WORLD INTERNET PROJECT
NEW ZEALAND

Pilot Project 2007
Full Report

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WORLD INTERNET PROJECT NEW ZEALAND

Pilot Project 2007
Executive Summary

- This document reports the results of the World Internet Project New Zealand pilot study. A telephone survey was conducted on a sample of 106 participants.
- Just on three quarters of the sample use the internet. Half have broadband, half dialup. The median amount of time they spend online is 4 hours per week.
- Two fifths of the users have been using the net for 6 years or less, a fifth for between 10 and 17 years, making the earliest reported usage 1990.
- Users rely on the internet to access a variety of information. About half search for news online at least weekly. About three quarters use a search engine at least weekly.
- Users rate the internet as a more important source of information than newspapers, television and radio.
- Just over half of users have accessed national or local government information and services online in the past year.
- One in ten users has their own website.
- As entertainment, just on two thirds of users surf or browse the internet weekly or daily. One third download or listen to music on the internet.
- Nearly all users check their email daily.
- Three out of five use their bank's online services.
- The most commonly accessed New Zealand websites are Trademe and local banks, followed by airline and other travel sites and the *NZ Herald* website.
- Those who responded believe that the internet is helping maintain te reo Māori, and two thirds of Māori know of websites in te reo.
- One third of users say that their use of the internet has increased their sense of identification with New Zealand, for the rest it remains the same. For one fifth, their sense of identification with their ethnic group has increased.

WORLD INTERNET PROJECT NEW ZEALAND

Pilot Project 2007
Full Report

The World Internet Project (WIP) is an international collaborative project looking at the social, political and economic impact of the internet and other new technologies. It gathers longitudinal information on the way people use the internet and the effect it has on their lives. Project partners conduct questionnaire surveys every one or two years in their country.

In 2006, the Institute of Culture, Discourse and Communication (ICDC) at AUT University became the 28th country to join the World Internet Project. A pilot study was conducted early in 2007 supported by a research grant from AUT University's Faculty of Applied Humanities.

The WIP New Zealand survey contains questions common to all international WIP partners as well as a set of questions designed specifically for New Zealand. The pilot was conducted with a sample of 106 individuals aged 12 and over to test the survey design and methodology. It leads on to a full survey of at least 1000 New Zealanders to be conducted in 2007-08.

The pilot survey, although small, also provides preliminary indications about the impact of the internet on New Zealanders. This report presents a full overview of these findings. Also available from the research team is a Summary Report on the findings of the pilot project, accessible on ICDC's website.

Aims of Pilot Survey

- To examine the range of questions which could be included in a standard interview time
- To ascertain if respondents seemed able and willing to answer the questions posed – especially in relation to NZ-specific questions.
- To obtain preliminary estimates of responses to questions. These responses will begin to inform our understanding of New Zealanders' internet behaviour.

Format of this Report

This report follows the structure of the survey questionnaire, presenting results under each question. The Summary Report presents findings in an order designed to suit thematic coherence.

METHODOLOGY OF WIPNZ SURVEY

(1) Questionnaire Design:

The questionnaire was developed using several different models from various countries involved in the WIP project. The central component of the questionnaire is the 'core questions' required for cross-national comparisons. The input of a range of outside reviewers was also incorporated (Winston Roberts, National Library; David Bromell, Ministry of Social Development; Yenping Yeo, State Services Commission; Brian Opie, The Council for the Humanities; Mary Donn, Ministry of Culture & Heritage). Since very many more questions would have been interesting to ask, but could not be included within a 'reasonable' length of interview, rigorous culling was required to produce the final version. This culling was carried out with an eye to theoretical concerns and interests held by the team and also to ensure that a wide range of appropriate information was covered.

The questionnaire is organised in 10 sections:

* SECTION 1	DEMOGRAPHICS PART 1
* SECTION 2	INTERNET ACCESS
* SECTION 3	INTERNET ABILITY
* SECTION 4	NON-USERS AND EX-USERS
* **SECTION 5**	**INTERNET USE**
* SECTION 6	INTERNET SECURITY
* SECTION 7	IMPACT OF THE INTERNET
* SECTION 8	ATTITUDES TO THE INTERNET
* SECTION 9	OFF-LINE ACTIVITIES
* SECTION 10	DEMOGRAPHICS PART 2

SECTION 5 includes a range of topics including Entertainment and Information Seeking; Creating Web Content; Online Socializing; E-Commerce; E-Government / E-Politics; E-Education; NZ Cultural Content; Language.

Question formats included yes/no, Lickert-type, grid and open-ended formats. *Don't Know* and *No Response* formats were included.

(2) Survey Execution and Sample Design:

The survey was carried out by Phoenix Research using CATI (Computer Assisted Telephone Interviewing) methodology. Phone numbers were randomly generated and up to six calls were made to each household selected. For ethical reasons, respondents under 18 were only interviewed once their parent or guardian had completed the survey themselves. All respondents were aged 12 years or over.

Supplementary lists of phone numbers were provided by the WIPNZ team to ensure a representative sample of people of Māori, Pasifika and Asian ethnicities. This was done by using households listed under names likely to be associated with one of these ethnicities. The target quotas set were 20% Māori, 10% Pasifika and 10% Asian. The list of phone numbers was used to boost the representation of these ethnicities attained randomly in the main sample.

There was a difficulty in recruiting sufficient 12-17 year olds given the requirement that parents had to respond to the survey first before their teenagers. This was considered to be a form of respondent fatigue. Accordingly, extra interviews with children were commissioned. Six extra 12-17 year olds were contacted through networks from Phoenix's Contact Centre.

Table 1 shows the number of respondents from the main sample, the ethnicity booster sample and the number of 12-17 year olds interviewed.

Table 1. Sample by Interview Category

	Frequency	Percent
Main sample	83	78.3
Māori booster sample	6	5.7
Pacific booster sample	3	2.8
Asian booster sample	3	2.8
Child 12-17 year old	11	10.4
Total	106	100.0

In order to generate this sample, Phoenix carried out the following:

106 interviews
225 refusals
44 non-qualifiers
59 disconnected numbers
6 quota full
21 language barrier
25 answering machine
5 engaged (i.e. on last of 6 calls)
24 no answer

In addition they found no-one in the household from the relevant ethnic group (when contacting from lists provided by the WIP team):

4 when looking for Māori
4 when looking for Pasifika
3 when looking for Asian

When the survey stopped, Phoenix had not finished dealing with:

17 engaged on last call
50 answering machine
17 appointment made
107 soft call back (e.g. "You can try for her again tomorrow")
82 no answer

(3) Sample Bias:

Age proportions compared to the census were examined (Table 2). It was found that the over-representation of youth meant their proportion in the sample is exactly that expected from the census – as was the proportion of those 40-59, but the younger adults were under-represented and older adults over-represented. Once weighted for number in the household the proportions were far closer to the census proportions.

