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B1. Which of the following describes your employment status:
B2. In your place of work, do you consider yourself to be...
1. In what industry sector does your organization operate?
2. Do you believe that your personal data and information are more or less safe and secure than they were 10 years ago?
3_1. To what extent do you agree or disagree with the following statements: - I trust that all digital data breaches are properly disclosed to consumers and not kept secret
3_2. To what extent do you agree or disagree with the following statements: - Digital data security is a top priority for me when choosing who to do business with
3_3. To what extent do you agree or disagree with the following statements: - Data breaches are no big deal and are blown out of proportion
3_4. To what extent do you agree or disagree with the following statements: - I am concerned that private personal information in digital format about me is out there on the internet somewhere
3_5. To what extent do you agree or disagree with the following statements: - I am concerned that private personal information in paper format about me is out there somewhere
3_6. To what extent do you agree or disagree with the following statements: - Companies are getting better at protecting their customers' personal and sensitive information
3. To what extent do you agree or disagree with the following statements: - Top 2 Box Summary
3. To what extent do you agree or disagree with the following statements: - Bottom 2 Box Summary
4. If a company you do business with suffered a data breach, and your personal data was compromised, what would you be likely to do?
5. Have you ever been targeted by a phishing email or social engineering scam attempt at work?
6. Has your organization ever suffered a data breach?
7. How likely do you think it is that your organization will experience a data breach in the next 5 years?
8_1. If your employer suffered a data breach, how likely would you be to look for a new job? - A breach of their employee's data
8_2. If your employer suffered a data breach, how likely would you be to look for a new job? - A breach of their customers' data
8. If your employer suffered a data breach, how likely would you be to look for a new job? - Top 2 Box Summary
8. If your employer suffered a data breach, how likely would you be to look for a new job? - Bottom 2 Box Summary
9. Ultimately, whose responsibility is it to keep your organization's data safe?
GENDER
AGE
EDUCATION
REGION
INCOME
HOUSEHOLD COMPOSITION
HHCMP1. How many people are living or staying at your current address?
EMPLOYMENT STATUS
USMAR2. What is your marital status?
PGS01. How much of your household's grocery shopping do you, yourself, do?
CAETHN4. What were the ethnic or cultural origins of your ancestors? An ancestor is usually more distant than a grandparent.

B1. Which of the following describes your employment status:

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>209</b>	<b>206</b>	<b>203</b>	<b>712</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>272</b>	<b>224</b>	<b>130</b>	<b>769</b>
Working full time for an employer	773	123	97	55	270
	39%	45%	43%	42%	35%
		D	D		
Working part time for an employer	228	38	30	17	83
	11%	14%	13%	13%	11%
Self-employed	159	25	14	11	60
	8%	9%	6%	9%	8%
Not currently working	843	88	82	48	355
	42%	32%	37%	36%	46%
					ABC
Sigma	2002	272	224	130	769
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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B2	
Middle-manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
176	524
89%	73%
O	
22	198
11%	27%
	MN
-	-
-	-
-	-
-	-
198	723
100%	100%

B2. In your place of work, do you consider yourself to be...

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Answering (unwtd)</b>	<b>1081</b>	<b>126</b>	<b>122</b>	<b>123</b>	<b>357</b>
<b>Base: All Answering (wtd)</b>	<b>1001</b>	<b>160</b>	<b>127</b>	<b>71</b>	<b>354</b>
Senior manager or executive	81	12	8	6	25
	8%	7%	7%	8%	7%
Middle-manager	198	37	24	14	79
	20%	23%	19%	20%	22%
		E			E
A regular employee	723	111	95	51	250
	72%	69%	75%	72%	71%
Sigma	1001	160	127	71	354
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

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

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

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

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B2	
Middle-manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
-	-
-	-
198	-
100%	-
MO	
-	723
-	100%
	MN
198	723
100%	100%

1. In what industry sector does your organization operate?

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Answering (unwtd)</b>	<b>1081</b>	<b>126</b>	<b>122</b>	<b>123</b>	<b>357</b>
<b>Base: All Answering (wtd)</b>	<b>1001</b>	<b>160</b>	<b>127</b>	<b>71</b>	<b>354</b>
Facilities Management	14	5	-	1	5
	1%	3%	-	1%	1%
New Car Sales	9	1	2	-	5
	1%	1%	2%	-	1%
Computer/Software/IT	65	8	5	2	24
	6%	5%	4%	3%	7%
Wholesale & Retail	131	28	24	7	36
	13%	18%	19%	10%	10%
Hospitality - Hotels/Conference Centres	39	13	4	2	13
	4%	8%	3%	2%	4%
Communications	14	-	-	-	7
	1%	-	-	-	2%
Insurance Agents / Brokers / Carriers / HQ	21	6	2	5	5
	2%	4%	1%	7%	2%
Real Estate Agents & Brokers	13	3	-	*	9
	1%	2%	-	1%	2%
Legal	9	2	1	1	3
	1%	1%	1%	1%	1%
Finance & Accounting	56	13	5	4	22
	6%	8%	4%	6%	6%
Professional/Scientific/Technical Services	66	14	6	7	20
	7%	9%	4%	10%	6%
	62	5	8	6	23

Public Sector/Defense/Justice/Gov't	6%	3%	6%	9%	6%
Education	100	9	8	9	42
	10%	6%	6%	13%	12%
				A	
Health & Social Care	98	17	19	6	33
	10%	11%	15%	9%	9%
			E		
Other	305	36	44	21	106
	30%	23%	34%	29%	30%
Sigma	1001	160	127	71	354
	100%	100%	100%	100%	100%

Statistics:

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		HOUSEHOLD INCOME				HOUSEHOLD		
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids	Senior manager or executive
E	F	G	H	I	J	K	L	M
<b>239</b>	<b>114</b>	<b>183</b>	<b>186</b>	<b>371</b>	<b>284</b>	<b>324</b>	<b>757</b>	<b>93</b>
<b>218</b>	<b>70</b>	<b>179</b>	<b>179</b>	<b>339</b>	<b>250</b>	<b>276</b>	<b>725</b>	<b>81</b>
3	1	1	3	6	3	6	8	3
1%	1%	1%	2%	2%	1%	2%	1%	4%
								O*
1	1	-	1	7	2	7	3	-
*	1%	-	*	2%	1%	2%	*	-
						L		*
21	4	6	7	29	22	27	38	8
10%	6%	3%	4%	8%	9%	10%	5%	10%
C				G	G	L		*
27	9	38	23	42	19	27	104	11
12%	13%	21%	13%	13%	8%	10%	14%	13%
		IJ						*
7	1	12	9	12	1	9	30	3
3%	1%	7%	5%	3%	*	3%	4%	4%
		J	J	J				*
6	1	3	2	6	3	5	9	4
3%	2%	2%	1%	2%	1%	2%	1%	5%
								NO*
2	1	1	3	8	6	6	15	1
1%	2%	*	2%	2%	2%	2%	2%	1%
								*
1	-	1	1	10	1	8	4	2
*	-	*	*	3%	1%	3%	1%	3%
				J		L		*
1	1	2	2	3	2	1	7	2
*	2%	1%	1%	1%	1%	1%	1%	2%
								N*
10	2	2	14	16	21	26	30	7
5%	2%	1%	8%	5%	9%	9%	4%	8%
			G		G	L		*
14	4	3	9	28	24	21	44	10
7%	6%	2%	5%	8%	10%	8%	6%	13%
				G	G			O*
17	3	3	10	21	24	18	43	2



