

Data Strategy Survey



Top-line Report

Introduction

This report contains the top-line findings from the recent Data Strategy Survey. The report also includes notes on each slide highlighting important variations across different subgroups.

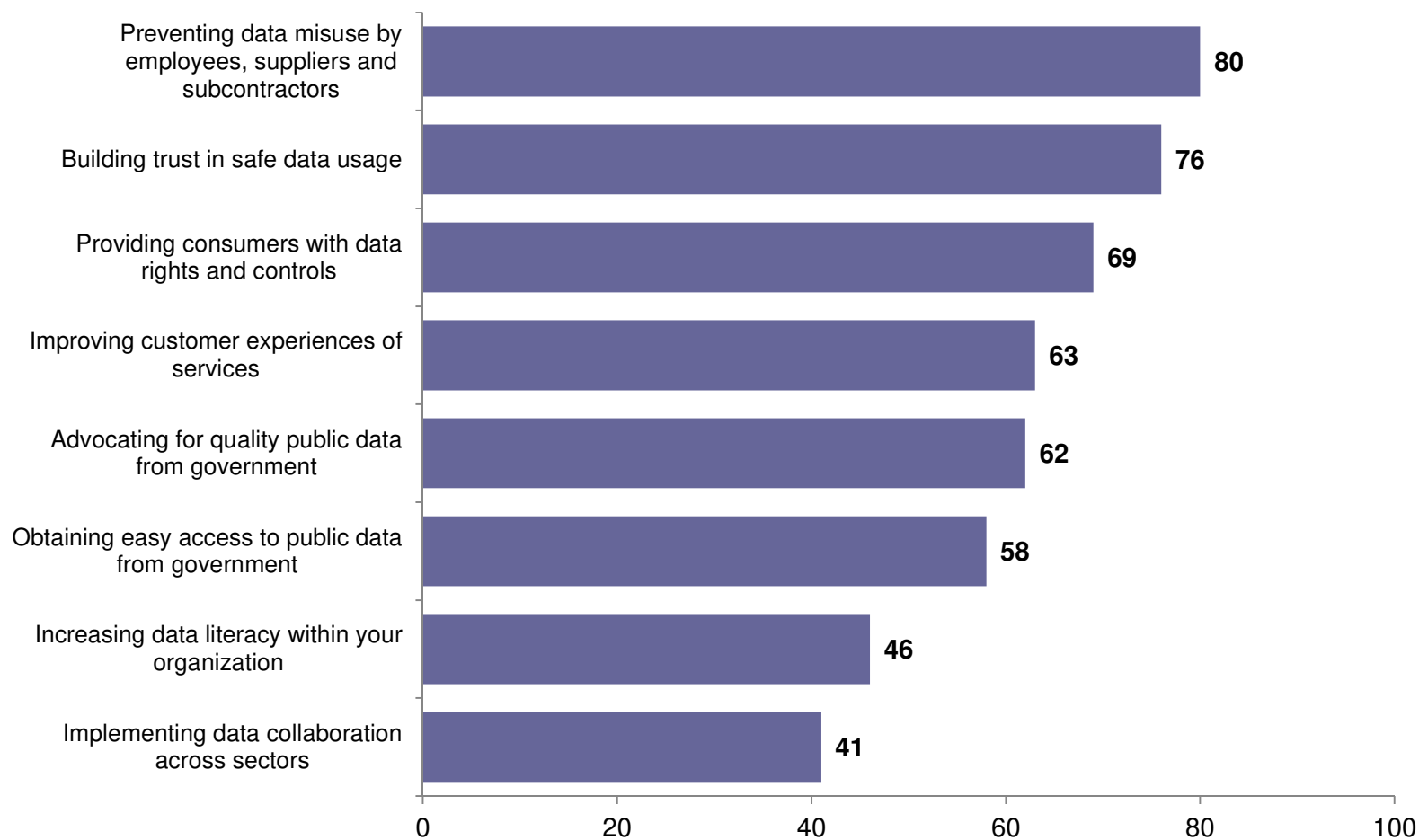
- The survey was conducted between July 8 and 29, 2019.
- In total, 780 respondents completed the survey. The margin of error for this sample is +/- 3.51 per cent, 19 times out of 20.