Table 2. Distribution of Ages in Sample Compared to Census Data

Age-group	Frequency	Percent	Census (%)
12-19	15	14.2	14.5
20-39	18	17.0	32.6
40-59	37	34.9	32.7
60+	36	34.0	20.2
Total	106	100	100

Compared to the census, two person households are overrepresented in the sample but larger households significantly underrepresented (Table 3). Although we have not weighted the sample in terms of household size this would be carried out in the main survey.

Table 3. Sample Household Size Compared to Census Data

People in Household	Percent	Census (%)
1	24	22.6
2	53	34
3	14	16.5
4+	8	25.2
Total	100	98.3

Weighting the result for age of respondent only slightly moved the weighted age distribution into line with the census proportions. This suggests a need for an age quota in the interviewing process.

(4) Average Interview Duration:

This was 24:26 minutes (i.e. very close to 24½ minutes). Duration of interview varied between 24 minutes plus/minus 8 minutes. Internet users averaged almost 30 minutes but non-users only 15.

RESULTS OF WIPNZ PILOT SURVEY

SECTION 1: DEMOGRAPHICS

Q99SEX: Gender

Roughly equal split of male and female respondents.

Q99A: Number of People in Household

Of all the households involved in the survey, one quarter were one-person households and over half were two-person households. A quarter of the households had three or more people.

Q99C: Age of Respondents

More than two-thirds of respondents are 40 years of age and older. Those aged 20 to 39 make up nearly one in five of all respondents. Just over one in ten of respondents is 12 to 19 years old.

Q99: Employment

Q99D: Full Time Employment

Just over two in five respondents work full time.

Q99D2: Part Time Employment

Just over one in six work part time.

Q99E: Occupation if not employed full time

Nearly a quarter are retired and nearly one in five are home-keepers.

Q99E2: Whether 12-17 Year-Old is a Student

Almost all child respondents are students.

Q99F: Ethnicity

Three out of five respondents say they are NZ European, New Zealander or Pakeha (Table 4). Just over one in ten indicate they are Māori. Nearly one in ten report that they are Asian, and just over one in ten say they are some other ethnicity. Only four people claimed to identify with more than one ethnicity.

Table 4. Distribution of Ethnicities in Sample

Ethnicity	Frequency
NZ European/Pakeha	52
New Zealander	15
Māori	13
Indian	6
Pasifika	4
Dutch	4
British/Scottish	4
Fijian	3
South African	3
Chinese/Vietnamese	3
Other	3
Total	110*

*(NB. 4 people had multiple ethnicities)

Q60: Highest Level of Education

Nearly two in five respondents report that their highest level of educational achievement is a high school qualification. Another one quarter hold a University degree or higher. More than one in ten have a qualification from a non-university tertiary institution. One in ten is currently attending high school. Primary school is the highest level of education for less than one in ten respondents. The remaining few are currently attending or have attended university.

Q61: Combined Household Income

About four in five respondents answered this question while the others either declined to answer, or said they didn't know. One quarter of households earn $25,000 or less. Just under one third earn between $25,001 and $50,000. One quarter earn between $50,001 and $100,000, and one in five earn over $100,000.

The data shown in Figure 1 suggest a correlation between household income and the likelihood that a person uses the internet. However, this result is not statistically significant with this small sample.

Q62: Marital Status

Six out of ten respondents are married or living with a partner. One in five are single, just over one in ten are widowed and fewer than one in ten are divorced or separated.

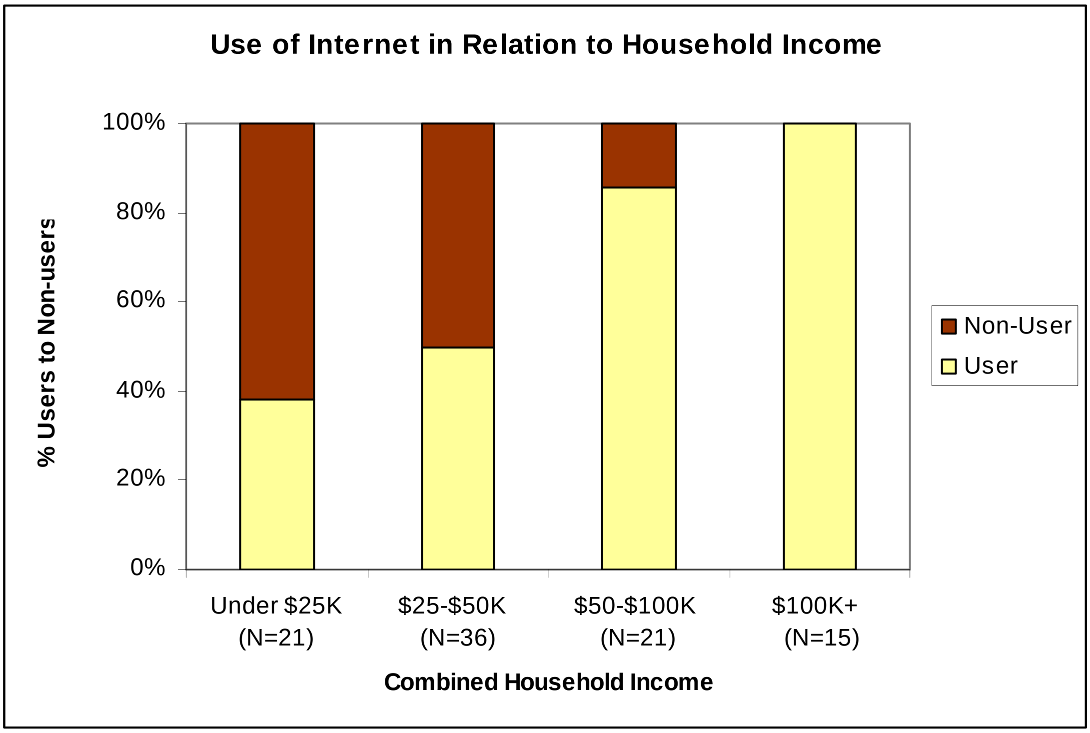

Figure 1. Internet Users and Non-users in Relation to Household Income

SECTION 2: INTERNET ACCESS

Q1: Use of Internet

Just on three quarters of the sample of 106 use the internet.

Q2: Hours per Week on Wired Internet

Almost all users access the internet from home, with only two who do not. One third access it at work, one fifth at school or university, and one fifth at other places such as internet cafes, libraries, and other people's homes.

Usage at home or work can be very high – the highest user estimated their use at 70 hours per week at home, another at 50 hours and another 45. Four other home users are online for over 20 hours per week. Half the users spend three hours or less per week online from home. Another quarter are online from home for between three and ten hours a week.

Usage at work showed a similar spread from low to high hours, with several work users online for up to 40 hours a week.

Of all internet users, the median amount of time spent online per week across all locations is four hours.

