

Privacy concerns and sharing data - Final

Privacy Commission

April 2020



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Snapshot

		Result	Change since 2018 (%)	
Concern	Concern for individual privacy	56% concerned	↓11	
	Changing concern levels	52% more concerned	↓3	
	By issue	Businesses sharing your personal information with other businesses without permission	75% concerned	↓4
		Your banking or credit card details being stolen	72% concerned	N/A
Knowledge	Privacy Commissioner	73% aware	↓5	
	Privacy Act	81% aware	↓5	
	Privacy news following	51% following closely	N/A	
Personal data	By issue	I feel my privacy is protected by our current Privacy Law	37% agree	N/A
		I feel in control of how my personal information is used by businesses	18% agree	N/A
	Understanding laws and regulations	60% fair understanding	N/A	
	Desire for regulation	65% want more	N/A	

Base: All (n=1398)

Summary

Concern

- Just over half of respondents were concerned about an individual's privacy and the protection of personal information, a slight drop from 2018's survey.
- Fifty-two percent of respondents outlined that they have become more concerned about an individual's privacy and the protection of personal information over the last few years.
- Respondents were most concerned about unauthorised sharing their personal information by businesses, theft of their banking details, and security of their personal information online.

Knowledge

- Declared awareness of the Privacy Commissioner and the Privacy Act was at seventy-three percent and eighty-one percent respectively.
- Digital privacy was mostly framed by respondents as meaning their activity and information online was secure, particularly personal and financial details, and that they could control the way in which their data would be used.
- About half of respondents followed privacy news 'somewhat' or 'very' closely – a similar result to the US.

Personal data

- There were low levels of agreement over issues regarding personal data safety, in particular feeling in control of how businesses were using personal information. This topic also brought about a sixty-five percent majority who wanted more government regulation on how companies could use customers' personal data.
- At sixty percent, there was a slim majority in those who feel they understand privacy laws and regulations, however this is a notably larger proportion than in the US, at thirty-six percent.

Methodology

Results in this report are based upon questions asked in the UMR Research nation-wide omnibus survey. This is an online survey of a nationally representative sample of 1,398 New Zealanders 18 years of age and over.

- Fieldwork for the latest online survey was conducted between 31st of March and the 13th of April 2020.
- The margin of error for a sample size of 1,398 for a 50% figure at the 95% confidence level is $\pm 3.1\%$ after weighting.
- Prior to 2018, some results were based on questions asked in a telephone survey of a nationally representative sample of New Zealanders 18 years of age and over.

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: $3 + 4 = 6$.*

A close-up, low-angle shot of a laptop keyboard. The keys are dark with white lettering. The lighting is dramatic, with a strong blue tint and highlights on the keys. The word "Concern" is overlaid in a large, white, sans-serif font on the left side of the keyboard.

Concern



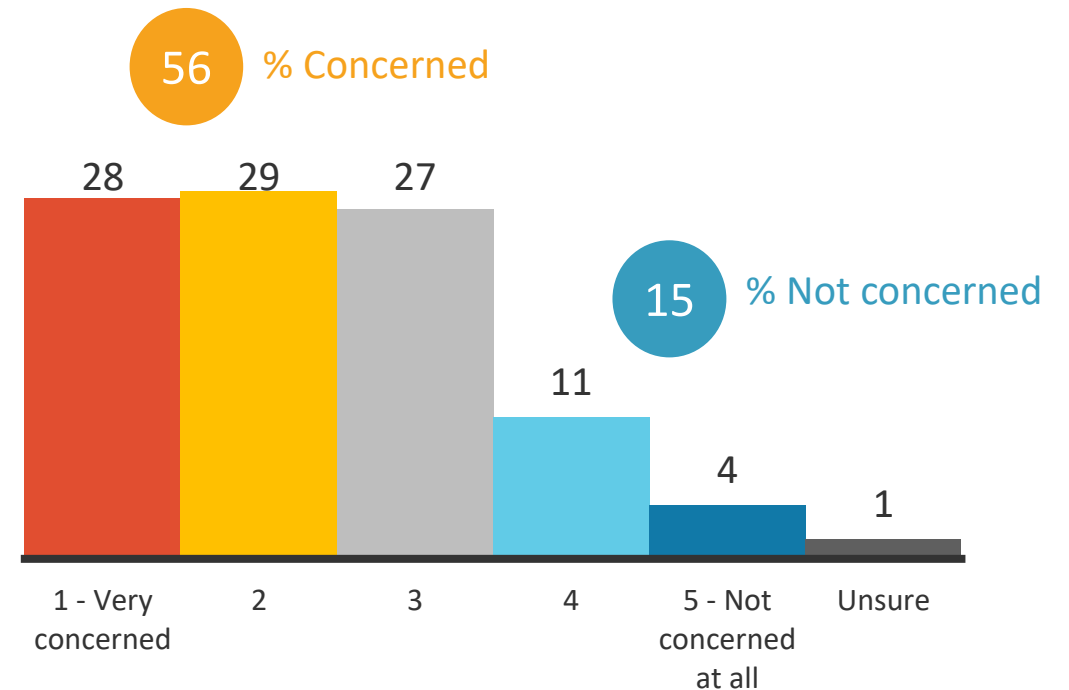
Concern for individual privacy

- Just over half of respondents (56%, down 11%) were concerned about an individual’s privacy and the protection of personal information. This has remained fairly similar to results from previous years.
- 27% of respondents registered as feeling neutral about an individual’s privacy and protection of personal information.
- Only 15% of respondents were not concerned.

Demographics


- Aucklanders were more likely to register as concerned (64%) than other regions.
- Māori were more likely to be “very concerned” about an individual's privacy (41%) compared with other ethnicities (27%).

