

# Community Attitudes Survey on Data Sharing and Privacy 2023

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Prepared for the NSW Department of  
Communities and Justice

November 2023

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## Acknowledgement of Country

The Department of Communities and Justice acknowledges the Traditional Custodians of the lands where we work and live. We celebrate the diversity of Aboriginal peoples and their ongoing cultures and connections to the lands and waters of NSW.

We pay our respects to Elders past, present and emerging and acknowledge the Aboriginal and Torres Strait Islander people that contributed to the development of this report.

Community Attitudes Survey on Data Sharing and Privacy 2023

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# 1 Research Background

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## 1.1 Research Objectives

The NSW Department of Communities and Justice (DCJ), through the Family and Community Services Insights, Analysis and Research (FACSIAR) Branch commissioned a second wave of the Communities Attitude Survey (CAS) to investigate NSW community attitudes towards data sharing and privacy protection. The first wave of the survey was conducted in 2020.

The objective of the research was to enable DCJ to:

- Identify community attitudes and expectations towards data sharing, its benefits and risks, and necessary practices to manage these.
- Identify a measurable and actionable ‘threshold’ and scope of appropriate data sharing practice.
- Examine how the views and needs of the following vulnerable sub-groups differ from those of the wider NSW population:
  - Aboriginal and Torres Strait Islanders.
  - Young People aged 14-24 years.
  - Parents, guardians or carers of children and Young People aged under 25 years.
  - People who have interacted with any services from a defined list of NSW agencies in the previous 12 months.<sup>1</sup>
  - People who identified with any of a fixed set of vulnerability statements.<sup>2</sup>
- Identify trends and changes over the last 3 years.

The survey was administered online and via telephone interviews between 26th August and 27th September 2023.

Insights from the research will inform DCJ’s preparation of a Privacy Code of Practice and a Health Privacy Code of Practice for the Human Services Dataset (HSDS) to ensure the collection, use and protection of data is consistent with community expectations.

The HSDS currently brings together the service records of over seven million individuals collected by NSW government agencies and some Commonwealth Government support systems (i.e. welfare and medical benefits). This allows the HSDS to provide a unique and powerful view of service usage and effectiveness to improve outcomes for vulnerable children and young people and their families in NSW. All records are anonymous and information like names, dates of birth and addresses are removed to ensure the data does not identify individuals and privacy is protected.

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<sup>1</sup>Defined NSW Agencies:  
NSW Child Protection Services,  
NSW Housing Services,  
NSW Health and Mental Health Services,  
NSW Education Services, or  
NSW Registry of Births, Deaths and Marriages

<sup>2</sup>Vulnerability statements:  
I am part of a family who is, or may be, at a social or economic disadvantage,  
I am at a disadvantage due to trauma, disability or cognitive impairment,  
I have been, or I am at a reasonable risk of coming into contact with the Child Protection System because of my circumstances, or  
I am the alleged victim or alleged perpetrator of a crime.

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## 1.2 Methodology

### 1.2.1 Research sampling strategy

The minimum requirement detailed in the project specification brief was for n=2,500 respondents, with target samples across the following four cohorts:

- Young people and adults aged 14-24 years (n>750)
- Parents, guardians and carers of young people aged under 25 years (n>750)
- People aged 25 years and over, who are not parents, guardians or carers of children and young people aged under 25 years (n>750); and,
- Aboriginal and Torres Strait Islander people (n>100).

Our approach exceeded the above requirements and resulted in n=2,640 surveys being completed, with respondents across four core groups:

- Young people and adults aged 14-24 years (n=750)
- Parents, guardians and carers of children and young people aged under 25 years (n=945)
- People aged 25 years and over, who are not parents, guardians or carers of children and young people aged under 25 years (n=1,038); and,
- Aboriginal and Torres Strait Islander people (n=124).

There was a degree of overlap across the four core respondent groups.

Firstly, the sample of n=124 Aboriginal and Torres Strait Islander residents was proportionally spread across the other three groups. Secondly, n=93 respondents were both Young People (aged 14 to 24 years) and parents of children aged under 25 years.

### 1.2.2 Inclusion of children aged 14-17 years

As in 2020, Lonergan Research conducted the survey with children aged 14-17 years, under the condition that the survey instrument did not collect sensitive information about the respondent.

In the design of the survey, we aimed to ensure that readability of the survey was suitable for 14 years and free from verbosity, and that complicated concepts were explained.

### 1.2.3 Inclusion of non-parents, guardians and carers aged 25 and over

Lonergan recommended that an additional sample of n>750 respondents aged 25 and over who are not parents, guardians or carers of Young People were also included in the research. This expands the focus of the previous reports to allow for analysis of the total NSW population, providing a macro view of the whole State and comparison to the vulnerable sub-groups within the population.

### 1.2.4 Increased Aboriginal and Torres Strait Islander representation

As with the 2020 study, Lonergan recommended setting a minimum quota for Aboriginal and Torres Strait Islanders of n=100 and suggested a proportion of this group be reached using computer assisted telephone interviewing (CATI). This ensured that the views of Aboriginal and Torres Strait Islander residents who may be less likely to form part of an online panel were also collected.

Due to the increased proliferation of the internet among Aboriginal and Torres Strait Islander people, n=114 completed the survey online as part of the natural fallout of the main sample, but CATI surveying was undertaken to ensure the balanced representation of this group.

Loneragan Research are specialists in Aboriginal and Torres Strait Islander consultation and maintain a database of respondents who have consented to take part in research. A total of n=10 Aboriginal and Torres Strait Islander respondents completed a telephone interview.

The proportion of Aboriginal and Torres Strait Islander respondents that completed the survey online in 2023 was much higher than in 2020, when n=100 online surveys were completed, with a further n=53 conducted via phone. Loneragan believes that this shift in dynamic is representative of the proliferation of internet access within these communities and will be reflective of any changes in opinions in this report.

## 1.2.5 Sample management

Stratified sampling, a method in which the total population is divided into smaller groups, is the single most significant process in ensuring a representative sample of respondents. A well-designed, quota-based sampling frame is key to acquiring a final representative sample.

The community attitudes survey sample was distributed in accordance with 2021 ABS Census data to ensure state-based representation by age and gender. In addition, data was representative by location (SA4).

Quotas were set to ensure a minimum number of responses across the four key cohorts and data was weighted to be representative of the NSW population.

## 1.2.6 Questionnaire design

The questionnaire from the 2020 study was used as a base for the 2023 survey. Loneragan undertook an in-depth critical evaluation and refined the questionnaire based on pilot testing. This was to ensure the survey tool was effective in extracting high-quality responses.

Two questions were added to the survey to allow for more extensive profiling of vulnerable sub-groups. Question P1 allowed respondents to self-identify as belonging to a vulnerable sub-group, and P2 asked if they had interacted with any NSW Government services. The lists of vulnerabilities and services are listed in the questionnaire in [Appendix A](#).

The questionnaire structure and content were also considered in detail to ensure questions were presented concisely and free from verbosity or jargon, thus accommodating the diverse reading ability and style of a wide range of potential respondents, including young people.

Following the comprehensive evaluation process, a review was held with the FACSIAR team to discuss the findings and recommendations for the survey. Once the survey was approved, pilot testing was conducted with a sample of n=250 respondents as part of the quality control processes that Loneragan employs as a standard. No issues were identified during the pilot test, and the n=250 responses were included in the final dataset.

## 1.2.7 Pilot testing

Pilot testing was undertaken as an emulation of the full conduct of the research methodology. Pilot testing aims to measure the effectiveness of the methodology and ascertain if there are any key challenges for implementation that were not identified while designing the survey approach.

A sample of n=250 surveys were completed with respondents across the four core groups, with the findings used to review the survey approach in the following ways:

- Identified partially completed surveys to see where they stopped, and to see if there was a common factor.
- Ensured disqualifications were screened out for the right purpose.
- Reviewed open-ended answers.
- Assessed the time it took for respondents to complete the survey.

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## 1.3 Fieldwork

### 1.3.1 Online surveys

Participants were informed of the purpose of the survey and were provided with a link to further information in relation to the project and use of information collected. The average survey length was 10 minutes.

### 1.3.2 Telephone interviews

All telephone interviews were completed in-house by a senior Lonergan interviewer. A mixed approach was used to recruit participants via a panel or by way of participant referral.

The same questionnaire was used in both the online survey and the telephone interviews, with minor modifications made to the supporting information such as additional interviewer instructions. Interviewers read out specified text to inform participants of the purpose of the survey, the collection of information and the use of the information collected.

### 1.3.3 Weighting

The final dataset was weighted to the same profile used for the sampling frame, with a state-based cell-weighting methodology applied based on region, age and gender. This ensures the final weighted sample is representative of the NSW population aged 14 years and over. To achieve the minimum requirements of young people, parents and Aboriginal and Torres Strait Islander residents, these groups were over-sampled. As a result, a further weighting strategy was applied to ensure representativeness of the NSW population. The weighting profile was based on Australian Bureau of Statistics (ABS) data, which is based on the 2021 Census.

### 1.3.4 Highlighting sub-group differences

Throughout this report the results for the following five sub-groups have been compared:

- Aboriginal and Torres Strait Islanders (n=124)
- Young people aged 14-24 years (n=750)
- Parents, guardians or carers of children and young people aged under 25 years (n=945)
- People who have interacted with any of the following NSW services in the previous 12 months in Question P2 (n=1,247):
  - NSW Child Protection Services
  - NSW Housing Services
  - NSW Health and Mental Health Services
  - NSW Education Services
  - NSW Registry of Births, Deaths and Marriages
- People who identified that one of the following vulnerability statements applied to them in Question P1 (n=515):
  - I am part of a family who is, or may be, at a social or economic disadvantage.
  - I am at a disadvantage due to trauma, disability or cognitive impairment.
  - I have been, or I am at a reasonable risk of coming into contact with the Child Protection System because of my circumstances.
  - I am the alleged victim or alleged perpetrator of a crime.



For the purposes of brevity, these groups are given the following names within the report:

Figure 1: Report cohort terminology

Full description	Reporting name
Aboriginal and Torres Strait Islanders	Aboriginal and Torres Strait Islander
Young people aged 14-24 years	Young People
Parents, guardians or carers of children and Young People aged under 25 years	Parents of Young People
People who have interacted with the NSW services listed in <u>Question P2</u> in the previous 12 months	Service Users
People who identified with one of the vulnerability statements listed above in <u>Question P1</u>	Self-identified as Vulnerable

The Service Users and Self-identified vulnerable sub-groups are new to the report in 2023 and have been based on new questions added to the survey (P1 and P2). As such, this report does not have historical data on these two groups.

Key differences for other demographic groups (e.g. gender) have also been highlighted where statistically significant.

The standard format to compare sub-groups in this report uses ‘cf.’ as an abbreviation to introduce the comparison. For example: Group X are less likely to feel comfortable with personal data being collected compared to Group Y (50%; cf. 61%).

### 1.3.5 Margin of error

All sample-based surveys are subject to survey error. For the community attitudes survey, the margin of error for the total sample size at 50% is  $\pm 2\%$ . This means that if 50% of survey respondents hold a particular view, then it is 95% likely that the population estimate will be between 48% and 52%. The margin of error varies based on the sample size and the sample percentage estimate. Smaller sample sizes make the margin of error larger.

### 1.3.6 Effect of rounding

The sum of the individual components of a question may be different ( $\pm 1\%$ ) to the aggregated data for that question due to rounding error. The results of survey responses are reported in the figures throughout the document as percentages that have been rounded up or down to the nearest whole number.

### 1.3.7 Charting

Due to the limitations in the size of the charts, and to maximise readability, percentage values of less than 5% are not labelled in bar and column charts.

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## 2 Executive Summary

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### 2.1 Summary of findings

- NSW residents are increasingly aware that the State Government collects personal information (97% 2023; cf. 94% 2020), with around 3 in 5 people (57%) comfortable with it, and 23% neither comfortable nor uncomfortable.
- Residents aged over 74 years are the most likely to be comfortable (79%) with their personal data being collected by the government, with Young People aged 14-17 years being the least comfortable (47%).
- People who Self-identified as being part of a vulnerable sub-group were the most uncomfortable with their personal data being collected (27%; cf. 19% Total).
- There is a moderate level of confidence that the NSW Government can manage the collection and use of personal information (52% somewhat or very comfortable), but there is an underlying sentiment that all personal data carries a level of risk, and hackers or scammers have the capability to access most data sources.
- Correlating with the levels of comfort, the confidence in the government's ability to manage personal data is strongest for the older age groups (59% aged 65+) and for males (56%), and it is weakest for the youngest age group (53% aged 14-17) and females (48%).
- 3 in 5 people (61%) are comfortable with the sharing of de-identified data across NSW government agencies, but almost half (45%) still considered this to be a high or moderate risk.
- 2 in 5 (42%) people think that de-identified data could be re-identified through combining several data sources, the advanced capabilities of hackers, artificial intelligence, or through human error when handling data.
- Less than half (47%) of NSW residents considered that they, or their families, directly benefitted from the sharing of de-identified data, but there was a wider appreciation that it helps people living in the state (63%) and vulnerable members of the community (61%).
- There is a high level of comfort with the de-identified data being used for specific purposes, namely targeting services (69% somewhat or very comfortable), evaluating services for vulnerable people (67%), evaluating services for all (66%) and designing new services (66%). However, there are high levels of discomfort with the data being made available publicly for anyone to access (57% somewhat or very uncomfortable).
- Since 2020, there has been a significant increase in the importance of all 12 of the privacy principles which govern NSW Government's privacy practices in collecting, storing, using and disclosing personal and health information. The average increase was 5-percentage points in 2023, with 88% of people saying they were, on average, very or extremely important.
- To increase comfort and confidence in the handling of any personal information, the NSW Government should focus on keeping data secure, increasing transparency, and acting ethically and asking for consent when using or sharing data.

### 3 Awareness and perceptions of government data collection

The NSW community understands the government collects personal information, with almost everyone (97%) aware that the NSW Government collects one or more types of data on people living in NSW. This has increased from 94% in 2020.

Respondents were asked about their awareness of information collection by the NSW Government. The two most selected answers remained consistent with the 2020 results, but both had higher awareness in 2023.

91% of the NSW population were aware that the NSW government collected data on license information, e.g. driver’s license renewals, (cf. 83% in 2020), and 90% were aware information was collected on births/deaths/marriages (cf. 83% in 2020).

Figure 2: Awareness of personal data collection 2023 <sup>3</sup>

	Total	Aboriginal and Torres Strait Islander	Young People	Parents of Young People	Service User	Self-identified as Vulnerable
Licence information	<b>91%</b>	77%	81%	90%	92%	88%
Births/deaths/marriage	<b>90%</b>	76%	82%	90%	93%	89%
Land and title information	<b>83%</b>	59%	68%	82%	86%	81%
Health records	<b>83%</b>	72%	79%	82%	85%	85%
Schooling information	<b>78%</b>	68%	75%	81%	84%	80%
Welfare information	<b>77%</b>	64%	69%	74%	81%	79%
Services access and usage information	<b>72%</b>	58%	64%	71%	77%	73%
Other	<b>1%</b>	1%	0%	0%	1%	1%
Any	<b>97%</b>	92%	95%	98%	99%	98%
Don't know/None of these	<b>3%</b>	3%	5%	2%	1%	1%
Sample size	<i>(n=2,640)</i>	<i>(n=124)</i>	<i>(n=750)</i>	<i>(n=945)</i>	<i>(n=1,247)</i>	<i>(n=515)</i>

<sup>3</sup> Q1. What type of personal information do you think the NSW Government currently collects on people living in NSW? Base: NSW residents 14+, 2023

Aboriginal and Torres Strait Islander residents were significantly less likely to know that the government collected personal information than non-Aboriginal and Torres Strait Islander residents across all the listed topics (92% of Aboriginal and Torres Strait Islander residents were aware of any information being collected; cf. 97% non-Aboriginal and Torres Strait Islander).

