



CHANNEL-SURFING: HOW NEW ZEALANDERS ACCESS GOVERNMENT

Prepared for the State Services Commission

by

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September 2004

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ACKNOWLEDGEMENTS

Firstly, we would like to thank the State Services Commission for the opportunity to undertake this research. This project represents a valuable opportunity to gain a greater understanding of the use of government information and services, which will have practical applications.

We are grateful for the efforts of the Survey Research Unit staff, particularly Sharon Henaghan. We also appreciate the support provided by staff of Auckland UniServices Ltd.

Finally, thanks are due to the 5005 people who completed interviews.

EXECUTIVE SUMMARY

The 'Channel-surfing: How New Zealanders access government' survey was conducted by Auckland UniServices and the Survey Research Unit at The University of Auckland. The research comprised a national telephone survey of over 5000 people, undertaken during June and July 2004. The only exclusion criterion was that participants had to be 18 years of age or older. The survey questions covered two main areas: determining how people had accessed government over the preceding 12 months and exploring New Zealanders' use of the Internet. The area of overlap, issues around use of Internet to contact government, was an area of particular interest. It is hoped that this information will have practical implications and assist the people of New Zealand in accessing government.

This executive summary discusses the key results of the survey, presented primarily in graph and bullet-point format. Further detail is provided in the body of the report.

It is important to bear in mind that respondents were able to choose multiple responses for many questions, so the total scores may add up to more than the number of participants. For example, a person may have made contact with government by telephone and in person, and sent in a form, so this would count as three contacts, all from one person. For this reason, results are usually given as percentages so that comparisons can be made.

CONTACT WITH GOVERNMENT

Figures 1 and 2 show the types and frequency of contact respondents had with government and whether this was for personal or work reasons:

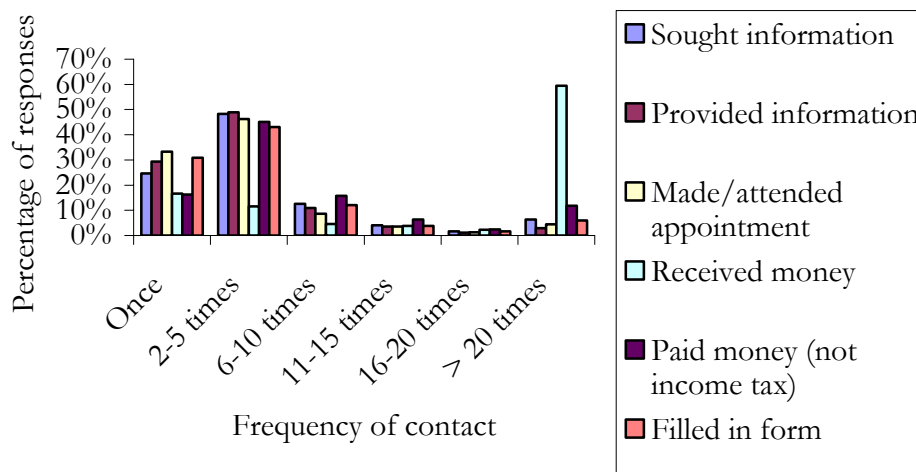


Figure 1: Frequency of contact with government

- 73% of respondents had made contact with government in the previous 12 months
- the most common reason for contact was to fill in a form
- people with few qualifications (sixth form certificate or less), are the groups most likely to contact government in general.

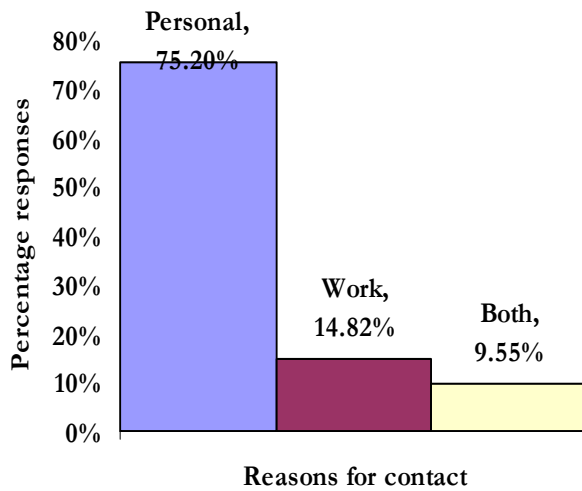


Figure 2: The reasons people contacted government over the last twelve months.
Table presented showing average percentage (%) rounded to one decimal point.

- the majority of contacts (75%) are for personal reasons
- males are more likely to contact government for work reasons (19.5%), females for personal reasons (80.7%).

Figure three shows the results of a question which asked how often people contacted government over the previous twelve months. This question was linked to an earlier question about the types of contact people had, so that comparisons could be made between contact types.

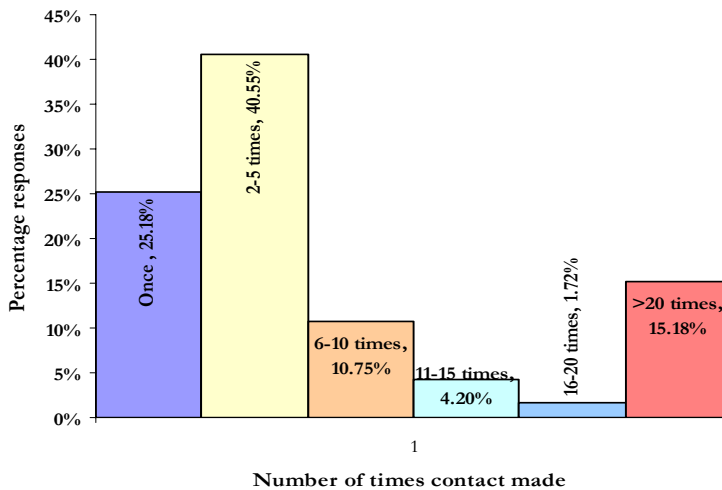


Figure 3: How often people contacted government over the last twelve months
Data represents the average percentage of responses across all categories of contact

- people mainly contacted the government five times or less

- people with few school qualifications were more likely than other people to contact government more than 20 times.

Figure 4 shows the five most common reasons or topics people contacted government about. More than 20 options were available to people, but many of these options were chosen infrequently.

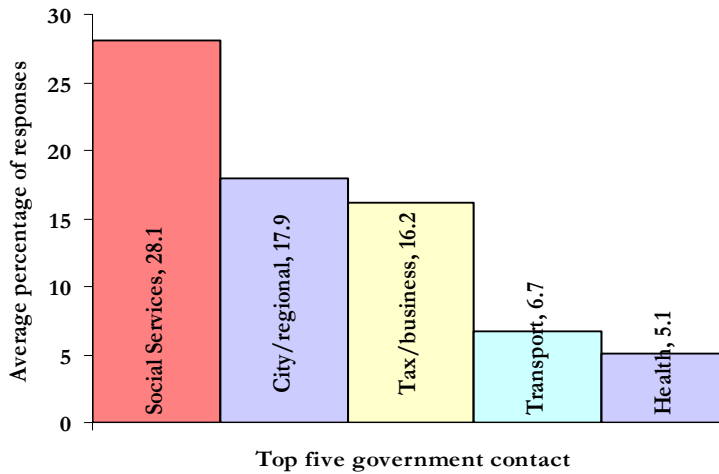


Figure 4: The top five areas of contact with government over the last twelve months

Data represents the average for each category and percentage (%) rounded to one decimal point.

- females were more likely to contact health and social services
- males were more likely to contact tax, finance or business services.

CHANNELS TO CONTACT GOVERNMENT

Figure 5 shows the ways in which the people in the survey contacted government during the previous three months.

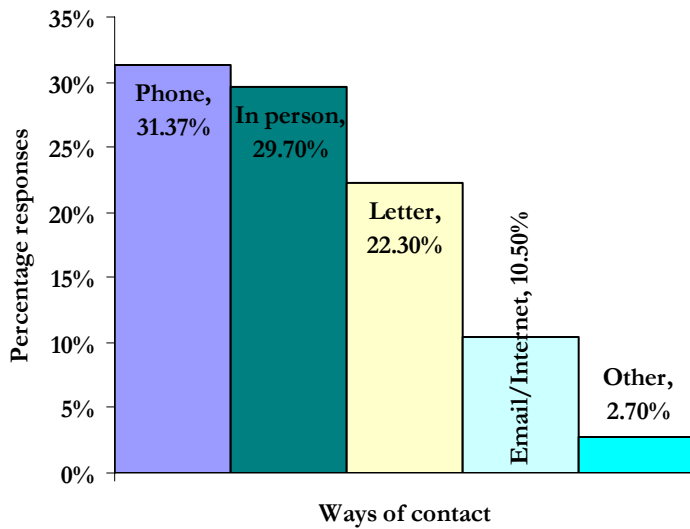


Figure 5: Percentage of ways people made contact with government
Table presented showing average percentage (%) rounded to one decimal point.

- most people made contact by phone or in person
- people who used email/Internet were likely to be in the 30 to 39 age group
- New Zealand Maori were significantly more likely to make phone contact when seeking information (77%).

The next figure, 6, shows the answers to the questions “Do you have concerns about the security of some ways of contacting government? [if yes] What ways?”.

