MacPhee Identity Theft

Have you or anyone you know personally been subject to identity theft?

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K -<$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1078	157	100	83	384	269	85	309	318	451	318	760
Weighted	1078	150	104*	72*	415	256	82*	317	310	451	304	774
Yes (NET)	257 24%	36 24%	24 23%	17 24%	117 28% EF	50 20%	12 15%	68 22%	56 18%	132 29% GH	70 23%	186 24%
Yes, myself	46 4%	11 7% BE	2 2%	4 5%	22 5%	5 2%	3 4%	12 4%	8 3%	26 6%	16 5%	30 4%
Yes, someone I know	214 20%	25 16%	22 21%	14 19%	99 24% F	45 17%	9 11%	56 18%	48 15%	110 24% GH	55 18%	158 20%
No	821 76%	115 76%	80 77%	54 76%	297 72%	206 80% D	69 85% D	249 78% I	254 82% I	319 71%	234 77%	587 76%

Have you or anyone you know personally been subject to identity theft?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - I/J/K/L
* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	I	J	K	L
Base: Valid respondents	1078	474	604	329	453	296	75	206	459	338
Weighted	1078	528	550	317	429	332	76*	207	458	337
Yes (NET)	257 24%	141 27% B	115 21%	91 29% E	110 26% E	56 17%	14 18%	40 20%	109 24%	93 28% J
Yes, myself	46 4%	31 6% B	16 3%	22 7% E	21 5% E	3 1%	0 -	8 4%	23 5%	16 5%
Yes, someone I know	214 20%	114 22%	100 18%	70 22%	91 21%	52 16%	14 18%	33 16%	88 19%	80 24% J
No	821 76%	387 73%	435 79% A	226 71%	319 74%	276 83% CD	63 82%	166 80% L	348 76%	244 72%

MacPhee Identity Theft

How concerned would you say you are that your identity may be stolen and used for fraudulent means by criminals for financial gain?

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

* small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1078	157	100	83	384	269	85	309	318	451	318	760
Weighted	1078	150	104*	72*	415	256	82*	317	310	451	304	774
Very concerned	305 28%	35 23%	30 29%	20 27%	108 26%	94 37% ADF	19 24%	111 35% HI	83 27%	112 25%	88 29%	217 28%
Quite concerned	455 42%	71 47%	43 41%	33 46%	169 41%	104 41%	36 44%	118 37%	137 44%	200 44%	130 43%	326 42%
Not very concerned	284 26%	38 26%	28 27%	17 24%	124 30% E	53 21%	24 29%	73 23%	84 27%	126 28%	75 25%	208 27%
Not at all concerned	34 3%	6 4%	4 3%	2 3%	14 3%	5 2%	3 4%	15 5%	6 2%	13 3%	11 4%	23 3%
Summary												
Top2Box - Very/quite concerned	761 71%	106 71%	72 70%	53 73%	277 67%	198 77% D	55 67%	229 72%	220 71%	312 69%	218 72%	543 70%
Low2Box - Not Very/at all concerned	317 29%	44 29%	31 30%	19 27%	138 33% E	58 23%	27 33%	88 28%	90 29%	139 31%	86 28%	231 30%

MacPhee Identity Theft

How concerned would you say you are that your identity may be stolen and used for fraudulent means by criminals for financial gain?

_____

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

* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	I	J	K	L
Base: Valid respondents	1078	474	604	329	453	296	75	206	459	338
Weighted	1078	528	550	317	429	332	76*	207	458	337
Very concerned	305	144	162	68	135	103	37	69	127	72
	28%	27%	29%	21%	32%	31%	48%	34%	28%	21%
					C	C	JKL	L	L	
Quite concerned	455	225	230	128	183	144	23	85	194	154
	42%	43%	42%	40%	43%	43%	30%	41%	42%	46%
										I
Not very concerned	284	139	144	106	97	80	13	43	121	106
	26%	26%	26%	33%	23%	24%	17%	21%	26%	31%
				DE						IJ
Not at all concerned	34	20	14	15	13	5	3	9	15	6
	3%	4%	2%	5%	3%	2%	5%	4%	3%	2%
				E						
Summary										
Top2Box - Very/quite concerned	761	369	392	196	319	247	60	155	321	225
	71%	70%	71%	62%	74%	74%	78%	75%	70%	67%
					C	C				
Low2Box - Not Very/at all concerned	317	159	158	121	110	85	17	52	136	112
	29%	30%	29%	38%	26%	26%	22%	25%	30%	33%
				DE						

MacPhee Identity Theft

How often do you throw out junk mail without reading it?

