maru/Blue

Which of the following statements best describes you? I live in Canada as a/an...

			Age		Gen	der			Prov	rince				Income		Newco	omers		Yea	ers living in Cana	ada	
	Total	'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+	Yes	No	<5 years	6-19 years	20+ years	<10 years	<20 years
	Α	В	С	D	K	L	M	N	0	P	Q	R	S	T	U	С	d	j	k		m	n
BASE: All Respondents	3026	767	1010	1249	1433	1593	405	313	195	1189	728	196	836	980	904	181	2845	119	157	459	179	
BASE: WEIGHTED	3026	829	986	1211	1485	1541	406	337	198	1153	715	217	996		769			112*		457	170	
	32	30	2	0	20	13	4	0	0	19	8	2	26	3	3	32	0	27		2	28	30
International Student	1%	4%	0%	-	1%	1%	1%	-	-	2%	1%	1%	3%		0%	19%	-	24%	2%	0%	17%	-
		CD								N			TU			d		klmn			kln	
	22	17	4	1	16	6	2	5	1	10	5	1	9	11	2	21	1	17		1	21	
Foreign Worker	1%	2%	0%	0%	1%	0%	0%	1%	0%	1%	1%	0%	1%	1%	0%	12%	0%	15%		0%	12%	
		CD			L									U		d		kin			kln	
	171	90	34	46	88	83	18	18	20				78	_	41		114	35			57	
Permanent Resident	6%	11%	3%	4%	6%	5%	4%	5%	10%	6%	5%	4%	8%	4%	5%	33%	4%	31%	26%	22%	33%	28%
		CD							MQ				Т			d				\longrightarrow	In	—
	2292	524	775	992	1099	1193	306	254	149		569		737		588	0	2292	0	0	0	0	0
Canadian Citizen (bom in Canada)	76%	63%	79%	82%	74%	77%	75%	75%	75%	73%	80%	82%	74%	76%	76%	-	80%		-		لــــــا	
			В	В							P	Р					С			\vdash	\vdash	
Canadian Citizen (naturalized: i.e., Canadians who were not	463	134	159	171	237	226	69	57	21	199	91	27	127		126		412	21		351	51	
born in Canada)	15%	16%	16%	14%	16%	15%	17%	17%	10%	17%	13%	12%	13%	17%	16%	29%	14%	19%		77%	30%	
										OQ				S	S	d			jmn	jkmn		jm
	6	3	3	0	4	2	1	0	0	4	1	0	3	1	1	3	4	3	1 1%	2	3	4
Temporarily as a visitor	0%	0%	0%		0%	0%	0%	-	-	0%	0%	-	0%	0%	0%	1%	0%	2%	1%	0%	2%	2%
		12								10						0					11	
A refugee	14	12	0%	U	0%	0%	0	0	0%	10	0%	0%	1%	0%	0%	6%	0%	8%	3%	0%	6%	10
A relugee	U%	176 CD	U76	-	0%	U%		-	0%	176	U%	0%	176	0%	U%	0%	0%	076	3%	0%	076	576
	-	CD												2		0	-	-			إيسا	
Other	0%	1%	0	0%	0%	0%	0%	0%	1%	0	0%	0	U	0%	0%	0	0%	0	0	0	0	0
Onlei	U%	176	-	U76	U%	U%	U76	U%	176 D	-	U%	1		0%	U%	-	076	-	<u> </u>	\vdash	\vdash	
	20	14	e	- 1	10	10	7	2	P	4	2		10	2		0	20					
Prefer not to answer	1%	2%	1%	0%	1%	1%	2%	1%	3%	0%	0%	U U	1%		0%	U	1%	U	0			
riciei ilut to aliswei	1%	2%	1% D	0%	1%	1%	PO	1%	PQR		0%	1	1%	0%	U%		1%	-	· ·	\vdash	الصا	<u> </u>
		D	D				PQ		PQR				T								, ,	i .

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/VJ - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z/a/b - c/d - erl/g/h/i - j/k/V/m/n Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Omni January 19th, 2024

Maru/Blue January 22nd, 2024

How long have you lived in Canada?

