



Privacy Commissioner
Te Mana Matapono Matatapu

A Summary Report

[September 2001]



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Methodology

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

Fieldwork was conducted from 13th to 16th September 2001 at UMR Research's national interview facility in Auckland.

Comparative results are provided from previous surveys but it should be noted that some differences in methodology and question wording means considerable care is needed in analysing those results.

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

Summary of Key Findings

■ Level of Concern on Individual Privacy

- Individual privacy rated seventh on the level of public concern out of nine major issues tested.

Using a 5 point scale where 1 meant that respondents were very concerned and 5 not concerned at all, 47% declared they were concerned about individual privacy (combined points 1 and 2 on the scale), 27% were neutral (point 3) and 25% not concerned (combined points 4 and 5).

25% declared they were very concerned (point 1) and 10% not concerned at all (point 5).

The level of concern on individual privacy was well below the 80% level of concern declared for both health and crime and violence. It was, however, similar to the levels of concern declared for the environment (53%) and the power of Government (44%).

The level of high concern (point 1 on scale) was above average in rural areas (32%), amongst the blue collar occupational group (34%), amongst people in the two lower income brackets and amongst Maori (38%). Some care is needed given the smaller sub-samples that apply. It should also be noted that the level of concern amongst Maori was above average for all issues tested.

- Compared to the 1994 Brian Steel survey, it appears that the level of concern about individual privacy has fallen. That survey used a broadly similar 5 point scale, which recorded 68% concern on the issue. Too much cannot, however, be read into this as on all issues the level of declared concern was higher in the Brian Steel than the UMR survey. Only on health where concern was 6% higher was the gap less than 12 points. The Brian Steel survey also recorded far higher concern on unemployment and the environment. It seems unlikely that there has been a plunge in concern on those two issues in the last seven years. The relative rankings were similar with 'Power of Government' ranked just beneath individual privacy in both surveys.

■ Need for Privacy Commission

- There has been little change in the perceived level of need for the Privacy Commission in the last four years. In the UMR June 1997 survey, 68% of

New Zealanders surveyed considered that New Zealand needed the Privacy Commission, 21% that it was not needed with 11% unsure. In the September 2001 survey, 70% of New Zealanders consider we need the Privacy Commission, 23% that we do not need the Commission with 7% unsure.

This is an encouraging result as there was some concern in the focus groups that the immediate response in discussion of the Privacy Commission was, in a number of cases, complaints about what was seen as an overly bureaucratic application of the Privacy Act. The need for the Commission did come through strongly in the focus groups once the wide range of privacy issues was raised.

- Support for the Privacy Commission was fairly even across demographic categories. The difference that stood out was lower support amongst older New Zealanders. Amongst 60+ year old respondents, 55% thought that New Zealand needed the Commission and 37% that it did not with 8% unsure.

■ Performance

- There was also little change in the rating of the performance of the Privacy Commissioner.

In the June 1997 survey, 42% in total thought the Commission was doing an excellent or a good job, 32% not that good or a poor job with 26% unsure.

In the September 2001 survey, 45% in total thought the Commissioner was doing an excellent or a good job, 32% not that good or a poor job with 23% unsure.

■ Handling of information by New Zealand businesses

- There were very high and reasonably even levels of declared concern about potential breaches of individual privacy by businesses.

Using a 5 point scale, 91% of New Zealanders surveyed declared they would be concerned (including 79% very concerned) if a business you supply your information to for a specific purpose uses it for another purpose.

89% were concerned (including 78% very concerned) if a business that you don't know gets hold of your personal information.

87% were concerned (including 70% very concerned) if a business asks you for personal information that doesn't seem relevant to the purpose of the transaction.

86% were concerned (including 76% very concerned) if a business monitors your activities on the Internet recording information on the sites you visit without your knowledge.

- These levels of concern were very close to the level of agreement recorded in a Roy Morgan July 2001 survey in Australia on whether each of those issues represented an invasion of privacy.
- In testing of the importance of attributes in dealing with businesses, respect for and protection of personal information ranked almost as high as quality of product or service.

Using a 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 78% who considered that it was very important (point 1 on the scale).

The importance rating for quality of products and service was 95% (including 79% very important).

Efficiency of service rated 94% (including 68% very important) and convenience 79% (including 46% very important).

■ Level of Concern on Privacy Issues

- Of eleven issues tested the security of personal details on the Internet emerged as the privacy issue New Zealanders were most concerned about.

Using a 5 point scale 84% were concerned (including 65% very concerned) on this issue.

This was followed by confidentiality of medical records (74% concerned) and Government interception of telephone calls or e-mail (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, employer monitoring of e-mails, the availability of personal details on public registers and a compulsory ID number for every New Zealander.

A plurality were concerned on data sharing between Government departments and random drug testing of employees.

The only issue tested which a majority were not concerned about was video surveillance in public places. 28% declared they were concerned on this

issue (including 19% who were very concerned) and 53% that they were not concerned (including 35% who were not concerned at all).

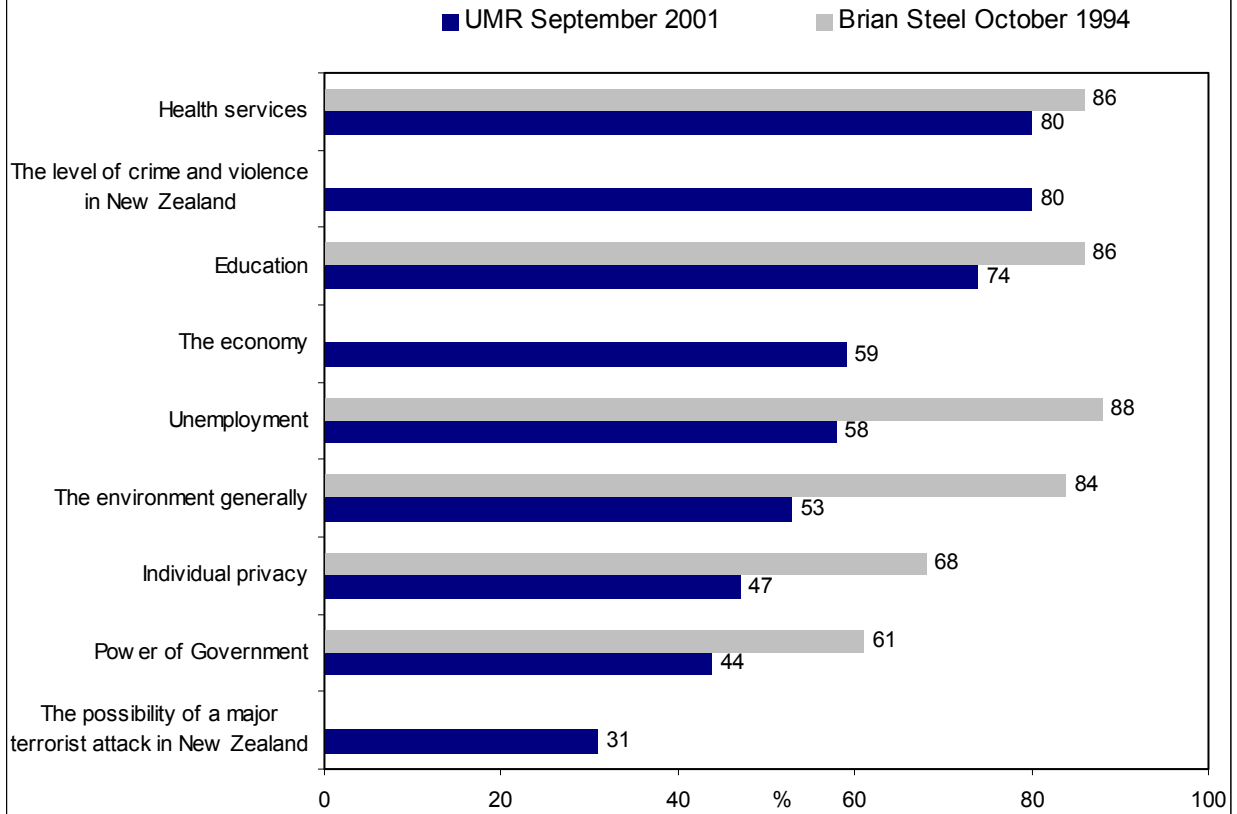
LEVEL OF CONCERN – ISSUES FACING NEW ZEALAND

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.

	1 = Very concerned	2	TOTAL 1 + 2	3 = Neutral	4	5 = Not concerned at all	TOTAL 4 + 5	Unsure
	%	%	%	%	%	%	%	%
Health services	51	29	80	11	5	3	8	1
The level of crime and violence in New Zealand	48	32	80	13	6	1	7	-
Education	44	30	74	17	5	3	8	1
The economy	24	35	59	31	6	3	9	1
Unemployment	26	32	58	31	8	3	11	-
The environment generally	22	31	53	33	9	5	14	-
Individual privacy	25	22	47	27	15	10	25	1
Power of Government	20	24	44	35	11	8	19	2
The possibility of a major terrorist attack in New Zealand	20	11	31	19	24	26	50	-

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 = '1' + '2'

