



# RESEARCH DESIGN

## The Information and Privacy Commission (NSW) IPC commissioned Woolcott Research to investigate the NSW community's attitudes to privacy and awareness of their privacy rights under NSW legislation.

A phone and online survey amongst n=802 NSW residents aged 18+ years was conducted between 20<sup>th</sup> March and 5<sup>th</sup> 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.

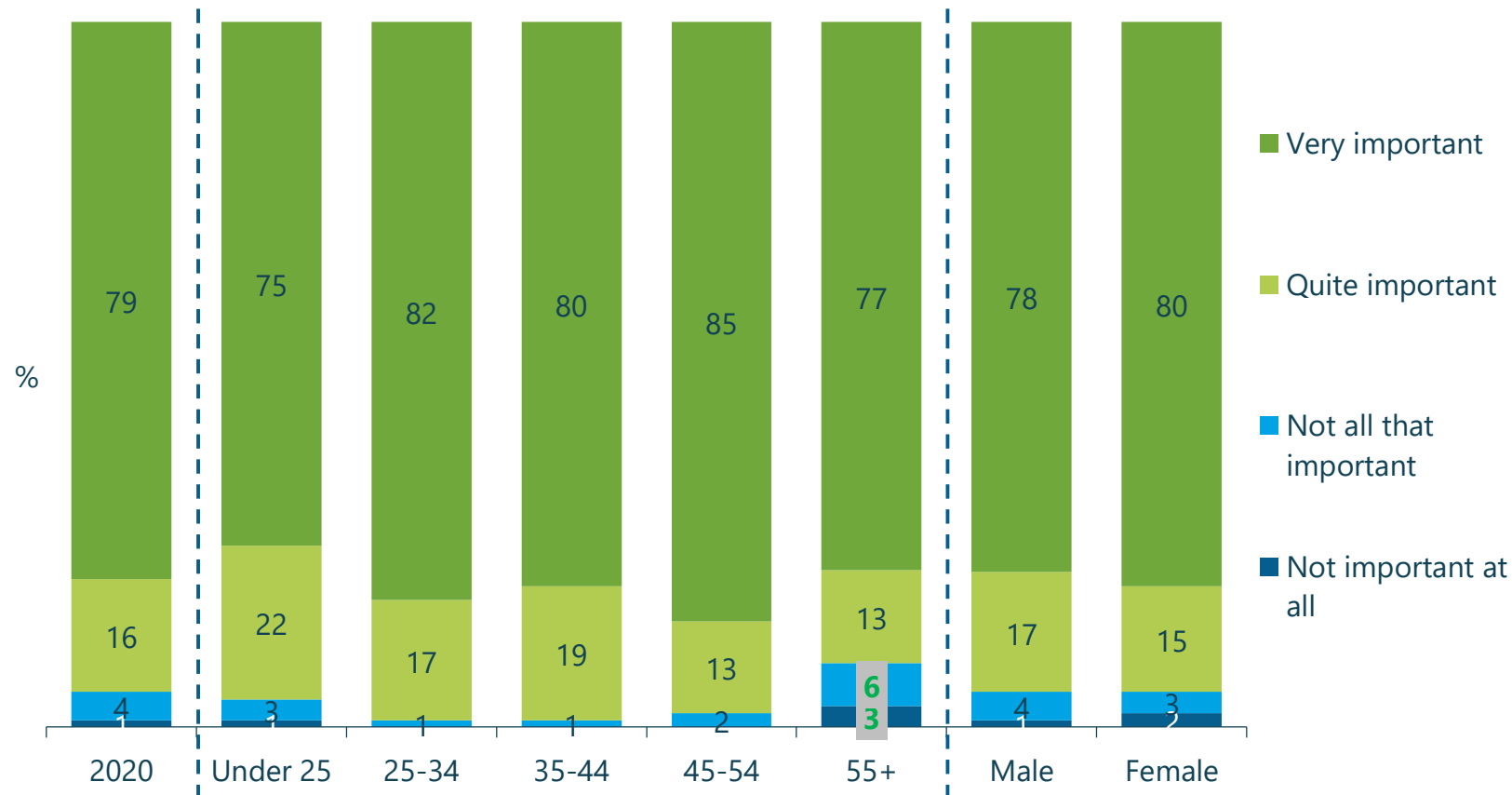
Where possible, this report compares results from the 2014 and 2016 omnibus studies, as well as the 2018 mixed mode survey.

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 (\*)



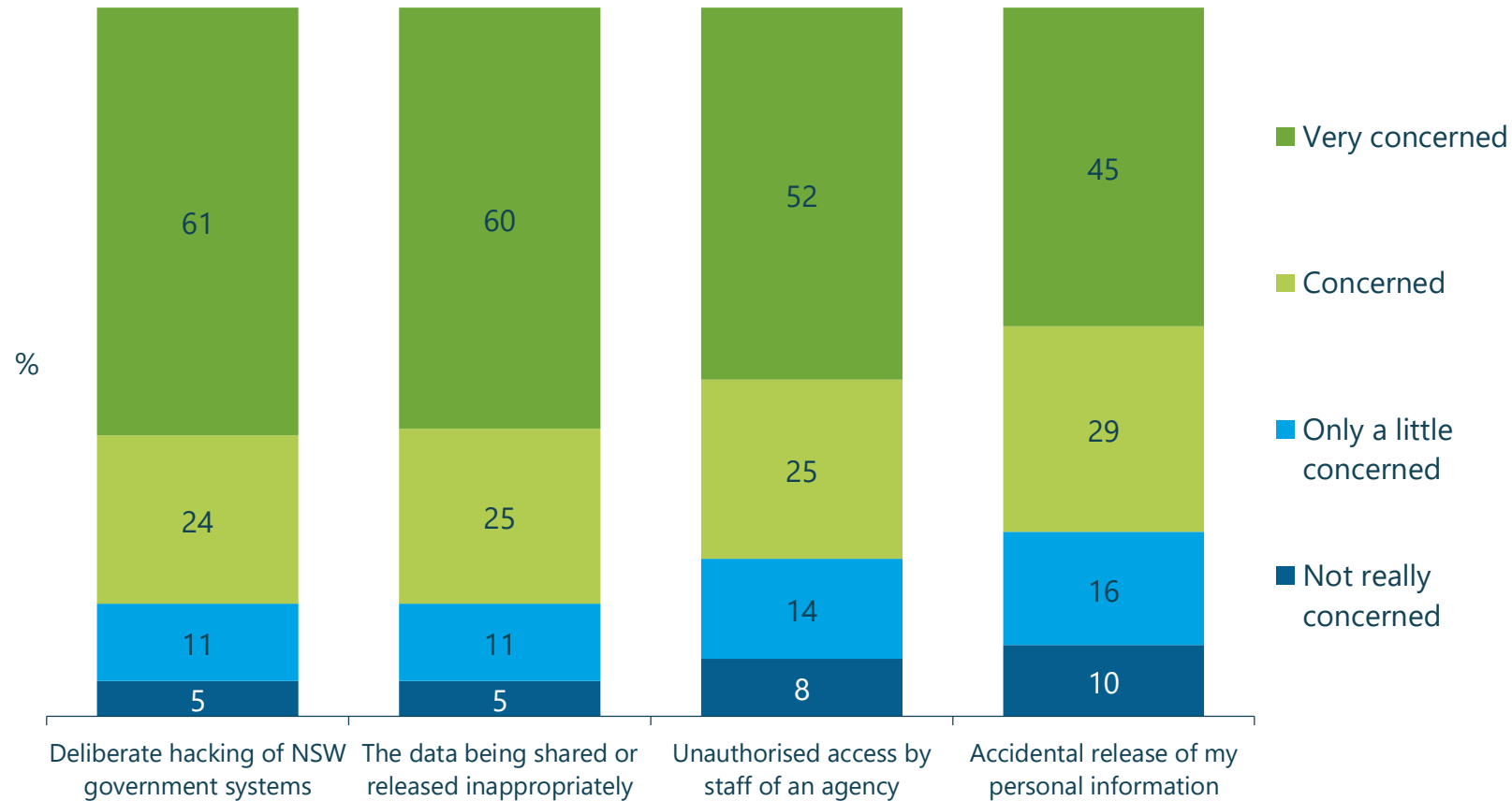
# IMPORTANCE OF PROTECTING PERSONAL INFORMATION



- The vast majority agree that it is important that NSW government agencies protect their personal/ health information
- Interestingly this was slightly less the case amongst those aged 55+ and under 25 year olds



# CONCERN ABOUT BREACHES OR MISUSE



- The majority of respondents were 'very/concerned' about breaches or misuse of their data, particularly the hacking of government systems and the sharing of data