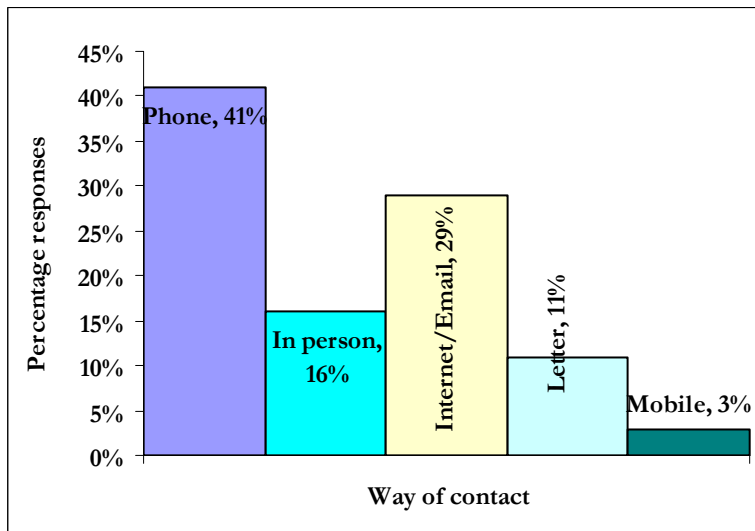


Figure 6: Security concerns when contacting government

- 85% of people had no security concerns when contacting government

- concerns with using the Internet were higher for people who had university entrance or university degrees.

Figure 7 illustrates the five main reasons given for why people chose the Internet or email to contact government. There were 15 answer options available, but many were chosen by very few people.

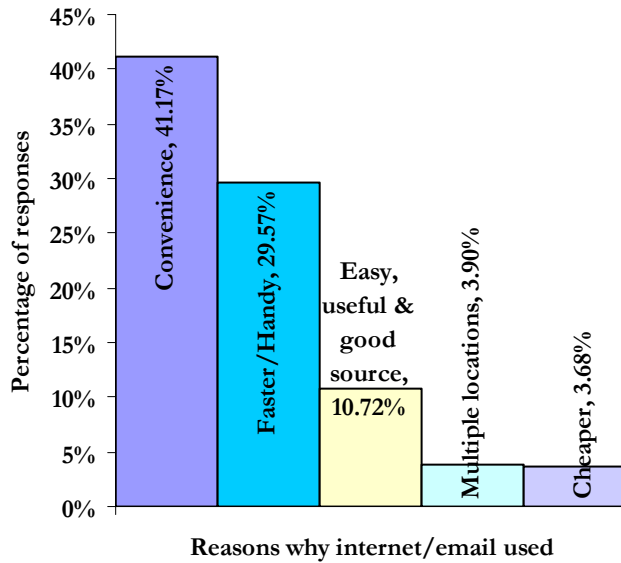


Figure 7: Top five reasons why people used Internet and email to contact government

Data represent average percentage.

- New Zealand European (400) used this method as it was considered significantly more likely to be handy (27%) and easy (14%).
- people in cities considered that the Internet was faster when used in regards to filling in forms.

Figure 8 shows the five main reasons people chose to make contact by telephone, in person or by letter. There were 10 possible answers available.

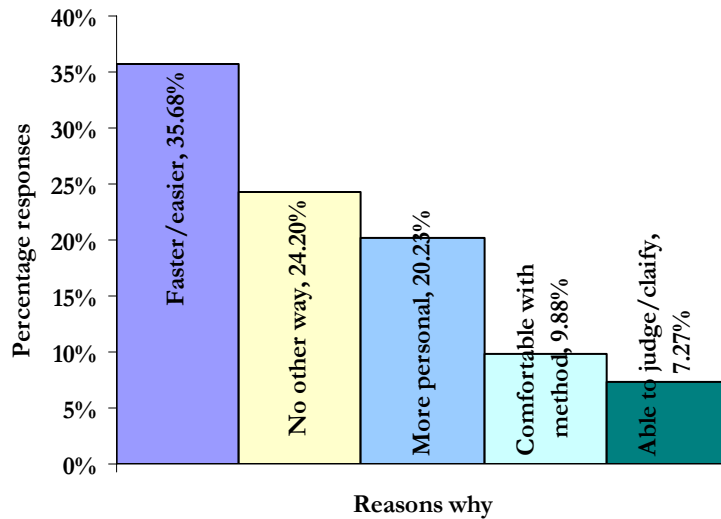


Figure 8: Top five reasons why people make contact by phone/in person/mail

Data represent average percentage (%) rounded to one decimal point

- these traditional methods were primarily used because they were seen as faster or easier
- New Zealand Maori (240) were significantly more likely to use these methods as they were considered more personal (31%).

Many participants had not used the Internet to contact government: 3604, or 72%. These people were asked why they did not use the Internet for government contact. There were 22 possible answer options available, but most answers fell into the options below:

- 29% said they do not use the Internet because they don't have a computer, modem or suitable software
- 23% said they do not need to use the Internet to contact government
- 8% said they do not have computer skills
- 8% said they were not experienced with the Internet
- women were significantly more likely to say that they had no computer.

Sixty percent of the people who did not use the Internet to contact government said that they do use the Internet.

- most of these people were aged under 59 and the age group 30 to 49 was particularly likely to say that they use the Internet.

Survey participants who had accessed the government using the Internet were next asked what the most common way was that they found government websites.

- 39% used a search engine such as 'Google'
- 15% used the government portal website.

All participants in the survey were asked "What government services or information would you be interested in accessing over the Internet in future, that is not currently available as far as you know?" Approximately half the responses were 'Don't know', 'nothing' or similar. Many of the

other responses appear to be information that is currently available, such as student loan balances. This suggests that respondents had limited knowledge of the material available through the Internet. There were many different responses, but some of the most common answers were:

- Inland Revenue forms, student loan information and balances and tax regulations and rates
- council by laws and rates
- education, such as information on the National Certificate in Educational Achievement (NCEA) and available courses
- immigration, passports and citizenship
- health
- Work and Income New Zealand (WINZ) benefits, work opportunities and community services cards.

Thirty-five percent of respondents who had not used the Internet to interact with government said they did not know that they could do so. These people were significantly more likely to be beneficiaries, and unlikely to work for government departments or be New Zealand Europeans.

Respondents were asked if other people find government information using the Internet on their behalf. Eighty percent responded ‘no’, although New Zealand Maori were more likely to have people find information for them (23%). Of the remaining 332:

- 28% said their child(ren) finds this information for them
- 35% said other family members did
- 23% said a friend finds information for them.

GENERAL INTERNET USE

Survey participants were asked a number of questions about how easy it was for them to use the Internet. The results are shown in figure 9.

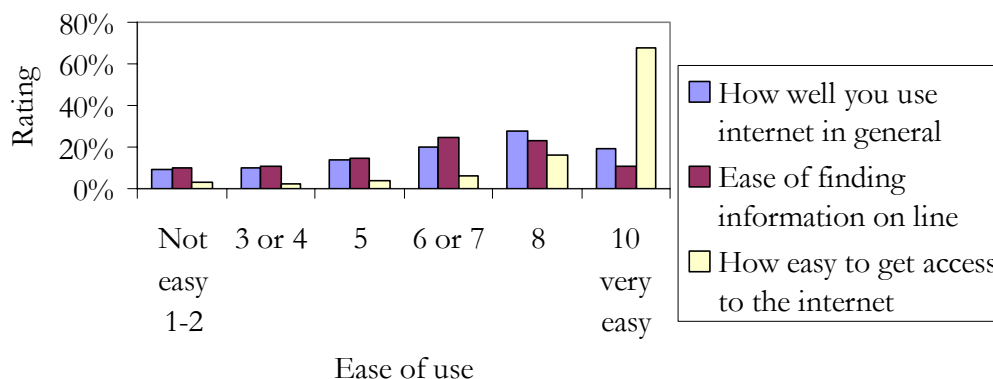


Figure 9: Ease of using the internet

Survey respondents who used the Internet were next asked how often they use the Internet for work, and for personal reasons. Answer categories included: ‘once a day but not every day’, ‘at

least once a month but not every week', 'less than once a month' and 'not used in the last 3 months', as well as 'never' and 'at least once a day'.

- 49% of people use the Internet for personal reasons at least once a day and 35% at least once a week
- more than 40% of people aged 30-49 use the Internet for work everyday.

Internet users were also asked where they had used the Internet during the previous three months. Fifty percent had used it at home, and Thirty three percent at work. Respondents could choose more than one answer.

- New Zealand Europeans were most likely to use the Internet at home (89%) with 33% also using it at work and 4% at libraries.
- Those earning \$60,000 and over and people living in cities were more likely to choose the 'work' option.
- Respondents on incomes under \$20,000 and those in the 'other' ethnic group were more likely to use the Internet at libraries.
- Café's were more likely to be used by people in the 20 to 29 age group, and/or those living with flatmates, and males.

Survey respondents who use the Internet were asked a series of questions about Internet security issues including whether their computer had ever been hit by a virus, whether they had received unwanted emails (spam), whether anyone had tried to steal their online banking information and whether they had been invited to take part in a fraud. For each question that a respondent answered 'yes' to, they were asked if this made them less likely to use the Internet.

The majority of people had experienced computer viruses and many had received spam, particularly New Zealand Europeans. Although many respondents had experienced security issues in their use of the internet, this was not usually a deterrent to continued use.

Finally, apart from general demographic questions such as age and income, respondents were asked if they had any permanent accessibility issues that affect their ability to use the Internet. Ninety-two percent said 'no'. Of those that did have these issues:

- 52% cited vision
- 36% had hearing issues
- 75% had movement problems.

