

Research on Privacy Concerns and Use of Personal Information

April 2026

Prepared for the Office of the
Privacy Commissioner

ak research & consulting

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Introduction

Background

The Office of the Privacy Commissioner (OPC) conducts regular research among the general public to measure awareness, knowledge and levels of concern regarding privacy and the protection of personal information.

The 2026 research continues to track key measures of privacy concerns, awareness of the Privacy Act and control of personal information. New areas included this year were support for law reform, confidence in New Zealand law adequately protecting privacy and trust in organisations handling of their personal information.

A Māori booster sample was also included to provide more depth to findings among Māori. This brought the total Māori sub-sample to n=428.

Objectives

The overall objectives of the 2026 survey were to:

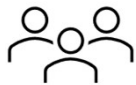
1. Provide some consistency with prior years (to allow for benchmarking comparisons on specific areas of interest to the OPC)
2. Monitor progress towards OPC outcomes
3. To assist in prioritisation of specific issues, and
4. To support efforts to help government agencies and business improve their privacy maturity.

Methodology



Nationwide survey

Results in this report are based upon questions asked in the nationally representative AK Research online omnibus survey of adults in New Zealand.



Representative sample

The total sample of n= 1245 is made up of a nationally representative survey of n=1000 respondents (as part of the regularly omnibus survey) and an additional booster sample of 245 Māori respondents to achieve a Māori total sub-sample of n=428.

The sample size for the online survey was n=1245, with the margin of error for a 50% figure at the 95% confidence level being $\pm 2.9\%$.

For a sample size of n=428 the margin of error for a 50% figure at the 95% confidence level is $\pm 4.7\%$.



Fieldwork dates

The fieldwork was conducted from the 12th March to the 1st April 2026.



Reporting

The analysis and commentary provides reporting for the general public (ALL) and comparison with Māori. Where there are significant demographic differences these have been included in the commentary.

We have also included non-Māori data points for specific questions to provide comparison with the Māori sub-sample relevant to the OPC.

Note on rounding:

All numbers are shown rounded to zero decimal places. Hence specified totals are not always exactly equal to the sum of the specified sub-totals.

The differences are seldom more than 1%.

For example: $2.7 + 3.5 = 6.2$ would appear: $3 + 4 = 6$

Overview

- Privacy concern in New Zealand is deepening and diversifying — a majority (52%) are now concerned about their individual privacy, with AI decision-making, facial recognition, and children's digital lives now firmly mainstream concerns rather than niche ones.
- Demand for control over personal data remains overwhelming — 82% of New Zealanders want more say in how their information is collected and used, yet privacy fatigue is emerging, with nearly half saying it is too much effort to protect their data (49%, up 5%).
- Nearly two thirds of New Zealanders want to know more about what businesses and government agencies can do with their personal information, pointing to a clear role for guidance and communication.
- Public appetite for stronger protections is strong and growing — 88% support law changes to protect children's privacy (up 6%), and at least seven in ten support greater enforcement powers for the Privacy Commissioner across all three aspects tested.

- Trust in the systems meant to protect privacy is notably low — only 18% are extremely or very confident that New Zealand law adequately protects personal information, and trust in organisations is moderate at best, falling sharply for overseas-based businesses (11%).
- Māori consistently report higher concern and greater sensitivity across almost every measure and show significantly lower trust in government agencies (21% vs 31% All) — a meaningful gap that extends well beyond privacy policy.

Key findings



General issues and concerns

- A majority (52%, up 5%) are now concerned about their individual privacy and personal information – showing a slow upward recovery from the low recorded in 2022. Māori record higher concern at 57%.
- Just over half (52%, up 3%) say they have become more concerned about privacy in recent years; only 7% (down 2%) say they are less concerned, while 39% say concern remains the same (down 2%).
- The top three concerns remain unchanged from 2025: children's privacy including social media use (71%, up 4%); government agencies and businesses using AI to make decisions about people using personal data (67%, up 5%); management of personal data by social media companies (65%, up 2%).
- Of three new issues tested in 2026: 51% are concerned about digital identity systems; 40% about smart internet-connected devices; and 40% about smart wearables.
- Concern about facial recognition has risen across all aspects tested, with Māori expressing significantly higher concern.
- 66% (down 1%) will consider changing service providers over poor privacy and security practices.



Use of personal information

- Demand for control over personal data remains overwhelming and unchanged - 82% of New Zealanders (85% of Māori) want more say in how their information is collected and used.
- Two thirds (66%, no change) see protecting personal information as a major life concern, rising to 73% among Māori.
- An aspect added in 2026, shows that a majority (59%) believe the organisations they deal with respect their privacy rights — but one in five disagrees, a tension worth monitoring.
- Privacy fatigue is emerging as a distinct finding: 51% agree none of our information is private anymore (up 3%), and 49% say protecting their data is too much effort (up 5%) — however 46% feel in control (up just 1%). These issues should continue to be monitored.
- Support for surveillance technologies to reduce theft (62%, down 3%) and improve personal safety (63%, down 1%) remains substantial but has eased slightly since 2025.
- Nearly two thirds (64%) of New Zealanders want to know more about what businesses and government agencies can do with their personal information, a view consistent across Māori (62%).

Key findings



Privacy Act and the Commissioner

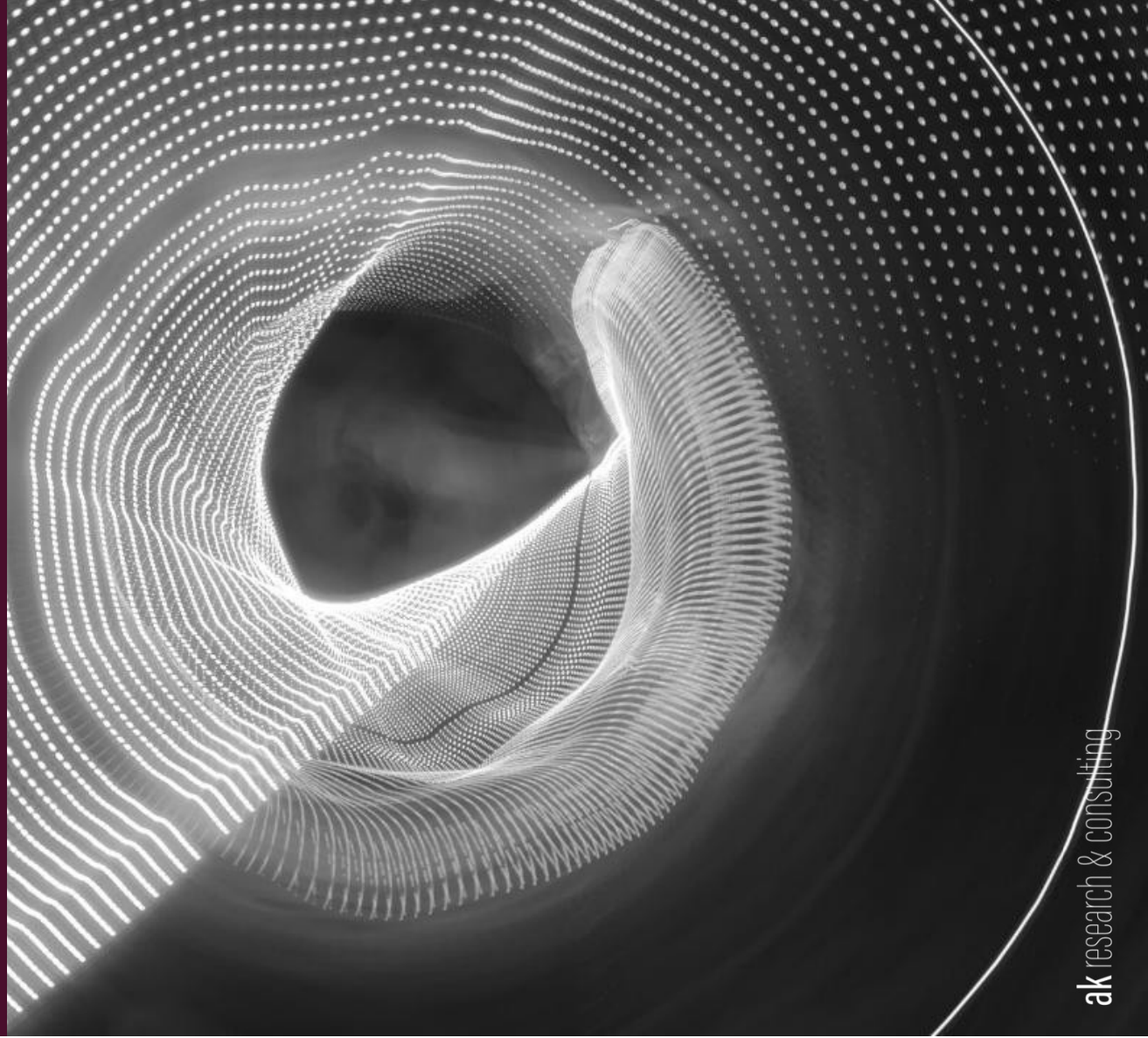
- Awareness that the Privacy Act gives New Zealanders the right to access their personal information continues to grow — 55% (up 2%) overall, 56% among Māori (up 5%).
- At least, seven in ten support the Privacy Commissioner having greater enforcement powers, with support remaining broad across all three aspects tested – however, support has eased slightly from 2025.
- Strongest support is for large fines for serious privacy breaches (75%, down 2%), followed by support for audit powers (74%, down 3%) and small infringements (72%, down 3%). Māori were similar to the general population.
- All four additional rights under the Privacy Act tested attracted over 80% support amongst the general population. The right to request erasure of personal information received the highest backing (86% All; 80% Māori).
- Support for law changes to protect children's privacy has strengthened considerably — 88% are now in favour, up 6%. Support among Māori is the same as the general population.



Trust in security of personal information

- Confidence that New Zealand law adequately protects personal information is low — only 18% are extremely or very confident, while one in three (33%) have little or no confidence at all. A further four in ten sit in a moderate middle ground.
- Māori results are broadly similar to the general population, though a higher proportion (17%) have no confidence at all, compared to 13% overall.
- Trust in organisations to handle personal information responsibly varies considerably by type. Government agencies attract the highest trust, with 31% rating their trust as very high or high — yet over a quarter (26%) have low or very low trust, and 40% are only moderately trusting. This is followed by New Zealand-based businesses (27% high or very high trust).
- Trust falls sharply for other organisation types: community organisations (21%), and overseas-based businesses (11%).
- Māori are notably less likely to have higher trust in government agencies (21% vs 31% All). Māori show slightly higher trust in overseas-based businesses (17%) than the general population (11%).

Report findings:
Issues and concerns regarding individual privacy



Key findings – General issues and concerns

Privacy concerns appear to be rising again, after the low recorded in 2022

- There are rising levels of concern about individual privacy and protection of personal information . A small majority 52% are now concerned (up 5%).
 - Māori continue to have higher levels of concern regarding their individual privacy, recording 57% (up 4%).
- Reinforcing perceptions that concern is intensifying, a similar proportion (52%, up 3%) state they had become more concerned about privacy issues in the last few years, conversely, only 7% said they are less concerned (down 2%).
 - Fifty-five percent of Māori (up 3%), said they have got more concerned over the last few years regarding privacy issues, slightly higher than the general population.

