

CMS Consulting

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents												
	1064	145	115	64	459	220	61	20	169	875	400	664
Weighted	1000	141	97*	67*	389	240	66**	28**	196*	775	354	646
None												
	526 53%	79 56%	54 55%	37 55%	204 52%	125 52%	28 43%	15 52%	122 62%	390 50%	193 54%	334 52%
1												
	162 16%	14 10%	12 12%	12 18%	70 18%	43 18%	11 16%	8 26%	28 14%	127 16%	42 12%	120 19%
2												
	107 11%	22 16%	11 11%	4 5%	41 11%	24 10%	5 8%	4 16%	17 9%	86 11%	38 11%	69 11%
3												
	70 7%	14 10%	10 10%	5 8%	19 5%	18 7%	4 6%	2 6%	10 5%	58 8%	30 8%	40 6%
4												
	20 2%	1 0	0 -	0 -	7 2%	2 1%	12 18%	0 -	12 6%	9 1%	4 1%	16 2%
5 or more												
	114 11%	11 8%	10 11%	9 14%	49 13%	29 12%	6 8%	0 -	9 4%	106 14% H	47 13%	67 10%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents	1064	145	115	64	459	220	61	20	169	875	400	664
Weighted	1000	141	97*	67*	389	240	66**	28**	196*	775	354	646
Your corporate IT infrastructure												
Agree strongly	437 44%	64 45%	42 43%	33 49%	177 46%	84 35%	37 56%	16 56%	78 40%	343 44%	152 43%	285 44%
Agree somewhat	420 42%	63 44%	46 48%	26 38%	158 41%	106 44%	21 32%	10 34%	83 42%	327 42%	142 40%	278 43%
Disagree somewhat	110 11%	14 10%	7 7%	6 9%	35 9%	40 17%	7 11%	3 10%	26 13%	81 10%	49 14%	61 10%
Disagree strongly	34 3%	1 0	2 2%	3 4%	18 5%	10 4%	0 -	0 -	9 4%	25 3%	11 3%	22 3%
Summary												
Top2Box - Agree	856 86%	126 90%	88 91%	58 87%	335 86%	190 79%	59 89%	26 90%	161 82%	670 86%	294 83%	562 87%
Low2Box - Disagree	144 14%	15 10%	9 9%	9 13%	54 14%	50 21%	7 11%	3 10%	35 18%	106 14%	60 17%	84 13%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents	1064	145	115	64	459	220	61	20	169	875	400	664
Weighted	1000	141	97*	67*	389	240	66**	28**	196*	775	354	646
Your wireless network												
Agree strongly	300 30%	44 31%	27 28%	23 35%	131 34% E	60 25%	16 24%	13 45%	51 26%	236 30%	110 31%	190 29%
Agree somewhat	503 50%	71 50%	56 57%	28 41%	191 49%	119 50%	38 57%	10 34%	96 49%	397 51%	179 50%	324 50%
Disagree somewhat	150 15%	21 15%	13 14%	13 19%	42 11%	51 21% D	10 15%	6 21%	41 21%	103 13%	50 14%	101 16%
Disagree strongly	47 5%	5 4%	2 2%	3 4%	24 6%	10 4%	2 4%	0 -	8 4%	39 5%	15 4%	32 5%
Summary												
Top2Box - Agree	803 80%	115 81%	83 85%	51 76%	322 83% E	179 74%	53 81%	22 79%	147 75%	633 82%	289 82%	514 80%
Low2Box - Disagree	197 20%	26 19%	15 15%	16 24%	67 17%	61 26% D	12 19%	6 21%	49 25%	143 18%	65 18%	132 20%

