World Internet Project

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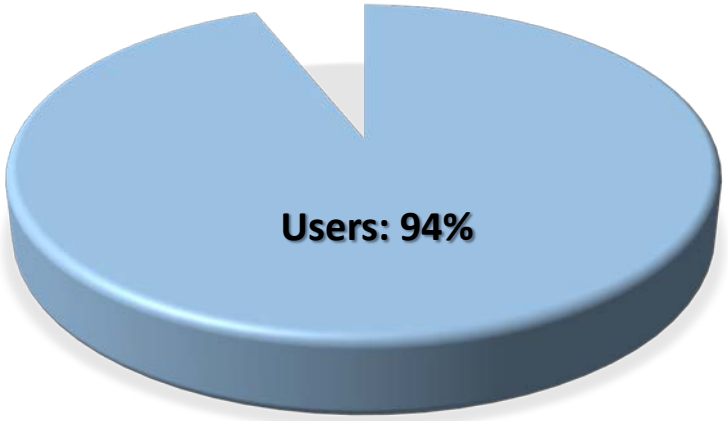
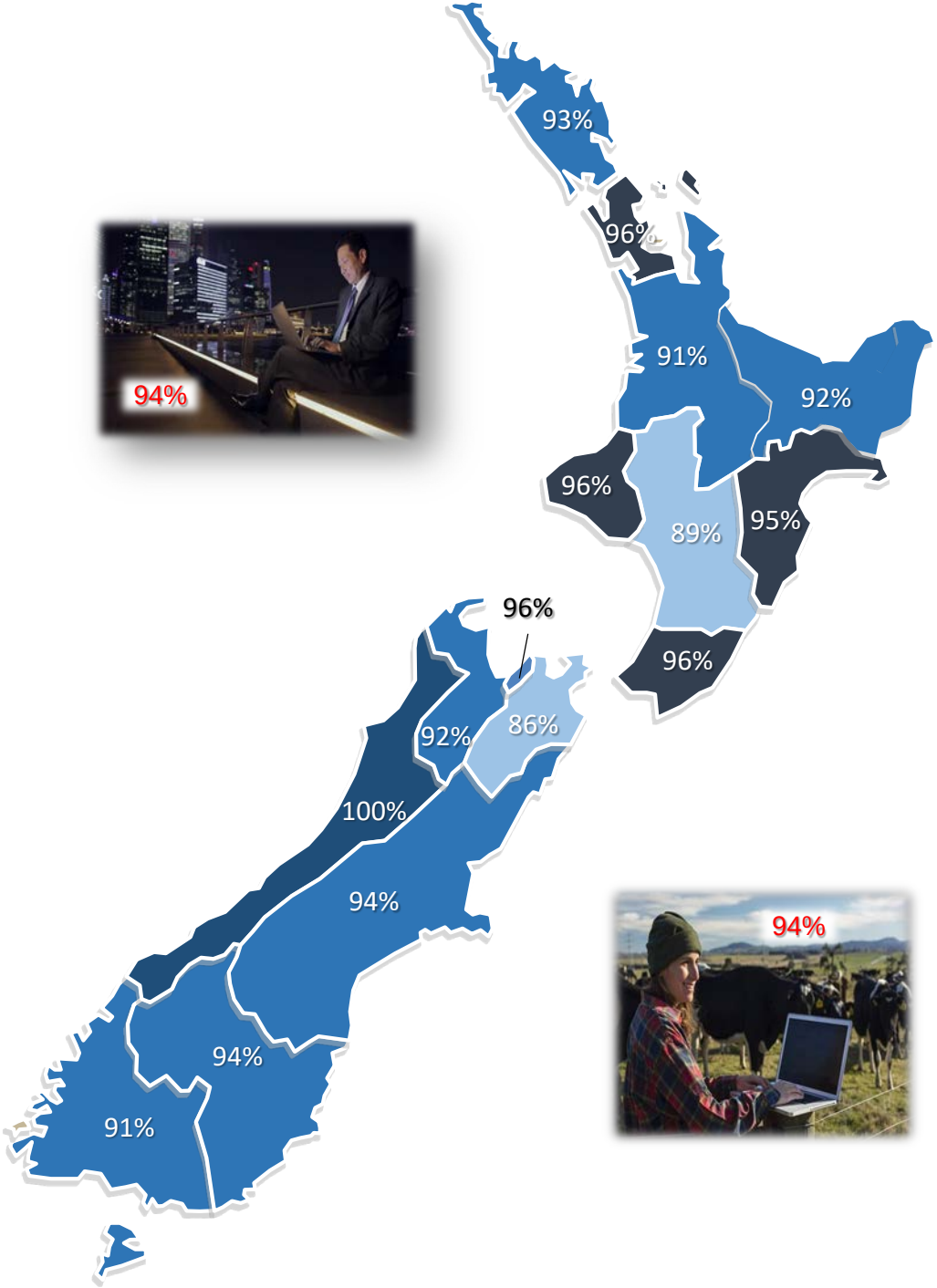
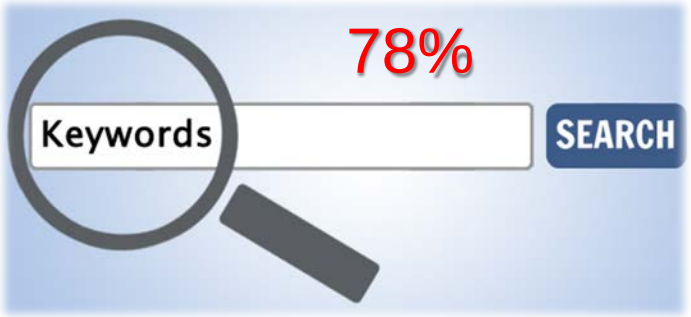
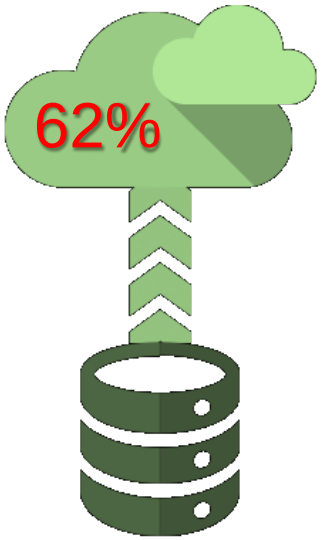
Wellington | 24 May 2018

