Table of Contents

Q17. [SUMMARY - AGREE] To what extent do you agree or disagree with the following:

Q17. [SUMMARY - DISAGREE] To what extent do you agree or disagree with the following:

Q17_1. [I trust that all digital data breaches are properly disclosed to consumers and not kept secret] To what extent do you agree or disagree with the following:

Q17_2. [Digital data security is a top priority for me when choosing who to do business with] To what extent do you agree or disagree with the following:

Q17_3. [Data breaches are no big deal and are blown out of proportion] To what extent do you agree or disagree with the following:

Q17_4. [I am concerned that private personal information about my organization is out there on the internet somewhere] To what extent do you agree or disagree with the following:

Q17_5. [Companies are getting better at protecting their customers' personal and sensitive information] To what extent do you agree or disagree with the following:

Q17_6. [Companies need to do more to show employees and consumers how they're protecting personal information] To what extent do you agree or disagree with the following:

Q18. If your company were to suffer a data breach and your customers' personal data were compromised, how do you think your customers would be likely to respond?

QResp_gender. Are you...?

QQUOTAGERANGE.

QHCAL_Region1_Code_CA. CA Region

QD3A. Is your business or organization public or private owned?

Qcountry.

19-026776 Security Tracker 2017

Table: 1

QS1_1. [Are you a small-business owner or operator?] Please answer 'yes' or 'no' to the following questions:

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
Yes	1056	525	530	253	416
	96%	95%	97%	92%	95%
			A		
No	44	30	14	21	23
	4%	5%	3%	8%	5%
		B		E	E
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

55+	Region						Sample Type	
	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
387	139	114	77	399	252	75	1000	56
100%	97%	94%	100%	95%	95%	98%	100%	56%
CD			*			*	M	*
1	4	7	-	19	12	2	-	44
*	3%	6%	-	5%	5%	2%	-	44%
			*			*		L*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
918	82	30	11	14	385	200	172	120
100%	100%	76%	47%	39%	100%	98%	95%	98%
PR	PR*	R*	**	*	TUVXY	XY	XY	XY
-	-	10	12	22	-	4	9	2
-	-	24%	53%	61%	-	2%	5%	2%
	*	NO*	**	NOP*		S	S	S
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
52	52	73	143	219	97	135	71	391
100%	87%	77%	98%	93%	87%	96%	97%	99%
XY*	*	*	b			b	b*	abc
-	8	22	4	15	14	6	2	3
-	13%	23%	2%	7%	13%	4%	3%	1%
*	STUVW*	STUVW*		e	Zcde	e	*	
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%

Table: 2

QS1_2. [Are you a senior executive at your company or organization (commonly referred to as a 'C-Suite' level employe

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
Yes	789	419	370	207	307
	72%	75%	68%	76%	70%
		B			
No	311	137	174	66	132
	28%	25%	32%	24%	30%
			A		
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

e)?] Please answer 'yes' or 'no' to the following questions:

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
275	99	87	62	312	170	59	689	100
71%	69%	72%	80%	75%	64%	76%	69%	100%
			J*	J		*		L*
113	44	34	15	106	94	18	311	-
29%	31%	28%	20%	25%	36%	24%	31%	-
			*		HI	*	M	*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
624	65	40	23	37	217	149	143	99
68%	78%	100%	100%	100%	57%	73%	79%	81%
	*	NO*	**	NO*		S	S	S
293	18	-	-	-	167	54	38	23
32%	22%	-	-	-	43%	27%	21%	19%
PR	PR*	*	**	*	TUVWXY	WY	Y	Y
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%

e	$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Industry Sector					
				Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
	W	X	Y	Z	a	b	c	d	e
	52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
	52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
	46	47	88	110	184	91	96	56	252
	87%	77%	92%	75%	78%	82%	68%	77%	64%
	ST*	S*	STUVX*	e	ce	ce		e*	
	7	14	7	36	51	20	45	17	142
	13%	23%	8%	25%	22%	18%	32%	23%	36%
	*	Y*	*				ab	*	Zabd
	52	60	95	146	234	111	141	73	394
	100%	100%	100%	100%	100%	100%	100%	100%	100%

19-026776 Security Tracker 2017

Table: 3

QD1. How many employees does your organization employ?

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
	784	356	427	113	306
10 or less	71%	64%	79%	41%	70%
			A		C
	134	79	55	59	57
11-50	12%	14%	10%	21%	13%
		B		DE	E
	82	55	27	51	28
51-99	7%	10%	5%	19%	6%
		B		DE	E
	40	23	17	19	20
100 - 249	4%	4%	3%	7%	5%
				E	E
	23	15	8	11	11
250 - 499	2%	3%	1%	4%	3%
				E	E
	37	27	10	21	16
500 or more	3%	5%	2%	8%	4%
		B		DE	E
	1100	556	544	273	439
Sigma	100%	100%	100%	100%	100%
Summary					
	1000	491	509	222	392
99 or less	91%	88%	94%	81%	89%
			A		C
	100	65	35	51	47
100 or more	9%	12%	6%	19%	11%
		B		DE	E

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

55+	Region						Sample Type	
	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
365	110	89	64	289	176	56	784	-
94%	77%	74%	83%	69%	66%	72%	78%	-
CD	J		IJ*			*	M	*
18	16	11	5	57	38	8	134	-
5%	11%	9%	7%	14%	14%	10%	13%	-
			*			*	M	*
3	8	13	8	31	19	4	82	-
1%	5%	10%	10%	7%	7%	5%	8%	-
			*			*	M	*
1	4	2	-	14	15	5	-	40
*	3%	2%	-	3%	6%	6%	-	40%
			*			H*		L*
1	3	3	-	10	5	2	-	23
*	2%	2%	-	2%	2%	2%	-	23%
			*			*		L*
-	3	4	-	16	11	3	-	37
-	2%	3%	-	4%	4%	4%	-	37%
			*			*		L*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%
386	133	112	77	377	233	67	1000	-
100%	93%	93%	100%	90%	88%	88%	100%	-
CD			FGIJK*			*	M	*
2	10	9	-	41	31	10	-	100
*	7%	7%	-	10%	12%	12%	-	100%
	H	H	*	H	H	H*		L*

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
784	-	-	-	-	369	164	126	77
85%	-	-	-	-	96%	80%	69%	63%
OPR	*	*	**	*	TUVWXY	UVWXY	WXY	WXY
134	-	-	-	-	11	19	25	20
15%	-	-	-	-	3%	9%	14%	16%
OPR	*	*	**	*		S	S	S
-	82	-	-	-	2	16	18	17
-	100%	-	-	-	*	8%	10%	14%
	NPR*	*	**	*		S	S	S
-	-	40	-	-	2	1	8	6
-	-	100%	-	-	*	1%	5%	5%
	*	NOR*	**	*			ST	ST
-	-	-	23	-	-	3	1	1
-	-	-	100%	-	-	1%	*	1%
	*	*	**	*		S		
-	-	-	-	37	2	2	4	2
-	-	-	-	100%	*	1%	2%	2%
	*	*	**	NOP*				
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%
918	82	-	-	-	381	198	168	113
100%	100%	-	-	-	99%	97%	93%	92%
PR	PR*	*	**	*	UVWXY	VWXY	WXY	WXY
-	-	40	23	37	4	6	13	9
-	-	100%	100%	100%	1%	3%	7%	8%
	*	NO*	**	NO*			S	ST

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
9	18	22	91	136	55	100	47	354
18%	30%	23%	62%	58%	49%	71%	64%	90%
*	*	*	b			ab	*	Zabcd
19	18	23	25	39	17	20	6	26
36%	29%	24%	17%	17%	15%	14%	9%	7%
STUV*	STUV*	STU*	e	e	e	e	*	
11	6	13	17	22	13	11	9	9
21%	10%	14%	12%	9%	12%	8%	13%	2%
STU*	S*	S*	e	e	e	e	e*	
8	7	7	7	13	8	6	5	1
16%	12%	7%	5%	6%	7%	5%	6%	*
STUV*	STU*	ST*	e	e	e	e	e*	
4	5	10	2	11	6	1	2	1
7%	8%	11%	2%	5%	5%	1%	3%	*
STUV*	STUV*	STUV*		ce	ce		e*	
1	7	20	4	12	12	2	3	3
2%	11%	21%	2%	5%	11%	2%	5%	1%
*	STUVW*	STUVW*		e	Zce		e*	
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%
39	42	58	134	197	85	132	63	389
75%	69%	61%	91%	84%	77%	93%	86%	99%
*	*	*	ab			ab	*	Zabcd
13	19	37	13	37	26	10	10	4
25%	31%	39%	9%	16%	23%	7%	14%	1%
STUV*	STUV*	STUV*	e	Zce	Zce	e	e*	

19-026776 Security Tracker 2017

Table: 4

QD2. What is your approximate revenue on a yearly basis?

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
Less than $50,000	385	132	253	67	155
	35%	24%	46%	24%	35%
			A		C
$50,000 - < $100,000	204	101	102	47	70
	19%	18%	19%	17%	16%
$100,000 - < $250,000	181	110	71	55	64
	16%	20%	13%	20%	15%
		B			
$250,000 - < $500,000	122	75	47	31	49
	11%	13%	9%	11%	11%
		B			
$500,000 - < $750,000	52	30	23	28	19
	5%	5%	4%	10%	4%
				DE	E
$750,000 - < $1,000,000	60	40	21	15	36
	5%	7%	4%	6%	8%
		B		E	E
$1,000,000+	95	67	28	30	46
	9%	12%	5%	11%	10%
		B		E	E
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
162	55	33	24	145	106	21	381	4
42%	39%	27%	32%	35%	40%	28%	38%	4%
C	G		*		GK	*	M	*
86	19	27	19	72	52	14	198	6
22%	14%	22%	25%	17%	20%	19%	20%	6%
D			*			*	M	*
62	21	29	14	67	38	12	168	13
16%	15%	24%	18%	16%	14%	15%	17%	13%
		IJ	*			*		*
43	23	9	9	45	29	8	113	9
11%	16%	7%	12%	11%	11%	10%	11%	9%
	G		*			*		*
5	3	7	5	19	12	7	39	13
1%	2%	6%	7%	4%	5%	9%	4%	13%
			*			F*		L*
9	8	8	1	30	8	6	42	19
2%	5%	6%	2%	7%	3%	8%	4%	19%
			*	J		*		L*
20	13	9	4	41	19	10	58	37
5%	9%	7%	5%	10%	7%	12%	6%	37%
			*			*		L*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
379	2	2	-	2	385	-	-	-
41%	2%	5%	-	5%	100%	-	-	-
OPR	*	*	**	*	TUVWXY			
182	16	1	3	2	-	204	-	-
20%	19%	3%	12%	5%	-	100%	-	-
PR	PR*	*	**	*		SUVWXY		
151	18	8	1	4	-	-	181	-
16%	22%	20%	4%	10%	-	-	100%	-
	*	*	**	*			STVWXY	
96	17	6	1	2	-	-	-	122
10%	20%	16%	4%	6%	-	-	-	100%
	N*	*	**	*				STUWXY
28	11	8	4	1	-	-	-	-
3%	14%	21%	16%	2%	-	-	-	-
	N*	NR*	**	*				
36	6	7	5	7	-	-	-	-
4%	7%	18%	21%	18%	-	-	-	-
	*	N*	**	N*				
45	13	7	10	20	-	-	-	-
5%	16%	17%	44%	54%	-	-	-	-
	N*	N*	**	NOP*				
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
-	-	-	34	66	18	56	22	189
-	-	-	23%	28%	16%	40%	31%	48%
*	*	*		b		Zab	b*	Zabd
-	-	-	22	38	27	24	16	77
-	-	-	15%	16%	24%	17%	22%	20%
*	*	*					*	
-	-	-	32	36	18	25	12	57
-	-	-	22%	15%	17%	18%	17%	14%
*	*	*	e				*	
-	-	-	24	31	13	14	9	31
-	-	-	16%	13%	12%	10%	12%	8%
*	*	*	e	e			*	
52	-	-	12	19	7	4	4	6
100%	-	-	8%	8%	6%	3%	5%	2%
STUVXY*	*	*	e	e	e		e*	
-	60	-	10	20	10	7	4	11
-	100%	-	7%	8%	9%	5%	5%	3%
*	STUVWY*	*	e	e	e		*	
-	-	95	13	26	18	11	6	22
-	-	100%	9%	11%	17%	8%	8%	5%
*	*	STUVWX*		e	ce		*	
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%

19-026776 Security Tracker 2017

Table: 5

QD3. What type of business is it?

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
Proprietorship	605	276	329	116	233
	55%	50%	61%	43%	53%
			A		C
Partnership	191	102	89	80	64
	17%	18%	16%	29%	15%
				DE	
Incorporated	304	178	125	77	142
	28%	32%	23%	28%	32%
		B			E
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

　Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

　Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

			Region				Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	147	125	60	494	194	80	1000	100
388	143	121	77	418	264	77	1000	100
256	84	47	40	235	154	45	579	26
66%	59%	39%	52%	56%	58%	59%	58%	26%
CD	G		*	G	G	G*	M	*
47	22	19	14	68	50	17	162	29
12%	16%	16%	18%	16%	19%	22%	16%	29%
			*			*		L*
85	37	54	23	115	60	14	259	45
22%	26%	45%	30%	28%	23%	19%	26%	45%
		FIJK	*			*		L*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
548	31	12	5	9	284	127	75	53
60%	37%	31%	20%	25%	74%	62%	41%	43%
OPR	*	*	**	*	TUVWXY	UVWXY	Y	Y
137	25	13	8	8	43	28	46	28
15%	30%	34%	33%	22%	11%	14%	26%	23%
	N*	N*	**	*			ST	ST
232	27	14	11	20	58	49	60	42
25%	32%	35%	47%	54%	15%	24%	33%	34%
	*	*	**	NO*		S	S	S
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
24	21	21	85	127	46	78	41	229
46%	35%	22%	58%	54%	41%	55%	56%	58%
Y*	*	*	b	b		b	*	b
13	9	24	28	37	26	22	14	63
25%	16%	25%	19%	16%	24%	16%	19%	16%
S*	*	ST*					*	
15	30	50	33	70	39	42	18	102
29%	49%	53%	23%	30%	35%	29%	25%	26%
S*	STUVW*	STUVW*			Z		*	
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%

19-026776 Security Tracker 2017

Table: 6

QD4. How many years has your business been in operation?

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
1-4	302	136	165	105	127
	27%	25%	30%	38%	29%
			A	DE	E
5-9	233	117	115	68	105
	21%	21%	21%	25%	24%
				E	E
10-14	201	109	92	57	82
	18%	20%	17%	21%	19%
15-20	152	85	68	20	63
	14%	15%	12%	7%	14%
					C
21-25	71	30	41	12	25
	6%	5%	7%	4%	6%
More than 25	141	78	63	12	36
	13%	14%	12%	4%	8%
					C
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
70	46	32	21	113	78	13	298	4
18%	32%	26%	27%	27%	29%	16%	30%	4%
	K		*	K	K	*	M	*
59	26	24	13	97	53	19	217	16
15%	18%	20%	17%	23%	20%	25%	22%	16%
			*			*		*
61	24	25	15	67	49	20	178	23
16%	17%	21%	20%	16%	19%	26%	18%	23%
			*			I*		*
69	18	15	13	58	39	10	133	19
18%	12%	12%	17%	14%	15%	12%	13%	19%
C			*			*		*
35	6	12	3	31	15	5	54	18
9%	4%	10%	3%	7%	6%	6%	5%	18%
C			*			*		L*
94	23	14	13	51	30	11	121	20
24%	16%	11%	17%	12%	11%	14%	12%	20%
CD			*			*		L*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%

| Business Size (# of Employees) | | | | | Yearly Revenue | | | |
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
285	13	2	1	-	159	61	46	25
31%	16%	6%	6%	-	41%	30%	25%	20%
OPR	R*	*	**	*	TUVWXY	WXY	XY	XY
197	19	8	6	3	80	39	39	31
22%	23%	19%	24%	8%	21%	19%	22%	25%
	*	*	**	*				
148	30	12	6	5	49	31	48	19
16%	36%	29%	26%	15%	13%	15%	26%	16%
	NR*	N*	**	*			STV	
119	14	13	1	5	50	28	17	22
13%	17%	34%	4%	13%	13%	14%	10%	18%
	*	NR*	**	*				U
51	2	2	7	9	18	22	7	5
6%	3%	6%	29%	23%	5%	11%	4%	4%
	*	*	**	NOP*		SUV		
117	4	3	3	15	30	23	24	20
13%	4%	7%	11%	40%	8%	11%	13%	17%
O	*	*	**	NOP*			S	S
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%

			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
7	3	2	38	55	16	43	17	133
13%	5%	2%	26%	23%	14%	31%	23%	34%
Y*	*	*	b			b	*	ab
16	14	14	38	52	21	23	22	77
30%	22%	15%	26%	22%	19%	16%	31%	19%
Y*	*	*					ce*	
16	20	19	15	56	23	29	17	60
31%	32%	20%	10%	24%	21%	21%	23%	15%
STV*	STV*	*		Ze	Z	Z	Z*	
7	9	18	27	31	14	18	8	55
13%	15%	19%	19%	13%	12%	13%	10%	14%
*	*	U*					*	
2	5	13	6	14	17	8	3	22
3%	9%	14%	4%	6%	16%	6%	5%	6%
*	*	SUV*			Zacde		*	
5	10	29	21	27	20	20	6	47
10%	17%	31%	15%	11%	18%	14%	8%	12%
*	S*	STUVW*					*	
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%

19-026776 Security Tracker 2017

Table: 7

QD5. In what industry sector does your organization operate?

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
Facilities Management	25	18	6	10	11
	2%	3%	1%	4%	2%
		B		E	
New Car Sales	4	3	1	4	-
	*	1%	*	1%	-
				DE	
Computer/Software/IT	93	66	27	35	41
	8%	12%	5%	13%	9%
		B		E	E
Wholesale & Retail	142	80	62	44	56
	13%	14%	11%	16%	13%
				E	
Hospitality - Hotels/Conference Centres	21	5	15	1	11
	2%	1%	3%	*	3%
			A		C
Communications	24	12	12	9	6
	2%	2%	2%	3%	1%
Insurance Agents / Brokers / Carriers / HQ	24	18	6	7	7
	2%	3%	1%	3%	2%
		B			
Real Estate Agents & Brokers	28	15	13	9	9
	3%	3%	2%	3%	2%
Legal	15	3	12	5	5
	1%	*	2%	2%	1%
			A		
Finance & Accounting	72	43	28	21	31
	7%	8%	5%	8%	7%
Professional/Scientific/Technical Services	117	67	50	21	51
	11%	12%	9%	8%	12%

	8	3	4	5	2
Public Sector/Defense/Justice/Gov't	1%	1%	1%	2%	*
				E	
	52	19	33	19	19
Education	5%	3%	6%	7%	4%
			A		
	82	22	60	16	31
Health & Social Care	7%	4%	11%	6%	7%
			A		
	394	180	214	67	158
Other	36%	32%	39%	24%	36%
			A		C
	1100	556	544	273	439
Sigma	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

Table of contents

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
4	5	-	1	11	7	1	19	6
1%	3%	-	2%	3%	3%	1%	2%	6%
	G		*			*		L*
-	1	-	1	2	-	-	3	1
-	1%	-	2%	*	-	-	*	1%
			*			*		*
16	8	13	3	37	26	7	69	23
4%	5%	10%	3%	9%	10%	9%	7%	23%
			*			*		L*
42	18	15	6	58	37	10	131	12
11%	12%	12%	8%	14%	14%	12%	13%	12%
			*			*		*
8	3	2	-	5	7	4	20	1
2%	2%	2%	-	1%	3%	5%	2%	1%
			*			I*		*
9	1	3	1	13	5	1	23	2
2%	1%	2%	2%	3%	2%	1%	2%	2%
			*			*		*
10	2	3	1	8	10	1	20	4
3%	1%	2%	2%	2%	4%	1%	2%	4%
			*			*		*
9	4	3	5	7	4	5	24	4
2%	3%	2%	7%	2%	2%	6%	2%	4%
			IJ*			IJ*		*
5	1	2	3	6	3	1	13	2
1%	1%	2%	3%	1%	1%	1%	1%	2%
			*			*		*
19	8	6	4	26	23	5	52	19
5%	5%	5%	5%	6%	9%	6%	5%	19%
			*			*		L*
46	17	8	10	54	19	10	105	12
12%	12%	6%	13%	13%	7%	12%	11%	12%

			*	GJ		*		*
1	-	2	-	2	4	-	6	2
*	-	2%	-	*	2%	-	1%	2%
			*			*		*
14	11	4	-	22	12	3	48	4
4%	7%	3%	-	5%	5%	4%	5%	4%
	H		*			*		*
35	4	5	6	35	24	8	78	4
9%	3%	4%	8%	8%	9%	10%	8%	4%
			*	F	F	F*		*
169	62	57	35	134	83	23	389	4
44%	44%	47%	45%	32%	31%	30%	39%	4%
CD	IJK	IJK	I*			*	M	*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
14	6	3	1	2	6	8	4	1
1%	7%	6%	6%	5%	2%	4%	2%	1%
	N*	N*	**	*				
1	2	1	-	-	-	1	1	1
*	2%	2%	-	-	-	1%	*	1%
	N*	N*	**	*				
58	11	7	6	10	18	12	14	14
6%	14%	17%	27%	28%	5%	6%	8%	12%
	N*	N*	**	N*				S
115	16	6	2	4	34	21	31	23
13%	19%	14%	9%	10%	9%	10%	17%	19%
	*	*	**	*			ST	ST
18	1	-	1	-	10	2	2	3
2%	2%	-	4%	-	3%	1%	1%	2%
	*	*	**	*				
19	4	2	-	-	10	7	2	3
2%	5%	4%	-	-	3%	3%	1%	3%
	*	*	**	*				
16	4	1	1	2	2	6	5	4
2%	5%	2%	4%	6%	1%	3%	3%	3%
	N*	*	**	N*		S	S	S
21	2	2	-	2	5	6	6	5
2%	3%	6%	-	5%	1%	3%	3%	4%
	*	*	**	*				
12	1	1	-	1	2	4	3	3
1%	1%	2%	-	4%	1%	2%	2%	3%
	*	*	**	*				
44	8	6	5	8	14	17	10	7
5%	10%	16%	20%	23%	4%	8%	5%	5%
	*	N*	**	N*		S		
99	7	5	5	2	37	19	20	13
11%	8%	11%	22%	6%	10%	9%	11%	11%

