

5.0 Appendix 1: Questionnaire

THE AUSTRALIAN GOVERNMENT
OFFICE OF AUSTRALIAN INFORMATION COMMISSIONER
COMMUNITY ATTITUDES TO PRIVACY SURVEY 2013

FINAL
QUESTIONNAIRE
13 June 2013

COMMUNITY ATTITUDES TO PRIVACY SURVEY 2013

Good morning/afternoon/evening. My name's from Wallis market and social research in Melbourne. We're doing a confidential study on privacy for the Office of the Australian Information Commissioner (if necessary — the privacy regulator) about the protection and use of people's personal information by government and businesses. It'll take about 25 minutes. Is now convenient?

TELL RESPONDENT SAMPLE DETAILS, DATA STORAGE DETAILS, AMSRS SURVEYLINK NUMBER, STRESS WALLIS IS AMSRO MEMBER AND STUDY IS IN KEEPING WITH NPPS AND WALLIS 1800 NUMBER AS REQUIRED

IF NOT AVAILABLE MAKE APPOINTMENT

S1 To make sure that we speak with a wide range of people from the community can I ask you which one of the following broad age groups you belong to (READ OUT)?

- 18 to 24.....1 CHECK QUOTAS
- 25 to 34.....2 CHECK QUOTAS
- 35 to 54.....3 CHECK QUOTAS
- 55 to 64.....4 CHECK QUOTAS
- Over 65.....5 CHECK QUOTAS
- Refused (DO NOT READ OUT)6 TERMINATE
- Under 18 (DO NOT READ OUT).....7 TERMINATE

S2 RECORD GENDER

S3 What is your postcode (Check location quotas)

MONITORING

This call will be recorded and may be monitored for quality control purposes. Please could you tell me if you do NOT want this to happen?

- DO NOT MONITOR..... 1
- OK to monitor 2

GENERAL ATTITUDES TOWARDS COLLECTION AND USE OF PERSONAL INFORMATION

In Australia, privacy law relates to the protection of an individual’s ‘personal information’. This is any information about you that identifies you or could reasonably be used to identify you. For example, this includes things like:

- your name or address
- financial details
- photos
- your opinions and beliefs
- membership of groups and affiliations
- racial or ethnic origin
- health information (including genetic information)
- sexual preferences
- criminal record.

Note: #OPC before the question number indicates that the question was asked in 2007

Q1 I’d like to start by asking you what you think are the biggest privacy risks that

MULTI

Online services/social media sites	1
Workplace privacy	2
ID scanning	3
ID theft/fraud	4
Data security/data breaches	5
Credit reporting.....	6
Smart phones/apps	7
Surveillance.....	8
Sending information overseas	9
Other (specify)	10
Don’t know	99

#OPCQ2. Now I'd like you to think about providing your personal information to any business, organisation or government agency, IN GENERAL, what types of information are you reluctant to provide? (DO NOT READ) (MULTI)

- Name 1
- Address.....2
- Email address.....3
- Phone number4
- Financial details5
- Marital status.....6
- Date of birth.....7
- Medical information8
- Genetic information9
- Religion..... 10
- How many people/men/women in the household..... 11
- Other (specify)..... 12
- Don't know.....99

IF NONE/DK GO TO Q6, IF SINGLE RESPONSE GO TO Q4, IF MULTI RESPONSE CONTINUE

#OPCQ3. And which ONE of these [list answers given for Q2] do you feel MOST RELUCTANT to provide?

- Name 1
- Address.....2
- Email address.....3
- Phone number4
- Financial details5
- Marital status.....6
- Date of birth.....7
- Medical information8
- Genetic information9
- Religion..... 10
- How many people/men/women in the household..... 11
- Other (specify)..... 12
- Don't know..... 11

#OPCQ4. What is your MAIN reason for not wanting to provide [answer from Q3]? (DO NOT READ)

- May lead to financial loss/people might access bank account..... 1
- It's none of their business/privacy..... 2
- Discrimination..... 3
- I do not want to be identified..... 4
- I do not want people knowing where I live or how to contact me 5
- The information may be misused/information might be passed on without my knowledge 6
- Don't want junk mail/unsolicited mail/SPAM 7
- I don't want to be bothered/hassled/hounded by phone or door to door..... 8
- For safety/security/ protection from crime..... 9
- Unnecessary/irrelevant to their business or cause... 10
- Other (specify) 11
- Don't know 99

Now I'd like you to think about laws that relate to your privacy and personal information.