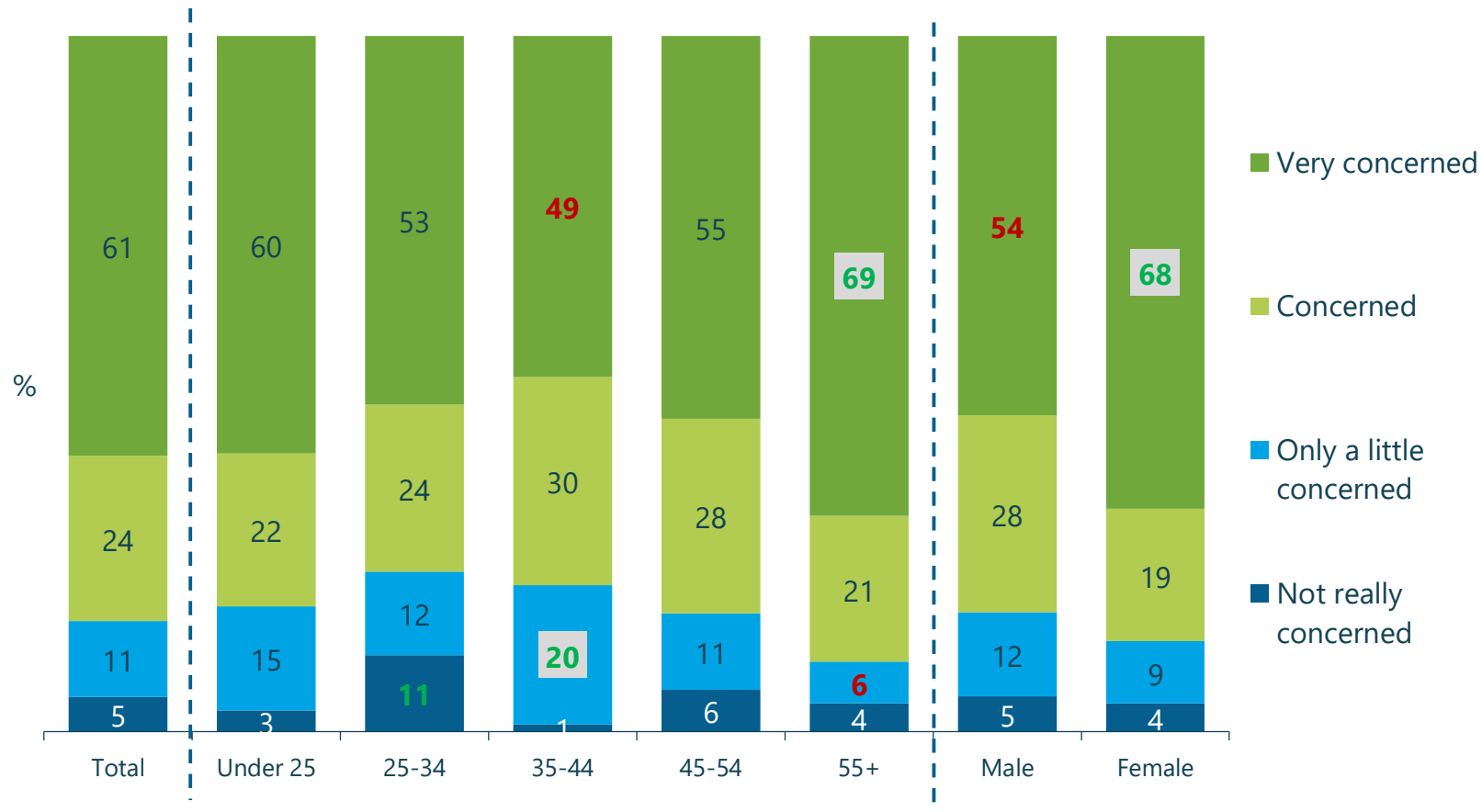
Q2. Thinking about the data NSW government agencies might currently hold, such as, transport or health services information, how concerned are you about the following...†

Base: All respondents (2020 n=802)

†Slight wording change in 2020



# CONCERN ABOUT DELIBERATE HACKING OF NSW GOVERNMENT SYSTEMS



- Concern over deliberate hacking of NSW government systems was greatest amongst over 55 year olds and females

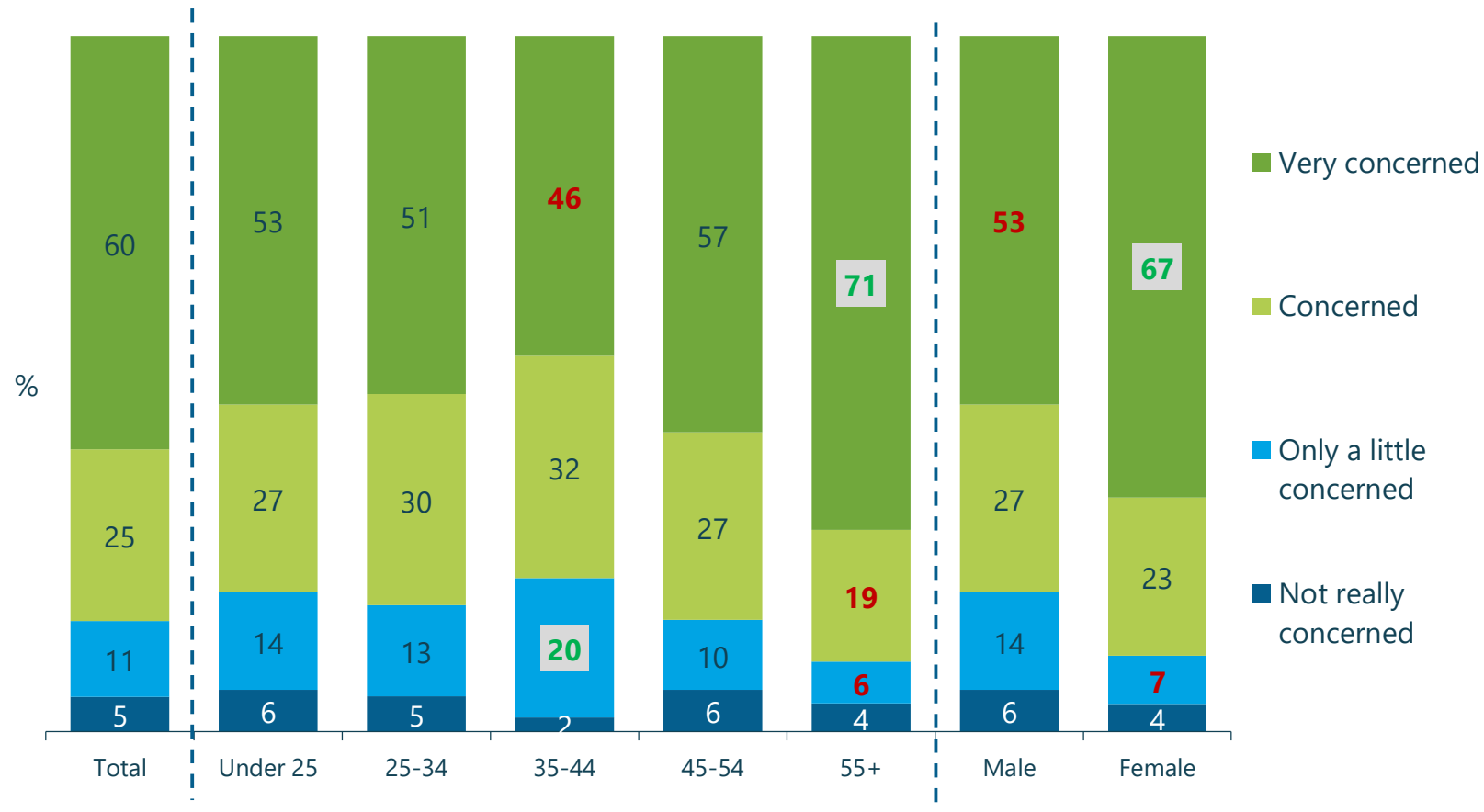
Q2. Thinking about the data NSW government agencies might currently hold, such as, transport or health services information, how concerned are you about the following...†

Base: All respondents (2020 n=802)

†Slight wording change in 2020



# CONCERN ABOUT DATA BEING SHARED OR RELEASED INAPPROPRIATELY



- 60% are concerned about data being shared or released inappropriately especially over 55 year olds

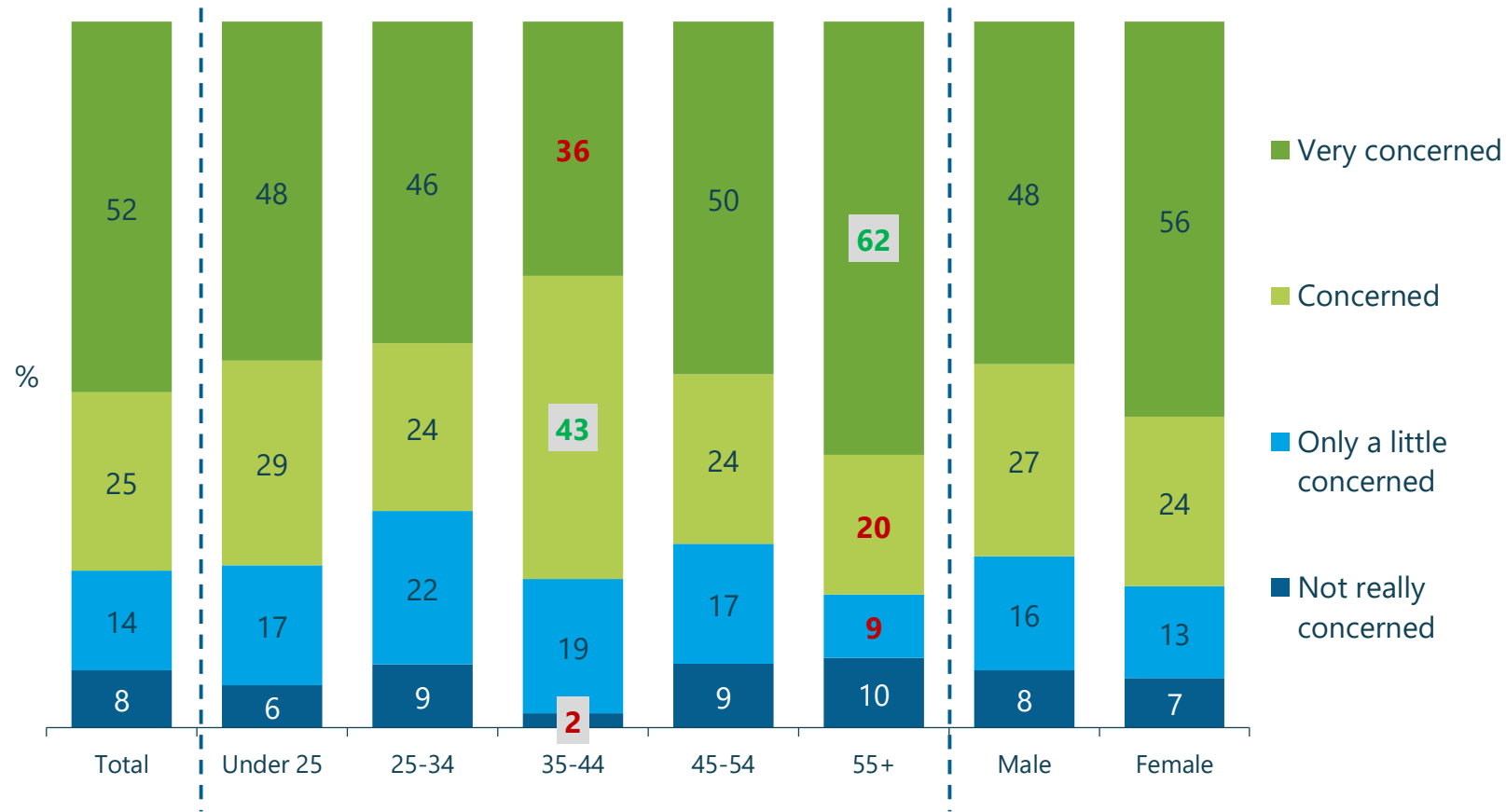
Q2. Thinking about the data NSW government agencies might currently hold, such as, transport or health services information, how concerned are you about the following...†

