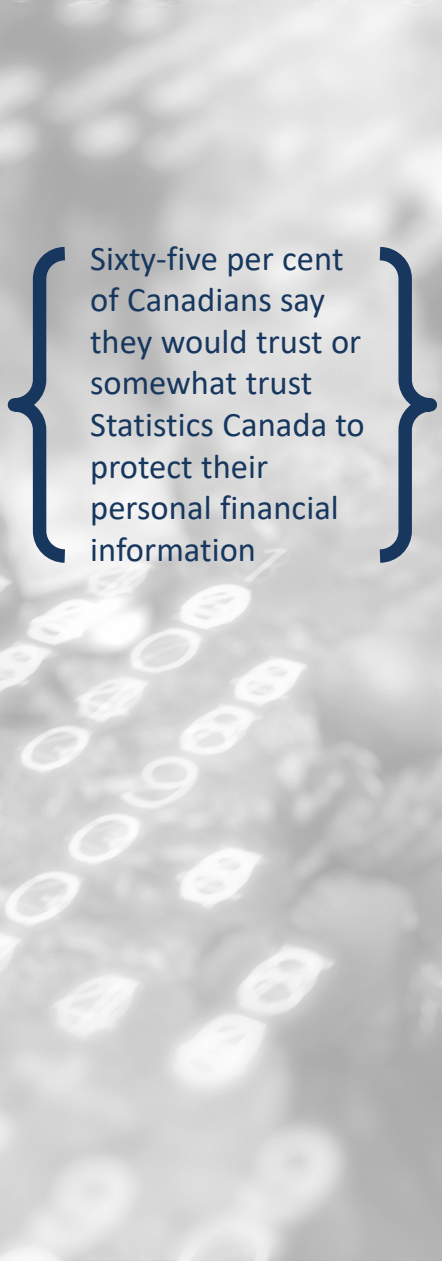# Canadians choose protecting data privacy over Statistics Canada better understanding consumer behavior and trends

Statistics Canada and Privacy Survey | Summary

Conducted by Nanos, November 2018
Submission 2018-1326

NANOS

Sixty-five per cent of Canadians say they would trust or somewhat trust Statistics Canada to protect their personal financial information

Nearly two in three Canadians say protecting the privacy of financial data is more important than Statistics Canada better understanding consumer behaviour and trends. Canadians are more likely to report trusting or somewhat trusting banks and Statistics Canada to protect their personal financial information than credit card companies. Canadians are more likely to report being confident or somewhat confident in the ability of banks to protect themselves from outside cyber attacks and data breaches than Statistics Canada and credit card companies.

- **Nearly two in three Canadians say they would trust or somewhat trust Statistics Canada to protect their personal financial information** – Almost two in three Canadians say they would trust (31%) or somewhat trust (34%) Statistics Canada to protect their personal financial information, while one in three Canadians say they would not trust (19%) or somewhat not trust (14%) Statistics Canada to protect their personal financial information. Two per cent are unsure.

- **Almost seven in ten Canadians say they would trust or somewhat trust banks to protect their personal financial information** – A majority of Canadians say they would trust (24%) or somewhat trust (45%) banks to protect their personal financial information, while than three in ten Canadians say they would not trust (13%) or somewhat not trust (17%) banks to protect their personal financial information. Two per cent are unsure.

- **Canadians are split on whether they would trust credit card companies to protect their personal financial information** – One in two Canadians say they would not trust (25%) or somewhat not trust (25%) credit card companies to protect their personal financial information, while over four in ten Canadians say they would trust (10%) or somewhat trust (37%) banks to protect their personal financial information. Three per cent are unsure.

- **Canadians are split on whether or not they are confident that Statistics Canada could protect themselves from cyber attacks and data breaches** – Close to half of Canadians are not confident (24%) or somewhat not confident (25%) in the ability of Statistics Canada to protect themselves from outside cyber attacks/data breaches, while over four in ten Canadians are confident (12%) or somewhat confident (35%) that Statistics Canada could protect themselves from cyber attacks/data breaches. Four per cent are unsure.

SUMMARY

> Sixty-four per cent of Canadians choose protecting data privacy over better understanding consumer trends and behaviour

- **Just over six in ten Canadians are confident or somewhat confident that banks could protect themselves from cyber attacks and data breaches –** More than six in ten Canadians are confident (13%) or somewhat confident (48%) in the ability of banks to protect themselves from outside cyber attacks/data breaches, while over one in three Canadians are not confident (17%) or somewhat not confident (21%) that banks could protect themselves from cyber attacks/data breaches. Two per cent are unsure.

- **Canadians are split on whether or not they are confident that credit card companies could protect themselves from cyber attacks and data breaches –** One in two Canadians are not confident (23%) or somewhat not confident (27%) in the ability of credit card companies to protect themselves from outside cyber attacks/data breaches, while over four in ten Canadians are confident (seven per cent) or somewhat confident (40%) that credit card companies could protect themselves from cyber attacks/data breaches. Three per cent are unsure.

- **Nearly two in three Canadians say protecting the privacy of financial data is more important than Statistics Canada better understanding consumer behaviour and trends –** When asked to choose whether protecting the privacy of the financial data of Canadians or Statistics Canada better understanding consumer behaviour and trends is more important, almost two in three (64%) Canadians say protecting data privacy is more important while nearly a quarter (24%) say Statistics Canada better understanding consumer behaviour and trends is more important. Twelve per cent are unsure.

