



Privacy Commissioner
Te Mana Matapono Matatapu

Individual Privacy & Personal Information

Omnibus Results

[Late July 2008]



WELLINGTON
3 Collina Terrace
Thorndon
WELLINGTON 6011
NEW ZEALAND
Tel: +64 4 473 1061
Fax: +64 4 472 3501

AUCKLAND
11 Earle Street
Parnell
AUCKLAND 1052
NEW ZEALAND
Tel: +64 9 373 8700
Fax: +64 9 373 8704

SYDNEY
Level One, Suite 105
332-342 Oxford Street
SYDNEY NSW 2022
AUSTRALIA
Tel: +61 2 9386 1622
Fax: +61 2 9386 1633

Email: umr@umr.co.nz
www.umr.co.nz

Methodology

Results in this report are based upon questions asked in the UMR Research nation-wide omnibus survey. This is a telephone survey of a nationally representative sample of 750 New Zealanders 18 years of age and over.

Fieldwork was conducted from 18th to 28th July 2008 at UMR Research's national interview facility in Auckland.

The margin of error for a 50% figure at the '95% confidence level' is $\pm 3.6\%$.

For some questions, comparisons were made with results from a Wallis Consulting Group Pty Ltd study for the Australian Office of the Privacy Commissioner. The report was titled "Community Attitudes to Privacy" and released August 2007.

Summary of Key Findings

■ Concerns about individual privacy

- The level of public concern for individual privacy and personal information ranked seventh on a list of eight issues tested. This has slipped from sixth out of nine issues in 2006.

Using a 1-5 scale where 1 means 'very concerned' and 5 means 'not concerned at all', 51% of respondents expressed some level of concern about individual privacy (1+2 on the scale), 26% had a neutral level of concern (point 3 on the scale) and 23% were not concerned (4+5 on the scale). Concern fell from 56% in 2006, but remains higher than the 47% recorded in 2001.

As in 2001 and 2006, crime and violence, health services and education were the three issues with the highest levels of concern. 81% expressed concern about crime and violence (up 7% from 2006), 75% were concerned about health (up 2%) and 72% were concerned about education (down 3%). Concern about the economy jumped 7% to 69%, as did concern about unemployment (up 7% to 48%).

- Concern about individual privacy and personal information was fairly even across most demographics. Māori and Pacific Islanders were more concerned, as well as Wellingtonians, but the small sample sizes prevent any reliable conclusions.
- Most respondents (64%) said their level of concern about individual privacy and personal information has stayed the same over the last few years, while 32% have become more concerned. Respondents in provincial and rural areas were more likely to declare becoming more concerned compared to respondents in the three big cities.
- A plurality of respondents (44%) declared they would be confident (1+2 on a 1-5 scale where 1 means 'very confident') about finding information if they had concerns about issues involving their individual privacy and personal information. 30% had a neutral confidence level (point 3 on the scale), while 23% were not be confident (4+5 on the scale).

Confidence was higher among those who had heard of the Privacy Commissioner (48%) compared to those who have not (36%). Confidence was also higher among those who are not concerned about individual privacy and personal information in general.

■ Awareness

- Declared awareness of the Privacy Commissioner was high, with a solid majority (63%) declared they have heard of the Commissioner. This was much higher compared to the awareness level of the Australian equivalent, where less than half (45%) declared being aware of the Australian Federal Privacy Commissioner.

Declared awareness in New Zealand differed across income and age. Respondents on higher incomes, were more likely to declare awareness compared to respondents on lower incomes. Older respondents were also more likely to declare awareness (77% among those aged 60 plus) compared to younger respondents (37% among those under 30).

- Declared awareness of national health index numbers (NHI's) which are given to everyone in New Zealand who has contact with the health system, was 49%.

Nearly twice as many females were aware of the NHI's compared to males (61% and 36% respectively). Awareness was also higher among those who have heard of the Privacy Commissioner (55%) compared to those have not (40%).

■ Trust in organisations

- Respondents were quite trusting towards organisations in New Zealand, and even more so than Australians who were asked the same question. Of the eleven New Zealand organisations tested, eight of them were viewed as trustworthy by more than half (50%) of all respondents.

Trustworthy was identified as either 'highly trustworthy' or 'somewhat trustworthy', while untrustworthy was identified as 'somewhat untrustworthy' or 'highly untrustworthy'.

Health service providers, which include the likes of doctors, hospitals, pharmacists, etc, were seen as the most trustworthy of the organisations tested in both New Zealand and Australia. An overwhelming 92% of New Zealand respondents said they trust health service providers (including 49% saying 'highly trustworthy'), similar to the level of trust in Australia (91%).

84% said they trust the Police (including 41% highly), 76% said they trust the Inland Revenue Department (although only 28% said highly) and 74% said they trust voluntary organisations and clubs (including 18% highly).

The organisation with the least amount of trust (and therefore the highest amount of distrust) was businesses selling over the internet. This was also true for the Australian survey. 25% of New Zealanders trust internet businesses, higher compared to Australians (17%).

Across the demographics, trust in organisations generally decreased with age. For most of the organisations tested, such as financial institutions, insurance companies, retailers and ACC, younger respondents (those under 30 years) were much more likely to declare higher levels of trust, compared to older respondents (those aged 60 plus).

Another apparent, though unsurprising pattern to emerge was that people who have become more concerned about individual privacy and personal information in the last couple of years were generally less trusting towards all of the organisations tested.

Compared to Australians, New Zealanders were more trusting. Of the seven organisations tested across both surveys, trust was higher in New Zealand for five of them. The largest difference between the New Zealand and Australia was for trust in retailers, 60% compared to 37%, a gap of 23%. There was also a significant difference in the trust of voluntary organisations, 74% to 55%, a 19% gap. Australians were more trusting of financial institutions (58% to 49%) and Government departments (73% to 65%).

■ Breaches of privacy from businesses

- As in 2001 and 2006, there were very high levels of concern about potential breaches of individual privacy by businesses. Using a 1-5 scale where 1 means 'very concerned' and 5 means 'not concerned at all', overwhelming majorities expressed concern (1+2 on the scale) for all three possible methods of privacy breach.

90% were concerned (including 74% very concerned) if a business you don't know gets hold of your personal information.

88% were concerned (including 72% very concerned) if a business asks you for personal information that doesn't seem relevant to the purpose of the transaction.

86% of New Zealanders declared they would be concerned (including 73% very concerned) if a business you supply your information to for a specific purpose uses it for another purpose.

Levels of concern for each were similar to those recorded in 2006 and 2001.

■ Level of concern on specific privacy issues

- The small drop in the level of concern about privacy in general was reflected in small falls in the level of concern for most of the privacy issues that were asked in 2006.

The privacy issue with the highest level of concern was the 'safety of children on the internet'. On a 1-5 scale where 1 means 'very concerned', 87% said they were concerned (1+2 on the scale), including 73% very concerned.

82% were concerned (including 62% very concerned) about the 'security of personal information on the internet', down 2% from the figure in 2006.

81% were concerned (including 61% very concerned) about 'personal information being held by overseas businesses.

74% were concerned (including 53% very concerned) about 'insurance companies being able to make decisions on your insurance cover using genetic information.

The issues with the lowest levels of concern were 'video surveillance in public areas' (27%, down 3%) and 'doctors sharing your health information with other health service providers' (32%).

- 62% expressed concern about 'Government departments sharing personal information'. In 2006, 37% expressed concern about 'data sharing between Government departments'.
- In a new question, respondents were asked to rate how comfortable they are knowing that internet search engines and social networking sites track internet use and emails in order to deliver targeted advertising.

Two-thirds (67%) said they were uncomfortable with this (4+5 on a 1-5 scale where 5 means 'very uncomfortable'), while a further 19% had a neutral comfort level (point 3 on the scale).

Respondents from provincial or rural areas (76%) were much more uncomfortable about this compared to respondents from the three main cities (61%), as were females compared to males (71% and 63% respectively). Discomfort was related to age, with older people being most uncomfortable and younger people being the least uncomfortable.

■ Concerns about individual privacy

CONCERN ABOUT ISSUES FACING NEW ZEALAND								
<i>How concerned are you about the following? Please use a scale of 1 to 5 where 1 means you are very concerned and 5 not concerned at all.</i>								
	JUL 08							
	%							
	1 - Very concerned	2	TOTAL CONCERNED 1 + 2	3	4	5 - Not concerned at all	TOTAL NOT CONCERNED 4 + 5	Unsure
The level of crime and violence in New Zealand	59	22	81	11	5	3	8	-
Health services	44	31	75	18	4	3	7	-
Education	41	31	72	17	7	3	10	1
The economy	38	31	69	22	5	3	8	1
The environment generally	26	33	59	26	10	5	15	-
Power of Government	25	28	53	29	10	7	17	1
Individual privacy and personal information	28	23	51	26	14	9	23	-
Unemployment	20	28	48	33	13	5	18	1

Base: All, n=750

**CONCERN ABOUT ISSUES FACING NEW ZEALAND
- TRACKING TABLE -**

How concerned are you about the following? Please use a scale of 1 to 5 where 1 means you are very concerned and 5 not concerned at all.

	TOTAL CONCERNED (1+2)			TOTAL NOT CONCERNED (4+5)		
	SEP 01 %	FEB 06 %	JUL 08 %	SEP 01 %	FEB 06 %	JUL 08 %
The level of crime and violence in New Zealand	80	74	81	7	9	8
Health services	80	73	75	8	11	7
Education	74	75	72	8	8	10
The economy	59	62	69	9	11	8
The environment generally	53	65	59	14	12	15
Power of Government	44	52	53	19	20	17
Individual privacy and personal information	47	56	51	25	19	23
Unemployment	58	41	48	11	28	18
Base: All, n=750						

CHANGES IN CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION

Looking back over the last few years, have you got more concerned about issues of individual privacy and personal information, less concerned or has your level of concern stayed about the same?

	JUL 08 %
More concerned	32
Less concerned	3
Level of concern stayed about the same	64
Unsure	1
TOTAL	100

Base: All, n=750

CONFIDENCE ABOUT FINDING INFORMATION IF HAD PRIVACY CONCERNS

Using a scale of 1 to 5 where 1 means you are very confident and 5 not confident at all, how confident are you that you could find out information that you need if you had some concerns about an issue involving your individual privacy or personal information?

	JUL 08 %
1 – Very confident	18
2	26
TOTAL CONFIDENT (1+2)	44
3	29
4	12
5 – Not confident at all	11
TOTAL NOT CONFIDENT (4+5)	23
Unsure	4

Base: All, n=750

■ Awareness

AWARENESS OF PRIVACY COMMISSIONER		
<i>Have you heard of the Privacy Commissioner</i>		
	UMR 2008 %	WCG 2007* %
Yes	63	45
No	36	53
Unsure	1	2
TOTAL	100	100

Base: All, n=750
 *NB: Data sourced from a Wallis Consulting Group Pty Ltd study for the Australian Office of the Privacy Commissioner. The report was titled "Community Attitudes to Privacy" and released August 2007. The question was asked "Are you aware that a Federal Privacy Commissioner exists to uphold privacy laws and to investigate complaints people may have about the misuse of their personal information?"

AWARE OF NATIONAL HEALTH INDEX (NHI) NUMBERS	
<i>Are you aware that everyone in New Zealand now has their own national health index number, which identifies you within the health system</i>	
	JUL 08 %
Yes	49
No	50
Unsure	1
TOTAL	100

Base: All, n=750

■ Trust in organisations

TRUST IN ORGANISATIONS							
<i>How trustworthy or untrustworthy would you say the following organisations are in regards to how they protect or use your personal information? If they are trustworthy, is that highly trustworthy or somewhat trustworthy? If they are untrustworthy, is that highly untrustworthy or somewhat untrustworthy?</i>							
	JUL 08 %						
	Highly Trustworthy	Somewhat Trustworthy	TOTAL TRUST-WORTHY	Somewhat Untrustworthy	Highly Untrustworthy	TOTAL UNTRUST-WORTHY	Unsure
Health service providers including doctors, hospitals and pharmacists	49	43	92	6	1	7	1
Police	41	43	84	9	5	14	2
Inland Revenue Department (IRD)	28	48	76	13	9	22	2
Voluntary organisations and clubs	18	56	74	16	4	20	6
ACC	19	50	69	18	8	26	5
Government departments (Generally)	12	53	65	23	9	32	3
Retailers	7	53	60	28	9	37	3
Insurance companies	11	46	57	28	11	39	4
Financial institutions	12	37	49	28	18	46	5
Credit rating agencies	8	34	42	28	17	45	13
Businesses selling over the internet	2	23	25	39	26	65	10

Base: All, n=750

Text

TRUST IN ORGANISATIONS - COMPARISON TABLE -				
<i>How trustworthy or untrustworthy would you say the following organisations are in regards to how they protect or use your personal information? If they are trustworthy, is that highly trustworthy or somewhat trustworthy? If they are untrustworthy, is that highly untrustworthy or somewhat untrustworthy?</i>				
	TOTAL TRUSTWORTHY		TOTAL UNTRUSTWORTHY	
	UMR 2008	WCG 2007*	UMR 2008	WCG 2007*
Health service providers including doctors, hospitals and pharmacists	92	91	7	7
Police	84		14	
Inland Revenue Department (IRD)	76		22	
Voluntary organisations and clubs**	74	55	20	35
ACC	69		26	
Government departments (Generally)	65	73	32	19
Retailers	60	37	37	52
Insurance companies	57	47	39	43
Financial institutions	49	58	46	35
Credit rating agencies	42		45	
Businesses selling over the internet	25	17	65	63

Base: All, n=750
 *NB: Data sourced from a Wallis Consulting Group Pty Ltd study for the Australian Office of the Privacy Commissioner. The report was titled "Community Attitudes to Privacy" and released August 2007.
 **NB: In the Wallis Consulting Group study, this was "Charities".

■ Breaches of privacy from businesses

CONCERN ABOUT INFORMATION HANDLED BY BUSINESSES								
<i>How concerned would you be about the following? Please use a scale of 1 to 5 where 1 means you would be very concerned and 5 not concerned at all.</i>								
	JUL 08							
	%							
	1 - Very concerned	2	TOTAL CONCERNED 1 + 2	3	4	5 - Not concerned at all	TOTAL NOT CONCERNED 4 + 5	Unsure
A business that you don't know gets hold of your personal information	74	16	90	3	2	5	7	-
A business asks you for personal information that doesn't seem relevant to the purpose of the transaction	72	16	88	5	3	4	7	-
You supply your information to a business for a specific purpose and the business uses it for another purpose	72	14	86	8	2	4	6	-
Base: All, n=750								

**CONCERN ABOUT INFORMATION HANDLED BY BUSINESSES
- TRACKING TABLE -**

How concerned would you be about the following? Please use a scale of 1 to 5 where 1 means you would be very concerned and 5 not concerned at all.

	TOTAL CONCERNED (1+2)			TOTAL NOT CONCERNED (4+5)		
	SEP 01 %	FEB 06 %	JUL 08 %	SEP 01 %	FEB 06 %	JUL 08 %
A business that you don't know gets hold of your personal information	89	89	90	4	5	7
A business asks you for personal information that doesn't seem relevant to the purpose of the transaction	87	85	88	6	5	7
You supply your information to a business for a specific purpose and the business uses it for another purpose	91	89	86	3	4	6
Base: All, n=750						

■ Level of concern on specific privacy issues

CONCERN ABOUT PRIVACY ISSUES IN NEW ZEALAND								
<i>How concerned are you about the following privacy issues in New Zealand today? Please use a scale from 1 to 5 where 1 means you are very concerned and 5 not concerned at all.</i>								
	JUL 08							
	%							
	1 - Very concerned	2	TOTAL CONCERNED 1 + 2	3	4	5 - Not concerned at all	TOTAL NOT CONCERNED 4 + 5	Unsure
Safety of children on the internet	73	14	87	7	2	3	5	1
Security of your personal information on the internet	62	20	82	10	2	4	6	2
Your personal information being held by overseas businesses	61	20	81	10	4	4	8	1
Insurance companies being able to make decisions on your insurance cover using genetic information	53	21	74	14	4	6	10	2
Government departments sharing your personal information	41	21	62	19	11	8	19	-
The availability of personal details on public registers (for example, the Motor Vehicle Register and the Electoral Roll)	28	22	50	26	12	11	23	1
Employer monitoring of emails and internet use	27	19	46	25	10	15	25	4
A compulsory ID number for every New Zealander	31	14	45	18	12	24	36	1
Biometrics, which is the use of fingerprint or iris scanning to identify you	21	14	35	26	13	25	38	1
Doctors sharing your health information with other health service providers	19	13	32	25	20	22	42	1
Video surveillance in public places	14	13	27	21	17	34	51	1

Base: All, n=750

**CONCERN ABOUT PRIVACY ISSUES IN NEW ZEALAND
- TRACKING TABLE -**

How concerned are you about the following privacy issues in New Zealand today? Please use a scale from 1 to 5 where 1 means you are very concerned and 5 not concerned at all.