n = 2,012 participants
(16 years old and over)









How tech-savvy are Kiwis?

Obtaining information about products or services: 92%

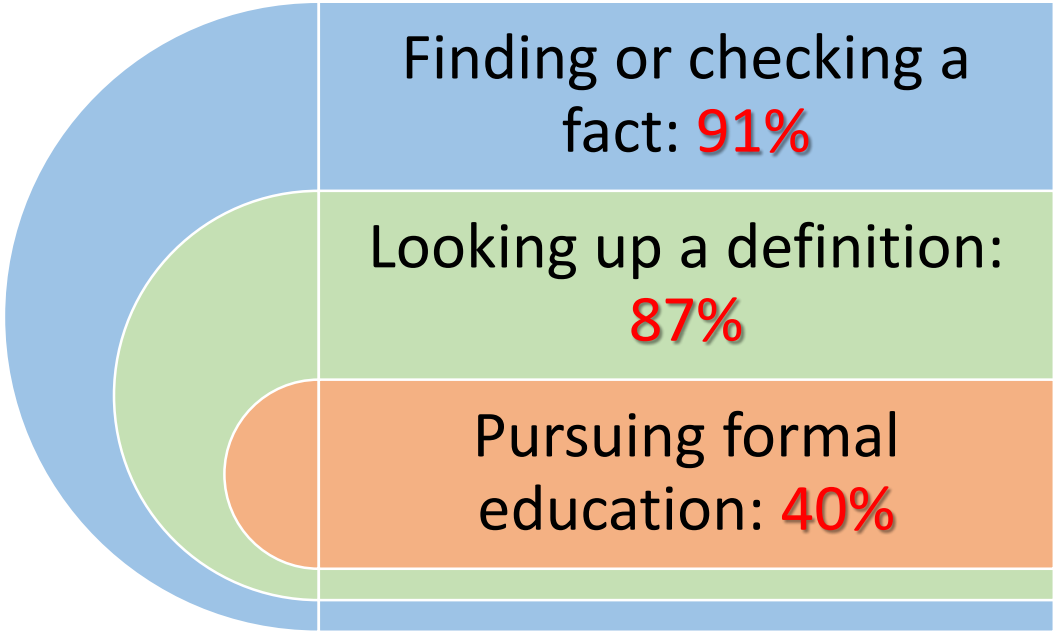
Acquiring products or services: 89%

63% sell online

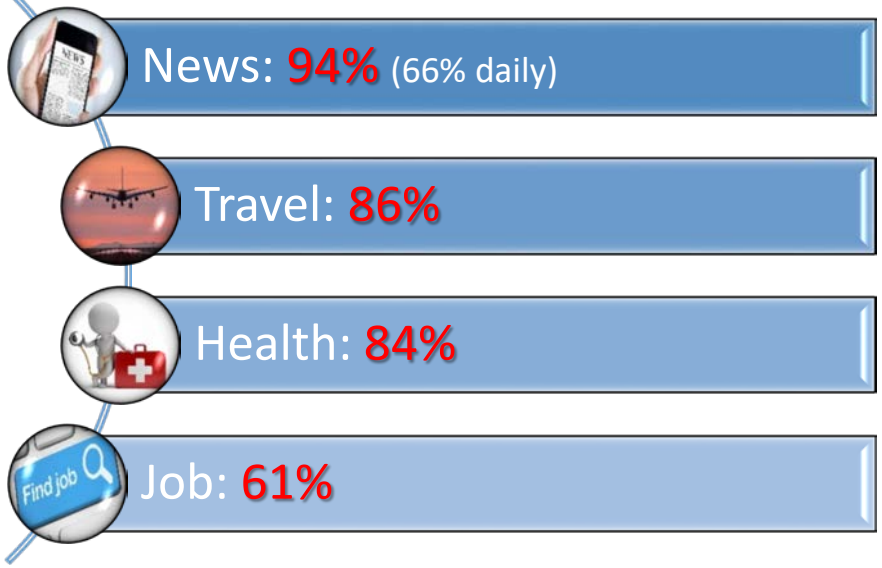
Banking or paying bills: 87%

