



Privacy Commissioner
Te Mana Matapono Matatapu

Individual privacy & personal information

UMR Omnibus Results
April 2012



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Methodology



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

Fieldwork was conducted from the 22nd to 27th March 2012 at UMR Research's national interview facility in Auckland.

Media coverage of the privacy breach at ACC (first published on 15th March 2012) has almost certainly affected responses to many of these questions. The fieldwork dates for this project were determined prior to the ACC story breaking in the media.

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



Concerns about privacy

Concerns about individual privacy

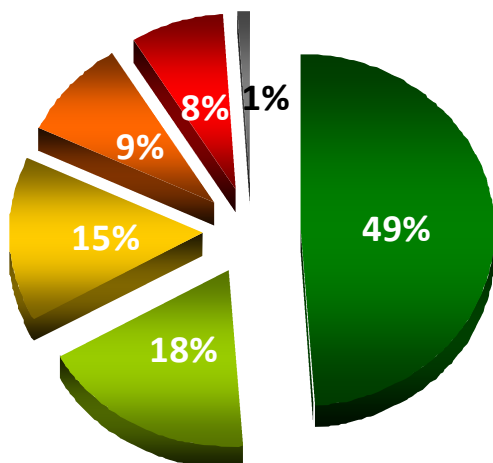


- ▶ Concern over privacy appears to have increased over the last two years, although the ACC controversy will almost certainly have contributed to the rise.
 - 67% of respondents rate their level of concern as either 1 or 2 out of 5 (where 1 means very concerned), up 8% since 2010 and the highest result recorded since the series began in 2001. These comparisons over time for this question should however be treated with caution, because 'individual privacy' was asked about on its own in 2010 and 2011 but alongside a randomised list of other possible concerns in all previous years.
 - 49% rated said that they were very concerned about privacy (point 1 on the 5 point scale), up 10% since 2010.
 - 17% said they were not concerned (4+5 on the scale), down 6%.

- ▶ The increase in concern about privacy issues was particularly strong amongst:
 - People with personal incomes below \$15,000 (68% very concerned – up 25%)
 - People with personal incomes above \$70,000 (42% very concerned – up 17%)
 - Wellingtonians (50% very concerned – up 14%)

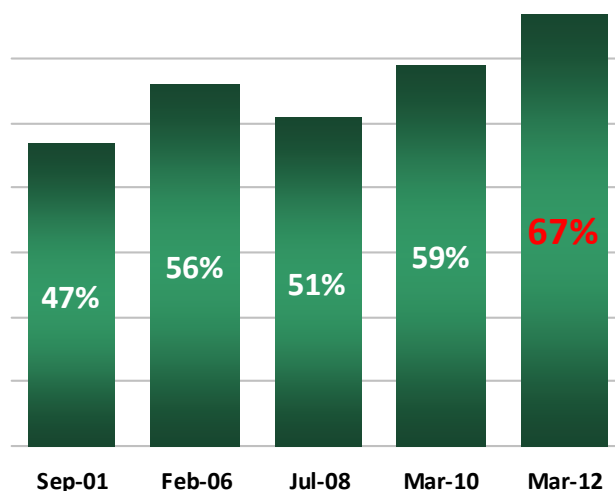
Using a scale of 1 to 5 where **1 means you are very concerned** and **5 not concerned at all**, how concerned are you about individual's privacy and the protection of personal information?

2012 Results



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

Tracking Level Of Concern (1+2 Only)



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

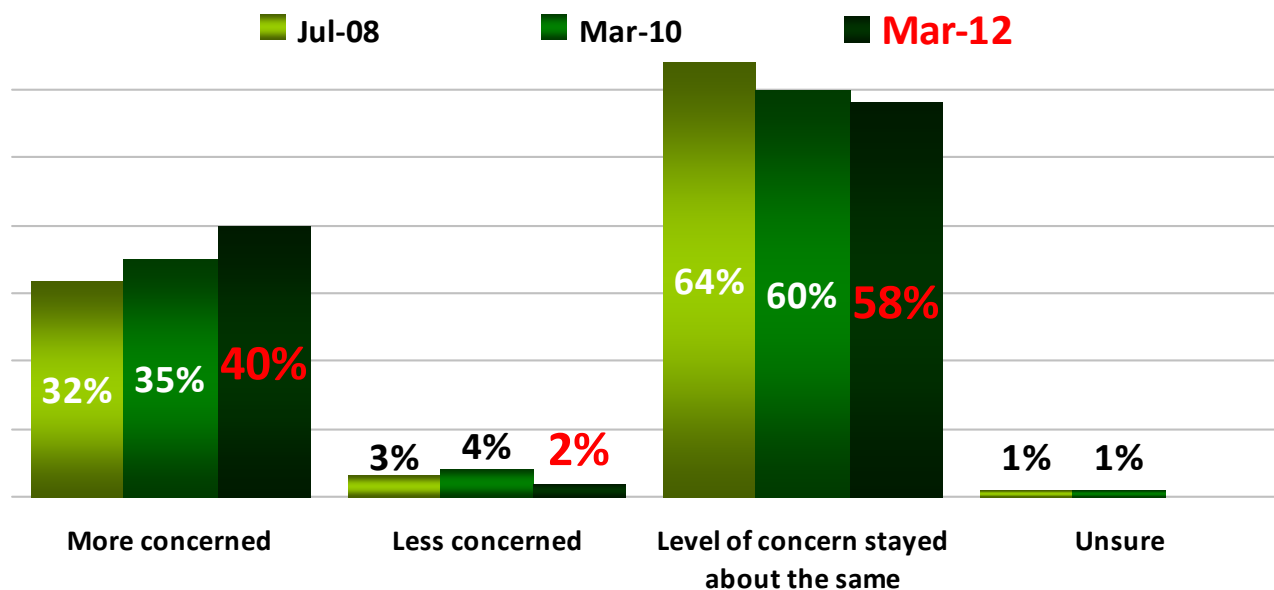
Base: All, n=750

Perceived changes in concern about individual privacy



- ▶ 40% report becoming more concerned about privacy issues over the last few years, up 5% since 2010 and 8% since 2008.
- ▶ Māori (up 15% to 45%), people with personal incomes below \$15,000 (up 11% to 48%) and people with personal incomes over \$70,000 (up 11% to 40%) have become more likely to say that their level of concern has increased.

