

“Netwatch” An Internet Profile Service From AC Nielsen

Richard Dunbar
ACNielsen

Abstract

ACNielsen are continuously monitoring access to and usage of the internet through a large scale household interview conducted with 12,000 New Zealanders aged 10 and over each year. The presentation will cover some of the key trends and provide some demographic analysis of internet usage. This is intended to provide some of the background information to help with consideration of the legal, ethical and cultural issues.