

CK1. How likely are you to shop online for your holiday purchases this year?

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

Overlap formulae used. * small base

Overlap formulae used. Small base

	GENDER			AGE		
	Total	Male	Female	18-34	35-54	55+
		A	B	C	D	E
Base: All respondents	1049	498	551	244	387	418
Weighted	1049	508	541	293	416	340
Very likely	140	71	69	67	40	33
	13%	14%	13%	23%	10%	10%
				DE		
Somewhat likely	350	184	166	120	133	96
	33%	36%	31%	41%	32%	28%
				DE		
Not likely at all	485	229	255	86	205	193
	46%	45%	47%	30%	49%	57%
					C	CD
Don't know	75	24	51	19	38	18
	7%	5%	9%	7%	9%	5%
			A		E	
Top2Box (Likely)	489	255	235	187	173	129
	47%	50%	43%	64%	42%	38%
		B		DE		
Low2Box (Not likely)	560	253	307	106	243	211
	53%	50%	57%	36%	58%	62%
			A		C	C

CK1. How likely are you to shop online for your holiday purchases this year?

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

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All respondents	1049	141	105	81	370	265	87
Weighted	1049	138	107*	68*	402	256	78*
Very likely	140	20	13	7	68	16	16
	13%	14%	12%	11%	17%	6%	21%
		E			E		E
Somewhat likely	350	58	43	24	140	63	21
	33%	42%	40%	36%	35%	25%	27%
		EF	E		E		
Not likely at all	485	55	48	36	172	140	34
	46%	40%	45%	52%	43%	55%	43%
						AD	
Don't know	75	6	3	1	22	36	7
	7%	4%	3%	1%	5%	14%	9%
						ABCD	C
Top2Box (Likely)	489	78	56	32	208	79	37
	47%	56%	52%	46%	52%	31%	47%
		E	E	E	E		E
Low2Box (Not likely)	560	61	51	37	194	177	41
	53%	44%	48%	54%	48%	69%	53%
						ABCDF	

CK2. How many online shopping accounts have you opened at some point in the past? If you are unsure please provide your best estimate. (Examples of online shopping sites are Ebay, Amazon, etc). NOTE: Opening an account means that you have provided personal information such as your name, addresses, dates of birth, or telephone number, etc.)

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

Overlap formulae used. * small base

	Total
Base: All respondents	1049
Weighted	1049
None	370
	35%
1	175
	17%
2	161
	15%
3	134
	13%
4	63
	6%
5	62
	6%
6	27
	3%
7	14
	1%
8	9
	1%
9	0
	-
10 or more	33
	3%
TopBox (8,9,10)	42
	4%
LowBox (None,1,2)	706
	67%

CK2. How many online shopping accounts have you opened at some point in the past? If you are unsure please provide your best estimate. (Examples of online shopping sites are Ebay, Amazon, etc). NOTE: Opening an account means that you have provided personal information such as your name, addresses, dates of birth, or telephone number, etc.)

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total
Mean	2.0
Std Deviation	2.4
Median	0.9

CK3_1. [Social networking profiles (i.e. Facebook, Myspace, Yahoo Chat, Linked-in, etc)] In terms of other types of online accounts, how many of each of the following have you opened at some point in the past?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total
Base: All respondents	1049
Weighted	1049
None	410
	39%
1	373
	36%
2	148
	14%
3	52
	5%
4	20
	2%
5	18
	2%
6	6
	1%
7	1
	0
8	3
	0
9	2
	0
10 or more	15
	1%
Top3Box (8,9,10)	20
	2%
Low3Box (None,1,2)	932
	89%

CK3_1. [Social networking profiles (i.e. Facebook, Myspace, Yahoo Chat, Linked-in, etc)] In terms of other types of online accounts, how many of each of the following have you opened at some point in the past?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total
Mean	1.2
Standard Deviation	1.7
Median	1.0

CK3_2. [Dating sites (i.e. Match.com, Dating Direct, etc)] In terms of other types of online accounts, how many of each of the following have you opened at some point in the past?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total
Base: All respondents	1049
Weighted	1049
None	841
	80%
1	90
	9%
2	54
	5%
3	30
	3%
4	10
	1%
5	11
	1%
6	3
	0
7	3
	0
10 or more	6
	1%
Top3Box (8,9,10)	6
	1%
Low3Box (None,1,2)	986
	94%
Mean	0.5
Standard Deviation	1.3

CK3_3. [Subscriptions to online magazines/newsletters] In terms of other types of online accounts, how many of each of the following have you opened at some point in the past?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total
Base: All respondents	1049
Weighted	1049
None	636
	61%
1	158
	15%
2	97
	9%
3	62
	6%
4	28
	3%
5	31
	3%
6	15
	1%
7	5
	0
9	1
	0
10 or more	16
	2%
Top3Box (8,9,10)	17
	2%
Low3Box (None,1,2)	891
	85%

