



Office of the
Privacy Commissioner
of Canada

Commissariat
à la protection de
la vie privée du Canada

2022-23 Survey of Canadians on Privacy-Related Issues

Final Report

Prepared for the Office of the Privacy Commissioner of Canada

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Canada 

2022-23 Survey of Canadians on Privacy-Related Issues
Final Report

Prepared for the Office of the Privacy Commissioner of Canada
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This public opinion research report presents the results of a telephone survey conducted by Phoenix SPI on behalf of the Office of the Privacy Commissioner of Canada. The fieldwork for the research study was conducted with 1,500 Canadians, aged 16 and older, between November 23 and December 18, 2022.

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Executive Summary

Phoenix Strategic Perspectives Inc. (Phoenix SPI) was commissioned by the Office of the Privacy Commissioner of Canada (OPC) to conduct a telephone survey of Canadians on privacy-related issues.

1. Research Purpose and Objectives

The purpose of this research was to better understand the extent to which Canadians are aware of and understand their privacy rights and various privacy issues. The objective was to collect and track over time Canadians' opinions of privacy issues that fall under the OPC's four strategic privacy priorities: economics of personal information; government surveillance; reputation and privacy; and the body as information. The research findings will inform and guide the OPC's outreach efforts with Canadians.

2. Key Findings

Many Canadians consider themselves to be knowledgeable about their privacy rights and they continue to be concerned about protecting their personal privacy.

Approximately half of surveyed Canadians rated as good or very good their knowledge of their privacy rights in general (51%) and specifically their knowledge of how to protect their privacy rights (50%). Self-assessed knowledge is down when compared to 2020. This year, more Canadians rated their knowledge as poor or very poor: 27% felt this way about their knowledge in general (versus 18% in 2020), and 30% felt this way about their knowledge of how to protect their personal privacy (versus 23% in 2020). Underscoring this decline in privacy-related knowledge, 48% (down from 52% in 2020) feel they have enough information to know how new technologies might affect their personal privacy. Concern about the protection of their privacy remains high among Canadians, with 93% expressing some level of concern.

More than half the Canadians surveyed are confident that government respects their privacy rights; fewer feel this way about businesses. When it comes to trust in specific types of organizations, Government of Canada, banks, and law enforcement rate the highest among Canadians.

Just over half of the Canadians surveyed (58%; down from 63% in 2020) feel that the federal government respects their privacy rights. Far fewer believe that businesses respect their privacy rights (39% down from 45% in 2020). When the focus is on trust specifically, the vast majority of Canadians (80%) have at least a fair amount of trust that the Government of Canada will protect the personal information they share with them. Following this, three-quarters each said they have a fair amount or a great deal of trust in banks (76%) and law enforcement (76%). Fewer have this level of trust in telecommunications companies and internet service providers (41%), retailers (36%) and Big Tech (34%). Canadians are least likely to trust social media companies. Just one in 10 trust these companies to protect their personal information.

Canadians believe their online activities are being tracked by companies and organizations, are concerned about how their online personal information will be used by organizations and are reluctant to share personal information.

Most Canadians (91%) believe that at least some of what they do online or on their smartphones is being tracked by companies or organizations. In contrast, fewer Canadians (73%) believe at least some of what they do online or on their smartphone is being tracked by the Government. Consistent with their belief that online and smartphone activities are being tracked, 89% of Canadians are at least somewhat concerned about social media platforms gathering personal information posted online to

create a profile of them and almost as many (87%) are at least somewhat concerned about how companies and organizations might use information available about them online to make decisions about them, such as for a job, an insurance claim or health coverage.

In addition, 91% of Canadians are concerned about identify theft, and many are concerned about the Government using personal information about citizens to make decisions about things like government spending (77%) or to investigate cases of fraud or tax evasion (71%). And, when it comes to sharing personal information, a majority of Canadians are not comfortable having their face or photo scanned to verify their age online (65%) or their voice used to confirm their identity (61%).

Highlighting their concerns about privacy protection, Canadians have taken some actions to protect themselves, including reading privacy policies.

Three-quarters of Canadians have adjusted privacy settings on a social media account (75%) or refused to provide an organization or business with their personal information due to privacy concerns (74%). In addition, 70% sometimes or always read privacy policies, notices or pop-ups when using mobile applications or conducting transactions online. Fewer have deleted or stopped using a social media account due to privacy concerns (50%) or stopped doing business with a company or organization that experienced a privacy breach (38%). One-third (32%) said they have raised a privacy concern with a company or organization.

3. Methodology

A 14-minute random digit dialling (RDD) telephone survey was administered to 1,500 Canadian residents, 16 years of age or older between November 23 and December 18, 2022. The results can be considered representative of the population of Canadians aged 16 and older. Based on a sample of this size, the overall results can be considered accurate within $\pm 2.5\%$, 19 times out of 20. The margin of error is greater for results pertaining to subgroups of the total sample. Data were weighted to reflect the population in terms of age, gender, and region.

4. Statement of Political Neutrality

I hereby certify as a Senior Officer of Phoenix Strategic Perspectives that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the *Communications Policy* of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



Alethea Woods
President
Phoenix Strategic Perspectives Inc.

5. Contract Value

The contract value was \$69,928.58 (HST included).

Introduction

The Privacy Commissioner of Canada is the agent of Parliament responsible for the protection and promotion of the privacy rights of Canadians, with the powers to investigate complaints and conduct audits under two federal laws; publish information about information-handling practices in the public and private sectors; and conduct research into privacy issues. Phoenix Strategic Perspectives Inc. (Phoenix SPI) was commissioned by the Office of the Privacy Commissioner of Canada (OPC) to conduct a telephone survey of Canadians on privacy-related issues.

1. Background and Objectives

Mandated by Parliament to act as an ombudsman and guardian of privacy in Canada, the OPC, among other things, oversees compliance with the *Privacy Act*, which covers the personal information-handling practices of federal government departments and agencies, and the *Personal Information Protection and Electronic Documents Act*, Canada's federal private-sector privacy law. The OPC's mandate to protect and promote privacy rights includes promoting awareness and understanding of privacy issues by the Canadian public. In support of this, the OPC, every two years, has conducted quantitative research with the general population to collect the information it needs to advance and report on its core responsibility of protecting privacy rights.

The purpose of this research is to better understand the extent to which Canadians are aware, understand, and perceive privacy-related issues. The objectives of this year's research were to collect and track over time Canadians' opinions of privacy issues that fall under the OPC's four strategic privacy priorities: economics of personal information; government surveillance; reputation and privacy; and the body as information. In addition, this year, the OPC, again, addressed the COVID-19 pandemic—specifically, how, if at all, it has influenced Canadians' concerns about privacy and the protection of their personal information.

The research findings will be used by the OPC to better understand Canadians' concerns and attitudes toward privacy, their awareness of privacy institutions, and their views on personal information management. This knowledge will inform and guide outreach efforts with Canadians. The findings will also help the OPC report on results as required in its Departmental Results Framework.

2. Methodology

A 14-minute random digit dialling (RDD) telephone survey was administered to 1,500 Canadian residents, 16 years of age or older between November 23 and December 18, 2022. An overlapping dual-frame (landline and cell phone) sample was used to minimize coverage error. The results can be considered representative of the population of Canadians aged 16 and older. Based on a sample of this size, the overall results can be considered accurate within $\pm 2.5\%$, 19 times out of 20. The margin of error is greater for results pertaining to subgroups of the total sample. Data were weighted to reflect the population in terms of age, gender, and region. For a more complete description of the methodology, refer to the Appendix: 1. [Technical Specifications](#).

3. Notes to Reader

- All results in the report are expressed as a percentage, unless otherwise noted.

- Throughout the report, percentages may not always add to 100 due to rounding and/or multiple responses being offered by respondents.
- The number of respondents changes throughout the report because questions were asked of sub-samples of survey respondents. Readers should be aware of this and exercise caution when interpreting results based on smaller numbers of respondents.
- Only subgroup differences that are statistically significant at the 95% confidence level and pertain to a subgroup of at least n=30 are described in the report. The exception regarding sample size is differences indicative of a pattern.
 - For the regional results, surveys completed by respondents from Nunavut, or the Northwest Territories are grouped with the Prairies, and surveys completed by respondents from the Yukon are grouped with British Columbia.
- Reference is made to findings from similar surveys conducted in previous years. When comparing results over time, it should be kept in mind that the sample size and sample frame varies from wave to wave. Prior to 2012, approximately 2,000 Canadians were interviewed compared to approximately 1,500 starting in 2012. In addition, a dual sample frame (landline and cell phones) was introduced in 2012 and the ratio of landline to cell phone telephone numbers has changed over time to address the growing number of cell phone only (CPO) households in Canada.
- The survey questionnaire is [appended](#) to the report.
- The tabulated data are available under separate cover.

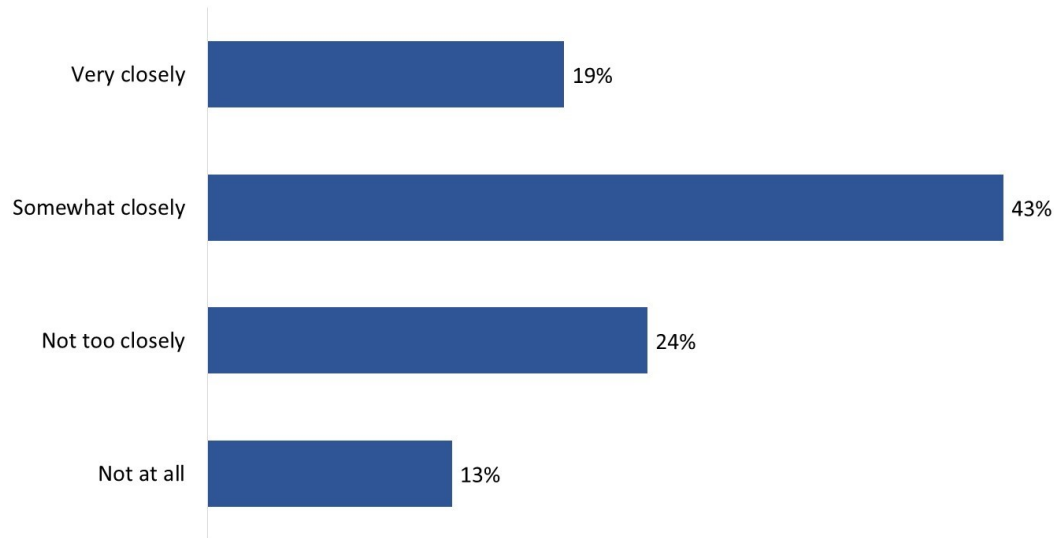
Detailed Findings

1. Concern, knowledge, and trust

Six in 10 Canadians closely follow news about privacy issues

Six in 10 (62%) Canadians surveyed said they follow news about privacy issues very (19%) or somewhat (43%) closely. Conversely, one-quarter (24%) said they follow news about this not too closely, and 13% not at all.

