

**Office of the Information and Privacy Commissioner
(OIPC)**

**General Population Survey
Final Report**

April 22, 2013

Banister
Research & Consulting Inc.

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SUMMARY OF FINDINGS

The Office of the Information and Privacy Commissioner (OIPC) commissioned Banister Research & Consulting Inc. (Banister Research) to conduct the 2013 Survey of Albertans. The primary purpose of this research was to survey Albertans in order to obtain feedback/information about the following:

- Awareness of access and privacy laws among Albertans;
- Awareness of OIPC among Albertans;
- How best for OIPC to communicate with Albertans; and
- Access and privacy trends and issues of significance.

Eight hundred (800) randomly selected Albertans responded to the survey, providing a margin of error no greater than $\pm 3.5\%$ at the 95% confidence level or 19 times out of 20. The key findings were as follows:

Awareness of Access and Privacy Laws

- Sixty-nine percent (69%) of all respondents stated they were aware of laws that are intended to protect their personal or health information, while 30% were not;
 - Unaided, 42% of respondents who were aware of laws intended to protect their personal or health information (n=553) had heard of the Freedom of Information and Protection of Privacy Act (FOIP Act). Fifteen percent (15%) of respondents had heard of the Health Information Act (HIA);
- Forty-eight percent (48%) of all respondents indicated they were aware of laws intended to provide individuals with the right to access information, while 51% indicated they were not;
 - Unaided, 38% of respondents who were aware of such laws (n=382) had heard of FOIP. In contrast, only 4% of respondents had heard of PIPA, and 2% of respondents had heard of PIPEDA;
 - On an aided basis, 85% of respondents who were aware of such laws (n=382) had heard of FOIP, followed by 46% who were aware of the Health Information Act (HIA) and 42% who were aware of PIPA. Only 16% of respondents had heard of PIPEDA;
 - Overall (aided and unaided results combined), 90% of all respondents had heard of FOIP, 52% of respondents had heard of HIA, 45% of respondents had heard of PIPA and 18% of respondents had heard of PIPEDA;
- Seventy-nine percent (79%) of all respondents stated that they were aware that “you have the right to request access to your personal information or health information held by a public-sector body, private business or health care provider”. Sixty-nine percent (69%) of respondents each were aware that “you have the right to request access to general information held by public-sector bodies, such as government ministries, municipalities, universities and law enforcement agencies” and “when your personal or health information is being collected from you, you have the right to be informed of the purposes for the collection”; and

- More than three quarters (78%) of all respondents indicated that they were either “very” (4%) or “somewhat” familiar (74%) with Alberta’s access to information and privacy laws. Twenty-two percent (22%) indicated that they were “not at all familiar”.

Awareness of OIPC

- More than half (54%) of all respondents indicated they had previously heard about the Office of the Information and Privacy Commissioner, while 46% had not;
 - When asked how they had heard about the Commissioner’s Office, 43% of the respondents who had heard about the OIPC (n=428) indicated they saw it referenced on television. More than 20% of respondents each indicated they heard about the OIPC on the radio (24%), through work (24%) or in publications (20%);
- Close to half (47%) of all respondents indicated that they were aware “you can file a complaint with the Commissioner’s Office if you feel that your personal or health information has been improperly collected, used or disclosed by a public-sector body, health care provider or private business”. Less than a third (30%) of respondents were aware “you can ask the Commissioner’s Office to review the response you received from a public-sector body, health care provider or private business regarding your request for access to information”, and only 27% were aware that the Commissioner’s Office is separate from the Government of Alberta and reports directly to the Legislative Assembly; and
- Sixty-two percent (62%) of all respondents reported that they would like to be more informed about the Commissioner’s Office, while little more than a third (36%) stated that they feel comfortable with their current level of knowledge and understanding of the Commissioner’s Office.

OIPC Communications

- Forty-six percent (46%) of all respondents indicated they knew where to look in order to obtain information about access to information and privacy rights under Alberta’s laws, while 54% said they do not;
- Close to three quarters (72%) of all respondents were unaware that the Commissioner’s Office has information and tools available to the public to help them understand their access to information and privacy rights, while 27% were aware;
 - Eighty-eight percent (88%) of those respondents who were aware that the Commissioner’s Office has such information and tools available to the public (n=218) indicated that they had never used any of the services available to the public, while only 12% had used such services. Of those who used these resources (n=27), fifteen (n=15) used online resources, while five (n=5) called the OIPC;
- Seventy percent (70%) of all respondents indicated that helpdesk telephone number was an effective method (ratings of 4 or 5 out of 5) to communicate with Albertans regarding information about privacy issues, followed by the Commissioner’s Office website (57%), advertising (e.g. newspapers, TV, radio) (43%), brochures or pamphlets in public buildings (30%), emailed newsletters (29%), the OIPC Facebook page (11%) and the OIPC Twitter feed (4%); and

- Twenty-two percent (22%) of all respondents indicated that there were other effective ways in which the Commissioner's Office could communicate with Albertans. Nine percent (9%) of all respondents surveyed indicated mail-outs as an effective way the OIPC could provide information to them.

Access and Privacy Trends and Issues of Significance

- Ninety-one percent (91%) of all respondents rated hacking, identity theft or fraud as important (ratings of 4 or 5 out of 5) issues related to access to information or privacy, followed by misuse of personal information by internal or authorized users (84%). By contrast, 37% of respondents rated using employer's equipment and technology for personal use as important and 28% of respondents rated cloud computing as important;
- Eighty-six percent (86%) of all respondents indicated there were no other important issues related to access to information or privacy, while 13% indicated there were;
 - Respondents who indicated that there were other important issues related to access to information or privacy listed the following;
 - More information on storage/ disposal of personal information (1% of all respondents);
 - Lack of access to information/ too many restrictions (in general) (1% of all respondents);
 - Lack of access to government information/ need transparency (in general) (1% of all respondents);
 - Lack of privacy/ personal information should remain personal (in general) (1% of all respondents);
 - Access/ protection of medical information/ records among general public and health providers (in general) (1% of all respondents); and
 - Dislikes government access to personal information/ behaviours (in general) (1% of all respondents).
- Ninety-seven percent (97%) of all respondents agreed that it is important to protect the privacy of personal information. Ninety-three percent (93%) of respondents agreed that it is important to protect the right to access information in Alberta.
 - Twenty-seven percent (27%) of all respondents agreed that they feel more secure about the privacy of their own personal information than they did five years ago, while 23% neither agreed nor disagreed. In contrast, 49% of respondents indicated that they disagreed that they felt more secure about their privacy than five years ago.

1.0 STUDY BACKGROUND

The Office of the Information and Privacy Commissioner (the Client) commissioned Banister Research & Consulting Inc. (Banister Research) to conduct the 2013 Alberta General Population Telephone Survey. The primary purpose of this research was to survey Albertans to obtain feedback and information about the following:

- Awareness of access and privacy laws among Albertans,
- Awareness of OIPC among Albertans,
- OIPC communication with Albertans, and
- Access and privacy trends and issues of significance.

This report outlines the results for the Office of the Information and Privacy Commissioner Alberta General Population Survey.

2.0 METHODOLOGY

All components of the project were designed and executed in close consultation with the Client. A detailed description of each task of the project is outlined in the remainder of this section.

2.1 Project Initiation and Questionnaire Review

At the outset of the project, all background information relevant to the study was identified and subsequently reviewed by Banister Research. The consulting team familiarized itself with the objectives of the client ensuring a full understanding of the issues and concerns to be addressed in the project. The result of this task was an agreement on the research methodology, a detailed work plan and project initiation.

The survey instrument included a mixture of qualitative and quantitative questions to elicit a more in-depth investigation of the issues and concerns to the assignment. Once the Client vetted the draft survey instrument, revisions were made and the questionnaire was finalized in consultation with the Client. A copy of the final questionnaire is provided in Appendix A.

2.2 Survey Population and Data Collection

A sample of 800 respondents completed to the survey; 200 respondents were each pre-coded into four (4) geographical areas: Edmonton, Calgary, other cities and rural communities within Alberta. The sampling frame was drawn randomly from the most recent residential listings within Alberta, purchased from Telus. Telephone interviews were conducted from the Banister Research Call Centre between the dates of March 22nd and March 27th, 2013. A total of 800 telephone interviews were completed with residents of Alberta, aged 18 and older. Results provide a margin of error no greater than $\pm 3.5\%$ at the 95% confidence level, or 19 times out of 20. The following table presents the results of the final call attempts. Using the call summary standard established by the Market Research and Intelligence Association (MRIA), there was a 9.4% response rate and a 40.6% refusal rate. It is important to note that the calculation used for both response and refusal rates is a conservative estimate and does not necessarily measure respondent interest in the subject area.

Summary of Final Call Attempts	
Call Classification:	Number of Calls:
Completed Interviews	800
Busy/No Answer/Answering Machine	4,016
Respondents Unavailable	141
Refusals	3,462
Fax/Modem/Business/Not-In-Service/Wrong Number	565
Disqualified/Quota Full	9
Terminated/Language Barrier	98
Total	9091

2.3 Data Analysis and Project Documentation

While data was being collected, Banister Research provided either a written or verbal progress report to the Client. Upon completion of the data collection, a top-line report of the findings for closed-ended questions was provided to the Office of the Information and Privacy Commissioner.

After the surveys were completed and verified, the lead consultant reviewed the list of different responses to each open-ended or verbatim question and then a code list was established. To ensure consistency of interpretation, the same team of coders was assigned to this project from start to finish. The coding supervisor verified at least 20% of each coder's work. Once the responses were fully coded and entered onto the data file, computer programs were written to check the data for quality and consistency.

Data analysis included cross-tabulation, whereby the frequency and percentage distribution of the results for each question were broken down based on respondent characteristics and responses (e.g., organizational characteristics, etc.). Statistical analysis included a Z-test to determine if there were significant differences in responses between respondent subgroups. Results were reported as statistically significant at the 95% confidence level.

Tabulations of the Office of the Information and Privacy Commissioner 2013 General Population Survey have been provided under a separate cover. It is important to note that any discrepancies between charts, graphs or tables are due to rounding of the numbers.

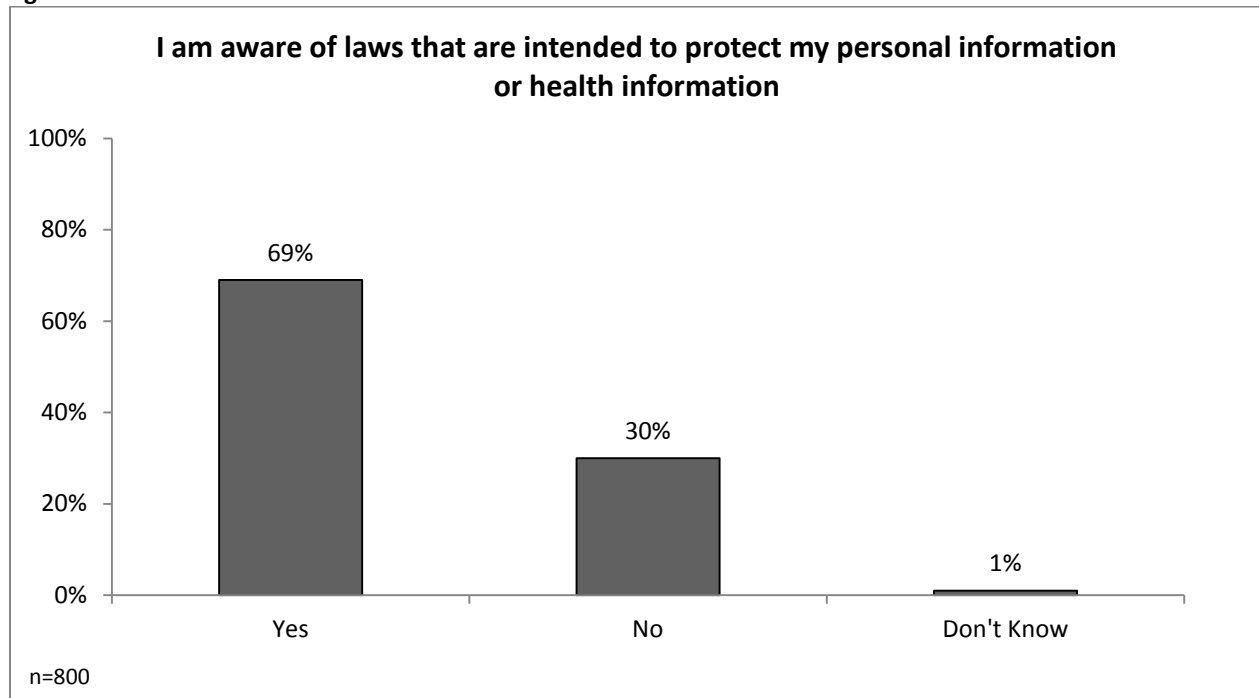
This report provides a detailed description of the Office of the Information and Privacy Commissioner 2013 General Population Survey findings.

3.0 STUDY FINDINGS

3.1 Awareness of Access and Privacy Laws

The questions contained in this section were designed to provide the OIPC with feedback regarding the awareness of access and privacy laws among Albertans. To begin, all respondents were asked whether they were aware of any laws that are intended to protect their personal information and health information. Sixty-nine percent (69%) were aware, while 30% were unaware. See Figure 1, below.

Figure 1



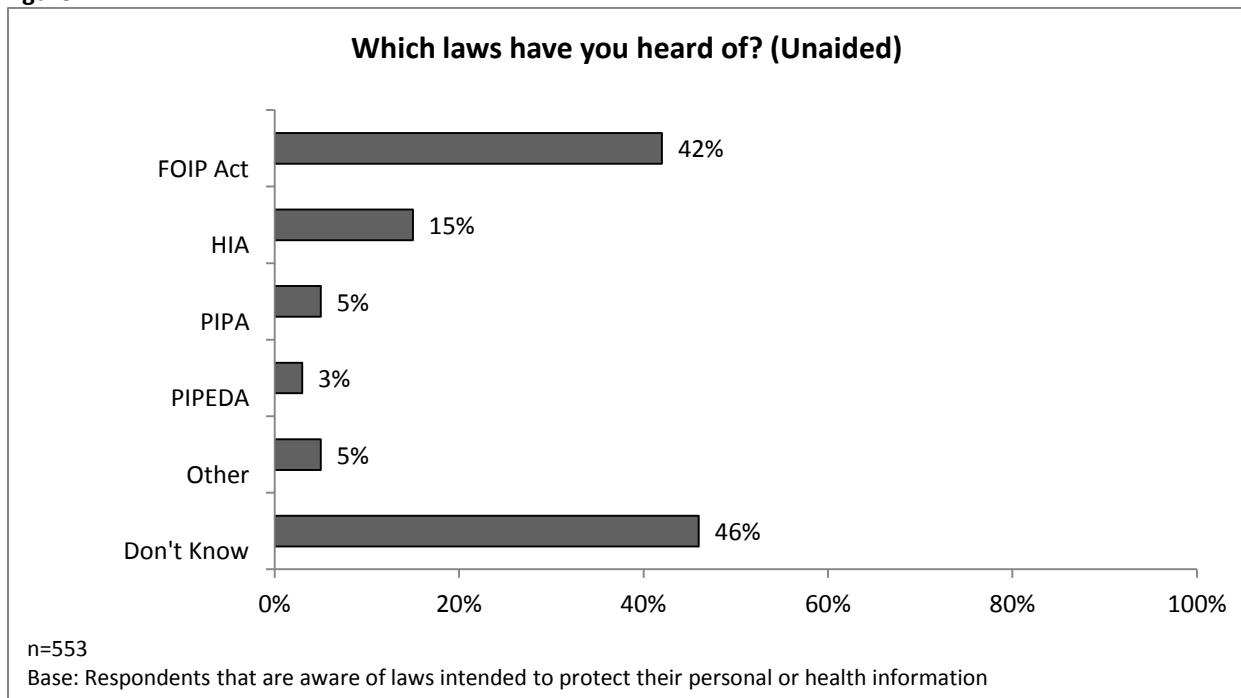
Respondent subgroups significantly more likely to indicate that they **were aware of any laws intended to protect their personal information or health information** included:

- Female (74%) versus male respondents (64%);
- Those who resided in Edmonton (74%) or Calgary (74%) versus those who resided in rural areas (62%);
- Those who were aware of any laws intended to provide individuals with the right to access information (84%) versus those who were not or who were unsure (56%);
- Respondents who were very familiar (97%) or somewhat familiar (76%) with Alberta's access to information and privacy laws versus respondents who were not at all familiar (42%);
- Respondents who had previously heard of the OIPC (77%) versus respondents who had not or who were unsure (60%);

- Those who felt comfortable with their current knowledge and understanding of the OIPC (76%) versus those who wished to be more informed (66%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (81%) versus those who did not or who were unsure (59%);
- Those who were aware that the Commissioner's Office has information and tools available to the public to help them understand their access to information and privacy rights (83%) versus those who were not or who were unsure (64%);
- Respondents aged 35 to 54 years (78%) or 55 to 64 years (77%) versus respondents aged 18 to 34 years (64%) or 65 and older (54%);
- Those who had some or completed university or post-graduate studies (77%), some or completed college (69%) or some or completed technical or vocational school (69%) versus those who had some or completed high school (57%);
- Those who accessed the internet through a desktop computer (72%) versus those who did not (61%);
- Those who accessed the internet through tablets or laptops (74%) versus those who did not (58%); and
- Those who accessed the internet through a smart phone (76%) versus those who did not (63%).

