

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

**General Population Survey  
Final Report**

**November 21, 2017**



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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 2017 Survey of Albertans. 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;
- Access and privacy trends and issues of significance; and
- See if public perception has changed since the last survey conducted in 2013.

Eight hundred (n=800) randomly selected Albertans responded to the survey between September 27<sup>th</sup> and October 7<sup>th</sup>, 2017, 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-three percent (63%) of all respondents stated they were aware of laws that are intended to protect their personal or health information, while 36% were not.
  - Unaided, 50% of respondents who were aware of laws intended to protect their personal or health information (n=501) had heard of the Freedom of Information and Protection of Privacy Act (FOIP Act). Twenty-three percent (23%) of respondents had heard of the Health Information Act (HIA).
- Forty-one percent (41%) of all respondents indicated they were aware of laws intended to provide individuals with the right to access their own personal, health or government information, while 57% indicated they were not.
  - Unaided, 44% of respondents who were aware of such laws (n=328) had heard of FOIP and 24% had heard of HIA. In contrast, only 11% of respondents had heard of the Personal Information Protection Act (PIPA), and 6% of respondents had heard of the Personal Information Protection and Electronic Documents Act (PIPEDA).
  - On an aided basis, 86% of respondents who were unaware of such laws (n=499-763) had heard of FOIP, followed by 42% who were aware of the Health Information Act (HIA) and 38% who were aware of PIPA. Only 17% of respondents had heard of PIPEDA.
  - Overall (aided and unaided results combined), 92% of all respondents had heard of FOIP, 55% of respondents had heard of HIA, 45% of respondents had heard of PIPA and 21% of respondents had heard of PIPEDA.
- Seventy-three percent (73%) 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 indicated that they were aware that “when your personal or health information is being collected from you, you have the right to be informed of the purposes for the collection”. Sixty-five percent (65%) of



respondents 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”.

- More than three quarters (78%) of all respondents indicated that they were either “very” (8%) or “somewhat” familiar (70%) 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 (52%) of all respondents indicated they had previously heard about the Office of the Information and Privacy Commissioner, while 47% had not.
  - When asked how they had heard about the Commissioner’s Office, 34% of the respondents who had heard about the OIPC (n=418) indicated they saw it referenced on television. More than 15% of respondents each indicated they heard about the OIPC on through work or their job (25%), on the radio (19%) or in publications (18%).
- Nearly half (46%) 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”. Approximately one-third (32%) 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 29% were aware that the Commissioner’s Office is separate from the Government of Alberta and reports directly to the Legislative Assembly.
- Sixty-six percent (66%) of all respondents reported that they wished they were more informed about the Commissioner’s Office, approximately one-third (32%) 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% do not.
- Nearly three quarters (73%) 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-two percent (82%) of those respondents who were aware (n=217) indicated that they had never used any of the services available to the public, while only 18% had used such services. Of those who used these resources (n=39), 42% contacted the OIPC website, 19% used publications, 19% contacted the OIPC office, and 5% had used public presentations or forums;
- Sixty-eight percent (68%) of all respondents indicated that a 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 newspapers, TV, radio (53%), the Commissioners’ office website (51%), brochures or pamphlets in public buildings (35%), public presentations or forums (26%), the OIPC Facebook page (19%), YouTube (16%) and the OIPC blog (9%) and OIPC Twitter Feed (7%).
- Seventeen percent (17%) of all respondents indicated that there were other effective ways in which the Commissioner’s Office could communicate with Albertans. Ten percent (10%) 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-two percent (92%) of all respondents rated identity theft or fraud as important (ratings of 4 or 5 out of 5) issues related to access to information or privacy, followed by hacking, malware, ransomware and email phishing (83%). By contrast, 37% of respondents rated businesses or the government using social media to communicate with them and 34% of respondents rated using employer's equipment and technology for personal use as important.
- Eighty percent (80%) of all respondents indicated there were no other important issues for Albertans related to access to information or privacy, while 19% indicated there were.
- Ninety-five percent (95%) of all respondents agreed that it is important to protect the privacy of personal and health information. Ninety-one percent (91%) 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.

## 1.0 STUDY BACKGROUND

The Office of the Information and Privacy Commissioner (the Client) commissioned Banister Research & Consulting Inc. (Banister Research) to conduct the 2017 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;
- Access and privacy trends and issues of significance; and
- See if the public perception has changed since the last survey conducted in 2013.

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 used for the 2013 survey formed the basis for the 2017 survey. 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 September 27<sup>th</sup> and October 7<sup>th</sup>, 2017. 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 6% response rate and a 85% 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. Note that 22% of completed surveys were completed with a cell phone sample.

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Summary of Final Call Attempts	
Call Classification:	Number of Calls:
Completed Interviews	800
Busy/No Answer/Answering Machine	8,351
Respondents Unavailable	385
Refusals	4,434
Fax/Modem/Business/Not-In-Service/Wrong Number	4365
Disqualified/Quota Full	5
Terminated/Language/Communication Problem	188
Sample Untouched	937
<b>Total</b>	<b>19,465</b>

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## 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, two (2) top-line report of 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 2017 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 2017 General Population Survey findings.

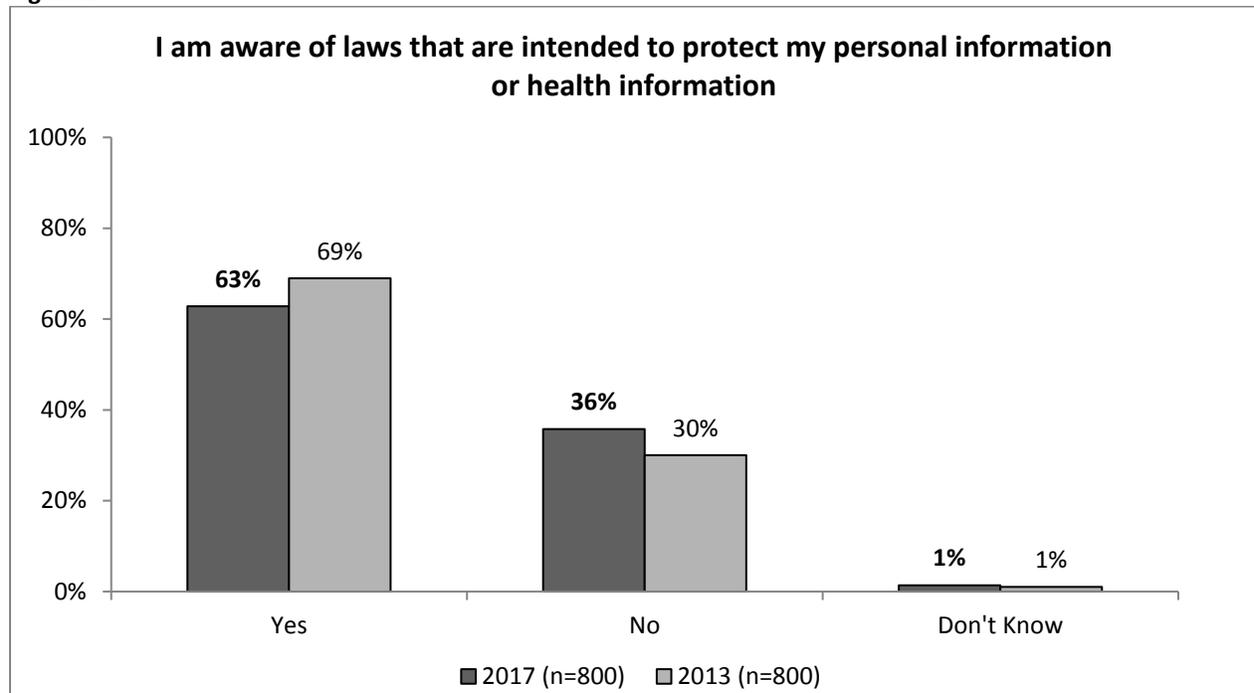
### 3.0 STUDY FINDINGS

Results of the survey are presented as they relate to the specific topic areas addressed by the survey. It is important to note that the data tables, under a separate cover, provide a detailed analysis of all survey findings. The reader should also note, when reading the report that the term significant refers to “statistical significance.” Only those respondent subgroups which reveal statistically significant differences at the 95% confidence level (19 times out of 20) have been included.

#### 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-three percent (63%) were aware, while 36% were unaware. See Figure 1, below.

Figure 1



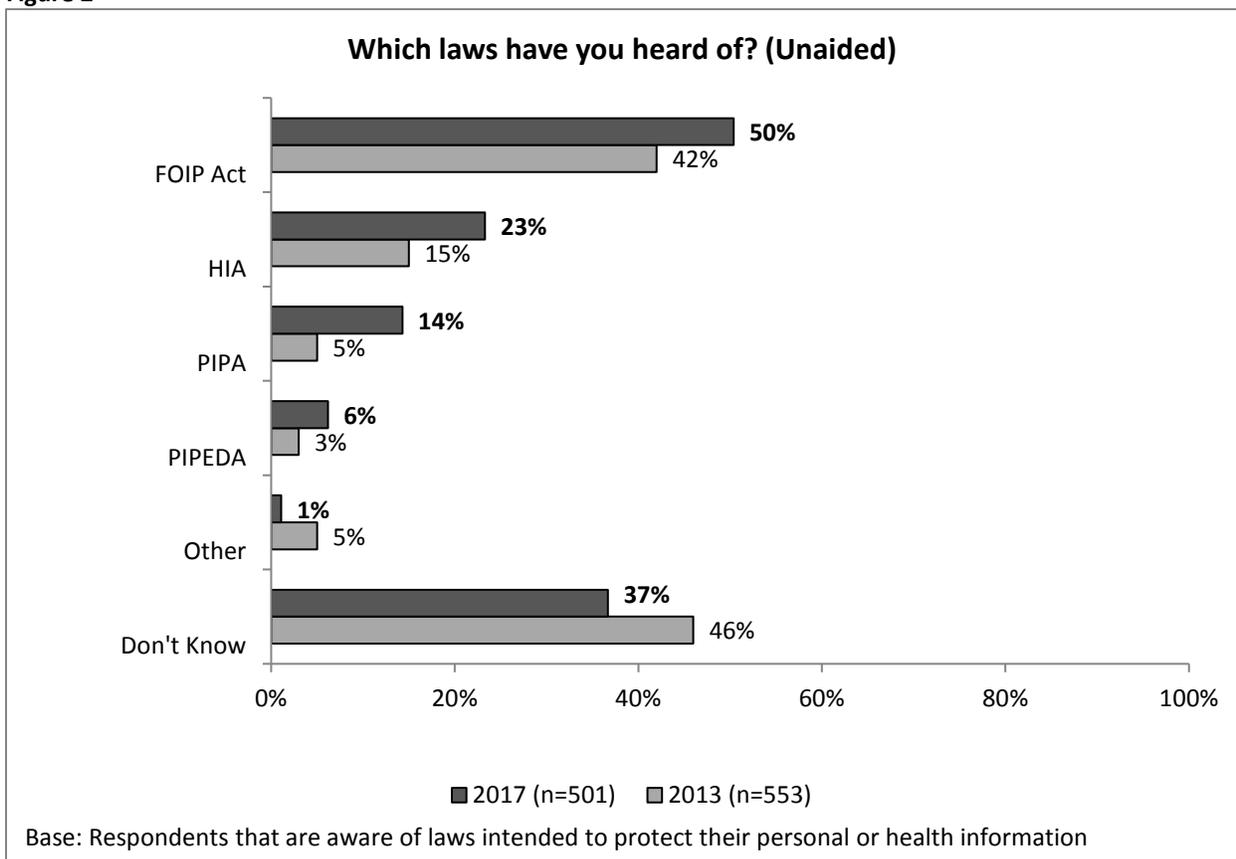
Respondent subgroups significantly more likely to indicate that they **were aware of any laws intended to protect their personal information or health information** included:

- Female (69%) versus male respondents (56%);
- Respondents who were very familiar (93%) or somewhat familiar (68%) 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 (74%) versus respondents who had not or who were unsure (50%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (73%) versus those who wished to be more informed (59%);
- Those who knew where to look for information about access to information and privacy rights under Alberta’s laws (75%) versus those who did not or who were unsure (52%);
- 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 (76%) versus those who were not or who were unsure (58%);
- Respondents aged 55 to 64 years (73%) or 35 to 54 years (71%) versus respondents aged 18 to 34 years (47%) or 65 and older (55%);
- Those who had some or completed university or post-graduate studies (71%), college (68%) or technical or vocational school (69%) versus those who had some or completed high school (44%);
- Those who have access to the internet through a desktop computer (65%) versus those who did not (57%);
- Those who have access to the internet through tablets or laptops (66%) versus those who did not (50%); and
- Those who have access to the internet through a smart phone (67%) versus those who did not (52%).

Next, respondents who indicated that they were aware of laws that are intended to protect personal information or health information (n=501) were asked to state which laws they have heard of, on an unaided basis. Fifty percent (50%) of respondents had heard of the Freedom of Information and Protection of Privacy Act (FOIP) while 23% had heard of the Health Information Act (HIA). Fourteen percent (14%) of respondents had heard of the Personal Information Protection Act (PIPA), and only 6% of respondents had heard of the Personal Information Protection and Electronic Documents Act (PIPEDA). It is important to note that 37% of respondents were unable to detail any specific laws or acts, on an unaided basis. See Figure 2, below.

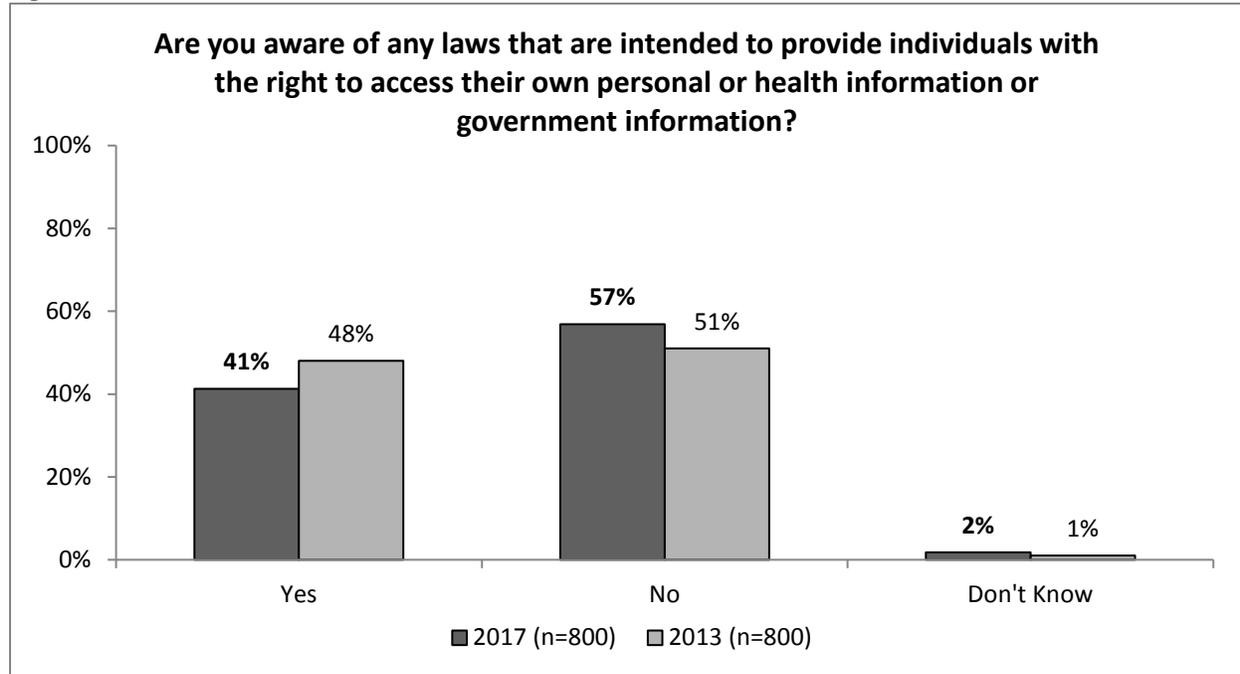
Figure 2



Overall, of respondents who **were aware of laws intended to protect their personal or health information**, nine to fifty-eight percent (9% to 58%) indicated that they were comfortable with their current knowledge and understanding, versus those who wished they were more informed (5% to 47%).

All respondents were then asked whether they were aware of any laws intended to provide individuals with the right to access information<sup>1</sup>. Forty-one percent (41%) of respondents indicated they were aware, while 57% indicated they were unaware. See Figure 3, below.