As a top-line report, the results are ordered by the sequence in which the questions appeared in the survey.

Businesses Data Priorities

In the new data economy, what priority should businesses place on each of the following principles to ensure Canada maximizes the value of the data it generates?*

Top-two box responses

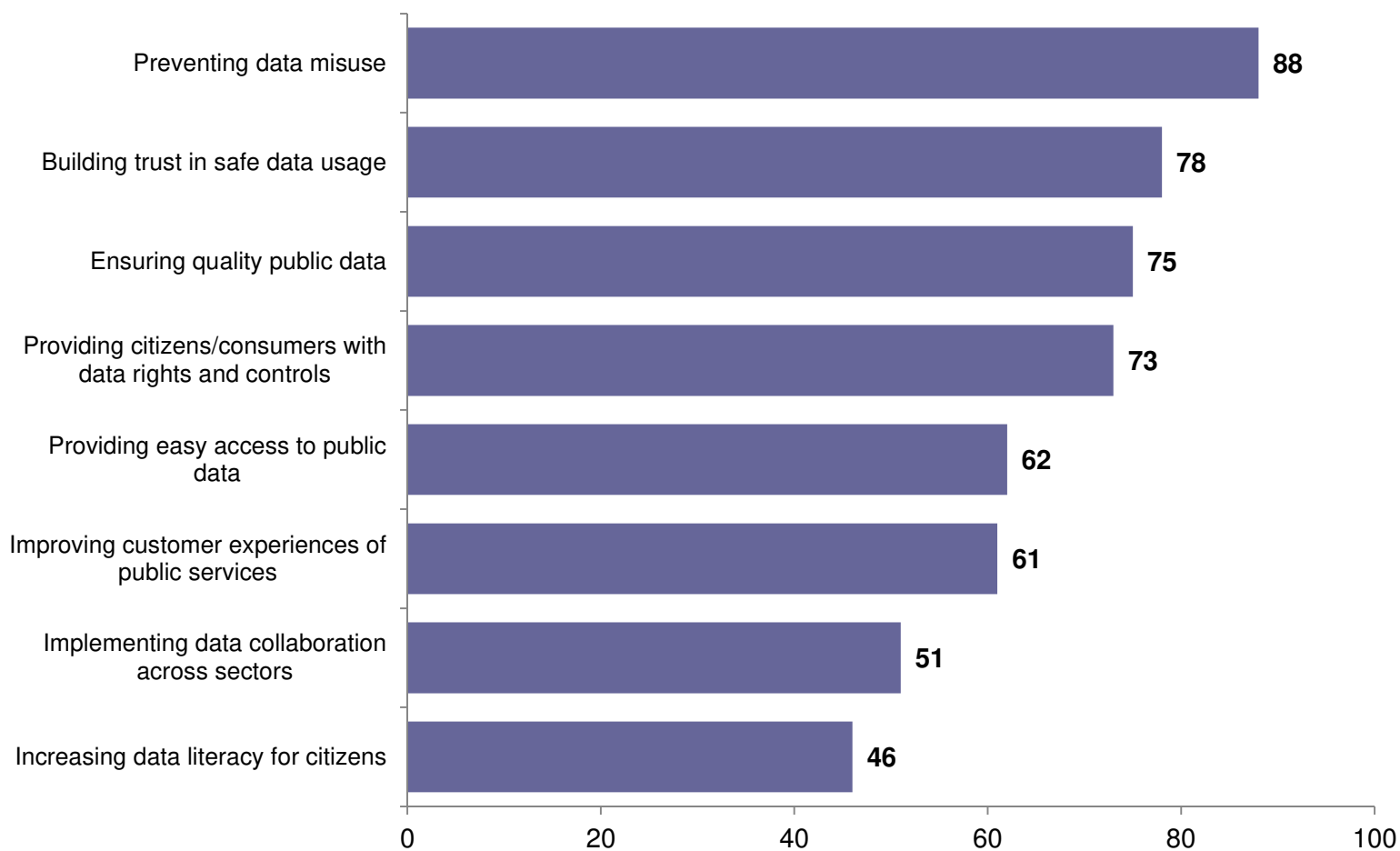


Base: all (n=780); percentages

Policymakers Data Priorities

Thinking now about government, what priority should policymakers place on each of the following principles to ensure Canada maximizes the value of the data it generates?*

