



information
and privacy
commission
new south wales

IPC COMMUNITY ATTITUDES STUDY 2022

PRIVACY

APRIL 2022



RESEARCH DESIGN

Woolcott Research was commissioned by the IPC to investigate awareness of privacy, information access and data sharing rights amongst the general public of NSW.

A phone and online survey amongst n=800 NSW residents aged 18+ years was conducted in February 2021.

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.

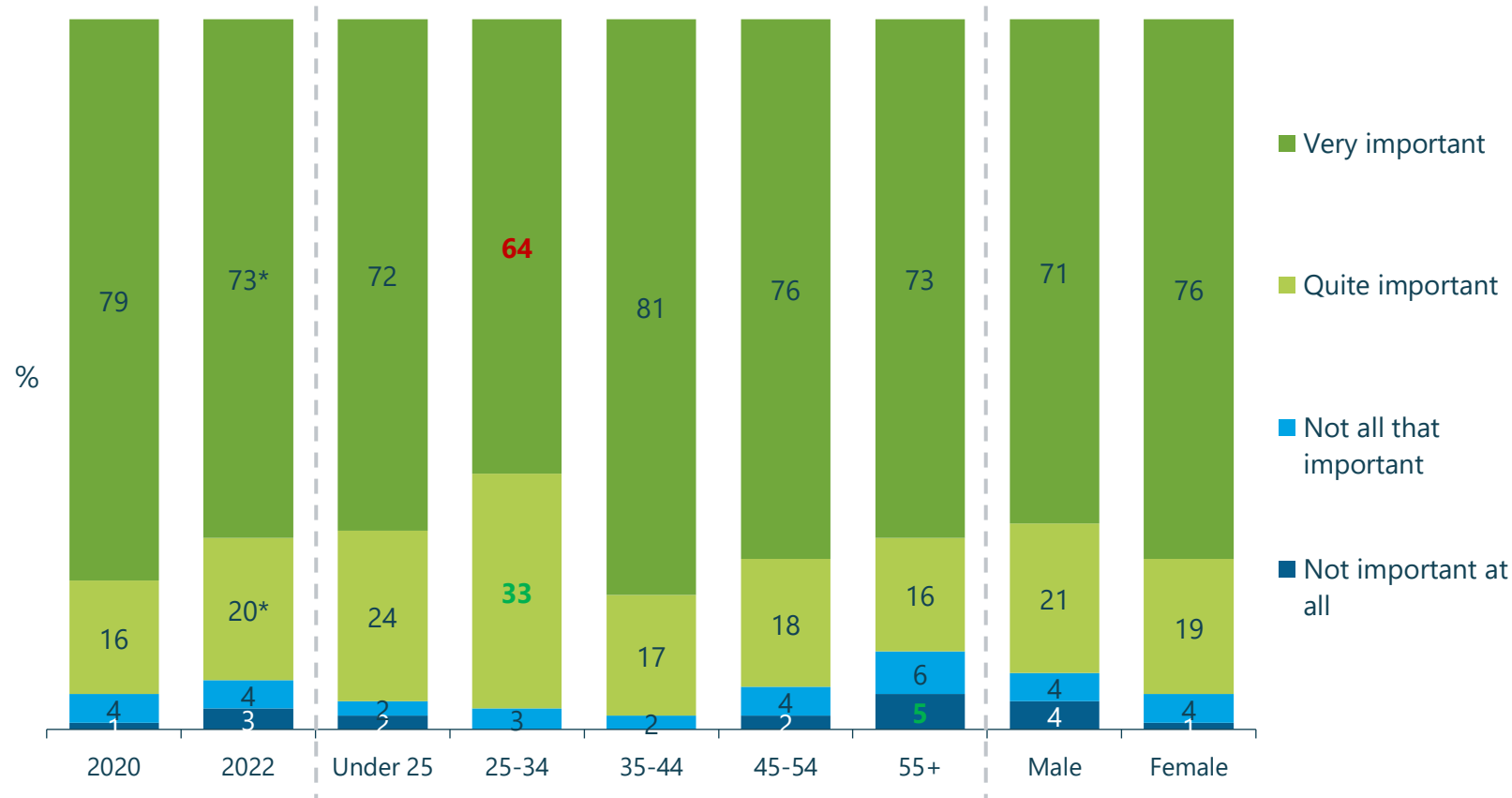
Where possible, this report compares results from the 2014 and 2016 omnibus studies, as well as the 2018 and 2020 mixed mode survey.

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

- Results from 2022 that are significantly higher or lower than the total are shown in **GREEN** or **RED** respectively
- Differences between the most recent comparative year and 2022 results are denoted by asterisks (*)



IMPORTANCE OF PROTECTING PERSONAL INFORMATION

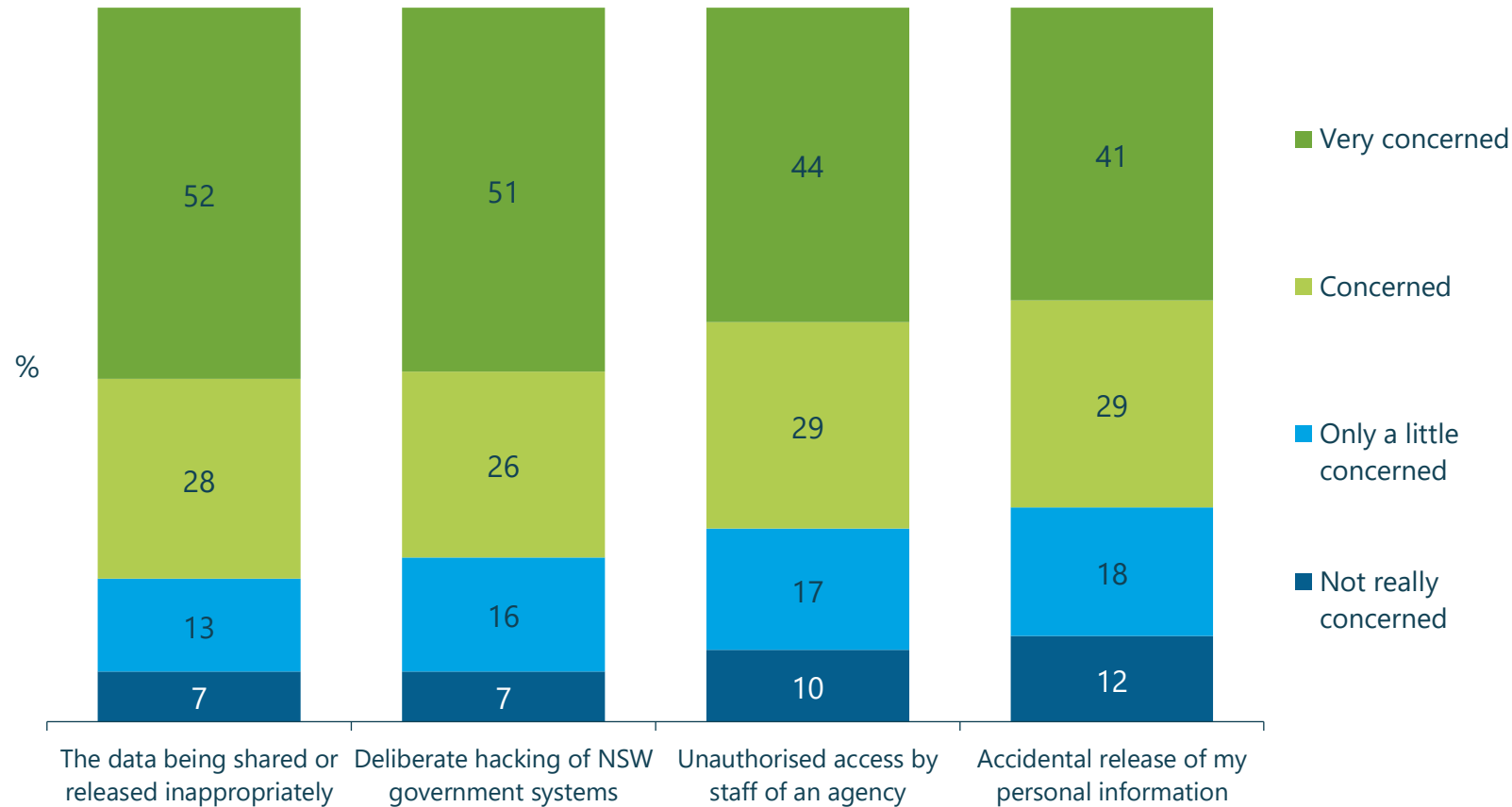


- Similar to 2020, most respondents felt that it was very or quite important for NSW government agencies to protect their personal and health information, however the proportion of those who felt it was very important decreased.

Q1. How important is it to you that NSW government agencies protect your personal or health information?
Base: All respondents (2020 n=802, 2022 n=800)
Please note: Percentages have been amended so they add to 100%



CONCERN ABOUT BREACHES OR MISUSE



- Respondents were consistently concerned about breaches or misuse of data.

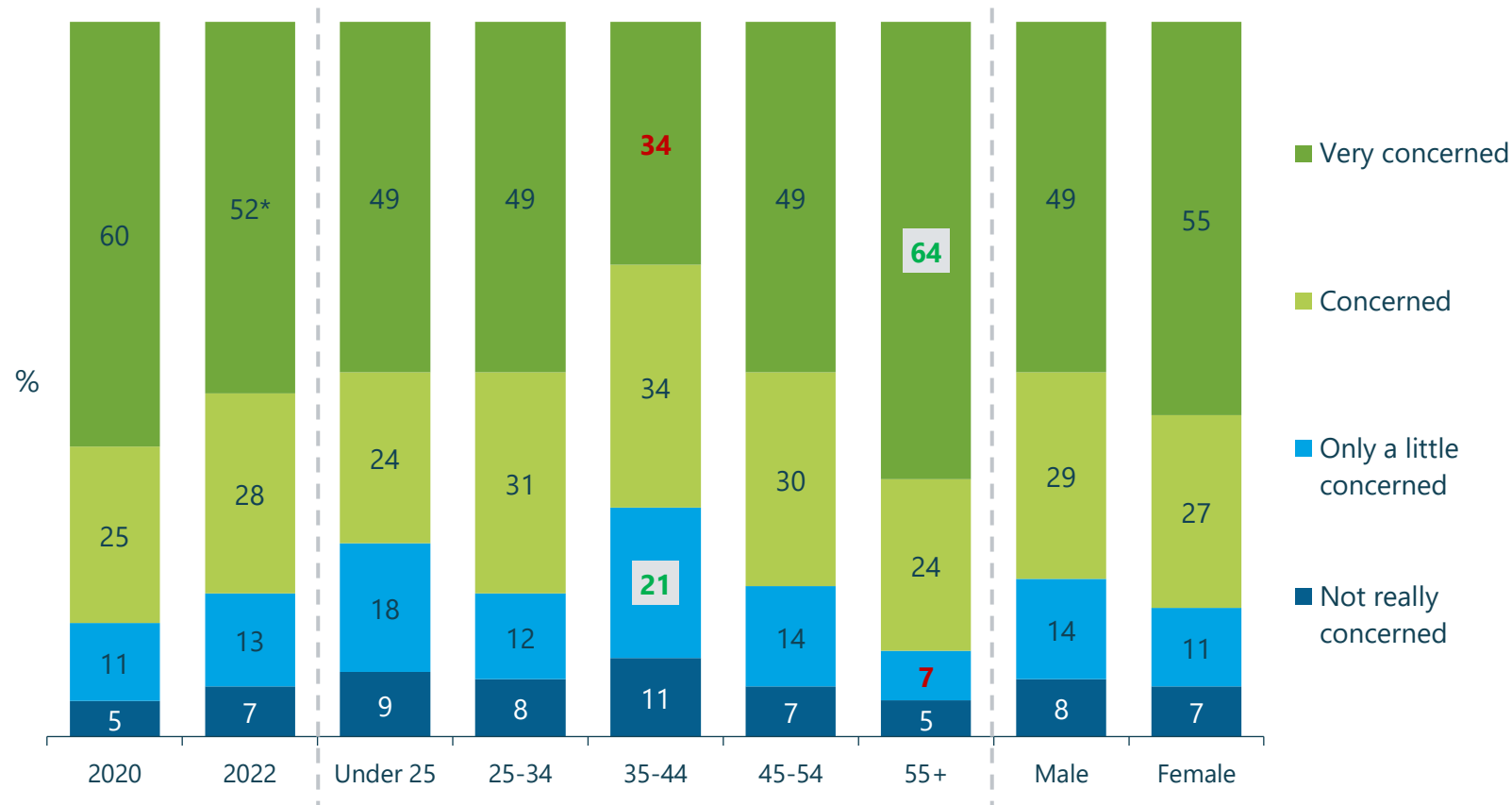
Q2. Thinking about the data NSW government agencies might currently hold, such as, transport or health services information, how concerned are you about the following...