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1078	157	100	83	384	269	85	309	318	451	318	760
Weighted	1078	150	104*	72*	415	256	82*	317	310	451	304	774
Always	168 16%	28 19% E	14 14%	11 15%	73 17% E	26 10%	17 21% E	64 20% HI	41 13%	64 14%	47 15%	121 16%
Regularly	448 42%	50 33%	38 37%	24 33%	175 42%	132 51% ABCDF	30 37%	109 34%	132 42% G	208 46% G	129 42%	320 41%
Sometimes	258 24%	36 24%	28 27%	19 27%	94 23%	63 25%	18 22%	75 24%	79 25%	104 23%	77 25%	181 23%
Never do so	203 19%	36 24% E	24 23% E	18 25% E	73 18%	35 14%	17 21%	69 22%	59 19%	75 17%	52 17%	152 20%
Top2Box - Always/regularly	617 57%	78 52%	52 50%	35 48%	248 60%	157 61% C	47 57%	173 55%	172 56%	272 60%	176 58%	441 57%
Low2Box - Sometimes/never	461 43%	72 48%	52 50%	37 52% E	167 40%	99 39%	35 43%	144 45%	138 44%	179 40%	129 42%	333 43%

How often do you throw out junk mail without reading it?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - I/J/K/L
* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	I	J	K	L
Base: Valid respondents	1078	474	604	329	453	296	75	206	459	338
Weighted	1078	528	550	317	429	332	76*	207	458	337
Always	168 16%	90 17%	79 14%	66 21% E	67 16% E	35 11%	20 26% JKL	28 13%	72 16%	48 14%
Regularly	448 42%	238 45% B	210 38%	131 41%	173 40%	144 43%	20 27%	80 39%	175 38%	174 51% IJK
Sometimes	258 24%	113 21%	145 26%	68 21%	107 25%	83 25%	18 24%	56 27%	117 26%	67 20%
Never do so	203 19%	88 17%	115 21%	52 16%	81 19%	70 21%	18 23%	43 21%	94 20% L	49 14%
Top2Box - Always/regularly	617 57%	328 62% B	289 53%	197 62% E	241 56%	179 54%	41 53%	108 52%	247 54%	222 66% IJK
Low2Box - Sometimes/never	461 43%	200 38%	261 47% A	120 38%	188 44%	153 46% C	36 47% L	99 48% L	211 46% L	115 34%

MacPhee Identity Theft

What would you do if you received an unsolicited credit card application or pre-approved cheques from a credit card company?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1078	157	100	83	384	269	85	309	318	451	318	760
Weighted	1078	150	104*	72*	415	256	82*	317	310	451	304	774
Put them in the garbage as is	127 12%	15 10%	10 10%	12 17%	44 11%	32 13%	13 16%	46 14% I	39 12%	42 9%	35 12%	91 12%
Rip them up and put them in the garbage	472 44%	51 34%	46 45%	26 36%	195 47% A	120 47% A	33 41%	129 41%	142 46%	201 45%	145 48%	327 42%
Burn them	92 9%	15 10%	10 9%	7 9%	30 7%	27 10%	4 5%	27 9%	18 6%	47 11% H	36 12% K	56 7%
Shred them	359 33%	66 44% DE	33 32%	26 36%	136 33%	71 28%	27 33%	100 32%	106 34%	152 34%	76 25%	282 36% J
Keep them in a safe place at home	29 3%	3 2%	4 4%	1 2%	11 3%	6 2%	4 5%	15 5% I	6 2%	8 2%	12 4%	17 2%