			Age		Gen	der			Prov	ince				Income		Newco	omers		Yea	ers living in Can	ada	
	Total	18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+	Yes	No	<5 years	6-19 years	20+ years	<10 years	<20 years
	A	В	С	D	К	L	М	N	0	Р	Q	R	S	T	U	С	d	j	k	- 1	m	n
BASE: If Not 'Canadian Citizen (Born In Canada)' (Selected Codes 1,2,3,5,6,7 At SNIC1)	735	270	228	237	369	366	93	81	42	339	142	38	218	239	210	181	554	119	157	459	179	276
BASE: WEIGHTED	708	286	204	218	371	337	93*	80*	41*	312	142	39**	250	223	177	174	534	112*	140	457	170	252
	36	27	8	0	26	10	0	4	2	25	5	2	29	3	3	36	0	36	0	0	36	36
Less than one year	5%	10%	4%	0	7%	3%	-	5%	4%	8%	3%	4%	11%	1%	2%	21%	-	32%			21%	14%
		CD	D		L					M			TU			d		klmn			kln	k ⁱ
	25	21	3	1	8	17	2	2	1	15	3	2	11	7	4	25	0	25	0	0	25	25
1 to 2 years	4%	8%	1%	0%	2%	5%	2%	3%	2%	5%	2%	6%	4%	3%	2%	14%	-	22%	-	-	15%	10%
		CD				K										d		klmn			kln	k ⁱ
	51	43	7	1	31	20	8	5	3	22	12	1	32	13	5	51	0	51	0	0	51	51
3 to 5 years	7%	15%	4%	0%	8%	6%	8%	7%	7%	7%	8%	4%	13%	6%	3%	29%	-	45%	-	-	30%	20%
		CD	D										TU			d		klmn			kln	k!
	58	48	10	0	29	30	6	8	5	28	12	0	18	26	14	58	0	0	58	0	58	58
6 to 10 years	8%	17%	5%	-	8%	9%	6%	10%	13%	9%	8%		7%	12%	8%	34%	-	-	42%	-	34%	23%
		CD	D													d			jln		jin	j
	49	30	17	2	27	22	3	7	1	23	12	3	13	14	19	0	49	0	49		0	49
11 to 15 years	7%	11%	8%	1%	7%	7%	4%	8%	3%	8%	8%	7%	5%	6%	11%	-	9%	-	35%	÷	-	20%
		D	D												S		С		jlmn			jlm
	32	14	16	2	15	17	6	4	0	17	3	2	9	10	13	2	30	0	32	0	0	32
16 to 19 years	5%	5%	8%	1%	4%	5%	6%	5%	-	5%	2%	5%	4%	4%	8%	1%	6%	-	23%	÷	-	13%
		D	D														С		jlmn			jlm
	457	103	142	211	237	220	69	50	30	183	96	29	139	150	119	2	455	0	0	457	0	0
20 years or more	64%	36%	70%	97%	64%	65%	74%	63%	71%	58%	68%	75%	56%	67%	67%	1%	85%	-	-	100%	-	
			В	BC			P							S	S		С			jkmn		

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z/a/b - c/d - e/t/g/h/i - j/k/l/m/n

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

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.
Omni January 19th, 2024

Maru/Blue

January 22nd, 2024

NEWCOMERS

			Age		Gen	der			Pro	rince				Income		Newc	omers		Yea	rs living in Car	nada	
	Total	'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+	Yes	No	<5 years	6-19 years	20+ years	<10 years	<20 years
	A	В	С	D	K	L	М	N	0	P	Q	R	S	T	U	С	d	j	k		m	n
BASE: All Respondents	3026	767	1010	1249	1433	1593	405	313	195	1189	728	196	836	980	904	181	2845	119	157	459	179	276
BASE: WEIGHTED	3026	829	986	1211	1485	1541	406	337	198	1153	715	217	996	958	769	174	2852	112*	140	457	170	252
	117	96	19	2	65	51	9	11	5	64	21	5	75	22	13	117	0	112	3	2	113	115
Newcomers1 (<5 years and International student)	4%	12%	2%	0%	4%	3%	2%	3%	3%	6%	3%	2%	8%	2%	2%	67%		100%	2%	0%	66%	46%
		CD	D							MQ			TU			p		klmn			kln	k
	174	143	29	2	93	81	15	19	11	91	33	5	92	48	26	174	0	112	60	2	170	172
Newcomers2 (<10 years and International student)	6%	17%	3%	0%	6%	5%	4%	6%	5%	8%	5%	2%	9%	5%	3%	100%	-	100%	43%	0%	100%	68%
		CD	D							MQR			TU			p		kln	_		kln	k
	2852	686	957	1210	1392	1460	391	318	187	1061	682	212	904	910	743	0	2852	0	80	455	0	80
Non-Newcomers2	94%	83%	97%	100%	94%	95%	96%	94%	95%	92%	95%	98%	91%	95%	97%	-	100%	-	57%	100%	-	32%
			В	BC			Р				Р	Р		S	s		С		imn	ikmn		im

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/W - K/L - M/N/O/P/O/R - S/T/U - V/W - X/Y/Z/a/b - c/d - e/f/g/h/i - j/k/l/m/n Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Overlag names used:

Comparison Circipaes
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Omni January 19th, 2024

Maru/Blue January 22nd, 2024

To the best of your knowledge, have you ever been targeted or fallen for any of the following financial fraud scams? SUMMARY TABLE OF TYPE OF SCAM_YES