Base: All respondents (2020 n=802)

†Slight wording change in 2020



# CONCERN ABOUT UNAUTHORISED ACCESS BY STAFF



- Those aged 55+ years were more likely to be 'very concerned' about unauthorised access by staff

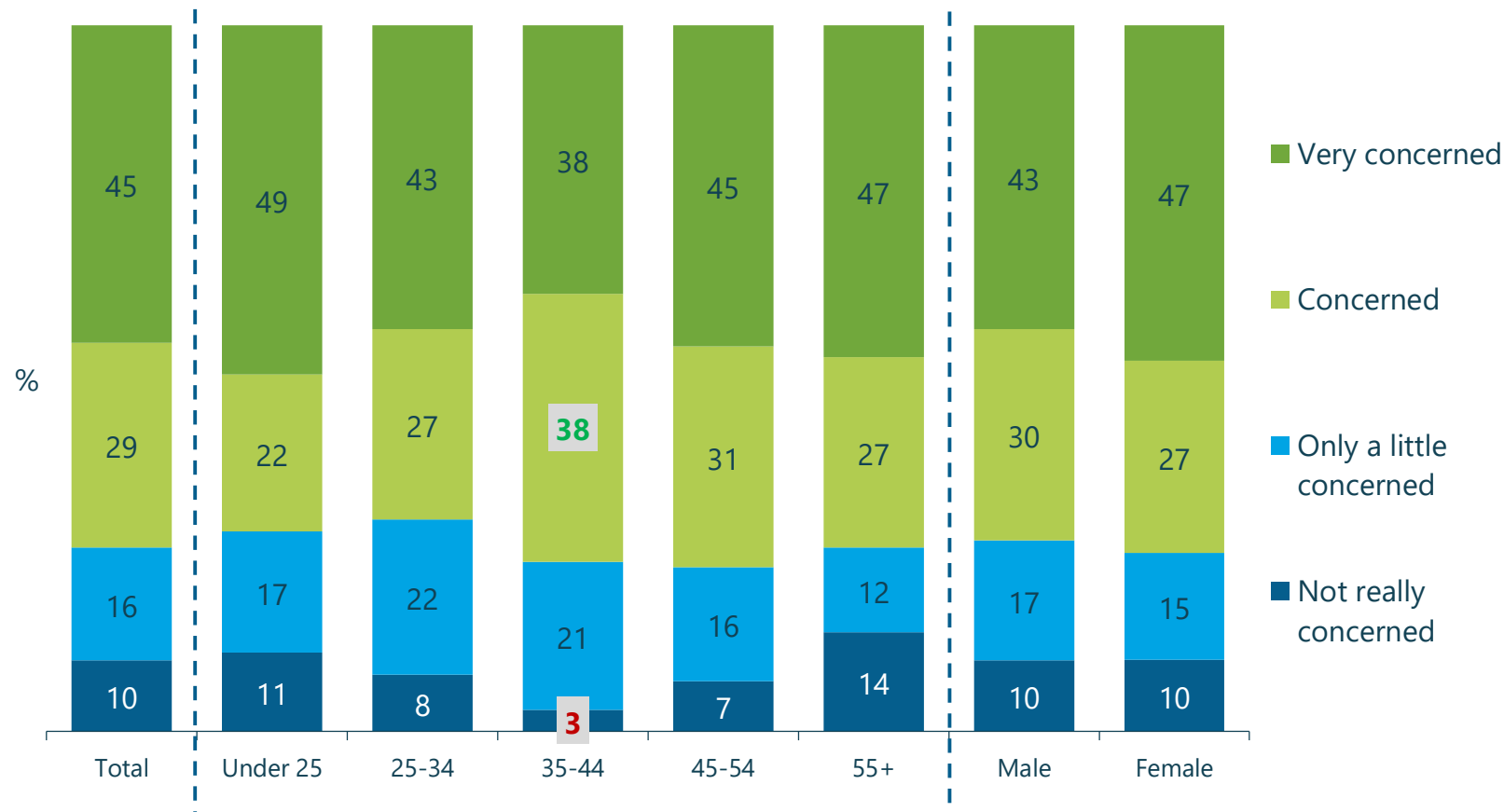
Q2. Thinking about the data NSW government agencies might currently hold, such as, transport or health services information, how concerned are you about the following...†

Base: All respondents (2020 n=802)

†Slight wording change in 2020



# CONCERN ABOUT ACCIDENTAL RELEASE OF PERSONAL INFORMATION



- There was comparatively less concern with accidental release of personal information with around a quarter not showing any real concern

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...†

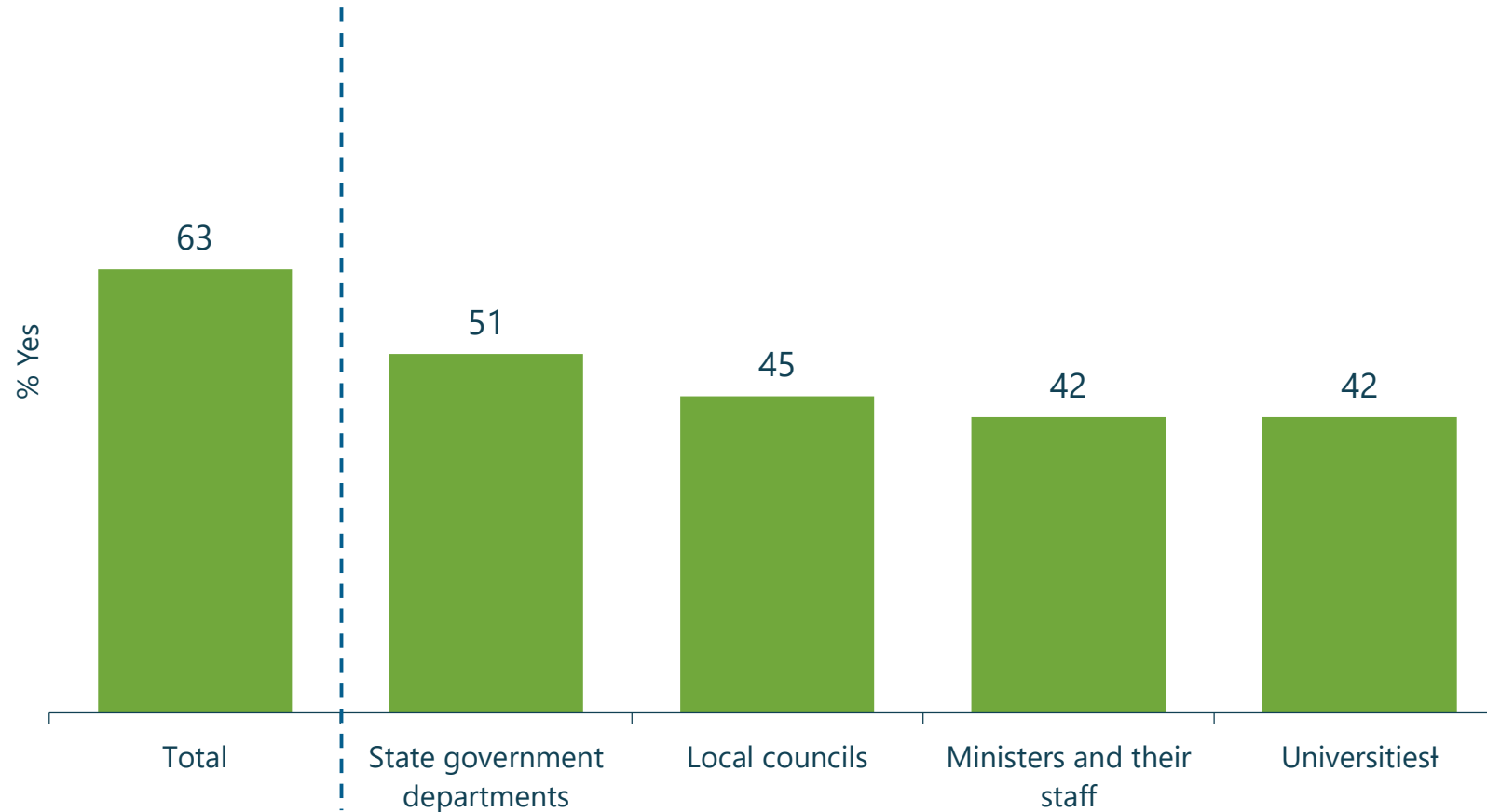
Base: All respondents (2020 n=802)

