



New Zealand's Internet Insights 2022

A KANTAR PUBLIC RESEARCH REPORT
DECEMBER 2022

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Background and approach

This is the latest yearly survey conducted for InternetNZ to identify and understand the public's use of the Internet, what they think about it and any concerns they may have. It also measures awareness of InternetNZ and what New Zealanders' perceive as its role.



We surveyed 1,001 New Zealanders aged 18+ online.

Respondents were sourced from Kantar Public's online consumer panels.



A combination of pre-survey quotas and post survey weighting is used to ensure results are representative of all New Zealanders by age, gender, region, and ethnicity*.

Throughout the report we use the term "New Zealanders" to refer to the total survey sample, i.e., New Zealanders who are online. As people completed the survey 'online' they are therefore not representative of all New Zealanders' usage and views towards the Internet.



Fieldwork was conducted from 7th – 14th November, 2022.

$$\text{M.E.} = \sqrt{\frac{0.25}{n}} \times 1.96$$

The maximum margin of error on the total group n=1,001 is +3.1% at the 95% confidence interval.



This survey has been conducted yearly since 2018. However, in 2018 we spoke to consumers, businesses, and consumers who also manage or own a business, whereas from 2019 we spoke to "consumers" in general (whether or not they also own a business). Due to this change in sample definition the consumer only 2018 results included in this report should be treated with caution.

Individual percentages do not always sum to the 'net' or 100% due to rounding.

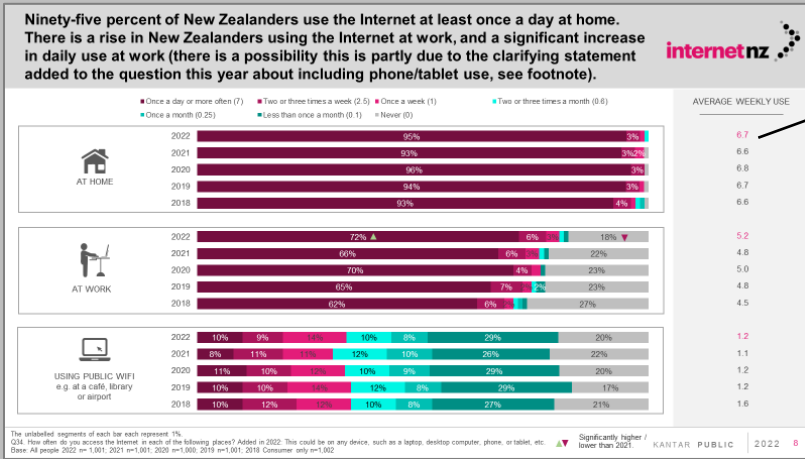
*Ethnicity is included from 2021.

Key findings



Key take outs₍₁₎

Use of the Internet

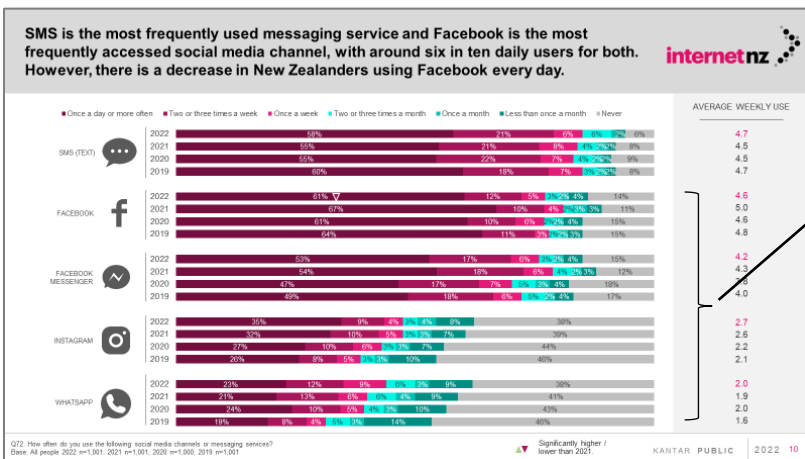


There continues to be extremely high, frequent **home** use of the Internet amongst New Zealanders in our survey: 99% use it once a week or more often at home.

There is an increase in New Zealanders using the Internet at **work** this year, and the frequency with which they do so: 72% use it daily, compared to 66% in 2021. This may in part be due to a clarification statement which was added this year (“*This could be on any device, such as a laptop, desktop computer, phone, or tablet, etc.*”), meaning people whose work is predominately away from computers are more likely to consider Internet access on personal devices, etc.

There continues to be an upward trend in New Zealanders having fibre Internet connections at home (64% in 2022, compared to 62% in 2021, and 58% in 2020). Some groups of New Zealanders are less likely than average to have home access to fibre: those living in the North Island outside the two main cities, those with lower household incomes, and/or with a long-term disability or impairment that makes it more difficult to do everyday tasks.

Use of social media



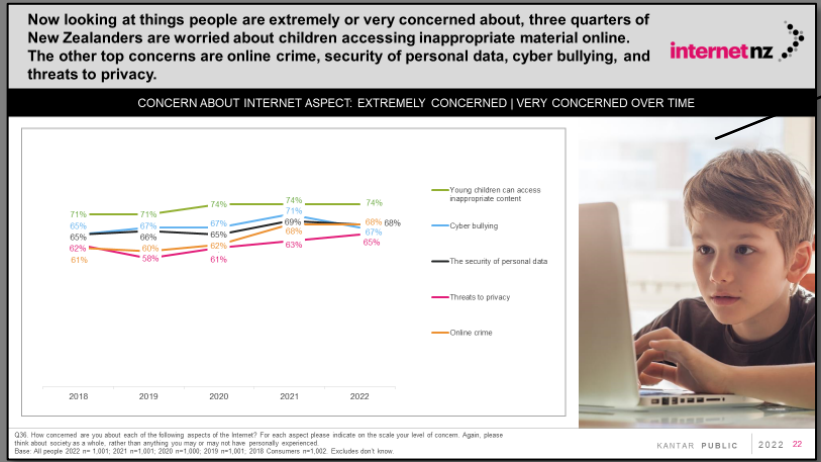
New Zealanders preferred social media platforms remain those owned by Meta. However, although it is still the most popular, daily use of Facebook has declined to 2020 levels (61% use it once a day or more often, compared with 67% in 2021). Although it is still outside the top 5, TikTok has the largest increase in daily use across the social media platforms we included (14% use it daily, compared to 10% in 2021).

The most popular social media platforms are:

- 1 Facebook: 61% use it daily (67% in 2021)
- 2 Facebook Messenger: 53% use it daily (54% in 2021)
- 3 Instagram: 35% use it daily (32% in 2021)

In addition, 58% use text to keep in touch at least daily.

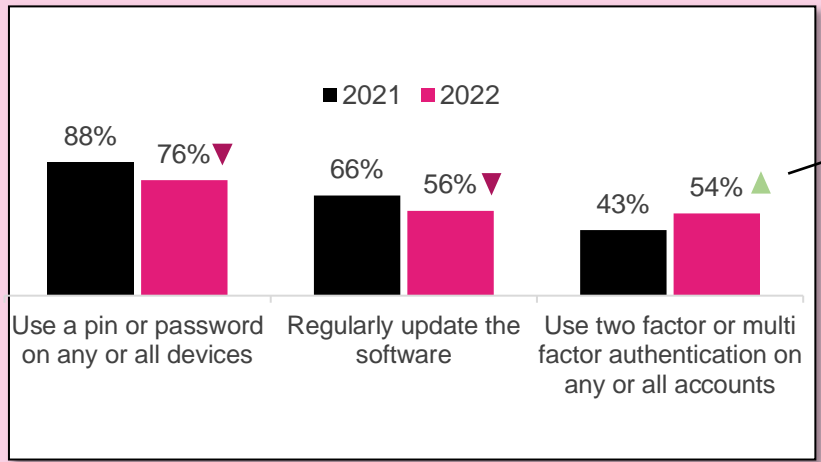
Key take outs (2)



The top five things New Zealanders are concerned about (either extremely or very concerned) in regards to the Internet are:

1. Young children accessing inappropriate content: 74% (also the top concern in 2021)
2. Security of personal data (68%)
3. Online crime (68%)
4. Cyber bullying (67%)
5. Threats to privacy, e.g., location tracking (65%).

Furthermore, people are **significantly more likely** to be **extremely concerned** about people becoming socially or physically isolated from each other compared to last year (19%, compared with 15% in 2021).

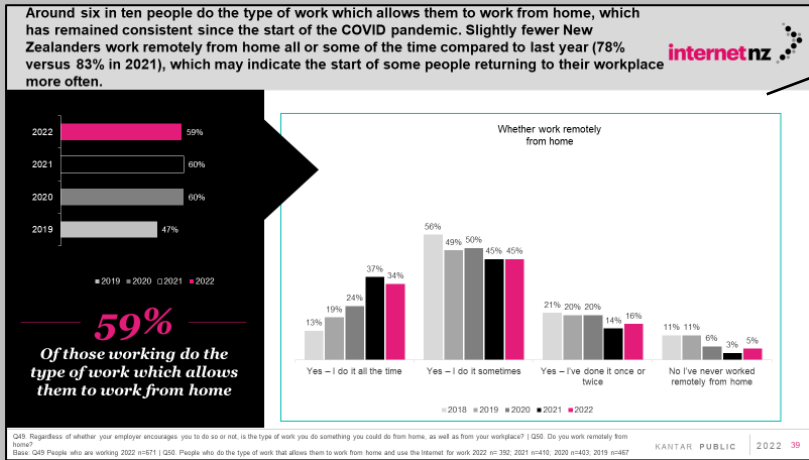


There appears to be a shift in how New Zealanders are protecting themselves online: although still the two most popular approaches, significantly fewer people are using a pin/password or regularly updating software compared to 2021, while significantly more are using two/multi factor authentication.

Furthermore, 65% of New Zealanders have decided not to use an online service because of security or privacy concerns in the last year (in line with 2021, at 66%).

Overall, four in ten New Zealanders know where to report something they've seen on the Internet which is concerning or harmful. Of these people, 47% would go to the police, followed by 34% going to Netsafe.

Key take outs₍₃₎



Overall, around six in ten working New Zealanders do the type of job that allows them to work from home (in line with results since the beginning of the COVID pandemic). Fifty-four percent of those that can would like to work from home more often. The main barriers stopping them are:

1. Having to work in the office for a certain amount of time / on particular days (50%)
2. Needing to be a work for face-to-face meetings (24%)
3. Their employer doesn't encourage working from home (21%).

Fifty-three percent of working New Zealanders who do the type of job which allows them to work from home would consider moving somewhere else in New Zealand if they could relocate their current job (a significant increase from 45% in 2021). The main reasons they would relocate are:

1. Better lifestyle (57%)
2. More affordable lifestyle (54%)
3. More affordable housing (50%).

How do New Zealanders use the Internet?

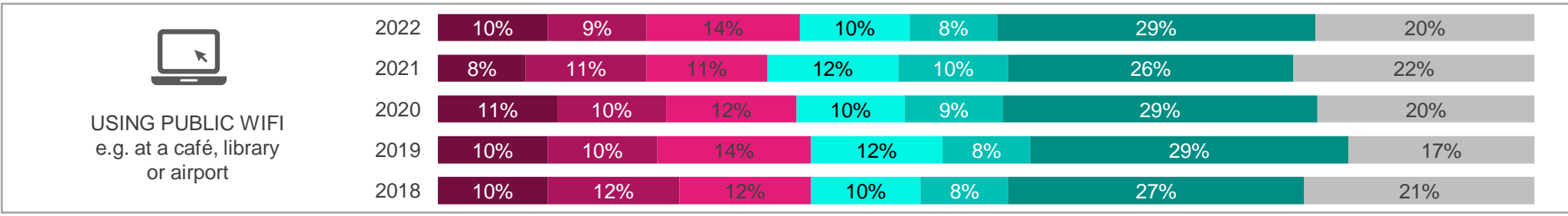
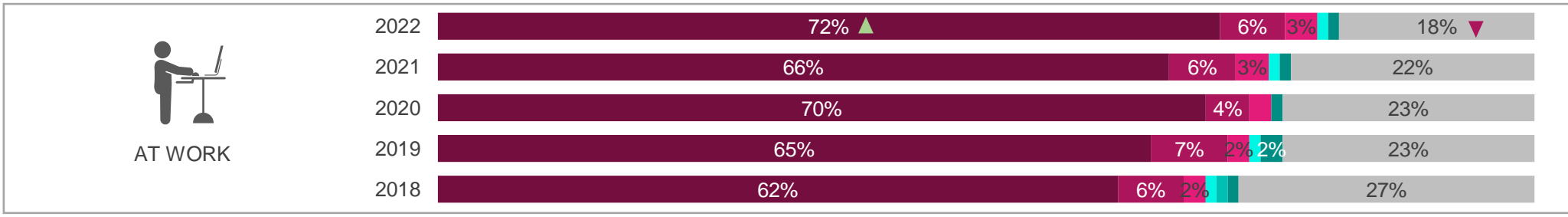
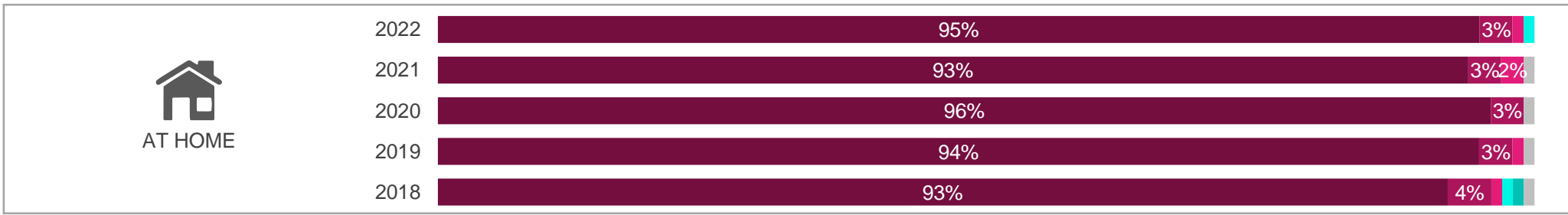


Ninety-five percent of New Zealanders use the Internet at least once a day at home. There is a rise in New Zealanders using the Internet at work, and a significant increase in daily use at work (there is a possibility this is partly due to the clarifying statement added to the question this year about including phone/tablet use, see footnote).



■ Once a day or more often (7)
 ■ Two or three times a week (2.5)
 ■ Once a week (1)
 ■ Two or three times a month (0.6)
 ■ Once a month (0.25)
 ■ Less than once a month (0.1)
 ■ Never (0)

AVERAGE WEEKLY USE



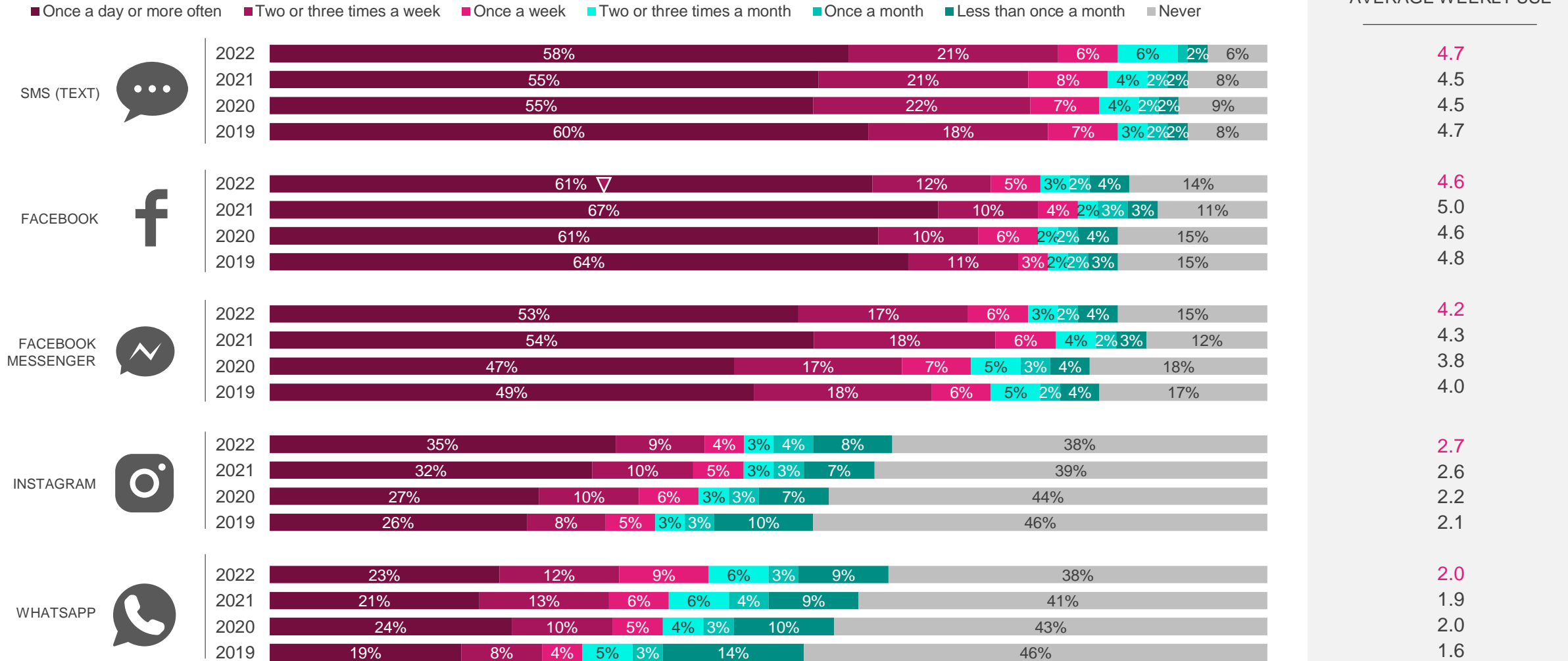
The unlabelled segments of each bar each represent 1%.

Q34. How often do you access the Internet in each of the following places? Added in 2022: This could be on any device, such as a laptop, desktop computer, phone, or tablet, etc.

Base: All people 2022 n= 1,001; 2021 n=1,001; 2020 n=1,000; 2019 n=1,001; 2018 Consumer only n=1,002

▲ ▼ Significantly higher / lower than 2021.

