1_1. How knowledgeable do you think you are about various threats to the safety and security of your personal information? - Overall

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Top 2 Box (Net)	1063	532	521	10	331	359	373	134	304	349	276	157	306	269	331
	71%	73%	69%	62%	79%	69%	67%	61%	73%	70%	76%	79%	75%	69%	66%
				**	EF			*			GI	MN	N		
Very knowledgeable	178	75	100	3	104	50	24	14	58	59	47	48	80	31	20
	12%	10%	13%	18%	25%	10%	4%	6%	14%	12%	13%	24%	19%	8%	4%
				**	EF	F		*				MN	MN	N	
Somewhat knowledgeable	885	457	421	7	227	310	349	120	245	290	229	109	227	238	311
	59%	63%	55%	44%	54%	60%	62%	55%	59%	58%	63%	55%	55%	61%	62%
		B		**			D	*							
Bottom 2 Box (Net)	437	193	237	6	91	159	187	85	110	153	89	41	105	122	170
	29%	27%	31%	38%	21%	31%	33%	39%	27%	30%	24%	21%	25%	31%	34%
				**		D	D	J*		J				K	KL
Not very knowledgeable	397	174	216	6	81	143	172	73	104	135	84	37	96	106	157
	26%	24%	29%	38%	19%	28%	31%	34%	25%	27%	23%	19%	23%	27%	31%
				**		D	D	*							KL
Not at all knowledgeable	40	19	21	-	9	16	14	11	7	18	5	3	8	15	13
	3%	3%	3%	-	2%	3%	3%	5%	2%	4%	1%	2%	2%	4%	3%
				**				*		J					
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

1_2. How knowledgeable do you think you are about various threats to the safety and security of your personal information? - Malware

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Top 2 Box (Net)	897	482	408	7	266	327	305	74	259	317	246	115	266	248	268
	60%	66%	54%	46%	63%	63%	54%	34%	63%	63%	67%	58%	65%	63%	53%
		B		**	F	F		*	G	G	G		N	N	
Very knowledgeable	168	100	64	5	81	53	35	9	49	64	46	49	57	31	31
	11%	14%	8%	29%	19%	10%	6%	4%	12%	13%	13%	25%	14%	8%	6%
		B		**	EF	F		*	G	G	G	LMN	MN		
Somewhat knowledgeable	728	382	344	3	185	273	270	66	210	253	200	66	209	217	236
	49%	53%	45%	17%	44%	53%	48%	30%	51%	50%	55%	34%	51%	56%	47%
		B		**		D		*	G	G	G		K	KN	K
Bottom 2 Box (Net)	603	244	350	9	156	192	255	145	155	185	119	82	145	143	233
	40%	34%	46%	54%	37%	37%	46%	66%	37%	37%	33%	42%	35%	37%	47%
			A	**			DE	HIJ*							LM
Not very knowledgeable	449	193	248	9	108	148	194	102	109	138	100	53	117	100	180
	30%	27%	33%	54%	26%	28%	35%	47%	26%	28%	27%	27%	28%	26%	36%
			A	**			D	HIJ*							LM
Not at all knowledgeable	154	51	102	-	48	45	61	42	46	47	19	30	28	42	53
	10%	7%	14%	-	11%	9%	11%	19%	11%	9%	5%	15%	7%	11%	11%
			A	**				IJ*	J	J		L			
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

1_3. How knowledgeable do you think you are about various threats to the safety and security of your personal information? - Ransomware

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Top 2 Box (Net)	700	388	306	6	213	246	241	62	188	250	200	91	212	182	214
	47%	54%	40%	38%	51%	47%	43%	28%	45%	50%	55%	46%	52%	47%	43%
		B		**				*	G	G	GH		N		
Very knowledgeable	113	74	36	3	54	33	26	5	32	42	35	27	38	26	22
	8%	10%	5%	20%	13%	6%	5%	2%	8%	8%	10%	14%	9%	7%	4%
		B		**	EF			*			G	MN	N		
Somewhat knowledgeable	587	314	270	3	160	213	214	57	156	208	166	64	174	156	193
	39%	43%	36%	18%	38%	41%	38%	26%	38%	41%	45%	32%	42%	40%	38%
		B		**				*		G	G				
Bottom 2 Box (Net)	800	337	453	10	208	273	319	157	226	253	164	106	199	208	287
	53%	46%	60%	62%	49%	53%	57%	72%	55%	50%	45%	54%	48%	53%	57%
			A	**				HIJ*	J						L
Not very knowledgeable	563	237	318	9	144	201	218	98	162	179	124	71	152	143	198
	38%	33%	42%	54%	34%	39%	39%	45%	39%	36%	34%	36%	37%	37%	40%
			A	**				*							
Not at all knowledgeable	237	101	135	1	64	72	101	59	64	73	40	36	47	65	89
	16%	14%	18%	9%	15%	14%	18%	27%	15%	15%	11%	18%	11%	17%	18%
				**				HIJ*							L
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

1_4. How knowledgeable do you think you are about various threats to the safety and security of your personal information? - Vishing

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Top 2 Box (Net)	419	219	193	6	150	160	109	58	117	140	104	57	149	119	94
	28%	30%	26%	39%	35%	31%	19%	26%	28%	28%	29%	29%	36%	30%	19%
				**	F	F		*				N	N	N	
Very knowledgeable	96	60	34	1	55	28	13	12	34	29	20	19	48	19	10
	6%	8%	5%	6%	13%	5%	2%	6%	8%	6%	5%	10%	12%	5%	2%
		B		**	EF	F		*				N	MN		
Somewhat knowledgeable	323	159	159	5	94	133	96	45	82	111	84	37	101	100	84
	22%	22%	21%	32%	22%	26%	17%	21%	20%	22%	23%	19%	25%	26%	17%
				**		F		*					N	N	
Bottom 2 Box (Net)	1081	506	565	10	272	359	451	161	297	362	260	141	262	272	407
	72%	70%	74%	61%	65%	69%	81%	74%	72%	72%	71%	71%	64%	70%	81%
				**			DE	*							KLM
Not very knowledgeable	594	297	289	8	154	201	239	91	159	205	139	81	148	147	218
	40%	41%	38%	52%	36%	39%	43%	42%	38%	41%	38%	41%	36%	38%	43%
				**				*							
Not at all knowledgeable	487	210	276	2	118	157	212	71	138	158	121	60	114	125	189
	32%	29%	36%	10%	28%	30%	38%	32%	33%	31%	33%	30%	28%	32%	38%
			A	**			DE	*							L
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

1_5. How knowledgeable do you think you are about various threats to the safety and security of your personal information? - Phishing

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Top 2 Box (Net)	845	438	397	9	229	334	282	66	228	303	248	103	241	251	249
	56%	60%	52%	59%	54%	64%	50%	30%	55%	60%	68%	52%	59%	64%	50%
		B		**		DF		*	G	G	GHI		N	KN	
Very knowledgeable	173	99	73	2	82	53	38	10	43	60	61	39	67	33	34
	12%	14%	10%	10%	19%	10%	7%	4%	10%	12%	17%	20%	16%	9%	7%
		B		**	EF			*			GHI	MN	MN		
Somewhat knowledgeable	671	339	325	8	147	280	244	56	185	243	187	64	175	218	215
	45%	47%	43%	49%	35%	54%	44%	26%	45%	48%	51%	32%	43%	56%	43%
				**		DF	D	*	G	G	G			KLN	K
Bottom 2 Box (Net)	655	287	361	7	193	185	277	153	186	199	116	94	170	139	252
	44%	40%	48%	41%	46%	36%	50%	70%	45%	40%	32%	48%	41%	36%	50%
			A	**	E		E	HIJ*	J	J		M			LM
Not very knowledgeable	456	199	250	6	124	135	196	90	140	137	89	62	123	88	182
	30%	27%	33%	36%	29%	26%	35%	41%	34%	27%	25%	32%	30%	23%	36%
				**			E	IJ*	J						M
Not at all knowledgeable	200	88	111	1	69	50	81	64	46	63	27	32	47	51	70
	13%	12%	15%	5%	16%	10%	15%	29%	11%	13%	7%	16%	11%	13%	14%
				**	E		E	HIJ*		J					
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

1_6. How knowledgeable do you think you are about various threats to the safety and security of your personal information? - Pharming

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Top 2 Box (Net)	449	225	218	6	170	172	106	55	129	147	119	73	162	122	91
	30%	31%	29%	36%	40%	33%	19%	25%	31%	29%	33%	37%	39%	31%	18%
				**	F	F		*				N	N	N	
Very knowledgeable	77	44	30	3	44	21	12	9	25	19	23	21	30	17	8
	5%	6%	4%	18%	10%	4%	2%	4%	6%	4%	6%	11%	7%	4%	2%
				**	EF			*				MN	N	N	
Somewhat knowledgeable	372	181	189	3	127	151	94	45	104	127	96	52	132	105	83
	25%	25%	25%	17%	30%	29%	17%	21%	25%	25%	26%	26%	32%	27%	17%
				**	F	F		*				N	N	N	
Bottom 2 Box (Net)	1051	501	540	10	251	347	453	164	285	356	246	124	249	268	410
	70%	69%	71%	64%	60%	67%	81%	75%	69%	71%	67%	63%	61%	69%	82%
				**			DE	*							KLM
Not very knowledgeable	596	302	287	8	141	223	232	85	164	205	143	70	150	163	213
	40%	42%	38%	49%	34%	43%	41%	39%	40%	41%	39%	35%	37%	42%	43%
				**		D	D	*							
Not at all knowledgeable	455	199	253	3	110	124	221	80	122	151	103	54	98	106	197
	30%	27%	33%	16%	26%	24%	40%	36%	29%	30%	28%	28%	24%	27%	39%
			A	**			DE	*							KLM
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