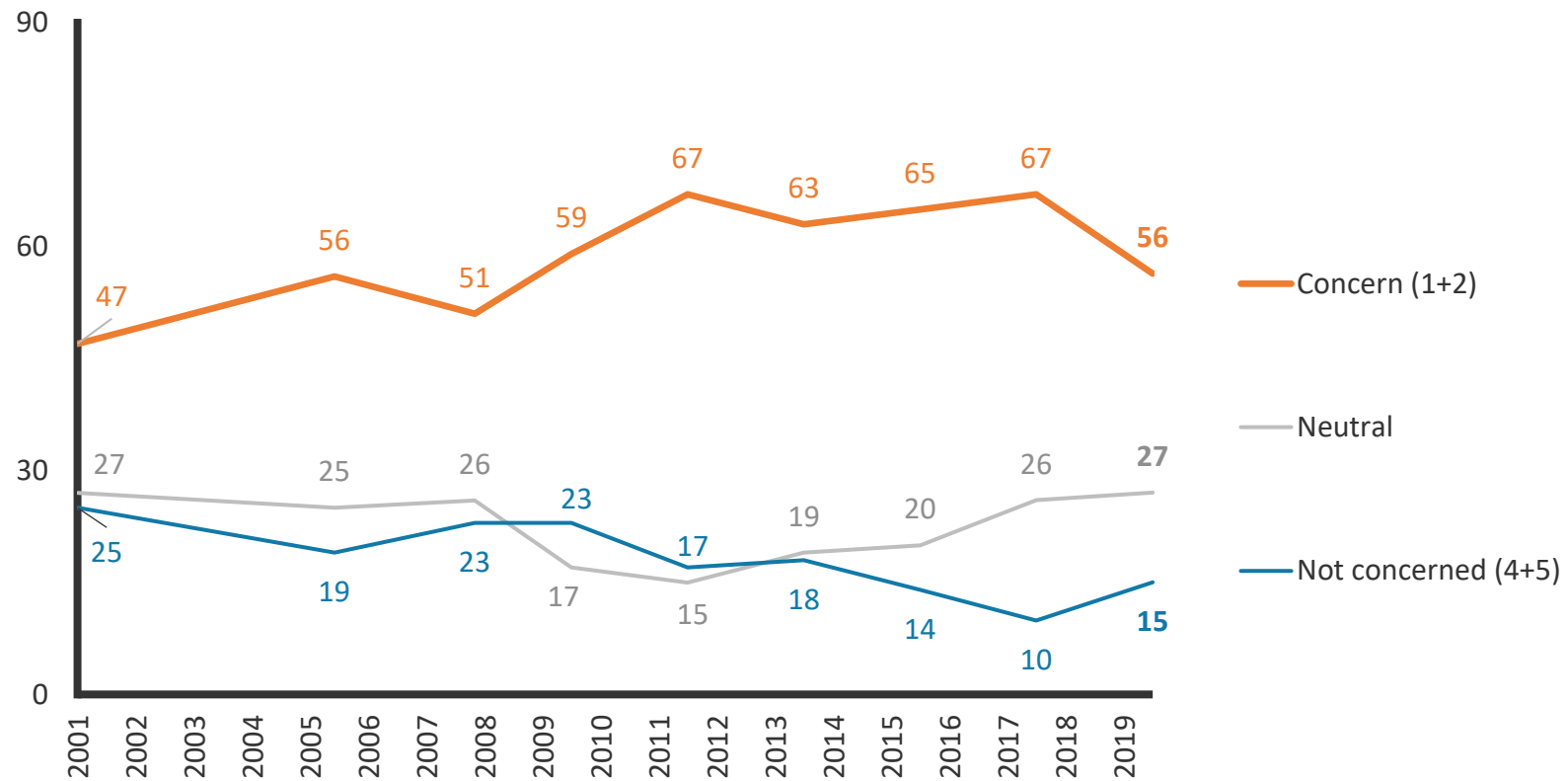
Using a scale of 1 to 5, where 1 means you are very concerned and 5 not concerned at all, how concerned are you about an individual's privacy and the protection of personal information? (%)



Base: All (n=1398)

Concern for individual privacy: Tracking

 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 an individual's privacy and the protection of personal information? (%)



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=1398)

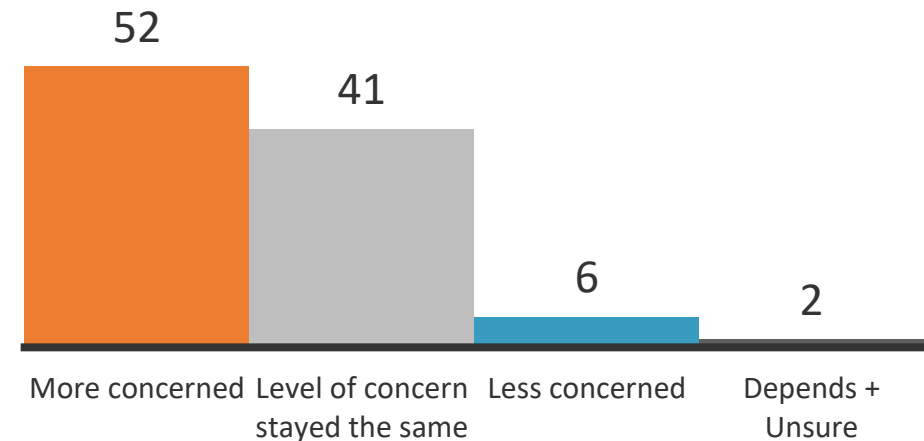
Changing concern levels

- Respondents have continued to register as becoming more concerned about issues around individual privacy and personal information (52%, down 3%).
- This was followed by 41% of respondents who said their level of concern had stayed the same (no change).
- 6% said they had become less concerned about such issues (up 3%).

Demographics

- Those who lived rurally were more likely to indicate they had become less concerned (14%) than those who did not live rurally.

