

# Federal Privacy Law

## *National Online Omnibus Survey*

***Prepared for:***

**OPENMEDIA**

207 W HASTINGS ST

VANCOUVER, BC



# Methodology

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- This study was conducted by Innovative Research Group Inc. (INNOVATIVE) for OpenMedia on our monthly national online omnibus survey.
- The online survey was conducted from May 7<sup>th</sup> to May 14<sup>th</sup>, 2018.
- The sample consists of 2,327 Canadian respondents from INNOVATIVE's Canada 20/20 national panel with additional sample from Survey Sampling International, a leading provider of online sample. The results are weighted to n=1,500 based on Census data from Statistics Canada.
- The Canada 20/20 Panel is recruited from a wide variety of sources to reflect the age, gender, region and language characteristics of the country as a whole. 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.
- INNOVATIVE provides each panellist with a unique URL via an email invitation so that only invited panel members are able to complete the survey, and panel members can only complete a particular survey once.
- This is a representative sample. We have set targets to ensure we properly reflect key regional and demographic distribution and then used weights to ensure we reflect the country properly. However, because the online survey was not a random probability based sample, a margin of error can not be calculated. The Marketing Research and Intelligence Association prohibits statements about margins of sampling error or population estimates with regard to most online panels.

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

# Segmentation: Where did respondents come from?

Regional groupings include:

- British Columbia (Yukon)
- Alberta (Northwest Territories)
- Prairie Region (Manitoba, Saskatchewan and Nunavut)
- Ontario
- Quebec
- Atlantic (PEI, New Brunswick, Nova Scotia and Newfoundland & Labrador)

## National

Unweighted n=2,327

Weighted n=1,500

### British Columbia

Unweighted n=424

Weighted n=204

### Prairies

Unweighted n=122

Weighted n=98

### Quebec

Unweighted n=316

Weighted n=352

### Alberta

Unweighted n=334

Weighted n=169

### Atlantic

Unweighted n=102

Weighted n=102

### Ontario

Unweighted n=1,029

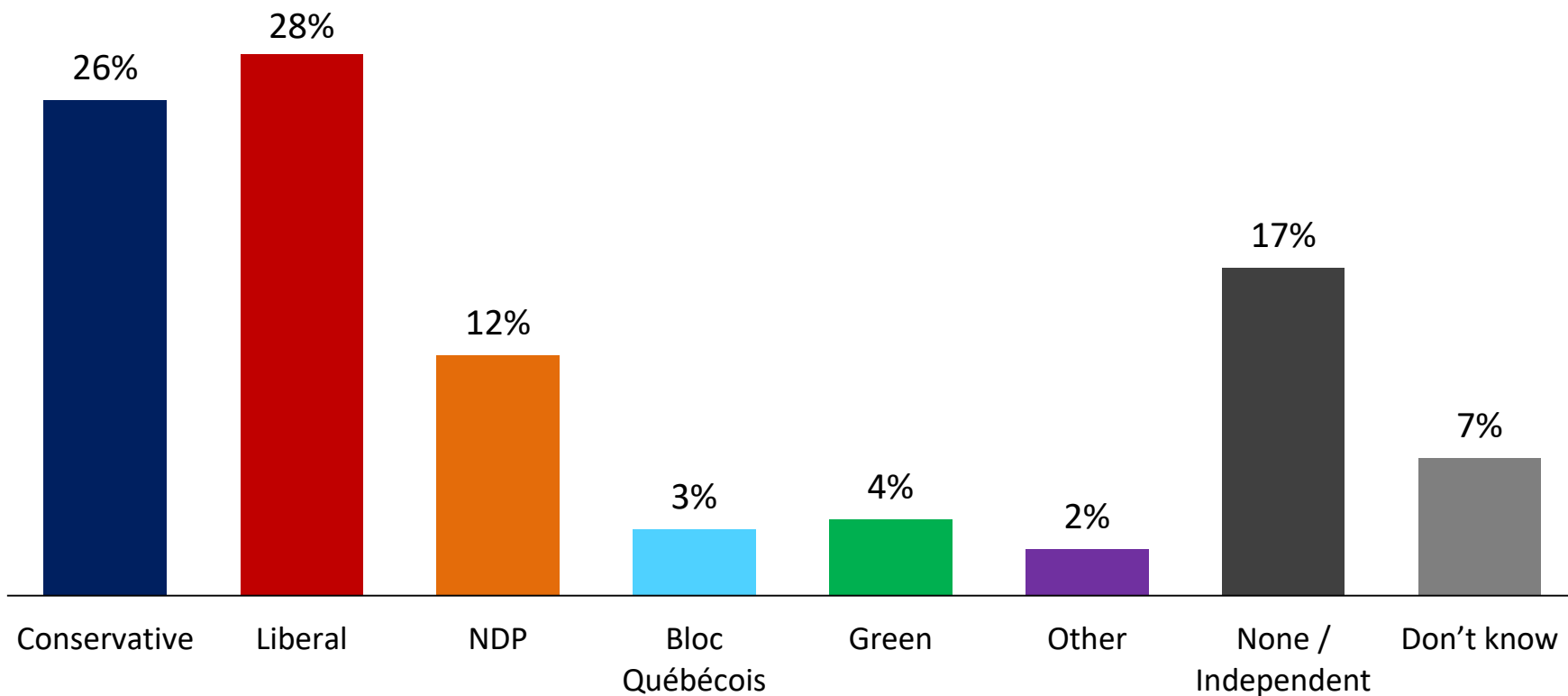
Weighted n=576

# Throughout the report, partisan identification is used as a key segmentation alongside other demographics

Q

Thinking about politics in Canada, generally speaking, do you think of yourself as a...

