

**Three in Ten (28%) Smartphone Users Have Lost (23%)
Their Phone or had it Stolen (5%)**

*Eight in Ten (80%) are Concerned About Their Financial Privacy
and Sharing their Personal or Credit Card Details When
Buying Items or Sending Money on their Mobile Phone*

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Ipsos Reid

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Toronto, ON - Three in ten (28%) smartphone users in Canada report that they've lost or misplaced their phone (23%) or, worse, had it stolen (5%) according to a new Ipsos Reid poll conducted on behalf of PayPal. Among those aged 18 to 34, 35% have lost their phone or had it stolen.

Perhaps stemming from the fear of losing one's phone or having their information otherwise compromised, eight in ten (80%) mobile phone users are 'concerned' (44% very/36% somewhat) about their financial privacy and sharing their personal or credit card details when buying items or sending money with their mobile phone. Just two in ten (20%) are 'not concerned' (7% not at all/13% not very). Smartphone users aged 35 to 54 are most likely to be concerned about this (84%), followed by those aged 18 to 34 (78%) or 55+ (75%). Concern runs highest in British Columbia (85%), followed by those living in Quebec (83%), Alberta (79%), Atlantic Canada (78%), Saskatchewan and Manitoba (78%) and Ontario (77%).

Thinking about the degree to which they trust mobile phone applications and hardware to keep their personal details safe and secure, six in ten (57%) smartphone users 'trust' their phone applications and hardware to do so. However, just 6% 'completely trust' and most only 'somewhat trust' (51%) their smartphone to keep their information safe and secure.

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Conversely, four in ten (43%) 'don't trust' (12% not at all/31% don't really) their mobile phone applications and hardware to keep their personal details safe and secure.

Younger smartphone users are more likely (64%) to be trusting of their phones in this manner, compared to fewer middle-aged (57%) or older (47%) smartphone users. Women (59%) are slightly more likely than men (55%) to trust their phones in this manner. Atlantic Canadians (67%) have a higher propensity to trust their mobile phone applications and hardware to keep their personal details safe and secure than those living in Alberta (59%), Ontario (57%), Quebec (57%), Saskatchewan and Manitoba (53%) and British Columbia (51%).

These are some of the findings of an Ipsos Reid poll conducted between January 27 to February 1, 2012, conducted on behalf of PayPal. For this survey, a sample of 1,012 adults with a smartphone from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of smartphone owners in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error.

For more information on this news release, please contact:

Sean Simpson
Associate Vice President
Ipsos Reid
Public Affairs
(416) 572-4474



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