

**Public Opinion Research**  
**COVID-19 Contact Tracing**



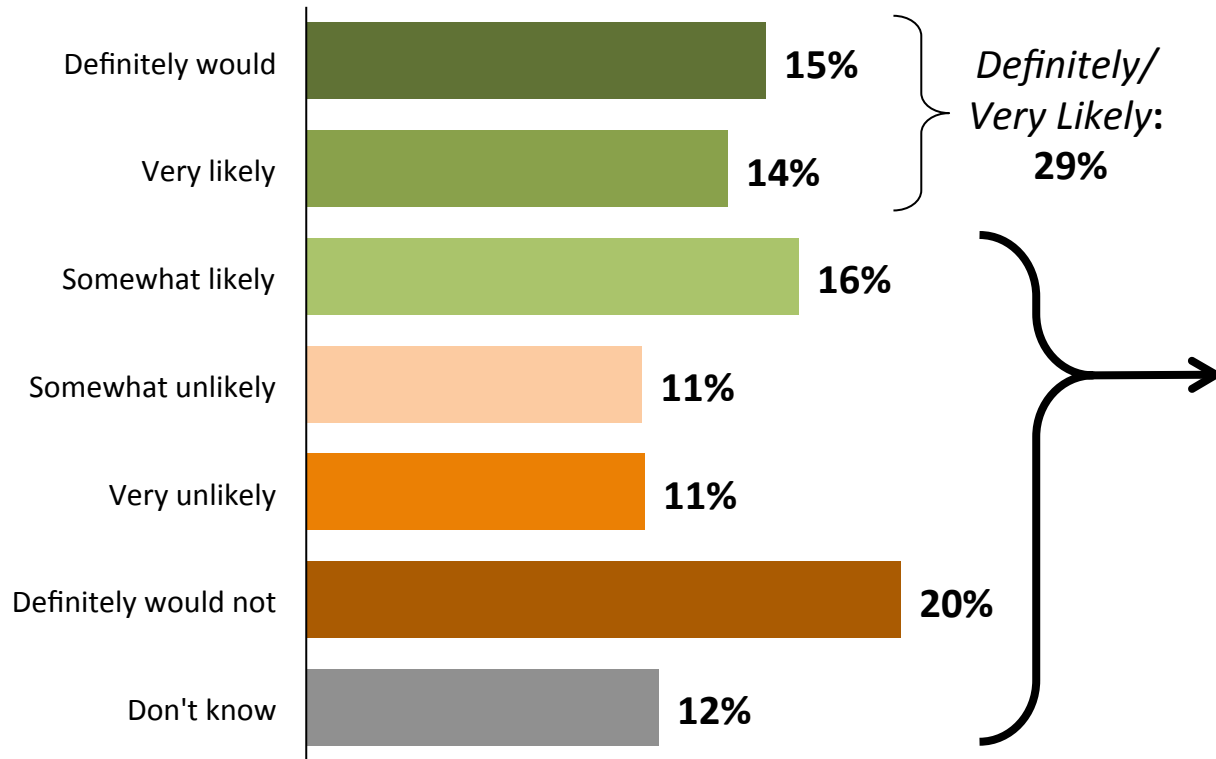
# Summary:

OpenMedia commissioned INNOVATIVE Research Group to conduct this study on the likelihood to use a Federal contact tracing app for COVID-19. Three questions were included on INNOVATIVE's July 2020 Canada This Month Omnibus study to measure likelihood of use, the main reasons for hesitancy, and how each correlates to general trust in the government to protect personal information.

# Contact tracing app: Only 3-in-10 will 'Definitely' or 'Very likely' download the app; the top concern by far is privacy

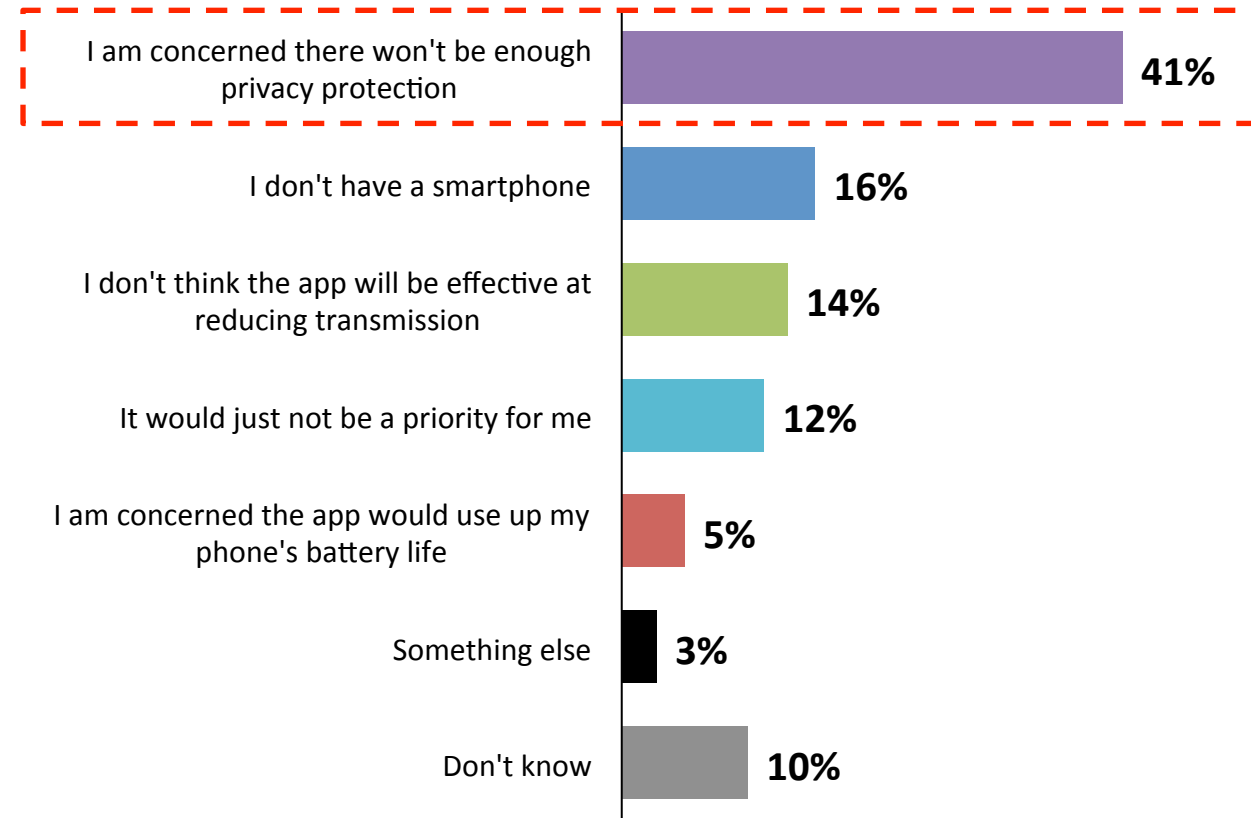
## Likelihood to download Federal contact tracing application

