



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

	Age																				Generation					Gender		Region						Income		
	Total	'18-34	'35-54	'55+	Gen Z	Millennials	Gen X	Boomers II	Boomers I+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+																
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T																
BASE: All Respondents	1521	355	505	661	120	364	451	268	318	707	814	178	159	101	556	415	112	446	508	380																
BASE: WEIGHTED	1521	436	526	559	144	422	460	228	267	744	777	199	171	101*	574	366	111	484	509	346																
TOP 2 BOX (NET)	774	216	274	284	74	205	241	117	136	383	390	112	86	37	314	177	49	250	268	167																
	51%	50%	52%	51%	52%	49%	53%	51%	51%	52%	50%	56%	50%	37%	55%	48%	44%	52%	53%	48%																
												N	N		NQ																					
(4) Extremely vulnerable	132	51	43	38	22	40	38	13	20	57	76	17	13	5	55	39	4	45	44	28																
	9%	12%	8%	7%	15%	9%	8%	5%	8%	8%	10%	8%	8%	5%	10%	11%	3%	9%	9%	8%																
			D			GHI									Q	Q																				
(3) Somewhat vulnerable	641	165	231	246	52	166	203	104	116	327	315	95	73	32	258	138	45	205	224	139																
	42%	38%	44%	44%	36%	39%	44%	46%	43%	44%	40%	48%	43%	32%	45%	38%	41%	42%	44%	40%																
												NP			NP																					
(2) Not very vulnerable	610	152	211	247	41	163	187	100	118	305	304	67	75	46	211	169	41	189	200	136																
	40%	35%	40%	44%	28%	39%	41%	44%	44%	41%	39%	34%	44%	46%	37%	46%	37%	39%	39%	39%																
				B			E	E	E							LO																				
(1) Not at all vulnerable	138	68	42	29	29	54	32	11	13	55	83	20	10	18	49	21	21	46	42	43																
	9%	16%	8%	5%	20%	13%	7%	5%	5%	7%	11%	10%	6%	18%	8%	6%	19%	9%	8%	12%																
			CD			GHI	GHI					J			MOP			MOP																		
BOTTOM 2 BOX (NET)	747	220	252	275	69	217	218	111	131	360	387	87	85	64	260	190	62	234	242	179																
	49%	50%	48%	49%	48%	51%	47%	49%	49%	48%	50%	44%	50%	63%	45%	52%	56%	48%	47%	52%																
														LMO			O																			
MEAN	2.50	2.50	2.50	2.50	2.50	2.50	2.50	2.50	2.50	2.50	2.50	2.50	2.50	2.20	2.60	2.50	2.30	2.50	2.50	2.40																
												NQ	NQ		NQ	NQ																				
STD. DEV.	0.8	0.9	0.8	0.7	1.0	0.8	0.7	0.7	0.7	0.7	0.8	0.8	0.7	0.8	0.8	0.8	0.8	0.8	0.8	0.8																
STD. ERR.	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0																

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 - UV - W/XY

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 February 3rd, 2023

Maru/Blue

February 6th, 2023

7 Feb 2023

How vulnerable do you think the following would make someone to fraud? Loneliness / Isolation

