

1. How confident are you in identifying scams aimed at you?

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
		K	L	M	N
Base: All Respondents (unwtd)	1001	84	296	290	331
Base: All Respondents (wtd)	1001	118	301	263	319
Top 2 Box (Net)	845	87	273	211	274
	84%	74%	91%	80%	86%
		*	KM		K
Very confident	233	25	107	43	58
	23%	21%	36%	16%	18%
		*	KMN		
Somewhat confident	613	63	166	168	216
	61%	53%	55%	64%	68%
		*			KL
Bottom 2 Box (Net)	156	31	28	52	45
	16%	26%	9%	20%	14%
		LN*		L	
Not very confident	137	28	24	48	37
	14%	23%	8%	18%	12%
		LN*		LN	
Not at all confident	19	3	4	4	9
	2%	3%	1%	1%	3%
		*			
Sigma	1001	118	301	263	319
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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2. In the last week, which of the following have you done?

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
		K	L	M	N
Base: All Respondents (unwtd)	1001	84	296	290	331
Base: All Respondents (wtd)	1001	118	301	263	319
Multi-tasked between devices	331	52	143	86	51
	33%	44%	47%	33%	16%
		N*	MN	N	
Opened an email from an unknown sender	109	20	32	34	23
	11%	17%	11%	13%	7%
		N*		N	
Made a purchase online	559	54	194	162	148
	56%	46%	64%	62%	46%
		*	KN	KN	
Visited a website that requires reading a privacy policy	362	45	123	102	91
	36%	38%	41%	39%	29%
		*	N	N	
Downloaded a new app	325	71	121	85	48
	32%	60%	40%	32%	15%
		LMN*	N	N	
Reused an old password for a new account	175	28	78	35	34
	17%	24%	26%	13%	11%
		N*	MN		
Connected to public Wi-Fi	277	56	94	69	57
	28%	48%	31%	26%	18%
		LMN*	N	N	
Saved personal information online	202	38	83	54	28
	20%	32%	27%	20%	9%
		N*	N	N	
Logged into more than 5 social media sites	130	27	60	23	20
	13%	23%	20%	9%	6%
		MN*	MN		
None of the above	161	2	26	41	92
	16%	2%	9%	16%	29%
		*		KL	KLM
Sigma	2630	394	954	691	591
	263%	334%	317%	263%	185%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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3. Have you ever knowingly had this happen to you?

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
		K	L	M	N
Base: All Respondents (unwtd)	1001	84	296	290	331
Base: All Respondents (wtd)	1001	118	301	263	319
Had my personal information leaked or misused	127	15	41	37	33
	13%	13%	14%	14%	10%
		*			
Purchased something from a fake website	113	19	40	23	32
	11%	16%	13%	9%	10%
		*			
Been catfished	55	20	13	13	8
	5%	17%	4%	5%	3%
		LMN*			
Been scammed financially	129	15	31	34	48
	13%	13%	10%	13%	15%
		*			
Believed fake information or person to be true	116	15	52	26	23
	12%	13%	17%	10%	7%
		*	MN		
Faced online abuse or threats	94	18	41	23	12
	9%	16%	14%	9%	4%
		N*	N	N	
Had a social media account hacked	151	30	51	38	32
	15%	25%	17%	15%	10%
		N*	N		
None of the above	541	59	153	139	189
	54%	50%	51%	53%	59%
		*			
Sigma	1326	191	423	334	378
	133%	162%	140%	127%	118%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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4. Has anyone you know knowingly had this happen to them?

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
		K	L	M	N
Base: All Respondents (unwtd)	1001	84	296	290	331
Base: All Respondents (wtd)	1001	118	301	263	319
Had their personal information leaked or misused	185	15	80	40	50
	19%	13%	27%	15%	16%
		*	KMN		
Purchased something from a fake website	157	36	59	39	24
	16%	30%	20%	15%	7%
		MN*	N	N	
Been catfished	88	18	39	14	17
	9%	16%	13%	5%	5%
		MN*	MN		
Been scammed financially	275	40	112	57	66
	27%	34%	37%	22%	21%
		N*	MN		
Believed fake information or person to be true	215	28	93	57	37
	21%	23%	31%	22%	12%
		N*	MN	N	
Faced online abuse or threats	123	25	55	30	13
	12%	21%	18%	11%	4%
		N*	N	N	
Had a social media account hacked	332	44	115	94	80
	33%	37%	38%	36%	25%
		*	N	N	
None of the above	410	40	109	110	151
	41%	34%	36%	42%	47%
		*			L
Sigma	1785	246	661	441	437
	178%	208%	220%	168%	137%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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5. Which of the following apply to you?

