

# PRIVACY SURVEY

## Results Deck (DRAFT)

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August 6, 2021



BRITISH  
COLUMBIA



# Methodology

- Online survey of 800 adult (18+) British Columbians fielded July 21 to 27, 2021.
- Data has been weighted to reflect the British Columbia population age 18+ based on Census data for region, age, gender and education.
- The precision of Ipsos polls containing online data is measured using a credibility interval. In this case, the overall poll is accurate to within +/-4.0 percentage points, 19 times out of 20, had all British Columbia adults been polled.
  - The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.
- Due to rounding:
  - Not all charts and tables in this report will add to exactly 100%.
  - Not all summary statistics will be exactly equal to the sum of their component parts.

# SUMMARY OF RESULTS



# Summary of Results

## Services Accessed/Used in Past Year

The vast majority (91%) of British Columbians say they have accessed or used at least one provincial online service in the past year. The most used online services are booking a service appointment such as COVID or ICBC (63%), virtual doctor appointments (48%), lab test results (35%), paying government bills (35%) and applying for COVID benefits/supports (32%).

## Ranking Importance in Accessing Government Services/Information

When thinking about accessing government services and information, British Columbians rank having government services available online as most important (33% rank #1). Next most important is up-to-date security protocols (25% rank #1), followed by Canadian data hosting/storage (17%) and quick delivery of services (16%).

## Ranking Concern About Information Security Risks

By a wide margin, the top security concern of British Columbians is hackers stealing information or committing identity theft (62% rank #1). The top ranked secondary concerns include government using personal information in ways not consented to (15% rank #1) and organizations selling personal information (12%).

# Summary of Results

## Ranking Sensitivity of Information

Financial (49% rank #1) and health (28%) data/information stand out as the most sensitive types of personal information/data for British Columbians. Social services is a distant third (9% rank #1) for most sensitive type of personal information/data.

## FOI Requests Made

Nearly two-in-ten (18%) British Columbians say have made a freedom of information (FOI) request for either their own information (14%) or for other government information (6%).

## Ranking Importance When Seeking Government Info/Data

When seeking government information or data, British Columbians are most concerned with accuracy i.e., that they get the information they are looking for (42% rank #1). Other important attributes include getting information at low/no cost (28% rank #1) and the speed of response (23% rank #1).

# Summary of Results

## Agreement with Legal Requirement for Privacy Breach Notification

Most British Columbians support the idea that public bodies should be legally required to notify them and/or the Office of the Information and Privacy Commissioner if their private information is breached. Eight-in-ten say this legal requirement should be in place for the health sector (82% agree) and the local government sector (78%). Slightly fewer agree this legal requirement is needed for the education sector (64% agree) or other public bodies (75%).

## Appropriate Penalty by Scenario

A slight majority of British Columbians believe that the following privacy breaches should result in an offence charge or a monetary fine (as opposed to disciplinary action, remedial action or no penalty at all):

- Someone shares information they are not allowed to that benefits another person (56% say charge with offence or fine)
- Someone collects client names through their work to benefit their side business (56%).

Nearly half (47%) also believe an offence charge or fine is appropriate when someone uses a government database to look up personal information about a celebrity, neighbour, or family member without a business reason to do so.

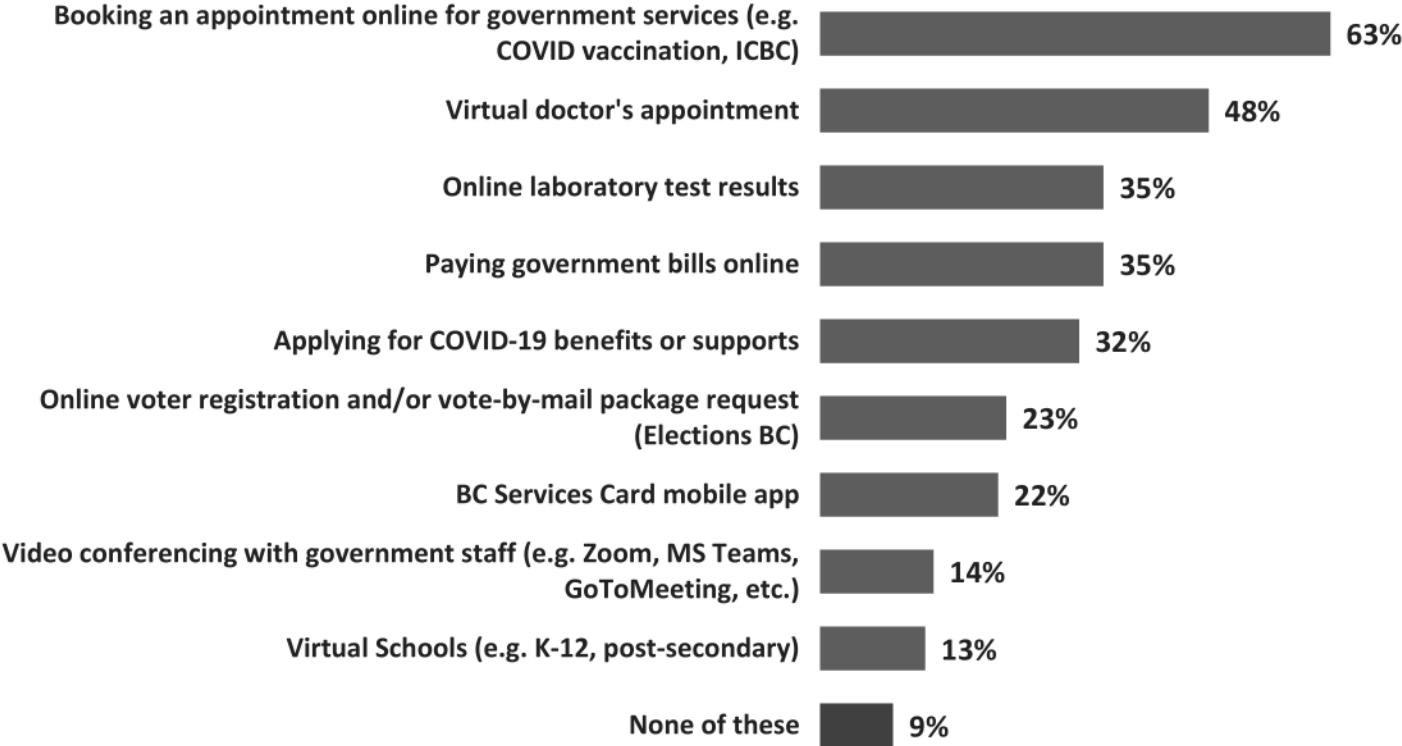
Far fewer British Columbians think an offence charge or fine is appropriate when:

