Canadians’ Perspectives on Digital Identity

7 in 10

4 in 5

78% Canadians are concerned about their personal information being compromised online.

Even though approximately 2/3 (68%) are willing to share personal information if it makes their online experience more convenient.

Nearly 4 out of 5 Canadians have taken action to safeguard their personal info online, the most common are:

- Deleting cookies: 53%
- Unsubscribing: 50%

70% feel that a collaboration between the government and the private sector is the best approach to creating a pan-Canadian digital ID framework.

The remaining 3/10 were almost equally split:

- 16% thought the private sector should take the lead alone.
- 14% would prefer the government takes the reins on their own.

Canadians are concerned with how social media sites use their personal information.

- Just one-third trust social media sites to keep their personal information safe and secure.

Even though fewer than half claim they are extremely or somewhat familiar with digital identity on an unaided basis.

The concept of digital identity is still somewhat foreign to most Canadians; compared to ~4-in-5 trusting the government 83% and trust financial institutions 81%.

DIACC
Online Activity & Level of Comfort
On average, 32.7 hours are spent online each week. A third spend 40+ hours online and do more online activities.

### Typical Online Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Overall %</th>
<th>Among those online...</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>&lt;40 hours</td>
</tr>
<tr>
<td>Online Browsing/Networking</td>
<td>98</td>
<td>97</td>
</tr>
<tr>
<td>Checking email</td>
<td>94</td>
<td>91</td>
</tr>
<tr>
<td>Visiting social media sites</td>
<td>74</td>
<td>69</td>
</tr>
<tr>
<td>Reading the news</td>
<td>67</td>
<td>62</td>
</tr>
<tr>
<td>Watching YouTube videos</td>
<td>67</td>
<td>62</td>
</tr>
<tr>
<td>Online Banking</td>
<td>72</td>
<td>66</td>
</tr>
<tr>
<td>Online Shopping</td>
<td>51</td>
<td>46</td>
</tr>
<tr>
<td>Streaming TV/Radio</td>
<td>52</td>
<td>45</td>
</tr>
<tr>
<td>Streaming TV</td>
<td>38</td>
<td>30</td>
</tr>
<tr>
<td>Listening to radio</td>
<td>34</td>
<td>29</td>
</tr>
<tr>
<td>Reading Blogs</td>
<td>29</td>
<td>24</td>
</tr>
<tr>
<td>Online gaming / Gambling</td>
<td>25</td>
<td>22</td>
</tr>
<tr>
<td>- Online gaming</td>
<td>19</td>
<td>17</td>
</tr>
<tr>
<td>- Online gambling</td>
<td>11</td>
<td>9</td>
</tr>
</tbody>
</table>

Q8) Approximately how many hours per week do you spend online using mobile devices (i.e. phone, tablet) and personal or work computers (i.e. laptop, desktop)?

Q9) Below is a list of online activities, please select all the activities you do online in a typical week.
Canadians are willing to share personal info online, but are also concerned about their information being compromised.

How strongly do you agree or disagree with the statement:

I am willing to share more of my personal information online if it makes my experience online more convenient.

![Agreement Levels]

- Strongly agree: 21%
- Somewhat agree: 47%
- Somewhat disagree: 24%
- Strongly disagree: 8%

Overall, how concerned are you with your personal information being compromised online?

- Extremely Concerned: 39%
- Somewhat Concerned: 39%
- Slightly Concerned: 18%
- Not at all Concerned: 4%

Concern does not vary by internet usage:
- 40+ hours: 80%
- <40 hours: 77%

Slightly higher concern among females (versus males):
- Females: 82%
- Males: 75%

Q4) How strongly do you agree or disagree with the following statement: I am willing to share more of my personal information online if it makes my experience online more convenient.

Q5) Overall, how concerned are you with your personal information being compromised online?
While comfortable sharing more generic information, Canadians are less comfortable sharing sensitive details such as home address, email, income, name and DOB.

Q3) How comfortable are you sharing each of the following types of personal information online?
Canadians are least likely to trust social media sites, travel sites, internet providers and retail companies to safeguard their personal information.

How strongly do you agree or disagree…
that you trust each of the following to keep your personal information safe and secure?

- **Healthcare Providers**: 14% Disagree, 86% Agree
- **Government Agencies**: 17% Disagree, 83% Agree
- **Financial Institutions**: 19% Disagree, 81% Agree
- **Professionals**: 21% Disagree, 79% Agree
- **Academic Organizations**: 27% Disagree, 73% Agree
- **Credit Card Companies**: 33% Disagree, 67% Agree
- **Telecom Companies**: 34% Disagree, 66% Agree
- **Loyalty Programs**: 34% Disagree, 66% Agree

Q7) Below is a list of different types of organizations that store personal information of Canadians. How strongly do you agree or disagree that you trust each of the following to keep your personal information safe and secure?
Canadians are least likely to trust social media sites, travel sites, internet providers and retail companies to safeguard their personal information.