Figure 1: Follow news about privacy issues



Q1. To start, how closely, if at all, do you follow news about privacy issues?
Base in 2022: n=1,500; Don't know (<1%)

The following groups of respondents were more likely to follow news about privacy issues somewhat or very closely:

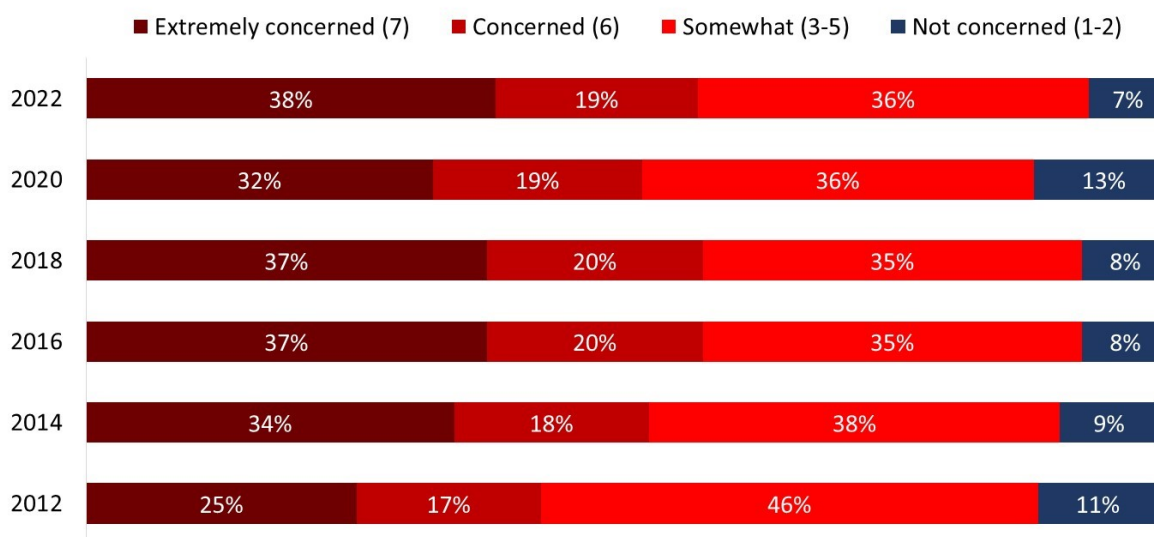
- Canadians living in Atlantic Canada (68%) compared to those living in Quebec (57%).
- Canadians aged 25 and older (51% of 25- to 34-year-olds, 66% of 35- to 54-year-olds, and 72% of those aged 55 and older) compared to 16- to 24-year-olds (33%).
- Those who rated their knowledge of their privacy rights as good (72% versus 45% of those who said they have poor knowledge).
- Respondents very concerned about the protection of their privacy (74% versus 27% of those not concerned).

Canadians with up to a high school education (49%) were more likely to say they do not follow news about privacy issues (compared to 33% of those who completed a trades or college certificate or diploma and 32% of those who completed a university diploma, certificate, or degree).

Most Canadians express some level of concern about protecting personal privacy

The vast majority of Canadians (93%) expressed some level of concern about the protection of their privacy. This includes 38% of Canadians who said they are extremely concerned about the protection of personal privacy. Very few Canadians (7%) are not concerned about protecting their privacy. Compared to 2020, the proportion of Canadians who said they are extremely concerned about the protection of their privacy has increased six percentage points (from 32% to 38% in 2022). This year's results are more in line with those of 2016 and 2018.

Figure 2: Concern about protection of personal privacy



*Q2. In general, are you concerned about the protection of your privacy? Please use a scale of 1 to 7, where '1' means not concerned at all, and '7' means extremely concerned? [QUESTION MODIFIED IN 2020]

Base in 2022: n=1,500; Don't know (<0.5%)

As was the case in 2020, concern was more pronounced in Quebec and among those aged 35 and older. Forty-three percent of respondents in Quebec said they are extremely concerned about the protection of their privacy compared to 29% of those in British Columbia. Additionally, the likelihood of being extremely concerned about the protection of one's personal privacy increased with age, from 23% of 16- to 24-year-olds and 27% of 25- to 54-year-olds to 41% of 35- to 54-year-olds and 43% of those aged 55+.

Those who view themselves as knowledgeable about their privacy rights (49% versus 23% of those who said they have poor knowledge) as well as those who follow news about privacy issues somewhat or very closely (45% versus 25% those who do not) were also more likely to be extremely concerned about protecting their privacy.

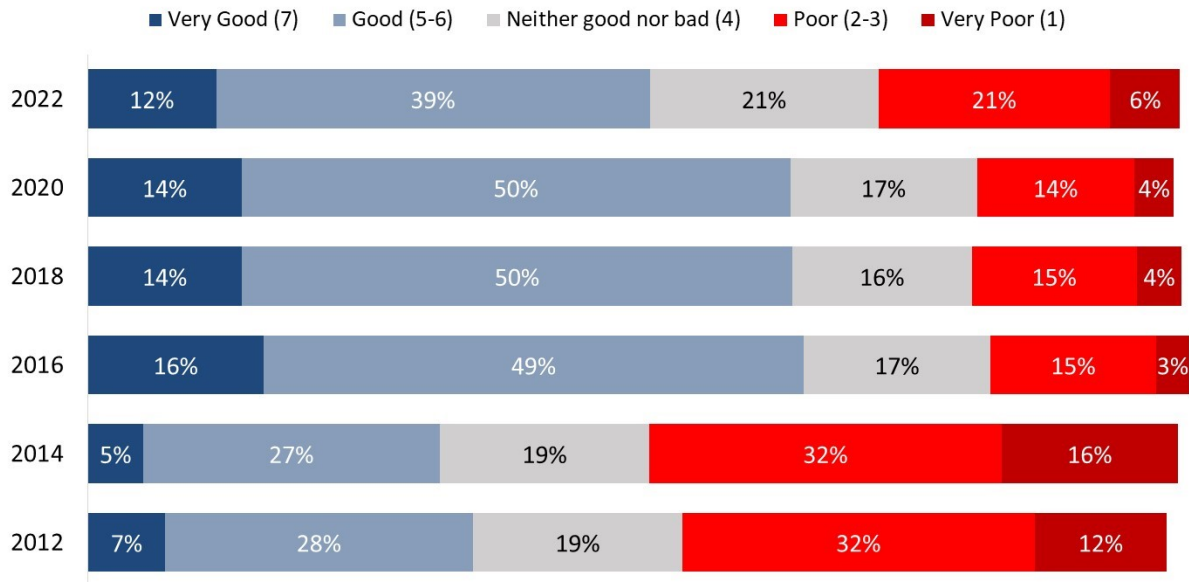
Half of Canadians claim to be knowledgeable of their privacy rights

Half of the Canadians surveyed rated their knowledge of their privacy rights as good (39%) or very good (12%). Conversely, just over one-quarter assessed their knowledge as poor (21%) or very poor (6%). While Canadians' reported knowledge of their privacy rights has been very consistent from 2016¹ to 2020, this

¹ This question was modified in 2016. In previous waves, the survey question wording was: How would you rate your knowledge of your privacy rights *under the various laws protecting your personal information*? Beginning in 2016, the question was shortened to: How would you rate your knowledge of your privacy rights? This change explains, at least in part, the significantly lower ratings reported in 2012 and 2014.

year marks a significant change. Self-assessed knowledge has declined 13 percentage points since it was last measured in 2020 (from 64% in 2020 to 51% in 2022). This year, 27% of respondents rated their knowledge in this area as poor or very poor compared to 18% in 2020 (19% in 2018 and 18% in 2016).

Figure 3: General knowledge of privacy rights



Q3A. Using a scale of 1 to 7, where '1' means very poor and '7' means very good, how would you rate your knowledge of the following... your privacy rights?

Base in 2022: n=1,500; Don't know (1%)

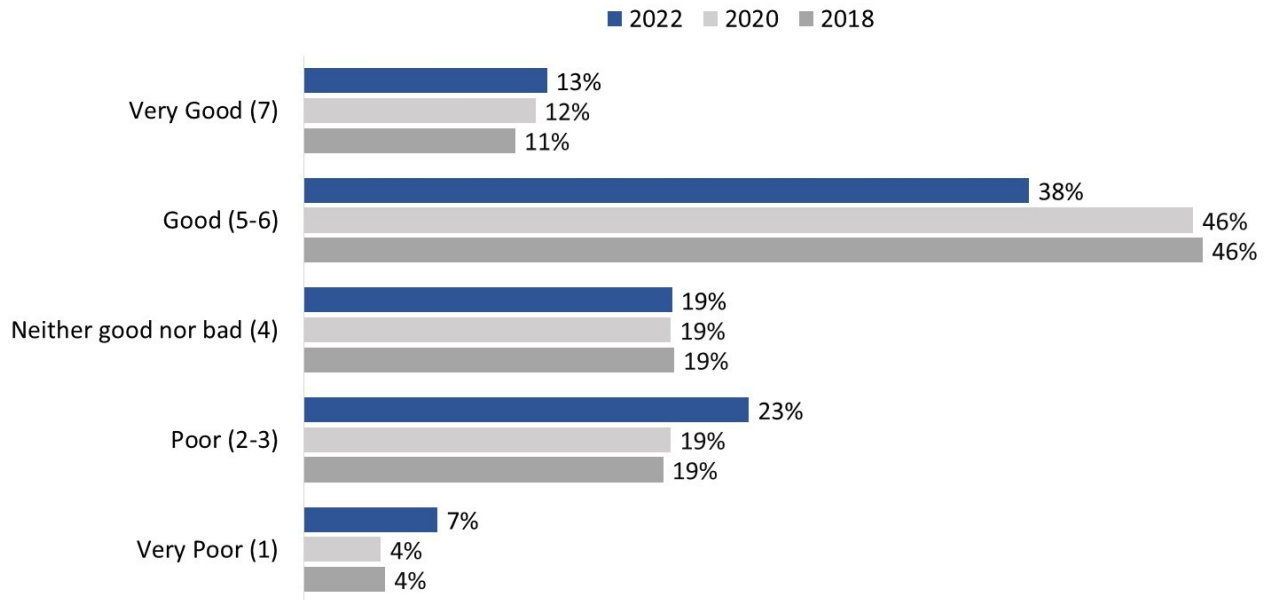
Self-assessed knowledge is significantly higher in Quebec (61%) than in Ontario (48%), the Prairies (53%), and British Columbia (39%). It is also higher among Canadians aged 55+ (57%) compared to younger Canadians (50% of 35- to 54-year-olds, 42% of 25- to 34-year-olds, 40% of 16- to 24-year-olds).

Those who said they are very concerned about the protection of their privacy (65% versus 39% of those not concerned about this) as well as those who follow news about privacy issues somewhat or very closely (59% versus 38% those who do not) were more likely to view themselves as knowledgeable about their privacy rights.

Half of Canadians know how to protect privacy rights

Half of Canadians rated their knowledge of how to protect their privacy rights as good (38%) or very good (13%). In contrast, three in 10 said they have poor (23%) or very poor (7%) knowledge of how to protect their privacy rights. Knowledge of how to protect privacy rights has decreased eight percentage points since 2020 (from 58% in 2020 to 50% this year).

Figure 4: Knowledge of how to protect privacy rights



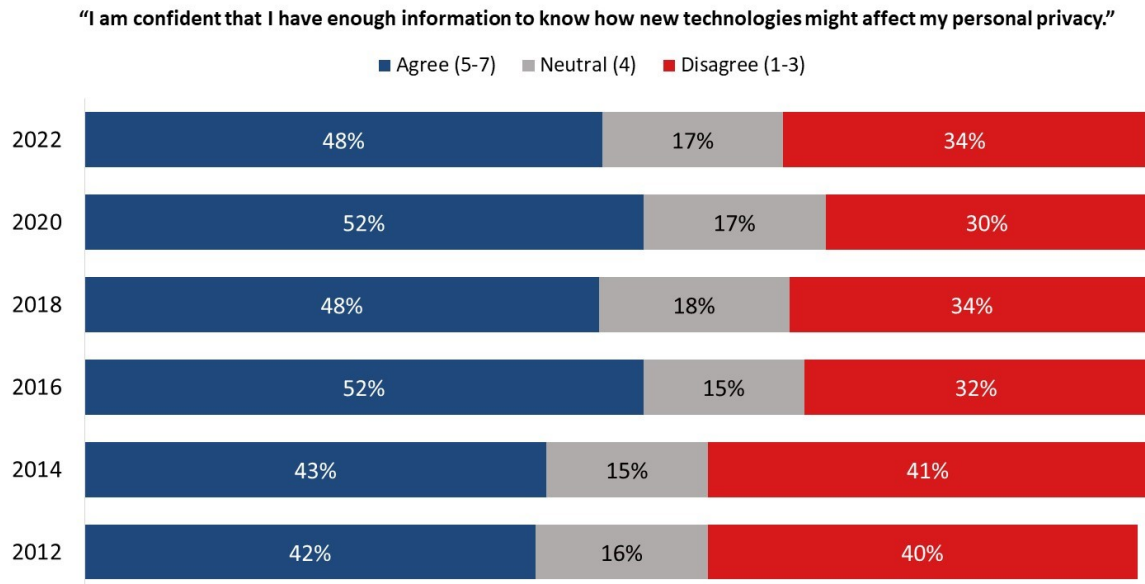
Q3B. Using a scale of 1 to 7, where '1' means very poor and '7' means very good, how would you rate your knowledge of the following... how to protect your privacy rights?
 Base in 2022: n=1,500; Don't know (1%)

Knowledge of how to protect one’s privacy rights followed a similar pattern as general knowledge of privacy rights, with those in Quebec (58%) more likely to say they have good knowledge in this area compared to those in Ontario (47%) and British Columbia (40%). The likelihood of rating their knowledge as good increased with the age of a respondent, from 41% of 16- to 24-year-olds to 55% of those aged 55+, and it was higher among those knowledgeable about privacy rights (82% versus 12% of those not knowledgeable), those very concerned about this (61% versus 38% of those not concerned), and those who follow news about privacy issues (56% versus 40% of those who do not).