B2	
Middle-manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
6	5
3%	1%
0	
5	5
2%	1%
0	
14	42
7%	6%
18	102
9%	14%
5	30
3%	4%
2	8
1%	1%
6	14
3%	2%
5	6
3%	1%
0	
-	7
-	1%
12	37
6%	5%
19	36
9%	5%
0	
13	46

7%	6%
19	78
10%	11%
	M
14	80
7%	11%
59	225
30%	31%
198	723
100%	100%

2. Do you believe that your personal data and information are more or less safe and secure than they were 10 years ago

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>209</b>	<b>206</b>	<b>203</b>	<b>712</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>272</b>	<b>224</b>	<b>130</b>	<b>769</b>
Less Secure (Net)	1009	149	130	72	397
	50%	55%	58%	55%	52%
Much less secure		E	E	E	E
	412	57	50	34	172
	21%	21%	23%	26%	22%
A little less secure			E	E	E
	597	92	79	38	225
	30%	34%	35%	29%	29%
About the same			E		
	541	64	52	35	183
	27%	23%	23%	27%	24%
More Secure (Net)	452	60	43	24	188
	23%	22%	19%	18%	25%
A little more secure	330	47	35	17	129
	16%	17%	16%	13%	17%
Much more secure	122	12	8	7	59
	6%	5%	3%	5%	8%
					B
Sigma	2002	272	224	130	769
	100%	100%	100%	100%	100%

Statistics:

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

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B2	
Middle- manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
101	370
51%	51%
M	M
40	142
20%	20%
61	228
31%	32%
	M
43	201
22%	28%
	M
54	151
27%	21%
42	108
21%	15%
O	
12	43
6%	6%
198	723
100%	100%

3\_1. To what extent do you agree or disagree with the following statements: - I trust that all digital data breaches are p

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>209</b>	<b>206</b>	<b>203</b>	<b>712</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>272</b>	<b>224</b>	<b>130</b>	<b>769</b>
Top 2 Box (Net)	837 42%	96 35%	97 43%	55 42%	320 42%
Strongly agree	165 8%	8 3%	19 8%	8 6%	72 9%
			A		A
Somewhat agree	672 34%	89 33%	78 35%	47 36%	248 32%
Bottom 2 Box (Net)	1165 58%	176 65%	127 57%	75 58%	449 58%
Somewhat disagree	818 41%	127 47%	81 36%	57 44%	310 40%
		BF			
Strongly disagree	347 17%	48 18%	46 20%	18 14%	139 18%
Sigma	2002 100%	272 100%	224 100%	130 100%	769 100%

Statistics:

Overlap formulae used

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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

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

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B2	
Middle-manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
89	297
45%	41%
10	51
5%	7%
79	246
40%	34%
108	426
55%	59%
	M
76	288
39%	40%
32	138
16%	19%
	M
198	723
100%	100%

3\_2. To what extent do you agree or disagree with the following statements: - Digital data security is a top priority for n

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>209</b>	<b>206</b>	<b>203</b>	<b>712</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>272</b>	<b>224</b>	<b>130</b>	<b>769</b>
Top 2 Box (Net)	1645	207	184	97	639
	82%	76%	82%	75%	83%
					AC
Strongly agree	653	77	73	34	265
	33%	28%	32%	26%	34%
					C
Somewhat agree	992	130	111	63	374
	50%	48%	50%	48%	49%
Bottom 2 Box (Net)	357	65	40	33	130
	18%	24%	18%	25%	17%
		DE		DEF	
Somewhat disagree	308	57	35	27	113
	15%	21%	16%	21%	15%
		DE		DE	
Strongly disagree	49	8	5	5	17
	2%	3%	2%	4%	2%
Sigma	2002	272	224	130	769
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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

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B2	
Middle-manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
165	590
84%	82%
70	201
35%	28%
O	
96	388
48%	54%
32	133
16%	18%
29	115
15%	16%
3	18
1%	3%
198	723
100%	100%

3\_3. To what extent do you agree or disagree with the following statements: - Data breaches are no big deal and are bl

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>209</b>	<b>206</b>	<b>203</b>	<b>712</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>272</b>	<b>224</b>	<b>130</b>	<b>769</b>
Top 2 Box (Net)	368 18%	47 17%	39 17%	28 21%	137 18%
Strongly agree	78 4%	10 4%	9 4%	6 5%	31 4%
Somewhat agree	291 15%	37 14%	30 13%	21 16%	106 14%
Bottom 2 Box (Net)	1634 82%	225 83%	185 83%	103 79%	632 82%
Somewhat disagree	745 37%	105 39%	70 31%	53 40%	283 37%
Strongly disagree	888 44%	120 44%	115 51%	50 38%	348 45%
Sigma	2002 100%	272 100%	224 100%	130 100%	769 100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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B2	
Middle-manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
59	137
30%	19%
O	
14	23
7%	3%
O	
46	115
23%	16%
O	
138	585
70%	81%
	MN
66	263
33%	36%
73	323
37%	45%
	MN
198	723
100%	100%

3\_4. To what extent do you agree or disagree with the following statements: - I am concerned that private personal info

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>209</b>	<b>206</b>	<b>203</b>	<b>712</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>272</b>	<b>224</b>	<b>130</b>	<b>769</b>
Top 2 Box (Net)	1674	218	198	110	657
	84%	80%	88%	85%	85%
			AE		E
Strongly agree	569	71	80	37	227
	28%	26%	36%	28%	30%
			E		
Somewhat agree	1104	147	118	73	430
	55%	54%	53%	56%	56%
Bottom 2 Box (Net)	328	54	26	20	112
	16%	20%	12%	15%	15%
		B			
Somewhat disagree	277	44	22	19	91
	14%	16%	10%	14%	12%
Strongly disagree	51	10	4	1	21
	3%	4%	2%	1%	3%
Sigma	2002	272	224	130	769
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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B2	
Middle- manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
172	609
87%	84%
56	219
28%	30%
116	389
59%	54%
26	114
13%	16%
22	98
11%	14%
4	16
2%	2%
198	723
100%	100%

3\_5. To what extent do you agree or disagree with the following statements: - I am concerned that private personal info

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>209</b>	<b>206</b>	<b>203</b>	<b>712</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>272</b>	<b>224</b>	<b>130</b>	<b>769</b>
Top 2 Box (Net)	1263	178	135	86	497
	63%	65%	60%	66%	65%
					E
Strongly agree	313	49	31	20	138
	16%	18%	14%	16%	18%
		E			E
Somewhat agree	950	129	104	66	359
	47%	47%	46%	51%	47%
Bottom 2 Box (Net)	739	94	89	44	272
	37%	35%	40%	34%	35%
Somewhat disagree	616	75	78	38	222
	31%	28%	35%	29%	29%
Strongly disagree	123	19	11	6	50
	6%	7%	5%	5%	6%
Sigma	2002	272	224	130	769
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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B2	
Middle- manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
131	461
66%	64%
32	108
16%	15%
99	354
50%	49%
66	261
34%	36%
	M
50	214
25%	30%
17	48
8%	7%
198	723
100%	100%

