



Measuring Canada's tolerance for government surveillance

November 2013

Methodology

- National online survey to gauge Canadians' opinion on online surveillance.
- 1,134 interviews among a representative cross-section of Canadian adults conducted by Ipsos Reid between between July 24 and July 28, 2013
- Poll is accurate to within +/- 3.4 percentage points, 19 times out of 20
- The full survey is available at <http://cira.ca/assets/Documents/Publications/onlinesurveillance.pdf>

Highlights

- The majority of Canadians are accepting of government monitoring of online activity (51%); that number rises to 77% if it is done so to prevent terrorist attacks.
- There is a distinct profile of those who tend to be more accepting of government monitoring activities:
 - Those who are more active in social media.
 - Those with more education.
 - Younger respondents.
- Most Canadians assume privacy loss once they are active online (68%) and feel that the benefits of being online outweigh the loss of privacy (55%).

Key findings

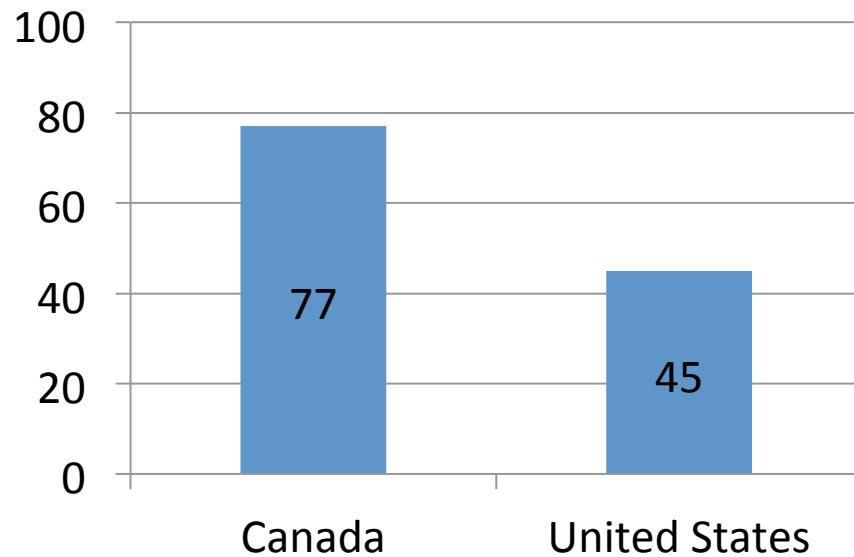
- 51% of Canadians find it either ‘acceptable in some circumstances’ (47%) or ‘completely acceptable’ (4%) for ‘governments to monitor everyone’s email and other online activities.’
- 49% say it is ‘completely unacceptable.’

Key findings

- 77% believe it is ‘completely acceptable’ (13%) or ‘acceptable in some circumstances’ (64%) for the government to monitor everyone’s online activities if it is to prevent terrorist attacks.
- 63% think companies and ISPs are tracking Internet activity.
- 20% ‘agree’ (3% strongly/17% somewhat) that they would ‘be willing to give up their Internet privacy if it would help business they deal with provide them with information about new products or sales they might be interested in.’

Canada vs. U.S.

The gov't should be able to monitor online activity to prevent terrorism (%)



Investigating terrorism is more important than privacy (%)

