

Providing a Benchmark Understanding of Digital Identity Among New Zealanders

Kia ora,

Digital Identity NZ are proud to be working with Yabble to find out more about what Kiwis think about how their identity is used in an online world. The results of the survey indicate that we as a community have a lot of work to do to build trust and confidence in our online interactions, and especially in how data is used. This survey is an important and informative starting point for the next phase of our work, and we wish to acknowledge and thank our sponsoring organisations Internet NZ, Centrality and ASB, and the wonderful team at Yabble for donating their time to the project.

Ngā Mihi,
Andrew Weaver
Executive Director

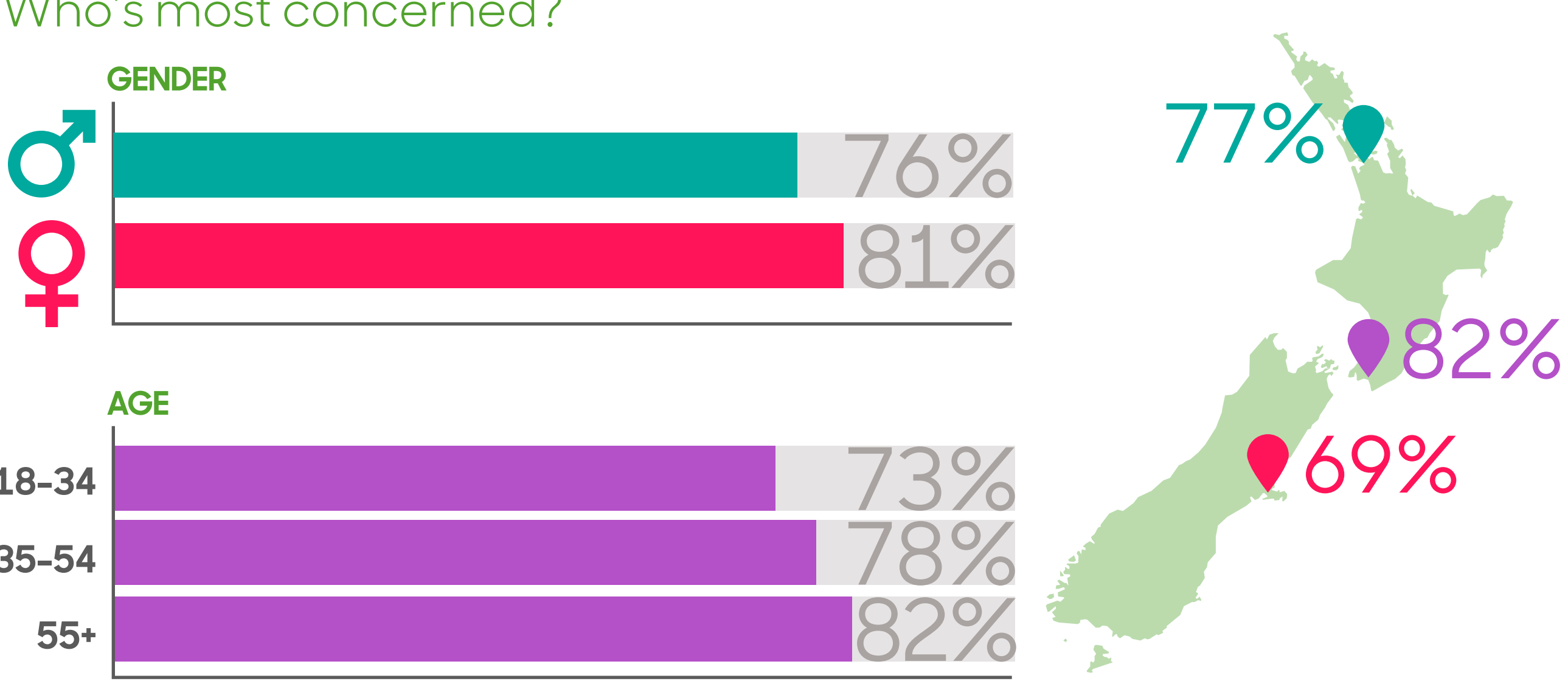


79% of New Zealanders are concerned about the protection of their identity and use of personal data by organisations

What are they most worried about?



Who's most concerned?