	Age				Generation					Gender		Region						Income		
	Total	'18-34	'35-54	'55+	Gen Z	Millennials	Gen X	Boomers II	Boomers I+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1521	355	505	661	120	364	451	268	318	707	814	178	159	101	556	415	112	446	508	380
BASE: WEIGHTED	1521	436	526	559	144	422	460	228	267	744	777	199	171	101*	574	366	111	484	509	346
	1259	308	457	494	99	321	393	206	240	604	655	171	151	79	484	283	90	394	439	276
TOP 2 BOX (NET)	83%	71%	87%	88%	69%	76%	86%	90%	90%	81%	84%	86%	88%	78%	84%	77%	82%	81%	86%	80%
			B	B			EF	EF	EF			P	NP		P				T	
	533	124	195	215	41	138	161	93	100	248	286	54	67	41	227	103	41	159	188	123
(4) Extremely vulnerable	35%	29%	37%	38%	28%	33%	35%	41%	37%	33%	37%	27%	39%	41%	40%	28%	37%	33%	37%	35%
			B	B				EF					LP	LP	LP					
	725	184	262	280	58	183	232	112	140	356	369	117	83	38	257	181	50	235	251	153
(3) Somewhat vulnerable	48%	42%	50%	50%	40%	43%	51%	49%	52%	48%	48%	59%	49%	37%	45%	49%	45%	49%	49%	44%
			B	B					EF			NO PQ				N				
	178	79	53	45	19	77	49	14	20	95	82	17	13	13	60	63	11	55	54	43
(2) Not very vulnerable	12%	18%	10%	8%	13%	18%	11%	6%	7%	13%	11%	9%	8%	13%	10%	17%	10%	11%	11%	12%
			CD			H	GHI	H								LMO				
	85	49	16	20	26	24	18	9	8	44	40	11	7	8	29	20	9	35	16	28
(1) Not at all vulnerable	6%	11%	3%	4%	18%	6%	4%	4%	3%	6%	5%	6%	4%	8%	5%	5%	8%	7%	3%	8%
			CD			FGHI												S		S
	262	128	70	65	45	101	66	23	27	140	123	28	20	22	89	83	21	90	70	70
BOTTOM 2 BOX (NET)	17%	29%	13%	12%	31%	24%	14%	10%	10%	19%	16%	14%	12%	22%	16%	23%	18%	19%	14%	20%
			CD			GHI	GHI							M		LMO				S
MEAN	3.10	2.90	3.20	3.20	2.80	3.00	3.20	3.30	3.20	3.10	3.20	3.10	3.20	3.10	3.20	3.00	3.10	3.10	3.20	3.10
			B	B		E	EF	EF	EF				P		P				RT	
STD. DEV.	0.8	1.0	0.7	0.7	1.1	0.9	0.8	0.8	0.7	0.8	0.8	0.8	0.8	0.9	0.8	0.8	0.9	0.9	0.8	0.9
STD. ERR.	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.1

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 - UV - W/X/Y

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 February 3rd, 2023

Maru/Blue

February 6th, 2023

7 Feb 2023

How vulnerable do you think the following would make someone to fraud? Financial hardship / job loss

	Age				Generation					Gender		Region						Income		
	Total	'18-34	'35-54	'55+	Gen Z	Millennials	Gen X	Boomers II	Boomers I+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1521	355	505	661	120	364	451	268	318	707	814	178	159	101	556	415	112	446	508	380
BASE: WEIGHTED	1521	436	526	559	144	422	460	228	267	744	777	199	171	101*	574	366	111	484	509	346
	1206	315	432	459	88	333	374	188	222	578	628	161	146	80	471	258	88	372	428	260
TOP 2 BOX (NET)	79%	72%	82%	82%	61%	79%	81%	83%	83%	78%	81%	81%	86%	80%	82%	71%	80%	77%	84%	75%
			B	B		E	E	E	E			P	P		P				RT	
(4) Extremely vulnerable	492	118	178	196	35	126	155	77	100	221	271	67	64	35	209	75	42	159	160	112
	32%	27%	34%	35%	24%	30%	34%	34%	37%	30%	35%	34%	38%	35%	36%	21%	37%	33%	31%	32%
			B	B					E		J	P	P	P	P		P			
(3) Somewhat vulnerable	714	196	254	263	53	207	219	111	123	356	357	94	82	45	262	183	47	213	268	148
	47%	45%	48%	47%	37%	49%	48%	49%	46%	48%	46%	47%	48%	45%	46%	50%	42%	44%	53%	43%
						E		E												RT
(2) Not very vulnerable	236	78	73	85	31	67	65	36	37	120	116	25	18	13	81	82	15	82	61	61
	16%	18%	14%	15%	21%	16%	14%	16%	14%	16%	15%	13%	11%	13%	14%	22%	14%	17%	12%	18%
																LMNO		S		S
(1) Not at all vulnerable	79	43	21	15	25	21	21	4	8	46	33	12	6	7	21	26	7	30	21	25
	5%	10%	4%	3%	17%	5%	5%	2%	3%	6%	4%	6%	3%	7%	4%	7%	7%	6%	4%	7%
			CD		FGHI	H										O				
BOTTOM 2 BOX (NET)	315	121	94	100	55	89	86	40	45	166	149	37	24	20	103	108	23	112	82	86
	21%	28%	18%	18%	39%	21%	19%	17%	17%	22%	19%	19%	14%	20%	18%	29%	20%	23%	16%	25%
			CD		FGHI											LMO		S		S
MEAN	3.10	2.90	3.10	3.10	2.70	3.00	3.10	3.10	3.20	3.00	3.10	3.10	3.20	3.10	3.10	2.80	3.10	3.00	3.10	3.00
			B	B		E	E	E	EF		J	P	P	P	P		P			
STD. DEV.	0.8	0.9	0.8	0.8	1.0	0.8	0.8	0.7	0.8	0.8	0.8	0.8	0.8	0.8	0.9	0.8	0.9	0.9	0.8	0.9
STD. ERR.	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.1