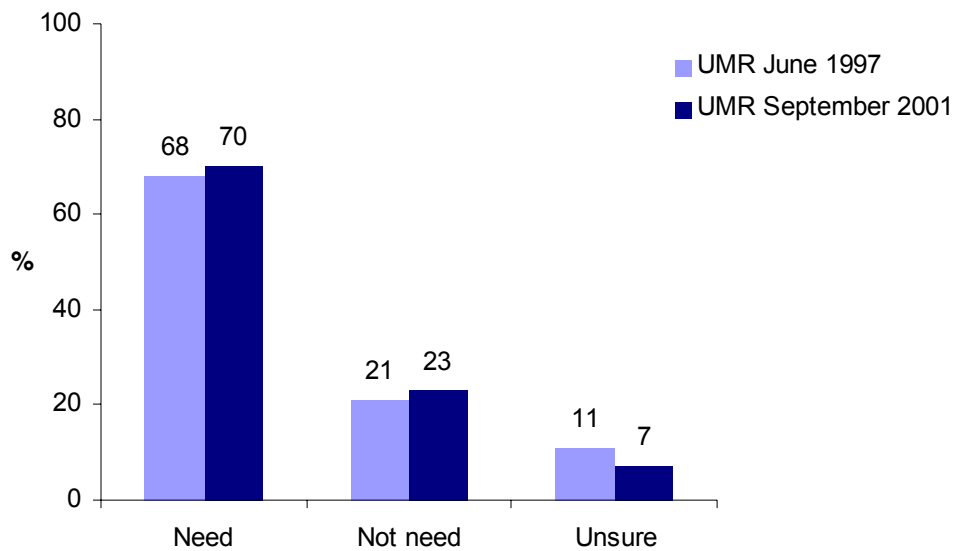
NEED FOR THE PRIVACY COMMISSION

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

	JUN 97 %	SEP 01 %
Need	68	70
Not need	21	23
Unsure	11	7

Need For The Privacy Commission

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



PRIVACY COMMISSIONER'S PERFORMANCE

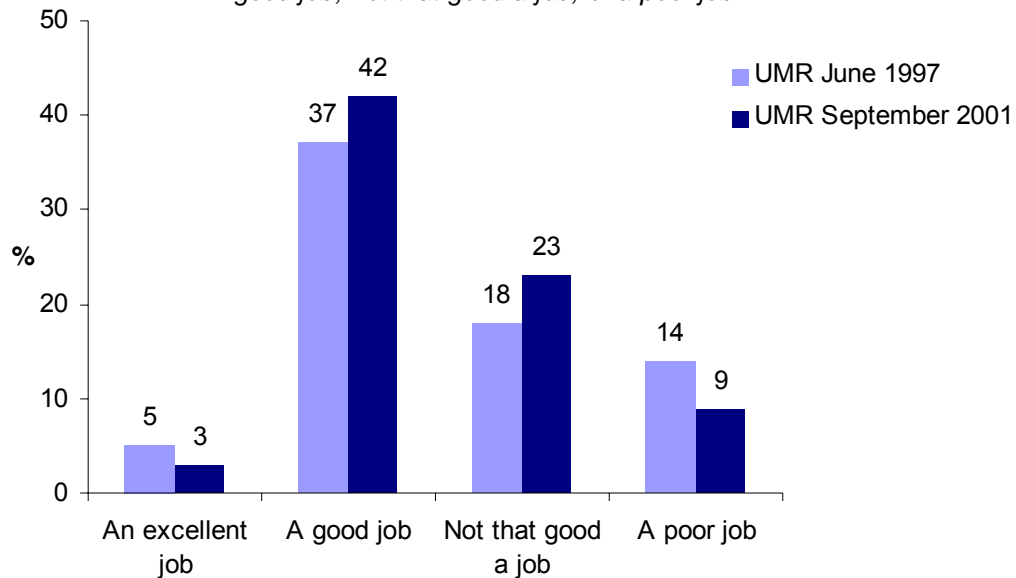
How good a job do you think the Privacy Commissioner is doing? An excellent job, a good job, not that good a job, or a poor job?

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

* 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?



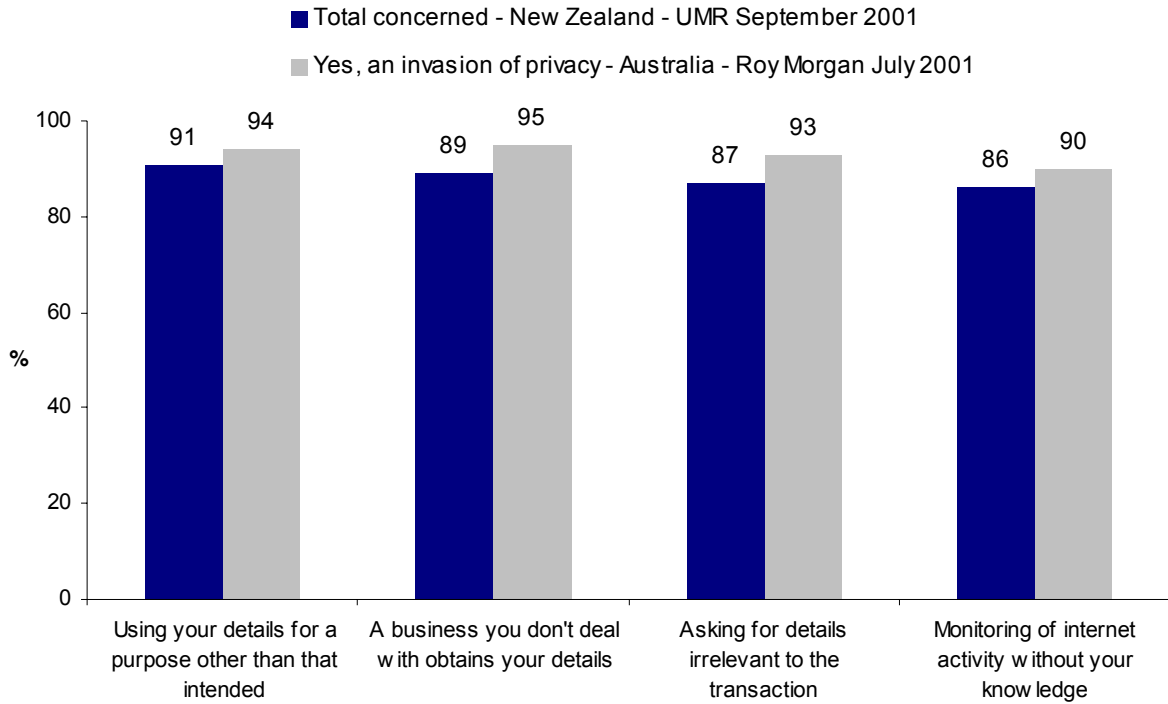
LEVEL OF CONCERN – HANDLING OF INFORMATION BY NEW ZEALAND BUSINESSES

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

	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	79	12	91	5	1	2	3	1
A business that you don't know gets hold of your personal information	78	11	89	7	2	2	4	-
A business asks you for personal information that doesn't seem relevant to the purpose of the transaction	70	17	87	6	2	4	6	1
A business monitors your activities on the Internet, recording information on the sites you visit without your knowledge	76	10	86	4	2	6	8	2

Total Concerned About Handling of Information (New Zealand) VS Total Consider Activities/Scenarios An Invasion Of Privacy (Australia)

*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.**



* Note: Roy Morgan survey asked *Which of the following instances would you regard to be an invasion of the privacy of your personal information?* <Prompt> *Would you say this was an invasion of the privacy of your personal information?*

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.

	1 = Very important	2	TOTAL 1 + 2	3 = Neutral	4	5 = Not important at all	TOTAL 4 + 5	Unsure
	%	%	%	%	%	%	%	%
Quality of product or service	79	16	95	4	1	-	1	-
Efficiency of service	68	26	94	5	1	-	1	-
Respect for, and protection of, my personal information	78	15	93	5	1	1	2	-
Convenience	46	33	79	17	2	1	3	1

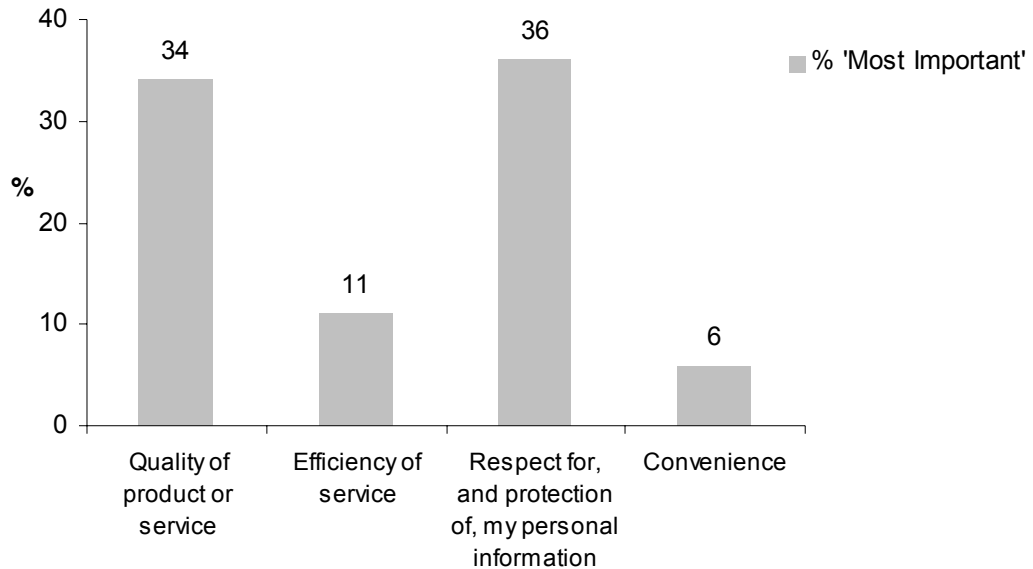
LEVEL OF CONCERN – PRIVACY ISSUES IN NEW ZEALAND

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.

	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	65	19	84	6	3	5	8	2
Confidentiality of medical records	53	21	74	14	5	6	11	1
Government interception of telephone calls or email	51	21	72	14	5	7	12	2
The privacy of personal details held for credit reporting	41	23	64	19	8	6	14	3
Tracking people on the Internet	40	20	60	19	6	8	14	7
Employer monitoring of emails	34	17	51	22	11	13	24	3
The availability of personal details on public registers (for example, the Motor Vehicle Register and the Electoral Roll)	29	22	51	23	11	13	24	2
A compulsory ID number for every New Zealander	37	13	50	15	12	22	34	1
Data sharing between Government departments	22	21	43	23	12	18	30	4
Random drug testing of employees	24	16	40	21	13	24	37	2
Video surveillance in public places	19	9	28	18	18	35	53	1

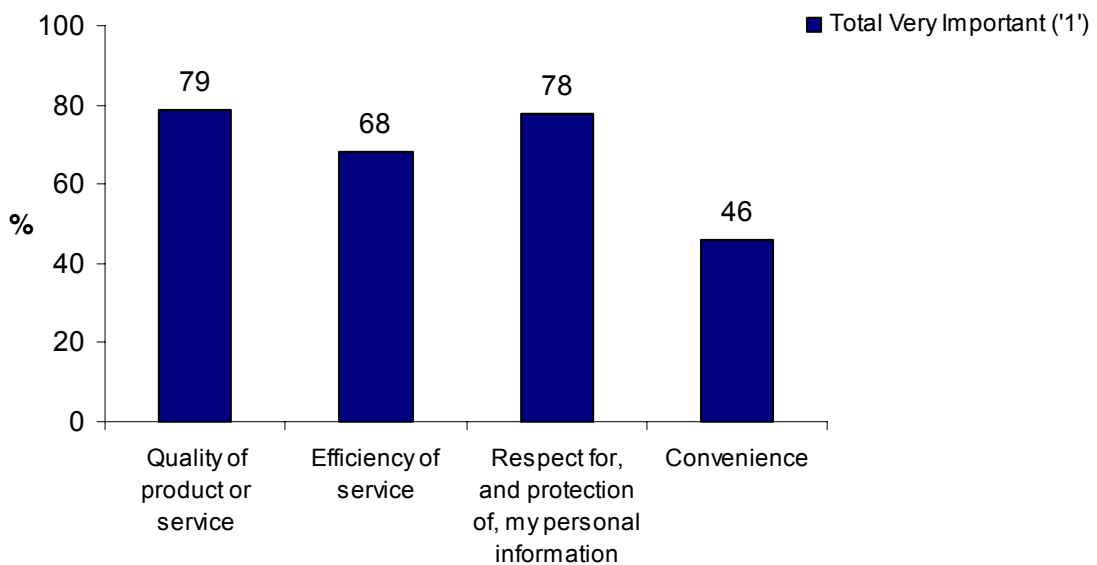
**Most Important Service Aspect When Dealing With Businesses -
Australia - Roy Morgan July 2001**

When dealing with businesses that require your personal information which of the following service components are most important to you? Please rate them starting with the most important and finishing with the least important.