#OPCQ6. Were you aware that there are Federal PRIVACY LAWS before this interview?

- Yes 1
- No..... 2
- Don't know 99

TRANSFER OF PERSONALISED INFORMATION

Many organisations handle personal information.

#OPCQ8. Thinking now about trustworthiness. How trustworthy or untrustworthy would you say the following organisations are with regards to how they protect or use your personal information? (ROTATE)

(IF TRUSTWORTHY: Is that very trustworthy or somewhat trustworthy?)

IF UNTRUSTWORTHY: Is that very untrustworthy or somewhat untrustworthy?)

	Very Trust	S'what Trust	Neither	S'what UnT	Very UnT	Don't know
Financial institutions	1	2	3	4	5	99
Real Estate Agents	1	2	3	4	5	99
Insurance Companies	1	2	3	4	5	99
Charities	1	2	3	4	5	99
Government Departments	1	2	3	4	5	99
Health service providers including doctors, hospitals and pharmacists	1	2	3	4	5	99
Market and social research organisations	1	2	3	4	5	99
Retailers	1	2	3	4	5	99
eCommerce industry, (including businesses selling over the internet)	1	2	3	4	5	99
Social media industry	1	2	3	4	5	99
Organisations that are provided with personal information to collect debts	1	2	3	4	5	99
Technology companies (eg software companies and online services such as email)	1	2	3	4	5	99

*[Rotate Q9-11]
#OPCQ9. GENERALLY, how likely or unlikely would you be to provide your personal information to an organisation if it meant you would receive discounted purchases?
(Is that very or somewhat?)

- Very likely 1
- Somewhat likely 2
- Neither likely nor unlikely 3
- Somewhat unlikely 4
- Very Unlikely 5
- Don't know 99

#OPCQ10. How about if it meant you would have a chance to win a prize?
(Is that very or somewhat)

Very likely 1
Somewhat likely 2
Neither likely nor unlikely 3
Somewhat unlikely 4
Very Unlikely 5
Don't know 99

Q11. And how likely or unlikely would you be to provide your personal information to an organisation if it meant you would receive better service, for example, being able to use more functions on a website, or receive improved customer service?
(Is that very or somewhat)

Very likely 1
Somewhat likely 2
Neither likely nor unlikely 3
Somewhat unlikely 4
Very Unlikely 5
Don't know 99

#OPCQ12. Thinking now about the way that your personal information is handled by private or public sector organisations, which of the following instances would you regard to be a misuse of your personal information? (ROTATE)

	Yes	No	Don't know
An organisation that you haven't dealt with gets hold of your personal information	1	2	99
An organisation monitors your activities on the Internet, recording information on the sites you visit without your knowledge	1	2	99
You supply your information to an organisation for a specific purpose and they use it for another purpose.	1	2	99
An organisation asks you for personal information that doesn't seem relevant to the purpose of the transaction.	1	2	99
An organisation reveals a customer's information to other customers	1	2	99
An organisation sends customer data to an overseas processing centre	1	2	99

#OPCQ13. How concerned are you about Australian organisations sending their customers' personal information overseas? Is that very or somewhat?

Very concerned..... 1
Somewhat concerned..... 2
Not concerned..... 3
Don't know 99

Q14. I'd like you to think about the way that your personal information is handled by private sector organisations and government agencies. Please tell me if you agree or disagree with the following statements. (ROTATE)
 (Is that strongly or somewhat..?)