- Someone shares information they are not allowed to because they didn't know it (22% say charge with offence or fine)
- Someone accidentally sees the content of a personal file they shouldn't have (15%)

# DETAILED RESULTS



# Services Accessed/Used in Past Year



Q. In the past year, which of the following have you accessed or used?

Base: All respondents (n=800)



## Services Accessed/Used in Past Year by Demos

	Total	Region			Age			Sex	
		Metro Vancouver	Vancouver Island	Interior/North	18-34	35-54	55+	Male	Female
Sample Size	800	468	149	183	216	308	276	388	412
Booking an appointment online for government services (e.g. COVID vaccination, ICBC)	63%	67%	57%	58%	56%	65%	66%	60%	65%
Virtual doctor's appointment	48%	55%	45%	38%	45%	47%	51%	43%	53%
Online laboratory test results	35%	37%	33%	31%	26%	32%	45%	28%	41%
Paying government bills online	35%	39%	24%	32%	34%	39%	31%	38%	31%
Applying for COVID-19 benefits or supports	32%	32%	31%	31%	37%	34%	26%	31%	32%
Online voter registration and/or vote-by-mail package request (Elections BC)	23%	26%	20%	20%	19%	24%	26%	20%	26%
BC Services Card mobile app	22%	26%	16%	20%	30%	26%	13%	25%	20%
Video conferencing with government staff (e.g. Zoom, MS Teams, GoToMeeting, etc.)	14%	15%	13%	11%	17%	18%	6%	12%	15%
Virtual Schools (e.g. K-12, post-secondary)	13%	13%	15%	12%	24%	15%	2%	12%	14%
None of these	9%	6%	13%	12%	9%	8%	11%	9%	9%

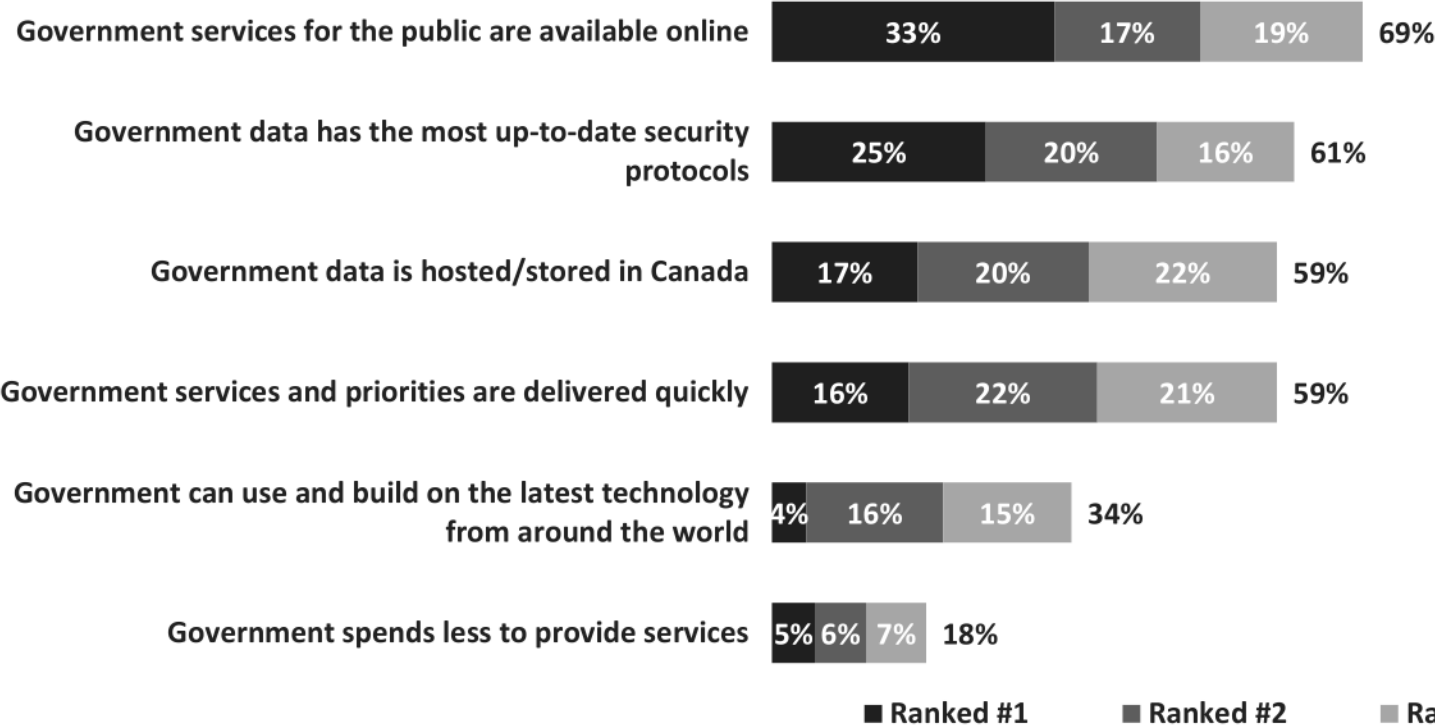
Statistically higher   Statistically lower

Q. In the past year, which of the following have you accessed or used?

Base: All respondents (n=800)

# Ranking Importance in Accessing Government Services/Information

(Top 3 Shown in Chart, But All Items Were Ranked)



Q. When thinking about accessing government services and information, what is most important to you? Please rank the following elements from greatest to least importance.



