CMS Consulting
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Detailed tables

MQ1. How many IT security breaches and/or virus attacks, if any, has your company had in the last five years?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1064	662	402	131	582	351	18	112	414	520
Weighted	1000	495	505	287	402	311	16**	103*	400	481
None	526	255	272	155	210	162	13	69	213	231
	53%	51%	54%	54%	52%	52%	84%	67%	53%	48%
								HI		
1	162	69	93	51	53	58	1	12	64	85
	16%	14%	18%	18%	13%	19%	7%	12%	16%	18%
						D				
2	107	54	54	35	45	27	0	13	39	56
	11%	11%	11%	12%	11%	9%	-	12%	10%	12%
3	70	34	36	22	30	18	1	3	31	34
	7%	7%	7%	8%	7%	6%	6%	3%	8%	7%
4	20	16	4	11	6	4	0	0	18	2
	2%	3%	1%	4%	1%	1%	-	-	4%	1%
		B							I	
5 or more	114	68	46	13	58	43	1	5	35	74
	11%	14%	9%	5%	14%	14%	4%	5%	9%	15%
					C	C				GH

MQ2_1. (Your corporate IT infrastructure) In light of the new and innovative means by which criminals seek to infiltrate corporate IT systems, to what extent do you agree that your business is very well-equipped to protect against security attacks against the following?

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1064	662	402	131	582	351	18	112	414	520
Weighted	1000	495	505	287	402	311	16**	103*	400	481
Your corporate IT infrastructure										
Agree strongly	437	218	219	123	178	136	2	54	179	202
	44%	44%	43%	43%	44%	44%	12%	52%	45%	42%
Agree somewhat	420	211	209	109	172	139	9	36	179	196
	42%	43%	41%	38%	43%	45%	55%	35%	45%	41%
Disagree somewhat	110	52	58	32	46	32	2	9	33	66
	11%	10%	12%	11%	11%	10%	15%	9%	8%	14% H
Disagree strongly	34	15	19	23	6	4	3	4	10	17
	3%	3%	4%	8% DE	2%	1%	19%	4%	2%	3%
Summary										
Top2Box - Agree	856	428	428	231	350	275	11	90	358	398
	86%	87%	85%	81%	87%	88%	66%	87%	89%	83% I
Low2Box - Disagree	144	67	77	55	52	36	5	13	42	83
	14%	13%	15%	19%	13%	12%	34%	13%	11%	17% H

MQ2_2. (Your wireless network) In light of the new and innovative means by which criminals seek to infiltrate corporate IT systems, to what extent do you agree that your business is very well-equipped to protect against security attacks against the following?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1064	662	402	131	582	351	18	112	414	520
Weighted	1000	495	505	287	402	311	16**	103*	400	481
Your wireless network										
Agree strongly	300	141	159	87	124	89	3	41	113	144
	30%	28%	32%	30%	31%	29%	21%	39% H	28%	30%
Agree somewhat	503	252	250	142	199	161	8	42	225	228
	50%	51%	50%	50%	49%	52%	49%	41%	56% GI	47%
Disagree somewhat	150	76	74	33	67	51	2	13	50	84
	15%	15%	15%	11%	17%	16%	15%	13%	13%	18%
Disagree strongly	47	26	21	24	13	10	2	7	13	25
	5%	5%	4%	9% DE	3%	3%	15%	6%	3%	5%
Summary										
Top2Box - Agree	803	393	410	229	323	251	11	83	337	371
	80%	79%	81%	80%	80%	81%	69%	81%	84% I	77%
Low2Box - Disagree	197	102	95	57	79	61	5	20	63	110
	20%	21%	19%	20%	20%	19%	31%	19%	16%	23% H

MQ2_3. (Your desktop applications) In light of the new and innovative means by which criminals seek to infiltrate corporate IT systems, to what extent do you agree that your business is very well-equipped to protect against security attacks against the following?

