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1. Existing laws and organizational practices provide sufficient protection of my personal information.

		Gender		AGE			REGION		
	Total	Male	Female	18-34	35-54	55+	Metro Vancouver	Vancouver Island	North/Interior
		A	B	C	D	E	A	B	C
Base: All Respondents (unwtd)	802	388	414	217	309	276	389	148	265
Base: All Respondents (wtd)	802	389	413	213	267	322	426	141	236
Yes	346	186	160	106	118	122	191	62	93
	43%	48%	39%	50%	44%	38%	45%	44%	40%
		B		E				*	
No	228	125	103	45	85	99	121	41	66
	28%	32%	25%	21%	32%	31%	28%	29%	28%
					C			*	
Don't know	228	78	150	62	64	101	114	37	76
	28%	20%	36%	29%	24%	31%	27%	26%	32%
			A					*	
Sigma	802	389	413	213	267	322	426	141	236
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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2. Organizations are open and transparent about how they collect and use my personal information.

		Gender		AGE			REGION		
	Total	Male	Female	18-34	35-54	55+	Metro Vancouver	Vancouver Island	North/Interior
		A	B	C	D	E	A	B	C
Base: All Respondents (unwtd)	802	388	414	217	309	276	389	148	265
Base: All Respondents (wtd)	802	389	413	213	267	322	426	141	236
Yes	266	134	132	91	74	101	142	39	85
	33%	35%	32%	43%	28%	31%	33%	28%	36%
No				DE				*	
	373	194	179	78	143	152	200	68	105
	47%	50%	43%	36%	54%	47%	47%	48%	45%
Don't know					C			*	
	163	61	102	44	50	69	84	33	45
	20%	16%	25%	21%	19%	21%	20%	24%	19%
Sigma			A					*	
	802	389	413	213	267	322	426	141	236
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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3. How concerned are you about an organization transferring your personal information from BC to organizations outside of Canada?

	Total	Gender		AGE			REGION		
		Male	Female	18-34	35-54	55+	Metro Vancouver	Vancouver Island	North/Interior
		A	B	C	D	E	A	B	C
Base: All Respondents (unwtd)	802	388	414	217	309	276	389	148	265
Base: All Respondents (wtd)	802	389	413	213	267	322	426	141	236
Top 2 Box (Net)	601	290	311	131	201	269	334	97	170
	75%	75%	75%	61%	75%	84%	78%	69%	72%
					C	CD		*	
1 - Very concerned (4)	270	123	146	38	90	141	154	44	71
	34%	32%	35%	18%	34%	44%	36%	32%	30%
					C	CD		*	
2 (3)	331	167	165	92	111	128	180	52	99
	41%	43%	40%	43%	42%	40%	42%	37%	42%
								*	
Bottom 2 Box (Net)	201	99	102	83	66	53	92	44	65
	25%	25%	25%	39%	25%	16%	22%	31%	28%
				DE	E			*	
3 (2)	155	70	84	52	57	45	70	38	47
	19%	18%	20%	25%	21%	14%	17%	27%	20%
				E				A*	
4 - Not concerned at all (1)	47	28	18	30	9	7	21	7	19
	6%	7%	4%	14%	3%	2%	5%	5%	8%
				DE				*	
Sigma	802	389	413	213	267	322	426	141	236
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3	3	3.1	2.7	3.1	3.3	3.1	3	2.9
					C	CD		*	
Std. Dev.	0.87	0.89	0.86	0.94	0.83	0.78	0.85	0.88	0.91
Std. Err.	0.03	0.05	0.04	0.06	0.05	0.04	0.04	0.07	0.06

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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4_1. How important do you consider the following items as components of general public education? - Resources for individuals regarding personal information and privacy rights