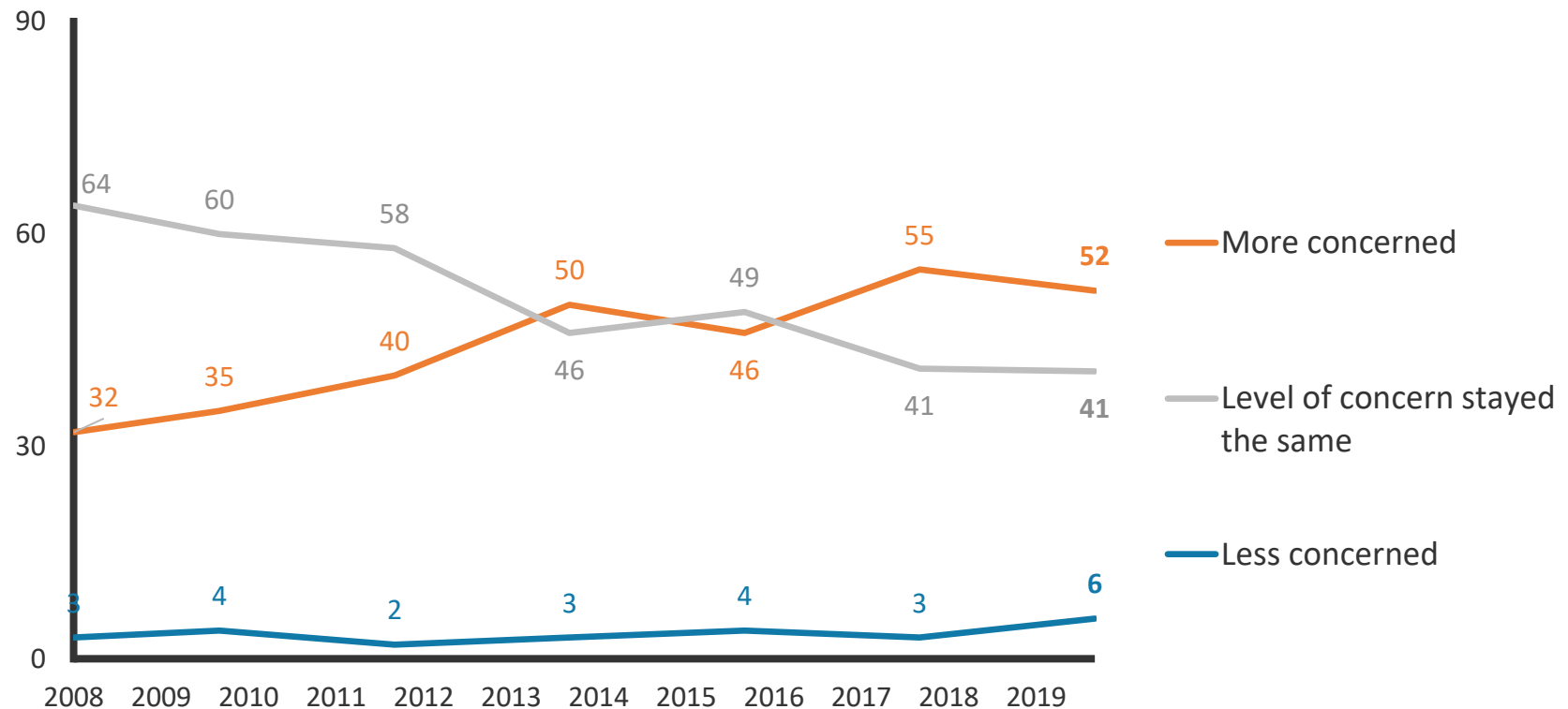
 Looking back over the last few years, have you got more concerned about issues of individual privacy and personal information, less concerned or has your level of concern stayed about the same? (%)



Base: All (n=1398)

Changing concern levels: Tracking

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=1398)

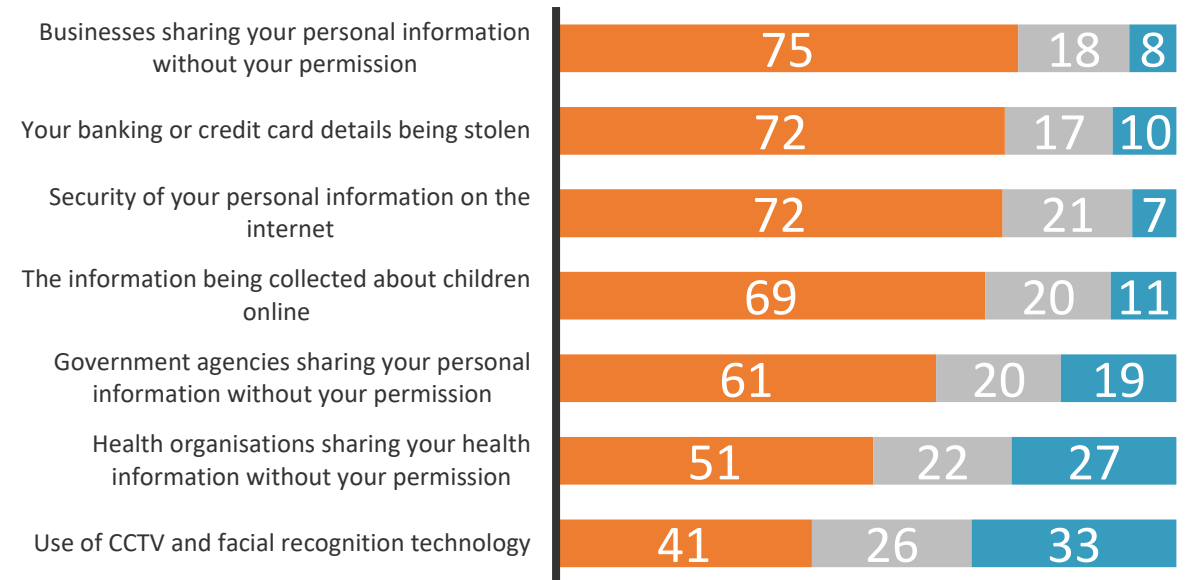
Concern by issue

- There appears to be fair amounts of concern across most of the areas surveyed.
- Overall, respondents are most concerned about businesses sharing personal information without their permission (75%, down 4%).
- This is closely followed by worries regarding theft of banking or credit card details (72%) and security of personal information on the internet (72%, up 2%).

Demographics

- Across almost all of these privacy issues, those aged over 60 were more likely to register as 'very concerned' than younger age groups.

