NSW Community Attitudes to Data Sharing

APRIL 2020

RESEARCH DESIGN

The Information and Privacy Commission (NSW) IPC commissioned Woolcott Research to investigate the NSW community's attitude toward data sharing by NSW government agencies.

A phone and online survey amongst n=802 NSW residents aged 18+ years was conducted between 20th March and 5th April 2020.

Quotas were set by methodology (telephone interviewing/online), location (Sydney/ Regional NSW), gender and age; data was post-weighted by location, gender and age to reflect the latest ABS population estimates.

Where possible, this report compares results from the 2014 and 2016 omnibus studies, as well as the 2018 mixed mode survey.

Significant differences in results at the 95% confidence level are shown as follows:

- Results from 2018 that are significantly higher or lower than the total are shown in **GREEN** or **RED** respectively

- Differences between the most recent comparative year and 2018 results are denoted by asterisks (*)
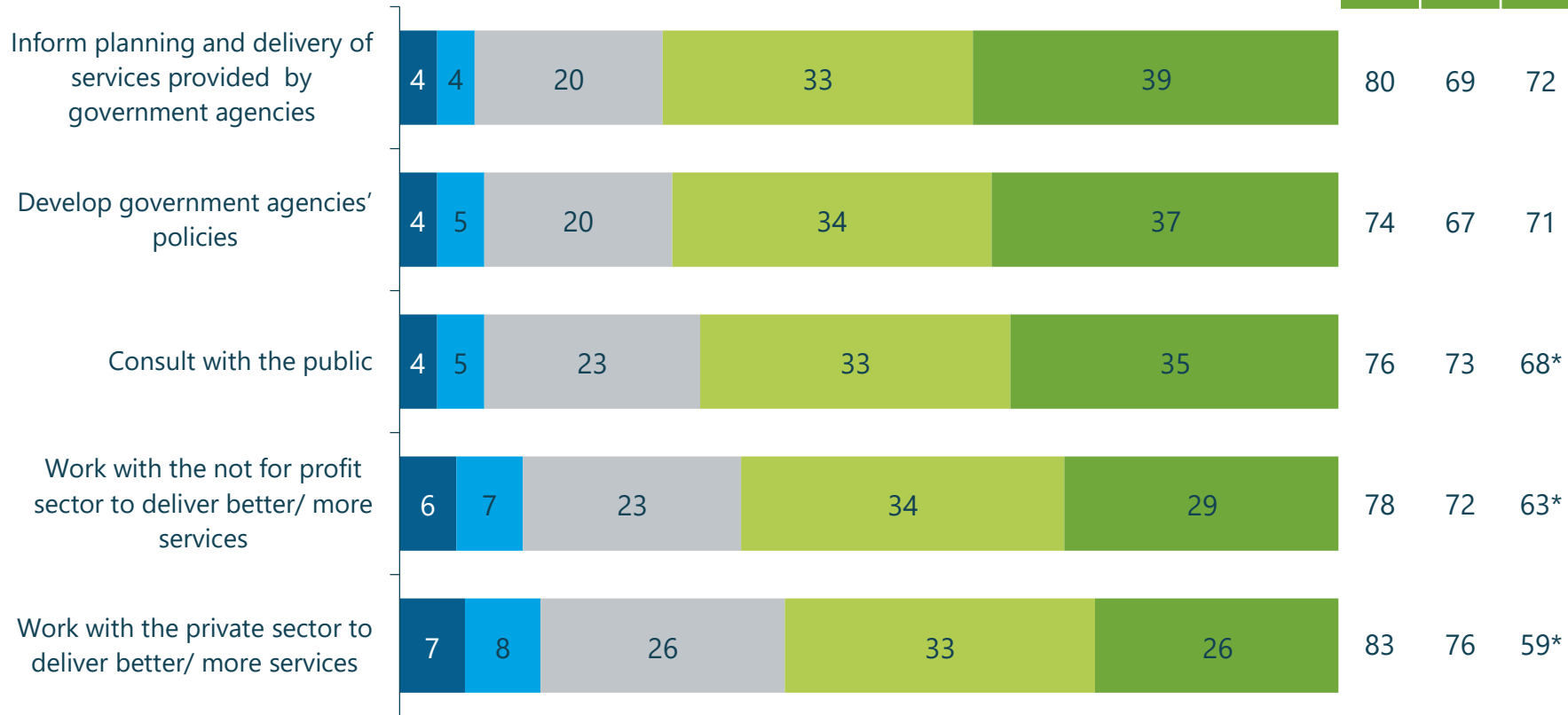
DATA SHARING

