Baseline, Online Probability Survey of Internet Users Regarding Cyber Security

FINAL REPORT

Ce rapport est également disponible en français

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Public Safety Canada

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# Table of Contents

Executive Summary ........................................................................................................... iii

1. **Introduction** ............................................................................................................. 1
   1.1 Study Background and Objectives ................................................................. 1
   1.2 Survey Design ...................................................................................................... 2

2. **Use of Devices and the Internet** ........................................................................... 5
   2.1 Internet-Enabled Devices Used ................................................................. 5
   2.2 Most Commonly Used Device ........................................................................ 7
   2.3 Places to Access the Internet ........................................................................... 7
   2.4 Online Activities .............................................................................................. 8
   2.5 Incidence of Risky Online Activities ......................................................... 10
   2.6 Use of Computers ............................................................................................ 11
   2.7 Data Storage ..................................................................................................... 12

3. **Level of Concern/Importance** .............................................................................. 13
   3.1 Level of Concern Re: Online Threats ............................................................ 13
   3.2 Importance of Protecting Against Online Threats ......................................... 14
   3.3 Perceived Pervasiveness of Online Threats .................................................. 15
   3.4 Perceived Likelihood of an Online Threat .................................................... 16
   3.5 Perceived Seriousness of Consequences ....................................................... 18

4. **Familiarity** .............................................................................................................. 19
   4.1 Familiarity with Computer Threats ............................................................... 19
   4.2 Types of Personal Information ....................................................................... 20
   4.3 Awareness of Online Threats ........................................................................... 21
   4.4 Awareness of Precautions .............................................................................. 22
   4.5 Determining Secure Websites ....................................................................... 23
   4.6 Knowledge: Online Threats ............................................................................ 24
   4.7 Perceived Ability to Take Precautions ........................................................... 25

5. **Attitudes** ................................................................................................................. 27
   5.1 Distancing from Cyber Crime ......................................................................... 27
   5.2 Attitudes Re: Online Threats ........................................................................... 28
   5.3 Complacency Re: Anti-Virus Software ........................................................... 29
6. Precautions

6.1 Reported Incidence of Precautions
6.2 Types of Precautions Taken (Device Protection)
6.3 Types of Precautions Taken (Online Threats)
6.4 Use of Anti-Virus Software
6.5 Recency of Software
6.6 Reasons for Lack of Anti-Virus Software
6.7 Use of Passwords Online
6.8 Personal Characteristics

7. Incidence of Victimization

7.1 Incidence and Impact of Computer Attack
7.2 Incidence and Impact of Financial Loss
7.3 Incidence and Impact of Identity Theft
7.4 Change in Behaviour

8. Information and Responsibilities

8.1 Information Sought
8.2 Types of Information Sought
8.3 Attitudes re: Protection from Online Threats
8.4 Trustworthy Organizations for Information
8.5 Unbiased Organizations for Information
8.6 Responsibility for the Security of Devices
8.7 Responsibility for the Security of the Internet
8.8 Role of the Federal Government in Public Education

9. Typology of Canadians

10. Profile of Specific Segments

10.1 Age Profile
10.2 Socio-economic Profile
10.3 Gender Profile
10.4 Profile of Quebecers-Francophones

11. Summary and Conclusions

APPENDIX A: Survey Instrument
APPENDIX B: Detailed Tables (under separate cover)
EXECUTIVE SUMMARY

The use of Internet-enabled computer technology is widespread across Canada. A priority of Public Safety Canada is to develop a public awareness campaign dealing with issues of security and safety of Canadians who access the Internet. This survey gathers quantitative data on the knowledge, attitudes and behaviours of Canadians who use the Internet to inform future communications and policy development initiatives. Interviews were completed with 5,048 Canadian adults from across the country who use the Internet. The cases were drawn from a random selection of Probit panel members, a randomly selected panel of Canadian households assembled through random digit dialling (RDD) methodology used in standard telephone survey sampling techniques.

Usage of the Internet

Survey results indicate that Canadians use the Internet for a wide variety of activities, with almost everyone using the Internet for email and surfing websites. Canadians also commonly use the Internet to access government information services, perform financial transactions, view videos and movies, make purchases, or use social networking sites like Facebook or Twitter. Social networking and email stand out as the most concentrated sources of risk to Canadians in terms of the online activities they engage in. More than one-quarter of Canadians online has accepted a stranger as a friend on a social networking site and one in five Canadians has opened an email attachment from an unknown source.

Level of Concern and Awareness

Canadians who are actively using the Internet are very concerned about having their personal information obtained and used without permission as a result of their online activities. The importance of taking steps to protect personal information online and home computers is also not lost on Canadians. The importance of protecting mobile devices from online threats is slightly less obvious to some, as just under three in four see this as important.

Canadians perceive online threats to be commonplace in the world today, with almost all thinking these are very or moderately common, but online threats are less likely to be seen as a problem affecting Canadians. In terms of one’s own personal online security, just one in three thinks it very likely they will be affected by an online threat in the near future. However, Canadians do have a strong appreciation for the consequences of online threats. Two in three believe that consequences for the average Canadian experiencing an online threat can be serious. Canadians who are more knowledgeable are more apt to see the consequences of online threats as serious.

Canadians are moderately aware of many terms related to online threats and many ways that they can encounter an online threat. Almost all Canadians also report being aware of precautions they can take to protect themselves online, like not sharing passwords, using anti-virus/anti-spyware software, not opening
email attachments from people they do not know, and limiting the personal information they share online. Nine in ten are already aware that they shouldn’t open emails from people they do not know, that they should only do banking on a computer they know is safe, and that they should be selective in the sites they use for online shopping.

Canadians are marginally less knowledgeable when it comes to some more concrete pieces of information including where to get information on how to protect against online threats, the signs to look for that indicate the presence of an online threat, and steps to take when affected by an online threat. Highlighting the opportunities for information to the public, three in ten feel that Internet security is over their head (i.e., beyond their capacity to handle), and one in five feels that there is little that can be done to protect oneself online

Level of Protective Measures Taken

Canadians report a strong repertoire of precautions they take to protect their devices and personal information online including keeping software up-to-date, downloading files only from trusted sources, using general caution with unknown sources and using spam filters. About eight in ten Canadians use caution when giving out information like their real name, address, or phone number and when responding to solicitations from strangers. Precautions used less often include backing up data on devices, keeping devices locked with a password, not using an administrator account when accessing the web and using encryption software. The same proportion of Canadians taking precautions to protect their devices also has anti-virus software installed on their computers. Results suggest that while most Canadians are taking some steps, many are only scratching the surface of protective measures they could take to ensure they are adequately protected against online threats.

The incidence of victimization from an online attack is relatively common. Six in ten Canadians report having been victim of a virus, spyware or malware attack on the device(s) they use to access the Internet for personal use, suggesting that the problem is widespread. Results also indicate that there is at least a moderate if not strong impact on many as a result. Almost three-quarters of victims of virus, malware or spyware attacks say the attack had either a great or moderate impact on them or their family. Nearly two-thirds of these people changed their behaviour as a result of an attack, with many taking precautionary measures to protect themselves against future threats (e.g., using anti-virus software, being more careful about the information they give out).

Need for Information

A moderately high proportion of Canadians (four in ten) have already looked for information about online threats and steps to increase their security online. Those who have looked for information tend to be more sophisticated and knowledgeable computer and Internet users, as well as those with a high propensity to protect themselves online. Web-based sources are most relied upon by Canadians for information about online threats. Most Canadians looking for information on this issue say that they are looking for general information related to online threats broadly. Results suggest that most are looking for information
proactively rather than trying to fix a problem that has already occurred, highlighting a willingness to take steps provided they have access to the information they need.

Most Canadians are confident that they can protect themselves online as long as they have the basic information on steps to take, suggesting a need for concrete information for some, but more basic information and messages about confidence for a smaller segment. Six in ten feel that they have enough information on how to take steps to protect themselves against online threats, although a full quarter of Canadians do not feel this way. Canadians are similarly mixed about whether they feel they have enough information to know how new technologies might affect their personal privacy, with 52 per cent agreeing that this is the case and a full three in ten disagreeing. These results in particular point to a strong role for an information-based public education campaign.

Canadians are mixed in their trust of a variety of sources in terms of the technical reliability, currency and neutrality of information about online threats. Around half of Canadians trust security software companies, law enforcement organizations, the government, or Internet service providers for current and reliable information about online threats. When Canadians are asked to indicate their most trusted source for unbiased information about online threats, public services and not-for-profit organizations outpace private vendors as trusted resources. Results suggest the potential for partnerships with key stakeholder groups in providing information to the public.

Most Canadians think that the responsibility for ensuring that web-enabled personal devices are safe and secure rests with the individual owners of the devices, suggesting that they are willing to take action, provided they have the information they need to do it. That said, when asked to indicate who they think is most responsible for keeping the Internet safe and secure, Canadians are much less likely to see themselves as responsible. In terms of ensuring that the public is informed about online security, Canadians see the federal government as having an important role. This result, combined with their level of trust in the government to provide them with unbiased and trustworthy information, makes a compelling case for a government-led public education campaign, particularly where it highlights the involvement of other trusted stakeholders.

**Segments of the Population**

There are a number of repeating patterns found in the survey results. Younger Canadians are more active online, and also knowledgeable about online threats and security. Older Canadians are less active, but more concerned about security, and typically more apt to be looking for information and advice on how to protect themselves online. The generational divide is typically found with the younger boomers (with results looking quite different for those under 45 to 55, and those 45 to 55 and older). Socioeconomic status also provides a key demarcation, with those reporting higher education and income often reporting more online activity and awareness of the issue. There are fundamental differences also found among residents of Quebec, with Quebecers and Francophones typically reporting lower knowledge, concern and protective measures taken.
A segmentation of the public was undertaken using the survey findings, resulting in a five segment typology.

- A key group of roughly one in four was found to be particularly knowledgeable and proactive in ensuring their security online. This group is typically in their late twenties and thirties, well-educated, and might serve as good spokespersons, helping friends and family to take adequate steps to protect themselves, including directing others less knowledgeable to suitable information sources.

- A second group can be characterized as risk-takers and represents one in five of the population. They are the most active online and are also the youngest segment. Their knowledge level is average and they do take steps to protect themselves, although they have a confidence that seems to outstrip their knowledge or concern for the importance of the issue and their protections may not be sufficient for their level of activity. For example, this segment is less likely to have anti-virus software saying that they do not use a system that is prone to viruses or that they are confident that they can handle a virus, if they encountered one.

- A third group is characterized as exposed by their lack of knowledge or concern. This segment represents 18 per cent of the public online. They are average in their level of computer use and online activities and yet, their knowledge or concern for the issue is modest at best. Although three in four say they take precautions, another one in four do not, and the level of knowledge and concern suggests that even the ones who take protective measures may not be protecting themselves adequately. This group could be a key target group for information on the seriousness and prevalence of the issue and specific security measures.

- A fourth segment is the smallest of the five (13 per cent) and is characterized by less online engagement and the least knowledge regarding online threats and security. They are, nonetheless, very concerned about online security and many feel that they do not have enough information. This is the oldest segment and more often than average representative of women and those with lower incomes and education.

- The last segment represents one in four Canadians who are online. They are also an older group, however, their income and education is higher than average. They are online in traditional activities (e.g., e-mail, surfing, obtaining information), although many also conduct financial transactions online. This group is characterized by their caution and concern regarding online threats. They tend to avoid risky online practices and are the most likely to say that online threats are serious, with real and severe consequences. They are the most likely to protect themselves although they do so in more traditional ways (e.g., antivirus software). They are less apt to protect themselves using complex and frequently changed passwords. They are more likely than average to say that they don’t have enough information about how new technology can compromise their privacy.
**Overall Observations**

Results highlight a high level of awareness regarding ways to reduce the chances of experiencing online threats and that the level of basic knowledge among Canadians is quite sophisticated. This high level of awareness and concern for the problem provides a very useful starting point for a public campaign. A public education campaign on this topic would easily be recognized as an important issue to be addressed, and would likely not need to start at ground zero (i.e., increasing awareness of the importance of the issue). Although there is a range of levels of usage of the Internet, and knowledge about online threats and security, most Canadians have signalled that they could use additional information to ensure that they are sufficiently protected. Their trust in government as a provider of that information is high, although an information campaign spearheaded by the government, but represented by a coalition of law enforcement and technical service providers would engender a high level of trust regarding the veracity and reliability of information form all segments of the online population.
1. **INTRODUCTION**

1.1 **STUDY BACKGROUND AND OBJECTIVES**

Enhancing Canada’s collective cyber security is a responsibility that must be shared by all governments, organizations and individuals. The 2010 Speech from the Throne committed the government, in partnership with the provinces, territories and the private sector to implement a cyber security strategy to protect its digital infrastructure. That strategy was announced on October 3, 2010. Budget 2010 also committed to developing a Digital Economy Strategy that will enable the information and communications technologies sector to create new products and services; accelerate the adoption of digital technologies; and contribute to improved cyber security practices by industry and consumers. A cyber security public awareness campaign will provide individual Canadians with the information they need to make informed decisions and take appropriate action to protect themselves and their personal information. The campaign will consist of proactive communications initiatives, ranging from reporting on government progress and milestones of the file to stakeholder engagement to a national public awareness campaign.

The nature of this file and the requirement of a quantitative baseline study to inform the multi-year public awareness campaign suggest the need for a national online probability survey. This survey gathered quantitative data on the knowledge and attitudes of Canadians who are online towards cyber security and safety, with the intention of informing future communications and policy development initiatives. The goals of the study are as follows:

- To establish a quantitative baseline of the state of public opinion on the issue of cyber security, including knowledge level of the issue, beliefs, and behaviours of Canadians; and
- To provide the data required to obtain a segmentation analysis (psychographic and demographic) of the online Canadian public, to be used for research and evaluation purposes of the cyber public awareness campaign.

The objectives of the research consist of:

- The identification of campaign target audience(s) for the public awareness campaign including those most likely to take action as well as possible vulnerable populations;
- The identification of motivators and barriers to behaviour change (for those who have taken action, what prompted them to do so; for those who have not, why not?);
- The identification of the best ways of communicating such information;
- The identification of appropriate spokespeople; and
- Determining public expectations in terms of the involvement of the federal, provincial, and municipal governments, as well as non-governmental agencies.
1.2 Survey Design

The sample consists of 5,048 completed interviews with Canadians 18 years of age or older who use the Internet on a regular basis. The sample is based on a random selection of Probit panel members from across the country. Probit panelists were selected using a random-digit dial (RDD) landline-cell phone hybrid sample frame. This is the same sample frame and sampling process used to conduct telephone surveys, which are considered to be representative of the population. Once selected, they are contacted and recruited by telephone and asked to complete a basic profile (i.e., base survey instrument) including a range of demographic information about themselves. They are also asked if they would prefer to complete surveys online or by telephone. All sample members are eligible to participate, including those with cell phones only, those with no Internet access and those who simply prefer to respond by telephone rather than online. This panel represents a fully representative sample of Canadians, from which we can draw random samples and collect data in a more cost conscious and timely manner than would otherwise be possible in a traditional telephone survey. This panel of more than 60,000 individuals can be considered representative of the general public in Canada (meaning that the incidence of a given target population within our panel very closely resembles the public at large) and margins of error can be applied.

In this survey, we drew a sample of 25,000 from the online only portion of the Probit panel and complete survey cases online only, since this is the specific portion of the Canadian public that would be targeted by the communications campaign. The participation rate was 20 per cent. The typical participation rate is closer to 30 per cent; however, the data collection period was compressed into a ten day period, when two to three weeks would typically be allotted for collection. The survey sample of 5,048 completed cases yields a level of precision of +/-1.4 per cent for the sample overall and +/-2 to 5 per cent for most subgroups that could be isolated in the analysis (including all regions, age, education, and income segments). This large sample size was required in order to ensure that even the small segments (e.g., youth, high income households) are of sufficient size to have high precision (5 per cent or lower). Where possible the sample was provincially stratified to ensure sufficient cases in the small (e.g., Atlantic) provinces, and three territories. The limitation on doing this, however, was the number of cases that currently exist in the Probit panel, which was not sufficient in the territories and PEI to ensure that enough cases could be collected to isolate those results in the analysis. That said, cases were collected in those jurisdictions and included in the overall sample of Canadians.

Prior to conducting the survey, the instrument was tested with 106 cases in English and 26 cases in French. Additional questions were placed on the pretest version of the questionnaire asking about length, flow, clarity of wording and so on to elicit feedback from respondents. Minimal changes were made as a result of the testing, although a few questions were removed because the average length was over 20 minutes and the target was 18.

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1 Canadian Internet Use, Statistics Canada.
a) Methodology

The survey was administered using a bilingual questionnaire, installed on a secure web-server controlled by EKOS. The email invitation included a description and purpose of the survey (in both languages) along with a link to the survey website. When respondents clicked on the survey link, they were taken to a website containing the survey instrument. Once inside the survey, the respondent had the choice of completing the questionnaire in French or English (and could change the survey language between French and English at any time). The survey database was mounted using a Personalized Identification Number (PIN), so only individuals with a PIN were allowed access to the survey (the PIN was included in the email invitation). The PIN allowed respondents to exit and re-enter the survey at any time to complete or change information before the questionnaire was completed/submitted. Once the questionnaire was submitted, however, that case was locked and could not be accessed again, except through the survey administrator. This ensured that only respondents in the database gained access, and that questionnaires could not be completed more than once.

The questionnaire was prefaced with a brief introduction to the study and rationale for the research. Panellists were told that the study is collecting information on beliefs and practices related to security on the Internet. They were told the purpose of the survey and how the information will help the Government of Canada. The voluntary and confidential nature of the survey was also emphasized. Instructions for completing the survey were clearly indicated in terms of moving through the questionnaire and filling in responses and why certain skips are present in the questionnaire. Also, the email invitations included an email address that respondents could use in the event they had questions about the study or completing the questionnaire. Also, a 1-800 hotline was in place, staffed by experienced, bilingual field staff.

Survey data collection adhered to all applicable industry standards as set out by the Market Research Intelligence Agency (MRIA), of which EKOS is a Gold Seal member. All invited panel members were informed of their rights under current Privacy legislation, as well as how to obtain a copy of their response and results of the survey.

The database was reviewed following data collection for data quality, outliers, coding requirements, weighting and construction of independent variables, and was used to explore sub-group patterns (e.g., by age, gender and so on) in the analysis. Weighting of the sample was based on population parameters according to the latest Census on age, gender and region of the country.
2. USE OF DEVICES AND THE INTERNET

Chapter 2 establishes the level of use and general sophistication of Canadians who are online, including their use of computer and other devices to access the Internet, their frequency of use and proficiency with computers and other technology, as well as their level of online activity. As shown, there is a wide range of computer and Internet users; however, Canadians are largely very active online and generally at a high level of sophistication regarding use of technology.

2.1 INTERNET-ENABLED DEVICES USED

Desktop or laptop computers are used for accessing the Internet for personal use by almost all Canadians who are online (99 per cent saying they use one or the other). One-third of Canadians online (33 per cent) uses a smartphone such as an iPhone or BlackBerry. Home gaming systems such as Sony Playstation or Microsoft Xbox are used by one in five (19 per cent). One in ten of those online uses a mobile phone with basic Internet access (11 per cent) or a tablet device such as an iPad or Amazon Kindle (10 per cent).

Devices used for accessing the Internet are usually owned by the user. The majority of those who primarily use a desktop computer or laptop for accessing the Internet also own the device (96 per cent), as do those who use smartphones (86 per cent) and mobile phones (87 per cent), although in these latter two instances they are using someone else’s device some of the time.
Internet-Enabled Devices Used

“What kinds of devices do you use to access the Internet for personal use?”

- Desktop computer/laptop: 99%
- Smartphone (e.g., iPhone): 33%
- Home gaming system: 19%
- Mobile phone with basic Internet access: 11%
- Tablet device: 10%

n=5048

“Are you the owner of the...?”

- Desktop computer/laptop (n=5014)
  - Owner: 96%
- Mobile phone with basic Internet access (n=572)
  - Owner: 87%
- Smart phone capable of accessing data, video, etc. (n=1517)
  - Owner: 86%

Someone else owns it
Owner

PS Cyber Security Survey, 2011

- All devices other than desktop or laptop computers are much more likely to be used by men and residents of Alberta and Ontario.
- Residents of Quebec and Francophones are less likely to report using all other devices apart from desktop/laptop computers.
- Use of all devices is also least common among seniors (65+).
- Users of mobile phones with basic Internet access are more likely to be those who have some post-secondary education or a graduate degree, and are more likely to be employed.
- Mobile phone users are more likely to be found among 25-34 year olds.
- Use of smartphones and tablet devices to access the Internet is significantly higher among Canadians who are more educated and affluent (i.e., household incomes of $100,000 and more, and by Canadians with a university education and employed Canadians).
- Owners of smartphones tend to have some post-secondary education and to be within the 25-34 age range. They are also more likely to be self-employed or unemployed and to be in the low (under $40,000) or middle ($60-79,000) household income ranges.
- Users of home gaming systems are more likely to have some post-secondary or an undergraduate education, reporting higher household income, and are more likely to be students and also under 45 years of age.
2.2 Most Commonly Used Device

The overwhelming majority of Canadians who are online (87 per cent) use a desktop or laptop computer as their primary device to access the Internet for personal use. Smartphones with Internet access are used as the primary device for accessing the Internet by one in ten Canadians (nine per cent). A small number (three per cent) mainly use a tablet device such as an iPad or Amazon Kindle. Less than one per cent of Canadians identified a mobile phone with Internet access or a gaming system (e.g., Sony Playstation, Microsoft Xbox) as their primary device for accessing the Internet for personal use.

2.3 Places to Access the Internet

If Canadians are online at all they access the Internet from their homes (96 per cent). Just under half (47 per cent) also identify work as a place they typically access the Internet. For just under one in four Canadians who are online, the Internet is typically accessed while on-the-go (23 per cent), at homes of friends or relatives (22 per cent) or through public access points such as libraries or coffee shops (21 per cent). Only 12 per cent of Canadians typically access the Internet at school.

Canadians reporting higher levels of education and income are more apt to access the Internet from places other than the home than their counterparts, as are those living in urban communities. This concentration is also higher in Ontario. The same is also true of those under 55 (and in particular those 25 to 55 where work is concerned) and men, relative to other segments.
2.4 **ONLINE ACTIVITIES**

Canadians use the Internet for a wide variety of activities, many citing five to six activities that they are involved in online. Email is the most common use of the Internet for Canadians, with 98 per cent saying they use the Internet for email. Another Internet activity that virtually everyone online engages in is surfing the Internet (94 per cent). Accessing government information services (85 per cent) and performing financial transactions (83 per cent) are also widely practiced, according to more than eight in ten. Viewing videos and movies (78 per cent), using a credit card (78 per cent), or using social networking sites like Facebook or Twitter (73 per cent) are common practice for also three in four Canadians who are online. Making purchases at an online store is also something that six in ten report (62 per cent). About half of Canadians used the Internet in the past year for responding to a contest (55 per cent), downloading music or movies (54 per cent), playing games (47 per cent), or making telephone or video calls (47 per cent). Reporting of these activities is used in the survey to identify the level or intensity of online activity among respondent segments.

### Online Activities

"Which of the following activities have you done over the Internet in the past year?"

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used email</td>
<td>98%</td>
</tr>
<tr>
<td>Surfed the Internet</td>
<td>94%</td>
</tr>
<tr>
<td>Accessed government information services</td>
<td>85%</td>
</tr>
<tr>
<td>Financial transactions</td>
<td>83%</td>
</tr>
<tr>
<td>Used credit card online</td>
<td>78%</td>
</tr>
<tr>
<td>Viewed videos or movies</td>
<td>78%</td>
</tr>
<tr>
<td>Used social network sites</td>
<td>73%</td>
</tr>
<tr>
<td>Purchased at an online store/auction site</td>
<td>62%</td>
</tr>
<tr>
<td>Responded to an online contest</td>
<td>55%</td>
</tr>
<tr>
<td>Downloaded music/movies</td>
<td>54%</td>
</tr>
<tr>
<td>Played online games</td>
<td>47%</td>
</tr>
<tr>
<td>Telephone/video calls via Skype or similar</td>
<td>47%</td>
</tr>
</tbody>
</table>

*PS Cyber Security Survey, 2011*
There is a distinct generational divide between those who are more likely to use the Internet for these activities and those who do not. Canadians aged 55 and older are less likely to use the Internet for most of these activities, with the exception of email – older Canadians are as, if not more, likely to be using the Internet for email than are younger Canadians. Use of the Internet for all these reasons tends to be most prominent among Canadians aged 25-44, with certain activities also being more likely for the youngest (under 25), including social networking, telephone/video calls, watching videos or movies, playing games, and downloading music or movies.

Typically, men have a slightly greater propensity to engage access the Internet for these uses with the exception of Internet use for accessing social networking sites and responding to online contests.

Those with higher incomes and higher education levels tend to be more likely to use the Internet for many of these activities, with some notable exceptions. Those in the lowest education and income brackets are more likely to be playing games online, and those with the lowest incomes are also using the Internet to access social networking sites. Those with the highest education level (a graduate degree) are less likely to be using the Internet for social networking, playing games, and responding to contests.

Urban Canadians tend to be more likely to use the Internet for these activities than those in rural communities.

Use of the Internet for making telephone or video calls (e.g. via Skype) is particularly strong in B.C. and Ontario, and among immigrants and Canadians whose mother tongue is not English or French.

Use of a credit card to make an online purchase and shopping at an online store or auction site is more common among Albertans and those in the Territories.

Using the Internet for social networking is most common among Albertans and Nova Scotians. Nova Scotians are also considerably more likely to be using the Internet for playing games, as are residents of Saskatchewan. Quebecers and Manitobans are those more likely to be responding to online contests.
2.5 **INCIDENCE OF RISKY ONLINE ACTIVITIES**

Social networking and email stand out as the most concentrated sources of risk to Canadians in terms of the online activities they engage in. More than one-quarter of Canadians online (27 per cent) has accepted a stranger as a friend on a social networking site. One in five Canadians (20 per cent) has opened an email attachment from an unknown source, and one in ten (11 per cent) has entered personal details from a computer that they did not know to be secure. Less than one in 10 Canadians have replied to spam unknowingly (nine per cent), replied to a spoof or phishing email unknowingly (seven per cent), forwarded an email attachment from an unknown source (six per cent), or entered bank details on a site not known to be secure (three per cent). On the other hand, over half of Canadians (52 per cent) say they have not engaged in any of these activities. This measure is used in the survey to identify the level of exposure or risk different segments of Canadians online face.

**Incidence of Risky Online Activities**

“To your knowledge, have you ever done any of these things?”

- Accepted a stranger as a friend on a social network site: 27%
- Opened an email attachment from unknown source: 20%
- Entered personal details from computer I did not know: 11%
- Replied to spam mail unknowingly: 9%
- Replied to spoof/phishing mail unknowingly: 7%
- Forward email attachment from unknown source: 6%
- Entered bank details on site that I did not know: 3%
- None of these: 52%
- DK/NR: 3%

There are a number of specific segments with a greater propensity to engage in specific risky activities, however there are no overarching and significant patterns that stand out.
2.6 **USE OF COMPUTERS**

Canadians who are accessing the Internet are split when asked to self-rate their level of computer literacy. While roughly one half (49 per cent) rates themselves as either an expert (nine per cent) or a strong (39 per cent) computer user, nearly the same number feel they are less experienced (50 per cent) and rate themselves as either an average (45 per cent) or beginner (six per cent) user. A significant majority (80 per cent) of Canadians say they often use computers and other technology in their day-to-day life. This measure is used in conjunction with other measures of awareness and knowledge to gauge the sophistication level of Internet users in the analysis.