†Slight wording change in 2020





# AWARENESS OF RIGHT TO LODGE A COMPLAINT OR REVIEW

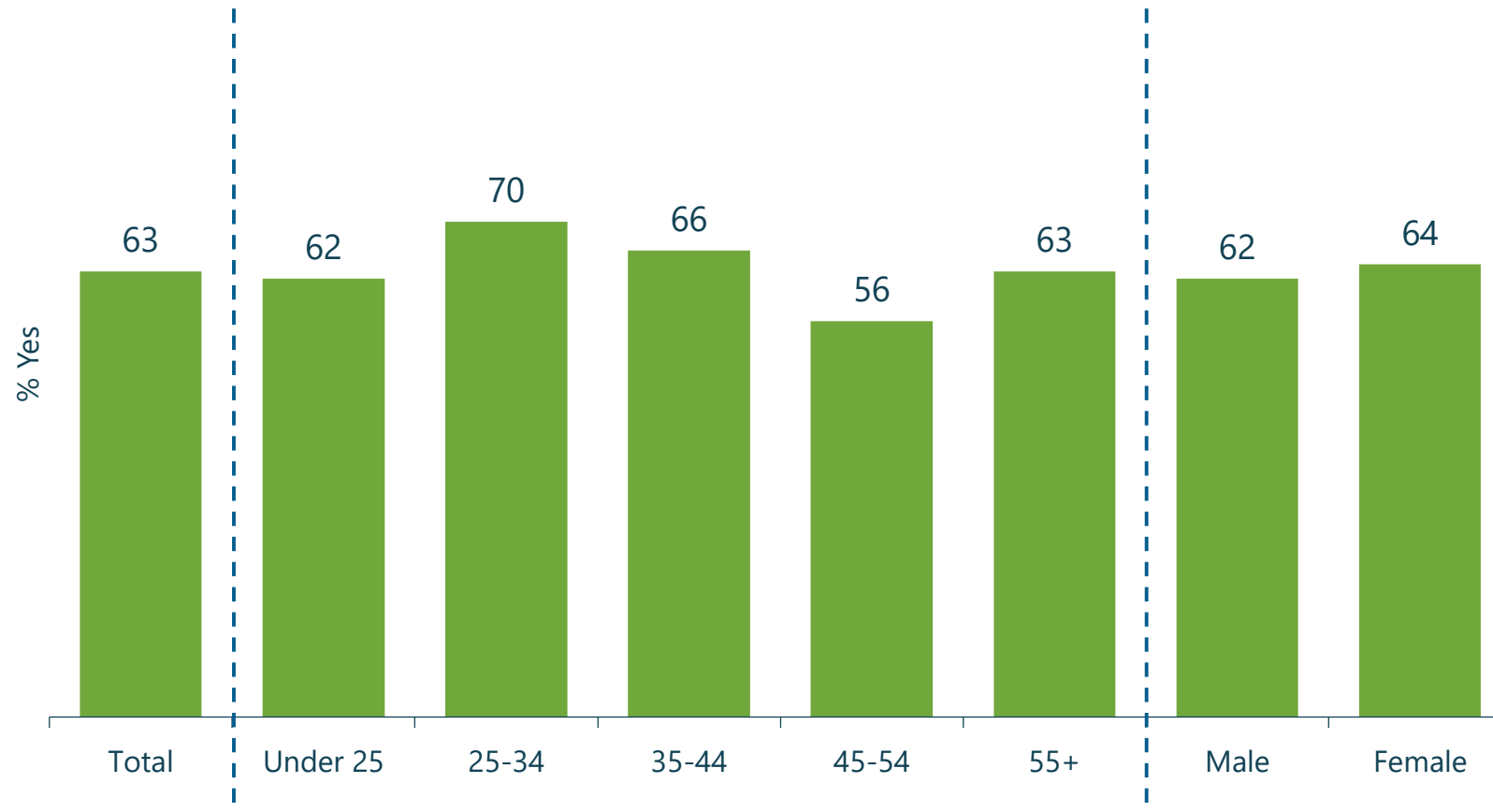


- Nearly two thirds of respondents are aware of their right to lodge a complaint or seek a review with an agency if they feel their privacy has been breached

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)



# TOTAL AWARENESS OF RIGHT TO LODGE A COMPLAINT OR REVIEW

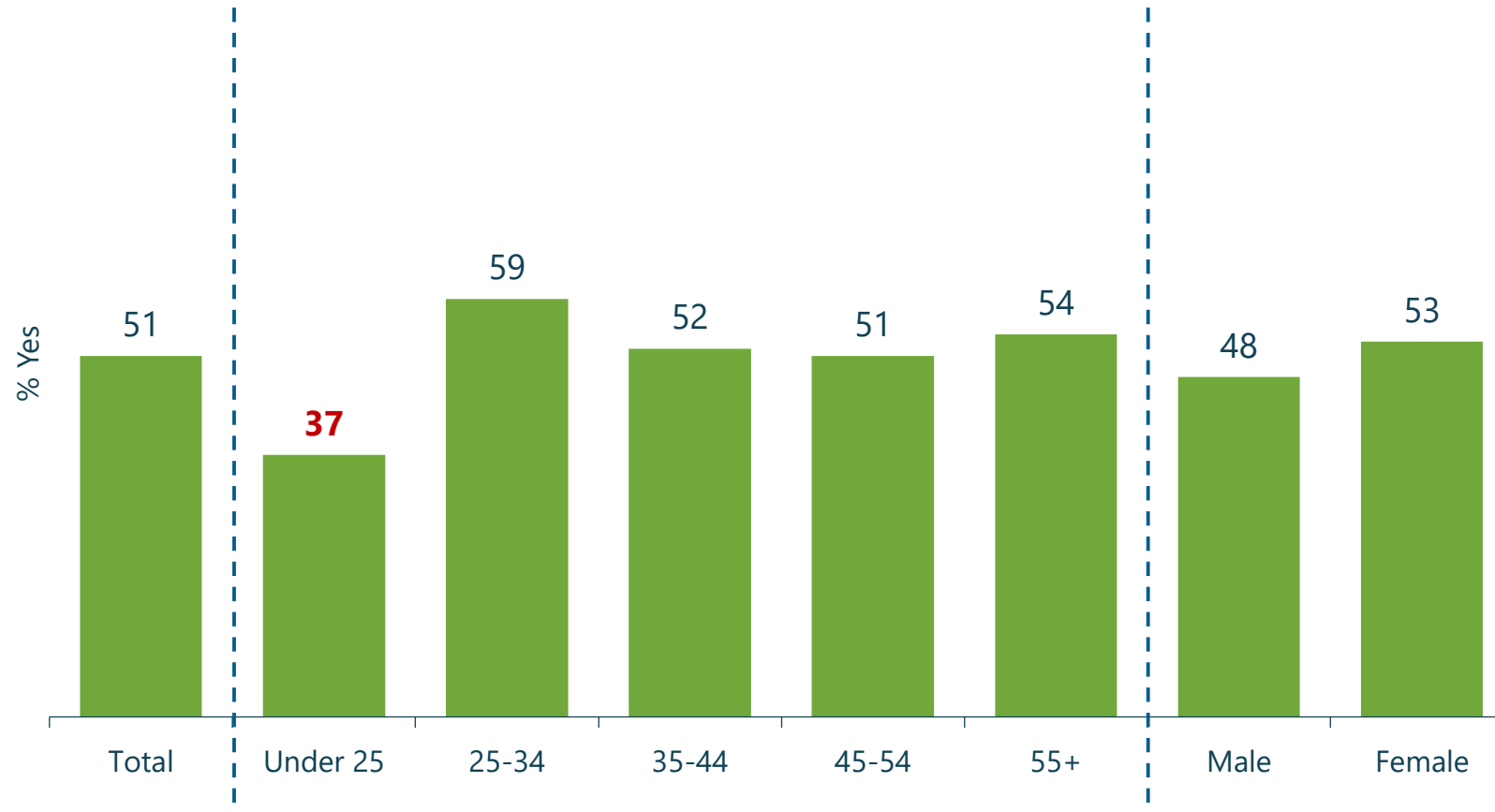


- Awareness of the right to lodge a complaint at one or more of the institutions listed did not significantly vary by age or gender

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)



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

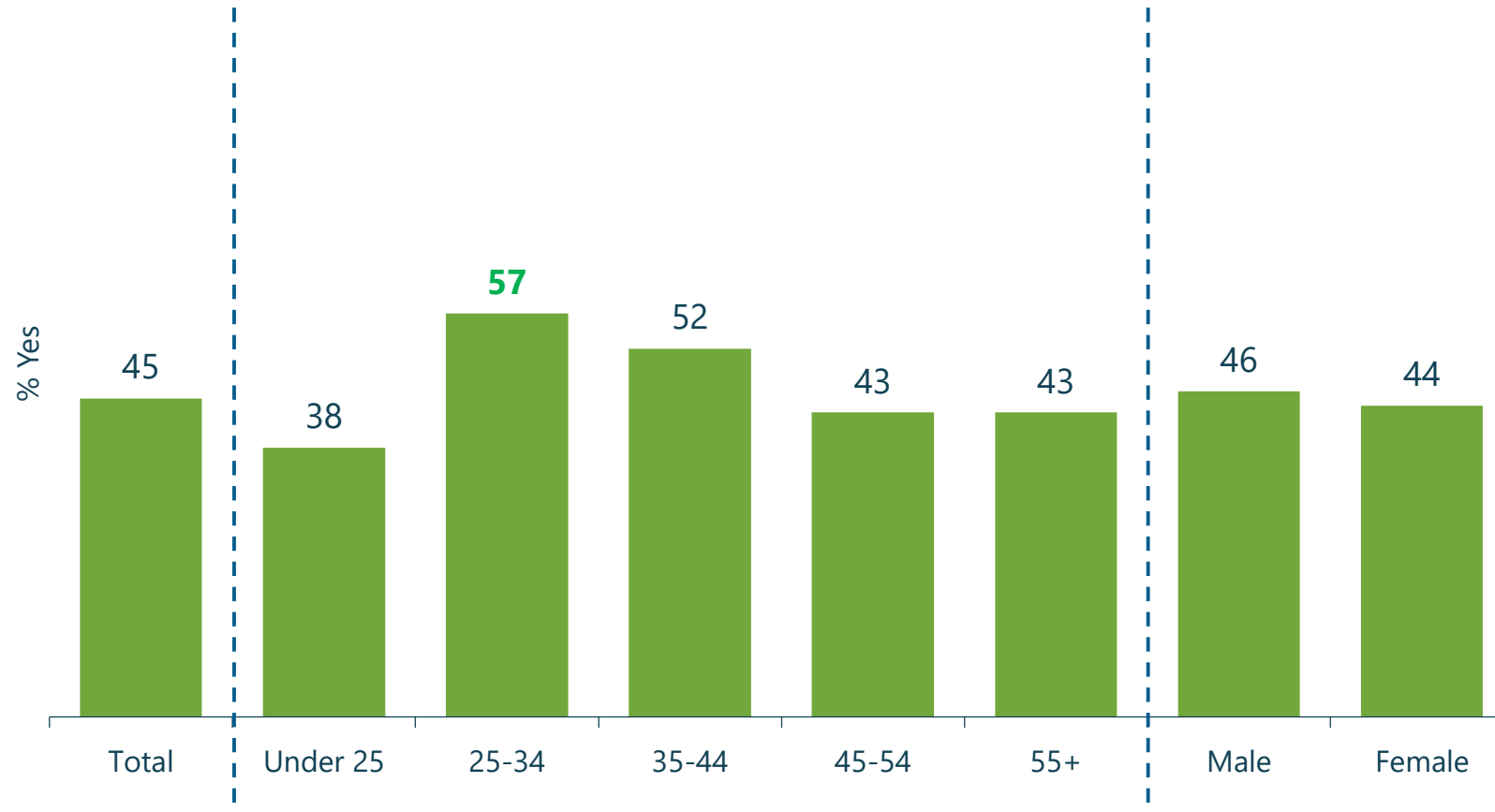


- Under 25 years olds were less likely to be aware of their right to lodge a complaint or seek a review with state government departments

