

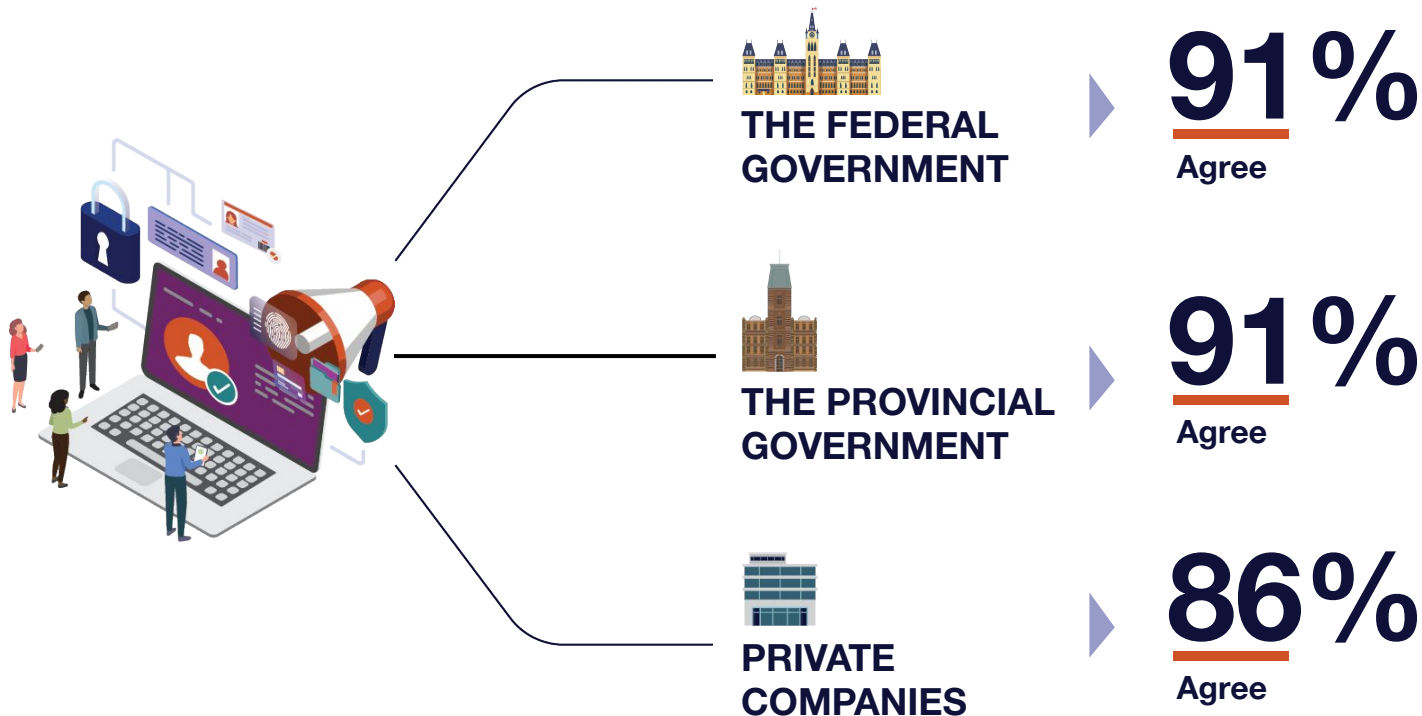


Canadian Digital Identity Research 2021

EXECUTIVE SUMMARY
April 2022

Canadians want access to data about them.

A strong majority of Canadians agree that they should have access to the personal data collected about them by the provincial government, the federal government, and private companies.



Canadian Perspectives on Digital Identity

~4-in-5 Canadians

(78%) believe it is very/somewhat important that the federal government move quickly to enable a safe & secure digital ID for all Canadians; the same proportion (78%) said the same of their provincial government.



Two-thirds of Canadians

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

Two-thirds of Canadians

(68%) feel that the COVID-19 pandemic has made it more important to have a secure, trusted, privacy-enhancing digital ID to help Canadians transact safely and securely online.



Canadian Perspectives on Digital Identity



An average of 79% of parents and senior caretakers expressed the most significant interest in leveraging a digital ID to help manage tasks related to those in their care (i.e., tracking health records, registering for school).



Nearly half
Of Canadians
(42%) agree that “vaccine passports issued by the government” fits within their personal definition of “digital identity.”