Nearly half of Canadians feel confident about their knowledge on the privacy implications of new technologies

Nearly half of surveyed Canadians (48%) said they are confident they have enough information to know how new technologies might affect their personal privacy. In contrast, a similar proportion (51%) said they do not have enough information about this (34% disagreed outright with this premise and 17% were neutral). This represents a slight decrease since 2020 when 52% reported their agreement with the statement: “I am confident that I have enough information to know how new technologies might affect my personal privacy.”

Figure 5: Knowledge of how new technologies affect privacy



Q4c. Please tell me how much you agree or disagree with the following statements. To do so, use a 7-point scale, where ‘1’ means you strongly disagree and ‘7’ means you strongly agree.
 Base in 2022: n=1,500; Don’t know (1%)

The following groups of Canadians were more likely to agree that they have enough information to know how new technologies might affect their personal privacy:

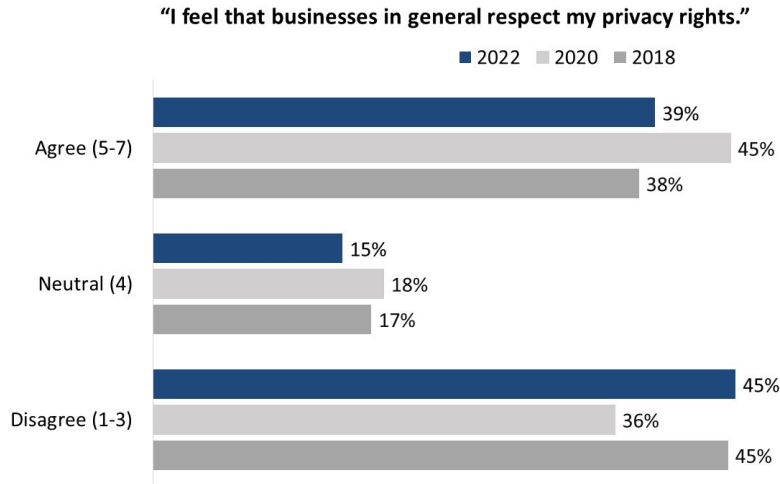
- Those who reside in Quebec (62%) compared to Canadians elsewhere in the country.
- 16- to 24-year-olds (61%) compared to 46% of those aged 35+.
- Canadians who rated their knowledge of their privacy rights as good (63% versus 29% of those who said they have poor knowledge).
- Canadians very concerned about the protection of their privacy (51% versus 44% of those somewhat concerned about this).
- Respondents who somewhat or very closely follow news about privacy (51% versus 43% of those who do not).

2. Attitudes towards privacy and related issues

4 in 10 are confident that businesses respect their privacy rights

Approximately four in 10 Canadians (39%) believe that businesses in general respect their privacy rights. In contrast, a significant minority of Canadians (45%) disagreed with the statement that this is the case. Trust in businesses protecting the privacy rights of Canadians has decreased six percentage points since 2020, from 45% in 2020 to 39%, which is in line with the baseline results of 2018 where 38% agreed they had trust.

Figure 6: Views on whether businesses respect privacy rights



Q4a. Please tell me how much you agree or disagree with the following statements, using a scale of 1 to 7. [SPLIT SAMPLE: 50% 4A/ 50%: 4B]

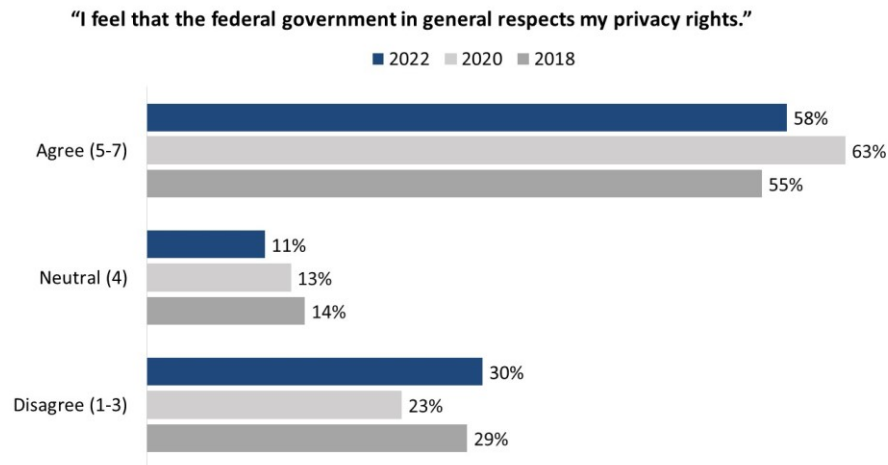
Base in 2022: n=748; Don't know (1%)

Agreement that businesses respect the privacy rights of Canadians was higher among those who have not completed a university certificate or degree (46% versus 32% of those who have), women (44% versus 35% of men), and those who view themselves as knowledgeable about their privacy rights (45% versus 26% of those who do not).

Almost six in 10 Canadians are confident that government respects their privacy rights

Nearly six in 10 Canadians (58%) feel that the federal government in general respects their privacy rights. This represents a decrease of five percentage points since 2020, when 63% of respondents agreed with the statement: "I feel that the federal government in general respects my privacy rights". Exactly three in 10 (30%) disagreed, indicating that they feel the federal government does not respect their privacy rights.

Figure 7: Views on whether the federal government respects privacy rights



Q4b. Please tell me how much you agree or disagree with the following statements, using a scale of 1 to 7. [SPLIT SAMPLE: 50% 4A/ 50%: 4B]

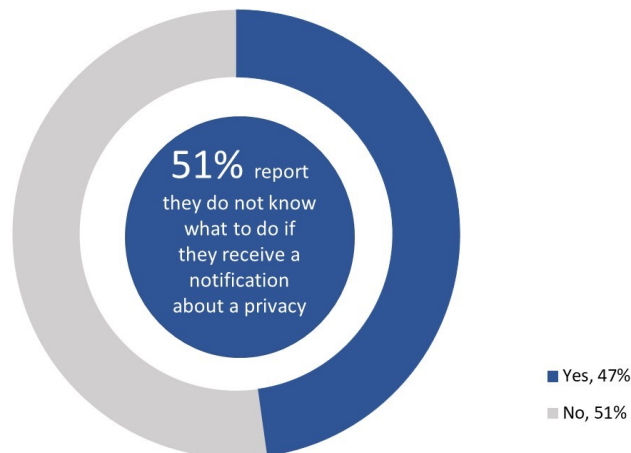
Base in 2022: n=752; Don't know (1%)

Agreement that the Government of Canada respects the privacy rights of Canadians was higher among those in Quebec (68%) compared to Ontario (53%), the Prairies (57%) and British Columbia (55%). It was also higher among women (64% versus 53% of men), those who completed university (66% versus 53% of those who completed a trades or college certificate or diploma) and 48% of those with up to a high school diploma), those who do not have a disability (59% versus 47% of Canadians with a disability), and those who view themselves as knowledgeable about their privacy rights (65% versus 45% of those who do not).

Even divide in knowledge of what to do about privacy breach

When asked if they know what to do if they receive a notification from an organization about a privacy breach, Canadians were divided. Just under half (47%) reported they did know what to do if they received a notification about a privacy breach, while half (51%) said they did not know what to do in the situation.

Figure 8: Knowledge of what to do if notified about privacy breach



Q4d. Do you know what to do if you receive a notification from an organization about a privacy breach?

Base in 2022: n=1,500; Don't know (2%)

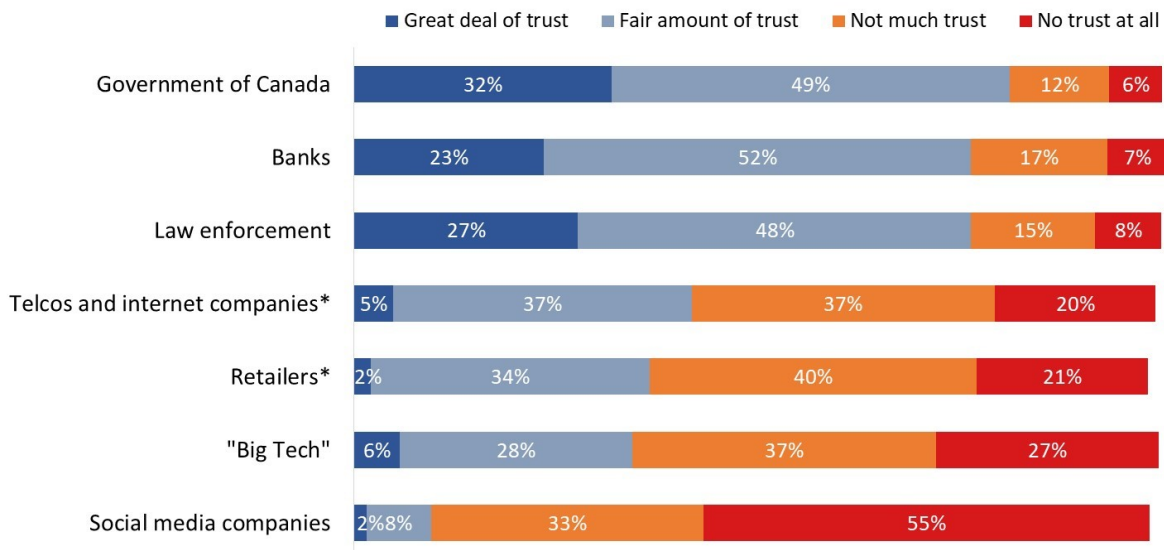
Canadians in the Prairies (54% versus 43% of those in Quebec), those aged 35 to 54 (54% versus 47% of those aged 55+ and 41% of those 25 to 34, and 37% of those 16 to 24), and those who have completed at least some post-secondary education (48% versus 40% of those with a high school diploma or less education) were more likely to say they know what to do if they receive a notification from an organization about a privacy breach. Those knowledgeable about their privacy rights (57%) and those who follow news about privacy (51%) also felt this way.

Majority trust the Government of Canada, banks and law enforcement to protect their personal information; limited trust in other organizations

When asked to rate their level of trust in various organizations, eight in 10 Canadians (80%) said they have at least a fair amount of trust in the Government of Canada to protect the personal information they share with them. Additionally, three-quarters said they have at least a fair amount of trust in banks and law enforcement (76% each).

