

q8\_4. (In retail stores) q8 What do you believe to be the risk of identity theft in each of the following contexts or environments?

		Region			
	Total	WEST	ON	QC	ATL
Base: All respondents	(n=1051)	(n=253)	(n=266)	(n=266)	(n=266)
		(A)	(B)	(C)	(D)
<b>In retail stores</b>					
Not high at all	3%	1%	2%	2%	5.3% <sub>AB</sub>
					AB
Not very high	21%	15%	17%	25.6% <sub>AB</sub>	26.7% <sub>AB</sub>
				AB	AB
Very high	56%	60%	59%	52%	52%
Extremely high	20%	23%	22%	20%	17%
<b>Summary</b>					
Extremely/Very high	76%	83.4% <sub>CD</sub>	81.2% <sub>CD</sub>	72%	68%
		CD	CD		
Not very/Not high at all	24%	17%	19%	27.8% <sub>AB</sub>	32.0% <sub>AB</sub>
				AB	AB

q8\_5. (At restaurants) q8 What do you believe to be the risk of identity theft in each of the following contexts or environments?

		Region			
	Total	WEST	ON	QC	ATL
Base: All respondents	(n=1051)	(n=253)	(n=266)	(n=266)	(n=266)
		(A)	(B)	(C)	(D)
<b>In restaurants</b>					
Not high at all	3%	1%	3%	3%	4.5% <sub>A</sub>
					A
Not very high	26%	17%	19%	33.8% <sub>ABD</sub>	24.8% <sub>A</sub>
				ABD	A
Very high	51%	56.9% <sub>C</sub>	53.4% <sub>C</sub>	44%	54.5% <sub>C</sub>
		C	C		C
Extremely high	20%	24.9% <sub>D</sub>	24.8% <sub>D</sub>	19%	16%
		D	D		
<b>Summary</b>					
Extremely/Very high	71%	81.8% <sub>CD</sub>	78.2% <sub>CD</sub>	63%	71%
		CD	CD		
Not very/Not high at all	29%	18%	22%	36.8% <sub>AB</sub>	29.3% <sub>AB</sub>
				AB	AB

q8\_6. (At gas stations) q8 What do you believe to be the risk of identity theft in each of the following contexts or environments?

		Region			
	Total	WEST	ON	QC	ATL
Base: All respondents	(n=1051)	(n=253)	(n=266)	(n=266)	(n=266)
		(A)	(B)	(C)	(D)
<b>At gas stations</b>					
Not high at all	3%	2%	2%	3%	5.3% <sub>B</sub>
					B
Not very high	19%	15%	13%	20.7% <sub>B</sub>	27.4% <sub>AB</sub>
				B	AB
Very high	49%	52.6% <sub>C</sub>	50%	44%	49%
		C			
Extremely high	29%	30.0% <sub>D</sub>	35.0% <sub>D</sub>	32.3% <sub>D</sub>	18%
		D	D	D	
<b>Summary</b>					
Extremely/Very high	78%	82.6% <sub>D</sub>	85.3% <sub>CD</sub>	75.9% <sub>D</sub>	67%
		D	CD	D	
Not very/Not high at all	22%	17%	15%	24.1% <sub>B</sub>	32.7% <sub>ABC</sub>
				B	ABC

q8\_8. (When making purchases online) q8 What do you believe to be the risk of identity theft in each of the following contexts or environments?

		Region			
	Total	WEST	ON	QC	ATL
Base: All respondents	(n=1051)	(n=253)	(n=266)	(n=266)	(n=266)
		(A)	(B)	(C)	(D)
<b>When making purchases online</b>					
Not high at all	2%	1%	2%	3.8% <sub>A</sub>	2%
				A	
Not very high	18%	14%	18%	19%	17%
Very high	37%	36%	37%	40%	43%
Extremely high	43%	48.6% <sub>CD</sub>	43%	37%	39%
		CD			
<b>Summary</b>					
Extremely/Very high	80%	85.0% <sub>C</sub>	80%	77%	81%
		C			
Not very/Not high at all	20%	15%	20%	22.9% <sub>A</sub>	19%
				A	

q8\_9. (When surfing on social media networks) q8 What do you believe to be the risk of identity theft in each of the following contexts or environments?

