

RESEARCH Co. on Technology and Privacy in British Columbia - June 3, 2022

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%	21%	13%	17%	16%	17%	15%	17%	20%	16%	22%	18%	17%	15%
Worried once or twice	32%	32%	32%	36%	32%	30%	32%	29%	37%	31%	34%	35%	30%	33%
Worried occasionally	34%	32%	35%	32%	35%	34%	33%	44%	25%	34%	30%	29%	35%	37%
Worried frequently	17%	14%	20%	15%	16%	20%	19%	10%	18%	20%	14%	19%	18%	15%
Somebody hacking into your own computer or smartphone														
Never worried	20%	24%	17%	20%	22%	19%	17%	27%	22%	21%	26%	18%	22%	22%
Worried once or twice	34%	34%	35%	38%	35%	32%	35%	31%	41%	29%	36%	36%	33%	35%
Worried occasionally	31%	30%	31%	29%	30%	32%	31%	31%	24%	40%	25%	29%	31%	31%
Worried frequently	15%	12%	18%	13%	14%	17%	17%	12%	14%	11%	13%	16%	14%	13%
Having your personal information stolen over the Internet														
Never worried	15%	18%	12%	13%	16%	15%	13%	22%	16%	13%	15%	15%	14%	16%
Worried once or twice	34%	36%	33%	38%	35%	32%	33%	31%	41%	35%	42%	35%	36%	32%
Worried occasionally	33%	33%	33%	31%	33%	35%	34%	36%	25%	36%	29%	30%	32%	39%
Worried frequently	18%	13%	22%	17%	17%	19%	20%	11%	18%	17%	14%	20%	18%	13%