	TOTAL CONCERNED (1+2)			TOTAL NOT CONCERNED (4+5)		
	SEP 01 %	FEB 06 %	JUL 08 %	SEP 01 %	FEB 06 %	JUL 08 %
Safety of children on the internet	-	-	87	-	-	5
Security of your personal information on the internet*	84	84	82	8	6	6
Your personal information being held by overseas businesses	-	-	81	-	-	8
Insurance companies being able to make decisions on your insurance cover using genetic information	-	-	74	-	-	10
Government departments sharing your personal information**	43	37	62	30	32	19
The availability of personal details on public registers (for example, the Motor Vehicle Register and the Electoral Roll)	51	54	50	24	23	23
Employer monitoring of emails and internet use***	51	50	46	24	25	25
A compulsory ID number for every New Zealander	50	50	45	24	25	36
Biometrics, which is the use of fingerprint or iris scanning to identify you	-	-	35	-	-	38
Doctors sharing your health information with other health service providers	-	-	32	-	-	42
Video surveillance in public places	28	30	27	53	45	51

Base: All, n=750

*NB: Before 2008, this was "The security of personal details on the internet".

**NB: Before 2008, this was "Data sharing between Government departments".

***NB: Before 2008, this was "Employer monitoring of emails".

COMFORTABLE WITH INTERNET SEARCH ENGINES TRACKING INTERNET USE

As you may be aware, internet search engines such as Google and Yahoo, and social networking sites such as Facebook and MySpace can now track your internet use and emails and deliver targeted advertising to individual internet users. On a 1 to 5 scale where 1 means very comfortable and 5 means very uncomfortable, how comfortable are you about this?

	JUL 08 %
1 – Very comfortable	5
2	5
TOTAL COMFORTABLE (1+2)	10
3	19
4	23
5 – Very uncomfortable	44
TOTAL UNCOMFORTABLE (4+5)	67
Unsure	4
Base: All, n=750	

SUPPLEMENTARY TABLES

CONCERN ABOUT ISSUES FACING NEW ZEALAND - HEALTH SERVICES	19
CONCERN ABOUT ISSUES FACING NEW ZEALAND - THE LEVEL OF CRIME AND VIOLENCE	20
CONCERN ABOUT ISSUES FACING NEW ZEALAND - EDUCATION	21
CONCERN ABOUT ISSUES FACING NEW ZEALAND - THE ECONOMY	22
CONCERN ABOUT ISSUES FACING NEW ZEALAND - UNEMPLOYMENT	23
CONCERN ABOUT ISSUES FACING NEW ZEALAND - THE ENVIRONMENT GENERALLY	24
CONCERN ABOUT ISSUES FACING NEW ZEALAND - INDIVIDUAL PRIVACY AND PERSONAL INFORMATION	25
CONCERN ABOUT ISSUES FACING NEW ZEALAND - POWER OF GOVERNMENT	26
CHANGES IN CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION	27
CONFIDENCE ABOUT FINDING INFORMATION NEEDED IF HAD CONCERNS	28
AWARENESS OF THE PRIVACY COMMISSIONER	29
TRUST IN ORGANISATIONS - FINANCIAL INSTITUTIONS	30
TRUST IN ORGANISATIONS - INSURANCE COMPANIES	31
TRUST IN ORGANISATIONS - VOLUNTARY ORGANISATIONS AND CLUBS	32
TRUST IN ORGANISATIONS - GOVERNMENT DEPARTMENTS IN GENERAL	33
TRUST IN ORGANISATIONS - HEALTH SERVICE PROVIDERS	34
TRUST IN ORGANISATIONS - RETAILERS	35
TRUST IN ORGANISATIONS - BUSINESSES SELLING OVER THE INTERNET	36
TRUST IN ORGANISATIONS - POLICE	37
TRUST IN ORGANISATIONS - CREDIT RATING AGENCIES	38
TRUST IN ORGANISATIONS - INLAND REVENUE DEPARTMENT (IRD)	39
TRUST IN ORGANISATIONS - ACC	40
CONCERN ABOUT BUSINESSES - SUPPLY INFORMATION BUT USED FOR ANOTHER PURPOSE	41
CONCERN ABOUT BUSINESSES - UNKNOWN BUSINESS GETS HOLD OF PERSONAL INFORMATION	42
CONCERN ABOUT BUSINESSES - ASKS FOR INFORMATION NOT RELEVANT TO TRANSACTION	43
CONCERN ABOUT PRIVACY ISSUES - EMPLOYER MONITORING OF EMAILS AND INTERNET USE	44
CONCERN ABOUT PRIVACY ISSUES - AVAILABILITY OF PERSONAL DETAILS ON PUBLIC REGISTERS	45
CONCERN ABOUT PRIVACY ISSUES - COMPULSORY ID CARD FOR EVERY NEW ZEALANDER	46
CONCERN ABOUT PRIVACY ISSUES - GOVERNMENT DEPARTMENTS SHARING PERSONAL INFORMATION	47
CONCERN ABOUT PRIVACY ISSUES - VIDEO SURVEILLANCE IN PUBLIC AREAS	48
CONCERN ABOUT PRIVACY ISSUES - BIOMETRICS, FINGERPRINT AND IRIS SCANNING	49
CONCERN ABOUT PRIVACY ISSUES - SECURITY OF PERSONAL INFORMATION ON INTERNET	50
CONCERN ABOUT PRIVACY ISSUES - SAFETY OF CHILDREN ON INTERNET	51
CONCERN ABOUT PRIVACY ISSUES - DOCTORS SHARING HEALTH INFORMATION WITH OTHER HEALTH SERVICE PROVIDERS	52
CONCERN ABOUT PRIVACY ISSUES - PERSONAL INFORMATION HELD BY OVERSEAS BUSINESSES	53
CONCERN ABOUT PRIVACY ISSUES - INSURANCE COMPANIES BEING ABLE TO MAKE DECISIONS USING GENETIC INFORMATION	54
AWARE OF NATIONAL HEALTH INDEX (NHI) NUMBERS	55
COMFORTABLE WITH INTERNET SEARCH ENGINES TRACKING INTERNET USE	56

CONCERN ABOUT ISSUES FACING NEW ZEALAND - HEALTH SERVICES

How concerned are you about the following? Please use a scale of 1 to 5 where 1 means you are very concerned and 5 not concerned at all.

Health services

	Base	1 - Very concerned	2	3	4	5 - Not concerned at all	Unsure
ALL	750	44%	31%	18%	4%	3%	0%
AREA							
Auckland	248	47%	27%	21%	3%	2%	0%
Provincial	347	45%	31%	15%	5%	3%	1%
Christchurch	82	43%	31%	16%	8%	2%	0%
Wellington	73	28%	40%	26%	4%	2%	0%
RURAL	235	47%	29%	14%	6%	3%	1%
SEX							
Male	359	39%	33%	21%	5%	2%	0%
Female	391	48%	28%	16%	4%	3%	1%
AGE GROUP							
Under 30	157	30%	35%	26%	6%	2%	1%
30-44	225	42%	32%	18%	5%	3%	0%
45-59	196	56%	30%	11%	2%	1%	0%
60 Plus	172	44%	27%	20%	5%	4%	0%
OCCUPATION							
Professionals, Managers	160	43%	38%	16%	2%	1%	0%
Technicians, Associate Professionals	103	39%	30%	26%	2%	3%	0%
Clerks	42	63%	27%	4%	4%	2%	0%
Sales and service workers	72	44%	21%	27%	6%	2%	0%
Blue collar	141	44%	34%	15%	5%	2%	0%
Students	28	44%	25%	23%	8%	0%	0%
Retired	113	43%	27%	22%	3%	5%	0%
Homemaker	51	45%	32%	5%	11%	7%	0%
PERSONAL INCOME							
Less than \$15,000	109	41%	29%	21%	7%	2%	0%
\$15,001-25,000	108	45%	25%	23%	5%	2%	0%
\$25,001-30,000	65	54%	27%	6%	7%	3%	3%
\$30,001-40,000	86	46%	29%	19%	6%	0%	0%
\$40,001-50,000	79	44%	27%	22%	3%	4%	0%
\$50,001-70,000	120	34%	36%	23%	3%	4%	0%
More than \$70,000	104	39%	41%	16%	2%	2%	0%
ETHNICITY							
Pacific Island	35	57%	0%	43%	0%	0%	0%
Maori	82	46%	33%	11%	6%	1%	3%
Non Maori/Non PI	635	43%	32%	18%	4%	3%	0%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION							
Total concerned (1+2)	384	55%	27%	14%	3%	1%	0%
Neutral (3)	198	31%	38%	25%	4%	2%	0%
Total not concerned (4+5)	164	33%	31%	21%	8%	6%	1%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS							
More concerned	242	52%	28%	13%	4%	2%	1%
Less concerned	23	48%	23%	21%	4%	4%	0%
Stayed the same	478	40%	32%	21%	4%	3%	0%
HEARD OF PRIVACY COMMISSIONER							
Yes	470	43%	33%	18%	4%	2%	0%
No/Unsure	280	45%	26%	19%	6%	3%	1%

CONCERN ABOUT ISSUES FACING NEW ZEALAND - THE LEVEL OF CRIME AND VIOLENCE

How concerned are you about the following? Please use a scale of 1 to 5 where 1 means you are very concerned and 5 not concerned at all.

The level of crime and violence in New Zealand

	Base	1 - Very concerned	2	3	4	5 - Not concerned at all	Unsure
ALL	750	59%	22%	11%	5%	3%	0%
AREA							
Auckland	248	61%	18%	16%	2%	3%	0%
Provincial	347	62%	24%	7%	4%	3%	0%
Christchurch	82	64%	17%	9%	8%	2%	0%
Wellington	73	35%	33%	19%	10%	3%	0%
RURAL	235	69%	19%	5%	4%	2%	1%
SEX							
Male	359	56%	25%	10%	6%	3%	0%
Female	391	62%	19%	13%	3%	3%	0%
AGE GROUP							
Under 30	157	52%	28%	12%	3%	5%	0%
30-44	225	56%	23%	13%	6%	2%	0%
45-59	196	62%	21%	10%	4%	3%	0%
60 Plus	172	66%	17%	10%	4%	2%	1%
OCCUPATION							
Professionals, Managers	160	52%	27%	15%	5%	1%	0%
Technicians, Associate Professionals	103	48%	28%	14%	6%	4%	0%
Clerks	42	63%	25%	4%	4%	4%	0%
Sales and service workers	72	63%	20%	5%	8%	4%	0%
Blue collar	141	62%	21%	11%	4%	2%	0%
Students	28	44%	14%	27%	0%	15%	0%
Retired	113	72%	12%	10%	3%	2%	1%
Homemaker	51	71%	17%	6%	4%	2%	0%
PERSONAL INCOME							
Less than \$15,000	109	69%	13%	14%	0%	4%	0%
\$15,001-25,000	108	64%	19%	10%	5%	2%	0%
\$25,001-30,000	65	67%	19%	9%	4%	1%	0%
\$30,001-40,000	86	62%	19%	5%	7%	7%	0%
\$40,001-50,000	79	58%	22%	12%	6%	2%	0%
\$50,001-70,000	120	44%	35%	13%	4%	4%	0%
More than \$70,000	104	47%	33%	15%	5%	0%	0%
ETHNICITY							
Pacific Island	35	76%	15%	0%	0%	9%	0%
Maori	82	65%	16%	11%	5%	1%	2%
Non Maori/Non PI	635	57%	23%	12%	5%	3%	0%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION							
Total concerned (1+2)	384	71%	18%	6%	3%	2%	0%
Neutral (3)	198	49%	28%	15%	6%	2%	0%
Total not concerned (4+5)	164	44%	23%	19%	6%	8%	0%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS							
More concerned	242	62%	19%	11%	3%	5%	0%
Less concerned	23	64%	10%	12%	0%	8%	6%
Stayed the same	478	58%	24%	12%	5%	1%	0%
HEARD OF PRIVACY COMMISSIONER							
Yes	470	54%	25%	13%	5%	3%	0%
No/Unsure	280	68%	17%	8%	3%	3%	1%

CONCERN ABOUT ISSUES FACING NEW ZEALAND - EDUCATION

How concerned are you about the following? Please use a scale of 1 to 5 where 1 means you are very concerned and 5 not concerned at all.

Education

	Base	1 - Very concerned	2	3	4	5 - Not concerned at all	Unsure
ALL	750	41%	31%	17%	7%	3%	1%
AREA							
Auckland	248	43%	34%	15%	6%	2%	0%
Provincial	347	43%	27%	20%	6%	4%	0%
Christchurch	82	41%	38%	12%	6%	3%	0%
Wellington	73	25%	38%	22%	11%	3%	1%
RURAL	235	45%	30%	17%	5%	3%	0%
SEX							
Male	359	37%	34%	17%	8%	4%	0%
Female	391	45%	29%	18%	5%	3%	0%
AGE GROUP							
Under 30	157	34%	32%	23%	6%	5%	0%
30-44	225	40%	35%	16%	7%	2%	0%
45-59	196	48%	30%	15%	5%	2%	0%
60 Plus	172	42%	28%	17%	8%	4%	1%
OCCUPATION							
Professionals, Managers	160	44%	34%	13%	6%	2%	1%
Technicians, Associate Professionals	103	40%	35%	15%	8%	2%	0%
Clerks	42	46%	31%	13%	8%	2%	0%
Sales and service workers	72	35%	27%	23%	9%	6%	0%
Blue collar	141	37%	36%	18%	6%	3%	0%
Students	28	40%	24%	25%	0%	11%	0%
Retired	113	43%	27%	20%	4%	4%	2%
Homemaker	51	53%	23%	9%	9%	6%	0%
PERSONAL INCOME							
Less than \$15,000	109	44%	33%	13%	5%	4%	1%
\$15,001-25,000	108	40%	34%	14%	8%	4%	0%
\$25,001-30,000	65	43%	23%	23%	7%	4%	0%
\$30,001-40,000	86	43%	26%	20%	5%	6%	0%
\$40,001-50,000	79	36%	32%	24%	4%	3%	1%
\$50,001-70,000	120	36%	36%	15%	11%	2%	0%
More than \$70,000	104	33%	43%	16%	5%	2%	1%
ETHNICITY							
Pacific Island	35	48%	29%	5%	9%	9%	0%
Maori	82	46%	29%	16%	7%	2%	0%
Non Maori/Non PI	635	40%	32%	18%	6%	3%	1%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION							
Total concerned (1+2)	384	55%	28%	11%	4%	2%	0%
Neutral (3)	198	29%	35%	24%	10%	2%	0%
Total not concerned (4+5)	164	23%	34%	25%	9%	8%	1%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS							
More concerned	242	51%	28%	12%	4%	5%	0%
Less concerned	23	35%	33%	23%	5%	4%	0%
Stayed the same	478	37%	34%	19%	8%	2%	0%
HEARD OF PRIVACY COMMISSIONER							
Yes	470	41%	32%	18%	6%	3%	0%
No/Unsure	280	42%	30%	17%	8%	3%	0%

CONCERN ABOUT ISSUES FACING NEW ZEALAND - THE ECONOMY

How concerned are you about the following? Please use a scale of 1 to 5 where 1 means you are very concerned and 5 not concerned at all.

