



Privacy Commissioner
Te Mana Matapono Matatapu



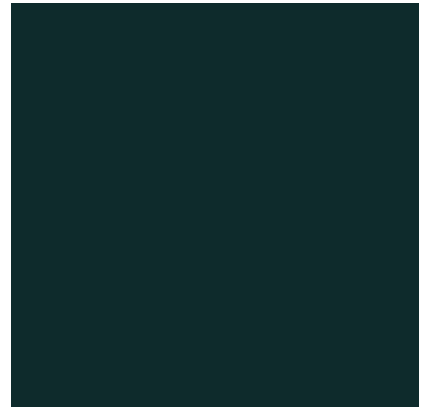
Individual privacy & personal information

UMR Omnibus Results

March 2014

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 13th to 17th March 2014 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 $\pm 3.6\%$.



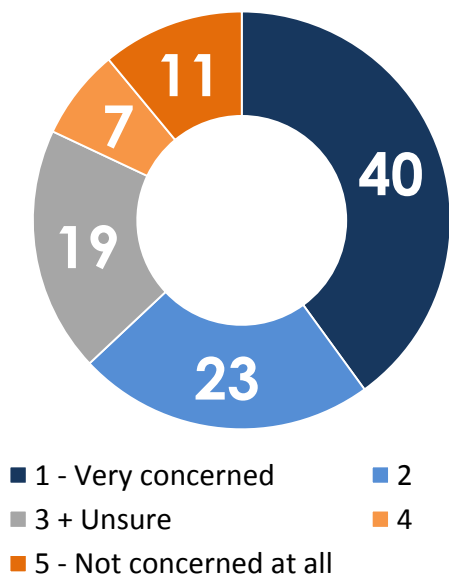
Concerns about privacy

Concerns about individual privacy

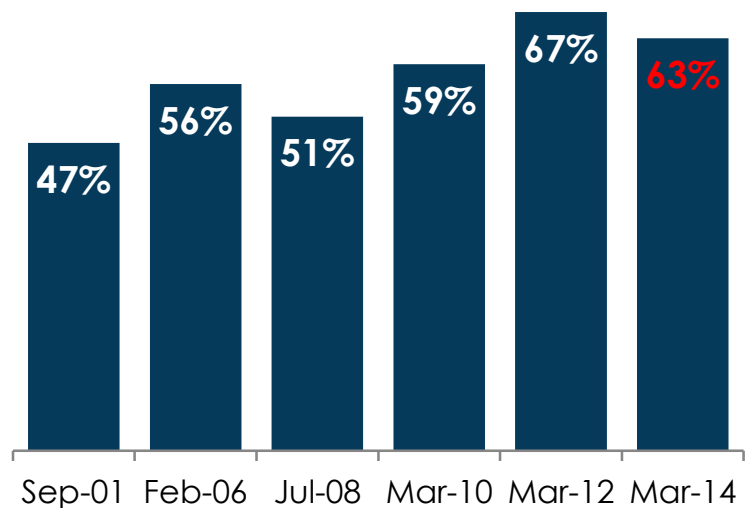
- > Declared concerns about privacy are down on the 2012 results, but are still higher than they were in earlier years.
- > 63% now rate their level of concern as '1' or '2' out of 5, down 4% on 2012 but up 4% since 2010.
- > The percentage saying that they were very concerned (40%) is down 9% since 2012.
- > Concern amongst the three demographic groups which rose quickest in 2012 has come back.
- > 48% of those with personal incomes under \$15,000 now say they are very concerned (down 20%), as do 28% of those with personal incomes over \$70,000 (down 14%) and 34% of Wellingtonians (down 16%).

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?

2014 Results



Tracking Level Of Concern (1+2 Only)



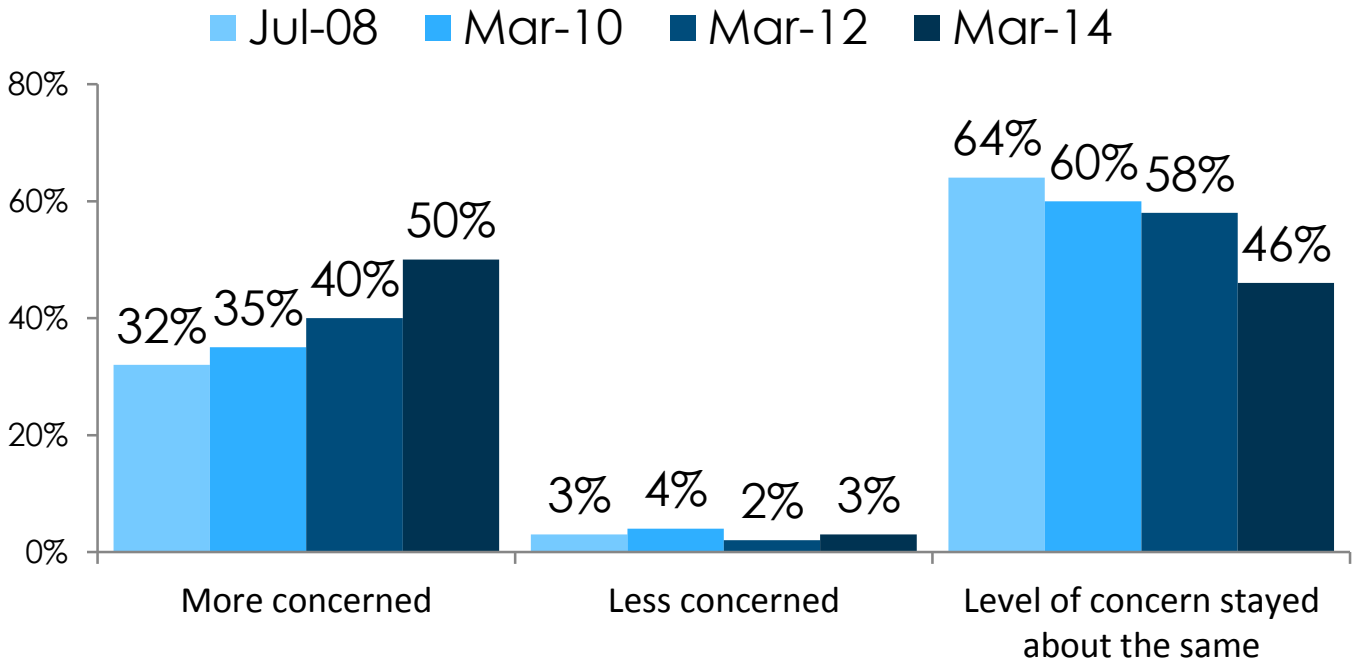
Note1: Prior to 2008, this was asked as 'individual privacy' only.
 Note2: Prior to 2010, concern was asked in a randomised list with seven other issues.