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



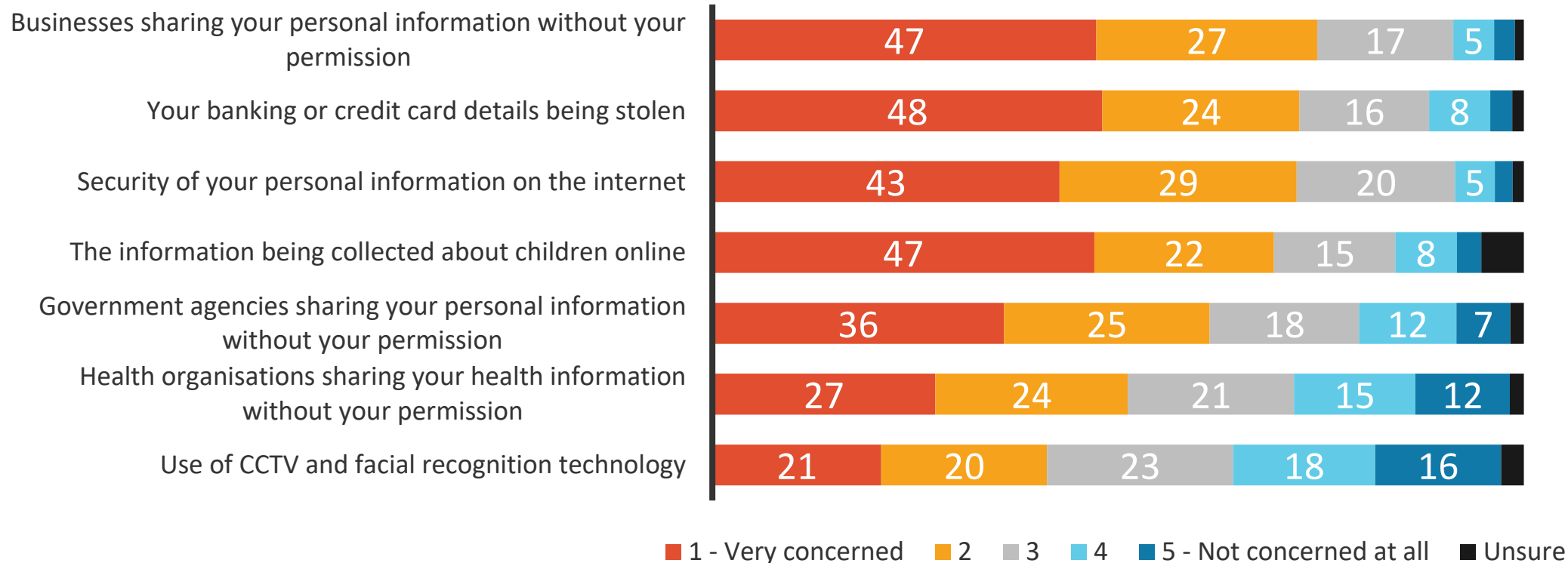
■ Total Concerned (1+2) ■ 3 + Unsure ■ Total Not Concerned (4+5)

Base: All (n=1137)

Concern by issue: Full break-down



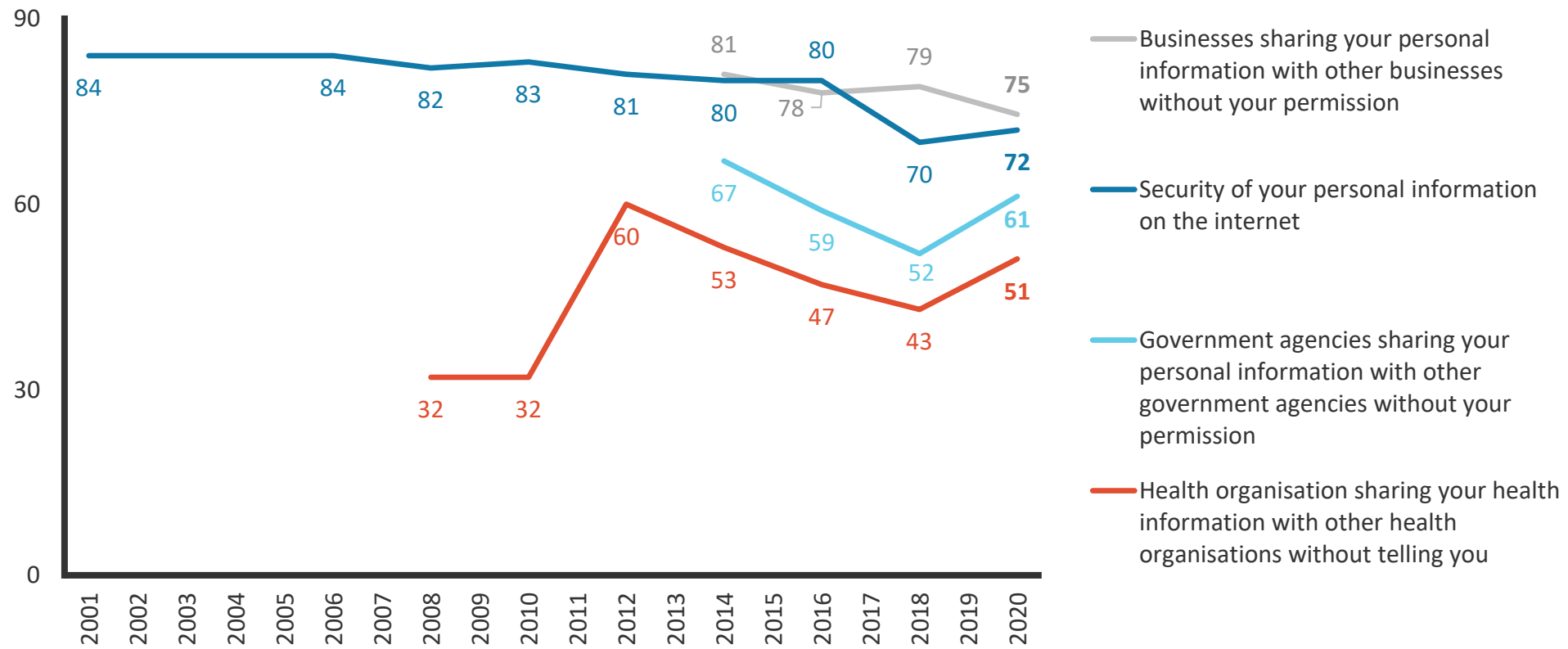
How concerned are you about the following privacy issues in New Zealand today? (%)



