



Privacy Commissioner
Te Mana Matapono Matatapu

A Summary Report

[February 2006]



WELLINGTON 3 Collina Terrace Thorndon WELLINGTON <u>NEW ZEALAND</u>	AUCKLAND 11 Earle Street Parnell AUCKLAND <u>NEW ZEALAND</u>	SYDNEY Level One, Suite 105 332-342 Oxford Street SYDNEY NSW 2022 <u>AUSTRALIA</u>	QUEENSLAND PO Box 972 Robina DC QUEENSLAND 4226 <u>AUSTRALIA</u>
Tel: +64 4 473 1061 Fax: +64 4 472 3501	Tel: +64 9 373 8700 Fax: +64 9 373 8704	Tel: +61 2 9386 1622 Fax: +61 2 9386 1633	Tel: +61 7 5562 2230 Fax: +61 4331 63995

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

Methodology

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

Fieldwork was conducted from 10th to 15th February 2006 at UMR Research's national interview facility in Auckland.

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

Summary of Key Findings

■ Level of concern on individual privacy

- Individual privacy rated sixth on the level of public concern out of nine major issues tested, compared with seventh in the 2001 survey.

Using a 5 point scale where 1 meant that respondents were very concerned and 5 not concerned at all, 56% declared they were concerned about individual privacy (combined points 1 and 2 on the scale), 25% were neutral (point 3) and 19% not concerned (combined points 4 and 5).

27% declared they were very concerned (point 1) and 7% that they were not concerned at all (point 5).

As in the 2001 survey, education, crime and violence and health were the major concerns. The issue that slipped behind privacy in the rankings was unemployment, no doubt fuelled by near record lows in unemployment.

- The level of declared concern on individual privacy has increased since the 2001 survey. 47% then declared that they were concerned about individual privacy, 27% were neutral and 25% not concerned. The movement is largely in those giving a '2' on the 5 point scale, which rose 7% since 2001.

The only issue of the nine tested to show a larger increase in the level of concern was "the environment generally".

On a net basis (concerned minus not concerned) there was not a great deal variation in the level of concern amongst demographic categories.

There were higher levels of concern amongst the blue collar occupational group compared to white collar occupational groups and amongst New Zealanders on lower incomes.

Concern was also higher amongst Māori. Both the blue collar group and Māori generally recorded higher levels of concern on all issues tested. The blue collar group was slightly less likely than average to believe that New Zealand needed a Privacy Commission.

■ Need for Privacy Commission

- There was again little change in the perceived level of need for the Privacy Commission in New Zealand.

72% consider it is needed, 22% that it is not with 6% unsure.

The equivalent numbers for 1997 were 68%;21% and 2001 70%;23%.

- There were some clearer differences amongst demographic groups on this question.

Females were more likely to consider that New Zealand needs a Privacy Commission than males (77% to 66%). Younger New Zealanders were also much more likely than older New Zealanders to believe that New Zealand needs the Privacy Commission, a trend that was also present in 2001. 85% of under 30 years olds held this view compared to 51% of New Zealanders aged 60 years and over.

■ Performance

- There was an improvement in the rating of the performance of the Privacy Commissioner.

4% considered that the Commissioner is doing an excellent job, 47% a good job, 18% not that good a job and 6% a poor job.

The 51% good job; 24% poor job rating was 14 net points up on the 45% excellent/ good job; 32% not that good/ poor job rating recorded in 2001.

■ Handling of information by New Zealand businesses

- There were again very high levels of declared concern about potential breaches of individual privacy by businesses. Using a 5 point scale, 89% of New Zealanders declared they would be concerned (including 73% very concerned) if a business you supply your information to for a specific purpose uses it for another purpose.

89% were concerned (including 75% very concerned) if a business you don't know gets hold of your personal information.

85% were concerned (including 64% very concerned) if a business asks you for personal information that doesn't seem relevant to the purpose of the transaction.

85% were concerned (including 68% very concerned) if a business monitors your activities on the internet recording information on the sites you visit without your knowledge.

The levels of concern recorded were similar to those in 2001.

- In testing of the importance of attributes in dealing with businesses respect for and protection of personal information again ranked alongside quality of product or service and efficiency of service.

Using the 5 point scale, 93% declared that respect for and protection of personal information was important (combined points 1 and 2 on the 5 point scale). This included 74% who considered that it was very important (point 1 on the scale).

In the 2001 survey, there was an identical level of total concern (93%) although the level of high concern was then 4 points higher at 78%.

■ Level of concern on privacy issues

- While the level of concern about privacy in general increased there was not a great deal of change in the level of concern declared on eleven privacy issues.

The highest levels of concern were again recorded for the security of personal details on the internet (84% concerned), confidentiality of medical records (78% concerned) and government interception of telephone calls or email (72% concerned).

A majority of New Zealanders also declared concern about the privacy of personal details held for credit reporting, tracking people on the internet, the availability of personal details on public registers, employer monitoring of emails and a compulsory ID number for every New Zealander. A plurality of New Zealanders were concerned about data sharing between government departments.

A plurality of New Zealanders were not concerned about random drug testing of employees and video surveillance of public places.

- The biggest changes across these issues were declines in concern on random drug testing of employees and on data sharing between government departments.

Support switched over to random drug testing of employees. In 2001, 40% were concerned and 37% not concerned. Now 36% are concerned and 44% not concerned.

LEVEL OF CONCERN – ISSUES FACING NEW ZEALAND

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

	FEB 06 %							
	1 - Very concerned	2	TOTAL 1 + 2	3 - Neutral	4	5 - Not concerned at all	TOTAL 4 + 5	Unsure
Education	46	29	75	16	5	3	8	1
The level of crime and violence in New Zealand	48	26	74	17	6	3	9	-
Health services	42	31	73	16	8	3	11	-
The environment generally	31	34	65	23	8	4	12	-
The economy	29	33	62	27	8	3	11	-
Individual privacy	27	29	56	25	12	7	19	-
Power of Government	22	30	52	26	12	8	20	2
Unemployment	18	23	41	31	19	9	28	-
The possibility of a major terrorist attack in New Zealand	16	13	29	20	27	24	51	-

LEVEL OF CONCERN – INDIVIDUAL PRIVACY TRACKING

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

	1 - Very concerned	2	TOTAL 1 + 2	3 - Neutral	4	5 - Not concerned at all	TOTAL 4 + 5	Unsure
2001	25	22	47	27	15	10	25	1
2006	27	29	56	25	12	7	19	-
Change	+2	+7	+9	-2	-3	-3	-6	-1

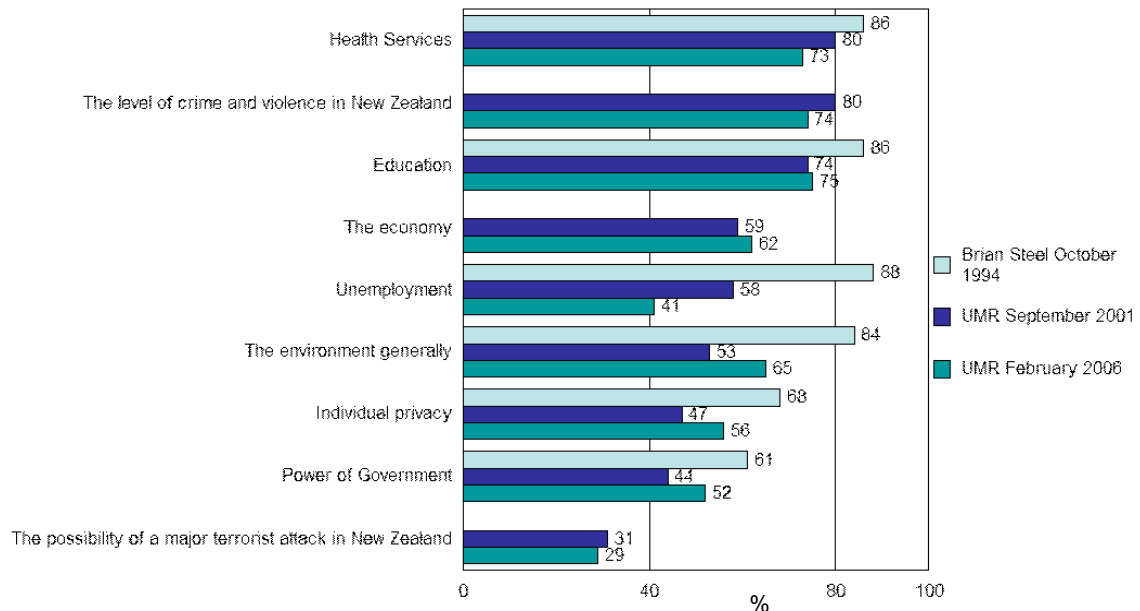
LEVEL OF CONCERN – ISSUES FACING NEW ZEALAND – TRACKING

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

	%			
	SEP 2001		FEB 2006	
	Total 1+2	Total 4+5	Total 1+2	Total 4+5
Education	74	8	75	8
The level of crime and violence in New Zealand	80	7	74	9
Health services	80	8	73	11
The environment generally	53	14	65	12
The economy	59	9	62	11
Individual privacy	47	25	56	19
Power of Government	44	19	52	20
Unemployment	58	11	41	28
The possibility of a major terrorist attack in New Zealand	31	50	29	51

Level of Concern – Issues Facing New Zealand – Total Concerned*

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



*Note: Total concerned 1994 = 'Very concerned' + 'A bit concerned'. Total concerned 2001 & 2006 = '1' + '2'

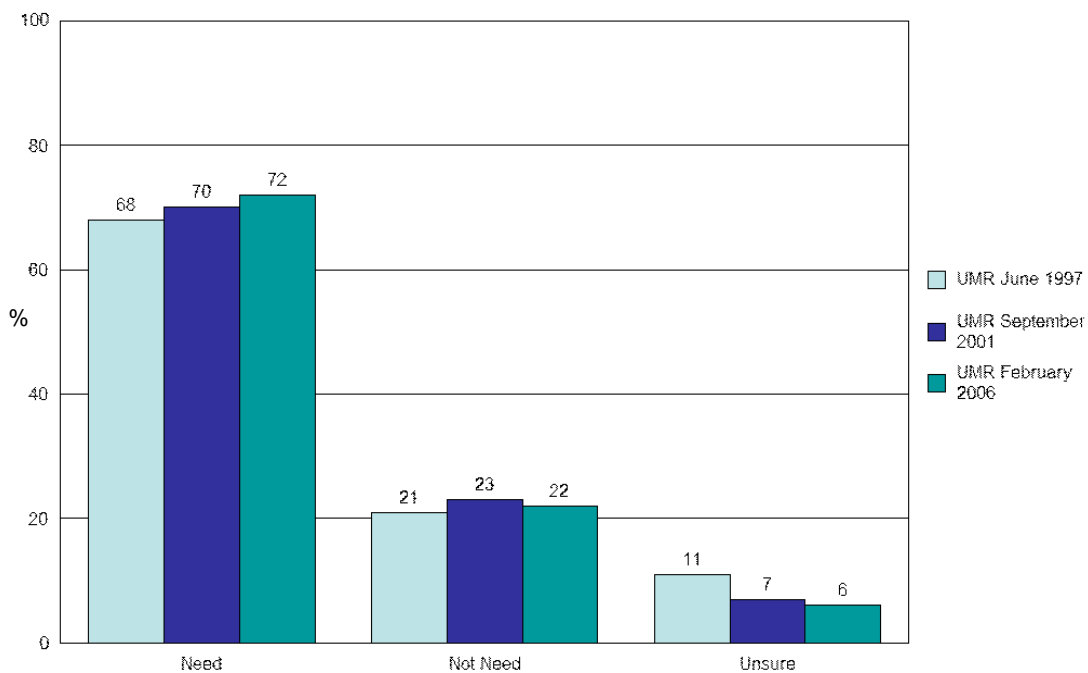
NEED FOR THE PRIVACY COMMISSION

*In your view, does New Zealand need the following Government organisations? -
The Privacy Commission.*

