Mis/disinformation in New Zealand

Insights Report

March 2023

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This Presentation

- Shares the results of the mis/disinformation survey
- Designed to:
  - Understand behaviours and experience around dis / mis information in New Zealand
- Data collected via online survey
  - Survey live 23 Dec 2022 to 12 Feb 2023
  - Total sample (Weighted and Unweighted) N=2,089

Presentation Outline

- Sample Profile
- Top level analysis
- Subgroup reporting by section
- Key Point Summary

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Summary

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91%

of New Zealanders are
experiencing any type of misinformation
at least
MONTHLY

79%

of New Zealanders are
experiencing any type of misinformation
at least
WEEKLY

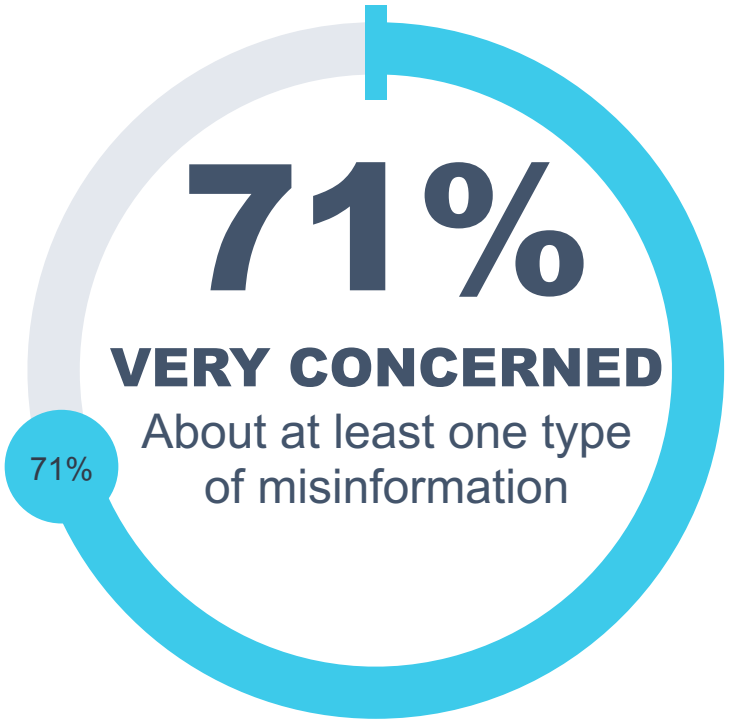
47%

of New Zealanders are
experiencing any type of misinformation
at least
DAILY

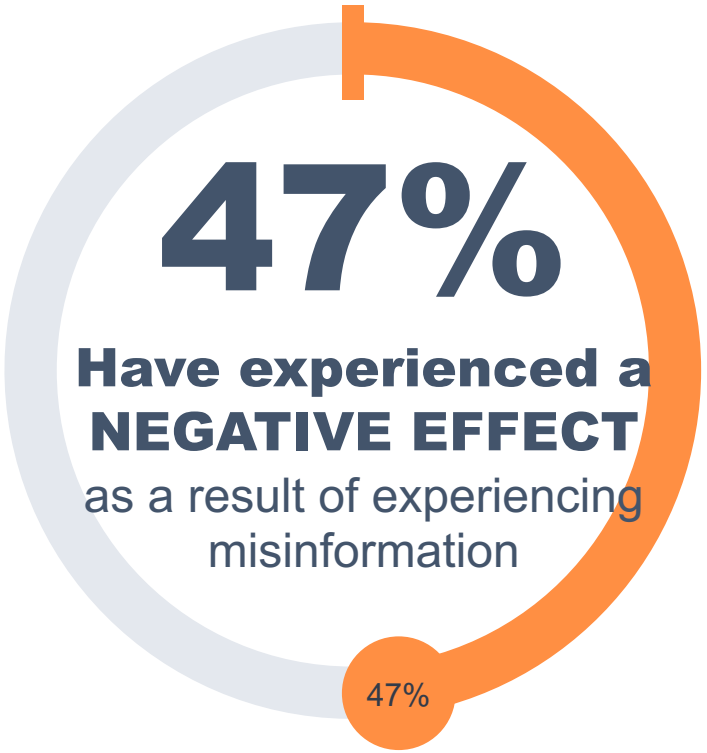
The leading types of misinformation are Covid-19 and vaccine based, misleading news, misleading information about high profile people, and misleading information around politics. However, New Zealanders are experiencing a wide range of misinformation, related to topics from racial intolerance, to climate change, to even misinformation about themselves or people they know personally.

What's clear is that it is widespread, and simply a feature of modern life right now

At least seven in ten New Zealanders are very concerned about at least one type of misinformation



However, the impacts of misinformation are equally likely to have been positive as they are to have been negative



Negative effects tend to be confusion and anxiety, as well as trust impacts, though there is a long tail of many negative impacts experienced by a small number of New Zealanders

Positive tends to be amusement and validation of their own opinions. The amusements raises the question about whether there is a complacency to the impacts of misinformation

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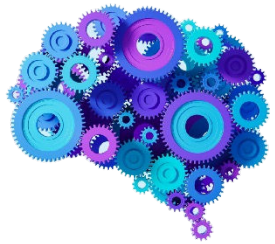
Misinformation is not affecting all New Zealanders equally, our most vulnerable to, concerned by, and impacted from misinformation include:

	LGBTQIA+	 **Neurodiverse**	**Living with impairment**	**Older (aged 60+)**
More frequent experience of several types of misinformation	✓	✓		✓
More concerned about different types of misinformation	✓	✓	✓	✓
% who have experienced any negative effects of misinformation	**59%**	48%	**51%**	45%
More concerned about falling for misinformation		✓		
More interested in learning more about misinformation	✓	✓		✓

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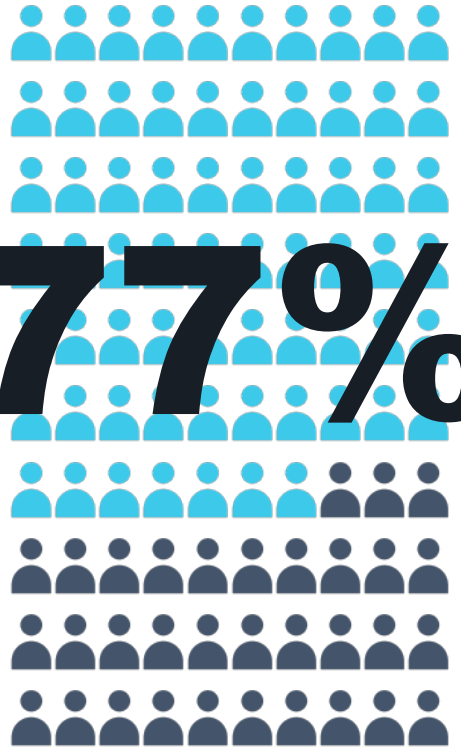
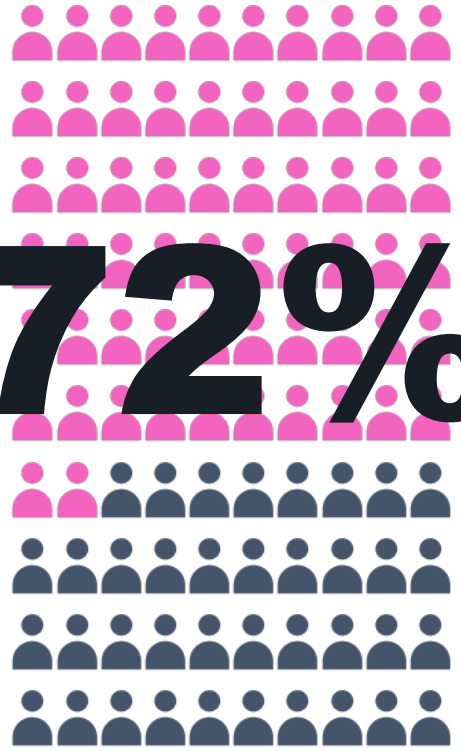
Beyond personal impacts, misinformation is agreed to have wider societal impacts



77%

agree that misinformation

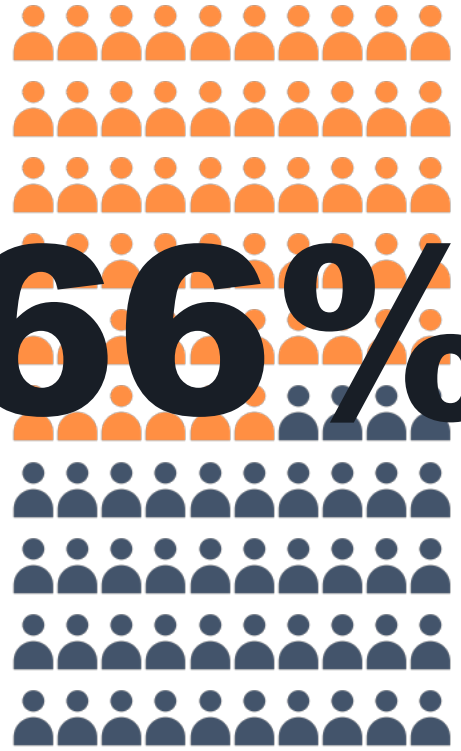
Damages trust in government and authorities



72%

agree that misinformation

Had a negative effect on NZ's Covid19 response



66%

agree that misinformation

Is likely to have a significant effect on the 2023 NZ election

Misinformation is seen as having very real societal impacts, but when we ask whether people think it is possible to disrupt the spread of misinformation just 44% agree that it might be possible, and more crucially:

Just 12% strongly agree that it is possible to disrupt the spread of misinformation online

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69%

of New Zealanders agree with the statement:

Most of the time I trust that the news I see from reputable media outlets is true

There's a base level of trust in what we see from (what we perceive to be) reputable media outlets, and yet:

56%

Have experienced misinformation from online news sites from NZ

68%

Have experienced misinformation from online news sites from overseas

52%

Have experienced misinformation from television news

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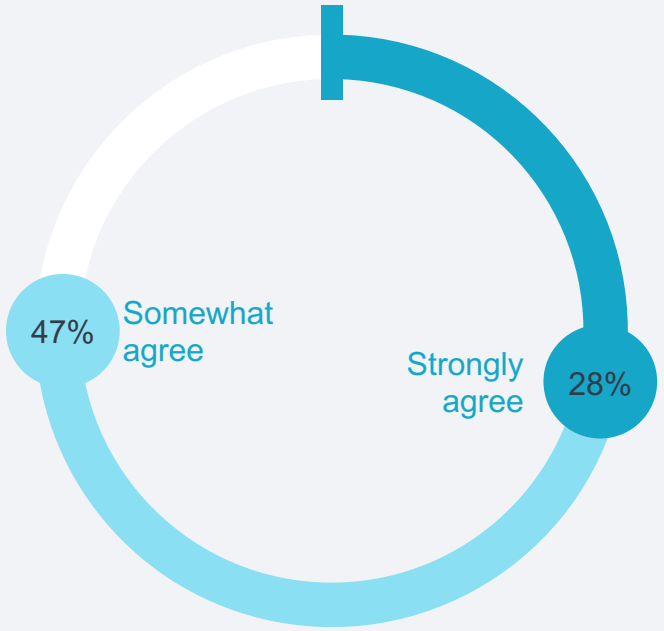
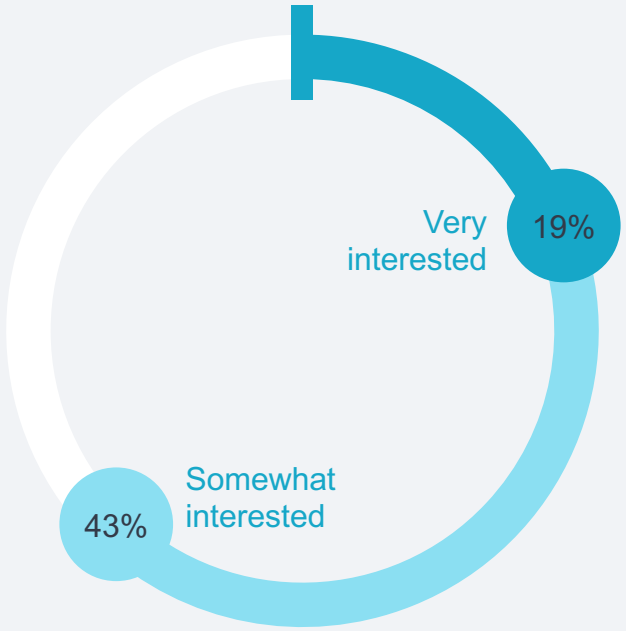
Fewer than three in ten New Zealanders feel **fully confident** identifying misinformation



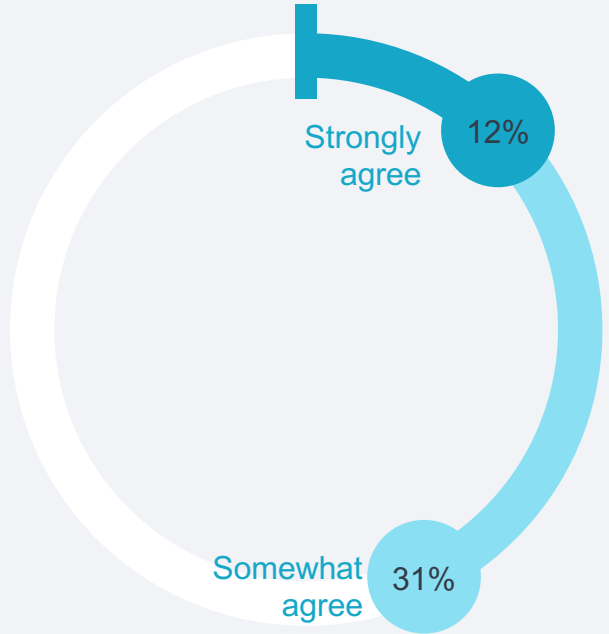
I am confident in my ability to identify mis/disinformation

And yet, only two in ten would be **very interested** in learning more about misinformation



How interested would you be in learning more about how to identify mis/disinformation?

This may be linked to **just 12% who are highly concerned** about falling for misinformation – even without confidence, we don't think it'll happen to us



I am concerned about falling for misinformation

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Yet the key solutions to the problem are seen as lying with education – even though just 19% were interested in learning more about misinformation. Looking at what people believe would be the most (very) effective, the core solutions could be:

#1

Make it easier for users to report misinformation and have it removed

PLATFORM SOLUTION

#2

Education to improve critical thinking skills

EDUCATION SOLUTION

#3

Education about mis/disinformation

EDUCATION SOLUTION

#4

Online content hosts improve their ability to identify and remove bots

PLATFORM SOLUTION

#5

Education about topics or issues that are the subject of misinformation

EDUCATION SOLUTION

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Top-level analysis

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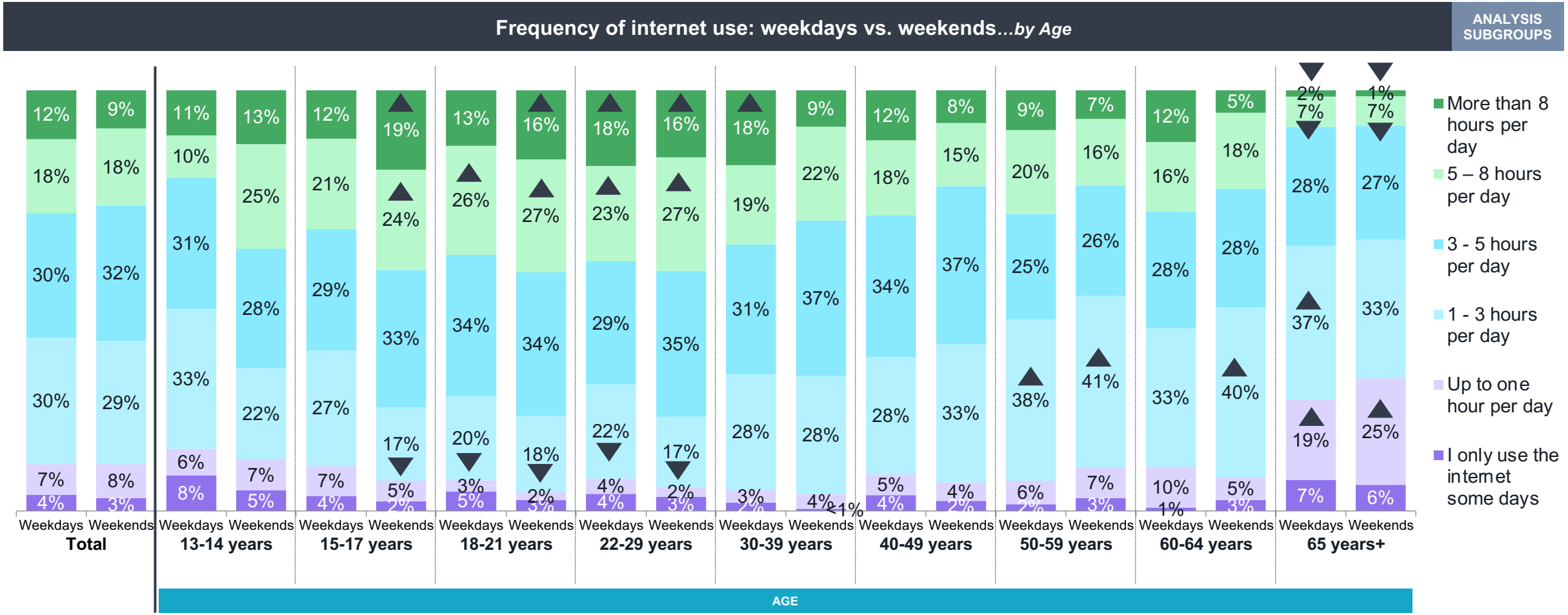
Internet use: Time on the internet per day is highest between ages 18 and 39, tapering off from there



Significantly higher / lower than for total weighted population sample

Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Now some questions about your use of the internet and social media use.
On average, how often or how long do you use the internet per day on weekdays and weekends? Include time on the internet at school, work and at home, and across all devices.

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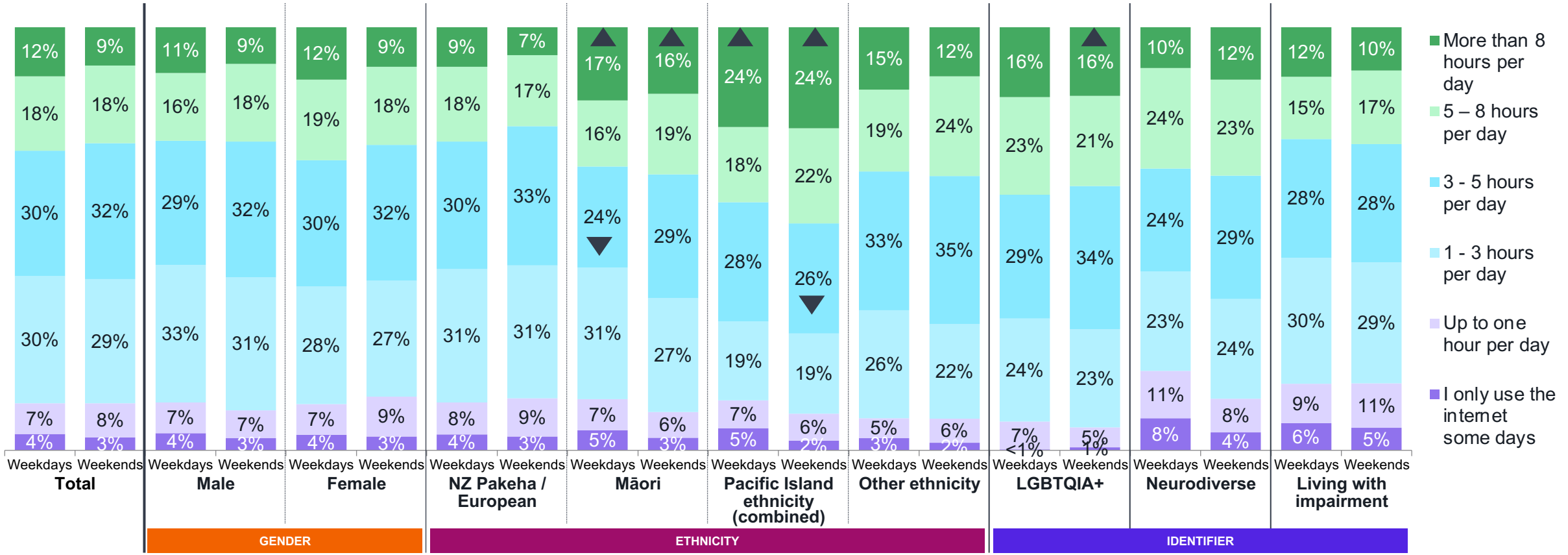
Internet use: Māori and Pacific Island ethnic groups are significantly more likely than general population to be using the internet more than 8 hours each day, with LGBTQIA+ significantly more likely to be using 8+ hours on weekends

Frequency of internet use: weekdays vs. weekends...*by Gender, Ethnicity, Orientation, Neurodiversity, Impairment*

ANALYSIS SUBGROUPS



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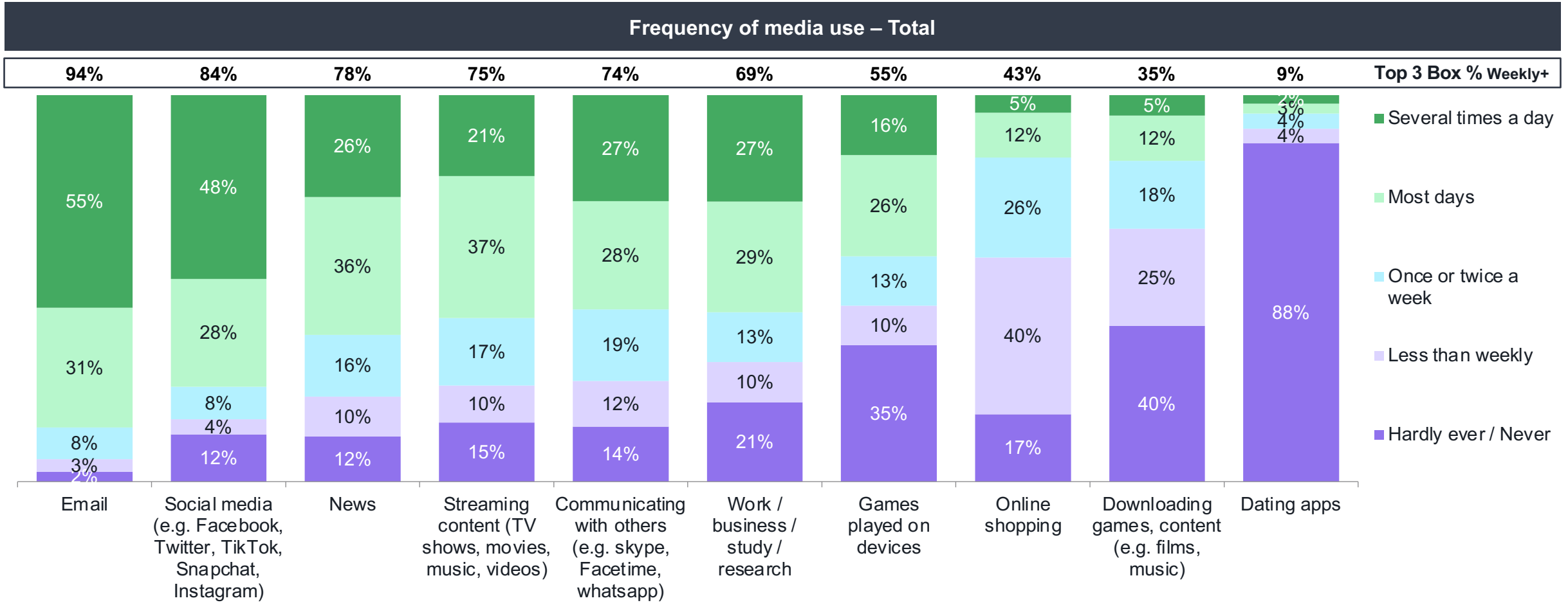
Frequency of media use: On average people are using 2.3 of the 10 media sources several times a day (further, 26% are using four or more media several times a day)



Base: Total (Weighted and Unweighted) N=2,089
Q. On average, how often do you use the internet for the following activities?

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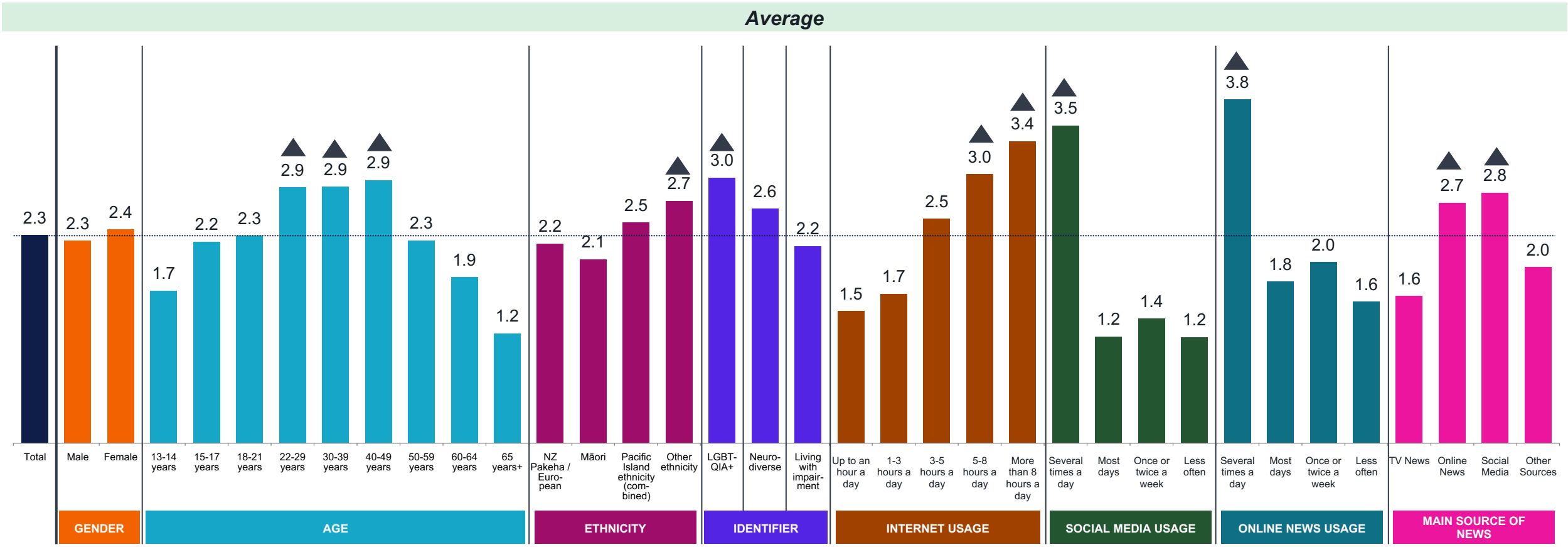
When we look specifically at the number of media used several times a day, Ages 22-49 are significantly more likely to be using more media daily, as are LGBTQIA+ and those in other ethnicity groups

Average number of media used several times a day (out of the 10 media shown)

ANALYSIS & ACCESS SUBGROUPS



Base: Total (Weighted and Unweighted) N=2,089
Q. On average, how often do you use the internet for the following activities?

▲ Significantly higher / lower than for total weighted population sample ▼

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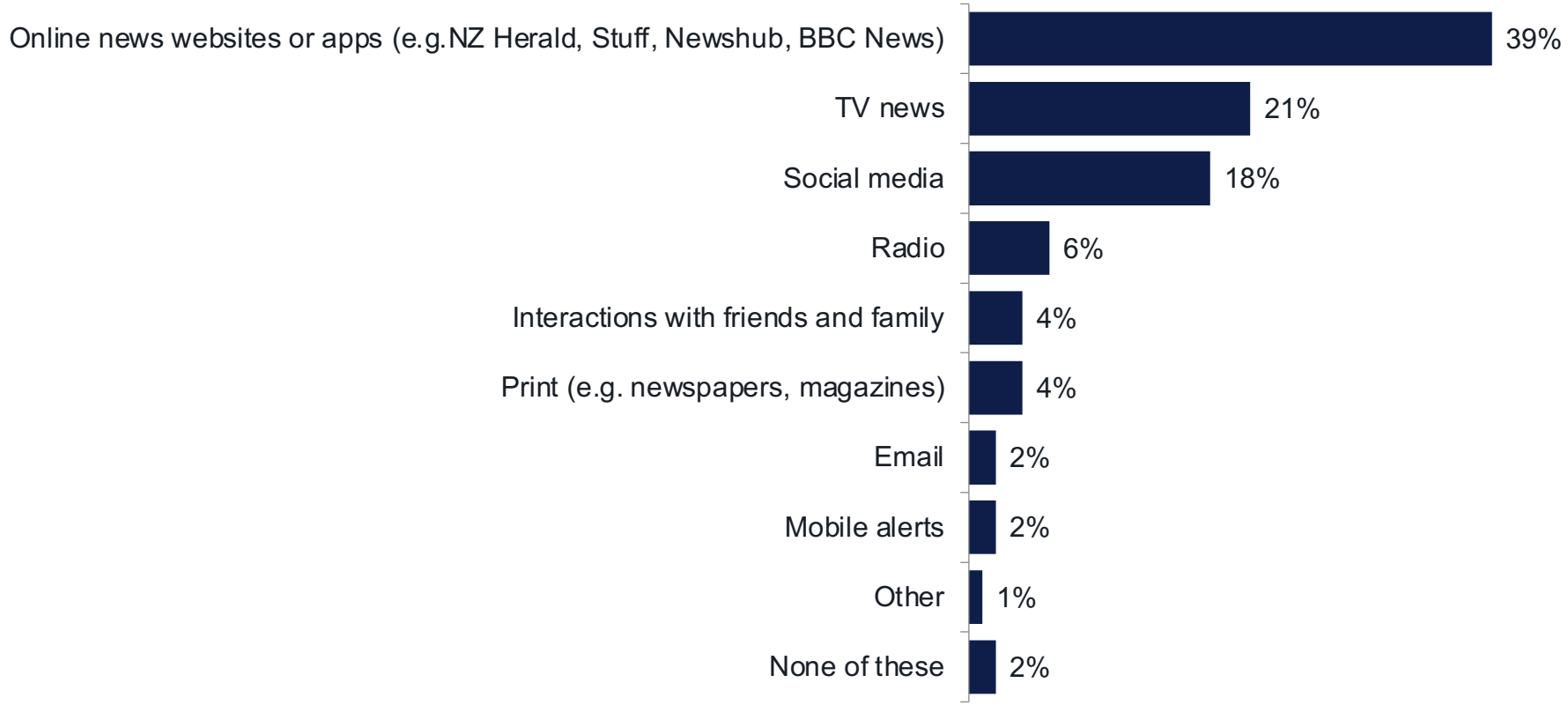
Online news sites are by far the most common source of news across the general population, almost double that of the next most common – TV news

Main way of accessing news in the last week – Total



Base: Total (Weighted and Unweighted) N=2,089
Q. If we consider “news” to be information about recent events or happenings; or information that was previously unknown. Which of these was the MAIN way in which you came across news in the last week?

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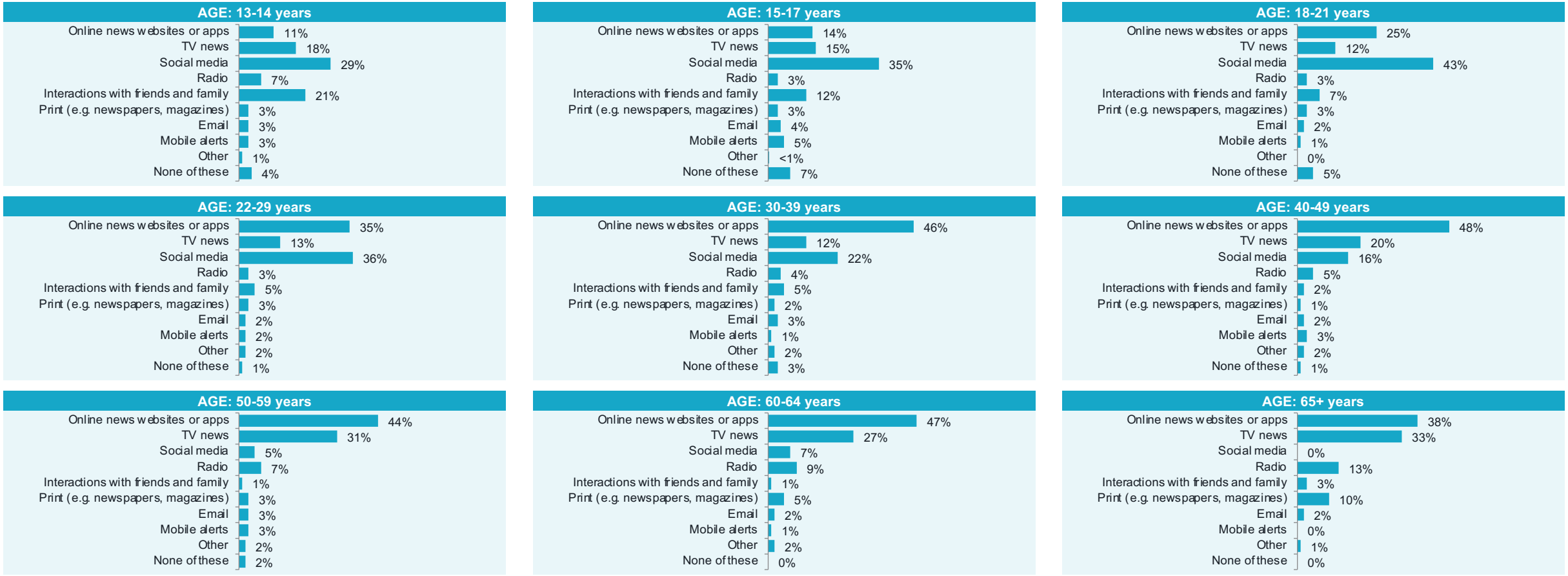
The picture is very different when we look at it by age group. Younger NZers (13-17 years) are significantly more likely to rely on friends and family or social media, while older NZers (60+) place more reliance on TV, print, and radio alongside online news

Main way of accessing news in the last week… *by Age*

ANALYSIS SUBGROUPS



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▲▼ Significantly higher / lower than for total weighted population sample

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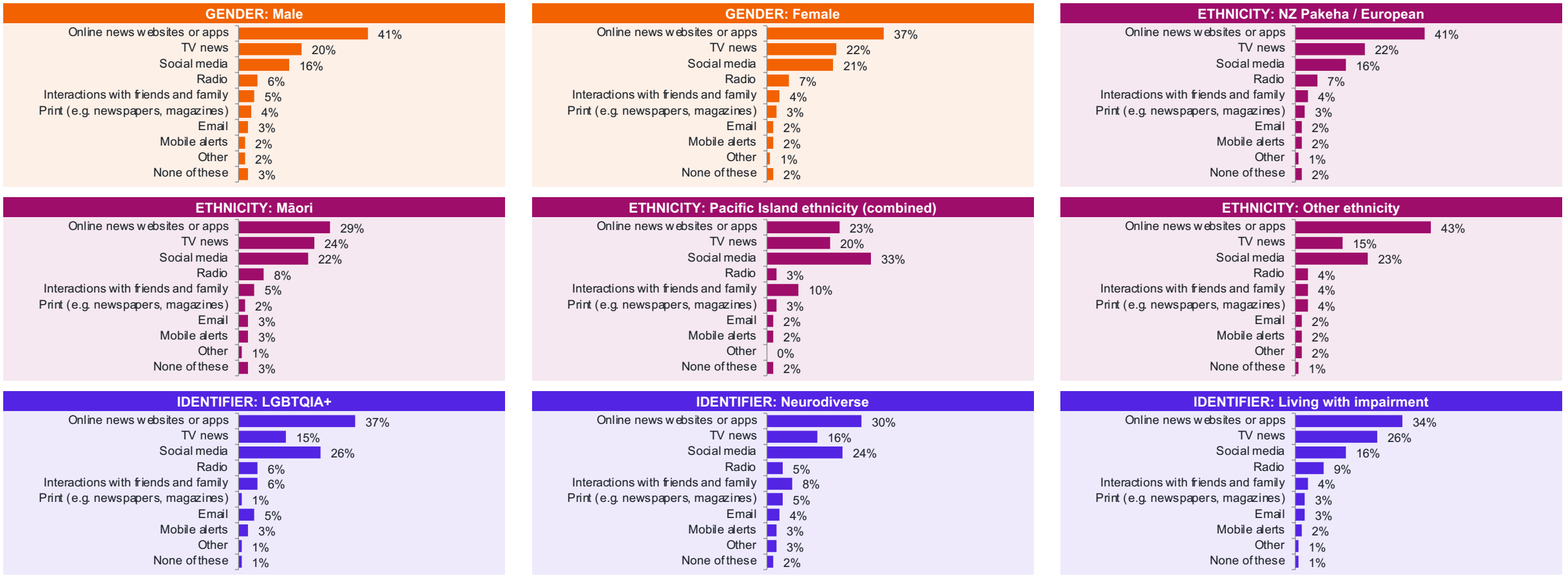
Social media as a news source is more important to non-European ethnic groups, particularly those from Pacific Island ethnic groups, where it is the main source

Main way of accessing news in the last week… *by Gender, Ethnicity, Orientation, Neurodiversity, Impairment*

ANALYSIS SUBGROUPS



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▲▼ Significantly higher / lower than for total weighted population sample

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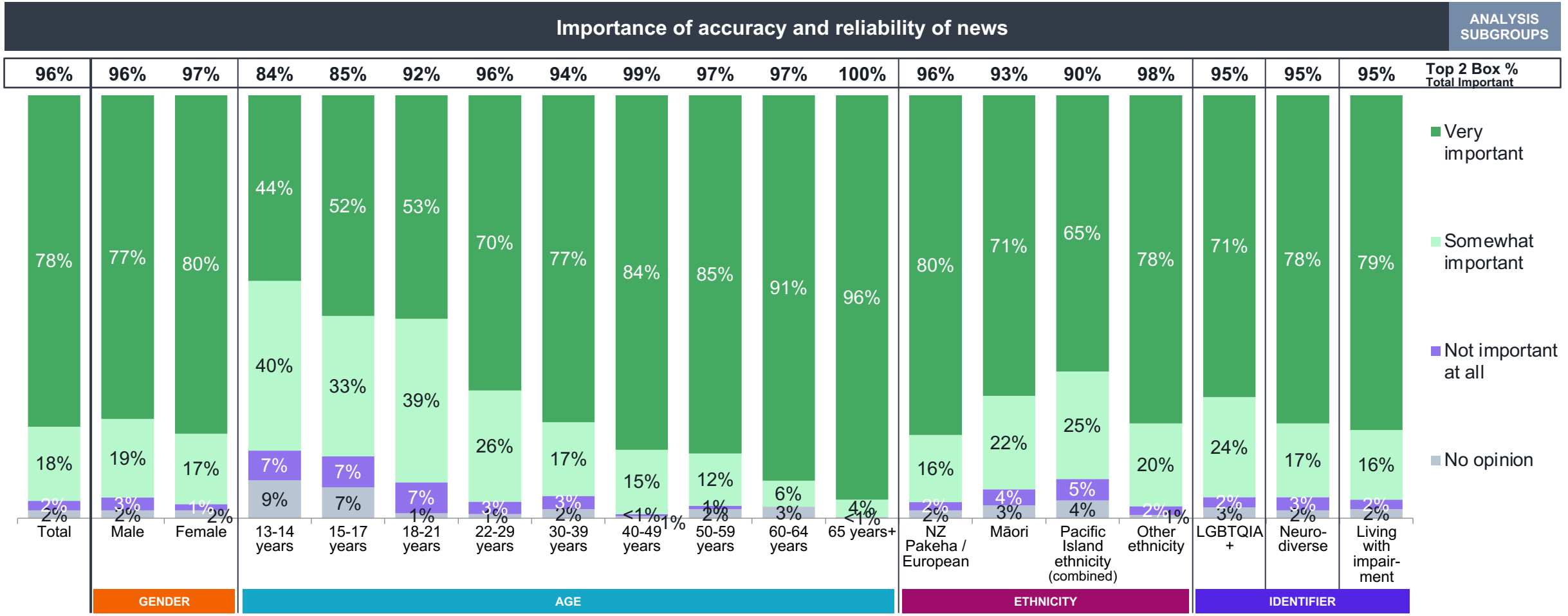
Certainly we expect our news to be accurate, but the bar for accuracy is lower for those aged under 30 years. In addition, those from Pacific Island ethnic groups and LGBTQIA+ are significantly less likely to rate accuracy as very important



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. How important is it to you that the news you receive/read/hear/watch is highly accurate and reliable?

▲▼ Significantly higher / lower than for total weighted population sample

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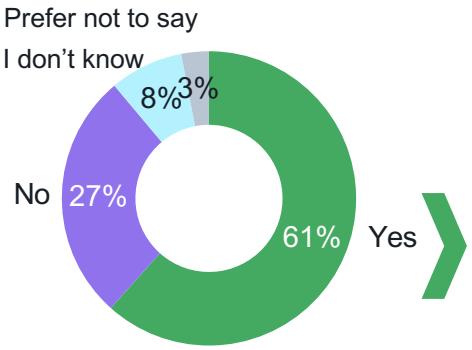
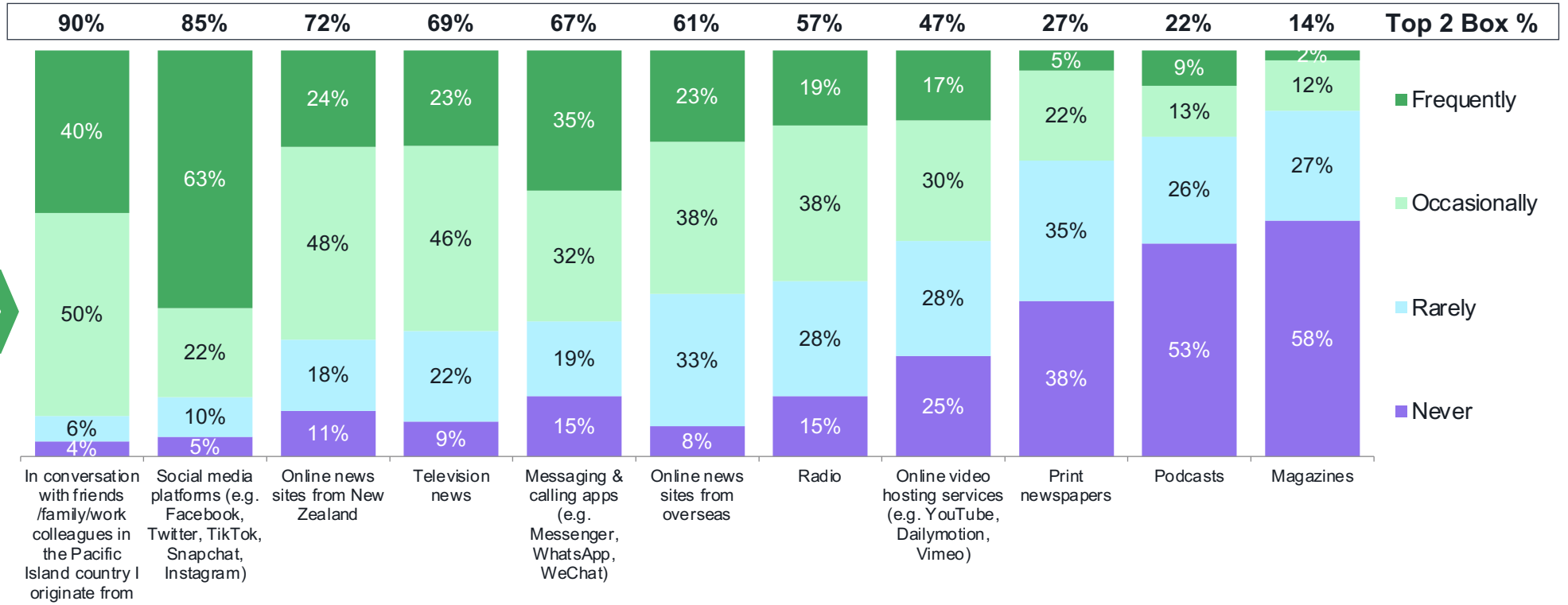
Looking specifically at those from Pacific Island ethnic groups, three in five access news from their country of origin/heritage. This is where social media plays a strong role, with 63% of those accessing news doing so via social media

News about current events and events occurring in the Pacific Island country originate from
(Base: Pacific Island ethnicity (combined))

Receive or access news about current events and events occurring in the lives of friends and family in the Pacific Island country originate from



Method receive or access news about current events in the Pacific Island country you originate from
(Base: Receive/access news from Pacific Island originate from)



Base – Pacific Island ethnicity (combined): Total: Weighted N=132, Unweighted N=216; Receive/access news from Pacific Island originate from: Weighted N=81, Unweighted N=126
Q. Do you receive or access news about current events and events occurring in the lives of friends and family in the Pacific Island country you originate from?
Q. How do you receive or access news about current events in the Pacific Island country you originate from?

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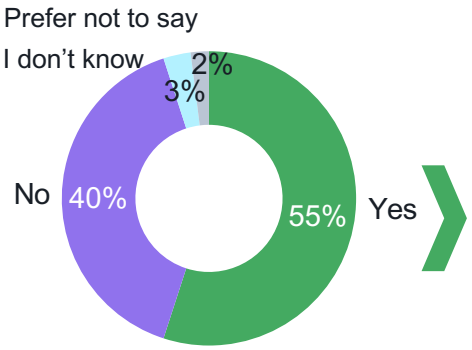
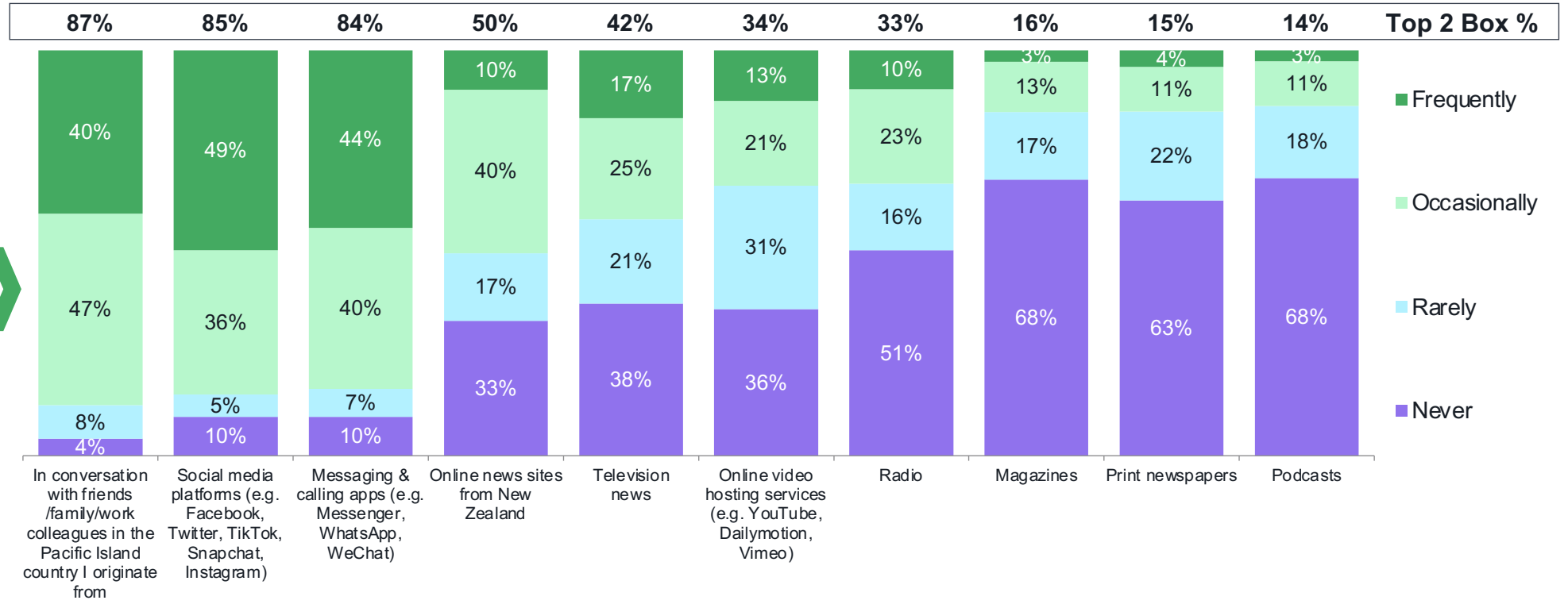
In addition, more than half are sharing NZ news with friends and family back in their country of origin/heritage. Again, social media is key for this, but it is supported by online messaging and conversation

Share news about current events in New Zealand and events in life with friends and family residing in the Pacific Island country originate from
(Base: Pacific Island ethnicity (combined))

Share news about current events in New Zealand and events in life with friends and family residing in the Pacific Island country originate from



Method share current events in New Zealand with friends and family in the Pacific Islands
(Base: Share news about current events in New Zealand and life with friends/family in Pacific Island originate from)



Base – Pacific Island ethnicity (combined): Total: Weighted N=132, Unweighted N=216; Share news about current events in New Zealand and life with friends/family in Pacific Island originate from: Weighted N=72, Unweighted N=115
Q. Do you share news about current events in New Zealand and events in your life with friends and family residing in the Pacific Island country you originate from?
Q. How do you share current events in New Zealand with your friends and family in the Pacific Islands?

