

# **WORLD INTERNET PROJECT NEW ZEALAND**

## **The Internet in New Zealand 2009**

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## **Executive summary**

The second WIP New Zealand survey was conducted in August – September 2009. A sample of 1250 New Zealanders has been analysed for their use of, and attitudes to, the Internet.

### ***Usage***

Five sixths of New Zealanders use the Internet. Of the remainder, a third are ex-users and two thirds have never used the Internet. One-fifth of users are online at home for at least 20 hours a week, but two thirds for less than 10 hours a week.

### ***Digital divide***

Five sixths of users with a connection at home have broadband, while the rest have dial-up. In general, the younger, wealthier and more urban people are, the more likely it is that they will have broadband access. Younger people are more likely to belong to social networking sites like Facebook. They also rate the Internet more highly as a source of information, entertainment and in overall importance for their everyday lives. Similarly, the more people earn, the more likely they are to rate highly their own ability to use the Internet. City dwellers are more likely than rural dwellers to have broadband, to rate their Internet ability highly and to belong to a social networking site. There is little difference between males and females, for example in hours spent online, frequency of playing online games and ability to use the Internet.

### ***Rating the internet***

The Internet has become integral to the lives of many New Zealanders. Two thirds of users say it is important to their everyday lives and think it would be a problem if they lost access. Nearly two thirds of respondents rate the Internet as an important source of information, compared with half who so rate television, newspapers or other people. However, more users rate television as an important source of entertainment than they do the Internet.

### ***Activities online***

New Zealand users' involvement in the web is dynamic and multifaceted. About half post online messages, images or videos, while one in ten earn income from such activities. Other popular online activities are downloading music or videos, and playing games. A sixth of users are scanning for jobs on the Internet at least weekly. The Internet is also used frequently in transactional matters. At least weekly, over a half use online banking services and a quarter pay bills online. At least monthly, a third of users buy things online and a sixth sell things. Half of students say the Internet is used as a teaching tool in their classes at least weekly.

### ***Socialising***

The Internet plays an important role in the social lives of New Zealanders. Four fifths of users check their email at least daily. Half the users are members of social networking sites (mostly Facebook and Bebo), and of those, nearly half participate at least daily. Just on a third use instant messaging and a quarter participate in multiplayer online games at least weekly. Nearly half of users report that the Internet has increased their contact with other New Zealanders, and more say it has increased their overall contact with family and friends. On the other hand, a quarter say it has decreased face-to-face family time. A quarter of users have made friends online, and more than half of those have gone on to meet such friends in person. For people with under-18s in their household, 80% have rules governing online activities.



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## Introduction

This Report is on the second World Internet Project New Zealand survey, conducted two years after the 2007 benchmark survey. The report provides an overview of New Zealanders' usage of, and attitudes towards, the Internet in 2009. It contains analysis of top-level data from the survey conducted in August – September 2009. A national probability sample of 1250 New Zealanders were questioned about their involvement with the Internet. The first section of this report presents graphs which highlight the key survey findings, alongside commentary on their significance. The second section displays a more in-depth look at six demographic variables in relation to the Internet: user status, age, gender, age, area, income and ethnicity. The third section displays detailed cross-tabulations which allow readers to see all six of these variables side by side.

## Methodology

The data used in this report is based on a telephone survey, carried out on our behalf by Phoenix Research Ltd. The survey includes a random sample of New Zealand adults, together with three targeted random samples of the Maori, Pasifika and Asian populations, and a sample of 12–15 year olds. The data set was weighted to reflect both the sampling design and the characteristics of the New Zealand population at the 2006 census. The analysed sample comprises 1250 respondents aged 12 years and above. Most graphs present information about all respondents or about users only. The number in the sample for a particular graph varies depending on whom the question was directed to and the question-specific response. For the overall sample the 95% confidence interval (for percentages in the 30–70% range) is  $\pm 1.8\%$ , and for the users subset  $\pm 3.2\%$ . The full survey and analysis methodology is presented in an appendix at the end of this report, detailing the shape and treatment of the database from which these results are drawn.

## New Zealand in an international context

This New Zealand survey contributes to the World Internet Project, an international collaborative project looking at the social, political and economic impact of the Internet and other new technologies. By gathering longitudinal information on the way people use the Internet and the effect it has on their lives, the World Internet Project enables monitoring of developments and trends in Internet usage both locally and internationally. The 30 project partners conduct questionnaire surveys every one or two years in their country. The WIPNZ survey contains questions common to all WIP partners, to allow international comparisons, as well as a set of questions designed specifically for New Zealand. An international report, including a selection of the New Zealand findings presented below, will be prepared comparing WIP member countries who conducted surveys during 2009.

## WIPNZ: The future

The WIPNZ survey is intended to be carried out every two years. A longitudinal panel of respondents from the 2007 benchmark survey formed a portion of the sample represented in this survey, allowing for research on the way individuals' use of the Internet develops over time. A report comparing the 2009 findings with the 2007 benchmark findings is in preparation. The next survey is scheduled for August 2011.

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



# Section 1

## Key findings

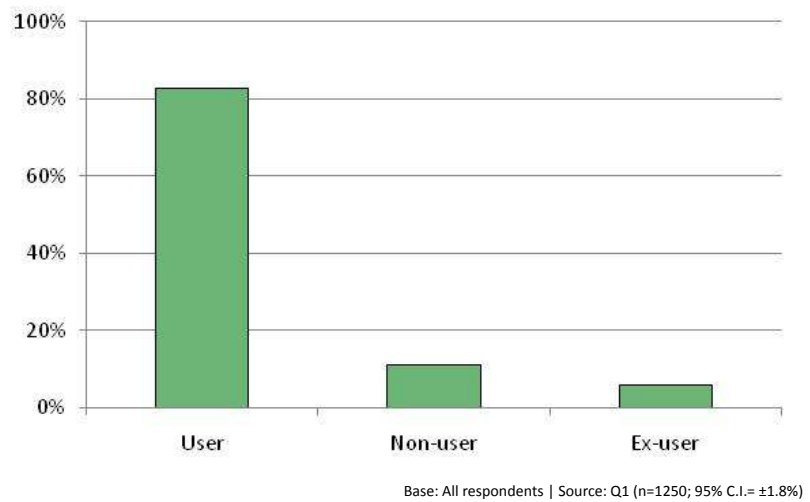
This section presents graphs of the key findings from the WIPNZ 2009 survey. Each finding is briefly discussed alongside a graph showing the proportions of respondents in each response category. Each graph includes the following details:

- **Base:** A description of the set of respondents of whom the question was asked. Most commonly, this is either all respondents or all users. Some questions were asked of different or more restricted groups, depending on the relevance of the question to the group.
- **Source:** The number of the question as listed in the WIPNZ 2009 questionnaire.
- **n:** The sample size of respondents to the question. Sample sizes may vary slightly due to refusals or other missing responses.
- **C.I.:** The confidence interval of the data for the question. This is expressed in the form of  $\pm$ percentage (%). The range formed by the lower and upper bounds of the confidence interval in the sample data is 95% likely to contain the population value.

83 percent of New Zealanders use the Internet.

Of the 17% who do not currently use it, about one third are ex-users, but two thirds have never used it.

Figure 1: User status



83% of users with a connection at home have broadband, compared to 16% with dial-up.

Figure 2: Type of Internet connection

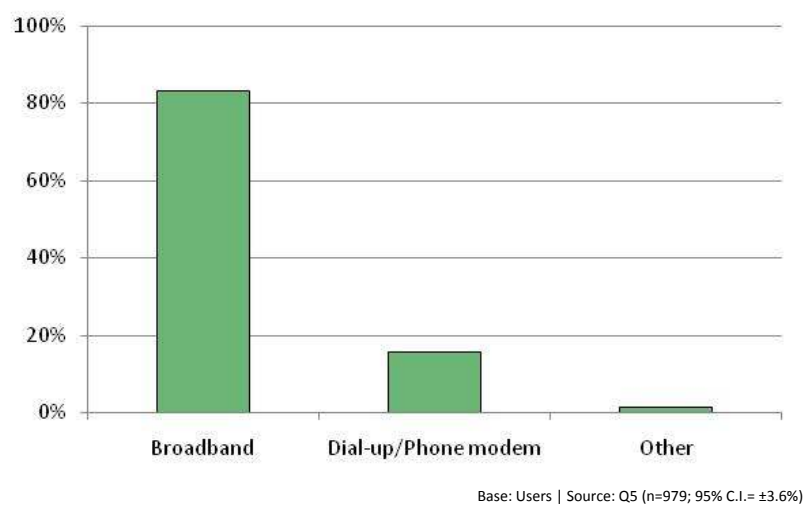
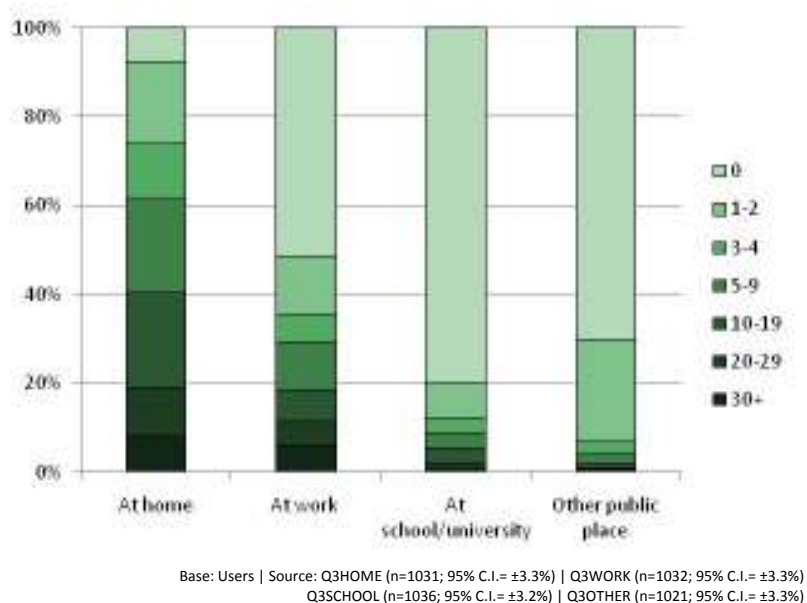
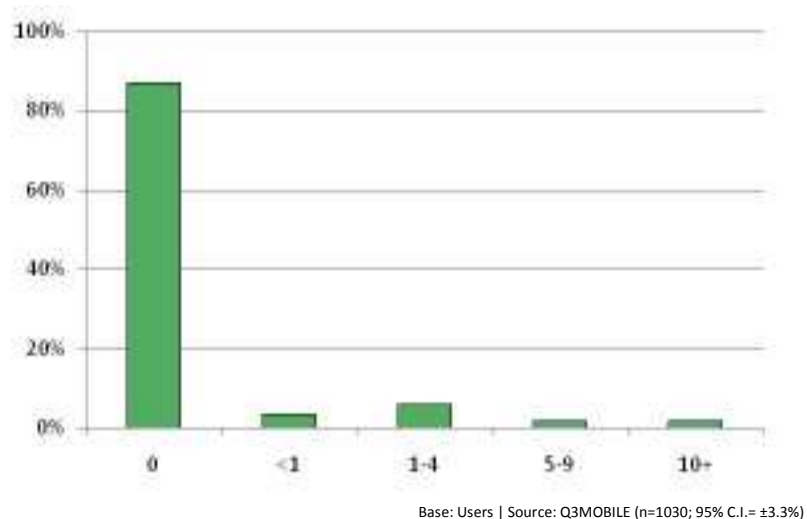


Figure 3: Hours online from different locations



New Zealanders use the Internet primarily at home (93%), at work (68%), at school/university (24%), or from other places such as Internet cafes, other people's homes, libraries, etc. (39%). They spend a lot of time on the Internet. 8 percent of users are online from home for at least 30 hours a week, and 11% for 20–29 hours. With a further 21% spending 10–19 hours online, it means that 40% of all users give at least 10 hours a week to the Internet. The remaining 60% are online for less than 10 hours. 8% of users report never using the Internet at home, accessing it only from elsewhere.

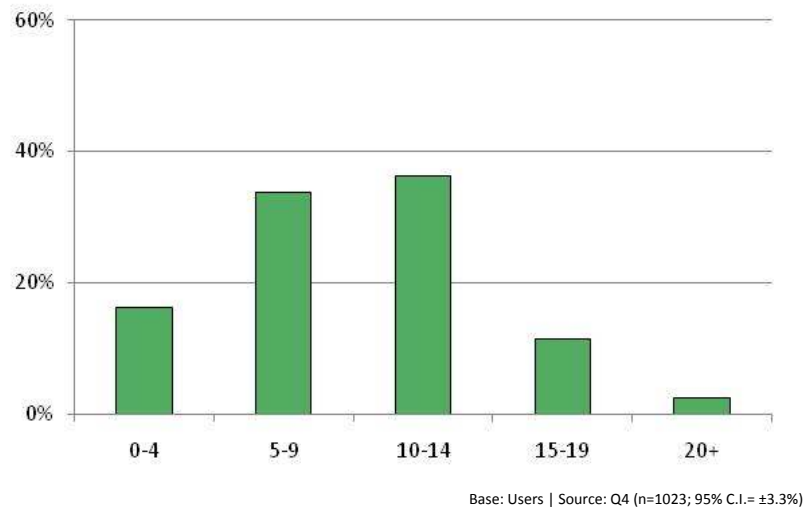
Figure 4: Hours online via mobile phone



Few Internet users access the Internet via a mobile phone. Around 6% of users access the internet this way for between one and four hours per week.

Half of all users have been using the Internet for less than 10 years. Over a third have used it for 10–14 years, and some (14%) have been online for over 15 years. This fades to almost no one at 20 years and beyond – about the time the Internet first became available in this country.

Figure 5: Years of Internet use



About half of all user households (53%) have only one internet-connected computer. However, a substantial group (30%) have two, and about one in six households have 3 or more connected computers.

Figure 6: Number of Internet-connected computers in household

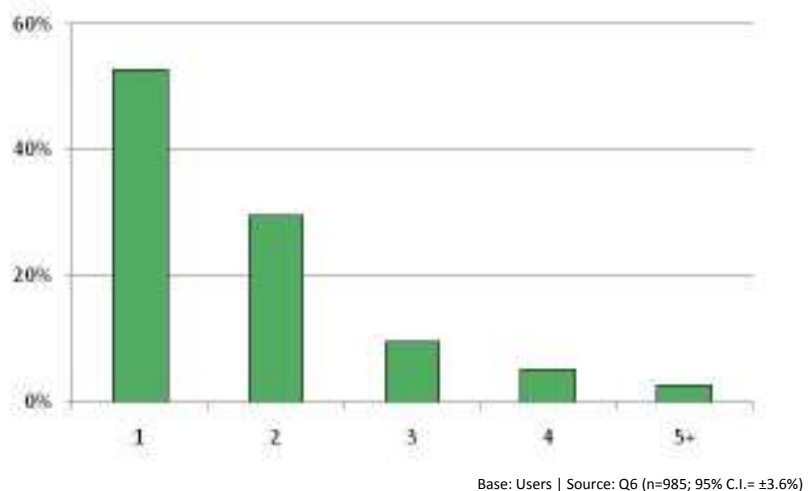
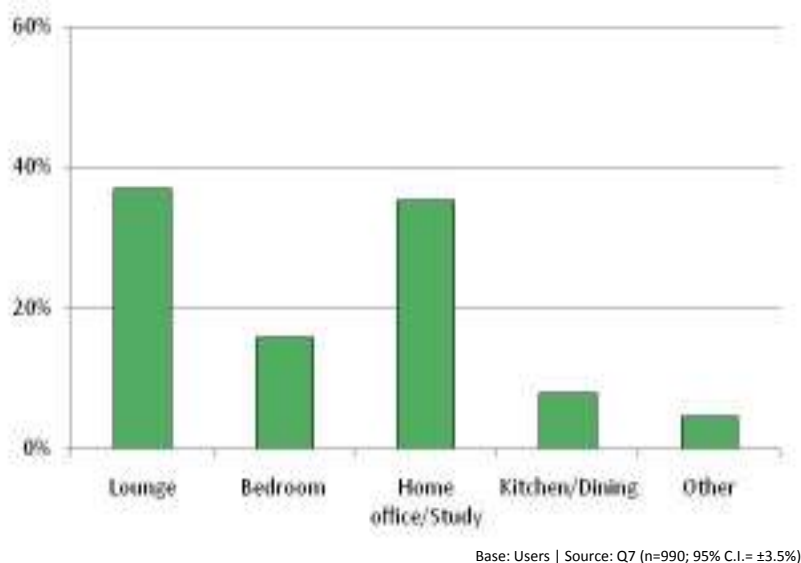
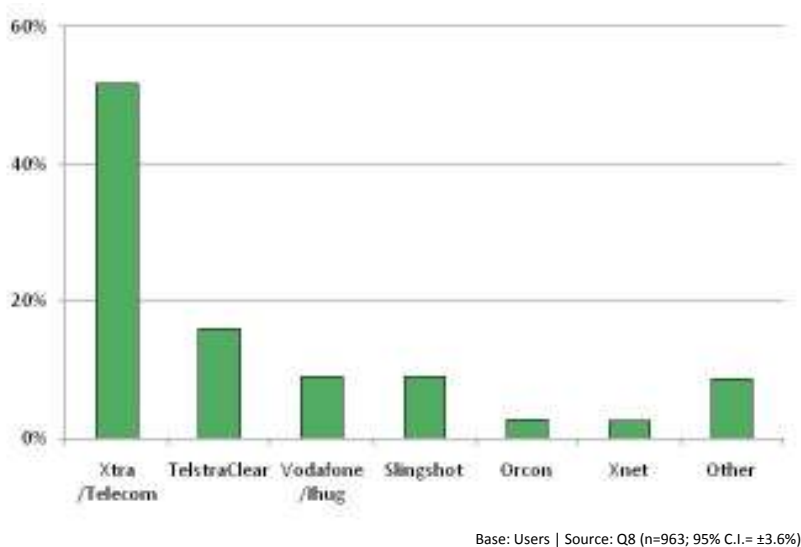


Figure 7: Main location in house for using Internet



A living area (37%) or a study/office (35%) are the two predominant locales in the home for using the Internet. About half the remainder (16%) use their computer in a bedroom.

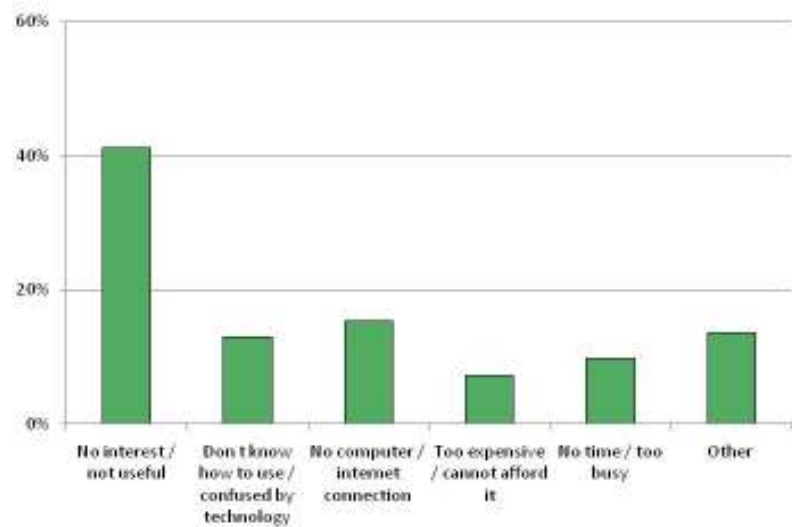
Figure 8: Internet Service Provider



Xtra/Telecom hold a majority (52%) of the Internet user market in New Zealand. Telstra/Clear (16%), Slingshot (9%), Vodafone/Ihug (9%), Orcon and Xnet account for much of the remainder. A considerable proportion of users (9%) are spread across other smaller companies.

Non-users say they do not use the Internet mainly because many (just over 40%) do not find it of interest or value. Many of the remaining responses (45%) are spread somewhat evenly across other responses - no computer/connection, don't know how to use, too expensive and too busy.

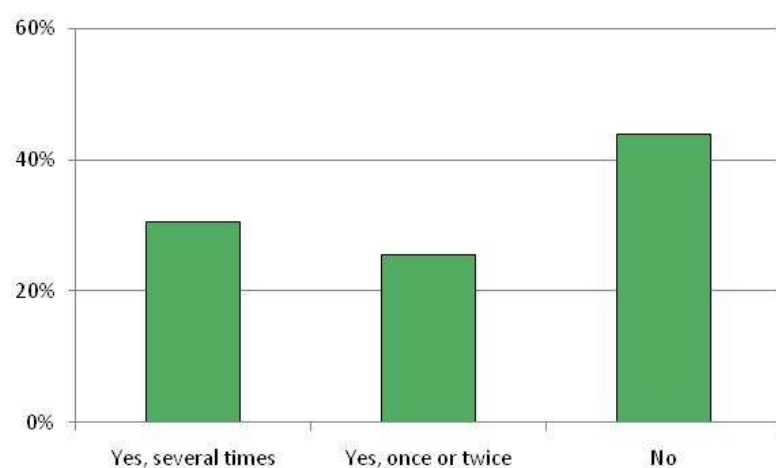
Figure 9: Main reason for not using Internet



Base: Non-users | Source: Q12 (n=159; 95% C.I. = ±15.6%)

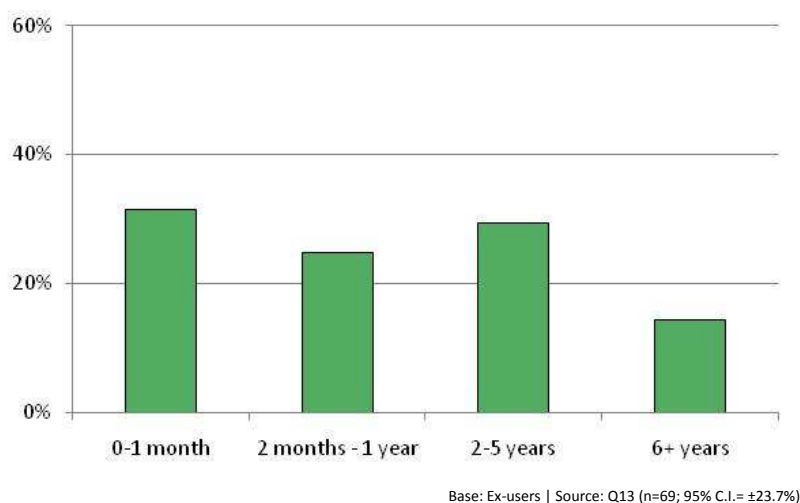
A slight majority of non-users report asking someone else to do something for them on the Internet.

Figure 10: Asked another person to do something on Internet



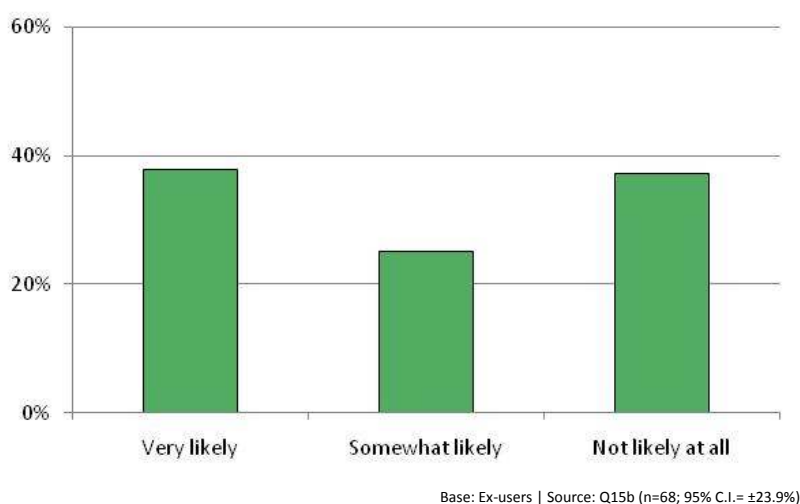
Base: Non-users | Source: Q16 (n=205; 95% C.I. = ±12.9%)

Figure 11: Length of time have used the Internet



Ex-users had used the Internet for varying lengths of time before discontinuing. 31% had used it for less than a month, but 14% had been users for more than six years before giving it up.

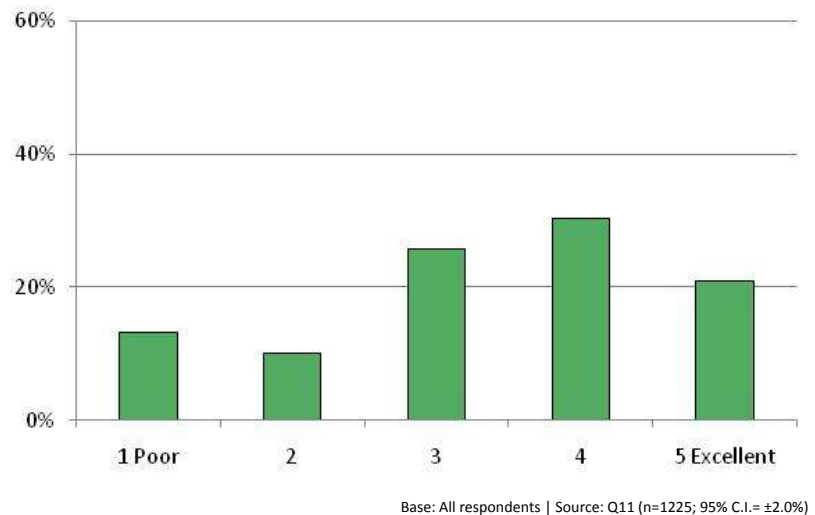
Figure 12: Future use of the Internet



When ex-users were asked if they were likely to take up the Internet in the future the responses were fairly evenly distributed amongst likely, somewhat likely, and not likely at all.

Respondents (including non-users) rated their internet ability on a 1–5 scale from poor to excellent. Results indicate that New Zealanders tend to rate their ability on the Internet as being quite good. Many (51%) give themselves a relatively high rating, although a significant minority (23%) rate their ability fairly low.

Figure 13: Rating of ability to use the Internet



Just over one third of New Zealanders said they would be interested in further training to improve their Internet capabilities.

