

Poll conducted by Research Co. on Technology and Privacy in British Columbia - May 4, 2021

Over the past couple of months, how often have you worried about each of the following?



	British Columbia	GENDER		AGE			REGION					ANNUAL HOUSEHOLD INCOME		
		Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Northern BC	Southern BC	Vancouver Island	<\$50k	\$50k-\$100k	\$100k+
Computers and technology being used to invade your privacy														
Never worried	17%	23%	13%	16%	18%	18%	16%	22%	13%	20%	20%	18%	17%	18%
Worried once or twice	31%	28%	34%	36%	32%	27%	32%	35%	23%	29%	31%	31%	30%	37%
Worried occasionally	35%	33%	36%	31%	35%	37%	35%	28%	47%	33%	37%	34%	37%	30%
Worried frequently	17%	16%	17%	17%	15%	18%	18%	15%	17%	18%	13%	17%	16%	14%
Somebody hacking into your own computer or smartphone														
Never worried	21%	26%	16%	19%	24%	18%	18%	28%	10%	21%	26%	21%	20%	24%
Worried once or twice	30%	26%	34%	37%	29%	26%	31%	28%	28%	29%	29%	32%	28%	33%
Worried occasionally	34%	33%	34%	29%	34%	38%	34%	30%	38%	33%	35%	35%	36%	28%
Worried frequently	15%	14%	16%	15%	13%	18%	16%	14%	24%	16%	10%	12%	16%	15%
Having your personal information stolen over the Internet														
Never worried	13%	17%	9%	7%	16%	15%	12%	20%	6%	14%	14%	12%	13%	18%
Worried once or twice	33%	31%	36%	42%	34%	27%	34%	37%	29%	30%	33%	39%	29%	34%
Worried occasionally	36%	37%	35%	33%	37%	37%	35%	31%	44%	39%	39%	31%	41%	34%
Worried frequently	17%	15%	20%	18%	14%	21%	19%	13%	21%	18%	14%	18%	17%	15%

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How often do you go on the Internet to do each of the following tasks?



	GENDER		AGE			REGION					ANNUAL HOUSEHOLD INCOME			
	British Columbia	Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Northern BC	Southern BC	Vancouver Island	<\$50k	\$50k-\$100k	\$100k+
Post on social media (like Facebook and Twitter)														
A few times a day	15%	12%	17%	15%	20%	9%	14%	18%	22%	9%	17%	13%	14%	18%
A few times a week	22%	19%	25%	30%	22%	16%	21%	20%	28%	26%	23%	19%	25%	23%
A few times a month	22%	21%	23%	24%	24%	18%	23%	19%	17%	19%	23%	22%	22%	19%
Once a month or less	18%	18%	18%	20%	16%	18%	21%	13%	11%	15%	15%	15%	18%	21%
Never	24%	30%	18%	11%	17%	39%	21%	30%	22%	31%	22%	30%	22%	18%
Visit websites or blogs														
A few times a day	45%	47%	43%	43%	50%	41%	45%	47%	38%	49%	43%	40%	46%	52%
A few times a week	30%	28%	31%	33%	30%	27%	30%	23%	20%	31%	36%	30%	30%	26%
A few times a month	12%	13%	12%	12%	11%	13%	13%	15%	18%	7%	9%	13%	13%	11%
Once a month or less	7%	7%	7%	7%	4%	10%	7%	5%	7%	12%	5%	9%	6%	7%
Never	6%	5%	7%	5%	4%	9%	5%	11%	17%	2%	8%	9%	5%	4%
Access banking information														
A few times a day	15%	13%	16%	22%	15%	9%	13%	18%	15%	14%	17%	12%	15%	20%
A few times a week	46%	48%	45%	47%	50%	42%	47%	45%	48%	47%	44%	44%	49%	46%
A few times a month	27%	26%	28%	22%	26%	32%	25%	26%	24%	31%	32%	29%	25%	28%
Once a month or less	7%	7%	7%	5%	7%	8%	10%	3%	0%	5%	3%	8%	6%	4%
Never	5%	6%	5%	4%	3%	8%	5%	9%	13%	3%	5%	7%	5%	3%
Purchase goods from a website														
A few times a day	4%	4%	4%	5%	6%	1%	5%	5%	4%	0%	2%	1%	4%	5%
A few times a week	19%	19%	19%	32%	21%	7%	23%	17%	15%	14%	12%	16%	20%	24%
A few times a month	37%	37%	37%	36%	41%	33%	36%	32%	34%	40%	42%	32%	38%	43%
Once a month or less	35%	34%	36%	24%	27%	51%	31%	37%	40%	43%	41%	44%	32%	24%
Never	5%	6%	4%	3%	4%	8%	6%	9%	8%	2%	3%	7%	6%	3%
Look for deals on websites														
A few times a day	17%	18%	16%	21%	20%	11%	17%	19%	11%	14%	17%	17%	17%	19%
A few times a week	37%	39%	36%	38%	43%	31%	39%	30%	34%	42%	35%	34%	41%	35%
A few times a month	25%	24%	26%	24%	22%	28%	25%	25%	18%	26%	26%	22%	26%	29%
Once a month or less	15%	14%	16%	13%	12%	21%	15%	18%	26%	12%	17%	20%	12%	14%
Never	6%	6%	6%	4%	4%	9%	5%	8%	11%	6%	5%	7%	5%	3%

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How often do you go on the Internet to do each of the following tasks?