# Ranking Importance in Accessing Government Services/Information by Demos

## Top 3 Ranking

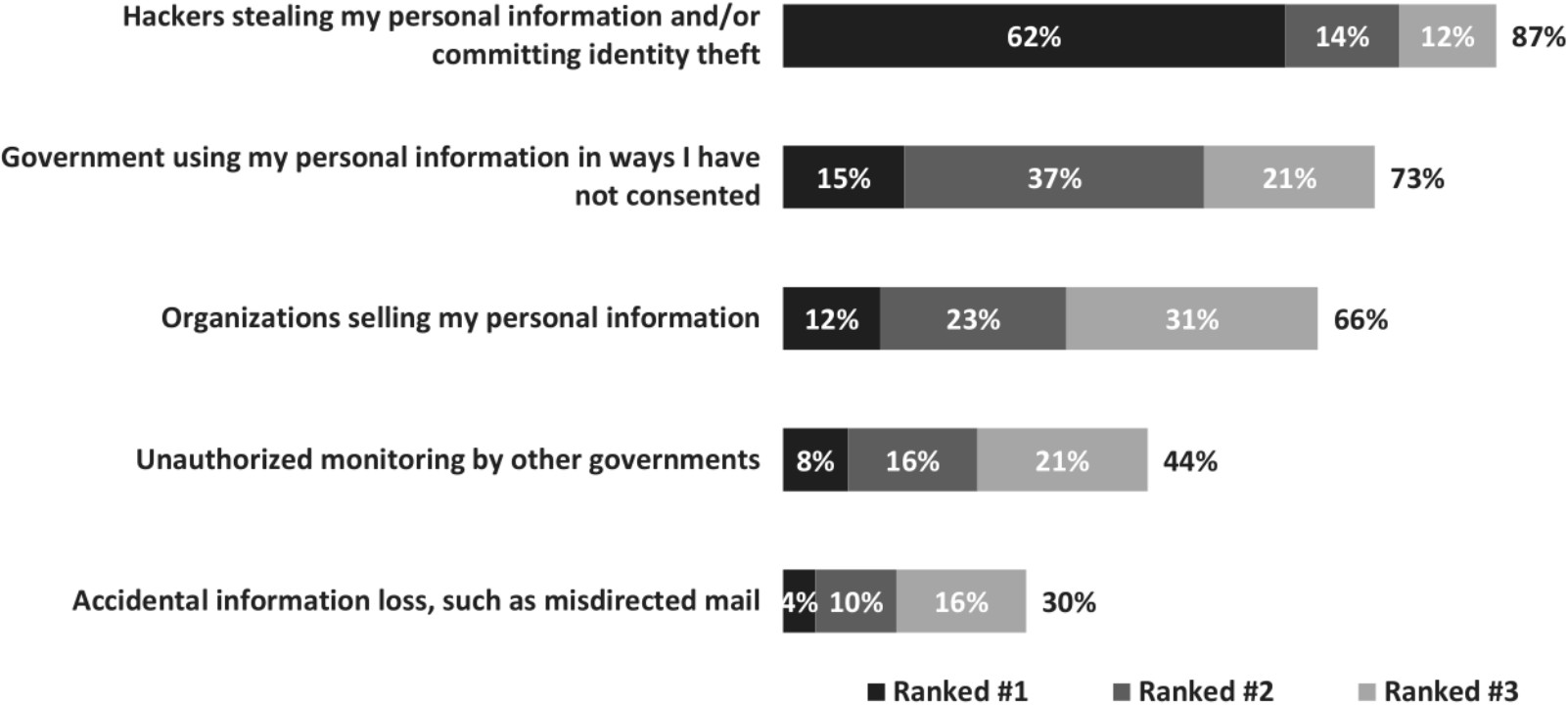
	Total	Region			Age			Sex	
		Metro Vancouver	Vancouver Island	Interior/North	18-34	35-54	55+	Male	Female
Sample Size	800	468	149	183	216	308	276	388	412
Government services for the public are available online	69%	70%	71%	66%	79%	67%	63%	69%	69%
Government data has the most up-to-date security protocols	61%	58%	62%	64%	49%	64%	68%	57%	65%
Government data is hosted/stored in Canada	59%	55%	59%	68%	51%	59%	67%	59%	60%
Government services and priorities are delivered quickly	59%	62%	52%	56%	51%	63%	60%	58%	59%
Government can use and build on the latest technology from around the world	34%	40%	29%	28%	50%	32%	24%	38%	31%
Government spends less to provide services	18%	14%	27%	18%	20%	16%	18%	19%	17%

Statistically higher Statistically lower

Q. When thinking about accessing government services and information, what is most important to you? Please rank the following elements from greatest to least importance.

# Ranking Concern About Information Security Risks

(Top 3 Shown in Chart, But All Items Were Ranked)



Q. How concerned are you about the following information security risks? Please rank the following elements from greatest concern to least concern.