Figure 14: Interested in training to improve Internet ability

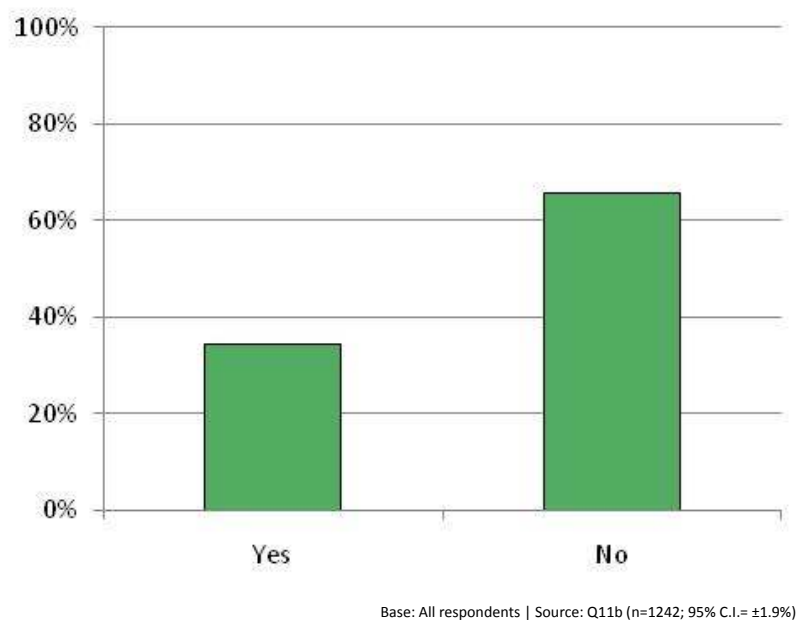
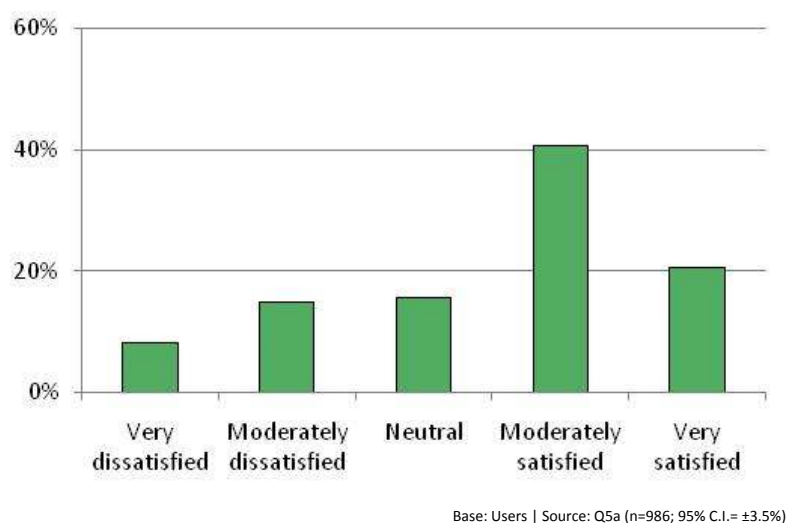


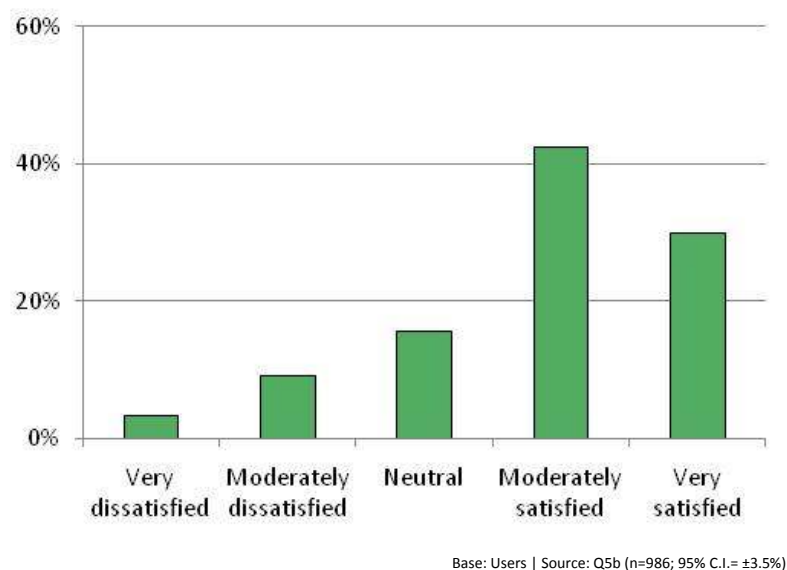


Figure 15: Satisfaction with speed of Internet connection



Some 60% were satisfied with the speed of their Internet connection. Conversely, 23% of users were dissatisfied with the speed.

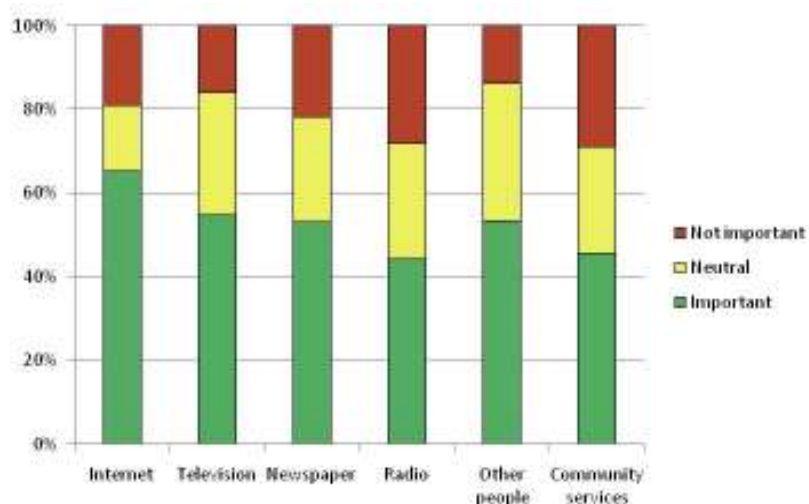
Figure 16: Satisfaction with reliability of Internet connection



Some 70% were satisfied with the reliability of their internet service, with only a small proportion of users being dissatisfied with reliability.

The Internet is rated highly as a source of information, above all the other sources surveyed. 65% rate the Internet as important compared with 19% as not important. This places the Internet as a more important source of information than television (55%), newspapers (53%), and radio (44%). Strikingly, the Internet even rates rather higher as an information source than interpersonal sources such as family and friends (53%) or community services such as libraries (45%).

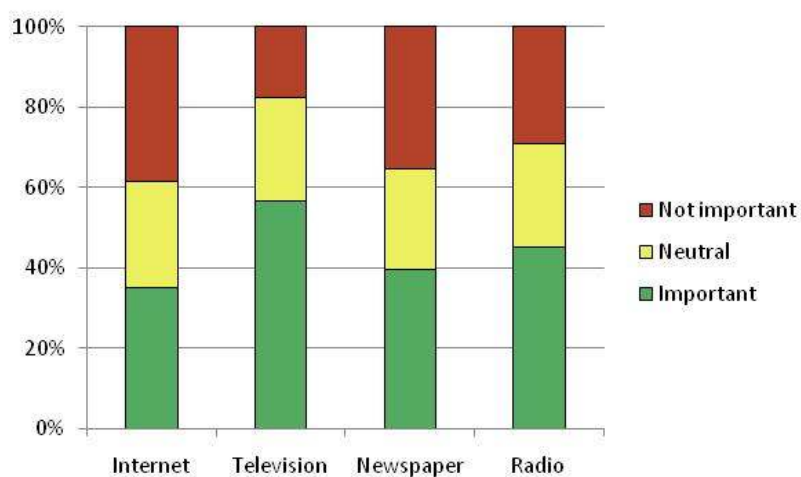
Figure 17: Rating of information sources



Base: All respondents | Source: Q18a (n=1237; 95% C.I.= ±1.9%) | Q18b (n=1250; 95% C.I.= ±1.8%)  
 Q18c (n=1248; 95% C.I.= ±1.8%) | Q18d (n=1245; 95% C.I.= ±1.8%) | Q18e (n=1240; 95% C.I.= ±1.9%)  
 Q18f (n=1241; 95% C.I.= ±1.9%)

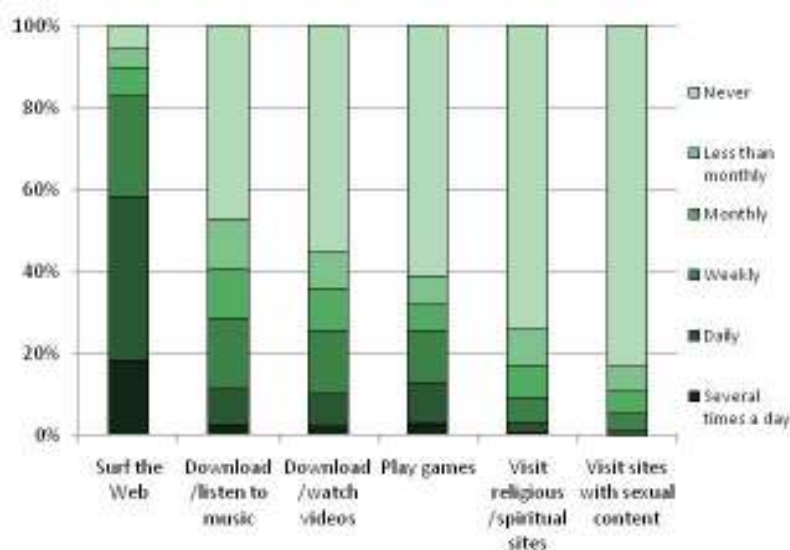
Television remains the dominant entertainment medium, with 56% of New Zealanders rating it as an important source of entertainment. New Zealanders value the Internet somewhat less for entertainment than for information. Only 35% rate the Internet as very important or important for entertainment, compared to 39% who consider it not important. This is similar to the pattern of responses for newspapers.

Figure 18: Rating of entertainment sources



Base: All respondents | Source: Q17a (n=1240; 95% C.I.= ±1.9%) | Q17b (n=1249; 95% C.I.= ±1.8%)  
 Q17c (n=1248; 95% C.I.= ±1.9%) | Q17d (n=1245; 95% C.I.= ±1.9%)

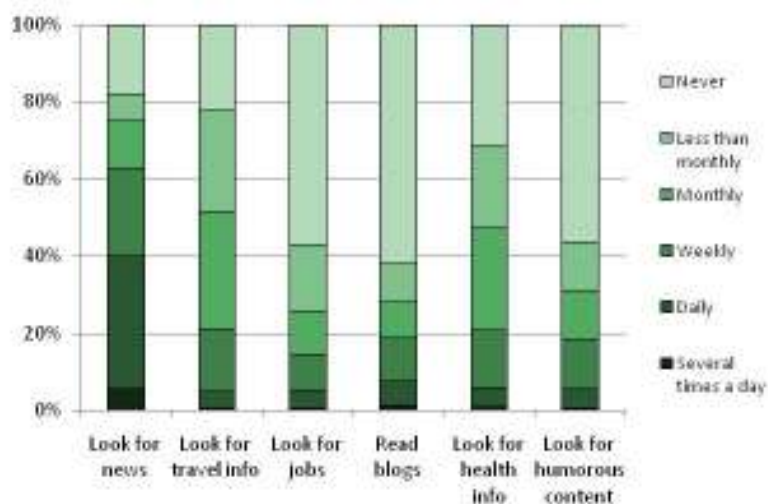
Figure 19: Frequency of doing things for entertainment



Base: Users | Source: Q19a (n=1044; 95% C.I.= ±3.2%) | Q19b (n=1042; 95% C.I.= ±3.2%)  
 Q19c (n=1044; 95% C.I.= ±3.2%) | Q19d (n=1043; 95% C.I.= ±3.2%) | Q19g (n=1043; 95% C.I.= ±3.2%)  
 Q19h (n=984; 95% C.I.= ±3.1%)

Most New Zealand Internet users spend at least some time browsing for entertainment purposes. 83% do so at least on a weekly basis. Though less popular than Web browsing, other entertainment related activities include: downloading or listening to music (11% of users do so daily); downloading or watching videos (10% daily); and playing games (13% daily). A mere 5% visit websites with sexual content at least weekly.

Figure 20: Frequency use Internet for information



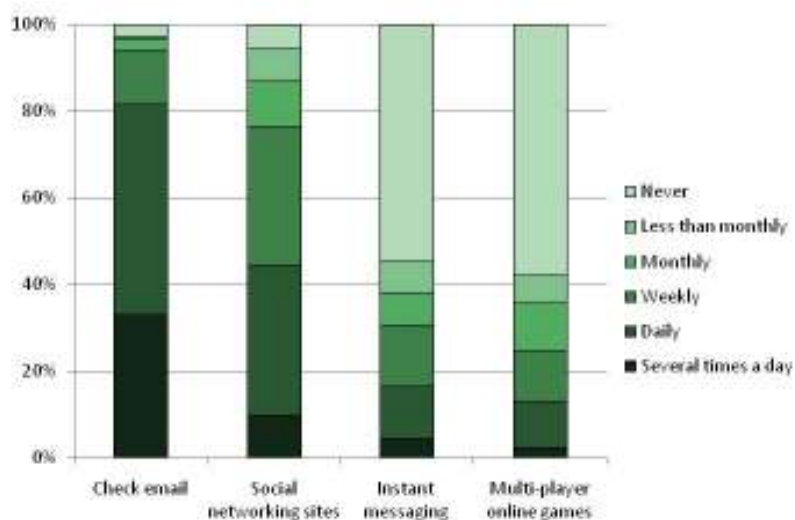
Base: Users | Source: Q20a (n=1043; 95% C.I.= ±3.2%) | Q20b (n=1044; 95% C.I.= ±3.2%)  
 Q20c (n=1041; 95% C.I.= ±3.2%) | Q20d (n=1042; 95% C.I.= ±3.2%) | Q20e (n=1043; 95% C.I.= ±3.2%)  
 Q20g (n=1043; 95% C.I.= ±3.2%)

New Zealanders spend considerable time using the Internet to find various forms of information. At least weekly, 63% of users go online to find local, national or international news. With less frequency, New Zealanders use the Internet to find travel information (21% at least weekly) or health information (also 21%). 15% use the Internet at least weekly to look for jobs, 19% to read blogs, and 18% to find jokes, cartoons or other humorous content.

Contact with others is a significant part of activity on the Internet. 82% of Internet users check their email at least daily. 45% of social networking site users participate in such sites at least daily. Working on a blog is a less frequent activity, with at least 56% of bloggers doing so at least weekly (although note that 43% keep their blog on a social networking site). Instant messaging and playing multi-player online games are less frequent again, with fewer than half of users ever doing these.

Just 17% do instant messaging and 13% play online multi-player games at least daily.

Figure 21: Frequency of online activities

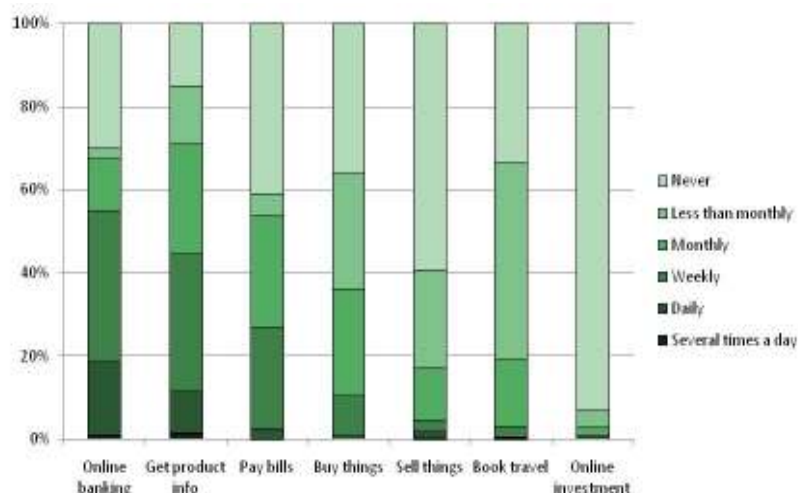


Base: Users | Source: Q24a (n=1044; 95% C.I.= ±3.2%) | Q24b (n=1034; 95% C.I.= ±3.3%)  
Q24g (Social networking site users) (n=484; 95% C.I.= ±7.5%) | Q24h (Online game players) (n=393; 95% C.I.= ±8.9%)

55% of New Zealand Internet users make use of the Internet for online banking at least weekly. 45% obtain product information and 27% pay bills also at least weekly. Travel is booked less frequently, but 66% of New Zealanders use the Internet for this purpose at least occasionally. In contrast, online investment is very rare. New Zealanders buy more than they sell online, with 36% purchasing, but only 17% selling items, monthly or more frequently.

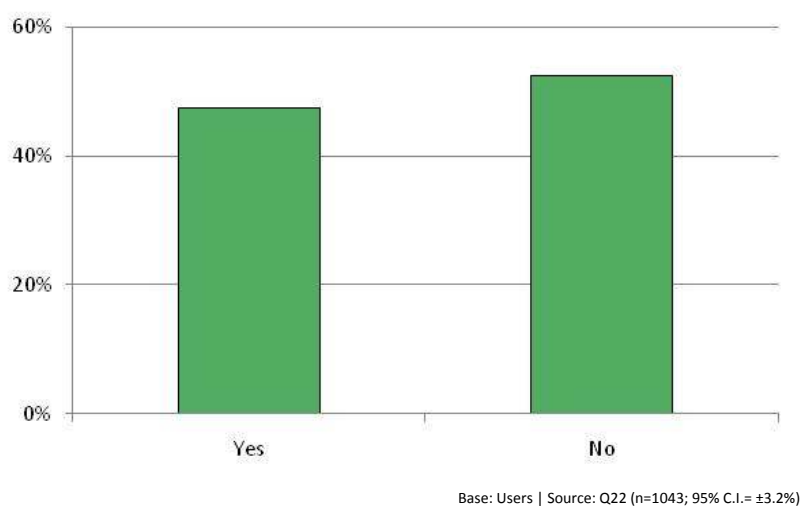
The majority of New Zealanders (59%) never sell items online while 36% never buy online.

Figure 22: Frequency of online transactions: Consumer behaviour



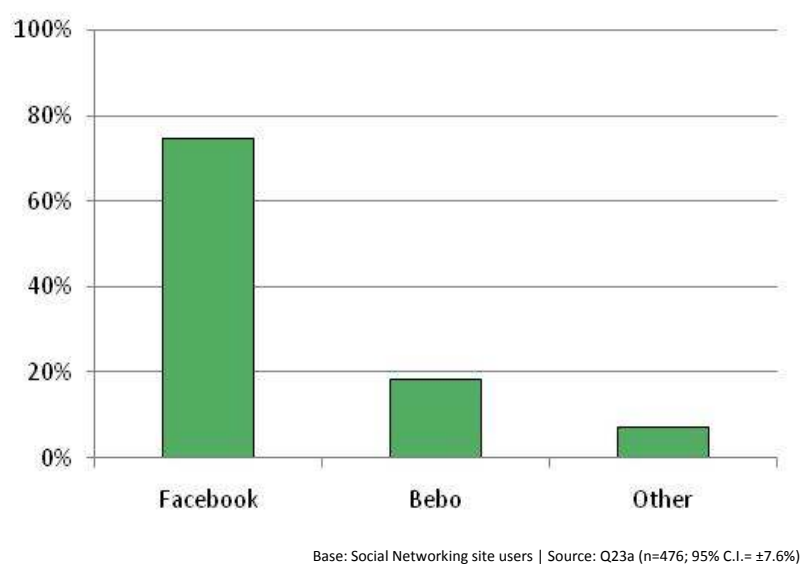
Base: Users | Source: Q31a (n=1041; 95% C.I.= ±3.2%) | Q31b (n=1042; 95% C.I.= ±3.2%)  
Q31c (n=1041; 95% C.I.= ±3.2%) | Q31d (n=1042; 95% C.I.= ±3.2%) | Q31e (n=1042; 95% C.I.= ±3.2%)  
Q31f (n=1041; 95% C.I.= ±3.2%) | Q31g (n=1041; 95% C.I.= ±3.2%)

Figure 23: Member of social networking site



Social networking has become an important part of the online experience for many New Zealanders. Nearly half of users are members of social networking sites (48%).

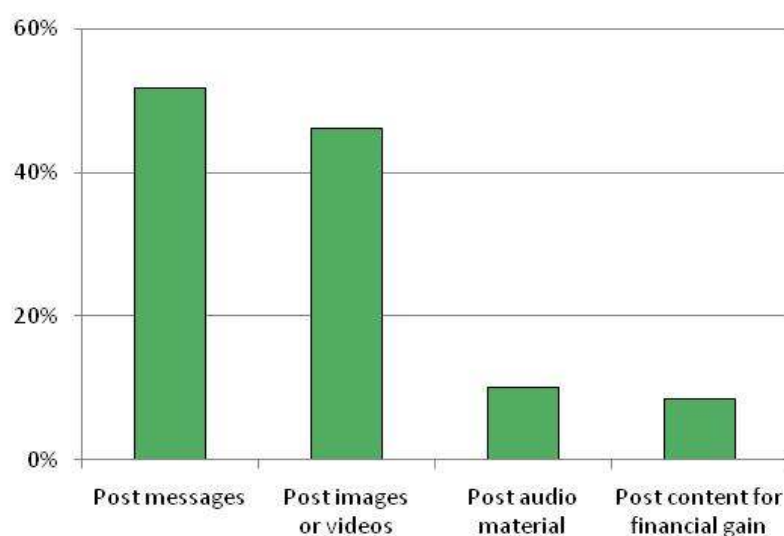
Figure 24: Social networking site used most often



Clearly the most popular of these websites is Facebook with 75% of social network site users reporting that this is the site they most often use. Bebo is a distant second with only 18% using it most often.

Many New Zealanders engage in the posting of content to the Internet. 52% of users post messages to the Web, 46% post images and/or videos and 10% post audio material. A small, though noteworthy, percentage of New Zealand Internet users (9%) are engaging in such posting activities for financial gain.

Figure 25: Activities on the Internet

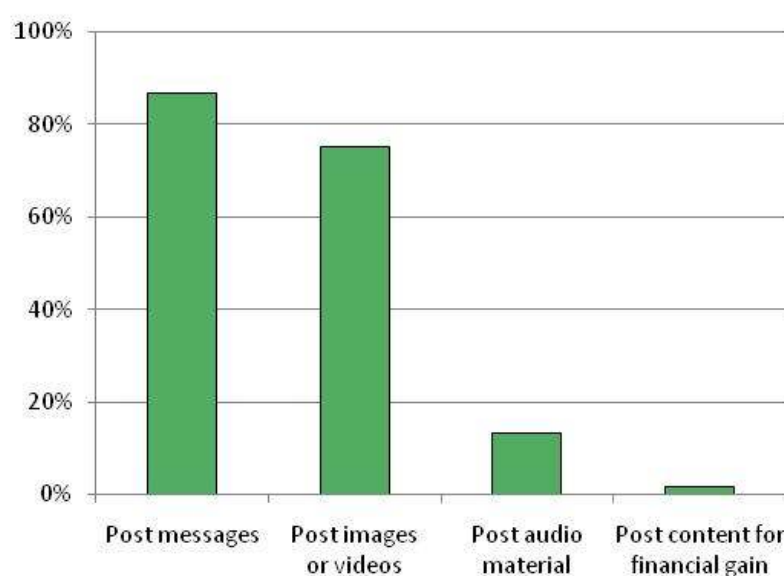


Base: Users | Source: Q23Ca (n=1041; 95% C.I. =  $\pm 3.2\%$ ) | Q23Cb (n=1044; 95% C.I. =  $\pm 3.2\%$ )  
Q23Cc (n=1044; 95% C.I. =  $\pm 3.2\%$ ) | Q23Cf (n=1043; 95% C.I. =  $\pm 3.2\%$ )

The use of social networking sites appears to play a fairly substantial role in the posting of content to the Internet. 87% of social networking users post messages to such sites, 75% post images and/or videos and 13% post audio material. However, almost no one (2%) is posting content to social networking sites in order to generate income.

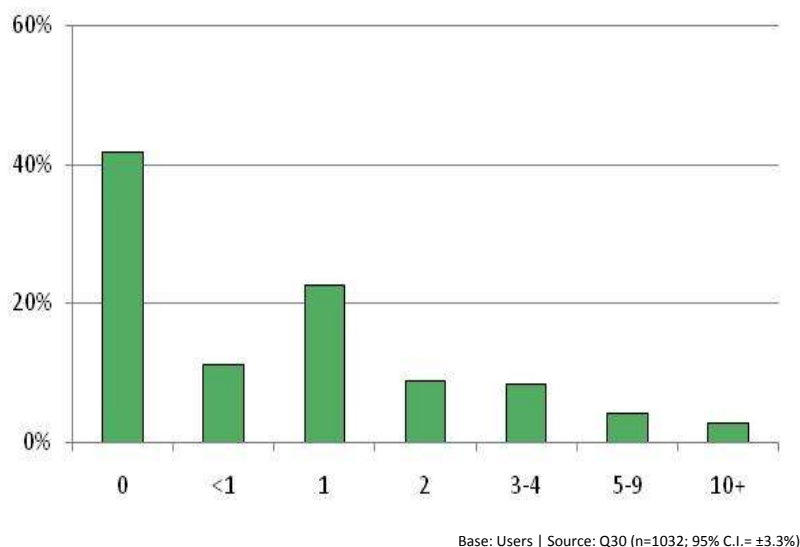
These figures for social networking sites do represent a major proportion of online posting activities.

Figure 26: Activities on social networking sites



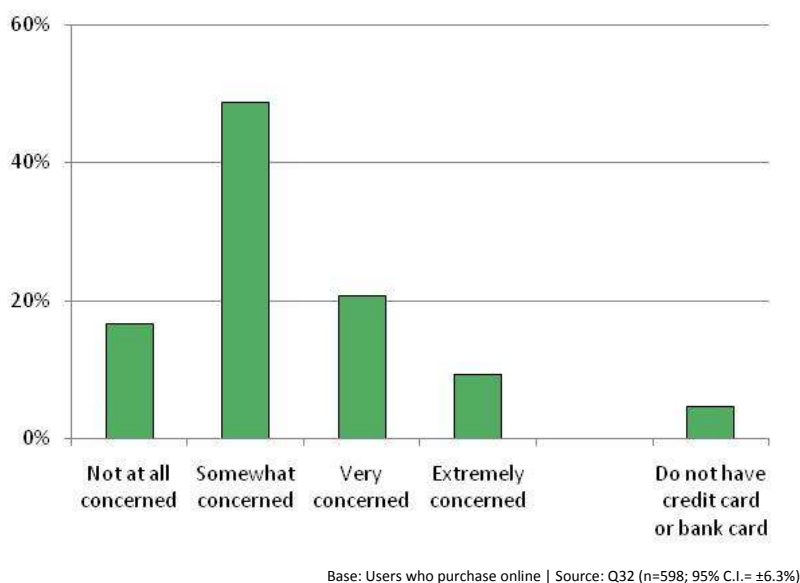
Base: Social Networking site users | Source: Q23Ba (n=485; 95% C.I. =  $\pm 7.5\%$ ) | Q23Bb (n=485; 95% C.I. =  $\pm 7.5\%$ )  
Q23Bc (n=485; 95% C.I. =  $\pm 7.5\%$ ) | Q23Bd (n=485; 95% C.I. =  $\pm 7.5\%$ )

Figure 27: Number of online purchases per month



The majority of New Zealand Internet users (76%) make no more than one purchase per month online. Only a handful (3%) make more than 10 purchases a month.

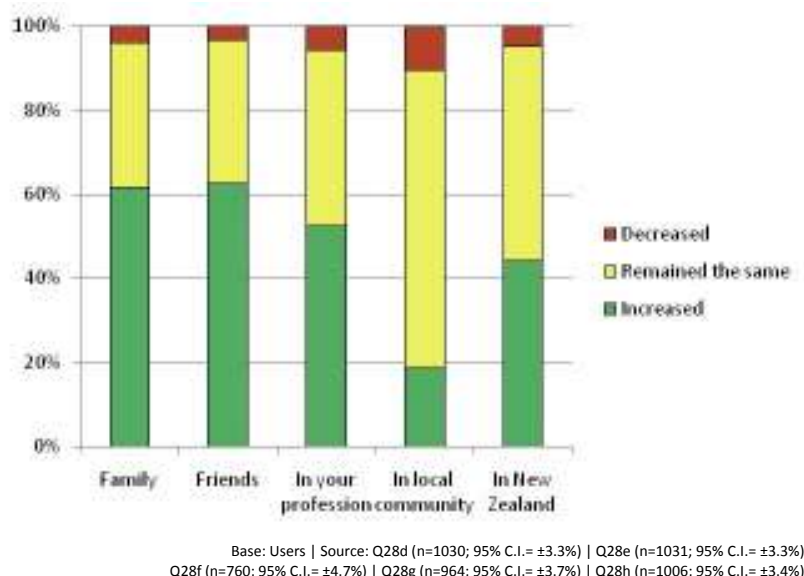
Figure 28: Concern about security of credit information



While purchasing online is not high, a large proportion of New Zealanders who purchase online are concerned about the security of their credit or bankcard information when making purchases. 30% are extremely or very concerned about security, 49% somewhat concerned, and only 17% had no concerns.

The Internet has increased the contact of New Zealanders with others, with 44% of users saying that their contact with other people within New Zealand has increased. In particular, just over 60% report that contact with family and friends has increased, and 52% say that contact with those in their profession has also increased. Less than 6% of New Zealanders believe that their contact with family, friends and others in their professions has decreased as a result of the Internet. However, people are more neutral about the impact of the Internet on contact with their local community.