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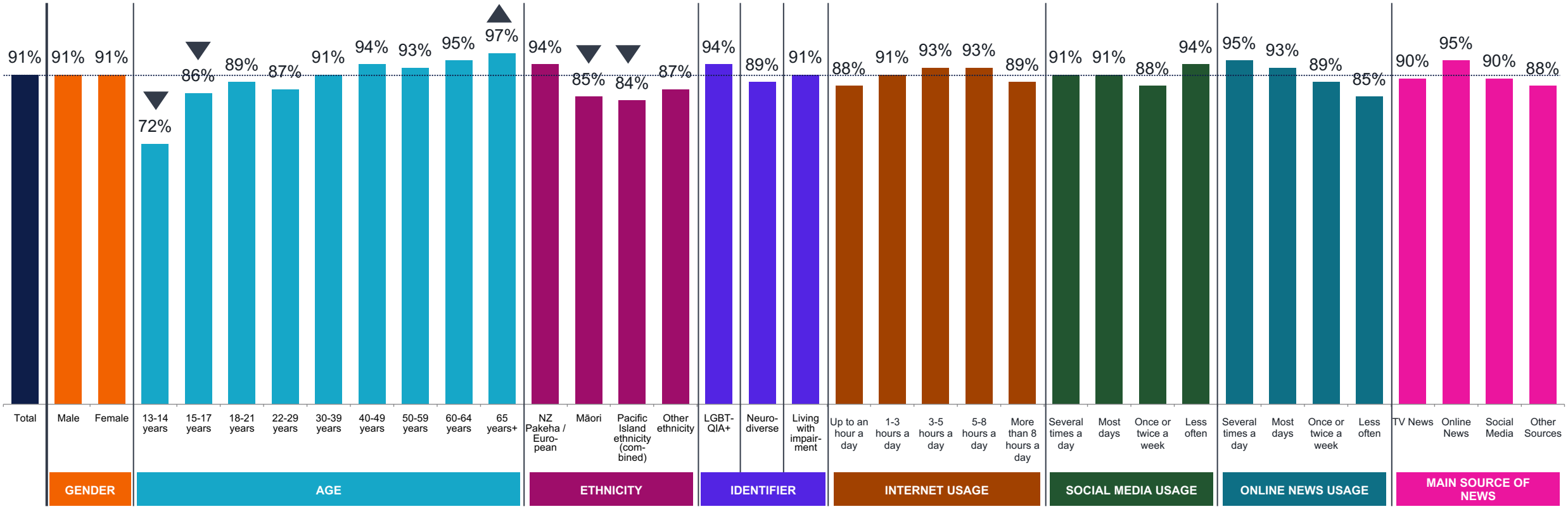
At an overall level, nine in ten have heard of mis/ disinformation before. Our youngest NZers (13-17 years) and Māori and Pacific ethnic groups are significantly less likely do have heard of dis / mis information prior to being surveyed

Heard the term 'misinformation' or 'disinformation' before today

ANALYSIS & ACCESS SUBGROUPS

% Yes



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Have you ever heard the term "misinformation" or "disinformation" before today?

▲▼ Significantly higher / lower than for total weighted population sample

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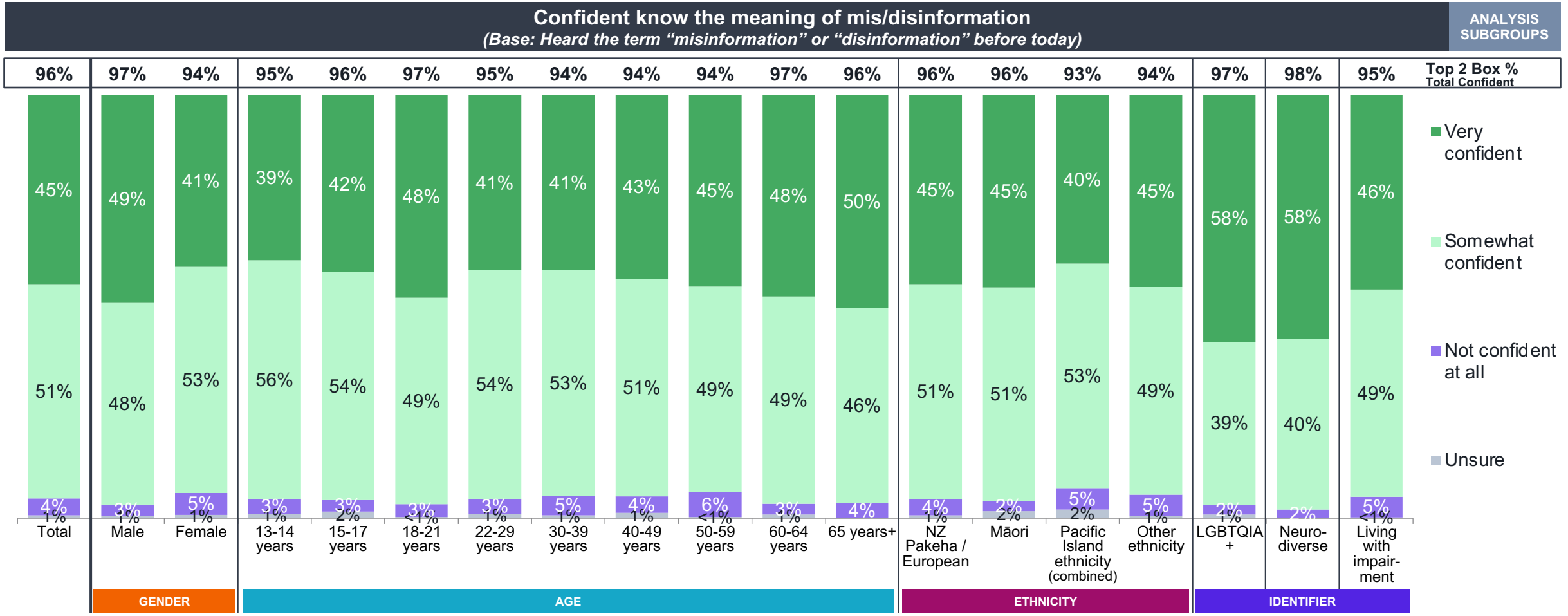
Among those who have heard of mis/disinformation, only 45% feel very confident they know the meaning of the term. Just 5% say they are not at all confident or unsure about the meaning of the term



Base – Heard the term "misinformation" or "disinformation" before today: Total: Weighted N=1,908, Unweighted N=1,865
Q. How confident are you that you know the meaning of misinformation and disinformation?

▲▼ Significantly higher / lower than for total weighted population sample

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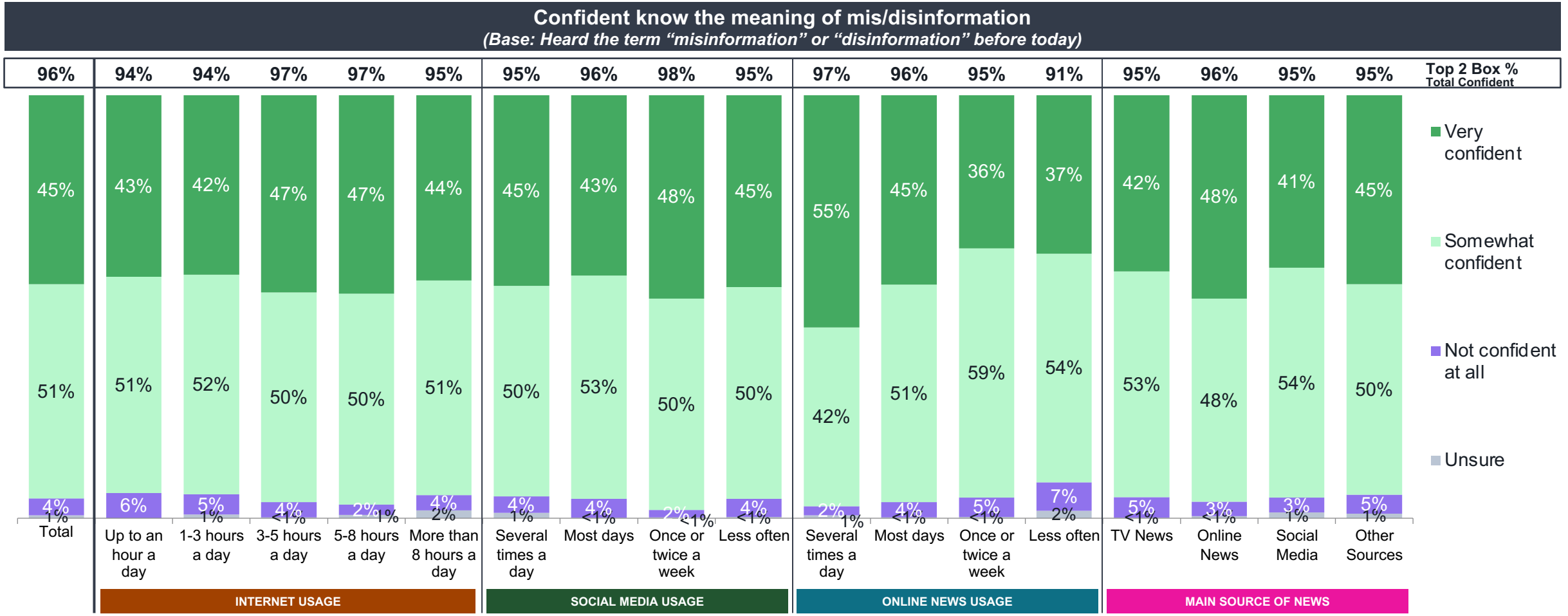
The picture is very similar when we look at it by usage, though those with higher online news usage are more confident in their knowledge of what mis/disinformation means



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Q. How confident are you that you know the meaning of misinformation and disinformation?

▲▼ Significantly higher / lower than for total weighted population sample

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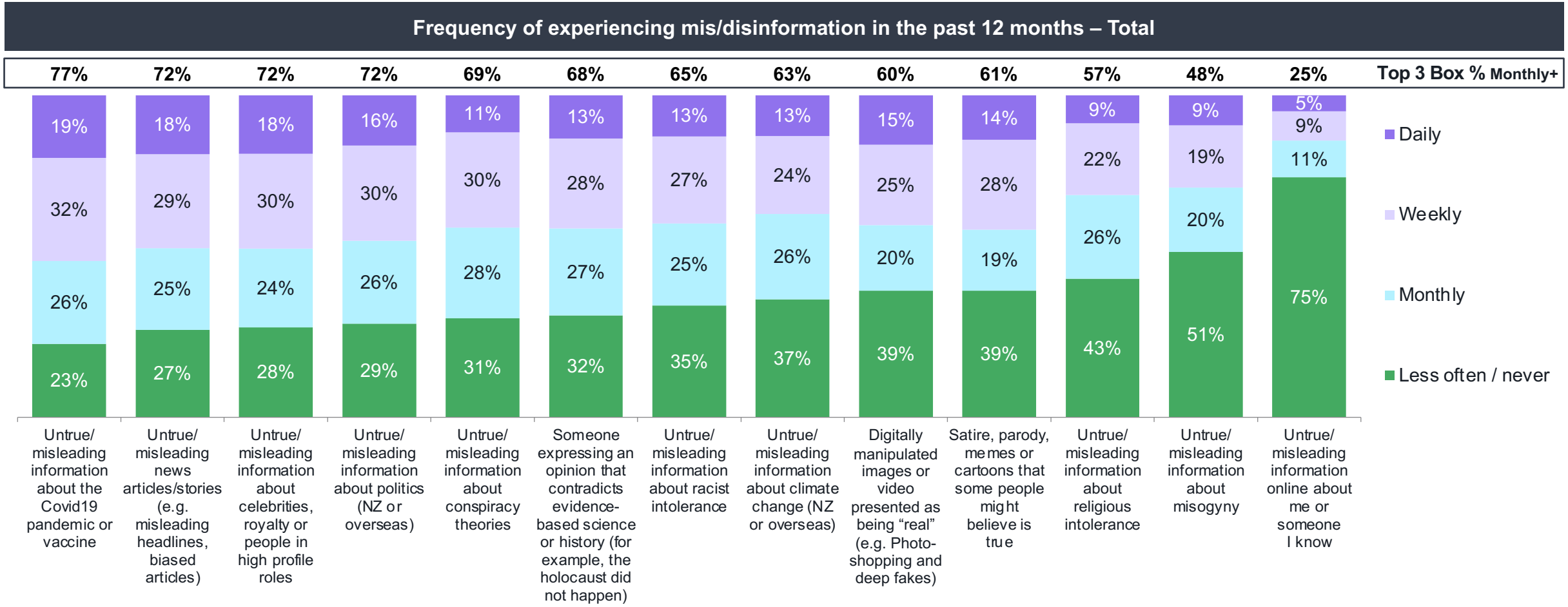
The experience of mis/disinformation is widespread – with around three quarters experiencing each of COVID misinformation, or misleading news stories, celebrity stories, and information about politics



Base: Total (Weighted and Unweighted) N=2,089
Q. On average, in the past 12 months, how often have you experienced the following examples of mis/disinformation?

▲▼ Significantly higher / lower than for total weighted population sample

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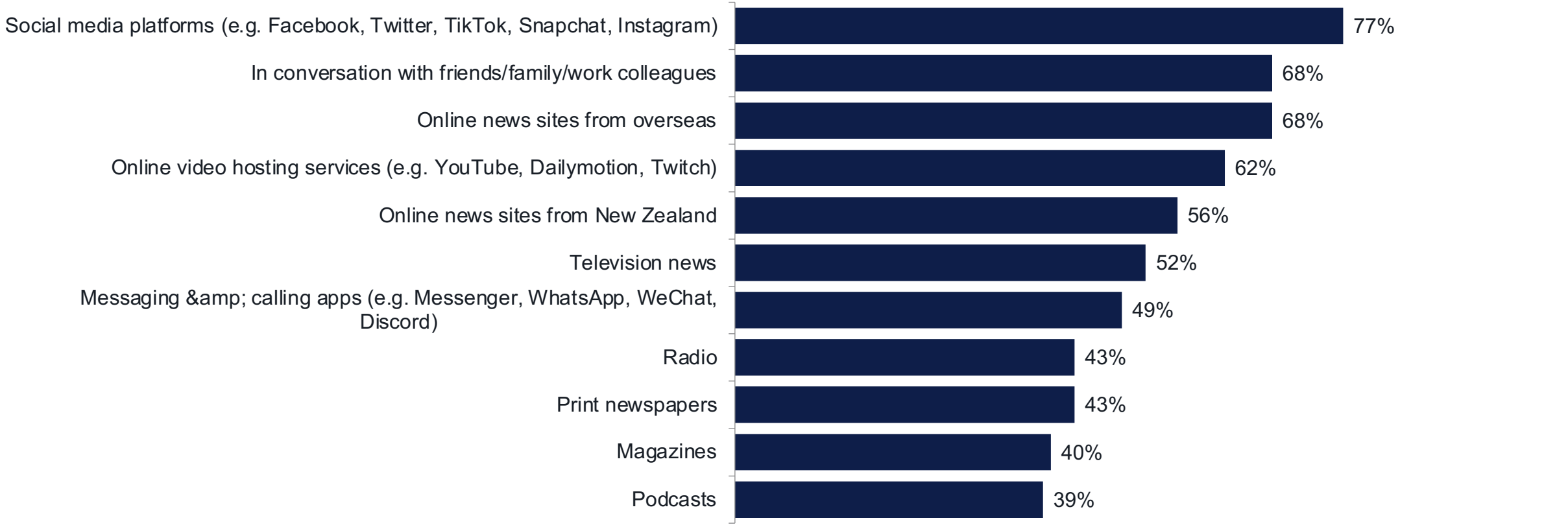
Social media platforms tend to be the most likely channel for misinformation, but two thirds are also finding it through conversations with others, and overseas news sites

Where/how experienced mis/disinformation
(Base: Have experienced any type of mis/dis information)



Base: Have experienced multiple types of mis/dis information: Weighted N=266, Unweighted N=306
Q. In the last 12 months, where or how have you experienced mis/disinformation:

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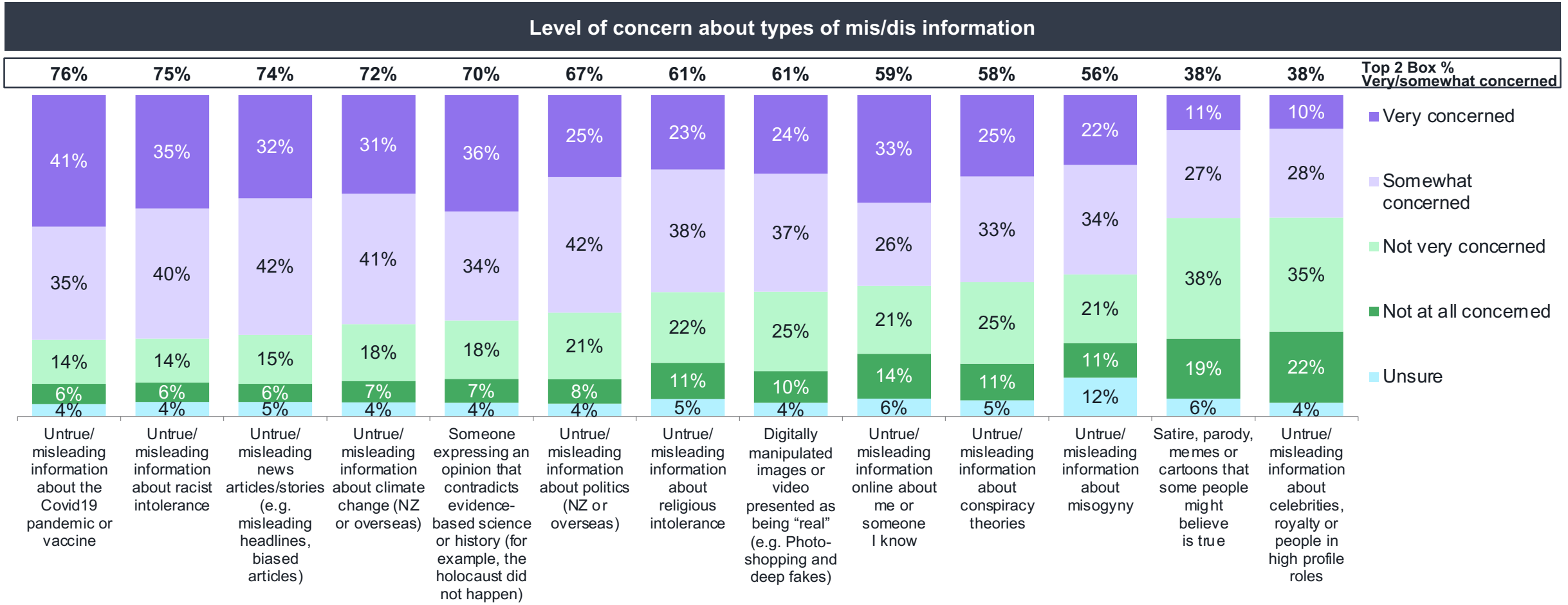
At least seven in ten NZers are concerned about misinformation about Covid19, racist intolerance, fake news, climate change, and opinions that contradict evidence



Base: Total (Weighted and Unweighted) N=2,089
Q. To what extent, if at all, are you concerned about the following examples of mis/disinformation?

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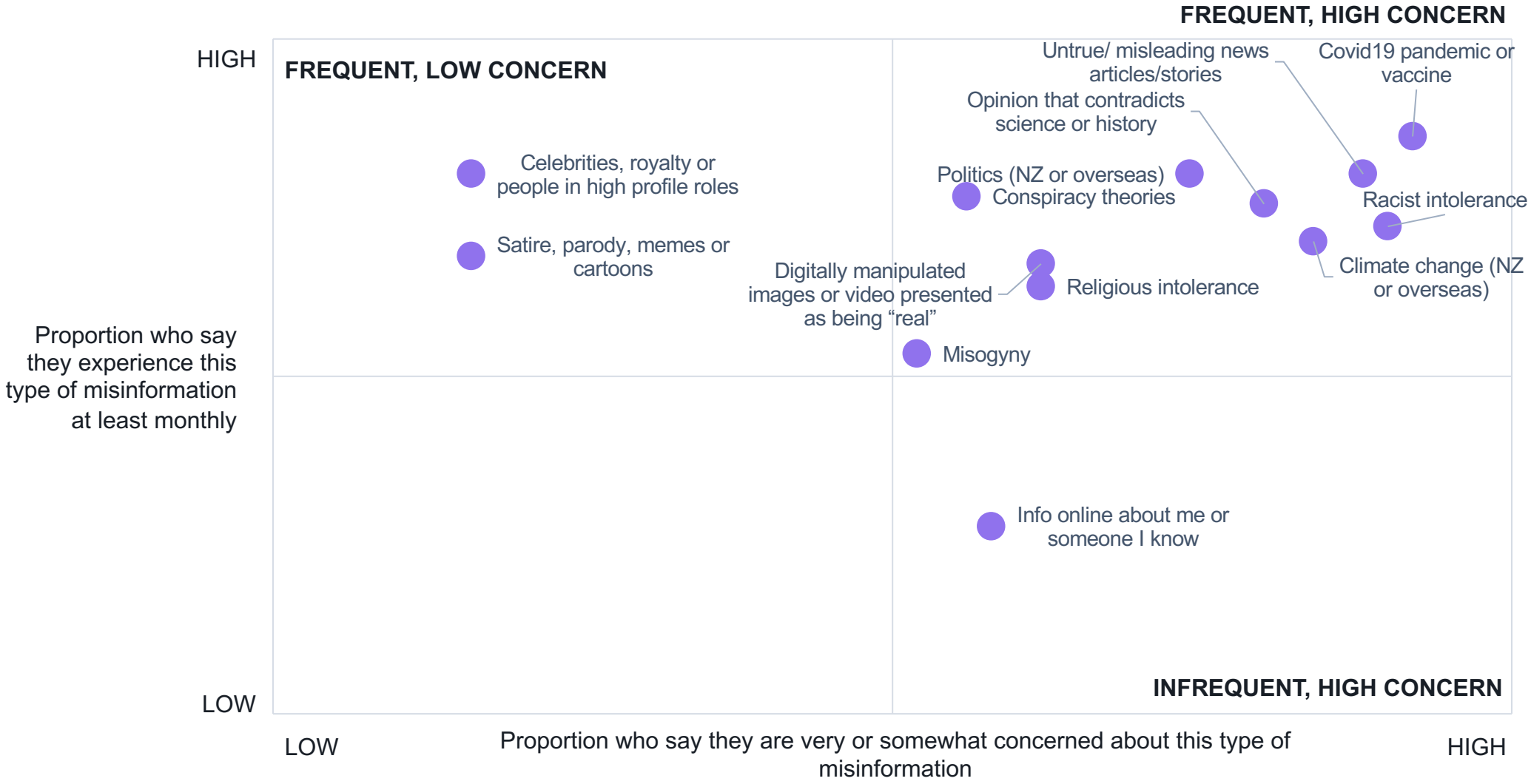
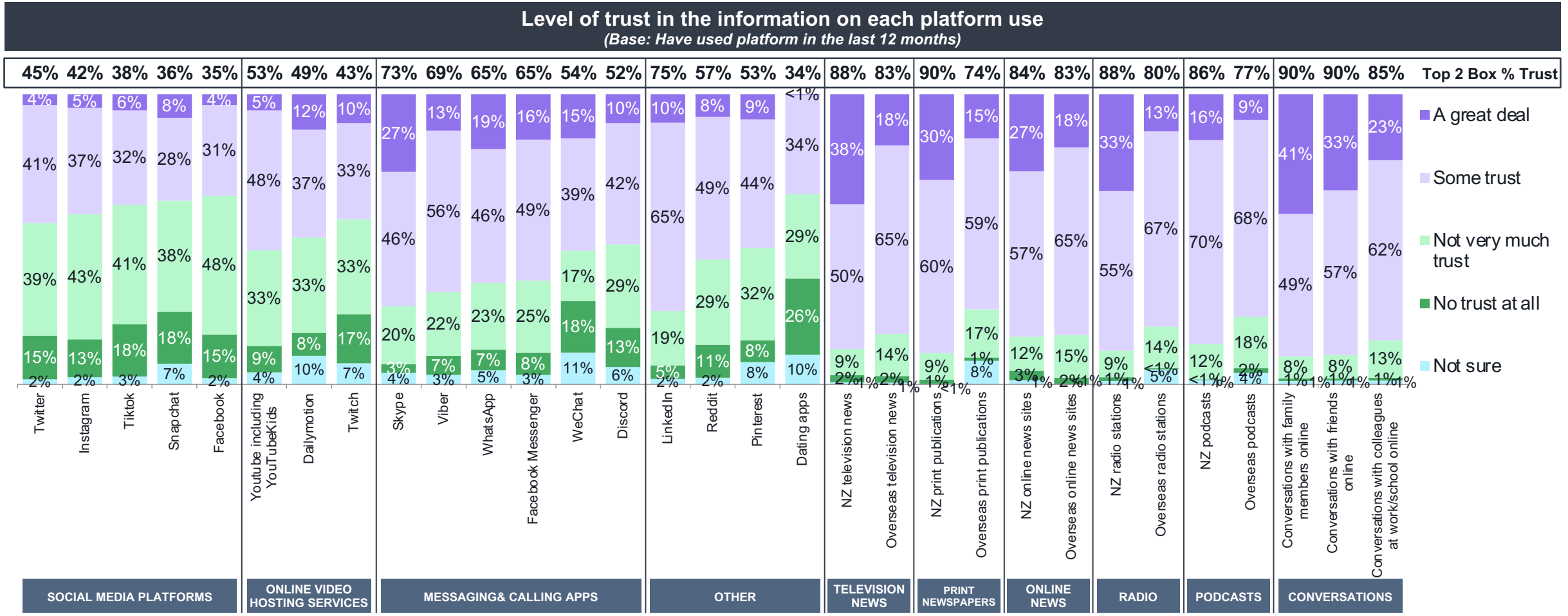
When we put together frequency and concern levels around types of misinformation, it's clear that there is a lot we need to be working around misinformation in NZ



Traditional offline media (particularly those from NZ) and conversations with friends and family tend to be the most trusted sources of information, each achieving over three quarters with at least some trust. By contrast, social media platforms are far less trusted – with fewer than half of all Nzers saying they have at least some trust in each one



Base: Have used platform in the last 12 months Refer Appendix table for platform sample sizes
Q. To what extent do you trust the information you experience in the following channels of communication:

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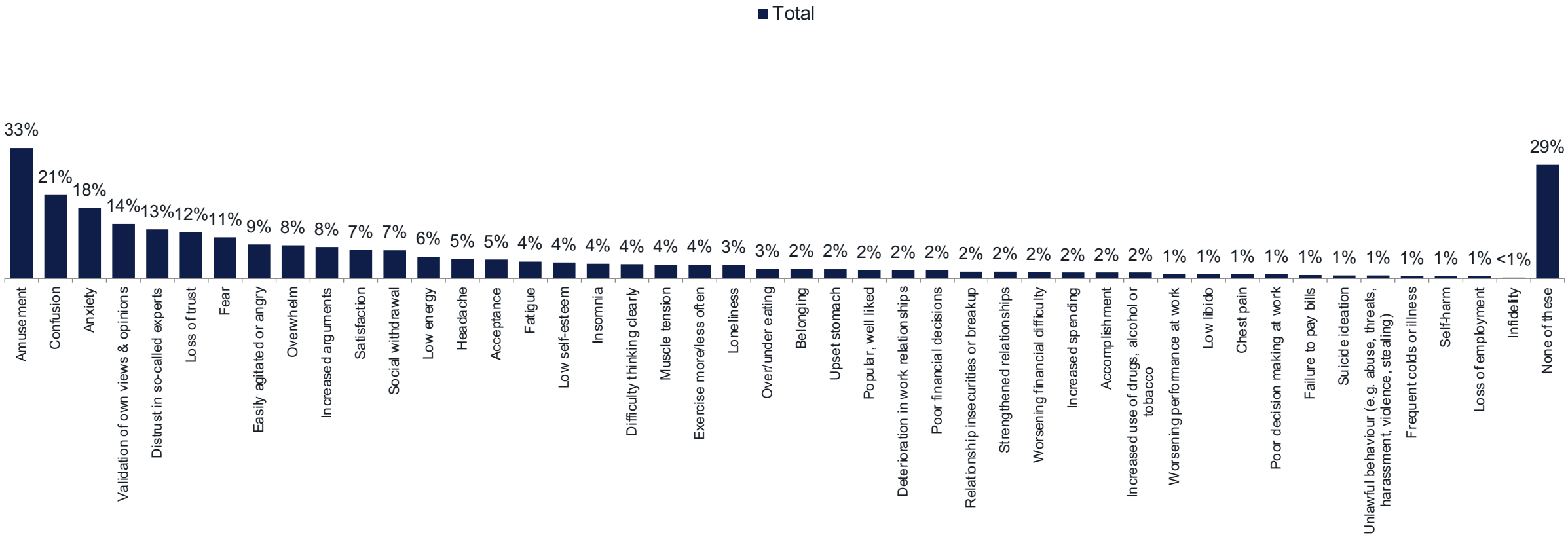
Seven in ten NZers have experienced impacts of misinformation. The most common effects are a mix of positive (amusement, validation) and negative (confusion, anxiety, distrust). Interestingly, the most often experienced tends to be amusement

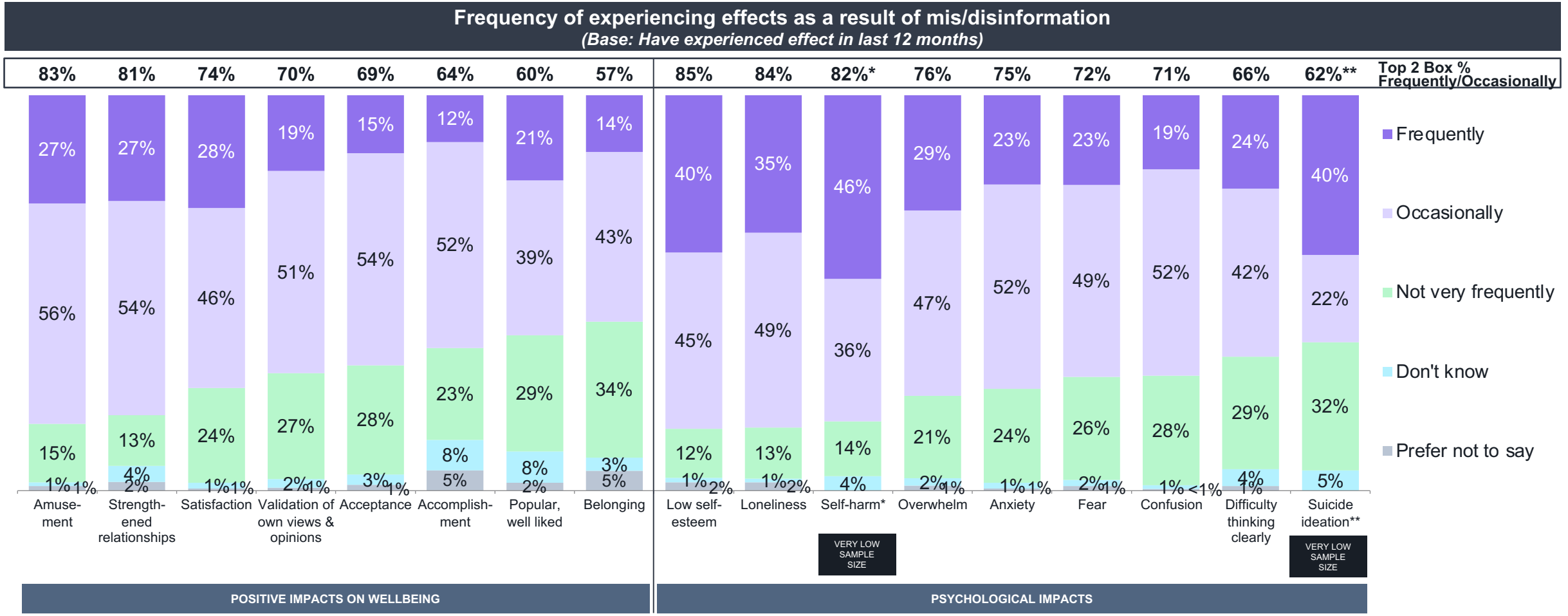
TOTAL | **Effects as a result of experiencing mis/disinformation – Total**



Base: Total (Weighted and Unweighted) N=2,089
Q. In the past 12 months, which, if any, of the following effects have you experienced as a **direct** result of mis/disinformation you have experienced?

yabble

Looking at how frequently each of those effects is experienced: amusement, strengthened relationships, low self esteem, and loneliness are the most frequent among those who have experienced them

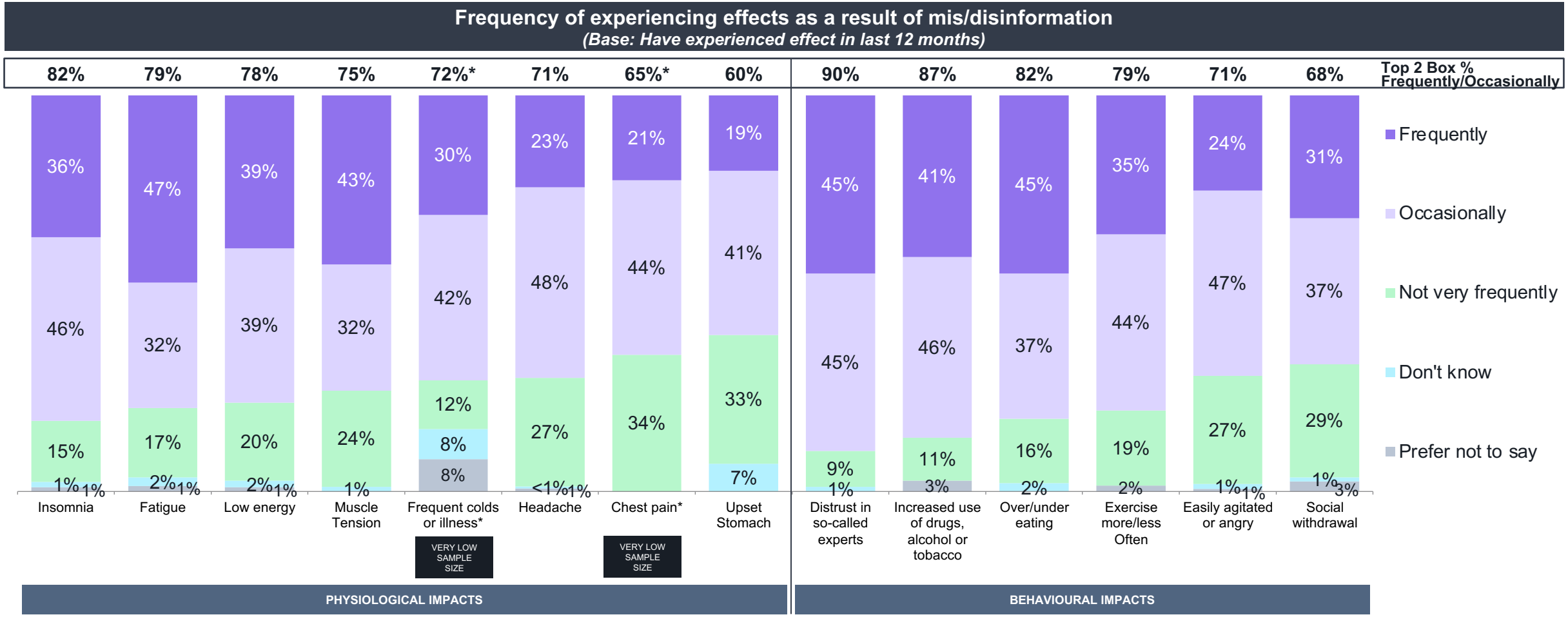


Base: Have experienced effect in last 12 months (Refer Appendix table for effect sample sizes)
Q. For each how often have you experienced each of those effects as a direct result of mis/disinformation you have experienced?

*Caution low base size <30
** Caution very low base size <10

yabble

Fatigue and muscle tension are the most frequent of the physiological impacts, while distrust in expertise and eating issues are the most frequent of behavioural impacts

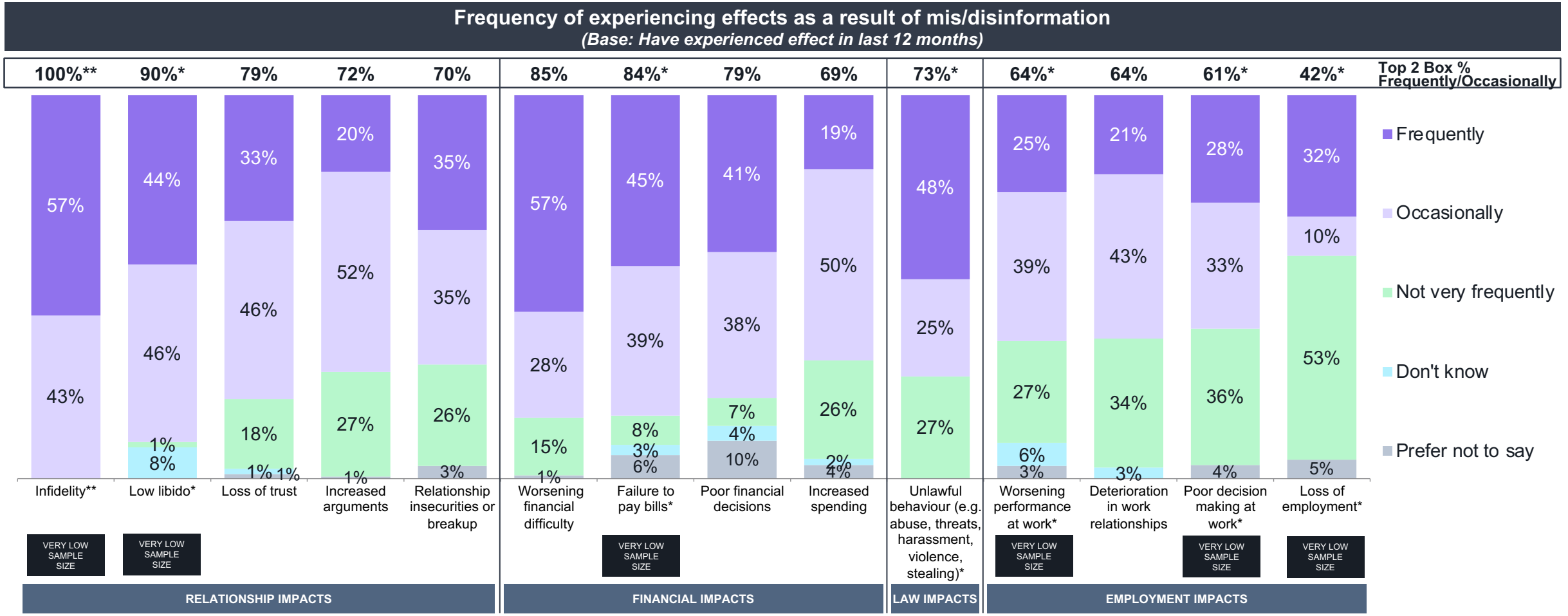


Base: Have experienced effect in last 12 months (Refer Appendix table for effect sample sizes)
Q. For each how often have you experienced each of those effects as a direct result of mis/disinformation you have experienced?

*Caution low base size <30

yabble

Many of the remaining effects have a low sample size of the proportion who have experienced them. This makes the frequency of experience data indicative only

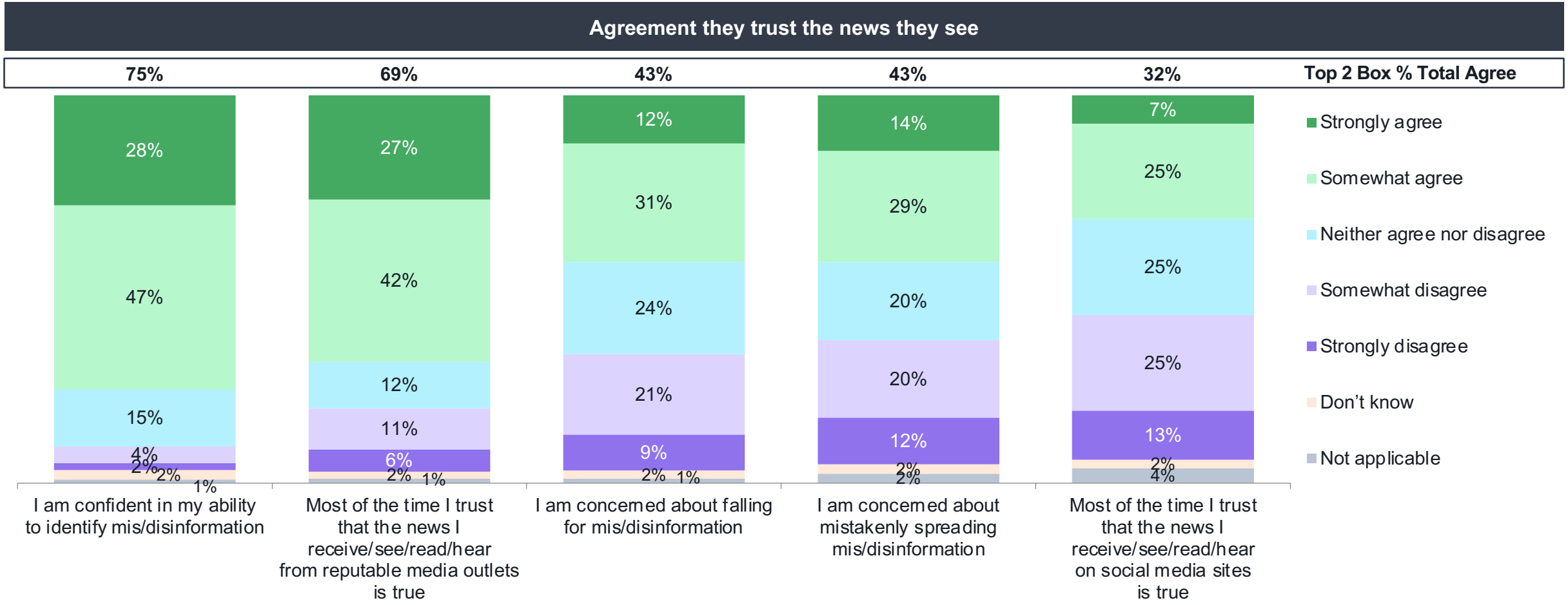


Base: Have experienced effect in last 12 months (Refer Appendix table for effect sample sizes)
Q. For each how often have you experienced each of those effects as a direct result of mis/disinformation you have experienced?

Caution low base size <30
*** Caution very low base size <10*

yabble

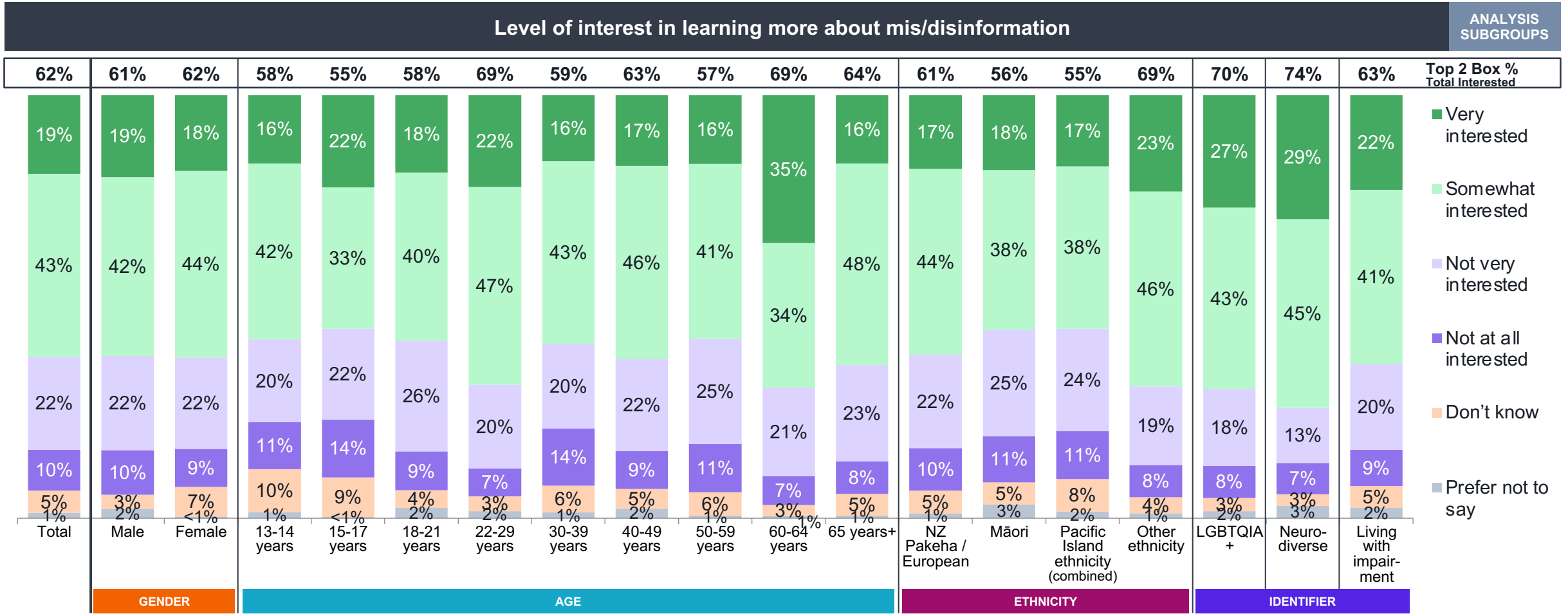
Fewer than three in ten NZers feel strongly confident in their ability to identify misinformation, but even fewer are strongly concerned about falling for misinformation. These two findings together suggest that there's some complacency around misinformation



Base: Total (Weighted and Unweighted) N=2,089
Q. To what extent do you agree or disagree with the following statements?

yabble

Yet, just one in five would be **very interested** in learning more about misinformation, rising to three in five when we include somewhat interested



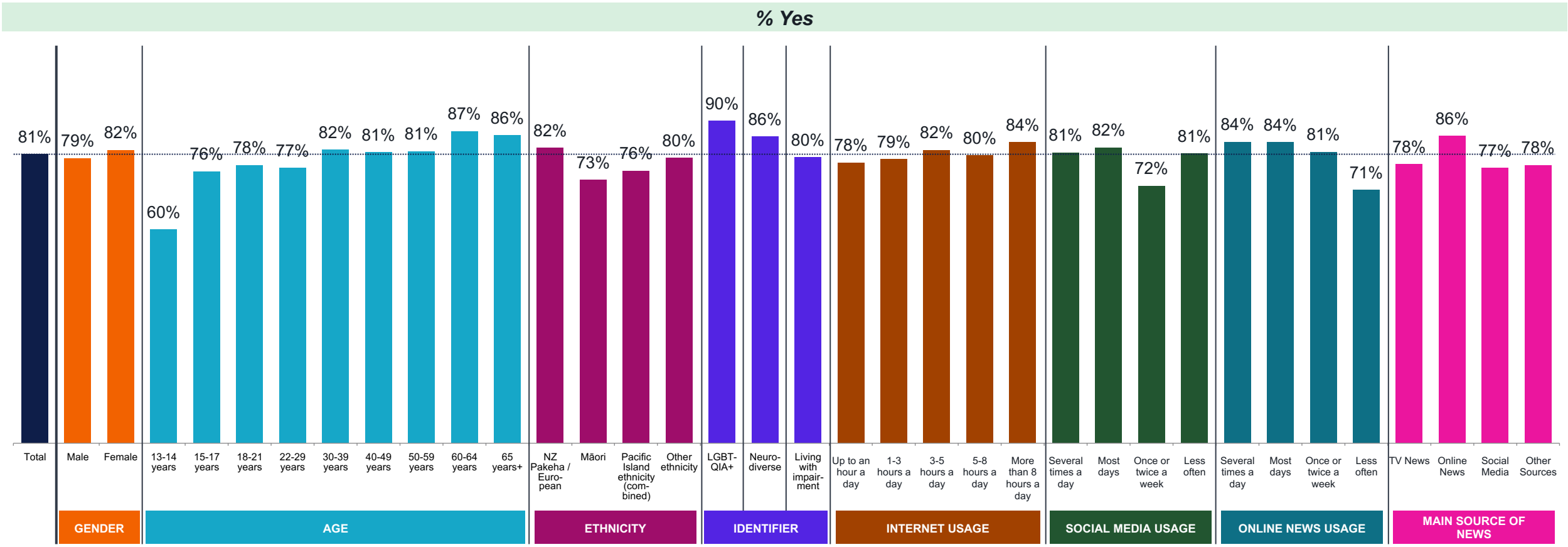
Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. How interested would you be in learning more about how to identify mis/disinformation?

yabble

Four in five NZers believe that certain groups are more vulnerable to misinformation, this is significantly higher for those aged 65+, LGBTQIA+, and neurodiverse NZers

Believe certain groups or demographics in society are more vulnerable to mis/disinformation

ANALYSIS & ACCESS SUBGROUPS

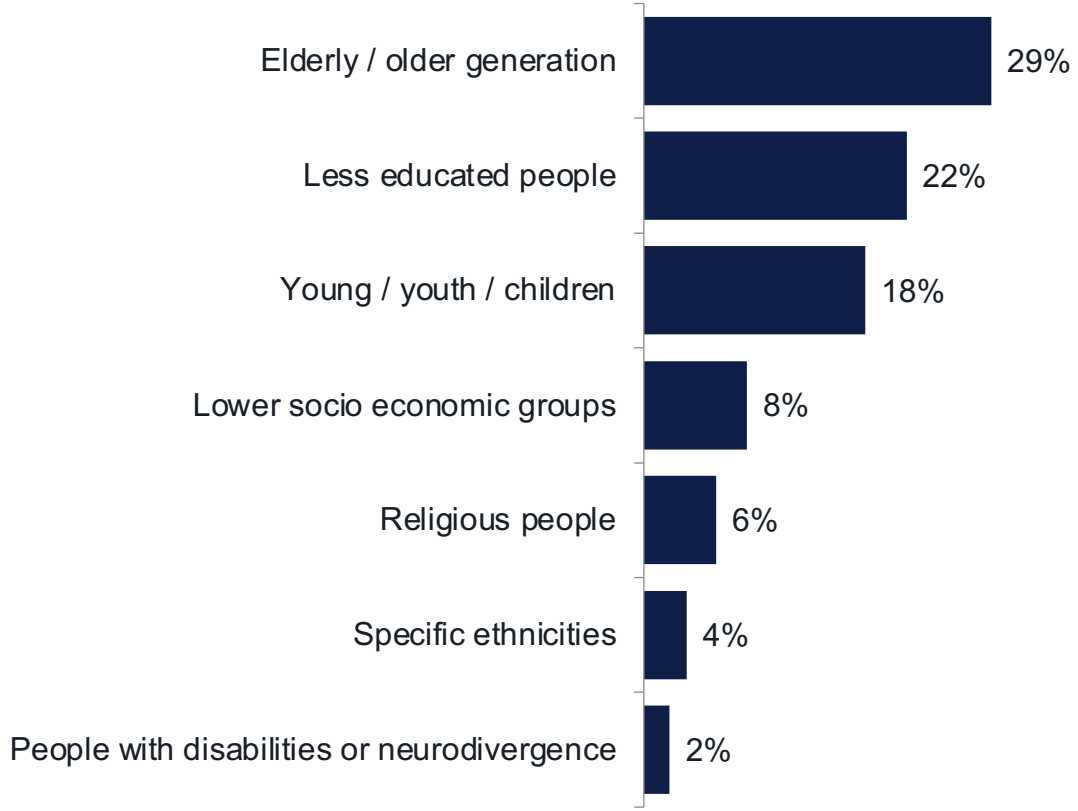


Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Do you believe that there are certain groups or demographics in society who are more vulnerable to mis/disinformation?

yabble

When asked who they believe is more vulnerable, elderly and less educated people top the list