[asked of all respondents; n=2,000]



## What is the most important reason that is holding you back?

[asked if not "Definitely would" or "Very likely" n=1,411]

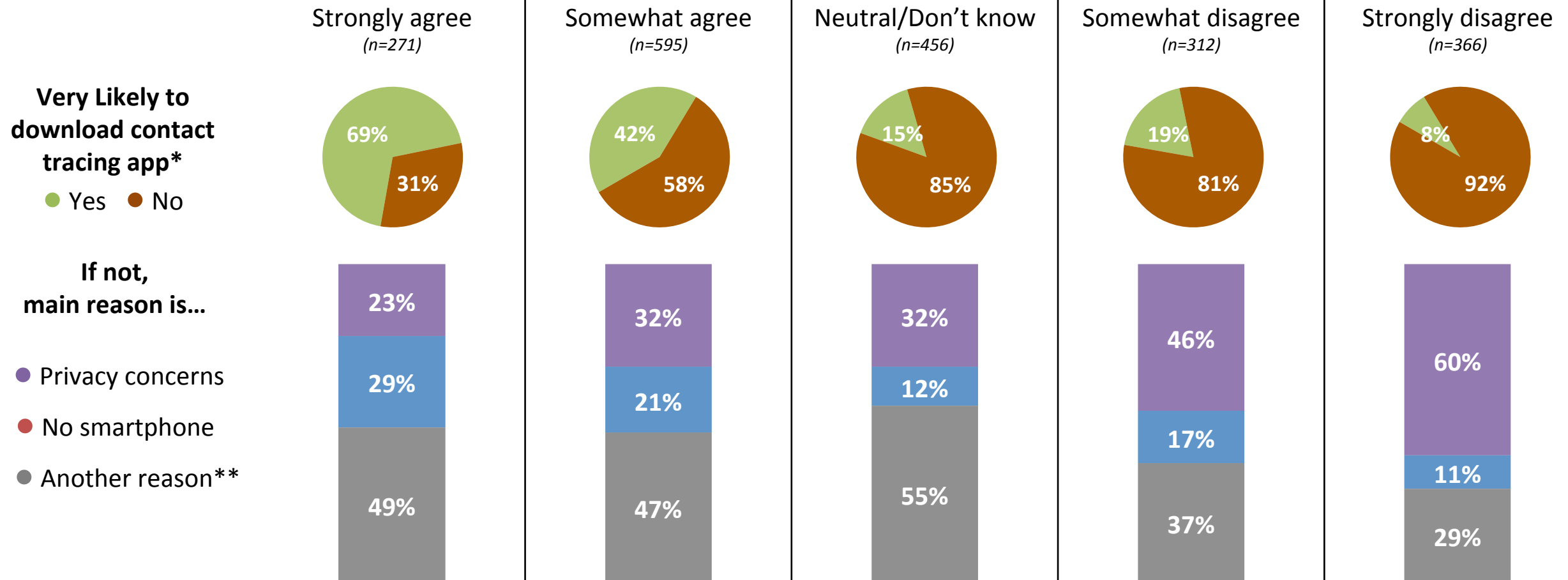


**Question text:** The federal government has announced that they will soon release a coronavirus contact tracing mobile application (app) called COVID Alert. After you download it to a smartphone, the app will use Bluetooth technology to detect and record whenever you come in close proximity to another user of the app. If a user tests positive for COVID-19, this data is used to notify other people who may have been exposed.

When this application becomes available, how likely will you be to download it?

# Impact of Trust: trusting government to protect personal info correlates<sup>4</sup> with likelihood to use, and with citing privacy as a reason not to use

*"I trust the Federal government to protect my personal information"*



\*'Yes' responses are "Definitely would" or "Very likely"

\*\*Includes "Don't know"

# Full Results

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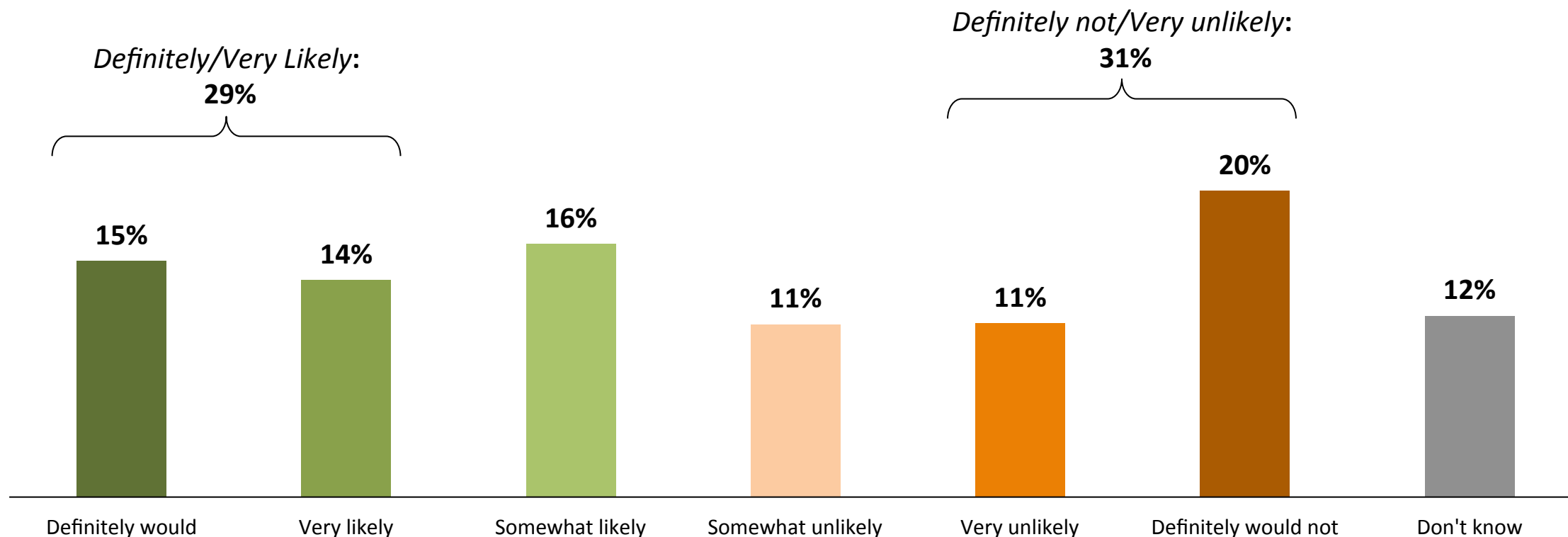
# Contact Tracing App: Respondents are split on whether they would download the contact tracing app or not; 1-in-5 say 'definitely not'