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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	17%	15%	18%	22%	20%	10%	18%	21%	16%	11%	13%	16%	19%	13%
A few times a week	21%	21%	21%	29%	23%	14%	20%	21%	29%	24%	24%	18%	22%	25%
A few times a month	19%	18%	20%	23%	19%	17%	20%	25%	14%	17%	14%	20%	17%	23%
Once a month or less	18%	16%	19%	15%	18%	20%	19%	13%	16%	19%	16%	18%	17%	19%
Never	24%	29%	21%	12%	20%	38%	23%	20%	25%	30%	33%	28%	24%	20%
Visit websites or blogs														
A few times a day	47%	49%	44%	45%	54%	41%	49%	47%	33%	40%	47%	44%	43%	54%
A few times a week	29%	28%	31%	29%	29%	31%	28%	32%	41%	32%	29%	29%	32%	28%
A few times a month	13%	12%	14%	17%	9%	13%	14%	7%	20%	13%	8%	12%	14%	11%
Once a month or less	7%	8%	7%	6%	6%	10%	7%	6%	6%	12%	10%	8%	8%	5%
Never	4%	4%	4%	3%	3%	6%	3%	7%	0%	4%	6%	7%	3%	1%
Access banking information														
A few times a day	15%	15%	15%	21%	18%	9%	15%	20%	20%	11%	14%	12%	17%	16%
A few times a week	46%	47%	45%	46%	47%	45%	46%	50%	39%	50%	42%	44%	45%	53%
A few times a month	26%	25%	26%	22%	25%	28%	25%	17%	35%	26%	30%	28%	26%	21%
Once a month or less	7%	7%	6%	6%	6%	7%	8%	5%	0%	6%	6%	5%	5%	9%
Never	7%	6%	7%	5%	4%	10%	6%	8%	6%	7%	8%	10%	6%	2%
Purchase goods from a website														
A few times a day	4%	4%	4%	5%	6%	1%	5%	6%	2%	1%	1%	3%	4%	4%
A few times a week	19%	19%	18%	31%	21%	8%	21%	19%	10%	13%	15%	13%	21%	26%
A few times a month	37%	35%	38%	36%	42%	33%	36%	30%	45%	42%	40%	34%	38%	38%
Once a month or less	36%	37%	35%	24%	30%	50%	33%	38%	43%	38%	40%	42%	34%	30%
Never	5%	5%	5%	4%	2%	9%	5%	7%	0%	7%	4%	8%	4%	3%
Look for deals on websites														
A few times a day	17%	14%	19%	18%	21%	12%	17%	18%	14%	16%	14%	14%	18%	17%
A few times a week	37%	39%	35%	43%	41%	29%	38%	36%	24%	43%	33%	36%	36%	42%
A few times a month	27%	27%	27%	25%	23%	31%	28%	23%	39%	19%	26%	24%	28%	29%
Once a month or less	14%	15%	13%	11%	11%	19%	12%	17%	20%	13%	18%	17%	14%	9%
Never	6%	5%	6%	4%	4%	9%	5%	5%	4%	10%	8%	8%	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	11%	8%	13%	20%	12%	2%	12%	11%	6%	5%	8%	11%	10%	10%
A few times a week	31%	33%	29%	35%	39%	22%	37%	26%	22%	19%	23%	25%	30%	43%
A few times a month	31%	30%	31%	28%	27%	35%	28%	41%	25%	35%	30%	32%	29%	31%
Once a month or less	24%	26%	23%	13%	19%	37%	19%	19%	39%	39%	34%	27%	27%	13%
Never	3%	3%	4%	3%	3%	4%	3%	3%	8%	3%	4%	4%	4%	3%
Use an instant messaging service														
A few times a day	41%	34%	46%	55%	50%	22%	44%	39%	37%	34%	34%	35%	37%	55%
A few times a week	25%	28%	22%	25%	25%	24%	26%	26%	20%	23%	22%	24%	27%	24%
A few times a month	13%	15%	10%	10%	12%	15%	12%	11%	16%	18%	10%	13%	15%	7%
Once a month or less	7%	7%	8%	4%	7%	10%	6%	7%	12%	9%	9%	9%	6%	7%
Never	15%	16%	13%	5%	6%	29%	11%	17%	16%	17%	26%	19%	14%	7%
Use VoIP (voice over Internet protocol) to call people (such as Skype)														
A few times a day	6%	7%	6%	9%	9%	2%	8%	3%	4%	5%	6%	4%	7%	9%
A few times a week	17%	18%	17%	25%	20%	9%	21%	14%	10%	12%	10%	13%	18%	24%
A few times a month	16%	16%	16%	21%	14%	13%	18%	8%	6%	13%	18%	14%	14%	21%
Once a month or less	20%	22%	19%	18%	23%	20%	20%	27%	24%	21%	16%	21%	21%	21%
Never	40%	37%	42%	27%	34%	55%	33%	47%	57%	50%	50%	48%	40%	26%
Send e-mails														
A few times a day	46%	44%	47%	40%	52%	44%	49%	43%	39%	38%	43%	39%	44%	58%
A few times a week	34%	35%	33%	34%	31%	37%	31%	32%	33%	40%	42%	36%	36%	26%
A few times a month	14%	15%	13%	16%	12%	14%	13%	19%	14%	13%	10%	16%	14%	10%
Once a month or less	5%	5%	6%	7%	4%	5%	5%	5%	10%	9%	2%	7%	4%	5%
Never	1%	1%	2%	4%	1%	0%	1%	1%	4%	1%	2%	2%	1%	1%
Upload pictures or videos to the Internet														
A few times a day	9%	7%	10%	13%	10%	3%	9%	12%	12%	1%	11%	11%	7%	9%
A few times a week	21%	21%	20%	31%	20%	13%	22%	20%	24%	26%	11%	16%	23%	22%
A few times a month	23%	21%	24%	25%	25%	19%	24%	26%	20%	19%	18%	23%	23%	22%
Once a month or less	25%	26%	25%	18%	28%	28%	26%	20%	24%	27%	26%	22%	24%	31%
Never	23%	26%	20%	12%	17%	36%	20%	22%	22%	28%	34%	27%	23%	16%