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)



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

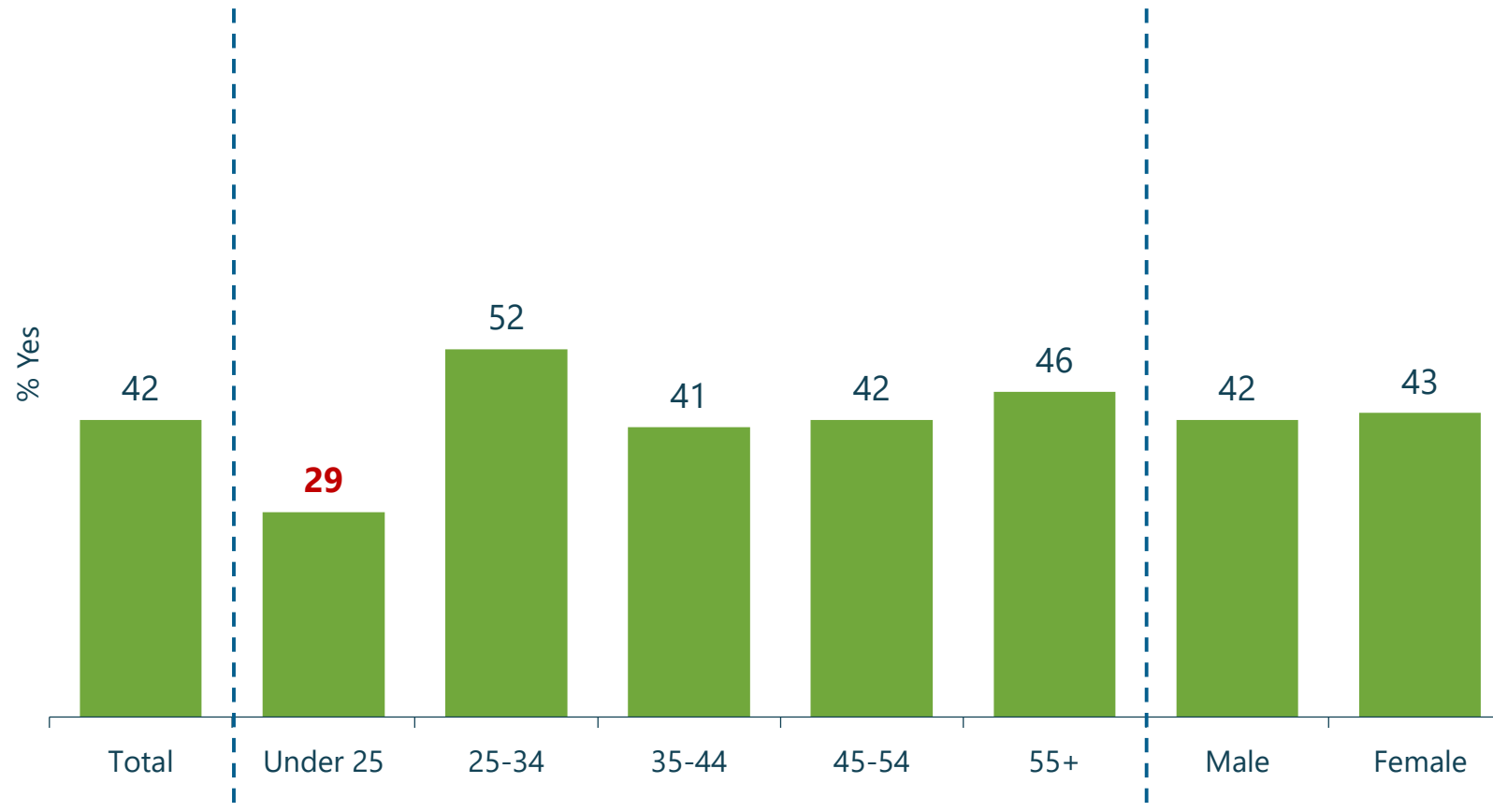


- Just under half were aware of the right to lodge a complaint with local councils, particularly those 25-34 years

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)



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

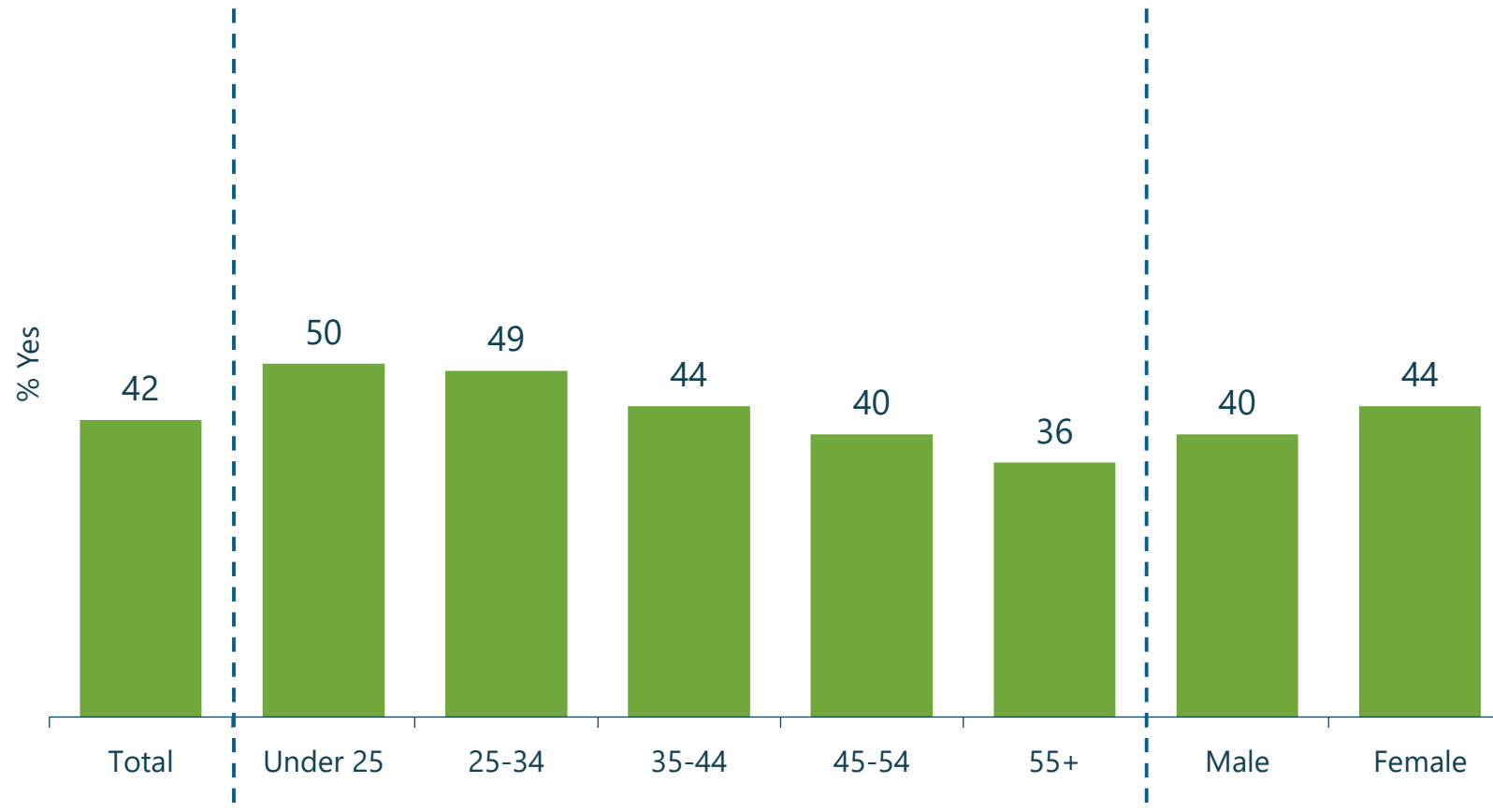


- Over 40% of respondents were aware of their right to lodge a complaint or review with ministers and their staff however, under 25 year olds were less likely to realise this

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)