Following this, fewer than half have a fair amount (37%) or a great deal (5%) of trust in telecommunications companies and internet service providers, while approximately one-third reported some level of trust in retailers (36%) and Big Tech (34%). Canadians expressed the lowest level of trust in the ability of social media companies to protect their personal information – 2% have a great deal and 8% a fair amount of trust.

Figure 9: Trust in different organizations to protect personal information



Q5. How much trust do you have in the following organizations to protect the personal information you share with them? Do you have a great deal of trust, a fair amount of trust, not much trust, or no trust at all in... ? *[MODIFIED IN 2022]
 Base: n=1,500; Don't know: (range from <0.5%-3%)

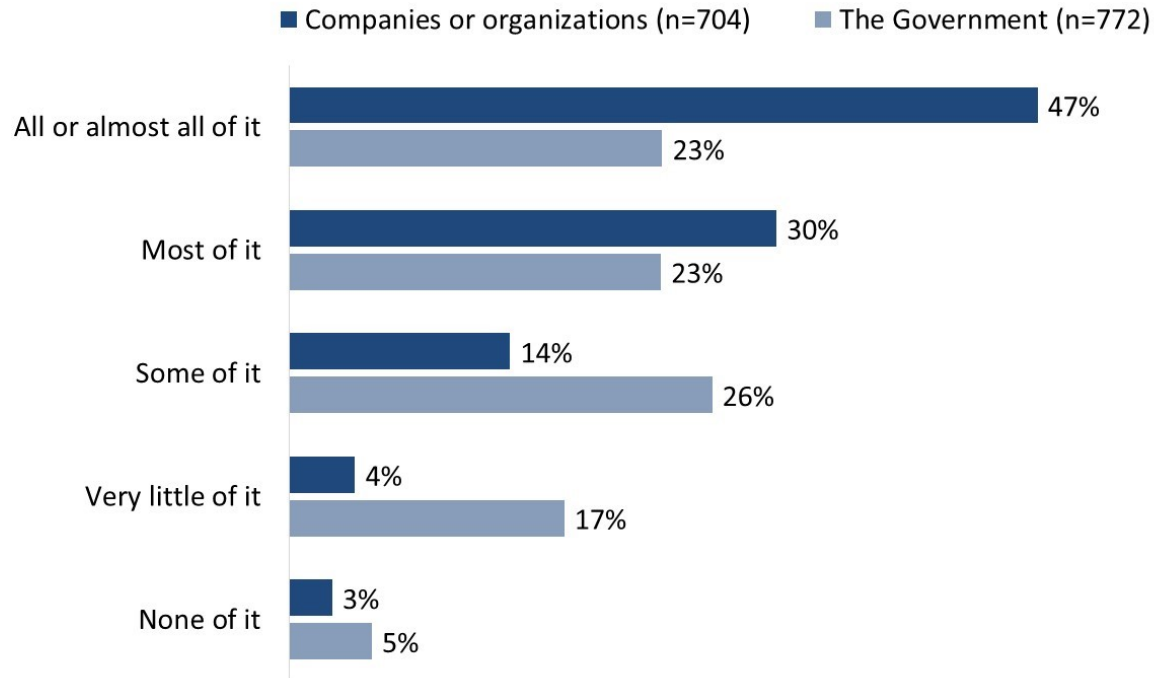
There were differences in the amount of trust Canadians place in these organizations, but these differences did not follow any consistent pattern.

3. Privacy concerns

Strong majority believe companies or organizations are tracking online and mobile activities

Approximately nine in 10 Canadians (91%) said they believe at least some of what they do online or on their smartphone is being tracked by companies or organizations, with close to half (47%) believing that all or almost all of it is being tracked. In contrast, fewer Canadians (73%) believe at least some of what they do online or on their smartphone is being tracked by the Government, with just one-quarter (23%) believing all or almost all of it is tracked.

Figure 10: Concern about online / mobile use being tracked



Q6. As far as you know, how much of what you do online or on your smartphone is being tracked by [SPLIT SAMPLE: 50% companies or organizations / 50%: the government].

Base: those with access to the internet. Don't know: (range from 2%-5%)

Those in Quebec (34%) were less likely than respondents living in Ontario (53%), the Prairies (51%) or British Columbia (50%) to say that all or almost all of what they do online or on their smartphone is being tracked by companies or organizations. Canadians aged 55+ (36%) were also less likely than younger Canadians (55% of those 25 to 34 and 56% of those 35 to 54 years of age) to think this.

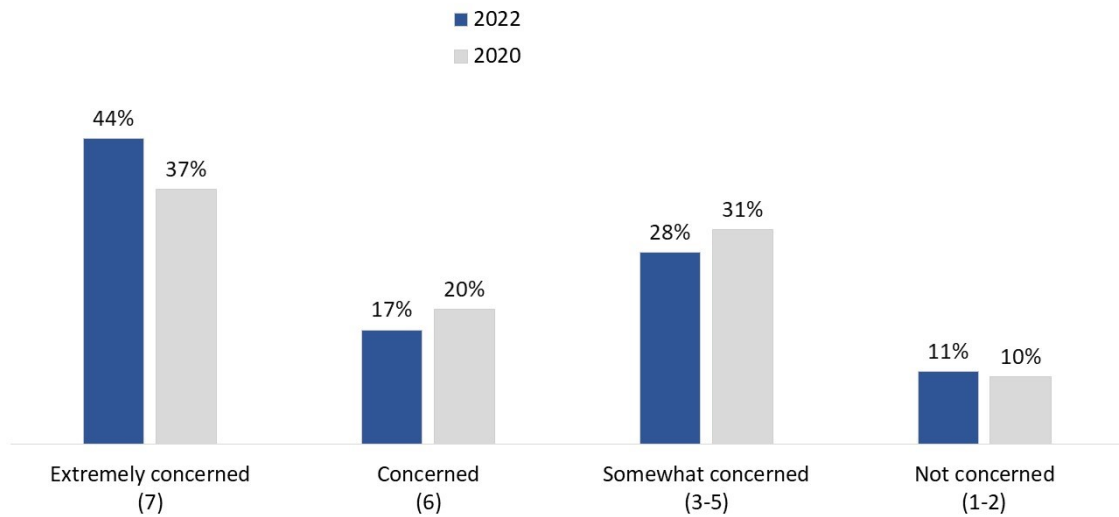
Canadians aged 55+ (14% versus 28% of Canadians under 55) were least likely to say that all or almost all of what they do online or on their smartphone is being tracked by the government. The likelihood of saying that all or almost all of what they do online or on their smartphone is being tracked by the government decreased as education levels increased, from 30% of respondents with up to a high school diploma to 18% of university graduates.

Nearly all Canadians are concerned about social media platforms gathering personal information

The vast majority of Canadians (89%) are at least somewhat concerned about social media platforms gathering personal information that they posted online to create a detailed profile of their interests and personal traits. This includes 44% who said they are extremely concerned about this. While the level of concern reported by Canadians this year is consistent with 2020, what has changed is the intensity. The proportion of Canadians extremely concerned has increased seven percentage points since 2020.

Figure 11: Concern about social media platforms creating user profiles

“Social media companies gathering your personal information from their platform to create a profile of your interests and personal traits for marketing purposes.”



*Q7a. Thinking about the information available about you online, please tell me whether you’re concerned about each of the following potentially happening. To do so, I’d like you to use a 7-point scale, where ‘1’ means you’re not at all concerned and ‘7’ means you’re extremely concerned. [QUESTION MODIFIED IN 2022; NO LONGER SPLIT SAMPLE]
 Base in 2022: n=1,476; those with access to the internet. Don’t know: (1%)

Canadians aged 35+ were more likely than younger Canadians to express concern about social media platforms gathering personal information from their platform to create a profile of their interests and personal traits for marketing purposes. The likelihood of expressing concern increased with age, from 43% of 16- to 24-year-olds, to 51% of 25- to 34-year-olds, to 66% of those aged 35 and older.

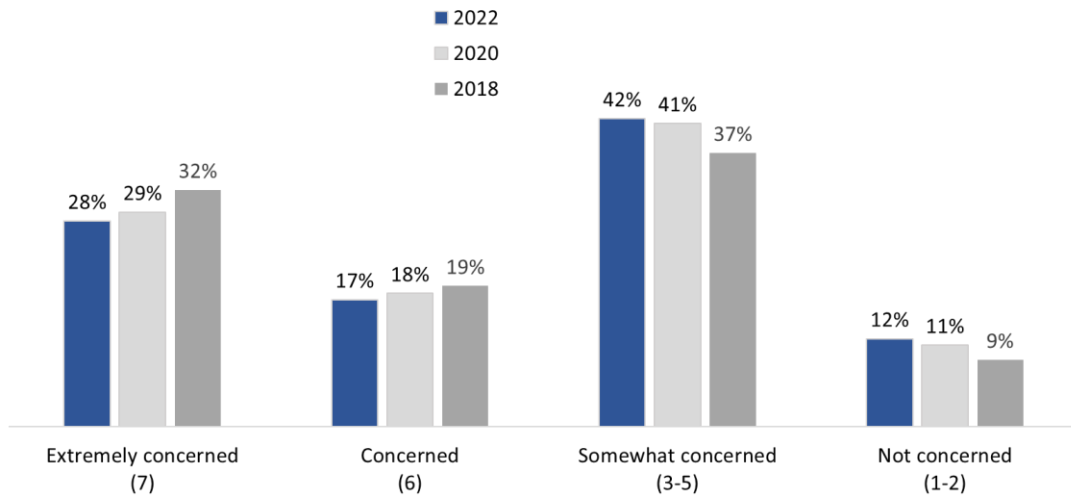
Concern was also higher among women (64%), those with a college (63%) or university (62%) education, those knowledgeable about their privacy rights (65%), those very concerned about protecting their personal privacy (70%), as well as respondents who follow news on privacy somewhat or very closely (68%).

Majority are concerned about how companies and organizations use online personal information

Eighty-seven percent (87%) of Canadians said they are at least somewhat concerned about how companies and organizations might use information available about them online to make decisions about them, such as for a job, an insurance claim or health coverage. Concern is more likely to be moderate (42%) than strong (28%). Compared to 2020, Canadians’ views on this issue are virtually unchanged (88% reported some level of concern, including 29% who said they are extremely concerned).

Figure 12: Concern about how companies or organizations will use online personal information

“Companies or organizations using information available about you online to make decisions about you, such as for a job, an insurance claim or health coverage.”



Q7b. Thinking about the information available about you online, please tell me whether you’re concerned about each of the following potentially happening. To do so, I’d like you to use a 7-point scale, where ‘1’ means you’re not at all concerned and ‘7’ means you’re extremely concerned.

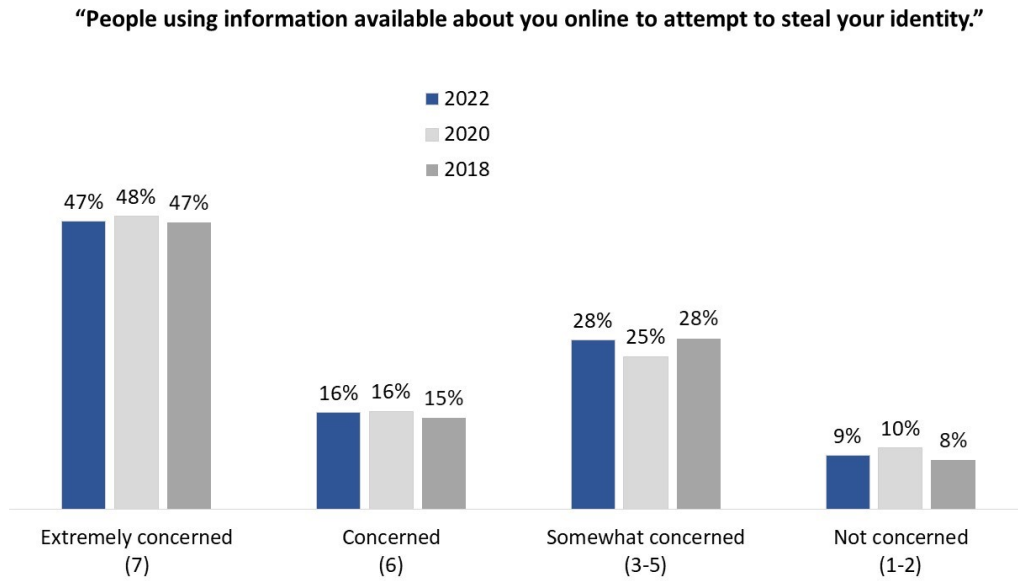
Base in 2022: n=1,476; those with access to the internet. Don’t know: (2%)

Concern about companies or organizations using personal information available online to make decisions about Canadians, such as for a job, an insurance claim or health coverage, was higher among those knowledgeable about their privacy rights (51%), those very concerned about protecting their personal privacy (56%), and those who follow news on privacy somewhat or very closely (51%).