The median time spent online from home is three hours per week. Of those who access the internet from work, the median time spent online at work is seven hours per week.

Unsurprisingly, those who access the internet at school, university, internet cafes, libraries, etc. do not run up high hours of usage – few of these users were online for more than 5 hours a week.

Q3: Use of Internet through Wireless or Phone

One fifth of those who access the internet do so through either wireless technology or their mobile phone, but four fifths don't.

Q4: Number of Years Used Internet

Two fifths of the internet users have been using the net for 6 years or less (Figure 2). A further two fifths have used the internet for 7 to 10 years, and the remaining fifth for 10 to 17 years, making the earliest reported usage 1990.

Thus, most have been using the net for a fair length of time (median 6-7 years). Only 1 in 15 of the users began to access the internet in the past 3 years, indicating that takeup of internet access seems to be tailing off (despite the availability of broadband).

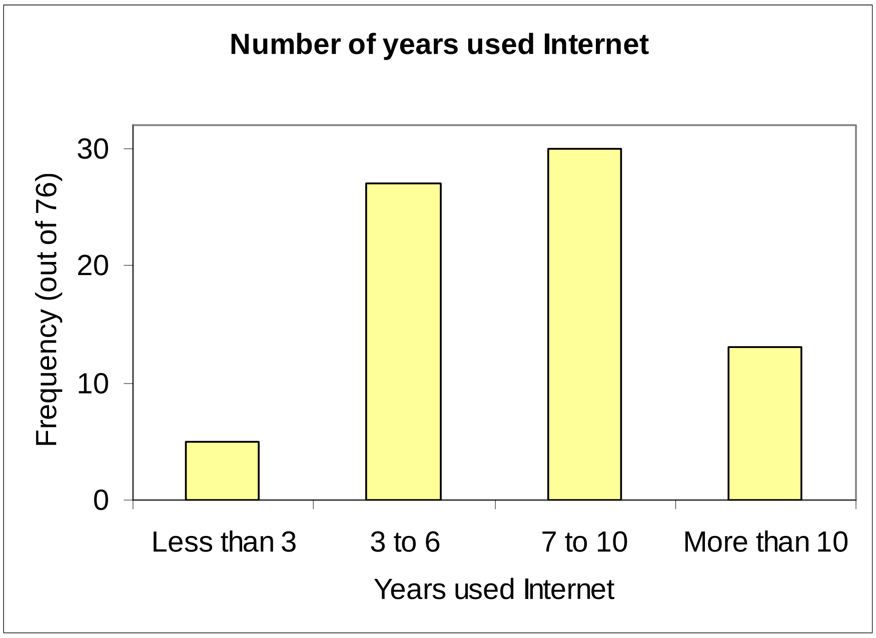

Figure 2. Number of Years Used Internet

Q5: Type of Internet Connection at Home

Half the users have broadband, half have dialup.

Q6: Whether Shut Down PC If Not Using

Most users (three fifths) always shut down their computers when not using them.

Broadband users are less likely to shut down their computer when not using it. Just over one quarter of those with a broadband connection say they never shut down their computer.

Q7: Where in Home Internet is Used

When using the internet at home, half the users access the internet from an office or study or similar type of space, a third from a general living area (including dining room and hallway as well as living room/lounge). The rest access it from a bedroom.

Q8: ISP Currently Used

Our survey shows that Telecom's Xtra dominates the market with nearly half the users (35) being Xtra subscribers. For the other providers, 11 respondents said they are with Telstra Clear or Paradise, 8 with Ihug, 7 with Slingshot, while 14 are scattered across other providers.

Q9: Non-Users' Access to a PC at Home

Of those respondents that do not use the internet, four fifths don't have access to a PC at home, although one fifth do.

Q10: Have Digital Camera

Over half of the sample have digital cameras.

Q11: Have Web-Cam

A quarter of users have webcams for a PC.

Q12: Have MP3 Player

A quarter of the sample have MP3s or IPODs.

Q13: Have PDA

Only a handful (5) have hand-held PDAs.

SECTION 3: INTERNET ABILITY

Q13: Rating of Ability to Use Internet

Half of respondents rate their ability to use the internet as good or excellent; while half feel their internet ability to be poor or fair.

Not surprisingly, internet users rate their ability much higher than non-users, with almost two thirds of users rating their ability as good or excellent, while only one in ten non-users rate their ability as good or excellent. Two thirds of non-users rate their ability to use the internet as being poor.

SECTION 4: NON-USERS AND EX-USERS

Q14: Main Reason for Not Using the Internet

Non-users gave three main reasons for not using the internet, each being mentioned by about a quarter of respondents:

- The internet is not useful to them or they have no interest in it
- They don't have access to a computer or internet connection
- They don't know how to use the internet, are confused by technology or say they are too old to use the internet.

Other reasons less frequently mentioned were being too busy to use the internet and not being able to afford an internet connection.

Q15-17 For ex-users: no data as there were none in the sample.

Q18: Asked Another Person to Do Something on the Internet

Just under half of the non-users had asked somebody else to do something online for them in the past year. Of these respondents, just over half said they had only done so once or twice in the past year while the rest had done so several times.

SECTION 5: INTERNET USE

Sub-section 1: Multi-tasking

Q19: Do More Than One Activity While Online

Two thirds of internet users do more than one activity while they are online. Of these respondents, around two thirds said they do so only sometimes, while the other third said they do so most of the time.

Sub-section 2: Entertainment Seeking

Q20: Importance of Media for Entertainment

Participants were asked about the importance of various media for entertainment. The question referred to using the media directly for entertainment not for finding information about entertainment.

Both television and radio are important or very important as a source of entertainment for at least half of internet users, and important for just over two in five users. Newspapers are important as a source of entertainment for less than two in five users.

Q21: Online Activities for Entertainment

Questions 21, 23, 24 and 25 ask users how often they engage in various activities online (Figure 4).

Just under two thirds of users say they surf or browse the internet on a weekly or daily basis. One third download or listen to music online at least monthly, with one in ten doing so on a daily basis. Less than a third look at religious or spiritual sites or play games online, and almost nobody says they bet or gamble online or visit sites with sexual content.

Sub-section 3: Information Seeking

Q22: Importance of Media for Information

Users rate the internet as a more important source of information than newspapers, television and radio (Figure 3). But more (three quarters) rate interpersonal sources such as family and friends as important.