Which groups or demographics do you believe are more vulnerable to mis/disinformation? Please write in
(Base: Believe specific groups are more vulnerable to misinformation)
NOTE: response was open text, data was coded based on response themes



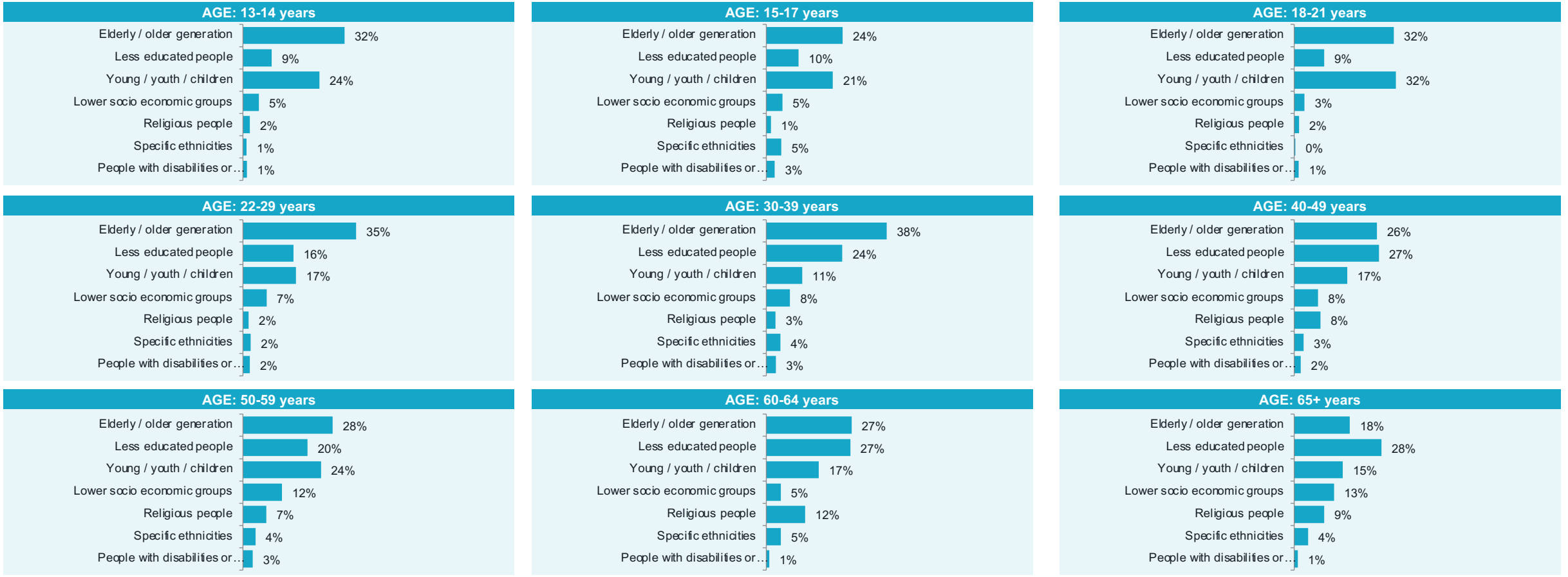
Base: Believe specific groups are more vulnerable to misinformation; Refer Appendix table for subgroup sample sizes
Q. Which groups or demographics do you believe are more vulnerable to mis/disinformation? Please write in

yabble

Interestingly, younger people are more likely to say that young people are more vulnerable to misinformation. Lack of education is more of a concern for those aged 30 or older

Which groups or demographics do you believe are more vulnerable to mis/disinformation? Please write in
(Base: Believe specific groups are more vulnerable to misinformation)
NOTE: response was open text, data was coded based on response themes

ANALYSIS SUBGROUPS

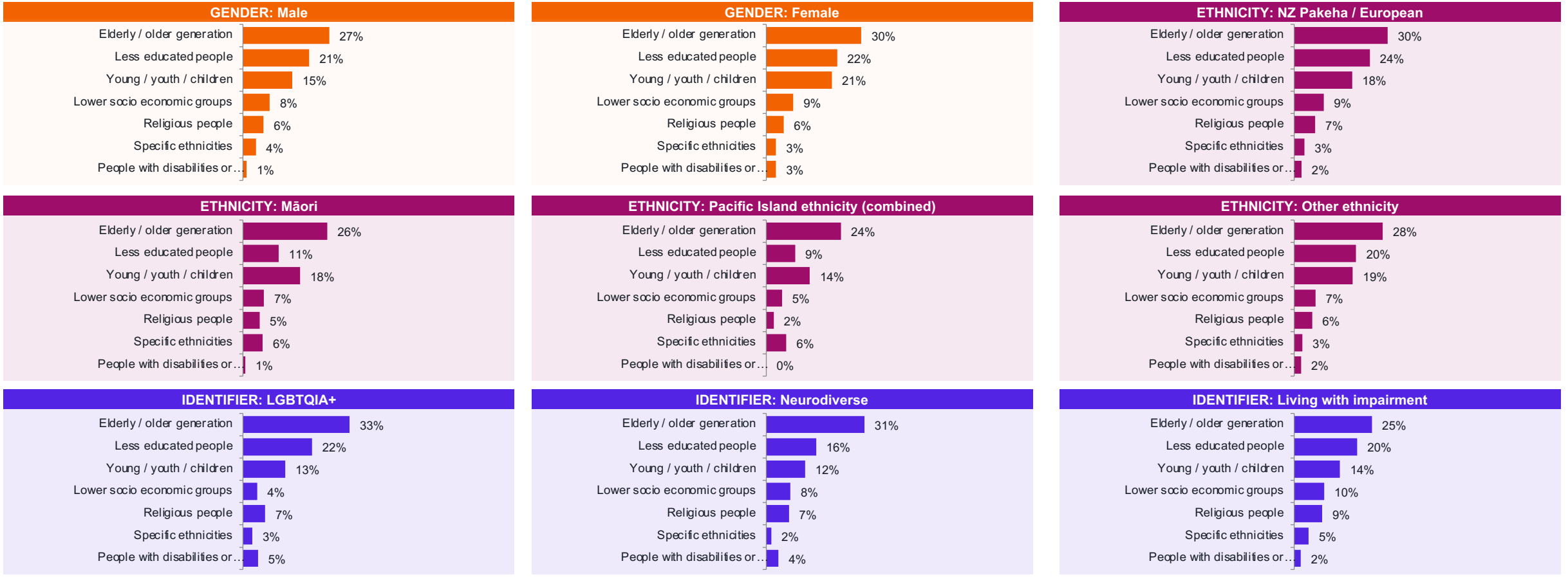


Base: Believe specific groups are more vulnerable to misinformation; Refer Appendix table for subgroup sample sizes
Q. Which groups or demographics do you believe are more vulnerable to mis/disinformation? Please write in

yabble

Māori and Pacific Island ethnic groups are less likely to believe that less educated people are vulnerable, and slightly more likely to believe that specific ethic groups are vulnerable to misinformation

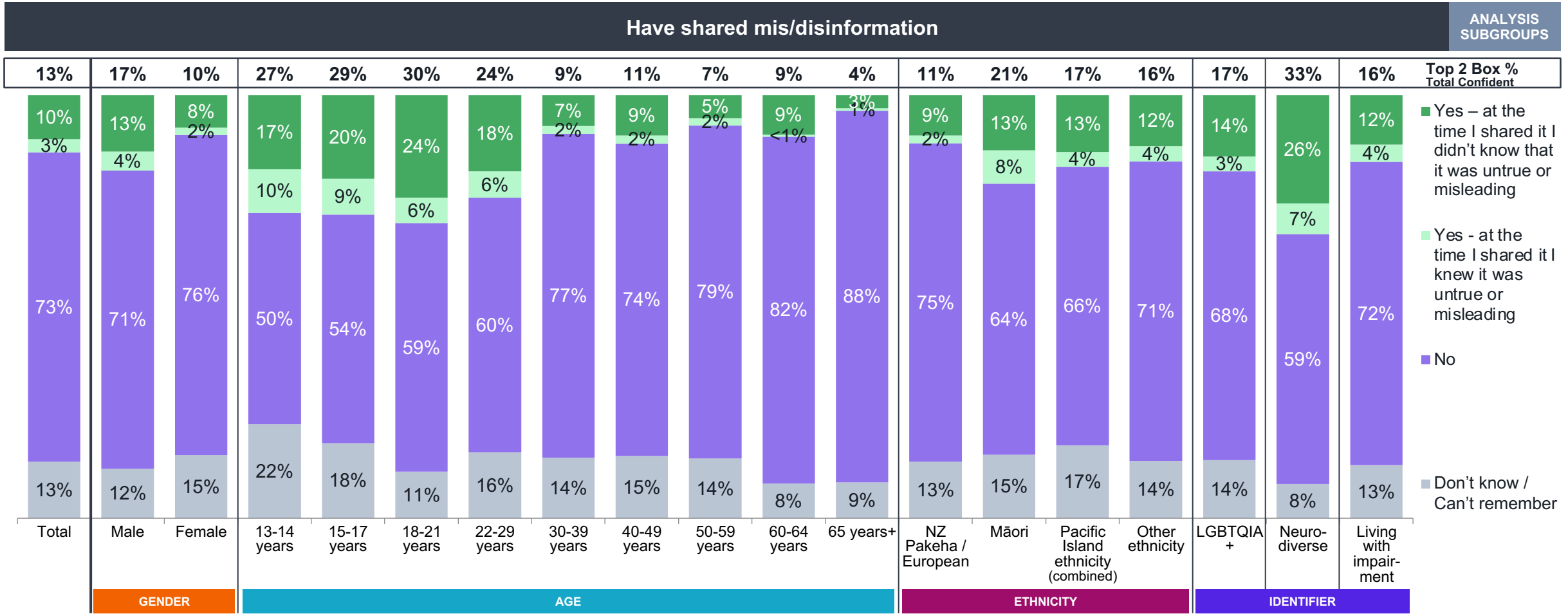
Which groups or demographics do you believe are more vulnerable to mis/disinformation? Please write in
(Base: Believe specific groups are more vulnerable to misinformation)
NOTE: response was open text, data was coded based on response themes



Base: Believe specific groups are more vulnerable to misinformation; Refer Appendix table for subgroup sample sizes
Q. Which groups or demographics do you believe are more vulnerable to mis/disinformation? Please write in

yabble

One in eight people (13%) have shared misinformation, though only 3% knew it was misleading or untrue at the time they shared it. Both of these figures rise significantly for those aged 13-29 years and for neurodiverse

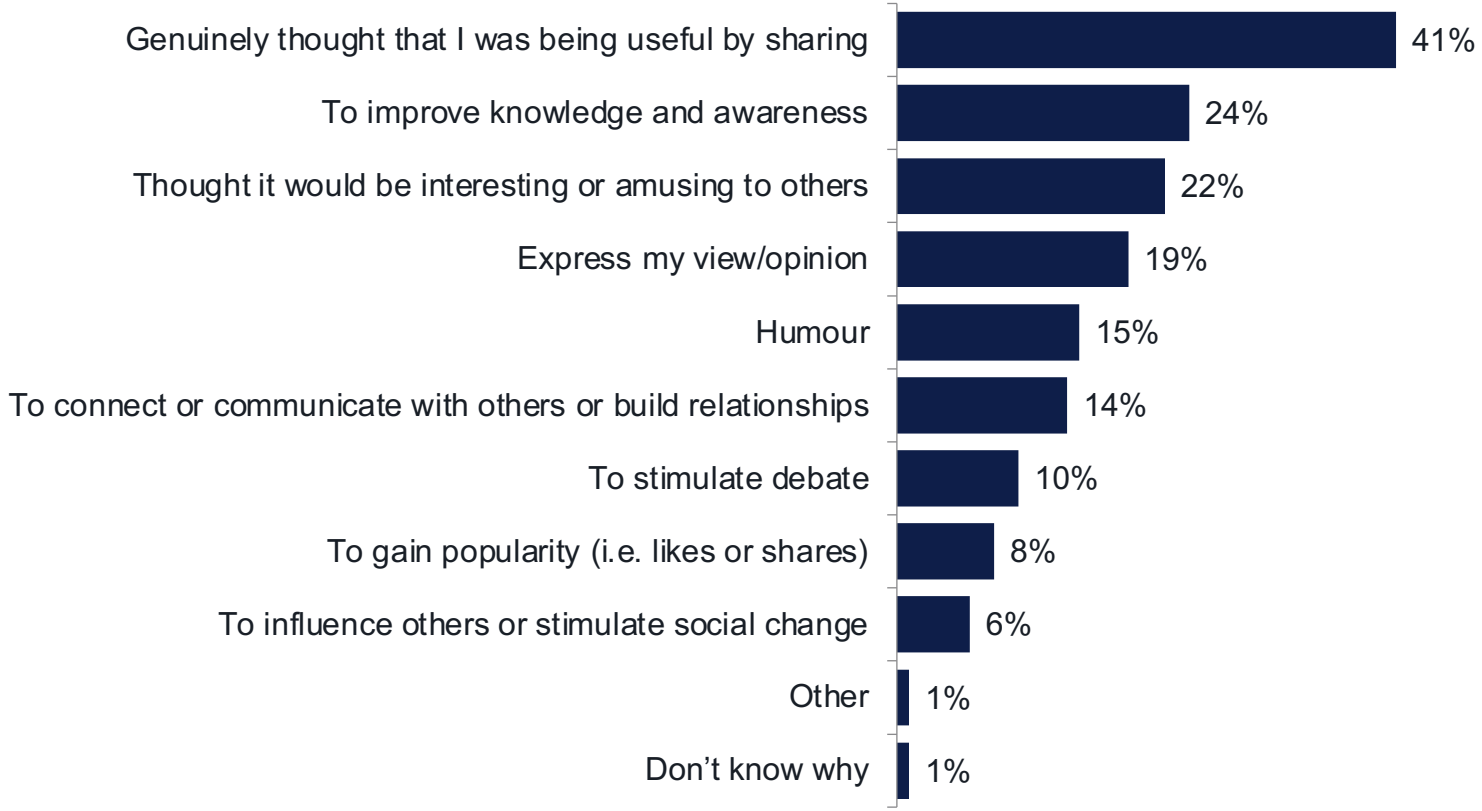


Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. In the past 12 months, have you shared information online that you subsequently found was untrue or misleading? If there have been multiple instances, think of the one that was the most memorable.

yabble

Sharing misinformation is often about genuinely being useful, improving knowledge, or amusing others

Motivation to share information
(Base: Have shared dis/misinformation)

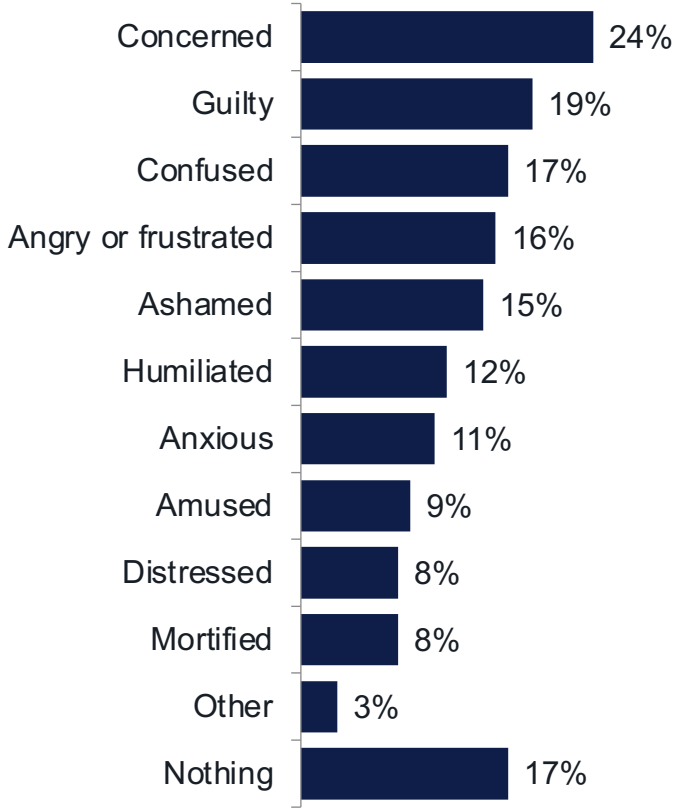


Base: Have shared dis/mis information: Weighted N=218, Unweighted N=333
Q. What motivated you to share the information? If there have been multiple instances, consider the one that was the most memorable.

yabble

And once they find out it is untrue or misleading, the feelings tend to be concern, guilt, confusion, or anger, with only 9% saying they felt amused

Feelings when found out had inadvertently shared untrue or misleading information
(Base: Have shared dis/misinformation)

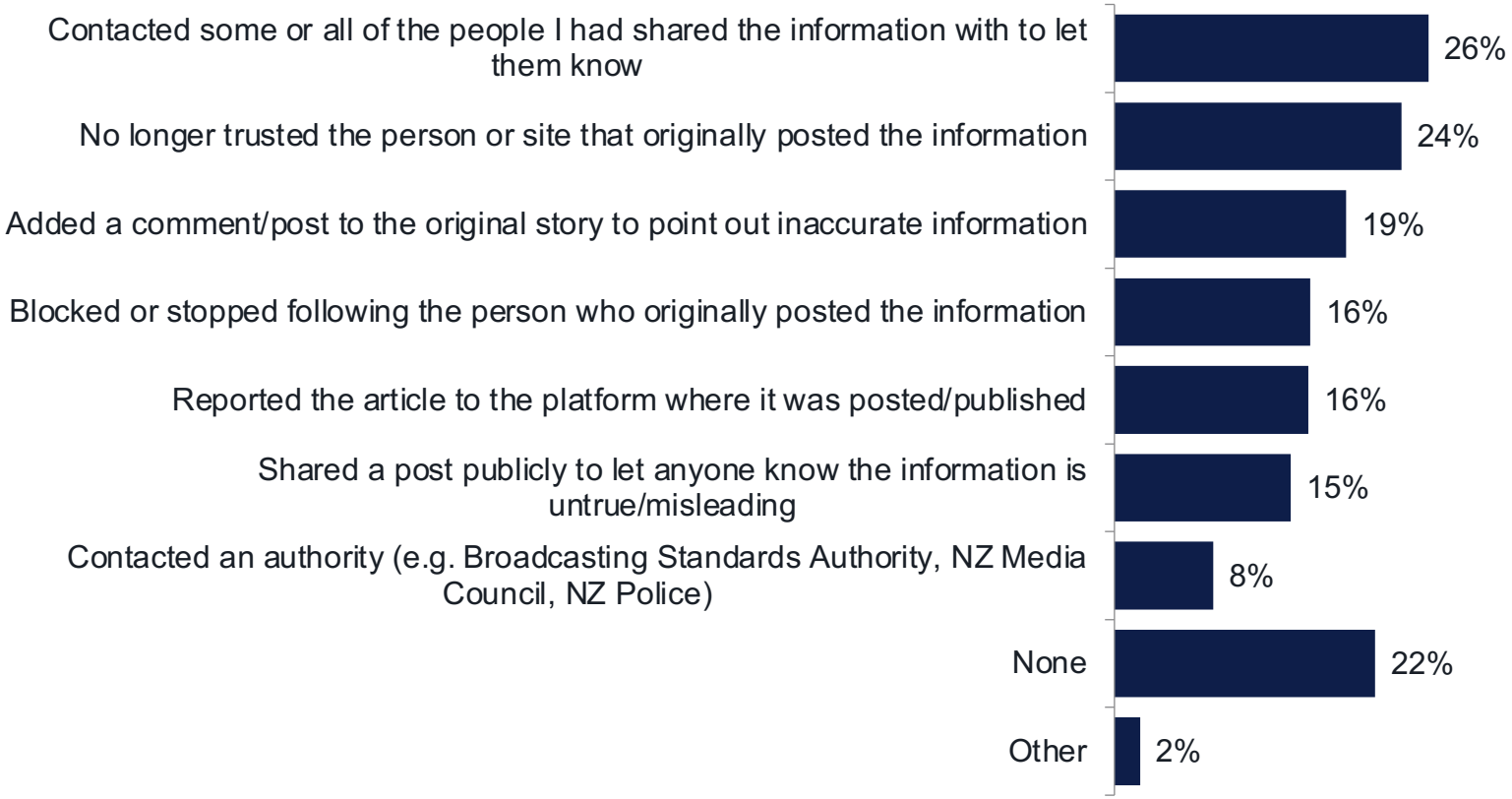


Base: Have shared dis/mis information: Weighted N=218, Unweighted N=333
Q. How did you feel when you realized you had inadvertently shared untrue or misleading information? If there have been multiple instances, consider the one that was the most memorable

yabble

Just over one in five didn't do anything once they realised the information was untrue or misleading. A quarter did contact people to let them know, and 19% added a comment to correct the information

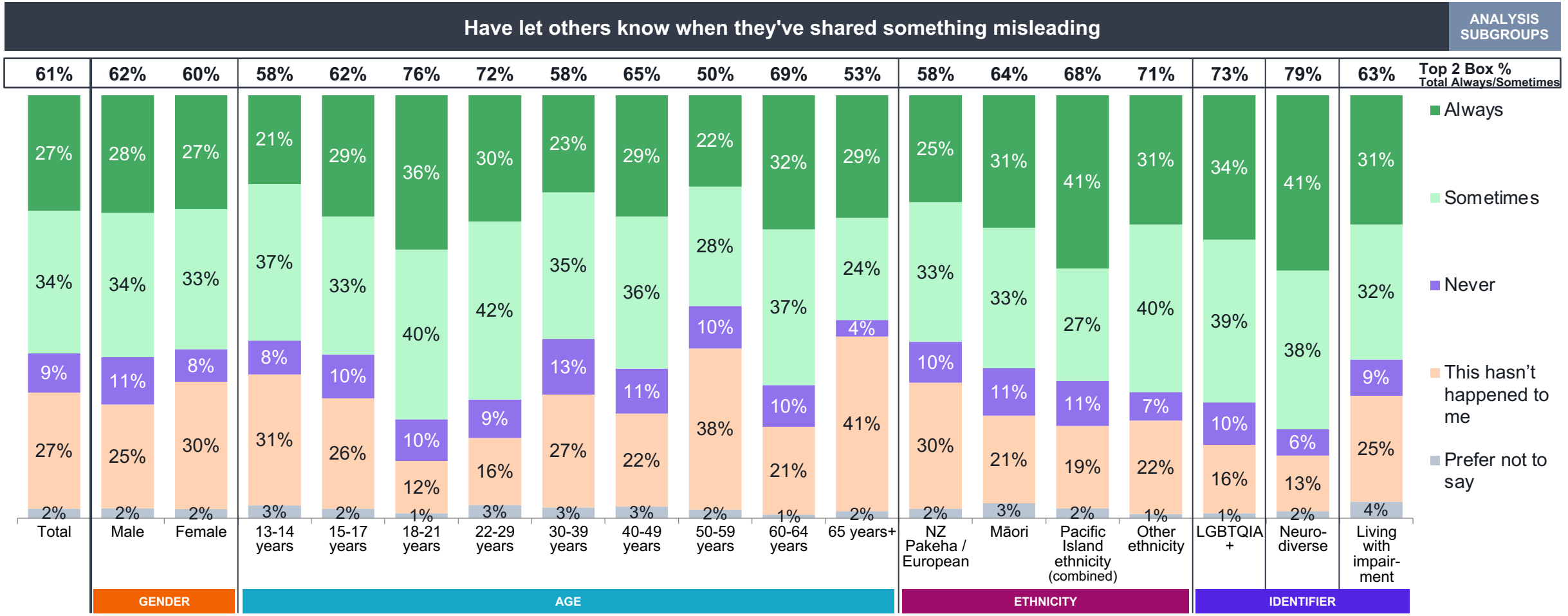
Action taken after realizing had inadvertently shared untrue or misleading information
(Base: Have shared dis/misinformation)



Base: Have shared dis/mis information: Weighted N=218, Unweighted N=333
Q. What action did you take once you realized you had inadvertently shared untrue or misleading information? If there have been multiple instances, consider the one that was the most memorable.

yabble

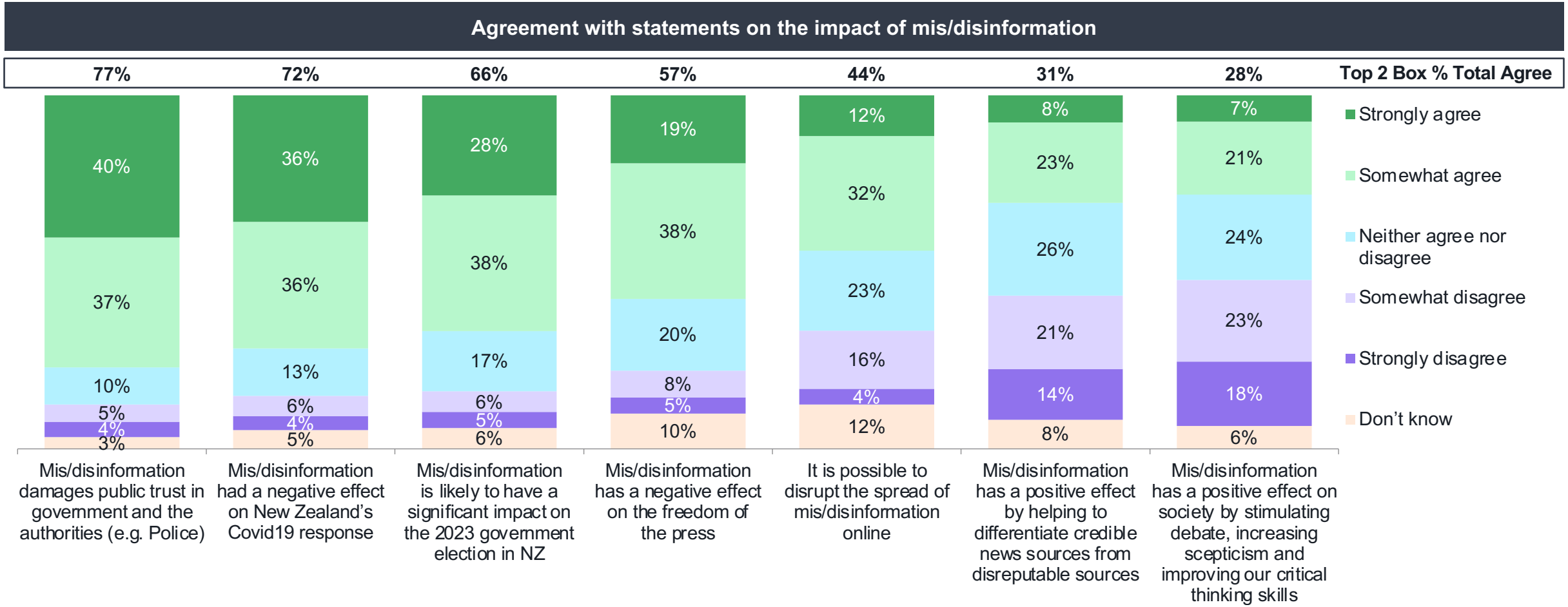
Over a quarter of NZers say they will **always** let someone know when they've shared something misleading. This is significantly higher for Pacific Island ethnicities, neurodiverse, and those aged 18-21 years



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. When a friend or family member has shared something with you online that you knew was mis/disinformation, did you let them know it was untrue or misleading? If there have been multiple instances, consider the one that was the most memorable.

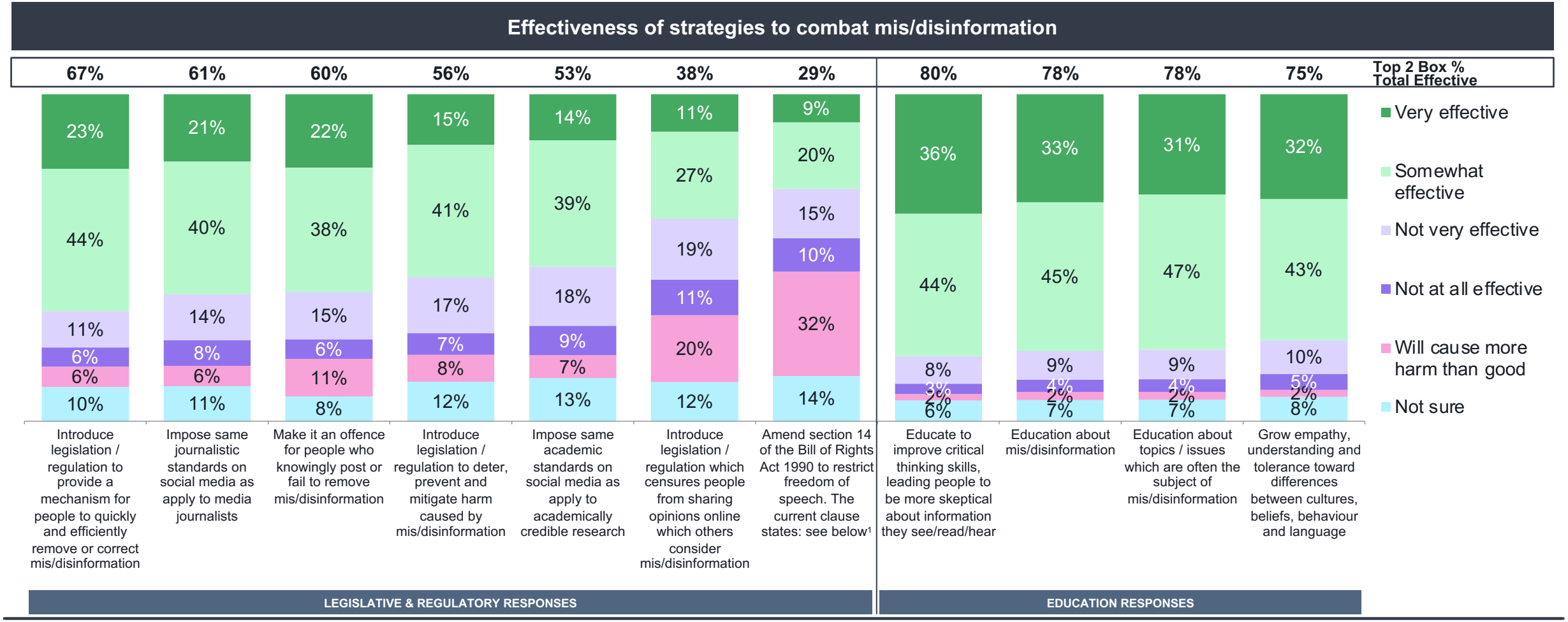
yabble

When asked about the impacts of misinformation, over seven in ten agree that it has damaged public trust in government, and that it has had a negative effect on Covid 19 response. In addition, two-thirds agree that misinformation will likely have a significant impact on the 2023 election



Base: Total (Weighted and Unweighted) N=2,089
Q. To what extent do you agree or disagree with the following statements?

Looking at strategies that could be employed to combat misinformation, education responses are thought to be more effective than legislative responses. In particular, four in five NZers believe increasing critical thinking skills could be effective against misinformation

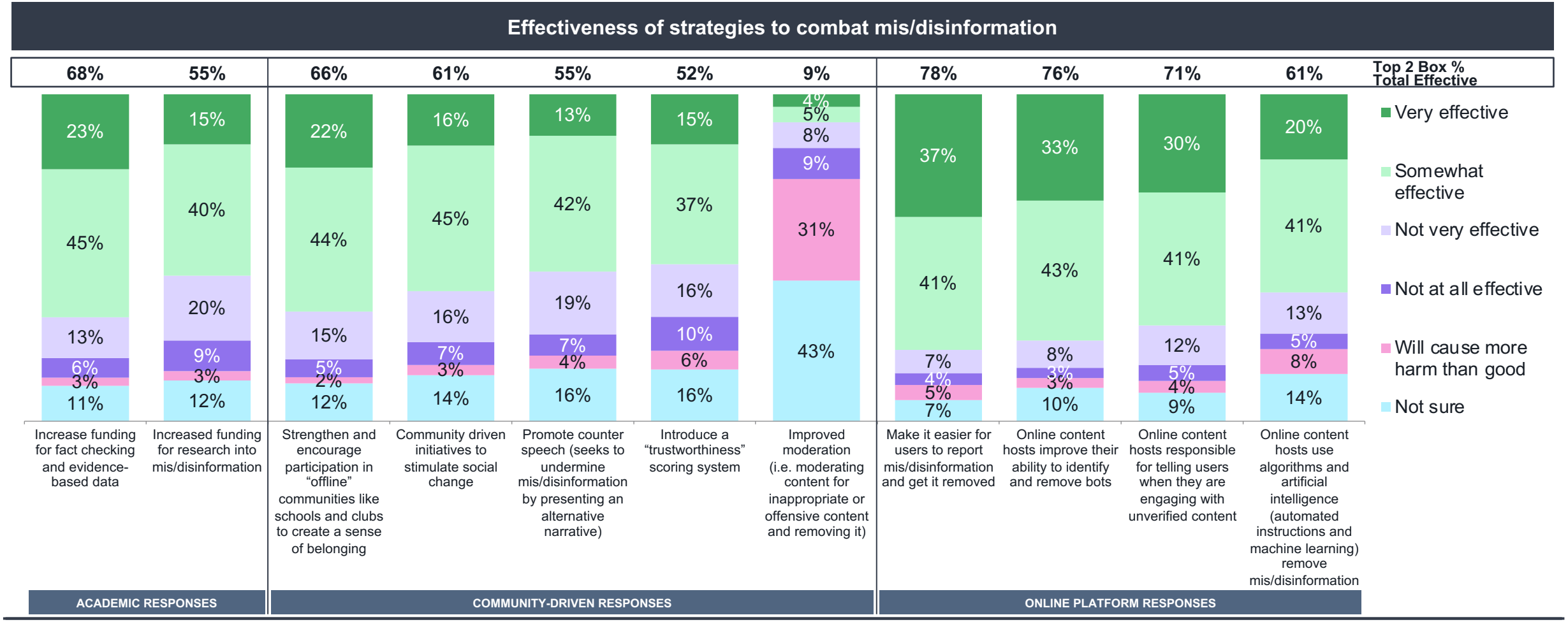


Base: Total (Weighted and Unweighted) N=2,089
Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

[1] The current clause states: Everyone has the right to freedom of expression, including the freedom to seek, receive, and impart information and opinions of any kind in any form.

yabble

Online platform responses are also viewed as more likely to be effective – particularly making it easier for people to report misinformation and have it removed

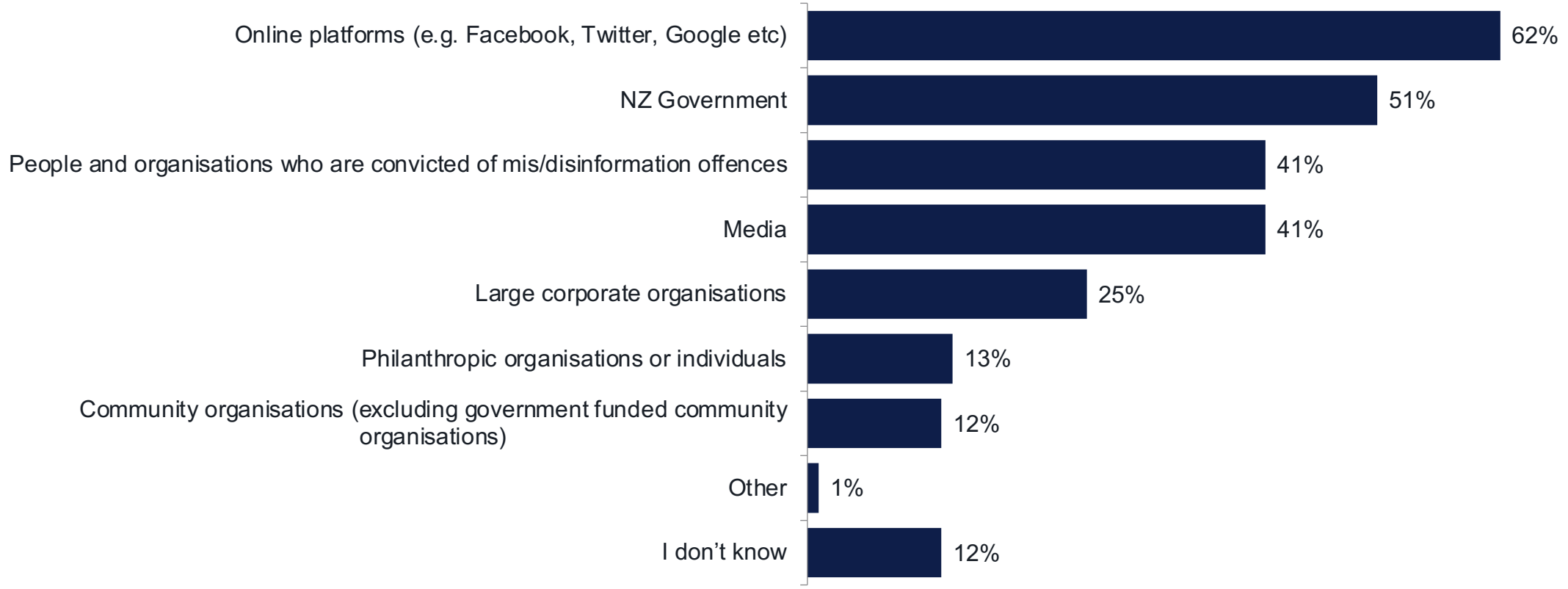


Base: Total (Weighted and Unweighted) N=2,089
Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

yabble

When it comes to funding solutions, three in five NZers believe that online platforms should take responsibility, with NZ government not far behind. It certainly looks to be a combined response, possibly also with media and perpetrators in the mix

Who should be responsible for funding solutions – Total



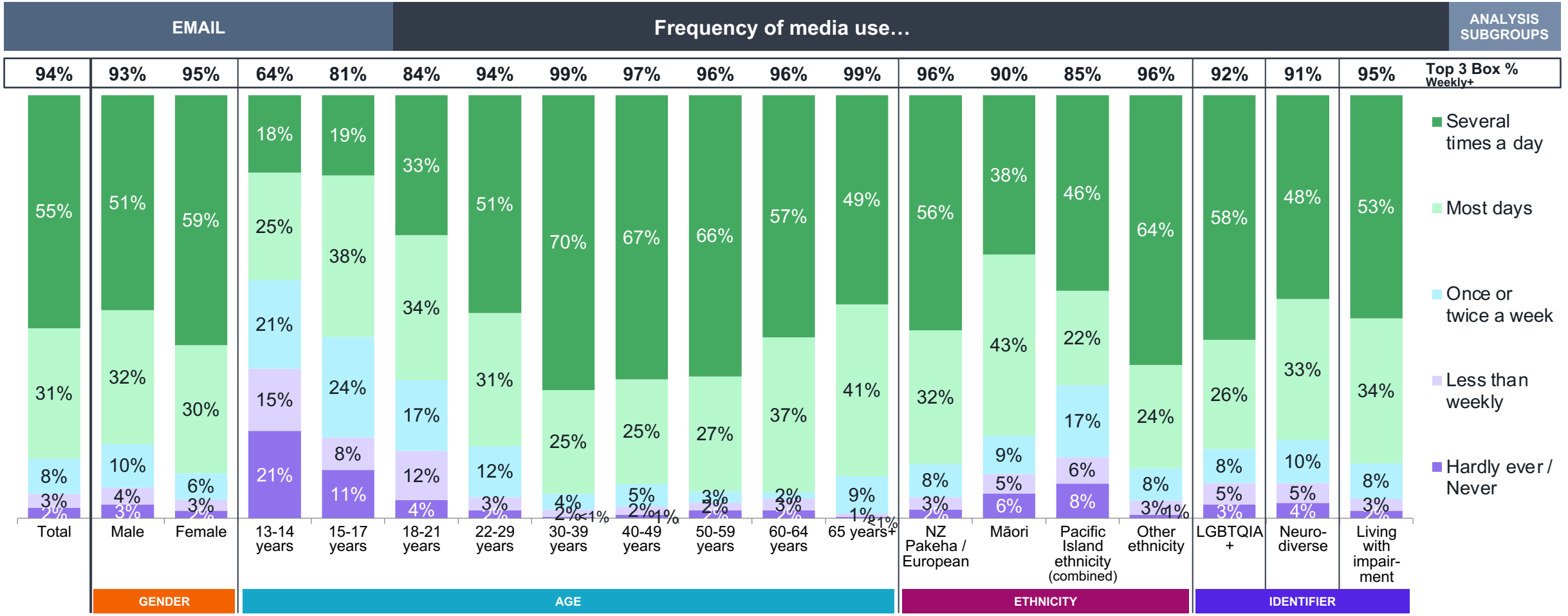
Base: Total (Weighted and Unweighted) N=2,089
Q. Many of the solutions posed above require funding. Who do you think should be responsible for funding these solutions?

yabble

Usage: Sub-group analysis

yabble

Email peaks in the core working ages 30-64, and is less frequently used by young people and Māori and pacific ethnic groups

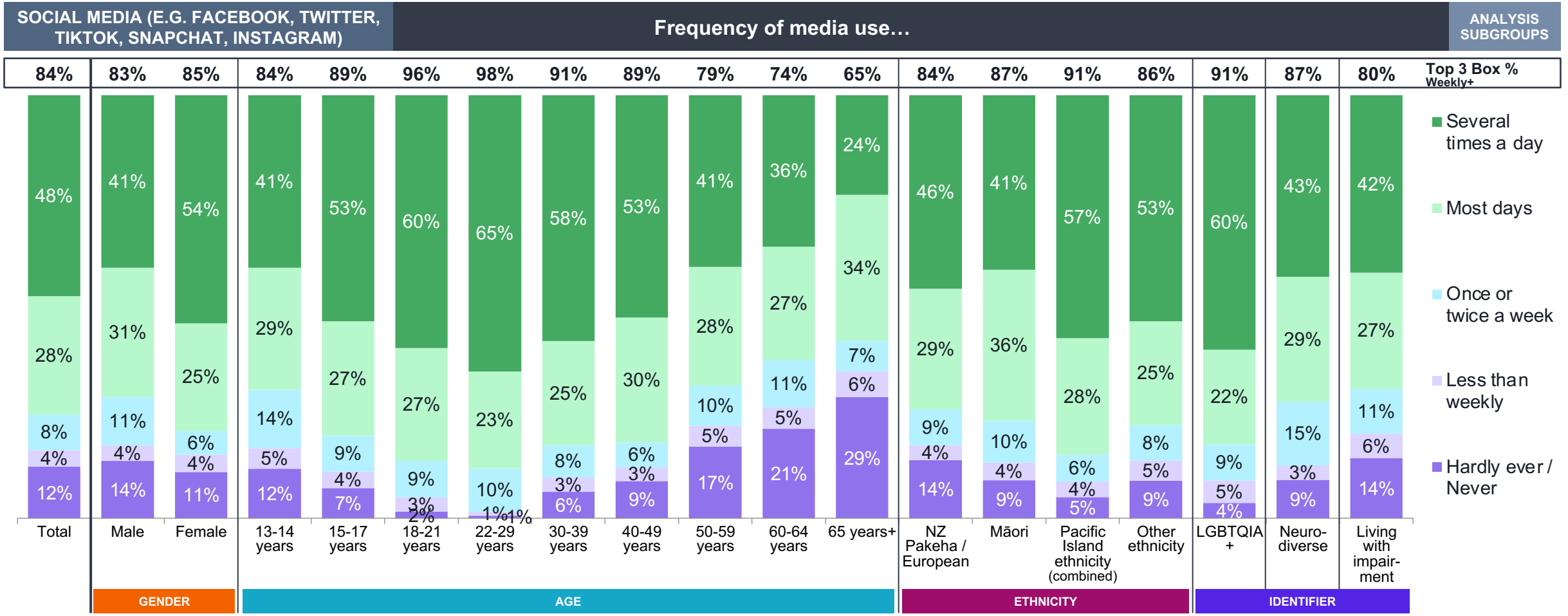


Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. On average, how often do you use the internet for the following activities?

▲▼ Significantly higher / lower than for total weighted population sample

yabble

Interestingly 13-17 year olds use social media a little less than those aged 18-29 years, though seven in ten 13-14 year olds are still using social media most days

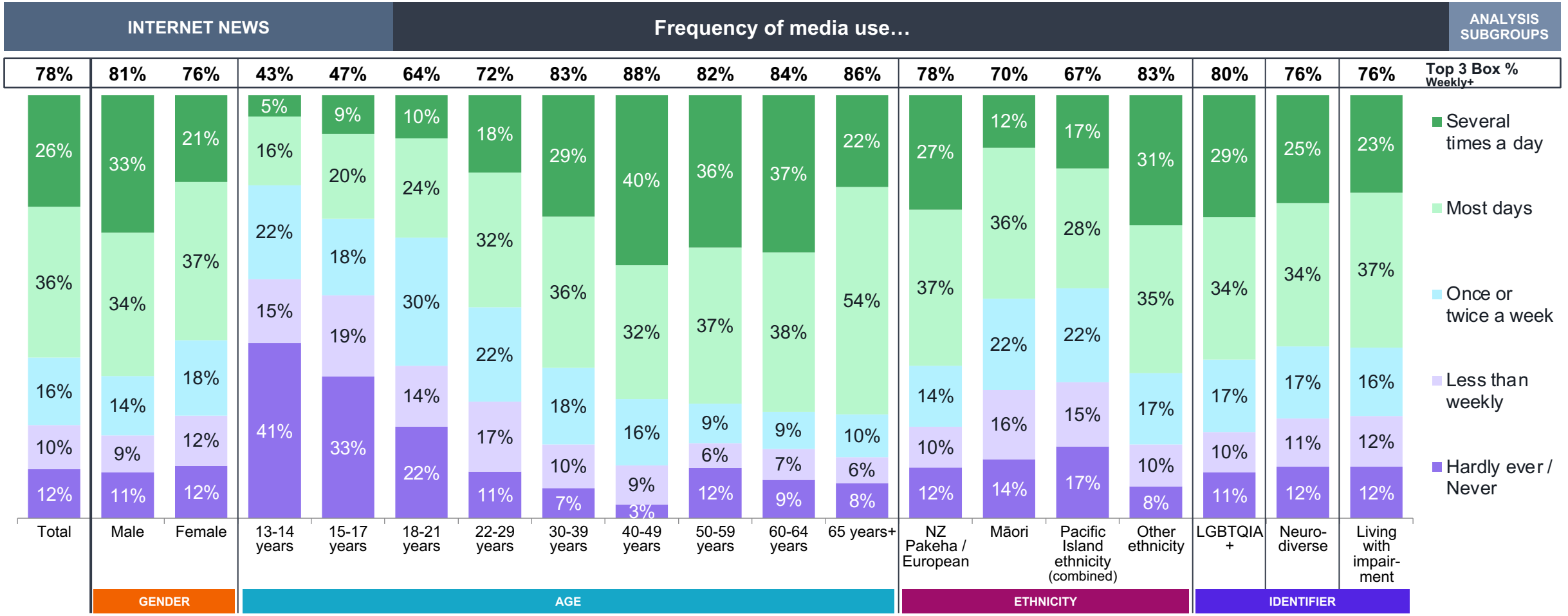


Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. On average, how often do you use the internet for the following activities?

▲▼ Significantly higher / lower than for total weighted population sample

yabble

Three in ten of those aged 21 years or younger say they hardly ever or never use internet News sites, as we will see – social media tends to be the major news source for this age group



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. On average, how often do you use the internet for the following activities?

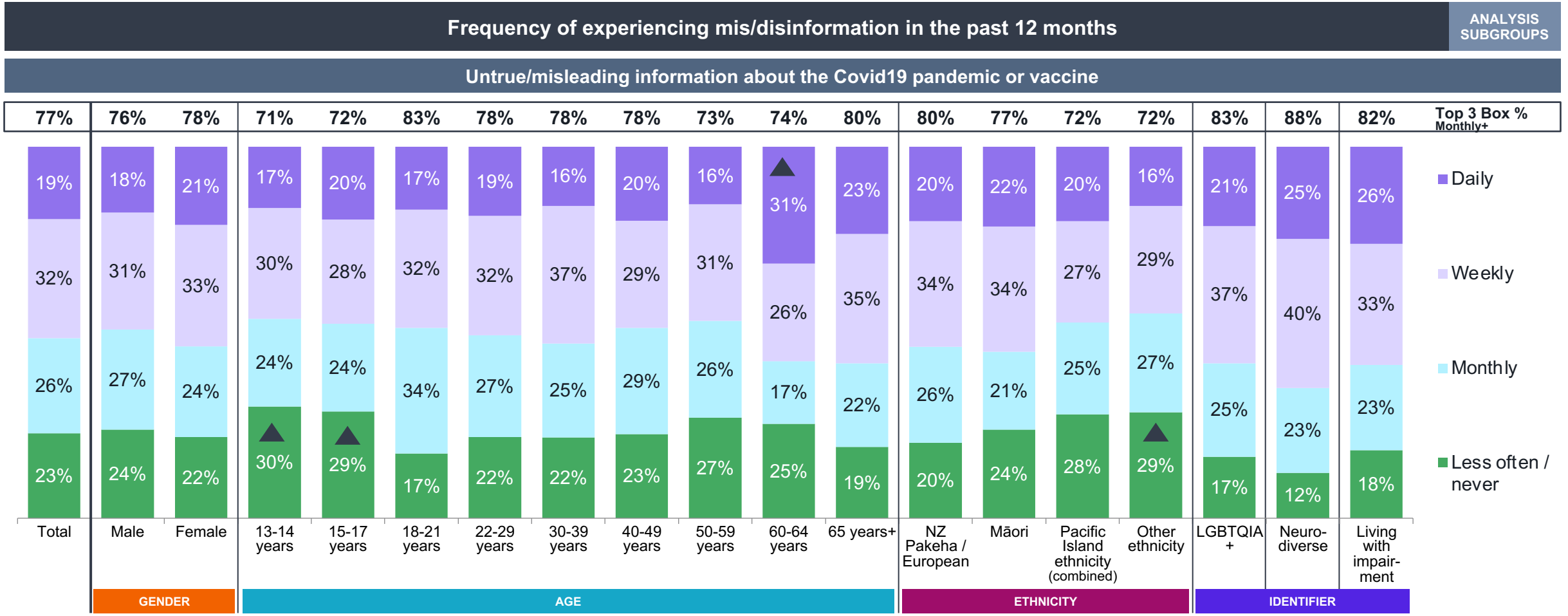
▲▼ Significantly higher / lower than for total weighted population sample

yabble

Mis/Dis-information: Frequency of experience by subgroup

yabble

Those aged 60+ are more likely to have experienced daily mis/disinformation about Covid19 or the vaccine

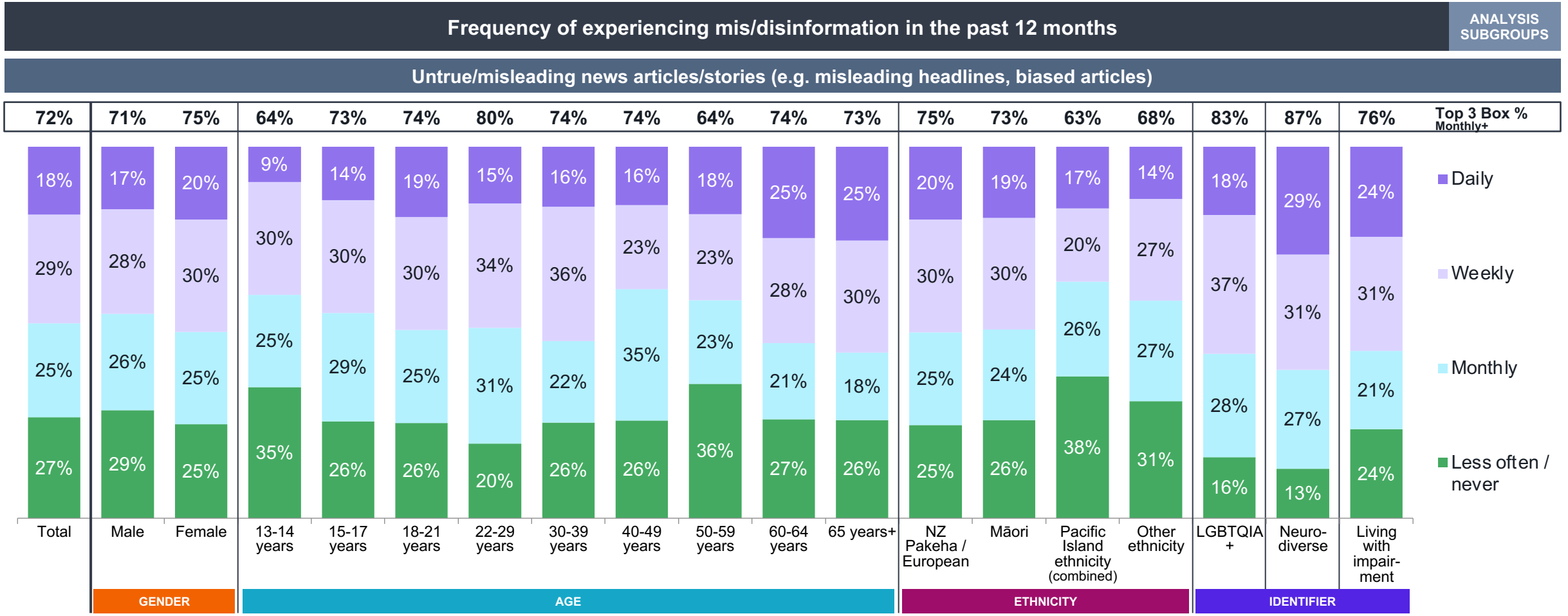


Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. On average, in the past 12 months, how often have you experienced the following examples of mis/disinformation?