**Importance Of Service Aspects When Dealing With Businesses -
New Zealand - UMR Research September 2001**

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.



LEVEL OF CONCERN: 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
TOTAL RESPONDENTS	750	26%	32%	31%	8%	3%	0%
AREA							
Auckland	208	24%	33%	33%	8%	2%	0%
Provincial	365	30%	32%	27%	6%	5%	0%
Christchurch	95	26%	33%	33%	6%	2%	0%
Wellington	82	16%	28%	42%	12%	2%	0%
RURAL	164	29%	26%	31%	7%	6%	1%
GENDER							
Male	375	23%	32%	31%	10%	4%	0%
Female	375	29%	32%	31%	5%	3%	0%
AGE GROUP							
Under 30	108	28%	39%	25%	6%	2%	0%
30-44 yrs	246	23%	33%	31%	10%	3%	0%
45-59 yrs	216	26%	27%	38%	4%	5%	0%
60+	179	29%	31%	26%	9%	4%	1%
OCCUPATION							
Professionals, Managers	173	18%	35%	39%	6%	2%	0%
Technicians associate professionals	97	27%	34%	30%	6%	2%	1%
Clerks	63	21%	41%	30%	3%	5%	0%
Service and sales workers	78	30%	24%	33%	10%	3%	0%
Blue collar	109	29%	28%	32%	6%	5%	0%
Students	31	19%	32%	26%	23%	0%	0%
Retired	108	31%	29%	23%	11%	5%	1%
Homemaker	51	29%	39%	24%	2%	6%	0%
Not employed	26	38%	23%	31%	8%	0%	0%
Self employed	14	43%	29%	14%	7%	7%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	31%	31%	30%	7%	1%	0%
\$15,001-25,000	134	31%	29%	29%	7%	4%	0%
\$25,001-30,000	66	26%	38%	20%	11%	4%	1%
\$30,001-40,000	117	27%	32%	33%	6%	2%	0%
\$40,001-50,000	61	15%	33%	39%	13%	0%	0%
\$50,001-70,000	74	16%	31%	39%	10%	4%	0%
More than \$70,000	50	16%	38%	34%	4%	8%	0%
MAORI OR PART MAORI	69	43%	28%	22%	4%	3%	0%

LEVEL OF CONCERN: 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

		1 Very concerned	2	3	4	5 Not concerned at all	Unsure
TOTAL RESPONDENTS	750	20%	24%	35%	11%	8%	2%
AREA							
Auckland	208	20%	25%	37%	8%	7%	3%
Provincial	365	22%	23%	33%	12%	8%	2%
Christchurch	95	15%	28%	40%	10%	7%	0%
Wellington	82	20%	22%	29%	15%	13%	1%
RURAL	164	25%	25%	32%	11%	5%	2%
GENDER							
Male	375	20%	24%	36%	9%	9%	2%
Female	375	21%	24%	34%	12%	7%	2%
AGE GROUP							
Under 30	108	19%	31%	28%	11%	8%	3%
30-44 yrs	246	15%	26%	39%	12%	6%	2%
45-59 yrs	216	23%	25%	35%	8%	8%	1%
60+	179	26%	16%	33%	11%	11%	3%
OCCUPATION							
Professionals, Managers	173	17%	26%	38%	10%	8%	1%
Technicians associate professionals	97	19%	27%	37%	10%	5%	2%
Clerks	63	19%	27%	41%	8%	5%	0%
Service and sales workers	78	14%	18%	38%	17%	12%	1%
Blue collar	109	22%	29%	27%	11%	8%	3%
Students	31	13%	32%	32%	10%	7%	6%
Retired	108	24%	16%	33%	13%	10%	4%
Homemaker	51	37%	22%	23%	8%	8%	2%
Not employed	26	23%	23%	31%	8%	11%	4%
Self employed	14	22%	21%	50%	0%	7%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	20%	24%	35%	12%	6%	3%
\$15,001-25,000	134	25%	19%	31%	14%	7%	4%
\$25,001-30,000	66	23%	32%	29%	9%	4%	3%
\$30,001-40,000	117	15%	28%	39%	9%	9%	0%
\$40,001-50,000	61	15%	26%	39%	7%	11%	2%
\$50,001-70,000	74	12%	20%	39%	11%	15%	3%
More than \$70,000	50	24%	24%	34%	12%	6%	0%
MAORI OR PART MAORI	69	25%	30%	16%	17%	10%	2%

LEVEL OF CONCERN: 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
TOTAL RESPONDENTS	750	51%	29%	11%	5%	3%	1%
AREA							
Auckland	208	51%	31%	8%	6%	4%	0%
Provincial	365	53%	26%	12%	6%	2%	1%
Christchurch	95	45%	33%	12%	3%	7%	0%
Wellington	82	47%	32%	15%	4%	2%	0%
RURAL	164	52%	28%	11%	3%	4%	2%
GENDER							
Male	375	38%	36%	12%	8%	5%	1%
Female	375	63%	22%	10%	3%	2%	0%
AGE GROUP							
Under 30	108	36%	38%	17%	6%	3%	0%
30-44 yrs	246	50%	31%	11%	5%	2%	1%
45-59 yrs	216	54%	27%	9%	5%	5%	0%
60+	179	56%	22%	11%	7%	3%	1%
OCCUPATION							
Professionals, Managers	173	49%	32%	10%	5%	3%	1%
Technicians associate professionals	97	58%	23%	13%	2%	2%	2%
Clerks	63	54%	33%	8%	5%	0%	0%
Service and sales workers	78	50%	27%	8%	13%	2%	0%
Blue collar	109	37%	42%	13%	3%	5%	0%
Students	31	36%	36%	19%	6%	3%	0%
Retired	108	55%	19%	12%	7%	6%	1%
Homemaker	51	68%	18%	10%	2%	2%	0%
Not employed	26	54%	15%	12%	15%	4%	0%
Self employed	14	50%	29%	7%	0%	14%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	54%	26%	12%	4%	3%	1%
\$15,001-25,000	134	52%	26%	11%	8%	2%	1%
\$25,001-30,000	66	50%	27%	9%	11%	3%	0%
\$30,001-40,000	117	52%	28%	14%	3%	3%	0%
\$40,001-50,000	61	39%	36%	17%	3%	5%	0%
\$50,001-70,000	74	42%	37%	8%	9%	4%	0%
More than \$70,000	50	42%	38%	8%	6%	6%	0%
MAORI OR PART MAORI	69	58%	25%	10%	6%	1%	0%

LEVEL OF CONCERN: 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
TOTAL RESPONDENTS	750	25%	22%	27%	15%	10%	1%
AREA							
Auckland	208	25%	25%	27%	14%	8%	1%
Provincial	365	28%	22%	25%	13%	11%	1%
Christchurch	95	17%	24%	25%	18%	13%	3%
Wellington	82	18%	14%	35%	21%	12%	0%
RURAL	164	32%	22%	24%	13%	8%	1%
GENDER							
Male	375	24%	22%	27%	14%	11%	2%
Female	375	25%	22%	27%	16%	9%	1%
AGE GROUP							
Under 30	108	22%	25%	27%	19%	6%	1%
30-44 yrs	246	23%	26%	29%	11%	10%	1%
45-59 yrs	216	30%	18%	29%	13%	9%	1%
60+	179	23%	20%	20%	20%	15%	2%
OCCUPATION							
Professionals, Managers	173	19%	24%	28%	20%	9%	0%
Technicians associate professionals	97	26%	21%	28%	13%	11%	1%
Clerks	63	28%	21%	33%	13%	5%	0%
Service and sales workers	78	21%	28%	24%	14%	13%	0%
Blue collar	109	34%	18%	26%	10%	10%	2%
Students	31	19%	23%	32%	16%	10%	0%
Retired	108	21%	19%	22%	19%	14%	5%
Homemaker	51	25%	20%	35%	10%	10%	0%
Not employed	26	46%	38%	12%	0%	4%	0%
Self employed	14	14%	14%	22%	29%	21%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	27%	21%	27%	15%	9%	1%
\$15,001-25,000	134	30%	22%	20%	19%	7%	2%
\$25,001-30,000	66	24%	35%	26%	9%	5%	1%
\$30,001-40,000	117	21%	26%	30%	10%	12%	1%
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More than \$70,000	50	16%	12%	30%	28%	12%	2%
MAORI OR PART MAORI	69	38%	22%	24%	6%	9%	1%

LEVEL OF CONCERN: 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
TOTAL RESPONDENTS	750	44%	30%	17%	5%	3%	1%
AREA							
Auckland	208	45%	32%	15%	3%	4%	1%
Provincial	365	44%	29%	18%	6%	2%	1%
Christchurch	95	41%	29%	19%	6%	5%	0%
Wellington	82	40%	35%	21%	3%	1%	0%
RURAL	164	47%	24%	23%	4%	1%	1%
GENDER							
Male	375	38%	32%	20%	6%	3%	1%
Female	375	49%	28%	15%	4%	3%	1%
AGE GROUP							
Under 30	108	42%	34%	17%	5%	1%	1%
30-44 yrs	246	46%	35%	12%	4%	3%	0%
45-59 yrs	216	47%	24%	22%	4%	3%	0%
60+	179	38%	28%	21%	7%	4%	2%
OCCUPATION							
Professionals, Managers	173	51%	30%	14%	2%	3%	0%
Technicians associate professionals	97	34%	43%	19%	2%	1%	1%
Clerks	63	49%	29%	14%	8%	0%	0%
Service and sales workers	78	51%	23%	19%	7%	0%	0%
Blue collar	109	36%	26%	27%	7%	3%	1%
Students	31	45%	39%	10%	3%	3%	0%
Retired	108	33%	29%	20%	10%	5%	3%
Homemaker	51	55%	18%	21%	0%	6%	0%
Not employed	26	50%	34%	8%	4%	4%	0%
Self employed	14	43%	43%	0%	0%	14%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	47%	24%	17%	8%	3%	1%
\$15,001-25,000	134	44%	32%	16%	3%	3%	2%
\$25,001-30,000	66	41%	26%	24%	5%	3%	1%
\$30,001-40,000	117	47%	29%	16%	6%	2%	0%
\$40,001-50,000	61	41%	38%	16%	2%	3%	0%
\$50,001-70,000	74	42%	34%	16%	7%	1%	0%
More than \$70,000	50	46%	30%	18%	4%	2%	0%
MAORI OR PART MAORI	69	59%	20%	10%	6%	3%	2%

