



- [1](#)
- [2](#)
- [3](#)
- [4](#)
- [5](#)
- [6](#)
- [7](#)
- [8](#)
- [9](#)
- [10](#)
- [11](#)
- [12](#)
- [13](#)
- [14](#)
- [15](#)
- [16](#)
- [17](#)
- [18](#)
- [19](#)
- [20](#)
- [21](#)
- [22](#)
- [23](#)
- [24](#)
- [25](#)
- [26](#)
- [27](#)
- [28](#)
- [29](#)
- [30](#)
- [31](#)
- [32](#)

Table of Contents

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
HHCOMP1. 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	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2002	946	1056	521	770
Base: All Respondents (wtd)	2002	973	1029	547	681
Working full time for an employer	773	426	347	257	367
	39%	44%	34%	47%	54%
		B		E	CE
Working part time for an employer	228	76	152	84	75
	11%	8%	15%	15%	11%
			A	DE	
Self-employed	159	95	63	49	53
	8%	10%	6%	9%	8%
		B			
Not currently working	843	376	466	156	186
	42%	39%	45%	28%	27%
			A		
Sigma	2002	973	1029	547	681
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
711	81	373	929	619
775	230	474	727	571
149	28	126	305	314
19%	12%	27%	42%	55%
	*	F	FG	FGH
68	21	59	86	62
9%	9%	12%	12%	11%
	*			
57	20	36	62	41
7%	9%	7%	9%	7%
	*			
500	162	254	273	154
65%	70%	54%	38%	27%
CD	GHI*	HI	I	
775	230	474	727	571
100%	100%	100%	100%	100%

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

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Answering (unwtd)	1081	535	546	355	525
Base: All Answering (wtd)	1001	502	499	341	441
Senior manager or executive	81	57	24	22	43
	8%	11%	5%	7%	10%
		B			
Middle-manager	198	119	78	66	91
	20%	24%	16%	19%	21%
		B			
A regular employee	723	326	397	253	308
	72%	65%	80%	74%	70%
			A		
Sigma	1001	502	499	341	441
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
201	16	146	508	411
218	48	185	392	376
15	-	8	26	46
7%	-	5%	7%	12%
	**			GH
41	3	25	77	93
19%	6%	13%	20%	25%
	**			G
161	46	151	288	237
74%	94%	82%	74%	63%
	**	HI	I	
218	48	185	392	376
100%	100%	100%	100%	100%

1. In what industry sector does your organization operate?

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Answering (unwtd)	1081	535	546	355	525
Base: All Answering (wtd)	1001	502	499	341	441
Facilities Management	14 1%	10 2%	4 1%	6 2%	7 2%
New Car Sales	9 1%	7 1%	2 *	4 1%	5 1%
Computer/Software/IT	65 6%	53 11%	12 2%	34 10%	23 5%
Wholesale & Retail	131 13%	70 14%	61 12%	44 13%	49 11%
Hospitality - Hotels/Conference Centres	39 4%	19 4%	20 4%	17 5%	16 4%
Communications	14 1%	5 1%	8 2%	10 3%	3 1%
Insurance Agents / Brokers / Carriers / HQ	21 2%	10 2%	11 2%	6 2%	10 2%
Real Estate Agents & Brokers	13 1%	7 1%	6 1%	2 1%	9 2%
Legal	9 1%	3 1%	6 1%	7 2%	2 *
Finance & Accounting	56 6%	25 5%	31 6%	20 6%	28 6%
Professional/Scientific/Technical Services	66 7%	44 9%	22 4%	27 8%	35 8%
Public Sector/Defense/Justice/Gov't	62 6%	33 7%	28 6%	16 5%	33 7%

Education	100	34	67	33	50
	10%	7%	13%	10%	11%
			A		
Health & Social Care	98	26	72	35	46
	10%	5%	14%	10%	10%
			A		
Other	305	155	149	81	126
	30%	31%	30%	24%	29%
Sigma	1001	502	499	341	441
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
201	16	146	508	411
218	48	185	392	376
1	-	4	8	2
*	-	2%	2%	1%
	**			
-	-	3	6	1
-	-	1%	1%	*
	**			
7	-	6	22	37
3%	-	3%	6%	10%
	**			GH
39	9	44	49	30
18%	18%	24%	12%	8%
D	**	HI	I	
6	6	9	18	6
3%	12%	5%	5%	2%
	**	I	I	
1	-	1	3	9
*	-	1%	1%	2%
	**			
5	-	3	10	8
2%	-	2%	3%	2%
	**			
1	-	-	9	3
1%	-	-	2%	1%
	**			
-	-	-	4	5
-	-	-	1%	1%
	**			
8	7	4	17	28
3%	15%	2%	4%	7%
	**			G
4	-	4	17	45
2%	-	2%	4%	12%
	**			GH
12	-	10	27	25
6%	-	5%	7%	7%

	**			
18	3	11	27	60
8%	6%	6%	7%	16%
	**			GH
18	-	8	39	51
8%	-	4%	10%	13%
	**		G	G
98	24	78	135	68
45%	49%	42%	35%	18%
CD	**	I	I	
218	48	185	392	376
100%	100%	100%	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	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2002	946	1056	521	770
Base: All Respondents (wtd)	2002	973	1029	547	681
Less Secure (Net)	1009	472	537	261	314
	50%	49%	52%	48%	46%
Much less secure	412	189	223	112	126
	21%	19%	22%	20%	19%
A little less secure	597	283	314	149	187
	30%	29%	30%	27%	28%
About the same	541	269	272	137	204
	27%	28%	26%	25%	30%
More Secure (Net)	452	232	220	149	163
	23%	24%	21%	27%	24%
A little more secure	330	160	170	104	116
	16%	16%	17%	19%	17%
Much more secure	122	72	50	45	47
	6%	7%	5%	8%	7%
		B		E	E
Sigma	2002	973	1029	547	681
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

o?