- **Close to three in four Canadians oppose or somewhat oppose the access of Statistics Canada to financial transaction data and personal details of Canadians without permission –** A majority of Canadians oppose (55%) or somewhat oppose (19%) Statistics Canada being able to get financial transaction data and personal details of Canadians without their permission from financial institutions, while less than one in four Canadians support (nine per cent) or somewhat support (14%) this. Three per cent are unsure.

Fifty-seven per cent of Canadians would not consent to sharing personal financial data with Statistics Canada
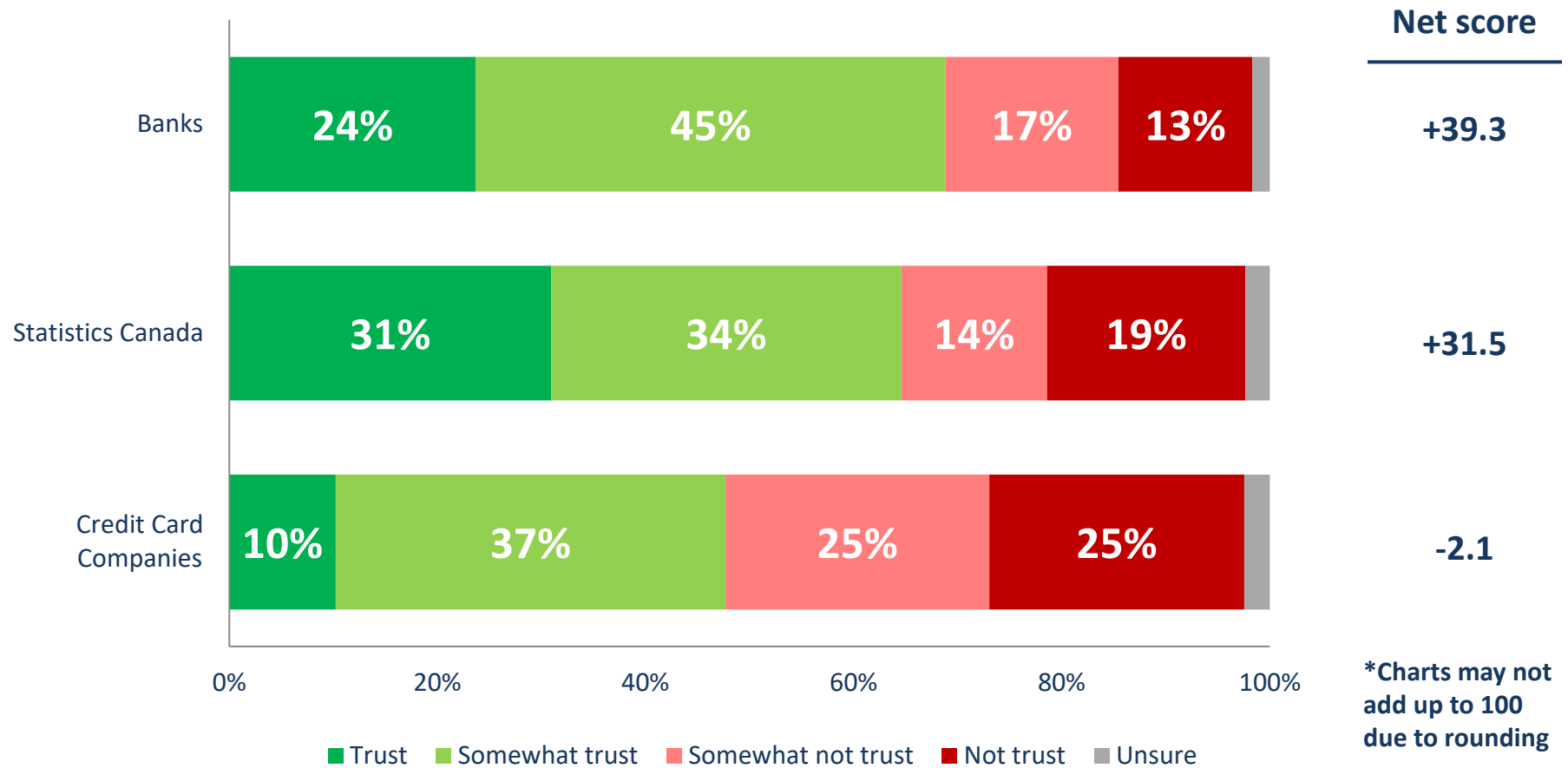
- **Over half of Canadians say they would not consent to have their personal financial data shared with Statistics Canada to better understand consumer behaviour and trends –** Over half (57%) of Canadians say they would not consent to having the personal financial data held by their bank shared with Statistics Canada for the purpose of better understanding consumer behaviour and trends, while three in ten (30%) Canadians would consent to this. Thirteen per cent are unsure.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between November 3rd to 7th, 2018 as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

This study was commissioned and conducted by Nanos Research.

Trust with personal financial data

Net score

	Trust	Somewhat trust	Somewhat not trust	Not trust	Net score
Banks	24%	45%	17%	13%	+39.3
Statistics Canada	31%	34%	14%	19%	+31.5
Credit Card Companies	10%	37%	25%	25%	-2.1

0%   20%   40%   60%   80%   100%

*Charts may not add up to 100 due to rounding

■ Trust ■ Somewhat trust ■ Somewhat not trust ■ Not trust ■ Unsure

QUESTION – Would you trust, somewhat trust, somewhat not trust or not trust the following to protect your personal financial information. [RANDOMIZE]

5

Trust in Statistics Canada with personal financial data

Net score

+31.5

- 31% (Trust)
- 34% (Somewhat trust)
- 14% (Somewhat not trust)
- 19% (Not trust)
- 2% (Unsure)