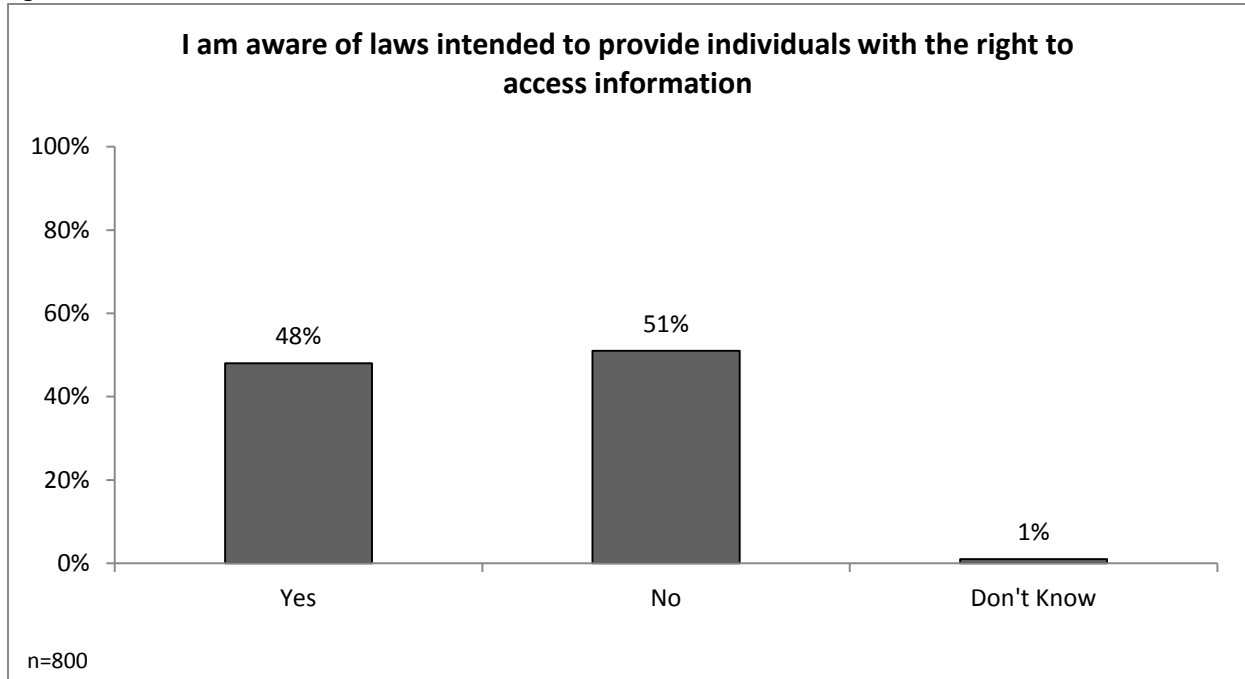
Next, respondents who indicated that they were aware of laws that are intended to protect personal information or health information (n=553) were asked to state which laws they have heard of, on an unaided basis. Forty-two percent (42%) of respondents had heard of the Freedom of Information and Protection of Privacy Act (FOIP) while 15% had heard of the Health Information Act (HIA). In contrast, only 5% of respondents heard of the Personal Information Protection Act (PIPA), and only 3% of respondents heard of the Personal Information Protection and Electronic Documents Act (PIPEDA). It is important to note that 46% of respondents were unable to detail any specific laws or acts. See Figure 2, below.

Figure 2



All respondents were then asked whether they were aware of any laws intended to provide individuals with the right to access information. Forty-eight percent (48%) of respondents indicated they were aware, while 51% indicated they were unaware. See Figure 3, below.

Figure 3

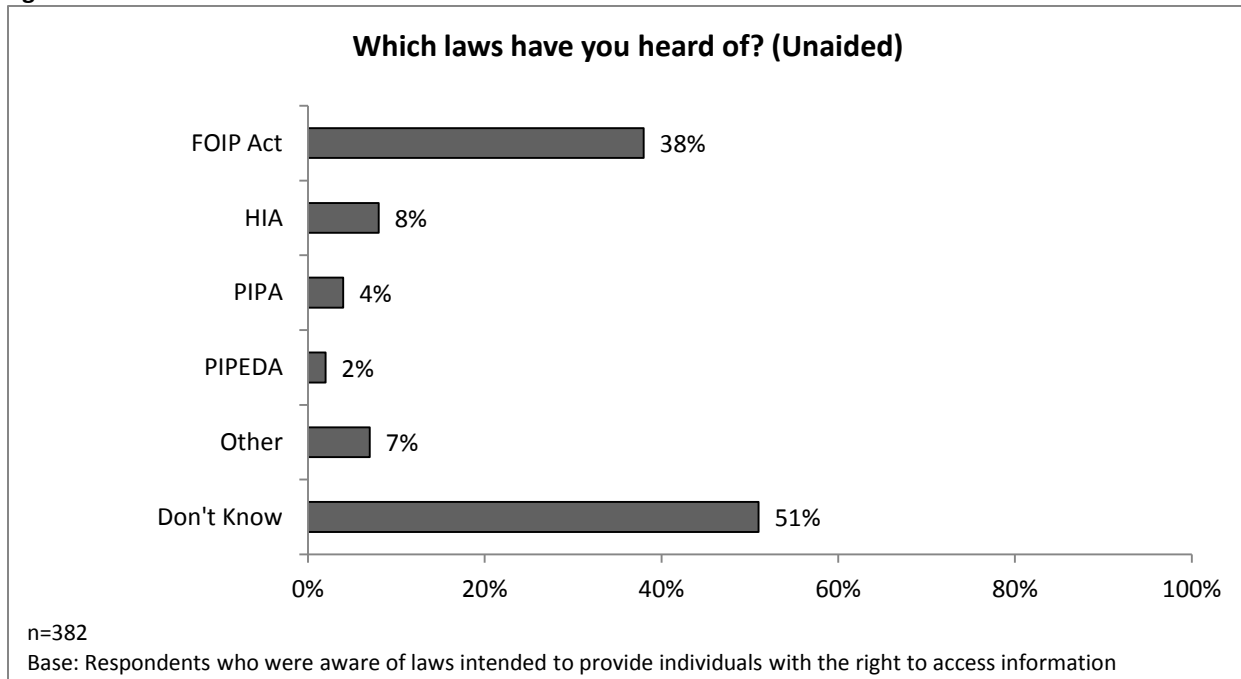


Respondent subgroups significantly more likely to indicate that they **were aware of any laws intended to provide individuals with the right to access information** included:

- Those who resided in Edmonton (52%) or Calgary (56%) versus those who resided in rural areas (38%);
- Respondents who had heard of the OIPC before (61%) versus respondents who had not or who were unsure (33%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (59%) versus those who wished to be more informed (41%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (62%) versus those who did not or who were unsure (36%);
- Those who were aware that the Commissioner's Office has information and tools available to the public to help them understand their access to information and privacy rights (65%) versus those who were not or who were unsure (42%);
- Respondents aged 35 to 54 years (51%) or 55 to 64 years (59%) versus respondents aged 18 to 34 years (34%) or 65 and older (38%);
- Those who had some or completed university or post-graduate studies (59%) versus those who had some or completed college (44%), some or completed technical or vocational school (39%) or some or completed high school (36%);
- Those who accessed the internet through a desktop computer (51%) versus those who did not (37%);
- Those who accessed the internet through Tablets or laptops (52%) versus those who did not (35%); and
- Those who accessed the internet through a smart phone (53%) versus those who did not (42%).

Respondents who were aware of laws intended to provide individuals with the right to access information (n=382) were then asked to specify which laws they had heard of, on an unaided basis. Thirty-eight percent (38%) of respondents had heard of FOIP. In contrast, only 4% of respondents had heard of PIPA, and 2% of respondents had heard of PIPEDA. It is important to note that 51% of respondents could not specify the names of any specific laws or acts. See Figure 4, below.

Figure 4



Next, respondents who could not recall any particular laws on an unaided basis were asked whether they were aware of each law, this time on an aided basis. Eighty-five percent (85%) of respondents had heard of FOIP, followed by 46% for HIA, and 42% for PIPA. Note that only 16% of respondents had heard of PIPEDA. See Figure 5 and Table 1, below.

Figure 5

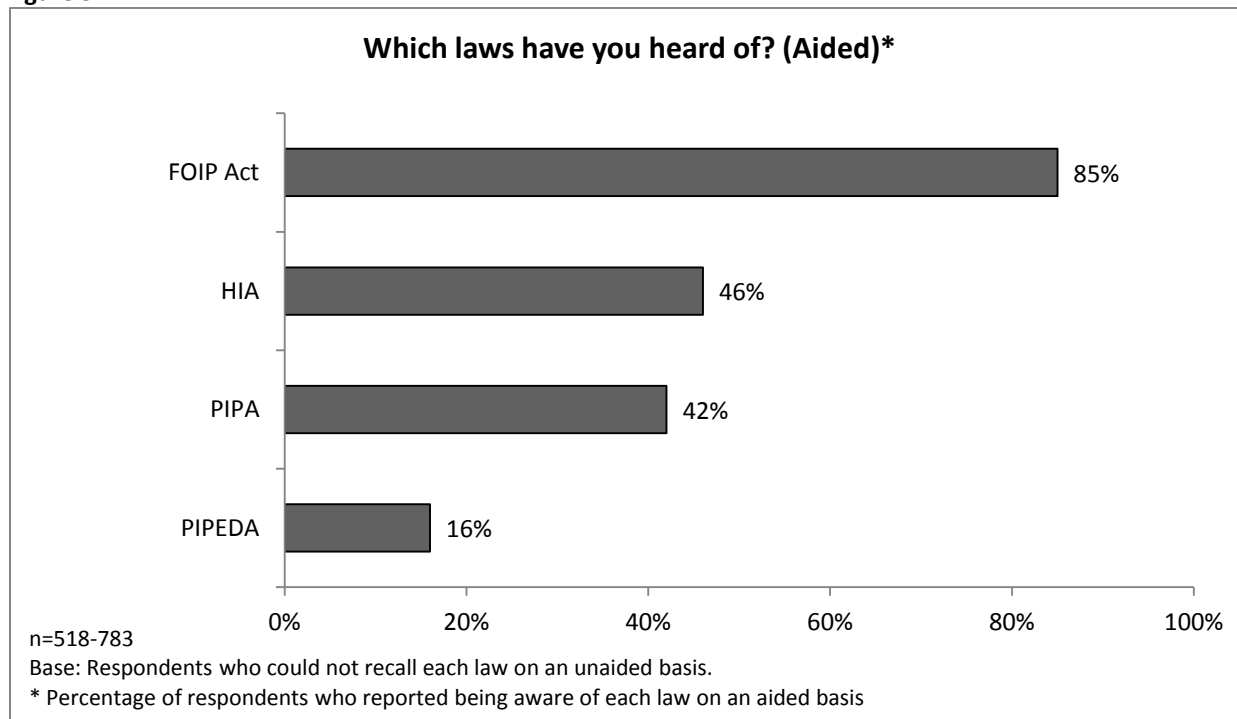


Table 1

Which of the following laws have you heard of? (Aided)			
Base: Respondents who could not recall each law on an unaided basis	Percentage of Respondents		
	Yes	No	Don't know
Freedom of Information and Protection of Privacy Act (FOIP Act) (n=518)	85%	15%	<1%
Health Information Act (HIA) (n=708)	46%	54%	<1%
Personal Information Protection Act (PIPA) (n=766)	42%	57%	1%
Personal Information Protection and Electronic Documents Act (PIPEDA) (n=783)	16%	83%	<1%

Respondent subgroups significantly more likely to indicate that they **had heard about the Freedom of Information and Protection of Privacy Act, on an aided basis**, included:

- Respondents who had heard of the OIPC before (95%) versus respondents who had not or who were unsure (75%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (88%) versus those who did not or who were unsure (82%);
- Respondents aged 35 to 54 years (83%), 55 to 64 years (92%) or 65 or older (86%) versus respondents aged 18 to 34 years (55%);
- Those who had some or completed university and post-graduate studies (91%) versus those who had some or completed technical or vocational school (82%) or some or completed high school (78%);
- Those who accessed the internet through a desktop computer (87%) versus those who did not (77%); and
- Those who accessed the internet through Tablets or laptops (87%) versus those who did not (78%).

Respondent subgroups significantly more likely to indicate that they **had heard about the Health Information Act, on an aided basis**, included:

- Female (50%) versus male respondents (42%);
- Those who resided in Edmonton (51%) or other Alberta cities (52%) versus those who resided in Calgary (40%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (51%) versus those who did not or who were unsure (42%);
- Those who were aware that the Commissioner's Office has information and tools available to the public to help them understand their access to information and privacy rights (59%) versus those who were not or who were unsure (41%); and
- Respondents aged 35 to 54 years (50%) or 65 or older (50%) versus respondents aged 55 to 64 years (39%).

Respondent subgroups significantly more likely to indicate that they **had heard about the Personal Information Protection Act, on an aided basis**, included:

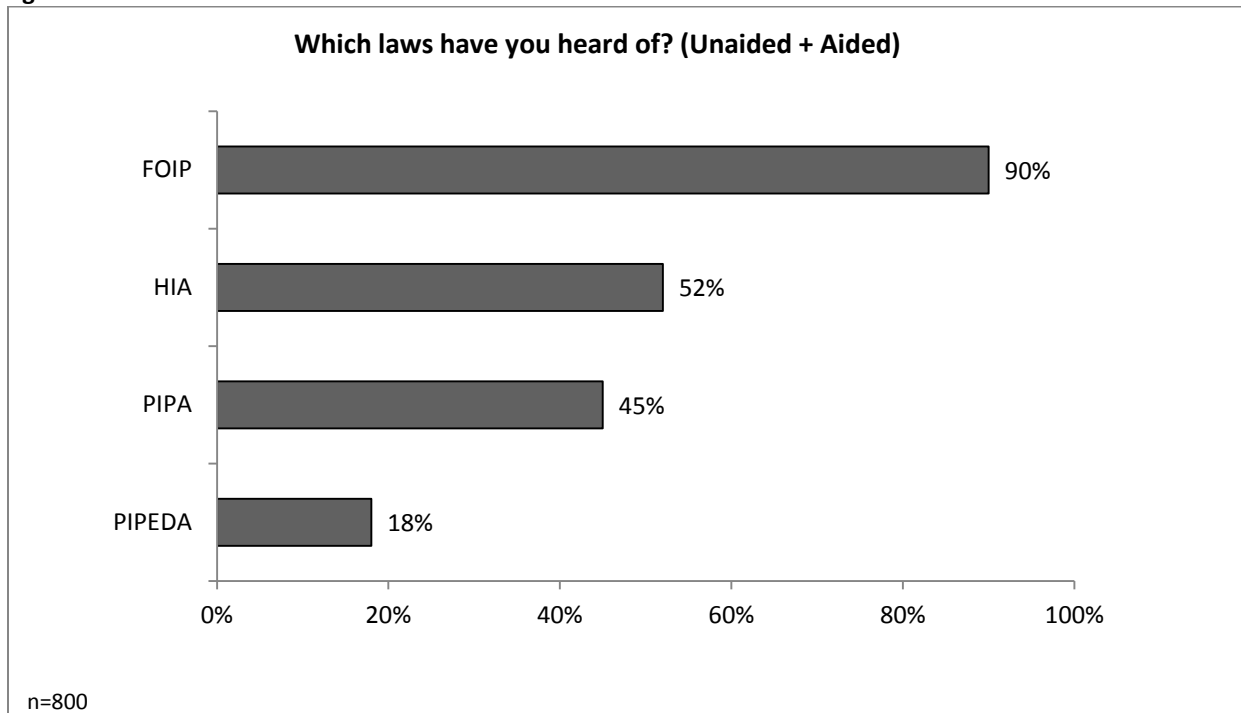
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (46%) versus those who did not or who were unsure (39%); and
- Those who were aware that the Commissioner's Office has information and tools available to the public to help them understand their access to information and privacy rights (58%) versus those who were not or who were unsure (37%).