	JUN 97 %	SEP 01 %	FEB 06 %
Need	68	70	72
Not need	21	23	22
Unsure	11	7	6
TOTAL	100	100	100

Need for the Privacy Commission

*In your view, does New Zealand need the following Government organisations? –
The Privacy Commission*



PRIVACY COMMISSIONER'S PERFORMANCE

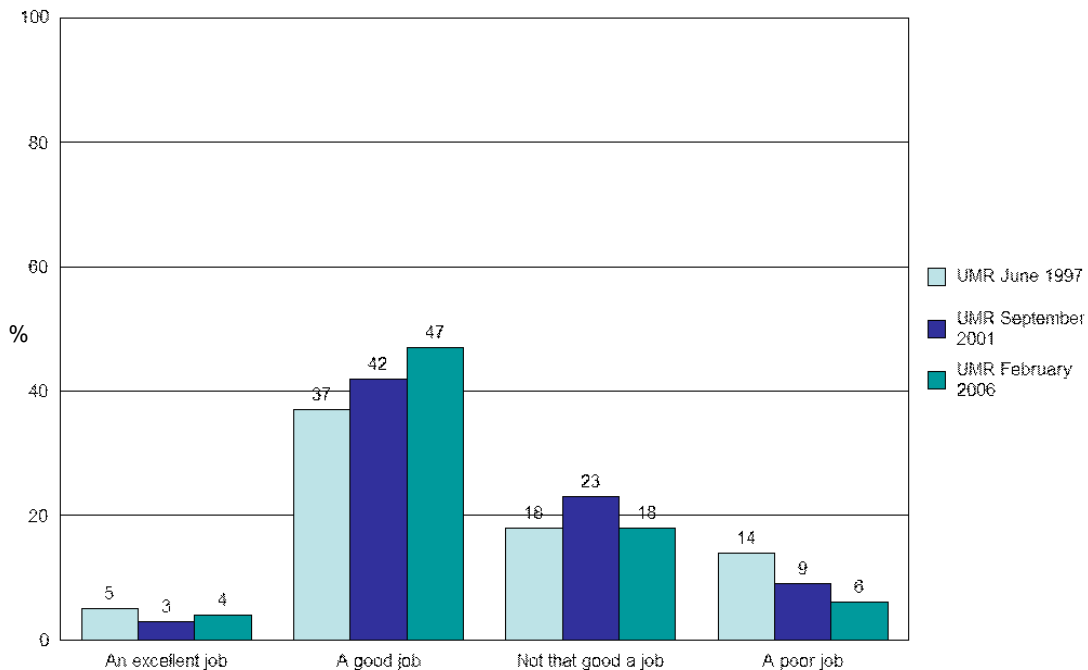
How good a job do you think the Privacy Commissioner is doing? An excellent job, a good job, not that good a job, or a poor job?

	JUN 97* %	SEP 01 %	FEB 05 %
An excellent job	5	3	4
A good job	37	42	47
TOTAL EXCELLENT/ GOOD JOB	42	45	51
Not that good a job	18	23	18
A poor job	14	9	6
TOTAL NOT THAT GOOD A JOB/ A POOR JOB	32	32	24
Unsure	26	23	25

* Note: Question in June 1997 asked: *How good a job are the following organisations doing – an excellent job, a good job, not that good a job or a poor job? – The Privacy Commission.*

Privacy Commissioner's Performance

How good a job do you think the Privacy Commissioner is doing? An excellent job, a good job, not that good a job, or a poor job?



LEVEL OF CONCERN – HANDLING OF INFORMATION BY NEW ZEALAND BUSINESSES

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

	FEB 06 %							
	1 - Very concerned	2	TOTAL 1 + 2	3 - Neutral	4	5 - Not concerned at all	TOTAL 4 + 5	Unsure
You supply your information to a business for a specific purpose and the business uses it for another purpose	73	16	89	6	2	2	4	1
A business that you don't know gets hold of your personal information	75	14	89	6	2	3	5	-
A business asks you for personal information that doesn't seem relevant to the purpose of the transaction	64	21	85	10	2	3	5	-
A business monitors your activities on the Internet, recording information on the sites you visit without your knowledge	68	17	85	5	3	6	9	1

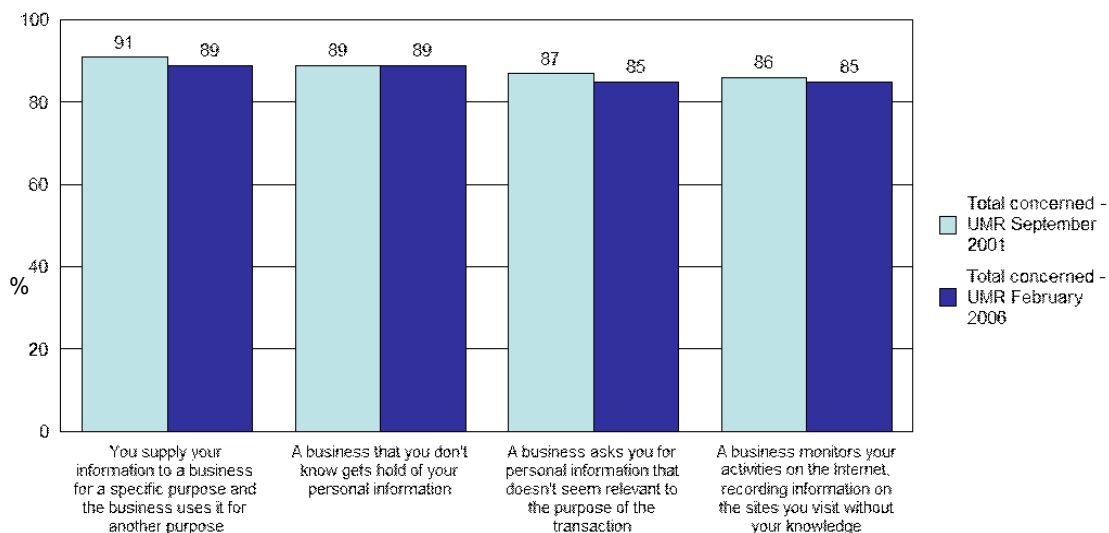
LEVEL OF CONCERN – HANDLING OF INFORMATION BY NEW ZEALAND BUSINESSES – TRACKING

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

	%			
	SEP 2001		FEB 2006	
	Total 1+2	Total 4+5	Total 1+2	Total 4+5
You supply your information to a business for a specific purpose and the business uses it for another purpose	91	3	89	4
A business that you don't know gets hold of your personal information	89	4	89	5
A business asks you for personal information that doesn't seem relevant to the purpose of the transaction	87	6	85	5
A business monitors your activities on the Internet, recording information on the sites you visit without your knowledge	86	8	85	9

Total Concerned About Handling of Information

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



LEVEL OF IMPORTANCE – DEALING WITH BUSINESSES

When dealing with businesses how important are the following? Please use a scale of 1 to 5 where 1 means you think it is very important and 5 not important at all.

	FEB 06 %							
	1 = Very important	2	TOTAL 1 + 2	3 = Neutral	4	5 = Not important at all	TOTAL 4 + 5	Unsure
Quality of product or service	77	19	96	3	-	1	1	-
Efficiency of service	67	27	94	4	1	1	2	-
Respect for, and protection of, my personal information	74	19	93	4	2	1	3	-
Convenience	39	39	78	16	3	2	5	1

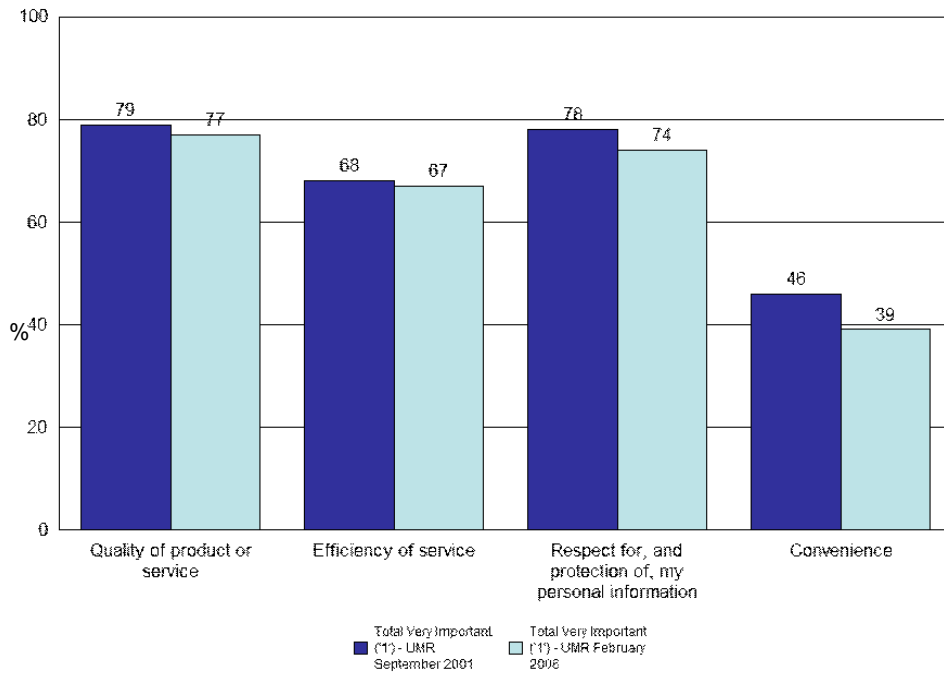
LEVEL OF IMPORTANCE – DEALING WITH BUSINESSES - TRACKING

When dealing with businesses how important are the following? Please use a scale of 1 to 5 where 1 means you think it is very important and 5 not important at all.

	%			
	SEP 2001		FEB 2006	
	Total 1+2	Total 4+5	Total 1+2	Total 4+5
Quality of product or service	95	1	96	1
Efficiency of service	94	1	94	2
Respect for, and protection of, my personal information	93	2	93	3
Convenience	79	3	78	5

Importance of Service Aspects When Dealing With Businesses

When dealing with businesses how important of the following? Please use a scale of 1 to 5 where 1 means you think it is very important and 5 not important at all



LEVEL OF CONCERN – PRIVACY ISSUES IN NEW ZEALAND

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.