[asked of all respondents, n=1,500]



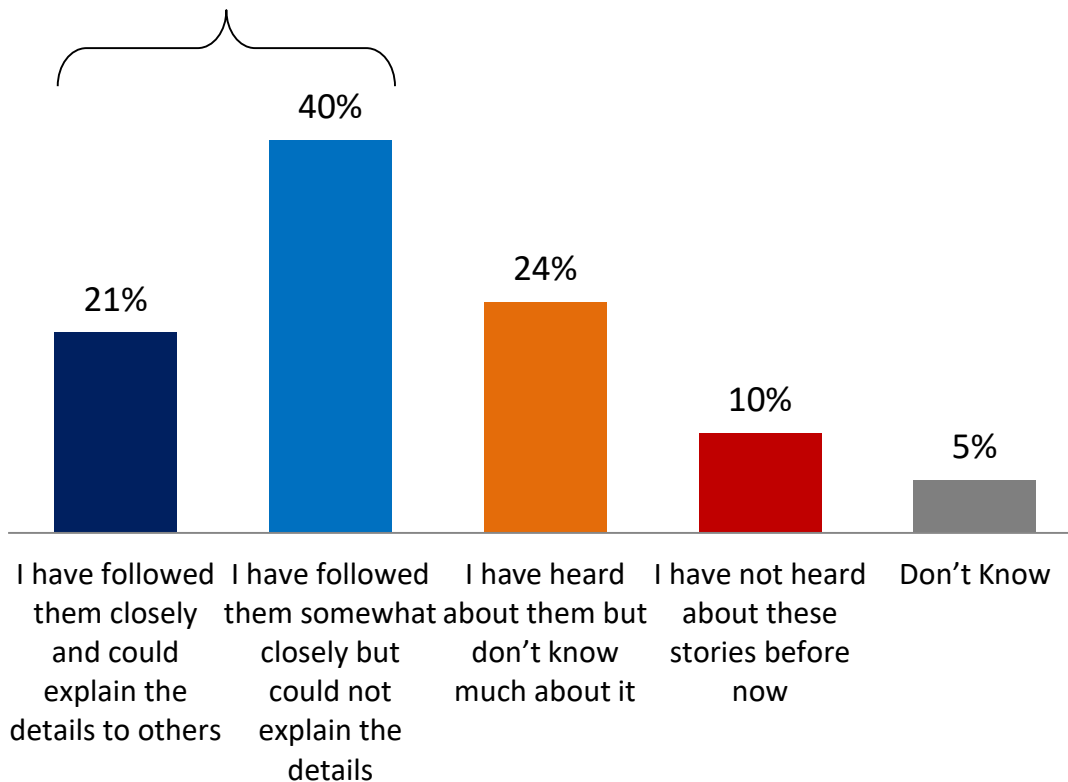
# Detailed Findings

# Awareness: 6-in-10 (61%) have followed CA issue at least somewhat closely, highest among men 55+

**Q** Over the past few months, there have been several news stories about companies collecting personal information online and using it for political purposes. For example, a company called Cambridge Analytica collecting Facebook profile information without the user's knowledge – including from many Canadians – and using it to target political messaging. How closely have you followed these stories?

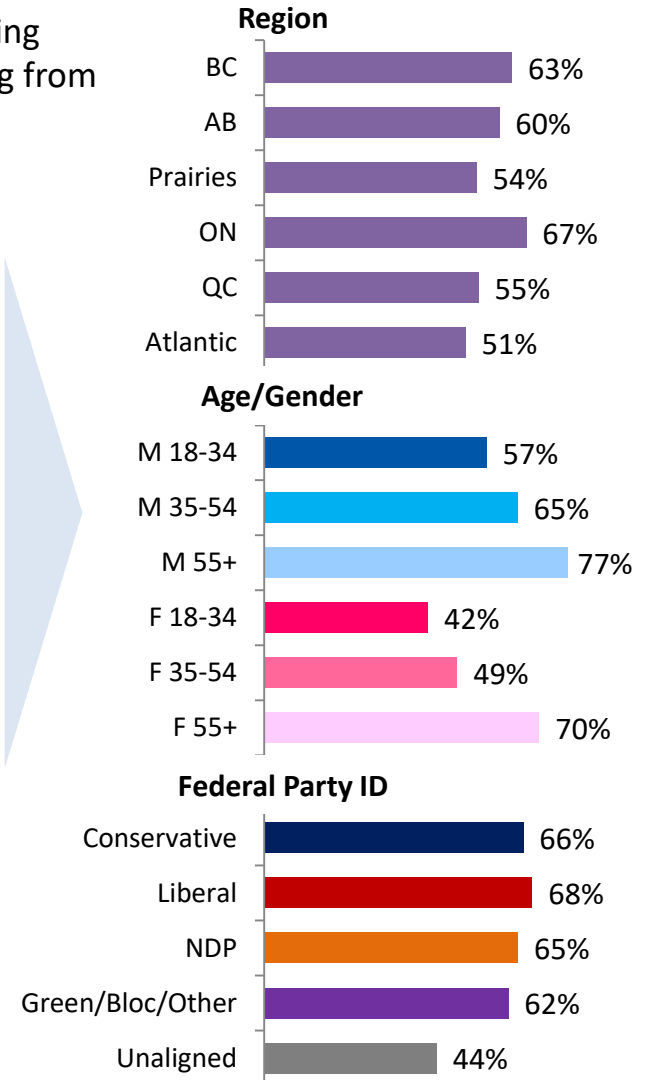
[asked of all respondents, n=1,500]