Figure 29: Impact of Internet on contact with groups



New Zealanders prefer to make regular contact with others by phone (79%) or in person (72%). Texting has high usage in New Zealand with 65% sending texts weekly or more often. Email is also frequent, with 56% of New Zealanders using it weekly or more often. However, the phone is still the preferred mode, with 34% using it daily or more often, while only 19% use email that frequently. Only 6% use letters or cards more than monthly.

Of note are the groups of New Zealanders who never use email (22%), send texts (24%) or cards or letters (31%) compared to only 2% who never use the phone or make face-to-face contact.

Figure 30: Frequency of contacting other people

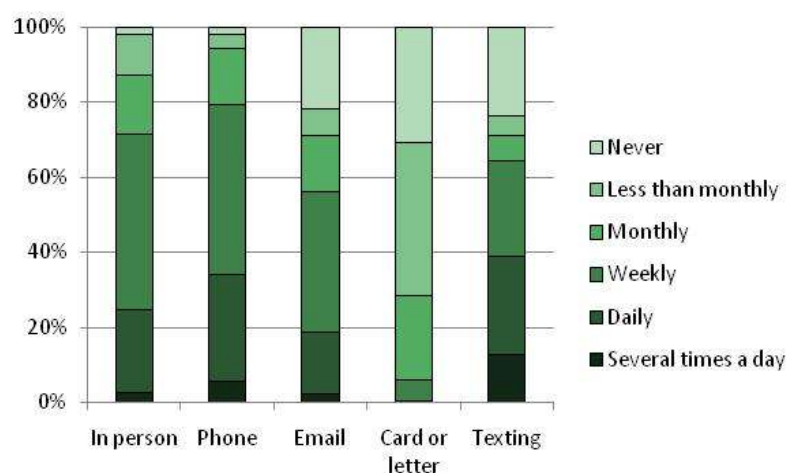
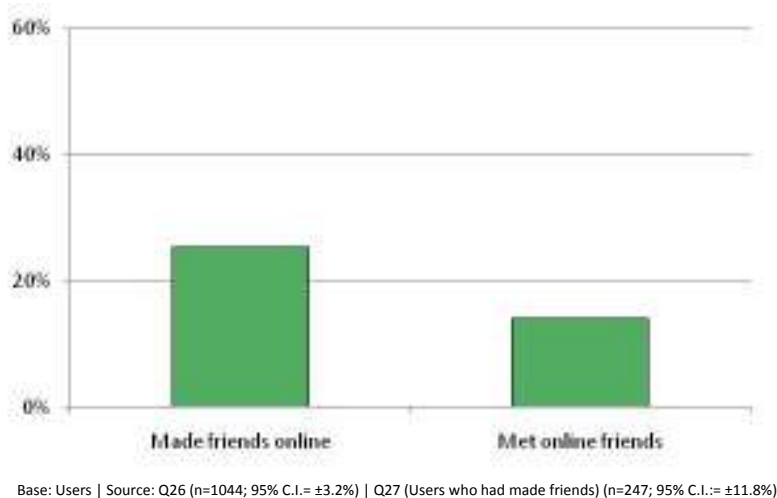


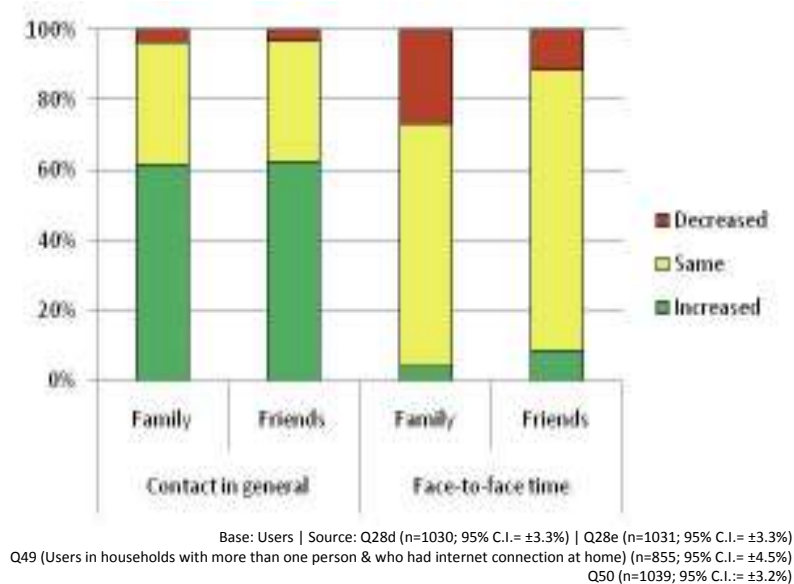


Figure 31: Online friends



Just over 25% of users say they have made friends online. A slight majority of those (56%) go on to meet these friends in person.

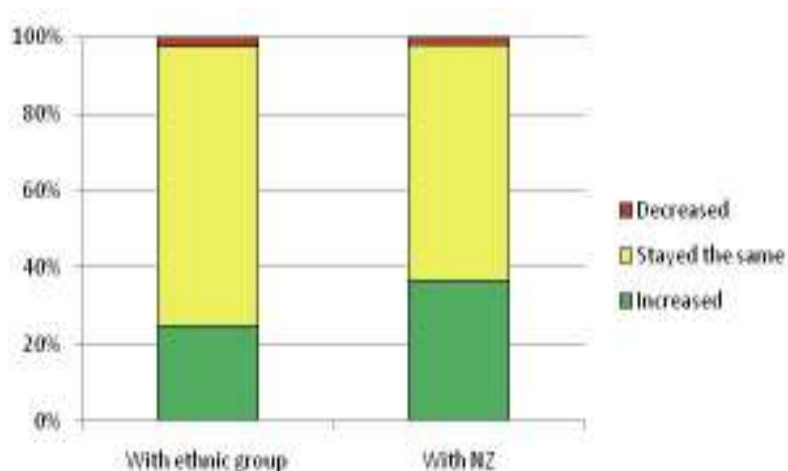
Figure 32: Amount of time spent with family and friends



The majority of users say the Internet has increased their amount of contact overall with family (62%) and friends (63%). Very few say overall social contact has decreased (with the comparable figures being 4% and 3%). However, 27% say that since they have been connected to the Internet they spend less time face-to-face with family. Fewer report spending less face-to-face time with friends (12%). On the other hand, most users do report that face-to-face time with family and friends has not changed (69% and 78%, respectively).

Most users say there has been no change in their sense of identification with either their own ethnic group or with New Zealand as a whole. However, a significant minority report some increase in identification with their ethnic group (25%). Around 37% of users report an increased sense of identification with New Zealand as a result of their Internet use.

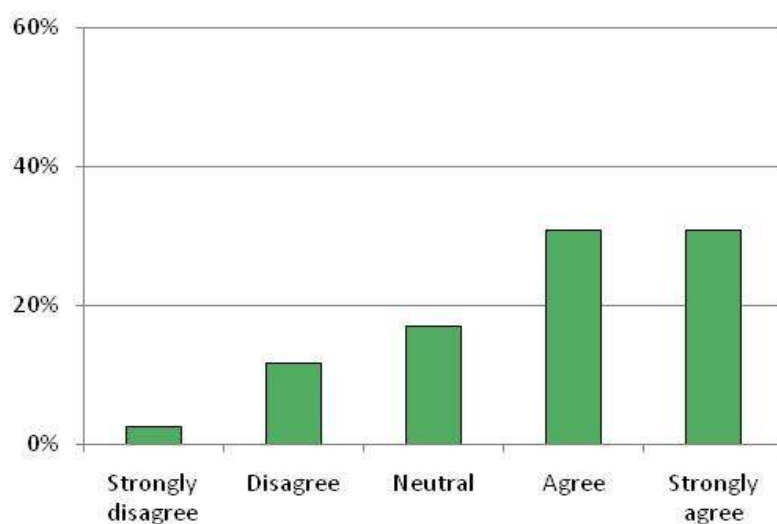
Figure 33: Internet and shifts in identification



Base: Users | Source: Q38 (n=1007; 95% C.I. =  $\pm 3.4\%$ ) | Q39 (n=1017; 95% C.I. =  $\pm 3.4\%$ )

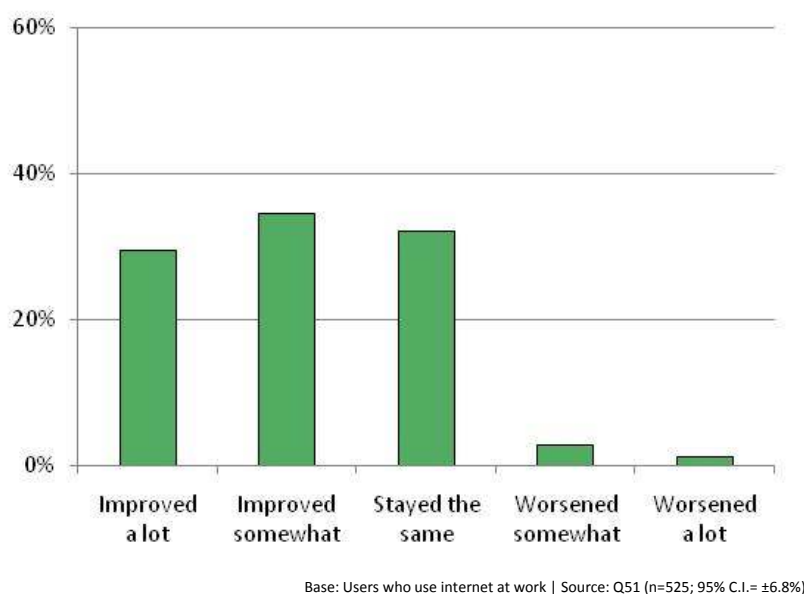
Speakers of Maori and Pasifika languages believe that the Internet is contributing to keeping their languages alive, with around 62% agreeing with this assertion.

Figure 34: Internet helps keep Maori/Pasifika languages alive



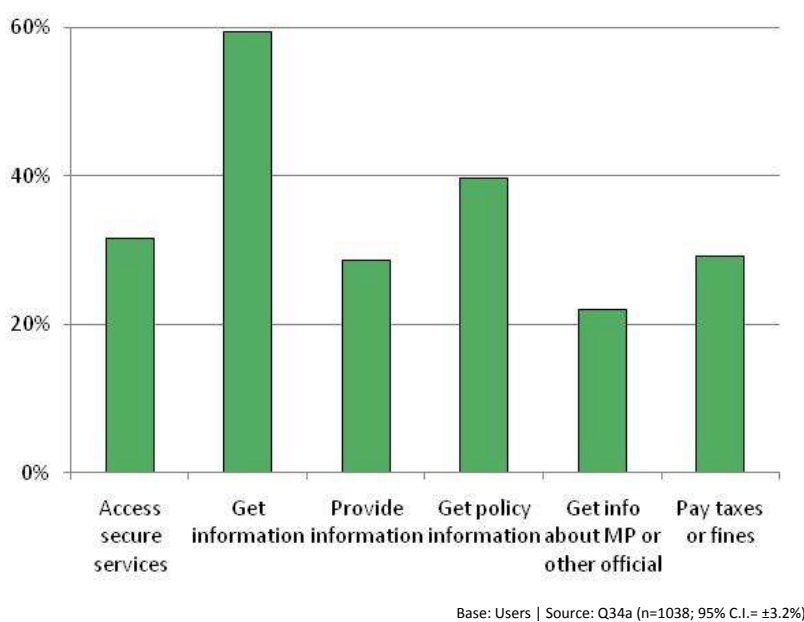
Base: Maori/Pasifika language speakers | Source: Q42 (n=89; 95% C.I. =  $\pm 20.8\%$ )

Figure 35: Work productivity since the Internet



While a common perception is that Internet use is often associated with 'time wasting' behaviour at work, a majority of users believe their work performance has improved since the Internet (64%). Only 3% feel it has worsened, and 32% report no change.

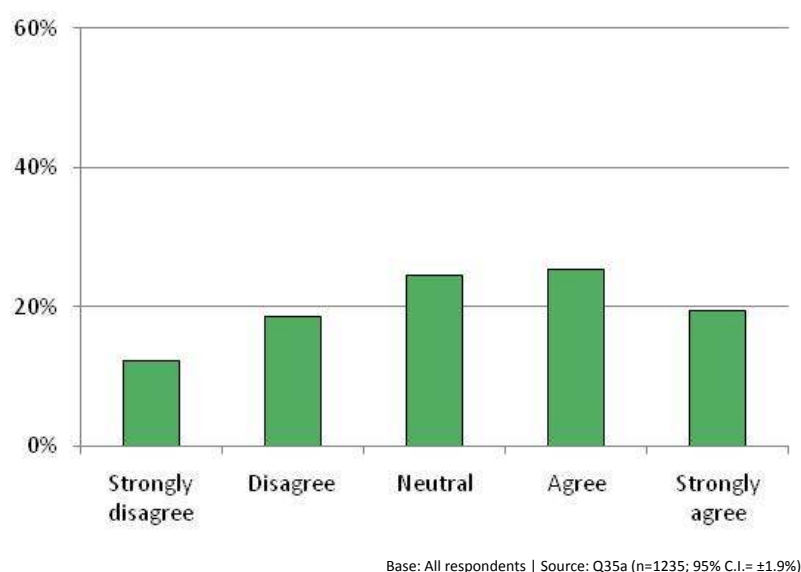
Figure 36: Use of Internet for government information/services



Government or council information and services are accessed via the Internet by a significant number of users. Around 40% get policy information and around 30% access secure services and pay taxes or fines online.

More New Zealanders agree (45%) that the government should allocate funds to enable Internet access for all New Zealanders than disagree (31%). The remaining 24% were neutral.

Figure 37: Government funding for universal Internet access



Most student respondents say the Internet is used as a teaching tool in their classes.

50% say it is used for this purpose on a weekly or daily basis, with 6% reporting several times a day. 28% say the Internet is not used as a teaching tool at all.

Figure 38: Frequency of Internet use as a teaching tool

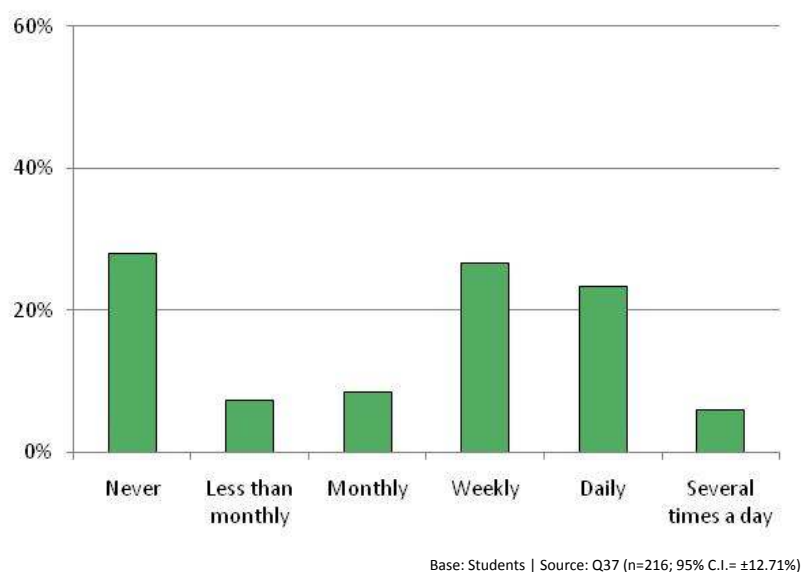
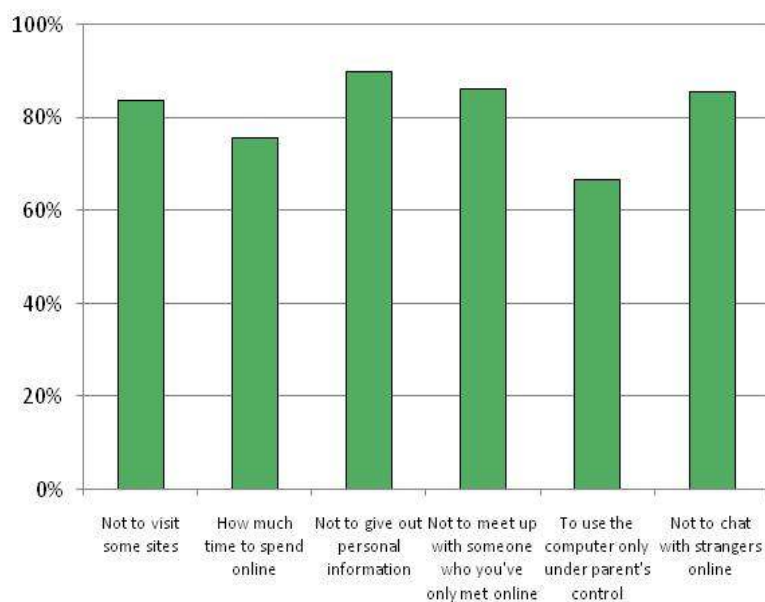


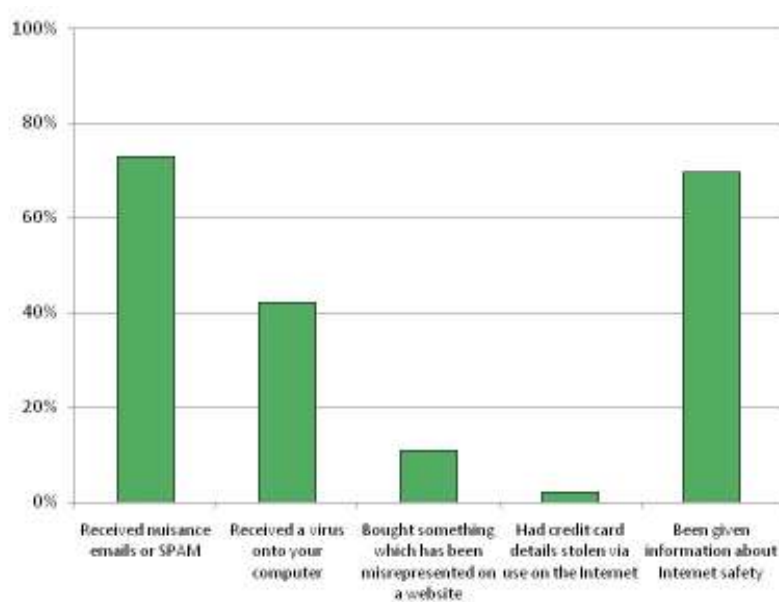
Figure 39: Rules regarding use of the Internet



Base: Users in households with someone under 18 | Source: Q44a (n=358; 95% C.I.= ±9.0%) | Q44b (n=357; 95% C.I.= ±9.0%)  
 Q44c (n=355; 95% C.I.= ±9.1%) | Q44d (n=339; 95% C.I.= ±9.4%) | Q44e (n=359; 95% C.I.= ±9.0%)  
 Q44f (n=342; 95% C.I.= ±9.3%)

Concern about safety online for children is high in New Zealand. A large majority of households that include under-18s have rules in place governing their Internet usage. Most prevalent are rules for not divulging personal information (90%), not to chat with strangers online (86%), not to meet up with someone you have met only online (86%), and not to visit certain sites (84%).

Figure 40: Adverse events online



Base: Users | Source: Q46a (n=1041; 95% C.I.= ±3.2%) | Q46b (n=1026; 95% C.I.= ±3.3%)  
 Q46c (n=1039; 95% C.I.= ±3.2%) | Q46d (n=1039; 95% C.I.= ±3.2%) | Q46e (n=1039; 95% C.I.= ±3.2%)

Internet use exposes individuals to a number of adverse effects. Most common are receiving spam/nuisance emails (73%) and receiving a computer virus (42%). Only 11% of users have bought something that had been misrepresented on a website. Theft of credit card details remains extremely rare (2%). A majority of users (70%) say they have been given information about Internet safety.



## Section 2

# Profiling social diversity and the Internet

This section profiles the main demographics measured in the WIPNZ 2009 survey: User status; age; gender; area; income; and ethnicity. A brief discussion of interactions between each demographic and aspects of Internet use is illustrated by a selection of graphs. Each graph includes the following details:

- **Base:** A description of the set of respondents of whom the question was asked. Most commonly, this is either all respondents or all users. Some questions were asked of different or more restricted groups, depending on the relevance of the question to the group.
- **Source:** The number of the question as listed in the WIPNZ 2009 questionnaire.
- **n:** The sample size of respondents to the question. Sample sizes may vary slightly due to refusals or other missing responses. Note that the sample size presented here is for the data as collected. Actual sample sizes may differ slightly depending on missing responses on the demographic comparison variable.
- **C.I.:** The confidence interval of the data for the question. This is expressed in the form of  $\pm$ percentage (%). The range formed by the lower and upper bounds of the confidence interval in the sample data is 95% likely to contain the population value. Note that the confidence intervals presented here are for the data as collected. Actual confidence intervals may differ slightly depending on the variability of the demographic comparison variable.

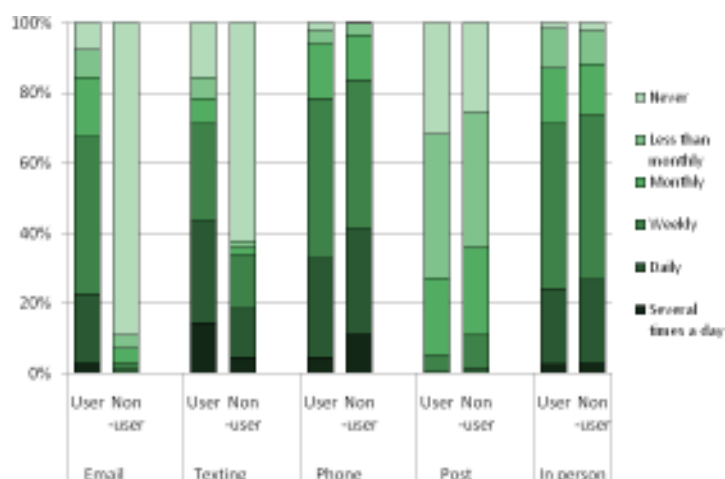
## User status

Whether or not a person uses the Internet seems to be related to a number of social outcomes. The frequency with which users and non-users contact other people varies according to the type of contact (see Figure 41). Not surprisingly, Internet users, on average, email and text other people more frequently than non-users. Conversely, non-users contact others more frequently by phone and by post than do users.

Yet interestingly, there is no difference, on average, between users and non-users in terms of the frequency with which they meet people face to face.

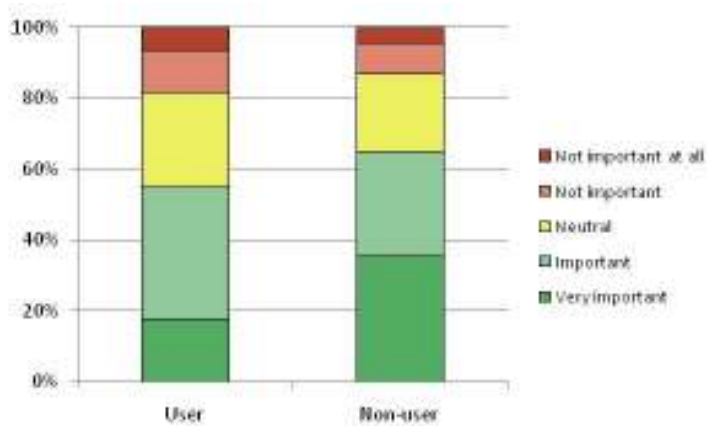
Also, there are differences between users and non-users in how they rate various forms of media for their entertainment and information value. As expected, users more than non-users rate the Internet as an important source of both entertainment and information. Users are also more likely than non-users to agree that the information found on the Internet is reliable. On the other hand, non-users rate more highly than users the importance of traditional media as sources of entertainment and information. For example, non-users tend to more highly rate the importance of television, newspapers and radio as sources of entertainment and information (Figure 42).

Figure 41: Frequency contacting other people



Base: All respondents | Source: Q29a (n=1243; 95% C.I.= ±1.8%) | Q29b (n=1249; 95% C.I.= ±1.8%)  
Q29c (n=1247; 95% C.I.= ±1.8%) | Q29d (n=1249; 95% C.I.= ±1.8%) | Q29e (n=1249; 95% C.I.= ±1.8%)

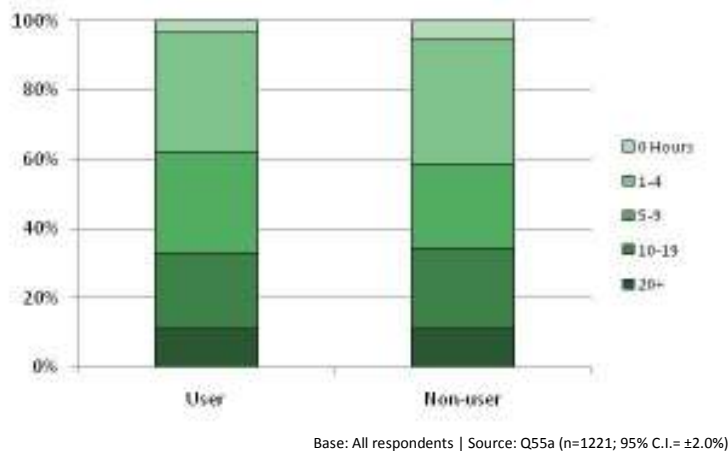
Figure 42: Rating of TV for entertainment



Base: All respondents | Source: Q17 (n=1249; 95% C.I.= ±1.8%)



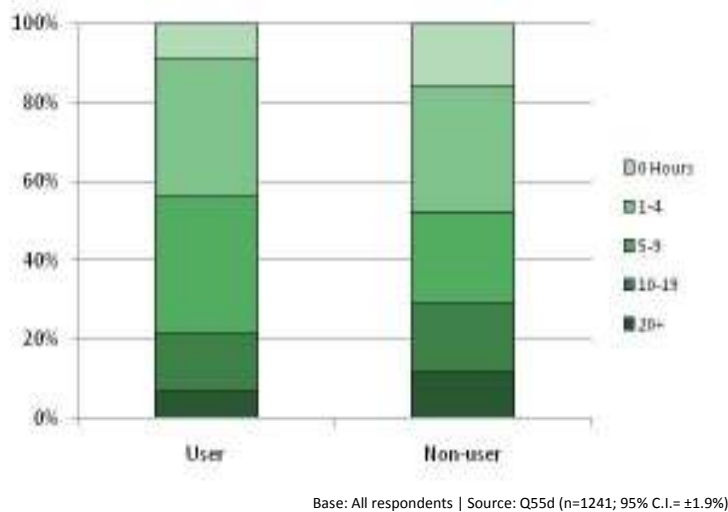
Figure 43: Time spent socialising with friends



There is no significant difference between users and non-users in the amount of time they spend socialising face to face with friends (Figure 43). However, there are two perhaps surprising results in this area of offline activity. First, Internet users, on average, spend significantly more time socialising face to face with family members than do non-users. Second, there is no statistical difference between users and non-users in terms of how much time they spend participating in physical activity (Figure 44).

It is also worth noting that Internet users tend to be more supportive than non-users of the notion that the Government should allocate funds to enable all New Zealanders to have access to the Internet.

Figure 44: Time spent participating in a physical activity



## Age

Generally, there is an inverse correlation between age and Internet use, with younger New Zealanders participating more frequently in, and having more positive attitudes towards, the Internet than older New Zealanders.

Age-related differences are pervasive. Younger New Zealanders are more digitally involved than older New Zealanders – the younger a person is, the more likely he or she is to own a webcam, an iPod or a digital camera. Of those who do not use the Internet, younger non-users are more likely to be ex-users than are older non-users. Confidence in one's Internet abilities decreases with age (Figure 45). But most people, irrespective of age, report not being interested in training to improve their Internet skills.

There are other areas in which age plays a role, with younger New Zealanders having more positive attitudes towards the Internet and/or engaging more frequently in online activities than do older New Zealanders. These include rating the Internet as a source of information and entertainment; frequency of instant messaging, playing online games, downloading music/videos, looking for jobs and looking for humorous content, buying/selling things online (Figure 46), and the overall importance of the Internet in daily life.