Most notably, there was a large difference between Aboriginal and Torres Strait Islander and non-Aboriginal and Torres Strait Islander residents that were aware that Land and title Information was collected (59% Aboriginal and Torres Strait Islander; cf. 84% non-Aboriginal and Torres Strait Islander; 83% total).

Young People were also significantly less likely than the total population to be aware of the NSW Government collecting any personal information (95%), with Service Users being the most aware (99%).

There has been a large increase in the proportion of Parents of Young People that are aware that the NSW government collects data across multiple topics in the last 3 years. In 2020, when shown the list of 7 topics, the Parents of Young People selected 4.9 responses on average. In 2023, this rose to 5.7, bringing their awareness into line with the average for the State.

## 4 Comfort with collection of personal information

Despite the increasing levels of awareness of NSW Government data collection, around 3 in 5 NSW residents were comfortable with the collection of personal data.

Prior to Question 2, respondents were informed that:

*“The NSW Government collects personal data from people when they use NSW government services. For example, if you fall and break your arm, data on your hospital visits will be collected.*

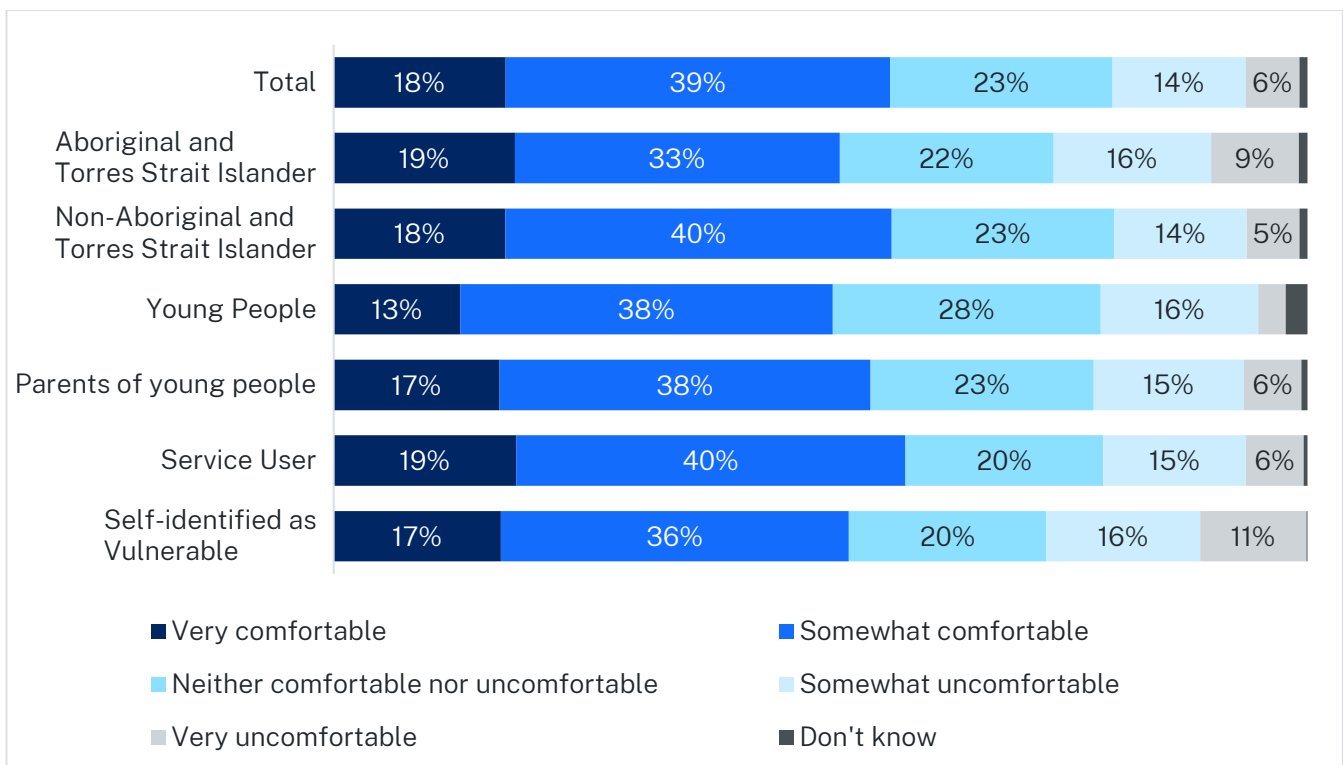
*This data is also used to improve services and for research purposes such as the development of programs that are designed to improve the lives of people living in NSW.”*

They were then asked to rate their level of comfort with this type of data being collected by the NSW government and their confidence in how the NSW Government manages that data.

Around 3 in 5 people (57%) had some degree of comfort with the NSW Government collecting personal data (cf. 59% in 2020), with 18% feeling very comfortable (cf. 21% in 2020) and 39% feeling somewhat comfortable (cf. 38% in 2020).

Just under a quarter (23%) were neither comfortable nor uncomfortable, and just one in five felt uncomfortable with the NSW Government collecting personal information (19% in 2023, cf. 16% in 2020).

Figure 3 Comfort with NSW collecting personal data <sup>4</sup>



<sup>4</sup>Q2. How comfortable do you feel about this kind of personal data being collected by the NSW Government? Base: NSW residents 14+, 2023 (n=2,640), Aboriginal and Torres Strait Islander (n=124), Non-Aboriginal and Torres Strait Islander (n=2,516), Young People (n=750), Parents of children under 25 (n=945), Service Users (n=1,247) and Self-identified as Vulnerable (n=515)

Young People were the least likely to express that they were very comfortable with the government collecting personal information (13%, cf. total NSW 18%), but the group that was the most uncomfortable were those who Self-identified as having a vulnerability (27%, somewhat or very uncomfortable).

Gender also correlated with comfort levels around data collection by the NSW Government, with males being more comfortable than females (61% males, very or somewhat comfortable, cf. 53% females).

The upper and lower age groups also demonstrated the relationship between comfort and age, with the 14-17 year-olds being far less comfortable than those aged 75 and over (47% 14-17 years, somewhat or very comfortable, cf. 79% aged 75+).



### Which community groups have higher levels of comfort with personal data collection?

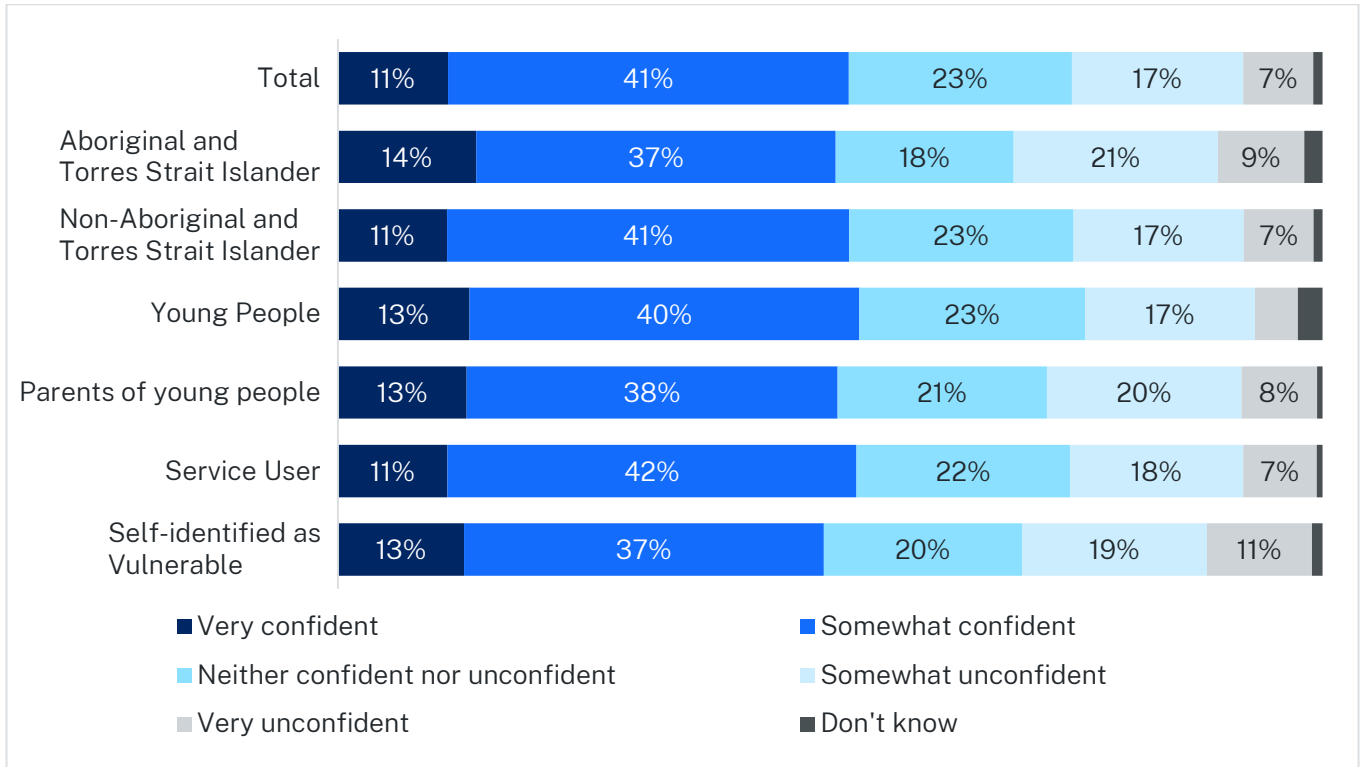
<b>Vulnerable sub-group – Young People</b>	Those aged 14-24 years are less comfortable	Young People (51%); cf. Total (57%) somewhat or very comfortable
<b>Vulnerable sub-group - Self-Identified</b>	The Self-identified vulnerable sub-group were the most uncomfortable	Self-identified (27%); cf. Total (19%) somewhat or very uncomfortable
<b>Gender</b>	Males are more likely to feel comfortable than females	Males (61%); cf. Females (53%) somewhat or very comfortable
<b>Highest level of education</b>	People with a post-graduate qualification are more comfortable	Post-graduate qualification (66%); cf. Total (57%) somewhat or very comfortable
<b>Age</b>	The youngest and oldest groups are the least and most comfortable	14-17 years (47%); cf. 75+ years (79%) somewhat or very comfortable

The correlations detailed above, between comfort, age, gender and education were also apparent in the 2020 study to similar extents.

# 5 Confidence in the management of personal data

The NSW community is moderately confident that their personal data is well managed by the NSW Government. While just over half were somewhat or very confident in the government’s data handling, only 11% report feeling very confident, down 4-percentage points from 2020.

Figure 4 Confidence with NSW Government managing personal data <sup>5</sup>



There were no significant differences in the confidence in the NSW Government for the vulnerable sub-groups compared to the total population, but there was some variance within other demographics.

Gender correlated with confidence, with males, who were more comfortable with the government’s data collection, also being more confident in the government’s ability to handle personal data (56% males, somewhat or very confident; cf. 48% females).

The most confident cohort was those aged 75+, with 65% being somewhat or very comfortable; cf. 52% Total community.

<sup>5</sup>Q3. How confident are you that this personal data collected by the NSW Government is well managed? This includes things like how the data is collected, stored, who can access the data and what it can be used for? Base: NSW residents 14+, 2023 (n=2,640), Aboriginal and Torres Strait Islander (n=124), non-Aboriginal and Torres Strait Islander (n=2,516), Young People (n=750), Parents of children under 25 (n=945), Service Users (n=1,247) and Self-identified as Vulnerable (n=515)



## Which community groups have different levels of confidence in how the personal data is managed?

<b>Gender</b>	Males are more likely to feel confident than females	Males (56%); cf. Females (48%) somewhat or very confident
<b>Age</b>	Residents aged over 75 were most likely to feel confident	75+ (65%); cf. Total (52%) somewhat or very confident
<b>Work Status</b>	Residents who were unemployed for medical reasons were the most uncomfortable	Unemployed for medical reasons (50%); cf. Total (25%) somewhat or very unconfident



## Reasons given for confidence in data management

A third of residents (35%) who were somewhat or very confident in the government's handling of personal data cited their trust in the government and its systems as the reason. But even for this cohort, there was an underlying acknowledgement that systems can still be hacked (15% of confident responses).

Other reasons for confidence were around the hope that the government would be looking after their data correctly (9% of confident responses), an expectation that the government would use their data in an ethical or secure manner (7%), and that the NSW Government had good oversight of their data systems and processes (7%).

*"I haven't had any reason to think my personal information has been misused by the NSW government. My only reservation is with the number of attacks on the data of large organisations that they may be a target."*

*"I generally do not trust governments to do everything perfectly, but I think that the NSW State bureaucracy is generally as efficient as you would expect it to be."*

*"I am somewhat confident because there are a lot of uncertainties, however, I do trust the government to do the right thing."*

*"I trust them to do the right thing in terms of securely storing the data and managing appropriate access to the data."*





## Reasons given for a lack of confidence in data management

A lack of trust in the NSW Government and its processes was the leading reason for people to feel somewhat or very unconfident with the government's data handling (29%). This contrasts with the 35% who cited the same systems and processes as the reason they had confidence in the government. We can assert that the confidence in the NSW Government and its systems and processes could be a potentially divisive issue that spans the community.

Other major concerns centred around the acknowledgement of recent data breaches (23%) and perceptions that it's increasingly hard to keep data secure, with 22% stating that any systems can be hacked.

Another aspect that was cited as a reason for low confidence was a lack of transparency, with 12% saying they don't really know what the government does with their data.

*"Too many places are being hacked on a regular basis and I am not confident that any place is completely safe."*

*"If major companies can have data breaches the NSW Government could certainly be hacked also."*

*"I have no idea how this data is truly managed, stored and used for whatever purposes."*



Directly combatting any mistrust of the government or a lack of faith in systems at a macro level will be hard to counter for residents with low confidence in the government's data handling abilities.

A more effective way to improve perceptions would be to increase transparency in how and where the data is used, and how it is protected. This will help to allay some fears while slowly building trust.

## 6 Comfort with de-identified, linked datasets being shared across NSW Government agencies

Overall, there is positive sentiment with regards to sharing of de-identified linked data across NSW Government departments and agencies, with 3 in 5 feeling comfortable (61%) and 16% feeling uncomfortable. This position has not varied significantly since the last survey in 2020.