# Ranking Concern About Information Security Risks by Demos

Top 3 Ranking

	Total	Region			Age			Sex	
		Metro Vancouver	Vancouver Island	Interior/North	18-34	35-54	55+	Male	Female
Sample Size	800	468	149	183	216	308	276	388	412
Hackers stealing my personal information and/or committing identity theft	87%	90%	88%	81%	88%	82%	91%	88%	86%
Government using my personal information in ways I have not consented	73%	71%	65%	81%	79%	73%	68%	71%	75%
Organizations selling my personal information	66%	66%	67%	66%	61%	67%	69%	66%	66%
Unauthorized monitoring by other governments	44%	42%	47%	45%	42%	46%	43%	44%	44%
Accidental information loss, such as misdirected mail	30%	31%	33%	27%	29%	32%	29%	31%	29%

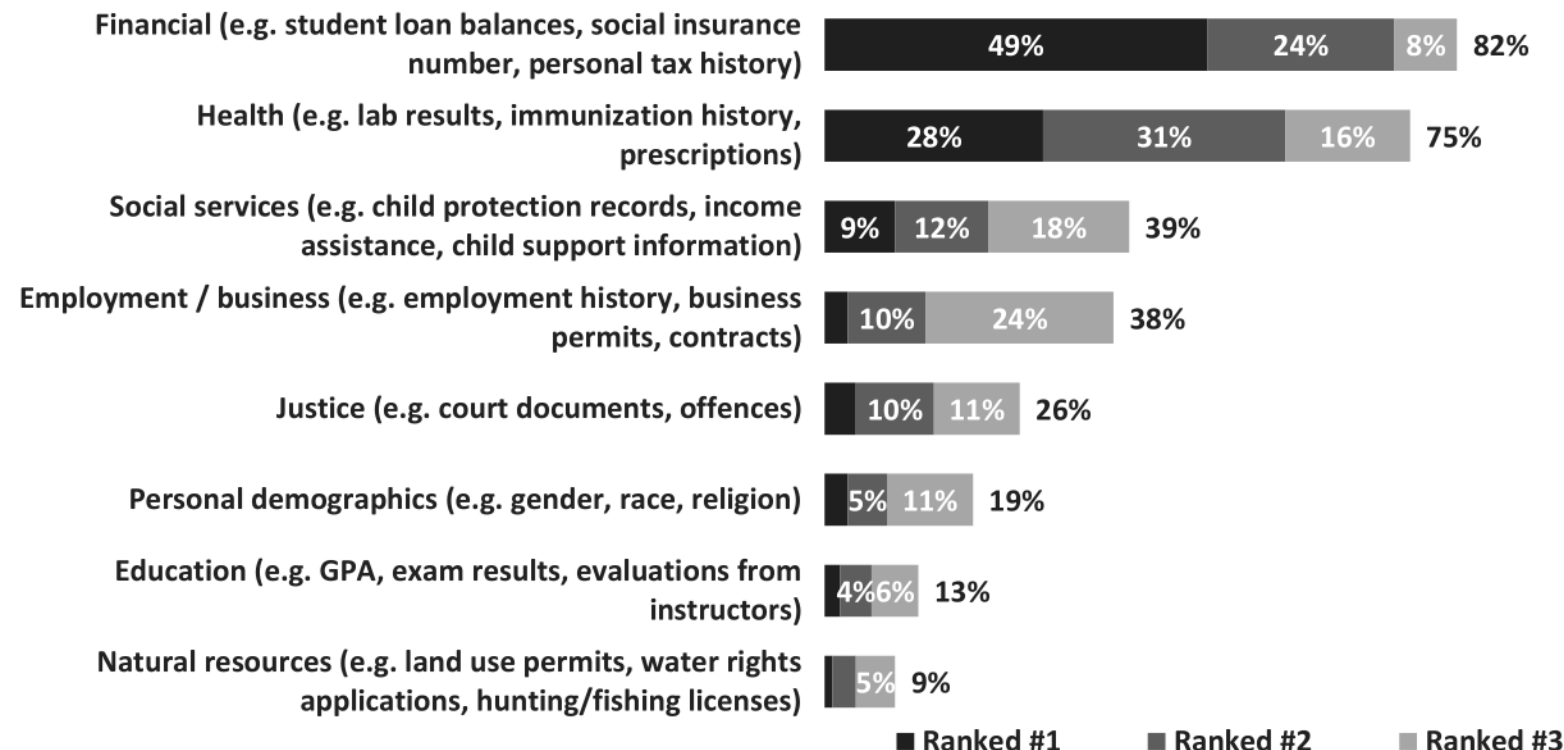
Statistically higher Statistically lower

Q. How concerned are you about the following information security risks? Please rank the following elements from greatest concern to least concern.



# Ranking Sensitivity of Information

(Top 3 Shown in Chart, But All Items Were Ranked)



Q. When it comes to security, the more sensitive a piece of information or data is, the more strongly we should protect it. Reflecting on what is most important to you, how would you rank the sensitivity of the following personal information or data types? Please rank from most sensitive to least sensitive.

Base: All respondents (n=800)