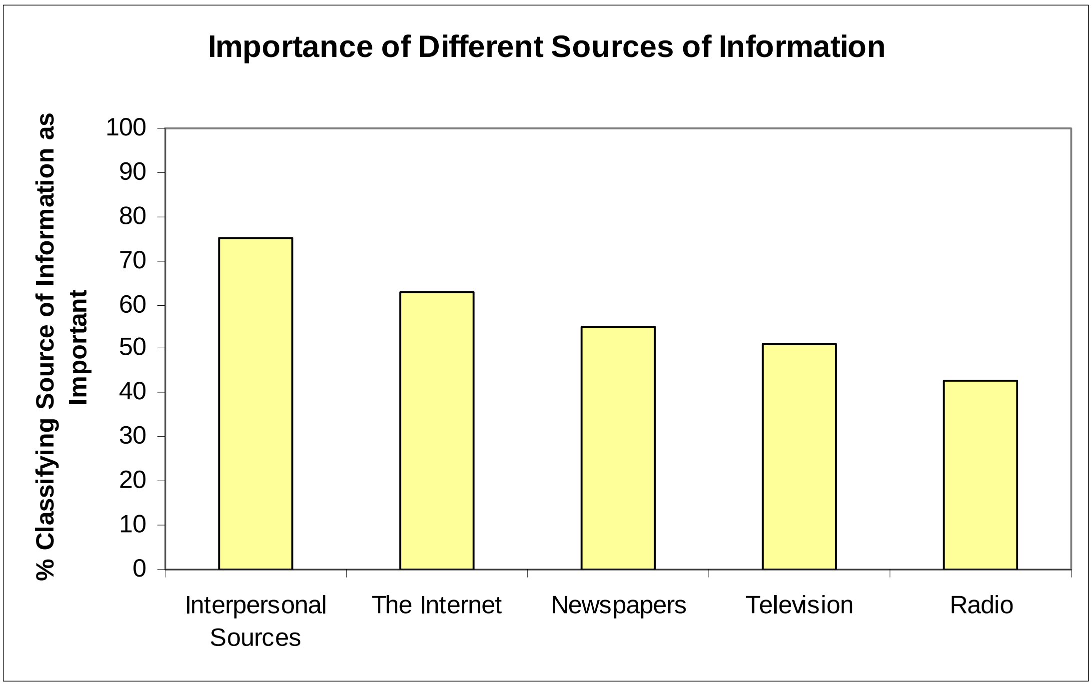

Figure 3. Importance of Different Sources of Information

Q23: Online Activities for Information

Users access a variety of information online. Almost two thirds search for news at least monthly, with over three in ten users doing so on a daily basis. Two in five use a search engine at least once a day, and three quarters use a search engine at least weekly.

Just under three in five use the internet to get information about entertainment activities such as movies or shows at least monthly. Almost half of users look for health information at least monthly. Over a third of users look for travel information at least monthly. Three in ten read blogs, look for jobs or look for jokes and humorous content at least monthly.

Q23A: Search Engines Used

Google was the most frequently used search engine with almost everyone using it the most often.

Sub-Section 4: Creating Web Content

Q24: Activities on the Web

One in ten users has their own website and just under one in ten users have a blog. More than one quarter has posted messages on discussion/message boards. Slightly more have posted pictures, photos or videos on the web, and one in ten has posted audio material. Two out of five have used a distribution list for email.

Q24B: Ever Been Contacted By Visitor to Website or Blog

Of those internet users with their own website or blog, one third have been contacted by a visitor to their site.

Sub-Section 5: Online Socializing

Q25: Online Socializing Activities, Frequency

Socializing is a major use of the internet, and four out of five users check their email on a daily basis, with a third checking it several times a day. One in five do instant messaging on a daily basis but fewer than one in ten participate regularly in a chat room.

One in five participate in social networking sites like MySpace.com at least weekly. Just over one in ten make or receive phone calls over the internet at least monthly, and one in ten say they participate in multi-player online games at least monthly.

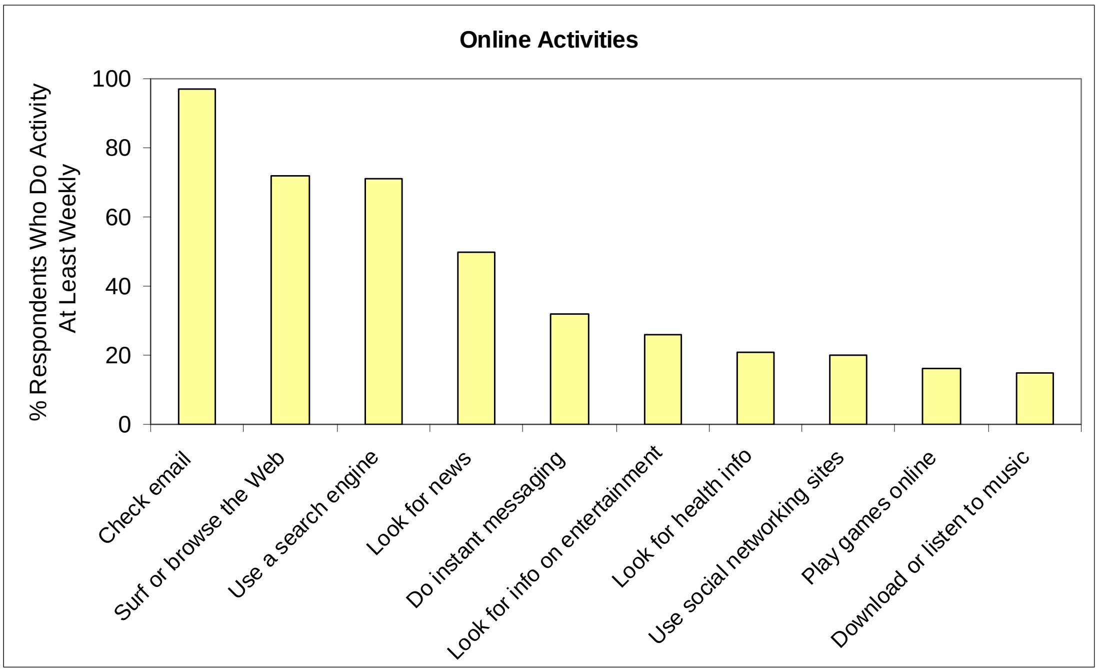

Figure 4. Percentage of Internet Users Who Do a Range of Online Activities at least Weekly

Q26: Ever Made Friends Online

Almost three in ten internet users say they have made friends online, but three quarters of respondents have not.

Q27: Ever Met Any of These New Online Friends in Person

Of those internet users who have made friends online, more than two in five have gone on to meet them in person.

Q28: Impact of Internet on Contact with Groups

Most users say that the internet has increased their contact with other individuals or groups, fewer report that it has decreased (Figure 5). Contact with people living overseas has increased for more than three in five respondents; fewer than one in twenty report that contact with this group has decreased. Similarly, half of all respondents report that the internet has increased their contact with people living in New Zealand; fewer than one in twenty claim that such contact has decreased. Just over one in ten say contact with people in their local communities has increased, while a slightly lower ratio say such contact has decreased.

More than one in five says that contact with people who share their political interests has decreased as a result of their internet use; fewer than one in ten feel that such contact has increased. More than one in five believes that the internet has increased their contact with people who share their religion; one in ten feels it has decreased such contact. Three in five claim contact with family has increased and nearly three quarters report that contact with friends has increased.