1. How knowledgeable do you think you are about various threats to the safety and security of your personal information? - Top 2 Box Summary

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Overall	1063	532	521	10	331	359	373	134	304	349	276	157	306	269	331
	71%	73%	69%	62%	79%	69%	67%	61%	73%	70%	76%	79%	75%	69%	66%
				**	EF			*			GI	MN	N		
Malware	897	482	408	7	266	327	305	74	259	317	246	115	266	248	268
	60%	66%	54%	46%	63%	63%	54%	34%	63%	63%	67%	58%	65%	63%	53%
		B		**	F	F		*	G	G	G		N	N	
Ransomware	700	388	306	6	213	246	241	62	188	250	200	91	212	182	214
	47%	54%	40%	38%	51%	47%	43%	28%	45%	50%	55%	46%	52%	47%	43%
		B		**				*	G	G	GH		N		
Vishing	419	219	193	6	150	160	109	58	117	140	104	57	149	119	94
	28%	30%	26%	39%	35%	31%	19%	26%	28%	28%	29%	29%	36%	30%	19%
				**	F	F		*				N	N	N	
Phishing	845	438	397	9	229	334	282	66	228	303	248	103	241	251	249
	56%	60%	52%	59%	54%	64%	50%	30%	55%	60%	68%	52%	59%	64%	50%
		B		**		DF		*	G	G	GHI		N	KN	
Pharming	449	225	218	6	170	172	106	55	129	147	119	73	162	122	91
	30%	31%	29%	36%	40%	33%	19%	25%	31%	29%	33%	37%	39%	31%	18%
				**	F	F		*				N	N	N	

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

Table of contents

1. How knowledgeable do you think you are about various threats to the safety and security of your personal information? - Bottom 2 Box Summary

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Overall	437	193	237	6	91	159	187	85	110	153	89	41	105	122	170
	29%	27%	31%	38%	21%	31%	33%	39%	27%	30%	24%	21%	25%	31%	34%
				**		D	D	J*		J				K	KL
Malware	603	244	350	9	156	192	255	145	155	185	119	82	145	143	233
	40%	34%	46%	54%	37%	37%	46%	66%	37%	37%	33%	42%	35%	37%	47%
			A	**			DE	HIJ*							LM
Ransomware	800	337	453	10	208	273	319	157	226	253	164	106	199	208	287
	53%	46%	60%	62%	49%	53%	57%	72%	55%	50%	45%	54%	48%	53%	57%
			A	**				HIJ*	J						L
Vishing	1081	506	565	10	272	359	451	161	297	362	260	141	262	272	407
	72%	70%	74%	61%	65%	69%	81%	74%	72%	72%	71%	71%	64%	70%	81%
				**			DE	*							KLM
Phishing	655	287	361	7	193	185	277	153	186	199	116	94	170	139	252
	44%	40%	48%	41%	46%	36%	50%	70%	45%	40%	32%	48%	41%	36%	50%
			A	**	E		E	HIJ*	J	J		M			LM
Pharming	1051	501	540	10	251	347	453	164	285	356	246	124	249	268	410
	70%	69%	71%	64%	60%	67%	81%	75%	69%	71%	67%	63%	61%	69%	82%
				**			DE	*							KLM

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

Table of contents

2. Thinking of your online activity, which of the following apply to you?

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
I sometimes/often use public Wi-Fi systems	481	234	241	6	183	183	115	66	108	162	145	95	149	137	100
	32%	32%	32%	36%	43%	35%	21%	30%	26%	32%	40%	48%	36%	35%	20%
				**	EF	F		*			HI	LMN	N	N	
I currently have cyber protection through an insurance policy	122	66	56	-	61	41	20	10	29	47	36	31	45	28	17
	8%	9%	7%	-	14%	8%	4%	4%	7%	9%	10%	16%	11%	7%	3%
				**	EF	F		*				MN	N	N	
I have received notifications of my information being exposed in a data breach	294	138	154	2	105	113	76	40	66	95	93	52	103	78	61
	20%	19%	20%	13%	25%	22%	14%	18%	16%	19%	26%	27%	25%	20%	12%
				**	F	F		*			HI	N	N	N	
I use a specific email address that is unique to my online banking/sensitive websites	356	190	163	3	127	110	118	39	108	116	93	72	102	74	108
	24%	26%	22%	16%	30%	21%	21%	18%	26%	23%	25%	37%	25%	19%	21%
				**	EF			*				LMN			
I actively use/opt-in to additional security features provided by banks such as fraud alerts, etc.	517	267	247	4	127	188	203	51	124	189	154	69	119	149	181
	34%	37%	33%	23%	30%	36%	36%	23%	30%	38%	42%	35%	29%	38%	36%
				**				*		GH	GH			L	
I have identity or credit protection services	362	176	184	3	102	126	134	53	85	122	101	40	107	92	123
	24%	24%	24%	16%	24%	24%	24%	24%	21%	24%	28%	20%	26%	24%	24%
				**				*			H				
None of the above	359	157	194	7	65	111	183	66	124	109	60	26	82	82	169
	24%	22%	26%	44%	15%	21%	33%	30%	30%	22%	17%	13%	20%	21%	34%
				**			DE	J*	IJ	J					KLM
Sigma	2491	1228	1239	24	769	874	849	324	643	841	682	386	707	639	759
	166%	169%	163%	149%	182%	168%	152%	148%	155%	167%	187%	196%	172%	164%	151%

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

Table of contents

3_1. How concerned are you about the following: - Identity theft

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Top 2 Box (Net)	1155	545	600	9	305	409	441	160	318	378	298	148	296	312	398
	77%	75%	79%	57%	72%	79%	79%	73%	77%	75%	82%	75%	72%	80%	79%
				**				*			I			L	L
Very concerned	469	206	256	8	131	154	185	75	111	158	126	71	112	119	167
	31%	28%	34%	47%	31%	30%	33%	34%	27%	31%	35%	36%	27%	30%	33%
				**				*			H				
Somewhat concerned	685	339	345	2	174	255	256	86	207	220	172	77	184	193	231
	46%	47%	45%	10%	41%	49%	46%	39%	50%	44%	47%	39%	45%	49%	46%
				**				*							
Bottom 2 Box (Net)	345	181	158	7	117	110	118	59	96	124	67	49	115	78	103
	23%	25%	21%	43%	28%	21%	21%	27%	23%	25%	18%	25%	28%	20%	21%
				**				*		J			MN		
Not very concerned	296	148	141	7	94	97	104	46	82	113	54	39	96	69	92
	20%	20%	19%	42%	22%	19%	19%	21%	20%	22%	15%	20%	23%	18%	18%
				**				*		J					
Not at all concerned	50	33	17	*	23	13	14	12	14	12	13	10	18	10	12
	3%	5%	2%	2%	5%	2%	2%	5%	3%	2%	3%	5%	4%	2%	2%
		B		**	F			*							
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

3_2. How concerned are you about the following: - Unauthorized access to online accounts/personal information (i.e. hijacking accounts)

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Top 2 Box (Net)	1185	550	622	13	306	413	466	171	309	406	299	147	306	316	416
	79%	76%	82%	80%	73%	80%	83%	78%	75%	81%	82%	74%	75%	81%	83%
			A	**		D	D	*			H				KL
Very concerned	473	201	265	8	128	161	184	60	118	163	131	68	120	121	164
	32%	28%	35%	47%	30%	31%	33%	27%	29%	32%	36%	34%	29%	31%	33%
			A	**				*							
Somewhat concerned	712	349	358	5	178	253	282	111	191	243	167	79	187	195	252
	47%	48%	47%	33%	42%	49%	50%	51%	46%	48%	46%	40%	45%	50%	50%
				**			D	*							
Bottom 2 Box (Net)	315	176	136	3	116	106	94	48	105	96	66	51	105	75	85
	21%	24%	18%	20%	27%	20%	17%	22%	25%	19%	18%	26%	25%	19%	17%
		B		**	EF			*	J			N	N		
Not very concerned	269	149	117	3	92	95	82	38	93	86	52	39	88	68	74
	18%	21%	15%	18%	22%	18%	15%	18%	22%	17%	14%	20%	21%	17%	15%
		B		**	F			*	J				N		
Not at all concerned	46	27	19	*	24	11	12	9	12	11	14	12	17	6	11
	3%	4%	2%	2%	6%	2%	2%	4%	3%	2%	4%	6%	4%	2%	2%
				**	EF			*				MN			
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