# Ranking Sensitivity of Information by Demos

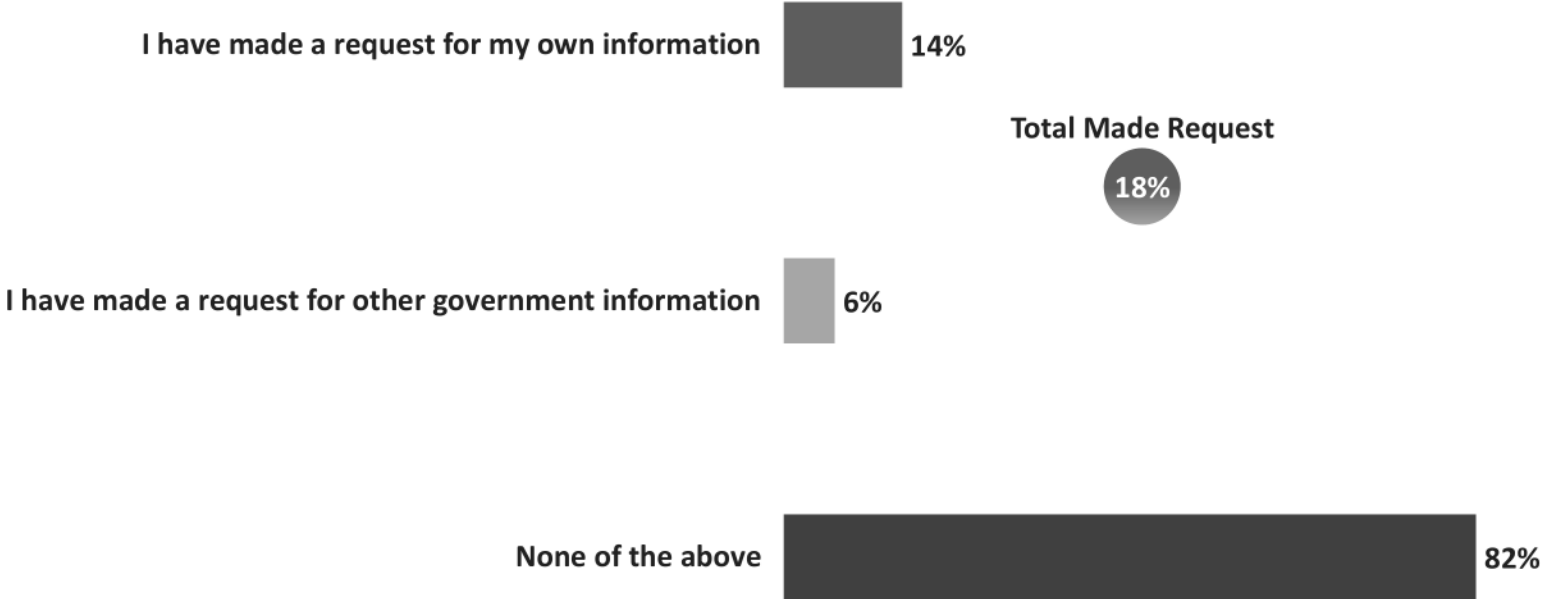
## Top 3 Ranking

	Total	Region			Age			Sex	
		Metro Vancouver	Vancouver Island	Interior/ North	18-34	35-54	55+	Male	Female
Sample Size	800	468	149	183	216	308	276	388	412
Financial (e.g. student loan balances, social insurance number, personal tax history)	82%	80%	81%	86%	75%	83%	86%	83%	81%
Health (e.g. lab results, immunization history, prescriptions)	75%	76%	74%	73%	72%	72%	80%	76%	74%
Social services (e.g. child protection records, income assistance, child support information)	39%	35%	43%	44%	39%	39%	38%	33%	44%
Employment / business (e.g. employment history, business permits, contracts)	38%	40%	36%	34%	46%	41%	28%	43%	33%
Justice (e.g. court documents, offences)	26%	25%	30%	26%	25%	25%	28%	24%	28%
Personal demographics (e.g. gender, race, religion)	19%	19%	16%	19%	13%	18%	24%	17%	20%
Education (e.g. GPA, exam results, evaluations from instructors)	13%	16%	11%	8%	16%	13%	9%	12%	13%
Natural resources (e.g. land use permits, water rights applications, hunting/fishing licenses)	9%	9%	9%	11%	14%	9%	7%	12%	7%

Statistically higher   Statistically lower

Q. When it comes to security, the more sensitive a piece of information or data is, the more strongly we should protect it. Reflecting on what is most important to you, how would you rank the sensitivity of the following personal information or data types? Please rank from most sensitive to least sensitive.

