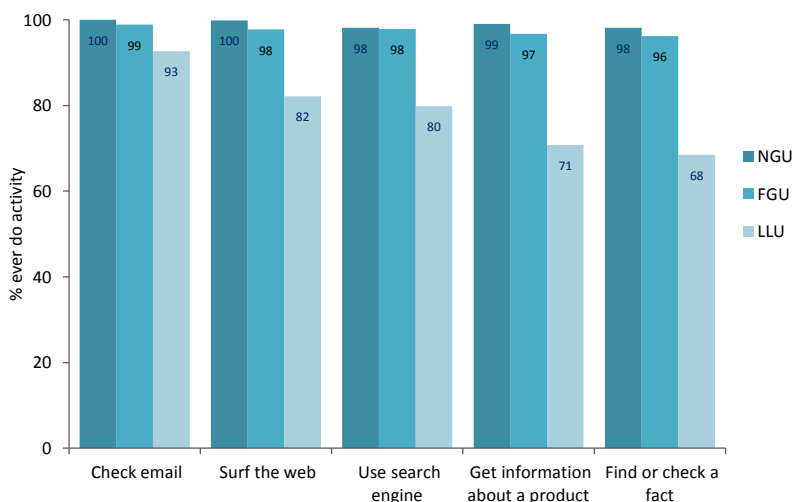
The results shown here demonstrate that there is a certain degree of digital literacy amongst non-users. A sizable minority of non-users regularly use a computer, despite not having an internet connection.

# Luxuries and Necessities

To gauge the extent to which activities are 'core' parts of internet use, we have examined the relative usage of Next Generation Users and Low Level Users.

Activities such as checking email and using a search engine are so much a part of internet usage, that there is only a small difference between the percentage of NGUs and LLUs that ever do these activities. These are therefore considered to be 'core internet activities'. For the activities shown in this graph, NGUs are between 1.1 and 1.4 times more likely than LLUs to do the activity.

**Top ten 'core' internet activities (1)**

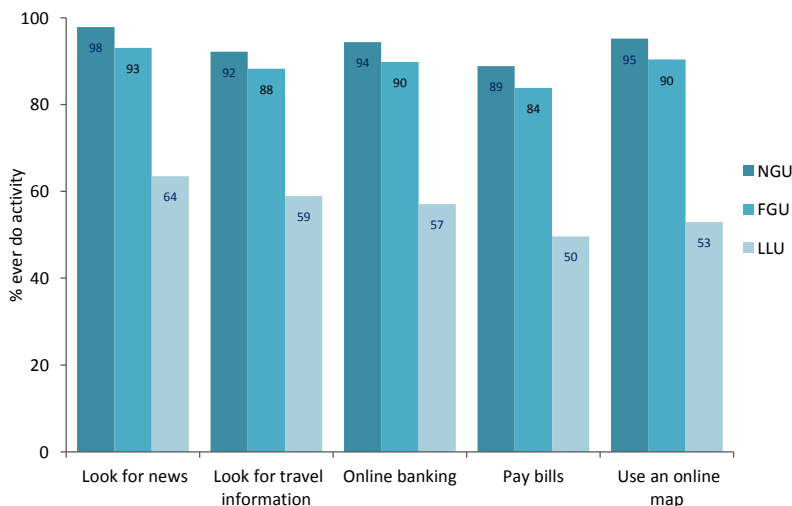


Base: Internet users | When calculating the ranking of internet activities from 'core' to 'luxury' – all activities are treated in a binary sense, so that all of the frequency responses other than 'never' are grouped together. This gives us the percentage of users that 'ever' do an activity.

Further core internet activities include looking for news and travel information, online banking, paying bills, and using the internet for navigation purposes. For the activities shown in this graph, NGUs are between 1.5 and 1.8 times more likely than LLUs to do the activity.