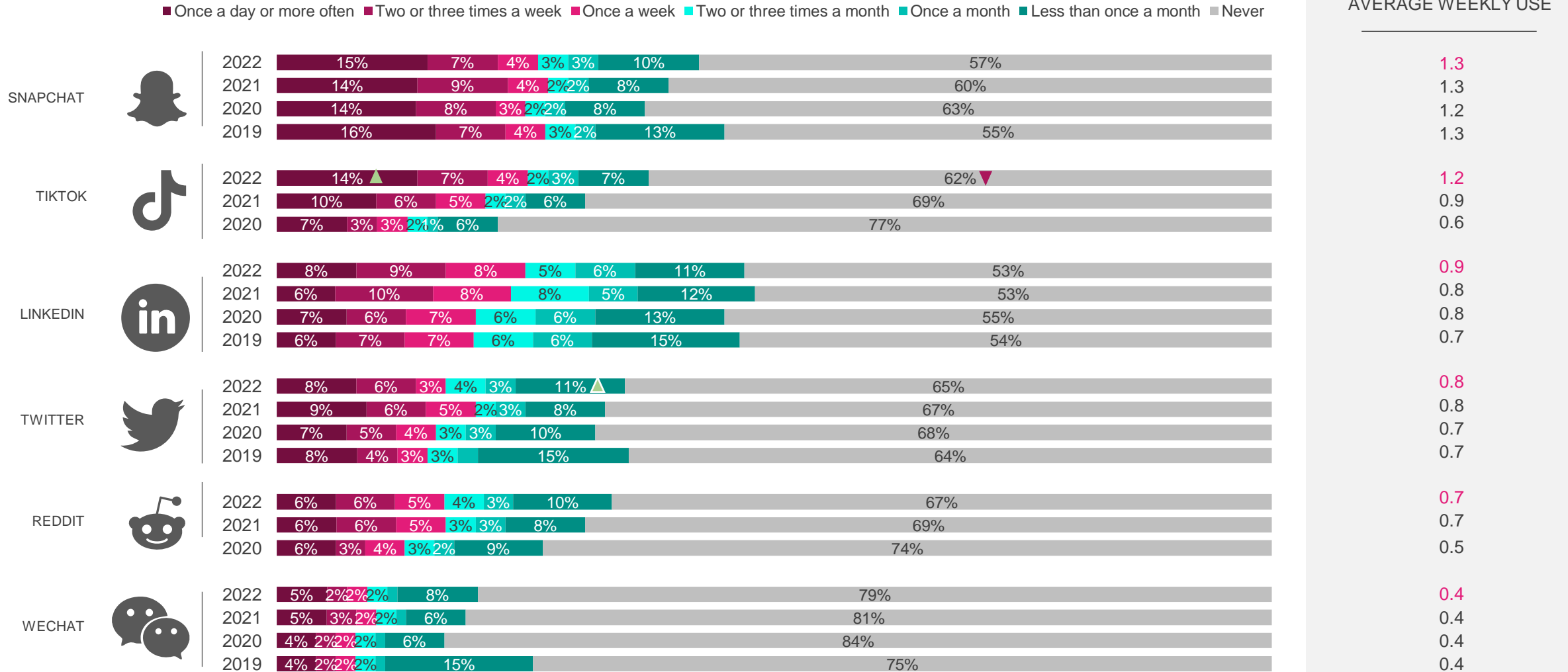
SMS is the most frequently used messaging service and Facebook is the most frequently accessed social media channel, with around six in ten daily users for both. However, there is a decrease in New Zealanders using Facebook every day.



Q72. How often do you use the following social media channels or messaging services?
 Base: All people 2022 n=1,001; 2021 n=1,001; 2020 n=1,000; 2019 n=1,001

Significantly higher / lower than 2021.

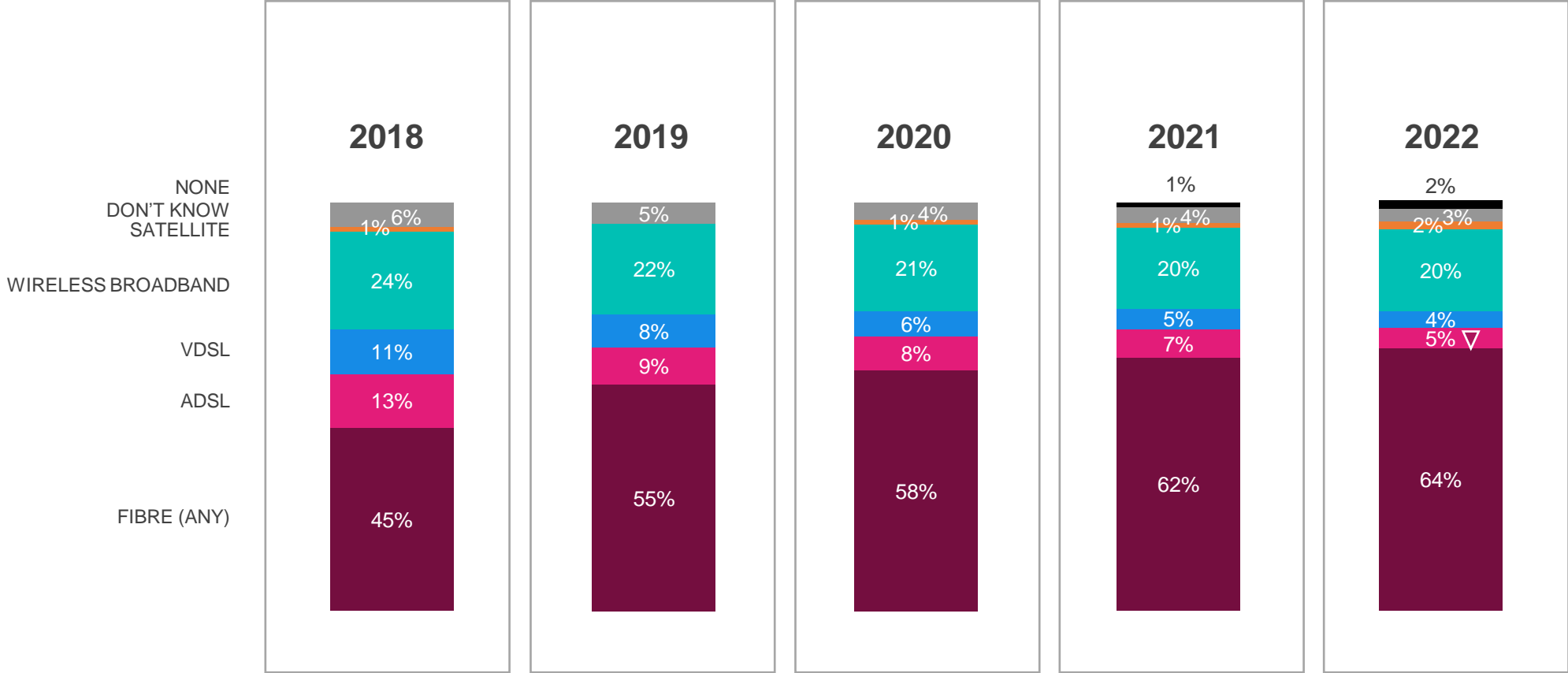
TikTok has the largest increase in daily use since last year.



The unlabelled segments of each bar, each represent 1%.
 Q72. How often do you use the following social media channels or messaging services?
 Base: All people 2022 n=1,001; 2021 n=1,001; 2020 n=1,000; 2019 n=1,001

▲ ▼ Significantly higher / lower than 2021.

In terms of their Internet connection, there continues to be an upward trend in New Zealanders having fibre connections in their home.

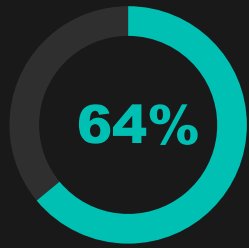


Q63. Which type of Internet connection do you have at home?
 Base: Consumers who access the Internet at home 2022 n=997; 2021 n=989; 2020 n=992, 2019 n=988; 2018 n=993

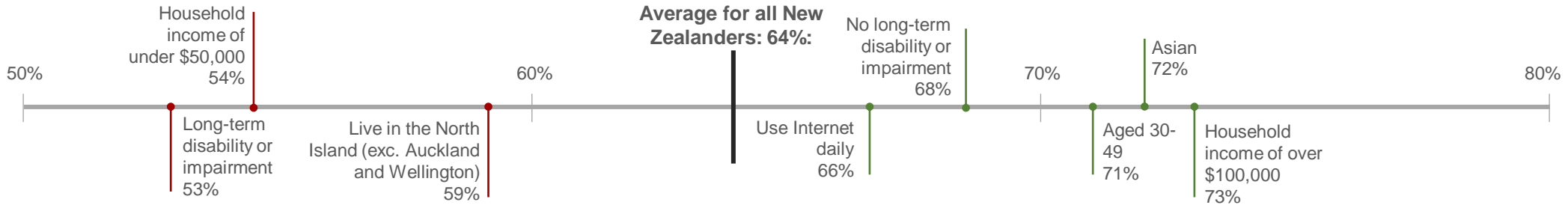
▲ ▽ Significantly higher / lower than 2021.

New Zealanders with lower household incomes, living in the North Island outside the two main cities, and/or with a long-term disability or impairment that makes it more difficult to do everyday tasks are less likely to have a fibre Internet connection.

FIBRE (ANY)

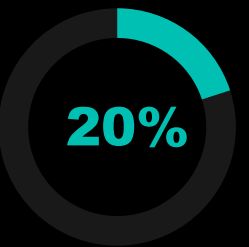


New Zealanders who have a household income less than \$50,000, those with a long-term disability and those who live in the North Island outside Wellington and Auckland are less likely than average to have a fibre Internet connection.

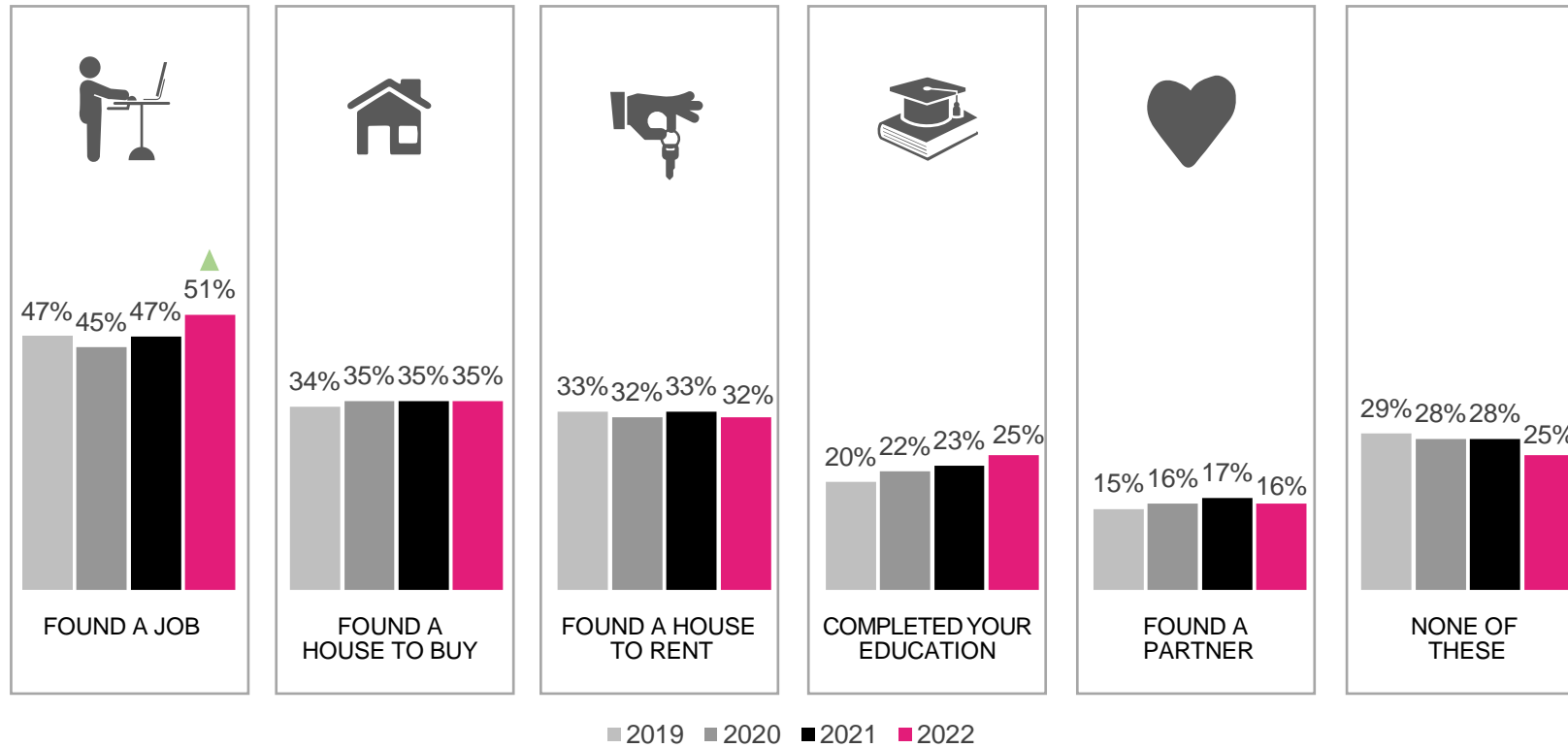


The following groups are less likely than average to have wireless broadband: aged 18 – 29 years; people with a household income over \$100,000.

WIRELESS BROADBAND



People are more likely to have found a job online compared to last year.



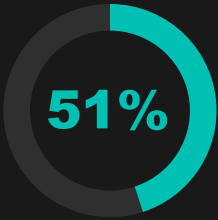
■ 2019 ■ 2020 ■ 2021 ■ 2022

Q73. Which of the following have you done online?
 Base: All people 2022 n=1,001; 2021 n=1,001; 2020 n=1,000, 2019 n=1,001

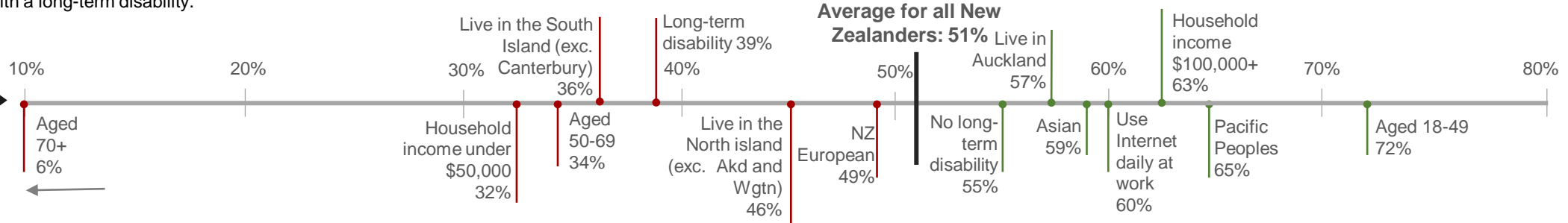
▲▼ Significantly higher / lower than 2021.

In general, older New Zealanders, those with a lower household income, and/or those with a long-term disability are less likely to use the Internet to find a job, a home to buy, or a house to rent than New Zealanders on average.

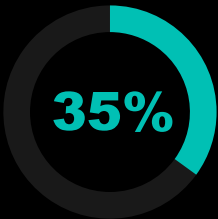
FOUND A JOB



The following groups are less likely than average to have found a job online: older New Zealanders; those who live outside the main cities, those with a household income under \$50,000, and those with a long-term disability.



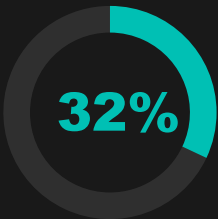
FOUND A HOUSE TO BUY



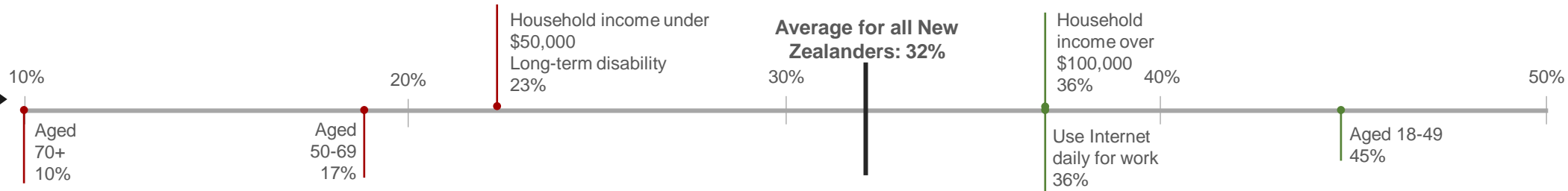
Older and younger (possibly due to lifestage and not having bought a house yet) New Zealanders, Māori, those with a long-term disability, and those with a household income <\$50,000 are less likely than average to have found a house to buy online.



FOUND A HOUSE TO RENT



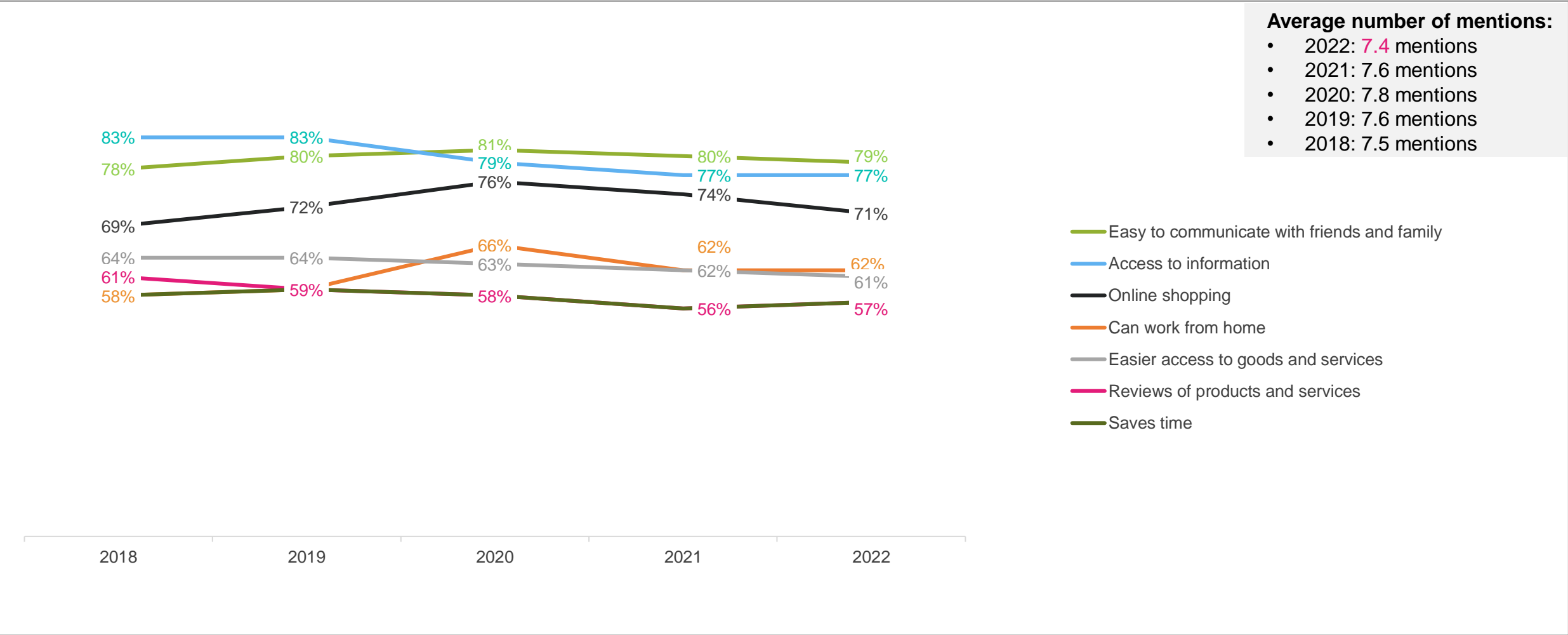
The following groups are less likely than average to have found a house to rent online: older New Zealanders; those with a long-term disability; those with a household income <\$50,000.



