New Zealand is now more connected than ever.

88% of people in New Zealand now go online.

Most people in New Zealand use the internet daily.

Daily
Weekly
Monthly
67%
11%
7%

People watch online videos once a week (or more) across devices.

6

People are watching videos online both in and out of the home.

94%
28%

They're not distracted:

No matter the device, the majority of people remain focused on the videos they're watching.

8

Sources

All data is from Google Consumer Barometer, 2014 and 2015.

1.  Base: Total online and offline population.
2.  Base: Internet users (accessing via computer, tablet, or smartphone).
3.  Base: Internet users (accessing via computer, tablet, or smartphone).
4.  Base: Internet users (accessing via computer, tablet, or smartphone).
5.  Base: Internet users (accessing via computer, tablet, or smartphone).
6.  Base: Internet users (accessing via computer, smartphone, or tablet).
7.  Base: Internet users (accessing via computer, tablet or smartphone).
8.  Base: Internet users (accessing via computer, tablet or smartphone).

The internet was used in 53% of recent purchase journeys.

46%
52%
45%

People are looking for:

Prices, Promotions, Deals, Coupons, Store Sales

33%
28%
27%

33% of Kiwi consumers use a smartphone to find local information.

Are you giving local shoppers what they need?

Are you taking the opportunity to connect with a highly engaged audience?

75% of Kiwi internet users watch online videos on their smartphones, are you taking this opportunity to connect with your consumers who are watching?

Are you catering to consumers who live online?

29% of Kiwi consumers use a smartphone to find local information. Are you sure your site is optimised for mobile?

The internet is at the heart of everything Kiwis do. Period.

Here, using data from Google’s Consumer Barometer tool, we look at how they are using the internet, whether they are working, socialising, shopping, or relaxing.

Google’s Consumer Barometer tool

88% of people in New Zealand use a smartphone.

New Zealanders don’t just go online, they live online.

A recent report from Google’s Consumer Barometer tool showed that:

- 67% of people in New Zealand go online daily.
- 94% of people in New Zealand use a smartphone.
- 67% of people in New Zealand use a computer.
- 69% of people in New Zealand use a tablet.

People are watching videos online both in and out of the home.

- 53% of recent purchase journeys used the internet.
- 44% of people use their smartphones to watch online videos.
- 28% of people use their computers to watch online videos.
- 25% of people watch online videos in the living room.
- 22% of people watch online videos in the bedroom.
- 13% of people watch online videos in the kitchen.
- 9% of people watch online videos in the bathroom.
- 8% of people watch online videos in the garden.

People are using their smartphones as much as their desktops to go online.

- 44% of people use their smartphones to go online.
- 31% of people use their computers to go online.
- 22% of people use their tablets to go online.

People watch online videos once a week (or more) across devices.

- 53% of people watch online videos once a week (or more).
- 42% of people watch online videos once a week (or more) in the living room.
- 30% of people watch online videos once a week (or more) in the bedroom.
- 15% of people watch online videos once a week (or more) in the kitchen.
- 10% of people watch online videos once a week (or more) in the bathroom.
- 7% of people watch online videos once a week (or more) in the garden.
- 5% of people watch online videos once a week (or more) in the garage.

People are watching videos online once a week (or more) across devices.

- 67% of people use a smartphone to watch online videos.
- 67% of people use a computer to watch online videos.
- 67% of people use a tablet to watch online videos.

People use the information they find online to inform their shopping in store.

- 70% of Kiwi internet users watch online videos at least weekly, rising to 92% for users under 35 years old.
- 29% of Kiwi consumers use a smartphone to find local information.

People often use their smartphones to shop on the go; 44% of people use their smartphones to go online to shop.

- 67% of people use their smartphones to shop on the go.
- 67% of people use their computers to shop on the go.
- 67% of people use their tablets to shop on the go.

People often use their smartphones as much as their desktops to go online.

- 54% of people use their smartphones as much as their desktops to go online.
- 41% of people use their smartphones as much as their desktops to go online.

People are shopping internationally for a variety of reasons.

- 33% of people are shopping internationally for better availability.
- 28% of people are shopping internationally for appealing offers.
- 27% of people are shopping internationally for a broader range of products.

People are watching videos online once a week (or more) across devices.

- 53% of people use a smartphone to watch online videos.
- 67% of people use a computer to watch online videos.
- 67% of people use a tablet to watch online videos.

People are watching videos online once a week (or more) across devices.

- 53% of people use a smartphone to watch online videos.
- 67% of people use a computer to watch online videos.
- 67% of people use a tablet to watch online videos.