	Strongly agree	Some what agree	Neither	Some what disagree	Strongly disagree	Don't know
It's extremely important that private sector organisations tell me how they protect and handle my personal information	1	2	3	4	5	99
If a government agency loses my personal information they should tell me	1	2	2	2	5	99
If a business loses my personal information they should tell me	1	2	3	4	5	99
It's extremely important that government agencies tell me how they protect and handle my personal information	1	2	3	4	5	99

#OPCQ33. Thinking about direct marketing. Which of the following statements BEST DESCRIBES how you GENERALLY feel when organisations that you have NEVER DEALT WITH BEFORE send you unsolicited marketing information? Would you say you feel ... (READ OUT)

- Annoyed..... 1
- Concerned about where they obtained it.....2
- It doesn't bother you.....3
- It's a bit annoying but it's harmless4
- You don't mind getting it at all5
- Or something else (specify).....6
- Don't know (DO NOT READ)99

I'd like you to think now of steps you've taken to protect your personal information.

Q21. I'm going to read you a list of things you might have done. In order to protect your personal information how often, if ever, do you.. (READ OUT)? (ROTATE)
Would that be always, often, sometimes, rarely or never?

	Always	Often	Some times	Rarely	Never	Don't know
Shred documents	1	2	3	4	5	99
Check that a website is secure before providing personal information (eg check for security encryption)	1	2	3	4	5	99
Ask public or private sector organisations why they need your information	1	2	3	4	5	99
Read privacy policies and notifications before providing personal information	1	2	3	4	5	99
Use false name when giving personal information	1	2	3	4	5	99
Provide false personal details	1	2	3	4	5	99
Refuse to provide personal information	1	2	3	4	5	99
Adjust privacy settings on a social networking website	1	2	3	4	5	99
Clear your browsing and search history	1	2	3	4	5	99
Choose not to use an app (application) on a mobile device because of concerns over handling your personal information	1	2	3	4	5	99

***[rotate Q18 and Q19]**

#OPCQ18. Have you ever decided NOT TO DEAL with a government agency or public sector organisation because of concerns over the protection or use of your personal information?

Yes..... 1
No 2
Don't know..... 99

#OPCQ19. And have you ever decided NOT TO DEAL with a private sector organisation because of concerns over the protection or use of your personal information?

Yes..... 1
No 2
Don't know..... 99

DEALING WITH COMPLAINTS AND PROBLEMS

Now I'd like you to think about your own experiences with personal information.

Q15. Have you experienced a problem with how your personal information was handled in the past 12 months?

Yes..... 1
No 2
Don't know..... 99

#OPCQ17. If you wanted to report misuse of your personal information to someone, who would you be MOST likely to contact?

MULTI

- Police 1**
- Ombudsman..... 2**
- The organisation that was involved..... 3**
- The Privacy Commissioner (Federal or State) 4**
- Consumer Affairs (in your state)..... 5**
- Federal/Local/State MP 6**
- Other Government department 7**
- Local Council 8**
- Lawyers/solicitors 9**
- Department of Fair Trading..... 10**
- The media e.g. TV/ radio/ newspapers..... 11**
- Seek advice from a friend or relative 12**
- Other (specify)..... 13**
- Don't know 99**

Information about your health is considered sensitive under the Privacy Act.

#OPCQ22. Which of the following four options best describes when you think it would be OK for your doctor to share your health information with other health professionals (including pharmacists, specialists, pathologists or nurses),(READ OUT)? (SINGLE RESPONSE)

- For anything to do with my health care..... 1**
- Only for purposes that are related to the specific condition being treated..... 2**
- Only for serious or life threatening conditions..... 3**
- For no purpose, they should always ask for my consent..... 4**
- Don't know 99**

#OPCQ23. To what extent do you agree or disagree that your doctor should be able to discuss your personal medical details with other health professionals - in a way that identifies you - WITHOUT YOUR CONSENT if they believe this would assist your treatment? Is that strongly or somewhat?

Strongly agree.....	1
Somewhat agree	2
Neither agree nor disagree	3
Somewhat disagree	4
Strongly disagree.....	5
Don't know.....	99

#OPCQ34. Now thinking about the workplace, how important is it to you that an employer has a privacy policy that covers when they will read employee emails, randomly drug test employees, use surveillance equipment to monitor employees, monitor telephone conversations and monitor GPS in work vehicles. Is it....