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 - J/K

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents	1064	145	115	64	459	220	61	20	169	875	400	664
Weighted	1000	141	97*	67*	389	240	66**	28**	196*	775	354	646
Your desktop applications												
Agree strongly	443 44%	70 50% E	47 48% E	35 53% E	179 46% E	74 31%	37 56%	18 63%	81 41%	344 44%	162 46%	281 44%
Agree somewhat	426 43%	56 40%	42 43%	22 32%	171 44%	115 48%	21 31%	8 28%	83 42%	335 43%	143 40%	283 44%
Disagree somewhat	101 10%	12 8%	7 7%	7 11%	29 7%	40 17% AD	6 9%	3 10%	25 13%	74 9%	40 11%	61 9%
Disagree strongly	30 3%	4 3%	2 2%	3 4%	10 3%	11 4%	2 3%	0 -	8 4%	22 3%	9 3%	21 3%
Summary												
Top2Box - Agree	869 87%	126 89% E	89 91% E	57 85%	350 90% E	189 79%	58 88%	26 90%	164 83%	680 88%	304 86%	565 87%
Low2Box - Disagree	131 13%	15 11%	8 9%	10 15%	39 10%	51 21% ABD	8 12%	3 10%	32 17%	96 12%	50 14%	81 13%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents	1064	145	115	64	459	220	61	20	169	875	400	664
Weighted	1000	141	97*	67*	389	240	66**	28**	196*	775	354	646
Mobile devices (laptops, blackberries, etc)												
Agree strongly	277 28%	40 29%	25 26%	25 37% E	120 31% E	53 22%	14 22%	15 54%	46 24%	216 28%	103 29%	174 27%
Agree somewhat	497 50%	78 56%	54 55%	28 42%	186 48%	111 46%	39 59%	9 32%	100 51%	387 50%	170 48%	326 51%
Disagree somewhat	183 18%	18 13%	15 16%	11 17%	63 16%	65 27% AD	10 16%	4 14%	40 20%	139 18%	68 19%	115 18%
Disagree strongly	43 4%	4 3%	3 3%	3 4%	20 5%	10 4%	2 4%	0 -	10 5%	33 4%	13 4%	30 5%
Summary												
Top2Box - Agree	774 77%	119 84% E	79 81%	53 79%	306 79% E	164 69%	53 81%	24 86%	147 75%	603 78%	273 77%	501 77%
Low2Box - Disagree	226 23%	22 16%	18 19%	14 21%	83 21%	75 31% AD	13 19%	4 14%	49 25%	173 22%	81 23%	145 23%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents	1064	145	115	64	459	220	61	20	169	875	400	664
Weighted	1000	141	97*	67*	389	240	66**	28**	196*	775	354	646
Your corporate IT infrastructure	856 86%	126 90% E	88 91% E	58 87% E	335 86% E	190 79% E	59 89% E	26 90% E	161 82% E	670 86% E	294 83% E	562 87% E
Your wireless network	803 80%	115 81%	83 85%	51 76%	322 83%	179 74%	53 81%	22 79%	147 75%	633 82%	289 82%	514 80%
Your desktop applications	869 87%	126 89% E	89 91% E	57 85% E	350 90% E	189 79% E	58 88% E	26 90% E	164 83% E	680 88% E	304 86% E	565 87% E
Mobile devices (laptops, blackberries, etc)	774 77%	119 84% E	79 81% E	53 79% E	306 79% E	164 69% E	53 81% E	24 86% E	147 75% E	603 78% E	273 77% E	501 77% E

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents	1064	145	115	64	459	220	61	20	169	875	400	664
Weighted	1000	141	97*	67*	389	240	66**	28**	196*	775	354	646
Your corporate IT infrastructure	144 14%	15 10%	9 9%	9 13%	54 14%	50 21% ABD	7 11%	3 10%	35 18%	106 14%	60 17%	84 13%
Your wireless network	197 20%	26 19%	15 15%	16 24%	67 17%	61 26% D	12 19%	6 21%	49 25%	143 18%	65 18%	132 20%
Your desktop applications	131 13%	15 11%	8 9%	10 15%	39 10%	51 21% ABD	8 12%	3 10%	32 17%	96 12%	50 14%	81 13%
Mobile devices (laptops, blackberries, etc)	226 23%	22 16%	18 19%	14 21%	83 21%	75 31% AD	13 19%	4 14%	49 25%	173 22%	81 23%	145 23%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents	1064	145	115	64	459	220	61	20	169	875	400	664
Weighted	1000	141	97*	67*	389	240	66**	28**	196*	775	354	646
My IT staff has the advanced knowledge and skills required to defend against new and innovative security threats												
Agree strongly	328 33%	48 34%	25 26%	22 33%	148 38%	70 29%	14 22%	11 38%	53 27%	264 34%	112 32%	215 33%
Agree somewhat	446 45%	57 40%	51 53%	28 42%	165 42%	107 45%	38 57%	15 53%	89 45%	342 44%	151 43%	294 46%
Disagree somewhat	165 16%	28 20%	15 15%	10 14%	57 15%	48 20%	8 13%	3 9%	38 19%	125 16%	61 17%	104 16%
Disagree strongly	61 6%	8 6%	6 6%	8 11%	19 5%	15 6%	5 8%	0 -	17 9%	44 6%	29 8%	32 5%
Summary												
Top2Box - Agree	774 77%	105 75%	77 79%	50 74%	313 80%	177 74%	52 79%	26 91%	142 72%	606 78%	264 75%	510 79%
Low2Box - Disagree	226 23%	36 25%	21 21%	17 26%	76 20%	63 26%	14 21%	3 9%	55 28%	169 22%	90 25%	136 21%