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

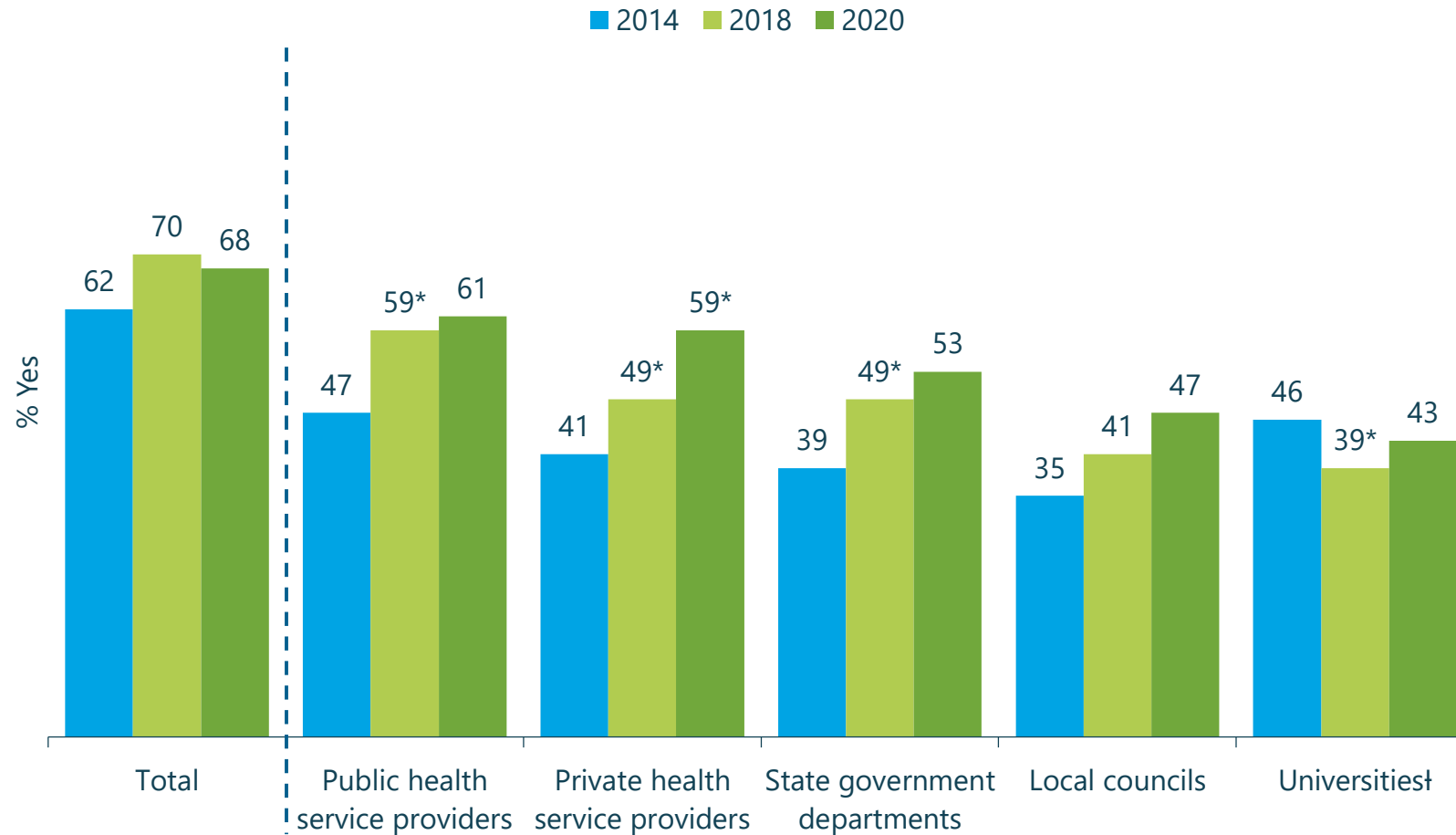


- Awareness of the right to lodge a complaint or review with universities did not significantly vary across age or gender

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)



# AWARENESS OF THE RIGHT TO ACCESS PERSONAL INFORMATION



- Two thirds of 2020 respondents were aware of their right to access personal information from at least one of the institutions listed, which was a similar level to 2018
- Awareness of the right to access personal information from private health service providers significantly increased this year

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

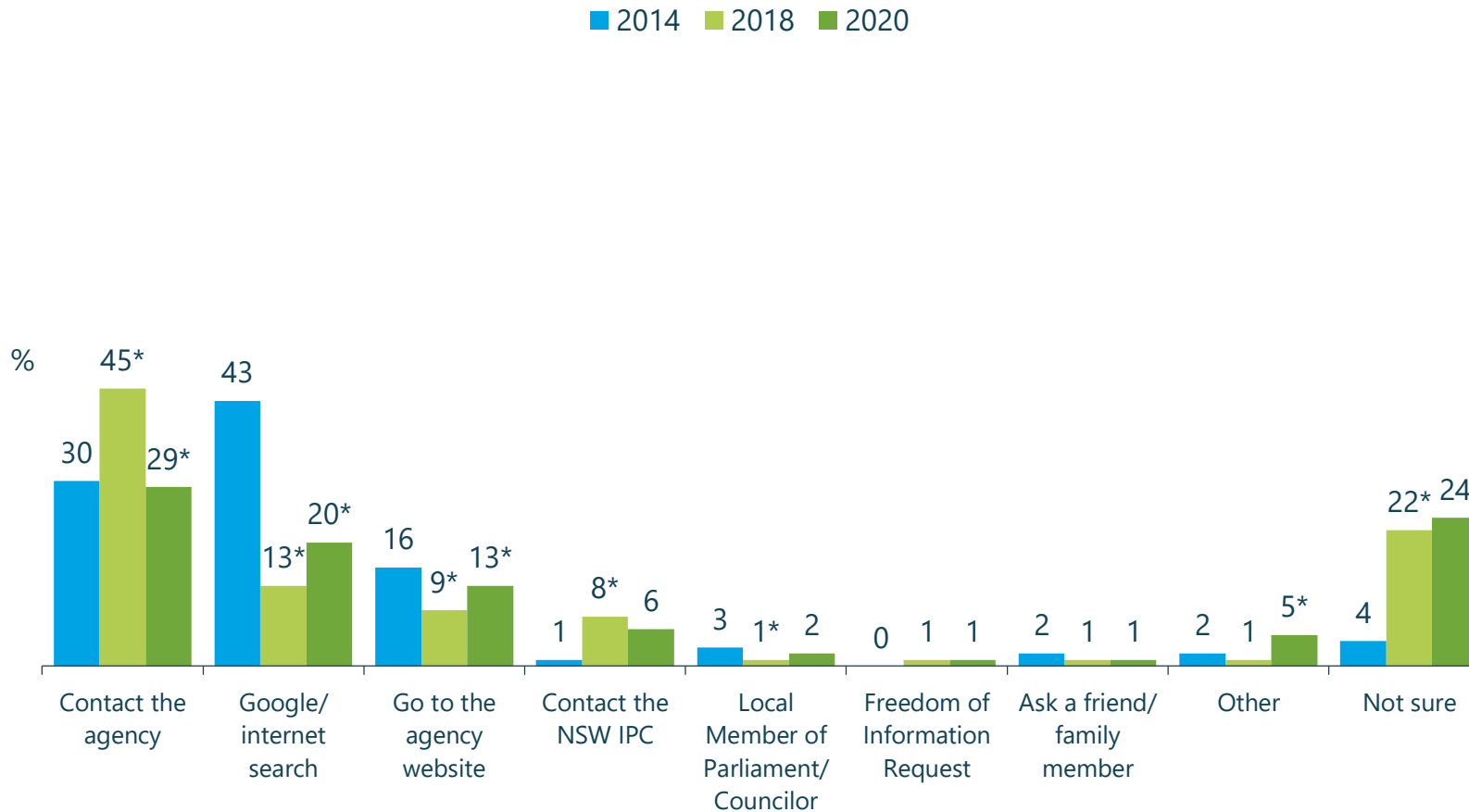
Base: All respondents (2014 n=340; 2018 n=803; 2020 n=802)

†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



- The proportion of respondents who would contact the agency involved if they wanted to access personal information decreased in 2020, while preference to search online, go to the agency website and use other options increased
- Almost one quarter were not sure how they would initially try to access 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)

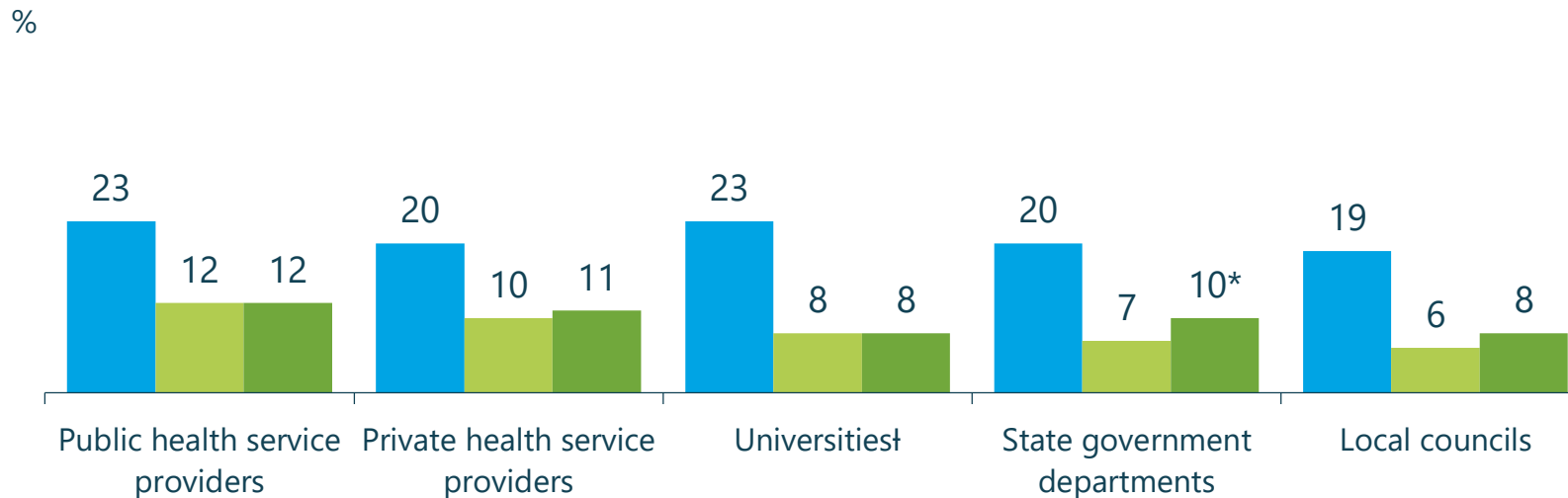
†Slight wording change in 2020





# INCIDENCE OF TRYING TO ACCESS PERSONAL INFORMATION

■ 2014 ■ 2018 ■ 2020



- Incidence of trying to access personal information remained low in 2020
- However, a higher proportion of respondents tried to access information from state government departments

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)