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1064	662	402	131	582	351	18	112	414	520
Weighted	1000	495	505	287	402	311	16**	103*	400	481
Your desktop applications										
Agree strongly	443	220	223	139	174	130	4	53	178	208
	44%	44%	44%	48%	43%	42%	23%	51%	45%	43%
Agree somewhat	426	211	215	105	173	148	7	35	185	200
	43%	43%	43%	37%	43%	48%	43%	34%	46%	42%
						C			G	
Disagree somewhat	101	45	55	24	50	26	1	11	29	59
	10%	9%	11%	9%	12%	8%	7%	11%	7%	12%
										H
Disagree strongly	30	19	12	19	5	7	4	4	8	13
	3%	4%	2%	7%	1%	2%	27%	4%	2%	3%
				D						
Summary										
Top2Box - Agree	869	431	438	243	347	279	11	87	363	408
	87%	87%	87%	85%	86%	89%	66%	85%	91%	85%
									I	
Low2Box - Disagree	131	64	67	43	55	33	5	15	38	73
	13%	13%	13%	15%	14%	11%	34%	15%	9%	15%
										H

MQ2_4. (Mobile devices (laptops, blackberries, etc)) In light of the new and innovative means by which criminals seek to infiltrate corporate IT systems, to what extent do you agree that your business is very well-equipped to protect against security attacks against the following?

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1064	662	402	131	582	351	18	112	414	520
Weighted	1000	495	505	287	402	311	16**	103*	400	481
Mobile devices (laptops, blackberries, etc)										
Agree strongly	277 28%	134 27%	143 28%	90 31%	111 28%	76 25%	2 15%	35 34%	105 26%	134 28%
Agree somewhat	497 50%	243 49%	253 50%	126 44%	202 50%	169 54%	8 51%	51 49%	215 54%	222 46%
Disagree somewhat	183 18%	91 18%	92 18%	47 17%	79 20%	57 18%	1 4%	11 11%	67 17%	104 22% G
Disagree strongly	43 4%	26 5%	17 3%	24 8% DE	10 2%	9 3%	5 30%	5 5%	12 3%	21 4%
Summary										
Top2Box - Agree	774 77%	378 76%	396 78%	215 75%	314 78%	245 79%	11 66%	86 84%	321 80%	357 74%
Low2Box - Disagree	226 23%	117 24%	109 22%	71 25%	88 22%	66 21%	5 34%	17 16%	79 20%	125 26%

MQ2. (Top2box Summary) In light of the new and innovative means by which criminals seek to infiltrate corporate IT systems, to what extent do you agree that your business is very well-equipped to protect against security attacks against the following?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1064	662	402	131	582	351	18	112	414	520
Weighted	1000	495	505	287	402	311	16**	103*	400	481
Your corporate IT infrastructure	856	428	428	231	350	275	11	90	358	398
	86%	87%	85%	81%	87%	88%	66%	87%	89%	83%
									I	
Your wireless network	803	393	410	229	323	251	11	83	337	371
	80%	79%	81%	80%	80%	81%	69%	81%	84%	77%
									I	
Your desktop applications	869	431	438	243	347	279	11	87	363	408
	87%	87%	87%	85%	86%	89%	66%	85%	91%	85%
									I	
Mobile devices (laptops, blackberries, etc)	774	378	396	215	314	245	11	86	321	357
	77%	76%	78%	75%	78%	79%	66%	84%	80%	74%

MQ2. (Low2box Summary) In light of the new and innovative means by which criminals seek to infiltrate corporate IT systems, to what extent do you agree that your business is very well-equipped to protect against security attacks against the following?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1064	662	402	131	582	351	18	112	414	520
Weighted	1000	495	505	287	402	311	16**	103*	400	481
Your corporate IT infrastructure	144 14%	67 13%	77 15%	55 19%	52 13%	36 12%	5 34%	13 13%	42 11%	83 17% H
Your wireless network	197 20%	102 21%	95 19%	57 20%	79 20%	61 19%	5 31%	20 19%	63 16%	110 23% H
Your desktop applications	131 13%	64 13%	67 13%	43 15%	55 14%	33 11%	5 34%	15 15%	38 9%	73 15% H
Mobile devices (laptops, blackberries, etc)	226 23%	117 24%	109 22%	71 25%	88 22%	66 21%	5 34%	17 16%	79 20%	125 26%

MQ3_1. (My IT staff has the advanced knowledge and skills required to defend against new and innovative security threats) To what extent would you agree with the following statements?