Base: All respondents (2022 n=800)

Please note: Percentages have been amended so they add to 100%



CONCERN ABOUT DATA BEING SHARED OR RELEASED INAPPROPRIATELY



- The proportion of those who were very concerned about data being shared or released inappropriately decreased in 2022.
- Respondents aged 25-34 displayed less concern than those either younger or older.

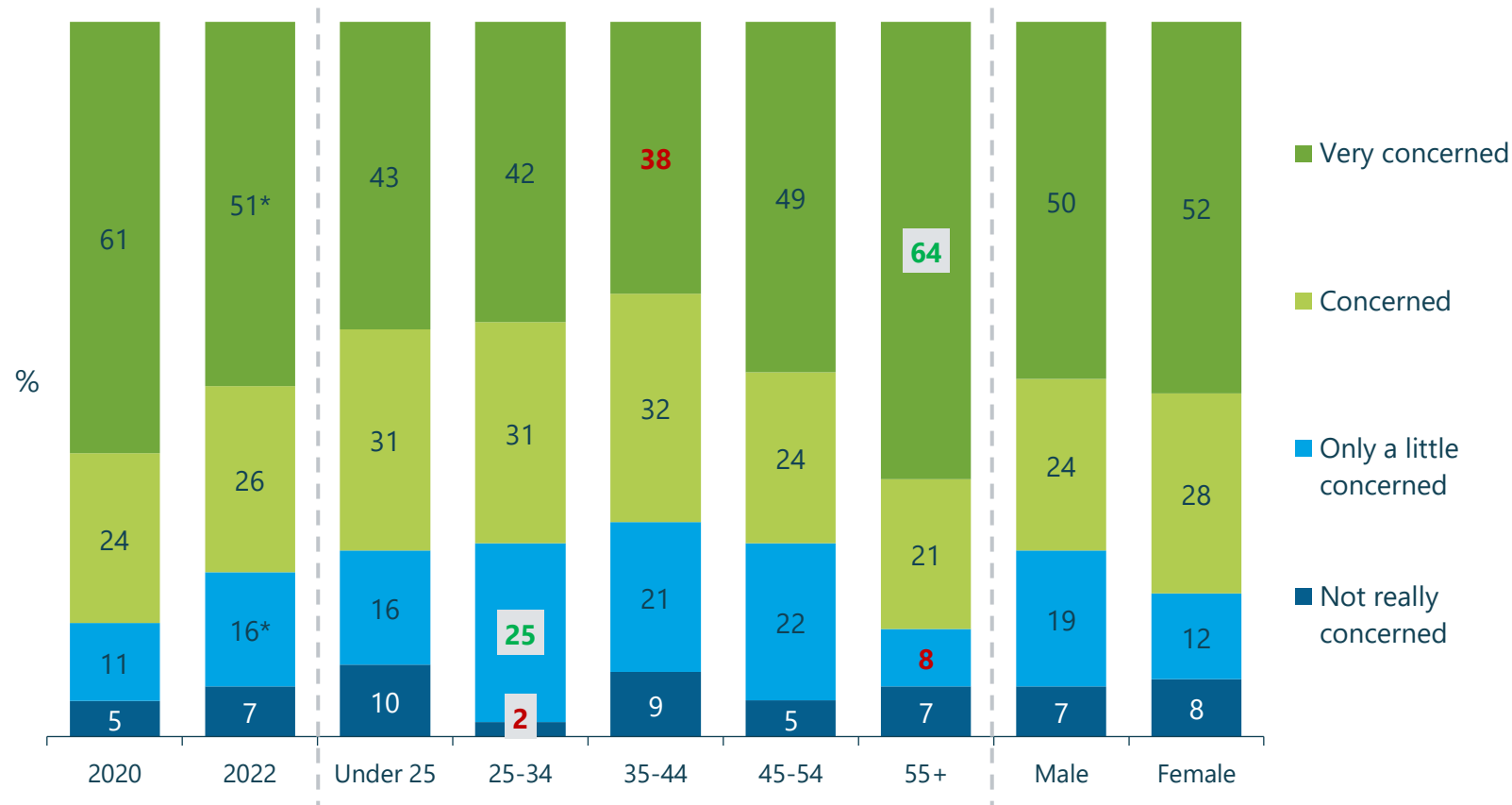
Q2. Thinking about the data NSW government agencies might currently hold, such as, transport or health services information, how concerned are you about the following...

Base: All respondents (2020 n=802, 2022 n=800)

Please note: Percentages have been amended so they add to 100%



CONCERN ABOUT DELIBERATE HACKING OF NSW GOVERNMENT SYSTEMS



- Similarly, incidence of being very concerned about deliberate hacking of NSW government systems decreased in 2022, with concern greatest amongst the oldest age segment.

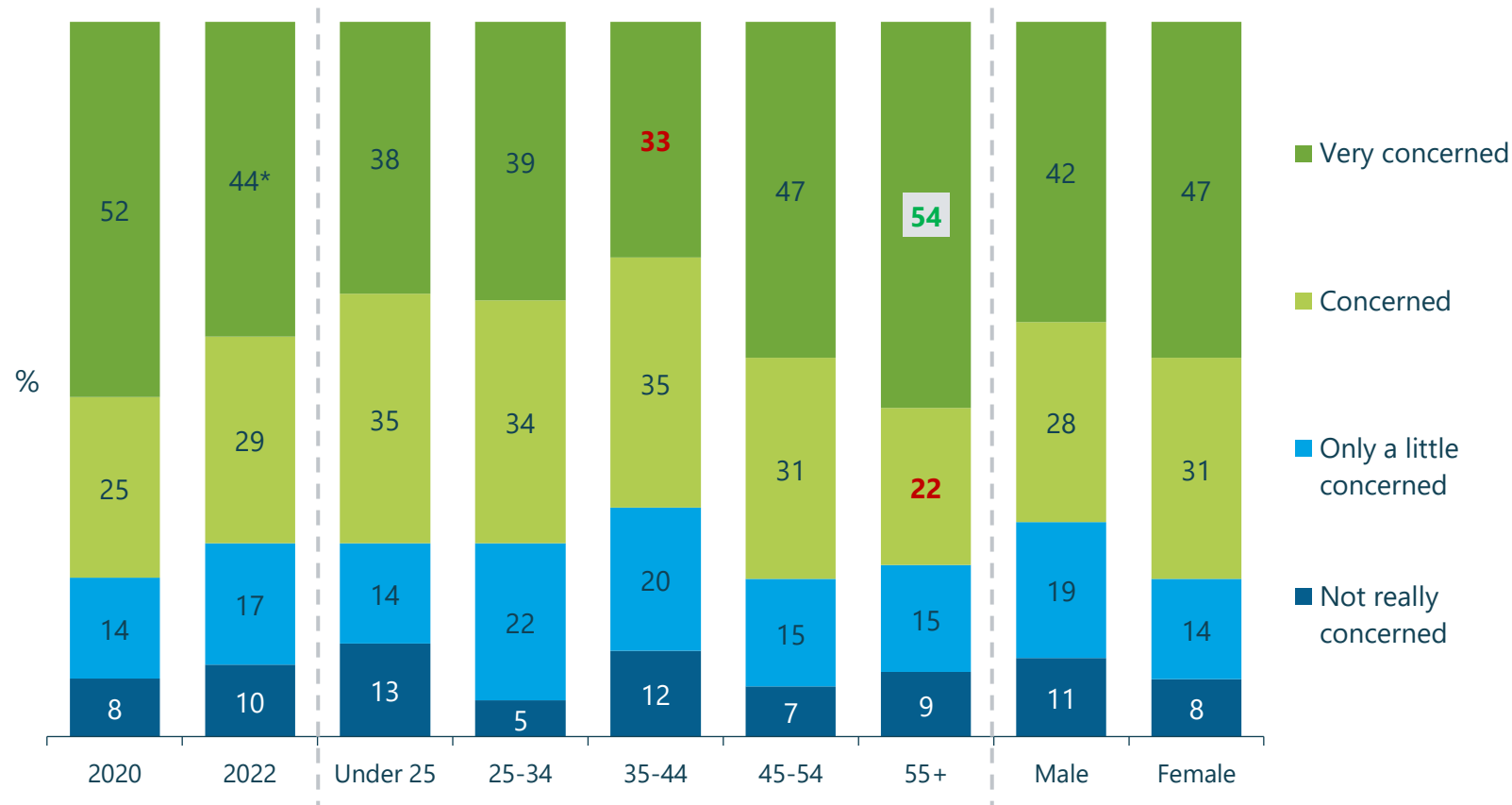
Q2. Thinking about the data NSW government agencies might currently hold, such as, transport or health services information, how concerned are you about the following...

Base: All respondents (2020 n=802, 2022 n=800)

Please note: Percentages have been amended so they add to 100%



CONCERN ABOUT UNAUTHORISED ACCESS BY STAFF



- Continuing along this trend, the proportion of respondents who were very concerned about unauthorised data access by staff decreased in 2022, as well as amongst those aged over 54 years.