■ Trust ■ Somewhat trust ■ Somewhat not trust ■ Not trust ■ Unsure

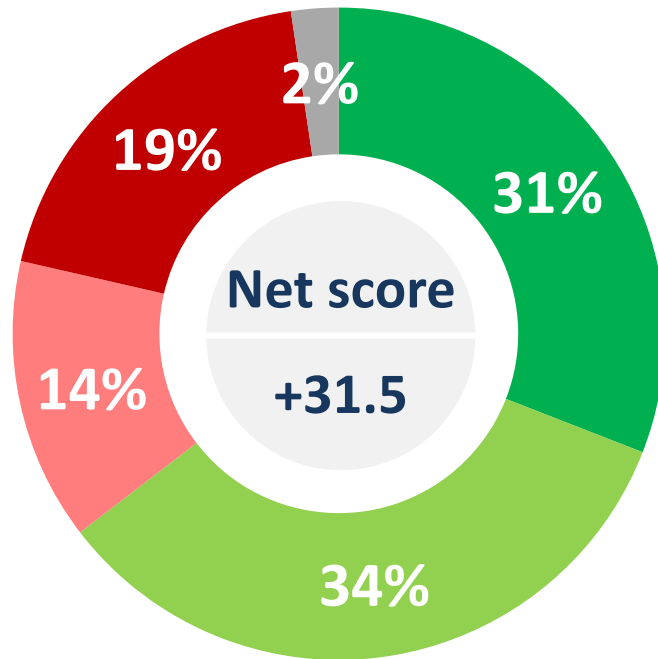|	Trust/ somewhat trust
Atlantic (n=100)	57.4%
Quebec (n=250)	71.6%
Ontario (n=300)	61.7%
Prairies (n=200)	59.4%
British Columbia (n=150)	70.3%
Male (n=549)	65.8%
Female (n=451)	63.4%
18 to 34 (n=237)	70.9%
35 to 54 (n=344)	63.0%
55 plus (n=419)	61.6%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Would you trust, somewhat trust, somewhat not trust or not trust the following to protect your personal financial information. [RANDOMIZE]

Statistics Canada

Trust in banks with personal financial data
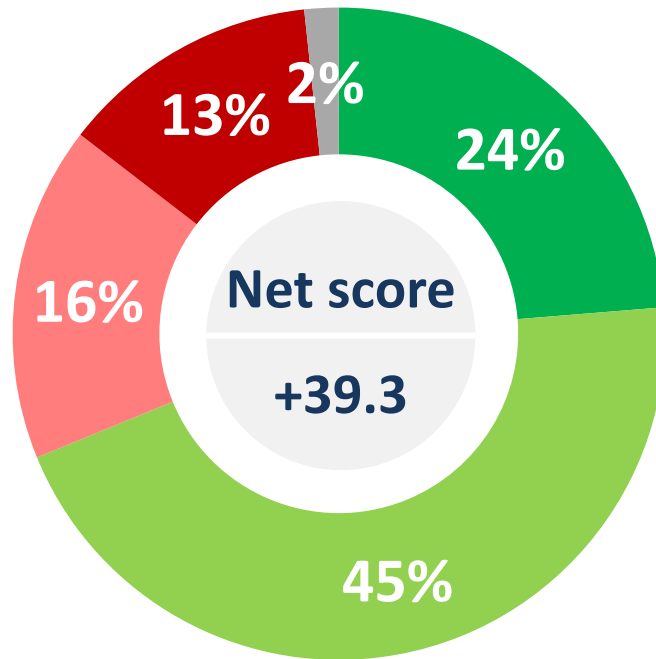
NANOS

Donut chart — Net score +39.3

- 24% Trust
- 45% Somewhat trust
- 16% Somewhat not trust
- 13% Not trust
- 2% Unsure

Legend: ■ Trust ■ Somewhat trust ■ Somewhat not trust ■ Not trust ■ Unsure

	Trust/ somewhat trust
Atlantic (n=100)	63.1%
Quebec (n=250)	66.6%
Ontario (n=300)	71.7%
Prairies (n=200)	68.9%
British Columbia (n=150)	70.4%
Male (n=549)	66.6%
Female (n=451)	71.0%
18 to 34 (n=237)	62.7%
35 to 54 (n=344)	68.0%
55 plus (n=419)	73.7%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Would you trust, somewhat trust, somewhat not trust or not trust the following to protect your personal financial information. [RANDOMIZE]

Banks

Trust in credit card companies with personal financial data

NANOS

Net score
-2.1

3% 10%
25%
37%
25%
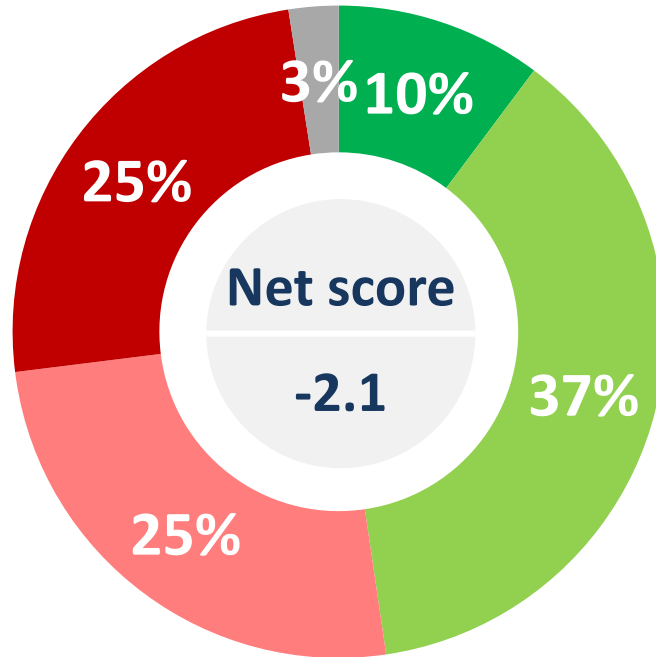
■ Trust ■ Somewhat trust ■ Somewhat not trust ■ Not trust ■ Unsure