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



Base: All, n=750



Use of personal information by organisations

Misuse of personal information by businesses

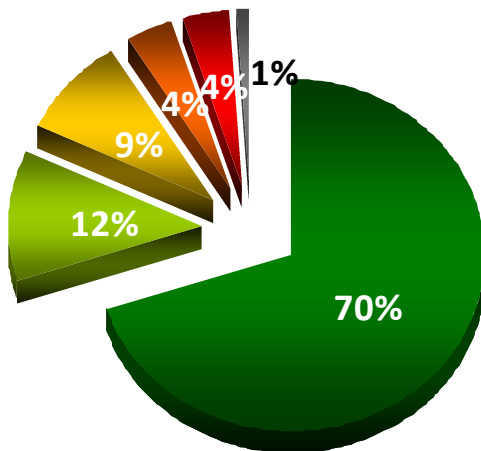


- ▶ The proportion of respondents who say that they would be concerned if they supplied information to a business for one purpose but they used it for another has fallen over the last two years, although it is still something that would worry most people.
 - 82% of New Zealanders say that they would be concerned if a business misused their information in this way, including 70% who would be very concerned.
 - In 2010 90% said that this would concern them, including 74% who thought they would be very concerned.

Using a scale of 1 to 5 where 1 means you would be very concerned and 5 not concerned at all, how concerned would you be about the following?

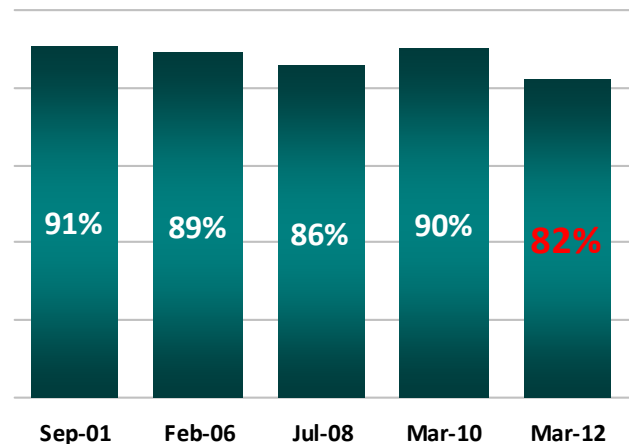
“You supplied information to a business for one purpose and the business used it for another purpose”

2012 Results



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

Tracking Level Of Concern (1+2 Only)



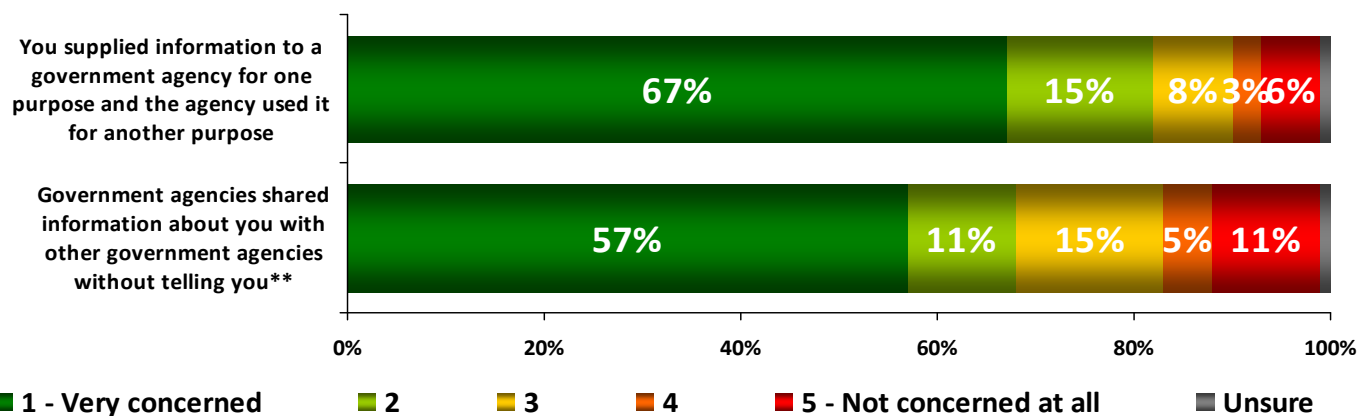
Base: All, n=750

Misuse of information by govt agencies

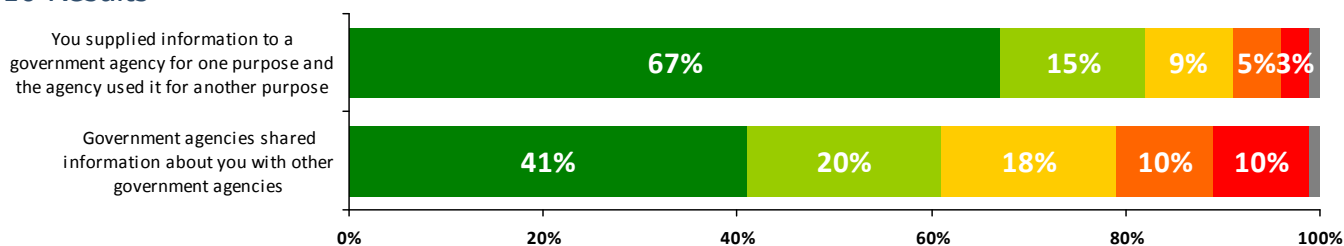


- ▶ Two questions about how government agencies use your personal information were tracked from 2010.
- ▶ Around four in five respondents (82%) said they would be concerned if they 'supplied information to a government agency for one purpose and the agency used it for another purpose'.
 - Two thirds (67%) said they would be 'very concerned' (point 1 on the five point scale).
 - Just 9% would not be concerned.
 - These results are almost identical to those recorded in 2010.
- ▶ Around two thirds of respondents (68%) said they would be concerned if 'government agencies shared information about you with other government agencies without telling you', up 7% on 2010.
 - 57% said they would be 'very concerned' (point 1 on the scale), up 16% on the 2010 results.
 - 16% would not be concerned.