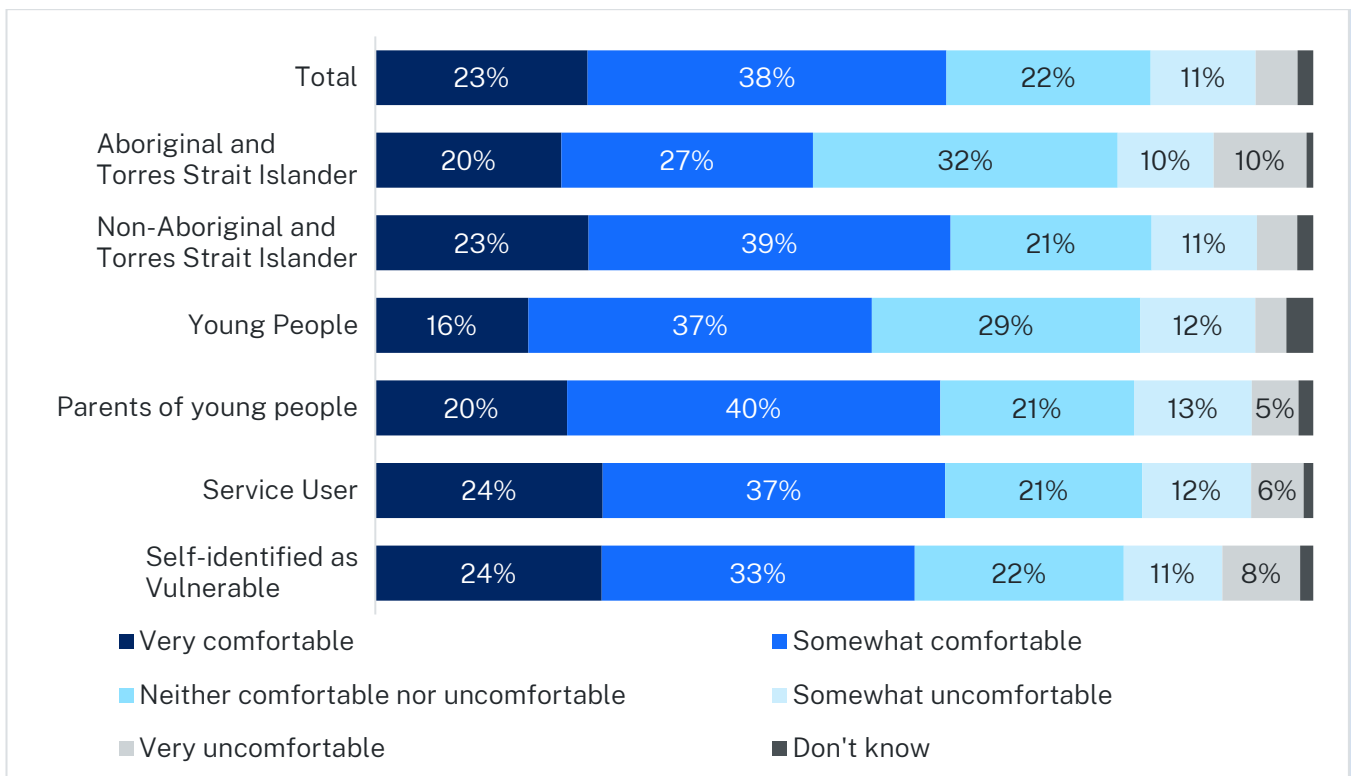
Respondents were provided with basic information about the Human Services Dataset and government use of de-identified information:

*“The NSW Department of Communities and Justice manages a dataset that links many different records about an individual together. This includes things like birth record, health data, education results and housing information.*

*This data is de-identified meaning that information such as names and addresses are removed. This makes the data anonymous.*

*This database is used by the NSW Government to understand how well they are providing services to vulnerable people and other residents in NSW, and to help them provide better services.”*

Figure 5: Level of comfort with the sharing of de-identified linked data across NSW Government agencies <sup>6</sup>



<sup>6</sup>Q5. How comfortable do you feel about this kind of de-identified linked data being shared across NSW Government agencies? Base: NSW residents 14+, 2023 (n=2,640), Aboriginal and Torres Strait Islander (n=124), non-Aboriginal and Torres Strait Islander (n=2,516), Young People (n=750), Parents of children under 25 (n=945), Service Users (n=1,247) and Self-identified as Vulnerable (n=515)

The Aboriginal and Torres Strait Islander and Young People vulnerable sub-groups were the least likely to be comfortable with de-identified data being shared across government agencies, with 47% of the Aboriginal and Torres Strait Islander group and 53% of Young People being somewhat or very comfortable with the process; cf. 61% of all residents.

The oldest NSW residents felt the most comfortable with de-identified data being shared (70% of aged 65-74; cf. 75% of 75+, 61% Total, somewhat or very comfortable).



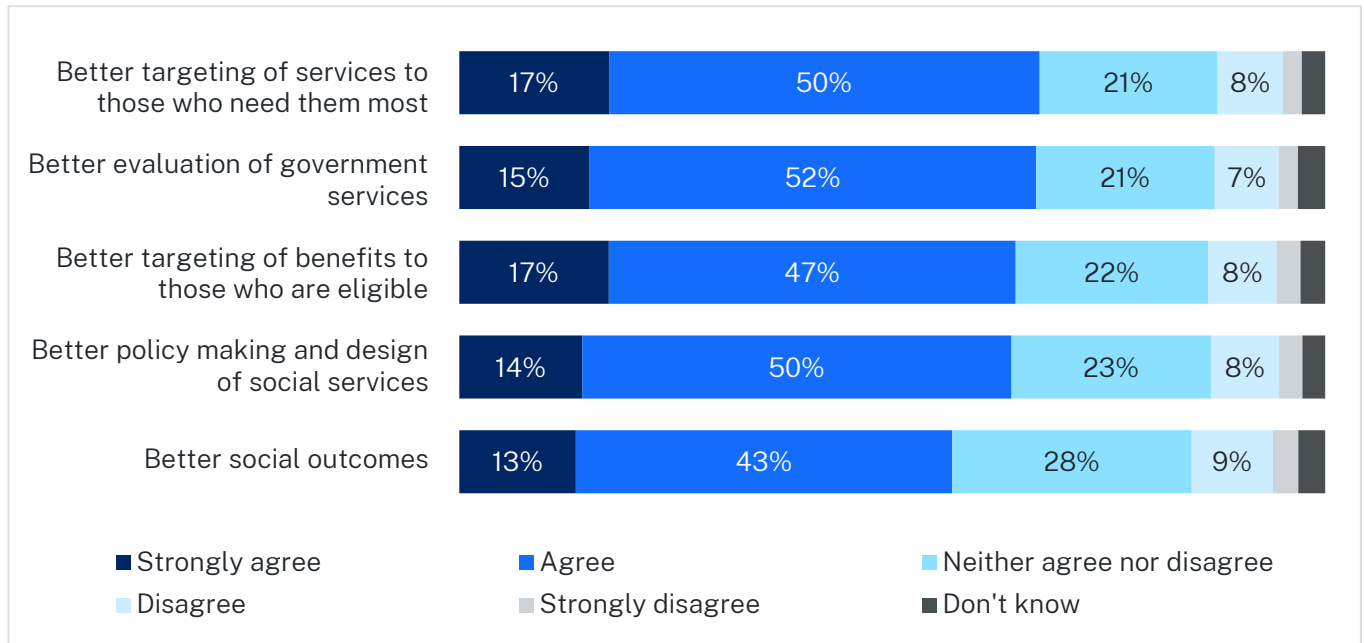
### Which community groups have different levels of comfort with the sharing of de-identified data?

<b>Vulnerable sub-group - Aboriginal and Torres Strait Islander</b>	The Aboriginal and Torres Strait Islander group is the least comfortable with the sharing of de-identified data	Aboriginal and Torres Strait Islander (47%); cf. non-Aboriginal and Torres Strait Islander (61%) somewhat or very comfortable
<b>Vulnerable sub-group - Young People</b>	People aged 14-24 are less comfortable than most	Young People (53%); cf. Total (61%) somewhat or very comfortable
<b>Age</b>	The oldest groups are the most comfortable	65-74 years (70%); cf. 75+ years (75%); cf. Total (61%) somewhat or very comfortable
<b>Highest level of education</b>	People with a post-graduate qualification are more comfortable than most	Post-graduate qualification (70%); cf. Total (61%) somewhat or very comfortable

# 7 Benefits of sharing de-identified datasets across NSW Government agencies

NSW residents hold a strong belief that the sharing of de-identified data across NSW Government agencies delivers positive outcomes and benefits the community. While a similar sentiment was seen in 2020, the strength of people’s agreement has dropped slightly across all outcomes.

Figure 6: Outcomes of sharing de-identified data across NSW Government agencies <sup>7</sup>



The strongest cases for the sharing of de-identified data were to positively impact the targeting of services to those who need them most and the evaluation of government services (67% agree or strongly agree for both). Residents also supported data sharing to improve the targeting of benefits to those who are eligible and better policy making and design of social services (64% agree or strongly agree for both).

The belief that the sharing of de-identified data across agencies can create better social outcomes was lower than the other outcomes tested, but still had support amongst most of the community (57% agree or strongly agree).

<sup>7</sup>Q6. Do you think the sharing of de-identified linked data across NSW Government agencies leads to the following outcomes? Base: NSW residents 14+, 2023 (n=2,640)

Figure 7: Awareness of personal data collection 2023 <sup>8</sup>

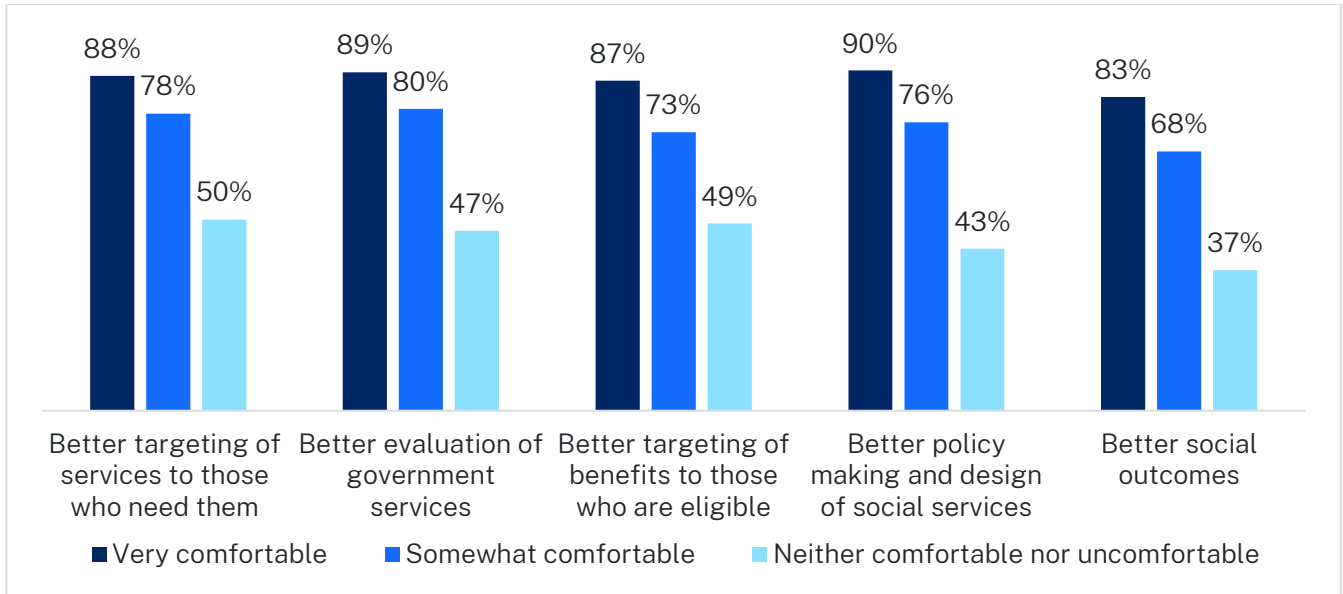
	Total	Aboriginal and Torres Strait Islander	Young People	Parents of Young People	Service User	Self-identified as Vulnerable
Better targeting of services to those who need them most	<b>67%</b>	64%	64%	68%	70%	61%
Better evaluation of government services	<b>67%</b>	61%	63%	68%	67%	60%
Better targeting of benefits to those who are eligible	<b>64%</b>	64%	64%	65%	66%	60%
Better policy making and design of social services	<b>64%</b>	55%	63%	65%	66%	59%
Better social outcomes	<b>57%</b>	57%	55%	60%	60%	53%
Sample size	<i>(n=2,640)</i>	<i>(n=124)</i>	<i>(n=750)</i>	<i>(n=945)</i>	<i>(n=1,247)</i>	<i>(n=515)</i>

There was little variation across the vulnerable sub-groups in whether they agree or strongly agree compared to the total community. The exception is the Self-identified vulnerable sub-group, who were significantly less likely to agree with all the outcomes (ranging from 53%-61% agree or strongly agree; cf. 57%-67% Total).

While 70% of service users agreed that the sharing of data across agencies would lead to better targeting of services to those who need them the most, this result was only an indicative variation from the total, as it did not have a large enough base to be statistically significant.

<sup>8</sup>Q6. Do you think the sharing of de-identified linked data across NSW Government agencies leads to the following outcomes? Top 2 Box (Agree and Strongly Disagree) Base: NSW residents 14+, 2023.

Figure 8: Correlation of agreement with outcomes of sharing de-identified data by comfort with sharing de-identified data



There was a direct correlation between people who believe the sharing of de-identified data leads to positive outcomes, and those who were more comfortable with de-identified data being shared across agencies by the NSW Government.

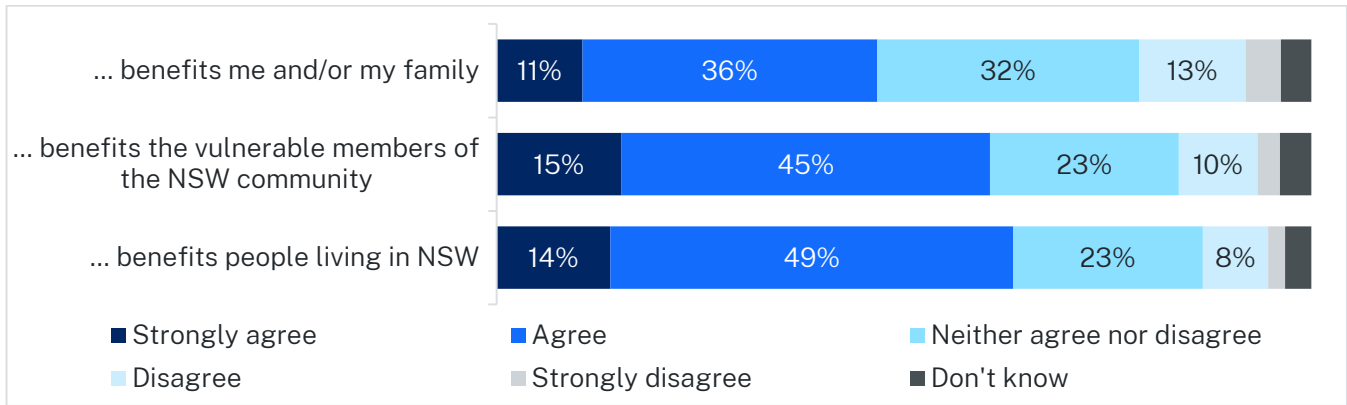
For example, 88% of residents who were very comfortable with the NSW Government sharing de-identified data said that they agreed, or strongly agreed, that the practice allowed for better targeting of services to those who needed them.

This decreased to 78% of residents that were somewhat comfortable with the government’s sharing of de-identified data, and to 50% of those who were neither comfortable nor uncomfortable.

It therefore follows that if more trust can be built in the government’s handling of de-identified data, the NSW Government is more likely to be able to effectively communicate, and get support for, its data driven outcomes.

