



***For immediate release***

Contact:

Tony Boyte  
Senior Analyst  
Nielsen//NetRatings – New Zealand  
Ph: +64 (9) 970 4143  
tony.boyte@netratings.com

Auckland, 29 March 2007

## **New Zealanders Go Online to Shop**

Nielsen//NetRatings today released information from the first wave of a continuous Online Retail Monitor for the New Zealand market. The results show just how strong the New Zealand market is for online shopping.

In a month-long period over December 2006 to January 2007, 66% of adult New Zealand internet users made a purchase online and 95% researched goods or services via the internet. In comparison, 54% of Australians made a purchase online in the lead up to Christmas, and 87% researched goods or services online, according to Nielsen//NetRatings' Australian Online Retail Monitor.

Moreover, New Zealanders are spending up big online. The average amount spent online was NZ\$774 for the measured period, whilst in Australia the December figure was A\$570 (NZ\$649).

Tony Boyte, Senior Analyst for Nielsen//NetRatings, said: "The data from this first wave of results shows that an estimated 1.3 million consumers in New Zealand are prepared to go the distance online and actually do click that "buy now" button. They are going online for shopping mainly because of the ease of comparison of products and prices over the internet. Other major reasons are avoiding crowds, the availability of a wider selection of products, and reduced internet prices for certain items."

The most popular single item of purchase was tickets for flights. Mr Boyte explained: "Purchasing online is being more and more encouraged by airlines and booking agencies, and the results are very evident. The popularity of online flight bookings at this time may also be a result of people starting to plan their year ahead, including of course their holidays".

The launch of Nielsen//NetRatings' Online Retail Monitor into the New Zealand market was supported by Ferrit.co.nz and is one of the most comprehensive reports available on New Zealanders and their internet shopping behaviour. Cate Bryant, Market Strategy Manager for Ferrit.co.nz, said: "The internet is the first step of the purchase process for a large and valuable share of consumers. This monitor will help the retail industry build and improve their web offering, thereby driving incremental sales both online and in-store."



Endorsement of the New Zealand Online Retail Monitor has already come from a leading retailer in the market. Anthony Ford, Services Channel Manager for Noel Leeming, said: "Its extremely useful to finally have this kind of information for the New Zealand market. It will be a key input into our online strategy going forward."

Nielsen//NetRatings' Tony Boyte believes the overall results show that New Zealanders are again proving to be at the forefront of new technology. "Kiwis now feel comfortable enough with the online medium to put their money where their mouths are ... or rather, where their fingers are. It will be very interesting indeed to see how this uptake of shopping online trends out during the rest of 2007".

###

Editor's Note: Please source all data to Nielsen//NetRatings. This continuous monthly national study is based on an email invite survey with a 750 plus sample size. February 2007 data is to be released shortly.

### **About Nielsen//NetRatings**

Nielsen//NetRatings is the global standard for internet audience measurement and analysis and is the industry's premier source for online advertising intelligence with its SiteCensus, Market Intelligence, AdIntelligence and Custom Research services. Covering 70 percent of the world's internet usage, the Nielsen//NetRatings services offer syndicated internet and digital media research reports and custom-tailored data to help companies gain valuable insight into their business. For more information, please visit [www.nielsen-netratings.co.nz](http://www.nielsen-netratings.co.nz).