The federal government has announced that they will soon release a coronavirus contact tracing mobile application (app) called COVID Alert. After you download it to a smartphone, the app will use Bluetooth technology to detect and record whenever you come in close proximity to another user of the app. If a user tests positive for COVID-19, this data is used to notify other people who may have been exposed.

When this application becomes available, how likely will you be to download it?

[asked of all respondents; n=2,000]

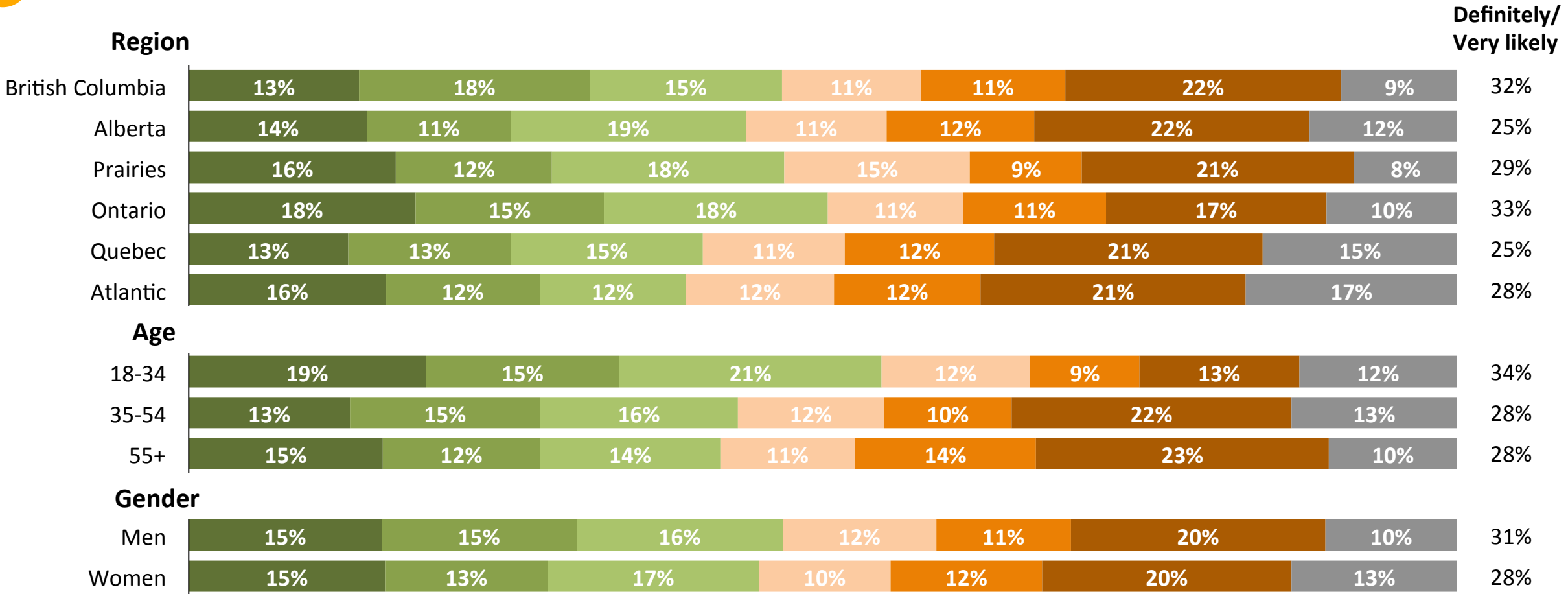


# Contact Tracing App: Those from BC (32%) and ON (33%) and younger respondents (34%) are most likely to say they'd download the app



When this application becomes available, how likely will you be to download it? BY Age-Gender and Region

[asked of all respondents; n=2,000]



■ Definitely would 
 ■ Very likely 
 ■ Somewhat likely 
 ■ Somewhat unlikely 
 ■ Very unlikely 
 ■ Definitely would not 
 ■ Don't know