	Region				
	Total	WEST	ON	QC	ATL
Base: All respondents	(n=1051)	(n=253)	(n=266)	(n=266)	(n=266)
		(A)	(B)	(C)	(D)
<b>When surfing on social media networks</b>					
Not high at all	3%	2%	2%	5%	4%
Not very high	23%	16%	22%	24.1% <sub>A</sub>	20%
				A	
Very high	40%	42%	42%	38%	43%
Extremely high	34%	40%	34%	34%	34%
<b>Summary</b>					
Extremely/Very high	74%	81.4% <sub>C</sub>	76%	71%	77%
		C			
Not very/Not high at all	26%	19%	24%	28.6% <sub>A</sub>	23%
				A	

q9\_5. (Birth certificate) q9 Following is a list of personal identifiers. Please indicate how serious you feel the potential consequences would be if that identifier were to be stolen or copied from you.

		Region			
	Total	WEST	ON	QC	ATL
Base: All respondents	(n=1051)	(n=253)	(n=266)	(n=266)	(n=266)
		(A)	(B)	(C)	(D)
<b>Birth certificate</b>					
Not at all severe	1%	2%	2%	1%	2%
Not very severe	5%	6%	5%	3%	7.9% <sub>C</sub>
					C
Very severe	36%	33%	34%	37%	39%
Extremely severe	57%	60%	59.8% <sub>D</sub>	59%	51%
			D		
<b>Summary</b>					
Not at all/Not very severe	7%	8%	7%	4%	9.8% <sub>C</sub>
					C
Very/Extremely severe	93%	93%	93%	96.2% <sub>D</sub>	90%
				D	

q9\_7. (Passport) q9 Following is a list of personal identifiers. Please indicate how serious you feel the potential consequences would be if that identifier were to be stolen or copied from you.

		Region			
	Total	WEST	ON	QC	ATL
Base: All respondents	(n=1051)	(n=253)	(n=266)	(n=266)	(n=266)
		(A)	(B)	(C)	(D)
<b>Passport</b>					
Not at all severe	2%	3%	2%	1%	2%
Not very severe	3%	3%	3%	1%	4.9% <sub>C</sub>
					C
Very severe	22%	19%	20%	19%	25.9% <sub>C</sub>
					C
Extremely severe	73%	75%	75%	79.3% <sub>D</sub>	68%
				D	
<b>Summary</b>					
Not at all/Not very severe	5%	5.5% <sub>C</sub>	5%	2%	6.4% <sub>C</sub>
		C			C
Very/Extremely severe	95%	95%	95%	98.1% <sub>AD</sub>	94%
				AD	

q9\_8. (Social Insurance Number) q9 Following is a list of personal identifiers. Please indicate how serious you feel the potential consequences would be if that identifier were to be stolen or copied from you.

		Region			
	Total	WEST	ON	QC	ATL
Base: All respondents	(n=1051)	(n=253)	(n=266)	(n=266)	(n=266)
		(A)	(B)	(C)	(D)
<b>Social Insurance Number</b>					
Not at all severe	1%	1%	0%	0%	1%
Not very severe	4%	5%	3%	3%	5%
Very severe	22%	21%	23%	20%	24%
Extremely severe	73%	73%	74%	77%	70%
<b>Summary</b>					
Not at all/Not very severe	5%	6%	3%	3%	6%
Very/Extremely severe	95%	94%	97%	97%	94%



q9\_9. (Credit card) q9 Following is a list of personal identifiers. Please indicate how serious you feel the potential consequences would be if that identifier were to be stolen or copied from you.