Pervasive concern about identity theft among Canadians

Nine in 10 Canadians (91%) expressed some level of concern about people using information available about them online to attempt to steal their identity, including nearly half (47%) who said they are extremely concerned about identity theft. The proportion of Canadians concerned about identity theft has been consistent since tracking of this issue began in 2018 when 90% reported being concerned (versus 89% in 2020 and 91% in 2022).

Figure 13: Concern about identity theft



Q7c. Thinking about the information available about you online, please tell me whether you’re concerned about each of the following potentially happening. To do so, I’d like you to use a 7-point scale, where ‘1’ means you’re not at all concerned and ‘7’ means you’re extremely concerned.

Base in 2022: n=1,476; those with access to the internet. Don’t know: (1%)

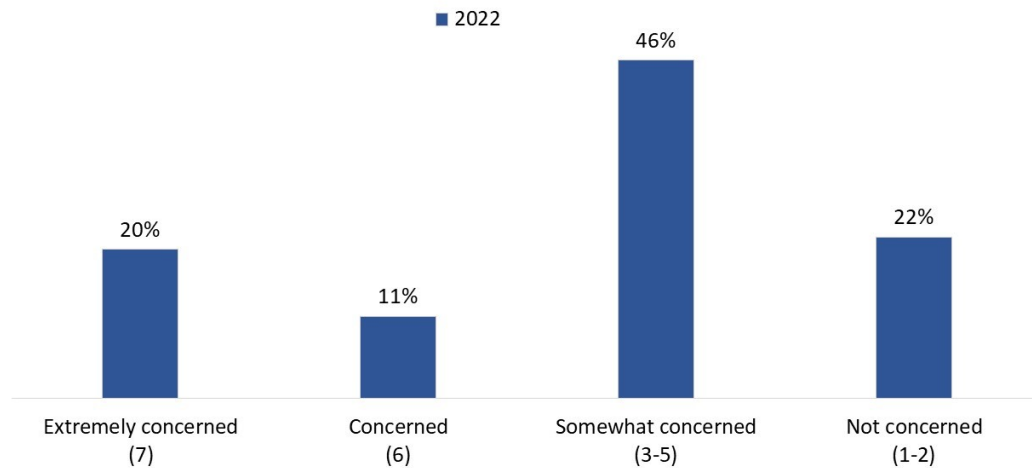
Canadians aged 35+ (66%) were more likely than 16- to 24-year-olds (49%) to say they are concerned about identity theft. Regionally, respondents in Quebec (67%) were more likely than those in British Columbia (57%) to be concerned that the information available about them online might be used to attempt to steal their identity. Women (68%), as well as those with a disability (71%), those knowledgeable about their privacy rights (68%), those very concerned about protecting their personal privacy (74%), and those who follow news on privacy somewhat or very closely (68%) were also more likely to express concern about this happening.

Approximately three-quarters are concerned about the Government of Canada using personal information to make decisions on government spending

Roughly three-quarters (77%) of Canadians expressed some level of concern about the Government of Canada using personal information about citizens that is available online to make decisions about things like government spending on programs and services. Concern is more likely to be moderate with 46% reporting they are somewhat concerned—more than double the 20% who said they are extremely concerned.

Figure 14: Concern about Government using personal information to make decision on Government spending

“The Government of Canada using personal information about citizens that is available online to make decisions about things like government spending on programs and services.”



Q7d. Thinking about the information available about you online, please tell me whether you're concerned about each of the following potentially happening. To do so, I'd like you to use a 7-point scale, where '1' means you're not at all concerned and '7' means you're extremely concerned. [SPLIT SAMPLE: 50% 7D/ 50%: 7E]

Base in 2022: n=720; those with access to the internet. Don't know: (2%)

The following groups of Canadians were more likely to be concerned about the Government of Canada using personal information about citizens that is available online to make decisions about things like government spending on programs and services:

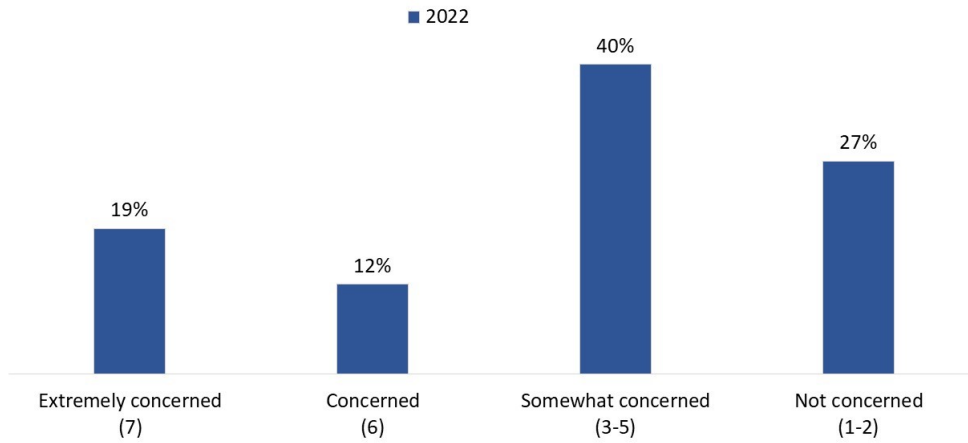
- Those with a high school level education (36%) and those who completed a trades or college certificate or diploma (39%) as compared to university graduates (23%).
- Those with a disability (42% versus 30% of those without a disability).
- Canadians who rated their knowledge of their privacy rights as good (38% versus 23% of those who said they have poor knowledge).
- Canadians very concerned about the protection of their privacy (40% versus 20% of those somewhat concerned about this).
- Respondents who somewhat or very closely follow news about privacy (34% versus 26% of those who do not).

Most are concerned about Government using personal information to investigate fraud or tax evasion

Seven in 10 (70%) Canadians reported having some level of concern about the Government of Canada using personal information about citizens that is available online to investigate cases of fraud or tax evasion. Similar to the proportions of Canadians being concerned about the Government using personal information to make decisions about spending, concern is more likely to be moderate with 40% saying they are somewhat concerned than strong with 19% saying they are extremely concerned.

Figure 15: Concern about Government using personal information to investigate fraud or tax evasion

“The Government of Canada using personal information about citizens that is available online to investigate cases of fraud or tax evasion.”

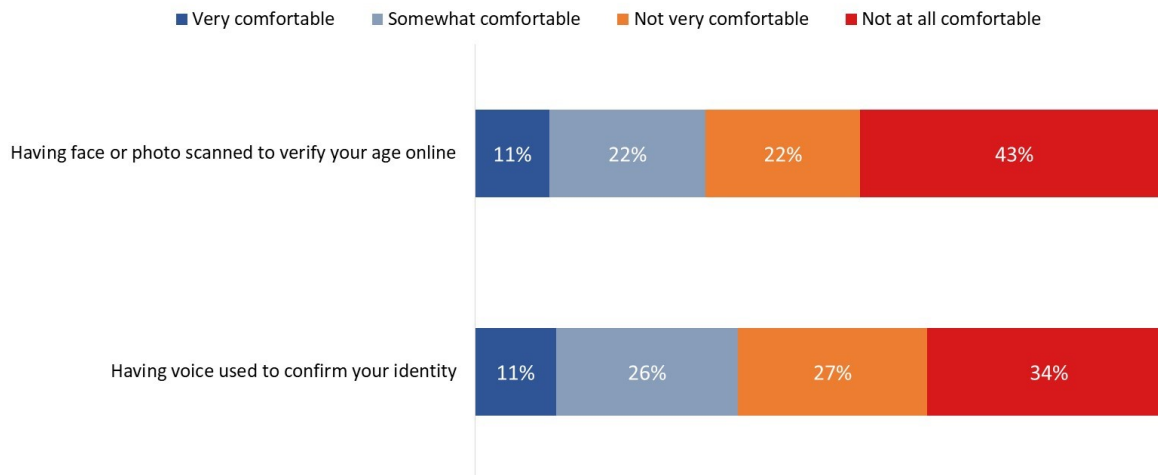


Q7e. Thinking about the information available about you online, please tell me whether you’re concerned about each of the following potentially happening. To do so, I’d like you to use a 7-point scale, where ‘1’ means you’re not at all concerned and ‘7’ means you’re extremely concerned. [SPLIT SAMPLE: 50% 7D/ 50%: 7E]
 Base in 2022: n=756; those with access to the internet. Don’t know: (2%)

Many Canadians are reluctant to share personal information in different scenarios

Two-thirds (65%) of Canadians said they would not be comfortable having their face or photo scanned to verify their age online, including 43% who would be not at all comfortable. Almost as many (61%) would not be comfortable having their voice used to confirm their identity, although fewer (34%) would be not at all comfortable.

Figure 16: Comfort sharing personal information in different scenarios



Q8. Thinking about personal privacy, would you be very comfortable, somewhat comfortable, not very comfortable, or not at all comfortable?
 Base: n=1,476; those with access to the internet. Don’t know: (2%)

The likelihood of being comfortable with a face or photo scan being used to verify one's age was higher among those in British Columbia (36%) and the Prairies (35%) compared to respondents in Quebec (27%). It was also significantly higher among 16- to 24-year-olds (51% versus 35% of 35- to 54-year-olds and 30% of those aged 55+).

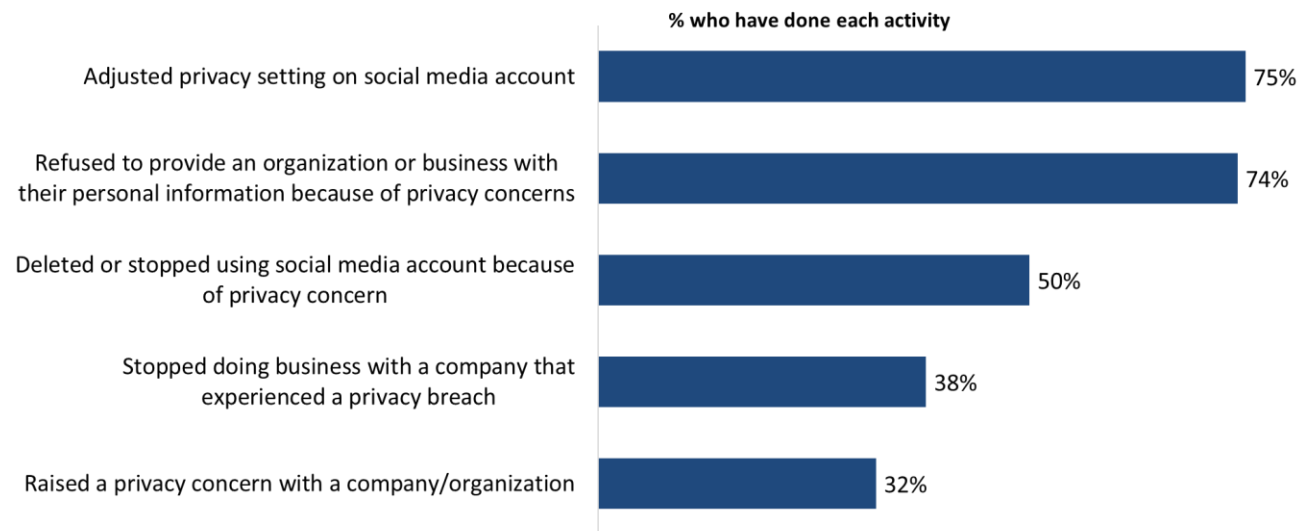
There were no subgroup differences when it comes to Canadians' level of comfort having their voice used to confirm identity.