Very important.....	1
Quite important	2
Not very important	3
Not at all important	4
Don't know (DO NOT READ)	99

Q35. Now thinking about random drug and alcohol tests in the workplace, Do you think it is acceptable or unacceptable for employers to carry out these tests for employees who... (READ OUT) (RANDOM)
Is that completely acceptable, acceptable or unacceptable

Operate heavy machinery	1
Operate a vehicle	2
Deal directly with customers	3
Deal directly with children and young people.....	4
Handle dangerous substances.....	5

INTERNET AND SMARTPHONES

Q24. Thinking now about using the internet. What proportion of websites do you think collect information about the people who visit them? Would you say it is (READ OUT)

All 1
Most 2
Some 3
Few 4
None 5
Don't use the internet and can't estimate 6
Use the internet but have no idea 7
Refused 99

Q24a. Now thinking about your Smartphone. What proportion of smart phone apps collect information about the people who use them? Do you think it is...(READ OUT)

All 1
Most 2
Some 3
Few 4
None 5
Don't have a smartphone and can't estimate 6
Have a smartphone but have no idea 7
Refused 99

Q25. As you may be aware, search engines and social networking sites track your internet use in order to do things like target advertising at you. How comfortable are you with (READ OUT) (ROTATE)...? Is that comfortable or uncomfortable – very of somewhat?

	Very c	Some-what c	Neither	Some-what uc	Very uc	Don't know
Search engines and social networking sites targeting advertising at you based on what you have said and done online	1	2	3	4	5	99
Search engines and social networking sites keeping databases of information on what you have said and done online	1	2	3	4	5	99

Q26. Have you ever put any information on a social networking site that you've later regretted sharing with others?

- Yes..... 1
- No 2
- Have never posted information on a social networking site 3
- Don't know..... 99

Q27. Do you think that social networking is ...(ROTATE 1 or 2)

- Mainly a private activity, where users share information with their friends OR..... 1
- Mainly a public activity, where users publish information which can be seen by many people 2
- Don't know (DO NOT READ)..... 99

#OPCQ28. Thinking now about providing your personal details online. Are you more or less concerned about providing your personal details electronically or online compared to in a hard copy/paper based format?

More 1
Less..... 2
Same 3
Don't know 99

#OPCQ29. Are you more or less concerned about the privacy of your personal information while using the internet than you were five years ago?

More 1
Less..... 2
Same 3
Don't know 99

#OPCQ30. Do you normally read the privacy policy attached to any internet site?

Yes 1
No 2
Don't know 99

***[If yes, go to Q31]**

#OPCQ31. What impact, if any, did seeing or reading these privacy policies have upon your attitude towards the site? (DO NOT READ) (MULTI)

- It's a good idea/ I approve of the privacy policy they are doing the right thing/ prefer to see on sites/ respect sites for having it 1**
 - Feel more confident/ comfortable/ secure/ about using site 2**
 - Appear more honest/ trustworthy/ responsible/ legitimate 3**
 - Helps me decide whether to use the site or not 4**
 - Still apprehensive about sites that have them/ Don't trust them/ not convinced..... 5**
 - Made me more cautious/ aware when using the internet generally..... 6**
 - Too long/ complicated to read..... 7**
 - Other (specify)..... 8**
 - Don't know..... 99**
- [If no to Q 30, ask Q32]**

#OPCQ31. Why don't you read website policies? (DO NOT READ)

- Too long..... 1**
- Hard to find..... 2**
- Too complex..... 3**
- Agencies and organisations don't comply with them. 4**
- No need if I trust the organisation..... 5**
- Other (specify)..... 6**

PERSONAL ID, THEFT AND FRAUD

I'm going to ask you a series of questions now about how you feel about products or activities that identify you personally, and the possibility of identify fraud and theft.

#OPCQ36. In which of the following situations, if any, do you think it is acceptable that a COPY or SCAN is made of your identification documents (such as a drivers' license or passport). (MULTI) (ROTATE)

	Acceptable	Not acceptable	Don't know
On entry to licensed premises (e.g. Pub/Club/Hotel)	1	2	99
To obtain a credit card	1	2	99
To purchase general goods (e.g. clothing and food)	1	2	99
To purchase goods for which you need to be over 18	1	2	99
To purchase cigarettes	1	2	99

Q37. I'd like you to think about the collection and use of your biometric information, which includes fingerprints, pictures of your face or scans of your eyes in a number of different situations?
How concerned are you about using biometric information for you to... (ROTATE) Is that very concerned, or somewhat concerned?