3_3. How concerned are you about the following: - Being the victim of online fraud/scam

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Top 2 Box (Net)	1096	516	569	11	288	383	425	159	275	388	274	135	287	294	380
	73%	71%	75%	68%	68%	74%	76%	73%	66%	77%	75%	69%	70%	75%	76%
				**			D	*		H	H				
Very concerned	432	191	236	4	122	133	176	61	103	155	114	52	116	105	159
	29%	26%	31%	25%	29%	26%	31%	28%	25%	31%	31%	26%	28%	27%	32%
				**				*							
Somewhat concerned	664	325	332	7	166	249	249	99	172	233	160	83	171	189	221
	44%	45%	44%	43%	39%	48%	44%	45%	42%	46%	44%	42%	42%	48%	44%
				**		D		*							
Bottom 2 Box (Net)	404	209	190	5	133	136	134	60	139	115	91	62	125	97	121
	27%	29%	25%	32%	32%	26%	24%	27%	34%	23%	25%	31%	30%	25%	24%
				**	F			*	IJ						
Not very concerned	337	169	162	5	104	120	113	45	116	103	74	44	104	88	101
	22%	23%	21%	30%	25%	23%	20%	20%	28%	20%	20%	22%	25%	22%	20%
				**				*	IJ						
Not at all concerned	68	40	27	*	30	17	21	15	23	12	17	18	21	9	20
	5%	6%	4%	2%	7%	3%	4%	7%	6%	2%	5%	9%	5%	2%	4%
				**	E			*	I		I	MN			
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

3_4. How concerned are you about the following: - Having your email or social media accounts hacked

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Top 2 Box (Net)	1109	516	580	13	289	393	427	153	282	385	289	146	275	304	383
	74%	71%	77%	80%	68%	76%	76%	70%	68%	77%	79%	74%	67%	78%	76%
				**			D	*		H	H			L	L
Very concerned	416	175	235	6	122	134	160	60	99	142	115	68	98	107	143
	28%	24%	31%	38%	29%	26%	29%	27%	24%	28%	31%	35%	24%	27%	28%
			A	**				*			H	L			
Somewhat concerned	693	341	345	7	167	259	267	93	183	243	174	78	177	198	240
	46%	47%	46%	42%	40%	50%	48%	42%	44%	48%	48%	39%	43%	51%	48%
				**		D	D	*							
Bottom 2 Box (Net)	391	210	178	3	133	126	132	66	132	117	76	52	136	86	118
	26%	29%	23%	20%	32%	24%	24%	30%	32%	23%	21%	26%	33%	22%	24%
				**	F			*	IJ				MN		
Not very concerned	334	179	154	2	108	109	118	58	113	104	59	39	116	75	104
	22%	25%	20%	10%	26%	21%	21%	26%	27%	21%	16%	20%	28%	19%	21%
				**				J*	IJ				MN		
Not at all concerned	57	31	24	2	25	17	15	9	19	13	17	13	20	11	14
	4%	4%	3%	10%	6%	3%	3%	4%	5%	3%	5%	7%	5%	3%	3%
				**	F			*							
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

3_5. How concerned are you about the following: - Protecting your children from cyber-crime

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Answering (unwtd)	**341**	**117**	**219**	**5**	**112**	**209**	**20**	**17**	**47**	**117**	**160**	**35**	**173**	**118**	**15**
Base: All Answering (wtd)	**324**	**126**	**192**	**7**	**117**	**192**	**15**	**40**	**73**	**100**	**111**	**45**	**152**	**118**	**10**
Top 2 Box (Net)	266	98	163	5	99	156	11	34	51	87	95	35	124	99	8
	82%	78%	85%	70%	84%	81%	75%	84%	69%	86%	86%	78%	81%	84%	82%
		*		**	*		**	**	*	H*	H	**		*	**
Very concerned	150	51	96	3	56	90	5	15	31	54	51	18	71	57	4
	46%	41%	50%	50%	47%	47%	32%	37%	42%	54%	46%	41%	47%	49%	40%
		*		**	*		**	**	*	*		**		*	**
Somewhat concerned	116	47	67	1	43	66	6	19	20	33	44	17	53	42	4
	36%	38%	35%	20%	37%	34%	43%	47%	27%	33%	40%	38%	35%	36%	42%
		*		**	*		**	**	*	*		**		*	**
Bottom 2 Box (Net)	58	27	29	2	18	36	4	6	22	14	16	10	28	18	2
	18%	22%	15%	30%	16%	19%	25%	16%	31%	14%	14%	22%	19%	16%	18%
		*		**	*		**	**	IJ*	*		**		*	**
Not very concerned	38	16	20	2	8	29	2	2	17	9	10	5	17	15	1
	12%	13%	11%	30%	7%	15%	12%	5%	23%	9%	9%	12%	11%	13%	12%
		*		**	*		**	**	IJ*	*		**		*	**
Not at all concerned	20	11	8	-	11	7	2	4	5	4	6	4	11	4	1
	6%	9%	4%	-	9%	4%	13%	11%	7%	4%	5%	10%	7%	3%	7%
		*		**	*		**	**	*	*		**		*	**
Sigma	324	126	192	7	117	192	15	40	73	100	111	45	152	118	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

3. How concerned are you about the following: - Top 2 Box Summary

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Identity theft	1155	545	600	9	305	409	441	160	318	378	298	148	296	312	398
	77%	75%	79%	57%	72%	79%	79%	73%	77%	75%	82%	75%	72%	80%	79%
				**				*			I			L	L
Unauthorized access to online accounts/personal information (i.e. hijacking accounts)	1185	550	622	13	306	413	466	171	309	406	299	147	306	316	416
	79%	76%	82%	80%	73%	80%	83%	78%	75%	81%	82%	74%	75%	81%	83%
			A	**		D	D	*			H				KL
Being the victim of online fraud/scam	1096	516	569	11	288	383	425	159	275	388	274	135	287	294	380
	73%	71%	75%	68%	68%	74%	76%	73%	66%	77%	75%	69%	70%	75%	76%
				**			D	*		H	H				
Having your email or social media accounts hacked	1109	516	580	13	289	393	427	153	282	385	289	146	275	304	383
	74%	71%	77%	80%	68%	76%	76%	70%	68%	77%	79%	74%	67%	78%	76%
				**			D	*		H	H			L	L
Protecting your children from cyber-crime	266	98	163	5	99	156	11	34	51	87	95	35	124	99	8
	82%	78%	85%	70%	84%	81%	75%	84%	69%	86%	86%	78%	81%	84%	82%
		*		**	*		**	**	*	H*	H	**		*	**

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

Table of contents

3. How concerned are you about the following: - Bottom 2 Box Summary

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Identity theft	345	181	158	7	117	110	118	59	96	124	67	49	115	78	103
	23%	25%	21%	43%	28%	21%	21%	27%	23%	25%	18%	25%	28%	20%	21%
				**				*		J			MN		
Unauthorized access to online accounts/personal information (i.e. hijacking accounts)	315	176	136	3	116	106	94	48	105	96	66	51	105	75	85
	21%	24%	18%	20%	27%	20%	17%	22%	25%	19%	18%	26%	25%	19%	17%
		B		**	EF			*	J			N	N		
Being the victim of online fraud/scam	404	209	190	5	133	136	134	60	139	115	91	62	125	97	121
	27%	29%	25%	32%	32%	26%	24%	27%	34%	23%	25%	31%	30%	25%	24%
				**	F			*	IJ						
Having your email or social media accounts hacked	391	210	178	3	133	126	132	66	132	117	76	52	136	86	118
	26%	29%	23%	20%	32%	24%	24%	30%	32%	23%	21%	26%	33%	22%	24%
				**	F			*	IJ				MN		
Protecting your children from cyber-crime	58	27	29	2	18	36	4	6	22	14	16	10	28	18	2
	18%	22%	15%	30%	16%	19%	25%	16%	31%	14%	14%	22%	19%	16%	18%
		*		**	*		**	**	IJ*	*		**		*	**