Respondent subgroups significantly more likely to indicate that they **had heard about the Personal Information Protection and Electronic Documents Act, on an aided basis**, included:

- Respondents who had heard of the OIPC before (21%) versus respondents who had not or who were unsure (12%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (21%) versus those who wished to be more informed (14%);
- Those who knew where to look for information about access to information and privacy rights under Alberta’s laws (21%) versus those who did not or who were unsure (13%);
- Those who were aware that the Commissioner’s Office has information and tools available to the public to help them understand their access to information and privacy rights (26%) versus those who were not or who were unsure (13%);
- Respondents aged 35 to 54 years (21%) versus respondents aged 65 or older (10%); and
- Those who accessed the internet through Tablets or laptops (19%) versus those who did not (9%).

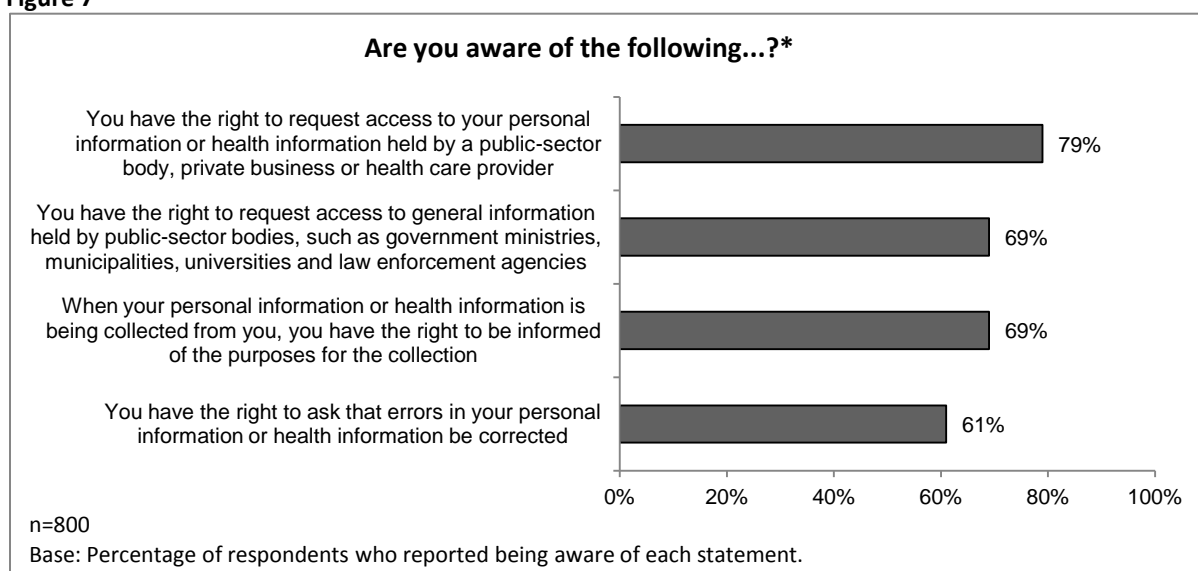
Combining the unaided and aided results of previous questions, it can be observed that 90% of all respondents had heard of FOIP, 52% of respondents had heard of HIA, 45% of respondents had heard of PIPA and 18% of respondents had heard of PIPEDA.

Figure 6



Seventy-nine percent (79%) of all respondents stated that they were aware “you have the right to request access to your personal information or health information held by a public-sector body, private business or health care provider”. Sixty-nine percent (69%) of respondents each were aware “you have the right to request access to general information held by public-sector bodies, such as government ministries, municipalities, universities and law enforcement agencies” and “when your personal information or health information is being collected from you, you have the right to be informed of the purposes for the collection”. See Figure 7, below.

Figure 7



Respondent subgroups significantly more likely to **be aware of the statement: “You have the right to request access to your personal information or health information held by a public-sector body, private business or health care provider”** included:

- Female (83%) versus male respondents (75%);
- Those who resided in Edmonton (83%) or Calgary (81%) versus those who resided in rural areas (73%);
- Respondents who had heard of the OIPC before (86%) versus respondents who had not or who were unsure (72%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (86%) versus those who wished to be more informed (76%);
- Those who knew where to look for information about access to information and privacy rights under Alberta’s laws (87%) versus those who did not or who were unsure (72%);

- Those who were aware that the Commissioner’s Office has information and tools available to the public to help them understand their access to information and privacy rights (94%) versus those who were not or who were unsure (73%);
- Respondents aged 35 to 54 years (83%) versus respondents aged 65 or older (74%); and
- Those who had some or completed university or post-graduate studies (82%) or some or completed college (83%) versus those who had some or completed high school (72%).

Respondent subgroups significantly more likely to **be aware of the statement: “You have the right to request access to general information held by public-sector bodies, such as government ministries, municipalities, universities and law enforcement agencies”** included:

- Those who resided in Edmonton (73%) or Calgary (72%) versus those who resided in rural areas (63%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (79%) versus those who wished to be more informed (63%);
- Those who knew where to look for information about access to information and privacy rights under Alberta’s laws (80%) versus those who did not or who were unsure (59%);
- Those who were aware that the Commissioner’s Office has information and tools available to the public to help them understand their access to information and privacy rights (86%) versus those who were not or who were unsure (62%); and
- Those who had some or completed university or post-graduate studies (74%) or some or completed college (71%) versus those who had some or completed high school (60%).

Respondent subgroups significantly more likely to **be aware of the statement: “When your personal information or health information is being collected from you, you have the right to be informed of the purposes for the collection”** included:

- Female (73%) versus male respondents (64%);
- Those who resided in Edmonton (77%), Calgary (72%) or other Alberta cities (71%) versus those who resided in rural areas (59%);
- Respondents who had heard of the OIPC before (77%) versus respondents who had not or who were unsure (59%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (79%) versus those who wished to be more informed (63%);
- Those who knew where to look for information about access to information and privacy rights under Alberta’s laws (80%) versus those who did not or who were unsure (59%);
- Those who were aware that the Commissioner’s Office has information and tools available to the public to help them understand their access to information and privacy rights (91%) versus those who were not or who were unsure (60%);
- Respondents aged 35 to 54 years (73%) or aged 55 to 64 years (72%) versus respondents aged 65 or older (60%);

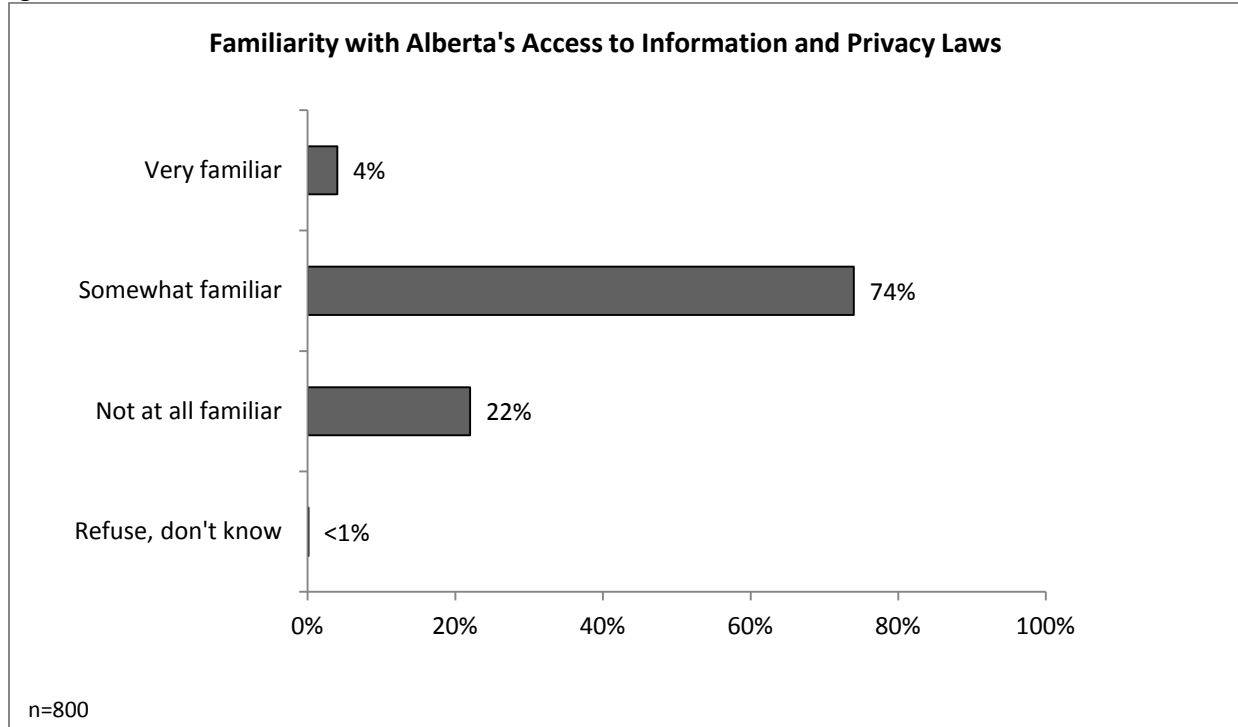
- Those who had some or completed university or post-graduate studies (75%) or some or completed college (72%) versus those who had some or completed technical or vocational school (64%) or some or completed high school (57%);
- Those who accessed the internet through Tablets or laptops (71%) versus those who did (61%); and
- Those who accessed the internet through a smart phone (72%) versus those who did not (65%).

Respondent subgroups significantly more likely to indicate that they **were aware of the statement “You have the right to ask that errors in your personal information or health information be corrected”** included:

- Female (65%) versus male respondents (56%);
- Those who resided in Edmonton (67%), Calgary (62%), or other Alberta cities (66%) versus those who resided in rural areas (52%);
- Respondents who had heard of the OIPC before (68%) versus respondents who had not or who were unsure (52%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (70%) versus those who wished to be more informed (55%);
- Those who knew where to look for information about access to information and privacy rights under Alberta’s laws (73%) versus those who did not or who were unsure (50%);
- Those who were aware that the Commissioner’s Office has information and tools available to the public to help them understand their access to information and privacy rights (80%) versus those who were not or who were unsure (53%);
- Respondents aged 18 to 34 years (71%) or aged 35 to 54 years (66%) versus respondents aged 55 to 64 years (57%) or aged 65 or older (56%);
- Respondents with children in their household (68%) versus respondents without children in their household (58%);
- Those who had some or completed university or post-graduate studies (67%) or some or completed college (65%) versus those who had some or completed technical or vocational school (49%) or some or completed high school (51%); and
- Those who accessed the internet through Tablets or laptops (64%) versus those who did not (50%).

More than three quarters (78%) of all respondents indicated that they were either “very” (4%) or “somewhat” familiar (74%) with Alberta’s access to information and privacy laws. Twenty-two percent (22%) indicated that they were “not at all familiar”. See Figure 8, below.

Figure 8



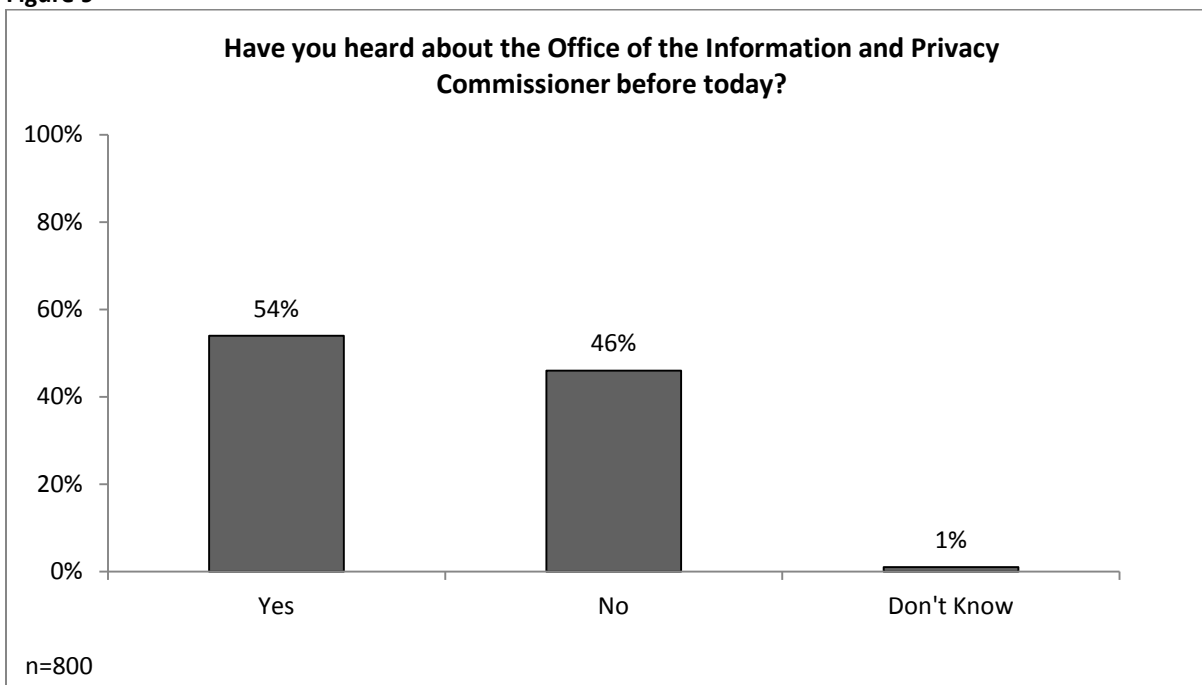
Respondent subgroups significantly more likely to indicate that they **were somewhat or very familiar with Alberta's access to information and privacy laws, overall**, included:

- Female (81%) versus male respondents (75%);
- Respondents who had heard of the OIPC before (88%) versus respondents who had not or who were unsure (68%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (88%) versus those who wished to be more informed (73%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (89%) versus those who did not or who were unsure (69%);
- Those who were aware that the Commissioner's Office has information and tools available to the public to help them understand their access to information and privacy rights (94%) versus those who were not or who were unsure (73%);
- Respondents aged 35 to 54 years (84%) versus those aged 18 to 34 years (70%) or aged 65 and older (75%);
- Those who had some or completed university or post-graduate studies (83%) versus those who had some or completed high school (72%);
- Those who accessed the internet through Tablets or laptops (82%) versus those who did not (69%); and
- Those who accessed the internet through a smart phone (83%) versus those who did not (74%).

3.2 Awareness of OIPC

The questions in this section were designed to help gauge the awareness of the OIPC among Albertans. To begin, all respondents were asked whether they had previously heard of the Office of the Information and Privacy Commissioner. More than half (54%) of respondents indicated they had, while 46% indicated they had not. See Figure 9, below.

