

**Results from poll done on behalf of the
Office of the Domain Name Commissioner
on 26 and 27 May 2003**

1. RESPONSE RATE

Completed	488	30.7%
Disconnected	76	4.8%
No Answer	437	27.5%
Refused	588	37.0%

Total Calls 1589

A 31% response rate is fairly mid range for telephone polling. A total of 1589 calls were made from a random sample of 2,500 phone numbers randomly drawn from the Telecom White Pages.

2. INTERNET ACCESS

Do you have access to the Internet, and if so is it at home, at work or both?

No access	99	20.3%
Home	157	32.2%
Work	68	13.9%
Both	163	33.4%
Unsure	1	0.2%
Refuse to say	0	0.0%

Only 20% of respondents said they had no access to the internet. This is slightly lower than recent public surveys, but not greatly so. Excluding those who have work access only we have 65% of respondents having home internet access. This is above other reported figures but is not unexpected as a higher proportion of people refusing to take part would be from those without internet access.

	Total	Female	Male	Under 20	21 - 30	31 - 40	40 - 60	Over 60
No access	20.3%	19.7%	20.8%	0.0%	14.6%	14.4%	15.2%	44.8%
Home	32.2%	27.6%	36.8%	61.5%	27.1%	33.0%	24.1%	40.6%
Work	13.9%	14.2%	13.6%	17.9%	29.2%	17.5%	12.0%	2.1%
Both	33.4%	38.1%	28.8%	20.5%	29.2%	34.0%	48.7%	12.5%
Unsure	0.2%	0.4%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
Refuse to say	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

By gender there is no difference between those who have no access to the internet, but men are more likely to have home access only.

By age there are significant differences. No respondent under 20 did not have internet access and the majority (62%) access it via home only. The proportion with no access is very even amongst those aged 20 to 60 (15%) but a lot higher (45%) amongst those aged over 60.

	Total	03	04	06	07	09
No access	20.3%	24.6%	17.1%	21.7%	30.6%	15.1%
Home	32.2%	33.1%	34.3%	36.7%	32.7%	29.1%
Work	13.9%	9.2%	18.6%	11.7%	16.3%	15.6%
Both	33.4%	32.3%	30.0%	30.0%	20.4%	40.2%
Unsure	0.2%	0.8%	0.0%	0.0%	0.0%	0.0%
Refuse to say	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

By geographic area (using STD code) those in Auckland/Northland have the greatest internet access (85%) and those in Waikato/BoP the least (69%).

3. FREQUENCY OF INTERNET ACCESS

How often do you access the Internet? Would it be on average ...

Every day	243	62.8%
A few times a week	83	21.4%
Once a week	28	7.2%
Once a month	12	3.1%
Less often than once a month	16	4.1%
Unsure	3	0.8%
Refuse to say	2	0.5%
Total	387	

This question was only asked (obviously) to those with internet access. A high 84% said they access the internet more often than once a week.

	Total	Female	Male	Under 20	21 - 30	31 - 40	40 - 60	Over 60
Every day	62.8%	55.8%	69.9%	64.1%	73.2%	47.6%	69.1%	66.7%
A few times a week	21.4%	24.2%	18.4%	25.6%	17.1%	23.8%	22.8%	13.7%
Once a week	7.2%	9.5%	5.1%	10.3%	9.8%	14.3%	1.9%	5.9%
Once a month	3.1%	3.7%	2.6%	0.0%	0.0%	6.0%	2.5%	5.9%
Less than monthly	4.1%	5.3%	3.1%	0.0%	0.0%	6.0%	2.5%	7.8%
Unsure	0.8%	1.1%	0.5%	0.0%	0.0%	2.4%	1.2%	0.0%
Refuse to say	0.5%	0.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%

There is some variation by age and gender. Caution should be taken into reading too much into demographic breakdowns as the sample sizes are reduced, and hence margin of errors increased compared to the main sample.

Men access the internet more frequently than woman. Also all internet users aged under 30 access it at least once a week.