To the best of your knowledge, have you ever been targeted of	r fallen for any	of the following	financial fraud s	scams? SUM	MARY TABLE	OF TYPE OF	SCAM_YES																				
			Age		Gen	der			Provin	nce				Income		Newco	omers		Live	e in Canada	as			Yea	ers living in Can	ada	
	Total	'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+	Yes	No	Canadian Citizen (born in Canada)	Canadian Citizen (naturalized)	Permanent Resident	International Student	Foreign Worker /Visitor / Refugee / Other	<5 years	6-19 years	20+ years	<10 years	<20 years
	A	В	С	D	К	L	М	N	0	P	Q	R	S	Т	U	С	d	e	f	g	h	- 1	j	k	1	m	n
BASE: All Respondents	3026	767	1010	1249	1433	1593	405	313	195	1189	728	196	836	980	904	181	2845	2271	495	163	29	53		157	459	179	
BASE: WEIGHTED	3026	829	986	1211	1485	1541	406	337	198	1153	715	217	996	958	769	174	2852	2292	463	171	32**	47*	112*	140	457	170	252
YES SELECTED FOR AT LEAST ONE TYPE OF SCAM	2521	700	809	1012	1240		340	293	165	1012	529	182	805	820	670	157	2364	1890	395	156	31	36	99	126	390	153	
(NET)	83%	84%	82%	84%	84%	83%	84%	87%	84%	88%	74%	84%	81%	86%	87%	90%	83%	82%	85%	91%	96%	76%	89%	90%	85%	90%	89%
							Q	Q	Q	Q		Q		S	S	d				ei							
Delivery scam (such as responding to an email, text or	1916	483	650	782	925	991	267	233	126	789	384	116	578	651	511	103	1812	1462	292	106	20	26	60	93	288	101	153
call for an undelivered package)	63%	58%	66%	65%	62%	64%	66%	69%	64%	68%	54%	53%	58%	68%	66%	59%	64%	64%	63%	62%	61%	55%	54%	66%	63%	60%	61%
			В	В			QR	QR	Q	QR				S	S									n			
Government agency scam (such as imposters pretending	1559	403	551	605	774	785	230	199	94	669	249	118	452	516	450	82	1477	1184	252	87	16	11	46	83	235	79	129
to be from government agencies like the CRA asking you to	52%	49%	56%	50%	52%	51%	57%	59%	48%	58%	35%	54%	45%	54%	58%	47%	52%	52%	54%	51%	49%	24%	41%	59%	52%	46%	51%
pay or provide personal information)			BD				Q	OQ	Q	OQ		Q		S	S			i	i i	i				jmn			jm
Credit card scam (such as a call from the someone	1459	369	478	612	735		197	184	92	630	236	121	439	489	402	80	1379	1091	238	88	14	21		81		76	
claiming to be from the fraud department of your credit card company, credit card information obtained by an	48%	45%	48%	51%	50%	47%	48%	55%	46%	55%	33%	55%	44%	51%	52%	46%	48%	48%	51%	52%	42%	44%	39%	58%	51%	45%	50%
unauthorized source at a merchant, card skimming, RFID				В			Q	Q	Q	Q		Q		S	S									jmn	j	1	1 1
Social media scam (such as fake cryptocurrency scams,	1201	465	427	309	589	612	175	135	83	502	224	82	413	388	325	98	1103	882	179	84	21	27	62	78	168	94	140
investment scams, fake personas requesting money, or scammers hacking into a real account to get "friends" to	40%	56%	43%	26%	40%	40%	43%	40%	42%	44%	31%	38%	41%	40%	42%	56%	39%	38%	39%	49%	66%	56%	55%	56%	37%	55%	56%
con, romance scams, etc.)		CD	D				Q	Q	Q	Q						d				ef		ef	_	1			
Bank Impersonator Phone scam (such as someone	863	347	255	262	468	395	106	112	53	393	135	64	272	291	228	74	789	596	169	55	14	17	45	68	144	72	112
claiming to be from a financial institution, sometimes asking	29%	42%	26%	22%	32%	26%	26%	33%	27%	34%	19%	29%	27%	30%	30%	43%	28%	26%	37%	32%	45%	37%	40%	48%	31%	42%	45%
for your credentials such as One Time-Password)		CD	D		L		Q	Q	Q	MQ		Q				d			е					- 1			(1
	713	274	247	193	428	285	107	78	52	320	112	43	230	229	210	64	650	495	135	51	11	16	38	59	115	62	97
Investment scam (such as crypto, stocks or other pyramid schemes)	24%	33%	25%	16%	29%	18%	26%	23%	27%	28%	16%	20%	23%	24%	27%	37%	23%	22%	29%	30%	34%	33%	34%	42%	25%	36%	38%
diction)		CD	D		L		Q	Q	Q	QR						d			е	е				- 1			(1
	536	274	194	68	302	234	76	66	31	255	73	34	198	171	135	93	443	328	99	61	18	22	61	63	74	89	124
Job scam (such as promising a job but requiring some investment up front)	18%	33%	20%	6%	20%	15%	19%	20%	16%	22%	10%	16%	20%	18%	18%	53%	16%	14%	21%	35%	56%	46%	55%	45%	16%	52%	49%
areaution up notify		CD	D		L		Q	Q	Q	Q				j		d			е	ef		ef	- 1	- 1			
In-person service scam (such as someone coming to your	534	202	171	160	301	232	51	41	29	290	104	19	191	157	147	47	487	393	78	35	12	8	27	39	66	43	66
door to check or repair your furnace or roof or a contractor	18%	24%	17%	13%	20%	15%	13%	12%	14%	25%	15%	9%	19%	16%	19%	27%	17%	17%	17%	21%	38%	17%	24%	28%	15%	25%	26%
promising work and not delivering)		CD	D		L					MNOQR						d							- 1	- 1			(1
Grandparent/Emergency scam (such as urgent requests	377	161	88	128	232	145	53	44	23	174	65	17	137	124	87	36	340	248	74	32	6	10	22	32	67	36	54
usually via phone call or door-to-door requesting	12%	19%	9%	11%	16%	9%	13%	13%	12%	15%	9%	8%	14%	13%	11%	21%	12%	11%	16%	19%	18%	21%	20%	23%	15%	21%	21%
information, gift cards and money from seniors)		CD			L					QR						d			е	е		e		- 1			- 1
Real estate scam (such as fake rental listings, asking you	294	172	76	46	176	119	37	34	15	129	66	13	109	98	71	47	247	187	60	27	6	11	25	42	36	45	67
to pay deposits or rent for properties and timeshares that	10%	21%	8%	4%	12%	8%	9%	10%	8%	11%	9%	6%	11%	10%	9%	27%	9%	8%	13%	16%	18%	23%	22%	30%	8%	27%	27%
don't exist)		CD	D		L											d			е	е		е	- 1	1			
terrelevative areas (and as a seed to a set of a seed as	271	155	86	29	176	95	39	22	19	124	54	13	107	86	62	55	215	152	61	38	8	8	30	48	38	55	77
Immigration scam (such as receiving a phone call, email or text message stating that your immigration status will be	9%	19%	9%	2%	12%	6%	10%	6%	10%	11%	8%	6%	11%	9%	8%	32%	8%	7%	13%	22%	26%	17%	27%	34%	8%	33%	31%
compromised unless you pay a fee)	370	CD	5,0	270	12.0	076	1076	076	1076	NQ.		0.0	1176	370	076	32/6	0.76	7.70	13/6	22.70	2076	17.76	2776	3470	0.76	3376	31/0
· ·		CD	D		L					NQ						a		1	e	er		e				, Ji	4