4. Privacy experiences and actions to protect privacy

Many have taken some action(s) to protect their privacy

Three-quarters of Canadians have adjusted privacy settings on a social media account (75%; unchanged from 2020) and/or refused to provide an organization or business their personal information due to privacy concerns (74%; up from 71% in 2020). Following this, half (50%) have deleted or stopped using a social media account because of privacy concerns, which represents an increase of nine percentage points (up from 41% in 2020). Just over one-third (38% versus 40% in 2020) have stopped doing business with a company that experienced a privacy breach, while one-third (32%) have raised a privacy concern with a company or organization.

Figure 17: Actions taken to protect privacy



Q9. The following questions focus on actions you may have taken when it comes to your personal information. Have you... ?
Base: those for whom the scenario applies. Does not apply/Don't know: (range from 1%-7%)

There are notable differences in the actions taken by Canadians by region, age and education. Looking first at regions, those in Quebec were more likely than respondents elsewhere in the country to have taken many of these actions: deleted or stopped using a social media account (58% in Quebec compared to 46% in Atlantic Canada and 44% in Ontario), refused to provide personal information because of a privacy concern (78% compared to 70% of respondents in Atlantic Canada), stopped doing business with a company that experienced a privacy breach (44% versus 33% of those from Atlantic Canada, 35% from Ontario and 34% from the Prairies), and raised a privacy concern (45% versus 28% in Atlantic Canada and Ontario, 32% in the Prairies, and 26% in British Columbia).

Canadians aged 55+ were less likely to have adjusted privacy settings on a social media account (57% versus 87% of 16 to 24 year olds, 82% of 25 to 34 year olds, and 86% of 35 to 54 year olds), deleted or stopped using a social media account (44% versus 57% of 16 to 24 year olds and 53% of 35 to 54 year olds), and to have stopped doing business with a company that experienced a privacy breach (35% versus 42% of 35 to 54 year olds).

Those with a university diploma or degree were more likely to have adjusted their privacy settings (82% versus 65% of those with high school or less and 72% of those who completed a trades or college certificate or diploma), deleted or stopped using a social media account (54% versus 46% of those who

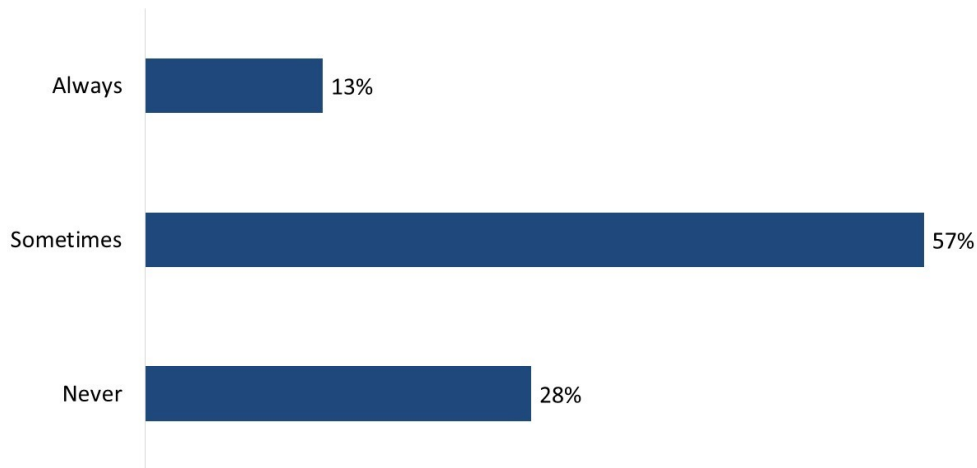
completed a trades or college certificate or diploma), refused to provide personal information because of a privacy concern (79% versus 67% of those with high school or less), and stopped doing business with a company that experienced a privacy breach (41% versus 30% of those with high school or less).

Additionally, respondents very concerned about their personal privacy, as well as those who follow news about privacy somewhat or very closely, were more likely to have taken all these actions to protect their privacy. Those who rated their knowledge of their privacy rights as good were more likely than those with less knowledge of their privacy rights to report having raised a privacy concern.

Over half of Canadians sometimes read privacy policies

Almost six in 10 (57%) Canadians said that they sometimes read privacy policies, notices or pop-ups when using mobile applications or conducting transactions online. Following this, roughly one-quarter (28%) said that they never read the privacy policies, whereas only 13% indicated that they always read the privacy policies.

Figure 18: Frequency of reading privacy policies



Q10. How often, if at all, do you read privacy policies, notices or pop-ups when using mobile applications or conducting transactions online?

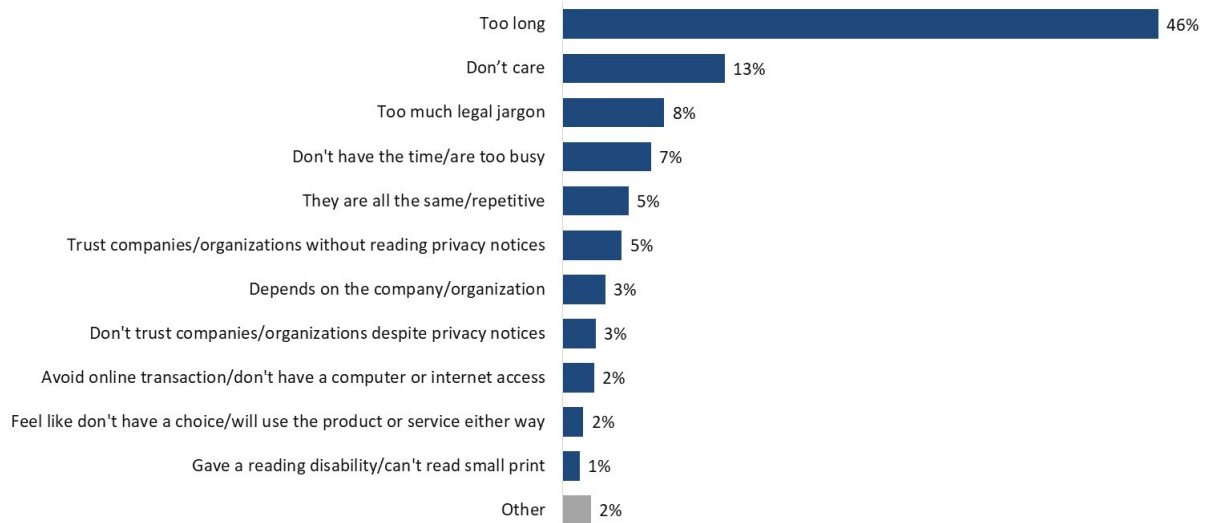
Base: n=1,476; those with access to the internet. Don't know: (1%)

The following groups were more likely to always read privacy information: 35- to 54-year-olds (17%), those with a disability (19%), those very knowledgeable about their privacy rights (19%), those very concerned about protecting their personal privacy (18%), and those who follow news about privacy (16%).

Most cite length as reason for not reading privacy policy

Among those who either sometimes or never read privacy policies, more than four in 10 (46%) reported the reason for not always reading the privacy policies was because they are too long. Other reasons, including not caring, the perception that these notices contain too much legal jargon, and being busy, were cited at much smaller proportions as illustrated in Figure 19.

Figure 19: Reason for not always reading privacy policies



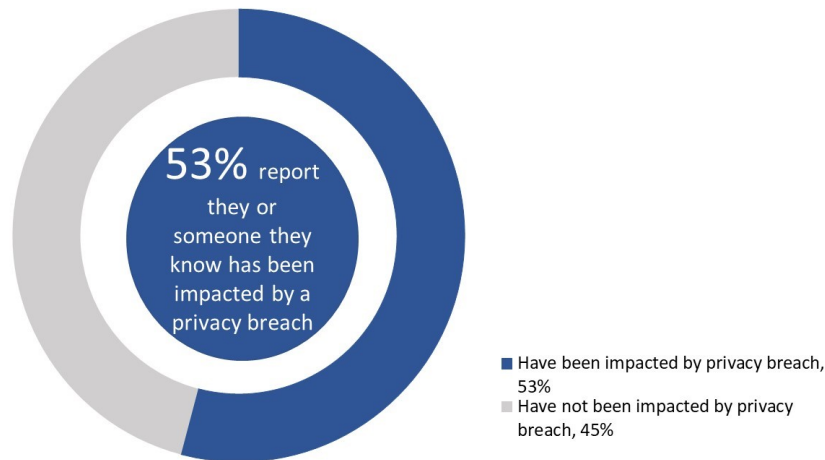
Q11. What is your primary reason for not always reading privacy notices?
 Base: n=1,269; those who sometimes or never read privacy policies. Don't know: (3%)

Respondents more likely to say that privacy notices are too long included those in Atlantic Canada (52%), Ontario (50%) and the Prairies (48%) compared to British Columbia (38%), 25 to 34 year olds (58%) and 35 to 54 year olds (49%) compared to those aged 55+ (39%), and university graduates (52%) compared to 39% of those with high school or less and 43% of those who completed a trades or college certificate or diploma.

Roughly half of surveyed Canadians have been impacted by a privacy breach

When asked if they or someone they know has been impacted by a privacy breach, half of Canadians (53%) reported that they have been impacted. Conversely, 45% said they have not been impacted by a privacy breach.

Figure 20: Impacted by privacy breach



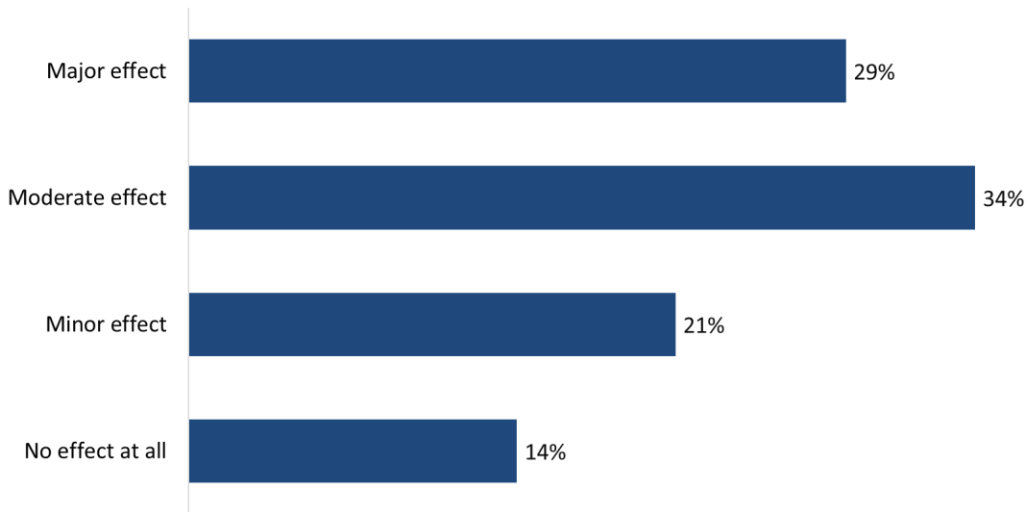
Q12. Have you or someone you know been impacted by a privacy breach?
 Base: n=1,500; Don't know= (1%)

Those in Quebec (47%) were less likely than respondents in Ontario and British Columbia (57% each province) to have been impacted by a privacy breach, either personally or indirectly (via someone they know). The likelihood of having been impacted by a breach also increased with education level, from 37% of those with high school or less to 63% of university graduates, and it was higher among Canadians very concerned about the protection of their privacy (58%) and those who closely follow news about privacy (59%).

