

THE CONSUMER BAROMETER

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

88% of people in New Zealand use a smartphone.¹

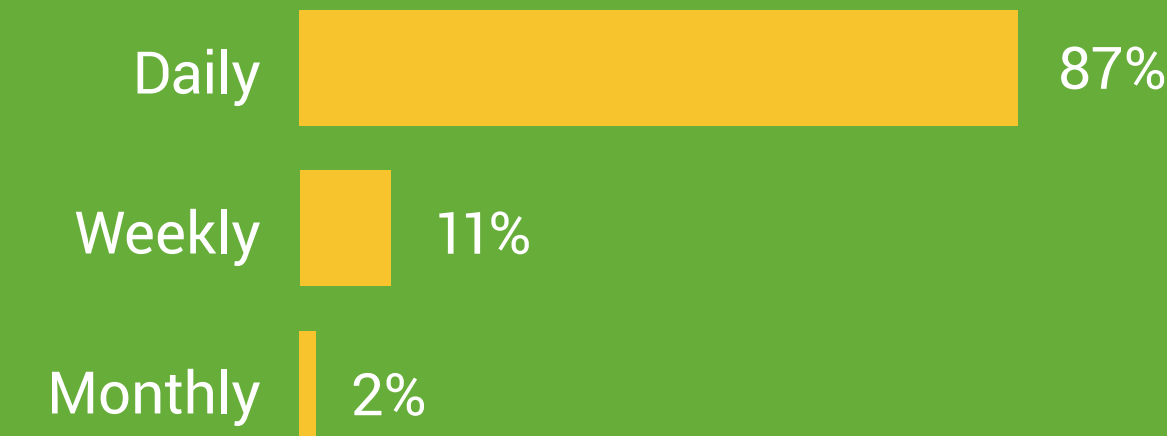
The internet is at the heart of everything Kiwis do. Period. Here, using data from Google's Consumer Barometer tool, we look at how they're using the internet, whether they're working, socialising, shopping, or relaxing.

Google's Consumer Barometer tool

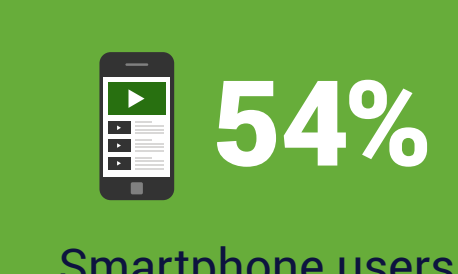


New Zealand is now more connected than ever.