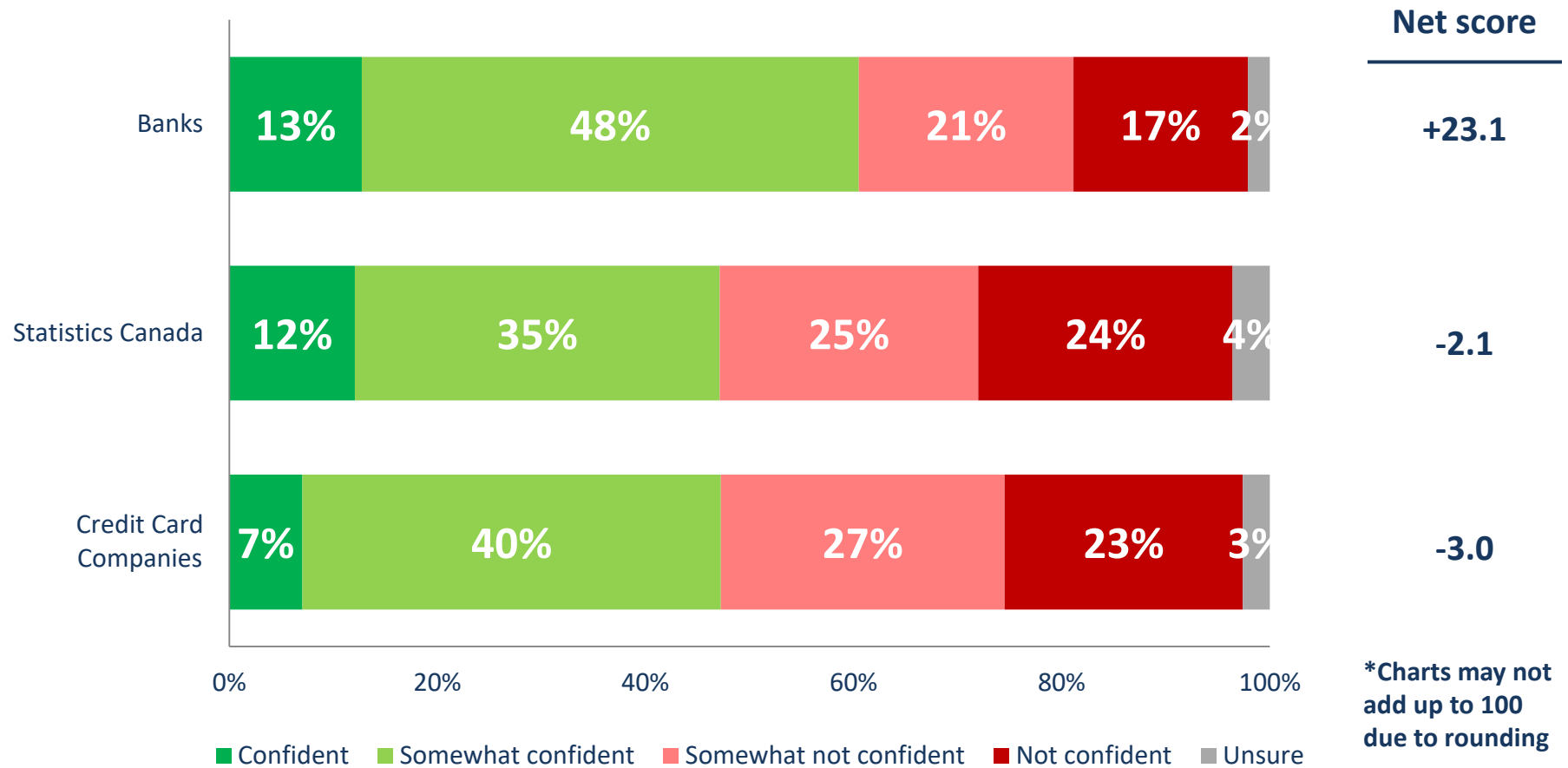|	Not trust/ somewhat not trust
Atlantic (n=100)	61.1%
Quebec (n=250)	50.0%
Ontario (n=300)	47.4%
Prairies (n=200)	47.3%
British Columbia (n=150)	50.4%
Male (n=549)	50.8%
Female (n=451)	48.9%
18 to 34 (n=237)	50.4%
35 to 54 (n=344)	50.2%
55 plus (n=419)	49.1%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Would you trust, somewhat trust, somewhat not trust or not trust the following to protect your personal financial information. [RANDOMIZE]

Credit Card Companies

8

Confidence in ability to protect data

Net score

	Confident	Somewhat confident	Somewhat not confident	Not confident	Unsure	Net score
Banks	13%	48%	21%	17%	2%	+23.1
Statistics Canada	12%	35%	25%	24%	4%	-2.1
Credit Card Companies	7%	40%	27%	23%	3%	-3.0

■ Confident ■ Somewhat confident ■ Somewhat not confident ■ Not confident ■ Unsure

*Charts may not add up to 100 due to rounding

QUESTION – Are you confident, somewhat confident somewhat not confident or not confident that the following could protect themselves from outside cyber attacks/data breaches. [RANDOMIZE]