	Total	Gender		AGE			REGION		
		Male	Female	18-34	35-54	55+	Metro Vancouver	Vancouver Island	North/Interior
		A	B	C	D	E	A	B	C
Base: All Respondents (unwtd)	802	388	414	217	309	276	389	148	265
Base: All Respondents (wtd)	802	389	413	213	267	322	426	141	236
Top 2 Box (Net)	702	329	374	170	235	297	371	127	204
	88%	85%	90%	80%	88%	92%	87%	90%	87%
			A		C	C		*	
1 - Very important (4)	408	179	229	100	120	188	212	77	119
	51%	46%	55%	47%	45%	58%	50%	55%	50%
			A			D		*	
2 (3)	294	149	145	70	116	109	159	50	86
	37%	38%	35%	33%	43%	34%	37%	35%	36%
					C			*	
Bottom 2 Box (Net)	100	60	40	43	31	25	55	14	31
	12%	15%	10%	20%	12%	8%	13%	10%	13%
		B		DE				*	
3 (2)	91	53	38	39	27	25	52	12	26
	11%	14%	9%	18%	10%	8%	12%	8%	11%
				DE				*	
4 - Not important at all (1)	9	8	2	5	4	-	2	2	5
	1%	2%	*	2%	2%	-	1%	1%	2%
				E				*	
Sigma	802	389	413	213	267	322	426	141	236
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Mean	3.4	3.3	3.5	3.2	3.3	3.5	3.4	3.4	3.3
			A			CD		*	
Std. Dev.	0.73	0.77	0.68	0.83	0.72	0.64	0.72	0.7	0.76
Std. Err.	0.03	0.04	0.03	0.06	0.04	0.04	0.03	0.06	0.05

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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4_2. How important do you consider the following items as components of general public education? - Resources for individuals learning about how to protect their personal information

	Total	Gender		AGE			REGION		
		Male	Female	18-34	35-54	55+	Metro Vancouver	Vancouver Island	North/Interior
		A	B	C	D	E	A	B	C
Base: All Respondents (unwtd)	802	388	414	217	309	276	389	148	265
Base: All Respondents (wtd)	802	389	413	213	267	322	426	141	236
Top 2 Box (Net)	697	330	368	164	236	297	359	130	209
	87%	85%	89%	77%	89%	92%	84%	92%	89%
1 - Very important (4)					C	C		*	
	422	188	235	99	118	206	223	78	120
	53%	48%	57%	46%	44%	64%	52%	56%	51%
2 (3)						CD		*	
	275	142	133	65	118	92	136	51	88
	34%	37%	32%	31%	44%	28%	32%	36%	37%
Bottom 2 Box (Net)					CE			*	
	105	59	45	49	30	25	67	11	27
	13%	15%	11%	23%	11%	8%	16%	8%	11%
3 (2)				DE				*	
	95	51	44	45	26	24	61	9	25
	12%	13%	11%	21%	10%	7%	14%	7%	10%
4 - Not important at all (1)				DE				*	
	9	8	2	5	4	1	5	2	2
	1%	2%	*	2%	1%	*	1%	1%	1%
Sigma								*	
	802	389	413	213	267	322	426	141	236
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Mean	3.4	3.3	3.5	3.2	3.3	3.6	3.4	3.5	3.4
			A			CD		*	
Std. Dev.	0.74	0.78	0.7	0.85	0.71	0.64	0.77	0.68	0.71
Std. Err.	0.03	0.04	0.03	0.06	0.04	0.04	0.04	0.06	0.05

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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4_3. How important do you consider the following items as components of general public education? - Resources for individuals on obtaining help, information, and advice related to privacy

	Total	Gender		AGE			REGION		
		Male	Female	18-34	35-54	55+	Metro Vancouver	Vancouver Island	North/Interior
		A	B	C	D	E	A	B	C
Base: All Respondents (unwtd)	802	388	414	217	309	276	389	148	265
Base: All Respondents (wtd)	802	389	413	213	267	322	426	141	236
Top 2 Box (Net)	699	332	367	174	229	296	363	124	212
	87%	85%	89%	81%	86%	92%	85%	88%	90%
1 - Very important (4)						C		*	
	375	162	213	87	118	170	197	64	114
	47%	42%	52%	41%	44%	53%	46%	45%	48%
2 (3)			A			C		*	
	324	170	154	87	110	127	166	60	98
	40%	44%	37%	41%	41%	39%	39%	43%	42%
Bottom 2 Box (Net)								*	
	103	57	47	40	38	26	63	17	24
	13%	15%	11%	19%	14%	8%	15%	12%	10%
3 (2)				E				*	
	96	50	46	38	35	23	62	13	21
	12%	13%	11%	18%	13%	7%	15%	9%	9%
4 - Not important at all (1)				E	E			*	
	7	7	*	2	3	3	1	4	2
	1%	2%	*	1%	1%	1%	*	3%	1%
Sigma								A*	
	802	389	413	213	267	322	426	141	236
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Mean	3.3	3.3	3.4	3.2	3.3	3.4	3.3	3.3	3.4
			A			CD		*	
Std. Dev.	0.72	0.74	0.69	0.76	0.73	0.67	0.72	0.75	0.69
Std. Err.	0.03	0.04	0.03	0.05	0.04	0.04	0.04	0.06	0.04

