

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

	Age				Gender		Province							Income			Newcomers		Years living in Canada				
	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	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	c	d	j	k	l	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	789	174	2852	112*	140	457	170	252	
International Student	32	30	2	0	20	13	4	0	0	19	8	2	26	3	3	32	0	27	3	2	28	30	
	1%	4%	0%	-	1%	1%	1%	-	-	2%	1%	1%	3%	0%	0%	18%	-	24%	2%	0%	17%	12%	
	CD									N			TU			d		klmn			kl	kl	
Foreign Worker	22	17	4	1	16	6	2	5	1	10	5	1	9	11	2	21	1	17	4	1	21	21	
	1%	2%	0%	0%	1%	0%	0%	1%	0%	1%	1%	0%	1%	1%	0%	12%	0%	15%	3%	0%	12%	9%	
	CD				L								U			d		kl			kl	kl	
Permanent Resident	171	90	34	46	88	83	18	18	20	70	36	10	78	40	41	57	114	35	36	100	57	71	
	6%	11%	3%	4%	6%	5%	4%	5%	10%	6%	5%	4%	8%	4%	5%	33%	4%	31%	26%	22%	33%	28%	
	CD												T			d					ln		
Canadian Citizen (born in Canada)	2292	524	775	992	1099	1193	306	254	149	836	569	178	737	731	588	0	2292	0	0	0	0	0	
	76%	63%	79%	82%	74%	77%	75%	75%	75%	73%	80%	82%	74%	76%	76%	-	80%	-	-	-	-	-	
			B		B								P	P			c						
Canadian Citizen (naturalized/i.e., Canadians who were not born in Canada)	463	134	159	171	237	226	69	57	21	199	91	27	127	164	126	51	412	21	91	351	51	112	
	15%	16%	16%	14%	16%	15%	17%	17%	10%	17%	13%	12%	13%	17%	16%	29%	14%	19%	65%	77%	30%	44%	
										OQ			S	S		d			jmn	klmn	j	jm	
Temporarily as a visitor	6	3	3	0	4	2	1	0	0	4	1	0	3	1	1	3	4	3	1	2	3	4	
	0%	0%	0%	-	0%	0%	0%	-	-	0%	0%	-	0%	0%	0%	1%	0%	2%	1%	0%	2%	2%	
																d							
A refugee	14	12	2	0	7	6	0	0	1	10	2	1	6	4	4	11	3	9	4	1	11	13	
	0%	1%	0%	-	0%	0%	-	-	0%	1%	0%	0%	1%	0%	0%	6%	0%	8%	3%	0%	6%	5%	
	CD															d		l	l		l	l	
Other	5	4	0	1	4	2	1	1	2	0	2	0	0	3	1	0	5	0	0	0	0	0	
	0%	1%	-	0%	0%	0%	0%	0%	1%	-	0%	-	-	0%	0%	-	0%	-	-	-	-	-	
			C						P														
Prefer not to answer	20	14	6	1	10	10	7	2	5	4	2	0	10	2	4	0	20	0	0	0	0	0	
	1%	2%	1%	0%	1%	1%	2%	1%	3%	0%	0%	-	1%	0%	0%	-	1%	-	-	-	-	-	
	D	D	D						PQ				T										

Proportions/Mean: 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/f/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

How long have you lived in Canada?

	Age				Gender		Province							Income			Newcomers		Years living in Canada				
	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	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	c	d	j	k	l	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	216	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	
Less than one year	36	27	8	0	26	10	0	4	2	25	5	2	29	3	3	36	0	36	0	0	36	36	
	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			kl	kl	
1 to 2 years	25	21	3	1	8	17	2	2	1	15	3	2	11	7	4	25	0	25	0	0	25	25	
	4%	8%	1%	0%	2%	5%	2%	3%	2%	5%	2%	6%	4%	3%	2%	14%	-	22%	-	-	15%	10%	
	CD				K											d		klmn			kl	kl	
3 to 5 years	51	43	7	1	31	20	8	5	3	22	12	1	32	13	5	51	0	51	0	0	51	51	
	7%	15%	4%	0%	8%	6%	8%	7%	7%	8%	4%	13%	6%	3%	29%	-	45%	-	-	-	30%	20%	
	CD	D											TU			d		klmn			kl	kl	
6 to 10 years	58	48	10	0	29	30	6	8	5	28	12	0	18	26	14	58	0	58	0	0	58	58	
	8%	17%	5%	-	8%	9%	6%	10%	13%	8%	8%	-	7%	12%	8%	34%	-	-	42%	-	34%	23%	
	CD	D														d					44	23%	
11 to 15 years	49	30	17	2	27	22	3	7	1	23	12	3	13	14	19	0	49	0	49	0	0	49	
	7%	11%	8%	1%	7%	7%	4%	8%	3%	8%	8%	7%	5%	6%	11%	-	9%	-	35%	-	-	20%	
	D	D											S			c		jmn			jm	jm	
16 to 19 years	32	14	16	2	15	17	6	4	0	17	3	2	9	10	13	2	30	0	32	0	0	32	
	5%	5%	8%	1%	4%	5%	6%	5%	-	5%	2%	5%	4%	4%	8%	1%	6%	-	23%	-	-	13%	
	D	D														c		jmn			jm	jm	
20 years or more	457	103	142	211	237	220	69	50	30	183	96	29	139	150	119	2	455	0	0	457	0	0	
	64%	36%	70%	97%	64%	65%	74%	63%	71%	58%	68%	75%	56%	67%	67%	1%	85%	-	-	100%	-	-	
			B		BC				P				S	S		c				klmn			