Figure 45: Rating of ability to use the Internet

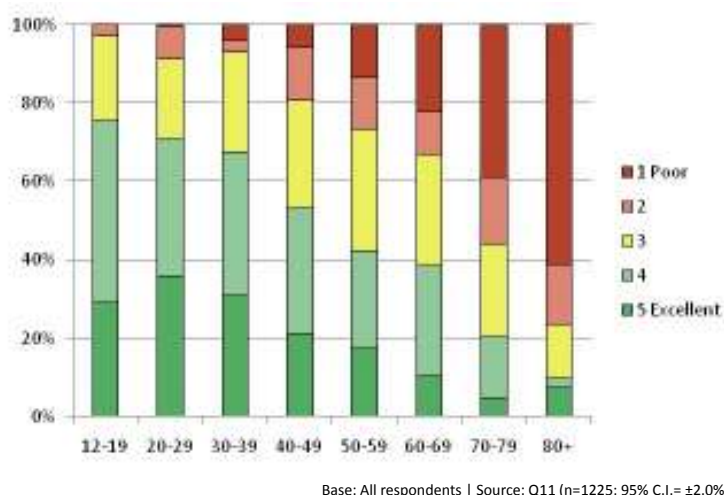


Figure 46: Frequency of selling things online

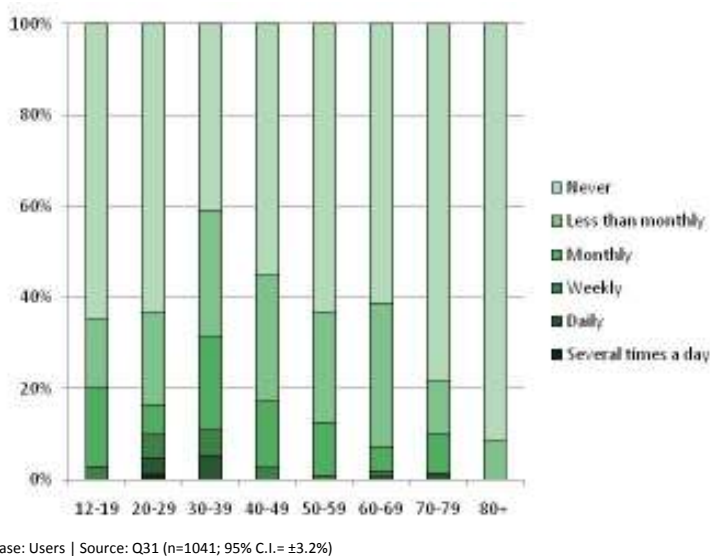
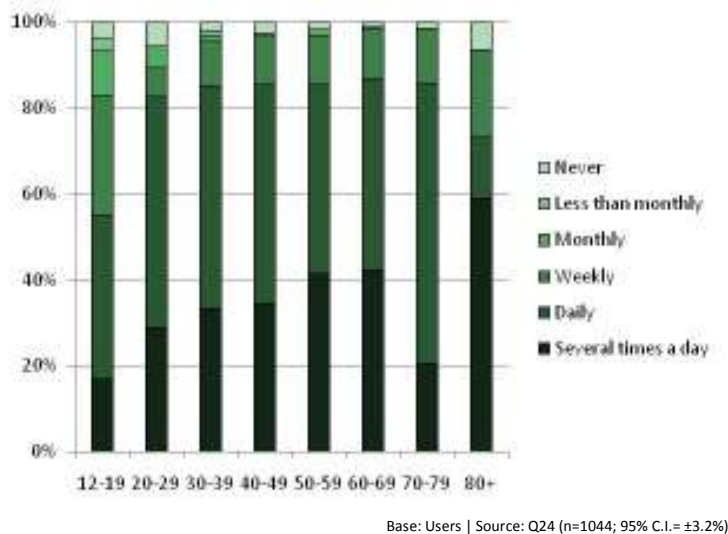


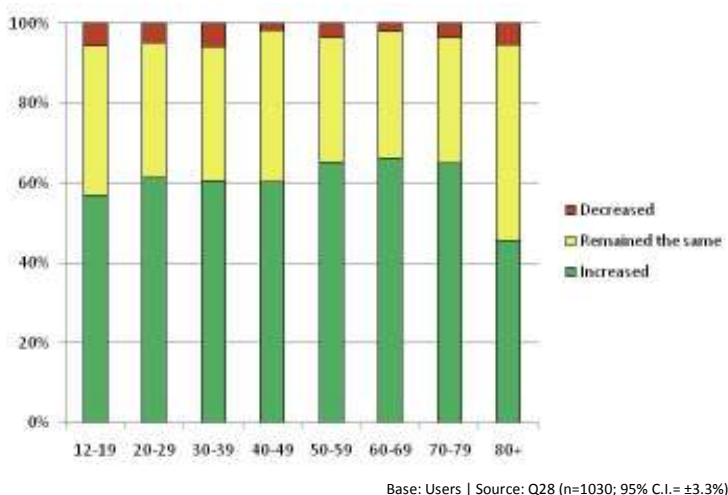
Figure 47: Frequency of checking email



In terms of socialising, the younger one is, the more likely a person is to be a member of a social networking site. Among younger people, those over 20 are far more likely to use Facebook most often (roughly 84%) than those who are 12–19 years of age (43% use Facebook; 53% use Bebo). Furthermore, younger people rate the importance of social networking sites to everyday life much more highly than older people. Also, making online friends is more prevalent among younger New Zealanders than older New Zealanders. Finally, the younger one is, the more likely one is to report that Internet use has increased contact with friends.

That said, there are a few instances where older New Zealanders are more engaged than younger New Zealanders in the Internet. For example, older New Zealanders tend to check their email more frequently than younger New Zealanders (Figure 47). But such a finding is by far the exception.

Figure 48: Contact with family since the Internet



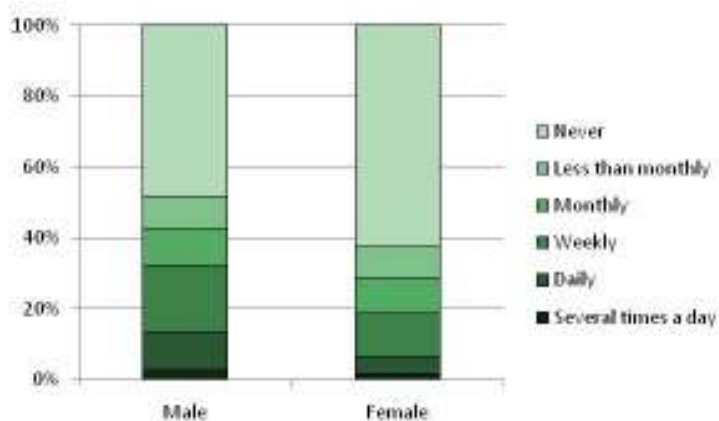
There are a few interesting ways in which age does not seem to matter. About 60% of New Zealanders, irrespective of age, believe that the Internet has increased contact with family (Figure 48). On average, across all age groups individuals report that contact with people in their community has remained the same as a result of the Internet. Finally, across all age groups strong minorities agree that most, if not all, of the information on the Internet is reliable (just under 50% across all groups).

## Gender

Across the range of Internet-related behaviours, attitudes and opinions measured by the WIPNZ, a person's gender generally plays a lesser role than some other demographic characteristics in determining differences. For example, roughly equal numbers of males and females are Internet users (just over 80%). They spend about the same amount of time on the Internet at home, work and school. They are equally satisfied with the speed of their connection. And they are equally confident in their ability to use the Internet.

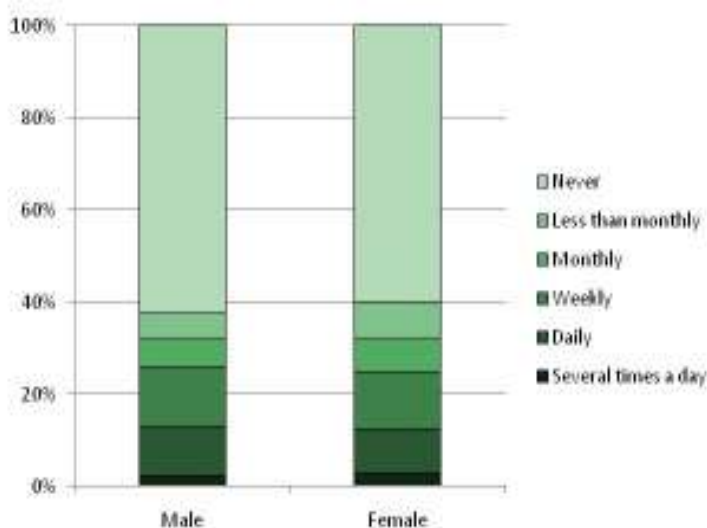
However, there are key areas in which males and females significantly differ. In particular, they engage in some online activities at different levels of frequency. On average, males download videos from the Web more frequently than females do (Figure 49). Similarly, males look at online sexual content and humorous content more frequently than do females. And note that males and females play games online with equal degrees of frequency – roughly a quarter of either gender plays online games at least weekly (Figure 50).

Figure 49: Frequency of downloading or watching videos online



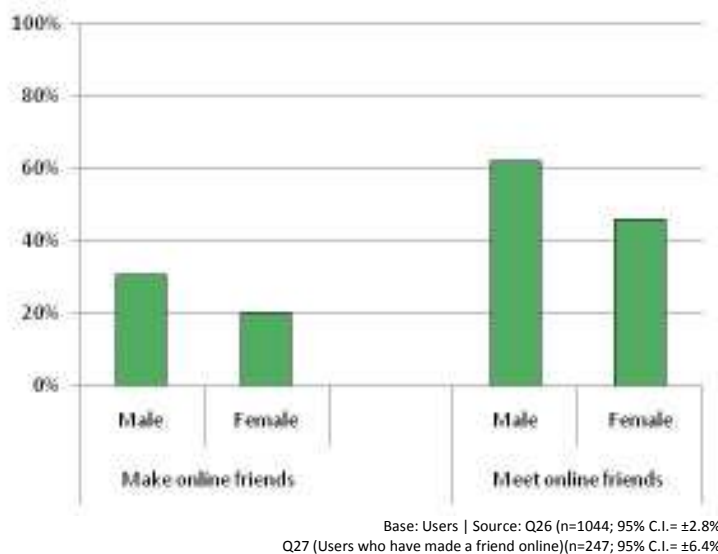
Base: Users | Source: Q19 (n=1044; 95% C.I.= ±3.1%)

Figure 50: Frequency of playing games online



Base: Users | Source: Q19 (n=1044; 95% C.I.= ±3.2%)

Figure 51: Making and meeting online friends

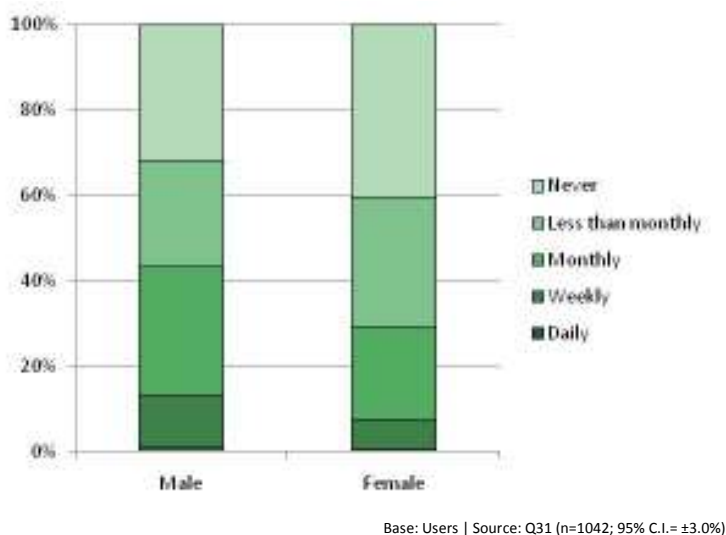


Another important way in which men and women differ is in Internet socialising (Figure 51). 31% of males have made friends online while only 20% of females have done so. Furthermore, 62% of those males have gone on to meet such friends in person while only 46% of females have done so.

There are also some differences between the genders in terms of online shopping habits (Figure 52). For example, male New Zealanders buy and sell things more often, on average, than females.

Lastly, more men than women tend to agree that the NZ government should allocate funds to enable all New Zealanders to have access to Internet services.

Figure 52: Buy things online



Area

Generally speaking, geographic region is not as much of a factor as some of the other demographic categories. However, there are a number of noteworthy regional differences in relation to the Internet. Many of these differences are related to specific regions, particularly the three main centres (Auckland, Wellington and Christchurch) versus the more rural areas of New Zealand. For example, city dwellers spend more time online at home, on average, than do rural dwellers (Figure 53). Also, city dwellers tend to have more years of online experience than do rural dwellers. Moreover, 88% of people from the three main centres have broadband at home while only 67% of rural New Zealanders have such access. Not surprisingly, city dwellers are, on average, more satisfied with the speed of their Internet connection than are rural dwellers. In terms of their Internet ability, city dwellers more than rural dwellers tend to rate themselves at a good to excellent level (Figure 54).

Figure 53: Hours on the Internet at home per week

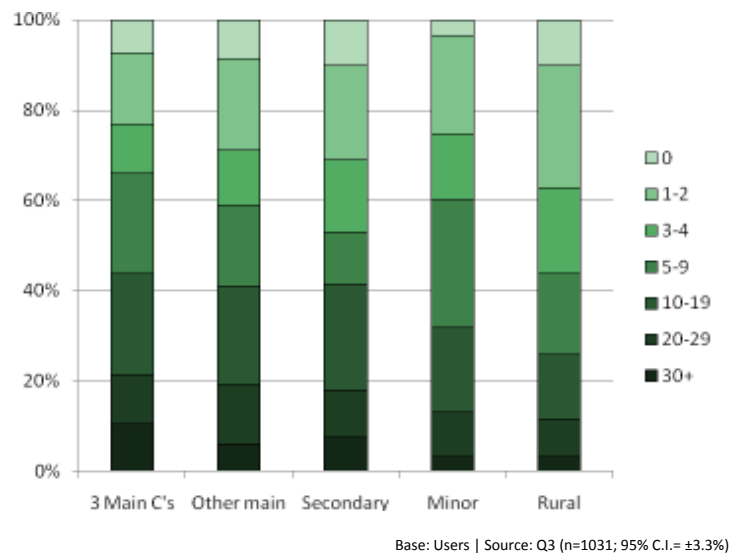


Figure 54: Rating of ability to use the Internet

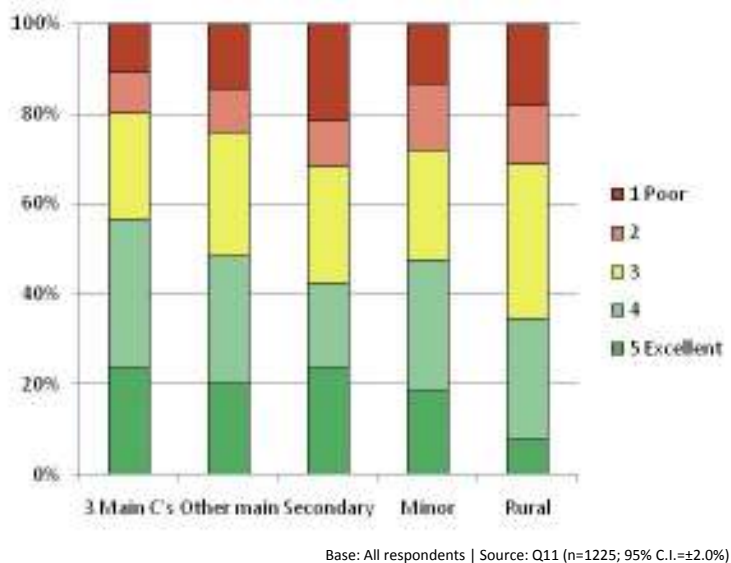
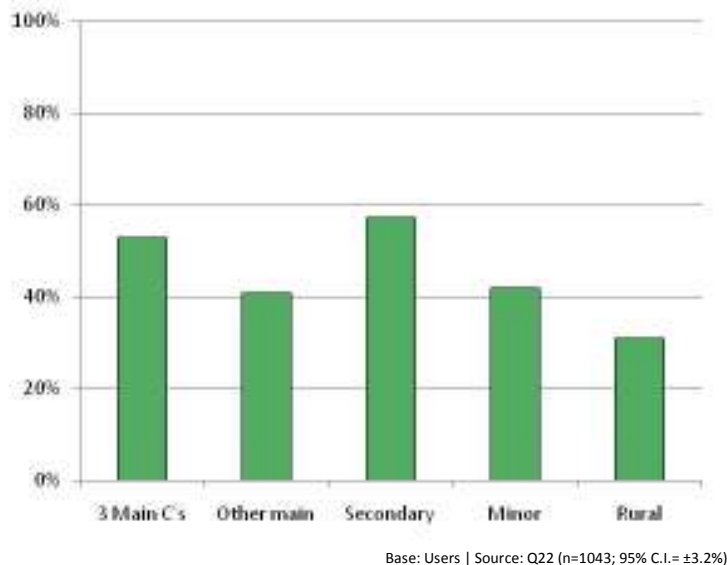


Figure 55: Member of a social networking site

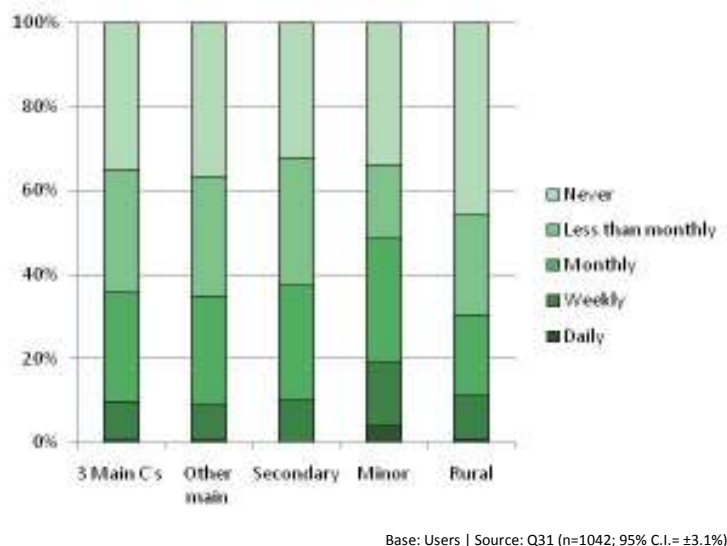


On average, urban dwellers engage in a number of online activities more frequently than do rural dwellers. For example, urban dwellers download videos, browse the web, go online for local and international news, and go online to look for jobs more frequently than do rural dwellers.

Social aspects of Internet use also show differences. 53% of city dwellers belong to a social networking site compared to only 31% of rural dwellers (Figure 55). Also, nearly a third of city dwellers have made friends online while only 13% of rural dwellers have done so.

There are a number of points where there are no area differences, for instance in the frequency with which New Zealanders buy and sell goods and services online (Figure 56). Also, the vast majority of urban New Zealanders and rural New Zealanders tend to set a number of rules for their children's Internet use. And proportionally similar numbers of urban dwellers and dwellers have received a computer virus and/or spam email.

Figure 56: Buy things online





## Income

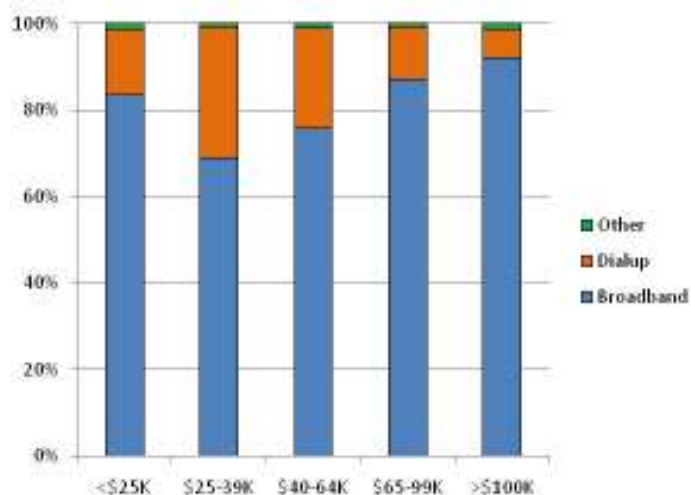
Combined household income is a factor in a number of the WIPNZ behavioural results. Generally speaking, as income levels increase so does the frequency of various online activities as well as the degree to which the Internet is utilised in a number of areas of everyday life. There is a clear economic divide between those who use versus those who do not use the Internet: only 2% of those earning \$100,000 or more per year do not use the Internet while 35% of those earning less than \$40,000 do not use it. In terms of home broadband use, 69% of those in the \$25–40K category have broadband at home while roughly 90% of those earning \$65K or more do (Figure 57).

Interestingly, there is no significant difference between the top wage earning households and those with less than \$25,000 in terms of broadband at home.

There is also no difference in terms of ISP used with roughly 50–60% of individuals across all income levels using Xtra/Telecom (Figure 58).

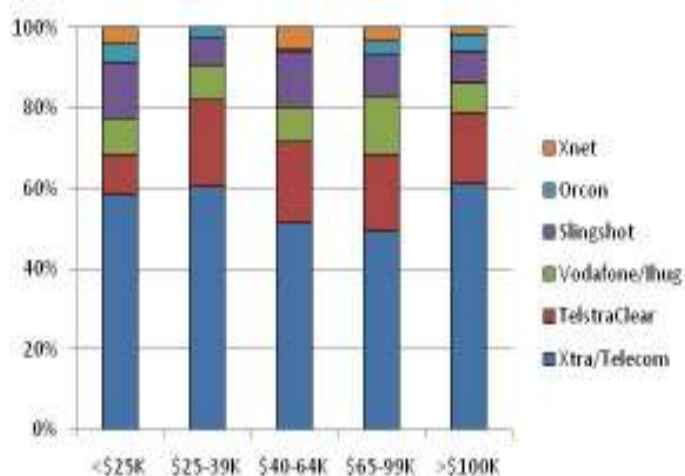
Weekly hours spent online from various locations presents mixed results for income levels. Income level does not factor into the number of hours spent online at home or at school. However, there is a relationship between household income and weekly hours spent online at work with 33% of those earning \$100,000 or more spending ten plus hours per week online at work while 95% of those earning less than \$25k *never* go online at work.

Figure 57: Type of Internet connection



Base: Users | Source: Q5 (n=979; 95% C.I. = ±3.6%)

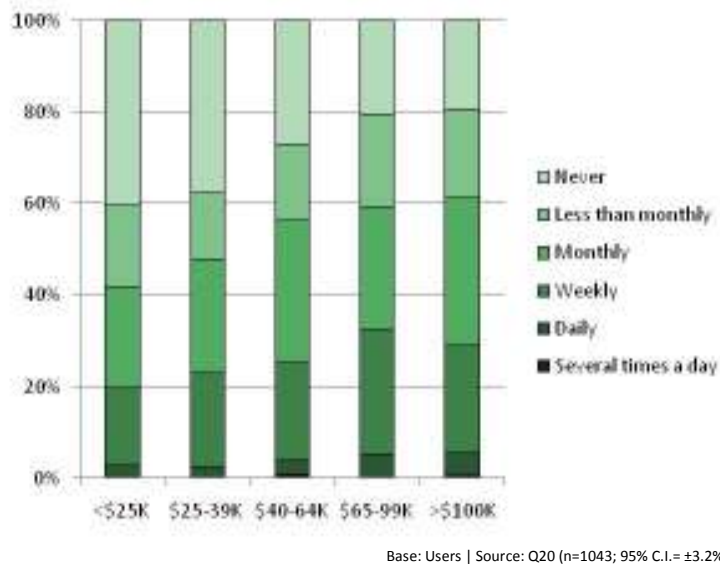
Figure 58: ISP currently being used



Base: Users | Source: Q8 (n=963; 95% C.I. = ±3.6%)



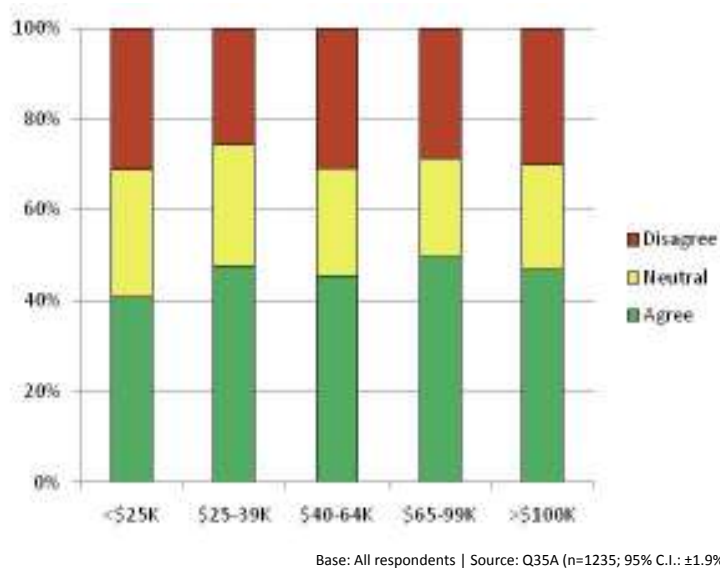
Figure 59: Look for NZ cultural information



The wealthier an individual is the more likely they are to rate their ability to use the Internet as good to excellent. 70% of those earning \$100,000 or more rate their ability as good to excellent while only half that proportion of those earning less than \$40,000 (35%) rate their ability in that way.

Higher income earners engage more frequently than lower income earners in a number of online activities, including looking for NZ cultural information (Figure 59), looking for travel info, using a search engine to locate info, listening to the radio, checking email, emailing/texting family and friends, making online purchases, and using online government services. Lastly, significantly more high income earners than low income earners agree that losing the Internet would be a problem for their everyday lives.

Figure 60: Government funding for universal Internet access



On the other hand, there is no difference among income levels in terms of the frequency of use of the Internet to support learning. Also, income level does not seem to play a role in the degree to which individuals agree (roughly 40–50% across all income brackets) that the NZ government should allocate funds so that all New Zealanders have access to the Internet (Figure 60).

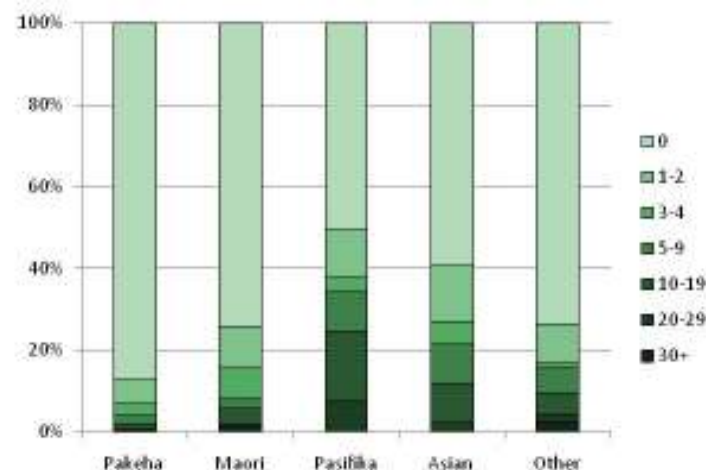
## Ethnicity

A number of issues surrounding ethnicity make it difficult to draw definitive conclusions between such a category and Internet use.

First, there are problems in determining how best to code and group various ethnicities together. Second, the small sample sizes for certain ethnicities make it problematic to generalise the findings of this research to the broader population. Lastly, as with the other demographics highlighted in this section, there may be other contributing factors (such as age) which affect specific results.