	*	*	**	*				
3	3	1	1	-	1	-	1	1
*	4%	2%	4%	-	*	-	1%	1%
	N*	N*	**	*				
44	4	2	-	2	21	10	10	5
5%	4%	5%	-	6%	6%	5%	5%	4%
	*	*	**	*				
74	5	4	-	-	34	14	14	8
8%	6%	9%	-	-	9%	7%	8%	7%
	*	*	**	*				
380	9	1	1	3	189	77	57	31
41%	11%	2%	4%	7%	49%	38%	31%	26%
OPR	*	*	**	*	TUVWXY	VWXY	WX	W
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%

			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
2	1	3	-	-	-	-	25	-
3%	1%	3%	-	-	-	-	34%	-
*	*	*					Zabce*	
-	1	-	4	-	-	-	-	-
-	2%	-	3%	-	-	-	-	-
*	S*	*	ae				*	
10	11	13	-	93	-	-	-	-
19%	18%	13%	-	40%	-	-	-	-
STU*	STU*	ST*		Zbcde			*	
12	9	13	142	-	-	-	-	-
23%	14%	14%	97%	-	-	-	-	-
ST*	*	*	abcde				*	
2	1	-	-	-	-	-	21	-
4%	2%	-	-	-	-	-	28%	-
Y*	*	*					Zabce*	
2	-	-	-	24	-	-	-	-
3%	-	-	-	10%	-	-	-	-
*	*	*		Zbcde			*	
2	5	1	-	-	24	-	-	-
3%	8%	1%	-	-	22%	-	-	-
S*	SY*	*			Zacde		*	
-	2	3	-	-	-	-	28	-
-	3%	3%	-	-	-	-	38%	-
*	*	*					Zabce*	
-	1	2	-	-	15	-	-	-
-	2%	2%	-	-	14%	-	-	-
*	*	*			Zacde		*	
5	4	15	-	-	72	-	-	-
9%	7%	16%	-	-	65%	-	-	-
*	*	SUV*			Zacde		*	
7	9	13	-	117	-	-	-	-
13%	15%	14%	-	50%	-	-	-	-

*	*	*		Zbcde			*	
1	1	2	-	-	-	8	-	-
3%	2%	2%	-	-	-	5%	-	-
T*	*	*				Zabde	*	
1	1	4	-	-	-	52	-	-
2%	1%	4%	-	-	-	37%	-	-
*	*	*				Zabde	*	
2	5	5	-	-	-	82	-	-
4%	8%	6%	-	-	-	58%	-	-
*	*	*				Zabde	*	
6	11	22	-	-	-	-	-	394
12%	18%	23%	-	-	-	-	-	100%
*	*	*					*	Zabcd
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%

19-026776 Security Tracker 2017

Table: 8

Q1. How would you rate your understanding of the legal requirements for handling confidential information in your ind

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
I have a strong understanding of the requirements	657	338	318	189	257
	60%	61%	58%	69%	59%
				DE	
I have some understanding of the requirements	322	166	157	70	115
	29%	30%	29%	25%	26%
I am aware there are legal requirements in my industry but I am not familiar with them	61	30	31	8	35
	6%	5%	6%	3%	8%
					C
I am not aware of any legal requirements	60	22	38	7	32
	5%	4%	7%	3%	7%
			A		C
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%

Overlap formulae used
- Column Proportions:
   Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e
   Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
   Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e
   Minimum Base: 30 (**), Small Base: 100 (*)

lustry?

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
211	85	76	51	254	147	43	573	83
54%	59%	63%	67%	61%	56%	56%	57%	83%
			*			*		L*
138	43	37	17	110	91	25	308	15
36%	30%	30%	22%	26%	35%	32%	31%	15%
CD			*		I	*	M	*
19	5	5	5	31	12	3	59	2
5%	3%	4%	7%	7%	5%	4%	6%	2%
			*			*		*
20	11	3	4	23	14	6	60	-
5%	7%	2%	5%	5%	5%	8%	6%	-
			*			*	M	*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
512	61	36	15	32	197	117	103	79
56%	75%	90%	66%	88%	51%	57%	57%	65%
	N*	N*	**	N*				S
291	17	3	7	5	118	71	58	34
32%	21%	8%	30%	12%	31%	35%	32%	28%
OPR	*	*	**	*	Y	WY	Y	
57	2	1	1	-	26	11	15	5
6%	2%	2%	4%	-	7%	5%	8%	4%
	*	*	**	*	Y		Y	
58	2	-	-	-	44	5	4	4
6%	2%	-	-	-	11%	2%	2%	3%
	*	*	**	*	TUVWXY			
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%

				Industry Sector				
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
39	46	75	92	144	83	95	44	198
75%	77%	78%	63%	62%	75%	67%	60%	50%
STU*	STU*	STUV*	e	e	Zade	e	*	
10	13	18	42	68	26	36	23	128
19%	22%	19%	29%	29%	23%	26%	32%	32%
*	*	*					*	
2	1	1	8	16	2	5	1	30
4%	1%	1%	5%	7%	2%	3%	1%	8%
*	*	*					*	b
1	-	2	5	6	-	6	5	38
2%	-	2%	3%	3%	-	4%	7%	10%
*	*	*				b	b*	Zabc
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%

19-026776 Security Tracker 2017

Table: 9

Q2. Does your organization have a known and understood policy for storing and disposing of confidential paper docume

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
No, no policy exists	332	157	175	50	149
	30%	28%	32%	18%	34%
					C
Yes we do have a policy, but not all employees are aware of it	186	113	72	60	76
	17%	20%	13%	22%	17%
		B		E	
Yes, and our policy is strictly adhered to by all employees	553	274	279	154	200
	50%	49%	51%	56%	46%
				D	
I don't know	30	11	18	9	14
	3%	2%	3%	3%	3%
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%
Summary					
Yes	738	388	351	214	276
	67%	70%	64%	78%	63%
				DE	

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

Table of contents

ents?

		Region					Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
133	43	30	22	131	83	23	322	10
34%	30%	25%	28%	31%	31%	30%	32%	10%
C			*			*	M	*
50	18	18	13	69	56	13	155	30
13%	12%	15%	17%	16%	21%	16%	16%	30%
			*		F	*		L*
199	80	70	38	205	120	40	493	60
51%	56%	58%	50%	49%	45%	52%	49%	60%
		J	*			*		L*
7	3	3	4	14	5	1	30	-
2%	2%	2%	5%	3%	2%	1%	3%	-
			*			*		*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%
248	97	88	51	273	176	53	648	90
64%	68%	73%	67%	65%	66%	69%	65%	90%
			*			*		L*

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
315	8	3	2	4	173	73	35	29
34%	9%	8%	10%	11%	45%	36%	19%	23%
OPR	*	*	**	*	TUVWXY	UVWXY	WY	WY
127	28	15	6	9	31	28	41	31
14%	34%	38%	26%	26%	8%	14%	22%	25%
	N*	N*	**	N*		S	ST	ST
452	41	22	15	23	165	95	102	60
49%	50%	54%	64%	64%	43%	47%	56%	49%
	*	*	**	*			S	
24	5	-	-	-	15	8	3	3
3%	6%	-	-	-	4%	4%	2%	2%
	*	*	**	*				
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%
579	69	37	21	33	197	123	143	91
63%	84%	92%	90%	89%	51%	61%	79%	74%
	N*	N*	**	N*		S	ST	ST

e	$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Industry Sector					
				Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
	W	X	Y	Z	a	b	c	d	e
	52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
	52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
	4	10	9	38	57	16	32	16	173
	7%	17%	9%	26%	24%	14%	23%	22%	44%
	*	*	*	b	b			*	Zabcd
	17	10	27	31	42	20	19	20	54
	32%	17%	29%	21%	18%	18%	13%	28%	14%
	ST*	S*	ST*	e				ce*	
	32	40	58	76	132	72	87	35	151
	61%	66%	61%	52%	56%	65%	61%	48%	38%
	S*	STV*	ST*	e	e	Zde	e	*	
	-	-	1	1	3	3	4	1	16
	-	-	1%	1%	1%	3%	3%	2%	4%
	*	*	*					*	
	52	60	95	146	234	111	141	73	394
	100%	100%	100%	100%	100%	100%	100%	100%	100%
	49	50	86	107	174	92	105	56	204
	93%	83%	90%	73%	74%	83%	74%	76%	52%
	STUV*	ST*	STUV*	e	e	e	e	e*	

Table: 10

Q3. Does your organization have a known and understood policy for storing and disposing of confidential information o

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
No, no policy exists	421	187	233	63	192
	38%	34%	43%	23%	44%
			A		C
Yes we do have a policy, but not all employees are aware of it	188	111	77	70	63
	17%	20%	14%	26%	14%
		B		DE	
Yes, and our policy is strictly adhered to by all employees	434	237	197	123	162
	39%	43%	36%	45%	37%
		B		D	
I don't know	57	20	37	18	22
	5%	4%	7%	6%	5%
			A		
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%
Summary					
Yes	622	348	274	193	225
	57%	63%	50%	71%	51%
		B		DE	

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

on end-of-life electronic devices?

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
166	64	42	31	162	97	25	413	7
43%	45%	34%	40%	39%	37%	32%	41%	7%
C			*			*	M	*
55	16	24	8	74	50	15	155	33
14%	11%	20%	10%	18%	19%	20%	15%	33%
		F	*	F	F	*		L*
149	56	48	36	161	98	35	375	60
38%	39%	40%	47%	38%	37%	45%	37%	60%
			*			*		L*
18	7	7	3	20	19	2	57	-
5%	5%	6%	3%	5%	7%	2%	6%	-
			*			*	M	*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%
204	72	73	44	235	148	50	529	93
53%	50%	60%	57%	56%	56%	65%	53%	93%
			*			F*		L*

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
400	13	2	3	2	204	94	47	38
44%	16%	6%	14%	5%	53%	46%	26%	31%
OPR	*	*	**	*	UVWXY	UVWXY		W
130	25	14	9	10	36	20	48	25
14%	30%	36%	37%	28%	9%	10%	27%	21%
	N*	N*	**	N*			ST	ST
335	40	23	12	25	112	78	78	55
36%	48%	58%	50%	67%	29%	38%	43%	45%
	N*	N*	**	N*		S	S	S
53	4	-	-	-	33	12	7	4
6%	5%	-	-	-	9%	6%	4%	3%
	*	*	**	*	VXY			
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%
465	64	38	20	35	148	99	126	80
51%	78%	94%	86%	95%	38%	48%	70%	66%
	N*	NO*	**	NO*		S	ST	ST

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
7	11	19	48	71	18	47	26	210
14%	18%	20%	33%	30%	16%	34%	36%	53%
*	*	*	b	b		b	b*	Zabcd
22	15	21	39	41	22	24	16	45
42%	25%	22%	27%	18%	20%	17%	22%	11%
STUVY*	ST*	ST*	ae	e	e		e*	
22	34	54	56	113	67	57	29	112
42%	57%	57%	38%	48%	61%	41%	39%	28%
*	ST*	STU*	e	e	Zacde	e	*	
1	-	1	3	9	3	12	2	27
2%	-	1%	2%	4%	3%	9%	3%	7%
*	*	*				Z	*	Z
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%
44	49	75	95	154	89	82	45	157
84%	82%	79%	65%	66%	81%	58%	61%	40%
STUV*	STV*	STV*	e	e	Zacde	e	e*	

Table: 11

Q4. [SUMMARY - AWARE] How aware are you and your employees of how to properly dispose of end-of-life hard drives

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
You	884	474	410	245	342
	80%	85%	75%	89%	78%
		B		DE	
Your employees	819	441	378	224	311
	74%	79%	69%	82%	71%
		B		DE	

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

s, USBs, and other electronic devices stored around the office that contain confidential information?

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
297	115	99	64	331	208	67	787	97
77%	80%	82%	83%	79%	79%	88%	79%	97%
			*			*		L*
283	105	97	63	306	186	62	727	92
73%	73%	80%	82%	73%	71%	80%	73%	92%
			*			*		L*

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
715	72	39	22	36	281	157	152	102
78%	87%	98%	96%	98%	73%	77%	84%	83%
	*	N*	**	N*			S	S
660	67	38	21	33	259	148	140	94
72%	81%	95%	89%	90%	67%	73%	77%	77%
	*	NO*	**	N*			S	S

e	$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Industry Sector					
				Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
	W	X	Y	Z	a	b	c	d	e
	52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
	52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
	48	56	89	120	198	98	114	56	299
	91%	93%	94%	82%	84%	88%	80%	76%	76%
	ST*	ST*	STUV*		e	de		*	
	43	54	81	110	187	97	100	53	273
	82%	89%	85%	75%	80%	87%	71%	72%	69%
	S*	STUV*	ST*		ce	Zcde		*	

19-026776 Security Tracker 2017

Table: 12

Q4. [SUMMARY - NOT AWARE] How aware are you and your employees of how to properly dispose of end-of-life hard d

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
You	216	82	134	29	96
	20%	15%	25%	11%	22%
			A		C
Your employees	281	115	166	49	127
	26%	21%	31%	18%	29%
			A		C

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

drives, USBs, and other electronic devices stored around the office that contain confidential information?

| | Region | | | | | | Sample Type | |
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	147	125	60	494	194	80	1000	100
388	143	121	77	418	264	77	1000	100
91	28	22	13	87	56	10	213	3
23%	20%	18%	17%	21%	21%	12%	21%	3%
C			*			*	M	*
105	38	24	14	112	78	15	273	8
27%	27%	20%	18%	27%	29%	20%	27%	8%
C			*			*	M	*

	Business Size (# of Employees)				Yearly Revenu			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
203	11	1	1	1	104	47	29	21
22%	13%	2%	4%	2%	27%	23%	16%	17%
PR	*	*	**	*	UVWXY	WXY	Y	Y
257	16	2	3	4	126	56	41	28
28%	19%	5%	11%	10%	33%	27%	23%	23%
PR	P*	*	**	*	UVWXY	XY	X	X

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
4	4	6	26	36	13	28	17	95
9%	7%	6%	18%	16%	12%	20%	24%	24%
*	*	*					b*	ab
9	6	14	37	47	14	42	20	121
18%	11%	15%	25%	20%	13%	29%	28%	31%
*	*	*	b			ab	b*	ab

19-026776 Security Tracker 2017

Table: 13

Q4_1. [You] How aware are you and your employees of how to properly dispose of end-of-life hard drives, USBs, and ot

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
Very aware	512	293	219	161	187
	47%	53%	40%	59%	43%
		B		DE	
Somewhat aware	372	181	191	83	155
	34%	33%	35%	31%	35%
Not very aware	136	59	77	19	61
	12%	11%	14%	7%	14%
					C
Not at all aware	80	23	57	10	35
	7%	4%	11%	4%	8%
			A		C
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%
Summary					
Aware	884	474	410	245	342
	80%	85%	75%	89%	78%
		B		DE	
Now Aware	216	82	134	29	96
	20%	15%	25%	11%	22%
			A		C

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

Table of contents

:her electronic devices stored around the office that contain confidential information?

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
164	70	54	46	183	117	41	439	73
42%	49%	45%	60%	44%	44%	54%	44%	73%
			IJ*			*		L*
134	45	45	18	148	91	26	348	25
34%	31%	37%	23%	35%	35%	34%	35%	25%
			*			*	M	*
56	19	17	8	45	39	7	133	3
14%	14%	14%	10%	11%	15%	9%	13%	3%
C			*			*	M	*
35	9	5	5	42	16	3	80	-
9%	6%	4%	7%	10%	6%	4%	8%	-
C			*	G		*	M	*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%
297	115	99	64	331	208	67	787	97
77%	80%	82%	83%	79%	79%	88%	79%	97%
			*			*		L*
91	28	22	13	87	56	10	213	3
23%	20%	18%	17%	21%	21%	12%	21%	3%
C			*			*	M	*

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
396	43	29	15	29	159	77	82	55
43%	52%	71%	65%	79%	41%	38%	45%	45%
	*	N*	**	NO*				
319	29	11	7	7	121	80	70	46
35%	35%	26%	31%	18%	31%	39%	39%	38%
R	*	*	**	*		XY	XY	XY
124	9	1	1	1	51	36	22	13
13%	11%	2%	4%	2%	13%	18%	12%	11%
P	*	*	**	*	Y	XY		
79	1	-	-	-	53	11	7	7
9%	2%	-	-	-	14%	5%	4%	6%
O	*	*	**	*	TUVWXY			
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%
715	72	39	22	36	281	157	152	102
78%	87%	98%	96%	98%	73%	77%	84%	83%
	*	N*	**	N*			S	S
203	11	1	1	1	104	47	29	21
22%	13%	2%	4%	2%	27%	23%	16%	17%
PR	*	*	**	*	UVWXY	WXY	Y	Y

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
29	43	66	81	124	65	53	31	158
55%	71%	70%	55%	53%	59%	37%	42%	40%
T*	STUV*	STUV*	ce	ce	cde		*	
19	13	23	40	74	32	61	25	140
36%	22%	24%	27%	32%	29%	43%	35%	36%
*	*	*				Zab	*	
4	3	5	19	24	11	20	10	51
7%	6%	6%	13%	10%	10%	14%	14%	13%
*	*	*					*	
1	1	1	7	13	2	7	7	44
2%	1%	1%	5%	5%	2%	5%	10%	11%
*	*	*					b*	Zabc
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%
48	56	89	120	198	98	114	56	299
91%	93%	94%	82%	84%	88%	80%	76%	76%
ST*	ST*	STUV*		e	de		*	
4	4	6	26	36	13	28	17	95
9%	7%	6%	18%	16%	12%	20%	24%	24%
*	*	*					b*	ab

19-026776 Security Tracker 2017

Table: 14

Q4_2. [Your employees] How aware are you and your employees of how to properly dispose of end-of-life hard drives,

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
Very aware	424	245	179	118	163
	39%	44%	33%	43%	37%
		B			
Somewhat aware	395	196	199	106	148
	36%	35%	37%	39%	34%
Not very aware	173	82	90	34	79
	16%	15%	17%	12%	18%
Not at all aware	108	32	76	15	48
	10%	6%	14%	5%	11%
			A		C
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%
Summary					
Aware	819	441	378	224	311
	74%	79%	69%	82%	71%
		B		DE	
Now Aware	281	115	166	49	127
	26%	21%	31%	18%	29%
			A		C

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

USBs, and other electronic devices stored around the office that contain confidential information?

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
142	57	51	36	151	91	38	371	53
37%	40%	42%	47%	36%	35%	49%	37%	53%
			*			IJ*		L*
141	48	45	27	156	95	24	356	39
36%	33%	38%	35%	37%	36%	31%	36%	39%
			*			*		*
60	27	16	6	62	50	11	165	8
15%	19%	14%	8%	15%	19%	14%	16%	8%
			*			*	M	*
45	11	8	8	50	27	5	108	-
12%	7%	6%	10%	12%	10%	6%	11%	-
C			*			*	M	*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%
283	105	97	63	306	186	62	727	92
73%	73%	80%	82%	73%	71%	80%	73%	92%
			*			*		L*
105	38	24	14	112	78	15	273	8
27%	27%	20%	18%	27%	29%	20%	27%	8%
C			*			*	M	*

	Business Size (# of Employees)					Yearly Revenue			
	Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
	N	O	P	Q	R	S	T	U	V
	918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
	918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
	341	30	27	9	17	140	66	65	45
	37%	36%	67%	40%	46%	36%	32%	36%	37%
		*	NO*	**	*				
	319	37	11	11	16	119	82	75	49
	35%	45%	28%	49%	45%	31%	40%	41%	40%
		*	*	**	*		S	S	
	153	12	2	3	4	55	40	33	21
	17%	15%	5%	11%	10%	14%	19%	18%	17%
	P	*	*	**	*		X	X	
	105	3	-	-	-	71	17	8	7
	11%	4%	-	-	-	18%	8%	5%	6%
	OPR	*	*	**	*	TUVWXY			
	918	82	40	23	37	385	204	181	122
	100%	100%	100%	100%	100%	100%	100%	100%	100%
	660	67	38	21	33	259	148	140	94
	72%	81%	95%	89%	90%	67%	73%	77%	77%
		*	NO*	**	N*			S	S
	257	16	2	3	4	126	56	41	28
	28%	19%	5%	11%	10%	33%	27%	23%	23%
	PR	P*	*	**	*	UVWXY	XY	X	X

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
19	35	53	56	104	57	43	28	136
37%	59%	55%	38%	44%	52%	30%	38%	35%
*	STUVW*	STUVW*		ce	Zce		*	
24	19	28	54	83	40	57	25	137
45%	31%	30%	37%	35%	36%	40%	34%	35%
*	*	*					*	
9	4	12	26	31	10	30	13	63
16%	7%	12%	18%	13%	9%	21%	17%	16%
*	*	*				b	*	
1	2	3	10	17	4	12	8	57
2%	4%	3%	7%	7%	4%	8%	10%	15%
*	*	*					*	Zab
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%
43	54	81	110	187	97	100	53	273
82%	89%	85%	75%	80%	87%	71%	72%	69%
S*	STUV*	ST*		ce	Zcde		*	
9	6	14	37	47	14	42	20	121
18%	11%	15%	25%	20%	13%	29%	28%	31%
*	*	*	b			ab	b*	ab

Table: 15

Q5. Does your organization have a known and understood policy for storing and disposing of confidential information v

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
No, no policy exists	420	185	234	66	180
	38%	33%	43%	24%	41%
			A		C
Yes we do have a policy, but not all employees are aware of it	184	115	69	73	72
	17%	21%	13%	27%	16%
		B		DE	E
Yes, and our policy is strictly adhered to by all employees	459	243	216	128	170
	42%	44%	40%	47%	39%
				D	
I don't know	38	12	25	6	17
	3%	2%	5%	2%	4%
			A		
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%
Summary					
Yes	642	358	285	201	242
	58%	64%	52%	74%	55%
		B		DE	

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

   Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

when employees work off-site/away from the office?