Figure 9



Respondent subgroups significantly more likely to indicate that they **had previously heard about the Office of the Information and Privacy Commissioner** included:

- Those who resided in Edmonton (62%) versus those who resided in other Alberta cities (50%) or rural areas (49%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (68%) versus those who did not or who were unsure (41%);
- Respondents aged 35 to 54 years (55%), 55 to 64 years (56%) or 65 or older (59%) versus respondents aged 18 to 34 (12%);
- Respondents without children in their household (57%) versus respondents with children in their household (45%);
- Those who had some or completed university or post-graduate studies (64%) or some or completed college (53%) versus those who had some or completed high school (40%);

- Those who accessed the internet through a desktop computer (57%) versus those who did not (44%); and
- Those who accessed the internet through Tablets or laptops (57%) versus those who did not (45%).

When asked how they had heard about the Commissioner’s Office, 43% of the respondents who had previously heard about the OIPC (n=428) reported having heard about it through television. More than 20% of respondents each mentioned radio (24%), through their work (24%) and publications (20%). Seven (7%) of respondents reported that they heard about the OIPC from personal experience and online, while only 1% each mentioned the OIPC website and conferences. See Figure 10 and Table 2.

Figure 10

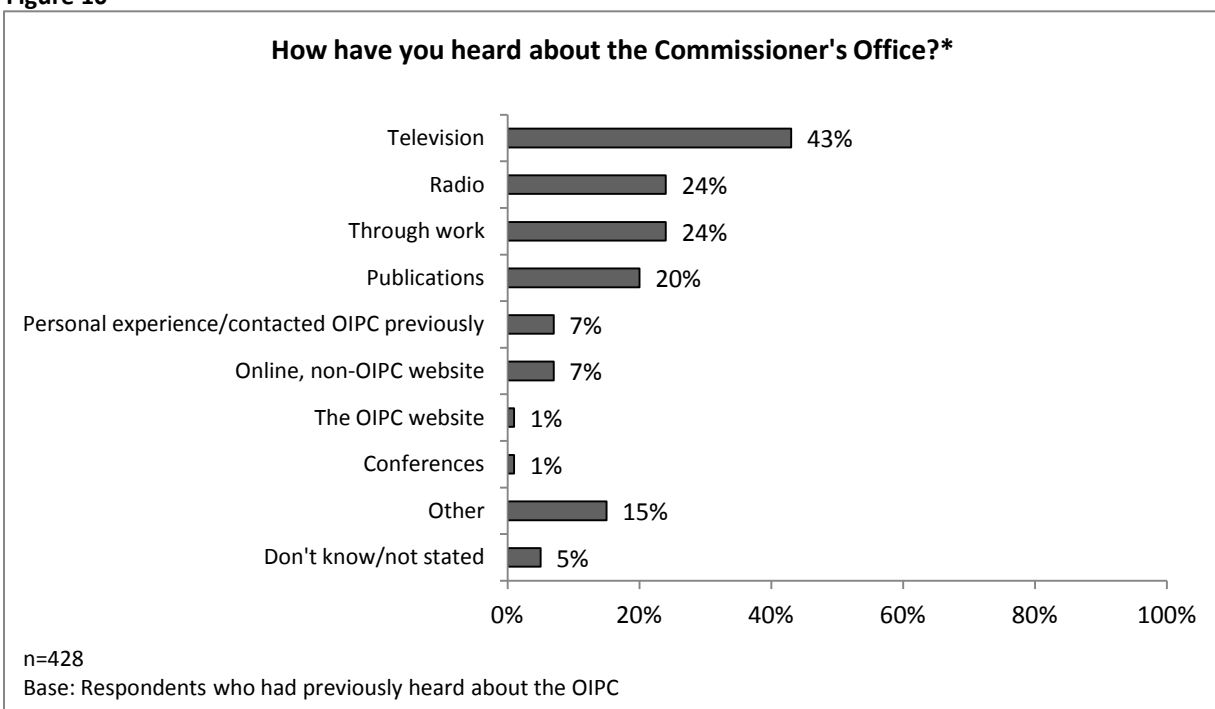
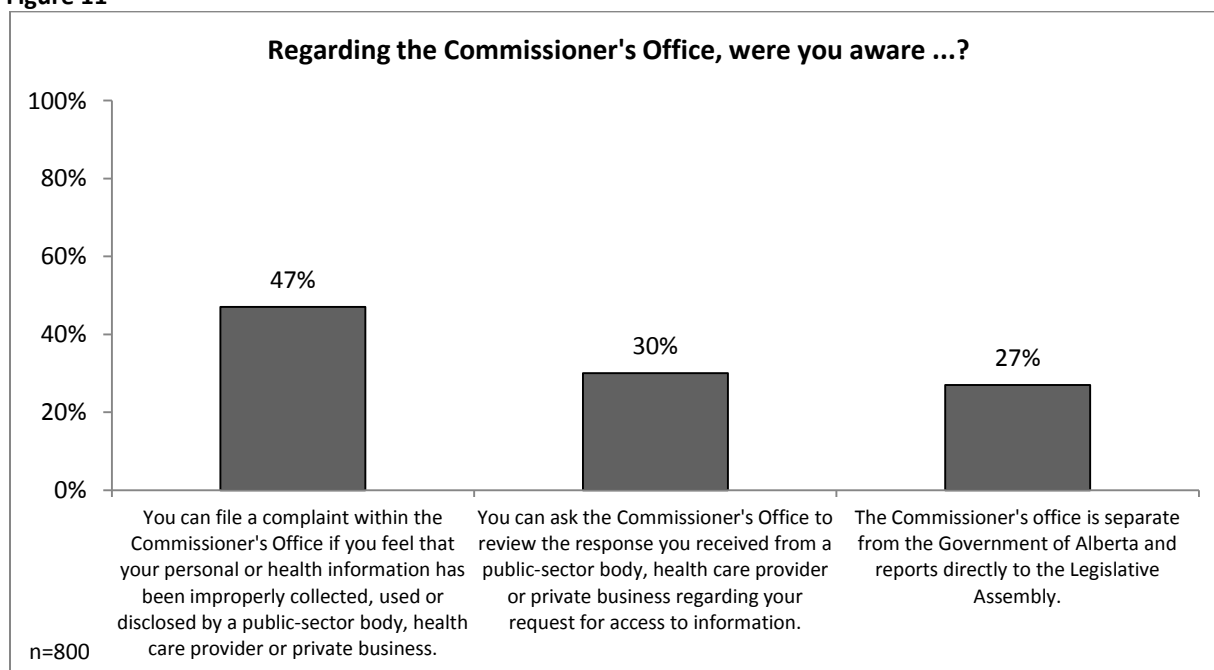


Table 2

How have you heard about the Commissioner's Office? (Other responses)	
	Percent of Respondents (n=428)
Base: Respondents who had previously heard about the OIPC	
Newspapers	7
Word of mouth	4
Schools/courses	2
Health offices/medical professionals	1
News/media	1
Other (less than 1% of respondents)	2

All respondents were then asked whether they were aware of the following statements regarding the Commissioner's Office. Close to half (47%) of respondents indicated that they were aware "you can file a complaint with the Commissioner's Office if you feel that your personal or health information has been improperly collected, used or disclosed by a public-sector body, health care provider or private business". Less than one-third (30%) of respondents were aware "you can ask the Commissioner's Office to review the response you received from a public-sector body, health care provider or private business regarding your request for access to information", and only 27% were aware that the Commissioner's Office is separate from the Government of Alberta and reports directly to the Legislative Assembly. See Figure 11, below.

Figure 11



Respondent subgroups significantly more likely to indicate that they **were aware “You can file a complaint with the Commissioner’s Office if you feel that your personal or health information has been improperly collected, used or disclosed by a public-sector body, health care provider or private business”** included:

- Those who resided in Edmonton (56%), Calgary (48%) or other cities (52%) versus those who resided in rural areas (37%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (65%) versus those who wished to be more informed (37%);
- Those who knew where to look for information about access to information and privacy rights under Alberta’s laws (63%) versus those who did not or who were unsure (34%);
- Those who were aware that the Commissioner’s Office has information and tools available to the public to help them understand their access to information and privacy rights (82%) versus those who were not or who were unsure (34%);
- Respondents aged 35 to 54 years (48%), 55 to 64 years (49%) or 65 or older (51%) versus respondents aged 18 to 34 (22%); and
- Those who had some or completed university or post-graduate studies (51%) versus those who had some or completed high school (41%).

Respondent subgroups significantly more likely to indicate that they **were aware “You can ask the Commissioner’s Office to review the response you received from a public-sector body, health care provider or private business regarding your request for access to information”** included:

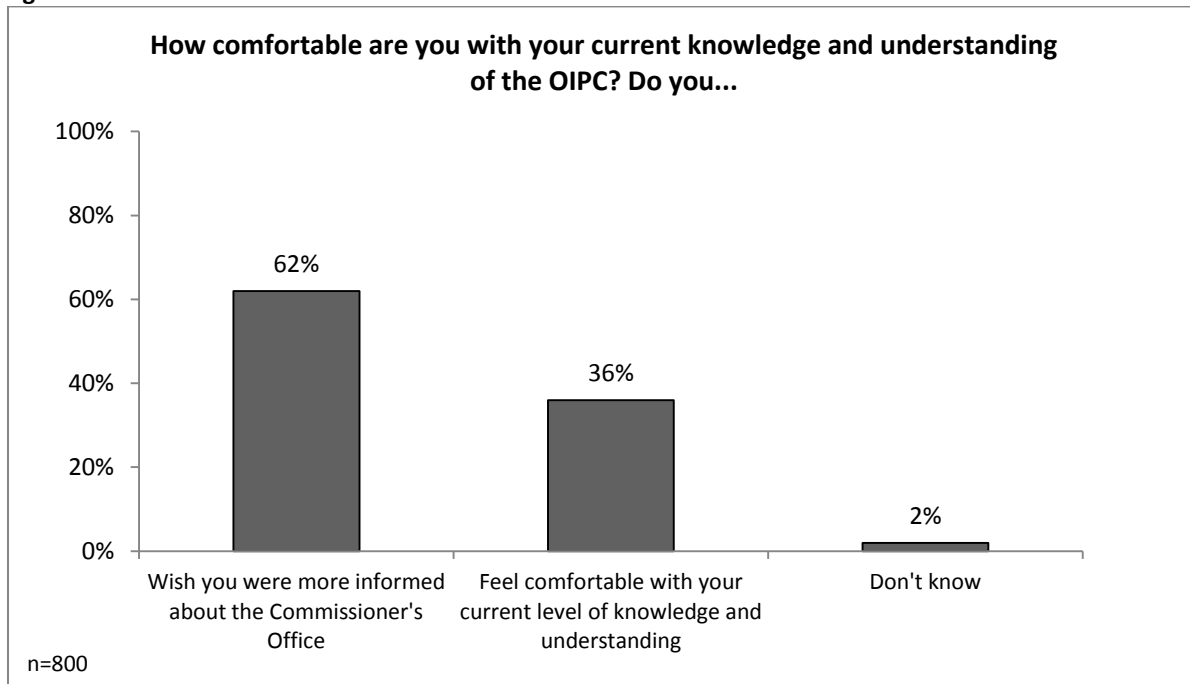
- Those who resided in Edmonton (38%) or other cities (34%) versus those who resided in rural areas (22%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (47%) versus those who wished to be more informed (19%);
- Those who knew where to look for information about access to information and privacy rights under Alberta’s laws (42%) versus those who did not or who were unsure (19%);
- Those who were aware that the Commissioner’s Office has information and tools available to the public to help them understand their access to information and privacy rights (60%) versus those who were not or who were unsure (18%);
- Respondents aged 55 to 64 years (31%) or 65 or older (33%) versus respondents aged 18 to 34 (18%); and
- Those who accessed the internet through Tablets or laptops (32%) versus those who did not (24%).

Respondent subgroups significantly more likely to indicate that they **were aware “The Commissioner’s Office is separate from the Government of Alberta and reports directly to the Legislative Assembly”** included:

- Those who resided in Edmonton (38%) versus those who resided in Calgary (25%) or rural areas (20%);
- Respondents who were very familiar (76%) with Alberta’s access to information and privacy laws versus respondents who were somewhat familiar (27%) or who were not familiar (14%);
- Respondents who had heard of the OIPC before (43%) versus respondents who had not or who were unsure (8%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (40%) versus those who wished to be more informed (19%);
- Those who knew where to look for information about access to information and privacy rights under Alberta’s laws (38%) versus those who did not or who were unsure (17%);
- Those who were aware that the Commissioner’s Office has information and tools available to the public to help them understand their access to information and privacy rights (52%) versus those who were not or who were unsure (17%);
- Respondents aged 55 to 64 years (30%) or 65 or older (31%) versus respondents aged 18 to 34 (17%);
- Those who had some or completed university or post-graduate studies (33%) or some or completed college (29%) versus those who had some or completed high school (19%); and
- Those who accessed the internet through a desktop computer (30%) versus those who did not (18%).

Sixty-two percent (62%) of all respondents reported that they would like to be more informed about the Commissioner's Office, while little more than one-third (36%) stated that they felt comfortable with current level of knowledge and understanding of the Commissioner's Office. See Figure 12, below.

Figure 12



Respondent subgroups significantly more likely to indicate that they **wished to be more informed about the Commissioner's Office** included:

- Respondents who were not aware of laws intended to protect personal and health information (70%) versus those who were aware (59%);
- Those who were not aware of laws intended to provide individuals with the right to access information or who were unsure (70%) versus those who were aware (54%);
- Respondents who were not familiar (78%) or somewhat familiar (60%) with Alberta's access to information and privacy laws versus respondents who very familiar (30%);
- Respondents who had not heard of the OIPC before (74%) versus respondents who had (53%);
- Those who did not know where to look for information about access to information and privacy rights under Alberta's laws (76%) versus those who did (47%);
- Those who were not aware that the Commissioner's Office has information and tools available to the public to help them understand their access to information and privacy rights (70%) versus those who were aware (43%); and
- Respondents aged 35 to 54 years (66%) versus respondents aged 65 or older (57%).

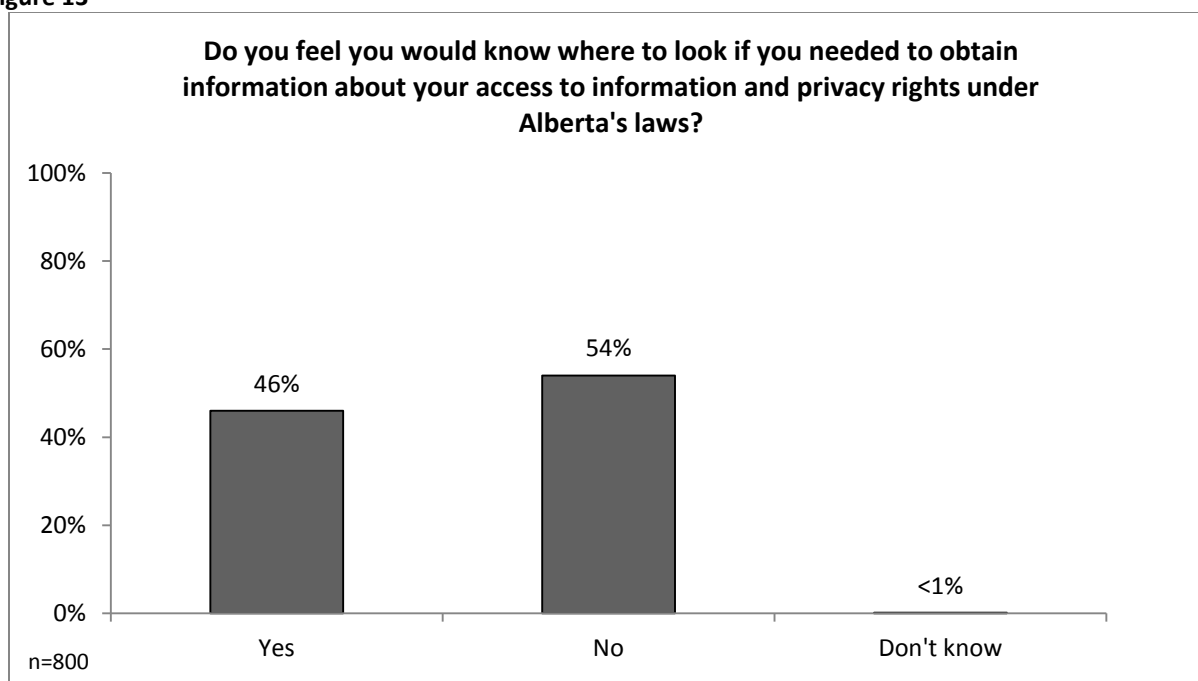
Respondent subgroups significantly more likely to indicate that they **felt comfortable with their current level of knowledge and understanding** included:

- Respondents who were very familiar (70%) with Alberta's access to information and privacy laws versus respondents who were somewhat familiar (39%) or who were not familiar (19%);
- Respondents who had heard of the OIPC before (46%) versus respondents who had not or who were unsure (24%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (52%) versus those who did not or who were unsure (22%); and
- Those who were aware that the Commissioner's Office has information and tools available to the public to help them understand their access to information and privacy rights (55%) versus those who were not or who were unsure (29%).