	FEB 06 %							
	1 = Very concerned	2	TOTAL 1 + 2	3 = Neutral	4	5 = Not concerned at all	TOTAL 4 + 5	Unsure
The security of personal details on the Internet	63	21	84	8	3	3	6	2
Confidentiality of medical records	56	22	78	12	6	4	10	-
Government interception of telephone calls or email	50	22	72	15	8	5	13	-
The privacy of personal details held for credit reporting	40	27	67	19	6	7	13	1
Tracking people on the Internet	40	22	62	19	8	8	16	3
The availability of personal details on public registers (for example, the Motor Vehicle Register and the Electoral Roll)	30	24	54	22	11	12	23	1
Employer monitoring of emails	29	21	50	23	12	13	25	2
A compulsory ID number for every New Zealander	37	13	50	18	13	18	31	1
Data sharing between Government departments	18	19	37	29	14	18	32	2
Random drug testing of employees	19	17	36	19	16	28	44	1
Video surveillance in public places	17	13	30	24	17	28	45	1

LEVEL OF CONCERN – PRIVACY ISSUES IN NEW ZEALAND – TRACKING TABLE

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

	%			
	SEP 2001		FEB 2006	
	Total 1+2	Total 4+5	Total 1+2	Total 4+5
The security of personal details on the Internet	84	8	84	6
Confidentiality of medical records	74	11	78	10
Government interception of telephone calls or email	72	12	72	13
The privacy of personal details held for credit reporting	64	14	67	13
Tracking people on the Internet	60	14	62	16
The availability of personal details on public registers (for example, the Motor Vehicle Register and the Electoral Roll)	51	24	54	23
Employer monitoring of emails	51	24	50	25
A compulsory ID number for every New Zealander	50	34	50	31
Data sharing between Government departments	43	30	37	32
Random drug testing of employees	40	37	36	44
Video surveillance in public places	28	53	30	45

CONCERNED ABOUT - UNEMPLOYMENT

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

Unemployment

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
ALL	750	18%	23%	31%	19%	9%	0%
AREA							
Auckland	242	20%	23%	26%	21%	9%	1%
Provincial	338	19%	24%	31%	19%	7%	0%
Christchurch	86	20%	20%	36%	13%	11%	0%
Wellington	84	12%	23%	40%	17%	8%	0%
RURAL	133	22%	27%	27%	18%	6%	0%
SEX							
Male	359	15%	25%	30%	21%	9%	0%
Female	391	21%	22%	31%	17%	8%	1%
AGE GROUP							
Under 30	131	21%	20%	28%	19%	11%	1%
30-44	279	16%	22%	32%	22%	8%	0%
45-59	174	21%	20%	32%	19%	8%	0%
60 Plus	164	19%	32%	29%	14%	5%	1%
OCCUPATION							
Professionals, Managers	186	11%	20%	39%	21%	8%	1%
Technicians, Associate Professionals	98	25%	17%	26%	22%	9%	1%
Clerks	46	11%	26%	33%	22%	8%	0%
Sales and service workers	52	25%	21%	28%	22%	4%	0%
Blue collar	113	27%	19%	28%	16%	10%	0%
Students	40	8%	24%	19%	31%	18%	0%
Retired	106	16%	38%	27%	14%	5%	0%
Homemaker	67	26%	22%	29%	12%	11%	0%
Not employed	18	13%	24%	43%	15%	5%	0%
Self employed	24	24%	28%	26%	16%	6%	0%
PERSONAL INCOME							
Less than \$15,000	147	21%	26%	28%	16%	9%	0%
\$15,001-25,000	111	26%	25%	29%	11%	9%	0%
\$25,001-30,000	67	27%	33%	18%	17%	5%	0%
\$30,001-40,000	96	22%	18%	34%	21%	4%	1%
\$40,001-50,000	90	17%	19%	27%	23%	12%	2%
\$50,001-70,000	99	8%	21%	40%	23%	8%	0%
More than \$70,000	76	6%	23%	34%	25%	12%	0%
Maori	82	35%	17%	25%	19%	4%	0%
Non-Maori	668	16%	24%	32%	19%	9%	0%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	21%	24%	31%	16%	8%	0%
Total not good job	184	20%	29%	29%	16%	6%	0%

CONCERNED ABOUT - POWER OF GOVERNMENT

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

Power of Government

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
ALL	750	22%	30%	26%	12%	8%	2%
AREA							
Auckland	242	26%	27%	24%	14%	7%	2%
Provincial	338	22%	32%	25%	11%	8%	2%
Christchurch	86	23%	32%	28%	10%	6%	1%
Wellington	84	9%	32%	38%	10%	10%	1%
RURAL	133	26%	35%	21%	12%	4%	2%
SEX							
Male	359	19%	32%	25%	15%	8%	1%
Female	391	25%	29%	28%	9%	7%	2%
AGE GROUP							
Under 30	131	17%	24%	28%	14%	15%	2%
30-44	279	22%	33%	24%	12%	8%	1%
45-59	174	21%	30%	31%	12%	5%	1%
60 Plus	164	29%	30%	24%	9%	5%	3%
OCCUPATION							
Professionals, Managers	186	23%	28%	25%	14%	9%	1%
Technicians, Associate Professionals	98	18%	36%	21%	15%	8%	2%
Clerks	46	26%	26%	33%	15%	0%	0%
Sales and service workers	52	21%	27%	38%	14%	0%	0%
Blue collar	113	26%	33%	20%	6%	13%	2%
Students	40	12%	22%	22%	27%	17%	0%
Retired	106	25%	29%	31%	8%	3%	4%
Homemaker	67	20%	30%	29%	8%	13%	0%
Not employed	18	9%	29%	42%	7%	0%	13%
Self employed	24	30%	42%	18%	7%	3%	0%
PERSONAL INCOME							
Less than \$15,000	147	22%	29%	27%	11%	8%	3%
\$15,001-25,000	111	25%	33%	26%	5%	10%	1%
\$25,001-30,000	67	33%	18%	31%	12%	3%	3%
\$30,001-40,000	96	27%	30%	21%	14%	8%	0%
\$40,001-50,000	90	24%	42%	19%	8%	4%	3%
\$50,001-70,000	99	17%	26%	28%	19%	10%	0%
More than \$70,000	76	11%	38%	28%	17%	6%	0%
Maori	82	23%	26%	31%	8%	12%	0%
Non-Maori	668	22%	31%	26%	12%	7%	2%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	21%	34%	27%	9%	7%	2%
Total not good job	184	31%	28%	25%	11%	5%	0%

CONCERNED ABOUT - HEALTH SERVICES

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

Health services

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
ALL	750	42%	31%	16%	8%	3%	0%
AREA							
Auckland	242	38%	30%	21%	8%	2%	1%
Provincial	338	45%	30%	14%	7%	4%	0%
Christchurch	86	54%	26%	9%	10%	1%	0%
Wellington	84	34%	39%	19%	7%	1%	0%
RURAL	133	50%	23%	15%	7%	5%	0%
SEX							
Male	359	31%	35%	20%	11%	3%	0%
Female	391	53%	26%	13%	5%	3%	0%
AGE GROUP							
Under 30	131	37%	26%	22%	10%	4%	1%
30-44	279	39%	34%	17%	8%	2%	0%
45-59	174	48%	30%	14%	6%	2%	0%
60 Plus	164	47%	30%	13%	7%	3%	0%
OCCUPATION							
Professionals, Managers	186	38%	34%	17%	7%	3%	1%
Technicians, Associate Professionals	98	40%	34%	16%	7%	3%	0%
Clerks	46	47%	37%	7%	6%	3%	0%
Sales and service workers	52	42%	26%	22%	10%	0%	0%
Blue collar	113	45%	25%	20%	7%	3%	0%
Students	40	23%	31%	24%	18%	4%	0%
Retired	106	45%	32%	14%	8%	1%	0%
Homemaker	67	60%	24%	7%	5%	4%	0%
Not employed	18	43%	15%	23%	14%	5%	0%
Self employed	24	43%	31%	23%	3%	0%	0%
PERSONAL INCOME							
Less than \$15,000	147	49%	28%	11%	10%	2%	0%
\$15,001-25,000	111	50%	25%	16%	5%	4%	0%
\$25,001-30,000	67	54%	18%	11%	13%	4%	0%
\$30,001-40,000	96	33%	40%	16%	7%	4%	0%
\$40,001-50,000	90	44%	30%	19%	4%	1%	2%
\$50,001-70,000	99	34%	39%	21%	4%	2%	0%
More than \$70,000	76	26%	38%	23%	12%	1%	0%
Maori	82	50%	21%	20%	3%	6%	0%
Non-Maori	668	42%	32%	16%	8%	2%	0%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	45%	26%	18%	8%	3%	0%
Total not good job	184	45%	32%	14%	7%	2%	0%

CONCERNED ABOUT - INDIVIDUAL PRIVACY

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

Individual privacy

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
ALL	750	27%	29%	25%	12%	7%	0%
AREA							
Auckland	242	31%	25%	24%	13%	7%	0%
Provincial	338	26%	30%	25%	11%	8%	0%
Christchurch	86	27%	26%	28%	10%	9%	0%
Wellington	84	21%	41%	21%	11%	6%	0%
RURAL	133	32%	24%	30%	7%	7%	0%
SEX							
Male	359	24%	30%	25%	13%	8%	0%
Female	391	29%	28%	25%	11%	7%	0%
AGE GROUP							
Under 30	131	27%	29%	20%	15%	9%	0%
30-44	279	27%	28%	27%	11%	7%	0%
45-59	174	25%	33%	27%	12%	3%	0%
60 Plus	164	28%	27%	24%	10%	10%	1%
OCCUPATION							
Professionals, Managers	186	20%	31%	26%	15%	7%	1%
Technicians, Associate Professionals	98	24%	28%	23%	17%	8%	0%
Clerks	46	19%	31%	40%	5%	5%	0%
Sales and service workers	52	18%	33%	36%	13%	0%	0%
Blue collar	113	41%	23%	24%	3%	9%	0%
Students	40	13%	22%	27%	28%	10%	0%
Retired	106	30%	31%	22%	8%	9%	0%
Homemaker	67	34%	27%	18%	10%	10%	1%
Not employed	18	50%	42%	8%	0%	0%	0%
Self employed	24	42%	28%	21%	9%	0%	0%
PERSONAL INCOME							
Less than \$15,000	147	32%	29%	20%	9%	10%	0%
\$15,001-25,000	111	34%	28%	24%	8%	6%	0%
\$25,001-30,000	67	23%	35%	22%	12%	5%	3%
\$30,001-40,000	96	26%	21%	29%	15%	9%	0%
\$40,001-50,000	90	24%	32%	31%	6%	7%	0%
\$50,001-70,000	99	12%	30%	33%	17%	8%	0%
More than \$70,000	76	22%	30%	27%	18%	3%	0%
Maori	82	35%	25%	22%	12%	6%	0%
Non-Maori	668	26%	30%	25%	12%	7%	0%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	29%	29%	26%	10%	6%	0%
Total not good job	184	32%	29%	21%	11%	7%	0%

CONCERNED ABOUT - EDUCATION

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

Education

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
ALL	750	46%	29%	16%	5%	3%	1%
AREA							
Auckland	242	40%	31%	17%	6%	5%	1%
Provincial	338	49%	27%	15%	7%	2%	0%
Christchurch	86	56%	23%	13%	4%	4%	0%
Wellington	84	39%	41%	15%	0%	5%	0%
RURAL	133	55%	21%	14%	8%	2%	0%
SEX							
Male	359	35%	35%	19%	7%	4%	0%
Female	391	55%	24%	13%	4%	3%	1%
AGE GROUP							
Under 30	131	41%	31%	17%	6%	4%	1%
30-44	279	50%	26%	17%	3%	4%	0%
45-59	174	48%	29%	15%	5%	2%	1%
60 Plus	164	41%	36%	12%	8%	3%	0%
OCCUPATION							
Professionals, Managers	186	47%	26%	18%	6%	2%	1%
Technicians, Associate Professionals	98	41%	36%	13%	7%	3%	0%
Clerks	46	50%	33%	14%	2%	0%	1%
Sales and service workers	52	37%	25%	24%	6%	8%	0%
Blue collar	113	49%	29%	15%	3%	3%	1%
Students	40	39%	22%	26%	8%	5%	0%
Retired	106	41%	34%	13%	7%	4%	1%
Homemaker	67	55%	28%	8%	2%	7%	0%
Not employed	18	43%	33%	17%	7%	0%	0%
Self employed	24	67%	21%	9%	3%	0%	0%
PERSONAL INCOME							
Less than \$15,000	147	51%	27%	16%	4%	2%	0%
\$15,001-25,000	111	51%	29%	12%	3%	5%	0%
\$25,001-30,000	67	54%	19%	20%	5%	1%	1%
\$30,001-40,000	96	39%	35%	13%	8%	5%	0%
\$40,001-50,000	90	45%	29%	16%	3%	4%	3%
\$50,001-70,000	99	45%	31%	15%	9%	0%	0%
More than \$70,000	76	35%	37%	21%	3%	4%	0%
Maori	82	63%	20%	15%	2%	0%	0%
Non-Maori	668	44%	30%	16%	6%	4%	0%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	50%	22%	17%	5%	5%	1%
Total not good job	184	46%	30%	16%	6%	2%	0%