Comparing prices of products or services: 85%

Investments: 22%

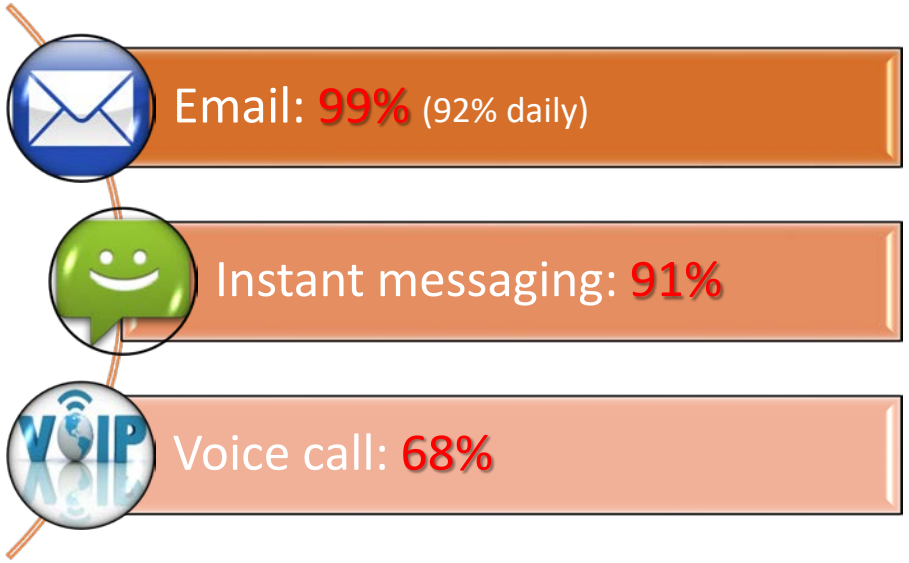


Information

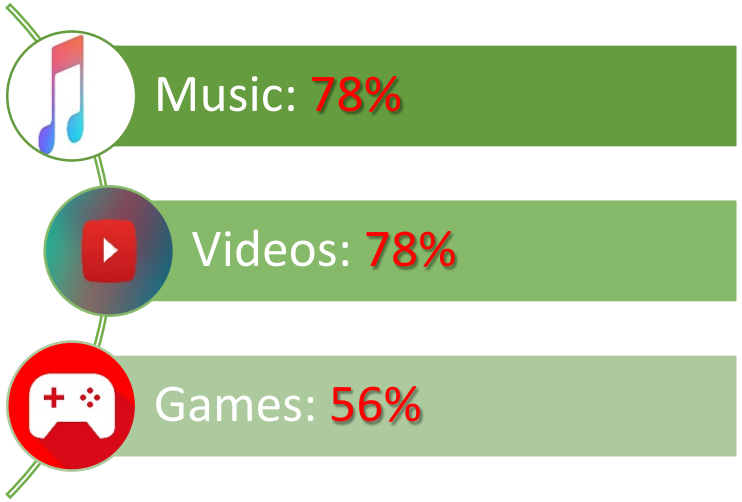


80% feel that at least half of online information is reliable

Communication



Entertainment



Online privacy concerns are exaggerated: 51%