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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	45%	51%	39%	41%	50%	42%	45%	43%	39%	48%	46%	38%	48%	52%
Moderately comfortable	42%	38%	46%	45%	39%	43%	42%	44%	47%	39%	44%	45%	40%	38%
Not too comfortable	7%	6%	8%	12%	5%	5%	8%	6%	4%	7%	3%	9%	6%	5%
Not comfortable at all	6%	5%	7%	2%	5%	9%	5%	7%	10%	7%	6%	8%	6%	4%
Online shopping														
Very comfortable	43%	47%	39%	49%	47%	36%	44%	42%	45%	37%	48%	38%	44%	51%
Moderately comfortable	46%	43%	48%	39%	46%	50%	45%	46%	45%	51%	43%	46%	46%	43%
Not too comfortable	8%	7%	9%	10%	5%	9%	9%	8%	10%	7%	3%	12%	7%	4%
Not comfortable at all	3%	3%	3%	1%	2%	5%	2%	3%	0%	5%	6%	4%	3%	2%
Making a charitable donation														
Very comfortable	26%	30%	22%	22%	31%	24%	26%	23%	22%	29%	28%	19%	26%	37%
Moderately comfortable	47%	43%	51%	55%	46%	44%	47%	47%	59%	45%	49%	48%	48%	44%
Not too comfortable	16%	16%	17%	18%	16%	16%	18%	16%	16%	12%	14%	19%	16%	13%
Not comfortable at all	10%	10%	10%	5%	8%	16%	10%	14%	4%	15%	9%	14%	9%	6%
Commenting on an online forum that requires your email address														
Very comfortable	18%	24%	13%	22%	22%	12%	20%	15%	14%	15%	19%	13%	20%	24%
Moderately comfortable	38%	38%	39%	49%	39%	31%	40%	39%	45%	36%	30%	38%	38%	39%
Not too comfortable	28%	25%	31%	22%	27%	33%	26%	32%	25%	34%	31%	31%	27%	25%
Not comfortable at all	15%	14%	17%	7%	12%	24%	14%	14%	16%	16%	20%	18%	14%	12%

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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	22%	21%	23%	17%	17%	31%	20%	23%	25%	25%	27%	27%	22%	14%
Two	41%	40%	42%	44%	40%	39%	41%	38%	43%	41%	42%	38%	45%	39%
Three	22%	24%	21%	24%	27%	17%	24%	29%	14%	20%	15%	19%	20%	33%
Four	7%	7%	7%	7%	7%	6%	7%	7%	6%	7%	6%	5%	8%	8%
Five or more	8%	9%	7%	7%	9%	6%	8%	3%	12%	8%	10%	11%	5%	6%

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%	16%	14%	15%	16%	15%	15%	18%	12%	9%	18%	14%	15%	18%
Somebody hacked your social media platform (Facebook, Twitter)	16%	14%	18%	23%	14%	13%	17%	18%	16%	14%	12%	21%	14%	14%
Your computer became infected with a virus while you were browsing the Internet	31%	32%	29%	33%	28%	32%	31%	36%	27%	26%	32%	33%	30%	30%
You received an email offering you money for your help or assistance (such as the Nigerian scam)	58%	59%	57%	50%	58%	63%	54%	62%	65%	58%	69%	58%	56%	63%
You received a "phishing" email (somebody attempted to acquire your personal information by masquerading as a trustworthy entity).	63%	65%	61%	53%	64%	70%	62%	61%	59%	64%	73%	64%	60%	70%
None of these	18%	18%	18%	17%	20%	17%	19%	19%	12%	20%	14%	18%	19%	13%

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%	60%	64%	69%	65%	54%	63%	53%	65%	62%	65%	61%	60%	68%
No	38%	40%	36%	31%	35%	46%	37%	47%	35%	38%	35%	39%	40%	32%

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%	12%	17%	13%	13%	19%	13%	20%	21%	17%	15%	17%	13%	16%
Mostly accurate	46%	46%	45%	50%	49%	38%	51%	41%	27%	40%	40%	38%	46%	55%
Mostly inaccurate	9%	11%	8%	15%	8%	5%	10%	9%	18%	5%	7%	8%	11%	9%
Completely inaccurate	3%	2%	3%	2%	4%	1%	2%	3%	0%	10%	0%	2%	3%	2%
Not applicable; I did not find information about myself	27%	28%	27%	20%	26%	37%	24%	27%	33%	29%	38%	35%	28%	18%