<table>
<thead>
<tr>
<th>Use of Computers</th>
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<tbody>
<tr>
<td><strong>“When it comes to computers and other technology, what kind of user would you consider yourself to be?”</strong></td>
</tr>
<tr>
<td>Expert</td>
</tr>
<tr>
<td>Strong</td>
</tr>
<tr>
<td>Average</td>
</tr>
<tr>
<td>Beginner</td>
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<thead>
<tr>
<th><strong>“How often do you use computers and other technology in your day-to-day life?”</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Rarely (1-2)</td>
</tr>
<tr>
<td>Sometimes (3-5)</td>
</tr>
<tr>
<td>Often (6-7)</td>
</tr>
</tbody>
</table>

Quebecers in the sample are more apt to rate themselves as novice or average in their knowledge of computers and other technology, as are rural residents. Expertise increases with reported socio-economic status. On the other hand it decreases with age (with a strong divide between those over and under 45). Men also claim greater proficiency than women.
2.7 **Data Storage**

Most Canadians online (80 per cent) use a computer hard drive to store information for personal use. About six in ten (59 per cent) save their files onto an external hard drive. Considering the newness of cloud computing, a relatively large proportion of computer users (17 per cent) reported the use of a virtual server for data storage. Looking at these in combination, roughly six in ten of those who save to their computer hard drive also save to an external hard drive (58 per cent). One in five of them (19 per cent) save to their computer hard drive and a virtual server. Most importantly 23 per cent only save to their hard drive. One in five Canadians online do not actually save to their computer hard drive at all. In these cases they favour an external hard drive to a virtual server at a rate of about two to one.

**Data Storage**

"Thinking about data storage of information for personal use, do you save information on your computer hard drive, an external hard drive or on a "virtual server" ?"

- Save files on computer hard drive: 80%
- Save files to an external hard drive: 59%
- Save files on a virtual server: 17%
- DKNR: 6%

Education, age and gender are strong predictors of whether any type of the above data storage options is used. Use of an external hard drive or virtual server are much more common among the more affluent and educated, as well as among younger Canadians (under 35), as well as men, relative to the rest of the population.
3. **Level of Concern/Importance**

This chapter explores the perception of the problem of online threats among Canadians online. It examines their understanding of the degree of threat they perceive, including the severity of consequences and their overall concern with online threats. Results show that Canadians who are engaged in online activities highly appreciate the threat that comes with use of the Internet. This is a fortuitous place from which to begin public education, as these survey results indicate that Canadians understand the issue and see the need for protective measures to address online security. That said, there is some evidence of distancing that takes place with some Canadians who see this as someone else’s problem or something that affects others (but isn’t likely to affect them). This also is a good starting place for a public education campaign.

3.1 **Level of Concern Re: Online Threats**

Canadians who are actively using the Internet are very concerned about having their personal information obtained and used without permission as a result of their online activities. In fact, more than eight in 10 Canadians are either very concerned (45 per cent) or fairly concerned (36 per cent). Virtually no one would say they are not at all concerned. This high level of awareness and concern for the problem provides a very useful starting point for a public campaign. Canadians already understand the problem and agree that it is an important issue to address.

![Level of Concern Regarding Online Threats](image-url)
Generally, more sophisticated and knowledgeable users of computers and the Internet are less concerned with having their personal information obtained online and used without their permission. On the other hand, it is those who report the greatest concentration of taking protective actions that are also the most concerned.

Concern is split along generational lines, with those over 45 reporting more acute concerns, whereas those under 35 are less apt to be concerned. There is also some regional variation with concern concentrated more in rural areas.

3.2 Importance of Protecting Against Online Threats

The importance of taking steps to protect personal information online is also not lost on Canadians. Fully 84 per cent say this is very important, rating it a six or seven on the seven-point scale. Again, virtually no one would say that it is not important.

Similarly, more than eight in ten (83 per cent) of Canadians believe it is important for Canadians to take steps to protect their home computers; again, almost no one says it is not important. The importance of protecting mobile devices from online threats is slightly less obvious to some. In this case just under three in four (74 per cent) see this as important. Again, these strong results seem to illustrate that a public education campaign on this topic would easily be recognized as an important issue to be addressed.

Importance of Protecting Against Online Threats

“How important do you think it is it for …?”

- Canadians to take steps to protect security of home computers
- Canadians to take steps to protect the security of web-enabled mobile devices

- Not important (1-2)
- Moderately important (3-5)
- Important (6-7)

n=2574

n=1228-1246
The perceived importance of protection of personal information online and home computers is greatest among Canadians aged 45 and older and among those whose first language is not English or French.

The importance of protecting the security of mobile devices is a view most likely to be held by urban residents, women, Francophones, the unemployed, retired Canadians, and those in the middle income bracket between $60,000-79,000.

3.3 **PERCEIVED PERVERSIVENESS OF ONLINE THREATS**

Canadians perceive online threats to be commonplace in the world today. Nineteen in twenty Canadians understand that online threats are common (58 per cent) or moderately common (37 per cent). Online threats are less apt to be seen as a problem affecting Canadians, however. In fact, by comparison, less than half of the proportion of the public (28 per cent) sees Canadians as being regularly affected by online threats. In this case more than half (54 per cent) say that Canadians are only moderately likely to be affected by online threats. It would be useful in the development of a public education campaign to understand that while Canadians online readily see the importance of this issue, some are also inclined to dismiss it as someone else’s problem. The difference in these results should be treated with some caution, however, given the slightly stronger wording in the second question (i.e., being affected is a stronger condition).

**Perceived Pervasiveness of Online Threats**

<table>
<thead>
<tr>
<th>“From what you know, how common are online threats in the world today?”</th>
<th>“How common is it for Canadians to be affected by online threats?”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not common (1-2)</td>
<td>1%</td>
</tr>
<tr>
<td>Moderately common (3-5)</td>
<td>37%</td>
</tr>
<tr>
<td>Common (6-7)</td>
<td>58%</td>
</tr>
</tbody>
</table>

n=2558 n=2490

PS Cyber Security Survey, 2011
Most sophisticated and knowledgeable users of computers and the Internet are more apt to see the incidence of online threats as common (in the world and experienced by Canadians). This view goes hand in hand with taking protective measures, as those who report taking precautions to protect themselves from online threats are more apt to perceive the incidence of being affected as high.

Residents of BC are more likely to say that online threats are common in the world today, as are Canadians with some post-secondary or a college education and men.

The likelihood of experiencing an online threat in Canada is more concentrated among Ontarians, as well as among parents and those reporting a lower socio-economic status.

3.4 PERCEIVED LIKELIHOOD OF AN ONLINE THREAT

In terms of one’s own personal online security, Canadians are less apt to think that they or anyone in their family will be affected by an online threat. One in three (33 per cent) believes that the likelihood of being affected by an online threat is high; that is, they will be affected at some point in the next two years. Another third (34 per cent) thinks that the likelihood of personally experiencing an online threat in the next two years is only moderate, and one in five (21 per cent) believes that it is relatively unlikely that they will be affected by an online threat.

Canadians generally believe their own actions protect them from being affected by online threats. Three in four Canadians (75 per cent) say that their likelihood of being affected by an online threat is reduced by the steps they take to protect themselves. More than half of Canadians (59 per cent) say that they do not take part in anything that they would see as risky online practices. Three in ten (32 per cent) believe that the chances are small that they will be personally affected by an online threat.

Looking at these responses against reported online behaviour, those who say that they do not do anything risky online do report engaging in the least online activity. Similarly those who say that they protect themselves do in fact report the highest level of protective behaviours.
The perceived likelihood of personal impact from an online threat is greater among residents of British Columbia, Alberta and Ontario. This belief is also higher among men, those reporting a higher socio-economic status (i.e., highest income and education), and Anglophones.

Disagreement with this sentiment is most concentrated in Quebec, among Francophones, and those with the lowest socio-economic status.

Taking steps to protect themselves is the most common reason for believing themselves to be unlikely to be affected by an online threat. This sentiment is more concentrated among residents of Ontario, as well as among those reporting the highest socio-economic status.

Belief that the chance of being affected by an online threat is just very small is more pronounced among the employed, higher income earners, those with an undergraduate education, Anglophones, and 25 to 44 year old Canadians.

Retired and older Canadians (55+) and women are most likely to attribute their sense of safety from online threats to their not participating in risky online activities.
3.5 PERCEIVED SERIOUSNESS OF CONSEQUENCES

Canadians have a strong appreciation for the consequences of online threats. Two in three (68 per cent) believe that consequences for the average Canadian experiencing an online threat can be serious. Another 28 per cent believe that the consequences are more moderate. Canadians who are more knowledgeable are more apt to see the consequences of online threats as serious. As a result they are also more likely to take protective measures.

Perceived Seriousness of Consequences

“Thinking about any of the online threats that an average Canadian can face, how serious do you think the consequences can be?”

The primary demographic driving perception of seriousness is age, with those over 45 years showing stronger appreciation for the severity of consequences, while those under 35 are particularly less apt to see them as serious. There are also some regional variations (i.e., stronger concerns in Alberta, Saskatchewan, Ontario, Nova Scotia and Newfoundland and less concern for seriousness of consequences in Quebec).
4. **FAMILIARITY**

This chapter explores the level of knowledge that Canadians who are on the Internet have about online threats and steps to protect themselves from harm. Results indicate that while Canadians are acutely aware of and concerned about the problem, they are less knowledgeable, or at least the degree of knowledge is quite varied. This suggests that any public education campaign can assume that Canadians believe the issue to be important and that the basis of the campaign is designed to address knowledge gaps, rather than shape opinion about the importance of the issue.

4.1 **FAMILIARITY WITH COMPUTER THREATS**

Canadians are moderately familiar with a number of terms related to online security. Not surprisingly the term anti-virus is more globally known than other terms. Two in three Canadians (68 per cent) are familiar with this term. About half of Canadians (51 per cent) are familiar with the term spyware and slightly fewer are familiar with phishing (46 per cent). Malware is the term recognized by the fewest Canadians, as only two in five (42 per cent) are familiar with the term. Generally more sophisticated and knowledgeable users of computers and the Internet are more aware of these terms than other Canadians who are online. These results begin to point to a need for practical and concrete information about what online threats are and how to recognize them.

---

**Familiarity with Computer Threats**

“How familiar would you say you are with each of the following terms?”

<table>
<thead>
<tr>
<th>Term</th>
<th>Not very familiar (1-2)</th>
<th>Moderately familiar (3-5)</th>
<th>Very familiar (6-7)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anti-virus</td>
<td>2</td>
<td>30</td>
<td>68</td>
</tr>
<tr>
<td>Spyware</td>
<td>10</td>
<td>38</td>
<td>51</td>
</tr>
<tr>
<td>Phishing</td>
<td>19</td>
<td>34</td>
<td>46</td>
</tr>
<tr>
<td>Malware</td>
<td>21</td>
<td>35</td>
<td>42</td>
</tr>
</tbody>
</table>

n=5048  PS Cyber Security Survey, 2011
Familiarity is higher among younger age cohorts (under 45), as well as men and those reporting higher socio-economic status, while older Canadians (over 55) and women are less apt to be familiar with these terms.

There are also some regional variations related to different terms, although Francophones and residents of Quebec are more likely to be familiar with all terms, with the exception of spyware, and urbanites are generally more familiar with the terms than rural residents.

### 4.2 Types of Personal Information

Although online threats may be a newer concern, Canadians have been told for a number of years about the need to protect personal information. In the current results, credit card information, banking information, and social insurance numbers are seen as the most sensitive kinds of information for eight in ten Canadians, with 79 per cent saying that each of these items is important to be protected online and elsewhere. Protection of passport information is also important to three-quarters (76 per cent) of Canadians. Pointing to lesser degree of awareness, six in ten Canadians think that health information (62 per cent), personal name/address/phone number (60 per cent), lifestyle information (59 per cent) and date of birth (56 per cent) are sensitive information to be protected online. Canadians are considerably less likely to see one’s email address as sensitive (29 per cent say it is), a concern that may also be eroded by the retail industry’s popular practice of paying for e-mail address information through the offer of special discounts and purchases. One in five Canadians (20 per cent) says that all of these are sensitive personal information.

#### Types of Personal Information

“People talk about protecting personal information online and elsewhere. Which of these would you consider to be sensitive information about you?”

- Social insurance number: 79%
- Credit card information: 79%
- Banking, financial information: 79%
- Passport information: 76%
- Health information: 62%
- Name, home address, telephone number: 60%
- Lifestyle information: 59%
- Date of birth: 56%
- Email address: 29%
- All of these are sensitive personal information: 20%

n=5048 PS Cyber Security Survey, 2011
There are some pockets of regional views regarding types of information considered to be sensitive, although there is no overriding pattern across all types of information. There are strong differences by age, however, with the same pattern holding for those over 55 (seeing all information as sensitive) and those under 35 (less apt to see information as sensitive). Those with the highest income and education are also more apt to see all types of information as sensitive although this is also true of those reporting incomes of $40,000 to $60,000 (likely representing the retired).

4.3 **Awareness of Online Threats**

When asked which Internet threats they were already aware of, nine out of ten Canadians were previously aware of identity theft (92 per cent), being a victim of an online scam or fraud (91 per cent) and viruses, and spyware or malware on computer devices (89 per cent). Eighty-four per cent were also familiar with privacy violations. Less commonly known to be Internet threats are computers being unknowingly taken over or used in other crimes (67 per cent), destruction of computers (65 per cent), and seeing or receiving information of a criminal nature (52 per cent).

**Awareness of Online Threats**

“Below is a list of some of the threats individuals can face when using the Internet. Before this survey, which of the following were you already aware of?”

- Identity theft: 92%
- Being a victim of an online scam/fraud: 91%
- Computer/mobile devices get viruses/spyware/malware: 89%
- Privacy violations: 84%
- Financial loss: 77%
- Loss of files/information: 76%
- Personal data erased/changed/lost: 73%
- Computer unknowingly taken over/used in other crimes: 67%
- Destruction of computer: 65%
- Seeing/receiving information of criminal nature: 52%

People less likely to identify many of the above as threats they had previously known about include retired and older Canadians (55+), those reporting lower socio-economic status, and women.
In the case of some types of threats, awareness is highest in the 24 to 44 age cohorts (i.e., computer viruses, identity theft privacy violations, loss of files and online scams). In other cases the awareness is more concentrated among those under 35 (i.e., personal data erased financial loss seeing or receiving information of a criminal nature).

There are some marked regional variations with awareness most concentrated in Ontario and least in Quebec.

4.4 AWARENESS OF PRECAUTIONS

Results highlight a surprisingly high level of awareness regarding ways to reduce the chances of experiencing online threats. Almost all say that not sharing passwords (96 per cent), using anti-virus/anti-spyware software (96 per cent), not opening email attachments from people they do not know (96 per cent), and limiting the personal information they share online (95 per cent) are measures of which they were already aware. Nine in ten are already aware that they shouldn’t open emails from people they do not know (90 per cent), that they should only do banking on a computer they know is safe (90 per cent), and that they should be selective in the sites they use for online shopping (89 per cent). Although there are some areas where a public education campaign could focus, it does indicate that the level of basic knowledge (that there are a number of ways that exist to increase their online security) is quite sophisticated. That said, this type of prompted awareness question, particularly in an online survey where respondents see the list, is likely to engender an inflated response.

Awareness of Precautions

“Below is a list of steps to reduce the chances of experiencing an online threat. Some people are aware of these threats, while others are not. Before this survey, which of the following were you already aware of?”

- Not sharing passwords with others: 96%
- Using antivirus/anti-spyware software: 96%
- Not opening email attachments from people I don’t know: 96%
- Limiting the personal information I share online: 95%
- Never opening emails from people I don’t know: 90%
- Only doing banking on a computer I know is safe: 90%
- Being selective in the sites I use for online shopping: 89%
- Using firewalls/passwords to protect computers/other devices: 88%
- Using different passwords for different accounts/website: 85%
- Using longer/more complex passwords: 85%
- Password protecting my wireless home network: 84%
- Only visiting secure websites: 78%
- Avoiding using Internet in open wireless networks: 67%
Awareness of precautions follows the same socio-economic and gender patterns as found in awareness of online threats. There are fewer broad-based age differences, although older Canadians (over 55) are considerably less likely to be aware of the need to change passwords or use different passwords for different accounts (and less apt to talk about protecting wireless networks, likely because of less applicability to their own scenario).

Similar patterns of regionality occur in awareness of precautions although in this case Alberta residents are also typically more aware (along with Ontarians).

4.5 Determining Secure Websites

Seven in ten Canadians (69 per cent) say they can tell a website is secure when they know it belongs to a trustworthy source. Slightly fewer Canadians (63 per cent) also recognize the VeriSign authentication as a sign that a website is secure. Less than half of Canadians say that if they know a site well, it is secure (46 per cent) and that a site with an “https” address is secure (45 per cent). These results suggest that it is the basic nuts and bolts that Canadians would benefit from knowing about.

![Determining Secure Websites](chart)

Regionally, Ontarians are much more likely to say that knowing a site well, knowing that it belongs to a trustworthy source, and the VeriSign authentication are ways of knowing if the site is secure. Residents of Quebec (and Francophones), as well as urban dwellers are much more likely to point to the “https” address as a sign of a secure website.
Retired and older Canadians (55+) are less likely to consider an https address or a checkmark/VeriSign authentication as a sign that a website is secure. These demographics tend instead to rely on how well they know a site and whether it belongs to a trustworthy source. Awareness of the https and VeriSign are more concentrated among 24 to 44 year old Canadians.

Immigrant Canadians and those whose first language is not English or French are much more likely to feel that knowing a site comes from a trustworthy site indicates to them that the site is secure.

There are minor gender differences with men reporting greater awareness than women.

4.6 Knowledge: Online Threats

In spite of results described so far, indicating that Canadians do have a good working knowledge of online threats and steps to protect themselves, sizable proportions of the online population nonetheless feel that they could benefit from more information. When asked how knowledgeable they are about online threats, four in ten Canadians (41 per cent) say they are very knowledgeable. Canadians are marginally less knowledgeable with where to get information on how to protect against online threats (36 per cent saying they are very knowledgeable), the signs to look for that indicate the presence of an online threat (34 per cent very knowledgeable), and steps to take when affected by an online threat (32 per cent reporting they are very knowledgeable). These results provide concrete suggestions for the area and level of detail Canadians are looking for.

Knowledge: Online Threats

“How knowledgeable would you say you are in each of the following areas?”

<table>
<thead>
<tr>
<th>Area</th>
<th>Not very knowledgeable (1-2)</th>
<th>Moderately knowledgeable (3-5)</th>
<th>Very knowledgeable (6-7)</th>
</tr>
</thead>
<tbody>
<tr>
<td>What online threats are</td>
<td>10</td>
<td>48</td>
<td>41</td>
</tr>
<tr>
<td>Where to get information on how to protect yourself against online threats</td>
<td>16</td>
<td>46</td>
<td>36</td>
</tr>
<tr>
<td>The signs to look for that would indicate the presence on an online threat</td>
<td>17</td>
<td>48</td>
<td>34</td>
</tr>
<tr>
<td>Steps to take if you have been affected by an online threat</td>
<td>19</td>
<td>48</td>
<td>32</td>
</tr>
</tbody>
</table>

n=5048 PS Cyber Security Survey, 2011
Residents of Ontario and urban areas, Anglophones, the employed, those in higher income brackets ($100,000 and greater), men, and younger Canadians (under 35) are most likely to report being very knowledgeable about these issues.

Least knowledgeable on these issues are those not in the workforce (e.g., unemployed, homemakers, retirees), older Canadians (55+), rural Canadians and women.

Those with some post-secondary education and students are more likely to consider themselves knowledgeable about online threats, the signs to look for that would indicate their presence, where to get information to protect them, and steps to take if they’ve been affected by an online threat, whereas those with less education are more likely to feel the opposite.

Along with Quebec residents, residents of Manitoba and the Territories are more likely to report not knowing what steps to take if they have been affected by an online threat.

4.7 **Perceived Ability to Take Precautions**

When asked to assess the ability of the average Canadian to take precautions to protect themselves online, Canadians typically perceive others’ abilities negatively; a stark contrast from the levels of awareness and protective behaviours that respondents themselves report, but considerably more in line with their reported need for concrete information. The majority (51 per cent) rate others’ abilities to protect themselves as poor. The vast majority of Canadians who feel this way (89 per cent) say this is because others do not know how to protect themselves, and three-quarters (76 per cent) say this is because others do not pay attention to things like online security. A significant number also cited cost (51 per cent), not enough time (42 per cent), or feeling it is not one’s responsibility (34 per cent) as reasons for having poor ability to protect oneself online.

Assuming that social desirability bias (i.e., pressure to respond in the desired way) has resulted in an inflation of some results in the survey, these results may be a reasonable reflection of the level of confidence that many Canadians online really feel and a rationale for any lack of confidence. The results also suggest that the public (who appreciate the seriousness of the issue) see a real need for a public education campaign designed to inform Canadians.
Regionally, positive ratings are highest in Nova Scotia and Newfoundland, and in rural communities.

There are limited differences in the faith that respondents have in Canadians ability to protect themselves although those reporting lower socio-economic status and women are somewhat more positive than their counterparts.

Residents of Quebec, Francophones, men and those with the lowest education levels are most likely to feel that protection of oneself online is not up to the average Canadian to do.

People in the lowest income bracket and women are more likely to feel that cost prevents the average Canadian from being able to protect themselves online.

Men are more apt to say that people are not paying attention and don’t have the time (compared with women).
5. **ATTITUDES**

This chapter provides a picture of the attitudes of Canadians who are online with regard to online threats and the need to protect themselves. These results are an extension of Chapter 3, indicating that most Canadians are very aware of the problem and firmly believe that the public needs to take steps to ensure online security. Results also point to some specific messages for public education campaigns.

5.1 **DISTANCING FROM CYBER CRIME**

As a further illustration of their understanding and concern, Canadians are generally well aware that anyone can experience cyber crime. The overwhelming majority of Canadians say that cyber crime does not happen only to those with money (90 per cent) or only to businesses (92 per cent).

---

**Distancing from Cyber Crime**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Disagree (1-3)</th>
<th>Neither (4)</th>
<th>Agree (5-7)</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Cyber crime only happens to people with a lot of money.”</td>
<td>4%</td>
<td>4%</td>
<td>90%</td>
</tr>
<tr>
<td>“Cyber crime only happens to businesses.”</td>
<td>3%</td>
<td>4%</td>
<td>92%</td>
</tr>
</tbody>
</table>

n=2591  n=2457

While virtually everyone is aware that cyber crime is not exclusively experienced by businesses or those with a lot of money, those reporting the highest socio-economic status are even more aware of this.
5.2 ATTI TUD ES RE: ONLINE THREATS

Nine in ten Canadians (92 per cent) are well aware of the real effects of online threats. Most Canadians (88 per cent) are also aware that a computer can be compromised without one’s even knowing it.

By and large Canadians feel responsible for their own protection online, although there is some room for improvement in this figure. Three in four Canadians (76 per cent) say that it is up to individuals to protect their own personal privacy. Highlighting the opportunities for information to the public, three in ten (31 per cent) feel that Internet security is over their head (i.e., beyond their capacity to handle), and one in five (20 per cent) feels that there is little that can be done to protect oneself online. Canadians are split in their confidence that businesses and other organizations have adequate safeguards in place to protect personal information. Four in ten (42 per cent) agree with this while an equal proportion disagree (41 per cent).

Attitudes Regarding Online Threats

“Do you agree or disagree to the following statements?”

- Feeling that a computer can be compromised without one’s knowledge is high across the board, however, it is even higher among the highest socio-economic and the 35 to 44 age cohort.

- Those most confident in measures taken by organizations to protect personal information are typically less affluent and educated and also younger Canadians (under 35 years). Regionally,
this attitude is most prevalent in Quebec. It also occurs among the least knowledgeable and those least likely to take precautions.

> Feeling that this issue is beyond them is somewhat more pronounced among rural residents and residents of Quebec, as well as those over age 45, women and those less affluent and educated. A similar set of patterns exists in the view that there is little one can do to protect themselves online.

5.3 Complacency Re: Anti-Virus Software

Although the majority of Canadians feel that recent anti-virus software is not enough to keep them protected against online threats, there is room to increase this result. Seven in ten Canadians (71 percent) feel that anti-virus software that isn’t more than a few years old is still not good enough to ensure their online security.

Complacency Regarding Anti-Virus Software

“As long as the anti-virus software that came with my computer isn’t more than a couple years old, it should be good enough to protect me from online threats.”

- Disagree (1-3)
- Neither (4)
- Agree (5-7)

Those who take a more complacent attitude toward the effectiveness of a computer’s original anti-virus software tend to be senior citizens, and those with the least education and household income. The view is also somewhat more pronounced in Quebec.
6. PRECAUTIONS

The current chapter focuses on the actual behaviour that Canadians online engage in to protect themselves from online threats. Again, it is useful to keep in mind that social desirability has likely resulted in some level of inflation of reporting of protective behaviours taken. Nonetheless, the survey results assist in understanding which segments of the online population are taking protective measures and which are not, as well as which are taking measures that are adequate. The identification of segments that think they are adequately protected but are not is a useful target for public education and information about the right or extent of protective measures to take.

6.1 REPORTED INCIDENCE OF PRECAUTIONS

Nearly all Canadians (89 per cent) say that they are taking precautions to protect their computer and other devices they use to access the Internet.

Reported Incidence of Precautions

“Some people take precautions to protect their computer and other devices they use to access the Internet, while others do not. Do you take precautions to protect your device?”

- Yes: 89%
- No: 7%
- DK/NR: 3%
With reported protective behaviour this high there are no significant demographic shifts, although older Canadians (45+) and men, and those with an annual household income of $100,000-149,000 are marginally higher in reporting this behaviour.

6.2 **Types of Precautions Taken**

(DEVICE PROTECTION)

Canadians also reported a strong repertoire of precautions they take to protect their devices including keeping software up-to-date, downloading files only from trusted sources, using general caution with unknown sources and using spam filters (three in four to more than eight in ten respondents cited these precautions). Marginally less common precautions used by Canadians include backing up data on devices and keeping devices locked with a password. Use of encryption software and not using an administrator account online are used by relatively small segments of the population (20 and 16 per cent, respectively). Results suggest that while most Canadians are taking some steps, many are only scratching at the surface of what protective measures they could be taking to protect themselves adequately.

**Types of Precautions Taken (Device Protection)**

"Which of the following precautions do you take to protect your device?"

- Keep security software up-to-date: 86%
- Only download files from trusted sources: 78%
- Use caution when responding to solicitations from strangers: 75%
- Use spam filters: 73%
- Use a password/user authentication for wireless/remote: 68%
- Verify source before clicking on URL links: 63%
- Turn off device when not using it: 60%
- Back up information on my device: 53%
- Lock the device using a password: 51%
- Use encryption software: 20%
- Do not use administrator account when accessing the web: 17%

n=4545

PS Cyber Security Survey, 2011
Generally, most precautions are taken more often by those with a higher socio-economic status (and least among those with the lowest socio-economic status). Gender differences follow the same pattern, as does language (with Anglophones reporting a greater incidence of taking protective measures in some cases).