The economy

	Base	1 - Very concerned	2	3	4	5 - Not concerned at all	Unsure
ALL	750	38%	31%	22%	5%	3%	1%
AREA							
Auckland	248	41%	34%	19%	4%	2%	0%
Provincial	347	40%	29%	22%	5%	3%	1%
Christchurch	82	39%	33%	21%	4%	3%	0%
Wellington	73	20%	34%	32%	8%	4%	2%
RURAL	235	39%	35%	20%	3%	2%	1%
SEX							
Male	359	40%	32%	21%	3%	4%	0%
Female	391	37%	31%	23%	6%	2%	1%
AGE GROUP							
Under 30	157	40%	31%	20%	5%	3%	1%
30-44	225	36%	32%	24%	6%	2%	0%
45-59	196	43%	32%	19%	5%	1%	0%
60 Plus	172	35%	31%	25%	3%	5%	1%
OCCUPATION							
Professionals, Managers	160	41%	32%	21%	4%	2%	0%
Technicians, Associate Professionals	103	35%	36%	21%	6%	2%	0%
Clerks	42	50%	27%	15%	6%	2%	0%
Sales and service workers	72	36%	30%	27%	5%	2%	0%
Blue collar	141	46%	29%	20%	4%	1%	0%
Students	28	42%	26%	9%	12%	11%	0%
Retired	113	30%	33%	27%	2%	6%	2%
Homemaker	51	34%	35%	22%	8%	1%	0%
PERSONAL INCOME							
Less than \$15,000	109	45%	21%	23%	9%	1%	1%
\$15,001-25,000	108	33%	31%	31%	3%	2%	0%
\$25,001-30,000	65	46%	28%	16%	3%	4%	3%
\$30,001-40,000	86	30%	34%	23%	6%	7%	0%
\$40,001-50,000	79	35%	43%	16%	3%	3%	0%
\$50,001-70,000	120	35%	34%	22%	6%	3%	0%
More than \$70,000	104	44%	37%	14%	5%	0%	0%
ETHNICITY							
Pacific Island	35	48%	10%	33%	0%	9%	0%
Maori	82	48%	32%	10%	3%	2%	5%
Non Maori/Non PI	635	36%	33%	23%	5%	3%	0%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION							
Total concerned (1+2)	384	52%	27%	17%	2%	2%	0%
Neutral (3)	198	23%	41%	28%	6%	1%	1%
Total not concerned (4+5)	164	24%	30%	28%	10%	7%	1%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS							
More concerned	242	47%	29%	16%	4%	3%	1%
Less concerned	23	29%	21%	36%	4%	4%	6%
Stayed the same	478	35%	34%	24%	5%	2%	0%
HEARD OF PRIVACY COMMISSIONER							
Yes	470	37%	35%	20%	5%	3%	0%
No/Unsure	280	41%	26%	24%	5%	3%	1%

CONCERN ABOUT ISSUES FACING NEW ZEALAND - UNEMPLOYMENT

How concerned are you about the following? Please use a scale of 1 to 5 where 1 means you are very concerned and 5 not concerned at all.

Unemployment

	Base	1 - Very concerned	2	3	4	5 - Not concerned at all	Unsure
ALL	750	20%	28%	33%	13%	5%	1%
AREA							
Auckland	248	19%	30%	37%	10%	4%	0%
Provincial	347	22%	27%	31%	13%	6%	1%
Christchurch	82	22%	27%	34%	16%	1%	0%
Wellington	73	6%	31%	30%	20%	12%	1%
RURAL	235	24%	27%	30%	12%	6%	1%
SEX							
Male	359	15%	28%	34%	14%	8%	1%
Female	391	23%	28%	32%	13%	3%	1%
AGE GROUP							
Under 30	157	21%	24%	34%	13%	7%	1%
30-44	225	14%	32%	37%	13%	4%	0%
45-59	196	19%	30%	31%	15%	5%	0%
60 Plus	172	26%	26%	29%	11%	6%	2%
OCCUPATION							
Professionals, Managers	160	12%	30%	36%	17%	5%	0%
Technicians, Associate Professionals	103	15%	33%	34%	14%	4%	0%
Clerks	42	14%	37%	41%	8%	0%	0%
Sales and service workers	72	26%	28%	29%	14%	3%	0%
Blue collar	141	22%	27%	31%	14%	6%	0%
Students	28	27%	18%	36%	11%	8%	0%
Retired	113	26%	23%	29%	13%	6%	3%
Homemaker	51	27%	25%	32%	9%	7%	0%
PERSONAL INCOME							
Less than \$15,000	109	29%	29%	28%	7%	6%	1%
\$15,001-25,000	108	23%	26%	35%	14%	2%	0%
\$25,001-30,000	65	24%	28%	29%	12%	4%	3%
\$30,001-40,000	86	16%	35%	26%	18%	5%	0%
\$40,001-50,000	79	11%	33%	39%	12%	4%	1%
\$50,001-70,000	120	17%	24%	35%	17%	7%	0%
More than \$70,000	104	12%	27%	39%	17%	5%	0%
ETHNICITY							
Pacific Island	35	47%	24%	20%	9%	0%	0%
Maori	82	25%	26%	31%	8%	7%	3%
Non Maori/Non PI	635	17%	29%	34%	14%	6%	0%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION							
Total concerned (1+2)	384	30%	29%	29%	8%	3%	1%
Neutral (3)	198	10%	28%	39%	19%	4%	0%
Total not concerned (4+5)	164	5%	26%	35%	19%	13%	2%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS							
More concerned	242	25%	27%	27%	15%	4%	2%
Less concerned	23	17%	22%	40%	12%	9%	0%
Stayed the same	478	17%	29%	36%	13%	5%	0%
HEARD OF PRIVACY COMMISSIONER							
Yes	470	17%	28%	36%	15%	4%	0%
No/Unsure	280	25%	28%	27%	11%	8%	1%

CONCERN ABOUT ISSUES FACING NEW ZEALAND - THE ENVIRONMENT GENERALLY

How concerned are you about the following? Please use a scale of 1 to 5 where 1 means you are very concerned and 5 not concerned at all.

The environment generally

	Base	1 - Very concerned	2	3	4	5 - Not concerned at all	Unsure
ALL	750	26%	33%	26%	10%	5%	0%
AREA							
Auckland	248	24%	32%	28%	12%	4%	0%
Provincial	347	30%	33%	26%	6%	5%	0%
Christchurch	82	25%	31%	25%	14%	5%	0%
Wellington	73	16%	43%	23%	14%	4%	0%
RURAL	235	34%	32%	22%	7%	5%	0%
SEX							
Male	359	21%	33%	29%	11%	6%	0%
Female	391	31%	33%	24%	8%	4%	0%
AGE GROUP							
Under 30	157	27%	34%	20%	13%	6%	0%
30-44	225	25%	36%	29%	7%	3%	0%
45-59	196	27%	35%	25%	11%	2%	0%
60 Plus	172	26%	28%	29%	8%	9%	0%
OCCUPATION							
Professionals, Managers	160	23%	36%	28%	11%	2%	0%
Technicians, Associate Professionals	103	33%	32%	21%	12%	2%	0%
Clerks	42	19%	42%	31%	8%	0%	0%
Sales and service workers	72	35%	29%	24%	7%	5%	0%
Blue collar	141	22%	37%	26%	10%	5%	0%
Students	28	31%	30%	18%	17%	4%	0%
Retired	113	22%	31%	30%	7%	10%	0%
Homemaker	51	33%	26%	28%	7%	6%	0%
PERSONAL INCOME							
Less than \$15,000	109	31%	34%	20%	9%	6%	0%
\$15,001-25,000	108	32%	33%	22%	11%	2%	0%
\$25,001-30,000	65	34%	26%	31%	3%	5%	1%
\$30,001-40,000	86	24%	30%	34%	7%	5%	0%
\$40,001-50,000	79	20%	32%	26%	16%	6%	0%
\$50,001-70,000	120	21%	33%	29%	12%	5%	0%
More than \$70,000	104	15%	45%	27%	13%	0%	0%
ETHNICITY							
Pacific Island	35	33%	17%	41%	9%	0%	0%
Maori	82	35%	33%	20%	7%	5%	0%
Non Maori/Non PI	635	24%	35%	26%	10%	5%	0%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION							
Total concerned (1+2)	384	35%	32%	22%	7%	4%	0%
Neutral (3)	198	17%	37%	31%	12%	3%	0%
Total not concerned (4+5)	164	14%	34%	28%	14%	10%	0%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS							
More concerned	242	32%	31%	26%	6%	5%	0%
Less concerned	23	37%	25%	24%	6%	8%	0%
Stayed the same	478	23%	35%	26%	12%	4%	0%
HEARD OF PRIVACY COMMISSIONER							
Yes	470	25%	34%	25%	11%	5%	0%
No/Unsure	280	28%	32%	27%	8%	5%	0%

CONCERN ABOUT ISSUES FACING NEW ZEALAND - INDIVIDUAL PRIVACY AND PERSONAL INFORMATION

How concerned are you about the following? Please use a scale of 1 to 5 where 1 means you are very concerned and 5 not concerned at all.

Individual privacy and personal information

	Base	1 - Very concerned	2	3	4	5 - Not concerned at all	Unsure
ALL	750	28%	23%	26%	14%	9%	0%
AREA							
Auckland	248	28%	26%	27%	14%	5%	0%
Provincial	347	31%	21%	24%	12%	11%	1%
Christchurch	82	26%	26%	30%	12%	6%	0%
Wellington	73	18%	20%	32%	18%	12%	0%
RURAL	235	34%	21%	22%	12%	10%	1%
SEX							
Male	359	29%	21%	28%	11%	11%	0%
Female	391	27%	25%	25%	16%	6%	1%
AGE GROUP							
Under 30	157	24%	27%	19%	15%	15%	0%
30-44	225	26%	25%	29%	14%	6%	0%
45-59	196	30%	21%	28%	16%	5%	0%
60 Plus	172	32%	20%	28%	9%	10%	1%
OCCUPATION							
Professionals, Managers	160	25%	27%	26%	16%	6%	0%
Technicians, Associate Professionals	103	18%	26%	32%	16%	8%	0%
Clerks	42	19%	37%	31%	10%	3%	0%
Sales and service workers	72	26%	22%	24%	18%	8%	2%
Blue collar	141	36%	20%	25%	12%	7%	0%
Students	28	27%	23%	13%	18%	19%	0%
Retired	113	30%	19%	29%	8%	13%	1%
Homemaker	51	43%	11%	24%	13%	9%	0%
PERSONAL INCOME							
Less than \$15,000	109	32%	25%	20%	13%	9%	1%
\$15,001-25,000	108	36%	17%	25%	14%	8%	0%
\$25,001-30,000	65	25%	34%	25%	7%	9%	0%
\$30,001-40,000	86	26%	25%	33%	9%	7%	0%
\$40,001-50,000	79	21%	19%	20%	22%	18%	0%
\$50,001-70,000	120	22%	22%	33%	16%	6%	1%
More than \$70,000	104	18%	29%	27%	19%	7%	0%
ETHNICITY							
Pacific Island	35	58%	11%	22%	0%	9%	0%
Maori	82	35%	28%	17%	10%	8%	2%
Non Maori/Non PI	635	26%	23%	28%	15%	8%	0%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION							
Total concerned (1+2)	384	55%	45%	0%	0%	0%	0%
Neutral (3)	198	0%	0%	100%	0%	0%	0%
Total not concerned (4+5)	164	0%	0%	0%	61%	39%	0%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS							
More concerned	242	52%	25%	11%	5%	7%	0%
Less concerned	23	11%	13%	22%	20%	29%	5%
Stayed the same	478	17%	23%	35%	17%	8%	0%
HEARD OF PRIVACY COMMISSIONER							
Yes	470	26%	24%	28%	14%	8%	0%
No/Unsure	280	33%	21%	24%	12%	9%	1%

CONCERN ABOUT ISSUES FACING NEW ZEALAND - POWER OF GOVERNMENT

How concerned are you about the following? Please use a scale of 1 to 5 where 1 means you are very concerned and 5 not concerned at all.

Power of Government

	Base	1 - Very concerned	2	3	4	5 - Not concerned at all	Unsure
ALL	750	25%	28%	29%	10%	7%	1%
AREA							
Auckland	248	28%	28%	32%	8%	4%	0%
Provincial	347	26%	29%	26%	9%	9%	1%
Christchurch	82	18%	27%	33%	14%	8%	0%
Wellington	73	17%	25%	29%	15%	14%	0%
RURAL	235	30%	30%	23%	8%	7%	2%
SEX							
Male	359	24%	29%	28%	10%	9%	0%
Female	391	26%	27%	30%	10%	6%	1%
AGE GROUP							
Under 30	157	17%	28%	36%	7%	11%	1%
30-44	225	20%	29%	33%	12%	6%	0%
45-59	196	29%	33%	22%	8%	8%	0%
60 Plus	172	36%	21%	24%	11%	7%	1%
OCCUPATION							
Professionals, Managers	160	24%	28%	32%	7%	9%	0%
Technicians, Associate Professionals	103	16%	32%	31%	13%	8%	0%
Clerks	42	29%	32%	30%	9%	0%	0%
Sales and service workers	72	22%	17%	44%	10%	7%	0%
Blue collar	141	23%	36%	24%	10%	6%	1%
Students	28	29%	34%	15%	7%	15%	0%
Retired	113	34%	21%	24%	9%	10%	2%
Homemaker	51	28%	24%	25%	15%	8%	0%
PERSONAL INCOME							
Less than \$15,000	109	33%	27%	21%	10%	8%	1%
\$15,001-25,000	108	30%	23%	32%	10%	5%	0%
\$25,001-30,000	65	23%	27%	31%	10%	5%	4%
\$30,001-40,000	86	21%	29%	32%	7%	11%	0%
\$40,001-50,000	79	25%	29%	32%	10%	4%	0%
\$50,001-70,000	120	17%	27%	30%	14%	12%	0%
More than \$70,000	104	22%	33%	25%	11%	9%	0%
ETHNICITY							
Pacific Island	35	14%	32%	38%	4%	12%	0%
Maori	82	26%	29%	28%	9%	4%	4%
Non Maori/Non PI	635	26%	28%	28%	10%	8%	0%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION							
Total concerned (1+2)	384	36%	34%	21%	5%	4%	0%
Neutral (3)	198	15%	25%	43%	12%	5%	0%
Total not concerned (4+5)	164	13%	18%	32%	17%	19%	1%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS							
More concerned	242	35%	27%	23%	6%	8%	1%
Less concerned	23	12%	34%	25%	8%	16%	5%
Stayed the same	478	21%	29%	31%	12%	7%	0%
HEARD OF PRIVACY COMMISSIONER							
Yes	470	26%	27%	29%	10%	8%	0%
No/Unsure	280	23%	29%	29%	10%	7%	2%

CHANGES IN CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION

Looking back over the last few years, have you got more concerned about issues of individual privacy and personal information, less concerned or has your level of concern stayed about the same?

	Base	More concerned	Less concerned	Level of concerned stayed the same	Depends	Unsure
ALL	750	32%	3%	64%	0%	1%
AREA						
Auckland	248	29%	3%	68%	0%	0%
Provincial	347	35%	3%	60%	1%	1%
Christchurch	82	29%	4%	67%	0%	0%
Wellington	73	33%	3%	62%	0%	2%
RURAL	235	36%	4%	59%	1%	0%
SEX						
Male	359	33%	3%	64%	0%	0%
Female	391	32%	3%	64%	0%	1%
AGE GROUP						
Under 30	157	33%	0%	65%	1%	1%
30-44	225	29%	2%	68%	0%	1%
45-59	196	33%	6%	61%	0%	0%
60 Plus	172	35%	3%	61%	0%	1%
OCCUPATION						
Professionals, Managers	160	32%	2%	65%	0%	1%
Technicians, Associate Professionals	103	34%	4%	62%	0%	0%
Clerks	42	33%	2%	65%	0%	0%
Sales and service workers	72	28%	10%	62%	0%	0%
Blue collar	141	31%	1%	68%	0%	0%
Students	28	39%	0%	61%	0%	0%
Retired	113	31%	4%	63%	0%	2%
Homemaker	51	29%	3%	65%	0%	3%
PERSONAL INCOME						
Less than \$15,000	109	31%	3%	64%	0%	2%
\$15,001-25,000	108	34%	2%	64%	0%	0%
\$25,001-30,000	65	36%	3%	61%	0%	0%
\$30,001-40,000	86	37%	2%	58%	2%	1%
\$40,001-50,000	79	23%	4%	72%	0%	1%
\$50,001-70,000	120	30%	4%	66%	0%	0%
More than \$70,000	104	31%	2%	67%	0%	0%
ETHNICITY						
Pacific Island	35	46%	0%	54%	0%	0%
Maori	82	40%	6%	50%	2%	2%
Non Maori/Non PI	635	31%	3%	66%	0%	0%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION						
Total concerned (1+2)	384	49%	1%	50%	0%	0%
Neutral (3)	198	14%	3%	83%	0%	0%
Total not concerned (4+5)	164	17%	7%	73%	1%	2%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS						
More concerned	242	100%	0%	0%	0%	0%
Less concerned	23	0%	100%	0%	0%	0%
Stayed the same	478	0%	0%	100%	0%	0%
HEARD OF PRIVACY COMMISSIONER						
Yes	470	33%	4%	63%	0%	0%
No/Unsure	280	31%	2%	65%	1%	1%

CONFIDENCE ABOUT FINDING INFORMATION NEEDED IF HAD CONCERNS

Using a scale of 1 to 5 where 1 means you are very confident and 5 not confident at all, how confident are you that you could find out information that you need if you had some concerns about an issue involving your individual privacy or personal information?