CONCERNED ABOUT - THE ECONOMY

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

The economy

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
ALL	750	29%	33%	27%	8%	3%	0%
AREA							
Auckland	242	32%	32%	25%	6%	4%	1%
Provincial	338	27%	33%	28%	9%	3%	0%
Christchurch	86	30%	33%	26%	9%	2%	0%
Wellington	84	24%	37%	31%	5%	3%	0%
RURAL	133	30%	38%	23%	6%	3%	0%
SEX							
Male	359	27%	31%	31%	8%	3%	0%
Female	391	30%	35%	25%	7%	3%	0%
AGE GROUP							
Under 30	131	28%	29%	29%	9%	4%	1%
30-44	279	31%	33%	28%	5%	3%	0%
45-59	174	27%	37%	23%	10%	3%	0%
60 Plus	164	28%	32%	31%	7%	1%	1%
OCCUPATION							
Professionals, Managers	186	27%	35%	28%	7%	2%	1%
Technicians, Associate Professionals	98	33%	33%	25%	6%	3%	0%
Clerks	46	34%	23%	28%	15%	0%	0%
Sales and service workers	52	36%	25%	34%	5%	0%	0%
Blue collar	113	33%	28%	24%	6%	8%	1%
Students	40	15%	36%	33%	12%	4%	0%
Retired	106	24%	37%	32%	7%	0%	0%
Homemaker	67	28%	41%	20%	6%	5%	0%
Not employed	18	21%	25%	36%	18%	0%	0%
Self employed	24	33%	36%	28%	3%	0%	0%
PERSONAL INCOME							
Less than \$15,000	147	25%	35%	25%	12%	3%	0%
\$15,001-25,000	111	25%	37%	26%	7%	5%	0%
\$25,001-30,000	67	34%	28%	31%	7%	0%	0%
\$30,001-40,000	96	31%	25%	34%	8%	1%	1%
\$40,001-50,000	90	35%	32%	19%	7%	5%	2%
\$50,001-70,000	99	22%	41%	28%	7%	2%	0%
More than \$70,000	76	29%	33%	34%	2%	2%	0%
Maori	82	32%	24%	28%	9%	7%	0%
Non-Maori	668	28%	34%	28%	7%	3%	0%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	27%	35%	29%	7%	2%	0%
Total not good job	184	35%	33%	22%	7%	3%	0%

CONCERNED ABOUT - THE ENVIRONMENT GENERALLY

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

The environment generally

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
ALL	750	31%	34%	23%	8%	4%	0%
AREA							
Auckland	242	28%	38%	17%	9%	7%	1%
Provincial	338	31%	32%	25%	8%	3%	1%
Christchurch	86	30%	31%	31%	7%	1%	0%
Wellington	84	35%	35%	24%	4%	2%	0%
RURAL	133	34%	31%	25%	7%	3%	0%
SEX							
Male	359	26%	33%	29%	8%	4%	0%
Female	391	35%	35%	17%	8%	4%	1%
AGE GROUP							
Under 30	131	28%	33%	18%	14%	6%	1%
30-44	279	31%	36%	23%	6%	4%	0%
45-59	174	34%	33%	24%	6%	3%	0%
60 Plus	164	28%	32%	26%	10%	3%	1%
OCCUPATION							
Professionals, Managers	186	29%	40%	20%	7%	3%	1%
Technicians, Associate Professionals	98	35%	31%	23%	7%	4%	0%
Clerks	46	19%	45%	23%	10%	3%	0%
Sales and service workers	52	30%	31%	28%	11%	0%	0%
Blue collar	113	30%	31%	29%	6%	4%	0%
Students	40	18%	39%	18%	17%	8%	0%
Retired	106	32%	27%	28%	10%	3%	0%
Homemaker	67	36%	34%	12%	8%	8%	2%
Not employed	18	45%	32%	16%	0%	7%	0%
Self employed	24	38%	26%	33%	3%	0%	0%
PERSONAL INCOME							
Less than \$15,000	147	39%	27%	23%	8%	3%	0%
\$15,001-25,000	111	25%	43%	12%	9%	11%	0%
\$25,001-30,000	67	32%	33%	26%	8%	0%	1%
\$30,001-40,000	96	28%	37%	28%	6%	1%	0%
\$40,001-50,000	90	37%	34%	20%	4%	3%	2%
\$50,001-70,000	99	26%	37%	26%	7%	4%	0%
More than \$70,000	76	25%	30%	35%	8%	2%	0%
Maori	82	46%	29%	15%	8%	2%	0%
Non-Maori	668	29%	35%	24%	8%	4%	0%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	30%	38%	20%	8%	4%	0%
Total not good job	184	27%	30%	30%	9%	4%	0%

CONCERNED ABOUT - THE POSSIBILITY OF A MAJOR TERRORIST ATTACK IN NEW ZEALAND

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

The possibility of a major terrorist attack in New Zealand

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
ALL	750	16%	13%	20%	27%	24%	0%
AREA							
Auckland	242	20%	10%	18%	29%	22%	1%
Provincial	338	17%	14%	21%	24%	24%	0%
Christchurch	86	11%	12%	28%	27%	22%	0%
Wellington	84	12%	13%	17%	28%	30%	0%
RURAL	133	19%	17%	26%	22%	16%	0%
SEX							
Male	359	13%	10%	17%	33%	27%	0%
Female	391	19%	16%	23%	21%	21%	0%
AGE GROUP							
Under 30	131	21%	6%	16%	31%	26%	0%
30-44	279	18%	12%	17%	28%	25%	0%
45-59	174	13%	15%	24%	23%	24%	1%
60 Plus	164	14%	17%	26%	24%	19%	0%
OCCUPATION							
Professionals, Managers	186	11%	11%	21%	29%	28%	0%
Technicians, Associate Professionals	98	15%	15%	14%	33%	22%	1%
Clerks	46	12%	17%	30%	25%	14%	2%
Sales and service workers	52	22%	14%	15%	26%	23%	0%
Blue collar	113	26%	8%	23%	17%	26%	0%
Students	40	13%	4%	9%	39%	35%	0%
Retired	106	15%	21%	24%	23%	17%	0%
Homemaker	67	22%	9%	21%	26%	22%	0%
Not employed	18	26%	17%	10%	29%	18%	0%
Self employed	24	9%	24%	24%	22%	21%	0%
PERSONAL INCOME							
Less than \$15,000	147	15%	13%	18%	29%	24%	1%
\$15,001-25,000	111	26%	12%	24%	21%	17%	0%
\$25,001-30,000	67	21%	19%	24%	15%	21%	0%
\$30,001-40,000	96	17%	15%	17%	18%	33%	0%
\$40,001-50,000	90	21%	9%	20%	24%	25%	1%
\$50,001-70,000	99	8%	10%	18%	36%	28%	0%
More than \$70,000	76	9%	11%	23%	37%	20%	0%
Maori	82	26%	10%	16%	25%	22%	1%
Non-Maori	668	15%	13%	21%	27%	24%	0%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	17%	15%	21%	25%	22%	0%
Total not good job	184	20%	15%	18%	25%	21%	1%

CONCERNED ABOUT - THE LEVEL OF CRIME AND VIOLENCE IN NEW ZEALAND

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

The level of crime and violence in New Zealand

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
ALL	750	48%	26%	17%	6%	3%	0%
AREA							
Auckland	242	41%	31%	18%	7%	2%	1%
Provincial	338	51%	25%	16%	5%	3%	0%
Christchurch	86	62%	22%	10%	3%	3%	0%
Wellington	84	39%	21%	26%	12%	2%	0%
RURAL	133	54%	26%	13%	5%	2%	0%
SEX							
Male	359	40%	30%	20%	7%	3%	0%
Female	391	55%	23%	15%	5%	2%	0%
AGE GROUP							
Under 30	131	34%	25%	25%	12%	3%	1%
30-44	279	47%	27%	17%	6%	3%	0%
45-59	174	48%	27%	17%	6%	2%	0%
60 Plus	164	58%	26%	12%	2%	2%	0%
OCCUPATION							
Professionals, Managers	186	44%	28%	19%	5%	3%	1%
Technicians, Associate Professionals	98	42%	28%	21%	5%	3%	1%
Clerks	46	51%	26%	19%	4%	0%	0%
Sales and service workers	52	48%	27%	15%	10%	0%	0%
Blue collar	113	54%	25%	11%	6%	4%	0%
Students	40	26%	18%	28%	28%	0%	0%
Retired	106	59%	25%	11%	3%	2%	0%
Homemaker	67	54%	23%	16%	4%	3%	0%
Not employed	18	45%	37%	18%	0%	0%	0%
Self employed	24	28%	30%	32%	7%	3%	0%
PERSONAL INCOME							
Less than \$15,000	147	54%	18%	17%	10%	1%	0%
\$15,001-25,000	111	60%	22%	13%	4%	1%	0%
\$25,001-30,000	67	60%	19%	11%	6%	4%	0%
\$30,001-40,000	96	42%	23%	24%	7%	4%	0%
\$40,001-50,000	90	46%	27%	19%	7%	0%	1%
\$50,001-70,000	99	37%	38%	16%	8%	1%	0%
More than \$70,000	76	32%	36%	25%	2%	5%	0%
Maori	82	57%	18%	16%	4%	5%	0%
Non-Maori	668	47%	27%	17%	7%	2%	0%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	48%	23%	18%	7%	3%	1%
Total not good job	184	55%	26%	14%	3%	2%	0%

NECESSITY OF ORGANISATIONS - THE PRIVACY COMMISSION

In your view, does New Zealand need the following Government organisations?

The Privacy Commission

	Base	Yes, Need	No, not need	Unsure
ALL	750	72%	22%	6%
AREA				
Auckland	242	74%	21%	5%
Provincial	338	70%	24%	6%
Christchurch	86	68%	21%	11%
Wellington	84	75%	19%	6%
RURAL	133	69%	26%	5%
SEX				
Male	359	66%	27%	7%
Female	391	77%	17%	6%
AGE GROUP				
Under 30	131	85%	10%	5%
30-44	279	76%	19%	5%
45-59	174	76%	20%	4%
60 Plus	164	51%	39%	10%
OCCUPATION				
Professionals, Managers	186	74%	21%	5%
Technicians, Associate Professionals	98	76%	21%	3%
Clerks	46	71%	24%	5%
Sales and service workers	52	83%	17%	0%
Blue collar	113	67%	23%	10%
Students	40	76%	16%	8%
Retired	106	52%	36%	12%
Homemaker	67	81%	15%	4%
Not employed	18	86%	7%	7%
Self employed	24	78%	19%	3%
PERSONAL INCOME				
Less than \$15,000	147	70%	23%	7%
\$15,001-25,000	111	72%	19%	9%
\$25,001-30,000	67	76%	18%	6%
\$30,001-40,000	96	74%	21%	5%
\$40,001-50,000	90	77%	22%	1%
\$50,001-70,000	99	75%	19%	6%
More than \$70,000	76	59%	36%	5%
Maori	82	84%	16%	0%
Non-Maori	668	70%	23%	7%
PERFORMANCE OF THE PRIVACY COMMISSIONER				
Total good job	378	88%	11%	1%
Total not good job	184	53%	42%	5%

PERFORMANCE OF THE PRIVACY COMMISSIONER

How good a job do you think the Privacy Commissioner is doing? An excellent job, a good job, not that good a job, or a poor job?