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 - UV - W/X/Y

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 February 3rd, 2023

Maru/Blue

February 6th, 2023

7 Feb 2023

How vulnerable do you think the following would make someone to fraud? Recently moving to Canada

	Age				Generation					Gender		Region						Income		
	Total	'18-34	'35-54	'55+	Gen Z	Millennials	Gen X	Boomers II	Boomers I+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1521	355	505	661	120	364	451	268	318	707	814	178	159	101	556	415	112	446	508	380
BASE: WEIGHTED	1521	436	526	559	144	422	460	228	267	744	777	199	171	101*	574	366	111	484	509	346
	1229	311	439	479	90	330	379	197	232	597	631	163	146	80	482	268	89	370	438	262
TOP 2 BOX (NET)	81%	71%	83%	86%	63%	78%	83%	86%	87%	80%	81%	82%	85%	79%	84%	73%	80%	76%	86%	76%
			B	B		E	E	EF	EF			P	P		P				RT	
(4) Extremely vulnerable	510	129	180	201	39	135	156	81	98	241	269	68	68	42	206	93	34	140	187	116
	34%	30%	34%	36%	27%	32%	34%	35%	37%	32%	35%	34%	40%	42%	36%	25%	31%	29%	37%	33%
												P	P	P	P				R	
(3) Somewhat vulnerable	719	182	259	278	51	195	223	116	134	357	362	95	78	38	277	176	55	230	251	147
	47%	42%	49%	50%	35%	46%	49%	51%	50%	48%	47%	48%	46%	37%	48%	48%	49%	47%	49%	42%
			B	B			E	E	E											
(2) Not very vulnerable	171	63	56	52	26	54	48	22	22	84	86	19	17	10	52	62	10	61	43	47
	11%	14%	11%	9%	18%	13%	10%	10%	8%	11%	11%	10%	10%	10%	9%	17%	9%	13%	8%	14%
			D			GHI										LOQ				S
(1) Not at all vulnerable	122	62	31	29	28	38	33	9	14	62	60	17	7	11	39	36	12	54	28	37
	8%	14%	6%	5%	19%	9%	7%	4%	5%	8%	8%	8%	4%	10%	7%	10%	11%	11%	6%	11%
			CD			FGHI	H									M			S	S
BOTTOM 2 BOX (NET)	292	125	87	81	54	92	80	31	35	146	146	36	25	21	91	98	22	114	71	84
	19%	29%	17%	14%	37%	22%	17%	14%	13%	20%	19%	18%	15%	21%	16%	27%	20%	24%	14%	24%
			CD			FGHI	HI									LMO			S	S
MEAN	3.10	2.90	3.10	3.20	2.70	3.00	3.10	3.20	3.20	3.00	3.10	3.10	3.20	3.10	3.10	2.90	3.00	2.90	3.20	3.00
			B	B		E	E	EF	EF			P	P	P	P				RT	
STD. DEV.	0.9	1.0	0.8	0.8	1.1	0.9	0.9	0.8	0.8	0.9	0.9	0.9	0.8	1.0	0.8	0.9	0.9	0.9	0.8	1.0
STD. ERR.	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.1