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 - J/K
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents	1064	145	115	64	459	220	61	20	169	875	400	664
Weighted	1000	141	97*	67*	389	240	66**	28**	196*	775	354	646
I think that my IT staff could benefit from a security training session												
Agree strongly	182 18%	34 24% C	16 17%	5 7%	81 21% C	36 15%	10 15%	9 31%	38 19%	135 17%	69 20%	113 17%
Agree somewhat	490 49%	61 44%	47 49%	29 44%	183 47%	125 52%	43 65%	15 51%	97 49%	378 49%	164 46%	326 50%
Disagree somewhat	239 24%	39 27%	28 29%	18 27%	90 23%	53 22%	11 16%	5 18%	45 23%	189 24%	82 23%	156 24%
Disagree strongly	90 9%	7 5%	6 6%	15 22% ABDE	35 9%	26 11%	2 3%	0 -	16 8%	73 9%	39 11%	51 8%
Summary												
Top2Box - Agree	672 67%	95 68% C	64 65%	34 51%	264 68% C	162 67% C	53 80%	23 82%	135 69%	513 66%	233 66%	439 68%
Low2Box - Disagree	328 33%	46 32%	34 35%	33 49% ADE	125 32%	78 33%	13 20%	5 18%	61 31%	262 34%	121 34%	207 32%

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 - J/K

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents	1064	145	115	64	459	220	61	20	169	875	400	664
Weighted	1000	141	97*	67*	389	240	66**	28**	196*	775	354	646
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 38%	59 42%	33 34%	20 30%	171 44%	74 31%	19 29%	17 60%	50 25%	308 40%	128 36%	248 38%
Agree somewhat	478 48%	63 45%	44 45%	30 44%	172 44%	132 55%	38 57%	8 27%	104 53%	366 47%	154 44%	323 50%
Disagree somewhat	113 11%	18 13%	14 14%	13 19%	33 9%	28 12%	7 10%	4 14%	31 16%	78 10%	57 16%	57 9%
Disagree strongly	34 3%	1 1%	7 7%	4 6%	13 3%	7 3%	2 3%	0 -	11 6%	23 3%	16 4%	18 3%
Summary												
Top2Box - Agree	853 85%	122 86%	77 79%	50 75%	342 88%	206 86%	57 86%	25 86%	154 78%	675 87%	282 80%	571 88%
Low2Box - Disagree	147 15%	19 14%	21 21%	17 25%	47 12%	34 14%	9 14%	4 14%	43 22%	101 13%	72 20%	75 12%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents	1064	145	115	64	459	220	61	20	169	875	400	664
Weighted	1000	141	97*	67*	389	240	66**	28**	196*	775	354	646
Securing my IT network and corporate infrastructure is one of my businesses' most important priorities												
Agree strongly	357 36%	47 33%	26 27%	25 37%	161 42%	81 34%	16 25%	13 46%	52 26%	292 38%	122 35%	234 36%
Agree somewhat	407 41%	57 41%	37 38%	23 34%	148 38%	108 45%	35 53%	13 45%	80 41%	315 41%	140 40%	267 41%
Disagree somewhat	179 18%	33 23%	24 24%	14 21%	62 16%	35 15%	12 18%	3 9%	51 26%	126 16%	65 18%	114 18%
Disagree strongly	57 6%	4 3%	11 12%	5 8%	18 5%	15 6%	3 5%	0 -	14 7%	43 6%	27 7%	30 5%
Summary												
Top2Box - Agree	764 76%	104 74%	62 64%	48 71%	309 79%	189 79%	51 78%	26 91%	131 67%	607 78%	263 74%	502 78%
Low2Box - Disagree	236 24%	37 26%	35 36%	19 29%	80 21%	51 21%	15 22%	3 9%	65 33%	169 22%	91 26%	144 22%