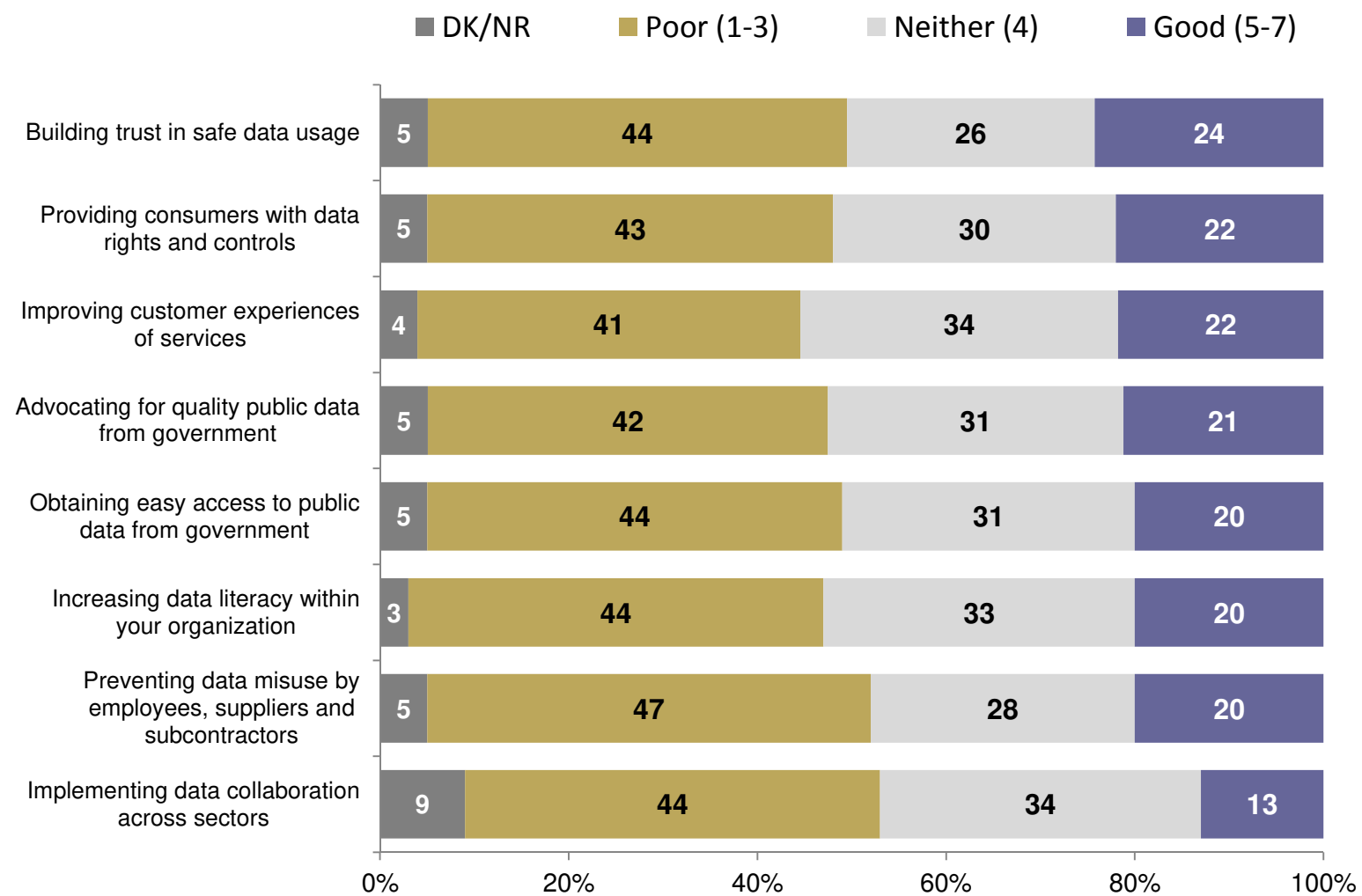
Top-two box responses



Base: all (n=780); percentages

Canada's State of Data Priorities