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z/a/b - c/d - e/t/g/h/i - j/k/l/m/n

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

Comparison Groups
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni January 19th, 2024 Maru/Blue

January 22nd, 2024

25 Jan 2024

To the best of your knowledge, have you ever been targeted or	r fallen for any	of the following		scams? SUM			FALLEN FO	OR THE SCAM													
l .			Age		Gen	der			Prov	ince				Income		Newco	omers		Yea	ers living in Can	ada
	Total A	'18-34	'35-54 C	'55+ D	Male	Female	BC M	AB N	MB/SK O	ON	PQ Q	ATL R	<\$50K S	\$50K-\$99K	\$100K+ U	Yes	No d	<5 years	6-19 years	20+ years	<10 years <20 years
0.05.440												- "									
BASE: All Respondents	3026	767	1010	1249	1433	1593	405	313	195	1189	728	196	836	980	904	181	2845	119			179 276
BASE: WEIGHTED	3026	829	986	1211	1485	1541	406	337	198	1153	715	217	996	958 165	769	174	2852 492	112			
	558	279	141	137	288	269		64	42	200	148		196		168	66			50		62 94
HAVE FALLEN FOR AT LEAST ONE SCAM (NET)	18%	34%	14%	11%	19%	17%	17%	19%	21%	17%	21%	17%	20%	17%	22%	38%	17%	40%	36%	16%	36% 37%
		CD													T	d			1		- (
	440	226	113	101	233	207	47	51	29	157	125	31	161	130	135	56	385	37	41	59	54 79
AT LEAST ONE TYPE OF SCAM (NET)	15%	27%	11%	8%	16%	13%	12%	15%	15%	14%	17%	14%	16%	14%	18%	32%	13%	34%		13%	32% 31%
AT LEAST ONE TIPE OF SCAM (NET)	1076			076	1076	1376	12.70	1076	1376	1470		1476	1076	1476	1076	3276	1370	3476	3076	1376	32 /6 31 //
		CD	D								MP				T	d					
Social media scam (such as take cryptocurrency scams, investment scams, fake personas requesting money, or	133	67	43	22	79	54	9	15	6	52	40	11	58	41	32	14	119	6	17	23	12 23
scammers hacking into a real account to get "friends" to	4%	8%	4%	2%	5%	4%	2%	4%	3%	4%	6%	5%	6%	4%	4%	8%	4%	6%	12%	5%	7% 9%
con, romance scams, etc.)		CD	D		L						M					d			- 1		
Credit card scam (such as a call from the someone claiming	118	48	38	32	65	52	5	12	9	35	48	9	45	40	29	19	99	10	15	14	19 25
to be from the fraud department of your credit card company, credit card information obtained by an	110	40	55		00	02				00			45	40	2.0		55		1		
unauthorized source at a merchant, card skimming, RFID collection - intercepting contactless payments)	4%	6%	4%	3%	4%	3%	1%	4%	4%	3%	7%	4%	5%	4%	4%	11%	3%	9%	11%	3%	11% 10%
		D				T			M		MP		l			d			4 -		
	95	48	32	15	58	38	11	16	7	30	25	6	34	30	30	15	80	7	14	20	14 21
Investment scam (such as crypto, stocks or other pyramid	3%	6%	3%	1%	4%	2%	3%	5%	4%	3%	3%	3%	3%	3%	4%	9%	3%	6%		4%	8% 8%
schemes)	U/0			170	470	2.70	3 /6	376	470	370	376	376	3/6	376	+70	376	3.0	0 /6	.076	470	0.00
		CD	D		L											d			'		
Calliana (89	58	18	12	44	45	13	14	6	28	20	7	37	24	26	14	74	9	10	8	14 19
Delivery scam (such as responding to an email, text or call for an undelivered package)	3%	7%	2%	1%	3%	3%	3%	4%	3%	2%	3%	3%	4%	3%	3%	8%	3%	8%	7%	2%	8% 7%
ioi ai aideireica paciage)		CD														d			1		
	80	47	15	18	53	26		-	7	37	19	-	32	22	25	17	62	14		7	17 22
In-person service scam (such as someone coming to your								9	,			0									
door to check or repair your furnace or roof or a contractor promising work and not delivering)	3%	6%	2%	1%	4%	2%	1%	2%	3%	3%	3%	3%	3%	2%	3%	10%	2%	12%	6%	2%	10% 9%
promising work and not delivering)		CD			L											d			1		