Older Canadians are more apt to report up-to-date security software and downloading from trusted sources, but younger Canadians are more often aware of using passwords, spam filters and encryption software to assist them in their efforts.

There is a range of pronounced regional patterns of use of different methods that residents use to protect themselves. Residents of Ontario, and in some cases, residents of Quebec stand out with higher incidence rates.

6.3 Types of Precautions Taken (Online Threats)

Most Canadians take some sort of precaution to protect their personal information from online threats. About eight in ten Canadians use caution when giving out information like their real name, address, or phone number (83 per cent) and when responding to solicitations from strangers (78 per cent). Three-quarters of Canadians (75 per cent) make their passwords difficult to guess by using random numerals and letters. Precautions used least often include not using an administrator account when accessing the web (20 per cent) and using encryption software (19 per cent); a level of sophistication that is well beyond most Canadians online.

Types of Precautions Taken (Online Threats)

“Which of the following precautions do you take to protect yourself against online threats and to protect your personal information?”

- Use caution when giving out real name, address, phone
- Use caution when responding to solicitations from strangers
- Use passwords that contain random numerals/letters
- Do not give out password without calling to verify
- Do not allow my computer to remember passwords for websites
- Change my default password
- Check privacy policies on the website
- Use additional email accounts under a pseudonym/false name
- Do not use administrator account when accessing the web
- Use encryption software
- None of these

n=5048 PS Cyber Security Survey, 2011
> Many of these precautions are least likely to be taken by Canadians with the lowest income and education levels.

> Older Canadians (55+) and those who are retired are less likely to use most of these measures to protect themselves and are more likely to not use an administrator account when accessing the web as a safety precaution.

> There are a number of specific regional variations, however, residents of Ontario, British Columbia and Quebec stand out with higher incidence rates of using many of these measures.

### 6.4 Use of Anti-Virus Software

The same proportion of Canadians taking precautions to protect their devices also has anti-virus software installed on their computers. Fewer than one in 10 (nine per cent) reported not having anti-virus software on their computers. That said, one-third of Canadians (33 per cent) gets their anti-virus software for free by downloading it from the Internet. Half (54 per cent) either bought the software online or at a store, or had it come pre-installed with their machine.

#### Use of Anti-Virus Software

<table>
<thead>
<tr>
<th>“Do you have anti-virus software on your computer?”</th>
<th>“Where did you get your antivirus software?”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>Downloaded from Internet for free</td>
</tr>
<tr>
<td></td>
<td>Bought online from software company</td>
</tr>
<tr>
<td></td>
<td>Bought at a store</td>
</tr>
<tr>
<td></td>
<td>Came pre-installed</td>
</tr>
<tr>
<td></td>
<td>Other</td>
</tr>
<tr>
<td></td>
<td>DK/NR</td>
</tr>
</tbody>
</table>

- Yes: 89%
- No: 9%
- Not sure: 2%
- DK/NR: 2%

Downloaded from Internet for free: 33%
Bought online from software company: 18%
Bought at a store: 18%
Came pre-installed: 18%
Other: 10%
DK/NR: 2%

n=5014
n=4553

PS Cyber Security Survey, 2011
With such a high reported incidence there are few remarkable demographic differences, although older Canadians (55+) report a higher incidence of using anti-virus software.

Those who download their anti-virus software for free tend to be students or unemployed, younger Canadians (under 35), Quebecers, Francophones, and those in the lowest income bracket (under $40,000). Online purchase from a software company is more prominent among higher socio-economic cohorts.

6.5 Recency of Software

Virtually all Canadians (94 per cent) with anti-virus software say their software updates itself automatically or prompts them to update it. Six in ten Canadians with anti-virus software report regular updates to their software (37 per cent update it daily and 24 per cent update it weekly). One in six Canadians (16 per cent) does not know how often their anti-virus software is updated. The high degree of frequency reported suggests the possibility that even though respondents were able to read the question (making it less likely to be misunderstood), many may have thought the question was referring to automatic scanning for viruses, rather than software updating.

Updates are reported to be more frequent among those in central Canada, as well as among men.
6.6 **Reasons for Lack of Anti-Virus Software**

Canadians who do not have anti-virus software on their computer were asked to choose the reasons for this from a list of options. Half of those who don’t use antivirus software maintain that they are not using an operating system that is prone to viruses (e.g., Mac, Linux, not Windows-based) (51 per cent). Just under one-third (32 per cent) don’t think they need anti-virus software (for reasons unspecified). One in six (15 per cent) believes that it costs too much or that they only go to websites that they believe are safe (14 per cent). Eight per cent are concerned with the speed and available resources on their computer, maintaining that anti-virus uses up resources and slows down the performance of the machine. Again, these are useful clues about the type of information that some Canadians may need to fully understand the implications of decisions they are making.

![Reasons for Lack of Anti-Virus Software](chart)

“People have a number of different reasons for not having antivirus software. What is the reason that you don’t have anti-virus software?”

- Operating system not susceptible to viruses (Use Mac/Apple/Linux): 51%
- I don’t think I need it: 32%
- It would cost too much: 15%
- I only go to websites I know are safe: 14%
- Impedes performance, slows down system: 8%
- I don’t know what to buy/how to install/run it: 6%
- I thought my computer would have done it automatically: 5%
- I haven’t had time to install it: 4%
- Antivirus software ineffective/insufficient: 3%
- I don’t go online with my computer very often: 2%
- I do not know what it is: 1%
- Other: 4%
- DK/NR: 1%

n=400

PS Cyber Security Survey, 2011
6.7 **Use of Passwords Online**

Canadians were asked how often they change their passwords for online accounts they maintain for personal reasons. A surprisingly high proportion of Canadians online (just over one-third) say they are diligent about changing their passwords regularly, with some changing a password once a year (12 per cent), a few times a year (16 per cent), or more often (seven per cent). That said, almost half of Canadians report the use of a computer at work where many may be forced to change their password on a set, routine basis. One-quarter of Canadians (23 per cent) have no set pattern to when they change an online password – they might change it whenever they think of it. Slightly fewer (22 per cent) never bother changing their passwords at all.

![Use of Passwords Online](chart.png)

*“How often would you say you change a password in any online accounts you have for personal reasons?”*

- Never: 22%
- Every few years: 15%
- Once a year: 12%
- A few times a year: 16%
- More often: 7%
- Whenever I think of it - no set pattern: 23%
- DK/NR: 5%

> There is a higher than average incidence of those who say they never change their password among low income Canadians (those with a household income of less than $40,000); those with the least education; residents of Quebec, Saskatchewan and Manitoba; as well as among Francophones, and seniors. Those with no set pattern to when they change their passwords are more likely to be from Alberta, retired or not in the workforce.
6.8 **PERSONAL CHARACTERISTICS**

Canadians, on the whole, consider themselves to be the type of person who tries to be prepared well in advance of any type of situation; two-thirds (64 per cent) agree with this statement, while just two in ten (22 per cent) express disagreement.

Almost half of Canadians (45 per cent) consider themselves to be early adopters and generally embrace new technologies more quickly than the average Canadian. That said, a sizeable minority (34 per cent) do not consider themselves to be early adopters of technology.

Canadians were also asked whether they are the type of person who wastes their time worrying about something that hasn’t happened yet. Canadians express mixed views about how they describe themselves in this regard; 37 per cent agree, while almost half disagree (44 per cent). These psychographic measures are used to help describe and perhaps explain other views and behaviours related to online threats and security.

### Personal Characteristics

**“To what extent do you agree or disagree with the following statements?”**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Disagree (1-3)</th>
<th>Neither (4)</th>
<th>Agree (5-7)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am the type of person who tries to be prepared well in advance for any type of situation</td>
<td>22</td>
<td>13</td>
<td>64</td>
</tr>
<tr>
<td>I generally embrace new technologies more quickly than the average Canadian</td>
<td>34</td>
<td>20</td>
<td>45</td>
</tr>
<tr>
<td>I am not the type of person who wastes their time worrying about something that hasn’t happened yet</td>
<td>44</td>
<td>18</td>
<td>37</td>
</tr>
</tbody>
</table>

n=5048 PS Cyber Security Survey, 2011
This chapter provides some evidence of the level of incidence of online threats. Perhaps more importantly, it also provides some understanding of the degree to which previous experience does (or doesn’t) have an impact on changes in views about the likelihood of being affected or results in a change of behaviour regarding protective measures.

### 7.1 Incidence and Impact of Computer Attack

Six in ten Canadians (59 per cent) report having been victim of a virus, spyware or malware attack on the device(s) they use to access the Internet for personal use, suggesting that the problem is widespread. Results also indicate that there is at least a moderate if not strong impact on many as a result. Almost three-quarters of victims of virus, malware or spyware attacks say the attack had either a great (19 per cent) or moderate (54 per cent) impact on them or their family.
The incidence of attack is highest among those in British Columbia, Saskatchewan and Ontario and lowest among residents of Quebec and Alberta.

Online attacks are more likely to have a greater impact on women and those between the ages of 55-64, as well as in British Columbia. Those less likely to report an impact are 25-34 year olds, and residents of Saskatchewan.

7.2 Incidence and Impact of Financial Loss

Very few Canadians (six per cent) have been victims of financial loss or fraud as a result of online activity. Two-thirds of these victims say that the event had a large (17 per cent) or moderate (49 per cent) effect on them or their family.

Not surprisingly, Canadians in the lowest income bracket (under $40,000) who experienced financial loss or fraud are more likely than those with higher incomes to have felt a large impact. A high impact is also more likely among residents of Quebec.
7.3 **Incidence and Impact of Identity Theft**

Just two per cent of Canadians have been a victim of identity theft as a result of online activity. Among victims of identity theft, two-thirds reported the impact of this event on them or their family as large (27 per cent) or moderate (39 per cent).

**Incidence and Impact of Identity Theft**

- **Have you ever been a victim of identity theft as a result of online activity?**
  - Yes: 88%
  - No: 9%
  - DK/NR: 2%
  - n=5048

- **How much of an impact did your identity theft have on you or your family?**
  - Little impact (1-2): 39%
  - Moderate impact (3-5): 33%
  - Large impact (6-7): 26%
  - n=123

There are no remarkable patterns of incidence or impact from identity theft among sample respondents.

7.4 **Change in Behaviour**

Canadians who have been victims of a computer attack, financial loss or fraud, or identity theft as a result of their online activity were asked whether or not their experiences changed how they conduct themselves online. Nearly two-thirds of respondents (66 per cent) feel that their behaviour has changed as a result of this experience, suggesting that people will change their behaviour if they are convinced that the likelihood of a threat is high and the consequences real. Nonetheless there is a core group of about one in four to one in five Canadians online who do not see the need for protecting themselves online even in the face of a previous experience.
As a result of these experiences, individuals are taking precautionary measures to protect themselves against future threats. For example, nearly two-thirds (65 per cent) use up-to-date anti-virus software; 62 per cent are more careful about what information they give out and where; half (49 per cent) only visit websites they know are secure; and 34 per cent don’t allow their passwords to be remembered for later.

Change in Behaviour

<table>
<thead>
<tr>
<th>“Sometimes if people have experienced this type of online threat they change their behaviour afterward. Have you found that this experience has changed how you conduct yourself online?”</th>
<th>“How has this changed how you conduct yourself online?”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use up to date antivirus software now</td>
<td>65%</td>
</tr>
<tr>
<td>More careful about info I give out</td>
<td>62%</td>
</tr>
<tr>
<td>Only secure websites</td>
<td>49%</td>
</tr>
<tr>
<td>Use more complex passwords</td>
<td>43%</td>
</tr>
<tr>
<td>Don’t allow my password to be remembered</td>
<td>34%</td>
</tr>
<tr>
<td>Change my passwords more often</td>
<td>30%</td>
</tr>
<tr>
<td>Don’t share my passwords now</td>
<td>28%</td>
</tr>
<tr>
<td>Go online less often</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>16%</td>
</tr>
</tbody>
</table>

Canadians over age 55 and those with a college education who have encountered an online threat are more likely to say they have altered their online conduct in several of these ways. These demographics are more likely now to safeguard themselves online by only going to secure websites, using up-to-date anti-virus software, being more careful about the information they give out, and not sharing passwords.

25 to 44 year old Canadians are less likely to be taking many of these precautions.
8. **INFORMATION AND RESPONSIBILITIES**

This chapter presents a snapshot of the demand for information and potential role of different stakeholders in providing information to the public. Results indicate a strong need for information to fill the gap that Canadians perceive themselves and “the public” to have. This information gap relates to specific and concrete signs to look for and steps to take to increase one’s online security. They place considerable trust in government and a number of others in society and are willing to shoulder a large portion of the responsibility, provided they are given the information they need. Canadians online also see government as playing a strong role in filling this information gap.

8.1 **INFORMATION SOUGHT**

A moderately high proportion of Canadians have already looked for information about online threats and steps to increase their security online. This might be higher than expected in terms of information search on a topic, but lower than expected given the very high incidences reported in the survey on steps taken to protect themselves online. Fully four in ten (41 per cent) have looked for information on online threats or the ways they can increase their online security. This tends to be more sophisticated and knowledgeable computer and Internet users, as well as those with a high propensity to protect themselves online.

Web-based sources are certainly the sources most relied upon by Canadians for information about online threats. Search engines (such as Google or Bing) are the most frequented sources for this information (66 per cent) while a slightly smaller majority of Canadians (54 per cent) has looked for this information at the website of a software or hardware vendor. Friends and family also emerge as a prominent source for this type of information. More than four in ten (42 per cent) Canadians have consulted with friends and/or family about online threats and the steps they can take to increase their security online. Others have sought out information from the media (28 per cent), government websites (23 per cent), their employer’s IT department (24 per cent) or the website of a non-profit group (20 per cent).
The only difference in incidence of looking for information that stands out in a significant way is the considerably higher percentage reported by men compared with women (50 per cent of men versus only 31 per cent of women). There are also gender differences in sources consulted for this information.

There are some regional differences in sources used, although Ontarians and Quebecers report the use of a greater number and variety of sources.

Those with less education and income make greater use of information from family and friends, while those reporting the highest socio-economic status more often report employer IT departments than other Canadians do. There are few age differences, except by virtue of what different age cohorts have access to (e.g., younger Canadians in school, those 25-55 using work and those over 55 making less use of school and work environments. Those over 55 are also less apt to rely on search engines than their younger counterparts.

### 8.2 Types of Information Sought

Most Canadians looking for information on this issue say that they are looking for general information related to online threats broadly (71 per cent). Slightly fewer Canadians are searching for the best anti-virus software (67 per cent) or for specific steps on how to protect themselves from online threats (64 per cent). Information about online scams is also an important concern for half of Canadians (53 per cent). Considerably fewer are looking for more specific information (e.g., firewalls, fixing a computer compromised by a virus, or sources to report a crime). Results suggest that most are looking for information
proactively rather than trying to fix a problem that has already occurred, highlighting a willingness to take steps provided they have access to the information they need.

Types of Information Sought

“What information were you looking for when you sought information on the kinds of online threats that exist or the steps you can take to increase your security online?”

<table>
<thead>
<tr>
<th>Information Sought</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>General information about online threats</td>
<td>71%</td>
</tr>
<tr>
<td>Best virus software to get</td>
<td>67%</td>
</tr>
<tr>
<td>Steps on how to protect myself from threats online</td>
<td>64%</td>
</tr>
<tr>
<td>Information about online scams</td>
<td>53%</td>
</tr>
<tr>
<td>What firewalls are and how to use them</td>
<td>37%</td>
</tr>
<tr>
<td>Someone to fix a computer/device attacked by a virus</td>
<td>28%</td>
</tr>
<tr>
<td>Someone to report a crime/scam to</td>
<td>20%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

There are few consistent or overarching patterns of types of information sought for specific demographics segments, although searching for information about firewalls increases progressively with age, with those over 55 being much more likely to search for this information.

8.3 Attitudes re: Protection from Online Threats

Most Canadians (93 per cent) feel that it is important for individuals to understand the nature and signs of online threats in order to be protected, again highlighting that Canadians are already sold on the importance of the issue. Seven in ten (71 per cent) are confident that they can protect themselves online as long as they have the basic information on steps to take, suggesting a need for concrete information for some, but more basic information and messages about confidence for a smaller segment. Six in ten (59 per cent) feel that they have enough information on how to take steps to protect themselves against online threats, although a full quarter of Canadians (27 per cent) do not feel this way. Canadians are similarly mixed about whether they feel they have enough information to know how new technologies might affect their personal privacy, with 52 per cent agreeing that this is the case and a full three in ten (32 per cent) disagreeing. These latter results in particular point to a strong role for an information-based public education campaign.
Attitudes Regarding Protection from Online Threats

“To what degree do you agree or disagree with the following statements?”

- It’s important to understand the nature/signs of online threats to learn to protect yourself
- I can protect myself online as long as I have basic/trustworthy information on steps to take
- I feel I have enough info to take steps to protect myself/my computer against online threats
- I feel I have enough info to know how new technologies might affect my personal privacy

Those most confident in their ability to protect themselves online provided they have basic and trustworthy information tend to be Canadians with more education, younger Canadians (under 35) and men.

Women, older Canadians (55+), and those with graduate degrees are the most likely to feel ill-equipped to handle online threats and privacy issues (reporting that they do not have enough information on new technologies, steps to take to protect themselves, and confidence in being able to protect themselves).

Residents of Alberta and New Brunswick and rural Canadians are somewhat more likely to feel they do not have enough information on new technologies or steps to take to adequately protect themselves against online attacks.
8.4 Trustworthy Organizations for Information

Canadians are mixed in their trust of a variety of sources in terms of the technical reliability and currency of information about online threats. Just over half of Canadians (54 per cent) trust security software companies. A similar proportion trust law enforcement organizations (50 per cent), the government (49 per cent), or Internet service providers (48 per cent). Four in ten place their trust in not-for-profit organizations that are dedicated to electronic security (39 per cent) and slightly fewer trust their friends or family (37 per cent) or vendor websites (31 per cent). Results suggest the potential for partnerships with key stakeholder groups in providing information to the public.

There are regional, gender and socio-economic patterns linked to specific sources considered trustworthy, although there is no overarching, repeating or familiar pattern.
8.5 Unbiased Organizations for Information

There are notable differences between the sources Canadians prefer to go to for technically reliable and current information about online threats compared to the sources they look to for unbiased information on the same topic. When Canadians are asked to indicate their most trusted source for unbiased information about online threats, public services and not-for-profit organizations outpace private vendors as trusted resources. Nearly half of Canadians trust law enforcement (48 per cent) and the government (48 per cent) to provide them with unbiased information. Not-for-profit organizations dedicated to electronic security are a trusted source for four in ten (42 per cent). Three in ten (31 per cent) trust their friends and family to provide unbiased information. Considerably fewer Canadians cite for-profit organizations such as ISPs (28 per cent), security software companies (20 per cent) or vendor websites (15 per cent) as trusted sources for unbiased information about online threats.

Unbiased Organizations for Information

“And who would you trust to give you the most unbiased information about online threats and steps you can take to protect yourself?”

- Government: 48%
- Law enforcement organization: 48%
- Not-for-profit organization dedicated to electronic security: 42%
- Friends or family: 31%
- Internet service provider: 28%
- Security software company: 20%
- Vendor website: 15%
- Other: 5%
- DK/NR: 5%

As with sources considered trustworthy, there are regional, gender and socio-economic patterns linked to specific sources considered unbiased. There are also generational lines, whereby those over 45 are considerably more likely than younger Canadians to see a wide range of sources as unbiased. The exception to this is government, which is seen as unbiased uniformly by about half of Canadians across age cohorts. On the other hand, government is considered an unbiased source most often among those reporting the highest socio-economic status, as is also the case with law enforcement.
8.6 RESPONSIBILITY FOR THE SECURITY OF DEVICES

Most Canadians (70 per cent) think that the responsibility for ensuring that web-enabled personal devices are safe and secure rests with the individual owners of the devices, suggesting that they are willing to take action, provided they have the information they need to do it. Just over one-third (36 per cent) thinks that this is the responsibility of ISPs. Slightly fewer think that device manufacturers (28 per cent), software providers (27 per cent), or the government (26 per cent) are responsible for the safety and security of personal web-enabled devices.

Residents of Quebec are as likely as other Canadians to say that it is the responsibility of individual owners to ensure their devices are secure, but Quebecers and Francophones are much more likely to say that each of the other parties (with the exception of the private sector) has primary responsibility.

The perception that ISPs have primary responsibility for ensuring the safety and security of these devices is much more common among retired and older Canadians (55+).

Those reporting the highest socio-economic status and men are much more likely than others to think that individual owners are primarily responsible for the security of their devices, as is also the case with 25-34 year olds.
Those less affluent are more apt to rely on manufacturers, Internet Service Providers and retailers.

8.7 RESPONSIBILITY FOR THE SECURITY OF THE INTERNET

When asked to indicate who they think is most responsible for keeping the Internet safe and secure, Canadians are much less likely to see themselves as responsible compared with the singular responsibility they see themselves holding for protecting their own devices. One in four said that individual users are responsible (25 per cent), and slightly fewer pointed to Internet service providers (20 per cent). Two in ten (21 per cent) think that the security and safety of the Internet is a responsibility shared by all. Only slightly more than one in ten (13 per cent) think that the government has primary responsibility for ensuring the safety and security of the Internet.

Responsibility for the Security of the Internet

“Generally speaking, who do you think is most responsible for keeping the Internet safe and secure?”

- Individual users: 25%
- Internet service providers: 20%
- Government: 13%
- Law enforcement: 8%
- Software providers: 4%
- Hardware providers: 1%
- All of the above: 21%
- Other: 2%
- DK/NR: 6%

Those in Quebec are more likely than others to think that individual users are primarily responsible for the safety and security of the Internet. Ontarians are more likely to have split views on the issue; nearly equal numbers say that it is a shared effort among all parties and that individual users are primarily responsible. Albertans, as well, are more likely to hold the view that all parties are responsible.
The impression that individual users have the primary responsibility for keeping the Internet safe and secure is higher among younger Canadians (under 45) and is less common with older Canadians (45+), who more often point to Internet Service Providers.

8.8 **Role of the Federal Government in Public Education**

Nine in ten Canadians feel the federal government plays either a very (52 per cent) or moderately (39 per cent) important role in ensuring that the public is informed about online security. This result, combined with their level of trust in the government to provide them with unbiased and trustworthy information, makes a compelling case for a government-led public education campaign, particularly where it highlights the involvement of other trusted stakeholders.

### Role of the Federal Government in Public Education

“How important a role do you think the federal government has in informing the public about online security?”

- 52% Not important (1-2)
- 39% Moderately important (3-5)
- 7% Important (6-7)

Quebecers are more likely than those in other regions to say that the federal government has a very important role in informing the public about this issue, as do older Canadians (over 45).
9. **Typology of Canadians**

A typology of Canadians online was developed following a two-step process. In the first step, a wide range of survey items were included in summary indices for knowledge, level of risk/exposure to risk and protective. In the second step, the most useful indices were selected for the purpose of identifying homogeneous clusters or segments of the sample. This process classified cases in the sample on the basis of their commonalities along all of the dimensions represented by the indices, making decisions with each new case in terms of which group it most closely belonged to. Following is a table of the four indices and their composition.

**Composition of Indices:**

<table>
<thead>
<tr>
<th>Indices</th>
<th>Items included in the Indices</th>
</tr>
</thead>
<tbody>
<tr>
<td>› <strong>User</strong></td>
<td>Question B2: Where do you typically access the Internet? Work=1 point, public wireless=2 points 2 sources=1 point, 3 or more sources=2 points</td>
</tr>
<tr>
<td></td>
<td>Question D1: When it comes to computers and other technology, what kind of user would you consider yourself to be (i.e., what level of a user are you)? Strong =1 point, expert=2 points (beginner or ave=0)</td>
</tr>
<tr>
<td></td>
<td>Question D1a: How often do you use computers and other technology in your day-to-day life? All the time=1 point (less=0)</td>
</tr>
<tr>
<td></td>
<td>Question D1b: Thinking about data storage of information for personal use, do you save information on your computer hard drive, an external hard drive (i.e., extra storage / back up), or on a “virtual server” (i.e., cloud computing)? Virtual server=2 points, external drive=1 point (computer=0)</td>
</tr>
<tr>
<td>› <strong>Risk</strong></td>
<td>Question B3: Which of the following activities have you done over the Internet in the past year?</td>
</tr>
<tr>
<td></td>
<td>Question B11: To your knowledge, have you ever done any of these things?</td>
</tr>
<tr>
<td></td>
<td>Question K1: Canadians have expressed a wide range of views regarding their ability to protect their personal information when going online. Some are quite concerned and others are not concerned. How concerned would you say that you are personally about your personal information being obtained online and used without your permission? Not at all or not very=1 point (rest=0)</td>
</tr>
<tr>
<td></td>
<td>Question QA12A: Cyber crime only happens to people with a lot of money. Agree (6 or 7 on scale)=1 point (rest=0)</td>
</tr>
<tr>
<td></td>
<td>Question QA12B: Cyber crime only happens to businesses. Agree (6 or 7 on scale)=1 point (rest=0)</td>
</tr>
<tr>
<td></td>
<td>Question QA117: As long as the anti-virus software that came with my computer isn’t more than a couple years old, it should be good enough to protect me from online threats Agree (6 or 7 on scale)=1 point (rest=0)</td>
</tr>
<tr>
<td>Indices</td>
<td>Items included in the indices</td>
</tr>
<tr>
<td>---------</td>
<td>-------------------------------</td>
</tr>
</tbody>
</table>
| QA116: | Even though it happens in cyberspace, the effects of an online threat are very real.  
Disagree (1-3 on scale)=1 point (rest=0) |
| K2: How important do you think it is for the average Canadian to take steps to protect their personal information online?  
Disagree (1-3 on scale)=1 point (rest=0) |
| B4: Do you have anti-virus software on your computer?  
No=1 point (rest=0) |
| B5: Some people take precautions to protect their computer and other devices they use to access the Internet, while others do not. Do you take precautions to protect your mobile device?  
No=1 point |
| B13: How often would you say you change a password in any online accounts you have for personal reasons?  
Never=1 point (rest=0) |

**Knowledge**

<table>
<thead>
<tr>
<th>PK13:</th>
<th>How familiar would you say you are with each of the following terms?</th>
</tr>
</thead>
</table>
| K13A: | Anti-virus  
Rating of 6 or 7=1 point (rest=0) |
| K13B: | Spyware  
Rating of 6 or 7=1 point (rest=0) |
| K13C: | Malware  
Rating of 6 or 7=1 point (rest=0) |
| K13D: | Phishing  
Rating of 6 or 7=1 point (rest=0) |

<table>
<thead>
<tr>
<th>PIC:</th>
<th>And generally speaking, how knowledgeable would you say you are in each of the following areas?</th>
</tr>
</thead>
</table>
| IC1: | ...what online threats are?  
Rating of 6 or 7=1 point (rest=0) |
| IC2: | ...the signs to look for that would indicate the presence on an online threat?  
Rating of 6 or 7=1 point (rest=0) |
| IC3: | ...where to get information on how to protect yourself against online threats?  
Rating of 6 or 7=1 point (rest=0) |
| IC4: | ...steps to take if you have been affected by an online threat?  
Rating of 6 or 7=1 point (rest=0) |

| K1: | Canadians have expressed a wide range of views regarding their ability to protect their personal information when going online. Some are quite concerned and others are not concerned. How concerned would you say that you are personally about your personal information being obtained online and used without your permission?  
Fairly or Very=1 point (rest=0) |

| K5: | Below is a list of some of the threats individuals can face when using the Internet. Before this survey, which of the following were you already aware of?  
Earn 1 point per activity recorded |
### Indices

<table>
<thead>
<tr>
<th>Question K3A: How important is it for Canadians to take steps to protect the security of home computers?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rating of 6 or 7=1 point (rest=0)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question K3B: How important is it for Canadians to take steps to protect the security of web-enabled mobile devices?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rating of 6 or 7=1 point (rest=0)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question K11 [1,13]: Below is a list of steps to reduce the chances of experiencing an online threat. Some people are aware of these threats, while others are not. Before this survey, which of the following were you already aware of?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earn 1 point per activity recorded</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question K11A [1,20]: How can you tell if a website is secure?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowing https and VeriSign=1 point (rest=0)</td>
</tr>
</tbody>
</table>

### Behaviour

<table>
<thead>
<tr>
<th>Question B5: Some people take precautions to protect their computer and other devices they use to access the Internet, while others do not. Do you take precautions to protect your mobile device?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes=1 point</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question B5A: Which of the following precautions do you take to protect your mobile device?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earn 1 point per activity recorded</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question B5B: Which of the following precautions do you take to protect yourself against online threats and to protect your person information?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earn 1 point per activity recorded</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question B4: Do you have anti-virus software on your computer?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes=1 point</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question B4B: Does your anti-virus software update automatically or prompt you to update it?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes=1 point</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question B4C: How often do you update your anti-virus software?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily, Weekly, Monthly=1 point</td>
</tr>
</tbody>
</table>
Five segments were clearly defined in the typology. Each one is described in terms of its key characteristics. The following portrays each of the five segments based on the level of online activity and level of protective behaviours.