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents Weighted												
	1064	145	115	64	459	220	61	20	169	875	400	664
	1000	141	97*	67*	389	240	66**	28**	196*	775	354	646
My IT staff has the advanced knowledge and skills required to defend against new and innovative security threats												
	774	105	77	50	313	177	52	26	142	606	264	510
	77%	75%	79%	74%	80%	74%	79%	91%	72%	78%	75%	79%
I think that my IT staff could benefit from a security training session												
	672	95	64	34	264	162	53	23	135	513	233	439
	67%	68% C	65%	51%	68% C	67% C	80%	82%	69%	66%	66%	68%
When shopping for IT infrastructure solutions and services, security expertise is an important factor in my decision to purchase a particular product												
	853	122	77	50	342	206	57	25	154	675	282	571
	85%	86%	79%	75%	88% C	86%	86%	86%	78%	87% H	80%	88% J
Securing my IT network and corporate infrastructure is one of my businesses' most important priorities												
	764	104	62	48	309	189	51	26	131	607	263	502
	76%	74%	64%	71%	79% B	79% B	78%	91%	67%	78% H	74%	78%

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents Weighted	1064	145	115	64	459	220	61	20	169	875	400	664
	1000	141	97*	67*	389	240	66**	28**	196*	775	354	646
My IT staff has the advanced knowledge and skills required to defend against new and innovative security threats	226	36	21	17	76	63	14	3	55	169	90	136
	23%	25%	21%	26%	20%	26%	21%	9%	28%	22%	25%	21%
I think that my IT staff could benefit from a security training session	328	46	34	33	125	78	13	5	61	262	121	207
	33%	32%	35%	49% ADE	32%	33%	20%	18%	31%	34%	34%	32%
When shopping for IT infrastructure solutions and services, security expertise is an important factor in my decision to purchase a particular product	147	19	21	17	47	34	9	4	43	101	72	75
	15%	14%	21%	25% D	12%	14%	14%	14%	22% I	13%	20% K	12%
Securing my IT network and corporate infrastructure is one of my businesses' most important priorities	236	37	35	19	80	51	15	3	65	169	91	144
	24%	26%	36% DE	29%	21%	21%	22%	9%	33% I	22%	26%	22%

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 - J/K
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents	1064	145	115	64	459	220	61	20	169	875	400	664
Weighted	1000	141	97*	67*	389	240	66**	28**	196*	775	354	646
IT infrastructure												
Extremely important - 5	311 31%	32 22%	27 28%	22 33%	139 36%	62 26%	29 43%	13 44%	49 25%	249 32%	116 33%	194 30%
4	304 30%	47 33%	37 38%	17 25%	102 26%	82 34%	19 29%	12 42%	48 24%	244 32%	90 25%	214 33%
3	305 31%	50 35%	29 30%	24 36%	117 30%	70 29%	16 24%	4 14%	80 41%	221 28%	108 31%	197 31%
2	47 5%	9 6%	4 4%	3 4%	16 4%	11 5%	3 4%	0 -	11 6%	36 5%	23 6%	24 4%
Not very important - 1	34 3%	4 3%	0 0	1 2%	14 4%	14 6%	0 -	0 -	8 4%	26 3%	17 5%	16 3%
Summary												
Top2Box - Important	615 61%	79 56%	64 65%	39 58%	242 62%	145 60%	47 72%	24 86%	97 50%	493 64%	206 58%	409 63%
Low2Box - Not important	80 8%	13 9%	5 5%	4 6%	30 8%	25 11%	3 4%	0 -	19 10%	61 8%	40 11%	40 6%
Mean	3.8	3.7	3.9	3.8	3.9	3.7	4.1	4.3	3.6	3.8 H	3.7	3.8
Standard Deviation	1.0	1.0	0.9	1.0	1.1	1.1	0.9	0.7	1.0	1.0	1.1	1.0
Standard Error	0	0.1	0.1	0.1	0	0.1	0.1	0.2	0.1	0	0.1	0
Median	3.4	3.2	3.4	3.3	3.5	3.3	3.8	3.9	3.0	3.4	3.3	3.4