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
		K	L	M	N
Base: All Respondents (unwtd)	1001	84	296	290	331
Base: All Respondents (wtd)	1001	118	301	263	319
My social media accounts are public	167	19	60	52	36
	17%	16%	20%	20%	11%
		*	N	N	
I use the same password for multiple accounts	279	42	95	66	76
	28%	35%	32%	25%	24%
		*			
My credit card information is on autofill to save time	149	21	47	44	37
	15%	18%	16%	17%	12%
		*			
I use social media to meet new people	109	20	56	26	8
	11%	17%	19%	10%	2%
		N*	MN	N	
I get my news from social media	280	45	111	75	49
	28%	38%	37%	29%	15%
		N*	N	N	
I have cyber-safety software on my device	274	22	67	71	114
	27%	19%	22%	27%	36%
		*			KL
I own an RFID wallet to protect unauthorized taps on my credit/debit cards	145	8	45	38	54
	14%	7%	15%	14%	17%
		*			
None of the above	259	29	63	69	98
	26%	25%	21%	26%	31%
		*			L
Sigma	1663	206	543	441	473
	166%	175%	181%	168%	148%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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6_1. Which generation do you believe is most likely to... - Shop from an unsafe website

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
		K	L	M	N
Base: All Respondents (unwtd)	1001	84	296	290	331
Base: All Respondents (wtd)	1001	118	301	263	319
Gen Z (age 18 to 24)	301	50	81	72	98
	30%	43%	27%	27%	31%
		LM*			
Millennials age (25 to 40)	128	20	44	29	35
	13%	17%	15%	11%	11%
		*			
Gen X (age 41 to 60)	135	15	45	46	29
	13%	13%	15%	18%	9%
		*		N	
Boomers and older (Age 61+)	437	33	131	116	157
	44%	28%	43%	44%	49%
		*	K	K	K
Sigma	1001	118	301	263	319
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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6_2. Which generation do you believe is most likely to... - Share financial information online

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
		K	L	M	N
Base: All Respondents (unwtd)	1001	84	296	290	331
Base: All Respondents (wtd)	1001	118	301	263	319
Gen Z (age 18 to 24)	308	52	83	75	98
	31%	44%	27%	29%	31%
		LM*			
Millennials age (25 to 40)	170	24	56	37	52
	17%	20%	19%	14%	16%
		*			
Gen X (age 41 to 60)	137	19	51	35	32
	14%	16%	17%	13%	10%
		*	N		
Boomers and older (Age 61+)	386	23	111	115	136
	39%	20%	37%	44%	43%
		*	K	K	K
Sigma	1001	118	301	263	319
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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6_3. Which generation do you believe is most likely to... - Click on an unsafe link

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
		K	L	M	N
Base: All Respondents (unwtd)	1001	84	296	290	331
Base: All Respondents (wtd)	1001	118	301	263	319
Gen Z (age 18 to 24)	254	31	71	55	97
	25%	26%	23%	21%	30%
		*			M
Millennials age (25 to 40)	113	28	32	19	34
	11%	24%	11%	7%	11%
		LMN*			
Gen X (age 41 to 60)	147	21	51	45	31
	15%	18%	17%	17%	10%
		*	N	N	
Boomers and older (Age 61+)	487	38	147	144	157
	49%	32%	49%	55%	49%
		*	K	K	K
Sigma	1001	118	301	263	319
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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6_4. Which generation do you believe is most likely to... - Have an autofill password

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
		K	L	M	N
Base: All Respondents (unwtd)	1001	84	296	290	331
Base: All Respondents (wtd)	1001	118	301	263	319
Gen Z (age 18 to 24)	274	56	84	67	68
	27%	48%	28%	25%	21%
		LMN*			
Millennials age (25 to 40)	232	38	92	47	54
	23%	33%	31%	18%	17%
		MN*	MN		
Gen X (age 41 to 60)	171	11	47	59	53
	17%	10%	16%	23%	17%
		*		K	
Boomers and older (Age 61+)	324	12	78	89	145
	32%	10%	26%	34%	45%
		*	K	K	KLM
Sigma	1001	118	301	263	319
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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6_5. Which generation do you believe is most likely to... - End up falling victim to a scam