There is no such a thing as online privacy: 54%

Actively protect privacy online: 71%

21%

24%

31%

42%

It is safe to say whatever people think about politics on the Internet: 30%

Government officials care about what Internet users think: 32%

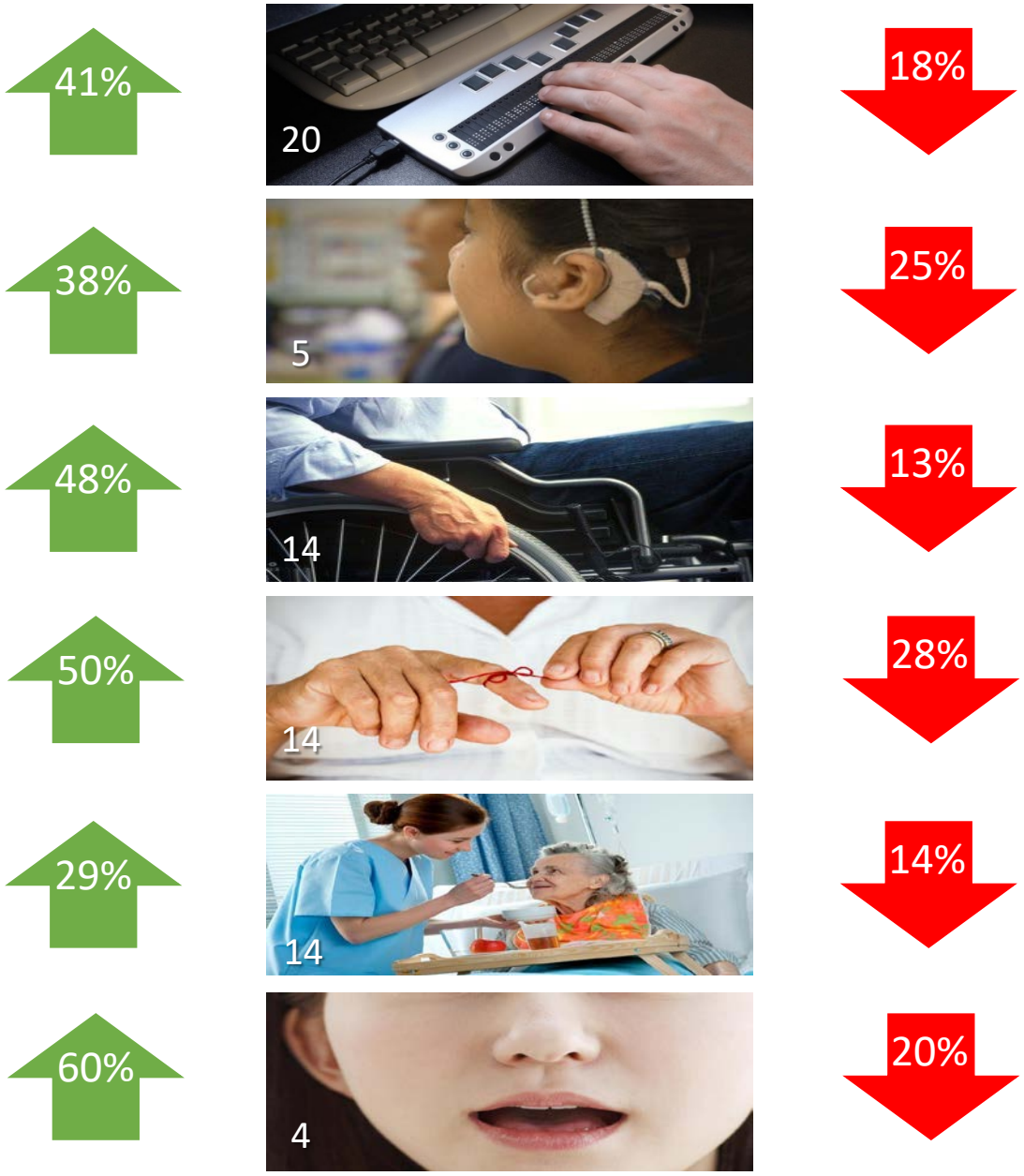
The Internet empowers people politically: 38%