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1064	662	402	131	582	351	18	112	414	520
Weighted	1000	495	505	287	402	311	16**	103*	400	481
My IT staff has the advanced knowledge and skills required to defend against new and innovative security threats										
Agree strongly	328	153	175	82	135	110	6	35	126	161
	33%	31%	35%	29%	34%	35%	38%	34%	31%	34%
Agree somewhat	446	234	211	130	179	137	4	46	183	213
	45%	47%	42%	45%	45%	44%	25%	45%	46%	44%
Disagree somewhat	165	85	80	45	72	48	4	14	66	82
	16%	17%	16%	16%	18%	15%	22%	13%	16%	17%
Disagree strongly	61	23	38	29	15	17	2	8	25	25
	6%	5%	8%	10%	4%	6%	15%	8%	6%	5%
				D						
Summary										
Top2Box - Agree	774	387	387	213	315	247	10	81	309	374
	77%	78%	77%	74%	78%	79%	63%	79%	77%	78%
Low2Box - Disagree	226	108	118	74	87	65	6	22	91	107
	23%	22%	23%	26%	22%	21%	37%	21%	23%	22%

MQ3_2. (I think that my IT staff could benefit from a security training session) To what extent would you agree with the following statements?

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1064	662	402	131	582	351	18	112	414	520
Weighted	1000	495	505	287	402	311	16**	103*	400	481
I think that my IT staff could benefit from a security training session										
Agree strongly	182	80	102	57	75	50	3	19	75	85
	18%	16%	20%	20%	19%	16%	18%	18%	19%	18%
Agree somewhat	490	261	229	138	187	165	7	47	202	234
	49%	53%	45%	48%	46%	53%	45%	46%	50%	49%
Disagree somewhat	239	111	128	60	106	73	4	24	86	124
	24%	22%	25%	21%	26%	23%	27%	24%	21%	26%
Disagree strongly	90	44	46	31	35	24	2	13	38	38
	9%	9%	9%	11%	9%	8%	10%	12%	9%	8%
Summary										
Top2Box - Agree	672	340	331	195	262	214	10	66	276	319
	67%	69%	66%	68%	65%	69%	63%	64%	69%	66%
Low2Box - Disagree	328	155	174	91	140	97	6	37	124	162
	33%	31%	34%	32%	35%	31%	37%	36%	31%	34%

MQ3_3. (When shopping for IT infrastructure solutions and services, security expertise is an important factor in my decision to purchase a particular product) To what extent would you agree with the following statements?

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1064	662	402	131	582	351	18	112	414	520
Weighted	1000	495	505	287	402	311	16**	103*	400	481
When shopping for IT infrastructure solutions and services, security expertise is an important factor in my decision to purchase a particular product										
Agree strongly	375	162	213	83	148	144	7	37	147	185
	38%	33%	42%	29%	37%	46%	42%	36%	37%	38%
			A			CD				
Agree somewhat	478	261	217	144	194	139	5	43	190	240
	48%	53%	43%	50%	48%	45%	30%	42%	47%	50%
		B								
Disagree somewhat	113	57	56	43	48	21	4	17	41	52
	11%	11%	11%	15%	12%	7%	25%	16%	10%	11%
				E	E					
Disagree strongly	34	15	19	16	11	7	1	6	22	5
	3%	3%	4%	6%	3%	2%	3%	6%	6%	1%
								I		I
Summary										
Top2Box - Agree	853	423	430	227	343	283	11	80	337	425
	85%	85%	85%	79%	85%	91%	72%	78%	84%	88%
						CD				G
Low2Box - Disagree	147	72	75	59	59	28	5	23	63	56
	15%	15%	15%	21%	15%	9%	28%	22%	16%	12%
				E	E					I

