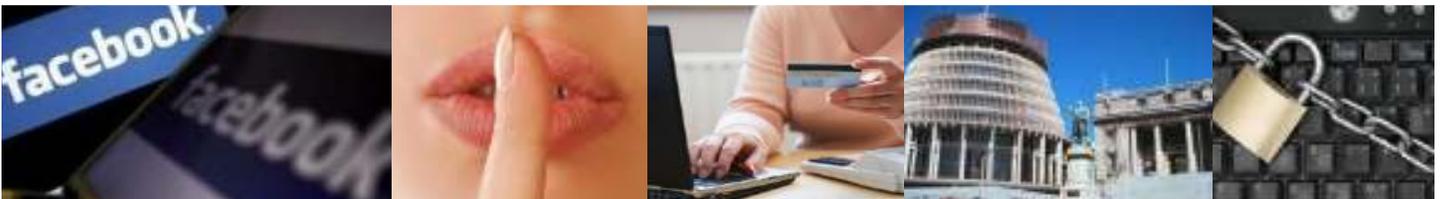




Privacy Commissioner
Te Mana Matapono Matatapu

Individual Privacy & Personal Information

UMR Omnibus Results
March 2010



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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 the 18th to 23rd March 2010 at UMR Research's national interview facility in Auckland.

The margin of error for sample size of 750 for a 50% figure at the '95% confidence level' is $\pm 3.6\%$.



Concerns About Privacy

Concerns About Individual Privacy



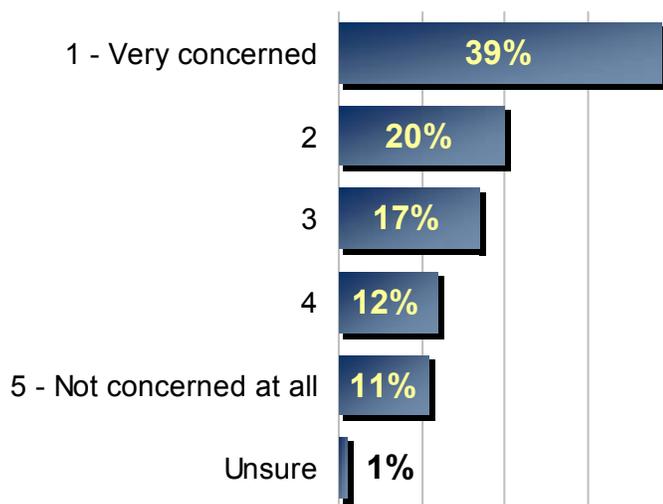
- Concern over privacy looks to have increased over the last two years.
 - By using a 1 to 5 scale where 1 meant 'very concerned' and 5 'not concerned at all', 59% of all respondents declared a high degree of concern, that is 1+2 on the scale. This is the highest result yet recorded in an intermittent series going back to 2001.
 - Comparisons over time for this question should however be treated with caution, because 'individual privacy' was asked about on its own in 2010 but alongside a randomised list of other possible concerns in all previous years.
 - 39% nominated the highest level of concern (point 1 on the scale).
 - Around a quarter (23%) said they were not concerned (4+5 on the scale).

- Like in 2008, the level of concern was fairly even across most demographics.
 - However, blue collar workers were more concerned than white collar workers (71% and 56% respectively), and those who use social network sites were slightly more concerned (62%) than those who don't use them (57%).

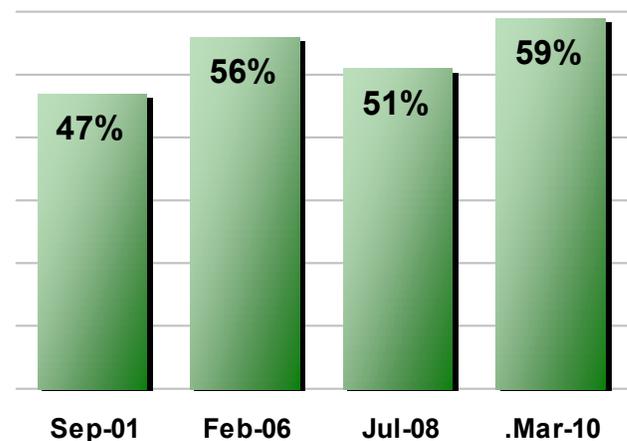
LEVEL OF CONCERN

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 individual's privacy and the protection of personal information?

ALL 2010 Results



Tracking Level Of Concern (1+2 Only)



Base: All, n=750

Note1: Prior to 2008, this was asked as 'individual privacy' only.
 Note2: Prior to 2010, concern was asked in a randomised list with seven other issues.

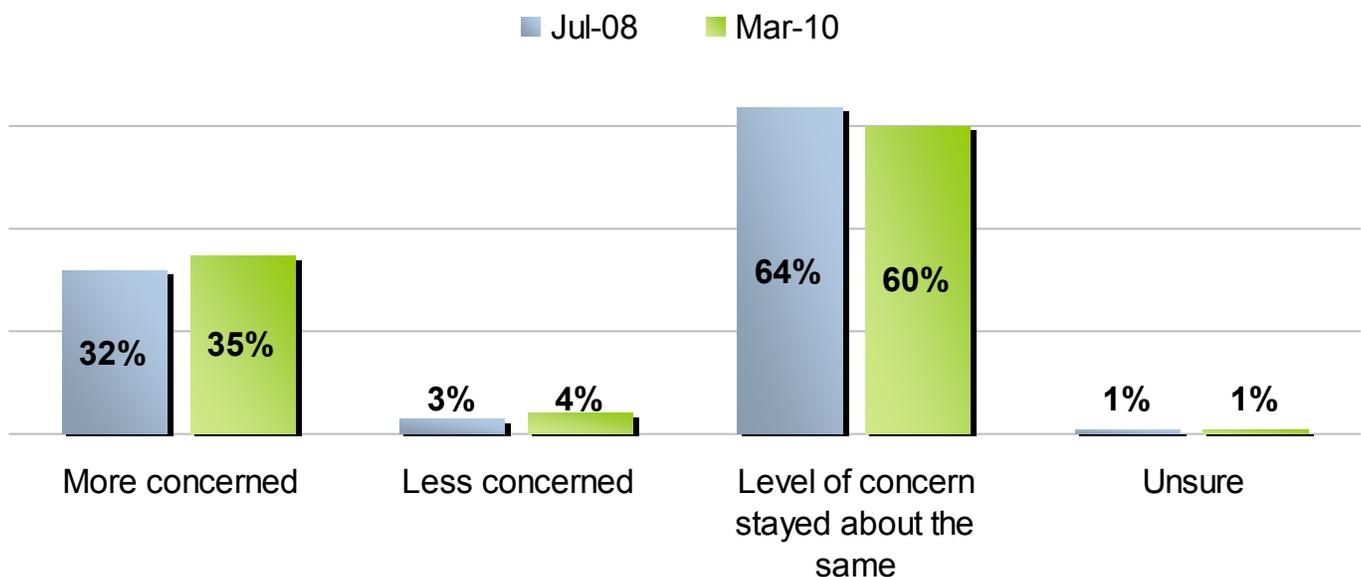
Changes In Concern About Individual Privacy



- Most respondents feel that their concern about privacy has not changed over the last few years.
 - 60% said their level of concern about issues involving individual privacy and personal information has stayed about the same.
 - A third (35%) have become more concerned over the last few years, while just 4% have become less concerned.
 - These proportions were similar to those recorded in July 2008.
- There were few major differences between demographic groups on this question.
 - There was a small difference between females and males, with 38% of females declaring an increase in concern compared to 32% of males.