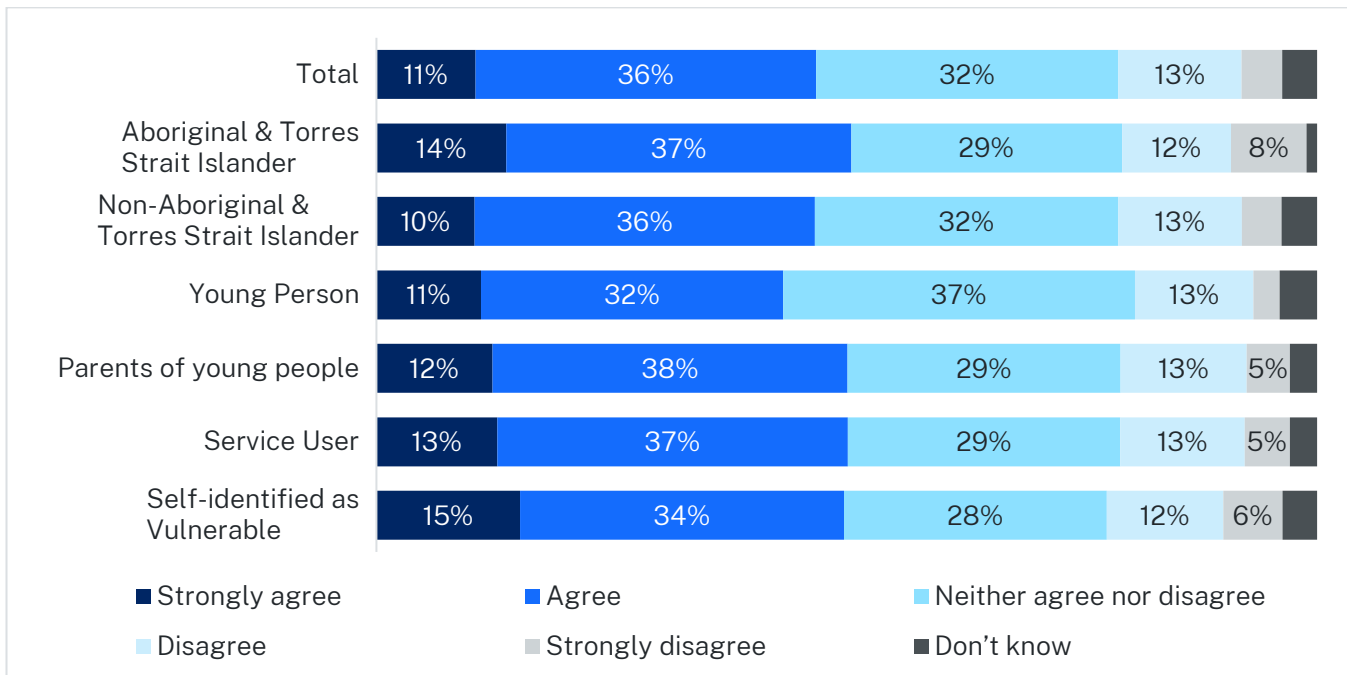
<sup>9</sup>Q5 How comfortable do you feel about this kind of de-identified linked data being shared across NSW Government agencies? Q6. Do you think the sharing of de-identified linked data across NSW Government agencies leads to the following outcomes? Top 2 Box (Agree and Strongly Disagree) Base: NSW residents 14+, 2023.

Figure 9: Beneficiaries of sharing de-identified data across NSW Government agencies <sup>10</sup>



Less than half (47% agree or strongly agree) of NSW residents think that they or their families directly benefit from the sharing of de-identified data across NSW Government agencies, but there is a wider appreciation that the people living in NSW (63%) and to a slightly lesser extent, vulnerable members of the NSW community (61%), are beneficiaries.

Figure 10: Agreement that the sharing of deidentified data across NSW Government agencies benefits them and their families <sup>11</sup>



Statistically speaking, the Self-identified vulnerable sub-group (15%), and Service user group (13%) were the most likely to strongly agree that they, or their families, directly benefit from the sharing of de-identified data across NSW Government agencies.

<sup>10</sup>Q7. Still thinking about the sharing of de-identified linked data across NSW Government agencies, do you agree or disagree with the following statements? The sharing of this data benefits...  
Base: NSW residents 14+, 2023 (n=2,640)

<sup>11</sup>Q7. Still thinking about the sharing of de-identified linked data across NSW Government agencies, do you agree or disagree with the following statements? Base: NSW residents 14+, 2023 (n=2,640), Aboriginal and Torres Strait Islander (n=124), non-Aboriginal and Torres Strait Islander (n=2,516), Young People (n=750), Parents of children under 25 (n=945), Service Users (n=1,247) and Self-identified as Vulnerable (n=515)

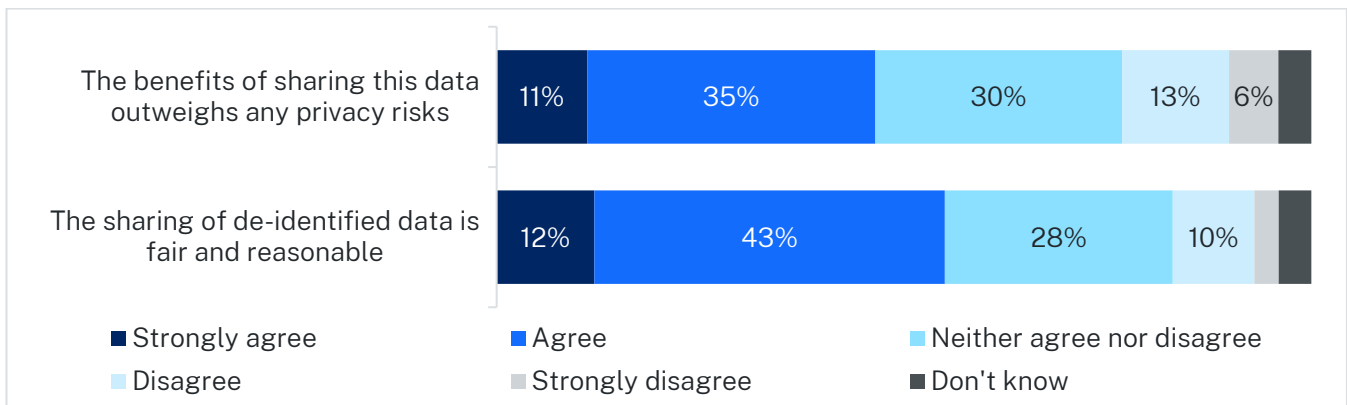
14% of the Aboriginal and Torres Strait Islander group also strongly agreed that they or their families benefitted, but due to the lower base size of this group, the data is only indicative rather than statistically significant.



**Which community groups agree that they, or their families, benefit from the sharing of de-identified data across NSW Government agencies?**

<b>Vulnerable sub-group - Self-identified as Vulnerable</b>	Self-identified vulnerable people strongly agree the sharing of de-identified data across agencies benefits them and their families	Self-identified as Vulnerable (15%); cf. Total (11%) strongly agree
<b>Vulnerable sub-group - Service Users</b>	The Service user group strongly agree the sharing of de-identified data across agencies benefits them and their families	Service Users (13%); cf. Total (11%) strongly agree

Figure 11: Attitudes towards the sharing of de-identified data across NSW Government agencies<sup>12</sup>



There is a majority held view that the sharing of de-identified data across NSW Government agencies is fair and reasonable, with 55% of NSW residents agreeing or strongly agreeing with the sentiment.

However, there is a growing concern that the benefits of sharing this data may not be worth the perceived risks to privacy.

In 2020, 17% of residents said they strongly agreed that the benefits outweighed the risks, however this fell to 11% in 2023. The combination of agree or strongly agreed in 2023 was 47%, down slightly from 49% in 2020.

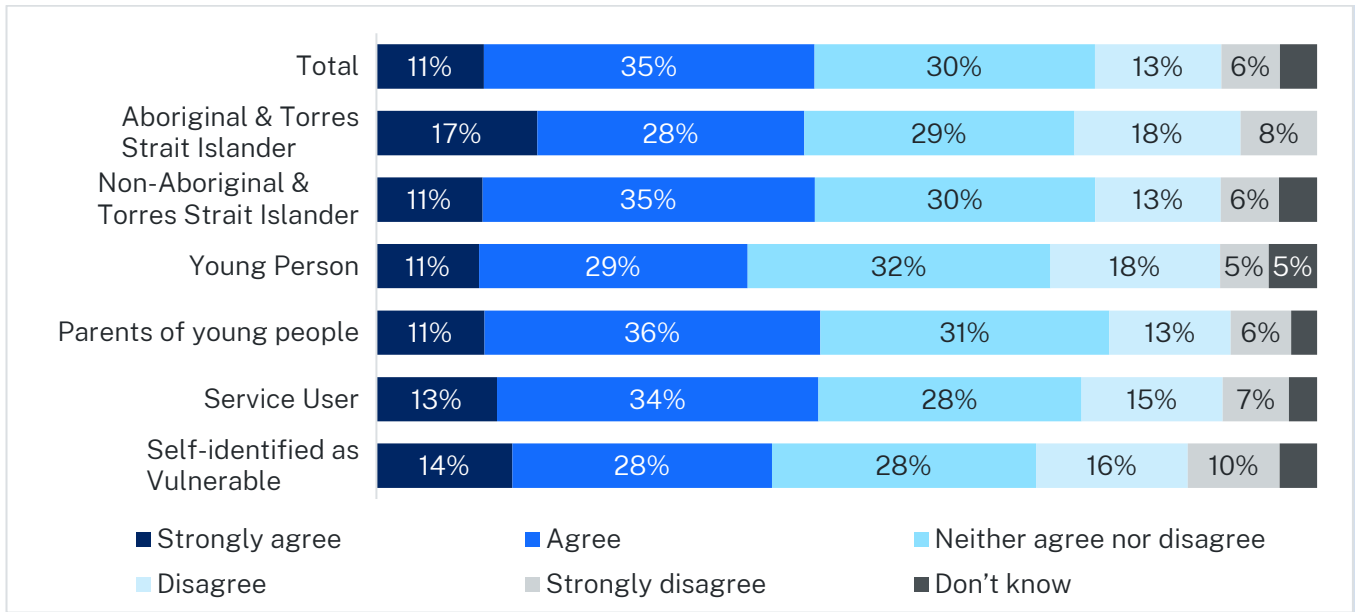
There was also an increase in the proportion of people that disagreed with the statement, from 10% in 2020 to 13% in 2023. There was no significant change in the proportion of people who strongly disagreed and those who neither agreed nor disagreed.

Males were more likely to agree or strongly agree that the benefits outweighed the risks (53%; cf. 41% females), and the same sentiment was expressed by older residents (56% aged 65+; cf. 47% total).

<sup>12</sup>Still thinking about the sharing of de-identified linked data across NSW Government agencies, do you agree or disagree with the following statements? Base: NSW residents 14+, 2023 (n=2,640)



Figure 12: Agreement that the benefit of sharing this data outweighs any privacy risks <sup>13</sup>



The Self-identified vulnerable sub-group were the most likely to disagree or strongly disagree that the benefits of sharing data outweighed the risks (26%; cf. 20% total).

The Young People group were the least likely to agree that benefits would outweigh the risks, (39% agree or strongly agree; cf. 47% total).

While 17% of Aboriginal and Torres Strait Islanders strongly agreed that the benefits outweighed the risks, this result is only indicative compared to the total, and not statistically significant.



**Which community groups agree that they, or their families, benefit from the sharing of de-identified data across NSW Government agencies?**

<b>Vulnerable sub-group – Self-identified as Vulnerable</b>	Self-identified vulnerable people are more likely to consider the risk outweighing the benefit	Self-identified as Vulnerable (26%); cf. Total (20%) disagree or strongly disagree
<b>Vulnerable sub-group – Young People</b>	Young People are the least likely group to agree that the risk would outweigh the benefit	Young People (39%); cf. Total (47%) agree or strongly agree
<b>Age</b>	Residents over 64 years are more likely to consider the benefits outweigh the risks	Aged 65+ (56%); cf. Total (47%) agree or strongly agree
<b>Gender</b>	Males are more likely than females to consider the benefits outweigh the risks	Males (53%); cf. Females (41%) agree or strongly agree



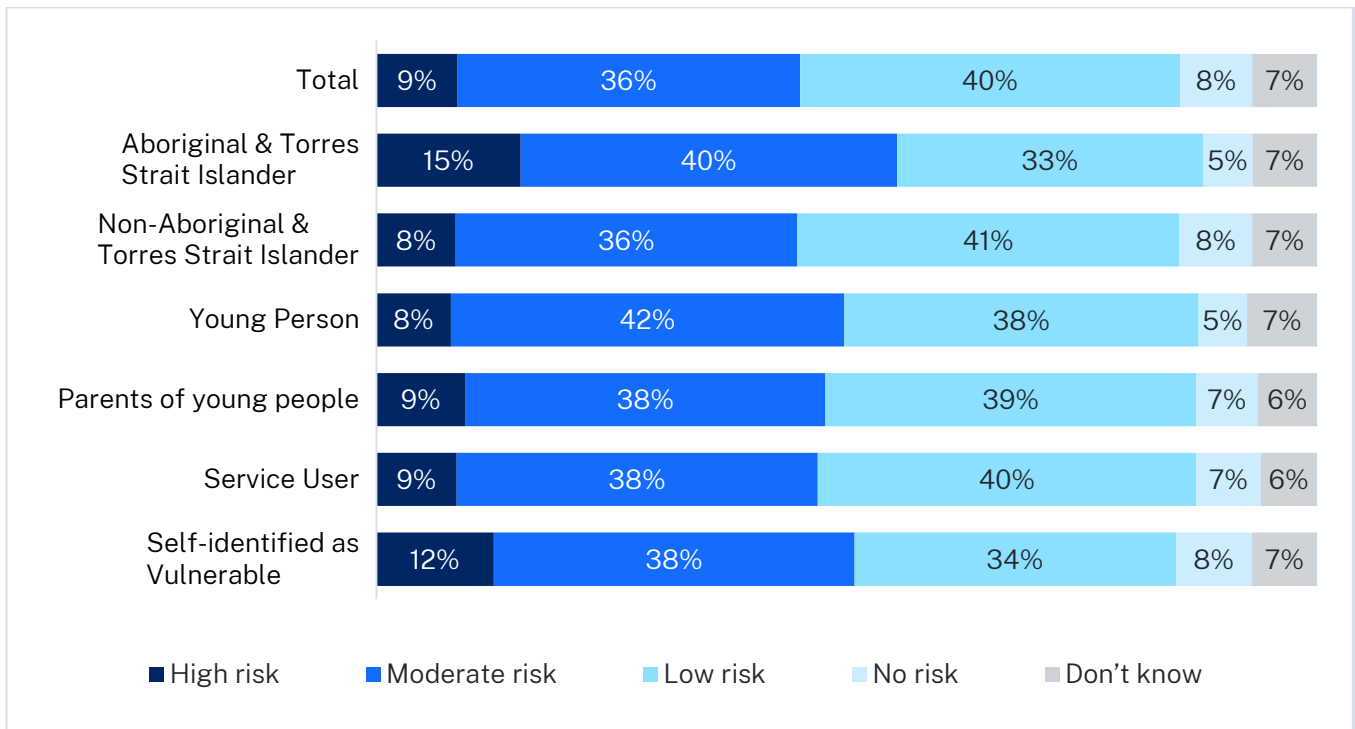
**Educating vulnerable sub-groups about the security of de-identified data sharing within the NSW Government will put them more at ease when utilising services that are beneficial to them.**

<sup>13</sup>Q7. Still thinking about the sharing of de-identified linked data across NSW Government agencies, do you agree or disagree with the following statements? Base: NSW residents 14+, 2023 (n=2,640), Aboriginal and Torres Strait Islander (n=124), non-Aboriginal and Torres Strait Islander (n=2,516), Young People (n=750), Parents of children under 25 (n=945), Service Users (n=1,247) and Self-identified as Vulnerable (n=515)

# 8 Perceptions of risk in sharing de-identified linked datasets

The majority of residents surveyed think that the sharing of de-identified linked data presents a low to moderate degree of privacy risk, with less than 1 in 10 thinking such activity presents no risk.

Figure 13: Agreement that the sharing of deidentified data across NSW Government agencies benefits them and their families <sup>14</sup>



Over three-quarters (77%) of NSW residents considered the sharing of de-identified data to be of a low to moderate risk to privacy, with a further 9% considering it to be a high risk.

These proportions were similar to the 2020 results, with the main difference being the decrease in the proportion of people who stated they don't know, which fell from 10% to 7%.

The Self-identified vulnerable sub-group were statistically the most likely to consider the sharing of de-identified linked data as high risk (12%), with the Aboriginal and Torres Strait Islander group's 15% being an indicative result, rather than statistically significant, due to the small sample size and increased margin of error.

<sup>14</sup>Q8. Does the sharing of de-identified linked data across NSW Government agencies pose a privacy risk to people living in NSW? Is it a ...? Base: NSW residents 14+, 2023 (n=2,640), Aboriginal and Torres Strait Islander (n=124), non-Aboriginal and Torres Strait Islander (n=2,516), Young People (n=750), Parents of children under 25 (n=945), Service Users (n=1,247) and Self-identified as Vulnerable (n=515)



## Reasons why the sharing of de-identified data across NSW Government agencies is high risk

Respondents were asked to give a reason for why they thought data sharing posed a high, moderate, low or no risk.