	Base	An excellent job	A good job	Not that good a job	A poor job	Unsure
ALL	750	4%	47%	18%	6%	25%
AREA						
Auckland	242	3%	47%	20%	2%	28%
Provincial	338	5%	45%	17%	8%	25%
Christchurch	86	4%	52%	16%	6%	22%
Wellington	84	3%	45%	20%	10%	22%
RURAL	133	5%	47%	13%	10%	25%
SEX						
Male	359	4%	40%	19%	10%	27%
Female	391	4%	53%	17%	3%	23%
AGE GROUP						
Under 30	131	1%	59%	15%	2%	23%
30-44	279	4%	48%	14%	5%	29%
45-59	174	4%	45%	21%	6%	24%
60 Plus	164	5%	36%	26%	12%	21%
OCCUPATION						
Professionals, Managers	186	5%	49%	13%	6%	27%
Technicians, Associate Professionals	98	5%	33%	26%	6%	30%
Clerks	46	0%	59%	12%	2%	27%
Sales and service workers	52	4%	51%	14%	1%	30%
Blue collar	113	5%	43%	19%	11%	22%
Students	40	0%	66%	7%	0%	27%
Retired	106	5%	33%	30%	10%	22%
Homemaker	67	2%	63%	17%	3%	15%
Not employed	18	0%	55%	12%	7%	26%
Self employed	24	3%	44%	21%	6%	26%
PERSONAL INCOME						
Less than \$15,000	147	3%	54%	15%	7%	21%
\$15,001-25,000	111	4%	48%	18%	6%	24%
\$25,001-30,000	67	2%	54%	24%	4%	16%
\$30,001-40,000	96	2%	50%	20%	6%	22%
\$40,001-50,000	90	2%	43%	15%	8%	32%
\$50,001-70,000	99	7%	35%	20%	5%	33%
More than \$70,000	76	2%	42%	18%	9%	29%
Maori	82	3%	46%	23%	6%	22%
Non-Maori	668	4%	47%	18%	6%	25%

CONCERN - A BUSINESS THAT YOU DON'T KNOW GETS HOLD OF YOUR PERSONAL INFORMATION

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

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

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
ALL	750	75%	14%	6%	2%	3%	0%
AREA							
Auckland	242	74%	14%	5%	2%	4%	1%
Provincial	338	77%	11%	6%	2%	4%	0%
Christchurch	86	76%	15%	8%	1%	0%	0%
Wellington	84	71%	22%	6%	1%	0%	0%
RURAL	133	78%	9%	5%	5%	2%	1%
SEX							
Male	359	70%	16%	6%	3%	4%	1%
Female	391	80%	12%	5%	1%	2%	0%
AGE GROUP							
Under 30	131	74%	13%	5%	3%	4%	1%
30-44	279	72%	15%	9%	1%	3%	0%
45-59	174	78%	16%	3%	1%	2%	0%
60 Plus	164	80%	9%	4%	2%	4%	1%
OCCUPATION							
Professionals, Managers	186	73%	15%	9%	2%	1%	0%
Technicians, Associate Professionals	98	78%	13%	2%	3%	4%	0%
Clerks	46	72%	23%	3%	0%	0%	2%
Sales and service workers	52	77%	19%	3%	0%	1%	0%
Blue collar	113	75%	10%	6%	4%	5%	0%
Students	40	70%	14%	5%	3%	5%	3%
Retired	106	79%	8%	6%	2%	4%	1%
Homemaker	67	77%	14%	6%	0%	3%	0%
Not employed	18	87%	13%	0%	0%	0%	0%
Self employed	24	67%	15%	11%	7%	0%	0%
PERSONAL INCOME							
Less than \$15,000	147	78%	9%	5%	3%	4%	1%
\$15,001-25,000	111	76%	14%	3%	1%	5%	1%
\$25,001-30,000	67	81%	14%	1%	3%	1%	0%
\$30,001-40,000	96	76%	16%	5%	0%	3%	0%
\$40,001-50,000	90	81%	11%	5%	1%	2%	0%
\$50,001-70,000	99	72%	19%	6%	1%	2%	0%
More than \$70,000	76	68%	14%	9%	5%	4%	0%
Maori	82	77%	10%	6%	5%	2%	0%
Non-Maori	668	75%	14%	6%	2%	3%	0%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	80%	11%	5%	2%	2%	0%
Total not good job	184	77%	14%	5%	2%	2%	0%

CONCERN - A BUSINESS MONITORS YOUR ACTIVITIES ON THE INTERNET, RECORDING INFORMATION ON THE SITES YOU VISIT WITHOUT YOUR KNOWLEDGE

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

A business monitors your activities on the Internet, recording information on the sites you visit without your knowledge

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
ALL	750	68%	17%	5%	3%	6%	1%
AREA							
Auckland	242	65%	16%	7%	3%	8%	1%
Provincial	338	67%	17%	5%	3%	6%	2%
Christchurch	86	73%	17%	4%	1%	4%	1%
Wellington	84	72%	18%	4%	4%	2%	0%
RURAL	133	69%	9%	8%	6%	7%	1%
SEX							
Male	359	66%	18%	6%	2%	8%	0%
Female	391	70%	15%	5%	3%	4%	3%
AGE GROUP							
Under 30	131	60%	23%	5%	3%	9%	0%
30-44	279	66%	20%	6%	2%	6%	0%
45-59	174	72%	15%	5%	2%	5%	1%
60 Plus	164	72%	8%	5%	4%	5%	6%
OCCUPATION							
Professionals, Managers	186	70%	19%	4%	3%	4%	0%
Technicians, Associate Professionals	98	72%	19%	2%	2%	5%	0%
Clerks	46	79%	17%	2%	0%	2%	0%
Sales and service workers	52	69%	20%	4%	0%	5%	2%
Blue collar	113	60%	15%	7%	5%	13%	0%
Students	40	45%	33%	8%	4%	10%	0%
Retired	106	74%	8%	4%	3%	4%	7%
Homemaker	67	64%	14%	11%	3%	5%	3%
Not employed	18	68%	8%	19%	0%	0%	5%
Self employed	24	67%	18%	9%	0%	6%	0%
PERSONAL INCOME							
Less than \$15,000	147	63%	14%	8%	4%	8%	3%
\$15,001-25,000	111	71%	15%	2%	3%	6%	3%
\$25,001-30,000	67	81%	8%	4%	1%	5%	1%
\$30,001-40,000	96	69%	16%	5%	2%	7%	1%
\$40,001-50,000	90	66%	17%	8%	5%	4%	0%
\$50,001-70,000	99	64%	27%	3%	2%	3%	1%
More than \$70,000	76	66%	15%	7%	3%	9%	0%
Maori	82	66%	14%	9%	6%	5%	0%
Non-Maori	668	68%	17%	5%	2%	6%	2%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	69%	16%	5%	3%	6%	1%
Total not good job	184	73%	12%	6%	1%	6%	2%

CONCERN - YOU SUPPLY YOUR INFORMATION TO A BUSINESS FOR A SPECIFIC PURPOSE AND THE BUSINESS USED IT FOR ANOTHER

PURPOSE

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

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

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
ALL	750	73%	16%	6%	2%	2%	1%
AREA							
Auckland	242	73%	14%	5%	4%	3%	1%
Provincial	338	74%	16%	6%	2%	1%	1%
Christchurch	86	78%	15%	4%	1%	2%	0%
Wellington	84	65%	19%	13%	0%	1%	2%
RURAL	133	75%	13%	6%	3%	1%	2%
SEX							
Male	359	69%	18%	6%	3%	3%	1%
Female	391	77%	13%	7%	2%	1%	0%
AGE GROUP							
Under 30	131	62%	18%	13%	5%	1%	1%
30-44	279	74%	17%	5%	1%	2%	1%
45-59	174	78%	13%	6%	1%	2%	0%
60 Plus	164	75%	15%	5%	3%	2%	0%
OCCUPATION							
Professionals, Managers	186	73%	16%	9%	1%	1%	0%
Technicians, Associate Professionals	98	74%	14%	3%	1%	6%	2%
Clerks	46	66%	30%	2%	0%	2%	0%
Sales and service workers	52	77%	17%	2%	4%	0%	0%
Blue collar	113	71%	13%	8%	3%	2%	3%
Students	40	57%	24%	11%	8%	0%	0%
Retired	106	76%	15%	5%	1%	2%	1%
Homemaker	67	77%	10%	9%	2%	2%	0%
Not employed	18	83%	6%	7%	4%	0%	0%
Self employed	24	78%	12%	0%	10%	0%	0%
PERSONAL INCOME							
Less than \$15,000	147	74%	11%	8%	4%	3%	0%
\$15,001-25,000	111	75%	17%	3%	3%	2%	0%
\$25,001-30,000	67	73%	13%	7%	4%	1%	2%
\$30,001-40,000	96	72%	13%	11%	0%	2%	2%
\$40,001-50,000	90	75%	20%	1%	2%	1%	1%
\$50,001-70,000	99	75%	18%	3%	2%	2%	0%
More than \$70,000	76	61%	24%	9%	2%	4%	0%
Maori	82	72%	14%	8%	3%	3%	0%
Non-Maori	668	73%	16%	6%	2%	2%	1%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	75%	15%	5%	3%	1%	1%
Total not good job	184	76%	11%	7%	2%	4%	0%

CONCERN - A BUSINESS ASKS YOU FOR PERSONAL INFORMATION THAT DOESN'T SEEM RELEVANT TO THE PURPOSE OF THE TRANSACTION

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

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

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
ALL	750	64%	21%	10%	2%	3%	0%
AREA							
Auckland	242	67%	19%	10%	1%	3%	0%
Provincial	338	63%	20%	13%	1%	3%	0%
Christchurch	86	67%	21%	3%	3%	6%	0%
Wellington	84	54%	28%	8%	6%	4%	0%
RURAL	133	68%	18%	7%	3%	3%	1%
SEX							
Male	359	58%	25%	11%	3%	3%	0%
Female	391	69%	17%	9%	2%	3%	0%
AGE GROUP							
Under 30	131	45%	27%	22%	1%	4%	1%
30-44	279	64%	24%	6%	3%	3%	0%
45-59	174	71%	17%	8%	2%	2%	0%
60 Plus	164	70%	15%	9%	2%	4%	0%
OCCUPATION							
Professionals, Managers	186	59%	28%	9%	3%	1%	0%
Technicians, Associate Professionals	98	60%	25%	8%	0%	7%	0%
Clerks	46	71%	19%	7%	3%	0%	0%
Sales and service workers	52	71%	16%	6%	5%	2%	0%
Blue collar	113	68%	8%	16%	2%	5%	1%
Students	40	33%	40%	16%	3%	8%	0%
Retired	106	70%	16%	9%	1%	4%	0%
Homemaker	67	72%	16%	9%	0%	3%	0%
Not employed	18	63%	37%	0%	0%	0%	0%
Self employed	24	68%	13%	19%	0%	0%	0%
PERSONAL INCOME							
Less than \$15,000	147	62%	22%	10%	1%	5%	0%
\$15,001-25,000	111	68%	12%	11%	1%	8%	0%
\$25,001-30,000	67	64%	19%	10%	2%	3%	2%
\$30,001-40,000	96	57%	23%	16%	2%	2%	0%
\$40,001-50,000	90	68%	19%	11%	1%	1%	0%
\$50,001-70,000	99	64%	30%	5%	1%	0%	0%
More than \$70,000	76	57%	25%	7%	6%	5%	0%
Maori	82	67%	19%	11%	1%	2%	0%
Non-Maori	668	63%	21%	10%	2%	4%	0%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	65%	19%	11%	2%	3%	0%
Total not good job	184	66%	20%	9%	1%	4%	0%

CONCERN OVER PRIVACY ISSUES - TRACKING PEOPLE ON THE INTERNET

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 people on the Internet

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
ALL	750	40%	22%	19%	8%	8%	3%
AREA							
Auckland	242	41%	22%	19%	8%	7%	3%
Provincial	338	39%	20%	19%	9%	9%	4%
Christchurch	86	40%	21%	21%	7%	8%	3%
Wellington	84	45%	29%	16%	6%	3%	1%
RURAL	133	42%	22%	12%	9%	11%	4%
SEX							
Male	359	39%	21%	19%	9%	10%	2%
Female	391	42%	23%	19%	6%	6%	4%
AGE GROUP							
Under 30	131	37%	30%	14%	14%	5%	0%
30-44	279	42%	22%	20%	6%	9%	1%
45-59	174	47%	19%	19%	5%	6%	4%
60 Plus	164	33%	17%	22%	9%	9%	10%
OCCUPATION							
Professionals, Managers	186	41%	23%	23%	7%	4%	2%
Technicians, Associate Professionals	98	39%	24%	22%	5%	6%	4%
Clerks	46	43%	20%	13%	7%	10%	7%
Sales and service workers	52	47%	20%	14%	7%	11%	1%
Blue collar	113	37%	21%	16%	10%	16%	0%
Students	40	35%	25%	20%	18%	2%	0%
Retired	106	34%	15%	22%	10%	9%	10%
Homemaker	67	43%	28%	15%	2%	9%	3%
Not employed	18	48%	23%	16%	8%	0%	5%
Self employed	24	59%	20%	12%	6%	3%	0%
PERSONAL INCOME							
Less than \$15,000	147	37%	18%	17%	12%	11%	5%
\$15,001-25,000	111	41%	16%	27%	5%	8%	3%
\$25,001-30,000	67	39%	29%	17%	1%	8%	6%
\$30,001-40,000	96	45%	23%	14%	10%	6%	2%
\$40,001-50,000	90	43%	27%	12%	9%	8%	1%
\$50,001-70,000	99	38%	23%	25%	7%	3%	4%
More than \$70,000	76	34%	21%	24%	8%	10%	3%
Maori	82	44%	27%	16%	4%	8%	1%
Non-Maori	668	40%	21%	19%	8%	8%	4%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	43%	23%	15%	8%	9%	2%
Total not good job	184	43%	19%	21%	5%	8%	4%

CONCERN OVER PRIVACY ISSUES - THE SECURITY OF PERSONAL DETAILS ON THE INTERNET

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.