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



2010 Results



Base: All, n=750

**= Additional wording in 2012 survey

Business use of personal information – other statements



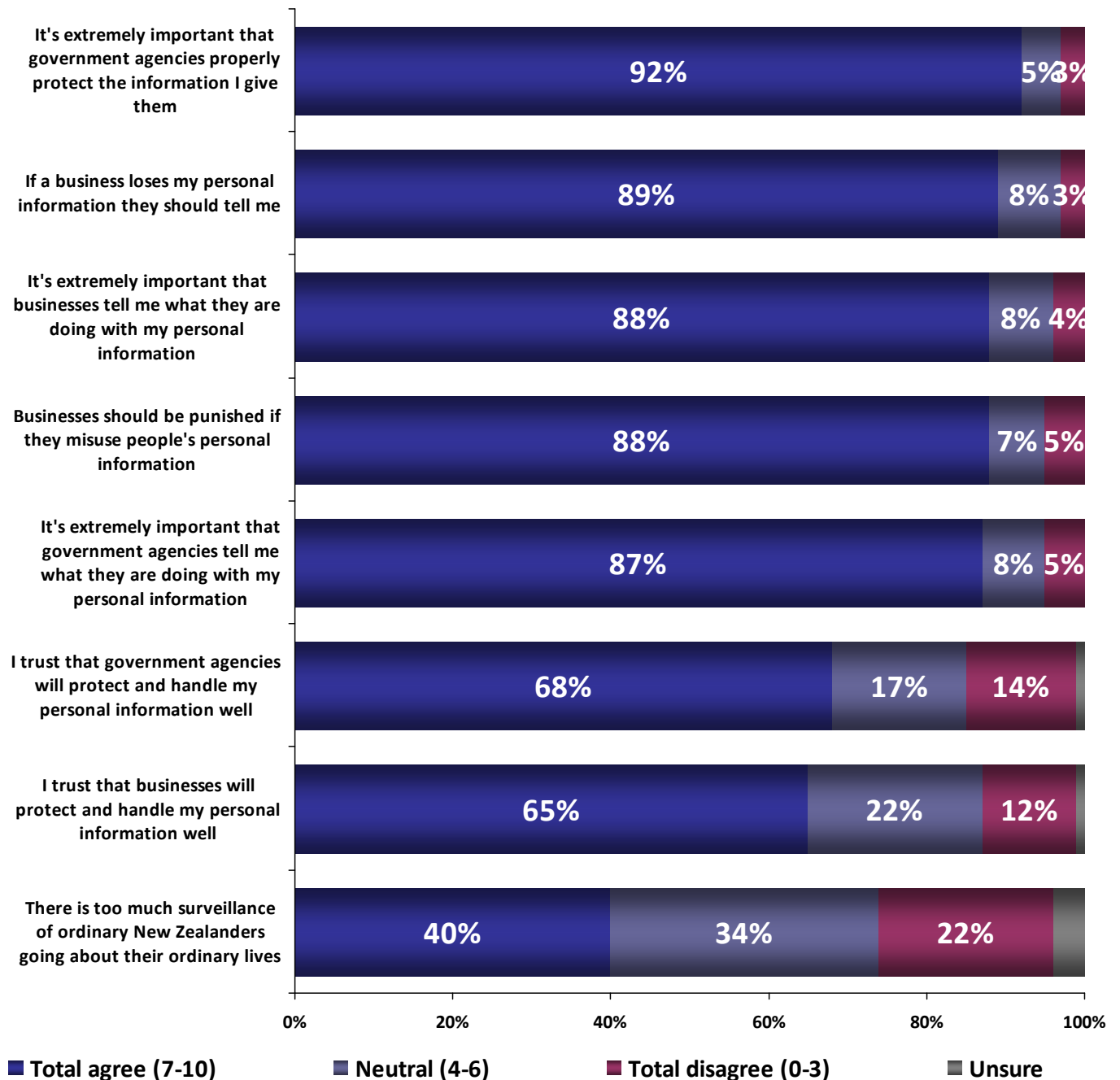
- ▶ Respondents were asked how strongly they agreed with a series of statements concerning how businesses handle personal information, using a 0 to 10 scale where 0 meant 'strongly disagree' and 10 meant 'strongly agree'. For this analysis, agreement is defined as combining 7-10 and disagreement as combining 0-3. These questions were all being asked for the first time in 2012.
 - 89% agreed that 'If a business loses my personal information they should tell me', with 74% strongly agreeing (selecting 10 on the scale) with the statement.
 - 88% agreed that 'It's extremely important that businesses tell me what they are doing with my personal information', with 65% strongly agreeing.
 - 88% agreed that 'Businesses should be punished if they misuse people's personal information', with 64% strongly agreeing.
 - 65% agreed with the statement 'I trust that businesses will protect and handle my personal information', with 22% remaining neutral and 12% disagreeing.
 - 40% agreed that 'There is too much surveillance of ordinary New Zealanders going about their everyday lives', with a third (34%) remaining neutral (choosing 4-6 on the scale) and 22% disagreeing.

- ▶ They were also asked for their level of agreement about how government agencies use personal information. These questions were also being asked for the first time.
 - 92% agreed that 'It's extremely important that government agencies properly protect the information I give them', with 72% strongly agreeing and only 3% disagreeing.
 - 87% agreed that 'It's extremely important that government agencies tell me what they are doing with my personal information', with 64% strongly agreeing.
 - 68% agreed that 'I trust that government agencies will protect and handle my personal information well', with 17% remaining neutral and 14% disagreeing.