**At least somewhat closely: 61%**



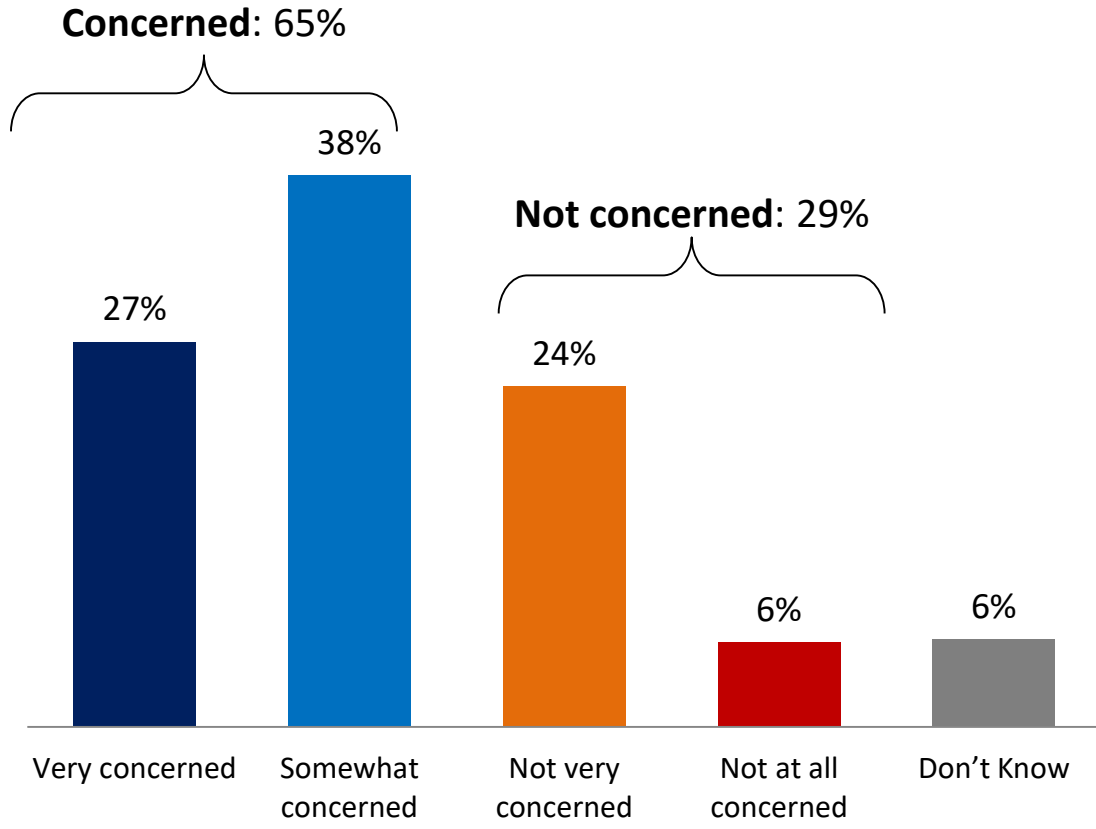
## Sample Breakdown ▶▶

*Those who have at least "somewhat closely"*

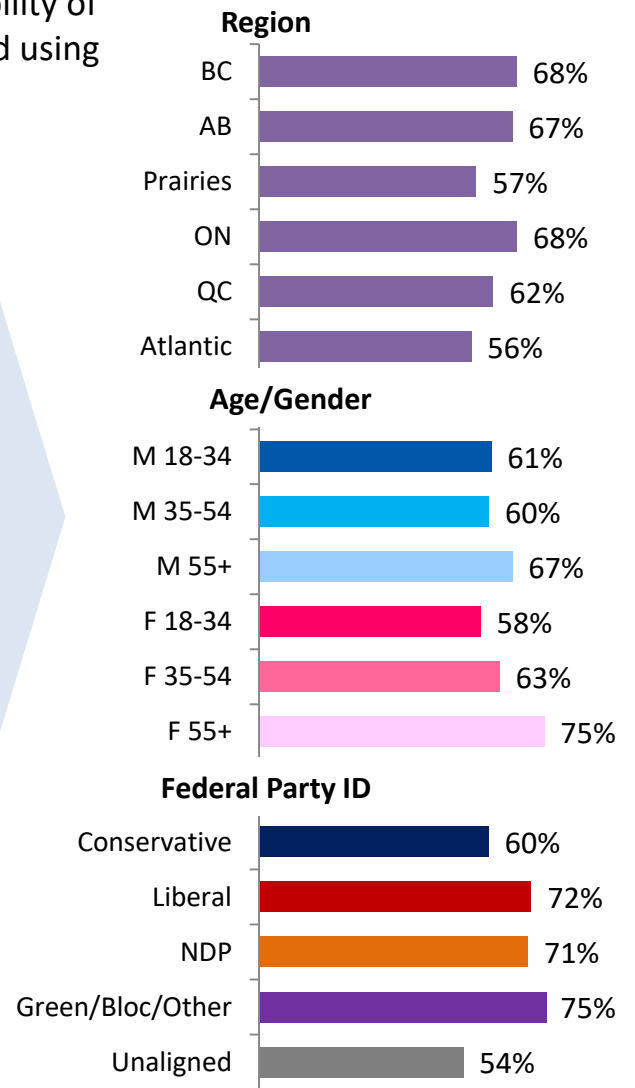


# Concern: 65% are concerned about personal data being used in the upcoming election, highest among women 55+ (75%)

**Q** As you may know, there is a Federal election scheduled for 2019. Thinking about this upcoming election, how concerned are you about the possibility of private companies collecting personal information about Canadians and using it in an attempt to influence the election?  
[asked of all respondents, n=1,500]



