

Spotlight: New Zealand

Amid widespread recognition that connectivity is crucial to economic growth, workers value reliable and accessible connectivity to support new employment models



Almost 3 in 4 (73%) workers in New Zealand believe the quality of connectivity in the country is crucial to their nation's future growth. A further 71% state fast, reliable internet is needed to support a well-educated and informed population.

Meanwhile, around two-thirds (67%) of respondents believe plans to upgrade to fast, reliable services for all citizens should accelerate. Policymakers are already implementing a major upgrade of telecoms infrastructure for better broadband and mobile coverage.

While the Government doesn't own or operate any telecom networks, it sees the prospect of becoming a leading digital nation being dependent on combining its efforts with the private sector.

Ideal infrastructure

A sizeable majority (69%) of workers suggest broadband must dramatically improve to bolster hybrid working models - including 72% of current hybrid workers.

As more than half (57%) of workers claim at least three people are simultaneously logged on to the Internet at home during the day, and half (50%) are working or running their business from home, the pressure is on to deliver upgrades that will support this demand.

Key takeaways



50% of workers in New Zealand already work or run their business from home using the internet



Almost 7 in 10 respondents claim hybrid working patterns must be aided by dramatic improvements to connectivity



73% of workers say fast, reliable internet is needed for economic growth



84% of respondents actively use their broadband at home for four hours or more each day

A total of 6 in 10 (60%) workers expect their household's Internet usage to either increase or stay the same in the next 12 months. Despite expected usage increases, fewer than a quarter (24%) intend to upgrade during that timescale - with around 1 in 6 (17%) saying cost is an inhibitor.

Affordable upgrades

Cost is a concern generally. Some 6 in 10 (60%) respondents think access to affordable, reliable broadband is set to become a major issue in New Zealand. An even higher proportion (71%) state the high cost of broadband Internet access is prohibitive for low-income families.

Secure connectivity is also front of mind. Almost three-quarters (72%) of respondents feel everyone should be able to connect to fast, reliable and safe Internet coverage in all public places regardless of location. Only 43% would be willing to pay more for a safer broadband connection.

Home broadband usage patterns anticipated over the next 12 months