Confidence in ability of Statistics Canada to protect data

Net score

-2.1

- ■ Confident
- ■ Somewhat confident
- ■ Somewhat not confident
- ■ Not confident
- ■ Unsure

	Not confident/ somewhat not confident
Atlantic (n=100)	50.1%
Quebec (n=250)	38.9%
Ontario (n=300)	52.1%
Prairies (n=200)	60.8%
British Columbia (n=150)	45.3%
Male (n=549)	48.3%
Female (n=451)	50.3%
18 to 34 (n=237)	52.8%
35 to 54 (n=344)	48.3%
55 plus (n=419)	47.7%

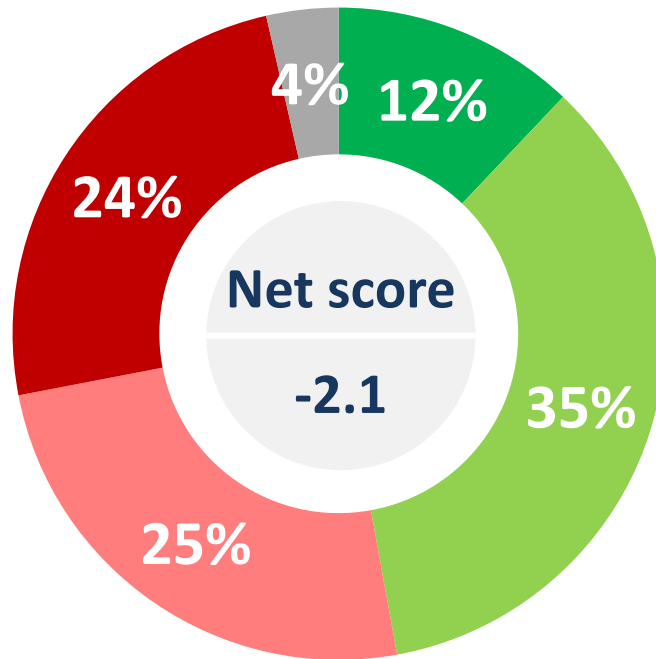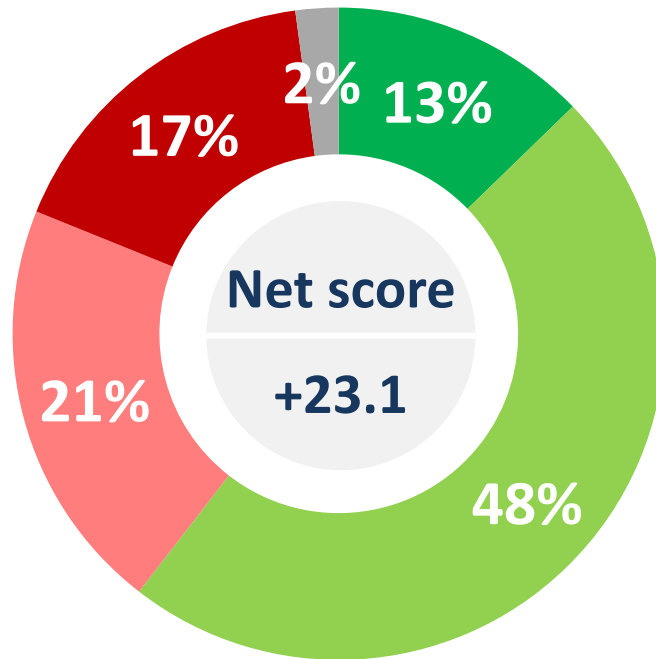***Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.**

QUESTION – Are you confident, somewhat confident somewhat not confident or not confident that the following could protect themselves from outside cyber attacks/data breaches. [RANDOMIZE]

Statistics Canada

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 3rd to 7th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

10

Confidence in ability of banks to protect data

Net score

+23.1

13%
48%
21%
17%
2%

- Confident
- Somewhat confident
- Somewhat not confident
- Not confident
- Unsure

	Confident/ somewhat confident
Atlantic (n=100)	57.9%
Quebec (n=250)	64.0%
Ontario (n=300)	58.7%
Prairies (n=200)	59.3%
British Columbia (n=150)	61.4%
Male (n=549)	59.6%
Female (n=451)	61.3%
18 to 34 (n=237)	57.0%
35 to 54 (n=344)	59.8%
55 plus (n=419)	63.6%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Are you confident, somewhat confident somewhat not confident or not confident that the following could protect themselves from outside cyber attacks/data breaches. [RANDOMIZE]

Banks

Confidence in ability of credit card companies to protect data

	Not confident/ somewhat not confident
Atlantic (n=100)	56.8%
Quebec (n=250)	44.8%
Ontario (n=300)	53.6%
Prairies (n=200)	51.4%
British Columbia (n=150)	46.4%
Male (n=549)	49.7%
Female (n=451)	50.6%
18 to 34 (n=237)	49.8%
35 to 54 (n=344)	49.4%
55 plus (n=419)	51.1%

Net score
-3.0

3% 7%
23%
40%
27%

■ Confident ■ Somewhat confident ■ Somewhat not confident ■ Not confident ■ Unsure

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Are you confident, somewhat confident somewhat not confident or not confident that the following could protect themselves from outside cyber attacks/data breaches. [RANDOMIZE]

Credit Card Companies

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 3rd to 7th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