	Base	1 - Very confident	2	3	4	5 - Not confident at all	Unsure
ALL	750	18%	26%	29%	12%	11%	4%
AREA							
Auckland	248	18%	26%	33%	11%	9%	3%
Provincial	347	19%	22%	29%	13%	12%	5%
Christchurch	82	13%	34%	26%	11%	15%	1%
Wellington	73	18%	31%	27%	17%	5%	2%
RURAL	235	18%	25%	26%	12%	15%	4%
SEX							
Male	359	19%	25%	29%	13%	12%	2%
Female	391	17%	26%	30%	12%	10%	5%
AGE GROUP							
Under 30	157	15%	28%	34%	11%	9%	3%
30-44	225	19%	23%	31%	16%	8%	3%
45-59	196	15%	28%	27%	13%	13%	4%
60 Plus	172	22%	23%	26%	10%	14%	5%
OCCUPATION							
Professionals, Managers	160	17%	28%	31%	13%	9%	2%
Technicians, Associate Professionals	103	17%	27%	33%	15%	7%	1%
Clerks	42	18%	31%	26%	16%	9%	0%
Sales and service workers	72	13%	32%	27%	12%	8%	8%
Blue collar	141	18%	22%	25%	13%	15%	7%
Students	28	8%	32%	42%	7%	11%	0%
Retired	113	26%	20%	25%	8%	16%	5%
Homemaker	51	20%	22%	31%	13%	8%	6%
PERSONAL INCOME							
Less than \$15,000	109	16%	21%	36%	9%	16%	2%
\$15,001-25,000	108	24%	28%	28%	10%	7%	3%
\$25,001-30,000	65	14%	20%	25%	30%	10%	1%
\$30,001-40,000	86	15%	27%	28%	7%	18%	5%
\$40,001-50,000	79	19%	32%	31%	11%	4%	3%
\$50,001-70,000	120	15%	29%	29%	14%	9%	4%
More than \$70,000	104	18%	26%	31%	16%	6%	3%
ETHNICITY							
Pacific Island	35	26%	20%	35%	8%	11%	0%
Maori	82	21%	16%	32%	12%	13%	6%
Non Maori/Non PI	635	17%	27%	29%	13%	10%	4%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION							
Total concerned (1+2)	384	17%	23%	29%	12%	15%	4%
Neutral (3)	198	17%	27%	34%	12%	7%	3%
Total not concerned (4+5)	164	21%	29%	26%	15%	6%	3%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS							
More concerned	242	17%	19%	31%	16%	15%	2%
Less concerned	23	11%	43%	20%	11%	15%	0%
Stayed the same	478	19%	28%	29%	11%	9%	4%
HEARD OF PRIVACY COMMISSIONER							
Yes	470	20%	28%	30%	12%	8%	2%
No/Unsure	280	14%	22%	29%	14%	16%	5%

AWARENESS OF THE PRIVACY COMMISSIONER

Have you heard of the Privacy Commissioner?

	Base	Yes	No	Unsure
ALL	750	63%	36%	1%
AREA				
Auckland	248	61%	38%	1%
Provincial	347	61%	38%	1%
Christchurch	82	58%	41%	1%
Wellington	73	84%	16%	0%
RURAL	235	63%	37%	0%
SEX				
Male	359	62%	37%	1%
Female	391	63%	35%	2%
AGE GROUP				
Under 30	157	37%	63%	0%
30-44	225	60%	38%	2%
45-59	196	74%	25%	1%
60 Plus	172	77%	21%	2%
OCCUPATION				
Professionals, Managers	160	79%	21%	0%
Technicians, Associate Professionals	103	54%	44%	2%
Clerks	42	63%	35%	2%
Sales and service workers	72	63%	37%	0%
Blue collar	141	54%	45%	1%
Students	28	43%	55%	2%
Retired	113	75%	22%	3%
Homemaker	51	41%	59%	0%
PERSONAL INCOME				
Less than \$15,000	109	53%	47%	0%
\$15,001-25,000	108	62%	35%	3%
\$25,001-30,000	65	48%	52%	0%
\$30,001-40,000	86	55%	43%	2%
\$40,001-50,000	79	74%	26%	0%
\$50,001-70,000	120	69%	29%	2%
More than \$70,000	104	72%	27%	1%
ETHNICITY				
Pacific Island	35	26%	74%	0%
Maori	82	52%	48%	0%
Non Maori/Non PI	635	66%	33%	1%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION				
Total concerned (1+2)	384	61%	38%	1%
Neutral (3)	198	67%	32%	1%
Total not concerned (4+5)	164	63%	36%	1%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS				
More concerned	242	65%	34%	1%
Less concerned	23	69%	27%	4%
Stayed the same	478	62%	37%	1%
HEARD OF PRIVACY COMMISSIONER				
Yes	470	100%	0%	0%
No/Unsure	280	0%	97%	3%

TRUST IN ORGANISATIONS - FINANCIAL INSTITUTIONS

How trustworthy or untrustworthy would you say the following organisations are in regards to how they protect or use your personal information? If they are trustworthy, is that highly trustworthy or somewhat trustworthy? If they are untrustworthy, is that highly untrustworthy or somewhat untrustworthy?

Financial institutions

	Base	Highly trustworthy	Somewhat trustworthy	Somewhat untrustworthy	Highly untrustworthy	Unsure
ALL	750	12%	37%	28%	18%	5%
AREA						
Auckland	248	11%	33%	29%	23%	4%
Provincial	347	15%	38%	26%	16%	5%
Christchurch	82	11%	37%	34%	14%	4%
Wellington	73	6%	43%	32%	14%	5%
RURAL	235	13%	39%	26%	18%	4%
SEX						
Male	359	14%	35%	28%	20%	3%
Female	391	11%	39%	28%	16%	6%
AGE GROUP						
Under 30	157	13%	44%	26%	12%	5%
30-44	225	15%	35%	31%	16%	3%
45-59	196	10%	37%	27%	22%	4%
60 Plus	172	10%	33%	27%	23%	7%
OCCUPATION						
Professionals, Managers	160	11%	39%	27%	21%	2%
Technicians, Associate Professionals	103	14%	36%	33%	14%	3%
Clerks	42	19%	47%	20%	9%	5%
Sales and service workers	72	18%	35%	25%	21%	1%
Blue collar	141	9%	41%	30%	15%	5%
Students	28	16%	49%	19%	9%	7%
Retired	113	9%	30%	26%	26%	9%
Homemaker	51	9%	31%	37%	17%	6%
PERSONAL INCOME						
Less than \$15,000	109	12%	31%	29%	19%	9%
\$15,001-25,000	108	15%	45%	27%	11%	2%
\$25,001-30,000	65	15%	38%	25%	16%	6%
\$30,001-40,000	86	8%	33%	29%	26%	4%
\$40,001-50,000	79	16%	31%	32%	18%	3%
\$50,001-70,000	120	11%	40%	31%	16%	2%
More than \$70,000	104	17%	36%	28%	16%	3%
ETHNICITY						
Pacific Island	35	23%	11%	22%	41%	3%
Maori	82	12%	41%	24%	17%	6%
Non Maori/Non PI	635	12%	38%	29%	17%	4%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION						
Total concerned (1+2)	384	11%	36%	28%	20%	5%
Neutral (3)	198	14%	36%	33%	15%	2%
Total not concerned (4+5)	164	13%	42%	23%	17%	5%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS						
More concerned	242	9%	31%	33%	22%	5%
Less concerned	23	17%	33%	19%	25%	6%
Stayed the same	478	14%	41%	26%	15%	4%
HEARD OF PRIVACY COMMISSIONER						
Yes	470	12%	37%	30%	18%	3%
No/Unsure	280	12%	38%	26%	17%	7%

TRUST IN ORGANISATIONS - INSURANCE COMPANIES

How trustworthy or untrustworthy would you say the following organisations are in regards to how they protect or use your personal information? If they are trustworthy, is that highly trustworthy or somewhat trustworthy? If they are untrustworthy, is that highly untrustworthy or somewhat untrustworthy?

Insurance companies

	Base	Highly trustworthy	Somewhat trustworthy	Somewhat untrustworthy	Highly untrustworthy	Unsure
ALL	750	11%	46%	28%	11%	4%
AREA						
Auckland	248	10%	48%	25%	12%	5%
Provincial	347	12%	46%	28%	10%	4%
Christchurch	82	6%	42%	32%	14%	6%
Wellington	73	13%	48%	28%	11%	0%
RURAL	235	9%	42%	30%	15%	4%
SEX						
Male	359	9%	46%	28%	14%	3%
Female	391	13%	47%	27%	8%	5%
AGE GROUP						
Under 30	157	15%	45%	19%	14%	7%
30-44	225	11%	50%	28%	10%	1%
45-59	196	8%	44%	33%	12%	3%
60 Plus	172	11%	45%	29%	9%	6%
OCCUPATION						
Professionals, Managers	160	7%	52%	29%	10%	2%
Technicians, Associate Professionals	103	11%	52%	24%	10%	3%
Clerks	42	15%	45%	24%	11%	5%
Sales and service workers	72	11%	59%	23%	6%	1%
Blue collar	141	8%	40%	31%	18%	3%
Students	28	19%	50%	12%	12%	7%
Retired	113	14%	39%	31%	8%	8%
Homemaker	51	13%	35%	32%	15%	5%
PERSONAL INCOME						
Less than \$15,000	109	12%	46%	25%	11%	6%
\$15,001-25,000	108	16%	46%	29%	7%	2%
\$25,001-30,000	65	12%	43%	25%	16%	4%
\$30,001-40,000	86	7%	47%	30%	9%	7%
\$40,001-50,000	79	7%	53%	25%	12%	3%
\$50,001-70,000	120	7%	51%	32%	9%	1%
More than \$70,000	104	14%	44%	24%	16%	2%
ETHNICITY						
Pacific Island	35	17%	36%	15%	32%	0%
Maori	82	7%	47%	22%	16%	8%
Non Maori/Non PI	635	11%	47%	29%	9%	4%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION						
Total concerned (1+2)	384	8%	42%	32%	14%	4%
Neutral (3)	198	13%	52%	24%	8%	3%
Total not concerned (4+5)	164	16%	49%	20%	9%	6%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS						
More concerned	242	10%	40%	34%	14%	2%
Less concerned	23	17%	37%	31%	5%	10%
Stayed the same	478	11%	50%	25%	10%	4%
HEARD OF PRIVACY COMMISSIONER						
Yes	470	11%	50%	29%	9%	1%
No/Unsure	280	10%	41%	25%	15%	9%

TRUST IN ORGANISATIONS - VOLUNTARY ORGANISATIONS AND CLUBS

How trustworthy or untrustworthy would you say the following organisations are in regards to how they protect or use your personal information? If they are trustworthy, is that highly trustworthy or somewhat trustworthy? If they are untrustworthy, is that highly untrustworthy or somewhat untrustworthy?

Voluntary organisations and clubs

	Base	Highly trustworthy	Somewhat trustworthy	Somewhat untrustworthy	Highly untrustworthy	Unsure
ALL	750	18%	56%	16%	4%	6%
AREA						
Auckland	248	17%	52%	20%	5%	6%
Provincial	347	19%	59%	14%	3%	5%
Christchurch	82	19%	57%	17%	2%	5%
Wellington	73	21%	54%	15%	4%	6%
RURAL	235	20%	55%	15%	5%	5%
SEX						
Male	359	18%	56%	18%	4%	4%
Female	391	19%	56%	14%	4%	7%
AGE GROUP						
Under 30	157	17%	61%	13%	4%	5%
30-44	225	14%	58%	19%	4%	5%
45-59	196	18%	54%	20%	5%	3%
60 Plus	172	26%	50%	12%	2%	10%
OCCUPATION						
Professionals, Managers	160	14%	61%	18%	3%	4%
Technicians, Associate Professionals	103	19%	45%	22%	8%	6%
Clerks	42	9%	58%	16%	8%	9%
Sales and service workers	72	17%	64%	13%	1%	5%
Blue collar	141	19%	54%	15%	5%	7%
Students	28	16%	70%	14%	0%	0%
Retired	113	28%	53%	8%	2%	9%
Homemaker	51	25%	49%	20%	6%	0%
PERSONAL INCOME						
Less than \$15,000	109	21%	56%	17%	1%	5%
\$15,001-25,000	108	15%	63%	13%	4%	5%
\$25,001-30,000	65	19%	56%	10%	5%	10%
\$30,001-40,000	86	13%	65%	16%	1%	5%
\$40,001-50,000	79	23%	57%	12%	2%	6%
\$50,001-70,000	120	19%	57%	18%	4%	2%
More than \$70,000	104	11%	50%	27%	5%	7%
ETHNICITY						
Pacific Island	35	5%	61%	22%	12%	0%
Maori	82	21%	49%	21%	4%	5%
Non Maori/Non PI	635	19%	56%	15%	4%	6%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION						
Total concerned (1+2)	384	18%	55%	17%	5%	5%
Neutral (3)	198	17%	60%	17%	2%	4%
Total not concerned (4+5)	164	21%	54%	14%	4%	7%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS						
More concerned	242	15%	50%	22%	8%	5%
Less concerned	23	19%	41%	22%	3%	15%
Stayed the same	478	20%	60%	13%	2%	5%
HEARD OF PRIVACY COMMISSIONER						
Yes	470	20%	58%	15%	3%	4%
No/Unsure	280	16%	52%	18%	6%	8%

TRUST IN ORGANISATIONS - GOVERNMENT DEPARTMENTS IN GENERAL

How trustworthy or untrustworthy would you say the following organisations are in regards to how they protect or use your personal information? If they are trustworthy, is that highly trustworthy or somewhat trustworthy? If they are untrustworthy, is that highly untrustworthy or somewhat untrustworthy?

Government departments in general

	Base	Highly trustworthy	Somewhat trustworthy	Somewhat untrustworthy	Highly untrustworthy	Unsure
ALL	750	12%	53%	23%	9%	3%
AREA						
Auckland	248	13%	54%	19%	11%	3%
Provincial	347	9%	54%	23%	10%	4%
Christchurch	82	11%	45%	35%	9%	0%
Wellington	73	21%	50%	22%	4%	3%
RURAL	235	7%	51%	26%	12%	4%
SEX						
Male	359	12%	52%	22%	12%	2%
Female	391	12%	53%	24%	7%	4%
AGE GROUP						
Under 30	157	17%	51%	18%	10%	4%
30-44	225	15%	52%	27%	5%	1%
45-59	196	9%	50%	27%	12%	2%
60 Plus	172	5%	58%	19%	12%	6%
OCCUPATION						
Professionals, Managers	160	13%	53%	25%	9%	0%
Technicians, Associate Professionals	103	16%	51%	24%	4%	5%
Clerks	42	16%	53%	19%	7%	5%
Sales and service workers	72	14%	55%	25%	3%	3%
Blue collar	141	9%	50%	25%	15%	1%
Students	28	14%	57%	29%	0%	0%
Retired	113	6%	58%	18%	11%	7%
Homemaker	51	15%	45%	26%	14%	0%
PERSONAL INCOME						
Less than \$15,000	109	13%	55%	20%	10%	2%
\$15,001-25,000	108	10%	59%	20%	7%	4%
\$25,001-30,000	65	9%	39%	33%	11%	8%
\$30,001-40,000	86	9%	51%	33%	7%	0%
\$40,001-50,000	79	14%	65%	16%	3%	2%
\$50,001-70,000	120	18%	50%	21%	10%	1%
More than \$70,000	104	14%	51%	23%	12%	0%
ETHNICITY						
Pacific Island	35	17%	42%	22%	19%	0%
Maori	82	11%	54%	16%	15%	4%
Non Maori/Non PI	635	12%	53%	24%	8%	3%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION						
Total concerned (1+2)	384	5%	54%	23%	15%	3%
Neutral (3)	198	17%	55%	24%	2%	2%
Total not concerned (4+5)	164	20%	48%	24%	6%	2%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS						
More concerned	242	6%	45%	29%	17%	3%
Less concerned	23	8%	40%	19%	23%	10%
Stayed the same	478	15%	58%	20%	5%	2%
HEARD OF PRIVACY COMMISSIONER						
Yes	470	12%	55%	22%	9%	2%
No/Unsure	280	11%	48%	26%	10%	5%

TRUST IN ORGANISATIONS - HEALTH SERVICE PROVIDERS

How trustworthy or untrustworthy would you say the following organisations are in regards to how they protect or use your personal information? If they are trustworthy, is that highly trustworthy or somewhat trustworthy? If they are untrustworthy, is that highly untrustworthy or somewhat untrustworthy?