3\_6. To what extent do you agree or disagree with the following statements: - Companies are getting better at protecti

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>209</b>	<b>206</b>	<b>203</b>	<b>712</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>272</b>	<b>224</b>	<b>130</b>	<b>769</b>
Top 2 Box (Net)	1410	177	165	90	522
	70%	65%	73%	69%	68%
Strongly agree	232	25	21	9	99
	12%	9%	9%	7%	13%
					C
Somewhat agree	1178	152	143	82	423
	59%	56%	64%	63%	55%
			D		
Bottom 2 Box (Net)	592	95	60	40	247
	30%	35%	27%	31%	32%
		EF			EF
Somewhat disagree	498	72	50	33	214
	25%	26%	22%	26%	28%
					EF
Strongly disagree	95	23	9	7	32
	5%	8%	4%	5%	4%
		DE			
Sigma	2002	272	224	130	769
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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B2	
Middle- manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
144	506
73%	70%
24	83
12%	12%
120	423
61%	59%
54	217
27%	30%
47	173
24%	24%
7	44
3%	6%
198	723
100%	100%

3. To what extent do you agree or disagree with the following statements: - Top 2 Box Summary

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>209</b>	<b>206</b>	<b>203</b>	<b>712</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>272</b>	<b>224</b>	<b>130</b>	<b>769</b>
I trust that all digital data breaches are properly disclosed to consumers and not kept secret	837	96	97	55	320
	42%	35%	43%	42%	42%
Digital data security is a top priority for me when choosing who to do business with	1645	207	184	97	639
	82%	76%	82%	75%	83%
					AC
Data breaches are no big deal and are blown out of proportion	368	47	39	28	137
	18%	17%	17%	21%	18%
I am concerned that private personal information in digital format about me is out there on the internet somewhere	1674	218	198	110	657
	84%	80%	88%	85%	85%
			AE		E
I am concerned that private personal information in paper format about me is out there somewhere	1263	178	135	86	497
	63%	65%	60%	66%	65%
					E
Companies are getting better at protecting their customers' personal and sensitive information	1410	177	165	90	522
	70%	65%	73%	69%	68%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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		HOUSEHOLD INCOME				HOUSEHOLD		
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids	Senior manager or executive
E	F	G	H	I	J	K	L	M
<b>466</b>	<b>206</b>	<b>566</b>	<b>342</b>	<b>541</b>	<b>383</b>	<b>442</b>	<b>1560</b>	<b>93</b>
<b>470</b>	<b>136</b>	<b>624</b>	<b>342</b>	<b>515</b>	<b>345</b>	<b>394</b>	<b>1608</b>	<b>81</b>
206	61	281	134	222	133	174	663	46
44%	45%	45%	39%	43%	39%	44%	41%	57%
								O*
403	114	510	283	411	288	330	1314	70
86%	84%	82%	83%	80%	83%	84%	82%	87%
AC	C							*
90	28	127	55	115	49	105	263	25
19%	20%	20%	16%	22%	14%	27%	16%	31%
		J		HJ		L		O*
374	116	510	292	426	291	318	1355	65
79%	85%	82%	85%	83%	84%	81%	84%	81%
								*
274	91	411	213	310	205	248	1015	60
58%	67%	66%	62%	60%	59%	63%	63%	75%
	E							O*
350	105	439	243	365	250	294	1116	61
74%	77%	70%	71%	71%	73%	75%	69%	76%
AD	AD							*

B2	
Middle-manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
89	297
45%	41%
165	590
84%	82%
59	137
30%	19%
O	
172	609
87%	84%
131	461
66%	64%
144	506
73%	70%

3. To what extent do you agree or disagree with the following statements: - Bottom 2 Box Summary

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>209</b>	<b>206</b>	<b>203</b>	<b>712</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>272</b>	<b>224</b>	<b>130</b>	<b>769</b>
I trust that all digital data breaches are properly disclosed to consumers and not kept secret	1165	176	127	75	449
	58%	65%	57%	58%	58%
Digital data security is a top priority for me when choosing who to do business with	357	65	40	33	130
	18%	24%	18%	25%	17%
		DE		DEF	
Data breaches are no big deal and are blown out of proportion	1634	225	185	103	632
	82%	83%	83%	79%	82%
I am concerned that private personal information in digital format about me is out there on the internet somewhere	328	54	26	20	112
	16%	20%	12%	15%	15%
		B			
I am concerned that private personal information in paper format about me is out there somewhere	739	94	89	44	272
	37%	35%	40%	34%	35%
Companies are getting better at protecting their customers' personal and sensitive information	592	95	60	40	247
	30%	35%	27%	31%	32%
		EF			EF

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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B2	
Middle-manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
108	426
55%	59%
	M
32	133
16%	18%
138	585
70%	81%
	MN
26	114
13%	16%
66	261
34%	36%
	M
54	217
27%	30%

4. If a company you do business with suffered a data breach, and your personal data was compromised, what would you

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>209</b>	<b>206</b>	<b>203</b>	<b>712</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>272</b>	<b>224</b>	<b>130</b>	<b>769</b>
Stop doing business with them	531	80	52	35	208
	27%	29%	23%	27%	27%
Demand to know what they're doing to prevent future breaches	771	103	80	42	309
	39%	38%	36%	33%	40%
Seek compensation from them	450	72	52	27	173
	22%	26%	23%	21%	23%
Tell others about the data breach	630	87	82	36	269
	31%	32%	37%	28%	35%
Lose trust in them	716	88	85	54	303
	36%	32%	38%	41%	39%
Wait to see how they react to the situation before making my mind up about what to do	934	119	117	62	373
	47%	44%	52%	47%	48%
Nothing	58	8	7	6	14
	3%	3%	3%	5%	2%
Sigma	4090	557	476	263	1649
	204%	204%	212%	202%	214%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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B2	
Middle- manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
61	191
31%	26%
91	274
46%	38%
O	
59	166
30%	23%
O	
72	238
37%	33%
78	275
40%	38%
79	352
40%	49%
	N
9	23
5%	3%
M	
449	1519
227%	210%

5. Have you ever been targeted by a phishing email or social engineering scam attempt at work?

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Answering (unwtd)</b>	<b>1081</b>	<b>126</b>	<b>122</b>	<b>123</b>	<b>357</b>
<b>Base: All Answering (wtd)</b>	<b>1001</b>	<b>160</b>	<b>127</b>	<b>71</b>	<b>354</b>
Yes (Net)	590	94	71	46	217
	59%	59%	56%	65%	61%
Yes - and I fell victim to it	65	11	12	8	23
	6%	7%	9%	11%	6%
			F	EF	
Yes - but I noticed it and didn't fall victim to it	525	83	60	38	194
	53%	52%	47%	54%	55%
No	411	66	56	25	137
	41%	41%	44%	35%	39%
Sigma	1001	160	127	71	354
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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B2	
Middle- manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
123	403
62%	56%
19	34
10%	5%
O	
104	369
53%	51%
74	319
38%	44%
M	M
198	723
100%	100%