12

Importance of understanding consumer trends and data privacy

24%

64%

12%

- Statistics Canada better understanding consumer behaviour
- Protecting the privacy of the financial data of Canadians
- Unsure
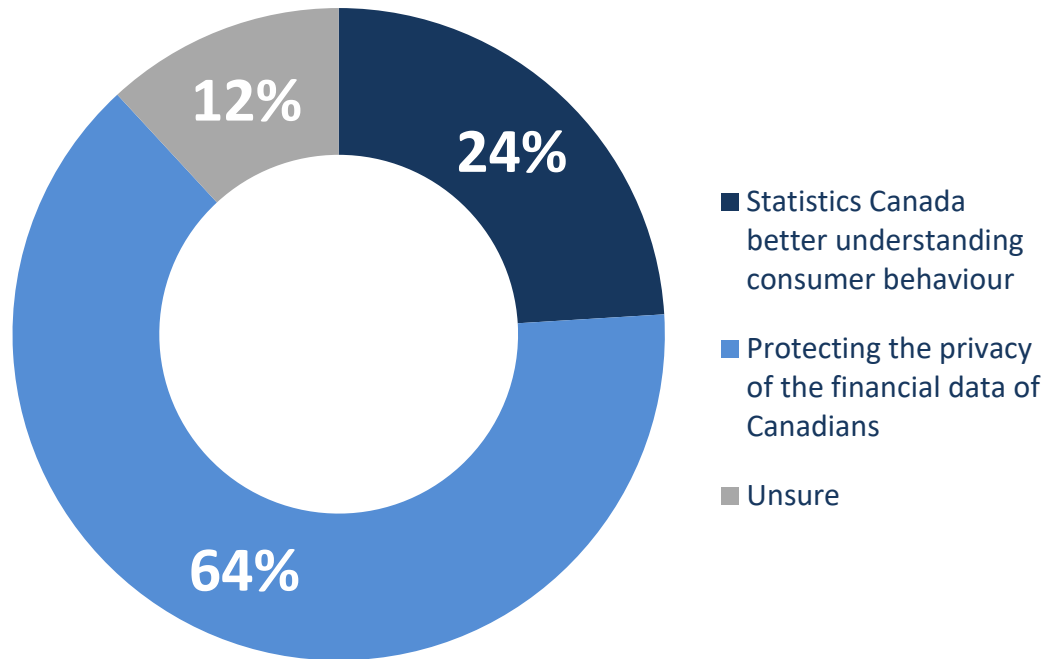
	Protecting data privacy
Atlantic (n=100)	**77.6%**
Quebec (n=250)	**44.1%**
Ontario (n=300)	**67.8%**
Prairies (n=200)	**72.0%**
British Columbia (n=150)	**70.5%**
Male (n=549)	**62.9%**
Female (n=451)	**65.3%**
18 to 34 (n=237)	**57.8%**
35 to 54 (n=344)	**65.8%**
55 plus (n=419)	**67.0%**

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Statistics Canada recently informed banks and credit card companies that as part of a pilot project it expects financial institutions to provide the personal financial data of 500 thousand Canadians without their knowledge or permission. This could include things like the income of individuals, credit card information and their detailed banking transactions. Statistics Canada has the authority to do this and the request is to help Statistics Canada better understand consumer behaviour and trends.

QUESTION – What is more important [ROTATE] Statistics Canada better understanding consumer behaviour and trends or protecting the privacy of the financial data of 500,000 Canadians?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 3rd to 7th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

13

Support for access of Statistics Canada to personal financial data

Net score
-50.3

3% 9%
14%
19%
55%
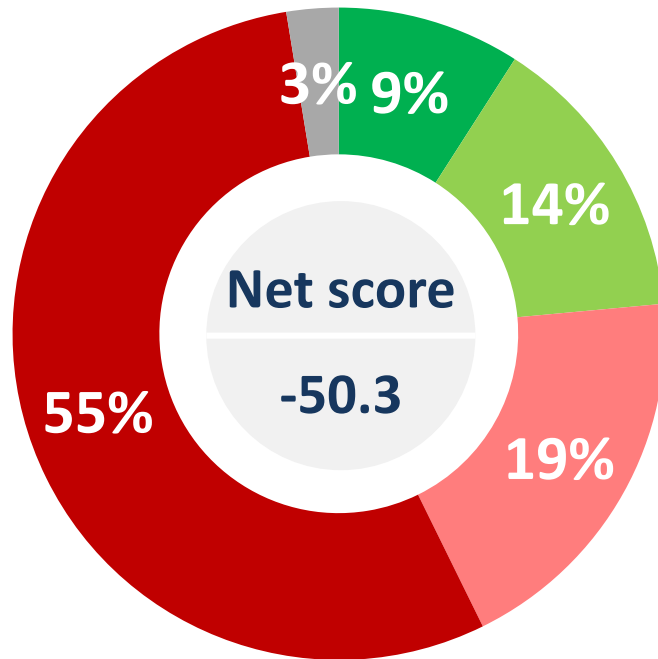
■ Support ■ Somewhat support ■ Somewhat oppose ■ Oppose ■ Unsure

	Oppose/ somewhat oppose
Atlantic (n=100)	76.5%
Quebec (n=250)	75.3%
Ontario (n=300)	71.9%
Prairies (n=200)	73.1%
British Columbia (n=150)	74.9%
Male (n=549)	71.0%
Female (n=451)	76.7%
18 to 34 (n=237)	68.8%
35 to 54 (n=344)	73.9%
55 plus (n=419)	77.4%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Do you support, somewhat support, somewhat oppose, or oppose Statistics Canada being able to get financial transaction data along with the personal details of Canadians without their permission from financial institutions?

