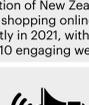
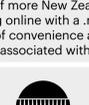
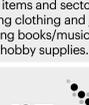
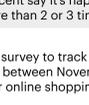
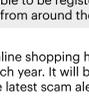


.nz online shopping insights #shopsafenz

Key Findings

High consumer confidence in shopping online with a .nz domain name is evident, despite just under a fifth of shoppers having been scammed online and 1 in 10 New Zealanders having nearly been scammed.

 <p>A significantly higher proportion of New Zealanders report shopping online more frequently in 2021, with roughly 4 in 10 engaging weekly.</p>	 <p>Covid-19 is the single biggest driver of more New Zealanders shopping online with a .nz. This is because of convenience and health concerns associated with the virus.</p>	 <p>High rates of purchasing exist across all items and sectors, with 6 in 10 buying clothing and just under half buying books/music/games/hobby supplies.</p>
 <p>Scam awareness efforts by key agencies are having a positive effect on New Zealanders' abilities to report online scams. Banks, the Police, and Consumer NZ are top-of-mind for Kiwis to do in offenders.</p>	 <p>Scams remain a key issue for New Zealanders, with a fifth reporting having been scammed and 1 in 10 saying they've almost been scammed. Worryingly, of those having been scammed online, 27 percent say it's happened more than 2 or 3 times.</p>	 <p>60% of New Zealanders agree they are more likely to buy from a .nz website address to support local businesses and believe this will mean delivery will be cheaper and faster. This is despite a .nz being able to be registered by anyone from around the world.</p>

The Domain Name Commission has designed this survey to track New Zealanders' .nz online shopping habits as part of our annual #shopsafenz campaign running between November and December each year. It will be repeated annually. Go to <https://dnc.org.nz/shopsafenz/> for online shopping safety tips and to see latest scam alerts related to .nz domains and websites.

Online Shopping Behaviours & Attitudes

More than half of NZ online shoppers are shopping online more often

COMPARED TO 12 MONTHS AGO, SHOPPING ONLINE...



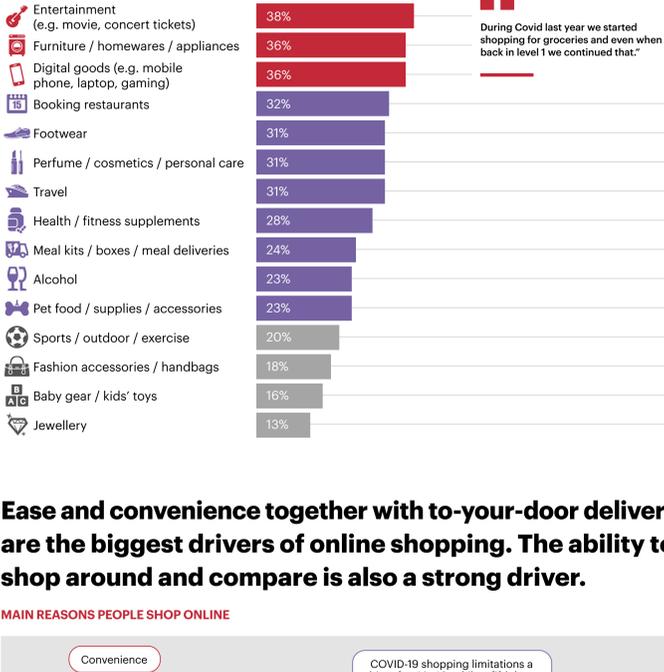
With around 4 in 10 now shopping online weekly or more

FREQUENCY SHOP ONLINE



High rates of purchasing across all categories, with 6 in 10 NZers buying clothing and just under half buying books/music/games/hobby supplies

TYPES OF GOODS BUY ONLINE



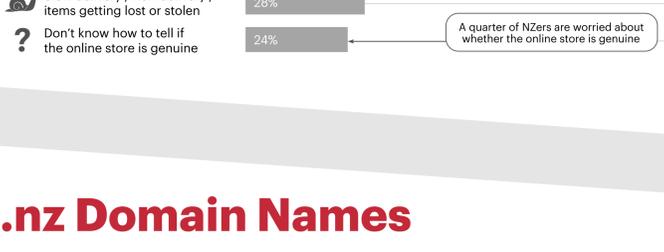
Ease and convenience together with to-your-door delivery are the biggest drivers of online shopping. The ability to shop around and compare is also a strong driver.