**Typology of Canadians Online**

- **Unconcerned – Exposed**: 18%
  - Younger Mavericks: 20%
- **Protection (Low)**
  - Unconcerned – Exposed: 18%
  - Older Bystanders: 13%
- **Online Activity (Low)**
- **Protection (High)**
  - Sophisticated – Proactive: 25%
  - Cautious Prepared: 24%

Source: National Telephone Survey, Aug-Sept 2008

### a) Sophisticated-Proactive – 25 per cent of Canadians online

A very pronounced group of Canadians online is classified as Sophisticated-Proactive users of the Internet. This segment represents 25 per cent of the population of Canadians online. They are characterised by their high level of knowledge about online threats and steps to protect themselves. Although they are very actively engaged online, they are also the most proactive in the protective measures they take to ensure their online security. They are also the most intense and sophisticated users of the Internet.

In terms of computer use, this group typically owns several devices including smartphones and tablets. They access the Internet from many locations. A full 86 per cent of them classify themselves as a strong or expert computer user and use computers every day. More than eight in ten of them save their files to an external drive and three in ten use a virtual server.
Seven to nine in ten are familiar with terminology related to online threats, signs of a threat, steps required to protect themselves, and where to get information about online threats. They report only average concern for their own security, largely because they take measures to protect themselves online. They do believe, however, that it is very important for Canadians to protect themselves when engaged in online activity. They are considerably more likely than any other segment to recognize a secure website by the VeriSign or https address. More than eight in ten say they have enough information to know how new technologies might affect their privacy and nine in ten say they have enough information to protect themselves from online threats.

This group has the second highest risk rating by virtue of their online activities. They are involved in online banking, purchasing, social networking, video conferencing, and they play games and download videos and music. On the other hand, they are unlikely to have engaged in particularly risky practices (opening attachments from people they don’t know, replying to spam e-mail). One exposure point is their average to above average tendency to accept people they don’t know as friends on social networking sites.

This segment is unanimous in their reporting of precautions taken to protect themselves. They report a range of measures that they take to protect themselves. For example, over half change their password once a year or more frequently. They also tend to rely on multiple and complex passwords. Seven in ten have looked for information in the past about online threats and how to protect themselves (often looking to software companies for this information). They are confident that they have the information they need and can tackle the issue. This segment is more apt to turn to software security companies, ISPs and not-for-profit websites for information they would trust. They place less trust in government to provide trustworthy, or even unbiased, information and typically do not see as large a role for government as other segments do.

Demographically this segment is more affluent. However, they are more likely to be a student (although many are also employed). They are much more likely to be under 45 years of age and the concentration is higher among men. There is also a slightly higher concentration in Ontario.

This segment might serve as good spokespersons/influencers in helping to spread the word to others and help others that need protection/don’t feel confident to do it themselves. On the other hand, their limited trust in government to bring information to the public may be a hindrance to this approach.

b) Younger Mavericks – 20 per cent

This segment is characterised by one of the highest levels of online activity, moderately high knowledge levels and moderate protective behaviour. They represent one in five Canadians online. Demographically they are the second most employed, educated and affluent. A sizeable proportion has children (often young children under six) at home. They are the youngest of the five segments: 46 per cent of them are under 35. They are equally represented by men and women.
This segment uses their computer on a daily basis and accesses the Internet from a wide range of locations (home, work, wireless/on-the-go). They largely consider themselves to be average to strong users of technology and generally feel they embrace technology quickly. They are the second most likely segment to use external hard drives and virtual servers to back up their files (second to the Sophisticated Proactive).

They are moderately familiar with terminology related to online threats and protections, and moderately knowledgeable about what online threats are, the signs to look for regarding an online threat, steps to take to protect themselves and where to go to get information. They say that they are nonetheless aware of all tested threats and protective measures. They are the second most likely to connect the VeriSign check mark with a secure website (although no more likely to recognize the https address. In spite of average to moderate knowledge, they nonetheless are the second most likely to say that online security and threats are not over their head, and generally feel confident in their ability to protect themselves.

This group is the least concerned about their online security. They are as likely as the average Canadian online to say it is important for Canadians to protect their computers online, although they are less concerned about mobile devices. Among those who think it unlikely that they will be affected by an online threat, almost half say that this is because the chances are very small (even though this segment is the most actively engaged online). They are also less likely to see the consequences of online threats as very serious.

This group is less likely than others to have anti-virus software (although almost eight in ten do, but this is significantly lower than the incidence in other groups). Among those who do have anti-virus software, four in ten obtained it free from the Internet. Among those without it, almost half say they don’t have anti-virus software because they don’t think they need it. They are unlikely to change their password frequently. They also report taking a range of precautions (e.g., using complex passwords, checking privacy policies, not allowing their computers to remember passwords or changing default passwords).

This segment is less likely than several other segments to have looked for information about online threats and protection in the past (although three in ten have). Most feel that they have enough information to handle the issue. They are more likely than others to trust their friends and family than other segments, as well as not-for-profit groups, government and law enforcement. That said, they are less apt than many other segments to see a role for government in online security.

This segment is more at risk because of their high level of online activity rather than by their lack of knowledge. Because they are confident in their own ability to understand the issue and keep themselves safe, combined with their somewhat dampened perception of the frequency or seriousness of the threat, they will not be an easy group to reach or convince that they would be best served by increasing their vigilance. The youthfulness of this group also adds to their sense of invulnerability, making this segment potentially difficult to reach with this message.
e) Unconcerned–Exposed – 18 per cent

This segment represents 18 per cent of the Canadian population online and are characterised by average engagement levels online, but lower than average knowledge levels and utilization of protective measures. They say they take some precautions, but don’t have a good sense of what the problems are or how to fix them. This group is more at risk more because of what they don’t know rather than because of their level of activity.

In terms of computer use and sophistication, this group is about average. Four in ten access the Internet from work and three in ten access it on the go/from a wireless access point. Three in four consider themselves to be of average proficiency (or less). Virtually no one would consider themselves to be an expert in this segment. Although three in four use computers often, one in four does not (which is a slightly higher proportion of only occasional users than the average). Although four in ten save files to an external drive, this is also lower than average, and fewer than one in ten use a virtual server.

In terms of knowledge, they are one of the two segments with the lowest knowledge scores. Between 15 and 40 per cent say they are familiar with terms related to online threats and security. Only one in ten or fewer report an understanding of what online threats are, what signs to look for, what steps to take to protect themselves online, or even where to look for information. They have the second lowest familiarity with the tested list of online threats or protective measures. They are among the two segments least likely to recognize a secure web site. They recognize their own lack of knowledge, however, because fully half of them say that this issue is way over their head, and feel they do not have enough information (about steps to take and about the impact of technology on their personal privacy).

They are less concerned than the average about their online security, likely because they are unfamiliar with the issue or how to tackle it. In fact, they have the lowest rating of agreement about the importance of Canadians taking steps to protect themselves online. They are the least likely to say that online threats are common, or that it is likely that they will be affected by an online threat. And, when asked why they don’t see it as likely, four in ten say that they think the chances are simply very small. They are marginally less likely to say that the impacts of online threats are real, many saying that the consequences are not that serious. Yet, the risk is large for this segment because they are engaged in online activities to an average extent (i.e., half make purchases online, eight in ten do online banking and engage in social networking, all of them surf the Internet, and three in four use their credit card online). Further to this, one in three have opened an e-mail attachment from someone they don’t know or accepted a stranger as a “friend” on a social networking site. In spite of this, this segment is the second least likely to have experienced an online threat (although just under half have experienced one), but those who have said the impact was large. In spite of this, those in this segment who have been affected by an online threat are the least likely to have changed their behaviour.

Although 77 per cent say that they take precautions, this is the lowest incidence reported of the entire survey sample. Eight in ten have anti-virus software (but not everyone does). More than half are
using pre-installed software or something they obtained for free. Most also don’t know how often their
software updates itself. Three in ten of those who don’t have anti-virus software say that they haven’t had
time to install it or are not sure what to get or thought the computer would update itself automatically. Four in
ten never change their password and two in ten change it only every few years. Most within this segment do
not change default passwords or use complex or multiple passwords. This group takes a more fatalistic
approach to their own security, with one in four agreeing that there is very little that you can do to avoid the
impact of an online threat. Almost half are confident that businesses have adequate safeguards in place to
protect their personal information.

This is one of the two groups least likely to have looked for information about online threats
and security and to express the least confidence in their ability to tackle the problem, even with adequate
information. They have the highest trust in government to provide them with up to date and reliable
information. That said, they place more of the responsibility for their security with ISPs, and, to a lesser
extent, government and software providers — taking less of the responsibility onto themselves. They are the
least likely to say that they worry about something that hasn’t happened yet and the least likely to say that
they like to be prepared in advance.

Demographically this group has a slightly higher proportion of women (60 per cent). There are
no sizable differences from the average in terms of education and age. There is a higher concentration,
however, reporting a middle household income (e.g., $40,000 to $80,000).

This is likely the best first target group by virtue of their engagement online, coupled with their
lack of concern and protective measures taken, likely fuelled by their lack of information. For this group,
information about the likelihood, severity of consequences and basic, step-by-step instructions on how to
take steps to protect themselves would be well received.

d) Older Bystanders – 13 per cent

At 13 per cent this is the smallest segment of the online population that likely are newer to the
Internet. This group is online to a lesser extent than the other four segments. That said, half use online
banking and one-third use their credit card online. Just under one in five make purchases at online stores.
One in three use the Internet for social networking. Only one in four in this segment uses a computer at
work and few in the segment access the Internet wirelessly. One quarter of those in this segment consider
themselves beginners and the rest say they are average in their computer proficiency. They use computers
with the least frequency of any segment.

They are the least knowledgeable about terminology, signs of online threats, steps to take to
protect themselves and where to get information. They are the least likely to recognize the signs of a secure
website and most likely to say that the issue is way over their head. They are also the most likely to say that
they do not have enough information about online threats or how technology can compromise their personal
privacy. This segment is the second least likely to say that online threats are common and the least likely to
see themselves as likely to experience an online threat, largely because they do not do anything risky online (which is substantiated by their reported level of activity).

In spite of this segment’s limited use of the Internet, these Canadians have among the highest concern regarding their online security. Few have engaged in risky online practices, although 16 per cent have opened an attachment from an unknown source and one in ten has accepted a stranger as a friend on a social networking site.

Just over eight in ten have taken some precautions to protect themselves online but more than one in ten don’t know if they have or not. They are the least likely to have employed more sophisticated approaches to protection and fewer than average use passwords effectively. Although many have anti-virus software, it came pre-installed for many and more of them rarely update the software or don’t know how often it updates. This group is also very fatalistic about their online security, with one in three saying that there is little you can do to avoid an online threat. They are the least likely to have experienced an online threat, although three in ten of those affected say the impact was large.

Few have looked for information about online threats (18 per cent) and most agree that they don’t have enough information. That said, fewer than average place their trust in all organizations tested. Only half feels that their online protection is their own responsibility, and a higher than average proportion says that ISPs and government are responsible. This segment, along with one other segment, is the most likely to say that government should have a large role in informing the public about online security.

This segment is somewhat overrepresented by women (59 per cent). This is the oldest segment, with 44 per cent over 55. In fact, 32 per cent are retired. They report just slightly lower than average education and lower household incomes. In fact, six in ten members of this segment said their household income is under $60,000.

This group also represents a compelling target by virtue of their lack of knowledge, although the need is somewhat less urgent because they are not as involved in online activities (although some certainly are).
e) Cautious-Prepared – 24 per cent

This is the closest to a middle-of-the-road group, although they are older and more educated than the average Canadian online. They rate their computer skills as average and are frequently online (although Internet use is not the highest among this segment). They are less likely to be using the Internet for activities other than email, although most do use the Internet for surfing websites, financial and credit card transactions, and accessing government services. Most say they back up their files to an external hard drive, although they are less likely to use a virtual server. These people are more likely to be worriers and to prefer to be well-prepared for any type of situation.

This group reports a high level of education (over half with a university degree), although they report an average income. They are also the second oldest segment: 54 per cent are over 45. They are the second most likely to be retired (although only 22 per cent are).

Most are either moderately or very aware of issues of Internet security, including what online threats are and their terminology, the signs of threats, and where to get information to protect themselves. They are highly aware of a number of types of Internet threats and of the need to protect their personal information and their web-enabled devices. They are acutely aware of the presence and impact of online threats in the world. They do distance themselves somewhat from the likelihood of actually encountering online threats, as only three in ten acknowledge online threats as being common in Canada and one-third thinks it likely that anyone in their family may be affected by an online threat in the immediate future. That said, the reason most attribute to this relative sense of security is that they take steps to protect themselves online, which this group does indeed do.

These are cautious Internet users who take precautions to protect themselves and their devices and seldom engage in typically risky online activities. Similar to the Sophisticated-Protected segment, they are more likely to safeguard types of information that the average Canadian online doesn't consider to be highly sensitive, like date of birth, email address and lifestyle information. They are unlikely to have ever experienced identity theft or financial loss as a result of an online threat, but among those in this group who have, they are much more likely than other Canadians online to have changed their behaviour as a result.

One-third of these Canadians take an optimistic view of the ability of Canadians to protect themselves online. Although most think the main reason people don't take precautions online is because they don't know how to do it, this group is more likely to attribute cost (i.e., of software) as a barrier to people protecting themselves. This group is more likely to express dissatisfaction with the security measures taken by organizations to protect the personal information of users.

They are somewhat more likely than the average Canadian online to have already looked for information about online security. Half of these people have sought out this information from friends and family, probably from younger, more sophisticated computer technology users. They have typically sought the best anti-virus software to get or for someone to fix a computer problem.
While most in this segment feel there are things an individual can do to protect oneself online, a full three in ten feel the issue of Internet security to be way over their head. More than one-third feel they haven’t enough information on new technologies to know how to protect their personal privacy and nearly the same amount feels they haven’t enough information to know how to protect themselves and their computers. However, seven in 10 feel they could protect themselves, given the right information. They would be most likely to trust law enforcement organizations and government to deliver them technically reliable, up-to-date and unbiased information; ISPs and software security companies would also be well-regarded for their technical know-how. Members of this group feel the government has a very important role in informing people about Internet security issues.

Although not an immediately obvious target, there are things that they would benefit from knowing. This segment could be a target group for specific information about more sophisticated protections such as using complex passwords, backing up files, and other measures that would increase the power of their efforts to protect themselves online. Many are also unaware that they can look for the VeriSign checkmark or an https address to distinguish a secure website. The message for this group would be more about getting the latest information about the most effective solutions to online security (i.e., you may need more protection than you think and it’s easy to do).

Following are some of the highlights of differences across the five segments described.

<table>
<thead>
<tr>
<th>Segmentation Clusters</th>
<th>Cautious Prepared</th>
<th>Older Bystanders</th>
<th>Sophisticated Proactive</th>
<th>Younger Mavericks</th>
<th>UnconcernedExposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Which of the following activities have you done over the Internet in the past year?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>N=</td>
<td>1339</td>
<td>767</td>
<td>1203</td>
<td>867</td>
<td>872</td>
</tr>
<tr>
<td>Purchased at an online store or an auction site</td>
<td>50%</td>
<td>18%</td>
<td>84%</td>
<td>56%</td>
<td>85%</td>
</tr>
<tr>
<td>To your knowledge, have you ever done any of these things?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opened an e-mail attachment from an unknown source</td>
<td>14%</td>
<td>16%</td>
<td>15%</td>
<td>33%</td>
<td>27%</td>
</tr>
<tr>
<td>Accepted a friend on a social network site that you did not</td>
<td>13%</td>
<td>11%</td>
<td>31%</td>
<td>31%</td>
<td>45%</td>
</tr>
</tbody>
</table>

Canadians have expressed a wide range of views regarding their ability to protect their personal information when going online. Some are quite concerned and others are not concerned. How concerned would you say that you are personally about your...

| How familiar would you say you are with each of the following terms? Anti-virus |
| Very | 58% | 58% | 40% | 39% | 33% |
| Very (6 7) | 71% | 39% | 95% | 41% | 72% |

How knowledgeable would you say you are in each of the following areas?... what online threats are?

| Very (6 7) | 35% | 8% | 83% | 11% | 42% |

... the signs to look for that would indicate the presence on an online threat?

| Very (6 7) | 27% | 7% | 74% | 7% | 34% |

... where to get information on how to protect yourself against online threats?
<table>
<thead>
<tr>
<th>Segmentation Clusters</th>
<th>Cautious Prepared</th>
<th>Older Bystanders</th>
<th>Sophisticated Proactive</th>
<th>Younger Mavericks</th>
<th>UnconcernedExposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very (6/7)</td>
<td>31%</td>
<td>9%</td>
<td>77%</td>
<td>9%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Some people take precautions to protect their computer and other devices they use to access the Internet, while others do not. Do you take precautions to protect your CALCB1B?

Yes 100% 83% 99% 77% 79%

Which of the following precautions do you take to protect your CALCB1B?

- Verify the source before clicking on URL links or opening at 72% 38% 84% 36% 55%
- Back up information on my device 57% 22% 78% 28% 50%
- Use a password or user authentication for wireless and remote 71% 35% 87% 48% 70%

Which of the following precautions do you take to protect yourself against online threats and to protect your personal information?

- Use passwords that contain random numerals and letters that 86% 49% 92% 57% 71%
- Check privacy policies on the website 52% 18% 59% 19% 31%

It's up to individuals to protect their own personal privacy.

Agree (5/7) 76% 72% 81% 69% 76%

When all is said and done, there is really very little you can do to protect yourself online.

Disagree (1/3) 70% 52% 83% 54% 69%

I find the whole issue of Internet security and online threats to be way over my head.

Agree (5/7) 30% 53% 8% 51% 27%
As long as the anti-virus software that came with my computer isn’t more than a couple years old, it should be good enough to protect me from online threats.

<table>
<thead>
<tr>
<th>Agreement Level</th>
<th>Cautious Prepared</th>
<th>Older Bystanders</th>
<th>Sophisticated Proactive</th>
<th>Younger Mavericks</th>
<th>UnconcernedExposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree (5 7)</td>
<td>14%</td>
<td>27%</td>
<td>7%</td>
<td>21%</td>
<td>14%</td>
</tr>
</tbody>
</table>

I am confident that businesses and other organizations have adequate security safeguards to protect my personal information.

<table>
<thead>
<tr>
<th>Agreement Level</th>
<th>Cautious Prepared</th>
<th>Older Bystanders</th>
<th>Sophisticated Proactive</th>
<th>Younger Mavericks</th>
<th>UnconcernedExposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree (5 7)</td>
<td>39%</td>
<td>40%</td>
<td>39%</td>
<td>46%</td>
<td>47%</td>
</tr>
</tbody>
</table>

How likely is it that you or a family member will be affected by an online threat in the next 2 years?

<table>
<thead>
<tr>
<th>Agreement Level</th>
<th>Cautious Prepared</th>
<th>Older Bystanders</th>
<th>Sophisticated Proactive</th>
<th>Younger Mavericks</th>
<th>UnconcernedExposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree (5 7)</td>
<td>32%</td>
<td>22%</td>
<td>42%</td>
<td>24%</td>
<td>36%</td>
</tr>
</tbody>
</table>

How important do you think it is for the average Canadian to take steps to protect their personal information online?

<table>
<thead>
<tr>
<th>Importance Level</th>
<th>Cautious Prepared</th>
<th>Older Bystanders</th>
<th>Sophisticated Proactive</th>
<th>Younger Mavericks</th>
<th>UnconcernedExposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very (6 7)</td>
<td>92%</td>
<td>83%</td>
<td>94%</td>
<td>72%</td>
<td>75%</td>
</tr>
</tbody>
</table>

From what you know, how common are online threats in the world today?

<table>
<thead>
<tr>
<th>Importance Level</th>
<th>Cautious Prepared</th>
<th>Older Bystanders</th>
<th>Sophisticated Proactive</th>
<th>Younger Mavericks</th>
<th>UnconcernedExposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very (6 7)</td>
<td>62%</td>
<td>47%</td>
<td>73%</td>
<td>40%</td>
<td>54%</td>
</tr>
</tbody>
</table>

Thinking about any of the online threats that an average Canadian can face, how serious do you think the consequences can be?

<table>
<thead>
<tr>
<th>Importance Level</th>
<th>Cautious Prepared</th>
<th>Older Bystanders</th>
<th>Sophisticated Proactive</th>
<th>Younger Mavericks</th>
<th>UnconcernedExposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very (6 7)</td>
<td>76%</td>
<td>64%</td>
<td>75%</td>
<td>58%</td>
<td>62%</td>
</tr>
</tbody>
</table>

How can you tell if a website is secure?

<table>
<thead>
<tr>
<th>Security Indicator</th>
<th>Cautious Prepared</th>
<th>Older Bystanders</th>
<th>Sophisticated Proactive</th>
<th>Younger Mavericks</th>
<th>UnconcernedExposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>The site has an “https” address</td>
<td>39%</td>
<td>25%</td>
<td>66%</td>
<td>31%</td>
<td>45%</td>
</tr>
</tbody>
</table>

How often would you say you change a password in any online accounts you have for personal reasons?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Cautious Prepared</th>
<th>Older Bystanders</th>
<th>Sophisticated Proactive</th>
<th>Younger Mavericks</th>
<th>UnconcernedExposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>12%</td>
<td>26%</td>
<td>8%</td>
<td>42%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Have you ever looked for information on the kinds of online threats that exist or the steps you can take to increase your security online?

<table>
<thead>
<tr>
<th>Action</th>
<th>Cautious Prepared</th>
<th>Older Bystanders</th>
<th>Sophisticated Proactive</th>
<th>Younger Mavericks</th>
<th>UnconcernedExposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>44%</td>
<td>19%</td>
<td>71%</td>
<td>18%</td>
<td>33%</td>
</tr>
</tbody>
</table>

I feel I have enough information to know how new technologies might affect my personal privacy.

<table>
<thead>
<tr>
<th>Agreement Level</th>
<th>Cautious Prepared</th>
<th>Older Bystanders</th>
<th>Sophisticated Proactive</th>
<th>Younger Mavericks</th>
<th>UnconcernedExposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree (5 7)</td>
<td>48%</td>
<td>27%</td>
<td>85%</td>
<td>31%</td>
<td>52%</td>
</tr>
</tbody>
</table>

I am confident that I could protect myself online as long as I have basic and trustworthy information on steps to take.

<table>
<thead>
<tr>
<th>Agreement Level</th>
<th>Cautious Prepared</th>
<th>Older Bystanders</th>
<th>Sophisticated Proactive</th>
<th>Younger Mavericks</th>
<th>UnconcernedExposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree (5 7)</td>
<td>71%</td>
<td>49%</td>
<td>89%</td>
<td>55%</td>
<td>74%</td>
</tr>
</tbody>
</table>

How important a role do you think the federal government has in informing the public about online security?

<table>
<thead>
<tr>
<th>Importance Level</th>
<th>Cautious Prepared</th>
<th>Older Bystanders</th>
<th>Sophisticated Proactive</th>
<th>Younger Mavericks</th>
<th>UnconcernedExposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very (6 7)</td>
<td>59%</td>
<td>57%</td>
<td>46%</td>
<td>53%</td>
<td>46%</td>
</tr>
</tbody>
</table>

I generally embrace new technologies more quickly than the average Canadian.

<table>
<thead>
<tr>
<th>Agreement Level</th>
<th>Cautious Prepared</th>
<th>Older Bystanders</th>
<th>Sophisticated Proactive</th>
<th>Younger Mavericks</th>
<th>UnconcernedExposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree (5 7)</td>
<td>38%</td>
<td>24%</td>
<td>73%</td>
<td>31%</td>
<td>47%</td>
</tr>
</tbody>
</table>

I am the type of person who tries to be prepared well in advance for any type of situation.

<table>
<thead>
<tr>
<th>Agreement Level</th>
<th>Cautious Prepared</th>
<th>Older Bystanders</th>
<th>Sophisticated Proactive</th>
<th>Younger Mavericks</th>
<th>UnconcernedExposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree (5 7)</td>
<td>66%</td>
<td>53%</td>
<td>78%</td>
<td>53%</td>
<td>61%</td>
</tr>
</tbody>
</table>

When it comes to computers and other technology, what kind of user would you consider yourself to be (i.e., what level of a user are you)?

<table>
<thead>
<tr>
<th>User Level</th>
<th>Cautious Prepared</th>
<th>Older Bystanders</th>
<th>Sophisticated Proactive</th>
<th>Younger Mavericks</th>
<th>UnconcernedExposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expert</td>
<td>3%</td>
<td>0%</td>
<td>26%</td>
<td>1%</td>
<td>10%</td>
</tr>
<tr>
<td>Strong</td>
<td>36%</td>
<td>9%</td>
<td>60%</td>
<td>23%</td>
<td>49%</td>
</tr>
</tbody>
</table>

Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Cautious Prepared</th>
<th>Older Bystanders</th>
<th>Sophisticated Proactive</th>
<th>Younger Mavericks</th>
<th>UnconcernedExposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>55%</td>
<td>59%</td>
<td>37%</td>
<td>60%</td>
<td>49%</td>
</tr>
</tbody>
</table>

Which of the following categories best describes your current employment status? Are you ...