	Total	03	04	06	07	09
Every day	62.8%	55.1%	77.6%	55.3%	71.9%	62.5%
A few times a week	21.4%	24.5%	12.1%	40.4%	15.6%	18.4%
Once a week	7.2%	12.2%	5.2%	4.3%	0.0%	7.2%
Once a month	3.1%	2.0%	1.7%	0.0%	3.1%	5.3%
Less than monthly	4.1%	5.1%	3.4%	0.0%	6.3%	4.6%
Unsure	0.8%	1.0%	0.0%	0.0%	3.1%	0.7%
Refuse to say	0.5%	0.0%	0.0%	0.0%	0.0%	1.3%

4. Knowledge of domain names?

Do you know what a domain name is?

Yes	131	27.3%
Wrong	21	4.4%
No	313	65.3%
Unsure	14	2.9%
Refuse to say		0.0%

Total 479

Only 27% knew what a domain name was, but once it was explained to them most people did know what one was – they just did not associate the technical term “domain name” with what they think of as website addresses.

A correct answer was treated as anything close to “A domain name is a name used on the Internet to access a website, such as whitcoulls.co.nz or redcross.org.nz.”

	Total	Female	Male	Under 20	21 - 30	31 - 40	40 - 60	Over 60
Yes	27.3%	21.1%	33.2%	28.2%	43.5%	28.1%	27.2%	16.1%
Wrong	4.4%	5.2%	3.6%	7.7%	6.5%	4.2%	5.8%	0.0%
No	65.3%	71.1%	59.9%	64.1%	45.7%	61.5%	65.4%	80.6%
Unsure	2.9%	2.6%	3.2%	0.0%	4.3%	6.3%	1.6%	3.2%
Refuse to say	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

More men than women knew what domain name was by 33% to 21%. Most age groups reflected the average knowledge of 27% but 21 – 30 year olds was significantly higher at 44% and over 60s significantly lower at 16%.

5. Home domain TLDs

Do you own or manage your own domain name? If so does it end in .nz or something else?

No	323	89.5%
Yes - .nz	23	6.4%
Yes - something else	8	2.2%
Yes – both	1	0.3%
Unsure	6	1.7%
Refuse to say		0.0%
Total	361	

90% of respondents (with internet access) did not have a home or personal domain name but of those who did around three quarters had it ending in .nz.

	Total	Female	Male	Under 20	21 - 30	31 - 40	40 - 60	Over 60
No	89.5%	92.8%	86.2%	83.8%	83.8%	82.9%	92.0%	90.2%
Yes - .nz	6.4%	5.6%	7.2%	5.4%	5.4%	12.2%	5.3%	5.9%
Yes - something else	2.2%	1.1%	3.3%	5.4%	5.4%	2.4%	2.7%	0.0%
Yes - both	0.3%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Unsure	1.7%	0.6%	2.8%	5.4%	5.4%	2.4%	0.0%	3.9%
Refuse to say	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

No great demographic variations but men are more likely to have personal domains than women.

6. Work domain TLDs

Does your work have a domain name? If so does it end in .nz or something else?

No	168	46.5%
Yes - .nz	141	39.1%
Yes - something else	21	5.8%
Yes – both	2	0.6%
Unsure	21	5.8%
Refuse to say		0.0%
Total	353	

47% did not know of a domain name for their work. Of those who did have a work domain name, 76% ended in .nz, 11% in something else and 1% in both .nz and something else. 11% of those who had work domain names did not know what it was.

	Total	Female	Male	Under 20	21 - 30	31 - 40	40 - 60	Over 60
No	47.6%	48.0%	47.2%	64.9%	26.8%	50.0%	35.2%	83.3%
Yes - .nz	39.9%	43.5%	36.4%	16.2%	46.3%	46.2%	51.7%	10.4%
Yes - something else	5.9%	4.5%	7.4%	13.5%	14.6%	2.6%	4.8%	0.0%
Yes - both	0.6%	0.6%	0.6%	0.0%	2.4%	1.3%	0.0%	0.0%
Unsure	5.9%	3.4%	8.5%	5.4%	9.8%	0.0%	8.3%	6.3%
Refuse to say	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Mo major differences by gender in terms of those who know of a domain name for their work. By age though there is great variation with few under 20s or over 60s with work domain names (which is logical). Non .nz names are used by works of those aged under 30 far more than over 30.