What would you do if you received an unsolicited credit card application or pre-approved cheques from a credit card company?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	I	J	K	L
Base: Valid respondents	1078	474	604	329	453	296	75	206	459	338
Weighted	1078	528	550	317	429	332	76*	207	458	337
Put them in the garbage as is	127 12%	57 11%	70 13%	39 12%	50 12%	38 11%	14 19% K	23 11%	47 10%	42 12%
Rip them up and put them in the garbage	472 44%	231 44%	241 44%	164 52% DE	177 41%	130 39%	23 30%	84 41%	195 43% I	170 50% IJK
Burn them	92 9%	48 9%	44 8%	30 9%	40 9%	23 7%	6 8%	17 8%	49 11% L	20 6%
Shred them	359 33%	169 32%	189 34%	72 23%	150 35% C	136 41% C	28 37%	77 37%	152 33%	101 30%
Keep them in a safe place at home	29 3%	23 4% B	6 1%	12 4%	12 3%	5 2%	5 6% L	5 2%	14 3%	5 2%

MacPhee Identity Theft

Are you aware that criminals could steal your identity and use it for fraudulent means simply by using discarded sensitive personal or financial documents?

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1078	157	100	83	384	269	85	309	318	451	318	760
Weighted	1078	150	104*	72*	415	256	82*	317	310	451	304	774
Yes	1011 94%	145 97% BE	94 90%	67 93%	396 95% BE	231 90%	77 95%	293 92%	287 92%	431 96%	275 90%	735 95% J
No	67 6%	5 3%	10 10% AD	5 7%	19 5%	24 10% AD	4 5%	24 8%	24 8%	20 4%	29 10% K	38 5%

Are you aware that criminals could steal your identity and use it for fraudulent means simply by using discarded sensitive personal or financial documents?

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Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - I/J/K/L
* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	I	J	K	L
Base: Valid respondents	1078	474	604	329	453	296	75	206	459	338
Weighted	1078	528	550	317	429	332	76*	207	458	337
Yes	1011 94%	498 94%	513 93%	296 93%	395 92%	320 96% D	72 94%	186 90%	431 94%	323 96% J
No	67 6%	30 6%	37 7%	21 7%	34 8% E	12 4%	5 6%	21 10% L	27 6%	14 4%

Ipsos

MacPhee Identity Theft

How interested would you be in knowing more about how to protect your identity from being stolen?

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1078	157	100	83	384	269	85	309	318	451	318	760
Weighted	1078	150	104*	72*	415	256	82*	317	310	451	304	774
Very interested	324 30%	37 25%	31 30%	19 26%	115 28%	103 40% ACDF	19 23%	112 35% I	89 29%	124 27%	83 27%	241 31%
Quite interested	475 44%	62 41%	44 43%	35 49%	188 45%	110 43%	36 44%	130 41%	151 49%	194 43%	137 45%	338 44%
Not very interested	227 21%	39 26% E	24 23%	14 19%	96 23% E	37 14%	18 22%	52 16%	59 19%	116 26% GH	66 22%	162 21%
Not at all interested	51 5%	12 8% DE	5 5%	4 6%	16 4%	6 2%	9 11% DE	22 7%	11 4%	18 4%	19 6%	33 4%
Summary												
Top2Box - Very/quite interested	799 74%	99 66%	75 73%	54 75%	303 73%	213 83% ABDF	55 67%	242 76%	240 77% I	318 70%	220 72%	579 75%
Low2Box - Not very/at all interested	279 26%	51 34% E	28 27% E	18 25%	112 27% E	43 17%	27 33% E	74 24%	71 23%	133 30% H	84 28%	194 25%