# FOI Requests Made



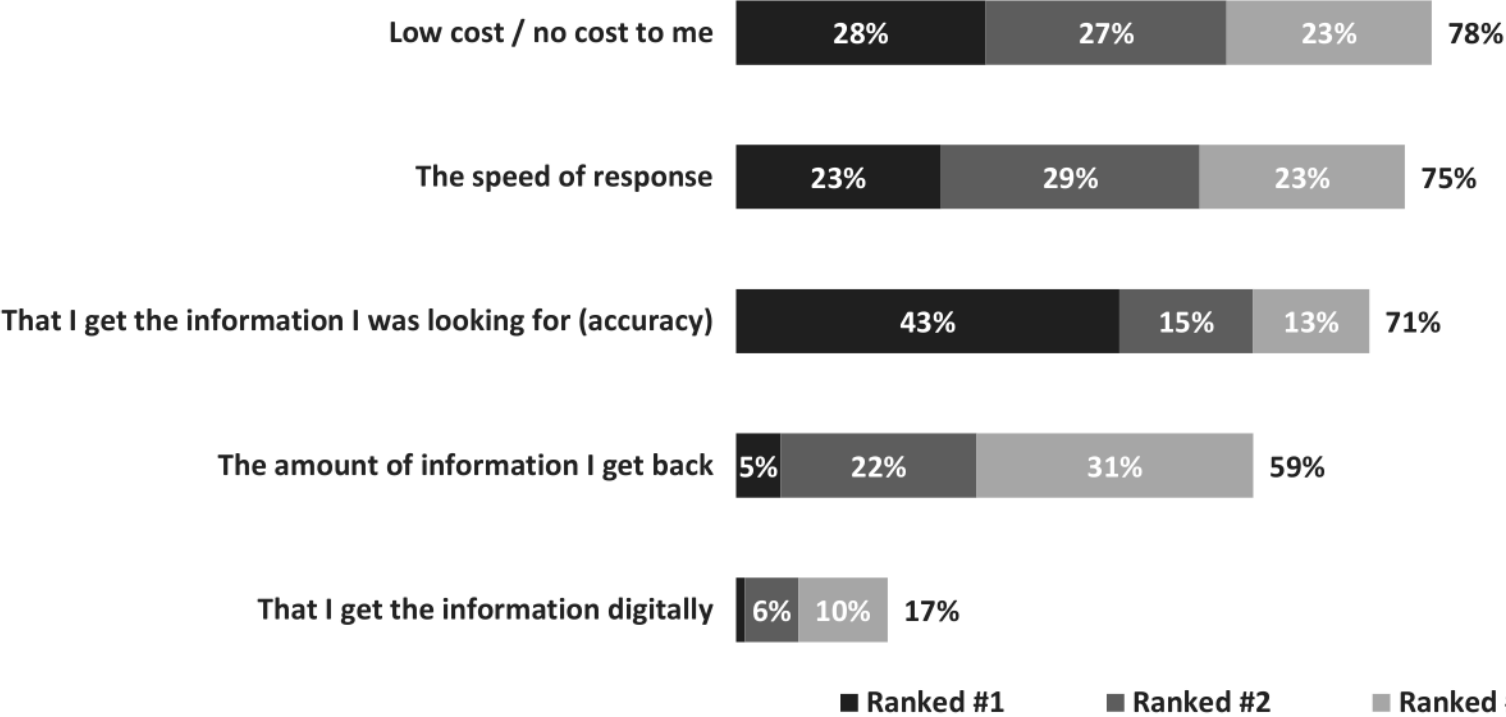


# FOI Requests Made by Demos

	Total	Region			Age			Sex	
		Metro Vancouver	Vancouver Island	Interior/North	18-34	35-54	55+	Male	Female
Sample Size	800	468	149	183	216	308	276	388	412
I have made a request for my own information	14%	15%	14%	10%	18%	15%	8%	14%	13%
I have made a request for other government information	6%	6%	6%	6%	8%	6%	4%	7%	5%
None of the above	82%	81%	82%	84%	75%	80%	89%	81%	83%
							Statistically higher	Statistically lower	

# Ranking Importance When Seeking Government Info/Data

(Top 3 Shown in Chart, But All Items Were Ranked)



Q. How would you rank these in order of importance when seeking government information or data (i.e. not your own information)? Please rank from most important to least important.

# Ranking Importance When Seeking Government Info/Data by Demos

## Top 3 Ranking

	Total	Region			Age			Sex	
		Metro Vancouver	Vancouver Island	Interior/North	18-34	35-54	55+	Male	Female
Sample Size	800	468	149	183	216	308	276	388	412
Low cost / no cost to me	78%	76%	77%	80%	79%	77%	78%	76%	80%
The speed of response	75%	79%	77%	68%	76%	74%	76%	75%	76%
That I get the information I was looking for (accuracy)	71%	67%	71%	77%	58%	72%	80%	67%	75%
The amount of information I get back	59%	56%	64%	61%	65%	60%	52%	63%	55%
That I get the information digitally	17%	22%	11%	13%	22%	17%	14%	20%	15%

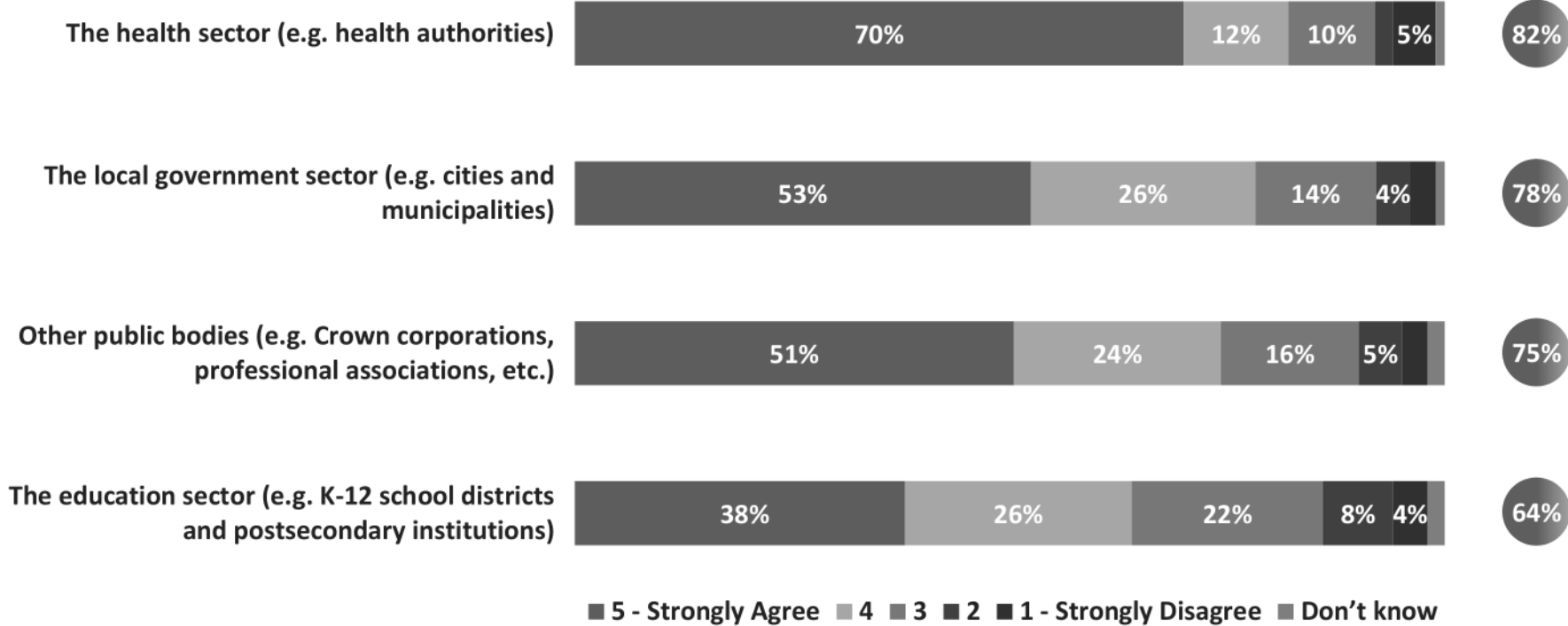
Statistically higher Statistically lower

Q. How would you rank these in order of importance when seeking government information or data (i.e. not your own information)? Please rank from most important to least important.