7. Domain name preference

If you could choose a domain name for your personal use, which of the following would you choose?

yourname.co.nz	112	29.8%
yourname.nz	95	25.3%
yourname.com	69	18.4%
Other _____	26	6.9%
Unsure	73	19.4%
Refuse to say	1	0.3%

Total 376

A narrow plurality favoured .co.nz (30%) over .nz (25%) for a personal domain name. A fairly significant 18% would choose .com.

	Total	Female	Male	Under 20	21 - 30	31 - 40	40 - 60	Over 60
yourname.co.nz	29.8%	29.6%	30.0%	35.9%	40.0%	31.3%	30.8%	13.7%
yourname.nz	25.3%	27.4%	23.2%	7.7%	25.0%	28.9%	29.6%	21.6%
yourname.com	18.4%	22.0%	14.7%	33.3%	25.0%	10.8%	15.7%	19.6%
Other	6.9%	5.4%	8.4%	17.9%	2.5%	10.8%	4.4%	3.9%
Unsure	19.4%	15.1%	23.7%	5.1%	7.5%	18.1%	18.9%	41.2%
Refuse to say	0.3%	0.5%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%

By gender women were more likely to favour a .com name than men were. By age we find .co.nz most popular amongst 21 – 30 year olds, .nz amongst over 60s, and .com amongst under 20s. As people got older they were more likely to have no opinion.

	Total	03	04	06	07	09
yourname.co.nz	29.8%	23.4%	29.3%	31.9%	33.3%	32.7%
yourname.nz	25.3%	31.9%	22.4%	19.1%	10.0%	27.2%
yourname.com	18.4%	19.1%	22.4%	19.1%	26.7%	14.3%
Other	6.9%	3.2%	3.4%	19.1%	13.3%	5.4%
Unsure	19.4%	22.3%	20.7%	10.6%	16.7%	20.4%
Refuse to say	0.3%	0.0%	1.7%	0.0%	0.0%	0.0%

.co.nz has fairly even preferences but is highest amongst Waikato/BoP and lowest amongst the South Island. The South Island is most in favour of having a direct .nz name while Waikato/BoP has the strongest support for getting a .com name.

8. 2LD Awareness

A second level domain is the code before .nz – for example, in whitcoulls.co.nz the second level is .co. Have you heard of the following second level domains?

	Yes	No	Don't Know	Refused
.co.nz	93.1%	5.9%	0.5%	0.5%
.org.nz	82.2%	16.8%	0.5%	0.5%
.net.nz	78.7%	19.7%	1.1%	0.5%
.govt.nz	78.5%	20.5%	0.5%	0.5%
.ac.nz	42.0%	56.7%	0.8%	0.5%
.school.nz	36.5%	62.4%	0.5%	0.5%
.mil.nz	18.4%	80.6%	0.5%	0.5%
.iwi.nz	16.2%	82.7%	0.5%	0.5%
.gen.nz	15.2%	83.2%	1.1%	0.5%
.maori.nz	11.2%	87.8%	0.5%	0.5%
.cri.nz	9.0%	89.9%	0.5%	0.5%

The 11 2LDs are listed in order of most known to least known. .co, .org and .net are the three most well known 2LDs but .govt is only marginally behind. After that there is a big gap to .ac and .school followed by another big gap to .iwi, .gen, .maori and .cri.

9. Domain Names remembered by Respondents

Can you recall say up to three domains names which you have heard of?

Xtra was the most well known unprompted domain name followed by Hotmail. Note that domain names in different TLDs have been listed separately such as google.com and google.co.nz.