LEVEL OF CONCERN: 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
TOTAL RESPONDENTS	750	24%	35%	31%	6%	3%	1%
AREA							
Auckland	208	25%	35%	32%	4%	3%	1%
Provincial	365	23%	36%	31%	5%	3%	2%
Christchurch	95	23%	35%	28%	12%	2%	0%
Wellington	82	22%	34%	34%	8%	1%	1%
RURAL	164	26%	34%	31%	4%	3%	2%
GENDER							
Male	375	22%	36%	30%	7%	4%	1%
Female	375	25%	35%	32%	4%	2%	2%
AGE GROUP							
Under 30	108	25%	33%	35%	5%	2%	0%
30-44 yrs	246	22%	39%	31%	4%	3%	1%
45-59 yrs	216	25%	35%	30%	8%	2%	0%
60+	179	23%	31%	31%	7%	5%	3%
OCCUPATION							
Professionals, Managers	173	23%	42%	29%	4%	2%	0%
Technicians associate professionals	97	25%	40%	25%	7%	1%	2%
Clerks	63	25%	30%	38%	5%	0%	2%
Service and sales workers	78	20%	31%	40%	5%	4%	0%
Blue collar	109	18%	38%	32%	8%	4%	0%
Students	31	7%	45%	36%	6%	6%	0%
Retired	108	25%	26%	30%	9%	5%	5%
Homemaker	51	30%	33%	29%	4%	2%	2%
Not employed	26	39%	15%	42%	0%	4%	0%
Self employed	14	50%	29%	14%	0%	7%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	19%	33%	36%	7%	3%	2%
\$15,001-25,000	134	25%	33%	35%	2%	4%	1%
\$25,001-30,000	66	32%	29%	33%	5%	1%	0%
\$30,001-40,000	117	30%	38%	25%	4%	2%	1%
\$40,001-50,000	61	15%	52%	26%	5%	2%	0%
\$50,001-70,000	74	18%	38%	35%	7%	1%	1%
More than \$70,000	50	26%	30%	32%	12%	0%	0%
MAORI OR PART MAORI	69	29%	30%	29%	7%	3%	2%

LEVEL OF CONCERN: 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

		1 Very concerned	2	3	4	5 Not concerned at all	Unsure
TOTAL RESPONDENTS	750	22%	31%	33%	9%	5%	0%
AREA							
Auckland	208	25%	33%	29%	9%	4%	0%
Provincial	365	22%	30%	36%	7%	5%	0%
Christchurch	95	21%	35%	26%	15%	3%	0%
Wellington	82	21%	26%	35%	12%	6%	0%
RURAL	164	26%	25%	38%	7%	3%	1%
GENDER							
Male	375	20%	33%	30%	10%	7%	0%
Female	375	24%	29%	36%	8%	3%	0%
AGE GROUP							
Under 30	108	33%	27%	25%	7%	8%	0%
30-44 yrs	246	20%	39%	30%	8%	3%	0%
45-59 yrs	216	22%	24%	43%	9%	2%	0%
60+	179	19%	30%	31%	12%	7%	1%
OCCUPATION							
Professionals, Managers	173	18%	34%	35%	9%	4%	0%
Technicians associate professionals	97	21%	35%	36%	6%	2%	0%
Clerks	63	22%	38%	38%	2%	0%	0%
Service and sales workers	78	20%	36%	31%	8%	5%	0%
Blue collar	109	31%	24%	28%	11%	6%	0%
Students	31	26%	22%	29%	10%	13%	0%
Retired	108	16%	30%	31%	14%	7%	2%
Homemaker	51	31%	26%	33%	8%	2%	0%
Not employed	26	42%	19%	15%	12%	12%	0%
Self employed	14	14%	29%	50%	7%	0%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	22%	26%	34%	12%	6%	0%
\$15,001-25,000	134	28%	31%	28%	7%	5%	1%
\$25,001-30,000	66	32%	30%	27%	6%	5%	0%
\$30,001-40,000	117	18%	36%	34%	7%	5%	0%
\$40,001-50,000	61	20%	28%	46%	5%	1%	0%
\$50,001-70,000	74	15%	38%	34%	8%	5%	0%
More than \$70,000	50	18%	42%	22%	12%	6%	0%
MAORI OR PART MAORI	69	32%	33%	19%	10%	4%	2%

LEVEL OF CONCERN: 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
TOTAL RESPONDENTS	750	48%	32%	13%	6%	1%	0%
AREA							
Auckland	208	48%	33%	14%	5%	0%	0%
Provincial	365	51%	30%	12%	5%	2%	0%
Christchurch	95	40%	32%	13%	13%	2%	0%
Wellington	82	38%	39%	17%	5%	1%	0%
RURAL	164	47%	32%	13%	5%	2%	1%
GENDER							
Male	375	43%	35%	14%	6%	2%	0%
Female	375	52%	28%	13%	6%	1%	0%
AGE GROUP							
Under 30	108	40%	35%	17%	7%	1%	0%
30-44 yrs	246	37%	39%	15%	8%	1%	0%
45-59 yrs	216	51%	29%	13%	4%	3%	0%
60+	179	62%	22%	9%	6%	1%	0%
OCCUPATION							
Professionals, Managers	173	37%	37%	16%	7%	2%	1%
Technicians associate professionals	97	34%	39%	19%	7%	1%	0%
Clerks	63	55%	35%	2%	5%	3%	0%
Service and sales workers	78	47%	27%	18%	8%	0%	0%
Blue collar	109	42%	40%	8%	7%	3%	0%
Students	31	32%	39%	19%	10%	0%	0%
Retired	108	64%	18%	12%	6%	0%	0%
Homemaker	51	68%	16%	16%	0%	0%	0%
Not employed	26	62%	23%	11%	0%	4%	0%
Self employed	14	71%	29%	0%	0%	0%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	53%	28%	11%	6%	2%	0%
\$15,001-25,000	134	53%	26%	15%	6%	0%	0%
\$25,001-30,000	66	50%	35%	8%	4%	3%	0%
\$30,001-40,000	117	44%	33%	15%	6%	1%	1%
\$40,001-50,000	61	41%	41%	13%	3%	2%	0%
\$50,001-70,000	74	35%	39%	15%	10%	1%	0%
More than \$70,000	50	32%	38%	20%	8%	2%	0%
MAORI OR PART MAORI	69	52%	29%	7%	10%	2%	0%

LEVEL OF CONCERN: 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

		1 Very Base concerned	2	3	4	5 Not concerned at all	Unsure
TOTAL RESPONDENTS	750	20%	11%	19%	24%	26%	0%
AREA							
Auckland	208	21%	15%	21%	20%	23%	0%
Provincial	365	21%	10%	17%	24%	27%	1%
Christchurch	95	16%	6%	20%	30%	28%	0%
Wellington	82	17%	10%	19%	28%	26%	0%
RURAL	164	18%	11%	17%	20%	32%	2%
GENDER							
Male	375	16%	10%	18%	22%	34%	0%
Female	375	24%	12%	20%	25%	18%	1%
AGE GROUP							
Under 30	108	27%	13%	17%	17%	26%	0%
30-44 yrs	246	14%	11%	18%	27%	30%	0%
45-59 yrs	216	18%	11%	24%	24%	22%	1%
60+	179	26%	10%	15%	22%	26%	1%
OCCUPATION							
Professionals, Managers	173	13%	13%	18%	31%	25%	0%
Technicians associate professionals	97	15%	10%	19%	22%	34%	0%
Clerks	63	19%	16%	32%	17%	16%	0%
Service and sales workers	78	23%	6%	18%	22%	31%	0%
Blue collar	109	18%	12%	24%	16%	28%	2%
Students	31	26%	3%	10%	35%	26%	0%
Retired	108	27%	8%	13%	22%	28%	2%
Homemaker	51	23%	14%	16%	33%	12%	2%
Not employed	26	31%	16%	15%	15%	23%	0%
Self employed	14	22%	22%	21%	14%	21%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	24%	11%	20%	26%	19%	0%
\$15,001-25,000	134	26%	13%	19%	19%	22%	1%
\$25,001-30,000	66	21%	16%	23%	20%	17%	3%
\$30,001-40,000	117	17%	11%	21%	25%	26%	0%
\$40,001-50,000	61	7%	11%	25%	23%	34%	0%
\$50,001-70,000	74	11%	9%	16%	23%	41%	0%
More than \$70,000	50	14%	4%	16%	32%	32%	2%
MAORI OR PART MAORI	69	32%	9%	13%	13%	30%	3%

NECESSARY GOVERNMENT ORGANISATIONS: THE PRIVACY COMMISSION

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

The Privacy Commission

	Base	Need	Not need	Unsure
TOTAL RESPONDENTS	750	70%	23%	7%
AREA				
Auckland	208	74%	22%	4%
Provincial	365	69%	22%	9%
Christchurch	95	65%	30%	5%
Wellington	82	70%	24%	6%
RURAL	164	64%	26%	10%
GENDER				
Male	375	72%	23%	5%
Female	375	68%	23%	9%
AGE GROUP				
Under 30	108	76%	14%	10%
30-44 yrs	246	78%	15%	7%
45-59 yrs	216	69%	25%	6%
60+	179	55%	37%	8%
OCCUPATION				
Professionals, Managers	173	73%	20%	7%
Technicians associate professionals	97	70%	18%	12%
Clerks	63	78%	22%	0%
Service and sales workers	78	71%	24%	5%
Blue collar	109	70%	26%	4%
Students	31	77%	10%	13%
Retired	108	58%	32%	10%
Homemaker	51	67%	25%	8%
Not employed	26	77%	15%	8%
Self employed	14	64%	29%	7%
PERSONAL INCOME BEFORE TAX				
Less than \$15,000	162	64%	28%	8%
\$15,001-25,000	134	73%	19%	8%
\$25,001-30,000	66	77%	20%	3%
\$30,001-40,000	117	72%	22%	6%
\$40,001-50,000	61	75%	18%	7%
\$50,001-70,000	74	70%	26%	4%
More than \$70,000	50	68%	28%	4%
MAORI OR PART MAORI	69	78%	13%	9%

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?