Base: All respondents (n=800)

# Agreement with Legal Requirement for Privacy Breach Notification

Total Agree (4,5)



Q. How strongly do you feel the following public bodies should be legally required to notify you and/or the Office of the Information and Privacy Commissioner if your private information is breached?

# Agreement with Legal Requirement for Privacy Breach Notification by Demos

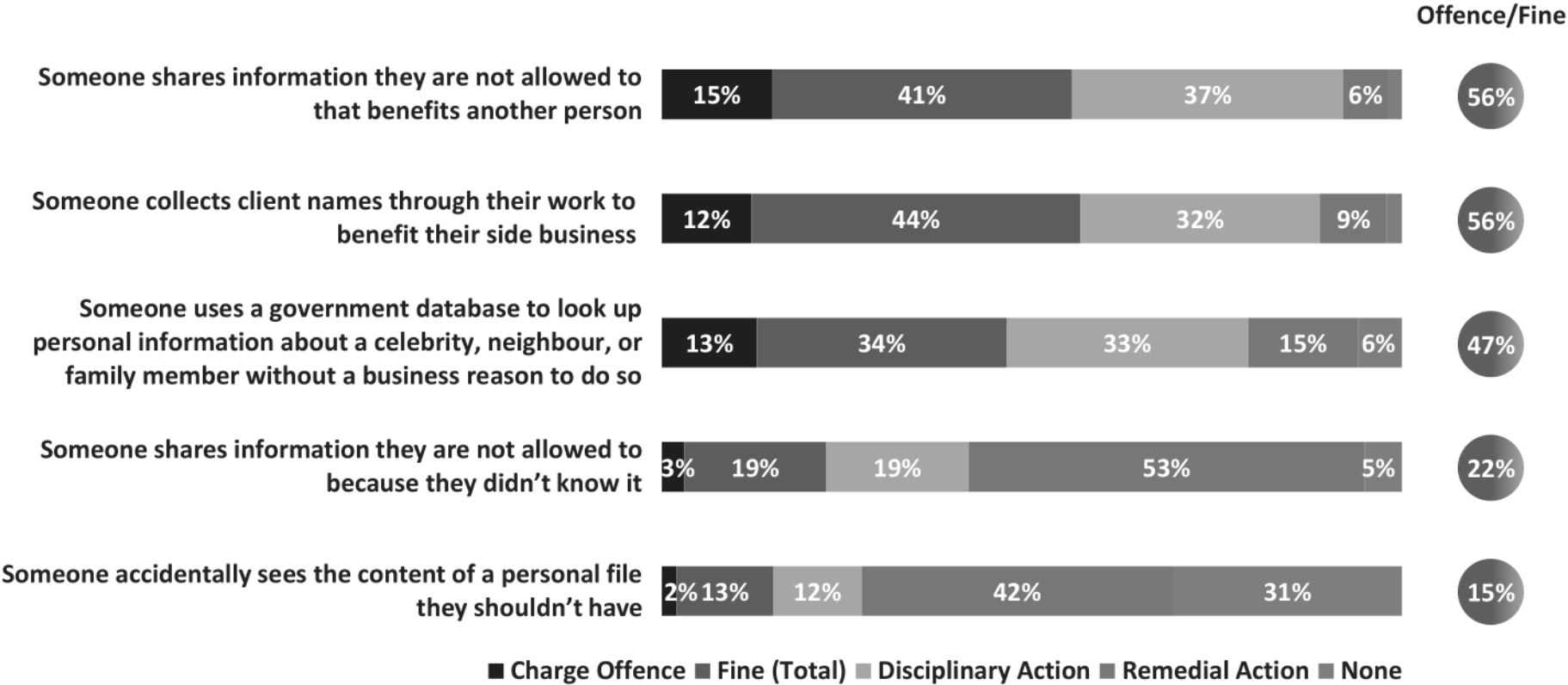
Total Agree (4,5)

	Total	Region			Age			Sex	
		Metro Vancouver	Vancouver Island	Interior/North	18-34	35-54	55+	Male	Female
Sample Size	800	468	149	183	216	308	276	388	412
The health sector (e.g. health authorities)	82%	81%	80%	84%	68%	83%	92%	82%	82%
The local government sector (e.g. cities and municipalities)	78%	79%	78%	78%	74%	80%	80%	77%	79%
Other public bodies (e.g. Crown corporations, professional associations, etc.)	75%	75%	69%	77%	70%	76%	78%	74%	75%
The education sector (e.g. K-12 school districts and postsecondary institutions)	64%	64%	64%	63%	66%	69%	58%	64%	64%
					Statistically higher			Statistically lower	

Q. How strongly do you feel the following public bodies should be legally required to notify you and/or the Office of the Information and Privacy Commissioner if your private information is breached?



# Appropriate Penalty by Scenario



Q. For each of the scenarios below, which penalty seems most appropriate for the offence?  
Base: All respondents (n=800)

## Appropriate Penalty by Scenario by Demos

Charge Offence / Fine (Total)									
	Total	Region			Age			Sex	
		Metro Vancouver	Vancouver Island	Interior/ North	18-34	35-54	55+	Male	Female
Sample Size	800	468	149	183	216	308	276	388	412
Someone shares information they are not allowed to that benefits another person	56%	55%	57%	55%	61%	52%	55%	55%	55%
Someone collects client names through their work to benefit their side business	56%	59%	53%	53%	57%	53%	58%	57%	55%
Someone uses a government database to look up personal information about a celebrity, neighbour, or family member without a business reason to do so	47%	52%	40%	42%	49%	51%	40%	45%	48%
Someone shares information they are not allowed to because they didn't know it	22%	27%	18%	19%	29%	25%	16%	24%	22%
Someone accidentally sees the content of a personal file they shouldn't have	15%	18%	16%	9%	21%	17%	9%	18%	13%
							Statistically higher	Statistically lower	

Q. For each of the scenarios below, which penalty seems most appropriate for the offense?

Base: All respondents (n=800)

# Final Comments



**Sampling of Comments**

“For the most part, BC GIA does a whole range of services that I find useful.”