### Sample Breakdown ▶▶ *Those who say "concerned"*



# Concern by Awareness: The closer the respondents have followed the news stories, the more concerned they are

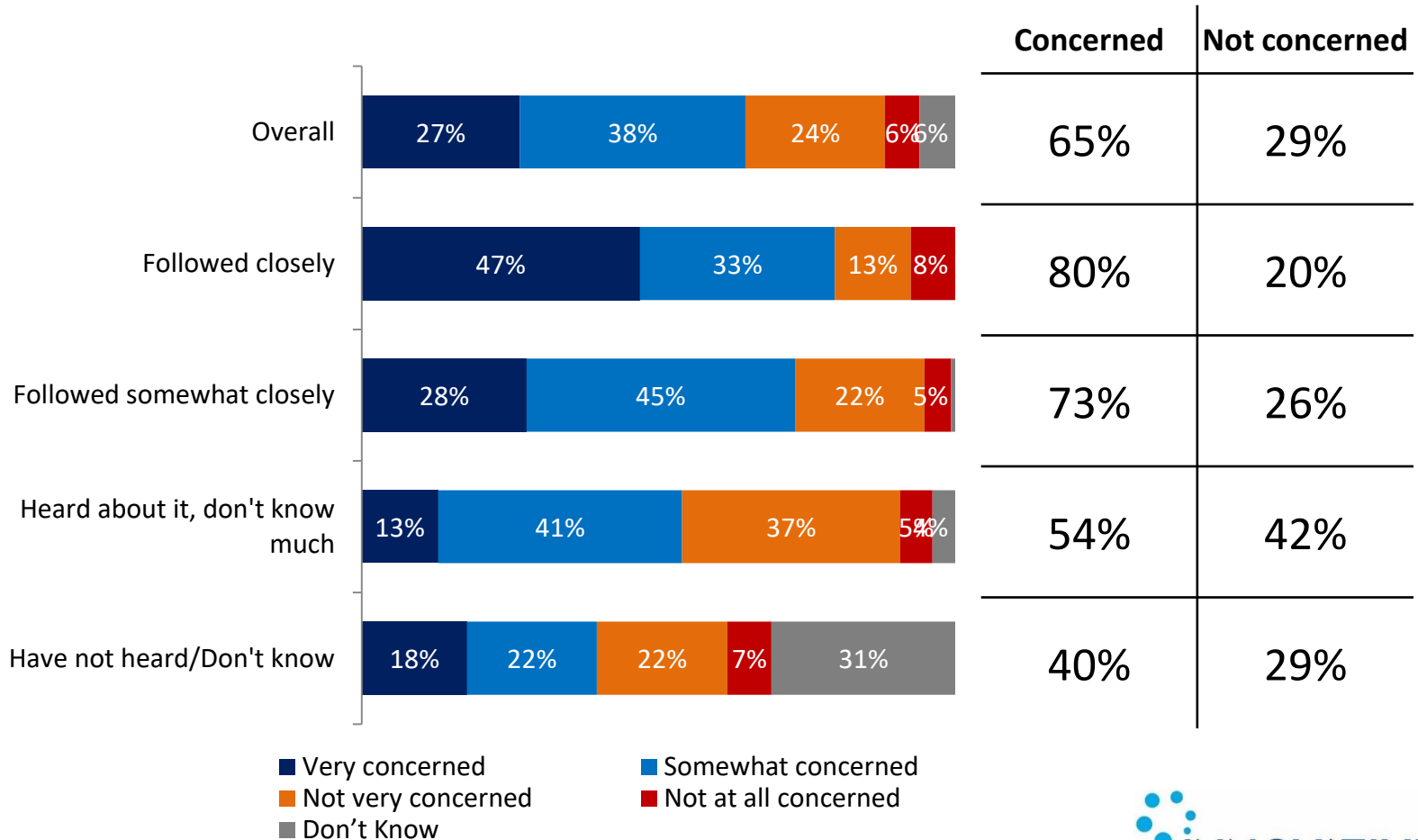
Q

As you may know, there is a Federal election scheduled for 2019. Thinking about this upcoming election, how concerned are you about the possibility of private companies collecting personal information about Canadians and using it in an attempt to influence the election?

*BY Awareness of Cambridge Analytica and related stories*

[asked of all respondents, n=1,500]