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
711	81	373	929	619
775	230	474	727	571
435	108	206	372	323
56%	47%	43%	51%	57%
CD	*		G	GH
174	31	90	157	133
22%	13%	19%	22%	23%
	*			F
261	77	116	215	190
34%	34%	24%	30%	33%
CD	*			G
200	70	151	179	142
26%	30%	32%	25%	25%
	*	HI		
140	52	118	176	106
18%	22%	25%	24%	19%
	*	I	I	
110	42	82	121	85
14%	18%	17%	17%	15%
	*			
30	10	36	55	21
4%	4%	8%	8%	4%
	*	I	I	
775	230	474	727	571
100%	100%	100%	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	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2002	946	1056	521	770
Base: All Respondents (wtd)	2002	973	1029	547	681
Top 2 Box (Net)	837 42%	381 39%	455 44%	230 42%	297 44%
Strongly agree	165 8%	87 9%	77 8%	53 10%	55 8%
Somewhat agree	672 34%	294 30%	378 37%	177 32%	242 35%
Bottom 2 Box (Net)	1165 58%	592 61%	574 56%	317 58%	384 56%
Somewhat disagree	818 41%	411 42%	407 40%	230 42%	266 39%
Strongly disagree	347 17%	181 19%	166 16%	86 16%	118 17%
Sigma	2002 100%	973 100%	1029 100%	547 100%	681 100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

roperly disclosed to consumers and not kept secret

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
711	81	373	929	619
775	230	474	727	571
310	95	234	297	211
40%	41%	49%	41%	37%
	*	HI		
57	21	42	59	42
7%	9%	9%	8%	7%
	*			
253	74	192	238	169
33%	32%	40%	33%	30%
	*	HI		
465	135	241	430	359
60%	59%	51%	59%	63%
	*		G	G
322	114	166	296	242
42%	50%	35%	41%	42%
	G*			G
143	21	74	134	118
18%	9%	16%	18%	21%
	*		F	F
775	230	474	727	571
100%	100%	100%	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	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2002	946	1056	521	770
Base: All Respondents (wtd)	2002	973	1029	547	681
Top 2 Box (Net)	1645	796	849	448	547
	82%	82%	82%	82%	80%
Strongly agree	653	317	335	168	208
	33%	33%	33%	31%	31%
Somewhat agree	992	479	513	281	340
	50%	49%	50%	51%	50%
Bottom 2 Box (Net)	357	177	180	98	133
	18%	18%	18%	18%	20%
Somewhat disagree	308	155	154	83	114
	15%	16%	15%	15%	17%
Strongly disagree	49	22	27	15	19
	2%	2%	3%	3%	3%
Sigma	2002	973	1029	547	681
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

ne when choosing who to do business with

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
711	81	373	929	619
775	230	474	727	571
649	187	402	592	464
84%	81%	85%	81%	81%
	*			
277	73	153	252	175
36%	32%	32%	35%	31%
	*			
372	114	249	340	289
48%	50%	52%	47%	51%
	*			
126	43	73	135	106
16%	19%	15%	19%	19%
	*			
111	43	58	111	96
14%	19%	12%	15%	17%
	*			
15	-	14	24	10
2%	-	3%	3%	2%
	*			
775	230	474	727	571
100%	100%	100%	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	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2002	946	1056	521	770
Base: All Respondents (wtd)	2002	973	1029	547	681
Top 2 Box (Net)	368	210	159	150	138
	18%	22%	15%	27%	20%
		B		DE	E
Strongly agree	78	45	33	41	20
	4%	5%	3%	8%	3%
				DE	
Somewhat agree	291	165	126	109	117
	15%	17%	12%	20%	17%
		B		E	E
Bottom 2 Box (Net)	1634	763	870	397	543
	82%	78%	85%	73%	80%
			A		C
Somewhat disagree	745	376	369	189	247
	37%	39%	36%	35%	36%
Strongly disagree	888	387	502	207	296
	44%	40%	49%	38%	43%
			A		
Sigma	2002	973	1029	547	681
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

own out of proportion

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
711	81	373	929	619
775	230	474	727	571
81	31	106	130	101
10%	14%	22%	18%	18%
	*			
16	7	19	28	24
2%	3%	4%	4%	4%
	*			
65	25	86	102	78
8%	11%	18%	14%	14%
	*			
694	199	369	596	469
90%	86%	78%	82%	82%
CD	*			
309	99	173	259	215
40%	43%	36%	36%	38%
	*			
385	100	196	338	255
50%	43%	41%	46%	45%
CD	*			
775	230	474	727	571
100%	100%	100%	100%	100%

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

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2002	946	1056	521	770
Base: All Respondents (wtd)	2002	973	1029	547	681
Top 2 Box (Net)	1674	796	878	442	554
	84%	82%	85%	81%	81%
Strongly agree	569	283	287	160	194
	28%	29%	28%	29%	28%
Somewhat agree	1104	513	591	282	360
	55%	53%	57%	52%	53%
Bottom 2 Box (Net)	328	177	151	105	127
	16%	18%	15%	19%	19%
Somewhat disagree	277	151	126	84	108
	14%	16%	12%	15%	16%
Strongly disagree	51	26	25	20	18
	3%	3%	2%	4%	3%
Sigma	2002	973	1029	547	681
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

ormation in digital format about me is out there on the

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
711	81	373	929	619
775	230	474	727	571
678	186	387	600	500
87%	81%	81%	83%	88%
CD	*			GH
216	50	119	216	184
28%	22%	25%	30%	32%
	*			G
462	137	267	384	316
60%	59%	56%	53%	55%
CD	*			
97	44	88	127	70
13%	19%	19%	17%	12%
	*	I	I	
85	31	75	108	62
11%	14%	16%	15%	11%
	*	I	I	
12	12	12	19	8
2%	5%	3%	3%	1%
	I*			
775	230	474	727	571
100%	100%	100%	100%	100%