Most people in New Zealand go online daily for personal reasons.²



Smartphone users often prefer to do tasks digitally.²



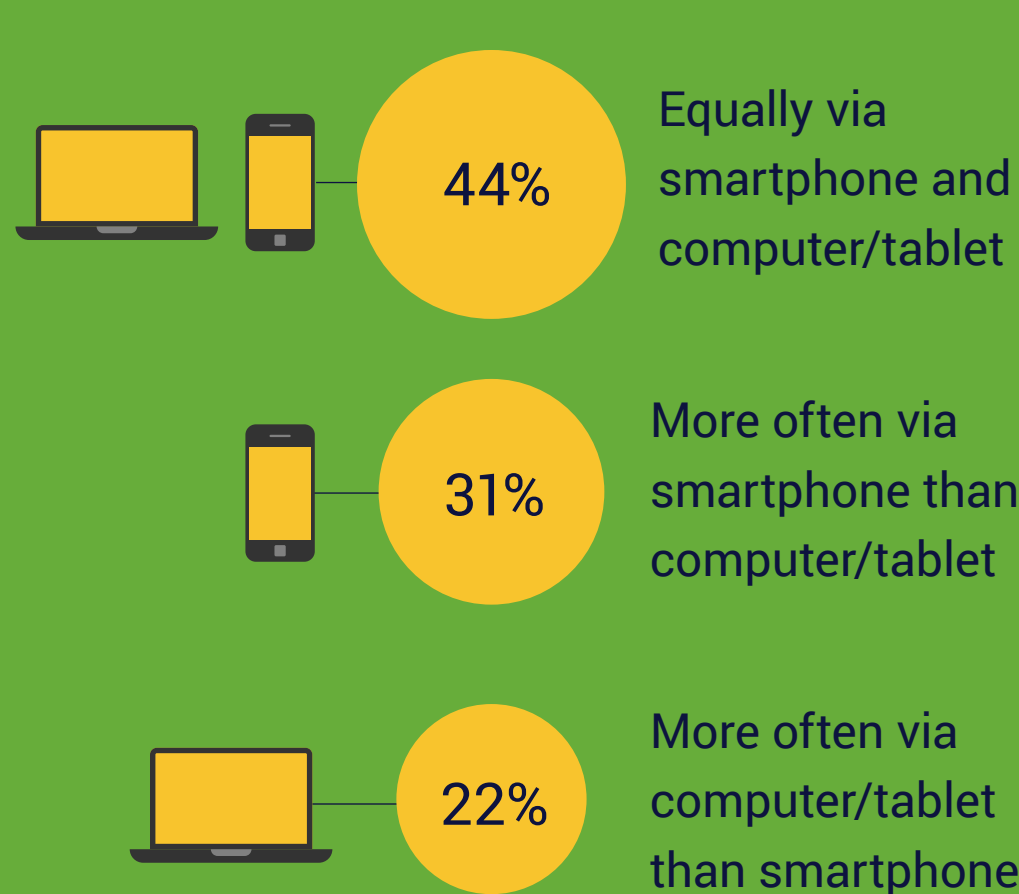
Smartphone users



Non-smartphone users



People often use their smartphones as much as their desktops to go online. This is particularly true of younger users.²



Now that Kiwis are more connected, they rely on the internet more to shop.

The internet was used in **53%** of recent purchase journeys.³



People use the information they find online to inform their shopping in store.⁴

They're looking for:



Prices



Promotions, deals, coupons, store sales



Product or service availability at location



People shop internationally for a variety of reasons.⁵



Better availability



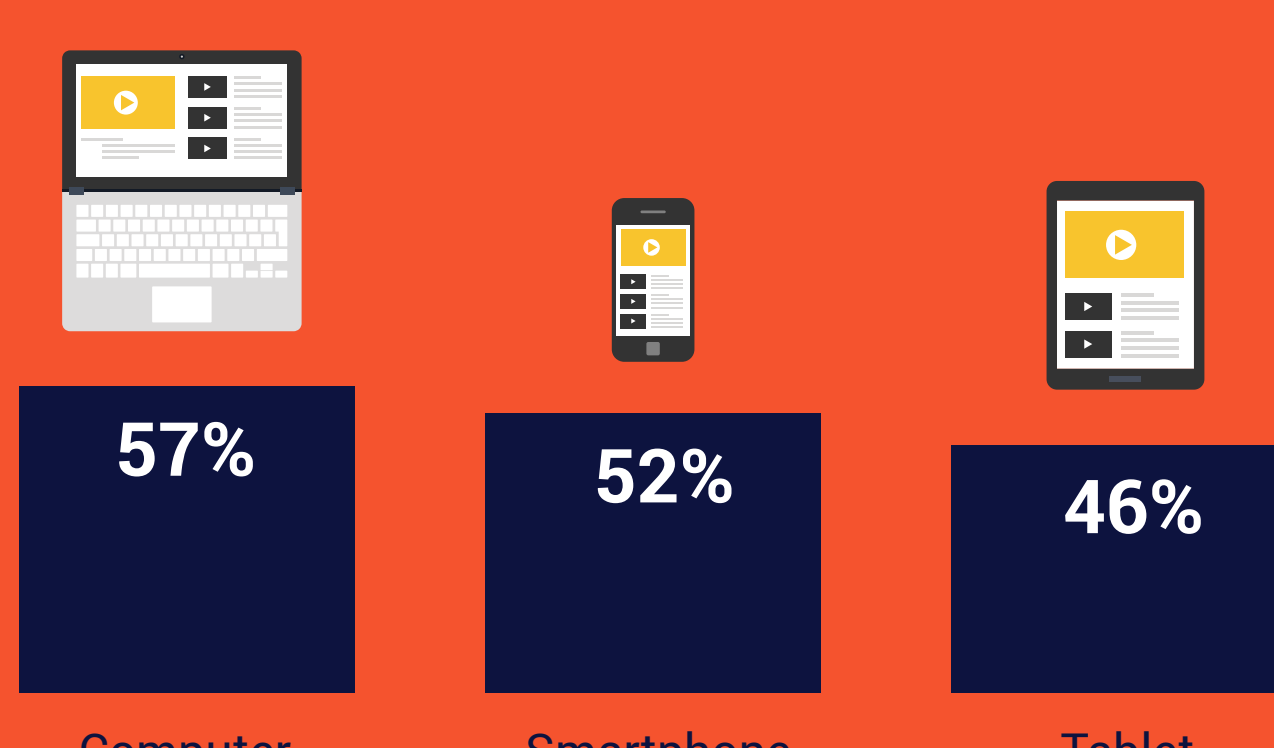
Broader range of products or better conditions