Awareness of Cambridge Analytica and related stories





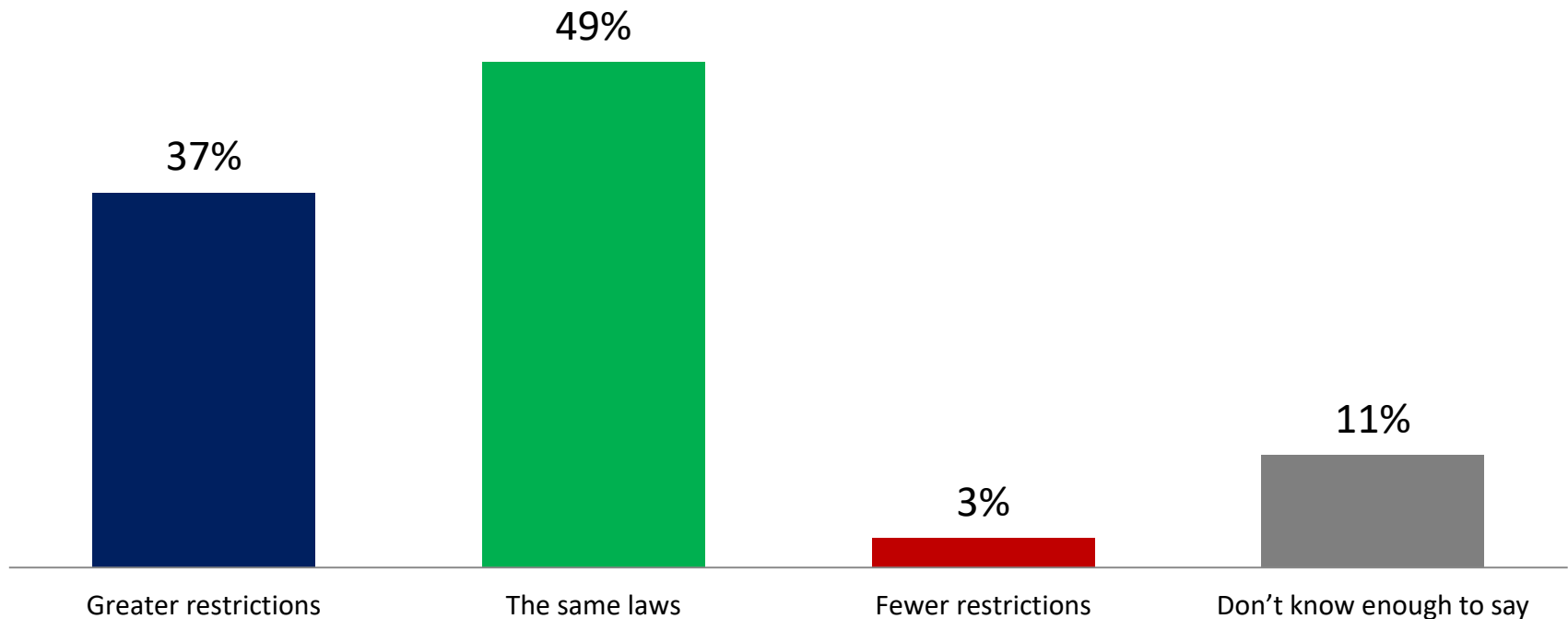
# Restrictions: In the abstract only 3% support the status quo policy of fewer restrictions for political parties <sup>9</sup>



So far we've been talking about private companies, now I want to ask you about how political parties use personal information.

Based on what you know, or your first impression, do you think that when political parties collect Canadian's personal information they should be governed by the same privacy laws as private companies, have greater restrictions placed on them, or have fewer restrictions place on them?

[asked of all respondents, n=1,500]



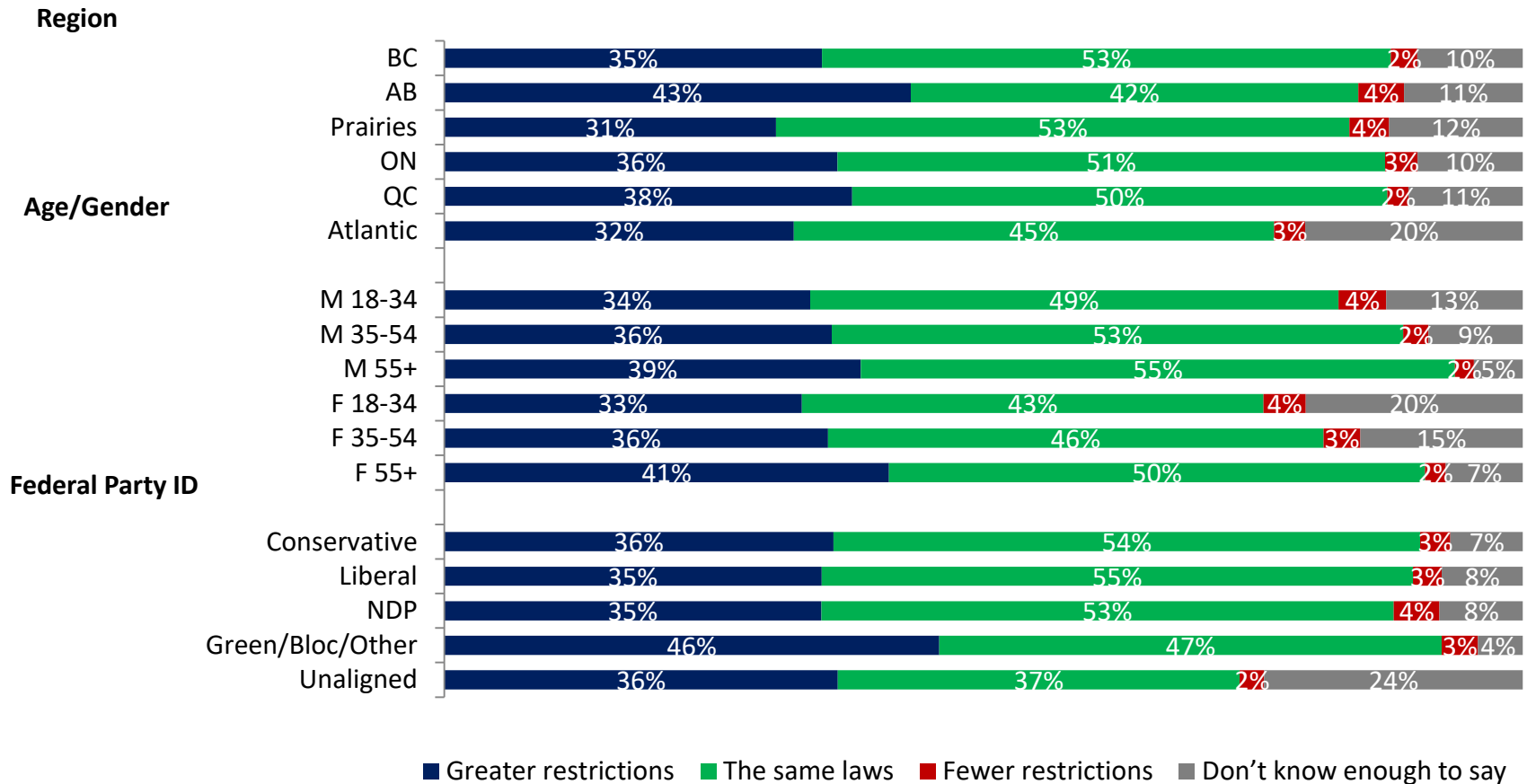
# Restrictions: those who are very concerned are 20 points more likely to say “greater restrictions” (58%)



Based on what you know, or your first impression, do you think that when political parties collect Canadian’s personal information they should be governed by the same privacy laws as private companies, have greater restrictions placed on them, or have fewer restrictions place on them?