Half of respondents say that the internet has increased their contact with people in their own profession; fewer than one in twenty says that such contact has decreased. For one third of respondents, the internet has increased contact with people who share their hobbies/recreational activities; and about one in twenty says it has decreased.

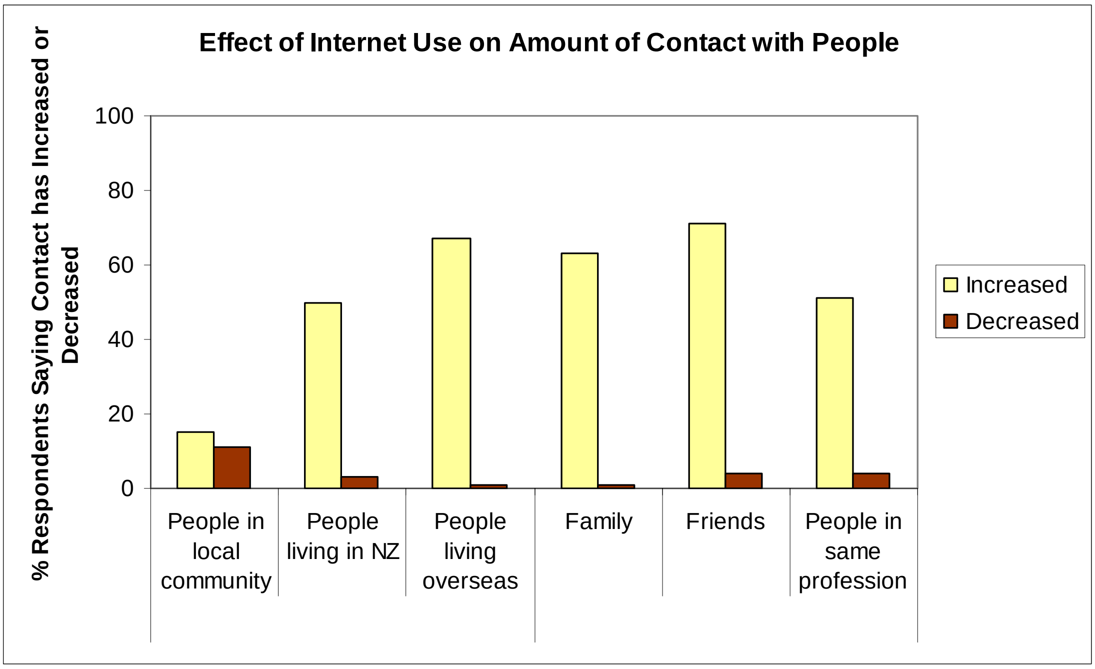

Figure 5. Effect of Internet on Amount of Contact with People

Q29: Ways of Contacting Other People, Frequency

Calling on the phone is the most common way of contacting family and friends—eight in ten of all respondents do this at least on a weekly basis. This is followed by meeting them in person—nearly three quarters do so at least weekly. More than half of all respondents contact family and friends by emailing them at least weekly, whilst only one in ten does so by writing a card or letter. More than three in ten contact family and friends either in person or over the phone on a daily basis; just under one in five uses email to contact family and friends daily. Three out of ten respondents neither uses the internet nor writes to contact family and friends.

Sub-section 6: E-Commerce

Q30: Purchasing on Internet

Internet users were asked how often they use the internet to purchase products or services per month. Two out of five make no online purchases on a monthly basis. One third make one to three purchases online per month. Just over one in fifteen purchases more than three items.

Q31: Online Transactions

When asked about specific transactions relating to banking or shopping, three quarters said they use the internet to get information about a product online. Following this, three in five use their bank's online services. Around half make travel reservations or bookings, buy things and pay bills online. In contrast to this, nearly all internet users say they never invest in stocks/funds/bonds online.

Q32/33: Concern about Security of Credit Card

Six out of ten people out of the entire sample said they are very or extremely concerned about security of credit/bank card information when buying something online. Only one in ten were not at all concerned.

Those that have never used their credit card for online purchasing were considerably more concerned about credit card security than those that have.

Sub-section 7: E-Government / E-Politics

Q34: Use of Government Information and Services Online

Just over half of users have accessed national or local government information and services online in the past year. More than one third have sought information about Government policy issues online, and a quarter have looked for information about a Member of Parliament, political party or candidate. One quarter have paid taxes, a fine, licence or service online in the past year. One in seven people have emailed an MP during this time.

Q35: Opinions on Impact of Using Internet

All respondents were asked whether they agree or disagree with a series of statements about the impact internet use can have on political awareness and power. In general, more people disagree than agree that using the internet could increase a person's political power (Figure 6). The only statement that more people agree with than disagree with is that by using the internet, a person could better understand politics.

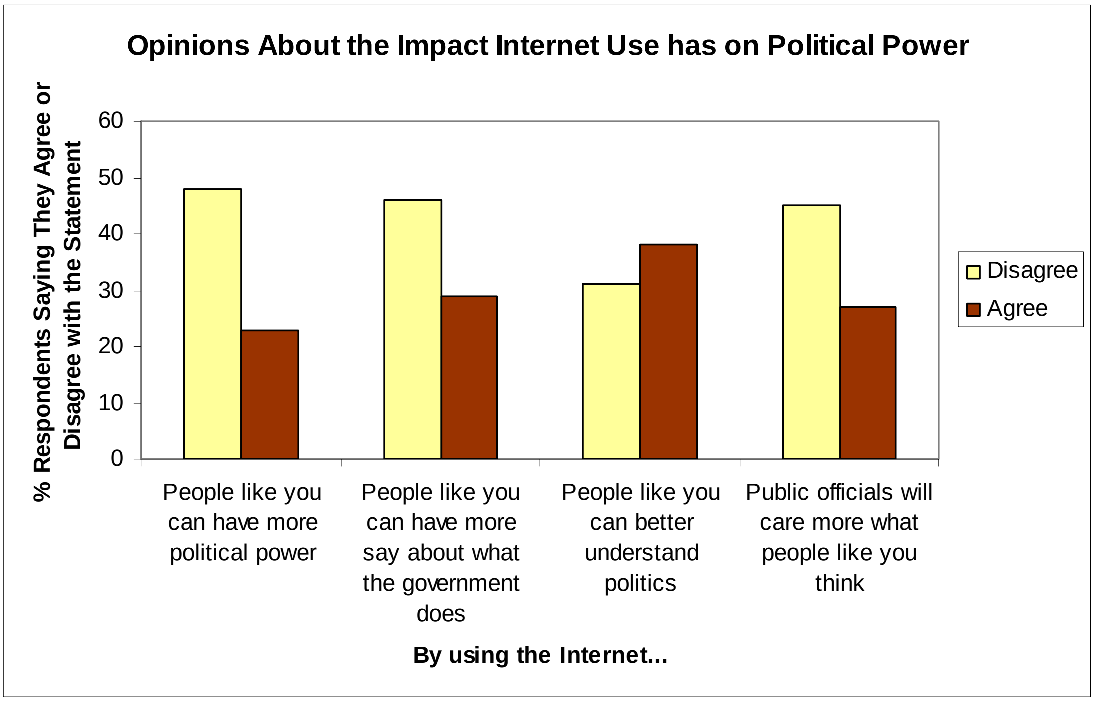

Figure 6. Perceived Impact of Internet on Political Power

Sub-section 8: E-Education

Q36: Use of Internet to Support Learning

In relation to education or supporting learning, three quarters of internet users find or check facts online, and a quarter do this weekly. More than half use the internet to look up the definition of a word (three in ten weekly). Almost all school and university students use the internet for study purposes, most of them weekly. Almost a quarter of all users participate in online distance learning for an academic degree or for job training.