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 - UV - W/X/Y

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 February 3rd, 2023

Maru/Blue

February 6th, 2023

7 Feb 2023

How vulnerable do you think the following would make someone to fraud? Their age

	Age				Generation					Gender		Region						Income		
	Total	'18-34	'35-54	'55+	Gen Z	Millennials	Gen X	Boomers II	Boomers I+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1521	355	505	661	120	364	451	268	318	707	814	178	159	101	556	415	112	446	508	380
BASE: WEIGHTED	1521	436	526	559	144	422	460	228	267	744	777	199	171	101*	574	366	111	484	509	346
	1337	335	480	523	100	358	415	215	249	646	691	184	158	85	500	312	97	412	461	298
TOP 2 BOX (NET)	88%	77%	91%	93%	70%	85%	90%	94%	93%	87%	89%	93%	93%	85%	87%	85%	87%	85%	90%	86%
			B	B		E	EF	EF	EF			NP	NP						R	
	649	132	244	273	39	155	214	117	125	310	339	90	87	46	268	112	45	182	229	156
(4) Extremely vulnerable	43%	30%	46%	49%	27%	37%	47%	51%	47%	42%	44%	45%	51%	46%	47%	31%	41%	38%	45%	45%
			B	B			EF	EF	EF			P	P	P	P				R	R
	888	203	236	249	62	203	201	98	124	336	352	94	71	39	233	200	51	230	231	142
(3) Somewhat vulnerable	45%	46%	45%	45%	43%	48%	44%	43%	46%	45%	45%	47%	42%	39%	41%	55%	46%	47%	45%	41%
															MNO					
	118	58	34	26	23	41	30	10	15	67	51	9	7	8	46	38	9	43	37	28
(2) Not very vulnerable	8%	13%	6%	5%	16%	10%	7%	4%	6%	9%	7%	5%	4%	8%	8%	10%	8%	9%	7%	8%
			CD			GHI	H									LM				
	66	43	13	10	21	24	14	4	3	30	36	6	5	7	27	16	5	29	11	21
(1) Not at all vulnerable	4%	10%	2%	2%	14%	6%	3%	2%	1%	4%	5%	3%	3%	7%	5%	4%	4%	6%	2%	6%
			CD			FGHI	HI												S	S
	184	101	47	37	43	64	45	14	18	98	86	15	12	16	73	54	14	72	49	49
BOTTOM 2 BOX (NET)	12%	23%	9%	7%	30%	15%	10%	6%	7%	13%	11%	7%	7%	15%	13%	15%	13%	15%	10%	14%
			CD			FGHI	GHI							LM		LM		S		
MEAN	3.30	3.00	3.30	3.40	2.80	3.20	3.30	3.40	3.40	3.20	3.30	3.40	3.40	3.20	3.30	3.10	3.20	3.20	3.30	3.20
			B	B		E	EF	EF	EF			P	P		P				R	
STD. DEV.	0.8	0.9	0.7	0.7	1.0	0.8	0.7	0.7	0.7	0.8	0.8	0.7	0.7	0.9	0.8	0.8	0.8	0.8	0.7	0.8
STD. ERR.	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0

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 - UV - W/X/Y

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

Comparison Groups

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Omni February 3rd, 2023

Maru/Blue

February 6th, 2023

7 Feb 2023

Do you believe that facing financial hardship and higher cost of living increase your vulnerability to financial fraud or scams?