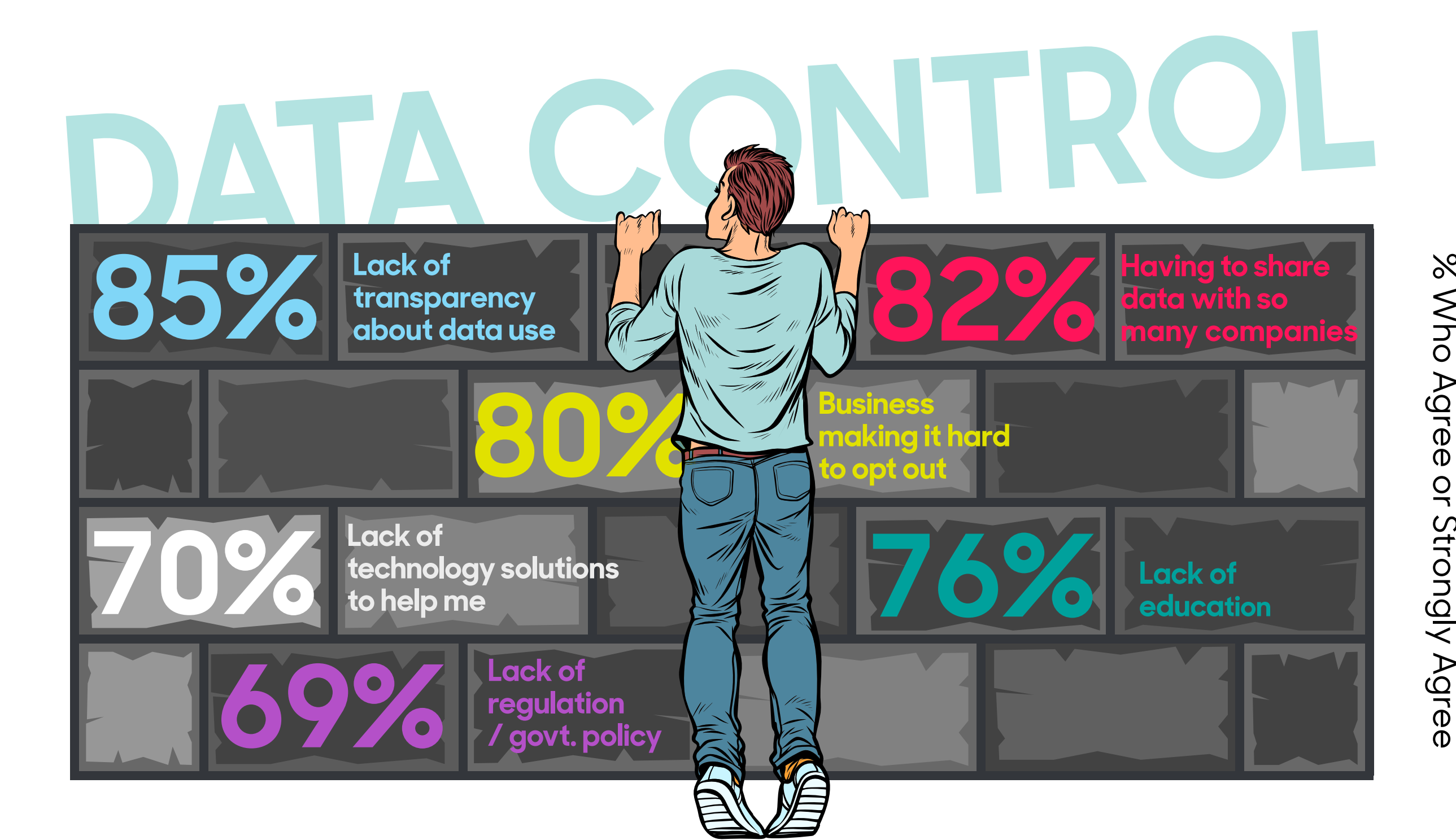
With 73% of New Zealanders having claimed to have made a change to their online behaviour due to privacy concerns in the last 12 months

Only **5%** of New Zealanders feel confident about their rights when it comes to their digital identity and data storage...

With... **58%** saying they don't know how to protect their identity & data online

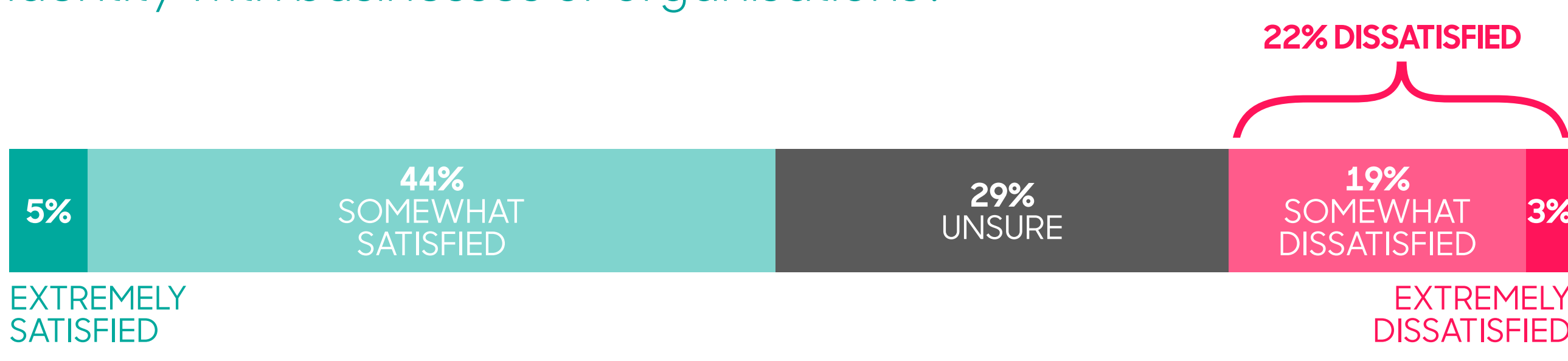
And... **68%** saying they currently find it hard to protect their identity & control the use of their personal data online

The **KEY BARRIERS** for New Zealanders to be in control of their data:



Only **1 in 20** New Zealanders are fully satisfied with the current experience of registering new accounts...