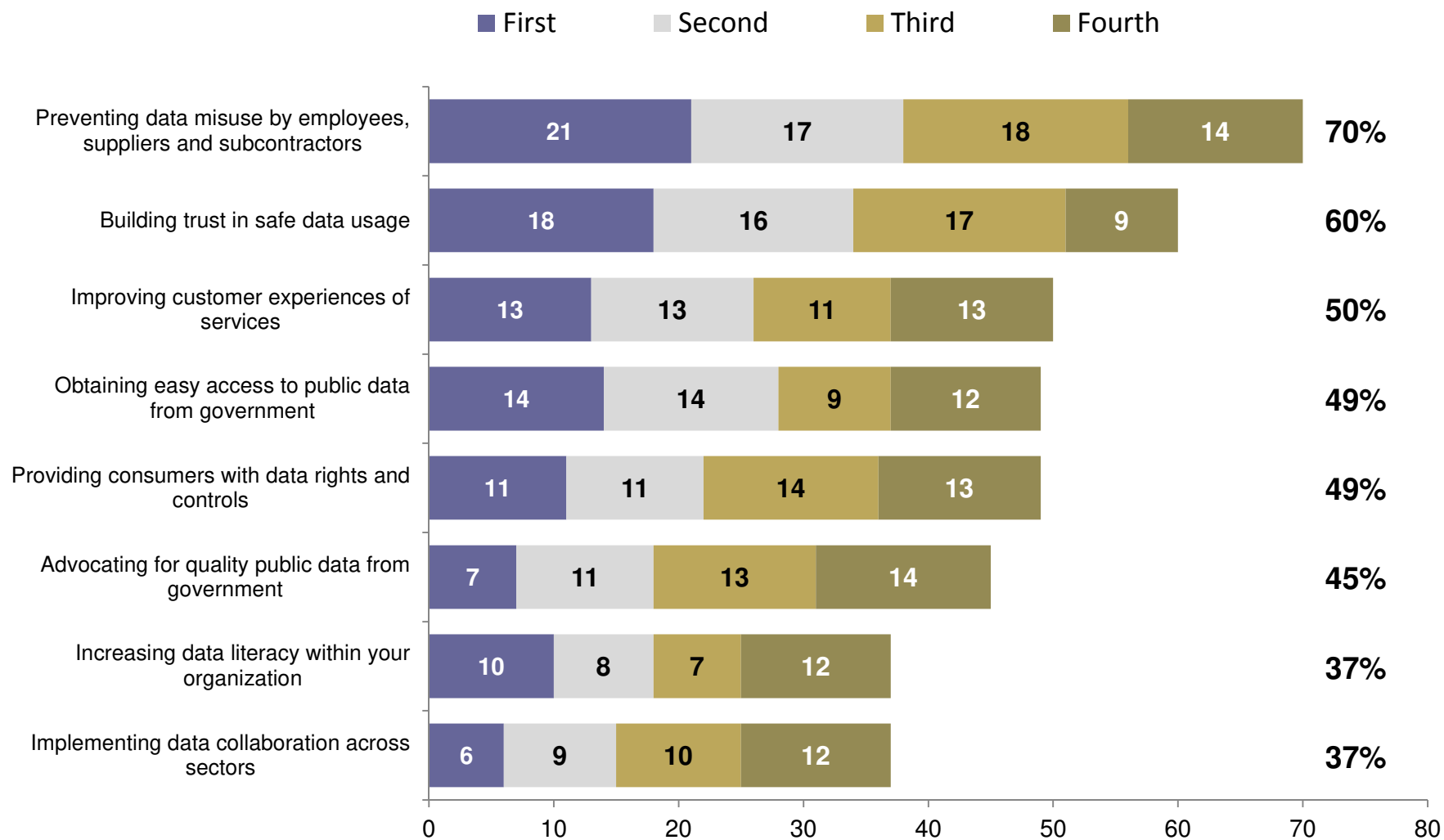
From your organization's perspective, how do you assess Canada's current state on achieving each of these priorities?