CHANGES IN THE LEVEL OF CONCERN

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, n=750

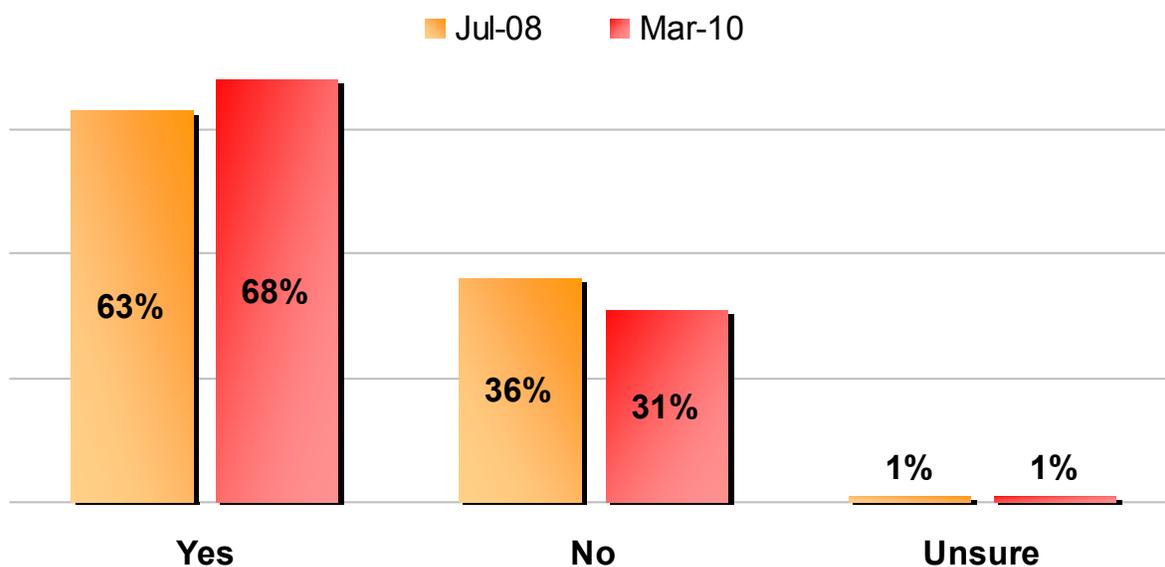
Privacy Commissioner Awareness



- Awareness of the Privacy Commissioner has increased.
 - Two-thirds of all respondents (68%) declared that they had heard of the Privacy Commissioner, up from the 63% recorded in 2008.
 - 31% had not heard of the Commissioner while 1% were unsure.
- Awareness varied across several demographics, with these trends being consistent with what was recorded in 2008.
 - Regionally, Wellingtonians were the most aware at 77%, closely followed by respondents from Christchurch (72%). Respondents from rural areas (62% aware) and Auckland (60%) were the least aware.
 - Awareness increased with age. 83% of those aged 45 plus had heard of the Commissioner, compared to 66% of those aged 30 to 44 and just 37% amongst those aged under 30.
 - White collar workers were more aware than blue collar workers (80% and 63% respectively).
 - There was NO difference across gender.

HEARD OF THE PRIVACY COMMISSIONER

Have you heard of the Privacy Commissioner?



Base: All, n=750

Where To Go To Get More Information

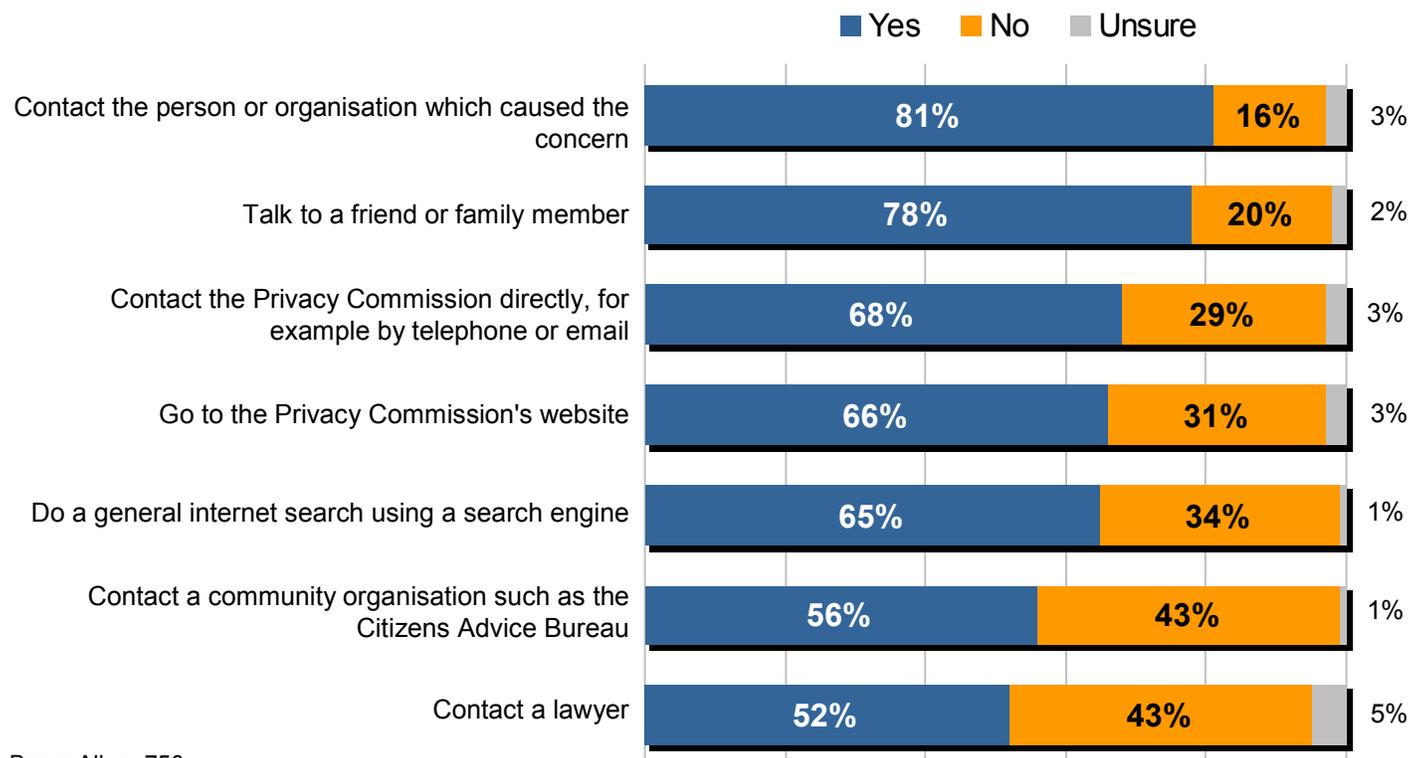


- Respondents were asked which of a selection of sources of information they would go to if they had any concerns or wanted to know about the privacy of their personal information.
- Firstly they were asked whether or not they would use each of the sources of information (a yes / no question for each).
 - 81% said they would *'contact the person or organisation which caused the concern'*.
 - 78% said they would *'talk to a friend or family member'*.
 - 68% would *'Contact the Privacy Commission directly, for example by telephone or email'*.
 - Similar proportions would go on the internet, with 66% saying they would visit the *'Privacy Commission's website'* and 65% saying they would *'do a general internet search using a search engine'*.
 - Small majorities said they would *'contact a community organisation such as the Citizens Advice Bureau'* (56%) or *'contact a lawyer'* (52%).
- Generally, the likelihood of saying 'yes' to each of the sources of information was even across the demographics.
 - Women were much more likely than men to contact a community organisation, and were slightly more likely to talk to friends or family, as well as contact a lawyer.
- Respondents were then asked which ONE of the sources of information they would most likely use. No one source of information emerged as a clear favourite.
 - A quarter (25%) said they would most likely talk to a friend or family member.
 - 21% would contact the Privacy Commission, including 12% who would contact the Privacy Commission directly and 9% who would go to the Privacy Commission's website.
 - 20% said they would contact the person or organisation which caused the concern.
 - 13% would do a general internet search using a search engine.