	70	49	15	6	40	30	7	8	6	26	15	8	27	18	19	12	58	6	10	7	12 16
Job scam (such as promising a job but requiring some	2%	6%	1%	1%	3%	2%	2%	3%	3%	2%	2%	4%	3%	2%	3%	7%	2%	5%	7%	1%	7% 6%
investment up front)		CD	D													d					
	68	44		11											19	14				6	14 16
Bank Impersonator Phone scam (such as someone			13		45	23	4	5	5	31	17		26	21			55		9	-	
claiming to be from a financial institution, sometimes asking	2%	5%	1%	1%	3%	2%	1%	1%	3%	3%	2%	3%	3%	2%	3%	8%	2%	7%	6%	1%	8% 6%
for your credentials such as One Time-Password)		CD			L											d			1 1		. (
Grandparent/Emergency scam (such as urgent requests	61	43	15	3	39	22	9	8	5	16	17	6	21	19	19	13	48	11	7	7	13 18
usually via phone call or door-to-door requesting	2%	5%	1%	0%	3%	1%	2%	2%	3%	1%	2%	3%	2%	2%	2%	7%	2%	10%	5%	2%	8% 7%
information, gift cards and money from seniors)	2.0	CD	D		1	- 1,10				.,,,							277				
					_											ď					
Immigration scam (such as receiving a phone call, email or	60	47	13	0	40	20	3	5	7	25	14	6	30	19	11	18	42	13	8	6	18 21
text message stating that your immigration status will be	2%	6%	1%	-	3%	1%	1%	2%	3%	2%	2%	3%	3%	2%	1%	10%	1%	12%	5%	1%	10% 8%
compromised unless you pay a fee)		CD	D		L				M				U			d			1		1
Government agency scam (such as imposters pretending to	58	38	16	3	29	29	4	7	4	17	18	6	30	12	15	11	46	9	7	3	9 1
be from government agencies like the CRA asking you to	2%	5%	2%	0%	2%	2%	1%	2%	2%	2%	3%	3%	3%	1%	2%	6%	2%	8%	5%	1%	5% 6%
pay or provide personal information)	270	CD	2 /o	076	270	270	1 /0	2/0	276	270	376	376	3/6 T	176	2/0	0.6	270	0.76	3/6	1 /0	3/6 0/
	53	36	16	- 1	29	24	- 4	6		23	12		20	13	19	17	36		13	4	15 21
Real estate scam (such as fake rental listings, asking you to		4%					1%	- 0	- 4			2%				10%	1%				
pay deposits or rent for properties and timeshares that don't exist)	2%		2%	0%	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	10%	1%	7%	9%	1%	9% 8%
exist)		CD	D													d			1		
	297	173	65	59	149	148	38	30	21	118	64	26	100	87	96	44	254	29	26	36	40 55
AT LEAST ONE CHANNEL OF SCAM (NET)	10%	21%	7%	5%	10%	10%	9%	9%	11%	10%	9%	12%	10%	9%	12%	25%	9%	26%	19%	8%	23% 22%
		CD													т	d					
Email scam (such as phishing - receiving emails purporting						74	17		10			15	49	48				11	1		
to be from reputable companies in asking you to reveal	146	76	36	35	72			18		51	35				47	18	129		13		16 24
personal information, such as passwords and credit card	5%	9%	4%	3%	5%	5%	4%	5%	5%	4%	5%	7%	5%	5%	6%	10%	5%	10%	9%	5%	9% 10%
information)		CD														d					
l l													l						1		
L	132	83	32	17	65	67	15	12	8	58	24	15	38	37	49	19	112	12	13	12	19 25
Phone (voice) scam (such as someone claiming to be the													l						1		
Canada Revenue Agency)	4%	10%	3%	1%	4%	4%	4%	4%	4%	5%	3%	7%	4%	4%	6%	11%	4%	11%	9%	3%	11% 10%
l l	70			170	+70	- 70	+ 70	470	470	3.0	370	0	4 /0	470		.176	+70	.176	3/0	376	
L		CD	D									_		ļ	ST	d			4 '		
Text scam (such as receiving a text message purporting to	122	85	22	15	60	62	15	7	9	56	22	13	53	20	44	21	101	12	12	8	19 25
be your Bank, advising your account has been locked and asking you to click on a link where you would enter your	4%	10%	2%	1%	4%	4%	4%	2%	4%	5%	3%	6%	5%	2%	6%	12%	4%	11%	9%	2%	11% 10%
banking credentials.)		CD											т		т	d			1		
ourning croscittidis.)		CD														d			1 '		