MQ3_4. (Securing my IT network and corporate infrastructure is one of my businesses' most important priorities) To what extent would you agree with the following statements?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1064	662	402	131	582	351	18	112	414	520
Weighted	1000	495	505	287	402	311	16**	103*	400	481
Securing my IT network and corporate infrastructure is one of my businesses' most important priorities										
Agree strongly	357	156	201	81	146	130	4	31	147	174
	36%	31%	40%	28%	36%	42%	27%	31%	37%	36%
			A			C				
Agree somewhat	407	211	196	120	168	120	6	38	165	198
	41%	43%	39%	42%	42%	38%	39%	37%	41%	41%
Disagree somewhat	179	104	75	57	72	51	3	27	57	93
	18%	21%	15%	20%	18%	16%	18%	26%	14%	19%
		B							H	
Disagree strongly	57	24	33	29	17	11	2	6	32	16
	6%	5%	6%	10%	4%	3%	15%	6%	8%	3%
				DE						I
Summary										
Top2Box - Agree	764	367	397	201	314	250	11	70	312	372
	76%	74%	79%	70%	78%	80%	67%	68%	78%	77%
						C				
Low2Box - Disagree	236	128	108	86	88	62	5	33	88	109
	24%	26%	21%	30%	22%	20%	33%	32%	22%	23%
				E						

MQ3. (Top2box Summary) To what extent would you agree with the following statements?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1064	662	402	131	582	351	18	112	414	520
Weighted	1000	495	505	287	402	311	16**	103*	400	481
My IT staff has the advanced knowledge and skills required to defend against new and innovative security threats	774	387	387	213	315	247	10	81	309	374
	77%	78%	77%	74%	78%	79%	63%	79%	77%	78%
I think that my IT staff could benefit from a security training session	672	340	331	195	262	214	10	66	276	319
	67%	69%	66%	68%	65%	69%	63%	64%	69%	66%
When shopping for IT infrastructure solutions and services, security expertise is an important factor in my decision to purchase a particular product	853	423	430	227	343	283	11	80	337	425
	85%	85%	85%	79%	85%	91% CD	72%	78%	84%	88% G
Securing my IT network and corporate infrastructure is one of my businesses' most important priorities	764	367	397	201	314	250	11	70	312	372
	76%	74%	79%	70%	78%	80% C	67%	68%	78%	77%

MQ3. (Low2box Summary) To what extent would you agree with the following statements?

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1064	662	402	131	582	351	18	112	414	520
Weighted	1000	495	505	287	402	311	16**	103*	400	481
My IT staff has the advanced knowledge and skills required to defend against new and innovative security threats	226	108	118	74	87	65	6	22	91	107
	23%	22%	23%	26%	22%	21%	37%	21%	23%	22%
I think that my IT staff could benefit from a security training session	328	155	174	91	140	97	6	37	124	162
	33%	31%	34%	32%	35%	31%	37%	36%	31%	34%
When shopping for IT infrastructure solutions and services, security expertise is an important factor in my decision to purchase a particular product	147	72	75	59	59	28	5	23	63	56
	15%	15%	15%	21% E	15% E	9%	28% I	22%	16%	12%
Securing my IT network and corporate infrastructure is one of my businesses' most important priorities	236	128	108	86	88	62	5	33	88	109
	24%	26%	21%	30% E	22%	20%	33%	32%	22%	23%

CMS Consulting

MQ4_1. (IT infrastructure) On a scale of 1 to 5, how important is it that a Canadian security conference present the following content, with 1 being Not very important and 5 being extremely important?

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1064	662	402	131	582	351	18	112	414	520
Weighted	1000	495	505	287	402	311	16**	103*	400	481
IT infrastructure										
Extremely important - 5	311	134	177	81	124	105	3	29	134	144
	31%	27%	35%	28%	31%	34%	20%	28%	34%	30%
			A							
4	304	157	148	68	135	101	5	35	125	139
	30%	32%	29%	24%	34%	33%	34%	34%	31%	29%
					C					
3	305	154	151	109	112	84	2	33	114	157
	31%	31%	30%	38%	28%	27%	10%	32%	29%	33%
				DE						
2	47	29	18	15	21	11	4	1	18	23
	5%	6%	4%	5%	5%	3%	27%	1%	4%	5%
Not very important - 1	34	22	12	14	10	9	2	5	9	18
	3%	4%	2%	5%	3%	3%	9%	4%	2%	4%
Summary										
Top2Box - Important	615	290	325	149	259	207	9	64	259	283
	61%	59%	64%	52%	64%	66%	54%	62%	65%	59%
					C	C				
Low2Box - Not important	80	51	29	29	31	20	6	6	27	41
	8%	10%	6%	10%	8%	6%	37%	6%	7%	9%
		B								
Mean	3.8	3.7	3.9	3.7	3.8	3.9	3.3	3.8	3.9	3.8
			A			C				
Standard Deviation	1.0	1.1	1.0	1.1	1.0	1.0	1.4	1.0	1.0	1.1
Standard Error	0	0	0	0.1	0	0.1	0.3	0.1	0	0
Median	3.4	3.3	3.5	3.1	3.4	3.5	3.1	3.4	3.5	3.3