Base: All (n=1137)

Concern by issue: Tracking

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? (% Total concern (1+2))



Note: prior to 2018 the question was conducted via telephone survey
Base: All (n=1398)

Knowledge

 Privacy

 UMR

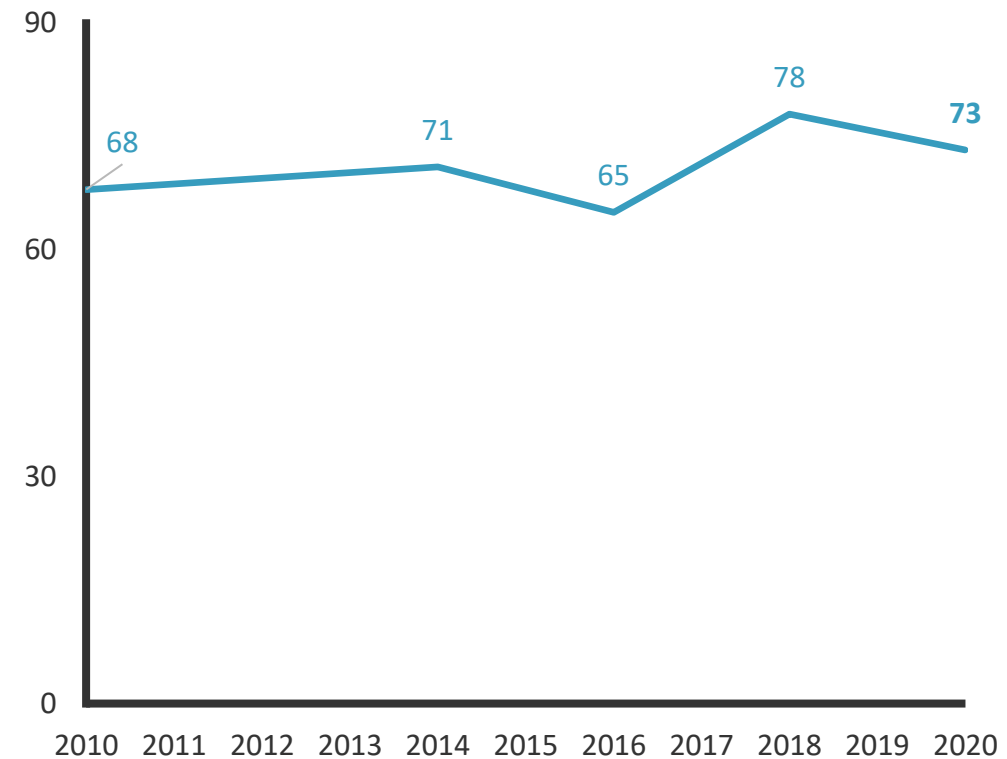
Declared awareness: Privacy Commissioner

- The proportion of respondents who have heard of the Privacy Commissioner has remained steady, at 73% (down 5%).

Demographics

- Pakehas who were surveyed were far more likely to have heard of the Privacy Commissioner (80%) than other ethnicities. Those who identified as Asian were the least likely to indicate familiarity (52%).

Have you heard of the Privacy Commissioner? (%Yes)



Note: prior to 2018 the question was conducted via telephone survey
Base: All (n=1398)

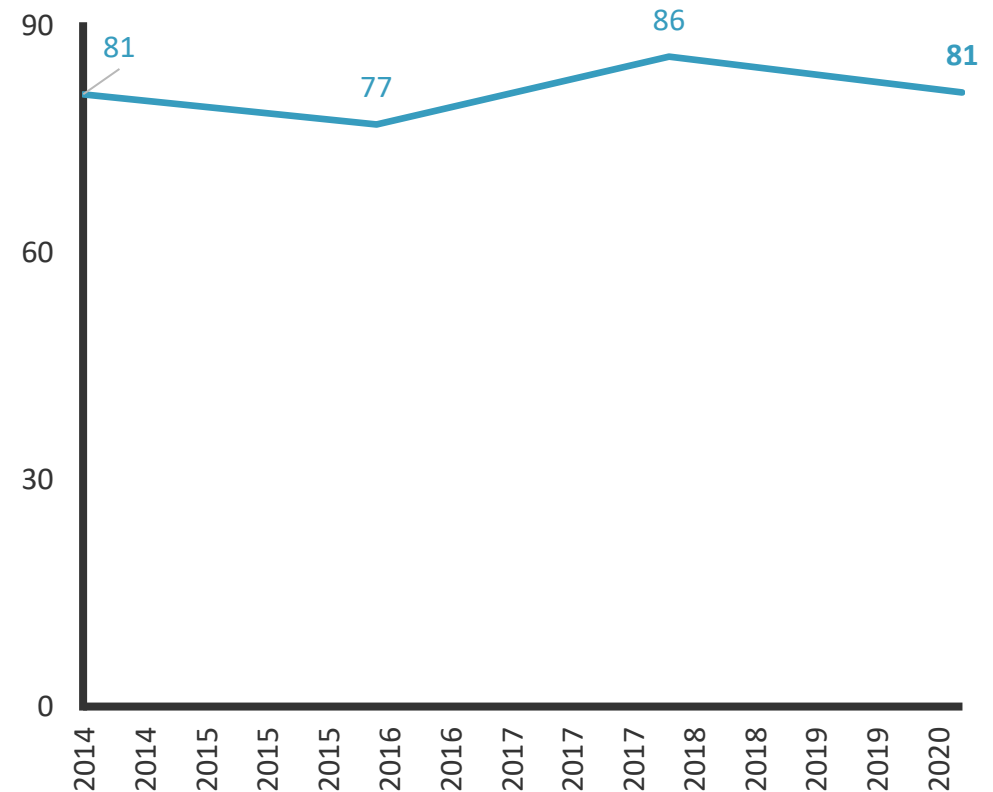
Declared awareness: Privacy Act

- Awareness of the Privacy Act has also remained fairly high at 81%, down 5% from 2018.