Concern about specific privacy issues generally consistent with 2025

- This year eleven specific privacy issues were explored (including 3 new issues). At least four in ten respondents are concerned about all privacy issues tested.
- The top three issues respondents are most concerned about remain the same as in 2025 (although the order changed slightly):
 - Privacy of children, including when they use social media (71%, up 4%)
 - Government agencies or businesses using artificial intelligence to make decisions about you, using your personal information (67%, up 5%)
 - Management of your personal information by social media companies (65%, up 2%).
- Of the three new privacy issues tested this year:
 - 51% are concerned about the introduction of Digital Identity systems, cards or numbers
 - 40% are concerned about smart, internet-connected consumer devices, home appliances and motor vehicles, with the same proportion also concerned about smart, internet-connected wearables e.g. watches and glasses.

Note: Figures refer to a 'total' concern rating (1+2 on a 5-point scale), unless stated specifically

Key findings – General issues and concerns (cont.)

Public concern about facial recognition and government data use is trending upward – and is higher across Māori

- Concern regarding facial recognition technology has risen in 2026 across all four aspects tested:
 - Biases of facial recognition technology* (53%, up 5%)
 - Government organisations combining data* (53%, up 4%)
 - Use of facial recognition in retail stores* (47%, up 6%)
 - Law enforcement using facial recognition* (45%, up 4%).
- Māori respondents continue to express greater sensitivity to privacy risks associated with facial recognition, along with the combining of government data:
 - Government organisations combining data* (56% Māori:53% All)
 - Biases of facial recognition technology* (58% Māori:53% All)
 - Law enforcement using facial recognition* (56% Māori:45% All)
 - Use of facial recognition in retail stores* (55% Māori:47% All).

Concern about poor privacy and security practices can drive a change in service provider

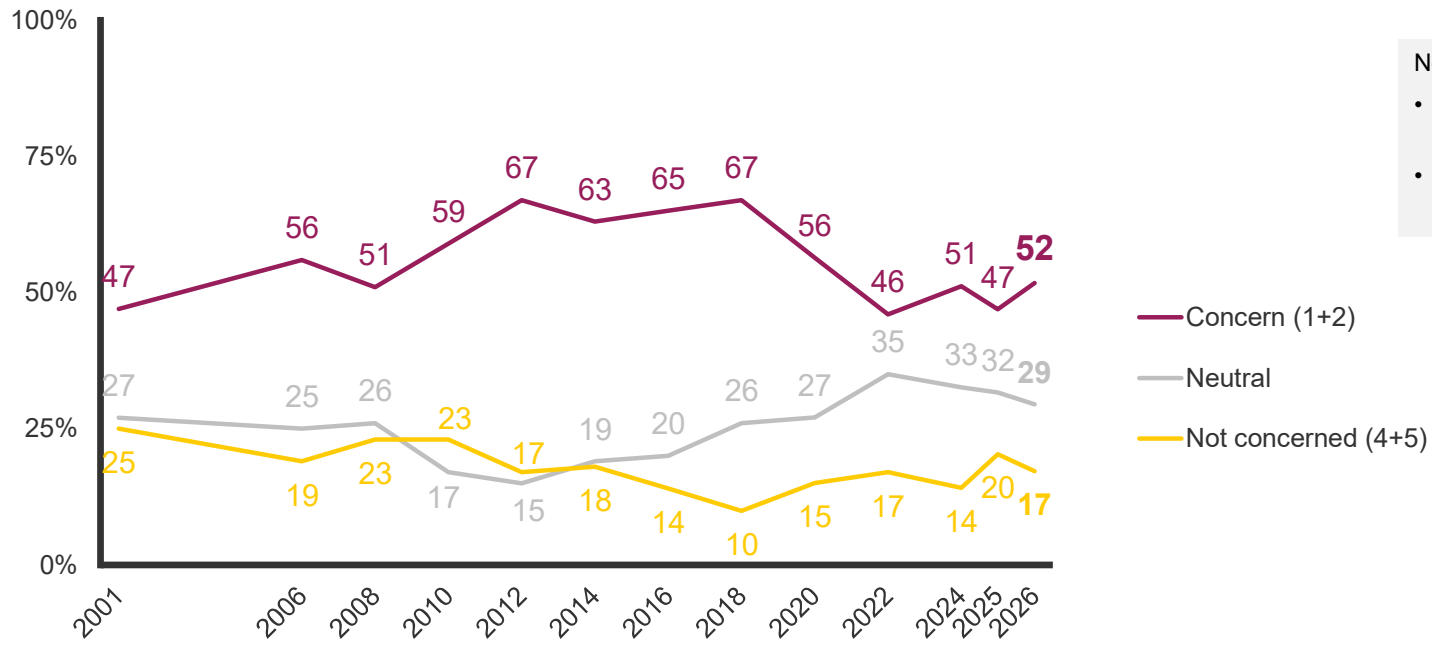
- Sixty-six percent (down 1%) will consider changing service providers if the provider had poor privacy and security practices, this remains steady on previous years. Across Māori respondents, 65% say they would make the change, down 5%.
- Māori however recorded a significantly higher proportion that are ‘very likely ‘ (point 1 on the 5 point scale) to change providers (48% Māori versus 41% All).

Note: Figures refer to a ‘total’ concern rating (1+2 on a 5-point scale), unless stated specifically

*Note: abbreviated statements

Majority now concerned with their individual privacy, up 5%- trendline

Q Using a scale of 1 to 5 where 1 means you are very concerned and 5 not concerned at all, how concerned are you about your individual privacy and the protection of your personal information? (%)

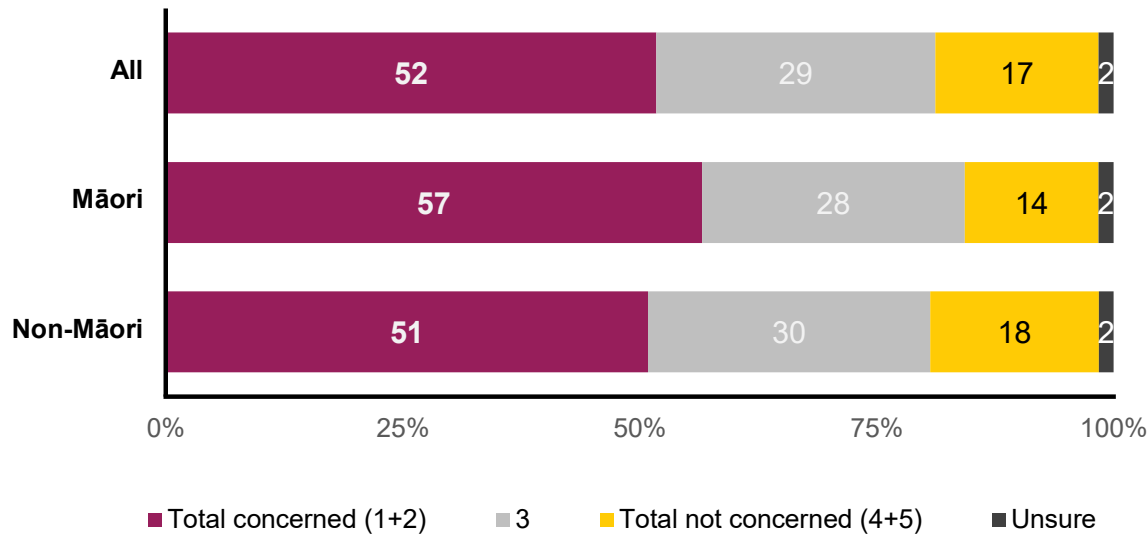


Notable differences by group:

- NZ Europeans (48%) are less likely to say they are concerned
- Aucklanders are more likely to say they are concerned (60%).

Māori continue to be more concerned for their individual privacy - Māori comparison

Q Using a scale of 1 to 5 where 1 means you are very concerned and 5 not concerned at all, how concerned are you about your individual privacy and the protection of your personal information? (%)



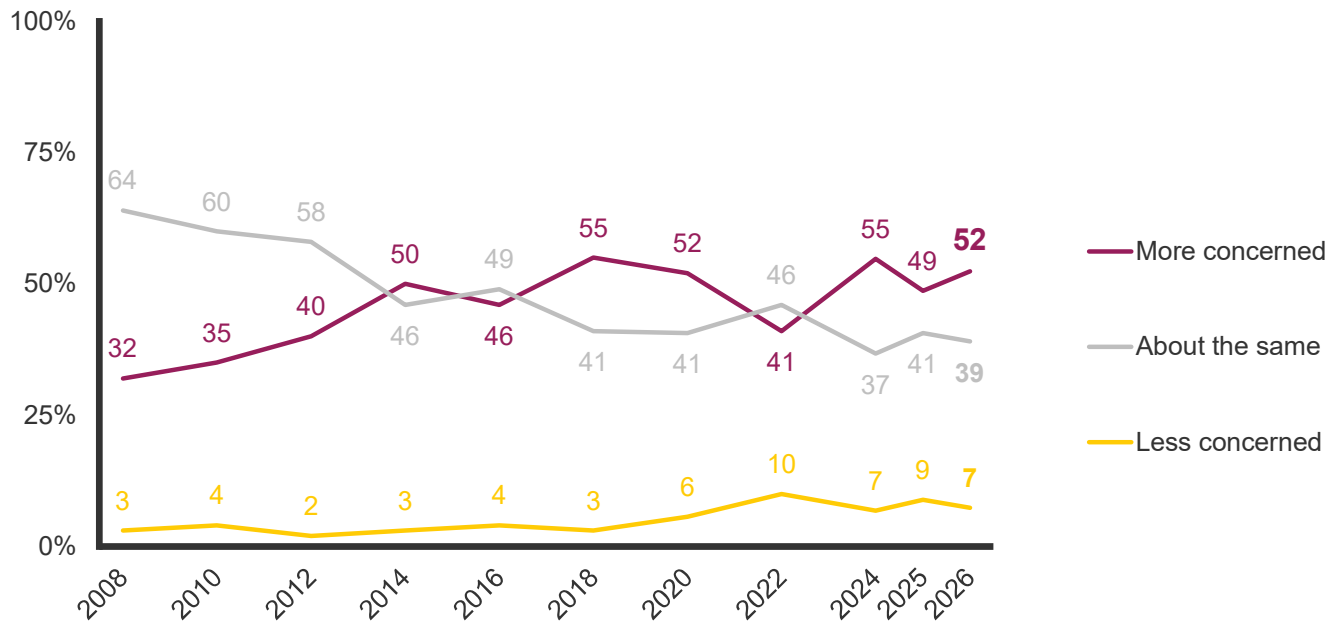
Notable differences by group:
 The levels of “very concerned” (‘1’ on the 5-point scale) were significantly higher for Māori and Asian respondents:
 - Māori: 38%
 - Asian: 37%
 - Pasifika: 35%
 - NZ European: 22%.

Note: Prior to 2025 question read how concerned are you about an individual's privacy and the protection of personal information?
 Māori (n=428)

Base: All respondents (n=1,245,

Majority more concerned about individual privacy, up 3%

Q 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? (%)



Notable differences by group:

Those more likely to be less concerned

- Under 30 (14%)
- Occupation labourers (21%).