Figure 3



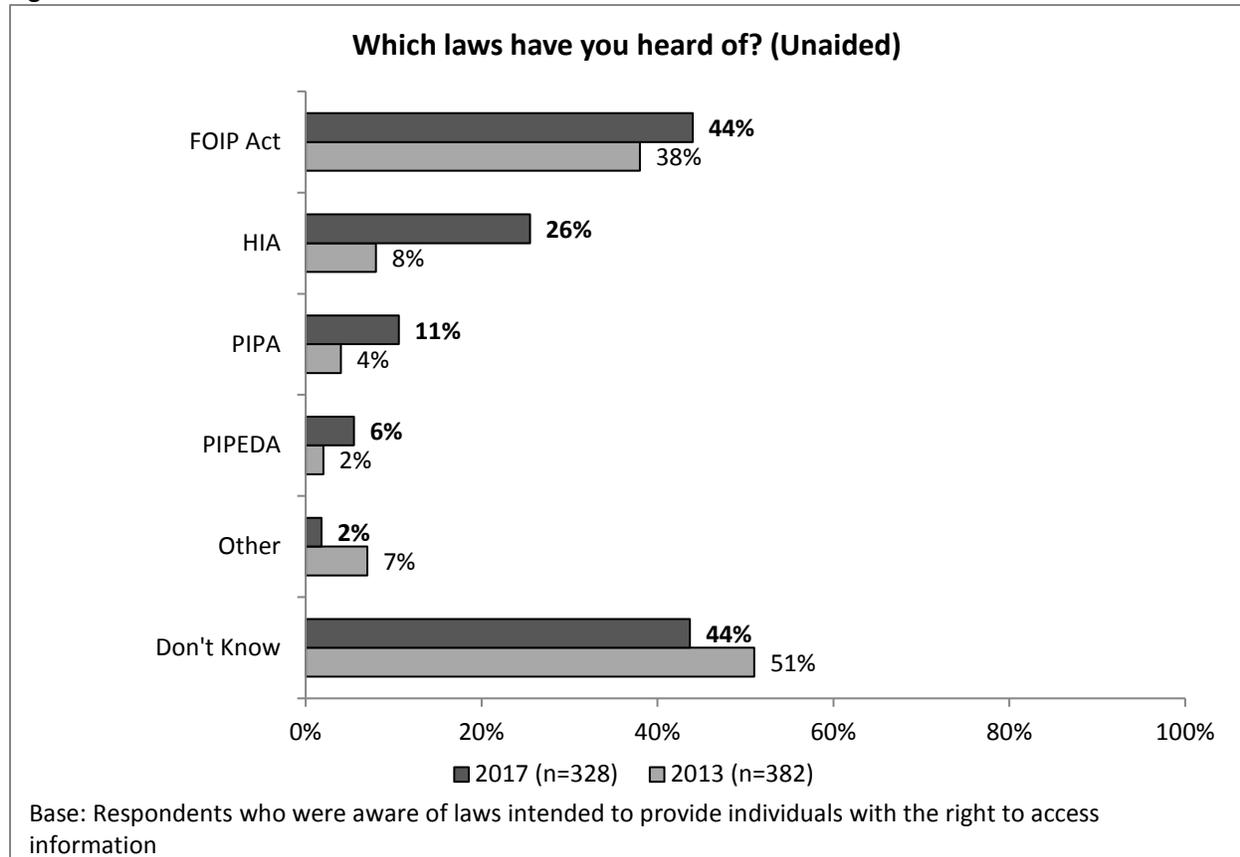
<sup>1</sup> In 2013, the question was worded as “I am aware of laws intended to provide individuals with the right to access information”

Respondent subgroups significantly more likely to indicate that they **were aware of any laws intended to provide individuals with the right to access their own personal, health or government information** included:

- Female (45%) versus male respondents (37%);
- Those who were aware of laws intended to protect personal or health information (54%) versus those who were unaware (20%);
- Respondents who had heard of the OIPC before (54%) versus respondents who had not or who were unsure (27%);
- Respondents who were very (82%) or somewhat (45%) familiar with Alberta's access to information and privacy laws versus those who were not at all familiar (17%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (55%) versus those who wished to be more informed (35%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (58%) versus those who did not or who were unsure (28%);
- 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 (67%) versus those who were not or were unsure (32%);
- Respondents aged 55 to 64 years (48%) versus respondents aged 18 to 34 years (34%) or 65 and older (37%);
- Those who had some or completed university or post-graduate studies (50%) or those who had some or completed college (44%) versus those who had some or completed technical or vocational school (37%) or high school (27%);
- Those who accessed the internet through a desktop computer (44%) versus those who did not (34%);
- Those who accessed the internet through Tablets or laptops (44%) versus those who did not (28%); and
- Those who accessed the internet through a smart phone (45%) versus those who did not (31%).

Respondents who were aware of laws intended to provide individuals with the right to access information (n=328) were then asked to specify which laws they had heard of, on an unaided basis. Forty-four percent (44%) of respondents had heard of FOIP, and 26% had heard of the HIA. In contrast, only 11% of respondents had heard of PIPA, and 6% of respondents had heard of PIPEDA. It is important to note that 44% of respondents could not specify the names of any specific laws or acts. See Figure 4, below.

Figure 4



Respondent subgroups significantly more likely to indicate that they **were aware of the Freedom of Information and Protection of Privacy Act (FOIP)** on an unaided basis included:

- Those who reside in Edmonton (60%) versus those who live in Calgary (40%) or rural areas (32%);
- Respondents who were very familiar (62%) with Alberta’s access to information and privacy laws versus those who were somewhat familiar (41%);
- Respondents who had heard of the OIPC before (50%) versus respondents who had not or who were unsure (30%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (51%) versus those who wished to be more informed (39%);

- 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 (51%) versus those who were not or who were unsure (39%);
- Respondents aged 35 to 54 years (59%) versus respondents aged 55 to 64 years (35%) or 65 and older (43%); and
- Those who completed the survey via cellphone (55%) versus those who completed the survey on a home phone (41%).

Respondent subgroups significantly more likely to indicate that they **were aware of the Health Information Act (HIA)** on an unaided basis included:

- Females (31%) versus males (19%);
- Respondents who were very familiar (44%) with Alberta's access to information and privacy laws versus those who were somewhat familiar (24%);
- Respondents who had heard of the OIPC before (30%) versus respondents who had not or who were unsure (16%); 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 (34%) versus those who were not or who were unsure (19%);

Respondent subgroups significantly more likely to indicate that they **were aware of the Personal Information Protection Act (PIPA)** on an unaided basis included:

- Those who reside in Edmonton (19%) versus those who live in Calgary (9%) or rural areas (7%); and
- Respondents who were very familiar (22%) with Alberta's access to information and privacy laws versus those who were somewhat familiar (9%).

Respondent subgroups significantly more likely to indicate that they **were aware of the Personal Information Protection and Electronic Documents Act (PIPEDA)** on an unaided basis included:

- Those who reside in Calgary (8%) versus those who live in rural areas (1%);
- Respondents who were very familiar (15%) with Alberta's access to information and privacy laws versus those who were somewhat familiar (4%); 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 (9%) versus those who were not or who were unsure (3%);

Next, respondents who could not recall any particular laws on an unaided basis (n=499 to 763) were asked whether they were aware of each law, this time on an aided basis. Eighty-six percent (86%) of respondents had heard of FOIP, followed by 42% for HIA, and 38% for PIPA. Note that only 17% of respondents had heard of PIPEDA. See Figure 5, Table 1 and Table 2, below.

Figure 5

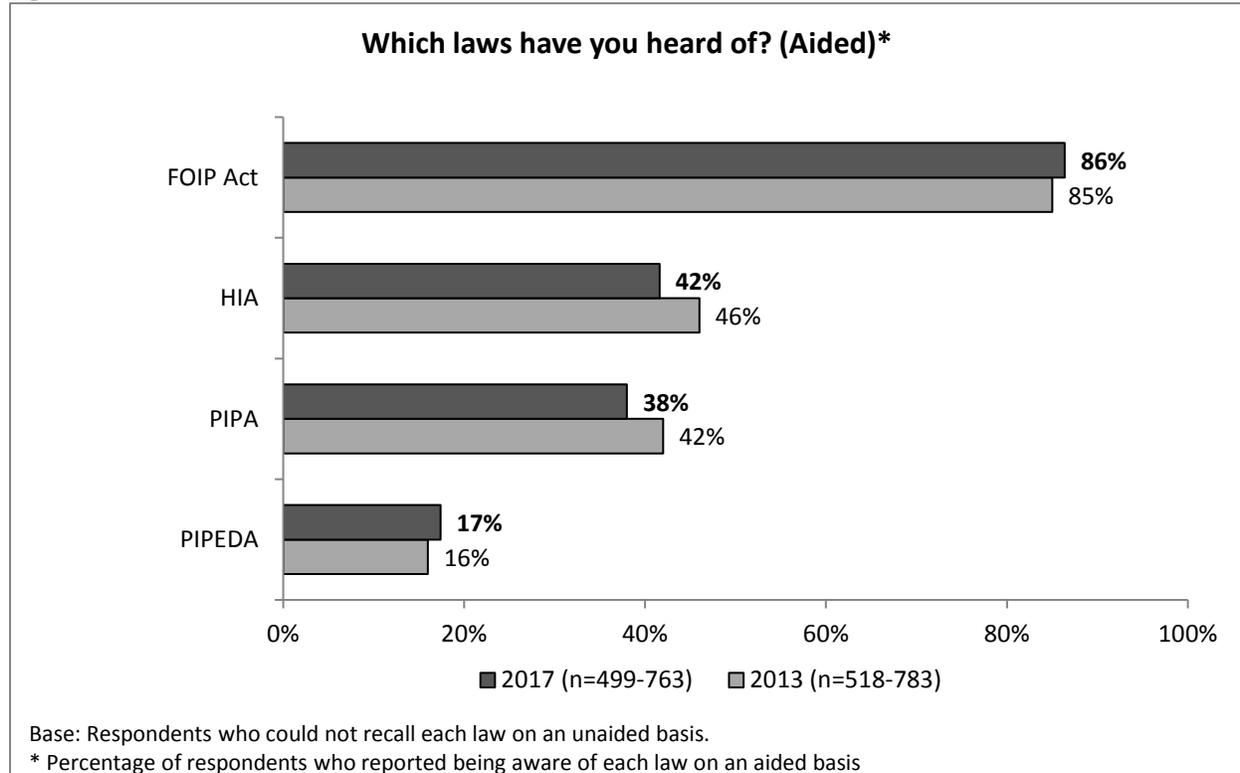


Table 1

Which of the following laws have you heard of? 2017 (Aided Responses)			
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=499)	86	13	1
Health Information Act (HIA) (n=650)	42	58	1
Personal Information Protection Act (PIPA) (n=716)	38	61	1
Personal Information Protection and Electronic Documents Act (PIPEDA) (n=763)	17	82	1

Table 2

Which of the following laws have you heard of? 2013 (Aided Responses)			
	Percentage of Respondents		
	Yes	No	Don't know
<b>Base: Respondents who could not recall each law on an unaided basis</b>			
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 (97%) versus respondents who had not or who were unsure (78%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (93%) versus those who did not or who were unsure (82%);
- Respondents aged 55 to 64 years (90%) and 65 and older (89%) versus those 35 to 54 (81%) and 18 to 34 (77%);
- Those who had some or completed university and post-graduate studies (93%) versus those who had some or some or completed high school (79%);
- Those who have access to the internet through tablets or laptops (88%) versus those who do not (80%); and
- Those who completed the survey via home phone (88%) versus those who completed the survey on a cell phone (79%).

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

- Female (49%) versus male respondents (35%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (48%) versus those who wished to be more informed (39%);
- 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%);
- Respondents aged 35-54 years old (49%) versus those 55-64 years old (36%)

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

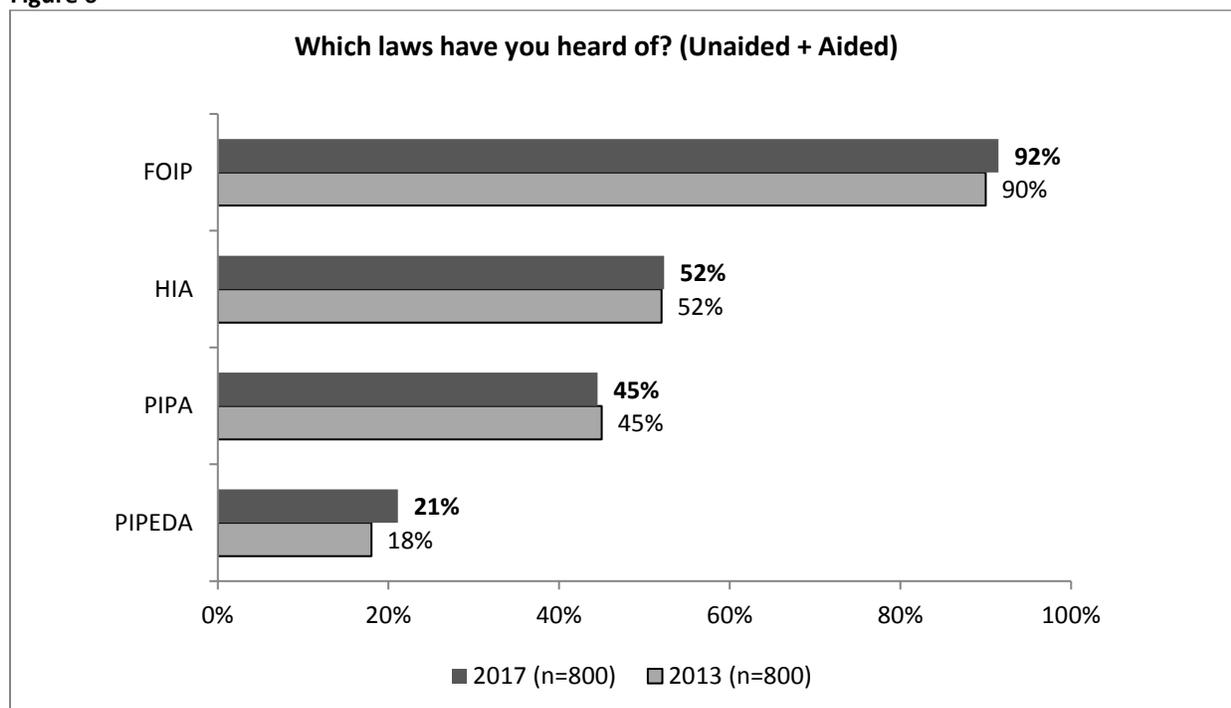
- Females (42%) versus males (34%);
- Respondents who had heard of the OIPC before (45%) versus respondents who had not or were unsure (31%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (52%) versus those who wished to be more informed (33%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (45%) versus those who did not or who were unsure (33%);
- 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 (57%) versus those who were not or who were unsure (32%); and
- Respondents aged 35 to 54 years (47%) and 55 to 64 years (42%) versus respondents aged 18 to 34 (31%) or 65 and older (32%).

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 (23%) versus respondents who had not or who were unsure (11%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (24%) 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 (23%) 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 (28%) versus those who were not or who were unsure (14%);
- Respondents aged 35 to 54 years (27%) and 55 to 64 (20%) versus respondents aged 18 to 34 (10%) or 65 or older (11%);
- Those with children in their household (30%) versus those without children (14%); and
- Those who had some or completed university or post-graduate studies (19%) or technical or vocational school (25%) versus those who had some or completed high school (12%).

Combining the unaided and aided results of previous questions, it was observed that 92% of all respondents had heard of FOIP, 53% of respondents had heard of HIA, 45% of respondents had heard of PIPA and 21% of respondents had heard of PIPEDA.

Figure 6



Respondent subgroups significantly more likely to **have heard of the Freedom of Information and Protection of Privacy Act (FOIP)** included:

- Respondents who had heard of the OIPC before (99%) versus respondents who had not or were unsure (84%);
- Those who knew where to look for information about access to information and privacy rights under Alberta’s laws (97%) versus those who did not or who were unsure (87%);
- Respondents aged 55 to 64 (94%) and 65 years and older (92%) versus those aged 18 to 34 years (82%);
- Those who had some or completed university or post-graduate studies (96%), or technical or vocational school (95%) versus those who had some or completed high school (84%);
- Those who have access to the internet through a desktop computer (93%) versus those who do not (88%);
- Those who have access to the internet through tablets or laptops (93%) versus those who do not (86%); and
- Those who have access the internet through a smartphone (93%) versus those who did not (88%).

Respondent subgroups significantly more likely to **have heard of the Health Information Act (HIA)** included:

- Females (61%) versus males (44%);
- Respondents who had heard of the OIPC before (63%) versus respondents who had not or who were unsure (41%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (61%) versus those who wished to be more informed (49%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (59%) 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 (71%) versus those who were not or who were unsure (46%);
- Respondents aged 35 to 54 (59%) versus those aged 18 to 34 (43%);
- Those who had some or completed university or post-graduate studies (56%), college (56%) versus those who had some or completed high school (44%); and
- Those who have access to the internet through a smartphone (55%) versus those who did not (46%).

Respondent subgroups significantly more likely to **have heard of Personal Information Protection Act (PIPA)** included:

- Females (48%) versus males (40%);
- Respondents who had heard of the OIPC before (53%) versus respondents who had not or who were unsure (35%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (60%) versus those who wished to be more informed (38%);
- 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 (38%);
- 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 (37%);
- Respondents aged 35 to 54 (54%) and 55 to 64 (49%) versus those aged 18 to 34 (36%) or 65 and older (37%).

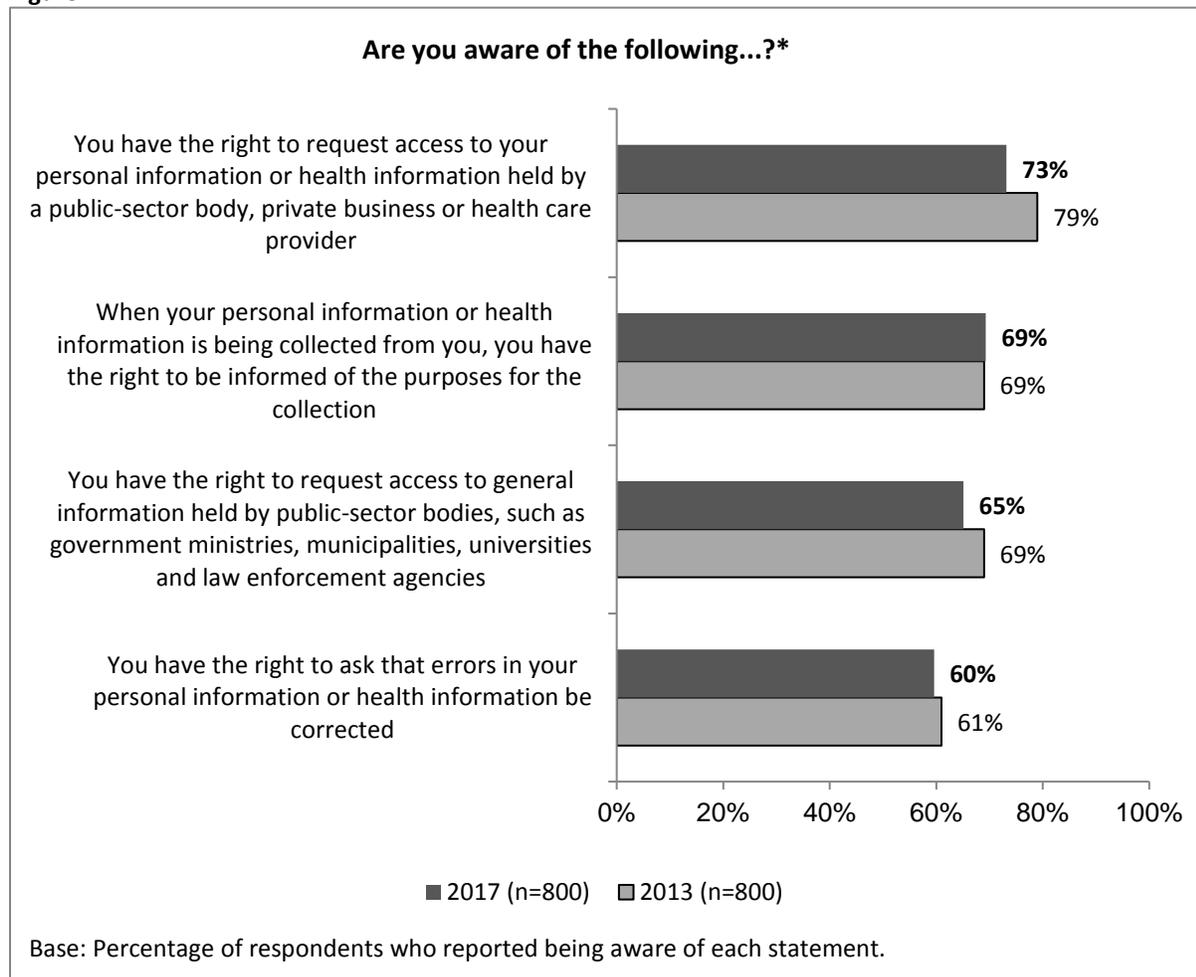
Respondent subgroups significantly more likely to **have heard of the Personal Information Protection and Electronic Documents Act (PIPEDA)** included:

- Those who reside in Calgary (26%) versus those who reside in rural areas (16%);
- Respondents who had heard of the OIPC before (29%) versus respondents who had not or who were unsure (13%);

- Those who felt comfortable with their current knowledge and understanding of the OIPC (30%) versus those who wished to be more informed (17%);
- Those who knew where to look for information about access to information and privacy rights under Alberta’s laws (29%) versus those who did not or who were unsure (15%);
- 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 (15%);
- Respondents aged 35 to 54 (31%) and 55 to 64 (24%) versus those aged 18 to 34 (12%) or 65 and older (15%);
- Those who had some or completed university or post-graduate studies (25%), college (22%) or technical or vocational school (26%) versus those who had had some or completed high school (14%);
- Those who have access to the internet through tablets or laptops (23%) versus those who do not (15%);
- Those who have access to the internet through smartphones (23%) versus those who do not (15%);
- Those who completed the survey via cellphone (27%) versus those who completed the survey on a home phone (20%); and
- Those with children in their household (33%) versus those without children (18%).