Health service providers including doctors, hospitals and pharmacists

	Base	Highly trustworthy	Somewhat trustworthy	Somewhat untrustworthy	Highly untrustworthy	Unsure
ALL	750	49%	43%	6%	1%	1%
AREA						
Auckland	248	47%	43%	7%	1%	2%
Provincial	347	49%	43%	5%	2%	1%
Christchurch	82	59%	36%	3%	2%	0%
Wellington	73	37%	54%	7%	1%	1%
RURAL	235	51%	40%	6%	2%	1%
SEX						
Male	359	52%	40%	6%	1%	1%
Female	391	45%	47%	6%	1%	1%
AGE GROUP						
Under 30	157	56%	37%	3%	2%	2%
30-44	225	47%	45%	6%	1%	1%
45-59	196	44%	47%	7%	1%	1%
60 Plus	172	50%	41%	7%	1%	1%
OCCUPATION						
Professionals, Managers	160	49%	42%	6%	1%	2%
Technicians, Associate Professionals	103	39%	52%	6%	1%	2%
Clerks	42	53%	36%	4%	2%	5%
Sales and service workers	72	53%	43%	4%	0%	0%
Blue collar	141	49%	43%	6%	0%	2%
Students	28	47%	38%	4%	11%	0%
Retired	113	53%	41%	4%	1%	1%
Homemaker	51	50%	37%	9%	4%	0%
PERSONAL INCOME						
Less than \$15,000	109	47%	47%	4%	2%	0%
\$15,001-25,000	108	53%	40%	6%	1%	0%
\$25,001-30,000	65	46%	47%	5%	2%	0%
\$30,001-40,000	86	45%	46%	4%	5%	0%
\$40,001-50,000	79	51%	41%	4%	0%	4%
\$50,001-70,000	120	47%	46%	4%	1%	2%
More than \$70,000	104	46%	45%	6%	0%	3%
ETHNICITY						
Pacific Island	35	35%	33%	18%	14%	0%
Maori	82	44%	49%	6%	0%	1%
Non Maori/Non PI	635	50%	43%	5%	1%	1%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION						
Total concerned (1+2)	384	43%	47%	8%	1%	1%
Neutral (3)	198	54%	43%	2%	0%	1%
Total not concerned (4+5)	164	56%	35%	4%	3%	2%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS						
More concerned	242	39%	48%	10%	2%	1%
Less concerned	23	64%	28%	8%	0%	0%
Stayed the same	478	53%	41%	4%	1%	1%
HEARD OF PRIVACY COMMISSIONER						
Yes	470	47%	44%	6%	2%	1%
No/Unsure	280	50%	41%	6%	1%	2%

TRUST IN ORGANISATIONS - RETAILERS

How trustworthy or untrustworthy would you say the following organisations are in regards to how they protect or use your personal information? If they are trustworthy, is that highly trustworthy or somewhat trustworthy? If they are untrustworthy, is that highly untrustworthy or somewhat untrustworthy?

Retailers

	Base	Highly trustworthy	Somewhat trustworthy	Somewhat untrustworthy	Highly untrustworthy	Unsure
ALL	750	7%	53%	28%	9%	3%
AREA						
Auckland	248	6%	50%	31%	11%	2%
Provincial	347	8%	56%	24%	9%	3%
Christchurch	82	4%	52%	28%	11%	5%
Wellington	73	6%	44%	37%	7%	6%
RURAL	235	7%	52%	28%	8%	5%
SEX						
Male	359	8%	49%	28%	12%	3%
Female	391	6%	56%	28%	7%	3%
AGE GROUP						
Under 30	157	7%	49%	26%	17%	1%
30-44	225	6%	48%	35%	9%	2%
45-59	196	6%	56%	30%	5%	3%
60 Plus	172	9%	59%	19%	8%	5%
OCCUPATION						
Professionals, Managers	160	3%	50%	39%	7%	1%
Technicians, Associate Professionals	103	3%	51%	33%	10%	3%
Clerks	42	2%	69%	19%	6%	4%
Sales and service workers	72	5%	68%	21%	5%	1%
Blue collar	141	7%	48%	26%	15%	4%
Students	28	22%	35%	22%	21%	0%
Retired	113	11%	57%	19%	7%	6%
Homemaker	51	10%	39%	38%	11%	2%
PERSONAL INCOME						
Less than \$15,000	109	9%	53%	25%	9%	4%
\$15,001-25,000	108	10%	55%	18%	12%	5%
\$25,001-30,000	65	5%	58%	26%	8%	3%
\$30,001-40,000	86	8%	52%	28%	9%	3%
\$40,001-50,000	79	6%	58%	30%	5%	1%
\$50,001-70,000	120	4%	61%	28%	6%	1%
More than \$70,000	104	2%	41%	43%	13%	1%
ETHNICITY						
Pacific Island	35	17%	23%	35%	25%	0%
Maori	82	6%	44%	26%	17%	7%
Non Maori/Non PI	635	6%	55%	28%	8%	3%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION						
Total concerned (1+2)	384	6%	52%	26%	13%	3%
Neutral (3)	198	6%	58%	27%	6%	3%
Total not concerned (4+5)	164	9%	49%	33%	6%	3%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS						
More concerned	242	6%	49%	27%	14%	4%
Less concerned	23	4%	50%	30%	10%	6%
Stayed the same	478	8%	55%	28%	7%	2%
HEARD OF PRIVACY COMMISSIONER						
Yes	470	7%	54%	30%	7%	2%
No/Unsure	280	6%	51%	25%	13%	5%

TRUST IN ORGANISATIONS - BUSINESSES SELLING OVER THE INTERNET

How trustworthy or untrustworthy would you say the following organisations are in regards to how they protect or use your personal information? If they are trustworthy, is that highly trustworthy or somewhat trustworthy? If they are untrustworthy, is that highly untrustworthy or somewhat untrustworthy?

Businesses selling over the internet

	Base	Highly trustworthy	Somewhat trustworthy	Somewhat untrustworthy	Highly untrustworthy	Unsure
ALL	750	2%	23%	39%	26%	10%
AREA						
Auckland	248	3%	23%	41%	25%	8%
Provincial	347	2%	21%	37%	27%	13%
Christchurch	82	1%	23%	46%	25%	5%
Wellington	73	1%	27%	38%	25%	9%
RURAL	235	1%	27%	32%	26%	14%
SEX						
Male	359	2%	26%	38%	26%	8%
Female	391	2%	20%	41%	25%	12%
AGE GROUP						
Under 30	157	3%	21%	43%	29%	4%
30-44	225	2%	28%	41%	26%	3%
45-59	196	3%	22%	40%	27%	8%
60 Plus	172	1%	18%	33%	22%	26%
OCCUPATION						
Professionals, Managers	160	1%	18%	48%	29%	4%
Technicians, Associate Professionals	103	2%	32%	41%	21%	4%
Clerks	42	2%	30%	33%	28%	7%
Sales and service workers	72	3%	22%	43%	28%	4%
Blue collar	141	2%	23%	37%	25%	13%
Students	28	0%	20%	29%	44%	7%
Retired	113	2%	18%	32%	18%	30%
Homemaker	51	0%	22%	43%	31%	4%
PERSONAL INCOME						
Less than \$15,000	109	3%	22%	35%	29%	11%
\$15,001-25,000	108	6%	20%	35%	25%	14%
\$25,001-30,000	65	1%	25%	41%	25%	8%
\$30,001-40,000	86	0%	22%	41%	30%	7%
\$40,001-50,000	79	2%	26%	47%	19%	6%
\$50,001-70,000	120	1%	35%	36%	23%	5%
More than \$70,000	104	2%	14%	51%	27%	6%
ETHNICITY						
Pacific Island	35	9%	7%	25%	59%	0%
Maori	82	0%	17%	39%	36%	8%
Non Maori/Non PI	635	2%	24%	40%	23%	11%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION						
Total concerned (1+2)	384	1%	20%	39%	30%	10%
Neutral (3)	198	3%	28%	39%	20%	10%
Total not concerned (4+5)	164	4%	23%	39%	24%	10%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS						
More concerned	242	2%	23%	33%	32%	10%
Less concerned	23	0%	15%	50%	29%	6%
Stayed the same	478	2%	24%	42%	22%	10%
HEARD OF PRIVACY COMMISSIONER						
Yes	470	2%	25%	41%	23%	9%
No/Unsure	280	2%	19%	37%	31%	11%

TRUST IN ORGANISATIONS - POLICE

How trustworthy or untrustworthy would you say the following organisations are in regards to how they protect or use your personal information? If they are trustworthy, is that highly trustworthy or somewhat trustworthy? If they are untrustworthy, is that highly untrustworthy or somewhat untrustworthy?

Police	Base	Highly trustworthy	Somewhat trustworthy	Somewhat untrustworthy	Highly untrustworthy	Unsure
ALL	750	41%	43%	9%	5%	2%
AREA						
Auckland	248	40%	46%	7%	3%	4%
Provincial	347	41%	42%	11%	5%	1%
Christchurch	82	47%	40%	6%	7%	0%
Wellington	73	42%	45%	8%	5%	0%
RURAL	235	42%	41%	10%	5%	2%
SEX						
Male	359	43%	38%	12%	6%	1%
Female	391	39%	48%	7%	4%	2%
AGE GROUP						
Under 30	157	48%	39%	3%	6%	4%
30-44	225	37%	48%	11%	3%	1%
45-59	196	39%	43%	11%	5%	2%
60 Plus	172	43%	41%	11%	4%	1%
OCCUPATION						
Professionals, Managers	160	35%	50%	9%	3%	3%
Technicians, Associate Professionals	103	39%	46%	11%	3%	1%
Clerks	42	43%	37%	11%	2%	7%
Sales and service workers	72	50%	40%	8%	2%	0%
Blue collar	141	43%	37%	11%	8%	1%
Students	28	34%	54%	8%	4%	0%
Retired	113	45%	42%	8%	4%	1%
Homemaker	51	41%	44%	3%	9%	3%
PERSONAL INCOME						
Less than \$15,000	109	39%	47%	6%	7%	1%
\$15,001-25,000	108	49%	36%	8%	6%	1%
\$25,001-30,000	65	37%	47%	12%	4%	0%
\$30,001-40,000	86	36%	46%	12%	3%	3%
\$40,001-50,000	79	45%	46%	8%	0%	1%
\$50,001-70,000	120	40%	44%	11%	3%	2%
More than \$70,000	104	38%	43%	10%	6%	3%
ETHNICITY						
Pacific Island	35	41%	31%	9%	14%	5%
Maori	82	29%	43%	15%	9%	4%
Non Maori/Non PI	635	42%	44%	9%	3%	2%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION						
Total concerned (1+2)	384	34%	45%	12%	7%	2%
Neutral (3)	198	48%	45%	5%	2%	0%
Total not concerned (4+5)	164	50%	39%	5%	2%	4%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS						
More concerned	242	31%	44%	14%	9%	2%
Less concerned	23	34%	57%	0%	5%	4%
Stayed the same	478	47%	43%	7%	2%	1%
HEARD OF PRIVACY COMMISSIONER						
Yes	470	40%	45%	10%	4%	1%
No/Unsure	280	43%	40%	8%	6%	3%

TRUST IN ORGANISATIONS - CREDIT RATING AGENCIES

How trustworthy or untrustworthy would you say the following organisations are in regards to how they protect or use your personal information? If they are trustworthy, is that highly trustworthy or somewhat trustworthy? If they are untrustworthy, is that highly untrustworthy or somewhat untrustworthy?

Credit rating agencies

	Base	Highly trustworthy	Somewhat trustworthy	Somewhat untrustworthy	Highly untrustworthy	Unsure
ALL	750	8%	34%	28%	17%	13%
AREA						
Auckland	248	5%	37%	30%	19%	9%
Provincial	347	11%	33%	25%	17%	14%
Christchurch	82	6%	34%	34%	12%	14%
Wellington	73	7%	24%	31%	17%	21%
RURAL	235	9%	30%	29%	19%	13%
SEX						
Male	359	7%	36%	27%	21%	9%
Female	391	9%	32%	29%	14%	16%
AGE GROUP						
Under 30	157	14%	37%	28%	11%	10%
30-44	225	10%	34%	29%	20%	7%
45-59	196	3%	34%	32%	19%	12%
60 Plus	172	5%	30%	22%	17%	26%
OCCUPATION						
Professionals, Managers	160	3%	37%	39%	14%	7%
Technicians, Associate Professionals	103	9%	36%	32%	15%	8%
Clerks	42	10%	36%	25%	20%	9%
Sales and service workers	72	14%	39%	24%	17%	6%
Blue collar	141	5%	33%	22%	24%	16%
Students	28	16%	34%	24%	9%	17%
Retired	113	7%	26%	23%	16%	28%
Homemaker	51	15%	27%	23%	24%	11%
PERSONAL INCOME						
Less than \$15,000	109	12%	32%	25%	9%	22%
\$15,001-25,000	108	10%	43%	22%	13%	12%
\$25,001-30,000	65	12%	41%	17%	19%	11%
\$30,001-40,000	86	7%	38%	25%	23%	7%
\$40,001-50,000	79	9%	33%	31%	13%	14%
\$50,001-70,000	120	7%	37%	35%	13%	8%
More than \$70,000	104	5%	30%	41%	21%	3%
ETHNICITY						
Pacific Island	35	9%	47%	13%	31%	0%
Maori	82	10%	38%	25%	21%	6%
Non Maori/Non PI	635	8%	32%	29%	16%	15%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION						
Total concerned (1+2)	384	6%	31%	28%	22%	13%
Neutral (3)	198	8%	40%	26%	13%	13%
Total not concerned (4+5)	164	13%	32%	31%	11%	13%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS						
More concerned	242	8%	28%	30%	24%	10%
Less concerned	23	0%	30%	36%	30%	4%
Stayed the same	478	8%	37%	27%	13%	15%
HEARD OF PRIVACY COMMISSIONER						
Yes	470	7%	33%	31%	17%	12%
No/Unsure	280	11%	35%	22%	17%	15%

TRUST IN ORGANISATIONS - INLAND REVENUE DEPARTMENT (IRD)

How trustworthy or untrustworthy would you say the following organisations are in regards to how they protect or use your personal information? If they are trustworthy, is that highly trustworthy or somewhat trustworthy? If they are untrustworthy, is that highly untrustworthy or somewhat untrustworthy?

Inland Revenue Department (IRD)

	Base	Highly trustworthy	Somewhat trustworthy	Somewhat untrustworthy	Highly untrustworthy	Unsure
ALL	750	28%	48%	13%	9%	2%
AREA						
Auckland	248	30%	51%	9%	10%	0%
Provincial	347	28%	48%	15%	7%	2%
Christchurch	82	22%	42%	18%	13%	5%
Wellington	73	33%	43%	10%	8%	6%
RURAL	235	28%	45%	14%	9%	4%
SEX						
Male	359	29%	47%	11%	11%	2%
Female	391	28%	48%	14%	7%	3%
AGE GROUP						
Under 30	157	32%	42%	13%	11%	2%
30-44	225	29%	48%	16%	7%	0%
45-59	196	27%	48%	11%	11%	3%
60 Plus	172	25%	53%	11%	7%	4%
OCCUPATION						
Professionals, Managers	160	29%	51%	15%	5%	0%
Technicians, Associate Professionals	103	33%	45%	15%	7%	0%
Clerks	42	31%	55%	10%	4%	0%
Sales and service workers	72	35%	43%	15%	6%	1%
Blue collar	141	28%	42%	12%	15%	3%
Students	28	9%	54%	8%	18%	11%
Retired	113	25%	53%	9%	8%	5%
Homemaker	51	36%	41%	13%	8%	2%
PERSONAL INCOME						
Less than \$15,000	109	26%	51%	9%	7%	7%
\$15,001-25,000	108	31%	50%	12%	6%	1%
\$25,001-30,000	65	28%	43%	12%	16%	1%
\$30,001-40,000	86	24%	48%	19%	7%	2%
\$40,001-50,000	79	35%	46%	12%	7%	0%
\$50,001-70,000	120	31%	48%	11%	10%	0%
More than \$70,000	104	31%	48%	12%	9%	0%
ETHNICITY						
Pacific Island	35	22%	31%	13%	34%	0%
Maori	82	30%	46%	12%	8%	4%
Non Maori/Non PI	635	29%	49%	13%	7%	2%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION						
Total concerned (1+2)	384	24%	50%	14%	10%	2%
Neutral (3)	198	29%	55%	11%	4%	1%
Total not concerned (4+5)	164	39%	36%	11%	12%	2%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS						
More concerned	242	20%	47%	16%	14%	3%
Less concerned	23	30%	53%	7%	4%	6%
Stayed the same	478	33%	48%	11%	6%	2%
HEARD OF PRIVACY COMMISSIONER						
Yes	470	27%	52%	11%	9%	1%
No/Unsure	280	30%	41%	17%	9%	3%

TRUST IN ORGANISATIONS - ACC

How trustworthy or untrustworthy would you say the following organisations are in regards to how they protect or use your personal information? If they are trustworthy, is that highly trustworthy or somewhat trustworthy? If they are untrustworthy, is that highly untrustworthy or somewhat untrustworthy?