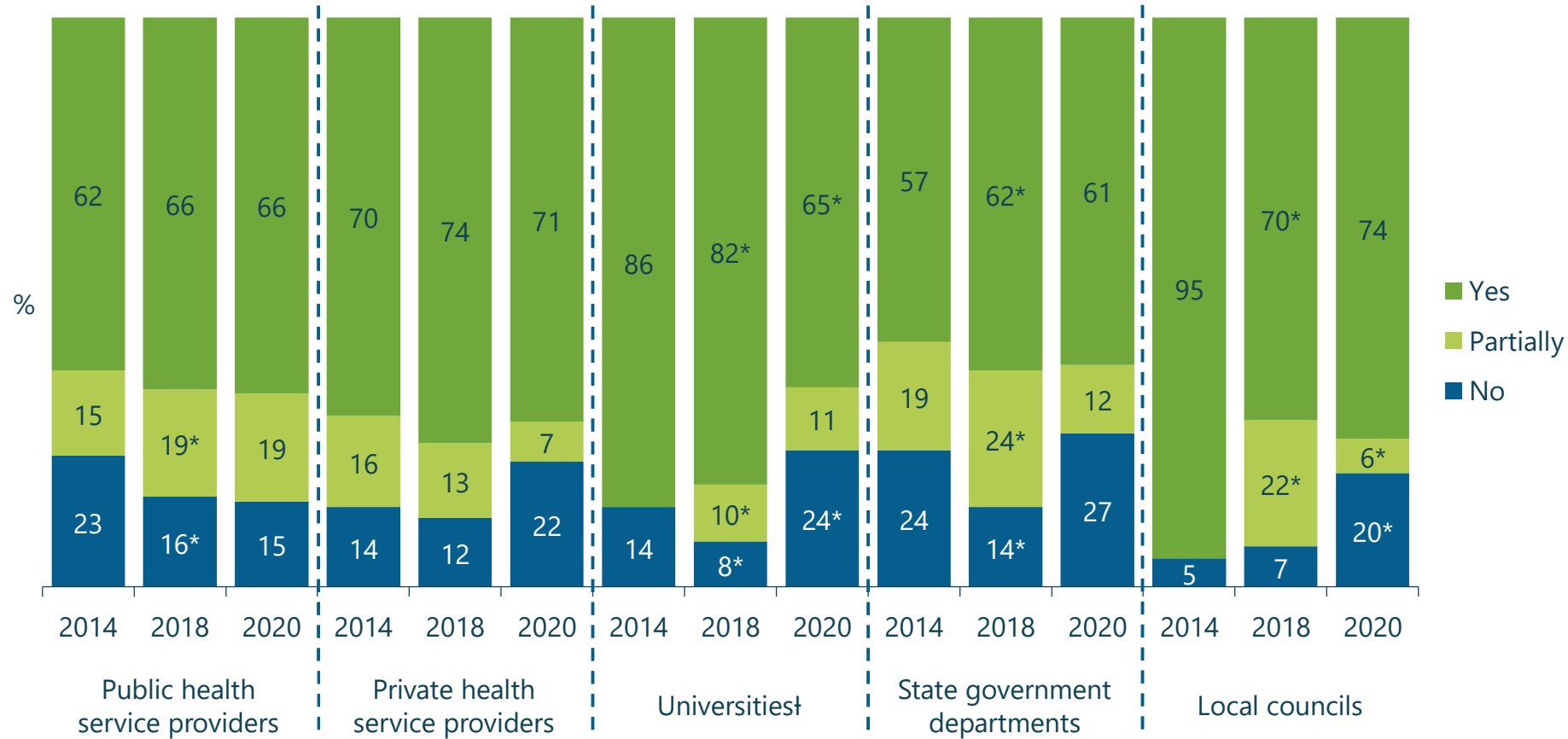
†Wording change in 2018 from 'Public education providers e.g. schools, universities' to 'Universities'

‡Slight wording change in 2020

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



# INCIDENCE OF SUCCESSFULLY ACCESSING PERSONAL INFORMATION

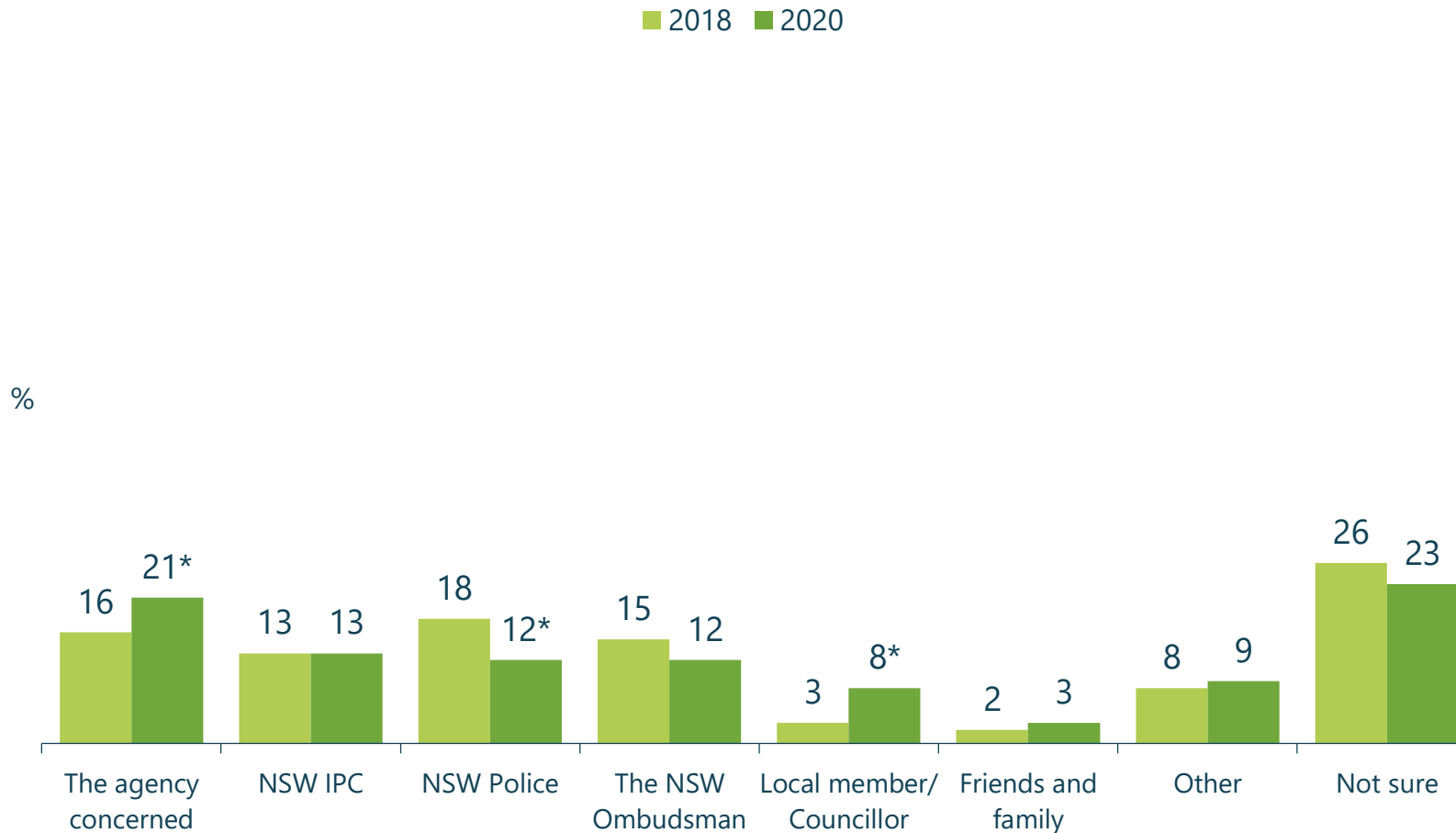


- The majority of attempts to access information were completely or partially successful
- Incidence of being able to access all the personal information requested from universities decreased in 2020

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\*) \*CAUTION: Small base size  
 (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)  
 †Wording change in 2018 from 'Public education providers e.g. schools, universities' to 'Universities'  
 #Slight wording change in 2020



# AVENUE OF REPORTING MISUSE OF PERSONAL INFORMATION

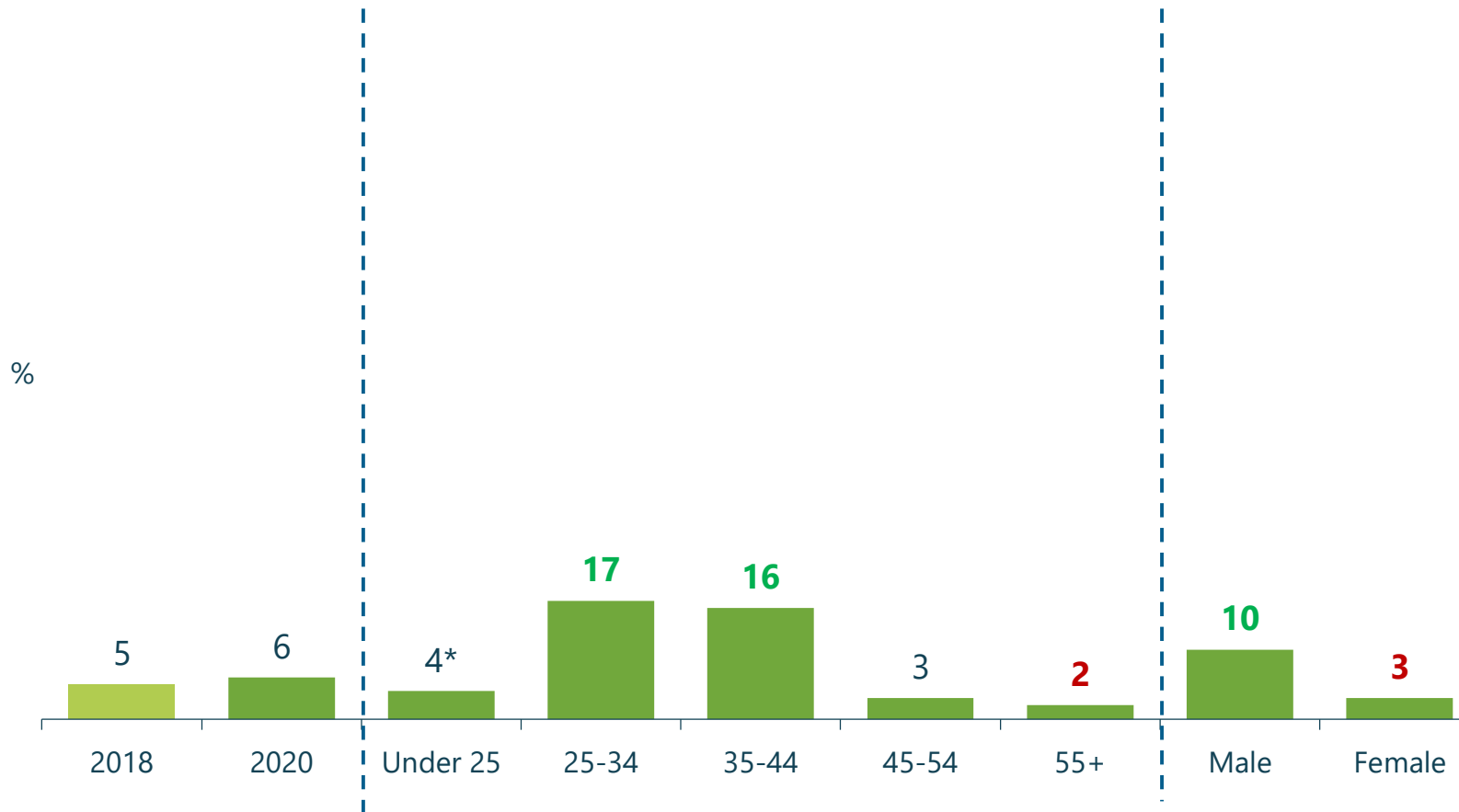


- Similar to 2018, almost a quarter were unsure of who they would contact if they wanted to report misuse of their personal information
- Incidence of being likely to contact the agency involved and local MPs increased whereas plans to contact the NSW police decreased

