

How vulnerable do you feel about being a target for financial fraud?

Base: Total

	Banner 1 (GEN POP ONLY)											
	Total	Age			Region						Gender	
		18-34	35-54	55+	BC	AB	NET: SK + MB	ON	QC	ATL	Male	Female
	A	B	C	D	E	F	G	H	I	J	K	L
Unweighted Base	1085	311	366	408	133	112	102	383	241	105	527	544
TOP 2 BOX (NET)	602	193	196	213	92	67	58	227	103	49	269	327
	55%	62%	54%	52%	69%	60%	57%	59%	43%	47%	51%	60%
Extremely vulnerable		CD			HIJ	I	I	IJ				K
	105	49	32	24	11	16	8	36	23	9	42	61
	10%	16%	9%	6%	8%	14%	8%	9%	10%	9%	8%	11%
Somewhat vulnerable		CD										
	497	144	164	189	81	51	50	191	80	40	227	266
	46%	46%	45%	46%	61%	46%	49%	50%	33%	38%	43%	49%
BOTTOM 2 BOX (NET)					FHIJ	I	I	IJ				
	483	118	170	195	41	45	44	156	138	56	258	217
	45%	38%	46%	48%	31%	40%	43%	41%	57%	53%	49%	40%
Not very vulnerable		B	B					E	EFGH	EH	L	
	425	100	145	180	35	36	43	135	123	51	230	189
	39%	32%	40%	44%	26%	32%	42%	35%	51%	49%	44%	35%
Not at all vulnerable		B	B				E		EFH	EFH	L	
	58	18	25	15	6	9	1	21	15	5	28	28
	5%	6%	7%	4%	5%	8%	1%	5%	6%	5%	5%	5%
		D				G			G			

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

Overlap formulae used. * small base

Maru/Blue

January 30 – February 4, 2024

How confident are you that you could identify fraud?

Base: Total

	Banner 1 (GEN POP ONLY)											
	Total	Age			Region						Gender	
		18-34	35-54	55+	BC	AB	NET: SK + MB	ON	QC	ATL	Male	Female
	A	B	C	D	E	F	G	H	I	J	K	L
Unweighted Base	1085	311	366	408	133	112	102	383	241	105	527	544
TOP 2 BOX (NET)	922	255	310	357	111	91	86	328	202	96	471	440
	85%	82%	85%	88%	83%	81%	84%	86%	84%	91%	89%	81%
				B						F		L
Extremely confident	151	45	53	53	12	14	13	61	29	20	83	66
	14%	14%	14%	13%	9%	13%	13%	16%	12%	19%	16%	12%
								E		E		
Somewhat confident	771	210	257	304	99	77	73	267	173	76	388	374
	71%	68%	70%	75%	74%	69%	72%	70%	72%	72%	74%	69%
				B								
BOTTOM 2 BOX (NET)	163	56	56	51	22	21	16	55	39	9	56	104
	15%	18%	15%	13%	17%	19%	16%	14%	16%	9%	11%	19%
		D				J						K
Not very confident	139	44	49	46	20	17	14	48	34	5	49	89
	13%	14%	13%	11%	15%	15%	14%	13%	14%	5%	9%	16%
					J	J	J	J	J			K
Not confident at all	24	12	7	5	2	4	2	7	5	4	7	15
	2%	4%	2%	1%	2%	4%	2%	2%	2%	4%	1%	3%
		D										

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

Overlap formulae used. * small base

Maru/Blue

January 30 – February 4, 2024

Have you taken any measures to educate yourself on fraud prevention/protection in the past year?

Base: Total

	Banner 1 (GEN POP ONLY)											
	Total	Age			Region						Gender	
		18-34	35-54	55+	BC	AB	NET: SK + MB	ON	QC	ATL	Male	Female
	A	B	C	D	E	F	G	H	I	J	K	L

Unweighted Base	1085	311	366	408	133	112	102	383	241	105	527	544
Yes	587	169	171	247	68	61	64	205	129	55	282	297
	54%	54%	47%	61%	51%	54%	63%	54%	54%	52%	54%	55%
		C		C								
No	498	142	195	161	65	51	38	178	112	50	245	247
	46%	46%	53%	39%	49%	46%	37%	46%	46%	48%	46%	45%
			BD									

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

Overlap formulae used. * small base

Maru/Blue

January 30 – February 4, 2024

Do you feel that there are more scams targeting you now than ever before?