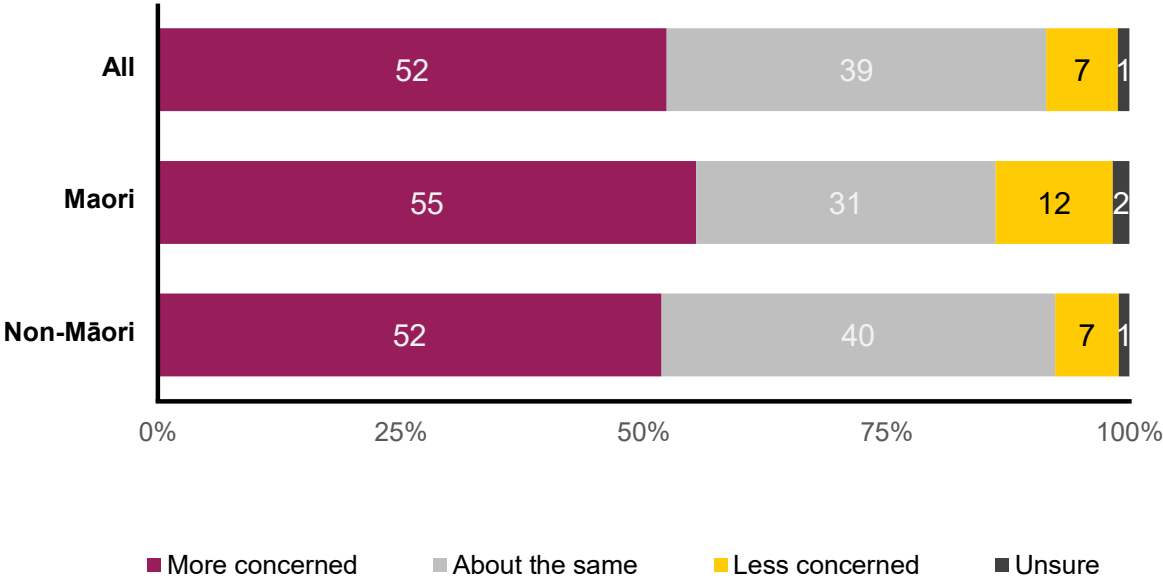
Those less likely to be less concerned

- 60+ years (1%)
- Home-owner without a mortgage (3%)
- Not working (4%)
- Occupation professional (4%).

Māori track the general population on rising concern, though a higher proportion report becoming less concerned



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? (%)

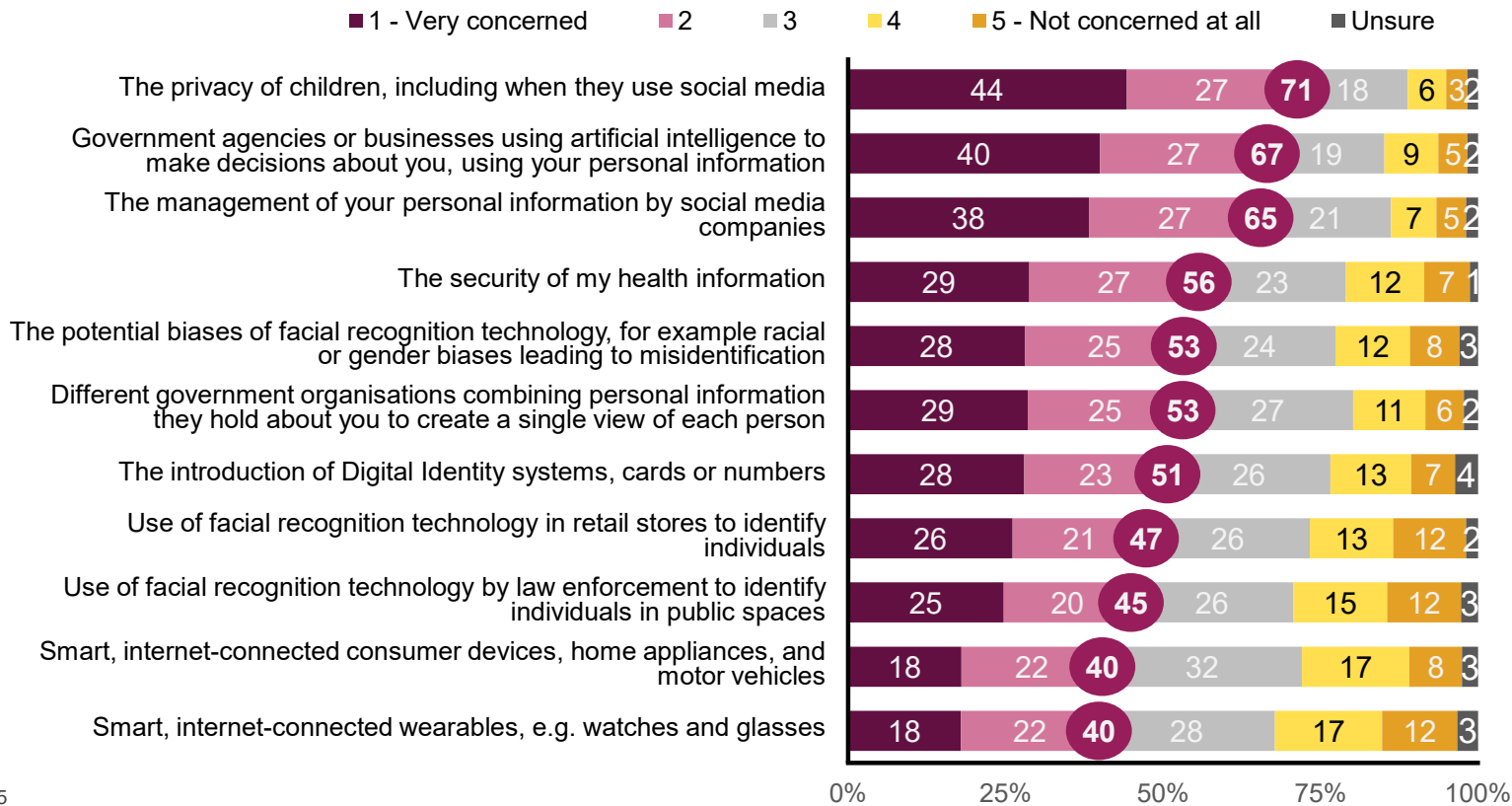


Base: All respondents (n=1,245), Māori (n=428)

Children's privacy, AI and social media are top 3 privacy concerns



How concerned are you about the following privacy issues in New Zealand today? (%)



Notable differences by group

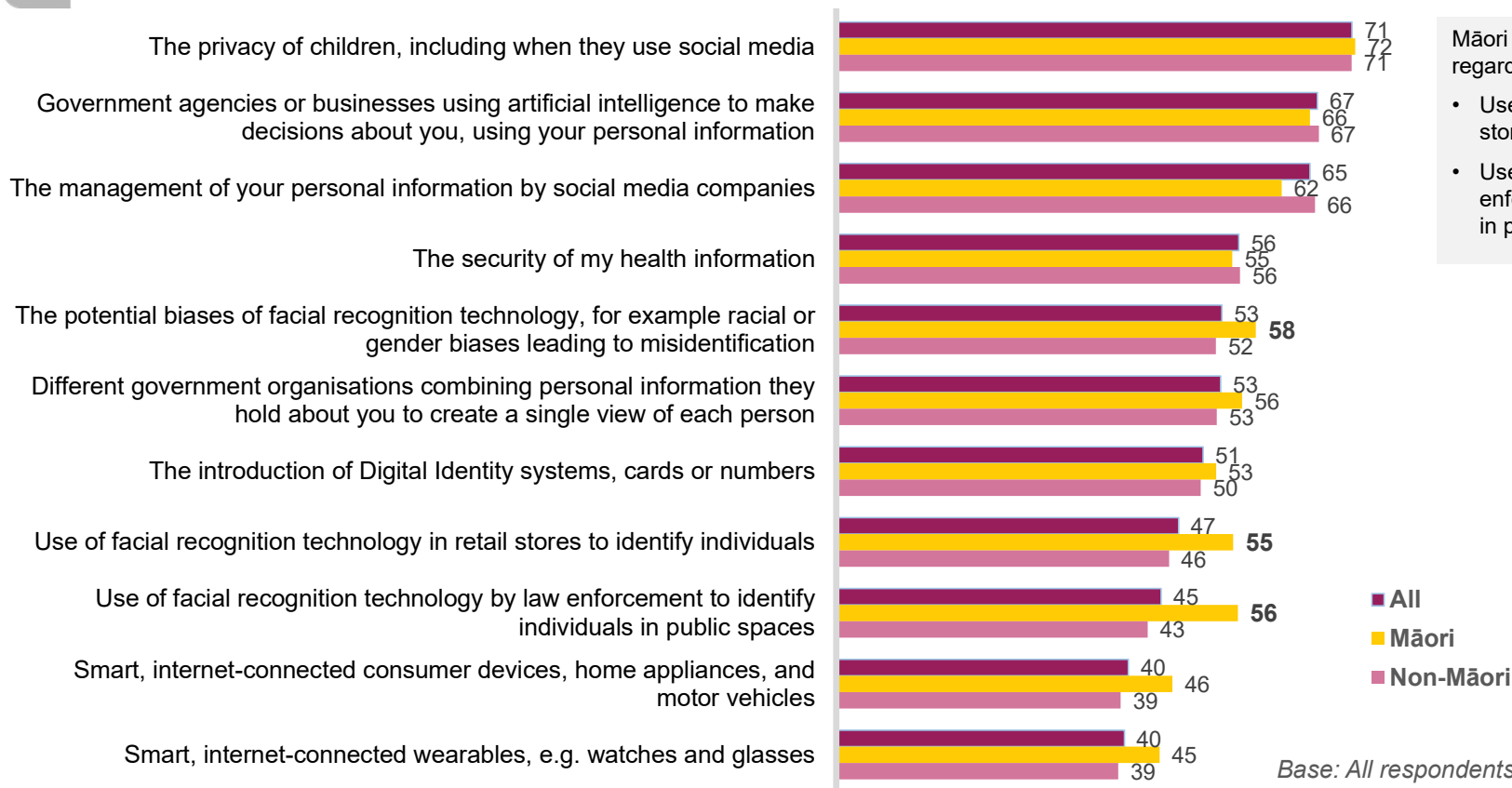
- Women (76%) and those aged 60+ more likely to be concerned about children's privacy (79%)
- Those aged 60+ were also more likely to be concerned about use of AI and social media management of personal information (both at 77%)
- Aucklanders were more likely to be concerned about use of facial recognition technology in retail stores (56%).
- Those renting (51%) were more likely to be concerned about use of facial recognition technology by law enforcement
- NZ Europeans more likely to be less concerned about potential biases of facial recognition technology (50%), use of facial recognition technology in retail stores (43%) and use of facial recognition technology by law enforcement (41%).