CONCLUSIONS

The results of this study indicated that there is potential for the public's use of government websites to increase. The majority of respondents to the survey had made contact with the government over the previous 12 months (73%). Of respondents, 28% had used the Internet to do this. Thirty-five percent of respondents did not know they could use the Internet to contact government. Sixty-five percent of respondents had used the Internet in the past 12 months.

One of the main reasons for not contacting government using the Internet was that the respondent did not have suitable computer equipment (29% of responses); this was particularly common for super annuitants (47%) and other beneficiaries and women (36%).

The results of a question asking respondents what government information or services they would be interested in accessing using the Internet, that are not currently available indicates that the New Zealand population has not given much consideration to the issue. There were many 'don't know' responses and many of the other responses were for information already available via the Internet. There were, however, a considerable number of 'nothing' responses.

These results suggest that the potential of the Internet for use by the New Zealand public could be increased by further publicity. It is also interesting to note that although many respondents had experienced security issues in their use of the internet, particularly viruses, this was not usually a deterrent to continued use.

Many of the examinations of responses by demographic factors confirmed previous expectations, for example, older people and beneficiaries are generally less likely to use the Internet, and the telephone is the preferred channel of communication.

INTRODUCTION

This project has provided a valuable opportunity to gain a greater understanding of the use of government information and services, in particular the potential for use of e-government.

E-government offers the possibility of better public services including policy-making, smarter organisation, and greater agility while still being cost-effective (Isociety, 2003). Around 68 million people have used government agency web sites in the United States in 2002 - a rapid increase from the 40 million using government sites in 2000 (Larsen & Rainie, 2002). The Hart/Teeter national survey conducted in the United States found that e-government users were primarily male, younger, better educated and of a higher socio-economic status than the public as a whole (West, 2004). A British study (Isociety, 2003) found that while those using government services generally were from poorer backgrounds, the majority of frequent technology users have a higher socio-economic status.

Research on e-government and its usage in New Zealand

Previous research on the topic in New Zealand includes the 'Government Online' (GO2003) study. While the study examined the public's use of online government websites it lacked information on the motivators and barriers involved in gathering government information (Cullen & HERNON, 2004).

A United Nations survey nominated New Zealand as having the third most advanced online government in the world (UN, 2003). However, although New Zealand had the highest percentage of Internet use in the 32 countries surveyed it was below the global average for users of online government services (59% compared with an average of 64%) (Parr & Yamine, 2003).

Both Parr and Yamin's 2003 survey and Cullen & HERNON's study found the major reason for using e-government in New Zealand was for information seeking. The latter study also found that even if people did contact government online they also used a variety of other channels to contact government and these channels were often interlinked. That is, a person might initially contact the government by phone but may then follow this up by going to see the government agency in person. For most respondents there was limited knowledge of the government services available on the web (Cullen & HERNON, 2004). Most of the respondents also lacked knowledge of which agency they needed to contact for information.

METHODOLOGY

Sample

A database of 26,000 randomly-selected national telephone numbers was purchased from Telecom. This database was loaded into the Survey Research Unit's CATI system and numbers randomly allocated to interviewers to call. There are several advantages to purchasing a database from Telecom, including the fact that the numbers are current as at the day of collation (no disconnected numbers); as they are randomly drawn from Telecom's national database there is no need to design a sampling frame; business and confidential numbers are automatically excluded.

The survey was conducted with a random sample of New Zealanders, resulting in 5005 suitable interviews. Less than 1% of the included interviews did not answer all relevant questions. The overall response rate (eligible people contacted who agreed to participate) was 84.15%. The sample was generally representative of the population, except that people aged under 18 years were excluded for methodological reasons. Call monitoring was undertaken to ensure that the number of Maori participants reflected the proportion in the population.

Research Instrument

Initial question development was undertaken by the State Services Commission. The writers suggested minor amendments. The questionnaire was then tested in two stages to ensure validity. The first stage was a small number of focus groups to discuss the questionnaire with people from various backgrounds to check for comprehension. Following this a pilot CATI survey with 200 respondents was conducted, to further test for comprehension and to allow for error-trapping within the software.

Data Coding and Analysis

Data coding is automatic with the CATI system, as interviewers enter data into pre-coded fields. Data was analysed firstly by calculating the frequencies of responses, then by performing cross-tabulations of survey questions by demographic questions, using chi square as a measure of significance. This measure shows the actual number and percentage of responses and compares it to the number and percentage of those responses that may be expected relative to the size of the group, or 'by chance'. Results with a confidence interval of 95% or higher are reported below, except where the number of responses is so low that the results may be questionable.

RESULTS

This section presents the key results of the survey, including groups of frequencies and tables and summaries of significant findings. Due to the complexity of the survey and size and complexity of the dataset, only significant findings are discussed. The questionnaire, and hence the report, begins with questions that deal fundamentally with government contact, followed by questions that deal with contacting the government via the Internet and concludes with questions that deal with Internet use in general.

It should be noted that some numbers represent respondents (people) whereas others represent responses (answers) as many questions allowed for multiple answers. For example, people may have interacted with government for more than one purpose, or using more than one channel of communication. For this reason, multiple response questions have been recorded as percentages rather than raw numbers to minimise confusion and for ease of comparison.

Following questions to establish the eligibility and co-operation of the potential respondent, the study began by asking respondents about their types of contact with government, as shown in table one below. Twelve and a half percent of respondents had not had any contact with government (1320). Table one clearly indicates that the most common reason for contacting government is to fill in a form. It should also be noted that although the third largest category is 'Received money', when respondents were asked further questions it transpired that this 'contact' usually consisted of receiving money by automatic payment to a bank account, rather than contact per se. Twelve percent of respondents said that they had not had contact with government at all in the preceding 12 months. These people skipped the following questions on government contact and rejoined the survey at Question 58, answering questions about general use of the Internet.

WHY DO PEOPLE CONTACT GOVERNMENT?

Table 1: Number and percentage of people's contacts with government over the last twelve months – Question 4.

Contact with government	Number	Percentage
Sought information	1877	17.7
Provided information	1523	14.3
Made/attended appointment	825	7.8
Received money	1660	15.6
Paid money (excludes income tax)	1374	12.9
Filled in form	1997	18.8
No contact	1326	12.5
Other	37	0.4
Total	10619	100

NB: The majority of respondents had more than one type of contact.

Seventy-three percent of respondents had made contact with government in the previous 12 months. The most common category for government contact was filling in a form in a range from 11% for Niuean to 41% for New Zealand European and New Zealand Maori, respectively.

Over all contact categories there were 3920 New Zealand European and 695 New Zealand Maori.

Within all the ethnic groups an average of 25% respondents had not dealt with government. Making or attending appointments was equally uncommon across all groups. The response ranged from 6% for Chinese to 21% for Indian and 22% for New Zealand Maori. There were eighty-four respondents reporting Indian ethnicity and sixty-seven reporting Chinese.

People with few qualifications (sixth form certificate or less), are the groups most likely to contact government in general. The significant results for this question in relation to education levels are that, unsurprisingly, people with lower education levels are more likely to receive money from government than others, but people with graduate and postgraduate degrees are the people most likely to pay money to government, although they are joined by people without formal qualifications. The latter group are also significantly the most likely to seek information.

Males were significantly more likely to make or attend an appointment (17.8%) or pay money to government (31%) while females were significantly more likely to receive money (35.1%).

Respondents with partners were more likely to seek information but were less likely to receive money from government. Respondents who live alone were significantly less likely to either seek or provide information. Respondents with children were significantly more likely to provide information.

Self-employed people had high response rates to all categories of contact except receiving money, while beneficiaries were more likely to provide information, make an appointment and receive money.

Respondents with no income were the group most likely to say that they hadn't dealt with government in the preceding 12 months. People in the \$20,000 to \$29,999 income bracket were more likely to receive money.

DO PEOPLE CONTACT GOVERNMENT FOR WORK OR PERSONAL REASONS?

The next question-set, questions 6 to 11, asked whether the contact with government was for work or personal reasons. The results, shown in Table 2, indicate that by far the majority of contacts (75%) are for personal reasons. There is little difference between reasons for contact.

Table 2: The reasons people contacted government over the last twelve months

Contact with government	Personal	Work	Both	Total
Sought information	71.3%	16.2%	12.1%	100
Provided information	73.3%	14.9%	11.2%	100
Made/attended appointment	69.5%	18.6%	11.4%	100
Received money	84.3%	11.3%	3.9%	100
Paid money (not income tax)	79.4%	12.9%	7.5%	100
Filled in form	73.4%	15%	11.2%	100
Overall averages	75.20%	14.8%	9.5%	

Table presented showing percentage (%) rounded to one decimal point

Across all categories of contact, males were significantly more likely to make contact for work reasons (19.5%) or both work and personal reasons (11%), whereas females were more likely to make contact for personal reasons (80.7%).

People who had no qualifications past high school were far more likely to contact government for the purpose of receiving money in general. Respondents with technical or trade certificates were the only group noticeably more likely to contact the government for the purpose of paying money, for work reasons, although the number (15) is too small to draw firm conclusions.

Self-employed respondents were significantly more likely to make contact for work reasons or both work and personal reasons across all categories. Respondents living alone and those with an income of \$10,000 to \$19,999 were most likely to make contact with government for personal reasons, particularly to receive money.