		Region					Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
174	59	40	32	164	103	21	416	4
45%	41%	33%	42%	39%	39%	28%	42%	4%
C	K		*	K		*	M	*
39	14	28	12	63	52	15	146	38
10%	10%	23%	15%	15%	20%	20%	15%	38%
		FI	*		F	F*		L*
160	65	51	31	177	98	37	401	58
41%	46%	42%	40%	42%	37%	48%	40%	58%
			*			*		L*
14	5	2	3	14	11	4	38	-
4%	3%	2%	3%	3%	4%	5%	4%	-
			*			*		*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%
200	79	79	42	240	150	52	547	96
51%	55%	66%	55%	57%	57%	68%	55%	96%
			*			*		L*

Business Size (# of Employees)					Yearly Revenu			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
403	13	-	3	1	197	90	57	38
44%	16%	-	14%	3%	51%	44%	31%	31%
OPR	PR*	*	**	*	UVWXY	UVWXY	XY	XY
112	34	18	11	8	29	31	41	26
12%	41%	46%	48%	23%	8%	15%	23%	21%
	N*	NR*	**	*		S	S	S
366	34	22	9	27	138	78	77	55
40%	42%	54%	38%	75%	36%	38%	43%	45%
	*	*	**	NO*				
36	1	-	-	-	21	5	6	3
4%	2%	-	-	-	5%	3%	3%	3%
	*	*	**	*				
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%
479	68	40	20	36	167	109	119	81
52%	83%	100%	86%	97%	43%	54%	66%	66%
	N*	NO*	**	NO*		S	ST	ST

e	$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Industry Sector					
				Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
	W	X	Y	Z	a	b	c	d	e
	52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
	52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
	10	10	18	49	70	25	48	20	209
	20%	17%	19%	33%	30%	22%	34%	28%	53%
	*	*	*					*	Zabcd
	17	17	22	31	47	21	24	18	44
	32%	28%	24%	21%	20%	19%	17%	25%	11%
	ST*	ST*	S*	e	e	e		e*	
	24	33	53	64	116	63	65	31	120
	46%	55%	56%	43%	50%	57%	46%	43%	30%
	*	ST*	STU*	e	e	Ze	e	e*	
	1	-	2	3	2	2	5	3	22
	2%	-	2%	2%	1%	2%	4%	5%	6%
	*	*	*					a*	a
	52	60	95	146	234	111	141	73	394
	100%	100%	100%	100%	100%	100%	100%	100%	100%
	41	50	76	95	163	84	89	49	163
	78%	83%	79%	65%	70%	76%	63%	67%	41%
	ST*	STUV*	STUV*	e	e	ce	e	e*	

Table: 16

Q6. Does your organization train employees on how to identify common cyber-attack tactics such as phishing, ransomw

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
	467	267	200	138	180
Yes - regularly/ongoing	42%	48%	37%	51%	41%
		B		DE	
	234	120	115	80	87
Yes - but just once	21%	22%	21%	29%	20%
				DE	
	399	169	230	55	172
No - not at all	36%	30%	42%	20%	39%
			A		C
	1100	556	544	273	439
Sigma	100%	100%	100%	100%	100%
Summary					
	701	387	314	219	266
Yes	64%	70%	58%	80%	61%
		B		DE	

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

ware or other malware (malicious software)?

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	147	125	60	494	194	80	1000	100
388	143	121	77	418	264	77	1000	100
149	51	51	33	187	109	36	391	76
38%	35%	42%	43%	45%	41%	46%	39%	76%
			*	F		*		L*
67	32	29	17	91	50	15	212	22
17%	22%	24%	22%	22%	19%	20%	21%	22%
			*			*		*
172	60	41	27	140	105	26	397	3
44%	42%	34%	35%	34%	40%	34%	40%	3%
C			*			*	M	*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%
216	83	80	50	278	159	51	603	97
56%	58%	66%	65%	66%	60%	66%	60%	97%
			*			*		L*

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
343	48	29	15	31	119	81	79	60
37%	58%	73%	66%	85%	31%	40%	44%	49%
	N*	N*	**	NO*		S	S	S
187	25	10	7	5	71	46	55	23
20%	31%	25%	30%	13%	18%	22%	30%	19%
	NR*	*	**	*			SVY	
387	9	1	1	1	194	77	47	39
42%	11%	2%	4%	2%	51%	38%	26%	32%
OPR	*	*	**	*	TUVWXY	UWXY		
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%
530	73	39	22	36	190	127	134	83
58%	89%	98%	96%	98%	49%	62%	74%	68%
	N*	N*	**	N*		S	ST	S

			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
31	34	61	65	131	73	57	28	113
60%	56%	64%	44%	56%	66%	40%	38%	29%
STU*	ST*	STUV*	e	Zcde	Zcde	e	*	
12	14	14	36	55	20	38	23	63
23%	23%	14%	25%	23%	18%	27%	31%	16%
*	*	*	e	e		e	be*	
9	13	20	45	49	18	47	22	218
17%	21%	21%	31%	21%	16%	33%	31%	55%
*	*	*	ab			ab	b*	Zabcd
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%
44	48	75	101	186	93	95	51	176
83%	79%	79%	69%	79%	84%	67%	69%	45%
ST*	ST*	ST*	e	Zce	Zcde	e	e*	

Table: 17

Q7. What percentage of your employees work off-site/away from the office on a regular basis?

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
76% to 100%	188	105	84	36	70
	17%	19%	15%	13%	16%
51% to 75%	87	50	37	34	34
	8%	9%	7%	12%	8%
				E	
26% to 50%	160	95	66	70	68
	15%	17%	12%	26%	15%
		B		DE	E
1% to 25%	244	137	107	76	88
	22%	25%	20%	28%	20%
		B		DE	
None	420	170	250	57	178
	38%	31%	46%	21%	41%
			A		C
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	147	125	60	494	194	80	1000	100
388	143	121	77	418	264	77	1000	100
82	27	23	14	79	33	13	180	8
21%	19%	19%	18%	19%	12%	16%	18%	8%
C			*	J		*	M	*
18	12	12	4	34	15	11	63	24
5%	8%	10%	5%	8%	6%	14%	6%	24%
			*			J*		L*
23	13	16	10	61	48	13	125	36
6%	9%	14%	13%	15%	18%	16%	12%	36%
			*		F	*		L*
80	35	28	18	90	57	16	217	28
21%	24%	23%	23%	21%	22%	21%	22%	28%
			*			*		*
185	56	42	31	155	112	25	415	5
48%	39%	34%	40%	37%	42%	32%	42%	5%
CD			*			*	M	*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
176	5	3	1	4	73	48	25	17
19%	6%	8%	6%	10%	19%	24%	14%	14%
O	*	*	**	*	W	UVWY		
49	14	9	6	8	13	11	14	16
5%	17%	23%	27%	23%	3%	5%	8%	13%
	N*	N*	**	N*			S	ST
89	36	19	5	12	18	24	45	25
10%	44%	46%	21%	33%	5%	12%	25%	20%
	N*	N*	**	N*		S	ST	ST
194	22	9	7	12	58	44	52	28
21%	27%	23%	29%	32%	15%	22%	29%	23%
	*	*	**	*		S	S	S
411	5	-	4	1	224	76	44	36
45%	6%	-	17%	3%	58%	37%	24%	29%
OPR	*	*	**	*	TUVWXY	UWXY		
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
4	9	13	9	33	17	14	15	101
7%	15%	13%	6%	14%	15%	10%	20%	26%
*	*	*		Z	Z		Zc*	Zabc
9	11	12	12	23	15	12	8	15
17%	19%	13%	9%	10%	14%	9%	11%	4%
STU*	STU*	ST*	e	e	e	e	e*	
17	10	21	27	51	24	17	10	31
33%	17%	22%	19%	22%	22%	12%	14%	8%
STX*	S*	ST*	e	ce	ce		*	
13	20	29	39	54	30	38	19	63
24%	33%	31%	27%	23%	27%	27%	26%	16%
*	S*	S*	e	e	e	e	e*	
10	10	20	58	73	24	59	21	184
18%	16%	21%	40%	31%	22%	42%	29%	47%
*	*	*	b			ab	*	abd
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%

Table: 18

Q8. [SUMMARY - AGREE] To what extent do you agree or disagree with the following:

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
The risk of a data breach is higher when my employees work off-site than it is when they work at the office	732	385	346	217	271
	67%	69%	64%	79%	62%
				DE	
I trust that my employees are doing everything they can to safeguard sensitive physical and digital information when they work off-site	994	511	483	245	382
	90%	92%	89%	90%	87%
I believe the option to work remotely is going to become increasingly important to my employees in the next 5 years	839	444	396	229	337
	76%	80%	73%	84%	77%
		B		DE	E
I trust that my employees are doing everything they can to safeguard sensitive physical and digital information while off-site	1016	518	498	254	392
	92%	93%	92%	93%	89%

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

   Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
244	96	87	51	283	163	50	646	86
63%	67%	72%	67%	68%	62%	65%	65%	86%
			*			*		L*
367	132	115	72	375	231	68	900	94
95%	93%	95%	93%	90%	88%	89%	90%	94%
CD		J	*			*		*
273	101	97	59	322	204	57	742	97
70%	71%	80%	77%	77%	77%	74%	74%	97%
			*			*		L*
371	135	117	72	380	241	71	920	96
96%	95%	97%	93%	91%	91%	92%	92%	96%
D		I	*			*		*

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
580	65	34	20	33	234	133	125	81
63%	80%	84%	84%	89%	61%	65%	69%	66%
	N*	N*	**	N*				
827	73	39	20	35	337	184	168	114
90%	89%	98%	84%	95%	88%	90%	93%	93%
	*	*	**	*				
669	73	39	23	35	285	153	136	91
73%	89%	98%	100%	95%	74%	75%	75%	75%
	N*	N*	**	N*				
844	76	40	23	33	345	192	169	110
92%	92%	100%	100%	90%	90%	94%	93%	90%
	*	*	**	*				

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	64	98	147	239	108	141	72	393
52	60	95	146	234	111	141	73	394
43	45	70	97	180	86	95	56	218
82%	75%	74%	66%	77%	78%	67%	77%	55%
STV*	S*	S*	e	Zce	e	e	e*	
49	56	86	133	215	101	127	70	347
94%	93%	90%	91%	92%	91%	90%	96%	88%
*	*	*					e*	
43	55	77	104	203	98	96	59	279
82%	91%	80%	71%	87%	88%	68%	81%	71%
*	STUV*	*		Zce	Zce		*	
52	59	90	131	221	104	131	70	358
98%	97%	94%	89%	94%	94%	93%	96%	91%
S*	*	*					*	

19-026776 Security Tracker 2017

Table: 19

Q8. [SUMMARY - DISAGREE] To what extent do you agree or disagree with the following:

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
The risk of a data breach is higher when my employees work off-site than it is when they work at the office	368	171	198	57	168
	33%	31%	36%	21%	38%
					C
I trust that my employees are doing everything they can to safeguard sensitive physical and digital information when they work off-site	106	45	61	28	57
	10%	8%	11%	10%	13%
				E	E
I believe the option to work remotely is going to become increasingly important to my employees in the next 5 years	261	112	148	45	101
	24%	20%	27%	16%	23%
			A		C
I trust that my employees are doing everything they can to safeguard sensitive physical and digital information while off-site	84	38	46	20	47
	8%	7%	8%	7%	11%
					E

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	147	125	60	494	194	80	1000	100
388	143	121	77	418	264	77	1000	100
144	47	34	26	135	101	27	354	14
37%	33%	28%	33%	32%	38%	35%	35%	14%
C			*			*	M	*
21	11	6	5	43	33	9	100	6
5%	7%	5%	7%	10%	12%	11%	10%	6%
			*		G	*		*
115	42	24	18	96	60	20	258	3
30%	29%	20%	23%	23%	23%	26%	26%	3%
CD			*			*	M	*
17	8	4	5	38	23	6	80	4
4%	5%	3%	7%	9%	9%	8%	8%	4%
			*	G		*		*

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
337	17	6	4	4	151	71	56	41
37%	20%	16%	16%	11%	39%	35%	31%	34%
OPR	*	*	**	*	WXY	W		W
90	9	1	4	2	48	20	13	8
10%	11%	2%	16%	5%	12%	10%	7%	7%
	*	*	**	*				
248	9	1	-	2	100	51	46	31
27%	11%	2%	-	5%	26%	25%	25%	25%
OPR	*	*	**	*	X	X	X	X
74	7	-	-	4	40	12	12	12
8%	8%	-	-	10%	10%	6%	7%	10%
	*	*	**	*	W			

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
9	15	25	49	54	25	47	17	176
18%	25%	26%	34%	23%	22%	33%	23%	45%
*	*	*	a			a	*	Zabcd
3	4	9	14	19	10	15	3	47
6%	7%	10%	9%	8%	9%	10%	4%	12%
*	*	*					*	d
9	5	19	42	31	13	45	14	115
18%	9%	20%	29%	13%	12%	32%	19%	29%
*	*	*	ab			ab	*	ab
1	2	5	15	13	7	10	3	36
2%	3%	6%	11%	6%	6%	7%	4%	9%
*	*	*					*	

Table: 20

Q8_1. [The risk of a data breach is higher when my employees work off-site than it is when they work at the office] To v

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
Strongly agree	259	141	118	85	88
	24%	25%	22%	31%	20%
				DE	
Somewhat agree	472	244	228	131	183
	43%	44%	42%	48%	42%
Somewhat disagree	207	110	97	36	91
	19%	20%	18%	13%	21%
					C
Strongly disagree	161	61	100	21	77
	15%	11%	18%	8%	17%
			A		C
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%
Summary					
Agree	732	385	346	217	271
	67%	69%	64%	79%	62%
				DE	
Disagree	368	171	198	57	168
	33%	31%	36%	21%	38%
					C

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

what extent do you agree or disagree with the following:

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
86	35	30	15	101	53	25	221	38
22%	24%	25%	20%	24%	20%	32%	22%	38%
			*			J*		L*
158	61	57	36	183	110	25	425	48
41%	43%	47%	47%	44%	42%	32%	42%	48%
		K	*			*		*
81	26	17	14	78	61	11	197	10
21%	18%	14%	18%	19%	23%	14%	20%	10%
C			*			*	M	*
63	20	16	12	57	39	16	157	4
16%	14%	14%	15%	14%	15%	21%	16%	4%
C			*			*	M	*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%
244	96	87	51	283	163	50	646	86
63%	67%	72%	67%	68%	62%	65%	65%	86%
			*			*		L*
144	47	34	26	135	101	27	354	14
37%	33%	28%	33%	32%	38%	35%	35%	14%
C			*			*	M	*

	Business Size (# of Employees)					Yearly Revenue			
	Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
	N	O	P	Q	R	S	T	U	V
	918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
	918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
	196	25	18	7	13	80	52	40	29
	21%	31%	45%	31%	35%	21%	25%	22%	24%
		*	N*	**	N*				
	385	40	16	12	20	154	81	85	52
	42%	49%	39%	53%	54%	40%	40%	47%	42%
		*	*	**	*				
	182	16	3	4	3	71	41	37	24
	20%	19%	8%	16%	8%	18%	20%	20%	19%
		*	*	**	*				
	156	1	3	-	1	80	30	19	18
	17%	1%	8%	-	3%	21%	15%	10%	15%
	OR	*	*	**	*	UWXY	WX		WX
	918	82	40	23	37	385	204	181	122
	100%	100%	100%	100%	100%	100%	100%	100%	100%
	580	65	34	20	33	234	133	125	81
	63%	80%	84%	84%	89%	61%	65%	69%	66%
		N*	N*	**	N*				
	337	17	6	4	4	151	71	56	41
	37%	20%	16%	16%	11%	39%	35%	31%	34%
	OPR	*	*	**	*	WXY	W		W

$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Industry Sector					
			Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
17	14	27	33	59	39	33	18	78
33%	23%	28%	22%	25%	35%	24%	24%	20%
*	*	*			Ze		*	
26	31	43	65	121	47	61	38	140
50%	52%	45%	44%	52%	43%	43%	52%	35%
*	*	*		e			e*	
8	13	14	31	39	19	31	14	73
15%	22%	15%	22%	17%	17%	22%	19%	19%
*	*	*					*	
1	2	11	18	15	6	16	4	103
2%	3%	12%	12%	6%	5%	11%	5%	26%
*	*	*					*	Zabcd
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%
43	45	70	97	180	86	95	56	218
82%	75%	74%	66%	77%	78%	67%	77%	55%
STV*	S*	S*	e	Zce	e	e	e*	
9	15	25	49	54	25	47	17	176
18%	25%	26%	34%	23%	22%	33%	23%	45%
*	*	*	a			a	*	Zabcd

Table: 21

Q8_2. [I trust that my employees are doing everything they can to safeguard sensitive physical and digital information v

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
Strongly agree	561	274	287	134	213
	51%	49%	53%	49%	48%
Somewhat agree	433	237	196	111	169
	39%	43%	36%	41%	39%
		B			
Somewhat disagree	65	32	33	22	30
	6%	6%	6%	8%	7%
				E	E
Strongly disagree	41	13	28	6	27
	4%	2%	5%	2%	6%
			A		CE
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%
Summary					
Agree	994	511	483	245	382
	90%	92%	89%	90%	87%
Disagree	106	45	61	28	57
	10%	8%	11%	10%	13%
				E	E

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	147	125	60	494	194	80	1000	100
388	143	121	77	418	264	77	1000	100
214	73	65	47	203	129	43	509	52
55%	51%	54%	62%	49%	49%	56%	51%	52%
			*			*		*
153	59	50	24	172	102	25	392	41
39%	41%	42%	32%	41%	39%	32%	39%	41%
			*			*		*
13	9	3	4	25	19	5	59	5
3%	6%	2%	5%	6%	7%	6%	6%	5%
			*			*		*
9	2	3	1	18	14	4	40	1
2%	1%	2%	2%	4%	5%	5%	4%	1%
			*			*		*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%
367	132	115	72	375	231	68	900	94
95%	93%	95%	93%	90%	88%	89%	90%	94%
CD		J	*			*		*
21	11	6	5	43	33	9	100	6
5%	7%	5%	7%	10%	12%	11%	10%	6%
			*		G	*		*

	Business Size (# of Employees)					Yearly Revenue			
	Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
	N	O	P	Q	R	S	T	U	V
	918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
	918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
	470	39	21	13	18	199	109	88	56
	51%	47%	54%	57%	48%	52%	53%	49%	46%
		*	*	**	*				
	357	34	18	6	17	138	75	79	58
	39%	42%	44%	27%	47%	36%	37%	44%	47%
		*	*	**	*				S
	51	8	1	4	1	24	11	11	5
	6%	10%	2%	16%	2%	6%	5%	6%	4%
		*	*	**	*				
	39	1	-	-	1	24	9	3	3
	4%	2%	-	-	3%	6%	4%	1%	3%
		*	*	**	*	UX			
	918	82	40	23	37	385	204	181	122
	100%	100%	100%	100%	100%	100%	100%	100%	100%
	827	73	39	20	35	337	184	168	114
	90%	89%	98%	84%	95%	88%	90%	93%	93%
		*	*	**	*				
	90	9	1	4	2	48	20	13	8
	10%	11%	2%	16%	5%	12%	10%	7%	7%
		*	*	**	*				

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
29	34	45	72	121	63	66	37	200
55%	57%	47%	50%	52%	57%	47%	51%	51%
*	*	*					*	
20	22	41	60	94	38	60	33	147
39%	36%	43%	41%	40%	34%	43%	46%	37%
*	*	*					*	
3	4	6	9	15	6	10	2	22
6%	7%	7%	6%	6%	6%	7%	2%	6%
*	*	*					*	
-	-	3	4	4	3	4	1	24
-	-	3%	3%	2%	3%	3%	1%	6%
*	*	*					*	a
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%
49	56	86	133	215	101	127	70	347
94%	93%	90%	91%	92%	91%	90%	96%	88%
*	*	*					e*	
3	4	9	14	19	10	15	3	47
6%	7%	10%	9%	8%	9%	10%	4%	12%
*	*	*					*	d

19-026776 Security Tracker 2017

Table: 22

Q8_3. [I believe the option to work remotely is going to become increasingly important to my employees in the next 5 y

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	550	550	275	440
Base: All Respondents (wtd)	1100	556	544	273	439
Strongly agree	402	207	194	106	166
	37%	37%	36%	39%	38%
Somewhat agree	438	236	201	123	172
	40%	43%	37%	45%	39%
				E	
Somewhat disagree	112	60	52	26	40
	10%	11%	10%	9%	9%
Strongly disagree	148	52	97	19	61
	13%	9%	18%	7%	14%
			A		C
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%
Summary					
Agree	839	444	396	229	337
	76%	80%	73%	84%	77%
		B		DE	E
Disagree	261	112	148	45	101
	24%	20%	27%	16%	23%
			A		C

Overlap formulae used

- Column Proportions:
  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

[years] To what extent do you agree or disagree with the following:

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	147	125	60	494	194	80	1000	100
388	143	121	77	418	264	77	1000	100
130	52	43	24	159	102	22	350	52
34%	36%	35%	32%	38%	39%	29%	35%	52%
			*			*		L*
143	50	54	35	162	102	35	392	45
37%	35%	45%	45%	39%	39%	45%	39%	45%
			*			*		*
46	12	10	8	43	31	9	110	2
12%	8%	8%	10%	10%	12%	11%	11%	2%
			*			*	M	*
68	30	15	10	53	29	12	147	1
18%	21%	12%	13%	13%	11%	15%	15%	1%
C	GIJ		*			*	M	*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%
273	101	97	59	322	204	57	742	97
70%	71%	80%	77%	77%	77%	74%	74%	97%
			*			*		L*
115	42	24	18	96	60	20	258	3
30%	29%	20%	23%	23%	23%	26%	26%	3%
CD			*			*	M	*