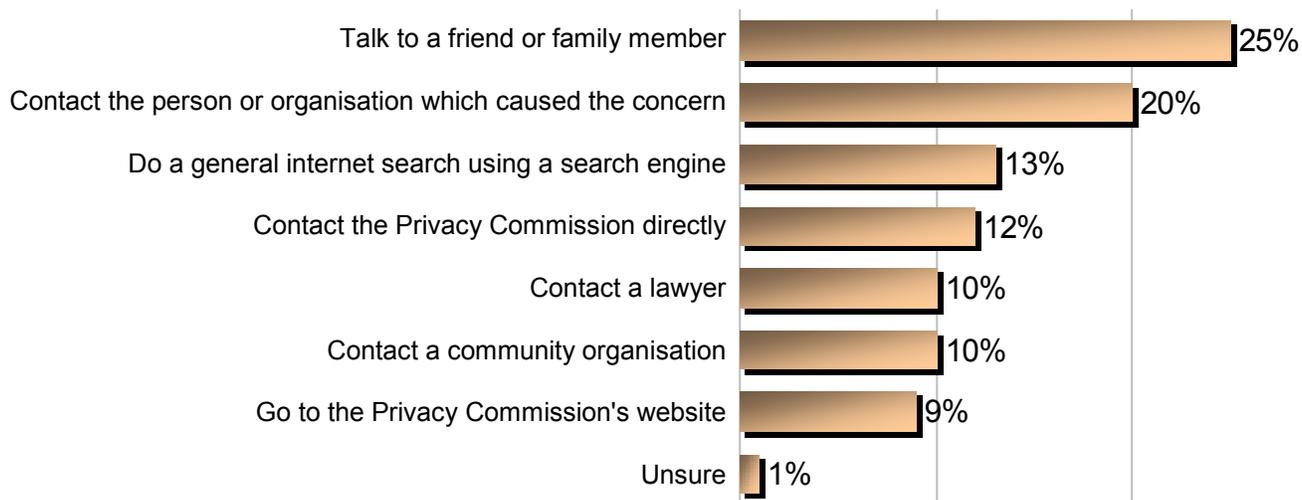
Where To Go To Get More Information cont'd



If you had concerns and wanted to know about the privacy of your personal information, which of the following would you be likely to do? Would you...?



And which ONE of those would you be MOST likely to do? Would you...?



Base: 100% of all respondents, those who said 'yes' to at least one of the seven options in the previous question, n=749



Use of Personal Information By Organisations

Trustworthiness Of Organisations



- Trust ratings for most of the organisations tested have increased since the 2008 report.
 - Respondents rated how highly they trusted the organisations using a four-point scale (highly trustworthy, somewhat trustworthy, somewhat untrustworthy or highly untrustworthy).

- Health service providers, like they did in 2008, recorded the highest level of trust from respondents.
 - 94% said the health service including doctors, hospitals and pharmacists was trustworthy, including 57% who said it was 'highly trustworthy'.
 - This is a slight improvement from 92% in 2008.

- Most of the other organisations were also held in high regard:
 - 88% said the Police are trustworthy, including 47% 'highly trustworthy', up 4% from 2008.
 - 84% trust the Inland Revenue Department (IRD), up 8%.
 - 74% trust voluntary organisations and clubs, unchanged from 2008.
 - 74% trust Government departments in general, up a significant 9%.
 - 68% trust ACC, down by the smallest of margins (1%), and the only organisation to record a fall in trust. This is likely to reflect publicity about ACC's financial problems over the last year or so.
 - 65% declared having trust in retailers, up 5%, while a similar proportion trust insurance companies (64%, up 7%).
 - Given the global financial crisis, it is perhaps surprising to see that trust in financial institutions has increased (55%, up 6%- the 2008 ratings were taken before the financial crisis hit).

- The least trustworthy organisations were credit rating agencies and businesses selling over the internet (as a general concept)
 - 42% said they trust credit rating agencies (up 4%).
 - 31% said they trust businesses selling over the internet (up 5%). Major internet retailers and well-known 'offline' merchants who also sell over the internet are almost certainly seen as more trustworthy than small businesses which trade only over the internet.

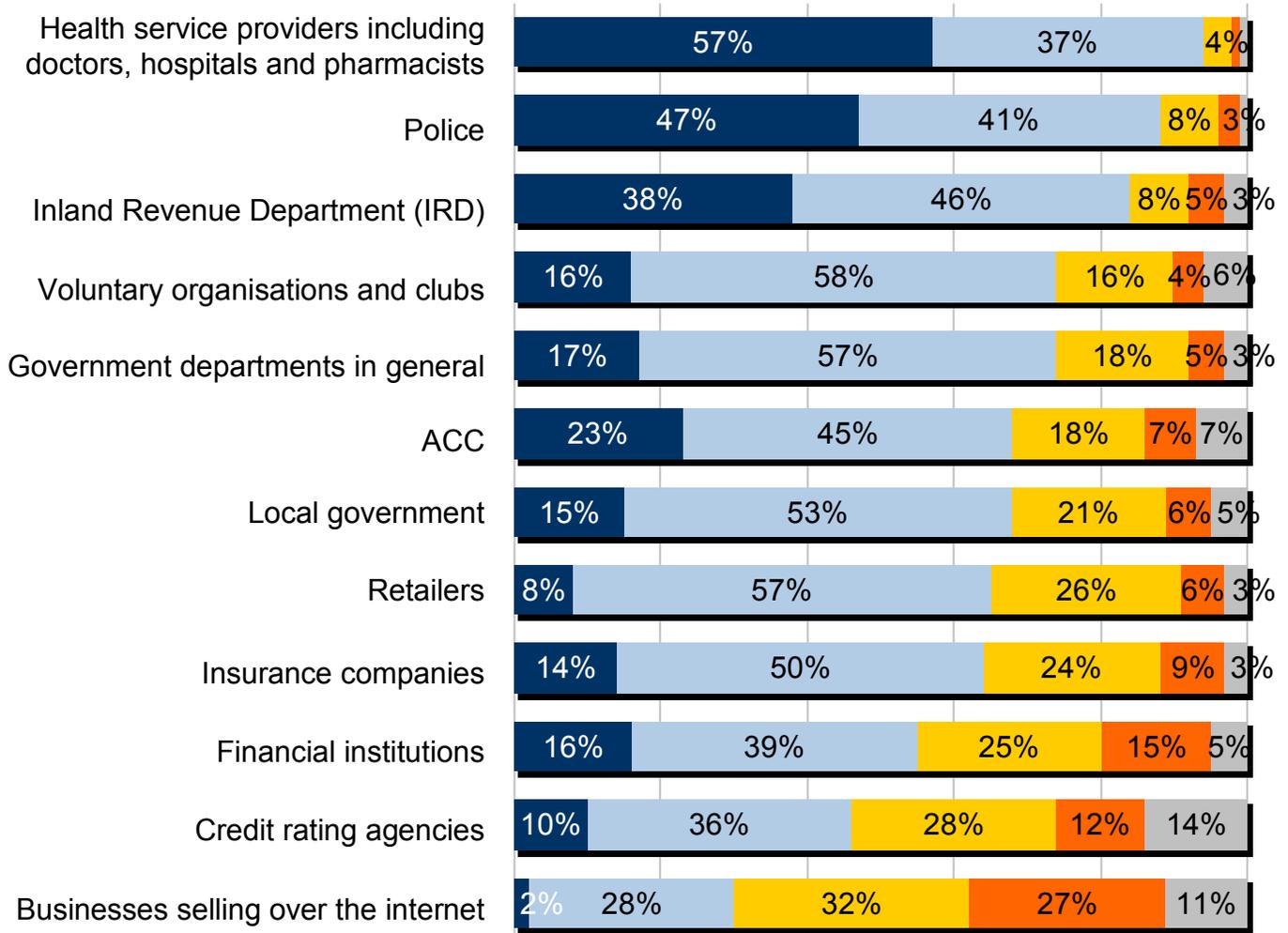
Trustworthiness Of Organisations cont'd



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?