Base: All, n=750

Perceived changes in concern about individual privacy

- > 50% report becoming more concerned about privacy issues over the last few years, the highest yet recorded.
 - > The proportion saying that they feel more concerned has now risen in three consecutive polls.
- > The proportions saying that they have become more concerned have increased most amongst:
 - > Christchurch residents (up 25% to 54%)
 - > South Islanders generally (up 15% to 49%)
 - > Under 30s (up 17% to 50%)

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**?





**Concern about specific
privacy issues**

Concern about specific privacy issues

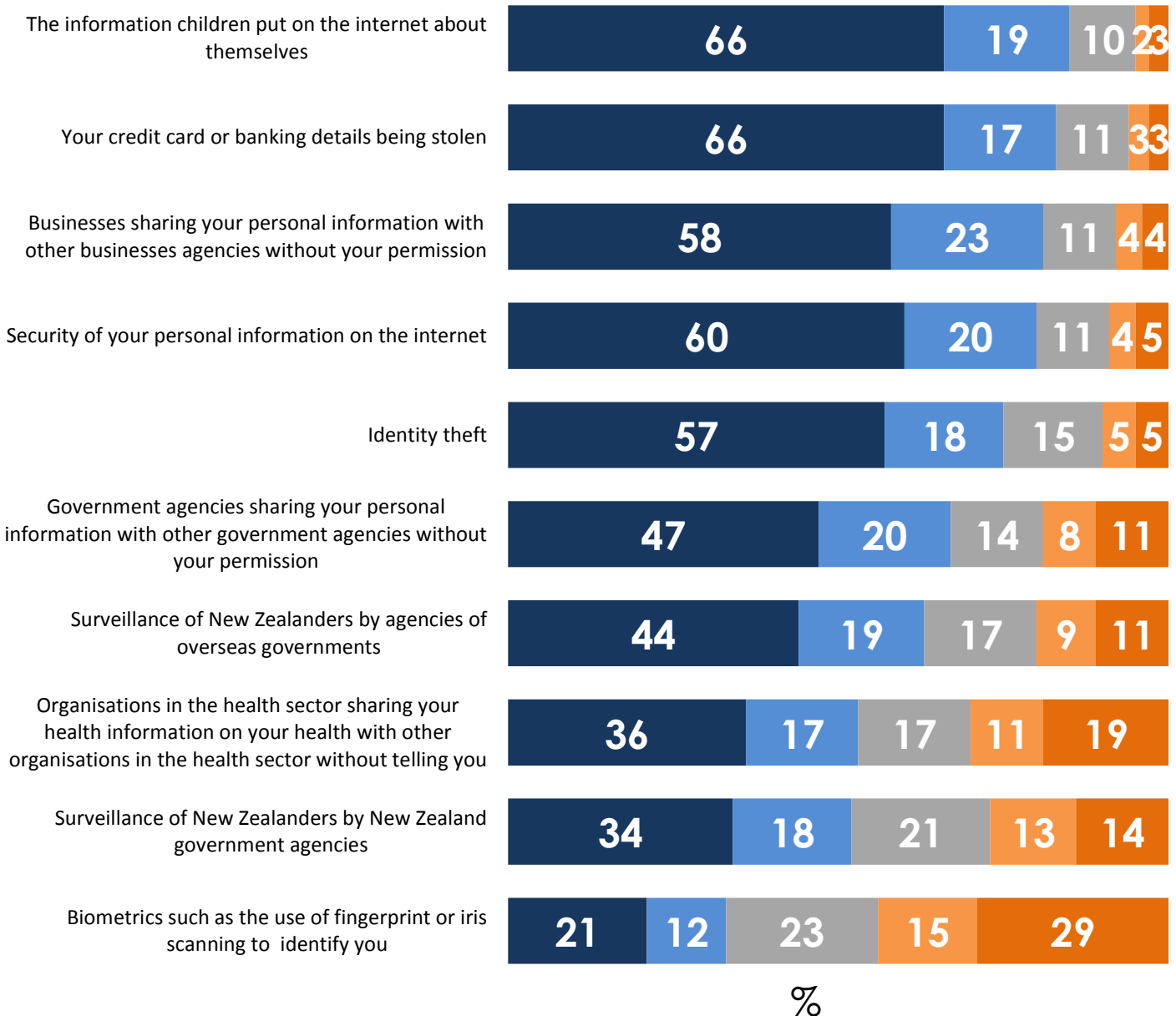
- > Declared concern about the information children put on the internet about themselves and generally of the security of personal information on the internet remains at much the same high level it was in 2012.
 - > 85% say they are concerned about the information children put on the internet about themselves (down 1%)
 - > 80% are concerned about the security of personal information on the internet (down 1%).
- > The other issue tracked from 2012 is concerns about health organisations sharing personal information without the person's knowledge.
 - > Declared concerns about this issue fell 7% to 53%.
- > Many of the statements tested in 2014 were new and show how the older statements fit into the context of other privacy issues.
 - > 83% say they are concerned about their credit card or banking details being stolen, while 75% are concerned about identity theft generally.
 - > Concern about businesses sharing information with other businesses without permission (81%) is higher than concern about government agencies doing the equivalent with other government agencies (67%).
 - > Concern about biometrics (33%) is relatively low,
 - > Concern about surveillance of New Zealand by overseas government agencies (63%) is higher than concern about surveillance by New Zealand government agencies (52%).

