

# Canadians Comfortable with the Public Sector using Private Data

*With the proper privacy safeguards in place most Canadians support their personal data being used to improve the health care system.*

[TORONTO – April 8, 2013] - A majority of Canadians are open to using their personal and health care data in a number of fields, provided suitable privacy protection is in place, a new poll conducted by Angus Reid Public Opinion, a practice of Vision Critical, has found.

The offline survey of a representative national sample of 1015 Canadian adults was conducted by Angus Reid Public Opinion for CityAge Media ([cityage.org](http://cityage.org)). The full findings will be presented at The Data Effect, a summit to be held on April 17 at the Ottawa Convention Centre. The summit will draw leaders in government, the private sector, and researchers in the data field.

Nationally, 84 per cent of Canadians are supportive of using their personal data for health care research, and to improve the health care system. The same number also support giving personal data to their doctor, but only about half (45%) would consent to supplying the same information to private researchers or pharmaceutical companies.

## KEY FINDINGS

- **84% of Canadians are supportive of their personal data being used for health care research.**
- **Only 45% would consent to pharmaceutical companies having access to their personal data.**
- **83% support the government using public data to reduce the number of fraudulent claims and benefits.**

Full topline results are at the end of this release.

*From March 8-9 2013, Angus Reid Public Opinion conducted an online survey among 1,015 randomly selected Canadian adults who are Angus Reid Forum panelists. The margin of error — which measures sampling variability — is +/-3.1%, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.*

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Notably, a majority of Canadians (62 per cent) say they are open to having their personal data stored on a smart phone or a computer.

When it comes to sharing personal data with different levels of government, support is middling, with just over half endorsing the idea. However, support for using private personal data to strengthen public safety or improve government services is much higher. A strong majority support using public data to simplify government (73 per cent), individualize public services (76 per cent), improve tax collection (71 per cent) and reduce fraud in public services (83 per cent).

“At minimum, our data shows a need for more discussion and debate about how to use valuable personal data to improve society, while at the same time protecting individual privacy and rights,” says Shachi Kurl, Director of Communications at Angus Reid Public Opinion. “Our findings will set the tone for discussion at The Data Effect summit in Ottawa.”

“These findings show Canadians are eager to be leaders in the data age. If there is a sound system to protect privacy they want to be part of an ambitious vision to embrace the possibilities and potential of using data resources to drive innovation and economic growth,” says Miro Cernetig, co-founder of CityAge Media.

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### **About Angus Reid Public Opinion**

*[Angus Reid Public Opinion](#) is a public affairs practice headed by Dr. Angus Reid: an industry visionary who has spent more than four decades asking questions to figure out what people feel, how they think and who they will vote for. A team of talented and experienced practitioners with a unique and profound understanding of global issues conduct high quality research throughout the world on a daily basis for corporations, governments, academic researchers, and non-profit organizations.*

### **About Vision Critical®**

*[Vision Critical](#) is a global research and technology firm that creates software and services solutions for over 600 clients, including one third of the world's top 100 brands. The company has offices across North America, Europe and Australia as well as a Global Partner Program that provides other research companies and consultants with access to top-of-the-line technology. Its Sparq™ product is the most widely adopted community panel platform on the planet.*

**About CityAge:** *The Data Effect is a national dialogue exploring Canada's place in the data age. It is produced by CityAge, which organizes events and campaigns around North America that assemble*

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*thousands of public and private sector leaders from around the world to look at the business of city building. The next CityAge event will take place in Toronto, on May 16 and 17, and can be found at [www.cityage.tv/toronto](http://www.cityage.tv/toronto)*

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**For more information, please contact  
our spokesperson listed in the footnote.**

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If the proper privacy safeguards are in place, how would you feel about allowing your personal health care data to be used for each of the following?

<i>Total Support = Strongly/ Moderately Support</i>		<b>Gender</b>		<b>Age</b>		
	<b>TOTAL SUPPORT</b>	<b>Male</b>	<b>Female</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>
Research to improve the health care system	<b>84%</b>	88%	80%	87%	80%	86%
Health care research	<b>84%</b>	87%	81%	88%	80%	85%
Genetic research	<b>72%</b>	74%	70%	74%	68%	75%

How would you feel about allowing public data to be used by each of the following?

<i>Total Support = Strongly/ Moderately Support</i>		<b>Gender</b>		<b>Age</b>		
	<b>TOTAL SUPPORT</b>	<b>Male</b>	<b>Female</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>
Police forces	<b>63%</b>	62%	64%	66%	63%	60%
Your provincial government	<b>55%</b>	56%	54%	63%	50%	54%
The federal government	<b>54%</b>	55%	52%	57%	52%	52%
Your municipal government	<b>49%</b>	47%	50%	56%	48%	43%
Private industry	<b>31%</b>	29%	32%	34%	30%	29%

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<b>TOTAL SUPPORT</b>	<b>Male</b>	<b>Female</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>	
Reducing fraudulent claims and benefits?	83%	86%	79%	77%	83%	88%
Establishing tools to better tailor public services to you as an individual?	76%	79%	73%	73%	74%	81%
Sharing information across government ministries to simplify administration?	73%	76%	70%	71%	70%	79%
Executing a more efficient collection of taxes	71%	74%	68%	72%	67%	76%

If the proper privacy safeguards are in place, how would you feel about allowing your genetic data to be used by each of the following?

<i>Total Support = Strongly/ Moderately Support</i>	<b>Gender</b>		<b>Age</b>			
<b>TOTAL SUPPORT</b>	<b>Male</b>	<b>Female</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>	
Your doctor	85%	88%	82%	85%	82%	88%
Hospitals	77%	82%	72%	80%	74%	78%
University researchers	70%	70%	69%	74%	67%	69%
Government health agencies	61%	65%	57%	64%	56%	64%
Government researchers	57%	62%	53%	64%	51%	60%
Private researchers, such as pharmaceutical companies	44%	44%	45%	45%	44%	44%

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