	Age				Generation					Gender		Region						Income		
	Total	'18-34	'35-54	'55+	Gen Z	Millennials	Gen X	Boomers II	Boomers I+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1521	355	505	661	120	364	451	268	318	707	814	178	159	101	556	415	112	446	508	380
BASE: WEIGHTED	1521	436	526	559	144	422	460	228	267	744	777	199	171	101*	574	366	111	484	509	346
Yes	711	220	259	232	65	223	220	95	108	346	366	98	97	52	281	129	54	219	252	155
	47%	51%	49%	42%	45%	53%	48%	42%	40%	46%	47%	49%	57%	51%	49%	35%	49%	45%	50%	45%
		D	D			HI						P	P	P	P		P			
No	511	148	165	198	58	122	148	79	104	281	230	60	41	26	180	166	36	167	167	134
	34%	34%	31%	35%	40%	29%	32%	34%	39%	38%	30%	30%	24%	26%	31%	45%	33%	34%	33%	39%
					F				F	K						LMNOQ				
Don't know	299	68	102	129	20	77	92	54	55	117	182	41	32	23	113	71	20	98	90	57
	20%	16%	19%	23%	14%	18%	20%	24%	21%	16%	23%	20%	19%	22%	20%	19%	18%	20%	18%	17%
					B				E		J									

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I - J/K - LM/N/O/P/Q - R/S/T - U/V - W/X/Y

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 February 3rd, 2023

Maru/Blue

February 6th, 2023

7 Feb 2023

How confident are you in identifying fraud?

	Age				Generation					Gender		Region						Income		
	Total	'18-34	'35-54	'55+	Gen Z	Millennials	Gen X	Boomers II	Boomers I+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1521	355	505	661	120	364	451	268	318	707	814	178	159	101	556	415	112	446	508	380
BASE: WEIGHTED	1521	436	526	559	144	422	460	228	267	744	777	199	171	101*	574	366	111	484	509	346
	1333	359	472	502	121	359	406	202	246	665	668	184	148	92	498	306	105	411	451	310
TOP 2 BOX (NET)	88%	82%	90%	90%	84%	85%	88%	89%	92%	89%	86%	93%	87%	92%	87%	84%	94%	85%	89%	90%
			B	B					EF	K		OP					OP			
	339	121	104	113	45	99	95	48	52	195	144	51	34	29	118	82	24	87	119	106
(4) Extremely confident	22%	28%	20%	20%	31%	24%	21%	21%	19%	26%	18%	26%	20%	29%	21%	22%	22%	18%	23%	31%
			CD		GHI					K										RS
	994	238	368	389	76	259	311	154	194	470	525	133	114	63	379	225	80	324	332	204
(3) Somewhat confident	65%	55%	70%	70%	53%	61%	68%	67%	73%	63%	67%	67%	67%	63%	66%	61%	72%	67%	65%	59%
			B	B			E	E	EF								P	T		
	156	63	43	50	20	51	40	24	20	66	89	11	20	5	69	47	3	52	53	32
(2) Not very confident	10%	14%	8%	9%	14%	12%	9%	11%	7%	9%	11%	6%	12%	5%	12%	13%	3%	11%	10%	9%
			CD										Q		LNQ	LNQ				
	32	14	11	7	3	12	13	2	2	12	20	4	3	4	6	13	3	22	5	4
(1) Not confident at all	2%	3%	2%	1%	2%	3%	3%	1%	1%	2%	3%	2%	2%	4%	1%	3%	3%	4%	1%	1%
			D				I									O				ST
	188	77	54	57	23	63	53	26	22	78	109	15	22	9	76	60	6	73	58	36
BOTTOM 2 BOX (NET)	12%	18%	10%	10%	16%	15%	12%	11%	8%	11%	14%	7%	13%	8%	13%	16%	6%	15%	11%	10%
			CD		I	I					J				LQ	LQ				
MEAN	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.00	3.20	3.10	3.20	3.10	3.00	3.10	3.00	3.10	3.20
										K		P							R	R
STD. DEV.	0.6	0.7	0.6	0.6	0.7	0.7	0.6	0.6	0.5	0.6	0.6	0.6	0.6	0.7	0.6	0.7	0.6	0.7	0.6	0.6
STD. ERR.	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0