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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4_4. How important do you consider the following items as components of general public education? - Targeted curriculum for K-12 schools relating to privacy rights

	Total	Gender		AGE			REGION		
		Male	Female	18-34	35-54	55+	Metro Vancouver	Vancouver Island	North/Interior
		A	B	C	D	E	A	B	C
Base: All Respondents (unwtd)	802	388	414	217	309	276	389	148	265
Base: All Respondents (wtd)	802	389	413	213	267	322	426	141	236
Top 2 Box (Net)	604	287	318	147	210	247	323	114	167
	75%	74%	77%	69%	79%	77%	76%	81%	71%
					C			*	
1 - Very important (4)	281	130	151	66	88	127	151	49	80
	35%	33%	36%	31%	33%	40%	35%	35%	34%
								*	
2 (3)	324	157	167	81	122	120	172	65	87
	40%	40%	40%	38%	46%	37%	40%	46%	37%
								*	
Bottom 2 Box (Net)	198	102	95	66	57	75	103	26	68
	25%	26%	23%	31%	21%	23%	24%	19%	29%
				D				*	
3 (2)	168	82	86	60	50	58	93	21	55
	21%	21%	21%	28%	19%	18%	22%	15%	23%
				DE				*	
4 - Not important at all (1)	29	20	9	6	7	17	10	5	13
	4%	5%	2%	3%	2%	5%	2%	4%	6%
								*	
Sigma	802	389	413	213	267	322	426	141	236
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Mean	3.1	3	3.1	3	3.1	3.1	3.1	3.1	3
								*	
Std. Dev.	0.84	0.87	0.81	0.84	0.78	0.88	0.81	0.8	0.9
Std. Err.	0.03	0.04	0.04	0.06	0.05	0.05	0.04	0.07	0.06

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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4_5. How important do you consider the following items as components of general public education? - Targeted curriculum for post-secondary schools relating to privacy rights

	Total	Gender		AGE			REGION		
		Male	Female	18-34	35-54	55+	Metro Vancouver	Vancouver Island	North/Interior
		A	B	C	D	E	A	B	C
Base: All Respondents (unwtd)	802	388	414	217	309	276	389	148	265
Base: All Respondents (wtd)	802	389	413	213	267	322	426	141	236
Top 2 Box (Net)	623	289	334	159	208	256	326	113	183
	78%	74%	81%	74%	78%	79%	77%	81%	78%
								*	
1 - Very important (4)	300	125	174	78	87	134	151	57	91
	37%	32%	42%	37%	33%	42%	36%	41%	39%
			A					*	
2 (3)	324	164	160	81	121	122	175	56	93
	40%	42%	39%	38%	45%	38%	41%	40%	39%
								*	
Bottom 2 Box (Net)	179	100	79	55	58	66	99	27	52
	22%	26%	19%	26%	22%	21%	23%	19%	22%
								*	
3 (2)	159	86	72	51	54	54	85	25	49
	20%	22%	18%	24%	20%	17%	20%	18%	21%
								*	
4 - Not important at all (1)	20	14	7	4	4	12	15	2	3
	3%	4%	2%	2%	2%	4%	3%	2%	1%
								*	
Sigma	802	389	413	213	267	322	426	141	236
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Mean	3.1	3	3.2	3.1	3.1	3.2	3.1	3.2	3.1
			A					*	
Std. Dev.	0.81	0.83	0.79	0.82	0.77	0.84	0.83	0.78	0.79
Std. Err.	0.03	0.04	0.04	0.06	0.05	0.05	0.04	0.07	0.05