Proportions/Mean: 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/f/g/h/i - j/k/l/m/n

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

Comparison Groups

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Omni January 19th, 2024

Maru/Blue

January 22nd, 2024

NEWCOMERS

	Age				Gender		Province							Income			Newcomers		Years living in Canada					
	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	>10 years		
	A	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	c	d	e	f	g	h	i	j	
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		
Newcomers1 (<5 years and International student)	117	86	19	2	65	51	9	11	5	84	21	5	75	22	13	117	0	112	3	2	113	115		
	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			d		kmm			kh	kl		
Newcomers2 (<10 years and International student)	174	143	29	2	93	81	15	19	11	91	33	5	92	48	28	174	0	112	60	2	170	172		
	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			d		kh	l		kh	kl		
Non-Newcomers2	2852	686	957	1210	1392	1460	391	318	187	1061	682	212	904	910	743	0	2852	0	80	455	0	80		
	94%	83%	97%	100%	94%	95%	96%	94%	95%	92%	95%	98%	91%	95%	97%	-	100%	-	57%	100%	-	32%		
																			jmn	jkm		jm		

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z/ab - cd - e/gh/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

Manu/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

	Age				Gender		Province							Income			Newcomers		Live in Canada as						Years living in Canada				
	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	>10 years		
	A	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	c	d	e	f	g	h	i	j	k	l	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	119	157	459	179	276		
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 (NET)	2521	700	809	1012	1240	1281	340	293	165	1012	529	182	805	820	670	157	2364	1890	385	156	31	36	99	126	390	153	225		
	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	Q	S	S	S	d				ei									
Delivery scam (such as responding to an email, text or call for an undelivered package)	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		
	63%	56%	66%	65%	62%	64%	66%	69%	64%	68%	54%	53%	58%	62%	66%	59%	64%	63%	62%	61%	55%	54%	66%	63%	60%	60%	61%		
			B	B			QR	QR	QR	QR			S	S	S										n				
Government agency scam (such as imposters pretending to be from government agencies like the CRA asking you to pay or provide personal information)	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		
	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%		
*Credit card scam (such as a call from the someone claiming to be from the fraud department of your credit card company, credit card information obtained by an unauthorized source at a merchant, card skimming, RFID)	1459	369	478	612	735	724	197	184	92	630	236	121	439	489	402	80	1379	1091	238	88	14	21	44	81	234	76	125		
	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%		
					B		Q	Q	Q	Q	Q	Q	S	S	S										jm	j	j		
Social media scam (such as fake cryptocurrency scams, investment scams, fake personas requesting money, or scammers hacking into a real account to get "friends" to con, romance scams, etc.)	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		
	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%		
	CD	D			Q	Q	Q	Q	Q	Q			d	d	d				ef										
Bank Impersonator Phone scam (such as someone claiming to be from a financial institution, sometimes asking for your credentials such as One Time-Password)	863	347	255	262	468	395	106	112	53	393	135	64	272	291	228	74	789	598	169	55	14	17	45	68	144	72	112		
	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%		
	CD	D			L		Q	Q	Q	MQ			Q			d			e										
Investment scam (such as crypto, stocks or other pyramid schemes)	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	82	97		
	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%		
	CD	D			L		Q	Q	Q	Q			d	d	d			e	e										
Job scam (such as promising a job but requiring some investment up front)	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		
	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%		
	CD	D			L		Q	Q	Q	Q			d	d	d			e	ef										
In-person service scam (such as someone coming to your door to check or repair your furnace or roof or a contractor promising work and not delivering)	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		
	18%	24%	17%	13%	20%	15%	13%	12%	14%	25%	15%	9%	19%	16%	19%	27%	17%	17%	21%	38%	17%	24%	28%	15%	25%	26%			
	CD	D								MNOQR			d	d	d														
Grandparent/Emergency scam (such as urgent requests usually via phone call or door-to-door requesting information, gift cards and money from seniors)	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		
	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%		
	CD	D			L					QR			d	d	d			e	e										
Real estate scam (such as fake rental listings, asking you to pay deposits or rent for properties and timeshares that don't exist)	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		
	10%	21%	8%	4%	12%	8%	9%	10%	8%	11%	10%	6%	11%	10%	9%	27%	10%	9%	13%	16%	18%	23%	22%	30%	8%	27%	27%		
	CD	D			L								d	d	d			e	e										
Immigration scam (such as receiving a phone call, email or text message stating that your immigration status will be compromised unless you pay a fee)	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		
	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%		
	CD	D			L					NG			d	d	d			e	ef										