Q37: Use of Internet as Teaching Tool

More than two thirds of student respondents said that the internet was used as a teaching tool during classes at school or university with almost half reporting that this happened at least weekly.

Sub-section 9: NZ Cultural Content

Q38A: Websites with Facts and Figures about NZ

Over a third of users know sites that carry facts and figures about New Zealand. Government websites such as the Departments of Statistics, Immigration or Work and Income were frequently mentioned, along with museums such as Te Papa, and the Encyclopedia of New Zealand.

One respondent referred to the site www.180.co.nz, which is a site written in Chinese and offering New Zealand-focused facts, figures and local information.

Q38: Websites with Information about NZ Cultural Events

Over a third of users were able to name websites that have information on cultural events in New Zealand. The most frequently mentioned sites were Ticketek and newspaper, television or city council websites.

Q39: NZ Websites Regularly Accessed

The most commonly accessed New Zealand websites are Trademe and local banks, with airline and other travel sites and the *NZ Herald* following. University and Government websites and those associated with sports were also mentioned a number of times.

Q40: Ethnic Identity

More than one in five respondents say the internet has increased their sense of identification with their ethnic group. Three quarters of respondents say it has not had an effect.

Q41: Identification with NZ

One third of internet users report that the internet has increased their sense of identification with NZ, two thirds say it has neither increased nor decreased it.

Sub-section 10: Language

Q42/43: Languages Can Converse In

Five respondents claim fluency in te reo Māori. Two are fluent in Tongan, with no other Pasifika languages recorded. Other languages are mainly European or Asian: German had 7 speakers, Dutch and French 4, Spanish 3; Fijian, Telugu, Hindi, Afrikaans and Italian each had 2 speakers. With 1 speaker each are Arabic, Gujerati, Japanese, Latin, Turkish, Vietnamese and Assyrian. Of those with more than one language, 12 claimed English as mother tongue, 20 claimed other languages.

Q44 Websites in Language Other than English

Of those internet users able to speak a language other than English, almost seven out of ten access a website in a language other than English at least on a monthly basis.

Q45 Reasons for Accessing Such Websites

Most to whom this question applied said they access other-language sites to get information such as news, while fewer cite ease of understanding, maintaining language skills, and emailing or chatting as reasons (Figure 7).

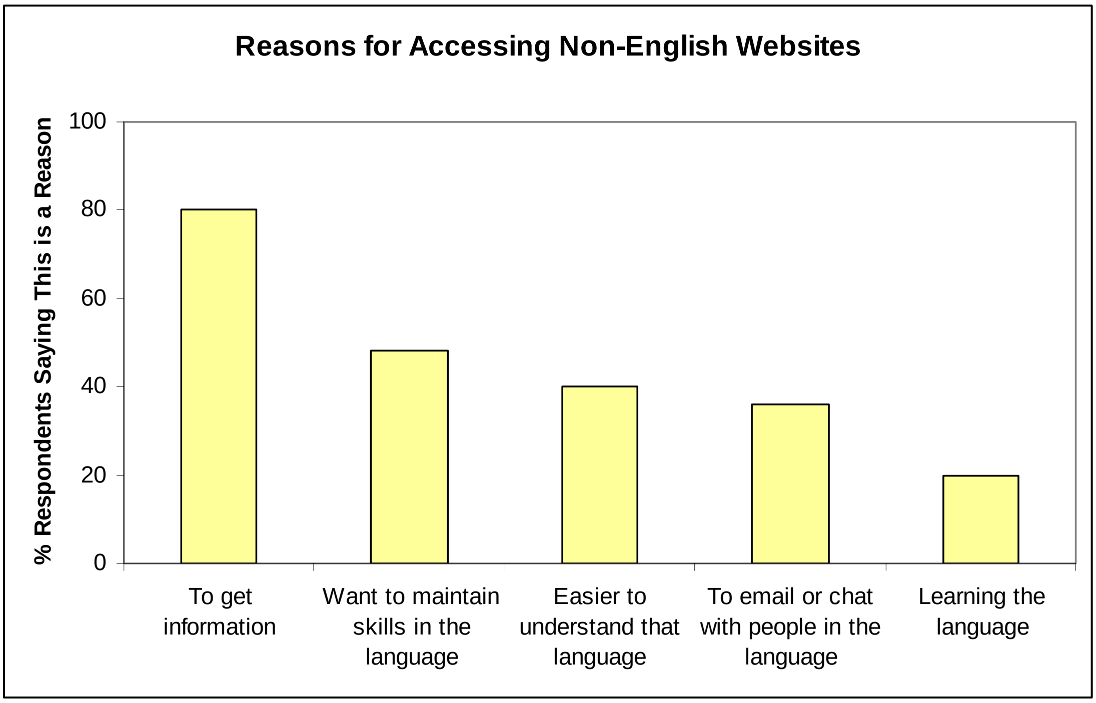

Figure 7. Reasons for Accessing Non-English Websites

Q46 Effect of Internet on Languages

Four of the five respondents who speak te reo Māori agreed that the internet was helping to maintain the language.

Q47 Website in te Reo

Those respondents who claimed either Māori ethnicity or fluency in Māori were asked what websites they know of that have content in te reo Māori. Of the 14 respondents, five could not name a website with Māori content. Six of the nine people who mentioned a specific website referred to either the Māori Television website or the site for Te Karere, the Māori language news show screened on TV One. Other websites mentioned were mainly government related sites such as public libraries and Te Taura Whiri (The Māori Language Commission).

SECTION 6: INTERNET SECURITY

Q48: Under 18 Year Olds

Questions 49 and 50 were asked only of the 21 households who have an under 18 year old that uses the internet.

Q49: Rules Set Regarding Under 18s Use of Internet

Most parents place rules around their children's internet use. In most households, under 18 year olds who use the internet are told not to visit some sites, not to give out personal information online, not to chat with strangers online, and not to meet up in person with someone they have met only online. Most are told only to use the PC under parent's control, and how much time to spend online.