MQ4_2. (Incident response) On a scale of 1 to 5, how important is it that a Canadian security conference present the following content, with 1 being Not very important and 5 being extremely important?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1064	662	402	131	582	351	18	112	414	520
Weighted	1000	495	505	287	402	311	16**	103*	400	481
Incident response										
Extremely important - 5	317	141	175	87	123	107	4	30	133	149
	32%	29%	35%	30%	31%	34%	27%	29%	33%	31%
4	309	153	156	81	135	94	9	20	127	152
	31%	31%	31%	28%	34%	30%	58%	20%	32%	32%
									G	G
3	296	148	148	93	112	90	2	42	109	143
	30%	30%	29%	33%	28%	29%	10%	41%	27%	30%
								HI		
2	54	35	19	18	23	13	0	5	22	26
	5%	7%	4%	6%	6%	4%	-	5%	6%	5%
Not very important - 1	24	17	7	9	8	7	1	5	8	10
	2%	3%	1%	3%	2%	2%	6%	4%	2%	2%
Summary										
Top2Box - Important	626	295	331	167	258	201	13	50	260	302
	63%	60%	66%	58%	64%	64%	84%	49%	65%	63%
									G	G
Low2Box - Not important	78	52	26	26	32	20	1	10	30	37
	8%	11%	5%	9%	8%	6%	6%	10%	8%	8%
		B								
Mean	3.8	3.7	3.9	3.8	3.8	3.9	4.0	3.6	3.9	3.8
			A							
Standard Deviation	1.0	1.1	1.0	1.0	1.0	1.0	1.0	1.1	1.0	1.0
Standard Error	0	0	0	0.1	0	0.1	0.2	0.1	0	0
Median	3.4	3.3	3.5	3.3	3.4	3.5	3.6	3.0	3.5	3.4

MQ4_3. (Application security) On a scale of 1 to 5, how important is it that a Canadian security conference present the following content, with 1 being Not very important and 5 being extremely important?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1064	662	402	131	582	351	18	112	414	520
Weighted	1000	495	505	287	402	311	16**	103*	400	481
Application security										
Extremely important - 5	347	151	196	93	131	123	6	34	149	158
	35%	31%	39%	33%	33%	39%	38%	33%	37%	33%
			A							
4	335	165	169	85	142	107	5	36	122	171
	33%	33%	34%	30%	35%	34%	34%	35%	30%	36%
3	249	134	115	81	100	68	3	25	106	115
	25%	27%	23%	28%	25%	22%	22%	25%	26%	24%
2	40	27	13	13	19	8	1	3	10	27
	4%	6%	3%	4%	5%	3%	3%	3%	2%	6%
		B								
Not very important - 1	29	17	12	14	9	6	1	5	13	10
	3%	3%	2%	5%	2%	2%	4%	4%	3%	2%
Summary										
Top2Box - Important	682	316	365	179	273	229	11	70	271	329
	68%	64%	72%	62%	68%	74%	72%	68%	68%	68%
			A			C				
Low2Box - Not important	69	44	25	27	28	14	1	8	23	37
	7%	9%	5%	9%	7%	4%	7%	7%	6%	8%
		B								
Mean	3.9	3.8	4.0	3.8	3.9	4.1	4.0	3.9	4.0	3.9
			A			CD				
Standard Deviation	1.0	1.0	1.0	1.1	1.0	0.9	1.1	1.0	1.0	1.0
Standard Error	0	0	0	0.1	0	0.1	0.2	0.1	0.1	0
Median	3.5	3.4	3.7	3.4	3.5	3.7	3.6	3.5	3.6	3.5

