Providing a Benchmark Understanding of Digital Identity Among New Zealanders

Digital identity is seen as something New Zealanders should control, with 79% indicating that it should be in their hands. This share is quite high for the region, placing New Zealanders above the global average of 65%.

KEY BARRIERS

1. **Who’s most concerned?**
   - Gender, ethnicity, and location are significant factors.
   - 18-34 years old are most concerned.

2. **Study details:**
   - Online survey conducted 1st – 14th April 2019
   - Total of 1,092 people answered the survey online
   - Margin of error on results of +/- 3%
   - Designed to provide a robust baseline metric of identity awareness and understanding among the New Zealand public

3. **Key pain points:**
   - New accounts creation: the process of sharing your personal data / contacts when you move house
   - Passwords and user names for new accounts

4. **Satisfaction with the current experience of registering new accounts:**
   - 58% satisfied
   - 33% somewhat satisfied
   - 4% somewhat dissatisfied
   - 5% dissatisfied

5. **Lack of control:**
   - 76% strongly agree
   - 19% somewhat agree
   - 5% somewhat disagree
   - 4% strongly disagree

6. **Data sharing:**
   - 78% would provide their identity & data storage information to a third party if it would help reduce fraud / expense to obtain & maintain information on citizens
   - 4% would not provide

7. **Why they do it:**
   - 93% of New Zealanders find the idea of being in control of their digital identity appealing.
   - It would help reduce fraud / expense to obtain & maintain information on citizens
   - Loss of control of personal data

8. **Location:**
   - 77% of New Zealanders feel confident about their identity and data storage.
   - 22% feel unsure

9. **A single sign in solution:**
   - 87% of New Zealanders agree
   - 13% disagree

10. **How satisfied are you with the current experience of registering new accounts?**
    - 76% satisfied
    - 24% dissatisfied

11. **How satisfied are you with the current experience of registering new accounts?**
    - 76% satisfied
    - 24% dissatisfied

12. **Among New Zealanders**
    - 85% are fully satisfied with the current experience of registering new accounts
    - 15% are not satisfied

13. **How satisfied are you with the current experience of registering new accounts?**
    - 76% satisfied
    - 24% dissatisfied

14. **Key points:**
    - The ability for you to grant, deny, and withdraw permission for a business or organisation to access your identity / personal data online
    - Full visibility in one technology solution that allows you to manage your identity and data storage
    - A single sign in solution

15. **Who agree or strongly agree?**
    - 93%

16. **Who find idea appealing or very appealing?**
    - 91%

17. **Why do they do it?**
    - 93% of New Zealanders find the idea of being in control of their digital identity appealing.
    - It would help reduce fraud / expense to obtain & maintain information on citizens
    - Loss of control of personal data

18. **But they're concerned about...**
    - 19% of New Zealanders are concerned about...