Majority feel privacy breaches have affected their willingness to share personal information

Many Canadians (84%) indicated that privacy breaches have affected their willingness to share personal information. The effect is more likely to be moderate (34%) than major (29%) or minor (21%). Only fourteen percent said that privacy breaches had no effect at all on their willingness to share personal information with organizations.

Figure 21: Effect of privacy breaches on willingness to share personal information



Q13. There are a growing number of news reports of sensitive personal information being lost, stolen or made public. Has this had a major effect, moderate effect, minor effect or no effect at all on your willingness to share personal information with organizations?

Base: n=1,500; Don't know: (2%)

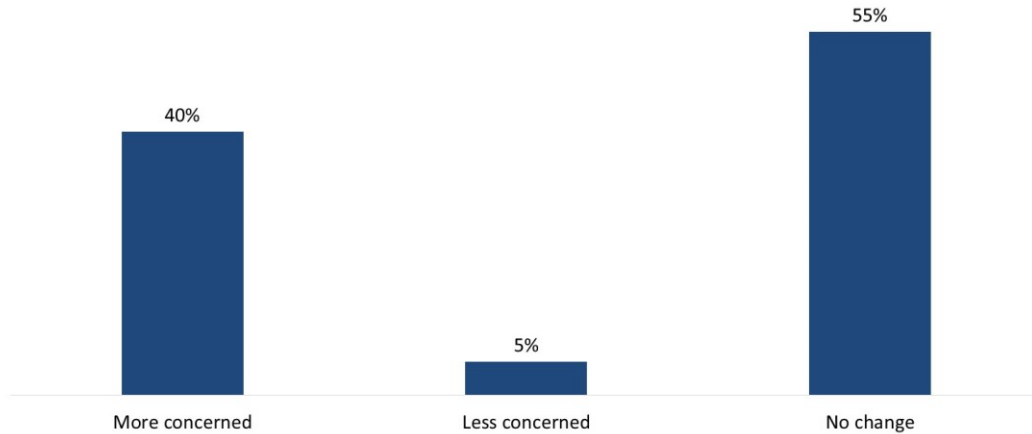
The following groups were more likely to say that news reports have had a major effect on their willingness to share personal information: those in Quebec (34% versus 22% of those in British Columbia), Canadians aged 35+ (32% versus 18% of those under 35), university graduates (32% versus 24% of those with high school or less), those very knowledgeable about their privacy rights (35%), those very concerned about protecting their personal privacy (40%), and those who follow news about privacy (35%).

5. COVID-19

Four in 10 Canadians are more concerned about privacy now than they were at the start of the pandemic

Four in 10 Canadians reported that they are more concerned about privacy and the protection of their personal information since the start of the pandemic (i.e., March 2020). Conversely, 5% are less concerned about privacy. The rest (55%) said their level of concern about privacy has not changed since the start of the pandemic.

Figure 22: Concern about privacy and protection since Pandemic started



Q14. Are you more concerned, less concerned or has your level of concern about privacy and the protection of your personal information not changed since the start of the pandemic?

Base: n=1,500; Don't know: (1%)

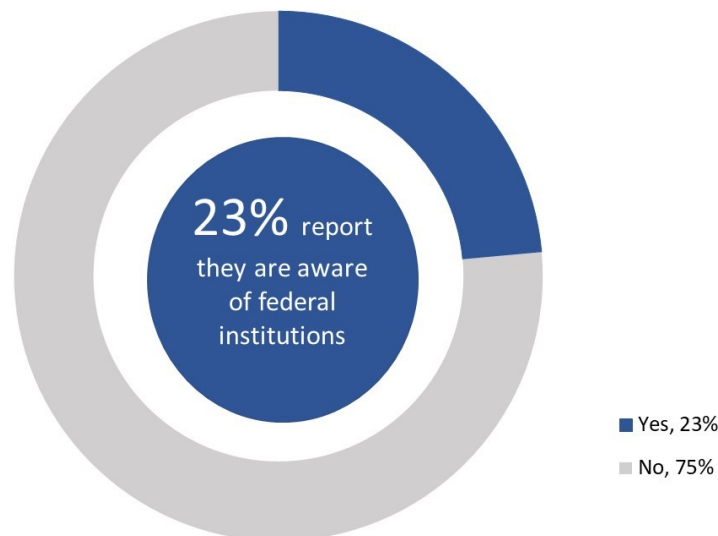
Those in Quebec (44% versus 33% of those in British Columbia), those very knowledgeable about their privacy rights (44%), those very concerned about protecting their personal privacy (50%), and those who follow news about privacy (45%) were more likely to say they are more concerned about privacy now than they were at the start of the pandemic.

6. Awareness of OPC

Three-quarters of Canadians are not aware of Federal Institutions

Three-quarters of Canadians said that they were not aware of any federal institutions that help Canadians deal with privacy and the protection of personal information. In contrast, approximately one-quarter (23%) reported that they were aware of federal institutions.

Figure 23: Awareness of Federal Institutions that deal with privacy



Q15. Are you aware of any federal institutions that help Canadians deal with privacy and the protection of personal information?
Base: n=1,500. Don't Know: (1%)

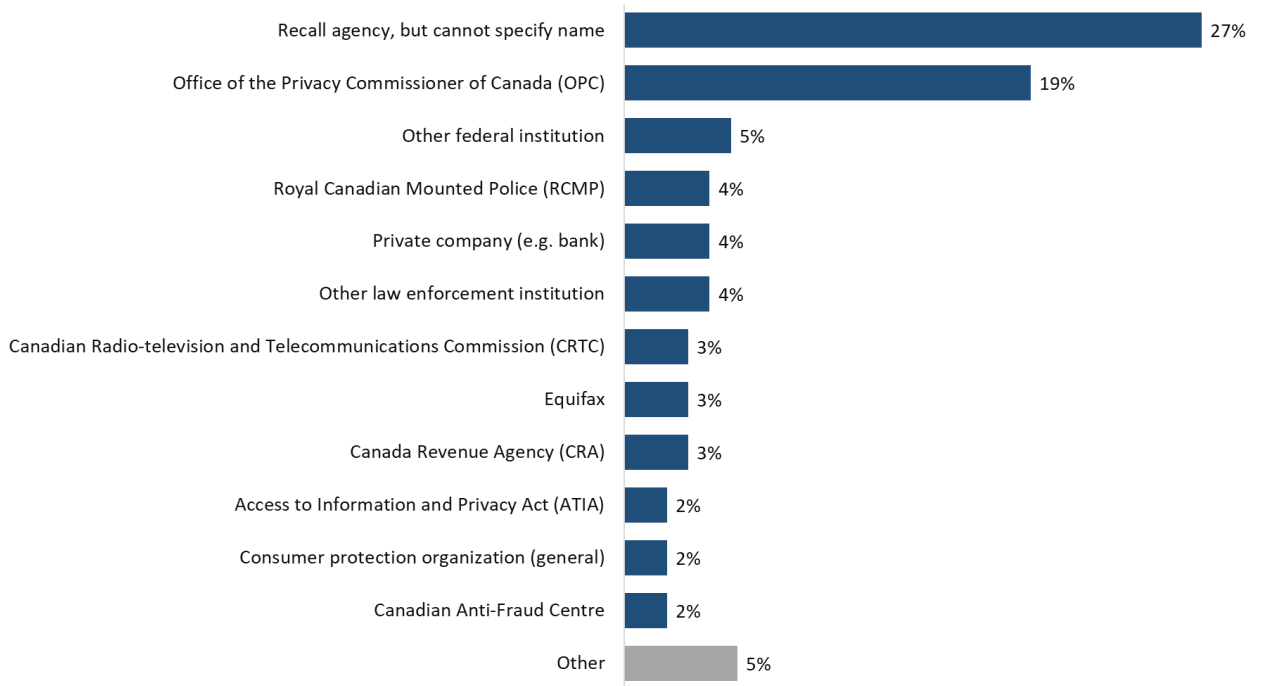
General awareness of federal institutions was higher among those in Atlantic Canada (32% versus Quebec at 19% and British Columbia at 20%), 35- to 54-year-olds (28%) and those aged 55 + (25%), those who completed a trades or college certificate or diploma (25%) and university graduates (28%), those very knowledgeable about their privacy rights (30%), and those who follow news about privacy (27%).

Few Canadians aware of the OPC on an unaided basis

Of those aware of federal institutions that help Canadians with privacy and personal information protection (n=348), OPC was the institution identified by name most frequently: 19% offered the OPC or the Office of the Privacy Commissioner of Canada when asked which federal institutions they are aware of. Other institutions were identified in smaller proportions as depicted in Figure 24.

When the number of respondents who mentioned OPC by name is considered as a proportion of the full sample of Canadians, unaided awareness is 5%. Five percent of all surveyed Canadians are aware that the OPC is a federal institution that helps Canadians deal with privacy and the protection of personal information.

Figure 24: Unaided awareness of OPC



Q16. Which federal institutions are you aware of?

Base: n=348; those aware of federal institutions that help Canadians with privacy and personal information protection. Don't know: (17%)

Appendix

1. Technical Specifications

The following specifications applied to this survey:

- A 14-minute random digit dialling (RDD) telephone survey was administered to 1,500 Canadian residents, 16 years of age or older, between November 23 and December 18, 2022. Based on a sample of this size, the overall results can be considered accurate within $\pm 2.5\%$, 19 times out of 20 (adjusted to reflect the geographically disproportionate sampling).
- The questionnaire was pre-tested in advance of the fieldwork to ensure that it measured what it intended to measure and that respondents understood the questions. Following the pre-test, several changes were made to the questionnaire to reduce the average length of the interview of 16 minutes, which exceeded the target of 14 minutes. Changes included the removal of questions, the use of split samples, and minor wording revisions.
- An overlapping dual-frame (landline and cell phone) sample was used to minimize coverage error: 500 interviews were completed using the landline sample and 1,000 interviews were completed using the cell phone sample. The same random selection process was used for both the landline and cell phone sample, thereby ensuring the integrity of the probability sample.
- The sample frame was geographically disproportionate to improve the accuracy of regional results. The distribution of completed surveys is presented in the bullet below.
- A minimum of five call attempts were made before a record was retired or replaced. These call attempts varied by day of the week and time of day over a minimum seven-day period. No calling was conducted after 9 pm in each time zone, and no attempt was made to call back refusals.
- Interviews were conducted in the respondents' official language of choice: 1,198 interviews were completed in English and 302 in French.
- The following table presents information about the final call dispositions for this survey and calculation of the response rate:

	Total	Landline	Cell
Total Numbers Attempted	129,994	25,171	104,823
Out-of-scope - Invalid	96,020	17,416	78,604
Unresolved (U)	22,750	4,570	18,180
No answer/Answering machine	22,750	4,570	18,180
In-scope - Non-responding (IS)	11,224	3,185	8,039
Language barrier	358	98	260
Incapable of completing (ill/deceased)	183	113	70
Callback (Respondent not available)	1,271	288	983
Refusal	9,028	2,590	6,438
Termination	384	96	288
In-scope - Responding units (R)	1694	549	1,145
Completed Interview	1500	500	1,000
Quota Filled	97	42	55
Not Qualified – Employment exclusions	68	7	61
Not Qualified – Age	29	0	29

- The overall response rate was 5% (7% for the landline sample and 4% for the cell phone sample). The response rate formula is calculated as follows: $[R=R/(U+IS+R)]$. This means that the response rate is calculated as the number of responding units [R] divided by the number of unresolved [U] numbers plus in-scope [IS] non-responding households and individuals plus responding units [R].
- The survey data have been weighted by region, age and gender using population figures from Statistics Canada's 2021 census data. The weights correct for the disproportionate regional sampling. Any respondents who refused to provide their age were given a neutral weight so as not to skew the weighting proportions. The table below shows the unweighted and weighted proportions for the variables used to create the weights:

	Unweighted	Weighted
Base	n=1,500	n=1,500
Region		
Atlantic Canada	200	104
Quebec	350	349
Ontario	400	572
Prairies*	350	268
British Columbia**	200	207
Age		
16 to 24	104	183
25 to 34	165	240
35 to 54	470	462
55 or older	731	585
Gender		
Male	720	720
Female	746	749
Another gender	14	14

*Includes Nunavut and the Northwest Territories.