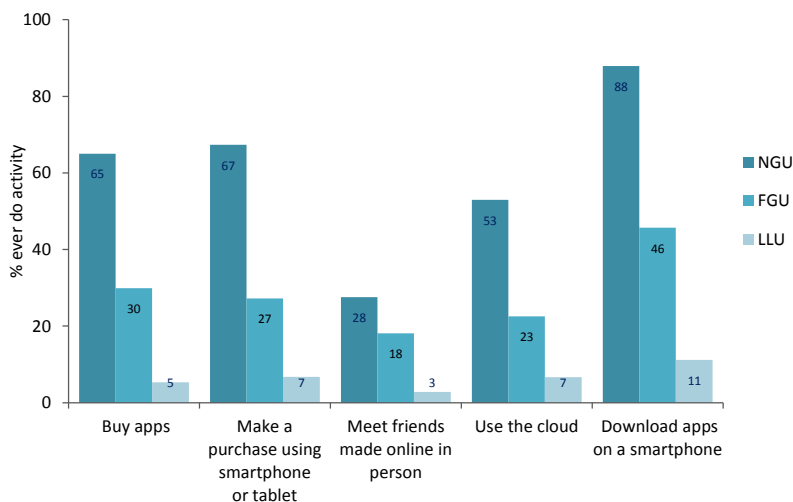
Note that for all of the core internet activities shown on this page, there is very little difference between Next Generation Users and First Generation Users. They are, in general, the sorts of activities that don't require especially fast connection speeds, nor do they imply high levels of online engagement – they are the staples of the online world.

**Top ten 'core' internet activities (2)**



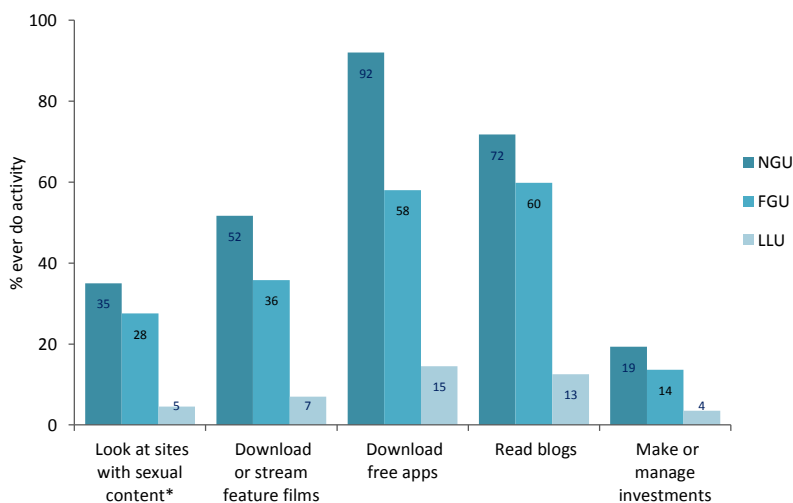
Base: Internet users.

### Top ten 'luxury' internet activities (1)



Base: Internet users.

### Top ten 'luxury' internet activities (2)



Base: Internet users | \*Based on self-report questionnaire.

We turn now to those activities where the proportional difference between Next Generation Users and Low Level Users is greatest – these are what we could consider 'luxury' internet activities, or more pejoratively, internet superfluities. Note however, that these concepts will quickly become dated as activities become mainstreamed. There was, no doubt, a time when using a map online was an internet luxury, but it has now made its way into the top ten core activities.

Buying apps is the ultimate luxury activity, with NGUs 12.2 times more likely than LLUs to do this. This ratio is also very high for making purchases through mobile devices (10.1), meeting friends made online in person (9.9), using the cloud (8), and downloading apps on a smartphone (7.9).

For the internet activities shown in this graph, NGUs are between 5.5 and 7.7 times more likely than LLUs to do the activity.

Some of the activities shown here require a fast internet connection, such as downloading or streaming films, whereas others such as downloading free apps, require certain types of devices even though the app itself presents no cost barrier. Other activities are more closely tied to having higher income, such as doing financial investing online, and in the graph above making purchases through mobile devices and buying apps.

The graph above also includes activities which require high levels of confidence and engagement with the internet, such as making friends online that are substantial enough to transition to 'in-person' contact.