3.3 OIPC Communications

All respondents were asked whether they knew where to look in order to obtain information about access to information and privacy rights under Alberta's laws. Forty-six percent (46%) of respondents indicated that they did know where to look and 54% of respondents indicated that they did not.

Figure 13



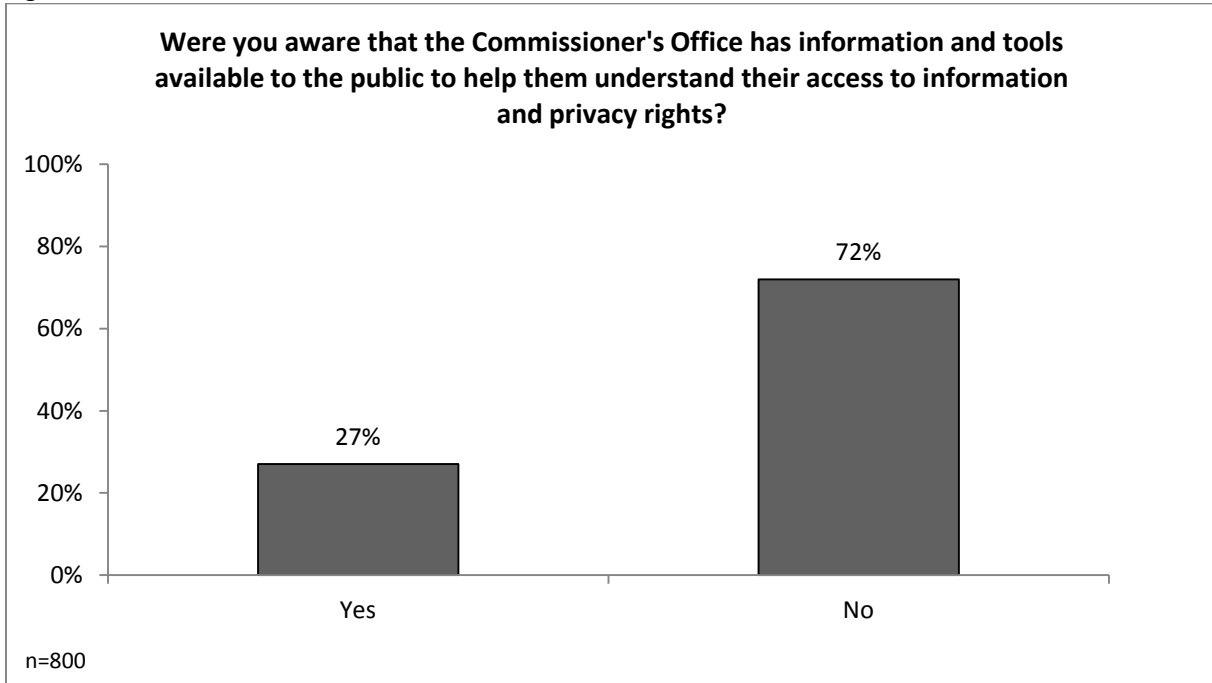
Respondent subgroups significantly more likely to indicate that they **felt they knew where to look in order to obtain information about access to information and privacy rights under Alberta's laws** included:

- Those who resided in Edmonton (50%) or Calgary (51%) versus those who resided in rural areas (39%);
- Respondents who had heard of the OIPC before (58%) versus respondents who had not or who were unsure (32%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (66%) versus those who wished to be more informed (34%);
- Those who were aware that the Commissioner's Office has information and tools available to the public to help them understand their access to information and privacy rights (77%) versus those who were not or who were unsure (34%);
- Respondents aged 35 to 54 years (51%) versus respondents aged 65 or older (39%);

- Those who had some or completed university or post-graduate studies (56%) or some or completed college (45%) versus those who had some or completed high school (31%).
- Those who accessed the internet through a desktop computer (50%) versus those who did not (35%);
- Those who accessed the internet through a Tablet or a laptop (50%) versus those who did not (36%); and
- Those who accessed the internet through a smart phone (51%) versus those who did not (41%).

More than one-quarter (27%) of all respondents were aware that the Commissioner's Office has information and tools available to the public to help them understand their access to information and privacy rights, while 72% were not aware. See Figure 14, below.

Figure 14

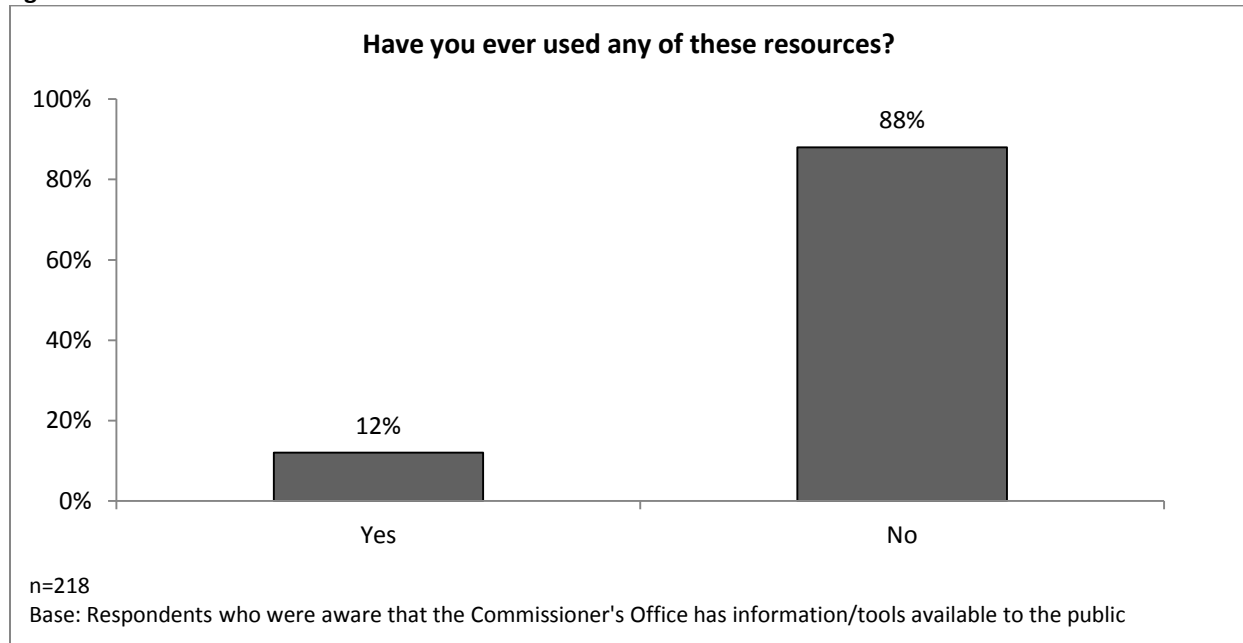


Respondent subgroups significantly more likely to indicate that they **were aware that the Commissioner's Office has information and tools available to the public to help them understand their access to information and privacy rights** included:

- Those who resided in Edmonton (32%) versus those who resided in rural areas (22%);
- Respondents who had heard of the OIPC before (39%) versus respondents who had not or who were unsure (14%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (42%) versus those who wished to be more informed (19%); and
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (46%) versus those who did not or who were unsure (12%).

Eighty-eight percent (88%) of respondents who were aware that the Commissioner's Office has such information and tools available to the public (n=218) indicated that they had never used any of the services available to the public, while only 12% had used such services. Of those who used these resources (n=27), fifteen (n=15) respondents used online resources and six (n=6) called the OIPC office. See Figure 15 and 16.

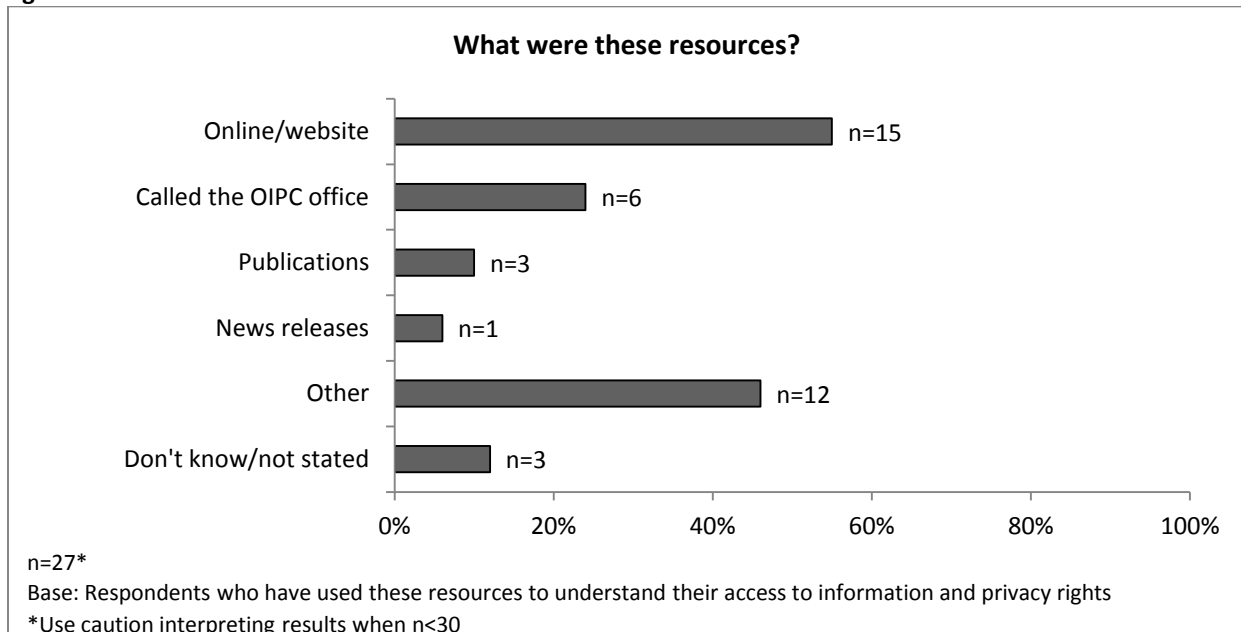
Figure 15



Respondent subgroups significantly more likely to indicate that they **had used such information and tools** included:

- Respondents who had heard of the OIPC before (15%) versus respondents who had not or who were unsure (2%); and
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (15%) versus those who did not or who were unsure (4%).

Figure 16



“Other” resources used by respondents (n=12) included Alberta Health Care or the hospitals (n=3), an information manager or case manager (n=2), word of mouth (n=2) and request or release forms (n=2).

All respondents were then asked to rate the effectiveness of various ways to provide them with information, as listed in Figure 17, below. Seventy percent (70%) of respondents rated the helpdesk telephone number as an effective method (ratings of 4 or 5 out of 5), followed by the Commissioner’s office website (57%), advertising (e.g. newspapers, TV, radio) (43%), brochures or pamphlets in public buildings (30%), emailed newsletters (29%), the OIPC Facebook page (11%) and the OIPC Twitter feed (4%). See table 3, below, for a more detailed breakdown of the results.

Figure 17

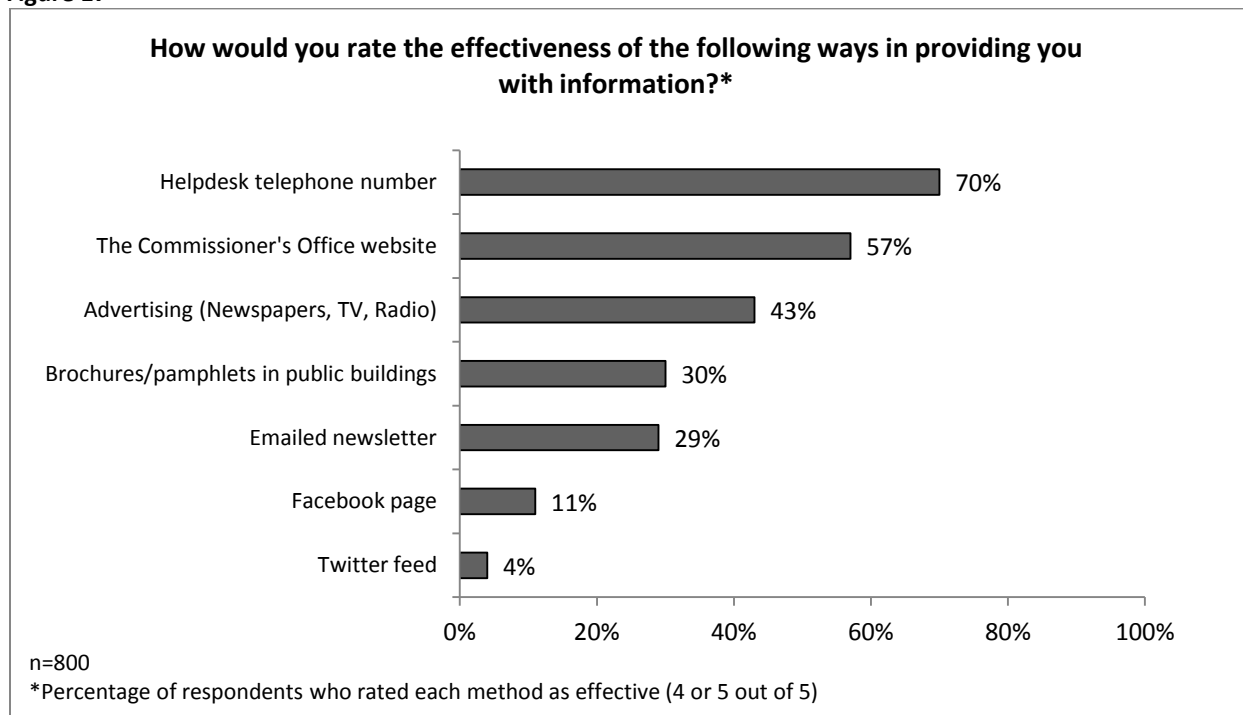


Table 3

How would you rate the effectiveness of the following ways in providing you with information?							
	Percent of Respondents (n=800)						Mean (out of 5)
	Very effective (5)	(4)	(3)	(2)	Not at all effective (1)	Refuse/Don't Know	
A helpdesk telephone number Albertans can call	37	33	17	7	6	1	3.89
The Commissioner’s Office website	34	23	15	7	18	3	3.50
Advertising (Newspapers, TV, Radio)	19	24	29	13	15	<1	3.18
Brochures/Pamphlets in public buildings	11	19	26	20	24	<1	2.72
An emailed newsletter	15	14	22	17	31	2	2.65
Facebook page	5	6	9	12	67	1	1.67
Twitter feed	1	3	4	9	81	2	1.31

Respondent subgroups significantly more likely to rate a **helpdesk telephone number Albertans can call** as an effective (rating of 4 or 5 out of 5) method of providing information included:

- Female (77%) versus male respondents (63%);
- Those who resided in Calgary (77%) versus those who resided in other Alberta cities (67%) or rural areas (64%);
- Those who were aware that the Commissioner's Office has information and tools available to the public to help them understand their access to information and privacy rights (79%) versus those who were not or who were unsure (67%); and
- Respondents aged 55 to 64 years (74%) versus respondents aged 65 or older (65%).