Full 2010 results



- Highly trustworthy
- Somewhat trustworthy
- Somewhat untrustworthy
- Highly untrustworthy
- Unsure

Base: All, n=750

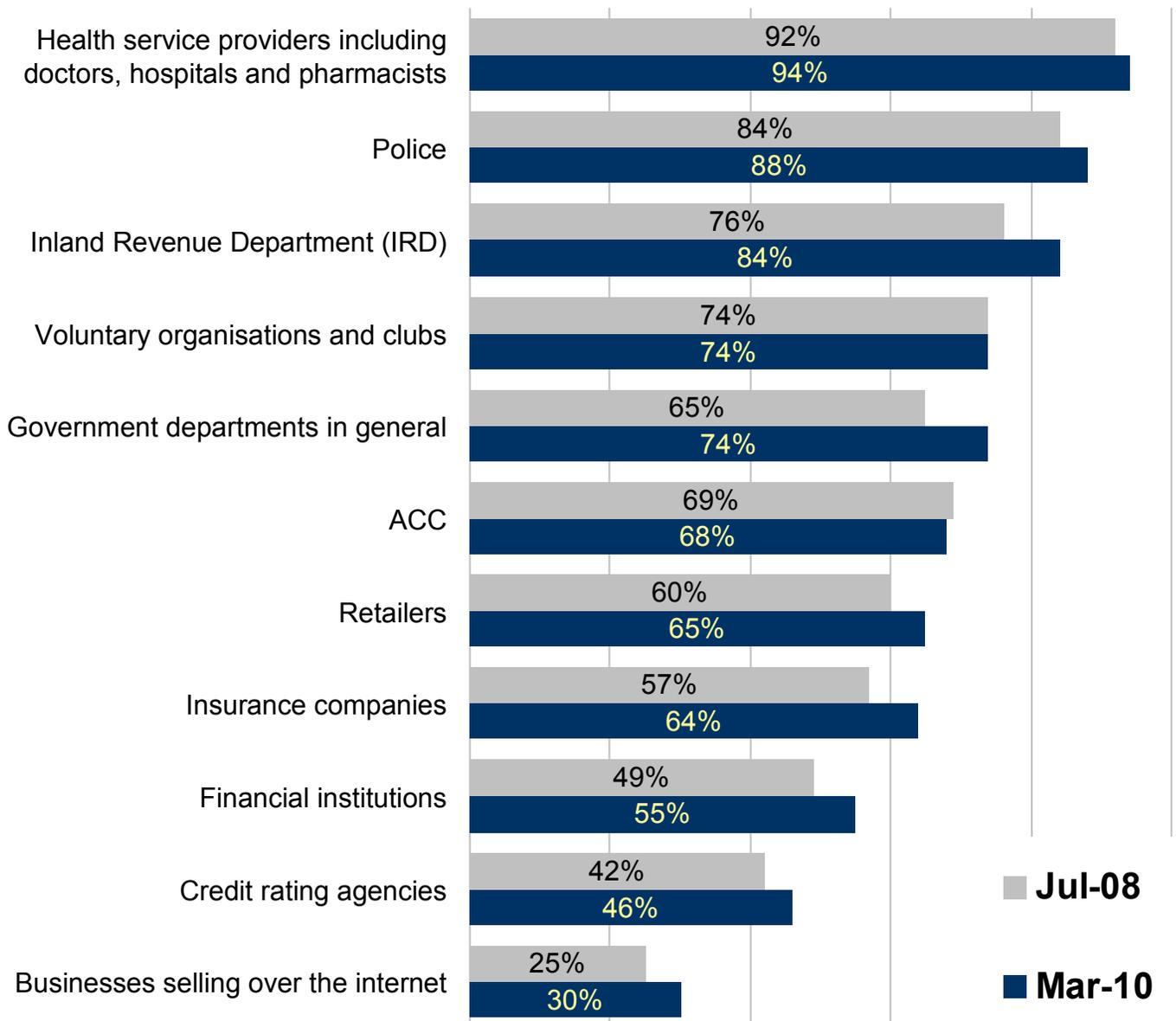
Trustworthiness Of Organisations cont'd



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?

Comparison with 2008 results - Total trustworthy only



Base: All, n=750

NB: Local Government was not asked in 2008

Businesses Using Personal Information



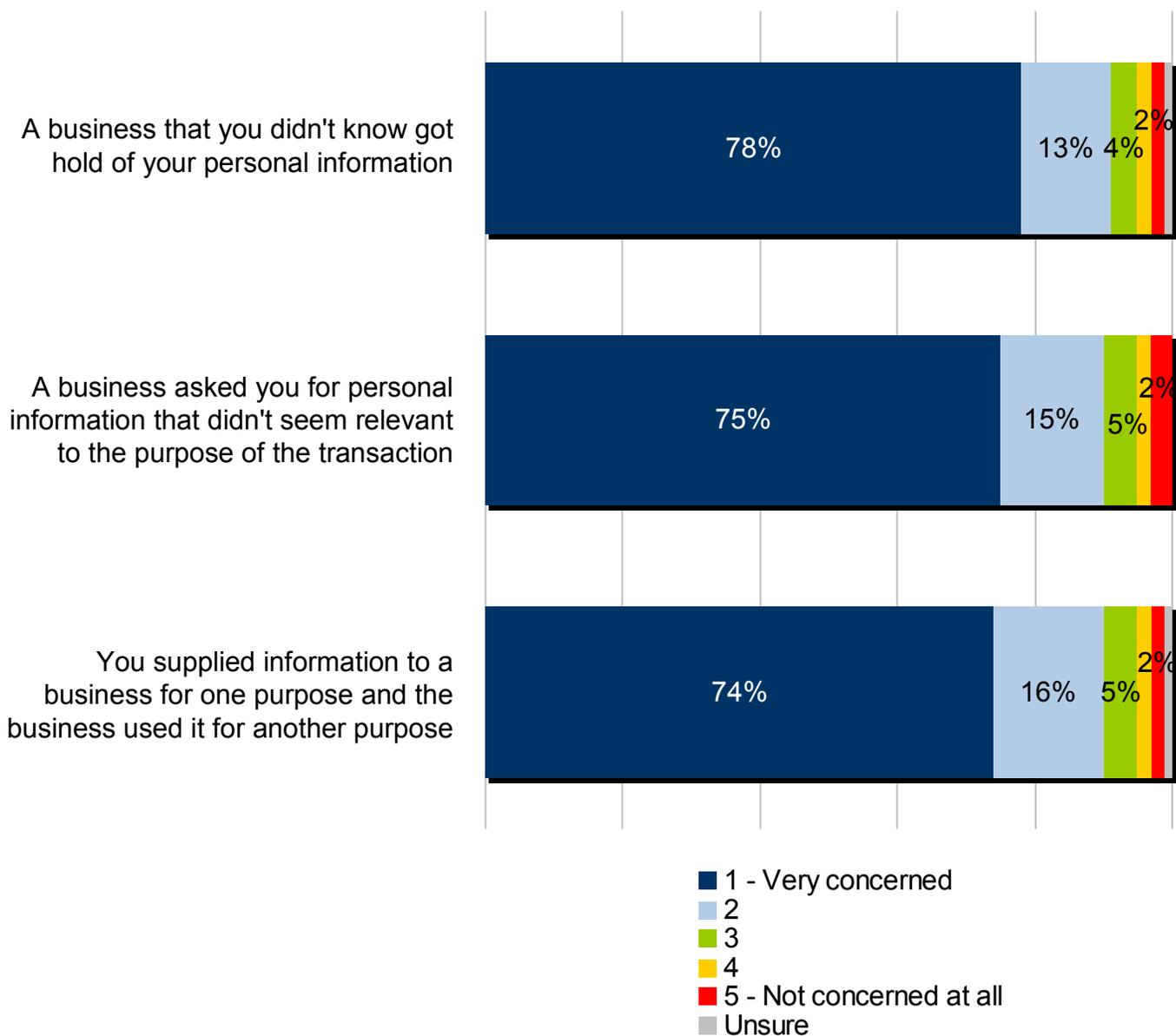
- Concern about businesses using personal information remained high and was on par with all previous results since 2001.
- Respondents were asked to rate how concerned they would be if businesses did a series of activities, using a 1 to 5 scale where 1 meant 'very concerned' and 5 meant 'not concerned at all' to. For this analysis, concern is defined as combining 1+2 and non-concerned is combined 4+5.
- The vast majority of respondents (91%) said they would be concerned if *'a business they didn't know got hold of your personal information'*.
 - 78% said they would be 'very concerned', point 1 on the 1-5 scale.
 - The level of concern was similar to those recorded in previous years.
 - Just 4% said this did not concern them.
- Concern about *'a business asking for personal information that didn't seem relevant to the purpose of the transaction'* was also very high.
 - 90% said they would be concerned, also similar to previous years.
 - 75% said they would be 'very concerned' (point 1 on the scale).
 - 5% were not concerned by this.
- 90% expressed concern about *'supplying information to a business for one purpose and the business using it for another purpose'*, up from 86% in 2008, while just 5% expressed no concern.