Seventy-three percent (73%) 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-five percent (65%) 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 69% were aware that “when your personal information of health information is being collected from you, you have the right to be informed of the purposes for the collection”. Sixty percent (60%) of respondents indicated that they were aware that “you have the right to ask that errors in your personal information or health information be corrected”. 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 general information held by public-sector bodies, such as government ministries, municipalities, universities and law enforcement agencies” included:

- Those who resided in Edmonton (70%) versus those who resided in rural areas (60%);
- Those who were aware of laws intended to protect personal or health information (72%) versus those who were unaware (54%);
- Those who were aware of laws intended to provide individuals with the right to access their own personal, health, or government information (80%) versus those who were unaware (55%);
- Respondents who were very (92%) or somewhat (72%) familiar with Alberta’s access to information and privacy laws versus those who were not at all familiar (36%);
- Respondents who had heard of the OIPC before (79%) versus respondents who had not or who were unsure (50%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (75%) versus those who wished to be more informed (61%);
- Those who knew where to look for information about access to information and privacy rights under Alberta’s laws (79%) versus those who did not or who were unsure (53%);
- Respondents aged 35 to 54 years (73%) and 55 to 64 (69%) versus respondents aged 65 or older (58%);
- 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 (85%) versus those who were not or were unsure (58%);
- Those who had some or completed university or post-graduate studies (74%) versus those who had some or completed college (64%), technical or vocational school (61%) or high school (54%).
- Those with children in their household (73%) versus those without children (63%);
- Those who have access to the internet through a desktop computer (69%) versus those who do not (57%);
- Those who have access to the internet through tablets or laptops (68%) versus those who do not (55%); and
- Those who have access to the internet through a smartphone (68%) versus those who do not (58%).

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 (79%) versus male (67%)
- Those who were aware of laws intended to protect personal or health information (79%) versus those who were unaware (63%);

- Those who were aware of laws intended to provide individuals with the right to access their own personal, health, or government information (91%) versus those who were unaware (61%);
- Respondents who were very (97%) or somewhat (80%) familiar with Alberta's access to information and privacy laws versus those who were not at all familiar (43%);
- Respondents who had heard of the OIPC before (83%) versus respondents who had not or who were unsure (62%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (80%) versus those who wished to be more informed (71%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (85%) versus those who did not or who were unsure (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 (89%) versus those who were not or who were unsure (67%);
- Respondents aged 55 to 64 (78%) versus those 65 years and older (70%);
- Those who had some or completed university or post-graduate studies (78%) versus those who had some or completed high school (66%);
- Those who have access to the internet through tablets or laptops (75%) versus those who do not (64%); and
- Those who completed the survey via home phone (75%) versus those who completed the survey on a cell phone (67%).

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

- Those who resided in Calgary (66%) versus those who resided in other cities (54%) and in rural areas (55%);
- Those who were aware of laws intended to protect personal or health information (68%) versus those who were unaware (46%);
- Those who were aware of laws intended to provide individuals with the right to access their own personal, health, or government information (74%) versus those who were unaware (49%);
- Respondents who were very (94%) or somewhat (65%) familiar with Alberta's access to information and privacy laws versus those who were not at all familiar (32%);
- Respondents who had heard of the OIPC before (69%) versus respondents who had not or were unsure (69%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (71%) versus those who wished to be more informed (54%);
- 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 (48%);

- 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 (81%) versus those who were not or who were unsure (52%);
- Respondents aged 18 to 34 years (70%), aged 35 to 54 years (67%) and those aged 55 to 64 (62%) versus respondents aged 65 or older (52%);
- Those with children in their household (71%) versus those without children (57%);
- Those who had some or completed technical or vocational school (66%), had some or completed university or post-graduate studies (65%), or those who had some or completed college (61%) versus those who had some or completed high school (50%); and
- Those who have access to the internet through tablets or laptops (63%) versus those who do not (47%).

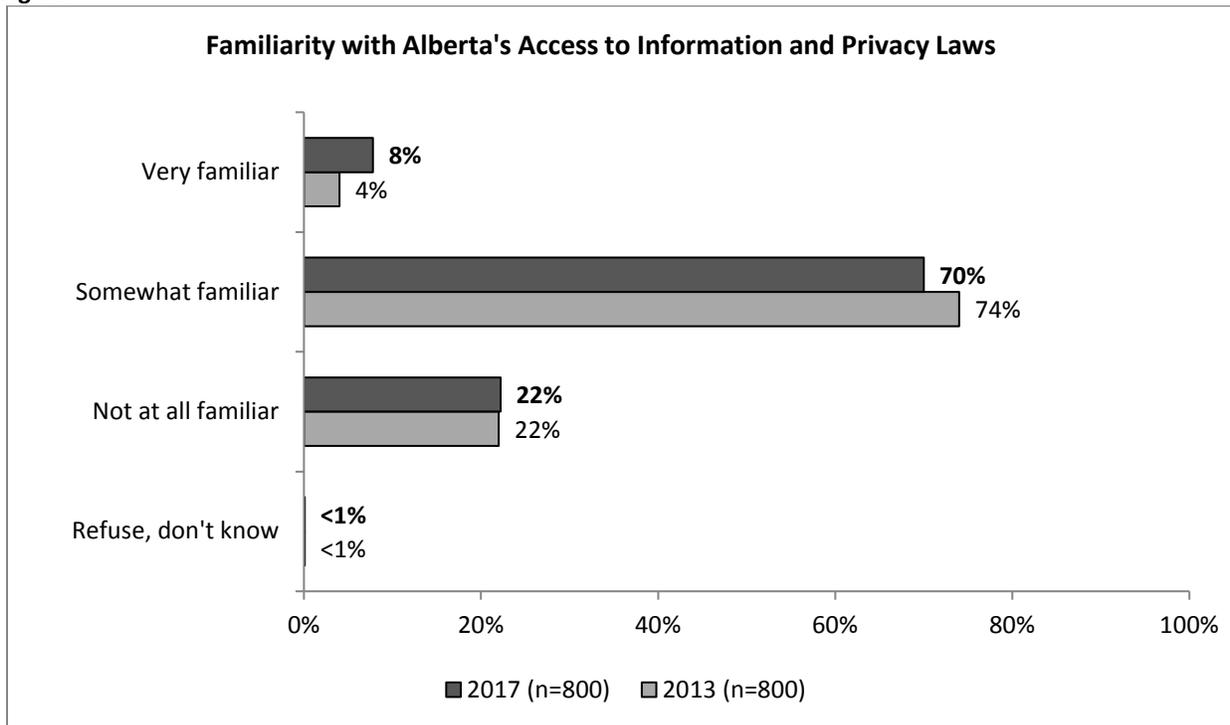
Respondent subgroups significantly more likely to indicate that they **were aware of the statement “when your personal information or health information is being collected from you, you have the right to be informed of the purposes for the collection”** included:

- Females (74%) versus males (64%);
- Those who resided Calgary (75%) or Edmonton (73%) versus those who resided in other cities (61%);
- Those who were aware of laws intended to protect personal or health information (78%) versus those who were unaware (56%);
- Those who were aware of laws intended to provide individuals with the right to access their own personal, health, or government information (82%) versus those who were unaware (61%);
- Respondents who were very (94%) or somewhat (77%) familiar with Alberta’s access to information and privacy laws versus those who were not at all familiar (37%);
- Respondents who had heard of the OIPC before (77%) versus respondents who had not or were unsure (60%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (79%) versus those who wished to be more informed (65%);
- 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 (86%) versus those who were not or who were unsure (63%);
- Those who had some or completed university or post-graduate studies (74%) versus those who had some or completed high school (63%);
- Those who have access to the internet through a desktop computer (72%) versus those who do not (64%);
- Those who have access to the internet through tablets or laptops (72%) versus those who do not (56%); and

- Those who have access the internet through a smartphone (72%) versus those who did not (63%).

More than three quarters (78%) of all respondents indicated that they were either “very” (8%) or “somewhat” familiar (70%) 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



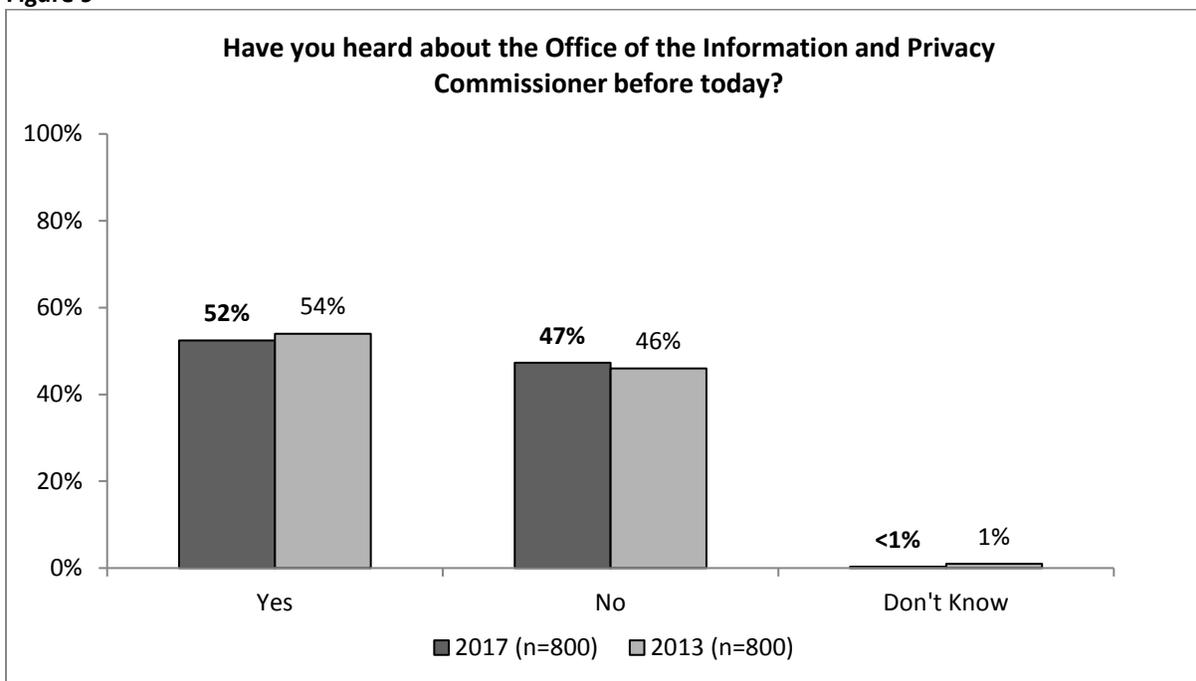
Respondent subgroups significantly more likely to indicate that they **were somewhat or very familiar with Alberta's access to information and privacy laws, overall**, included:

- Those who resided in Calgary (82%) versus those who resided in rural areas (74%);
- Those who were aware of laws intended to protect personal or health information (87%) versus those who were unaware (62%);
- Those who were aware of laws intended to provide individuals with the right to access their own personal, health, or government information (91%) versus those who were unaware (68%);
- Respondents who had heard of the OIPC before (86%) versus respondents who had not or who were unsure (69%);
- 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 (88%) 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 (93%) versus those who were not or who were unsure (72%); and
- Those who had some or completed university or post-graduate studies (84%) or technical or vocational school (82%) versus those who had some or completed high school (68%).

### 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 (52%) of respondents indicated they had, while 47% 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 (60%) or Calgary (56%) versus those who resided in other Alberta cities (48%) or rural areas (47%);
- Those who were aware of laws intended to protect personal or health information (62%) versus those who were unaware (36%);
- Those who were aware of laws intended to provide individuals with the right to access their own personal, health, or government information (69%) versus those who were unaware (41%);
- Respondents who were very (81%) or somewhat (55%) familiar with Alberta's access to information and privacy laws versus those who were not at all familiar (33%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (65%) versus those who wished to be more informed (47%);

- Those who knew where to look for information about access to information and privacy rights under Alberta’s laws (71%) versus those who did not or who were unsure (37%);
- 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 (43%);
- Respondents aged 35 to 54 years (52%), 55 to 64 (57%), or 65 or older (58%) versus respondents aged 18 to 34 (22%);
- Those who had some or completed university or post-graduate studies (63%) or college (54%) versus those who had some or completed high school (34%);
- Those who have access to the internet through a desktop computer (55%) versus those who do not (46%); and
- Those who have access to the internet through tablets or laptops (54%) versus those who did not (43%).

When asked how they had heard about the OIPC, 34% of the respondents who had previously heard about the OIPC (n=418) reported having heard about it through television. More than 15% of respondents each mentioned they had heard about it through work (25%), through radio (19%) or through publications or articles (18%). Nine percent (9%) of respondents reported that they heard about the OIPC from personal experience and 5% indicated that they had heard about it online. See Figure 10 below. Other responses are detailed in Table 3 on the following page.

Figure 10

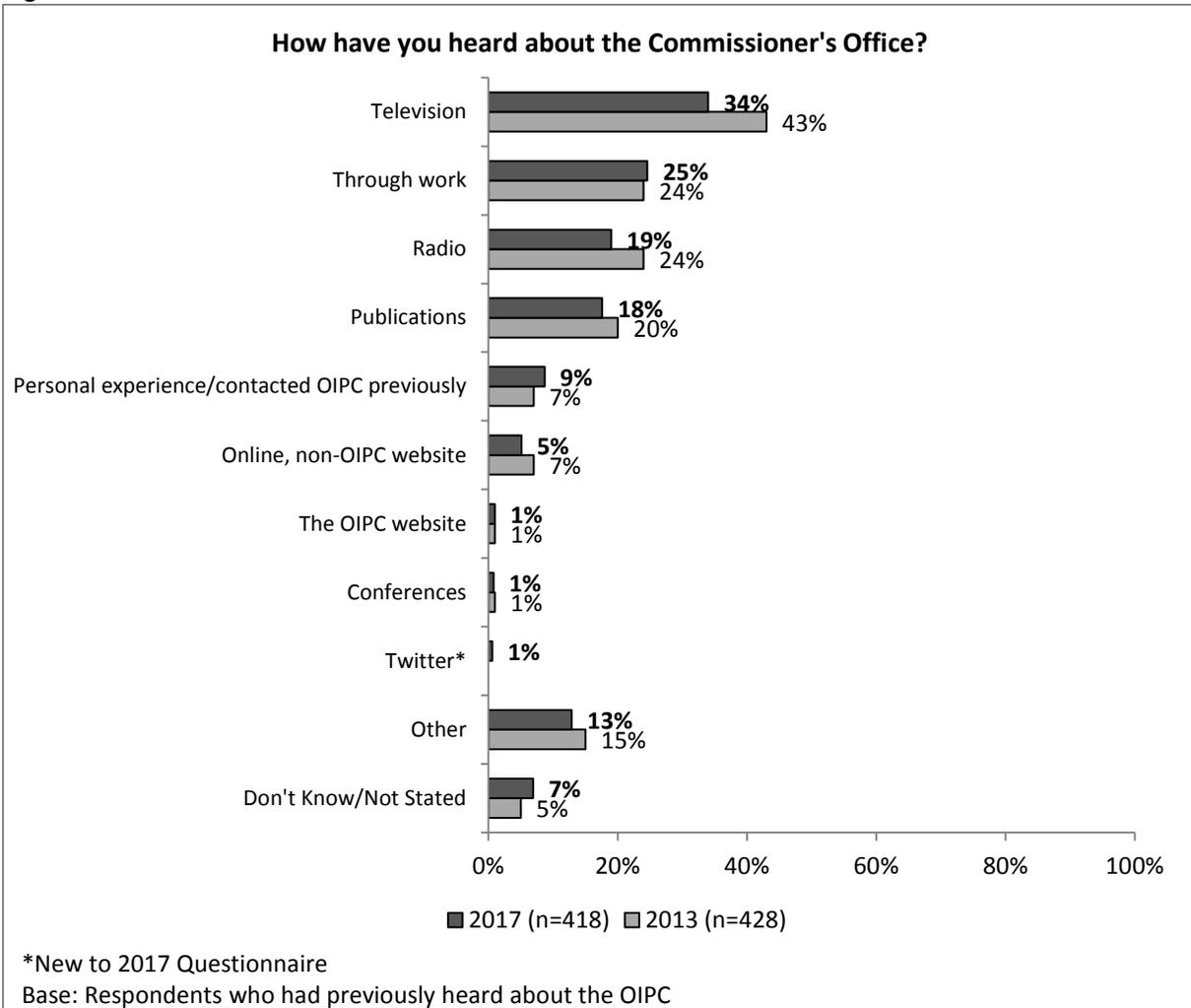


Table 3

How have you heard about the Commissioner's Office? (Other responses)		
Base: Respondents who had previously heard about the OIPC	Percent of Respondents	
	2017 (n=418)	2013 (n=428)
Newspapers	4	7
Word of mouth	4	4
Schools/courses	1	2
Legal representative	1	-
News/media	3	1
Other (less than 1% of respondents)	3	2

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

- Those who resided in Edmonton (20%) or Calgary (23%) or other cities (19%) versus those who resided in rural areas (9%);
- Those who had some or completed university or post-graduate studies (22%) versus those who had some or completed technical or vocational school (8%) or some or completed high school (12%);

Respondent subgroups significantly more likely to indicate that they had **heard about the Office of the Information and Privacy Commissioner through work or their job** included:

- Females (30%) versus males (19%);
- Those who were aware of laws intended to protect personal or health information (29%) versus those who were unaware (11%);
- Those who were aware of laws intended to provide individuals with the right to access their own personal, health, or government information (34%) versus those who were unaware (14%);
- Respondents who were very (66%) or somewhat (21%) familiar with Alberta's access to information and privacy laws versus those who were not at all familiar (10%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (40%) versus those who wished to be more informed (15%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (33%) versus those who did not or who were unsure (11%);
- 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 (35%) versus those who were not or who were unsure (18%);
- Respondents aged 35 to 54 (39%) versus those aged 55 to 64 (25%) or 65 years and older (15%);
- Those with children in their household (36%) versus those without children (22%);

- Those who had some or completed university or post-graduate studies (29%) versus those who had some or completed high school (15%);
- Those who have access to the internet through tablets or laptops (27%) versus those who do not (7%);
- Those who have access to the internet through a smartphone (28%) versus those who do not (13%); and
- Those who completed the survey via cellphone (34%) versus those who completed the survey on a home phone (22%).