Demographics

- Those aged 18-29 were significantly less likely to indicate awareness of the Privacy Act (57%) than other age groups.
- Māori and Pasifika respondents were also less likely to declare awareness (69% and 63% respectively) than other ethnic groups.

Are you aware of the Privacy Act? (%Yes)



Note: prior to 2018 the question was conducted via telephone survey
Base: All (n=1398)

Defining digital privacy

- The most popular theme when asked to define digital privacy was that respondents' activity/information online was secure/protected (31%).
- 21% elaborated by referring to their financial or personal details in particular.
- This was closely followed by respondents having the ability to control who sees their information and how it is used.
- Research from the US has produced similar themes, with Americans being most likely to define digital privacy in terms of keeping their personal information to themselves (17%).

Demographics

- Pakeha respondents were more likely to define digital privacy in terms of consent (21%) than other surveyed ethnicities.

Q *In your own words, what does digital privacy mean to you? (%)*



Base: All (n=1137)

Defining digital privacy: Verbatims



In your own words, what does digital privacy mean to you? (%)

Activity/information online is secure/protected - General

- Anything I put on my computer screen is private.
- Being able to be online without having my privacy compromised or shared.
- My online info is secure.
- Secure system so we don't have data breaches.

Activity/information online is secure/protected - My financial/personal details

- My confidential details such as bank accounts, medical things, unable to be accessed by anyone other than those they are intended for.
- Digital privacy for me, is having my freedom to do my transactions online with out having the doubt of the safety of my personal information.

Control over what personal information is accessible to others and how it will be used (consent)

- Ability to choose how my digital activities are recorded, retained and shared, by who and for how long.
- My information and behaviours are shared only with those I choose to share with.
- That the information available about myself online is safe, secure and used with my permission for things that I have approved it to be used for.

Companies not sharing/selling my information/third parties

- Not having any private information shared with other people or other organisations.
- That everything we look up isn't used for marketing purposes later on.
- The right to have your digital information stored securely, without fear of it being breached or on-sold.

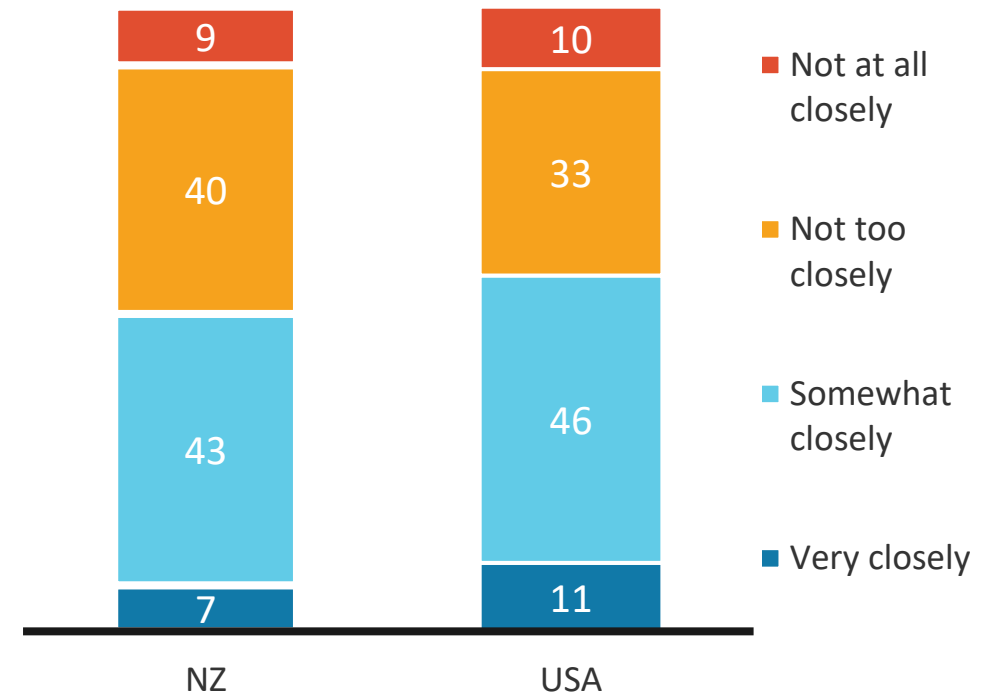
Privacy issues news: Following

- Just over half of respondents declared that they follow news about privacy issues ‘somewhat’ or ‘very’ closely (51%).
 - Americans responded similarly in a separate survey (46%).
- The remaining 49% of respondents indicated that they do not follow news regarding privacy issues too closely or at all.

Demographics

- Those aged 18-29 were far less likely to follow the topic ‘somewhat’ or ‘very’ closely (16%) than other age groups.
 - While this same demographic is higher in the US, at 45%, this age group was also the least likely to follow privacy news ‘somewhat’ or ‘very’ closely.