In regards to urbanisation, respondents who live in the country were significantly more likely to provide information, pay money or fill in a form, while people who live in towns were significantly less likely to pay money or fill in a form. Respondents living in the country were significantly less likely to seek information for personal reasons (and more likely to do so for work reasons). Respondents living in towns were more likely to attend appointments for personal reasons, whereas those in rural areas were more likely to attend appointments for work reasons.

HOW OFTEN DO PEOPLE CONTACT GOVERNMENT?

The next question set, 12 to 17, sought to determine how many times individuals contacted the government, for each type of contact. Table 3 indicates that in the vast majority of cases, respondents contacted the government five times or less. Respondents who received money were likely to contact government more than twenty times, although it is likely that these 'contacts' were actually payments.

Table 3: How often people contacted government over the last twelve months

Contact with government	Once	2-5 times	6-10 times	11-15 times	16-20 times	> 20 times	Don't know	Total
Sought information	24.7%	48.3%	12.6%	4.1%	1.6%	6.4%	1.8%	100
Provided information	29.3%	48.9%	10.9%	3.6%	1.1%	2.9%	2.9%	100
Made/attended appointment	33.3%	46.3%	8.6%	3.5%	1.3%	4.5%	1.8%	100
Received money	16.7%	11.6%	4.6%	3.8%	2.3%	59.5%	0.9%	100
Paid money (not income tax)	16.2%	45.1%	15.7%	6.4%	2.4%	11.8%	2.2%	100
Filled in form	30.9%	43.1%	12.1%	3.8%	1.6%	6%	2.3%	100

Table presented showing percentage (%) rounded to one decimal point

There were no significant trends for this question in regards to gender although overall females appear to contact government less frequently than men.

Respondents with few school qualifications were less likely to contact government two to five times, and more likely to contact government more than 20 times, except in relation to paying money to government. There were no other significant differences in relation to education.

Respondents who live in towns were significantly more likely to contact government in relation to receiving money more than 20 times, and conversely, less likely to make contact once. Respondents living in the country filled in forms significantly more frequently overall, than town or city-dwellers.

Super annuitants were significantly more likely to report contacting government once to seek or provide information. Those receiving the community wage were significantly more likely to provide information 16 to 20 times.

Respondents living with partners or children were more likely to contact government in relation to receiving money once. Those living alone, on superannuation or other benefits (75% of the latter) or with an income of \$10,000-\$19,999 were all significantly more likely to contact government in relation to receiving money more than 20 times. It seems likely that there was an overlap between these groups. Similar results were found in relation to filling in forms.

Self-employed people were significantly more likely to contact government in relation to making payments 11 to 15 times in the previous 12 months.

Lower North Islanders were significantly more likely to make contact for the purpose of seeking information 16 to 20 times (173), and less likely to make contact five times or less.

WHAT DO PEOPLE CONTACT GOVERNMENT ABOUT

Table 5 shows the reasons for contact with government. It indicates that the most common contact is with social services, for the purposes of receiving money, attending an appointment, or providing information.

Table 5: Percentage of government departments contacted by respondents' reasons for contact

Contact made	Sought information	Provided information	Made/ attended appoint.	Received money	Paid money	Filled form
<i>Health</i>	5.0	6.3	8.7	4.0	1.7	5.4
<i>Education</i>	3.9	3.3	3.1	4.0	1.4	3.3
<i>Justice</i>	2.5	2.3	2.7	1.0	4.3	2.2
<i>Social services</i>	19.5	23.9	34.0	62.0	7.0	22.0
<i>Personal/family</i>	2.8	3.2	3.3	3.1	1.8	2.6
<i>Transport</i>	2.6	3.7	2.0	1.1	21.9	8.7

<i>Tax/finance/ business</i>	16.3	19.6	8.9	15.6	17	19.6
<i>Maps/Land</i>	3.4	2.0	2.8	0.1	1.3	1.5
<i>City/Regional</i>	25.0	16.7	13.0	4.0	33.3	15.4
<i>Housing/tenancy</i>	4.7	2.6	2.8	0.2	4.0	2.5
<i>Births, deaths, marriage</i>	0.6	1.1	0.2	0.1	0.2	1.0
<i>Immigration, passports/citizenship</i>	4.0	5.0	2.3	nil	3.6	6.1
<i>Emigration</i>	0.2	0.3	0.1	nil	0.2	0.3
<i>Retirement Planning</i>	0.4	0.2	0.2	0.2	0.1	0.2
<i>Labour/Employment</i>	1.6	1.3	2.0	0.5	0.3	1.1
<i>Consumer</i>	0.9	0.4	0.6	nil	0.1	0.3
<i>Agriculture/forestry, fisheries/conservation</i>	2.5	1.5	2.2	0.3	0.8	1.2
<i>Defence</i>	0.2	0.1	0.4	0.1	0.1	0.1
<i>Customs</i>	0.2	0.2	0.1	nil	0.3	0.3
<i>Policy/Politics/ Elections</i>	1.6	2.8	2.2	1.5	0.2	3.8
<i>Statistics</i>	0.5	1.6	0.5	1.5	0.1	1.2
<i>Treaty Issues</i>	0.2	0.1	0.4	0.2	0.1	0.1
<i>Don't know, refused, other</i>	1.4	1.8	7.5	0.5	0.2	1.1
Total	100%	100%	100%	100%	100%	100%

Table presented showing percentage (%) rounded to one decimal point

Women were more likely to seek and provide health information (9.1% and 10.5% respectively) and seek information, fill in forms and make appointments for social services (31.7%, 35.2% and 53.6% respectively). Men were more likely to provide information (30.5%), pay money (29.4%) or fill in forms (31.4%) about tax, finance or business.

By ethnicity New Zealand European/Pakeha were more likely to contact government on city/regional council matters (usually to pay money). They were significantly more likely to seek information on city/regional council matters (38%), personal and family (4.5%), maps and land information (5.4%) and statistics (0.9%). The New Zealand European/Pakeha group (1392) was significantly less likely to seek information on social services (27%), elections (0.3%) and treaty issues (0.1%). As would be expected this group also sought information from all sources including tax/finance/business/IRD/companies office/economic development (24%), education (6%), health (7%) and housing/tenancy (7%).

New Zealand Maori were significantly more likely to contact social services (40%). New Zealand Maori (238) sought information from most sources including social services (31%), tax/finance etc (25%), health (8%), education (8%) and housing and tenancy (6%). In

comparison this group was significantly less likely to seek information on city/regional council (28%) matters. The group was significantly more likely to seek information on consumer (3%) and treaty issues (1%).

Across all the remaining ethnic groups, including other, the main categories respondents sought information on included social services (30-50%), health (4-13%), tax/business etc (8-40%), city/regional council (20-54%) and immigration/passports (13-50%). Respondents reporting other ethnicity (87) were significantly more likely to seek information on education (10%) and immigration/passports (16%). As a group they were less likely to seek information on tax/finance etc (15%). This group primarily consisted of people who appear to be migrants, particularly British, South African or American, as well as a smaller number of people who gave their ethnicity as 'New Zealander' or 'Kiwi'.

The trend across ethnic groups in relation to filling in forms was similar other than those reporting Indian or New Zealand Maori ethnicity. New Zealand Maori were significantly more likely to fill in a form more than twenty times a year (8%). New Zealand European (1927) were significantly more likely to fill in forms regarding statistics (2%), city/regional council (24%) and labour/employment (2%). In comparison New Zealand Maori were significantly more likely to fill in forms regarding education (7%), elections (7%) and justice (5%). Those reporting 'other' ethnicity were significantly more likely to fill in forms regarding immigration (24%) and less likely to fill in forms regarding city/regional council matters.

New Zealand European were significantly more likely to make contact in regards to statistics and labour/employment, albeit that the numbers overall were low (25 and 28 respectively). New Zealand European (630) were also significantly more likely to have appointments with maps/land (27), labour/employment (21) and agriculture/forestry/fisheries etc (22). This compared to being less likely to have appointments with social services (268), transport (12) and immigration (13) and being less likely to contact social services to provide information (32%). This compared to New Zealand Maori who were significantly more likely to contact social services (40%).

Those reporting 'other' ethnicity (90) were significantly more likely to receive money regarding social services (82%). Again, this may be linked to the majority appearing to be migrants. New Zealand Maori (249) were significantly more likely to receive money regarding education (8%).

New Zealand European (1082) were significantly more likely to pay money to city/regional council (52%) but less likely to pay personal/family (2%). This compared to New Zealand Maori ethnic group (200) who were more likely to pay money to justice (12%), personal/family (5%) and transport (39%). Those reporting 'other' (82) ethnicity were significantly more likely to pay money to immigration (12%), housing/tenancy (16%) and personal/family (6%).

Respondents who worked for government were less likely to contact the government in relation to housing and tenancy or social services, but were significantly more likely to contact government for education and immigration/passport information, across all contact types.

In regards to urbanisation, results were largely as could be expected. City-dwellers (2714) were less likely to seek information on maps and land information or agriculture/forestry/fisheries

etc, but more likely to seek information and fill in forms on immigration/passports and citizenship. City-dwellers were more likely to provide information in regards to transport, and less likely to have any type of contact with councils. They were more likely to make appointments in relation to social services.

Country-dwellers (1113) were significantly more likely to seek information on maps and land information, and more likely to seek information and make appointments in regards to agriculture, forestry, fisheries etc. They were less likely to have any form of contact in relation to social services, but more likely to have contact with councils. They were also more likely to receive money and fill in forms related to tax, finance or business.