How strongly do you agree or disagree…
that you trust each of the following to keep your personal information safe and secure?

- **Ecommerce Companies**
  - Agree: 63%
  - Disagree: 37%

- **Retail Companies**
  - Agree: 53%
  - Disagree: 47%

- **Internet Providers**
  - Agree: 52%
  - Disagree: 48%

- **Travel Sites**
  - Agree: 51%
  - Disagree: 49%

- **Social Media Sites**
  - Agree: 31%
  - Disagree: 66%

Q7) Below is a list of different types of organizations that store personal information of Canadians. How strongly do you agree or disagree that you trust each of the following to keep your personal information safe and secure?
Three-quarters have taken action to safeguard their personal info. Deleting cookies and unsubscribing are most common. Closing accounts or reducing online buying is less common.

78% have taken action due to concerns about personal info being compromised.

More common among those with greater internet usage:

- 40+ hours: 83%
- <40 hours: 76%

And among those more concerned about their personal information:

- Extremely/somewhat concerned: 81%
- Less concerned: 66%

- Deleted Cookies: 53%
- Unsubscribe: 50%
- Selected “do not track” option: 35%
- Canceled subscription: 30%
- Closed a social media account: 22%
- Closed an email account: 15%
- Reduced ecommerce purchase: 13%
- Closed a financial account: 9%

Q6: Which, if any, of the following actions have you taken due to concerns of your personal information being compromised?
Awareness & Use of Digital Identity
Roughly half are familiar with the concept of “digital identity”, and a variety of elements are associated with it. Most used are online passwords and knowledge-based questions.

How familiar are you with the concept of “digital identity”?

- Extremely familiar: 14%
- Somewhat familiar: 33%
- Slightly familiar: 24%
- Not at all familiar: 29%

Which of the following fit within your definition of “digital identity”?

- Online passwords: 57% used, 54% familiar
- Answering knowledge-based questions digitally: 56% used, 52% familiar
- Logging into social media accounts: 54% used, 48% familiar
- Biometrics: 55% used, 27% familiar
- None of the above: 13% used, 22% familiar
Reducing fraud and being an easy way to verify one’s identity are seen as the main benefits of “digital identity”. Improved convenience/accessibility is a benefit for heavier online users.

<table>
<thead>
<tr>
<th>Benefit</th>
<th>&lt;40 hrs</th>
<th>40+ hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduce the risk of fraud</td>
<td>44%</td>
<td>48%</td>
</tr>
<tr>
<td>It’s an easy way to verify my identity</td>
<td>41%</td>
<td>52%</td>
</tr>
<tr>
<td>compared to other methods</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increase my privacy</td>
<td>40%</td>
<td>53%</td>
</tr>
<tr>
<td>Reduced the risk of data breaches</td>
<td>38%</td>
<td>41%</td>
</tr>
<tr>
<td>Is more convenient</td>
<td>33%</td>
<td>45%</td>
</tr>
<tr>
<td>Is more efficient</td>
<td>30%</td>
<td>39%</td>
</tr>
<tr>
<td>Gives me access to more/ better products &amp; services</td>
<td>16%</td>
<td>23%</td>
</tr>
<tr>
<td>Saves money</td>
<td>12%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Q14) Which, if any, of the following do you think are benefits of “digital identity”?
Interest in Digital Identity
The majority of Canadians are interested in learning more about the benefits and capabilities of “digital identity”.

Now that you’ve heard a little more about “digital identity”, how interested are you in learning more about it’s benefits and capabilities?

**Definition of Digital Identity**

A person’s digital identity is an amalgamation of attributes and information available online that can bind a persona to a physical person. It’s similar to the way that your name and an ID card make up your identity in the physical world.

While digital ID can help to prevent fraud and increase privacy; it’s also about asserting who we are in this society.

People are **interacting more and more online** making it necessary for businesses and government to adapt and ensure people claim who they are in the digital economy.

Q15) Now that you’ve heard a little more about “digital identity”, how interested are you in learning more about its benefits and capabilities?

<table>
<thead>
<tr>
<th>Extremely Interested</th>
<th>Extremely/Somewhat Interested</th>
</tr>
</thead>
<tbody>
<tr>
<td>27%</td>
<td>71%</td>
</tr>
</tbody>
</table>

**Higher among…**

- 18-34
- $60k+ HH income
- College/University Ed.
- 40+ hours online
- Those extremely/somewhat familiar
There is interest in using digital ID authentication with a variety of organizations, particularly with government agencies, financial institutions and healthcare providers.

