

Identity Theft Study

IDENTITY THEFT STUDY

Would you say you are concerned about becoming a victim of identity theft?

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

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1000	138	96	67	385	237	77	236	440	299	471	529
Weighted Base	1000	139	96*	67*	385	237	76*	294	377	308	490	510
Yes	734	105	76	50	292	167	45	207	287	228	348	386
	73%	75%	79%	74%	76%	70%	59%	70%	76%	74%	71%	76%
No	264	33	20	16	93	71	31	86	91	79	142	122
	26%	24%	21%	24%	24%	30%	41% ABCD	29%	24%	26%	29%	24%
Don't know/Refused	2	1	0	1	0	0	0	1	0	1	0	2
	0	1%	-	1% D	-	-	-	0	-	0	-	0

Identity Theft Study

IDENTITY THEFT STUDY

How well informed would you say you are about how to protect yourself against identity theft?

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

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1000	138	96	67	385	237	77	236	440	299	471	529
Weighted Base	1000	139	96*	67*	385	237	76*	294	377	308	490	510
Very well informed	333	57	32	26	141	49	29	86	125	113	167	166
	33%	41%	33%	39%	37%	20%	38%	29%	33%	37%	34%	33%
Somewhat informed	E	E	E	E	E	E	E					
	549	73	53	36	205	141	41	173	202	164	270	279
	55%	53%	55%	54%	53%	59%	54%	59%	54%	53%	55%	55%
Not too well informed	97	7	9	4	32	39	6	32	38	25	45	52
	10%	5%	10%	6%	8%	16%	7%	11%	10%	8%	9%	10%
Not at all informed						ACD						
	19	0	3	1	7	8	0	2	12	5	8	10
	2%	-	3%	2%	2%	3%	-	1%	3%	1%	2%	2%
Don't know/Refused						A						
	3	1	0	0	0	1	0	1	0	1	0	3
	0	1%	-	-	-	1%	-	0	-	0	-	0
TOPBOX & LOWBOX SUMMARY												
Informed (Top2Box)												
	882	131	84	61	346	189	70	259	327	277	437	446
	88%	94%	87%	92%	90%	80%	93%	88%	87%	90%	89%	87%
Not informed (Low2Box)												
	E	E	E	E	E	E	E					
	115	7	12	5	39	47	6	34	50	30	53	62
	12%	5%	13%	8%	10%	20%	7%	12%	13%	10%	11%	12%
						ACDF						

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Please tell me if you have experienced any of the following: 3) Have you, or has someone you know, been a victim of identity theft ?

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

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1000	138	96	67	385	237	77	236	440	299	471	529
Weighted Base	1000	139	96*	67*	385	237	76*	294	377	308	490	510
Yes	279	49	32	16	111	61	10	89	114	72	133	146
	28%	35%	33%	25%	29%	26%	14%	30%	30%	23%	27%	29%
No	719	91	65	50	273	175	65	205	262	235	355	364
	72%	65%	67%	75%	71%	74%	86% ABDE	70%	70%	76%	73%	71%
Don't know/Refused	2	0	0	0	1	1	0	0	1	1	1	1
	0	-	-	-	0	0	-	-	0	0	0	0

## Identity Theft Study

### IDENTITY THEFT STUDY

Please tell us how much you agree or disagree with the following statements: 1) I hear a lot about identity theft but I am not sure what it means?

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

\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1000	138	96	67	385	237	77	236	440	299	471	529
Weighted Base	1000	139	96*	67*	385	237	76*	294	377	308	490	510
Completely agree	113 11%	16 11%	4 4%	6 10%	46 12%	33 14%	9 11%	17 6%	39 10%	53 17%	56 11%	57 11%
Somewhat agree	174 17%	16 12%	13 14%	9 13%	64 17%	61 26%	10 14%	41 14%	61 16%	68 22%	76 15%	98 19%
Somewhat disagree	220 22%	18 13%	21 22%	17 25%	77 20%	62 26%	26 34%	75 25%	72 19%	70 23%	112 23%	108 21%
Completely disagree	484 48%	87 62%	57 59%	34 51%	197 51%	78 33%	31 41%	159 54%	203 54%	110 36%	242 49%	242 47%
Don't know/Refused	9 1%	2 2%	2 2%	1 1%	1 0	4 2%	0 -	1 0	2 0	6 2%	4 1%	5 1%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	287 29%	32 23%	17 18%	15 23%	110 29%	94 39%	19 25%	59 20%	100 26%	121 39%	131 27%	156 31%
Disagree (Low2Box)	704 70%	105 75%	78 81%	50 76%	274 71%	140 59%	57 75%	234 80%	275 73%	180 59%	355 72%	349 68%

Identity Theft Study

IDENTITY THEFT STUDY

Please tell us how much you agree or disagree with the following statements: 2) If I were a victim of identity theft, I would know who to contact and the steps or process involved in restoring my name and credit?

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

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1000	138	96	67	385	237	77	236	440	299	471	529
Weighted Base	1000	139	96*	67*	385	237	76*	294	377	308	490	510
Completely agree	285 28%	46 33%	26 27%	16 24%	99 26%	76 32%	21 28%	82 28%	92 24%	104 34%	149 30%	136 27%
Somewhat agree	335 34%	41 30%	32 33%	29 43%	136 35%	71 30%	26 34%	96 33%	141 38%	90 29%	176 36%	159 31%
Somewhat disagree	187 19%	25 18%	13 14%	11 17%	71 18%	50 21%	16 21%	56 19%	75 20%	54 17%	85 17%	102 20%
Completely disagree	169 17%	21 15%	22 23%	8 12%	71 18%	35 15%	11 14%	59 20%	57 15%	51 17%	71 15%	97 19%
Don't know/Refused	25 2%	6 4%	2 2%	2 3%	8 2%	5 2%	2 3%	1 0	12 3%	10 3%	8 2%	16 3%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	620 62%	87 63%	58 61%	45 67%	235 61%	147 62%	47 62%	178 61%	233 62%	193 63%	325 66%	295 58%
Disagree (Low2Box)	355 36%	46 33%	36 37%	19 29%	142 37%	85 36%	27 35%	115 39%	132 35%	105 34%	156 32%	199 39%

Identity Theft Study

IDENTITY THEFT STUDY

Has your concern changed your behaviour with respect to the following: 1) I bought or use a shredder and shred my personal information, such as monthly account statements, bills, etc.?