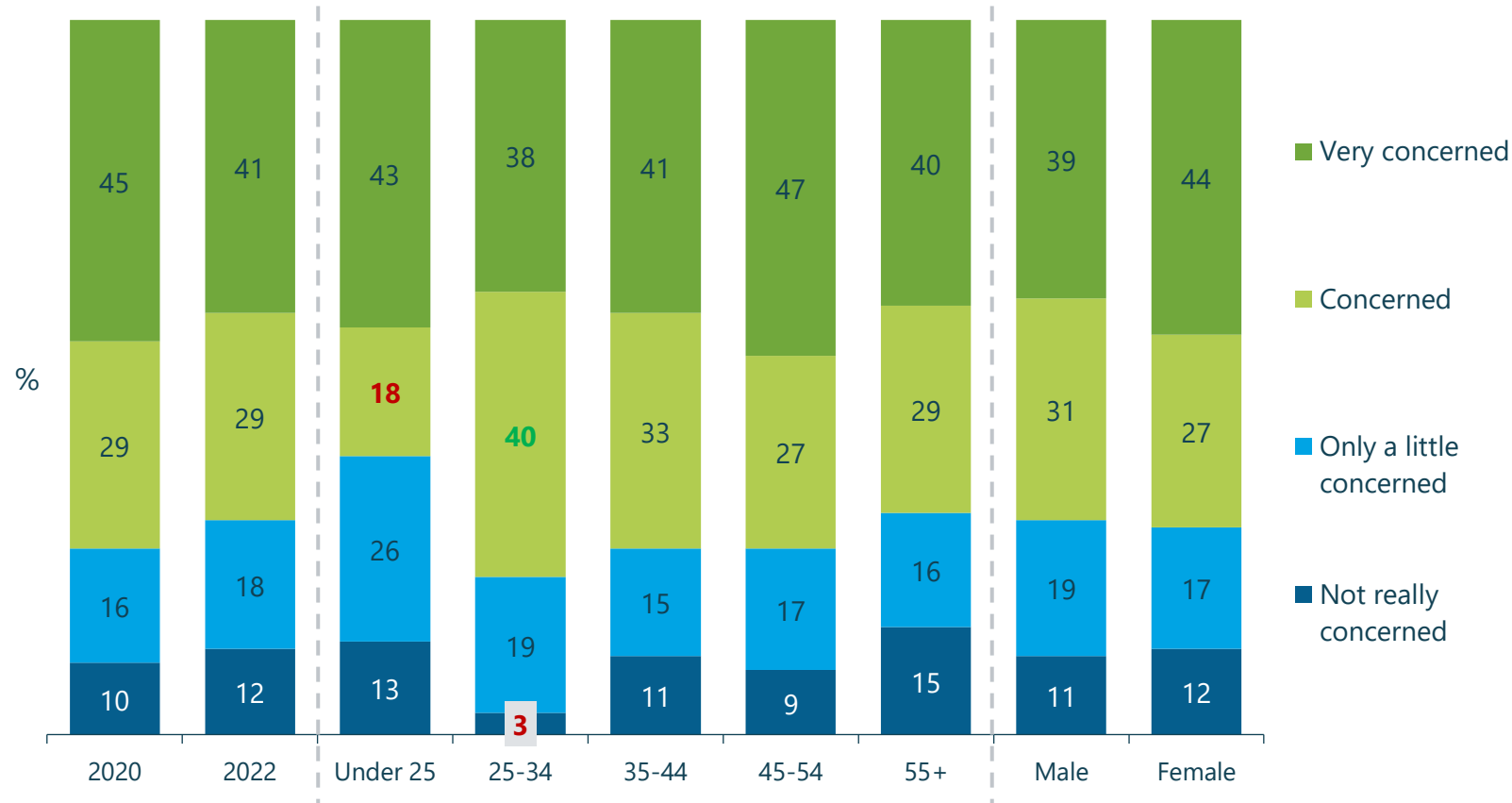
Q2. Thinking about the data NSW government agencies might currently hold, such as, transport or health services information, how concerned are you about the following...

Base: All respondents (2020 n=802, 2022 n=800)

Please note: Percentages have been amended so they add to 100%



CONCERN ABOUT ACCIDENTAL RELEASE OF PERSONAL INFORMATION



- Concern about accidental release of personal information was consistent with 2020 and across genders.
- However, concerned varied in the younger age ranges.

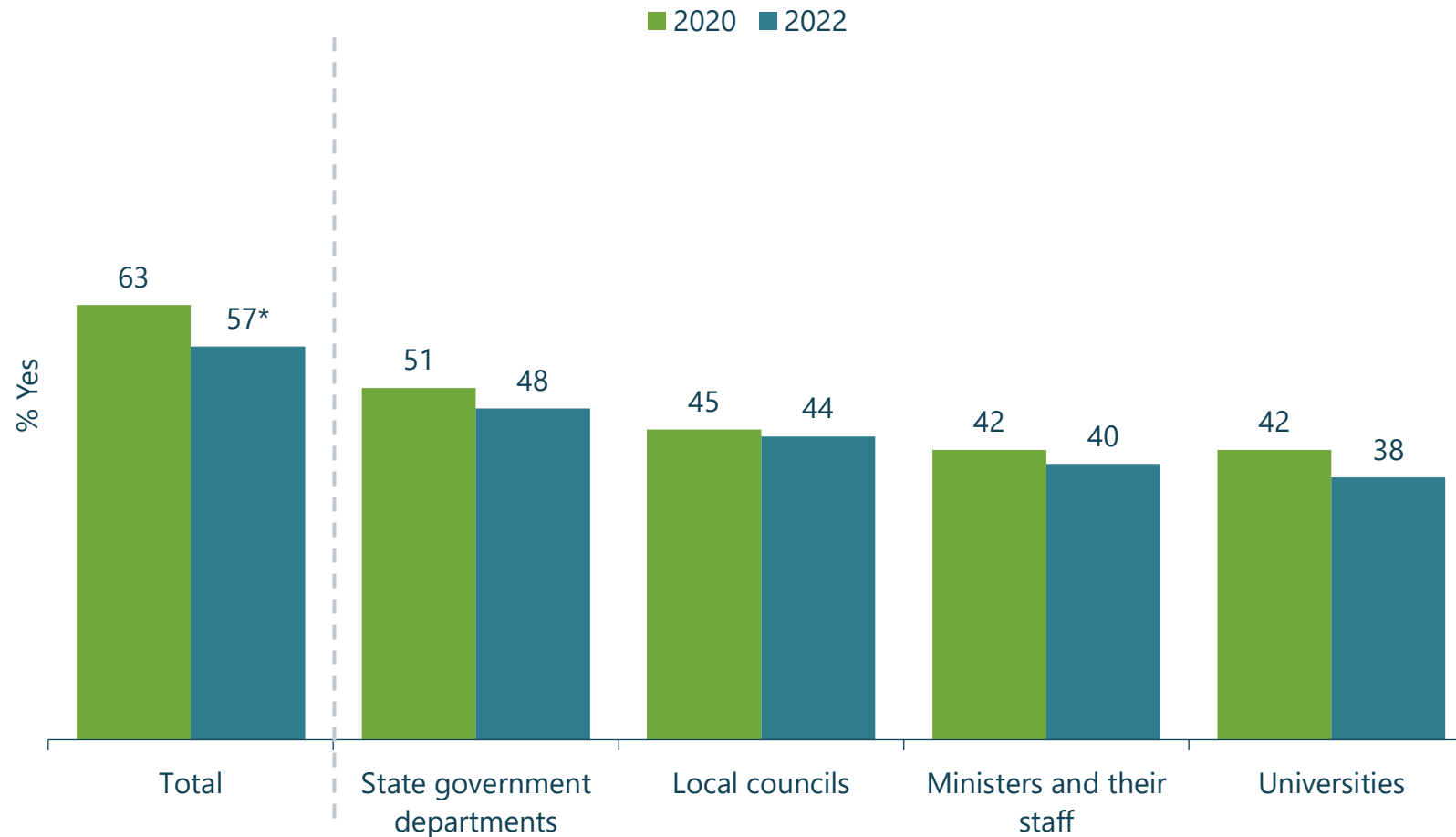
Q2. Thinking about the data NSW government agencies might currently hold, such as, transport or health services information, how concerned are you about the following...

Base: All respondents (2020 n=802, 2022 n=800)

Please note: Percentages have been amended so they add to 100%



AWARENESS OF RIGHT TO LODGE A COMPLAINT OR REVIEW

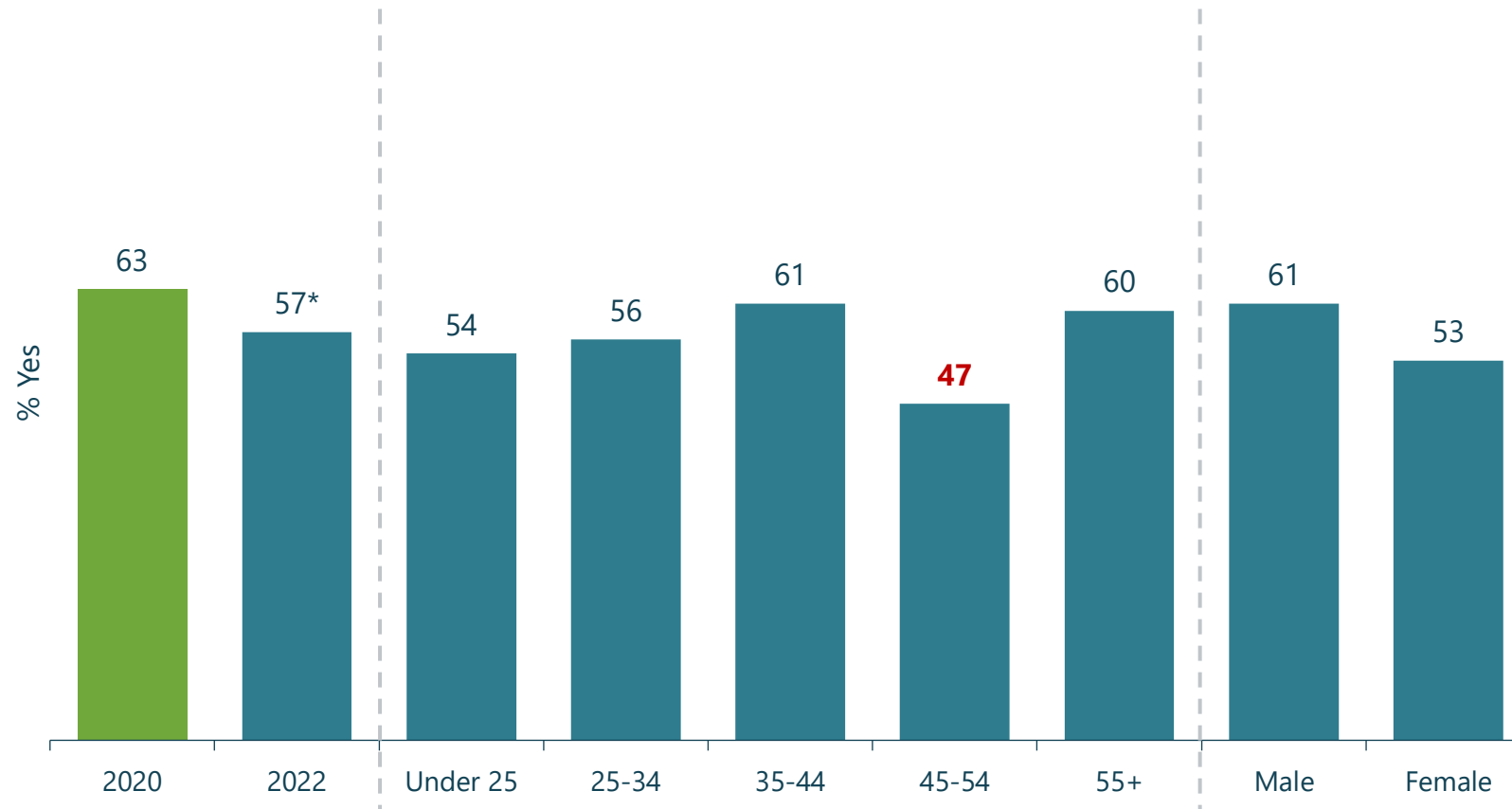


- Total awareness of the right to lodge a complaint or review with an agency that you think has been breached decreased in 2022.