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

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2002	946	1056	521	770
Base: All Respondents (wtd)	2002	973	1029	547	681
Top 2 Box (Net)	1263	620	643	315	426
	63%	64%	62%	58%	63%
Strongly agree	313	151	162	77	104
	16%	16%	16%	14%	15%
Somewhat agree	950	469	481	238	322
	47%	48%	47%	43%	47%
Bottom 2 Box (Net)	739	353	386	232	254
	37%	36%	38%	42%	37%
Somewhat disagree	616	282	335	188	207
	31%	29%	33%	34%	30%
Strongly disagree	123	71	52	44	47
	6%	7%	5%	8%	7%
Sigma	2002	973	1029	547	681
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

ormation in paper format about me is out there somewhere

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
711	81	373	929	619
775	230	474	727	571
522	158	304	455	346
67%	69%	64%	63%	61%
C	*			
132	32	83	115	83
17%	14%	18%	16%	15%
	*			
390	126	221	340	263
50%	55%	46%	47%	46%
C	*			
253	72	171	272	225
33%	31%	36%	37%	39%
	*			
221	68	142	210	196
28%	30%	30%	29%	34%
	*			H
32	4	29	62	29
4%	2%	6%	9%	5%
	*		FI	
775	230	474	727	571
100%	100%	100%	100%	100%

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

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2002	946	1056	521	770
Base: All Respondents (wtd)	2002	973	1029	547	681
Top 2 Box (Net)	1410	662	747	377	483
	70%	68%	73%	69%	71%
			A		
Strongly agree	232	114	118	75	89
	12%	12%	11%	14%	13%
				E	E
Somewhat agree	1178	548	630	302	394
	59%	56%	61%	55%	58%
			A		
Bottom 2 Box (Net)	592	311	282	169	198
	30%	32%	27%	31%	29%
		B			
Somewhat disagree	498	259	239	140	159
	25%	27%	23%	26%	23%
Strongly disagree	95	52	43	30	38
	5%	5%	4%	5%	6%
Sigma	2002	973	1029	547	681
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

ng their customers' personal and sensitive information

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
711	81	373	929	619
775	230	474	727	571
549	157	362	520	371
71%	68%	76%	72%	65%
	*	I	I	
68	33	60	86	54
9%	14%	13%	12%	9%
	*			
481	124	302	435	317
62%	54%	64%	60%	56%
C	*	I		
226	73	113	206	200
29%	32%	24%	28%	35%
	*			GH
199	73	87	167	170
26%	32%	18%	23%	30%
	G*			GH
27	-	25	39	30
3%	-	5%	5%	5%
	*	F	F	F
775	230	474	727	571
100%	100%	100%	100%	100%

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

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2002	946	1056	521	770
Base: All Respondents (wtd)	2002	973	1029	547	681
I trust that all digital data breaches are properly disclosed to consumers and not kept secret	837	381	455	230	297
	42%	39%	44%	42%	44%
			A		
Digital data security is a top priority for me when choosing who to do business with	1645	796	849	448	547
	82%	82%	82%	82%	80%
Data breaches are no big deal and are blown out of proportion	368	210	159	150	138
	18%	22%	15%	27%	20%
		B		DE	E
I am concerned that private personal information in digital format about me is out there on the internet somewhere	1674	796	878	442	554
	84%	82%	85%	81%	81%
I am concerned that private personal information in paper format about me is out there somewhere	1263	620	643	315	426
	63%	64%	62%	58%	63%
Companies are getting better at protecting their customers' personal and sensitive information	1410	662	747	377	483
	70%	68%	73%	69%	71%
			A		

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
711	81	373	929	619
775	230	474	727	571
310	95	234	297	211
40%	41%	49%	41%	37%
	*	HI		
649	187	402	592	464
84%	81%	85%	81%	81%
	*			
81	31	106	130	101
10%	14%	22%	18%	18%
	*			
678	186	387	600	500
87%	81%	81%	83%	88%
CD	*			GH
522	158	304	455	346
67%	69%	64%	63%	61%
C	*			
549	157	362	520	371
71%	68%	76%	72%	65%
	*	I	I	

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

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2002	946	1056	521	770
Base: All Respondents (wtd)	2002	973	1029	547	681
I trust that all digital data breaches are properly disclosed to consumers and not kept secret	1165	592	574	317	384
	58%	61%	56%	58%	56%
		B			
Digital data security is a top priority for me when choosing who to do business with	357	177	180	98	133
	18%	18%	18%	18%	20%
Data breaches are no big deal and are blown out of proportion	1634	763	870	397	543
	82%	78%	85%	73%	80%
			A		C
I am concerned that private personal information in digital format about me is out there on the internet somewhere	328	177	151	105	127
	16%	18%	15%	19%	19%
				E	E
I am concerned that private personal information in paper format about me is out there somewhere	739	353	386	232	254
	37%	36%	38%	42%	37%
				E	
Companies are getting better at protecting their customers' personal and sensitive information	592	311	282	169	198
	30%	32%	27%	31%	29%
		B			

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
711	81	373	929	619
775	230	474	727	571
465	135	241	430	359
60%	59%	51%	59%	63%
	*		G	G
126	43	73	135	106
16%	19%	15%	19%	19%
	*			
694	199	369	596	469
90%	86%	78%	82%	82%
CD	*			
97	44	88	127	70
13%	19%	19%	17%	12%
	*	I	I	
253	72	171	272	225
33%	31%	36%	37%	39%
	*			
226	73	113	206	200
29%	32%	24%	28%	35%
	*			GH

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

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2002	946	1056	521	770
Base: All Respondents (wtd)	2002	973	1029	547	681
Stop doing business with them	531 27%	265 27%	265 26%	166 30%	170 25%
Demand to know what they're doing to prevent future breaches	771 39%	380 39%	391 38%	234 43%	236 35%
Seek compensation from them	450 22%	264 27%	186 18%	181 33%	149 22%
Tell others about the data breach	630 31%	308 32%	323 31%	211 39%	206 30%
Lose trust in them	716 36%	372 38%	344 33%	236 43%	246 36%
Wait to see how they react to the situation before making my mind up about what to do	934 47%	426 44%	508 49%	248 45%	326 48%
Nothing	58 3%	34 3%	25 2%	14 3%	29 4%
Sigma	4090 204%	2048 211%	2042 198%	1290 236%	1363 200%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

u be likely to do?

