

INSIGHTS WEST

Online Privacy Survey - April 12th 2019

P1 Overall, how secure do you think your online information (personal information and online behaviour) is? Choose one.

	Total	Region			Gender		Age			HH Income		Weekly + User ANY Social Media	Own Voice Assistant		Devices Regularly (weekly+) used to		
		Metro Van	Van Is	Rest of BC	Male	Female	18-34	35-54	55+	<\$75k	\$75k+		Yes	No	Smartphone	Tablet	Computer
Not Secure (NET)	50%	52%	42%	51%	48%	51%	56%	54%	43%	48%	49%	50%	46%	51%	50%	47%	50%
Not at all secure	15%	15%	14%	15%	14%	15%	17%	15%	13%	16%	14%	14%	9%	16%	14%	15%	15%
Not very secure	35%	37%	28%	36%	34%	36%	39%	39%	30%	33%	35%	36%	37%	35%	37%	32%	36%
Secure (NET)	50%	48%	58%	49%	52%	49%	44%	46%	57%	52%	51%	50%	54%	49%	50%	53%	50%
Somewhat secure	46%	46%	50%	44%	47%	45%	41%	42%	52%	46%	47%	46%	49%	45%	46%	48%	46%
Very secure	4%	2%	7%	6%	4%	4%	3%	4%	5%	6%	4%	4%	5%	4%	4%	5%	4%

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P.3 Which of the following best represents your opinion when it comes to your online behaviour (social media and online browsing) being used to target advertising to you? Choose one.

	Total	Region			Gender		Age			HH Income		Weekly + User ANY Social Media	Own Voice Assistant		Devices Regularly (weekly+) used to		
		Metro Van	Van Is	Rest of BC	Male	Female	18-34	35-54	55+	<\$75k	\$75k+		Yes	No	Smartphone	Tablet	Computer
I like it – this way I only get ads that are appropriate for me	6%	7%	6%	4%	9%	3%	11%	6%	3%	7%	6%	7%	8%	6%	7%	7%	6%
I can accept it – sites and apps need to make money by advertising	45%	46%	42%	43%	48%	41%	56%	47%	35%	42%	52%	46%	50%	43%	48%	43%	45%
I don't like it – it's a violation of my privacy to use my data without my consent	49%	47%	53%	53%	43%	56%	33%	48%	62%	51%	42%	48%	42%	52%	45%	50%	49%

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P4 What is more important to you – that your online data is stored in Canada, or that it is stored securely, even if it's not in Canada? Choose one.

	Total	Region			Gender		Age			HH Income		Weekly + User ANY Social Media	Own Voice Assistant		Devices Regularly (weekly+) used to		
		Metro Van	Van Is	Rest of BC	Male	Female	18-34	35-54	55+	<\$75k	\$75k+		Yes	No	Smartphone	Tablet	Computer
Store Securely More Important (NET)	37%	35%	38%	40%	40%	34%	42%	30%	39%	37%	37%	37%	34%	37%	37%	33%	36%
Stored securely is a lot more important	28%	27%	29%	32%	32%	25%	30%	23%	32%	28%	29%	29%	25%	29%	29%	26%	28%
Stored securely is a little more important	8%	8%	9%	8%	8%	9%	13%	6%	7%	9%	8%	9%	9%	6%	9%	7%	8%
Both are about equally important	36%	36%	38%	36%	32%	41%	37%	42%	32%	38%	34%	36%	35%	37%	35%	32%	37%
Store in Canada More Important (NET)	27%	29%	23%	24%	29%	25%	21%	29%	29%	25%	29%	27%	31%	26%	27%	35%	27%
Stored in Canada is a little more important	7%	8%	7%	3%	7%	7%	11%	5%	5%	7%	7%	7%	10%	6%	7%	8%	7%
Stored in Canada is a lot more important	20%	21%	17%	21%	22%	19%	10%	24%	24%	18%	21%	20%	21%	20%	20%	27%	20%

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P5 Do you cover (e.g., with tape, sticky note, or something else) the camera(s) on your devices when you're not using them? Choose as many as apply.

	Total	Region			Gender		Age			HH Income		Weekly + User ANY Social Media	Own Voice Assistant		Devices Regularly (weekly+) used to		
		Metro Van	Van Is	Rest of BC	Male	Female	18-34	35-54	55+	<\$75k	\$75k+		Yes	No	Smartphone	Tablet	Computer
Yes, smartphone	7%	7%	9%	8%	8%	7%	6%	11%	5%	7%	7%	7%	7%	7%	8%	8%	7%
Yes, tablet	8%	7%	13%	6%	8%	7%	6%	12%	5%	5%	9%	8%	7%	8%	13%	8%	
Yes, computer	33%	34%	36%	27%	30%	36%	39%	40%	23%	34%	30%	33%	27%	34%	34%	31%	35%
No	63%	61%	57%	70%	65%	61%	57%	54%	74%	63%	65%	62%	66%	62%	62%	63%	61%

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P.6 Before now, were you aware of the term "incognito browsing" when it comes to browsing online? If you are, how often do you use incognito browsing? Choose one.

	Total	Region			Gender		Age			HH Income		Weekly + User ANY Social Media	Own Voice Assistant		Devices Regularly (weekly+) used to			
		Metro Van	Van Is	Rest of BC	Male	Female	18-34	35-54	55+	<\$75k	\$75k+		Yes	No	Smartphone	Tablet	Computer	
Aware and use it every time I browse the internet	2%	2%	4%	1%	2%	1%	3%	2%	1%	2%	2%	2%	3%	2%	2%	2%	2%	2%
Aware and use it regularly	16%	18%	14%	13%	19%	13%	34%	15%	4%	17%	15%	17%	19%	15%	19%	17%	17%	17%
Aware and use it occasionally	26%	27%	26%	21%	29%	23%	36%	31%	14%	22%	29%	27%	22%	27%	28%	23%	27%	27%
Don't use/Not aware (NE)	56%	53%	56%	65%	50%	63%	27%	52%	80%	59%	64%	55%	56%	57%	51%	57%	55%	55%
Aware, but don't use it	19%	18%	18%	22%	20%	19%	18%	22%	18%	21%	19%	20%	21%	19%	20%	19%	19%	19%
Not aware of the term before now	37%	35%	39%	43%	30%	44%	9%	30%	62%	38%	35%	35%	35%	38%	31%	38%	36%	36%