Upper North Islanders were significantly more likely to provide information to social services and in relation to policies, and to pay money in relation to transport, but were less likely to pay money in relation to social services. Lower North Islanders were significantly more likely to seek information on social services and pay money in relation to tax or business, but were less likely to provide information in regards to elections or pay money in relation to transport. South Islanders were less likely to pay money to councils but more likely to fill in forms in relation to social services.

In relation to level of education, responses tend to confirm previous expectations. People with qualifications no higher than Sixth Form Certificate or NCEA 2, who make up close to half the New Zealand population, were more likely to seek information in regards to social services, personal and family matters (e.g. Child Youth & Family) and housing and tenancy. Respondents with technical or trade certificates were more likely to seek information on justice; from councils and on agriculture, forestry or fisheries although the total number of respondents in this category is small. Results are similar in relation to providing information, making or attending appointments and receiving money; those with qualifications lower than Sixth Form Certificate or NCEA2 were significantly more likely to figure in these categories in regards to health, social services and personal and family issues, particularly those with no qualifications at all. Those with Sixth Form Certificate or NCEA2 were significantly less likely to provide information to social services and more likely to provide information on tax, finance or business. This trend generally continued with higher qualification levels, with respondents with technical certificates (30) and above also being markedly more likely to provide information to councils, although the numbers are small. Although also small in number, respondents with university degrees were likely to contact tax, finance or business sources in relation to receiving money, whereas people whose highest qualification was secondary school were significantly more likely to contact social services in regard to receiving money.

Respondents with partners were significantly less likely to provide information in relation to social services, while those living alone, receiving superannuation, the community wage or domestic purposes benefit, along with those with an income between zero and \$19,999 were more likely to provide information in regards to social services. Again, it is likely that there is an overlap between these groups. Those with partners and/or children were more likely to provide information in relation to tax, finance or business, or councils. This response pattern remained similar across all types of contact. In addition, wage earners and those living on student allowances were more likely to report receiving money from government in relation to education (17% for those on student allowances) while the self-employed and wage-earners were more

likely to report receiving money in relation to tax or business (31% and 25% respectively). The self-employed were more likely to pay money in relation to health.

Respondents living with parents, siblings or flatmates were significantly more likely to fill in a form in regards to education. The self-employed were significantly more likely to complete forms in relation to tax and business, maps or land information and councils (37%, 4% and 27.5% respectively). Salary and wage-earners were significantly more likely to complete forms about immigration, passports or citizenship (11%).

ARE PEOPLE CONCERNED ABOUT SECURITY WHEN CONTACTING GOVERNMENT?

Questions 30 and 31 addressed security concerns when contacting government. Eighty-five percent of respondents answered that they had no security concerns when contacting government. Of the total (3641) respondents to this question, 3120 had no security concerns. There were no significant relationships to age, gender, education level, level of income, urbanisation or geographical location for this question. However, respondents on the domestic purposes or invalid's benefits were significantly more likely to respond that they did have security concerns. The numbers in these groups are relatively small, however.

Most people that reported security issues (307) were concerned about contacting government using the telephone. This is shown in Table 6 below. There were no significant differences according to most demographic factors. Respondents who were retired reported security concerns 11% of the time, which was higher than expected by chance alone. Concerns with using the Internet (92) were higher for those people whose highest level of education was university entrance or university degrees (28), although the small sample size should be taken into account. Government employees were significantly more likely to have concerns about contacting government using the Internet.

Table 6: Security concerns when contacting government

Question	Phone	In person	Email/ Internet	Letter	Mobile
What ways of contacting government are concerns?	41%	16%	29%	11%	3%

WHAT CHANNELS DO PEOPLE USE TO CONTACT GOVERNMENT?

Table 7 presents the results of questions 33, 37, 41, 45, 49 and 53, which asked how respondents made contact with government for each type of contact mentioned. As expected, most responses were for contact by phone (3607) or in person (3283). The least common way was email/Internet (1204). The 'other' category consisted largely either of fax, or through other people such as doctors or family members. The Internet was used most often when seeking information, and used least often in regards to receiving money and making an appointment.

Table 7: Percentage of ways respondents made contact with government

Contact	Phone	In person	Letter	Email/ Internet	Other means	Total
Sought information	48.7%	20.8%	8.2%	21.2%	1.1%	100%
Provided information	36.4%	23.9%	26.4%	11.3%	2.0%	100%
Made/attended appointment	47.3%	35.9%	8.1%	6.8%	1.9%	100%
Received money	26.2%	28%	20.1%	5.2%	20.3%	100%
Paid money (not income tax)	13.8%	36.2%	33.5%	8.0%	8.6%	100%
Filled in form	15.8%	33.6%	37.8%	10.1%	2.7%	100%
Mean Totals	31.4%	29.7%	22.3%	10.4%	6.1%	

Table presented showing percentage (%) rounded to one decimal point. Totals of contact methods add to more than 100% because respondents frequently had multiple types of contact.

There was no real difference between male and female respondents. People aged 60 and above were less likely to use the Internet for some categories of contact, and those that did use email or the Internet were likely to be aged 39 or under, particularly 30 to 39. Those respondents earning wages, salary, commissions, bonus etc also showed higher than expected contact by phone (207). Those respondents living in towns showed higher than expected contact in person (70) when compared to city (124) or country (52). Overall only 48 respondents made contact by letter but this was higher than expected in the country (17) in comparison to the city or town (31). Somewhat surprisingly, there were no significant results in relation to education level and seeking information on the Internet; rates of use were largely in line with sample proportions.

New Zealand Maori (256) were significantly more likely to make phone contact when seeking information (77%) than in person (25%). In comparison, those reporting 'other' ethnicity were less likely to make phone contact (55%) but significantly more likely to email (14%), although the number in this category is small (81). New Zealand European (1182) were more significantly likely to make contact by letter when providing information (37%). New Zealand European (618) were significantly less likely to make contact in person to make an appointment (44%).

Those with an income of \$20,000 to 29,999 were more likely to provide information by telephone (59%), those with no income were more likely to provide information by letter, and those earning between \$60,000 and \$79,000 were more likely to provide information via the Internet.

When receiving money from government, New Zealand European (1236) were significantly more likely to make contact by letter (25%) and other (25%) and less likely to phone (29%) or contact in person (32%). This compares to New Zealand Maori (237) who were significantly more likely to phone (40%) or make contact in person (38%), and less likely to use other means of contact (19%).

New Zealand European (1068) were significantly less likely to make contact in person (40%) but more likely to make contact by letter (41%) when paying money to government. In comparison, New Zealand Maori (198) were more likely to make contact in person (51%) and less likely to contact by letter (32%). The other significant difference was in the 'other' ethnic group (81) who were more likely to make contact in person (53%).

When filling in forms, New Zealand European (1563) and 'other' (110) were significantly more likely to make contact by letter (47% & 55%, respectively). In comparison both groups were significantly less likely to make contact in person (39% and 31%, respectively). Those with children were more likely to telephone both in regard to making appointments and receiving money. Respondents earning wages or salaries were also more likely to telephone when receiving money, while those on the domestic purposes benefit were more likely to make contact in person. When filling in forms, respondents with an income of under \$10,000 and between \$10,000 and \$19,000 were significantly more likely to make contact in person (51% and 45% respectively).

When paying money to government, those on low incomes were generally more likely to make contact in person, while those in the \$70,000 income brackets and above were more likely to write letters, as were the self-employed.

When compared to level of urbanisation, city-dwellers were generally more likely to use the Internet, except for making appointments, in which case they were more likely to telephone. There were few significant results for respondents living in towns, except that they were more likely to provide information in person and less likely to make appointments by phone. Country-dwellers were significantly less likely to make contact in person overall, were more likely to make appointments and fill in forms by letter and were less likely to make contact relating to receiving money by Internet. Although it may have been expected that respondents in rural areas would be more likely to use the Internet, this was not the case. Respondents living in the lower North Island were significantly more likely to make contact by email when receiving money, but there were no other significant relationships to geographical location.

WHY DO PEOPLE USE THE INTERNET TO CONTACT GOVERNMENT?

Questions 35, 39, 43, 47, 50 and 54 asked respondents who had used the Internet or email why they chose those methods, according to the purpose of the contact. The results are shown in Table 8.

New Zealand Maori (72) were more likely to use email or the Internet when seeking information as it was more convenient (58%). New Zealand European (400) used this method as it was considered significantly more likely to be handy (27%) and easy (14%). New Zealand European (154) used email/Internet to contact government when providing information as it was considered significantly more likely to be easy to find information (13%) the Internet was useful (7%) and a good source of background information (5%). New Zealand European (169) were significantly more likely to use the Internet to fill in a form as it was faster (30%), but less likely to do so because it was convenient (53%). This compares with New Zealand Maori (32) who were significantly more likely to use the Internet for convenience (81%) and less likely as it was faster (9%).