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

- Those who were not familiar (48%) and somewhat familiar (35%) versus those who were very familiar (13%);
- Those who wished to be more informed (39%) versus those who felt comfortable with their current knowledge and understanding of the OIPC (28%);
- Those who did not know where to look for information about access to information and privacy rights under Alberta's laws or were unsure (41%) versus those who did (30%);
- Respondents aged 55 to 64 (40%) and 65 and over (38%) versus those aged 35 to 54 (23%); and
- Those who completed the survey via home phone (37%) versus those who completed the survey on a cell phone (21%).

Respondent subgroups significantly more likely to indicate that they had **heard about the Office of the Information and Privacy Commissioner online through a non-OIPC website** included:

- Those who had some or completed high school (9%) and those who had some or completed technical or vocational school (10%) versus those who had some or completed university or post-graduate studies (2%).

Respondent subgroups significantly more likely to indicate that they had **heard about the Office of the Information and Privacy Commissioner online through personal experience or having contacted the OIPC previously** included:

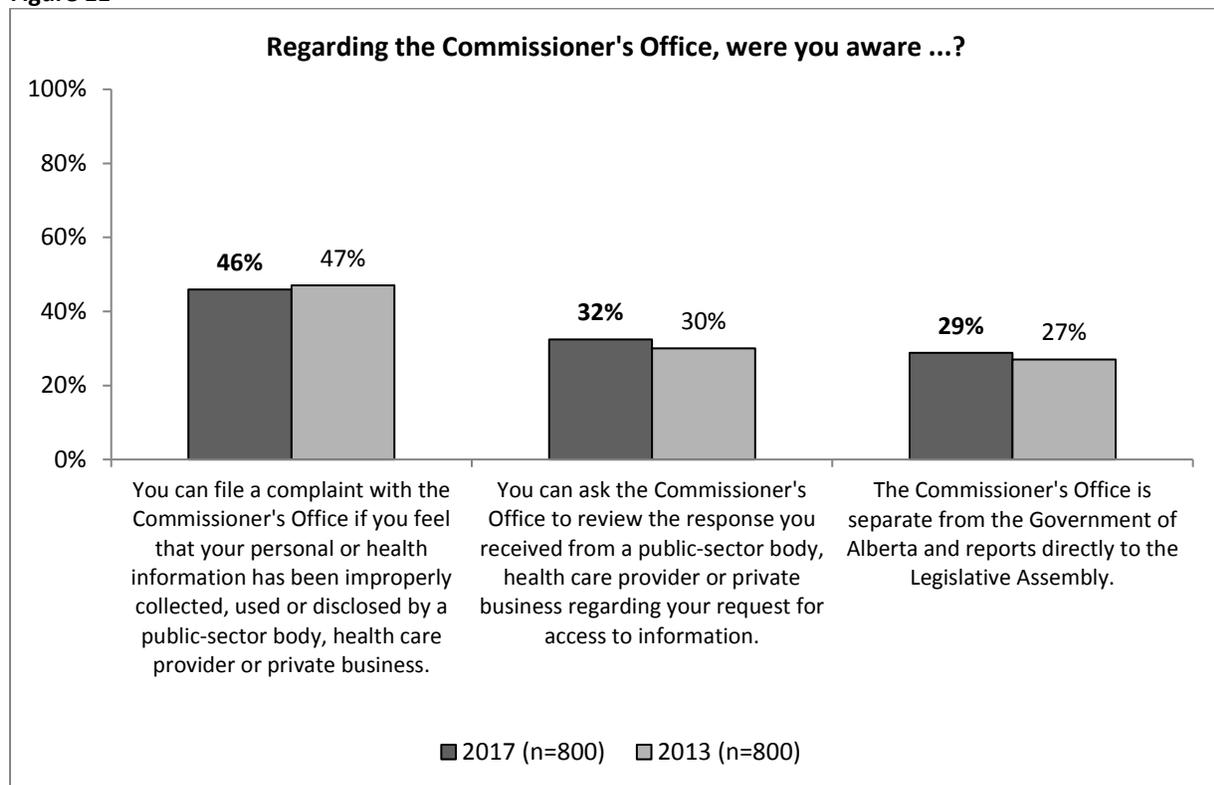
- Respondents who were very (11%) or somewhat (10%) familiar with Alberta's access to information and privacy laws versus those who were not at all familiar (1%).

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

- Those who do not have access to the internet through a desktop computer (26%) versus those who do (17%).

All respondents were then asked whether they were aware of the following statements regarding the Commissioner’s Office. Close to half (46%) 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”. Thirty-two percent (32%) 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 29% 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:

- Females (51%) versus males (41%);
- Those who resided in Edmonton (51%) versus those who resided in rural areas (41%);
- Those who were aware of laws intended to protect personal or health information (56%) versus those who were unaware (28%);

- Those who were aware of laws intended to provide individuals with the right to access their own personal, health, or government information (65%) versus those who were unaware (37%);
- Respondents who were very (83%) or somewhat (51%) familiar with Alberta's access to information and privacy laws versus those who were not at all familiar (16%);
- Respondents who had heard of the OIPC before (70%) versus respondents who had not or who were unsure (20%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (64%) 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 (64%) versus those who did not or who were unsure (31%);
- 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 (78%) versus those who were not or who were unsure (34%);
- Respondents aged 55 to 64 years (52%), 35 to 54 years (47%) or 65 or older (46%) versus respondents aged 18 to 34 (26%);
- Those who had some or completed university or post-graduate studies (55%) and those who had some or completed college (45%) versus those who had some or completed high school (34%); and
- Those who have access to the internet through tablets or laptops (48%) versus those who do not (38%).

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:

- Females (36%) versus males (29%);
- Those who were aware of laws intended to protect personal or health information (41%) versus those who were unaware (18%);
- Those who were aware of laws intended to provide individuals with the right to access their own personal, health, or government information (47%) versus those who were unaware (22%);
- Respondents who were very (66%) or somewhat (37%) familiar with Alberta's access to information and privacy laws versus those who were not at all familiar (7%);
- Respondents who had heard of the OIPC before (49%) versus respondents who had not or who were unsure (14%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (53%) versus those who wished to be more informed (23%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (49%) versus those who did not or who were unsure (19%); and

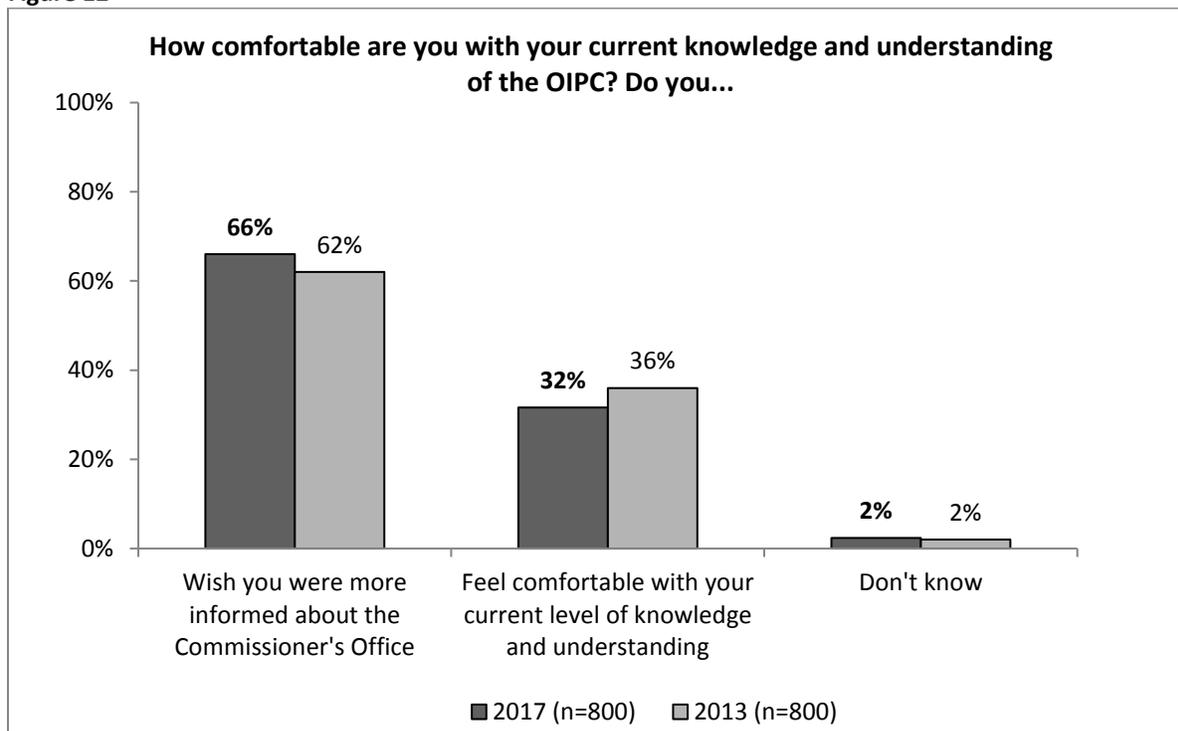
- Those who were aware that the Commissioner’s Office has information and tools available to the public to help them understand their access to information and privacy rights (62%) versus those who were not or who were unsure (22%).

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:

- Males (32%) versus females (25%);
- Those who resided in Edmonton (34%) and those who resided in Calgary (33%) versus those who reside in rural areas (23%);
- Those who were aware of laws intended to protect personal or health information (35%) versus those who were unaware (19%);
- Respondents who were very familiar (58%) with Alberta’s access to information and privacy laws versus respondents who were somewhat familiar (31%) or who were not familiar (11%);
- Respondents who had heard of the OIPC before (47%) versus respondents who had not or who were unsure (9%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (44%) versus those who wished to be more informed (21%);
- Those who knew where to look for information about access to information and privacy rights under Alberta’s laws (44%) versus those who did not or who were unsure (16%);
- 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 (50%) versus those who were not or who were unsure (21%);
- Respondents aged 35 to 54 (28%), 55 to 64 years (34%) or 65 or older (30%) versus respondents aged 18 to 34 (10%); and
- Those who had some or completed university or post-graduate studies (36%) versus those who had some or graduated college (27%) and those who had some or completed high school (19%).

Sixty-six percent (66%) of all respondents reported that they would like to be more informed about the Commissioner's Office, while less than one-third (32%) stated that they felt comfortable with their current level of knowledge and understanding of the Commissioner's Office. See Figure 12, below.

Figure 12



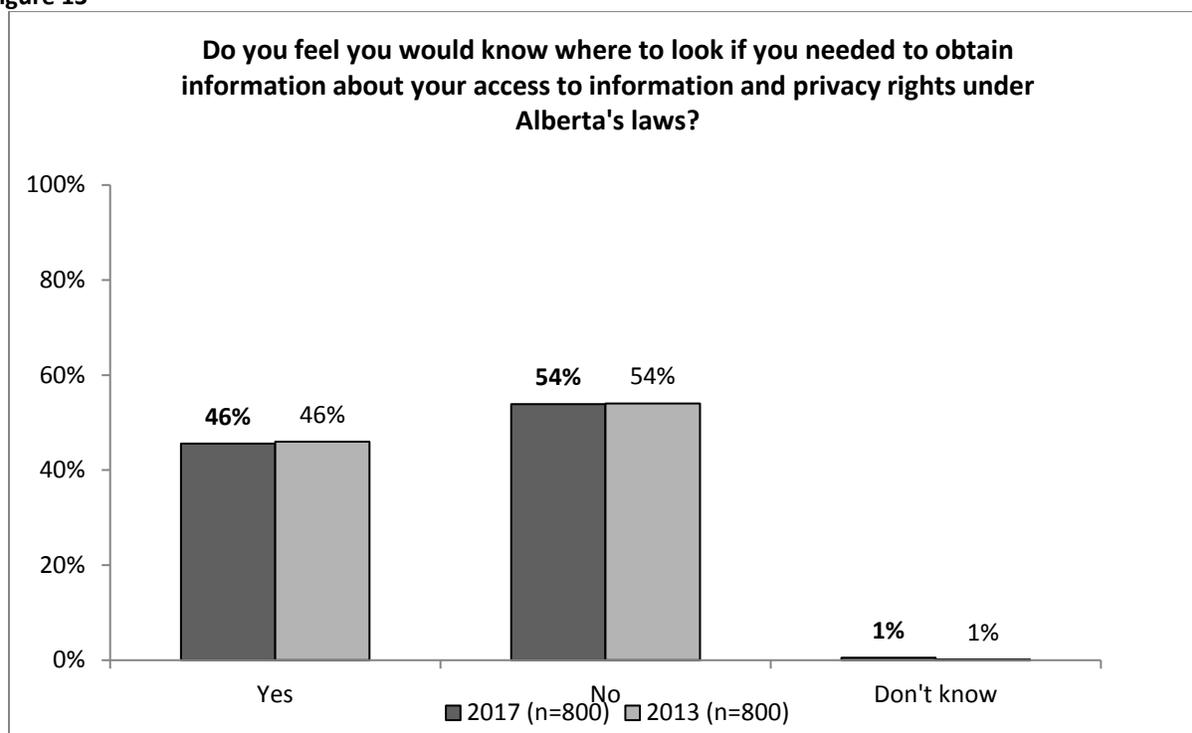
Respondent subgroups significantly more likely to indicate that they **wished to be more informed about the Commissioner's Office** included:

- Respondents who reside in rural areas (71%) versus those who reside in Edmonton (60%);
- Those who were not aware of laws intended to protect personal or health information (74%) versus those who were (62%);
- Those who were not aware of laws intended to provide individuals with the right to access their own personal, health, or government information (73%) versus those who were aware (56%);
- Respondents who were not familiar (79%) or somewhat familiar (66%) with Alberta's access to information and privacy laws versus respondents who very familiar (33%);
- Respondents who had not heard of the OIPC before (74%) versus respondents who had (59%);
- Those who did not know where to look for information about access to information and privacy rights under Alberta's laws (79%) versus those who did (51%); and
- 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 (74%) versus those who were aware (43%).

### 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 knew where to look and 54% of respondents indicated that they did not.

Figure 13



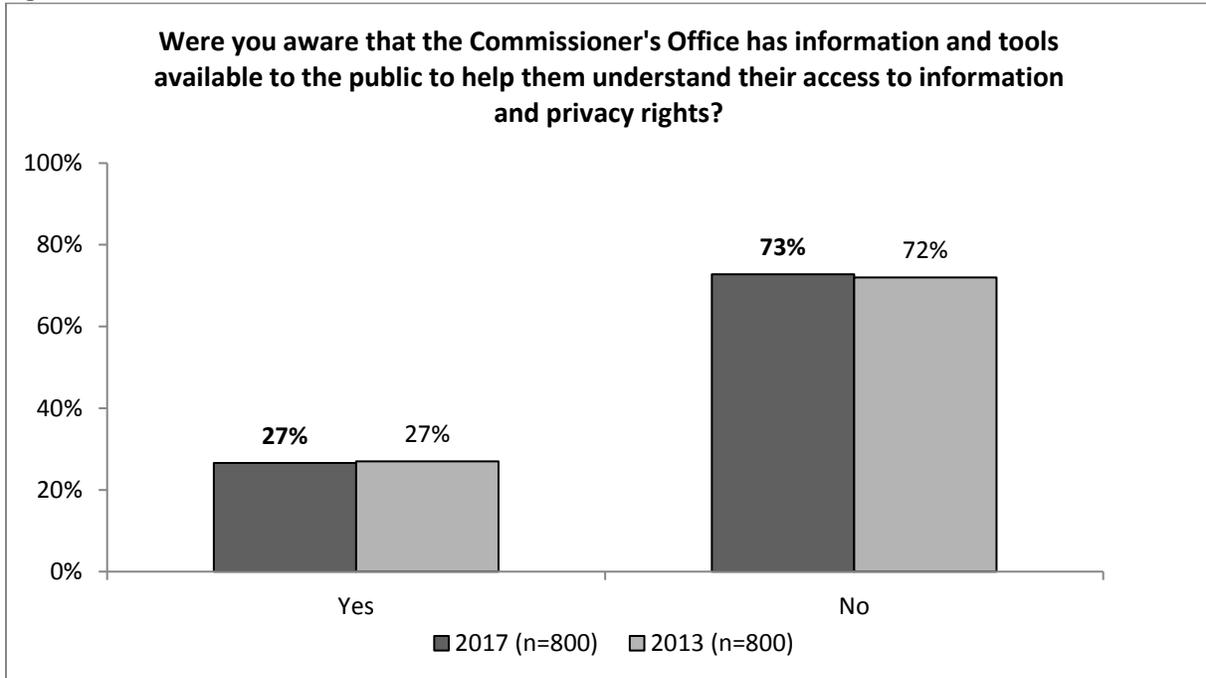
Respondent subgroups significantly more likely to indicate that they **felt they knew where to look in order to obtain information about access to information and privacy rights under Alberta's laws** included:

- Those who resided in Edmonton (49%) or Calgary (53%) versus those who resided in rural areas (36%);
- Those who were aware of laws intended to protect personal or health information (55%) versus those who were unaware (30%);
- Those who were aware of laws intended to provide individuals with the right to access their own personal, health, or government information (63%) versus those who were unaware (33%);
- Respondents who were very (80%) or somewhat (48%) familiar with Alberta's access to information and privacy laws versus those who were not at all familiar (25%);
- Respondents who had heard of the OIPC before (62%) versus respondents who had not or who were unsure (28%);

- Those who felt comfortable with their current knowledge and understanding of the OIPC (69%) 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 (78%) versus those who were not or who were unsure (34%);
- Respondents aged 18 to 34 years old (58%), 55 to 64 (52%) and 35 to 54 (49%) versus those aged 65 and older (36%);
- Those who had some or completed university or post-graduate studies (54%) or some or completed college (46%) versus those who had some or completed high school (34%).
- Those who accessed the internet through a desktop computer (49%) versus those who did not (36%);
- Those who accessed the internet through a Tablet or a laptop (49%) versus those who did not (32%); and
- Those who accessed the internet through a smart phone (50%) versus those who did not (33%).