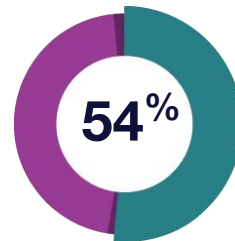
Approximately

8-in-10 Canadians

(82%) are very/somewhat supportive of the concept of digital ID after reading a description of how digital ID would allow many to authenticate themselves, thus redistributing personal support to those who need it most.



Over half of Canadians



are extremely or somewhat familiar with the concept of a digital wallet.



About 1-in-5 (21%) were completely unfamiliar with the concept.



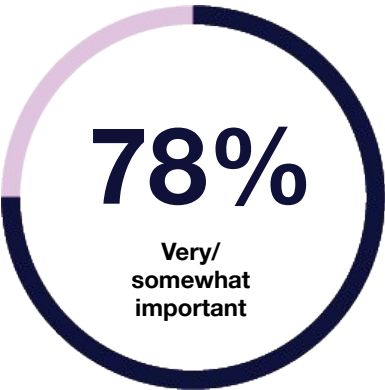
Nearly 4-in-10 (38%) currently use 1+ digital wallet.



Apple Wallet has the highest adoption (17%).

Three-quarters of Canadians believe it's important for federal and provincial government agencies to move quickly to enable a trusted & secure digital ID.