CK3_3. [Subscriptions to online magazines/newsletters] In terms of other types of online accounts, how many of each of the following have you opened at some point in the past?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total
Mean	1.0
Standard Deviation	1.9
Median	0

CK3_4. [E-mail accounts (i.e. hotmail, msn, gmail)] In terms of other types of online accounts, how many of each of the following have you opened at some point in the past?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total
Base: All respondents	1049
Weighted	1049
None	203
	19%
1	378
	36%
2	240
	23%
3	103
	10%
4	53
	5%
5	28
	3%
6	13
	1%
7	4
	0
8	5
	0
9	2
	0
10 or more	21
	2%
Top3Box (8,9,10)	28
	3%
Low3Box (None,1,2)	820
	78%

CK3_4. [E-mail accounts (i.e. hotmail, msn, gmail)] In terms of other types of online accounts, how many of each of the following have you opened at some point in the past?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total
Mean	1.8
Standard Deviation	1.9
Median	1.0

CK3_5. [Photo-sharing sites (i.e. Flickr)] In terms of other types of online accounts, how many of each of the following have you opened at some point in the past?

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

Overlap formulae used. * small base

	Total
Base: All respondents	1049
Weighted	1049
None	816
	78%
1	149
	14%
2	44
	4%
3	20
	2%
4	7
	1%
5	6
	1%
6	1
	0
7	1
	0
10 or more	5
	0
Top3Box (8,9,10)	5
	0
Low3Box (None,1,2)	1009
	96%
Mean	0.4
Standard Deviation	1.1

CK3_6. [Services such as real estate agents, wedding services, etc] In terms of other types of online accounts, how many of each of the following have you opened at some point in the past?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total
Base: All respondents	1049
Weighted	1049
None	918
	87%
1	75
	7%
2	21
	2%
3	9
	1%
4	11
	1%
5	4
	0
6	1
	0
9	1
	0
10 or more	9
	1%
Top3Box (8,9,10)	10
	1%
Low3Box (None,1,2)	1014
	97%
Mean	0.3
Standard Deviation	1.2

CK3_7. [Entertainment and Venues subscriptions (i.e. Ticketmaster, Famous Players)] In terms of other types of online accounts, how many of each of the following have you opened at some point in the past?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total
Base: All respondents	1049
Weighted	1049
None	669
	64%
1	232
	22%
2	80
	8%
3	22
	2%
4	19
	2%
5	7
	1%
6	5
	0
7	2
	0
8	1
	0
9	1
	0
10 or more	11
	1%
Top3Box (8,9,10)	14
	1%
Low3Box (None,1,2)	981
	94%

CK3_7. [Entertainment and Venues subscriptions (i.e. Ticketmaster, Famous Players)] In terms of other types of online accounts, how many of each of the following have you opened at some point in the past?

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

	Total
Mean	0.7
Standard Deviation	1.5
Median	0

CK3_8. [Sporting activities (i.e. registering individuals or teams for sporting events, registering for lessons/classes, etc)] In terms of other types of online accounts, how many of each of the following have you opened at some point in the past?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total
Base: All respondents	1049
Weighted	1049
None	866
	83%
1	105
	10%
2	31
	3%
3	12
	1%
4	14
	1%
5	4
	0
6	4
	0
7	2
	0
8	2
	0
10 or more	8
	1%
Top3Box (8,9,10)	10
	1%
Low3Box (None,1,2)	1002
	95%
Mean	0.4
Standard Deviation	1.3

CK3_9. [Travel sites] In terms of other types of online accounts, how many of each of the following have you opened at some point in the past?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total
Base: All respondents	1049
Weighted	1049
None	627
	60%
1	201
	19%
2	94
	9%
3	64
	6%
4	21
	2%
5	19
	2%
6	6
	1%
7	1
	0
8	1
	0
10 or more	14
	1%
Top3Box (8,9,10)	15
	1%
Low3Box (None,1,2)	923
	88%

CK3_9. [Travel sites] In terms of other types of online accounts, how many of each of the following have you opened at some point in the past?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total
Mean	0.9
Standard Deviation	1.6
Median	0

CK4_1. [Social networking profiles (i.e. Facebook, Myspace, Yahoo Chat, Linked-in, etc)] CK4 For each of the following categories, how many online accounts have you opened at some point in the past, but have not used in the last year?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total
Base: Opened one or more of these types of online accounts (CK3_1)	612
Weighted	639
None	475
	74%
1	110
	17%
2	29
	4%
3	6
	1%
4	1
	0
5	5
	1%
6	1
	0
7	1
	0
9	1
	0
10 or more	10
	2%
Top3Box (8,9,10)	11
	2%
Low3Box (None,1,2)	614
	96%
Mean	0.5
Standard Deviation	1.5

CK4_2. [Dating sites (i.e. Match.com, Dating Direct, etc)] CK4 For each of the following categories, how many online accounts have you opened at some point in the past, but have not used in the last year?