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 73% were not aware. See Figure 14, below.

Figure 14



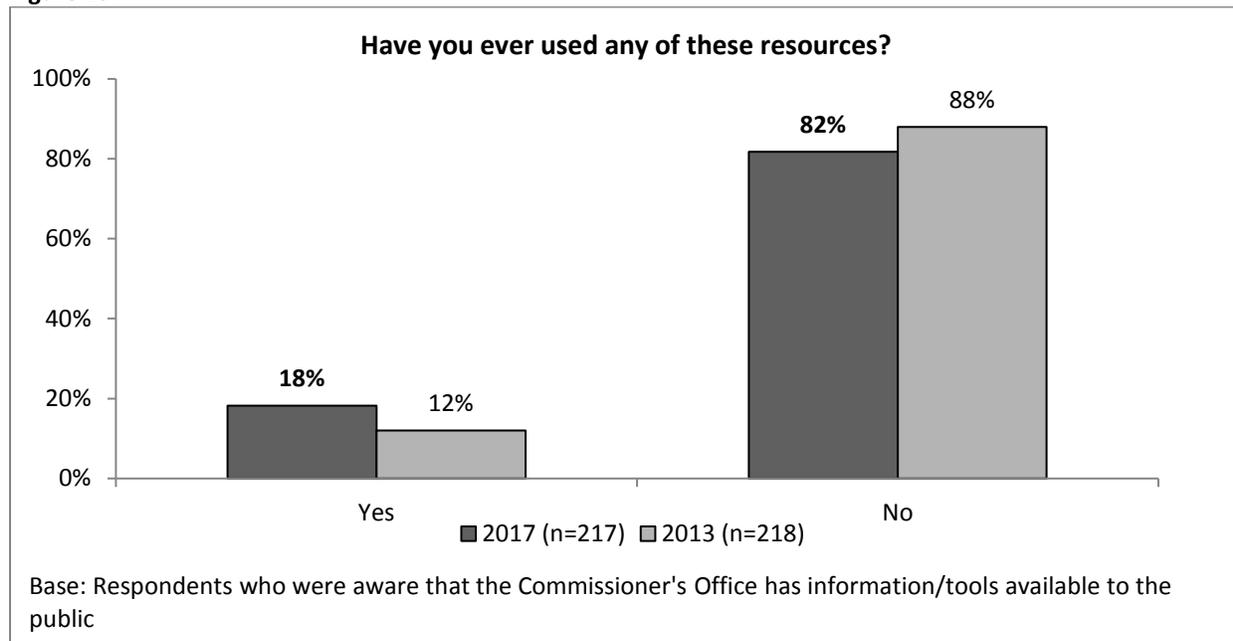
Respondent subgroups significantly more likely to indicate that they **were aware that the Commissioner's Office has information and tools available to the public to help them understand their access to information and privacy rights** included:

- Those who resided in Edmonton (34%), Calgary (28%), or in other cities (29%) versus those who reside in rural areas (18%);
- Those who were aware of laws intended to protect personal or health information (32%) versus those who were unaware (17%);
- Those who were aware of laws intended to provide individuals with the right to access their own personal, health, or government information (44%) versus those who were unaware (15%);
- Respondents who were very (63%) or somewhat (29%) familiar with Alberta's access to information and privacy laws versus those who were not at all familiar (8%);
- Respondents who had heard of the OIPC before (40%) versus respondents who had not or who were unsure (12%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (46%) versus those who wished to be more informed (17%);
- 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 (11%);
- Respondents aged 35 to 54 (33%) versus those aged 65 and older (23%);
- Those who had some or completed university or post-graduate studies (32%), those who had some or completed college (28%) or those who had some or completed technical or vocational school (31%) versus those who had some or completed high school (16%);
- Those who have access to the internet through tablets or laptops (30%) versus those who do not (13%); and
- Those who have access the internet through a smartphone (29%) versus those who did not (21%).

Eighty-two percent (82%) of respondents who were aware that the Commissioner’s Office has such information and tools available to the public (n=217) indicated that they had never used any of the services available to the public, while only 18% had used such services. Of those who used these resources (n=39), 42% respondents used online resources and 19% contacted the OIPC office. See Figure 16, below and Figure 16, on the following page.

**Please note:** in 2013, respondents were asked if they had called the OIPC office, whereas in 2017 they were asked if they had contacted the OIPC office.

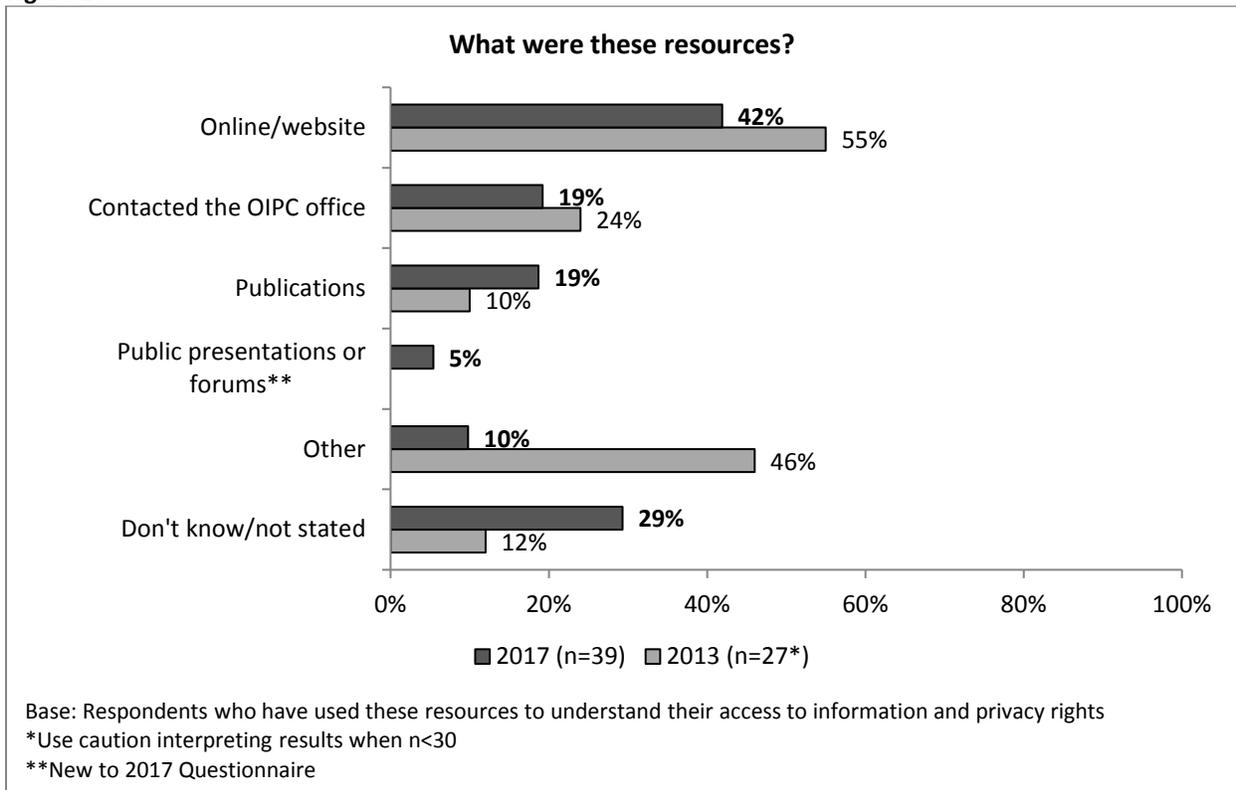
Figure 15



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

- Those who were aware of laws intended to protect personal or health information (22%) versus those who were unaware (8%);
- Those who were aware of laws intended to provide individuals with the right to access their own personal, health, or government information (22%) versus those who were unaware (10%);
- Respondents who were very familiar with Alberta’s access to information and privacy laws (40%) versus those who were somewhat familiar (13%); and
- Those who knew where to look for information about access to information and privacy rights under Alberta’s laws (23%) versus those who did not or who were unsure (2%).

Figure 16



“Other” resources used by respondents (n=4) included Alberta Health Care or the hospitals (n=3) and word of mouth (n=1). It is important to note that 29% indicated that they did not know or did not state which service they used.

All respondents were then asked to rate the effectiveness of various ways to provide them with information, as listed in Figure 17, below. Sixty-eight percent (68%) of respondents rated the helpdesk telephone number as an effective method (ratings of 4 or 5 out of 5), followed by the advertising (e.g. newspaper, TV, radio) (53%), the Commissioner’s Office website (51%), brochures or pamphlets in public buildings (35%), public presentations or forums (26%), the OIPC Facebook page (19%), the OIPC blog (9%) and OIPC Twitter feed (7%). See Table 4, on the following page, for a more detailed breakdown of the results.

Figure 17

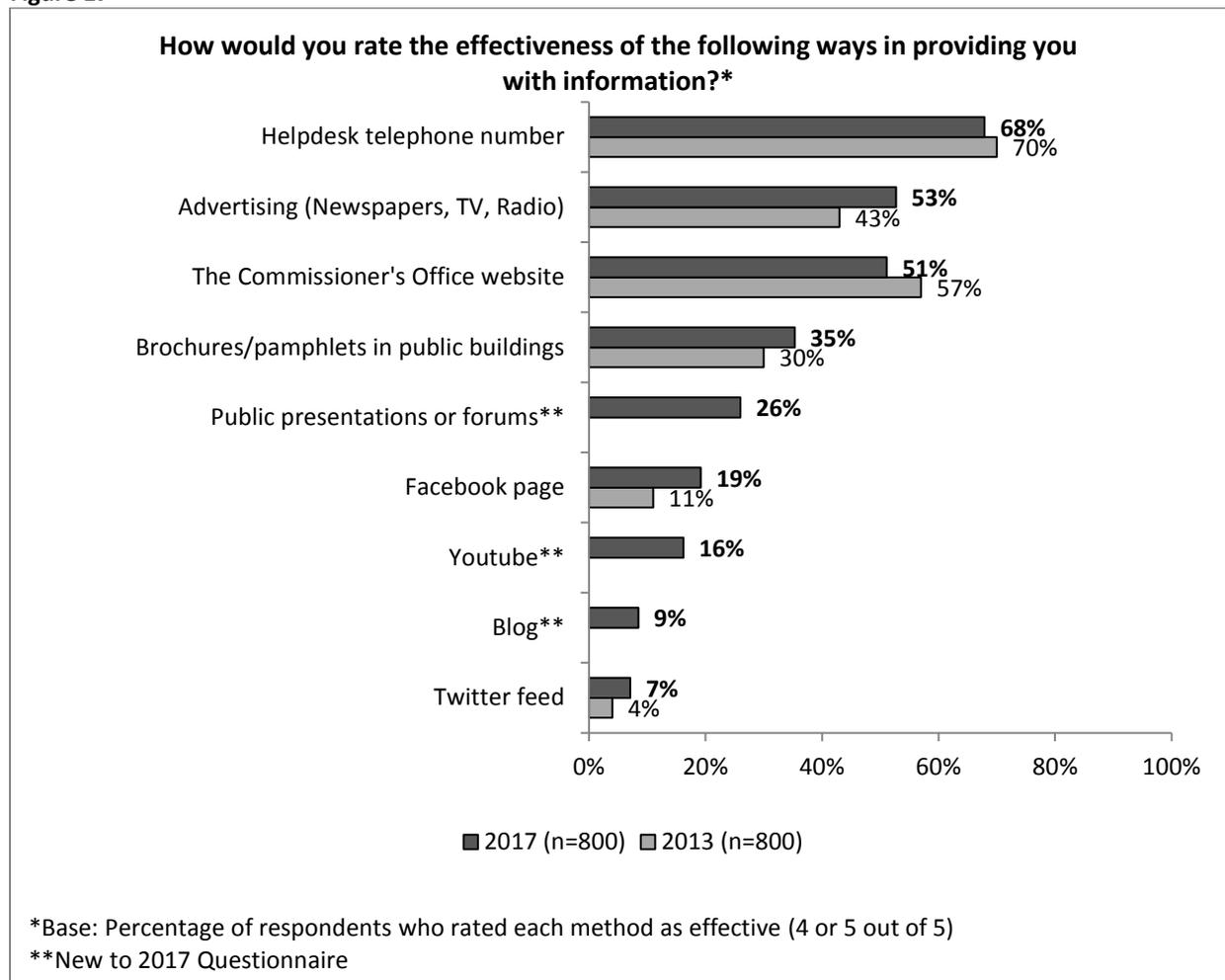


Table 4

How would you rate the effectiveness of the following ways in providing you with information? (2017)							
	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	38	30	15	7	9	1	3.83
The Commissioner's Office website	33	19	18	9	16	6	3.45
Advertising (Newspapers, TV, Radio)	23	30	25	11	11	<1	3.43
Brochures/Pamphlets in public buildings	13	22	26	17	21	1	2.90
Public Presentation or forums*	10	16	28	20	25	2	2.66
Facebook page	10	9	15	13	49	4	2.15
Youtube*	5	11	17	15	48	4	2.07
Blog*	4	5	12	17	54	9	1.77
Twitter feed	3	4	8	11	69	5	1.53

\*New to the 2017 Questionnaire

Table 5

How would you rate the effectiveness of the following ways in providing you with information? (2013)							
	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:

- Females (76%) versus males (60%);
- Those who were aware of laws intended to protect personal or health information (74%) versus those who were unaware (58%);
- Those who were aware of laws intended to provide individuals with the right to access their own personal, health, or government information (74%) versus those who were unaware (64%);
- Respondents who had heard of the OIPC before (73%) versus respondents who had not or who were unsure (62%);
- 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%);
- Those who had some or completed university and post-graduate studies (74%), technical or vocational school (74%), or college (72%) versus those who had some or completed high school (53%); and
- Those who have access to the internet through tablets or laptops (70%) versus those who do not (56%).

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 (54%) or Calgary (61%) versus those who resided in other cities (50%) or rural areas (40%);
- Those who were aware of laws intended to protect personal or health information (57%) versus those who were unaware (42%);
- Those who were aware of laws intended to provide individuals with the right to access their own personal, health, or government information (61%) versus those who were unaware (44%);
- Respondents who were very (69%) or somewhat (53%) familiar with Alberta's access to information and privacy laws versus those who were not at all familiar (41%);
- Respondents who had heard of the OIPC before (56%) versus respondents who had not or who were unsure (46%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (65%) versus those who did not or who were unsure (40%).
- 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 (48%);
- Respondents aged 18 to 34 years (74%), 35 to 54 (67%) or 55 to 64 years (51%) versus respondents aged 65 or older (36%);
- Respondents with children in their household (67%) versus respondents without children in their household (47%);

- Those who had some or completed university or post-graduate studies (61%), technical or vocational school (57%) or so college (49%) versus those who had some or completed high school (35%);
- Those who have access to the internet through a desktop computer (55%) versus those who did not (42%);
- Those who have access to the internet through a tablet or a laptop (57%) versus those who did not (21%);
- Those who have access to the internet through a smart phone (59%) versus those who did not (30%); and
- Those who completed the survey via cell phone (66%) versus those who completed the survey on a home phone (47%).

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:

- Females (59%) versus males (46%);
- Respondents who had heard of the OIPC before (57%) versus respondents who had not or who were unsure (48%);
- Those who wished to be more informed (56%) versus those who felt comfortable with their current knowledge and understanding of the OIPC (46%);
- Respondents aged 65 and older (58%) or 55 to 64 (56%) versus those aged 35 to 54 (45%) and 18 to 34 years old (38%);
- Those who had some or completed technical or vocational school (63%) versus those who had some or completed university or post-graduate studies (50%);
- Those who completed the survey via home phone (55%) versus those who completed the survey on a cell phone (44%).
- Those who did not have internet access through a smart phone (62%) versus those who did (50%).

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:

- Females (43%) versus males (27%);
- Respondents who were very familiar with Alberta's access to information and privacy laws (47%) versus those who were not at all familiar (32%);
- Those who wished to be more informed (40%) versus those who felt comfortable with their current knowledge and understanding of the OIPC (27%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (39%) versus those who did not or who were unsure (32%);

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

- Females (25%) versus males (13%);
- Those who resided in Edmonton (23%) and other cities (25%) versus those who resided in Calgary (15%);
- Those who wished to be more informed (22%) versus those who felt comfortable with their current knowledge and understanding of the OIPC (14%);
- Respondents aged 18 to 34 years (39%) versus those aged 35 to 54 (21%), 55 to 64 (19%) and 65 years and older (14%);
- Respondents with children in their household (30%) versus respondents without children in their household (17%);
- Those who accessed the internet through a Tablet or a laptop (21%) versus those who did not (13%);
- Those who accessed the internet through a smart phone (22%) versus those who did not (12%); and
- Those who completed the survey via cell phone (29%) versus those who completed the survey on a home phone (17%).