Q16: How interested are you in verifying your online identity through digital ID authentication with each of the following types of organizations?

- Government Agencies: 76% Extremely/ Somewhat Interested
- Financial Institutions: 75% Extremely/ Somewhat Interested
- Healthcare Providers: 73% Extremely/ Somewhat Interested
- Credit card Companies: 69% Extremely/ Somewhat Interested
- Telecom Companies: 66% Extremely/ Somewhat Interested
- Ecommerce Companies: 63% Extremely/ Somewhat Interested
- Loyalty Programs: 62% Extremely/ Somewhat Interested
- Professionals: 61% Extremely/ Somewhat Interested
There is interest in using digital ID authentication with a variety of organizations, particularly with government agencies, financial institutions and healthcare providers.

How interested are you in verifying your online identity through digital ID authentication with these organizations?

- **Internet Providers**: 60% Extremely/Somewhat Interested, 24% Not at all Interested, 19% Slightly Interested, 23% Somewhat Interested
- **Academic Organizations**: 57% Extremely/Somewhat Interested, 24% Not at all Interested, 23% Slightly Interested, 25% Somewhat Interested
- **Social Media Sites**: 56% Extremely/Somewhat Interested, 25% Not at all Interested, 24% Slightly Interested, 24% Somewhat Interested
- **Retail Companies**: 55% Extremely/Somewhat Interested, 21% Not at all Interested, 22% Slightly Interested, 26% Somewhat Interested
- **Travel Sites**: 51% Extremely/Somewhat Interested, 26% Not at all Interested, 20% Slightly Interested, 22% Somewhat Interested

Q16: How interested are you in verifying your online identity through digital ID authentication with each of the following types of organizations?
Which approach do you think is best for creating a pan-Canadian digital ID framework?

- **Government & private sector work together**
  - Higher among…
    - 55+ 82%
    - Rural 79%
    - Those less familiar with digital identify 75%
  - 70%

- **Private companies do it alone**
  - Higher among…
    - 18-54 20%
    - Urban 19%
    - Those extremely/ somewhat familiar with digital identify 21%
  - 16%

- **Government does it alone**
  - Higher among…
    - 18-54 17%
    - Urban/ suburbun 15%
  - 14%

7-in-10 feel that a collaboration between government and the private sector is the best approach to create a pan-Canadian digital ID framework.
Compared to other regions, Quebec is the least concerned when it comes to their personal information being compromised online.

69% are concerned
They have also taken the least action to address their concerns.

On the other hand, Quebec reports the least level of trust in almost all institutions (except for the government) in comparison to other regions, for keeping their personal information safe and secure.

When it comes to “Digital identity”, Ontario has the highest familiarity, whereas Quebec and ManSask have the lowest levels of familiarity.

53% high familiarity with the concept
39% low familiarity with the concept

After hearing about its benefits, Ontario region has expressed 76% concern with the concept, whereas Quebec and ManSask express 39% interest in "digital identity".

*Caution: As it is not possible to compare an individual region with each of the remaining 5 regions and also observe a statistically significant difference, the above findings are based on relative differences rather than statistically significant difference to get a directional understanding.*
Quebec and Atlantic regions have reported a lower hourly usage as compared to the other regions however it may be because of the higher mean age in those regions.

<table>
<thead>
<tr>
<th>Age Within Region</th>
<th>British Columbia</th>
<th>Alberta</th>
<th>Manitoba/Saskatchewan</th>
<th>Ontario</th>
<th>Quebec</th>
<th>Atlantic</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>9%</td>
<td>14%</td>
<td>8%</td>
<td>11%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>25-34</td>
<td>20%</td>
<td>18%</td>
<td>22%</td>
<td>18%</td>
<td>19%</td>
<td>15%</td>
</tr>
<tr>
<td>35-44</td>
<td>19%</td>
<td>22%</td>
<td>21%</td>
<td>22%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>45-54</td>
<td>14%</td>
<td>14%</td>
<td>12%</td>
<td>12%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>55-64</td>
<td>16%</td>
<td>18%</td>
<td>24%</td>
<td>22%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>65+</td>
<td>22%</td>
<td>14%</td>
<td>13%</td>
<td>15%</td>
<td>19%</td>
<td>24%</td>
</tr>
</tbody>
</table>

Mean Age (years):
- British Columbia: 47
- Alberta: 44
- Manitoba/Saskatchewan: 46
- Ontario: 46
- Quebec: 48
- Atlantic: 49

Higher mean age

Hourly Usage:
- <40 hours
- 40+ hours

Mean Hours:
- British Columbia: 31
- Alberta: 34
- Manitoba/Saskatchewan: 35
- Ontario: 36
- Quebec: 28
- Atlantic: 28

Less mean hourly usage