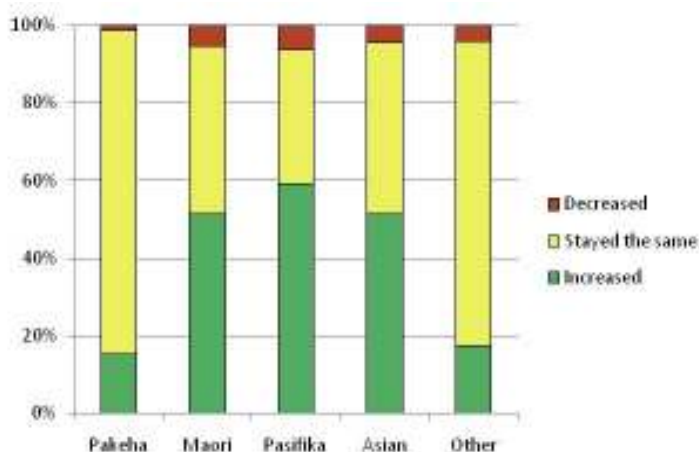
Nevertheless, some observations are possible. Roughly 95% of Pakeha and Asian New Zealanders use the Internet at home while smaller majorities of Maori and Pacific Islanders do (about 80%). Asians on average spend more hours per week online from home than do Pakeha. Pacific Islanders spend more time on the Internet at school than do Asians, Maori or Pakeha (Figure 61). In terms of socialising online, a greater percentage of Asians belong to social networking websites than do Maori. Among those using social networking sites, overwhelming majorities (nearly 90%) of NZ Europeans and Asians use Facebook the most often, while many more Maori (49%) and Pacific Islanders (68%) report using Bebo most often.

Figure 61: Hours per week online at school or university



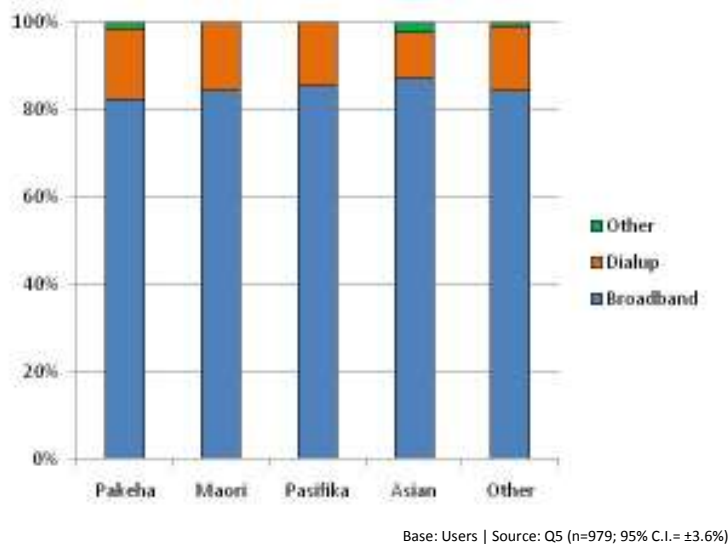
Base: Users | Source: Q3 (n=1036; 95% C.I. = ±3.2%)

Figure 62: Effect of Internet on sense of ethnic identity



Base: Users | Source: Q38 (n=1007; 95% C.I. = ±3.4%)

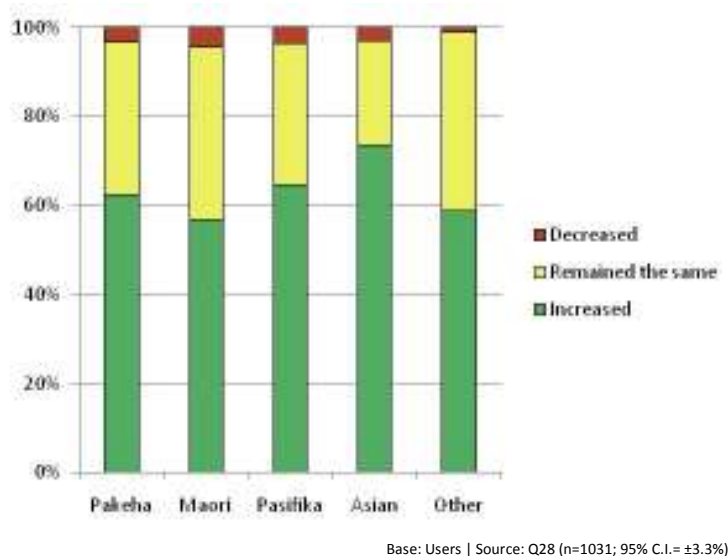
Figure 63: Type of Internet connection



The perceived relationship between political power and Internet use also varies depending upon ethnicity. On average, Asians and Pacific Islanders than NZ Europeans believe that their Internet use will give them more say in what the government does.. Asians are more likely than NZ Europeans to agree that the Government should allocate funds to enable all New Zealanders to access the Internet. Lastly, on average, Maori, Pacific Islanders and Asians say that the Internet has increased their sense of ethnic identity while NZ Europeans report that it has had no effect (Figure 62).

There are also many areas in which ethnicity does not seem to make a difference. There is no difference among the ethnicities in terms of type of Internet connection at home, with the vast majority of all groups having a broadband connection (roughly 83% for all groups – Figure 63). There also appears to be no ethnic difference in terms of whether the Internet has increased or decreased time spent with friends, with majorities across all groups reporting that it has increased such time (Figure 64). Finally, there is no difference among the ethnic groups when it comes to setting rules for their children's Internet use, with clear and strong majorities across all groups having such rules in place.

Figure 64: Contact with friends due to the Internet





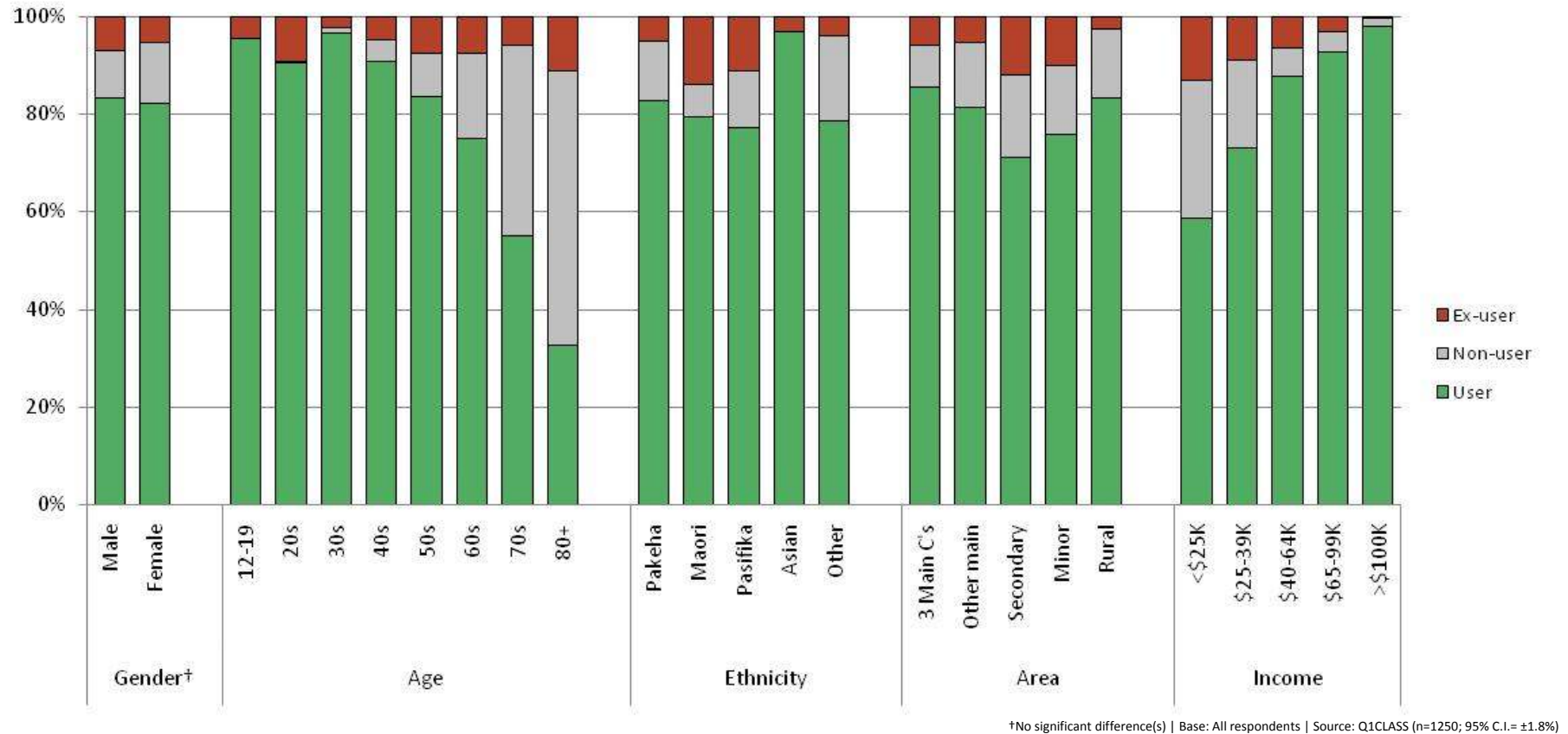
## Section 3

# Social variables and Internet behaviours and attitudes

This section provides a descriptive analysis of a range of Internet behaviours and attitudes, profiled against the social variables measured in this survey. These include age, gender, ethnicity, area and income, and, less frequently, education, employment status and number of languages spoken. Differences between users and non-users are also presented where appropriate. Each graph includes the following details:

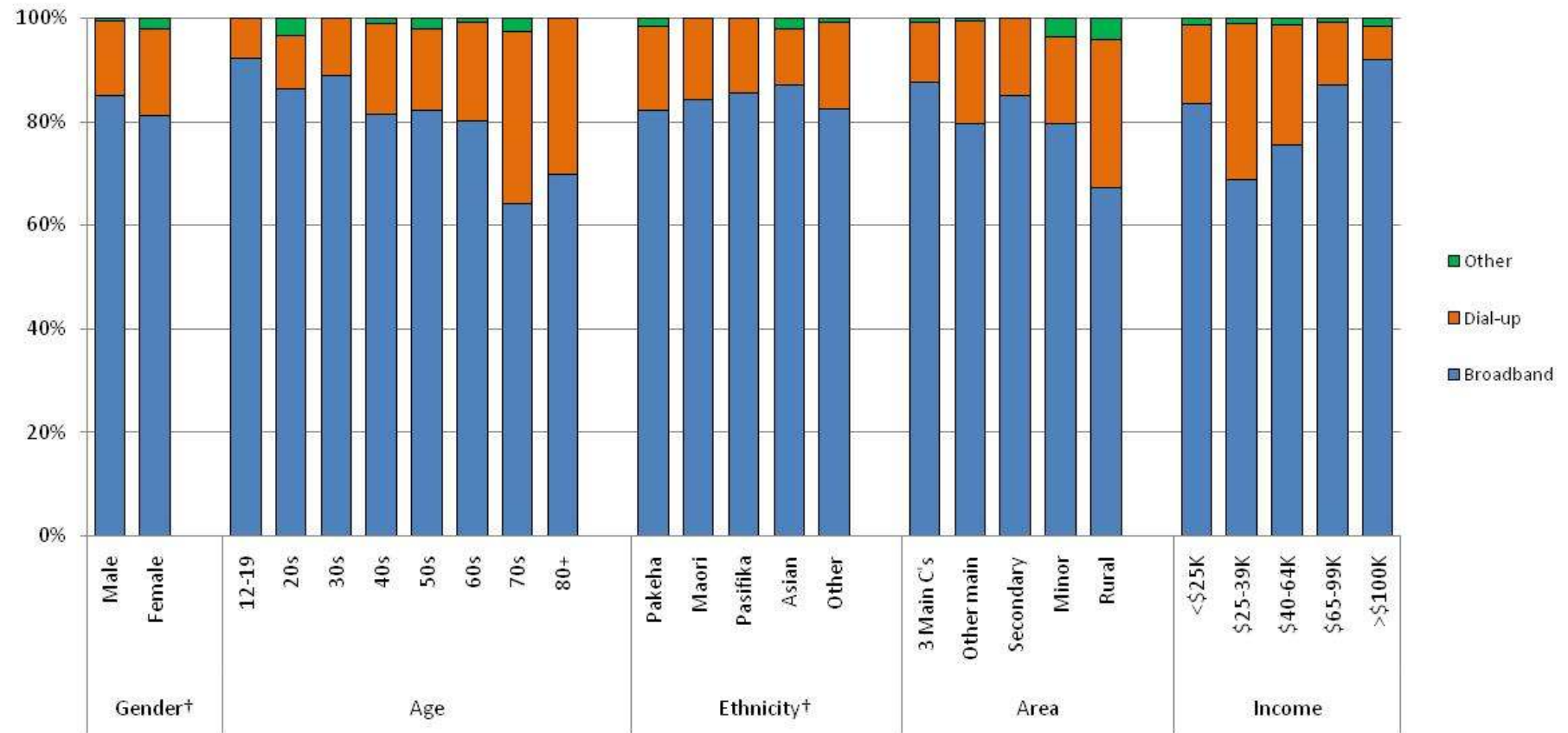
- Base: A description of the set of respondents of whom the question was asked. Most commonly, this is either all respondents or all users. Some questions were asked of different or more restricted groups, depending on the relevance of the question to the group.
- Source: The number of the question as listed in the WIPNZ 2009 questionnaire.
- n: The sample size of respondents to the question. Sample sizes may vary slightly due to refusals or other missing responses. Note that the sample size presented here is for the data as collected. Actual sample sizes for each comparison with a demographic variable will vary slightly.
- C.I.: The confidence interval of the data for the question. This is expressed in the form of  $\pm$ percentage (%). The range formed by the lower and upper bounds of the confidence interval in the sample data is 95% likely to contain the population value. Note that the confidence intervals presented here are for the data as collected. Actual confidence intervals for each comparison with a demographic variable will vary slightly.
- Statistical significance: Where observed differences across categories on a certain demographic variable are not statistically significant at the  $p < .05$  level, the † symbol is shown next to the variable label.

Figure 65: User status



Overall, users make up a strong majority of the population. There is no significant difference between men and women for Internet use. Being a non-user is more likely for older age groups and lower income groups. However, having used the Internet in the past, but not now, displays a more complex pattern. It is notable that ex-users make up a small but reasonably consistent proportion of the population across all age groups. Overall, Asian New Zealanders have the highest Internet user rate at nearly 97%.

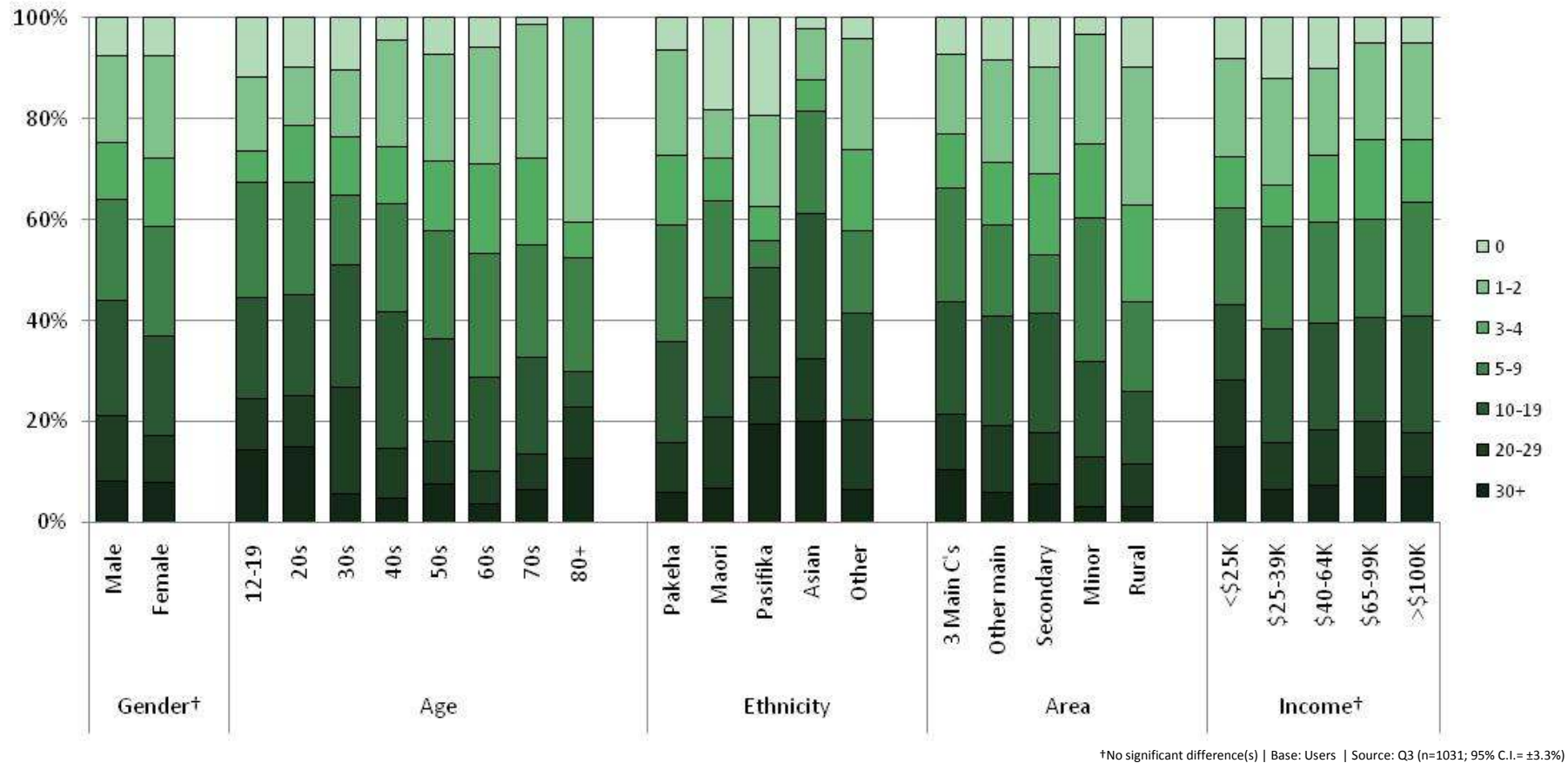
Figure 66: Type of Internet connection



†No significant difference(s) | Base: Users | Source: Q5 (n=979; 95% C.I.= ±3.6%)

Broadband use peaks for those in their teens (92%), 20s (86%) and 30s (89%) and holds steady at just over 80% through to the 60s at which point there is a decline: only some 64% of those in their 70s and over use broadband at home. As we go from cities to rural areas, home broadband use decreases, with 88% of those in the main cities using broadband while only 67% of those in rural areas do so. Generally speaking, broadband use increases with household income, although the lowest income quintiles have a higher level of broadband exposure than the 2nd quintile. At the upper end, 92% of those earning more than 100K use broadband at home.

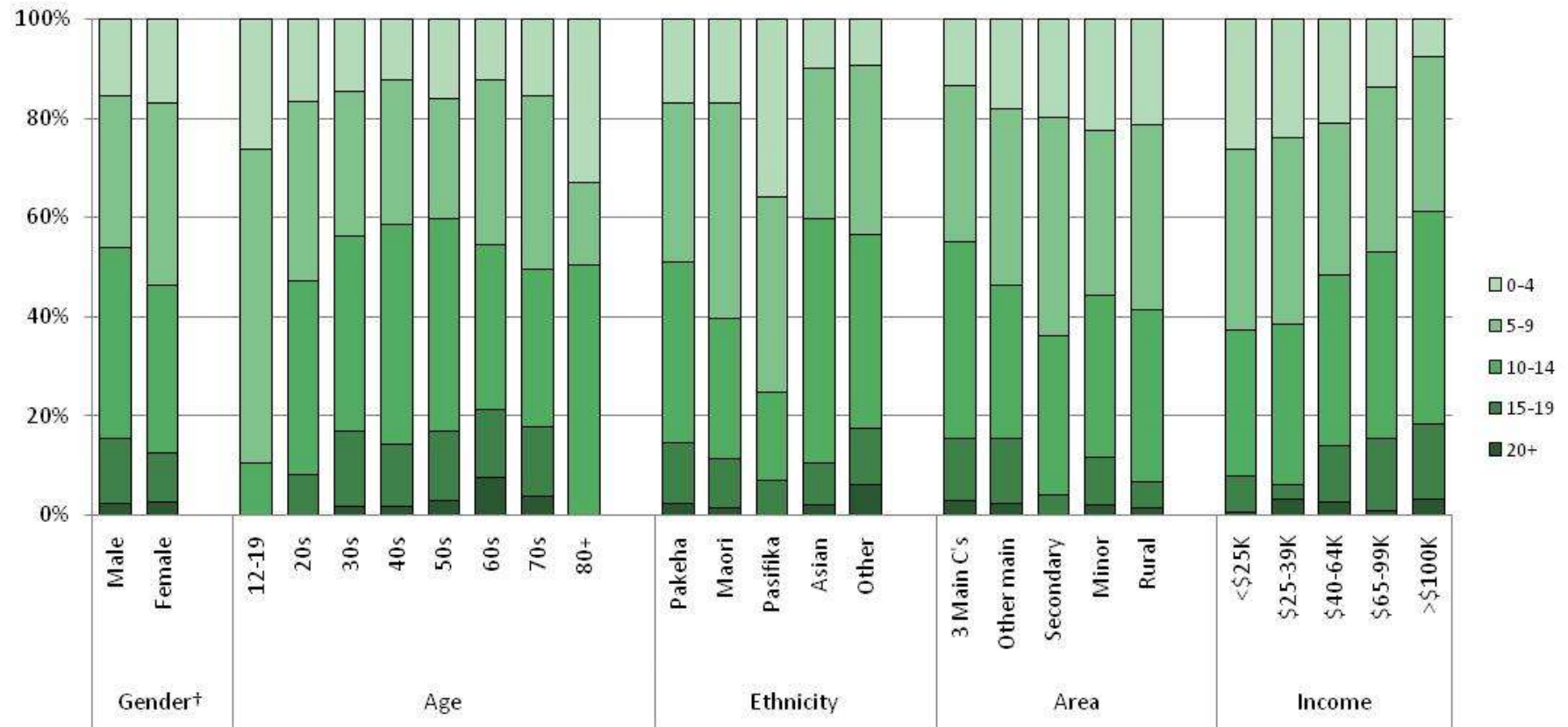
Figure 67: Hours using the Internet at home



There is little difference across gender or age groups for hours using the Internet at home. Among all ethnicities, Asians (33%) and Pasifika (29%) are the among the heaviest users of the Internet at home, spending 20 or more weekly hours online while Pakeha and Maori have lower percentages of high-end users with only 16% and 21% (respectively) online for 20 or more hours. For those living in cities or suburbs, roughly 43% spend ten hours or more online per week. Considerably fewer people living in rural areas (26%) report such a time commitment.



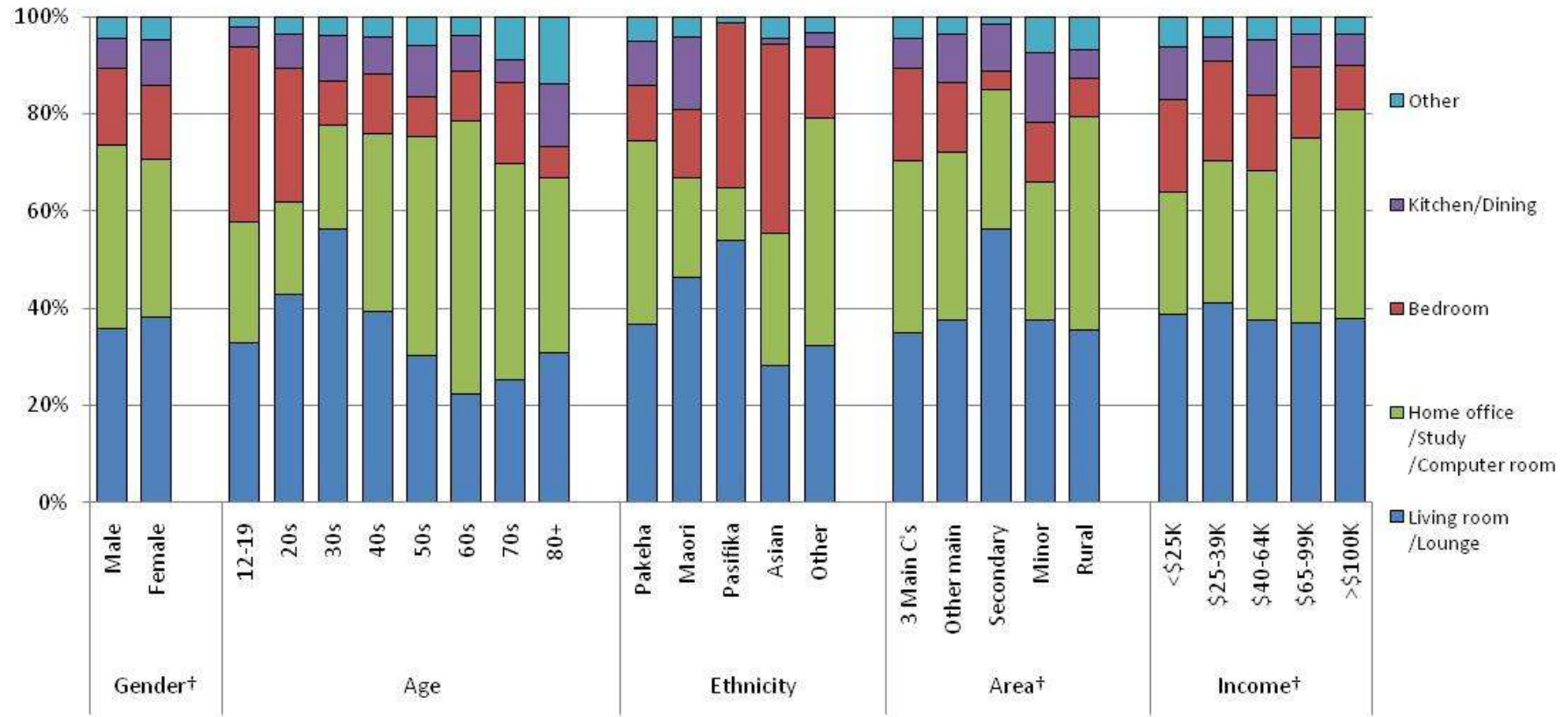
Figure 68: Number of years using the Internet



†No significant difference(s) | Base: Users | Source: Q4 (n=1023; 95% C.I.= ±3.3%)

Length of Internet use is important as it indicates which groups of people have long been exposed to the Internet and which have moved (on average) more recently into it. Age has a complex relation to length of use with all adult groups having similar lengths of exposure. The youngest age group are confined to more recent exposure. Pasifika have fewer years of internet experience than either Asians or NZ Europeans. Those in the three main cities are more likely to be longer time users than those in rural areas. There is a strong pattern by household income, with those from richer households more likely to be long-term users while those from poorer households are more recent users.