The security of personal details on the Internet

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
ALL	750	63%	21%	8%	3%	3%	2%
AREA							
Auckland	242	63%	18%	11%	3%	4%	1%
Provincial	338	63%	20%	7%	4%	3%	3%
Christchurch	86	64%	24%	4%	1%	6%	1%
Wellington	84	59%	27%	10%	3%	1%	0%
RURAL	133	67%	16%	10%	2%	1%	4%
SEX							
Male	359	56%	22%	12%	4%	4%	2%
Female	391	68%	19%	5%	3%	3%	2%
AGE GROUP							
Under 30	131	49%	28%	16%	2%	5%	0%
30-44	279	64%	20%	7%	6%	2%	1%
45-59	174	70%	20%	6%	2%	2%	0%
60 Plus	164	62%	16%	7%	3%	6%	6%
OCCUPATION							
Professionals, Managers	186	61%	26%	7%	5%	1%	0%
Technicians, Associate Professionals	98	62%	23%	9%	1%	2%	3%
Clerks	46	67%	22%	10%	1%	0%	0%
Sales and service workers	52	77%	12%	8%	3%	0%	0%
Blue collar	113	59%	16%	7%	5%	11%	2%
Students	40	41%	25%	32%	2%	0%	0%
Retired	106	63%	16%	5%	3%	8%	5%
Homemaker	67	69%	21%	6%	0%	1%	3%
Not employed	18	54%	25%	0%	16%	0%	5%
Self employed	24	70%	18%	3%	6%	3%	0%
PERSONAL INCOME							
Less than \$15,000	147	62%	15%	10%	5%	4%	4%
\$15,001-25,000	111	66%	21%	5%	0%	6%	2%
\$25,001-30,000	67	75%	16%	5%	1%	1%	2%
\$30,001-40,000	96	58%	18%	12%	6%	4%	2%
\$40,001-50,000	90	65%	24%	6%	3%	2%	0%
\$50,001-70,000	99	63%	25%	7%	3%	2%	0%
More than \$70,000	76	55%	24%	10%	6%	3%	2%
Maori	82	69%	17%	6%	5%	3%	0%
Non-Maori	668	62%	21%	9%	3%	3%	2%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	63%	19%	10%	3%	4%	1%
Total not good job	184	70%	16%	7%	2%	3%	2%

CONCERN OVER PRIVACY ISSUES - A COMPULSORY ID NUMBER FOR EVERY NEW ZEALANDER

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.

A compulsory ID number for every New Zealander

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
ALL	750	37%	13%	18%	13%	18%	1%
AREA							
Auckland	242	37%	13%	20%	15%	14%	1%
Provincial	338	36%	12%	19%	13%	18%	2%
Christchurch	86	26%	18%	15%	13%	28%	0%
Wellington	84	45%	14%	12%	9%	20%	0%
RURAL	133	38%	13%	14%	15%	20%	0%
SEX							
Male	359	36%	12%	18%	16%	18%	0%
Female	391	37%	14%	19%	10%	19%	1%
AGE GROUP							
Under 30	131	41%	14%	21%	15%	8%	1%
30-44	279	40%	12%	19%	11%	17%	1%
45-59	174	33%	12%	17%	17%	20%	1%
60 Plus	164	31%	14%	17%	10%	26%	2%
OCCUPATION							
Professionals, Managers	186	27%	10%	23%	18%	21%	1%
Technicians, Associate Professionals	98	38%	15%	13%	15%	19%	0%
Clerks	46	22%	11%	24%	18%	20%	5%
Sales and service workers	52	46%	15%	22%	11%	6%	0%
Blue collar	113	51%	8%	15%	10%	16%	0%
Students	40	35%	9%	19%	19%	12%	6%
Retired	106	32%	16%	15%	8%	27%	2%
Homemaker	67	40%	21%	16%	6%	16%	1%
Not employed	18	51%	17%	16%	16%	0%	0%
Self employed	24	36%	21%	27%	0%	16%	0%
PERSONAL INCOME							
Less than \$15,000	147	39%	14%	19%	7%	19%	2%
\$15,001-25,000	111	42%	11%	12%	15%	17%	3%
\$25,001-30,000	67	33%	20%	20%	12%	14%	1%
\$30,001-40,000	96	45%	12%	17%	10%	15%	1%
\$40,001-50,000	90	35%	11%	19%	13%	22%	0%
\$50,001-70,000	99	33%	11%	18%	20%	18%	0%
More than \$70,000	76	26%	11%	21%	15%	27%	0%
Maori	82	53%	8%	21%	10%	8%	0%
Non-Maori	668	34%	14%	18%	13%	20%	1%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	36%	13%	19%	14%	17%	1%
Total not good job	184	43%	13%	16%	10%	18%	0%

CONCERN OVER PRIVACY ISSUES - DATA SHARING BETWEEN GOVERNMENT DEPARTMENTS

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.

Data sharing between Government departments

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
ALL	750	18%	19%	29%	14%	18%	2%
AREA							
Auckland	242	19%	18%	32%	15%	14%	2%
Provincial	338	18%	21%	27%	13%	18%	3%
Christchurch	86	14%	15%	30%	18%	21%	2%
Wellington	84	13%	25%	25%	13%	23%	1%
RURAL	133	22%	21%	22%	11%	21%	3%
SEX							
Male	359	16%	17%	28%	16%	22%	1%
Female	391	19%	21%	30%	13%	14%	3%
AGE GROUP							
Under 30	131	20%	13%	34%	16%	16%	1%
30-44	279	17%	19%	28%	14%	20%	2%
45-59	174	17%	24%	26%	14%	18%	1%
60 Plus	164	15%	21%	29%	14%	14%	7%
OCCUPATION							
Professionals, Managers	186	14%	18%	34%	12%	22%	0%
Technicians, Associate Professionals	98	22%	14%	27%	18%	19%	0%
Clerks	46	11%	30%	27%	23%	9%	0%
Sales and service workers	52	20%	19%	32%	12%	17%	0%
Blue collar	113	25%	14%	26%	11%	22%	2%
Students	40	11%	23%	26%	20%	17%	3%
Retired	106	15%	21%	26%	14%	16%	8%
Homemaker	67	25%	26%	24%	8%	12%	5%
Not employed	18	5%	37%	34%	19%	0%	5%
Self employed	24	14%	20%	34%	19%	13%	0%
PERSONAL INCOME							
Less than \$15,000	147	14%	27%	30%	11%	15%	3%
\$15,001-25,000	111	23%	15%	30%	14%	13%	5%
\$25,001-30,000	67	23%	21%	28%	20%	8%	0%
\$30,001-40,000	96	20%	17%	28%	13%	20%	2%
\$40,001-50,000	90	23%	19%	25%	18%	15%	0%
\$50,001-70,000	99	15%	13%	34%	14%	24%	0%
More than \$70,000	76	8%	19%	27%	14%	32%	0%
Maori	82	36%	10%	31%	13%	8%	2%
Non-Maori	668	15%	21%	29%	14%	19%	2%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	18%	21%	30%	13%	17%	1%
Total not good job	184	24%	22%	26%	11%	15%	2%

CONCERN OVER PRIVACY ISSUES - THE AVAILABILITY OF PERSONAL DETAILS ON PUBLIC REGISTERS (FOR EXAMPLE THE MOTOR VEHICLE REGISTER AND THE ELECTORAL ROLL)

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.

The availability of personal details on public registers (for example the Motor Vehicle Register and the Electoral Roll)

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
ALL	750	30%	24%	22%	11%	12%	1%
AREA							
Auckland	242	33%	23%	22%	11%	10%	1%
Provincial	338	30%	21%	25%	10%	13%	1%
Christchurch	86	26%	31%	10%	19%	14%	0%
Wellington	84	26%	26%	23%	8%	17%	0%
RURAL	133	36%	21%	18%	10%	14%	1%
SEX							
Male	359	26%	24%	24%	12%	13%	1%
Female	391	34%	23%	20%	10%	12%	1%
AGE GROUP							
Under 30	131	30%	21%	28%	9%	12%	0%
30-44	279	30%	26%	20%	13%	11%	0%
45-59	174	29%	26%	24%	12%	9%	0%
60 Plus	164	32%	20%	19%	9%	17%	3%
OCCUPATION							
Professionals, Managers	186	23%	29%	26%	14%	8%	0%
Technicians, Associate Professionals	98	25%	23%	19%	15%	17%	1%
Clerks	46	23%	29%	23%	9%	14%	2%
Sales and service workers	52	32%	32%	29%	4%	3%	0%
Blue collar	113	39%	19%	20%	10%	11%	1%
Students	40	22%	19%	31%	9%	19%	0%
Retired	106	33%	22%	16%	8%	20%	1%
Homemaker	67	47%	21%	12%	9%	10%	1%
Not employed	18	44%	16%	27%	8%	0%	5%
Self employed	24	23%	18%	31%	22%	6%	0%
PERSONAL INCOME							
Less than \$15,000	147	35%	20%	20%	8%	16%	1%
\$15,001-25,000	111	38%	23%	18%	12%	9%	0%
\$25,001-30,000	67	32%	17%	22%	15%	10%	4%
\$30,001-40,000	96	29%	28%	23%	4%	16%	0%
\$40,001-50,000	90	35%	18%	25%	11%	11%	0%
\$50,001-70,000	99	19%	36%	22%	13%	10%	0%
More than \$70,000	76	11%	31%	29%	18%	11%	0%
Maori	82	35%	21%	20%	16%	8%	0%
Non-Maori	668	30%	24%	22%	10%	13%	1%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	34%	20%	22%	11%	12%	1%
Total not good job	184	33%	27%	21%	9%	10%	0%

CONCERN OVER PRIVACY ISSUES - THE PRIVACY OF PERSONAL DETAILS HELD FOR CREDIT REPORTING

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.