**Includes the Yukon Territory.

- A non-response analysis was conducted to assess the potential for non-response bias. Survey non-response can bias results when there are systematic differences between survey respondents and non-respondents. The survey sample differs from the population more significantly in terms of age (as is often the case with telephone surveys of the general population). Canadians under 35 were under-represented in the survey sample and those aged 35 and older were over-represented in the survey sample. To estimate the amount of bias introduced into the survey results, the unweighted and weighted results by age were compared for Q2: concern about the protection of one's privacy. The analysis indicates that the age bias had virtually no impact on the survey estimates.

2. Survey Questionnaire

Introduction

Hello / Bonjour (pause), the Government of Canada is conducting a research survey on issues of interest to Canadians. Would you prefer that I continue in English or French? Préférez-vous continuer en français ou en anglais?

My name is [Interviewer's name]. I'm calling on behalf of Phoenix SPI, a public opinion research company. The survey takes less than 15 minutes. Should you have any questions about the survey, I can give you a contact person within the Government of Canada.* Your participation is voluntary and confidential. Your answers will remain anonymous, and the information you provide will be administered according to the requirements of Canada's privacy laws. May I continue?

*[IF NEEDED, PLEASE PROVIDE THE FOLLOWING: Daphné Rodgers, daphne.rodgers@priv.gc.ca, Tel: 819-665-7170.]

[LANDLINE SAMPLE]

A. We choose telephone numbers at random and then select one person from each household to be interviewed. To do this, we would like to speak to the person in your household, 16 years of age or older, who has had the most recent birthday. Would that be you?

Yes	GO TO E
No	ASK TO SPEAK TO ELIGIBLE PERSON; REPEAT INTRO

[CELL SAMPLE]

B. Are you 16 years of age or older?

Yes	CONTINUE
No	THANK/DISCONTINUE

C. Are you in a place where you can safely talk on the phone and answer my questions?

Yes	GO TO E
No	ASK D

D. We would like to conduct this interview with you when it is safe and convenient to do. When would it be more convenient for me to call back?

SCHEDULE CALL-BACK IF POSSIBLE (TIME/DAY): _____

[EVERYONE]

E. Do you work in any of the following areas? [READ LIST]

Advertising or Market Research or Public Relations

The media (i.e. TV, radio, newspapers)

THANK/DISCONTINUE IF ANY OF THE ABOVE

THANK/DISCONTINUE MESSAGE: “Thank you for your willingness to take part in this survey, but you do not meet the eligibility requirements of this study.”

F. In which province or territory do you live?

Newfoundland and Labrador
Prince Edward Island
Nova Scotia
New Brunswick
Quebec
Ontario
Manitoba
Saskatchewan
Alberta
British Columbia
Yukon
Northwest Territories
Nunavut

PROGRAMMING NOTES:

- Accept Don't know and Refused for all questions if volunteered by a respondent.
- Record Don't know and Refused separately for all questions.
- For questions about the legitimacy of the survey, invite the respondents to use the Canadian Research Insights Council's Research Verification Service. PROJECT NUMBER: 20221114-PH959

Knowledge, Trust and Control

Many of the questions in this survey are about privacy and the protection of personal information. Personal information includes things like your name, income, and email address, as well as information like your purchasing habits and online activities.

1. To start, how closely, if at all, do you follow news about privacy issues? [READ LIST]

- 01. Very closely
- 02. Somewhat closely
- 03. Not too closely
- 04. Not at all

2. In general, are you concerned about the protection of your privacy? Please use a scale of 1 to 7, where '1' means not concerned at all, and '7' means extremely concerned. [Yearly TRACKING-MODIFIED in 2020]

3. Using a scale of 1 to 7, where '1' means very poor and '7' means very good, how would you rate your knowledge of the following...[DRR TRACKING]

- a. Your privacy rights?
- b. How to protect your privacy rights?

4. Please tell me how much you agree or disagree with the following statements. To do so, use a 7-point scale, where '1' means you strongly disagree and '7' means you strongly agree. [DRR TRACKING]

[READ/ROTATE]

- a. [SPLIT SAMPLE: 50% asked a] I feel that businesses in general respect my privacy rights.
- b. [SPLIT SAMPLE: 50% asked b] I feel that the Government of Canada in general respects my privacy rights.
- c. I am confident that I have enough information to know how new technologies might affect my personal privacy.

4d. Do you know what to do if you receive a notification from an organization about a privacy breach?

- 01. Yes
- 02. No
- 03. I don't know

5. How much trust do you have in the following organizations to protect the personal information you share with them? Do you have a great deal of trust, a fair amount of trust, not much trust, or no trust at all in... [READ/ROTATE ITEMS]? [YEARLY TRACKING; 6b, 6c modified in 2022]

- a. Banks
- b. Telecommunications and internet service providers
- c. Retailers
- d. Social media companies like Facebook and TikTok
- e. "Big tech" companies like Microsoft, Apple and Google
- f. Law enforcement agencies like police and border officers
- g. The areas of the Government of Canada that provide services like passports, pensions, and employment insurance.

Privacy Concerns

These next questions deal with issues related to online and mobile privacy.

[IF A RESPONDENT VOLUNTEERS THAT HE/SHE DOES NOT USE THE INTERNET OR HAVE A MOBILE DEVICE, RECORD THIS AND THEN SKIP TO Q9C.]

6. [INTERNET USERS] As far as you know, how much of what you do online or on your smartphone is being tracked by [SPLIT SAMPLE: 50% companies or organizations / 50%: the government]? [READ LIST]

- 01. All or almost all of it

- 02. Most of it
- 03. Some of it
- 04. Very little of it
- 05. None of it

7. [INTERNET USERS] Thinking about the information available about you online, please tell me whether you're concerned about each of the following potentially happening. To do so, I'd like you to use a 7-point scale, where '1' means you're not at all concerned and '7' means you're extremely concerned. How about... **[TRACKING - MODIFIED]**

[READ/ROTATE]

- a. Social media companies gathering your personal information from their platform to create a profile of your interests and personal traits for marketing purposes.
 - b. Companies or organizations using information available about you online to make decisions about you, such as for a job, an insurance claim or health coverage.
 - c. People using information available about you online to attempt to steal your identity.
 - d. [SPLIT SAMPLE: 50% asked d] The Government of Canada using personal information about citizens that is available online to make decisions about things like government spending on programs and services.
 - e. [SPLIT SAMPLE: 50% asked e] The Government of Canada using personal information about citizens that is available online to investigate cases of fraud or tax evasion.
8. Thinking about personal privacy, would you be very comfortable, somewhat comfortable, not very comfortable, or not at all comfortable [READ ITEM]? [ROTATE ITEMS; ACCEPT DOES NOT APPLY IF VOLUNTEERED]
- a. [INTERNET USERS] Having your face or a photo of yourself scanned to verify your age online, for example to buy alcohol or cannabis?
 - b. [INTERNET USERS] Having your voice used to confirm your identity, for example when making changes to your cell phone account?

Privacy experiences and actions to protect privacy

9. The following questions focus on actions you may have taken when it comes to your personal information. Have you:... ? ROTATE ITEMS; RECORD YES/NO; ACCEPT DOES NOT APPLY IF VOLUNTEERED. **[YEARLY TRACKING; 4b modified in 2022]**
- a. [INTERNET USERS] Adjusted privacy settings on a social media account?
 - b. [INTERNET USERS] Deleted or stopped using a social media account because of privacy concerns?
 - c. [ALL] Refused to provide an organization or business with your personal information because of privacy concerns?
 - d. [ALL] Stopped doing business with a company that experienced a privacy breach?
 - e. [ALL] Raised a privacy concern with a company or organization?
10. [INTERNET USERS] How often, if at all, do you read privacy policies, notices or pop-ups when using mobile applications or conducting transactions online? [READ LIST]

- 01. Always

- 02. Sometimes
- 03. Never

11. [INTERNET USERS IF Q10=02 OR 03] What is your primary reason for not always reading privacy notices? [DO NOT READ]

- 01. They are too long
- 02. They contain too much legal jargon
- 03. You don't care
- 04. [VOLUNTEERED] Other – PLEASE SPECIFY
- 05. [DO NOT READ] None of these reasons

12. [ALL] Have you or someone you know been impacted by a privacy breach?

- 01. Yes
- 02. No
- 03. I don't know

13. [ALL] There are a growing number of news reports of sensitive personal information being lost, stolen or made public. Has this had a major effect, moderate effect, minor effect or no effect at all on your willingness to share personal information with organizations?

COVID-19

The pandemic has resulted in more daily activities being carried out online.

14. [ALL] Are you more concerned, less concerned or has your level of concern about privacy and the protection of your personal information not changed since the start of the pandemic?

- 01. More concerned
- 02. Less concerned
- 03. No change

Awareness of OPC

Finally,

15. Are you aware of any federal institutions that help Canadians deal with privacy and the protection of personal information?

- 01. Yes
- 02. No

16. [ASK IF Q15=01] Which federal institutions are you aware of? [DO NOT READ. DO NOT PROMPT]

- 01. Office of the Privacy Commissioner of Canada/OPC
- 02. Recall agency, but cannot specify name
- 03. Other - collect verbatim response

Demographics

The last few questions are for classification purposes only. Your answers will remain anonymous and confidential.

17. In what year were you born?

- 01. Record year: _____
- 02. [DO NOT READ] Prefer not to answer

18. [ASK IF Q17=02] Would you be willing to tell me in which of the following age categories you belong? Please stop me at the category that best describes you... [READ]

- 01. 16 to 17
- 02. 18 to 24
- 03. 25 to 34
- 04. 35 to 44
- 05. 45 to 54
- 06. 55 to 64
- 07. or 65 or older?
- 08. [DO NOT READ] Prefer not to answer

19. How do you identify your gender? [READ]

- 01. Woman
- 02. Man
- 03. Non-binary
- 04. Another gender
- 05. [DO NOT READ] Prefer not to answer

20. What language do you speak most often at home? [READ; ACCEPT MULTIPLE RESPONSES]

- 01. English
- 02. French
- 03. Other
- 04. [DO NOT READ] Prefer not to answer

21. Do you identify as a person living with a disability?

- 01. Yes
- 02. No
- 03. [DO NOT READ] Prefer not to answer

22. Are you First Nations, Métis or Inuk (Inuit)?

- 01. Yes
- 02. No

03. [DO NOT READ] Prefer not to answer

23. [SKIP IF Q22=01] Do you self-identify as a member of a visible minority?

01. Yes

02. No

03. [DO NOT READ] Prefer not to answer

24. What is the highest level of formal education that you have completed? Please stop me at the category that best describes you... [READ LIST]

01. Less than a High School diploma or equivalent

02. High School diploma or equivalent

03. Registered Apprenticeship or other trades certificate or diploma

04. College, CEGEP or other non-university certificate or diploma

05. University certificate or diploma below bachelor's level

06. Bachelor's degree

07. Postgraduate degree above bachelor's level

08. [DO NOT READ] Prefer not to answer

That concludes the survey. Thank you very much for your thoughtful feedback. It is much appreciated. This survey was conducted on behalf of the Office of the Privacy Commissioner of Canada.

Record by observation:

- Language of interview