FEDERAL GOVERNMENT



36%

Very
important

42%

Somewhat
important

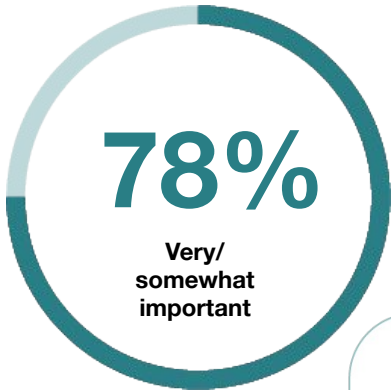
15%

Not very
important

8%

Not at all
important

PROVINCIAL GOVERNMENT

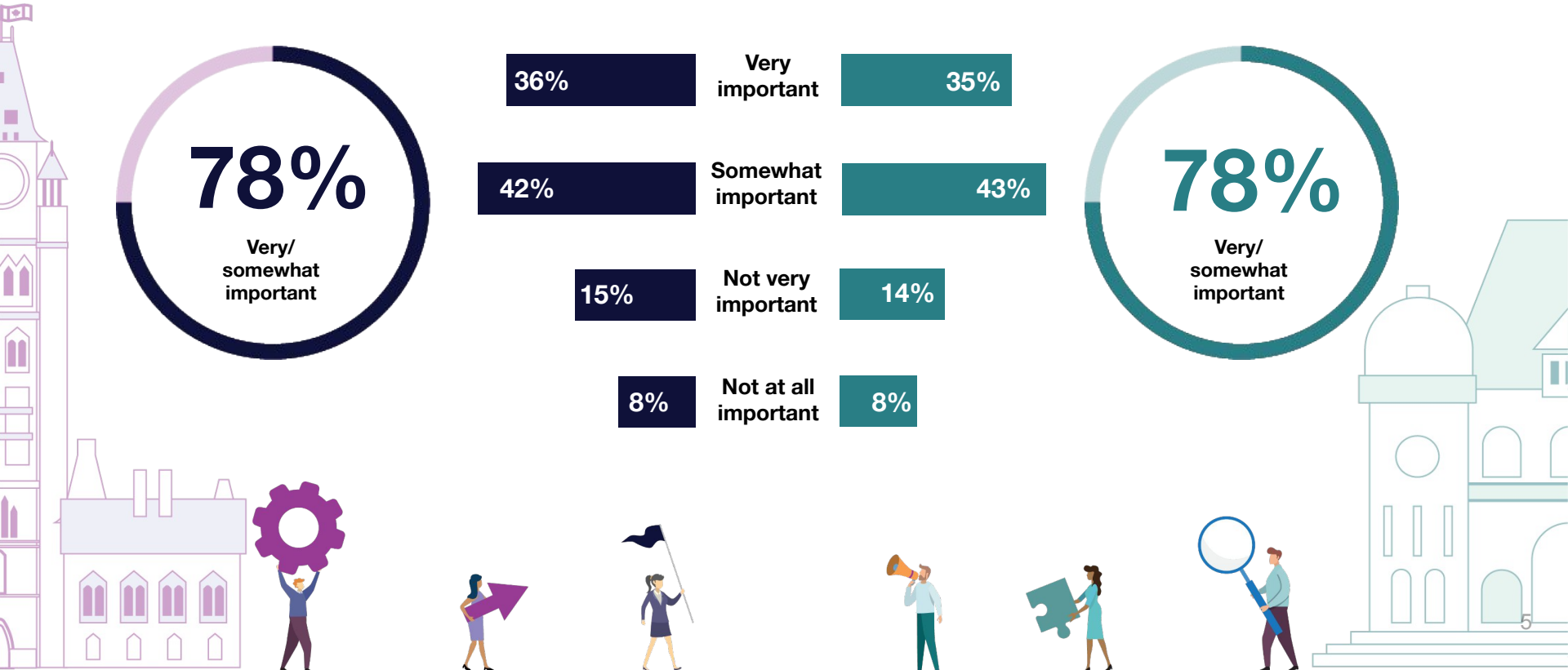


35%

43%

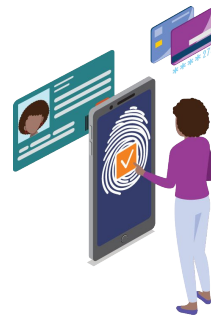
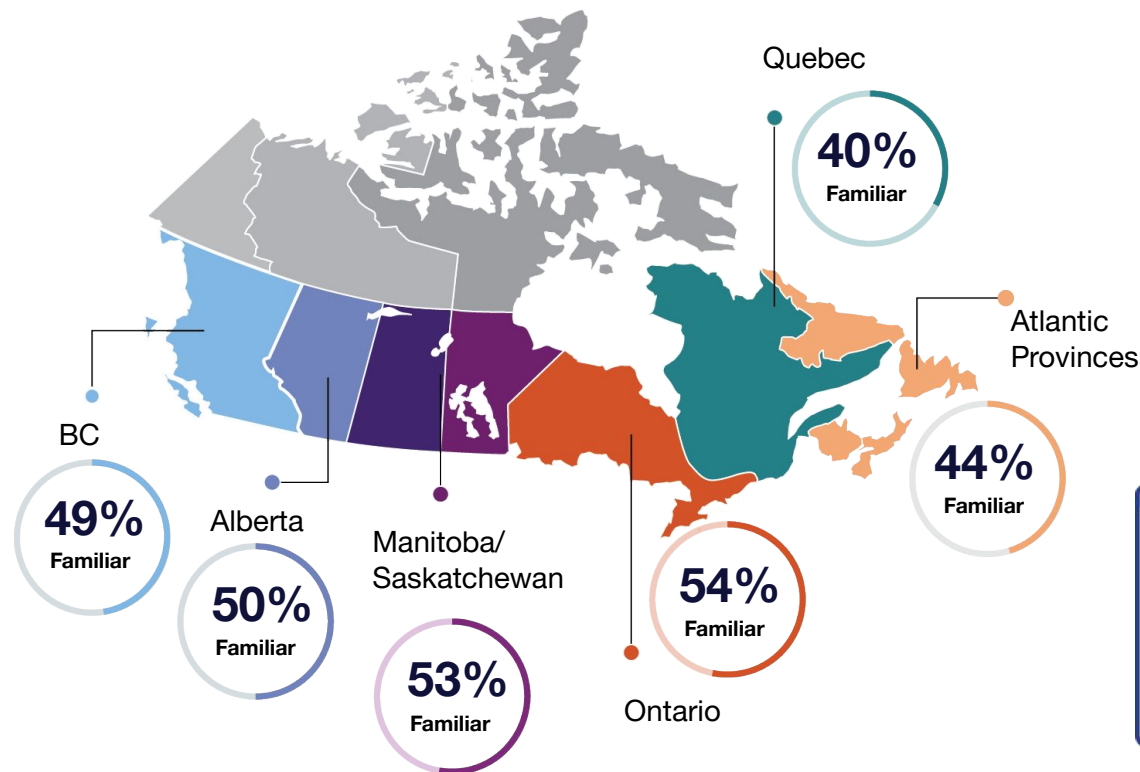
14%

8%



Key Regional Insights

Levels of familiarity with digital ID by province



Similar to previous years, ~half of Canadians are **familiar with the concept of “digital identity”**.



Quebec respondents are least likely to be **extremely or somewhat familiar with the concept of “digital identity”** (40%, other regions ranging from 49-54%).

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