6. Has your organization ever suffered a data breach?

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Answering (unwtd)</b>	<b>1081</b>	<b>126</b>	<b>122</b>	<b>123</b>	<b>357</b>
<b>Base: All Answering (wtd)</b>	<b>1001</b>	<b>160</b>	<b>127</b>	<b>71</b>	<b>354</b>
Yes	130	25	28	7	46
	13%	16%	22%	10%	13%
No			CDEF		
	543	75	60	43	190
	54%	47%	47%	60%	54%
I don't know				A	
	327	60	39	21	118
Sigma	33%	37%	31%	30%	33%
	1001	160	127	71	354
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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B2	
Middle- manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
32	86
16%	12%
130	349
66%	48%
O	
36	287
18%	40%
M	MN
198	723
100%	100%

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

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Answering (unwtd)</b>	<b>1081</b>	<b>126</b>	<b>122</b>	<b>123</b>	<b>357</b>
<b>Base: All Answering (wtd)</b>	<b>1001</b>	<b>160</b>	<b>127</b>	<b>71</b>	<b>354</b>
Top 2 Box (Net)	418	82	52	30	139
	42%	51%	41%	42%	39%
Very likely		D			
	66	13	11	6	22
	7%	8%	9%	9%	6%
Somewhat likely	352	69	40	24	117
	35%	43%	32%	34%	33%
Bottom 2 Box (Net)	583	79	75	41	215
	58%	49%	59%	58%	61%
					A
Not very likely	510	68	68	36	189
	51%	43%	53%	51%	54%
Not at all likely	72	10	7	5	26
	7%	6%	6%	7%	7%
Sigma	1001	160	127	71	354
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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B2	
Middle-manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
95	286
48%	40%
O	
15	41
8%	6%
80	246
40%	34%
103	436
52%	60%
	N
94	377
48%	52%
9	59
4%	8%
198	723
100%	100%

8\_1. If your employer suffered a data breach, how likely would you be to look for a new job? - A breach of their employ

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Answering (unwtd)</b>	<b>1081</b>	<b>126</b>	<b>122</b>	<b>123</b>	<b>357</b>
<b>Base: All Answering (wtd)</b>	<b>1001</b>	<b>160</b>	<b>127</b>	<b>71</b>	<b>354</b>
Top 2 Box (Net)	372	68	49	27	144
	37%	42%	39%	38%	41%
		EF			EF
Very likely	101	16	17	7	42
	10%	10%	13%	10%	12%
			F		F
Somewhat likely	271	52	33	20	102
	27%	33%	26%	28%	29%
		E			
Bottom 2 Box (Net)	628	92	78	45	210
	63%	58%	61%	62%	59%
Not very likely	444	73	46	35	147
	44%	46%	36%	50%	42%
				B	
Not at all likely	184	19	32	9	63
	18%	12%	25%	13%	18%
			AC		
Sigma	1001	160	127	71	354
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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B2	
Middle-manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
81	254
41%	35%
26	61
13%	8%
55	193
28%	27%
117	468
59%	65%
	M
89	326
45%	45%
28	142
14%	20%
198	723
100%	100%

8\_2. If your employer suffered a data breach, how likely would you be to look for a new job? - A breach of their custom

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Answering (unwtd)</b>	<b>1081</b>	<b>126</b>	<b>122</b>	<b>123</b>	<b>357</b>
<b>Base: All Answering (wtd)</b>	<b>1001</b>	<b>160</b>	<b>127</b>	<b>71</b>	<b>354</b>
Top 2 Box (Net)	294	64	32	20	110
	29%	40%	25%	28%	31%
		BEF			F
Very likely	71	13	6	8	30
	7%	8%	4%	11%	8%
				F	F
Somewhat likely	223	51	26	12	81
	22%	32%	21%	17%	23%
		CEF			
Bottom 2 Box (Net)	707	97	95	52	243
	71%	60%	75%	72%	69%
			A		
Not very likely	473	73	64	38	157
	47%	46%	51%	53%	44%
Not at all likely	234	24	31	14	86
	23%	15%	24%	19%	24%
					A
Sigma	1001	160	127	71	354
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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B2	
Middle-manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
70	195
35%	27%
O	
18	44
9%	6%
52	151
26%	21%
128	527
65%	73%
	N
92	345
47%	48%
36	182
18%	25%
	N
198	723
100%	100%

8. If your employer suffered a data breach, how likely would you be to look for a new job? - Top 2 Box Summary

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Answering (unwtd)</b>	<b>1081</b>	<b>126</b>	<b>122</b>	<b>123</b>	<b>357</b>
<b>Base: All Answering (wtd)</b>	<b>1001</b>	<b>160</b>	<b>127</b>	<b>71</b>	<b>354</b>
A breach of their employee's data	372	68	49	27	144
	37%	42%	39%	38%	41%
		EF			EF
A breach of their customers' data	294	64	32	20	110
	29%	40%	25%	28%	31%
		BEF			F

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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B2	
Middle- manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
81	254
41%	35%
70	195
35%	27%
O	

8. If your employer suffered a data breach, how likely would you be to look for a new job? - Bottom 2 Box Summary

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Answering (unwtd)</b>	<b>1081</b>	<b>126</b>	<b>122</b>	<b>123</b>	<b>357</b>
<b>Base: All Answering (wtd)</b>	<b>1001</b>	<b>160</b>	<b>127</b>	<b>71</b>	<b>354</b>
A breach of their employee's data	628	92	78	45	210
	63%	58%	61%	62%	59%
A breach of their customers' data	707	97	95	52	243
	71%	60%	75%	72%	69%
			A		

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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		HOUSEHOLD INCOME				HOUSEHOLD		
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids	Senior manager or executive
E	F	G	H	I	J	K	L	M
<b>239</b>	<b>114</b>	<b>183</b>	<b>186</b>	<b>371</b>	<b>284</b>	<b>324</b>	<b>757</b>	<b>93</b>
<b>218</b>	<b>70</b>	<b>179</b>	<b>179</b>	<b>339</b>	<b>250</b>	<b>276</b>	<b>725</b>	<b>81</b>
154	50	96	112	216	170	169	459	43
70%	71%	54%	63%	64%	68%	61%	63%	54%
AD	AD			G	G			*
164	57	116	130	242	184	184	523	52
75%	81%	65%	73%	71%	74%	66%	72%	64%
A	AD							*

B2	
Middle- manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
117	468
59%	65%
	M
128	527
65%	73%
	N

9. Ultimately, whose responsibility is it to keep your organization's data safe?

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Answering (unwtd)</b>	<b>1081</b>	<b>126</b>	<b>122</b>	<b>123</b>	<b>357</b>
<b>Base: All Answering (wtd)</b>	<b>1001</b>	<b>160</b>	<b>127</b>	<b>71</b>	<b>354</b>
Management's responsibility	415	57	43	27	141
	41%	36%	34%	38%	40%
Every employee's responsibility	586	103	85	44	213
	59%	64%	66%	62%	60%
		E	E	E	E
Sigma	1001	160	127	71	354
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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B2	
Middle- manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
81	298
41%	41%
117	424
59%	59%
198	723
100%	100%