Respondent subgroups significantly more likely to rate **the Commissioner's Office website** as an effective (rating of 4 or 5 out of 5) method of providing information included:

- Those who resided in Edmonton (64%), Calgary (67%) or other Alberta cities (58%) versus those who resided in rural areas (42%);
- Respondents who had heard of the OIPC before (61%) versus respondents who had not or who were unsure (53%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (69%) versus those who did not or who were unsure (47%).
- Those who were aware that the Commissioner's Office has information and tools available to the public to help them understand their access to information and privacy rights (65%) versus those who were not or who were unsure (54%);
- Respondents aged 35 to 54 years (67%) or 55 to 64 years (64%) versus respondents aged 65 or older (37%);
- Respondents with children in their household (67%) versus respondents without children in their household (54%);
- Those who had some or completed university or post-graduate studies (67%), some or completed college (55%) or some or completed technical or vocational school (63%) versus those who had some or completed high school (39%);
- Those who accessed the internet through a desktop computer (64%) versus those who did not (35%);
- Those who accessed the internet through a Tablet or a laptop (65%) versus those who did not (37%); and
- Those who accessed the internet through a smart phone (69%) versus those who did not (44%).

Respondent subgroups significantly more likely to rate **advertising (e.g. newspapers, TV, radio)** as an effective (rating of 4 or 5 out of 5) method of providing information included:

- Female (46%) versus male respondents (39%);
- Those who resided in Edmonton (49%) versus those who resided in Calgary (38%);
- Those who did not know where to look for information about access to information and privacy rights under Alberta's laws (48%) versus those who did (36%);
- Those who had some or completed college (47%) versus those who had some or completed university or post-graduate studies (36%);
- Those who did not have internet access through a Tablet or a laptop (49%) versus those who did (40%); and
- Those who did not have internet access through a smart phone (47%) versus those who did (39%).

Respondent subgroups significantly more likely to rate **brochures or pamphlets in public buildings** as an effective (rating of 4 or 5 out of 5) method of providing information included:

- Female (35%) versus male respondents (25%);
- Those who resided in other Alberta cities (35%) versus those who resided in rural areas (25%);
- Respondents who could recall, on an unaided basis, the HIA as a law intended to protect personal and health information (39%) versus those who could recall, unaided, the FOIP Act (27%);
- Those who were aware that the Commissioner's Office has information and tools available to the public to help them understand their access to information and privacy rights (37%) versus those who were not or who were unsure (27%); and
- Respondents aged 35 to 54 years (34%) or aged 55 to 64 years (30%) versus respondents aged 18 to 34 years (17%).

Respondent subgroups significantly more likely to rate an **emailed newsletter** as an effective (rating of 4 or 5 out of 5) method of providing information included:

- Those who did not know where to look for information about access to information and privacy rights under Alberta's laws or who were unsure (33%) versus those who knew (25%);
- Those who wished to be more informed about the Commissioner's Office (34%) versus those who felt comfortable with their current level of knowledge and understanding (22%); and
- Those who accessed the internet through a Tablet or a laptop (33%) versus those who did not (20%).

Respondent subgroups significantly more likely to rate **OIPC's Facebook page** as an effective (rating of 4 or 5 out of 5) method of providing information included:

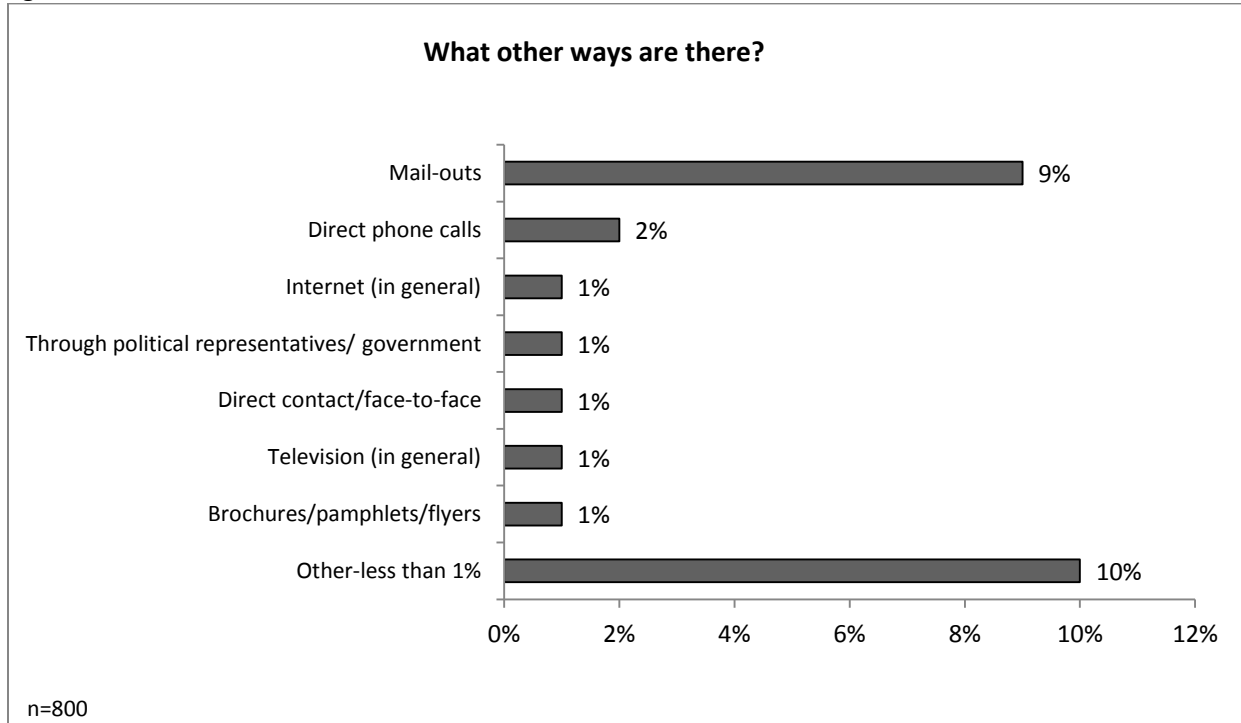
- Respondents aged or 18 to 34 years (29%) or 35 to 54 years (12%) versus respondents aged 65 or older (5%);
- Respondents with children in their household (16%) versus respondents without children in their household (8%);
- Those who accessed the internet through a Tablet or a laptop (12%) versus those who did not (6%); and
- Those who accessed the internet through a smart phone (14%) versus those who did not (6%).

Respondent subgroups significantly more likely to rate **OIPC's Twitter feed** as an effective (rating of 4 or 5 out of 5) method of providing information included:

- Male (6%) versus female respondents (3%);
- Those who resided in other Alberta cities (6%) versus those who resided in rural areas (2%); and
- Respondents aged 18 to 34 years (15%) versus respondents aged 35 to 54 years (4%), 55 to 64 years (3%) or 65 or older (3%).

Twenty-two percent (22%) of all respondents indicated that there were other effective ways the Commissioner’s Office could provide information to them, while 76% of the respondents indicated that there were not. Nine percent (9%) of all respondents indicated mail-outs as an effective way the OIPC could provide information to them. See Figure 18, below.

Figure 18



3.4 Access and Privacy Trends and Issues of Significance

In this section of the survey, respondents were asked questions that will provide the OIPC with information about access and privacy trends and issues of significance. To begin, all respondents were asked to rate on a scale of 1 to 5, where 1 meant “not at all important” and 5 meant “very important”, the importance they placed on access to information or privacy issues related to various subjects. Ninety-one percent (91%) of respondents rated hacking, identity theft and fraud as important (ratings of 4 or 5 out of 5), followed by misuse of personal information by internal and authorized users (84%). By contrast, 37% of respondents rated using employer’s equipment and technology for personal use as important and 28% of respondents rated cloud computing as important. See Table 4, below, and on the following page.

Table 4

How would you rate the level of importance of access to information or privacy issues related to the following?							
	Percent of Respondents (n=800)						
	Very important (5)	(4)	(3)	(2)	Not at all important (1)	Don't know	Mean (out of 5)
Hacking/identity theft/fraud	83	8	3	1	4	1	4.66
Misuse of personal information by internal/authorized users	73	11	5	3	5	3	4.49
Children and youth privacy	62	16	9	3	7	4	4.27
Mobile device security	53	21	13	4	6	4	4.16
Direct access to your own records via internet portals, mobile apps, etc	56	17	9	5	10	3	4.09
Open Government (e.g. proactive disclosure, routine release of information)	48	21	16	5	5	4	4.06
Biometric identification (e.g. facial recognition, fingerprint, iris scans, etc.)	53%	18	14	4	8	3	4.06
Identity management (e.g. management of individual identifiers, their authentications, authorization, and privileges/permissions within or across an electronic system)	50	16	15	5	7	8	4.06
Personal information sharing among public bodies, health care providers and private businesses	52	18	14	5	9	3	4.03
Genetic information	50	18	14	4	9	4	3.98
Requirement by Government for businesses to collect and/or provide personal/health information	45	21	18	5	7	4	3.95

How would you rate the level of importance of access to information or privacy issues related to the following? (Cont'd)							
	Percent of Respondents (n=800)						
	Very important (5)	(4)	(3)	(2)	Not at all important (1)	Don't know	Mean (out of 5)
Access to personal/health information for research	45	24	16	7	7	1	3.92
Surveillance (e.g. video surveillance, surveillance of Internet use, etc.)	49	19	1	6	10	2	3.90
Data migration (e.g. transferring your data between vendors or cloud service providers)	47	16	13	6	11	7	3.88
Online behavioural targeting	41	17	17	6	10	9	3.80
Rapid growth of technology	36	24	21	5	8	6	3.79
"Big Data" (i.e. businesses and governments collecting, compiling and analyzing vast amounts of personal information)	40	17	17	8	16	3	3.59
Open Data (e.g. making datasets of information available in machine-readable format)	29	21	21	8	11	10	3.56
Businesses or governments collecting and using personal information from social media (e.g. background checks)	39	18	15	8	18	3	3.53
Use of personal mobile devices at work (e.g. using your own cell phone for both personal and business purposes)	27	18	19	9	21	6	3.24
Businesses or governments using social media to communicate with you	28	16	19	13	21	4	3.18
Cloud computing	19	9	12	7	17	35	3.10
Using your employer's equipment and technology (e.g. computer) for your personal use	24	13	17	10	27	9	2.96

Respondent subgroups significantly more likely to rate **hacking, identify theft and fraud** as important (rating of 4 or 5 out of 5) access to information or privacy issues included:

- Female (93%) versus male respondents (89%);
- Respondents aged 35 to 54 years (94%) versus respondents aged 65 or older (87%);
- Respondents with children in their household (95%) versus respondents without children in their household (90%);
- Those who had some or completed university or post-graduate studies (92%), some or completed college (95%), or some or completed technical or vocational school (94%) versus those who had some or completed high school (85%); and
- Those who accessed the internet through a smart phone (93%) versus those who did not (89%).

Respondent subgroups significantly more likely to rate **misuse of personal information by internal and authorized users** as an important (rating of 4 or 5 out of 5) access to information or privacy issue included:

- Those who wished to be more informed of the OIPC (87%) versus those who felt comfortable with their current knowledge and understanding of the OIPC (80%);
- Respondents aged 35 to 54 years (87%) versus respondents aged 65 or older (80%);
- Respondents with children in their household (89%) versus respondents without children in their household (83%);
- Those who had some or completed university or post-graduate studies (87%), some or completed college (89%), or some or completed technical or vocational school (88%) versus those who had some or completed high school (76%);
- Those who accessed the internet through a desktop computer (86%) versus those who did not (79%);
- Those who accessed the internet through a Tablet or a laptop (87%) versus those who did not (79%); and
- Those who accessed the internet through a smart phone (88%) versus those who did not (81%).

Respondent subgroups significantly more likely to rate **children and youth privacy** as an important (rating of 4 or 5 out of 5) access to information or privacy issue included:

- Female (83%) versus male respondents (71%);
- Those who resided in other Alberta cities (82%) versus those who resided in rural areas (72%);
- Those who wished to be more informed of the OIPC (81%) versus those who felt comfortable with their current knowledge and understanding of the OIPC (72%);
- Respondents aged 35 to 54 years (82%) or 55 to 64 years (78%) versus respondents aged 65 or older (69%);
- Respondents with children in their household (86%) versus respondents without children in their household (74%);
- Those who had some or completed college (87%) versus those who had some or completed university or post-graduate studies (77%), some or completed technical or vocational school (76%) or some or completed high school (70%);
- Those who accessed the internet through a desktop computer (79%) versus those who did not (71%); and
- Those who accessed the internet through a Tablet or a laptop (80%) versus those who did not (69%).

Respondent subgroups significantly more likely to rate **mobile device security** as an important (rating of 4 or 5 out of 5) access to information or privacy issue included:

- Those who wished to be more informed of the OIPC (77%) versus those who felt comfortable with their current knowledge and understanding of the OIPC (70%);
- Respondents aged 35 to 54 years (79%) or 55 to 64 years (76%) versus respondents aged 65 or older (66%);
- Those who had some or completed college (81%) versus those who had some or completed high school (69%);
- Those who accessed the internet through a desktop computer (76%) versus those who did not (68%);
- Those who accessed the internet through a Tablet or a laptop (77%) versus those who did not (68%); and
- Those who accessed the internet through a smart phone (82%) versus those who did not (66%).

Respondent subgroups significantly more likely to rate **direct access to their own records via internet portals, mobile apps, etc.** as important (rating of 4 or 5 out of 5) access to information or privacy issues included:

- Those who wished to be more informed of the OIPC (77%) versus those who felt comfortable with current knowledge and understanding of the OIPC (68%);
- Respondents aged 35 to 54 years (79%) or 55 to 64 years (78%) versus respondents aged 65 or older (63%);
- Respondents with children in their household (82%) versus respondents without children in their household (70%);
- Those who accessed the internet through a desktop computer (77%) versus those who did not (64%);
- Those who accessed the internet through a Tablet or a laptop (78%) versus those who did not (62%); and
- Those who accessed the internet through a smart phone (79%) versus those who did not (67%).

Respondent subgroups significantly more likely to rate **open government** as an important (rating of 4 or 5 out of 5) access to information or privacy issue included:

- Respondents who had heard of the OIPC before (73%) versus respondents who had not or who were unsure (65%);
- Those who wished to be more informed of the OIPC (73%) versus those who felt comfortable with their current knowledge and understanding of the OIPC (63%);
- Those who had some or completed university or post-graduate studies (73%) or some or completed college (74%) versus those who had some or completed high school (61%); and
- Those who accessed the internet through a Tablet or a laptop (72%) versus those who did not (61%).

Respondent subgroups significantly more likely to rate **biometric identification** as an important (rating of 4 or 5 out of 5) access to information or privacy issue included:

- Those who wished to be more informed of the OIPC (74%) versus those who felt comfortable with their current knowledge and understanding of the OIPC (65%);
- Respondents aged 18 to 34 years (79%) or 35 to 54 years (74%) versus respondents aged 65 or older (65%); and
- Those who accessed the internet through a smart phone (74%) versus those who did not (67%).

Respondent subgroups significantly more likely to rate **identity management** as an important (rating of 4 or 5 out of 5) access to information or privacy issue included:

- Those who wished to be more informed of the OIPC (69%) versus those who felt comfortable with their current knowledge and understanding of the OIPC (61%);
- Respondents aged 55 to 64 years (70%) versus respondents aged 65 or older (61%);
- Those who accessed the internet through a desktop computer (68%) versus those who did not (60%); and
- Those who accessed the internet through a smart phone (70%) versus those who did not (62%).