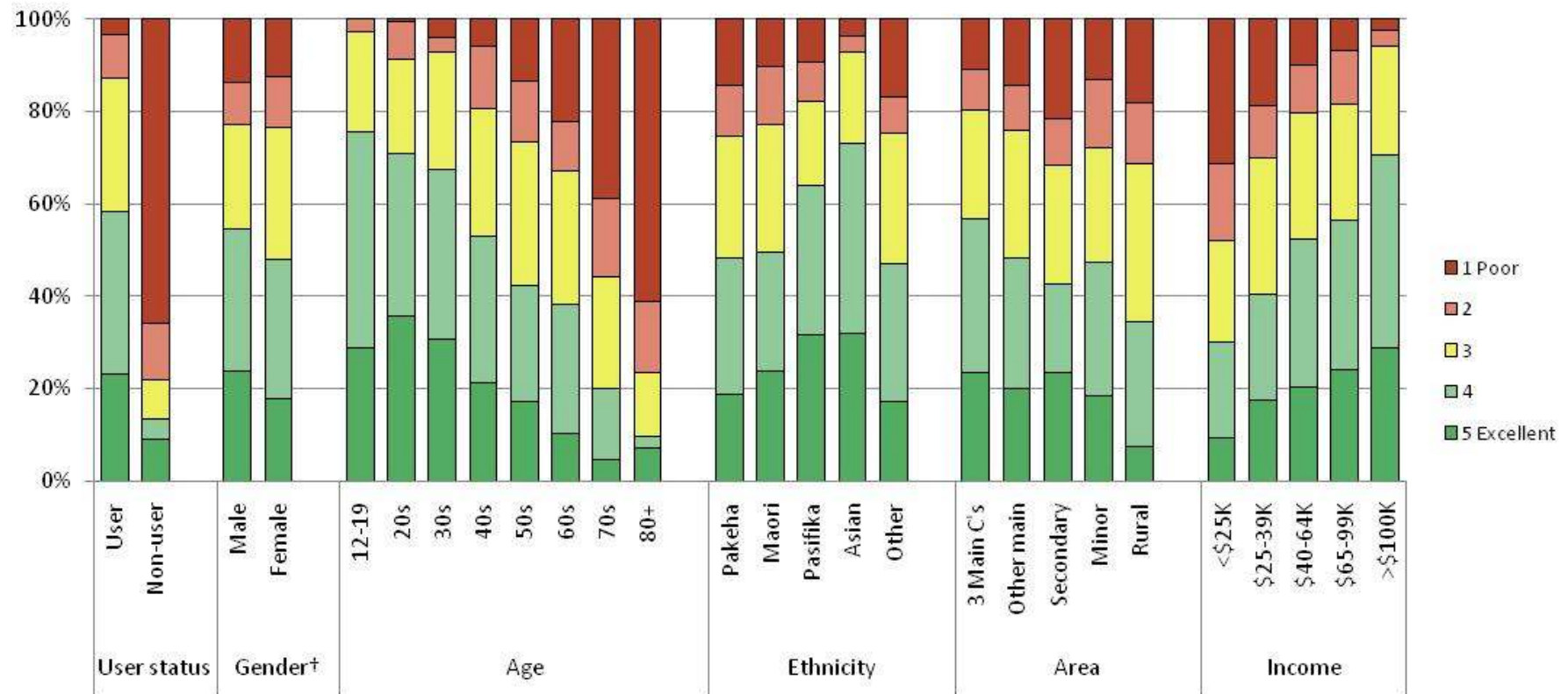
Figure 69: Main location in house for using Internet



†No significant difference(s) | Base: Users | Source: Q7 (n=990; 95% C.I. = ±3.5%)

Accessing the Internet from bedrooms is more prevalent amongst those in their 20s and 30s. Accessing in some type of home office is more common for those in their 50s or 60s. For Pakeha, the living room or office were the most common locations reported. Maori and Pasifika respondents also commonly used the Internet from a living room, although a substantial proportion of Pasifika respondents accessed the Internet from a bedroom. For Asian respondents, the bedroom was the most common location for Internet use. There appears to be little difference in location in the house for using Internet according to gender, area or income.

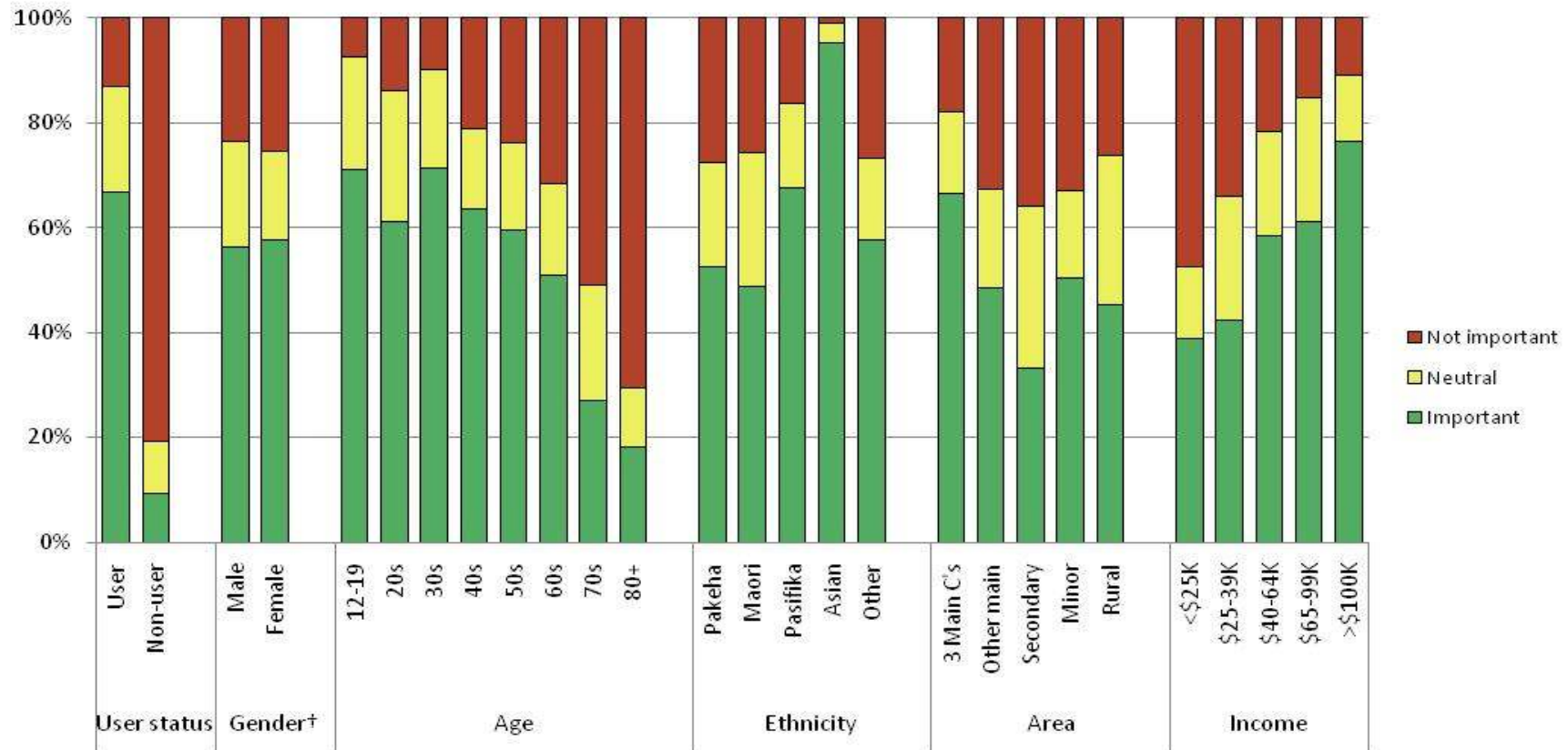
Figure 70: Rating of ability to use Internet



\*No significant difference(s) | Base: All respondents | Source: Q11 (n=1225; 95% C.I. = ±2.0%)

Not surprisingly, there are sharp differences between users and non-users in terms of their self-rated Internet abilities. 58% of users rate their ability as very good or excellent while only 14% of non-users rate themselves in that way. Ability declines with age, especially for those aged 50 and older (e.g. 42% of 50-year-olds rate themselves as very good/excellent while a mere 20% of 70-year-olds do so). 57% of those living in main cities rate themselves as very good/excellent while only 35% of people in rural areas rate themselves in that way. There is a positive correlation between self-rated ability and household income. Only 30% of households earning less than \$25K rate their ability as very good/excellent, but for households earning more than \$100K well over two times that proportion (70%) rate themselves that way.

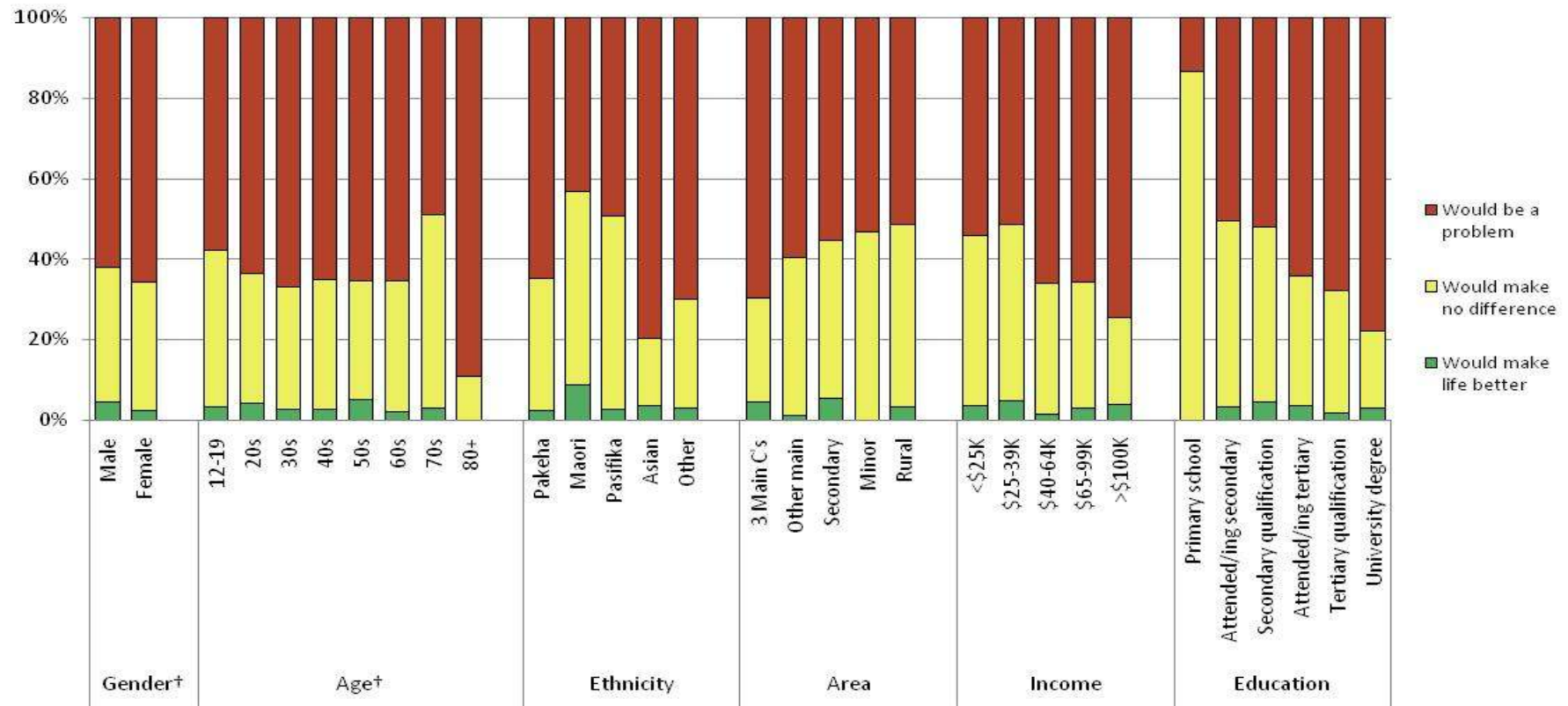
Figure 71: Importance of the Internet in daily life



†No significant difference(s) | Base: All respondents | Source: Q48 (n=1242; 95% C.I. = ±1.9%)

The proportions for users are the inverse of those for non-users, with 67% of users rating the Internet as important while only 9% of non-users rate it that way. Age and income are the clearest grading factors. Generally, the younger a user is the more likely they are to rate the Internet as important. A similarly linear relationship is evident with income, with the greater a household's income the more likely they are to rate the Internet as important. For example 42% of households with an income under \$25,000 rate the Internet as important, with the comparable figure for households earning \$100,000 or more being 76%. At 95%, Asians are significantly more likely to rate the Internet as important than are Maori or Pakeha. In terms of area, the Internet is most likely to be rated as important within the three main urban centres (66%).

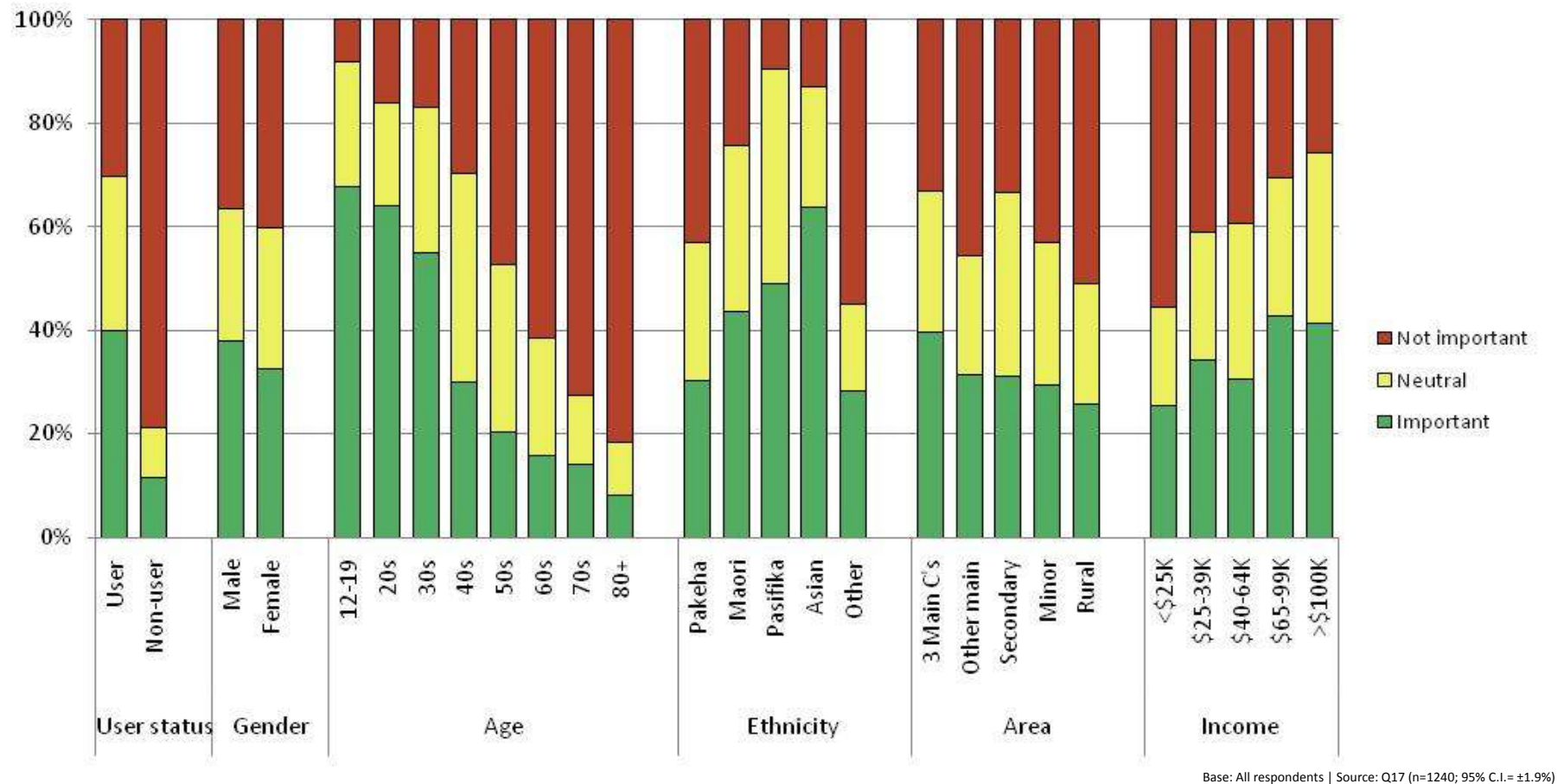
Figure 72: If you lost the Internet



†No significant difference(s) | Base: Users | Source: Q52 (n=1040; 95% C.I. = ±3.2%)

Very low proportions of users in all demographics think that losing the Internet would make their lives better. Conversely, a majority of users say it would be a problem. Some of the more notable differences in levels of concern can be found in terms of area, income and education level. For example, 70% of users in the three main urban centres would rate loss of the Internet as a problem, with the comparable figure for rural localities being 51%. The highest wage earners are among the most likely to rate the loss of the Internet as a problem, with 75% of households earning over NZ \$100,000 holding this view. Similarly, those with a university degree are among the most likely to rate its loss as a problem (78%). It is striking that people of different ages have similar opinions about this issue.

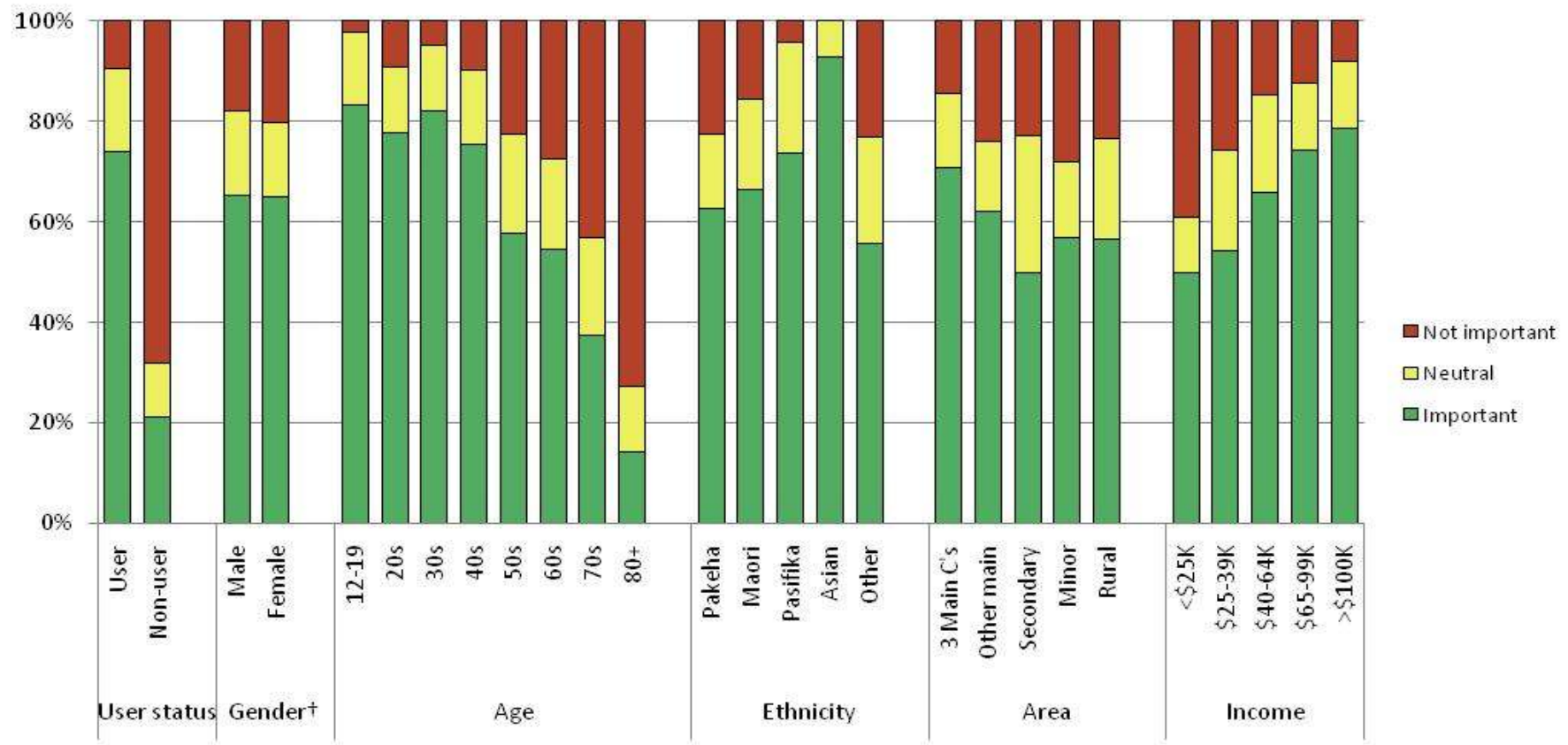
Figure 73: Rating of Internet as a source of entertainment



Users, in sharp contrast to non-users, are far more likely to give a high rating to the Internet for entertainment. Ratings of the importance of the Internet as an entertainment source drop off sharply with increasing age, from 68% of teens through to a mere 8% of those in their 80s and above rating it as important. Among the ethnicities, Pakeha are the most likely to rate the Internet not important as an entertainment source. The importance of the Internet as an entertainment source increases with income, from 25% of households earning less than \$25K rating it as important to just over 40% of households earning over \$65K doing so.



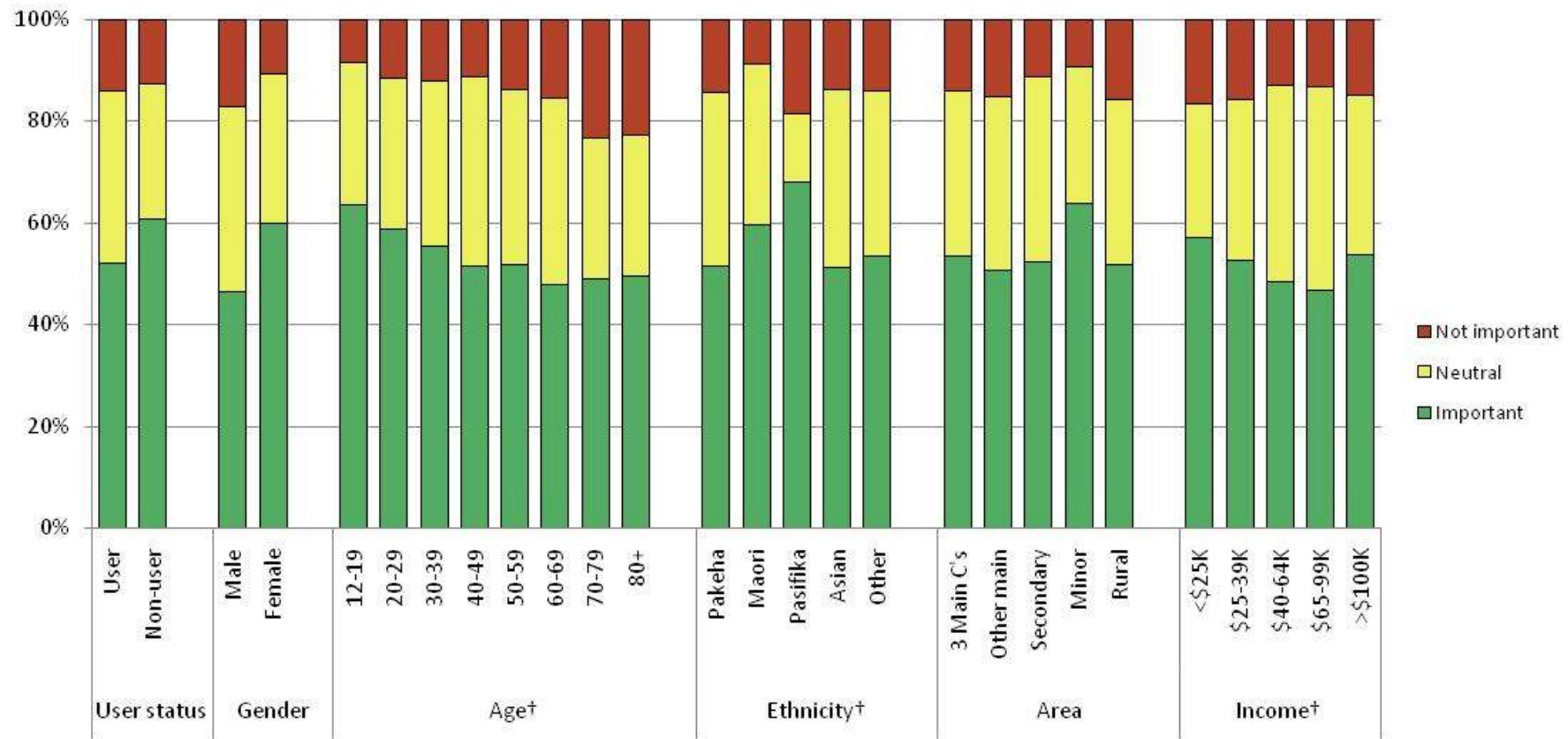
Figure 74: Rating of Internet as a source of information



†No significant difference(s) | Base: All respondents | Source: Q18 (n=1237; 95% C.I. = ±1.9%)

Again, while 74% of users see the Internet as an important source of information, only 21% of non-users see it the same way. There is a drop-off in ratings of the Internet's importance as an information source with increasing age. For example, 83% of teens rate it as an important information source, 58% of those in their 50s and only 13% of those in their 80s. On average, Asians give higher ratings than either Maori or NZ Europeans—and no Asians from our sample rated the Internet as not important for information. 70% of main city dwellers rate it as important, while only 56% of rural dwellers do so. There is a modest increase in ratings with increasing income – 50% of those earning less than 25K rate it as important, while 79% of those earning more than \$100K rate it that way.

Figure 75: Rating of other people as a source of information

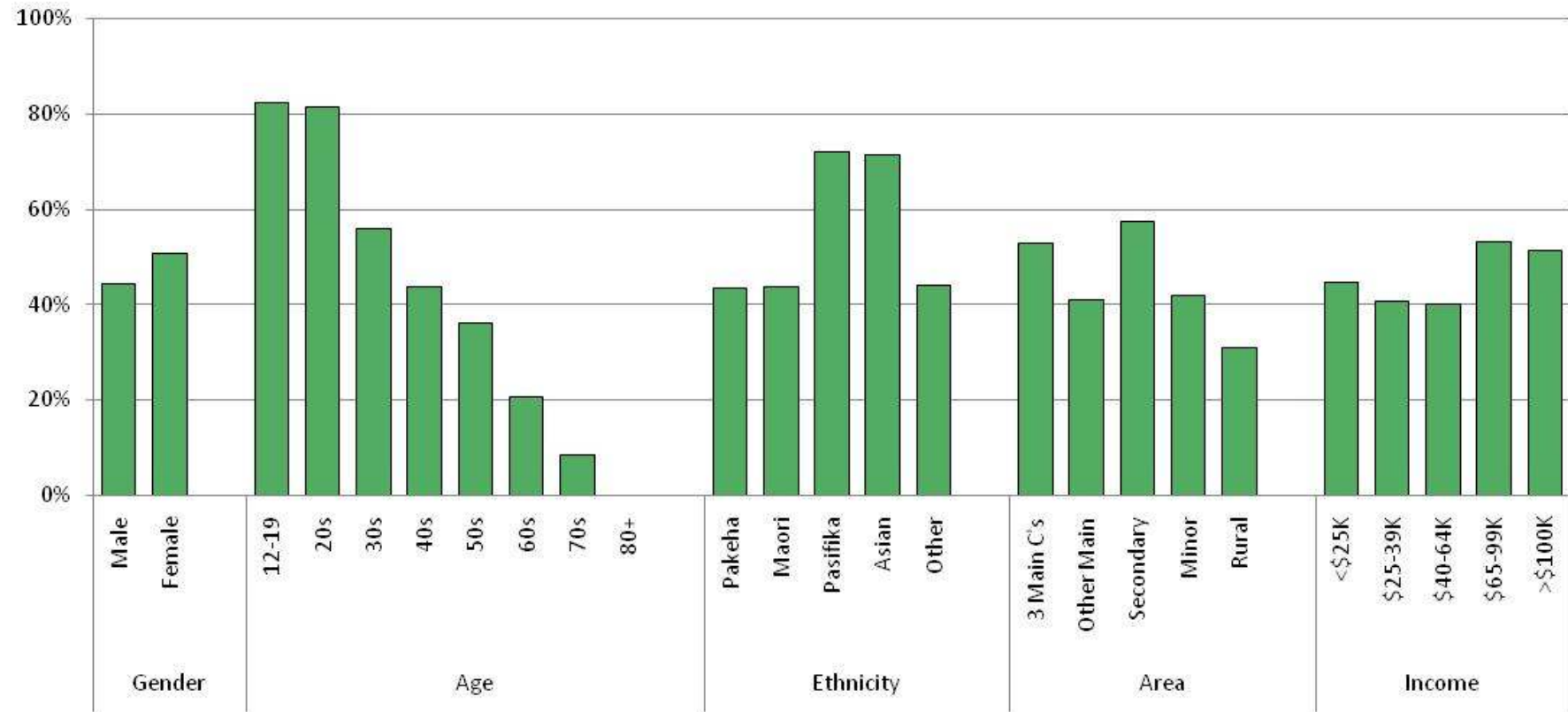


†No significant difference(s) | Base: All respondents | Source: Q18 (n=1240; 95% C.I. = ±1.9%)

In general, just over half of the population rate other people as an important source of information, with a great deal of consistency across different demographic groups. Non-users are slightly more likely than users to rate other people as an important source of information. A similar modest difference exists between the genders, with women being more positive about other people as a source of information. The ratings of different age groups do not differ significantly, which is striking, as is the lack of clear differences across ethnic or income groups.