▲▼ Significantly higher / lower than for total weighted population sample

yabble

Pacific Island ethnic groups are the least likely to have experienced misleading news stories in an average month, yet this is the group who more strongly relies on social media for news over traditional news channels

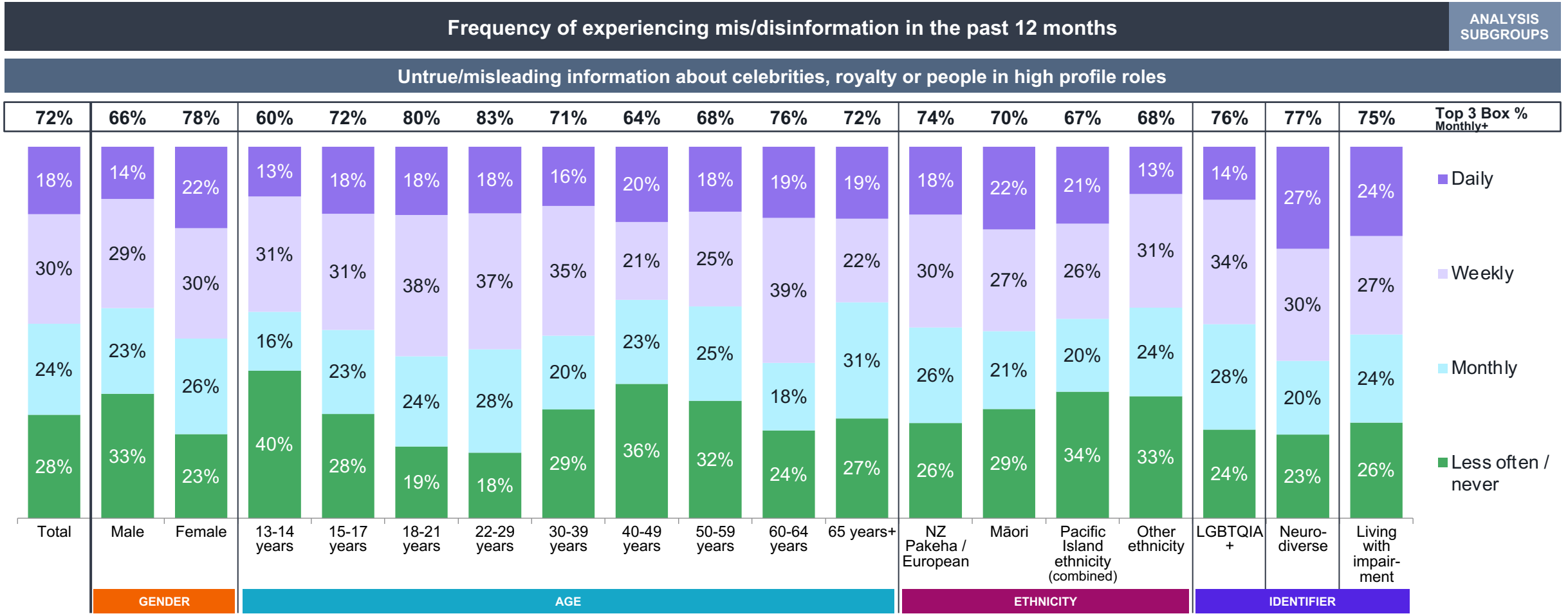


Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. On average, in the past 12 months, how often have you experienced the following examples of mis/disinformation?

▲▼ Significantly higher / lower than for total weighted population sample

yabble

Female NZers are more likely than males to have experienced misleading information about celebrities, with one in five experiencing this daily

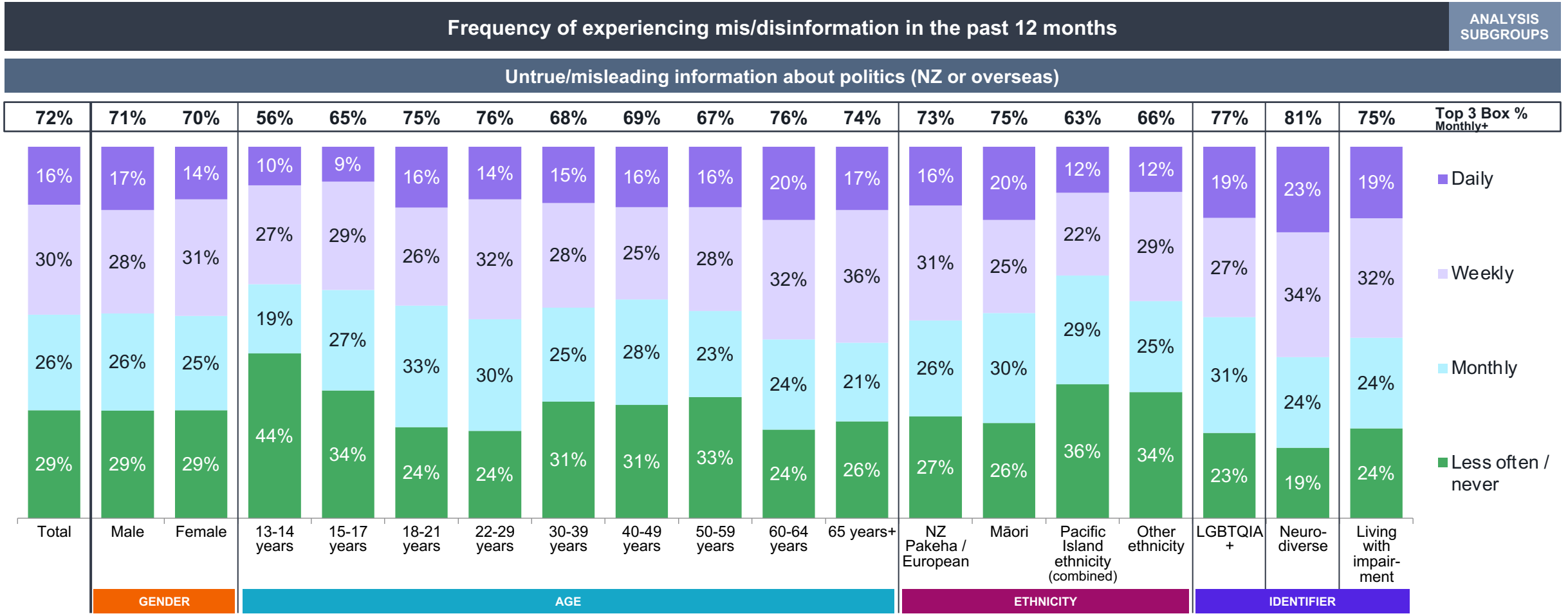


Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. On average, in the past 12 months, how often have you experienced the following examples of mis/disinformation?

▲▼ Significantly higher / lower than for total weighted population sample

yabble

Younger NZers (aged 13-17 years) are significantly less likely to experience misleading information about politics, as are pacific island and other ethnic groups

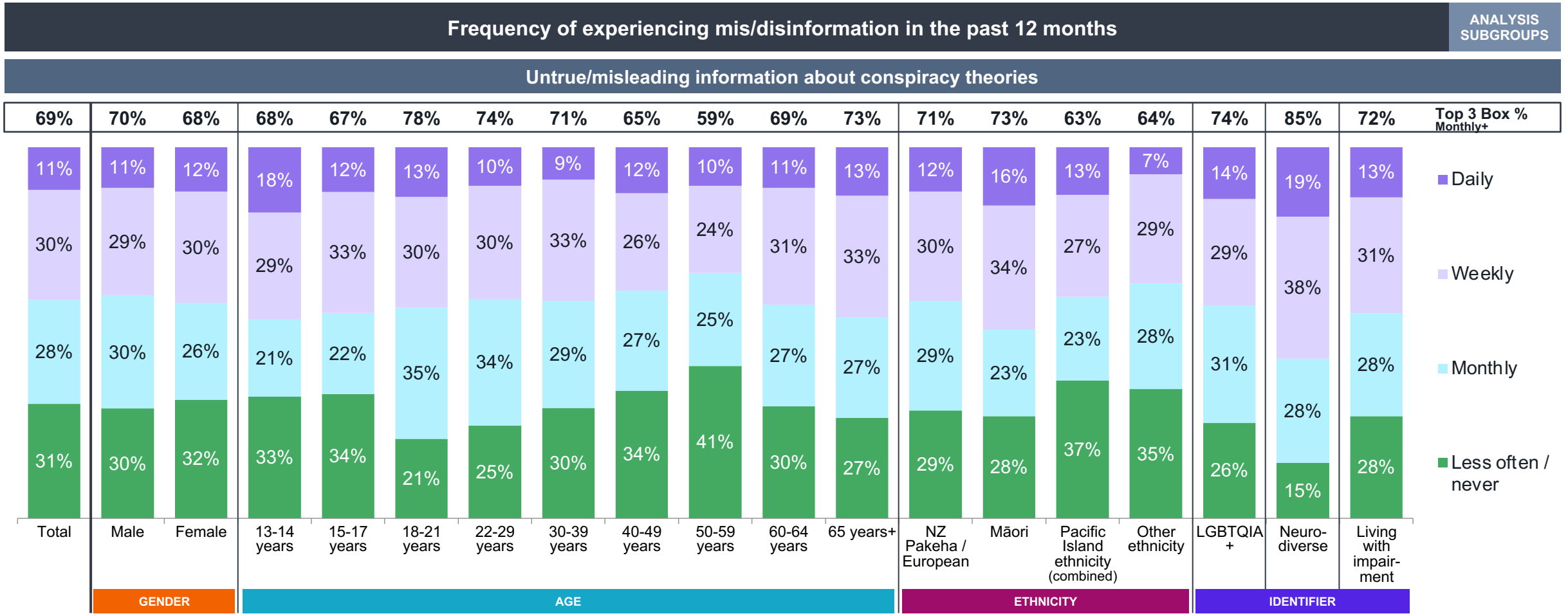


Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. On average, in the past 12 months, how often have you experienced the following examples of mis/disinformation?

▲▼ Significantly higher / lower than for total weighted population sample

yabble

18-29 year olds have a higher frequency of experiencing information about conspiracy theories. In addition, over four in five neurodiverse people say they experience misleading conspiracy theories at least monthly

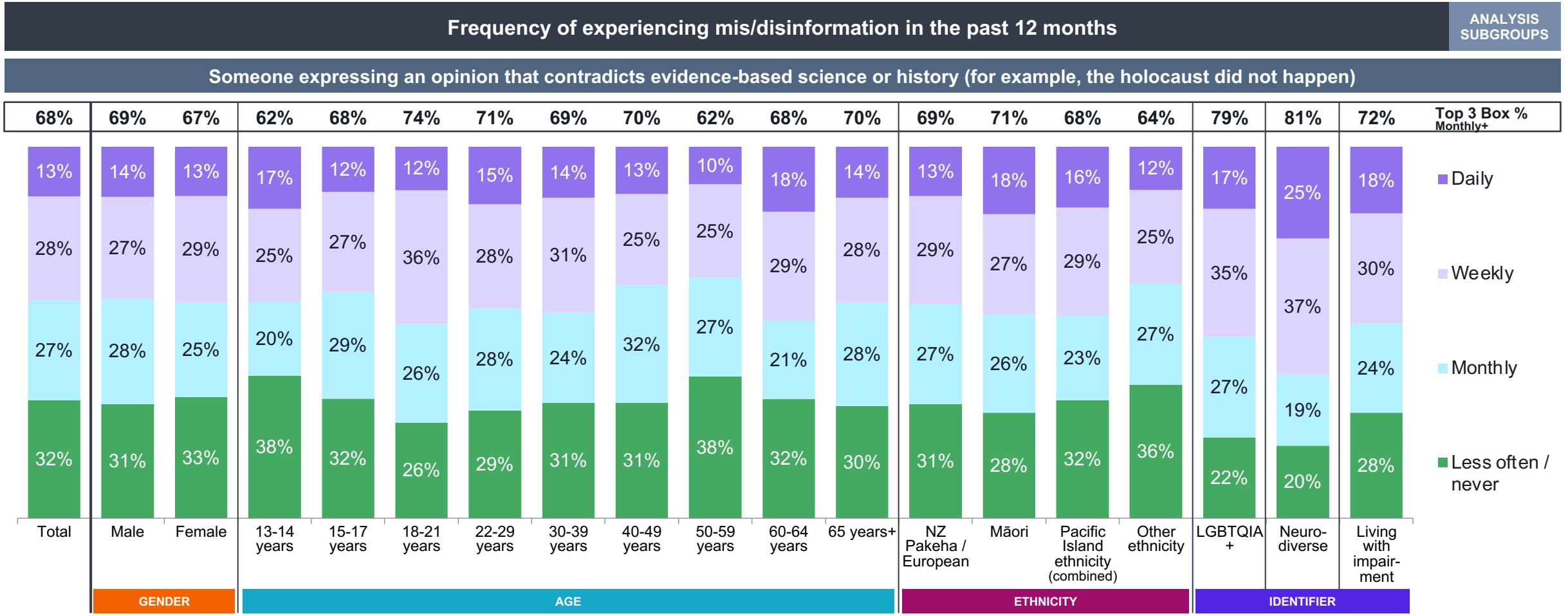


Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. On average, in the past 12 months, how often have you experienced the following examples of mis/disinformation?

▲▼ Significantly higher / lower than for total weighted population sample

yabble

LGBTQIA+ and neurodiverse people are significantly more likely to experience others expressing opinions that contradict science or history. Around four in five are experiencing this at least monthly if not more often

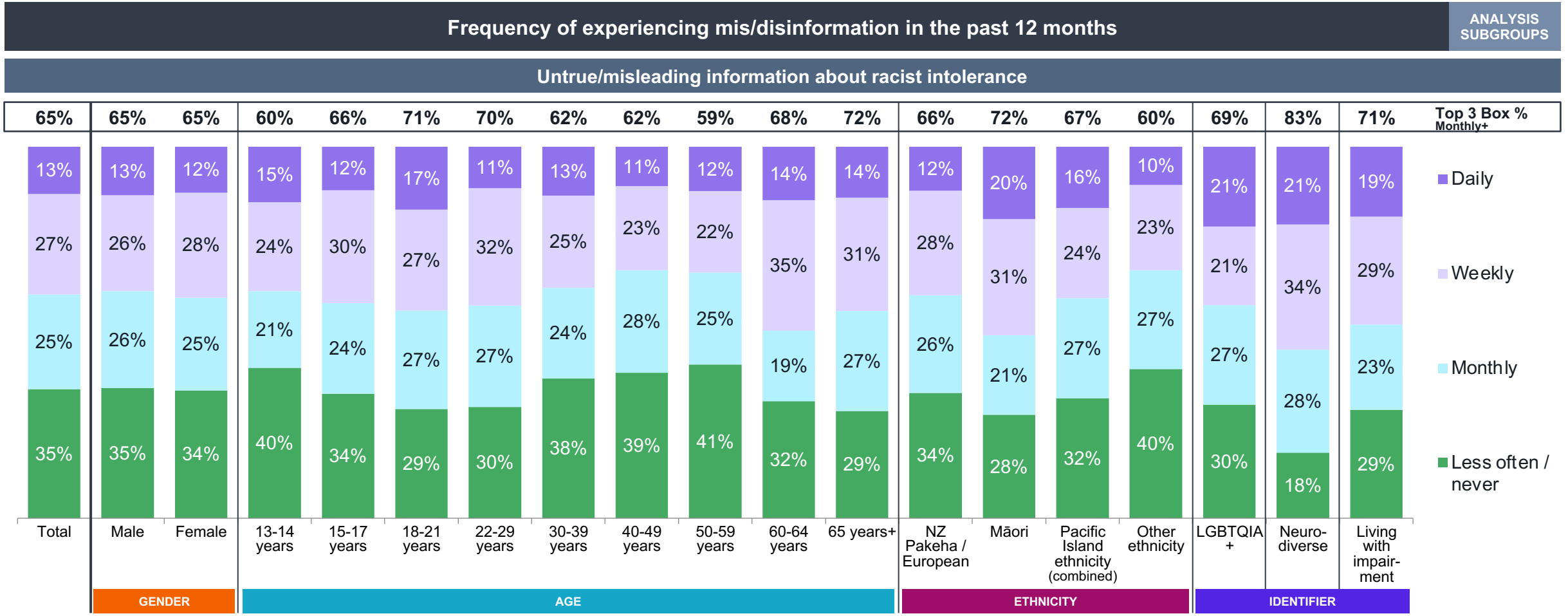


Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. On average, in the past 12 months, how often have you experienced the following examples of mis/disinformation?

▲▼ Significantly higher / lower than for total weighted population sample

yabble

Māori are significantly more to experience misleading information about racist intolerance daily, and 72% experience it at least monthly. LGBTQIA+ and neurodiverse are also significantly more likely to experience this type of misinformation

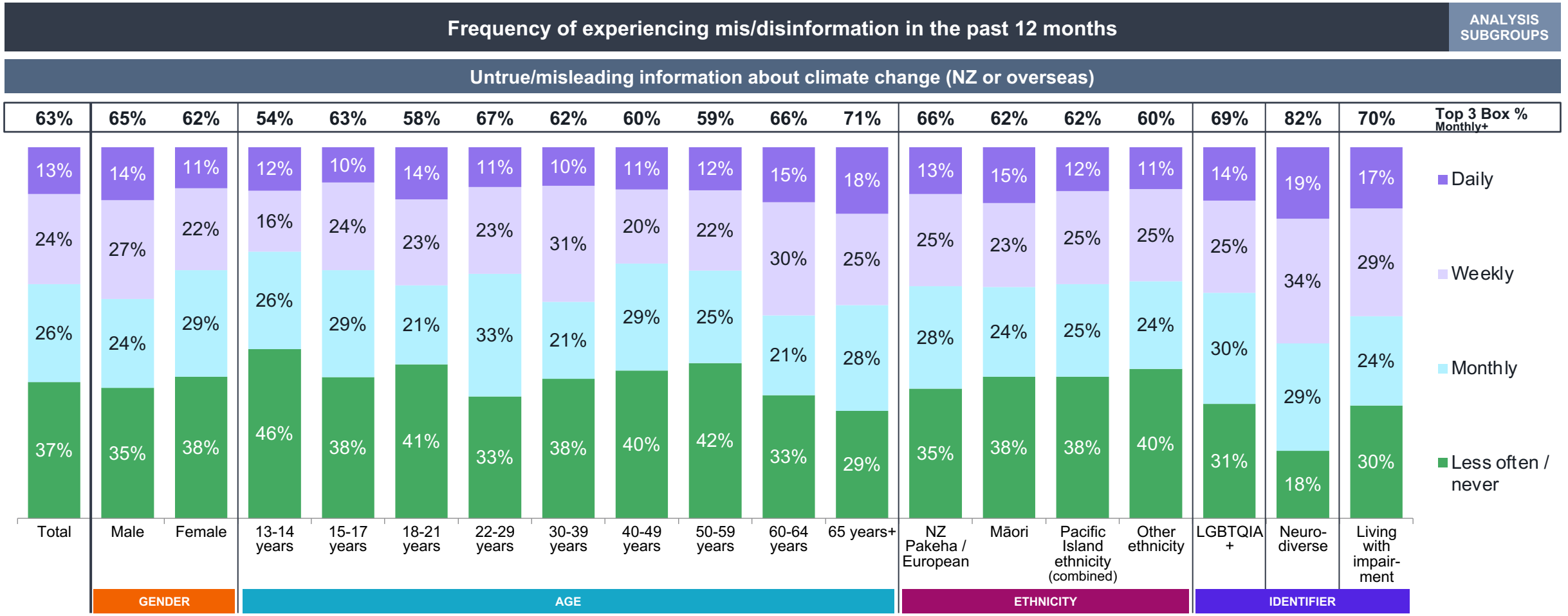


Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. On average, in the past 12 months, how often have you experienced the following examples of mis/disinformation?

▲▼ Significantly higher / lower than for total weighted population sample

yabble

Those aged 65 and older and neurodiverse people are significantly more likely to experience misleading information about climate change, and to do so daily

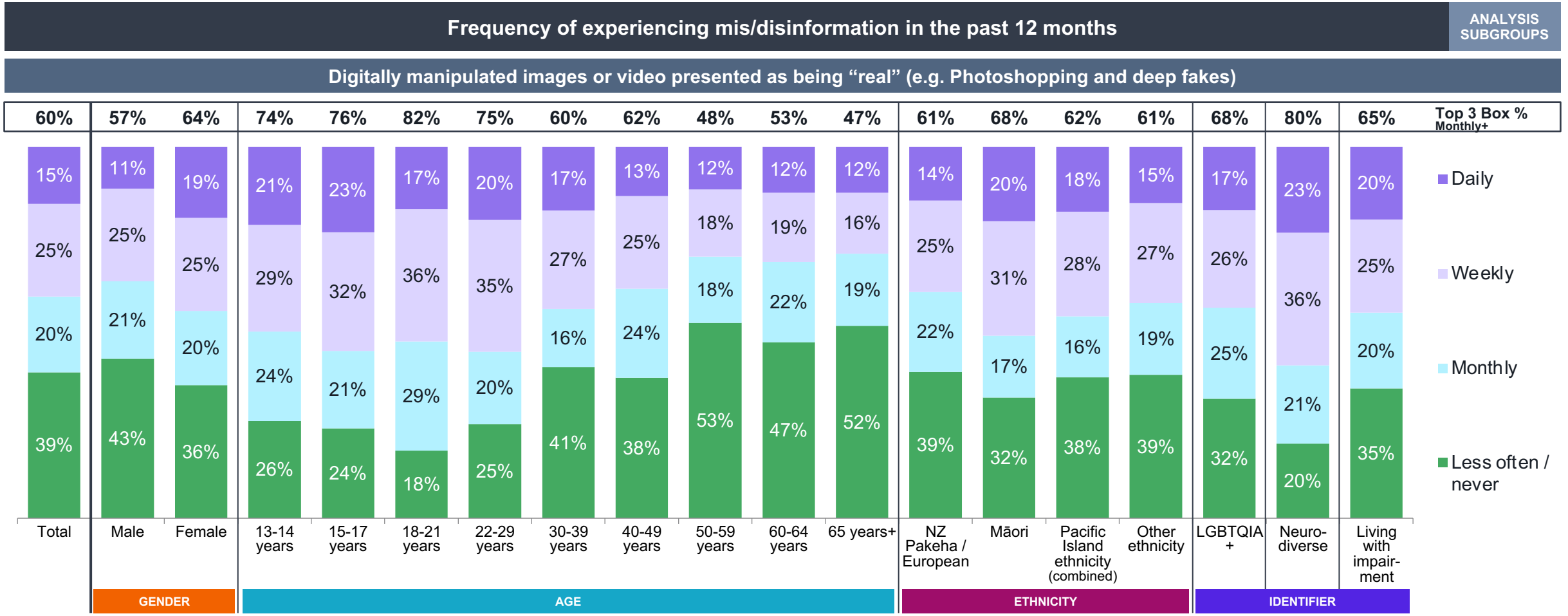


Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. On average, in the past 12 months, how often have you experienced the following examples of mis/disinformation?

▲▼ Significantly higher / lower than for total weighted population sample

yabble

Younger people (aged under 30 years) are more likely to see digitally manipulated images or video presented as real – this age group has higher use of social media, and those with higher social media use also say they're more exposed to this type of misinformation

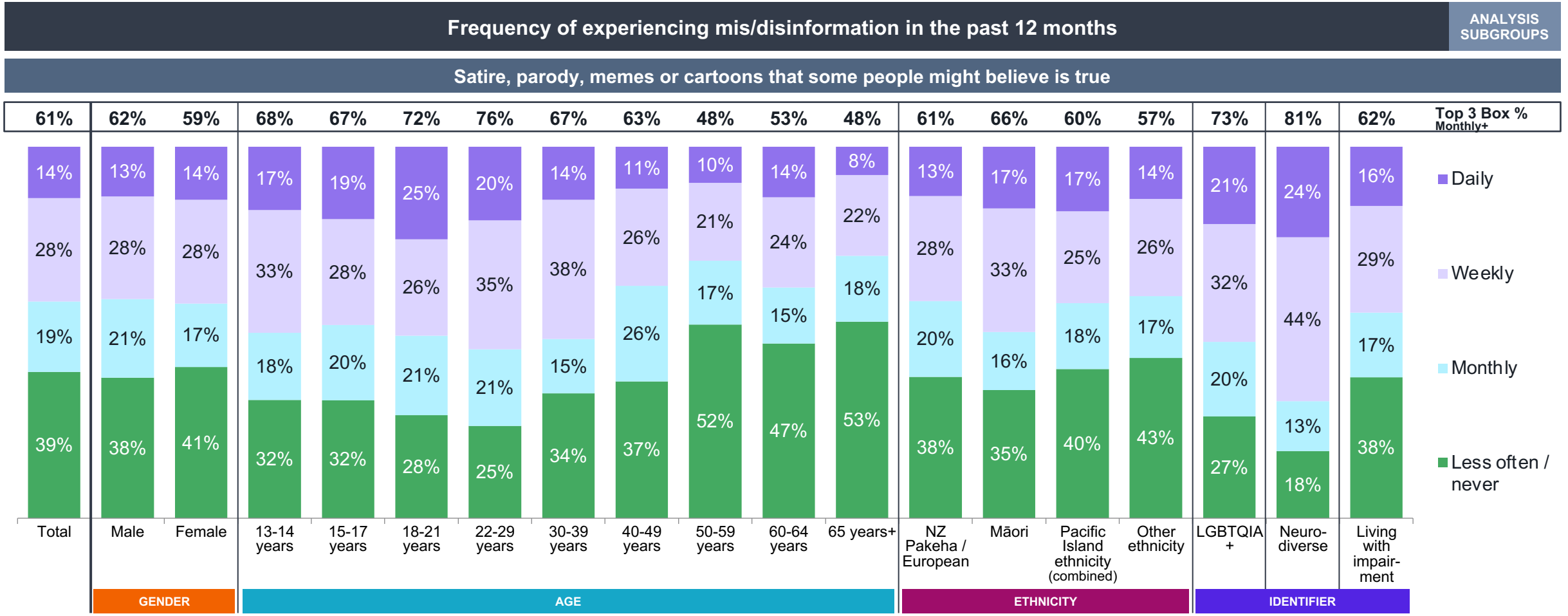


Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. On average, in the past 12 months, how often have you experienced the following examples of mis/disinformation?

▲▼ Significantly higher / lower than for total weighted population sample

yabble

People aged under 30 years are also significantly more likely to experience on a monthly basis - memes or satire that count be mistaken as real. This is strongest among 18-29 year olds, as well as among neurodiverse and LGBTQIA+ NZers

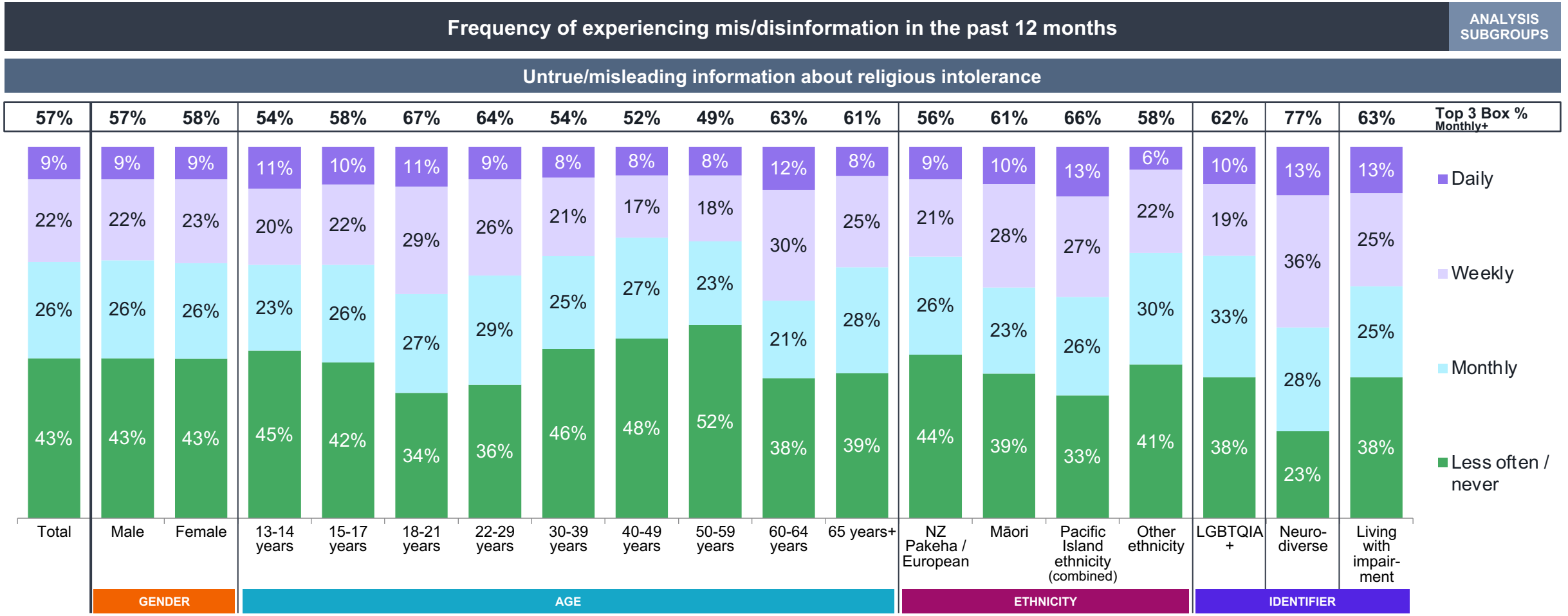


Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. On average, in the past 12 months, how often have you experienced the following examples of mis/disinformation?

▲▼ Significantly higher / lower than for total weighted population sample

yabble

Pacific Island ethnic groups, those aged 18-29, and neurodiverse are significantly more likely to experience misleading information about religious intolerance at least monthly

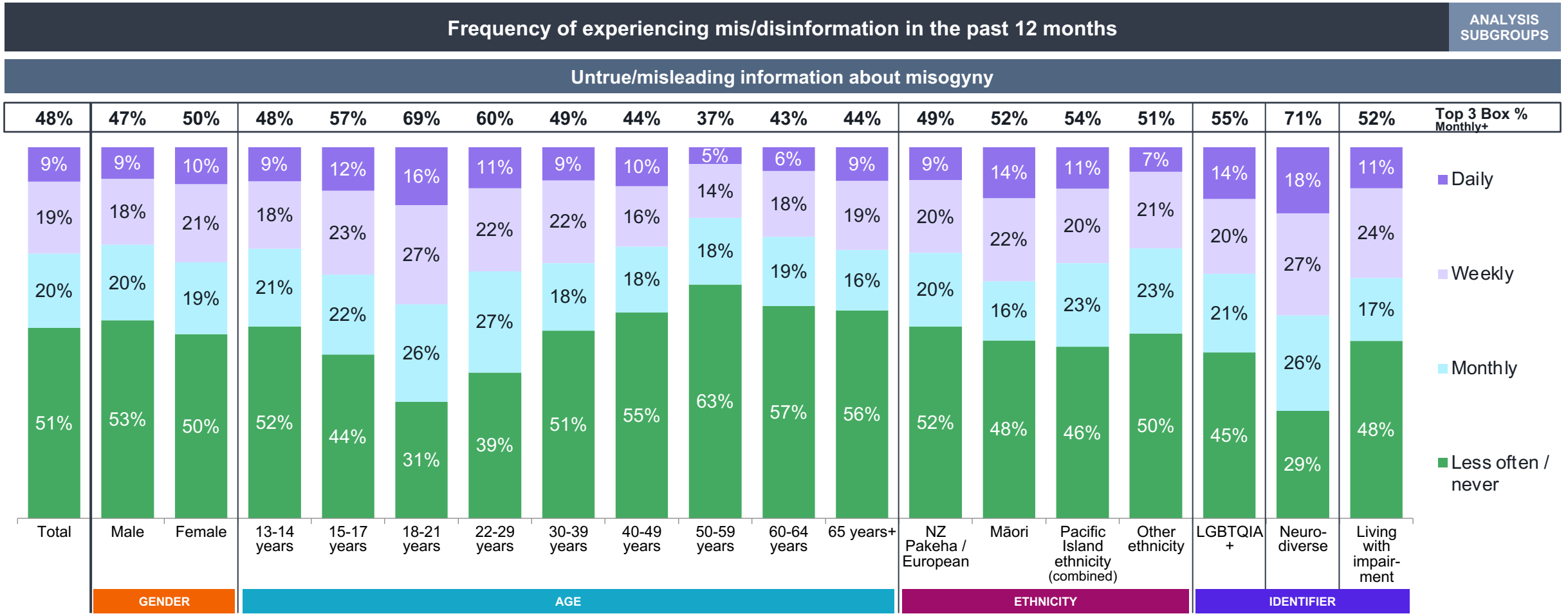


Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. On average, in the past 12 months, how often have you experienced the following examples of mis/disinformation?

▲▼ Significantly higher / lower than for total weighted population sample

yabble

Those aged 15-29 years and neurodiverse are significantly more likely to experience misinformation about misogyny daily, while older NZers (aged 50% are significantly less likely to experience it



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. On average, in the past 12 months, how often have you experienced the following examples of mis/disinformation?

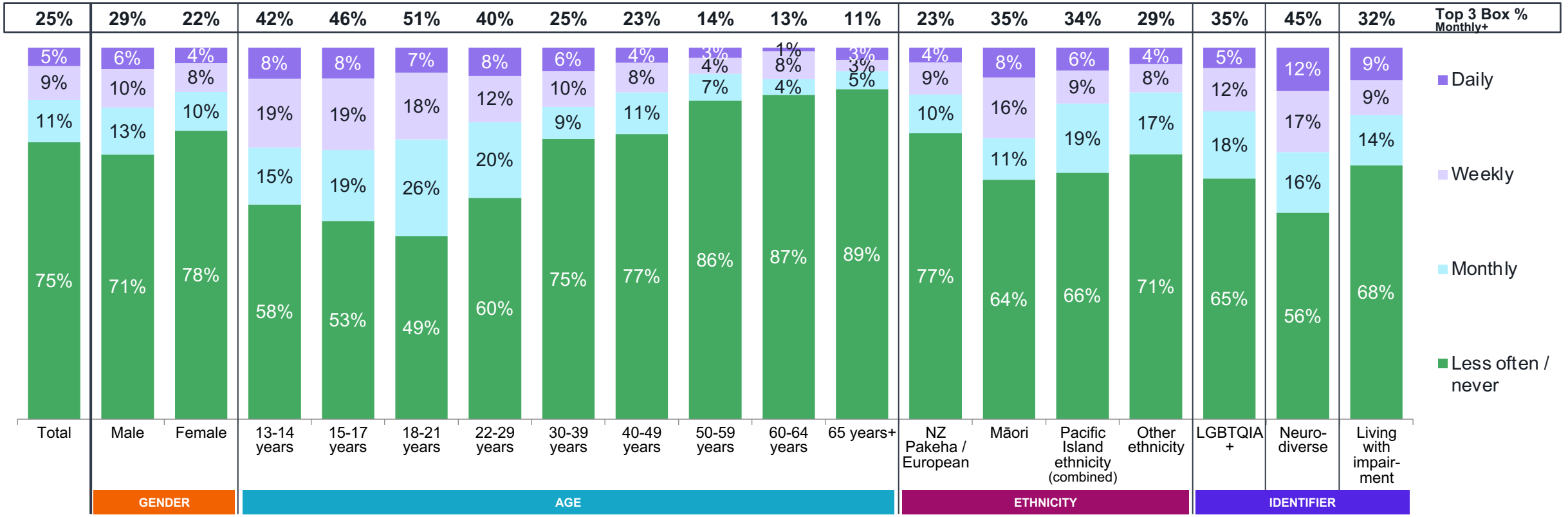
▲▼ Significantly higher / lower than for total weighted population sample

yabble

Our youngest NZers, LGBTQIA+, neurodiverse, Māori, and pacific island ethnic groups are all more likely to say they experience misinformation online about themselves or someone they know at least monthly

Frequency of experiencing mis/disinformation in the past 12 months | ANALYSIS SUBGROUPS

Untrue/misleading information online about me or someone I know



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. On average, in the past 12 months, how often have you experienced the following examples of mis/disinformation?

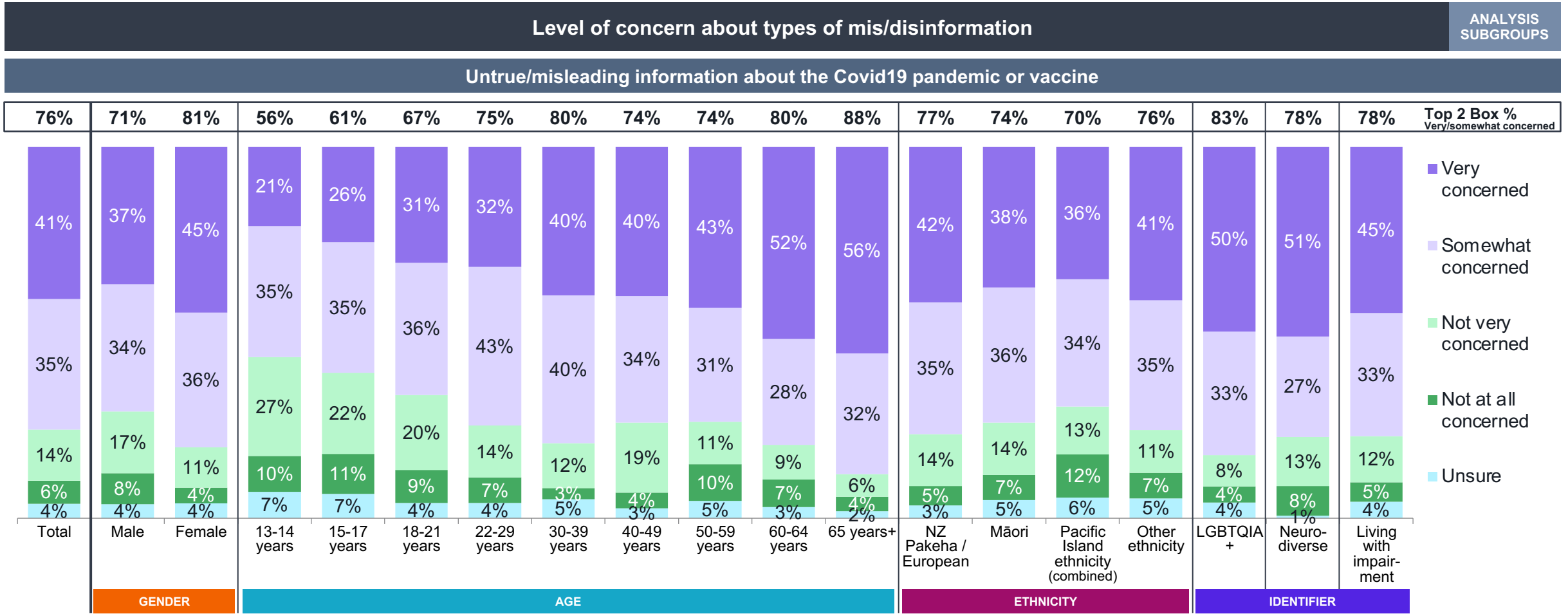
▲▼ Significantly higher / lower than for total weighted population sample

yabble

Mis/Dis-information: Level of concern by subgroup

yabble

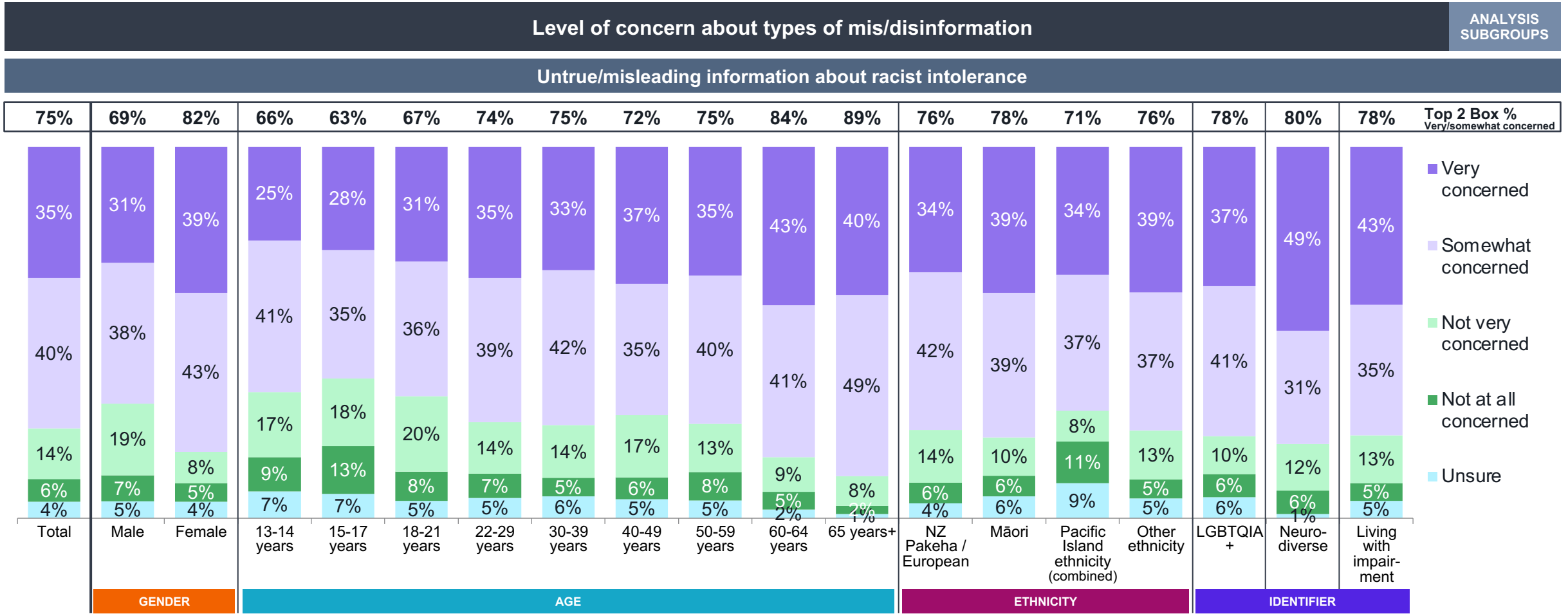
There's a strong age trend in concern around misinformation around Covid 19, levels of concern are significantly higher for those aged 60+, and lower for those aged under 30 years



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent, if at all, are you concerned about the following examples of mis/disinformation?

yabble

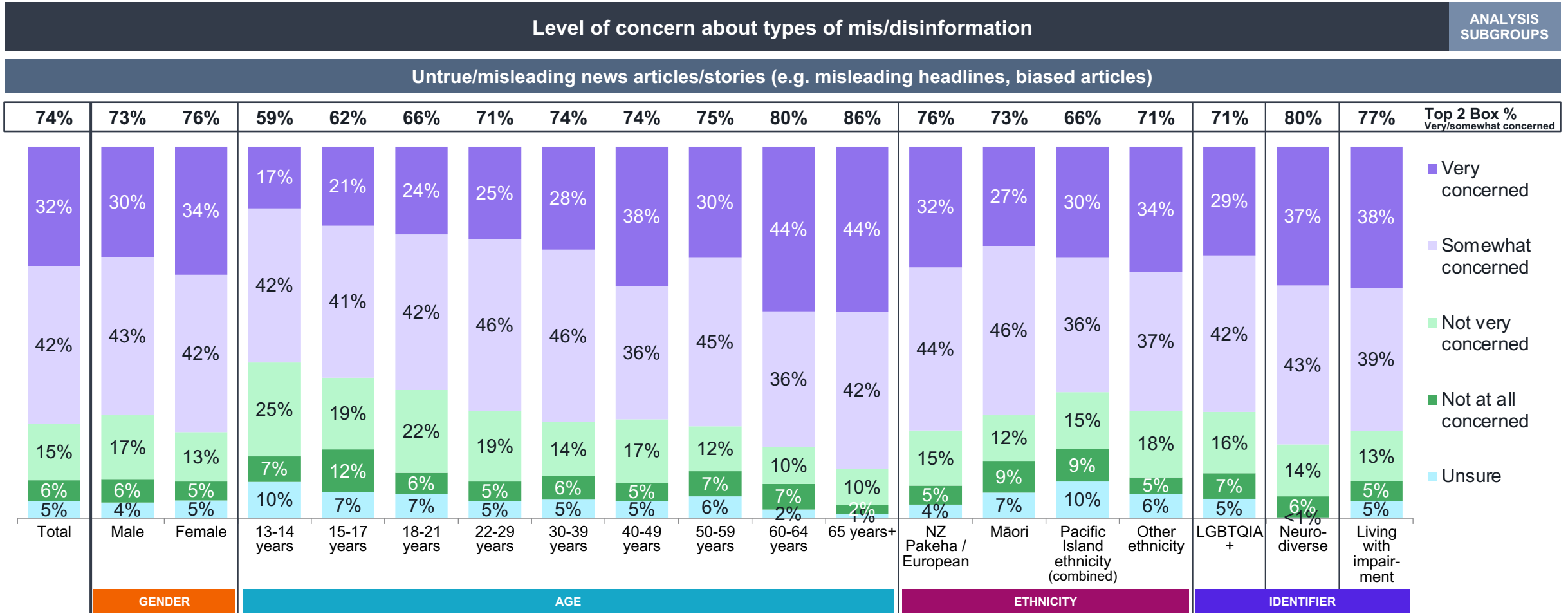
Māori are significantly more likely than Pacific Island ethnicities to feel concerned about misinformation around racial intolerance, In addition, females are more likely than males to be concerned with this type of misinformation



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent, if at all, are you concerned about the following examples of mis/disinformation?

yabble

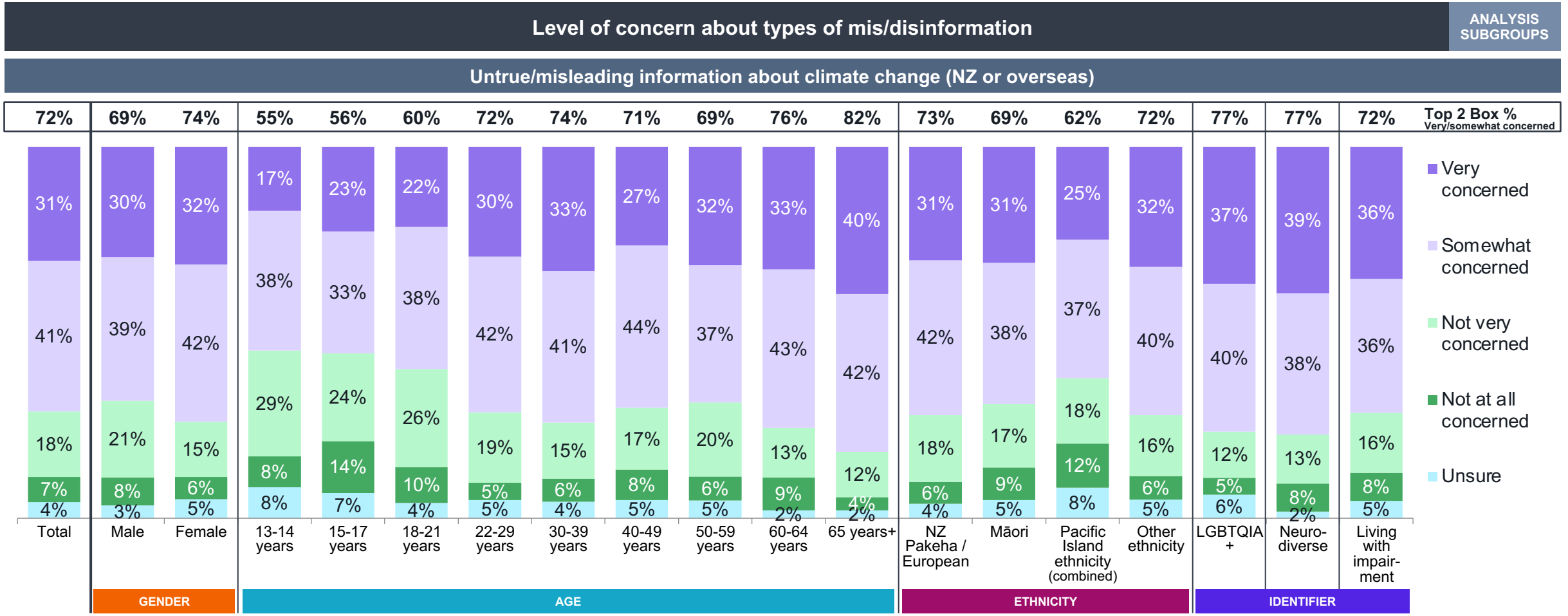
There is a strong age trend in the concern around misleading news articles, with over four in ten of those aged 60+ very concerned, but only around a quarter of those aged 18-39 years say they are very concerned