Respondent subgroups significantly more likely to rate **personal information sharing among public bodies, health care providers and private businesses** as important (rating of 4 or 5 out of 5) access to information or privacy issues included:

- Female (75%) versus male respondents (66%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (77%) versus those who did not or who were unsure (65%);
- Respondents aged 35 to 54 years (76%) or 55 to 64 years (73%) versus respondents aged 65 or older (62%);
- Those who had some or completed university or post-graduate studies (72%) or some or completed college (77%) versus those who had some or completed high school (63%);
- Those who accessed the internet through a desktop computer (73%) versus those who did not (63%); and
- Those who accessed the internet through a smart phone (74%) versus those who did not (66%).

Respondent subgroups significantly more likely to rate **genetic information** as an important (rating of 4 or 5 out of 5) access to information or privacy issue included:

- Female (73%) versus male respondents (63%);
- Those who resided in Edmonton (72%) or Calgary (72%) versus those who resided in rural areas (61%); and
- Those who wished to be more informed of the OIPC (70%) versus those who felt comfortable with their current knowledge and understanding of the OIPC (63%).

Respondent subgroups significantly more likely to rate **a requirement by government for businesses to collect and/or provide personal/health information** as an important (rating of 4 or 5 out of 5) access to information or privacy issue included:

- Female (71%) versus male respondents (62%);
- Respondents aged 35 to 54 years (69%) versus respondents aged 65 or older (60%); and
- Those who had some or completed college (74%) versus those who had some or completed technical or vocational school (60%) or some or completed high school (62%);

Respondent subgroups significantly more likely to rate **access to personal and health information for research** as important (rating of 4 or 5 out of 5) access to information or privacy issues included:

- Female (72%) versus male respondents (65%);
- Those who resided in Edmonton (74%) versus those who resided in rural areas (64%);
- Respondents who had heard of the OIPC before (73%) versus respondents who had not or who were unsure (63%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (72%) versus those who did not or who were unsure (65%);
- Respondents aged 18 to 34 years (78%) versus respondents aged 65 or older (64%); and
- Those who had some or completed university or post-graduate studies (72%) versus those who had some or completed high school (63%).

Respondent subgroups significantly more likely to rate **surveillance** as an important (rating of 4 or 5 out of 5) access to information or privacy issue included:

- Those who wished to be more informed of the OIPC (71%) versus those who felt comfortable with their current knowledge and understanding of the OIPC (61%);
- Respondents aged 35 to 54 years (73%) or 55 to 64 years (68%) versus respondents aged 65 or older (59%);
- Respondents with children in their household (74%) versus respondents without children in their household (65%);
- Those who accessed the internet through a desktop computer (69%) versus those who did not (61%); and
- Those who accessed the internet through a Tablet or a laptop (70%) versus those who did not (61%).

Respondent subgroups significantly more likely to rate **data migration** as an important (rating of 4 or 5 out of 5) access to information or privacy issue included:

- Those who resided in Edmonton (67%) or Calgary (68%) versus those who resided in rural areas (57%);
- Respondents who had heard of the OIPC before (67%) versus respondents who had not or who were unsure (58%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (69%) versus those who did not or who were unsure (58%);
- Respondents aged 35 to 54 years (66%) or 55 to 64 years (69%) versus respondents aged 65 or older (54%);
- Those who had some or completed university or post-graduate studies (71%) or some or completed college (71%) versus those who had some or completed technical or vocational school (57%) or some or completed high school (45%);

- Those who accessed the internet through a desktop computer (67%) versus those who did not (52%);
- Those who accessed the internet through a Tablet or a laptop (67%) versus those who did not (52%); and
- Those who accessed the internet through a smart phone (69%) versus those who did not (57%).

The respondent subgroup significantly more likely to rate **online behavioural targeting** as an important (rating of 4 or 5 out of 5) access to information or privacy issue included those who had some or completed college (67%) versus those who had some or completed high school (55%).

Respondent subgroups significantly more likely to rate **rapid growth of technology** as an important (rating of 4 or 5 out of 5) access to information or privacy issue included:

- Those who resided in Calgary (66%) versus those who resided in rural areas (54%);
- Respondents aged 18 to 34 years (73%) versus respondents aged 55 to 64 years (55%);
- Respondents with children in their household (70%) versus respondents without children in their household (58%);
- Those who accessed the internet through a Tablet or a laptop (64%) versus those who did not (51%); and
- Those who accessed the internet through a smart phone (65%) versus those who did not (56%).

Respondent subgroups significantly more likely to rate **“Big Data”** as an important (rating of 4 or 5 out of 5) access to information or privacy issue included:

- Those who resided in Calgary (63%) versus those who resided in rural areas (51%);
- Those who knew where to look for information about access to information and privacy rights under Alberta’s laws (61%) versus those who did not or who were unsure (53%);
- Respondents aged 18 to 34 years (63%) or 35 to 54 years (63%) versus respondents aged 65 or older (48%);
- Respondents with children in their household (64%) versus respondents without children in their household (54%);
- Those who had some or completed university or post-graduate studies (61%) or some or completed college (64%) versus those who had some or completed high school (45%);
- Those who accessed the internet through a desktop computer (59%) versus those who did not (49%);
- Those who accessed the internet through a Tablet or a laptop (60%) versus those who did not (48%); and
- Those who accessed the internet through a smart phone (61%) versus those who did not (52%).

Respondent subgroups significantly more likely to rate **open data** as an important (rating of 4 or 5 out of 5) access to information or privacy issue included:

- Respondents who had heard of the OIPC before (54%) versus respondents who had not or who were unsure (46%);
- Those who wished to be more informed of the OIPC (54%) versus those who felt comfortable with their current knowledge and understanding of the OIPC (46%);
- Those who were aware that the Commissioner's Office has information and tools available to the public to help them understand their access to information and privacy rights (59%) versus those who were not or who were unsure (47%); and
- Respondents aged 35 to 54 years (56%) versus respondents aged 65 or older (44%).

Respondent subgroups significantly more likely to rate **businesses or governments collecting and using personal information from social media** as an important (rating of 4 or 5 out of 5) access to information or privacy issue included:

- Female respondents (60%) versus male respondents (53%);
- Those who wished to be more informed of the OIPC (60%) versus those who felt comfortable with their current knowledge and understanding of the OIPC (51%);
- Respondents aged 18 to 34 years (67%) or 34 to 54 years (66%) versus respondents aged 65 or older (45%);
- Respondents with children in their household (67%) versus respondents without children in their household (53%);
- Those who accessed the internet through a desktop computer (60%) versus those who did not (47%);
- Those who accessed the internet through a Tablet or a laptop (61%) versus those who did not (44%); and
- Those who accessed the internet through a smart phone (62%) versus those who did not (51%).

Respondent subgroups significantly more likely to rate **the use of personal mobile devices at work** as an important (rating of 4 or 5 out of 5) access to information or privacy issue included:

- Those who resided in Edmonton (49%), Calgary (48%) or other Alberta cities (50%) versus those who resided in rural areas (38%);
- Respondents aged 35 to 54 years (53%) or 55 to 64 years (45%) versus respondents aged 65 or older (33%);
- Respondents with children in their household (57%) versus respondents without children in their household (41%);
- Those who had some or completed university or post-graduate studies (49%) or some or completed college (53%) versus those who had some or completed high school (33%);
- Those who accessed the internet through a Tablet or a laptop (49%) versus those who did not (37%); and
- Those who accessed the internet through a smart phone (54%) versus those who did not (36%).

Respondent subgroups significantly more likely to rate **businesses or governments using social media to communicate with them** as an important (rating of 4 or 5 out of 5) access to information or privacy issue included:

- Those who wished to be more informed of the OIPC (49%) versus those who felt comfortable with their current knowledge and understanding of the OIPC (37%);
- Respondents aged 18 to 34 years (52%), 34 to 54 years (47%) or 55 to 64 years (47%) versus respondents aged 65 or older (34%); and
- Those who accessed the internet through a smart phone (48%) versus those who did not (39%).

Respondent subgroups significantly more likely to rate **cloud computing** as an important (rating of 4 or 5 out of 5) access to information or privacy issue included:

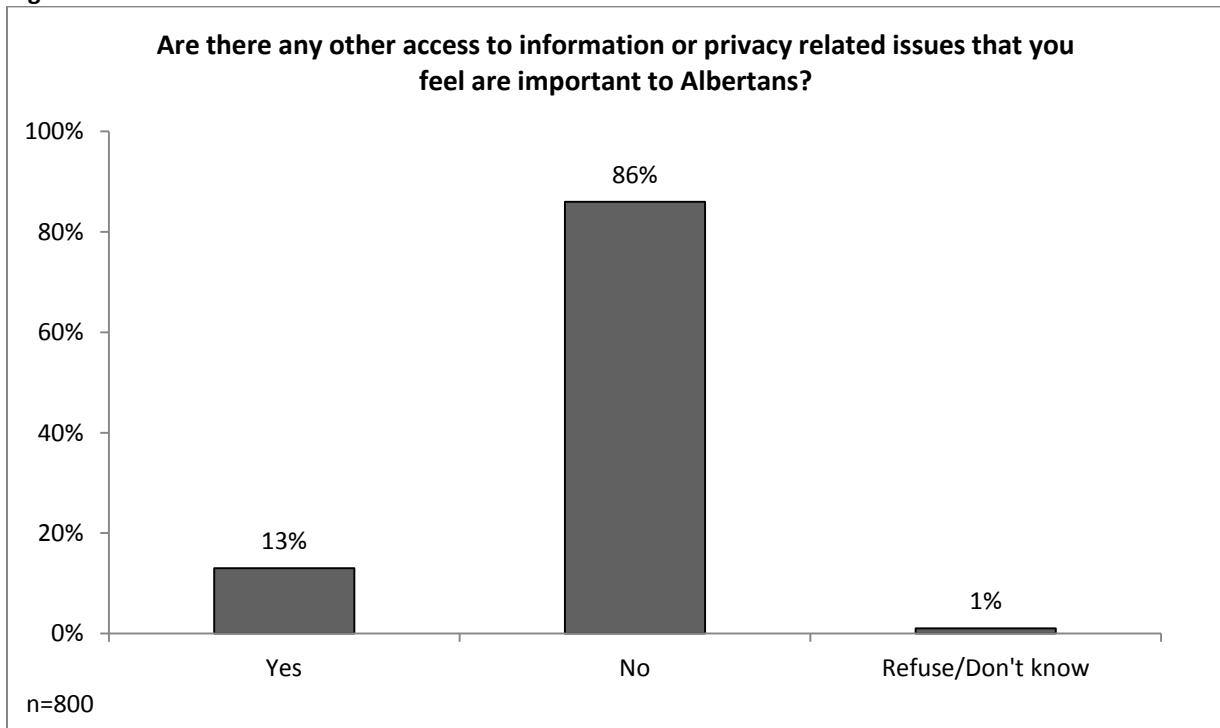
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (34%) versus those who did not or who were unsure (24%);
- Respondents aged 18 to 34 years (39%), 34 to 54 years (33%) or 55 to 64 years (32%) versus respondents aged 65 or older (17%); and
- Respondents with children in their household (36%) versus respondents without children in their household (26%);
- Those who had some or completed university or post-graduate studies (35%) or some or completed college (32%) versus those who had some or completed technical or vocational school (18%) or some or completed high school (21%);
- Those who accessed the internet through a desktop computer (31%) versus those who did not (21%);
- Those who accessed the internet through a Tablet or a laptop (33%) versus those who did not (15%); and
- Those who accessed the internet through a smart phone (39%) versus those who did not (18%).

Respondent subgroups significantly more likely to rate **using their employer's equipment and technology for personal use** as an important (rating of 4 or 5 out of 5) access to information or privacy issue included:

- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (43%) versus those who did not or who were unsure (32%);
- Those who were aware that the Commissioner's Office has information and tools available to the public to help them understand their access to information and privacy rights (43%) versus those who were not or who were unsure (34%);
- Respondents aged 18 to 34 years (43%), 34 to 54 years (42%) or 55 to 64 years (37%) versus respondents aged 65 or older (28%);
- Respondents with children in their household (43%) versus respondents without children in their household (35%);
- Those who had some or completed university or post-graduate studies (38%) or some or completed college (44%) versus those who had some or completed high school (28%); and
- Those who accessed the internet through a desktop computer (39%) versus those who did not (31%).

Thirteen percent (13%) of all respondents indicated that there were other issues related to access to information or privacy that are important to Albertans, while 86% of respondents indicated there were no other issues. See Figure 19, below.

Figure 19



Respondents who indicated that there were other issues related to access to information or privacy listed the following as important to Albertans:

- More information on storage/ disposal of personal information (1% of all respondents);
- Lack of access to information/ too many restrictions (in general) (1% of all respondents);
- Lack of access to government information/ need transparency (in general) (1% of all respondents);
- Lack of privacy/ personal information should remain personal (in general) (1% of all respondents);
- Access/ protection of medical information/ records among general public and health providers (in general) (1% of all respondents);
- Dislikes government access to personal information/ behaviours (in general) (1% of all respondents); and
- Others comments, less than 1% of respondents each (8% of all respondents).

All respondents were asked to rate their level of agreement with the following statements in Figure 20 and Table 5 below, on a scale of 1 to 5 where 1 meant “strongly disagree” and 5 meant “strongly agree”. The majority of respondents (97%) agreed that it is important to protect the privacy of personal information and 93% of respondents agreed that it is important to protect the right to access information in Alberta.

Figure 20

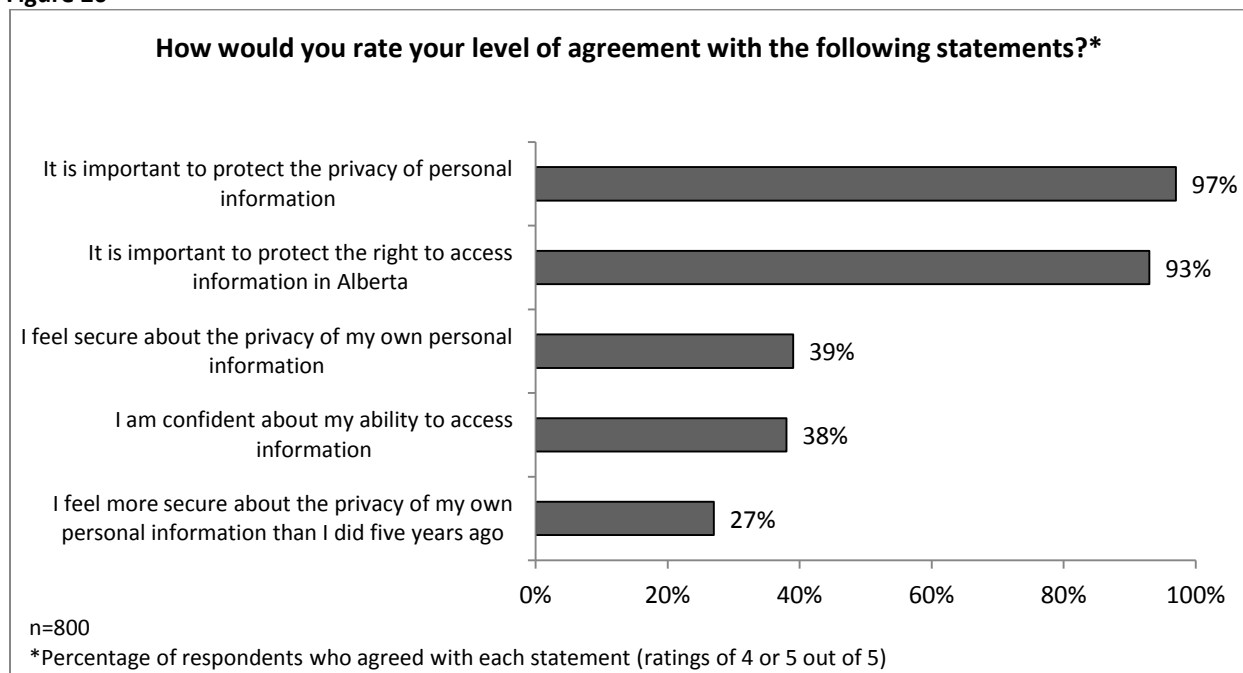


Table 5

How would you rate your level of agreement with the following:							
	Percent of Respondents (n=800)						Mean
	Strongly Agree (5)	(4)	(3)	(2)	Strongly Disagree (1)	Refuse/Don't Know	
It is important to protect the privacy of personal information	89	8	2	1	<1	-	4.85
It is important to protect the right to access information in Alberta	80	13	5	1	1	1	4.69
I am confident about my ability to access information	16	22	37	12	11	1	3.19
I feel secure about the privacy of my own personal information	16	23	33	17	11	-	3.16
I feel more secure about the privacy of my own personal information than I did five years ago.	14	13	23	23	26	1	2.65

Respondent subgroups significantly more likely to have agreed (rating of 4 or 5 out of 5) with the statement **“It is important to protect the privacy of personal information”** included:

- Those who wished to be more informed about the Commissioner’s Office (98%) versus those who felt comfortable with their current level of knowledge and understanding (95%); and
- Respondents with children in their household (100%) versus respondents without children in their household (96%).