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

- Female (9%) versus male respondents (5%);
- Those who resided Edmonton (12%) versus those who resided in Calgary (6%) and other cities (5%);
- Respondents aged 18 to 34 years (12%) and 35 to 54 (10%) versus respondents aged 65 or older (4%);
- Those who had some or completed university or post-graduate studies (10%) versus those who had some or completed technical or vocational school (2%) or high school (4%); and
- Those who have access to the internet through a smartphone (8%) versus those who do not (4%).

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

- 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 (12%) versus those who were not or who were unsure (7%);
- Respondents aged 18 to 34 years old (17%) versus those 35 to 54 (7%), 55 to 64 (7%) or 65 years and older (8%);
- Those who completed the survey via cell phone (13%) versus those who completed the survey on a home phone (7%).

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

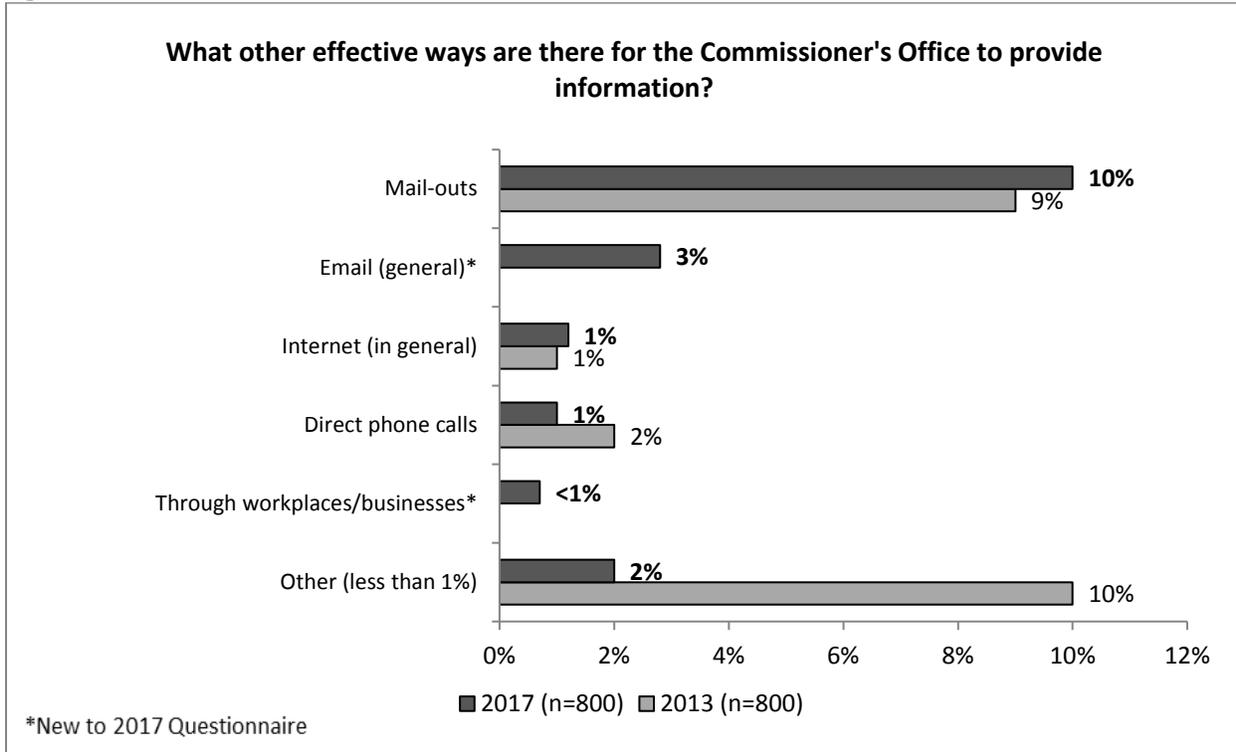
- Respondents aged 18 to 34 years old (31%) and 35 to 54 (20%) versus those 65 years of age and older (12%);
- Those who wished to be more informed (18%) versus those who felt comfortable with their current knowledge and understanding of the OIPC (13%);
- Those who had some or completed university or post-graduate studies (20%) versus those who had some or completed technical or vocational school (9%) and had some or completed high school (13%);
- Those who have access to the internet through tablets or laptops (18%) versus those who do not (10%); and
- Those who have access the internet through a smartphone (19%) versus those who did not (9%).

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

- Those who were aware of laws intended to provide individuals with the right to access their own personal, health, or government information (31%) versus those who were unaware (23%);
- Respondents who were very familiar with Alberta's access to information and privacy laws (39%) versus those somewhat (26%) familiar with Alberta's access to information and privacy laws and those who were not at all familiar (22%);
- Those who wished to be more informed (29%) versus those who felt comfortable with their current knowledge and understanding of the OIPC (19%); 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 (32%) versus those who were not or who were unsure (24%).

Seventeen percent (17%) of all respondents indicated that there were other effective ways the Commissioner’s Office could provide information to them, while 79% of the respondents indicated that there were not. Ten percent (10%) of all respondents indicated mail-outs as an effective way the OIPC could provide information to them. See Figure 18, below.

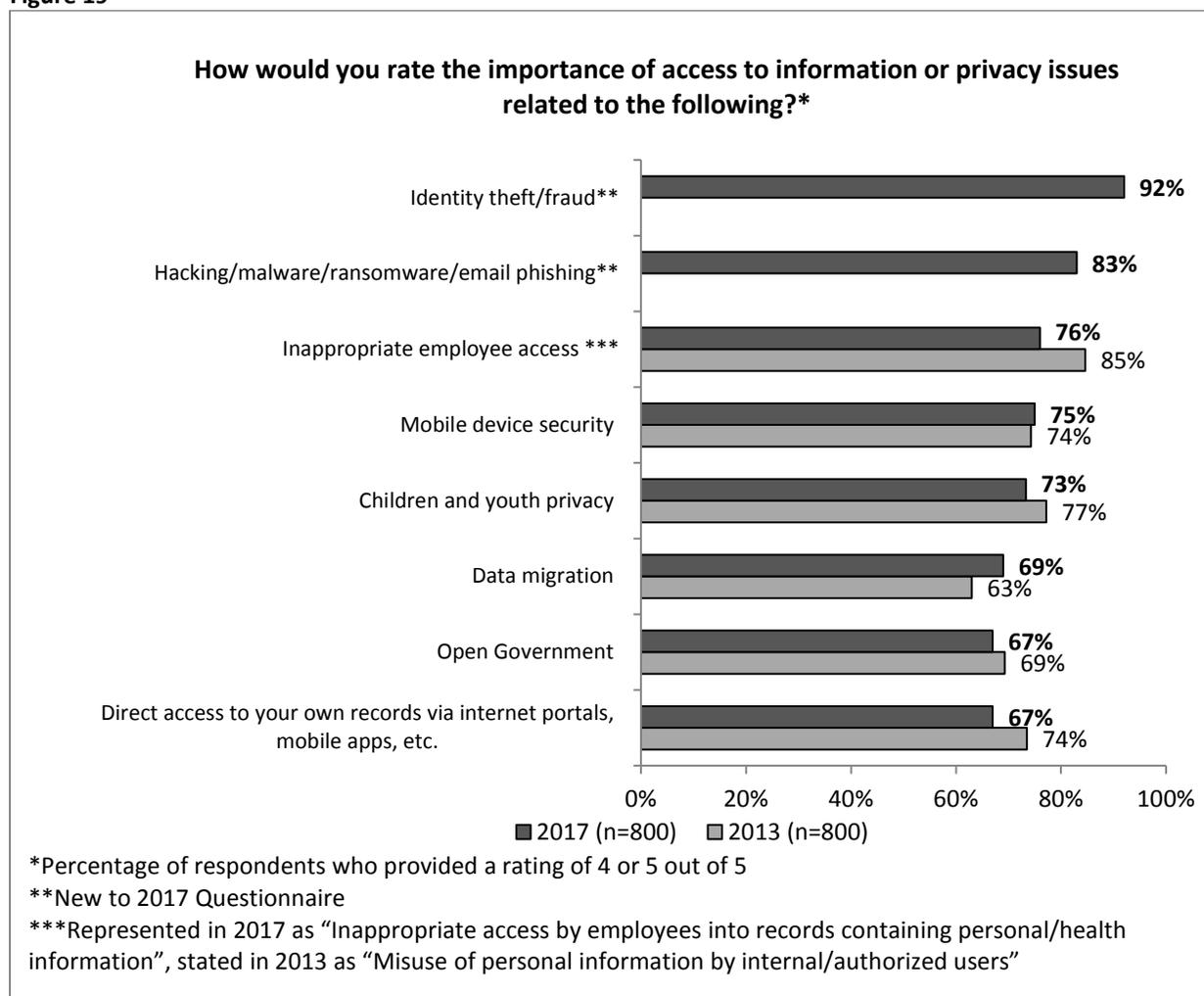
Figure 18



### 3.4 Access and Privacy Trends and Issues of Significance

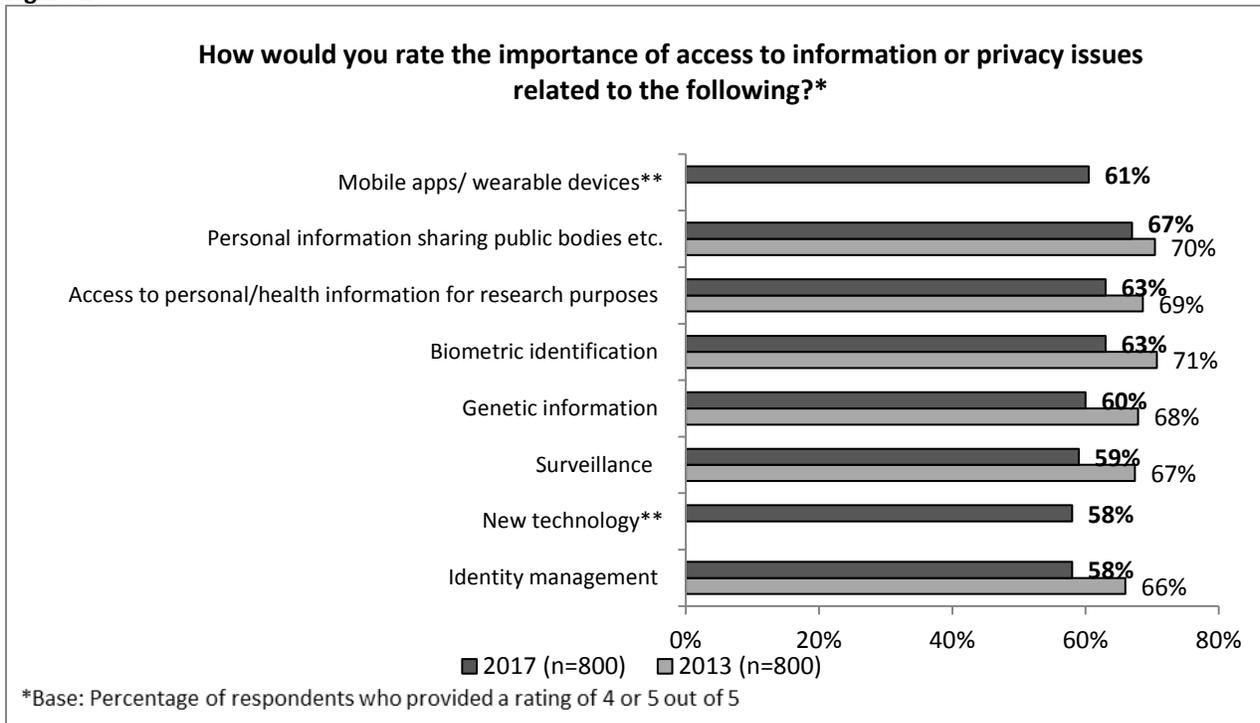
In this section of the survey, respondents were asked questions that will provide the OIPC with information about access and privacy trends and issues of significance<sup>2</sup>. To begin, all respondents were asked to rate on a scale of 1 to 5, where 1 meant “not at all important” and 5 meant “very important”, the importance they placed on access to information or privacy issues related to various subjects. Ninety-two percent (92%) of respondents rated identity theft and fraud as important (ratings of 4 or 5 out of 5), followed by hacking, malware, ransomware and email phishing (83%). See Figure 19, 20 and 21, on the following page.

Figure 19



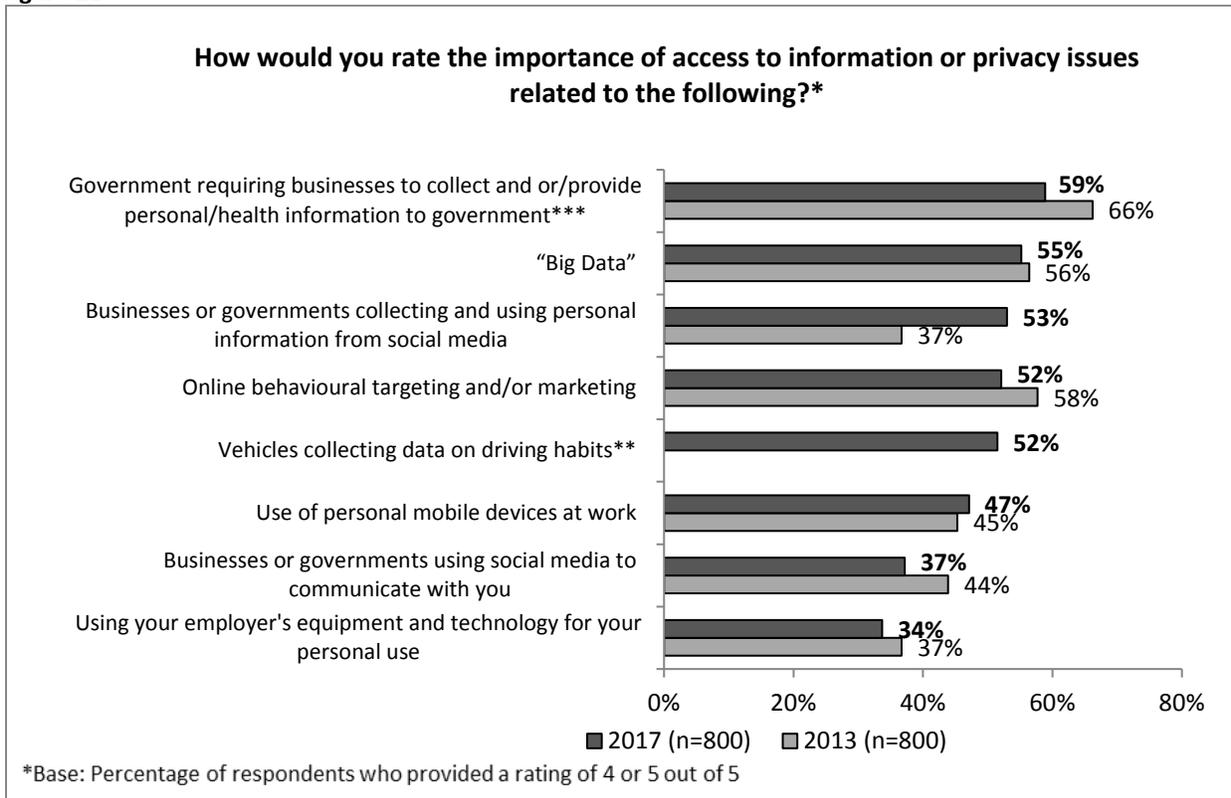
<sup>2</sup> Please note: with regards to data migration in 2017, this was clarified to mean providers outside Canada. In 2013, hacking/identity theft/fraud was a single item on the questionnaire (91% rated this as important). In 2017, this split into separate items: (1) identity theft/fraud, and (2) hacking, malware, ransomware, and email phishing. Due to the change, these items are no longer directly comparable. In 2017, online behavioral targeting changed to online behavioral targeting and/or marketing.

Figure 20



\*\*New to 2017 Questionnaire

Figure 21



\*\*New to 2017 Questionnaire

\*\*\*Rephrased in 2017 to "Government requiring businesses to collect and or/provide personal/health information to government", stated in 2013 as "Requirement by Government for businesses to collect and/or provide personal/health information"

Table 7

How would you rate the level of importance of access to information or privacy issues related to the following? 2017 Results							
	Percent of Respondents (n=800)						
	Very important (5)	(4)	(3)	(2)	Not at all important (1)	Don't know	Mean (out of 5)
Identity theft/fraud*	80	12	4	1	2	1	<b>4.68</b>
Hacking, malware, ransomware, email phishing*	71	12	5	2	6	3	<b>4.43</b>
Mobile device security	57	18	11	5	6	3	<b>4.19</b>
Inappropriate access by employees into records containing personal/health information*	64	12	7	3	12	2	<b>4.15</b>
Direct access to your own records via internet portals, mobile apps, etc.	50	17	16	5	10	2	<b>3.93</b>
Open Government	46	21	15	5	7	5	<b>3.92</b>
Data migration	53	16	9	6	13	3	<b>3.92</b>
Personal information sharing among public bodies, health care providers and private businesses	48	19	12	7	12	3	<b>3.88</b>
Children and youth privacy	59	14	11	5	9	3	<b>3.84</b>
Biometric identification	45	18	19	8	9	2	<b>3.84</b>
Access to personal/health information for research purposes	38	25	20	7	8	2	<b>3.79</b>
Identity management	40	18	18	7	10	7	<b>3.77</b>
Genetic information	45	15	18	8	12	2	<b>3.74</b>
Mobile apps or wearable devices that collect personal or health information*	43	18	17	9	12	3	<b>3.73</b>
New technology*	40	18	20	9	9	4	<b>3.73</b>
Surveillance	43	16	17	7	13	4	<b>3.72</b>
Government requiring businesses to collect and or/provide personal/health information to government*	44	15	16	8	14	4	<b>3.69</b>
“Big Data”	41	15	17	9	16	3	<b>3.56</b>
Vehicles collecting data on driving habits*	33	19	24	10	14	1	<b>3.48</b>
Online behavioural targeting and/or marketing	36	16	19	9	18	3	<b>3.46</b>

How would you rate the level of importance of access to information or privacy issues related to the following? 2017 Results							
	Percent of Respondents (n=800)						
	Very important (5)	(4)	(3)	(2)	Not at all important (1)	Don't know	Mean (out of 5)
Businesses or governments collecting and using personal information from social media	37	16	15	9	21	3	3.42
Use of personal mobile devices at work	32	15	18	9	19	7	3.35
Businesses or governments using social media to communicate with you	22	16	24	13	25	2	2.97
Using your employer's equipment and technology for your personal use	22	12	18	10	30	8	2.84