Concern about specific privacy issues (continued)

- > Looking at the demographics:
 - > Christchurch residents are the most concerned about credit card and banking details being stolen (87%) and surveillance by overseas government agencies (72%) but the least concerned about biometrics (24%).
 - > 45-59 year olds are the most concerned about the information children share about themselves (equal with parents on 91%) and generally about the security of their personal information (85%)
 - > Those with personal incomes below \$15,000 are the most concerned about identity theft (80%), surveillance by overseas government agencies (72%), surveillance by NZ government agencies (63%) and biometrics (50%).
 - > Those with personal incomes over \$70,000, on the other hand, are the least concerned about businesses sharing information (75%), identity theft (70%), government sharing of information (53%), surveillance by New Zealand government agencies (45%) and sharing of information in the health sector (39%),
 - > Maori are more concerned than other respondents about businesses sharing information (93%) and sharing of information in the health sector (76%)

Concern about specific privacy issues

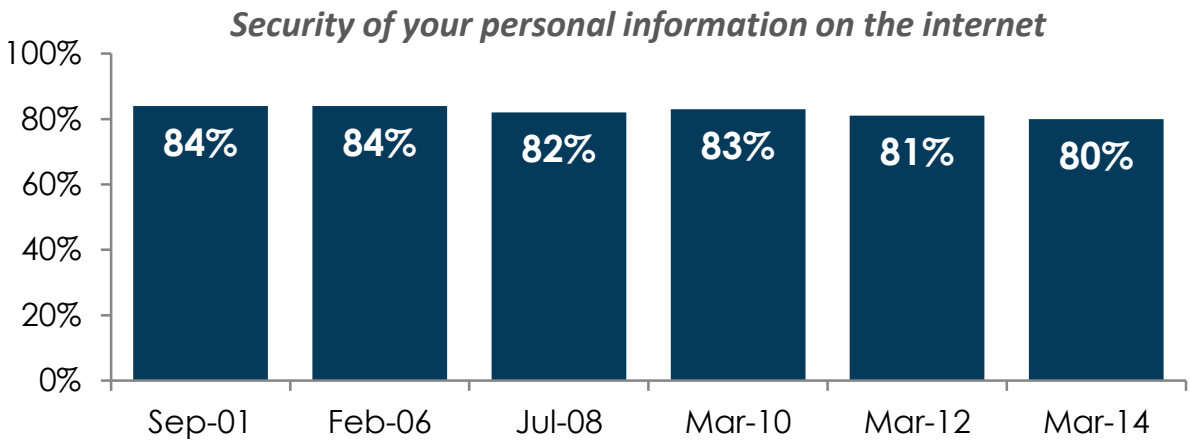
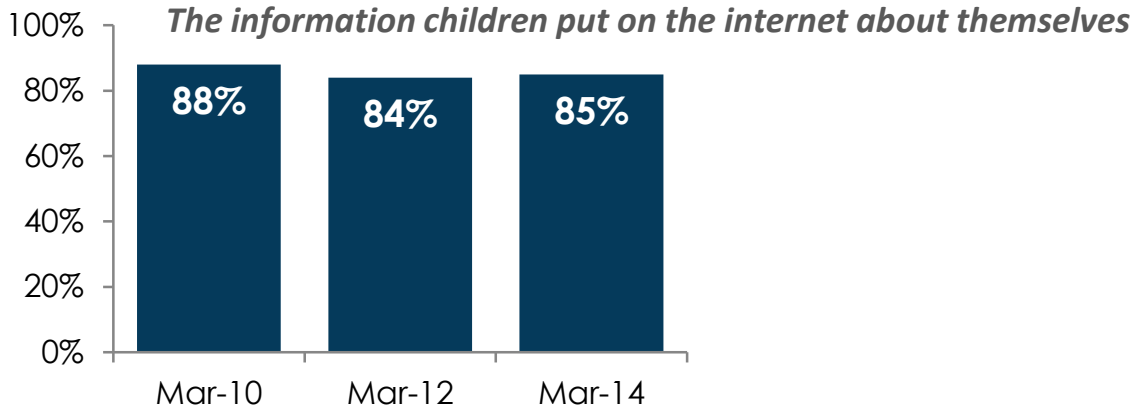
How concerned are you about the following privacy issues in New Zealand today? Please use a scale from 1 to 5 where 1 means you are very concerned and 5 not concerned at all.



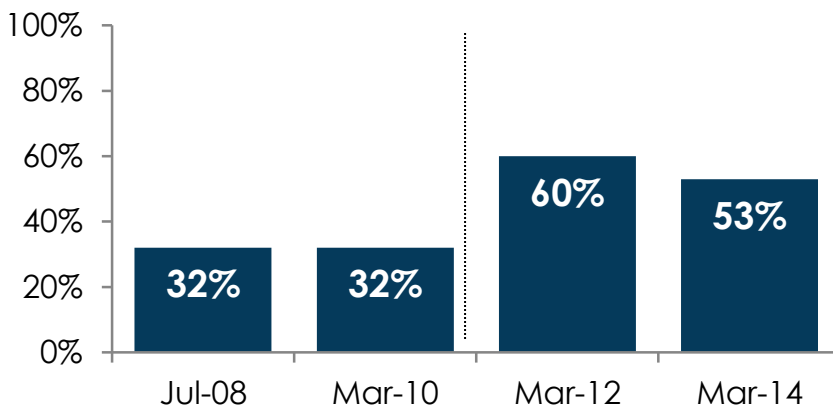
1 - Very concerned
 2
 3 + Unsure
 4
 5 - Not at all concerned

Concern about specific privacy issues

Tracking Level Of Concern (1+2 Only)



Organisations in the health sector sharing your health information on your health with other organisations in the health sector without telling you**



**= Previous to 2012, this was worded: "Doctors sharing your health information with other health service providers"

Specific privacy issues - personal experience

- > A reasonable proportion of New Zealanders believe that their privacy has been breached in at least one of the ways tested in the survey, although only a few are certain that this has happened.
 - > Higher income people (64%) and those with relatively high educations (62%) are relatively likely to say that businesses have definitely or possibly shared their personal information without their permission, but are no more likely to say or suspect that government agencies have done so or that information about them has been made public when it should have been kept private.