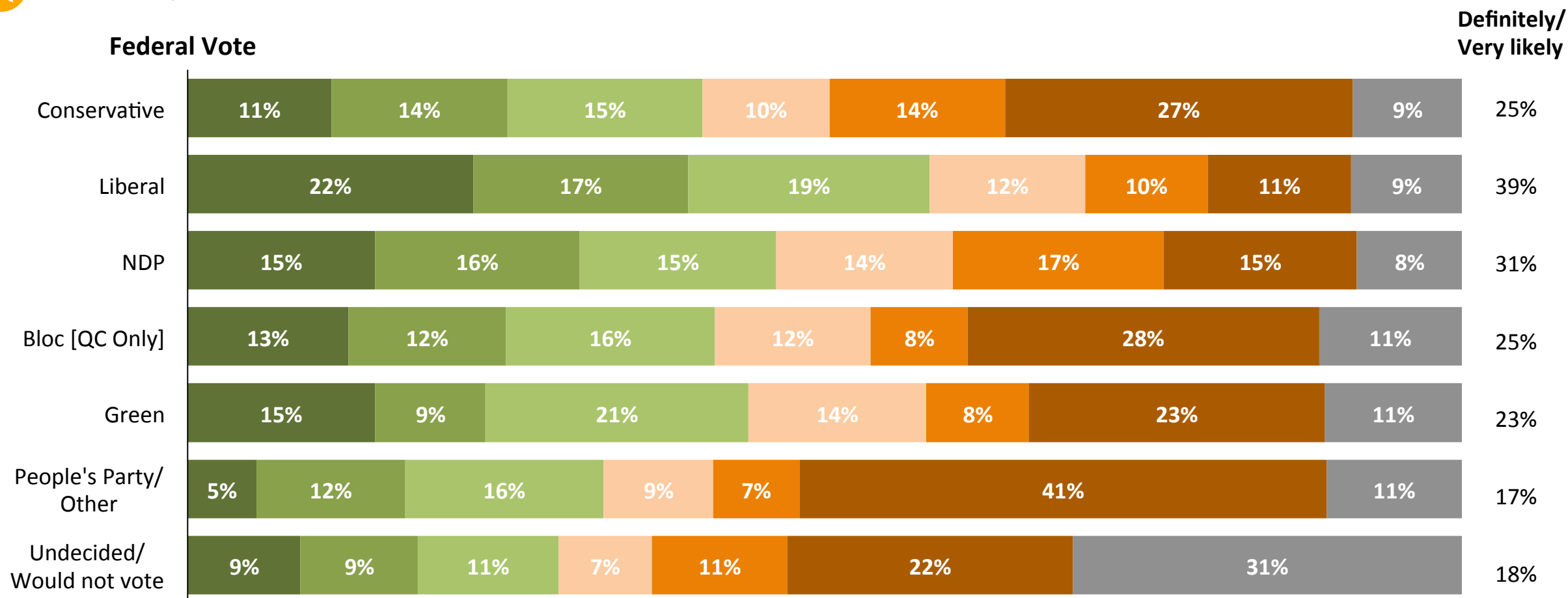


# Contact Tracing App: Liberal voters are most likely to say they'd download the app (39%) and least likely to say "Definitely would not"



When this application becomes available, how likely will you be to download it? BY Federal Vote

[asked of all respondents; n=2,000]



■ Definitely would
 ■ Very likely
 ■ Somewhat likely
 ■ Somewhat unlikely
 ■ Very unlikely
 ■ Definitely would not
 ■ Don't know

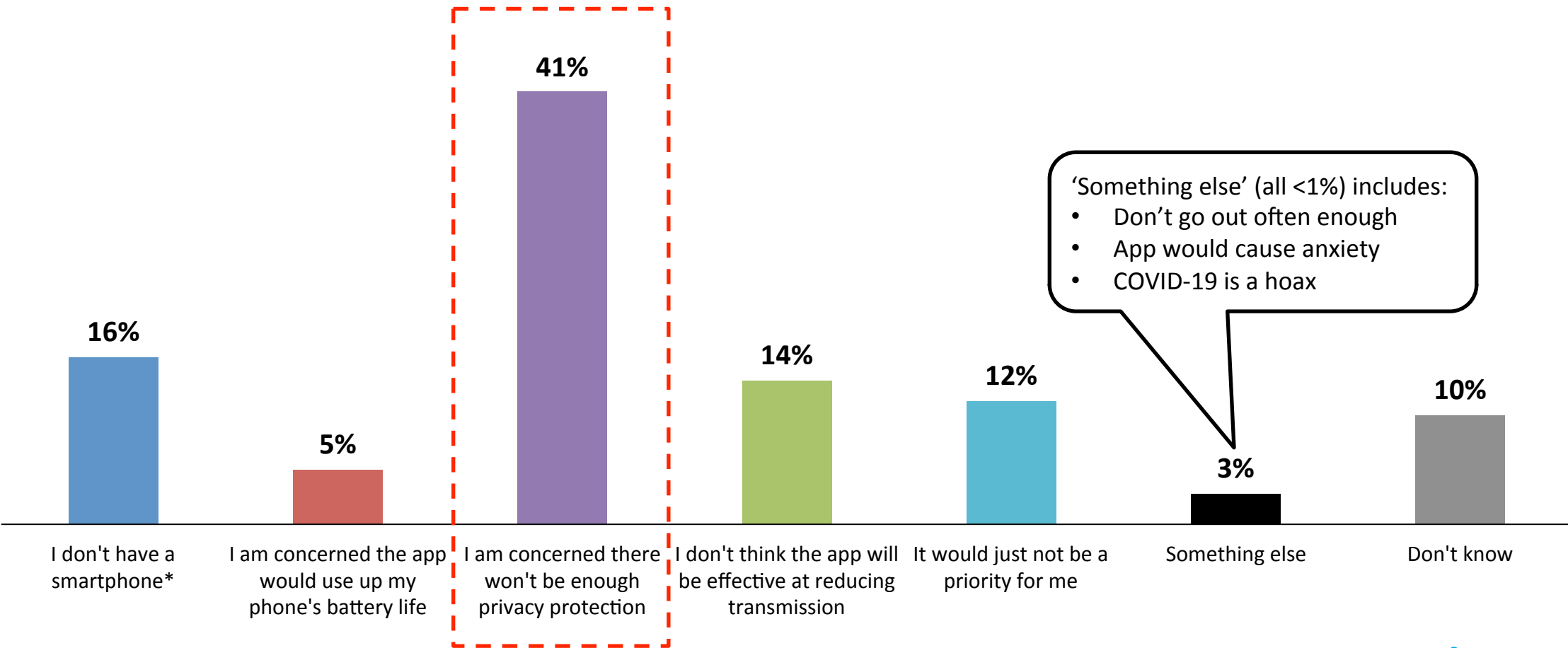
**Note:** 'People's Party' and 'Other' combined due to insufficient sample sizes



# Reason for Holding Back: Among those who would not be 'Very likely' to download the app, 4-in-10 (41%) cite privacy concerns



What is the **most important** reason that is holding you back?  
[asked only of those who did not say they 'Definitely would' or are 'Very likely' to download the app; n=1,411]



