

Detailed Tables

q92a. The next question is about identity theft, that is, fraudulent use of personal information for such actions as making payments, opening banking accounts or obtaining loans. Have you ever personally been a victim to identity theft?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J/K/L/M/N/O
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	total	GENDER		AGE			PROVINCE									
		Male	Female	18-34	35-54	55+	BC	AB	SK	MN	ON	PQ	NB	NS	PEI	NFLD
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1500	720	780	425	638	433	180	142	54	60	556	381	40	49	7	31
Weighted	1500	719	781	417	641	438	194	140	24*	91*	555	378	38*	43*	7**	29*
Yes	8%	9%	7%	8%	8%	8%	12% K	7%	6%	8%	9%	6%	5%	4%	-	3%
No	92%	91%	93%	92%	92%	92%	88%	93%	94%	92%	91%	93% F	95%	96%	100%	97%
(DK/NS)	0	-	0	-	0	-	-	-	-	-	-	0	-	-	-	-

q92b. How concerned would you say that you are about becoming victim to identity theft in the future? Would you say that you are...?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J/K/L/M/N/O
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	total	GENDER		AGE			PROVINCE									
		Male	Female	18-34	35-54	55+	BC	AB	SK	MN	ON	PQ	NB	NS	PEI	NFLD
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1500	720	780	425	638	433	180	142	54	60	556	381	40	49	7	31
Weighted	1500	719	781	417	641	438	194	140	24*	91*	555	378	38*	43*	7**	29*
Very concerned	37%	37%	37%	25% C	40% C	45% C	38%	40%	35%	33%	38%	36%	35%	37%	29%	23%
Somewhat concerned	41%	40%	42%	44% E	42% E	36%	48% JK	47% K	33%	44%	39%	36%	43%	44%	14%	52%
Not too concerned, or	16%	16%	16%	24% DE	12%	13%	10%	11%	20% F	22% F	17% F	18% F	15%	13%	43%	6%
Not at all concerned	6%	7%	5%	7%	6%	6%	4%	1%	11% FGI	1%	5%	10% FGIJ	8% G	6%	14%	19% FGIJ
(DK/NS)	0	0	-	-	-	-	-	-	-	-	0	-	-	-	-	-
Top2Box	78%	77%	79%	69% C	82% C	80% C	86% HJK	87% HJK	69%	77%	78% K	72%	78%	80%	43%	74%
Low2Box	22%	23%	21%	31% DE	18%	20%	14%	13%	31% FG	23%	22% FG	28% FGJ	23%	20%	57%	26%

Detailed Tables

q90. Ever heard of read about - A chip card, sometimes called a 'smart card', which is used for making purchases. This card has a computer chip embedded in it which provides secure, encrypted information storage

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J/K/L/M/N/O
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	total	GENDER		AGE			PROVINCE									
		Male	Female	18-34	35-54	55+	BC	AB	SK	MN	ON	PQ	NB	NS	PEI	NFLD
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents Weighted	1500	720	780	425	638	433	180	142	54	60	556	381	40	49	7	31
	1500	719	781	417	641	438	194	140	24*	91*	555	378	38*	43*	7**	29*
Yes	45%	53% B	37%	46%	45%	43%	49% K	52% IK	44%	35%	48% K	39%	53%	42%	-	35%
No	55%	47%	63% A	54%	55%	57%	51%	48%	56%	65% G	52%	61% FGJ	48%	58%	100%	65%
(DK/NS)	0	0	-	-	0	-	-	-	-	-	0	0	-	-	-	-

q91. Ever used A chip card, sometimes called a 'smart card', which is used for making purchases. This card has a computer chip embedded in it which provides secure, encrypted information storage

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J/K/L/M/N/O
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	total	GENDER		AGE			PROVINCE									
		Male	Female	18-34	35-54	55+	BC	AB	SK	MN	ON	PQ	NB	NS	PEI	NFLD
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Aware pf A chip card, sometimes called a 'smart card', which is used for making purchases. Weighted	680	385	295	195	287	194	89	74	24	23	268	149	21	21	0	11
	671	380	291	192	285	190	96*	72*	11**	32**	265	147	20**	18**	-**	10**
Yes	4%	5%	4%	6%	5%	2%	4%	3%	-	3%	4%	6%	10%	4%	-	-
No	96%	95%	96%	94%	95%	98%	96%	97%	100%	97%	96%	94%	90%	96%	-	100%