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
711	81	373	929	619
775	230	474	727	571
196	59	127	172	173
25%	25%	27%	24%	30%
	*			H
301	70	172	280	250
39%	30%	36%	39%	44%
	*			FGH
119	38	97	179	136
15%	16%	20%	25%	24%
	*			
213	50	143	229	208
28%	22%	30%	32%	37%
	*			FGH
233	72	138	264	242
30%	31%	29%	36%	42%
	*		G	GH
359	100	213	347	274
46%	44%	45%	48%	48%
	*			
15	9	17	18	14
2%	4%	4%	3%	2%
	*			
1437	397	907	1489	1297
186%	173%	191%	205%	227%

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

		Gender		AGE	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Answering (unwtd)	1081	535	546	355	525
Base: All Answering (wtd)	1001	502	499	341	441
Yes (Net)	590	303	287	223	267
	59%	60%	57%	65%	61%
				E	E
Yes - and I fell victim to it	65	39	25	27	34
	6%	8%	5%	8%	8%
				E	E
Yes - but I noticed it and didn't fall victim to it	525	264	261	196	234
	53%	53%	52%	57%	53%
				E	E
No	411	198	212	119	174
	41%	40%	43%	35%	39%
Sigma	1001	502	499	341	441
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
201	16	146	508	411
218	48	185	392	376
100	3	83	251	253
46%	7%	45%	64%	67%
	**		G	G
5	-	11	35	19
2%	-	6%	9%	5%
	**		I	
96	3	72	216	234
44%	7%	39%	55%	62%
	**		G	GH
118	45	102	141	123
54%	93%	55%	36%	33%
CD	**	HI		
218	48	185	392	376
100%	100%	100%	100%	100%

6. Has your organization ever suffered a data breach?

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Answering (unwtd)	1081	535	546	355	525
Base: All Answering (wtd)	1001	502	499	341	441
Yes	130	72	58	56	60
	13%	14%	12%	16%	14%
No	543	287	256	187	237
	54%	57%	51%	55%	54%
I don't know	327	142	185	99	144
	33%	28%	37%	29%	33%
Sigma	1001	502	499	341	441
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
201	16	146	508	411
218	48	185	392	376
14	-	9	61	60
6%	-	5%	16%	16%
	**		G	G
120	23	105	216	199
55%	48%	57%	55%	53%
	**			
84	25	70	115	117
39%	52%	38%	29%	31%
C	**			
218	48	185	392	376
100%	100%	100%	100%	100%

7. 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 Answering (unwtd)	1081	535	546	355	525
Base: All Answering (wtd)	1001	502	499	341	441
Top 2 Box (Net)	418	233	185	148	185
	42%	46%	37%	43%	42%
		B			
Very likely	66	41	24	27	32
	7%	8%	5%	8%	7%
		B		E	
Somewhat likely	352	191	161	121	153
	35%	38%	32%	35%	35%
Bottom 2 Box (Net)	583	269	314	194	256
	58%	54%	63%	57%	58%
			A		
Not very likely	510	231	279	162	231
	51%	46%	56%	47%	52%
			A		
Not at all likely	72	38	35	32	26
	7%	8%	7%	9%	6%
Sigma	1001	502	499	341	441
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
201	16	146	508	411
218	48	185	392	376
85	12	60	162	184
39%	25%	32%	41%	49%
	**			GH
7	-	6	30	30
3%	-	3%	8%	8%
	**			G
78	12	54	132	153
36%	25%	29%	34%	41%
	**			GH
133	36	125	230	192
61%	75%	68%	59%	51%
	**			
118	36	101	198	175
54%	75%	55%	51%	47%
	**			
14	-	24	31	17
7%	-	13%	8%	5%
	**			
218	48	185	392	376
100%	100%	100%	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	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Answering (unwtd)	1081	535	546	355	525
Base: All Answering (wtd)	1001	502	499	341	441
Top 2 Box (Net)	372	188	184	176	139
	37%	38%	37%	52%	32%
				DE	
Very likely	101	51	51	48	41
	10%	10%	10%	14%	9%
				DE	
Somewhat likely	271	138	133	129	98
	27%	27%	27%	38%	22%
				DE	
Bottom 2 Box (Net)	628	313	315	165	302
	63%	62%	63%	48%	68%
					C
Not very likely	444	232	212	128	211
	44%	46%	43%	38%	48%
					C
Not at all likely	184	81	103	37	91
	18%	16%	21%	11%	21%
					C
Sigma	1001	502	499	341	441
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

ee's data

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
201	16	146	508	411
218	48	185	392	376
57	14	69	146	143
26%	29%	37%	37%	38%
	**			
13	5	16	46	34
6%	11%	9%	12%	9%
	**			
44	9	53	100	110
20%	18%	29%	26%	29%
	**			
161	34	116	246	233
74%	71%	63%	63%	62%
C	**			
105	22	85	157	180
48%	46%	46%	40%	48%
C	**			H
56	12	31	88	53
26%	25%	17%	23%	14%
C	**		I	
218	48	185	392	376
100%	100%	100%	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	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Answering (unwtd)	1081	535	546	355	525
Base: All Answering (wtd)	1001	502	499	341	441
Top 2 Box (Net)	294	149	145	136	108
	29%	30%	29%	40%	24%
				DE	
Very likely	71	37	33	32	26
	7%	7%	7%	9%	6%
Somewhat likely	223	111	112	103	82
	22%	22%	22%	30%	19%
				DE	
Bottom 2 Box (Net)	707	353	354	206	334
	71%	70%	71%	60%	76%
					C
Not very likely	473	240	233	155	217
	47%	48%	47%	46%	49%
Not at all likely	234	113	121	50	117
	23%	23%	24%	15%	27%
					C
Sigma	1001	502	499	341	441
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

ers' data

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
201	16	146	508	411
218	48	185	392	376
51	12	65	101	116
23%	24%	35%	26%	31%
	**	H		
13	-	15	31	25
6%	-	8%	8%	7%
	**			
38	12	51	70	91
17%	24%	27%	18%	24%
	**	H		H
167	37	119	290	260
77%	76%	65%	74%	69%
C	**		G	
100	25	77	181	190
46%	51%	42%	46%	50%
	**			
67	12	42	109	71
31%	25%	23%	28%	19%
C	**		I	
218	48	185	392	376
100%	100%	100%	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	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Answering (unwtd)	1081	535	546	355	525
Base: All Answering (wtd)	1001	502	499	341	441
A breach of their employee's data	372	188	184	176	139
	37%	38%	37%	52%	32%
A breach of their customers' data				DE	
	294	149	145	136	108
	29%	30%	29%	40%	24%
				DE	