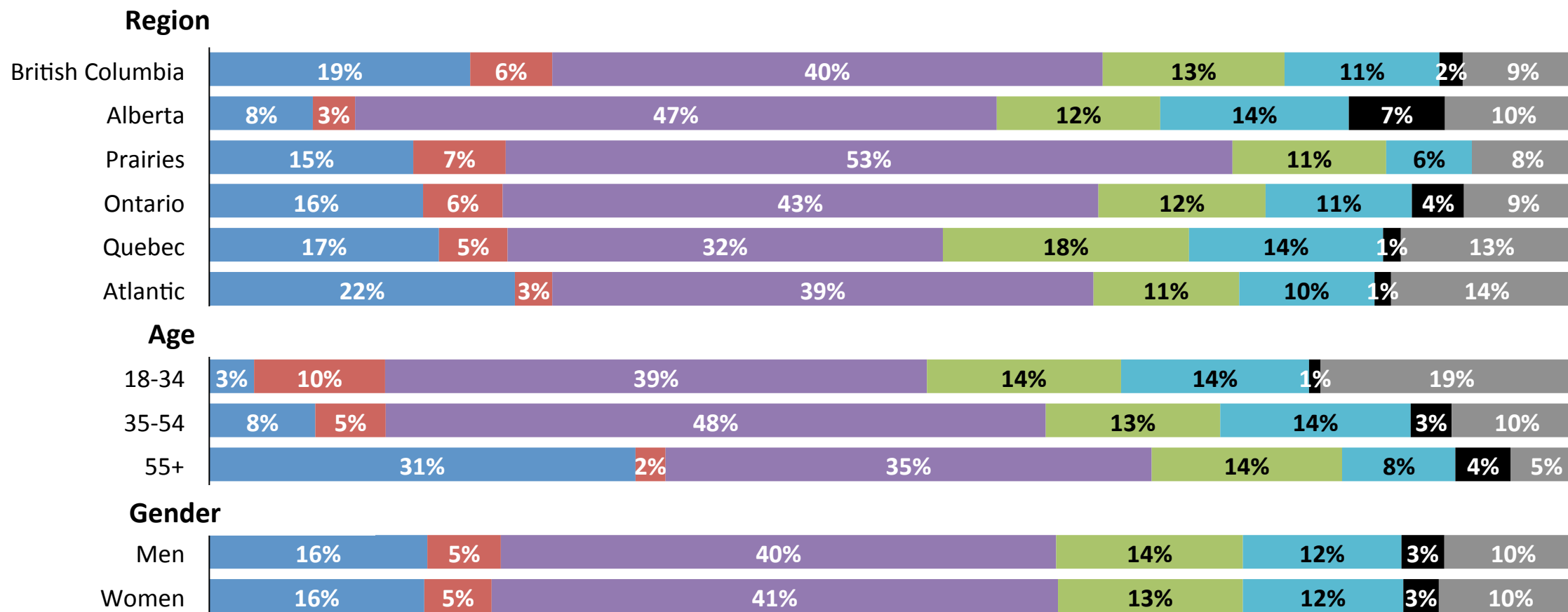
\*Note: Respondents who selected 'Something else (please specify)' and said they don't have apps on their phone, don't have a phone plan with data, or don't bring their phone with them when they go out/don't turn it on were coded into "I don't have a smartphone"

# Reason for Holding Back: respondents 35-54 (48%) and those from Alberta (47%) and Prairies (53%) show greatest concern for privacy



What is the **most important** reason that is holding you back? BY Age-Gender and Region

[asked only of those who did not say they 'definitely would' or are 'very likely' to download the app; n=1,411]



I don't have a smartphone

Don't think app will be effective

Don't know

Concerned app would use up battery life

Not a priority for me

Concerned about privacy protection

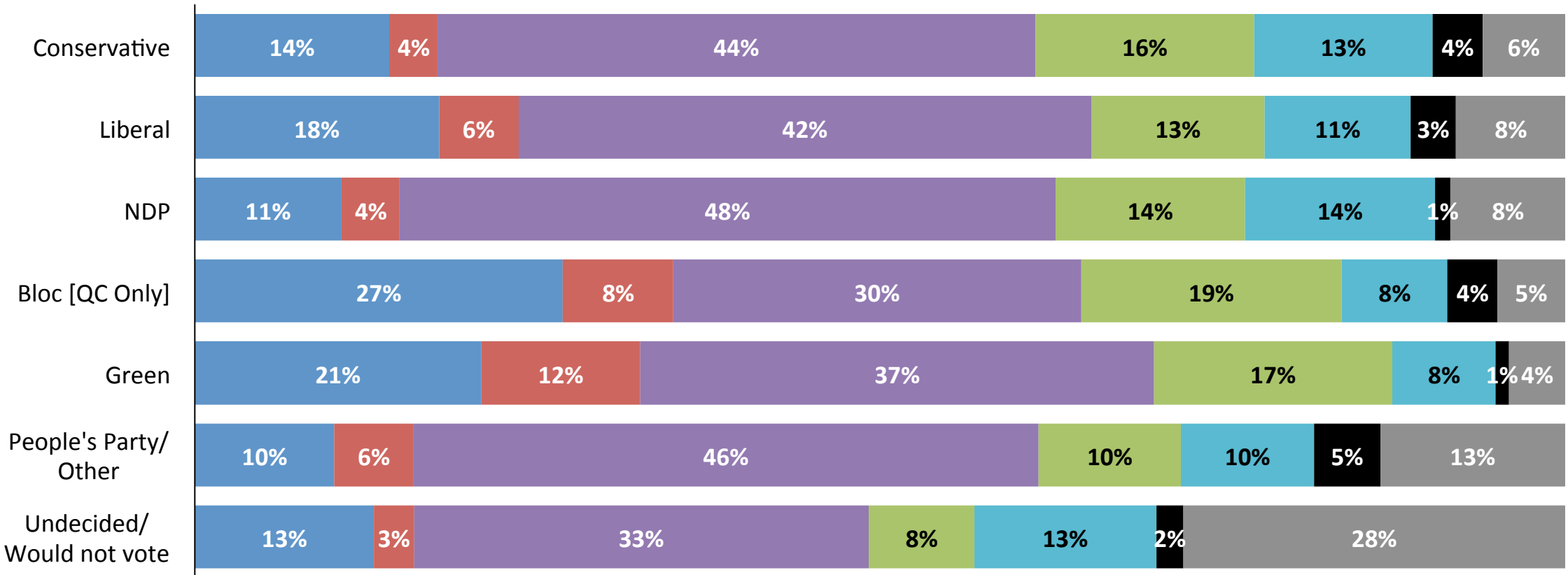
Something else

# Reason for Holding Back: Privacy concern is top reason regardless of vote choice, but is highest for NDP voters (48%)



What is the **most important** reason that is holding you back? BY Federal Vote  
 [asked only of those who did not say they 'definitely would' or are 'very likely' to download the app; n=1,411]