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent, if at all, are you concerned about the following examples of mis/disinformation?

yabble

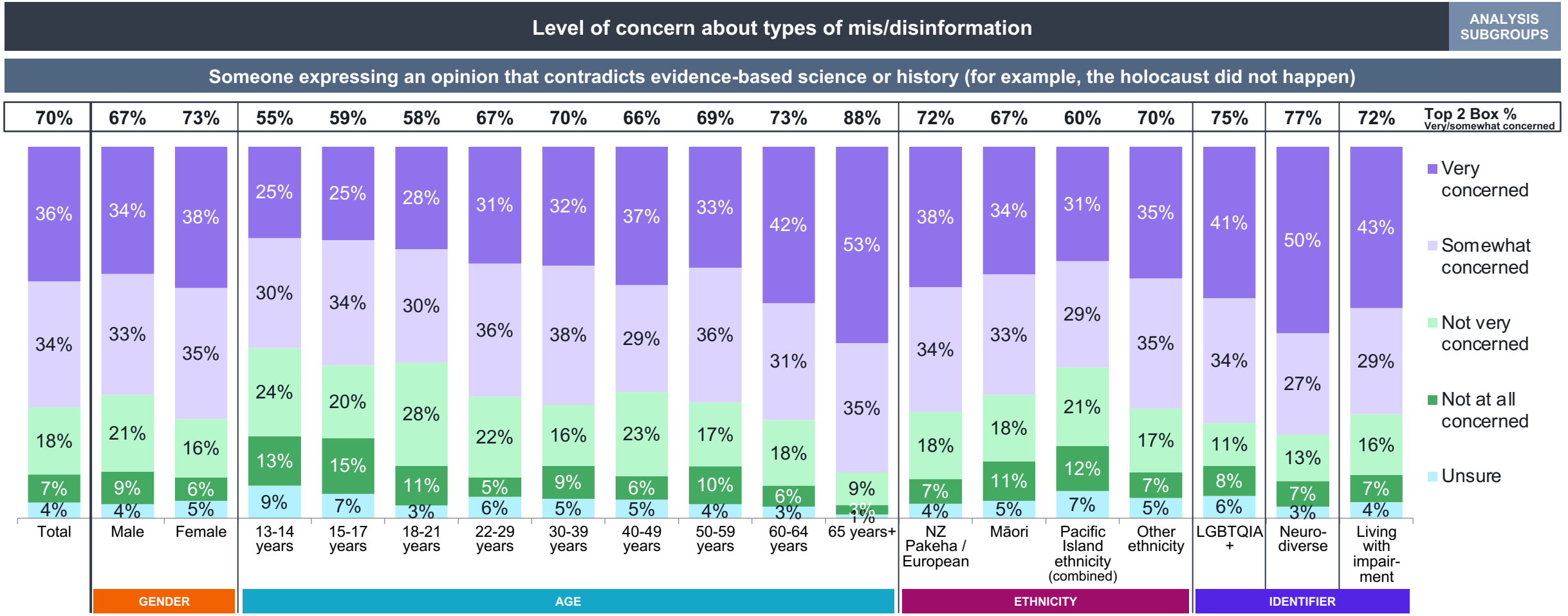
Three in ten are very concerned about climate change misinformation, this rises to four in ten among those aged 65+, and a similar level for neurodiverse



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent, if at all, are you concerned about the following examples of mis/disinformation?

yabble

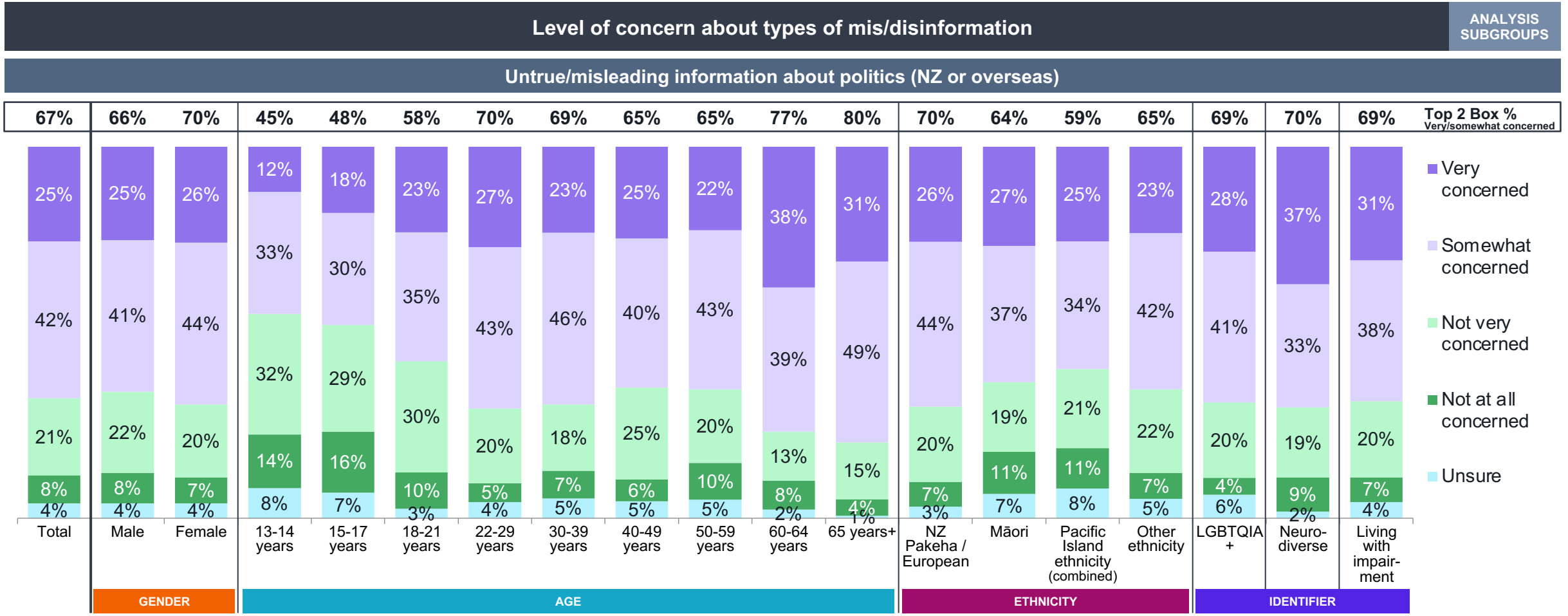
Those living with impairment, neurodiverse, LGBTQIA+, and aged 65+ are all significantly more likely to be very concerned about misinformation in terms of opinions that contradict evidence-based science or history



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent, if at all, are you concerned about the following examples of mis/disinformation?

yabble

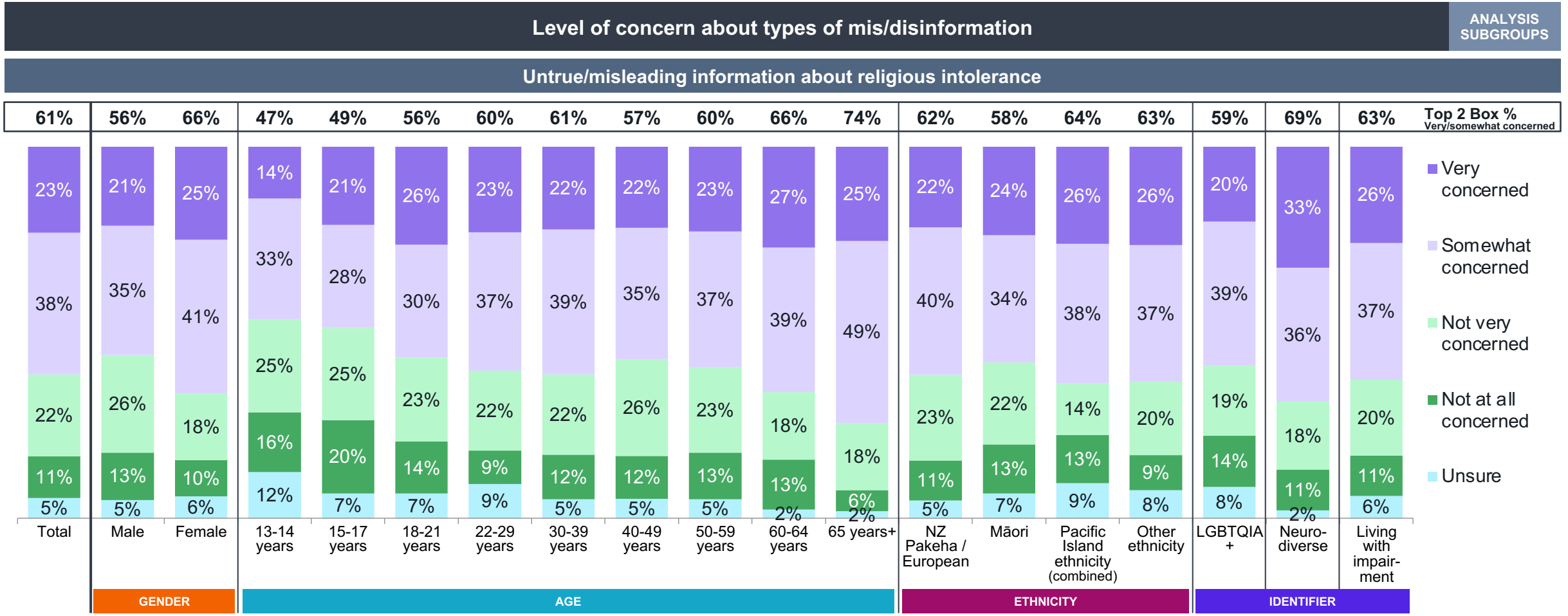
Again, older NZers, those living with impairment, and neurodiverse are all significantly more likely to be very concerned about misleading information in relation to politics



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent, if at all, are you concerned about the following examples of mis/disinformation?

yabble

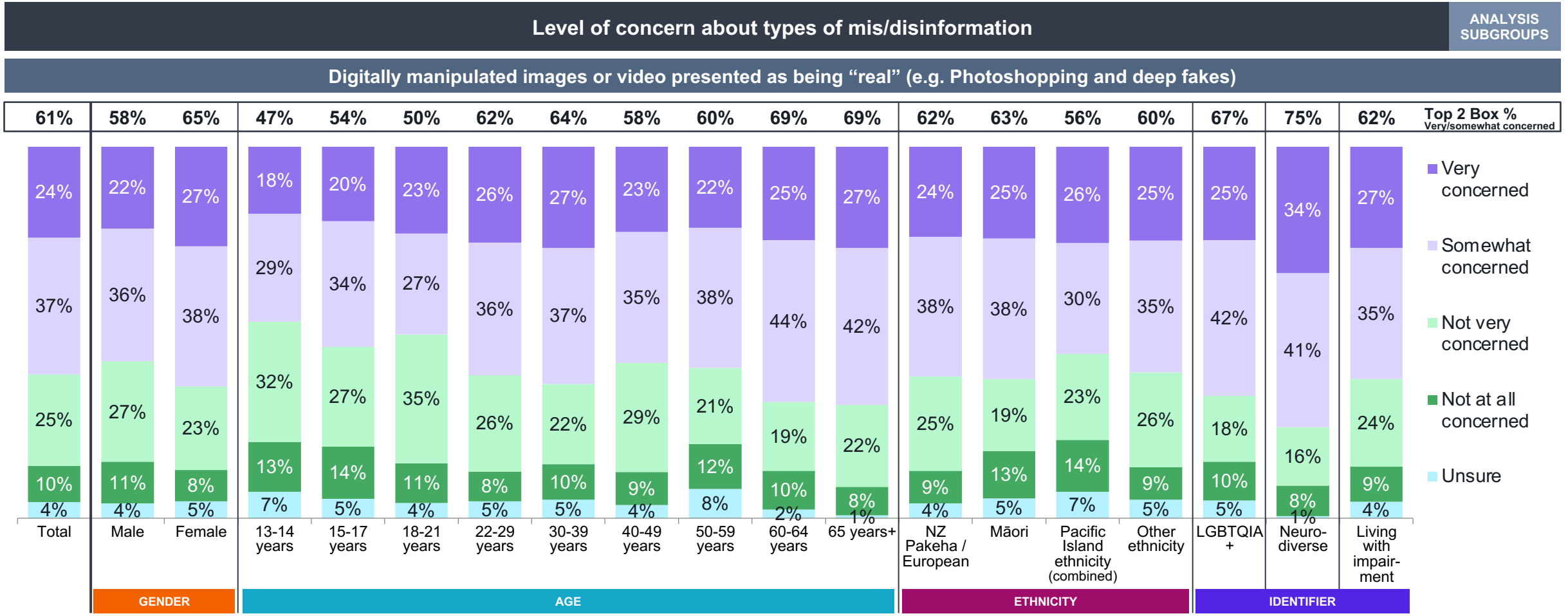
The proportion very or somewhat concerned about misinformation relating to religious intolerance rises significantly with age. Neurodiverse are also significantly more likely to be very concerned about this type of misinformation



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent, if at all, are you concerned about the following examples of mis/disinformation?

yabble

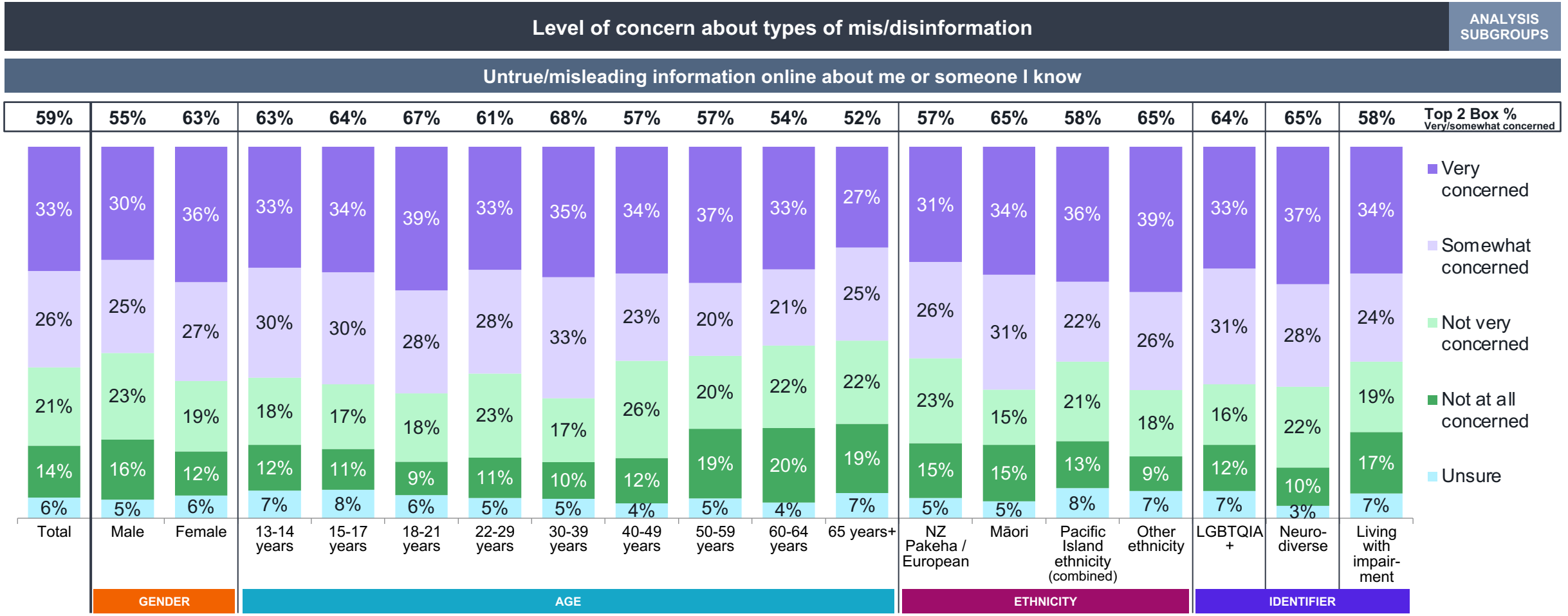
Women are significantly more likely than men to be very concerned about digitally manipulated images or videos. In addition, neurodiverse are significantly more likely than average to be very concerned about this type of misinformation



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent, if at all, are you concerned about the following examples of mis/disinformation?

yabble

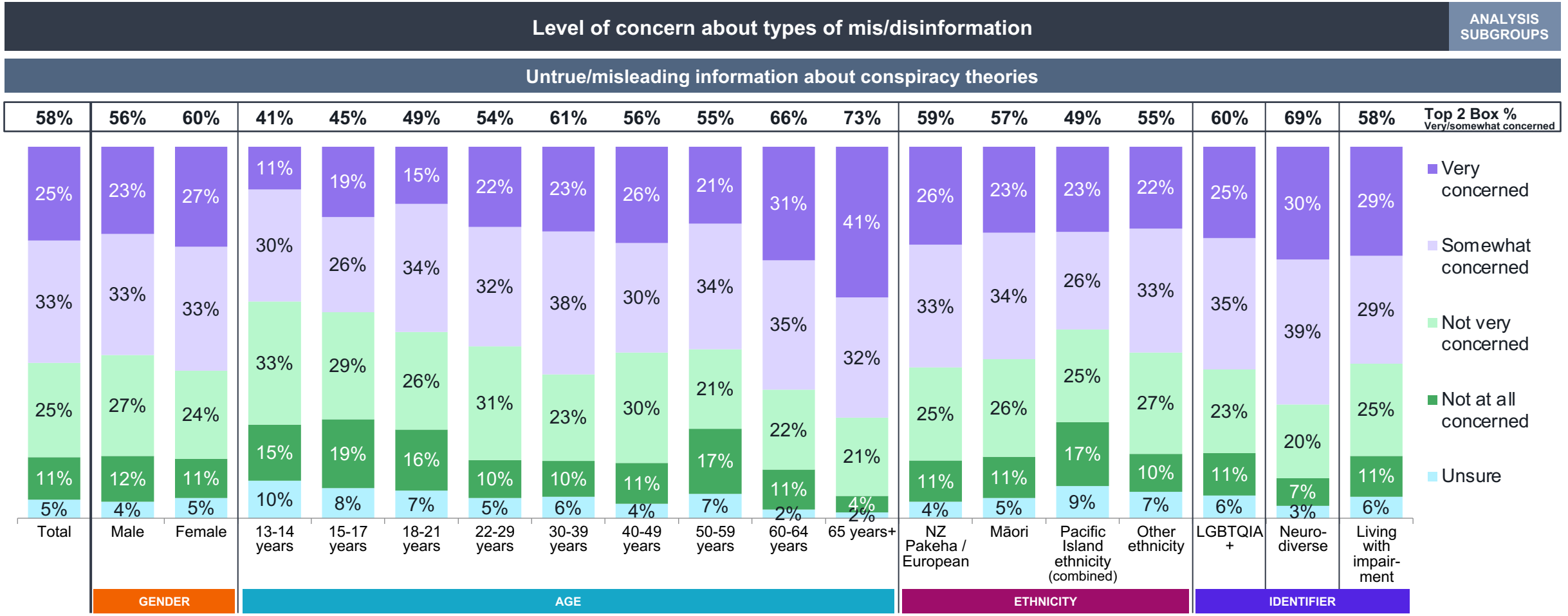
This is the type of mis-disinformation that people aged 13-21 are **most** concerned about of the types of misinformation tested. The 67% of those aged 18-21 who are very or somewhat concerned is significantly higher than average



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent, if at all, are you concerned about the following examples of mis/disinformation?

yabble

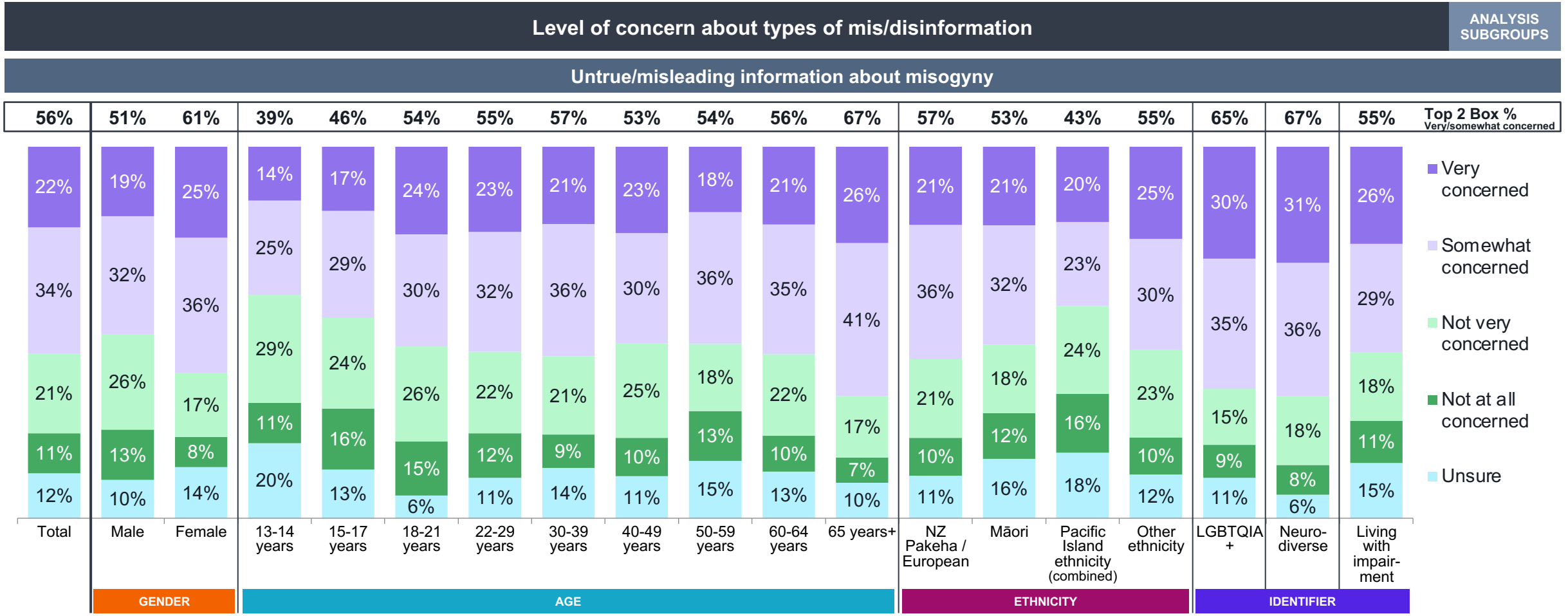
Neurodiverse and those aged 65+ are significantly more likely to be at very concerned about misinformation with regards to conspiracy theories



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent, if at all, are you concerned about the following examples of mis/disinformation?

yabble

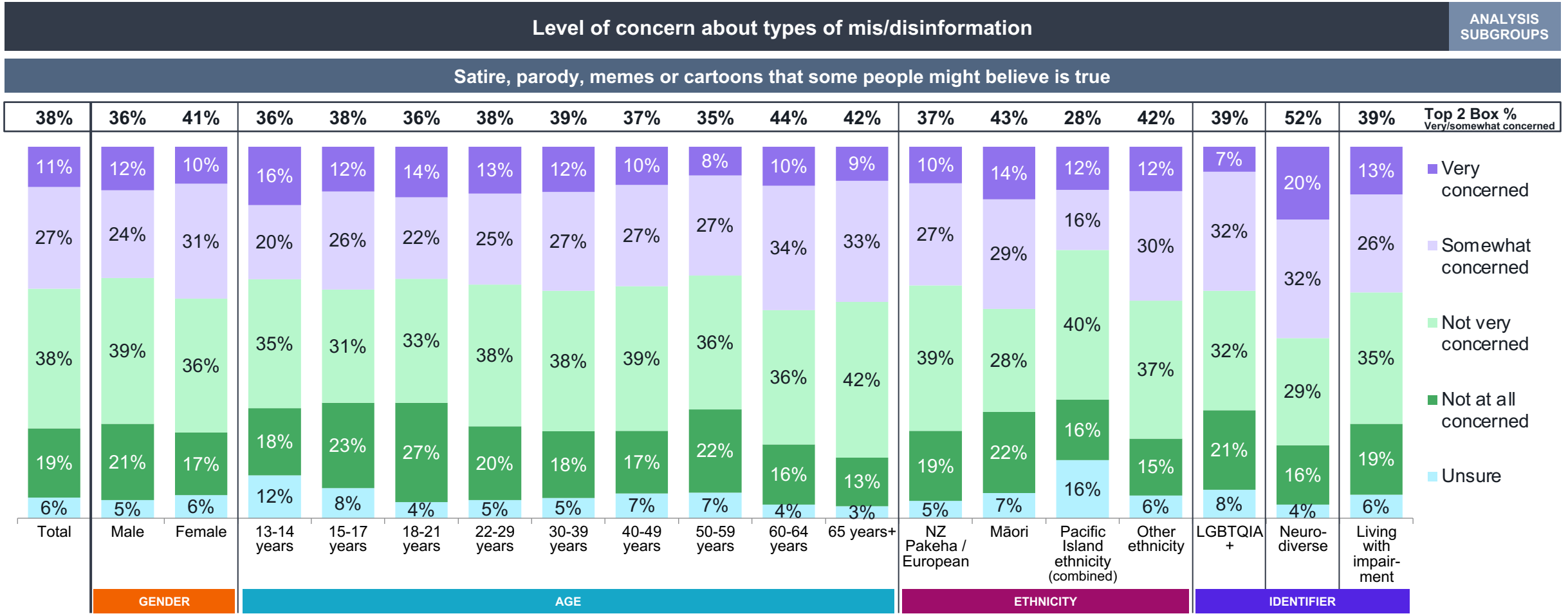
LGBTQIA+ and Neurodiverse are significantly more likely than average to be very concerned about misinformation related to misogyny. In addition females and more likely then males to be very concerned about this type of misinformation



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent, if at all, are you concerned about the following examples of mis/disinformation?

yabble

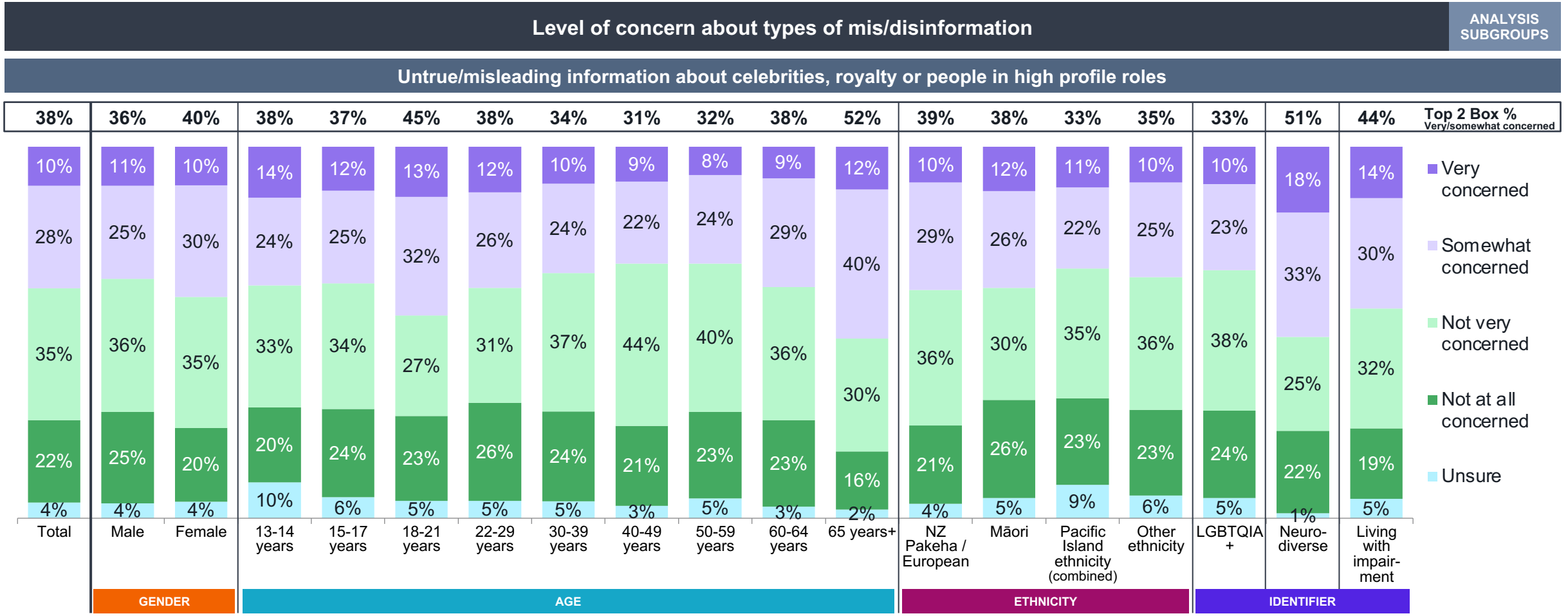
Neurodiverse NZers are significantly more likely than average to be very concerned about misinformation involving satire, parody, or memes that some people might believe are true



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent, if at all, are you concerned about the following examples of mis/disinformation?

yabble

Neurodiverse NZers are significantly more likely than average to be very concerned about misinformation regarding celebrities and people in high profile roles



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent, if at all, are you concerned about the following examples of mis/disinformation?

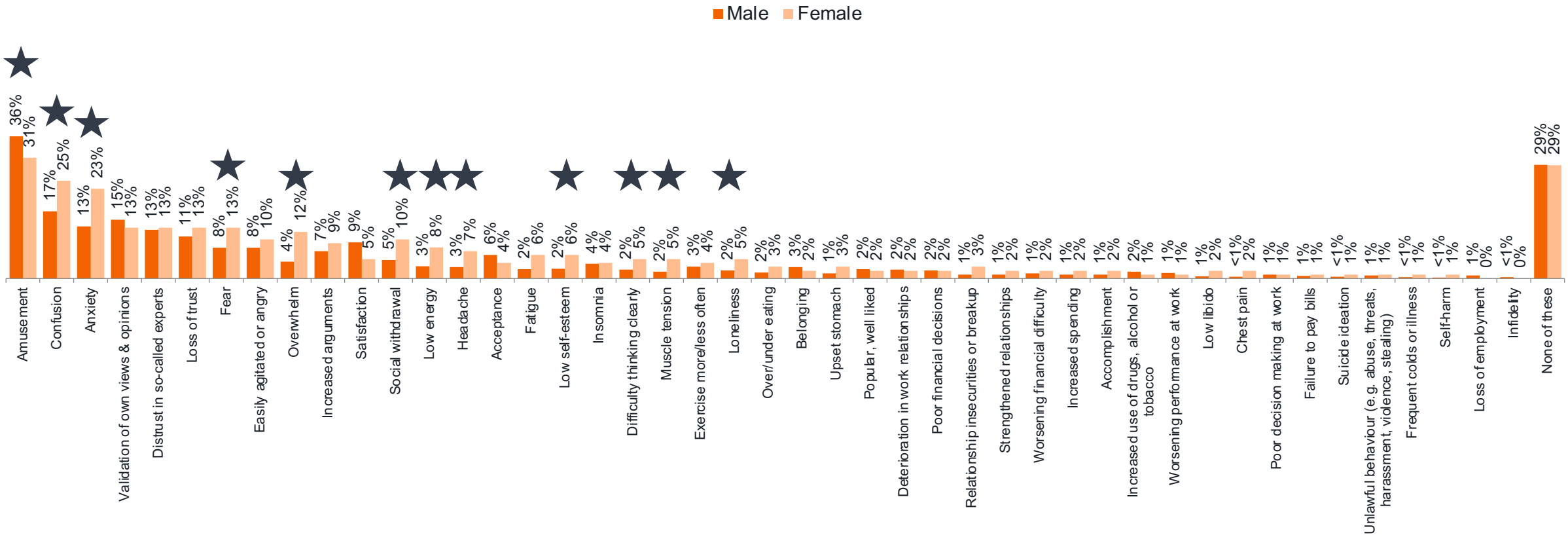
yabble

Mis/Dis-information effects experienced by subgroup

yabble

Females are more likely than males to experience negative impacts of misinformation, notably confusion, anxiety, fear, and overwhelm. By contrast, males are more likely to experience positive impacts – amusement and satisfaction

GENDER | Effects as a result of experiencing mis/disinformation | ANALYSIS SUBGROUPS

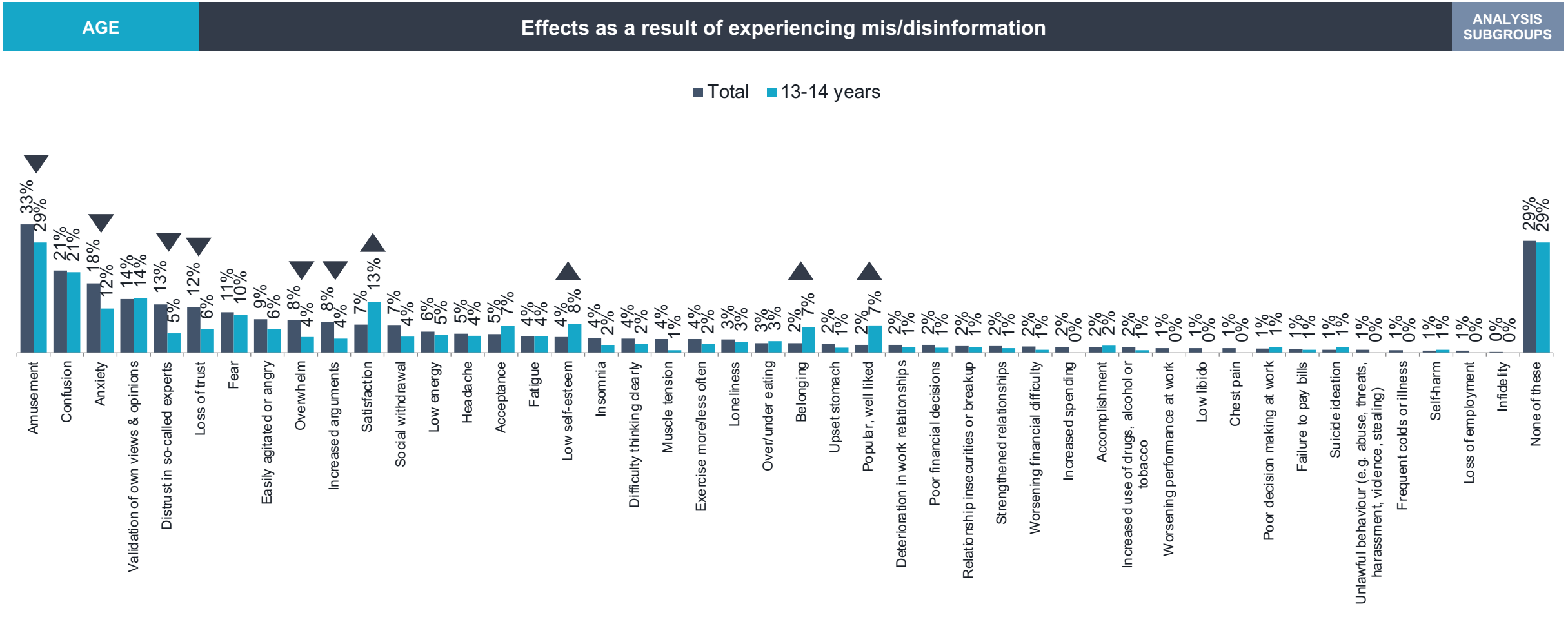


Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. In the past 12 months, which, if any, of the following effects have you experienced as a **direct** result of mis/disinformation you have experienced?

★ Significant difference between male and female

yabble

For 13-14 year olds, misinformation largely brings amusement and confusion, but they're higher than average on satisfaction, belonging and popularity one one side, and low self esteem on the more negative side

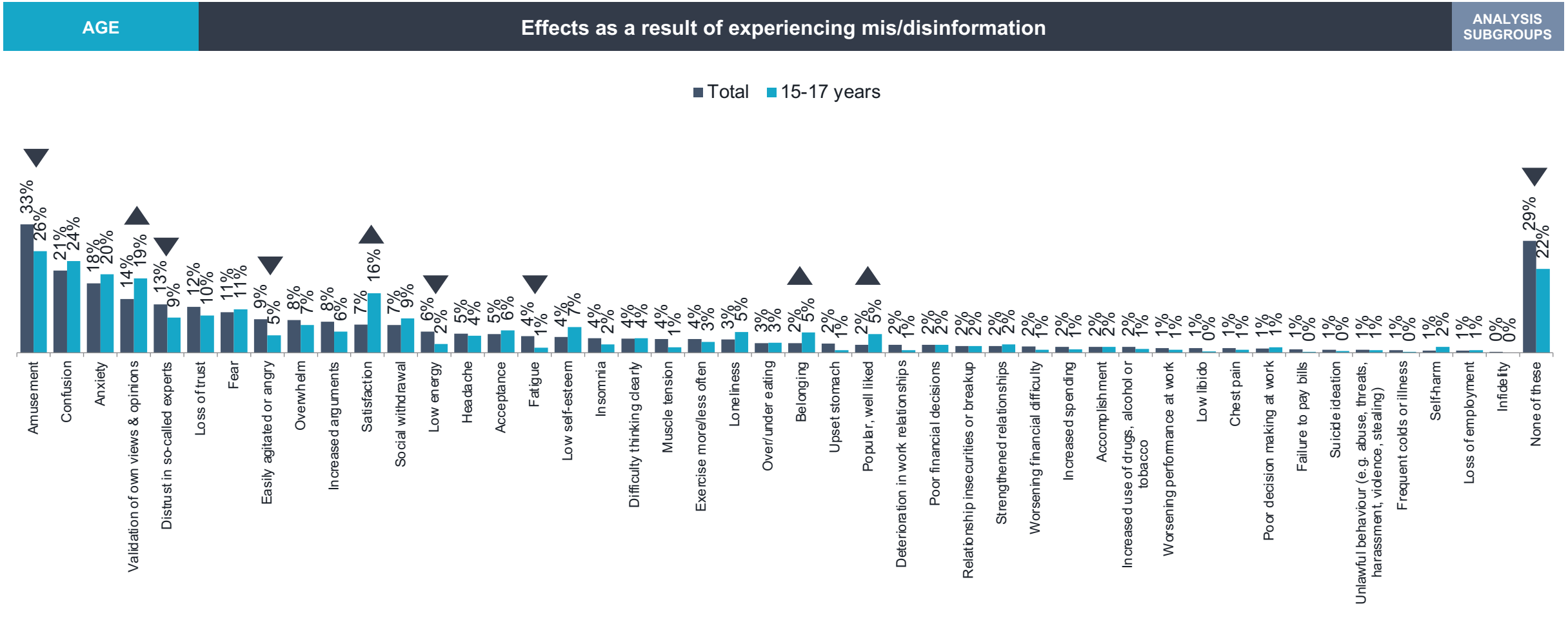


Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. In the past 12 months, which, if any, of the following effects have you experienced as a **direct** result of mis/disinformation you have experienced?

▲ Significantly higher / lower than for ▼ total weighted population sample

yabble

Those aged 15-17 years are more likely than average to feel validated, satisfaction, belonging, and popularity as an effect of experiencing misinformation



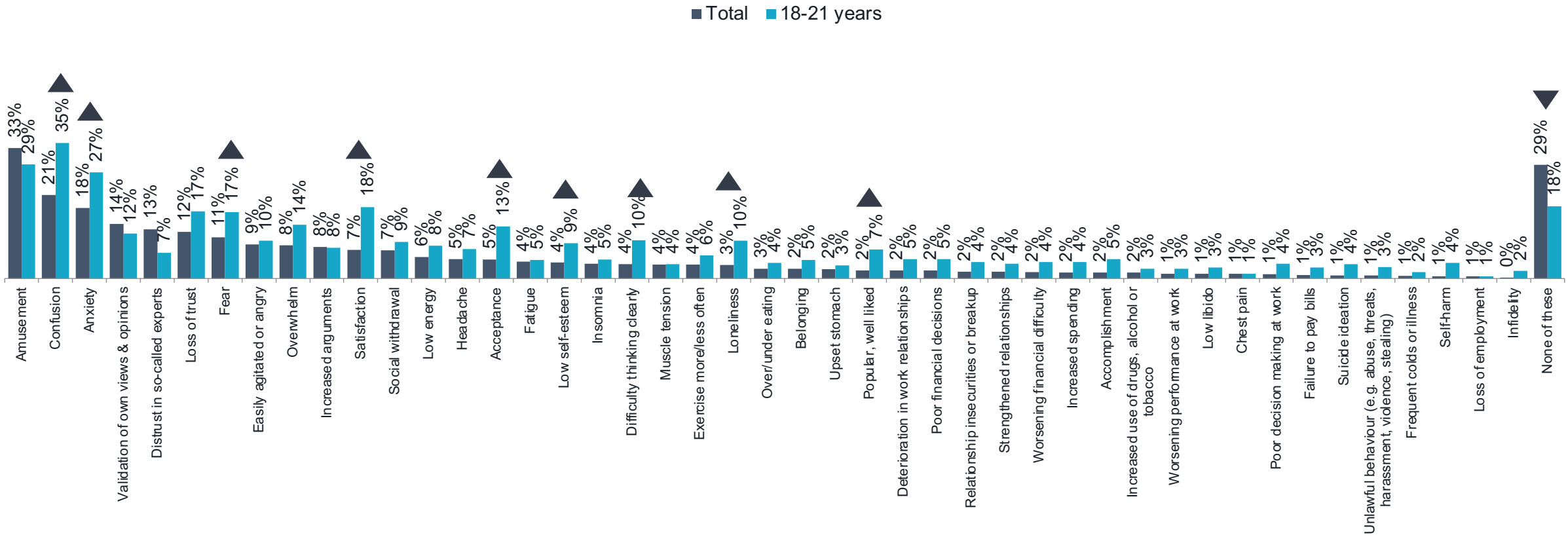
Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. In the past 12 months, which, if any, of the following effects have you experienced as a **direct** result of mis/disinformation you have experienced?

▲ Significantly higher / lower than for ▼ total weighted population sample

yabble

18-21 year olds are significantly more likely to feel confusion, anxiety, and fear as a result of experiencing misinformation, but also they're higher on feeling satisfaction, acceptance, and popularity as a result of misinformation

AGE | Effects as a result of experiencing mis/disinformation | ANALYSIS SUBGROUPS



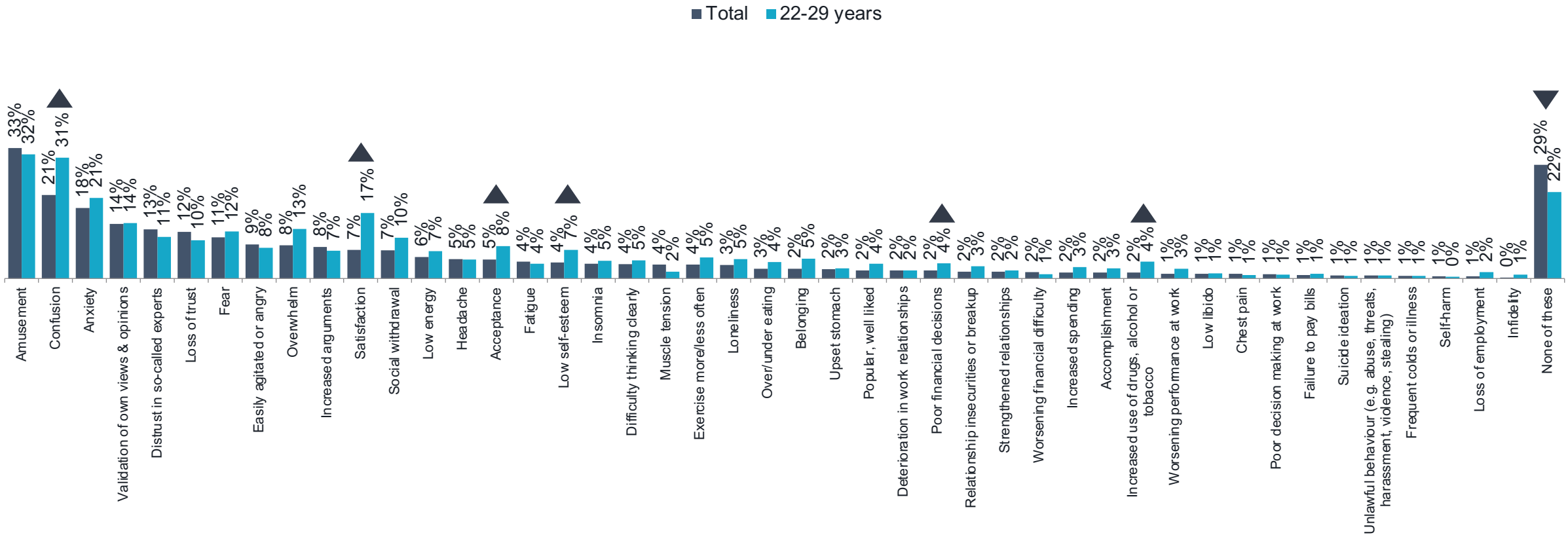
Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. In the past 12 months, which, if any, of the following effects have you experienced as a **direct** result of mis/disinformation you have experienced?

▲ Significantly higher / lower than for ▼ total weighted population sample

yabble

People aged 20-29 are significantly more likely to experience confusion as well as satisfaction and acceptance as a result of experience with misinformation

AGE | Effects as a result of experiencing mis/disinformation | ANALYSIS SUBGROUPS



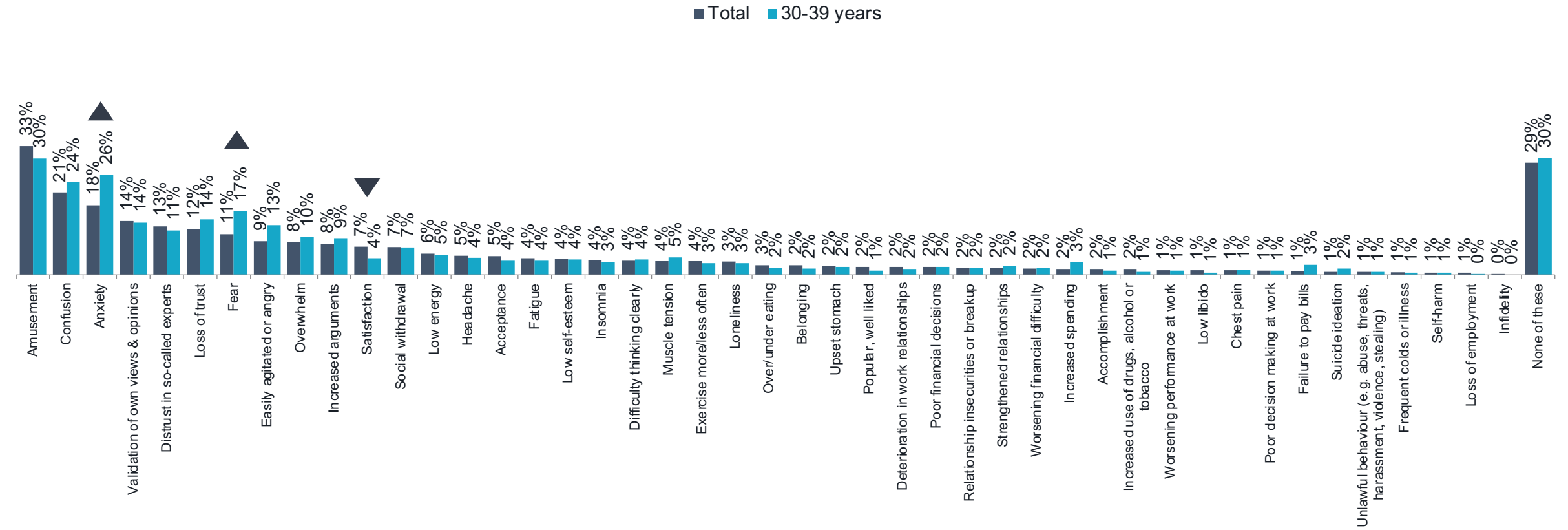
Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. In the past 12 months, which, if any, of the following effects have you experienced as a **direct** result of mis/disinformation you have experienced?

▲ Significantly higher / lower than for ▼ total weighted population sample

yabble

Into the 30s, the positive effects of misinformation come back towards average, and this age group is significantly more likely to feel anxiety and fear as an effect of experiencing misinformation

AGE | Effects as a result of experiencing mis/disinformation | ANALYSIS SUBGROUPS

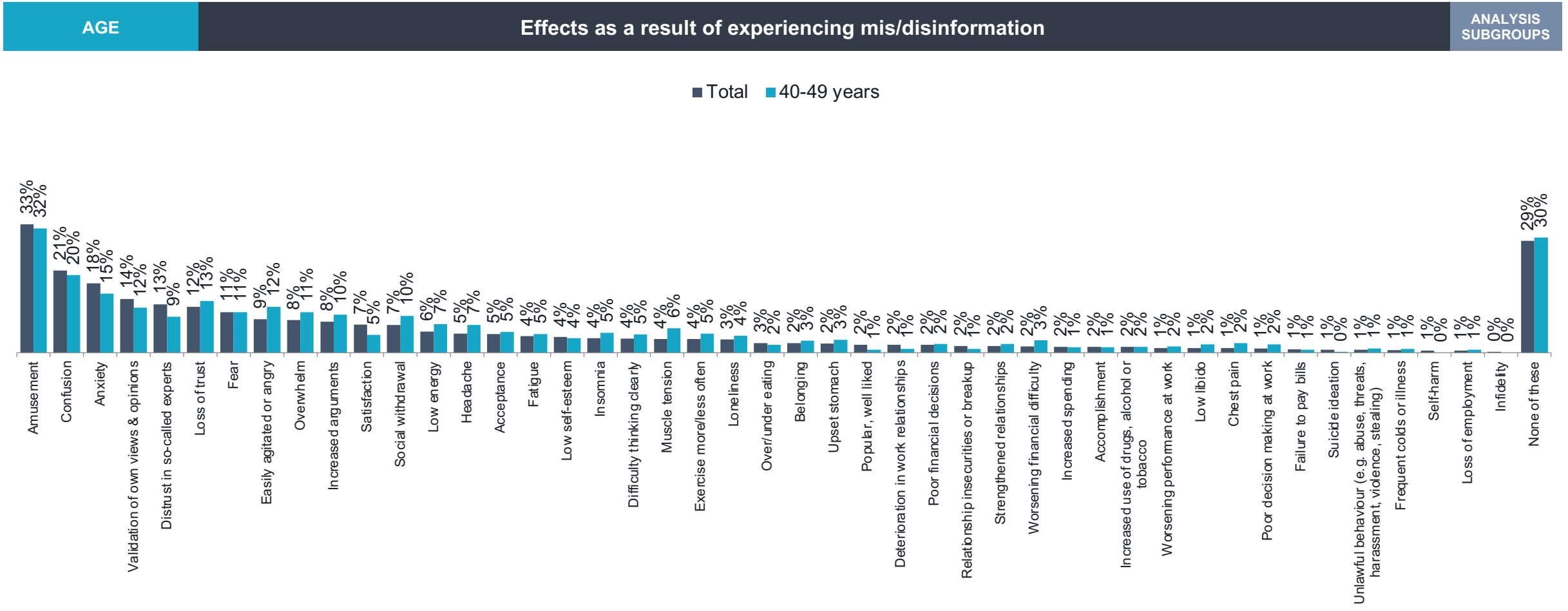


Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. In the past 12 months, which, if any, of the following effects have you experienced as a **direct** result of mis/disinformation you have experienced?