Use of personal information by the Government and businesses



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



Base: All, n=750



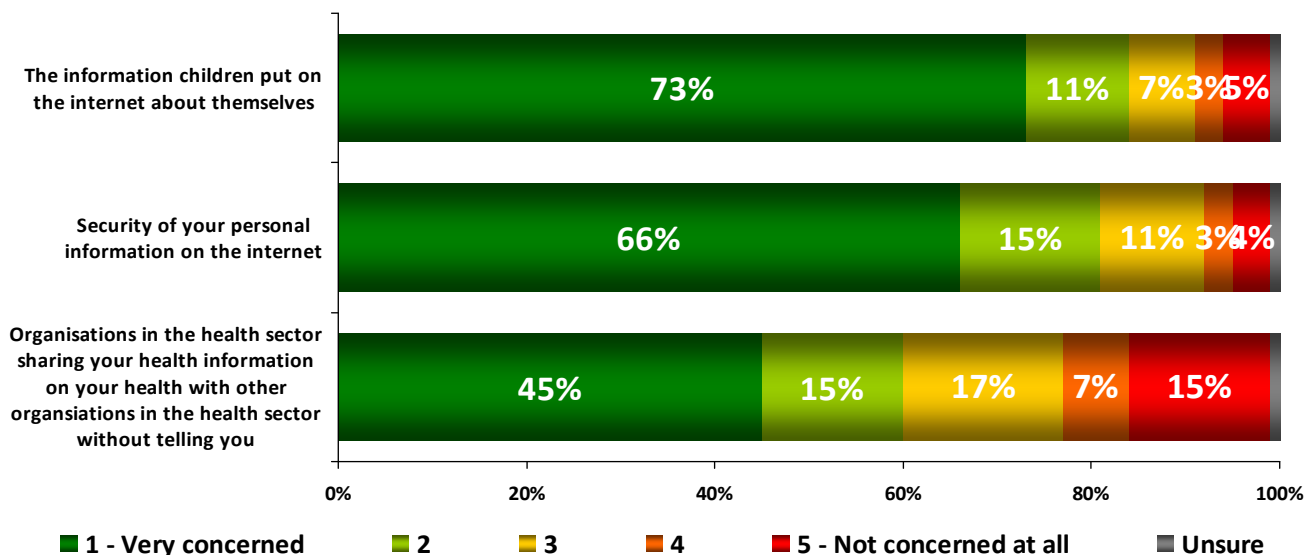
Concern about specific privacy issues

Concern about specific privacy issues



- ▶ Respondents were again given a 1 to 5 scale where 1 meant ‘very concerned’ and 5 meant ‘not concerned at all’ and asked to rate how concerned they were with each of three specific privacy issues. Two of these had been asked in the same manner in 2010.
- ▶ ‘Information children put on the internet about themselves’ remained a major issue, although levels of concern were down slightly.
 - 84% said they were concerned about this issue, a minor decrease from 2010 (88%).
 - Three quarters (73%) were very concerned (point 1 on the scale).
- ▶ Concern about ‘security of your personal information on the internet’ was also down marginally, although again remaining high overall.
 - 81% were concerned about this issue, down 2 % on the 2010 results.
 - Two thirds (66%) were very concerned.
- ▶ The impact of the ACC breach is likely to be reflected in the fact that 60% of respondents say they were concerned about ‘organisations in the health sector sharing your health information on your health with other organisations in the health sector without telling you’.
 - 45% were very concerned about this issue.
 - The equivalent question in 2010 referred to ‘doctors’ rather than ‘organisations in the health sector’. When the question was restricted to doctors only, the proportion who said that they were concerned was just 32%. Respondents almost certainly perceive ACC as part of the health sector, and the change is also likely to reflect a difference between trust in doctors compared with trust in the health sector as a whole.

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**.

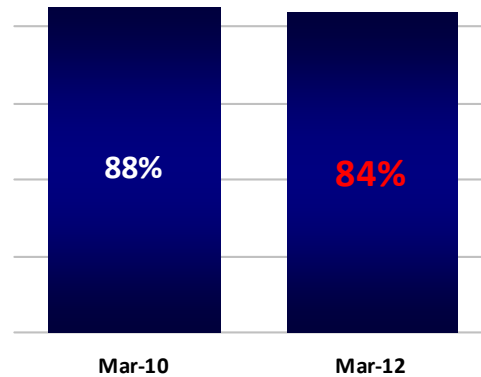


Concern about specific privacy issues

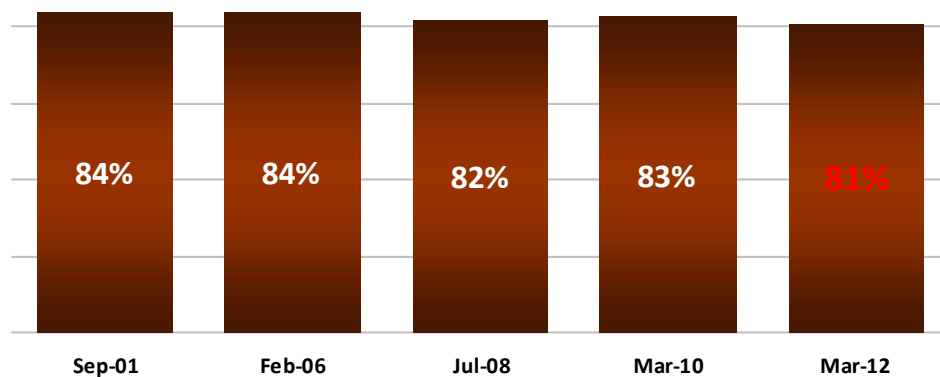


Tracking Level Of Concern (1+2 Only)