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 - UV - W/X/Y

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 February 3rd, 2023

Maru/Blue

February 6th, 2023

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

	Age				Generation					Gender		Region						Income		
	Total	'18-34	'35-54	'55+	Gen Z	Millennials	Gen X	Boomers II	Boomers I+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1521	355	505	661	120	364	451	268	318	707	814	178	159	101	556	415	112	446	508	380
BASE: WEIGHTED	1521	436	526	559	144	422	460	228	267	744	777	199	171	101*	574	366	111	484	509	346
	819	215	263	342	78	208	226	129	178	407	413	94	89	57	316	204	59	249	281	179
Yes	54%	49%	50%	61%	54%	49%	49%	57%	67%	55%	53%	47%	52%	57%	55%	56%	53%	51%	55%	52%
				BC					EFGH											
	702	221	264	217	66	214	233	99	89	337	365	105	81	43	258	162	52	235	228	167
No	46%	51%	50%	39%	46%	51%	51%	43%	33%	45%	47%	53%	48%	43%	45%	44%	47%	49%	45%	48%
		D	D		I	I	I	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

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Omni February 3rd, 2023

Maru/Blue

February 6th, 2023

7 Feb 2023

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

	Age				Generation					Gender		Region						Income		
	Total	'18-34	'35-54	'55+	Gen Z	Millennials	Gen X	Boomers II	Boomers I+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1521	355	505	661	120	364	451	268	318	707	814	178	159	101	556	415	112	446	508	380
BASE: WEIGHTED	1521	436	526	559	144	422	460	228	267	744	777	199	171	101*	574	366	111	484	509	346
	943	211	330	401	60	240	277	162	203	456	487	130	122	72	377	173	70	281	343	210
Yes	62%	48%	63%	72%	42%	57%	60%	71%	76%	61%	63%	65%	71%	71%	66%	47%	63%	58%	67%	61%
			B	BC		E	E	EFG	EFG			P	P	P	P		P		R	
	426	187	138	101	72	145	123	39	47	225	201	58	30	23	131	156	28	148	123	117
No	28%	43%	26%	18%	50%	34%	27%	17%	18%	30%	26%	29%	18%	23%	23%	43%	25%	31%	24%	34%
		CD	D		FGHI	GHI	HI					M				LMNOQ		S		S
	153	38	58	57	12	37	59	27	17	63	90	11	19	6	66	38	13	55	43	20
Don't know	10%	9%	11%	10%	8%	9%	13%	12%	6%	8%	12%	6%	11%	6%	11%	10%	12%	11%	8%	6%
								I	I							L				T

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I - J/K - LM/N/O/P/Q - R/S/T - U/V - W/X/Y