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
201	16	146	508	411
218	48	185	392	376
57	14	69	146	143
26%	29%	37%	37%	38%
	**			
51	12	65	101	116
23%	24%	35%	26%	31%
	**	H		

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

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Answering (unwtd)	1081	535	546	355	525
Base: All Answering (wtd)	1001	502	499	341	441
A breach of their employee's data	628	313	315	165	302
	63%	62%	63%	48%	68%
					C
A breach of their customers' data	707	353	354	206	334
	71%	70%	71%	60%	76%
					C

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
201	16	146	508	411
218	48	185	392	376
161	34	116	246	233
74%	71%	63%	63%	62%
C	**			
167	37	119	290	260
77%	76%	65%	74%	69%
C	**		G	

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

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Answering (unwtd)	1081	535	546	355	525
Base: All Answering (wtd)	1001	502	499	341	441
Management's responsibility	415	220	195	139	187
	41%	44%	39%	41%	42%
Every employee's responsibility	586	282	304	202	254
	59%	56%	61%	59%	58%
Sigma	1001	502	499	341	441
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
201	16	146	508	411
218	48	185	392	376
89	27	86	174	129
41%	56%	47%	44%	34%
	**	I	I	
129	21	99	218	247
59%	44%	53%	56%	66%
	**			GH
218	48	185	392	376
100%	100%	100%	100%	100%

GENDER

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2002	946	1056	521	770
Base: All Respondents (wtd)	2002	973	1029	547	681
Male	973	973	-	259	336
	49%	100%	-	47%	49%
Female		B			
	1029	-	1029	287	345
	51%	-	100%	53%	51%
Sigma		A			
	2002	973	1029	547	681
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
711	81	373	929	619
775	230	474	727	571
378	130	215	350	278
49%	57%	45%	48%	49%
	*			
397	100	259	377	293
51%	43%	55%	52%	51%
	*			
775	230	474	727	571
100%	100%	100%	100%	100%

AGE

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2002	946	1056	521	770
Base: All Respondents (wtd)	2002	973	1029	547	681
18-34 (Net)	547	259	287	547	-
	27%	27%	28%	100%	-
				DE	
18-24	184	83	101	184	-
	9%	9%	10%	34%	-
				DE	
25-34	362	176	186	362	-
	18%	18%	18%	66%	-
				DE	
35-54 (Net)	681	336	345	-	681
	34%	35%	33%	-	100%
					CE
35-44	310	162	147	-	310
	15%	17%	14%	-	45%
					CE
45-54	371	174	197	-	371
	19%	18%	19%	-	55%
					CE
55+ (Net)	775	378	397	-	-
	39%	39%	39%	-	-
55-64	426	188	239	-	-
	21%	19%	23%	-	-
65+	348	190	158	-	-
	17%	20%	15%	-	-
		B			
Sigma	2002	973	1029	547	681
	100%	100%	100%	100%	100%
Summary					
Mean	47.6	48	47.2	26.9	45
					C
STD. DEV.	16.28	16.53	16.03	4.99	5.86
STD. ERR.	0.36	0.54	0.49	0.22	0.21

Median	49	49	49	28	45

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
711	81	373	929	619
775	230	474	727	571
-	65	101	194	187
-	28%	21%	27%	33%
	*		G	GH
-	45	38	75	25
-	20%	8%	10%	4%
	GHI*	I	I	
-	19	63	119	161
-	8%	13%	16%	28%
	*			FGH
-	61	156	258	206
-	27%	33%	35%	36%
	*			
-	21	59	123	107
-	9%	12%	17%	19%
	*		G	FG
-	40	97	135	99
-	17%	20%	19%	17%
	*			
775	104	217	275	178
100%	45%	46%	38%	31%
CD	I*	HI	I	
426	58	123	152	94
55%	25%	26%	21%	16%
CD	*	I	I	
348	46	95	123	84
45%	20%	20%	17%	15%
CD	*	I		
775	230	474	727	571
100%	100%	100%	100%	100%
64.5	47.8	50.1	47.6	45.5
CD	*	HI	I	
6.54	17.91	16.19	16.26	15.39
0.25	1.99	0.84	0.53	0.62

64	51	53	49	44

EDUCATION

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2002	946	1056	521	770
Base: All Respondents (wtd)	2002	973	1029	547	681
Primary School or less	14 1%	9 1%	6 1%	3 1%	3 *
Some high school	216 11%	122 12%	94 9%	62 11%	59 9%
Graduated high school	474 24%	215 22%	259 25%	101 19%	156 23%
Some college / CEGEP / Trade School	168 8%	79 8%	88 9%	45 8%	54 8%
Graduated from college / CEGEP / Trade School	428 21%	204 21%	224 22%	100 18%	168 25%
Some university, but did not finish	131 7%	66 7%	65 6%	49 9%	36 5%
University undergraduate degree	408 20%	200 21%	208 20%	133 24%	149 22%
University graduate degree	162 8%	78 8%	85 8%	54 10%	57 8%
Sigma	2002 100%	973 100%	1029 100%	547 100%	681 100%
Summary					
<HS	230 12%	130 13%	100 10%	65 12%	61 9%
HS	474 24%	215 22%	259 25%	101 19%	156 23%
Post Sec	727 36%	350 36%	377 37%	194 35%	258 38%

Univ Grad	571	278	293	187	206
	28%	29%	28%	34%	30%
				E	E

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
711	81	373	929	619
775	230	474	727	571
9	14	-	-	-
1%	6%	-	-	-
	GHI*			
95	216	-	-	-
12%	94%	-	-	-
D	GHI*			
217	-	474	-	-
28%	-	100%	-	-
CD	*	FHI		
69	-	-	168	-
9%	-	-	23%	-
	*		FGI	
160	-	-	428	-
21%	-	-	59%	-
	*		FGI	
46	-	-	131	-
6%	-	-	18%	-
	*		FGI	
126	-	-	-	408
16%	-	-	-	72%
	*			FGH
52	-	-	-	162
7%	-	-	-	28%
	*			FGH
775	230	474	727	571
100%	100%	100%	100%	100%
104	230	-	-	-
13%	100%	-	-	-
D	GHI*			
217	-	474	-	-
28%	-	100%	-	-
CD	*	FHI		
275	-	-	727	-
36%	-	-	100%	-