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 - J/K
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents												
Weighted	1064	145	115	64	459	220	61	20	169	875	400	664
	1000	141	97*	67*	389	240	66**	28**	196*	775	354	646
Incident response												
Extremely important - 5	317 32%	28 20%	27 28%	17 25%	143 37%	69 29%	32 49%	12 43%	65 33%	239 31%	105 30%	212 33%
4	309 31%	48 34%	30 31%	17 26%	108 28%	88 37%	17 26%	11 40%	54 28%	243 31%	117 33%	192 30%
3	296 30%	54 38%	28 28%	27 40%	108 28%	68 28%	12 18%	3 10%	60 31%	233 30%	99 28%	197 31%
2	54 5%	7 5%	11 12% D	5 7%	15 4%	12 5%	5 7%	2 7%	13 7%	39 5%	20 6%	34 5%
Not very important - 1	24 2%	4 3%	1 1%	1 2%	15 4%	3 1%	0 -	0 -	3 2%	21 3%	14 4%	11 2%
Summary												
Top2Box - Important	626 63%	77 54%	57 59%	34 51%	251 65%	157 65%	49 75%	24 83%	120 61%	483 62%	222 63%	404 63%
Low2Box - Not important	78 8%	11 8%	12 12%	6 9%	30 8%	15 6%	5 7%	2 7%	16 8%	60 8%	34 9%	44 7%
Mean	3.8	3.6	3.7	3.7	3.9 A	3.9	4.2	4.2	3.8	3.8	3.8	3.9
Standard Deviation	1.0	0.9	1.0	1.0	1.1	0.9	1.0	0.9	1.0	1.0	1.1	1.0
Standard Error	0	0.1	0.1	0.1	0	0.1	0.1	0.2	0.1	0	0.1	0
Median	3.4	3.1	3.3	3.0	3.5	3.4	4.0	3.8	3.4	3.4	3.4	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 - J/K
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents	1064	145	115	64	459	220	61	20	169	875	400	664
Weighted	1000	141	97*	67*	389	240	66**	28**	196*	775	354	646
Application security												
Extremely important - 5	347 35%	33 23%	25 26%	21 31%	153 39%	84 35%	30 46%	16 57%	68 35%	263 34%	126 35%	221 34%
4	335 33%	52 37%	34 35%	20 30%	119 31%	89 37%	21 31%	10 34%	53 27%	272 35%	110 31%	225 35%
3	249 25%	46 33%	28 29%	20 30%	92 24%	52 22%	11 17%	0 2%	61 31%	188 24%	91 26%	159 25%
2	40 4%	6 5%	5 5%	4 7%	11 3%	10 4%	3 5%	2 7%	6 3%	32 4%	14 4%	26 4%
Not very important - 1	29 3%	4 3%	5 5%	1 2%	14 4%	5 2%	0 -	0 -	8 4%	20 3%	14 4%	15 2%
Summary												
Top2Box - Important	682 68%	85 60%	59 61%	41 61%	272 70%	173 72% A	51 78%	26 91%	121 62%	535 69%	235 66%	446 69%
Low2Box - Not important	69 7%	10 7%	10 10%	6 9%	25 6%	15 6%	3 5%	2 7%	15 8%	52 7%	28 8%	41 6%
Mean	3.9	3.7	3.7	3.8	4.0 A	4.0 A	4.2	4.4	3.8	3.9	3.9	3.9
Standard Deviation	1.0	1.0	1.1	1.0	1.0	1.0	0.9	0.9	1.1	1.0	1.1	1.0
Standard Error	0	0.1	0.1	0.1	0	0.1	0.1	0.2	0.1	0	0.1	0
Median	3.5	3.3	3.3	3.4	3.7	3.6	3.9	4.1	3.4	3.5	3.5	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 - J/K