What are the benefits of the Internet?



There's three key social benefits New Zealanders perceive the Internet provides: it facilitates easy communication with friends and family, provides access to information, and enables online shopping. Online shopping and enabling working from home are trending down from the peaks at the start of the COVID pandemic.



Q35. Which of the below do you think are the key benefits of the Internet? Please think about the key social benefits, regardless of whether or not you personally use the Internet for this reason.

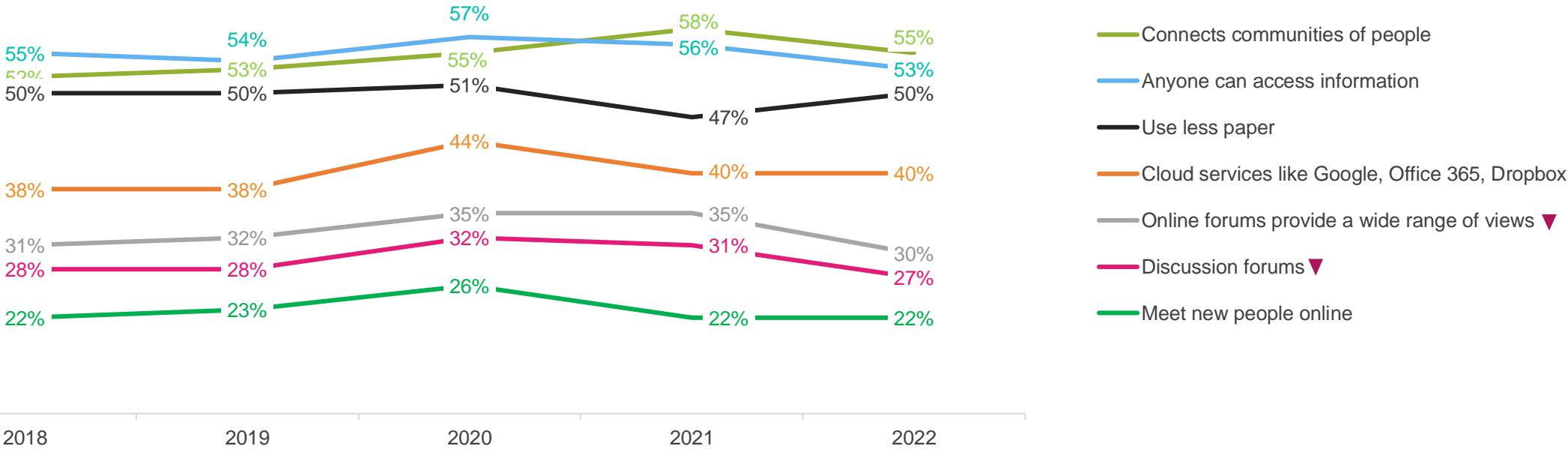
Base: All people 2022 n=1,001; 2021 n=1,001; 2020 n=1,000; 2019 n=1,001; 2018 n=1,859

Compared to last year, New Zealanders are less likely to perceive forums as being some of the Internet's key social benefits – either for providing a wide range of views or facilitating discussion.



Average number of mentions:

- 2022: 7.4 mentions
- 2021: 7.6 mentions
- 2020: 7.8 mentions
- 2019: 7.6 mentions
- 2018: 7.5 mentions

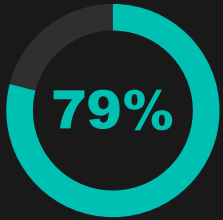


▲ ▼ Significantly higher / lower than 2021.

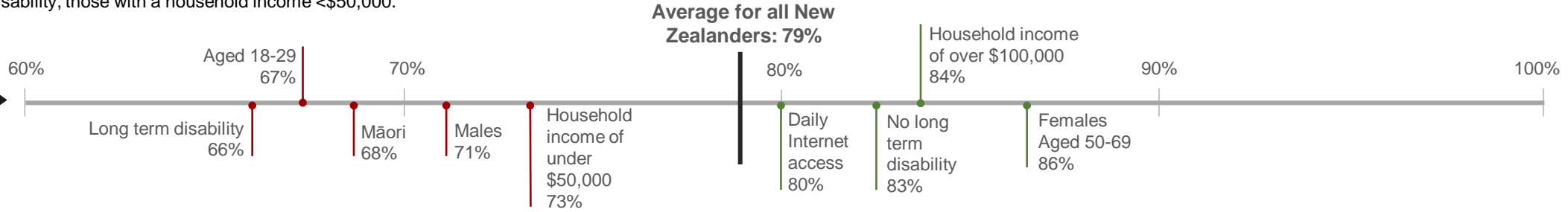
Q35. Which of the below do you think are the key benefits of the Internet? Please think about the key social benefits, regardless of whether or not you personally use the Internet for this reason.
 Base: All people 2022 n=1,001; 2021 n=1,001; 2020 n=1,000; 2019 n=1,001; 2018 n=1,859

Younger New Zealanders are less likely than average to perceive the key benefits of the Internet (may be because they've never known any differently).

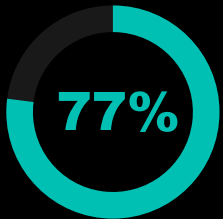
EASY TO COMMUNICATE



The following groups are less likely than average to say 'easy to communicate with friends/family' is a key benefit of the Internet: younger New Zealanders, men, Māori, those living with a long-term disability, those with a household income <\$50,000.



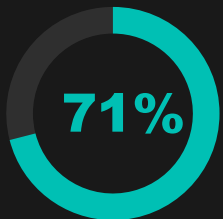
ACCESS TO INFORMATION



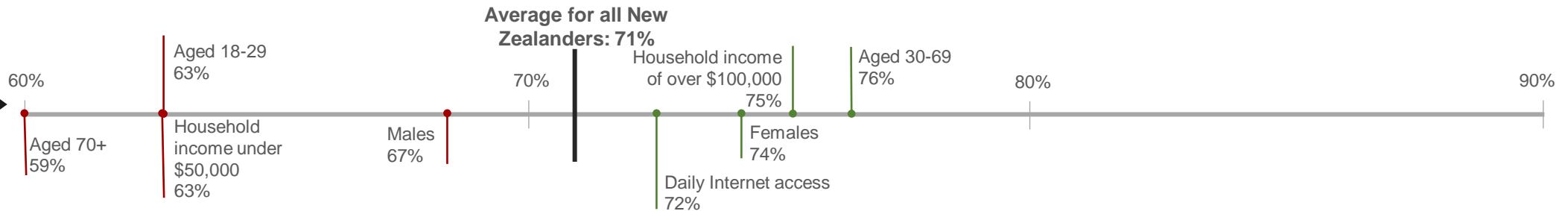
The following groups are less likely than average to say 'access to information' is a key benefit of the Internet: younger New Zealanders; those with a long term disability, those with a household income \$50-\$100K.



ONLINE SHOPPING



The following groups are less likely than average to say 'online shopping' is a key benefit of the Internet: younger and older New Zealanders; men, those in household that makes less than \$50,000.



Q35. Which of the below do you think are the key benefits of the Internet? Please think about the key social benefits, regardless of whether or not you personally use the Internet for this reason.

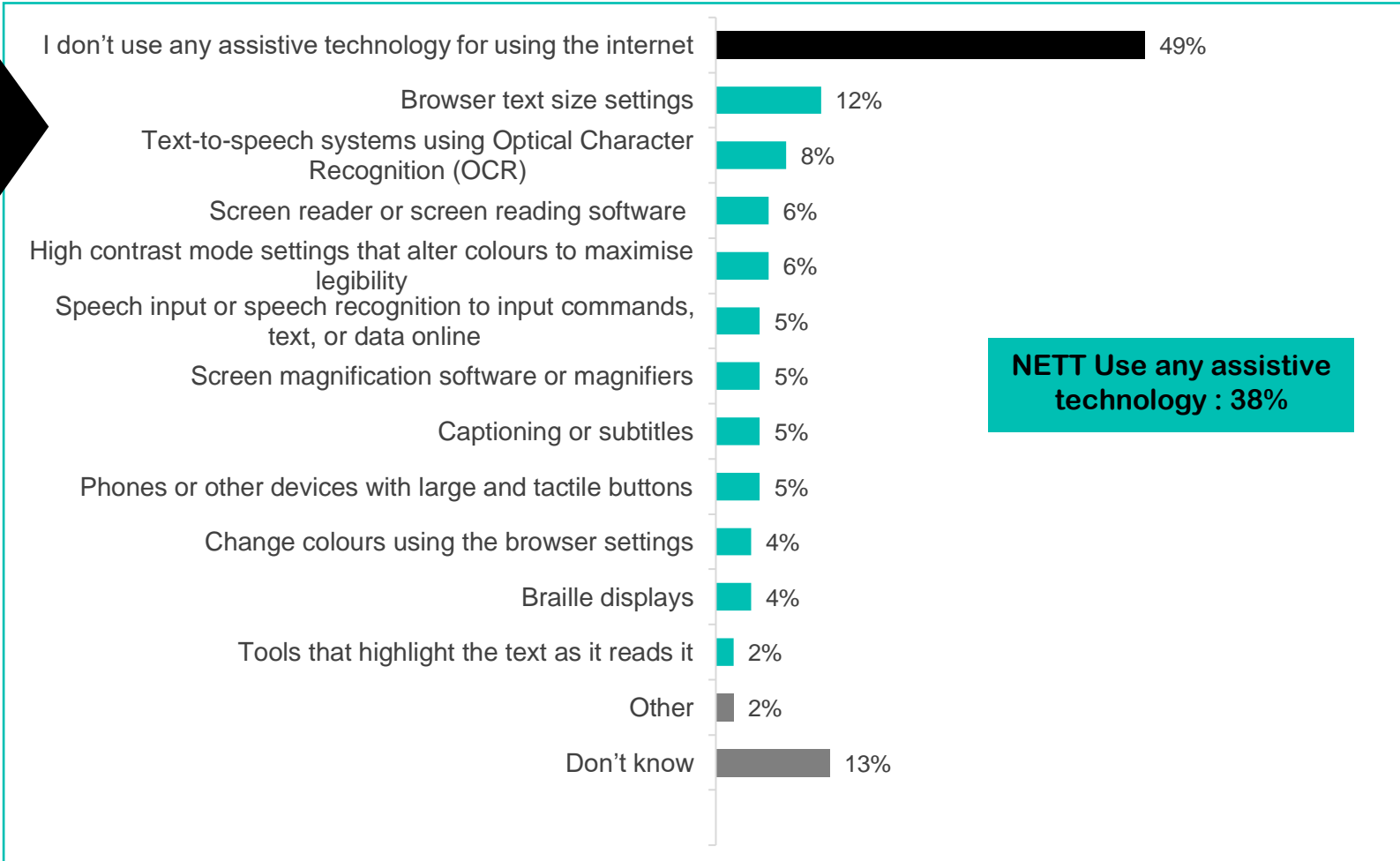
Base: All people 2022 n=1,001

Overall, 16% of New Zealanders in our survey have a long-term disability or impairment. Of these, 38% use a range of assistive technology while on the internet.



16%

Of people have a long-term disability or impairment that makes it difficult to do everyday tasks



Q84. Do you have a long-term disability or impairment (lasting six months or more) that makes it more difficult for you to do everyday tasks, that other people find easy? | Q85. And what, if any, assistive technology do you use when using the internet? For example, equipment, hardware, or software. Base: Q49 All people 2022 n=1,001 | Q50. People with long term disability 2022 n=166

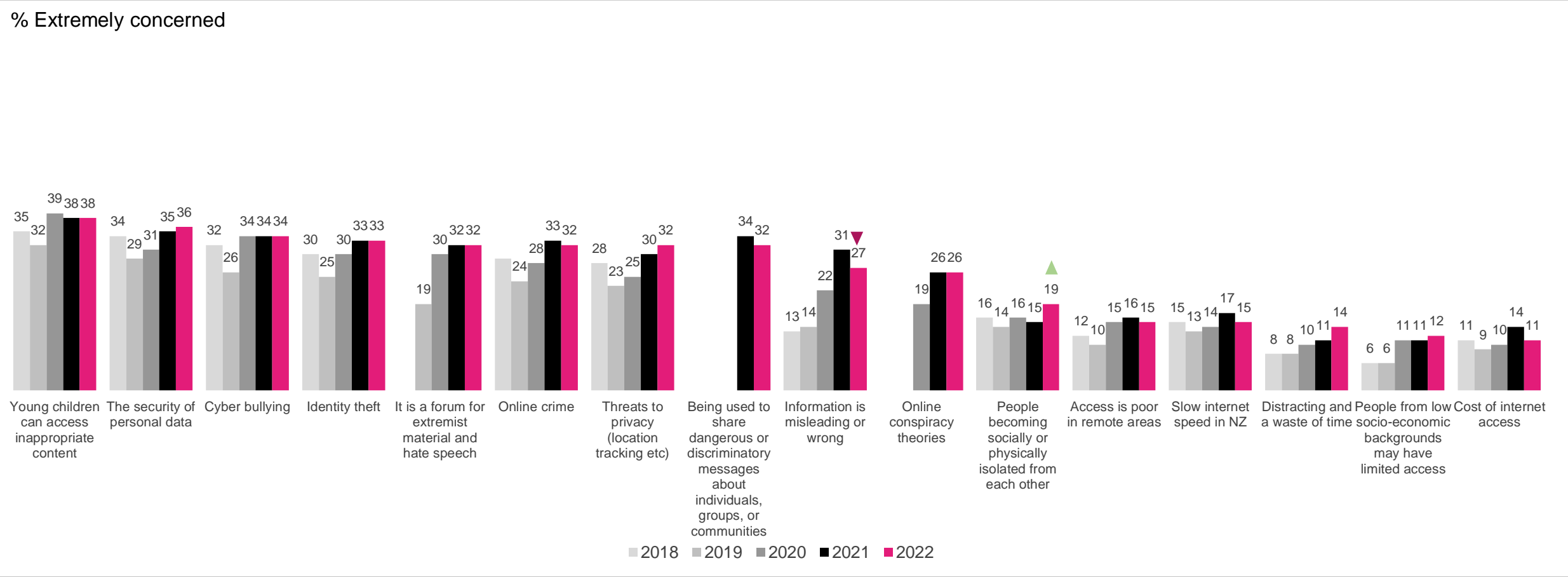
What are New Zealanders concerned about?



The number one concern about the Internet continues to be it enables young children to access inappropriate content. There is also an upward trend in people being extremely concerned about personal data security and threats to privacy.



CONCERN ABOUT INTERNET ASPECT: EXTREMELY CONCERNED

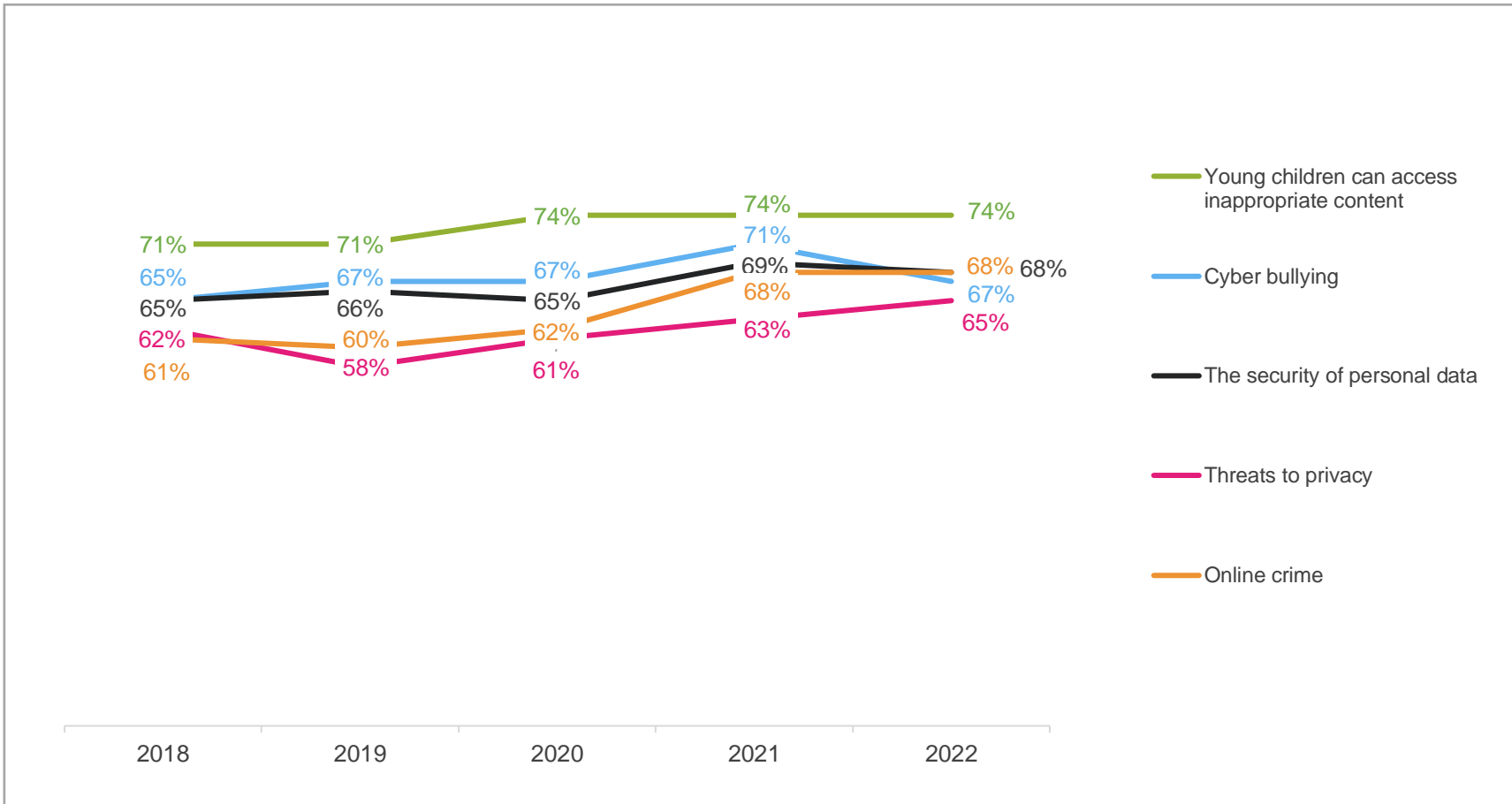


Q36. How concerned are you about each of the following aspects of the Internet? For each aspect please indicate on the scale your level of concern. Again, please think about society as a whole, rather than anything you may or may not have personally experienced. Base: All people 2022 n= 1,001; 2021 n=1,001; 2020 n=1,000; 2019 n=1,001; 2018 Consumers n=1,002. Excludes don't know. *Statement updated to include "e.g., Misinformation" in 2021

▲▼ Significantly higher / lower than 2021

Now looking at things people are extremely or very concerned about, three quarters of New Zealanders are worried about children accessing inappropriate material online. The other top concerns are online crime, security of personal data, cyber bullying, and threats to privacy.