Respondent subgroups significantly more likely to have agreed (rating of 4 or 5 out of 5) with the statement **“It is important to protect the right to access information in Alberta”** included:

- Those who resided in Calgary (94%) or other Alberta cities (95%) versus those who resided in rural areas (89%);
- Those who wished to be more informed about the Commissioner’s Office (94%) versus those who felt comfortable with their current level of knowledge and understanding (89%);
- Respondents aged 35 to 54 years (95%) versus respondents aged 65 or older (89%);
- Respondents with children in their household (96%) versus respondents without children in their household (91%);
- Those who had some or completed college (96%) versus those who had some or completed high school (88%);
- Those who accessed the internet through a Tablet or a laptop (94%) versus those who did not (87%); and
- Those who accessed the internet through a smart phone (94%) versus those who did not (90%).

Respondent subgroups significantly more likely to have agreed (rating of 4 or 5 out of 5) with the statement **“I am confident about my ability to access information”** included:

- Respondents who had heard of the OIPC before (42%) versus respondents who had not or who were unsure (34%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (52%) versus those who wished to be more informed (30%);
- Those who knew where to look for information about access to information and privacy rights under Alberta’s laws (53%) versus those who did not or who were unsure (25%);
- Those who were aware that the Commissioner’s Office has information and tools available to the public to help them understand their access to information and privacy rights (56%) versus those who were not or who were unsure (31%); and
- Respondents aged 18 to 34 years (55%) versus respondents aged 34 to 54 years (40%), 55 to 64 years (32%) or 65 or older (36%).

Respondent subgroups significantly more likely to have agreed (rating of 4 or 5 out of 5) with the statement “**I feel secure about the privacy of my own personal information**” included:

- Those who felt comfortable with their current knowledge and understanding of the OIPC (46%) versus those who wished to be more informed (35%);
- Those who were aware that the Commissioner’s Office has information and tools available to the public to help them understand their access to information and privacy rights (47%) versus those who were not or who were unsure (36%);
- Respondents aged 18 to 34 years (57%) versus respondents aged 35 to 54 years (38%), 55 to 64 years (34%) or 65 or older (42%); and
- Those who accessed the internet through a desktop computer (46%) versus those who did not (37%).

Respondent subgroups significantly more likely to have agreed (rating of 4 or 5 out of 5) with the statement “**I feel more secure about the privacy of my own personal information than I did five years ago**” included:

- Respondents aged 18 to 34 years (40%) or 35 to 54 years (30%) versus respondents 55 to 64 years (19%); and
- Those who had some or completed high school (37%) or some or completed technical or vocational school (31%) versus those who had some or completed university or post-graduate studies (20%).

3.5 Demographic Profile

Table 6

Demographic Profile of Respondents	
Percent of Respondents (n=800)	
Respondent Age	
18 to 24 years old	2
25 to 34 years old	6
35 to 44 years old	12
45 to 54 years old	22
55 to 64 years old	28
65 years and older	29
Refused	2
Mean Respondent Age	56.7 Years
Respondent Area of Residence	
Edmonton	22
Calgary	30
Other Alberta cities	19
Rural Alberta	29
Percentage of respondents with at least one household member belong to each age group	
12 years of age and younger	16
Between 13 and 18 years old	13
Between 19 and 44 years old	35
Between 45 and 64 years old	58
65 years of age or older	36
Refused	1
Mean household size	2.51 people
Employment Status of Respondents	
Working full time, including self-employment (more than 30 hours per week)	48
Working part time, including self-employment (30 hours per week or less)	16
Homemaker	5
Student	1
Not employed	3
Retired	28
Refused	1

Demographic Profile of Respondents (Cont'd)	
Percent of Respondents (n=800)	
Highest Level of Education Achieved	
Less than high school	8
Graduated high school	16
Some or completed technical or vocational school	11
Some or completed college	21
Some or completed university	29
Post-graduate	15
Refused	1
Percentage of respondents who access the internet using the following:	
Desktop computer	75
Tablet or laptop computer	73
Smart phone	51

APPENDIX A - SURVEY INSTRUMENT

**Office of the Information and Privacy Commissioner
2013 Survey of Albertans**

Hello, my name is _____ with Banister Research, a professional research firm. We have been contracted to conduct a survey on behalf of the Office of the Information and Privacy Commissioner of Alberta to gather information about Albertans' awareness of their access to information and privacy rights and their concerns regarding access and privacy matters.

Your household has been randomly dialed to participate in this study. I would like to assure you that we are not selling or promoting anything, and that all your responses will be kept anonymous. Your input is very important to the successful completion of this study and will assist the Commissioner's Office in carrying out its legislated responsibilities, which include informing the public about access to information and privacy laws in Alberta.

Your privacy is being protected in a number of ways:

1. Banister Research is the only party collecting and analyzing the results and with any direct access to individual responses on behalf of the Office of the Information and Privacy Commissioner.
2. Your telephone number will be deleted from your response at the end of the data collection period and is not given to the Commissioner's Office.
3. Responses to the questions are given to the Commissioner's Office without any personally identifying information.

[Interviewers note: If they have questions about the study, they can be referred to Director of Knowledge Management, Office of the Information and Privacy Commissioner, 1-888-878-4044]

- A. For this study, I need to speak to the (**ALTERNATE**: male/female) in your household who is 18 years of age or older and who is having the next birthday. Is that person available?

1. Yes, speaking **Continue**
2. Yes, I'll get him/her **Repeat introduction and continue**
3. Not now **Arrange call back and take the first name of the contact**

- B. Record gender [watch quotas]:

1. Male
2. Female

C. This interview will take about 15 minutes. Is this a convenient time for us to talk, or should we call you back?

1. Yes, convenient **Continue survey**
2. No **Arrange another callback time**

D. May I have your permission to proceed with the survey?

1. Yes **Continue survey**
2. No **Thank for their time and terminate call**

E. In what part of the province do you live? [**PRECODE FROM SAMPLE**]

1. Edmonton Calgary
2. Other Alberta Cities
3. Rural Alberta

SECTION 1: Awareness of Access and Privacy Laws

1. Are you aware of any laws that are intended to protect your personal information or health information? [Interviewer note: By personal information, we mean things like name, address, date of birth, social insurance number, education, employment history, financial information, images of you]

1. Yes
2. No [Skip to Q. 2]
- F5. Don't know [Do not read] [Skip to Q. 2]

1a. Which laws have you heard of? [Unaided, allow for multiple responses]

Pre-code list:

1. Freedom of Information and Protection of Privacy Act (FOIP Act)
2. Health Information Act (HIA)
3. Personal Information Protection Act (PIPA)
4. Personal Information Protection and Electronic Documents Act (PIPEDA)
5. Other (Specify): _____
- F5. Don't know [Do not read]

2. Are you aware of any laws that are intended to provide individuals with the right to access information?

1. Yes
2. No [Skip to Q. 3]
- F5. Don't know [Do not read] [Skip to Q. 3]

2a. Which laws have you heard of? [Unaided, allow for multiple responses]

Pre-code list:

1. Freedom of Information and Protection of Privacy Act (FOIP Act)
2. Health Information Act (HIA)
3. Personal Information Protection Act (PIPA)
4. Personal Information Protection and Electronic Documents Act (PIPEDA)
5. Other (Specify): _____

F5. Don't know [Do not read]
3. Which of the following laws have you heard of? [Aided, allow for multiple responses, only provide those **not mentioned in Q. 1a or 2a**; Interviewers note: please read out each acronym in addition to the full name]

1. Yes
 2. No
 - F5. Don't know
-
- A. Freedom of Information and Protection of Privacy Act (FOIP Act)
 - B. Health Information Act (HIA)
 - C. Personal Information Protection Act (PIPA)
 - D. Personal Information Protection and Electronic Documents Act (PIPEDA)
4. Please indicate if you are aware of the following:
1. Yes, aware
 2. No, unaware
 - F5. Don't know [Do not read]
-
- A. You have the right to request access to general information held by public-sector bodies, such as government ministries, municipalities, universities and law enforcement agencies ;
 - B. You have the right to request access to your personal information or health information held by a public-sector body, private business or health care provider;
 - C. You have the right to ask that errors in your personal information or health information be corrected;
 - D. When your personal information or health information is being collected from you, you have the right to be informed of the purposes for the collection.

5. Thinking about your familiarity with Alberta's access to information and privacy laws, overall, would you say that you are...?
1. Not at all familiar
 2. Somewhat familiar
 3. Very familiar
 - F5. Don't know [Do not read]

SECTION 2: AWARENESS OF OIPC

6. Have you heard about the Office of the Information and Privacy Commissioner before today?
1. Yes, aware
 2. No, unaware GO TO Q.8
 - F5. Don't know [Do not read] GO TO Q.8
7. How have you heard about the Commissioner's Office? [Interviewer note: unaided list, allow for multiple responses]
- Pre-code list:
1. Television
 2. Radio
 3. The OIPC website
 4. Online; non-OIPC website
 5. Publications
 6. Conferences
 7. Through work/my job
 8. Personal experience/have contacted the OIPC previously
 9. Other (Specify): _____
 - F5. Don't know [Do not read]

8. Regarding the Commissioner's Office, were you aware of the following?

1. Yes, aware
 2. No, unaware
 - F5. Don't know [Do not read]
-
- A. You can file a complaint with the Commissioner's Office if you feel that your personal or health information has been improperly collected, used or disclosed by a public-sector body, health care provider or private business.
 - B. You can ask the Commissioner's Office to review the response you received from a public-sector body, health care provider or private business regarding your request for access to information.
 - C. The Commissioner's Office is separate from the Government of Alberta and reports directly to the Legislative Assembly.

9. And how comfortable are you with your current knowledge and understanding of the Information and Privacy Commissioner's Office? Do you...?

1. Wish you were more informed about the Commissioner's Office
2. Feel comfortable with your current level of knowledge and understanding
- F5. Don't know [Do not read]

SECTION 3: OIPC COMMUNICATIONS

10. If you needed to obtain information about your access to information and privacy rights under Alberta's laws, do you feel you would know where to look?

1. Yes
2. No
- F5. Don't know

11. Were you aware that the Commissioner's Office has information and tools available to the public to help them understand their access to information and privacy rights?

1. Yes
2. No [Skip to Q. 12]
- F5. Don't know [Do not read] [Skip to Q. 12]

11a. Have you ever used any of these resources?

1. Yes
2. No [Skip to Q. 12]
- F5. Don't know [Do not read] [Skip to Q. 12]

11b. What were these resources? [Unaided, use pre-code list]

Pre-code list:

1. Online/Website
2. Called the OIPC office
3. News releases
4. Publications
5. Other (specify): _____
- F5. Don't know [Do not read]

12. Using a scale of 1 to 5, where 1 means "not at all effective" and 5 means "very effective", how effective would the following ways be for the Information and Privacy Commissioner's Office to provide you with information?

1. Not at all effective
- 2.
- 3.
- 4.
5. Very effective
- F5. Don't know [Do not read]

- A. The Commissioner's office website
- B. An emailed newsletter
- C. Facebook page
- D. Twitter feed
- E. Advertising (Newspapers, TV, Radio)
- F. Brochures/Pamphlets in public buildings
- G. A helpdesk telephone number Albertans can call

13. Are there any other effective ways the Commissioner's Office could provide information to you?

1. Yes; record verbatim: _____
2. None, no other ways possible
- F5. Don't know [Do not read]

SECTION 4: TRENDS AND ISSUES

14. In this section of the survey, we would like to discuss specific trends and issues concerning access to information and privacy. Using a scale of 1 to 5, where 1 means “not at all important” and 5 means “very important”, please rate the level of importance you place on access to information or privacy issues related to the following:

1. Not at all important
 - 2.
 - 3.
 - 4.
 5. Very important
 - F5. Don't know/Not applicable [Do not read]
-
- A. Data migration (e.g. transferring your data between vendors or cloud service providers)
 - B. Open Government (e.g. proactive disclosure, routine release of information)
 - C. Open Data (e.g. making datasets of information available in machine-readable format)
 - D. Personal information sharing among public bodies, health care providers and private businesses
 - E. Access to personal/health information for research
 - F. Cloud computing
 - G. Businesses or governments using social media to communicate with you
 - H. Using your employer's equipment and technology (e.g. computer) for your personal use
 - I. Businesses or governments collecting and using personal information from social media (e.g. background checks)
 - J. Use of personal mobile devices at work (e.g. using your own cell phone for both personal and business purposes)
 - K. “Big Data” (i.e. businesses and governments collecting, compiling and analyzing vast amounts of personal information)
 - L. Children and youth privacy
 - M. Genetic information
 - N. Biometric identification (e.g. facial recognition, fingerprint, iris scans, etc.)
 - O. Surveillance (e.g. video surveillance, surveillance of Internet use, etc.)
 - P. Mobile device security
 - Q. Rapid growth of technology
 - R. Hacking/identity theft/fraud
 - S. Direct access to your own records via internet portals, mobile apps, etc.
 - T. Misuse of personal information by internal/authorized users
 - U. Requirement by Government for businesses to collect and/or provide personal/health information
 - V. Online behavioural targeting
 - W. Identity management (e.g. management of individual identifiers, their authentication, authorization, and privileges/permissions within or across an electronic system)

14A. Are there any other access to information or privacy related issues that you feel are important to Albertans?

1. Yes; specify: _____
2. No

15. Using a scale of 1 to 5, where 1 means “strongly disagree” and 5 means “strongly agree”, please rate your level of agreement with the following statements:

1. Strongly disagree
 - 2.
 - 3.
 - 4.
 5. Strongly agree
 - F5. Don't know [Do not read]
-
- A. It is important to protect the right to access information in Alberta
 - B. I am confident about my ability to access information
 - C. It is important to protect the privacy of personal information
 - D. I feel secure about the privacy of my own personal information
 - E. I feel more secure about the privacy of my own personal information than I did five years ago.

SECTION 5: DEMOGRAPHICS

D1) First, in what year were you born?

_____ Record year
F5. (Refused)

D2) Including yourself, how many people in each of the following age groups live in your household?
How many are (**Read list. Record actual number**) ...?

1. 12 years of age and younger
2. Between 13 and 18 years old
3. Between 19 to 44 years old
4. Between 45 to 64 years old
5. 65 years of age or older
- F5. (Refused)

D3) What is your current employment status?

1. Working full time, including self-employment (more than 30 hours per week)
2. Working part time, including self-employment (30 hours per week or less)
3. Homemaker
4. Student
5. Not employed
6. Retired
- F5. (Refused)

D5) What is your highest level of education you have achieved to date? (Read list if necessary)

1. Less than high school
2. Graduated high school
3. Some or completed technical or vocational school
4. Some or completed college
5. Some or completed University
6. Post-graduate
- F5. (Refused)

D6) Do you currently have internet access via the following methods?

1. Yes
 2. No
 - F5. (Refused)
-
- A. Desktop computer
 - B. Tablet or laptop computer
 - C. Smart phone

Thank you very much for responding to our survey on behalf of the OIPC. Your time and opinions are very much appreciated.