Base: All respondents (n=1,245)

A majority of Māori are more likely to be concerned regarding facial recognition technology in retail stores and law enforcement



How concerned are you about the following privacy issues in New Zealand today? (% Total concern: 1+2)



Māori more likely to be concerned regarding:

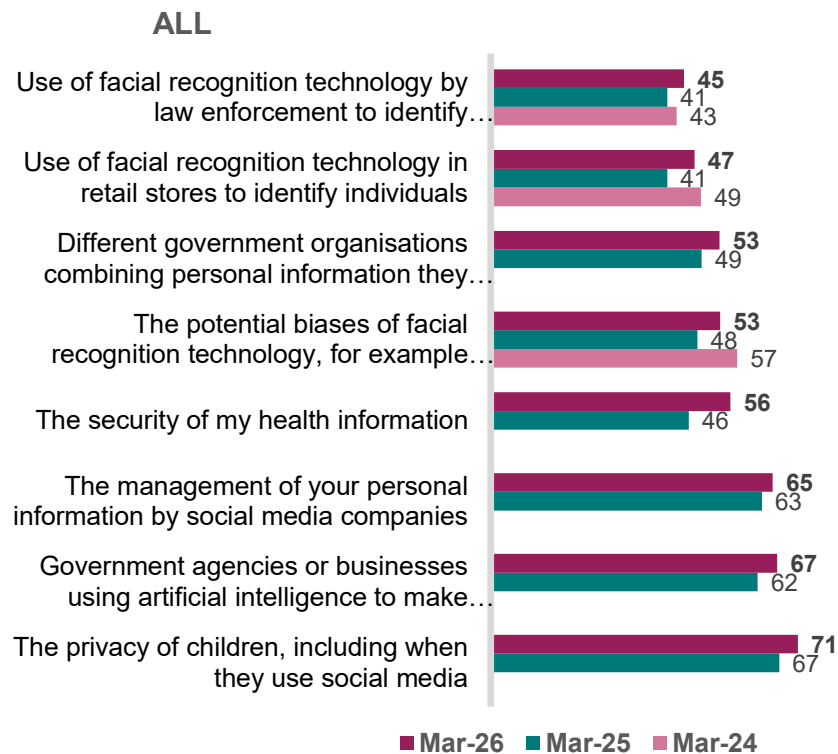
- Use of facial recognition in retail stores to identify individuals (55%)
- Use of facial recognition in law enforcement to identify individuals in public spaces (56%).

Base: All respondents (n=1,245), Māori (n=428)

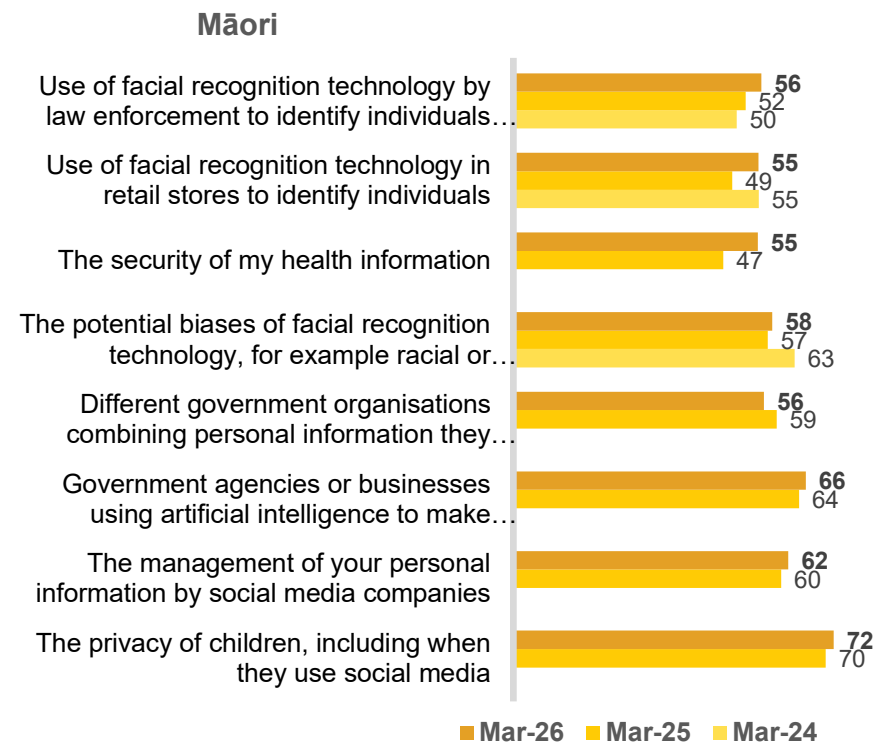
Higher concern across majority of issues in 2026; Māori continue to express higher concern with use facial recognition technology



How concerned are you about the following privacy issues in New Zealand today? (% Total concern: 1+2)



Base: All respondents (n=1,245), 2025 (n=1,256), 2024 (n=1,184)

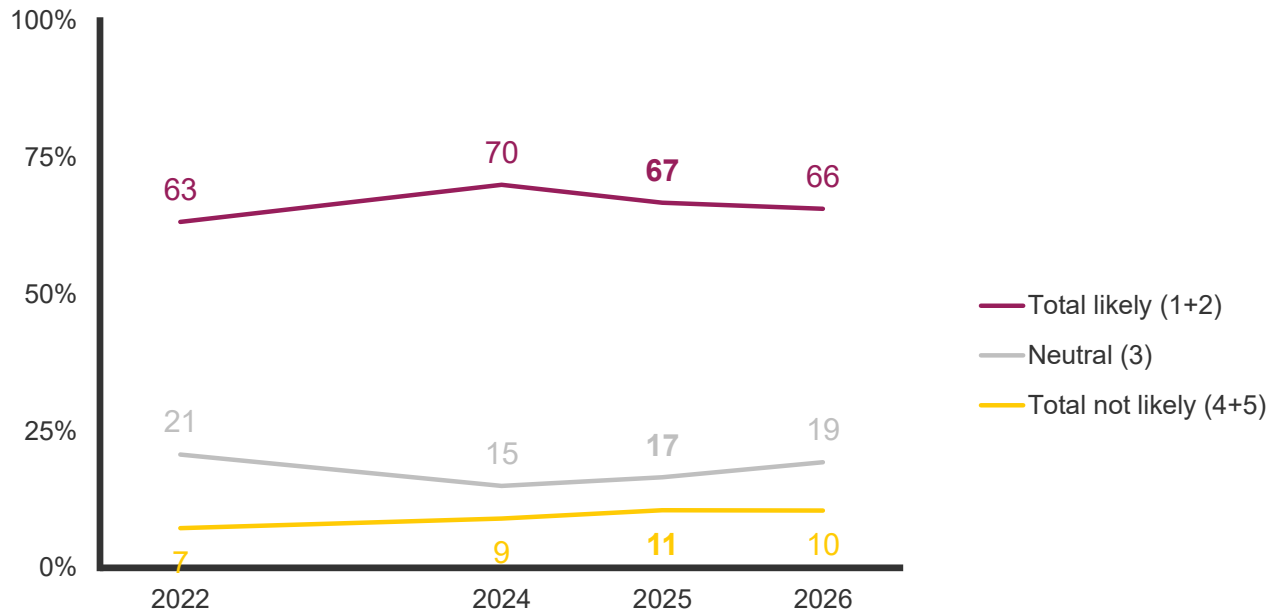


Base: All respondents (Māori n=428), 2025 (n=344), 2024 (n=327)

Two thirds would consider changing service providers if they heard they had poor privacy and security practices, continuing a small downward trend since 2024



How likely would you be to consider changing service providers if you heard they had poor privacy and security practices? (%)



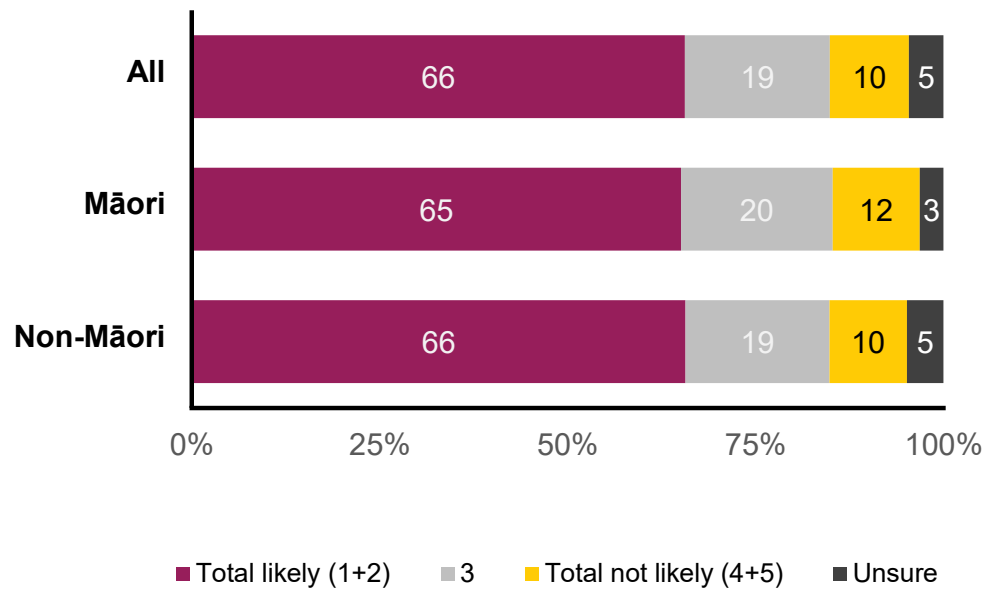
Notable differences by group

- Those aged 60+ years (73%) were more likely to consider changing service providers
- While those aged under 30 years (17%) were less likely to consider changing service providers'
- Age trend more likely to change service providers:
 - Under 30: 57%
 - 30-44: 65%
 - 45-59: 65%
 - 60+: 73%.

Māori were similar to the general population regarding changing service providers over poor privacy and security practices



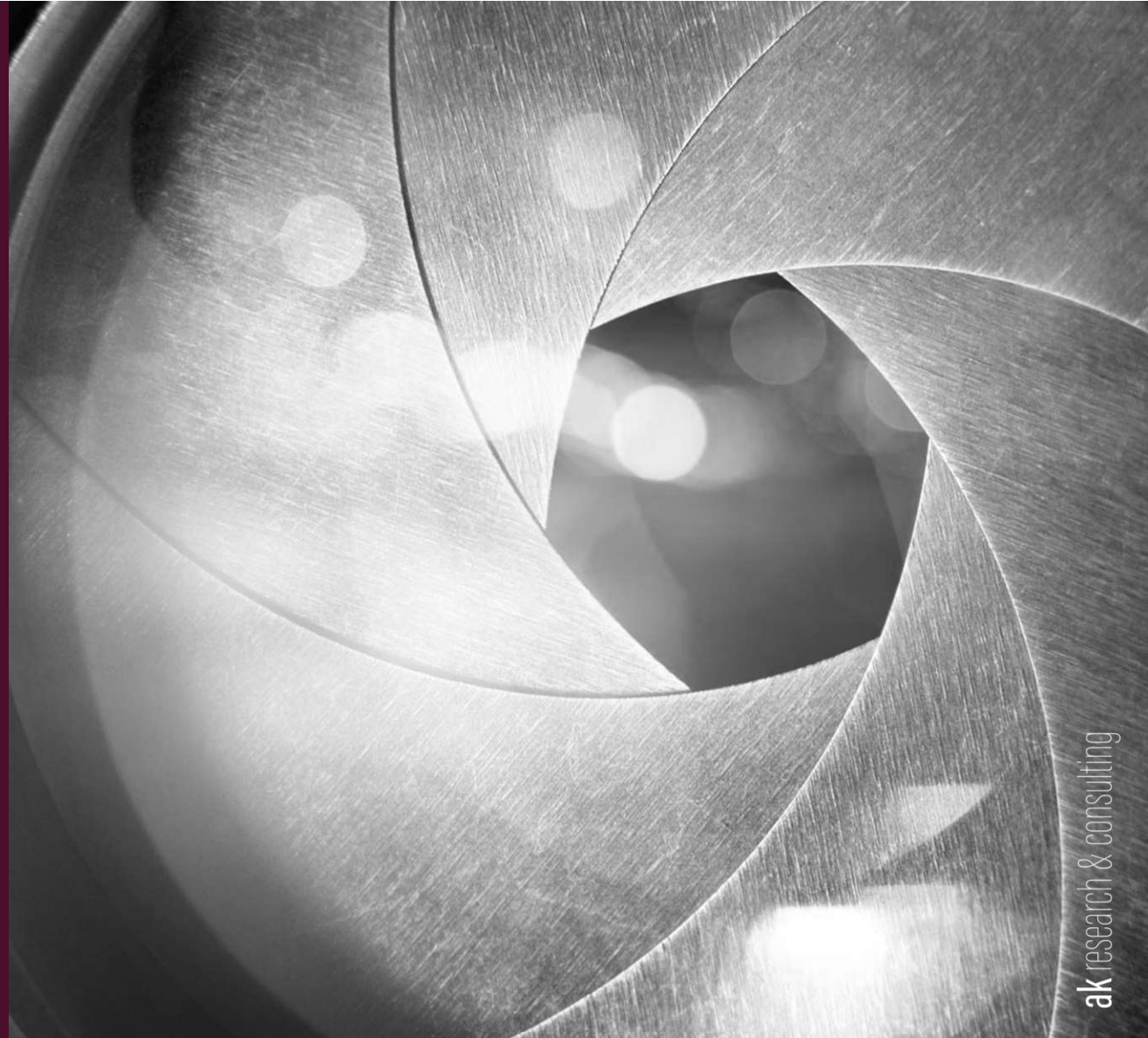
How likely would you be to consider changing service providers if you heard they had poor privacy and security practices? (%)



Notable differences:

- The level of “very likely” (‘1’ on the 5-point scale) was significantly higher for Māori (48%) compared to All (41%).