	British Columbia	GENDER		AGE			REGION					ANNUAL HOUSEHOLD INCOME		
		Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Northern BC	Southern BC	Vancouver Island	<\$50k	\$50k-\$100k	\$100k+
Look for directions and/or maps to get to a destination														
A few times a day	9%	7%	10%	17%	8%	3%	11%	7%	4%	3%	8%	7%	10%	8%
A few times a week	30%	29%	31%	39%	39%	16%	36%	27%	31%	20%	20%	26%	32%	37%
A few times a month	30%	34%	27%	29%	29%	33%	28%	31%	32%	34%	34%	29%	30%	32%
Once a month or less	24%	23%	25%	12%	18%	38%	20%	28%	21%	32%	29%	29%	23%	14%
Never	7%	7%	7%	3%	5%	11%	5%	7%	13%	11%	9%	9%	4%	9%
Use an instant messaging service														
A few times a day	38%	34%	42%	53%	44%	22%	38%	38%	33%	45%	35%	30%	39%	49%
A few times a week	24%	20%	28%	24%	27%	22%	26%	22%	21%	21%	25%	26%	25%	23%
A few times a month	14%	16%	12%	16%	12%	15%	16%	10%	15%	11%	13%	11%	16%	12%
Once a month or less	7%	9%	6%	3%	8%	10%	7%	11%	6%	7%	7%	7%	8%	6%
Never	16%	21%	12%	5%	10%	31%	14%	19%	25%	16%	20%	26%	12%	10%
Use VoIP (voice over Internet protocol) to call people (such as Skype)														
A few times a day	6%	7%	5%	10%	7%	3%	8%	3%	7%	6%	5%	4%	7%	7%
A few times a week	17%	19%	15%	27%	17%	10%	20%	15%	8%	7%	19%	13%	21%	18%
A few times a month	18%	18%	17%	20%	21%	13%	20%	13%	22%	12%	17%	13%	17%	23%
Once a month or less	19%	21%	18%	18%	21%	18%	21%	16%	12%	23%	15%	19%	19%	21%
Never	40%	34%	44%	25%	34%	56%	32%	53%	50%	52%	44%	50%	35%	30%
Send e-mails														
A few times a day	42%	41%	43%	34%	49%	42%	45%	41%	31%	38%	38%	32%	42%	59%
A few times a week	34%	35%	33%	36%	30%	36%	33%	27%	34%	37%	40%	33%	38%	27%
A few times a month	16%	18%	15%	20%	16%	14%	16%	23%	24%	15%	13%	24%	14%	10%
Once a month or less	6%	5%	7%	8%	4%	7%	5%	7%	4%	10%	7%	8%	5%	3%
Never	1%	1%	2%	2%	1%	2%	1%	2%	7%	0%	2%	3%	0%	1%
Upload pictures or videos to the Internet														
A few times a day	8%	6%	9%	15%	8%	3%	10%	8%	0%	2%	8%	5%	9%	10%
A few times a week	18%	15%	21%	24%	26%	7%	19%	20%	15%	18%	16%	16%	20%	19%
A few times a month	24%	26%	21%	24%	24%	22%	26%	23%	32%	20%	15%	20%	24%	29%
Once a month or less	25%	24%	27%	23%	24%	29%	25%	20%	32%	25%	31%	25%	27%	22%
Never	25%	28%	22%	15%	18%	39%	21%	29%	20%	34%	30%	33%	20%	21%

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How comfortable do you feel doing each of the following tasks online?



