



Detailed tables for credit card and debit card questions from the 2003 “Dynamics of the Canadian Credit Card Study”

The “Dynamics of the Canadian Credit Card Study” is a subscription survey conducted annually by Ipsos-Reid. The total study sample for the 2003 Study is comprised of 1,501 Canadian adults who hold one or more credit cards for their personal use. The survey is conducted by telephone from Ipsos-Reid’s national network of call centres.

For more information about this study, please contact David Safran or Alina Orasanu at Ipsos-Reid by telephone at (416) 324-2900

[www.ipsos-reid.com](http://www.ipsos-reid.com)

Q1. Thinking of the purchase you make using your Interac or debit card at a store, how would you rate your level of concern with: Your information being intercepted in transit while you are making the purchase?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K

\* small base

		REG		REGION			URBAN			NON URBAN			PROVINCE				
	Total	URB AN	NON URB AN	WES T	CEN T	EAS T	WES T	CEN T	EAS T	WES T	CEN T	EAS T	BC	Prai	Ont	Que	Atl
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: Used Interac Weighted	671	314	357	208	230	233	102	111	101	106	119	132	80	128	230	177	56
	678	295	383	213	233	232	93	106	96	120*	127	137	86*	127*	233	179	53*
Very concerned	16%	14%	17%	17%	15%	16%	13%	15%	15%	19%	15%	17%	20%	14%	15%	17%	15%
Somewhat concerned	34%	34%	33%	37%	34%	30%	40% H	37%	26%	35%	32%	33%	40%	36%	34%	30%	32%
Not very concerned	29%	27%	30%	31%	27%	28%	33%	25%	23%	30%	29%	32%	28%	33%	27%	26%	37%
Not at all concerned	21%	24%	19%	15%	23% C	25% C	14%	23%	36% FG	15%	24%	17%	12%	17%	23%	28%	16%
Top2Box	50%	49%	51%	54%	49%	47%	53%	52%	41%	55%	47%	51%	60%	50%	49%	47%	47%
Low2Box	50%	51%	49%	46%	51%	53%	47%	48%	59%	45%	53%	49%	40%	50%	51%	53%	53%
Mean	2.4	2.4	2.5	2.6	2.4	2.4	2.5	2.4	2.2	2.6	2.4	2.5	2.7	2.5	2.4	2.4	2.5
							H										

q2. Thinking of the purchase you make using your Interac or debit card at a store, how would you rate your level of concern with: Security of the database housing your debit card number after a transaction?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K

\* small base

		REG		REGION			URBAN			NON URBAN			PROVINCE				
	Total	URB AN	NON URB AN	WES T	CEN T	EAS T	WES T	CEN T	EAS T	WES T	CEN T	EAS T	BC	Prai	Ont	Que	Atl
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: Used Interac Weighted	671	314	357	208	230	233	102	111	101	106	119	132	80	128	230	177	56
	678	295	383	213	233	232	93	106	96	120*	127	137	86*	127*	233	179	53*
Very concerned	20%	20%	19%	19%	16%	24% D	19%	18%	24%	18%	14%	24%	23%	15%	16%	26%	16%
Somewhat concerned	35%	35%	34%	39% E	38% E	27%	37%	43% H	25%	41% K	34%	28%	36%	41%	38%	24%	35%
Not very concerned	28%	24%	31%	27%	27%	29%	28%	21%	23%	26%	33%	33%	26%	27%	27%	27%	35%
Not at all concerned	18%	20%	16%	15%	18%	20%	16%	17%	27%	14%	19%	15%	12%	17%	18%	22%	13%
(DK/NS)	0	-	0	1%	-	-	-	-	-	1%	-	-	1%	-	-	-	-
Top2Box	54%	56%	53%	58%	54%	51%	56%	62%	49%	59%	48%	51%	60%	56%	54%	50%	52%
Low2Box	46%	44%	47%	42%	46%	49%	44%	38%	51%	40%	52%	49%	39%	44%	46%	50%	48%
Mean	2.6	2.6	2.6	2.6	2.5	2.5	2.6	2.6	2.5	2.6	2.4	2.6	2.7	2.5	2.5	2.5	2.6

Q3. Thinking of the purchase you make using your credit card at a store, how would you rate your level of concern with: Your information being intercepted in transit while you are making the purchase?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K