ACC

	Base	Highly trustworthy	Somewhat trustworthy	Somewhat untrustworthy	Highly untrustworthy	Unsure
ALL	750	19%	50%	18%	8%	5%
AREA						
Auckland	248	23%	50%	14%	9%	4%
Provincial	347	15%	48%	22%	9%	6%
Christchurch	82	17%	55%	14%	10%	4%
Wellington	73	27%	49%	13%	5%	6%
RURAL	235	16%	43%	22%	12%	7%
SEX						
Male	359	22%	46%	17%	11%	4%
Female	391	16%	53%	19%	6%	6%
AGE GROUP						
Under 30	157	29%	49%	9%	6%	7%
30-44	225	20%	52%	19%	6%	3%
45-59	196	16%	49%	20%	12%	3%
60 Plus	172	13%	48%	20%	10%	9%
OCCUPATION						
Professionals, Managers	160	23%	52%	15%	8%	2%
Technicians, Associate Professionals	103	25%	48%	17%	6%	4%
Clerks	42	14%	55%	25%	3%	3%
Sales and service workers	72	15%	58%	19%	5%	3%
Blue collar	141	16%	48%	17%	15%	4%
Students	28	28%	48%	17%	0%	7%
Retired	113	14%	47%	18%	9%	12%
Homemaker	51	20%	58%	13%	7%	2%
PERSONAL INCOME						
Less than \$15,000	109	12%	46%	23%	10%	9%
\$15,001-25,000	108	19%	54%	20%	5%	2%
\$25,001-30,000	65	17%	43%	16%	15%	9%
\$30,001-40,000	86	23%	47%	17%	10%	3%
\$40,001-50,000	79	21%	56%	15%	4%	4%
\$50,001-70,000	120	26%	49%	17%	6%	2%
More than \$70,000	104	19%	56%	12%	8%	5%
ETHNICITY						
Pacific Island	35	27%	37%	4%	32%	0%
Maori	82	16%	49%	13%	12%	10%
Non Maori/Non PI	635	19%	50%	19%	7%	5%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION						
Total concerned (1+2)	384	16%	48%	19%	12%	5%
Neutral (3)	198	22%	54%	14%	5%	5%
Total not concerned (4+5)	164	24%	48%	18%	5%	5%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS						
More concerned	242	13%	46%	22%	14%	5%
Less concerned	23	18%	36%	23%	18%	5%
Stayed the same	478	22%	53%	15%	5%	5%
HEARD OF PRIVACY COMMISSIONER						
Yes	470	17%	53%	20%	7%	3%
No/Unsure	280	23%	44%	14%	11%	8%

CONCERN ABOUT BUSINESSES - SUPPLY INFORMATION BUT USED FOR ANOTHER PURPOSE

How concerned would you be about the following? Please use a scale of 1 to 5 where 1 means you would be very concerned and 5 not concerned at all.

You supply information to a business for a specific purpose and the business uses it for another purpose

	Base	1 - Very concerned	2	3	4	5 - Not concerned at all	Unsure
ALL	750	72%	14%	8%	2%	4%	0%
AREA							
Auckland	248	76%	13%	6%	0%	5%	0%
Provincial	347	72%	14%	8%	2%	4%	0%
Christchurch	82	66%	17%	13%	1%	3%	0%
Wellington	73	69%	18%	8%	3%	2%	0%
RURAL	235	72%	13%	9%	2%	4%	0%
SEX							
Male	359	73%	16%	7%	1%	3%	0%
Female	391	72%	13%	9%	1%	5%	0%
AGE GROUP							
Under 30	157	56%	22%	15%	3%	4%	0%
30-44	225	77%	14%	6%	1%	2%	0%
45-59	196	74%	13%	6%	2%	5%	0%
60 Plus	172	79%	10%	5%	1%	5%	0%
OCCUPATION							
Professionals, Managers	160	76%	14%	5%	2%	3%	0%
Technicians, Associate Professionals	103	70%	21%	6%	0%	3%	0%
Clerks	42	72%	16%	9%	3%	0%	0%
Sales and service workers	72	70%	16%	9%	2%	3%	0%
Blue collar	141	69%	13%	12%	2%	4%	0%
Students	28	61%	15%	17%	0%	7%	0%
Retired	113	78%	11%	6%	1%	4%	0%
Homemaker	51	69%	13%	11%	0%	7%	0%
PERSONAL INCOME							
Less than \$15,000	109	73%	14%	11%	0%	2%	0%
\$15,001-25,000	108	70%	15%	10%	1%	4%	0%
\$25,001-30,000	65	71%	14%	9%	5%	1%	0%
\$30,001-40,000	86	73%	15%	6%	3%	3%	0%
\$40,001-50,000	79	69%	16%	9%	1%	5%	0%
\$50,001-70,000	120	74%	13%	6%	3%	4%	0%
More than \$70,000	104	70%	17%	7%	1%	5%	0%
ETHNICITY							
Pacific Island	35	65%	13%	17%	0%	5%	0%
Maori	82	69%	13%	10%	3%	5%	0%
Non Maori/Non PI	635	73%	15%	7%	1%	4%	0%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION							
Total concerned (1+2)	384	80%	8%	8%	1%	3%	0%
Neutral (3)	198	72%	16%	8%	1%	3%	0%
Total not concerned (4+5)	164	57%	27%	8%	3%	5%	0%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS							
More concerned	242	79%	10%	6%	2%	3%	0%
Less concerned	23	81%	8%	0%	0%	11%	0%
Stayed the same	478	69%	17%	9%	1%	4%	0%
HEARD OF PRIVACY COMMISSIONER							
Yes	470	76%	12%	7%	2%	3%	0%
No/Unsure	280	66%	18%	10%	1%	5%	0%

CONCERN ABOUT BUSINESSES - UNKNOWN BUSINESS GETS HOLD OF PERSONAL INFORMATION

How concerned would you be about the following? Please use a scale of 1 to 5 where 1 means you would be very concerned and 5 not concerned at all.

A business that you don't know gets a hold of your personal information

	Base	1 - Very concerned	2	3	4	5 - Not concerned at all	Unsure
ALL	750	74%	16%	3%	2%	5%	0%
AREA							
Auckland	248	74%	16%	3%	3%	4%	0%
Provincial	347	78%	14%	3%	1%	4%	0%
Christchurch	82	69%	18%	8%	1%	3%	1%
Wellington	73	60%	23%	4%	1%	11%	1%
RURAL	235	78%	13%	4%	2%	3%	0%
SEX							
Male	359	73%	17%	4%	2%	4%	0%
Female	391	74%	15%	3%	1%	6%	1%
AGE GROUP							
Under 30	157	64%	26%	4%	1%	5%	0%
30-44	225	74%	17%	4%	2%	3%	0%
45-59	196	75%	16%	2%	1%	5%	1%
60 Plus	172	80%	5%	5%	3%	6%	1%
OCCUPATION							
Professionals, Managers	160	78%	13%	5%	1%	3%	0%
Technicians, Associate Professionals	103	65%	26%	2%	3%	4%	0%
Clerks	42	68%	19%	6%	0%	5%	2%
Sales and service workers	72	73%	20%	1%	1%	5%	0%
Blue collar	141	74%	17%	3%	1%	5%	0%
Students	28	55%	26%	0%	8%	11%	0%
Retired	113	81%	8%	3%	3%	4%	1%
Homemaker	51	81%	6%	8%	0%	5%	0%
PERSONAL INCOME							
Less than \$15,000	109	71%	18%	4%	1%	5%	1%
\$15,001-25,000	108	76%	15%	3%	3%	3%	0%
\$25,001-30,000	65	67%	22%	7%	0%	4%	0%
\$30,001-40,000	86	77%	16%	0%	3%	3%	1%
\$40,001-50,000	79	72%	16%	4%	3%	5%	0%
\$50,001-70,000	120	70%	17%	7%	1%	5%	0%
More than \$70,000	104	72%	18%	4%	2%	4%	0%
ETHNICITY							
Pacific Island	35	82%	18%	0%	0%	0%	0%
Maori	82	79%	14%	2%	1%	4%	0%
Non Maori/Non PI	635	73%	16%	4%	2%	5%	0%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION							
Total concerned (1+2)	384	81%	10%	3%	1%	5%	0%
Neutral (3)	198	70%	20%	4%	2%	4%	0%
Total not concerned (4+5)	164	61%	25%	5%	3%	6%	0%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS							
More concerned	242	80%	12%	3%	0%	5%	0%
Less concerned	23	78%	12%	0%	0%	10%	0%
Stayed the same	478	70%	18%	4%	3%	5%	0%
HEARD OF PRIVACY COMMISSIONER							
Yes	470	76%	14%	4%	2%	4%	0%
No/Unsure	280	69%	20%	4%	1%	6%	0%

CONCERN ABOUT BUSINESSES - ASKS FOR INFORMATION NOT RELEVANT TO TRANSACTION

How concerned would you be about the following? Please use a scale of 1 to 5 where 1 means you would be very concerned and 5 not concerned at all.

A business asks you for personal information that doesn't seem relevant to the purpose of the transaction

	Base	1 - Very concerned	2	3	4	5 - Not concerned at all	Unsure
ALL	750	72%	16%	5%	3%	4%	0%
AREA							
Auckland	248	73%	14%	7%	3%	3%	0%
Provincial	347	75%	16%	4%	1%	4%	0%
Christchurch	82	66%	20%	7%	5%	2%	0%
Wellington	73	63%	23%	3%	7%	3%	1%
RURAL	235	75%	14%	5%	2%	4%	0%
SEX							
Male	359	69%	18%	7%	2%	3%	1%
Female	391	74%	15%	4%	3%	4%	0%
AGE GROUP							
Under 30	157	57%	23%	9%	6%	5%	0%
30-44	225	71%	20%	5%	2%	2%	0%
45-59	196	76%	14%	5%	1%	3%	1%
60 Plus	172	81%	8%	4%	0%	6%	1%
OCCUPATION							
Professionals, Managers	160	76%	12%	6%	2%	4%	0%
Technicians, Associate Professionals	103	64%	25%	6%	3%	2%	0%
Clerks	42	72%	19%	4%	0%	2%	3%
Sales and service workers	72	75%	15%	6%	3%	1%	0%
Blue collar	141	69%	17%	9%	2%	3%	0%
Students	28	44%	32%	8%	12%	4%	0%
Retired	113	83%	7%	4%	1%	4%	1%
Homemaker	51	70%	16%	0%	4%	10%	0%
PERSONAL INCOME							
Less than \$15,000	109	70%	20%	6%	1%	3%	0%
\$15,001-25,000	108	69%	17%	8%	1%	4%	1%
\$25,001-30,000	65	70%	20%	1%	7%	2%	0%
\$30,001-40,000	86	78%	10%	5%	0%	6%	1%
\$40,001-50,000	79	67%	24%	2%	5%	2%	0%
\$50,001-70,000	120	68%	17%	7%	5%	3%	0%
More than \$70,000	104	72%	16%	8%	1%	3%	0%
ETHNICITY							
Pacific Island	35	93%	7%	0%	0%	0%	0%
Maori	82	71%	17%	7%	0%	5%	0%
Non Maori/Non PI	635	71%	17%	6%	3%	3%	0%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION							
Total concerned (1+2)	384	81%	11%	5%	1%	2%	0%
Neutral (3)	198	68%	20%	4%	2%	5%	1%
Total not concerned (4+5)	164	55%	26%	9%	5%	5%	0%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS							
More concerned	242	79%	13%	4%	1%	3%	0%
Less concerned	23	78%	8%	0%	3%	11%	0%
Stayed the same	478	68%	19%	7%	3%	3%	0%
HEARD OF PRIVACY COMMISSIONER							
Yes	470	73%	15%	6%	2%	3%	1%
No/Unsure	280	69%	18%	5%	3%	5%	0%

CONCERN ABOUT PRIVACY ISSUES - EMPLOYER MONITORING OF EMAILS AND INTERNET USE

How concerned are you about the following privacy issues in New Zealand today? Please use a scale of 1 to 5 where 1 means you are very concerned and 5 not concerned at all.

Employer monitoring of emails and internet use

	Base	1 - Very concerned	2	3	4	5 - Not concerned at all	Unsure
ALL	750	27%	19%	25%	10%	15%	4%
AREA							
Auckland	248	25%	21%	24%	11%	17%	2%
Provincial	347	29%	20%	25%	8%	13%	5%
Christchurch	82	29%	15%	23%	13%	16%	4%
Wellington	73	22%	10%	34%	19%	12%	3%
RURAL	235	30%	18%	24%	9%	13%	6%
SEX							
Male	359	28%	21%	22%	10%	16%	3%
Female	391	26%	17%	29%	11%	13%	4%
AGE GROUP							
Under 30	157	30%	20%	24%	14%	11%	1%
30-44	225	21%	24%	30%	11%	14%	0%
45-59	196	23%	20%	29%	8%	18%	2%
60 Plus	172	37%	10%	16%	9%	16%	12%
OCCUPATION							
Professionals, Managers	160	22%	24%	31%	12%	11%	0%
Technicians, Associate Professionals	103	21%	24%	27%	10%	17%	1%
Clerks	42	12%	23%	31%	11%	23%	0%
Sales and service workers	72	26%	18%	20%	12%	21%	3%
Blue collar	141	34%	19%	22%	8%	13%	4%
Students	28	43%	9%	22%	20%	6%	0%
Retired	113	33%	11%	16%	9%	17%	14%
Homemaker	51	27%	21%	37%	4%	11%	0%
PERSONAL INCOME							
Less than \$15,000	109	33%	17%	22%	15%	10%	3%
\$15,001-25,000	108	38%	14%	20%	5%	16%	7%
\$25,001-30,000	65	19%	23%	26%	5%	22%	5%
\$30,001-40,000	86	27%	19%	32%	8%	13%	1%
\$40,001-50,000	79	16%	21%	30%	14%	17%	2%
\$50,001-70,000	120	21%	23%	27%	16%	13%	0%
More than \$70,000	104	19%	26%	30%	11%	14%	0%
ETHNICITY							
Pacific Island	35	73%	13%	4%	10%	0%	0%
Maori	82	30%	15%	30%	9%	13%	3%
Non Maori/Non PI	635	24%	20%	26%	11%	15%	4%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION							
Total concerned (1+2)	384	33%	17%	24%	9%	13%	4%
Neutral (3)	198	22%	22%	31%	11%	12%	2%
Total not concerned (4+5)	164	19%	21%	20%	14%	21%	5%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS							
More concerned	242	36%	15%	23%	7%	14%	5%
Less concerned	23	27%	16%	16%	13%	28%	0%
Stayed the same	478	22%	21%	28%	12%	14%	3%
HEARD OF PRIVACY COMMISSIONER							
Yes	470	24%	18%	27%	13%	15%	3%
No/Unsure	280	32%	21%	23%	6%	14%	4%

CONCERN ABOUT PRIVACY ISSUES - AVAILABILITY OF PERSONAL DETAILS ON PUBLIC REGISTERS

How concerned are you about the following privacy issues in New Zealand today? Please use a scale of 1 to 5 where 1 means you are very concerned and 5 not concerned at all.

The availability of personal details on public registers, for example, the Motor Vehicle Register or Electoral Roll

	Base	1 - Very concerned	2	3	4	5 - Not concerned at all	Unsure
ALL	750	28%	22%	26%	12%	11%	1%
AREA							
Auckland	248	27%	25%	23%	14%	10%	1%
Provincial	347	29%	22%	25%	9%	14%	1%
Christchurch	82	25%	27%	32%	8%	8%	0%
Wellington	73	23%	15%	31%	19%	11%	1%
RURAL	235	31%	25%	20%	10%	13%	1%
SEX							
Male	359	26%	26%	22%	14%	12%	0%
Female	391	29%	19%	30%	10%	11%	1%
AGE GROUP							
Under 30	157	23%	23%	34%	15%	4%	1%
30-44	225	29%	24%	27%	11%	9%	0%
45-59	196	27%	26%	24%	8%	14%	1%
60 Plus	172	31%	15%	20%	14%	19%	1%
OCCUPATION							
Professionals, Managers	160	21%	26%	30%	11%	10%	2%
Technicians, Associate Professionals	103	20%	26%	24%	18%	12%	0%
Clerks	42	15%	17%	50%	8%	10%	0%
Sales and service workers	72	35%	21%	27%	11%	6%	0%
Blue collar	141	28%	27%	20%	11%	14%	0%
Students	28	35%	31%	16%	11%	0%	7%
Retired	113	32%	14%	20%	14%	19%	1%
Homemaker	51	41%	16%	30%	6%	7%	0%
PERSONAL INCOME							
Less than \$15,000	109	33%	18%	23%	12%	14%	0%
\$15,001-25,000	108	27%	23%	30%	8%	12%	0%
\$25,001-30,000	65	27%	19%	25%	21%	8%	0%
\$30,001-40,000	86	35%	28%	23%	7%	7%	0%
\$40,001-50,000	79	12%	20%	32%	13%	22%	1%
\$50,001-70,000	120	19%	26%	33%	11%	10%	1%
More than \$70,000	104	26%	32%	20%	14%	8%	0%
ETHNICITY							
Pacific Island	35	39%	28%	10%	13%	10%	0%
Maori	82	39%	20%	23%	6%	11%	1%
Non Maori/Non PI	635	26%	22%	27%	12%	12%	1%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION							
Total concerned (1+2)	384	37%	24%	22%	8%	9%	0%
Neutral (3)	198	17%	25%	33%	15%	9%	1%
Total not concerned (4+5)	164	19%	16%	26%	17%	20%	2%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS							
More concerned	242	38%	23%	24%	7%	8%	0%
Less concerned	23	26%	13%	26%	9%	26%	0%
Stayed the same	478	22%	23%	27%	14%	13%	1%
HEARD OF PRIVACY COMMISSIONER							
Yes	470	25%	22%	28%	11%	14%	0%
No/Unsure	280	32%	24%	23%	12%	8%	1%

CONCERN ABOUT PRIVACY ISSUES - COMPULSORY ID CARD FOR EVERY NEW ZEALANDER

How concerned are you about the following privacy issues in New Zealand today? Please use a scale of 1 to 5 where 1 means you are very concerned and 5 not concerned at all.