Luxury activities are therefore marked by high-speed connections, access to devices, access to finances, and high levels of online confidence.



Being a member of a social networking site may now be so prevalent in New Zealand culture, that even those who generally do not use the internet for leisure feel a certain necessity to be on a site like Facebook.

The ratio of Next Generation Users to Low Level Users for visiting a social networking site *at all*, is 2.3, ranking 19<sup>th</sup> most core activity out of the 56 activities analysed.

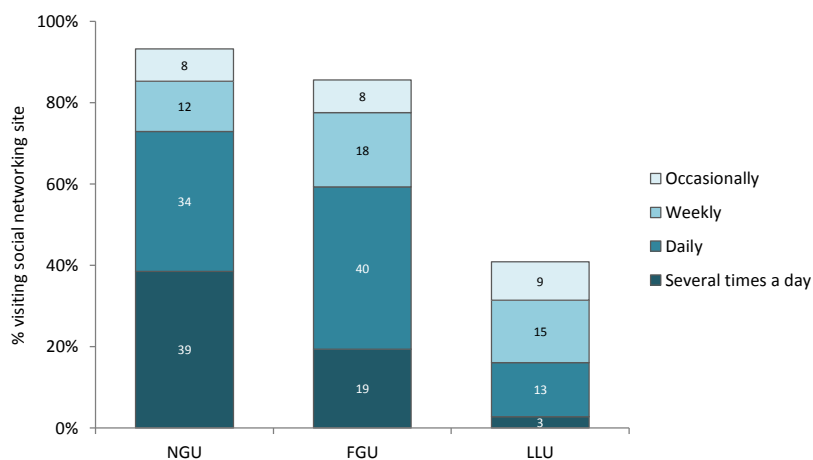
However – if we apply the same logic to frequency of use, we see that visiting social networking sites several times a day is very much a luxury activity, with NGUs 13.8 times more likely than LLUs to do this.

NGUs are two to three times more likely than LLUs to use Government or Council web services. Paying fines, logging into Government websites and using online services rank towards the middle of the scale between core activities and online luxuries, ranking between 20 and 24 out of 56.

Looking for information on political parties or individuals is much less of a necessity, with NGUs five times more likely to do this than LLUs.

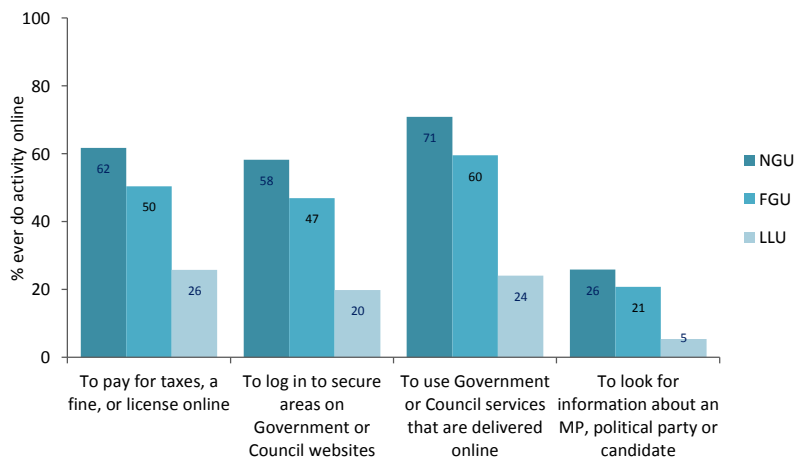
The fact that logging into government websites and paying fines online are activities that many LLUs choose not to do, despite having internet access, may suggest that there are still satisfactory ways of getting around these kinds of tasks without having to turn to the internet.

### Frequency of use as a luxury: social networking



Base: Internet users.

### Online engagement with Government: core or luxury?



Base: Internet users.