CONCERN ABOUT INTERNET ASPECT: EXTREMELY CONCERNED | VERY CONCERNED OVER TIME

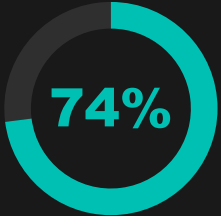


Q36. How concerned are you about each of the following aspects of the Internet? For each aspect please indicate on the scale your level of concern. Again, please think about society as a whole, rather than anything you may or may not have personally experienced.

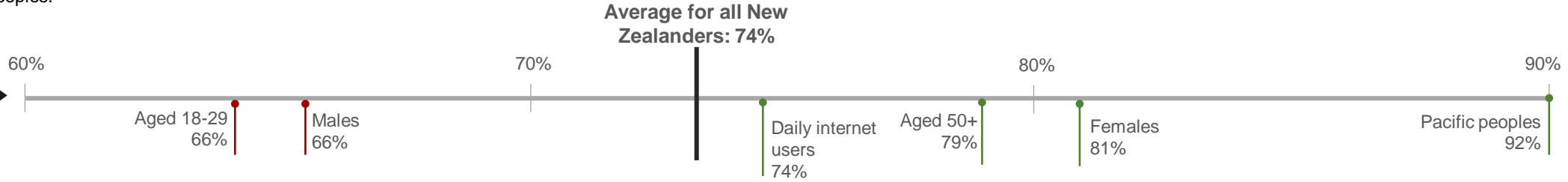
Base: All people 2022 n= 1,001; 2021 n=1,001; 2020 n=1,000; 2019 n≈1,001; 2018 Consumers n≈1,002. Excludes don't know.

In general, older New Zealanders, women, and Pacific peoples are more concerned about the top-rated concerns of the Internet compared to New Zealanders on average.

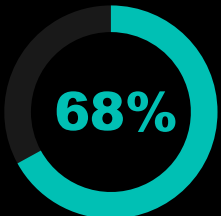
YOUNG CHILDREN CAN ACCESS INAPPROPRIATE MATERIAL



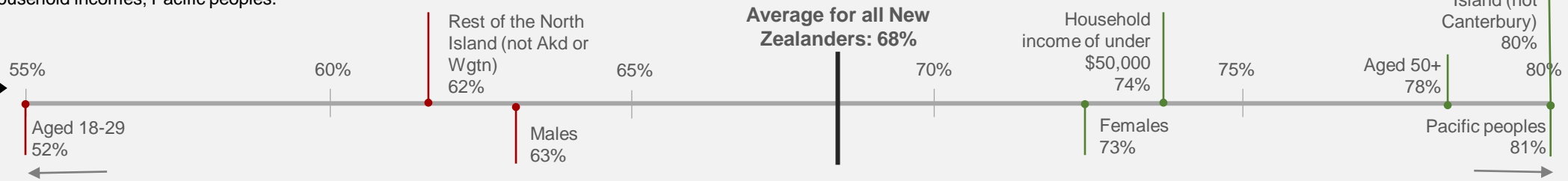
The following groups are more likely than average to be extremely / very concerned that young children can access inappropriate material on the Internet: older New Zealanders; women; Pacific peoples.



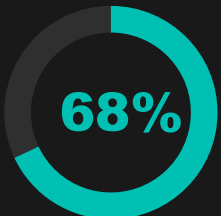
ONLINE CRIME



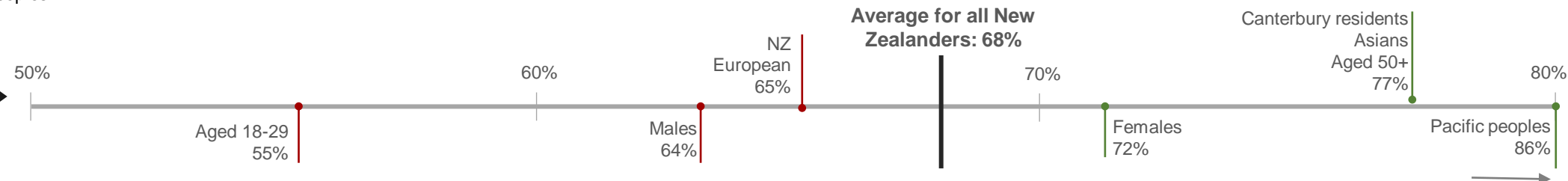
The following groups are more likely than average to be extremely / very concerned about online crime on the Internet: older New Zealanders; women; those with lower household incomes; Pacific peoples.



SECURITY OF PERSONAL DATA



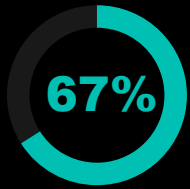
The following groups are more likely than average to be extremely / very concerned about security of personal data on the Internet: older New Zealanders; women; Canterbury residents; Asians; Pacific peoples.



Q36. How concerned are you about each of the following aspects of the Internet? For each aspect please indicate on the scale your level of concern. Again, please think about society as a whole, rather than anything you may or may not have personally experienced.
Base: All people 2022 n=1,001. Excludes don't know.

In general, older New Zealanders, women, and Pacific peoples are more concerned about the top-rated concerns of the Internet compared to New Zealanders on average (cont'd).

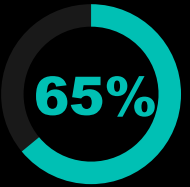
CYBER BULLYING



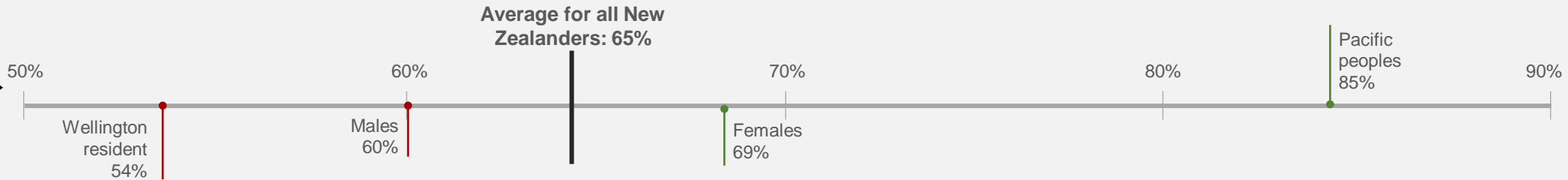
The following groups are more likely than average to be extremely / very concerned about cyber bullying: older New Zealanders; women; Pacific peoples.



THREATS TO PRIVACY

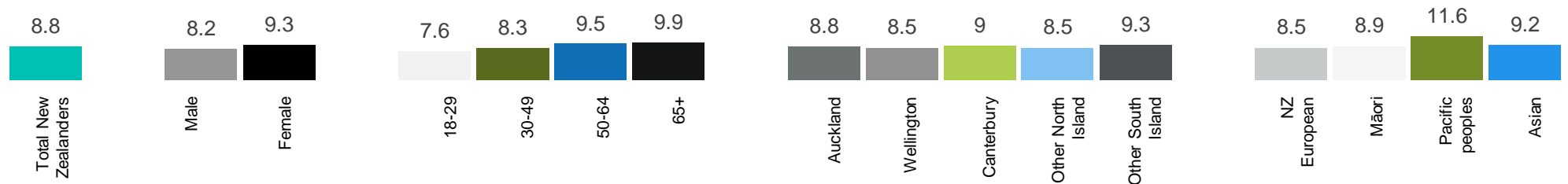


The following groups are more likely than average to be extremely / very concerned about threats to privacy: women; Pacific peoples.



AVERAGE NUMBER OF CONCERNS PER GROUP

The following groups have a slightly larger number of concerns about the Internet in general: women; older New Zealanders; Pacific peoples; those living in the SI excluding Canterbury.



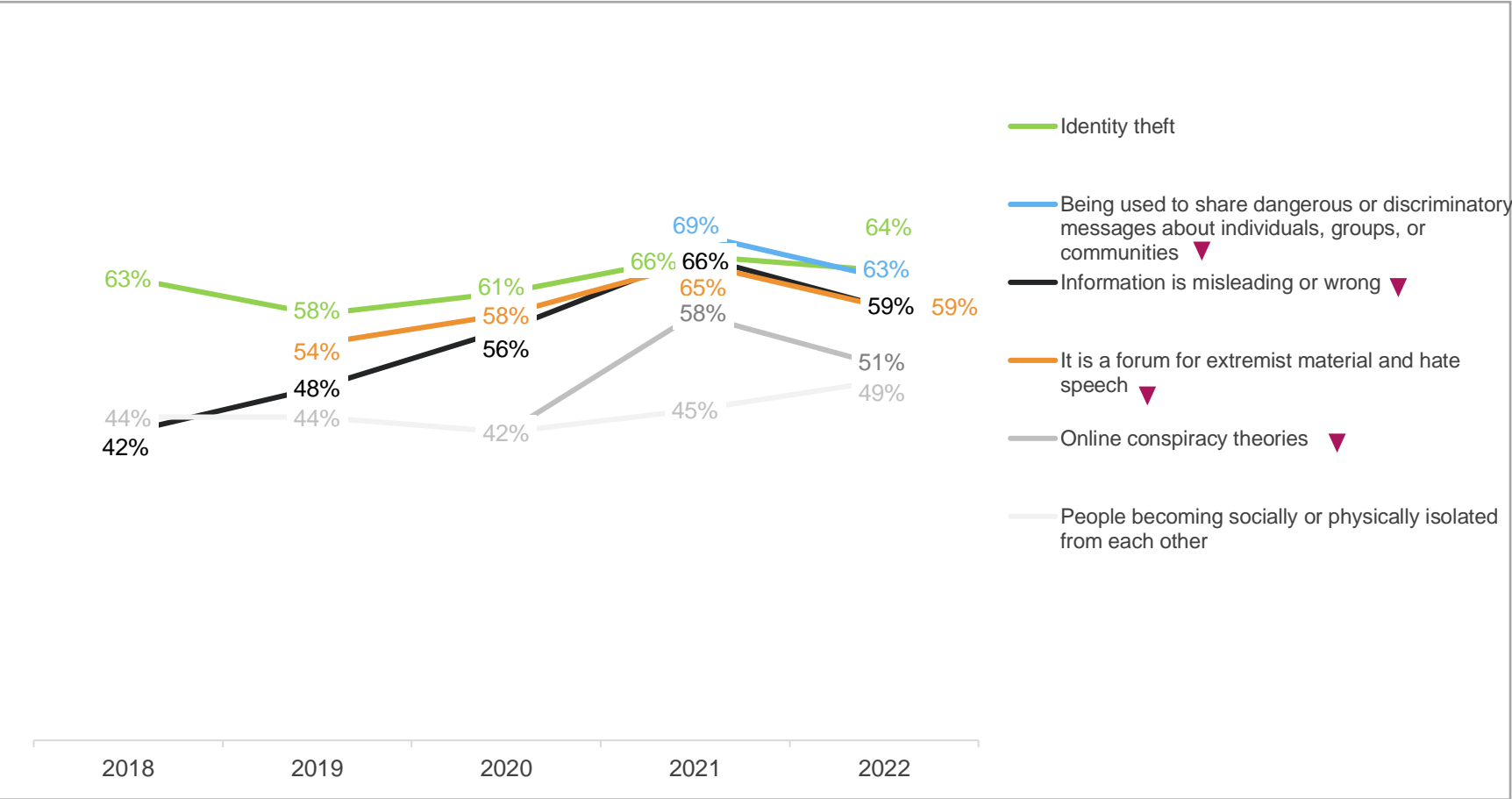
Extremely concerned | Very concerned

Q36. How concerned are you about each of the following aspects of the Internet? For each aspect please indicate on the scale your level of concern. Again, please think about society as a whole, rather than anything you may or may not have personally experienced.

Base: All people 2022 n=1,001. Excludes don't know.

There is a significant decrease in being concerned about sharing dangerous or discriminatory messages, “misinformation”, being a forum for extremist material, and online conspiracy theories this year.

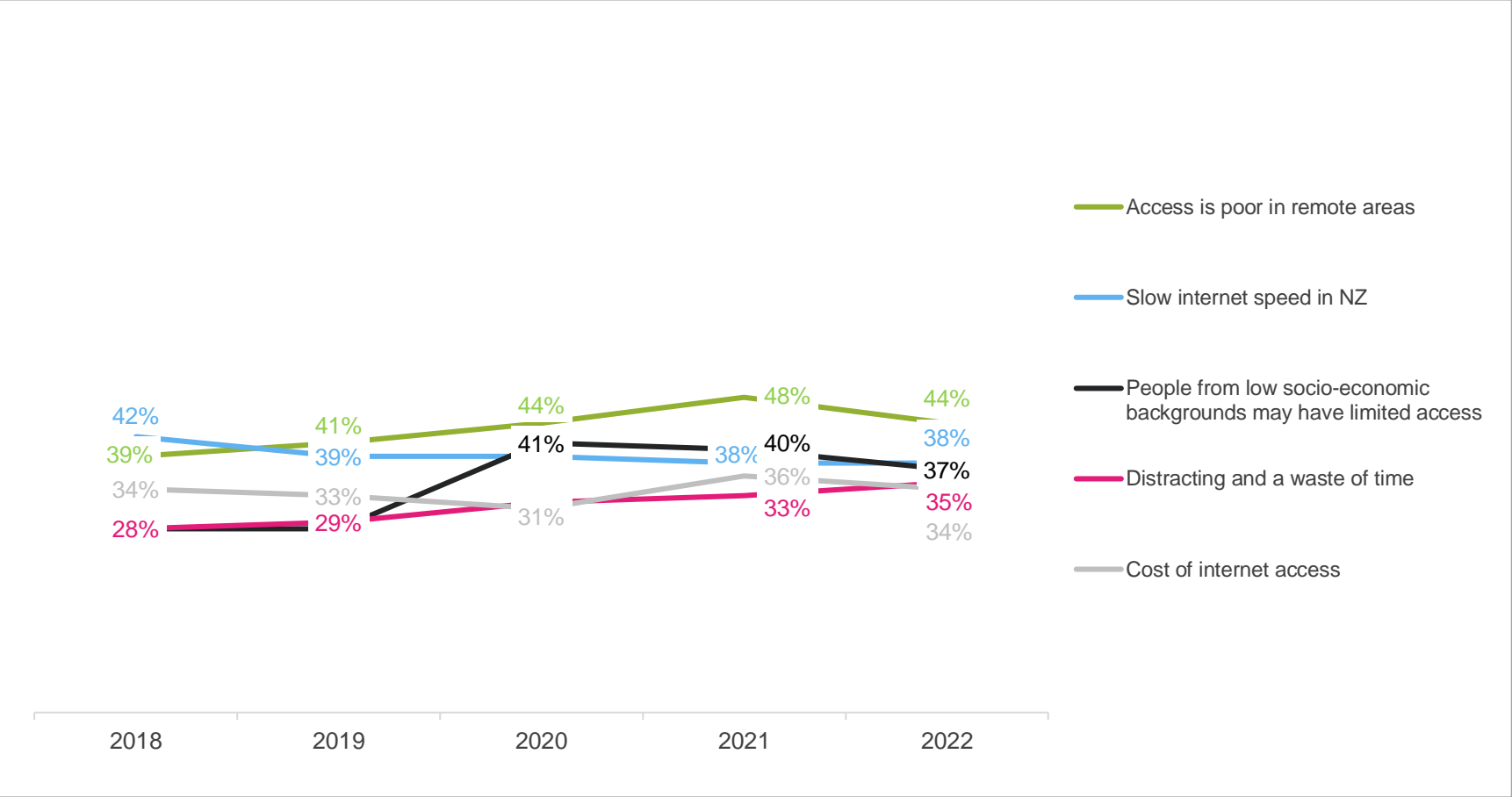
CONCERN ABOUT INTERNET ASPECT: EXTREMELY CONCERNED | VERY CONCERNED OVER TIME (CONT'D)



Q36. How concerned are you about each of the following aspects of the Internet? For each aspect please indicate on the scale your level of concern. Again, please think about society as a whole, rather than anything you may or may not have personally experienced. *Statement updated to include “e.g., Misinformation” in 2021. Base: All people 2021 n=1,001; 2020 n=1,000; 2019 n=1,001; 2018 Consumers n=1,002. Excludes don't know.

The below concerns are the least concerning for New Zealanders and are generally consistent with last year.

CONCERN ABOUT INTERNET ASPECT: EXTREMELY CONCERNED | VERY CONCERNED OVER TIME (CONT'D)



Q36. How concerned are you about each of the following aspects of the Internet? For each aspect please indicate on the scale your level of concern. Again, please think about society as a whole, rather than anything you may or may not have personally experienced.
 Base: All people 2022 n= 1,001; 2021 n=1,001; 2020 n=1,000; 2019 n≈1,001; 2018 Consumers n≈1,002. Excludes don't know.