	*		FGI	
178	-	-	-	571
23%	-	-	-	100%
	*			FGH

REGION

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2002	946	1056	521	770
Base: All Respondents (wtd)	2002	973	1029	547	681
BC	272	138	134	85	85
	14%	14%	13%	16%	12%
AB	224	93	131	69	46
	11%	10%	13%	13%	7%
SK/MB	130	69	62	38	60
	7%	7%	6%	7%	9%
Ontario	769	339	429	209	247
	38%	35%	42%	38%	36%
Quebec	470	271	199	114	175
	24%	28%	19%	21%	26%
Atlantic Canada	136	62	74	32	69
	7%	6%	7%	6%	10%
Sigma	2002	973	1029	547	681
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
711	81	373	929	619
775	230	474	727	571
103	33	53	110	76
13%	14%	11%	15%	13%
	*			
109	30	48	91	55
14%	13%	10%	13%	10%
D	*			
32	12	34	46	38
4%	5%	7%	6%	7%
	*			
313	83	182	263	241
40%	36%	38%	36%	42%
	*			H
182	61	125	170	115
23%	26%	26%	23%	20%
	*	I		
36	11	32	48	45
5%	5%	7%	7%	8%
	*			
775	230	474	727	571
100%	100%	100%	100%	100%

INCOME

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2002	946	1056	521	770
Base: All Respondents (wtd)	2002	973	1029	547	681
<\$25K	316	152	165	98	99
	16%	16%	16%	18%	15%
\$25K - <\$55K	586	281	305	139	171
	29%	29%	30%	25%	25%
\$55K - <\$100K	578	296	282	162	206
	29%	30%	27%	30%	30%
\$100K - <\$150K	265	143	122	70	121
	13%	15%	12%	13%	18%
\$150K+	80	38	42	26	32
	4%	4%	4%	5%	5%
Prefer not to answer	176	63	113	52	50
	9%	6%	11%	9%	7%
Sigma	2002	973	1029	547	681
	100%	100%	100%	100%	100%
Summary					
Under \$50K	806	381	425	206	246
	40%	39%	41%	38%	36%
\$50K+	1020	529	491	289	385
	51%	54%	48%	53%	57%
Under \$40K	624	293	331	160	186
	31%	30%	32%	29%	27%
\$40K to less than \$60K	342	166	176	97	102
	17%	17%	17%	18%	15%
\$60K to less than \$100K	515	270	245	141	189
	26%	28%	24%	26%	28%

\$100K or more	345	181	164	96	154
	17%	19%	16%	18%	23%
				E	CE
Mean (,000)	66.5	68.6	64.4	67.8	72.7
				E	E
STD. DEV.	47.62	49.23	45.89	51.92	49.52
STD. ERR.	1.11	1.63	1.52	2.33	1.97

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
711	81	373	929	619
775	230	474	727	571
119	89	92	104	31
15%	39%	19%	14%	5%
	GHI*	HI	I	
276	71	174	218	124
36%	31%	37%	30%	22%
CD	*	HI	I	
210	42	113	233	190
27%	18%	24%	32%	33%
	*		FG	FG
73	-	37	90	138
9%	-	8%	12%	24%
	*	F	FG	FGH
22	4	10	20	47
3%	2%	2%	3%	8%
	*			FGH
74	25	49	61	41
10%	11%	10%	8%	7%
	*			
775	230	474	727	571
100%	100%	100%	100%	100%
354	153	245	287	121
46%	67%	52%	39%	21%
CD	GHI*	HI	I	
346	52	181	378	408
45%	23%	38%	52%	72%
	*	F	FG	FGH
278	133	197	203	91
36%	58%	41%	28%	16%
CD	GHI*	HI	I	
142	33	83	144	81
18%	14%	18%	20%	14%
	*		I	
185	35	99	209	172
24%	15%	21%	29%	30%
	*		FG	FG

95	4	47	109	185
12%	2%	10%	15%	32%
	*	F	FG	FGH
60	40.7	54.5	64.9	88.1
	*	F	FG	FGH
41.56	43.27	41.37	42.61	51.02
1.57	3.02	2	1.65	2.22

HOUSEHOLD COMPOSITION

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2002	946	1056	521	770
Base: All Respondents (wtd)	2002	973	1029	547	681
Kids	394	195	200	126	231
	20%	20%	19%	23%	34%
No Kids				E	CE
	1608	778	829	421	450
	80%	80%	81%	77%	66%
Sigma				D	
	2002	973	1029	547	681
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
711	81	373	929	619
775	230	474	727	571
38	22	69	163	140
5%	10%	15%	22%	25%
	*		FG	FG
737	208	405	564	430
95%	90%	85%	78%	75%
CD	HI*	HI		
775	230	474	727	571
100%	100%	100%	100%	100%

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

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2002	946	1056	521	770
Base: All Respondents (wtd)	2002	973	1029	547	681
1	514 26%	253 26%	261 25%	110 20%	166 24%
2	814 41%	382 39%	432 42%	165 30%	226 33%
3	325 16%	172 18%	153 15%	131 24%	134 20%
4	217 11%	103 11%	114 11%	73 13%	108 16%
5	95 5%	39 4%	56 5%	43 8%	36 5%
6	24 1%	14 1%	10 1%	14 3%	7 1%
7	5 *	4 *	1 *	4 1%	1 *
8	2 *	2 *	1 *	1 *	2 *
9	5 *	4 *	1 *	4 1%	1 *
12+	1 *	- -	1 *	1 *	- -
Sigma	2002 100%	973 100%	1029 100%	547 100%	681 100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
711	81	373	929	619
775	230	474	727	571
238	63	119	179	152
31%	27%	25%	25%	27%
CD	*			
422	102	188	298	226
55%	44%	40%	41%	40%
CD	*			
59	14	82	136	92
8%	6%	17%	19%	16%
	*	F	F	F
36	22	55	73	67
5%	10%	11%	10%	12%
	*			
16	20	24	32	18
2%	9%	5%	4%	3%
	I*			
3	6	3	5	10
*	3%	1%	1%	2%
	*			
1	-	2	1	2
*	-	1%	*	*
	*			
-	-	-	-	2
-	-	-	-	*
	*			
-	3	-	1	1
-	1%	-	*	*
	*			
-	-	1	-	-
-	-	*	-	-
	*			
775	230	474	727	571
100%	100%	100%	100%	100%