- > Experiencing these events did not seem to have much impact on respondents' level of concern about them.
 - > 59% of those who believed that government agencies had definitely shared their personal information without permission reported that they were concerned about this happening, compared with 58% of those who did not think it had happened.
 - > 86% of those who believed that businesses had definitely shared their information without permission were concerned about this happening, compared with 78% of those who did not believe that it had happened to them.

For each of the following, please tell me if they have **definitely happened** to you, if you think they **might have happened**, or if you think they have **not happened** to you?

A business has shared my personal information with other businesses without my permission



A government agency has shared my personal information with other government agencies without my permission



Information about me that should have been kept private was made public



■ Definitely happened
 ■ Might have happened
 % ■ Not happened
 ■ Unsure



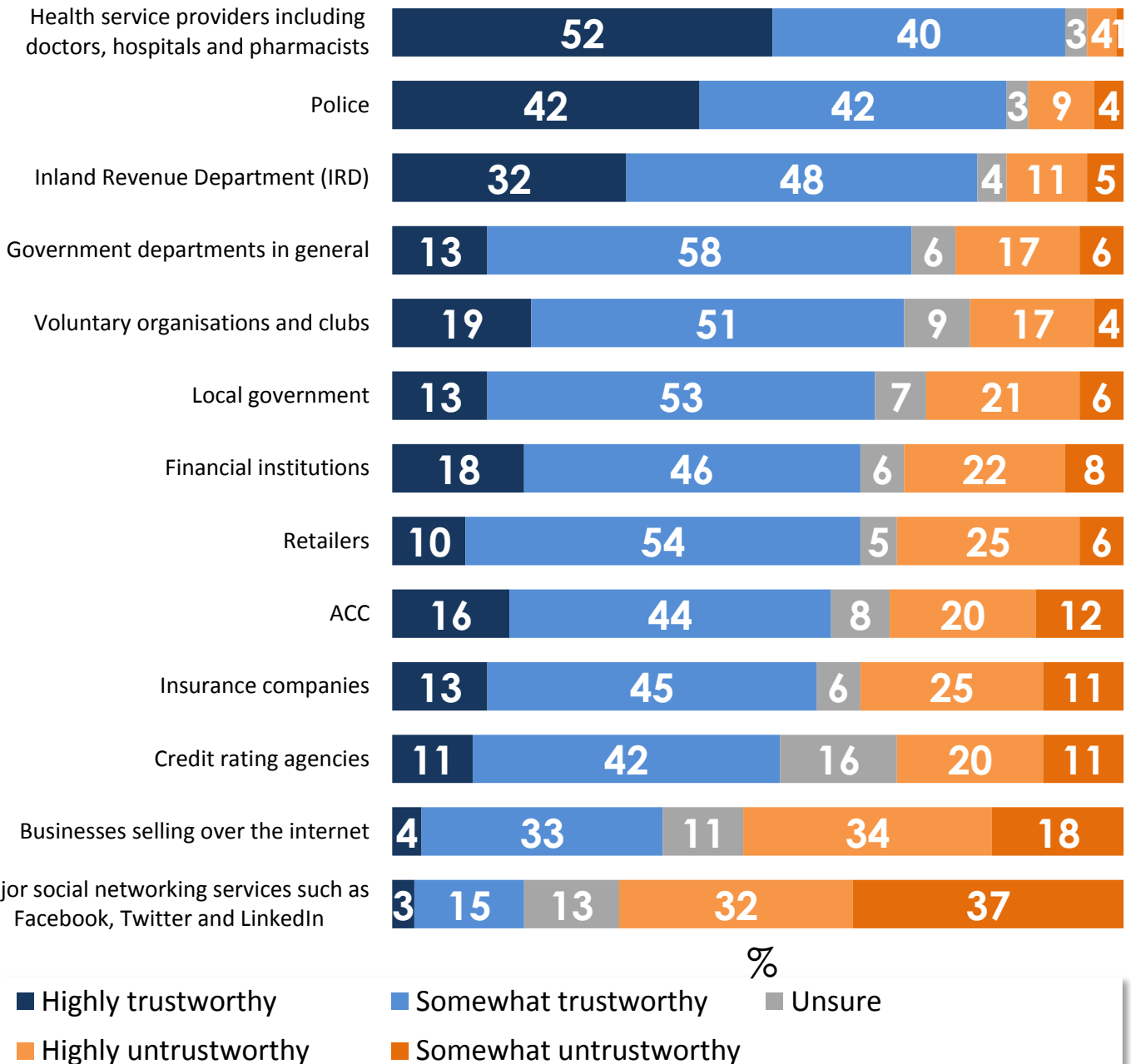
Use of personal information by organisations

Trustworthiness of organisations

- > Social networking providers came right at the bottom of the list of organisations respondents trusted.
 - > 18% of New Zealanders said that they regarded social networking services such as Facebook, Twitter and LinkedIn as either highly or somewhat trustworthy, while 69% thought that they were highly or somewhat untrustworthy.
 - > By comparison, 92% of New Zealanders rated health service providers as trustworthy, while 84% thought the police were trustworthy.
 - > Businesses selling over the internet were generally not seen as particularly trustworthy (37% trustworthy, 52% untrustworthy), although the qualitative research suggests that some prominent online businesses might perform better than this generic rating.
 - > Government agencies generally performed better on these ratings than private sector organisations, although ACC was only on a par with other insurance providers.
- > 24% of those who use Facebook regard social networking providers as trustworthy, compared with 10% of those who do not.
 - > Perhaps in line with this, 35% of under 30s see social networking providers as trustworthy, compared with 12% of over 60s.