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)



# INCIDENCE OF MAKING A PRIVACY COMPLAINT



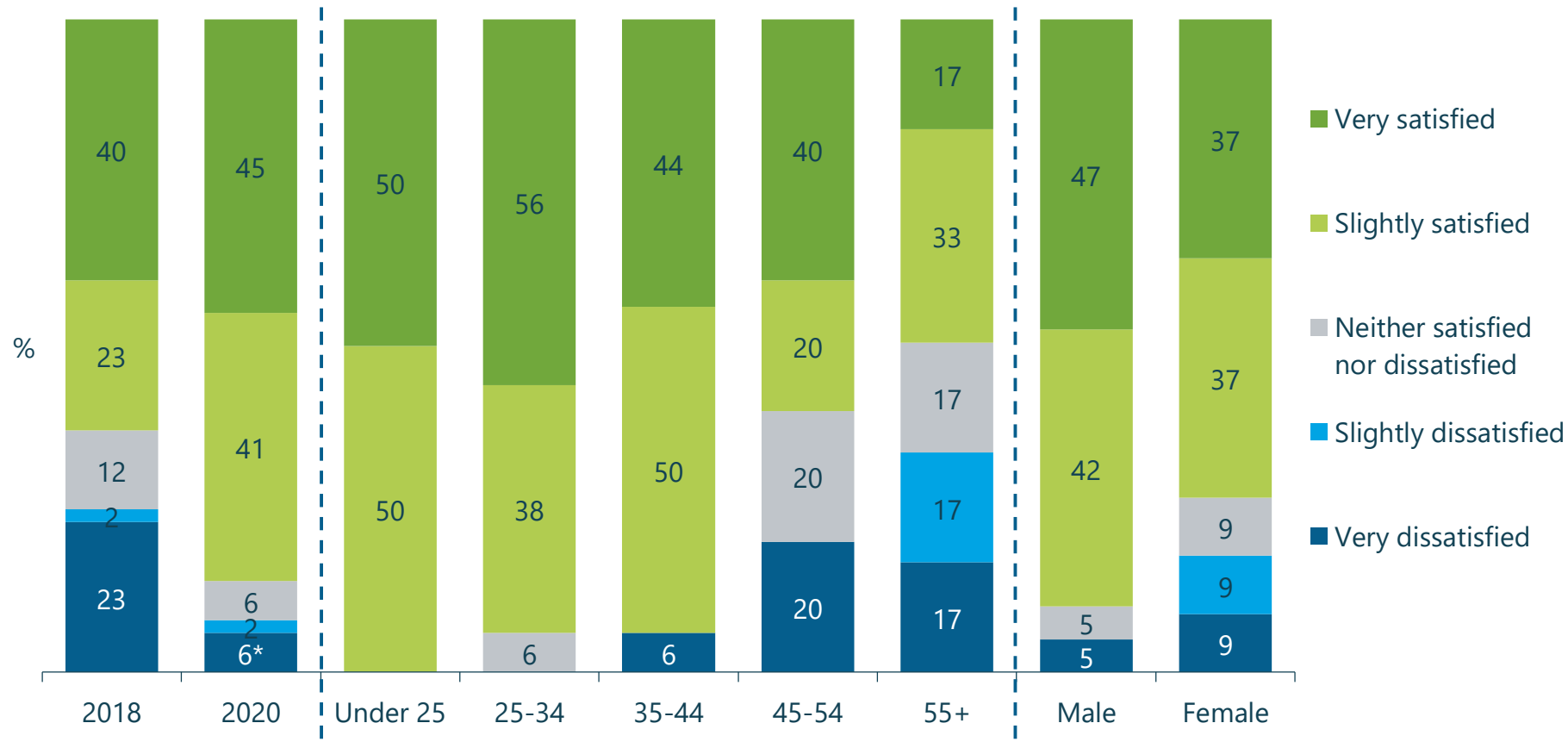
- Just under one in ten respondents reported that they had made a privacy complaint
- Males and those aged 25-44 were more likely to have made a privacy complaint, while females and those aged over 55 were less likely to have made a complaint

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)



# SATISFACTION WITH OUTCOME OF PRIVACY COMPLAINT

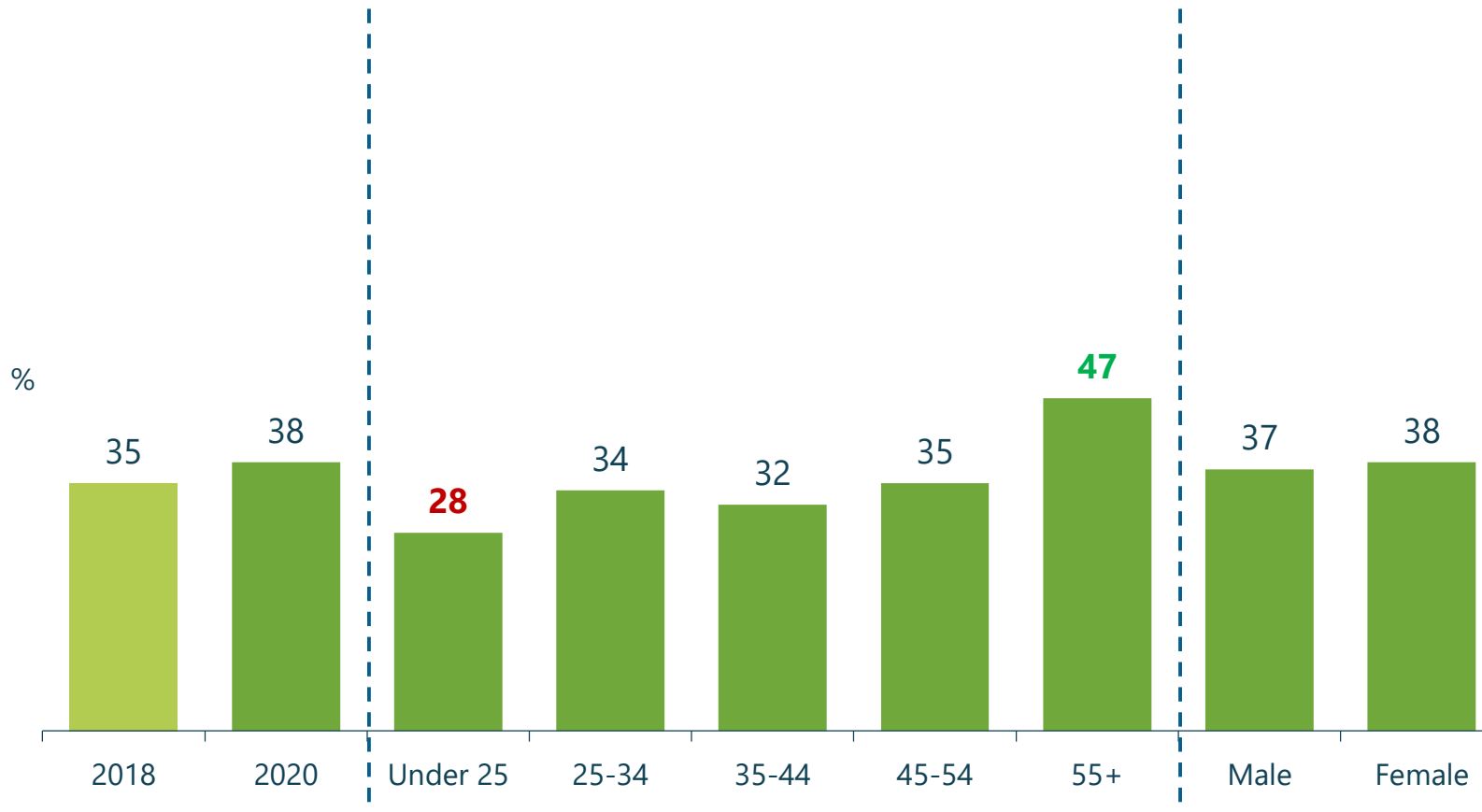


- In 2020 most of those who had lodged a privacy complaint were happy with the outcome
- Satisfaction with the outcome tended to increase with age

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)



# AWARENESS OF NSW PRIVACY COMMISSIONER FOR COMPLAINTS



- On par with 2018, almost four in ten were aware of the NSW Privacy Commissioner
- Awareness was significantly higher amongst those aged 55 plus and was significantly lower amongst those aged under 25

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)

†Slight wording change in 2020



# DEMOGRAPHICS



# GENDER AND AGE



	2014 % (n=340)	2016 % (n=340)	2018 % (n=803)	2020 % (n=802)
<b>Gender</b>				
Male	44	49	48	50
Female	56	51	52	50
Gender neutral†	Not an option in 2014, 2016 or 2018			-
Prefer not to indicate†	Not an option in 2014, 2016 or 2018			-
<b>Age</b>				
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)  
 †Options added in 2020



# WORK STATUS



	2014 % (n=340)	2016 % (n=340)	2018 % (n=803)	2020 % (n=802)
<b>Working status</b>				
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

# 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			1	1
Arabic (incl. Lebanese)			1	1
Indonesian			<1	1
Other			6	5
		Not asked in 2014 or 2016		

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

Woolcott Research & Engagement  
L6, 104 Mount Street, North Sydney 2060



+61 29261 5221



woolcott.com.au

IPC COMMUNITY ATTITUDES  
STUDY 2020

NSW Information and Privacy  
Commission (IPC)

Karyn Wong  
kwong@Woolcott.com.au