▲ Significantly higher / lower than for ▼ total weighted population sample

yabble

Those aged 40-49 are close to the average in terms of effects of experiencing misinformation, the main effects being amusement, confusion, and anxiety



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. In the past 12 months, which, if any, of the following effects have you experienced as a **direct** result of mis/disinformation you have experienced?

▲ Significantly higher / lower than for
▼ total weighted population sample

yabble

In general, those aged 50-59 are less likely to feel any effects of experiencing misinformation (38% say they have not experienced any effects). In particular they are significantly lower for confusion, anxiety, fear, and satisfaction

AGE | Effects as a result of experiencing mis/disinformation | ANALYSIS SUBGROUPS

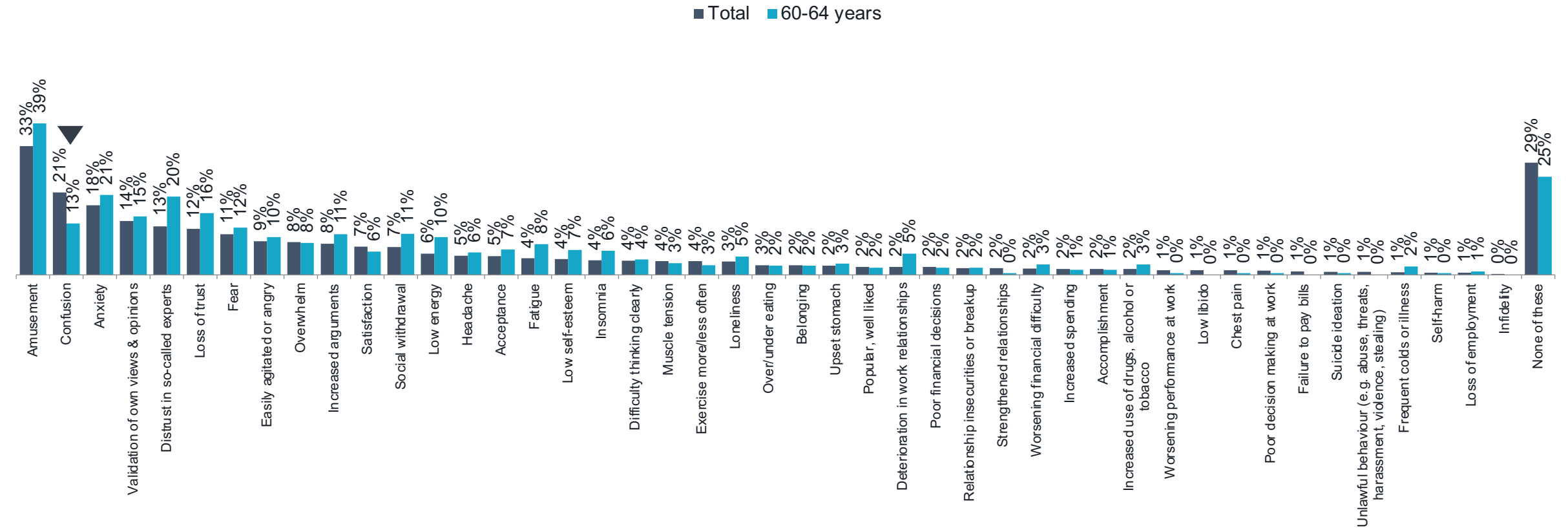
Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. In the past 12 months, which, if any, of the following effects have you experienced as a **direct** result of mis/disinformation you have experienced?

▲ Significantly higher / lower than for ▼ total weighted population sample

yabble

Those aged 60-64 are a little less likely to experience effects of misinformation (not significantly though), with the only significant departure from average being lower experience of confusion as an effect of experiencing misinformation

AGE | Effects as a result of experiencing mis/disinformation | ANALYSIS SUBGROUPS

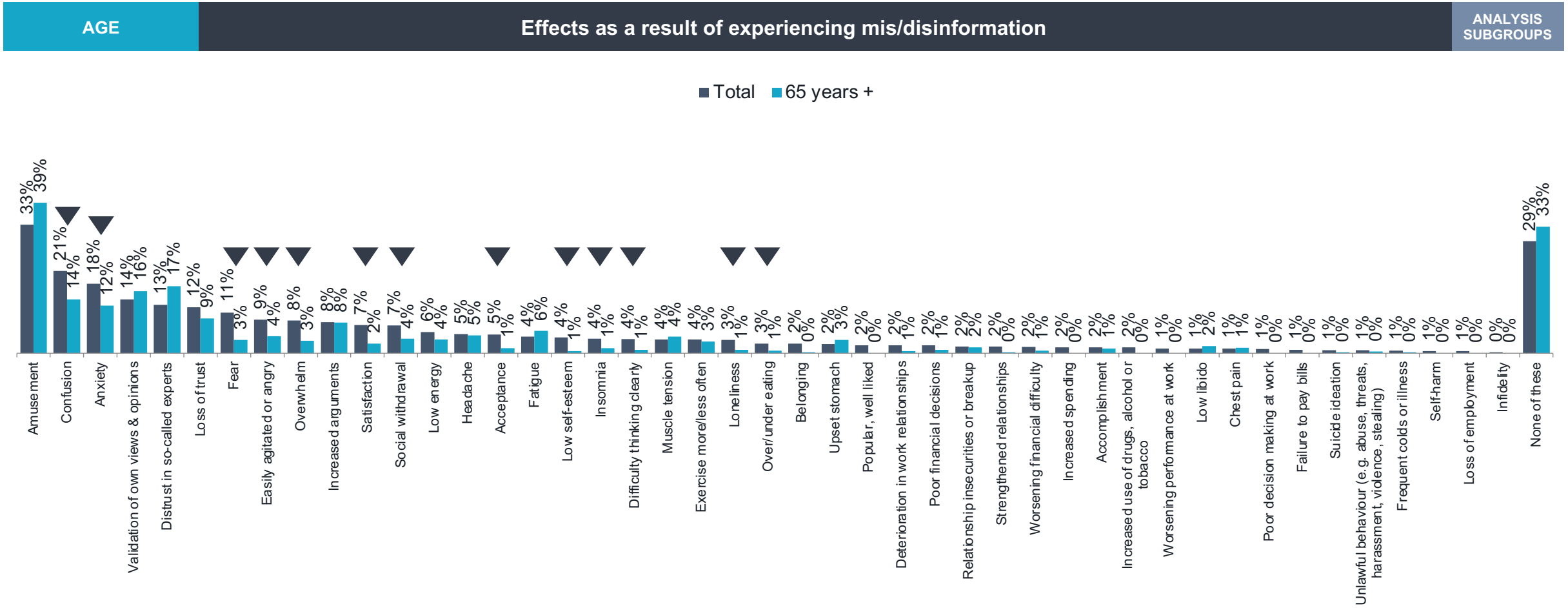


Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. In the past 12 months, which, if any, of the following effects have you experienced as a **direct** result of mis/disinformation you have experienced?

▲ Significantly higher / lower than for ▼ total weighted population sample

yabble

Those aged 65+ are significantly less likely to experience confusion, anxiety, fear, and overwhelm, plus a host of other impacts as a result of experiencing misinformation



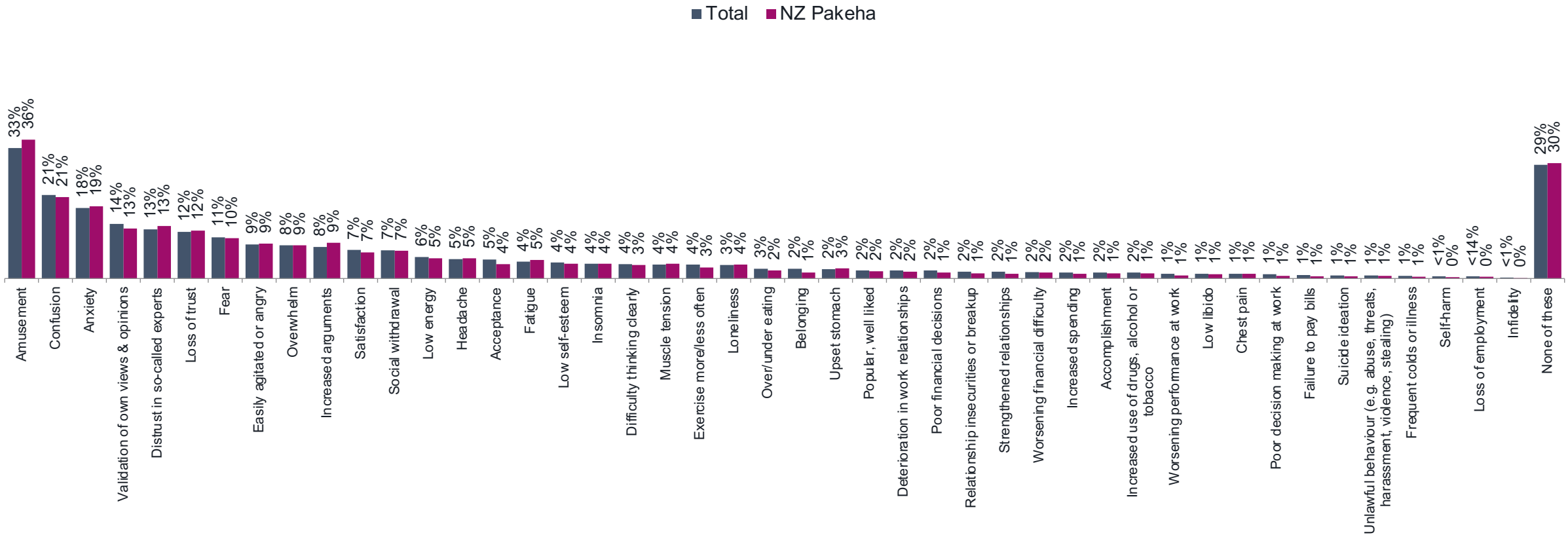
Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. In the past 12 months, which, if any, of the following effects have you experienced as a **direct** result of mis/disinformation you have experienced?

▲ Significantly higher / lower than for ▼ total weighted population sample

yabble

New Zealand European / Pakeha stay close to the average in terms of effects from experiencing misinformation

ETHNICITY | Effects as a result of experiencing mis/disinformation | ANALYSIS SUBGROUPS



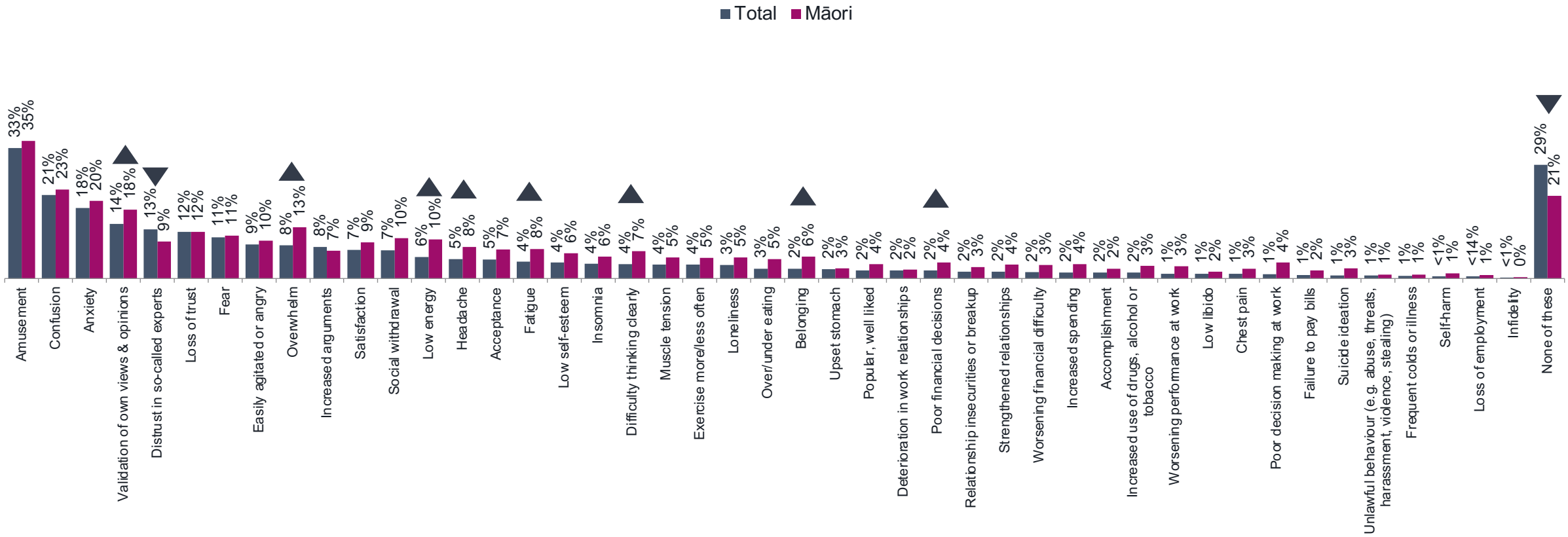
Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. In the past 12 months, which, if any, of the following effects have you experienced as a **direct** result of mis/disinformation you have experienced?

▲▼ Significantly higher / lower than for total weighted population sample

yabble

Māori are more likely to experience effects from misinformation. While they are significantly higher on validation, they are also higher on overwhelm, low energy, headache, and fatigue

ETHNICITY | Effects as a result of experiencing mis/disinformation | ANALYSIS SUBGROUPS

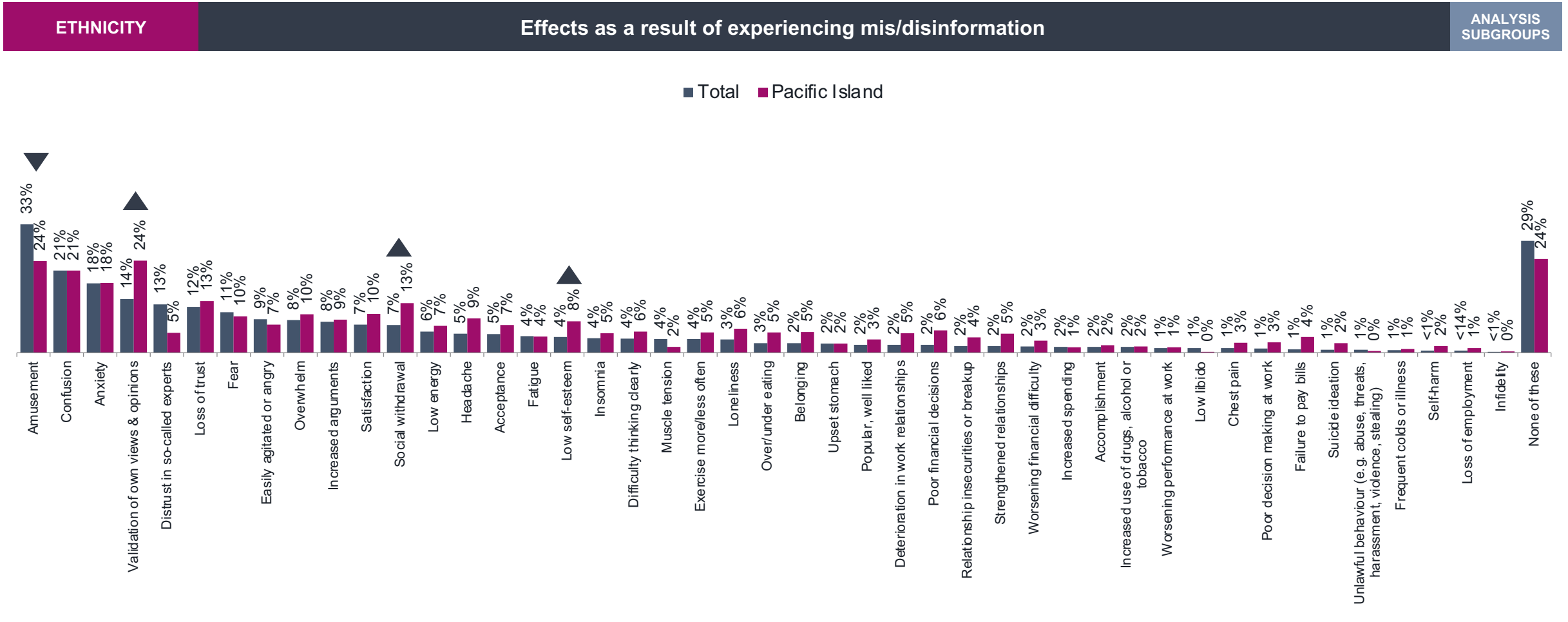


Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. In the past 12 months, which, if any, of the following effects have you experienced as a **direct** result of mis/disinformation you have experienced?

▲ Significantly higher / lower than for ▼ total weighted population sample

yabble

Those in Pacific Island ethnic groups are significantly less likely to experience amusement as a result of misinformation, but more likely to feel validation (in fact this is the highest effect alongside amusement for this group)



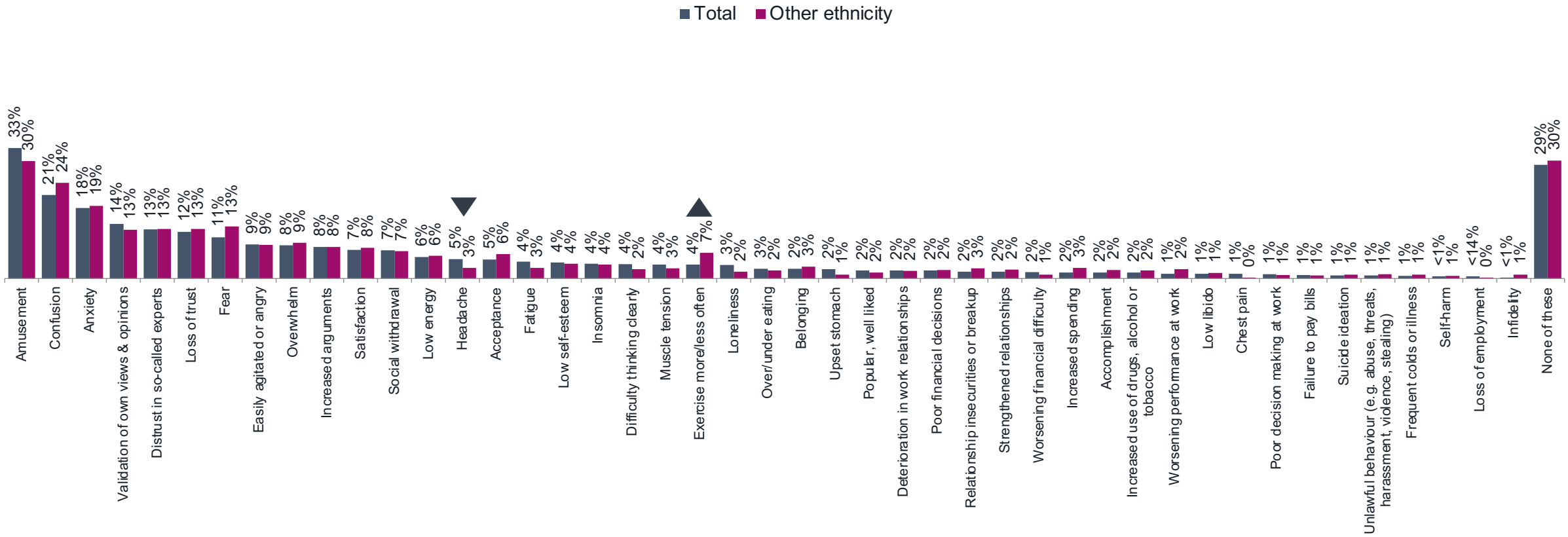
Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. In the past 12 months, which, if any, of the following effects have you experienced as a **direct** result of mis/disinformation you have experienced?

▲ Significantly higher / lower than for ▼ total weighted population sample

yabble

Those in other ethnic groups are close to the average in terms of effects as a result of experiencing misinformation. The only significant differences are in smaller effects – lower for headache, higher for change in exercise habits

ETHNICITY | Effects as a result of experiencing mis/disinformation | ANALYSIS SUBGROUPS

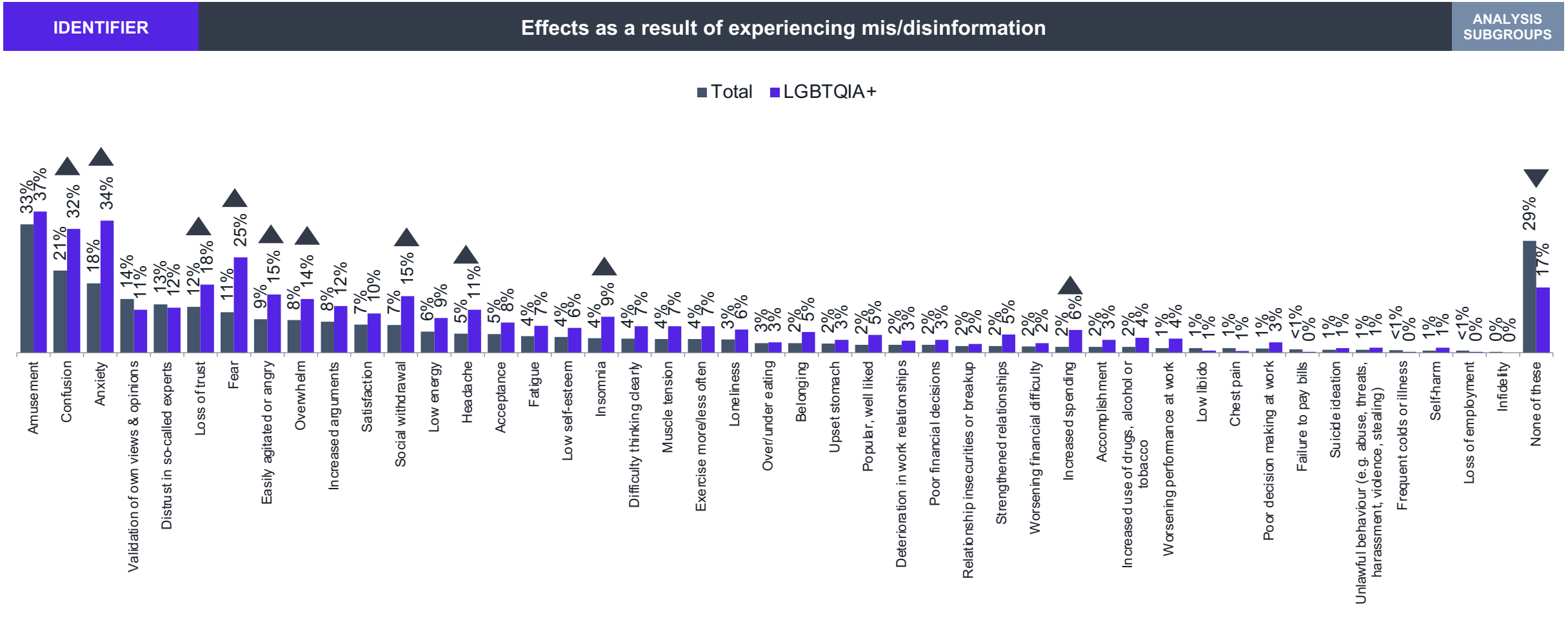


Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. In the past 12 months, which, if any, of the following effects have you experienced as a **direct** result of mis/disinformation you have experienced?

▲ Significantly higher / lower than for ▼ total weighted population sample

yabble

LGBTIQA+ are significantly more likely to experience effects as a result of misinformation. In particular, they're more likely than average to experience confusion, anxiety, loss of trust, fear, and social withdrawal

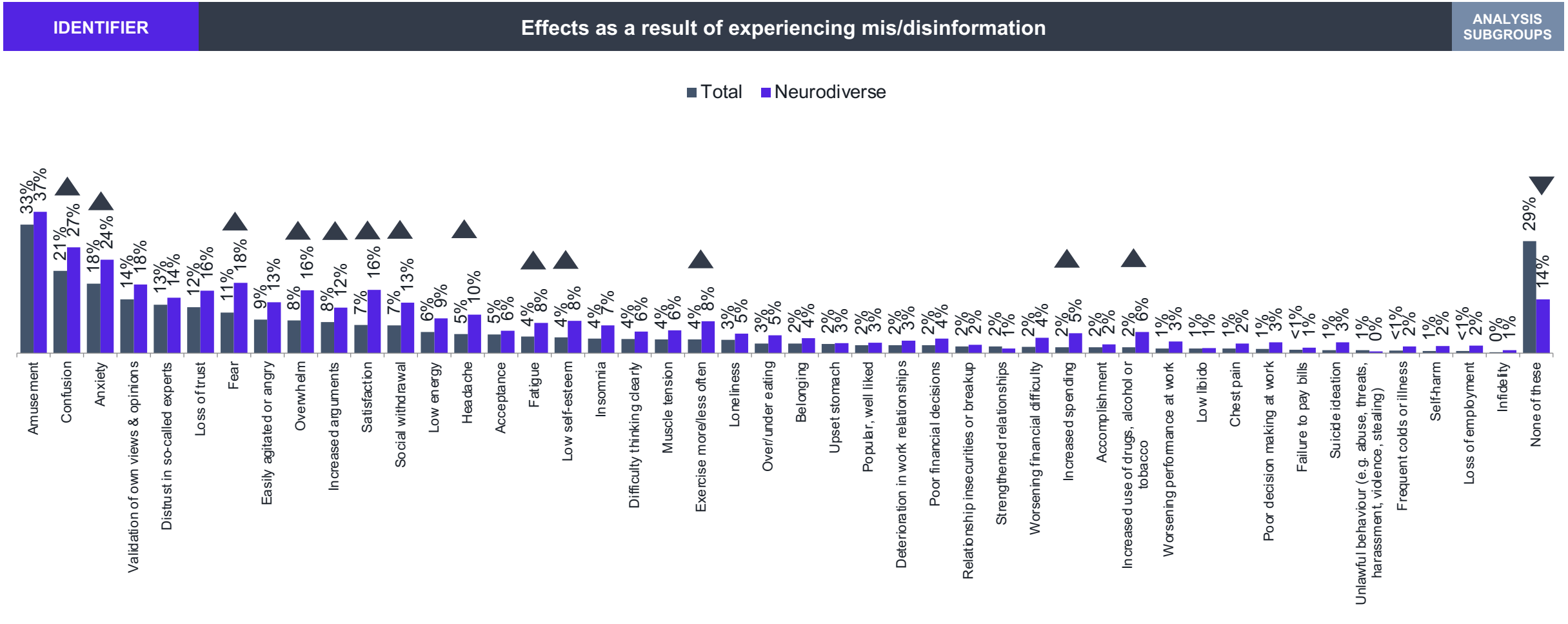


Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. In the past 12 months, which, if any, of the following effects have you experienced as a **direct** result of mis/disinformation you have experienced?

▲ Significantly higher / lower than for ▼ total weighted population sample

yabble

Neurodiverse are significantly more likely to experience effects from experiencing misinformation. In particular they are significantly higher in experiencing confusion, anxiety, fear, and overwhelm

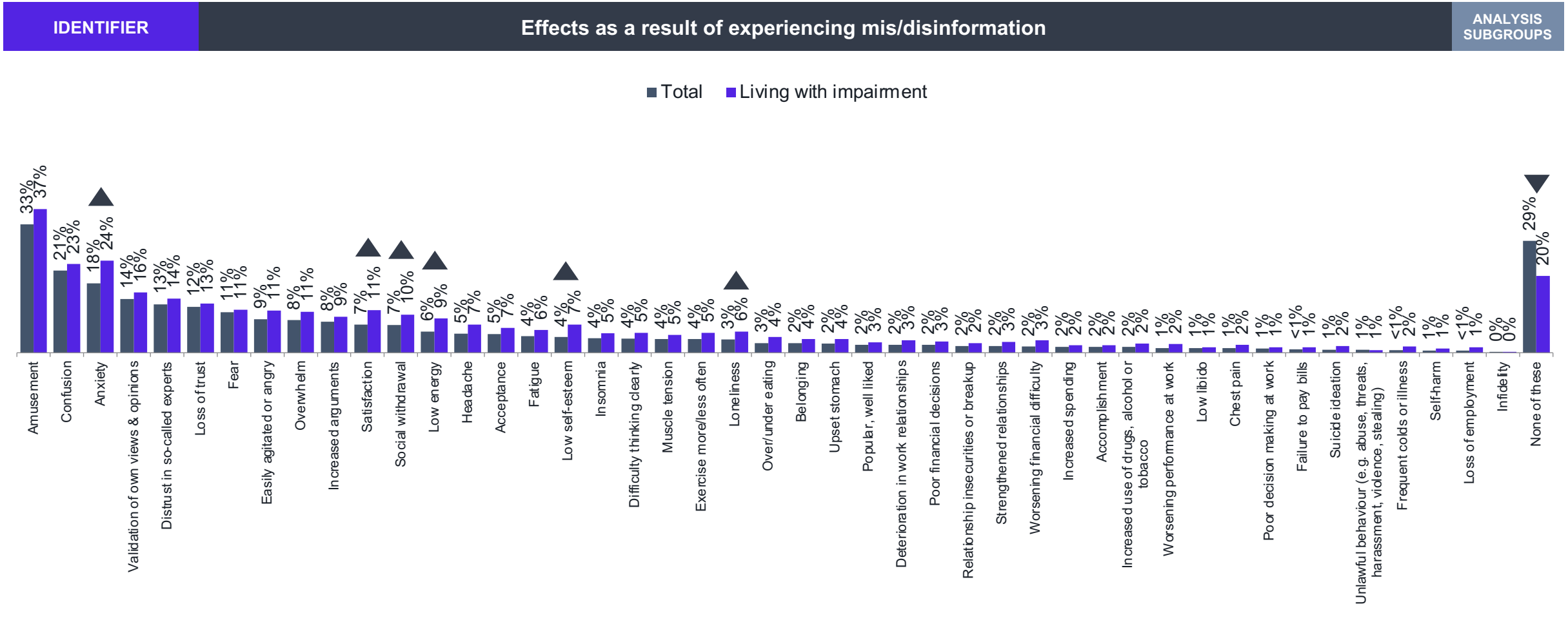


Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. In the past 12 months, which, if any, of the following effects have you experienced as a **direct** result of mis/disinformation you have experienced?

▲ Significantly higher / lower than for ▼ total weighted population sample

yabble

Those living with impairment are significantly more likely to experience effects from misinformation, in particular they are higher for experiencing anxiety, social withdrawal, and low energy



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. In the past 12 months, which, if any, of the following effects have you experienced as a **direct** result of mis/disinformation you have experienced?

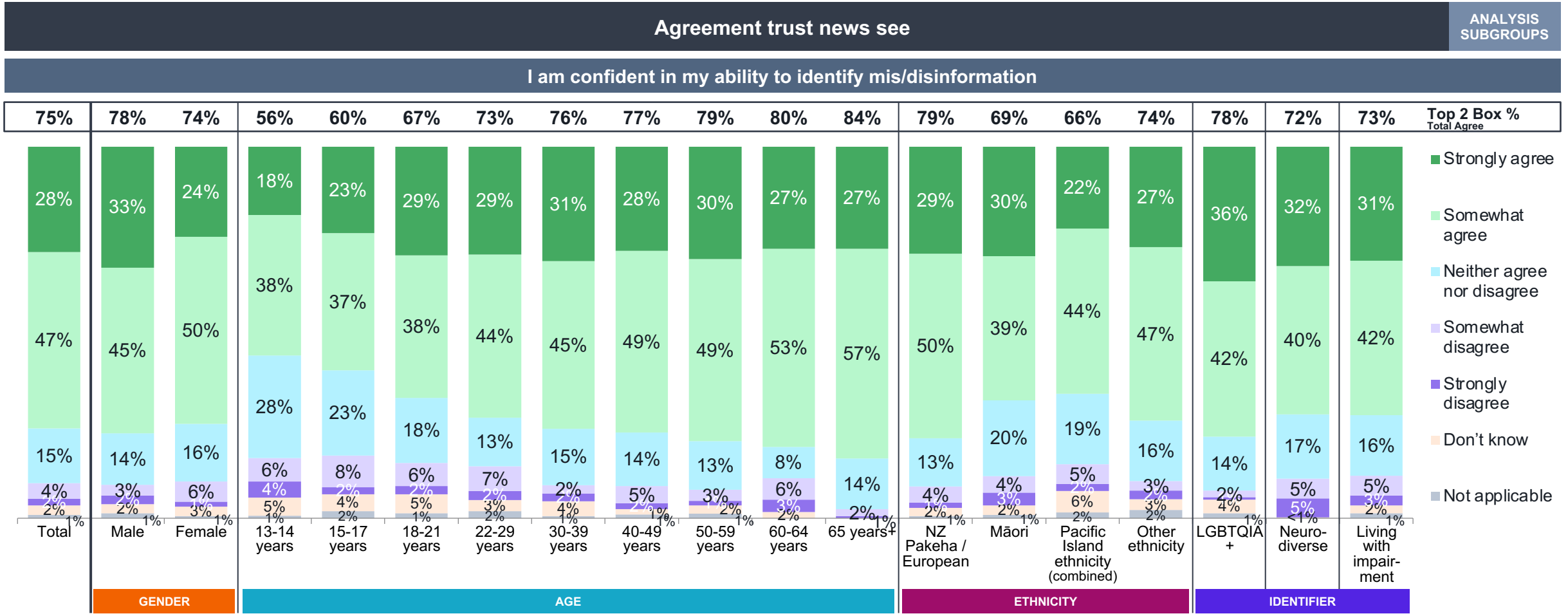
▲ Significantly higher / lower than for ▼ total weighted population sample

yabble

Attitudes towards misinformation by subgroup

yabble

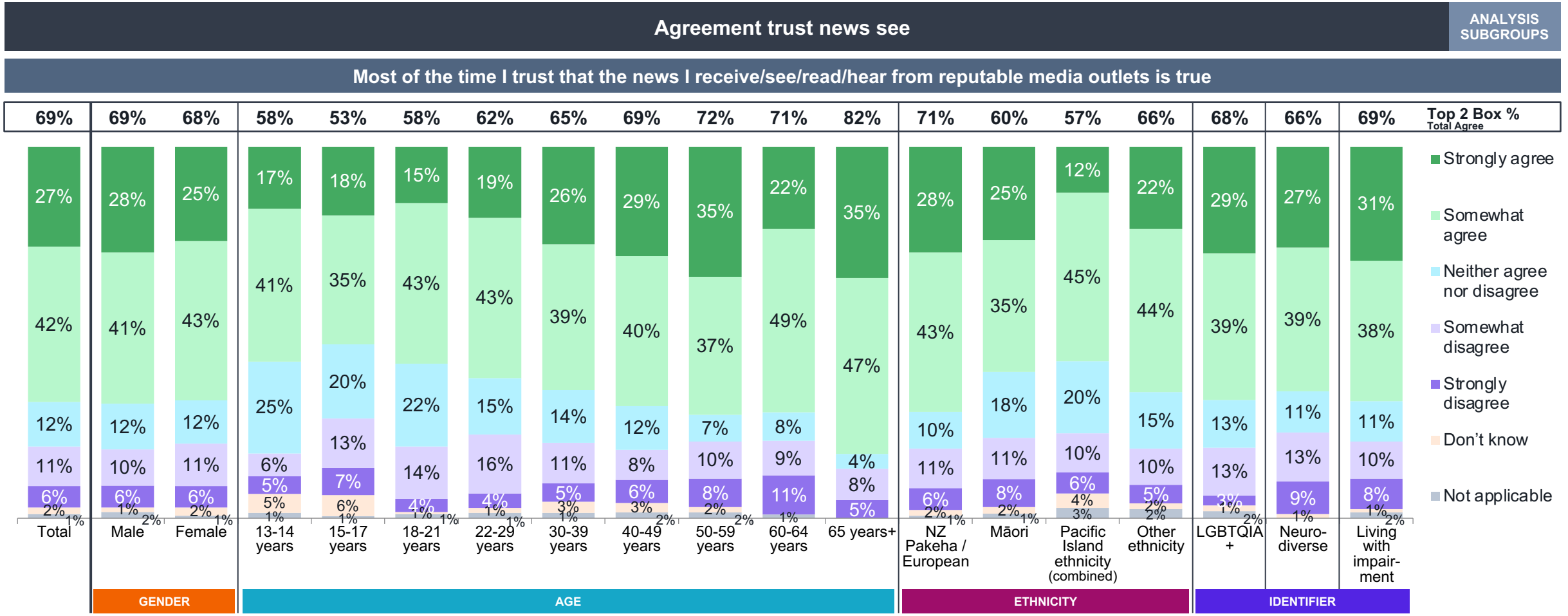
Males are significantly more likely than females to feel strongly confident they can identify misinformation. In addition, LGBTQIA+ are significantly more likely than average to feel strongly confident they could identify misinformation



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent do you agree or disagree with the following statements?

yabble

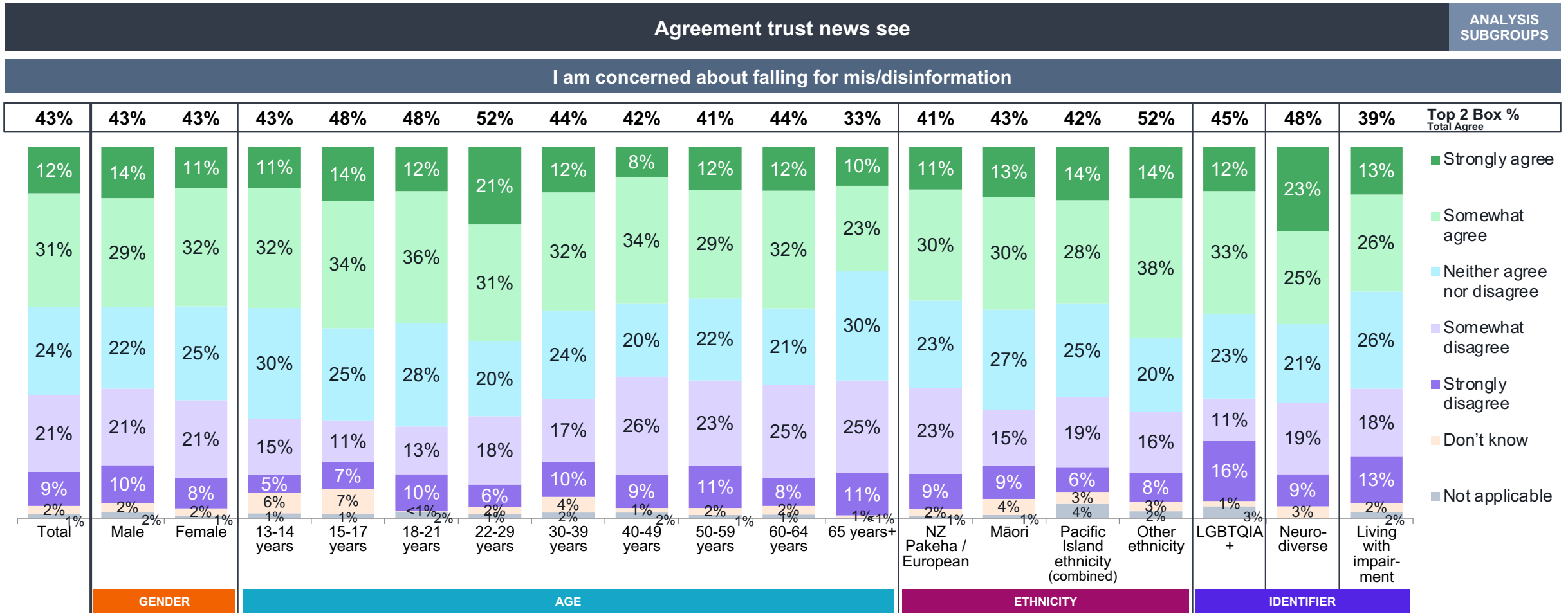
Older NZers have more trust in reputable media outlets, significantly more for those aged 65+. Pacific Island ethnic groups are significantly less likely to say they strongly agree that they trust reputable media outlets



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent do you agree or disagree with the following statements?

yabble

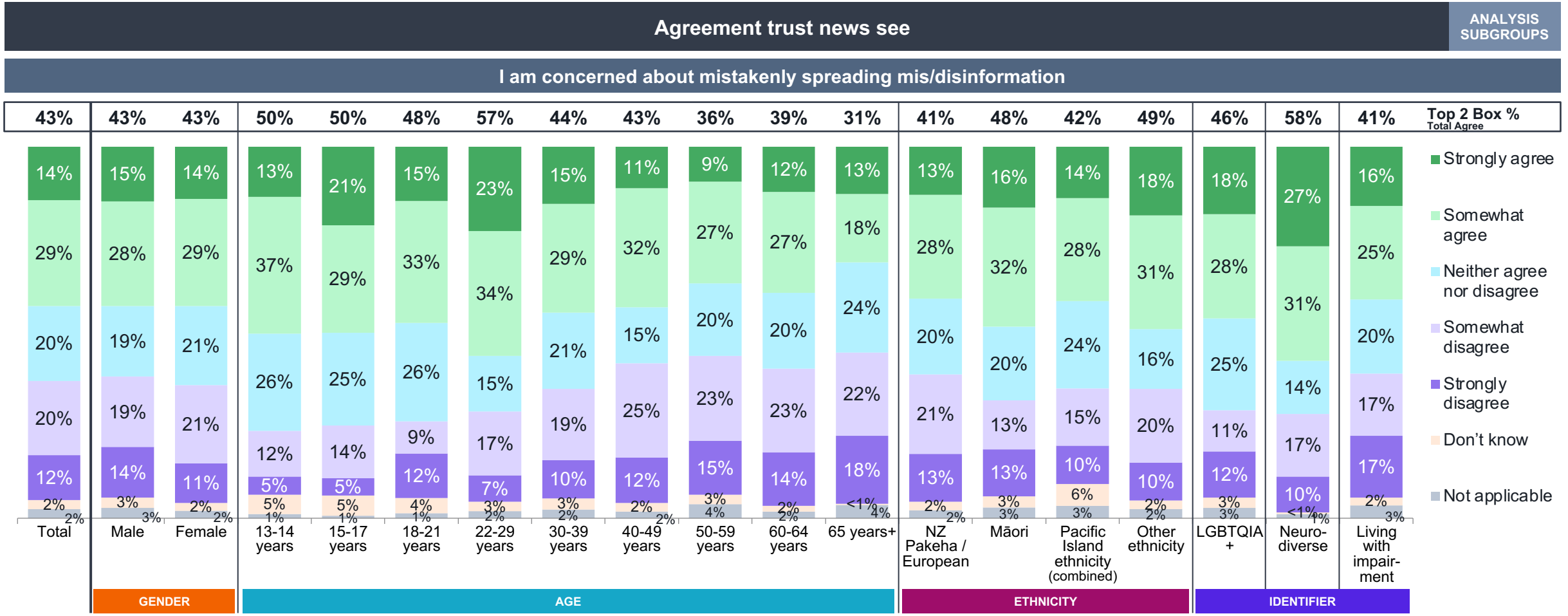
Those aged 22-29 years and neurodiverse are significantly more likely than average to strongly agree that they are concerned about falling for misinformation



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent do you agree or disagree with the following statements?

yabble

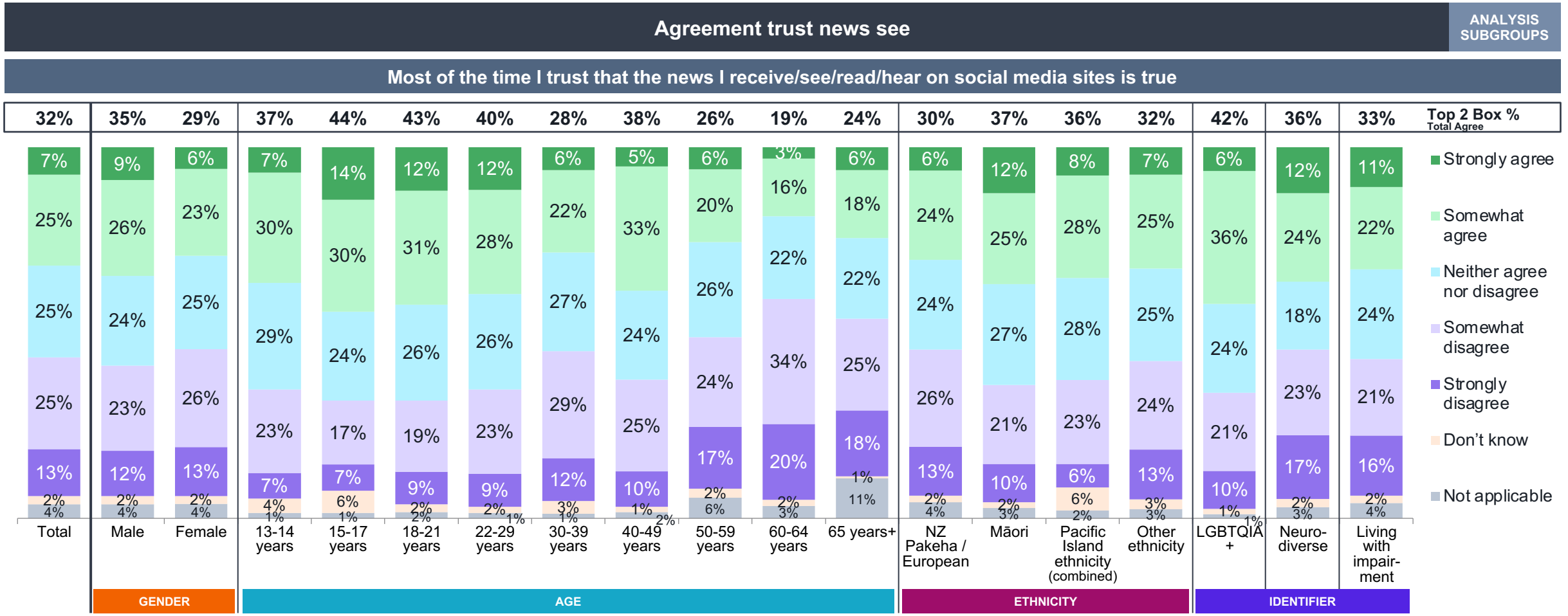
We see a similar profile for concern about spreading misinformation, with those aged 22-29 years and neurodiverse significantly more likely to strongly agree they are concerned about spreading misinformation



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent do you agree or disagree with the following statements?

yabble

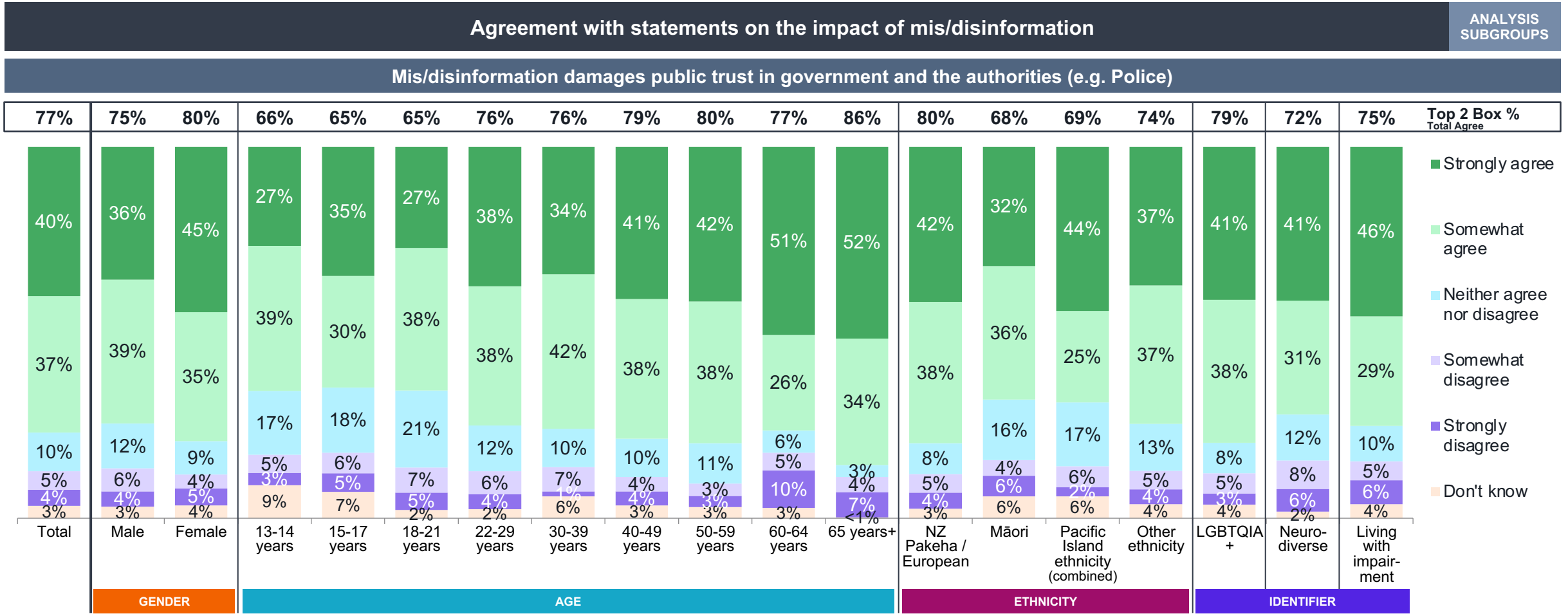
Trust in the news on social media is highest among 15-29 year olds and Māori, with the proportion strongly agreeing with this statement significantly higher than average



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent do you agree or disagree with the following statements?