MQ4_4. (Wireless security) On a scale of 1 to 5, how important is it that a Canadian security conference present the following content, with 1 being Not very important and 5 being extremely important?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1064	662	402	131	582	351	18	112	414	520
Weighted	1000	495	505	287	402	311	16**	103*	400	481
Wireless security										
Extremely important - 5	413	176	237	120	154	140	5	36	187	185
	41%	36%	47%	42%	38%	45%	33%	35%	47%	38%
			A						I	
4	301	149	152	66	139	96	7	37	107	150
	30%	30%	30%	23%	35%	31%	42%	36%	27%	31%
					C					
3	218	123	94	73	86	59	3	25	81	108
	22%	25%	19%	25%	21%	19%	22%	24%	20%	22%
		B								
2	35	23	12	11	14	10	0	0	13	21
	4%	5%	2%	4%	3%	3%	-	0	3%	4%
Not very important - 1	33	23	9	17	9	7	1	5	11	17
	3%	5%	2%	6%	2%	2%	4%	4%	3%	4%
		B								
Summary										
Top2Box - Important	715	325	389	186	293	236	12	73	295	335
	71%	66%	77%	65%	73%	76%	75%	71%	74%	70%
			A			C				
Low2Box - Not important	68	46	21	28	23	17	1	5	24	38
	7%	9%	4%	10%	6%	5%	4%	5%	6%	8%
		B								
Mean	4.0	3.9	4.2	3.9	4.0	4.1	4.0	4.0	4.1	4.0
			A							
Standard Deviation	1.0	1.1	0.9	1.2	1.0	1.0	1.0	1.0	1.0	1.0
Standard Error	0	0	0	0.1	0	0.1	0.2	0.1	0.1	0
Median	3.7	3.5	3.9	3.6	3.7	3.8	3.6	3.6	3.9	3.6

Detailed tables

MQ4_5. (Physical security) On a scale of 1 to 5, how important is it that a Canadian security conference present the following content, with 1 being Not very important and 5 being extremely important?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1064	662	402	131	582	351	18	112	414	520
Weighted	1000	495	505	287	402	311	16**	103*	400	481
Physical security										
Extremely important - 5	297	123	174	72	120	106	3	35	138	122
	30%	25%	35%	25%	30%	34%	17%	34%	35%	25%
			A						I	
4	313	154	160	92	129	92	9	26	134	144
	31%	31%	32%	32%	32%	30%	58%	25%	34%	30%
3	291	151	140	90	116	84	2	34	100	156
	29%	30%	28%	32%	29%	27%	10%	33%	25%	32%
										H
2	62	40	22	18	23	21	0	3	17	41
	6%	8%	4%	6%	6%	7%	-	3%	4%	9%
		B								H
Not very important - 1	36	27	9	15	14	8	2	5	10	18
	4%	6%	2%	5%	3%	3%	15%	5%	3%	4%
		B								
Summary										
Top2Box - Important	611	277	334	164	249	198	12	61	272	266
	61%	56%	66%	57%	62%	64%	75%	59%	68%	55%
			A						I	
Low2Box - Not important	98	67	31	32	37	29	2	9	28	60
	10%	14%	6%	11%	9%	9%	15%	8%	7%	12%
		B								H
Mean	3.8	3.6	3.9	3.7	3.8	3.9	3.6	3.8	3.9	3.6
			A						I	
Standard Deviation	1.1	1.1	1.0	1.1	1.0	1.1	1.3	1.1	1.0	1.1
Standard Error	0	0	0	0.1	0	0.1	0.3	0.1	0	0
Median	3.4	3.2	3.5	3.2	3.4	3.5	3.4	3.4	3.5	3.2

MQ4_6. (Compliance) On a scale of 1 to 5, how important is it that a Canadian security conference present the following content, with 1 being Not very important and 5 being extremely important?