BY Awareness and Concern about personal data being used in the upcoming election

[asked of all respondents, n=1,500]



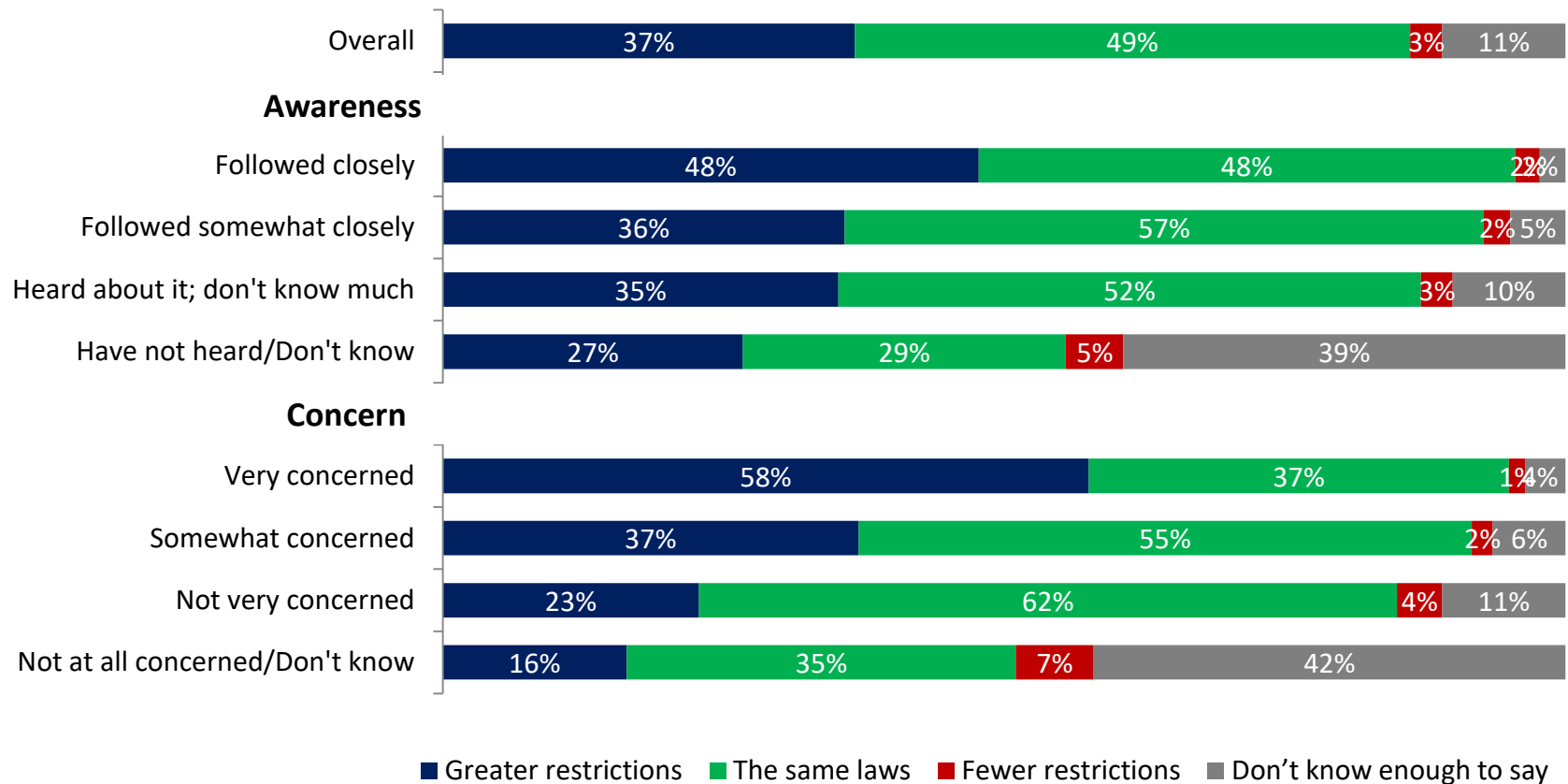
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BY Awareness and Concern about personal data being used in the upcoming election

[asked of all respondents, n=1,500]



# A large majority (72%) support changing the law so political parties follow the same privacy rules as private companies