Base: all (n=780); percentages

Top Four Forced Ranking of Data Priorities

From the following list, please rank the top four areas that you think are the most important for your organization to succeed in the data economy, keeping in mind that by data economy we mean enabling the full potential of digital data to benefit the economy and society.

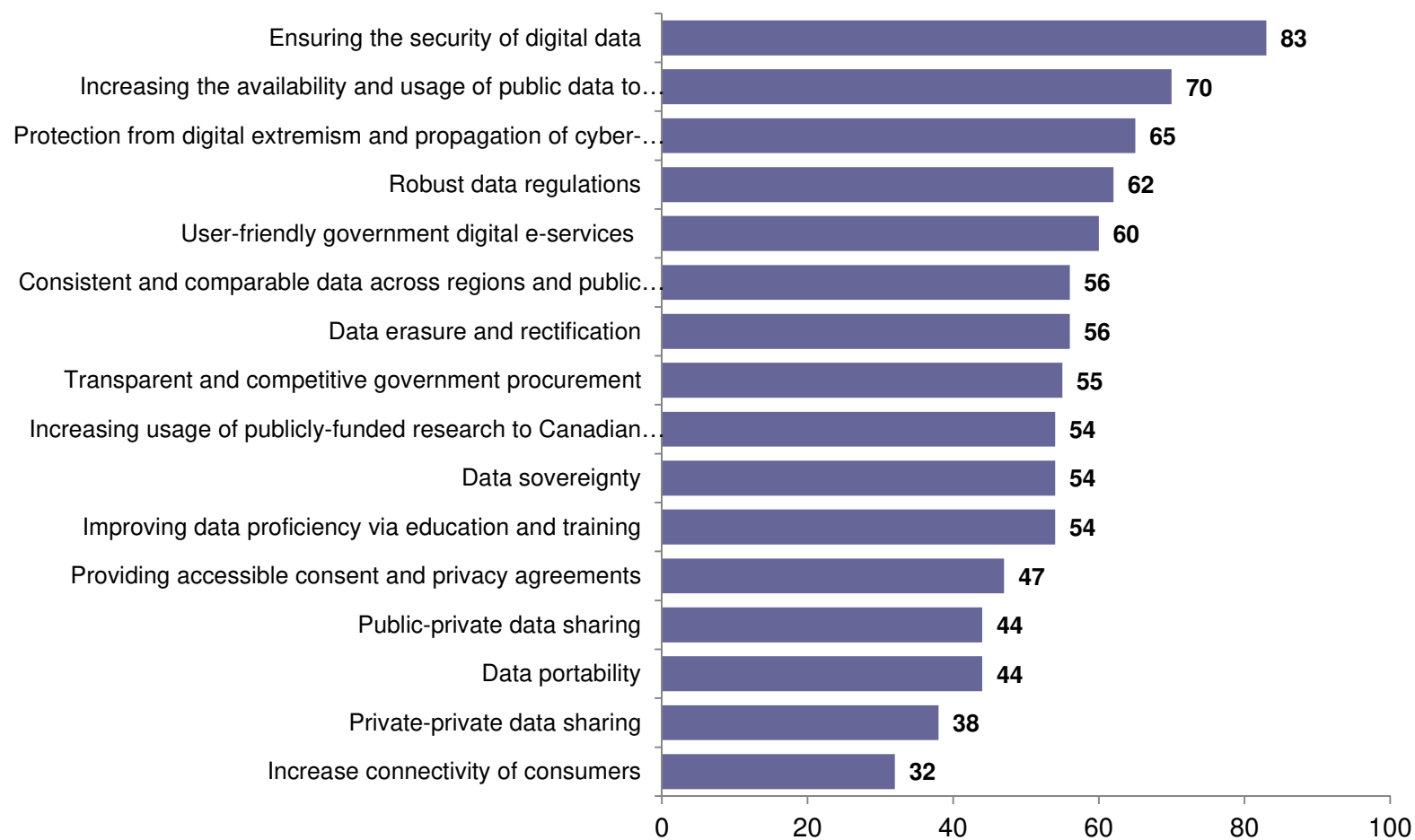


Base: all (n=780); percentages

Potential Actions for Benefiting from Data Economy

What is the potential for each of the following actions to enable Canadians to benefit from the new data economy?