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents	1064	145	115	64	459	220	61	20	169	875	400	664
Weighted	1000	141	97*	67*	389	240	66**	28**	196*	775	354	646
Wireless security												
Extremely important - 5	413 41%	40 28%	49 50% AE	32 47% A	175 45% AE	85 35%	32 49%	16 57%	79 40%	318 41%	137 39%	276 43%
4	301 30%	50 35%	32 33%	13 20%	107 28%	80 33%	19 28%	10 35%	61 31%	231 30%	107 30%	195 30%
3	218 22% B	39 28%	13 13%	21 31% B	80 21%	54 23%	11 17%	2 9%	45 23%	171 22%	76 22%	141 22%
2	35 4%	7 5%	2 2%	0 -	10 3%	13 5%	4 5%	0 -	5 2%	30 4%	12 3%	23 4%
Not very important - 1	33 3%	5 4%	2 2%	1 2%	16 4%	8 3%	0 -	0 -	7 4%	26 3%	22 6% K	11 2%
Summary												
Top2Box - Important	715 71%	90 64%	81 83% AE	45 67%	283 73%	165 69%	51 78%	26 91%	140 71%	549 71%	244 69%	470 73%
Low2Box - Not important	68 7%	12 9%	3 3%	1 2%	26 7%	21 9%	4 5%	0 -	12 6%	56 7%	34 10% K	34 5%
Mean	4.0	3.8	4.3 AE	4.1	4.1 A	3.9	4.2	4.5	4.0	4.0	3.9	4.1 J
Standard Deviation	1.0	1.0	0.9	1.0	1.1	1.0	0.9	0.7	1.0	1.0	1.1	1.0
Standard Error	0	0.1	0.1	0.1	0	0.1	0.1	0.1	0.1	0	0.1	0
Median	3.7	3.4	4.0	3.9	3.8	3.6	4.0	4.1	3.7	3.7	3.6	3.8

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 - J/K

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents	1064	145	115	64	459	220	61	20	169	875	400	664
Weighted	1000	141	97*	67*	389	240	66**	28**	196*	775	354	646
Physical security												
Extremely important - 5	297 30%	20 14%	23 23%	18 27%	137 35%	71 30%	29 44%	7 24%	68 34%	223 29%	98 28%	199 31%
4	313 31%	54 39%	50 51%	18 26%	96 25%	77 32%	20 30%	15 53%	47 24%	251 32%	109 31%	204 32%
3	291 29%	57 40%	21 21%	26 39%	113 29%	64 27%	10 15%	4 13%	62 31%	225 29%	104 29%	187 29%
2	62 6%	4 3%	4 4%	2 3%	23 6%	22 9%	7 10%	1 3%	13 7%	48 6%	22 6%	40 6%
Not very important - 1	36 4%	6 4%	1 1%	3 4%	20 5%	6 2%	1 1%	2 7%	6 3%	28 4%	21 6%	16 2%
Summary												
Top2Box - Important	611 61%	74 53%	72 74%	36 53%	233 60%	148 62%	49 74%	22 77%	115 59%	474 61%	207 59%	404 62%
Low2Box - Not important	98 10%	10 7%	4 4%	5 8%	43 11%	28 12%	7 11%	3 10%	20 10%	76 10%	43 12%	55 9%
Mean	3.8	3.6	3.9 A	3.7	3.8	3.8	4.1	3.8	3.8	3.8	3.7	3.8
Standard Deviation	1.1	0.9	0.8	1.0	1.1	1.1	1.1	1.1	1.1	1.0	1.1	1.0
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0	0.1	0
Median	3.4	3.1	3.5	3.1	3.4	3.4	3.8	3.5	3.4	3.3	3.3	3.4

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 - J/K
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents	1064	145	115	64	459	220	61	20	169	875	400	664
Weighted	1000	141	97*	67*	389	240	66**	28**	196*	775	354	646
Compliance												
Extremely important - 5	278 28%	24 17%	26 26%	18 27%	132 34%	50 21%	29 44%	6 22%	48 25%	224 29%	94 27%	184 29%
4	348 35%	52 37%	37 38%	19 28%	115 30%	108 45%	19 28%	17 58%	63 32%	269 35%	119 34%	229 36%
3	282 28%	51 36%	29 30%	24 36%	108 28%	57 24%	13 20%	6 20%	69 35%	207 27%	102 29%	180 28%
2	57 6%	12 8%	5 5%	4 6%	19 5%	13 6%	4 7%	0 -	10 5%	47 6%	20 6%	37 6%
Not very important - 1	35 3%	3 2%	1 1%	2 4%	15 4%	12 5%	1 1%	0 -	6 3%	29 4%	19 5%	16 2%
Summary												
Top2Box - Important	626 63%	75 54%	62 64%	37 55%	246 63%	158 66% A	48 72%	23 80%	111 57%	492 63%	213 60%	414 64%
Low2Box - Not important	92 9%	15 10%	6 6%	6 9%	34 9%	25 11%	5 8%	0 -	16 8%	76 10%	39 11%	52 8%
Mean	3.8	3.6	3.8	3.7	3.8 A	3.7	4.1	4.0	3.7	3.8	3.7	3.8
Standard Deviation	1.0	0.9	0.9	1.1	1.1	1.0	1.0	0.7	1.0	1.0	1.1	1.0
Standard Error	0	0.1	0.1	0.1	0	0.1	0.1	0.1	0.1	0	0.1	0
Median	3.4	3.1	3.4	3.2	3.5	3.3	3.8	3.5	3.2	3.4	3.3	3.4