	Business Size (# of Employees)					Yearly Revenue			
	Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
	N	O	P	Q	R	S	T	U	V
	918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
	918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
	325	25	21	11	20	138	79	56	42
	35%	30%	52%	48%	55%	36%	39%	31%	35%
		*	NO*	**	NO*				
	344	48	18	12	15	148	74	79	49
	38%	58%	46%	52%	41%	38%	36%	44%	40%
		N*	*	**	*				
	103	7	1	-	1	35	22	25	15
	11%	8%	2%	-	2%	9%	11%	14%	12%
		*	*	**	*			XY	
	145	2	-	-	1	64	30	20	16
	16%	3%	-	-	3%	17%	15%	11%	13%
	OPR	*	*	**	*	X	X		
	918	82	40	23	37	385	204	181	122
	100%	100%	100%	100%	100%	100%	100%	100%	100%
	669	73	39	23	35	285	153	136	91
	73%	89%	98%	100%	95%	74%	75%	75%	75%
		N*	N*	**	N*				
	248	9	1	-	2	100	51	46	31
	27%	11%	2%	-	5%	26%	25%	25%	25%
	OPR	*	*	**	*	X	X	X	X

			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
22	29	36	53	96	48	43	20	143
41%	48%	37%	36%	41%	43%	30%	27%	36%
*	U*	*		cd	cd		*	
22	26	41	51	107	50	54	40	136
41%	43%	43%	35%	46%	45%	38%	54%	35%
*	*	*		Ze			Zce*	
6	3	6	22	20	7	21	6	36
12%	5%	6%	15%	9%	6%	15%	8%	9%
*	*	*	be			be	*	
3	3	13	20	11	6	24	8	79
6%	4%	14%	14%	5%	6%	17%	11%	20%
*	*	*	ab			ab	a*	ab
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%
43	55	77	104	203	98	96	59	279
82%	91%	80%	71%	87%	88%	68%	81%	71%
*	STUV*	*		Zce	Zce		*	
9	5	19	42	31	13	45	14	115
18%	9%	20%	29%	13%	12%	32%	19%	29%
*	*	*	ab			ab	*	ab

19-026776 Security Tracker 2017

Table: 23

Q8_4. [I trust that my employees are doing everything they can to safeguard sensitive physical and digital information

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
Strongly agree	556	268	288	134	209
	51%	48%	53%	49%	48%
Somewhat agree	460	249	211	120	182
	42%	45%	39%	44%	42%
		B			
Somewhat disagree	44	24	21	13	24
	4%	4%	4%	5%	5%
					E
Strongly disagree	39	14	25	7	23
	4%	3%	5%	3%	5%
					E
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%
Summary					
Agree	1016	518	498	254	392
	92%	93%	92%	93%	89%
Disagree	84	38	46	20	47
	8%	7%	8%	7%	11%
					E

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

while off-site] To what extent do you agree or disagree with the following:

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	147	125	60	494	194	80	1000	100
388	143	121	77	418	264	77	1000	100
213	78	67	49	192	127	44	502	54
55%	54%	55%	63%	46%	48%	58%	50%	54%
D			IJ*			*		*
158	57	50	23	188	114	27	418	42
41%	40%	42%	30%	45%	43%	35%	42%	42%
			*	H		*		*
8	5	2	3	19	14	3	43	2
2%	3%	2%	3%	4%	5%	4%	4%	2%
			*			*		*
9	3	2	3	19	10	3	37	2
2%	2%	2%	3%	5%	4%	4%	4%	2%
			*			*		*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%
371	135	117	72	380	241	71	920	96
96%	95%	97%	93%	91%	91%	92%	92%	96%
D		I	*			*		*
17	8	4	5	38	23	6	80	4
4%	5%	3%	7%	9%	9%	8%	8%	4%
			*	G		*		*

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
468	34	23	10	21	200	107	86	57
51%	41%	58%	42%	58%	52%	53%	48%	46%
	*	*	**	*				
376	42	17	14	12	145	84	83	54
41%	51%	42%	58%	32%	38%	41%	46%	44%
	*	*	**	*				
37	5	-	-	2	17	8	8	6
4%	7%	-	-	5%	4%	4%	5%	5%
	*	*	**	*				
36	1	-	-	2	23	4	4	5
4%	2%	-	-	5%	6%	2%	2%	5%
	*	*	**	*	TUX			
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%
844	76	40	23	33	345	192	169	110
92%	92%	100%	100%	90%	90%	94%	93%	90%
	*	*	**	*				
74	7	-	-	4	40	12	12	12
8%	8%	-	-	10%	10%	6%	7%	10%
	*	*	**	*	W			

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
25	36	45	66	118	62	70	35	204
48%	59%	48%	45%	50%	56%	50%	48%	52%
*	*	*					*	
26	23	45	65	103	42	61	35	154
50%	38%	47%	44%	44%	38%	43%	48%	39%
*	*	*					*	
1	2	2	9	9	3	6	1	16
2%	3%	2%	6%	4%	3%	4%	1%	4%
*	*	*					*	
-	-	4	7	4	3	4	2	20
-	-	4%	5%	1%	3%	3%	2%	5%
*	*	*					*	a
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%
52	59	90	131	221	104	131	70	358
98%	97%	94%	89%	94%	94%	93%	96%	91%
S*	*	*					*	
1	2	5	15	13	7	10	3	36
2%	3%	6%	11%	6%	6%	7%	4%	9%
*	*	*					*	

19-026776 Security Tracker 2017

Table: 24

Q9. How do you dispose of confidential paper documents you no longer need?

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
We have an in-office shredding machine but no locked console to secure all documents prior to shredding	372	191	181	53	141
	34%	34%	33%	20%	32%
					C
We have a locked console in the office and all confidential documents are shredded via an in-house shredding machine	291	139	153	83	110
	26%	25%	28%	30%	25%
We have a locked console in the office and all confidential documents are shredded by a professional shredding service	169	101	68	62	73
	15%	18%	12%	23%	17%
		B		DE	E
We do not shred any documents nor store them in secure locked consoles, but we recycle confidential documents	67	32	35	18	32
	6%	6%	6%	7%	7%
We do not shred documents or store them in a secure locked console, but we throw out confidential documents into the waste bin	45	21	24	23	12
	4%	4%	4%	8%	3%
				DE	
Our offices are paperless, we do not have any confidential paper documents	156	73	83	34	71
	14%	13%	15%	13%	16%
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	147	125	60	494	194	80	1000	100
388	143	121	77	418	264	77	1000	100
178	62	41	32	143	75	19	352	20
46%	44%	34%	42%	34%	28%	25%	35%	20%
CD	IJK		K*			*	M	*
98	35	34	27	103	72	20	260	32
25%	24%	28%	35%	25%	27%	26%	26%	32%
			*			*		*
34	19	18	8	62	49	13	135	34
9%	14%	15%	10%	15%	19%	16%	13%	34%
			*			*		L*
18	5	7	1	25	20	9	60	8
5%	3%	6%	2%	6%	8%	11%	6%	8%
			*			FH*		*
10	4	9	1	16	11	4	41	4
3%	3%	7%	2%	4%	4%	5%	4%	4%
			*			*		*
50	18	13	8	69	37	13	154	2
13%	12%	10%	10%	16%	14%	16%	15%	2%
			*			*	M	*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
332	20	12	4	5	141	65	67	40
36%	24%	30%	15%	14%	37%	32%	37%	33%
OR	*	*	**	*				
230	30	10	7	15	76	58	56	39
25%	36%	25%	30%	40%	20%	28%	31%	32%
	N*	*	**	N*		S	S	S
109	25	12	12	11	28	28	28	21
12%	31%	29%	51%	29%	7%	14%	16%	17%
	N*	N*	**	N*		S	S	S
59	1	3	-	4	26	18	7	10
6%	1%	8%	-	12%	7%	9%	4%	8%
	*	*	**	O*	Y	Y		Y
35	5	2	1	1	21	5	7	5
4%	7%	6%	4%	2%	5%	2%	4%	4%
	*	*	**	*				
153	1	1	-	1	93	31	15	7
17%	1%	2%	-	3%	24%	15%	8%	6%
OPR	*	*	**	*	TUVWXY	UVWXY		
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
15	17	27	49	59	38	49	23	153
28%	28%	28%	34%	25%	35%	34%	32%	39%
*	*	*					*	a
14	19	29	46	65	28	42	25	84
28%	31%	30%	32%	28%	25%	30%	35%	21%
*	S*	S*	e			e	e*	
14	18	32	17	55	28	23	13	33
27%	30%	33%	12%	24%	25%	16%	17%	8%
ST*	STU*	STUV*		Ze	Ze	e	e*	
4	1	1	12	17	6	6	4	22
8%	1%	1%	8%	7%	6%	4%	5%	6%
*	*	*					*	
3	3	1	4	11	4	5	4	16
6%	4%	1%	3%	5%	3%	4%	6%	4%
*	*	*					*	
2	3	5	17	27	7	16	4	85
3%	5%	6%	12%	11%	6%	11%	5%	22%
*	*	*					*	Zabcd
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%

19-026776 Security Tracker 2017

Table: 25

Q10. How regularly do you train your staff on your organization's information-security procedures or policies?

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
Twice a year or more frequently	202	118	84	70	84
	18%	21%	15%	26%	19%
		B		DE	E
Once a year	256	149	108	95	96
	23%	27%	20%	35%	22%
		B		DE	
Once during their employment at my organization	117	53	64	38	49
	11%	10%	12%	14%	11%
				E	
On an ad-hoc/as-needed basis	219	108	110	31	78
	20%	20%	20%	11%	18%
					C
Never	87	36	51	13	35
	8%	6%	9%	5%	8%
No policies in place	220	92	128	28	98
	20%	17%	23%	10%	22%
			A		C
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
48	20	23	18	80	39	20	162	39
12%	14%	19%	23%	19%	15%	26%	16%	39%
			*			FJ*		L*
65	30	35	14	98	65	13	218	38
17%	21%	29%	18%	23%	25%	18%	22%	38%
			*			*		L*
31	17	10	14	39	29	10	102	15
8%	12%	8%	18%	9%	11%	12%	10%	15%
			GI*			*		*
110	33	26	8	91	48	13	214	5
28%	23%	22%	10%	22%	18%	18%	21%	5%
CD	H		*	H		*	M	*
40	15	9	6	32	19	6	85	2
10%	10%	7%	8%	8%	7%	8%	8%	2%
C			*			*	M	*
94	28	18	17	78	64	14	219	1
24%	20%	15%	22%	19%	24%	19%	22%	1%
C			*			*	M	*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
133	29	15	7	17	38	26	36	34
14%	36%	39%	28%	47%	10%	13%	20%	28%
	N*	N*	**	N*			S	ST
193	25	12	13	14	58	50	52	32
21%	30%	30%	55%	37%	15%	24%	28%	26%
	*	*	**	N*		S	S	S
85	18	11	2	2	30	23	21	20
9%	22%	26%	9%	6%	8%	11%	12%	16%
	NR*	NR*	**	*				S
208	6	1	-	4	77	50	40	20
23%	7%	2%	-	10%	20%	24%	22%	16%
OP	*	*	**	*		X		
82	3	-	2	-	48	13	12	4
9%	4%	-	8%	-	12%	6%	7%	3%
	*	*	**	*	TUVY			
218	1	1	-	-	134	42	21	14
24%	1%	2%	-	-	35%	21%	12%	11%
OPR	*	*	**	*	TUVWXY	UVWXY	W	W
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
20	19	30	26	62	31	23	10	50
37%	31%	31%	18%	26%	28%	16%	14%	13%
STU*	ST*	STU*		cde	cde		*	
14	21	30	43	56	28	39	21	69
27%	34%	32%	30%	24%	25%	28%	28%	18%
S*	S*	S*	e			e	e*	
7	9	7	18	26	12	20	14	26
13%	15%	8%	12%	11%	11%	14%	20%	7%
*	*	*	e			e	e*	
7	7	18	29	50	28	30	14	68
14%	11%	19%	20%	21%	25%	21%	19%	17%
*	*	*					*	
4	3	4	11	8	4	12	6	47
7%	5%	4%	7%	3%	3%	8%	8%	12%
*	*	*				a	*	ab
1	2	6	19	33	8	17	9	133
2%	4%	6%	13%	14%	8%	12%	12%	34%
*	*	*					*	Zabcd
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%

19-026776 Security Tracker 2017

Table: 26

Q11. Has your organization ever suffered a data breach?

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
Yes	128	78	50	62	51
	12%	14%	9%	23%	12%
		B		DE	E
No	930	459	471	203	372
	85%	83%	87%	74%	85%
					C
I don't know	42	18	23	8	15
	4%	3%	4%	3%	3%
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
14	8	15	6	53	38	7	83	45
4%	5%	13%	8%	13%	14%	9%	8%	45%
		F	*	F	F	*		L*
355	131	103	68	351	211	66	876	54
92%	92%	85%	88%	84%	80%	86%	88%	54%
CD	IJ		*			*	M	*
18	4	3	3	14	15	4	41	1
5%	3%	2%	3%	3%	6%	5%	4%	1%
			*			*		*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
56	27	17	12	17	25	15	24	18
6%	33%	41%	49%	46%	7%	7%	13%	15%
	N*	N*	**	N*			S	ST
822	54	22	12	20	340	185	146	100
90%	66%	56%	51%	54%	88%	91%	81%	82%
OPR	*	*	**	*	UWY	UVWY	W	W
40	1	1	-	-	20	4	11	4
4%	1%	2%	-	-	5%	2%	6%	3%
	*	*	**	*				
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
17	10	18	12	37	25	16	11	27
33%	17%	19%	8%	16%	23%	11%	15%	7%
STUVX*	ST*	ST*		Ze	Zce		e*	
34	50	75	127	192	84	120	62	346
65%	83%	78%	86%	82%	76%	85%	85%	88%
*	W*	*	b				*	ab
1	-	3	8	6	1	5	-	21
2%	-	3%	5%	3%	1%	4%	-	5%
*	*	*	d				*	d
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%

19-026776 Security Tracker 2017

Table: 27

Q12. If your organization suffered a data breach, what was the cause?

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: Suffered Data Breach	**127**	**80**	**47**	**63**	**50**
Base: Suffered Data Breach (wtd)	**128**	**78**	**50**	**62**	**51**
Human error or accidental loss by employee/insider	56	36	20	26	25
	44%	47%	40%	41%	49%
		*	*	*	*
Deliberate theft or sabotage by external vendor/source	37	22	15	16	15
	29%	28%	30%	26%	29%
		*	*	*	*
Human error or accidental loss by external vendor/source	37	27	10	20	15
	29%	34%	20%	32%	30%
		*	*	*	*
Deliberate theft or sabotage by employee/insider	33	22	11	19	13
	26%	28%	23%	31%	26%
		*	*	*	*
Other	7	4	3	2	3
	6%	5%	7%	3%	7%
		*	*	*	*
Sigma	171	111	60	83	72
	133%	142%	120%	133%	140%

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
				Region			Sample Type	
E	F	G	H	I	J	K	L	M
14	**8**	**16**	**5**	**63**	**28**	**7**	**82**	**45**
14	**8**	**15**	**6**	**53**	**38**	**7**	**83**	**45**
5	3	6	4	19	20	5	33	23
38%	38%	38%	60%	35%	54%	71%	40%	52%
**	**	**	**		**	**	*	*
6	4	4	1	17	8	3	26	11
44%	50%	25%	20%	32%	21%	43%	31%	25%
**	**	**	**		**	**	*	*
2	3	3	1	19	8	2	22	14
13%	38%	19%	20%	37%	21%	29%	27%	32%
**	**	**	**		**	**	*	*
1	-	6	-	15	10	3	20	13
6%	-	38%	-	29%	25%	43%	25%	29%
**	**	**	**		**	**	*	*
2	-	1	3	3	-	1	7	-
12%	-	6%	40%	5%	-	14%	8%	-
**	**	**	**		**	**	*	*
16	10	19	9	73	46	13	109	62
112%	125%	125%	140%	137%	121%	200%	131%	138%

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
55	**27**	**16**	**12**	**17**	**25**	**15**	**24**	**18**
56	**27**	**17**	**12**	**17**	**25**	**15**	**24**	**18**
20	13	9	8	6	7	7	10	10
36%	48%	55%	70%	36%	29%	45%	42%	54%
	**	**	**	**	**	**	**	**
17	9	4	3	5	8	2	7	5
30%	33%	24%	22%	29%	30%	11%	29%	27%
	**	**	**	**	**	**	**	**
16	6	4	3	7	5	3	7	10
29%	23%	26%	25%	42%	19%	17%	28%	54%
	**	**	**	**	**	**	**	**
10	10	6	2	5	7	3	8	5
18%	38%	36%	16%	31%	26%	21%	34%	30%
	**	**	**	**	**	**	**	**
6	1	-	-	-	4	2	1	-
11%	4%	-	-	-	17%	11%	4%	-
	**	**	**	**	**	**	**	**
70	39	23	15	23	31	16	33	30
125%	145%	140%	132%	138%	121%	106%	136%	164%

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
16	**11**	**18**	**12**	**39**	**25**	**15**	**11**	**25**
17	**10**	**18**	**12**	**37**	**25**	**16**	**11**	**27**
9	6	8	5	17	12	9	6	7
52%	57%	45%	45%	47%	46%	58%	53%	26%
**	**	**	**		**	**	**	**
7	4	5	3	15	6	3	2	8
38%	42%	28%	26%	41%	23%	17%	16%	31%
**	**	**	**		**	**	**	**
5	3	5	4	15	9	4	2	3
30%	25%	28%	36%	40%	34%	28%	16%	11%
**	**	**	**		**	**	**	**
2	4	5	3	12	5	3	3	9
10%	35%	28%	22%	32%	19%	20%	23%	32%
**	**	**	**		**	**	**	**
-	-	-	-	2	-	2	-	4
-	-	-	-	5%	-	11%	-	13%
**	**	**	**		**	**	**	**
23	16	23	15	61	31	21	12	30
130%	159%	128%	129%	165%	122%	132%	108%	114%

19-026776 Security Tracker 2017

Table: 28

Q13. If you have ever suffered a data breach, what was the impact on your organization?

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: Suffered Data Breach	**127**	**80**	**47**	**63**	**50**
Base: Suffered Data Breach (wtd)	**128**	**78**	**50**	**62**	**51**
Short-term financial impact	54	33	21	25	22
	42%	43%	42%	40%	44%
		*	*	*	*
Termination of employment for responsible individuals	38	27	11	19	17
	30%	34%	23%	31%	33%
		*	*	*	*
Legal consequences for your organization	36	23	13	20	14
	28%	30%	25%	33%	28%
		*	*	*	*
Severe long-term financial impact	33	26	7	18	14
	26%	33%	14%	28%	27%
		B*	*	*	*
Harm to your credibility and reputation as an organization	32	22	10	15	15
	25%	28%	20%	24%	30%
		*	*	*	*
I don't know	7	3	5	-	3
	6%	3%	10%	-	7%
		*	*	*	C*
Sigma	200	134	67	97	86
	157%	171%	134%	156%	168%

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

		Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic		SBO	C-Suite
E	F	G	H	I	J	K		L	M
14	**8**	**16**	**5**	**63**	**28**	**7**		**82**	**45**
14	**8**	**15**	**6**	**53**	**38**	**7**		**83**	**45**
7	3	8	-	26	16	1		33	21
50%	38%	50%	-	49%	43%	14%		40%	47%
**	**	**	**		**	**		*	*
2	1	5	3	19	8	2		20	18
12%	12%	31%	40%	37%	21%	29%		24%	41%
**	**	**	**		**	**		*	L*
1	3	4	1	9	14	5		21	15
7%	38%	25%	20%	17%	36%	71%		25%	34%
**	**	**	**		**	**		*	*
1	2	4	1	13	8	5		21	11
10%	25%	25%	20%	24%	21%	71%		26%	25%
**	**	**	**		**	**		*	*
2	3	5	1	17	4	2		21	11
12%	38%	31%	20%	32%	11%	29%		25%	25%
**	**	**	**		**	**		*	*
4	1	-	3	3	1	-		7	-
28%	12%	-	40%	5%	4%	-		9%	-
**	**	**	**		**	**		M*	*
17	13	25	9	87	52	14		123	77
118%	162%	162%	140%	163%	136%	214%		148%	172%

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
55	**27**	**16**	**12**	**17**	**25**	**15**	**24**	**18**
56	**27**	**17**	**12**	**17**	**25**	**15**	**24**	**18**
20	13	4	6	11	7	8	12	8
36%	48%	24%	54%	65%	28%	53%	49%	42%
	**	**	**	**	**	**	**	**
13	7	5	6	8	7	3	4	6
23%	25%	29%	49%	47%	27%	21%	18%	34%
	**	**	**	**	**	**	**	**
8	13	7	3	5	4	3	8	4
14%	47%	44%	29%	27%	16%	20%	34%	22%
	**	**	**	**	**	**	**	**
11	10	5	4	2	5	2	11	5
20%	38%	32%	37%	11%	20%	16%	45%	26%
	**	**	**	**	**	**	**	**
16	4	6	3	3	6	3	6	5
29%	17%	35%	23%	15%	24%	18%	26%	25%
	**	**	**	**	**	**	**	**
7	-	-	-	-	3	1	-	2
13%	-	-	-	-	14%	6%	-	10%
	**	**	**	**	**	**	**	**
76	47	27	22	28	32	20	41	29
136%	175%	164%	192%	165%	128%	133%	172%	159%

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
16	**11**	**18**	**12**	**39**	**25**	**15**	**11**	**25**
17	**10**	**18**	**12**	**37**	**25**	**16**	**11**	**27**
4	7	9	4	20	7	9	5	10
21%	74%	49%	30%	55%	28%	55%	44%	36%
**	**	**	**		**	**	**	**
5	6	7	7	14	11	3	1	3
30%	57%	37%	63%	37%	43%	16%	8%	10%
**	**	**	**		**	**	**	**
5	3	8	2	8	11	3	3	8
32%	31%	44%	19%	22%	45%	20%	27%	29%
**	**	**	**		**	**	**	**
4	3	4	4	10	6	6	4	2
21%	25%	21%	30%	28%	25%	40%	39%	7%
**	**	**	**		**	**	**	**
5	4	4	3	11	5	5	1	7
30%	35%	20%	27%	31%	21%	30%	8%	24%
**	**	**	**		**	**	**	**
1	-	-	-	1	-	1	1	5
8%	-	-	-	2%	-	5%	9%	18%
**	**	**	**		**	**	**	**
24	22	31	20	64	41	27	15	33
140%	222%	172%	167%	175%	163%	166%	135%	124%

Table: 29

Q14. How likely do you think it is that your organization will experience a data breach in the next 5 years?