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1064	662	402	131	582	351	18	112	414	520
Weighted	1000	495	505	287	402	311	16**	103*	400	481
Compliance										
Extremely important - 5	278	125	153	68	109	101	3	30	129	116
	28%	25%	30%	24%	27%	32%	20%	29%	32%	24%
									I	
4	348	164	185	98	139	111	8	34	127	179
	35%	33%	37%	34%	34%	36%	53%	33%	32%	37%
3	282	150	132	89	119	74	3	31	112	136
	28%	30%	26%	31%	30%	24%	21%	30%	28%	28%
2	57	32	24	20	22	15	0	3	23	31
	6%	7%	5%	7%	5%	5%	-	3%	6%	7%
Not very important - 1	35	23	11	11	13	10	1	5	10	18
	3%	5%	2%	4%	3%	3%	6%	5%	3%	4%
Summary										
Top2Box - Important	626	289	338	166	248	212	12	64	255	295
	63%	58%	67%	58%	62%	68%	73%	62%	64%	61%
			A							
Low2Box - Not important	92	56	36	31	35	25	1	8	33	50
	9%	11%	7%	11%	9%	8%	6%	8%	8%	10%
Mean	3.8	3.7	3.9	3.7	3.8	3.9	3.8	3.8	3.9	3.7
			A							
Standard Deviation	1.0	1.1	1.0	1.0	1.0	1.0	1.0	1.1	1.0	1.0
Standard Error	0	0	0	0.1	0	0.1	0.2	0.1	0.1	0
Median	3.4	3.3	3.5	3.2	3.3	3.5	3.4	3.4	3.4	3.3

MQ4. (Top2box Summary) On a scale of 1 to 5, how important is it that a Canadian security conference present the following content, with 1 being Not very important and 5 being extremely important?

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1064	662	402	131	582	351	18	112	414	520
Weighted	1000	495	505	287	402	311	16**	103*	400	481
IT infrastructure	615	290	325	149	259	207	9	64	259	283
	61%	59%	64%	52%	64% C	66% C	54%	62%	65%	59%
Incident response	626	295	331	167	258	201	13	50	260	302
	63%	60%	66%	58%	64%	64%	84%	49%	65% G	63% G
Application security	682	316	365	179	273	229	11	70	271	329
	68%	64%	72% A	62%	68%	74% C	72%	68%	68%	68%
Wireless security	715	325	389	186	293	236	12	73	295	335
	71%	66%	77% A	65%	73%	76% C	75%	71%	74%	70%
Physical security	611	277	334	164	249	198	12	61	272	266
	61%	56%	66% A	57%	62%	64%	75%	59%	68% I	55%
Compliance	626	289	338	166	248	212	12	64	255	295
	63%	58%	67% A	58%	62%	68%	73%	62%	64%	61%

Detailed tables

MQ4. (Low2box Summary) On a scale of 1 to 5, how important is it that a Canadian security conference present the following content, with 1 being Not very important and 5 being extremely important?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1064	662	402	131	582	351	18	112	414	520
Weighted	1000	495	505	287	402	311	16**	103*	400	481
IT infrastructure	80	51	29	29	31	20	6	6	27	41
	8%	10% B	6%	10%	8%	6%	37%	6%	7%	9%
Incident response	78	52	26	26	32	20	1	10	30	37
	8%	11% B	5%	9%	8%	6%	6%	10%	8%	8%
Application security	69	44	25	27	28	14	1	8	23	37
	7%	9% B	5%	9%	7%	4%	7%	7%	6%	8%
Wireless security	68	46	21	28	23	17	1	5	24	38
	7%	9% B	4%	10%	6%	5%	4%	5%	6%	8%
Physical security	98	67	31	32	37	29	2	9	28	60
	10%	14% B	6%	11%	9%	9%	15%	8%	7%	12% H
Compliance	92	56	36	31	35	25	1	8	33	50
	9%	11%	7%	11%	9%	8%	6%	8%	8%	10%

Detailed tables

MQ4. (Mean Summary) On a scale of 1 to 5, how important is it that a Canadian security conference present the following content, with 1 being Not very important and 5 being extremely important?

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1064	662	402	131	582	351	18	112	414	520
Weighted	1000	495	505	287	402	311	16**	103*	400	481
IT infrastructure	3.8	3.7	3.9 A	3.7	3.8	3.9 C	3.3	3.8	3.9	3.8
Incident response	3.8	3.7	3.9 A	3.8	3.8	3.9	4.0	3.6	3.9	3.8
Application security	3.9	3.8	4.0 A	3.8	3.9	4.1 CD	4.0	3.9	4.0	3.9
Wireless security	4.0	3.9	4.2 A	3.9	4.0	4.1	4.0	4.0	4.1	4.0
Physical security	3.8	3.6	3.9 A	3.7	3.8	3.9	3.6	3.8	3.9 I	3.6
Compliance	3.8	3.7	3.9 A	3.7	3.8	3.9	3.8	3.8	3.9	3.7