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

	Age				Generation					Gender		Region						Income		
	Total	'18-34	'35-54	'55+	Gen Z	Millennials	Gen X	Boomers II	Boomers I+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1521	355	505	661	120	364	451	268	318	707	814	178	159	101	556	415	112	446	508	380
BASE: WEIGHTED	1521	436	526	559	144	422	460	228	267	744	777	199	171	101*	574	366	111	484	509	346
	1094	259	412	423	69	290	364	184	187	544	550	151	130	76	429	233	75	313	385	260
Email / Text Message	72%	59%	78%	76%	48%	69%	79%	81%	70%	73%	71%	76%	76%	76%	75%	64%	68%	65%	76%	75%
			B	B		E	EF	EF	E			P	P	P	P				R	R
Phone call	1005	215	351	439	52	251	308	175	219	483	522	138	118	69	408	196	76	303	343	238
	66%	49%	67%	79%	36%	60%	67%	77%	82%	65%	67%	70%	69%	68%	71%	54%	68%	63%	67%	69%
			B	BC		E	EF	EFG	EFG			P	P	P	P		P			
Social Media	389	135	149	105	49	130	115	51	42	188	201	46	45	34	147	93	23	128	123	104
	26%	31%	28%	19%	34%	31%	25%	23%	16%	25%	26%	23%	26%	34%	26%	25%	21%	26%	24%	30%
		D	D		HI	HI	I	I						Q						
Online ads through retail or news/entertainment websites	287	91	110	86	36	93	84	32	42	151	136	43	30	20	101	75	17	80	101	74
	19%	21%	21%	15%	25%	22%	18%	14%	16%	20%	18%	22%	17%	20%	18%	21%	16%	17%	20%	21%
		D	D		HI	H														
Online dating apps	107	53	39	14	16	49	30	8	4	65	42	9	9	6	47	32	5	39	31	29
	7%	12%	7%	3%	11%	12%	7%	3%	2%	9%	5%	4%	5%	6%	8%	9%	4%	8%	6%	8%
		CD	D		HI	GHI	I			K										
Job/service applications	99	77	20	2	30	56	12	1	0	47	53	12	13	7	29	31	8	38	33	26
	7%	18%	4%	0%	21%	13%	3%	1%	-	6%	7%	6%	8%	7%	5%	8%	8%	8%	6%	7%
		CD	D		GHI	GHI	I													
Some other way	114	30	50	34	8	34	44	13	15	52	63	13	17	7	30	40	8	44	32	23
	7%	7%	10%	6%	5%	8%	10%	6%	6%	7%	8%	7%	10%	7%	5%	11%	7%	9%	6%	7%
			D												O					

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

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Which of the following financial scams are you most concerned about?

	Age				Generation					Gender		Region						Income		
	Total	'18-34	'35-54	'55+	Gen Z	Millennials	Gen X	Boomers II	Boomers I+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1521	355	505	661	120	364	451	268	318	707	814	178	159	101	556	415	112	446	508	380
BASE: WEIGHTED	1521	436	526	559	144	422	460	228	267	744	777	199	171	101*	574	366	111	484	509	346
Imposter / Identity Theft	792	173	287	333	46	195	255	145	151	362	431	101	84	51	303	201	52	231	271	185
		52%	40%	54%	60%	32%	46%	56%	64%	49%	55%	51%	49%	50%	53%	55%	47%	48%	53%	53%
				B	B	E	EF	EFG	EF		J									
Title fraud (when your home is sold without your knowledge)	349	93	137	118	25	106	108	52	58	164	184	49	44	20	163	47	26	86	121	99
	23%	21%	26%	21%	17%	25%	24%	23%	22%	22%	24%	24%	26%	20%	28%	13%	23%	18%	24%	29%
												P	P		P		P		R	R
Investment opportunity scams	316	90	122	103	22	108	95	45	46	175	140	47	39	24	129	60	17	97	105	75
	21%	21%	23%	18%	15%	26%	21%	20%	17%	24%	18%	24%	23%	24%	23%	16%	16%	20%	21%	22%
						EI					K				P					
False emergency scams	310	95	110	105	24	112	75	46	52	156	154	39	44	18	118	66	25	108	108	59
	20%	22%	21%	19%	17%	27%	16%	20%	20%	21%	20%	20%	26%	18%	21%	18%	23%	22%	21%	17%
						EI														
Donation scams	302	89	93	119	31	89	74	47	60	153	148	46	35	30	120	49	21	98	99	62
	20%	20%	18%	21%	21%	21%	16%	21%	23%	21%	19%	23%	21%	30%	21%	13%	19%	20%	20%	18%
									G			P	P	P	P					
Home insurance fraud	203	86	72	45	38	69	56	22	17	103	100	30	20	16	81	45	11	60	69	52
	13%	20%	14%	8%	26%	16%	12%	10%	7%	14%	13%	15%	12%	16%	14%	12%	10%	12%	14%	15%
			CD	D		FGHI	HI	I												
Romance scams	122	61	47	14	26	50	34	9	3	63	59	13	18	11	46	30	5	45	40	26
	8%	14%	9%	3%	18%	12%	7%	4%	1%	8%	8%	6%	10%	11%	8%	8%	4%	9%	8%	7%
			CD	D		GHI	GHI	I	I											
Another kind of scam	334	58	124	151	14	80	105	68	67	160	174	43	42	31	119	67	31	105	113	61
	22%	13%	24%	27%	10%	19%	23%	30%	25%	21%	22%	22%	25%	31%	21%	18%	28%	22%	22%	18%
			B	B		E	E	EFG	E					OP			P			
I am not concerned about being targeted	321	78	126	118	25	85	112	41	59	165	156	41	38	23	114	79	26	118	103	65
	21%	18%	24%	21%	17%	20%	24%	18%	22%	22%	20%	21%	22%	23%	20%	22%	23%	24%	20%	19%
			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 - UV - W/X/Y