Consent to sharing personal financial data with Statistics Canada
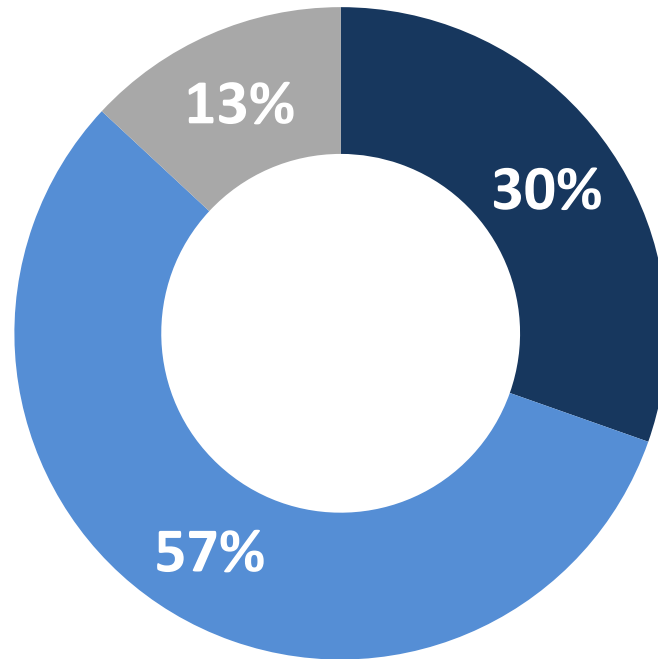
Consent to sharing your personal financial data — 30%
Not give consent to sharing your personal financial data — 57%
Unsure — 13%

	Not give consent
Atlantic (n=100)	**64.2%**
Quebec (n=250)	**57.9%**
Ontario (n=300)	**54.7%**
Prairies (n=200)	**58.2%**
British Columbia (n=150)	**50.6%**
Male (n=549)	**55.8%**
Female (n=451)	**57.2%**
18 to 34 (n=237)	**43.6%**
35 to 54 (n=344)	**59.5%**
55 plus (n=419)	**62.9%**

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – If you were asked to provide consent to have your personal financial data held by your bank shared with Statistics Canada for the purposes of better understanding consumer behaviour and trends would you… [ROTATE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 3rd to 7th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

15

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between November 3rd to 7th, 2018 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

The research was commissioned and conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

TECHNICAL NOTE

NANOS

Element	Description
Organization who commissioned the research	Nanos Research
Final Sample Size	1000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Live interviews with live supervision to validate work.
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	November 3rd to 7th, 2018.
Language of Survey	The survey was conducted in both English and French.
Standards	This report meets the standards set forth by ESOMAR and AAPOR.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	Nine percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module five of an omnibus survey. Module one was about carbon tax, module two was about Canada-Saudi Arabia relations, module three was about the aerospace industry, and module four was about the tourism industry.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.

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NANOS

2018-1326 – Stats Can Privacy STAT SHEET

Would you trust, somewhat trust, somewhat not trust or not trust the following to protect your personal financial information: [RANDOMIZE]

					Region				Gender		Age		
			Canada 2018-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Statistics Canada	Total	Unwgt N	1000	100	250	300	200	150	549	451	237	344	419
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Trust	%	30.9	26.8	32.2	30.9	31.6	30.6	32.9	29.0	36.5	30.2	27.6
	Somewhat trust	%	33.7	30.6	39.4	30.8	27.8	39.7	32.9	34.4	34.4	32.8	34.0
	Somewhat not trust	%	14.0	16.0	12.0	16.3	12.8	13.2	13.8	14.2	11.6	13.4	16.2
	Not trust	%	19.1	22.8	12.4	20.4	26.0	15.7	18.8	19.4	15.8	21.5	19.2
	Unsure	%	2.3	3.8	4.0	1.6	1.9	0.8	1.8	2.9	1.7	2.2	2.9

Would you trust, somewhat trust, somewhat not trust or not trust the following to protect your personal financial information: [RANDOMIZE]

					Region				Gender		Age		
			Canada 2018-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Banks	Total	Unwgt N	1000	100	250	300	200	150	549	451	237	344	419
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Trust	%	23.7	21.7	21.2	24.6	27.0	22.9	22.0	25.4	22.8	21.3	26.4
	Somewhat trust	%	45.1	41.4	45.4	47.1	41.9	47.5	44.6	45.6	39.9	46.7	47.3
	Somewhat not trust	%	16.6	15.0	15.0	17.1	18.4	17.2	16.8	16.5	19.1	17.4	14.2
	Not trust	%	12.9	20.9	14.1	10.6	12.2	10.9	15.6	10.2	16.2	13.5	10.0
	Unsure	%	1.7	1.1	4.3	0.6	0.5	1.6	1.0	2.3	2.0	1.0	2.1

2018-1326 – Stats Can Privacy STAT SHEET

Would you trust, somewhat trust, somewhat not trust or not trust the following to protect your personal financial information: [RANDOMIZE]

			Canada 2018-11	Region					Gender		Age		
				Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Credit Card Companies	Total	Unwgt N	1000	100	250	300	200	150	549	451	237	344	419
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Trust	%	10.2	11.4	10.2	10.0	9.8	10.4	10.8	9.7	12.0	11.1	8.2
	Somewhat trust	%	37.5	24.7	34.4	42.2	39.8	38.3	36.3	38.6	35.8	36.0	39.9
	Somewhat not trust	%	25.3	24.8	26.1	26.9	20.3	28.1	25.7	25.0	21.3	26.0	27.6
	Not trust	%	24.5	36.3	23.9	20.5	27.0	22.3	25.1	23.9	29.1	24.2	21.5
	Unsure	%	2.5	2.8	5.4	0.3	3.1	0.8	2.1	2.9	1.9	2.6	2.8