## Federal Vote



- I don't have a smartphone
- Concerned app would use up battery life
- Concerned about privacy protection
- Don't think app will be effective
- Not a priority for me
- Something else
- Don't know

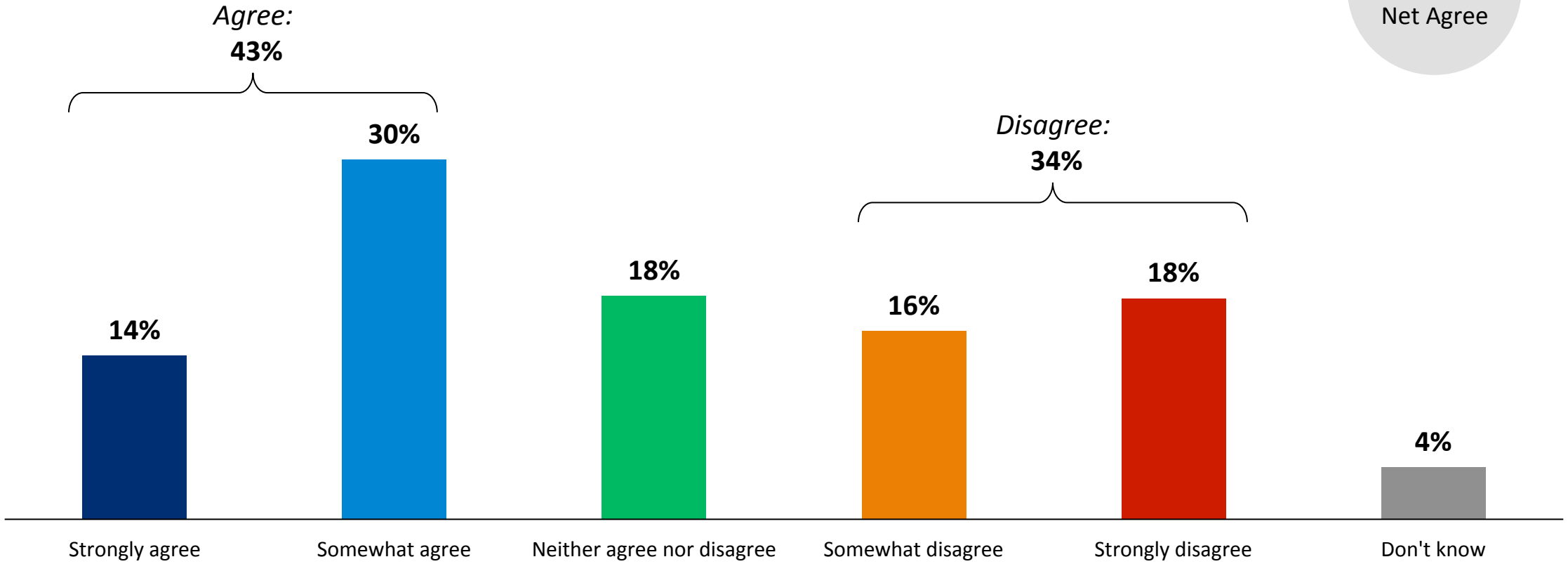


**Note:** 'People's Party' and 'Other' combined due to insufficient sample sizes

# Trust to Protect Information: Slightly more respondents agree they trust the gov't to protect personal info (43%) than those that disagree (34%)

Do you agree or disagree with the following statement?  
***I trust the Federal government to protect my personal information***  
[asked of all respondents; n=2,000]

**+9%**  
Net Agree



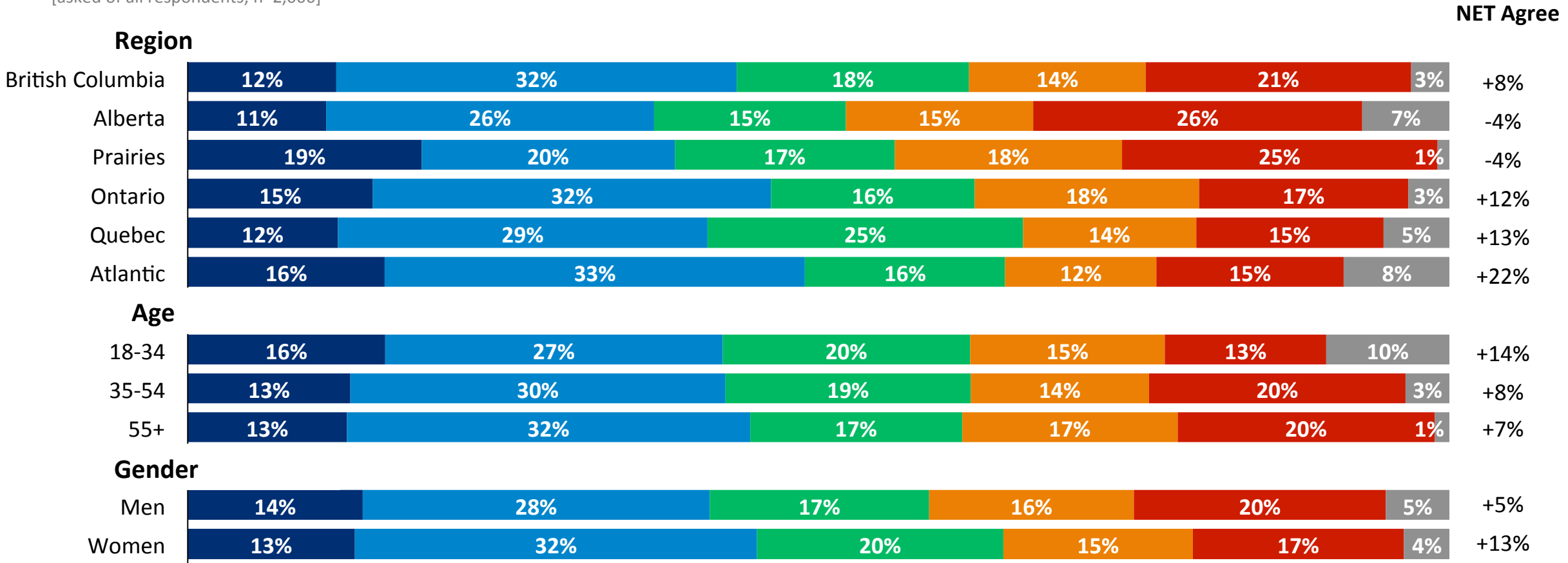
# Trust to Protect Information: Those from Atlantic Canada and Quebec, younger respondents most trusting of gov't to protect personal info