Q3. Did you know, under NSW privacy law, that you have a right to lodge a complaint and seek an internal review to the agency if you think your privacy has been breached by the following agencies
Base: All respondents (2020 n=802, 2022 n=800)



TOTAL AWARENESS OF RIGHT TO LODGE A COMPLAINT OR REVIEW

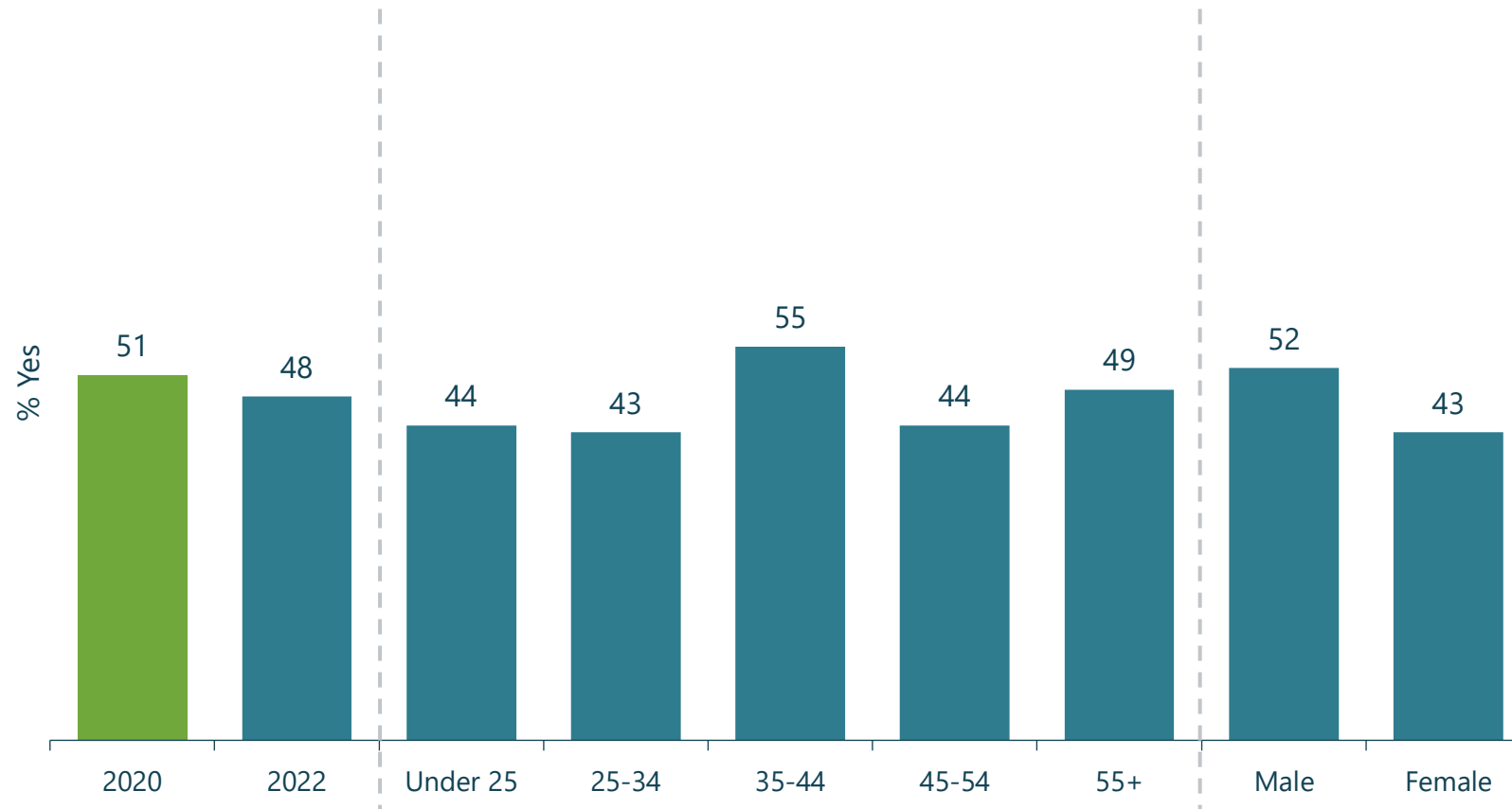


- In 2022, total awareness of the right to lodge a complaint or review was consistent across most age ranges and genders, however those in the 45 to 54 years age category were less aware.

Q3. Did you know, under NSW privacy law, that you have a right to lodge a complaint and seek an internal review to the agency if you think your privacy has been breached by the following agencies
Base: All respondents (2020 n=802, 2022 n=800)



AWARENESS OF RIGHT TO LODGE A COMPLAINT OR REVIEW WITH STATE GOVERNMENT DEPARTMENTS

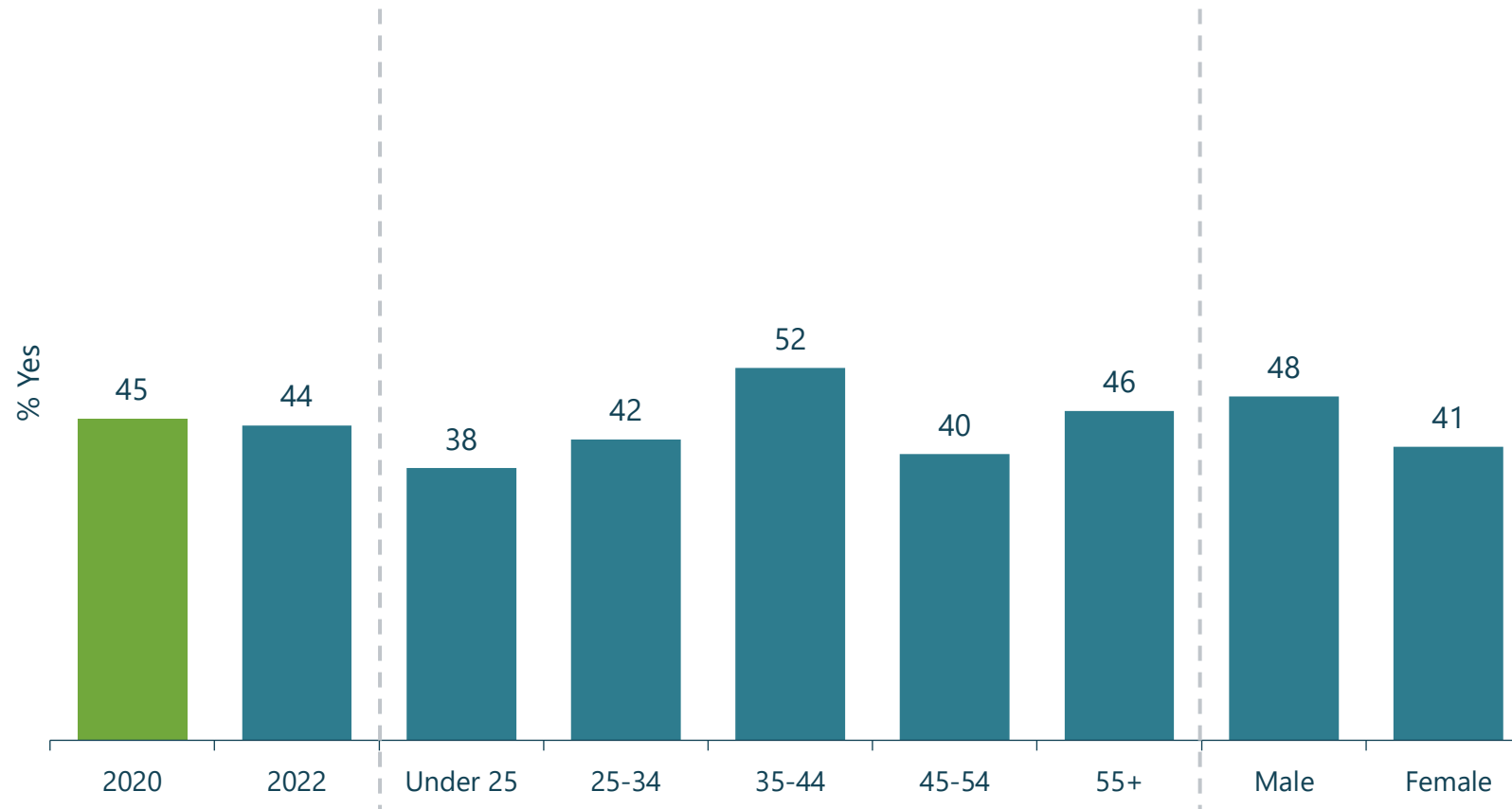


- Approximately half of the respondents were aware of their right to lodge a complete or review with state government departments, which was similar to 2020.