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

Table of contents

4. Thinking about your online activity, which of the following security measures do you currently use?

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Multi-Factor Authentication / 2-Step Verification	729	359	364	6	233	237	260	71	178	269	211	105	217	178	229
	49%	50%	48%	39%	55%	46%	46%	33%	43%	54%	58%	53%	53%	46%	46%
				**	EF			*		GH	GH				
Changing passwords periodically	690	331	353	6	147	258	285	73	184	237	196	60	173	201	256
	46%	46%	47%	37%	35%	50%	51%	33%	44%	47%	54%	30%	42%	52%	51%
				**		D	D	*		G	GHI		K	KL	KL
Strong password generator/password manager	626	271	350	5	189	201	236	57	170	219	179	86	175	155	209
	42%	37%	46%	30%	45%	39%	42%	26%	41%	44%	49%	44%	43%	40%	42%
			A	**				*	G	G	GH				
Updated antivirus software installed on devices	749	376	369	4	142	235	372	101	189	258	200	66	150	200	333
	50%	52%	49%	26%	34%	45%	67%	46%	46%	51%	55%	33%	36%	51%	66%
				**		D	DE	*			H			KL	KLM
Firewall/VPN network for internet security	517	275	241	1	154	149	214	81	132	172	133	86	119	122	191
	34%	38%	32%	8%	37%	29%	38%	37%	32%	34%	36%	43%	29%	31%	38%
		B		**	E		E	*				LM			L
Encrypted and hidden Wi-Fi network	317	173	139	6	98	117	102	38	80	117	82	57	83	89	88
	21%	24%	18%	35%	23%	22%	18%	17%	19%	23%	23%	29%	20%	23%	17%
		B		**				*				N			
None of the above	169	66	95	8	55	75	39	43	54	50	22	29	59	47	34
	11%	9%	13%	49%	13%	14%	7%	20%	13%	10%	6%	15%	14%	12%	7%
				**	F	F		IJ*	J	J		N	N	N	
Sigma	3798	1851	1910	36	1018	1271	1509	464	987	1323	1024	489	976	993	1340
	253%	255%	252%	224%	241%	245%	270%	212%	238%	263%	281%	248%	237%	254%	267%

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

Table of contents

5_1. To what extent do you agree or disagree with the following: - I have been a victim of cybercrime in the past

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Top 2 Box (Net)	400	216	185	-	156	174	71	62	101	129	108	79	148	111	62
	27%	30%	24%	-	37%	33%	13%	28%	24%	26%	30%	40%	36%	28%	12%
				**	F	F		*				MN	N	N	
Strongly agree	122	62	60	-	53	44	24	23	33	40	26	32	36	33	20
	8%	8%	8%	-	13%	8%	4%	10%	8%	8%	7%	16%	9%	8%	4%
				**	F	F		*				LMN	N	N	
Somewhat agree	279	154	125	-	102	130	47	39	68	89	82	47	112	78	41
	19%	21%	16%	-	24%	25%	8%	18%	17%	18%	23%	24%	27%	20%	8%
				**	F	F		*				N	N	N	
Bottom 2 Box (Net)	1100	510	574	16	266	345	489	157	313	373	256	118	263	279	440
	73%	70%	76%	100%	63%	67%	87%	72%	76%	74%	70%	60%	64%	72%	88%
				**			DE	*						K	KLM
Somewhat disagree	469	225	240	5	117	167	185	59	122	162	127	50	125	129	166
	31%	31%	32%	31%	28%	32%	33%	27%	29%	32%	35%	26%	30%	33%	33%
				**				*							
Strongly disagree	630	285	334	11	149	178	303	98	191	212	130	68	138	151	274
	42%	39%	44%	69%	35%	34%	54%	45%	46%	42%	36%	34%	34%	39%	55%
				**			DE	*	J	J					KLM
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

5_2. To what extent do you agree or disagree with the following: - I trust my bank to enhance my personal cyber security so that I don't have to worry about it

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Top 2 Box (Net)	1124	537	575	11	315	361	448	157	307	383	276	154	288	277	405
	75%	74%	76%	68%	75%	70%	80%	72%	74%	76%	76%	78%	70%	71%	81%
				**			E	*							LM
Strongly agree	337	173	162	2	118	97	122	67	97	102	72	60	88	79	110
	22%	24%	21%	14%	28%	19%	22%	30%	23%	20%	20%	30%	21%	20%	22%
				**	E			*				M			
Somewhat agree	787	364	414	9	197	263	326	91	211	281	204	94	200	198	295
	52%	50%	55%	53%	47%	51%	58%	41%	51%	56%	56%	48%	49%	51%	59%
				**			DE	*		G	G				KLM
Bottom 2 Box (Net)	376	188	183	5	107	158	111	62	107	120	88	43	123	113	96
	25%	26%	24%	32%	25%	30%	20%	28%	26%	24%	24%	22%	30%	29%	19%
				**		F		*					N	N	
Somewhat disagree	313	148	161	4	93	128	92	55	83	100	75	41	101	90	81
	21%	20%	21%	26%	22%	25%	16%	25%	20%	20%	21%	21%	25%	23%	16%
				**		F		*					N	N	
Strongly disagree	63	40	21	1	13	30	19	7	23	20	13	2	22	23	15
	4%	6%	3%	7%	3%	6%	3%	3%	6%	4%	3%	1%	5%	6%	3%
		B		**				*						K	
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

5_3. To what extent do you agree or disagree with the following: - I would be willing to pay to purchase products that help to enhance my personal cyber security

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Top 2 Box (Net)	881	444	428	9	264	304	313	106	245	293	237	121	257	222	280
	59%	61%	56%	56%	63%	59%	56%	48%	59%	58%	65%	61%	63%	57%	56%
				**				*			GI				
Strongly agree	164	96	66	2	67	53	43	32	43	50	39	35	50	42	38
	11%	13%	9%	13%	16%	10%	8%	14%	10%	10%	11%	18%	12%	11%	7%
		B		**	EF			*				N	N		
Somewhat agree	717	349	362	7	196	251	270	74	202	243	198	86	208	181	243
	48%	48%	48%	43%	47%	48%	48%	34%	49%	48%	54%	44%	51%	46%	48%
				**				*	G	G	G				
Bottom 2 Box (Net)	619	282	330	7	158	215	246	113	169	209	127	76	154	168	221
	41%	39%	44%	44%	37%	41%	44%	52%	41%	42%	35%	39%	37%	43%	44%
				**				J*		J					
Somewhat disagree	494	213	275	6	125	172	197	88	130	167	109	64	122	130	177
	33%	29%	36%	38%	30%	33%	35%	40%	31%	33%	30%	32%	30%	33%	35%
			A	**				*							
Strongly disagree	125	69	55	1	33	42	49	26	39	42	18	12	31	38	44
	8%	9%	7%	5%	8%	8%	9%	12%	10%	8%	5%	6%	8%	10%	9%
				**				*	J	J					
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

5_4. To what extent do you agree or disagree with the following: - Cybercrime is something that impacts other people and not me

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Top 2 Box (Net)	410	224	179	6	176	149	85	62	114	127	107	93	141	101	75
	27%	31%	24%	39%	42%	29%	15%	28%	27%	25%	29%	47%	34%	26%	15%
		B		**	EF	F		*				LMN	MN	N	
Strongly agree	83	42	41	-	34	33	17	13	18	23	29	16	32	20	15
	6%	6%	5%	-	8%	6%	3%	6%	4%	5%	8%	8%	8%	5%	3%
				**	F	F		*			I	N	N		
Somewhat agree	326	182	138	6	142	116	68	49	95	104	78	77	109	81	60
	22%	25%	18%	39%	34%	22%	12%	22%	23%	21%	21%	39%	26%	21%	12%
		B		**	EF	F		*				LMN	N	N	
Bottom 2 Box (Net)	1090	502	579	10	246	370	474	157	300	375	257	104	270	289	427
	73%	69%	76%	61%	58%	71%	85%	72%	73%	75%	71%	53%	66%	74%	85%
			A	**		D	DE	*					K	KL	KLM
Somewhat disagree	716	341	366	8	170	236	310	114	189	246	167	85	177	173	282
	48%	47%	48%	50%	40%	46%	55%	52%	46%	49%	46%	43%	43%	44%	56%
				**			DE	*							KLM
Strongly disagree	375	160	212	2	76	134	165	44	112	129	90	20	94	116	145
	25%	22%	28%	11%	18%	26%	29%	20%	27%	26%	25%	10%	23%	30%	29%
			A	**		D	D	*					K	K	K
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

5_5. To what extent do you agree or disagree with the following: - I am worried that I might be a victim of cybercrime in the next 12 months

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Top 2 Box (Net)	701	345	353	2	179	245	276	88	183	243	186	84	182	189	246
	47%	48%	47%	12%	42%	47%	49%	40%	44%	48%	51%	42%	44%	48%	49%
				**				*							
Strongly agree	104	53	51	-	37	35	32	11	17	42	34	18	34	28	24
	7%	7%	7%	-	9%	7%	6%	5%	4%	8%	9%	9%	8%	7%	5%
				**				*		H	H				
Somewhat agree	597	292	303	2	142	211	244	77	166	201	152	66	148	161	222
	40%	40%	40%	12%	34%	41%	44%	35%	40%	40%	42%	33%	36%	41%	44%
				**			D	*							KL
Bottom 2 Box (Net)	799	380	405	14	242	274	283	131	231	259	178	114	229	202	255
	53%	52%	53%	88%	58%	53%	51%	60%	56%	52%	49%	58%	56%	52%	51%
				**				*							
Somewhat disagree	615	283	323	9	164	218	233	81	175	210	148	76	169	160	210
	41%	39%	43%	53%	39%	42%	42%	37%	42%	42%	41%	39%	41%	41%	42%
				**				*							
Strongly disagree	184	98	81	6	79	55	50	49	56	49	30	38	60	42	45
	12%	13%	11%	35%	19%	11%	9%	22%	13%	10%	8%	19%	15%	11%	9%
				**	EF			IJ*	J			MN	N		
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