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
Very likely	75	53	22	34	30
	7%	10%	4%	13%	7%
		B		DE	E
Somewhat likely	238	147	92	77	90
	22%	26%	17%	28%	20%
		B		DE	
Not very likely	479	232	247	112	179
	44%	42%	45%	41%	41%
Not at all likely	307	124	184	50	140
	28%	22%	34%	18%	32%
			A		C
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%
Summary					
Likely	314	200	114	112	119
	29%	36%	21%	41%	27%
		B		DE	
Not Likely	786	356	431	162	319
	71%	64%	79%	59%	73%
			A		C

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	147	125	60	494	194	80	1000	100
388	143	121	77	418	264	77	1000	100
11	4	12	1	28	26	5	55	20
3%	3%	10%	2%	7%	10%	6%	6%	20%
		FH	*		FH	*		L*
71	23	24	12	98	60	21	193	46
18%	16%	20%	15%	23%	23%	28%	19%	46%
			*			F*		L*
188	75	51	40	175	109	29	449	30
49%	52%	42%	52%	42%	41%	38%	45%	30%
D	IJK		*			*	M	*
117	41	34	24	117	69	22	303	4
30%	29%	28%	32%	28%	26%	29%	30%	4%
C			*			*	M	*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%
83	27	36	13	126	86	26	248	66
21%	19%	30%	17%	30%	32%	34%	25%	66%
		F	*	FH	FH	FH*		L*
305	116	85	64	292	178	51	752	34
79%	81%	70%	83%	70%	68%	66%	75%	34%
C	GIJK		IJK*			*	M	*

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
35	20	9	4	8	18	9	15	11
4%	24%	23%	15%	21%	5%	5%	8%	9%
	N*	N*	**	N*				
159	33	22	10	13	46	42	53	34
17%	40%	55%	45%	37%	12%	21%	29%	28%
	N*	N*	**	N*		S	S	S
427	22	8	9	13	161	99	76	46
47%	26%	20%	40%	34%	42%	48%	42%	38%
OP	*	*	**	*				
296	8	1	-	3	161	54	37	31
32%	9%	2%	-	9%	42%	27%	20%	25%
OPR	*	*	**	*	TUVWXY	WXY		WY
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%
195	53	31	14	21	63	51	68	45
21%	65%	77%	60%	57%	16%	25%	38%	37%
	N*	N*	**	N*		S	ST	ST
723	29	9	9	16	322	153	113	77
79%	35%	23%	40%	43%	84%	75%	62%	63%
OPR	*	*	**	*	TUVWXY	UVWY		

	Industry Sector							
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
5	6	10	5	23	18	7	8	15
10%	10%	11%	3%	10%	16%	5%	11%	4%
*	*	ST*		Ze	Zce		Ze*	
17	14	33	36	68	24	38	15	58
33%	22%	35%	24%	29%	22%	27%	20%	15%
S*	S*	ST*	e	e		e	*	
25	33	39	70	103	55	60	36	155
49%	54%	40%	48%	44%	49%	43%	49%	39%
*	V*	*					*	
4	8	13	36	41	14	37	15	165
9%	13%	14%	25%	17%	13%	26%	20%	42%
*	*	*	b			b	*	Zabcd
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%
22	20	43	40	91	42	45	23	73
43%	33%	46%	28%	39%	38%	31%	31%	19%
ST*	S*	ST*	e	Ze	e	e	e*	
30	41	52	106	144	69	97	50	320
57%	67%	54%	72%	61%	62%	69%	69%	81%
*	*	*	a				*	Zabcd

19-026776 Security Tracker 2017

Table: 30

Q15. What do you think the source of the data breach will be?

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: Likely To Experience Data Breach	**314**	**201**	**113**	**112**	**119**
Base: Likely To Experience Data Breach (wtd)	**314**	**200**	**114**	**112**	**119**
Human error or accidental loss by employee/insider	118	80	38	43	42
	38%	40%	34%	39%	35%
Deliberate theft or sabotage by external vendor/source	108	62	46	34	40
	34%	31%	41%	31%	34%
Human error or accidental loss by external vendor/source	107	76	30	40	44
	34%	38%	27%	36%	36%
		B			
Deliberate theft or sabotage by employee/insider	59	37	23	27	28
	19%	18%	20%	24%	23%
				E	E
Other	14	9	6	3	8
	5%	4%	5%	3%	7%
Sigma	407	264	143	148	162
	130%	132%	126%	133%	136%

Overlap formulae used

- Column Proportions:
  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e
  Minimum Base: 30 (**), Small Base: 100 (*)

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
83	**28**	**37**	**10**	**149**	**63**	**27**	**249**	**65**
83	**27**	**36**	**13**	**126**	**86**	**26**	**248**	**66**
33	9	15	6	49	30	9	90	28
40%	32%	43%	50%	39%	35%	33%	36%	42%
*	**	*	**		*	**		*
33	15	10	1	48	22	13	92	16
40%	54%	27%	10%	38%	25%	48%	37%	24%
*	**	*	**		*	**		*
23	5	10	4	39	41	9	74	33
28%	18%	27%	30%	31%	48%	33%	30%	50%
*	**	*	**		GI*	**		L*
5	6	7	1	26	16	3	40	19
5%	21%	19%	10%	21%	19%	11%	16%	29%
*	**	*	**		*	**		L*
3	1	-	1	5	4	3	13	1
4%	4%	-	10%	4%	5%	11%	5%	1%
*	**	*	**		*	**		*
97	35	42	14	168	113	36	309	97
117%	129%	116%	110%	133%	132%	137%	125%	148%

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
196	**53**	**30**	**14**	**21**	**64**	**49**	**70**	**44**
195	**53**	**31**	**14**	**21**	**63**	**51**	**68**	**45**
65	26	10	6	13	19	20	25	14
33%	48%	31%	39%	62%	30%	39%	36%	31%
	*	**	**	**	*	*	*	*
80	12	4	4	7	27	16	25	13
41%	23%	14%	32%	34%	42%	32%	36%	29%
O	*	**	**	**	*	*	*	*
50	24	14	8	12	18	12	24	15
25%	45%	45%	56%	55%	28%	23%	36%	32%
	N*	**	**	**	*	*	*	*
28	12	12	5	3	10	5	10	13
14%	23%	39%	32%	12%	16%	9%	14%	29%
	*	**	**	**	*	*	*	T*
11	3	1	-	-	3	4	1	4
5%	5%	3%	-	-	5%	8%	1%	9%
	*	**	**	**	*	*	*	*
233	76	41	22	34	77	57	84	59
120%	144%	132%	159%	163%	122%	111%	124%	129%

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
22	**21**	**44**	**39**	**92**	**41**	**45**	**23**	**74**
22	**20**	**43**	**40**	**91**	**42**	**45**	**23**	**73**
8	12	20	17	37	16	22	9	18
37%	62%	46%	42%	41%	38%	49%	38%	24%
**	**	*	*	e*	*	e*	**	*
5	6	17	12	32	10	13	6	35
23%	28%	38%	30%	35%	23%	29%	28%	48%
**	**	*	*	*	*	*	**	bc*
11	8	19	18	30	17	14	11	17
48%	42%	44%	45%	34%	39%	31%	47%	24%
**	**	T*	e*	*	*	*	**	*
8	5	9	7	21	11	11	3	6
37%	25%	20%	18%	23%	26%	24%	15%	8%
**	**	*	*	e*	e*	e*	**	*
-	-	2	3	3	3	1	1	3
-	-	4%	7%	4%	8%	2%	4%	4%
**	**	*	*	*	*	*	**	*
33	31	66	57	124	56	60	30	80
145%	157%	152%	141%	137%	133%	134%	131%	109%

19-026776 Security Tracker 2017

Table: 31

Q16_1. [Digital security] Thinking about the amount of money your organization spends on data security, what proport

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
0	117	54	63	11	44
	11%	10%	12%	4%	10%
					C
2	1	1	-	-	1
	*	*	-	-	*
5	2	-	2	-	1
	*	-	*	-	*
10	36	19	17	5	14
	3%	3%	3%	2%	3%
12	1	-	1	-	-
	*	-	*	-	-
15	3	2	1	-	-
	*	*	*	-	-
20	36	13	23	6	10
	3%	2%	4%	2%	2%
25	30	17	13	4	11
	3%	3%	2%	1%	3%
28	1	-	1	1	-
	*	-	*	*	-
30	19	8	11	6	4
	2%	1%	2%	2%	1%
35	5	4	2	1	4
	*	1%	*	*	1%

40	36	20	16	10	18
	3%	4%	3%	4%	4%
42	1	1	-	-	1
	*	*	-	-	*
44	1	-	1	1	-
	*	-	*	*	-
45	8	6	2	4	3
	1%	1%	*	1%	1%
49	1	1	-	1	-
	*	*	-	*	-
50	353	165	188	92	145
	32%	30%	35%	34%	33%
51	1	1	-	1	-
	*	*	-	*	-
54	1	-	1	1	-
	*	-	*	*	-
55	12	9	2	7	5
	1%	2%	*	2%	1%
		B		E	E
56	3	1	2	1	2
	*	*	*	*	*
58	2	1	1	1	1
	*	*	*	*	*
60	60	35	25	24	22
	5%	6%	5%	9%	5%
				E	
62	1	1	-	1	-
	*	*	-	*	-
65	17	10	7	5	7
	2%	2%	1%	2%	2%
70	49	31	18	15	25
	4%	6%	3%	6%	6%
				E	E
74	1	1	-	1	-
	*	*	-	*	-

75	64	33	30	19	22
	6%	6%	6%	7%	5%
76	1	1	-	1	-
	*	*	-	*	-
80	57	38	19	19	17
	5%	7%	3%	7%	4%
		B			
85	8	6	2	3	1
	1%	1%	*	1%	*
88	1	1	-	1	-
	*	*	-	*	-
90	40	16	24	6	18
	4%	3%	4%	2%	4%
92	1	1	-	1	-
	*	*	-	*	-
95	17	11	6	2	10
	2%	2%	1%	1%	2%
98	3	3	-	-	1
	*	*	-	-	*
99	4	1	3	2	1
	*	*	1%	1%	*
100	108	45	63	20	50
	10%	8%	12%	7%	11%
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%
Summary					
Mean (Incl. 0)	53.1	54	52.3	57.6	54.6
				E	E
Std. Dev.	29.1	28.3	30	23.4	29.2
Std. Err.	0.9	1.2	1.3	1.4	1.4
Mean (Excl. 0)	59.5	59.8	59.1	60.1	60.7
Std. Dev	24	23.2	24.8	20.5	24

Std. Dev.					
Std. Err.	0.8	1	1.1	1.3	1.2

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

ion is invested on digital security, and what proportion is on physical document security?

55+	Region						Sample Type	
	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
61	13	8	10	38	39	9	116	1
16%	9%	6%	13%	9%	15%	11%	12%	1%
CD			*		GI	*	M	*
-	-	-	-	1	-	-	1	-
-	-	-	-	*	-	-	*	-
			*			*		*
1	1	1	-	-	-	-	2	-
*	1%	1%	-	-	-	-	*	-
			*			*		*
17	6	3	4	14	7	3	35	1
4%	4%	2%	5%	3%	3%	4%	3%	1%
			*			*		*
1	-	-	-	1	-	-	1	-
*	-	-	-	*	-	-	*	-
			*			*		*
3	-	1	-	1	1	-	3	-
1%	-	1%	-	*	1%	-	*	-
			*			*		*
20	4	4	3	14	8	4	31	5
5%	3%	3%	3%	3%	3%	5%	3%	5%
D			*			*		*
15	2	1	6	9	8	3	27	2
4%	1%	1%	8%	2%	3%	4%	3%	2%
C			FGI*			*		*
-	-	-	-	-	1	-	1	-
-	-	-	-	-	1%	-	*	-
			*			*		*
9	4	3	-	6	5	1	16	3
2%	3%	2%	-	1%	2%	1%	2%	3%
			*			*		*
1	1	-	-	4	-	-	4	1
*	1%	-	-	1%	-	-	*	1%
			*			*		*

8	5	3	1	21	4	2	32	4
2%	3%	2%	2%	5%	2%	2%	3%	4%
			*	J		*		*
-	-	-	-	1	-	-	-	1
-	-	-	-	*	-	-	-	1%
			*			*		L*
-	-	1	-	-	-	-	-	1
-	-	1%	-	-	-	-	-	1%
			*			*		L*
1	1	-	-	3	3	1	3	5
*	1%	-	-	1%	1%	1%	*	5%
			*			*		L*
-	-	-	-	-	-	1	1	-
-	-	-	-	-	-	1%	*	-
			*			I*		*
116	46	37	32	134	76	29	325	28
30%	32%	30%	42%	32%	29%	38%	33%	28%
			*			*		*
-	-	-	-	-	-	1	1	-
-	-	-	-	-	-	1%	*	-
			*			I*		*
-	-	-	-	1	-	-	-	1
-	-	-	-	*	-	-	-	1%
			*			*		L*
-	-	1	1	3	7	-	8	4
-	-	1%	2%	1%	3%	-	1%	4%
			*		I	*		L*
-	-	1	-	2	-	-	3	-
-	-	1%	-	*	-	-	*	-
			*			*		*
-	-	-	-	1	1	-	2	-
-	-	-	-	*	1%	-	*	-
			*			*		*
14	9	8	4	19	18	3	50	10
3%	6%	6%	5%	4%	7%	4%	5%	10%
			*			*		L*
-	-	-	-	-	-	1	-	1
-	-	-	-	-	-	1%	-	1%
			*			I*		L*
4	3	3	-	5	3	3	12	4
1%	2%	2%	-	1%	1%	4%	1%	4%
			*			*		L*
9	6	7	5	19	11	2	39	10
2%	4%	6%	7%	4%	4%	2%	4%	10%
			*			*		L*
-	-	1	-	-	-	-	1	-
-	-	1%	-	-	-	-	*	-

			*			*		*
23	5	11	1	32	14	1	57	6
6%	3%	9%	2%	8%	5%	1%	6%	6%
		K	*	K		*		*
-	-	-	-	-	1	-	1	-
-	-	-	-	-	1%	-	*	-
			*			*		*
22	7	9	1	21	14	6	52	5
6%	5%	7%	2%	5%	5%	8%	5%	5%
			*			*		*
4	1	-	-	3	4	-	8	-
1%	1%	-	-	1%	2%	-	1%	-
			*			*		*
-	-	-	-	1	-	-	1	-
-	-	-	-	*	-	-	*	-
			*			*		*
16	9	7	-	14	8	2	38	2
4%	6%	6%	-	3%	3%	2%	4%	2%
	H		*			*		*
-	-	-	-	-	1	-	1	-
-	-	-	-	-	1%	-	*	-
			*			*		*
4	3	1	1	4	5	2	17	-
1%	2%	1%	2%	1%	2%	2%	2%	-
			*			*		*
1	-	-	-	-	3	-	3	-
*	-	-	-	-	1%	-	*	-
			*			*		*
1	-	-	1	3	-	-	3	1
*	-	-	2%	1%	-	-	*	1%
			*			*		*
37	19	13	5	46	20	5	103	5
10%	14%	10%	7%	11%	8%	6%	10%	5%
			*			*		*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%
48.4	55.9	57.8	45.8	54.3	51	49.3	52.8	56.1
	H	HJK	*	H		*		*
31.9	30	27.2	28.1	28.7	30.5	27.8	29.9	19.7
1.6	2.5	2.5	3.2	1.4	1.9	3.2	0.9	2
57.4	61.3	61.8	52.9	59.7	59.9	55.5	59.8	56.6
	H	H	*			*		*
26.3	25.5	23.3	23.1	24.1	23.5	22.8	24.4	19.1

1.5	2.2	2.2	2.8	1.2	1.6	2.8	0.8	1.9

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
114	2	1	-	-	71	21	15	3
12%	3%	2%	-	-	19%	10%	8%	2%
OR	*	*	**	*	TUVWXY	V	V	
1	-	-	-	-	-	1	-	-
*	-	-	-	-	-	*	-	-
	*	*	**	*				
2	-	-	-	-	-	-	1	1
*	-	-	-	-	-	-	1%	1%
	*	*	**	*				
33	2	-	-	1	10	6	11	3
4%	3%	-	-	2%	3%	3%	6%	2%
	*	*	**	*			S	
1	-	-	-	-	1	-	-	-
*	-	-	-	-	*	-	-	-
	*	*	**	*				
3	-	-	-	-	-	1	1	1
*	-	-	-	-	-	1%	1%	1%
	*	*	**	*				
31	-	4	1	-	12	8	5	4
3%	-	10%	4%	-	3%	4%	3%	3%
	*	NO*	**	*				
24	3	1	1	-	8	6	4	5
3%	4%	3%	4%	-	2%	3%	2%	4%
	*	*	**	*				
1	-	-	-	-	-	-	-	-
*	-	-	-	-	-	-	-	-
	*	*	**	*				
14	3	2	-	1	4	2	4	-
1%	3%	5%	-	2%	1%	1%	2%	-
	*	*	**	*				
4	1	-	1	-	1	1	1	2
*	1%	-	4%	-	*	*	*	1%
	*	*	**	*				

28	4	4	-	1	9	7	4	4
3%	5%	9%	-	2%	2%	3%	2%	3%
	*	N*	**	*				
-	-	1	-	-	-	-	-	-
-	-	2%	-	-	-	-	-	-
	*	N*	**	*				
-	-	-	1	-	-	-	-	-
-	-	-	4%	-	-	-	-	-
	*	*	**	*				
2	1	-	2	3	-	1	3	-
*	1%	-	9%	7%	-	1%	2%	-
	*	*	**	N*			S	
-	1	-	-	-	-	1	-	-
-	1%	-	-	-	-	*	-	-
	N*	*	**	*				
294	31	15	4	9	134	69	53	46
32%	38%	38%	16%	26%	35%	34%	29%	38%
	*	*	**	*	Y			XY
1	-	-	-	-	-	-	1	-
*	-	-	-	-	-	-	1%	-
	*	*	**	*				
-	-	1	-	-	-	-	-	-
-	-	2%	-	-	-	-	-	-
	*	N*	**	*				
6	2	3	1	-	-	2	2	5
1%	3%	7%	4%	-	-	1%	1%	4%
	*	N*	**	*		S	S	S
-	3	-	-	-	-	1	-	-
-	3%	-	-	-	-	*	-	-
	N*	*	**	*				
2	-	-	-	-	-	1	-	-
*	-	-	-	-	-	1%	-	-
	*	*	**	*				
40	9	4	4	2	10	8	9	9
4%	11%	10%	15%	6%	2%	4%	5%	8%
	N*	*	**	*				S
-	-	1	-	-	-	-	1	-
-	-	2%	-	-	-	-	1%	-
	*	N*	**	*				
8	4	-	2	2	2	2	3	3
1%	5%	-	8%	6%	*	1%	2%	2%
	N*	*	**	N*				
33	5	-	2	8	7	7	12	6
4%	7%	-	8%	23%	2%	3%	7%	5%
	*	*	**	NOP*			S	S
-	1	-	-	-	-	-	1	-
-	1%	-	-	-	-	-	1%	-

	N*	*	**	*				
52	5	1	3	3	18	9	16	5
6%	6%	2%	11%	8%	5%	5%	9%	4%
	*	*	**	*				
1	-	-	-	-	-	-	1	-
*	-	-	-	-	-	-	1%	-
	*	*	**	*				
52	1	1	1	3	15	12	10	4
6%	1%	2%	6%	7%	4%	6%	6%	3%
	*	*	**	*				
8	-	-	-	-	5	1	-	1
1%	-	-	-	-	1%	1%	-	1%
	*	*	**	*				
1	-	-	-	-	1	-	-	-
*	-	-	-	-	*	-	-	-
	*	*	**	*				
37	1	-	1	1	13	14	5	3
4%	1%	-	4%	2%	3%	7%	3%	3%
	*	*	**	*				
1	-	-	-	-	-	1	-	-
*	-	-	-	-	-	1%	-	-
	*	*	**	*				
16	1	-	-	-	7	1	1	4
2%	1%	-	-	-	2%	*	1%	3%
	*	*	**	*				T
3	-	-	-	-	1	1	-	-
*	-	-	-	-	*	1%	-	-
	*	*	**	*				
3	-	-	-	1	-	2	-	2
*	-	-	-	2%	-	1%	-	1%
	*	*	**	*				S
102	2	2	1	2	56	16	16	12
11%	2%	5%	4%	5%	14%	8%	9%	10%
O	*	*	**	*	TWXY			
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%
52.8	52.9	48.3	59	62.9	50.7	53.2	52.8	57.5
	*	*	**	OP*				S
30.7	18.8	19.1	18.6	18.4	33.4	29.3	28.1	24.8
1	2.1	3	3.8	3	1.7	2	2.1	2.2
60.3	54.3	49.3	59	62.9	62.2	59.3	57.6	58.8
OP	*	*	**	OP*	W			
25	16.9	17.9	18.6	18.4	25.4	24.3	24.3	23.4

0.9	1.9	2.9	3.8	3	1.4	1.8	1.9	2.1

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
1	2	4	13	8	4	25	5	62
2%	4%	4%	9%	3%	4%	18%	6%	16%
*	*	*	a			Zabd	*	Zabd
-	-	-	-	-	-	-	-	1
-	-	-	-	-	-	-	-	*
*	*	*					*	
-	-	-	-	-	-	1	-	1
-	-	-	-	-	-	1%	-	*
*	*	*					*	
-	3	3	5	4	5	7	3	11
-	5%	3%	4%	2%	4%	5%	5%	3%
*	*	*				a	*	
-	-	-	-	1	-	-	-	-
-	-	-	-	*	-	-	-	-
*	*	*					*	
-	-	-	1	-	1	-	-	1
-	-	-	1%	-	1%	-	-	*
*	*	*					*	
4	1	2	6	6	1	4	1	17
7%	2%	2%	4%	3%	1%	3%	1%	4%
*	*	*					*	
2	-	5	3	7	2	5	3	8
4%	-	5%	2%	3%	2%	4%	4%	2%
*	*	*					*	
1	-	-	-	-	-	1	-	-
3%	-	-	-	-	-	1%	-	-
STU*	*	*					*	
2	4	3	-	6	2	3	2	6
4%	6%	3%	-	2%	2%	2%	2%	2%
V*	STV*	*					*	
-	1	-	1	2	1	1	1	-
-	1%	-	1%	1%	1%	1%	1%	-
*	*	*					e*	