Trustworthiness of organisations

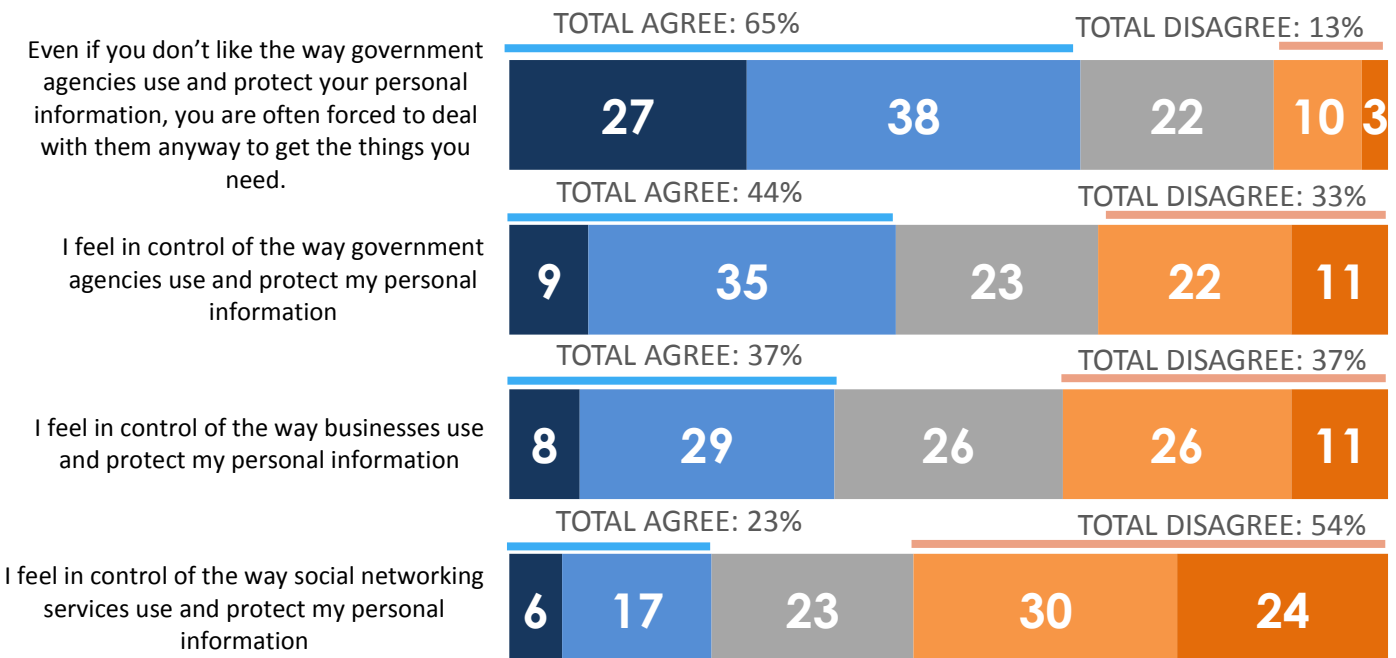
How trustworthy or untrustworthy would you say the following organisations are in regards to how they protect or use your personal information? If they are trustworthy, is that **highly trustworthy** or **somewhat trustworthy**? If they are untrustworthy, is that **highly untrustworthy** or **somewhat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



Use of personal information by the Government and businesses

- > Respondents had mixed views on how in control they felt of their personal information.
 - > 33% do not feel in control of the way government agencies use and protect their information, while 37% do not feel in control of how businesses use it.
 - > Social networking again bears the brunt of these concerns, with 54% saying that they do not feel in control of the way such services use their information.
- > In line with the qualitative research, most New Zealanders feel that they have to put up with the way government agencies use and protect their information, on the grounds that they have to deal with such agencies to get what they want.

Using a scale from 0 to 10 where 0 means **strongly disagree** and 10 means **strongly agree**, how strongly do you agree or disagree with the following statements?



■ Strongly agree (9-10)
 ■ Somewhat agree (6-8)
 ■ Unsure + neutral (5)
 ■ Somewhat disagree (2-4)
 ■ Strongly disagree (0-1)



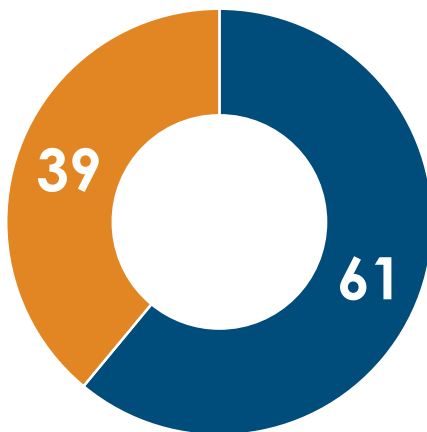
Social networking sites

Facebook use

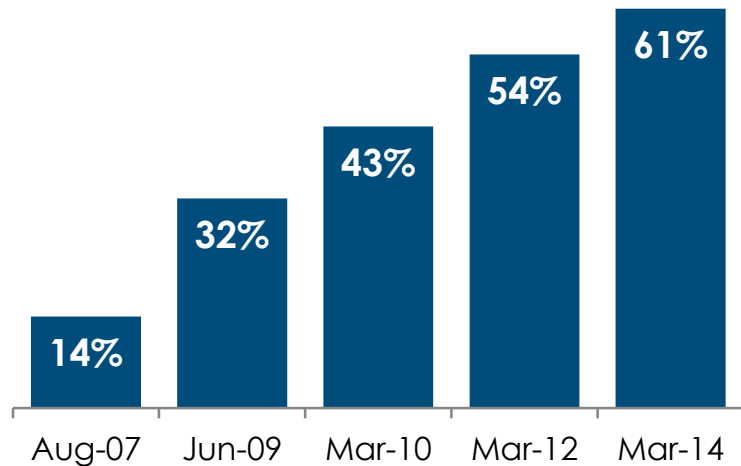
- > Facebook membership continues to grow. 61% of respondents in this survey said that they were on Facebook, including:
 - > 91% of under 30s and 73% of 30-44s.
 - > 77% of Maori
 - > 65% of women

Do you use Facebook**?