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Please rate how much you agree or disagree with the following statements: If I was the victim of fraud or a scam, I would be too embarrassed to tell anyone

	Age				Generation					Gender		Region						Income		
	Total	'18-34	'35-54	'55+	Gen Z	Millennials	Gen X	Boomers II	Boomers I+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1521	355	505	661	120	364	451	268	318	707	814	178	159	101	556	415	112	446	508	380
BASE: WEIGHTED	1521	436	526	559	144	422	460	228	267	744	777	199	171	101*	574	366	111	484	509	346
	464	245	140	79	95	187	117	40	25	221	243	60	56	33	184	98	34	157	143	115
TOP 2 BOX (NET)	31%	56%	27%	14%	66%	44%	25%	17%	10%	30%	31%	30%	33%	32%	32%	27%	31%	32%	28%	33%
		CD	D		FGHI	GHI	HI	I												
(4) Strongly agree	118	81	30	8	37	52	22	1	6	73	45	14	13	9	50	27	5	41	39	34
	8%	18%	6%	1%	26%	12%	5%	0%	2%	10%	6%	7%	8%	9%	9%	7%	4%	8%	8%	10%
		CD	D		FGHI	GHI	H			K										
(3) Somewhat agree	346	165	110	71	58	134	95	39	19	148	198	46	42	24	134	71	29	116	105	81
	23%	38%	21%	13%	40%	32%	21%	17%	7%	20%	25%	23%	25%	23%	23%	19%	26%	24%	21%	23%
		CD	D		GHI	GHI	I	I			J									
(2) Somewhat disagree	465	109	183	173	36	119	158	69	83	221	244	60	52	34	175	110	33	136	161	115
	31%	25%	35%	31%	25%	28%	34%	30%	31%	30%	31%	30%	31%	34%	31%	30%	30%	28%	32%	33%
			B																	
(1) Strongly disagree	592	81	203	308	12	116	185	119	159	301	291	79	62	34	214	158	44	192	204	116
	39%	19%	39%	55%	9%	27%	40%	52%	60%	41%	37%	40%	37%	34%	37%	43%	40%	40%	40%	34%
			B	BC		E	EF	EFG	EFG											
BOTTOM 2 BOX (NET)	1057	191	386	480	48	235	343	189	242	522	535	139	115	68	390	268	77	327	366	232
	69%	44%	73%	86%	34%	56%	75%	83%	90%	70%	69%	70%	67%	68%	68%	73%	69%	68%	72%	67%
			B	BC		E	EF	EFG	EFGH											
MEAN	2.00	2.60	1.90	1.60	2.80	2.30	1.90	1.70	1.50	2.00	2.00	2.00	2.00	2.10	2.00	1.90	1.90	2.00	2.00	2.10
		CD	D		FGHI	GHI	HI	I												S
STD. DEV.	1.0	1.0	0.9	0.8	0.9	1.0	0.9	0.8	0.7	1.0	0.9	1.0	1.0	1.0	1.0	1.0	0.9	1.0	1.0	1.0
STD. ERR.	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.1

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 - UV - W/X/Y

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