2	4	6	1	3	7	8	7	10
4%	6%	7%	1%	1%	6%	5%	9%	3%
*	*	S*			Za	Za	Zae*	
-	1	-	-	1	-	-	-	-
-	1%	-	-	*	-	-	-	-
*	S*	*					*	
1	-	-	-	1	-	-	-	-
2%	-	-	-	*	-	-	-	-
S*	*	*					*	
1	2	1	-	3	1	1	1	2
2%	3%	1%	-	1%	1%	1%	2%	1%
S*	S*	S*					*	
-	-	-	-	1	-	-	-	-
-	-	-	-	*	-	-	-	-
*	*	*					*	
15	14	22	50	63	40	41	26	133
29%	23%	23%	34%	27%	36%	29%	36%	34%
*	*	*					*	
-	-	-	-	-	-	1	-	-
-	-	-	-	-	-	1%	-	-
*	*	*					*	
1	-	-	-	1	-	-	-	-
2%	-	-	-	*	-	-	-	-
S*	*	*					*	
1	-	1	5	5	-	-	-	1
3%	-	1%	3%	2%	-	-	-	*
S*	*	*	ce	e			*	
-	1	1	-	1	1	1	-	-
-	1%	1%	-	*	1%	1%	-	-
*	S*	*					*	
-	1	-	-	-	1	1	-	-
-	1%	-	-	-	1%	1%	-	-
*	S*	*					*	
8	7	9	14	14	8	5	2	16
15%	11%	9%	9%	6%	8%	4%	3%	4%
STU*	ST*	S*	ce				*	
-	-	-	-	-	1	-	-	-
-	-	-	-	-	1%	-	-	-
*	*	*					*	
1	2	4	-	5	4	3	1	4
2%	3%	4%	-	2%	4%	2%	1%	1%
*	S*	S*			Ze		*	
5	4	9	6	16	9	5	3	9
9%	6%	9%	4%	7%	8%	4%	4%	2%
S*	*	ST*		e	e		*	
-	-	-	-	1	-	-	-	-
-	-	-	-	*	-	-	-	-

*	*	*					*	
1	4	11	14	12	4	9	4	22
2%	7%	11%	9%	5%	3%	6%	5%	6%
*	*	STVW*					*	
-	-	-	-	1	-	-	-	-
-	-	-	-	1%	-	-	-	-
*	*	*					*	
3	9	5	8	20	7	4	4	14
5%	14%	5%	6%	9%	6%	3%	6%	3%
*	STUVY*	*		ce			*	
-	1	-	-	2	2	-	1	2
-	1%	-	-	1%	2%	-	2%	1%
*	*	*					*	
-	-	-	-	-	-	1	-	-
-	-	-	-	-	-	1%	-	-
*	*	*					*	
-	1	4	-	11	6	5	3	14
-	1%	4%	-	5%	5%	4%	4%	4%
*	*	*		Z	Z	Z	Z*	Z
-	-	-	-	-	1	-	-	-
-	-	-	-	-	1%	-	-	-
*	*	*		e			*	
2	-	2	3	8	-	-	-	5
4%	-	2%	2%	4%	-	-	-	1%
*	*	*		c			*	
-	-	-	-	1	-	-	-	1
-	-	-	-	1%	-	-	-	*
*	*	*					*	
-	-	-	-	-	1	-	-	3
-	-	-	-	-	1%	-	-	1%
*	*	*					*	
2	1	6	16	30	2	7	6	48
3%	2%	6%	11%	13%	2%	5%	8%	12%
*	*	*	b	bc			b*	bc
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%
52.8	54.6	57.2	54.2	62.1	54.4	44	52.2	50.5
*	*	*	c	Zbcde	c		*	c
21.2	22.7	24.3	27.9	26	22.5	29.6	26.1	32
2.9	2.9	2.5	2.3	1.7	2.1	2.5	3	1.6
54.2	56.6	59.4	59.5	64.3	56.3	53.6	55.7	60
*	*	*		bcde	*		*	c
19.7	20.5	22	23.2	23.6	20.3	23.5	23	25.3

2.8	2.7	2.3	2	1.6	2	2.2	2.8	1.4

Table: 32

Q16_2. [Physical document security] Thinking about the amount of money your organization spends on data security, w

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
0	108	45	63	20	50
	10%	8%	12%	7%	11%
1	4	1	3	2	1
	*	*	1%	1%	*
2	3	3	-	-	1
	*	*	-	-	*
5	17	11	6	2	10
	2%	2%	1%	1%	2%
8	1	1	-	1	-
	*	*	-	*	-
10	40	16	24	6	18
	4%	3%	4%	2%	4%
12	1	1	-	1	-
	*	*	-	*	-
15	8	6	2	3	1
	1%	1%	*	1%	*
20	57	38	19	19	17
	5%	7%	3%	7%	4%
		B			
24	1	1	-	1	-
	*	*	-	*	-
25	64	33	30	19	22
	6%	6%	6%	7%	5%

26	1	1	-	1	-
	*	*	-	*	-
30	49	31	18	15	25
	4%	6%	3%	6%	6%
				E	E
35	17	10	7	5	7
	2%	2%	1%	2%	2%
38	1	1	-	1	-
	*	*	-	*	-
40	60	35	25	24	22
	5%	6%	5%	9%	5%
				E	
42	2	1	1	1	1
	*	*	*	*	*
44	3	1	2	1	2
	*	*	*	*	*
45	12	9	2	7	5
	1%	2%	*	2%	1%
		B		E	E
46	1	-	1	1	-
	*	-	*	*	-
49	1	1	-	1	-
	*	*	-	*	-
50	353	165	188	92	145
	32%	30%	35%	34%	33%
51	1	1	-	1	-
	*	*	-	*	-
55	8	6	2	4	3
	1%	1%	*	1%	1%
56	1	-	1	1	-
	*	-	*	*	-
58	1	1	-	-	1
	*	*	-	-	*
60	36	20	16	10	18
	3%	4%	3%	4%	4%

65	5	4	2	1	4
	*	1%	*	*	1%
70	19	8	11	6	4
	2%	1%	2%	2%	1%
72	1	-	1	1	-
	*	-	*	*	-
75	30	17	13	4	11
	3%	3%	2%	1%	3%
80	36	13	23	6	10
	3%	2%	4%	2%	2%
85	3	2	1	-	-
	*	*	*	-	-
88	1	-	1	-	-
	*	-	*	-	-
90	36	19	17	5	14
	3%	3%	3%	2%	3%
95	2	-	2	-	1
	*	-	*	-	*
98	1	1	-	-	1
	*	*	-	-	*
100	117	54	63	11	44
	11%	10%	12%	4%	10%
					C
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%
Summary					
Mean (Incl. 0)	46.9	46	47.7	42.4	45.4
Std. Dev.	29.1	28.3	30	23.4	29.2
Std. Err.	0.9	1.2	1.3	1.4	1.4
Mean (Excl. 0)	52	50.1	54	45.8	51.3
			A		C
Std. Dev.	26	25.8	26.1	20.9	25.7

Std. Dev.					
Std. Err.	0.8	1.1	1.2	1.3	1.3

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
37	19	13	5	46	20	5	103	5
10%	14%	10%	7%	11%	8%	6%	10%	5%
			*			*		*
1	-	-	1	3	-	-	3	1
*	-	-	2%	1%	-	-	*	1%
			*			*		*
1	-	-	-	-	3	-	3	-
*	-	-	-	-	1%	-	*	-
			*			*		*
4	3	1	1	4	5	2	17	-
1%	2%	1%	2%	1%	2%	2%	2%	-
			*			*		*
-	-	-	-	-	1	-	1	-
-	-	-	-	-	1%	-	*	-
			*			*		*
16	9	7	-	14	8	2	38	2
4%	6%	6%	-	3%	3%	2%	4%	2%
	H		*			*		*
-	-	-	-	1	-	-	1	-
-	-	-	-	*	-	-	*	-
			*			*		*
4	1	-	-	3	4	-	8	-
1%	1%	-	-	1%	2%	-	1%	-
			*			*		*
22	7	9	1	21	14	6	52	5
6%	5%	7%	2%	5%	5%	8%	5%	5%
			*			*		*
-	-	-	-	-	1	-	1	-
-	-	-	-	-	1%	-	*	-
			*			*		*
23	5	11	1	32	14	1	57	6
6%	3%	9%	2%	8%	5%	1%	6%	6%
		K	*	K		*		*

-	-	1	-	-	-	-	1	-
-	-	1%	-	-	-	-	*	-
			*			*		*
9	6	7	5	19	11	2	39	10
2%	4%	6%	7%	4%	4%	2%	4%	10%
			*			*		L*
4	3	3	-	5	3	3	12	4
1%	2%	2%	-	1%	1%	4%	1%	4%
			*			*		L*
-	-	-	-	-	-	1	-	1
-	-	-	-	-	-	1%	-	1%
			*			I*		L*
14	9	8	4	19	18	3	50	10
3%	6%	6%	5%	4%	7%	4%	5%	10%
			*			*		L*
-	-	-	-	1	1	-	2	-
-	-	-	-	*	1%	-	*	-
			*			*		*
-	-	1	-	2	-	-	3	-
-	-	1%	-	*	-	-	*	-
			*			*		*
-	-	1	1	3	7	-	8	4
-	-	1%	2%	1%	3%	-	1%	4%
			*		I	*		L*
-	-	-	-	1	-	-	-	1
-	-	-	-	*	-	-	-	1%
			*			*		L*
-	-	-	-	-	-	1	1	-
-	-	-	-	-	-	1%	*	-
			*			I*		*
116	46	37	32	134	76	29	325	28
30%	32%	30%	42%	32%	29%	38%	33%	28%
			*			*		*
-	-	-	-	-	-	1	1	-
-	-	-	-	-	-	1%	*	-
			*			I*		*
1	1	-	-	3	3	1	3	5
*	1%	-	-	1%	1%	1%	*	5%
			*			*		L*
-	-	1	-	-	-	-	-	1
-	-	1%	-	-	-	-	-	1%
			*			*		L*
-	-	-	-	1	-	-	-	1
-	-	-	-	*	-	-	-	1%
			*			*		L*
8	5	3	1	21	4	2	32	4
2%	3%	2%	2%	5%	2%	2%	3%	4%

			*	J		*		*
1	1	-	-	4	-	-	4	1
*	1%	-	-	1%	-	-	*	1%
			*			*		*
9	4	3	-	6	5	1	16	3
2%	3%	2%	-	1%	2%	1%	2%	3%
			*			*		*
-	-	-	-	-	1	-	1	-
-	-	-	-	-	1%	-	*	-
			*			*		*
15	2	1	6	9	8	3	27	2
4%	1%	1%	8%	2%	3%	4%	3%	2%
C			FGI*			*		*
20	4	4	3	14	8	4	31	5
5%	3%	3%	3%	3%	3%	5%	3%	5%
D			*			*		*
3	-	1	-	1	1	-	3	-
1%	-	1%	-	*	1%	-	*	-
			*			*		*
1	-	-	-	1	-	-	1	-
*	-	-	-	*	-	-	*	-
			*			*		*
17	6	3	4	14	7	3	35	1
4%	4%	2%	5%	3%	3%	4%	3%	1%
			*			*		*
1	1	1	-	-	-	-	2	-
*	1%	1%	-	-	-	-	*	-
			*			*		*
-	-	-	-	1	-	-	1	-
-	-	-	-	*	-	-	*	-
			*			*		*
61	13	8	10	38	39	9	116	1
16%	9%	6%	13%	9%	15%	11%	12%	1%
CD			*		GI	*	M	*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%
51.6	44.1	42.2	54.2	45.7	49	50.7	47.2	43.9
CD			FGI*		G	G*		*
31.9	30	27.2	28.1	28.7	30.5	27.8	29.9	19.7
1.6	2.5	2.5	3.2	1.4	1.9	3.2	0.9	2
57.1	51.1	47.1	58.1	51.3	53.2	54.1	52.6	46
CD			G*			*	M	*
28.5	26.2	24.4	24.8	25.2	28.1	25.3	26.7	17.6

1.5	2.4	2.3	2.9	1.3	1.8	3	0.9	1.8

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
102	2	2	1	2	56	16	16	12
11%	2%	5%	4%	5%	14%	8%	9%	10%
O	*	*	**	*	TWXY			
3	-	-	-	1	-	2	-	2
*	-	-	-	2%	-	1%	-	1%
	*	*	**	*				S
3	-	-	-	-	1	1	-	-
*	-	-	-	-	*	1%	-	-
	*	*	**	*				
16	1	-	-	-	7	1	1	4
2%	1%	-	-	-	2%	*	1%	3%
	*	*	**	*				T
1	-	-	-	-	-	1	-	-
*	-	-	-	-	-	1%	-	-
	*	*	**	*				
37	1	-	1	1	13	14	5	3
4%	1%	-	4%	2%	3%	7%	3%	3%
	*	*	**	*				
1	-	-	-	-	1	-	-	-
*	-	-	-	-	*	-	-	-
	*	*	**	*				
8	-	-	-	-	5	1	-	1
1%	-	-	-	-	1%	1%	-	1%
	*	*	**	*				
52	1	1	1	3	15	12	10	4
6%	1%	2%	6%	7%	4%	6%	6%	3%
	*	*	**	*				
1	-	-	-	-	-	-	1	-
*	-	-	-	-	-	-	1%	-
	*	*	**	*				
52	5	1	3	3	18	9	16	5
6%	6%	2%	11%	8%	5%	5%	9%	4%
	*	*	**	*				

-	1	-	-	-	-	-	1	-
-	1%	-	-	-	-	-	1%	-
	N*	*	**	*				
33	5	-	2	8	7	7	12	6
4%	7%	-	8%	23%	2%	3%	7%	5%
	*	*	**	NOP*			S	S
8	4	-	2	2	2	2	3	3
1%	5%	-	8%	6%	*	1%	2%	2%
	N*	*	**	N*				
-	-	1	-	-	-	-	1	-
-	-	2%	-	-	-	-	1%	-
	*	N*	**	*				
40	9	4	4	2	10	8	9	9
4%	11%	10%	15%	6%	2%	4%	5%	8%
	N*	*	**	*				S
2	-	-	-	-	-	1	-	-
*	-	-	-	-	-	1%	-	-
	*	*	**	*				
-	3	-	-	-	-	1	-	-
-	3%	-	-	-	-	*	-	-
	N*	*	**	*				
6	2	3	1	-	-	2	2	5
1%	3%	7%	4%	-	-	1%	1%	4%
	*	N*	**	*		S	S	S
-	-	1	-	-	-	-	-	-
-	-	2%	-	-	-	-	-	-
	*	N*	**	*				
1	-	-	-	-	-	-	1	-
*	-	-	-	-	-	-	1%	-
	*	*	**	*				
294	31	15	4	9	134	69	53	46
32%	38%	38%	16%	26%	35%	34%	29%	38%
	*	*	**	*	Y			XY
-	1	-	-	-	-	1	-	-
-	1%	-	-	-	-	*	-	-
	N*	*	**	*				
2	1	-	2	3	-	1	3	-
*	1%	-	9%	7%	-	1%	2%	-
	*	*	**	N*			S	
-	-	-	1	-	-	-	-	-
-	-	-	4%	-	-	-	-	-
	*	*	**	*				
-	-	1	-	-	-	-	-	-
-	-	2%	-	-	-	-	-	-
	*	N*	**	*				
28	4	4	-	1	9	7	4	4
3%	5%	9%	-	2%	2%	3%	2%	3%

	*	N*	**	*				
4	1	-	1	-	1	1	1	2
*	1%	-	4%	-	*	*	*	1%
	*	*	**	*				
14	3	2	-	1	4	2	4	-
1%	3%	5%	-	2%	1%	1%	2%	-
	*	*	**	*				
1	-	-	-	-	-	-	-	-
*	-	-	-	-	-	-	-	-
	*	*	**	*				
24	3	1	1	-	8	6	4	5
3%	4%	3%	4%	-	2%	3%	2%	4%
	*	*	**	*				
31	-	4	1	-	12	8	5	4
3%	-	10%	4%	-	3%	4%	3%	3%
	*	NO*	**	*				
3	-	-	-	-	-	1	1	1
*	-	-	-	-	-	1%	1%	1%
	*	*	**	*				
1	-	-	-	-	1	-	-	-
*	-	-	-	-	*	-	-	-
	*	*	**	*				
33	2	-	-	1	10	6	11	3
4%	3%	-	-	2%	3%	3%	6%	2%
	*	*	**	*			S	
2	-	-	-	-	-	-	1	1
*	-	-	-	-	-	-	1%	1%
	*	*	**	*				
1	-	-	-	-	-	1	-	-
*	-	-	-	-	-	*	-	-
	*	*	**	*				
114	2	1	-	-	71	21	15	3
12%	3%	2%	-	-	19%	10%	8%	2%
OR	*	*	**	*	TUVWXY	V	V	
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%
47.2	47.1	51.7	41	37.1	49.3	46.8	47.2	42.5
	R*	R*	**	*	V			
30.7	18.8	19.1	18.6	18.4	33.4	29.3	28.1	24.8
1	2.1	3	3.8	3	1.7	2	2.1	2.2
53	48.2	54.2	42.6	39.2	57.6	50.7	51.7	47.2
R	R*	R*	**	*	TUVWXY			
27.4	17.6	15.7	17	16.6	28.6	27	25.1	21.4

1	2	2.5	3.6	2.8	1.6	2	2	2

e	$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Industry Sector					
				Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
	W	X	Y	Z	a	b	c	d	e
	52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
	52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
	2	1	6	16	30	2	7	6	48
	3%	2%	6%	11%	13%	2%	5%	8%	12%
	*	*	*	b	bc				b*	bc
	-	-	-	-	-	1	-	-	3
	-	-	-	-	-	1%	-	-	1%
	*	*	*					*	
	-	-	-	-	1	-	-	-	1
	-	-	-	-	1%	-	-	-	*
	*	*	*					*	
	2	-	2	3	8	-	-	-	5
	4%	-	2%	2%	4%	-	-	-	1%
	*	*	*		c			*	
	-	-	-	-	-	1	-	-	-
	-	-	-	-	-	1%	-	-	-
	*	*	*			e		*	
	-	1	4	-	11	6	5	3	14
	-	1%	4%	-	5%	5%	4%	4%	4%
	*	*	*		Z	Z	Z	Z*	Z
	-	-	-	-	-	-	1	-	-
	-	-	-	-	-	-	1%	-	-
	*	*	*					*	
	-	1	-	-	2	2	-	1	2
	-	1%	-	-	1%	2%	-	2%	1%
	*	*	*					*	
	3	9	5	8	20	7	4	4	14
	5%	14%	5%	6%	9%	6%	3%	6%	3%
	*	STUVY*	*		ce			*	
	-	-	-	-	1	-	-	-	-
	-	-	-	-	1%	-	-	-	-
	*	*	*					*	
	1	4	11	14	12	4	9	4	22
	2%	7%	11%	9%	5%	3%	6%	5%	6%
	*	*	STVW*					*	

-	-	-	-	1	-	-	-	-
-	-	-	-	*	-	-	-	-
*	*	*					*	
5	4	9	6	16	9	5	3	9
9%	6%	9%	4%	7%	8%	4%	4%	2%
S*	*	ST*		e	e		*	
1	2	4	-	5	4	3	1	4
2%	3%	4%	-	2%	4%	2%	1%	1%
*	S*	S*			Ze		*	
-	-	-	-	-	1	-	-	-
-	-	-	-	-	1%	-	-	-
*	*	*					*	
8	7	9	14	14	8	5	2	16
15%	11%	9%	9%	6%	8%	4%	3%	4%
STU*	ST*	S*	ce				*	
-	1	-	-	-	1	1	-	-
-	1%	-	-	-	1%	1%	-	-
*	S*	*					*	
-	1	1	-	1	1	1	-	-
-	1%	1%	-	*	1%	1%	-	-
*	S*	*					*	
1	-	1	5	5	-	-	-	1
3%	-	1%	3%	2%	-	-	-	*
S*	*	*	ce	e			*	
1	-	-	-	1	-	-	-	-
2%	-	-	-	*	-	-	-	-
S*	*	*					*	
-	-	-	-	-	-	1	-	-
-	-	-	-	-	-	1%	-	-
*	*	*					*	
15	14	22	50	63	40	41	26	133
29%	23%	23%	34%	27%	36%	29%	36%	34%
*	*	*					*	
-	-	-	-	1	-	-	-	-
-	-	-	-	*	-	-	-	-
*	*	*					*	
1	2	1	-	3	1	1	1	2
2%	3%	1%	-	1%	1%	1%	2%	1%
S*	S*	S*					*	
1	-	-	-	1	-	-	-	-
2%	-	-	-	*	-	-	-	-
S*	*	*					*	
-	1	-	-	1	-	-	-	-
-	1%	-	-	*	-	-	-	-
*	S*	*					*	
2	4	6	1	3	7	8	7	10
4%	6%	7%	1%	1%	6%	5%	9%	3%