		Region			
	Total	WEST	ON	QC	ATL
Base: All respondents	(n=1051)	(n=253)	(n=266)	(n=266)	(n=266)
		(A)	(B)	(C)	(D)
<b>Credit card</b>					
Not at all severe	2%	1%	2%	2%	1%
Not very severe	5%	5%	4%	7%	7%
Very severe	32%	30%	29%	32%	32%
Extremely severe	62%	64%	65%	60%	61%
<b>Summary</b>					
Not at all/Not very severe	7%	6%	6%	8%	8%
Very/Extremely severe	93%	94%	94%	92%	93%

q9\_11. (Bank account) q9 Following is a list of personal identifiers. Please indicate how serious you feel the potential consequences would be if that identifier were to be stolen or copied from you.

		Region			
	Total	WEST	ON	QC	ATL
Base: All respondents	(n=1051)	(n=253)	(n=266)	(n=266)	(n=266)
		(A)	(B)	(C)	(D)
<b>Bank account</b>					
Not at all severe	2%	2%	1%	1%	1%
Not very severe	6%	6%	6%	6%	8%
Very severe	29%	27%	26%	32%	29%
Extremely severe	64%	66%	67%	61%	63%
<b>Summary</b>					
Not at all/Not very severe	7%	7%	7%	7%	8%
Very/Extremely severe	93%	93%	93%	93%	92%

q10\_1. (Your wallet) q10 And how serious do you believe the potential consequences would be if your personal information were to be copied or stolen from each of the following?

		Region			
	Total	WEST	ON	QC	ATL
Base: All respondents	(n=1051)	(n=253)	(n=266)	(n=266)	(n=266)
		(A)	(B)	(C)	(D)
<b>Your wallet</b>					
Not at all severe	1%	0%	1%	1%	2.6% <sub>A</sub>
Not very severe	6%	6%	4%	8%	5%
Very severe	34%	28%	34%	39.5% <sub>A</sub>	33%
Extremely severe	58%	65.6% <sub>C</sub>	59%	52%	60%
Non-applicable	1%	1%	1.9% <sub>D</sub>	0%	-
<b>Summary</b>					
Not at all/Not very severe	7%	6%	5%	9%	8%
Very/Extremely severe	92%	93%	93%	91%	93%

q10\_2. (Your personal computer) q10 And how serious do you believe the potential consequences would be if your personal information were to be copied or stolen from each of the following?

		Region			
	Total	WEST	ON	QC	ATL
Base: All respondents	(n=1051)	(n=253)	(n=266)	(n=266)	(n=266)
		(A)	(B)	(C)	(D)
<b>Your personal computer</b>					
Not at all severe	2%	1%	2%	3%	2%
Not very severe	14%	15%	10%	19.2% <sub>B</sub>	16.5% <sub>B</sub>
				B	B
Very severe	36%	36%	33%	36%	33%
Extremely severe	46%	47%	52.6% <sub>C</sub>	40%	48%
			C		
Non-applicable	2%	2%	2%	2%	1%
<b>Summary</b>					
Not at all/Not very severe	16%	16%	12%	22.6% <sub>B</sub>	18.8% <sub>B</sub>
				B	B
Very/Extremely severe	81%	82.6% <sub>C</sub>	85.7% <sub>C</sub>	75%	81%
		C	C		

q17. Have you taken any measures to protect yourself from identity theft?

	Region				
	Total	WEST	ON	QC	ATL
Base: All respondents	(n=1051)	(n=253)	(n=266)	(n=266)	(n=266)
		(A)	(B)	(C)	(D)
Yes	71.50%	78.7% <sub>CD</sub>	72.90%	67.30%	68.40%
		CD			
No	28.50%	21.30%	27.10%	32.7% <sub>A</sub>	31.6% <sub>A</sub>
				A	A

q18. What have you done?