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z/a/b - c/d - e/l/g/h/i - j/k/l/m/n$

Overlag formulae used. "small base: "very small base (under 30) ineligible for sig testing Comparison Groups Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions) Uppercase letters indicate significance at the 95% level. Omni January 19th, 2024

Maru/Blue January 22nd, 2024

For each of the following statements, please indicate the degree to which you agree or disagree. I regularly update my passwords to protect my online accounts

			Age		Gen	der	•		Prov	ince				Income		Newc	omers		Year	rs living in Can	ada	
	Total	'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+	Yes	No	<5 years	6-19 years	20+ years	<10 years	<20 years
	A	В	С	D	K	L	M	N	0	Р	Q	R	S	T	U	С	d	j	k	1	m	n
BASE: All Respondents	3026	767	1010	1249	1433	1593	405	313	195	1189	728	196	836	980	904	181	2845	119	157	459	179	27
BASE: WEIGHTED	3026	829	986	1211	1485	1541	406	337	198	1153	715	217	996	958	769	174	2852	112*	140	457	170	25
	1919	540	621	758	949	971	253	180	130	766	448	142	663	569	472	128	1791	81	92	292	124	17
TOP 2 BOX (NET)	63%	65%	63%	63%	64%	63%	62%	54%	66%	66%	63%	65%	67%	59%	61%	74%	63%	72%	66%	64%	73%	699
							N		N	N	N	N	TU			d						
	548	193	178	178	291	258	52	49	29	244	125	49	221		137	52	496	35	27	70	50	6
(4) Strongly agree	18%		18%	15%	20%	17%	13%	15%	15%		17%	22%	22%	15%	18%	30%	17%	31%	20%	15%	30%	259
		CD								MN		MN	TU			d		- 1			kln	
	1371	347	443	581	658	713	201	131	101	522	324	93	442	427	335	76	1295	46	65	222	74	11
(3) Agree	45%	42%	45%	48%	44%	46%	49%	39%	51%	45%	45%	43%	44%	45%	44%	44%	45%	41%	46%	49%	44%	449
				В			N		N													
·	925	226	298	400	441	483	122	131	52	325	226	68	279	322	248	40	885	27	40	137	40	6
(2) Disagree	31%	27%	30%	33%	30%	31%	30%	39%	26%	28%	32%	31%	28%	34%	32%	23%	31%	24%	28%	30%	24%	279

				В				MOPQ						S			С					
	182	62	66	53	95	87	31	25	17	62	41	7	54	67	49	6	176	4	8	28	6	12
	6%	8%	7%	4%	6%	6%	8%	7%	8%	5%	6%	3%	5%	7%	6%	3%	6%	4%	6%	6%	3%	5%
(1) Strongly disagree		D	D																			
	1107	289	365	453	536	571	153	156	68	387	267	75	333	389	297	46	1061	31	48	165	46	79
BOTTOM 2 BOX (NET)	37%	35%	37%	37%	36%	37%	38%	46%	34%	34%	37%	35%	33%	41%	39%	26%	37%	28%	34%	36%	27%	31%
								MOPQR						S	s		С					
MEAN	2.80	2.80	2.70	2.70	2.80	2.70	2.70	2.60	2.70	2.80	2.70	2.80	2.80	2.70	2.70	3.00	2.70	3.00	2.80	2.70	3.00	2.90
MEDIA										MN	N	MN	TU			d		1			kln	- 1