yabble

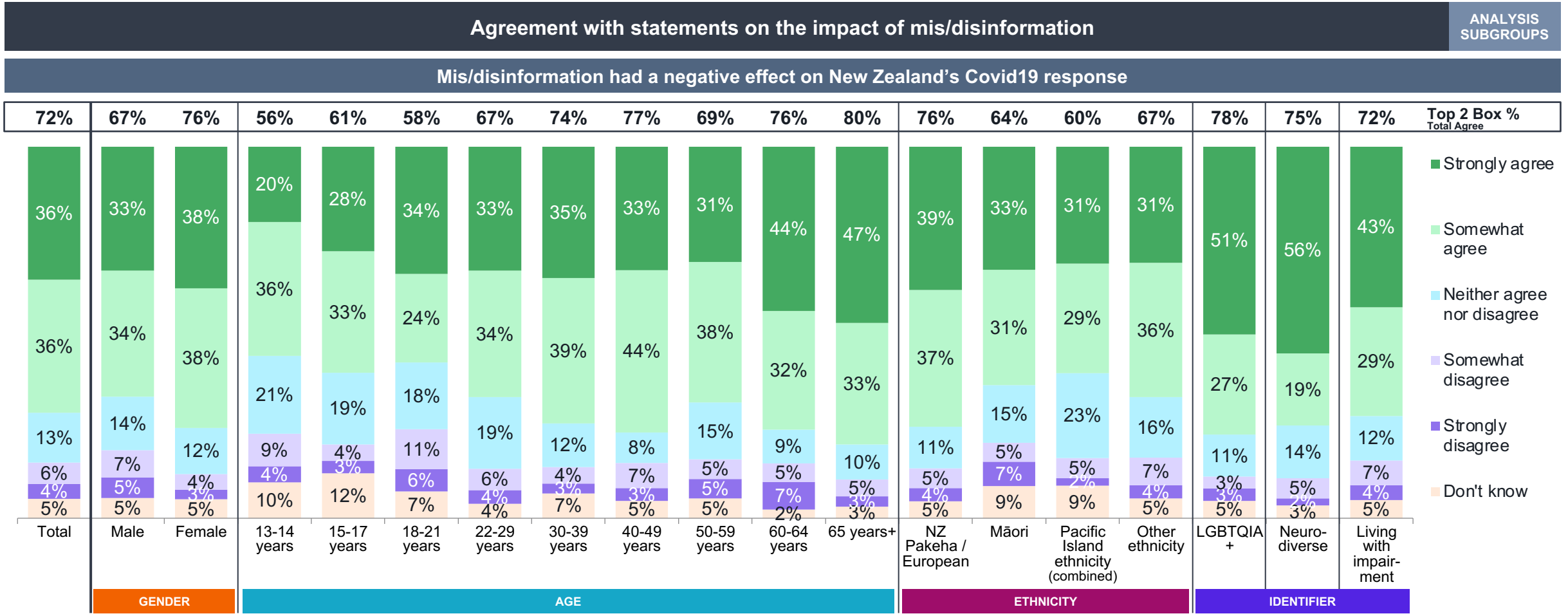
Older NZers 60 years and older are significantly more likely than average to agree that misinformation damages trust in government. New Zealanders aged under 22 years and Māori are significantly more likely to say they sit on the fence with this statement



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent do you agree or disagree with the following statements?

yabble

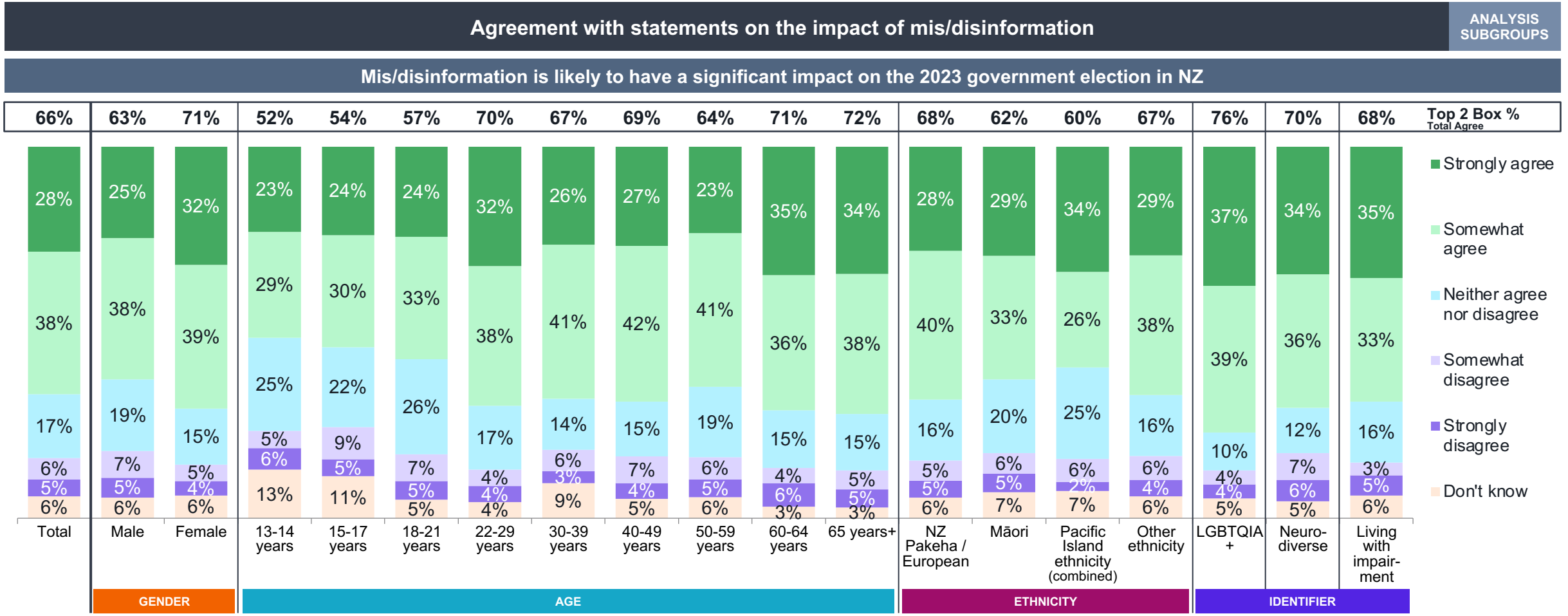
Again, NZers aged 60+, as well as LGBTQIA+ and neurodiverse are significantly more likely thank average to strongly agree that misinformation has had a negative effect on NZ's Covid 19 response



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent do you agree or disagree with the following statements?

yabble

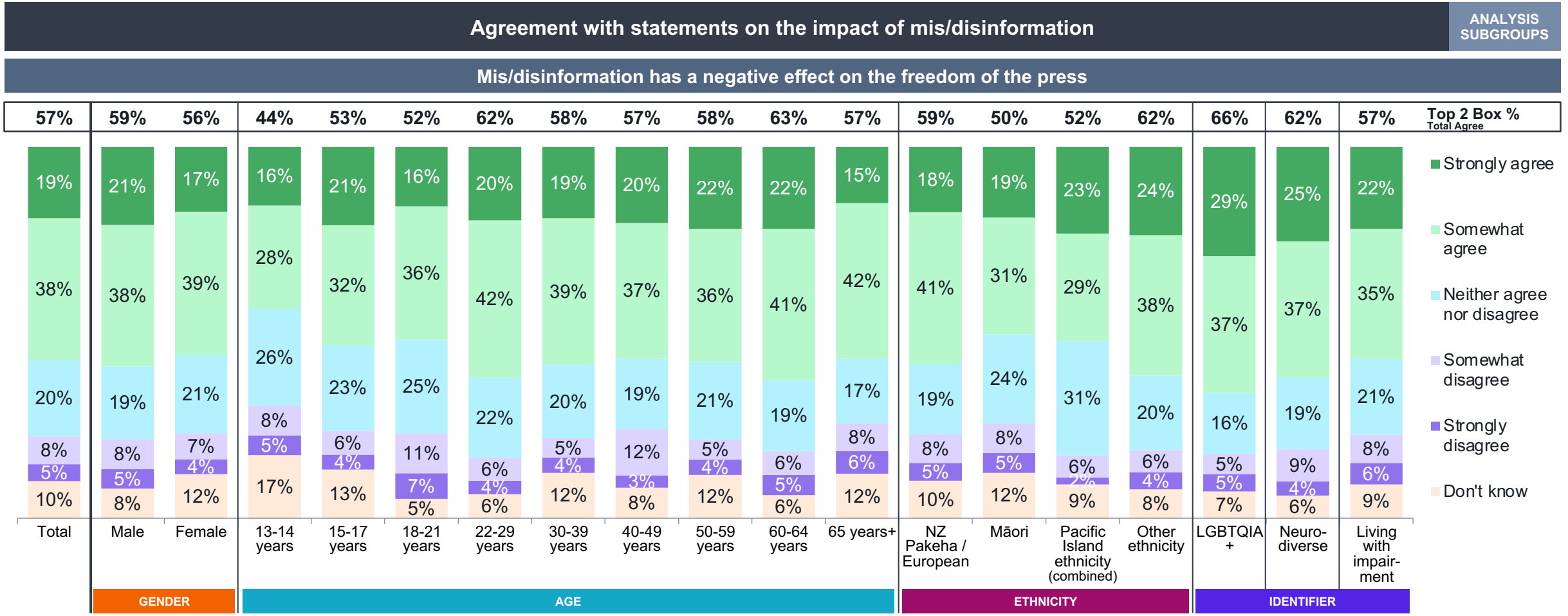
Females are significantly more likely than males to strongly agree that misinformation is likely to have a significant impact on the 2023 election in New Zealand



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent do you agree or disagree with the following statements?

yabble

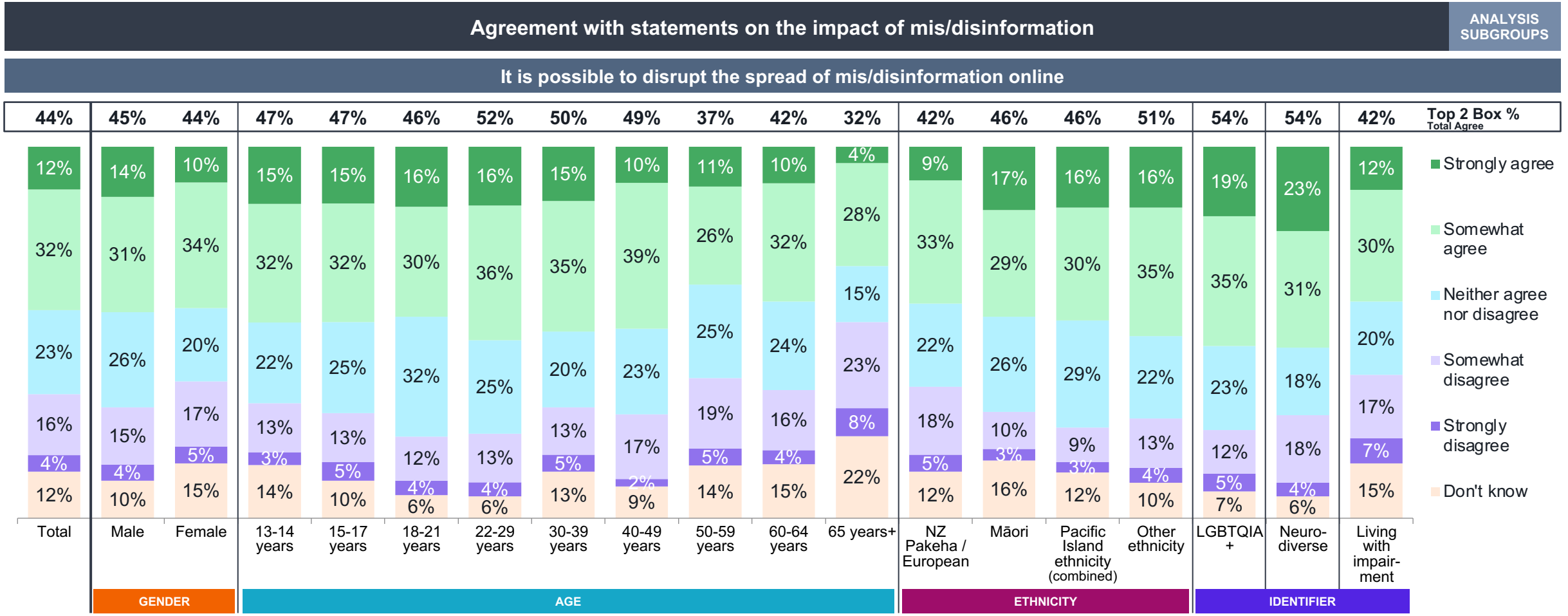
LGBTQIA+ are significantly more likely than average to strongly agree that misinformation has a negative effect on the freedom of the press



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent do you agree or disagree with the following statements?

yabble

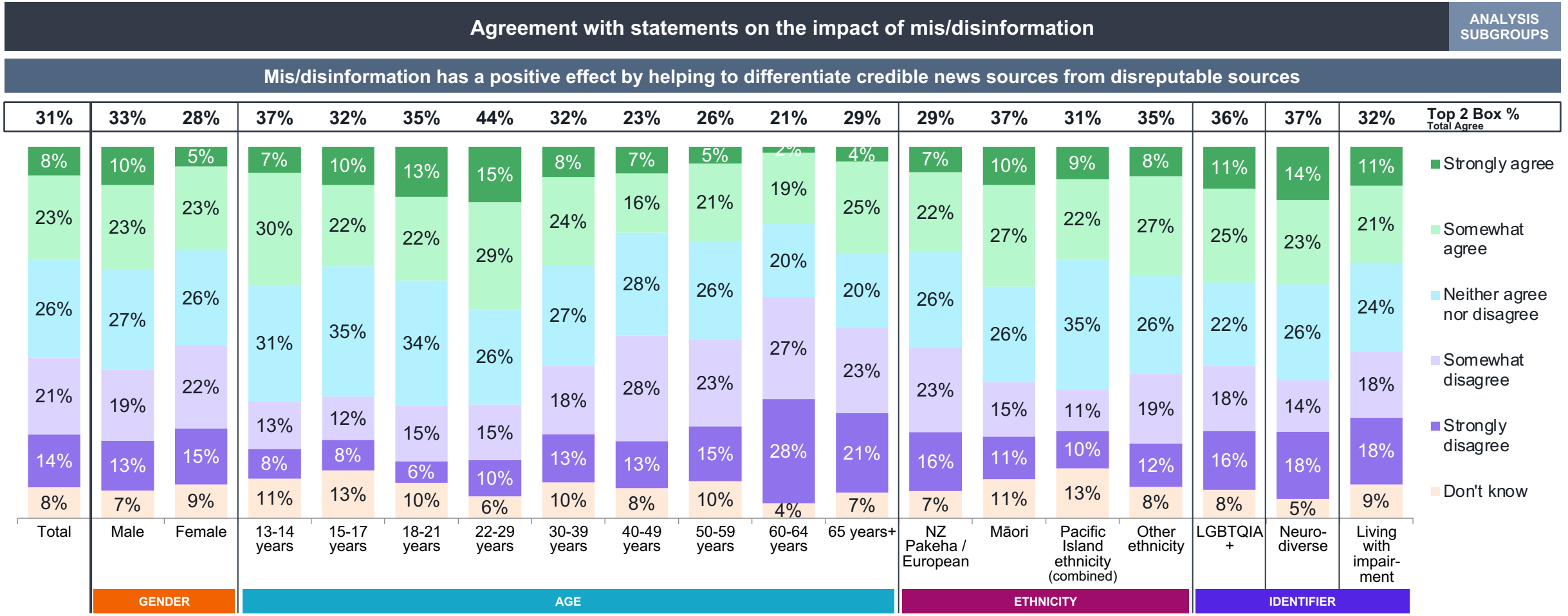
People who identify with ethnicities other than NZ European are significantly more likely than NZ European to strongly agree that it is possible to stop the spread of misinformation online



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent do you agree or disagree with the following statements?

yabble

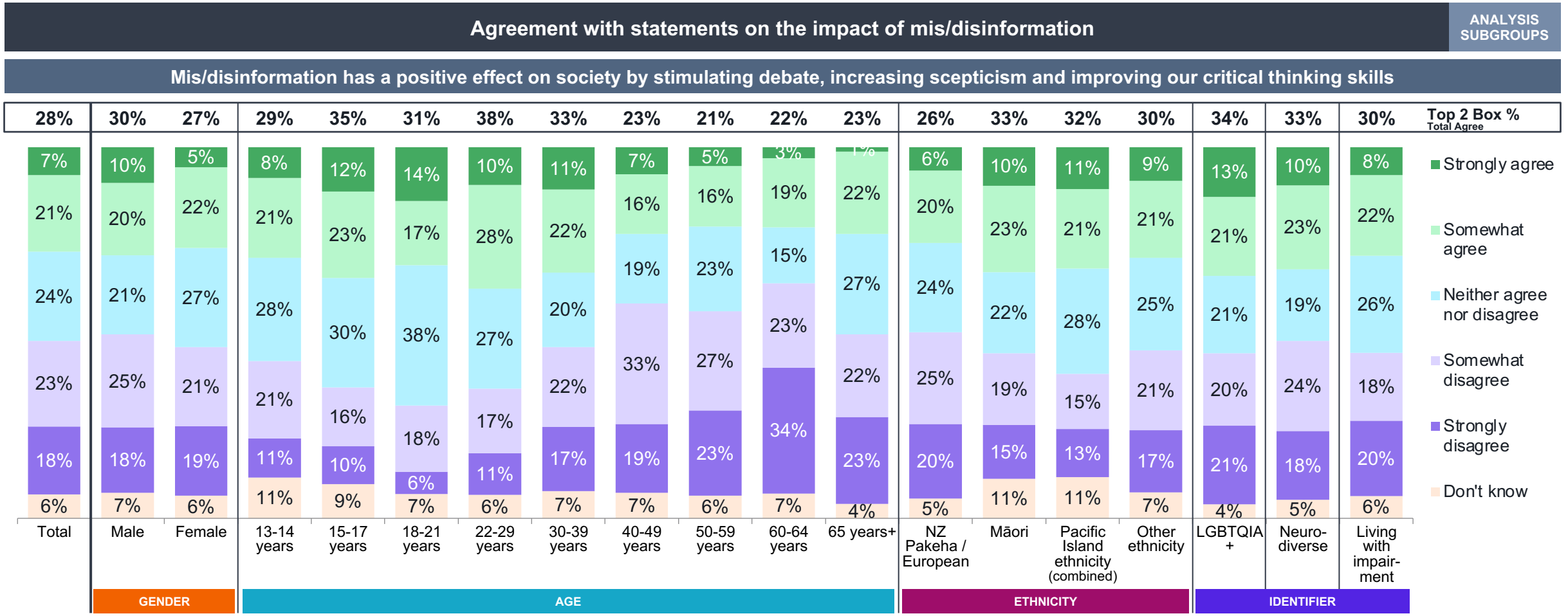
Those aged 22-29 years and neurodiverse are both significantly more likely than average to strongly agree that misinformation has a positive effect in helping to differentiate credible vs. disreputable news sources



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent do you agree or disagree with the following statements?

yabble

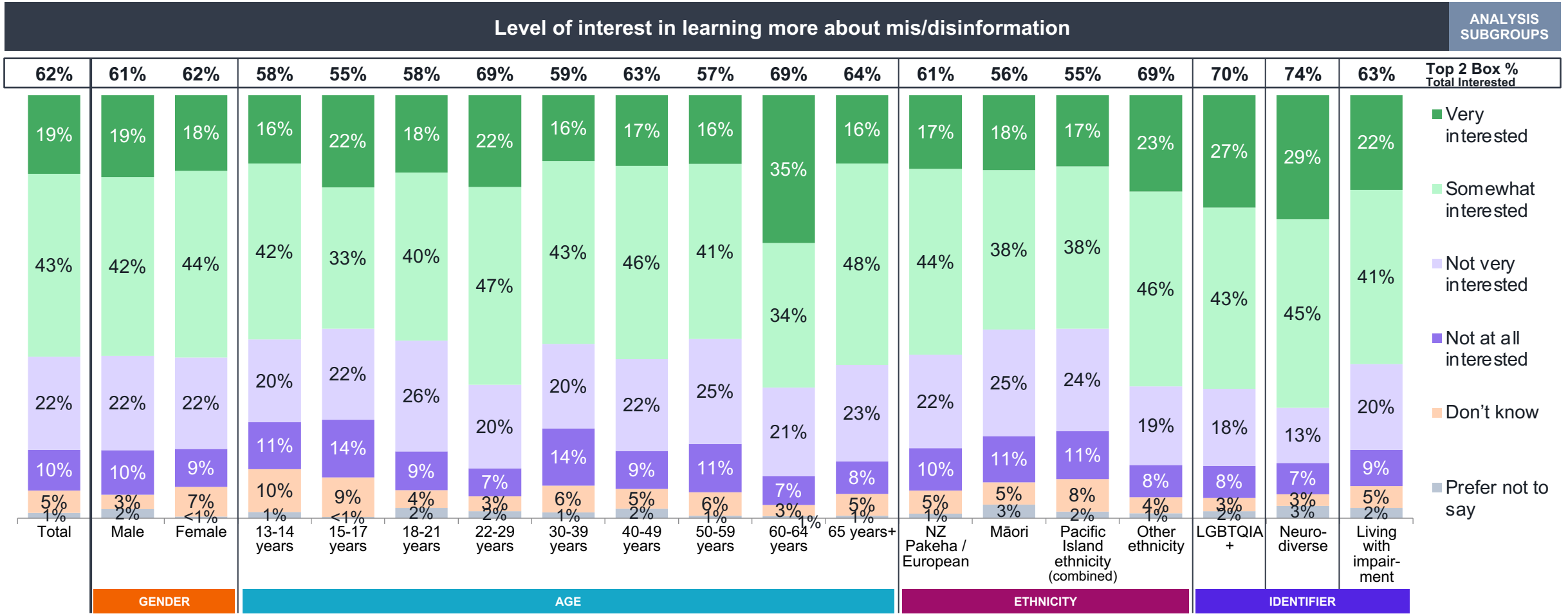
More people disagreed than agreed with the statement that misinformation has a positive effect by stimulating debate – this disagreement was more evident among those aged 60-64 years, who were significantly more likely than average to strongly disagree with this



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. To what extent do you agree or disagree with the following statements?

yabble

While three in five are at least somewhat interested in learning more about misinformation, just one in five say they are very interested. Concerning given the low level of confidence that they could recognise misinformation



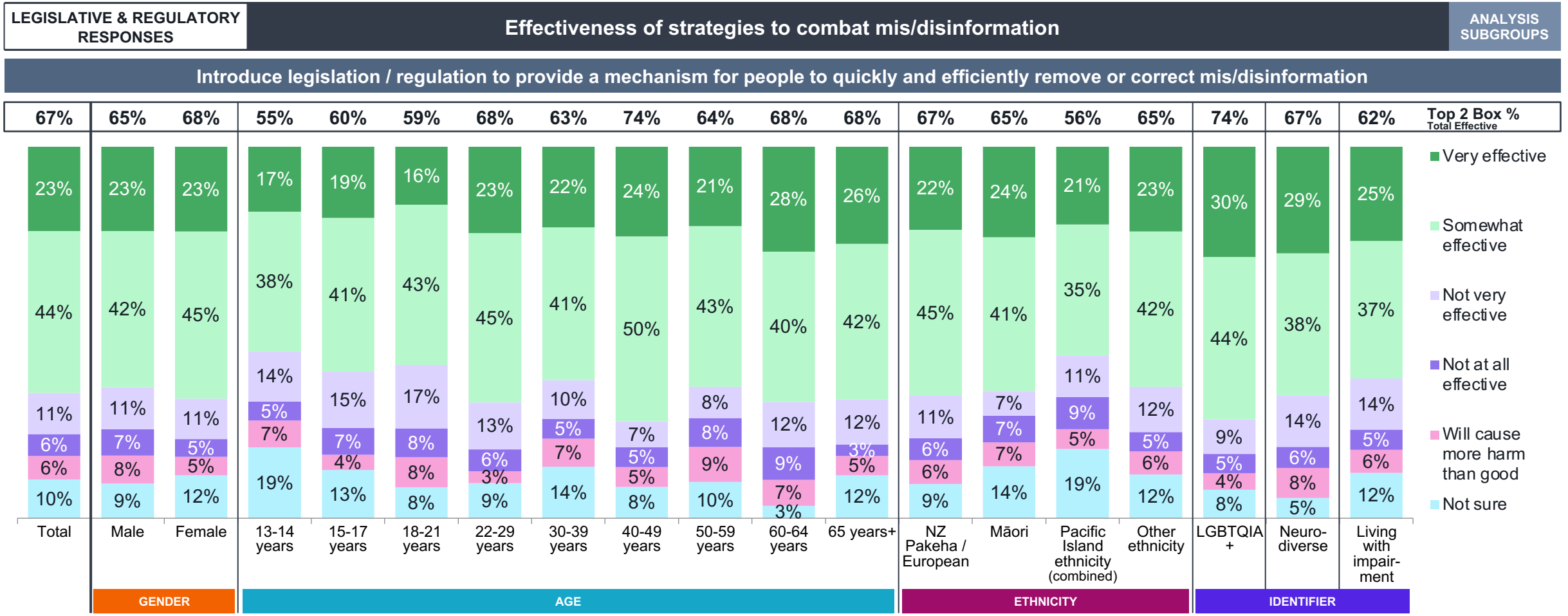
Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. How interested would you be in learning more about how to identify mis/disinformation?

yabble

Strategies and funding to combat misinformation by subgroup

yabble

Legislative responses: Introduce legislation / regulation to provide a mechanism for people to quickly and efficiently remove or correct mis/disinformation



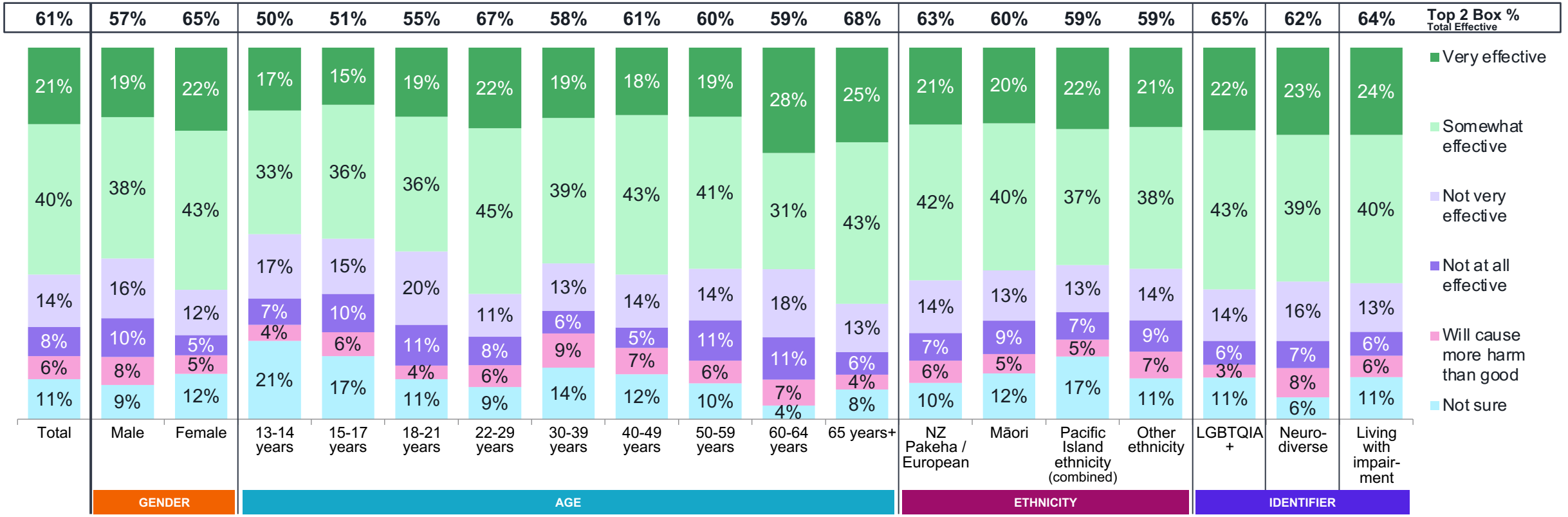
Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

yabble

Legislative responses: Impose same journalistic standards on social media as apply to media journalists

LEGISLATIVE & REGULATORY RESPONSES | Effectiveness of strategies to combat mis/disinformation | ANALYSIS SUBGROUPS

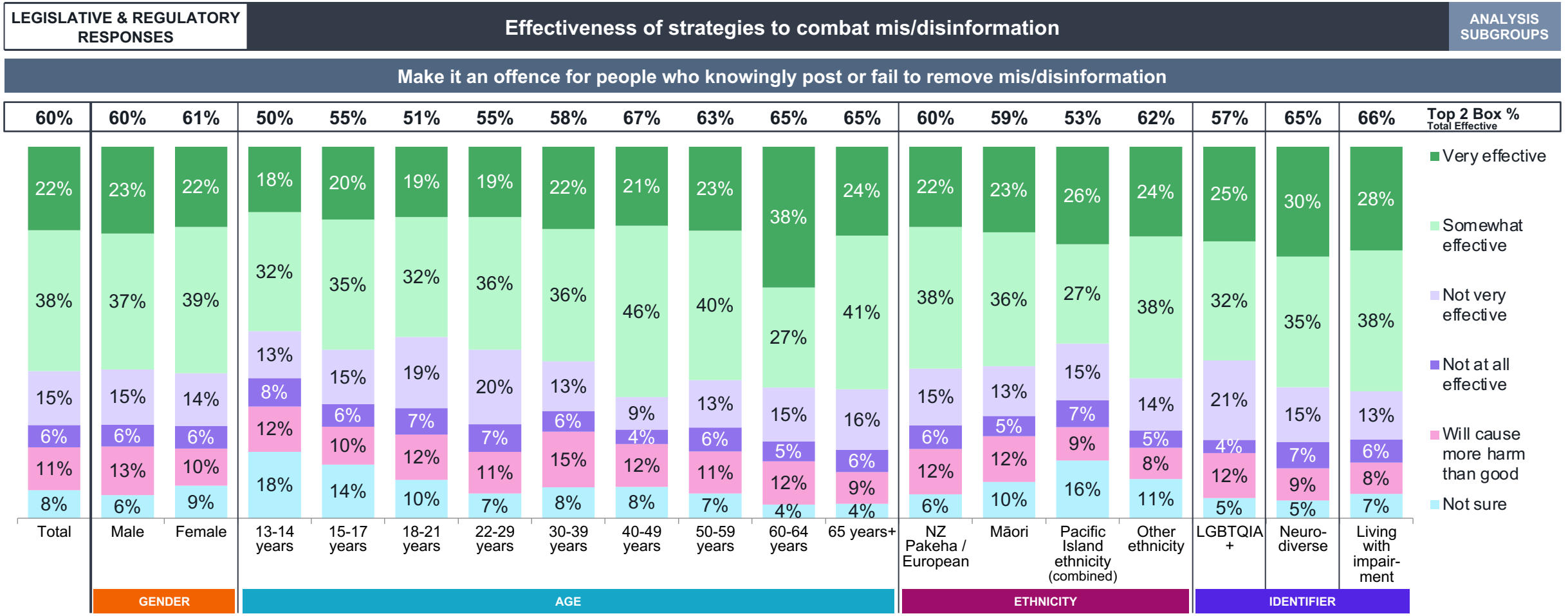
Impose same journalistic standards on social media as apply to media journalists



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

yabble

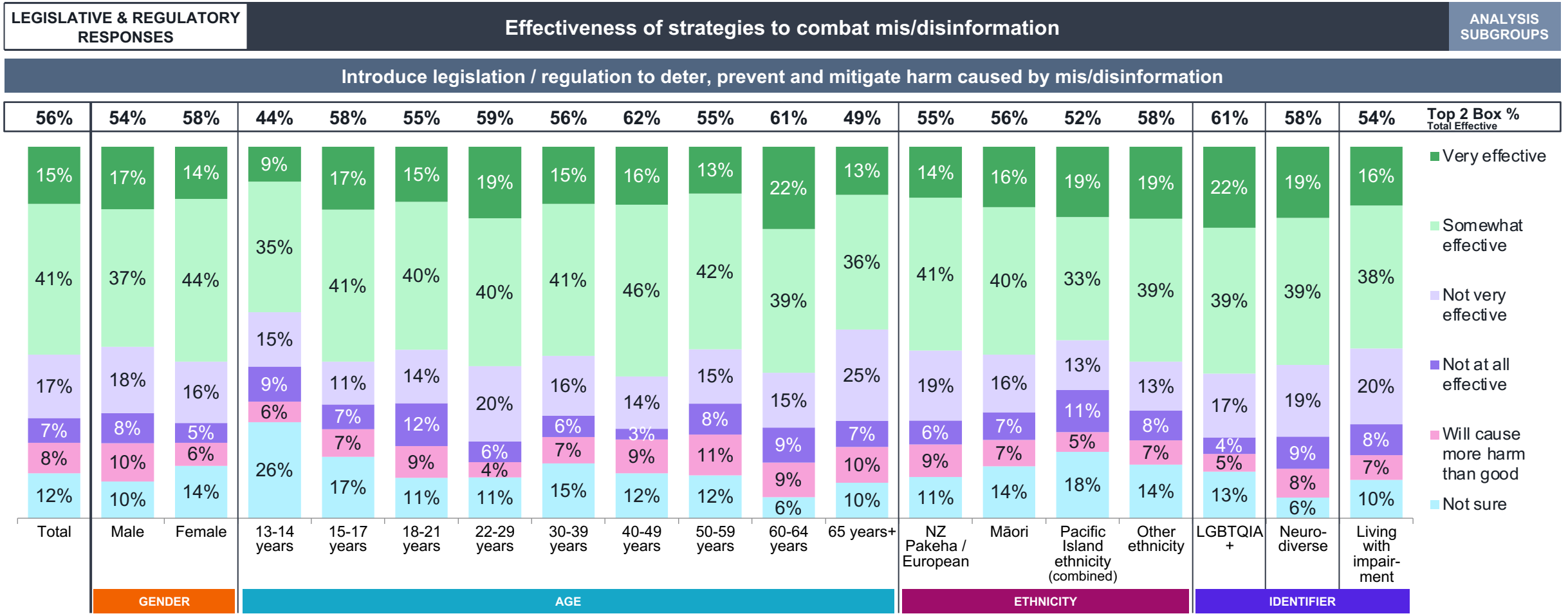
Legislative responses: Make it an offence for people who knowingly post or fail to remove mis/disinformation



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

yabble

Legislative responses: Introduce legislation / regulation to deter, prevent and mitigate harm caused by mis/disinformation



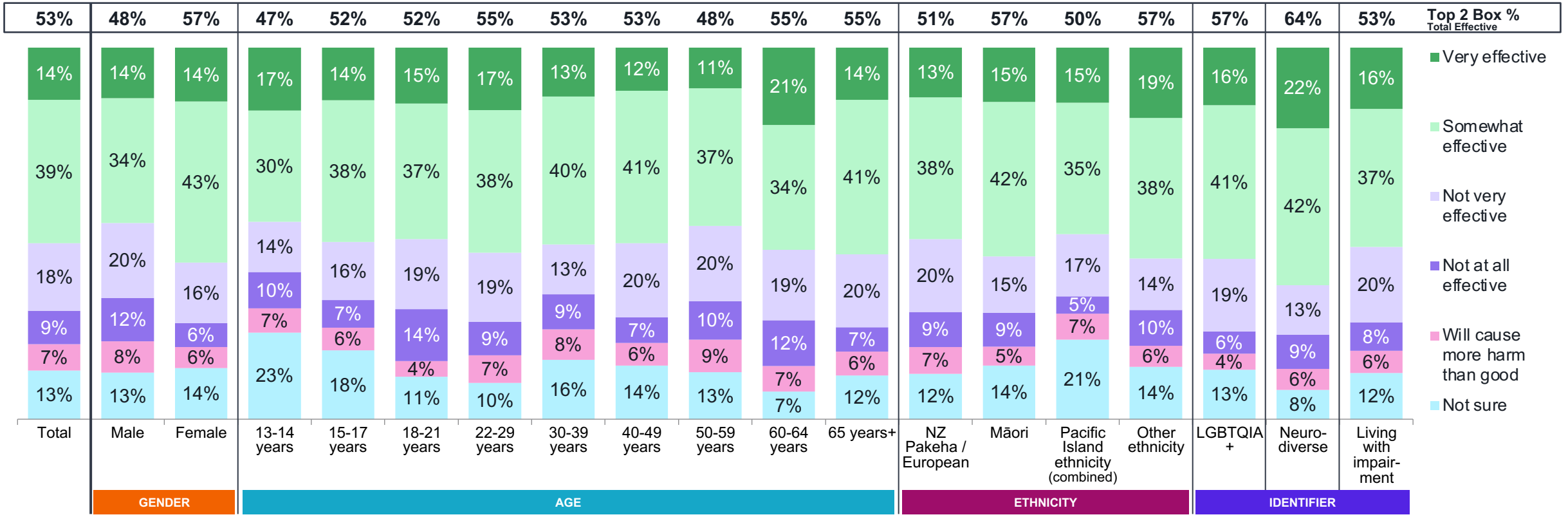
Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

yabble

Legislative responses: Impose same academic standards on social media as apply to academically credible research

LEGISLATIVE & REGULATORY RESPONSES | Effectiveness of strategies to combat mis/disinformation | ANALYSIS SUBGROUPS

Impose same academic standards on social media as apply to academically credible research



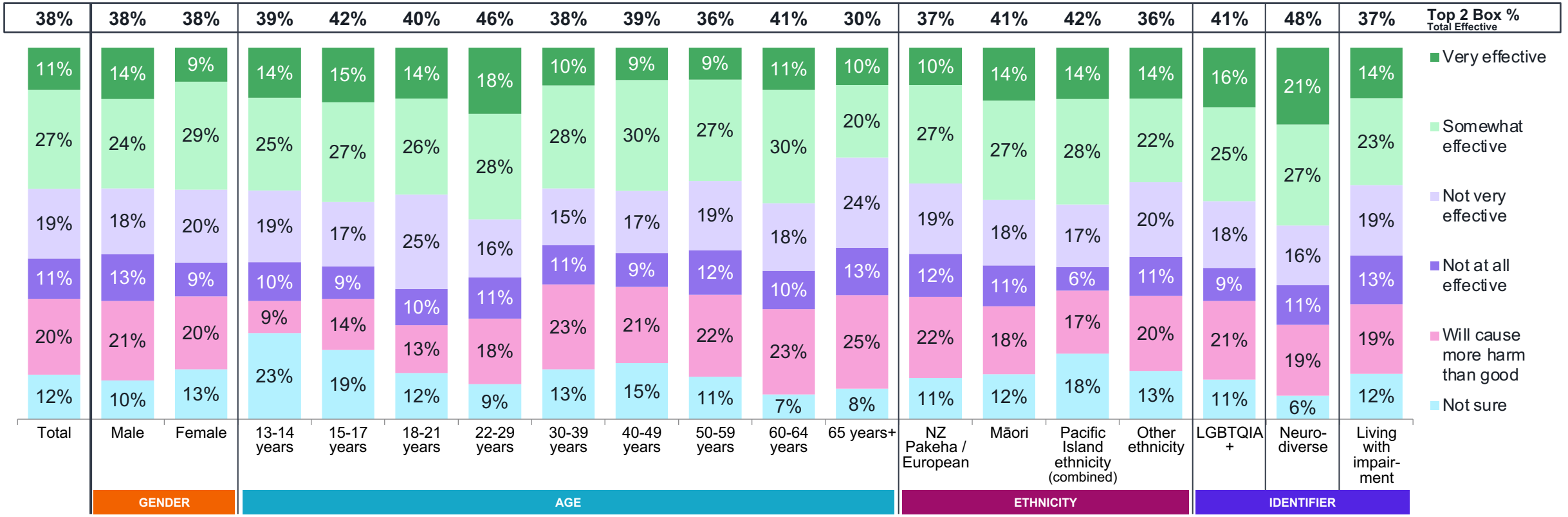
Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

yabble

Legislative responses: Introduce legislation / regulation which censures people from sharing opinions online which others consider mis/disinformation

LEGISLATIVE & REGULATORY RESPONSES | Effectiveness of strategies to combat mis/disinformation | ANALYSIS SUBGROUPS

Introduce legislation / regulation which censures people from sharing opinions online which others consider mis/disinformation



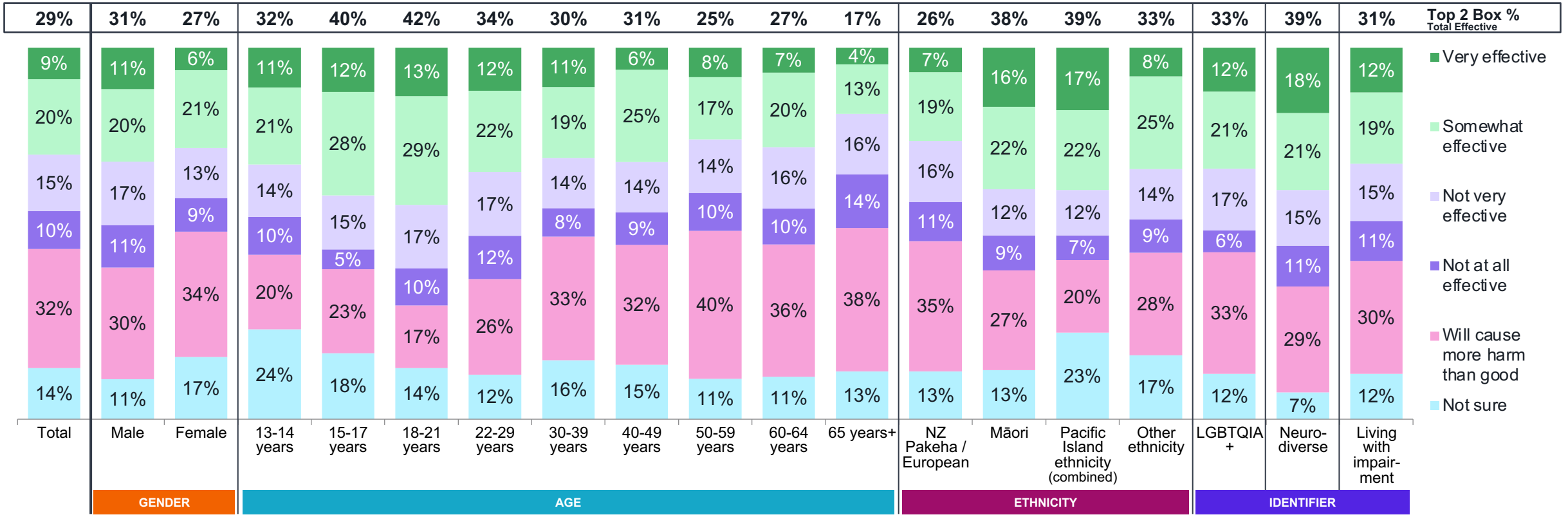
Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

yabble

Legislative responses: Amend section 14 of the Bill of Rights Act 1990 to restrict freedom of speech

LEGISLATIVE & REGULATORY RESPONSES | Effectiveness of strategies to combat mis/disinformation | ANALYSIS SUBGROUPS

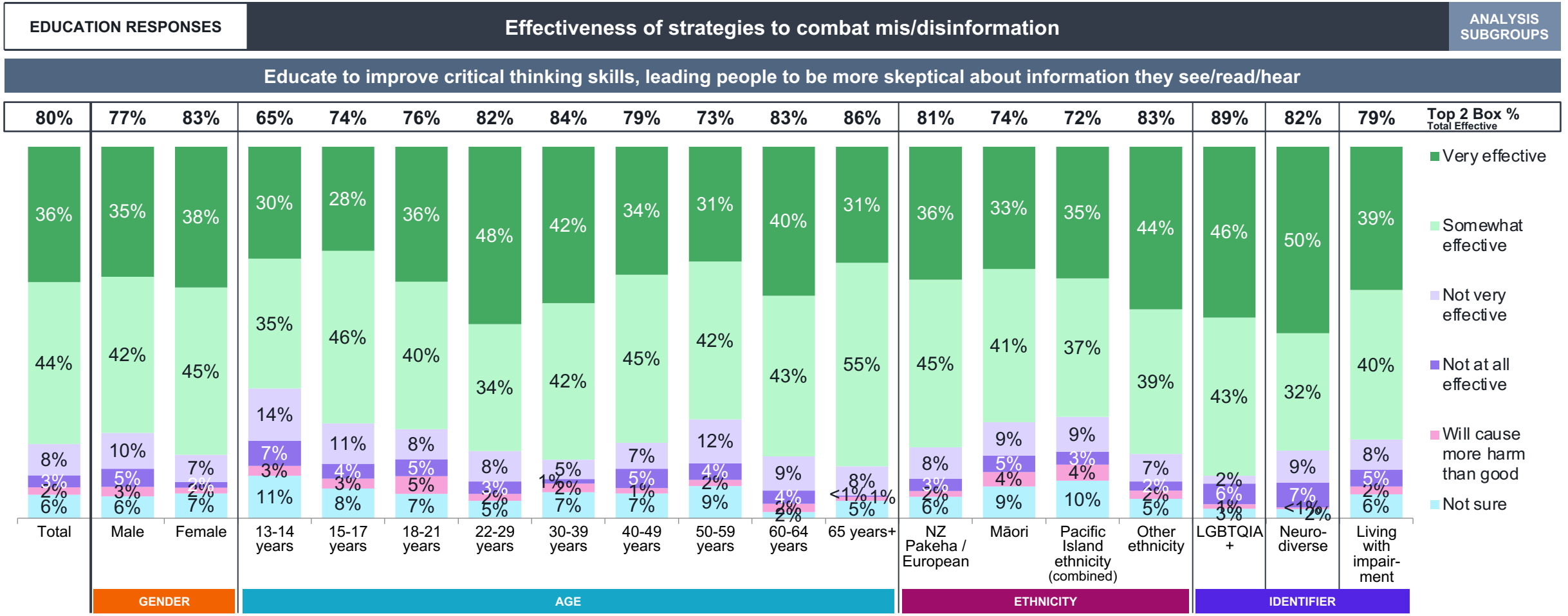
Amend section 14 of the Bill of Rights Act 1990 to restrict freedom of speech. The current clause states: Everyone has the right to freedom of expression, including the freedom to seek, receive, and impart information and opinions of any kind in any form.