How interested would you be in knowing more about how to protect your identity from being stolen?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - I/J/K/L
* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	I	J	K	L
Base: Valid respondents	1078	474	604	329	453	296	75	206	459	338
Weighted	1078	528	550	317	429	332	76*	207	458	337
Very interested	324 30%	152 29%	173 31%	72 23%	140 33% C	112 34% C	29 38% L	77 37% L	137 30%	81 24%
Quite interested	475 44%	222 42%	253 46%	134 42%	178 41%	164 49% D	35 45%	89 43%	192 42%	159 47%
Not very interested	227 21%	123 23%	104 19%	89 28% DE	88 21%	49 15%	10 13%	33 16%	100 22%	86 25% IJ
Not at all interested	51 5%	31 6%	20 4%	22 7% E	23 5% E	7 2%	3 4%	8 4%	29 6%	12 3%
Summary										
Top2Box - Very/quite interested	799 74%	373 71%	426 77% A	206 65%	318 74% C	276 83% CD	63 83% L	167 81% KL	329 72%	240 71%
Low2Box - Not very/at all interested	279 26%	155 29% B	124 23%	111 35% DE	111 26% E	56 17%	13 17%	40 19%	128 28% J	97 29% IJ

Ipsos

MacPhee Identity Theft

How likely are you to buy a paper shredder for your home to destroy sensitive personal or financial documents in the next 12 months?

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1078	157	100	83	384	269	85	309	318	451	318	760
Weighted	1078	150	104*	72*	415	256	82*	317	310	451	304	774
Very likely	73	13	6	2	32	14	5	26	23	24	15	57
	7%	9%	6%	3%	8%	5%	6%	8%	7%	5%	5%	7%
Quite Likely	113	13	19	6	42	23	8	34	29	50	38	75
	10%	9%	18% ADE	9%	10%	9%	10%	11%	9%	11%	12%	10%
Not very likely	226	26	27	15	95	45	19	59	68	99	68	158
	21%	17%	26%	21%	23%	17%	23%	19%	22%	22%	22%	20%
Not at all likely	242	24	12	13	74	100	19	99	67	76	84	158
	22%	16%	12%	18%	18%	39% ABCDF	24% B	31% HI	22%	17%	28% K	20%
I already have one	424	74	39	36	172	74	30	99	122	203	99	325
	39%	49% E	38%	50% E	41% E	29%	37%	31%	39% G	45% G	32%	42% J
Summary												
Top2Box - Very/quite Likely	185	26	26	8	75	37	13	60	52	74	53	132
	17%	18%	25% CE	12%	18%	15%	16%	19%	17%	16%	17%	17%
Low2Box - Not very/at all likely	468	50	39	28	169	144	38	158	136	175	152	316
	43%	33%	38%	39%	41%	56% ABCD	47% A	50% I	44%	39%	50% K	41%

MacPhee Identity Theft

How likely are you to buy a paper shredder for your home to destroy sensitive personal or financial documents in the next 12 months?

_____
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - I/J/K/L
* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	I	J	K	L
Base: Valid respondents	1078	474	604	329	453	296	75	206	459	338
Weighted	1078	528	550	317	429	332	76*	207	458	337
Very likely	73	34	39	20	29	24	10	17	30	16
	7%	6%	7%	6%	7%	7%	13%	8%	7%	5%
							L			
Quite Likely	113	48	65	40	47	26	7	28	47	30
	10%	9%	12%	13%	11%	8%	9%	13%	10%	9%
Not very likely	226	118	108	85	82	60	13	31	92	91
	21%	22%	20%	27%	19%	18%	17%	15%	20%	27%
				DE						JK
Not at all likely	242	132	110	96	104	43	20	47	104	71
	22%	25%	20%	30%	24%	13%	26%	23%	23%	21%
				E	E					
I already have one	424	196	228	77	168	179	27	85	184	128
	39%	37%	41%	24%	39%	54%	35%	41%	40%	38%
						CD				
Summary										
Top2Box - Very/quite Likely	185	82	104	60	75	50	17	45	77	47
	17%	15%	19%	19%	18%	15%	22%	22%	17%	14%
								L		
Low2Box - Not very/at all likely	468	250	219	180	186	102	33	77	196	162
	43%	47%	40%	57%	43%	31%	43%	37%	43%	48%
		B		DE	E					J