	Base	An excellent job	A good job	Not that good a job	A poor job	Unsure
TOTAL RESPONDENTS	750	3%	42%	23%	9%	23%
AREA						
Auckland	208	2%	42%	23%	8%	25%
Provincial	365	3%	40%	24%	9%	24%
Christchurch	95	3%	46%	18%	10%	23%
Wellington	82	5%	48%	22%	6%	19%
RURAL	164	2%	34%	23%	10%	31%
GENDER						
Male	375	3%	42%	24%	11%	20%
Female	375	3%	42%	21%	6%	28%
AGE GROUP						
Under 30	108	4%	46%	17%	3%	30%
30-44 yrs	246	2%	45%	16%	10%	27%
45-59 yrs	216	4%	46%	25%	7%	18%
60+	179	2%	31%	32%	13%	22%
OCCUPATION						
Professionals, Managers	173	3%	49%	20%	8%	20%
Technicians associate professionals	97	3%	41%	20%	9%	27%
Clerks	63	6%	45%	27%	6%	16%
Service and sales workers	78	3%	50%	19%	6%	22%
Blue collar	109	2%	35%	24%	12%	27%
Students	31	7%	48%	13%	6%	26%
Retired	108	3%	32%	35%	8%	22%
Homemaker	51	0%	35%	18%	10%	37%
Not employed	26	0%	46%	23%	12%	19%
Self employed	14	7%	57%	7%	7%	22%
PERSONAL INCOME BEFORE TAX						
Less than \$15,000	162	2%	39%	25%	12%	22%
\$15,001-25,000	134	3%	37%	24%	8%	28%
\$25,001-30,000	66	3%	39%	30%	5%	23%
\$30,001-40,000	117	5%	49%	19%	7%	20%
\$40,001-50,000	61	3%	51%	20%	6%	20%
\$50,001-70,000	74	1%	50%	12%	14%	23%
More than \$70,000	50	4%	46%	26%	12%	12%
MAORI OR PART MAORI	69	3%	48%	20%	10%	19%

LEVEL OF 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

		1 Very concerned	2	3	4	5 Not concerned at all	Unsure
TOTAL RESPONDENTS	750	78%	11%	7%	2%	2%	0%
AREA							
Auckland	208	78%	13%	6%	1%	1%	1%
Provincial	365	81%	9%	6%	1%	3%	0%
Christchurch	95	75%	15%	6%	1%	3%	0%
Wellington	82	72%	10%	13%	5%	0%	0%
RURAL	164	79%	10%	8%	1%	2%	0%
GENDER							
Male	375	78%	11%	7%	1%	3%	0%
Female	375	78%	11%	6%	2%	2%	1%
AGE GROUP							
Under 30	108	63%	20%	11%	3%	3%	0%
30-44 yrs	246	76%	14%	7%	2%	1%	0%
45-59 yrs	216	86%	6%	5%	1%	2%	0%
60+	179	81%	7%	6%	1%	4%	1%
OCCUPATION							
Professionals, Managers	173	80%	13%	5%	1%	1%	0%
Technicians associate professionals	97	76%	14%	7%	0%	3%	0%
Clerks	63	75%	13%	6%	5%	0%	1%
Service and sales workers	78	73%	13%	8%	2%	4%	0%
Blue collar	109	82%	5%	9%	0%	4%	0%
Students	31	61%	26%	10%	3%	0%	0%
Retired	108	85%	6%	3%	1%	3%	2%
Homemaker	51	76%	6%	8%	6%	4%	0%
Not employed	26	73%	11%	12%	0%	4%	0%
Self employed	14	79%	7%	14%	0%	0%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	76%	11%	8%	2%	3%	0%
\$15,001-25,000	134	80%	11%	5%	1%	2%	1%
\$25,001-30,000	66	73%	11%	12%	3%	1%	0%
\$30,001-40,000	117	85%	7%	6%	1%	1%	0%
\$40,001-50,000	61	67%	21%	5%	3%	2%	2%
\$50,001-70,000	74	81%	8%	7%	3%	1%	0%
More than \$70,000	50	72%	18%	8%	0%	2%	0%
MAORI OR PART MAORI	69	83%	7%	4%	3%	3%	0%

**LEVEL OF 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
TOTAL RESPONDENTS	750	76%	10%	4%	2%	6%	2%
AREA							
Auckland	208	80%	10%	4%	2%	3%	1%
Provincial	365	77%	10%	3%	2%	6%	2%
Christchurch	95	70%	11%	5%	4%	6%	4%
Wellington	82	68%	12%	7%	3%	9%	1%
RURAL	164	78%	7%	4%	2%	6%	3%
GENDER							
Male	375	74%	10%	5%	2%	7%	2%
Female	375	78%	10%	4%	2%	4%	2%
AGE GROUP							
Under 30	108	63%	19%	7%	3%	7%	1%
30-44 yrs	246	74%	12%	6%	2%	5%	1%
45-59 yrs	216	82%	8%	2%	2%	4%	2%
60+	179	78%	5%	3%	2%	7%	5%
OCCUPATION							
Professionals, Managers	173	74%	13%	7%	1%	5%	0%
Technicians associate professionals	97	70%	16%	6%	2%	4%	2%
Clerks	63	84%	6%	2%	2%	6%	0%
Service and sales workers	78	70%	13%	5%	5%	4%	3%
Blue collar	109	74%	7%	5%	3%	8%	3%
Students	31	74%	7%	3%	0%	13%	3%
Retired	108	82%	4%	2%	2%	5%	5%
Homemaker	51	76%	8%	2%	4%	6%	4%
Not employed	26	77%	15%	4%	0%	4%	0%
Self employed	14	79%	21%	0%	0%	0%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	77%	8%	4%	2%	8%	1%
\$15,001-25,000	134	78%	9%	4%	2%	4%	3%
\$25,001-30,000	66	70%	7%	8%	0%	11%	4%
\$30,001-40,000	117	76%	12%	2%	2%	5%	3%
\$40,001-50,000	61	62%	18%	10%	5%	3%	2%
\$50,001-70,000	74	76%	14%	5%	4%	1%	0%
More than \$70,000	50	70%	14%	6%	2%	8%	0%
MAORI OR PART MAORI	69	73%	16%	3%	0%	7%	1%

LEVEL OF CONCERN: YOU SUPPLY YOUR INFORMATION TO A BUSINESS FOR A SPECIFIC PURPOSE AND THE BUSINESS USES 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

		1 Very concerned	2	3	4	5 Not concerned at all	Unsure
TOTAL RESPONDENTS	750	79%	12%	5%	1%	2%	1%
AREA							
Auckland	208	81%	13%	3%	1%	1%	1%
Provincial	365	81%	10%	4%	1%	2%	2%
Christchurch	95	71%	16%	8%	3%	1%	1%
Wellington	82	75%	11%	10%	0%	4%	0%
RURAL	164	82%	11%	4%	0%	1%	2%
GENDER							
Male	375	79%	11%	6%	1%	2%	1%
Female	375	80%	11%	4%	1%	2%	2%
AGE GROUP							
Under 30	108	66%	16%	11%	2%	3%	2%
30-44 yrs	246	80%	13%	5%	1%	1%	0%
45-59 yrs	216	83%	10%	4%	1%	1%	1%
60+	179	80%	8%	5%	1%	4%	2%
OCCUPATION							
Professionals, Managers	173	77%	15%	5%	0%	2%	1%
Technicians associate professionals	97	79%	16%	3%	1%	0%	1%
Clerks	63	78%	11%	6%	2%	3%	0%
Service and sales workers	78	79%	4%	9%	2%	3%	3%
Blue collar	109	81%	10%	5%	0%	2%	2%
Students	31	68%	19%	13%	0%	0%	0%
Retired	108	83%	7%	3%	1%	3%	3%
Homemaker	51	82%	8%	2%	4%	4%	0%
Not employed	26	84%	8%	4%	0%	4%	0%
Self employed	14	64%	22%	14%	0%	0%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	77%	13%	7%	2%	1%	0%
\$15,001-25,000	134	78%	12%	3%	2%	1%	4%
\$25,001-30,000	66	79%	6%	6%	0%	6%	3%
\$30,001-40,000	117	84%	8%	4%	2%	2%	0%
\$40,001-50,000	61	77%	15%	8%	0%	0%	0%
\$50,001-70,000	74	77%	14%	5%	0%	4%	0%
More than \$70,000	50	64%	26%	8%	0%	0%	2%
MAORI OR PART MAORI	69	81%	9%	4%	3%	3%	0%

LEVEL OF 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
TOTAL RESPONDENTS	750	70%	17%	6%	2%	4%	1%
AREA							
Auckland	208	74%	14%	5%	2%	4%	1%
Provincial	365	71%	16%	5%	2%	5%	1%
Christchurch	95	67%	19%	10%	2%	2%	0%
Wellington	82	62%	23%	6%	3%	5%	1%
RURAL	164	69%	19%	5%	0%	4%	3%
GENDER							
Male	375	67%	18%	8%	2%	4%	1%
Female	375	74%	15%	4%	2%	4%	1%
AGE GROUP							
Under 30	108	54%	23%	10%	5%	6%	2%
30-44 yrs	246	68%	21%	7%	1%	3%	0%
45-59 yrs	216	79%	13%	5%	0%	3%	0%
60+	179	74%	11%	4%	2%	7%	2%
OCCUPATION							
Professionals, Managers	173	64%	24%	6%	1%	5%	0%
Technicians associate professionals	97	73%	15%	5%	1%	5%	1%
Clerks	63	76%	14%	7%	0%	3%	0%
Service and sales workers	78	73%	13%	5%	5%	4%	0%
Blue collar	109	67%	15%	10%	2%	4%	2%
Students	31	58%	23%	10%	6%	0%	3%
Retired	108	78%	12%	3%	1%	3%	3%
Homemaker	51	74%	14%	0%	2%	10%	0%
Not employed	26	73%	15%	4%	4%	4%	0%
Self employed	14	79%	14%	7%	0%	0%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	69%	17%	5%	4%	4%	1%
\$15,001-25,000	134	74%	16%	4%	1%	3%	2%
\$25,001-30,000	66	68%	17%	5%	3%	6%	1%
\$30,001-40,000	117	76%	12%	8%	1%	3%	0%
\$40,001-50,000	61	64%	26%	5%	0%	5%	0%
\$50,001-70,000	74	65%	19%	11%	0%	4%	1%
More than \$70,000	50	62%	18%	8%	4%	6%	2%
MAORI OR PART MAORI	69	74%	6%	7%	4%	7%	2%