2014 Results



Tracking 'Yes'



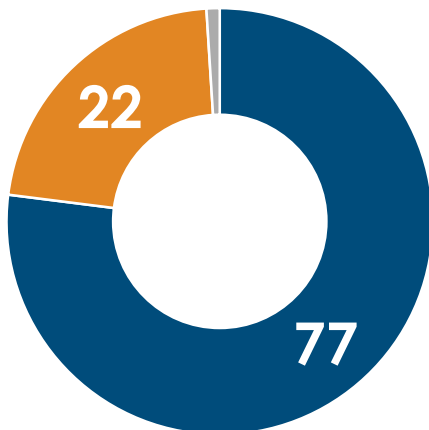
***: In August 2007 this was asked as "I have a page on MySpace, Facebook or equivalent site"*
In June 2009 this was asked as "I use a social networking site such as Facebook, Twitter or Bebo"
In March 2010 this was asked as "Do you use a social networking site such as Facebook or Bebo?"

Facebook privacy settings

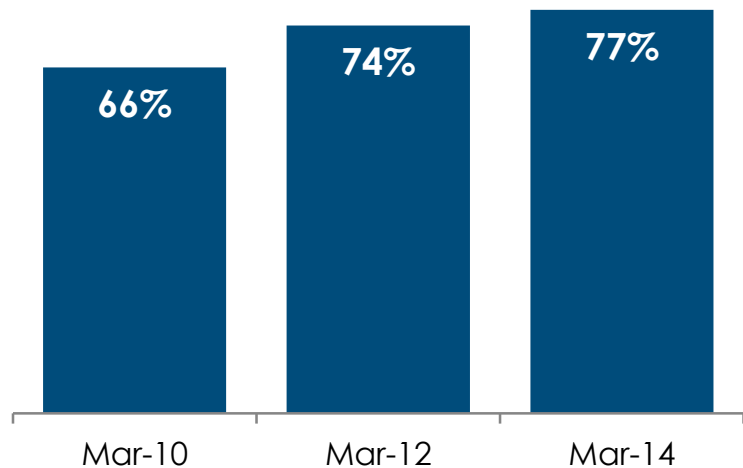
- > The proportion of New Zealanders who report changing the privacy settings on their Facebook page continues to increase.
 - > 77% now say that they have changed these settings, up 3% on 2012 and 11% on 2010.
 - > Women on Facebook (81%) are more likely than their male counterparts (72%) to report changing these settings.
 - > Parents of under 18s (82%) are also more likely than other respondents (73%) to have changed these settings.

Have you ever changed the privacy settings on your Facebook page**?

2014 Results



Tracking 'Yes'



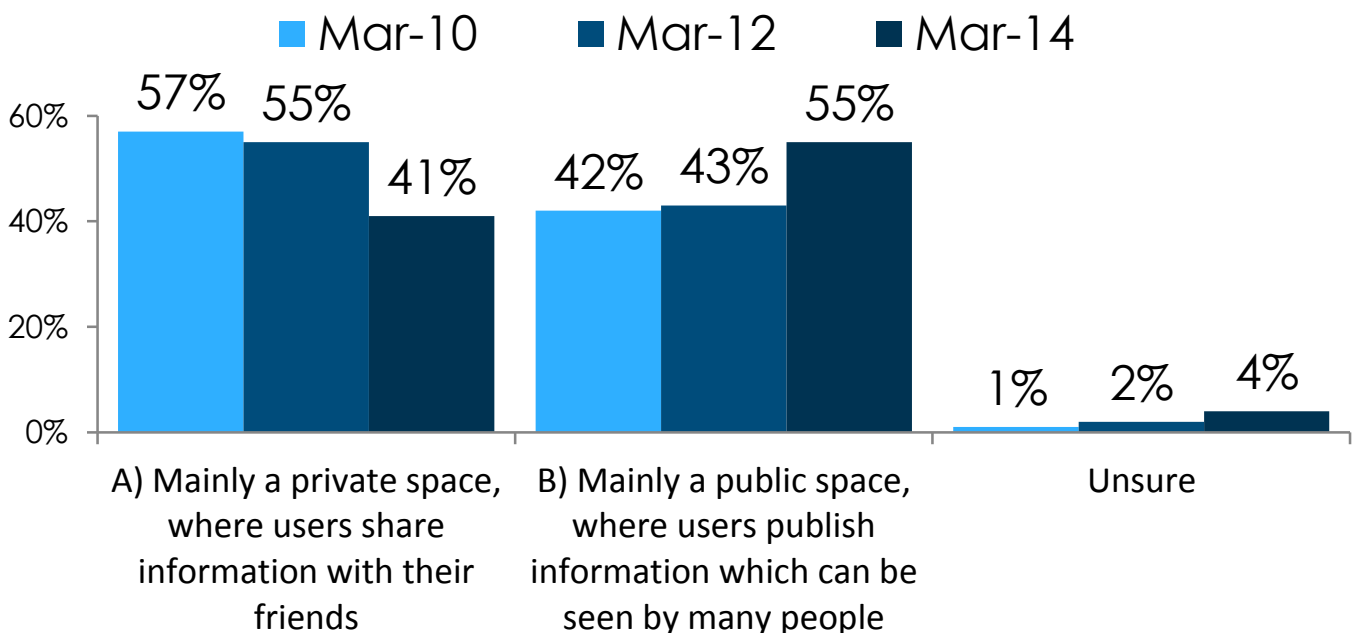
***: In March 2010 this was asked as "Have you ever changed the privacy settings on your social networking page?"*

Public or private space?