\* small base

		REG		REGION			URBAN			NON URBAN			PROVINCE				
	Total	URB AN	NON URB AN	WES T	CEN T	EAS T	WES T	CEN T	EAS T	WES T	CEN T	EAS T	BC	Prai	Ont	Que	Atl
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: Used Interac Weighted	671	314	357	208	230	233	102	111	101	106	119	132	80	128	230	177	56
	678	295	383	213	233	232	93	106	96	120*	127	137	86*	127*	233	179	53*
Very concerned	18%	18%	18%	14%	17%	22% C	14%	20%	20%	14%	15%	24%	21%	9%	17%	23%	18%
Somewhat concerned	34%	32%	36%	43% E	35% E	24%	40% H	34% H	20%	46% K	35%	27%	41%	45%	35%	22%	32%
Not very concerned	30%	30%	30%	30%	31%	29%	34%	27%	29%	26%	34%	29%	27%	31%	31%	29%	31%
Not at all concerned	18%	20%	17%	13%	17%	24% C	12%	18%	31% FG	14%	16%	20%	12%	14%	17%	26%	20%
Top2Box	52%	50%	54%	57% E	52%	46%	54%	55% H	40%	60%	50%	51%	62%	54%	52%	46%	50%
Low2Box	48%	50%	46%	43%	48%	54% C	46%	45%	60% G	40%	50%	49%	38%	46%	48%	54%	50%
Mean	2.5	2.5	2.5	2.6	2.5	2.4	2.6	2.6	2.3	2.6	2.5	2.5	2.7	2.5	2.5	2.4	2.5

Q4. Thinking of the purchase you make using your credit card at a store, how would you rate your level of concern with: Security of the database housing your credit card number after a transaction?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K

\* small base

		REG		REGION			URBAN			NON URBAN			PROVINCE				
	Total	URB AN	NON URB AN	WES T	CEN T	EAS T	WES T	CEN T	EAS T	WES T	CEN T	EAS T	BC	Prai	Ont	Que	Atl
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: Used Interac Weighted	671	314	357	208	230	233	102	111	101	106	119	132	80	128	230	177	56
	678	295	383	213	233	232	93	106	96	120*	127	137	86*	127*	233	179	53*
Very concerned	23%	22%	24%	19%	23%	26%	17%	24%	25%	21%	23%	27%	26%	15%	23%	27%	23%
Somewhat concerned	35%	33%	36%	43%	33%	29%	38%	34%	27%	46%	32%	30%	38%	46%	33%	27%	34%
Not very concerned	25%	27%	24%	26%	27%	23%	34%	24%	21%	19%	29%	23%	27%	25%	27%	21%	28%
Not at all concerned	17%	19%	16%	12%	17%	22%	11%	17%	27%	13%	16%	19%	8%	15%	17%	25%	15%
(DK/NS)	0	-	0	1%	-	-	-	-	-	1%	-	-	1%	-	-	-	-
Top2Box	58%	55%	60%	62%	56%	55%	55%	58%	51%	67%	55%	58%	64%	61%	56%	54%	57%
Low2Box	42%	45%	40%	38%	44%	45%	45%	42%	49%	32%	45%	42%	35%	39%	44%	46%	43%
Mean	2.6	2.6	2.7	2.7	2.6	2.6	2.6	2.6	2.5	2.8	2.6	2.7	2.8	2.6	2.6	2.6	2.7

Q5. How confident are you that the Canadian financial services' industry can ensure the security and privacy of electronic transfers of your account information and financial transactions? Are you...?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K

\* small base

		REG		REGION			URBAN			NON URBAN			PROVINCE				
	Total	URB AN	NON URB AN	WES T	CEN T	EAS T	WES T	CEN T	EAS T	WES T	CEN T	EAS T	BC	Prai	Ont	Que	Atl
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: Have access to the Internet	551	314	237	177	203	171	106	112	96	71	91	75	86	91	203	133	38
Weighted	548	294	254	176	204	168	96	107	90*	79*	97*	78*	90*	86*	204	133	35*
Very confident	24%	25%	22%	19%	29% C	22%	21%	32%	21%	16%	25%	24%	21%	17%	29%	20%	31%
Somewhat confident	41%	41%	42%	43%	39%	43%	43%	37%	45%	42%	42%	42%	50%	35%	39%	45%	36%
Not very confident	17%	17%	17%	15%	19%	18%	14%	19%	18%	16%	19%	17%	11%	19%	19%	18%	16%
Not at all confident	15%	15%	14%	20% D	11%	14%	22% G	11%	14%	18%	11%	13%	13%	27%	11%	14%	11%
(DK/NS)	3%	2%	5% A	3%	3%	4%	-	2%	3%	7%	3%	4%	6%	1%	3%	3%	6%
Top2Box	65%	66%	64%	62%	68%	65%	64%	69%	65%	58%	67%	65%	70%	52%	68%	65%	67%
Low2Box	32%	32%	31%	35%	30%	31%	36%	29%	32%	34%	30%	31%	24%	47%	30%	32%	27%
Mean	2.8	2.8	2.8	2.6	2.9 C	2.8	2.6	2.9 F	2.7	2.6	2.8	2.8	2.8	2.4	2.9	2.7	2.9