For those who considered the sharing of data to be a high risk, 19% cited the opinion that all data can be stolen or hacked, followed by 18% who said that they didn't trust the government or their systems.

This highlights a general distrust in IT security, and the nervousness that comes with the sharing of data, even within the boundaries of the NSW Government's infrastructure.

The open-ended responses to the question also show a lack of transparency about who the government might be sharing the data with.

*"I want [understand] the data privacy and data protection policies that the agency has adopted and understand the measures they have taken with data sharing, retention and governance."*

*"I don't trust they can store it properly."*

*"I don't believe that it would be too difficult for people to piece together who it is. Governments do not invest in IT."*

*"The government isn't transparent about what they're doing with our information and who and what countries it's been shared to."*

*"Because not all agencies might use the same security software as others to stop hackers being able to access personal information. The more it's shared the more vulnerable it may be."*



## Reasons why the sharing of de-identified data across NSW Government agencies is low or no risk

55% of people who thought the sharing of de-identified data was low or no risk said that the anonymous nature of information meant it wasn't a concern to them. 12% said that they had trust in the government and its systems to protect the data.

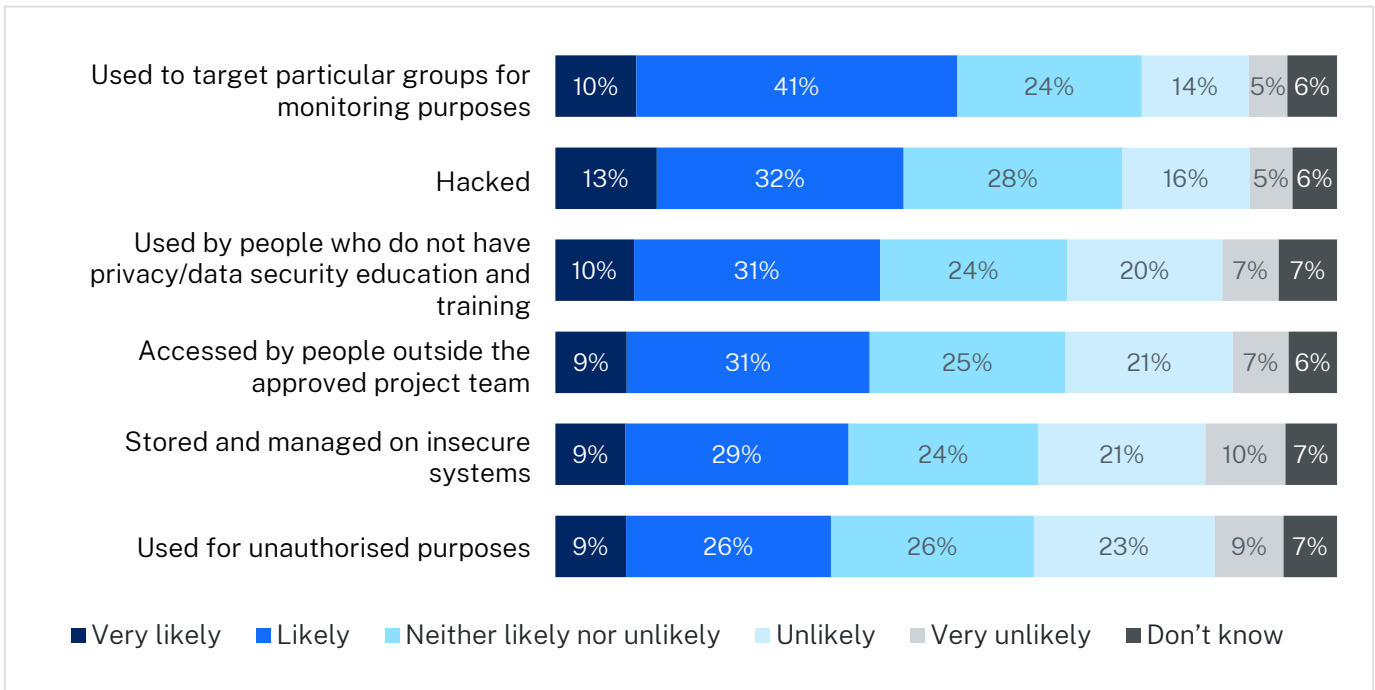
*"I say it is no risk because the government is trying to securely store the data to ensure that no breach will happen."*

*"Because sharing data is an important part of the government determining why policies or measures to use."*

## 9 Community attitudes towards different types of risk

The results show that community sentiment leans toward it being more likely than not that data could be compromised to some degree.

Figure 14: Likelihood of security breaches for de-identified data<sup>15</sup>



NSW residents thought that the most likely security breach to occur was that the data could be used to target groups in the community for monitoring purposes with 51% indicating they thought it was likely or very likely. This is a 3-percentage point increase from 2020.

In 2023, 45% of people thought that de-identified data was likely or very likely to be hacked, up from 42% in 2020.

Despite some high-profile data breaches in the second half of 2022 and during 2023, the proportion of people saying any of the listed breaches were very likely to happen has decreased by 2 to 3-percentage points since 2020.

In 2020, the perceived second most likely security breach was the idea that the data might be used by people without the proper education and training, but in 2023 that concern dropped to the third most concerning.

<sup>15</sup>Q10. How likely is it that this de-identified linked data will be...? Base: NSW residents 14+, 2023 (n=2,640)

Figure 15: Likelihood of security breaches (likely or very likely) <sup>16</sup>

	Total	Aboriginal and Torres Strait Islander	Young Person	Parents of Young People	Service User	Self-identified as Vulnerable
Used to target particular groups in the community for monitoring purposes	<b>51%</b>	60%	51%	53%	56%	58%
Hacked	<b>45%</b>	58%	39%	47%	47%	44%
Used by people who do not have privacy/data security education/training	<b>42%</b>	53%	38%	45%	44%	46%
Accessed by people outside the approved project team	<b>40%</b>	48%	37%	44%	42%	44%
Stored and managed on insecure systems	<b>38%</b>	53%	39%	40%	39%	42%
Used for unauthorised purposes	<b>35%</b>	48%	34%	37%	38%	41%
Sample size	<i>(n=2,640)</i>	<i>(n=124)</i>	<i>(n=750)</i>	<i>(n=945)</i>	<i>(n=1,247)</i>	<i>(n=515)</i>

Aboriginal and Torres Strait Islander residents were more likely to think there is a higher risk of security breaches compared to the non-Aboriginal and Torres Strait Islander residents. On average, the difference in proportion between the Aboriginal and Torres Strait Islander and non-Aboriginal and Torres Strait Islander groups was 12-percentage points.

The Self-identified vulnerable sub-group and the Service user group also considered that it was more likely data would be used to target groups in the community for monitoring purposes and used for unauthorised purposes.

These groups need the most reassurance and transparency in how data is used and shared to help allay any concerns around security breaches. One way to communicate to these groups is by leveraging their opinions that they and their families were likely to agree that the sharing of data could benefit them and their families.

<sup>16</sup>Q10. How likely is it that this de-identified (anonymous) linked personal data will be? Base: NSW residents 14+, 2023.

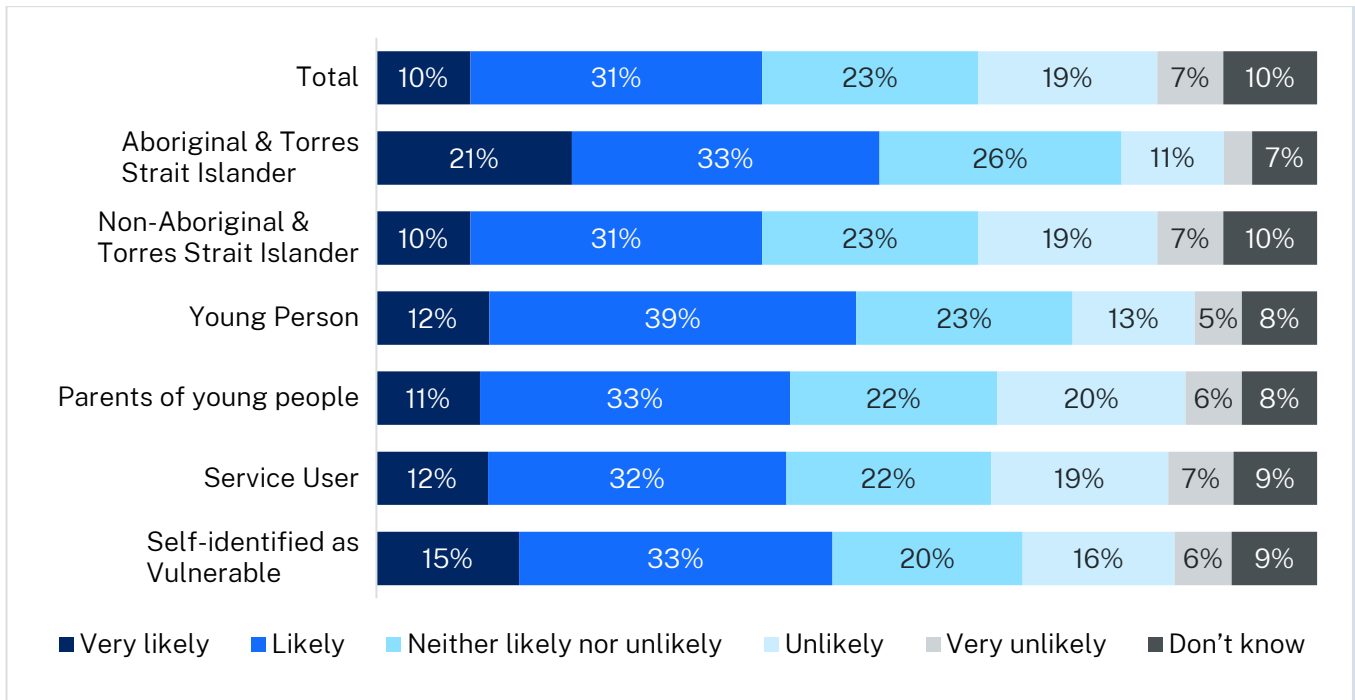
## 9.1 Risk of re-identification of data

Another risk which was tested was re-identification of information. It was explained to respondents that re-identification refers to when personal information that has been de-identified is traced back to an individual even after personal identifiers have been removed.

Two in five (42%) NSW residents think re-identification could occur (likely or very likely), with 10% believing it to be very likely to occur. This is a drop from 2020 where 45% thought it could be likely or very likely, and of those 14% said it was very likely.

At the other end of the spectrum, there was an increase in the proportion of people who thought it was unlikely or very unlikely that re-identification could occur, rising from 20% in 2020 to 26% in 2023.

Figure 16: Likelihood of data being re-identified <sup>17</sup>



Aboriginal and Torres Strait Islander residents were more than twice as likely as non-Aboriginal and Torres Strait Islander residents to think that re-identification could be very likely (21%; cf. 10%), with more than half the group also saying could be likely or very likely (54%). The open-ended responses highlighted concerns that de-identified personal information from small communities would be far easier to re-identify due to the range of demographic data that would be stored, and the smaller community sizes.

The Young People and Self-identified vulnerable sub-groups were also more likely to state that it was likely or very likely that anonymous data could be re-identified (51% Young People; cf. 49% Self-identified as Vulnerable; cf. 42% Total).

Retired residents were more certain that it could be very unlikely that data could be re-identified (14%; cf. 7% total).

<sup>17</sup>Q11. When data is de-identified, the records are made anonymous. How likely do you think it is that someone could be re-identified? Base: NSW residents 14+, 2023 (n=2,640), Aboriginal and Torres Strait Islander (n=124), non-Aboriginal and Torres Strait Islander (n=2,516), Young People (n=750), Parents of children under 25 (n=945), Service Users (n=1,247) and Self-identified as Vulnerable (n=515)



## Which community groups differ in the belief that anonymous data could be re-identified?

<b>Vulnerable sub-group - Aboriginal and Torres Strait Islander</b>	Aboriginal and Torres Strait Islander residents are twice as likely as non-Aboriginal and Torres Strait Islander residents to think it's very likely that de-identified data could be re-identified	Aboriginal and Torres Strait Islander (21%); cf. Non-Aboriginal and Torres Strait Islander (10%) very likely. Aboriginal and Torres Strait Islander (54%); cf. Non-Aboriginal and Torres Strait Islander (41%) likely or very likely
<b>Vulnerable sub-group – Young People</b>	Half of Young People think it's likely or very likely that the data could be re-identified	Young People (51%); cf. Total (42%) likely or very likely
<b>Vulnerable sub-group – Self-identified as Vulnerable</b>	Half of people who self-identified as vulnerable think it's likely or very likely that the data could be re-identified	Self-identify (49%); cf. Total (42%) likely or very likely



## Reasons given for why re-identification is likely/unlikely

Respondents were asked to give a reason for why they thought the re-identification of anonymous data was possible, or not possible.

Out of the 42% of residents who thought it was likely or very likely that data could be re-identified, most were likely to attribute their reasoning to the capabilities of malicious actors. One in five (22%) thought that hackers, scammers, or Artificial Intelligence could re-identify data with relative ease.

One in five (21%) thought that it was generally possible that any de-identified data could be linked with other datasets to be re-identified.

The third most common reason given was the misuse of data or mistakes made by the NSW Government and its staff could lead to a breach and subsequent data re-identification (12%).

Out of the 26% of residents that thought it was unlikely or very unlikely that data could be re-identified, more than half (53%) thought that properly de-identified data would not be able to be traced back to an individual. 1 in 10 (13%) hoped that the NSW Government's security and safeguards would be adequate to prevent re-identification, while 7% thought that the data might be able to be re-identified, but it would take a lot of effort to do so.

## Reasons data is likely to be re-identified

*"A.I. will do it in seconds... There are so many different other databases to compare data."*

*"This is especially possible in smaller communities or communities where there are smaller types of demographics."*

*"Depending on the amount of information that has been consolidated on an individual, I think it is quite possible to identify them."*

*"Because cyberattacks are increasing by the day, especially now. Hacker technology and programming are evolving each day, just like anti-viruses and firewalls are becoming more advanced."*

*"There have been so many failures of data storage I don't think the government would be exempt."*

*"Hackers always find a way if they're motivated."*

## Reasons data is unlikely to be re-identified

*“To re-identify information that has been de-identified requires a considerable effort. I accept that some individual and state agencies have the technical and financial means to perform that task, but I question why they would do it.”*

*“If it is true de-identification then there should be no personal information for people to use to ID anyone.”*

*“I believe it be unlikely that it could be re-identified but that doesn't mean that it can't be re- identified for some purpose.”*

*“If all the identifying information has been deleted from the data, I cannot see how it would be possible to have that information re-identified.”*



More than 2 in 5 NSW residents do not believe that the de-identification of data is a certain way of protecting personal privacy. The community sentiment is more likely to take a view that nothing is beyond the ability of malicious attackers, and that anonymous data is never safe from being re-identified.