<table>
<thead>
<tr>
<th>Employment Status</th>
<th>Cautious Prepared</th>
<th>Older Bystanders</th>
<th>Sophisticated Proactive</th>
<th>Younger Mavericks</th>
<th>UnconcernedExposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Working full-time (35 or more hours per week)</td>
<td>38%</td>
<td>31%</td>
<td>51%</td>
<td>39%</td>
<td>47%</td>
</tr>
</tbody>
</table>

What is the highest level of formal education that you have completed to date?
<table>
<thead>
<tr>
<th>Age Group</th>
<th>Segmentation Clusters</th>
<th>Cautious Prepared</th>
<th>Older Bystanders</th>
<th>Sophisticated Proactive</th>
<th>Younger Mavericks</th>
<th>UnconcernedExposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary school</td>
<td>8%</td>
<td>14%</td>
<td>5%</td>
<td>9%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Some post-secondary</td>
<td>14%</td>
<td>13%</td>
<td>15%</td>
<td>14%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>College, vocational or trade school</td>
<td>24%</td>
<td>32%</td>
<td>25%</td>
<td>27%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Undergraduate university program</td>
<td>27%</td>
<td>20%</td>
<td>32%</td>
<td>27%</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>Graduate or professional university program</td>
<td>25%</td>
<td>19%</td>
<td>23%</td>
<td>22%</td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>&lt;25</td>
<td>6%</td>
<td>4%</td>
<td>15%</td>
<td>13%</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>25-34</td>
<td>10%</td>
<td>6%</td>
<td>21%</td>
<td>18%</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>35-44</td>
<td>18%</td>
<td>14%</td>
<td>25%</td>
<td>22%</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>45-54</td>
<td>18%</td>
<td>17%</td>
<td>15%</td>
<td>15%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>55-64</td>
<td>23%</td>
<td>22%</td>
<td>11%</td>
<td>16%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>65</td>
<td>13%</td>
<td>22%</td>
<td>4%</td>
<td>9%</td>
<td>4%</td>
<td></td>
</tr>
</tbody>
</table>
10. Profile of Specific Segments

10.1 Age Profile

a) Type of User

There is a very wide generational divide in terms of computer use, knowledge and behaviour. The most defined shift in each of these is at 55 years of age and older, compared with those 35 years of age or younger. Those 55 and over are far less likely to use a computer at work or from a range of locations apart from home, or consider themselves to be anything more than a beginner or to be average in their computer proficiency. They are unlikely to engage in cloud computing or to save their files to an external hard drive. (Half do, but this is less likely than the two in three who do among younger Canadians.) They are also less apt to say that they embrace new technology.

Canadians under 35 years of age are particularly likely to use a computer in a wide range of locations (at work, wireless access, on the go, etc.) and consider their proficiency level to be high. They are also more sophisticated in their use of external hard drives and virtual servers to back up files.

b) Knowledge Level

Knowledge levels regarding online threats and steps to protect oneself are also considerably lower for many over 55 and most over 65. In this case the youngest Canadians (under 25) show the highest knowledge levels, followed by those between the ages of 25 and 34, and then 35 to 44 year old Canadians.

Older Canadians (over 55) are generally less familiar with terms such as anti-virus, spyware, malware, etc as well as what online threats are, the signs to look for indicating the presence of an online threat, where to get information on how to protect themselves from online threats or steps one can take to reduce the chances experiencing an online threat. For example, older Canadians (in this case those over 45) are more likely than younger age cohorts to say that Internet security and online threats are over their head. Seniors (over 65) are also somewhat more likely than other Canadians to believe that any anti-virus software will keep them protected, irrespective of how old it is. Again it is Canadians under 35 (and in some cases those under 45) who report the greatest familiarity with these.

c) Level of Risk

Although older Canadians are not as knowledgeable or as sophisticated as younger Canadians in their use of the Internet, they are also not typically engaged in the same level of risky online activities as younger Canadians. Again there is a shift that begins at about 45 years of age progressing
steadily through to seniors aged 65 and older, with each segment reporting successively less risky online activities. Canadians under the age of 35 are the most involved in risky online activities.

Older Canadians (55 and older) are less likely to use the Internet for financial transactions, online purchases, including use of a credit card, use of social networking sites, Skype, or to use the Internet to view videos or movies, play online games, download music or enter online contests. They are, however, as likely to use e-mail.

In spite of less active involvement online, older cohorts of Canadians are generally more concerned about protecting themselves against online threats, seeing these as serious threats with serious consequences. They are also more likely to consider all tested types of information to be sensitive information. Those under 35 tend to be less concerned and see the threat as more moderate.

Another example of the difference in levels of concerns is found in reporting of changed behaviour as a result of having experienced an online threat. While similar proportions have experienced online threats across age cohorts, it is older Canadians (in this case 55-64) who are more apt to say that the experience has changed their behaviour, whereas the 25 to 34 age cohort is least likely to say the experience changed them.

Although older Canadians engage in fewer online activities and report themselves to be quite vigilant in taking protective measures, it is interesting to note that they are also more likely to place the responsibility for ensuring safe access to the Internet on Internet Service Providers and government; and placing less responsibility on individuals to protect themselves online. On the other hand, it is the 55 to 64 year old segment who is most apt to agree that it is up to individuals to safeguard their own personal privacy (likely because this is an issue that predates online security).

**d) Level of Protective Behaviours**

Although older Canadians are less active and knowledgeable, they are more likely to say they take precautions to safeguard their devices (91-93 per cent compared with 85 to 86 per cent of those under 35), including keeping anti-virus software up to date and only downloading from trusted sources. Changing passwords, however, is not something that older Canadians (in this case seniors) are as likely to do.

**e) Information Needs**

The demand for information is naturally higher among those least knowledgeable; in this case, older Canadians. Seniors in particular are also less likely to have looked for information in the past. Those over 55 are least likely to say that they have enough information to know how new technologies might affect their personal privacy. They also demonstrate less confidence in their ability to protect themselves online even when they have access to the necessary information. Older Canadians (55 and over) are more apt to trust family or friends, Internet Service Providers and security software companies, as well as law enforcement to give them reliable and unbiased information about online threats. The not-for-profit sector is
a stronger preference for younger cohorts (under 35), as is government in the case of the youngest segment (under 25)

f) Segmentation

As a result of their lower proficiency and knowledge, less risky involvement in online activities and less proactive behaviour to protect themselves against online threats, there is a heavy concentration of 55 to 64 year old Canadians among the Bystanders segment (18 per cent), and even more among the Cautious-Prepared (34 per cent). The concentration is heavier still among seniors (65 and older). In fact, two in three seniors are categorized as either Bystanders or Cautious-Prepared.

10.2 Socio-economic Profile

a) Type of User

The clearest differences in computer use, knowledge and behaviour are seen between Canadians falling into the low and high socio-economic segments, and fewer stark differences with those in the middle socio-economic range. For the purposes of this profile Canadians in lower socio-economic segments include those with college or less education, who report household incomes of $60,000 or less, and are often unemployed or out of labour market (e.g., homemaker or retired). Those in the highest segments report household incomes of $100,000 or more, are university-educated and are typically employed (including self-employment).

Canadians in the lowest economic segment are more likely to use only a conventional computer for all of their Internet activity, and are more likely to use the Internet at the homes of friends or family, or at school. They are more likely to rate themselves as average or beginner in their computer skills and are less likely to be early adopters of technology or to see themselves as well-prepared for any situation. Generally they are far less engaged in online activity and typically report less frequent than average use of computers.

Canadians with the highest socio-economic levels are much more likely to use more than just computer devices, but also tablets, smartphones and home gaming systems to access the Internet. Those of higher socio-economic status are more likely to be accessing the Internet from a range of locations outside the home, including public wireless areas, work and on-the-go. They are generally more frequent and confident users of technology and are typically engaged in a wide range of online activities. Use of any kind of data storage (external hard drives, virtual servers) is also higher among this group. Self-described early adopters of technology are more common among those with the highest socio-economic status, and they are more likely to see themselves as well-prepared for any situation.
b) Knowledge Level

Socio-economic status is less of a clear predictor of knowledge levels regarding online threats and security. Some respondents with lesser income and education are nonetheless quite knowledgeable (e.g., students and younger Canadians), while others reporting more education and income are not as knowledgeable. Canadians with the lowest education and income levels and those who are unemployed are least familiar with many types of online threats, and are more likely to feel less knowledgeable about what online threats are, how to protect themselves and where to get information to do this. Their awareness of different types of safety and security precautions is also generally lower. Unemployed Canadians, for example, are less aware of some safety measures such as not sharing passwords, using firewalls, limiting the amount of personal information they share, and password protecting their devices. This group is more likely to feel that the issue of online security is over their head and that there is little that they can really do to protect themselves.

The highest socio-economic groups report being very knowledgeable about what online threats are, where to get information to protect themselves, the signs to look for and the steps to take to protect their devices and information. Those with the highest incomes and employed Canadians are more familiar with terms related to online threats, and awareness levels of most online threats are much higher among people with higher education levels.

c) Level of Risk

Use of the Internet for playing games and to access social networking sites is higher among the low socio-economic segments, and they are more likely to accept a stranger as a friend on a social networking site. They are less cautious about sharing sensitive information online. Lower income earners and students are also less likely to view many types of personal information as sensitive, such as date of birth or lifestyle information.

In spite of this, those with lower education levels (college or less) are more likely to be concerned about online threats, the need to protect their personal information online, and the importance of the security of mobile devices. Despite these broad concerns, however, they don't feel that they are likely to experience considerable impact from an online threat in the near future.

Impacts of financial loss due to an online threat are, not surprisingly, most strongly felt among those with the lowest incomes. Identity theft also is more common among those with household incomes under $60,000. That said, those with a college education are more likely to have changed their online behaviour after an online attack.

Canadians in high socio-economic groups are typically more engaged online and in a variety of activities, including online shopping and banking transactions, downloading music and movies, and surfing the Internet, which increases their risk of exposure to online threats. The highest socio-economic groups are more likely to report having been victim of an online attack, but even so, Canadians with
graduate degrees and who are employed are less likely to have changed certain online behaviours after experiencing an attack (like not sharing passwords or being more careful about the information they give out).

d) Level of Protective Behaviours

Canadians with the lowest education and incomes are less likely to report taking specific precautions to protect their web-enabled devices, such as using spam filters, locking their device with a password, using encryption software or using passwords for wireless access, and changing passwords regularly. Similarly, when it comes to protecting their personal information this group is much less likely to take many precautions. They are also more likely to feel satisfied that the anti-virus software that came with their computer is good enough protection against online threats.

Those with the lowest education and income are more likely to be confident in individuals' abilities to protect themselves from online threats. However, they are also more likely to think that protecting oneself online should be up to someone other than the individual. Canadians with the lowest income and education are more likely to think government, not-for-profit organizations, device retailers or device manufacturers should be responsible for the security of web-enabled devices. Appropriately, this group also expresses confidence in the measures taken by organizations to protect the personal information of Canadians. It is noteworthy that Canadians reporting the lowest household incomes, students and the unemployed are more likely to have downloaded their anti-virus software for free.

Canadians of higher socio-economic status present some contradictory protective behaviours. Those in the middle and higher income ranges are more likely to say they protect their Internet-enabled devices; however, they are less likely to know when and how often their anti-virus software is updated. Canadians with higher income and education levels are more likely to report backing up their information, using spam filters, locking a device with a password, and using encryption software. They are also more likely to protect their personal information by using passwords, pseudonyms, not giving out their passwords, and being careful about giving out personal information and using encryption software. They are more likely to feel that it is the individual's responsibility to protect oneself online, but they are sceptical of the ability of the average Internet user in Canada to protect themselves against online threats.

e) Information Needs

Canadians with the lowest education levels look to friends and family and schools for their information about online threats. Those with the lowest incomes are more likely to have previously looked for information on who to report a scam to, and those with lower education levels are less likely to trust government or not-for-profit organizations when looking for unbiased information about online threats.

Employer IT departments is more often favoured for higher socio-economic segments when looking for information. This group is often looking for information about the best anti-virus software. Those with the highest educations more often see not-for-profit organizations specializing in electronic security to
provide technically reliable and up-to-date information. Households with greater incomes, however, more often place their faith in vendor websites, like a bank or online store for technically reliable information, or law enforcement organizations for unbiased information. Not-for-profit specialists and government are more often seen as providing unbiased information among the highest socio-economic segments.

**f) Segmentation**

Canadians with the highest incomes, who are employed or are students and who have a university education are certainly at high risk by virtue of being highly active online (making up between 21 and 29 per cent of this cluster). That said, these same demographics are also the most likely to be concentrated in the Sophisticated-Proactive cluster (making up between 28 and 34 per cent).

Canadians with lower education and income levels are more likely to be Bystanders (35 per cent of Bystanders being Canadians with incomes under $60,000, and 51 per cent being Canadians with a college education or less). Certain low to middle-income Canadians (incomes between $40,000-79,000) are a group more at risk due to their inaction. Notably, there is also a significant pocket of Canadians with graduate degrees characterised as Cautious-Prepared who are at a moderately high risk (27 per cent).

### 10.3 Gender Profile

**a) Type of User**

There are sharp contrasts between the genders in terms of the use of web-enabled devices. Women are less likely to use web-enabled devices other than conventional computers or to be the owners of the devices they use. They are generally less sophisticated users of the Internet than men. They do not access the web from work or in wireless spaces or on the go as high concentrations as men, for example. They also do not report as frequent use of computers or the Internet and generally rate themselves lower than men in terms of their proficiency. Women are much less likely than men to use any kind of data storage options (e.g. external hard drive, virtual server). They are also less likely to say that they readily embrace new technology.

Both genders use the Internet about equally for accessing email, but women are more likely to use the Internet for social networking and to respond to online contests. They are much less likely, however, to use the Internet for a range of other applications.

**b) Knowledge Level**

Likely as a consequence of their difference in level of use and sophistication, there are also significant knowledge gaps between genders when it comes to online threats and personal security, showing as high as 20 point gaps between men and women on some measures. Women are less familiar with terms relating to online threats, are less likely to have known about many different kinds of online
threats, and are significantly less likely to be aware of many safety precautions to protect themselves. They are less likely to be knowledgeable about what online threats are generally, where they can get information on how to protect themselves, and the signs to look for and the steps to take when dealing with an online threat. They are more likely to feel that the issue of cyber security is over their heads and like there is little they can do to protect themselves.

Despite this lack of knowledge, women are more likely to feel optimistic about the average Canadian’s ability to protect themselves online, and they are more likely to feel it’s an individual’s responsibility to do this. They are also more likely to be confident that organizations are protecting individuals’ personal information online. When it comes to the security of devices, however, women are more likely to have the perception that ISPs or device retailers are primarily responsible for the security of web-enabled devices, whereas men are more likely to hold the perception that device manufacturers are responsible for the security of devices. Speaking generally about the safety and security of the Internet, men are more likely to think this is the responsibility of individual users.

c) Level of Risk

Women are less likely to think that they will be affected by an online threat in the near future, and they are more likely to attribute their sense of safety to their not being involved in any risky online activities, which is borne out by the lower intensity of online activities. At the same time, women are also less likely to think that online threats are common generally.

Men are more likely to report having been a victim of an online attack, financial fraud or loss, and identity theft. Nonetheless, they are also less likely to report having changed their online behaviour since encountering an online threat. For example, men are less likely to say they no longer share passwords, or that they are more careful about the information they give out. Men are slightly more likely to trust a website (of unknown reliability) with their personal information.

d) Level of Protective Behaviours

Women are less likely to use complicated passwords, pseudonyms or encryption software to protect their personal information online, or to refrain from accessing the web from their administrator account. Instead, they are more likely to download from only trusted sources, as well as to check privacy policies of websites. They are also less likely to change their passwords (from time to time or even from the default passwords). Cost is more likely to be felt by women as a barrier to being able to protect themselves online.

Women are more likely to say that their anti-virus software came pre-installed with their machine and to say they don’t know how often their anti-virus software is updated. Similarly, they more often feel that as long as it isn’t more than a few years old it is enough to protect them. Men, on the other hand, are more likely to have gotten their software online, either from a free download or for purchase from a vendor, and to say they update it daily or weekly.
e) Information Needs

Men are much more likely to have looked previously for information about online threats. They tend to use search engines or software or hardware vendor sites to find this information, whereas women have a preference for speaking with friends and family or using government websites. Women are also more apt to have looked for information in order to fix a computer already affected by an online threat, suggesting a lack of pro-activity on this issue.

When it comes to seeking out technically reliable, up-to-date and unbiased information about online threats, men and women have different views on where to get it. Men are more likely to trust security software companies, vendor websites and not-for-profit organizations dedicated to electronic security. Women are more likely to trust law enforcement organizations, the government and friends or family. Women are more likely than men to feel that the government plays a very important role in informing Canadians about online security.

Men feel confident in their ability to protect themselves from online threats, provided they have the information to do so. Women, on the other hand, are more likely to report that they don’t have enough information on new technologies, that they don’t know the steps to protect themselves, and that they don’t feel confident in being able to protect themselves.

f) Segmentation

Women show a higher concentration in all of the moderate and high risk clusters. One-quarter of women can be classified as Cautious-Prepared, who present a moderate risk. A further one in five women is classified as At Risk by Inaction, and one in seven is a Bystander. Notably, the genders are relatively equally represented in the Exposed – Unknowledgeable/Unconcerned cluster. Men, however, are much more concentrated within the Sophisticated-Proactive cluster – 34 per cent compared to 18 per cent of women.

10.4 Profile of Quebecers-Francophones

a) Type of User

Quebecers and Francophones are generally less frequent and less sophisticated users of computer technology, according to survey results. While they are just as likely as other Canadians to use a desktop computer to access the Internet, use of other devices is less likely. Along with other Canadians, Quebecers and Francophones typically access the Internet at home but they are less likely to access the Internet wirelessly or on the go (i.e., mobile, tablet). They are less confident users of computers and technology, being more likely to rate their skill level as only average or beginner. They are unlikely to quickly embrace new technology and to feel that they are always well-prepared.
b) Knowledge Level

Knowledge of Internet security and online threats is generally lower among Quebecers and Francophones compared to the national average. There are a few exceptions: for instance, Quebecers are more likely to be familiar with the terms anti-virus, malware and phishing. However, they are less familiar with what online threats are generally, the signs that indicate a threat, where to get information about Internet security, and steps to take after being affected by an online threat. They are generally less aware of particular kinds of online threats and their consequences. Likewise, they are less aware of precautions they can take to protect themselves online. While they tend to be less aware of common ways to tell how a website is secure, there is more awareness in Quebec of the https web prefix as an indicator of a secure website.

c) Level of Risk

Quebecers and Francophones generally use the Internet less for common activities than the average Canadian. That said, there is a noteworthy majority of Quebecers who have used the Internet in the past for responding to an online contest (62 per cent of Francophones versus the 55 per cent average). Most Quebecers report that they have not engaged in risky activities online. Most share the same level of concern with other Canadians regarding issues of cyber security and believe that protecting devices and personal information online is important.

Quebecers and Francophones are somewhat less likely, however, to perceive online threats as being commonplace in the world today and to perceive Canadians as being vulnerable to online threats. They are also somewhat less likely to see themselves as being likely to encounter an online threat in the near future. They are less likely to acknowledge that there are very real consequences to cyber crime, and they are less likely to view the consequences as being very serious. However, they are also less likely to have ever had the personal experience of an online attack, which may account for some of this distancing from cyber crime.

d) Level of Protective Behaviours

Most Quebecers and Francophones report that they take protective measures and that their computer has anti-virus software, although many downloaded it free from the Internet. Quebecers and Francophones demonstrate above average preferences for some precautions for protecting their computer devices and personal information. They are more likely to verify sources before clicking on URL links, to turn off their devices when not using them, to use caution when responding to solicitations from strangers, and to not allow web browsers to remember their passwords. They are somewhat less likely to use some other common precautions, such as only downloading files from trusted sources, backing up information, use of encryption software, and not giving out passwords without verification. They are also less likely to view certain kinds of information as sensitive, including their email address, lifestyle information, date of birth and
health information, and they are much less likely to ever change the passwords they use for personal accounts.

e) Information Needs

Similar to the Canadian average, Quebecers and Francophones tend to feel they have enough information about new technologies and how these might affect their personal privacy and about how to protect themselves, although sizeable numbers do feel they are lacking this information. Likewise, most feel confident that they can protect themselves with some basic information, but many do not.

Quebecers who have looked for information about cyber security are more likely to have preferred media, friends or family, newsletters or law enforcement websites for this information than others across the country. They are considerably less likely than average to do general web searches or to consult software or hardware vendor websites. They are more likely to have looked for information on who to report a crime or scam to and less likely to be looking for general information about online threats, which may account for many of their preferred information sources.

Quebecers and Francophones are much more likely to hold the perception that others are responsible for the security of web devices (e.g., government, ISPs, software providers, not-for-profit organizations, manufacturers and retailers). However, when it comes to who they think keeps the Internet safe and secure, Quebecers and Francophones are more likely than the national average to see individual users as responsible. The federal government is more likely to be perceived by Quebecers and Francophones to hold a very important role in educating the public about online security, indicating strong support for a government-led awareness campaign directed at that population.

f) Segmentation

Segmentation shows that Quebecers and Francophones fall into high risk categories with lower than average representation among the Sophisticated-Protected cluster. There is also a higher than average concentration of Quebecers and Francophones in the Bystanders cluster (17 per cent, versus the 13 per cent average) and among the Exposed – Unknowledgeable/Unconcerned cluster (23 per cent Quebecers/22 per cent Francophones versus the 18 per cent average).
11. Summary and Conclusions

Canadians who are online show a high level of usage and sophistication regarding computers and web-enabled devices. The issue of Internet security is not lost on Canadians. There is evidence of a strong appreciation for the high incidence of online threats, the severity of consequences and the importance of protecting oneself online. Canadians online are quite positive about the need to address the issue of online security, as well as their own responsibility in proactively protecting themselves.

Most Canadians are aware of the need to protect sensitive information and they are generally aware of the wide range of protective measures that can be taken. That said, some caution is probably warranted when connecting Canadians’ awareness of protective measures with their actual behaviours. The incidence of Canadians who take precautions is likely inflated, and many may take a very limited number of precautionary measures despite knowing there is more they could do.

There are Canadians who have already experienced some type of online attack and have felt some level of impact from it. Most of these people say that they have changed their behaviour, further signalling a public that is fairly willing to take action if given a reminder or some concrete information that enables them to do so.

To some extent, some Canadians are dismissive about online security, seeing it as a problem that isn’t likely to affect them, or as an issue that is meant to be dealt with by someone else. These Canadians are also likely to feel that a minimal number of steps is probably enough to ensure their security. These Canadians are likely under-protected and are in need of information that demonstrates why they should take responsibility for the security of their information and devices.

Many Canadians think that they could or should know more about Internet security. This includes many who say they want to know where to get information, what signs to look for in a threat and what steps to take to prevent an attack. Four in ten say they have already looked for this kind of information previously, flagging these as issues that are top of mind for Canadians.

Canadians are fairly confident that, given the right information, they can protect themselves adequately. A small core of people, however, feels that they would need some fairly basic assistance. Obviously, this is a better starting point than a landscape where the public thinks that they know all that they need to know. These results suggest a strong demand for information that Canadians can use to protect their personal information and computers.

Trust in government to provide information about Internet security is high, particularly because Canadians see government as being unbiased and having the capacity to provide technically reliable information. Other organizations are also viewed favourably by virtue of their technical know-how, such as
law enforcement agencies, security software companies and ISPs. A government-led public campaign, provided in partnership with these stakeholders, will be seen as technically reliable, trustworthy and unbiased—a powerful combination that will have wide appeal to all segments of the online population.

Recognizing that Canadians already see online security as an important issue, an awareness campaign should deliver simple, straightforward and action-oriented information that is within the means of Canadians to carry out. Information should be provided on what the threats are, how to recognize them, how to take steps to protect themselves and where to get additional information. Furthermore, it is essential that messages target the perceptions of certain under-protected and high-risk segments. Canadians who have distanced themselves from the issue of online threats, for instance, need to be reminded of the nature and severity of consequences that may arise, particularly because the risk attached to some common online behaviours may seem rather ambiguous (e.g., what is the risk of friending a stranger on a social networking site?). To create behaviour change among other Canadians, messages may need to raise awareness of the relative ease of taking protective measures that do not require considerable effort, know-how or money (such as changing and using varied and complex passwords). Ultimately, Canadians understand that online threats are a concern and they will be receptive to information that will help them take charge of their own security online. Over and above the provision of basic information, a message of ensuring that you are adequately protected will likely be a key message for many to hear. Another message for some would be a reminder to take protective measures with mobile and wireless devices as well as home computers.
APPENDIX A
SURVEY INSTRUMENT
INTRO
EKOS Research Associates is surveying people across the country on behalf of the federal Government about issues related to the use of technology (e.g., personal computers, cell phone, smart phones) and the Internet. The survey should take approximately 15 minutes to complete. Your participation is voluntary and your responses will be kept completely confidential and anonymous. Any information you provide will be administered in accordance with the Privacy Act and other applicable privacy laws. This survey is registered with the National Survey Registration System.

A few reminders before beginning:
- On each screen, after selecting your answer, click on the "Continue" button at the bottom of the screen to move forward in the questionnaire.
- If you leave the survey before completing it, you can return to the survey URL later, and you will be returned to the page where you left off. Your answers up to that point in the survey will be saved.
- If you have any questions about how to complete the survey, please call Probit at 866.211.8881 or send an email to online@probit.ca.

Thank you in advance for your participation.

B1 [1,5]
What kinds of devices do you use to access the Internet for personal use?

Please select all that apply
Desktop computer or laptop..........................................................1
Mobile phone with basic Internet access...........................................2
Smart phone capable of accessing data, video, etc (e.g., iPhone, Blackberry ) ..................................................3
Tablet device (e.g., iPad, Amazon Kindle) ........................................4
Home gaming system (e.g., Sony PlayStation, Microsoft Xbox) ............5
Do not know ..................................................8 BX
No response ............................................................................9 BX

CALCB1
CALCB1=n_selections($B1,1,2,3,4,5)
**PB1A**

<table>
<thead>
<tr>
<th>If... B1.EQ.1-3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are you the owner of the ...</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B1A1</th>
</tr>
</thead>
<tbody>
<tr>
<td>If... B1.EQ.1</td>
</tr>
<tr>
<td>Desktop computer or laptop</td>
</tr>
<tr>
<td>Owner .................................................................1</td>
</tr>
<tr>
<td>Someone else owns it ...........................................2</td>
</tr>
<tr>
<td>Do not know .......................................................8 X</td>
</tr>
<tr>
<td>No response .......................................................9 X</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B1A2</th>
</tr>
</thead>
<tbody>
<tr>
<td>If... B1.EQ.2</td>
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<tr>
<td>Mobile phone with basic Internet access</td>
</tr>
<tr>
<td>Owner .................................................................1</td>
</tr>
<tr>
<td>Someone else owns it ...........................................2</td>
</tr>
<tr>
<td>Do not know .......................................................8 X</td>
</tr>
<tr>
<td>No response .......................................................9 X</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B1A3</th>
</tr>
</thead>
<tbody>
<tr>
<td>If... B1.EQ.3</td>
</tr>
<tr>
<td>Smart phone capable of accessing data, video, etc (e.g., iPhone, Blackberry)</td>
</tr>
<tr>
<td>Owner .................................................................1</td>
</tr>
<tr>
<td>Someone else owns it ...........................................2</td>
</tr>
<tr>
<td>Do not know .......................................................8 X</td>
</tr>
<tr>
<td>No response .......................................................9 X</td>
</tr>
</tbody>
</table>
And which of these devices would you say you use MOST often to access the Internet for personal use?