AGREEMENT WITH DE-IDENTIFICATION OF INFORMATION FOR VARIOUS PURPOSES

% ■ Strongly disagree ■ Slightly disagree ■ Undecided ■ Slightly agree ■ Strongly agree

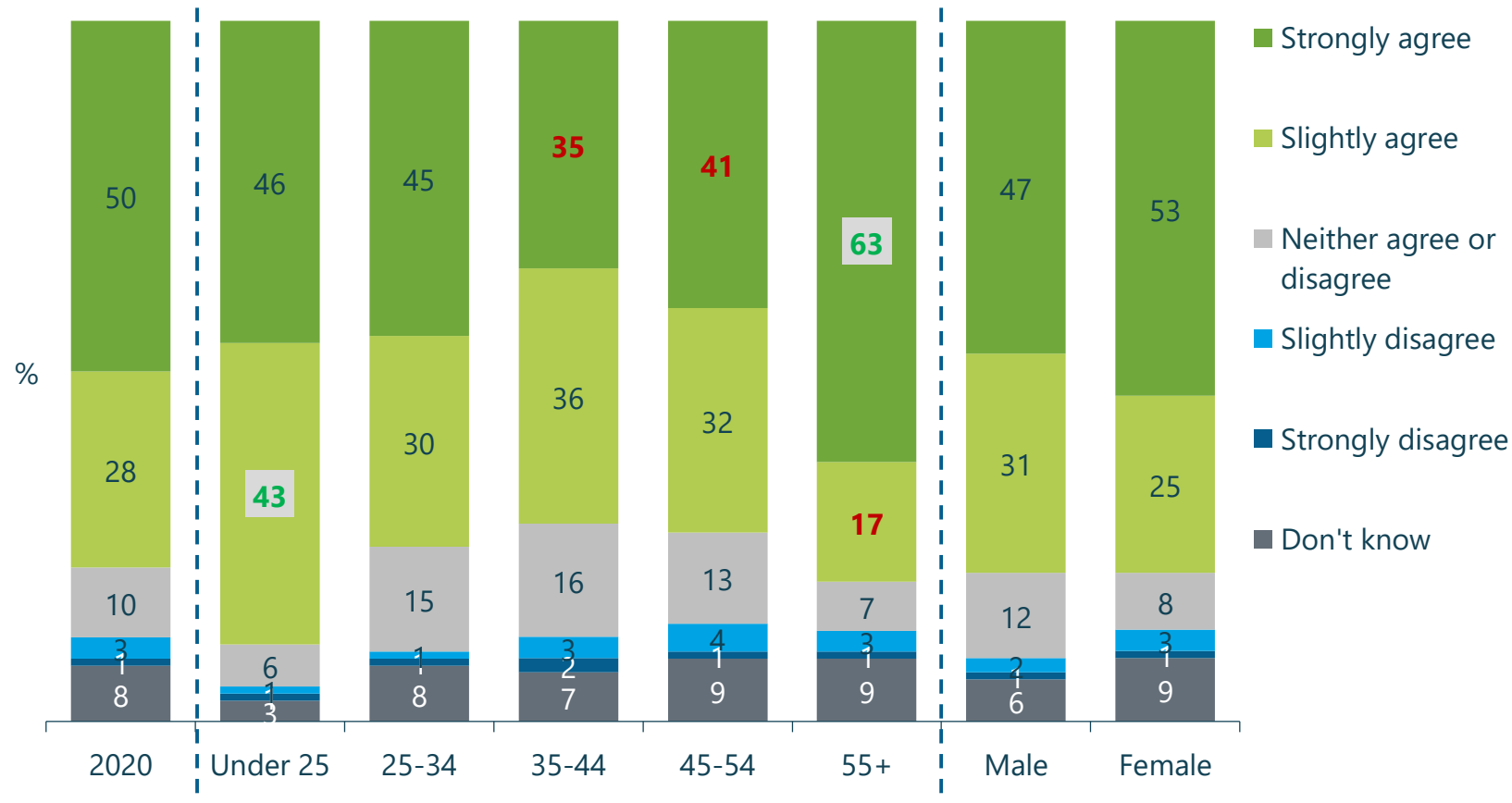|	Strongly disagree	Slightly disagree	Undecided	Slightly agree	Strongly agree	Nett Agree '16	Nett Agree '18	Nett Agree '20
Inform planning and delivery of services provided by government agencies	4	4	20	33	39	80	69	72
Develop government agencies' policies	4	5	20	34	37	74	67	71
Consult with the public	4	5	23	33	35	76	73	68*
Work with the not for profit sector to deliver better/ more services	6	7	23	34	29	78	72	63*
Work with the private sector to deliver better/ more services	7	8	26	33	26	83	76	59*

- There is strong agreement that de-identified information should be used to inform panning and delivery of government services and develop government policies, but less so to help the private sector.