Do you agree or disagree with the following statement? BY Age-Gender and Region

***I trust the Federal government to protect my personal information***

[asked of all respondents; n=2,000]



■ Strongly agree  
 ■ Somewhat agree  
 ■ Neither agree nor disagree  
 ■ Somewhat disagree  
 ■ Strongly disagree  
 ■ Don't know

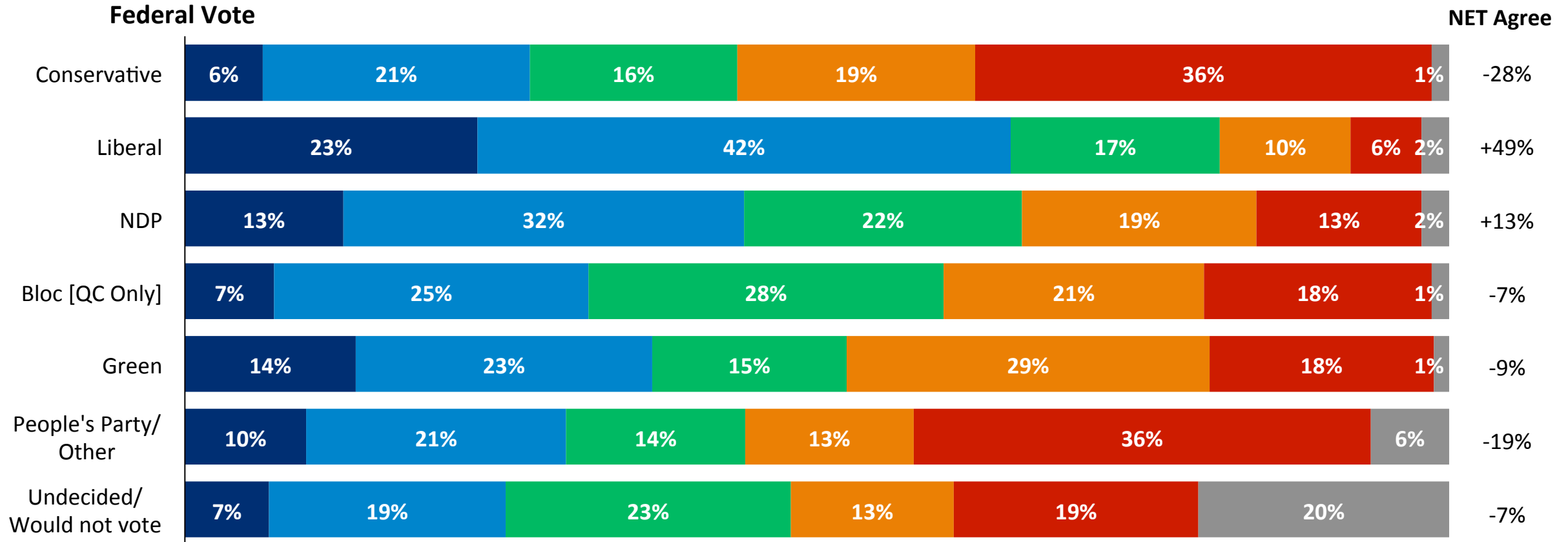


# protect personal information is particularly low for CPC voters (-28% net agree)

Do you agree or disagree with the following statement? BY Federal Vote

***I trust the Federal government to protect my personal information***

[asked of all respondents; n=2,000]



■ Strongly agree 
 ■ Somewhat agree 
 ■ Neither agree nor disagree 
 ■ Somewhat disagree 
 ■ Strongly disagree 
 ■ Don't know

