



**National Council of
Women of New Zealand**

Te Kaunihera
Wahine O Aotearoa

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Haley Luscombe
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Dear Haley Luscombe

Development of a mobile phone question for the individual Census form

The National Council of Women of New Zealand (NCWNZ) is an umbrella organisation representing 41 nationally organised societies. It has 33 branches throughout the country attended by representatives of those societies and some 150 other societies. The Council's function is to serve women, the family and the community at local, national and international levels through research, study, discussion and action.

Ten specialist Standing Committees, working through various forms of correspondence, study issues relating to their particular subjects and, with input where possible from the general membership, prepare submissions on legislation and discussion documents. The Parliamentary Watch Committee monitors changes to legislation and makes oral submissions before the Select Committees of Parliament.

This response is based on research undertaken by the Public Issues Standing Committee and a Board Member. Those consulted included children aged between 12 and 16 years.

Questions

What does the term 'ownership' of a mobile phone mean to you?

For most of those consulted, ownership of a mobile phone meant the person who had possession of the phone, usually permanently, was paying for the usage, and who has the number listed in their name. For many, this also meant the person who purchased it for their personal use or for the use of people to whom they need to be connected, e.g. through business or family.

There was no age difference in the response – children either purchased the phone themselves, jointly with a parent, or were gifted the phone. The children in the research all paid for the usage of their phone.

An area where ownership was considered difficult to determine was when a couple shared ownership of both home and phone, especially an elderly couple. It was felt that it was important to clarify this in the data collection.





What does the term 'primary user' of a mobile phone mean to you?

A 'primary user' is the person who has first access to the mobile phone. He or she is the person who carries the phone with them and gives out the number as a personal contact number. Generally speaking this is the person who uses that particular mobile phone the most.

What does the term 'regular user' of a mobile phone mean to you?

A 'regular user' of a mobile phone is a person who uses it every day, or most days, for business or personal use. This could be someone who uses a mobile phone in lieu of or in addition to a landline phone. A 'regular user' could be someone who does not own a phone, but uses one that is shared, e.g. a mobile phone shared in a business situation such as when people are rostered on call, or one shared amongst family members.

What is the minimum age you would require for data output using the age variable?

Initially most people responded that the minimum age for data would be 10-12 years as many younger teenagers have mobile phones. Reflection indicated that the data should be collected for those as young as five years, because while currently it is unknown if any five-year olds have phones, by the time of the next Census there is an expectation that this would be different.

Matrix responses

The matrix provided in the Excel worksheet is attached.

The key response from everyone in relation to the use of the information was to enable NCWNZ to be better informed about social changes and trends. It was felt that NCWNZ had a secondary rather than a primary need for this information.

NCWNZ has policy developed since 1896 on a wide range of issues - this data would inform our research on topics as diverse as health, social issues, public issues (including road safety and telecommunications), economics, education, justice, and the status of women.

When considering the impact of a social change such as the use of mobile phones, it is important to be able to make comparisons based, for example, on:

- age (to compare adult with adolescent usage);
- income;
- geographic location;
- ownership (for example, individual versus shared, business use);
- types of phones used (for example, use of mobile phones versus landline).

Mobile phones are introducing considerable change to the modes of communication in society. Diversity in telephones has occurred only recently, with the change from renting a landline to owning one and the choice of types, such as cordless phones. Each change has brought a different impact (e.g. cordless phones do not work in a power cut). It would be appropriate to record the introduction of mobile phones as it impacts on society as a whole.

In conclusion, NCWNZ supports the inclusion of questions relating to the use of mobile phones in the individual Census form.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Christine Low'.

Christine Low – **National President**



Concepts	Need for data? (Y/N)	Primary need (Y/N)	Secondary need Y/N)	What would you use the data for? (specify)	What is your 'policy need'? (specify)	Comments
Example (not related to mobile phones): Level of dampness in houses	Y	Y	N	To provide information that will contribute to measure of quality of housing in NZ.	Improve understanding of housing quality issues/problems in NZ. To inform development of policy initiatives that result in improved housing quality in NZ.	
Regular users of mobile phone	y		y	So that NCWNZ could be better informed about social changes and trends.	Improve understanding of social changes and trends	NCWNZ has policy developed since 1896 on a wide range of issues - this data would inform our policy on health, social issues, public issues (such as road safety, telecommunications), economics, education, justice, and the status of women.
Primary users of mobile phone	y		y	ditto	ditto	
Personal use	y		y	ditto	ditto	
Business use	y		y	ditto	ditto	
Ownership	y		y	ditto	ditto	
Number of mobile phones owned/used	y		y	ditto	ditto	Also, how phones are shared, for example by a couple.
Age of owner/user	y		y	ditto	ditto	In particular, to compare adult with adolescent usage, and the social repercussions of this mode of communication.
Other (specify): Geographic coverage	y		y	ditto	ditto	In particular, the impact of mobile phone use in a national emergency, and the effect of 'black spots' or where there is no reception. It would also identify any urban:rural ownership tendencies.
Other (specify): Income	y		y	ditto	ditto	In particular, the impact of the level of personal or household income on telecommunication.