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
Base: Opened one or more of these types of online accounts (CK3_2)	195
Weighted	208
None	93
	45%
1	63
	30%
2	29
	14%
3	4
	2%
4	6
	3%
5	6
	3%
6	1
	1%
7	1
	0
10 or more	6
	3%
Top3Box (8,9,10)	6
	3%
Low3Box (None,1,2)	185
	89%
Mean	1.2
Standard Deviation	2.0
Median	1.0

CK4_3. [Subscriptions to online magazines/newsletters] CK4 For each of the following categories, how many online accounts have you opened at some point in the past, but have not used in the last year?

Proportions/Mean: 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
Base: Opened one or more of these types of online accounts (CK3_3)	397
Weighted	413
None	294
	71%
1	71
	17%
2	25
	6%
3	6
	1%
4	4
	1%
5	1
	0
6	2
	1%
9	1
	0
10 or more	9
	2%
Top3Box (8,9,10)	10
	2%
Low3Box (None,1,2)	389
	94%
Mean	0.7
Standard Deviation	1.7

CK4_4. [E-mail accounts (i.e. hotmail, msn, gmail)] CK4 For each of the following categories, how many online accounts have you opened at some point in the past, but have not used in the last year?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total
Base: Opened one or more of these types of online accounts (CK3_4)	830
Weighted	846
None	585
	69%
1	169
	20%
2	51
	6%
3	17
	2%
4	4
	0
5	6
	1%
6	1
	0
7	1
	0
8	1
	0
9	1
	0
10 or more	12
	1%
Top3Box (8,9,10)	14
	2%
Low3Box (None,1,2)	805
	95%

CK4_4. [E-mail accounts (i.e. hotmail, msn, gmail)] CK4 For each of the following categories, how many online accounts have you opened at some point in the past, but have not used in the last year?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total
Mean	0.6
Standard Deviation	1.5

CK4_5. [Photo-sharing sites (i.e. Flickr)] CK4 For each of the following categories, how many online accounts have you opened at some point in the past, but have not used in the last year?

Proportions/Mean: 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
Base: Opened one or more of these types of online accounts (CK3_5)	220
Weighted	233
None	144
	62%
1	66
	29%
2	8
	4%
3	3
	1%
5	6
	3%
10 or more	6
	2%
Top3Box (8,9,10)	6
	2%
Low3Box (None,1,2)	218
	94%
Mean	0.8
Standard Deviation	1.8

CK4_6. [Services such as real estate agents, wedding services, etc] CK4 For each of the following categories, how many online accounts have you opened at some point in the past, but have not used in the last year?

Proportions/Mean: 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
Base: Opened one or more of these types of online accounts (CK3_6)	117
Weighted	131*
None	77
	58%
1	35
	27%
2	6
	5%
4	4
	3%
5	1
	1%
10 or more	8
	6%
Top3Box (8,9,10)	8
	6%
Low3Box (None,1,2)	118
	90%
Mean	1.1
Standard Deviation	2.5
Median	0

CK4_7. [Entertainment and Venues subscriptions (i.e. Ticketmaster, Famous Players)] CK4 For each of the following categories, how many online accounts have you opened at some point in the past, but have not used in the last year?

Proportions/Mean: 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
Base: Opened one or more of these types of online accounts (CK3_7)	350
Weighted	380
None	243
	64%
1	100
	26%
2	18
	5%
3	6
	2%
4	3
	1%
5	1
	0
6	3
	1%
10 or more	6
	2%
Top3Box (8,9,10)	6
	2%
Low3Box (None,1,2)	361
	95%
Mean	0.6
Standard Deviation	1.5

CK4_8. [Sporting activities (i.e. registering individuals or teams for sporting events, registering for lessons/classes, etc)] CK4 For each of the following categories, how many online accounts have you opened at some point in the past, but have not used in the last year?

Proportions/Mean: 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
Base: Opened one or more of these types of online accounts (CK3_8)	164
Weighted	183
None	129
	71%
1	27
	15%
2	10
	6%
3	4
	2%
4	2
	1%
5	2
	1%
7	1
	1%
8	1
	1%
10 or more	4
	2%
Top3Box (8,9,10)	6
	3%
Low3Box (None,1,2)	167
	91%
Mean	0.8
Standard Deviation	1.9

CK4_9. [Travel sites] CK4 For each of the following categories, how many online accounts have you opened at some point in the past, but have not used in the last year?