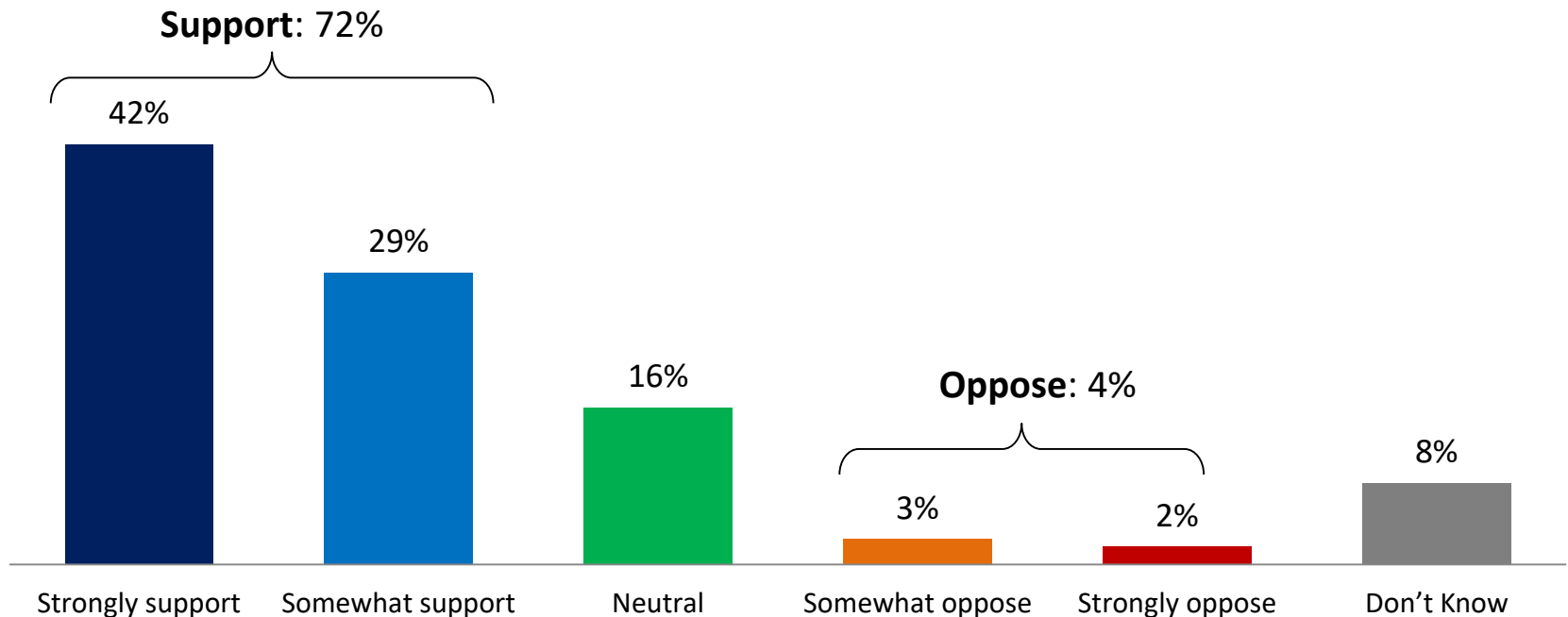


In fact, political parties in Canada are exempted from the privacy laws that govern private companies and do not have to follow these rules. This allows them to canvas voters and send them campaign information more freely.

Last week the government introduced legislation that would require political parties to publish a privacy policy, explaining how Canadian's personal information is collected and use, but would continue to exempt them from other privacy laws that apply to private companies.

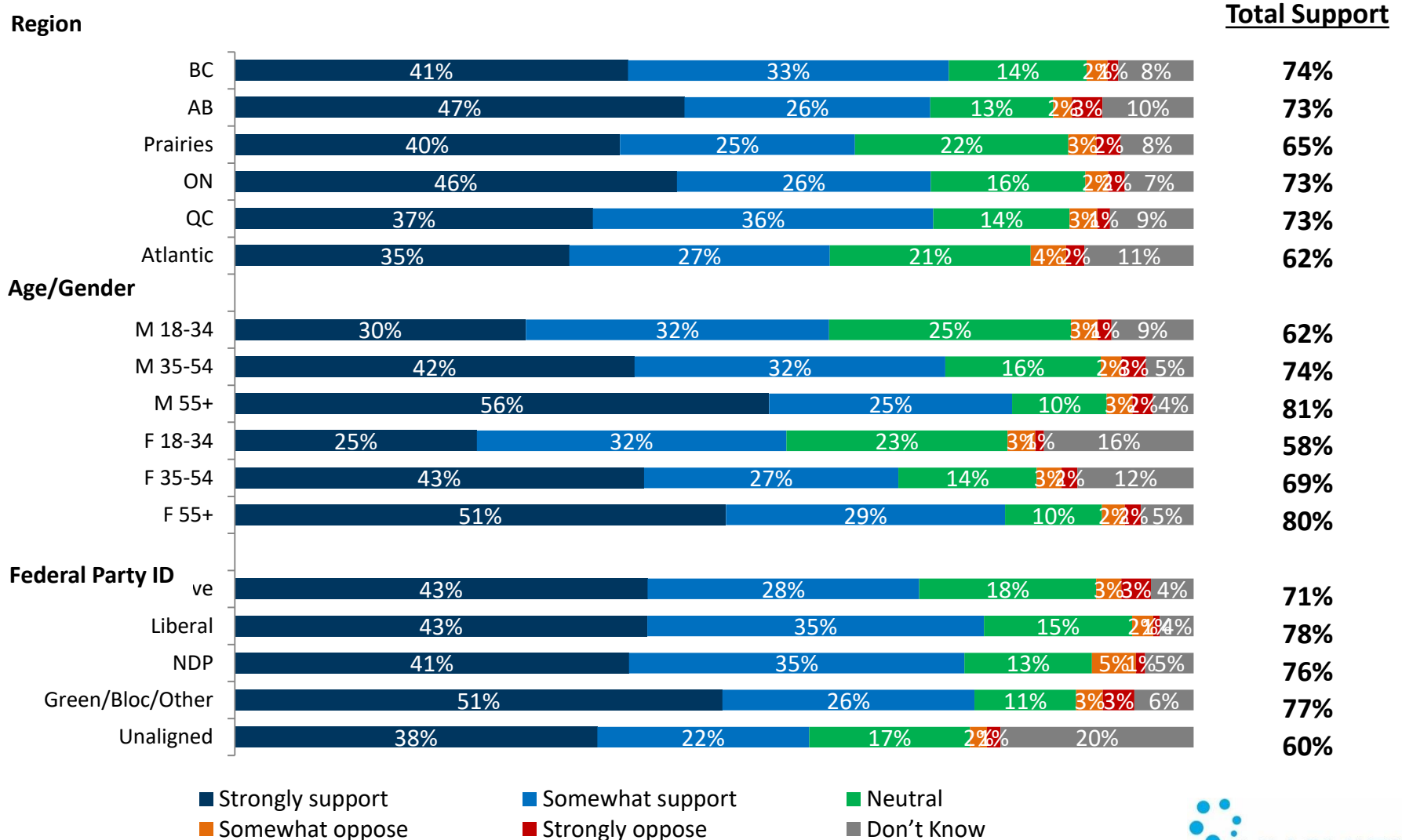
Based on what you know, or your first impression, would you support or oppose changing the law so that Canadian political parties do have to follow the same privacy rules as private companies?