Are you confident, somewhat confident somewhat not confident or not confident that the following could protect themselves from outside cyber-attacks/data breaches [RANDOMIZE]

			Canada 2018-11	Region					Gender		Age		
				Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Statistics Canada	Total	Unwgt N	1000	100	250	300	200	150	549	451	237	344	419
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Confident	%	12.1	9.3	14.1	13.8	9.4	10.5	15.5	8.8	10.9	14.0	11.2
	Somewhat confident	%	35.1	37.3	39.0	33.2	28.7	39.2	33.3	36.8	32.7	35.6	36.2
	Somewhat not confident	%	24.8	25.6	24.8	25.5	24.5	23.5	24.3	25.4	28.0	21.6	25.5
	Not confident	%	24.5	24.5	14.1	26.6	36.3	21.8	24.0	24.9	24.8	26.7	22.2
	Unsure	%	3.6	3.2	8.0	0.9	1.1	5.0	2.9	4.2	3.6	2.1	4.9

Are you confident, somewhat confident somewhat not confident or not confident that the following could protect themselves from outside cyber-attacks/data breaches [RANDOMIZE]

					Region				Gender		Age		
			Canada 2018-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Banks	Total	Unwgt N	1000	100	250	300	200	150	549	451	237	344	419
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Confident	%	12.7	9.6	14.5	12.6	11.6	13.6	13.6	11.9	14.6	10.6	13.4
	Somewhat confident	%	47.8	48.3	49.5	46.1	47.7	47.8	46.0	49.4	42.4	49.2	50.2
	Somewhat not confident	%	20.6	16.6	18.7	24.8	20.8	17.8	20.0	21.2	21.7	20.4	20.1
	Not confident	%	16.8	24.2	12.8	16.1	18.7	17.0	18.8	14.8	19.9	17.5	13.9
	Unsure	%	2.1	1.3	4.5	0.3	1.1	3.8	1.6	2.6	1.5	2.3	2.4

Are you confident, somewhat confident somewhat not confident or not confident that the following could protect themselves from outside cyber-attacks/data breaches [RANDOMIZE]

					Region				Gender		Age		
			Canada 2018-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Credit Card Companies	Total	Unwgt N	1000	100	250	300	200	150	549	451	237	344	419
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Confident	%	7.0	6.5	7.7	7.2	4.7	9.0	8.9	5.2	6.5	7.4	7.1
	Somewhat confident	%	40.2	35.4	43.3	38.9	41.8	38.8	39.4	41.0	42.1	40.8	38.4
	Somewhat not confident	%	27.3	28.6	25.8	31.5	25.6	22.7	24.0	30.4	26.7	26.4	28.4
	Not confident	%	22.9	28.2	19.0	22.1	25.8	23.7	25.7	20.2	23.1	23.0	22.7
	Unsure	%	2.6	1.3	4.3	0.3	2.1	5.9	2.0	3.2	1.6	2.3	3.5

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between November 3rd and 7th, 2018. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.
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			Canada 2018-11	Region					Gender		Age		
				Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – What is more important [ROTATE] Statistics Canada better understanding consumer behaviour and trends or protecting the privacy of the financial data of 500,000 Canadians?	Total	Unwgt N	1000	100	250	300	200	150	549	451	237	344	419
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Statistics Canada better understanding consumer behaviour	%	24.0	17.1	32.5	24.0	18.9	21.6	27.6	20.6	31.3	22.9	20.0
	Protecting the privacy of the financial data of Canadians	%	64.1	77.6	44.1	67.8	72.0	70.5	62.9	65.3	57.8	65.8	67.0
	Unsure	%	11.9	5.3	23.5	8.3	9.1	7.9	9.5	14.1	10.9	11.4	13.0

			Canada 2018-11	Region					Gender		Age		
				Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Do you support, somewhat support, somewhat oppose, or oppose Statistics Canada being able to get financial transaction data along with the personal details of Canadians without their permission from financial institutions?	Total	Unwgt N	1000	100	250	300	200	150	549	451	237	344	419
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Support	%	9.1	10.4	8.6	8.9	8.8	9.7	11.7	6.5	10.2	9.7	7.7
	Somewhat support	%	14.5	12.0	13.1	17.5	13.7	13.3	15.3	13.7	16.9	15.0	12.3
	Somewhat oppose	%	19.2	17.0	23.0	20.8	15.0	16.7	19.3	19.1	19.5	18.1	19.9
	Oppose	%	54.7	59.5	52.3	51.1	58.1	58.2	51.7	57.6	49.3	55.8	57.5
	Unsure	%	2.6	1.1	3.0	1.7	4.5	2.2	2.0	3.1	4.0	1.4	2.6

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				Region					Gender		Age		
			Canada 2018-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – If you were asked to provide consent to have your personal financial data held by your bank shared with Statistics Canada for the purposes of better understanding consumer behaviour and trends would you… [ROTATE]	Total	Unwgt N	1000	100	250	300	200	150	549	451	237	344	419
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Consent to sharing your personal financial data	%	30.4	21.5	28.5	34.0	29.9	32.9	32.5	28.4	43.0	27.1	24.5
	Not give consent to sharing your personal financial data	%	56.5	64.2	57.9	54.7	58.2	50.6	55.8	57.2	43.6	59.5	62.9
	Unsure	%	13.1	14.4	13.7	11.3	11.9	16.5	11.7	14.4	13.4	13.4	12.6

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between November 3rd and 7th, 2018. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

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