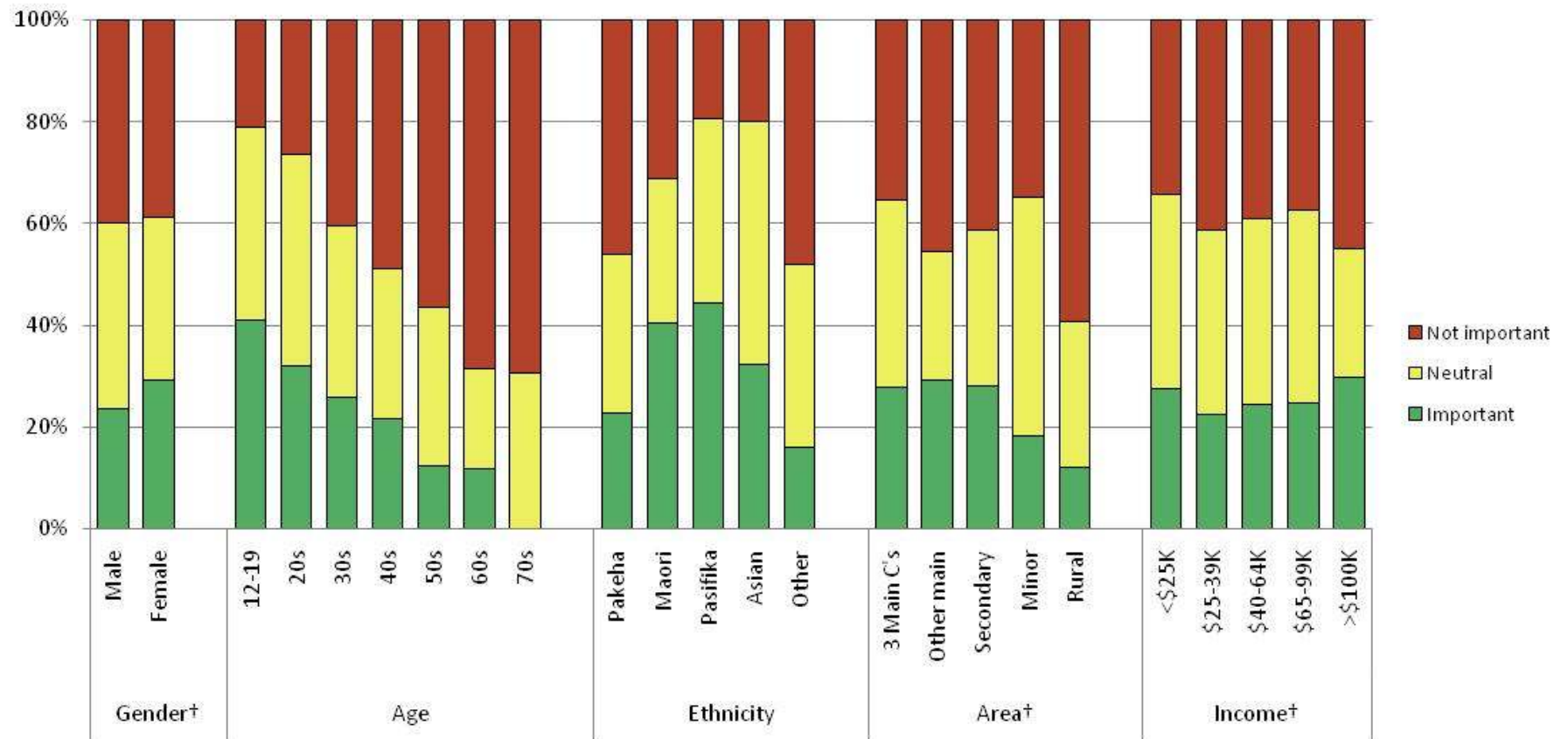
Figure 76: Member of social networking site



Base: Users | Source: Q22 (n=1043; 95% C.I. = ±3.2%)

With the rise of websites like Facebook and Bebo, social networking has become a very important part of the online experience for many New Zealanders. Membership in social networking sites is strongly age-graded, with just over 80% of people under the age of 30 claiming membership, 44% of those in their 40s and only 21% of those in their 60s. Also, significantly more women (51%) than men (44%) are members of social networking sites. In terms of ethnicity, roughly 43% of New Zealand Europeans and Maori are members of such sites compared with just over 70% of Asians and Pacific Islanders. Further, 53% of city dwellers belong to social networking sites but only 31% of rural dwellers.

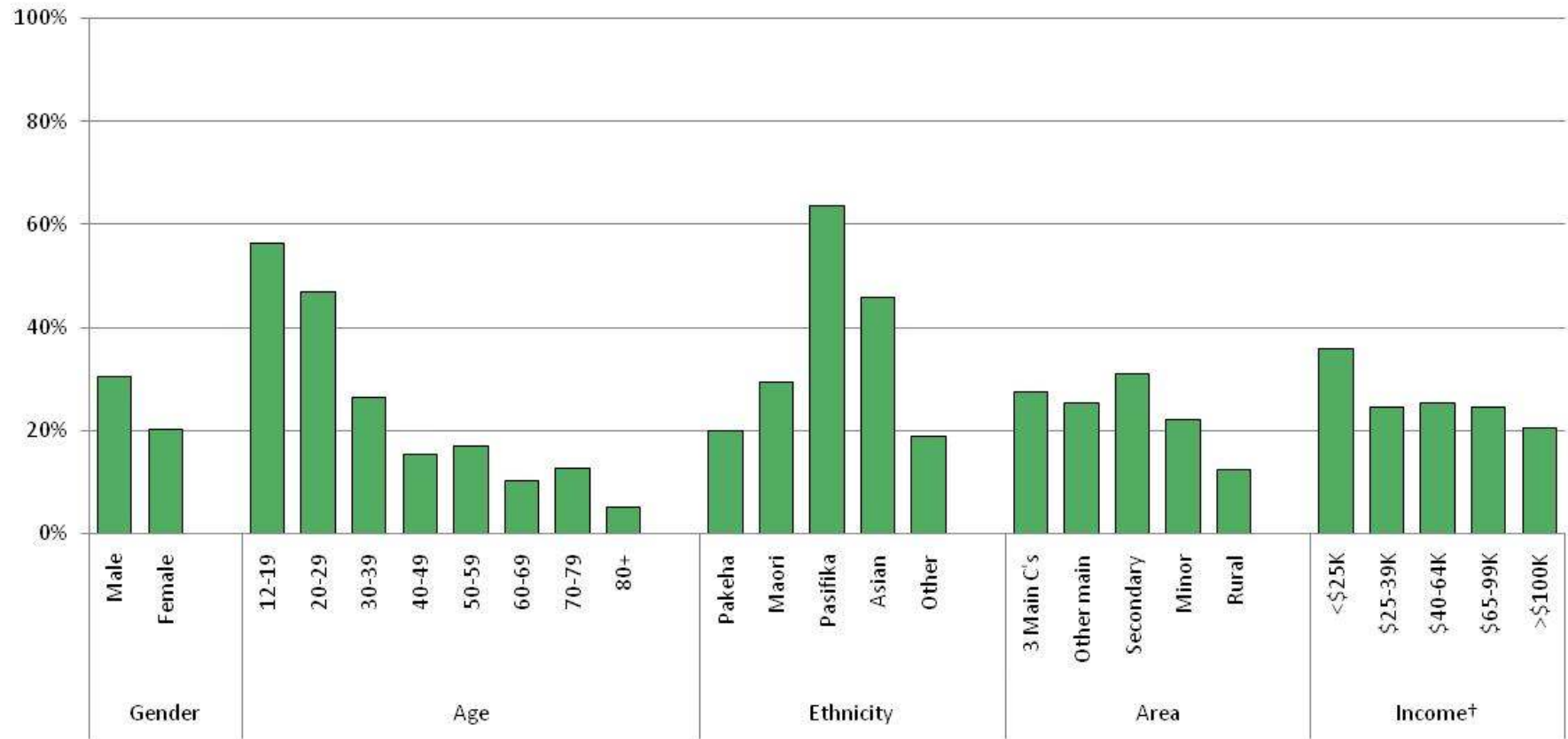
Figure 77: Rating of the importance of social networking sites to daily life



†No significant difference(s) | Base: Members of social networking sites | Source: Q25 (n=485; 95% C.I.= ±7.5%)

Both men and women are fairly evenly split regarding the importance of social networking sites to daily life. Significantly more younger people rate them important than do older people. The shift in importance across age groups is linear. Social networking sites are perceived as more important to daily life by Pasifika respondents than Pakeha. However, the differences from urban to rural areas and across different income categories are not large enough to be significant.

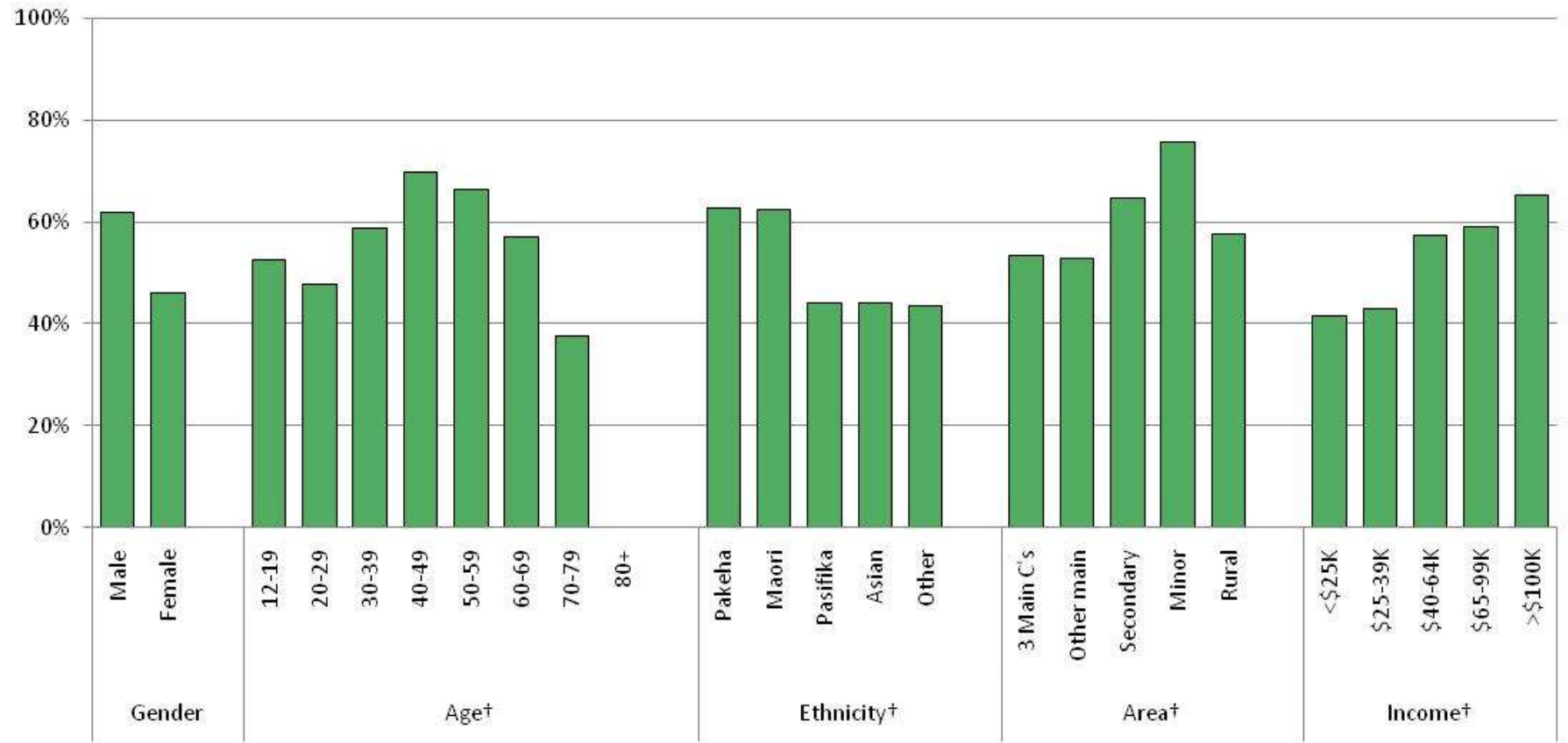
Figure 78: Making online friends



†No significant difference(s) | Base: Users | Source: Q26 (n=1044; 95% C.I. = ±3.2%)

Around 25% of New Zealanders have made friends online. Men are more likely than women to have done so. Those under 30 are significantly more likely than other age groups to have made online friends. More than half of both Pacific Islanders (64%) and Asians (54%) have made a friend online. Urban people are more likely to make online friends than are rural dwellers, but there is little significant difference across household income levels.

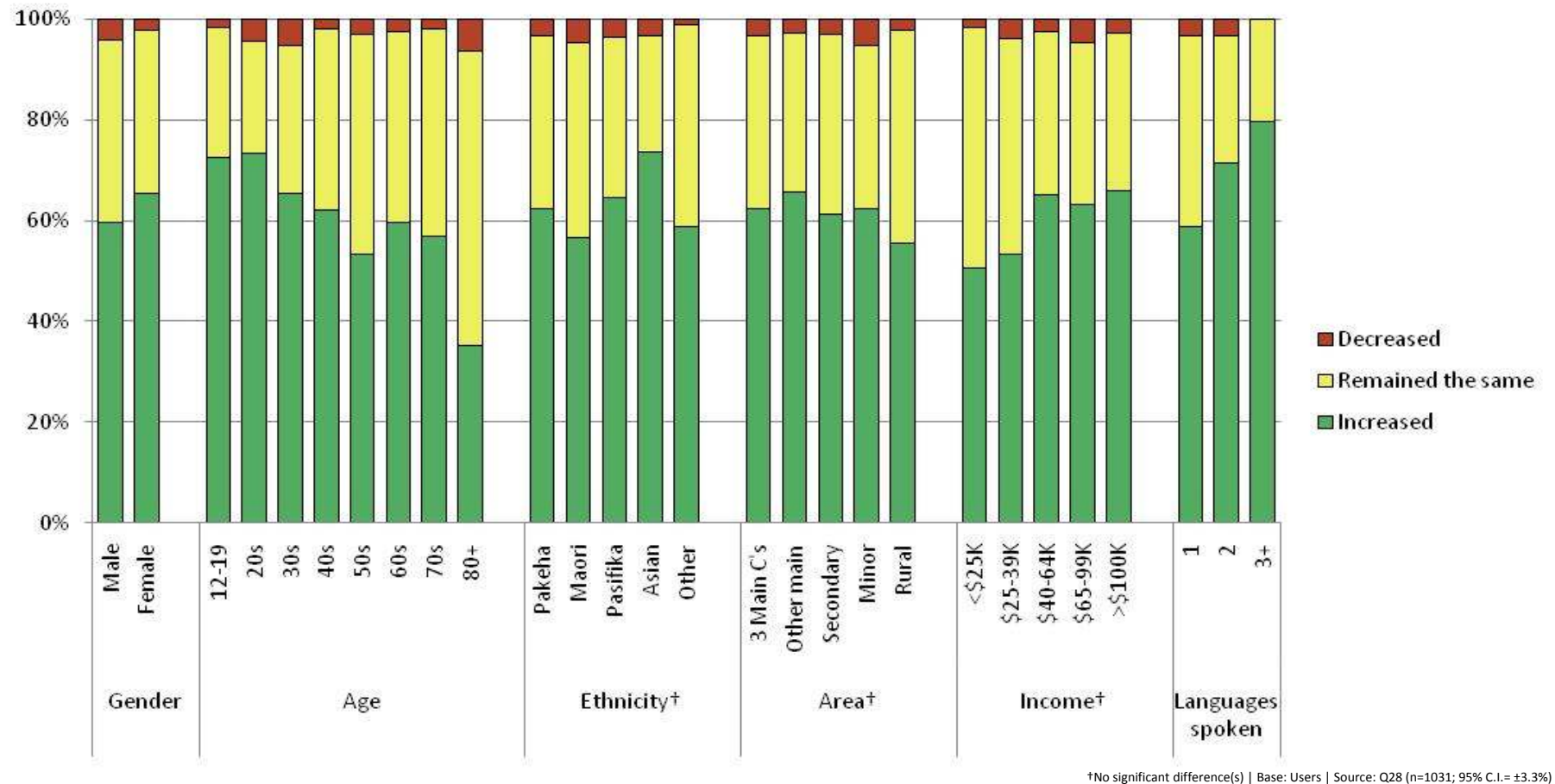
Figure 79: Meeting online friends in person



†No significant difference(s) | Base: Users who had made a friend online | Source: Q27 (n=247; 95% C.I.= ±11.8%)

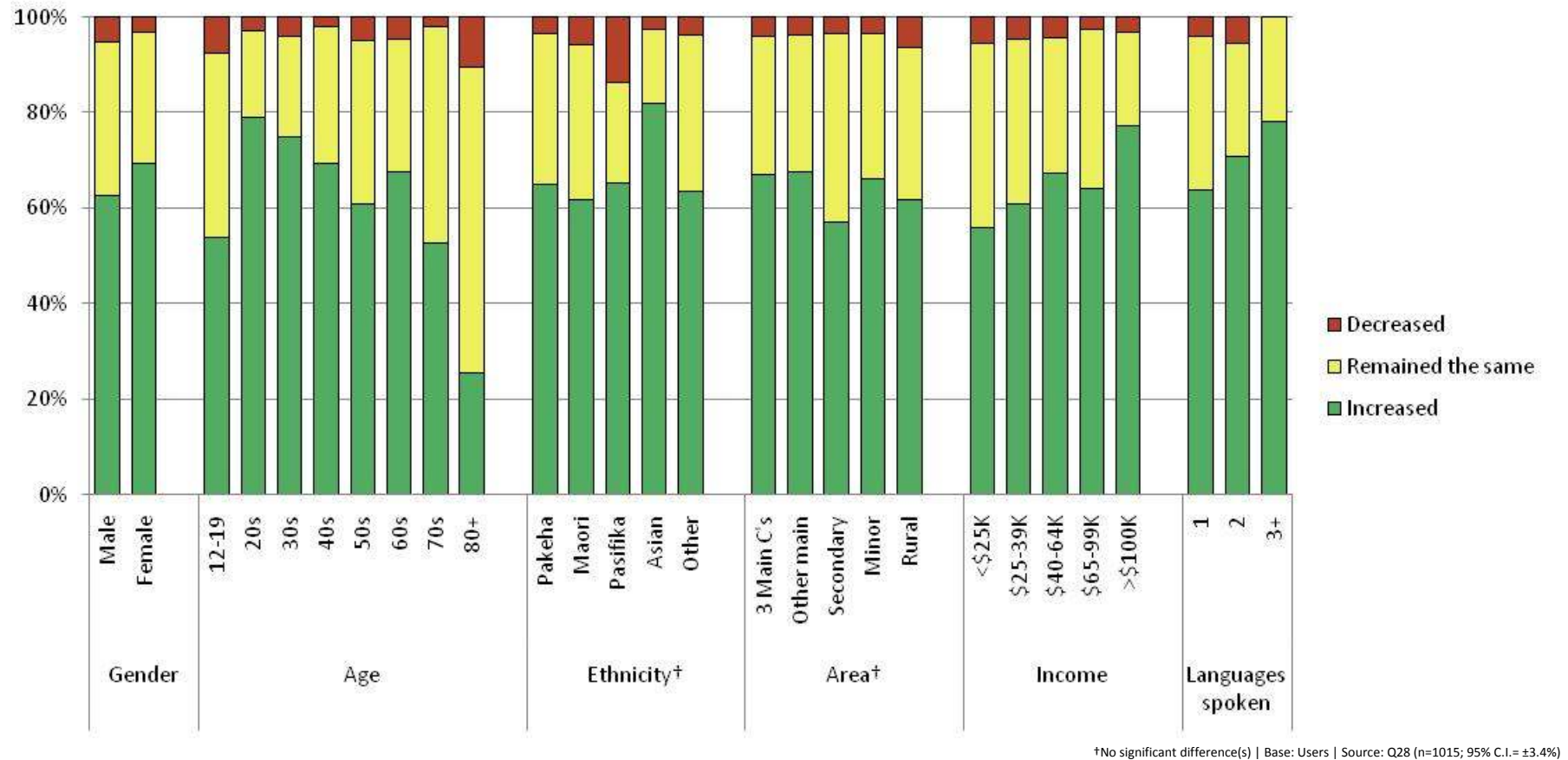
Of those who have made a friend online, just over half go on to meet those friends in person. Men (62%) are more likely than women (46%) to do this. However, the patterns with regard to age, ethnicity, area and income are less clear, with no significant differences emerging.

Figure 80: Contact with friends



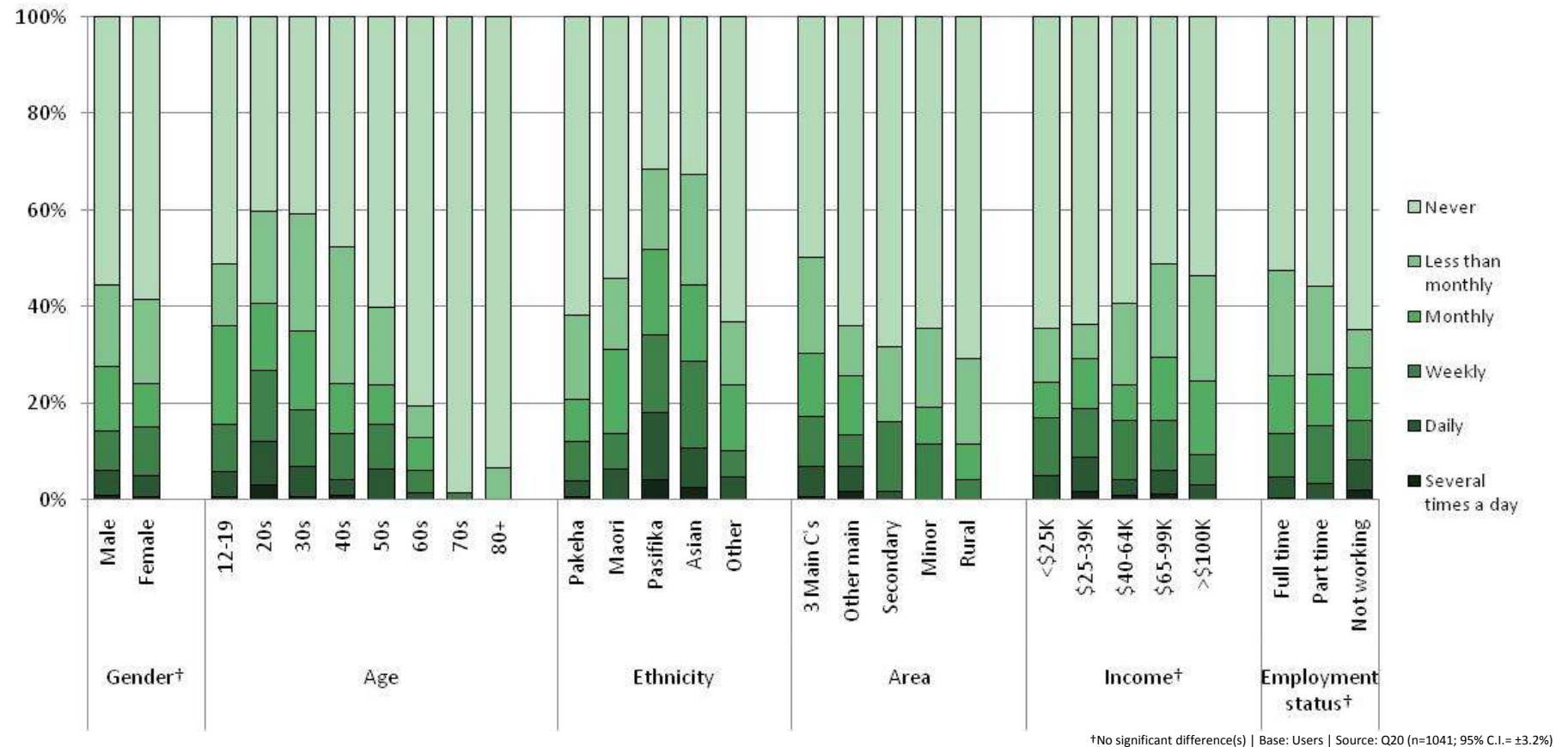
Certain groups of New Zealanders report that the Internet has increased the contact that they have with their friends. While only slightly more females (65%) than males (60%) report increased contact, there is a more noticeable difference by age. The lower age groups maintain that their contact with friends has increased and roughly 40% of those aged 12–29 say that contact has increased greatly. In contrast, for those aged over 40, only 13–18% have had a great increase in contact with friends. Interestingly, more speakers of multiple languages believe the Internet has increased their contact with friends than do monolingual New Zealanders.

Figure 81: Contact with people overseas



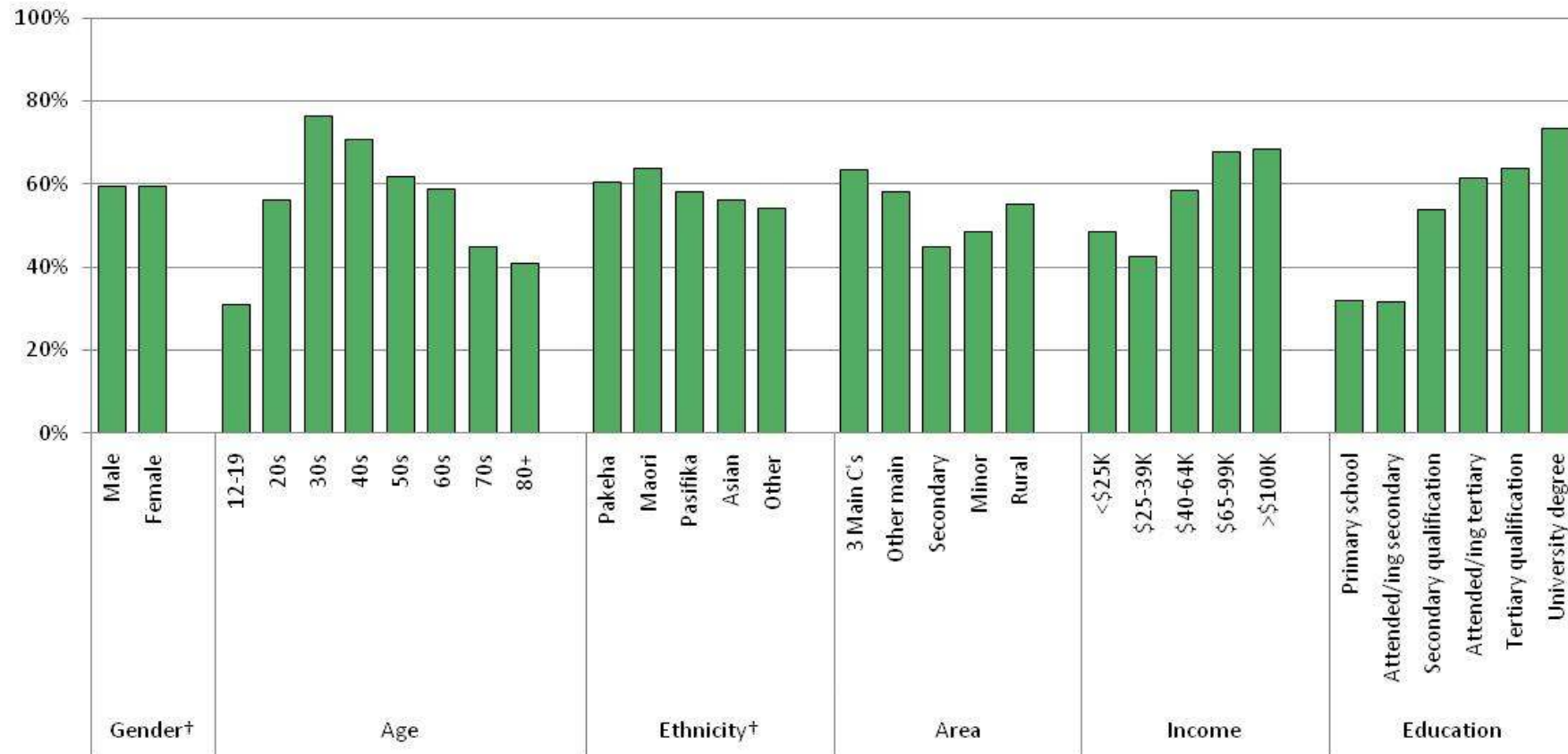
The majority of New Zealanders say that their contact with people overseas has increased through the use of the Internet. While there is a slight difference between men (63%) and women (69%), there is a more prominent difference between the young, middle and older age groups. There has been a significant increase in overseas contacts for those aged between 20 and 39 (roughly 77%), while the increase has been lesser for those aged between 12–19 (54%) and for over 80s. Those who speak multiple languages are more likely than monolinguals to believe that the Internet has increased their contact with people overseas.