LEVEL OF CONCERN: 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
TOTAL RESPONDENTS	750	40%	20%	19%	6%	8%	7%
AREA							
Auckland	208	44%	20%	16%	6%	8%	6%
Provincial	365	39%	19%	19%	6%	9%	8%
Christchurch	95	42%	14%	23%	9%	7%	5%
Wellington	82	29%	26%	21%	7%	7%	10%
RURAL	164	38%	21%	19%	5%	10%	7%
GENDER							
Male	375	38%	21%	17%	7%	11%	6%
Female	375	41%	19%	20%	6%	6%	8%
AGE GROUP							
Under 30	108	36%	28%	21%	6%	7%	2%
30-44 yrs	246	41%	20%	23%	7%	6%	3%
45-59 yrs	216	43%	19%	17%	6%	7%	8%
60+	179	36%	15%	14%	7%	13%	15%
OCCUPATION							
Professionals, Managers	173	37%	25%	19%	5%	9%	5%
Technicians associate professionals	97	41%	20%	23%	4%	6%	6%
Clerks	63	38%	20%	21%	8%	5%	8%
Service and sales workers	78	47%	13%	18%	6%	12%	4%
Blue collar	109	32%	21%	20%	11%	8%	8%
Students	31	55%	32%	3%	7%	3%	0%
Retired	108	37%	16%	15%	5%	12%	15%
Homemaker	51	43%	16%	19%	6%	6%	10%
Not employed	26	54%	15%	12%	0%	15%	4%
Self employed	14	36%	7%	36%	14%	0%	7%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	40%	22%	15%	7%	11%	5%
\$15,001-25,000	134	38%	16%	21%	7%	8%	10%
\$25,001-30,000	66	41%	18%	21%	3%	5%	12%
\$30,001-40,000	117	43%	15%	24%	7%	8%	3%
\$40,001-50,000	61	31%	20%	31%	6%	5%	7%
\$50,001-70,000	74	35%	28%	20%	7%	7%	3%
More than \$70,000	50	32%	22%	14%	10%	14%	8%
MAORI OR PART MAORI	69	40%	19%	19%	9%	12%	1%

LEVEL OF CONCERN: 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
TOTAL RESPONDENTS	750	65%	19%	6%	3%	5%	2%
AREA							
Auckland	208	70%	16%	5%	4%	3%	2%
Provincial	365	65%	18%	7%	1%	7%	2%
Christchurch	95	63%	23%	6%	3%	4%	1%
Wellington	82	54%	22%	7%	7%	4%	6%
RURAL	164	68%	13%	9%	1%	7%	2%
GENDER							
Male	375	63%	21%	6%	3%	6%	1%
Female	375	67%	17%	6%	2%	4%	4%
AGE GROUP							
Under 30	108	53%	29%	11%	4%	3%	0%
30-44 yrs	246	67%	20%	6%	3%	3%	1%
45-59 yrs	216	72%	16%	5%	2%	3%	2%
60+	179	61%	14%	5%	3%	11%	6%
OCCUPATION							
Professionals, Managers	173	61%	23%	8%	3%	4%	1%
Technicians associate professionals	97	65%	24%	7%	1%	3%	0%
Clerks	63	78%	13%	1%	3%	2%	3%
Service and sales workers	78	72%	14%	5%	1%	7%	1%
Blue collar	109	61%	20%	6%	4%	8%	1%
Students	31	68%	23%	6%	3%	0%	0%
Retired	108	60%	14%	7%	3%	9%	7%
Homemaker	51	63%	17%	4%	2%	8%	6%
Not employed	26	73%	11%	8%	4%	0%	4%
Self employed	14	71%	29%	0%	0%	0%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	64%	17%	7%	3%	7%	2%
\$15,001-25,000	134	63%	23%	4%	4%	4%	2%
\$25,001-30,000	66	71%	12%	5%	3%	1%	8%
\$30,001-40,000	117	70%	19%	4%	3%	4%	0%
\$40,001-50,000	61	61%	23%	10%	0%	3%	3%
\$50,001-70,000	74	60%	20%	12%	3%	5%	0%
More than \$70,000	50	54%	22%	8%	6%	10%	0%
MAORI OR PART MAORI	69	65%	23%	4%	3%	3%	2%

LEVEL OF CONCERN: 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
TOTAL RESPONDENTS	750	37%	13%	15%	12%	22%	1%
AREA							
Auckland	208	41%	18%	9%	11%	20%	1%
Provincial	365	36%	10%	19%	10%	24%	1%
Christchurch	95	38%	13%	8%	18%	23%	0%
Wellington	82	28%	16%	19%	15%	21%	1%
RURAL	164	37%	12%	18%	11%	19%	3%
GENDER							
Male	375	34%	13%	14%	12%	26%	1%
Female	375	39%	13%	17%	12%	18%	1%
AGE GROUP							
Under 30	108	39%	20%	20%	10%	9%	2%
30-44 yrs	246	40%	15%	15%	9%	20%	1%
45-59 yrs	216	34%	11%	17%	15%	22%	1%
60+	179	33%	10%	11%	12%	33%	1%
OCCUPATION							
Professionals, Managers	173	32%	14%	17%	15%	21%	1%
Technicians associate professionals	97	45%	13%	19%	5%	18%	0%
Clerks	63	33%	19%	14%	16%	18%	0%
Service and sales workers	78	36%	13%	18%	10%	23%	0%
Blue collar	109	38%	11%	16%	7%	25%	3%
Students	31	45%	10%	19%	10%	13%	3%
Retired	108	30%	11%	9%	14%	34%	2%
Homemaker	51	47%	15%	10%	14%	14%	0%
Not employed	26	42%	15%	23%	12%	8%	0%
Self employed	14	15%	7%	7%	14%	57%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	41%	17%	15%	9%	17%	1%
\$15,001-25,000	134	37%	13%	16%	11%	22%	1%
\$25,001-30,000	66	38%	8%	17%	12%	24%	1%
\$30,001-40,000	117	46%	15%	11%	10%	16%	2%
\$40,001-50,000	61	28%	13%	16%	15%	28%	0%
\$50,001-70,000	74	23%	12%	18%	16%	31%	0%
More than \$70,000	50	22%	18%	14%	20%	24%	2%
MAORI OR PART MAORI	69	46%	12%	20%	6%	13%	3%

LEVEL OF CONCERN: 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

		1 Very concerned	2	3	4	5 Not concerned at all	Unsure
TOTAL RESPONDENTS	750	22%	21%	23%	12%	18%	4%
AREA							
Auckland	208	18%	25%	27%	13%	16%	1%
Provincial	365	25%	17%	21%	11%	20%	6%
Christchurch	95	27%	26%	23%	12%	12%	0%
Wellington	82	15%	20%	24%	13%	27%	1%
RURAL	164	29%	19%	22%	8%	15%	7%
GENDER							
Male	375	20%	21%	23%	11%	22%	3%
Female	375	24%	21%	24%	12%	15%	4%
AGE GROUP							
Under 30	108	14%	32%	34%	10%	9%	1%
30-44 yrs	246	22%	21%	25%	11%	20%	1%
45-59 yrs	216	26%	17%	25%	11%	17%	4%
60+	179	22%	19%	12%	16%	23%	8%
OCCUPATION							
Professionals, Managers	173	17%	25%	23%	12%	21%	2%
Technicians associate professionals	97	20%	28%	26%	9%	16%	1%
Clerks	63	30%	19%	27%	11%	10%	3%
Service and sales workers	78	22%	19%	23%	13%	22%	1%
Blue collar	109	28%	19%	23%	5%	19%	6%
Students	31	16%	22%	39%	13%	10%	0%
Retired	108	23%	14%	16%	17%	20%	10%
Homemaker	51	23%	16%	23%	16%	20%	2%
Not employed	26	35%	16%	15%	15%	15%	4%
Self employed	14	7%	14%	43%	14%	22%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	29%	16%	23%	14%	15%	3%
\$15,001-25,000	134	22%	20%	25%	11%	20%	2%
\$25,001-30,000	66	32%	20%	26%	6%	9%	7%
\$30,001-40,000	117	24%	21%	25%	9%	18%	3%
\$40,001-50,000	61	15%	23%	18%	18%	26%	0%
\$50,001-70,000	74	10%	16%	26%	20%	28%	0%
More than \$70,000	50	10%	30%	32%	8%	18%	2%
MAORI OR PART MAORI	69	26%	20%	22%	5%	23%	4%

LEVEL OF CONCERN: THE AVAILABILITY OF PERSONAL DETAILS ON PUBLIC REGISTERS

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
TOTAL RESPONDENTS	750	29%	22%	23%	11%	13%	2%
AREA							
Auckland	208	31%	24%	22%	10%	10%	3%
Provincial	365	30%	19%	24%	10%	15%	2%
Christchurch	95	23%	28%	20%	13%	16%	0%
Wellington	82	27%	24%	21%	15%	13%	0%
RURAL	164	27%	24%	21%	12%	13%	3%
GENDER							
Male	375	28%	24%	22%	12%	13%	1%
Female	375	30%	21%	24%	9%	14%	2%
AGE GROUP							
Under 30	108	22%	35%	30%	11%	2%	0%
30-44 yrs	246	31%	25%	21%	10%	12%	1%
45-59 yrs	216	32%	18%	23%	11%	15%	1%
60+	179	27%	17%	20%	12%	20%	4%
OCCUPATION							
Professionals, Managers	173	20%	27%	24%	11%	17%	1%
Technicians associate professionals	97	32%	18%	28%	12%	9%	1%
Clerks	63	35%	16%	29%	9%	8%	3%
Service and sales workers	78	29%	21%	23%	9%	17%	1%
Blue collar	109	30%	27%	19%	8%	14%	2%
Students	31	23%	23%	32%	19%	3%	0%
Retired	108	30%	17%	18%	15%	16%	4%
Homemaker	51	39%	23%	20%	4%	14%	0%
Not employed	26	42%	31%	4%	8%	11%	4%
Self employed	14	21%	29%	29%	14%	7%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	31%	22%	20%	11%	14%	2%
\$15,001-25,000	134	25%	22%	30%	12%	10%	1%
\$25,001-30,000	66	38%	23%	21%	4%	8%	6%
\$30,001-40,000	117	30%	20%	22%	9%	18%	1%
\$40,001-50,000	61	30%	26%	16%	12%	13%	3%
\$50,001-70,000	74	19%	23%	26%	16%	16%	0%
More than \$70,000	50	16%	28%	26%	14%	16%	0%
MAORI OR PART MAORI	69	33%	22%	25%	6%	11%	3%