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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4. How important do you consider the following items as components of general public education? - Top 2 Box Summary

	Total	Gender		AGE			REGION		
		Male	Female	18-34	35-54	55+	Metro Vancouver	Vancouver Island	North/Interior
		A	B	C	D	E	A	B	C
Base: All Respondents (unwtd)	802	388	414	217	309	276	389	148	265
Base: All Respondents (wtd)	802	389	413	213	267	322	426	141	236
Resources for individuals regarding personal information and privacy rights	702	329	374	170	235	297	371	127	204
	88%	85%	90%	80%	88%	92%	87%	90%	87%
			A		C	C		*	
Resources for individuals learning about how to protect their personal information	697	330	368	164	236	297	359	130	209
	87%	85%	89%	77%	89%	92%	84%	92%	89%
					C	C		*	
Resources for individuals on obtaining help, information, and advice related to privacy	699	332	367	174	229	296	363	124	212
	87%	85%	89%	81%	86%	92%	85%	88%	90%
						C		*	
Targeted curriculum for K-12 schools relating to privacy rights	604	287	318	147	210	247	323	114	167
	75%	74%	77%	69%	79%	77%	76%	81%	71%
					C			*	
Targeted curriculum for post-secondary schools relating to privacy rights	623	289	334	159	208	256	326	113	183
	78%	74%	81%	74%	78%	79%	77%	81%	78%
								*	

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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4. How important do you consider the following items as components of general public education? - Bottom 2 Box Summary

	Total	Gender		AGE			REGION		
		Male	Female	18-34	35-54	55+	Metro Vancouver	Vancouver Island	North/Interior
		A	B	C	D	E	A	B	C
Base: All Respondents (unwtd)	802	388	414	217	309	276	389	148	265
Base: All Respondents (wtd)	802	389	413	213	267	322	426	141	236
Resources for individuals regarding personal information and privacy rights	100	60	40	43	31	25	55	14	31
	12%	15%	10%	20%	12%	8%	13%	10%	13%
		B		DE				*	
Resources for individuals learning about how to protect their personal information	105	59	45	49	30	25	67	11	27
	13%	15%	11%	23%	11%	8%	16%	8%	11%
				DE				*	
Resources for individuals on obtaining help, information, and advice related to privacy	103	57	47	40	38	26	63	17	24
	13%	15%	11%	19%	14%	8%	15%	12%	10%
				E				*	
Targeted curriculum for K-12 schools relating to privacy rights	198	102	95	66	57	75	103	26	68
	25%	26%	23%	31%	21%	23%	24%	19%	29%
				D				*	
Targeted curriculum for post-secondary schools relating to privacy rights	179	100	79	55	58	66	99	27	52
	22%	26%	19%	26%	22%	21%	23%	19%	22%
								*	

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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5. Choose the statements that best reflect your knowledge of your privacy rights

		Gender		AGE			REGION		
	Total	Male	Female	18-34	35-54	55+	Metro Vancouver	Vancouver Island	North/Interior
		A	B	C	D	E	A	B	C
Base: All Respondents (unwtd)	802	388	414	217	309	276	389	148	265
Base: All Respondents (wtd)	802	389	413	213	267	322	426	141	236
I am aware of BC's Personal Information Protection Act	260	132	127	85	85	90	141	39	80
	32%	34%	31%	40%	32%	28%	33%	27%	34%
I am aware of BC's Information and Privacy Commissioner				E				*	
	248	139	110	52	66	131	139	45	65
	31%	36%	27%	24%	25%	41%	33%	32%	28%
I am aware that I can request access to my personal information from businesses		B				CD		*	
	268	142	126	65	96	107	145	42	81
I am aware of the right to file a complaint relating to the handling of my personal information	323	168	154	72	104	147	174	64	85
	40%	43%	37%	34%	39%	46%	41%	45%	36%
						C		*	
None of these	267	113	154	78	90	99	136	48	84
	33%	29%	37%	37%	34%	31%	32%	34%	36%
Sigma								*	
	1366	695	671	352	441	573	734	237	395
	170%	179%	162%	165%	165%	178%	173%	168%	168%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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