▲▼ Significantly higher / lower than 2021

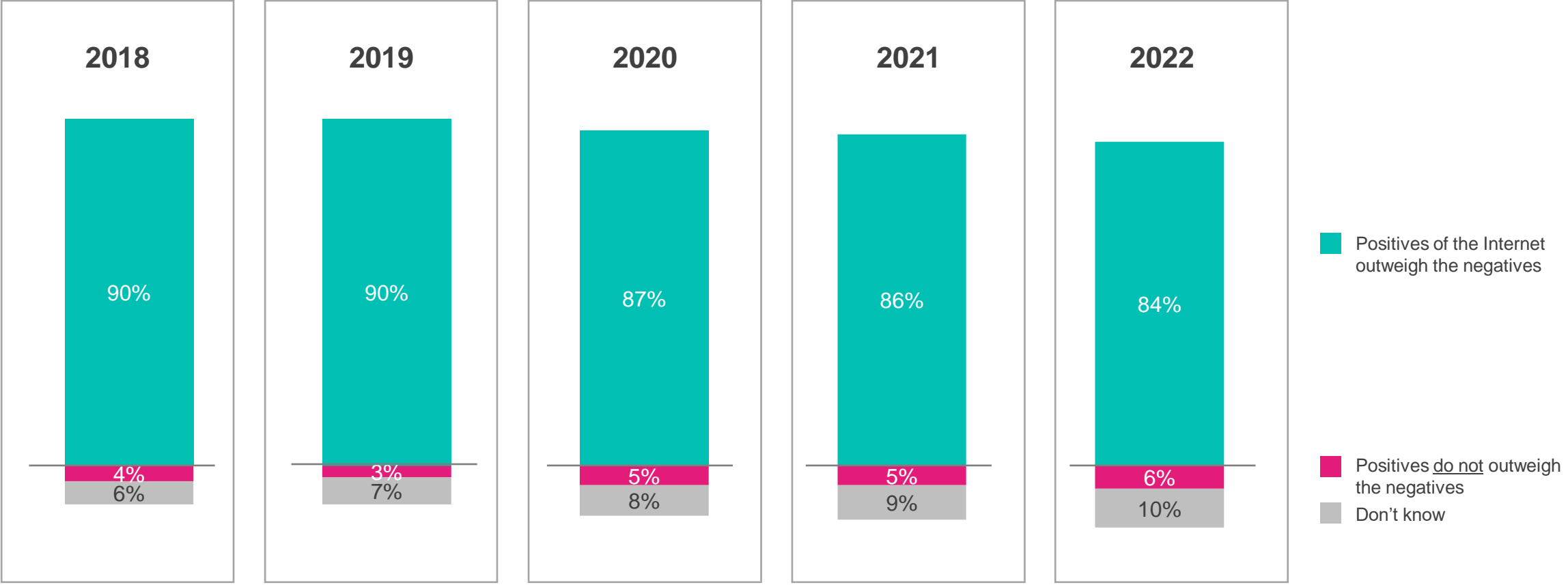
The number and level of concern does differ by New Zealanders: women, older New Zealanders, Pacific peoples, those with lower household incomes, and/or those with a long-term disability or impairment are more likely to have concerns with a range of areas than New Zealanders on average. Pacific peoples are relatively more likely to be concerned about the cost of the Internet, people becoming socially or physically isolated from each other, those from low-socio economic backgrounds having limited access, and the Internet being used to share dangerous messages than New Zealanders on average.

<i>% extremely / very concerned</i>	All New Zealanders n=1001	Males n=489	Females n=509	Aged 18 – 29 n=217	Aged 30 – 49 n=339	Aged 50+ n=445	NZ European n=678	Māori n=161	Pacific peoples n=72	Asian n=190	H/h income up to \$50K n=250	\$50001 - \$100,000 n=374	H/h income \$100,001 and over N=377	Yes, have long term disability N=166
Young children can access inappropriate content	74%	66% ▾	81% ▲	66% ▾	71%	79% ▲	73%	76%	92% ▲	73%	78%	74%	70%	76%
Cyber bullying	67%	59% ▾	74% ▲	58% ▾	64%	73% ▲	67%	63%	81% ▲	67%	71%	65%	66%	69%
The security of personal data	68%	64% ▾	72% ▲	55% ▾	65%	77% ▲	65% ▾	69%	86% ▲	77% ▲	72%	66%	68%	71%
Threats to privacy	65%	60% ▾	69% ▲	65%	61%	67%	63%	65%	85% ▲	64%	69%	65%	61%	67%
Online crime	68%	63% ▾	73% ▲	52% ▾	65%	78% ▲	66%	70%	81% ▲	71%	74% ▲	67%	65%	75%
Identity theft	64%	61% ▾	68% ▲	48% ▾	61%	75% ▲	61% ▾	64%	81% ▲	67%	71% ▲	60% ▾	64%	67%
Being used to share dangerous or discriminatory messages	63%	57% ▾	70% ▲	48% ▾	60%	73% ▲	63%	59%	84% ▲	65%	67%	66%	58% ▾	68%
Information is misleading or wrong	59%	55% ▾	63% ▲	55%	54% ▾	65% ▲	58%	61%	72% ▲	63%	63%	59%	58%	65%
Forum for extremist material and hate speech	59%	52% ▾	66% ▲	46% ▾	54% ▾	69% ▲	59%	65%	71%	59%	66% ▲	59%	55%	64%
Online conspiracy theories	51%	48%	53%	38% ▾	45% ▾	61% ▲	50%	50%	67% ▲	50%	56%	47%	50%	61% ▲
People becoming socially or physically isolated	49%	47%	50%	47%	47%	51%	46% ▾	50%	71% ▲	54%	57% ▲	47%	46%	60% ▲
Access is poor in remote areas	44%	41%	47%	40%	44%	45%	42%	42%	64% ▲	45%	49%	42%	42%	52% ▲
Slow internet speed in NZ	38%	41% ▲	34% ▾	33%	40%	38%	35% ▾	41%	51% ▲	44%	39%	38%	37%	44%
People from low socio-economic backgrounds may have limited access	37%	37%	37%	39%	32% ▾	40%	35%	44%	63% ▲	43%	39%	36%	37%	51% ▲
Distracting and a waste of time	35%	34%	37%	40%	39%	30% ▾	33% ▾	37%	51% ▲	45% ▲	34%	32%	40% ▲	38%
Cost of internet access	34%	35%	32%	30%	32%	37%	32%	37%	59% ▲	33%	39%	34%	30%	40%

10%-points+ lower than all NZers
 5-9%-points+ lower than all NZers
 5-9%-points higher than all NZers
 10%-points+ higher than all NZers

Significantly higher than all NZers
 Significantly lower than all NZers

Although the majority of people continue to think that the positives of the Internet outweigh the negatives, this is on a downward trend...

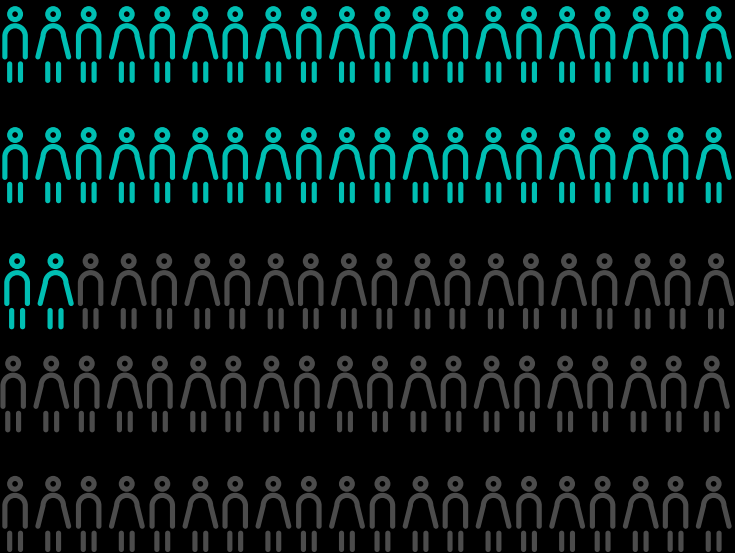


Q37. There are positives and negatives to the Internet but overall do you think the positives outweigh the negatives?
Base: All people 2022 n=1,001; 2021 n=1,001; 2020 n=1,000; 2019 n=1,001; 2018 n=1,859

Do New Zealanders feel safe online?

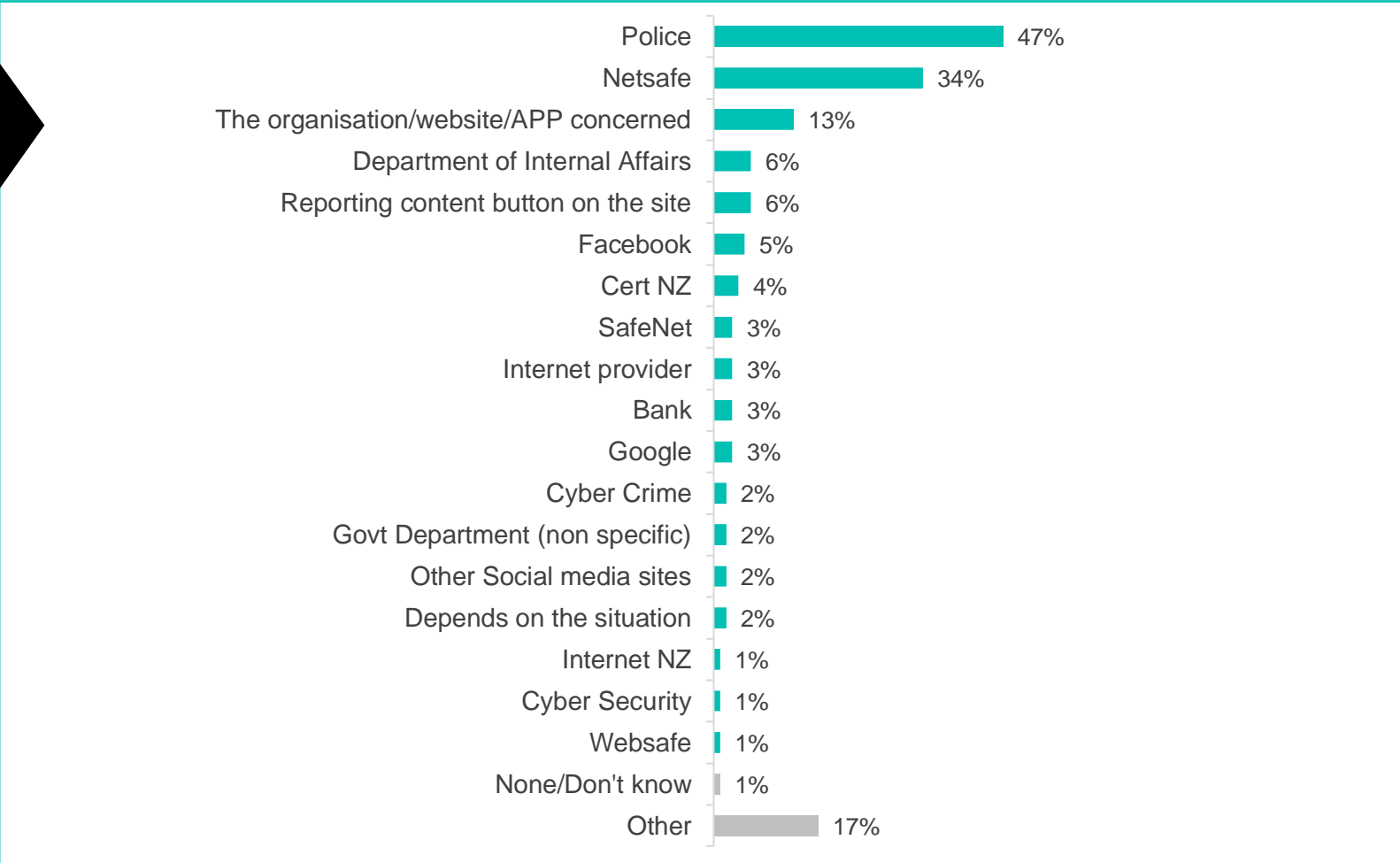


Four in ten New Zealanders know where to report something they've seen online which is harmful or concerning. Of these, almost half would go to the police followed by a third going to Netsafe.



42%

of people know where to report something they've seen online that might be harmful or dangerous

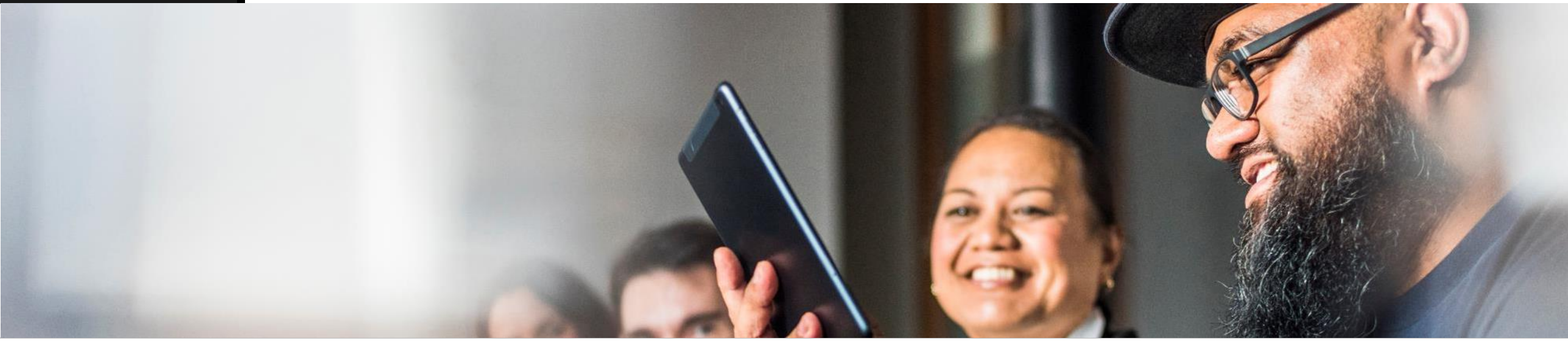
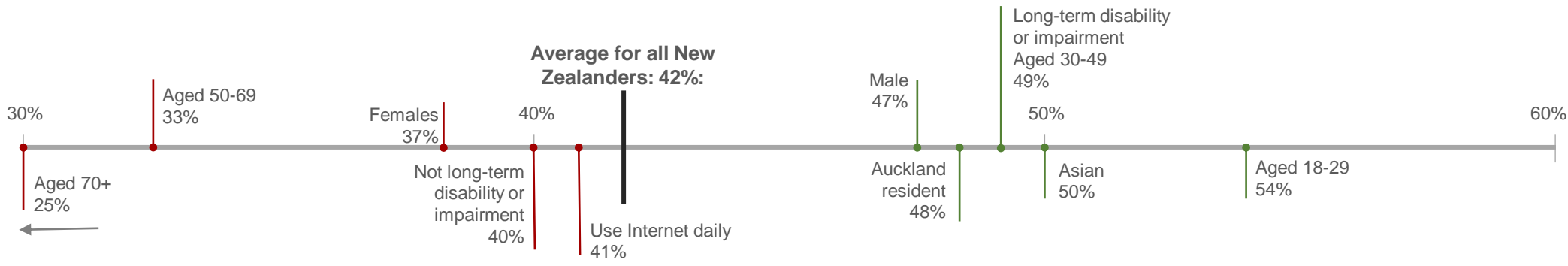
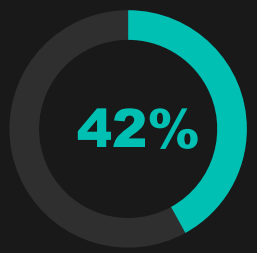


Questions first asked: 2022.
 Q81 - If you see something online that might be concerning, harmful or dangerous, do you know where to report it?| Q82- And where would you go to report something that you had seen online that might be concerning, harmful or dangerous? Base: Q81: All people 2022 n=1,001| Q82. People who report something harmful online 2022 n= 326

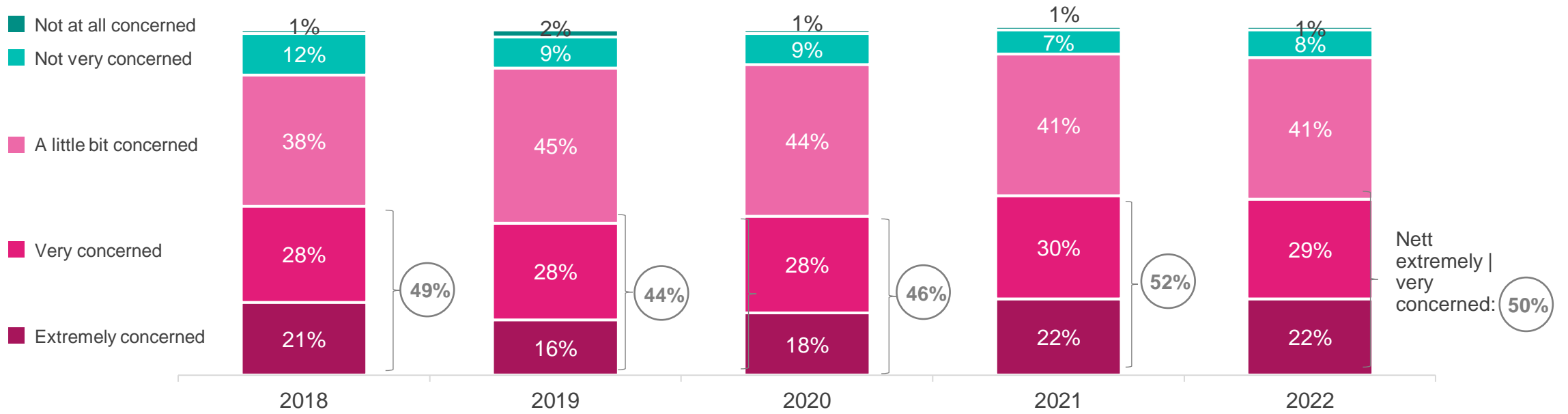
Younger New Zealanders are more likely than average to know where to report concerning things they've seen online.

The following groups are more likely than average to know where to report something they've seen online: men; Auckland residents; those with a long-term disability; Asians; younger New Zealanders.

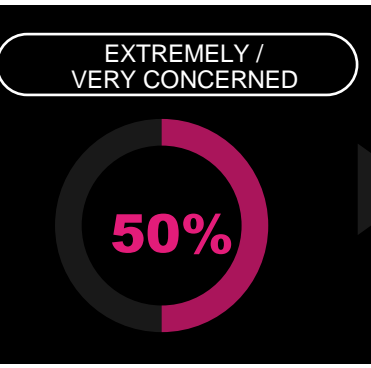
NZERS WHO REPORT CONCERNING THINGS



Half of New Zealanders who use their personal details on the Internet are extremely or very concerned about security of their data, which is in line with last year.