GENDER

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>209</b>	<b>206</b>	<b>203</b>	<b>712</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>272</b>	<b>224</b>	<b>130</b>	<b>769</b>
Male	973	138	93	69	339
	49%	51%	42%	53%	44%
Female				BD	
	1029	134	131	62	429
	51%	49%	58%	47%	56%
Sigma			CE		CE
	2002	272	224	130	769
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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B2	
Middle- manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
119	326
60%	45%
O	
78	397
40%	55%
	MN
198	723
100%	100%

AGE

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>209</b>	<b>206</b>	<b>203</b>	<b>712</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>272</b>	<b>224</b>	<b>130</b>	<b>769</b>
18-34 (Net)	547	85	69	38	209
	27%	31%	31%	29%	27%
18-24	184	24	18	10	90
	9%	9%	8%	8%	12%
					EF
25-34	362	61	51	28	118
	18%	22%	23%	21%	15%
		D	D		
35-54 (Net)	681	85	46	60	247
	34%	31%	20%	46%	32%
		B		ABDE	B
35-44	310	52	23	29	111
	15%	19%	10%	22%	14%
		B		BDE	
45-54	371	33	23	31	136
	19%	12%	10%	23%	18%
				AB	B
55+ (Net)	775	103	109	32	313
	39%	38%	49%	25%	41%
		CF	ACEF		CF
55-64	426	56	55	17	186
	21%	20%	25%	13%	24%
			CF		CF
65+	348	47	54	15	127
	17%	17%	24%	11%	17%
			CDF		
Sigma	2002	272	224	130	769
	100%	100%	100%	100%	100%
<b>Summary</b>					
Mean	47.6	46	49.2	44.5	47.6
			C		C
STD. DEV.	16.28	16.27	17.44	15.16	16.6

STD. ERR.	0.36	1.13	1.21	1.06	0.62
Median	49	44	53	44	50

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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0.74	0.96	0.72	0.9	0.65	0.72	0.49	0.43	1.24
50	47.23	52	49	46	45	40	53	41.12

B2	
Middle-manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
66	253
33%	35%
9	55
5%	8%
57	198
29%	27%
91	308
46%	43%
65	143
33%	20%
O	
26	165
13%	23%
	N
41	161
21%	22%
35	131
18%	18%
6	30
3%	4%
198	723
100%	100%
41.5	42.4
11.95	13.3

0.81	0.48
40	42

EDUCATION

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>209</b>	<b>206</b>	<b>203</b>	<b>712</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>272</b>	<b>224</b>	<b>130</b>	<b>769</b>
Primary School or less	14	-	3	-	-
	1%	-	1%	-	-
			D		
Some high school	216	33	27	12	83
	11%	12%	12%	10%	11%
Graduated high school	474	53	48	34	182
	24%	20%	21%	26%	24%
Some college / CEGEP / Trade School	168	34	20	11	65
	8%	12%	9%	8%	8%
		EF			F
Graduated from college / CEGEP / Trade School	428	54	60	26	151
	21%	20%	27%	20%	20%
Some university, but did not finish	131	22	11	10	47
	7%	8%	5%	7%	6%
University undergraduate degree	408	55	47	27	169
	20%	20%	21%	21%	22%
					E
University graduate degree	162	21	8	11	72
	8%	8%	4%	8%	9%
					B
Sigma	2002	272	224	130	769
	100%	100%	100%	100%	100%
<b>Summary</b>					
<HS	230	33	30	12	83
	12%	12%	13%	10%	11%
HS	474	53	48	34	182
	24%	20%	21%	26%	24%
	727	110	91	46	263

Post Sec	36%	40%	41%	35%	34%
Univ Grad	571	76	55	38	241
	28%	28%	25%	29%	31%
					E

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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		HOUSEHOLD INCOME				HOUSEHOLD		
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids	Senior manager or executive
E	F	G	H	I	J	K	L	M
<b>466</b>	<b>206</b>	<b>566</b>	<b>342</b>	<b>541</b>	<b>383</b>	<b>442</b>	<b>1560</b>	<b>93</b>
<b>470</b>	<b>136</b>	<b>624</b>	<b>342</b>	<b>515</b>	<b>345</b>	<b>394</b>	<b>1608</b>	<b>81</b>
11	-	14	-	-	-	-	14	-
2%	-	2%	-	-	-	-	1%	-
ADF		HIJ						*
49	11	119	33	35	4	22	194	-
11%	8%	19%	10%	7%	1%	6%	12%	-
		HIJ	J	J			K	*
125	32	197	83	99	47	69	405	8
27%	24%	32%	24%	19%	14%	18%	25%	10%
		HIJ	J	J			K	*
33	5	56	35	33	26	26	141	4
7%	4%	9%	10%	6%	7%	7%	9%	5%
								*
105	34	108	77	145	65	120	308	18
22%	25%	17%	22%	28%	19%	30%	19%	22%
				GJ		L		*
32	9	39	32	32	18	17	114	4
7%	6%	6%	9%	6%	5%	4%	7%	5%
							K	*
77	33	72	62	118	128	87	322	31
16%	24%	12%	18%	23%	37%	22%	20%	38%
	E		G	G	GHI			O*
38	12	19	20	54	56	54	109	15
8%	9%	3%	6%	11%	16%	14%	7%	19%
B	B			GH	GHI	L		O*
470	136	624	342	515	345	394	1608	81
100%	100%	100%	100%	100%	100%	100%	100%	100%
61	11	133	33	35	4	22	208	-
13%	8%	21%	10%	7%	1%	6%	13%	-
		HIJ	J	J			K	*
125	32	197	83	99	47	69	405	8
27%	24%	32%	24%	19%	14%	18%	25%	10%
		HIJ	J	J			K	*
170	48	203	144	209	109	163	564	26

36%	35%	32%	42%	41%	32%	41%	35%	32%
			GJ	GJ		L		*
115	45	91	81	172	185	140	430	46
25%	33%	15%	24%	33%	54%	36%	27%	57%
	E		G	GH	GHI	L		O*

B2	
Middle-manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
-	5
-	1%
3	40
1%	6%
	MN
25	151
13%	21%
	MN
13	60
7%	8%
50	183
25%	25%
13	45
7%	6%
70	165
35%	23%
O	
23	72
12%	10%
198	723
100%	100%
3	46
1%	6%
	MN
25	151
13%	21%
	MN
77	288