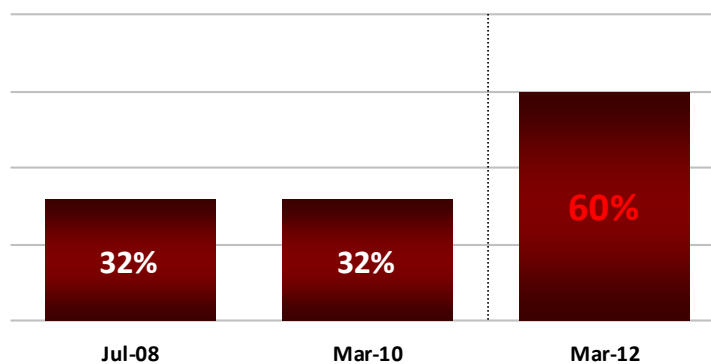
The information children put on the internet about themselves



Security of your personal information on the internet



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



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

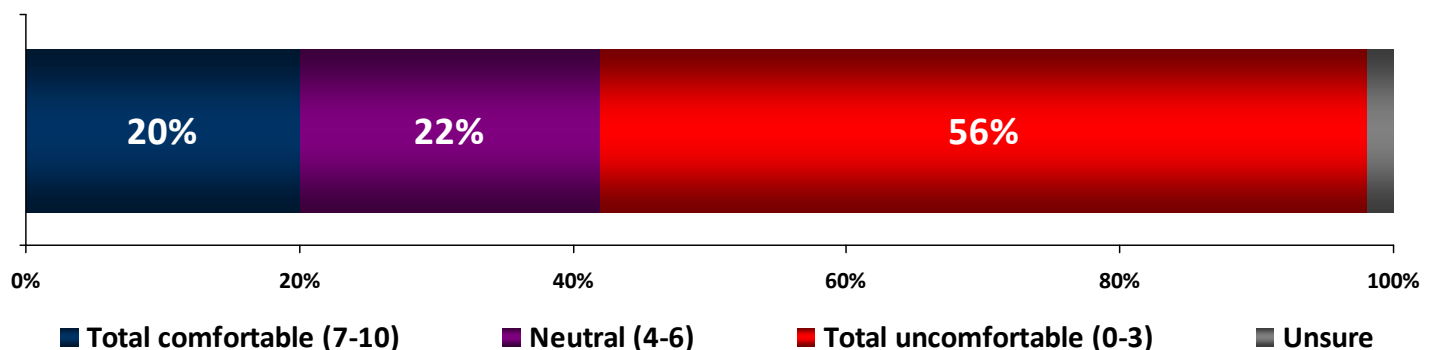
Base: All, n=750

Concern about cloud computing



- ▶ 56% of respondents rated their level of comfort 'with businesses and government agencies keeping your personal information in data storage facilities which are based overseas' as between 0 and 3 out of 10, where 0 means not at all comfortable and 10 means completely comfortable.
 - Just over a quarter (27%) said they were 'not at all comfortable', point 0 on the scale.
 - By comparison, 20% rate their level of comfort as 7 or higher out of 10, including 7% who say they are completely comfortable.
 - Groups particularly likely to be uncomfortable with cloud computing include Māori (72% uncomfortable), over 60 year olds (68% uncomfortable) and people with personal incomes under \$25,000 (63% uncomfortable).

As you may be aware, many business and government agencies now store information on their customers in data storage facilities which are based overseas. This includes what is known as cloud computing. Using a scale from 0 to 10, where **0 means not at all comfortable** and **10 means completely comfortable**, how comfortable are you with businesses and government agencies keeping your personal information in data storage facilities which are based overseas?



Base: All, n=750



Social networking sites

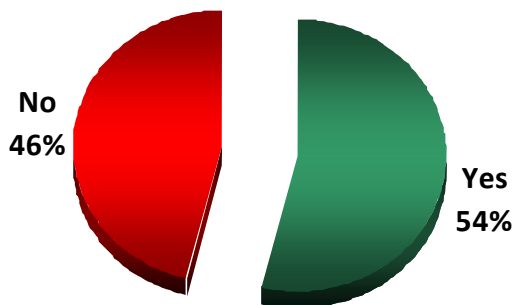
Facebook use



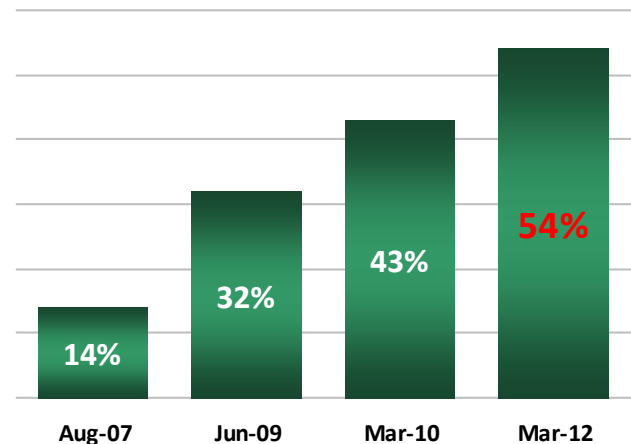
- ▶ Use of the social networking site Facebook has continued to increase.
 - 54% of all respondents declared that they use Facebook.
 - The increase of 11% on the 2010 results is made all the more significant by the fact that the previous question referred to social networking sites generally and was not limited to Facebook. Previous work conducted by UMR shows that well over 90% of those who are on any social networking site use Facebook as one of their sites.
 - Females (58%) were more likely than males (49%) to say that they use Facebook
 - 88% of under 30 year olds use Facebook, compared with 66% of 30-44 year olds, 41% of 45-59 year olds and 20% of those aged 60 plus.

Do you use Facebook**?

2012 Results



Tracking 'Yes'



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

Base: All, n=750

Public or private space?