	Total	Region			
		WEST	ON	QC	ATL
		(A)	(B)	(C)	(D)
Base: Yes to Q17	(n=500)	(n=122)	(n=129)	(n=117)	(n=132)
Weighted	(n=491)	(n=153)*	(n=190)	(n=109)*	(n=39)
28-Shred/Burn/Destroy all papers with personal info	35%	42%	30%	36%	35%
02-Firewall / Antivirus / Software / Spyware / Protect computer / Updated regular safety program on	18%	18%	17%	19%	20%
25-Does not give personal informations (on forms, online, on the phone, to telemarketers)	15%	15%	13%	17%	20%
30-Personal items locked in safe / Secured information	13%	19%	11%	11%	11%
38-Check bills, financial ressources	12%	9%	15% D	12% D	2%
01-Safety on the net / Protect wifi / HTTPS / Always use secured web sites (when buying online)	11%	9%	11%	13%	14%
99-Does not know / Prefer not to say	11%	10%	12%	7%	15%
06-No credit card online / No online shopping	10%	9%	12%	8%	19% AC
10-Change passwords / Difficult passwords / Different passwords / Protect passwords	10%	13%	9%	8%	8%
97-Other	10%	9%	14%	5%	7%
05-Does not open or response to unfamiliar or bank email / Mail security	8%	9%	6%	8%	9%
31-Does not carry any important documents, credit cards/ Removed all nonessentiell ID from wallet	7%	7%	9%	5%	6%
36-Get an insurance , a protection	6%	4%	8%	8%	3%
23-Cover keypad when using card / Protect NIP	5%	5%	6%	6%	3%
22-Use chip cards / pin codes cards / Secure credit, debit cards	5%	10% BC	3%	3%	5%
08-Limited online shopping/banking	5%	7%	5%	2%	7%
27-Limited personal information (on social website, to government)	5%	5%	6%	3%	3%
15-Careful where the credit card / debit card are using	4%	4%	4%	6%	3%
17-Credit card protection / Credit alert / Monitoring card	4%	4%	5%	5%	4%
14-Never let credit / debit card out of sight when	4%	3%	3%	4%	3%

paying					
19-Limited transactions with credit/debit cards / Use cash most of the time	4%	2%	5%	3%	2%
20-Does not use credit cards	3%	3%	5%	2%	1%
04-Clear browser on computer / Does not store personal informations on the computer	3%	4%	3%	2%	4%
32-Be aware	3%	3%	1%	7% B	2%
21-No high credit on credit card	3%	1%	4%	2%	3%
03-Encrypted data	3%	4%	3%	2%	0%
09-Does not use social networks	2%	2%	4%	2%	2%
33-Carefull with purse / wallet	2%	6% C	1%	-	3% C
11-No online banking	2%	3%	1%	-	9% BC
34-Careful with the delivery of tax forms (by hand, online)	2%	1%	3%	-	3% C
29-Keep copies of important informations	2%	1%	4%	-	1%
16-Careful with credit / debit card	2%	4%	1%	-	0%
44-Poor financial	2%	-	2%	3%	2%
12-Use paypal online	2%	2%	1%	3%	1%
26-Does not answer on telemarketers call / Screen phonecalls	1%	2%	1%	1%	2%
42-Check mail daily	1%	3%	-	-	-
98-Nothing	1%	3%	-	-	-
18-Canceled a few credit cards / Use a minimum cards	1%	0%	1%	0%	4% AC
24-Direct deposit	1%	0%	1%	-	-
37-Educate family about this problem	1%	1%	-	1%	-
07-Does not use wifi / unknow wifi	1%	-	1%	2%	-
40-Has a big dog at home	1%	-	1%	-	0%
41-Has a postal box	0%	1%	1%	-	-

41-Has a postal box					
13-Use prepaid card	0%	1%	-	0%	-
39-Alarm system at home	0%	1%	-	-	-
35-Does not have a passport	0%	-	1%	1%	-
43-Knows financial people personally	0%	-	-	0%	2% AB
<b>Summary</b>					
NET Others:	27%	30%	30%	16%	29%
9,33,11,34,29,16,44,12,26,42,18,24,37,7,40,41,13,3		C	C		C