Q3. Did you know, under NSW privacy law, that you have a right to lodge a complaint and seek an internal review to the agency if you think your privacy has been breached by the following agencies
Base: All respondents (2020 n=802, 2022 n=800)



AWARENESS OF RIGHT TO LODGE A COMPLAINT OR REVIEW WITH LOCAL COUNCILS

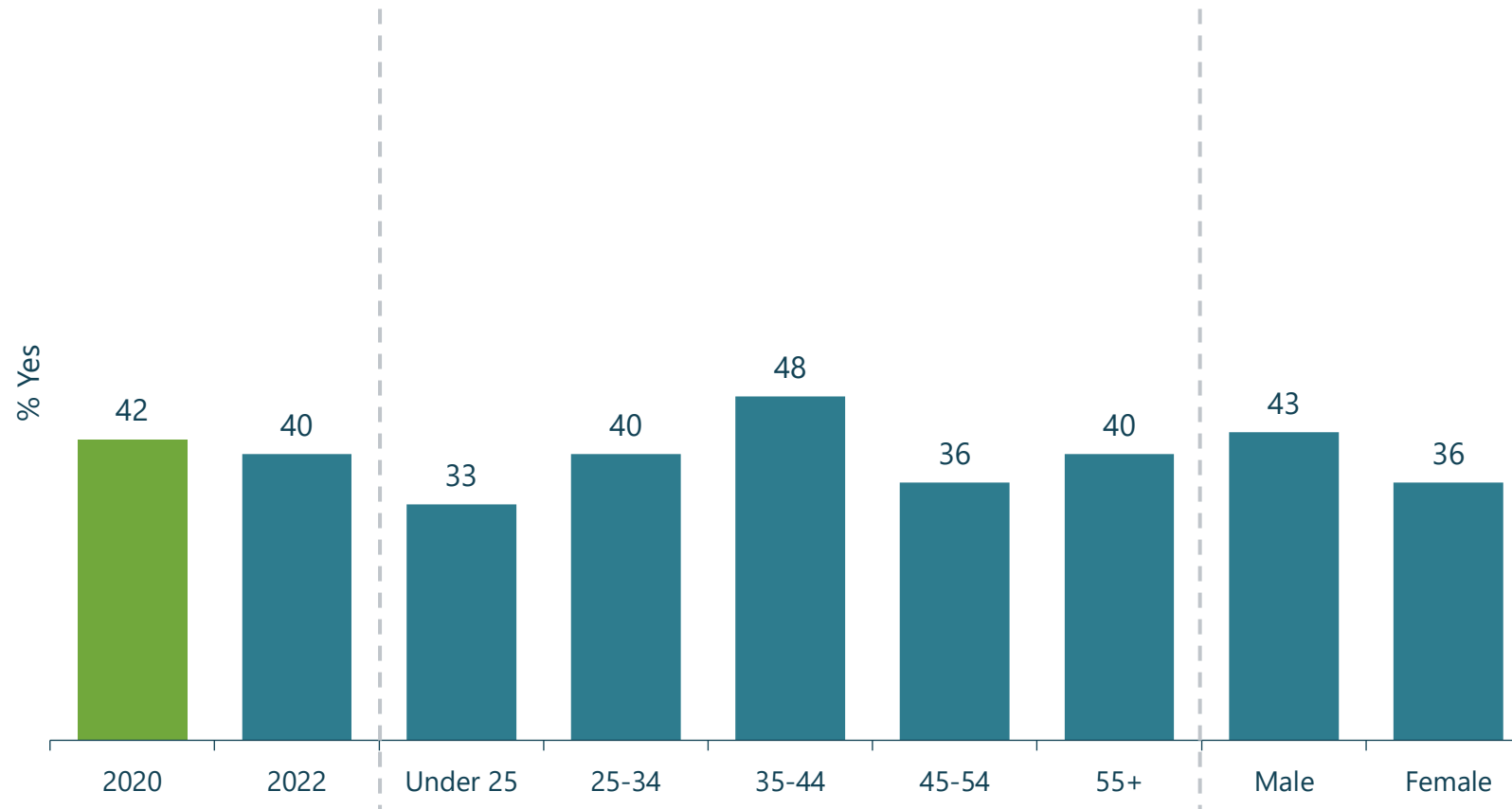


- Awareness of the right to lodge a complaint or review with councils was also similar to 2020, with 44% of respondents being aware of their right.

Q3. Did you know, under NSW privacy law, that you have a right to lodge a complaint and seek an internal review to the agency if you think your privacy has been breached by the following agencies
Base: All respondents (2020 n=802, 2022 n=800)



AWARENESS OF RIGHT TO LODGE A COMPLAINT OR REVIEW WITH MINISTERS AND THEIR STAFF

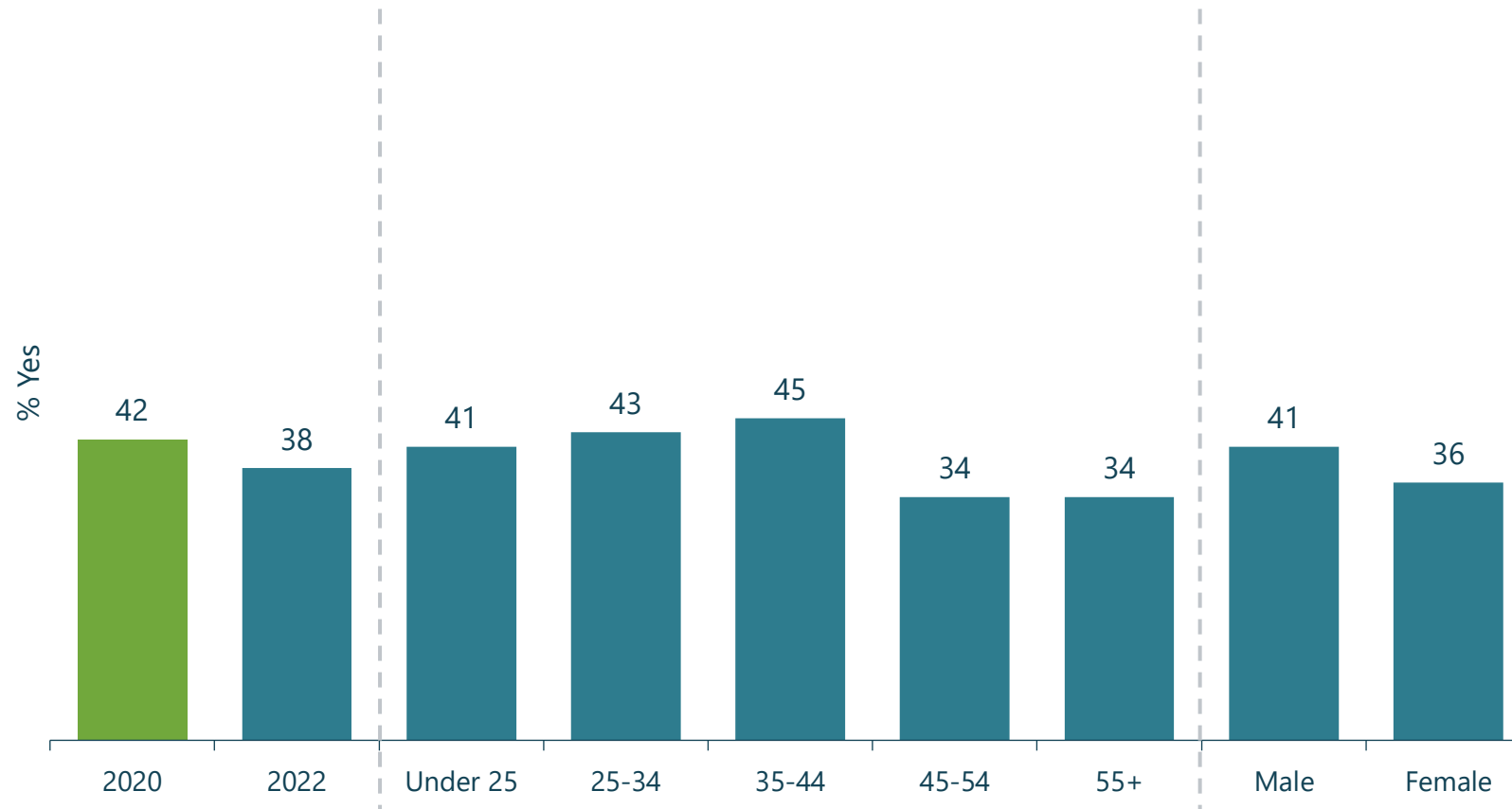


- Two fifths of the sample were aware of their right to lodge a complaint or review with Ministers or their staff.

Q3. Did you know, under NSW privacy law, that you have a right to lodge a complaint and seek an internal review to the agency if you think your privacy has been breached by the following agencies
Base: All respondents (2020 n=802, 2022 n=800)



AWARENESS OF THE RIGHT TO LODGE A COMPLAINT OR REVIEW WITH UNIVERSITIES

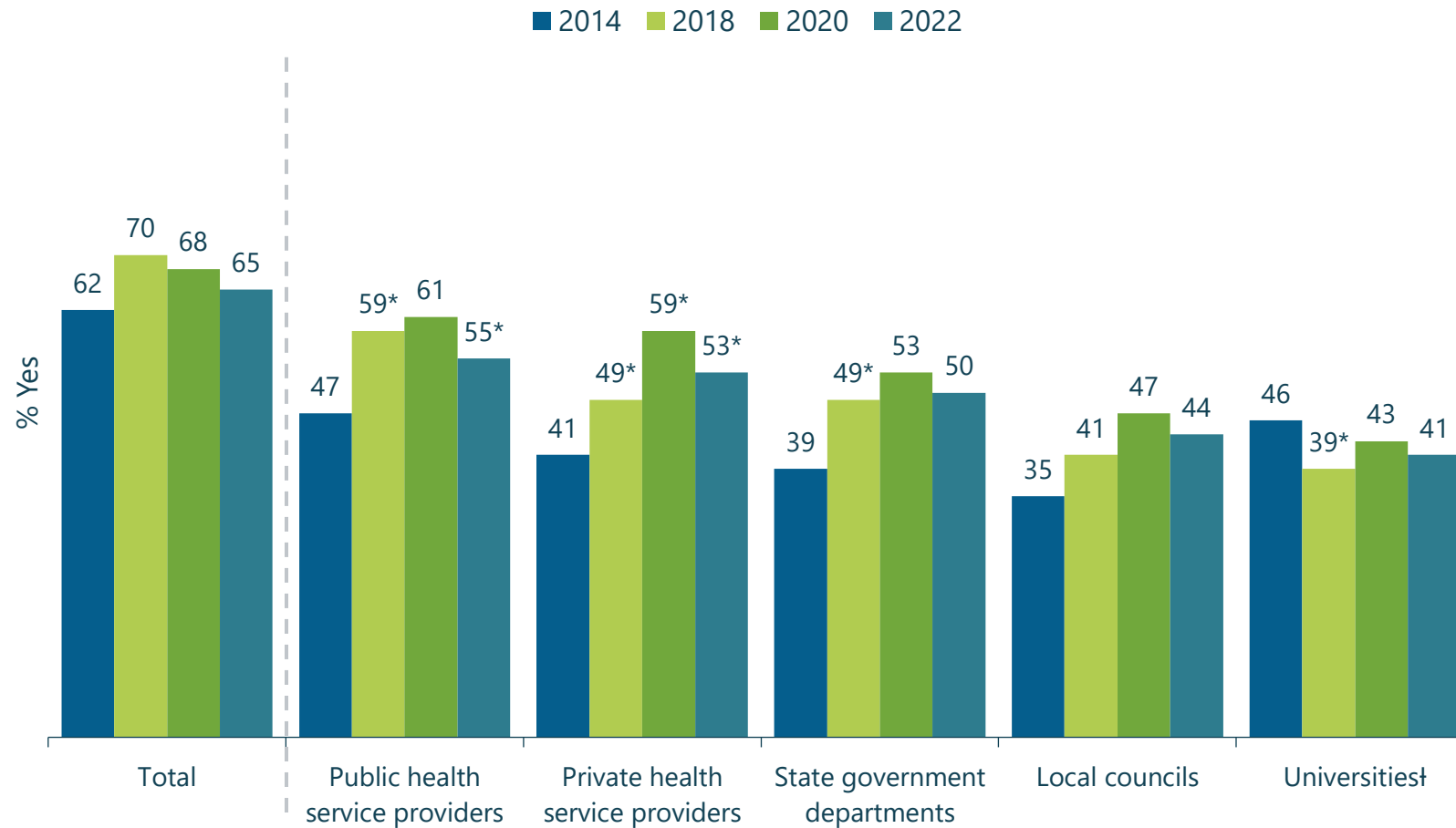


- Approximately two fifths were aware of their right to lodge a complaint or review with universities, which was similar to 2020.