39%	40%
93	237
47%	33%
0	

REGION

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>209</b>	<b>206</b>	<b>203</b>	<b>712</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>272</b>	<b>224</b>	<b>130</b>	<b>769</b>
BC	272	272	-	-	-
	14%	100%	-	-	-
		BCDEF			
AB	224	-	224	-	-
	11%	-	100%	-	-
			ACDEF		
SK/MB	130	-	-	130	-
	7%	-	-	100%	-
				ABDEF	
Ontario	769	-	-	-	769
	38%	-	-	-	100%
					ABCEF
Quebec	470	-	-	-	-
	24%	-	-	-	-
Atlantic Canada	136	-	-	-	-
	7%	-	-	-	-
Sigma	2002	272	224	130	769
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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B2	
Middle-manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
37	111
19%	15%
24	95
12%	13%
14	51
7%	7%
79	250
40%	35%
30	166
15%	23%
	N
13	49
7%	7%
198	723
100%	100%

INCOME

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>209</b>	<b>206</b>	<b>203</b>	<b>712</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>272</b>	<b>224</b>	<b>130</b>	<b>769</b>
<\$25K	316	36	24	23	120
	16%	13%	11%	18%	16%
\$25K - <\$55K	586	85	58	31	208
	29%	31%	26%	24%	27%
\$55K - <\$100K	578	86	79	38	226
	29%	32%	35%	29%	29%
\$100K - <\$150K	265	33	33	20	103
	13%	12%	15%	16%	13%
\$150K+	80	11	11	5	34
	4%	4%	5%	4%	4%
Prefer not to answer	176	21	19	12	77
	9%	8%	9%	9%	10%
Sigma	2002	272	224	130	769
	100%	100%	100%	100%	100%
<b>Summary</b>					
Under \$50K	806	101	68	53	296
	40%	37%	30%	41%	39%
\$50K+	1020	150	137	65	396
	51%	55%	61%	50%	51%
Under \$40K	624	65	52	44	232
	31%	24%	23%	34%	30%
\$40K to less than \$60K	342	68	39	15	123
	17%	25%	17%	11%	16%
	515	75	70	34	200

\$60K to less than \$100K	26%	27%	31%	26%	26%
			E		
\$100K or more	345	44	44	26	138
	17%	16%	20%	20%	18%
Mean (,000)	66.5	69.4	73.2	68.8	67.8
			EF		E
STD. DEV.	47.62	51.36	46.22	51.19	47.97
STD. ERR.	1.11	3.24	3.23	4.71	1.82

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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		HOUSEHOLD INCOME				HOUSEHOLD		
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids	Senior manager or executive
E	F	G	H	I	J	K	L	M
<b>466</b>	<b>206</b>	<b>566</b>	<b>342</b>	<b>541</b>	<b>383</b>	<b>442</b>	<b>1560</b>	<b>93</b>
<b>470</b>	<b>136</b>	<b>624</b>	<b>342</b>	<b>515</b>	<b>345</b>	<b>394</b>	<b>1608</b>	<b>81</b>
88	25	316	-	-	-	24	293	1
19%	18%	51%	-	-	-	6%	18%	1%
B	B	HIJ					K	*
161	43	307	279	-	-	84	502	11
34%	31%	49%	82%	-	-	21%	31%	14%
CD		IJ	GIJ				K	*
112	37	-	63	515	-	148	430	27
24%	27%	-	18%	100%	-	38%	27%	34%
			GJ	GHJ		L		*
57	17	-	-	-	265	91	174	28
12%	13%	-	-	-	77%	23%	11%	35%
					GHI	L		O*
15	4	-	-	-	80	26	54	10
3%	3%	-	-	-	23%	7%	3%	12%
					GHI	L		O*
37	10	-	-	-	-	21	155	3
8%	7%	-	-	-	-	5%	10%	4%
							K	*
470	136	624	342	515	345	394	1608	81
100%	100%	100%	100%	100%	100%	100%	100%	100%
229	59	624	183	-	-	89	718	11
49%	43%	100%	53%	-	-	22%	45%	14%
ABD	B	HIJ	IJ				K	*
204	67	-	159	515	345	284	735	66
43%	49%	-	47%	100%	100%	72%	46%	82%
			G	GH	GH	L		O*
186	45	624	-	-	-	55	568	5
40%	33%	100%	-	-	-	14%	35%	7%
ABD	AB	HIJ					K	*
71	26	-	342	-	-	55	287	7
15%	19%	-	100%	-	-	14%	18%	9%
	C		GIJ					*
104	33	-	-	515	-	146	369	26



B2	
Middle-manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
7	55
4%	8%
	M
33	221
17%	31%
	MN
82	259
42%	36%
56	108
28%	15%
O	
16	32
8%	4%
4	47
2%	7%
	N
198	723
100%	100%
33	224
17%	31%
	MN
160	452
81%	63%
O	
24	149
12%	21%
	MN
20	151
10%	21%
	MN
78	235

39%	33%
71	140
36%	19%
0	
93.5	73.3
0	
50.29	44.31
3.62	1.71

HOUSEHOLD COMPOSITION

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>209</b>	<b>206</b>	<b>203</b>	<b>712</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>272</b>	<b>224</b>	<b>130</b>	<b>769</b>
Kids	394	58	31	34	153
	20%	21%	14%	26%	20%
No Kids	1608	214	193	96	615
	80%	79%	86%	74%	80%
			CF		
Sigma	2002	272	224	130	769
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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B2	
Middle-manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
78	167
39%	23%
O	
120	556
61%	77%
	MN
198	723
100%	100%

HHCMP1. How many people are living or staying at your current address?

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>209</b>	<b>206</b>	<b>203</b>	<b>712</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>272</b>	<b>224</b>	<b>130</b>	<b>769</b>
1	514	80	58	42	161
	26%	29%	26%	32%	21%
2		D		DF	
	814	100	111	38	317
	41%	37%	50%	29%	41%
3			ACDE		C
	325	44	31	23	134
4	16%	16%	14%	17%	17%
	217	35	17	17	87
5	11%	13%	8%	13%	11%
	95	11	6	7	56
6	5%	4%	3%	6%	7%
				E	BEF
7	24	1	1	2	7
	1%	*	*	2%	1%
8					
	5	1	-	1	2
9	*	*	-	*	*
10	2	-	-	1	1
	*	-	-	*	*
11					
	5	-	-	-	2
12+	*	-	-	-	*
Sigma	1	-	-	-	1
	*	-	-	-	*
Sigma	2002	272	224	130	769
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O  
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  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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B2	
Middle-manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
37	184
19%	25%
66	275
34%	38%
65	118
33%	16%
MO	
21	106
11%	15%
6	32
3%	4%
3	4
2%	1%
-	2
-	*
-	1
-	*
-	2
-	*
-	-
-	-
198	723
100%	100%



EMPLOYMENT STATUS

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>209</b>	<b>206</b>	<b>203</b>	<b>712</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>272</b>	<b>224</b>	<b>130</b>	<b>769</b>
Employed full-time	776	126	98	55	269
	39%	46%	44%	42%	35%
		DE	D		
Employed part-time	193	34	26	14	74
	10%	12%	11%	11%	10%
		E	E	E	
Self employed	132	20	11	9	49
	7%	7%	5%	7%	6%
Unemployed but looking for a job	97	6	7	8	43
	5%	2%	3%	6%	6%
Unemployed and not looking for a job/Long-term sick or disabled	133	9	6	9	69
	7%	3%	3%	7%	9%
				B	AB
Full-time parent, homemaker	93	4	11	8	34
	5%	2%	5%	6%	4%
				A	
Retired	446	51	53	19	175
	22%	19%	24%	15%	23%
			C		CF
Student/Pupil	97	21	9	7	38
	5%	8%	4%	5%	5%
Military	1	-	-	1	-
	*	-	-	*	-
				D	
Prefer not to answer	35	2	4	1	17
	2%	1%	2%	1%	2%
Sigma	2002	272	224	130	769
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:  
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O  
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  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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B2	
Middle-manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
174	518
88%	72%
O	
20	164
10%	23%
	MN
-	1
-	*
-	-
-	-
2	2
1%	*
2	-
1%	-
O	
-	5
-	1%
1	25
*	3%
	N
-	1
-	*
-	7
-	1%
198	723
100%	100%



USMAR2. What is your marital status?