LEVEL OF CONCERN: 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
TOTAL RESPONDENTS	750	41%	23%	19%	8%	6%	3%
AREA							
Auckland	208	43%	23%	21%	8%	4%	1%
Provincial	365	42%	22%	19%	6%	7%	4%
Christchurch	95	36%	30%	13%	13%	8%	0%
Wellington	82	34%	23%	24%	10%	6%	3%
RURAL	164	42%	26%	18%	6%	7%	1%
GENDER							
Male	375	38%	25%	18%	10%	7%	2%
Female	375	43%	22%	20%	6%	5%	4%
AGE GROUP							
Under 30	108	34%	28%	23%	9%	5%	1%
30-44 yrs	246	40%	27%	18%	9%	5%	1%
45-59 yrs	216	44%	19%	21%	6%	8%	2%
60+	179	43%	21%	15%	8%	6%	7%
OCCUPATION							
Professionals, Managers	173	37%	27%	19%	11%	6%	0%
Technicians associate professionals	97	45%	23%	26%	2%	3%	1%
Clerks	63	43%	22%	22%	8%	5%	0%
Service and sales workers	78	49%	23%	15%	4%	8%	1%
Blue collar	109	43%	18%	17%	10%	9%	3%
Students	31	29%	32%	16%	16%	7%	0%
Retired	108	36%	22%	18%	10%	4%	10%
Homemaker	51	37%	22%	23%	4%	8%	6%
Not employed	26	42%	31%	11%	8%	4%	4%
Self employed	14	36%	29%	14%	0%	21%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	34%	27%	20%	9%	7%	3%
\$15,001-25,000	134	49%	20%	19%	5%	5%	2%
\$25,001-30,000	66	53%	18%	14%	8%	3%	4%
\$30,001-40,000	117	38%	24%	21%	9%	6%	2%
\$40,001-50,000	61	33%	29%	21%	8%	7%	2%
\$50,001-70,000	74	35%	19%	30%	9%	7%	0%
More than \$70,000	50	34%	22%	16%	18%	10%	0%
MAORI OR PART MAORI	69	44%	23%	16%	9%	7%	1%

LEVEL OF CONCERN: CONFIDENTIALITY 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
TOTAL RESPONDENTS	750	53%	21%	14%	5%	6%	1%
AREA							
Auckland	208	55%	23%	14%	3%	4%	1%
Provincial	365	52%	19%	16%	4%	7%	2%
Christchurch	95	52%	21%	7%	12%	8%	0%
Wellington	82	55%	24%	13%	1%	4%	3%
RURAL	164	59%	15%	15%	5%	5%	1%
GENDER							
Male	375	48%	22%	17%	5%	6%	2%
Female	375	59%	19%	11%	4%	6%	1%
AGE GROUP							
Under 30	108	48%	27%	17%	4%	4%	0%
30-44 yrs	246	53%	24%	15%	4%	4%	0%
45-59 yrs	216	56%	20%	12%	3%	7%	2%
60+	179	54%	14%	12%	7%	10%	3%
OCCUPATION							
Professionals, Managers	173	46%	28%	15%	5%	5%	1%
Technicians associate professionals	97	58%	19%	14%	4%	5%	0%
Clerks	63	59%	24%	12%	5%	0%	0%
Service and sales workers	78	58%	20%	9%	5%	8%	0%
Blue collar	109	51%	18%	19%	3%	7%	2%
Students	31	45%	26%	19%	7%	3%	0%
Retired	108	55%	12%	12%	7%	9%	5%
Homemaker	51	57%	23%	10%	0%	10%	0%
Not employed	26	69%	11%	12%	4%	0%	4%
Self employed	14	50%	14%	14%	0%	22%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	50%	20%	14%	9%	6%	1%
\$15,001-25,000	134	57%	22%	12%	2%	6%	1%
\$25,001-30,000	66	58%	17%	12%	6%	6%	1%
\$30,001-40,000	117	51%	20%	21%	3%	5%	0%
\$40,001-50,000	61	47%	21%	20%	5%	7%	0%
\$50,001-70,000	74	44%	30%	11%	7%	8%	0%
More than \$70,000	50	52%	20%	12%	6%	6%	4%
MAORI OR PART MAORI	69	58%	16%	9%	3%	13%	1%

LEVEL OF CONCERN: GOVERNMENT INTERCEPTION OF 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
TOTAL RESPONDENTS	750	51%	21%	14%	5%	7%	2%
AREA							
Auckland	208	53%	20%	14%	4%	7%	2%
Provincial	365	51%	18%	16%	4%	9%	2%
Christchurch	95	52%	27%	11%	4%	5%	1%
Wellington	82	44%	26%	13%	11%	2%	4%
RURAL	164	55%	20%	12%	2%	10%	1%
GENDER							
Male	375	51%	19%	14%	5%	9%	2%
Female	375	52%	22%	14%	4%	6%	2%
AGE GROUP							
Under 30	108	46%	25%	18%	7%	4%	0%
30-44 yrs	246	53%	21%	15%	5%	5%	1%
45-59 yrs	216	54%	19%	13%	4%	8%	2%
60+	179	49%	18%	13%	5%	11%	4%
OCCUPATION							
Professionals, Managers	173	45%	29%	11%	6%	7%	2%
Technicians associate professionals	97	53%	18%	21%	4%	4%	0%
Clerks	63	44%	25%	14%	10%	5%	2%
Service and sales workers	78	58%	13%	14%	6%	9%	0%
Blue collar	109	56%	20%	9%	5%	7%	3%
Students	31	62%	16%	16%	3%	3%	0%
Retired	108	48%	17%	14%	4%	12%	5%
Homemaker	51	55%	16%	23%	0%	4%	2%
Not employed	26	62%	8%	11%	4%	15%	0%
Self employed	14	57%	36%	7%	0%	0%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	56%	13%	18%	4%	8%	1%
\$15,001-25,000	134	52%	22%	14%	5%	5%	2%
\$25,001-30,000	66	48%	30%	9%	2%	9%	2%
\$30,001-40,000	117	50%	21%	15%	6%	7%	1%
\$40,001-50,000	61	49%	25%	13%	3%	10%	0%
\$50,001-70,000	74	47%	18%	16%	11%	7%	1%
More than \$70,000	50	42%	32%	14%	2%	6%	4%
MAORI OR PART MAORI	69	56%	19%	10%	6%	9%	0%

LEVEL OF CONCERN: EMPLOYER MONITORING OF 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.

Employer monitoring of emails

	Base	1 Very concerned	2	3	4	5 Not concerned at all	Unsure
TOTAL RESPONDENTS	750	34%	17%	22%	11%	13%	3%
AREA							
Auckland	208	34%	18%	26%	11%	8%	3%
Provincial	365	35%	16%	20%	11%	14%	4%
Christchurch	95	35%	19%	20%	13%	11%	2%
Wellington	82	24%	18%	23%	10%	20%	5%
RURAL	164	35%	17%	22%	10%	13%	3%
GENDER							
Male	375	33%	16%	21%	15%	13%	2%
Female	375	33%	19%	23%	8%	12%	5%
AGE GROUP							
Under 30	108	25%	22%	35%	11%	7%	0%
30-44 yrs	246	34%	22%	20%	11%	12%	1%
45-59 yrs	216	31%	15%	25%	12%	14%	3%
60+	179	40%	11%	14%	11%	15%	9%
OCCUPATION							
Professionals, Managers	173	29%	20%	21%	14%	15%	1%
Technicians associate professionals	97	27%	21%	25%	15%	10%	2%
Clerks	63	27%	17%	30%	11%	13%	2%
Service and sales workers	78	36%	14%	28%	8%	10%	4%
Blue collar	109	41%	17%	17%	7%	16%	2%
Students	31	22%	29%	29%	10%	10%	0%
Retired	108	41%	8%	17%	9%	14%	11%
Homemaker	51	33%	25%	16%	12%	10%	4%
Not employed	26	46%	12%	19%	15%	4%	4%
Self employed	14	15%	7%	50%	14%	7%	7%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	34%	17%	24%	12%	9%	4%
\$15,001-25,000	134	31%	19%	23%	8%	16%	3%
\$25,001-30,000	66	35%	12%	17%	10%	17%	9%
\$30,001-40,000	117	36%	22%	20%	10%	9%	3%
\$40,001-50,000	61	31%	15%	26%	11%	15%	2%
\$50,001-70,000	74	24%	18%	30%	19%	9%	0%
More than \$70,000	50	20%	22%	22%	16%	18%	2%
MAORI OR PART MAORI	69	44%	17%	23%	7%	6%	3%

LEVEL OF CONCERN: 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
TOTAL RESPONDENTS	750	24%	16%	21%	13%	24%	2%
AREA							
Auckland	208	26%	16%	25%	12%	21%	0%
Provincial	365	25%	14%	20%	14%	25%	2%
Christchurch	95	21%	19%	15%	14%	30%	1%
Wellington	82	24%	17%	21%	13%	20%	5%
RURAL	164	25%	17%	15%	13%	28%	2%
GENDER							
Male	375	24%	15%	19%	14%	27%	1%
Female	375	25%	17%	22%	13%	21%	2%
AGE GROUP							
Under 30	108	26%	20%	28%	14%	11%	1%
30-44 yrs	246	25%	16%	19%	12%	27%	1%
45-59 yrs	216	22%	15%	20%	13%	28%	2%
60+	179	26%	14%	20%	14%	23%	3%
OCCUPATION							
Professionals, Managers	173	15%	12%	27%	16%	28%	2%
Technicians associate professionals	97	28%	17%	24%	10%	20%	1%
Clerks	63	30%	16%	22%	6%	24%	2%
Service and sales workers	78	32%	17%	14%	18%	18%	1%
Blue collar	109	27%	16%	13%	12%	31%	1%
Students	31	29%	13%	19%	23%	16%	0%
Retired	108	24%	18%	18%	13%	22%	5%
Homemaker	51	29%	18%	27%	10%	14%	2%
Not employed	26	31%	16%	15%	15%	23%	0%
Self employed	14	0%	14%	29%	14%	43%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	27%	15%	22%	16%	19%	1%
\$15,001-25,000	134	31%	14%	19%	13%	21%	2%
\$25,001-30,000	66	26%	24%	9%	12%	27%	2%
\$30,001-40,000	117	25%	14%	23%	9%	28%	1%
\$40,001-50,000	61	16%	8%	25%	20%	29%	2%
\$50,001-70,000	74	9%	16%	23%	15%	37%	0%
More than \$70,000	50	20%	14%	24%	22%	20%	0%
MAORI OR PART MAORI	69	46%	10%	13%	9%	22%	0%