Figure 82: Looking for jobs online



In light of the current global economic crisis, searching for jobs online may have become a more important activity for some New Zealanders than in years past. Both Pakeha and Maori use the Internet less frequently than Asians and Pacific Islanders in their job searches. Only 12% of Pakeha and 14% of Maori go online at least weekly to look for jobs compared with 29% of Asians and 34% of Pacific Islanders who do so. Half of all city dwellers use the Internet at least once in a while to look for jobs while only 29% of rural dwellers ever use the Internet in that way. Finally, and not surprisingly, people under the age of 50 use the Internet far more frequently than those over the age of 60 when searching for jobs. Note that there is no significant difference according to employment status.

Figure 83: Get information about government or council services

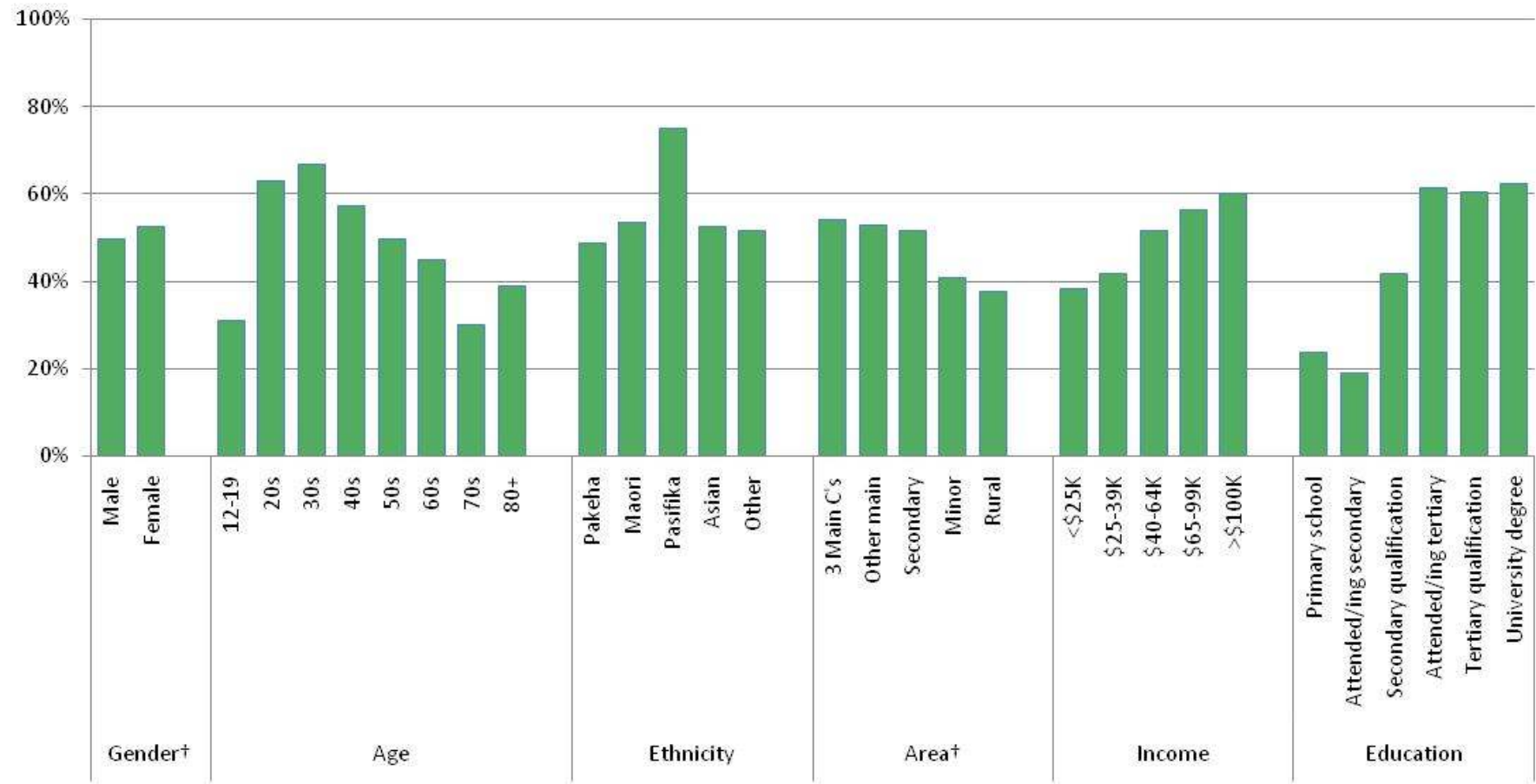


†No significant difference(s) | Base: Users | Source: Q34 (n=1038; 95% C.I. = ±3.2%)

Examining gender, income and location provided an interesting insight into the behaviour of New Zealanders seeking information about government services. The balance between males and females shows equal numbers seeking information about government services on the Internet (around 60% each). High proportions of people with an income starting at \$65K (68%) and those who live in the three main centres (64%) have sought information about government services. There is also a significant relationship between level of education and propensity to use the Internet to get information about government or council services.



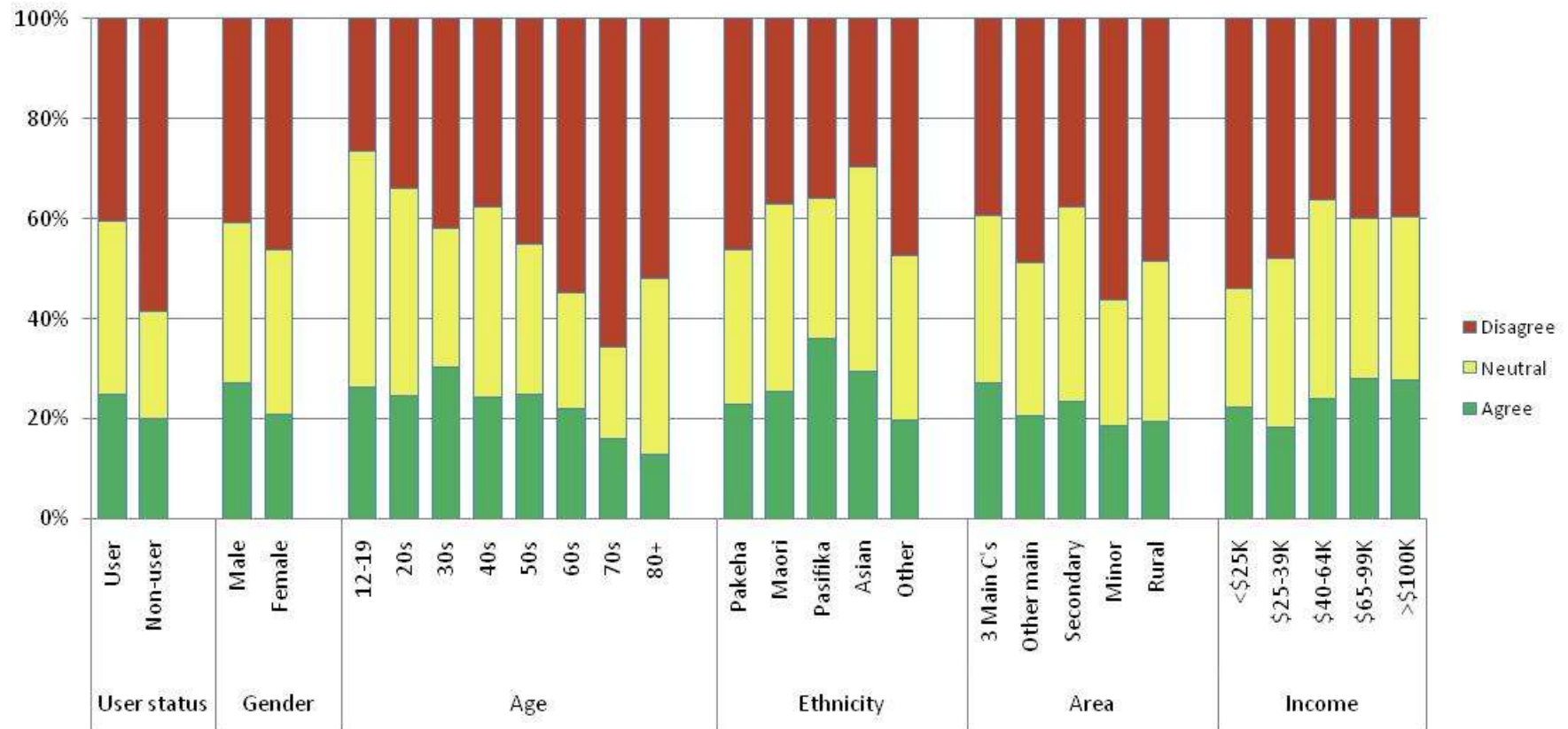
Figure 84: Use government or council services that are delivered online



†No significant difference(s) | Base: Users | Source: Q34 (n=1039; 95% C.I. = ±3.2%)

More than 50% of respondents say they use government or council services that are delivered online. New Zealanders between the ages of 20 and 49 are more likely than 70 year-olds to use the Internet for this purpose. Pasifika New Zealanders are the most likely to use online government services of the ethnic groups. More than 60% of respondents who answer 'Yes' to this question are highly educated, either studying at a tertiary institution or having a tertiary qualification.

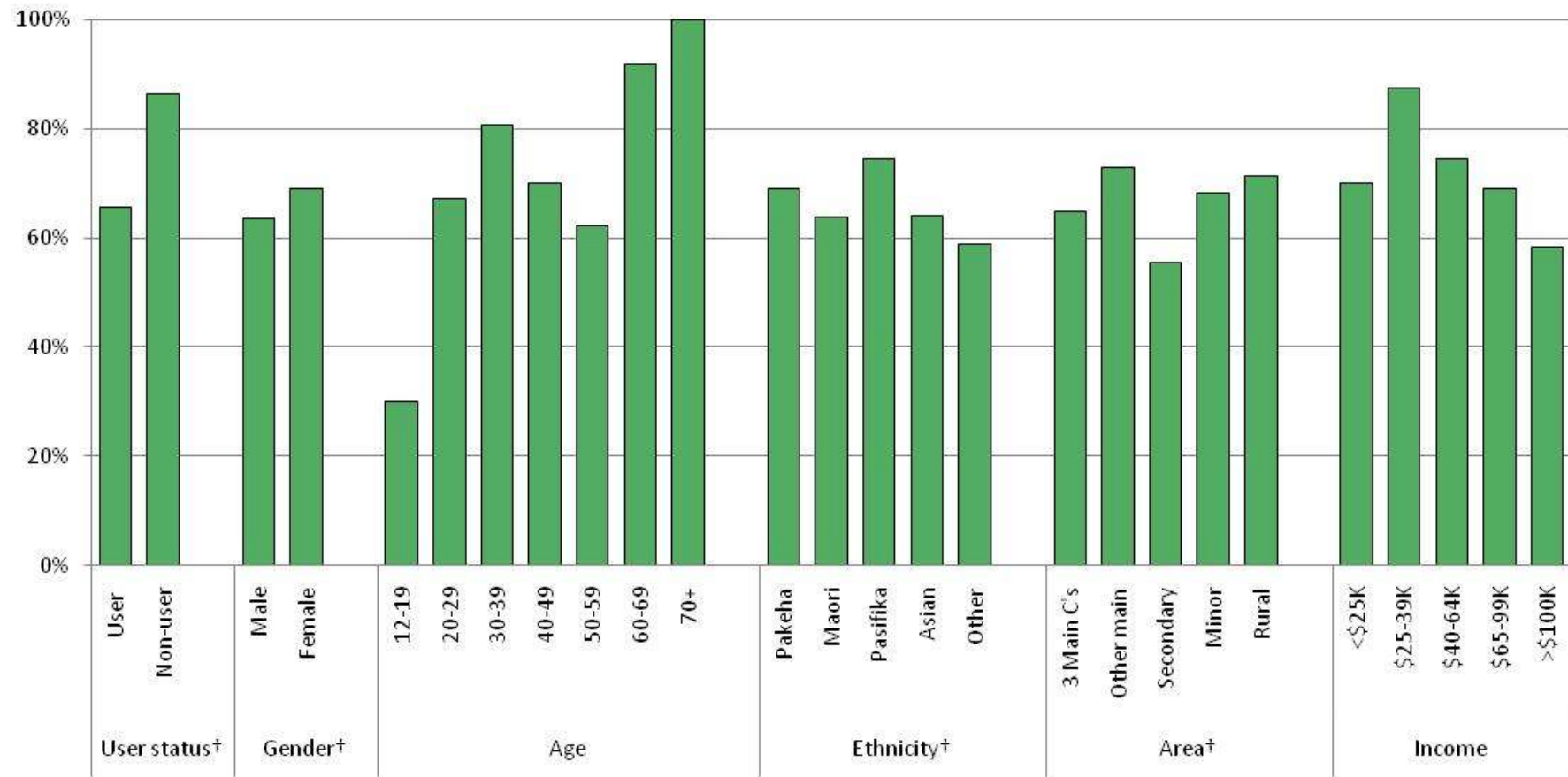
Figure 85: People like you can have more political power



Base: All respondents | Source: Q35 (n=1210; 95% C.I. = ±2.1%)

More non-users (60%) than users (25%) disagree with the statement that the Internet gives people like them more political power. The older people (particularly those above 50 years of age) are the more likely they are to disagree with the statement. Less wealthy people are also more likely to disagree with this proposition, as are females.

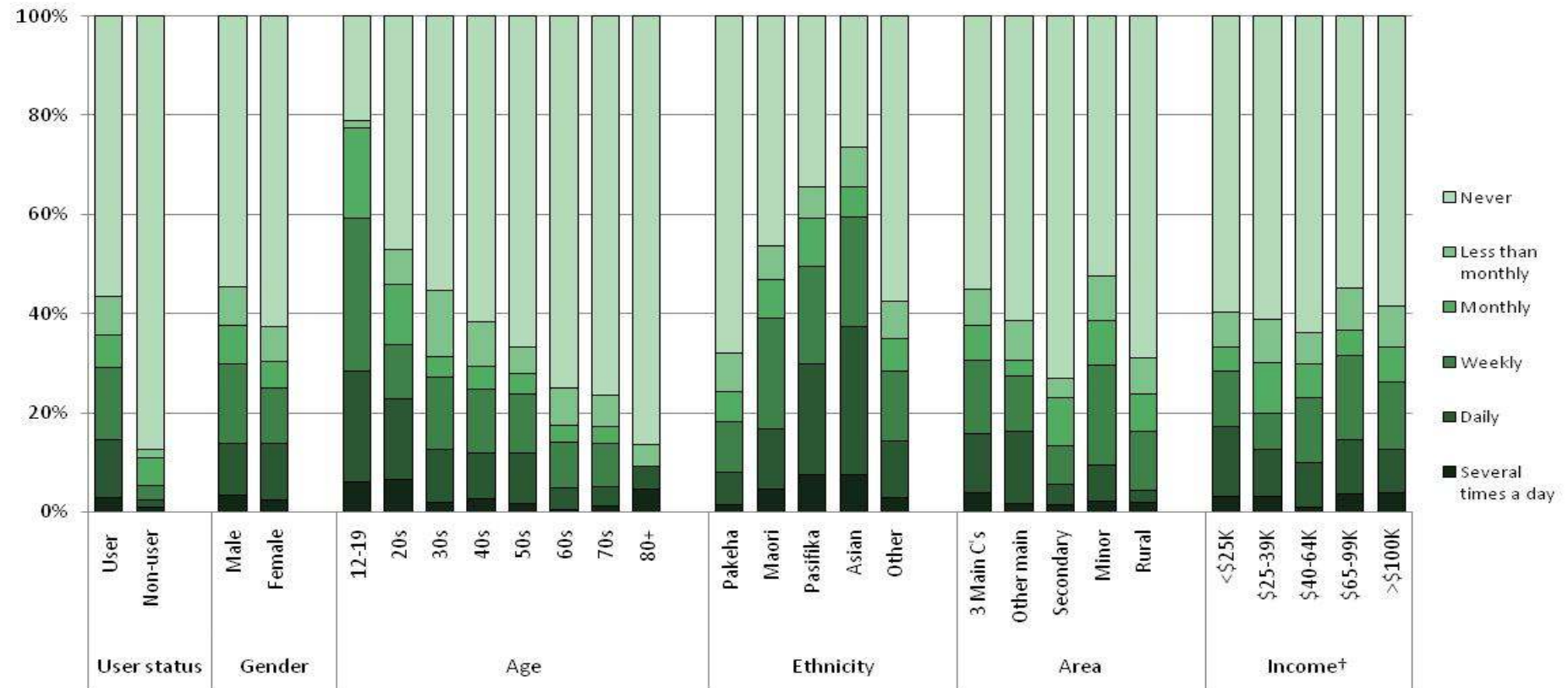
Figure 86: Have rule for children to use computer under parental control



<sup>†</sup>No significant difference(s) | Base: Respondents with children under 18 in household | Source: Q44 (n=359; 95% C.I. = ±9.0%)

In relation to having a rule about childrens' use of computers under parental control, there are significant differences across some of the main demographics measured (for example age and income), but few other differences. Roughly 60% of respondents of all ethnicities and areas have such a rule, indicating a fairly even, if not universal, approach to supervision of computer use.

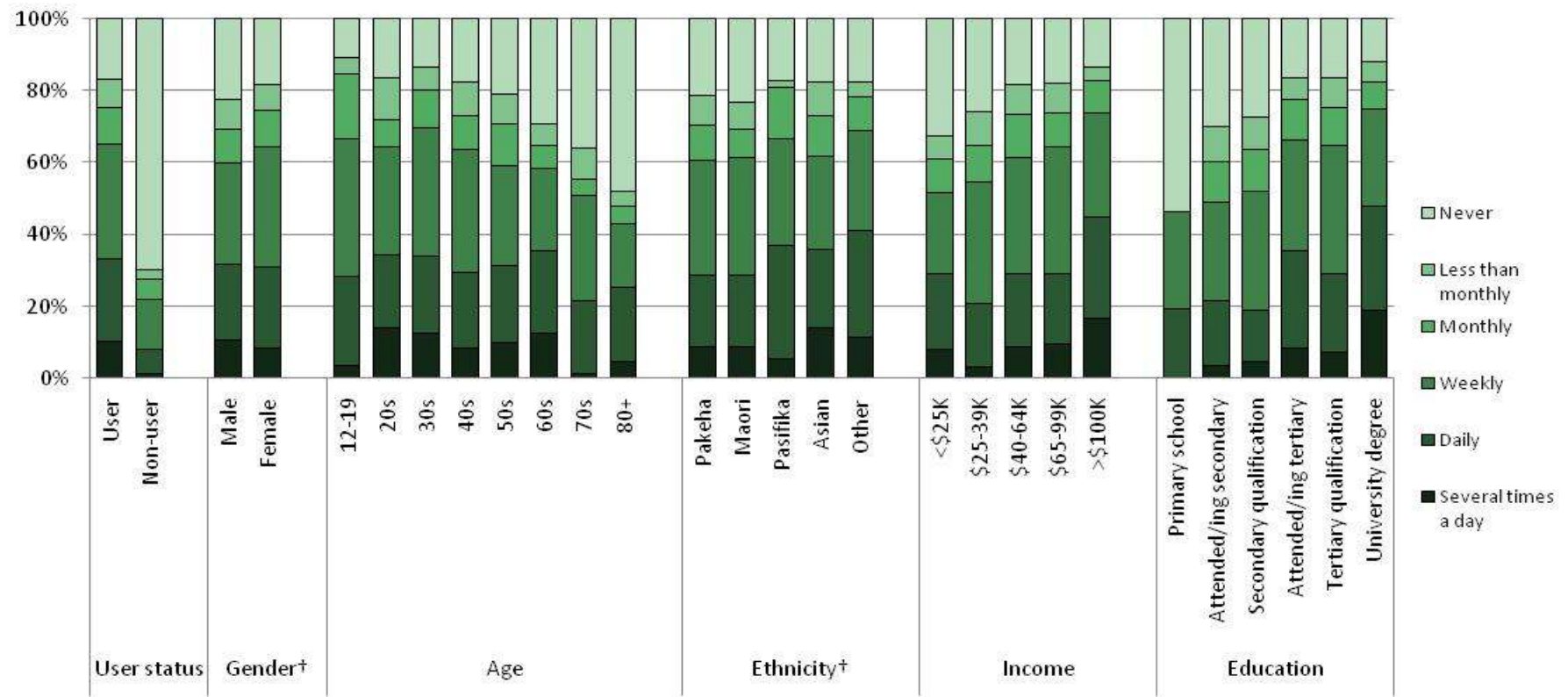
Figure 87: Frequency of offline computer use for study



†No significant difference(s) | Base: People with a computer at home | Source: Q56 (n=1098; 95% C.I. = ±2.9%)

As might be expected, Internet users use computers for study (without not on the Internet) at higher frequencies than non-users. However a small but noteworthy minority of non-users (13%) nonetheless use computers for study purposes without going online. Men are slightly more likely to use a computer for study purposes than women. A strong majority of 12–19-year-olds (77%) use computers (without using the Internet) for studying at least monthly while older age groups are progressively less likely to do this. Pakeha are significantly less likely to use a computer for study purposes than other ethnicities, with only 24% doing so at least monthly. There is also no significant difference across different income levels for this activity, with approximately 30% in all income categories doing so at least monthly.

Figure 88: Frequency of offline computer use for other tasks, e.g. word processing or photo editing



<sup>†</sup>No significant difference(s) | Base: People with a computer at home | Source: Q56 (n=1099; 95% C.I.: ±2.9%)

Again, while Internet users use computers generally at higher rates than non-users, 28% of non-users use computers for other purposes such as word processing or photo editing. While men and women do not significantly differ in this activity, young people are more likely to do so than older people. These sorts of non-Internet based computer uses are significantly more frequently done by people with higher levels of education. On a daily basis, those with a university degree are more than twice as likely to use computers in this way (47.7% at least daily) than those with a primary education only (19.4% at least daily). A similar pattern exists across different levels of income, with more wealthy people more likely to use computers (without the Internet) for word processing and photo editing.

## **Appendix – Methodology**

### **Sample design**

The design aimed at achieving a representative sample of 1250 people, aged 12 and up, across New Zealand. This involved two components:

1. recontact of those in the 2007 sample who had indicated that they were prepared to consider answering a further wave of the WIP study; and
2. a fresh sample drawn to provide adequate coverage of the remainder of the population.

The sample was therefore stratified into five strata:

1. 2007 recontacts.
2. Fresh simple random sample.
3. Three further simple random targeted booster samples within meshblocks known to have:
  - a. >30% Maori people;
  - b. >30% Pasifika people; and
  - c. >30% Asian people.

The sampling frames for both the 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 Maori, Pasifika and Asian people (often underrepresented populations) to ensure that adequate numbers of respondents will be available in these cells.

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

Exclusions: those without landlines; non-English speakers.

### **Achieved sample**

The achieved sample for the 2009 survey was 1251. One case was removed due to outlier status on most variables, indicating spurious response patterns. The final sample size was 1250.

### **Weighting**

The database was weighted to correct for departures from 2006 Statistics New Zealand Census proportions on several important parameters: household size; age (group); gender; ethnicity; and % households with phone by region. The sum of all the weights was scaled to match the sample size of 1250.

## Confidence intervals

The probabilities of selection were derived by calculating the number of households in each sampling frame and then calculating  $n(\text{cases in strata})/N(\text{households in frame})$ . Strata 1 and 2 were combined as both were products of a simple random sample. (As figures were not available for the probabilities of selection governing the 2007 booster samples (around 15% of the 2007 total sample), this was ignored and the 2007 recontacts were assumed to be obtained from a simple random sample).

The sample frames for the targeted samples (strata 3–5) were established by:

1. Taking the number of households that could have been called (provided by Phoenix Research – who bought a random sample of numbers from meshblocks identified by 2006 Census data with >30% in the target ethnic group).
2. Reducing this by the national proportion of households without access to a telephone.
3. Calculating the proportion between  $n(\text{cases in strata})/N(\text{households in frame})$ .
4. The resulting probabilities were entered into SPSS Complex Samples – which associates the entered probabilities with the strata identification variable.

The impact of this was tested on a number of variables and the expected small inflations of the confidence intervals were observed.

The precision of estimated weighted proportions can be assessed using indicative confidence intervals. For all respondents ( $n=1250$ ) sampled, 95% confidence intervals varied from approximately  $\pm 1.8\%$  on small percentages (under 30%) to around 2.0% on larger percentages (in the 30–70% range). For the users subset ( $n=1121$ ), 95% confidence intervals varied from approximately  $\pm 3.2\%$  on small percentages (under 30%) to around 3.7% on larger percentages (in the 30–70% range).

## Recoding

Several variables used in the analysis presented in this report were recoded to provide better clarity:

Industry was recoded to combine certain industries and move some into other services:

- Mining added to Agriculture, Fishing and Forestry;
- Electricity, gas etc. added to 'Other services';
- Wholesale and Retail trade combined;
- Financial and insurance services combined with Rental, hiring and real estate services to become Financial, insurance and property services;
- Public administration moved into new 'Other' category;
- Arts and recreation services moved into 'other services'.

Time-use variables captured in hours and minutes were combined into a new variable having a decimal form of hours. E.g. 3 hours, 30 minutes = 3.5 hours.

## Response rates

The overall sample comprises about half recontact, just under one quarter fresh and then under 10% each for the three target samples.

For each sample the proportion found to be invalid phone numbers was about 20%, higher for the recontact sample where the phone numbers were two years old.

The response rate for the recontact was 70%, and between 20–25% for the other samples. Refusals were highest within the fresh sample at just over half, and lower (at about 40%) for the three target samples, although these latter meshblocks are where the highest proportion with language difficulties were found. ‘Hard’ refusals were extended by ‘soft callbacks’ which ran at about 5% and by non-contacts at about 10%.

The response data presented here exclude those calls still in process (‘not resolved’) at the time the sample was completed.

**Table 1:** Strata status details

Sample	Total resolved	Total valid	% Valid	Completed	% Share of sample	% Response rate
Fresh	1619	1366	84.37	293	23.42	21.45
Recontact	1168	896	76.71	629	50.28	70.20
Target 1	691	547	79.16	115	9.19	21.02
Target 2	506	405	80.04	99	7.91	24.44
Target 3	648	516	79.63	115	9.19	22.29
Total	4632	3730	80.53	1251	100.00	33.54

**Table 2:** Strata non-completion details

Sample	% Refused	% Soft callback	% No contact	% Language barrier
Fresh	51.20	5.71	10.54	1.61
Recontact	16.35	2.46	6.14	1.00
Target 1	43.27	7.31	14.26	2.74
Target 2	39.13	6.91	12.84	6.91
Target 3	43.52	4.84	9.50	8.72
Total	38.84	5.17	10.13	3.19