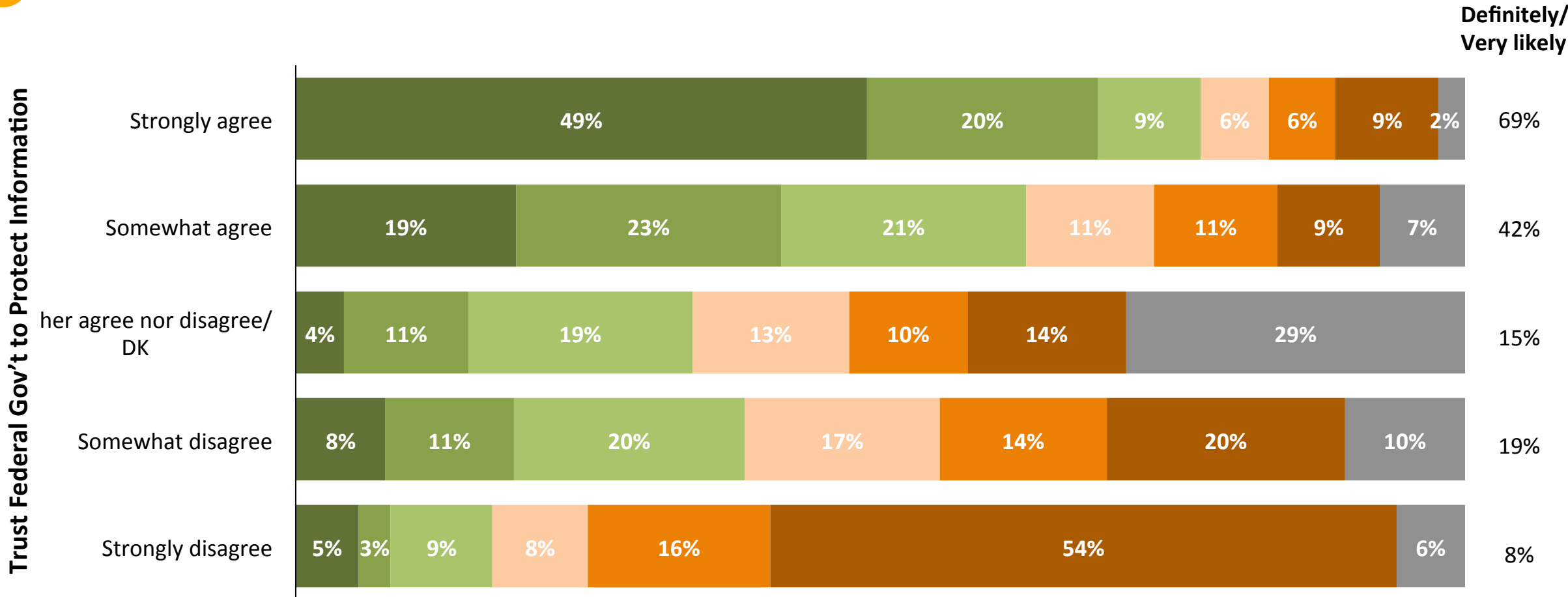


**Note:** 'People's Party' and 'Other' combined due to insufficient sample sizes

# personal info are far more likely to say they definitely would get the app



When this application becomes available, how likely will you be to download it? BY Trust to Protect Information  
 [asked of all respondents; n=2,000]



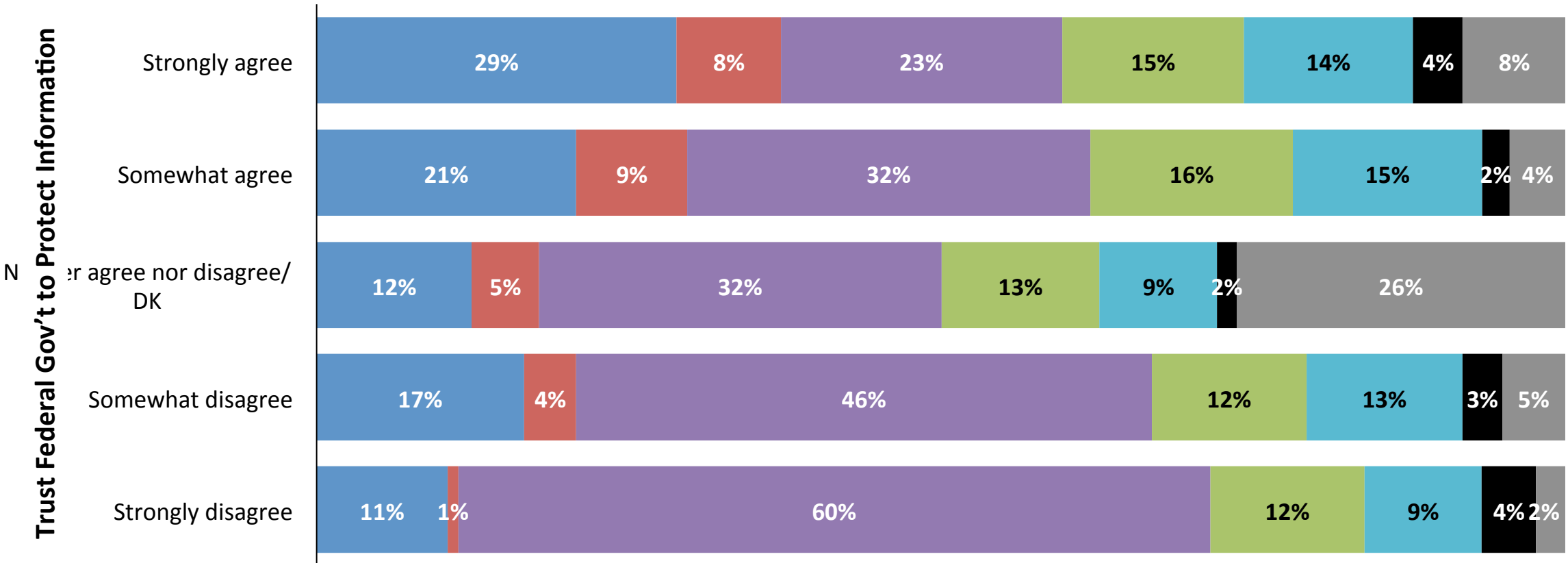
■ Definitely would 
 ■ Very likely 
 ■ Somewhat likely 
 ■ Somewhat unlikely 
 ■ Very unlikely 
 ■ Definitely would not 
 ■ Don't know



# Reason for Holding Back: Among those who strongly agree they can trust gov't to protect info, top reason is 'don't have a smartphone'



What is the **most important** reason that is holding you back? BY Federal Vote  
 [asked only of those who did not say they 'definitely would' or are 'very likely' to download the app; n=1,411]



- I don't have a smartphone
- Concerned app would use up battery life
- Concerned about privacy protection
- Don't think app will be effective
- Not a priority for me
- Something else
- Don't know





# Methodology

The background is a solid blue gradient. It features several white circles of varying sizes scattered across the page. The circles are semi-transparent and do not overlap each other.

# Survey Methodology

**These are the results of an online survey conducted between July 14<sup>th</sup> to July 20<sup>th</sup>, 2020.**

**Method:** This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

**Sample Size:** n=2,599 Canadian citizens, 18 years or older. Regional oversamples in Alberta and BC were used in order to adequately capture perspective on those provinces. The results are nationally weighted to n=2,000 based on Census data from Statistics Canada.

**Field Dates:** July 14<sup>th</sup> to July 20<sup>th</sup>, 2020.

**Weighting:** Results for Canada are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

**Margin of Error:** This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

**Note:** Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
<b>Men 18-34</b>	259	10.0%	275	13.8%
<b>Men 35-54</b>	333	12.8%	334	16.7%
<b>Men 55+</b>	646	24.9%	362	18.1%
<b>Women 18-34</b>	401	15.4%	272	13.6%
<b>Women 35-54</b>	459	17.7%	347	17.4%
<b>Women 55+</b>	501	19.3%	409	20.4%
<b>Regional Breakdown</b>				
<b>BC</b>	441	17.0%	272	13.6%
<b>AB</b>	344	13.2%	227	11.4%
<b>Prairies</b>	136	5.2%	133	6.7%
<b>ON</b>	974	37.5%	764	38.2%
<b>QC</b>	565	21.7%	467	23.4%
<b>Atlantic</b>	139	5.3%	136	6.8%



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**Building Understanding.**