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 - J/K
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents	1064	145	115	64	459	220	61	20	169	875	400	664
Weighted	1000	141	97*	67*	389	240	66**	28**	196*	775	354	646
IT infrastructure	615 61%	79 56%	64 65%	39 58%	242 62%	145 60%	47 72%	24 86%	97 50%	493 64%	206 58%	409 63%
Incident response	626 63%	77 54%	57 59%	34 51%	251 65%	157 65%	49 75%	24 83%	120 61%	483 62%	222 63%	404 63%
Application security	682 68%	85 60%	59 61%	41 61%	272 70%	173 72%	51 78%	26 91%	121 62%	535 69%	235 66%	446 69%
Wireless security	715 71%	90 64%	81 83% AE	45 67%	283 73%	165 69%	51 78%	26 91%	140 71%	549 71%	244 69%	470 73%
Physical security	611 61%	74 53%	72 74% ACD	36 53%	233 60%	148 62%	49 74%	22 77%	115 59%	474 61%	207 59%	404 62%
Compliance	626 63%	75 54%	62 64%	37 55%	246 63%	158 66% A	48 72%	23 80%	111 57%	492 63%	213 60%	414 64%

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 - J/K
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents	1064	145	115	64	459	220	61	20	169	875	400	664
Weighted	1000	141	97*	67*	389	240	66**	28**	196*	775	354	646
IT infrastructure	80 8%	13 9%	5 5%	4 6%	30 8%	25 11%	3 4%	0 -	19 10%	61 8%	40 11% K	40 6%
Incident response	78 8%	11 8%	12 12%	6 9%	30 8%	15 6%	5 7%	2 7%	16 8%	60 8%	34 9%	44 7%
Application security	69 7%	10 7%	10 10%	6 9%	25 6%	15 6%	3 5%	2 7%	15 8%	52 7%	28 8%	41 6%
Wireless security	68 7%	12 9%	3 3%	1 2%	26 7%	21 9%	4 5%	0 -	12 6%	56 7%	34 10% K	34 5%
Physical security	98 10%	10 7%	4 4%	5 8%	43 11%	28 12%	7 11%	3 10%	20 10%	76 10%	43 12%	55 9%
Compliance	92 9%	15 10%	6 6%	6 9%	34 9%	25 11%	5 8%	0 -	16 8%	76 10%	39 11%	52 8%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	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: All respondents	1064	145	115	64	459	220	61	20	169	875	400	664
Weighted	1000	141	97*	67*	389	240	66**	28**	196*	775	354	646
IT infrastructure	3.8	3.7	3.9	3.8	3.9	3.7	4.1	4.3	3.6	3.8 H	3.7	3.8
Incident response	3.8	3.6	3.7	3.7	3.9 A	3.9	4.2	4.2	3.8	3.8	3.8	3.9
Application security	3.9	3.7	3.7	3.8	4.0 A	4.0 A	4.2	4.4	3.8	3.9	3.9	3.9
Wireless security	4.0	3.8	4.3 AE	4.1	4.1 A	3.9	4.2	4.5	4.0	4.0	3.9	4.1 J
Physical security	3.8	3.6	3.9 A	3.7	3.8	3.8	4.1	3.8	3.8	3.8	3.7	3.8
Compliance	3.8	3.6	3.8	3.7	3.8 A	3.7	4.1	4.0	3.7	3.8	3.7	3.8