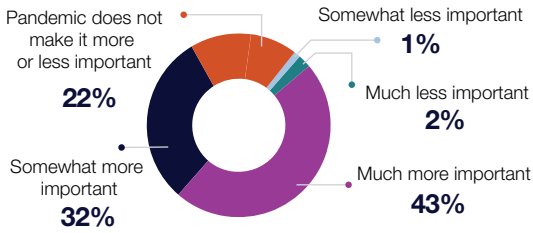


Canadians' Perspectives on Digital Identity

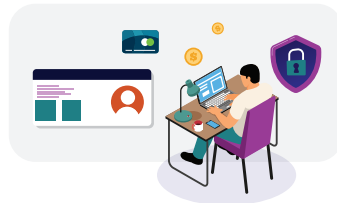
9 in 10 Canadians are supportive of digital ID.



The Pandemic has made digital ID more important than ever.



A significant majority of Canadians believe that digital ID is important to the digital economy.



Canadians want to learn more about digital identity.

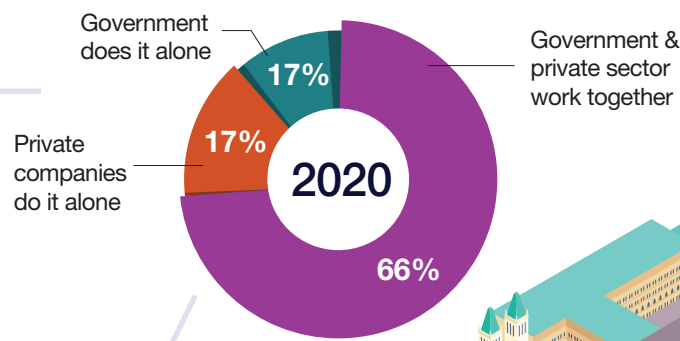


Canadians are looking to their elected officials to make digital ID a priority.

4 in 5 Canadians believe that it is somewhat/ very important that governments move quickly to enable safe and secure digital ID for all Canadians. Respondents are looking to both the federal and provincial governments to take action.

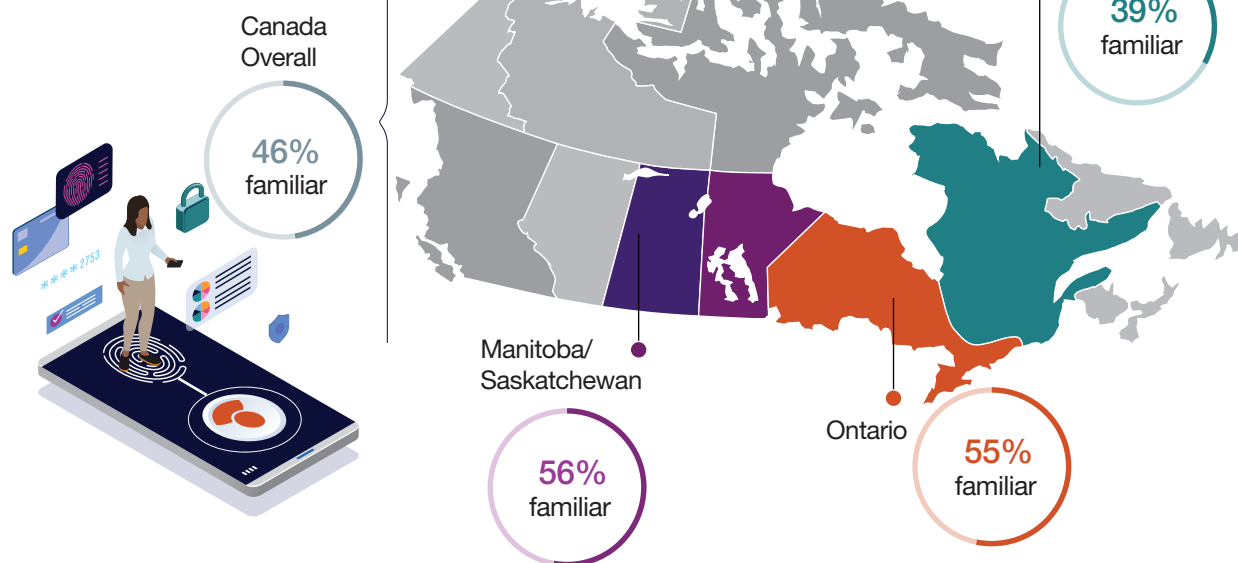
Similar to 2019, 1 out of 2 Canadians continue to be familiar with the concept of "digital identity".

A significant majority of Canadians believe that a collaboration between governments and the private sector is the best approach for creating a pan-Canadian digital ID framework.



Key Regional Insights

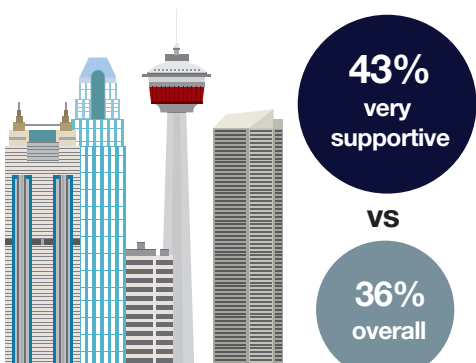
When it comes to "Digital identity", Ontario and Manitoba/Saskatchewan have the highest level of familiarity with the concept.



Quebec residents are more likely to consider it "very important" that their provincial government move quickly on digital ID.



Albertans are the most supportive of the digital ID concept after reading a description of how digital ID would facilitate the redistribution of personal support to those who need it most.



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The Digital ID and Authentication Council of Canada