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
		K	L	M	N
Base: All Respondents (unwtd)	1001	84	296	290	331
Base: All Respondents (wtd)	1001	118	301	263	319
Gen Z (age 18 to 24)	114	13	37	32	32
	11%	11%	12%	12%	10%
		*			
Millennials age (25 to 40)	88	22	29	16	22
	9%	19%	9%	6%	7%
		MN*			
Gen X (age 41 to 60)	142	26	53	35	28
	14%	22%	18%	13%	9%
		N*	N		
Boomers and older (Age 61+)	657	57	182	180	238
	66%	48%	60%	68%	75%
		*		K	KL
Sigma	1001	118	301	263	319
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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6_6. Which generation do you believe is most likely to... - Have online-safety software on their device

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
		K	L	M	N
Base: All Respondents (unwtd)	1001	84	296	290	331
Base: All Respondents (wtd)	1001	118	301	263	319
Gen Z (age 18 to 24)	141	38	50	29	24
	14%	32%	17%	11%	8%
		LMN*	N		
Millennials age (25 to 40)	400	48	143	97	111
	40%	41%	48%	37%	35%
		*	MN		
Gen X (age 41 to 60)	314	23	77	97	118
	31%	20%	25%	37%	37%
		*		KL	KL
Boomers and older (Age 61+)	146	9	31	40	66
	15%	8%	10%	15%	21%
		*			KL
Sigma	1001	118	301	263	319
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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7. Which of the following do you think puts you at the greatest risk for fraud?

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
		K	L	M	N
Base: All Respondents (unwtd)	1001	84	296	290	331
Base: All Respondents (wtd)	1001	118	301	263	319
Deepfakes	60	5	24	17	14
	6%	5%	8%	7%	4%
		*			
Financial scams	381	47	121	84	128
	38%	40%	40%	32%	40%
		*			
Catfishing	45	5	10	20	10
	4%	4%	3%	8%	3%
		*		N	
Leaking private information	385	41	106	114	124
	38%	34%	35%	44%	39%
		*			
Fake news and misinformation	131	20	39	28	44
	13%	17%	13%	10%	14%
		*			
Sigma	1001	118	301	263	319
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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8_1. Do you agree or disagree with the following statements - I'm concerned about the impact of new AI technologies

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
		K	L	M	N
Base: All Respondents (unwtd)	1001	84	296	290	331
Base: All Respondents (wtd)	1001	118	301	263	319
Top 2 Box (Net)	836	99	222	221	294
	83%	84%	74%	84%	92%
		*		L	LM
Strongly agree	375	35	95	104	141
	37%	30%	32%	39%	44%
		*			L
Somewhat agree	460	64	126	118	152
	46%	54%	42%	45%	48%
		*			
Bottom 2 Box (Net)	165	19	79	42	26
	17%	16%	26%	16%	8%
		*	MN	N	
Somewhat disagree	145	19	70	36	21
	15%	16%	23%	14%	6%
		N*	MN	N	
Strongly disagree	20	-	10	5	5
	2%	-	3%	2%	2%
		*			
Sigma	1001	118	301	263	319
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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8_2. Do you agree or disagree with the following statements - I believe I am more prepared to handle a scam than someone older than me

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
		K	L	M	N
Base: All Respondents (unwtd)	1001	84	296	290	331
Base: All Respondents (wtd)	1001	118	301	263	319
Top 2 Box (Net)	821	100	255	214	253
	82%	85%	85%	81%	79%
		*			
Strongly agree	226	24	81	59	62
	23%	21%	27%	22%	19%
		*			
Somewhat agree	595	75	174	155	191
	59%	64%	58%	59%	60%
		*			
Bottom 2 Box (Net)	180	18	46	49	67
	18%	15%	15%	19%	21%
		*			
Somewhat disagree	149	18	39	37	54
	15%	15%	13%	14%	17%
		*			
Strongly disagree	31	-	8	11	12
	3%	-	3%	4%	4%
		*			
Sigma	1001	118	301	263	319
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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8_3. Do you agree or disagree with the following statements - I believe I am more prepared to handle a scam than someone younger than me

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
		K	L	M	N
Base: All Respondents (unwtd)	1001	84	296	290	331
Base: All Respondents (wtd)	1001	118	301	263	319
Top 2 Box (Net)	716	90	231	178	217
	72%	77%	77%	68%	68%
		*	MN		
Strongly agree	161	18	66	37	39
	16%	15%	22%	14%	12%
		*	N		
Somewhat agree	556	72	165	140	178
	56%	61%	55%	53%	56%
		*			
Bottom 2 Box (Net)	285	28	69	85	102
	28%	23%	23%	32%	32%
		*		L	L
Somewhat disagree	250	26	60	74	91
	25%	22%	20%	28%	28%
		*			L
Strongly disagree	34	2	10	11	12
	3%	2%	3%	4%	4%
		*			
Sigma	1001	118	301	263	319
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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8_4. Do you agree or disagree with the following statements - I'd be open to learning more about how to stay safe online