LEVEL OF CONCERN: 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
TOTAL RESPONDENTS	750	19%	9%	18%	18%	35%	1%
AREA							
Auckland	208	18%	10%	23%	16%	33%	0%
Provincial	365	18%	9%	17%	17%	38%	1%
Christchurch	95	18%	9%	15%	22%	35%	1%
Wellington	82	21%	6%	20%	23%	29%	1%
RURAL	164	23%	5%	20%	15%	35%	2%
GENDER							
Male	375	17%	9%	17%	18%	39%	0%
Female	375	20%	8%	20%	18%	32%	2%
AGE GROUP							
Under 30	108	22%	8%	29%	21%	19%	1%
30-44 yrs	246	18%	8%	19%	17%	37%	1%
45-59 yrs	216	13%	12%	19%	19%	37%	0%
60+	179	23%	7%	10%	17%	41%	2%
OCCUPATION							
Professionals, Managers	173	13%	9%	15%	20%	42%	1%
Technicians associate professionals	97	13%	10%	26%	17%	34%	0%
Clerks	63	27%	8%	21%	16%	28%	0%
Service and sales workers	78	24%	10%	9%	21%	32%	4%
Blue collar	109	16%	10%	19%	16%	39%	0%
Students	31	23%	0%	39%	32%	6%	0%
Retired	108	22%	7%	14%	15%	39%	3%
Homemaker	51	19%	14%	20%	20%	27%	0%
Not employed	26	31%	4%	23%	11%	31%	0%
Self employed	14	0%	7%	14%	22%	57%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	22%	6%	21%	20%	30%	1%
\$15,001-25,000	134	21%	10%	15%	17%	36%	1%
\$25,001-30,000	66	21%	5%	14%	20%	39%	1%
\$30,001-40,000	117	18%	8%	25%	18%	30%	1%
\$40,001-50,000	61	10%	13%	16%	16%	43%	2%
\$50,001-70,000	74	8%	9%	14%	15%	54%	0%
More than \$70,000	50	12%	16%	16%	18%	38%	0%
MAORI OR PART MAORI	69	23%	12%	16%	13%	33%	3%

LEVEL OF IMPORTANCE WHEN DEALING WITH BUSINESSES: 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
TOTAL RESPONDENTS	750	46%	33%	17%	2%	1%	1%
AREA							
Auckland	208	43%	36%	17%	2%	1%	1%
Provincial	365	49%	30%	17%	1%	0%	3%
Christchurch	95	41%	36%	17%	4%	1%	1%
Wellington	82	40%	39%	17%	1%	3%	0%
RURAL	164	47%	33%	18%	1%	0%	1%
GENDER							
Male	375	41%	35%	19%	3%	1%	1%
Female	375	50%	32%	15%	1%	0%	2%
AGE GROUP							
Under 30	108	38%	35%	20%	5%	2%	0%
30-44 yrs	246	41%	40%	17%	2%	0%	0%
45-59 yrs	216	50%	32%	16%	0%	0%	2%
60+	179	51%	26%	16%	2%	1%	4%
OCCUPATION							
Professionals, Managers	173	38%	39%	20%	1%	1%	1%
Technicians associate professionals	97	42%	37%	16%	2%	1%	2%
Clerks	63	49%	35%	16%	0%	0%	0%
Service and sales workers	78	53%	27%	19%	1%	0%	0%
Blue collar	109	46%	28%	19%	4%	2%	1%
Students	31	32%	48%	13%	7%	0%	0%
Retired	108	48%	27%	17%	3%	1%	4%
Homemaker	51	63%	25%	12%	0%	0%	0%
Not employed	26	61%	27%	8%	0%	0%	4%
Self employed	14	22%	64%	14%	0%	0%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	48%	30%	17%	2%	1%	2%
\$15,001-25,000	134	46%	29%	20%	2%	1%	2%
\$25,001-30,000	66	44%	32%	18%	0%	3%	3%
\$30,001-40,000	117	45%	33%	20%	1%	0%	1%
\$40,001-50,000	61	39%	38%	21%	2%	0%	0%
\$50,001-70,000	74	41%	42%	13%	4%	0%	0%
More than \$70,000	50	30%	50%	14%	4%	2%	0%
MAORI OR PART MAORI	69	49%	29%	16%	3%	0%	3%

LEVEL OF IMPORTANCE WHEN DEALING WITH BUSINESSES: 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
TOTAL RESPONDENTS	750	68%	26%	5%	1%	0%	0%
AREA							
Auckland	208	72%	24%	2%	1%	1%	0%
Provincial	365	68%	24%	6%	1%	1%	0%
Christchurch	95	63%	30%	7%	0%	0%	0%
Wellington	82	62%	31%	7%	0%	0%	0%
RURAL	164	72%	21%	5%	2%	0%	0%
GENDER							
Male	375	63%	28%	8%	1%	0%	0%
Female	375	73%	23%	2%	1%	1%	0%
AGE GROUP							
Under 30	108	58%	30%	8%	3%	1%	0%
30-44 yrs	246	61%	35%	3%	1%	0%	0%
45-59 yrs	216	75%	20%	3%	1%	1%	0%
60+	179	74%	17%	8%	0%	1%	0%
OCCUPATION							
Professionals, Managers	173	61%	35%	4%	0%	0%	0%
Technicians associate professionals	97	71%	27%	1%	1%	0%	0%
Clerks	63	73%	27%	0%	0%	0%	0%
Service and sales workers	78	78%	17%	4%	1%	0%	0%
Blue collar	109	62%	26%	9%	2%	1%	0%
Students	31	52%	32%	13%	3%	0%	0%
Retired	108	70%	19%	9%	0%	1%	1%
Homemaker	51	69%	29%	2%	0%	0%	0%
Not employed	26	73%	11%	8%	4%	4%	0%
Self employed	14	100%	0%	0%	0%	0%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	65%	21%	12%	0%	1%	1%
\$15,001-25,000	134	75%	20%	3%	2%	0%	0%
\$25,001-30,000	66	71%	18%	9%	2%	0%	0%
\$30,001-40,000	117	68%	27%	4%	1%	0%	0%
\$40,001-50,000	61	57%	38%	5%	0%	0%	0%
\$50,001-70,000	74	64%	36%	0%	0%	0%	0%
More than \$70,000	50	56%	40%	2%	0%	2%	0%
MAORI OR PART MAORI	69	65%	25%	9%	1%	0%	0%

LEVEL OF IMPORTANCE WHEN DEALING WITH BUSINESSES: 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
TOTAL RESPONDENTS	750	79%	16%	4%	1%	0%	0%
AREA							
Auckland	208	83%	14%	2%	1%	0%	0%
Provincial	365	80%	15%	3%	1%	0%	1%
Christchurch	95	75%	17%	7%	0%	1%	0%
Wellington	82	68%	23%	9%	0%	0%	0%
RURAL	164	77%	18%	4%	1%	0%	0%
GENDER							
Male	375	75%	20%	4%	1%	0%	0%
Female	375	83%	12%	4%	0%	0%	1%
AGE GROUP							
Under 30	108	66%	25%	6%	2%	1%	0%
30-44 yrs	246	81%	16%	2%	1%	0%	0%
45-59 yrs	216	83%	13%	3%	0%	0%	1%
60+	179	78%	12%	7%	1%	1%	1%
OCCUPATION							
Professionals, Managers	173	78%	20%	2%	0%	0%	0%
Technicians associate professionals	97	83%	13%	4%	0%	0%	0%
Clerks	63	75%	22%	1%	0%	0%	2%
Service and sales workers	78	83%	12%	4%	1%	0%	0%
Blue collar	109	74%	19%	5%	2%	0%	0%
Students	31	81%	13%	3%	0%	3%	0%
Retired	108	77%	12%	5%	2%	2%	2%
Homemaker	51	86%	8%	6%	0%	0%	0%
Not employed	26	77%	11%	12%	0%	0%	0%
Self employed	14	86%	14%	0%	0%	0%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	78%	13%	6%	2%	0%	1%
\$15,001-25,000	134	80%	16%	3%	0%	1%	0%
\$25,001-30,000	66	80%	12%	5%	1%	0%	2%
\$30,001-40,000	117	75%	20%	3%	1%	1%	0%
\$40,001-50,000	61	76%	21%	3%	0%	0%	0%
\$50,001-70,000	74	80%	17%	3%	0%	0%	0%
More than \$70,000	50	78%	18%	4%	0%	0%	0%
MAORI OR PART MAORI	69	81%	12%	6%	1%	0%	0%

LEVEL OF IMPORTANCE WHEN DEALING WITH BUSINESSES: 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
TOTAL RESPONDENTS	750	78%	15%	5%	1%	1%	0%
AREA							
Auckland	208	77%	13%	8%	1%	1%	0%
Provincial	365	80%	13%	4%	0%	2%	1%
Christchurch	95	75%	19%	4%	1%	1%	0%
Wellington	82	70%	23%	5%	1%	1%	0%
RURAL	164	78%	15%	4%	0%	2%	1%
GENDER							
Male	375	71%	19%	7%	1%	2%	0%
Female	375	84%	11%	3%	1%	1%	0%
AGE GROUP							
Under 30	108	69%	21%	7%	1%	2%	0%
30-44 yrs	246	80%	14%	6%	0%	0%	0%
45-59 yrs	216	82%	13%	3%	1%	1%	0%
60+	179	75%	13%	7%	1%	3%	1%
OCCUPATION							
Professionals, Managers	173	72%	22%	5%	1%	0%	0%
Technicians associate professionals	97	81%	16%	3%	0%	0%	0%
Clerks	63	86%	13%	1%	0%	0%	0%
Service and sales workers	78	78%	10%	8%	2%	1%	1%
Blue collar	109	79%	11%	5%	0%	4%	1%
Students	31	64%	23%	10%	0%	3%	0%
Retired	108	73%	14%	9%	2%	2%	0%
Homemaker	51	88%	8%	4%	0%	0%	0%
Not employed	26	88%	8%	4%	0%	0%	0%
Self employed	14	79%	14%	7%	0%	0%	0%
PERSONAL INCOME BEFORE TAX							
Less than \$15,000	162	78%	12%	8%	0%	2%	0%
\$15,001-25,000	134	81%	10%	7%	0%	2%	0%
\$25,001-30,000	66	86%	6%	5%	1%	0%	2%
\$30,001-40,000	117	81%	14%	3%	0%	2%	0%
\$40,001-50,000	61	59%	30%	8%	3%	0%	0%
\$50,001-70,000	74	72%	20%	8%	0%	0%	0%
More than \$70,000	50	54%	34%	4%	4%	4%	0%
MAORI OR PART MAORI	69	88%	7%	3%	2%	0%	0%