Businesses Using Personal Information cont'd



The next questions are about how businesses use your personal information. Using a scale of 1 to 5 where 1 means you would be very concerned and 5 not concerned at all, how concerned would you be about the following? What if ... ?

Full 2010 results



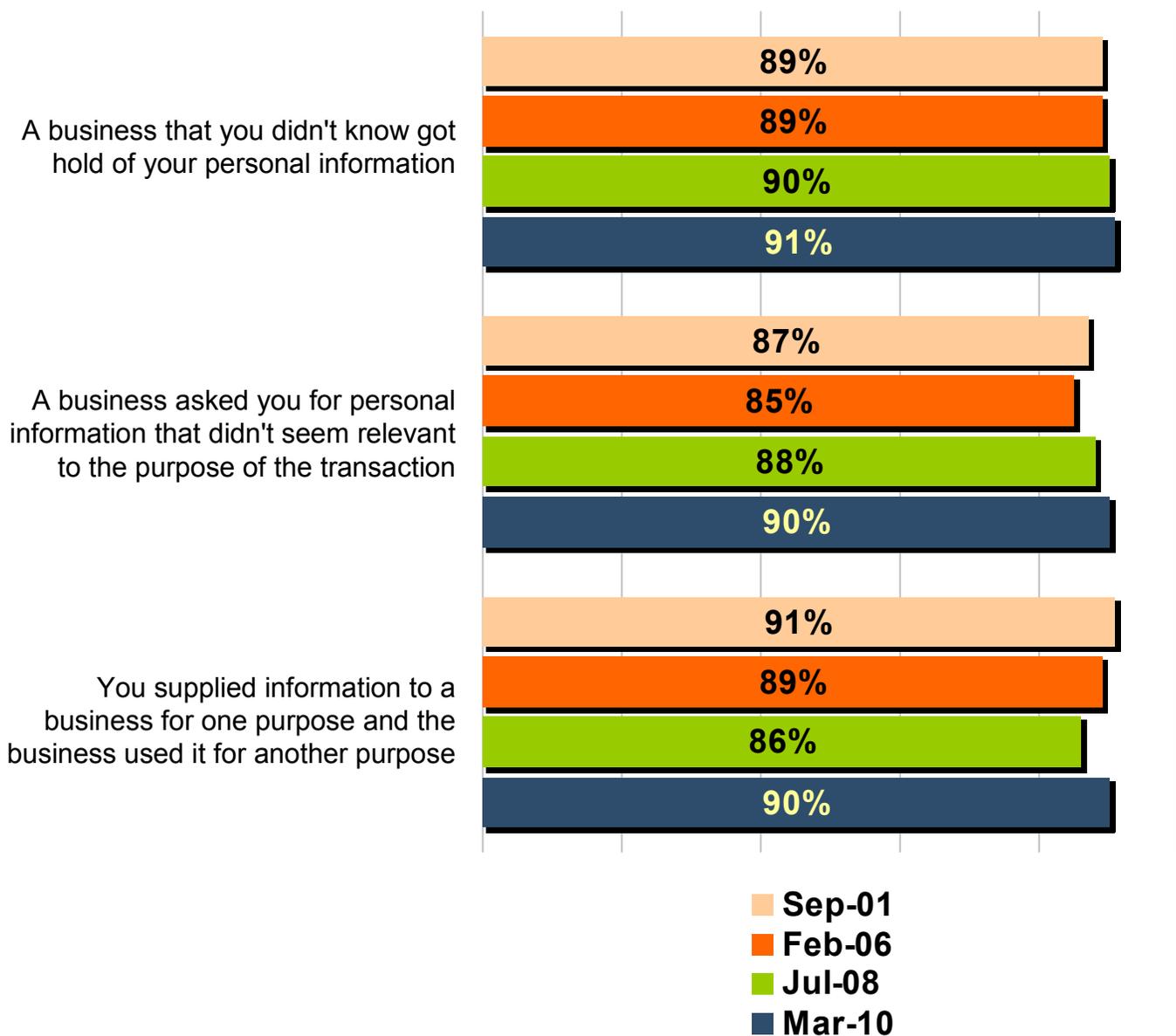
Base: All, n=750

Businesses Using Personal Information cont'd



The next questions are about how businesses use your personal information. Using a scale of 1 to 5 where 1 means you would be very concerned and 5 not concerned at all, how concerned would you be about the following? What if ... ?

Tracking - Total concerned only (1+2 on the scale)



Base: All, n=750

Government Agencies Using Personal Information



- Respondents were also asked for their level of concern about how government agencies use personal information.
 - Again, a 1 to 5 scale where 1 meant 'very concerned' and 5 meant 'not concerned at all' was used. The definition of concern (combining 1+2) and non-concerned (combined 4+5) is also used here.
 - These questions were not asked in 2008.

- Around four in five respondents (82%) said they would be concerned if they '*supplied information to a government agency for one purpose and the agency used it for another purpose*'.
 - Two thirds (67%) said they would be 'very concerned', point 1 on the scale.
 - Just 8% would not be concerned.

- The same proportion expressed concern about '*a government agency asking for personal information that didn't seem relevant to the reason they were dealing with them*'.
 - 82% said they would be concerned, including 64% 'very concerned'.
 - 8% said they would not be concerned.

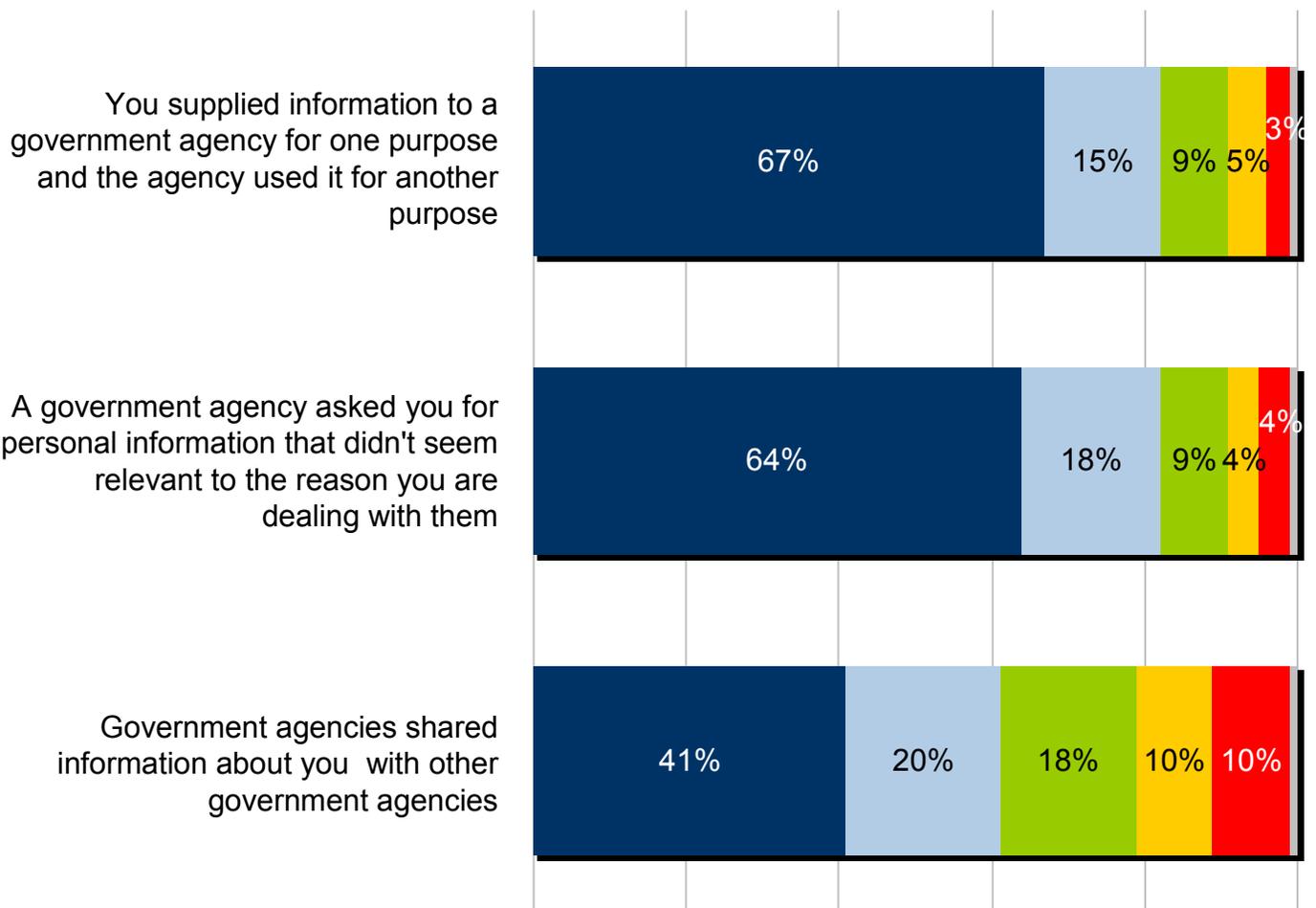
- There was less concern about '*Government agencies sharing information about you with other government agencies*'.
 - 61% expressed concern, including 41% 'very concerned'.
 - 20% expressed no concern.