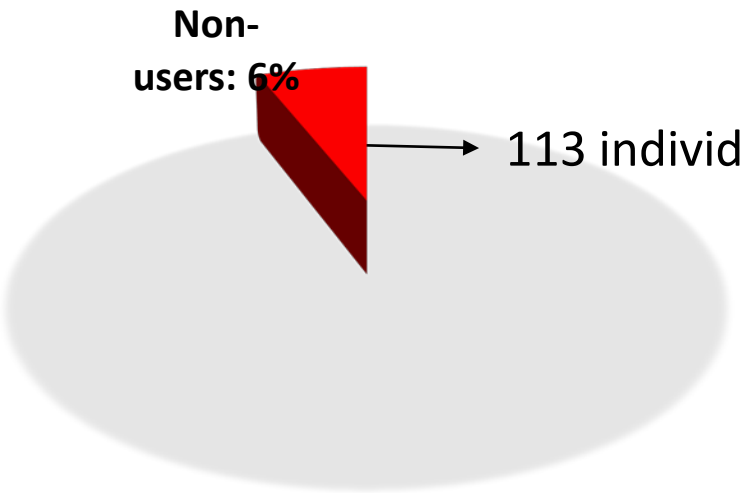
It is OK to express ideas on the Internet, even if they are extreme: 44%

The Internet allows people to understand politics better: 61%

use of e-government services

105 users with severe impairments (6%)





113 individuals → 83% are 66 years old or older

"I have not considered it. No one has ever approached me before about it. No one has given me any information." (1928)

"I do not seem to need it actually. Life goes on without it." (1950)

offline

"Too much drama." (1997)

"A lot of my age group use the internet for emails and others that did have a computer have passed away. I am a sports person and would rather spend my time doing something. I am not interested in sitting on a computer." (1928)

Reasons for not using the Internet	What is needed for using the Internet
Lack of interest: 36%	Nothing: 51%
Lack of technical skills: 18%	Training: 14%
Not owning a device: 16%	Better security and privacy protection: 10%

New Zealand Work Research Institute

https://workresearch.aut.ac.nz/