\*New to 2017 Questionnaire

\*\*Rephrased in 2017 to "Inappropriate access by employees into records containing personal/health information", stated in 2013 as "Misuse of personal information by internal/authorized users"

Table 8

How would you rate the level of importance of access to information or privacy issues related to the following? 2013 Results							
	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

How would you rate the level of importance of access to information or privacy issues related to the following? 2013 Results							
	Percent of Respondents (n=800)						
	Very important (5)	(4)	(3)	(2)	Not at all important (1)	Don't know	Mean (out of 5)
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	<b>4.06</b>
Personal information sharing among public bodies, health care providers and private businesses	52	18	14	5	9	3	<b>4.03</b>
Genetic information	50	18	14	4	9	4	<b>3.98</b>
Requirement by Government for businesses to collect and/or provide personal/health information	45	21	18	5	7	4	<b>3.95</b>
Access to personal/health information for research	45	24	16	7	7	1	<b>3.92</b>
Surveillance (e.g. video surveillance, surveillance of Internet use, etc.)	49	19	1	6	10	2	<b>3.90</b>
Data migration (e.g. transferring your data between vendors or cloud service providers)	47	16	13	6	11	7	<b>3.88</b>
Online behavioural targeting	41	17	17	6	10	9	<b>3.80</b>
Rapid growth of technology	36	24	21	5	8	6	<b>3.79</b>
“Big Data” (i.e. businesses and governments collecting, compiling and analyzing vast amounts of personal information)	40	17	17	8	16	3	<b>3.59</b>
Open Data (e.g. making datasets of information available in machine-readable format)	29	21	21	8	11	10	<b>3.56</b>
Businesses or governments collecting and using personal information from social media (e.g. background checks)	39	18	15	8	18	3	<b>3.53</b>
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	<b>3.24</b>
Businesses or governments using social media to communicate with you	28	16	19	13	21	4	<b>3.18</b>
Cloud computing	19	9	12	7	17	35	<b>3.10</b>

How would you rate the level of importance of access to information or privacy issues related to the following? 2013 Results							
	Percent of Respondents (n=800)						
	Very important (5)	(4)	(3)	(2)	Not at all important (1)	Don't know	Mean (out of 5)
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 **identify theft and fraud** as important (rating of 4 or 5 out of 5) access to information or privacy issues included:

- Those who were aware of laws intended to protect personal or health information (95%) versus those who were unaware (87%);
- Those who were aware of laws intended to provide individuals with the right to access their own personal, health, or government information (95%) versus those who were unaware (90%);
- Respondents who had heard of the OIPC before (94%) versus respondents who had not or who were unsure (89%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (95%) versus those who did not or who were unsure (89%);
- 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 (95%) versus those who were not or who were unsure (91%);
- Respondents aged 55 to 64 (97%) versus those aged 18 to 34 (90%), 35 to 54 (92%) and those aged 65 and over (88%);
- Those who had some or completed university or post-graduate studies (95%) or college (94%) versus those who had some or completed high school (85%);
- Those who have access to the internet through a desktop computer (93%) versus those who do not (88%);
- Those who have access to the internet through tablets or laptops (94%) versus those who do not (82%); and
- Those who have access the internet through a smartphone (93%) versus those who did not (87%).

Respondent subgroups significantly more likely to rate **hacking, malware, ransomware or email phishing** as important (rating of 4 or 5 out of 5) access to information or privacy issues included:

- Those who resided in Edmonton (84%) or Calgary (89%) versus those who resided in rural areas (76%);
- Those who were aware of laws intended to protect personal or health information (86%) versus those who were unaware (78%);
- Those who were aware of laws intended to provide individuals with the right to access their own personal, health, or government information (89%) versus those who were unaware (79%);
- Respondents who had heard of the OIPC before (88%) versus respondents who had not or who were unsure (77%);
- Those who wished to be more informed of the OIPC (86%) versus those who felt comfortable with their current knowledge and understanding of the OIPC (80%);
- 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 (78%);

- Respondents aged 35 to 54 (89%) or 55 to 64 (90%) versus those 18 to 34 (79%) or 65 years and older (76%);
- Those who had some or completed university or post-graduate studies (91%) or college (87%) versus those who had some or completed high school (69%) or technical or vocation school (77%);
- Those who have access to the internet through a desktop computer (85%) versus those who do not (77%);
- Those who have access to the internet through tablets or laptops (87%) versus those who do not (65%);
- Those who have access the internet through a smartphone (88%) versus those who did not (70%); and
- Those who completed the survey via cellphone (89%) versus those who completed the survey on a home phone (82%).

Respondent subgroups significantly more likely to rate **mobile apps or wearable devices that collect personal or health information** 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 other cities (65%) versus those who reside in rural areas (54%);
- Respondents who were very familiar with Alberta's access to information and privacy laws (73%) versus those who were somewhat familiar (60%);
- Respondents who had heard of the OIPC before (68%) versus respondents who had not or who were unsure (52%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (65%) versus those who did not or who were unsure (56%);
- 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 (66%) versus those who were not or who were unsure (58%);
- Respondents aged 35 and 54 (68%) or those aged 55 to 64 (65%) versus those aged 18 to 34 (49%) or 65 and older (56%);
- Those who had some or completed university or post-graduate studies (68%) or college (65%) versus those who had some or completed high school (49%) or technical or vocational school (53%);
- Those who have access to the internet through a desktop computer (63%) versus those who do not (54%);
- Those who have access to the internet through tablets or laptops (63%) versus those who do not (48%); and

- Those who have access the internet through a smartphone (64%) versus those who did not (51%).

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

- Those who had some or completed some college (57%) versus those who had some or completed high school (47%);

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:

- Those who resided in Edmonton (78%) or Calgary (77%) versus those who resided in rural areas (68%);
- Those who were aware of laws intended to protect personal or health information (78%) versus those who were unaware (66%);
- Those who were aware of laws intended to provide individuals with the right to access their own personal, health, or government information (78%) versus those who were unaware (70%);
- Respondents who were somewhat familiar with Alberta's access to information and privacy laws (76%) versus those who were not at all familiar (65%);
- Respondents who had heard of the OIPC before (76%) versus respondents who had not or who were unsure (70%);
- 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 (71%);
- Respondents aged 18 to 34 years (83%), 35 to 54 years (82%) or 55 to 65 years (76%) versus those aged 65 and over (63%);
- Respondents with children in their household (86%) versus respondents without children in their household (70%);
- Those who had some or completed college (79%) or university or post-graduate studies (77%) versus those who had some or completed high school (65%);
- Those who have access to the internet through a desktop computer (76%) versus those who do not (67%);
- Those who have access to the internet through tablets or laptops (77%) versus those who do not (55%);
- Those who have access to the internet through a smartphone (79%) versus those who do not (58%); and
- Those who completed the survey via cellphone (82%) versus those who completed the survey on a home phone (71%).

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:



- Respondents who were very familiar with Alberta’s access to information and privacy laws (86%) versus those who were not at all familiar (73%);
- Those who wished to be more informed of the OIPC (79%) versus those who felt comfortable with current knowledge and understanding of the OIPC (71%);
- Respondents aged 18 to 34 (85%), 35 to 54 (78%) or those aged 55 to 64 (80%) versus those aged 65 and over (69%);
- Those who had some or completed university or post-graduate studies (79%), college (83%) or some or completed high school (70%) versus those who had some or completed technical or vocational school (57%);
- Those who have access to the internet through a desktop computer (78%) versus those who do not (70%);
- Those who have access to the internet through tablets or laptops (80%) versus those who do not (54%);
- Those who have access the internet through a smartphone (80%) versus those who did not (61%); and
- Those who completed the survey via cellphone (85%) versus those who completed the survey on a home phone (73%).

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:

- Respondents who were very familiar with Alberta’s access to information and privacy laws (78%) versus those who were not at all familiar (64%);
- Respondents who had heard of the OIPC before (72%) versus respondents who had not or who were unsure (61%);
- Those who resided in Calgary (72%) versus those who resided in rural areas (61%);
- 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 (73%) versus those who were not or who were unsure (64%);
- Those who had some or completed university or post-graduate studies (72%) or college (68%) versus those who had some or completed high school (56%);
- Those who have access to the internet through a desktop computer (71%) versus those who do not (56%);
- Those who have access to the internet through tablets or laptops (70%) versus those who do not (50%);
- Those who have access the internet through a smartphone (70%) versus those who did not (56%); and

- Those who completed the survey via cellphone (74%) versus those who completed the survey on a home phone (65%).

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:

- Those who were aware of laws intended to protect personal or health information (71%) versus those who were unaware (61%);
- Respondents who were very (75%) or somewhat (69%) familiar with Alberta's access to information and privacy laws versus those who were not at all familiar (60%);
- Respondents who had heard of the OIPC before (73%) versus respondents who had not or who were unsure (61%);
- 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 (63%);
- Those who had some or completed university or post-graduate studies (71%), those who had some or completed technical or vocational school (76%) or had some or completed college (68%) versus those who had some or completed high school (57%);
- Those who have access to the internet through a tablet or a laptop (69%) versus those who did not (59%); and
- Those who have access to the internet through a smartphone (70%) versus those who did not (61%).

Respondent subgroups significantly more likely to rate **inappropriate access by employees into records containing personal or health information** as an important (rating of 4 or 5 out of 5) access to information or privacy issue included:

- Those who reside in Calgary (81%) versus those who reside in rural areas (73%);
- Those who were aware of laws intended to protect personal or health information (81%) versus those who were unaware (68%);
- Those who were aware of laws intended to provide individuals with the right to access their own personal, health, or government information (84%) versus those who were unaware (71%);
- Respondents who were very (87%) or somewhat (78%) familiar with Alberta's access to information and privacy laws versus those who were not at all familiar (68%);
- Respondents who had heard of the OIPC before (81%) versus respondents who had not or who were unsure (71%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (82%) versus those who did not or who were unsure (71%);
- 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 (74%);

- Respondents aged 18 to 34 (79%), 35 to 54 (83%) or 55 to 64 (82%) versus those aged 65 and over (68%);
- Those who had some or completed university or post-graduate studies (83%), those who had some or completed college (83%), some or completed technical or vocational school (74%) versus those who had some or completed high school (61%);
- Those who have access to the internet through a desktop computer (79%) versus those who do not (70%);
- Those who have access to the internet through tablets or laptops (79%) versus those who do not (62%); and
- Those who have access the internet through a smartphone (80%) versus those who did not (65%).

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 were aware of laws intended to protect personal or health information (69%) versus those who were unaware (59%);
- Respondents who were very familiar with Alberta’s access to information and privacy laws (74%) versus those who were not at all familiar (56%);
- 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%);
- 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 (71%) versus those who were not or who were unsure (60%);
- Those who had some or completed university (68%) versus those who had some or completed high school (56%);
- Those who have access to the internet through a desktop computer (65%) versus those who do not (58%);
- Those who have access to the internet through tablets or laptops (65%) versus those who do not (54%); and
- Those who have access to the internet through a smartphone (66%) versus those who do not (53%).

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 reside in Edmonton (61%) or Calgary (63%) versus those who reside in rural areas (50%);
- Those who were aware of laws intended to protect personal or health information (62%) versus those who were unaware (51%);

- Those who were aware of laws intended to provide individuals with the right to access their own personal, health, or government information (63%) versus those who were unaware (54%);
- Respondents who were very familiar with Alberta's access to information and privacy laws (67%) versus those who were not at all familiar (52%);
- Respondents who had heard of the OIPC before (65%) versus respondents who had not or who were unsure (50%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (65%) versus those who did not or who were unsure (52%);
- 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 (55%);
- Those with children in their household (65%) versus those without children (56%);
- Those who had or completed some university or post-graduate studies (65%) versus those who had some or completed high school (47%);
- Those who have access to the internet through a desktop computer (61%) versus those who do not (50%);
- Those who have access to the internet through tablets or laptops (61%) versus those who do not (42%); and
- Those who have access the internet through a smartphone (62%) versus those who did not (47%).

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:

- Those who resided in Calgary (72%) versus those who reside in rural areas (61%);
- Respondents who had heard of the OIPC before (72%) versus respondents who had not or who were unsure (61%);
- 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 (75%) versus those who were not or who were unsure (64%);
- Respondents aged 35 to 54 years (73%) versus respondents aged 65 or older (60%);
- Those with children in their household (75%) versus those without children (65%);
- Those who had some or completed university or post-graduate studies (72%), those who had some or completed college (70%) or some or completed technical or vocational school (70%) versus those who had some or completed high school (55%);
- Those who have access to the internet through tablets or laptops (69%) versus those who do not (56%); and
- Those who have access the internet through a smartphone (70%) versus those who did not (59%).

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:

- Respondents who were very (68%) or somewhat (62%) familiar with Alberta's access to information and privacy laws versus those who were not at all familiar (51%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (64%) versus those who did not or who were unsure (57%);
- Respondents who had heard of the OIPC before (64%) versus respondents who had not or who were unsure (56%);
- Respondents aged 35 to 54 years (65%) or 55 to 64 (67%) versus those aged 65 and over (53%);
- Those with children in their household (67%) versus those without children (58%);
- Those who had some or completed university or post-graduate studies (63%) or college (64%) versus those who had some or completed high school (52%);
- Those who have access to the internet through a desktop computer (62%) versus those who do not (55%);

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:

- Those who resided in Calgary (64%) versus those who resided in other cities (54%) or rural areas (54%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (64%) versus those who did not or who were unsure (55%);
- Respondents aged 35 to 54 (63%) or 55 to 64 (63%) versus those aged 65 and over (54%);
- Those who had some or completed university or post-graduate studies (65%) or college (61%) versus those who had some or graduated high school (50%);
- Those who have access to the internet through a desktop computer (62%) versus those who do not (51%); and
- Those who have access the internet through a smartphone (61%) versus those who did not (53%).

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

- Those who were aware of laws intended to protect personal or health information (66%) versus those who were unaware (58%);
- Those who were aware of laws intended to provide individuals with the right to access their own personal, health, or government information (67%) versus those who were unaware (60%); and
- Respondents who were very familiar with Alberta's access to information and privacy laws (78%) versus those who were somewhat familiar (64%) or not at all familiar (57%).

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 were aware of laws intended to provide individuals with the right to access their own personal, health, or government information (64%) versus those who were unaware (55%);
- Respondents who were very familiar with Alberta's access to information and privacy laws (72%) versus those who were somewhat familiar (58%) and not at all familiar (57%);
- Respondents who had heard of the OIPC before (65%) 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 (66%) versus those who did not or who were unsure (53%);
- 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 (66%) versus those who were not or who were unsure (56%);
- Respondents aged 35 to 54 years (69%) versus those aged 55 to 64 (58%) and 65 years and over (53%);
- Those who had some or completed university and post-graduate studies (65%) or college (60%) versus those who had some or completed high school (49%);
- Those who have access to the internet through tablets or laptops (62%) versus those who do not (45%); and
- Those who have access to the internet through a smartphone (63%) versus those who do not (47%).

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 (73%) or Calgary (73%) versus those who resided in rural areas (62%);
- Those who were aware of laws intended to protect personal or health information (72%) versus those who were unaware (63%);

- Respondents who were somewhat familiar with Alberta’s access to information and privacy laws (72%) versus those who were not at all familiar (59%);
- Respondents who had heard of the OIPC before (74%) 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 (76%) versus those who did not or who were unsure (63%);
- Respondents aged 18 to 34 years (78%) versus respondents aged 65 or older (64%);
- Those who had some or completed university or post-graduate studies (77%) or college (72%) versus those who had some or completed technical or vocational school (59%) or high school (57%);
- Those who accessed the internet through a Tablet or a laptop (71%) versus those who did not (61%); and
- Those who accessed the internet through a smart phone (72%) versus those who did not (60%).

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:

- Respondents who had heard of the OIPC before (57%) versus respondents who had not or who were unsure (47%);
- Those who completed some university or post-graduate studies (57%) or college (57%) versus those who have some or completed technical or vocational school (51%); and
- Those who have access to the internet through tablets or laptops (55%) versus those who do not (40%).

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 (65%) versus those who resided in Edmonton (54%), other cities (51%) or in rural areas (49%);
- Respondents who were very (66%) or somewhat (57%) familiar with Alberta’s access to information and privacy laws versus those who were not at all familiar (47%);
- Respondents who had heard of the OIPC before (61%) versus respondents who had not or who were unsure (49%);
- 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 (50%);
- Respondents aged 55 to 64 years (63%) or 35 to 54 years (59%) versus respondents aged 65 or older (47%);
- Those who had some or completed university or post-graduate studies (60%) or some or completed college (60%) versus those who had some or completed high school (46%); and
- Those who accessed the internet through a smart phone (57%) versus those who did not (49%).

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:

- Those who resided in Calgary (58%) versus those who resided in rural areas (49%);
- Those who were aware of laws intended to protect personal or health information (58%) versus those who were unaware (49%);
- Respondents who were very familiar with Alberta's access to information and privacy laws (64%) versus those who were not at all familiar (49%);
- Those who had some or completed university or post-graduate studies (56%) or those who had some or completed college (58%) versus those who had some or completed high school (46%);
- Those who completed the survey via cellphone (62%) versus those who completed the survey on a home phone (50%).

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:

- Respondents who were very familiar with Alberta's access to information and privacy laws (72%) versus those who were somewhat familiar (46%) or not at all familiar (41%);
- 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 (54%) versus those who were not or who were unsure (45%);
- Respondents aged 35 to 54 (55%) versus those aged 65 and older (42%);
- Respondents with children in their household (58%) versus respondents without children in their household (44%);
- Those who have access to the internet through a desktop computer (50%) versus those who do not (40%);
- Those who have access to the internet through a tablet or a laptop (50%) versus those who did not (36%);
- Those who have access to the internet through a smart phone (52%) versus those who did not (33%); and
- Those who completed the survey via cellphone (55%) versus those who completed the survey on a home phone (45%).