Q3. Did you know, under NSW privacy law, that you have a right to lodge a complaint and seek an internal review to the agency if you think your privacy has been breached by the following agencies
Base: All respondents (2020 n=802, 2022 n=800)



AWARENESS OF THE RIGHT TO ACCESS PERSONAL INFORMATION



- Almost two thirds were aware of their right to access personal information from at least one of the agencies listed.
- However in 2022, awareness of this right decreased regarding public and private health service providers.

Q4. Did you know, under NSW privacy law, that you have a right to access any personal or health information held about you by...?†

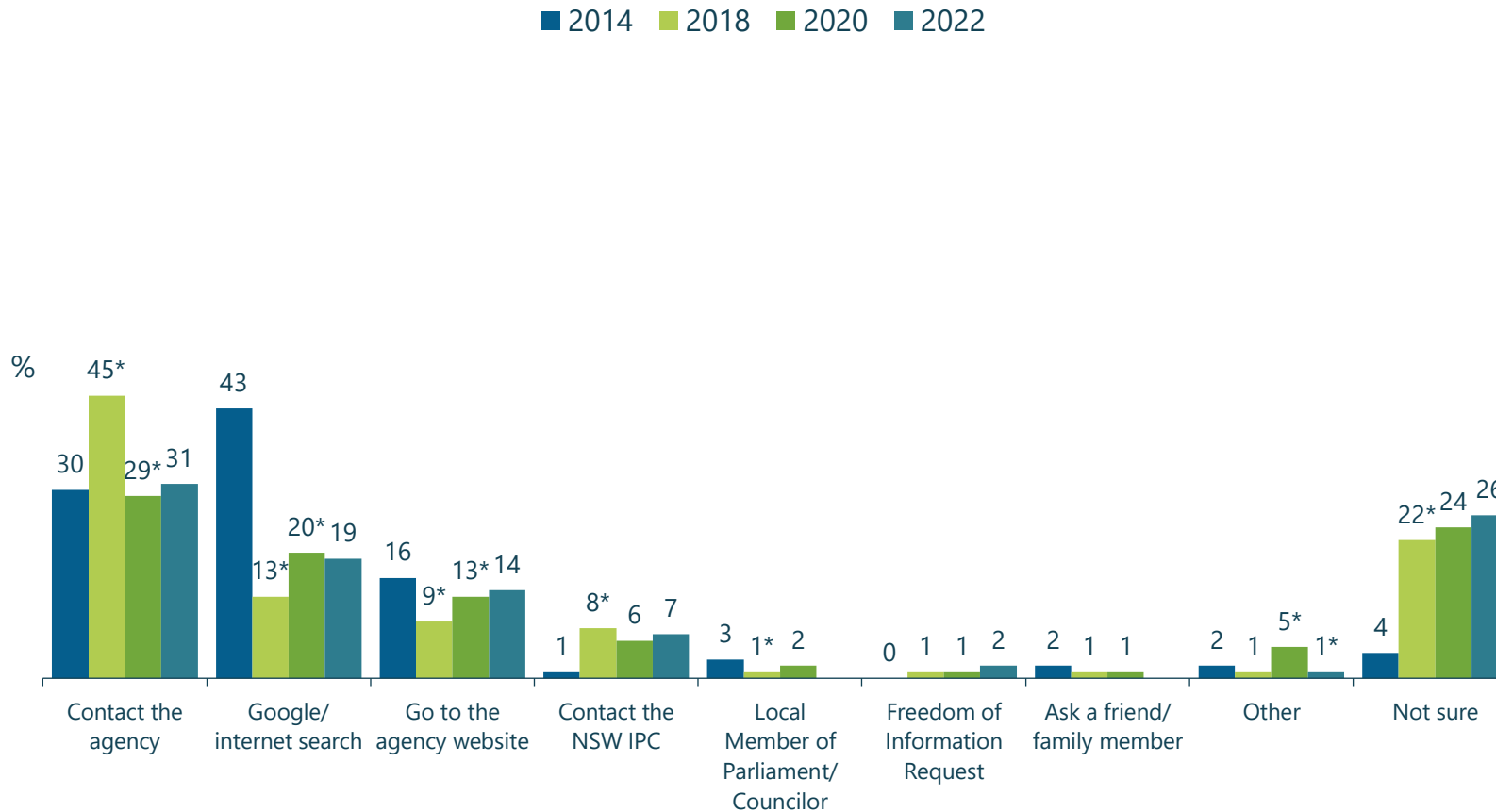
Base: All respondents (2014 n=340, 2018 n=803, 2020 n=802, 2022 n=800)

† Wording change in 2018 from 'Public education providers e.g. schools, universities' to 'Universities'

‡ Slight wording change in 2020



FIRST OPTION TO ACCESS PERSONAL INFORMATION



- As with previous years, many felt that they would contact the agency, search the internet or visit an agency website if they wanted to access personal information.

Q5. If you wanted to access your personal information held by agencies under privacy laws, what would you do to get it?† (SR - Unprompted)

Base: All respondents (2014 n=340, 2018 n=803, 2020 n=802, 2022 n=800)

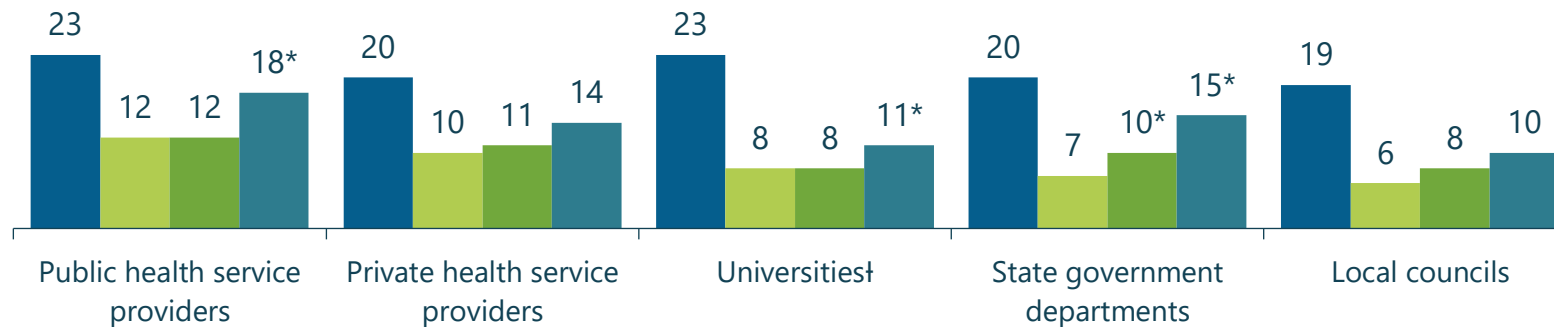
† Slight wording change in 2020



INCIDENCE OF TRYING TO ACCESS PERSONAL INFORMATION

■ 2014 ■ 2018 ■ 2020 ■ 2022

%



- Incidence of trying to access information from public health service providers, universities and state government departments in the past twelve months increased in 2022.

Q6. In the last year, have you ever tried to access personal or health information held about you by any of the following agencies? †

Base: All respondents (2014 n=340, 2018 n=803, 2020 n=802, 2022 n=800)

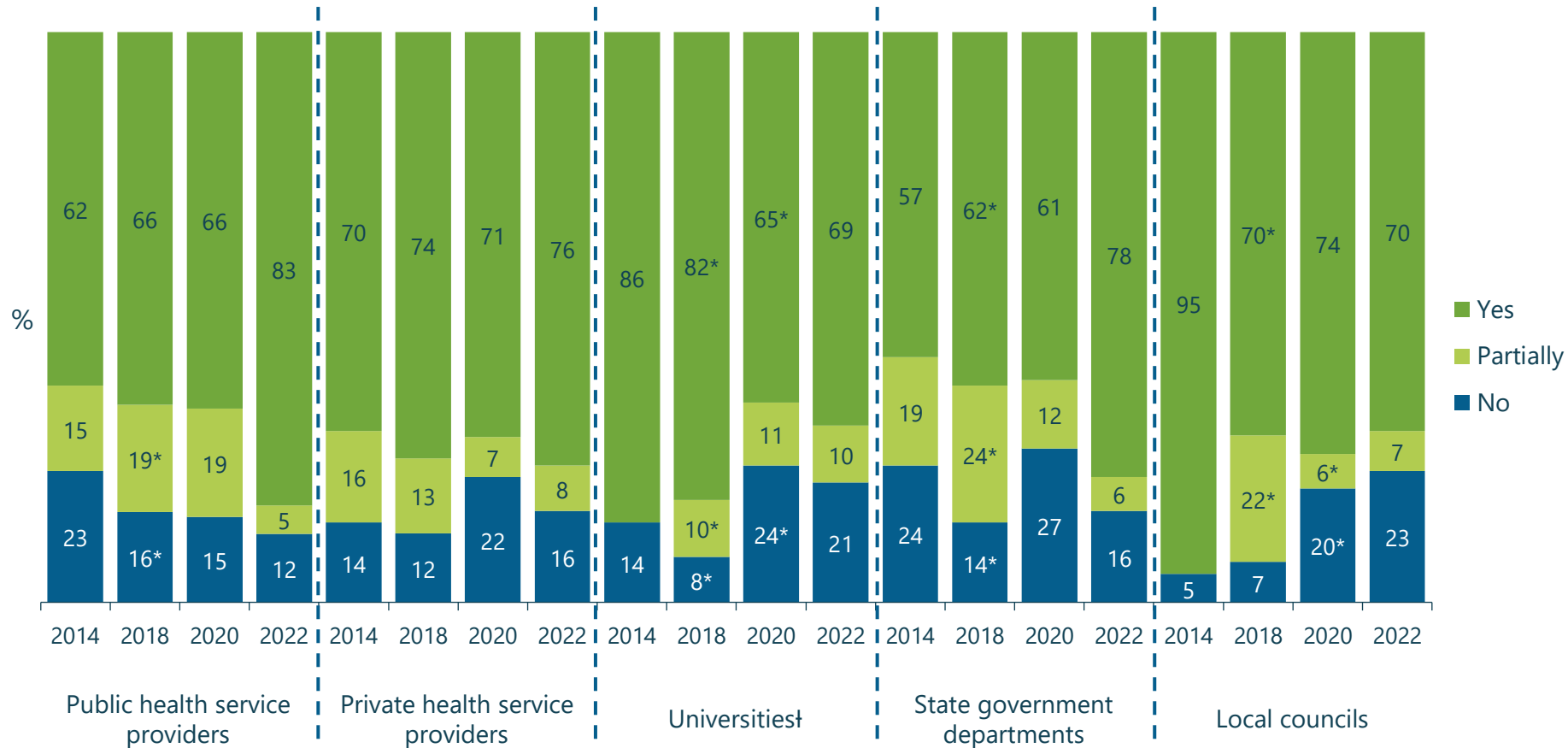
† Wording change in 2018 from 'Public education providers e.g. schools, universities' to 'Universities'

‡ Slight wording change in 2020

‡‡ 2014 asked 'Have you ever tried...', whereas 2018, 2020 and 2022 asked 'In the last year, have you ever tried...'