How closely, if at all, do you follow news about privacy issues? (%)



Base: All (n=1398)

Personal data



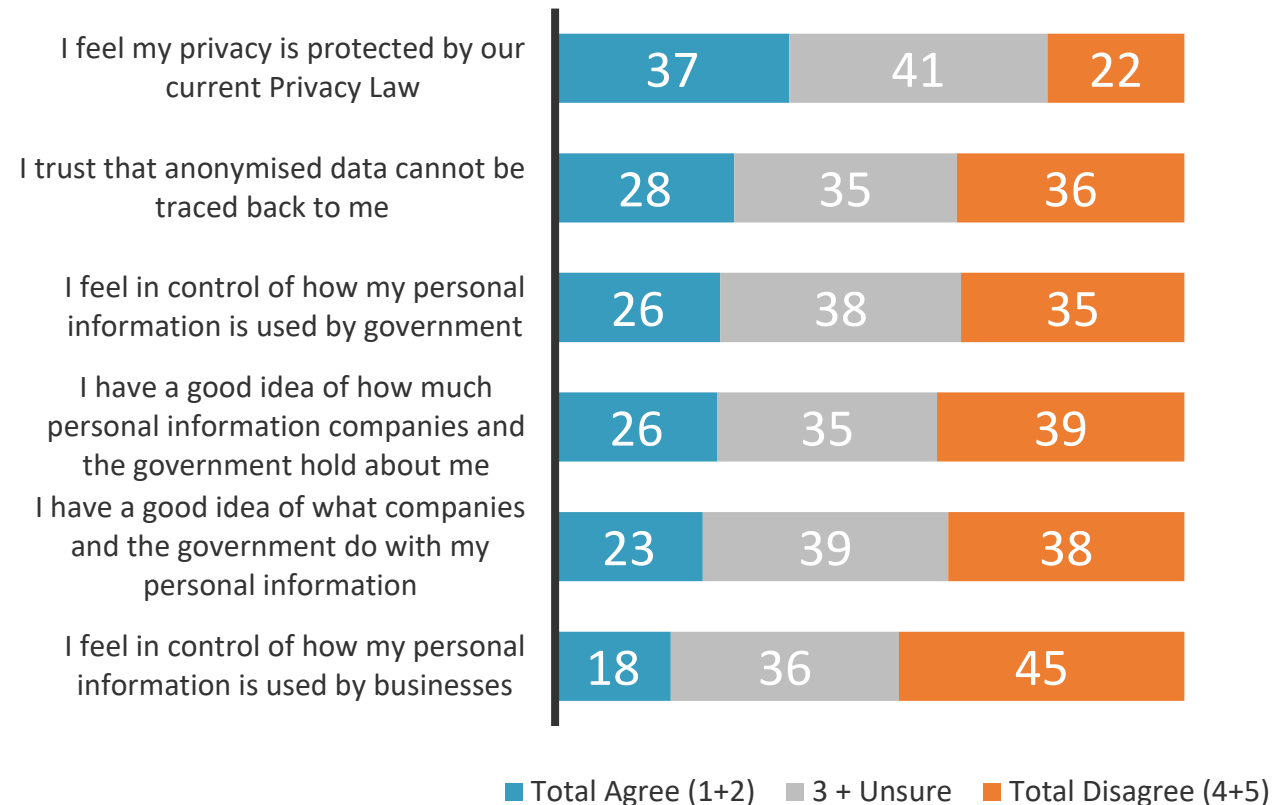
Agreement by issue

- More often than not, respondents were likely to disagree with the statements given.
- The feeling that respondents' privacy is protected by the current Privacy Law had the highest level of agreement (37%).
- The issue with the highest level of disagreement was 'feel[ing] in control of how [their] personal information is used by businesses' (45%).

Demographics

- Asian respondents were more likely to agree that they felt in control of how their personal information was used by businesses (34%) compared to other ethnicities. Pakeha respondents were the most likely to disagree with the statement (49%).

Q To what extent do you agree or disagree with the following statements: (%)

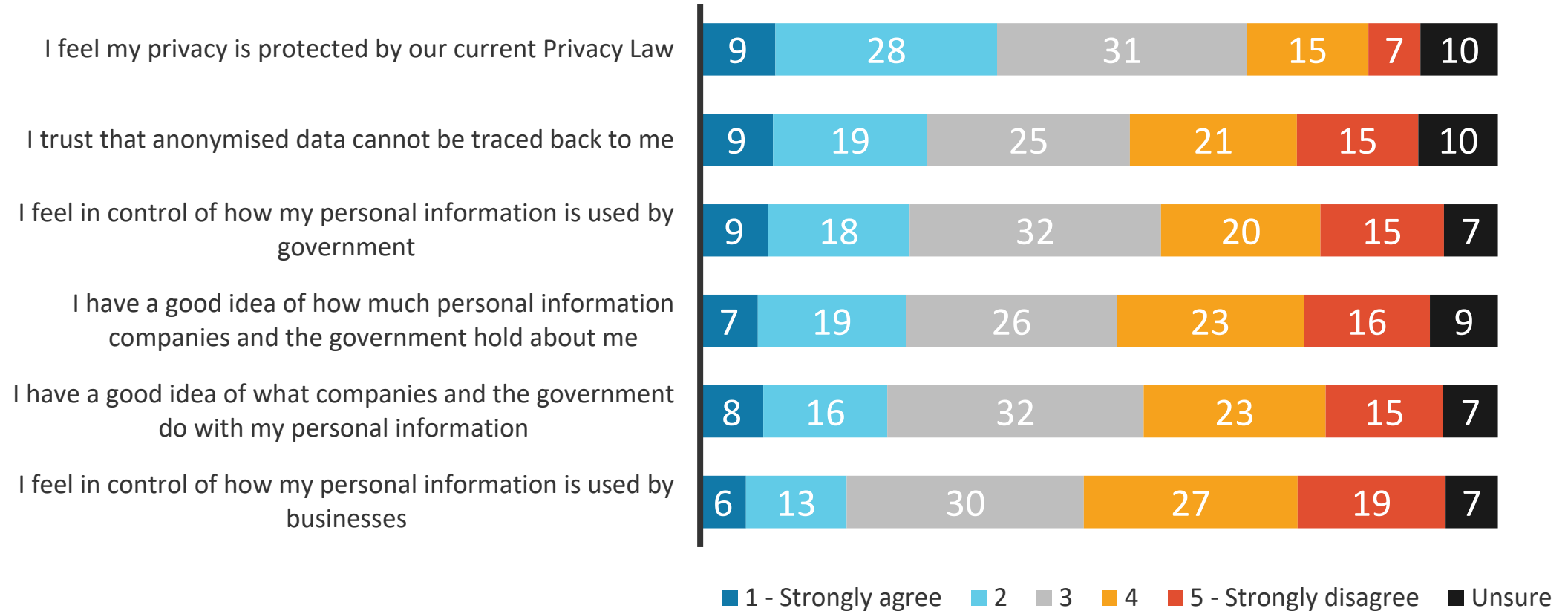


Base: All (n=1398)