Q50: Use of Website Filter

Just under a quarter of those households with under 18s who use the internet use a website filter such as Net Nanny.

Q51: Adverse Events on Internet

All internet users were asked whether they have experienced any of several adverse events on the internet in the past year (Figure 8). Almost three quarters have received nuisance emails or spam, and two fifths of respondents have received a virus onto their computer. More than one in ten respondents has bought something which has been misrepresented on a website, but only one individual out of 76 has had credit card details stolen via use on the internet.

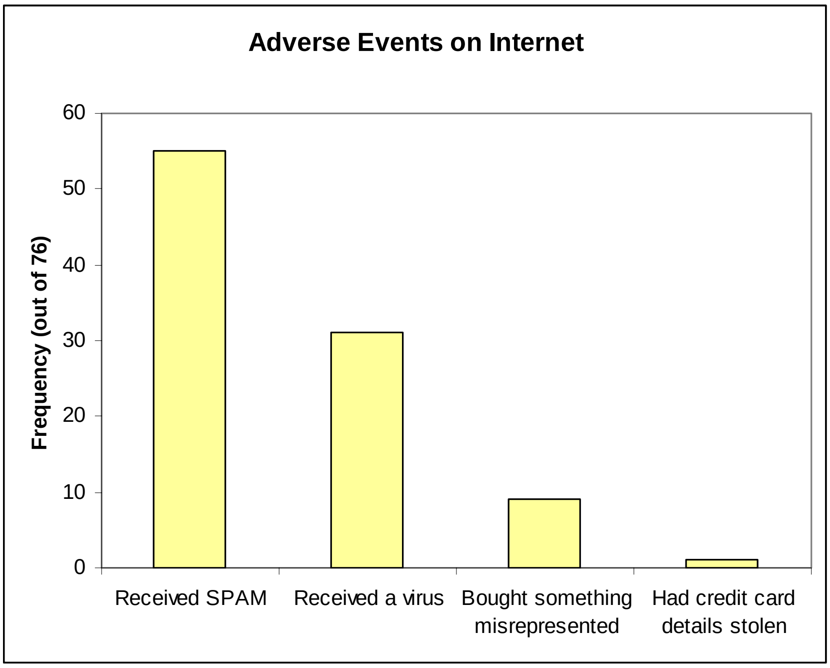

Figure 8. Adverse Events on Internet

SECTION 7: IMPACT OF THE INTERNET

Q52: Overall Importance of the Internet

Almost three quarters of internet users say the internet is 'important' or 'very important' to their everyday life (Figure 9). Three quarters of those who said the internet is not important to their everyday lives were non-users.

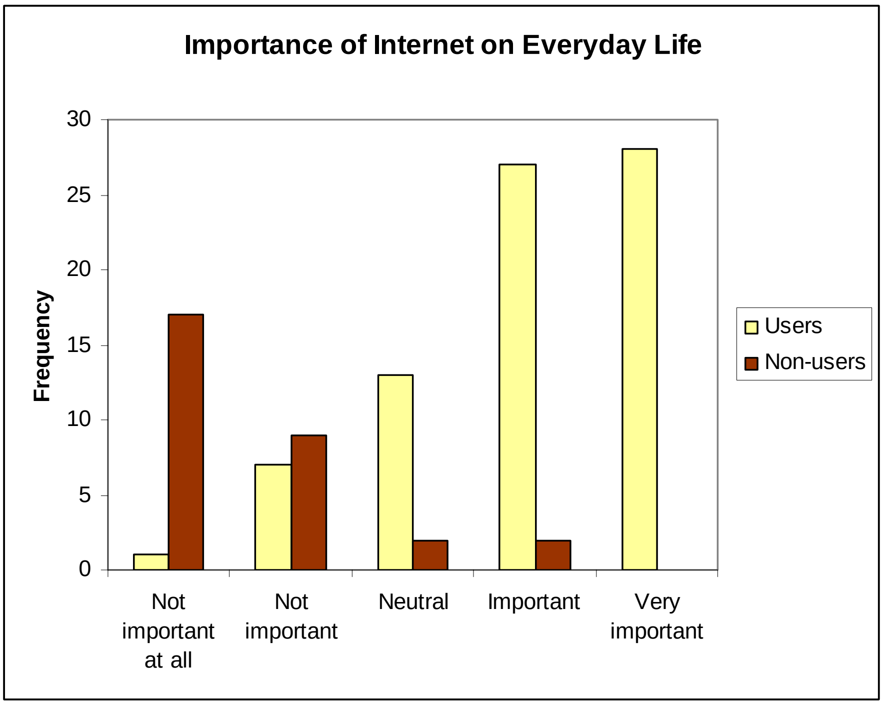

Figure 9. Importance of Internet on Everyday Life

Q53/Q54 Amount of Time Spent with Family and Friends Since Internet

Almost one in five internet users say that they spend *less* time face-to-face with family since being connected to the internet (Figure 10). The rest say the amount of time spent with family is about the same.

Almost one in ten internet users say they spend *more* time face-to-face with friends since being connected to the internet. The rest say the amount of time spent is about the same.

Q55: Work Performance Improved Since Internet Connection at Work

Of those who use the internet from a wired PC at work, seven out of ten respondents feel that their work performance has improved since having the internet. The remainder say that their work performance had stayed the same. Nobody feels the internet has been detrimental to their work performance.

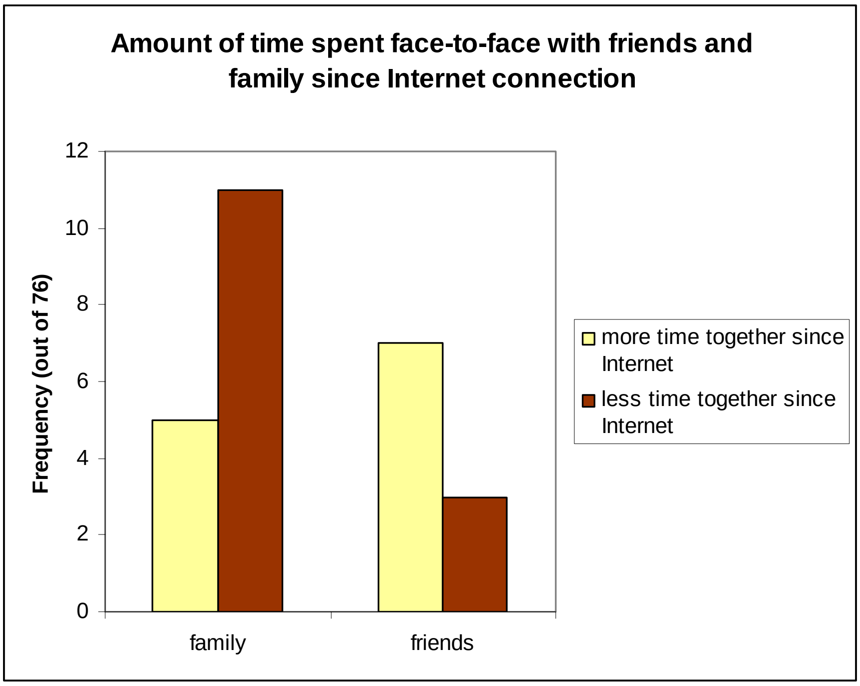

Figure 10. Time spent with family and friends

Q56: Internet Use Empowered/Aided Personal Development

Three in five internet users say that their use of the internet has made them feel empowered or aided their personal development.