A compulsory ID card for every New Zealander

	Base	1 - Very concerned	2	3	4	5 - Not concerned at all	Unsure
ALL	750	31%	14%	18%	12%	24%	1%
AREA							
Auckland	248	28%	13%	19%	15%	24%	1%
Provincial	347	37%	13%	19%	7%	23%	1%
Christchurch	82	31%	17%	15%	14%	23%	0%
Wellington	73	22%	20%	14%	21%	23%	0%
RURAL	235	38%	15%	16%	9%	22%	0%
SEX							
Male	359	33%	14%	16%	12%	25%	0%
Female	391	31%	14%	20%	11%	23%	1%
AGE GROUP							
Under 30	157	30%	16%	21%	15%	16%	2%
30-44	225	32%	16%	20%	14%	18%	0%
45-59	196	31%	17%	15%	10%	26%	1%
60 Plus	172	34%	6%	18%	7%	34%	1%
OCCUPATION							
Professionals, Managers	160	26%	19%	16%	17%	22%	0%
Technicians, Associate Professionals	103	27%	19%	21%	13%	19%	1%
Clerks	42	27%	16%	22%	14%	21%	0%
Sales and service workers	72	32%	9%	19%	8%	32%	0%
Blue collar	141	30%	16%	22%	11%	20%	1%
Students	28	46%	4%	17%	12%	14%	7%
Retired	113	34%	4%	14%	10%	37%	1%
Homemaker	51	40%	21%	19%	6%	14%	0%
PERSONAL INCOME							
Less than \$15,000	109	38%	9%	18%	11%	24%	0%
\$15,001-25,000	108	36%	8%	14%	12%	30%	0%
\$25,001-30,000	65	31%	21%	17%	16%	15%	0%
\$30,001-40,000	86	38%	21%	18%	8%	14%	1%
\$40,001-50,000	79	20%	8%	28%	14%	30%	0%
\$50,001-70,000	120	28%	20%	18%	14%	19%	1%
More than \$70,000	104	25%	15%	17%	14%	29%	0%
ETHNICITY							
Pacific Island	35	54%	17%	15%	9%	5%	0%
Maori	82	40%	12%	17%	9%	20%	2%
Non Maori/Non PI	635	29%	14%	18%	13%	25%	1%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION							
Total concerned (1+2)	384	37%	14%	18%	11%	20%	0%
Neutral (3)	198	27%	19%	22%	8%	24%	0%
Total not concerned (4+5)	164	23%	10%	15%	18%	33%	1%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS							
More concerned	242	43%	12%	16%	10%	19%	0%
Less concerned	23	34%	9%	8%	4%	40%	5%
Stayed the same	478	26%	16%	19%	13%	25%	1%
HEARD OF PRIVACY COMMISSIONER							
Yes	470	30%	14%	18%	12%	26%	0%
No/Unsure	280	35%	14%	19%	10%	20%	2%

CONCERN ABOUT PRIVACY ISSUES - GOVERNMENT DEPARTMENTS SHARING PERSONAL INFORMATION

How concerned are you about the following privacy issues in New Zealand today? Please use a scale of 1 to 5 where 1 means you are very concerned and 5 not concerned at all.

Government departments sharing your personal information

	Base	1 - Very concerned	2	3	4	5 - Not concerned at all	Unsure
ALL	750	41%	21%	19%	11%	8%	0%
AREA							
Auckland	248	42%	19%	20%	11%	8%	0%
Provincial	347	44%	21%	17%	10%	8%	0%
Christchurch	82	37%	24%	21%	13%	5%	0%
Wellington	73	23%	24%	21%	19%	13%	0%
RURAL	235	47%	20%	16%	9%	8%	0%
SEX							
Male	359	38%	23%	18%	13%	7%	1%
Female	391	43%	19%	19%	10%	9%	0%
AGE GROUP							
Under 30	157	35%	26%	18%	12%	9%	0%
30-44	225	37%	24%	23%	11%	5%	0%
45-59	196	44%	18%	19%	11%	8%	0%
60 Plus	172	46%	16%	14%	11%	13%	0%
OCCUPATION							
Professionals, Managers	160	32%	29%	22%	11%	6%	0%
Technicians, Associate Professionals	103	27%	31%	16%	18%	7%	1%
Clerks	42	34%	20%	31%	11%	4%	0%
Sales and service workers	72	41%	13%	25%	14%	7%	0%
Blue collar	141	45%	19%	20%	7%	8%	1%
Students	28	42%	18%	10%	14%	16%	0%
Retired	113	49%	13%	12%	13%	13%	0%
Homemaker	51	54%	19%	17%	3%	7%	0%
PERSONAL INCOME							
Less than \$15,000	109	48%	16%	17%	10%	9%	0%
\$15,001-25,000	108	51%	18%	12%	10%	9%	0%
\$25,001-30,000	65	50%	17%	20%	10%	3%	0%
\$30,001-40,000	86	40%	25%	16%	13%	5%	1%
\$40,001-50,000	79	23%	19%	32%	13%	13%	0%
\$50,001-70,000	120	30%	28%	19%	15%	8%	0%
More than \$70,000	104	30%	25%	26%	12%	6%	1%
ETHNICITY							
Pacific Island	35	75%	0%	3%	18%	4%	0%
Maori	82	47%	24%	15%	9%	5%	0%
Non Maori/Non PI	635	38%	22%	20%	11%	9%	0%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION							
Total concerned (1+2)	384	53%	20%	15%	8%	4%	0%
Neutral (3)	198	31%	24%	27%	13%	4%	1%
Total not concerned (4+5)	164	22%	20%	19%	17%	22%	0%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS							
More concerned	242	52%	21%	15%	7%	5%	0%
Less concerned	23	31%	11%	32%	21%	5%	0%
Stayed the same	478	35%	21%	21%	13%	10%	0%
HEARD OF PRIVACY COMMISSIONER							
Yes	470	35%	22%	20%	14%	8%	1%
No/Unsure	280	50%	19%	17%	6%	8%	0%

CONCERN ABOUT PRIVACY ISSUES - VIDEO SURVEILLANCE IN PUBLIC AREAS

How concerned are you about the following privacy issues in New Zealand today? Please use a scale of 1 to 5 where 1 means you are very concerned and 5 not concerned at all.

Video surveillance in public areas

	Base	1 - Very concerned	2	3	4	5 - Not concerned at all	Unsure
ALL	750	14%	13%	21%	17%	34%	1%
AREA							
Auckland	248	13%	11%	24%	21%	31%	0%
Provincial	347	14%	12%	21%	15%	37%	1%
Christchurch	82	16%	16%	18%	12%	38%	0%
Wellington	73	14%	24%	15%	22%	24%	1%
RURAL	235	17%	12%	20%	14%	37%	0%
SEX							
Male	359	15%	16%	19%	17%	33%	0%
Female	391	13%	11%	22%	18%	35%	1%
AGE GROUP							
Under 30	157	17%	15%	22%	24%	21%	1%
30-44	225	13%	14%	24%	19%	30%	0%
45-59	196	13%	12%	23%	15%	37%	0%
60 Plus	172	13%	12%	14%	12%	47%	2%
OCCUPATION							
Professionals, Managers	160	11%	15%	25%	20%	29%	0%
Technicians, Associate Professionals	103	15%	12%	9%	28%	35%	1%
Clerks	42	1%	21%	33%	15%	30%	0%
Sales and service workers	72	11%	15%	19%	12%	43%	0%
Blue collar	141	16%	17%	19%	15%	32%	1%
Students	28	20%	4%	42%	15%	19%	0%
Retired	113	13%	10%	12%	12%	51%	2%
Homemaker	51	23%	6%	30%	15%	23%	3%
PERSONAL INCOME							
Less than \$15,000	109	20%	9%	18%	18%	35%	0%
\$15,001-25,000	108	14%	19%	12%	19%	35%	1%
\$25,001-30,000	65	15%	15%	19%	21%	30%	0%
\$30,001-40,000	86	12%	20%	30%	10%	28%	0%
\$40,001-50,000	79	8%	11%	24%	16%	40%	1%
\$50,001-70,000	120	14%	13%	22%	18%	33%	0%
More than \$70,000	104	10%	11%	24%	25%	30%	0%
ETHNICITY							
Pacific Island	35	28%	30%	18%	9%	15%	0%
Maori	82	21%	12%	22%	20%	23%	2%
Non Maori/Non PI	635	12%	13%	21%	17%	36%	1%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION							
Total concerned (1+2)	384	18%	16%	21%	15%	29%	1%
Neutral (3)	198	10%	14%	25%	19%	32%	0%
Total not concerned (4+5)	164	9%	6%	15%	22%	46%	2%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS							
More concerned	242	18%	15%	25%	13%	28%	1%
Less concerned	23	7%	5%	20%	0%	68%	0%
Stayed the same	478	12%	13%	19%	20%	36%	0%
HEARD OF PRIVACY COMMISSIONER							
Yes	470	12%	12%	22%	18%	35%	1%
No/Unsure	280	16%	15%	18%	17%	33%	1%

CONCERN ABOUT PRIVACY ISSUES - BIOMETRICS, FINGERPRINT AND IRIS SCANNING

How concerned are you about the following privacy issues in New Zealand today? Please use a scale of 1 to 5 where 1 means you are very concerned and 5 not concerned at all.

Biometrics, which is the use of fingerprint or iris scanning to identify you

	Base	1 - Very concerned	2	3	4	5 - Not concerned at all	Unsure
ALL	750	21%	14%	26%	13%	25%	1%
AREA							
Auckland	248	20%	13%	28%	15%	23%	1%
Provincial	347	24%	15%	24%	10%	25%	2%
Christchurch	82	21%	12%	22%	18%	26%	1%
Wellington	73	10%	18%	31%	13%	28%	0%
RURAL	235	26%	14%	19%	15%	24%	2%
SEX							
Male	359	21%	15%	24%	11%	28%	1%
Female	391	21%	13%	27%	15%	22%	2%
AGE GROUP							
Under 30	157	22%	17%	30%	12%	19%	0%
30-44	225	22%	16%	29%	13%	19%	1%
45-59	196	22%	16%	22%	14%	24%	2%
60 Plus	172	19%	6%	20%	14%	39%	2%
OCCUPATION							
Professionals, Managers	160	16%	17%	26%	20%	21%	0%
Technicians, Associate Professionals	103	28%	11%	23%	15%	21%	2%
Clerks	42	18%	11%	32%	17%	22%	0%
Sales and service workers	72	26%	18%	20%	8%	26%	2%
Blue collar	141	25%	18%	26%	8%	21%	2%
Students	28	24%	11%	39%	12%	14%	0%
Retired	113	13%	7%	21%	13%	45%	1%
Homemaker	51	22%	10%	29%	12%	25%	2%
PERSONAL INCOME							
Less than \$15,000	109	24%	8%	23%	13%	32%	0%
\$15,001-25,000	108	23%	16%	22%	14%	23%	2%
\$25,001-30,000	65	27%	18%	22%	12%	21%	0%
\$30,001-40,000	86	30%	18%	22%	9%	17%	4%
\$40,001-50,000	79	10%	9%	37%	11%	33%	0%
\$50,001-70,000	120	19%	17%	32%	16%	15%	1%
More than \$70,000	104	16%	15%	25%	18%	26%	0%
ETHNICITY							
Pacific Island	35	49%	30%	16%	0%	5%	0%
Maori	82	34%	9%	25%	7%	23%	2%
Non Maori/Non PI	635	18%	14%	26%	15%	26%	1%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION							
Total concerned (1+2)	384	30%	14%	25%	12%	18%	1%
Neutral (3)	198	11%	16%	32%	14%	26%	1%
Total not concerned (4+5)	164	11%	11%	21%	17%	39%	1%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS							
More concerned	242	29%	12%	32%	9%	18%	0%
Less concerned	23	13%	5%	12%	9%	48%	13%
Stayed the same	478	18%	16%	23%	15%	27%	1%
HEARD OF PRIVACY COMMISSIONER							
Yes	470	18%	13%	29%	13%	26%	1%
No/Unsure	280	27%	16%	21%	12%	23%	1%

CONCERN ABOUT PRIVACY ISSUES - SECURITY OF PERSONAL INFORMATION ON INTERNET

How concerned are you about the following privacy issues in New Zealand today? Please use a scale of 1 to 5 where 1 means you are very concerned and 5 not concerned at all.

Security of your personal information on the internet

	Base	1 - Very concerned	2	3	4	5 - Not concerned at all	Unsure
ALL	750	62%	20%	10%	2%	4%	2%
AREA							
Auckland	248	62%	17%	12%	5%	2%	2%
Provincial	347	65%	20%	9%	0%	4%	2%
Christchurch	82	59%	24%	9%	1%	6%	1%
Wellington	73	54%	24%	13%	1%	5%	3%
RURAL	235	66%	17%	11%	1%	3%	2%
SEX							
Male	359	61%	22%	10%	3%	3%	1%
Female	391	64%	18%	10%	2%	4%	2%
AGE GROUP							
Under 30	157	55%	23%	18%	2%	2%	0%
30-44	225	62%	25%	9%	2%	2%	0%
45-59	196	63%	21%	10%	1%	3%	2%
60 Plus	172	68%	11%	5%	3%	7%	6%
OCCUPATION							
Professionals, Managers	160	60%	26%	10%	2%	1%	1%
Technicians, Associate Professionals	103	52%	26%	15%	3%	2%	2%
Clerks	42	60%	22%	9%	4%	5%	0%
Sales and service workers	72	64%	21%	11%	2%	1%	1%
Blue collar	141	63%	19%	13%	1%	3%	1%
Students	28	49%	24%	13%	7%	7%	0%
Retired	113	71%	8%	4%	1%	9%	7%
Homemaker	51	79%	16%	2%	0%	3%	0%
PERSONAL INCOME							
Less than \$15,000	109	66%	20%	8%	3%	2%	1%
\$15,001-25,000	108	61%	21%	7%	2%	4%	5%
\$25,001-30,000	65	64%	18%	14%	1%	1%	2%
\$30,001-40,000	86	71%	17%	7%	1%	3%	1%
\$40,001-50,000	79	62%	19%	13%	3%	1%	2%
\$50,001-70,000	120	50%	28%	15%	3%	4%	0%
More than \$70,000	104	55%	28%	12%	3%	2%	0%
ETHNICITY							
Pacific Island	35	97%	3%	0%	0%	0%	0%
Maori	82	74%	12%	9%	1%	4%	0%
Non Maori/Non PI	635	59%	22%	11%	2%	4%	2%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION							
Total concerned (1+2)	384	72%	14%	8%	1%	3%	2%
Neutral (3)	198	55%	26%	10%	3%	5%	1%
Total not concerned (4+5)	164	48%	28%	15%	3%	4%	2%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS							
More concerned	242	71%	12%	10%	3%	2%	2%
Less concerned	23	57%	19%	9%	0%	15%	0%
Stayed the same	478	58%	24%	10%	2%	4%	2%
HEARD OF PRIVACY COMMISSIONER							
Yes	470	63%	20%	10%	2%	3%	2%
No/Unsure	280	61%	21%	10%	2%	5%	1%

CONCERN ABOUT PRIVACY ISSUES - SAFETY OF CHILDREN ON INTERNET

How concerned are you about the following privacy issues in New Zealand today? Please use a scale of 1 to 5 where 1 means you are very concerned and 5 not concerned at all.