Base: Total

	Banner 1 (GEN POP ONLY)											
	Total	Age			Region						Gender	
		18-34	35-54	55+	BC	AB	NET: SK + MB	ON	QC	ATL	Male	Female
	A	B	C	D	E	F	G	H	I	J	K	L
Unweighted Base	1085	311	366	408	133	112	102	383	241	105	527	544
Yes	782	196	261	325	95	81	79	273	170	78	393	382
	72%	63%	71%	80%	71%	72%	77%	71%	71%	74%	75%	70%
			B	BC								
No	184	79	61	44	24	21	11	66	45	14	93	86
	17%	25%	17%	11%	18%	19%	11%	17%	19%	13%	18%	16%
		CD	D									
Don't know	119	36	44	39	14	10	12	44	26	13	41	76
	11%	12%	12%	10%	11%	9%	12%	11%	11%	12%	8%	14%
												K

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

Overlap formulae used. * small base

Maru/Blue

January 30 – February 4, 2024

Where or how have you been targeted by fraudsters in the past year?

Base: Total

	Banner 1 (GEN POP ONLY)											
	Total	Age			Region						Gender	
		18-34	35-54	55+	BC	AB	NET: SK + MB	ON	QC	ATL	Male	Female
	A	B	C	D	E	F	G	H	I	J	K	L
Unweighted Base	1085	311	366	408	133	112	102	383	241	105	527	544
Email / Text Message	820	222	287	311	95	84	80	288	188	78	405	406
	76%	71%	78%	76%	71%	75%	78%	75%	78%	74%	77%	75%
			B									
Phone call	751	205	239	307	89	79	81	274	139	83	365	379
	69%	66%	65%	75%	67%	71%	79%	72%	58%	79%	69%	70%
				BC		I	EI	I		EI		
Social Media	347	126	119	102	47	33	30	130	66	38	162	178
	32%	41%	33%	25%	35%	29%	29%	34%	27%	36%	31%	33%
		CD	D									
Online ads through retail or news/entertainment websites	216	80	62	74	27	20	13	89	44	22	112	100
	20%	26%	17%	18%	20%	18%	13%	23%	18%	21%	21%	18%
		CD						G				
Job/service applications	112	63	38	11	15	13	8	55	10	11	52	59
	10%	20%	10%	3%	11%	12%	8%	14%	4%	10%	10%	11%
		CD	D		I	I		I		I		
Online dating apps	60	33	19	8	16	3	4	25	6	6	42	17
	6%	11%	5%	2%	12%	3%	4%	7%	2%	6%	8%	3%
		CD	D		FGHI			I			L	
Some other way	41	13	12	16	6	5	3	12	11	3	17	22
	4%	4%	3%	4%	5%	4%	3%	3%	5%	3%	3%	4%
I haven't been targeted by fraudsters	88	24	36	28	10	11	9	24	31	2	38	46
	8%	8%	10%	7%	8%	10%	9%	6%	13%	2%	7%	8%
						J	J		HJ			

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

Overlap formulae used. * small base

Maru/Blue

January 30 – February 4, 2024

Please respond to the following: I believe that fraud and fraud attempts will increase in the next year

Base: Total

	Banner 1 (GEN POP ONLY)											
	Total	Age			Region						Gender	
		18-34	35-54	55+	BC	AB	NET: SK + MB	ON	QC	ATL	Male	Female
	A	B	C	D	E	F	G	H	I	J	K	L
Unweighted Base	1085	311	366	408	133	112	102	383	241	105	527	544
TOP 2 BOX (NET)	1035	288	349	398	127	106	98	364	227	104	501	521
	95%	93%	95%	98%	95%	95%	96%	95%	94%	99%	95%	96%
				B						I		
Strongly agree	560	143	175	242	61	63	58	202	117	55	281	272
	52%	46%	48%	59%	46%	56%	57%	53%	49%	52%	53%	50%
				BC								
Somewhat agree	475	145	174	156	66	43	40	162	110	49	220	249
	44%	47%	48%	38%	50%	38%	39%	42%	46%	47%	42%	46%
		D	D									
BOTTOM 2 BOX (NET)	50	23	17	10	6	6	4	19	14	1	26	23
	5%	7%	5%	2%	5%	5%	4%	5%	6%	1%	5%	4%
		D							J			
Somewhat disagree	40	21	14	5	5	6	3	14	11	1	23	16
	4%	7%	4%	1%	4%	5%	3%	4%	5%	1%	4%	3%
		D	D									
Strongly disagree	10	2	3	5	1	0	1	5	3	0	3	7
	1%	1%	1%	1%	1%	-	1%	1%	1%	-	1%	1%

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

Overlap formulae used. * small base

Maru/Blue

January 30 – February 4, 2024

Please respond to the following: If I was the victim of fraud or a scam, I would be too embarrassed to tell anyone