Q23. *"Data collected and held about individuals can be fully de-identified so it cannot be used to identify a particular person"*
To what extent do you agree or disagree that this de-identified information should be used to…?
Base: All respondents (2016 n=340, 2018 n=803; 2020 n=802)

AGREEMENT THAT AGENCIES MUST PUBLICLY REPORT ON USE OF ARTIFICAL INTELLEGENCE

%

Category	2020	Under 25	25-34	35-44	45-54	55+	Male	Female
Strongly agree	50	46	45	**35**	**41**	**63**	47	53
Slightly agree	28	**43**	30	36	32	**17**	31	25
Neither agree or disagree	10	6	15	16	13	7	12	8
Slightly disagree	3	1	1	3	4	3	2	3
Strongly disagree	1			2	1	1		1
Don't know	8	3	8	7	9	9	6	9

Legend:
- Strongly agree (dark green)
- Slightly agree (light green)
- Neither agree or disagree (grey)
- Slightly disagree (light blue)
- Strongly disagree (dark blue)
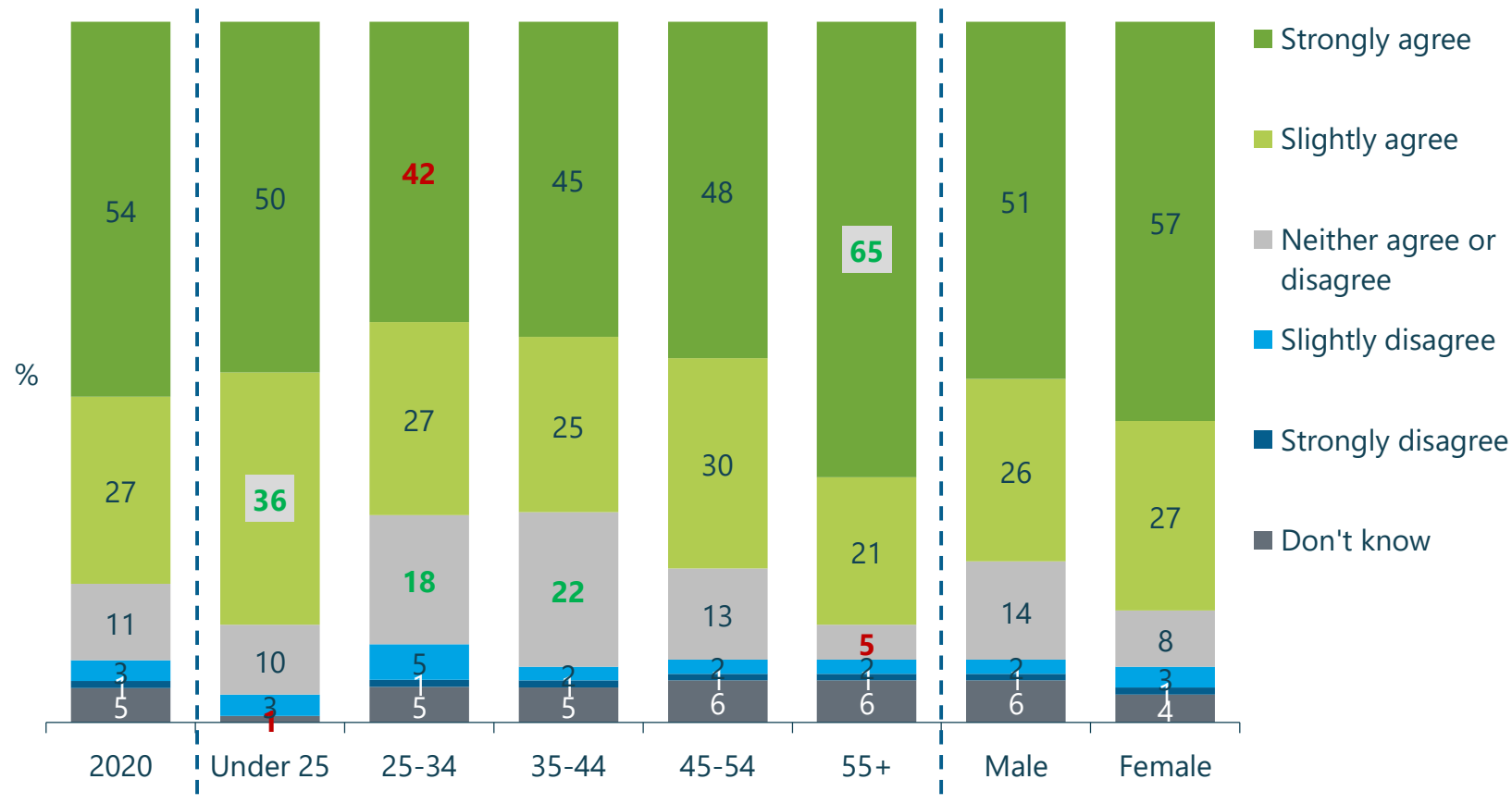- Don't know (dark grey)