Government Agencies Using Personal Information cont'd



These questions are about how government agencies use your personal information. Using a scale of 1 to 5 where 1 means you would be very concerned and 5 not concerned at all, how concerned would you be about the following? What if ... ?

Full 2010 results



- 1 - Very concerned
- 2
- 3
- 4
- 5 - Not concerned at all
- Unsure

Base: All, n=750



Concern About Specific Privacy Issues

Concern About Privacy Issues



- Concern about most privacy issues was fairly stable, although concern had fallen slightly in several cases.
 - Respondents were again given a 1 to 5 scale where 1 meant 'very concerned' and 5 meant 'not concerned at all' and asked to rate how concerned they were with each of the ten issues. Again, concern is defined as combining 1+2 and non-concern is combined 4+5.

- The '*information children put on the internet about themselves*' was the issue that caused most concern, as it did in 2008.
 - 88% said they were concerned about this issue, relatively unchanged from 87%.
 - A solid 72% rated their concern using point 1 on the scale.

- A majority of respondents were concerned about most of the other issues:
 - 83% were concerned about '*security of your personal information on the internet*', a proportion which has been stable since tracking began in 2001.
 - 79% were concerned about '*personal information being held by overseas businesses*', again, relatively unchanged.
 - 61% said they were concerned about '*insurance companies being able to get information on your full medical history from your doctor*' (new question)
 - Half of all respondents (50%) were concerned about '*the availability of personal details on public registers*', a proportion relatively unchanged since 2001.

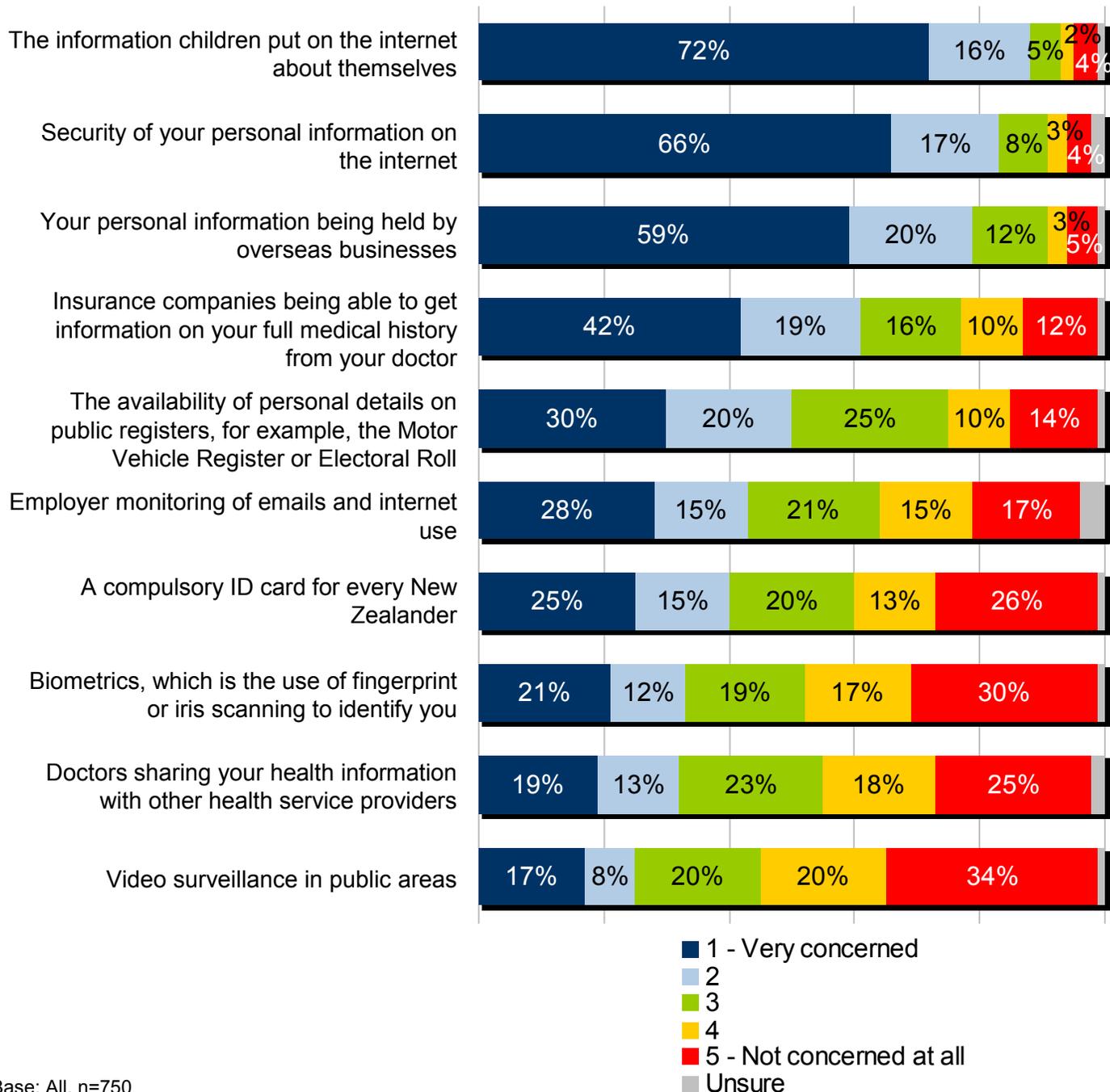
- There was less concern about the following issues:
 - '*Employer monitoring of emails and internet use*' at 43%, down 3%.
 - '*A compulsory ID card for every New Zealander*' at 40%, down 5%.
 - 33% were concerned about '*biometrics*', down 2%.
 - A similar proportion (32%) was concerned about '*doctors sharing your health information with other health service providers*'.
 - Just one in four (25%) were concerned about '*video surveillance in public areas*'.

Concern About Issues cont'd



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.