5_6. To what extent do you agree or disagree with the following: - I need to develop a personal recovery plan in the event of a cybercrime

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Top 2 Box (Net)	968	456	502	10	269	328	371	106	245	357	260	136	251	251	331
	65%	63%	66%	60%	64%	63%	66%	48%	59%	71%	71%	69%	61%	64%	66%
				**				*		GH	GH				
Strongly agree	180	76	101	3	65	52	63	18	36	71	55	36	49	40	55
	12%	10%	13%	17%	15%	10%	11%	8%	9%	14%	15%	18%	12%	10%	11%
				**				*		H	H	M			
Somewhat agree	789	380	402	7	204	276	309	88	209	287	205	101	202	211	275
	53%	52%	53%	43%	48%	53%	55%	40%	50%	57%	56%	51%	49%	54%	55%
				**				*		G	G				
Bottom 2 Box (Net)	532	269	256	6	152	191	188	113	169	145	104	61	160	140	171
	35%	37%	34%	40%	36%	37%	34%	52%	41%	29%	29%	31%	39%	36%	34%
				**				IJ*	IJ						
Somewhat disagree	418	202	211	5	112	149	157	76	131	118	92	45	124	106	143
	28%	28%	28%	30%	27%	29%	28%	35%	32%	24%	25%	23%	30%	27%	29%
				**				*	I						
Strongly disagree	114	68	45	2	41	42	31	37	38	27	12	16	36	34	27
	8%	9%	6%	10%	10%	8%	6%	17%	9%	5%	3%	8%	9%	9%	5%
		B		**				IJ*	J						
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

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

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
I have been a victim of cybercrime in the past	400	216	185	-	156	174	71	62	101	129	108	79	148	111	62
	27%	30%	24%	-	37%	33%	13%	28%	24%	26%	30%	40%	36%	28%	12%
				**	F	F		*				MN	N	N	
I trust my bank to enhance my personal cyber security so that I don't have to worry about it	1124	537	575	11	315	361	448	157	307	383	276	154	288	277	405
	75%	74%	76%	68%	75%	70%	80%	72%	74%	76%	76%	78%	70%	71%	81%
				**			E	*							LM
I would be willing to pay to purchase products that help to enhance my personal cyber security	881	444	428	9	264	304	313	106	245	293	237	121	257	222	280
	59%	61%	56%	56%	63%	59%	56%	48%	59%	58%	65%	61%	63%	57%	56%
				**				*			GI				
Cybercrime is something that impacts other people and not me	410	224	179	6	176	149	85	62	114	127	107	93	141	101	75
	27%	31%	24%	39%	42%	29%	15%	28%	27%	25%	29%	47%	34%	26%	15%
		B		**	EF	F		*				LMN	MN	N	
I am worried that I might be a victim of cybercrime in the next 12 months	701	345	353	2	179	245	276	88	183	243	186	84	182	189	246
	47%	48%	47%	12%	42%	47%	49%	40%	44%	48%	51%	42%	44%	48%	49%
				**				*							
I need to develop a personal recovery plan in the event of a cybercrime	968	456	502	10	269	328	371	106	245	357	260	136	251	251	331
	65%	63%	66%	60%	64%	63%	66%	48%	59%	71%	71%	69%	61%	64%	66%
				**				*		GH	GH				

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

Table of contents

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

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
I have been a victim of cybercrime in the past	1100	510	574	16	266	345	489	157	313	373	256	118	263	279	440
	73%	70%	76%	100%	63%	67%	87%	72%	76%	74%	70%	60%	64%	72%	88%
				**			DE	*						K	KLM
I trust my bank to enhance my personal cyber security so that I don't have to worry about it	376	188	183	5	107	158	111	62	107	120	88	43	123	113	96
	25%	26%	24%	32%	25%	30%	20%	28%	26%	24%	24%	22%	30%	29%	19%
				**		F		*					N	N	
I would be willing to pay to purchase products that help to enhance my personal cyber security	619	282	330	7	158	215	246	113	169	209	127	76	154	168	221
	41%	39%	44%	44%	37%	41%	44%	52%	41%	42%	35%	39%	37%	43%	44%
				**				J*		J					
Cybercrime is something that impacts other people and not me	1090	502	579	10	246	370	474	157	300	375	257	104	270	289	427
	73%	69%	76%	61%	58%	71%	85%	72%	73%	75%	71%	53%	66%	74%	85%
			A	**		D	DE	*					K	KL	KLM
I am worried that I might be a victim of cybercrime in the next 12 months	799	380	405	14	242	274	283	131	231	259	178	114	229	202	255
	53%	52%	53%	88%	58%	53%	51%	60%	56%	52%	49%	58%	56%	52%	51%
				**				*							
I need to develop a personal recovery plan in the event of a cybercrime	532	269	256	6	152	191	188	113	169	145	104	61	160	140	171
	35%	37%	34%	40%	36%	37%	34%	52%	41%	29%	29%	31%	39%	36%	34%
				**				IJ*	IJ						

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

Table of contents

6_1. Which of the following apply to you: - I am a small business owner

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Yes	203	106	96	1	93	79	31	17	59	60	67	42	78	56	27
	14%	15%	13%	8%	22%	15%	6%	8%	14%	12%	18%	21%	19%	14%	5%
				**	EF	F		*			GI	N	N	N	
No	1297	620	662	15	329	440	528	202	355	443	297	155	333	334	474
	86%	85%	87%	92%	78%	85%	94%	92%	86%	88%	82%	79%	81%	86%	95%
				**		D	DE	J*		J					KLM
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

6_2. Which of the following apply to you: - I regularly purchase products online from multiple websites/vendors

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Yes	819	397	414	8	292	302	225	91	217	273	238	140	274	208	196
	55%	55%	55%	52%	69%	58%	40%	41%	52%	54%	65%	71%	67%	53%	39%
				**	EF	F		*		G	GHI	MN	MN	N	
No	681	329	344	8	129	217	335	128	197	229	126	57	137	182	305
	45%	45%	45%	48%	31%	42%	60%	59%	48%	46%	35%	29%	33%	47%	61%
				**		D	DE	IJ*	J	J				KL	KLM
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
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
Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

6_3. Which of the following apply to you: - I am responsible for the care of an aging parent

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Yes	329	159	167	3	128	139	63	47	82	89	111	55	122	97	55
	22%	22%	22%	20%	30%	27%	11%	21%	20%	18%	30%	28%	30%	25%	11%
				**	F	F		*			HI	N	N	N	
No	1171	567	591	13	294	380	497	172	332	413	254	142	289	293	447
	78%	78%	78%	80%	70%	73%	89%	79%	80%	82%	70%	72%	70%	75%	89%
				**			DE	*	J	J					KLM
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

6_4. Which of the following apply to you: - I consider myself advanced at using online apps to manage my personal finances (i.e. banking, investing, insurance, retirement savings, etc.)

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Yes	854	424	421	8	288	306	261	76	249	293	236	129	275	225	226
	57%	58%	56%	53%	68%	59%	47%	35%	60%	58%	65%	65%	67%	58%	45%
				**	EF	F		*	G	G	GI	N	MN	N	
No	646	301	337	8	134	213	299	143	165	210	128	69	136	166	275
	43%	42%	44%	47%	32%	41%	53%	65%	40%	42%	35%	35%	33%	42%	55%
				**		D	DE	HIJ*		J				L	KLM
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

GENDER

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Male	726	726	-	-	186	243	296	118	190	229	190	88	184	185	268
	48%	100%	-	-	44%	47%	53%	54%	46%	46%	52%	45%	45%	47%	53%
		B		**			D	*			I				L
Female	758	-	758	-	223	275	260	97	217	271	173	99	223	205	230
	51%	-	100%	-	53%	53%	47%	44%	52%	54%	48%	50%	54%	52%	46%
			A	**				*		J			N		
Another gender	10	-	-	10	10	1	-	4	2	2	2	7	3	*	-
	1%	-	-	65%	2%	*	-	2%	1%	*	*	3%	1%	*	-
				**	EF			*				MN			
Prefer not to answer	6	-	-	6	3	-	3	-	5	1	*	3	-	-	3
	*	-	-	35%	1%	-	*	-	1%	*	*	1%	-	-	1%
				**				*							
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