Agreement by issue: Full break-down



To what extent do you agree or disagree with the following statements: (%)



Base: All (n=1398)

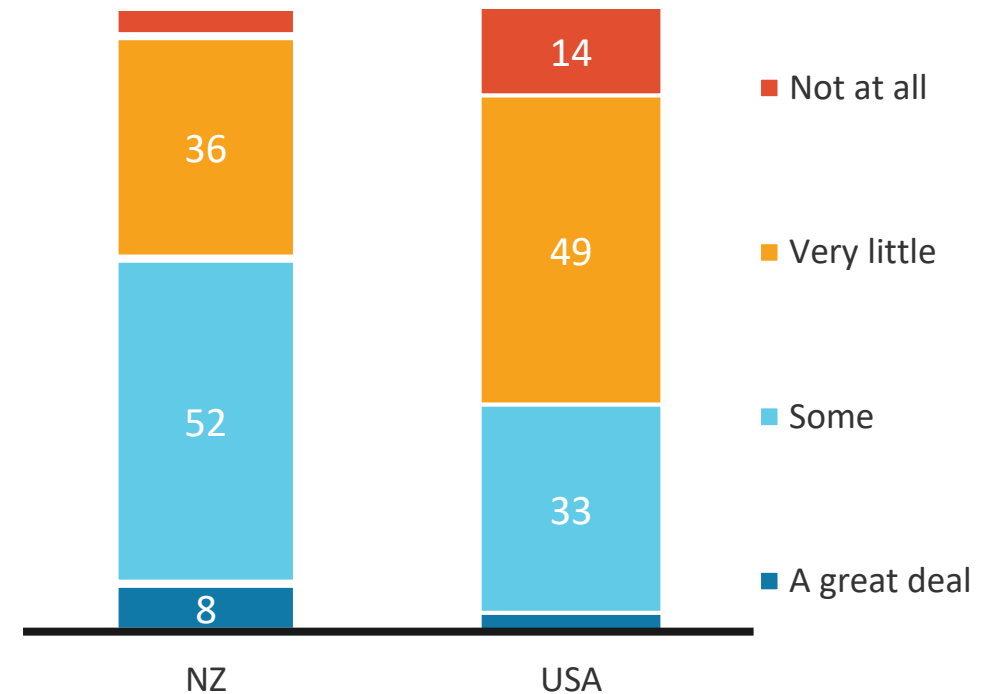
Understanding laws and regulations

- 60% of respondents indicated they feel they understand ‘some’ or ‘a great deal’ of the laws and regulations currently in place to protect their data privacy.
 - This is a significantly larger proportion than the 36% of US respondents who indicated the same level of understanding.
- This was followed by 41% of respondents who believed they understood ‘very little’ or ‘not at all’.
 - US surveying resulted in a far higher proportion, at 63%.

Demographics

- Males were more likely to indicate that they understood ‘some’ or ‘a great deal’ of the laws and regulations than females (66% and 54% respectively).

Q How much do you feel you understand the laws and regulations that are currently in place to protect your data privacy? (%)



Base: All (n=1398)

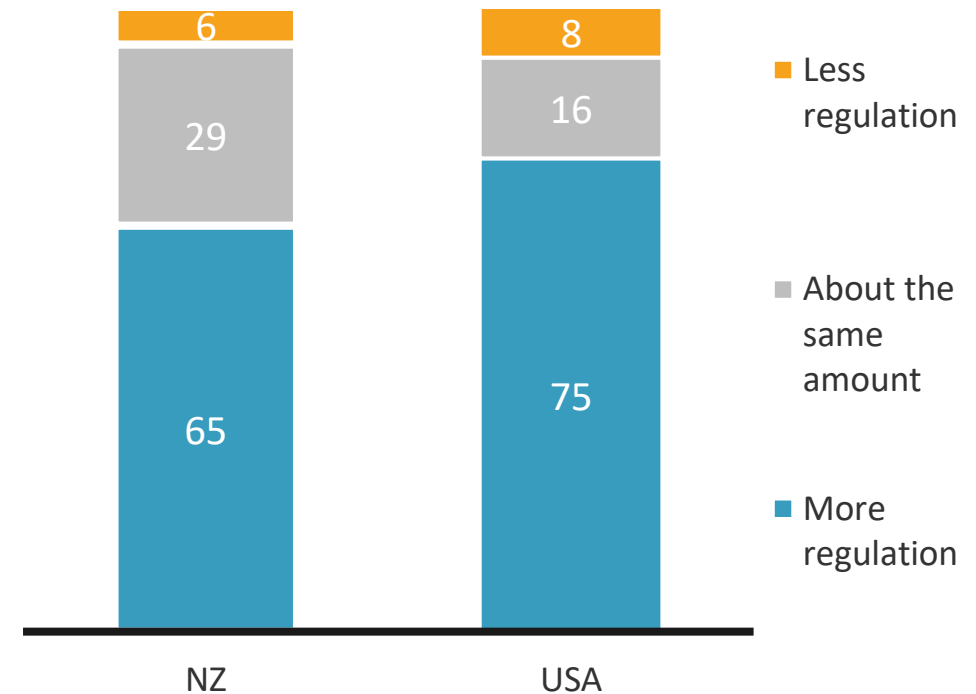
Desire for regulation

- Most respondents called for further regulation of what companies can do with their customers' personal information (65%).
 - This outcome was also the most popular opinions of US respondents, who were even more likely to desire further regulation (75%).

Demographics

- Surveyed males were more likely to want less regulation (9%) than females (4%).
- Pasifika respondents were also more likely to call for less government regulation (18%) than other ethnic groups. Surveyed Pakehas were the least likely to want less regulation at 4%.

How much government regulation of what companies can do with their customers' personal information do you think there should be? (%)



Base: All (n=1398)