Proportions/Mean: 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
Base: Opened one or more of these types of online accounts (CK3_9)	406
Weighted	422
None	259
	61%
1	101
	24%
2	28
	7%
3	20
	5%
4	3
	1%
5	2
	0
6	1
	0
7	2
	0
10 or more	6
	2%
Top3Box (8,9,10)	6
	2%
Low3Box (None,1,2)	388
	92%
Mean	0.8
Standard Deviation	1.5
Median	0

CK5. Have you pro-actively closed down any of the accounts you no longer use, as opposed to just leaving them inactive?

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

	Total
Base: All respondents	1049
Weighted	1049
Yes	348
	33%
No	701
	67%

CK6. Thinking about the account you last closed, how easy or difficult was it to close that account?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
 Overlap formulae used. * small base

	Total
Base: Pro-actively closed down accounts no longer use (CK5)	337
Weighted	348
Extremely easy	77
	22%
Somewhat easy	150
	43%
Somewhat difficult	79
	23%
Extremely difficult	19
	6%
Don't know	23
	7%
Top2Box (Easy)	226
	65%
Low2Box (Difficult)	98
	28%

CK7. Which of the following reasons describe why you did not close an account that you no longer use?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
 Overlap formulae used. * small base

	Total
Base: Not pro-actively closed down accounts no longer use (CK5)	712
Weighted	701
I didn't know that it was necessary	196
	28%
Forgot about the account	164
	23%
Forgot my password	107
	15%
The process was too complicated	57
	8%
Other	72
	10%
Don't know	80
	11%
I have used all of my online accounts in the past year.	189
	27%

CK8. How concerned are you about the safety of your personal information being held in online accounts?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
 Overlap formulae used. * small base

	Total
Base: All respondents	1049
Weighted	1049
Very concerned	303
	29%
Somewhat concerned	415
	40%
Not very concerned	233
	22%
Not at all concerned	36
	3%
Never thought about it before	43
	4%
Don't Know.	17
	2%
Top2Box (Concerned)	719
	69%
Low2Box (Not concerned)	270
	26%

CK9. How concerned are you about being victim to identity theft through an online site?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
 Overlap formulae used. * small base

	Total
Base: All respondents	1049
Weighted	1049
Very concerned	305
	29%
Somewhat concerned	456
	43%
Not too concerned	245
	23%
Not at all concerned	44
	4%
Top2Box (Concerned)	761
	73%
Low2Box (Not concerned)	288
	27%

CK10_3. [Have you, or has someone you know, been a victim of identity theft?] Which of the following have you ever experienced?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total
Base: Valid respondents	1049
Weighted	1049
Yes	270
	26%
No	779
	74%

CK10_4. [Have you received emails appeared to be sent by a financial institution that asked you to verify your input account, password or personal information?] Which of the following have you ever experienced?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total
Base: Valid respondents	1049
Weighted	1049
Yes	512
	49%
No	537
	51%

CK10_5. [Have you been the victim of a 'phishing' scam?] Which of the following have you ever experienced?

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

	Total
Base: Valid respondents	1049
Weighted	1049
Yes	255
	24%
No	794
	76%

CK11_5. [Shred bills, account statements and receipts before throwing them away] How often do you complete each of the following?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total
Base: All respondents	1049
Weighted	1049
Always	658
	63%
Sometimes	189
	18%
Rarely	87
	8%
Never	115
	11%
Top2Box (Always/Sometimes)	847
	81%
Low2Box (Rarely/Never)	202
	19%

CK11_7. [Check your credit card and bank statements carefully for unexpected or incorrect charges every time you receive them] How often do you complete each of the following?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total
Base: All respondents	1049
Weighted	1049
Always	762
	73%
Sometimes	156
	15%
Rarely	78
	7%
Never	53
	5%
Top2Box (Always/Sometimes)	918
	88%
Low2Box (Rarely/Never)	131
	12%

CK11_8. [Watch how your credit card or debit card is used or handled by a merchant] How often do you complete each of the following?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total
Base: All respondents	1049
Weighted	1049
Always	640
	61%
Sometimes	245
	23%
Rarely	87
	8%
Never	77
	7%
Top2Box (Always/Sometimes)	885
	84%
Low2Box (Rarely/Never)	164
	16%

CK11_9. [Review your credit bureau report or file at least once a year to check errors or unfamiliar activity] How often do you complete each of the following?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total
Base: All respondents	1049
Weighted	1049
Always	134
	13%
Sometimes	165
	16%
Rarely	250
	24%
Never	501
	48%
Top2Box (Always/Sometimes)	299
	28%
Low2Box (Rarely/Never)	750
	72%

CK11_11. [Check to see if a website is secure when you are purchasing items online (i.e. look for padlock located at bottom of page/https in web address)] How often do you complete each of the following?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total
Base: All respondents	1049
Weighted	1049
Always	654
	62%
Sometimes	187
	18%
Rarely	85
	8%
Never	122
	12%
Top2Box (Always/Sometimes)	842
	80%
Low2Box (Rarely/Never)	207
	20%