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

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

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Omni January 19th, 2024

Manu/Blue

January 22nd, 2024

25 Jan 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 YES, I HAVE FALLEN FOR THE SCAM

	Age				Gender		Province							Income			Newcomers		Years living in Canada				
	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	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	c	d	j	k	l	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	
HAVE FALLEN FOR AT LEAST ONE SCAM (NET)	558	279	141	137	288	269	68	64	42	200	148	36	196	165	168	66	492	44	50	74	62	94	
	18%	34%	14%	11%	19%	17%	17%	19%	21%	17%	21%	17%	20%	17%	22%	38%	17%	40%	36%	16%	36%	37%	
AT LEAST ONE TYPE OF SCAM (NET)	440	226	113	101	233	207	47	51	29	157	125	31	161	130	135	56	385	37	41	59	54	79	
	15%	27%	11%	8%	16%	13%	12%	15%	15%	14%	17%	14%	18%	14%	18%	32%	13%	34%	30%	13%	32%	31%	
Social media scam (such as fake cryptocurrency scams, investment scams, fake personas requesting money, or scammers hacking into a real account to get "friends" to scam someone else, etc.)	133	67	43	22	79	54	9	15	6	52	40	11	58	41	32	14	119	6	17	23	12	23	
	4%	9%	4%	2%	5%	4%	2%	4%	3%	4%	6%	5%	6%	4%	4%	8%	4%	6%	12%	5%	7%	9%	
Credit card scam (such as a call from the someone claiming to be from the fraud department of your credit card company, credit card information obtained by an unauthorized source at a merchant, card skimming, RFID collection - intercepting contactless payments)	118	48	38	32	65	52	5	12	9	35	48	9	45	40	29	19	99	10	15	14	19	25	
	4%	6%	4%	3%	4%	3%	1%	4%	4%	3%	7%	4%	5%	4%	4%	11%	3%	9%	11%	3%	11%	10%	
Investment scam (such as crypto, stocks or other pyramid schemes)	95	48	32	15	58	38	11	16	7	30	25	6	34	30	30	15	80	7	14	20	14	21	
	3%	6%	3%	1%	4%	2%	3%	5%	4%	3%	3%	3%	3%	3%	4%	9%	3%	6%	10%	4%	8%	8%	
Delivery scam (such as responding to an email, text or call for an undelivered package)	89	58	18	12	44	45	13	14	6	28	20	7	37	24	26	14	74	9	10	8	14	19	
	3%	7%	2%	1%	3%	3%	3%	4%	3%	2%	3%	3%	4%	3%	3%	8%	3%	8%	7%	2%	8%	7%	
In-person service scam (such as someone coming to your door to check or repair your furnace or roof or a contractor promising work and not delivering)	80	47	15	18	53	26	6	5	7	19	6	32	22	25	17	62	14	9	7	7	17	22	
	3%	6%	2%	1%	4%	2%	1%	2%	3%	3%	3%	3%	3%	3%	2%	10%	2%	12%	6%	2%	10%	9%	
Job scam (such as promising a job but requiring some investment up front)	70	45	15	6	40	30	7	8	6	26	15	8	27	18	19	12	58	6	10	7	12	16	
	2%	6%	1%	1%	3%	2%	2%	3%	2%	3%	2%	2%	4%	3%	2%	3%	7%	2%	5%	7%	1%	7%	6%
Bank Impersonator Phone scam (such as someone claiming to be from a financial institution, sometimes asking for your credentials such as One Time-Password)	68	44	13	11	45	23	4	5	5	31	17	7	26	21	19	14	55	8	9	6	14	16	
	2%	5%	1%	1%	3%	2%	1%	1%	3%	3%	2%	3%	3%	2%	3%	8%	2%	7%	6%	1%	8%	6%	
Grandparent/Emergency scam (such as urgent requests usually via phone call or door-to-door requesting information, gift cards and money from seniors)	61	43	15	3	39	22	9	8	5	16	17	6	21	19	19	13	48	11	7	7	13	18	
	2%	5%	1%	0%	3%	2%	2%	2%	3%	1%	2%	3%	2%	2%	2%	7%	2%	10%	5%	2%	8%	7%	
Immigration scam (such as receiving a phone call, email or text message stating that your immigration status will be compromised unless you pay a fee)	60	47	13	0	40	20	3	5	7	25	14	6	30	19	11	18	42	13	8	6	18	21	
	2%	6%	1%	-	3%	1%	1%	2%	3%	2%	2%	3%	3%	2%	1%	10%	1%	12%	5%	1%	10%	8%	
Government agency scam (such as imposters pretending to be from government agencies like the CRA asking you to pay or provide personal information)	58	38	16	3	29	29	4	7	4	17	18	6	30	12	15	11	46	9	7	3	9	16	
	2%	5%	2%	0%	2%	2%	1%	2%	2%	2%	3%	3%	3%	1%	2%	6%	2%	8%	5%	1%	5%	6%	
Real estate scam (such as fake rental listings, asking you to pay deposits or rent for properties and timeshares that don't exist)	53	36	14	1	29	24	4	6	4	23	12	4	20	13	19	17	36	8	13	4	15	21	
	2%	4%	2%	0%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	10%	1%	7%	9%	1%	9%	8%	
AT LEAST ONE CHANNEL OF SCAM (NET)	297	173	65	59	149	148	38	30	21	118	64	29	100	87	96	44	254	29	26	36	40	55	
	10%	21%	7%	5%	10%	10%	9%	9%	11%	10%	9%	12%	10%	9%	12%	25%	9%	26%	19%	8%	23%	22%	
Email scam (such as phishing - receiving emails purporting to be from reputable companies in asking you to reveal personal information, such as passwords and credit card information)	146	76	36	35	72	74	17	18	10	51	35	15	49	48	47	18	129	11	13	25	16	24	
	5%	9%	4%	3%	5%	5%	4%	5%	5%	5%	7%	5%	5%	5%	6%	10%	5%	10%	9%	5%	9%	10%	
Phone (voice) scam (such as someone claiming to be the Canada Revenue Agency)	132	83	32	17	65	67	15	12	8	58	24	15	38	37	49	19	112	12	13	12	19	25	
	4%	10%	3%	1%	4%	4%	4%	4%	4%	5%	3%	7%	4%	4%	6%	11%	4%	11%	9%	3%	11%	10%	
Text scam (such as receiving a text message purporting to be from your Bank, advising your account has been locked and asking you to click on a link where you would enter your banking credentials.)	122	85	22	15	60	62	15	7	9	56	22	13	53	20	44	21	101	12	12	8	19	25	
	4%	10%	2%	1%	4%	4%	4%	2%	4%	5%	3%	6%	5%	2%	6%	12%	4%	11%	9%	2%	11%	10%	