# Appendix 1:

## Ranking of Online Activities

Table 1. List of online activities, ranked from 'core activities' to 'luxury activities'

Rank	Description of online activity	% NGU / % LLU*
1	Check your email	1.1
2	Surf or browse the web	1.2
3	Use a search engine to locate information	1.2
4	Get information about a product online	1.4
5	Find or check a fact	1.4
6	Look for news – local, national, international	1.5
7	Look for travel information	1.6
8	Use your bank's online services	1.7
9	Pay bills online	1.8
10	Use an online map or an app for navigation, for example to plan the route of a journey or estimate how long a journey will take	1.8
11	Make travel reservations/bookings online	1.8
12	Buy things online	1.9
13	Look up a definition of a word	2.0
14	Compare prices of products/services online	2.0
15	Update your status	2.1
16	Look for information about New Zealand events, culture or history	2.1
17	Look for health information	2.1
18	Look at religious or spiritual sites	2.2
19	Visit social networking sites such as Facebook	2.3
20	To pay for taxes, a fine, or license online	2.4
21	Look for information on entertainment activities such as movies or shows	2.6
22	Play games online	2.7
23	To log in to secure areas on Government or Council websites	2.9
24	To use Government or Council services that are delivered online, such as ordering a tax form or a StudyLink form	2.9
25	Paid for a subscription to a music listening site or app (e.g. Spotify)	3.2
26	Make or receive phone calls over the internet	3.2
27	Pay for online services, subscriptions or software (e.g. for premium membership to a site)	3.3
28	Sell things online	3.4
29	Look for images and content for re-use	3.5
30	Paid for a subscription to an online newspaper site or app	3.5
31	Ever made friends online	3.5
32	Watch TV shows online or on demand	3.5
33	Share links (this includes emailing a link to a website/video/photo etc. or sharing such a link through a social networking site, such as on your own or somebody else's Facebook page)	3.5
34	Bet, gamble or enter sweepstakes online	3.5
35	Do instant messaging	3.7
36	Post photos or pictures on the internet	4.0
37	Listen to a radio station online	4.0
38	Used internet to translate	4.2
39	Look for jobs/work	4.3
40	Download or watch videos online	4.3
41	Download or listen to music online	4.5
42	Look for jokes, cartoons, or other humorous content	4.7
43	To look for information about an MP, political party or candidate	4.8
44	Look for information on a social networking site	4.9
45	Comment on other people's blogs, posts etc.	5.1
46	Upload music or music videos	5.4
47	Invest in stocks/funds/bonds online	5.5
48	Read blogs	5.7
49	Download free apps	6.3
50	Download or watch feature films from the internet	7.4
51	Look at sites with sexual content	7.7
52	Download apps on a smartphone	7.9
53	Use the cloud	8.0
54	Ever met any of these new online friends in person (calculated on a base of all internet users)	9.9
55	Use your smartphone or tablet (e.g. iPad) to make a purchase of any kind	10.1
56	Buy apps	12.2

\* This ranking is the percentage of Next Generation Users (NGUs) that ever do the activity divided by the percentage of Low Level Users (LLUs) that ever do the activity.

# Appendix 2:

## Definition of Usage Index and User Types

### Usage Index

The Usage Index is the average frequency a person does a range of online activities, where 0 equals 'never' on all questions, and 5 equals 'several times a day' on all questions. The following 47 activities were included in the calculation of the Usage Index for each individual.

Table 2: List of activities used to calculate Usage Index

#### Q19: Entertainment

1. Play games online
2. Download or listen to music online
3. Download or watch videos online
4. Look at religious or spiritual sites
5. Listen to a radio station online
6. Bet, gamble or enter sweepstakes online
7. Surf or browse the Web
8. Watch TV shows online or on demand
9. Download or watch feature films from the internet
10. Visit social networking sites such as Facebook
11. Look at sites with sexual content

#### Q21: Information/Q38: Education

1. Look for news - local, national, international
2. Look for travel information
3. Look for jobs/work
4. Read blogs
5. Look for jokes, cartoons, or other humorous content
6. Look for information on entertainment activities such as movies or shows
7. Look for health information
8. Look for information on a social networking site
9. Look for information about New Zealand events, culture or history
10. Look for images and content for re-use
11. Use a search engine to locate information
12. Use an online map or an app for navigation, for example to plan the route of a journey or estimate how long a journey will take
13. Look up a definition of a word
14. Find or check a fact