How satisfied are you with the current experience of registering new accounts i.e. the process of sharing your personal data / identity with businesses or organisations?



Key pain points centre around remembering passwords and user names for a multitude of places...



93% of New Zealanders find the idea of being more in control of their digital identity appealing...

Why do they like this idea?

- It would make them feel more secure / more in control
- It would provide a one stop / simple solution
- It would help reduce fraud / scams online

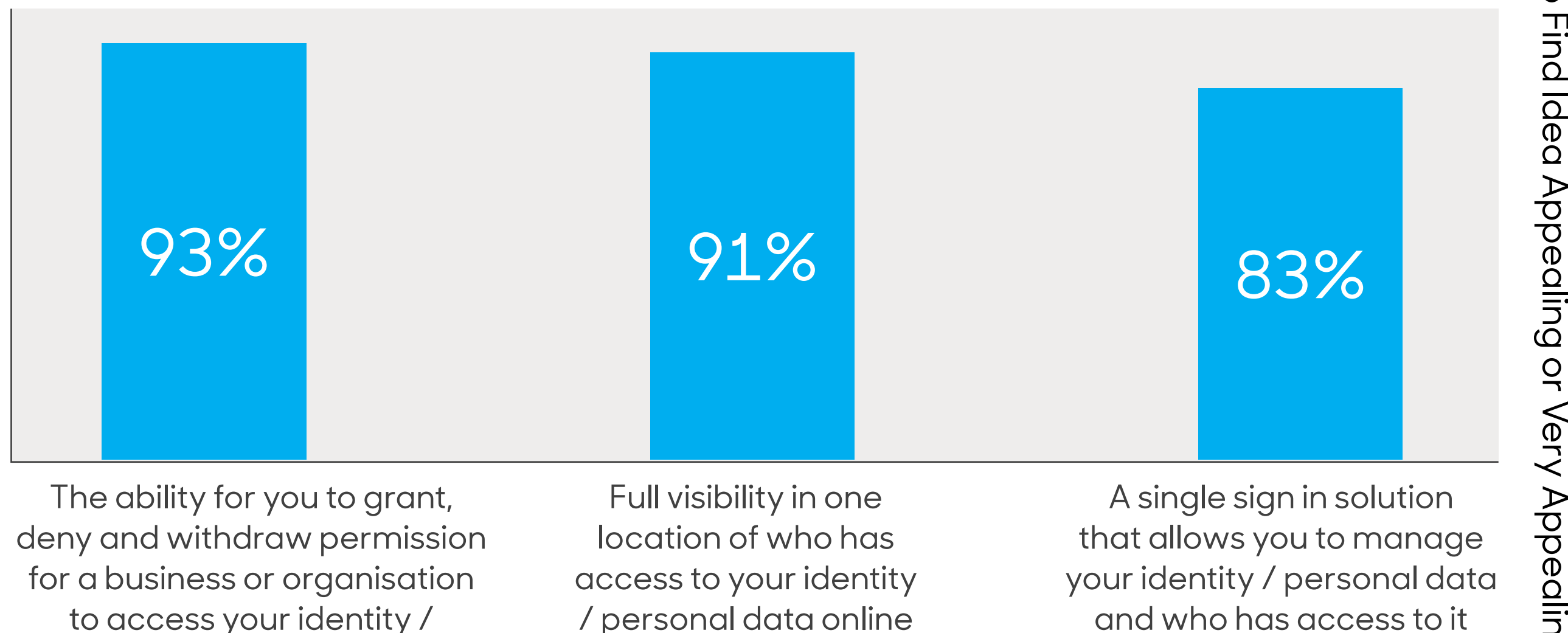
But they're concerned about...

- Loss of control of personal data and freedom i.e. the government or central body holding this information on citizens
- Expense to obtain & maintain

"Being in control of my digital identity is the way life should be."

"Dislike cause I wouldn't like to be controlled."

With **strong appeal for ideas** that provide New Zealanders with **more transparency and control** of their personal identity...



Study details:
 Online survey conducted 1st - 14th April 2019
 Designed to provide a robust baseline metric of identity awareness and understanding among the New Zealand public
 Total of 1,092 people answered the survey online
 Representative of New Zealand population 18 years plus by age, gender, ethnicity and location
 Margin of error on results of +/- 3%