INCIDENCE OF SUCCESSFULLY ACCESSING PERSONAL INFORMATION

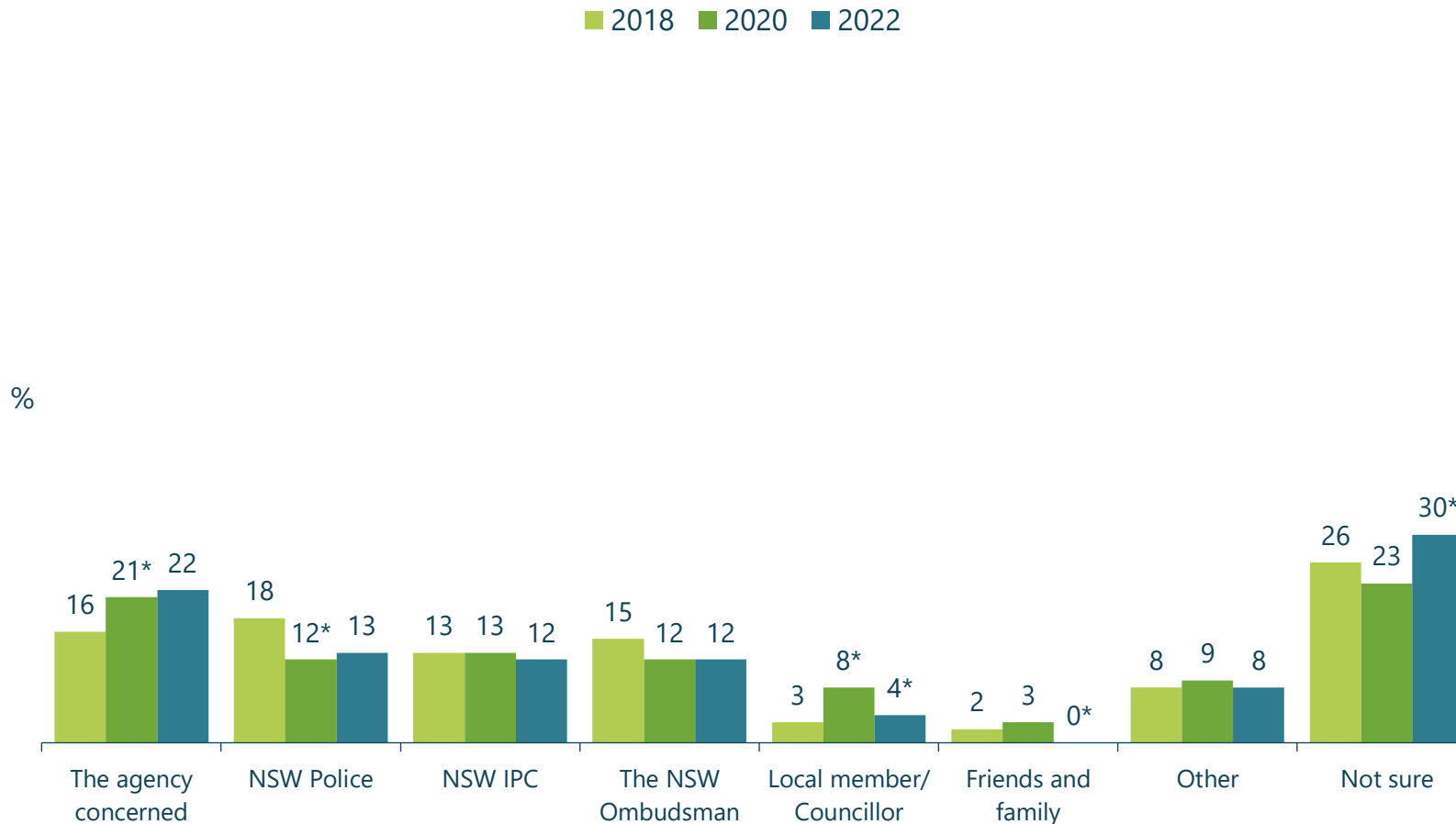


- Incidence of successfully accessing personal information was fairly consistent with 2020, with most being able to fully access the information they sought.

Q7. Were you successful in accessing your personal or health information from...?†
 Base: Respondents that attempted to access personal information from that service
 (2014: Public health service providers n=17*, Private health service providers n=13*, Universities n=10*, State gov departments n=13*, Local councils n=13*)
 (2018: Public health service providers n=95, Private health service providers n=81, Universities n=62, State gov departments n=58, Local councils n=52)
 (2020: Public health service providers n=102**, Private health service providers n=88, Universities n=64**, State gov departments n=85**, Local councils n=65)
 (2022: Public health service providers n=146**, Private health service providers n=116, Universities n=88**, State gov departments n=117**, Local councils n=77)
 † Wording change in 2018 from 'Public education providers e.g. schools, universities' to 'Universities'
 ** Please note: Significance testing was not performed on this data due to the significant differences in the base size from previous year
 Please note: Percentages have been amended so they add to 100%



AVENUE OF REPORTING MISUSE OF PERSONAL INFORMATION

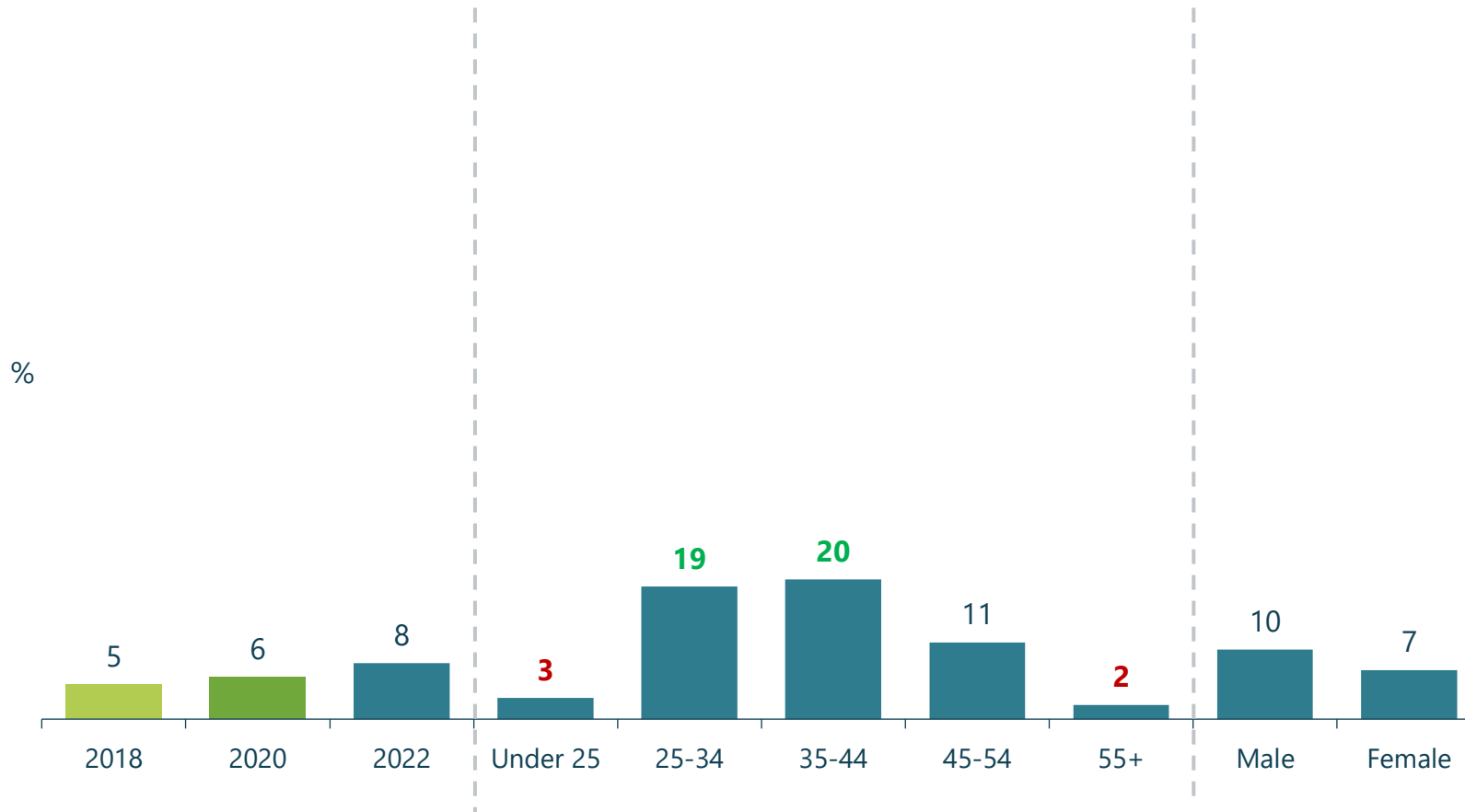


- The agency concerned, NSW Police, NSW IPC and the NSW Ombudsman continued to be commonly cited avenues of reporting misuse of personal information.
- However, incidence of not being sure who to contact increased in 2022.