The privacy of personal details held for credit reporting

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
ALL	750	40%	27%	19%	6%	7%	1%
AREA							
Auckland	242	41%	26%	19%	5%	8%	1%
Provincial	338	40%	24%	21%	7%	7%	1%
Christchurch	86	37%	28%	16%	8%	9%	2%
Wellington	84	45%	34%	14%	3%	4%	0%
RURAL	133	42%	22%	22%	5%	9%	0%
SEX							
Male	359	37%	27%	20%	8%	7%	1%
Female	391	43%	26%	18%	5%	7%	1%
AGE GROUP							
Under 30	131	34%	25%	20%	9%	12%	0%
30-44	279	38%	30%	19%	6%	6%	1%
45-59	174	42%	27%	20%	6%	5%	0%
60 Plus	164	46%	20%	18%	5%	8%	3%
OCCUPATION							
Professionals, Managers	186	38%	33%	16%	6%	7%	0%
Technicians, Associate Professionals	98	37%	31%	20%	5%	6%	1%
Clerks	46	37%	28%	18%	9%	5%	3%
Sales and service workers	52	36%	37%	22%	5%	0%	0%
Blue collar	113	43%	20%	18%	5%	13%	1%
Students	40	17%	25%	30%	15%	13%	0%
Retired	106	47%	15%	20%	6%	9%	3%
Homemaker	67	56%	26%	7%	6%	4%	1%
Not employed	18	30%	28%	42%	0%	0%	0%
Self employed	24	45%	15%	34%	6%	0%	0%
PERSONAL INCOME							
Less than \$15,000	147	40%	23%	19%	7%	10%	1%
\$15,001-25,000	111	48%	22%	19%	5%	3%	3%
\$25,001-30,000	67	46%	16%	29%	5%	4%	0%
\$30,001-40,000	96	35%	30%	17%	11%	7%	0%
\$40,001-50,000	90	43%	26%	15%	3%	11%	2%
\$50,001-70,000	99	36%	37%	15%	6%	6%	0%
More than \$70,000	76	27%	31%	23%	6%	11%	2%
Maori	82	41%	23%	23%	9%	4%	0%
Non-Maori	668	40%	27%	18%	6%	8%	1%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	41%	28%	18%	8%	5%	0%
Total not good job	184	44%	22%	21%	4%	8%	1%

CONCERN OVER PRIVACY ISSUES - CONFIDENT OF MEDICAL RECORDS

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.

Confidentiality of medical records

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
ALL	750	56%	22%	12%	6%	4%	0%
AREA							
Auckland	242	54%	26%	14%	4%	2%	0%
Provincial	338	56%	19%	10%	9%	5%	1%
Christchurch	86	54%	19%	14%	7%	6%	0%
Wellington	84	67%	19%	8%	2%	3%	1%
RURAL	133	54%	22%	8%	9%	6%	1%
SEX							
Male	359	51%	25%	13%	6%	5%	0%
Female	391	61%	18%	11%	6%	3%	1%
AGE GROUP							
Under 30	131	54%	25%	12%	7%	2%	0%
30-44	279	60%	21%	10%	6%	2%	1%
45-59	174	57%	21%	10%	8%	4%	0%
60 Plus	164	50%	19%	16%	5%	9%	1%
OCCUPATION							
Professionals, Managers	186	59%	23%	6%	7%	5%	0%
Technicians, Associate Professionals	98	53%	23%	15%	6%	3%	0%
Clerks	46	61%	19%	11%	6%	0%	3%
Sales and service workers	52	55%	24%	12%	9%	0%	0%
Blue collar	113	57%	16%	13%	9%	5%	0%
Students	40	48%	24%	21%	5%	2%	0%
Retired	106	52%	16%	18%	5%	8%	1%
Homemaker	67	64%	23%	8%	0%	5%	0%
Not employed	18	51%	42%	7%	0%	0%	0%
Self employed	24	56%	29%	3%	12%	0%	0%
PERSONAL INCOME							
Less than \$15,000	147	53%	28%	10%	5%	3%	1%
\$15,001-25,000	111	59%	16%	15%	8%	1%	1%
\$25,001-30,000	67	69%	14%	10%	6%	1%	0%
\$30,001-40,000	96	54%	22%	8%	8%	8%	0%
\$40,001-50,000	90	63%	18%	9%	5%	5%	0%
\$50,001-70,000	99	46%	27%	16%	6%	4%	1%
More than \$70,000	76	55%	24%	10%	8%	3%	0%
Maori	82	64%	18%	8%	10%	0%	0%
Non-Maori	668	55%	22%	12%	6%	5%	0%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	60%	23%	10%	4%	3%	0%
Total not good job	184	53%	21%	14%	4%	8%	0%

CONCERN OVER PRIVACY ISSUES - GOVERNMENT INTERCEPTION ON TELEPHONE CALLS OR EMAIL

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.

Government interception of telephone calls or email

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
ALL	750	50%	22%	15%	8%	5%	0%
AREA							
Auckland	242	48%	21%	16%	10%	5%	0%
Provincial	338	52%	19%	17%	7%	5%	0%
Christchurch	86	45%	28%	12%	8%	6%	1%
Wellington	84	50%	24%	14%	6%	6%	0%
RURAL	133	54%	18%	12%	9%	6%	1%
SEX							
Male	359	47%	22%	14%	10%	6%	1%
Female	391	52%	21%	17%	6%	4%	0%
AGE GROUP							
Under 30	131	45%	31%	13%	6%	5%	0%
30-44	279	48%	20%	18%	10%	4%	0%
45-59	174	55%	20%	14%	7%	4%	0%
60 Plus	164	50%	18%	15%	8%	8%	1%
OCCUPATION							
Professionals, Managers	186	46%	22%	19%	9%	4%	0%
Technicians, Associate Professionals	98	48%	22%	15%	9%	6%	0%
Clerks	46	48%	22%	17%	11%	2%	0%
Sales and service workers	52	55%	10%	18%	16%	0%	1%
Blue collar	113	49%	19%	15%	7%	10%	0%
Students	40	51%	30%	9%	3%	7%	0%
Retired	106	49%	15%	18%	9%	8%	1%
Homemaker	67	51%	36%	12%	0%	1%	0%
Not employed	18	61%	31%	0%	4%	0%	4%
Self employed	24	67%	14%	13%	6%	0%	0%
PERSONAL INCOME							
Less than \$15,000	147	49%	23%	15%	5%	7%	1%
\$15,001-25,000	111	54%	21%	15%	5%	4%	1%
\$25,001-30,000	67	57%	23%	17%	2%	1%	0%
\$30,001-40,000	96	46%	21%	15%	10%	8%	0%
\$40,001-50,000	90	53%	16%	11%	13%	6%	1%
\$50,001-70,000	99	49%	22%	15%	11%	3%	0%
More than \$70,000	76	35%	22%	24%	14%	5%	0%
Maori	82	56%	21%	12%	9%	2%	0%
Non-Maori	668	49%	22%	16%	8%	5%	0%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	48%	23%	15%	9%	5%	0%
Total not good job	184	60%	13%	16%	4%	7%	0%

CONCERN OVER PRIVACY ISSUES - EMPLOYER MONITORING OF EMAILS

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.

Employer monitoring of emails

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
ALL	750	29%	21%	23%	12%	13%	2%
AREA							
Auckland	242	30%	25%	20%	11%	13%	1%
Provincial	338	27%	20%	23%	13%	15%	2%
Christchurch	86	32%	19%	27%	8%	10%	4%
Wellington	84	34%	20%	23%	12%	9%	2%
RURAL	133	29%	18%	20%	13%	17%	3%
SEX							
Male	359	27%	22%	21%	13%	16%	1%
Female	391	32%	21%	23%	11%	11%	2%
AGE GROUP							
Under 30	131	30%	33%	22%	7%	8%	0%
30-44	279	29%	20%	23%	12%	15%	1%
45-59	174	31%	21%	23%	12%	13%	0%
60 Plus	164	25%	16%	21%	16%	15%	7%
OCCUPATION							
Professionals, Managers	186	26%	25%	22%	12%	15%	0%
Technicians, Associate Professionals	98	27%	18%	25%	10%	20%	0%
Clerks	46	43%	17%	24%	13%	3%	0%
Sales and service workers	52	25%	25%	26%	13%	11%	0%
Blue collar	113	30%	16%	23%	10%	20%	1%
Students	40	31%	36%	21%	9%	3%	0%
Retired	106	29%	17%	20%	15%	13%	6%
Homemaker	67	32%	22%	20%	14%	8%	4%
Not employed	18	33%	20%	27%	15%	0%	5%
Self employed	24	28%	33%	17%	3%	15%	4%
PERSONAL INCOME							
Less than \$15,000	147	25%	22%	23%	14%	13%	3%
\$15,001-25,000	111	33%	24%	20%	10%	9%	4%
\$25,001-30,000	67	39%	18%	17%	10%	14%	2%
\$30,001-40,000	96	28%	18%	26%	11%	16%	1%
\$40,001-50,000	90	28%	28%	22%	4%	17%	1%
\$50,001-70,000	99	24%	26%	23%	15%	12%	0%
More than \$70,000	76	26%	15%	26%	15%	18%	0%
Maori	82	36%	17%	25%	11%	9%	2%
Non-Maori	668	28%	22%	22%	12%	14%	2%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	30%	21%	24%	12%	11%	2%
Total not good job	184	27%	21%	20%	11%	18%	3%

CONCERN OVER PRIVACY ISSUES - RANDOM DRUG TESTING OF EMPLOYEES

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.

Random drug testing of employees

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
ALL	750	19%	17%	19%	16%	28%	1%
AREA							
Auckland	242	22%	16%	17%	17%	26%	2%
Provincial	338	21%	15%	20%	15%	29%	0%
Christchurch	86	10%	15%	20%	15%	37%	3%
Wellington	84	10%	29%	23%	17%	21%	0%
RURAL	133	21%	12%	25%	13%	28%	1%
SEX							
Male	359	16%	18%	17%	19%	30%	0%
Female	391	22%	15%	22%	13%	26%	2%
AGE GROUP							
Under 30	131	24%	19%	18%	13%	26%	0%
30-44	279	17%	17%	17%	16%	32%	1%
45-59	174	17%	16%	20%	18%	28%	1%
60 Plus	164	21%	14%	24%	15%	23%	3%
OCCUPATION							
Professionals, Managers	186	14%	15%	28%	14%	29%	0%
Technicians, Associate Professionals	98	16%	20%	17%	21%	23%	3%
Clerks	46	18%	14%	13%	29%	26%	0%
Sales and service workers	52	8%	28%	19%	18%	27%	0%
Blue collar	113	24%	11%	16%	7%	41%	1%
Students	40	16%	22%	6%	18%	38%	0%
Retired	106	23%	16%	20%	14%	23%	4%
Homemaker	67	23%	13%	22%	18%	22%	2%
Not employed	18	32%	18%	15%	23%	12%	0%
Self employed	24	36%	20%	16%	6%	22%	0%
PERSONAL INCOME							
Less than \$15,000	147	18%	15%	18%	16%	32%	1%
\$15,001-25,000	111	25%	19%	18%	11%	24%	3%
\$25,001-30,000	67	25%	14%	21%	11%	29%	0%
\$30,001-40,000	96	26%	17%	23%	12%	22%	0%
\$40,001-50,000	90	14%	17%	20%	11%	36%	2%
\$50,001-70,000	99	12%	19%	17%	25%	27%	0%
More than \$70,000	76	12%	13%	24%	23%	28%	0%
Maori	82	33%	21%	13%	17%	14%	2%
Non-Maori	668	17%	16%	20%	16%	30%	1%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	19%	16%	22%	15%	27%	1%
Total not good job	184	22%	17%	18%	18%	25%	0%

CONCERN OVER PRIVACY ISSUES - VIDEO SURVEILLANCE IN PUBLIC PLACES

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.