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

yabble

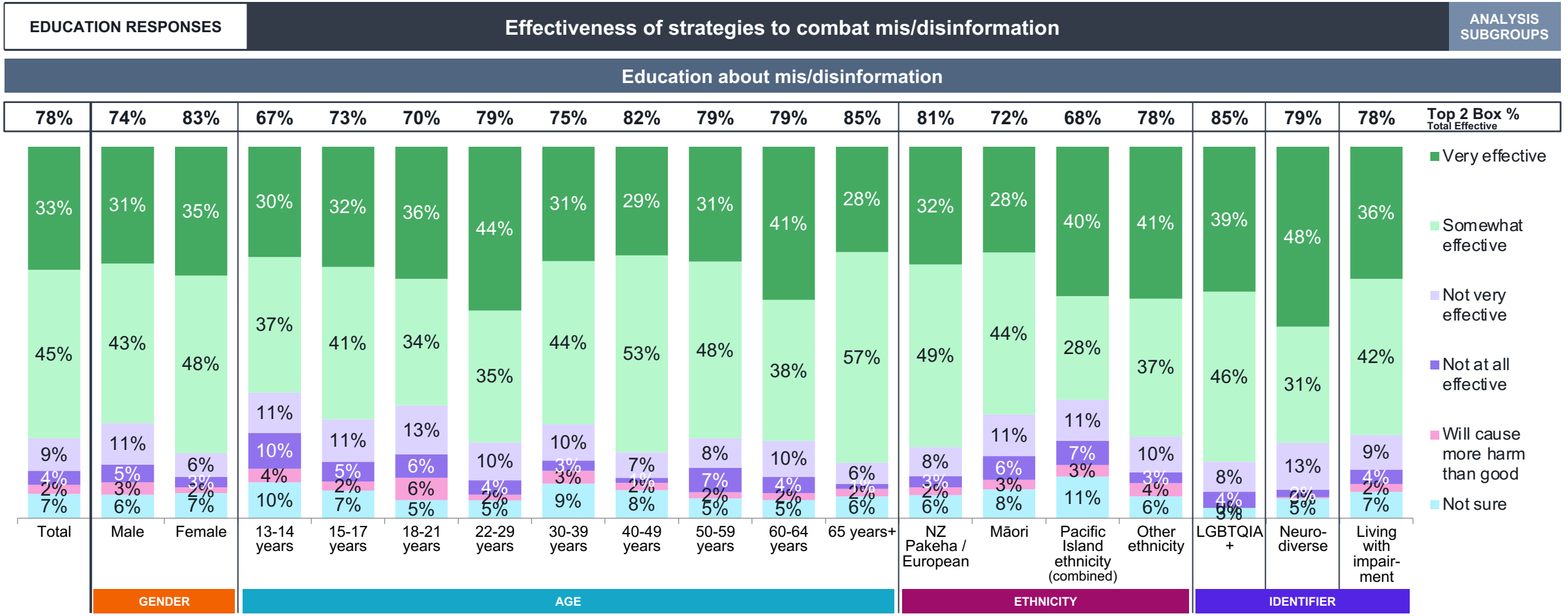
Education responses: Educate to improve critical thinking skills, leading people to be more skeptical about information they see/read/hear



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

yabble

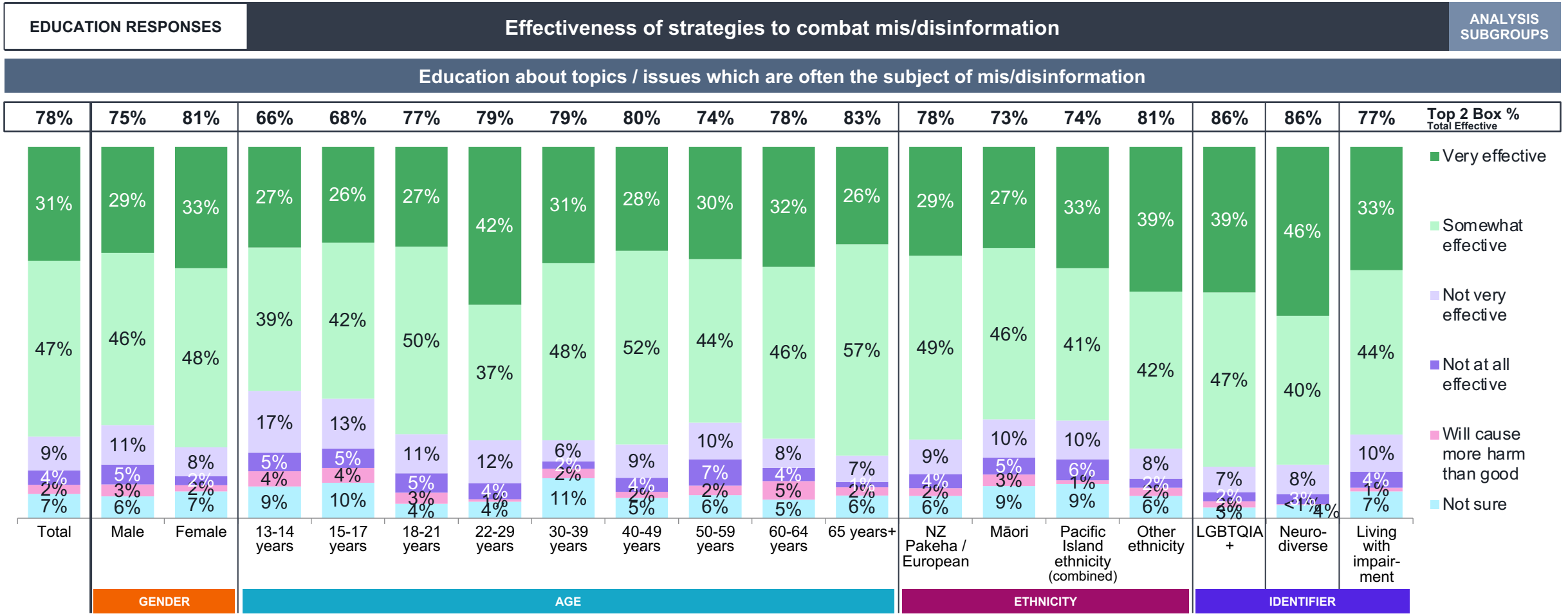
Education responses: Education about mis/disinformation



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

yabble

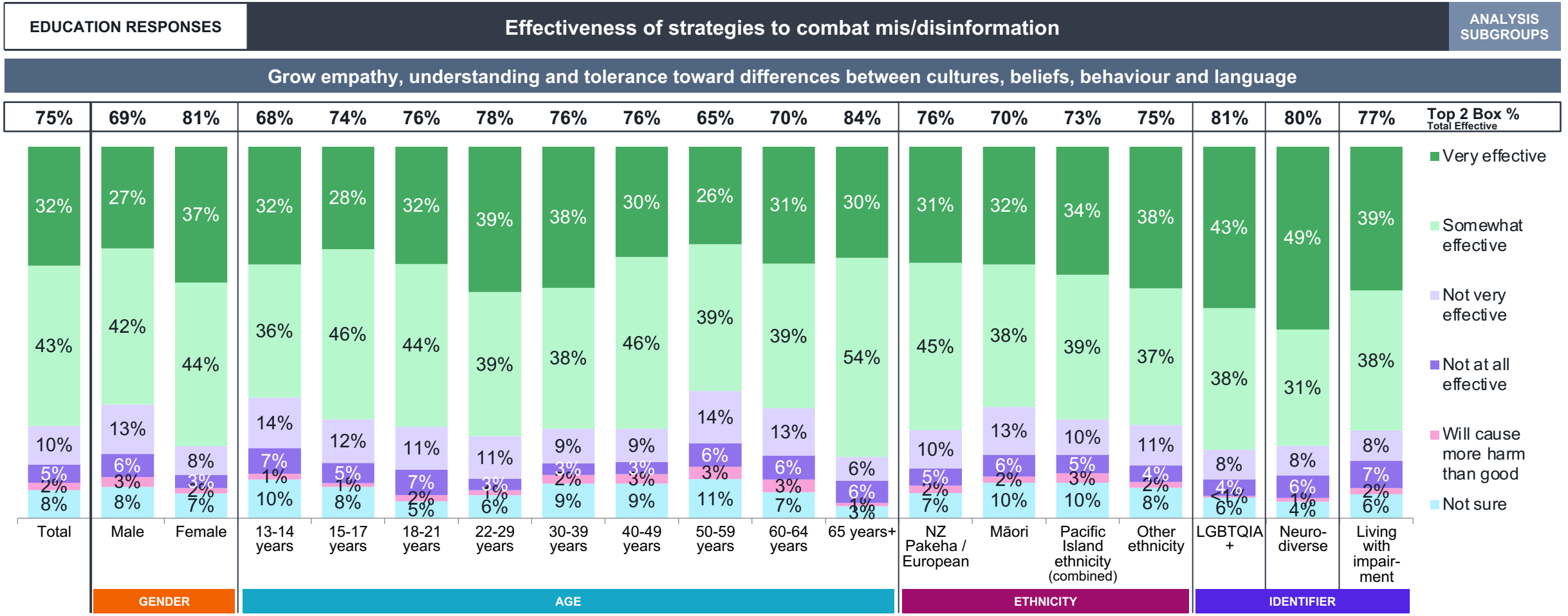
Education responses: Education about topics / issues which are often the subject of mis/disinformation



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

yabble

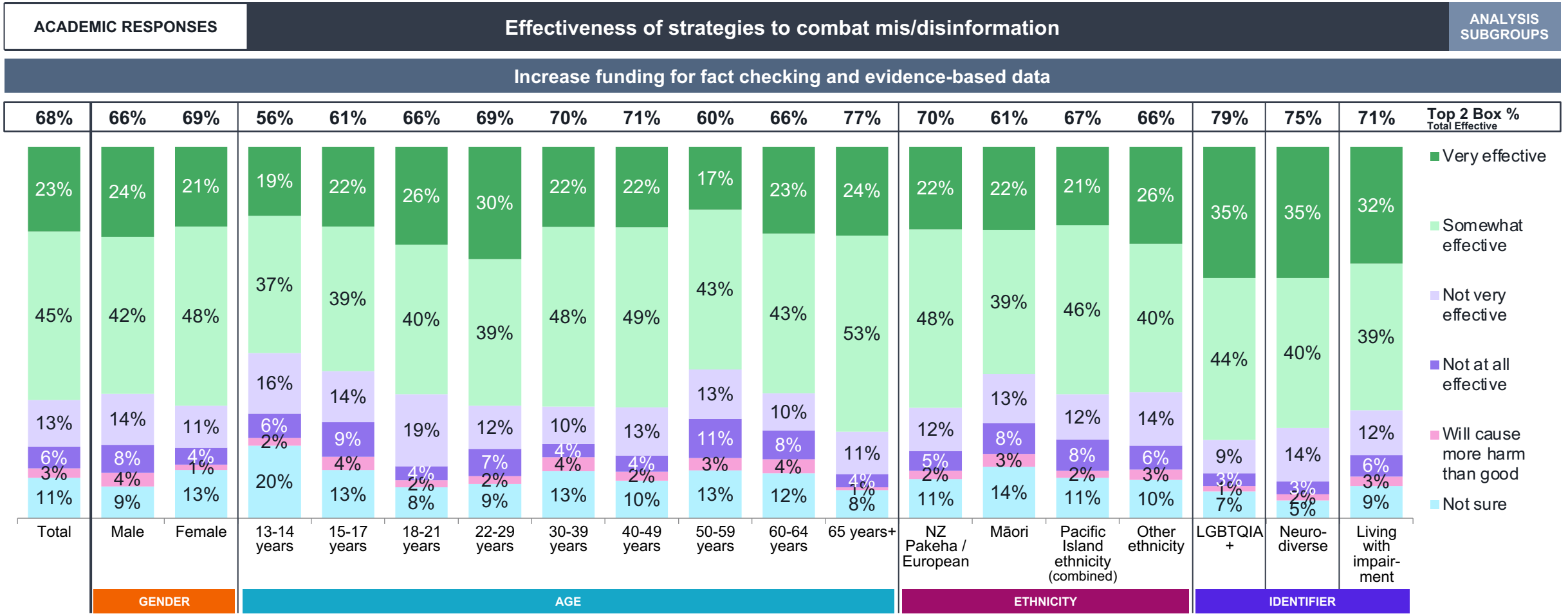
Education responses: Grow empathy, understanding and tolerance toward differences between cultures, beliefs, behaviour and language



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

yabble

Academic responses: Increase funding for fact checking and evidence-based data



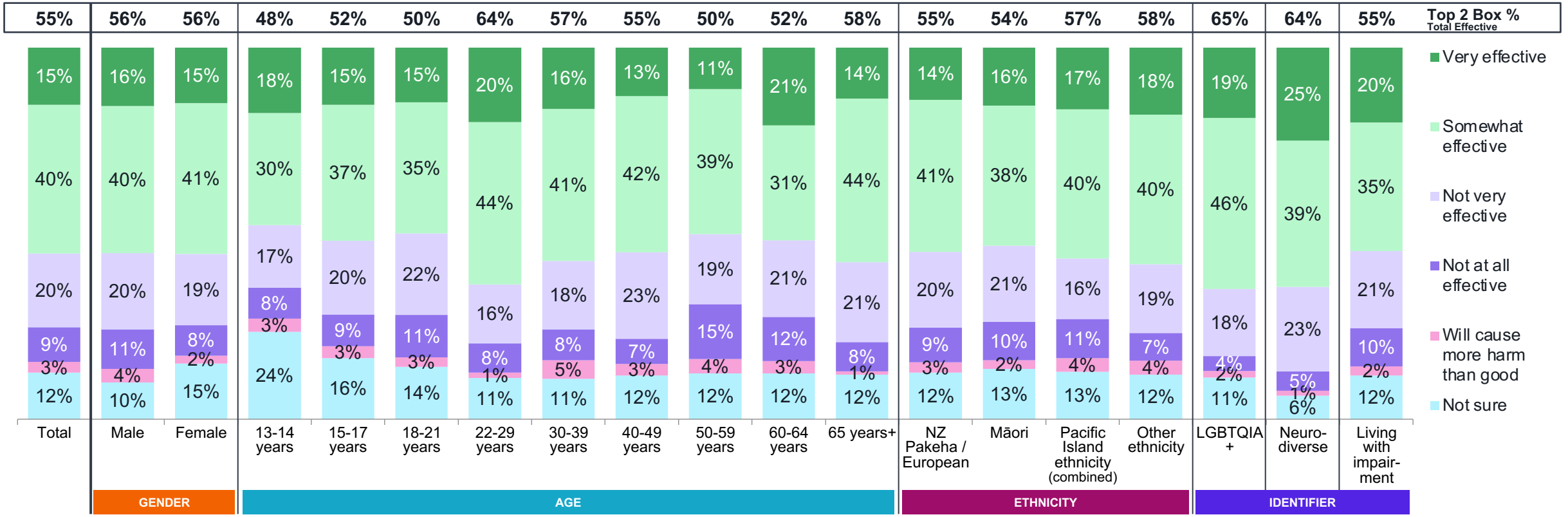
Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

yabble

Academic responses: Increased funding for research into mis/disinformation

ACADEMIC RESPONSES | Effectiveness of strategies to combat mis/disinformation | ANALYSIS SUBGROUPS

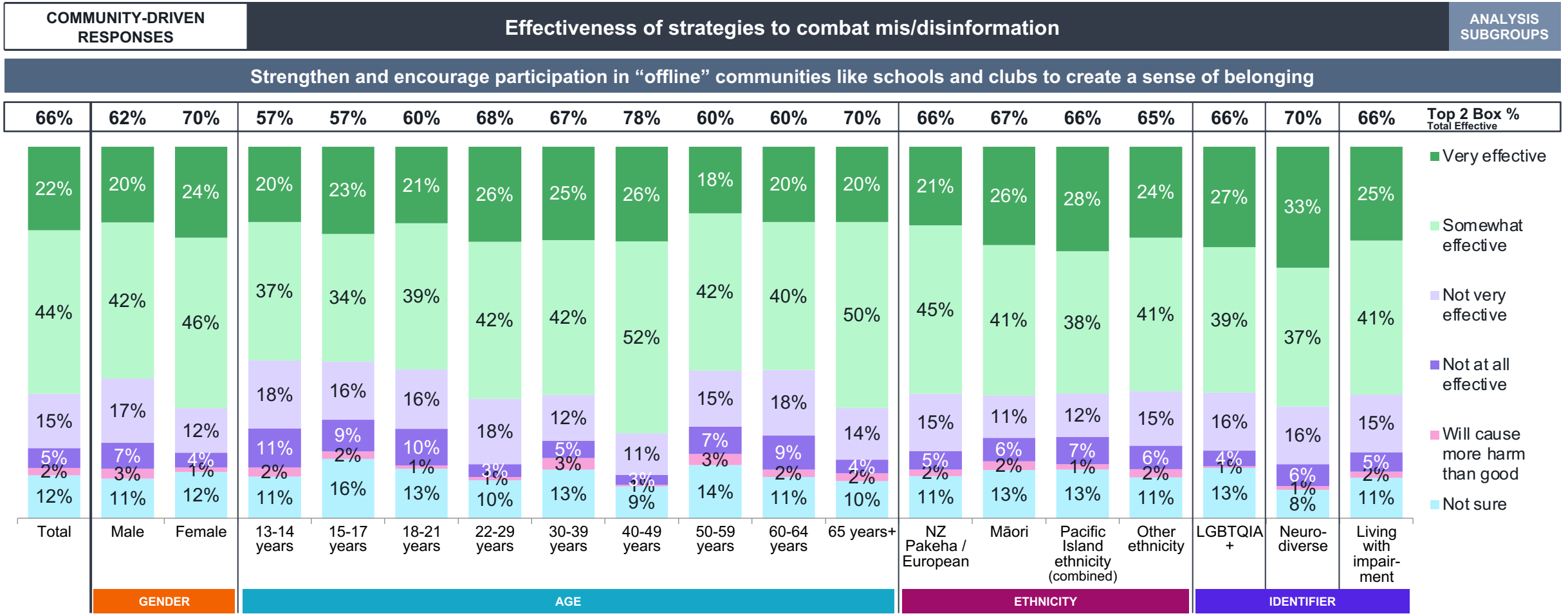
Increased funding for research into mis/disinformation



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

yabble

Community responses: Strengthen and encourage participation in “offline” communities like schools and clubs to create a sense of belonging



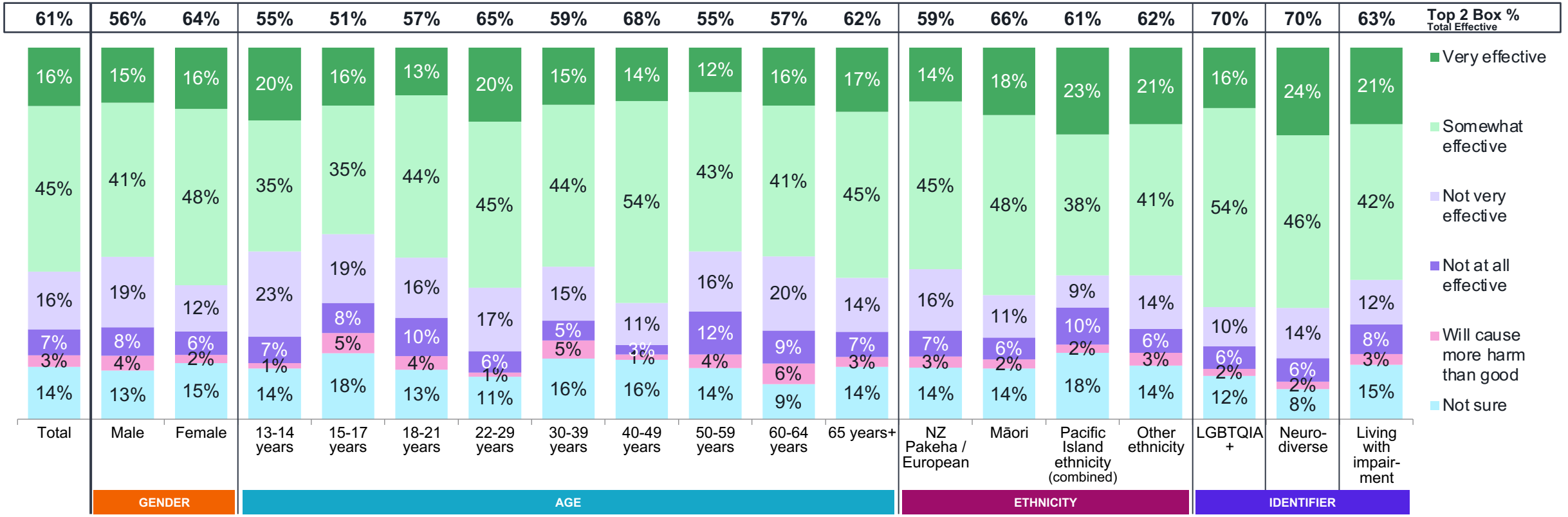
Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

yabble

Community responses: Community driven initiatives to stimulate social change

COMMUNITY-DRIVEN RESPONSES | Effectiveness of strategies to combat mis/disinformation | ANALYSIS SUBGROUPS

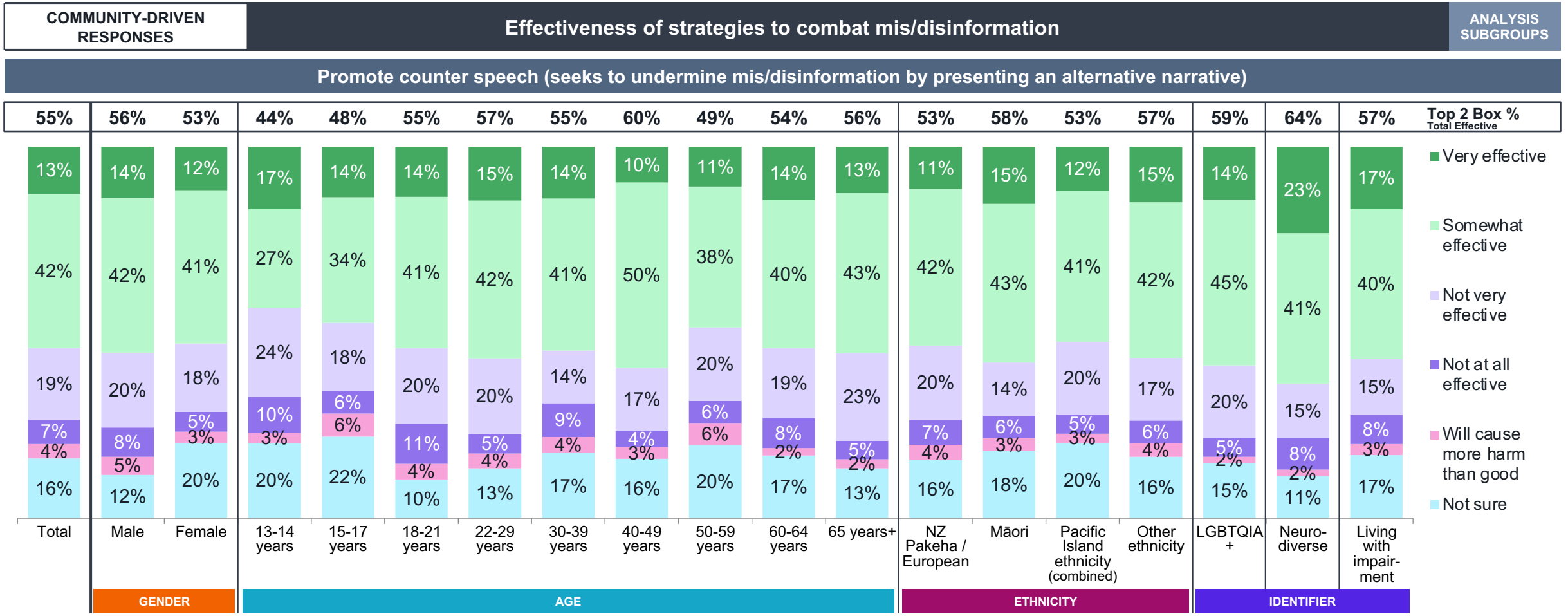
Community driven initiatives to stimulate social change



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

yabble

Community responses: Promote counter speech (seeks to undermine mis/disinformation by presenting an alternative narrative)



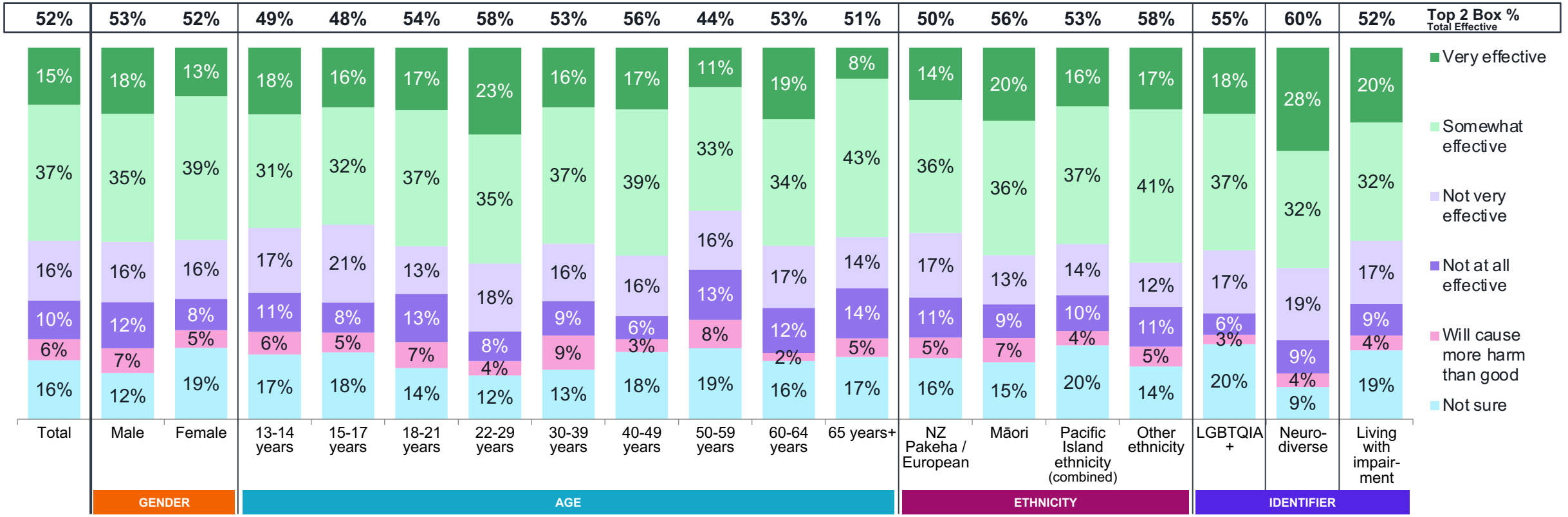
Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

yabble

Community responses: Introduce a “trustworthiness” scoring system

COMMUNITY-DRIVEN RESPONSES | Effectiveness of strategies to combat mis/disinformation | ANALYSIS SUBGROUPS

Introduce a “trustworthiness” scoring system



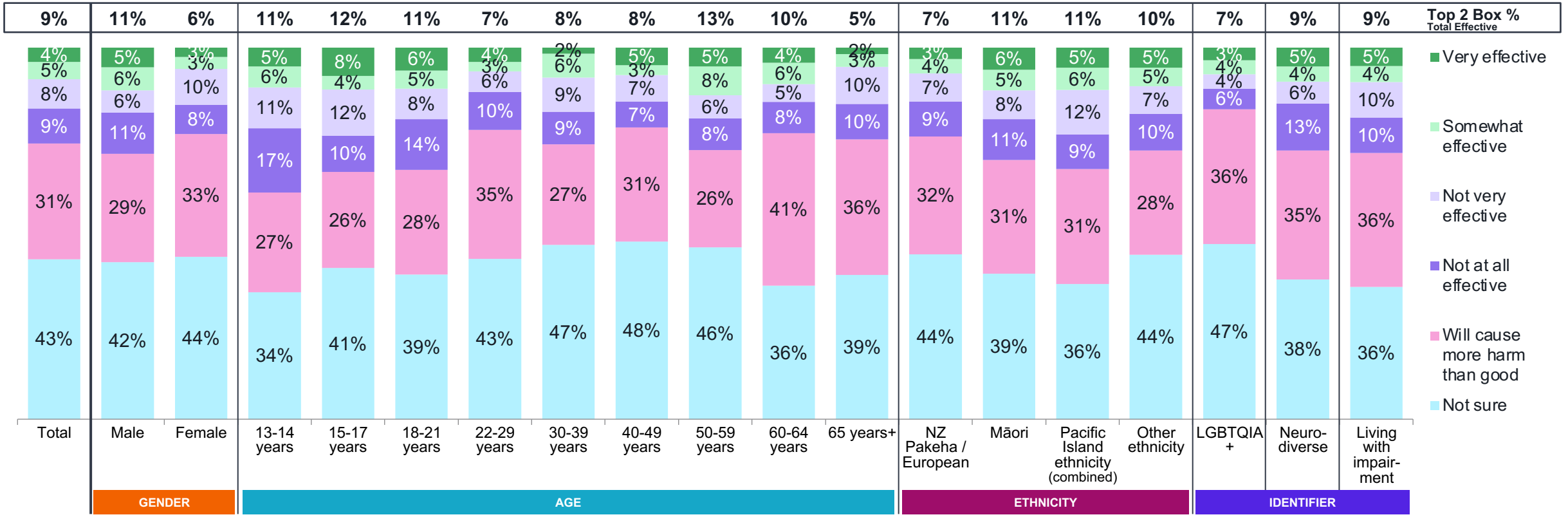
Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

yabble

Platform responses: Improved moderation (i.e. moderating content for inappropriate or offensive content and removing it)

ONLINE PLATFORM RESPONSES | Effectiveness of strategies to combat mis/disinformation | ANALYSIS SUBGROUPS

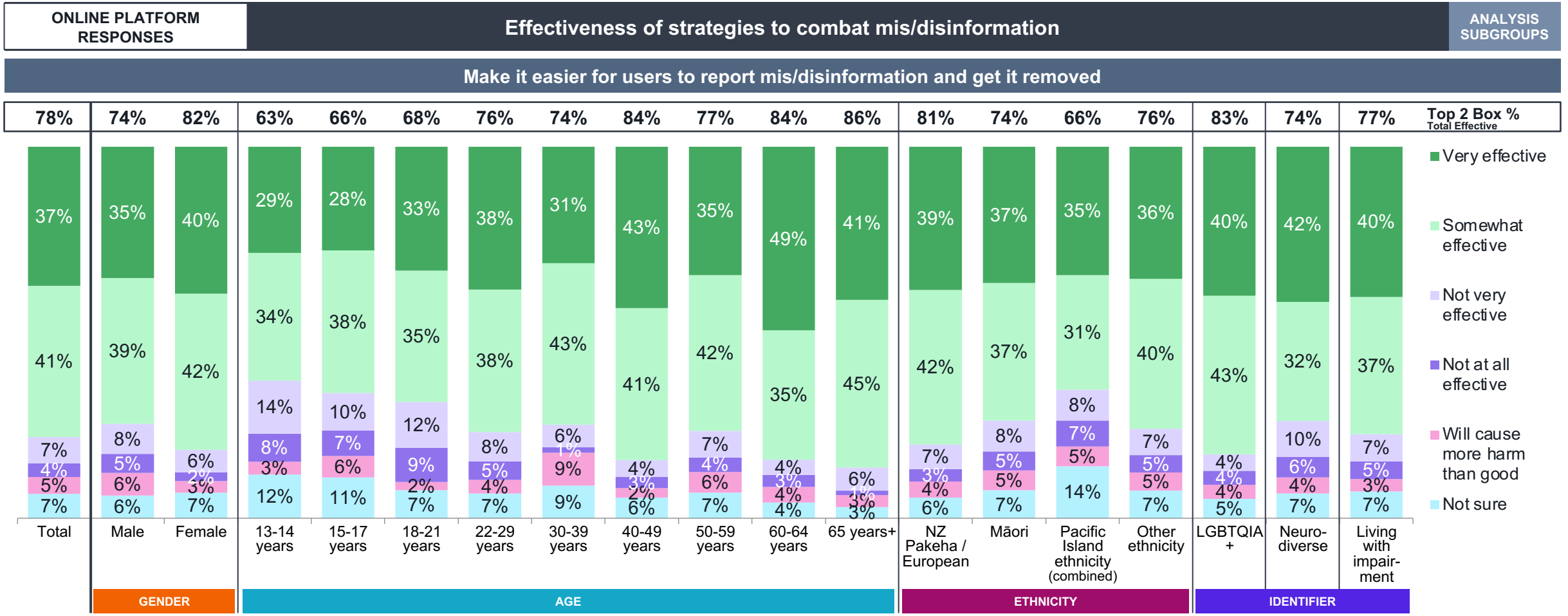
Improved moderation (i.e. moderating content for inappropriate or offensive content and removing it)



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

yabble

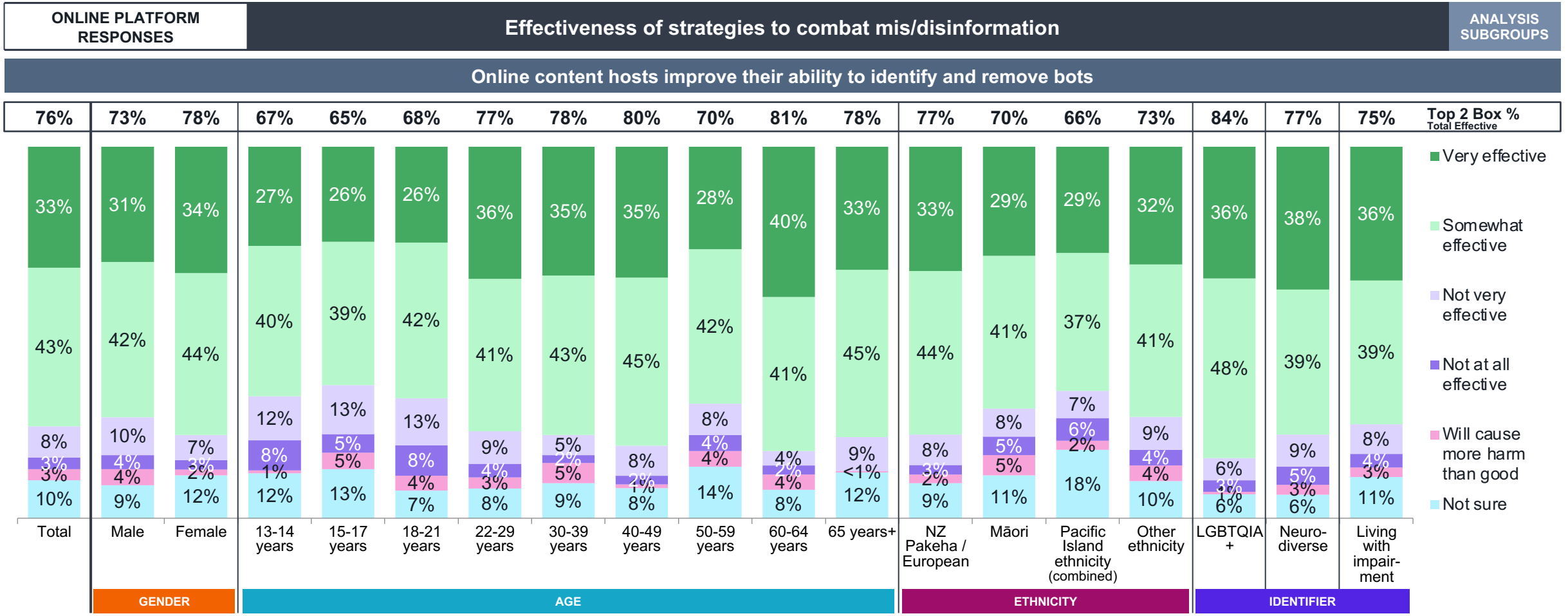
Platform responses: Make it easier for users to report mis/disinformation and get it removed



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

yabble

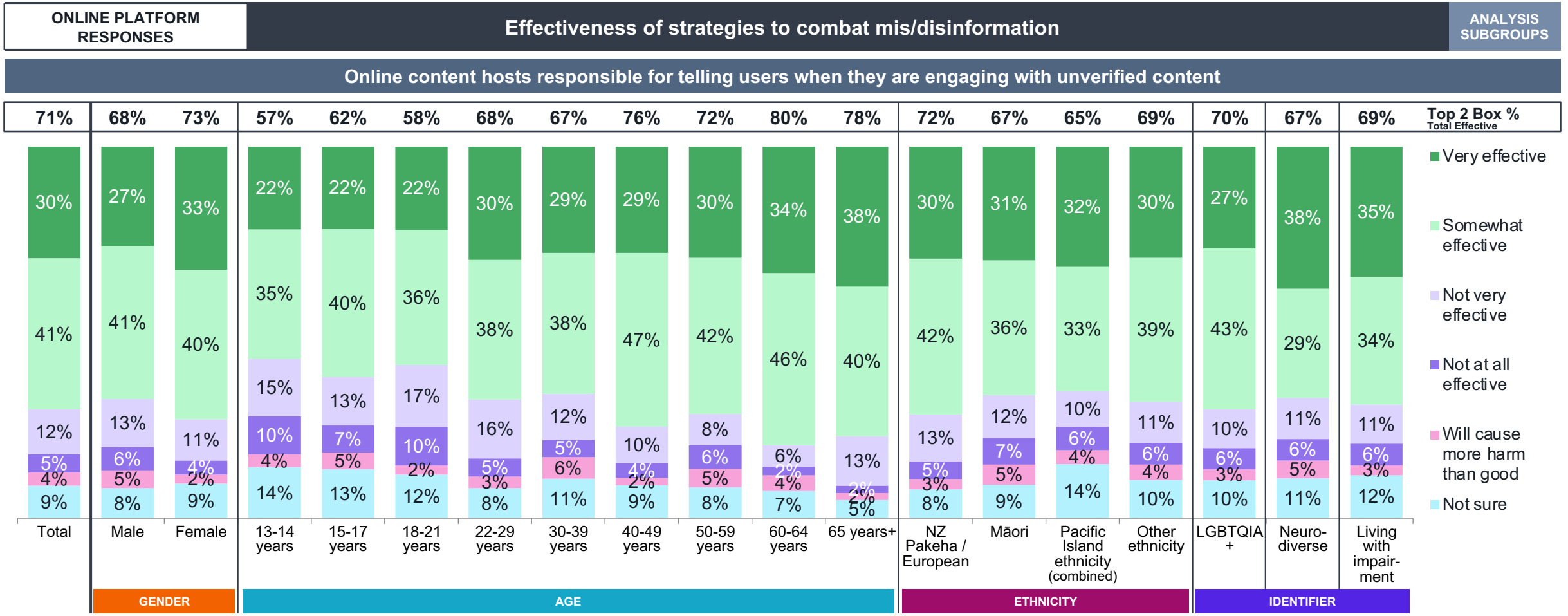
Platform responses: Online content hosts improve their ability to identify and remove bots



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

yabble

Platform responses: Online content hosts responsible for telling users when they are engaging with unverified content



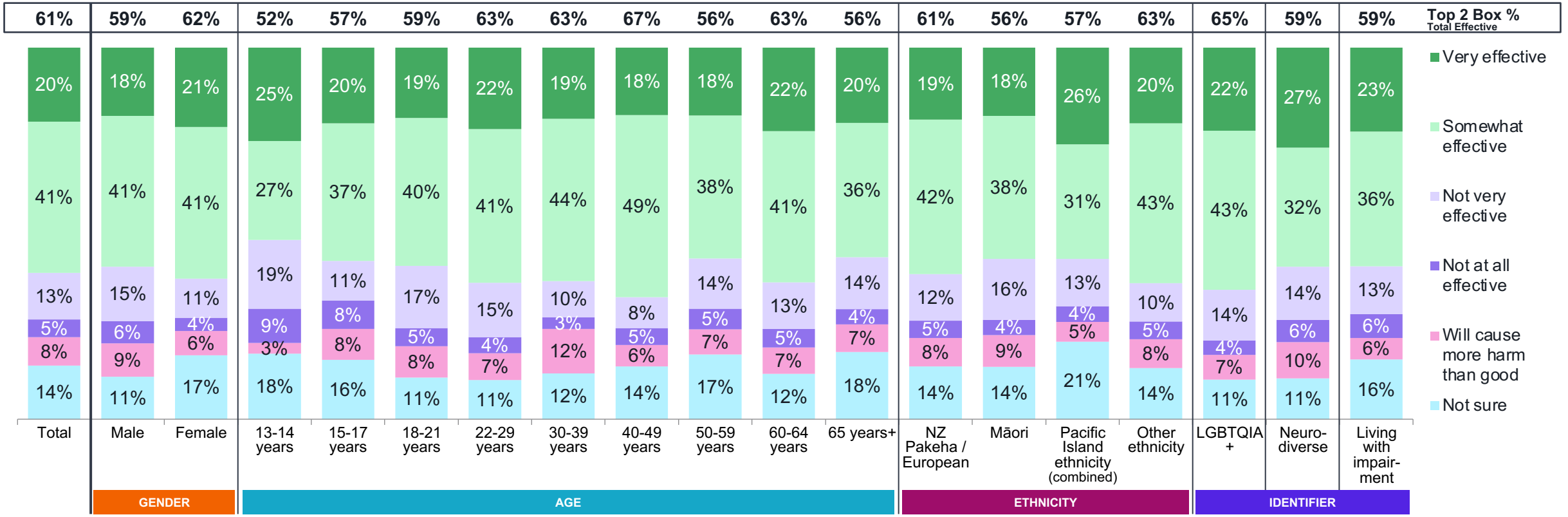
Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

yabble

Platform responses: Online content hosts use algorithms and artificial intelligence (automated instructions and machine learning) remove mis/disinformation

ONLINE PLATFORM RESPONSES | Effectiveness of strategies to combat mis/disinformation | ANALYSIS SUBGROUPS

Online content hosts use algorithms and artificial intelligence (automated instructions and machine learning) remove mis/disinformation



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

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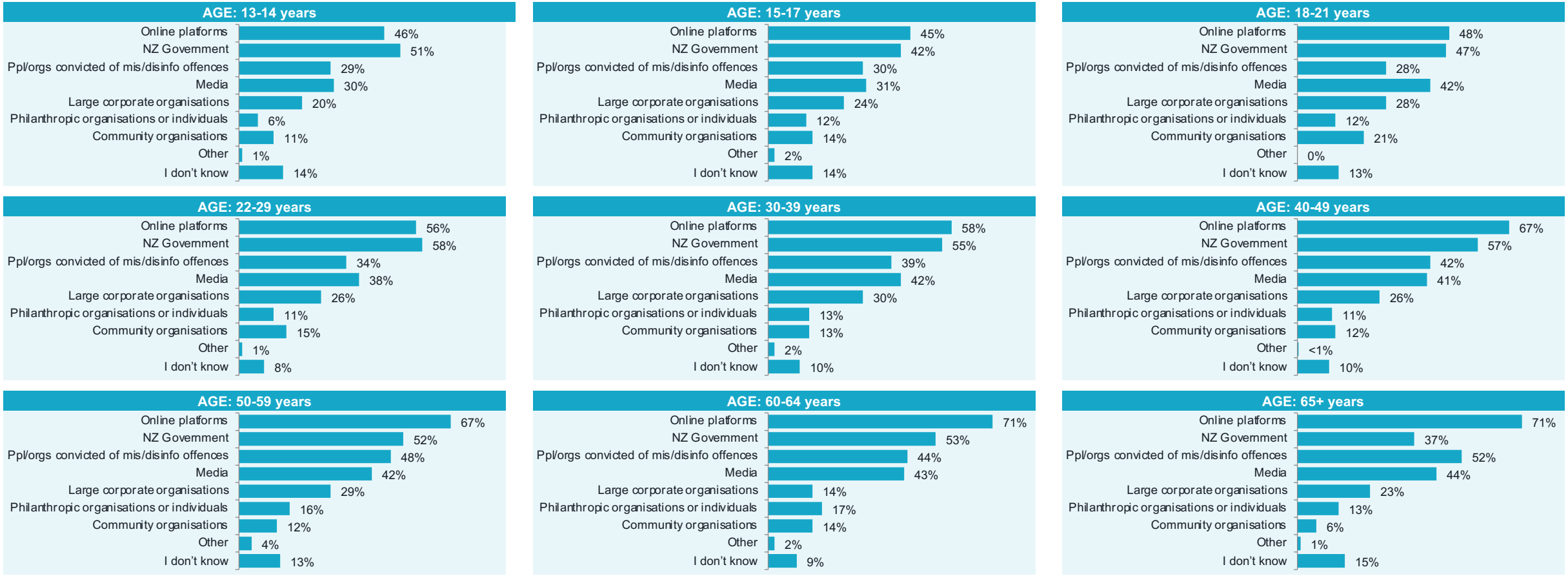
The proportion who believe the platforms should fund solutions increases with age, with 71% of those aged 65+ saying they should take responsibility, compared to just 46% of those aged 13-14 years

Who should be responsible for funding solutions… *by Age*

ANALYSIS SUBGROUPS



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes
Q. Many of the solutions posed above require funding. Who do you think should be responsible for funding these solutions?

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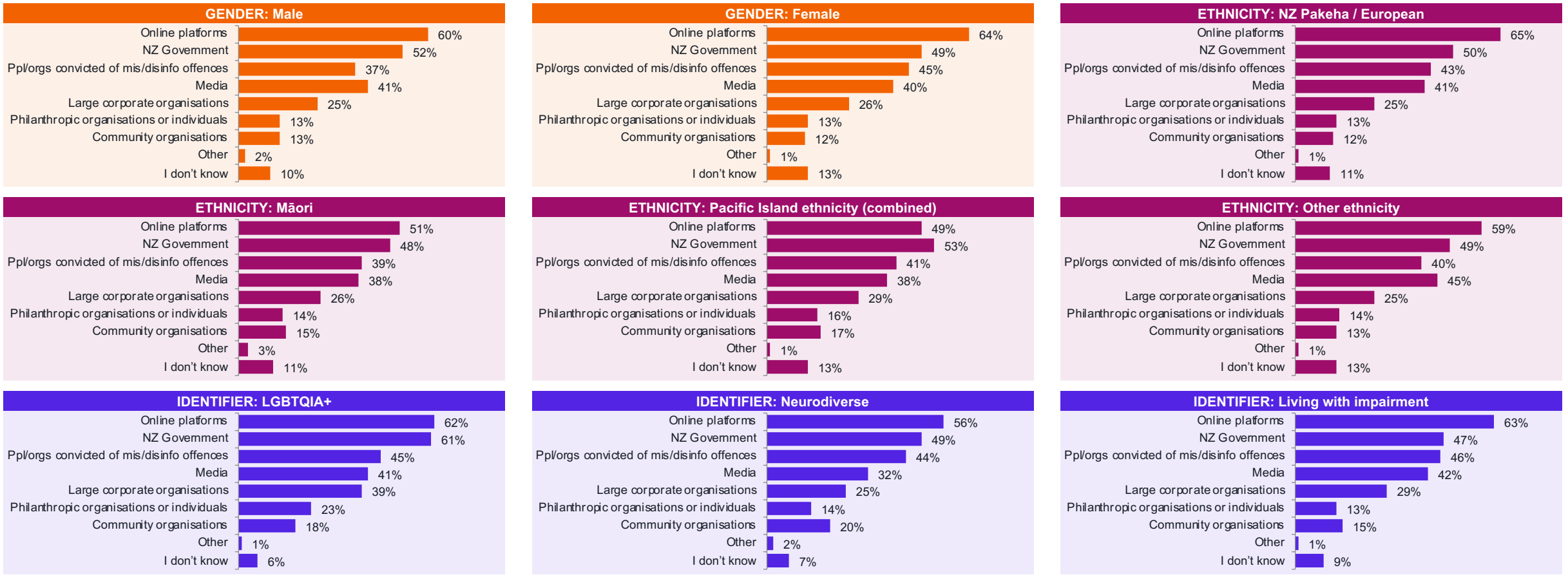
Females are more likely than males to say that perpetrators should fund solutions

Who should be responsible for funding solutions… *by Gender, Ethnicity, Orientation, Neurodiversity, Impairment*

ANALYSIS SUBGROUPS



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Appendix

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Sample Sizes – Total

Analysis Subgroups

		Weighted Base	Unweighted Base	%
TOTAL SAMPLE		2,089	2,089	100%
GENDER	Male	1,019	854	49%
	Female	1,070	1,235	51%
AGE	13-14 years	72	151	3%
	15-17 years	107	285	5%
	18-21 years	142	149	7%
	22-29 years	299	390	14%
	30-39 years	331	277	16%
	40-49 years	326	211	16%
	50-59 years	318	253	15%
	60-64 years	134	124	6%
	65 years +	360	249	17%
ETHNICITY	NZ Pakeha / European	1,515	1,379	73%
	Māori	287	413	14%
	Pacific Island ethnicity (combined) Including (Samoan, Cook Island, Niuean, Fijian, Tokelau, other)	132	216	6%
	Other ethnicity	360	374	17%
LGBTQIA+ (INCLUDES OTHER, NOT LISTED)	LGBTQIA+	168	197	8%
NEURODIVERSE	Neurodiverse	204	239	10%
DISABILITY (POPULATION WITH AT LEAST ONE IMPAIRMENT)	Living with impairment	544	477	26%

Access Subgroups

		Weighted Base	Unweighted Base	%
TOTAL SAMPLE		2,089	2,089	100%
HOW FREQUENTLY DO YOU USE THE INTERNET	Up to an hour a day	232	204	11%
	1-3 hours a day	629	596	30%
	3-5 hours a day	619	611	30%
	5-8 hours a day	367	398	18%
	More than 8 hours a day	242	280	12%
HOW FREQUENTLY DO YOU USE SOCIAL MEDIA	Several times a day	992	1,066	48%
	Most days	583	562	28%
	Once or twice a week	177	175	8%
	Less often	337	286	16%
HOW FREQUENTLY DO YOU USE ONLINE NEWS	Several times a day	551	457	26%
	Most days	745	656	36%
	Once or twice a week	334	379	16%
	Less often	459	597	22%
MAIN SOURCE OF NEWS	TV News	439	417	21%
	Online News	809	696	39%
	Social Media	380	497	18%
	Other Sources	460	479	22%

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Sample Sizes – Heard the term ‘misinformation’ or ‘disinformation’ before today

Analysis Subgroups

		Weighted Base	Unweighted Base
TOTAL SAMPLE		1,908	1,865
GENDER	Male	931	760
	Female	977	1,105
AGE	13-14 years	51	108
	15-17 years	92	245
	18-21 years	126	131
	22-29 years	260	344
	30-39 years	301	251
	40-49 years	305	195
	50-59 years	295	232
	60-64 years	128	117
	65 years +	348	242
ETHNICITY	NZ Pakeha / European	1,428	1,272
	Māori	243	351
	Pacific Island ethnicity (combined) Including (Samoan, Cook Island, Niuean, Fijian, Tokelau, other)	111	178
	Other ethnicity	313	328
LGBTQIA+ (INCLUDES OTHER, NOT LISTED)	LGBTQIA+	158	183
NEURODIVERSE	Neurodiverse	182	217
DISABILITY (POPULATION WITH AT LEAST ONE IMPAIRMENT)	Living with impairment	492	432

Access Subgroups

		Weighted Base	Unweighted Base
TOTAL SAMPLE		1,908	1,865
HOW FREQUENTLY DO YOU USE THE INTERNET	Up to an hour a day	203	166
	1-3 hours a day	572	529
	3-5 hours a day	578	561
	5-8 hours a day	340	362
	More than 8 hours a day	215	247
HOW FREQUENTLY DO YOU USE SOCIAL MEDIA	Several times a day	907	963
	Most days	529	500
	Once or twice a week	156	145
	Less often	317	257
HOW FREQUENTLY DO YOU USE ONLINE NEWS	Several times a day	524	425
	Most days	696	610
	Once or twice a week	299	335
	Less often	389	495
MAIN SOURCE OF NEWS	TV News	396	365
	Online News	765	648
	Social Media	342	449
	Other Sources	405	403

Sample Sizes – Have used platform in the last 12 months

Total			
		Weighted Base	Unweighted Base
Social media platforms	Facebook	1,646	1,656
	Twitter	442	429
	Tiktok	575	778
	Snapchat	543	700
	Instagram	1,047	1,158
Online video hosting services	Youtube including YouTubeKids	953	964
	Dailymotion	62	64
	Twitch	143	155
Messaging & calling apps	Facebook Messenger	1,346	1,346
	WhatsApp	859	812
	Skype	235	202
	Viber	128	124
	WeChat	90	84
	Discord	218	240
Other	LinkedIn	521	434
	Reddit	302	293
	Pinterest	402	449
	Dating apps	103	104

		Weighted Base	Unweighted Base
Television news	NZ television news	1,145	1,003
	Overseas television news	483	387
Print newspapers	NZ print publications	546	463
	Overseas print publications	138	113
Online news	NZ online news sites	1,174	1,043
	Overseas online news sites	601	495
Radio	NZ radio stations	972	845
	Overseas radio stations	94	68
Podcasts	NZ podcasts	260	261
	Overseas podcasts	343	316
Conversations	Conversations with family members online	876	881
	Conversations with friends online	866	895
	Conversations with colleagues at work/school online	598	621

Sample Sizes – Have experienced effect in last 12 months

Total

Effect	Weighted Base	Un-weighted Base
Positive impacts on wellbeing		
Satisfaction	154	192
Validation of own views & opinions	292	328
Amusement	699	662
Belonging	52	71
Acceptance	101	116
Popular, well liked	44	61
Accomplishment	32	39
Strengthened relationships	38	52
Psychological impacts		
Anxiety	378	403
Loneliness	73	97
Low self-esteem	86	123
Fear	219	241
Overwhelm	177	212
Confusion	448	492
Difficulty thinking clearly	77	94
Self-harm	12*	21
Suicide ideation	16*	25

Effect	Weighted Base	Un-weighted Base
Physiological impacts		
Upset stomach	50	51
Headache	104	119
Muscle tension	75	66
Chest pain	25*	27
Fatigue	91	92
Low energy	116	135
Insomnia	79	86
Frequent colds or illness	14*	17
Behavioural impacts		
Over/under eating	52	71
Easily agitated or angry	182	178
Increased use of drugs, alcohol or tobacco	32	36
Social withdrawal	152	186
Exercise more/less often	75	89
Distrust in so-called experts	262	245

Effect	Weighted Base	Un-weighted Base
Relationship impacts		
Increased arguments	170	168
Relationship insecurities or breakup	37	53
Low libido	25*	26
Loss of trust	250	247
Infidelity	6**	7
Financial impacts		
Increased spending	33	43
Failure to pay bills	20*	30
Worsening financial difficulty	34	42
Poor financial decisions	42	57
Law impacts		
Unlawful behaviour (e.g. abuse, threats, harassment, violence, stealing)	16*	17
Employment impacts		
Worsening performance at work	26*	25
Poor decision making at work	24*	30
Deterioration in work relationships	42	41
Loss of employment	11*	13

*Caution low base size <30
** Caution very low base size <10