#### Q25: Communication

1. Check your email
2. Do instant messaging
3. Make or receive phone calls over the internet
4. Work on your blog
5. Post photos or pictures on the internet
6. Upload music or music videos
7. Update your status
8. Comment on other people's blogs, posts etc.
9. Download apps on a smartphone
10. Share links (this includes emailing a link to a website/video/photo etc. or sharing such a link through a social networking site, such as on your own or somebody else's Facebook page)

#### Q31: Commerce

1. Buy things online
2. Sell things online
3. Get information about a product online
4. Compare prices of products/services online
5. Make travel reservations/bookings online
6. Use your bank's online services
7. Pay bills online
8. Invest in stocks/funds/bonds online
9. Pay for online services, subscriptions or software (e.g. for premium membership to a site)
10. Buy apps
11. Download free apps
12. Use your smartphone or tablet (e.g. iPad) to make a purchase of any kind

### Next Generation Users (NGUs)

We defined Next Generation Users as those who have accessed the internet in the past year through two or more of the following devices: smartphone/tablet/e-reader/game console/smart TV.

This group was then refined down to the more involved users by excluding the following:

1. Those who do not spend any time on a wireless handheld device (either 'no' in Q2, or zero time spent accessing through wireless handheld device on an average day in Q2A)
2. Those with no internet connection (including mobile connection) at home
3. Those who have dial-up access only at home (or didn't know/refused connection type), i.e. included only those who stated they had broadband (including mobile) at home
4. Those who rated their internet ability a 1 or 2 out of 5
5. Those who rated the importance of the internet to their everyday life a 1 or 2 out of 5
6. Those with a Usage Index of less than 1, i.e. those who also fell into the LLU definition

### Low Level Users (LLUs)

This group includes all internet users with a Usage Index of less than 1.

### First Generation Users (FGUs)

The remainder of users, that are neither highly connected Next Generation Users, nor low-use Low Level Users, are considered to be First Generation Users.

# Appendix 3: Methodology

## Sample design

The design aimed at achieving a representative sample of approximately 2000 people, aged 16 and up, across New Zealand. Previous waves of the survey were undertaken using CATI telephone interviewing carried out by Phoenix Research. However, in 2013 a new sampling design was implemented where part of the sample was achieved through online survey methods using an online panel provided by BuzzChannel (in addition to the telephone interviews). The purpose of this mixed methodology approach was to balance out the sample more effectively and also to include people without landlines, an increasingly large proportion of New Zealand households.

The sample design involved the following strata:

1. Recontact of those in the 2011 (and earlier) samples who had indicated that they were prepared to consider answering a further wave of the WIP study. Of these, those who had provided an email address in a previous sample were invited to complete the survey online; the remainder were contacted using CATI telephone interviewing.
2. A fresh CATI telephone sample drawn to provide adequate coverage (in conjunction with the recontact and online components) of the New Zealand population ;
  - a. Fresh simple random sample of phone numbers.
  - b. Three further simple random targeted booster samples of phone numbers within mesh blocks known to have:
    - i. >30% Māori people;
    - ii. >30% Pasifika people;
    - iii. >30% Asian people.
3. An online panel sample drawn to provide adequate coverage (in conjunction with the recontact and fresh telephone components) of the New Zealand population.
4. An online sample of people without landlines, also members of the same panel.

The sampling frames for the CATI telephone fresh simple random sample and the three targeted booster samples were calculated by using 2006 census data on the number of households with access to a telephone (using a database of phone numbers purchased from Yellow Ltd.). This sampling strategy incorporates over-sampling of Māori, Pasifika and Asian people (often under-represented populations) to ensure adequate numbers of respondents in these cells.

Representative coverage of geographic areas and gender was ensured by the setting of quota based on census data.

Exclusions: non-users of the internet without landlines; non-English speakers; those refusing.

## Achieved sample and weighting

The achieved sample for the 2013 survey was 2006, including 1847 internet users and 159 non-users.