EMPLOYMENT STATUS

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2002	946	1056	521	770
Base: All Respondents (wtd)	2002	973	1029	547	681
Employed full-time	776	427	349	261	365
	39%	44%	34%	48%	54%
		B		E	E
Employed part-time	193	63	130	64	67
	10%	7%	13%	12%	10%
			A		
Self employed	132	75	56	33	50
	7%	8%	5%	6%	7%
Unemployed but looking for a job	97	53	45	44	33
	5%	5%	4%	8%	5%
				DE	E
Unemployed and not looking for a job/Long-term sick or disabled	133	60	72	20	71
	7%	6%	7%	4%	10%
					CE
Full-time parent, homemaker	93	12	81	21	50
	5%	1%	8%	4%	7%
			A		CE
Retired	446	217	229	3	20
	22%	22%	22%	*	3%
					C
Student/Pupil	97	41	56	90	5
	5%	4%	5%	17%	1%
				DE	
Military	1	1	-	1	-
	*	*	-	*	-
Prefer not to answer	35	24	12	9	20
	2%	2%	1%	2%	3%
		B			E
Sigma	2002	973	1029	547	681
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
711	81	373	929	619
775	230	474	727	571
150	31	125	307	312
19%	14%	26%	42%	55%
	*	F	FG	FGH
63	21	53	66	53
8%	9%	11%	9%	9%
	*			
49	13	30	53	35
6%	6%	6%	7%	6%
	*			
20	26	23	27	21
3%	11%	5%	4%	4%
	HI*			
41	39	48	39	7
5%	17%	10%	5%	1%
	HI*	HI	I	
22	11	43	22	18
3%	5%	9%	3%	3%
	*	HI		
423	63	129	157	96
55%	28%	27%	22%	17%
CD	I*	HI	I	
1	14	15	49	20
*	6%	3%	7%	3%
	*		GI	
-	-	-	1	-
-	-	-	*	-
	*			
6	13	7	6	10
1%	5%	2%	1%	2%
	H*			
775	230	474	727	571
100%	100%	100%	100%	100%

USMAR2. What is your marital status?

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2002	946	1056	521	770
Base: All Respondents (wtd)	2002	973	1029	547	681
Single, never married	644	349	294	320	210
	32%	36%	29%	58%	31%
Living with partner		B		DE	E
	239	100	138	82	87
Married	12%	10%	13%	15%	13%
			A	E	E
Widowed	847	423	424	128	318
	42%	43%	41%	23%	47%
Divorced or separated					C
	67	19	48	1	8
Sigma	3%	2%	5%	*	1%
			A		
Sigma	206	81	124	16	58
	10%	8%	12%	3%	9%
Sigma			A		C
	2002	973	1029	547	681
Sigma	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
711	81	373	929	619
775	230	474	727	571
114	99	153	212	180
15%	43%	32%	29%	31%
	HI*			
70	20	57	109	53
9%	9%	12%	15%	9%
	*		I	
401	63	214	288	282
52%	27%	45%	40%	49%
C	*	F	F	FH
58	13	14	27	13
8%	6%	3%	4%	2%
CD	*			
131	35	37	91	43
17%	15%	8%	13%	7%
CD	GI*		GI	
775	230	474	727	571
100%	100%	100%	100%	100%

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

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2002	946	1056	521	770
Base: All Respondents (wtd)	2002	973	1029	547	681
All of it	1066 53%	451 46%	615 60%	256 47%	378 56%
			A		C
Almost all of it	421 21%	208 21%	213 21%	107 20%	160 23%
About half of it	359 18%	211 22%	148 14%	100 18%	113 17%
		B			
Less than half of it	114 6%	74 8%	40 4%	56 10%	22 3%
		B		DE	
None	42 2%	29 3%	13 1%	28 5%	8 1%
		B		DE	
Sigma	2002 100%	973 100%	1029 100%	547 100%	681 100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
711	81	373	929	619
775	230	474	727	571
431	113	270	370	312
56%	49%	57%	51%	55%
C	*			
155	36	87	165	133
20%	16%	18%	23%	23%
	*			
146	45	78	143	93
19%	19%	17%	20%	16%
	*			
36	27	28	35	24
5%	12%	6%	5%	4%
	HI*			
6	9	10	14	9
1%	4%	2%	2%	2%
	*			
775	230	474	727	571
100%	100%	100%	100%	100%

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

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2002	946	1056	521	770
Base: All Respondents (wtd)	2002	973	1029	547	681
North American origins (Net)	1179	595	584	344	394
	59%	61%	57%	63%	58%
				E	
North American Aboriginal origins	94	40	54	37	34
	5%	4%	5%	7%	5%
				E	
Canadian	1136	574	562	325	382
	57%	59%	55%	60%	56%
Other North American origins	18	6	12	3	8
	1%	1%	1%	1%	1%
British Isles origins (Net)	597	246	351	152	179
	30%	25%	34%	28%	26%
			A		
English	404	173	231	108	111
	20%	18%	22%	20%	16%
			A		
Irish	262	103	159	78	89
	13%	11%	15%	14%	13%
			A		
Scottish	277	101	176	68	85
	14%	10%	17%	12%	13%
			A		
Other British Isles origins	41	12	29	7	12
	2%	1%	3%	1%	2%
			A		
Western European origins (Net)	334	127	207	93	117
	17%	13%	20%	17%	17%
			A		
French origins	147	60	87	45	51
	7%	6%	8%	8%	8%
Dutch	59	25	33	21	19
	3%	3%	3%	4%	3%
	153	46	107	42	58