	Very concerned	Somewhat concerned	Not concerned	Don't know (DNR)
Get on a flight	1	2	3	4
Do your day to day banking	1	2	3	4
Go into a licensed pub, club, bar or hotel	1	2	3	4
Get into your place of work or study	1	2	3	4

#OPCQ38. Have you (or someone you personally know) ever been the victim of identity fraud or theft?

- Yes – it happened to me..... 1
- Yes it happened to someone I personally know2
- No3
- Don't know.....99

#OPCQ39. How concerned are you that you may become a victim of identity fraud or theft in the next 12 months?
Is that very or somewhat?

- Very concerned 1
- Somewhat concerned.....2
- Not concerned.....3
- Don't know.....99

FINANACIAL CREDIT INFORMATION (CREDIT REPORTING)

I'd like to ask you a few questions now about credit ratings and information that organisations use to work these out. Most people who have rented a house, paid bills for utilities or borrowed money have a credit rating. The information needed to build this rating is available in a credit report.

Q40. I'm going to read you several statements about credit reports and I'd like you to tell me which is the closest to your understanding of how they work. Do you think that ... (READ OUT) (ROTATE)

- Everyone is able to see credit information held about them, but they may have to pay a fee to the organisation that holds the information 1
- Everyone is able to see credit information held about them and they are able to get this from the organisation free of charge 2
- No-one can get access to credit information whether they're prepared to pay for it or not3
- Don't know (DO NOT READ)99

Q41. Firstly, have you ever tried to get access to information about your credit rating, this is called your credit report?

Yes 1
No 2 GO TO D1
Don't know 99 GO TO D1

IF YES AT Q41 ASK Q41a

Q41a. Were you charged for a copy of your credit report?

Yes 1
No 2
Don't know 99

IF YES AT Q41 ASK Q41b

Q41b. Was information on that credit report correct?

Yes 1
No 2
Don't know 99

IF NO AT Q41b ASK Q41c

Q41c. Were you able to have the information changed to make it correct?

Yes 1
No 2
Don't know 99

IF NO AT Q41b ASK Q43

Q43. Have you made a complaint about the fact that there was wrong information on your credit report?

- Yes..... 1
No 2 GO TO D1
Don't know..... 99 GO TO D1

IF YES AT Q43 ASK Q44

Q44. Who did you make this to?

OPEN

ASK ALL

DEMOGRAPHICS

Thank you. Finally, I just have a few questions about you which we will use simply for the purposes of analysis.

D1 What is the highest level of education you have reached?

- Primary school 1
- Intermediate (year 10)..... 2
- VCE/HSC (year 12)..... 3
- Undergraduate diploma/TAFE/Trade certs 4
- Bachelor's Degree 5
- Postgraduate qualification..... 6
- CAN'T SAY 7

D2. Are you now in paid employment?

IF YES, ASK: Is that FULL-time for 35 hours or more a week, or part-time?

IF NO, ASK: Are you retired or a student?

- Yes, Full-time 1
- Yes, part time 2
- No, retired 3
- No, student..... 4
- Other non-worker 5
- Refused 6

ASK IF WORKING FULL/PART TIME

D3 **Are you employed by someone else or are you an employer?**

- Employee..... 1
- Employer.....2
- Self-employed/SOHO3
- Both4
- Can't say.....5

D4. **What is your (last) occupation?**

(OPEN – code to ANZSCO standard)

D5. **Which describes your household income before tax, best? (An estimate will do)**

- Less than \$25,000 1
- \$25-75,000.....2
- \$75 - 100,0003
- Over \$100,0004
- Refused (do not read).....5

Closing Statements – All

Thank you very much for your time. Your views count and on behalf of the Office of the Australian Information Commissioner and Wallis social and market research, I'm very glad you made them known. In case you missed it, my name is from Wallis. The information you have provided cannot be linked to you personally in any way. The results of this survey will be published later this year. They will be published on the Office of the Australian Information Commissioner's website at www.oaic.gov.au

If you have any queries about this study you can call the Australian Market and Social Research Society's free survey line on 1300 364 832.