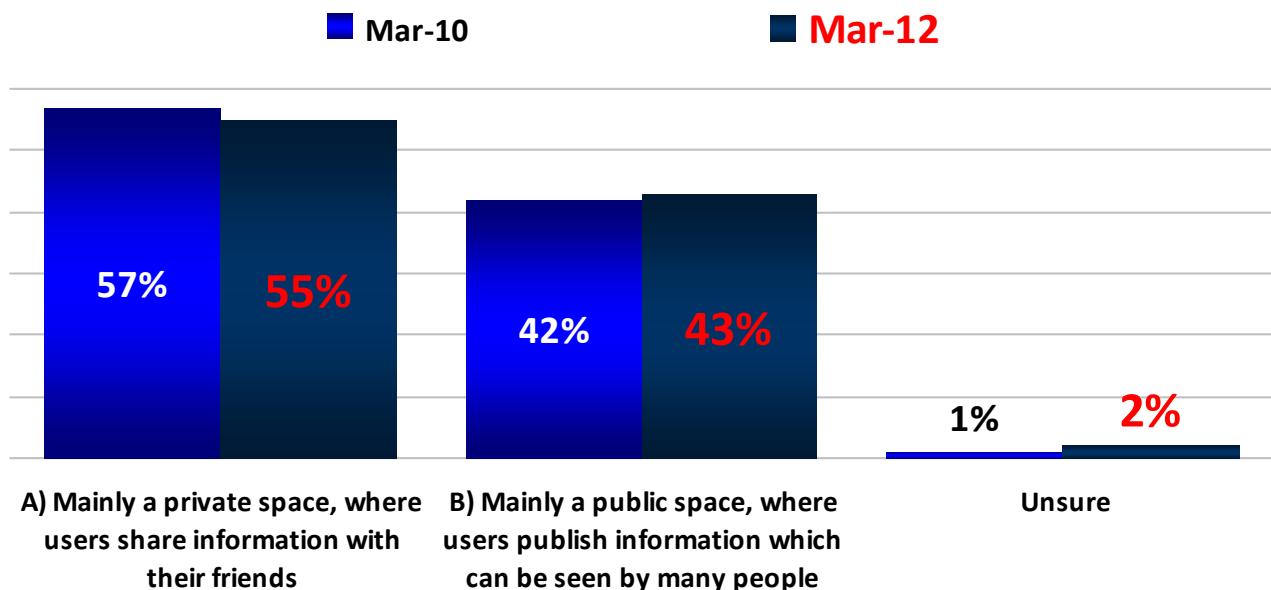


- ▶ There has been little change in perceptions of whether social networking sites are public or private spaces.
 - 55% of users believe the sites are mainly private spaces where people share information with their friends, down 2% since 2010.
 - 43% believe the sites are mainly public and information can be seen by many people, up 1%.
 - The proportion of women who say that social networking sites are a private space is unchanged on 59%, while men have become less likely to say that they are a private space (down 4% to 49%).

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

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

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



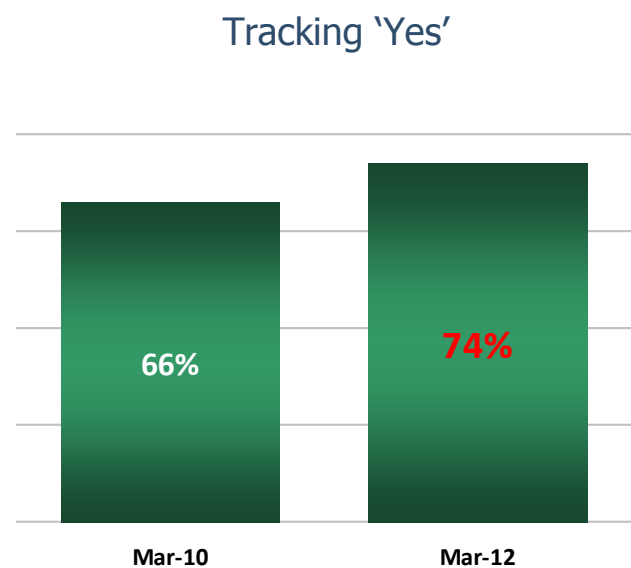
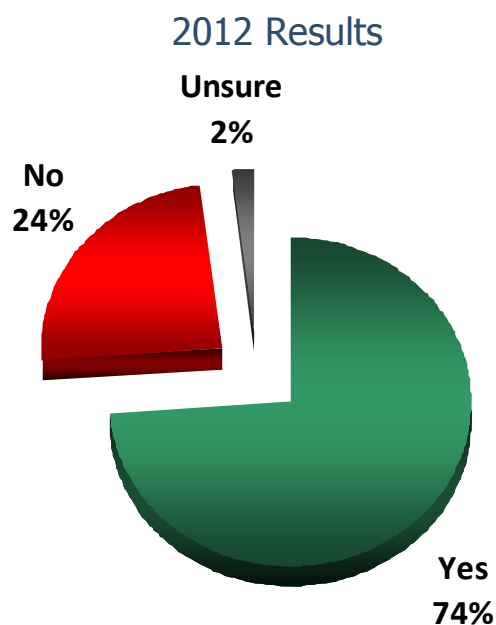
Base: 54% of respondents, those who use Facebook, n=402

Facebook privacy settings



- ▶ Facebook users have become more likely to say that they have changed their privacy settings.
 - 74% of respondents who use Facebook state that they have changed their privacy settings on their Facebook page at some time; compared to 66% who reported changing their privacy settings on their social networking page in 2010.
 - The proportion of women who say they have changed their privacy settings has increased by 14% to 79%, while the proportion of men who say they have done so has risen by just 2%. This could well reflect the fact that men are more likely to see it as a public space anyway, and may therefore be less concerned about the possibility of others seeing the information that they post on Facebook.
 - Under 45 year old Facebook users remain clearly more likely to have changed their privacy settings than those over that age, although 45-59 year olds in particular have closed the gap. 80% of under 30 year olds say that they have changed their privacy settings (up 9%), as do 81% of 30-44 year olds (up 9%), 65% of 45-59 year olds (up 17%) and 46% of over 60 year old Facebook users (up 3%).