Base: Total

	Banner 1 (GEN POP ONLY)											
	Total	Age			Region						Gender	
		18-34	35-54	55+	BC	AB	NET: SK + MB	ON	QC	ATL	Male	Female
	A	B	C	D	E	F	G	H	I	J	K	L
Unweighted Base	1085	311	366	408	133	112	102	383	241	105	527	544
TOP 2 BOX (NET)	292	135	98	59	67	31	24	113	39	16	147	141
	27%	43%	27%	14%	50%	28%	24%	30%	16%	15%	28%	26%
		CD	D		FGHIJ	IJ		IJ				
Strongly agree	69	46	14	9	16	8	6	27	11	1	32	36
	6%	15%	4%	2%	12%	7%	6%	7%	5%	1%	6%	7%
		CD			IJ	J		J				
Somewhat agree	223	89	84	50	51	23	18	86	28	15	115	105
	21%	29%	23%	12%	38%	21%	18%	22%	12%	14%	22%	19%
		D	D		FGHIJ	I		I				
BOTTOM 2 BOX (NET)	793	176	268	349	66	81	78	270	202	89	380	403
	73%	57%	73%	86%	50%	72%	76%	70%	84%	85%	72%	74%
			B	BC		E	E	E	EFH	EFH		
Somewhat disagree	337	93	129	115	35	40	37	120	69	34	169	167
	31%	30%	35%	28%	26%	36%	36%	31%	29%	32%	32%	31%
			D									
Strongly disagree	456	83	139	234	31	41	41	150	133	55	211	236
	42%	27%	38%	57%	23%	37%	40%	39%	55%	52%	40%	43%
			B	BC		E	E	E	EFGH	EFH		

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

Overlap formulae used. * small base

Maru/Blue

January 30 – February 4, 2024

Have you ever been a victim of a financial fraud?

Base: Total

	Banner 1 (GEN POP ONLY)											
	Total	Age			Region						Gender	
		18-34	35-54	55+	BC	AB	NET: SK + MB	ON	QC	ATL	Male	Female
	A	B	C	D	E	F	G	H	I	J	K	L

Unweighted Base	1085	311	366	408	133	112	102	383	241	105	527	544
Yes	293	94	99	100	32	40	27	97	69	25	144	147
	27%	30%	27%	25%	24%	36%	26%	25%	29%	24%	27%	27%
						EH						
No	735	200	244	291	94	66	70	261	165	73	362	362
	68%	64%	67%	71%	71%	59%	69%	68%	68%	70%	69%	67%
				B								
Unknown/I don't know	57	17	23	17	7	6	5	25	7	7	21	35
	5%	5%	6%	4%	5%	5%	5%	7%	3%	7%	4%	6%
								I				

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

Overlap formulae used. * small base

Maru/Blue

January 30 – February 4, 2024

Which of the following financial fraud scenarios are you most concerned about?

Base: Total

	Banner 1 (GEN POP ONLY)											
	Total	Age			Region						Gender	
		18-34	35-54	55+	BC	AB	NET: SK + MB	ON	QC	ATL	Male	Female
	A	B	C	D	E	F	G	H	I	J	K	L
Unweighted Base	1085	311	366	408	133	112	102	383	241	105	527	544
Job scams	97	58	25	14	9	15	7	41	18	6	37	60
	9%	19%	7%	3%	7%	13%	7%	11%	7%	6%	7%	11%
		CD	D									K
Investment scams	138	48	45	45	24	20	6	58	25	2	81	56
	13%	15%	12%	11%	18%	18%	6%	15%	10%	2%	15%	10%
					GIJ	GJ		GJ	J			L
Romance scams	46	21	17	8	6	2	3	15	15	5	28	18
	4%	7%	5%	2%	5%	2%	3%	4%	6%	5%	5%	3%
		D	D									
Emergency/Grandparent scams	132	38	41	53	17	12	12	37	38	15	60	70
	12%	12%	11%	13%	13%	11%	12%	10%	16%	14%	11%	13%
								H				
	102	24	43	35	17	9	8	31	30	7	47	52

FAMILY + FRIENDS (NET)	261	125	61	75	47	32	26	101	38	15	120	139
	24%	40%	17%	18%	35%	29%	25%	26%	16%	14%	23%	26%
		CD			HIJ	IJ	IJ	IJ				
Family	197	94	47	56	36	22	21	78	30	10	82	113
	18%	30%	13%	14%	27%	20%	21%	20%	12%	10%	16%	21%
		CD			IJ	J	J	IJ				K
Friends	157	74	39	44	25	26	15	60	20	9	75	81
	14%	24%	11%	11%	19%	23%	15%	16%	8%	9%	14%	15%
		CD			IJ	IJ		I				

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

Overlap formulae used. * small base

Maru/Blue

January 30 – February 4, 2024

How do you educate yourself on financial fraud?