Report findings: Use of personal information



Key findings – use of personal information

Demand for control remains high, but privacy fatigue appears to be growing

- A large majority of New Zealanders continue to want more control over the collection and use of their personal information (82%, no change), with Māori on 85% (down 1%).
- As in 2025, two thirds (66%, no change) agree that protecting personal information is a major concern in their life, this is higher across Māori respondents (on 73%).
- In a new aspect tested this year, a majority, 59% agree the organisations they dealt with respect their privacy rights, but one in five disagrees. Māori rated this similar to the general population (60% agree).
- Privacy fatigue is evident with a slim majority that agree that ‘None of our personal information is private anymore* (51%, up 3%) and nearly half (49%, up 5%) that say ‘It is too much effort to protect the privacy of my data’.
 - However, 46% (up 1%) say they ‘feel in control of my data privacy’.
- Māori are similar to the general population on these issues.

Support for surveillance technologies has eased slightly

- Support for the increased use of surveillance technologies remains steady although slightly lower than in 2025.
 - Support for surveillance ‘to reduce theft from business’ (62%, down 3%) and to improve ‘my personal safety and that of others’ (63%, down 1%) remain substantial and steady.
 - Māori are similar to the general population.

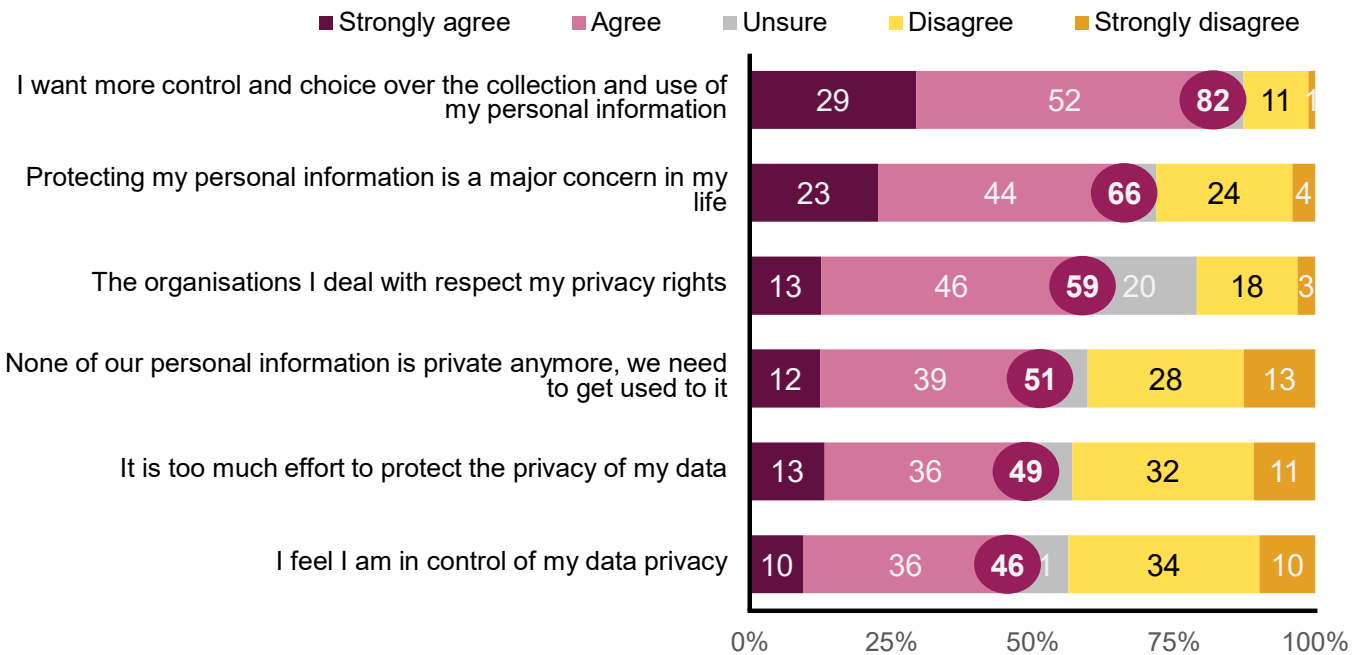
Strong interest in learning more about what can and cannot be done with personal information

- In a new question asked in 2026, there was strong interest (64%) in learning more about what businesses and government agencies can do with their personal information — and this appetite for guidance is consistent across Māori (62%).

*Note: abbreviated statement

Eight in ten New Zealanders want more control and choice over use of personal information

Q Thinking about the privacy of your personal information, to what extent do you agree or disagree with the following? (%)



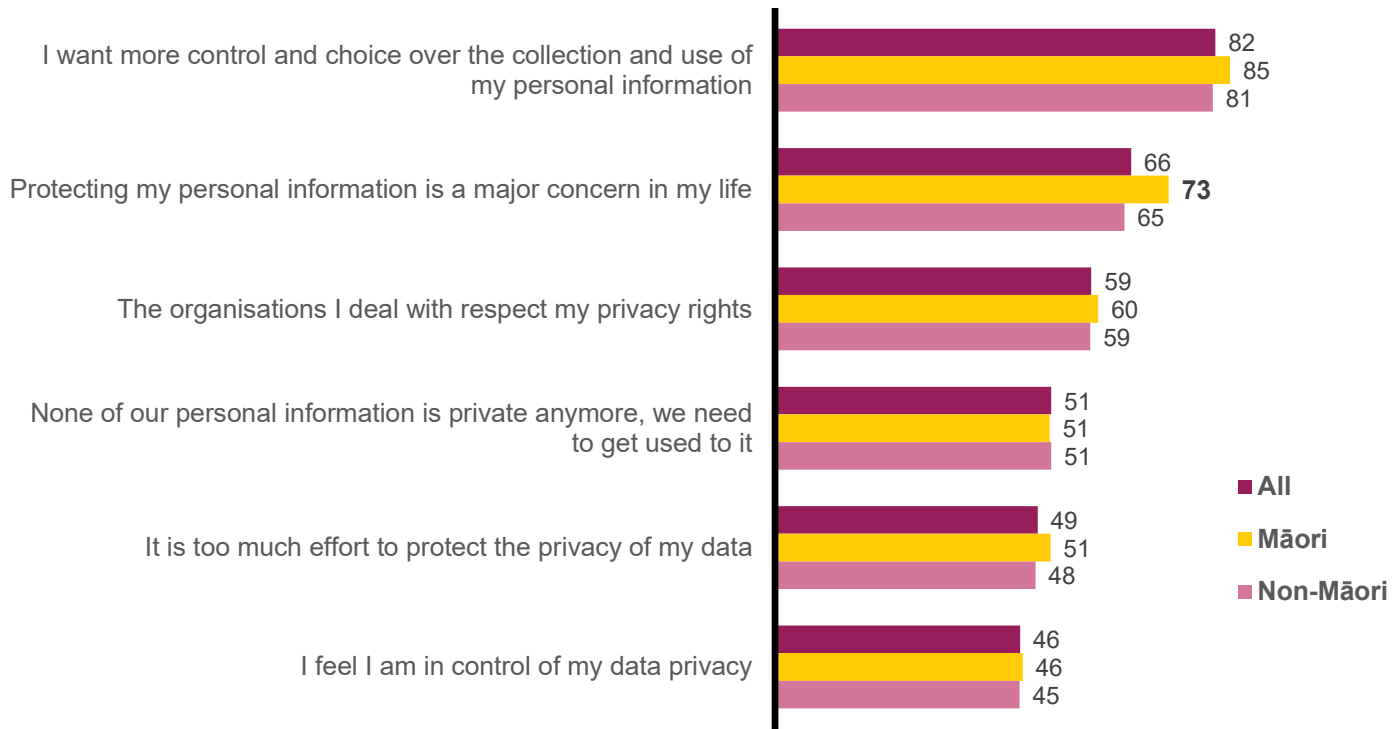
Notable differences by group:

- Men were more likely to agree that:
 - No personal information is private anymore (56% vs 47% of women)
 - Protecting their data privacy takes too much effort (54% vs 44% of women)
- Both under 30s and those aged 30 -44 years were more likely to agree that: it is too much effort to protect their data privacy (59% : 56%) and that they feel in control of their data privacy (55% : 52%)
- Asians were more likely to agree with the following than other ethnic groups:
 - Protecting personal information is a major concern (76%)
 - Organisations they are dealing with respect their privacy rights (71%)
 - It is too much effort to protect data privacy (69%)
 - Feel in control of data privacy (66%)
- Aucklanders were more likely to agree with the following than other regions:
 - Want more control and choice over collection (87%)
 - Protecting personal information is a major concern (74%)
 - It is too much effort to protect data privacy (56%)
 - Feel in control of data privacy (52%).