AGE

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
18-34 (Net)	422	186	223	12	422	-	-	69	142	114	97	197	224	-	-
	28%	26%	29%	77%	100%	-	-	32%	34%	23%	27%	100%	55%	-	-
				**	EF			*	IJ			LMN	MN		
18-24	177	80	89	8	177	-	-	36	70	48	22	177	-	-	-
	12%	11%	12%	52%	42%	-	-	17%	17%	10%	6%	90%	-	-	-
				**	EF			J*	IJ	J		LMN			
25-34	244	106	134	4	244	-	-	33	71	65	75	20	224	-	-
	16%	15%	18%	26%	58%	-	-	15%	17%	13%	21%	10%	55%	-	-
				**	EF			*			I	MN	KMN		
35-54 (Net)	519	243	275	1	-	519	-	67	114	189	150	-	187	332	-
	35%	34%	36%	5%	-	100%	-	30%	28%	38%	41%	-	45%	85%	-
				**		DF		*		H	H		KN	KLN	
35-44	285	138	147	*	-	285	-	34	78	92	82	-	187	98	-
	19%	19%	19%	2%	-	55%	-	15%	19%	18%	23%	-	45%	25%	-
				**		DF		*					KMN	KN	
45-54	234	106	128	*	-	234	-	33	36	97	68	-	-	234	-
	16%	15%	17%	3%	-	45%	-	15%	9%	19%	19%	-	-	60%	-
				**		DF		*		H	H			KLN	
55+ (Net)	560	296	260	3	-	-	560	83	159	200	117	-	-	58	501
	37%	41%	34%	17%	-	-	100%	38%	38%	40%	32%	-	-	15%	100%
		B		**			DE	*		J				KL	KLM
55-64	229	118	108	3	-	-	229	24	78	91	37	-	-	58	171
	15%	16%	14%	17%	-	-	41%	11%	19%	18%	10%	-	-	15%	34%
				**			DE	*	J	J				KL	KLM
65+	330	178	152	-	-	-	330	59	81	109	81	-	-	-	330
	22%	25%	20%	-	-	-	59%	27%	19%	22%	22%	-	-	-	66%
				**			DE	*							KLM
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
18-23	153	66	79	8	153	-	-	28	66	40	20	153	-	-	-
	10%	9%	10%	52%	36%	-	-	13%	16%	8%	5%	78%	-	-	-
				**	EF			J*	IJ			LMN			
24-39	413	187	222	4	268	144	-	50	118	126	119	44	369	-	-
	28%	26%	29%	26%	64%	28%	-	23%	28%	25%	33%	22%	90%	-	-
				**	EF	F		*			I	MN	KMN		
40-55	397	184	213	1	-	375	22	58	78	147	114	-	43	355	-
	26%	25%	28%	5%	-	72%	4%	26%	19%	29%	31%	-	10%	91%	-
				**		DF	D	*		H	H		KN	KLN	
56+	537	290	245	3	-	-	537	83	152	190	112	-	-	36	501
	36%	40%	32%	17%	-	-	96%	38%	37%	38%	31%	-	-	9%	100%
		B		**			DE	*		J				KL	KLM
Mean	47.8	49.3	46.7	31.6	26.3	44.1	67.3	48.6	45.9	49.1	47.5	21.7	33.7	49	68.6
		B		**		D	DE	*		H			K	KL	KLM
STD. DEV.	17.85	18.2	17.32	15.85	4.95	5.91	7.81	19.88	18.82	16.77	16.72	2.08	4.35	4.73	7.15
STD. ERR.	0.46	0.74	0.59	3.96	0.26	0.26	0.32	2.2	1.18	0.69	0.7	0.17	0.21	0.24	0.31
Median	46	47	46	23.38	26	44	67	46	43	50	45	22	34	49	68

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

Table of contents

EDUCATION

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Primary School or less	30	11	19	-	9	22	-	30	-	-	-	7	7	16	-
	2%	2%	3%	-	2%	4%	-	14%	-	-	-	4%	2%	4%	-
				**	F	F		HIJ*				N	N	N	
Some high school	189	106	78	4	60	45	83	189	-	-	-	36	36	36	81
	13%	15%	10%	26%	14%	9%	15%	86%	-	-	-	18%	9%	9%	16%
		B		**	E		E	HIJ*				LM			LM
Graduated high school	414	190	217	7	142	114	159	-	414	-	-	72	118	87	136
	28%	26%	29%	44%	34%	22%	28%	-	100%	-	-	37%	29%	22%	27%
				**	E		E	*	GIJ			M			
Some college / CEGEP / Trade School	143	58	85	1	33	55	55	-	-	143	-	18	34	40	51
	10%	8%	11%	5%	8%	11%	10%	-	-	29%	-	9%	8%	10%	10%
				**				*		GHJ					
Graduated from college / CEGEP / Trade School	263	121	140	2	51	106	106	-	-	263	-	19	65	85	93
	18%	17%	18%	13%	12%	20%	19%	-	-	52%	-	10%	16%	22%	19%
				**		D	D	*		GHJ				K	K
Some university, but did not finish	96	50	46	-	30	28	38	-	-	96	-	19	19	22	36
	6%	7%	6%	-	7%	5%	7%	-	-	19%	-	10%	5%	6%	7%
				**				*		GHJ					
University undergraduate degree	245	127	117	1	67	99	79	-	-	-	245	17	89	68	70
	16%	18%	15%	3%	16%	19%	14%	-	-	-	67%	9%	22%	17%	14%
				**				*			GHI		KN	K	
University graduate degree	120	62	56	1	30	51	39	-	-	-	120	8	42	36	33
	8%	9%	7%	8%	7%	10%	7%	-	-	-	33%	4%	10%	9%	7%
				**				*			GHI				
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
<HS	219	118	97	4	69	67	83	219	-	-	-	43	43	52	81
	15%	16%	13%	26%	16%	13%	15%	100%	-	-	-	22%	10%	13%	16%
				**				HIJ*				LM			L
HS	414	190	217	7	142	114	159	-	414	-	-	72	118	87	136
	28%	26%	29%	44%	34%	22%	28%	-	100%	-	-	37%	29%	22%	27%
				**	E		E	*	GIJ			M			
Post Sec	502	229	271	3	114	189	200	-	-	502	-	56	118	148	181
	34%	32%	36%	18%	27%	36%	36%	-	-	100%	-	28%	29%	38%	36%
				**		D	D	*		GHJ				L	
Univ Grad	364	190	173	2	97	150	117	-	-	-	364	26	132	104	103
	24%	26%	23%	11%	23%	29%	21%	-	-	-	100%	13%	32%	27%	21%
				**		F		*			GHI		KN	K	

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

Table of contents

REGION

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
BC	201	99	101	1	46	49	106	14	55	72	60	13	54	33	101
	13%	14%	13%	5%	11%	9%	19%	6%	13%	14%	16%	7%	13%	8%	20%
				**			DE	*			G				KLM
AB	169	69	98	2	49	41	79	31	48	52	38	24	43	31	71
	11%	10%	13%	13%	12%	8%	14%	14%	12%	10%	11%	12%	10%	8%	14%
				**			E	*							M
SK/MB	93	45	47	1	27	40	26	15	31	28	20	10	37	22	24
	6%	6%	6%	7%	6%	8%	5%	7%	7%	6%	5%	5%	9%	6%	5%
				**				*					N		
Ontario	577	247	324	7	172	196	210	73	164	201	140	90	157	146	185
	38%	34%	43%	44%	41%	38%	37%	33%	40%	40%	38%	45%	38%	37%	37%
			A	**				*							
Quebec	359	228	128	3	93	159	106	71	84	117	87	45	92	129	93
	24%	31%	17%	20%	22%	31%	19%	32%	20%	23%	24%	23%	22%	33%	19%
		B		**		DF		H*						KLN	
Atlantic Canada	100	39	60	2	34	35	32	16	32	32	20	16	28	29	27
	7%	5%	8%	12%	8%	7%	6%	7%	8%	6%	5%	8%	7%	7%	5%
				**				*							
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

INCOME

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
<$25K	269	114	147	7	102	79	89	65	95	86	23	52	76	63	78
	18%	16%	19%	46%	24%	15%	16%	30%	23%	17%	6%	26%	18%	16%	16%
				**	EF			IJ*	J	J		MN			
$25K - <$55K	439	215	223	1	112	137	190	91	134	146	67	44	117	101	177
	29%	30%	29%	9%	27%	26%	34%	42%	32%	29%	18%	22%	28%	26%	35%
				**			DE	IJ*	J	J					KM
$55K - <$100K	439	231	206	2	107	160	172	26	129	160	124	39	127	117	157
	29%	32%	27%	12%	26%	31%	31%	12%	31%	32%	34%	20%	31%	30%	31%
				**				*	G	G	G		K	K	K
$100K - <$150K	181	98	83	1	49	77	54	11	24	66	79	28	47	63	43
	12%	13%	11%	3%	12%	15%	10%	5%	6%	13%	22%	14%	11%	16%	9%
				**		F		*		GH	GHI			N	
$150K+	94	43	50	*	29	39	26	6	14	25	48	19	23	30	22
	6%	6%	7%	3%	7%	8%	5%	3%	3%	5%	13%	10%	6%	8%	4%
				**				*			GHI	N			
Prefer not to answer	78	25	49	4	22	27	29	18	16	20	23	15	22	16	25
	5%	3%	6%	27%	5%	5%	5%	8%	4%	4%	6%	8%	5%	4%	5%
			A	**				*							
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Under $50K	612	278	325	9	189	179	244	139	194	206	73	88	165	139	221
	41%	38%	43%	55%	45%	34%	44%	64%	47%	41%	20%	44%	40%	36%	44%
				**	E		E	HIJ*	J	J					M
$50K+	810	423	384	3	210	313	287	61	203	277	268	94	224	236	256
	54%	58%	51%	18%	50%	60%	51%	28%	49%	55%	74%	48%	55%	60%	51%
		B		**		DF		*	G	G	GHI			KN	
Under $40K	481	217	255	9	149	134	198	104	156	172	49	68	134	99	180
	32%	30%	34%	55%	35%	26%	35%	47%	38%	34%	14%	35%	33%	25%	36%
				**	E		E	IJ*	J	J					M
$40K to less than $60K	282	139	143	1	77	104	102	60	87	81	54	32	79	76	95
	19%	19%	19%	3%	18%	20%	18%	27%	21%	16%	15%	16%	19%	20%	19%
				**				IJ*	J						
$60K to less than $100K	384	204	179	1	95	139	151	19	116	139	110	35	107	106	137
	26%	28%	24%	8%	22%	27%	27%	9%	28%	28%	30%	18%	26%	27%	27%
				**				*	G	G	G				K
$100K or more	275	141	133	1	78	116	80	18	39	91	127	47	70	93	65
	18%	19%	18%	6%	19%	22%	14%	8%	9%	18%	35%	24%	17%	24%	13%
				**		F		*		GH	GHI	N		N	
Mean (,000)	67.9	70	66.4	33.9	65.2	74.4	63.9	45.7	57.5	66	95.9	70	65.8	75.5	62.9
				**		F		*		GH	GHI	*		LN	
STD. DEV.	50.85	50.7	50.91	43.55	54.18	52.87	45.58	40.59	43.59	44.97	59.6	62.16	48.18	53.72	44.94
STD. ERR.	1.35	1.92	1.91	12.7	2.71	2.38	1.98	2.87	2.19	2.05	3.23	4.61	2.44	2.78	2.06