*	*	S*			Za	Za	Zae*	
-	1	-	1	2	1	1	1	-
-	1%	-	1%	1%	1%	1%	1%	-
*	*	*					e*	
2	4	3	-	6	2	3	2	6
4%	6%	3%	-	2%	2%	2%	2%	2%
V*	STV*	*					*	
1	-	-	-	-	-	1	-	-
3%	-	-	-	-	-	1%	-	-
STU*	*	*					*	
2	-	5	3	7	2	5	3	8
4%	-	5%	2%	3%	2%	4%	4%	2%
*	*	*					*	
4	1	2	6	6	1	4	1	17
7%	2%	2%	4%	3%	1%	3%	1%	4%
*	*	*					*	
-	-	-	1	-	1	-	-	1
-	-	-	1%	-	1%	-	-	*
*	*	*					*	
-	-	-	-	1	-	-	-	-
-	-	-	-	*	-	-	-	-
*	*	*					*	
-	3	3	5	4	5	7	3	11
-	5%	3%	4%	2%	4%	5%	5%	3%
*	*	*				a	*	
-	-	-	-	-	-	1	-	1
-	-	-	-	-	-	1%	-	*
*	*	*					*	
-	-	-	-	-	-	-	-	1
-	-	-	-	-	-	-	-	*
*	*	*					*	
1	2	4	13	8	4	25	5	62
2%	4%	4%	9%	3%	4%	18%	6%	16%
*	*	*	a			Zabd	*	Zabd
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%
47.2	45.4	42.8	45.8	37.9	45.6	56	47.8	49.5
*	*	*	a		a	Zabe	a*	a
21.2	22.7	24.3	27.9	26	22.5	29.6	26.1	32
2.9	2.9	2.5	2.3	1.7	2.1	2.5	3	1.6
48.7	46.4	45.6	51.3	43.4	46.3	59.1	51.7	56.3
*	*	*	a			Zab	a*	ab
19.6	21.9	22.4	24.2	23.1	21.9	27.2	23	27.9

2.8	2.9	2.4	2.1	1.6	2.1	2.3	2.8	1.5

19-026776 Security Tracker 2017

Table: 33

Q17. [SUMMARY - AGREE] To what extent do you agree or disagree with the following:

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
I trust that all digital data breaches are properly disclosed to consumers and not kept secret	718	371	347	208	275
	65%	67%	64%	76%	63%
				DE	
Digital data security is a top priority for me when choosing who to do business with	887	448	440	241	349
	81%	81%	81%	88%	80%
				DE	
Data breaches are no big deal and are blown out of proportion	306	177	129	108	122
	28%	32%	24%	40%	28%
		B		DE	E
I am concerned that private personal information about my organization is out there on the internet somewhere	678	363	315	186	268
	62%	65%	58%	68%	61%
		B		E	
Companies are getting better at protecting their customers' personal and sensitive information	932	468	464	238	358
	85%	84%	85%	87%	82%
Companies need to do more to show employees and consumers how they're protecting personal information	1004	513	491	238	401
	91%	92%	90%	87%	91%

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
236	99	81	53	267	174	44	633	85
61%	69%	67%	68%	64%	66%	58%	63%	85%
			*			*		L*
297	118	105	67	332	207	60	794	93
77%	82%	86%	87%	79%	78%	78%	79%	93%
			*			*		L*
75	30	34	12	104	106	20	259	47
19%	21%	28%	15%	25%	40%	26%	26%	47%
			*		FGHIK	*		L*
224	90	83	44	259	167	35	596	82
58%	63%	69%	57%	62%	63%	45%	60%	82%
	K	K	*	K	K	*		L*
336	125	106	64	349	222	66	843	89
87%	87%	88%	83%	83%	84%	86%	84%	89%
D			*			*		*
365	136	109	71	384	238	65	910	94
94%	95%	90%	92%	92%	90%	85%	91%	94%
C	K		*	K		*		*

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
560	73	34	19	32	230	135	118	84
61%	88%	85%	81%	88%	60%	66%	65%	69%
	N*	N*	**	N*				
725	69	35	23	34	287	171	149	100
79%	84%	89%	100%	94%	75%	84%	82%	82%
	*	*	**	N*		S	S	
211	48	25	8	13	89	52	60	40
23%	59%	64%	35%	36%	23%	25%	33%	33%
	NR*	NR*	**	*			S	S
536	60	34	17	30	226	111	117	80
58%	73%	86%	75%	83%	59%	54%	65%	65%
	N*	N*	**	N*			T	
768	75	34	19	36	311	171	158	112
84%	91%	86%	80%	98%	81%	84%	87%	92%
	*	*	**	N*				STW
834	76	38	20	36	349	179	173	111
91%	93%	95%	86%	98%	91%	88%	95%	91%
	*	*	**	*			T	

			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
39	51	63	97	164	79	101	43	234
74%	84%	66%	66%	70%	71%	72%	59%	59%
*	STUVY*	*		e	e	e	*	
48	50	81	122	193	99	112	64	297
91%	84%	85%	84%	82%	89%	79%	88%	75%
S*	*	S*	e		ce		e*	
16	22	27	47	61	43	43	20	92
31%	36%	28%	32%	26%	39%	30%	28%	23%
*	S*	*	e		ae		*	
33	49	63	95	164	72	79	50	217
62%	81%	66%	65%	70%	65%	56%	69%	55%
*	STUVWY*	*	e	ce			e*	
42	54	83	130	197	89	128	64	325
81%	90%	88%	89%	84%	80%	90%	87%	82%
*	*	*				be	*	
48	56	88	131	215	99	128	70	361
91%	93%	92%	90%	92%	90%	90%	96%	92%
*	*	*					*	

19-026776 Security Tracker 2017

Table: 34

Q17. [SUMMARY - DISAGREE] To what extent do you agree or disagree with the following:

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
I trust that all digital data breaches are properly disclosed to consumers and not kept secret	382	185	197	66	164
	35%	33%	36%	24%	37%
					C
Digital data security is a top priority for me when choosing who to do business with	213	108	105	32	90
	19%	19%	19%	12%	20%
					C
Data breaches are no big deal and are blown out of proportion	794	379	415	165	316
	72%	68%	76%	60%	72%
			A		C
I am concerned that private personal information about my organization is out there on the internet somewhere	422	193	229	87	171
	38%	35%	42%	32%	39%
			A		
Companies are getting better at protecting their customers' personal and sensitive information	168	88	80	35	81
	15%	16%	15%	13%	18%
					E
Companies need to do more to show employees and consumers how they're protecting personal information	96	43	53	36	38
	9%	8%	10%	13%	9%
				E	

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
152	44	40	24	151	90	33	367	15
39%	31%	33%	32%	36%	34%	42%	37%	15%
C			*			*	M	*
91	25	16	10	86	57	17	206	7
23%	18%	14%	13%	21%	22%	22%	21%	7%
C			*			*	M	*
313	113	87	65	314	158	57	741	53
81%	79%	72%	85%	75%	60%	74%	74%	53%
CD	J	J	J*	J		J*	M	*
164	53	38	33	159	97	42	404	18
42%	37%	31%	43%	38%	37%	55%	40%	18%
C			*			FGIJ*	M	*
52	18	15	13	69	42	11	157	11
13%	13%	12%	17%	17%	16%	14%	16%	11%
			*			*		*
23	7	12	6	34	26	12	90	6
6%	5%	10%	8%	8%	10%	15%	9%	6%
			*			FI*		*

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
357	10	6	4	4	155	69	63	38
39%	12%	15%	19%	12%	40%	34%	35%	31%
OPR	*	*	**	*	X	X	X	X
193	13	5	-	2	97	32	32	22
21%	16%	11%	-	6%	25%	16%	18%	18%
R	*	*	**	*	TUWY			
707	34	15	15	24	295	152	121	82
77%	41%	36%	65%	64%	77%	75%	67%	67%
OP	*	*	**	OP*	UVX			
382	22	5	6	6	159	93	64	42
42%	27%	14%	25%	17%	41%	46%	35%	35%
OPR	*	*	**	*	X	UX	X	X
150	7	5	5	1	74	33	23	10
16%	9%	14%	20%	2%	19%	16%	13%	8%
R	*	*	**	*	V	V		
84	6	2	3	1	36	25	8	11
9%	7%	5%	14%	2%	9%	12%	5%	9%
	*	*	**	*		U		

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
14	9	33	49	71	32	40	30	160
26%	16%	34%	34%	30%	29%	28%	41%	41%
*	*	X*					*	abc
5	10	15	24	42	12	29	9	97
9%	16%	15%	16%	18%	11%	21%	12%	25%
*	*	*				b	*	Zbd
36	38	69	99	174	68	99	53	302
69%	64%	72%	68%	74%	61%	70%	72%	77%
*	*	*		b			*	Zb
20	12	32	51	70	39	62	23	177
38%	19%	34%	35%	30%	35%	44%	31%	45%
X*	*	X*				a	*	Zad
10	6	12	17	37	22	14	9	69
19%	10%	12%	11%	16%	20%	10%	13%	18%
V*	*	*			c		*	c
5	4	8	15	19	11	14	3	33
9%	7%	8%	10%	8%	10%	10%	4%	8%
*	*	*					*	

Table: 35

Q17_1. [I trust that all digital data breaches are properly disclosed to consumers and not kept secret] To what extent do

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
Strongly agree	275	153	122	98	97
	25%	28%	22%	36%	22%
				DE	
Somewhat agree	443	218	225	110	178
	40%	39%	41%	40%	41%
Somewhat disagree	267	125	142	43	115
	24%	23%	26%	16%	26%
					C
Strongly disagree	114	59	55	23	49
	10%	11%	10%	8%	11%
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%
Summary					
Agree	718	371	347	208	275
	65%	67%	64%	76%	63%
				DE	
Disagree	382	185	197	66	164
	35%	33%	36%	24%	37%
					C

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

55+	Region						Sample Type	
	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	147	125	60	494	194	80	1000	100
388	143	121	77	418	264	77	1000	100
80	40	26	17	107	69	15	236	39
21%	28%	22%	22%	26%	26%	20%	24%	39%
			*			*		L*
156	59	55	36	159	105	29	396	47
40%	41%	46%	47%	38%	40%	38%	40%	47%
			*			*		*
109	34	24	15	107	61	25	259	8
28%	24%	20%	20%	26%	23%	32%	26%	8%
C			*			G*	M	*
43	10	15	9	44	29	8	108	6
11%	7%	13%	12%	11%	11%	10%	11%	6%
			*			*		*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%
236	99	81	53	267	174	44	633	85
61%	69%	67%	68%	64%	66%	58%	63%	85%
			*			*		L*
152	44	40	24	151	90	33	367	15
39%	31%	33%	32%	36%	34%	42%	37%	15%
C			*			*	M	*

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
203	33	15	6	18	85	52	46	35
22%	40%	37%	26%	48%	22%	26%	25%	29%
	N*	N*	**	N*				
357	39	19	13	15	145	82	72	49
39%	48%	48%	54%	40%	38%	40%	40%	40%
	*	*	**	*				
251	8	1	4	4	113	42	51	25
27%	9%	3%	15%	10%	29%	20%	28%	20%
OPR	*	*	**	*	TX		X	
106	2	5	1	1	42	28	12	13
12%	3%	11%	4%	2%	11%	14%	7%	11%
O	*	*	**	*		U		
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%
560	73	34	19	32	230	135	118	84
61%	88%	85%	81%	88%	60%	66%	65%	69%
	N*	N*	**	N*				
357	10	6	4	4	155	69	63	38
39%	12%	15%	19%	12%	40%	34%	35%	31%
OPR	*	*	**	*	X	X	X	X

	Industry Sector							
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
15	13	28	40	61	32	37	14	91
29%	22%	30%	27%	26%	29%	26%	19%	23%
*	*	*					*	
23	38	34	57	103	47	64	29	142
45%	63%	36%	39%	44%	42%	45%	40%	36%
*	STUVY*	*					*	
9	6	21	37	54	16	27	25	109
17%	11%	22%	25%	23%	15%	19%	34%	28%
*	*	*	b				bc*	b
5	3	12	12	17	16	13	5	52
9%	5%	13%	8%	7%	14%	9%	7%	13%
*	*	*					*	a
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%
39	51	63	97	164	79	101	43	234
74%	84%	66%	66%	70%	71%	72%	59%	59%
*	STUVY*	*		e	e	e	*	
14	9	33	49	71	32	40	30	160
26%	16%	34%	34%	30%	29%	28%	41%	41%
*	*	X*					*	abc

19-026776 Security Tracker 2017

Table: 36

Q17_2. [Digital data security is a top priority for me when choosing who to do business with] To what extent do you agr

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
Strongly agree	361	187	174	106	135
	33%	34%	32%	39%	31%
				DE	
Somewhat agree	527	261	266	135	214
	48%	47%	49%	49%	49%
Somewhat disagree	158	85	72	23	63
	14%	15%	13%	8%	14%
					C
Strongly disagree	55	23	32	10	27
	5%	4%	6%	4%	6%
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%
Summary					
Agree	887	448	440	241	349
	81%	81%	81%	88%	80%
				DE	
Disagree	213	108	105	32	90
	19%	19%	19%	12%	20%
					C

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

Table of contents

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
120	38	41	23	138	91	30	305	55
31%	27%	34%	30%	33%	35%	39%	31%	55%
			*			*		L*
178	80	64	44	194	116	30	489	38
46%	56%	53%	57%	46%	44%	39%	49%	38%
	IJK		K*			*	M	*
72	19	12	8	64	42	13	153	5
19%	14%	10%	10%	15%	16%	16%	15%	5%
C			*			*	M	*
19	6	5	3	22	15	5	53	2
5%	4%	4%	3%	5%	6%	6%	5%	2%
			*			*		*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%
297	118	105	67	332	207	60	794	93
77%	82%	86%	87%	79%	78%	78%	79%	93%
			*			*		L*
91	25	16	10	86	57	17	206	7
23%	18%	14%	13%	21%	22%	22%	21%	7%
C			*			*	M	*

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
279	26	20	12	24	118	66	57	42
30%	32%	49%	49%	66%	31%	32%	31%	34%
	*	N*	**	NO*				
446	42	16	12	10	170	106	92	58
49%	51%	40%	51%	28%	44%	52%	51%	48%
R	R*	*	**	*				
141	12	3	-	1	63	25	29	15
15%	15%	8%	-	4%	16%	12%	16%	12%
	*	*	**	*				
52	1	1	-	1	34	8	3	7
6%	1%	3%	-	2%	9%	4%	2%	6%
	*	*	**	*	TUXY			
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%
725	69	35	23	34	287	171	149	100
79%	84%	89%	100%	94%	75%	84%	82%	82%
	*	*	**	N*		S	S	
193	13	5	-	2	97	32	32	22
21%	16%	11%	-	6%	25%	16%	18%	18%
R	*	*	**	*	TUWY			

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
20	19	39	60	77	43	44	20	117
39%	32%	41%	41%	33%	39%	31%	28%	30%
*	*	*	e				*	
27	31	42	63	116	56	69	44	180
52%	51%	44%	43%	49%	50%	49%	60%	46%
*	*	*					Ze*	
4	9	13	17	32	10	21	7	71
7%	15%	13%	12%	14%	9%	15%	10%	18%
*	*	*					*	b
1	1	2	7	10	2	9	2	26
2%	2%	2%	5%	4%	2%	6%	2%	7%
*	*	*					*	
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%
48	50	81	122	193	99	112	64	297
91%	84%	85%	84%	82%	89%	79%	88%	75%
S*	*	S*	e		ce		e*	
5	10	15	24	42	12	29	9	97
9%	16%	15%	16%	18%	11%	21%	12%	25%
*	*	*				b	*	Zbd

Table: 37

Q17_3. [Data breaches are no big deal and are blown out of proportion] To what extent do you agree or disagree with t

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
Strongly agree	94	59	35	44	37
	9%	11%	6%	16%	8%
		B		DE	E
Somewhat agree	212	118	94	65	85
	19%	21%	17%	24%	19%
				E	
Somewhat disagree	382	186	197	92	141
	35%	33%	36%	34%	32%
Strongly disagree	412	193	218	73	175
	37%	35%	40%	27%	40%
					C
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%
Summary					
Agree	306	177	129	108	122
	28%	32%	24%	40%	28%
		B		DE	E
Disagree	794	379	415	165	316
	72%	68%	76%	60%	72%
			A		C

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

the following:

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
13	7	13	4	27	34	10	73	21
3%	5%	10%	5%	6%	13%	12%	7%	21%
			*		FI	F*		L*
62	23	21	8	77	72	11	186	26
16%	16%	18%	10%	18%	27%	14%	19%	26%
			*		FGHIK	*		*
149	53	37	44	135	83	31	355	27
38%	37%	30%	57%	32%	31%	40%	36%	27%
			FGIJ*			*		*
164	60	50	22	179	75	26	385	27
42%	42%	42%	28%	43%	28%	34%	39%	27%
C	J	J	*	HJ		*	M	*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%
75	30	34	12	104	106	20	259	47
19%	21%	28%	15%	25%	40%	26%	26%	47%
			*		FGHIK	*		L*
313	113	87	65	314	158	57	741	53
81%	79%	72%	85%	75%	60%	74%	74%	53%
CD	J	J	J*	J		J*	M	*

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
53	20	11	1	9	21	19	19	12
6%	24%	29%	4%	24%	6%	9%	10%	10%
	N*	N*	**	N*			S	
158	29	14	7	4	68	32	41	28
17%	35%	35%	31%	12%	18%	16%	23%	23%
	NR*	NR*	**	*				
334	22	9	6	12	142	68	62	43
36%	27%	23%	25%	32%	37%	33%	34%	35%
	*	*	**	*	X			
373	12	5	9	12	153	84	59	38
41%	15%	14%	40%	32%	40%	41%	33%	31%
OP	*	*	**	O*	W	W		
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%
211	48	25	8	13	89	52	60	40
23%	59%	64%	35%	36%	23%	25%	33%	33%
	NR*	NR*	**	*			S	S
707	34	15	15	24	295	152	121	82
77%	41%	36%	65%	64%	77%	75%	67%	67%
OP	*	*	**	OP*	UVX			

$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Industry Sector					
			Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
6	7	10	12	26	11	13	7	24
11%	12%	10%	8%	11%	10%	9%	9%	6%
*	*	*		e			*	
10	15	17	35	34	32	30	14	68
20%	25%	18%	24%	15%	28%	21%	19%	17%
*	*	*	a		ae		*	
24	13	29	44	92	21	56	29	139
46%	22%	30%	30%	39%	19%	40%	40%	35%
X*	*	*	b	b		b	b*	b
12	25	40	55	81	47	42	23	163
23%	42%	42%	38%	35%	42%	30%	32%	41%
*	W*	W*			c		*	c
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%
16	22	27	47	61	43	43	20	92
31%	36%	28%	32%	26%	39%	30%	28%	23%
*	S*	*	e		ae		*	
36	38	69	99	174	68	99	53	302
69%	64%	72%	68%	74%	61%	70%	72%	77%
*	*	*		b			*	Zb

19-026776 Security Tracker 2017

Table: 38

Q17_4. [I am concerned that private personal information about my organization is out there on the internet somewhe

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
Strongly agree	218	127	91	73	74
	20%	23%	17%	27%	17%
		B		DE	
Somewhat agree	461	237	224	113	194
	42%	43%	41%	41%	44%
Somewhat disagree	279	132	147	61	106
	25%	24%	27%	22%	24%
Strongly disagree	143	60	82	26	64
	13%	11%	15%	9%	15%
			A		C
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%
Summary					
Agree	678	363	315	186	268
	62%	65%	58%	68%	61%
		B		E	
Disagree	422	193	229	87	171
	38%	35%	42%	32%	39%
			A		

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	147	125	60	494	194	80	1000	100
388	143	121	77	418	264	77	1000	100
70	24	24	15	75	64	14	190	27
18%	17%	20%	20%	18%	24%	19%	19%	27%
			*			*		L*
154	66	59	28	184	103	20	406	55
40%	46%	49%	37%	44%	39%	26%	41%	55%
	K	K	*	K	K	*		L*
112	35	24	23	107	65	24	263	16
29%	24%	20%	30%	26%	25%	31%	26%	16%
			*			*	M	*
52	18	14	10	52	31	18	141	2
13%	12%	11%	13%	12%	12%	24%	14%	2%
			*			FGIJ*	M	*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%
224	90	83	44	259	167	35	596	82
58%	63%	69%	57%	62%	63%	45%	60%	82%
	K	K	*	K	K	*		L*
164	53	38	33	159	97	42	404	18
42%	37%	31%	43%	38%	37%	55%	40%	18%
C			*			FGIJ*	M	*

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
163	27	14	4	10	75	31	42	30
18%	33%	34%	16%	27%	19%	15%	23%	25%
	N*	N*	**	*			W	TW
373	33	21	14	20	151	80	76	50
41%	40%	52%	59%	55%	39%	39%	42%	41%
	*	*	**	*				
249	14	5	5	6	87	59	56	31
27%	17%	14%	21%	15%	22%	29%	31%	25%
	*	*	**	*	X	X	SX	X
133	8	-	1	1	72	34	8	12
14%	10%	-	4%	2%	19%	16%	4%	10%
PR	*	*	**	*	UVY	UY		
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%
536	60	34	17	30	226	111	117	80
58%	73%	86%	75%	83%	59%	54%	65%	65%
	N*	N*	**	N*			T	
382	22	5	6	6	159	93	64	42
42%	27%	14%	25%	17%	41%	46%	35%	35%
OPR	*	*	**	*	X	UX	X	X

| e | | | Industry Sector | | | | | |
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
5	13	23	36	46	32	22	11	71
9%	21%	24%	24%	20%	29%	16%	15%	18%
*	*	W*			cde		*	
28	36	40	60	118	40	57	39	146
53%	60%	42%	41%	50%	36%	41%	54%	37%
*	STUVY*	*		be			be*	
14	6	26	39	46	32	40	16	107
27%	10%	27%	26%	20%	29%	28%	22%	27%
X*	*	X*					*	a
6	5	6	13	24	7	22	7	70
11%	9%	7%	9%	10%	6%	16%	10%	18%
*	*	*				b	*	Zab
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%
33	49	63	95	164	72	79	50	217
62%	81%	66%	65%	70%	65%	56%	69%	55%
*	STUVWY*	*	e	ce			e*	
20	12	32	51	70	39	62	23	177
38%	19%	34%	35%	30%	35%	44%	31%	45%
X*	*	X*				a	*	Zad

19-026776 Security Tracker 2017

Table: 39

Q17_5. [Companies are getting better at protecting their customers' personal and sensitive information] To what exten

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	550	550	275	440
Base: All Respondents (wtd)	1100	556	544	273	439
Strongly agree	281	149	132	82	114
	26%	27%	24%	30%	26%
				E	
Somewhat agree	651	319	332	156	244
	59%	57%	61%	57%	56%
Somewhat disagree	147	77	70	33	67
	13%	14%	13%	12%	15%
Strongly disagree	21	10	11	3	14
	2%	2%	2%	1%	3%
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%
Summary					
Agree	932	468	464	238	358
	85%	84%	85%	87%	82%
Disagree	168	88	80	35	81
	15%	16%	15%	13%	18%
					E