Table 8: Percentage of reasons why respondents used Internet and email to contact government

Contact made	Sought information	Provided information	Made/attended appointment	Received money	Paid money	Filled form
Convenience	28.9%	42.3%	48.3%	35.6%	51.6%	40.3%
Multiple locations	3.3%	2.9%	6.9%	5.9%	2.0%	2.4%
Cheaper	4.0%	4.3%	2.3%	3.4%	4.6%	3.5%
Faster/Handy	32.0%	29.5%	21.8%	29.7%	32.0%	32.4%
Information is easy to find, useful & good source	15.8%	13.2%	4.6%	14.4%	4.6%	11.7%
Other	16.3	7.9	15.9	10.9	5.4	7.6

Table presented showing percentage (%) rounded to one decimal point

When cross-tabulations were performed linking these questions to urbanisation, respondents in cities considered that the Internet was faster when used in regards to filling in forms. Respondents living in towns were more likely to use the Internet when seeking information and filling in forms because it was perceived as faster and also because it is free. The only significant result in relation to country-dwellers was that it was seen as useful and reliable when seeking information. Upper North Islanders were less likely to seek information using the Internet because it was more convenient, while lower North Islanders did give this reason. However, Lower North Islanders were significantly less likely to give cost as a reason for seeking information using the Internet.

There were no significant results in relation to income level or source, age or gender. Government employees were more likely to report that they used the Internet because the information is accurate, and because the Internet is handy and useful.

WHY DO PEOPLE USE TRADITIONAL METHODS TO CONTACT GOVERNMENT?

Questions 36, 40, 44, 48, 52 and 56 further explored the reasons why respondents chose to make contact by phone, in person and by letter when accessing government. The results are presented in Table 9. The results indicate that these more traditional methods of contact are primarily used because they are seen as faster or easier. The next most common reasons are ‘There is no other way (of completing this task)’ and ‘It’s more personal’.

Table 9: Reasons why respondents make contact by phone/in person/mail to government

Contact	Sought information	Provided information	Made/attended appointment	Received money	Paid money	Filled form
<i>More personal</i>	16.7%	17.4%	22.5%	18.6%	26.6%	19.6%
<i>Faster/easier</i>	50.1%	37.1%	41.5%	34.0%	24.9%	26.5%
<i>Comfortable with these methods</i>	7.6%	10.4%	6.9%	8.5%	15.9%	10.0%
<i>Prefer telephone</i>	1.6%	0.5%	0.1%	0.8%	0.7%	0.3%
<i>No other way</i>	10.8%	24.1%	19.8%	29.9%	25.0%	35.6%
<i>Phone/person – clarify and judge other person</i>	10.2%	8.4%	7.4%	8.2%	3.6%	5.8%
<i>Other reason</i>	2.6%	1.7%	1.4%	2.1%	3.4%	2.2%

Table presented showing percentage (%) rounded to one decimal point

There were no significant trends when this question-set was examined in relation to gender. However, men were significantly more likely to respond that these methods gave them the opportunity to judge the other person when providing information or making and attending appointments.

Significant results in relation to age and income were few. Those aged 70 and over were more likely to respond that ‘it’s easier to use the phone’ to provide information (50%), and respondents with children were more likely to respond with ‘I like to talk to people/it’s more personal) when using these traditional methods to make an appointment. The over-60 age groups tended to respond that ‘You can’t do this any other way’ when making contact in regards to receiving money. Those in the \$10,000 to \$19,000 income bracket preferred to talk to people or considered that it was more personal both for paying money and filling in forms.

New Zealand Maori (211) used the phone to seek information as it was more likely to be considered easier (62%) to make contact. In comparison, the ‘other’ ethnic group (73) was significantly less likely to use the phone as it was easier (30%). When providing information, New Zealand Europeans (1009) were significantly less likely to consider the phone as more personal (21%). This compares to New Zealand Maori (198) who were more likely to consider the phone personal (29%). In the ‘other’ ethnic group (62) the phone was significantly less likely to be considered easier to use (23%). This group used the phone/in person/mail to contact as they were significantly more likely to consider these were the only channels (46%). New Zealand Maori (141) were also significantly more likely to use this method to make appointments as it was considered to be easier to talk on the phone (50%). When filling in a form, New Zealand Europeans (1309) and ‘other’ ethnic (85) were significantly less likely to use traditional methods as they were more personal (22% & 15%, respectively). In comparison New Zealand Maori (240) were significantly more likely to use these methods as they were personal (31%). It was significantly less likely for New Zealand Maori (33%) to consider traditional methods as the only channel, but significantly more likely for the ‘other’ ethnic group to do so (61%). New Zealand Maori (168) were significantly more likely to consider that the phone was more personal (42%) when arranging to pay money to government.

When examined in relation to urbanisation, we see that city-dwellers chose to seek information, and fill in forms in this way because it is considered to be the only way of achieving the objective. In regards to receiving money, city-dwellers were more likely to choose these methods because you can clarify or judge the other person. They were less likely to respond that they fill in a form using traditional methods because of being comfortable with these methods. Respondents living in towns were also significantly more likely to use traditional methods because they believed there was no other way when filling in a form and seeking information. They also chose these methods for providing information because it is more personal, and for filling in a form because they were more comfortable with traditional means of contact. Rural respondents chose to seek and provide information using these methods because it is easier to clarify points or judge the other person and to make appointments because they were more comfortable with traditional means. Lower North Islanders were also more likely to give the response 'You can judge the other person' when seeking information, paying money and making appointments.

When government employees used these traditional means of contact, it was significantly more likely to be because the phone is faster, you can judge the other person or clarify points more easily, or there was no other means of contact for the task.

WHY DON'T PEOPLE USE THE INTERNET TO CONTACT GOVERNMENT?

Question 57 asked respondents who did not mention using the Internet to contact government (3604) why they had not used this means. The main reason given was that they did not have a computer, modem or software (29%). The other main reason was that they did not need to use the Internet to contact the government (23%). Computer skills and lack of Internet experience were other clear reasons (8% & 8% respectively).

Of those respondents who did not use the Internet to access government 60% had in fact used the Internet for other reasons (2566). It should be noted, though, that this figure is derived from Question 58 (see below), which included people who had not had any government contact in the preceding 12 months.

The only response type for this question that was significant in terms of gender was that 36% of females did not have a computer, modem or software. This reason, along with 'I don't have computer skills', was also cited significantly frequently by respondents over 70 years of age, super annuitants (47%) and other beneficiaries, those living alone, and those on incomes of between zero and \$19,999. Clearly there is some overlap between these groups, i.e. respondents aged over 70 are likely to be super annuitants and on low incomes. Respondents with partners and/or children were significantly less likely to give the first answer and were significantly more likely to choose 'I don't need to use the Internet', along with 'The Internet might not be up to date' and 'The Internet is too time-consuming'. Wage-earners were also significantly more likely to choose 'I don't need to use the Internet'.

Samoan respondents were significantly more likely to say that they did not have a computer than other groups (53%), although the number of responses is small. Europeans were more likely to say that the internet was too time-consuming.

Respondents living in cities were significantly more likely to state that they do use the Internet (61%). These respondents were significantly *less* likely to give the reasons as ‘The Internet might not be up to date’, ‘There are problems with links that don’t work’ and ‘Government websites only provide information – you can’t do anything’. Respondents living in towns were significantly *more* likely to respond that ‘The Internet might not be up to date’ and ‘Government websites only provide information – you can’t do anything’. There were no significant results from respondents living in rural areas. Upper North Islanders were significantly more likely to respond that they did not need to use the Internet, while lower North Islanders were more likely to mention concerns regarding whether the Internet is up to date. South Islanders were likely to respond that ‘The Internet is too time-consuming’ and ‘I don’t know where to find information on the Internet’.

It should be noted that the remaining questions included people who had not had contact with government, and were excluded from the previous questions. They did not include people who never use the Internet.

HOW DO PEOPLE FIND GOVERNMENT INFORMATION ON THE INTERNET?

Question 62 asked respondents how they found government information on the Internet. Respondents reported that the most common ways for finding government information was through search engines e.g. ‘Google’ and ‘Yahoo’ (39%) and the government portal website www.govt.nz (15%). However 21% of respondents did not know and 11% listed other ways. There were no significant results to this question when related to demographic factors. People with higher qualifications appear to be more likely to use search engines, but the numbers are too small to be sure they are representative.

WHAT GOVERNMENT INFORMATION DO PEOPLE WANT ONLINE IN FUTURE?

Question 63 was an open question which asked “What government services or information would you be interested in accessing over the Internet in future, that is not currently available as far as you know?” Approximately half the responses were ‘Don’t know’, ‘nothing’ or similar. Many of the others appear to be information that is currently available, such as student loan balances. This suggests that respondents had limited knowledge of the material available through the Internet. In addition, many respondents alluded to the difficulty in accessing or using websites, finding them difficult to navigate, as well as gaining government information in general. There appeared to be a perception that the process of getting government information was usually cumbersome. The most common meaningful responses, in approximate order of frequency, were as follows:

Table 11: Government information/services respondents were interested in accessing via the Internet.

<i>Government Department</i>	<i>Type/topic of information or service</i>
Inland Revenue	Forms, information on legislation and regulations, information on how taxes are spent
Local/Regional Councils	By-laws, rates, Land Information Monitor reports, dog fees, local activities, property values, dog exercise areas, industrial developments
Education	What courses are offered, Study link information, Tertiary Education Commission, New Zealand Qualifications Authority & National Certificate in Educational Achievement regulations
Immigration	Forms and information on applying for passports and visas, citizenship and work permits
Customs	Commercial consignments and duties
Work and Income	Applications for community services cards, superannuation, unemployment and other benefits, especially student entitlements
New Zealand Health	Doctors' fees and services, information on medicines, maintaining health
Land Information	Survey plans, Maori land
Statistics	Census information
Births, deaths and marriages	Free registration, information regarding genealogy

WHO USES THE INTERNET?