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z/ab - cid - e/fighij - jkl/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

Manu/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				Gender		Province							Income			Newcomers		Years living in Canada				
	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	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	c	d	j	k	l	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	
TOP 2 BOX (NET)	1919	540	621	758	949	971	253	180	130	766	448	142	663	569	472	128	1791	81	92	292	124	173	
	63%	65%	63%	63%	63%	62%	62%	54%	66%	66%	63%	65%	67%	59%	61%	74%	63%	72%	66%	64%	73%	69%	
(4) Strongly agree	548	193	178	178	291	258	52	49	29	244	125	49	221	142	137	52	496	35	27	70	50	62	
	18%	23%	18%	15%	20%	17%	13%	15%	15%	21%	17%	22%	22%	15%	18%	30%	17%	31%	20%	15%	30%	25%	
(3) Agree	1371	347	443	581	658	713	201	131	101	522	324	93	442	427	335	76	1295	46	65	222	74	111	
	45%	42%	45%	48%	44%	46%	49%	39%	51%	45%	45%	43%	44%	45%	44%	44%	45%	41%	46%	49%	44%	44%	
(2) Disagree	925	226	298	400	441	483	122	131	52	325	226	68	279	322	248	40	885	27	40	137	40	67	
	31%	27%	30%	33%	30%	31%	30%	39%	26%	28%	32%	31%	28%	34%	32%	23%	31%	24%	28%	30%	24%	27%	