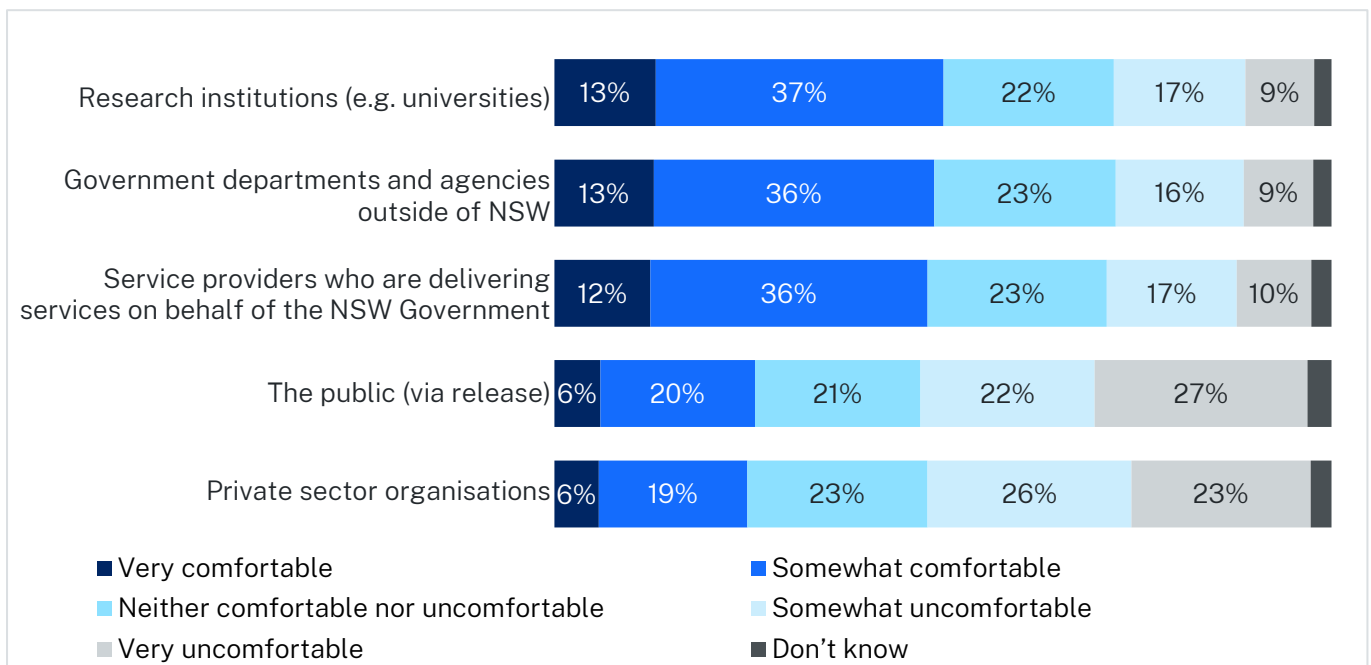


# 10 Views on sharing de-identified linked data outside the NSW Government

Respondents were informed that de-identified linked data is used by the NSW Government to understand how well they are providing services to vulnerable people and other residents in NSW, and to help them provide better services.

Overall, the community is reasonably comfortable with de-identified data being shared with research institutes, other government agencies outside of NSW and service providers delivering services on behalf of the government. However, they were uncomfortable with data being released in the public domain and to private sector organisations.

Figure 17: Level of comfort with de-identified linked data being shared outside the NSW Government <sup>18</sup>



The proportion of people who were comfortable and uncomfortable with research institutes, government departments and agencies outside of NSW, and service providers that deliver services on behalf of the government were statistically similar.

Half of residents were somewhat or very comfortable with the data being shared (Research institutes 50%; cf. government outside NSW 49%; cf. service providers 48%) and a quarter were somewhat or very uncomfortable (Research institutes 26%; cf. government outside NSW 25%; cf. service providers 26%).

These opinions were reversed for the sharing of data with the public and private sector, with a quarter of people being somewhat comfortable or very comfortable with data being released to the public and private sector organisations (26% public; cf. 25% private sector), and around half being somewhat or very uncomfortable.

<sup>18</sup>Q13 How comfortable are you with this data being shared with each of the following? Base: NSW residents 14+, 2023 (n=2,640)

Figure 18: Level of comfort with de-identified linked data being shared outside the NSW Government – somewhat comfortable or very comfortable <sup>19</sup>

	Total	Aboriginal and Torres Strait Islander	Young People	Parents of Young People	Service User	Self-identified as Vulnerable
Research institutions (e.g. universities)	<b>50%</b>	40%	51%	50%	53%	51%
Government departments and agencies outside of NSW	<b>49%</b>	45%	49%	50%	52%	49%
Service providers who are delivering services on behalf of the NSW Government	<b>48%</b>	53%	51%	48%	51%	49%
The public (via release)	<b>26%</b>	29%	24%	27%	27%	26%
Private sector organisations	<b>25%</b>	31%	28%	28%	26%	29%
Sample size	<b>(n=2,640)</b>	(n=124)	(n=750)	(n=945)	(n=1,247)	(n=515)

Service Users were more likely to express their comfort with data being shared with government departments and agencies outside of NSW, and with service providers acting on behalf of the NSW Government. This intuitively makes sense as this group are, by their very nature, most likely to be accessing more services.

Males had a different level of comfort to females when it came to sharing data with the public, 29% of males expressed they would be somewhat or very comfortable, compared to 23% of females.

<sup>19</sup>Q13. How comfortable are you with this data being shared with each of the following? Base: NSW residents 14+

Figure 19: Level of discomfort with de-identified linked data being shared outside the NSW Government – somewhat uncomfortable or very uncomfortable <sup>20</sup>

	Total	Aboriginal and Torres Strait Islander	Young People	Parents of Young People	Service User	Self-identified as Vulnerable
Research institutions (e.g. universities)	<b>26%</b>	38%	20%	26%	26%	25%
Government departments and agencies outside of NSW	<b>25%</b>	32%	22%	26%	25%	28%
Service providers who are delivering services on behalf of the NSW Government	<b>26%</b>	29%	20%	27%	26%	28%
The public (via release)	<b>50%</b>	48%	49%	48%	50%	49%
Private sector organisations	<b>49%</b>	48%	41%	48%	49%	49%
Sample size	<i>(n=2,640)</i>	<i>(n=124)</i>	<i>(n=750)</i>	<i>(n=945)</i>	<i>(n=1,247)</i>	<i>(n=515)</i>

The Aboriginal and Torres Strait Islander group were significantly more likely to express discomfort with the sharing of data with research institutions, with 38% saying they were somewhat or very uncomfortable compared to 25% of the Non-Aboriginal and Torres Strait Islander group.



### Which community groups differ in their comfort with de-identified data being shared outside of the NSW Government?

<b>Vulnerable sub-group - Aboriginal and Torres Strait Islander</b>	Aboriginal and Torres Strait Islander residents have a relatively high level of discomfort when it comes to sharing data outside of government and were more likely to express discomfort with sharing data with research institutions.	Aboriginal and Torres Strait Islander (38%); cf. Non-Aboriginal and Torres Strait Islander (25%) somewhat or very uncomfortable
<b>Vulnerable sub-group – Service Users</b>	Service Users were more comfortable with data being shared with government agencies outside of NSW, and with service providers operating on behalf of the government	Service Users (52% Gov. agencies outside NSW, 51% Service providers on behalf of NSW Gov.); cf. Total (49%; 48%) somewhat or very comfortable
<b>Gender</b>	Males were more comfortable than females when it came to sharing data with the public	Males (29%); cf. females (23%) somewhat or very comfortable

<sup>20</sup>Q13. How comfortable are you with this data being shared with each of the following? Base: NSW residents 14+

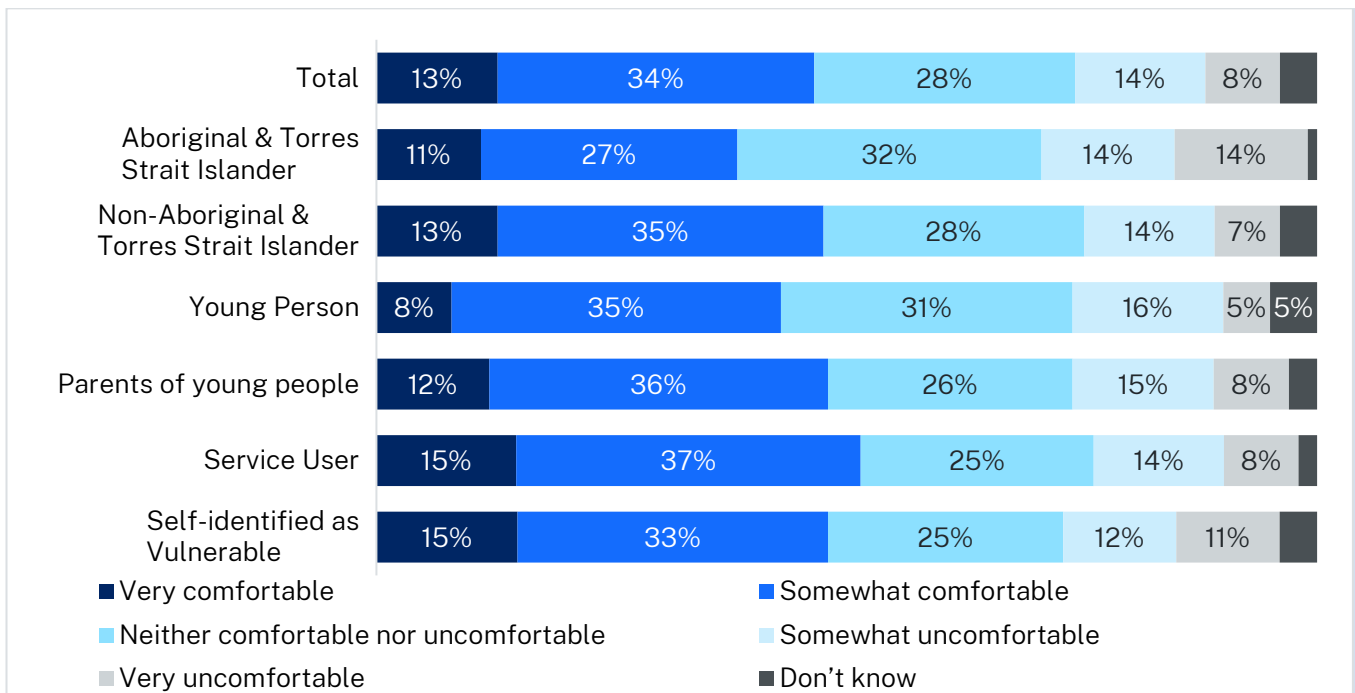
# 11 Use of de-identified data in research and publication

The NSW government undertakes research using de-identified combined data, the findings of which may be published. Participants were asked about comfort levels in relation to such publications. Just under half of NSW residents felt comfortable with the publishing of this type of research, with 1 in 5 expressing discomfort.

There is moderate support for the publishing of research based on de-identified combined data, with just less than half of respondents (47%) feeling comfortable with the data being used in this way. This remains consistent with the result from the 2020 study (48%).

One in five (21%) feel uncomfortable, while a quarter feel neither positive or negative (28%) about publishing research, suggesting that this is perhaps something they have not considered before and do not have a strong opinion about. These proportions remain consistent with the results from the 2020 study.

Figure 20: Level of comfort with the publishing of research based on de-identified combined data <sup>21</sup>



Despite being more uncomfortable with sharing data with research institutions, the Aboriginal and Torres Strait Islander group was not statistically more likely to express discomfort with the findings of research being published. Service Users were the most likely to express comfort with research findings being published, with 51% saying they were somewhat or very comfortable.

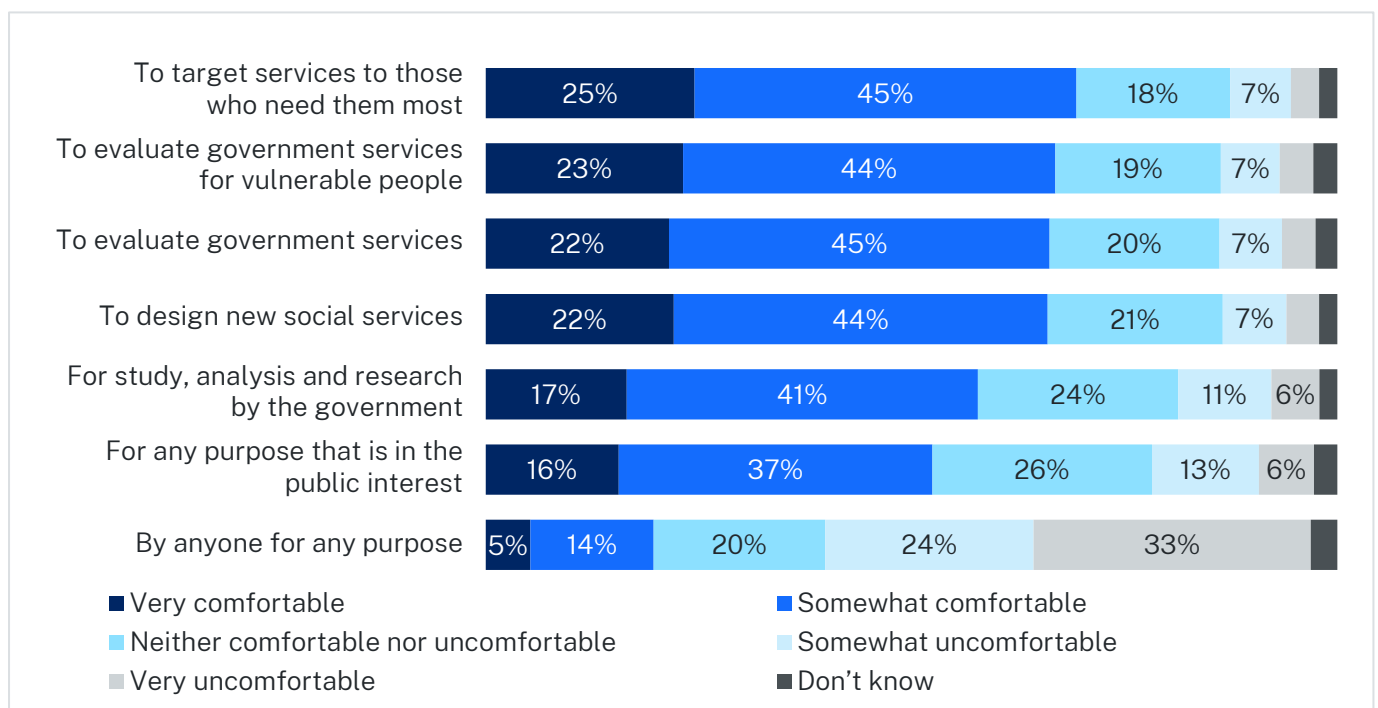
<sup>21</sup>Q14. Research findings based on the de-identified combined data are often published. How comfortable do you feel about this? Base: NSW residents 14+, 2023 (n=2,640), Aboriginal and Torres Strait Islander (n=124), non-Aboriginal and Torres Strait Islander (n=2,516), Young People (n=750), Parents of children under 25 (n=945), Service Users (n=1,247) and Self-identified as Vulnerable (n=515)

# 12 Acceptable uses of de-identified linked data

Respondents were much more comfortable with data being used for targeting, evaluating, and designing services compared to being used for general study, analysis, and research. This stance is consistent with the 2020 findings.

People were far more likely to express a high level of discomfort if there is no specific purpose for the use of the data or if it becomes available to anyone. There has been a 6-percentage point increase in this sentiment since 2020.

Figure 21: Level of comfort with the uses of de-identified data <sup>22</sup>



NSW residents see the targeting, evaluation, and design of government services as a good use for de-identified data. All these uses have a similar proportion of people who were comfortable and uncomfortable, with values ranging from 66%-69% for somewhat or very comfortable, and 10%-11% for somewhat or very uncomfortable.

When it comes to the use of data for study, analysis, and research by the government, 3 out of 5 (58%) people were somewhat or very comfortable.

A slight majority of residents were comfortable with the use of data for any purpose that was in the public interest (52% somewhat or very comfortable), significantly lower than the 58% who were comfortable with using it for study, analysis and research.

<sup>22</sup>Q15 How comfortable are you with this data being used for each of the following? Base: NSW residents 14+, 2023 (n=2,640)

Most people (57%) were somewhat or very uncomfortable with de-identified data being shared with anyone for any purpose. This is an increase from 51% in 2020 and emphasises that de-identified data should only be shared if there is a specific purpose or outcome in mind.