Question 58 asked respondents who had not used the Internet to contact government and those who had not contacted government at all if they ever used the Internet. Nearly 60% responded that they did. There were no significant gender differences, but a marked age-related difference. All ages under 59 were significantly more likely to respond that they did use the Internet, and this was particularly significant for the age group 30 to 49 (68%). Those earning wages or salaries, the self-employed and those on student allowances were significantly more likely to use the Internet (68%, 69% and 75% respectively), as were those in the income levels of \$30,000 and above (percentages of 'yes' answers ranging from 65% to 84%).

In contrast, people in the older age range were significantly less likely to use the Internet (47% of 60 to 69 year olds and 59% of those in the 70 and over age group did not use the Internet). Respondents who lived alone and/or were on benefits were more likely to state that they did not use the Internet at all.

HOW EASY IS THE INTERNET TO USE?

Questions 59, 60 and 64 involved scales to measure respondents' perceptions of ease of use of the Internet. The responses to these questions are combined in Table 10.

Table 10: How well respondents access, use and find information on the Internet

Questions	Not easy 1-2	3-4	5	6-7	8-9	10 very easy
<i>59. How well you use Internet in general</i>	9%	10%	14%	20%	28%	19%
<i>60. Ease of finding government information on line</i>	10%	11%	15%	25%	23%	11%
<i>64. How easy to get access to the Internet</i>	3%	2%	4%	6%	16%	68%

Data shown as percentage rounded to a whole number

The only significant differences in relation to gender for this question-set were that males were more likely to give a score of 10 (21.7%), and females a score of 5 (15.6%), for how well they could use the Internet in general. In regards to age, those aged 30-39 (24.4%) were significantly more likely to find it very easy to use the Internet while those aged 50-59 and 70+ were significantly likely to respond that it was not easy. Regarding the ease of finding government information online both under-20s and 20-29 year olds found this easy, giving a score of 8 at significant levels. Finally, for the third question (ease of access to the Internet) was that those aged 30-39 were more likely to give a score of 10, finding this very easy.

Similarly, there were few significant responses to this set of questions related to income source, household composition, or income level. Respondents with bursary examination passes, higher school certificate, or a Bachelor's degree were more likely to score 10 ('very well') at Question 59: 'How well can you use the Internet in general', while those with technical or trade certificates were likely to score 6. Super annuitants were more likely to score 1 at Question 60 ('How easy would you describe the task of finding the information or form you were looking for on line?' – 8.2%). Those with high school qualifications were likely to score in the mid-range for this question. Those with graduate degrees tended to score '8' although the number is small – 23. There were a number of significant responses in regards to answer choice 10, 'very easy' at Question 64 'How easy is it for you to get access to the Internet?'. Those significantly more likely to give this answer included those living with partners (70%), those aged 30 to 39 (73%), wage or salary-earners (70%), and those in the income brackets of \$40,000 to \$59,000 (75%). Super annuitants were significantly unlikely to find it easy to get access to the Internet, with a score 10 on this question.

In terms of education level, responses showed an unsurprising relationship: those with University entrance or trade or technical certificates were significantly more likely to score '8'; those with Bachelor's and Graduate degrees were more likely to score higher (Bachelors 10, Graduates 8 and 9, although, again, the numbers are small).

City dwellers were more likely to score highly on all three scales, most markedly with 70% (1263) giving a score of 10 on the third scale (ease of access), while the opposite was the case for country dwellers. There was no significant difference by geographical location for ease of Internet use. In relation to the ease of finding information, South Islanders were more likely to give mid-range scores, particularly 3 and 6, and less likely to give a score of 10. South Islanders were also more likely to give a score of 3 in relation to ease of access, while upper North Islanders were significantly less likely to give this score.

HOW OFTEN DO INTERNET USERS GO ONLINE?

Questions 65 and 66 asked respondents who had previously said they used the Internet how often they used it for work, and how often they used it for personal reasons. Table 12 indicates that respondents are considerably more likely to use the Internet for personal than work reasons. It should be noted that the responses to the first question are quite polarised: the two extreme answer options of ‘at least once a day’ or ‘never’ (excluding ‘Don’t know’) account for 75% of the responses.

Table 12: Frequency of Internet use in general

How often do you use the Internet for:	Work	Personal
At least once a day	1259 (39%)	1570 (49%)
At least once a week but not every day	531 (17%)	1114 (35%)
At least once a month but not every week	163 (5%)	248 (8%)
Less than once a month	43 (1%)	93 (3%)
Not used in the last three months	36 (1%)	57 (2%)
Never	1162 (36%)	116 (4%)
Don’t know	7	3

The gender difference for Question 65 was quite marked, with males significantly more likely to use the Internet for work every day (43.4%) and females significantly more likely to say they never use the Internet for work (39.3%). In contrast, females were significantly more likely to say they used the Internet ‘At least once a month but not every week’ at Question 66 (9.1%) and there was no significant response for men.

While there were no significant ethnicity-related differences in regards to use of the Internet for work, New Zealand Europeans were significantly more likely to use the Internet for personal reasons more than once a week but not every day.

There were a number of significant results for Internet use at work in relation to age. Those aged 30-39 and 40-49 were significantly more likely to say that they use the Internet for work every day (44.1 and 42.7% respectively). As may be expected, those aged 60-69 (41.6%) and 70+ (47.6%) were significantly more likely to respond that they never use the Internet for work.

The only significant age-related result regarding use of the Internet for personal reasons was that 12.1% of people aged 60-69 use the Internet at least once a month.

Those earning over \$50,000 per annum were more likely to use the Internet for work every day, as were those with higher degrees. In regards to using the Internet for personal reasons, respondents on student allowances and those earning over \$80,000 were significantly more likely to use the Internet every day. Respondents living with partners and those with Bachelor’s degrees were more likely to use the Internet for personal reasons at least once a week, but not every day.

When examined in relation to urbanisation, it is apparent that city-dwellers (1787) use the Internet at least daily significantly more frequently than the other groups (736), and conversely, were significantly *less* likely to report that they never use the Internet for work (622). The reverse was the case for those living in towns. There were no significant results for people living in the

country. There were also no significant differences between groups on question 66 – use of the Internet for personal reasons. South Islanders were significantly less likely to use the Internet on a daily basis (35%) and more likely to say that they never use the Internet (39%), whereas upper North Islanders were significantly more likely to use the Internet at least once a day (40.5%). There were no significant differences when comparing geographical location by work or personal reasons.

Government employees were unlikely to report that they never use the Internet, and significantly likely to report that they use it daily.

HOW OFTEN DO PEOPLE BUY ONLINE?

Question 67 asked respondents how often they had bought goods over the Internet in the previous 12 months. During that period, 1703 respondents (53% of a total of 1703) had never bought goods or services over the Internet. Of those that had made purchases, 10% had done so on a monthly basis and 25% only occasionally i.e. less than monthly but more than once a year. Males were significantly more likely to purchase goods using the Internet, with 3.6% responding ‘several times a week’ and 11.5% responding ‘monthly’, while 56% of females fell into the ‘never’ category.

Question 68 asked whether online purchases were made for work or personal reasons. The main reason was ‘mostly personal’ (75%) followed by equally work and personal (16%). Men were significantly more likely to say that the reason was equally work and personal at 20.5%, while 80.6% of women were likely to give the reason as personal.

New Zealand Europeans were significantly less likely to say they never bought goods using the Internet (52%), but were significantly more likely to buy goods occasionally (26%). The Indian group and the ‘other’ ethnic group were significantly more likely to have never bought goods or services (66% and 59% respectively), although the Indian group giving this response was small, at 58. There were no significant ethnicity-related differences for Question 68.

Respondents aged under 20 and over 70 were significantly more likely to respond that they never purchased goods over the Internet (63.4% and 61.3% respectively). The only significant result for the other question in the pair was that 82% of 20-29 year olds responded that they purchased goods for personal reasons. The self-employed were likely to buy goods for work (14%) or both work and personal reasons (27%).

Respondents with children were more likely to buy goods on a weekly basis, as were the self-employed. Respondents aged over 70, on benefits (especially super annuitants 62%) and those earning between zero and \$19,999 were all significantly more likely to respond ‘never’ to Question 67.

Those with no school qualifications or School Certificate or NCEA1 tended to respond ‘never’ to Question 67, while those with higher school qualifications tended to choose ‘occasionally’

The only significant results in relation to urbanisation for these two questions were that people who lived in towns were more likely to ‘Never’ buy goods over the Internet (418 of 728 respondents – 57.4%) and were less likely to report that they bought goods occasionally (22%).

The only significant result in terms of geographical location was that lower North Islanders were more likely to buy goods monthly.

WHERE DO PEOPLE USE THE INTERNET?

Question 69 asked respondents where they had used the Internet, over the last 3 months. It should be noted that respondents could choose more than one option for this question. Respondents chose home (50%; 1906 responses) and work (33%; 1246 responses) as the main places where they had used the Internet.