B1.EQ.1
Desktop computer or laptop..........................................................1

B1.EQ.2
Mobile phone with basic Internet access........................................2

B1.EQ.3
Smart phone capable of accessing data, video, etc (e.g., iPhone, Blackberry ) .........................................................3

B1.EQ.4
Tablet device (e.g., iPad, Amazon Kindle) ......................................4

B1.EQ.5
Home gaming system (e.g., Sony PlayStation, Microsoft Xbox) ........5

Do not know .............................................................................8 BX

No response ................................................................................9 BX

CALCB1B
CALCB1B=($CALCB1==1&&$B1==1) ? 1 : ($CALCB1==1&&$B1==2) ? 2 :
($CALCB1==1&&$B1==3) ? 3 : ($CALCB1==1&&$B1==4) ? 4 :
($CALCB1==1&&$B1==5) ? 5 : ($CALCB1>1&&$B1B==1) ? 1 :
($CALCB1>1&&$B1B==2) ? 2 : ($CALCB1>1&&$B1B==3) ? 3 :
($CALCB1>1&&$B1B==4) ? 4 : ($CALCB1>1&&$B1B==5) ? 5 : 6

Desktop computer or laptop..........................................................1

Mobile phone with basic Internet access........................................2

Smart phone capable of accessing data, video, etc (e.g., iPhone, Blackberry ) .........................................................3

Tablet device (e.g., iPad, Amazon Kindle) ......................................4

Home gaming system (e.g., Sony PlayStation, Microsoft Xbox) ........5

Do not know / No response .........................................................6 BX

B2 [1,20]
Where do you typically access the Internet?

Please select all that apply
B3 [1,20]
Which of the following activities have you done over the Internet in the past year?
Please select all that apply
Financial transactions (banking, investments, etc.) .............................1
Purchased at an online store or an auction site (such as eBay)................2
Used your credit card online ............................................................3
“Surfed” the Internet........................................................................4
Used social network sites (Facebook, MySpace, Twitter, etc.) ...............5
Used email ......................................................................................6
Telephone or video calls via Skype or other similar applications .........7
Accessed government information services ......................................8
Viewed videos or movies (YouTube, Netflix, etc.) ..............................9
Played online games ......................................................................10
Downloaded music or movies ..........................................................11
Responded to an online contest ......................................................12
Do not know ..................................................................................98 BX
No response ..................................................................................99 BX

B11 [1,7]
To your knowledge, have you ever done any of these things?
Please select all that apply
Opened an e-mail attachment from an unknown source ......................1
Entered personal details from a computer that you did not know was secure ..........................................................2
Forwarded an e-mail attachment from an unknown source ................3
Entered bank details on a site that you did not know was secure ..........4
Replied to spam mail unknowingly ................................................5
Replied to spoof or phishing email unknowingly ..............................6
Accepted a friend on a social network site that you did not know well...7
None of these ................................................................................97 BX
Do not know ..................................................................................98 BX
No response ..................................................................................99 BX
Canadians have expressed a wide range of views regarding their ability to protect their personal information when going online. Some are quite concerned and others are not concerned. How concerned would you say that you are personally about your personal information being obtained online and used without your permission?

- Not at all.................................................................................1
- Not very ..................................................................................2
- Fairly......................................................................................3
- Very.......................................................................................4
- Do not know ..............................................................................8
- No response ..............................................................................9

How familiar would you say you are with each of the following terms?

K13A
Anti-virus
- Not at all.................................................................................1
- 2 ...........................................................................................2
- 3 ...........................................................................................3
- Moderately...............................................................................4
- 5 ...........................................................................................5
- 6 ...........................................................................................6
- Extremely................................................................................7
- Do not know ..............................................................................8
- No response ..............................................................................9

K13B
Spyware
- Not at all.................................................................................1
- 2 ...........................................................................................2
- 3 ...........................................................................................3
- Moderately...............................................................................4
- 5 ...........................................................................................5
- 6 ...........................................................................................6
- Extremely................................................................................7
- Do not know ..............................................................................8
- No response ..............................................................................9
K13C
Malware
Not at all ................................................................. 1
2 ................................................................................. 2
3 ................................................................................. 3
Moderately .............................................................. 4
5 ................................................................................. 5
6 ................................................................................. 6
Extremely ............................................................... 7
Do not know ......................................................... 8 B
No response ......................................................... 9 B

K13D
Phishing
Not at all ................................................................. 1
2 ................................................................................. 2
3 ................................................................................. 3
Moderately .............................................................. 4
5 ................................................................................. 5
6 ................................................................................. 6
Extremely ............................................................... 7
Do not know ......................................................... 8 B
No response ......................................................... 9 B

PIC
And generally speaking, how knowledgeable would you say you are in each of the following areas?

IC1
... what online threats are?
Not at all ................................................................. 1
2 ................................................................................. 2
3 ................................................................................. 3
Somewhat ............................................................. 4
5 ................................................................................. 5
6 ................................................................................. 6
Extremely ............................................................... 7
Do not know ......................................................... 8 B
No response ......................................................... 9 B

IC2
... the signs to look for that would indicate the presence on an online threat?
<table>
<thead>
<tr>
<th>Rating</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Somewhat</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Extremely</td>
<td>7</td>
</tr>
<tr>
<td>Do not know</td>
<td>8</td>
</tr>
<tr>
<td>No response</td>
<td>9</td>
</tr>
</tbody>
</table>

**IC3**

... where to get information on how to protect yourself against online threats?

<table>
<thead>
<tr>
<th>Rating</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Somewhat</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
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<tr>
<td>Extremely</td>
<td>7</td>
</tr>
<tr>
<td>Do not know</td>
<td>8</td>
</tr>
<tr>
<td>No response</td>
<td>9</td>
</tr>
</tbody>
</table>

**IC4**

... steps to take if you have been affected by an online threat?

<table>
<thead>
<tr>
<th>Rating</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Somewhat</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Extremely</td>
<td>7</td>
</tr>
<tr>
<td>Do not know</td>
<td>8</td>
</tr>
<tr>
<td>No response</td>
<td>9</td>
</tr>
</tbody>
</table>

**B5**

If... \text{CALCB1B.EQ.1-5}

Some people take precautions to protect their computer and other devices they use to access the Internet, while others do not. Do you take precautions to protect your \text{CALCB1B}?

<table>
<thead>
<tr>
<th>Rating</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
</tr>
<tr>
<td>Do not know</td>
<td>8</td>
</tr>
<tr>
<td>No response</td>
<td>9</td>
</tr>
</tbody>
</table>
B5A [1,20]

If... B5.EQ.1

Which of the following precautions do you take to protect your &CALCB1B?

Please select all that apply

Keep security software up-to-date..................................................1
Only download files from trusted sources .........................................2
Use spam filters............................................................................3
Verify the source before clicking on URL links or opening attachments ....4
Lock the device using a password ....................................................5
Turn off the device when not using it ..............................................6
Back up information on my device..................................................7
Use encryption software ..............................................................8
Do not use administrator account when accessing the web ..............9
Use a password or user authentication for wireless and remote access, 10
Use caution when responding to solicitations from strangers............11

None of these ........................................................................ 97  BX
Do not know ........................................................................... 98  BX
No response .............................................................................. 99  BX

B5B [1,20]

Which of the following precautions do you take to protect yourself against online threats and to protect your personal information?

Please select all that apply

Use passwords that contain random numerals and letters that are difficult to guess..................................................1
Check privacy policies on the website..............................................2
Change my default password.........................................................3
Do not give out password without calling to verify that the request is legitimate.................................................................4
Use caution when giving out real name, address and phone number ....5
Use additional email accounts under a pseudonym/false name for organizations you don’t trust .................................................................6
Do not allow my computer to remember passwords for websites ........7
Use caution when responding to solicitations from strangers............8
Do not use administrator account when accessing the web ..............9
Use of encryption software ..........................................................10

None of these ........................................................................ 97  BX
Do not know ........................................................................... 98  BX
No response .............................................................................. 99  BX
B4
If... B1.EQ.1

Do you have anti-virus software on your computer?

Yes ........................................................................................1
No .........................................................................................2
Do not know .................................................................8  X
No response .................................................................9  X

B4A
If... B4.EQ.1

Where did you get your antivirus software?

Bought it online from a software company site.........................1
Downloaded from the Internet for free ....................................2
Bought it at a store ................................................................3
It came pre-installed on my machine......................................4
Bought it at an online auction site ...........................................5
Other (please specify) -> AB4A; C200 L2 C100 .......................77  B
Do not know .................................................................98  BX
No response .................................................................99  BX

B4B
If... B4.EQ.1

Does your anti-virus software update automatically or prompt you to update it?

Yes ........................................................................................1
No .........................................................................................2
Do not know .................................................................8  X
No response .................................................................9  X

B4C
If... B4.EQ.1

How often do you update your anti-virus software?

Please select only one response
Daily ......................................................................................1
Weekly ....................................................................................2
Monthly ...................................................................................3
Yearly .....................................................................................4
Never .....................................................................................5
Do not know .................................................................8  X
No response .................................................................9  X
People have a number of different reasons for not having antivirus software. What is the reason that you don’t have anti-virus software?

Please select all that apply
- I do not know what it is ...............................................................1
- It would cost too much ...............................................................2
- I haven’t had time to install it .......................................................3
- I thought my computer would have done it automatically ..........4
- I don’t know what to buy or how to install and run it .................5
- I don’t go online with my computer very often ............................6
- I only go to websites I know are safe .........................................7
- I don’t think I need it .................................................................8
- Other (please specify) -> AB4D; C200 L2 C100 .......................... 77

Do not know ...................................... ................................... 98
No response .......................................................................... 99

Why don’t you feel that you need it?

Response-> AB4E; C400 L4 C100 ............................................. 77
Do not know ...............................................................................98
No response ............................................................................ 99

Below is a list of some of the threats individuals can face when using the Internet. Before this survey, which of the following were you already aware of?

Please select all that apply
- Computer/mobile devices get viruses, spyware, malware ...........1
- Identity theft ............................................................................2
- Privacy violations ....................................................................3
- Personal data erased or changed or lost ....................................4
- Financial loss ...........................................................................5
- Seeing or receiving information of a criminal nature ..................6
- Computer unknowingly taken over or used in other crimes ......7
- Destruction of computer .........................................................8
- Loss of files/information (music, photos, etc.) .........................9
- Being a victim of an online scam or fraud ...............................10

None of these ........................................................................... 97
Do not know ............................................................................. 98
No response ............................................................................. 99
QATT1
Please rate the degree to which you agree or disagree with the following statements.

QA12A
If... ROT4.EQ.1
Cyber crime only happens to people with a lot of money.
Strongly disagree ................................................................. 1
2 ...................................................................................... 2
3 ...................................................................................... 3
Neither ............................................................................... 4
5 ...................................................................................... 5
6 ...................................................................................... 6
Strongly Agree ..................................................................... 7
Do not know ................................................................. 8  B
No response ................................................................. 9  B

QA12B
If... ROT4.EQ.2
Cyber crime only happens to businesses.
Strongly disagree ................................................................. 1
2 ...................................................................................... 2
3 ...................................................................................... 3
Neither ............................................................................... 4
5 ...................................................................................... 5
6 ...................................................................................... 6
Strongly Agree ..................................................................... 7
Do not know ................................................................. 8  B
No response ................................................................. 9  B

QA13
It’s up to individuals to protect their own personal privacy.
Strongly disagree ................................................................. 1
2 ...................................................................................... 2
3 ...................................................................................... 3
Neither ............................................................................... 4
5 ...................................................................................... 5
6 ...................................................................................... 6
Strongly Agree ..................................................................... 7
Do not know ................................................................. 8  B
No response ................................................................. 9  B
QA14
When all is said and done, there is really very little you can do to protect yourself online.
Strongly disagree ................................................................. 1
2 ......................................................................................... 2
3 ......................................................................................... 3
Neither ................................................................................ 4
5 ......................................................................................... 5
6 ......................................................................................... 6
Strongly Agree ...................................................................... 7
Do not know ......................................................................... 8  B
No response ................................................................. 9  B

QA15
The security of your computer could be compromised without you even knowing it.
Strongly disagree ................................................................. 1
2 ......................................................................................... 2
3 ......................................................................................... 3
Neither ................................................................................ 4
5 ......................................................................................... 5
6 ......................................................................................... 6
Strongly Agree ...................................................................... 7
Do not know ......................................................................... 8  B
No response ................................................................. 9  B

QA112B
I find the whole issue of Internet security and online threats to be way over my head.
Strongly disagree ................................................................. 1
2 ......................................................................................... 2
3 ......................................................................................... 3
Neither ................................................................................ 4
5 ......................................................................................... 5
6 ......................................................................................... 6
Strongly Agree ...................................................................... 7
Do not know ......................................................................... 8  B
No response ................................................................. 9  B

QA116
Even though it happens in cyberspace, the effects of an online threat are very real.
QA117
As long as the anti-virus software that came with my computer isn’t more than a couple years old, it should be good enough to protect me from online threats.

Strongly disagree ...............................................................1
2 ......................................................................................2
3 ......................................................................................3
Neither ................................................................................4
5 ......................................................................................5
6 ......................................................................................6
Strongly Agree .......................................................................7
Do not know ........................................................................8
No response ........................................................................9

QA110
I am confident that businesses and other organizations have adequate security safeguards to protect my personal information.

Strongly disagree ...............................................................1
2 ......................................................................................2
3 ......................................................................................3
Neither ................................................................................4
5 ......................................................................................5
6 ......................................................................................6
Strongly Agree .......................................................................7
Do not know ........................................................................8
No response ........................................................................9
K8
How likely is it that you or a family member will be affected by an online threat in the next 2 years?

Not at all ................................................................................. 1
2 ........................................................................................... 2
3 ........................................................................................... 3
Somewhat ................................................................................. 4
5 ........................................................................................... 5
6 ........................................................................................... 6
Extremely ................................................................................ 7
Do not know ............................................................................. 8
No response ............................................................................. 9

K8A [1,20]

If... K8.EQ.1-3

Why don’t you think that it is likely that you or your family will be affected by an online threat?

Please select all that apply
Take steps to protect ourselves online ........................................ 1
Do not do anything risky online ................................................ 2
Think the chances are just very small ........................................ 3
Other (please specify) -> AK8A; C200 L2 C100 ....................... 77
Do not know ............................................................................. 98
No response ............................................................................. 99

K2

If... ROT5.EQ.1

How important do you think it is for the average Canadian to take steps to protect their personal information online?

Not at all ................................................................................. 1
2 ........................................................................................... 2
3 ........................................................................................... 3
Moderately ............................................................................... 4
5 ........................................................................................... 5
6 ........................................................................................... 6
Extremely ................................................................................ 7
Do not know ............................................................................. 8
No response ............................................................................. 9
K3A
If... ROT5B.EQ.1

How important is it for Canadians to take steps to protect the security of home computers?

Not at all ................................................................................. 1
2 ........................................................................................... 2
3 ........................................................................................... 3
Moderately ............................................................................... 4
5 ........................................................................................... 5
6 ........................................................................................... 6
Extremely ................................................................................ 7
Do not know ........................................................................... 8 B
No response ............................................................................... 9 B

K3B
If... ROT5B.EQ.2

How important is it for Canadians to take steps to protect the security of web-enabled mobile devices?

Not at all ................................................................................. 1
2 ........................................................................................... 2
3 ........................................................................................... 3
Moderately ............................................................................... 4
5 ........................................................................................... 5
6 ........................................................................................... 6
Extremely ................................................................................ 7
Do not know ........................................................................... 8 B
No response ............................................................................... 9 B

K4

How would you rate the ability of average Canadians to take the precautions to protect themselves online?

Very poor ................................................................................ 1
2 ........................................................................................... 2
3 ........................................................................................... 3
Neither ................................................................................... 4
5 ........................................................................................... 5
6 ........................................................................................... 6
Very good ................................................................................ 7
Do not know ........................................................................... 8 B
No response ............................................................................... 9 B
K4A [1, 20]

If... K4.EQ.1-3

Why do you think that average Canadians are not always protecting themselves online?

Please select all that apply
Costs too much to get what they need (e.g., software) ......................... 1
Don’t know how to do it ........................................................................... 2
Feel that it’s not up to them to do that ...................................................... 3
Do not pay attention to things like this .................................................... 4
Feel that they do not have the time to do this .......................................... 5
Other (please specify) -> AK4A; C200 L2 C100 .................................. 77  B
Do not know ......................................................................................... 98  BX
No response ......................................................................................... 99  BX

K6

If... ROT6.EQ.1

From what you know, how common are online threats in the world today?
Not at all ................................................................................................. 1
2 ........................................................................................................... 2
3 ........................................................................................................... 3
Moderately ............................................................................................. 4
5 ........................................................................................................... 5
6 ........................................................................................................... 6
Extremely .............................................................................................. 7
Do not know ......................................................................................... 8  B
No response ......................................................................................... 9  B

K7

If... ROT6.EQ.2

How common is it for Canadians to be affected by online threats?
Not at all ................................................................................................. 1
2 ........................................................................................................... 2
3 ........................................................................................................... 3
Moderately ............................................................................................. 4
5 ........................................................................................................... 5
6 ........................................................................................................... 6
Extremely .............................................................................................. 7
Do not know ......................................................................................... 8  B
No response ......................................................................................... 9  B
K9
Thinking about any of the online threats that an average Canadian can face, how serious do you think the consequences can be?

Not at all ................................................................. 1
2 .............................................................................. 2
3 .............................................................................. 3
Moderately ................................................................ 4
5 .............................................................................. 5
6 .............................................................................. 6
Extremely .................................................................. 7
Do not know ............................................................ 8
No response .............................................................. 9

K11 [1,13]
Below is a list of steps to reduce the chances of experiencing an online threat. Some people are aware of these threats, while others are not. Before this survey, which of the following were you already aware of?

Please select all that apply
Only visiting secure websites ........................................ 1
Only doing banking on a computer you know is safe ......... 2
Not sharing your passwords with others ......................... 3
Using different passwords for different accounts and websites ... 4
Using longer/more complex passwords ......................... 5
Not opening email attachments from people you do not know .... 6
Being selective in the sites you use for online shopping ....... 7
Limiting the personal information you share online ........... 8
Using antivirus/anti-spyware software .......................... 9
Using firewalls and passwords to protect computers and other web-enabled devices ................................. 10
Never opening emails from people you do not know ....... 11
Password protecting your wireless home network ............ 12
Avoiding using the Internet in open wireless networks ....... 13
None of these .......................................................... 97
Do not know ............................................................ 98
No response .............................................................. 99

K11A [1,20]

If... K11.EQ.1

How can you tell if a website is secure?

Please select all that apply
Know the site well .................................................................. 1
Site belongs to a trustworthy source (e.g., well known Internet Service
Provider or software provider, government, etc) .................... 2
The site has an “https” address ............................................. 3
The site has a checkmark or VeriSign authentication .......... 4
Other (please specify) -> AK11A; C200 L2 C100 ................. 77 B
Do not know .................................................................. 98 BX
No response ................................................................. 99 BX

K10 [1,9]
People talk about protecting personal information online and elsewhere.
Which of these would you consider to be sensitive information about you?
Please select all that apply
Name, home address, telephone number .................................. 1
Date of birth ........................................................................ 2
Social insurance number ....................................................... 3
Health information .............................................................. 4
Banking, financial information ................................................ 5
Passport information ........................................................... 6
Lifestyle information (e.g., when you are going to be away on vacation,
etc.) ............................................................................. 7
Credit card information ....................................................... 8
Email address ..................................................................... 9
None of these are sensitive personal information .................... 96 BX
All of these are sensitive personal information ....................... 97 BX
Do not know ..................................................................... 98 BX
No response ................................................................. 99 BX

B6
If... CALCB1B.EQ.1-5
Have you ever had a virus, spyware or malware on your &CALCB1B?

(Please note - when we ask about virus, spyware or malware we mean: Viruses,
spyware, and malware are designed to destroy data, monitor your computer
use and report it back to a third party without your knowledge, or allow a third
party to take control of your computer).
Yes .................................................................................. 1
No .................................................................................... 2
Do not know ..................................................................... 8
No response ..................................................................... 9
B8A
If... B6.EQ.1
How much of an impact did this virus, spyware or malware have on you or your family?

No impact at all.................................................................1
2 ....................................................................................2
3 ....................................................................................3
Moderate impact ................................................................4
5 ....................................................................................5
6 ....................................................................................6
Very large impact ............................................................7
Do not know ...................................................................8  B
No response .................................................................9  B

B7A
Have you ever suffered financial loss or been the victim of financial fraud as a result of your online activity?

Yes ..............................................................................1
No ..............................................................................2
Do not know ...............................................................8
No response ...............................................................9

B8B
If... B7A.EQ.1
How much of an impact did the financial fraud as a result of your online activity have on you or your family?

No impact at all.................................................................1
2 ....................................................................................2
3 ....................................................................................3
Moderate impact ................................................................4
5 ....................................................................................5
6 ....................................................................................6
Very large impact ............................................................7
Do not know ...................................................................8  B
No response .................................................................9  B

B7B
Have you ever been a victim of identity theft as a result of online activity?

(Please note - when we ask about identity theft we mean: The unauthorized
collection and fraudulent use of your personal information, usually for criminal purposes.

Yes ........................................................................................1
No .........................................................................................2
Do not know .................................................................8
No response .........................................................................9

B7C [1,3]

If... B7B.EQ.1

Can you describe your identity theft situation briefly?

Response-> AB7C; C400 L4 C100 ................................................... 77  B
Do not know .................................................................98  BX
No response .........................................................................99  BX

B8C

If... B7B.EQ.1

How much of an impact did your identity theft have on you or your family?

No impact at all.................................................................1
2 .........................................................................................2
3 .........................................................................................3
Moderate impact .............................................................4
5 .........................................................................................5
6 .........................................................................................6
Very large impact ............................................................7
Do not know .................................................................8  B
No response .........................................................................9  B

CALCB9A

CALCB9A=($B6==1) ? 1 : 2
(had a virus, spyware or malware) ..................................................1
2 .........................................................................................2

CALCB9B

CALCB9B=($B7A==1) ? 1 : 2
(experienced financial fraud as a result of your online activity) ..........1
2 .........................................................................................2

CALCB9C

CALCB9C=($B7B==1) ? 1 : 2
(been a victim of identity theft) .......................................................... 1
2 ........................................................................................................ 2

B9

If... B6.EQ.1.OR.B7A.EQ.1.OR.B7B.EQ.1

Sometimes if people have experienced this type of online threat &CALCB9A &CALCB9B &CALCB9C they change their behaviour afterward. Have you found that this experience has changed how you conduct yourself online?

Yes ........................................................................................ 1
No ............................................................................................ 2
Do not know ........................................................................... 8
No response ............................................................................ 9

B9A [1,20]

If... B9.EQ.1

How has this changed how you conduct yourself online?

Please select all that apply
I only visit websites I know are secure ........................................ 1
I go online less often ................................................................. 2
I am more careful about what information I give out and where I give it ... 3
I change my passwords more often .......................................... 4
I use more complex passwords now ....................................... 5
I don’t share my passwords now ............................................. 6
I don’t allow my passwords to be remembered for later any more .... 7
I use up to date antivirus software now ................................... 8
Other (please specify) -> AB9A; C200 L2 C100 .......................... 77 B
None of these ........................................................................ 97 BX
Do not know ............................................................................... 98 BX
No response ............................................................................... 99 BX
B13
How often would you say you change a password in any online accounts you have for personal reasons?
Never .................................................................1
Every few years ....................................................2
Once a year .........................................................3
A few times a year ...............................................4
More often ..........................................................5
Whenever I think of it – no set pattern .......................6
Do not know ......................................................8 BX
No response ......................................................9 BX

IC5A
Have you ever looked for information on the kinds of online threats that exist or the steps you can take to increase your security online?
Yes .................................................................1
No .......................................................................2
Do not know ......................................................8
No response ......................................................9

IC5B [1,15]
If… IC5A.EQ.1
Where did you go for that information?
Please select all that apply
Web site of software or hardware vendor .......................1
Friends and family ................................................2
Media ......................................................................3
Web site of a non-profit group ...................................4
Newsletter ................................................................5
Government Web site ............................................6
Employer IT dept ..................................................7
School ...................................................................8
Search engine (e.g., google, bing, etc.) .........................9
Law enforcement website .......................................10
Other (please specify) -> AIC5B; C200 L2 C100 .............77 B
Do not know ......................................................98 BX
No response ......................................................99 BX
IC5D [1,15]

If... IC5A.EQ.1

What information were you looking for when you sought information on the kinds of online threats that exist or the steps you can take to increase your security online?

Please select all that apply
General information about online threats .................................................1
Steps on how to protect myself from threats online............................2
Best virus software to get........................................................................3
What firewalls are and how to use them...............................................4
Someone to fix a computer/device attacked by a virus.......................5
Someone to report a crime/scam to..........................................................6
Information about online scams ..............................................................7
Other (please specify) -> AIC5D; C200 L2 C100 ....................................77 B
Do not know ..........................................................................................98 BX
No response ............................................................................................99 BX

QATT2
Please rate the degree to which you agree or disagree with the following statements.

QA28
It’s important to understand the nature and signs of online threats so that you can learn to protect yourself.
Strongly disagree ..................................................................................1
2 .............................................................................................................2
3 .............................................................................................................3
Neither ....................................................................................................4
5 .............................................................................................................5
6 .............................................................................................................6
Strongly Agree .......................................................................................7
Do not know ..........................................................................................8 B
No response ............................................................................................9 B

QA211
I feel I have enough information to know how new technologies might affect my personal privacy.
Strongly disagree .................................................................1
2 ..........................................................................................2
3 ..........................................................................................3
Neither ..................................................................................4
5 ..........................................................................................5
6 ..........................................................................................6
Strongly Agree ........................................................................7
Do not know .............................................................................8  B
No response .............................................................................9  B

QA211B
I feel I have enough information on how to take steps to protect myself and my computer against online threats.
Strongly disagree .................................................................1
2 ..........................................................................................2
3 ..........................................................................................3
Neither ..................................................................................4
5 ..........................................................................................5
6 ..........................................................................................6
Strongly Agree ........................................................................7
Do not know .............................................................................8  B
No response .............................................................................9  B

QA218
I am confident that I could protect myself online as long as I have basic and trustworthy information on steps to take.
Strongly disagree .................................................................1
2 ..........................................................................................2
3 ..........................................................................................3
Neither ..................................................................................4
5 ..........................................................................................5
6 ..........................................................................................6
Strongly Agree ........................................................................7
Do not know .............................................................................8  B
No response .............................................................................9  B

IC6 [1,15]
Who would you trust to give you the best technically reliable and up-to-date information about online threats and steps you can take to protect yourself?
Please select all that apply
Friends or family ................................................................. 1
Internet Service Provider ...................................................... 2
Security Software company ................................................... 3
Vendor website (e.g., bank, online store where you are shopping, etc.) .... 4
Not-for-profit organization dedicated to electronic security ................ 5
Government ........................................................................ 6
Law enforcement organization .................................................. 7
Other (please specify) -> AIC6; C200 L2 C100 ............................ 77 B
Do not know .......................................................................... 98 BX
No response ........................................................................... 99 BX

IC7 [1,15]
And who would you trust to give you the most unbiased information about online threats and steps you can take to protect yourself?
Please select all that apply
Friends or family ................................................................. 1
Internet Service Provider ...................................................... 2
Security Software company ................................................... 3
Vendor website (e.g., bank, online store where you are shopping, etc.) .... 4
Not-for-profit organization dedicated to electronic security ................ 5
Government ........................................................................ 6
Law enforcement organization .................................................. 7
Other (please specify) -> AIC7; C200 L2 C100 ............................ 77 B
Do not know .......................................................................... 98 BX
No response ........................................................................... 99 BX

B10 [1,20]
As far as you know, who is primarily responsible for ensuring that personal devices that Canadians use to access the Internet with (e.g., computer, smart phone, iPad, etc.) are safe and secure?
Please select all that apply
Individual owners of the devices .............................................. 1
Private sector ......................................................................... 2 I
Government ........................................................................... 3
Not for profit organizations dedicated to electronic security ............. 4
Software providers .................................................................. 5
Internet service providers ...................................................... 6
Manufactures of the devices .................................................... 7
Retailers of devices (computers, mobile devices) ............................ 8
Other (please specify) -> AB10; C200 L2 C100 ............................ 77 B
Do not know .......................................................................... 98 BX
No response ........................................................................... 99 BX
IC8
Generally speaking, who do you think is most responsible for keeping the Internet safe and secure?