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

t do you agree or disagree with the following:

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
85	38	33	23	91	76	20	244	37
22%	27%	27%	30%	22%	29%	26%	24%	37%
			*		I	*		L*
252	87	74	41	258	146	46	599	52
65%	61%	61%	53%	62%	55%	60%	60%	52%
CD			*			*		*
47	18	12	13	60	35	10	137	10
12%	12%	10%	17%	14%	13%	12%	14%	10%
			*			*		*
5	1	3	-	9	7	1	20	1
1%	1%	2%	-	2%	3%	1%	2%	1%
			*			*		*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%
336	125	106	64	349	222	66	843	89
87%	87%	88%	83%	83%	84%	86%	84%	89%
D			*			*		*
52	18	15	13	69	42	11	157	11
13%	13%	12%	17%	17%	16%	14%	16%	11%
			*			*		*

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
217	27	19	3	15	87	53	47	39
24%	33%	47%	11%	42%	23%	26%	26%	32%
	*	N*	**	N*				
551	48	16	16	20	224	118	111	74
60%	59%	39%	68%	56%	58%	58%	61%	60%
P	P*	*	**	*				
130	7	5	4	1	66	28	21	9
14%	9%	14%	16%	2%	17%	14%	11%	7%
R	*	*	**	*	V			
20	-	-	1	-	8	5	3	1
2%	-	-	4%	-	2%	3%	1%	1%
	*	*	**	*				
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%
768	75	34	19	36	311	171	158	112
84%	91%	86%	80%	98%	81%	84%	87%	92%
	*	*	**	N*				STW
150	7	5	5	1	74	33	23	10
16%	9%	14%	20%	2%	19%	16%	13%	8%
R	*	*	**	*	V	V		

			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
12	16	27	45	64	36	30	17	89
23%	26%	28%	31%	27%	33%	21%	23%	23%
*	*	*			ce		*	
30	38	57	85	133	53	98	47	236
58%	64%	60%	58%	57%	47%	69%	64%	60%
*	*	*				Zabe	b*	b
8	6	10	15	31	22	14	8	57
16%	10%	11%	10%	13%	20%	10%	11%	15%
*	*	*			Zc		*	
2	-	2	2	6	-	-	1	12
3%	-	2%	1%	3%	-	-	1%	3%
*	*	*					*	c
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%
42	54	83	130	197	89	128	64	325
81%	90%	88%	89%	84%	80%	90%	87%	82%
*	*	*				be	*	
10	6	12	17	37	22	14	9	69
19%	10%	12%	11%	16%	20%	10%	13%	18%
V*	*	*			c		*	c

19-026776 Security Tracker 2017

Table: 40

Q17_6. [Companies need to do more to show employees and consumers how they're protecting personal information]

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
Strongly agree	438	205	233	106	173
	40%	37%	43%	39%	40%
Somewhat agree	566	308	258	132	227
	51%	55%	47%	48%	52%
		B			
Somewhat disagree	78	37	41	30	31
	7%	7%	8%	11%	7%
				E	
Strongly disagree	18	6	12	6	7
	2%	1%	2%	2%	2%
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%
Summary					
Agree	1004	513	491	238	401
	91%	92%	90%	87%	91%
Disagree	96	43	53	36	38
	9%	8%	10%	13%	9%
				E	

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

To what extent do you agree or disagree with the following:

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
158	55	45	33	159	112	33	389	49
41%	39%	38%	43%	38%	42%	42%	39%	49%
			*			*		*
207	81	64	37	225	127	33	521	46
53%	56%	53%	48%	54%	48%	42%	52%	46%
	K		*			*		*
17	7	10	6	27	19	9	73	5
4%	5%	8%	8%	6%	7%	11%	7%	5%
			*			*		*
5	-	2	-	7	7	3	17	1
1%	-	2%	-	2%	3%	4%	2%	1%
			*			F*		*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%
365	136	109	71	384	238	65	910	94
94%	95%	90%	92%	92%	90%	85%	91%	94%
C	K		*	K		*		*
23	7	12	6	34	26	12	90	6
6%	5%	10%	8%	8%	10%	15%	9%	6%
			*			FI*		*

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
363	26	23	7	19	158	84	64	48
40%	32%	57%	30%	51%	41%	41%	35%	39%
	*	NO*	**	O*				
471	50	15	13	17	191	95	109	64
51%	61%	39%	56%	46%	50%	46%	60%	52%
	P*	*	**	*			ST	
68	5	2	2	1	29	21	7	9
7%	6%	5%	9%	2%	7%	10%	4%	8%
	*	*	**	*		U		
17	1	-	1	-	7	4	1	2
2%	1%	-	4%	-	2%	2%	1%	1%
	*	*	**	*				
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%
834	76	38	20	36	349	179	173	111
91%	93%	95%	86%	98%	91%	88%	95%	91%
	*	*	**	*			T	
84	6	2	3	1	36	25	8	11
9%	7%	5%	14%	2%	9%	12%	5%	9%
	*	*	**	*		U		

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
17	25	41	65	90	56	43	27	156
32%	42%	43%	44%	39%	51%	31%	37%	40%
*	*	*	c		ace		*	
31	31	47	66	125	43	84	43	205
59%	52%	49%	45%	53%	39%	59%	58%	52%
*	*	*		b		Zb	b*	b
3	4	6	12	17	10	9	2	27
5%	7%	6%	8%	7%	9%	6%	3%	7%
*	*	*					*	
2	-	2	4	3	1	5	1	5
4%	-	2%	2%	1%	1%	3%	1%	1%
*	*	*					*	
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%
48	56	88	131	215	99	128	70	361
91%	93%	92%	90%	92%	90%	90%	96%	92%
*	*	*					*	
5	4	8	15	19	11	14	3	33
9%	7%	8%	10%	8%	10%	10%	4%	8%
*	*	*					*	

19-026776 Security Tracker 2017

Table: 41

Q18. If your company were to suffer a data breach and your customers' personal data were compromised, how do you

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
Demand to know what you're doing to prevent future breaches	401	216	184	104	157
	36%	39%	34%	38%	36%
Lose trust in you	370	201	169	82	166
	34%	36%	31%	30%	38%
					C
Wait to see how you react to the situation before making up their mind about what to do	368	174	194	87	145
	33%	31%	36%	32%	33%
Tell others about the data breach	263	144	119	86	119
	24%	26%	22%	32%	27%
				E	E
Stop doing business with you	254	144	111	79	110
	23%	26%	20%	29%	25%
		B		E	E
Seek compensation from you	204	115	89	84	85
	19%	21%	16%	31%	19%
				DE	E
Nothing	142	60	81	19	59
	13%	11%	15%	7%	13%
					C
Sigma	2001	1055	947	540	843
	182%	190%	174%	198%	192%

Overlap formulae used

- Column Proportions:
  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e
  Minimum Base: 30 (**), Small Base: 100 (*)

think your customers would be likely to respond?

			Region				Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
140	50	42	19	169	88	33	356	45
36%	35%	34%	25%	40%	34%	42%	36%	45%
			*	H		H*		*
122	53	35	21	156	80	26	335	35
31%	37%	29%	27%	37%	30%	34%	33%	35%
			*			*		*
136	60	44	26	139	68	32	338	30
35%	42%	36%	33%	33%	26%	41%	34%	30%
	IJ		*			J*		*
57	38	30	12	112	52	20	221	42
15%	27%	25%	15%	27%	20%	26%	22%	42%
			*	HJ		*		L*
64	34	23	14	113	49	21	215	39
17%	24%	19%	18%	27%	19%	28%	22%	39%
			*	J		*		L*
35	25	28	12	80	38	21	172	32
9%	18%	23%	15%	19%	14%	28%	17%	32%
		J	*			J*		L*
64	17	14	15	46	41	10	140	2
17%	12%	11%	20%	11%	15%	12%	14%	2%
C			I*			*	M	*
618	276	215	118	813	416	163	1776	226
159%	193%	178%	153%	195%	158%	211%	178%	226%

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
328	28	18	8	19	135	64	63	45
36%	34%	45%	34%	53%	35%	31%	35%	37%
	*	*	**	N*				
315	19	13	9	14	140	52	55	43
34%	23%	33%	36%	37%	36%	26%	30%	35%
O	*	*	**	*	T			
314	23	9	6	15	117	73	62	44
34%	28%	22%	25%	42%	30%	36%	34%	36%
	*	*	**	*				
195	25	16	13	13	74	36	47	37
21%	31%	40%	58%	35%	19%	17%	26%	31%
	*	N*	**	*				ST
193	23	15	12	13	71	37	37	39
21%	27%	36%	50%	35%	18%	18%	21%	32%
	*	N*	**	N*				STU
141	31	6	12	13	48	31	34	29
15%	38%	15%	52%	36%	13%	15%	19%	24%
	NP*	*	**	NP*				S
136	4	1	1	-	75	29	20	7
15%	5%	2%	4%	-	20%	14%	11%	6%
OPR	*	*	**	*	UVWXY	VW	W	
1623	153	77	61	87	659	321	317	245
177%	186%	194%	260%	239%	171%	158%	175%	200%

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
21	31	42	53	95	43	55	23	133
40%	52%	44%	36%	41%	38%	39%	31%	34%
*	STU*	T*					*	
14	27	40	63	96	37	40	20	113
27%	45%	41%	43%	41%	33%	28%	27%	29%
*	TUW*	T*	cde	cde			*	
23	17	33	52	77	44	32	27	136
43%	28%	35%	36%	33%	40%	23%	37%	34%
*	*	*	c	c	c		c*	c
17	24	29	47	67	24	32	17	75
32%	40%	30%	32%	29%	22%	23%	24%	19%
ST*	STU*	ST*	e	e			*	
13	24	33	24	76	28	29	13	83
25%	40%	35%	17%	32%	26%	21%	18%	21%
*	STU*	STU*		Zcde			*	
16	21	24	34	50	30	19	18	52
31%	35%	25%	24%	21%	27%	14%	25%	13%
ST*	STU*	ST*	ce	e	ce		e*	
1	3	7	14	20	4	18	10	75
2%	5%	7%	10%	8%	4%	13%	14%	19%
*	*	*				b	b*	Zab
104	148	207	288	481	210	226	129	667
199%	245%	218%	197%	205%	190%	160%	176%	169%

Table: 42

QResp_gender. Are you...?

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
Male	556	556	-	158	210
	51%	100%	-	58%	48%
		B		DE	
Female	544	-	544	115	228
	49%	-	100%	42%	52%
			A		C
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

   Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

			Region				Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
187	57	56	36	210	155	41	491	65
48%	40%	46%	47%	50%	59%	54%	49%	65%
			*	F	FGI	*		L*
201	86	65	41	208	109	36	509	35
52%	60%	54%	53%	50%	41%	46%	51%	35%
C	IJ	J	*	J		*	M	*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
435	55	23	15	27	132	101	110	75
47%	67%	58%	66%	72%	34%	50%	61%	61%
	N*	*	**	N*		S	ST	ST
482	27	17	8	10	253	102	71	47
53%	33%	42%	34%	28%	66%	50%	39%	39%
OR	*	*	**	*	TUVWXY	UVXY		
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%

e				Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	64	98	147	239	108	141	72	393
52	60	95	146	234	111	141	73	394
30	40	67	83	145	64	44	39	180
56%	66%	71%	57%	62%	58%	31%	53%	46%
S*	ST*	ST*	ce	ce	ce		c*	c
23	21	28	63	89	47	97	34	214
44%	34%	29%	43%	38%	42%	69%	47%	54%
*	*	*				Zabde	*	Zab
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%

19-026776 Security Tracker 2017

Table: 43
QQUOTAGERANGE.

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
	273	158	115	273	-
18-34	25%	29%	21%	100%	-
		B		DE	
	439	210	228	-	439
35-54	40%	38%	42%	-	100%
					CE
	388	187	201	-	-
55+	35%	34%	37%	-	-
	1100	556	544	273	439
Sigma	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
-	31	41	10	104	68	19	222	51
-	22%	34%	13%	25%	26%	25%	22%	51%
		FH	*	H	H	*		L*
-	53	45	32	174	103	32	392	47
-	37%	37%	42%	42%	39%	41%	39%	47%
			*			*		*
388	59	36	35	140	93	26	386	2
100%	41%	30%	45%	33%	35%	34%	39%	2%
CD	G		G*			*	M	*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%

	Business Size (# of Employees)					Yearly Revenue			
	Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
	N	O	P	Q	R	S	T	U	V
	918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
	918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
	171	51	19	11	21	67	47	55	31
	19%	62%	47%	48%	58%	17%	23%	30%	25%
		N*	N*	**	N*			S	
	364	28	20	11	16	155	70	64	49
	40%	34%	50%	48%	42%	40%	34%	35%	40%
		*	*	**	*				
	383	3	1	1	-	162	86	62	43
	42%	4%	2%	4%	-	42%	42%	34%	35%
	OPR	*	*	**	*	WXY	WXY	WXY	WXY
	918	82	40	23	37	385	204	181	122
	100%	100%	100%	100%	100%	100%	100%	100%	100%

e				Industry Sector				
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
28	15	30	48	66	33	39	21	67
54%	25%	31%	33%	28%	30%	28%	28%	17%
STUVXY*	*	S*	e	e	e	e	e*	
19	36	46	56	98	43	52	31	158
36%	59%	48%	38%	42%	39%	37%	42%	40%
*	STUVW*	TU*					*	
5	9	20	42	71	35	50	21	169
10%	15%	21%	28%	30%	31%	35%	29%	43%
*	*	*					*	Zabd
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%

Table: 44
QHCAL_Region1_Code_CA. CA Region

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
Alberta	121	56	65	41	45
	11%	10%	12%	15%	10%
				E	
British Columbia	143	57	86	31	53
	13%	10%	16%	11%	12%
			A		
Manitoba	40	21	19	3	19
	4%	4%	4%	1%	4%
					C
New Brunswick	22	13	10	5	10
	2%	2%	2%	2%	2%
Newfoundland and Labrador	16	8	9	12	3
	1%	1%	2%	4%	1%
				DE	
Nova Scotia	33	18	14	3	17
	3%	3%	3%	1%	4%
					C
Ontario	418	210	208	104	174
	38%	38%	38%	38%	40%
Prince Edward Island	6	3	3	-	2
	1%	1%	1%	-	*
Quebec	264	155	109	68	103
	24%	28%	20%	25%	24%
		B			
Saskatchewan	37	15	22	8	13
	3%	3%	4%	3%	3%
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
36	-	121	-	-	-	-	112	9
9%	-	100%	-	-	-	-	11%	9%
		FHIJK	*			*		*
59	143	-	-	-	-	-	133	10
15%	100%	-	-	-	-	-	13%	10%
	GHIJK		*			*		*
18	-	-	40	-	-	-	40	-
5%	-	-	52%	-	-	-	4%	-
C			FGIJK*			*	M	*
8	-	-	-	-	-	22	20	2
2%	-	-	-	-	-	29%	2%	2%
			*			FGHIJ*		*
2	-	-	-	-	-	16	13	4
*	-	-	-	-	-	21%	1%	4%
			*			FGHIJ*		L*
13	-	-	-	-	-	33	30	3
3%	-	-	-	-	-	42%	3%	3%
			*			FGHIJ*		*
140	-	-	-	418	-	-	377	41
36%	-	-	-	100%	-	-	38%	41%
			*	FGHJK		*		*
4	-	-	-	-	-	6	5	1
1%	-	-	-	-	-	8%	*	1%
			*			FGHIJ*		*
93	-	-	-	-	264	-	233	31
24%	-	-	-	-	100%	-	23%	31%
			*		FGHIK	*		*
17	-	-	37	-	-	-	37	-
4%	-	-	48%	-	-	-	4%	-
			FGIJK*			*		*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%

	Business Size (# of Employees)					Yearly Revenue			
	Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
	N	O	P	Q	R	S	T	U	V
	918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
	918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
	100	13	2	3	4	33	27	29	9
	11%	15%	5%	12%	11%	9%	13%	16%	7%
		*	*	**	*			SV	
	125	8	4	3	3	55	19	21	23
	14%	9%	10%	13%	8%	14%	10%	12%	19%
		*	*	**	*				TW
	37	3	-	-	-	10	12	6	6
	4%	3%	-	-	-	3%	6%	4%	5%
		*	*	**	*				
	18	2	1	1	-	7	3	3	1
	2%	2%	2%	4%	-	2%	1%	2%	1%
		*	*	**	*				
	12	1	2	-	2	5	5	2	1
	1%	1%	5%	-	5%	1%	2%	1%	1%
		*	*	**	N*				
	29	1	2	-	1	7	7	7	4
	3%	1%	5%	-	3%	2%	3%	4%	3%
		*	*	**	*				
	346	31	14	10	16	145	72	67	45
	38%	38%	36%	43%	44%	38%	35%	37%	37%
		*	*	**	*				
	5	-	-	1	-	3	-	-	2
	1%	-	-	4%	-	1%	-	-	2%
		*	*	**	*				
	214	19	15	5	11	106	52	38	29
	23%	23%	37%	23%	30%	28%	25%	21%	23%
		*	N*	**	*	X			
	32	5	-	-	-	14	8	8	3
	3%	6%	-	-	-	4%	4%	4%	2%
		*	*	**	*			Y	
	918	82	40	23	37	385	204	181	122
	100%	100%	100%	100%	100%	100%	100%	100%	100%

e	$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Industry Sector					
				Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
	W	X	Y	Z	a	b	c	d	e
	52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
	52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
	7	8	9	15	23	11	11	5	57
	13%	13%	9%	10%	10%	10%	8%	7%	15%
	*	*	*					*	c
	3	8	13	18	25	11	15	12	62
	6%	13%	13%	13%	11%	10%	10%	16%	16%
	*	*	*					*	
	1	-	4	5	8	5	3	3	17
	2%	-	4%	4%	3%	5%	2%	4%	4%
	*	*	*					*	
	2	1	6	1	4	1	4	7	6
	4%	2%	6%	1%	2%	1%	3%	9%	1%
	*	*	STUV*					Zabce*	
	-	2	2	4	2	3	4	-	4
	-	3%	2%	3%	1%	3%	3%	-	1%
	*	*	*					*	
	4	3	2	4	11	3	3	1	12
	7%	5%	2%	3%	5%	3%	2%	1%	3%
	S*	*	*					*	
	19	30	41	59	104	40	58	23	134
	36%	49%	43%	40%	44%	36%	41%	31%	34%
	*	*	*		e			*	
	1	-	-	1	1	-	-	2	2
	2%	-	-	1%	*	-	-	3%	*
	*	*	*					*	
	12	8	19	37	50	35	41	18	83
	23%	14%	20%	25%	21%	32%	29%	24%	21%
	*	*	*		ae			*	
	4	1	-	3	6	3	4	4	18
	7%	2%	-	2%	3%	2%	3%	5%	5%
	Y*	*	*					*	
	52	60	95	146	234	111	141	73	394
	100%	100%	100%	100%	100%	100%	100%	100%	100%

19-026776 Security Tracker 2017

Table: 45

QD3A. Is your business or organization public or private owned?

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
Public	142	78	63	63	61
	13%	14%	12%	23%	14%
				DE	E
Private	958	477	481	211	378
	87%	86%	88%	77%	86%
					C
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

	Region						Sample Type	
55+	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
18	14	18	9	50	42	9	108	34
5%	10%	15%	12%	12%	16%	11%	11%	34%
			*			*		L*
369	129	103	68	368	222	68	892	66
95%	90%	85%	88%	88%	84%	89%	89%	66%
CD			*			*	M	*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%

Business Size (# of Employees)					Yearly Revenue			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
78	30	12	7	15	42	20	28	12
9%	37%	29%	29%	41%	11%	10%	16%	10%
	N*	N*	**	N*				
840	52	28	17	22	342	184	153	110
91%	63%	71%	71%	59%	89%	90%	84%	90%
OPR	*	*	**	*	WY	WY		W
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
13	8	18	23	30	27	16	11	35
24%	14%	19%	15%	13%	25%	11%	15%	9%
STV*	*	ST*	e		ace		*	
40	52	77	124	204	84	126	62	359
76%	86%	81%	85%	87%	75%	89%	85%	91%
*	*	*		b		b	*	Zb
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%

Table: 46

Qcountry.

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	**1100**	**550**	**550**	**275**	**440**
Base: All Respondents (wtd)	**1100**	**556**	**544**	**273**	**439**
Canada	1100	556	544	273	439
	100%	100%	100%	100%	100%
Sigma	1100	556	544	273	439
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

- Column Means:

  Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K, L/M, N/O/P/Q/R, S/T/U/V/W/X/Y, Z/a/b/c/d/e

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

Table of contents

55+	Region						Sample Type	
	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic	SBO	C-Suite
E	F	G	H	I	J	K	L	M
385	**147**	**125**	**60**	**494**	**194**	**80**	**1000**	**100**
388	**143**	**121**	**77**	**418**	**264**	**77**	**1000**	**100**
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%
			*			*		*
388	143	121	77	418	264	77	1000	100
100%	100%	100%	100%	100%	100%	100%	100%	100%

Business Size (# of Employees)					Yearly Revenu			
Less than 50	Between 51-99	Between 100-249	Between 250-499	500+	Less than $50,000	$50,000-<$100,000	$100,000-<$250,000	$250,000-<$500,000
N	O	P	Q	R	S	T	U	V
918	**82**	**39**	**24**	**37**	**381**	**201**	**182**	**122**
918	**82**	**40**	**23**	**37**	**385**	**204**	**181**	**122**
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%
	*	*	**	*				
918	82	40	23	37	385	204	181	122
100%	100%	100%	100%	100%	100%	100%	100%	100%

e			Industry Sector					
$500,000-<$750,000	$750,000-<$1,000,000	$1,000,000+	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c	d	e
52	**64**	**98**	**147**	**239**	**108**	**141**	**72**	**393**
52	**60**	**95**	**146**	**234**	**111**	**141**	**73**	**394**
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%
*	*	*					*	
52	60	95	146	234	111	141	73	394
100%	100%	100%	100%	100%	100%	100%	100%	100%