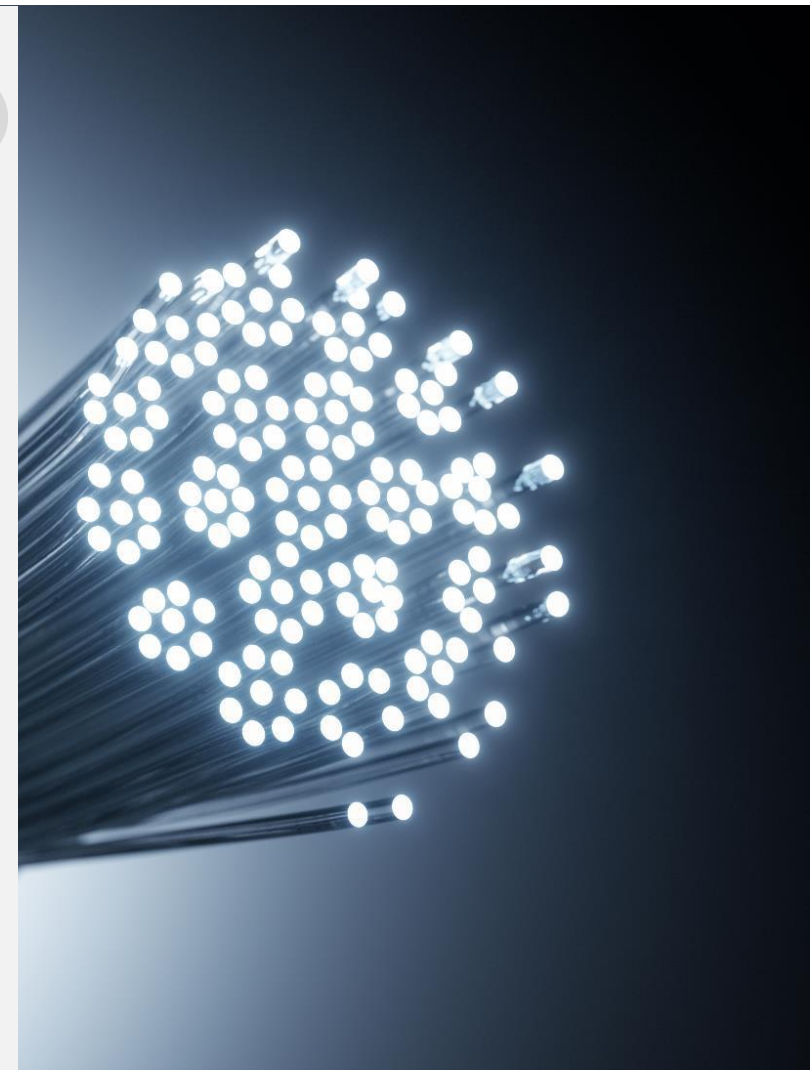
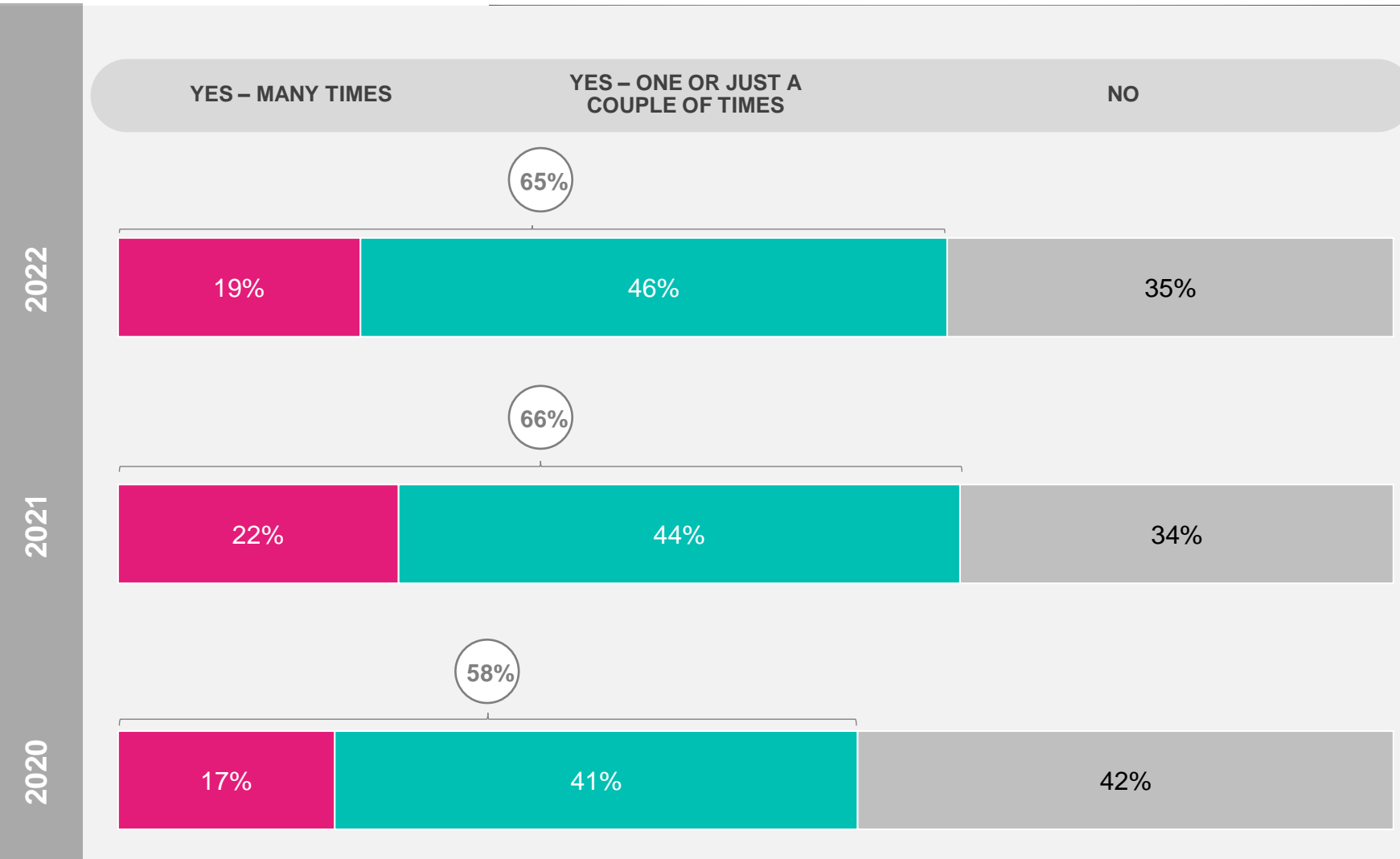
The following are more likely than average to be extremely / very concerned about security of their personal details when using them on the Internet: older New Zealanders, Asians, Pacific peoples, those with a long-term disability.



Q39. How concerned are you about the security of your own personal details when you use them on the Internet?
 Base: All people (excluding those who don't use personal details on the Internet) 2022 n= 985; 2021 n=988; 2020 n=985; 2019 n=976; 2018 Consumers only n=1,002

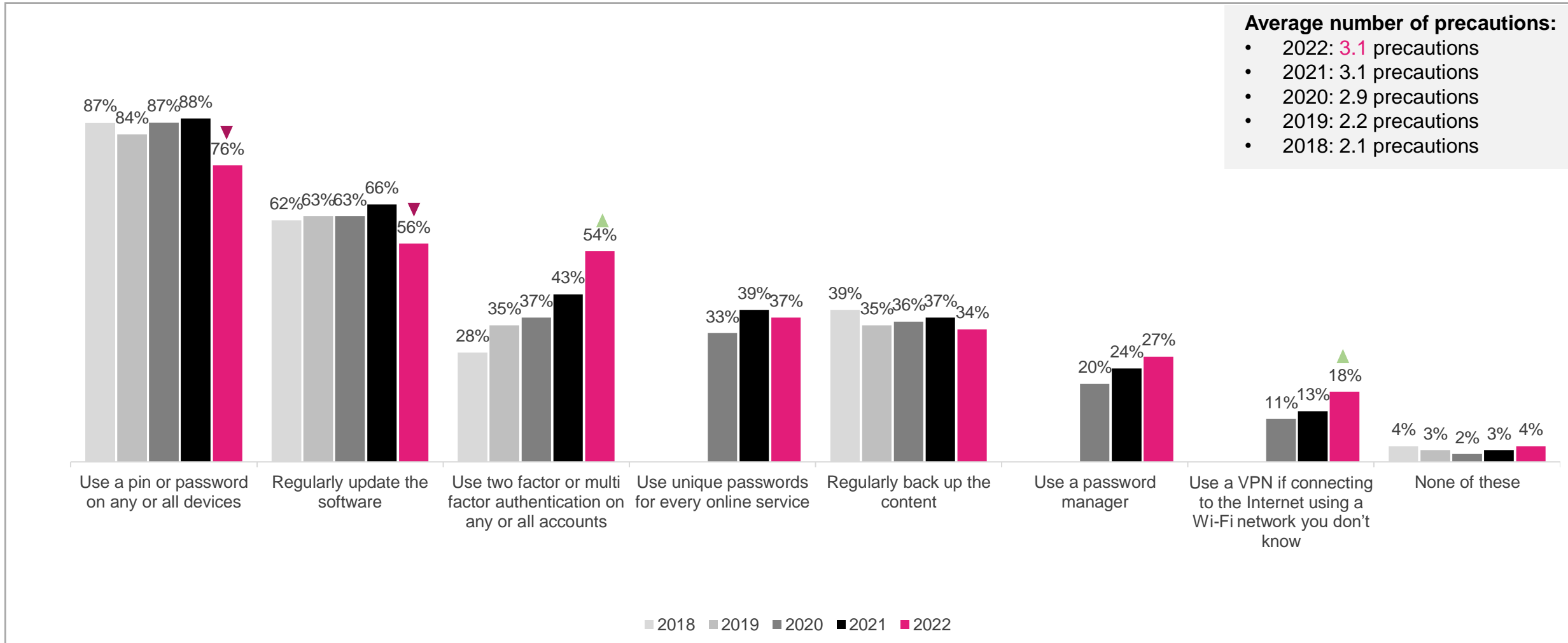
▲▼ Significantly higher / lower than 2021

Consistent with last year, two thirds of New Zealanders have chosen not to use at least one online service because of security or privacy concerns in the past 12 months.



New question 2020.
 Q41Ci. In the last 12 months have you decided NOT to use an online service because of security or privacy concerns?
 Base: All people 2022 n=1,001; 2021 n=1,001; 2020 n=1,000

Although they're still the most popular ways to stay safe online, fewer people are using a pin or password on all their devices or regularly updating software compared to last year. In contrast, there is an increase in the use of multi-factor authentication this year.

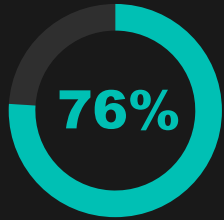


*New statements 2020.
 Q42. Which of the following security precautions do you take with your own devices?
 Base: All people 2022 n= 1,001 2021 n=1,001; 2020 n=1,000; 2019 n=1,001; 2018 Consumers only n=1,002

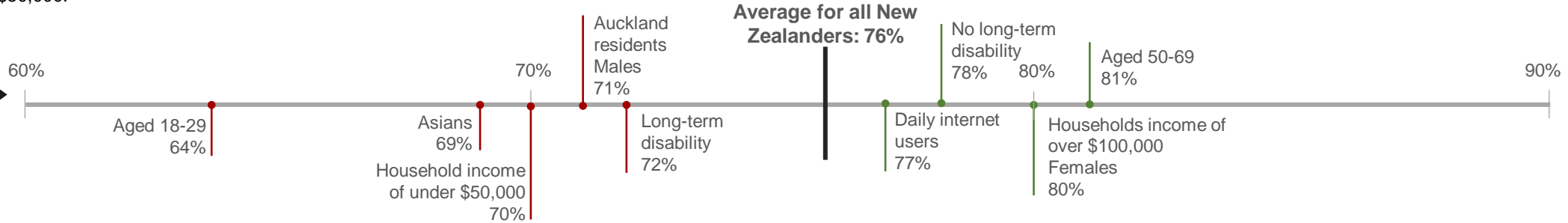
▲ ▼ Significantly higher / lower than 2021.

Older New Zealanders, those with a lower household income, and those with a long-term disability are less likely than average to use two factor or multi factor authentication on their online accounts. In general, younger New Zealanders are less likely to have a password on all their devices and regularly update software

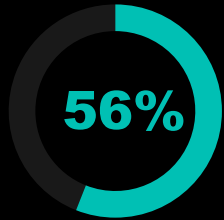
USE A PIN OR PASSWORD ON ALL DEVICES



The following groups are less likely than average to use a pin or password on all their devices: younger New Zealanders, men, Auckland residents, Asians, people with a disability, household income <\$50,000.



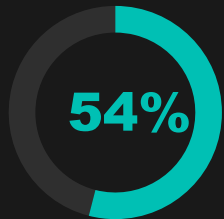
REGULARLY UPDATE SOFTWARE



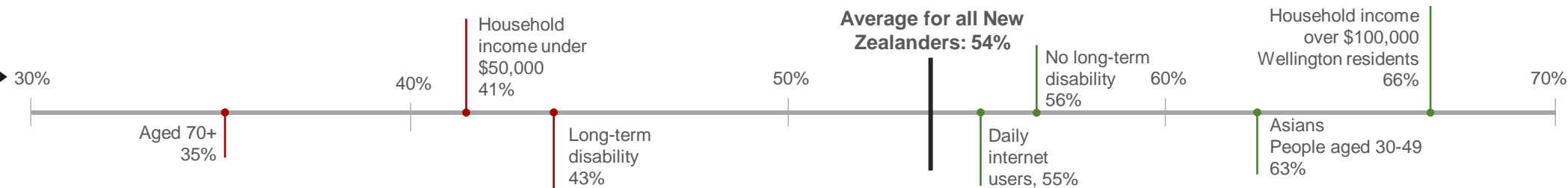
The following groups are less likely than average to regularly update software: younger New Zealanders, New Zealand Europeans, those with a long term disability, people who live outside Wellington and Auckland in the North Island.



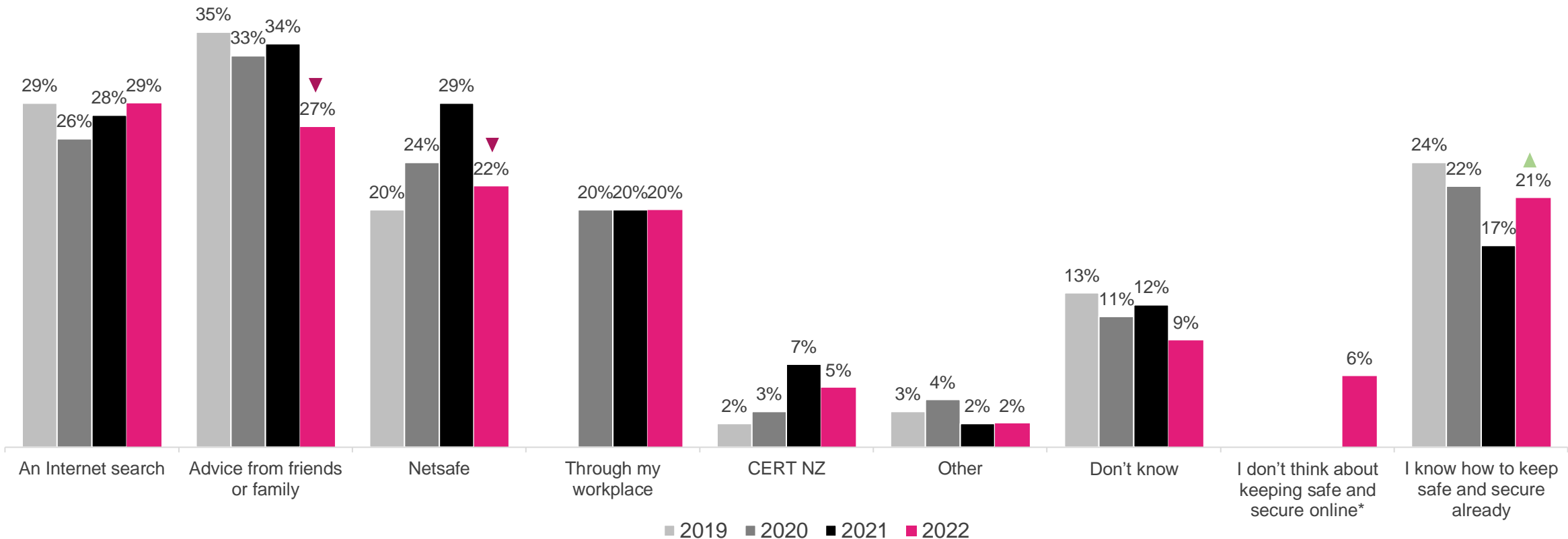
USE TWO / MULTI FACTOR AUTHENTICATION



The following groups are less likely than average to use two / multi factor authentication on any or all accounts: older New Zealanders; household income <\$50,000, those with a long-term disability or impairment.



Doing an online search, followed by getting advice from family and friends are the most common ways New Zealanders learn about online security. Although still widely used, fewer New Zealanders are getting advice from friends and family, and using Netsafe for information this year.



■ 2019 ■ 2020 ■ 2021 ■ 2022

▲ ▼ Significantly higher / lower than 2021.