Figure 22: Level of comfort with uses of de-identified data – Somewhat or very comfortable <sup>23</sup>

	Total	Aboriginal and Torres Strait Islander	Young People	Parents of Young People	Service User	Self-identified as Vulnerable
To target services to those who need them most	<b>69%</b>	61%	64%	67%	72%	62%
To evaluate government services for vulnerable people	<b>67%</b>	63%	60%	65%	68%	62%
To evaluate government services	<b>66%</b>	63%	62%	65%	67%	63%
To design new social services	<b>66%</b>	59%	62%	64%	68%	64%
For study, analysis, and research by the government	<b>58%</b>	49%	53%	57%	60%	55%
For any purpose that is in the public interest	<b>52%</b>	50%	49%	53%	53%	49%
By anyone for any purpose	<b>20%</b>	28%	25%	25%	19%	17%
Sample size	<i>(n=2,640)</i>	<i>(n=124)</i>	<i>(n=750)</i>	<i>(n=945)</i>	<i>(n=1,247)</i>	<i>(n=515)</i>

The Self-identified vulnerable sub-group and Young People group were significantly less likely to say they were somewhat or very comfortable with using the data to target services compared to the Total (62% Self-identified as Vulnerable; cf. 64% Young People; cf. 69% Total). The Aboriginal and Torres Strait Islander group also had a lower proportion of people who were comfortable (61%), but the smaller sample size precluded it from returning a significant variation from the Total.

Young People, and the Parents of Young People, were the most likely groups to be comfortable with sharing the data with anyone for any purpose (25% for both groups; cf. 20% Total somewhat or very comfortable).

People aged 65 and over were more comfortable with the use of data for the targeting, evaluation and design of services, ranging between 73%-79% somewhat or very comfortable; cf. 66%-69% for the total population.

<sup>23</sup>Q15 How comfortable are you with this data being used for each of the following? Base: NSW residents 14+, 2023 (n=2,640)

Figure 23: Level of discomfort with uses of de-identified data – Somewhat or very uncomfortable <sup>24</sup>

	Total	Aboriginal and Torres Strait Islander	Young People	Parents of Young People	Service User	Self-identified as Vulnerable
To target services to those who need them most	<b>69%</b>	61%	64%	67%	72%	62%
To evaluate government services for vulnerable people	<b>67%</b>	63%	60%	65%	68%	62%
To evaluate government services	<b>66%</b>	63%	62%	65%	67%	63%
To design new social services	<b>66%</b>	59%	62%	64%	68%	64%
For study, analysis, and research by the government	<b>58%</b>	49%	53%	57%	60%	55%
For any purpose that is in the public interest	<b>19%</b>	20%	19%	19%	20%	23%
By anyone for any purpose	<b>57%</b>	42%	46%	54%	60%	61%
Sample size	<i>(n=2,640)</i>	<i>(n=124)</i>	<i>(n=750)</i>	<i>(n=945)</i>	<i>(n=1,247)</i>	<i>(n=515)</i>

In addition to being the least statistically comfortable with using the data to target services, the Self-identified vulnerable sub-group was also the most likely to express discomfort for the same use (14%; cf. 10% total somewhat or very uncomfortable).

The Aboriginal and Torres Strait Islander group was the least likely to say that they were uncomfortable with the use of data by anyone for any purpose (42%; cf. 57% Non-Aboriginal and Torres Strait Islander), followed by the Young People group (46%).

<sup>24</sup>Q15 How comfortable are you with this data being used for each of the following? Base: NSW residents 14+, 2023 (n=2,640)



## Which community groups differ in their comfort with the uses of de-identified data?

<b>Vulnerable sub-group - Self-identified as Vulnerable</b>	The Self-identified vulnerable sub-group were the least comfortable with using data to target services	Self-identified as Vulnerable (62%); cf. total (69%) somewhat or very comfortable
<b>Vulnerable sub-group – Young People</b>	Young People were also less likely to be comfortable with using data to target services compared to the total	Young People (64%); cf. total (69%) somewhat or very comfortable
<b>Vulnerable sub-group - Aboriginal and Torres Strait Islander</b>	Aboriginal and Torres Strait Islander respondents were the least uncomfortable with the use of data by anyone for any purpose	Aboriginal and Torres Strait Islander (42%); cf. non-Aboriginal and Torres Strait Islander (57%) somewhat or very uncomfortable
<b>Age</b>	People aged over 64 years are more comfortable with data being used to target, evaluate, and design services	Average 76% for aged 65+; cf. 67% total somewhat or very comfortable
<b>Gender</b>	Males are more comfortable than females to share data with anyone for any purpose	Males (23%); cf. females (17%) somewhat or very comfortable



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## 13 Expected privacy protections

Respondents were informed that the NSW Government’s privacy practices in collecting, storing, using and disclosing personal and health information are governed by privacy principles.

*Importance is very high across **all** the standards and has increased considerably since 2020. However, it should be noted that there was a slight change in the question text between the 2020 and 2023 that may have an influence on these changes.<sup>25</sup>*

Five of the standards were highlighted as being key to community perceptions of their personal data being well managed, with at least two-thirds of respondents saying that each one is **extremely** important:

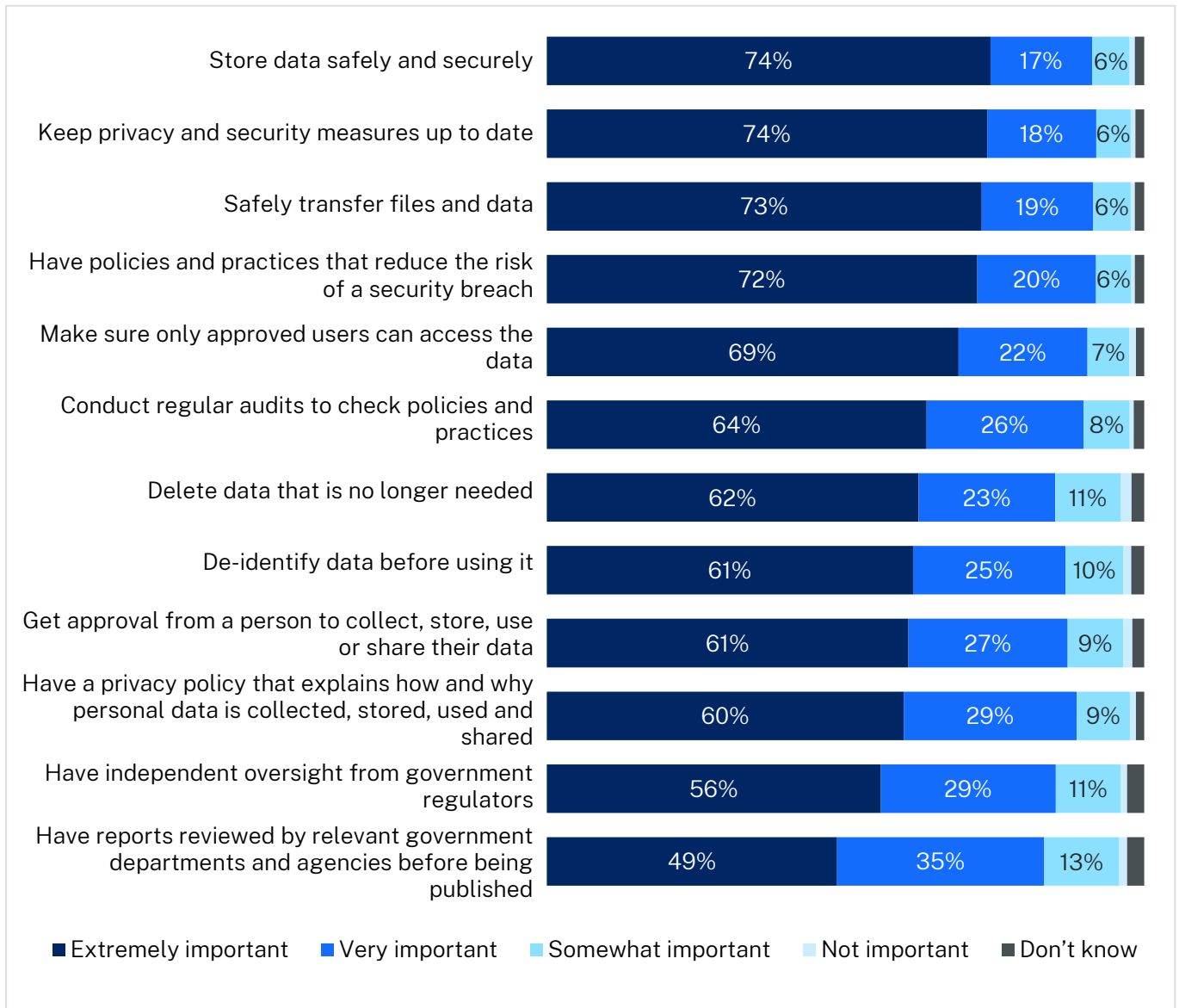
- 1 Store data safely and securely **74%**
- 2 Keep privacy and security measures up to date **74%**
- 3 Safely transfer files and data **73%**
- 4 Have policies and practices that reduce the risk of a security breach **72%**
- 5 Make sure only approved users can access the data **69%**

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<sup>25</sup>2020: Q16. How important is each one in making sure that your personal data is being well managed by NSW Government departments and agencies?

2023: Q16 To you, how important is the adherence by the NSW Government to each one in making sure that your personal data is being well managed by NSW Government departments and agencies?

Figure 24: Importance of standards in making sure personal data is being well managed <sup>26</sup>



Across the standards listed, an average of 9 out of 10 (89%) of people thought they were either extremely or very important, up from an average of 84% in 2020. The proportion of people who selected extremely important saw the most change, from an average of 57% in 2020 to 64% in 2023.

The metric with the highest increase in respondents choosing extremely or very important was the ‘Conducting of regular audits to check policies and practices’, which saw a 8-percentage point increase in 2023.

The need to have a standard to ‘Safely transfer files and data’ saw the largest rise in the proportion of people who thought it was extremely important, up 11-percentage points to 73%. This was followed by 10-percentage point increases for ‘Have policies and practices that reduce the risk of a security breach’ and ‘Keep privacy and security measures up to date’.

<sup>26</sup>Q16. The privacy principles incorporate a set of standards that the NSW Government must comply with. These standards are listed below. How important is each one in making sure that your personal data is being well managed by NSW Government agencies? Base: NSW residents 14+ (n=2,640)

Figure 25: Importance of standards in making sure personal data is being well managed – Extremely or very important<sup>27</sup>

	Total	Aboriginal and Torres Strait Islander	Young People	Parents of Young People	Service User	Self-identified as Vulnerable
Keep privacy and security measures up to date	<b>92%</b>	86%	83%	91%	93%	90%
Have policies and practices that reduce the risk of a security breach	<b>92%</b>	86%	83%	91%	93%	89%
Safely transfer files and data	<b>91%</b>	83%	84%	90%	92%	89%
Store data safely and securely	<b>91%</b>	84%	84%	88%	92%	88%
Make sure only approved users can access the data	<b>91%</b>	84%	82%	89%	91%	86%
Conduct regular audits to check policies and practices	<b>90%</b>	87%	82%	89%	90%	87%
Have a privacy policy that explains how and why personal data is collected, stored, used and shared	<b>89%</b>	87%	83%	87%	89%	85%
Get approval from a person to collect, store, use or share their data	<b>87%</b>	86%	81%	87%	88%	85%
De-identify data before using it	<b>87%</b>	81%	79%	86%	88%	84%
Have independent oversight from government regulators	<b>85%</b>	80%	74%	87%	86%	82%
Delete data that is no longer needed	<b>85%</b>	77%	70%	86%	85%	82%
Have reports reviewed by relevant government departments and agencies before being published	<b>83%</b>	79%	79%	83%	85%	83%
Sample size	<i>(n=2,640)</i>	<i>(n=124)</i>	<i>(n=750)</i>	<i>(n=945)</i>	<i>(n=1,247)</i>	<i>(n=515)</i>

<sup>27</sup>Q16. The privacy principles incorporate a set of standards that the NSW Government must comply with. These standards are listed below. How important is each one in making sure that your personal data is being well managed by NSW Government agencies? Base: NSW residents 14+ (n=2,640)

Young People were the least likely to see the importance of the listed standards, averaging 8-percentage points lower than the Total results. The largest variations for Young People were with the need to ‘Delete data that is no longer needed’ (70% Young People; cf. 85% Total) and ‘Have independent oversight from government regulators’ (74%; cf. 85%).

The Aboriginal and Torres Strait Islander group were also more likely to downplay the importance of some of the standards, with ‘Make sure only approved users can access the data’, ‘Store data safely and securely’, ‘Safely transfer files and data’, ‘Have policies and practices that reduce the risk of a security breach’, ‘Keep privacy and security measures up to date’, and ‘Delete data that is no longer needed’ all scoring significantly lower than the total for very or extremely important.



### Which community groups differ in their comfort with the uses of de-identified data?

<b>Vulnerable sub-group - Young People</b>	Young People are the least likely to recognise the importance of the data management standards	Young People (80%, cf. total 89%) average of extremely or very important across all standards
<b>Vulnerable sub-group - Aboriginal and Torres Strait Islander</b>	Aboriginal and Torres Strait Islander residents are also unlikely to recognise the importance of the data management standards	Aboriginal and Torres Strait Islander group (83%, cf. total 89%) average of extremely or very important across all standards
<b>Vulnerable sub-group - Self-identified as Vulnerable</b>	People who self-identified as vulnerable are also unlikely to recognise the importance of the data management standards	Self-identified as Vulnerable (86%, cf. total 89%) average of extremely or very important across all standards
<b>Gender</b>	Males are less likely than females to recognise the importance of the data management standards	Males (87%, cf. females 90%) average of extremely or very important across all standards



Having a framework, as outlined in the listed standards, is increasingly important for NSW residents when it comes to the management of their personal data.

It is essential that there is transparency around the policies and practices of how the government is mitigating the risks associated with data breaches, and updates on how these policies are kept up to date.

It is also imperative that vulnerable sub-groups, specifically Young People and Aboriginal and Torres Strait Islander people, are educated in the importance of these data handling standards.

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# 14 Increasing community trust



## Final comments

At the end of the survey, respondents were given the opportunity to provide any final comments. These responses have been grouped into themes which are presented below with example comments for each.

### Keep the data secure

*“Such data should be kept on secure servers which are not connected to the internet. Inconvenient I know, awkward when it comes to distribution, but the only reasonably secure method of storage.”*

*“Privacy is a big concern for many these days and we really have to get on top of it particularly with the advent of AI, where information and privacy may well face even more challenges than we do today.”*

*“Data privacy is important and requires ongoing investment to ensure it’s ahead of possible hackers.”*

### Provide more transparency

*“Be honest with what they intend to do with said data not just what we want to hear.”*

*“I think people just want transparency with government services.”*

*“Be open and use clear concise language to communicate how such data is collected, used and stored.”*

### Act ethically/ask for consent

*“Show how the data is used to make things better - This will increase buy in and giving consent will help.”*

*“Be careful and make people aware of you using their data.”*

*“Every human has a right to be asked first and be in an agreement and willing to share their personal information first.”*

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# 16 Appendices

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## 16.1 Appendix A - Survey Questionnaire

### Introduction Text for Survey Respondents

Thank you for agreeing to participate in the Community Attitudes to Privacy Survey which is being conducted on behalf of the NSW Department of Communities and Justice. This survey will enable the Department to better understand what the NSW community thinks about data sharing, what the benefits are, and what the risks are. The results from this survey will be used to inform the development of Privacy Codes of Practice to ensure that the way in which data is collected, used and protected meets community expectations. The survey will take about 10 minutes to complete.

If you would like more information on the purpose of the survey or how the data collected will be used please go to <https://lonergan.team/2023facsiar/>. If you have any questions or would like to contact the Department, please email [HSDS@fac.s.nsw.gov.au](mailto:HSDS@fac.s.nsw.gov.au)

Please answer the following questions to see if you fall into the category of respondent we need to interview. To proceed with the interview. Please be assured of complete confidentiality. Lonergan Research is bound by the Australian Market and Social Research Society and the Australian Privacy Principles. During the survey, please do not use your browser's **FORWARD** and **BACK** buttons. Instead, please always use the "Next" button below to move forward through the survey.