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 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 (44%) versus those who were not or who were unsure (35%);

- Respondents aged 18 to 34 (50%) or 55 to 64 (41%) versus those 65 years of age and over (30%);
- Respondents with children in their household (44%) versus respondents without children in their household (35%);
- Those who had some or completed university or post-graduate studies (40%) or technical or vocational school (47%) versus those who had some or completed high school (31%);
- 

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 resided in Edmonton (39%) versus those who resided in rural areas (29%);
- Respondents who were very familiar with Alberta's access to information and privacy laws (50%) versus those who were somewhat familiar (34%) or not at all familiar (27%);
- Those who knew where to look for information about access to information and privacy rights under Alberta's laws (39%) versus those who did not or who were unsure (30%);
- 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 (42%) versus those who were not or who were unsure (31%);
- Respondents aged 18 to 34 years (42%) or 55 to 64 years old (38%) versus respondents aged 65 or older (28%);
- Respondents with children in their household (41%) versus respondents without children in their household (32%);
- Those who had some or completed university or post-graduate studies (38%) versus those who had some or completed high school (27%);
- Those who have access to the internet through a desktop computer (36%) versus those who do not (28%); and
- Those who have access to the internet through a smartphone (36%) versus those who do not (27%).

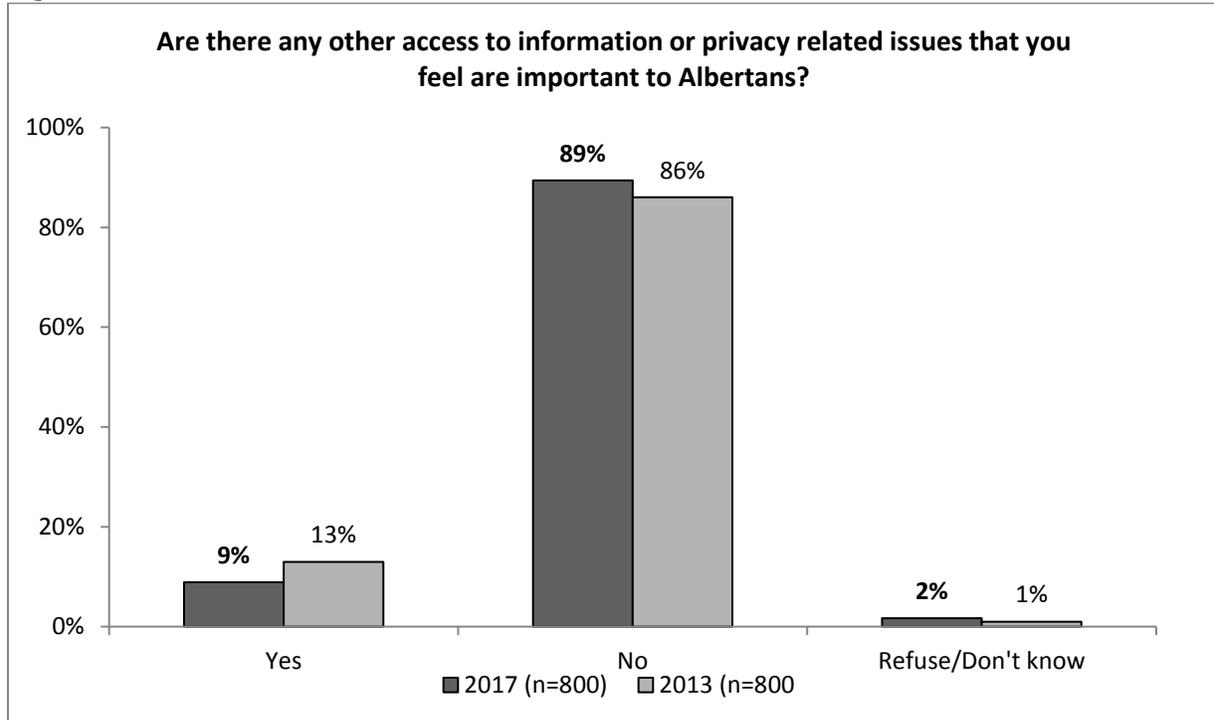
Respondent subgroups significantly more likely to rate **new technology** as an important (rating of 4 or 5 out of 5) access to information or privacy issue included:

- Respondents who were very familiar with Alberta's access to information and privacy laws (58%) versus those who were not at all familiar (53%);
- Respondents who had heard of the OIPC before (62%) versus respondents who had not or who were unsure (54%);
- 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 (66%) versus those who were not or who were unsure (55%);
- Respondents aged 35 to 54 years (64%) or 55 to 64 (61%) versus those aged 65 and over (52%);

- Those who had some or completed university or post-graduate studies (61%) or college (64%) versus those who had some or completed technical or vocational school (47%);
- Those who have access to the internet through tablets or laptops (60%) versus those who do not (48%); and
- Those who have access the internet through a smartphone (63%) versus those who did not (44%).

Nine percent (9%) of all respondents indicated that there were other issues related to access to information or privacy that are important to Albertans, while 89% of respondents indicated there were no other issues. See Figure 22, below.

Figure 22



The most common response from respondents who indicated that there were other issues related to **access to information or privacy listed the following as important to Albertans** was access/protection of medical information/records among general public and health providers (in general) (2%).

All respondents were asked to rate their level of agreement with the following statements in Figure 23 and Table 9 below, on a scale of 1 to 5 where 1 meant “strongly disagree” and 5 meant “strongly agree”. The majority of respondents (95%) agreed that it is important to protect the privacy of personal information and 91% of respondents agreed that it is important to protect the right to access information in Alberta.

Figure 23

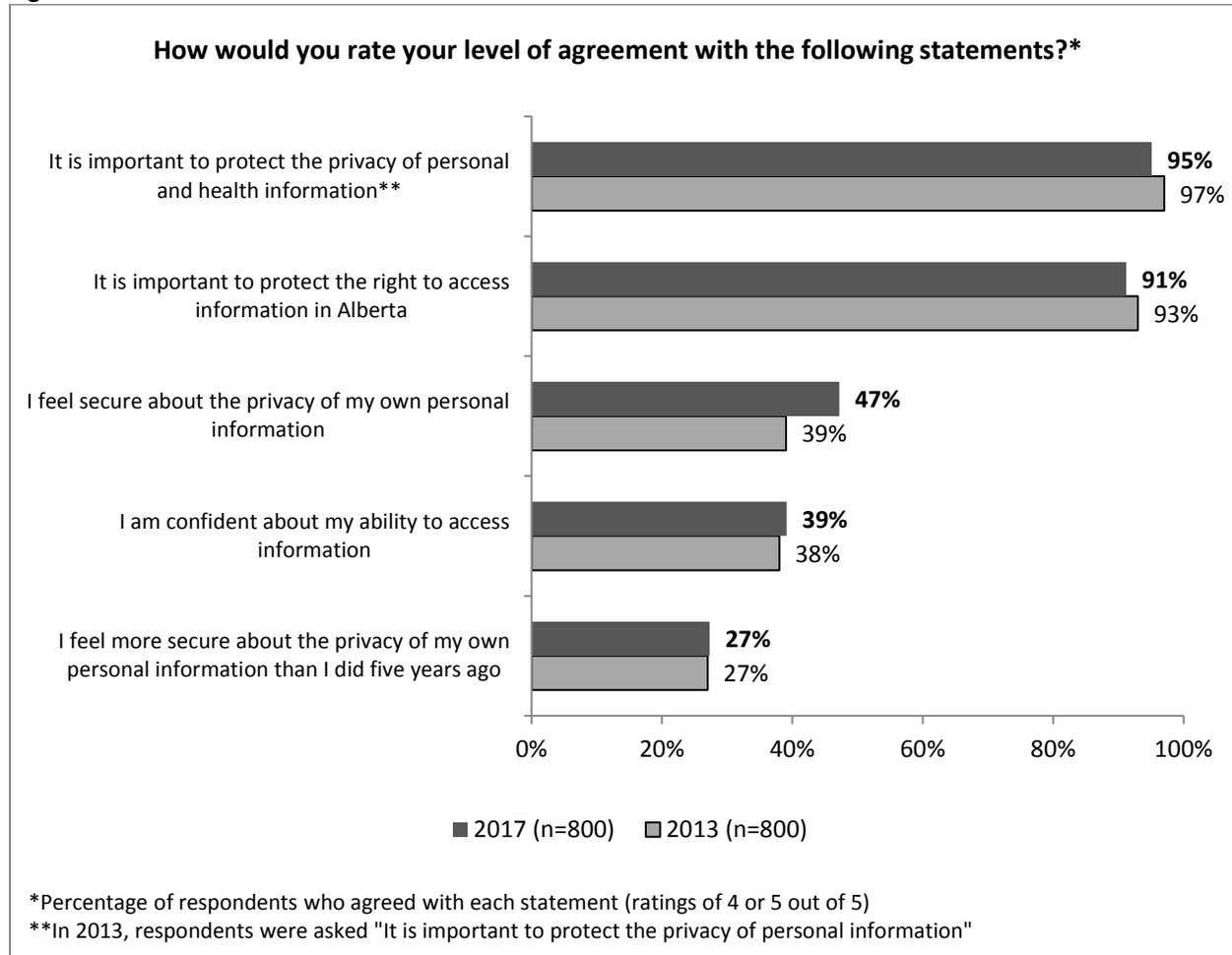


Table 9

How would you rate your level of agreement with the following: 2017 Results							
	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 and health information	85	10	3	1	1	<1	4.78
It is important to protect the right to access information in Alberta	80	11	5	2	1	1	4.69
I am confident about my ability to access information	20	19	37	15	9	-	3.26
I feel secure about the privacy of my own personal information	20	27	29	14	9	<1	3.36
I feel more secure about the privacy of my own personal information than I did five years ago.	15	13	27	21	22	2	2.76

Table 10

How would you rate your level of agreement with the following: 2013 Results							
	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 and health 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:

- Respondents who were somewhat familiar with Alberta’s access to information and privacy laws (96%) versus those who were not at all familiar (92%);
- Respondents aged 35 to 54 (97%) or 55 to 64 years (97%) versus those 65 years and over (92%);
- Those who have access the internet through a smartphone (96%) versus those who did not (92); and
- Those who completed the survey via cell phone (98%) versus those who completed the survey on a home phone (94%).

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 wished to be more informed (93%) versus those who felt comfortable with their current knowledge and understanding of the OIPC (87%);
- Respondents aged 18 to 34 (97%), 35 to 54 (93%), or 55 to 64 (95%) versus those aged 65 and over (86%);
- Those who have access to the internet through tablets or laptops (93%) versus those who do not (82%);
- Those who have access the internet through a smartphone (93%) versus those who did not (85%); and
- Those who completed the survey via cell phone (96%) versus those who completed the survey on a home phone (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:

- Those who were aware of laws intended to protect personal or health information (43%) versus those who were unaware (33%);
- Those who were aware of laws intended to provide individuals with the right to access their own personal, health, or government information (50%) versus those who were unaware (32%);
- Respondents who were very (74%) or somewhat (40%) familiar with Alberta’s access to information and privacy laws versus those who were not at all familiar (23%);
- Respondents who had heard of the OIPC before (45%) versus respondents who had not or who were unsure (32%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (54%) versus those who wished to be more informed (32%);
- 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 (28%);

- 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 (54%) versus those who were not or who were unsure (34%);
- Respondents aged 18 to 34 (52%) or 35 to 54 (43%) versus those aged 65 and older (33%);
- Those with children in their household (47%) versus those without children (37%); and
- Those who have access the internet through a smartphone (41%) versus those who did not (33%).

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:

- Respondents who were very (55%) or somewhat (49%) familiar with Alberta’s access to information and privacy laws versus those who were not at all familiar (38%);
- Those who felt comfortable with their current knowledge and understanding of the OIPC (57%) versus those who wished to be more informed (43%);
- 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 (54%) versus those who were not or who were unsure (45%);
- Those who did not have access to the internet through a desktop computer (55%) versus those who did (44%);

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:

- 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 (21%) or college (27%); and
- Those who completed the survey via cell phone (35%) versus those who completed the survey on a home phone (25%).

### 3.5 Demographic Profile

Table 11

Demographic Profile of Respondents		
	Percent of Respondents	
	2017 (n=800)	2013 (n=800)
<b>Respondent Age</b>		
18 to 24 years old	4	2
25 to 34 years old	6	6
35 to 44 years old	8	12
45 to 54 years old	16	22
55 to 64 years old	27	28
65 years and older	38	29
Refused	2	2
<b>Mean Respondent Age</b>	<b>58.6 Years</b>	<b>56.7 Years</b>
<b>Respondent Area of Residence</b>		
Edmonton	22	22
Calgary	31	30
Other Alberta cities	20	19
Rural Alberta	27	29
<b>Percentage of respondents with at least one household member belong to each age group</b>		
12 years of age and younger	13	16
Between 13 and 18 years old	10	13
Between 19 and 44 years old	33	35
Between 45 and 64 years old	51	58
65 years of age or older	46	36
Refused	1	1
<b>Mean household size</b>	<b>2.34 people</b>	<b>2.51 people</b>
<b>Employment Status of Respondents</b>		
Working full time, including self-employment (more than 30 hours per week)	35	48
Working part time, including self-employment (30 hours per week or less)	15	16
Homemaker	3	5
Student	1	1
Not employed	6	3
Retired	39	28
Refused	1	1
<b>Highest Level of Education Achieved</b>		
Less than high school	6	8
Graduated high school	21	16
Some or completed technical or vocational school	9	11
Some or completed college	22	21
Some or completed university	33	29
Post-graduate	9	15
Refused	1	1
<b>Percentage of respondents who access the internet using the following:</b>		
Desktop computer	71	75
Tablet or laptop computer	82	73
Smart phone	74	51

## **APPENDIX A - SURVEY INSTRUMENT**

**Office of the Information and Privacy Commissioner  
2017 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 in carrying out her 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.

If you have any questions about this survey, I can provide you with contact information for the Commissioner's office. **[If prompted, provide toll-free number - 1-888-878-4044 and direct respondents to the Director of Knowledge Management]**

**Landline Introduction**

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         | <b>Continue [GO TO F]</b>                                       |
| 2. Yes, I'll get him/her | <b>Repeat introduction and continue</b>                         |
| 3. Not now               | <b>Arrange call back and take the first name of the contact</b> |

**Cell Phone Introduction**

B. May I please confirm that we have reached you via cell phone?

- |                              |   |
|------------------------------|---|
| 1. Yes, this is a cell phone | <b>Continue</b>   |
| 2. No, this is a landline    | <b>Continue with landline intro, but remove from cell phone sample/count toward landline sample</b> |

C. Are you in a safe and legal position to speak with me? I would like to ensure that you are not currently driving or prohibited from speaking on your cell phone.

1. Yes **Continue**
2. No **Arrange callback:** When can I call you back? Would you prefer if I call you later on a landline?
  1. Yes, callback on cell phone **Schedule Callback**
  2. Yes, callback on landline **Record landline number and start again from landline intro [Count toward Cell Sample]**
  3. No **Thank and terminate**

D. For this study, I need to speak with someone 18 or older. May I confirm that you are at least 18?

1. Yes [**READ:** Are you comfortable speaking with me via cell phone, or would you prefer I call you back on a landline?]
  1. Yes, cell phone **Continue**
  2. Yes, landline **Record landline number and call back**
  3. No **Thank and terminate**
2. No [**READ:** Would it be possible to speak with a [**INSERT:** Male/Female] who is at least 18 years old? Do they have a landline or cell phone number we may reach them at?]
  1. Yes, landline **Record name and phone number, schedule callback, go to landline introduction**
  2. Yes, cell phone **Record name and phone number, schedule callback, go to cellphone introduction**
  3. No **Thank and terminate**

E. Before we continue, I would also like to confirm that this survey will not be conducted at a cost to you, for example by charging you long-distance. May I confirm that our time on the phone will not cost you anything?

- i. Yes, no charge **Continue**
- ii. No, there is a charge **Arrange callback: May I call you back on a landline so that we do not incur any costs for you?**
  1. Yes **Record landline number and schedule callback**
  2. No **Thank and terminate**

**IF "YES" TO ALL CELL PHONE QUESTIONS, CONTINUE TO INTRODUCTION [Q.F]**

**Introduction**

F. 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 | <b>Continue survey</b>               |
| 2. No              | <b>Arrange another callback time</b> |

G. In what part of the province do you live? [**PRECODE FROM SAMPLE, WATCH QUOTAS**]

- |  |              |
|--|--------------|
| 1. Edmonton                            | <b>n=200</b> |
| 2. Calgary                             | <b>n=200</b> |
| 3. Other Alberta Cities; Specify _____ | <b>n=200</b> |
| 4. Rural Alberta; Specify _____        | <b>n=200</b> |

H. Record gender [**WATCH QUOTAS**] [**DO NOT READ**]:

- a. Male
- b. Female

**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 their own personal or health information or government 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 of Alberta 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. Twitter
6. Publications or articles
7. Conferences
8. Through work/my job
9. Personal experience/have contacted the OIPC previously
10. 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] **[MULTIPLE RESPONSE]**

Pre-code list:

1. Online/Website
2. Contacted the OIPC office
3. Public presentations or forums
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. Blog
- C. Facebook page
- D. Twitter feed
- E. YouTube
- F. Newspapers, TV, Radio coverage
- G. Public presentations or forums
- H. Brochures/Pamphlets in public buildings
- I. 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 or transferring your data to service providers outside Canada)
  - B. Open Government (e.g. proactive disclosure, routine release of information)
  - C. Personal information sharing among public bodies, health care providers and private businesses
  - D. Access to personal/health information for research purposes
  - E. Businesses or governments using social media to communicate with you
  - F. Using your employer's equipment and technology (e.g. computer) for your personal use
  - G. Businesses or governments collecting and using personal information from social media (e.g. background checks)
  - H. Use of personal mobile devices at work (e.g. using your own cell phone for both personal and business purposes)
  - I. “Big Data” (i.e. businesses and governments collecting, compiling and analyzing vast amounts of personal information)
  - J. Children and youth privacy
  - K. Genetic information
  - L. Biometric identification (e.g. facial recognition, fingerprint, iris scans, etc.)
  - M. Surveillance (e.g. video surveillance, surveillance of Internet use, etc.)
  - N. Mobile device security
  - O. New technology (e.g. artificial intelligence, location tracking)
  - P. Identity theft/fraud
  - Q. Hacking, malware, ransomware, email phishing
  - R. Mobile apps or wearable devices that collect personal or health information
  - S. Vehicles collecting data on driving habits
  - T. Direct access to your own records via internet portals, mobile apps, etc.
  - U. Inappropriate access by employees into records containing personal or health information
  - V. Government requiring businesses to collect and/or provide personal/health information to government
  - W. Online behavioural targeting and/or marketing
  - X. Identity management (e.g. management of individual identifiers, their authentication, authorization, and privileges and/or 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 and health information
- D. I feel secure about the privacy of my own personal and health information
- E. I feel more secure about the privacy of my own personal and health 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.**