*New statement: 2022
 Q67. Where do you go for information about keeping safe and secure online?
 Base: All people 2022 n= 1,001; 2021 n=1,001; 2020 n=1,000; 2019 n=1,001

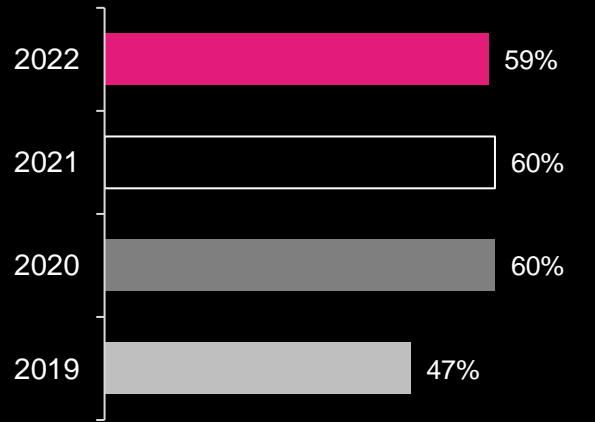
Flexible working

internetnz 



KANTAR PUBLIC

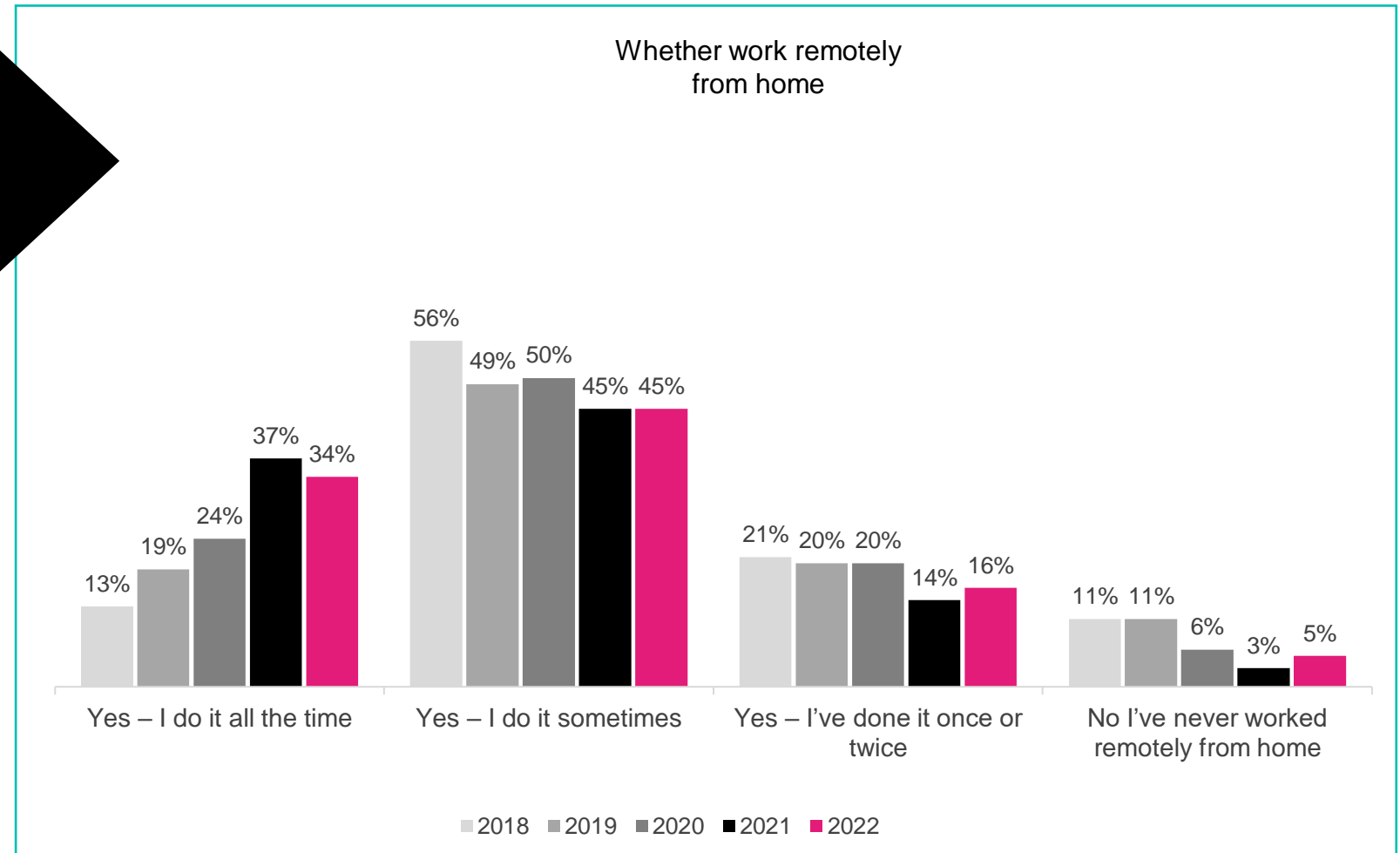
Around six in ten people do the type of work which allows them to work from home, which has remained consistent since the start of the COVID pandemic. Slightly fewer New Zealanders work remotely from home all or some of the time compared to last year (78% versus 83% in 2021), which may indicate the start of some people returning to their workplace more often.



■ 2019 ■ 2020 □ 2021 ■ 2022

59%

Of those working do the type of work which allows them to work from home

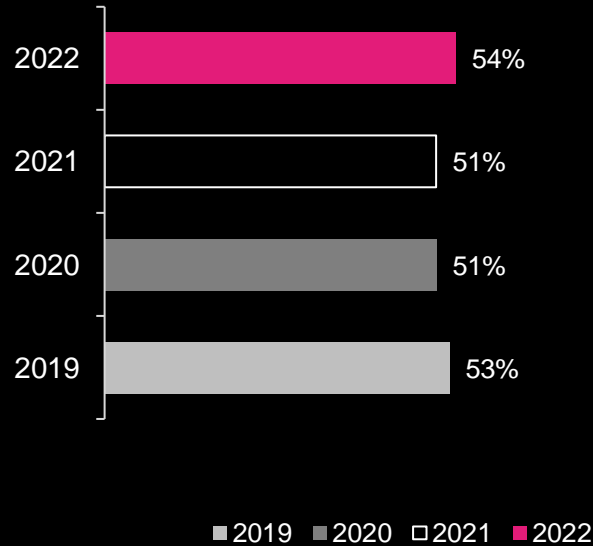


■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022

Q49. Regardless of whether your employer encourages you to do so or not, is the type of work you do something you could do from home, as well as from your workplace? | Q50. Do you work remotely from home?

Base: Q49 People who are working 2022 n=671 | Q50. People who do the type of work that allows them to work from home and use the Internet for work 2022 n= 392; 2021 n=410; 2020 n=403; 2019 n=467

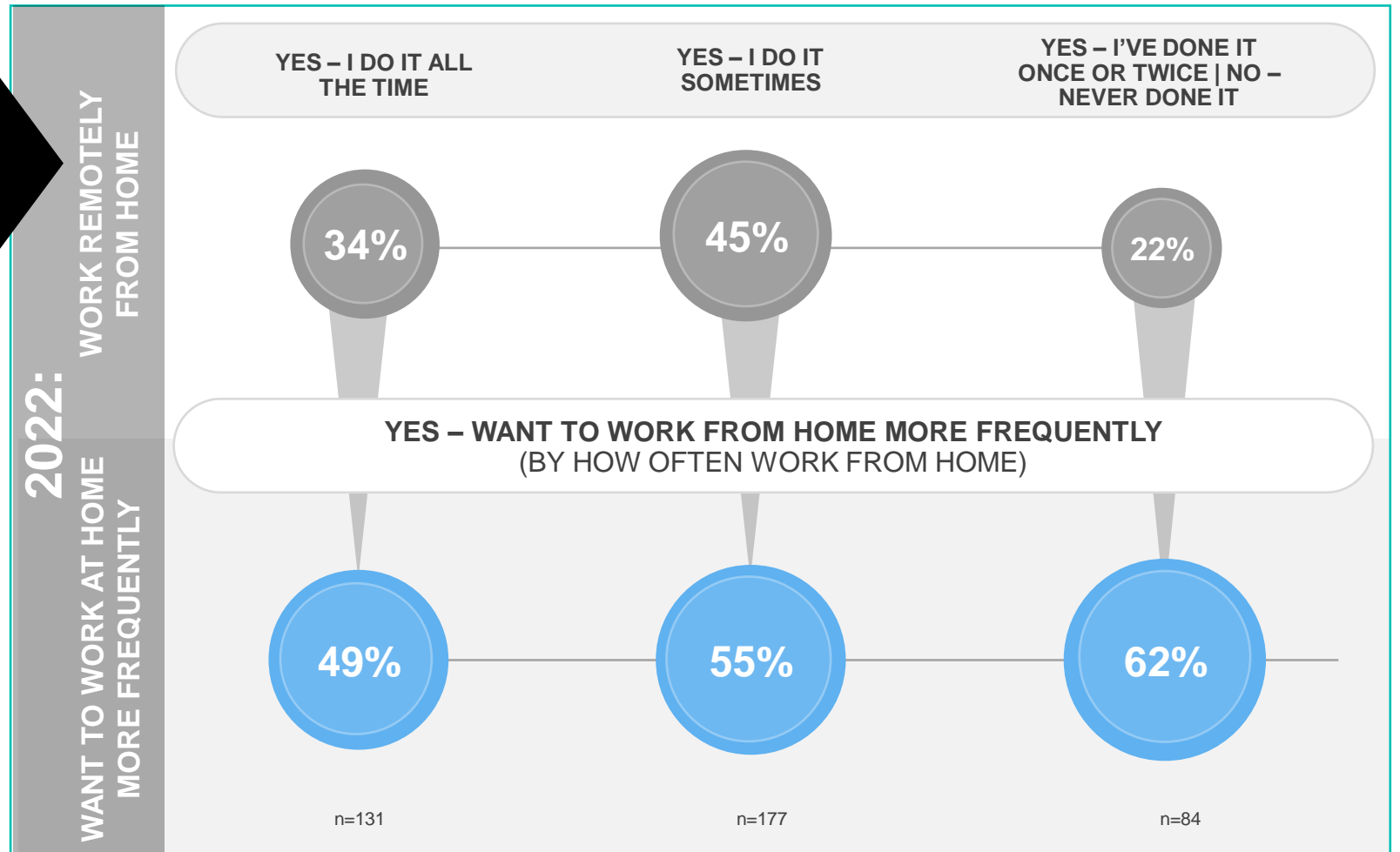
Overall, 54% of New Zealanders who are able to work from home would like to do so more frequently than they currently do, which is a slight increase from earlier in the COVID pandemic. Those who work from home very infrequently, or not at all, are most likely to want to do it more.



■ 2019 ■ 2020 □ 2021 ■ 2022

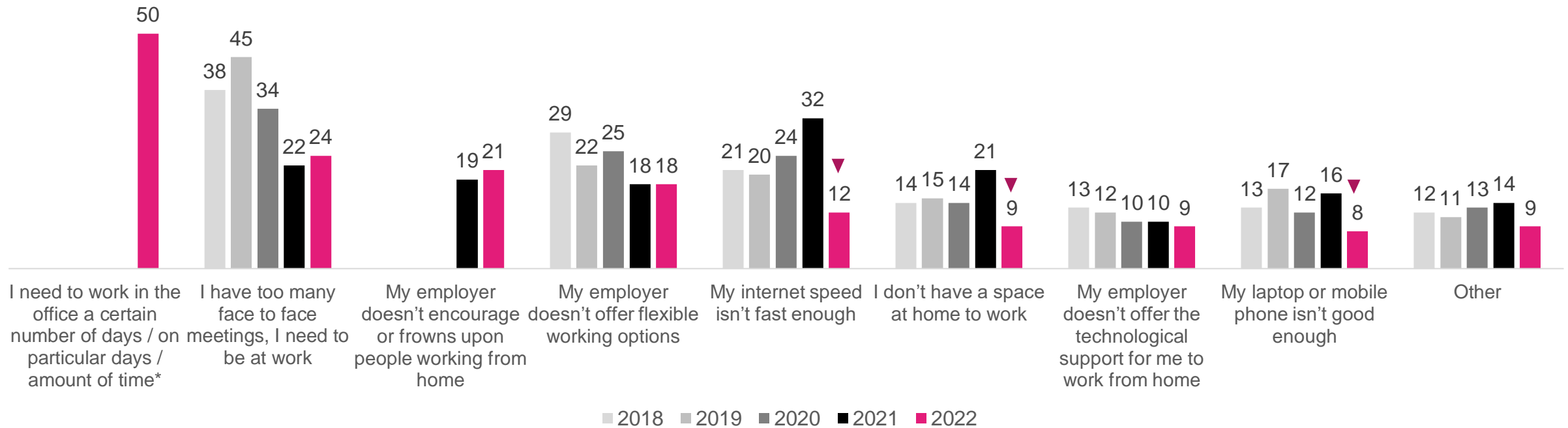
54%

Of those who do the type of work where they can, would like to work from home more frequently than they currently do.



Half of New Zealanders report that a barrier for them working from home more often is that they have to work in the office because they are required to for a certain amount of time (a new barrier this year). Significantly fewer people this year say it's because their Internet speed isn't fast enough, they don't have a space to work, or their technology isn't good enough.

% Yes, it's a barrier

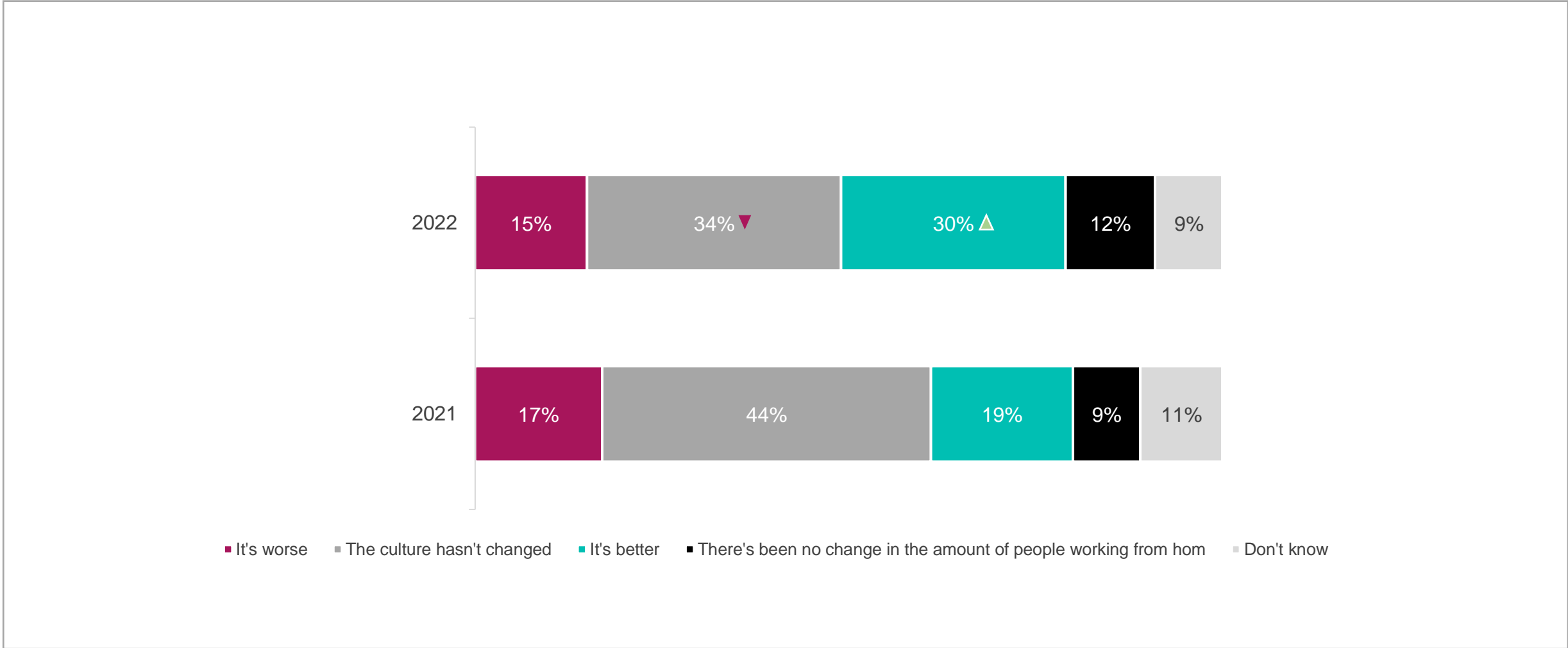


*New statement: 2022

Q52. Which of the below are barriers for you working from home more often?

Base: Consumers who would like to work from home more often 2022 n=216; 2021 n=210; 2020 n=207; 2019 n=229

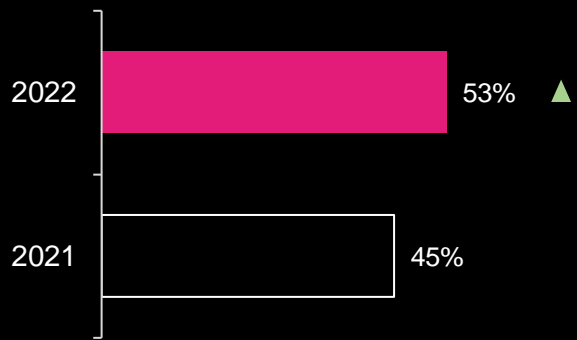
Compared to last year, more New Zealanders believe that the work-place culture has improved due to more people working from home over the last few years.



Q77. Thinking of your work-place, how has the culture been affected by more people working from home over the last few years?
 Base: People who do the type of work that allows them to work from home and use the Internet for work 2022 n=392; 2021 n=410

▲ ▼ Significantly higher / lower than 2021.

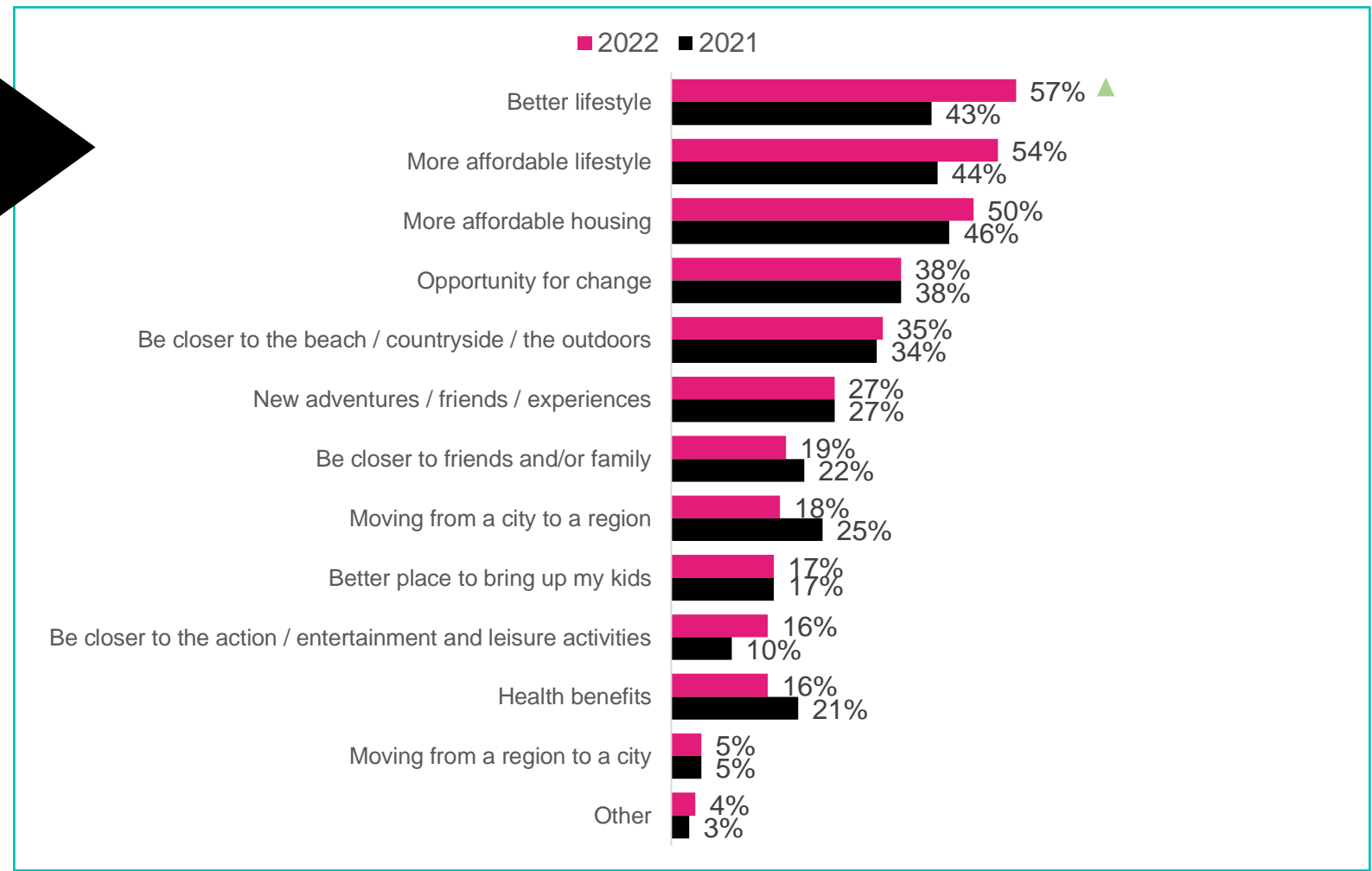
Fifty-three percent of those who could work from home would consider re-locating if they could keep their current job (which equates to around one in five of the overall population). Their main reasons are more affordable, better housing, and/or lifestyle.