# Demographics



D1.	Where do you live in NSW?			
	<i>Please select one response only</i>		<b>DO NOT RANDOMISE</b>	<b>SR</b>
	Central Coast			01
	Central West & Orana			02
	Far West			03
	Hunter			04
	Illawarra-Shoalhaven			05
	New England & North West			06
	North Coast			07
	Riverina Murray			08
	South East & Tablelands			09
	Sydney and surrounds			10
	Outside of NSW			96
	Don't know			97
				<b>TERMINATE</b>

D2.		Please record your postcode			



D3.	How old are you?				
	<i>Please select one response only</i>	<b>DO NOT RANDOMISE</b>	<b>SR</b>		
	13 years or less		01	<b>TERMINATE</b>	
	14 - 17 years		02		
	18 - 19 years		03		
	20 - 24 years		04		
	25 - 29 years		05		
	30 - 34 years		06		
	35 - 39 years		07		
	40 - 44 years		08		
	45 - 49 years		09		
	50 - 54 years		10		
	55 - 59 years		11		
	60 - 64 years		12		
	65 - 69 years		13		
	70 - 74 years		14		
	75+ years		15		

D4.	What is your gender?				
	<i>Please select one response only</i>	<b>DO NOT RANDOMISE</b>	<b>SR</b>		
	Male		01		
	Female		02		
	Non-binary gender / other		03		

D5a.	Are you the parent or guardian of any children or Young People aged 24 years or under?				
	<i>Please select one response only</i>	<b>DO NOT RANDOMISE</b>	<b>SR</b>		
	No, none		01		
	Yes, 1		02		
	Yes, 2		03		
	Yes, 3 or more		04		

<b>ASK ALL PARENTS OF CHILDREN/YOUNG PEOPLE UNDER 24 YEARS OLD</b>							
D5b	How many children in the following age groups are you the parent or guardian of?						
	<i>Please select one response per statement</i>	<b>DO NOT RANDOMISE</b>	<b>SR</b>				
			<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4+</b>
	_01 0 - 4 years		01	02	03	04	05
	_02 5 - 9 years		01	02	03	04	05
	_03 10 - 12 years		01	02	03	04	05
	_04 13 - 15 years		01	02	03	04	05
	_05 16 - 17 years		01	02	03	04	05
	_06 18 - 24 years		01	02	03	04	05

D6.	Are you of Aboriginal and/or Torres Strait Islander origin?		
	<i>Please select one response only</i>	<b>DO NOT RANDOMISE</b>	<b>SR</b>
	Aboriginal		01
	Torres Strait Islander		02
	Aboriginal and Torres Strait Islander		03
	Neither		04
	Prefer not to say		96

### NSW Government data collection

This questionnaire is about how the NSW Government collects, stores and uses personal information, and your views on privacy.

<b>ASK ALL</b>			
Q1.	What type of personal information do you think the NSW Government currently collects on people living in NSW?		
	<i>Please select all that apply</i>	<b>RANDOMISE</b>	<b>MR</b>
	Health records		01
	Schooling information		02
	Welfare information e.g. carer support services		03
	Services access and usage information e.g. emergency housing		04
	Licence information e.g. driver's license renewals		05
	Land and title information e.g. building permits		06
	Births/deaths/marriage		07
	Other (please specify)		96
	Don't know		97
	None of these		98

The NSW Government collects personal data from people when they use NSW government services. For example, if you fall and break your arm, data on your hospital visits will be collected.

This data is also used to improve services and for research purposes such as the development of programs that are designed to improve the lives of people living in NSW.

ASK ALL				
Q2.	How <b>comfortable</b> do you feel about this kind of personal data being collected by the NSW Government?			
	<i>Please select one response only</i>	<b>DO NOT RANDOMISE</b>	<b>SR</b>	
		Very comfortable	01	
		Somewhat comfortable	02	
		Neither comfortable nor uncomfortable	03	
		Somewhat uncomfortable	04	
		Very uncomfortable	05	
		Don't know	97	

ASK ALL				
Q3.	How <b>confident</b> are you that this personal data collected by the NSW Government is well managed? This includes things like how the data is collected, stored, who can access the data and what it can be used for.			
	<i>Please select one response only</i>	<b>DO NOT RANDOMISE</b>	<b>SR</b>	
		Very confident	01	
		Somewhat confident	02	
		Neither confident nor unconfident	03	
		Somewhat unconfident	04	
		Very unconfident	05	
		Don't know	97	<b>SKIP TO Q5</b>

ASK ALL EXCEPT DON'T KNOW AT Q3 (CODE 97 AT Q3)	
Q4.	Why do you say you are [response from Q3]?
	<i>Please specify in as much detail as possible in the space below</i>

### Linking and sharing datasets across NSW Government

The NSW Department of Communities and Justice manages a dataset that links many different records about an individual together. This includes things like birth record, health data, education results and housing information.

This data is de-identified meaning that information such as names and addresses are removed. This makes the data anonymous.

This database is used by the NSW Government to understand how well they are providing services to vulnerable people and other residents in NSW, and to help them provide better services.

ASK ALL			
Q5.	How comfortable do you feel about this kind of de-identified linked personal data being shared across NSW Government departments and agencies?		
	<i>Please select one response only</i>	<b>DO NOT RANDOMISE</b>	<b>SR</b>
		Very comfortable	01
		Somewhat comfortable	02
		Neither comfortable nor uncomfortable	03

	Somewhat uncomfortable	04
	Very uncomfortable	05
	Don't know	97

**ASK ALL**

Q6.	Do you think the sharing of de-identified (anonymous) linked personal data across NSW Government departments and agencies leads to the following outcomes?						
	<i>Please select one response per statement</i>	<b>RANDOMISE STATEMENTS</b>					<b>SR</b>
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
_1	Better policy making and design of social services	01	02	03	04	05	97
_2	Better social outcomes	01	02	03	04	05	97
_3	Better evaluation of government services	01	02	03	04	05	97
_4	Better targeting of services to those who need them most	01	02	03	04	05	97
_5	Better targeting of benefits to those who are eligible to receive them	01	02	03	04	05	97

**ASK ALL**

Q7.	Still thinking about the sharing of de-identified (anonymous) linked personal data across NSW Government departments and agencies, do you agree or disagree with the following statements?						
	<i>Please select one response per statement</i>	<b>DO NOT RANDOMISE STATEMENTS</b>					<b>SR</b>
	<i>The sharing of this data...</i>	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
_1	... benefits me and/or my family	01	02	03	04	05	97
_2	... benefits people living in NSW	01	02	03	04	05	97
_3	... benefits the vulnerable members of the NSW community	01	02	03	04	05	97
_4	The benefits of sharing this data outweighs any privacy risks	01	02	03	04	05	97
_5	..is fair and reasonable	01	02	03	04	05	97

**ASK ALL**

Q8.	Does the sharing of de-identified (anonymous) linked personal data across NSW Government departments and agencies pose a privacy risk to people living in NSW? Is it a:						
	<i>Please select one response only</i>	<b>DO NOT RANDOMISE</b>			<b>SR</b>		
	High risk				01		
	Moderate risk				02		
	Low risk				03		
	No risk				04		
	Don't know				97	<b>SKIP TO Q10</b>	

**ASK ALL EXCEPT DON'T KNOW AT Q8 (CODE 97 AT Q8)**

Q9.	Why do you say it is a [response at Q8]?						
	<i>Please specify in as much detail as possible in the space below</i>						

ASK ALL							
Q10.	How likely is it that this de-identified (anonymous) linked personal data will be:						
	<i>Please select one response per statement</i>	<b>RANDOMISE STATEMENTS</b>					<b>SR</b>
		Very likely	Likely	Neither likely nor unlikely	Unlikely	Very unlikely	Don't know
_1	Accessed by people outside the approved project team	01	02	03	04	05	97
_2	Used to target particular groups in the community for monitoring purposes	01	02	03	04	05	97
_3	Stored and managed on insecure systems	01	02	03	04	05	97
_4	Used by people who do not have privacy/data security education and training	01	02	03	04	05	97
_5	Used for unauthorised purposes	01	02	03	04	05	97
_6	Hacked	01	02	03	04	05	97

ASK ALL				
Q11.	When data is de-identified, the records are made anonymous. How likely do you think it is that someone could be <b>re-identified</b> ? This means that the information could be traced back to an individual even after personal identifiers such as name and address have been removed?			
	<i>Please select one response only</i>	<b>DO NOT RANDOMISE</b>		<b>SR</b>
	Very likely			01
	Likely			02
	Neither likely nor unlikely			03
	Unlikely			04
	Very unlikely			05
	Don't know			97
				<b>SKIP TO Q13</b>

ASK ALL EXCEPT DON'T KNOW AT Q11 (CODE 97 AT Q11)	
Q12.	Why do you say it is [response at Q11]?
	<i>Please specify in as much detail as possible in the space below</i>

## Data sharing outside the NSW Government

This database is used by the NSW Government to understand how well they are providing services to vulnerable people and other residents in NSW, and to help them provide better services.

ASK ALL							
Q13. How comfortable are you with this data being shared with each of the following?							
<i>Please select one response per statement</i>			RANDOMISE STATEMENTS			SR	
		Very comfortable	Somewhat comfortable	Neither comfortable nor uncomfortable	Somewhat uncomfortable	Very uncomfortable	Don't know
_1	Government departments and agencies outside of NSW e.g. Commonwealth, other states	01	02	03	04	05	97
_2	Research institutions e.g. universities	01	02	03	04	05	97
_3	The public (via release)	01	02	03	04	05	97
_4	Service providers who are delivering services on behalf of the NSW Government e.g. not for profit organisations, charities	01	02	03	04	05	97
_5	Private sector organisations	01	02	03	04	05	97

ASK ALL			
Q14. Research findings based on the de-identified combined data are often published. How comfortable do you feel about this?			
<i>Please select one response only</i>		DO NOT RANDOMISE	SR
	Very comfortable		01
	Somewhat comfortable		02
	Neither comfortable nor uncomfortable		03
	Somewhat uncomfortable		04
	Very uncomfortable		05
	Don't know		97

ASK ALL							
Q15. How comfortable are you with de-identified data being used for each of the following?							
<i>Please select one response per statement</i>			DO NOT RANDOMISE STATEMENTS		SR		
		Very comfortable	Somewhat comfortable	Neither comfortable nor uncomfortable	Somewhat uncomfortable	Very uncomfortable	Don't know
_1	To evaluate government services	01	02	03	04	05	97
_2	To evaluate government services for vulnerable people	01	02	03	04	05	97
_3	To design new social services	01	02	03	04	05	97
_4	To target services to those who need them most	01	02	03	04	05	97
_5	For any purpose that is in the public interest	01	02	03	04	05	97
_6	By anyone for any purpose	01	02	03	04	05	97
_7	For study, analysis and research by the government	01	02	03	04	05	97

## Privacy protections

The NSW Government's privacy practices in collecting, storing, using and disclosing personal and health information are governed by **privacy principles** that govern:

- What information can be collected and how
- How information should be stored and protected
- How residents can find out what information is held and how to correct it if it is wrong
- How personal information can be used and disclosed
- How residents can complain about privacy breaches

ASK ALL						
Q16.	The privacy principles incorporate a set of standards that the NSW Government <b>must</b> comply with. These standards are listed below. To you, how important is the adherence by the NSW Government to each one in making sure that your personal data is being well managed by NSW Government departments and agencies?					
	<i>Please select one response per statement</i>	RANDOMISE STATEMENTS				SR
The NSW Government must:		Extremely important	Very important	Somewhat important	Not important	Don't know
_1	Get approval from a person to collect, store, use or share their data	01	02	03	04	97
_2	Have a privacy policy that explains how and why personal data is collected, stored, used and shared	01	02	03	04	97
_3	De-identify data before using it	01	02	03	04	97
_4	Have reports reviewed by relevant government departments and agencies before being published (e.g. the health department may review a report based on health data)	01	02	03	04	97
_5	Store data safely and securely	01	02	03	04	97
_6	Make sure only approved users can access the data	01	02	03	04	97
_7	Have policies and practices that reduce the risk of a security breach	01	02	03	04	97
_8	Have independent oversight from government regulators	01	02	03	04	97
_9	Conduct regular audits to check policies and practices	01	02	03	04	97
_10	Keep privacy and security measures up to date	01	02	03	04	97
_11	Safely transfer files and data	01	02	03	04	97
_12	Delete data that is no longer needed	01	02	03	04	97

ASK ALL	
Q17.	Your responses to this survey will assist the Department of Communities and Justice in making sure that the privacy guidelines under which the Department operate meet community expectations. Are there any other comments that you would like to make with regards to how the Department can increase your trust in how the NSW Government manages the personal data of people living in NSW?
	<i>Please specify in as much detail as possible in the space below</i>

## Profiling

We would like to know a little more about you, to assist the Department of Communities and Justice in how it can serve different members of the community.

ASK ALL	
P1.	At this point in time, do any of the following statements apply to you?
	<i>Please select all that apply</i>
	<b>RANDOMISE</b>
	<b>MR</b>
	I am part of a family who is, or may be, at a social or economic disadvantage
	01
	I am at a disadvantage due to trauma, disability or cognitive impairment
	02
	I have been, or I am at a reasonable risk of coming into contact with the Child Protection System because of my circumstances
	03
	I am the alleged victim or alleged perpetrator of a crime
	04
	None of these apply
	99
	<b>EXCLUSIVE</b>
	Don't know/Prefer not to say
	98
	<b>EXCLUSIVE</b>

ASK ALL	
P2.	Have you interacted with any of the following NSW government services in the last 12 months?
	<i>Please select all that apply</i>
	<b>RANDOMISE</b>
	<b>MR</b>
	NSW Child Protection Services
	01
	NSW Housing Justice Services
	02
	NSW Health Services
	03
	NSW Mental Health Services
	04
	NSW Education Services
	05
	NSW Registry of Births, Deaths, and marriages
	06
	Service NSW
	07
	Other NSW government services (please specify)
	96
	I have not interacted with any NSW government services
	99
	<b>EXCLUSIVE</b>
	Don't know/Prefer not to say
	98
	<b>EXCLUSIVE</b>



## Demographics

<b>ASK ALL</b>			
Z1.	What is the highest level of education you have reached?		
	<i>Please select one response only</i>	<b>DO NOT RANDOMISE</b>	<b>SR</b>
	Primary school		01
	Some high school (up to year 9)		02
	Intermediate (year 10)		03
	HSC or equivalent (year 12)		04
	Undergraduate diploma/TAFE/Trade certs		05
	Bachelor's Degree		06
	Postgraduate qualification		07
	Prefer not to say		97

<b>ASK ALL</b>			
Z2.	Which of the following <b>best</b> describes your work status?		
	<i>Please select one response only</i>	<b>DO NOT RANDOMISE</b>	<b>SR</b>
	Employed full time		01
	Employed part time		02
	Studying full time		03
	Studying part time		04
	Unemployed for medical reasons		05
	Unemployed, looking for work		06
	On a career break		07
	Homemaker		08
	Carer/Parenting payment		09
	Disability benefit		10
	Retired		11
	Don't know	97	
	Prefer not to say	98	

<b>ASK ALL</b>			
Z3.	Which of the following categories best describes your total <b>household</b> income before tax?		
	<i>Please select one response only</i>	<b>DO NOT RANDOMISE</b>	<b>SR</b>
	Under \$40,000		01
	\$40,000-\$69,999		02
	\$70,000 - \$99,999		03
	\$100,000 - \$139,999		04
	\$140,000 - \$169,999		05
	\$170,000 - \$199,999		06
	More than \$200,000		07
	Don't know		97
	Prefer not to say		98

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