- > Social networking sites are increasingly recognised as public spaces.
 - > 55% of New Zealanders now say that they see social networking pages in this way, up 12% since 2012.
 - > Men on Facebook are a little more likely than women to see such sites as public spaces (60% versus 51%).
 - > People living in the South Island (70%) are more likely than people living in the North Island (50%) to see them as public spaces.
 - > Regarding Facebook as a public space seems to have limited impact on propensity to change privacy settings. 78% of those who regard Facebook as a public space have changed their settings, as do 78% of those who regard it as a private space.

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**

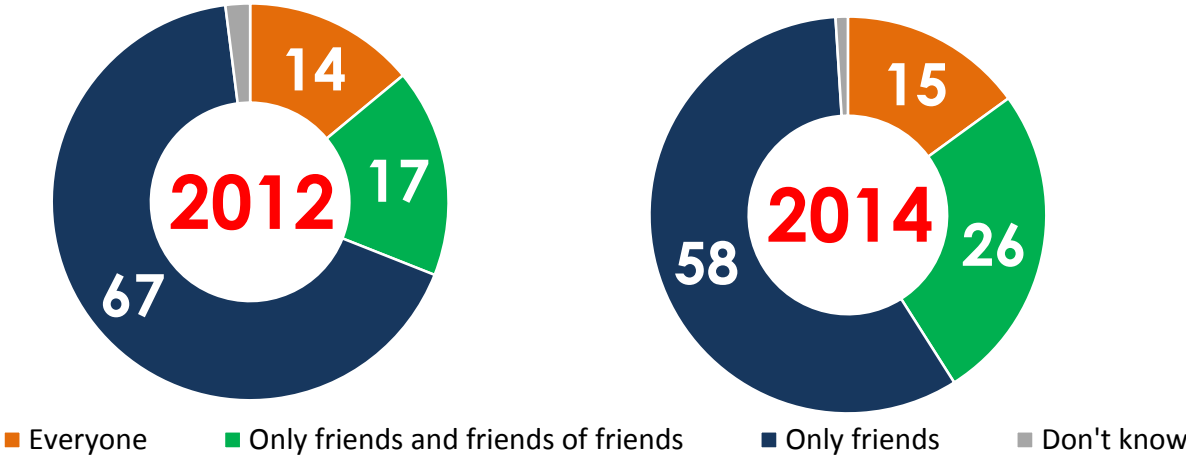


Facebook – visibility & personal information

- > Given that most claim to have changed their Facebook privacy settings, it is intriguing to see that the proportion of respondents who believe that only friends can see their Facebook page has fallen.
 - > 58% now believe that only friends can see their Facebook page, down 9% since 2012.
 - > 26% think that friends and friends of friends can see their page, up 9%.
 - > The reason this is perhaps surprising is that, as the qualitative research showed, the primary driver for adjusting privacy settings was to restrict who could see their pages. As it happens, those who have changed their privacy settings are only a little more likely than those who have not to say that that ‘only friends’ can see their Facebook page (60% versus 55%).
- > The answer to this apparent conundrum may lie in the fact that more people view Facebook as a public space.
 - > The increase in numbers saying that ‘friends of friends’ may reflect greater awareness of information being shared in this way, rather than greater willingness to have their page exposed to friends of friends.
 - > 22% of those who regard Facebook as mainly a public space say that everyone can see their posts, while only 46% believe that just their friends can.

Facebook – visibility & personal information

As far as you know, who can see your Facebook page?



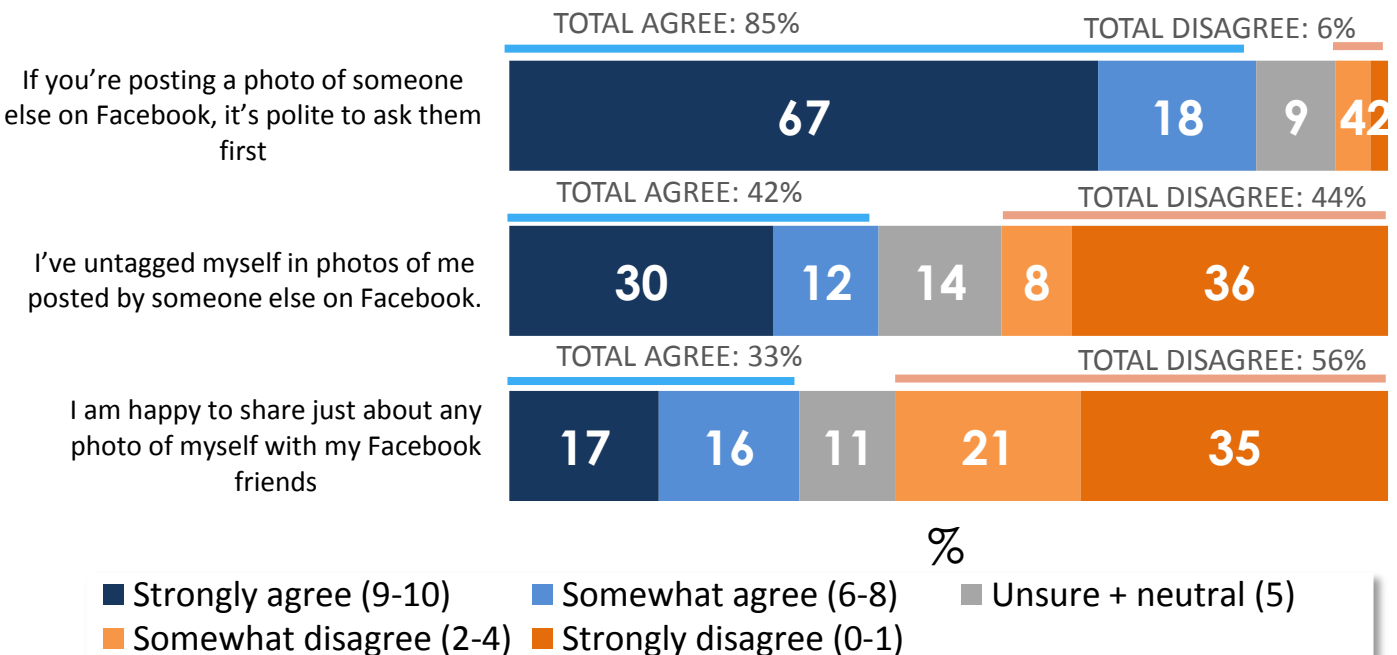
Base: 61% of respondents, those who use Facebook, n=456