Base: Total

	Banner 1 (GEN POP ONLY)											
	Total	Age			Region						Gender	
		18-34	35-54	55+	BC	AB	NET: SK + MB	ON	QC	ATL	Male	Female
	A	B	C	D	E	F	G	H	I	J	K	L
Unweighted Base	1085	311	366	408	133	112	102	383	241	105	527	544
News/media	542	129	165	248	62	58	54	195	123	47	246	289
	50%	41%	45%	61%	47%	52%	53%	51%	51%	45%	47%	53%
				BC								K
Financial institutions	410	95	123	192	48	41	42	149	86	39	207	195
	38%	31%	34%	47%	36%	37%	41%	39%	36%	37%	39%	36%
				BC								
Friends and family	333	118	91	124	45	38	37	122	57	31	140	191
	31%	38%	25%	30%	34%	34%	36%	32%	24%	30%	27%	35%
		CD			I	I	I	I				K
Government	296	75	102	119	32	19	32	109	61	39	145	142
	27%	24%	28%	29%	24%	17%	31%	28%	25%	37%	28%	26%
							F	F		EFI		
Social media	242	105	68	69	32	19	24	93	47	24	110	127
	22%	34%	19%	17%	24%	17%	24%	24%	20%	23%	21%	23%

		CD										
I have not looked further into educating myself on financial fraud	188	48	90	50	21	19	14	67	45	19	90	96
	17%	15%	25%	12%	16%	17%	14%	17%	19%	18%	17%	18%
		BD										
Radio	138	18	43	77	16	11	17	48	33	12	69	67
	13%	6%	12%	19%	12%	10%	17%	13%	14%	11%	13%	12%
		B	BC									
Retailers	59	22	16	21	11	3	4	22	13	6	34	24
	5%	7%	4%	5%	8%	3%	4%	6%	5%	6%	6%	4%
Other	114	25	50	39	12	20	10	34	25	12	57	55
	11%	8%	14%	10%	9%	18%	10%	9%	10%	11%	11%	10%
		B				EH						

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

Overlap formulae used. * small base

Maru/Blue

January 30 – February 4, 2024

How familiar are you with the tools/services that your bank offers to help protect against financial fraud?

Base: Total

	Banner 1 (GEN POP ONLY)											
	Total	Age			Region						Gender	
		18-34	35-54	55+	BC	AB	NET: SK + MB	ON	QC	ATL	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Unweighted Base	1085	311	366	408	133	112	102	383	241	105	527	544
TOP 2 BOX (NET)	652	189	193	270	83	62	59	236	136	72	338	307
	60%	61%	53%	66%	62%	55%	58%	62%	56%	69%	64%	56%
		C		C						FI	L	
Very familiar	125	47	33	45	20	14	8	44	26	13	74	49
	12%	15%	9%	11%	15%	13%	8%	11%	11%	12%	14%	9%
		C									L	
Somewhat familiar	527	142	160	225	63	48	51	192	110	59	264	258
	49%	46%	44%	55%	47%	43%	50%	50%	46%	56%	50%	47%
				BC								
	433	122	173	138	50	50	43	147	105	33	189	237

BOTTOM 2 BOX (NET)	40%	39%	47%	34%	38%	45%	42%	38%	44%	31%	36%	44%
			BD			J			J			K
Not very familiar	320	91	126	103	34	33	32	109	83	26	134	181
	29%	29%	34%	25%	26%	29%	31%	28%	34%	25%	25%	33%
			D									K
Not familiar at all	113	31	47	35	16	17	11	38	22	7	55	56
	10%	10%	13%	9%	12%	15%	11%	10%	9%	7%	10%	10%
						J						

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

Overlap formulae used. * small base

Maru/Blue

January 30 – February 4, 2024

In the event you are a victim of financial fraud, do you know what actions to take next?

Base: Total

	Banner 1 (GEN POP ONLY)											
	Total	Age			Region						Gender	
		18-34	35-54	55+	BC	AB	NET: SK + MB	ON	QC	ATL	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Unweighted Base	1085	311	366	408	133	112	102	383	241	105	527	544
Yes	426	117	132	177	46	45	42	149	99	41	219	201
	39%	38%	36%	43%	35%	40%	41%	39%	41%	39%	42%	37%
				C								
No	246	95	90	61	45	30	17	91	45	18	108	134
	23%	31%	25%	15%	34%	27%	17%	24%	19%	17%	20%	25%
		D	D		GHIJ							
No, but I know where to find and who to contact for this information	413	99	144	170	42	37	43	143	97	46	200	209
	38%	32%	39%	42%	32%	33%	42%	37%	40%	44%	38%	38%
			B	B								

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

Overlap formulae used. * small base

Maru/Blue

January 30 – February 4, 2024