Base: All respondents (n=1,245)

Māori more likely to agree protecting their personal information is a major concern, a continuing trend

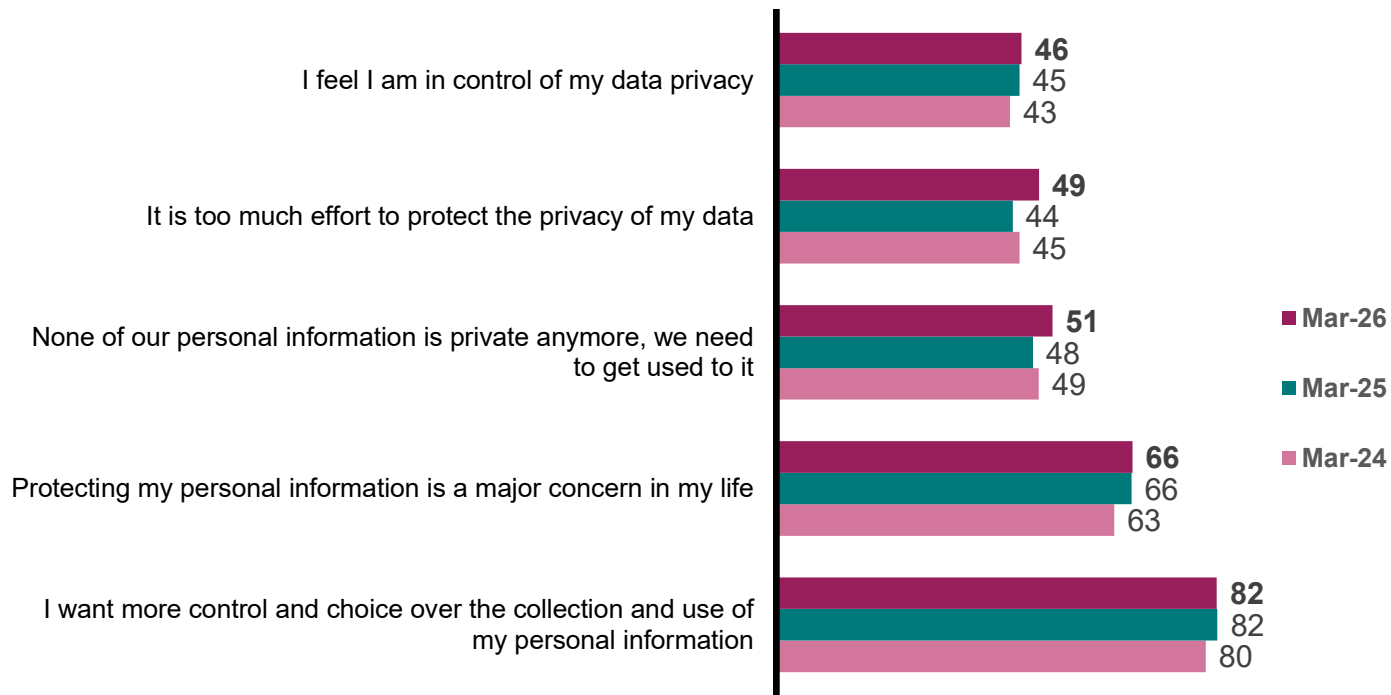
Q Thinking about the privacy of your personal information, to what extent do you agree or disagree with the following? (% total agree)



Base: All respondents (n=1,245), Māori (n=428)

New Zealanders maintain high levels of agreement in wanting more control and choice over the collection and use of personal information

Q Thinking about the privacy of your personal information, to what extent do you agree or disagree with the following? (% total agree)



Base: All respondents (n=1,245)

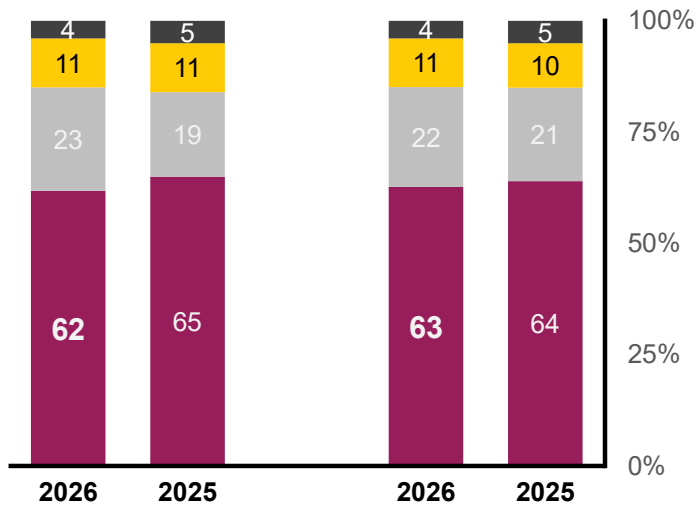
Six in ten New Zealanders were willing to see an increase in intrusive technology if it reduces theft or increases personal safety, remaining steady since 2025

Q Thinking about technologies that intrude on privacy (e.g. surveillance technologies), how willing would you be to see an increased use of these for the following reasons:? (%)

All

To increase my personal safety and that of others

To reduce theft from businesses

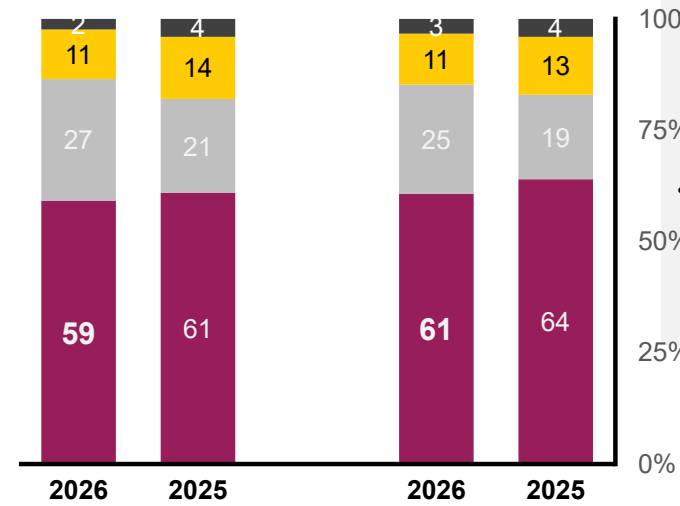


■ Total willing (1+2) ■ 3 ■ Total not willing (4+5) ■ Unsure

Māori

To increase my personal safety and that of others

To reduce theft from businesses



■ Total willing (1+2) ■ 3 ■ Total not willing (4+5) ■ Unsure

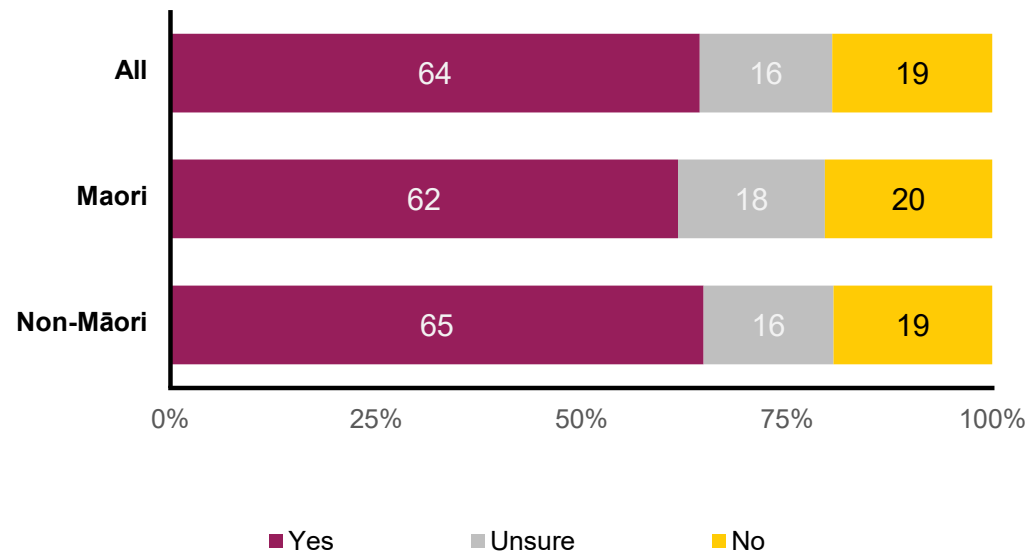
Notable group differences:

- 100% Those living in Wellington were less willing to see increased use of surveillance technologies to reduce theft from businesses (48%)
- Conversely those aged 60+ years were more willing to see increased use of surveillance technologies to reduce theft from businesses (71%).

Base: All respondents (n=1,245), Māori (n=428)

Six in ten New Zealanders interested in guidance regarding business and government use of personal information

Q Would you like to learn more about what businesses or government agencies can and cannot do with my personal information. (%)



Notable differences by group:

- Those under 30 (54%) were less likely to say they were interested
- Those aged 60+ (13%) were less likely to say they were not interested.

Base: All respondents (n=1,245), Māori (n=428)

Report findings: Privacy Act and the Commissioner



Key findings – Privacy Act and the Commissioner

Awareness of rights under the Privacy Act continues to rise

- Continuing to increase, 55% (up 2%) are aware the Privacy Act gives them the right to access personal information held about them by an organisation.
 - Māori awareness also increased this year (56%, up 5%).
- Seven in ten New Zealanders support the Privacy Commissioner having greater enforcement powers, with support remaining steady across all three aspects tested.
- Strongest support was for the ability to ask the Court to issue a large fine for a serious privacy breach that a business or government agency has caused* (75% All, down 2%; 73% Māori, down 4%), with both groups holding steady.
- Support for the power to audit the privacy practices of businesses or government agencies has eased slightly (74% All, down 3%; 70% Māori, no change).
- Support for the power to issue a small infringement for a privacy breach also eased slightly (72% All, down 3%; 67% Māori, down 6%).

Support for additional rights under the Privacy Act

- There is strong support for additional rights under the Privacy Act, with all four additional rights tested registering over 80% support amongst the general population. The highest support is for having ‘the right to request that organisations erase any personal information about them if it is no longer required’ (86% All; 80% Māori)

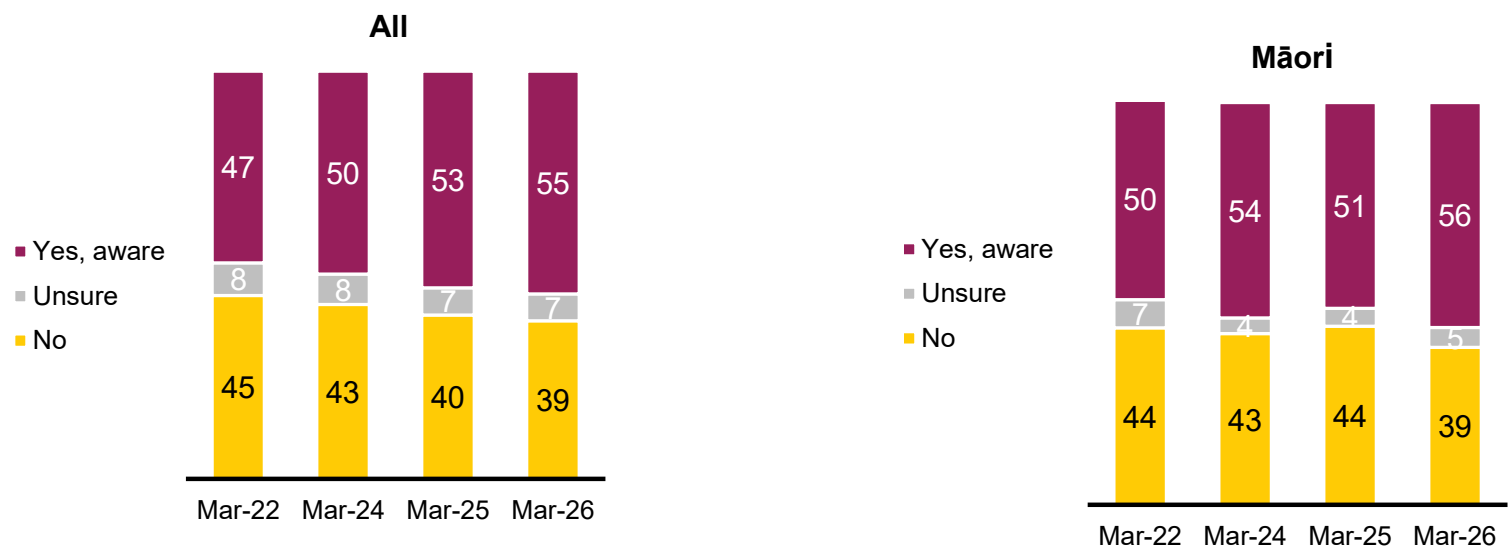
Support for law changes to protect children’s privacy has strengthened

- Support for law changes to protect children’s privacy has strengthened considerably, with 88% (up 6%) in favour. Support among Māori is the same as the general population

*Note: abbreviated statement

Steady increase in awareness the Privacy Act gives them rights to their personal information, Māori similar to the general population

Q Are you aware that the Privacy Act gives you the right to a copy of any personal information an organisation holds about you? (%)



There were no notable group differences.