Video surveillance in public places

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
ALL	750	17%	13%	24%	17%	28%	1%
AREA							
Auckland	242	16%	13%	23%	19%	29%	0%
Provincial	338	18%	12%	25%	17%	27%	1%
Christchurch	86	18%	12%	27%	13%	30%	0%
Wellington	84	17%	20%	21%	17%	25%	0%
RURAL	133	24%	12%	21%	11%	32%	0%
SEX							
Male	359	17%	12%	23%	20%	27%	1%
Female	391	18%	14%	25%	15%	28%	0%
AGE GROUP							
Under 30	131	16%	20%	22%	18%	23%	1%
30-44	279	15%	11%	28%	16%	30%	0%
45-59	174	17%	16%	23%	18%	25%	1%
60 Plus	164	23%	8%	20%	18%	30%	1%
OCCUPATION							
Professionals, Managers	186	10%	16%	25%	24%	25%	0%
Technicians, Associate Professionals	98	14%	9%	26%	19%	30%	2%
Clerks	46	17%	12%	24%	23%	24%	0%
Sales and service workers	52	25%	15%	19%	14%	27%	0%
Blue collar	113	27%	10%	23%	10%	30%	0%
Students	40	0%	23%	25%	24%	24%	4%
Retired	106	24%	8%	19%	15%	32%	2%
Homemaker	67	22%	15%	22%	8%	33%	0%
Not employed	18	11%	18%	46%	12%	13%	0%
Self employed	24	15%	25%	31%	6%	23%	0%
PERSONAL INCOME							
Less than \$15,000	147	22%	13%	21%	16%	27%	1%
\$15,001-25,000	111	18%	17%	20%	16%	28%	1%
\$25,001-30,000	67	26%	8%	20%	14%	32%	0%
\$30,001-40,000	96	18%	18%	23%	18%	22%	1%
\$40,001-50,000	90	20%	7%	24%	14%	33%	2%
\$50,001-70,000	99	9%	11%	25%	24%	30%	1%
More than \$70,000	76	5%	14%	33%	20%	28%	0%
Maori	82	28%	11%	24%	17%	20%	0%
Non-Maori	668	16%	13%	24%	17%	29%	1%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	16%	16%	23%	16%	28%	1%
Total not good job	184	25%	10%	26%	14%	25%	0%

IMPORTANCE OF FOLLOWING WHEN DEALING WITH BUSINESS - CONVENIENCE

When dealing with businesses how important are the following? Please use a scale of 1 to 5 where 1 means you think it is very important and 5 not important at all.

Convenience

	Base	1 Very important	2	3	4	5 Not important at all	Unsure
ALL	750	39%	39%	16%	3%	2%	1%
AREA							
Auckland	242	42%	38%	14%	4%	2%	0%
Provincial	338	40%	37%	18%	3%	1%	1%
Christchurch	86	38%	40%	17%	3%	2%	0%
Wellington	84	32%	50%	13%	0%	5%	0%
RURAL	133	47%	35%	14%	1%	1%	2%
SEX							
Male	359	36%	42%	17%	2%	2%	1%
Female	391	43%	37%	15%	3%	1%	1%
AGE GROUP							
Under 30	131	39%	38%	18%	4%	1%	0%
30-44	279	35%	42%	17%	3%	3%	0%
45-59	174	41%	41%	16%	1%	0%	1%
60 Plus	164	45%	33%	13%	4%	2%	3%
OCCUPATION							
Professionals, Managers	186	43%	40%	15%	1%	1%	0%
Technicians, Associate Professionals	98	35%	44%	16%	3%	2%	0%
Clerks	46	32%	45%	20%	0%	3%	0%
Sales and service workers	52	24%	60%	12%	3%	0%	1%
Blue collar	113	46%	28%	19%	5%	2%	0%
Students	40	26%	32%	33%	6%	3%	0%
Retired	106	44%	37%	12%	2%	2%	3%
Homemaker	67	44%	36%	13%	1%	5%	1%
Not employed	18	24%	40%	19%	12%	0%	5%
Self employed	24	52%	36%	12%	0%	0%	0%
PERSONAL INCOME							
Less than \$15,000	147	42%	34%	15%	4%	4%	1%
\$15,001-25,000	111	46%	32%	13%	7%	1%	1%
\$25,001-30,000	67	44%	36%	18%	0%	2%	0%
\$30,001-40,000	96	33%	45%	18%	2%	2%	0%
\$40,001-50,000	90	39%	46%	11%	1%	2%	1%
\$50,001-70,000	99	33%	54%	13%	0%	0%	0%
More than \$70,000	76	41%	34%	21%	4%	0%	0%
Maori	82	43%	33%	23%	1%	0%	0%
Non-Maori	668	39%	40%	15%	3%	2%	1%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	39%	38%	18%	2%	2%	1%
Total not good job	184	43%	38%	14%	2%	2%	1%

IMPORTANCE OF FOLLOWING WHEN DEALING WITH BUSINESS - EFFICIENCY OF SERVICE

When dealing with businesses how important are the following? Please use a scale of 1 to 5 where 1 means you think it is very important and 5 not important at all.

Efficiency of service

	Base	1 Very important	2	3	4	5 Not important at all	Unsure
ALL	750	67%	27%	4%	1%	1%	0%
AREA							
Auckland	242	65%	29%	4%	1%	1%	0%
Provincial	338	70%	25%	3%	1%	1%	0%
Christchurch	86	66%	23%	11%	0%	0%	0%
Wellington	84	62%	35%	1%	0%	2%	0%
RURAL	133	71%	20%	5%	2%	2%	0%
SEX							
Male	359	60%	32%	7%	1%	0%	0%
Female	391	73%	23%	2%	1%	1%	0%
AGE GROUP							
Under 30	131	64%	30%	6%	0%	0%	0%
30-44	279	64%	29%	5%	1%	1%	0%
45-59	174	70%	25%	4%	0%	1%	0%
60 Plus	164	70%	24%	2%	2%	2%	0%
OCCUPATION							
Professionals, Managers	186	67%	31%	1%	1%	0%	0%
Technicians, Associate Professionals	98	63%	33%	4%	0%	0%	0%
Clerks	46	55%	43%	2%	0%	0%	0%
Sales and service workers	52	65%	25%	8%	0%	2%	0%
Blue collar	113	70%	18%	8%	3%	1%	0%
Students	40	50%	41%	9%	0%	0%	0%
Retired	106	69%	24%	4%	2%	1%	0%
Homemaker	67	82%	10%	5%	0%	3%	0%
Not employed	18	54%	42%	4%	0%	0%	0%
Self employed	24	78%	22%	0%	0%	0%	0%
PERSONAL INCOME							
Less than \$15,000	147	70%	24%	4%	1%	1%	0%
\$15,001-25,000	111	70%	24%	5%	1%	0%	0%
\$25,001-30,000	67	76%	17%	6%	0%	1%	0%
\$30,001-40,000	96	62%	34%	4%	0%	0%	0%
\$40,001-50,000	90	71%	27%	1%	0%	1%	0%
\$50,001-70,000	99	56%	40%	3%	0%	1%	0%
More than \$70,000	76	59%	33%	6%	2%	0%	0%
Maori	82	72%	18%	9%	1%	0%	0%
Non-Maori	668	66%	28%	4%	1%	1%	0%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	67%	27%	4%	1%	1%	0%
Total not good job	184	75%	20%	4%	1%	0%	0%

IMPORTANCE OF FOLLOWING WHEN DEALING WITH BUSINESS - QUALITY OF PRODUCT OR SERVICE

When dealing with businesses how important are the following? Please use a scale of 1 to 5 where 1 means you think it is very important and 5 not important at all.

Quality of product or service

	Base	1 Very important	2	3	4	5 Not important at all	Unsure
ALL	750	77%	19%	3%	0%	1%	0%
AREA							
Auckland	242	74%	20%	5%	1%	0%	0%
Provincial	338	77%	19%	3%	0%	1%	0%
Christchurch	86	81%	14%	5%	0%	0%	0%
Wellington	84	79%	19%	0%	0%	2%	0%
RURAL	133	81%	12%	4%	0%	2%	1%
SEX							
Male	359	74%	22%	3%	0%	1%	0%
Female	391	80%	15%	3%	1%	1%	0%
AGE GROUP							
Under 30	131	73%	23%	2%	2%	0%	0%
30-44	279	78%	17%	3%	0%	2%	0%
45-59	174	80%	17%	3%	0%	0%	0%
60 Plus	164	74%	19%	6%	0%	0%	1%
OCCUPATION							
Professionals, Managers	186	80%	16%	3%	0%	1%	0%
Technicians, Associate Professionals	98	79%	20%	1%	0%	0%	0%
Clerks	46	76%	24%	0%	0%	0%	0%
Sales and service workers	52	72%	28%	0%	0%	0%	0%
Blue collar	113	74%	18%	6%	2%	0%	0%
Students	40	61%	36%	3%	0%	0%	0%
Retired	106	76%	17%	6%	0%	0%	1%
Homemaker	67	90%	6%	1%	0%	3%	0%
Not employed	18	61%	22%	12%	0%	0%	5%
Self employed	24	79%	18%	3%	0%	0%	0%
PERSONAL INCOME							
Less than \$15,000	147	79%	16%	3%	0%	1%	1%
\$15,001-25,000	111	73%	18%	6%	2%	1%	0%
\$25,001-30,000	67	79%	21%	0%	0%	0%	0%
\$30,001-40,000	96	79%	19%	2%	0%	0%	0%
\$40,001-50,000	90	82%	17%	0%	0%	0%	1%
\$50,001-70,000	99	83%	16%	1%	0%	0%	0%
More than \$70,000	76	66%	27%	4%	0%	3%	0%
Maori	82	76%	19%	4%	0%	1%	0%
Non-Maori	668	77%	19%	3%	0%	1%	0%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	78%	18%	3%	0%	1%	0%
Total not good job	184	76%	19%	4%	0%	1%	0%

IMPORTANCE OF FOLLOWING WHEN DEALING WITH BUSINESS - RESPECT FOR, AND PROTECTION OF, MY PERSONAL INFORMATION

When dealing with businesses how important are the following? Please use a scale of 1 to 5 where 1 means you think it is very important and 5 not important at all.

Respect for, and protection of, my personal information

	Base	1 Very important	2	3	4	5 Not important at all	Unsure
ALL	750	74%	19%	4%	2%	1%	0%
AREA							
Auckland	242	72%	20%	4%	2%	2%	0%
Provincial	338	75%	18%	4%	2%	0%	1%
Christchurch	86	72%	23%	3%	0%	2%	0%
Wellington	84	77%	12%	9%	0%	2%	0%
RURAL	133	73%	19%	5%	0%	3%	0%
SEX							
Male	359	68%	23%	6%	2%	0%	1%
Female	391	79%	14%	3%	2%	2%	0%
AGE GROUP							
Under 30	131	70%	16%	8%	4%	2%	0%
30-44	279	72%	22%	3%	2%	1%	0%
45-59	174	80%	16%	4%	0%	0%	0%
60 Plus	164	76%	17%	4%	1%	2%	0%
OCCUPATION							
Professionals, Managers	186	74%	20%	5%	1%	0%	0%
Technicians, Associate Professionals	98	68%	26%	3%	1%	1%	1%
Clerks	46	61%	27%	9%	3%	0%	0%
Sales and service workers	52	88%	11%	1%	0%	0%	0%
Blue collar	113	74%	16%	4%	3%	2%	1%
Students	40	61%	23%	9%	7%	0%	0%
Retired	106	78%	15%	4%	1%	2%	0%
Homemaker	67	80%	12%	4%	0%	4%	0%
Not employed	18	81%	19%	0%	0%	0%	0%
Self employed	24	77%	17%	0%	6%	0%	0%
PERSONAL INCOME							
Less than \$15,000	147	76%	14%	5%	2%	3%	0%
\$15,001-25,000	111	77%	16%	4%	1%	2%	0%
\$25,001-30,000	67	85%	14%	0%	0%	1%	0%
\$30,001-40,000	96	73%	18%	4%	4%	0%	1%
\$40,001-50,000	90	81%	17%	1%	0%	1%	0%
\$50,001-70,000	99	68%	24%	6%	1%	0%	1%
More than \$70,000	76	59%	32%	7%	2%	0%	0%
Maori	82	82%	9%	4%	4%	1%	0%
Non-Maori	668	73%	20%	4%	2%	1%	0%
PERFORMANCE OF THE PRIVACY COMMISSIONER							
Total good job	378	78%	15%	4%	2%	1%	0%
Total not good job	184	73%	21%	5%	0%	1%	0%