The combined database was weighted taking into account the survey design, incorporating probabilities of selection for each cell in the sample design, and to correct for departures from Statistics New Zealand estimated proportions on several important parameters: age (grouped); gender; and ethnicity. Where available the most recent estimates were used. The final weights were scaled to match the sample size of 2006. For weighting purposes, ethnicity was coded in such a way as to match census data, which allows for multiple ethnicities to be reported by an individual.

The weighted sample is well matched to the New Zealand population estimates for 2013 (as calculated by Statistics New Zealand based on the 2006 census) for the demographics used for weighting purposes.

## Statistical procedures

The primary means of determining the statistical significance of differences between demographic categories was through the use of Pearson chi-square tests for nominal (& ordinal) data. Additional tests were used, where appropriate, for ordinal data. The Pearson chi-square test is a non-parametric test for tables of counts, where a significant result means that the distribution of counts is different across the categories of a certain demographic. All of the tests are two-sided, meaning that no pre-judgment is made about the directionality of differences.

## Confidence intervals

The precision of estimated weighted proportions can be assessed using indicative confidence intervals. For all respondents (n=2006), 95% confidence intervals varied from approximately  $\pm 1.8\%$  on percentages under 20% or over 80%, to around  $\pm 2.3\%$  on percentages in the 20%–80% range. For the internet users subset (n=1847), 95% confidence intervals varied from approximately  $\pm 2.0\%$  on percentages under 20% or over 80%, to around  $\pm 2.5\%$  on percentages (in the 20%–80% range). In sections where cross-tabulation of results by demographics leads to smaller numbers of respondents in each reported cell, the confidence intervals increase. When reporting 2013 results in terms of three age categories, for example, the confidence intervals are around  $\pm 3.5\%$  for under-40s (n=845) and for the 40–64 group (n=826), and around  $\pm 5\%$  for the 65+ (n=335) group. The sub-sample sizes for various demographics are given below.

The SPSS 'Complex Samples' add-on module was used to calculate the confidence intervals, taking into account the inclusion probabilities of the different sample components. This increases the reported confidence intervals in order to compensate for any extra sampling error caused by the complexity of the sample. Note that this process affects confidence intervals, but does not change the estimates of the results themselves.

## Weighted sample sizes

Table 3. Weighted sample size according to user status

User status	n
User	1847
Never-user	108
Ex-user	51
<b>Total</b>	<b>2006</b>

Table 4. Weighted sample size according to grouped age

Age	n
16–19	137
20–29	385
30–39	324
40–49	352
50–59	327
60–69	245
70+	236
<b>Total</b>	<b>2006</b>

Table 5. Weighted sample size according to ethnicity\*

Ethnicity	n
NZ European/Pākehā	1340
Māori	167
Pacific Islander	112
Asian	226
Other	137
<b>Total</b>	<b>1982</b>

\* Note: When reporting results on ethnicity, we use the 'main' ethnicity given by respondents when asked, 'which ethnicity do you most strongly identify with'. Since a proportion of respondents said they could not choose a 'main' ethnicity, the n is somewhat lower when ethnicity cross-tabulations are presented.

Table 6. Weighted sample size according to area

<b>Area</b>	<b>n</b>
3 main cities	1174
Other cities	403
Towns (secondary/ minor urban areas)	195
Rural centres and rural areas	234
<b>Total</b>	<b>2006</b>

Table 7. Weighted sample size according to combined household income

<b>Income</b>	<b>n</b>
<\$35k	324
\$35k to <\$50k	231
\$50k to <\$100k	558
\$100k to <\$140k	307
\$140k+	233
<b>Total</b>	<b>1653</b>

Note: The n for household income is lower than for other demographic cross-tabulations. This is because a large proportion of respondents declined to respond to this question, or did not know their combined household income.

Table 8. Weighted sample size according to sample strata

<b>Sample source</b>	<b>n</b>
Telephone fresh sample	283
Telephone boosters	269
Telephone recontacts	559
Online recontacts	136
Online general sample	415
Online no landline sample	343
<b>Total</b>	<b>2006</b>