SECTION 8: ATTITUDES TO THE INTERNET

Q57: Reliability of Information on the Internet

Two fifths of all respondents believe that most of the information on the internet is reliable. A similar number say half is reliable, and the rest think only a small portion is reliable (Figure 11).

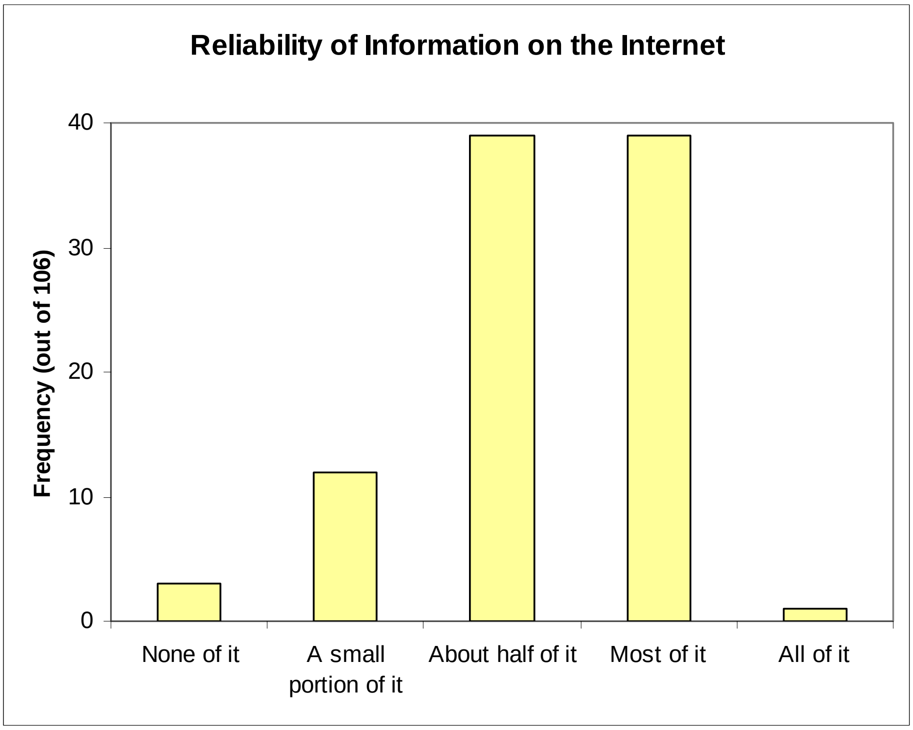

Figure 11. Reliability of Information on the Internet

SECTION 9: OFF-LINE ACTIVITIES

Q58: Number of Hours per Week Doing Activities While Not Online

For three offline media activities (Figure 12), the median number of hours spent per week is highest for television at 13 hours per week across all respondents. People listen to the radio a median of 7 hours per week and spend just under 3 hours reading a newspaper.

Internet users spend a median of 10 hours per week watching TV while non-users watch a median of 14.5 hours of TV per week.

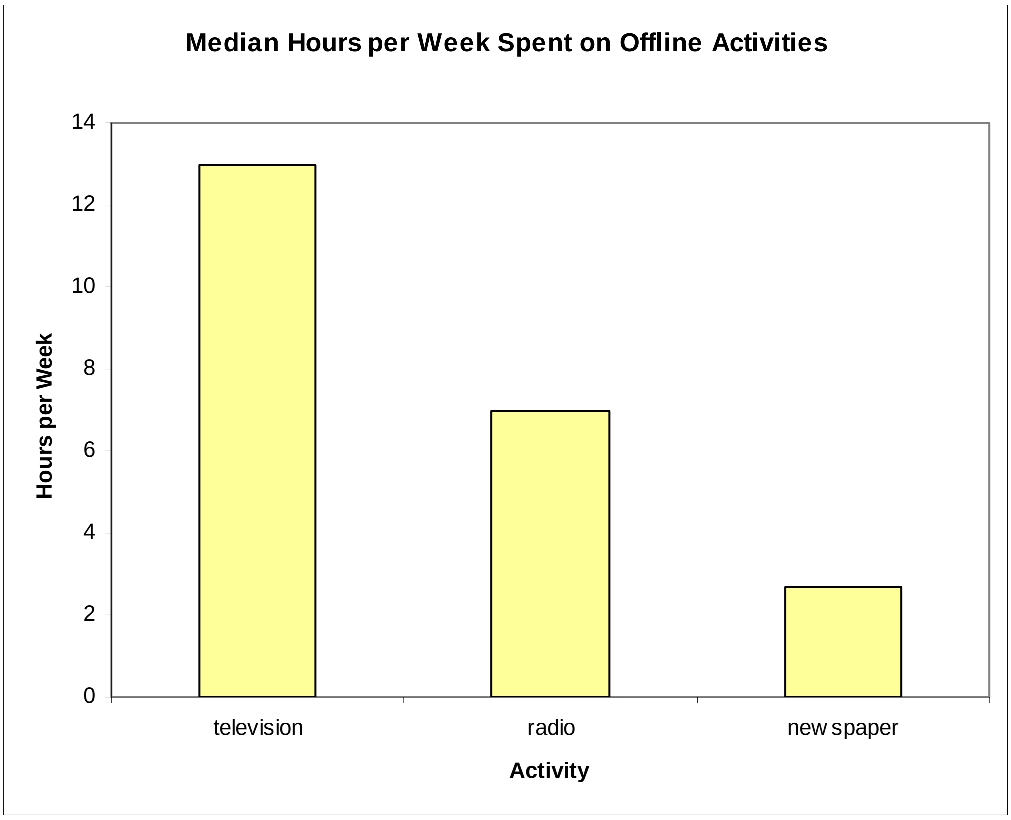

Figure 12. Time Spent on Offline Activities

Q59A: Number of Hours per Week Spent Face-to-Face with Friends and Family

Respondents spend a median of five hours per week socialising face-to-face with friends in a context outside of their work/study environment. Respondents spend more time socialising face-to-face with family at a median of 8 hours per week.

Q59B: Number of Hours per Week Spent Exercising

Respondents spend a median of five hours per week engaged in some form of physical activity.