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>209</b>	<b>206</b>	<b>203</b>	<b>712</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>272</b>	<b>224</b>	<b>130</b>	<b>769</b>
Single, never married	644	91	51	41	246
	32%	34%	23%	31%	32%
		B			B
Living with partner	239	30	32	11	74
	12%	11%	14%	9%	10%
Married	847	110	95	58	349
	42%	40%	42%	45%	45%
				E	E
Widowed	67	13	11	7	25
	3%	5%	5%	6%	3%
				E	
Divorced or separated	206	28	35	12	75
	10%	10%	16%	10%	10%
			DE		
Sigma	2002	272	224	130	769
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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B2	
Middle- manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
50	243
25%	34%
	N
15	126
7%	17%
	N
118	281
60%	39%
O	
3	10
2%	1%
12	62
6%	9%
198	723
100%	100%

PGS01. How much of your household's grocery shopping do you, yourself, do?

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>209</b>	<b>206</b>	<b>203</b>	<b>712</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>272</b>	<b>224</b>	<b>130</b>	<b>769</b>
All of it	1066	150	115	69	403
	53%	55%	52%	53%	52%
Almost all of it	421	44	52	35	180
	21%	16%	23%	27%	23%
				AE	AE
About half of it	359	63	40	15	123
	18%	23%	18%	11%	16%
		CD			
Less than half of it	114	11	13	8	42
	6%	4%	6%	6%	5%
None	42	4	4	3	21
	2%	1%	2%	2%	3%
Sigma	2002	272	224	130	769
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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B2	
Middle-manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
113	372
57%	52%
57	154
29%	21%
O	
24	147
12%	20%
	MN
4	41
2%	6%
	N
-	8
-	1%
198	723
100%	100%

CAETHN4. What were the ethnic or cultural origins of your ancestors? An ancestor is usually more distant than a grandp

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>209</b>	<b>206</b>	<b>203</b>	<b>712</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>272</b>	<b>224</b>	<b>130</b>	<b>769</b>
North American origins (Net)	1179	136	125	81	389
	59%	50%	56%	62%	51%
				AD	
North American Aboriginal origins	94	9	15	10	41
	5%	3%	7%	8%	5%
			E	AE	E
Canadian	1136	128	112	78	378
	57%	47%	50%	60%	49%
				AD	
Other North American origins	18	2	4	2	6
	1%	1%	2%	2%	1%
British Isles origins (Net)	597	101	71	37	287
	30%	37%	32%	29%	37%
		E	E	E	CE
English	404	71	45	26	200
	20%	26%	20%	20%	26%
		E	E	E	E
Irish	262	42	28	16	126
	13%	15%	13%	13%	16%
		E	E	E	E
Scottish	277	33	36	21	143
	14%	12%	16%	16%	19%
		E	E	E	AE
Other British Isles origins	41	9	3	2	19
	2%	3%	2%	1%	3%
		E			E
Western European origins (Net)	334	50	50	28	124
	17%	18%	22%	21%	16%
			E	E	
French origins	147	16	15	8	52
	7%	6%	7%	6%	7%
Dutch	59	13	5	4	25
	3%	5%	2%	3%	3%

		E	E	E	E
German	153	25	30	18	60
	8%	9%	13%	14%	8%
		E	DE	DEF	E
Other Western European origins	34	6	6	4	8
	2%	2%	3%	3%	1%
Eastern European origins (Net)	184	31	31	28	71
	9%	11%	14%	22%	9%
		EF	EF	ADEF	EF
Hungarian	25	2	4	4	12
	1%	1%	2%	3%	2%
			E	E	E
Polish	63	7	11	10	26
	3%	3%	5%	7%	3%
			E	ADEF	E
Russian	33	9	2	7	12
	2%	3%	1%	6%	2%
		E		BDEF	
Ukrainian	55	11	15	14	9
	3%	4%	7%	11%	1%
		DE	DEF	ADEF	
Other Eastern European origins	36	7	1	2	18
	2%	2%	*	1%	2%
Southern European origins (Net)	114	18	4	3	57
	6%	6%	2%	2%	7%
		B			BCF
Greek	13	1	1	-	7
	1%	*	*	-	1%
Italian	60	5	2	1	33
	3%	2%	1%	1%	4%
					BC
Portuguese	17	2	-	1	11
	1%	1%	-	*	1%
Spanish	15	4	1	1	5
	1%	2%	*	1%	1%
Other Southern European origins	15	7	-	-	4
	1%	3%	-	-	*
		BD			
Other European origins (Net)	30	12	2	4	7
	1%	4%	1%	3%	1%
		BDEF		DEF	

Other Northern European origins (excl. British Isles Origins)	25	10	2	4	6
	1%	3%	1%	3%	1%
		DE		DE	
Other European origins	5	2	-	1	1
	*	1%	-	*	*
Caribbean origins (Net)	22	-	1	-	13
	1%	-	*	-	2%
Jamaican	8	-	1	-	6
	*	-	*	-	1%
Other Caribbean origins	14	-	-	-	7
	1%	-	-	-	1%
Latin, Central and South American origins (Net)	14	2	-	-	6
	1%	1%	-	-	1%
Latin, Central and South American origins	14	2	-	-	6
	1%	1%	-	-	1%
African origins (Net)	17	-	1	2	7
	1%	-	*	1%	1%
African origins	17	-	1	2	7
	1%	-	*	1%	1%
Asian origins (Net)	193	48	18	9	92
	10%	17%	8%	7%	12%
		BCEF			EF
West Central Asian and Middle Eastern origins	18	4	1	1	5
	1%	1%	*	*	1%
East Indian	23	2	2	1	14
	1%	1%	1%	1%	2%
Other South Asian origins	20	1	2	-	14
	1%	*	1%	-	2%
					E
Chinese	81	26	10	4	34
	4%	10%	5%	3%	4%
		CDEF	E		EF
Filipino	25	4	4	1	15
	1%	2%	2%	*	2%

					E
Other East and Southeast Asian origins	34	11	1	3	14
	2%	4%	*	2%	2%
		BEF			
Oceania origins (Net)	2	2	-	-	-
	*	1%	-	-	-
		D			
Oceania origins	2	2	-	-	-
	*	1%	-	-	-
		D			
Prefer not to answer	58	9	4	4	23
	3%	3%	2%	3%	3%
Sigma	3298	483	362	248	1348
	165%	178%	162%	190%	175%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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parent.