Full 2010 results



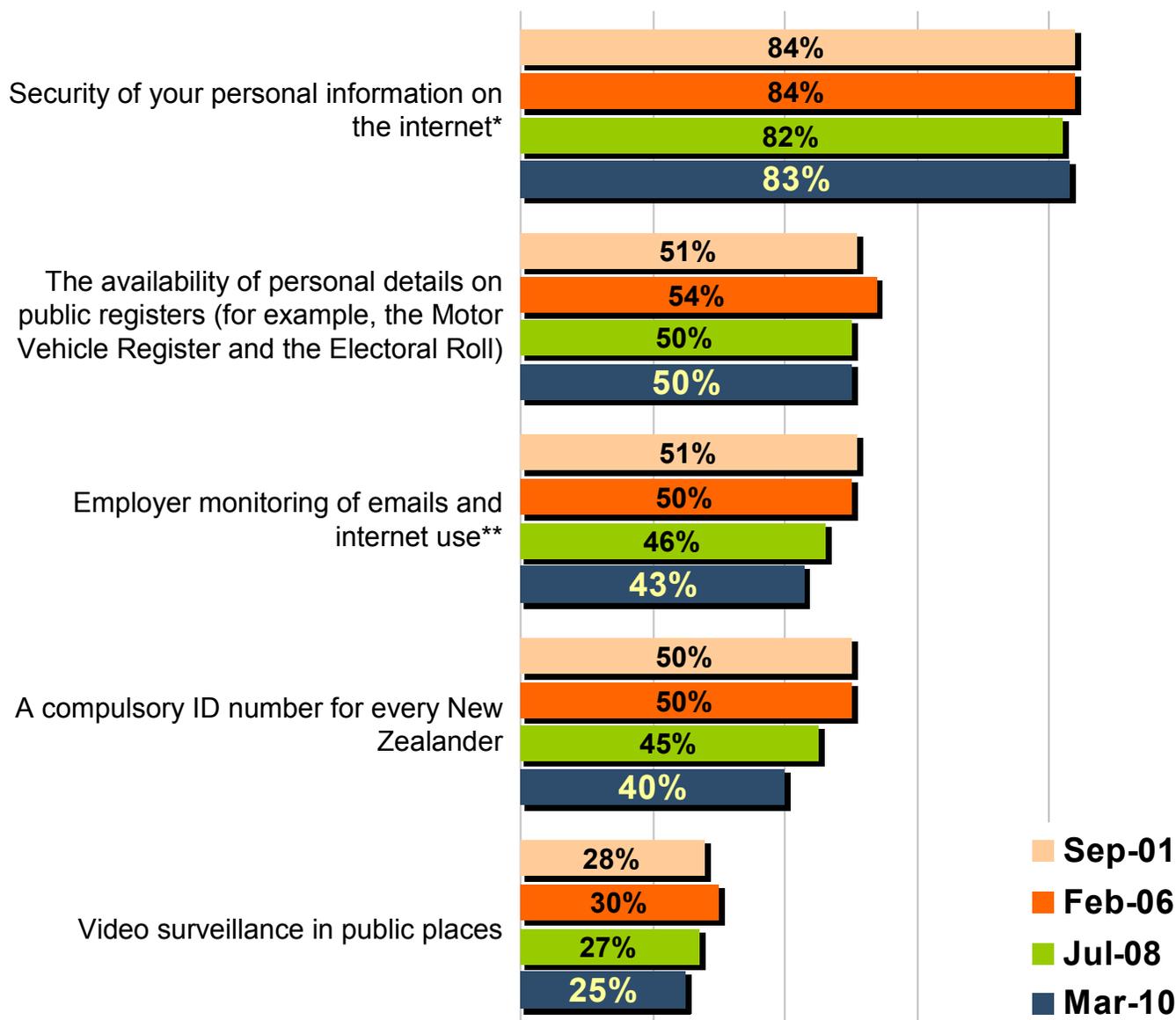
Base: All, n=750

Concern About Issues cont'd



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.

Tracking of issues asked since 2001 - Total concerned only (1+2 on the scale)



Base: All, n=750

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

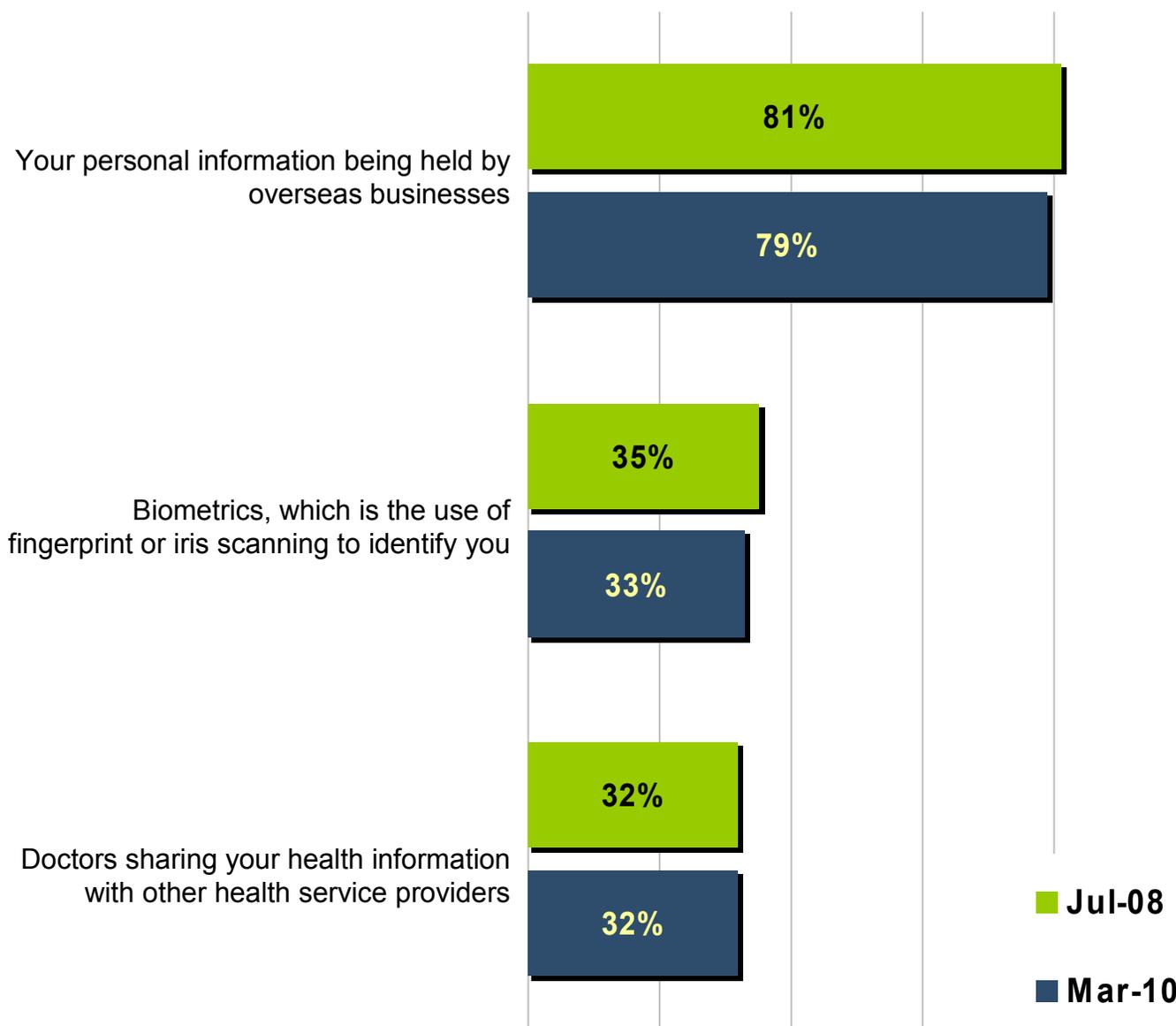
**NB: Before 2008, this was "Employer monitoring of emails".

Concern About Issues cont'd



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.

Tracking of issues asked since 2008 - Total concerned only (1+2 on the scale)



Base: All, n=750



Social Networking Sites

Social Networking Sites

- Use & Opinion -

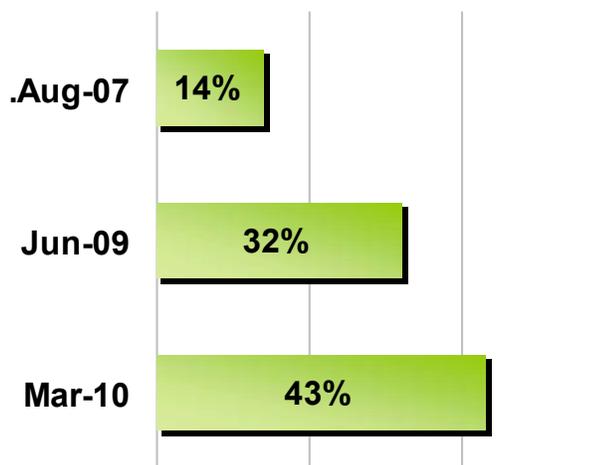


- Use of social networking sites such as Facebook or Bebo continued to increase.
 - 43% of all respondents declared using a social networking site. This has increased from 32% in 2009 and just 14% in 2007.
 - Females (47%) were greater users than males (39%),
 - Not surprisingly there were big differences between different age groups, with 78% of under 30 year olds using social networking sites, compared with 56% of 30-44 year olds, 31% of 45-59 year olds and just 9% of those aged 60 plus.