□ 2021 ■ 2022

53%

Of those who do the type of work which allows them to work from home would consider moving somewhere else in NZ if they could re-locate their current job.



▲ Significantly higher / lower than 2021

Q75. Would you consider moving somewhere else in NZ if you were able to re-locate your current job? | Q76. And what would be your main reasons for re-locating somewhere else in Aotearoa?
 Base: People who do the type of work that allows them to work from home 2022 n=398; 2021 n=410 (new question 2021). Base: People who would consider relocating 2022 n=207; 2021 n=183.

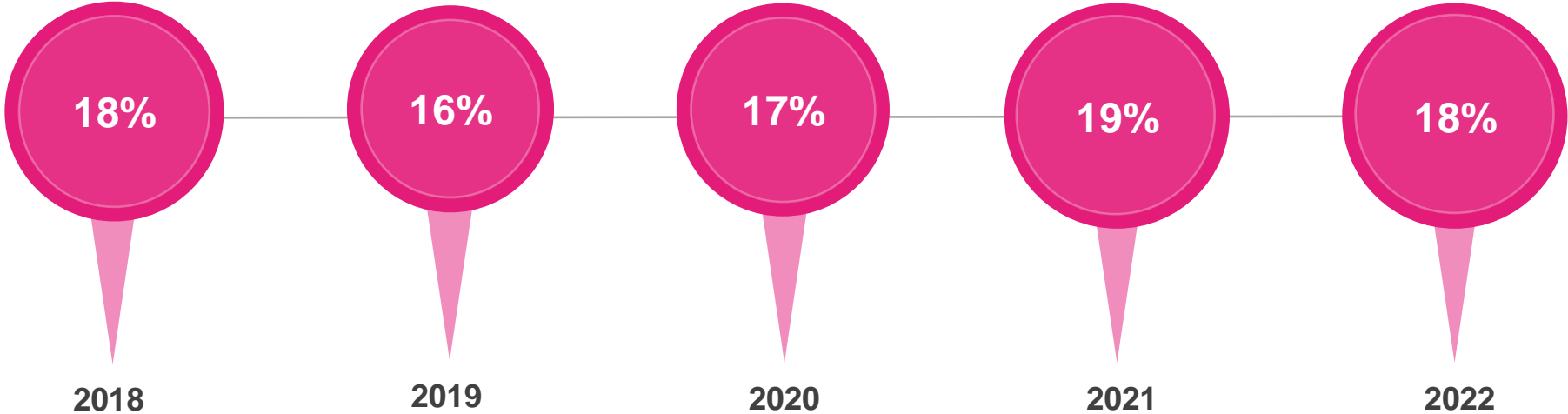
Appendix



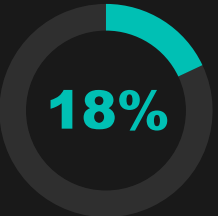
Awareness of InternetNZ



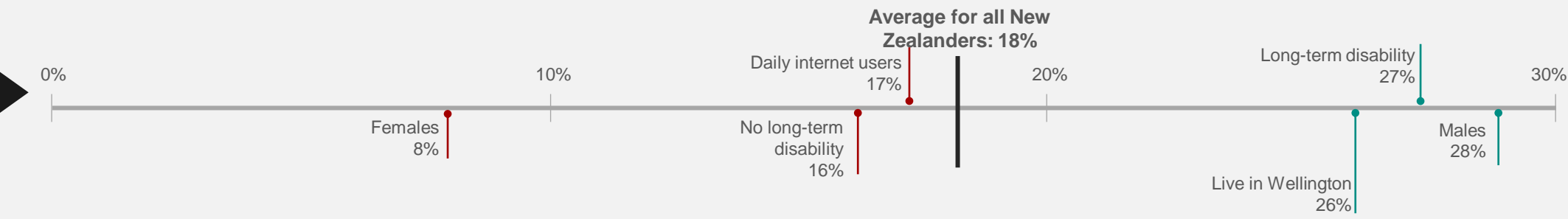
Overall, nearly one in five New Zealanders have heard of InternetNZ, which is consistent with previous years.



YES, AWARE OF INTERNETNZ

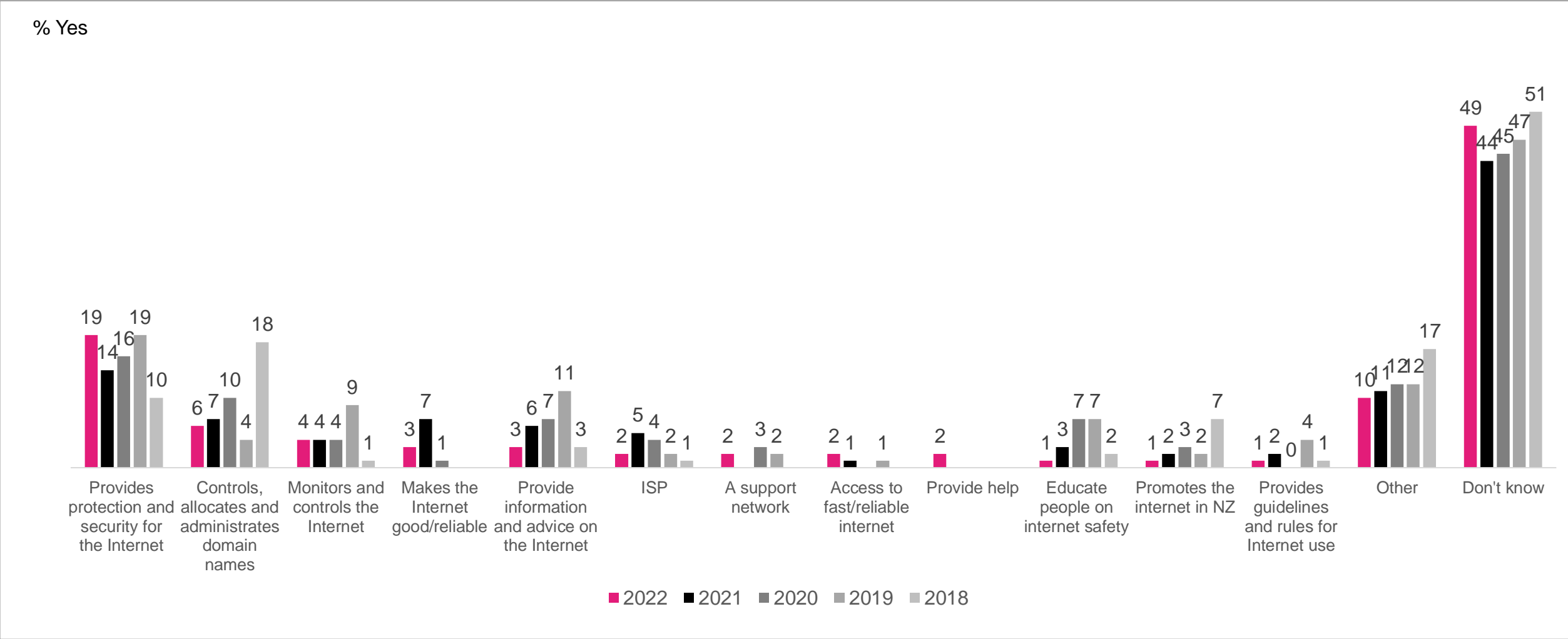


The following are less likely to be aware of InternetNZ: women, daily internet users



Q60. Have you heard of an organisation called InternetNZ?
Base: All people 2022 n=1,001; 2021 n=1,001; 2020 n=1,000; 2019 n=1,001; 2018 Consumers only n=1,002

Half of New Zealanders aware of InternetNZ don't know what their role is. InternetNZ is most associated with providing protection and security for the Internet.



*Other mentions of 1% combined in 'other'.
 Q61. What is your understanding of the role or function of InternetNZ?
 Base: Consumers aware of InternetNZ 2022 n=180 2021 n=190; 2020 n=168; 2019 n=154; 2018 n=181

Some of the comments illustrating the more frequently mentioned associations New Zealanders have with InternetNZ...



“

“Just heard of it - no idea of what they do.”

“

“Don't know, just heard of it.”

“

“Open and secure Internet for New Zealand.”

“

“I've only heard of them but know little about them other than that they try to promote a safe Internet for New Zealand”

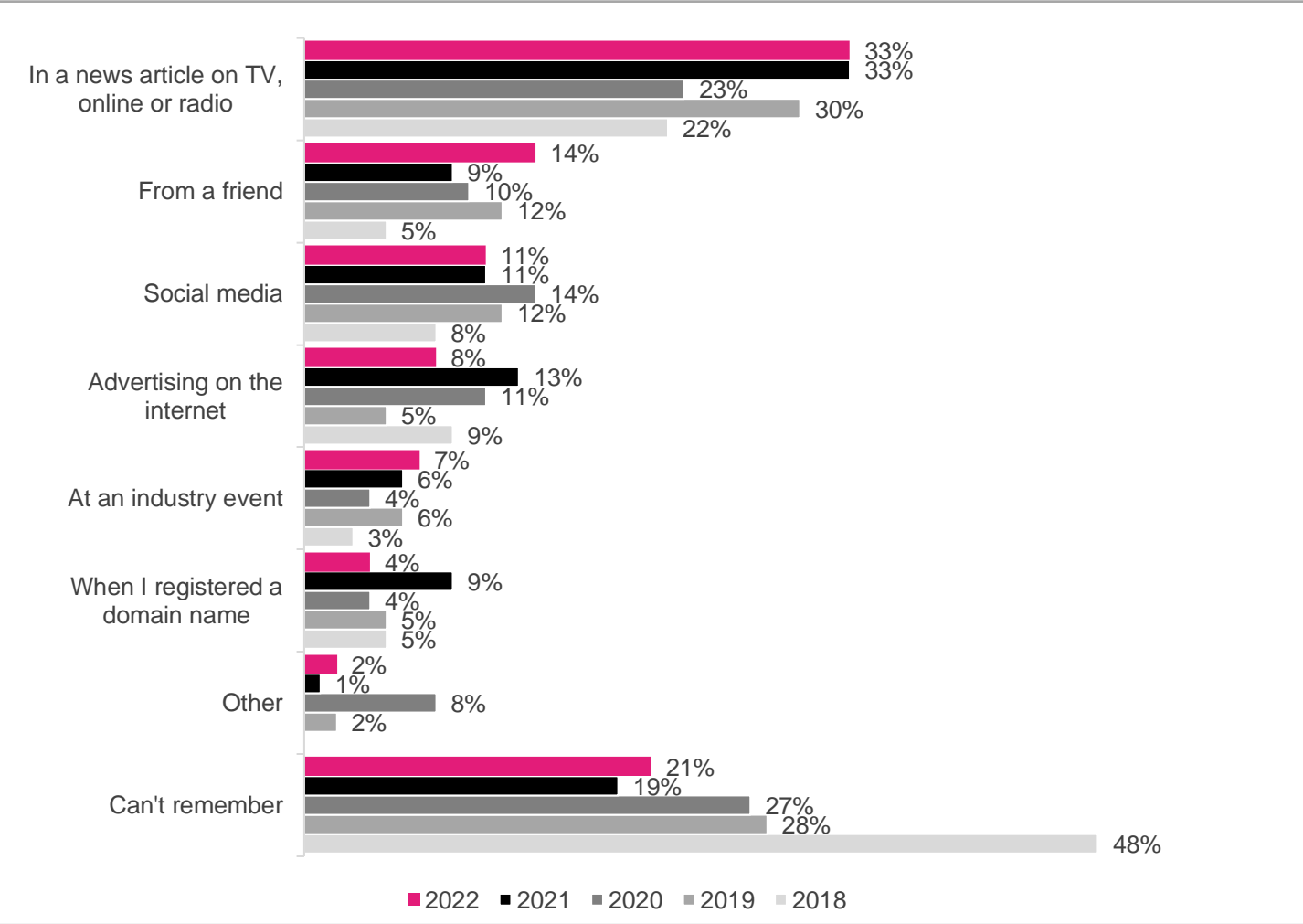
“

“Safety and advocacy.”

“

“Manages the .nz domain and addresses for it.”

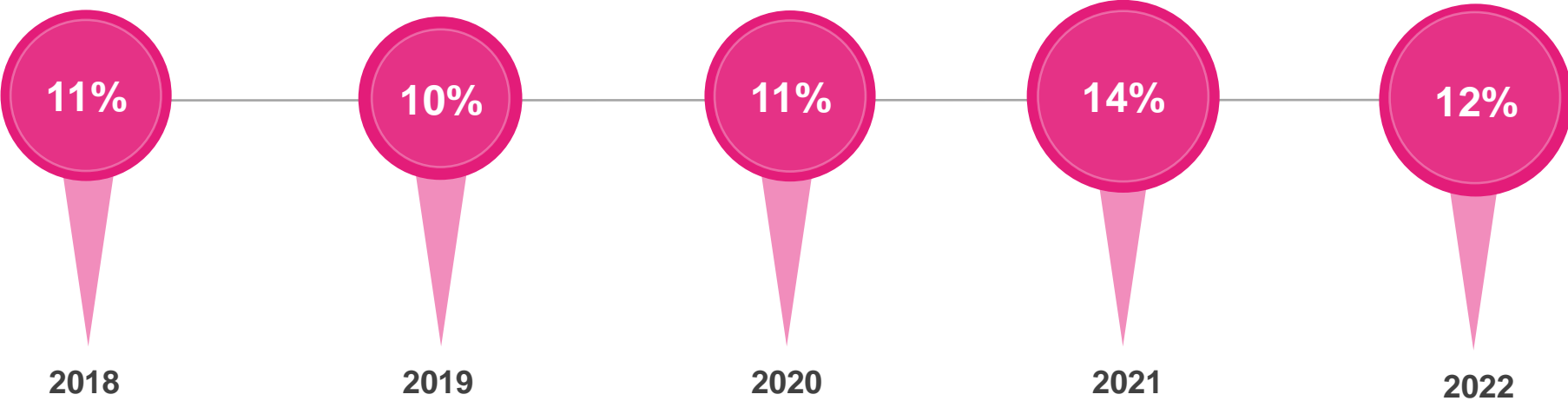
Consistent with last year, New Zealanders are most likely to have heard about InternetNZ through news articles.



Q62 How did you first hear about InternetNZ?
 Base: Consumers aware of InternetNZ 2022 n=180; 2021 n=190; 2020 n=168; 2019 n=154; 2018 n=181

Significantly higher / lower than 2021.

Twelve percent of New Zealanders are aware of the National Broadband Map.



Q66. Have you heard of the National Broadband Map?
Base: Consumers who access the Internet at home 2022 n=997; 1 2021 n=989; 2020 n=992; 2019 n=988

▲ ▼ Significantly higher / lower than previous year

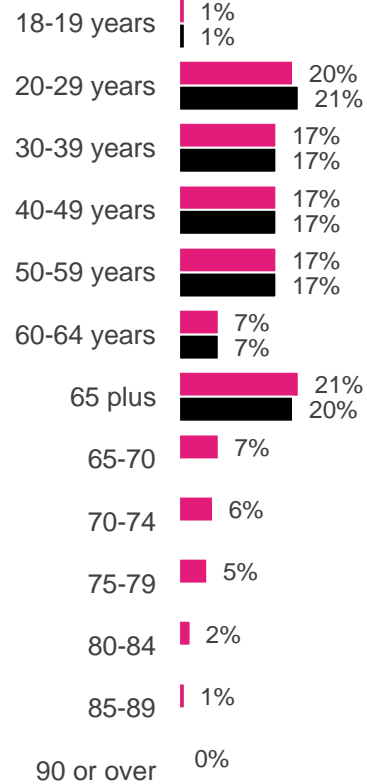
Respondent profile (weighted)



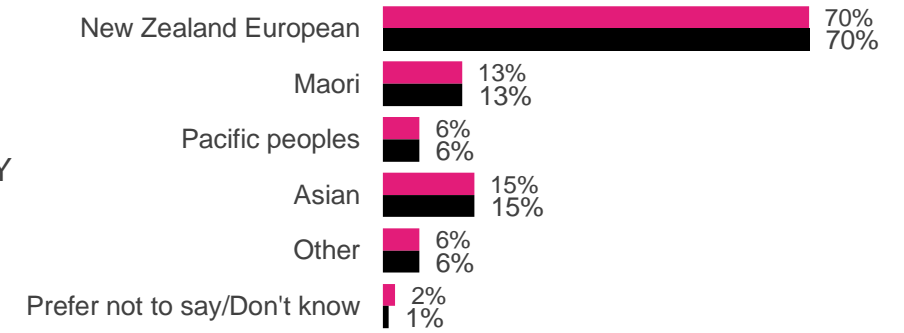
GENDER



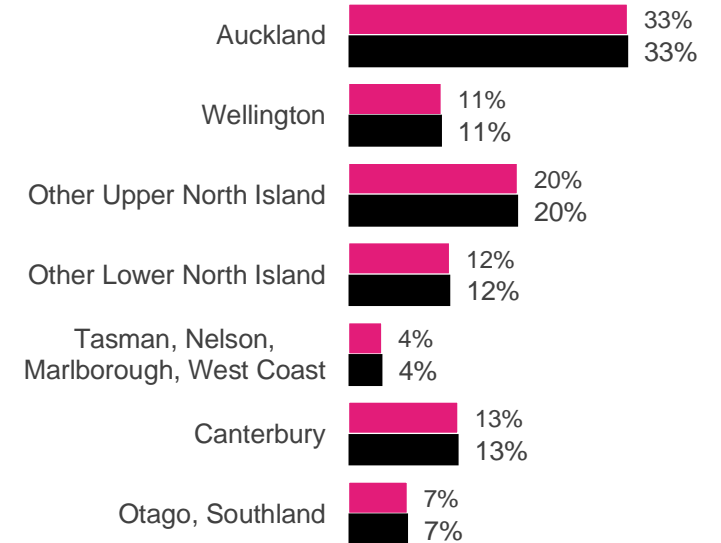
AGE



ETHNICITY



REGION



*Gender, age, region, ethnicity are the variables weighted to be representative of the NZ population.
Base: All people 2022 n=1,001; 2021 n=1,001; 2020 n=1,000; 2019 n=1,001



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