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

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Concerned about becoming a victim of identity theft												
Unweighted Base	734	104	77	48	291	168	46	165	334	220	336	398
Weighted Base	734	105*	76*	50*	292	167	45*	207	287	228	348	386
Yes	422	79	47	28	162	79	26	100	162	149	207	215
	57%	75%	61%	57%	56%	47%	59%	48%	56%	65%	60%	56%
No	313	26	30	21	130	88	18	107	125	80	141	172
	43%	25%	39%	43%	44%	53%	41%	52%	44%	35%	40%	44%
				A	A	A		I	I			

Identity Theft Study

IDENTITY THEFT STUDY

Has your concern changed your behaviour with respect to the following: 2) I review my monthly financial statements rather than simply throwing them away?

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

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Concerned about becoming a victim of identity theft												
Unweighted Base	734	104	77	48	291	168	46	165	334	220	336	398
Weighted Base	734	105*	76*	50*	292	167	45*	207	287	228	348	386
Yes	677 92%	99 95%	73 96%	49 98%	273 93%	150 90%	33 74%	190 92%	260 91%	216 95%	321 92%	357 92%
No	55 8%	6 5%	3 4%	1 2%	19 7%	14 8%	12 26% ABCDE	16 8%	26 9%	12 5%	26 7%	30 8%
Don't know/Refused	2 0	0 -	0 -	0 -	0 -	2 1%	0 -	1 1%	1 0	0 -	2 1%	0 -

Identity Theft Study

Has your concern changed your behaviour with respect to the following: 3) I pay more attention to the way merchants handle my credit card and/or debit card when I am shopping?

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

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Concerned about becoming a victim of identity theft												
Unweighted Base	734	104	77	48	291	168	46	165	334	220	336	398
Weighted Base	734	105*	76*	50*	292	167	45*	207	287	228	348	386
Yes	675	94	69	44	273	153	42	184	263	218	315	360
	92%	89%	90%	89%	93%	92%	94%	89%	92%	95%	91%	93%
No	54	10	8	5	17	12	2	23	21	8	29	25
	7%	9%	10%	11%	6%	7%	6%	11%	7%	4%	8%	7%
Don't know/Refused	4	2	0	0	2	1	0	0	3	2	4	1
	1%	1%	-	-	1%	1%	-	-	1%	1%	1%	0



Identity Theft Study

Please tell me whether you do any of the following: 5) Review your credit bureau report or file at least once a year to check errors or unfamiliar activity?

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

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1000	138	96	67	385	237	77	236	440	299	471	529
Weighted Base	1000	139	96*	67*	385	237	76*	294	377	308	490	510
Yes	388	63	36	44	150	60	34	119	135	124	193	195
	39%	46%	38%	67%	39%	25%	45%	40%	36%	40%	39%	38%
No	607	76	58	22	235	175	41	174	240	182	295	313
	61%	54%	60%	33%	61%	74%	54%	59%	64%	59%	60%	61%
Don't know/Refused	4	0	2	0	0	2	1	1	2	2	2	3
	0	-	2%	-	-	1%	1%	0	0	1%	0	1%

## Identity Theft Study

### IDENTITY THEFT STUDY

**What topics are you interested in learning more about to guard against identity theft?**

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

\* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
TOTAL MENTIONS												
Base: All respondents												
Unweighted Base	1000	138	96	67	385	237	77	236	440	299	471	529
	1000	139	96*	67*	385	237	76*	294	377	308	490	510
The steps to take if I become a victim of identity theft	702	88	64	46	282	177	46	201	279	210	315	387
	70%	63%	67%	68%	73% AF	75% AF	60%	68%	74%	68%	64%	76% J
The latest scams being used by criminals to gain personal information	673	88	65	46	267	156	51	201	256	204	307	365
	67%	63%	67%	69%	69%	66%	68%	68%	68%	66%	63%	72% J
My role and responsibility if I am a victim of identity theft	669	76	64	48	269	164	47	195	253	210	309	360
	67%	54%	67%	73% A	70% A	69% A	63%	66%	67%	68%	63%	71% J
How to read and understand a credit bureau report or file	500	63	48	35	205	116	32	137	191	162	231	269
	50%	45%	50%	53%	53%	49%	42%	47%	51%	53%	47%	53%
Not interested in learning more to guard against identity theft	85	14	9	7	34	12	9	30	27	28	60	25
	9%	10%	10%	10%	9%	5%	12% E	10%	7%	9%	12% K	5%
Preventative measures/ how to prevent becoming a victim of identity theft	10	3	1	0	2	3	2	4	4	2	5	5
	1%	2%	1%	-	1%	1%	2%	1%	1%	1%	1%	1%
Other	43	2	3	1	17	17	2	11	11	21	13	30
	4%	2%	3%	1%	5%	7% A	3%	4%	3%	7% H	3%	6% J
Don't know/Refused	16	6	1	0	5	2	2	2	5	7	6	9
	2%	4% DE	1%	-	1%	1%	2%	1%	1%	2%	1%	2%