- Opinions were relatively split amongst users of social network sites as to whether the sites were mainly private spaces or mainly public spaces.
 - 57% of users believe the sites are mainly private spaces where people share information with their friends, whereas 42% believe the sites are mainly public and information can be seen by many people.
 - These proportions did not statistically vary across any demographics.

USE A SOCIAL NETWORK SITE (Yes's Only)

Do you use a social networking site such as Facebook or Bebo?



Base: All, n=750

NB: In August 2007 this was asked as "I have a page on MySpace, Facebook or equivalent site"

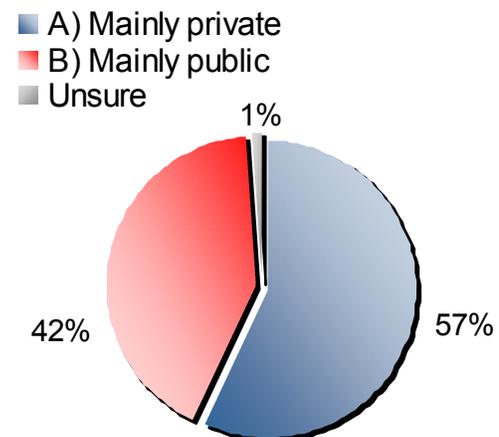
NB: In June 2009 this was asked as "I use a social networking site such as Facebook, Twitter or Bebo"

OPINION OF SITES

Which of the following is closest to your view about social networking sites? They are ... ?

A) Mainly a private space, where users share information with their friends OR

B) Mainly a public space, where users publish information which can be seen by many people



Base: 43% of respondents, those who use social network sites, n=325

Social Networking Sites

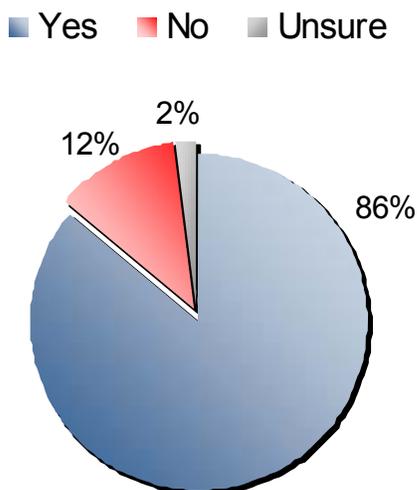
- Use of Privacy Settings -



- A solid majority of social network users claimed to know how to protect their privacy settings.
 - More than 4 in every 5 users (86%) said they knew, while just 12% did not. 2% were unsure.
 - There was no significant difference in knowledge between those who were concerned about privacy and protection of information in general, and those who were not concerned.
 - There was a slight difference between males (91%) and females (83%).
 - There was also a trend across the age groups, with knowledge declining as age increased. However the small sample sizes amongst older people prevent any definitive conclusions.
- Most social network users said they have changed the privacy settings on their page.
 - 66% have changed the settings while the remaining 34% have not.
 - Again there was no difference between those with or without concerns about privacy and protection of information in general.
 - The trend across the age groups was again observed.
 - Most (73%) of those who claimed to know about protecting their privacy settings reported that they had changed them in the past. This indicates that their knowledge of privacy settings was likely to be based on some practical experience of changing them.

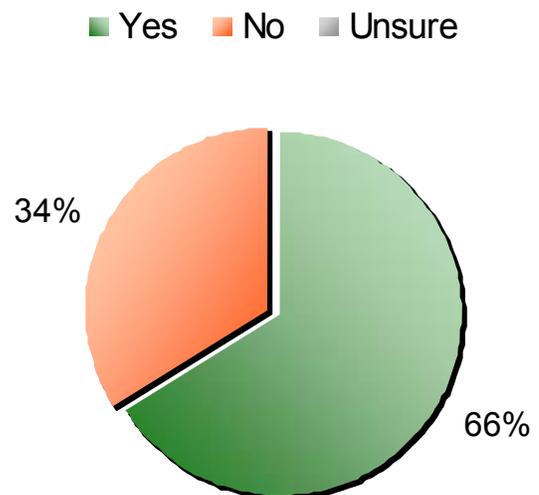
KNOW HOW TO USE

Do you know how to protect your privacy settings on your social networking page?



CHANGED THE SETTINGS

Have you ever changed the privacy settings on your social networking page?



Base: 43% of respondents, those who use social network sites, n=325

Social Network Sites - Concern About Information Use -

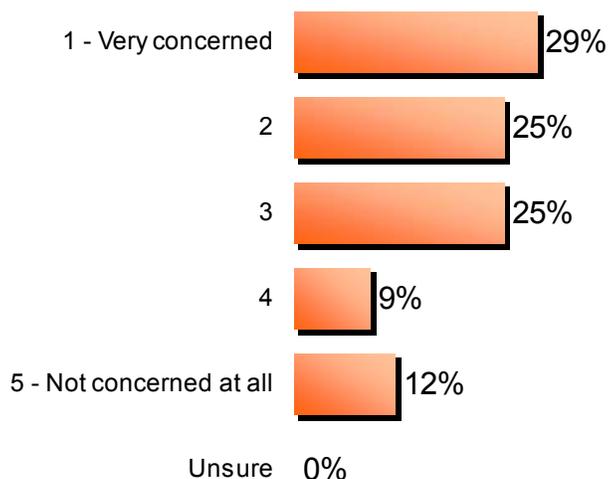


- Just over half of all respondents who use social network sites were concerned about what they use their personal information for.
 - 54% said they were concerned, where concern is defined as 1+2 on the 1 to 5 scale where 1 meant 'very concerned'. A further 25% were neutral, while 21% were not concerned (4+5 on the scale).
 - Females were slightly more concerned than males (57% and 50% respectively).

- **ALL** respondents were asked how comfortable they were with search engines and social network sites tracking internet use to deliver target advertising.
 - 61% said they were uncomfortable with this (4+5 on the 1 to 5 scale where 5 meant 'very uncomfortable'), including 42% who were very uncomfortable. Just 14% were comfortable with internet use being tracked (1+2 on the scale).
 - These figures were similar to those in 2008 (67% uncomfortable vs 10% comfortable).
 - Respondents who used social network sites were less likely to say they were uncomfortable than those who did not use them (55% compared with 66%).
 - Females (67%) were more likely than males (56%) to say they were uncomfortable with this.

WHAT INFORMATION IS USED FOR

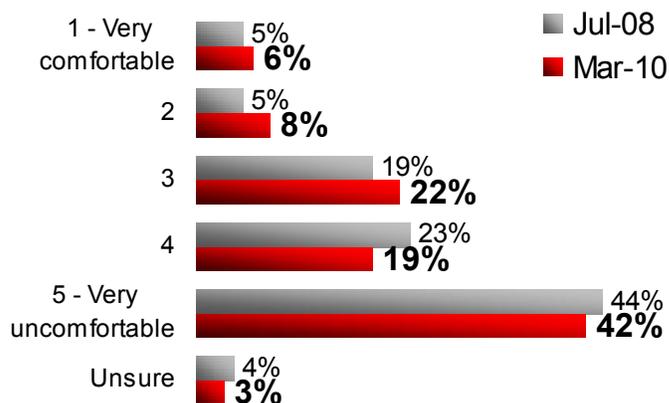
Using a scale of 1 to 5 where 1 means you are very concerned and 5 not concerned at all, how concerned are you about what social networking sites use your information for?



Base: 43% of respondents, those who use social network sites, n=325

TARGET ADVERTISING

As you may be aware, internet search engines such as Google and Yahoo, and social networking sites such as Facebook 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: All, n=750