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

Table of contents

HOUSEHOLD COMPOSITION

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Kids	324	126	192	7	117	192	15	40	73	100	111	45	152	118	10
	22%	17%	25%	43%	28%	37%	3%	18%	18%	20%	30%	23%	37%	30%	2%
			A	**	F	DF		*			GHI	N	KN	N	
No Kids	1176	600	566	9	304	327	545	179	341	402	254	152	259	273	491
	78%	83%	75%	57%	72%	63%	97%	82%	82%	80%	70%	77%	63%	70%	98%
		B		**	E		DE	J*	J	J		L			KLM
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

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

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
1	399	210	186	3	113	118	167	73	102	135	89	45	107	97	149
	27%	29%	25%	16%	27%	23%	30%	33%	25%	27%	24%	23%	26%	25%	30%
				**			E	*							
2	548	279	264	5	90	160	299	71	163	190	124	31	114	129	274
	37%	38%	35%	33%	21%	31%	53%	32%	39%	38%	34%	16%	28%	33%	55%
				**		D	DE	*					K	K	KLM
3	240	114	124	3	78	106	57	27	67	74	72	32	89	72	48
	16%	16%	16%	16%	18%	20%	10%	12%	16%	15%	20%	16%	22%	18%	10%
				**	F	F		*			I		N	N	
4	188	80	105	3	74	85	29	21	47	61	58	45	60	60	23
	13%	11%	14%	18%	18%	16%	5%	10%	11%	12%	16%	23%	15%	15%	5%
				**	F	F		*				N	N	N	
5	80	25	55	1	44	31	5	12	22	31	15	30	25	21	5
	5%	3%	7%	3%	10%	6%	1%	6%	5%	6%	4%	15%	6%	5%	1%
			A	**	EF	F		*				LMN	N	N	
6	28	7	19	2	15	12	1	8	11	6	4	8	14	6	1
	2%	1%	3%	13%	4%	2%	*	4%	3%	1%	1%	4%	3%	1%	*
				**	F	F		*				N	N		
7	10	10	1	-	2	7	1	6	-	4	1	2	2	6	1
	1%	1%	*	-	1%	1%	*	3%	-	1%	*	1%	*	1%	*
		B		**		F		*							
8	3	1	2	-	2	-	1	2	-	1	1	2	1	-	1
	*	*	*	-	1%	-	*	1%	-	*	*	1%	*	-	*
				**				*							
9	2	-	2	-	2	-	-	-	2	1	-	2	-	-	-
	*	-	*	-	1%	-	-	-	*	*	-	1%	-	-	-
				**				*							
10	*	*	-	-	*	-	-	-	-	-	*	*	-	-	-
	*	*	-	-	*	-	-	-	-	-	*	*	-	-	-
				**				*							
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

EMPLOYMENT STATUS

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Employed full-time	559	306	252	2	197	289	73	41	148	173	197	68	236	206	49
	37%	42%	33%	11%	47%	56%	13%	19%	36%	35%	54%	34%	57%	53%	10%
		B		**	F	DF		*	G	G	GHI	N	KN	KN	
Employed part-time	169	67	101	1	82	52	35	21	48	66	34	53	44	44	27
	11%	9%	13%	3%	19%	10%	6%	10%	12%	13%	9%	27%	11%	11%	5%
			A	**	EF			*				LMN	N	N	
Self employed	72	36	35	1	23	27	22	2	17	32	22	7	24	22	18
	5%	5%	5%	8%	5%	5%	4%	1%	4%	6%	6%	4%	6%	6%	4%
				**				*		G	G				
Unemployed but looking for a job	73	31	39	4	23	33	16	19	22	22	11	5	34	24	10
	5%	4%	5%	22%	6%	6%	3%	9%	5%	4%	3%	3%	8%	6%	2%
				**		F		J*					KN	N	
Unemployed and not looking for a job/Long-term sick or disabled	118	50	67	1	27	58	33	40	34	37	7	12	33	47	25
	8%	7%	9%	7%	6%	11%	6%	18%	8%	7%	2%	6%	8%	12%	5%
				**		DF		HIJ*	J	J				N	
Full-time parent, homemaker	58	12	46	1	14	33	11	15	13	23	7	6	19	23	9
	4%	2%	6%	5%	3%	6%	2%	7%	3%	5%	2%	3%	5%	6%	2%
			A	**		F		*		J			N	N	
Retired	378	202	175	2	*	15	363	70	102	128	78	*	2	19	357
	25%	28%	23%	12%	*	3%	65%	32%	25%	26%	21%	*	*	5%	71%
				**		D	DE	*						KL	KLM
Student/Pupil	54	19	33	1	47	5	2	6	27	16	5	40	11	2	1
	4%	3%	4%	9%	11%	1%	*	3%	7%	3%	1%	20%	3%	*	*
				**	EF			*	IJ			LMN	MN		
Military	1	1	-	-	-	*	1	-	1	-	*	-	-	*	1
	*	*	-	-	-	*	*	-	*	-	*	-	-	*	*
				**				*							
Prefer not to answer	17	2	11	4	8	6	3	5	2	6	4	5	7	2	2
	1%	*	2%	23%	2%	1%	1%	2%	1%	1%	1%	3%	2%	1%	*
			A	**				*							
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

USMAR2. What is your marital status?

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Single, never married	550	279	261	10	280	186	85	97	182	172	100	161	197	122	70
	37%	38%	34%	65%	66%	36%	15%	44%	44%	34%	27%	82%	48%	31%	14%
				**	EF	F		J*	IJ	J		LMN	MN	N	
Living with partner	166	75	88	4	57	67	42	22	40	62	43	23	59	47	37
	11%	10%	12%	22%	14%	13%	8%	10%	10%	12%	12%	12%	14%	12%	7%
				**	F	F		*					N	N	
Married	584	293	289	2	76	213	294	58	142	199	185	11	140	167	266
	39%	40%	38%	13%	18%	41%	53%	26%	34%	40%	51%	6%	34%	43%	53%
				**		D	DE	*		G	GHI		K	KL	KLM
Widowed	69	27	43	-	3	6	61	18	20	20	11	1	3	7	59
	5%	4%	6%	-	1%	1%	11%	8%	5%	4%	3%	1%	1%	2%	12%
				**			DE	*							KLM
Divorced or separated	130	52	78	-	5	48	77	24	29	50	27	-	12	48	69
	9%	7%	10%	-	1%	9%	14%	11%	7%	10%	7%	-	3%	12%	14%
				**		D	DE	*						KL	KL
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

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

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
All of it	830	375	451	4	223	317	291	111	222	290	208	78	266	234	253
	55%	52%	59%	27%	53%	61%	52%	51%	54%	58%	57%	39%	65%	60%	50%
			A	**		DF		*					KN	KN	K
Almost all of it	254	120	130	4	61	92	101	21	71	79	83	27	70	66	91
	17%	17%	17%	26%	15%	18%	18%	10%	17%	16%	23%	14%	17%	17%	18%
				**				*			GI				
About half of it	283	153	126	3	88	87	107	50	76	99	58	50	61	73	99
	19%	21%	17%	20%	21%	17%	19%	23%	18%	20%	16%	25%	15%	19%	20%
				**				*				L			
Less than half of it	89	50	35	4	42	9	39	21	32	26	10	38	6	7	38
	6%	7%	5%	26%	10%	2%	7%	10%	8%	5%	3%	19%	1%	2%	8%
				**	E		E	J*	J			LMN			LM
None	43	26	17	-	7	14	22	16	14	8	5	4	9	10	21
	3%	4%	2%	-	2%	3%	4%	7%	3%	2%	2%	2%	2%	2%	4%
				**				IJ*							
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