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z/a/b - c/d - e/t/g/h/i - j/k/l/m/n

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

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni January 19th, 2024

Maru/Blue January 22nd, 2024

For each of the following statements, please indicate the deg	gree to which you	u agree or disa	gree. I regularl	ly discuss finan	cial security an	d fraud preventi	on with others	in my commun	ity													
			Age		Gen	der			Provi	nce				Income		Newco	mers		Yea	ers living in Can	ada	
	Total	'18-34	35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+	Yes	No	<5 years	6-19 years	20+ years	<10 years	<20 years
	A	В	С	D	K	L	M	N	0	P	Q	R	S	T	U	С	d	j	k	1	m	n
BASE: All Respondents	3026	767	1010	1249	1433	1593	405	313	195	1189	728	196	836	980	904	181	2845	119	157	459	179	276
BASE: WEIGHTED	3026	829	986	1211	1485	1541	406	337	198	1153	715	217	996	958	769	174	2852	112*	140	457	170	252
	1164	416	338	410	601	563	144	102	77	450	303	89	383	345	323	104	1060	68	80	168	104	148
TOP 2 BOX (NET)	38%	50%	34%	34%	41%	37%	35%	30%	39%	39%	42%	41%	38%	36%	42%	60%	37%	61%	57%	37%	61%	59%
		CD			L					N	MN	N			T	d		-	1		- 1	
	296	150	80	66	159	137	35	21	19	118	71	32	104	86	88	33	263	21	27	33	33	47
(4) Strongly agree	10%	18%	8%	5%	11%	9%	9%	6%	10%	10%	10%	15%	10%	9%	11%	19%	9%	19%	19%	7%	19%	19%
		CD	D									MN				d			- 1		- 1	
	868	266	258	344	442	425	109	80	58	332	232	57	279	259	235	71	797	47	54	-		101
(3) Agree	29%	32%	26%	28%	30%	28%	27%	24%	29%	29%	32%	26%	28%	27%	31%	41%	28%	42%	38%	29%	42%	40%
		С									N					d					- 1	
	1305	290	425	589	625	680	195	163	87	481	293	85	416	437	322	55	1250	35	44	221	55	79
(2) Disagree	43%	35%	43%	49%	42%	44%	48%	48%	44%	42%	41%	39%	42%	46%	42%	32%	44%	32%	32%	48%	32%	32%
			В	BC			PQ	Q									С			jkmn		
	557	123	222	212	259	298	67	72	33	222	119	44	198	177	124	15	542	8	16	68	11	24
(1) Strongly disagree	18%	15%	23%	18%	17%	19%	17%	21%	17%	19%	17%	20%	20%	18%	16%	9%	19%	7%	11%	15%	7%	9%
			BD														С			m		n
	1862	413	647	802	883	978	263	235	121	703	412	129	614	613	446		1792	44				103
BOTTOM 2 BOX (NET)	62%	50%	66% B	66% B	59%	63%	65%	70% PQR	61%	61%	58%	59%	62%	64%	58%	40%	63%	39%	43%	63% ikmn	39%	419
MEAN	2.30	2.50	2.20	2.20	2.30	2.30	2.30	2.20	2.30	2.30	2.40	2.40	2.30	2.30	2.40	2.70	2.30	2.70	2.70		2.70	2.70
MEAN		CD			L					N	N	N			T	d					1	

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/U - KL - MN/O/P/QR - S/T/U - V/W - X/Y/Z/ab - c/d - ef/qh/i - ji//ltmin/ Overlato formulae used. "small base; "very small base (under 30) neisible for six testina Companient Group of the Means (squal) variances). Independent Z-Test for Percentages (unpooled proportions) Uppercase letters indicate significance at the 95% level. Omni January 19th, 2024 ManuRibus

For each of the following statements, please indicate the degree to which you agree or disagree. I use a password manager app for all my passwords