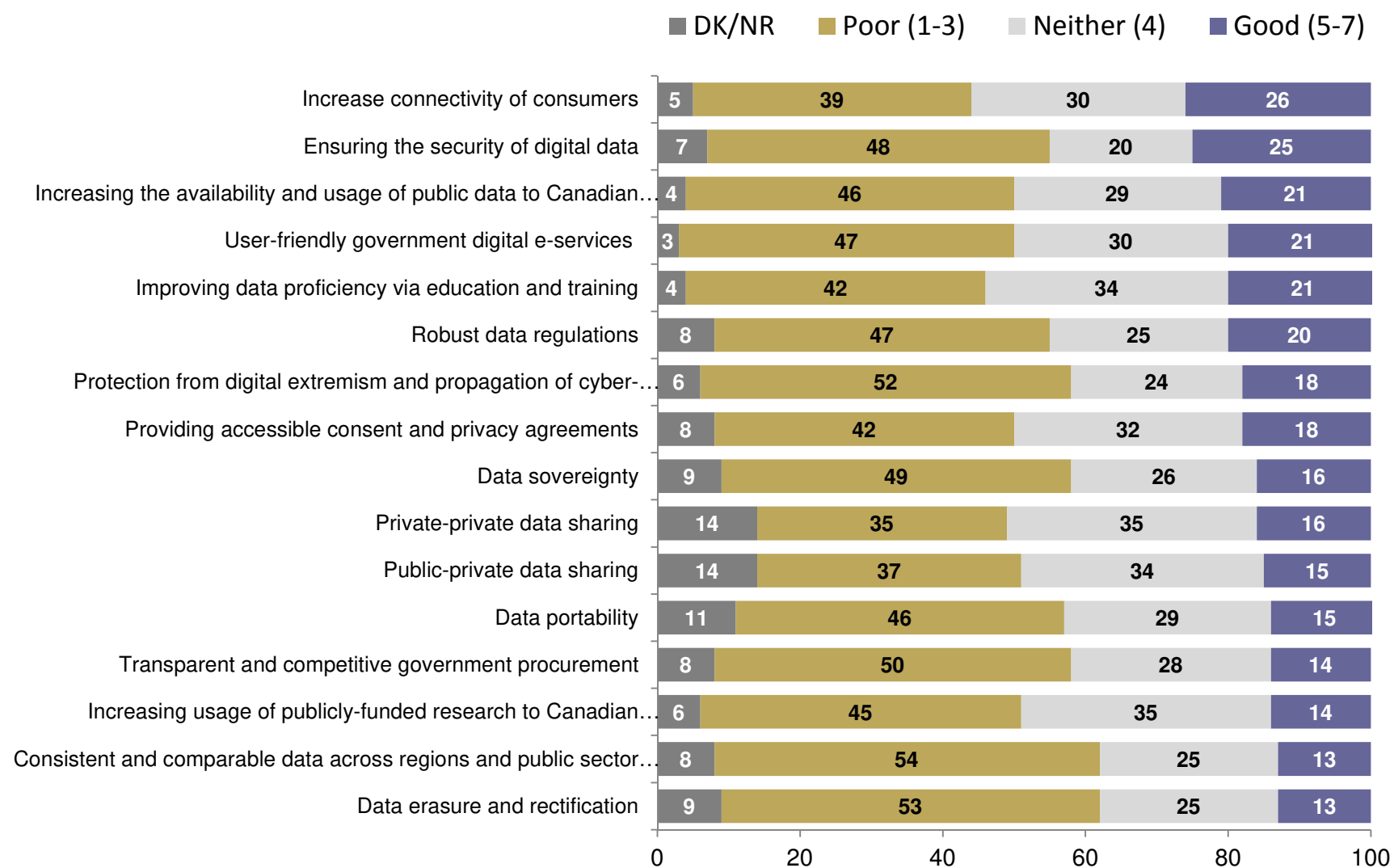
Top-two box responses



Base: screened based on forced ranking question (n=367 to 605); percentages

Canada's Performance on Priorities

Finally, how do you assess Canada's current performance for these prioritized items?



Base: screened based on forced ranking question (n=367 to 605); percentages



Modus

R E S E A R C H