German	8%	5%	10%	8%	8%
			A		
Other Western European origins	34	17	17	6	16
	2%	2%	2%	1%	2%
Eastern European origins (Net)	184	76	108	58	54
	9%	8%	10%	11%	8%
Hungarian	25	9	16	8	8
	1%	1%	2%	1%	1%
Polish	63	23	40	25	15
	3%	2%	4%	5%	2%
				D	
Russian	33	13	20	9	13
	2%	1%	2%	2%	2%
Ukrainian	55	28	27	13	17
	3%	3%	3%	2%	2%
Other Eastern European origins	36	17	19	13	9
	2%	2%	2%	2%	1%
Southern European origins (Net)	114	51	63	35	42
	6%	5%	6%	6%	6%
Greek	13	7	6	1	7
	1%	1%	1%	*	1%
Italian	60	24	35	15	20
	3%	3%	3%	3%	3%
Portuguese	17	9	7	7	5
	1%	1%	1%	1%	1%
Spanish	15	7	9	5	7
	1%	1%	1%	1%	1%
Other Southern European origins	15	5	11	8	7
	1%	*	1%	1%	1%
				E	E
Other European origins (Net)	30	10	19	6	12
	1%	1%	2%	1%	2%
Other Northern European origins (excl. British Isles Origins)	25	9	16	5	10
	1%	1%	2%	1%	1%

Other European origins	5	1	4	1	2
	*	*	*	*	*
Caribbean origins (Net)	22	9	13	13	10
	1%	1%	1%	2%	1%
				E	E
Jamaican	8	3	5	6	2
	*	*	*	1%	*
				E	
Other Caribbean origins	14	5	8	7	7
	1%	1%	1%	1%	1%
				E	E
Latin, Central and South American origins (Net)	14	6	8	3	10
	1%	1%	1%	1%	1%
					E
Latin, Central and South American origins	14	6	8	3	10
	1%	1%	1%	1%	1%
					E
African origins (Net)	17	7	10	9	7
	1%	1%	1%	2%	1%
				E	E
African origins	17	7	10	9	7
	1%	1%	1%	2%	1%
				E	E
Asian origins (Net)	193	106	87	103	70
	10%	11%	8%	19%	10%
				DE	E
West Central Asian and Middle Eastern origins	18	8	10	8	7
	1%	1%	1%	1%	1%
				E	
East Indian	23	12	10	11	8
	1%	1%	1%	2%	1%
				E	
Other South Asian origins	20	10	10	15	4
	1%	1%	1%	3%	1%
				DE	
Chinese	81	47	34	43	31
	4%	5%	3%	8%	5%
				DE	E
Filipino	25	13	12	16	8
	1%	1%	1%	3%	1%
				DE	E
	34	20	14	12	14

Other East and Southeast Asian origins	2%	2%	1%	2%	2%
Oceania origins (Net)	2	1	1	-	1
	*	*	*	-	*
Oceania origins	2	1	1	-	1
	*	*	*	-	*
Prefer not to answer	58	32	26	23	24
	3%	3%	3%	4%	3%
				E	E
Sigma	3298	1474	1824	1004	1110
	165%	152%	177%	184%	163%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

[Table of contents](#)

parent.

	EDUCATION			
55+	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
711	81	373	929	619
775	230	474	727	571
440	150	351	427	250
57%	65%	74%	59%	44%
	I*	HI	I	
23	27	29	27	11
3%	12%	6%	4%	2%
	HI*	I	I	
428	141	339	413	243
55%	61%	71%	57%	43%
	I*	HI	I	
7	3	5	5	5
1%	1%	1%	1%	1%
	*			
266	69	130	226	172
34%	30%	27%	31%	30%
CD	*			
185	58	76	151	119
24%	25%	16%	21%	21%
D	*		G	
95	25	62	94	81
12%	11%	13%	13%	14%
	*			
124	31	66	99	80
16%	13%	14%	14%	14%
	*			
21	4	6	19	11
3%	2%	1%	3%	2%
	*			
124	35	67	130	102
16%	15%	14%	18%	18%
	*			
50	23	30	53	41
7%	10%	6%	7%	7%
	*			
18	9	12	27	11
2%	4%	2%	4%	2%
	*		I	
53	17	34	59	43

7%	7%	7%	8%	8%
	*			
13	-	1	15	17
2%	-	*	2%	3%
	*		G	G
72	9	30	70	75
9%	4%	6%	10%	13%
	*			FGH
10	3	4	5	13
1%	1%	1%	1%	2%
	*			H
22	-	12	27	24
3%	-	3%	4%	4%
	*			F
11	-	7	15	11
1%	-	1%	2%	2%
	*			
25	6	9	26	15
3%	3%	2%	4%	3%
	*			
13	-	2	12	21
2%	-	*	2%	4%
	*			GH
36	13	19	52	29
5%	6%	4%	7%	5%
	*		G	
5	-	3	7	4
1%	-	1%	1%	1%
	*			
24	6	7	31	16
3%	3%	1%	4%	3%
	*		G	
4	3	5	7	2
1%	1%	1%	1%	*
	*			
3	-	3	7	6
*	-	1%	1%	1%
	*			
1	4	4	4	3
*	2%	1%	1%	1%
	*			
12	-	6	14	10
2%	-	1%	2%	2%
	*			
10	-	6	13	6
1%	-	1%	2%	1%

	*			
2	-	-	1	4
*	-	-	*	1%
	*			
-	3	4	9	7
-	1%	1%	1%	1%
	*			
-	-	2	2	4
-	-	1%	*	1%
	*			
-	3	1	7	3
-	1%	*	1%	*
	*			
1	3	-	3	8
*	1%	-	*	1%
	*			GH
1	3	-	3	8
*	1%	-	*	1%
	*			GH
1	2	5	2	8
*	1%	1%	*	1%
	*			H
1	2	5	2	8
*	1%	1%	*	1%
	*			H
21	10	21	48	114
3%	4%	4%	7%	20%
	*			FGH
2	2	3	7	6
*	1%	1%	1%	1%
	*			
3	3	2	5	12
*	1%	*	1%	2%
	*			GH
1	-	6	6	8
*	-	1%	1%	1%
	*			
6	-	1	21	58
1%	-	*	3%	10%
	*		G	FGH
1	3	6	6	10
*	1%	1%	1%	2%
	*			
7	3	3	7	21

1%	1%	1%	1%	4%
	*			GH
1	-	-	1	1
*	-	-	*	*
	*			
1	-	-	1	1
*	-	-	*	*
	*			
12	14	9	19	17
2%	6%	2%	3%	3%
	*			
1184	390	758	1205	945
153%	170%	160%	166%	166%