

KIWIS are lagging well behind Australians in using their mobile phones to access the internet, according to a global study of online consumer behaviour by market research company TNS.

Digital Life surveyed 72,000 people in 60 countries, including 1000 New Zealanders.

It found 26 per cent of Kiwis had used their mobile to go online in the past month, compared with 37 per cent of Australians and 36 per cent of people internationally.

A lot of digital marketing con-

sumption that behaviours were similar, TNS New Zealand managing director Jason Shoebridge said. "We would say there are differences, [and] these need to be taken account of."

Kiwis also used their mobiles for shopping far less than other nationalities. Just 10 per cent said they had used their phone to make an internet purchase, compared with 22 per cent globally.

New Zealand businesses needed to take lessons learned from online marketing to the

smartphone apps just for the sake of it. They need to deliver real value to users."

Another key finding of the survey was that many businesses are probably wasting time and money trying to connect with people online, when more than half of Kiwis resent their digital space being invaded.

Digital Life found 54 per cent do not want to engage with brands via social media. The figure was similar to the global average of 53 per cent.

social media huge volume which was difficult for Shoebridge. Two-thirds said they brand content of a 1 fer. With was a risk into a ch discounts needed to reasons to

Labour win would push down interest rates

Hamish Rutherford

BARCLAYS Capital economists have predicted that some of Labour's key policies would ease pressure on the kiwi if it wins the election, although increased borrowing could lead to action from ratings agencies.

In a research note on Saturday's general election, Singapore-based economists Hamish Pepper and Olivier Desbarres said that if Labour were to gain power, the party's proposed capital gains tax and

plans to broaden targets used by the Reserve Bank would put downward pressure on short term interest rates and the currency.

Labour has said the bank should take into account growth and exports, as well as inflation, when determining the official cash rate.

It has also argued that the central bank should be given tools to control fluctuations in the kiwi.

However, Barclays noted that Labour's spending plans and opposition to sales of state-owned

assets would require an additional \$2.6 billion in borrowing over the next three years, a move which would probably put "upward pressure on longer-term domestic interest rates".

Barclays said that when ratings agency Standard & Poor's downgraded New Zealand's foreign and local currency ratings in September, it noted that strong government finances were helping mitigate New Zealand's high external (private) debt.

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Zealand's local-currency substantial ment be outlook of Labour

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