Please select only one response

<table>
<thead>
<tr>
<th>Response</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual users</td>
<td>1</td>
</tr>
<tr>
<td>Internet service providers</td>
<td>2</td>
</tr>
<tr>
<td>Software providers</td>
<td>3</td>
</tr>
<tr>
<td>Government</td>
<td>4</td>
</tr>
<tr>
<td>Law enforcement</td>
<td>5</td>
</tr>
<tr>
<td>Hardware providers</td>
<td>6</td>
</tr>
<tr>
<td>Employers</td>
<td>7</td>
</tr>
<tr>
<td>All of the above</td>
<td>97</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>77</td>
</tr>
<tr>
<td>Do not know</td>
<td>98</td>
</tr>
<tr>
<td>No response</td>
<td>99</td>
</tr>
</tbody>
</table>

IC9
How important a role do you think the federal government has in informing the public about online security?

<table>
<thead>
<tr>
<th>Response</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Moderately</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Extremely</td>
<td>7</td>
</tr>
<tr>
<td>Do not know</td>
<td>8</td>
</tr>
<tr>
<td>No response</td>
<td>9</td>
</tr>
</tbody>
</table>

DEMIN
These last questions are about you and will be used strictly for statistical purposes to understand the results of the survey.

QATT3
Please rate the degree to which you agree or disagree with the following statements.

QA31
I generally embrace new technologies more quickly than the average
Canadian.
Strongly disagree ................................................................. 1
2 ........................................................................................... 2
3 ........................................................................................... 3
Neither ................................................................................... 4
5 ........................................................................................... 5
6 ........................................................................................... 6
Strongly Agree ........................................................................ 7
Do not know ........................................................................... 8  B
No response ............................................................................ 9  B

QA39
I am not the type of person who wastes their time worrying about something that hasn’t happened yet.
Strongly disagree ................................................................. 1
2 ........................................................................................... 2
3 ........................................................................................... 3
Neither ................................................................................... 4
5 ........................................................................................... 5
6 ........................................................................................... 6
Strongly Agree ........................................................................ 7
Do not know ........................................................................... 8  B
No response ............................................................................ 9  B

QA315
I am the type of person who tries to be prepared well in advance for any type of situation.
Strongly disagree ................................................................. 1
2 ........................................................................................... 2
3 ........................................................................................... 3
Neither ................................................................................... 4
5 ........................................................................................... 5
6 ........................................................................................... 6
Strongly Agree ........................................................................ 7
Do not know ........................................................................... 8  B
No response ............................................................................ 9  B
**D1**

When it comes to computers and other technology, what kind of user would you consider yourself to be (i.e., what level of a user are you)?

- Expert ....................................................................................1
- Strong .....................................................................................2
- Average ...................................................................................3
- Beginner ..................................................................................4
- Do not know ............................................................................8
- No response .............................................................................9

**D1A**

If... D1.EQ.1-3

How often do you use computers and other technology in your day-to-day life?

- Never .....................................................................................1
- 2 ...........................................................................................2
- 3 ...........................................................................................3
- Often .....................................................................................4
- 5 ...........................................................................................5
- 6 ...........................................................................................6
- All the time..............................................................................7
- Do not know ............................................................................8
- No response .............................................................................9

**D1B [1,3]**

Thinking about data storage of information for personal use, do you save information on your computer hard drive, an external hard drive (i.e., extra storage / back up), or on a “virtual server” (i.e., cloud computing)?

- Save files on computer hard drive...................................................1
- Save files to an external hard drive.................................................2
- Save files on a “virtual server” ......................................................3
- Do not know ............................................................................8
- No response .............................................................................9

**D11**

Are you ...[ELSE]&#93; <span class="ERREUR">&amp;#91;&amp;#NOTE2: [[[ $contexte{ip} !~ /192.168.0.0/ ]]Are you ...[ELSE]&#93; <span class="ERREUR">&amp;#91;&amp;#NOTE3: [[[ $contexte{ip} =~ /192.168.0.0/ ]]}Record gender of respondent[ELSE]&#93;

- Male .......................................................................................1
- Female ....................................................................................2
D2
Which of the following categories best describes your current employment status? Are you ... ?

Working full-time (35 or more hours per week) ........................................1
Working part-time (less than 35 hours per week) ....................................2
Self-employed ........................................................................................3
Student attending full time school (not working) ......................................4
Unemployed, but looking for work ..........................................................5
Not in the workforce (for example, unemployed, but not looking for work, a full-time homemaker or parent)........................................6
Retired ....................................................................................................7
Other (please specify) -> AD2; C200 L2 C100 ........................................77
No response ..........................................................................................99

D3
What is the highest level of formal education that you have completed to date?

Elementary school or less .................................................................1
Secondary school ...............................................................................2
Some post-secondary ..........................................................................3
College, vocational or trade school .....................................................4
Undergraduate university program ...................................................5
Graduate or professional university program ......................................6
No response .........................................................................................9

D4
In what year were you born?

Year-> AD4; N4.0 [1900-1993] ..........................................................1
No response .........................................................................................9

D5
Are there any children under the age of 18 currently living in your household?

Yes .................................................................................................1
No .................................................................................................2
No response .......................................................................................9
D5B
If... D5.EQ.1

How old is your oldest child still living at home?
Year(s)-> AD5B; N2.0 [0-17] ..........................................................1
No response .................................................................9  BX

D5C
If... D5.EQ.1

Do any of your children use a computer or mobile device to access the Internet?
Yes ........................................................................................1
No .........................................................................................2
No response ............................................................................9  BX

D6

Which of the following categories best describes your total household income? That is, the total income of all persons in your household, before taxes?
Under $20,000 .................................................................1
$20,000 to just under $40,000 ..............................................2
$40,000 to just under $60,000 .............................................3
$60,000 to just under $80,000 .............................................4
$80,000 to just under $100,000 .........................................5
$100,000 to just under $150,000 .......................................6
$150,000 and above .........................................................7
Refuse .......................................................................... 99

D7

What is the language you first learned at home as a child and still understand?
English ...............................................................................1
French ..................................................................................2
Other (please specify) -> AD7; C200 L2 C100 ....................... 77  B
No response .................................................................99  BX
D9
Were you born in Canada?

Yes ........................................................................................................ 1
No ........................................................................................................ 2
Do not know ..................................................................................... 8  BX
No response .................................................................................... 9  BX

THNK
The Government of Canada, and EKOS, thank you very much for your time.

That concludes the survey. This survey was conducted on behalf of the Public Safety Canada. In the coming months, a report with the findings from this study will be available from Library and Archives Canada. Thank you very much for taking part. It is appreciated.
INTRO

Quelques rappels avant de commencer:
- Sur chaque écran, après avoir sélectionné votre réponse, cliquez sur le bouton « Continuer » au bas de l’écran pour vous déplacer vers l’avant dans le questionnaire.
- Si vous quittez le sondage avant d’avoir terminé, vous pourrez y revenir plus tard au moyen de l’adresse URL et vous obtiendrez la page où vous étiez en quittant. Les réponses que vous aurez données jusque-là auront été sauvegardées.
- Pour toute question sur la façon de remplir le questionnaire, veuillez téléphoner à Probit, au numéro 866.211.8881, ou envoyer un courriel à online@probit.ca.

Nous vous remercions à l’avance de votre participation.

B1 [1,5]
De quels appareils vous servez-vous pour accéder à Internet à des fins personnelles?

Sélectionner toute réponse pertinente
Ordinateur de bureau ou portable ..................................................1
Téléphone cellulaire avec accès de base à Internet .......................2
Téléphone intelligent pouvant accéder à des données, des vidéos, etc. (p. ex., iPhone, Blackberry) .................................................3
Tablette électronique (p. ex., iPad, Amazon Kindle) .......................4
Console de jeux (p. ex., Sony PlayStation, Microsoft Xbox) ..............5
Je ne sais pas ..........................................................................8  BX
Pas de réponse ........................................................................9  BX
CALCB1
\[\text{CALCB1} = \text{n_selections}(B1, 1, 2, 3, 4, 5)\]

PB1A
\[\text{Si... B1.EQ.1-3}\]
Êtes-vous propriétaire de l’/du...?

B1A1
\[\text{Si... B1.EQ.1}\]
Ordinateur de bureau ou portable
Propriétaire
Appartient à quelqu’un d’autre
Je ne sais pas
Pas de réponse

B1A2
\[\text{Si... B1.EQ.2}\]
Téléphone cellulaire avec accès de base à Internet
Propriétaire
Appartient à quelqu’un d’autre
Je ne sais pas
Pas de réponse

B1A3
\[\text{Si... B1.EQ.3}\]
Téléphone intelligent pouvant accéder à des données, des vidéos, etc. (p. ex., iPhone, Blackberry)
Propriétaire
Appartient à quelqu’un d’autre
Je ne sais pas
Pas de réponse
**B1B**

<table>
<thead>
<tr>
<th>Si... CALCB1.GT.1</th>
</tr>
</thead>
</table>

Et lequel de ces appareils utilisez-vous LE PLUS souvent, diriez-vous, pour accéder à Internet à des fins personnelles?

**B1.EQ.1**
Ordinateur de bureau ou portable ..................................................1

**B1.EQ.2**
Téléphone cellulaire avec accès de base à Internet .........................2

**B1.EQ.3**
Téléphone intelligent pouvant accéder à des données, des vidéos, etc. (p. ex., iPhone, Blackberry) .........................................................3

**B1.EQ.4**
Tablette électronique (p. ex., iPad, Amazon Kindle) ...........................4

**B1.EQ.5**
Console de jeux (p. ex., Sony PlayStation, Microsoft Xbox) .....................5

Je ne sais pas ........................................................................8 BX

Pas de réponse ........................................................................9 BX

**CALCB1B**

CALCB1B=(CALCB1==1&&B1==1) ? 1 : (CALCB1==1&&B1==2) ? 2 :
(CALCB1==1&&B1==3) ? 3 : (CALCB1==1&&B1==4) ? 4 :
(CALCB1==1&&B1==5) ? 5 : (CALCB1>1&&B1==1) ? 1 :
(CALCB1>1&&B1==2) ? 2 : (CALCB1>1&&B1==3) ? 3 :
(CALCB1>1&&B1==4) ? 4 : (CALCB1>1&&B1==5) ? 5 : 6

Ordinateur de bureau ou portable ..................................................1

Téléphone cellulaire avec accès de base à Internet .............................2

Téléphone intelligent pouvant accéder à des données, des vidéos, etc. (p. ex., iPhone, Blackberry) .........................................................3

Tablette électronique (p. ex., iPad, Amazon Kindle) ...........................4

Console de jeux (p. ex., Sony PlayStation, Microsoft Xbox) .....................5

Je ne sais pas / Pas de réponse ..................................................6 BX

**B2 [1,20]**

Où accédez-vous normalement à Internet?

Sélectionner toute réponse pertinente
À la maison .................................................................1
Au travail ........................................................................2
À un point d’accès public sans fil (bibliothèque, café, aéroport, etc.) .....3
En déplacement (téléphone cellulaire, tablette électronique, etc.) .....4
À l’école .......................................................................5
Chez des amis, des parents ...........................................6
Autre réponse (veuillez préciser) -> AB2; C100 L1 C100 .............. 77 B
Je ne sais pas ............................................................. 98 BX
Pas de réponse ................................................................ 99 BX

B3 [1,20]
Lesquelles des activités suivantes avez-vous faites sur Internet dans la dernière année?
Sélectionner toute réponse pertinente
Fait des transactions financières (bancaires, de placement, etc.) .......1
Acheté dans un magasin en ligne ou aux enchères (comme sur eBay) ....2
Utilisé votre carte de crédit en ligne ........................................3
Navigué sur Internet ................................................................4
Utilisé des sites de réseau social (Facebook, Twitter, etc.) ..........5
Fait du courriel ..................................................................6
Fait des appels téléphoniques ou par vidéo au moyen de Skype ou
d’applications semblables ................................................7
Accédé à des services de renseignements gouvernementaux ...........8
Visionné des vidéos ou des films (YouTube, Netflix, etc.) ..........9
Joué à des jeux en ligne ........................................................10
Téléchargé de la musique ou des films ....................................11
Répondu à un concours en ligne ...........................................12
Je ne sais pas ....................................................................98 BX
Pas de réponse ....................................................................99 BX

B11 [1,7]
À votre connaissance, avez-vous déjà fait l’une ou l’autre des choses suivantes?
Sélectionner toute réponse pertinente
Ouvert une pièce jointe à un courriel provenant de source inconnue.......1
Fourni des renseignements personnels à partir d’un ordinateur dont vous ne saviez pas s’il était sécurisé..............................2
Transféré une pièce jointe à un courriel provenant de source inconnue ....3
Fourni des renseignements bancaires sur un site dont vous ne saviez pas s’il était sécurisé ..................................................4
Répondu à du pourriel sans le savoir............................................5
Répondu à un courriel d’arnaque ou d’hameçonnage sans le savoir .....6
Accepté un ami que vous ne connaissiez pas tellement sur le site d’un réseau social .................................................................7
Rien de ce qui précède ................................................................97  BX
Je ne sais pas ...........................................................................98  BX
Pas de réponse ..........................................................................99  BX

K1
Les Canadiens ont des points de vue très divers sur leur aptitude à protéger les renseignements personnels les concernant lorsqu’ils sont en ligne. Certains se disent très préoccupés alors que d’autres ne le sont pas. À quel point vous diriez-vous, vous-même préoccupé à l’idée qu’on puisse obtenir en ligne de vos renseignements personnels et les utiliser sans votre permission?

Pas du tout ..............................................................................1
Pas tellement ...........................................................................2
Assez ......................................................................................3
Très .......................................................................................4
Je ne sais pas ..........................................................................8  B
Pas de réponse ........................................................................9  B

PK13
À quel point vous diriez-vous au courant de chaque expression suivante?

K13A
Antivirus
Pas du tout ..............................................................................1
2 ...........................................................................................2
3 ...........................................................................................3
Moyennement .........................................................................4
5 ...........................................................................................5
6 ...........................................................................................6
Extrêmement............................................................................7
Je ne sais pas ..........................................................................8  B
Pas de réponse ........................................................................9  B

36 • EKOS RESEARCH ASSOCIATES, 2011
K13B
Logiciel espion
Pas du tout ................................................. 1
2 ........................................................................ 2
3 ........................................................................ 3
Moyennement ................................................. 4
5 ........................................................................ 5
6 ........................................................................ 6
Extrêmement .................................................... 7
Je ne sais pas ................................................... 8 B
Pas de réponse ............................................... 9 B

K13C
Logiciel malveillant
Pas du tout ..................................................... 1
2 ........................................................................ 2
3 ........................................................................ 3
Moyennement .................................................. 4
5 ........................................................................ 5
6 ........................................................................ 6
Extrêmement .................................................... 7
Je ne sais pas ................................................... 8 B
Pas de réponse ............................................... 9 B

K13D
Hameçonnage
Pas du tout ..................................................... 1
2 ........................................................................ 2
3 ........................................................................ 3
Moyennement .................................................. 4
5 ........................................................................ 5
6 ........................................................................ 6
Extrêmement .................................................... 7
Je ne sais pas ................................................... 8 B
Pas de réponse ............................................... 9 B

PIC
Et de façon générale, à quel point vous diriez-vous au courant de chacun des domaines suivants?

IC1
... en quoi consistent les menaces en ligne?
... comment reconnaître la présence d’une menace en ligne?
Pas du tout ............................................................... 1
2 ............................................................................... 2
3 ............................................................................... 3
Passablement ......................................................... 4
5 ............................................................................... 5
6 ............................................................................... 6
Extrêmement ......................................................... 7
Je ne sais pas ......................................................... 8  B
Pas de réponse ......................................................... 9  B

... où vous renseigner sur la façon de vous protéger contre les menaces en ligne?
Pas du tout ............................................................... 1
2 ............................................................................... 2
3 ............................................................................... 3
Passablement ......................................................... 4
5 ............................................................................... 5
6 ............................................................................... 6
Extrêmement ......................................................... 7
Je ne sais pas ......................................................... 8  B
Pas de réponse ......................................................... 9  B

... les mesures à prendre si vous avez fait l’objet d’une menace en ligne?
## B5

<table>
<thead>
<tr>
<th>Si... CALCB1B.EQ.1-5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certains prennent des précautions pour protéger leur ordinateur et les autres appareils qu'ils utilisent pour accéder à Internet, alors que d'autres n'en prennent pas. Prenez-vous des précautions pour protéger votre &amp;CALCB1B?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Oui</th>
<th>Non</th>
<th>Je ne sais pas</th>
<th>Pas de réponse</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>8 B</td>
<td>9 B</td>
</tr>
</tbody>
</table>

## B5A [1,20]

<table>
<thead>
<tr>
<th>Si... B5.EQ.1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lesquelles des précautions suivantes prenez-vous pour protéger votre &amp;CALCB1B?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sélectionner toute réponse pertinente</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garder à jour le logiciel de sécurité</td>
</tr>
<tr>
<td>Télécharger uniquement à partir de sources dignes de confiance</td>
</tr>
<tr>
<td>Utiliser des filtres à pourriel</td>
</tr>
<tr>
<td>Vérifier la source avant de cliquer sur un lien avec URL ou d'ouvrir une pièce jointe</td>
</tr>
<tr>
<td>Verrouiller l'appareil avec un mot de passe</td>
</tr>
<tr>
<td>Éteindre l'appareil quand il ne sert pas</td>
</tr>
<tr>
<td>Sauvegarder l'information sur mon appareil</td>
</tr>
<tr>
<td>Utiliser un logiciel de chiffrement</td>
</tr>
<tr>
<td>Ne pas utiliser le compte administrateur pour accéder au Web</td>
</tr>
<tr>
<td>Utiliser un mot de passe ou l'authentification de l'utilisateur pour un accès sans fil ou à distance</td>
</tr>
<tr>
<td>Réagir avec prudence aux sollicitations de source inconnue</td>
</tr>
<tr>
<td>Rien de ce qui précède</td>
</tr>
<tr>
<td>Je ne sais pas</td>
</tr>
<tr>
<td>Pas de réponse</td>
</tr>
</tbody>
</table>
Lesquelles des précautions suivantes prenez-vous pour vous protéger contre les menaces en ligne et protéger vos renseignements personnels?

Sélectionner toute réponse pertinente

- Utiliser des mots de passe comprenant des chiffres et des lettres et qui sont difficiles à deviner ...............................................................1
- Vérifier l’énoncé du site Web concernant la protection des renseignements personnels ...........................................................2
- Changer mon mot de passe par défaut .............................................3
- Ne pas donner mon mot de passe sans avoir téléphoné pour vérifier si la demande est légitime .................................................................4
- Être prudent quand on donne ses nom, adresse et numéro de téléphone véritables .................................................................5
- Vous servir d’un autre compte courriel sous un pseudonyme ou un faux nom pour des organisations dont vous vous méfiez .........................6
- Ne pas accepter que mon ordinateur retienne mes mots de passe pour certains sites Web .................................................................7
- Réagir avec prudence aux sollicitations de source inconnue ....................8
- Ne pas utiliser le compte administrateur pour accéder au Web ...............9
- Utiliser un logiciel de chiffrement ................................................ 10
- Rien de ce qui précède .................................................................. 97 BX
- Je ne sais pas ........................................................................ 98 BX
- Pas de réponse ...................................................................... 99 BX

Avez-vous un logiciel antivirus sur votre ordinateur?

- Oui ........................................................................................ 1
- Non ......................................................................................... 2
- Je ne sais pas .......................................................................... 8 X
- Pas de réponse ...................................................................... 9 X

Où avez-vous obtenu votre logiciel antivirus?

- Acheté en ligne sur le site d’une compagnie de logiciels ..................... 1
- Téléchargé gratuitement à partir d’Internet .................................... 2
- Acheté dans un magasin ............................................................. 3
- Était préinstallé sur mon appareil .................................................. 4
- Acheté sur un site de vente aux enchères ....................................... 5
- Autre réponse (veuillez préciser) -> AB4A; C200 L2 C100 ............... 77 B
- Je ne sais pas .......................................................................... 98 BX
- Pas de réponse ...................................................................... 99 BX
B4B

Si... B4.EQ.1

Votre logiciel antivirus se met-il à jour automatiquement ou vous invite-t-il à faire une mise à jour?

Oui ........................................................................................1
Non........................................................................................2
Je ne sais pas ..........................................................................8  X
Pas de réponse ........................................................................9  X

B4C

Si... B4.EQ.1

À quelle fréquence mettez-vous à jour votre logiciel antivirus?

Sélectionner une seule réponse

Tous les jours ...........................................................................1
Une fois par semaine ..................................................................2
Une fois par mois .......................................................................3
Une fois par année .....................................................................4
Jamais ....................................................................................5
Je ne sais pas ..........................................................................8  X
Pas de réponse ........................................................................9  X

B4D [1,20]

Si... B4.EQ.2

Il y a diverses raisons pour lesquelles les gens n’ont pas de logiciel antivirus. Pourquoi n’avez-vous pas de logiciel antivirus?

Sélectionner toute réponse pertinente

Je ne sais pas ce que c’est ...........................................................1
Ça coûterait trop cher .................................................................2
Je n’ai pas eu le temps d’en installer ..............................................3
Je pensais que mon ordinateur l’aurait fait automatiquement ............4
Je ne sais pas quoi acheter ou comment l’installer et le faire fonctionner ..............................................................5
Je ne vais pas en ligne très souvent avec mon ordinateur ......................6
Je ne consulte que les sites Web dont je sais qu’ils sont sécuritaires ......7
Je ne pense pas en avoir besoin ...................................................8
Autre réponse (veuillez préciser) -> AB4D; C200 L2 C100 ..................... 77  B
Je ne sais pas ........................................................................ 98  BX
Pas de réponse ........................................................................ 99  BX
**B4E [1,3]**

Si... B4D.EQ.8

Pourquoi ne pensez-vous pas en avoir besoin?

Réponse-> AB4E; C400 L4 C100 ................................................................. 77  B
Je ne sais pas ................................................................................... 98  BX
Pas de réponse .................................................................................. 99  BX

**K5 [1,20]**

Voici une liste de certains dangers auxquels on s’expose quand on se sert d’Internet. Avant le présent sondage, lesquels de ces dangers connaissiez-vous déjà?

Sélectionner toute réponse pertinente

Infection des ordinateurs/appareils sans fil par des virus, logiciels espions, logiciels malveillants........................................................1
Vol d’identité .............................................................................................................................................................. 2
Atteintes à la vie privée........................................................................... 3
Données personnelles effacées, modifiées, perdues............................... 4
Pertes financières ....................................................................................................... 5
Visionnement ou réception de renseignements de nature criminelle.......6
Prise d’assaut de l’ordinateur ou son utilisation à des fins criminelles à votre insu .................................................................................. 7
Destruction de l’ordinateur.................................................................................. 8
Perte de fichiers/d’information (musique, photos, etc.) .................................. 9
Être victime d’araign ou de fraude en ligne ............................................... 10
Rien de ce qui précède .................................................................................. 97  BX
Je ne sais pas ................................................................................... 98  BX
Pas de réponse .................................................................................. 99  BX

**QATT1**

Veuillez indiquer dans quelle mesure vous êtes d’accord ou en désaccord avec les énoncés ci-dessous.

**QA12A**

Si... ROT4.EQ.1

Le crime cybernétique n’affecte que les gens qui ont beaucoup d’argent.
QA12B

Si... ROT4.EQ.2

Le crime cybernétique n’affecte que les entreprises.
Tout à fait en désaccord ..............................................................1
2 ...........................................................................................2
3 ...........................................................................................3
Ni l’un ni l’autre........................................................................4
5 ...........................................................................................5
6 ...........................................................................................6
Tout à fait d’accord....................................................................7
Je ne sais pas ..........................................................................8  B
Pas de réponse ........................................................................9  B

QA13

Il appartient aux particuliers de protéger les renseignements personnels les concernant.
Tout à fait en désaccord ..............................................................1
2 ...........................................................................................2
3 ...........................................................................................3
Ni l’un ni l’autre........................................................................4
5 ...........................................................................................5
6 ...........................................................................................6
Tout à fait d’accord....................................................................7
Je ne sais pas ..........................................................................8  B
Pas de réponse ........................................................................9  B

QA14

Tout compte fait, il y a très peu qu’on puisse faire, vraiment, pour se protéger en ligne.
<table>
<thead>
<tr>
<th>QA15</th>
<th>La sécurité de votre ordinateur pourrait être compromise sans même que vous le sachiez.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tout à fait en désaccord</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Ni l’un ni l’autre</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Tout à fait d’accord</td>
<td>7</td>
</tr>
<tr>
<td>Je ne sais pas</td>
<td>8 B</td>
</tr>
<tr>
<td>Pas de réponse</td>
<td>9 B</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>QA112B</th>
<th>Je me sens tout à fait dépassé par toute la question de la sécurité sur Internet et des menaces en ligne.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tout à fait en désaccord</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Ni l’un ni l’autre</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Tout à fait d’accord</td>
<td>7</td>
</tr>
<tr>
<td>Je ne sais pas</td>
<td>8 B</td>
</tr>
<tr>
<td>Pas de réponse</td>
<td>9 B</td>
</tr>
</tbody>
</table>

<p>| QA116 | Même si ça se produit dans le cyberspace, les effets des menaces cybernétiques sont très réels. |</p>
<table>
<thead>
<tr>
<th>Question</th>
<th>Réponse</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>QA117</td>
<td>Tant que le logiciel antivirus qui était installé sur mon ordinateur n’aura pas plus que quelques années, il devrait suffire à me protéger contre les menaces cybernétiques.</td>
<td>Tout à fait en désaccord</td>
</tr>
<tr>
<td></td>
<td>Je ne sais pas</td>
<td>8</td>
</tr>
<tr>
<td>QA110</td>
<td>J’estime que les organisations commerciales et autres disposent des mesures de sécurité voulu pour protéger mes renseignements personnels.</td>
<td>Tout à fait en désaccord</td>
</tr>
<tr>
<td></td>
<td>Je ne sais pas</td>
<td>8</td>
</tr>
</tbody>
</table>

**Ekos Research Associates, 2011**
K8
À quel point est-il probable que vous fassiez, vous-même ou un membre de votre famille, l’objet d’une menace en ligne au cours des 2 prochaines années?