[asked of all respondents, n=1,500]



# Support for extending PIPEDA to political parties has broad support across partisans of all stripes

Support vs. Opposition for ending political parties exemption from PIPEDA



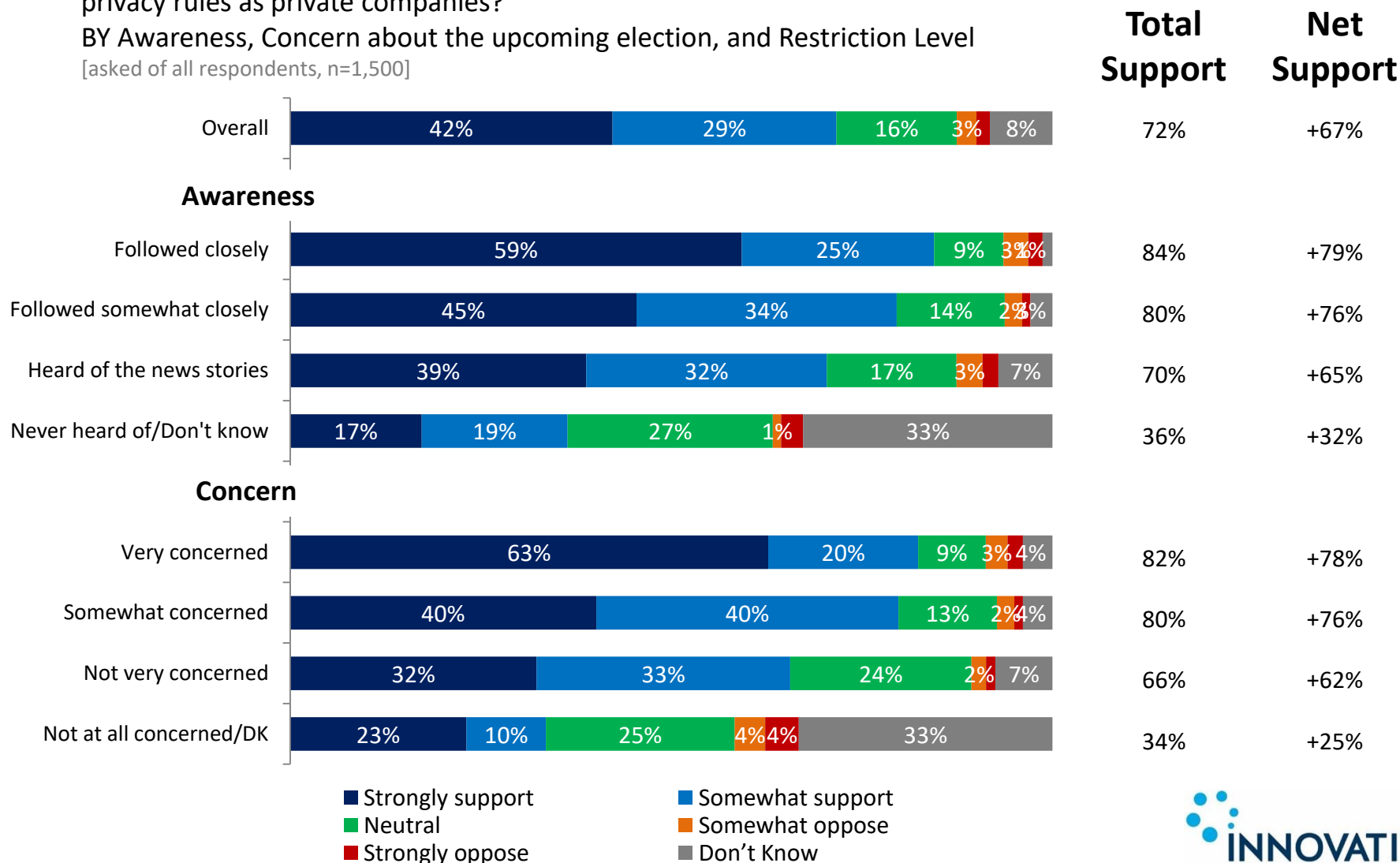
# Those who are very concerned (82%) and say “greater restrictions” (85%) are 10+ points more likely to support



Based on what you know, or your first impression, would you support or oppose changing the law so that Canadian political parties do have to follow the same privacy rules as private companies?

BY Awareness, Concern about the upcoming election, and Restriction Level

[asked of all respondents, n=1,500]





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