Safety of children on the internet

	Base	1 - Very concerned	2	3	4	5 - Not concerned at all	Unsure
ALL	750	73%	14%	7%	2%	3%	1%
AREA							
Auckland	248	71%	15%	8%	2%	3%	1%
Provincial	347	77%	12%	6%	1%	3%	1%
Christchurch	82	71%	17%	4%	3%	4%	1%
Wellington	73	64%	14%	13%	4%	3%	2%
RURAL	235	76%	14%	7%	1%	2%	0%
SEX							
Male	359	68%	16%	9%	3%	2%	2%
Female	391	78%	12%	5%	1%	3%	1%
AGE GROUP							
Under 30	157	65%	15%	13%	2%	4%	1%
30-44	225	73%	17%	6%	1%	2%	1%
45-59	196	77%	14%	5%	1%	0%	3%
60 Plus	172	75%	7%	7%	3%	6%	2%
OCCUPATION							
Professionals, Managers	160	72%	14%	6%	3%	3%	2%
Technicians, Associate Professionals	103	67%	22%	6%	2%	1%	2%
Clerks	42	71%	15%	7%	2%	2%	3%
Sales and service workers	72	81%	9%	7%	0%	3%	0%
Blue collar	141	75%	13%	6%	1%	2%	3%
Students	28	32%	21%	40%	0%	7%	0%
Retired	113	82%	5%	7%	2%	3%	1%
Homemaker	51	79%	15%	0%	2%	4%	0%
PERSONAL INCOME							
Less than \$15,000	109	63%	23%	12%	1%	0%	1%
\$15,001-25,000	108	80%	11%	5%	1%	3%	0%
\$25,001-30,000	65	78%	10%	5%	6%	1%	0%
\$30,001-40,000	86	74%	7%	14%	1%	1%	3%
\$40,001-50,000	79	70%	13%	8%	3%	5%	1%
\$50,001-70,000	120	72%	16%	5%	2%	5%	0%
More than \$70,000	104	65%	22%	7%	2%	1%	3%
ETHNICITY							
Pacific Island	35	82%	9%	9%	0%	0%	0%
Maori	82	78%	13%	3%	0%	6%	0%
Non Maori/Non PI	635	72%	14%	8%	2%	2%	2%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION							
Total concerned (1+2)	384	79%	12%	4%	1%	3%	1%
Neutral (3)	198	69%	17%	8%	3%	2%	1%
Total not concerned (4+5)	164	64%	13%	15%	2%	4%	2%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS							
More concerned	242	75%	12%	7%	2%	3%	1%
Less concerned	23	80%	13%	3%	0%	4%	0%
Stayed the same	478	72%	15%	7%	2%	2%	2%
HEARD OF PRIVACY COMMISSIONER							
Yes	470	72%	14%	7%	2%	3%	2%
No/Unsure	280	74%	13%	7%	2%	3%	1%

CONCERN ABOUT PRIVACY ISSUES - DOCTORS SHARING HEALTH INFORMATION WITH OTHER HEALTH SERVICE PROVIDERS

How concerned are you about the following privacy issues in New Zealand today? Please use a scale of 1 to 5 where 1 means you are very concerned and 5 not concerned at all.

Doctors sharing your health information with other health service providers

	Base	1 - Very concerned	2	3	4	5 - Not concerned at all	Unsure
ALL	750	19%	13%	25%	20%	22%	1%
AREA							
Auckland	248	16%	14%	26%	20%	22%	2%
Provincial	347	20%	13%	25%	18%	24%	0%
Christchurch	82	25%	9%	20%	25%	20%	1%
Wellington	73	11%	20%	23%	26%	19%	1%
RURAL	235	24%	13%	21%	17%	24%	1%
SEX							
Male	359	15%	13%	27%	20%	24%	1%
Female	391	22%	13%	23%	21%	20%	1%
AGE GROUP							
Under 30	157	19%	7%	32%	24%	17%	1%
30-44	225	16%	15%	27%	22%	19%	1%
45-59	196	19%	15%	20%	23%	23%	0%
60 Plus	172	21%	14%	21%	13%	30%	1%
OCCUPATION							
Professionals, Managers	160	14%	17%	28%	27%	14%	0%
Technicians, Associate Professionals	103	11%	13%	25%	27%	23%	1%
Clerks	42	14%	13%	27%	25%	21%	0%
Sales and service workers	72	23%	17%	15%	18%	27%	0%
Blue collar	141	23%	10%	31%	18%	18%	0%
Students	28	19%	4%	29%	15%	26%	7%
Retired	113	19%	12%	21%	10%	36%	2%
Homemaker	51	22%	10%	18%	21%	25%	4%
PERSONAL INCOME							
Less than \$15,000	109	25%	6%	28%	19%	22%	0%
\$15,001-25,000	108	24%	13%	16%	21%	26%	0%
\$25,001-30,000	65	23%	13%	21%	24%	19%	0%
\$30,001-40,000	86	19%	13%	35%	16%	16%	1%
\$40,001-50,000	79	9%	13%	18%	27%	31%	2%
\$50,001-70,000	120	14%	16%	32%	21%	17%	0%
More than \$70,000	104	13%	17%	24%	22%	24%	0%
ETHNICITY							
Pacific Island	35	34%	26%	14%	5%	21%	0%
Maori	82	26%	8%	28%	16%	20%	2%
Non Maori/Non PI	635	17%	13%	25%	22%	22%	1%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION							
Total concerned (1+2)	384	23%	15%	27%	17%	18%	0%
Neutral (3)	198	15%	17%	25%	22%	21%	0%
Total not concerned (4+5)	164	12%	6%	20%	26%	34%	2%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS							
More concerned	242	23%	15%	24%	18%	20%	0%
Less concerned	23	9%	0%	29%	20%	36%	6%
Stayed the same	478	17%	13%	24%	22%	23%	1%
HEARD OF PRIVACY COMMISSIONER							
Yes	470	15%	15%	24%	21%	24%	1%
No/Unsure	280	23%	10%	26%	19%	20%	2%

CONCERN ABOUT PRIVACY ISSUES - PERSONAL INFORMATION HELD BY OVERSEAS BUSINESSES

How concerned are you about the following privacy issues in New Zealand today? Please use a scale of 1 to 5 where 1 means you are very concerned and 5 not concerned at all.

Your personal information being held by overseas businesses

	Base	1 - Very concerned	2	3	4	5 - Not concerned at all	Unsure
ALL	750	61%	20%	10%	4%	4%	1%
AREA							
Auckland	248	54%	22%	12%	6%	5%	1%
Provincial	347	68%	18%	8%	2%	3%	1%
Christchurch	82	67%	18%	9%	3%	3%	0%
Wellington	73	46%	25%	10%	11%	7%	1%
RURAL	235	67%	17%	9%	2%	4%	1%
SEX							
Male	359	57%	20%	12%	5%	5%	1%
Female	391	65%	20%	7%	4%	3%	1%
AGE GROUP							
Under 30	157	46%	27%	16%	5%	6%	0%
30-44	225	56%	27%	11%	4%	2%	0%
45-59	196	67%	19%	9%	3%	2%	0%
60 Plus	172	76%	6%	4%	5%	7%	2%
OCCUPATION							
Professionals, Managers	160	56%	22%	14%	4%	4%	0%
Technicians, Associate Professionals	103	46%	30%	16%	7%	1%	0%
Clerks	42	60%	18%	16%	3%	3%	0%
Sales and service workers	72	61%	21%	7%	9%	2%	0%
Blue collar	141	60%	25%	7%	3%	5%	0%
Students	28	58%	20%	9%	4%	9%	0%
Retired	113	75%	7%	3%	5%	7%	3%
Homemaker	51	72%	22%	3%	0%	3%	0%
PERSONAL INCOME							
Less than \$15,000	109	64%	22%	6%	3%	4%	1%
\$15,001-25,000	108	69%	16%	5%	6%	4%	0%
\$25,001-30,000	65	68%	19%	11%	1%	1%	0%
\$30,001-40,000	86	63%	11%	17%	6%	3%	0%
\$40,001-50,000	79	44%	27%	18%	3%	7%	1%
\$50,001-70,000	120	59%	26%	4%	9%	2%	0%
More than \$70,000	104	45%	27%	18%	4%	5%	1%
ETHNICITY							
Pacific Island	35	83%	17%	0%	0%	0%	0%
Maori	82	64%	15%	14%	3%	2%	2%
Non Maori/Non PI	635	60%	21%	10%	5%	4%	0%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION							
Total concerned (1+2)	384	73%	13%	8%	3%	3%	0%
Neutral (3)	198	54%	23%	12%	6%	4%	1%
Total not concerned (4+5)	164	42%	33%	11%	7%	7%	0%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS							
More concerned	242	76%	12%	7%	2%	3%	0%
Less concerned	23	55%	21%	10%	0%	8%	6%
Stayed the same	478	54%	24%	11%	6%	4%	1%
HEARD OF PRIVACY COMMISSIONER							
Yes	470	61%	19%	10%	5%	4%	1%
No/Unsure	280	61%	21%	10%	3%	4%	1%

CONCERN ABOUT PRIVACY ISSUES - INSURANCE COMPANIES BEING ABLE TO MAKE DECISIONS USING GENETIC INFORMATION

How concerned are you about the following privacy issues in New Zealand today? Please use a scale of 1 to 5 where 1 means you are very concerned and 5 not concerned at all.

Insurance companies being able to make decisions on your insurance cover using genetic information

	Base	1 - Very concerned	2	3	4	5 - Not concerned at all	Unsure
ALL	750	53%	21%	14%	4%	6%	2%
AREA							
Auckland	248	49%	22%	15%	5%	6%	3%
Provincial	347	57%	21%	12%	3%	6%	1%
Christchurch	82	58%	18%	12%	6%	5%	1%
Wellington	73	47%	22%	16%	5%	6%	4%
RURAL	235	59%	19%	10%	4%	6%	2%
SEX							
Male	359	50%	22%	14%	6%	6%	2%
Female	391	56%	21%	13%	2%	6%	2%
AGE GROUP							
Under 30	157	41%	25%	22%	4%	7%	1%
30-44	225	55%	21%	16%	4%	3%	1%
45-59	196	55%	24%	11%	3%	6%	1%
60 Plus	172	61%	14%	7%	5%	8%	5%
OCCUPATION							
Professionals, Managers	160	50%	24%	15%	3%	6%	2%
Technicians, Associate Professionals	103	48%	28%	16%	3%	4%	1%
Clerks	42	45%	24%	22%	4%	5%	0%
Sales and service workers	72	48%	22%	14%	8%	7%	1%
Blue collar	141	48%	24%	16%	2%	7%	3%
Students	28	64%	7%	16%	13%	0%	0%
Retired	113	67%	14%	5%	3%	6%	5%
Homemaker	51	60%	21%	9%	3%	7%	0%
PERSONAL INCOME							
Less than \$15,000	109	62%	15%	12%	7%	4%	0%
\$15,001-25,000	108	57%	18%	13%	5%	5%	2%
\$25,001-30,000	65	52%	22%	18%	3%	5%	0%
\$30,001-40,000	86	57%	18%	15%	4%	2%	4%
\$40,001-50,000	79	44%	28%	16%	2%	8%	2%
\$50,001-70,000	120	42%	33%	11%	4%	10%	0%
More than \$70,000	104	48%	23%	18%	4%	3%	4%
ETHNICITY							
Pacific Island	35	70%	9%	21%	0%	0%	0%
Maori	82	55%	22%	14%	3%	6%	0%
Non Maori/Non PI	635	53%	22%	13%	4%	6%	2%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION							
Total concerned (1+2)	384	64%	16%	11%	3%	4%	2%
Neutral (3)	198	45%	27%	17%	4%	6%	1%
Total not concerned (4+5)	164	37%	28%	16%	6%	10%	3%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS							
More concerned	242	68%	13%	10%	3%	6%	0%
Less concerned	23	45%	15%	15%	13%	12%	0%
Stayed the same	478	46%	26%	15%	4%	6%	3%
HEARD OF PRIVACY COMMISSIONER							
Yes	470	53%	22%	12%	5%	6%	2%
No/Unsure	280	53%	21%	17%	3%	5%	1%

AWARE OF NATIONAL HEALTH INDEX (NHI) NUMBERS

Are you aware that everyone in New Zealand now has their own national health index number, which identifies you within the health system

	Base	Yes	No	Unsure
ALL	750	49%	50%	1%
AREA				
Auckland	248	50%	49%	1%
Provincial	347	50%	49%	1%
Christchurch	82	38%	61%	1%
Wellington	73	58%	42%	0%
RURAL	235	46%	53%	1%
SEX				
Male	359	36%	64%	0%
Female	391	61%	37%	2%
AGE GROUP				
Under 30	157	41%	57%	2%
30-44	225	52%	47%	1%
45-59	196	52%	48%	0%
60 Plus	172	51%	48%	1%
OCCUPATION				
Professionals, Managers	160	55%	45%	0%
Technicians, Associate Professionals	103	52%	48%	0%
Clerks	42	60%	37%	3%
Sales and service workers	72	51%	49%	0%
Blue collar	141	29%	71%	0%
Students	28	43%	50%	7%
Retired	113	57%	42%	1%
Homemaker	51	71%	26%	3%
PERSONAL INCOME				
Less than \$15,000	109	56%	44%	0%
\$15,001-25,000	108	53%	46%	1%
\$25,001-30,000	65	45%	54%	1%
\$30,001-40,000	86	52%	48%	0%
\$40,001-50,000	79	46%	53%	1%
\$50,001-70,000	120	49%	51%	0%
More than \$70,000	104	45%	55%	0%
ETHNICITY				
Pacific Island	35	38%	62%	0%
Maori	82	47%	49%	4%
Non Maori/Non PI	635	50%	49%	1%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION				
Total concerned (1+2)	384	52%	48%	0%
Neutral (3)	198	47%	53%	0%
Total not concerned (4+5)	164	47%	50%	3%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS				
More concerned	242	53%	47%	0%
Less concerned	23	41%	54%	5%
Stayed the same	478	48%	51%	1%
HEARD OF PRIVACY COMMISSIONER				
Yes	470	55%	45%	0%
No/Unsure	280	40%	58%	2%

COMFORTABLE WITH INTERNET SEARCH ENGINES TRACKING INTERNET USE

As you may be aware, internet search engines such as Google and Yahoo, and social networking sites such as Facebook and MySpace can now track your internet use and emails and deliver targeted advertising to individual internet users. On a 1 to 5 scale where 1 means very comfortable and 5 means very uncomfortable, how comfortable are you about this?

	Base	1 - Very comfortable	2	3	4	5 - Very uncomfortable	Unsure
ALL	750	5%	5%	19%	23%	44%	4%
AREA							
Auckland	248	7%	5%	23%	22%	40%	3%
Provincial	347	4%	4%	13%	22%	52%	5%
Christchurch	82	6%	9%	17%	24%	42%	2%
Wellington	73	4%	2%	35%	26%	29%	4%
RURAL	235	3%	5%	11%	25%	53%	3%
SEX							
Male	359	8%	5%	21%	22%	41%	3%
Female	391	3%	4%	17%	24%	47%	5%
AGE GROUP							
Under 30	157	9%	3%	28%	27%	33%	0%
30-44	225	4%	8%	22%	24%	41%	1%
45-59	196	4%	5%	14%	22%	50%	5%
60 Plus	172	5%	2%	12%	18%	53%	10%
OCCUPATION							
Professionals, Managers	160	5%	5%	17%	25%	47%	1%
Technicians, Associate Professionals	103	5%	6%	23%	33%	31%	2%
Clerks	42	0%	12%	29%	14%	40%	5%
Sales and service workers	72	1%	2%	27%	30%	37%	3%
Blue collar	141	6%	4%	23%	19%	43%	5%
Students	28	21%	11%	27%	18%	23%	0%
Retired	113	6%	2%	9%	20%	51%	12%
Homemaker	51	3%	2%	8%	12%	73%	2%
PERSONAL INCOME							
Less than \$15,000	109	8%	4%	17%	21%	44%	6%
\$15,001-25,000	108	4%	3%	20%	27%	43%	3%
\$25,001-30,000	65	2%	1%	24%	25%	44%	4%
\$30,001-40,000	86	6%	4%	17%	21%	48%	4%
\$40,001-50,000	79	5%	8%	28%	20%	38%	1%
\$50,001-70,000	120	7%	7%	21%	25%	38%	2%
More than \$70,000	104	3%	6%	21%	26%	40%	4%
ETHNICITY							
Pacific Island	35	0%	3%	24%	13%	60%	0%
Maori	82	6%	3%	23%	18%	50%	0%
Non Maori/Non PI	635	5%	5%	18%	24%	43%	5%
CONCERN ABOUT INDIVIDUAL PRIVACY AND PERSONAL INFORMATION							
Total concerned (1+2)	384	4%	4%	17%	22%	49%	4%
Neutral (3)	198	3%	7%	19%	27%	38%	6%
Total not concerned (4+5)	164	10%	5%	23%	20%	40%	2%
CHANGE IN LEVELS OF CONCERN IN LAST COUPLE OF YEARS							
More concerned	242	3%	4%	14%	21%	54%	4%
Less concerned	23	3%	8%	12%	32%	41%	4%
Stayed the same	478	6%	5%	21%	24%	40%	4%
HEARD OF PRIVACY COMMISSIONER							
Yes	470	4%	6%	20%	22%	44%	4%
No/Unsure	280	7%	3%	17%	24%	45%	4%