For each of the following statements, please morcate the deg			Age		Gen				Provi	nne				Income		Newcor	mare		Ves	rs living in Can	aria	
	Total	'18-34	35-54	'55+	Male	Female	00	40	MB/SK	ON	00	470	<\$50K	\$50K-\$99K	\$100K+	Yes	N-	<5 years		20+ years	<10 years	<20 years
	TOTAL A	10-34 D	35-54	55+	ware	remale	M	AD N	MD/SK	D	PQ O	A I L	c sour	\$20V-\$88V	\$100K+	res	NO d	<5 years	6-19 years	20+ years	< 10 years	<20 years
BASE: All Respondents	3026	767	1010	1249	1433	1593	405	313	195	1189	728	196	836	980	904	181	2845	119	157	459	179	276
BASE: WEIGHTED	3026	829	986	1211	1485	1541	406	337		1153	715	217	996		769	174	2852	112*	140		170	252
	1228	452	404	371	652	576	151	125	70	516	281	86	421	383	324	108	1120	70	80	195	106	150
TOP 2 BOX (NET)	41%	55%	41%	31%	44%	37%	37%	37%	35%	45%	39%	39%	42%	40%	42%	62%	39%	62%	57%	43%	62%	60%
		CD	D		L					MNOQ						d		- 1	_		- 1	
	488	191	173	123	267	220	65	44		197	110	41	182	137	139	40	447	22			38	53
(4) Strongly agree	16%	23%	18%	10%	18%	14%	16%	13%	15%	17%	15%	19%	18%	14%	18%	23%	16%	20%	22%	16%	22%	21%
		CD	D		L								T		T	d						
	740	261	231	248	385	355	86	80		319	171	44	239		186	67	673	48			67	97
(3) Agree	24%	31%	23%	20%	26%	23%	21%	24%	20%	28%	24%	20%	24%	26%	24%	39%	24%	43%	35%	27%	40%	39%
		CD								MO						d						
(m) (m)	1100	232	309	559	507	592	163	114		396	270	75	347		264	46	1054	27			46	68
(2) Disagree	36%	28%	31%	46%	34%	38%	40%	34%	41%	34%	38%	35%	35%	37%	34%	26%	37%	24%	29%	36%	27%	27%
				BC		K								217		20	C			jmn	40	
(4) Character discourse	699	145	272		325	373	92	98		240	164	56	229		180		678	15	19		10	34
(1) Strongly disagree	23%	18%	28% BD	23%	22%	24%	23%	29%	24%	21%	23%	26%	23%	23%	23%	12%	24%	13%	14%	21% mn	11%	13%
	1798	377	581	840	833	965	256	212	128	637	434	132	576	575	445	66	1732	42	59			101
BOTTOM 2 BOX (NET)	59%	45%	59%	69%	56%	63%	63%	63%		55%	61%	61%	58%	60%	58%	38%	61%	38%	43%	57%	38%	40%
DOTTOM 2 DOX (NET)	59%	45%	59% D	69% BC	50%	03%	03% D	03% D	03%	55%	D176	0176	30%	60%	30%	30%	0176	30%	43%	ikmn	30%	40%
	2.30	2.60	2.30	2.20	2.40	2.30	2.30	2.20	2.30	2.40	2.30	2.30	2.40	2.30	2.40	2.70	2.30	2.70	2.70		2.70	2.70
MEAN	2.30	2.00 CD	2.30 D	2.20	2.40	2.30	2.30	2.20	2.30	2.40 N	2.30	2.30	2.40	2.30	2.40	2.70	2.30	2.70	2.70	2.40	2.70	

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/U - KL. - MN/O/P/Q/R - S/T/U - V/W - X/Y/Z/ab - c/d - e/f/g/h/i - jk/l/m/n Overlag formulae used. "small base; "wer small base (under 30) nelspible for sig testing in the state of the signal water. Independent T-Erest for Means (equal variances), independent Z-Test for Percentages (unpooled proportions) Uppercase letters indicate significance at the 95% level.

Manus Manus Para - Manus - Manus Para - Manus Para - Manus Para - Manus Para - Manus -

ation needed on financial fraud awareness and/or how to identify financial fraud scams in Canada?

In your opinion, is more education needed on financial fraud a	awareness and	/or how to ider	itify financial fra	ud scams in Ca	anada?																	
			Age		Gen	der			Prov	ince				Income		Newco	mers		Yea	rs living in Can	ada	
	Total	'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+	Yes	No	<5 years	6-19 years	20+ years	<10 years	<20 years
	Α	В	С	D	K	Т	M	N	0	Р	О	R	S	T	U	С	d		k	_	m	n
BASE: All Respondents	3026	767	1010	1249	1433	1593	405	313	195	1189	728	196	836	980	904	181	2845	119	157	459	179	276
BASE: WEIGHTED	3026	829	986	1211	1485	1541	406	337	198	1153	715	217	996	958	769	174	2852	112*	140	457	170	252
	2768	742	883	1142	1334	1433	365	301	172	1054	673	202	915	879	704	166	2602	107	128	413	162	236
Yes	91%	90%	90%	94%	90%	93%	90%	89%	87%	91%	94%	93%	92%	92%	91%	95%	91%	96%	92%	90%	95%	94%
				BC		K					MNO											
	258	87	102	69	150	108	41	36	26	98	42	15	81	79	66	8	250	4	12	44	8	16
No	9%	10%	10%	6%	10%	7%	10%	11%	13%	9%	6%	7%	8%	8%	9%	5%	9%	4%	8%	10%	5%	6%
		D	D		L		Q	Q	Q													