Base: All respondents (n=1,245), Māori (n=428)

Support for greater enforcement powers for the Privacy Commissioner remains relatively steady, although showing a small fall

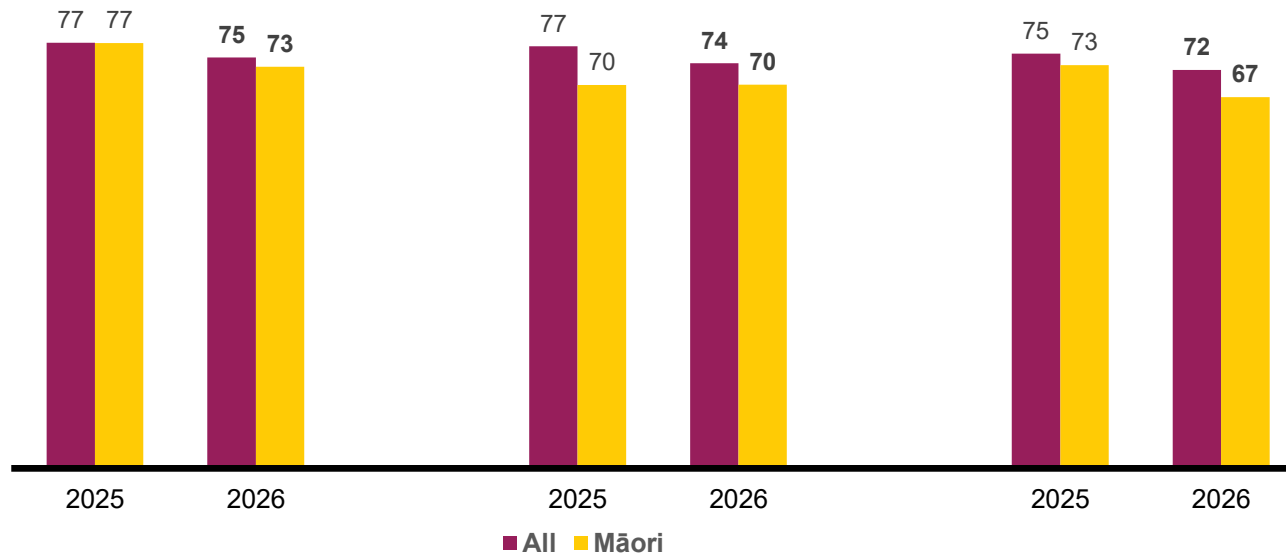


Do you believe the Privacy Commissioner should have the following powers under the New Zealand Privacy Act? (% Yes)

To ask a Court to issue a large fine for a serious privacy breach that a business or government agency has caused either intentionally or due to negligence

To audit the privacy practices of a business or government agency

To issue a small infringement to a business or government agency for a privacy breach



Older respondents (aged 60+) were more likely to say the Privacy Commissioner should have each power:

- Issue a fine for serious data breach... (86%)
- Audit privacy practices of organisations (88%)
- Issue small infringement for privacy breach (81%).

Pasifika were less likely to say the Privacy Commissioner should have the power to audit the privacy practices of a business or government agency (59%).

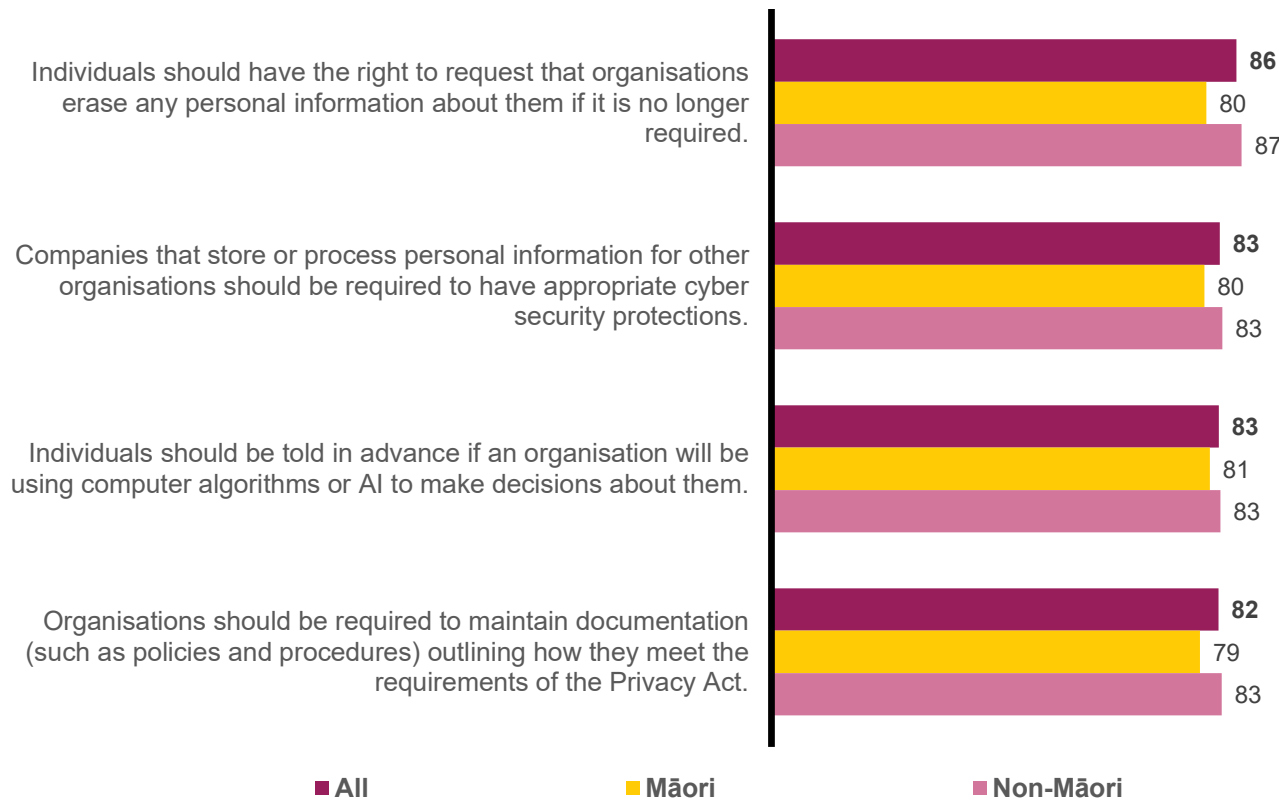
There were no significant differences among Māori.

Base: All respondents (n=1,245), Māori (n=428)

Strong support for additional rights under the Privacy Act for both the general population and Māori



Do you think the following requirements should be included in New Zealand's privacy law (the Privacy Act)? YES



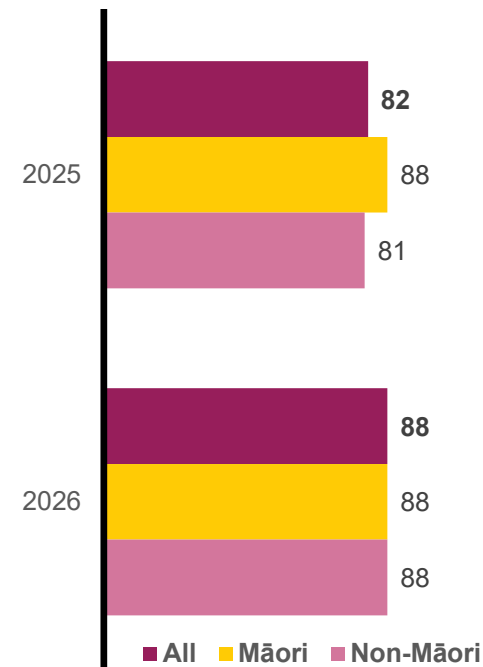
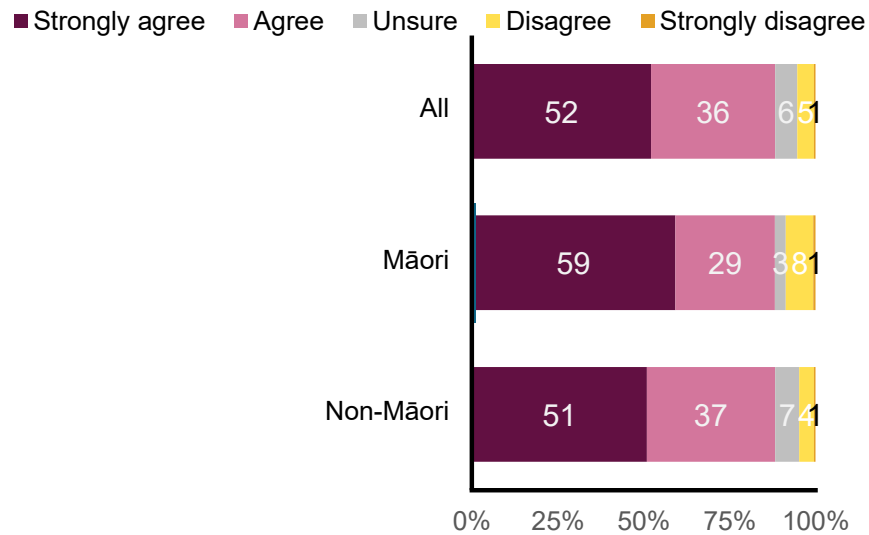
Notable differences by group:

- Women are more likely to support additional rights under the Privacy Act:
 - Right to request erasure of personal information (89%)
 - Requirement to have appropriate cyber security protections (85%)
 - Have advance knowledge if AI being used to make decisions about them (86%)
- Pasifika are less likely to support additional rights under the Privacy Act:
 - Right to request erasure of personal information (75%)
 - Requirement to have appropriate cyber security protections (71%)
 - Have advance knowledge if AI being used to make decisions about them (67%)
- Those under 44 years and those renting are less likely to support any of the suggested additional rights.

Base: All respondents (n=1,245), Māori (n=428)

Strengthening support for law changes for protecting children’s privacy

Q Thinking about children’s data privacy, to what extent do you agree or disagree with the following statement? I would like the government to make more law that protects children’s privacy



Notable differences by group:

- Under 30s more likely to disagree (12%).

Base: All respondents (n=1,245)

Report findings:
Trust in security of
personal
information



Key findings

Trust and confidence in personal information protections

Lack of confidence in protections provided by NZ laws

- Confidence that New Zealand law adequately protects personal information and privacy is low – only 18% are extremely or very confident, while 33% have little or no confidence at all. A further 41% have moderate confidence, suggesting a large middle ground that could shift in either direction.
- Māori are broadly similar to the general population, although a larger proportion 17% have no confidence at all (compared to 13% All).