Sharing personal information on Facebook

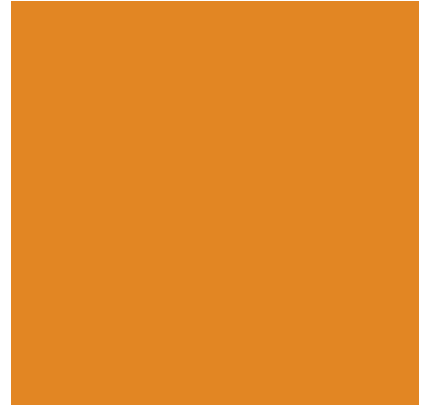
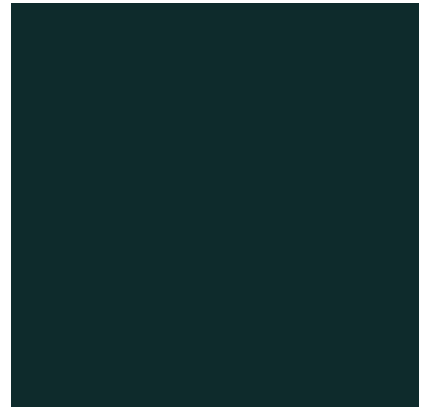
- > 85% of New Zealanders on Facebook believe that it is polite to ask people before posting photos of them
 - > The qualitative research showed, however, that although this is the declared etiquette it often is not what happens in practice.
 - > This may partly be because 33% say they are happy to share just about any photo of themselves with their Facebook friends. This includes 37% of under 45s who are on Facebook and 26% of over 45s. 40% of those who regard Facebook as mainly a private space are happy to share just about any photo, compared with 27% of those who see it as a public space.

- > 42% of New Zealanders report that they have 'untagged' photos of them posted by someone else on Facebook.
 - > 51% of under 45s report doing this, compared with 24% of over 45s.

Using a scale from 0 to 10 where 0 means **strongly disagree** and 10 means **strongly agree**, how strongly do you agree or disagree with the following statements?¹



Base: 61% of respondents, those who use Facebook, n=456

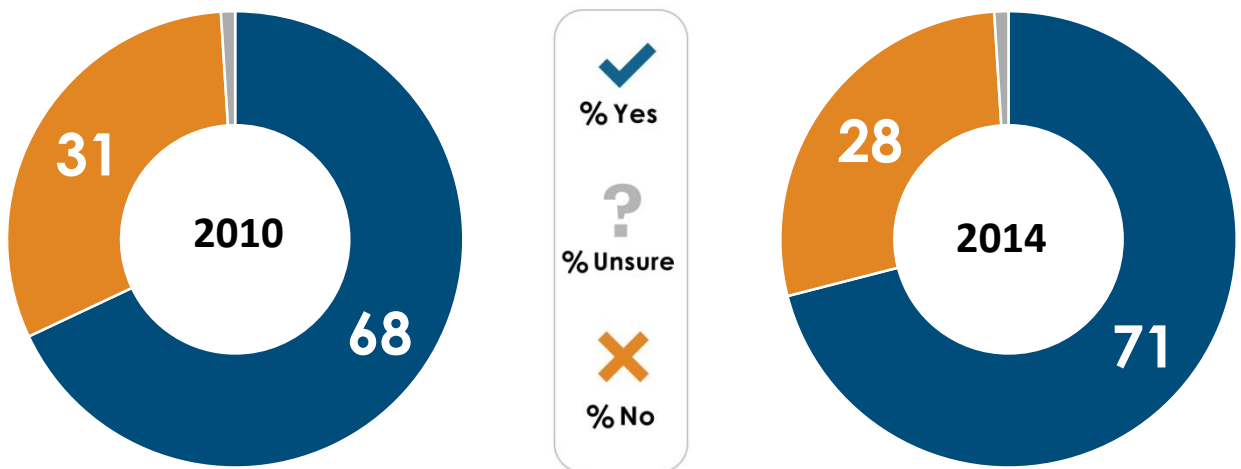


Awareness

Privacy Commissioner

- > 71% of New Zealanders say they have heard of the Privacy Commissioner, up 3% since the last time this was asked in 2010.
 - > The increase is fairly evenly spread across different demographic groups, with the only real exception to that being Maori, where on a limited sample of n=83 declared awareness is up 22% to 66%.
 - > As in 2010, awareness increases dramatically with age. 38% of under 30s claim to be aware of the Privacy Commissioner, compared with 70% of 30-44s, 82% of 45-59s and 88% of over 60s.
 - > Probably as a result of the younger user profile, Facebook users are less likely than non-users to be aware of the Commissioner (64% versus 82%).
 - > Personal levels of concern about privacy issues do not seem to have much relationship with awareness of the Privacy Commissioner. 72% of those who said that they were concerned about privacy issues had heard of the Commissioner, compared with 68% of those who were not concerned.

Have you heard of the Privacy Commissioner?



Privacy Act

- > 81% of New Zealanders say they are aware of the Privacy Act.
 - > There is again a relationship with age, although the gap is not as large as for awareness of the Commissioner. 64% of under 30s have heard of the Privacy Act, compared with 87% of 30-44s, 86% of 45-59s and 83% of over 60s.
 - > 86% of those with a university qualification claim to have heard of the Privacy Act, compared with 75% of those with a secondary qualification or less.
 - > 88% of those who are aware of the Privacy Commissioner are also aware of the Privacy Act, while 76% of those who are aware of the Privacy Act are aware of the Privacy Commissioner.
 - > 8% of New Zealanders are not aware of either the Privacy Commissioner or the Privacy Act, while 62% claim to be aware of both.

Are you aware of the Privacy Act?