Q8. If you wanted to report misuse of your personal information to someone, who would you be most likely to contact? (SR - Unprompted)
Base: All respondents (2018 n=803, 2020 n=802, 2022 n=800)



INCIDENCE OF MAKING A PRIVACY COMPLAINT



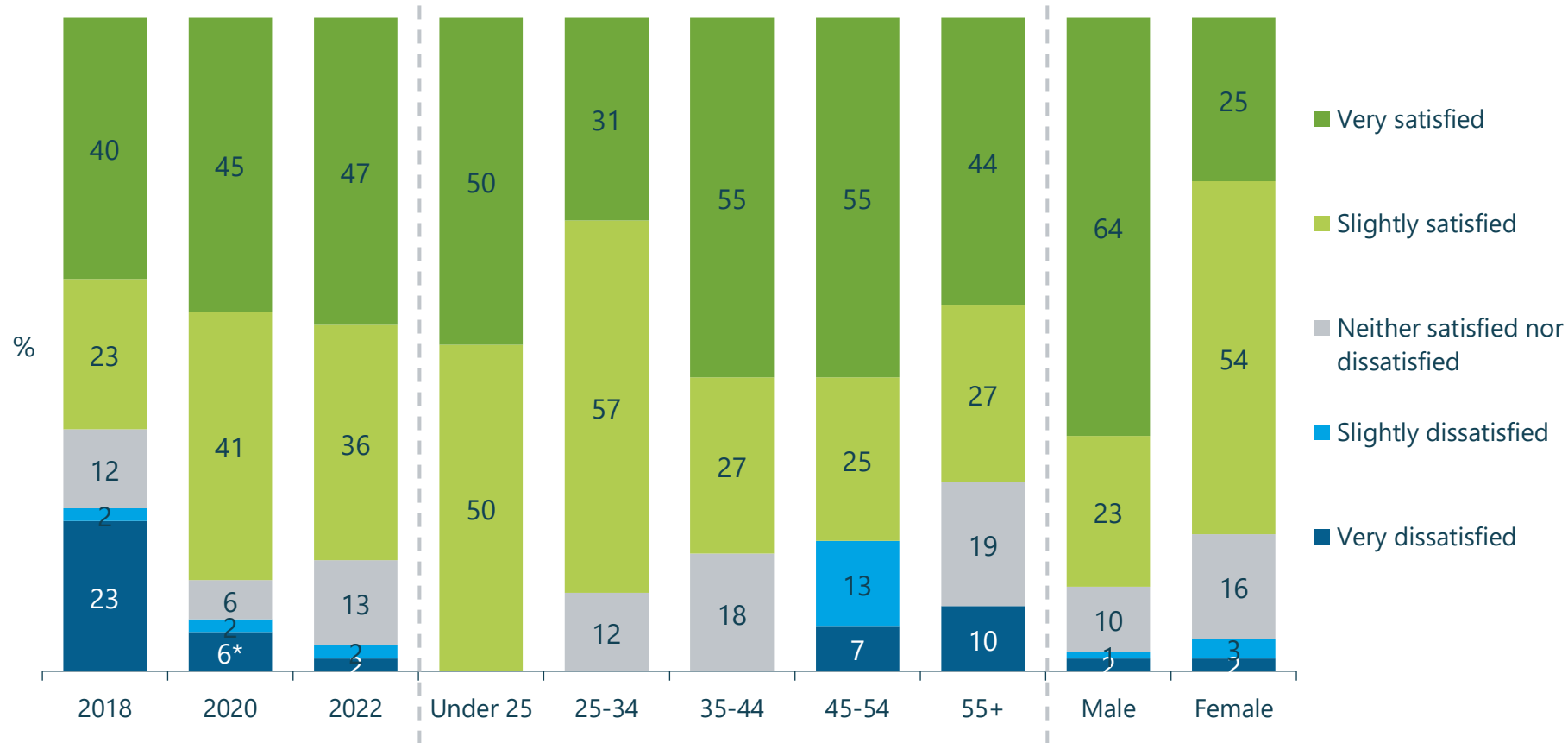
- Only 8% of respondents had made a privacy complaint, however this varied across age ranges.

Q9. Have you ever made a privacy complaint under NSW privacy law about the behaviour of a NSW government department, health service, university or local council?†

Base: All respondents (2018 n=803, 2020 n=802, 2022 n=800)



SATISFACTION WITH OUTCOME OF PRIVACY COMPLAINT

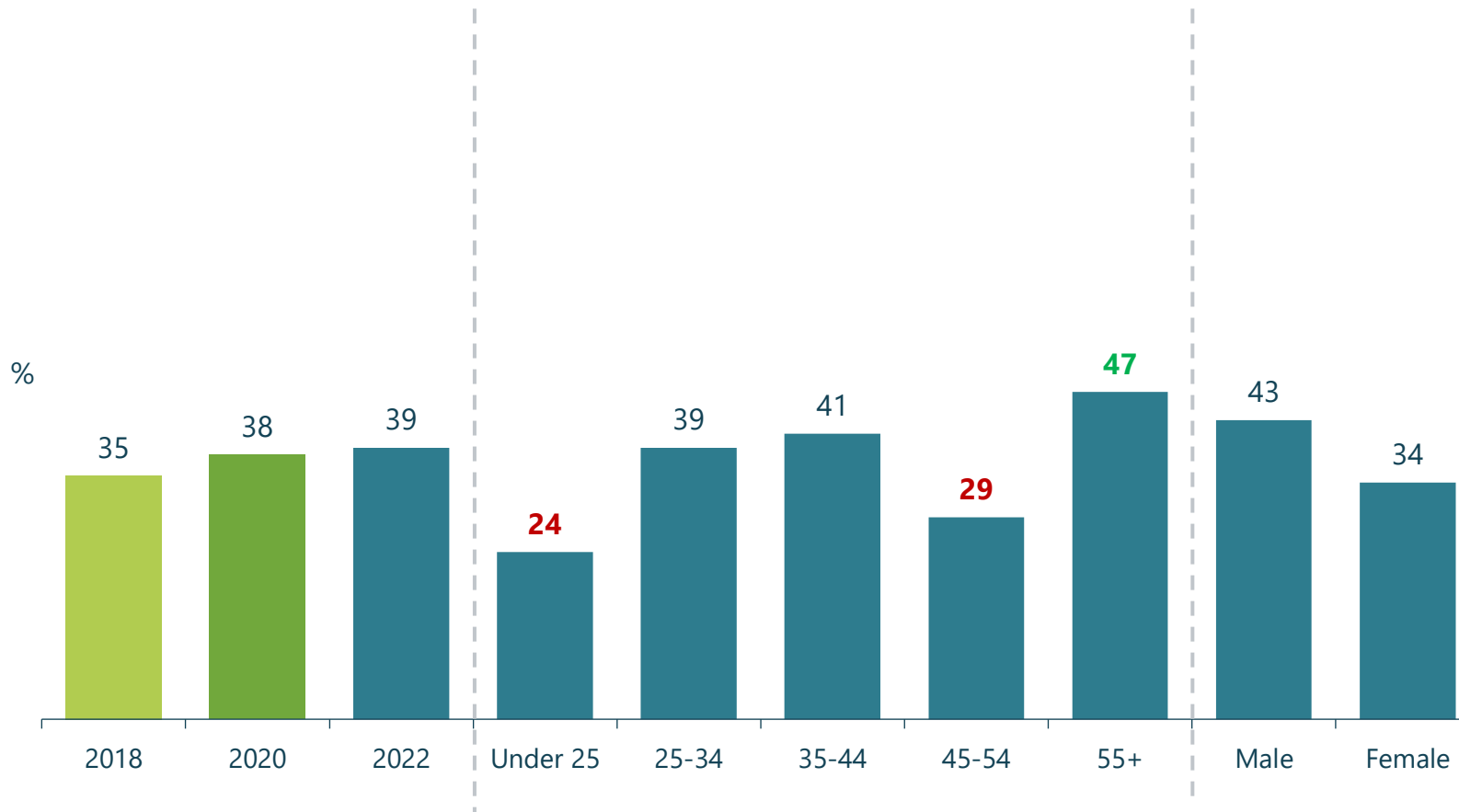


- Satisfaction with the outcome of a privacy complaint was consistent with 2020.
- Satisfaction did appear to vary across age ranges and genders, however this is only indicative, due to the small sample sizes.

Q10. And how satisfied would you say you were with the outcome of this privacy complaint?
Base: Respondents who had made a complaint (2018 n=40, 2020 n=49, 2022 n=67)
Please note: Percentages have been amended so they add to 100%



AWARENESS OF NSW PRIVACY COMMISSIONER FOR COMPLAINTS



- Similar to previous years, almost two fifths were aware that a NSW Privacy Commissioner exists to uphold NSW privacy laws.
- Awareness of the Commissioner varied across age ranges, with those in the under 25 years and in the 45 to 54 year ranges having lower levels of awareness.

Q11. Were you aware that a NSW Privacy Commissioner exists to uphold NSW privacy laws and to investigate complaints concerning the misuse of personal data by NSW agencies? †

Base: All respondents (2018 n=803, 2020 n=802, 2022 n=800)

† Slight wording change in 2020



DEMOGRAPHICS



GENDER AND AGE



%	2014 (n=340)	2016 (n=340)	2018 (n=803)	2020 (n=802)	2022 (n=800)
Gender					
Male	44	49	48	50	50
Female	56	51	52	50	50
Gender neutral†	Not an option in 2014, 2016 or 2018			-	-
Prefer not to indicate†	Not an option in 2014, 2016 or 2018			-	-
Age					
18-24	12	15	15	18	18
25-34	12	20	21	11	12
35-44	8	16	17	13	18
45-54	17	18	16	19	12
55-64	12	12	12	11	7
65-74	38	20	10	14	13
75+			8	14	20

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, 2022 n=800)

†Options added in 2020

Please note: Percentages have been amended so they add to 100%

WORK STATUS



%	2014 (n=340)	2016 (n=340)	2018 (n=803)	2020 (n=802)	2022 (n=800)
Working status					
Working full time	Not asked in 2014	89	39	34	34
Working part time			17	14	12
Retired		4	23	29	32
Student		4	9	12	11
Unemployed		3	5	6	5
Engaged in home duties		1	7	4	5
Refused		-	1	1	1

D3. Which of these categories best describes you?

Base: All respondents (2016 n=340, 2018 n=803, 2020 n=802, 2022 n=800)

Please note: Percentages have been amended so they add to 100%

MAIN LANGUAGE SPOKEN



%	2014 (n=340)	2016 (n=340)	2018 (n=803)	2020 (n=802)	2022 (n=800)
Main Language Spoken					
English	Not asked in 2014 or 2016		90	86	88
Cantonese/Mandarin			1	6	4
Korean			-	1	<1
Hindi			1	1	1
Arabic (incl. Lebanese)			1	1	<1
Indonesian			<1	1	<1
Other			6	5	6

D4. What is the main language spoken at home?
 Base: All respondents (2016 n=340, 2018 n=803, 2020 n=802, 2022 n=800)

PRIVACY SUMMARY



Most respondents continued to feel that it was very important for NSW government agencies to protect their personal information.

Respondents also continued to be concerned with information breaches or misuse, however this somewhat varied across age ranges.

Similar to 2020, approximately three in five were aware of their right to lodge a complaint or seek a review if they thought their privacy had been breached.

Additionally, approximately two thirds were aware of their right to access personal information held by at least one of the agencies listed, which was similar to previous years.

Incidence of trying to access personal information has remained consistent with the previous two rounds of research. Furthermore, most were successful in accessing personal information.

As with previous years, less than one in ten respondents had made a privacy complaint, with those who did tending to be satisfied.

Lastly, almost two fifths were aware of that a NSW Privacy Commissioner exists to uphold the state's privacy laws, however awareness varied by age.

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