MAIN REASONS PEOPLE SHOP ONLINE



What stops New Zealanders from shopping online more? The main barriers are not being able to physically touch items and judge the quality of products, as well as the cost of delivery.

THINGS THAT STOP THEM SHOPPING MORE OFTEN OR THAT THEY WORRY ABOUT



.nz Domain Names

6 in 10 NZers agree they are more likely to buy from a .nz website address

EXTENT TOTAL AGREE IN RELATION TO ONLINE SHOPPING



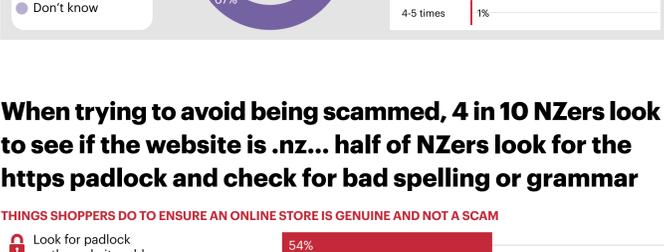
Unprompted, shoppers say the key advantages of buying from a .nz website are supporting local businesses and getting cheaper, faster delivery.

<p>24% Supporting local / \$ stays in NZ</p> <p>“As long as it is definitely an NZ company, you are helping NZ economy and having a smaller carbon footprint.”</p>	<p>24% Delivery – cheaper, faster, more reliable</p> <p>“Goods are being sold by a New Zealand company and delivery should not take a long time.”</p>	<p>19% Indicates it's likely to be a NZ-based business</p> <p>“Likely to be at least partially physically located in NZ.”</p>	<p>16% Easier to contact / get support / sort any issues</p> <p>“That they will have a physical address in NZ and someone will be there for me to call.”</p>
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Scams

Just under a fifth of NZers report they have been scammed shopping online, and a further 11% have almost been scammed

EVER BEEN SCAMMED, OR ALMOST SCAMMED, WHEN SHOPPING ONLINE



When trying to avoid being scammed, 4 in 10 NZers look to see if the website is .nz... half of NZers look for the https padlock and check for bad spelling or grammar

THINGS SHOPPERS DO TO ENSURE AN ONLINE STORE IS GENUINE AND NOT A SCAM



Banks, followed by Police and Consumer NZ, are the places shoppers are most likely to complain to if they do get scammed.

ORGANISATIONS SHOPPERS KNOW THEY CAN COMPLAIN TO ABOUT FAKE WEBSITES



Banks are perceived as most active in the space of alerting NZers to scams. The next most common place to hear about scams is social media.

ALERT NOTICES OR ADVERTISING SEEN ABOUT FAKE WEBSHOPS

<p>Notifications from banks – emails and on websites</p> <p>“Advertisement and emails from my bank notifying me of different ways scams take place. ANZ and Westpac.”</p> <p>“Bank emails about being careful about passwords and scam websites, also phishing emails.”</p> <p>“Bank scam information through online banking.”</p> <p>“Banks advertising on Instagram.”</p>	<p>Social media – esp. Facebook</p> <p>“Seen some on social media.”</p> <p>“Post on Facebook, or email saying something was a scam.”</p> <p>“On social media sites by the business themselves using their verified account.”</p> <p>“Just people on social media saying they had been scammed.”</p> <p>“Individuals making statements on Facebook stating sites were fake and scams.”</p>	<p>TV / TV news – and other general media</p> <p>“An ad on TV, Netsafe I think.”</p> <p>“TV ads about dangers of internet.”</p> <p>“An article on the NZ Herald.”</p> <p>“Think there has been a TV ad recently with someone like Stacey Morrison, warning people how to spot fake website.”</p> <p>“Articles in Stuff and NZ Herald.”</p> <p>“Think I heard some on the radio recently.”</p>
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STUDY DETAILS:

Online survey conducted from 7th to the 13th September in partnership with Yabble.

Designed to provide Domain Name Commission (DNC) with a read on New Zealand consumers' attitudes and behaviours in relation to online shopping.

Total of 502 consumers answered the survey online. Representation of New Zealand population 18 years plus by age, gender, ethnicity and location.

Margin of error on results of +/- 4.4%.