xtra.co.nz	74	cdnow.com	2	pen.net.nz	2
hotmail.com	42	cfs.com	2	performancecar.co.	
google.co.nz	24	citybank.com	2	nz	2
yahoo.com	23	cnet.com	2	pgatour.com	2
nzoom.com	22	coke.com	2	quotaball.com	2
google.com	16	combinery.co.nz	2	radioactive.co.nz	2
bnz.co.nz	14	cricinfo.co.nz	2	regency.co.nz	2
westpac.co.nz	10	customs.govt.nz	2	search.co.nz	2
flybuys.co.nz	9	demolition.co.nz	2	seek.org.nz	2
asb.co.nz	8	ebay.com	2	sonsub.com	2
clear.net.nz	8	edge.co.nz	2	staff.co.nz	2
allblacks.com	7	ezvideo.co.nz	2	stats.govt.nz	2
asbbank.co.nz	7	farmers.co.nz	2	studfax.com	2
paradise.net.nz	7	fencepost.co.nz	2	toyota.co.nz	2
qantas.com.au	7	flipside.co.nz	2	travel.co.nz	2
amazon.com	6	fp.co.nz	2	unitel.com	2
telecom.co.nz	6	girlfriend.com.au	2	v8supercars.com.a	
vodafone.co.nz	6	govt.nz	2	u	2
microsoft.com	5	holden.co.nz	2	vsta.com	2
realnz.co.nz	5	hph.co.nz	2	vuw.ac.nz	2
trademe.co.nz	5	hrnz.co.nz	2	warehouse.co.nz	2
bbc.co.uk	4	kazaar.com	2	wcc.govt.nz	2
ird.govt.nz	4	kindakiwi.co.nz	2	westpac.ac.nz	2
nationalbank.co.nz	4	localgovt.org.nz	2	woolworths.co.nz	2
nbnz.co.nz	4	lyrics.com	2	xtramsn.com	2
tki.org.nz	4	maxnewman.co.nz	2	yellowpages.co.nz	2
whitepages.co.nz	4	metservice.co.nz	2	znet.com	2
airnz.co.nz	3	millieskitchen.co.nz	2	abc.com	1
anz.co.nz	3	missingparts.co.nz	2	amandagore.com	1
auckland.ac.nz	3	national.co.nz	2	annex.co.nz	1
hot.co.nz	3	netcheck.co.nz	2	beaker.co.nz	1
msn.com	3	nissan.co.nz	2	bernina.co.nz	1
neopets.com	3	nzcity.co.nz	2	bigbrother.optus.co	
yahoo.co.nz	3	nzgazette.co.nz	2	m.au	1
access.co.nz	2	nzgolf.co.nz	2	bigfoot.com	1
allblacks.co.nz	2	nzherald.co.nz	2	borders.co.nz	1
amex.com	2	nzjobs.co.nz	2	callplus.co.nz	1
australia.com	2	nzse.co.nz	2	canterbury.ac.nz	1
bizinfo.co.nz	2	oracle.com	2	communicate.co.nz	1

corrienet.com	1	jennifer.com	1	rialto.co.nz	1
crfu.co.nz	1	late.co.nz	1	skycity.co.nz	1
cricinfo.com	1	lipress.co.nz	1	snap.co.nz	1
designline.co.nz	1	lonelyplanet.com	1	steam.com	1
discovery.com	1	lotto.co.nz	1	tab.co.nz	1
dunley.co.nz	1	mreinze.co.nz	1	textile.co.uk	1
es.com	1	msn.co.nz	1	thomas.com	1
espn.com	1	nba.com	1	tourism.co.nz	1
ewtn.com	1	newzealand.com	1	ucol.ac.nz	1
ezibuy.co.nz	1	nz.book.com	1	virtualsuper12.co.n	
fantasyrugby.co.nz	1	nzpost.com	1	z	1
fonterra.com	1	odt.co.nz	1	waikato.ac.nz	1
freenet.co.nz	1	oki.com.au	1	whsmith.com	1
goespn.com	1	peachy.co.nz	1	wiggles.com	1
golf.co.nz	1	pipers.co.nz	1	yellow.co.nz	1
harcourts.co.nz	1	pumpkinpatch.co.nz	1	youthline.org.nz	1
hp.com	1	realgroovy.co.nz	1	zfree.com	1
ihug.co.nz	1	reality.co.nz	1		
jagoprint.co.nz	1	register.com	1		

10. Age of Respondents

Under 20	39	8.3%
21 to 30	48	10.2%
31 to 40	97	20.6%
40 to 60	191	40.6%
Over 60	96	20.4%

A slight under representation of under 30 year olds. This is common in telephone polls where younger people are often out in the evenings.

11. Gender of Respondents

Females	238	48.8%
Males	250	51.2%

Statistically a normal sample.

12. Location of Respondents

South Island	130	26.7%
Wellington	70	14.4%
Tara/Mana/Wair/HB	60	12.3%
Waikato/BOP	48	9.9%
Auckland/Northland	179	36.8%