CAPOPGRP. Are you

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
	85	44	40	2	45	27	14	19	27	22	18	26	35	11	13
Indigenous	6%	6%	5%	10%	11%	5%	3%	8%	6%	4%	5%	13%	9%	3%	3%
				**	EF			*				MN	MN		
	1085	535	544	7	217	384	484	161	317	385	223	97	249	308	432
White only	72%	74%	72%	41%	51%	74%	87%	74%	76%	77%	61%	49%	61%	79%	86%
				**		D	DE	J*	J	J			K	KL	KLM
	36	11	25	-	22	10	4	4	13	10	9	13	14	5	4
Black only	2%	1%	3%	-	5%	2%	1%	2%	3%	2%	3%	7%	3%	1%	1%
				**	EF			*				MN	N		
	177	77	97	3	87	65	25	11	35	51	80	41	71	42	23
Asian (single identity only)	12%	11%	13%	20%	21%	13%	4%	5%	9%	10%	22%	21%	17%	11%	5%
				**	EF	F		*			GHI	MN	MN	N	
	13	5	8	-	6	5	2	3	-	5	5	2	4	6	1
Latin American only	1%	1%	1%	-	1%	1%	*	1%	-	1%	1%	1%	1%	1%	*
				**				*			H				
	14	11	4	-	3	7	3	2	4	2	6	2	4	5	3
Arab only	1%	1%	*	-	1%	1%	1%	1%	1%	*	2%	1%	1%	1%	1%
				**				*			I				
	15	12	3	-	3	2	10	4	2	6	3	1	2	3	9
Other only	1%	2%	*	-	1%	*	2%	2%	*	1%	1%	*	1%	1%	2%
				**				*							
	12	5	8	-	6	6	1	-	4	3	5	3	6	3	1
Multiple visible minorities	1%	1%	1%	-	1%	1%	*	-	1%	1%	1%	1%	1%	1%	*
				**				*							
	20	12	8	-	12	4	5	6	5	5	4	5	9	2	5
White and visible minority(ies)	1%	2%	1%	-	3%	1%	1%	3%	1%	1%	1%	2%	2%	*	1%
				**				*							
	42	16	21	5	20	10	12	9	8	13	11	7	16	7	12
Prefer not to answer	3%	2%	3%	30%	5%	2%	2%	4%	2%	3%	3%	3%	4%	2%	2%
				**	E			*							
	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

CA01POPCONSENT. The next questions will be about how you identify as part of different population groups. A "Prefer not to answer" option is available for you to select, at your discretion. Collecting such information enables us to provide a more refined research analysis. Participation is always voluntary, and your responses are used for research purposes only, combined with the answers from all other participants. We will provide our client only anonymous, aggregated results. The data will be held for no longer than 12 months. Do you accept the collection of data related to how you identify as part of different population groups?

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
Yes, I accept	1475	716	745	14	410	515	551	214	410	494	357	194	401	388	492
	98%	99%	98%	88%	97%	99%	98%	98%	99%	98%	98%	98%	98%	99%	98%
				**		D		*							
No, I don't accept	25	9	13	2	12	4	9	5	4	8	7	3	10	3	9
	2%	1%	2%	12%	3%	1%	2%	2%	1%	2%	2%	2%	2%	1%	2%
				**	E			*							
Sigma	1500	726	758	16	422	519	560	219	414	502	364	197	411	390	501
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

CA01IND. Are you an Indigenous person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)? If "Yes", choose the option(s) that best describe(s) you. First Nations (North American Indian) includes both Status and Non-Status Indians.

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	**1500**	**613**	**871**	**16**	**375**	**524**	**601**	**82**	**255**	**598**	**565**	**155**	**420**	**389**	**536**
Base: All Respondents (wtd)	**1500**	**726**	**758**	**16**	**422**	**519**	**560**	**219**	**414**	**502**	**364**	**197**	**411**	**390**	**501**
No, not an Indigenous person	1374	671	694	10	357	479	539	193	378	469	334	165	355	373	481
	92%	92%	91%	60%	85%	92%	96%	88%	91%	93%	92%	83%	86%	96%	96%
				**		D	DE	*						KL	KL
Yes, First Nations (North American Indian)	50	25	24	1	31	16	3	13	21	7	9	17	24	8	2
	3%	3%	3%	5%	7%	3%	1%	6%	5%	1%	3%	9%	6%	2%	*
				**	EF	F		I*	I			MN	MN		
Yes, Métis	27	14	12	1	14	7	7	8	4	10	5	10	9	2	7
	2%	2%	2%	5%	3%	1%	1%	4%	1%	2%	1%	5%	2%	*	1%
				**				*				MN			
Yes, Inuk (Inuit)	2	*	1	-	1	1	-	-	-	1	1	1	1	-	-
	*	*	*	-	*	*	-	-	-	*	*	1%	*	-	-
				**				*							
Prefer not to answer	50	16	29	5	22	17	11	7	12	15	15	8	22	8	11
	3%	2%	4%	30%	5%	3%	2%	3%	3%	3%	4%	4%	5%	2%	2%
				**	F			*					MN		
Sigma	1503	727	761	16	425	519	560	221	414	502	365	201	411	390	501
	100%	100%	100%	100%	101%	100%	100%	101%	100%	100%	100%	102%	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
  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
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

CA02VISMIN. Are you: Mark more than one option or specify, if applicable.

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Answering (unwtd)	**1430**	**583**	**833**	**14**	**337**	**501**	**592**	**73**	**240**	**575**	**542**	**134**	**389**	**379**	**528**
Base: All Answering (wtd)	**1424**	**687**	**723**	**14**	**379**	**496**	**550**	**200**	**390**	**484**	**350**	**173**	**378**	**381**	**492**
White	1119	550	562	7	231	394	493	167	327	396	230	103	261	313	441
	79%	80%	78%	45%	61%	80%	90%	83%	84%	82%	66%	59%	69%	82%	90%
				**		D	DE	J*	J	J		*		KL	KLM
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	53	27	24	3	27	19	7	5	6	13	29	15	23	9	6
	4%	4%	3%	18%	7%	4%	1%	3%	1%	3%	8%	9%	6%	2%	1%
				**	F	F		*			HI	MN*	MN		
Chinese	74	33	40	1	26	33	15	3	17	20	34	13	22	24	14
	5%	5%	6%	4%	7%	7%	3%	2%	4%	4%	10%	8%	6%	6%	3%
				**	F	F		*			GHI	N*		N	
Black	45	13	32	-	25	15	4	4	18	11	12	13	20	8	4
	3%	2%	4%	-	7%	3%	1%	2%	5%	2%	3%	8%	5%	2%	1%
			A	**	EF	F		*				MN*	MN		
Filipino	17	5	12	-	8	8	1	-	2	8	7	3	8	5	1
	1%	1%	2%	-	2%	2%	*	-	*	2%	2%	1%	2%	1%	*
				**	F	F		*				*	N		
Latin American	18	8	10	-	10	7	2	3	4	6	5	4	6	8	1
	1%	1%	1%	-	3%	1%	*	2%	1%	1%	2%	2%	2%	2%	*
				**	F			*				N*	N	N	
Arab	17	11	6	-	5	7	5	2	5	3	6	4	4	5	4
	1%	2%	1%	-	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%
				**				*				*			
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	28	12	16	-	22	4	2	3	9	8	9	10	14	2	2
	2%	2%	2%	-	6%	1%	*	1%	2%	2%	3%	6%	4%	1%	*
				**	EF			*				MN*	MN		
West Asian (e.g., Iranian, Afghan, etc.)	7	3	4	-	5	2	-	-	-	3	4	1	6	-	-
	*	*	1%	-	1%	*	-	-	-	1%	1%	*	2%	-	-
				**	F			*				*	MN		
Korean	6	2	3	-	4	1	1	-	2	2	1	4	1	1	1
	*	*	*	-	1%	*	*	-	*	*	*	2%	*	*	*
				**				*				N*			
Japanese	11	4	7	-	3	4	4	-	-	6	6	1	4	3	4
	1%	1%	1%	-	1%	1%	1%	-	-	1%	2%	1%	1%	1%	1%
				**				*			H	*			
Other	32	23	9	-	10	4	18	10	4	12	7	2	9	4	17
	2%	3%	1%	-	3%	1%	3%	5%	1%	2%	2%	1%	2%	1%	4%
		B		**			E	*				*			
Prefer not to answer	40	16	19	5	20	8	12	9	7	13	11	7	16	5	12
	3%	2%	3%	33%	5%	2%	2%	4%	2%	3%	3%	4%	4%	1%	2%
				**	EF			*				*	M		
Sigma	1466	706	746	14	397	506	563	206	400	500	360	180	394	386	506
	103%	103%	103%	100%	105%	102%	102%	103%	103%	103%	103%	104%	104%	101%	103%

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

Table of contents