



Press Release

Nine in Ten Canadians (92%) Believe in Right to Privacy Online

Majority Feel They Should Have Right to Remove a Link or False Information, as Two in Three Admit to Having Googled Someone Before Meeting Them in Person

Toronto, Ontario, April 5, 2018 — The overwhelming majority of Canadians (68% strongly/24% somewhat) agree that people should have the right to privacy online, a new Ipsos poll for Guaranteed Removals has found. This includes taking measures to protect one's online reputation. Nine in ten (92%) agree (63% strongly/29% somewhat) that people should have the right to remove a link or false information from the internet.

While a significant majority of all age groups are in favour of online privacy, support is strongest among Baby Boomers (95%) and Gen X'ers (92%), and slightly weaker among Millennials (88%).

Privacy concerns take on added significance in an environment where many of us look online for information about the people we meet. Two in three (64%) – rising to 76% among Millennials – admit they've Googled or searched for a business or person online before meeting them in person, whether for personal or business reasons.

Residents of Alberta (78%) and Atlantic Canada (78%) are the most likely to have searched online for information about someone before meeting them, though a majority of those living in British Columbia (67%), Ontario (61%), Saskatchewan and Manitoba (59%), and Quebec (57%) have done the same.

What's Being Said About Me?

With a majority looking online for information about others, it's little surprise that many Canadians are also wondering what facts about themselves may be lurking in various corners of the world wide web. More than half (57%) have Googled or searched for themselves to see what information is out there, while 43% claim to have never done so.

Millennials – the most likely group to have searched for others online – are also the most likely to have search for themselves: two in three (67%) have done so, just ahead of Gen X'ers (64%) and well ahead of Baby Boomers (43%).

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About the Study

These are some of the findings of an Ipsos poll conducted between March 29 and April 2, 2018 on behalf of Guaranteed Removals. For this survey, a sample of 1,001 Canadians aged 18+ was interviewed. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.5 percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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