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



Base: 54% of respondents, those who use Facebook, n=402

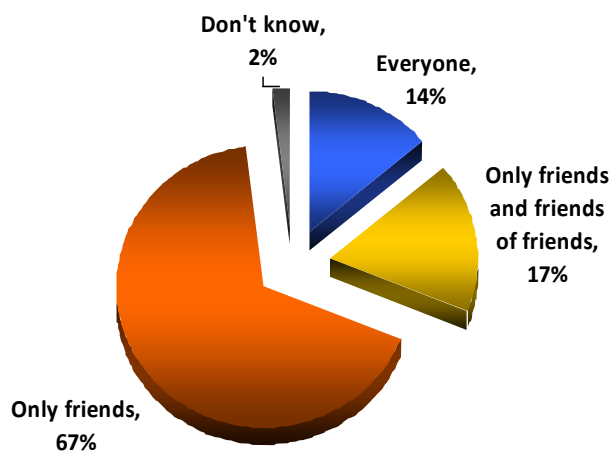
** : In March 2010 this was asked as "Have you ever changed the privacy settings on your social networking page?"

Facebook – visibility & personal information

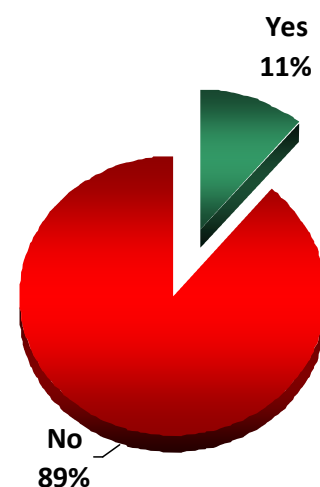


- ▶ Two thirds (67%) of respondents who use Facebook believe that only their friends can see their Facebook page.
 - 17% of respondents who use Facebook state that they allow friends and friends of friends to see their page while 14% say that everyone can see their page.
 - Females were more likely to say only their friends can see their page (74% compared to 56% of males who believe they have a limited profile).
 - 47% of Facebook users who have never changed their privacy settings believe that only friends can see their Facebook page.
- ▶ Just over one in ten (11%) of respondents who use Facebook have put information on Facebook that they have later regretted sharing with others.
 - The under 30's were most likely to state that they had done so (17%, compared to 6% of the older age groups).
 - 13% of those who have changed their privacy settings say that they have put information on Facebook that they later regretted, compared with 7% of those who have not changed their settings.

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



Have you ever put any information on your Facebook page that you've later regretted sharing with others?



Base: 54% of respondents, those who use Facebook, n=402



- ▶ Over three fifths (63%) of respondents said they were uncomfortable about *sites like Google and Facebook keeping databases of information on what you have done and said online.*
 - Respondents rated their level of comfort using a 1 to 5 scale where 1 meant 'very comfortable' and 5 meant 'very uncomfortable', with 'uncomfortable' referring to the proportion who gave either a '4' or a '5'.
 - Older respondents (aged 60+) were least comfortable with this (76% rated their comfort levels at 4 or 5, 66% rated themselves as very uncomfortable (point 5) compared to 50% of those under 30 rating themselves as uncomfortable with this.

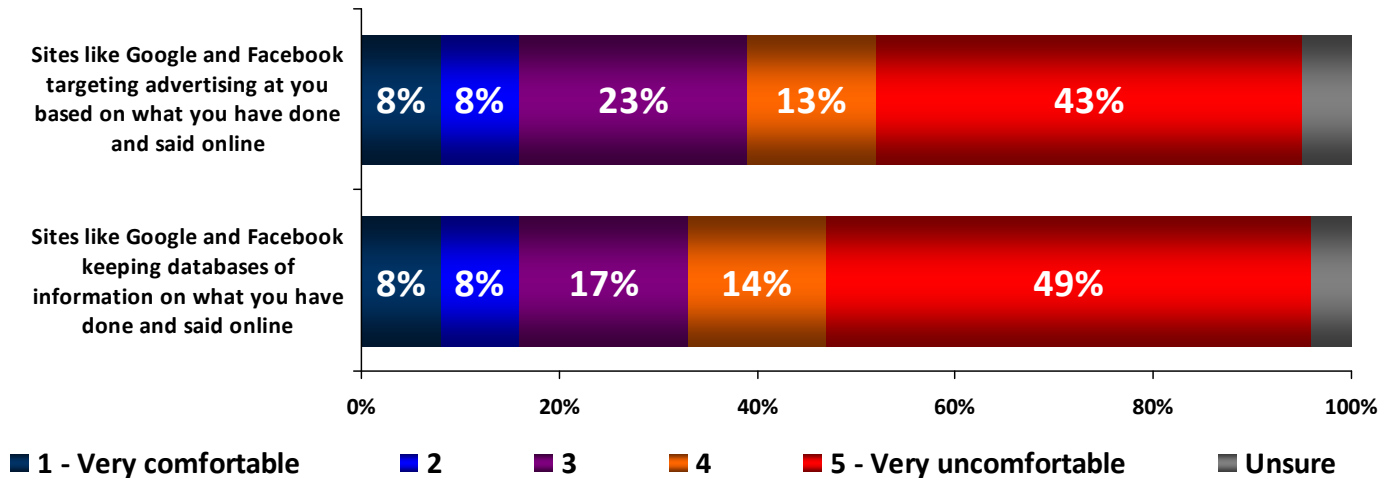
- ▶ 56% of respondents said they were uncomfortable about *sites like Google and Facebook targeting advertising at you based on what you have done and said online.*
 - This represents a decrease in concern since 2010 (when 61% were uncomfortable) and 2008 (when 67% were uncomfortable) when a similar questions was asked; *'As you may be aware, internet search engines such as Google and Yahoo, and social networking sites such as Facebook can now track your internet use and emails and deliver targeted advertising to individual internet users'.*
 - In 2012, older respondents (aged 60+) were least comfortable with sites targeting their advertising: 73% rated their comfort levels at 4 or 5, 60% rated themselves as very uncomfortable (point 5) compared to 41% of those under 30 rating themselves as uncomfortable with this.