“Government still hides data.”

“I am tired of people getting away with this type of behaviour.”

“I doubt that anything will work in favor of the public, only the government in regard to this.”

“I have a huge lack of trust! ”

“It seems to be quite confidential.”

“It’s a great service.”

“It’s a strong subject that our government must gather the best hackers in the world to prevent.”

“Need to be much more transparent.”

“Need to guard our data!!!”

“The government needs to do better in responding to FOI requests.”

“The individual should be contacted if info pertaining them will be released to an organization other than gov.”

“The sites often are not user friendly and difficult to contact assistance or to follow sometimes when they do reply.”





**BC Government Privacy Survey**  
**Topline Weighted Summary**  
**July 29, 2021 (fielded July 21-27)**

1. In which of the following BC regions do you live?

- 53% Greater (Metro) Vancouver
- 17% Vancouver Island
- 30% Somewhere else (North, Interior, Okanagan, Fraser Valley, Kootenays, etc.)

The next few questions ask for your thoughts on access to government information and the protection of privacy in British Columbia.

2. In the past year, which of the following have you accessed or used?

*Select all that apply.*

- 63% Booking an appointment online for government services (e.g. COVID vaccination, ICBC)
- 48% Virtual doctor's appointment
- 35% Online laboratory test results
- 35% Paying government bills online
- 32% Applying for COVID-19 benefits or supports
- 23% Online voter registration and/or vote-by-mail package request (Elections BC)
- 22% BC Services Card mobile app
- 14% Video conferencing with government staff (e.g. Zoom, MS Teams, GoToMeeting, etc.)
- 13% Virtual Schools (e.g. K-12, post-secondary)
- 9% NONE OF THESE

3. When thinking about accessing government services and information, what is most important to you? Please rank the following elements from greatest to least importance.

**Top Rank % / Average Rank**

- 33% / 2.7 Government services for the public are available online
- 25% / 3.0 Government data has the most up-to-date security protocols
- 17% / 3.2 Government data is hosted/stored in Canada
- 16% / 3.1 Government services and priorities are delivered quickly
- 4% / 4.1 Government can use and build on the latest technology from around the world
- 5% / 4.9 Government spends less to provide services

4. How concerned are you about the following information security risks? Please rank the following elements from greatest concern to least concern.

**Top Rank % / Average Rank**

62% / 1.8	Hackers stealing my personal information and/or committing identity theft
15% / 2.7	Government using my personal information in ways I have not consented
12% / 3.0	Organizations selling my personal information
8% / 3.6	Unauthorized monitoring by other governments
4% / 3.9	Accidental information loss, such as misdirected mail

5. When it comes to security, the more sensitive a piece of information or data is, the more strongly we should protect it. Reflecting on what is most important to you, how would you rank the sensitivity of the following personal information or data types? Please rank from most sensitive to least sensitive.

**Top Rank % / Average Rank**

49% / 2.2	Financial (e.g. student loan balances, social insurance number, personal tax history)
28% / 2.7	Health (e.g. lab results, immunization history, prescriptions)
9% / 4.6	Social services (e.g. child protection records, income assistance, child support information)
4% / 4.9	Justice (e.g. court documents, offences)
3% / 4.4	Employment / business (e.g. employment history, business permits, contracts)
3% / 5.5	Personal demographics (e.g. gender, race, religion)
2% / 5.5	Education (e.g. GPA, exam results, evaluations from instructors)
1% / 6.2	Natural resources (e.g. land use permits, water rights applications, hunting/fishing licenses)

6. Which (if any) freedom of information (FOI) requests have you made?  
*Select all that apply.*

14%	I have made a request for my own information
6%	I have made a request for other government information
82%	None of the above

7. How would you rank these in order of importance when seeking government information or data (i.e. not your own information)? Please rank from most important to least important.

**Top Rank % / Average Rank**

43% / 2.4	That I get the information I was looking for (accuracy)
28% / 2.5	Low cost / no cost to me
23% / 2.6	The speed of response
5% / 3.2	The amount of information I get back
1% / 4.3	That I get the information digitally

8. How strongly do you feel the following public bodies should be legally required to notify you and/or the Office of the Information and Privacy Commissioner if your private information is breached?

*Select one response per item.*

**Agree (4,5) %**

- 82% The health sector (e.g. health authorities)  
78% The local government sector (e.g. cities and municipalities)  
75% Other public bodies (e.g. Crown corporations, professional associations, etc.)  
64% The education sector (e.g. K-12 school districts and postsecondary institutions)

1 – Strongly Disagree

2

3

4

5 – Strongly Agree

Prefer not to answer

9. For each of the scenarios below, which penalty seems most appropriate for the offense?

*Select one response per item.*

**NET Discipline / Fine /Charge %**

- 94% Someone shares information they are not allowed to that benefits another person  
89% Someone collects client names through their work to benefit their side business  
79% Someone uses a government database to look up personal information about a celebrity, neighbour, or family member without a business reason to do so  
42% Someone shares information they are not allowed to because they didn't know it wasn't allowed.  
27% Someone accidentally sees the content of a personal file they shouldn't have

No penalty

Remedial action (education/awareness)

Disciplinary action (suspension/termination)

Fine less than \$5,000

Fine between \$5,001 and \$50,000

Fine between \$50,001 and \$500,000

Charging of an offence including potential jail time

10. Do you have any other comments regarding BC Government Information Access and Privacy?

*Select one response.*

4% Yes [specify] **NOTE: This is not enough responses to code – I will provide the raw verbatims.**

96% No