- Over three quarters of respondents agreed that agencies should publicly report on the use of machine learning during decision making, particularly over 55 year olds

Q24. *"Governments are increasingly using data, algorithms and other forms of artificial intelligence to inform decisions, for example subsidy and or payment calculations."*
To what extent do you agree that government agencies should be required to publicly report on any systems used to inform agency decisions that impact an individuals?
Base: All respondents (2018 n=803; 2020 n=802)

AGREEMENT THAT AGENCIES MUST PUBLICLY REPORT ON RETENTION OF INFORMATION

Legend:
- Strongly agree
- Slightly agree
- Neither agree or disagree
- Slightly disagree
- Strongly disagree
- Don't know

	2020	Under 25	25-34	35-44	45-54	55+	Male	Female
Strongly agree	54	50	42	45	48	65	51	57
Slightly agree	27	36	27	25	30	21	26	27
Neither agree or disagree	11	10	18	22	13	5	14	8
Slightly disagree	3	3	5	2	2	2	2	3
Strongly disagree	1	1	1	1	1	1	1	1
Don't know	5	1	5	5	6	6	6	4

%

- The majority agreed that agencies should publicly report on the information they maintain, again more so amongst over 55 year olds

DEMOGRAPHICS

GENDER AND AGE

	2014 % (n=340)	2016 % (n=340)	2018 % (n=803)	2020 % (n=802)
Gender				
Male	44	49	48	50
Female	56	51	52	50
Gender neutralŧ		Not an option in 2014, 2016 or 2018		-
Prefer not to indicateŧ				-
Age				
18-24	12	15	15	18
25-34	12	20	21	11
35-44	8	16	17	13
45-54	17	18	16	19
55-64	12	12	12	11
65-74	38	20	10	14
75+			8	14

D1. Which of the following age brackets do you belong to?
D2. Do you identify as being…?
Base: All respondents (2016 n=340, 2018 n=803; 2020 n=802)
ŧOptions added in 2020

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WORK STATUS

	2014 % (n=340)	2016 % (n=340)	2018 % (n=803)	2020 % (n=802)
Working status				
Working full time	Not asked in 2014	89	39	34
Working part time			17	14
Retired		4	23	29
Student		4	9	12
Unemployed		3	5	6
Engaged in home duties		1	7	4
Refused		-	1	1

D3. Which of these categories best describes you?
Base: All respondents (2016 n=340, 2018 n=803; 2020 n=802)

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MAIN LANGUAGE SPOKEN

	2014 % (n=340)	2016 % (n=340)	2018 % (n=803)	2020 % (n=802)
Main Language Spoken				
English			90	86
Cantonese/Mandarin			1	6
Korean			-	1
Hindi	Not asked in 2014 or 2016		1	1
Arabic (incl. Lebanese)			1	1
Indonesian			<1	1
Other			6	5

D4. What is the main language spoken at home?
Base: All respondents (2016 n=340, 2018 n=803; 2020 n=802)

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SUMMARY

Most respondents agreed that de-identified information should be used by government agencies in various instances.

Less however, were positive about information being used by the private sector.

Most agreed that agencies should publicly report on their use of artificial intelligence and retention of information.

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