Appealing offer

Living online has also changed viewing behaviour in New Zealand.

People watch online videos once a week (or more) across devices.⁶



People are watching videos online both in and out of the home.⁷



In-home

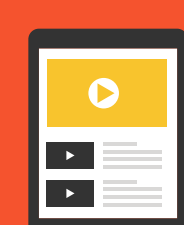
94%



Out-of-home

28%

They're not distracted: No matter the device, the majority of people remain focused on the videos they're watching.⁸



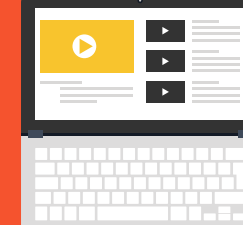
69%

Tablet



67%

Smartphone



67%

Computer

Are you catering to consumers who live online?

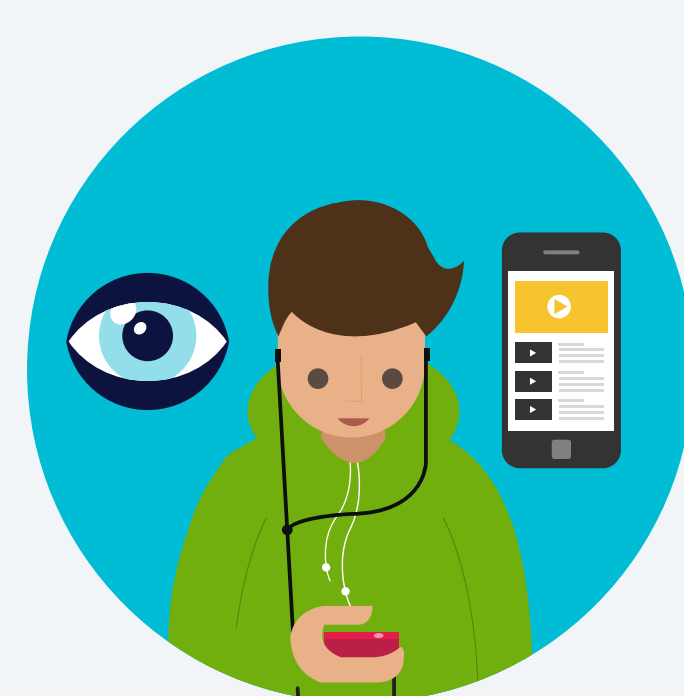
Are you giving local shoppers what they need?



29% of Kiwi consumers use a smartphone to find local information.⁴

Is your site optimised for mobile?

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



70% of Kiwi internet users watch online videos at least weekly, rising to 92% for users under 35 years old.²

Are you present when your consumers are watching?

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). Answering based on a recent purchase (in select categories).
4. Base: Internet users (accessing via computer, tablet, or smartphone). Searched for information about local business(es) in the past month.
5. Base: Internet users (accessing via computer, tablet, or smartphone). Ever purchased a product/service online from abroad.
6. Base: Internet users (accessing via computer, smartphone, or tablet).
7. Base: Internet users (accessing via computer, tablet or smartphone). Watched online video in the past week.
8. Base: Internet users (accessing via computer, tablet or smartphone). Watched online video in the past week. Answering based on a recent online video session.