	British Columbia	GENDER		AGE			REGION					ANNUAL HOUSEHOLD INCOME		
		Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Northern BC	Southern BC	Vancouver Island	<\$50k	\$50k-\$100k	\$100k+
Access banking information														
Very comfortable	41%	44%	38%	35%	43%	43%	37%	45%	37%	37%	55%	37%	39%	55%
Moderately comfortable	46%	44%	48%	53%	45%	42%	49%	40%	50%	55%	31%	48%	47%	37%
Not too comfortable	8%	8%	8%	11%	8%	7%	10%	6%	0%	5%	8%	7%	10%	6%
Not comfortable at all	5%	4%	6%	2%	4%	8%	4%	8%	13%	2%	6%	8%	4%	2%
Online shopping														
Very comfortable	39%	41%	38%	41%	43%	34%	36%	42%	37%	36%	50%	31%	41%	53%
Moderately comfortable	48%	46%	49%	50%	43%	50%	48%	46%	52%	57%	39%	54%	45%	39%
Not too comfortable	9%	8%	10%	6%	9%	11%	11%	7%	4%	6%	6%	9%	10%	5%
Not comfortable at all	4%	6%	3%	3%	4%	5%	5%	5%	8%	2%	4%	6%	4%	3%
Making a charitable donation														
Very comfortable	27%	31%	22%	23%	32%	24%	25%	35%	32%	26%	25%	17%	29%	39%
Moderately comfortable	46%	41%	51%	54%	48%	39%	49%	40%	42%	47%	44%	48%	45%	42%
Not too comfortable	17%	16%	18%	20%	13%	18%	17%	15%	13%	12%	21%	19%	18%	12%
Not comfortable at all	10%	11%	9%	3%	7%	18%	9%	10%	12%	15%	10%	16%	7%	7%
Commenting on an online forum that requires your email address														
Very comfortable	15%	19%	12%	15%	23%	9%	15%	25%	21%	9%	13%	11%	14%	27%
Moderately comfortable	39%	38%	41%	53%	39%	29%	40%	35%	30%	40%	42%	40%	39%	39%
Not too comfortable	31%	29%	33%	24%	28%	38%	33%	23%	32%	34%	27%	30%	35%	25%
Not comfortable at all	15%	14%	15%	8%	9%	24%	12%	17%	18%	17%	18%	19%	12%	9%

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How many e-mail addresses do you currently have?



	GENDER		AGE			REGION					ANNUAL HOUSEHOLD INCOME			
	British Columbia	Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Northern BC	Southern BC	Vancouver Island	<\$50k	\$50k-\$100k	\$100k+
Only one	23%	20%	27%	22%	18%	30%	19%	32%	30%	34%	22%	32%	22%	17%
Two	41%	43%	40%	44%	41%	40%	43%	39%	33%	36%	45%	37%	44%	43%
Three	22%	21%	23%	25%	25%	17%	22%	23%	18%	22%	20%	16%	23%	27%
Four	7%	7%	6%	6%	8%	6%	7%	5%	12%	6%	8%	9%	6%	5%
Five or more	6%	8%	5%	3%	8%	7%	9%	1%	7%	2%	6%	7%	5%	7%

Have any of the following things ever happened to you?



	British Columbia	GENDER		AGE			REGION					ANNUAL HOUSEHOLD INCOME		
		Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Northern BC	Southern BC	Vancouver Island	<\$50k	\$50k-\$100k	\$100k+
Somebody hacked your email address	15%	14%	15%	17%	15%	13%	15%	10%	21%	14%	18%	14%	16%	14%
Somebody hacked your social media platform (Facebook, Twitter)	15%	13%	17%	19%	16%	12%	14%	17%	18%	19%	15%	15%	13%	19%
Your computer became infected with a virus while you were browsing the Internet	31%	32%	29%	36%	25%	33%	30%	28%	34%	30%	36%	33%	32%	24%
You received an email offering you money for your help or assistance (such as the Nigerian scam)	54%	58%	50%	43%	57%	59%	53%	49%	37%	62%	60%	51%	57%	55%
You received a "phishing" email (somebody attempted to acquire your personal information by masquerading as a trustworthy entity).	61%	64%	59%	53%	62%	67%	61%	42%	69%	68%	70%	63%	62%	60%
None of these	18%	17%	20%	20%	20%	16%	18%	30%	7%	12%	19%	19%	15%	23%

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Have you ever Googled yourself? (i.e. Typed your name on Google to see what has been posted about you on the Internet)



	GENDER		AGE			REGION					ANNUAL HOUSEHOLD INCOME			
	British Columbia	Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Northern BC	Southern BC	Vancouver Island	<\$50k	\$50k-\$100k	\$100k+
Yes	62%	58%	65%	66%	65%	56%	61%	62%	66%	52%	72%	56%	65%	62%
No	38%	42%	35%	34%	35%	44%	39%	38%	34%	48%	28%	44%	35%	38%

To those who Googled themselves - Would you say the information about yourself that you found on the Internet was accurate or inaccurate?



	Googled in BC	GENDER		AGE			REGION					ANNUAL HOUSEHOLD INCOME		
		Male	Female	18-34	35-54	55+	Metro		Vancouver			<\$50k	\$50k-\$100k	\$100k+
							Vancouver	Fraser Valley	Northern BC	Southern BC	Island			
Completely accurate	15%	13%	17%	9%	16%	18%	15%	12%	27%	9%	19%	13%	15%	19%
Mostly accurate	40%	42%	38%	43%	43%	34%	38%	39%	27%	44%	46%	36%	39%	51%
Mostly inaccurate	10%	11%	10%	14%	10%	9%	13%	8%	15%	8%	5%	14%	13%	2%
Completely inaccurate	3%	2%	3%	5%	1%	3%	2%	6%	0%	2%	4%	3%	2%	1%
Not applicable; I did not find information about myself	32%	32%	32%	29%	30%	36%	32%	34%	32%	37%	27%	35%	31%	27%