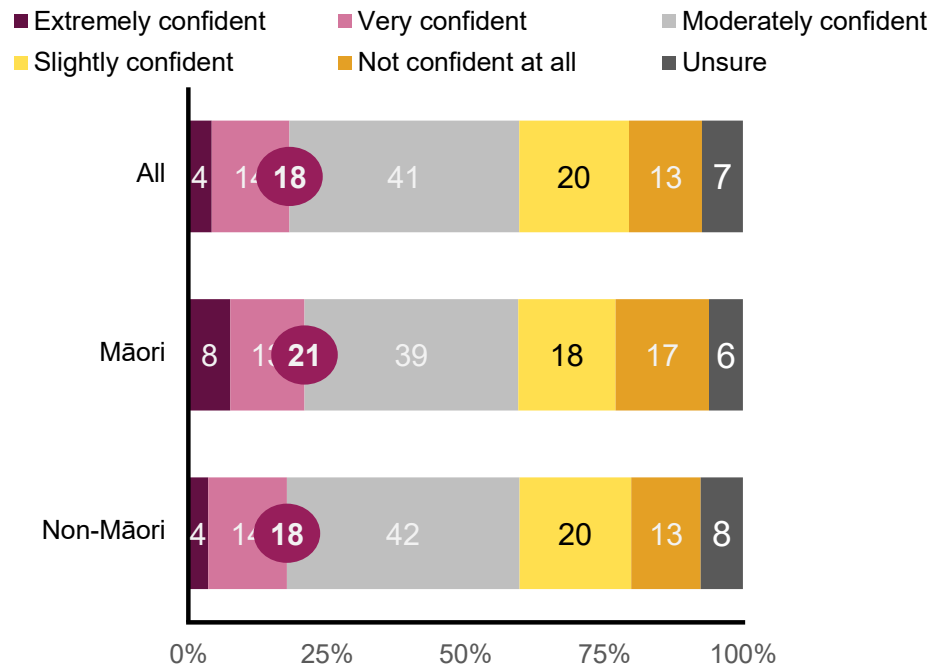
Trust in organisations use of personal information moderate at best

- Trust in organisations to handle personal information responsibly is moderate at best, and varies considerably by organisation type.
- Trust in government agencies is highest with 31% stating they have very high or high trust. A further 40% had moderate trust, however, over a quarter (26%) had low or very low trust.
- New Zealand-based businesses are ranked second highest on trust (27%) while trust falls away sharply for other organisation types, with community organisations on 21% and overseas based businesses on 11%.
- Māori are less likely to have higher trust in government agencies (21%) but have slightly higher trust in overseas-based businesses (17%).

Less than two in ten New Zealanders are confident the law adequately protects personal information and privacy, while one third have low confidence



How confident are you that New Zealand law adequately protects your personal information and privacy?

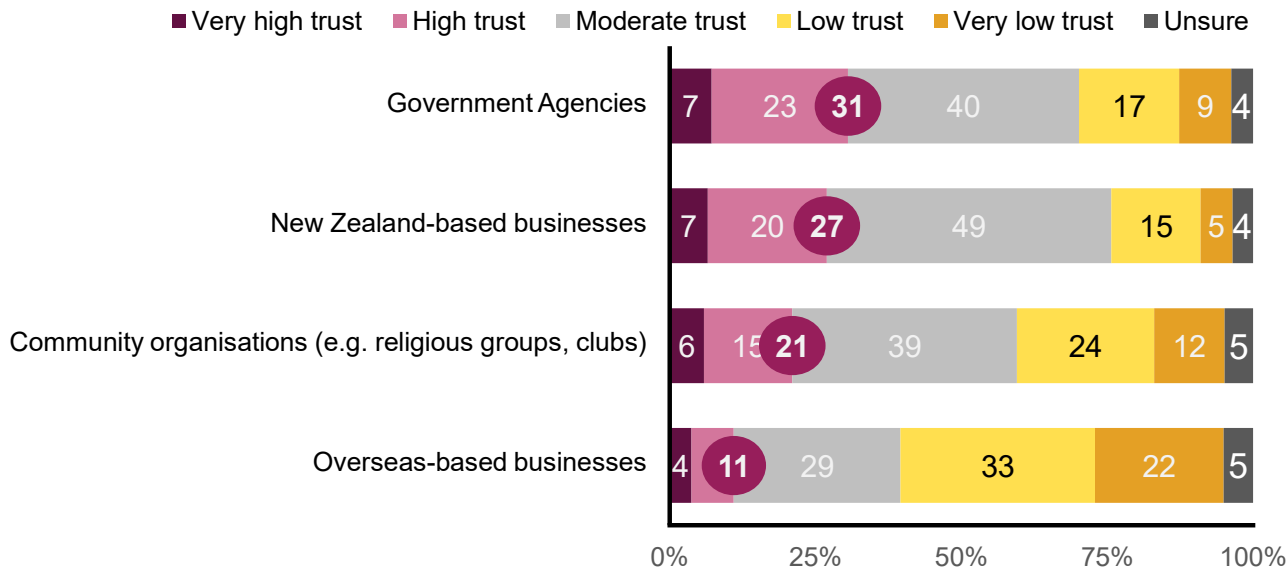


Notable differences by group:

- Those groups more likely to have higher confidence were:
 - Under 30s (25%)
 - Renters (24%)
 - Those working 30 hours or more (22%)
 - Household income \$50-\$100K (24%).
- Those groups more likely to have lower confidence were:
 - NZ Europeans (36%)
 - 60+ years (44%).

Moderate levels of trust in organisations ability to handle personal information responsibly and securely. Highest trust in government agencies.

Q How much do you trust the following organisations to handle your personal information (including biometric information such as facial images or fingerprints) responsibly and securely – do you have...?



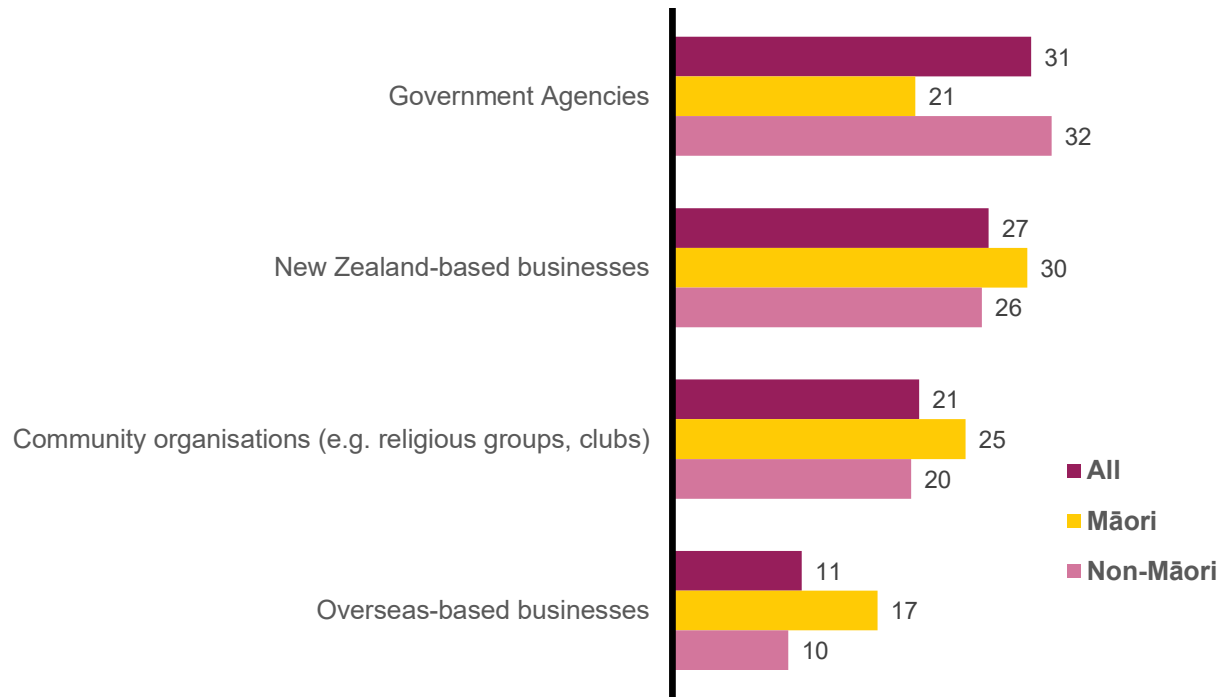
Notable differences by group:

- Asians more likely to have higher trust in government agencies (44%), NZ based businesses (36%) and community organisations (29%)
- Pasifika more likely to have higher trust in NZ based businesses (44%)
- Men more likely to have higher trust in community organisations (26%) and overseas based businesses (15%)
- Households earning \$50-100K more likely to have higher trust in government agencies (41%)
- Older people (60+) have lower trust in NZ based businesses (15%), community organisations (14%) and overseas-based businesses (3%)
- Those renting more likely to have higher trust in NZ based businesses (32%), community organisations (26%) and overseas-based businesses (14%).

Base: All respondents (n=1,245)

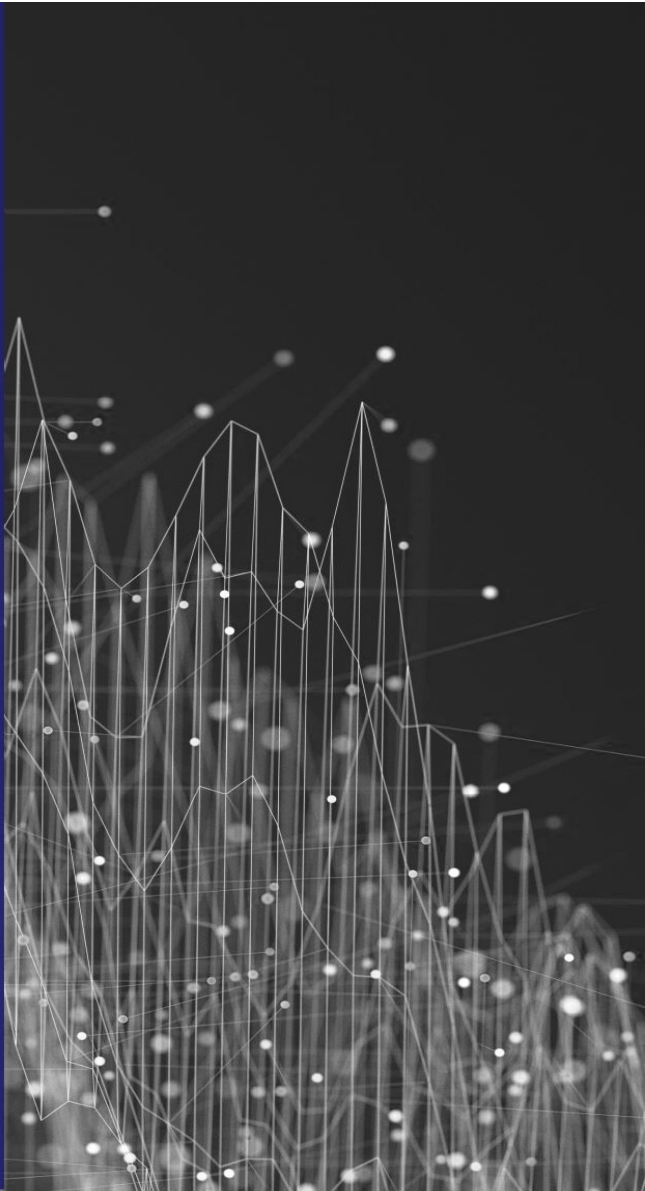
Māori show lower trust in government agencies but higher trust in overseas-based businesses than the general population

Q How much do you trust the following organisations to handle your personal information (including biometric information such as facial images or fingerprints) responsibly and securely – do you have...? Very + high trust



Notable differences:

- Māori less likely to have higher trust in government agencies (21%), more likely to have higher trust in overseas-based businesses (17%).



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