

Outcome

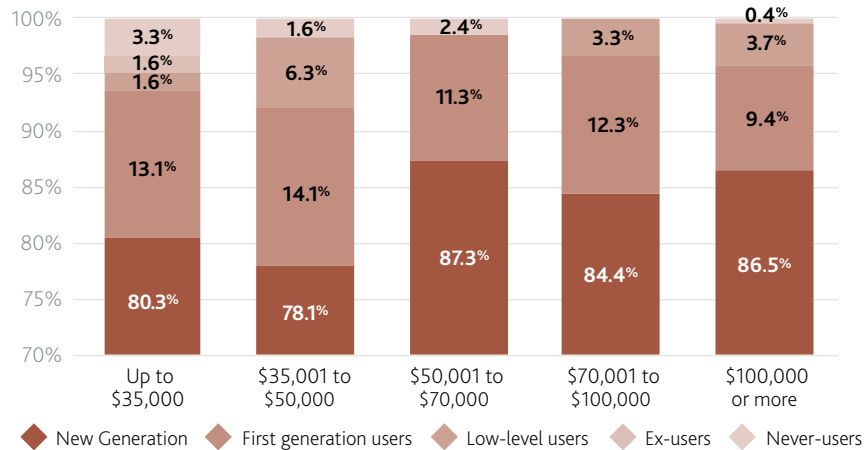


# Opportunity and Prosperity

Measure 6

## Internet usage based on income

### Proportion of respondents under 65 years of age by internet user status by household income bracket (%)



**Data**

Proportion of respondents under 65 years old to the World Internet Project New Zealand survey of internet usage who gave their household income information, by categories of internet user status and household income brackets.

**Source**

Auckland University of Technology (AUT), World Internet Project New Zealand (WIPNZ) survey of internet users 2017.

**Frequency**

The WIPNZ survey is undertaken every 2 years.

**Availability**

Report of the 2017 survey results for New Zealand is published by AUT in late May 2018. Data and analysis of the results for Auckland are available on request from RIMU.

**Note**

The WIPNZ survey begins with asking respondents (at the age of 16 or above) whether they are currently using the internet or have used internet in the last three months. Based on answers to a series of questions in regards to internet usage (e.g. frequency of using different devices, type of internet connection at home, abilities in using the internet and frequencies of engaging in a range of online activities), respondents have been grouped into five sub-groups of internet user status:

- never-users (those who have never used the internet).
- ex-users (those who have used the internet in the past but are not current users).
- low-level users (those who use the internet but at a relatively low level).
- first generation users (internet users who tend to connect through traditional devices).
- next generation users (internet users who are highly connected, using multiple, and more mobile devices to go online).

**Relevance**

Indication of how lower incomes may affect the level of internet usage among Aucklanders. A higher proportion of never-users or low level users among those at the lower income brackets could suggest that those who are socio-economically disadvantaged may also be more likely to be digitally-disadvantaged, which constrains their access to information, education and employment opportunities available online. Data on those aged 65 or above have been excluded as 65 is the retirement age, so the incomes of people in this age group tend to be significantly below those who are under 65.

**Baseline (2017)**

The 2017 data is shown in the table below.

	Up to \$35,000	\$35,001 to \$50,000	\$50,001 to \$70,000	\$70,001 to \$100,000	\$100,000 or more
Users	95.0%	98.5%	98.6%	100.0%	99.6%
Non-users	4.9%	1.6%	1.4%	0.0%	0.4%

**Analysis**

For respondents under 65 years of age who gave their income information, 4.9 per cent of the up to \$35,000 household income bracket indicated that they are non-users. This is higher compared to those across all other income brackets.

**(...)** Trend

Insufficient data to determine trend at the time of reporting.