

Canadian Digital Identity Research 2021

March 2022

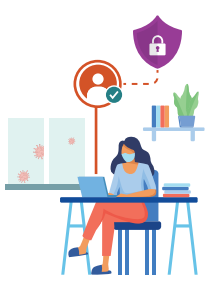
Canadians want access to data about them.

FEDERAL & PROVINCIAL GOVERNMENTS

91%
Agree

PRIVATE COMPANIES

86%
Agree



Two-thirds of Canadians (68%) feel that the COVID-19 pandemic has made it more important to have a digital ID.

8-in-10 Canadians are supportive of digital ID.

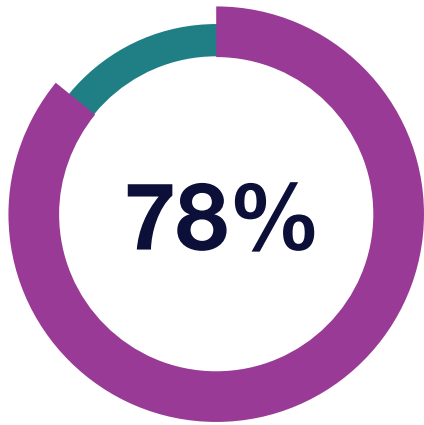


Parents and senior caretakers expressed the most significant interest (79%) in leveraging digital ID to complete various tasks.

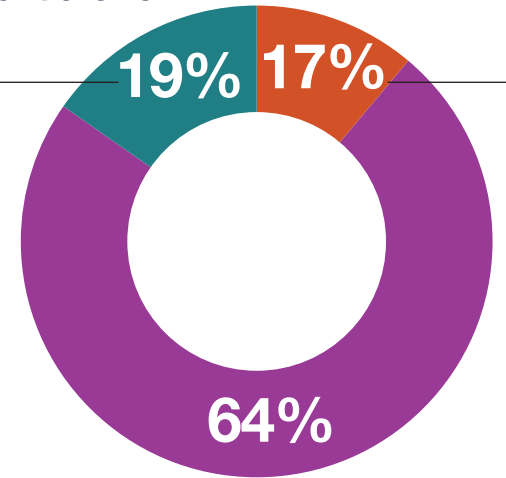


Canadians want federal AND provincial governments to move quickly to enable a trusted and secure digital ID

Canadians are looking for governments and the private sector to collaborate to make digital ID work for Canadians



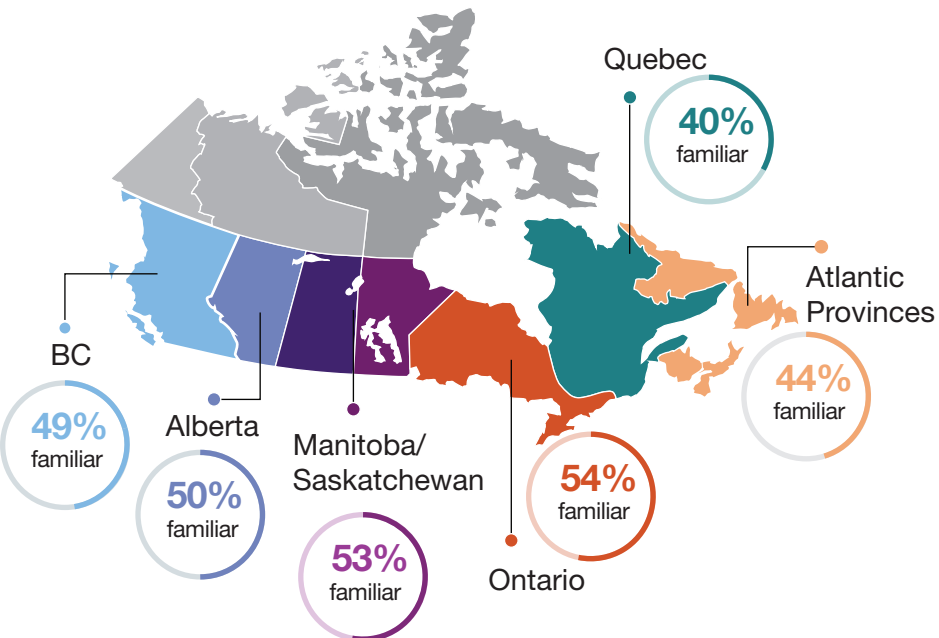
Private companies do it alone



Government & private sector work together



Key Regional Insights



Quebec respondents are least likely to be **extremely or somewhat familiar with the concept of “digital identity”** (40%, other regions ranging from 49-54%).

Over half of Canadians are **extremely or somewhat familiar with the concept of a digital wallet.**



Albertans are most likely to have used a digital wallet (46%).



Similar to previous years, ~half of Canadians are **familiar with the concept of “digital identity”**.

Join the DIACC

Be part of the world-leading community unlocking economic and social opportunities for all by building a robust, secure, interoperable, and privacy-enhancing digital identification and authentication ecosystem.

Contact

The Digital ID and Authentication Council of Canada

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