		HOUSEHOLD INCOME				HOUSEHOLD		
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids	Senior manager or executive
E	F	G	H	I	J	K	L	M
<b>466</b>	<b>206</b>	<b>566</b>	<b>342</b>	<b>541</b>	<b>383</b>	<b>442</b>	<b>1560</b>	<b>93</b>
<b>470</b>	<b>136</b>	<b>624</b>	<b>342</b>	<b>515</b>	<b>345</b>	<b>394</b>	<b>1608</b>	<b>81</b>
349	99	394	197	314	186	237	942	60
74%	73%	63%	57%	61%	54%	60%	59%	74%
ABCD	ABCD	J		J				NO*
11	8	44	16	19	8	21	73	3
2%	6%	7%	5%	4%	2%	5%	5%	4%
	E	IJ						*
345	96	381	186	299	184	228	908	57
73%	70%	61%	54%	58%	53%	58%	56%	71%
ABCD	ABCD	J						NO*
3	1	4	4	8	2	5	13	1
1%	1%	1%	1%	2%	1%	1%	1%	1%
								*
51	49	189	107	139	111	101	496	15
11%	36%	30%	31%	27%	32%	26%	31%	18%
	E						K	*
30	32	132	69	93	74	71	333	7
6%	23%	21%	20%	18%	21%	18%	21%	9%
	E							*
20	29	77	41	71	51	48	214	5
4%	22%	12%	12%	14%	15%	12%	13%	6%
	BCE							*
17	27	87	56	68	50	44	233	10
4%	20%	14%	16%	13%	14%	11%	15%	12%
	AE							*
3	4	11	11	4	10	5	35	2
1%	3%	2%	3%	1%	3%	1%	2%	2%
	E		I		I			*
57	27	83	67	85	67	57	277	8
12%	19%	13%	20%	17%	19%	15%	17%	10%
	E		G		G			*
42	15	44	27	34	31	23	124	5
9%	11%	7%	8%	7%	9%	6%	8%	7%
								*
2	9	12	10	17	14	14	45	2
*	6%	2%	3%	3%	4%	3%	3%	2%

	BE							*
10	10	30	38	42	28	26	127	1
2%	7%	5%	11%	8%	8%	7%	8%	2%
	E		G	G	G			*
8	2	9	4	9	9	8	26	1
2%	2%	1%	1%	2%	2%	2%	2%	1%
								*
17	5	47	35	37	45	31	154	6
4%	4%	8%	10%	7%	13%	8%	10%	8%
					GI			*
1	1	4	6	6	5	4	21	-
*	1%	1%	2%	1%	1%	1%	1%	-
								*
6	2	17	11	12	16	8	55	2
1%	2%	3%	3%	2%	5%	2%	3%	2%
					I			*
2	1	7	10	4	9	8	25	-
1%	1%	1%	3%	1%	2%	2%	2%	-
			I		I			*
3	2	22	8	10	13	7	48	4
1%	2%	3%	2%	2%	4%	2%	3%	5%
								*
7	1	9	5	10	9	6	30	1
1%	1%	1%	1%	2%	3%	1%	2%	1%
								*
29	4	34	20	30	24	25	89	4
6%	3%	5%	6%	6%	7%	6%	6%	6%
BC								*
4	-	3	1	4	6	2	11	-
1%	-	*	*	1%	2%	1%	1%	-
								*
16	3	22	8	15	11	13	46	4
3%	2%	4%	2%	3%	3%	3%	3%	6%
								*
3	-	2	2	5	5	5	12	-
1%	-	*	1%	1%	1%	1%	1%	-
					G			*
3	1	5	4	4	2	3	12	1
1%	1%	1%	1%	1%	1%	1%	1%	1%
								*
4	-	3	6	4	2	4	12	-
1%	-	1%	2%	1%	1%	1%	1%	-
								*
4	1	11	6	2	10	7	23	2
1%	*	2%	2%	*	3%	2%	1%	2%
					I			*

3	1	9	5	2	8	6	19	2
1%	*	1%	1%	*	2%	2%	1%	2%
					I			*
1	-	2	1	-	2	1	4	-
*	-	*	*	-	*	*	*	-
								*
7	1	9	6	4	3	7	15	1
2%	*	1%	2%	1%	1%	2%	1%	1%
								*
1	-	2	2	2	2	4	4	1
*	-	*	1%	*	1%	1%	*	1%
						L		*
6	1	7	4	2	1	3	11	-
1%	*	1%	1%	*	*	1%	1%	-
								*
4	1	3	2	6	2	5	9	1
1%	1%	1%	1%	1%	1%	1%	1%	1%
								*
4	1	3	2	6	2	5	9	1
1%	1%	1%	1%	1%	1%	1%	1%	1%
								*
5	3	4	6	1	3	7	10	-
1%	2%	1%	2%	*	1%	2%	1%	-
	A		I					*
5	3	4	6	1	3	7	10	-
1%	2%	1%	2%	*	1%	2%	1%	-
	A		I					*
21	6	45	33	46	49	55	138	9
4%	4%	7%	10%	9%	14%	14%	9%	11%
					GI	L		*
5	3	5	5	2	3	4	14	1
1%	2%	1%	2%	*	1%	1%	1%	1%
								*
3	-	8	6	4	5	10	13	-
1%	-	1%	2%	1%	1%	2%	1%	-
						L		*
2	1	8	2	1	3	8	12	-
*	1%	1%	1%	*	1%	2%	1%	-
						L		*
5	1	6	13	27	31	21	59	6
1%	1%	1%	4%	5%	9%	5%	4%	7%
			G	G	GHI			*
1	-	7	2	6	5	8	17	1
*	-	1%	1%	1%	1%	2%	1%	1%



B2	
Middle-manager	A regular employee
N	O
<b>218</b>	<b>770</b>
<b>198</b>	<b>723</b>
105	424
53%	59%
6	27
3%	4%
102	407
52%	56%
1	8
*	1%
55	195
28%	27%
36	125
18%	17%
21	93
11%	13%
22	89
11%	12%
3	6
2%	1%
31	130
16%	18%
12	55
6%	8%
8	19
4%	3%

16	64
8%	9%
M	M
3	15
2%	2%
17	78
9%	11%
1	12
*	2%
6	23
3%	3%
3	14
1%	2%
8	25
4%	3%
2	14
1%	2%
17	33
8%	5%
O	
4	5
2%	1%
6	17
3%	2%
2	6
1%	1%
2	5
1%	1%
2	4
1%	*
4	11
2%	1%

4	8
2%	1%
-	3
-	*
-	12
-	2%
-	3
-	*
-	9
-	1%
1	8
1%	1%
1	8
1%	1%
2	4
1%	1%
2	4
1%	1%
34	78
17%	11%
0	
2	7
1%	1%
5	8
2%	1%
1	10
1%	1%
22	38
11%	5%
0	
1	6
1%	1%

3	11
2%	2%
-	-
-	-
-	-
-	-
3	18
2%	2%
310	1164
157%	161%