Pas du tout .................................................................1
2 ...............................................................................2
3 ...............................................................................3
Moyennement ...............................................................4
5 ...............................................................................5
6 ...............................................................................6
Extrêmement ...............................................................7
Je ne sais pas ...............................................................8
Pas de réponse .............................................................9

K8A [1,20]
Si... K8.EQ.1-3
Pourquoi trouvez-vous improbable d’être, vous-même ou un membre de votre famille, affecté par une menace en ligne?

Sélectionner toute réponse pertinente
Nous prenons des mesures pour nous protéger en ligne..........................1
Nous ne faisons rien de risqué en ligne......................................................2
Le risque nous semble être très mince......................................................3
Autre réponse (veuillez préciser) -> AK8A; C200 L2 C100..................... 77
Je ne sais pas .....................................................................................98
Pas de réponse ....................................................................................99

K2
Si... ROT5.EQ.1
À quel point est-ce important, d’après vous, que les Canadiens ordinaires prennent des mesures pour protéger leurs renseignements personnels en ligne?

Pas du tout .................................................................1
2 ...............................................................................2
3 ...............................................................................3
Moyennement ...............................................................4
5 ...............................................................................5
6 ...............................................................................6
Extrêmement ...............................................................7
Je ne sais pas ...............................................................8
Pas de réponse .............................................................9
K3A

Si... ROT5B.EQ.1

À quel point est-ce important que les Canadiens prennent des mesures pour assurer la sécurité de leurs ordinateurs personnels?

Pas du tout ......................................................... 1
2 ........................................................................................................ 2
3 ........................................................................................................ 3
Moyennement .......................................................... 4
5 ........................................................................................................ 5
6 ........................................................................................................ 6
Extrêmement .......................................................... 7
Je ne sais pas .............................................................. 8 B
Pas de réponse .............................................................. 9 B

K3B

Si... ROT5B.EQ.2

À quel point est-ce important que les Canadiens prennent des mesures pour assurer la sécurité de leurs appareils sans fil exploitables sur le Web?

Pas du tout ......................................................... 1
2 ........................................................................................................ 2
3 ........................................................................................................ 3
Moyennement .......................................................... 4
5 ........................................................................................................ 5
6 ........................................................................................................ 6
Extrêmement .......................................................... 7
Je ne sais pas .............................................................. 8 B
Pas de réponse .............................................................. 9 B

K4

Comment qualifiez-vous l’aptitude des Canadiens ordinaires à prendre les précautions voulues pour se protéger en ligne?

Très mauvaise .......................................................... 1
2 ........................................................................................................ 2
3 ........................................................................................................ 3
Ni l’un ni l’autre .......................................................... 4
5 ........................................................................................................ 5
6 ........................................................................................................ 6
Très bonne .............................................................. 7
Je ne sais pas .............................................................. 8 B
Pas de réponse .............................................................. 9 B
K4A [1,20]

Si... K4.EQ.1-3

Pourquoi êtes-vous d'avis que les Canadiens ordinaires ne se protègent pas toujours en ligne?

 Sélectionner toute réponse pertinente
 Ça coûte trop cher d'acheter le nécessaire (p. ex., un logiciel) ..............1
 Ne savent pas comment faire ..............................................................2
 Pensent que ce n’est pas à eux de le faire ........................................3
 Ne se préoccupent pas de choses comme celle-là ...............................4
 Pensent qu’ils n’en ont pas le temps ...................................................5
 Autre réponse (veuillez préciser) -> AK4A; C200 L2 C100 .....................77 B
 Je ne sais pas ............................................................... AK4A; C200 L2 C100 98 BX
 Pas de réponse .................................................................................. 99 BX

K6

Si... ROT6.EQ.1

D’après ce que vous en savez, à quel point les menaces en ligne sont-elles courantes de nos jours?

 Pas du tout ..........................................................................................1
 2 .........................................................................................................2
 3 .........................................................................................................3
 Moyennement ......................................................................................4
 5 .........................................................................................................5
 6 .........................................................................................................6
 Extrêmement .........................................................................................7
 Je ne sais pas ....................................................................................8 B
 Pas de réponse .................................................................................. 9 B

K7

Si... ROT6.EQ.2

À quel point est-ce courant que les Canadiens fassent l’objet de menaces en ligne?

 Pas du tout ..........................................................................................1
 2 .........................................................................................................2
 3 .........................................................................................................3
 Moyennement ......................................................................................4
 5 .........................................................................................................5
 6 .........................................................................................................6
 Extrêmement .........................................................................................7
 Je ne sais pas ....................................................................................8 B
 Pas de réponse .................................................................................. 9 B
K9
En ce qui concerne les menaces en ligne auxquelles peuvent faire face les Canadiens ordinaires, à quel point leurs conséquences vous semblent-elles graves?
Pas du tout .................................................................1
2 ..................................................................................2
3 ..................................................................................3
Moyennement .............................................................4
5 ..................................................................................5
6 ..................................................................................6
Extrêmement ...............................................................7
Je ne sais pas ............................................................8
Pas de réponse ........................................................9

K11 [1,13]
Voici une liste de mesures visant à réduire le risque de faire l'objet d'une menace en ligne. Certains sont au courant de ces menaces, tandis que d'autres ne le sont pas. Avant le présent sondage, lesquelles des suivantes connaissiez-vous déjà?
Sélectionner toute réponse pertinente
Ne consulter que les sites Web sécurisés .................................1
Ne faire ses opérations bancaires que sur un ordinateur dont on sait qu’il est sécuritaire .................................................................2
Ne pas divulguer ses mots de passe ........................................3
Se servir de mots de passe différents pour des comptes et des sites Web différents .................................................................4
Utiliser des mots de passe plus longs/plus complexes..............5
Ne pas ouvrir de pièces jointes à un courriel provenant de gens qu’on ne connaît pas .................................................................6
Choisir avec soin les sites où l’on veut faire des achats en ligne ....7
Réduire les renseignements personnels qu’on divulgue en ligne ...8
Se servir de logiciels antivirus/anti logiciel espion ......................9
Se servir de coupe-feu et de mots de passe pour protéger les ordinateurs et autres appareils exploitables sur le Web .............10
Ne jamais ouvrir de courriels provenant de personnes qu’on ne connaît pas ............................................................................11
Protéger par un mot de passe son réseau sans fil à domicile ......12
Éviter d’utiliser Internet au moyen de réseaux sans fil ouverts à tous ...13
Rien de ce qui précède ........................................................97
Je ne sais pas ..................................................................98
Pas de réponse ...........................................................99
K11A [1,20]

Comment peut-on savoir si un site Web est sécurisé?

Sélectionner toute réponse pertinente

On connaît bien le site ................................................................1
Le site appartient à une source digne de confiance (p. ex., un fournisseur de services Internet ou de logiciels bien connu, un gouvernement, etc.).................................................................2
Le site a une adresse « https ».......................................................3
Le site est authentifié par un symbole ou la marque VeriSign.................4
Autre réponse (veuillez préciser) -> AK11A; C200 L2 C100 ..............77 B
Je ne sais pas .................................................................98 BX
Pas de réponse ......................................................................99 BX

K10 [1,9]

Il est beaucoup question de protéger ses renseignements personnels en ligne et ailleurs. Quels sont parmi les suivants les renseignements vous concernant que vous trouvez sensibles?

Sélectionner toute réponse pertinente

Nom, adresse domiciliaire, numéro de téléphone................................1
Date de naissance ......................................................................2
Numéro d’assurance sociale .........................................................3
Dossier de santé ........................................................................4
Information bancaire, financière ..................................................5
Renseignements du passeport ......................................................6
Renseignements sur votre mode de vie (p. ex., le moment de vos vacances, etc.) .................................................................7
Renseignements d’une carte de crédit ..........................................8
Adresse électronique ...................................................................9
Aucun de ces renseignements personnels n’est de nature sensible ......96 BX
Tous ces renseignements personnels sont de nature sensible ..........97 BX
Je ne sais pas .................................................................98 BX
Pas de réponse ......................................................................99 BX

B6

Votre &CALCB1BB a-t-il déjà été infecté par un virus, un logiciel espion ou un logiciel malveillant?

(À noter que quand on parle ici de virus, logiciel espion ou logiciel malveillant, cela signifie que ces virus, logiciels espions ou logiciels malveillants sont conçus pour détruire des données, surveiller l’utilisation de votre ordinateur et en
faire rapport à un tiers à votre insu ou, encore, permettre à un tiers de contrôler votre ordinateur).

Oui ........................................................................................1
Non........................................................................................2
Je ne sais pas ........................................................................8
Pas de réponse ........................................................................9

B8A

Quelle sorte d’effet ce virus, logiciel espion ou logiciel malveillant a-t-il eu sur vous ou votre famille?

Aucun effet ..............................................................................1
2 ...........................................................................................2
3 ...........................................................................................3
Un effet moyen .........................................................................4
5 ...........................................................................................5
6 ...........................................................................................6
Un très grand effet ...................................................................7
Je ne sais pas ..........................................................................8
Pas de réponse ........................................................................9

B7A

Avez-vous déjà subi des pertes financières ou été victime d’une fraude financière par suite d’une activité en ligne?

Oui ........................................................................................1
Non........................................................................................2
Je ne sais pas ........................................................................8
Pas de réponse ........................................................................9
B8B

Si... B7A.EQ.1

Quelle sorte d’effet cette fraude financière par suite d’une activité en ligne a-t-elle eu sur vous ou votre famille?

Aucun effet .................................................................1
2 ....................................................................................2
3 ....................................................................................3
Un effet moyen ............................................................4
5 ....................................................................................5
6 ....................................................................................6
Un très grand effet .......................................................7
Je ne sais pas ...............................................................8 B
Pas de réponse ............................................................9 B

B7B

Avez-vous déjà été victime d’un vol d’identité par suite d’une activité en ligne?

(À noter que quand on parle ici de vol d’identité cela signifie la collecte non autorisée et l’utilisation frauduleuse de vos renseignements personnels, habituellement à des fins criminelles.

Oui ..............................................................................1
Non..................................................................................2
Je ne sais pas ...............................................................8
Pas de réponse ............................................................9

B7C [1,3]

Si... B7B.EQ.1

Pouvez-vous décrire brièvement en quoi a consisté le vol d’identité vous concernant?

Réponse-> AB7C; C400 L4 C100 ........................................77 B
Je ne sais pas ...............................................................98 BX
Pas de réponse ............................................................99 BX
Quelle sorte d’effet le vol de votre identité a-t-il eu sur vous ou votre famille?

Aucun effet ..............................................................................1
2 ...........................................................................................2
3 ...........................................................................................3
Un effet moyen .........................................................................4
5 ...........................................................................................5
6 ...........................................................................................6
Un très grand effet.....................................................................7
Je ne sais pas ..........................................................................8
Pas de réponse ........................................................................9

(été affecté par un virus, un logiciel espion ou un logiciel malveillant) .....1
2 ...........................................................................................2

(subi une fraude financière par suite de leur activité en ligne) ...............1
2 ...........................................................................................2

(été victime d’un vol d’identité) ....................................................1
2 ...........................................................................................2

Parfois, après avoir été affectés de cette façon en ligne, c’est-à-dire avoir
Trouvez-vous que cette expérience a changé votre façon de vous comporter en
ligne?

Oui ........................................................................................1
Non........................................................................................2
Je ne sais pas ..........................................................................8
Pas de réponse ........................................................................9
Comment cela a-t-il modifié votre façon de vous comporter en ligne?

Sélectionner toute réponse pertinente

Je ne consulte que les sites Web dont je sais qu’ils sont sécurisés ............1
Je vais en ligne moins souvent .............................................................2
Je fais plus attention aux renseignements que je fournis et à qui je les
fournis ......................................................................................................3
Je change mes mots de passe plus souvent ........................................4
J’utilise maintenant des mots de passe plus complexes ........................5
Je ne divulgue plus mes mots de passe ...............................................6
Je ne permets plus qu’on retienne mes mots de passe pour une
prochaine fois .......................................................................................7
J’utilise maintenant un antivirus à jour ...............................................8
Autre réponse (veuillez préciser) -> AB9A; C200 L2 C100 .................. 77 B
Rien de ce qui précède ........................................................................ 97 BX
Je ne sais pas .................................................................................... 98 BX
Pas de réponse .................................................................................... 99 BX

À quelle fréquence changez-vous votre mot de passe pour l’un ou l’autre des
comptes en ligne que vous avez à des fins personnelles?

Jamais ....................................................................................................1
Après quelques années ................................................................. 2
Une fois par année .......................................................................... 3
Quelques fois par année ............................................................. 4
Plus souvent ....................................................................................... 5
Quand j’y pense – pas à intervalle fixe .......................................... 6
Je ne sais pas .................................................................................... 8 BX
Pas de réponse .................................................................................... 9 BX

Avez-vous déjà cherché à vous renseigner sur les genres de menaces qui
existent en ligne ou sur les mesures à prendre pour renforcer votre sécurité en
ligne?

Oui ................................................................................................ ....1
Non ...................................................................................................... 2
Je ne sais pas .................................................................................... 8
Pas de réponse .................................................................................... 9
IC5B [1,15]

Sélectionner toute réponse pertinente

Où êtes-vous allé chercher cette information?

Sur le site Web d’un fournisseur de logiciels ou de matériel informatique ........................................ 1
Auprès d’amis ou de membres de la famille .............................................................. 2
Dans les médias ........................................................................................................ 3
Sur le site Web d’un groupe sans but lucratif ......................................................... 4
Dans un bulletin électronique .................................................................................. 5
Sur un site Web du gouvernement ........................................................................ 6
Auprès du service informatique de mon employeur ............................................ 7
À l’école ...................................................................................................................... 8
Avec un moteur de recherche (Google, Bing, etc.) .................................................. 9
Sur le site Web d’un organisme d’application de la loi .......................................... 10

Autre réponse (veuillez préciser) -> AIC5B; C200 L2 C100 .................................... 77  B
Je ne sais pas ........................................................................................................... 98  BX
Pas de réponse ......................................................................................................... 99  BX

IC5D [1,15]

Sélectionner toute réponse pertinente

Quels renseignements cherchiez-vous quand vous avez voulu vous renseigner sur les genres de menaces qui existent en ligne ou sur les mesures à prendre pour renforcer votre sécurité en ligne?

Des renseignements généraux sur les menaces en ligne .................................... 1
Les mesures à prendre pour me protéger contre les menaces en ligne ............ 2
Le meilleur logiciel antivirus .................................................................................. 3
En quoi consistent les coupe-feu et comment les utiliser .................................. 4
Quelqu’un pour réparer un ordinateur/appareil infecté par un virus ............... 5
Quelqu’un à qui signaler un crime/une arnaque .................................................. 6
De l’information sur les arnaques en ligne ......................................................... 7

Autre réponse (veuillez préciser) -> AIC5D; C200 L2 C100 .................................... 77  B
Je ne sais pas ........................................................................................................... 98  BX
Pas de réponse ......................................................................................................... 99  BX

QATT2

Veuillez indiquer dans quelle mesure vous êtes d’accord ou en désaccord avec les énoncés ci-dessous.

QA28

Il est important de connaître la nature et les signes des menaces en ligne afin
d’apprendre à vous protéger.
Tout à fait en désaccord ......................................................... 1
2 ........................................................................................... 2
3 ........................................................................................... 3
Ni l’un ni l’autre ................................................................. 4
5 ........................................................................................... 5
6 ........................................................................................... 6
Tout à fait d’accord .................................................................. 7
Je ne sais pas .......................................................................... 8  B
Pas de réponse ................................................................. 9  B

QA211
J’ai l’impression d’être assez bien renseigné pour savoir comment les nouvelles technologies peuvent affecter ma vie privée.
Tout à fait en désaccord ......................................................... 1
2 ........................................................................................... 2
3 ........................................................................................... 3
Ni l’un ni l’autre ................................................................. 4
5 ........................................................................................... 5
6 ........................................................................................... 6
Tout à fait d’accord .................................................................. 7
Je ne sais pas .......................................................................... 8  B
Pas de réponse ................................................................. 9  B

QA211B
J’ai l’impression d’être assez bien renseigné sur les mesures à prendre pour me protéger et protéger mon ordinateur contre les menaces en ligne.
Tout à fait en désaccord ......................................................... 1
2 ........................................................................................... 2
3 ........................................................................................... 3
Ni l’un ni l’autre ................................................................. 4
5 ........................................................................................... 5
6 ........................................................................................... 6
Tout à fait d’accord .................................................................. 7
Je ne sais pas .......................................................................... 8  B
Pas de réponse ................................................................. 9  B

QA218
Je suis convaincu de pouvoir me protéger en ligne en autant que je disposerai de renseignements de base et dignes de confiance sur les mesures à prendre.
À qui feriez-vous confiance pour vous donner la meilleure information technologique fiable et à jour sur les menaces en ligne et les mesures à prendre pour vous protéger?

Sélectionner toute réponse pertinente

Des amis ou membres de la famille ......................................................1
Un fournisseur de services Internet ......................................................2
Une compagnie de logiciels de sécurité ..............................................3
Le site Web d’un fournisseur (p. ex., une banque, un magasin en ligne que vous fréquentez, etc.) ......................................................4
Une organisation sans but lucratif qui se consacre à la sécurité électronique .............................................................................5
Le gouvernement .............................................................................6
Un organisme d’application de la loi ...................................................7
Autre réponse (veuillez préciser) -> AIC6; C200 L2 C100 .....................7
Je ne sais pas ...................................................................................9
Pas de réponse ..............................................................................9

Et à qui feriez-vous confiance pour vous donner l’information la plus objective sur les menaces en ligne et les mesures à prendre pour vous protéger?

Sélectionner toute réponse pertinente

Des amis ou membres de la famille ......................................................1
Un fournisseur de services Internet ......................................................2
Une compagnie de logiciels de sécurité ..............................................3
Le site Web d’un fournisseur (p. ex., une banque, un magasin en ligne que vous fréquentez, etc.) ......................................................4
Une organisation sans but lucratif qui se consacre à la sécurité électronique .............................................................................5
Le gouvernement .............................................................................6
Un organisme d’application de la loi ...................................................7
Autre réponse (veuillez préciser) -> AIC7; C200 L2 C100 .....................7
Je ne sais pas ...................................................................................9
Pas de réponse ..............................................................................9
B10 [1,20]
D'après vous, qui a principalement la responsabilité de voir à ce que les appareils personnels dont se servent les Canadiens pour accéder à Internet (ordinateur, téléphone intelligent, iPad, etc.) sont sûrs et sécuritaires?

Sélectionner toute réponse pertinente
Les particuliers à qui appartiennent ces appareils ...........................................1
Le secteur privé ........................................................................................................2
Le gouvernement .......................................................................................................3
Les organisations sans but lucratif qui se consacrent à la sécurité électronique .................................................................4
Les fournisseurs de logiciels .................................................................................5
Les fournisseurs de services Internet ...................................................................6
Les fabricants des appareils .....................................................................................7
Les détaillants des appareils (ordinateurs, cellulaires) ........................................8
Autre réponse (veuillez préciser) -> AB10; C200 L2 C100 .......................... 77  B
Je ne sais pas ........................................................................................................ 98  BX
Pas de réponse ........................................................................................................ 99  BX

IC8
De façon générale, qui, d'après vous, est le plus responsable de voir à ce que l'Internet soit sûr et sécuritaire?

Ne sélectionner qu'une seule réponse
Les utilisateurs eux-mêmes ....................................................................................1
Les fournisseurs de services Internet ..................................................................2
Les fournisseurs de logiciels ...............................................................................3
Le gouvernement .....................................................................................................4
Les organismes d’application de la loi .................................................................5
Les fournisseurs de matériel informatique ..........................................................6
Les employeurs .....................................................................................................7
Tous les précédents .............................................................................................. 97  B
Autre réponse (veuillez préciser) -> AIIC8; C200 L2 C100 ........................... 77  B
Je ne sais pas ....................................................................................................... 98  BX
Pas de réponse ...................................................................................................... 99  BX
IC9
D’après vous, à quel point le gouvernement fédéral a-t-il un rôle important à jouer afin d’informer le public sur la sécurité en ligne?

Pas du tout ..............................................................................1
2 ...........................................................................................2
3 ...........................................................................................3
Moyennement .................................................................4
5 ...........................................................................................5
6 ...........................................................................................6
Extrêmement.................................................................7
Je ne sais pas .................................................................8  B
Pas de réponse .................................................................9  B

DEMIN
Les dernières questions que voici sont à votre sujet et les renseignements serviront uniquement à des fins statistiques, pour comprendre les résultats du sondage.

QATT3
Veuillez indiquer dans quelle mesure vous êtes d’accord ou en désaccord avec les énoncés ci-dessous.

QA31
De façon générale, j’adopte les nouvelles technologies plus rapidement que la moyenne des Canadiens.
Tout à fait en désaccord ......................................................1
2 ...........................................................................................2
3 ...........................................................................................3
Ni l’un ni l’autre .................................................................4
5 ...........................................................................................5
6 ...........................................................................................6
Tout à fait d’accord.............................................................7
Je ne sais pas .................................................................8  B
Pas de réponse .................................................................9  B

QA39
Je ne suis pas du genre à perdre mon temps à m’inquiéter à propos de quelque chose qui n’est pas encore arrivé.
Tout à fait en désaccord .............................................................................1
2 ............................................................................................................2
3 ............................................................................................................3
Ni l’un ni l’autre .........................................................................................4
5 ............................................................................................................5
6 ............................................................................................................6
Tout à fait d’accord ....................................................................................7
Je ne sais pas ..........................................................................................8  B
Pas de réponse ..........................................................................................9  B

QA315
Je suis du genre à tenter de me préparer bien à l’avance à toute sorte de situation.
Tout à fait en désaccord .............................................................................1
2 ............................................................................................................2
3 ............................................................................................................3
Ni l’un ni l’autre .........................................................................................4
5 ............................................................................................................5
6 ............................................................................................................6
Tout à fait d’accord ....................................................................................7
Je ne sais pas ..........................................................................................8  B
Pas de réponse ..........................................................................................9  B

D1
Quand il s’agit d’ordinateurs et de technologie, quel genre d’utilisateur croyez-vous être (c.-à-d., à quel niveau vous situez-vous)?
Expert .......................................................................................................1
Solide .........................................................................................................2
Moyen .........................................................................................................3
Débutant ....................................................................................................4
Je ne sais pas ..........................................................................................8  B
Pas de réponse ..........................................................................................9  B
**D1A**  
Si... D1.EQ.1-3

À quelle fréquence utilisez-vous les ordinateurs et la technologie dans votre vie quotidienne?

Jamais ....................................................................................1
2 ...........................................................................................2
3 ...........................................................................................3
Souvent ...................................................................................4
5 ...........................................................................................5
6 ...........................................................................................6
Tout le temps ...........................................................................7
Je ne sais pas ..........................................................................8  B
Pas de réponse ........................................................................9  B

**D1B [1,3]**

En ce qui concerne le stockage de l’information à des fins personnelles, est-ce que vous sauvegardez vos données sur le disque dur de votre ordinateur, sur un disque dur externe (stockage supplémentaire/d’appoint) ou sur un hébergeur virtuel (c.-à-d. de l’informatique en nuage)

Fichiers sauvegardés sur le disque dur de l’ordinateur......................1
Fichiers sauvegardés sur un disque dur externe .................................2
Fichiers sauvegardés sur un hébergeur virtuel ..................................3
Je ne sais pas ..........................................................................8  BX
Pas de réponse ........................................................................9  BX

**D11**

Homme ..............................................................1
Femme ..........................................................2
D2
Laquelle des catégories suivantes décrit le mieux votre situation d’emploi actuelle? Êtes-vous... ?

Employé à temps plein (35 heures ou plus par semaine).........................1
Employé à temps partiel (moins de 35 heures par semaine) ...................2
Travailleur autonome........................................................................3
Étudiant à temps plein (qui ne travaille pas) ......................................4
Sans emploi mais qui en cherche ......................................................5
Non membre de la population active (p. ex., sans emploi mais qui n’en cherche pas, personne ou parent au foyer à temps plein).....................6
Retraité ......................................................................................7
Autre réponse (veuillez préciser) -> AD2; C200 L2 C100 ....................77
Pas de réponse ...........................................................................99

D3
Quel est le plus haut niveau de scolarité que vous avez atteint?

École primaire ou moins...............................................................1
École secondaire........................................................................2
Un peu d’études postsecondaires ...................................................3
Collège, école technique ou de métier.........................................4
Programme universitaire de premier cycle ......................................5
Programme universitaire de 2e ou 3e cycles, ou professionnel ........6
Pas de réponse ...........................................................................9

D4
Quelle est votre année de naissance?

Année-> AD4; N4.0 [1900-1993]....................................................1
Pas de réponse ...............................................................................9

D5
Y a-t-il des enfants de moins de 18 ans qui vivent sous votre toit?

Oui ...........................................................................................1
Non............................................................................................2
Pas de réponse ............................................................................9
D5B

Si... D5.EQ.1

Quel est l’âge de votre enfant le plus âgé qui vit encore chez vous?

ans -> AD5B; N2.0 [0-17] ............................................................. 1
Pas de réponse ........................................................................ 9 BX

D5C

Si... D5.EQ.1

Y a-t-il de vos enfants qui se servent d’un ordinateur ou d’un appareil sans fil pour accéder à Internet?

Oui ........................................................................................ 1
Non ........................................................................................ 2
Pas de réponse ........................................................................ 9 BX

D6

Laquelle des catégories suivantes décrit le mieux le revenu global de votre ménage, c’est-à-dire, le revenu de toutes les personnes qui composent votre ménage, avant impôts?

Moins de 20 000$ ................................................................. 1
De 20 000$ à un peu moins de 40 000$ ................................ 2
De 40 000$ à un peu moins de 60 000$ ................................ 3
De 60 000$ à un peu moins de 80 000$ ............................... 4
De 80 000$ à un peu moins de 100 000$ ............................. 5
De 100 000$ à un peu moins de 150 000$ ......................... 6
150 000$ et plus ................................................................... 7
Refus de répondre .................................................................. 99

D7

Quelle est la langue que vous avez apprise en premier lieu dans votre enfance et que vous comprenez toujours?

Anglais .................................................................................. 1
Français .................................................................................. 2
Autre réponse (veuillez préciser) -> AD7; C200 L2 C100 .......... 77 B
Pas de réponse ........................................................................ 99 BX
D9
Êtes-vous né au Canada?
Oui ........................................................................................1
Non........................................................................................2
Je ne sais pas ..........................................................................8 BX
Pas de réponse ........................................................................9 BX

THNK
Le gouvernement du Canada vous remercie beaucoup, tout comme EKOS, de
nous avoir accordé de votre temps.

Le sondage est maintenant terminé. Il a été effectué pour le compte de
Sécurité publique Canada. Dans les prochains mois, un rapport renfermant les
observations de la présente étude sera disponible auprès de Bibliothèque et
Archives Canada. Nous vous sommes très reconnaissants d’avoir pris part à cette
étude.