Data mining



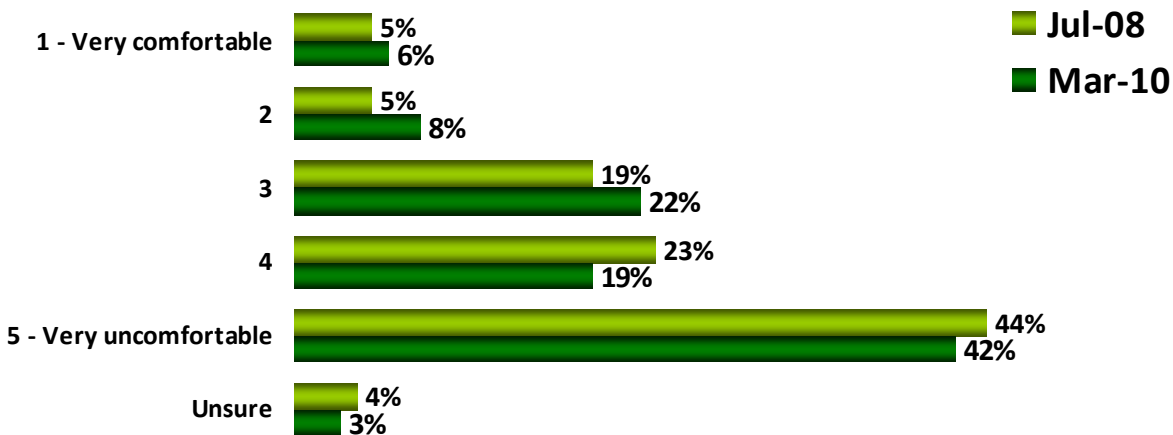
2012 Results

As you may be aware, sites like Google and Facebook track your internet use and emails in order to do things like target advertising at you. On a 1 to 5 scale where **1 means very comfortable** and **5 means very uncomfortable**, how comfortable are you with the following?



2008/2010 Results

As you may be aware, internet search engines such as Google and Yahoo, and social networking sites such as Facebook can now track your internet use and emails and deliver targeted advertising to individual internet users. On a 1 to 5 scale where **1 means very comfortable** and **5 means very uncomfortable**, how comfortable are you about this?



Base: All, n=750



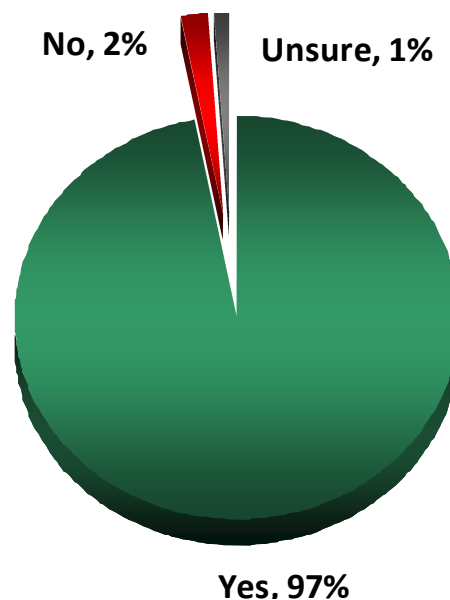
Other issues

Powers of the Privacy Commissioner



- ▶ The vast majority (97%) of respondents believe that the Privacy Commissioner should have the power to order a company to stop if they are found to be breaching the Privacy Act.
 - This includes 99% of 30-44 year olds and 99% of those with personal incomes of \$50-\$70,000.
 - The only demographic groups where there is any level of doubt about this proposition are Wellingtonians (93% agree) and under 30 year olds (94% agree)

As you may be aware, the privacy watchdog is called the Privacy Commissioner. One of the Commissioner's roles is to help protect people's personal information and investigate when things go wrong. If a company is found to be breaching the Privacy Act, should the Privacy Commissioner be able the order the company to stop?



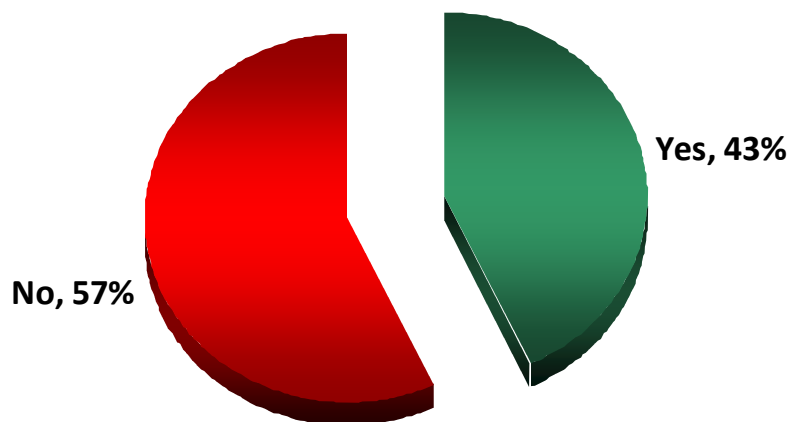
Base: All, n=750

Availability of personal credit reports.



- ▶ A majority of respondents said that they did not know that they could access their report for free.
 - 43% of respondents say that they know that credit reports can be accessed for free, with declared knowledge being particularly low amongst Māori (29%), under 30 year olds (31%) and people with personal incomes below \$15,000 (34%).

As you may be aware, information about any loans or credit you may have taken out is stored by credit reporters. Did you know that you are entitled to access your own credit report for free?



Base: All, n=750