Males and respondents living with flat-mates were significantly more likely to use the Internet at cafes. Eighteen and nineteen year-olds were significantly more likely to use the Internet at places of education (31.7%), as were those on the community wage (22%) and student allowances (49%). Those aged 20-29 were significantly more likely to use the Internet at cafes (9.3%), places of education (16.4%), libraries (8.4%) and friends'/relatives' houses (14.6%). Those on incomes of over \$60,000 were more likely to use the Internet at work. People earning under \$10,000 were more likely to use the Internet at cafes while those earning between zero and \$19,999 were more likely to choose libraries.

New Zealand Europeans were significantly more likely to use the Internet at home (89%) and work (59%), but less likely to have used libraries (4%). The 'other' ethnic group were more likely to use libraries (11%).

City-dwellers were significantly more likely to report that they used the Internet at work (61.1%), town-dwellers were significantly more likely to use the Internet at a place of education, and country-dwellers were less likely to use the Internet at work, a place of education, and a library.

DO NEW ZEALANDERS USE DIAL-UP OR HIGH SPEED CONNECTIONS?

Participants who use computers were asked whether they had a dial-up or high-speed connection, at Question 71. Internet connection was reported by 65% of respondents as dial-up and high speed was reported by 30% of respondents; the remaining 5% did not know. Males were significantly more likely to have a high-speed connection (47.8%). Respondents aged 20 – 39 were significantly more likely to have a dial-up connection. City-dwellers were significantly less likely to have dial-up connections, while country-dwellers were less likely to have high-speed connections (and more likely to have dial-up).

DO PEOPLE HAVE SECURITY CONCERNS ABOUT USING THE INTERNET?

The questions regarding security problems show that security concerns are not a major barrier to people's use of the Internet (Questions 73 to 81). Although many people had experienced these security problems, particularly receiving unwanted electronic mail and computer viruses, the majority were not less likely to use the Internet as a result. Of a total of 3002 people who were asked if their computer had ever been hit by a virus, 62% responded that it had (see Table 13, below).

Males were more likely to respond that their computer had been hit by a virus, that they had been invited to take part in a fraud and that someone had tried to steal their online banking information. These issues did not make them significantly less likely to use the Internet. Females were significantly less likely to report that someone had tried to steal their online banking information or that they had been invited to take part in a fraud. Again, these issues did not significantly impact upon the likelihood of further Internet use.

Table 13: Yes or no responses to Internet security questions

Questions	Yes	No
Has your computer ever been hit by a virus?	62%	36%
Does this make you less likely to use the Internet?	26%	73%
Have you received spam - that is unwanted email from strangers?	53%	45%
Does this make you less likely to use email?	22%	78%
Has anyone ever emailed or phoned you trying to steal your online banking information?	15%	82%
* Does this make you less likely to use online banking or the Internet?	25%	75%
Have you ever seen email inviting you to take part in a fraud, e.g. money making scam?	39%	59%
Does this make you less likely to use the Internet?	12%	88%

**70% of respondents reported this related to online banking and 27% to the Internet as a whole.*

New Zealand Europeans were significantly more likely to have answered 'yes', that they had been hit by a virus (62%) and that they had received spam (55%), but this did not influence their continued use of the Internet. The Indian ethnic group was significantly more likely to reduce email use as a result of a virus (59%). Other differences were within normal ranges, or the group number was too small to be considered representative.

Respondents aged 40-49 were significantly more likely to have received spam, while people aged over 70 were significantly more likely not to know if they had experienced any of these issues. People in the oldest age group were also significantly less likely to have received spam. Those in the 60-69 age group who had experienced someone trying to steal their online banking information were significantly less likely to use online banking in future. This was the only instance of respondents being less likely to use the Internet as a result of their negative experience, when examining the data by age.

Respondents living with children were significantly more likely to not use the Internet because of viruses (29.5%). They were also more likely to receive spam, although this did not significantly impact on their email use. Those aged between 40 and 49 were also more likely to report receiving spam (57%), as were salary and wage-earners. Respondents aged over 70 (58%), super annuitants, living alone, or on incomes between zero and \$19,999 were more likely to say they had not received spam.

Respondents who were self-employed or salary or wage-earners were significantly more likely to have received email inviting them to take part in a fraud, as were those earning over \$60,000. There were no significant results to the following question which asked about the impact this had on use of the Internet, except that those in the 20 to 29 age group were significantly more likely to respond that this did not impact upon their Internet use.

Only a small number of respondents (145) reported being contacted by someone trying to steal online banking information. Only those who were self-employed or owned their own business were markedly less likely to use the Internet because of this (20%). In addition, the number of people in this category was very small: a total of 39 people who answered this question were self-employed. The size of the group calls into question the reliability of the result.

There were few significant responses to this question-set in relation to urbanisation.

Respondents living in cities were significantly more likely to report a computer virus, at 63% (Q. 73) and they were significantly more likely to respond that this did not make them less likely to use the Internet: 24.6% (Q. 74). City-dwellers were also more likely to report that someone had invited them to take part in a fraud at 42.5% 'yes' answers (Q. 80) while those living in the country were significantly more likely to report that this had not happened to them (34% 'yes' / 64% 'no').

ARE PEOPLE AWARE OF GOVERNMENT ON THE INTERNET?

Question 82 was asked of people who had not discussed using the Internet to interact with Government to ascertain whether they were aware that this was a possibility.

Table 14: Percentage of respondents aware of government interaction on the Internet

Questions	Yes	No
Did you know that you can <i>interact</i> with government over the Internet?	63%	35%

Beneficiaries were *more* likely to say they did not know they could interact with government over the Internet. People who work for government departments were *less* likely to respond 'no' to this question.

At 65.9% males were significantly more likely to be aware that they could interact with government on the Internet, while females were significantly more likely not to be aware of this (37.2%).

New Zealand Europeans were significantly more likely to be aware that they could interact with government on the Internet (64%). In contrast, the 'Other' ethnic group (largely immigrants, but also 'New Zealanders' and 'Kiwis') were more likely not to be aware (48%).

DO PEOPLE FIND GOVERNMENT INFORMATION ONLINE ON BEHALF OF OTHERS?

Questions	Yes	No
*Do other people find government information over the Internet for you because you are unable to or do not want to do so yourself?	19%	80%

**These people included a friend 23%, children 28% or other family member 35%.*

Respondents with partners or children, people in the 40 to 49 age group and wage earners were more likely to say 'yes', that other people did find information for them, while those living alone and aged 70 and over were more likely to say 'no'. New Zealand Europeans more likely to answer 'no' to this question (82%). New Zealand Maori were more likely to answer yes, that other people did find information for them (23%).

There were no significant differences in relation to urbanisation or geographical location; all responses were as could be expected on average. Respondents living in cities were significantly less likely to report that family members other than children find information for them (32.2%), while country-dwellers were more likely to report both that other people find information for them (21.9%), and that these people were other family members (47.2%), although the numbers are small. There were no significant results in relation to geographical location.

For the majority of people (80%), no-one else found government information on the Internet on their behalf. Of the 332 who were asked who finds information for them, 23% replied 'a friend', 28% replied 'their children' and 35% responded that another family member did this. Five percent replied that a community organisation found information for them, and the remainder specified another intermediary, most often a workmate.

WHAT ACCESSIBILITY ISSUES AFFECT PEOPLE'S USE OF THE INTERNET?

One other question-set, though part of the demographic section, is included here. Question 90 asked whether respondents have permanent accessibility issues that affect their ability to use the Internet, and was followed by a question asking which issues. Ninety-two percent of respondents did not have issues. Of the remainder, 252 (52%) named vision, 175 (36%) named hearing and 36 named a movement issue (7%). The balance either refused or reported an 'other', such as dyslexia. The results of the analysis by demographic factors is clearly influenced by the fact that the people who did have accessibility issues were significantly more likely to be aged over 60, and particularly aged over 70, and super annuitants. They are also significantly less likely to be Maori and significantly more likely to live alone, not be government employees, have an income range of \$10,000 to \$20,000 and have lower levels of qualifications. Urbanisation and geographical location were not significant.

CONCLUSION

The results of this study indicated that there is potential for the public's use of government websites to increase. The majority of respondents to the survey had made contact with the government over the previous 12 months (73%). While few people used the Internet to do this (28%), 60% of people who did not use the Internet to contact government did use the Internet for other reasons. It is important to note that the latter figure includes 1326 people who did not contact government at all. Thirty-five percent of respondents did not know they could use the Internet to contact government.

One of the main reasons for not contacting government using the Internet was that the respondent did not have suitable computer equipment (29% of responses); this was particularly common for super annuitants (47%) and other beneficiaries and women (36%). It may be that improved provision of Internet facilities at places such as public libraries may increase the public interaction with the government via the Internet. At the moment few people appear to use these facilities in general (5%).

The results of a question asking respondents what government information or services they would be interesting in accessing using the Internet that isn't currently available, indicates that the New Zealand population has not given much consideration to the issue, as there were many

'don't know' responses and many of the other responses were for information already available via the Internet. There were, however, a considerable number of 'nothing' responses.

These results suggest that the potential of the Internet for use by the New Zealand public could be increased by further publicity. In particular, high-users of government services appear to currently be infrequent Internet-users. It is also interesting to note that although many respondents had experienced security issues in their use of the internet, particularly viruses, this was not usually a deterrent to continued use.

Many of the examinations of responses by demographic factors confirmed previous expectations, for example, older people and beneficiaries are generally less likely to use the Internet, and the telephone is the preferred channel of communication. Overall, the results of the study reflect those of Isociety (2003), in that the majority of frequent technology users have a higher socio-economic status, but these are not the groups that make high use of government services.

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