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
		K	L	M	N
Base: All Respondents (unwtd)	1001	84	296	290	331
Base: All Respondents (wtd)	1001	118	301	263	319
Top 2 Box (Net)	892	107	253	236	296
	89%	91%	84%	90%	93%
		*			L
Strongly agree	319	40	88	86	105
	32%	34%	29%	33%	33%
		*			
Somewhat agree	573	67	165	151	191
	57%	56%	55%	57%	60%
		*			
Bottom 2 Box (Net)	109	11	48	26	24
	11%	9%	16%	10%	7%
		*	N		
Somewhat disagree	89	11	39	20	19
	9%	9%	13%	8%	6%
		*	N		
Strongly disagree	20	1	8	6	5
	2%	1%	3%	2%	2%
		*			
Sigma	1001	118	301	263	319
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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8_5. Do you agree or disagree with the following statements - I'd be open to taking a cyber security course to protect my personal data

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
		K	L	M	N
Base: All Respondents (unwtd)	1001	84	296	290	331
Base: All Respondents (wtd)	1001	118	301	263	319
Top 2 Box (Net)	770	95	228	208	240
	77%	80%	76%	79%	75%
		*			
Strongly agree	225	44	72	56	53
	22%	37%	24%	21%	17%
		MN*			
Somewhat agree	545	51	156	152	186
	54%	43%	52%	58%	58%
		*			K
Bottom 2 Box (Net)	231	23	73	54	80
	23%	20%	24%	21%	25%
		*			
Somewhat disagree	193	23	63	44	63
	19%	20%	21%	17%	20%
		*			
Strongly disagree	38	-	10	11	17
	4%	-	3%	4%	5%
		*			
Sigma	1001	118	301	263	319
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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8_6. Do you agree or disagree with the following statements - Fraud is a constant concern when I'm using the internet

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
		K	L	M	N
Base: All Respondents (unwtd)	1001	84	296	290	331
Base: All Respondents (wtd)	1001	118	301	263	319
Top 2 Box (Net)	789	84	228	205	272
	79%	71%	76%	78%	85%
		*			KLM
Strongly agree	259	25	63	74	97
	26%	21%	21%	28%	30%
		*			L
Somewhat agree	530	59	165	130	175
	53%	50%	55%	50%	55%
		*			
Bottom 2 Box (Net)	212	34	73	58	47
	21%	29%	24%	22%	15%
		N*	N	N	
Somewhat disagree	179	33	57	49	40
	18%	28%	19%	19%	13%
		N*			
Strongly disagree	33	1	16	9	7
	3%	1%	5%	3%	2%
		*			
Sigma	1001	118	301	263	319
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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8. Do you agree or disagree with the following statements - Top 2 Box Summary

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
		K	L	M	N
Base: All Respondents (unwtd)	1001	84	296	290	331
Base: All Respondents (wtd)	1001	118	301	263	319
I'm concerned about the impact of new AI technologies	836	99	222	221	294
	83%	84%	74%	84%	92%
		*		L	LM
I believe I am more prepared to handle a scam than someone older than me	821	100	255	214	253
	82%	85%	85%	81%	79%
		*			
I believe I am more prepared to handle a scam than someone younger than me	716	90	231	178	217
	72%	77%	77%	68%	68%
		*	MN		
I'd be open to learning more about how to stay safe online	892	107	253	236	296
	89%	91%	84%	90%	93%
		*			L
I'd be open to taking a cyber security course to protect my personal data	770	95	228	208	240
	77%	80%	76%	79%	75%
		*			
Fraud is a constant concern when I'm using the internet	789	84	228	205	272
	79%	71%	76%	78%	85%
		*			KLM

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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8. Do you agree or disagree with the following statements - Bottom 2 Box Summary

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
		K	L	M	N
Base: All Respondents (unwtd)	1001	84	296	290	331
Base: All Respondents (wtd)	1001	118	301	263	319
I'm concerned about the impact of new AI technologies	165	19	79	42	26
	17%	16%	26%	16%	8%
		*	MN	N	
I believe I am more prepared to handle a scam than someone older than me	180	18	46	49	67
	18%	15%	15%	19%	21%
		*			
I believe I am more prepared to handle a scam than someone younger than me	285	28	69	85	102
	28%	23%	23%	32%	32%
		*		L	L
I'd be open to learning more about how to stay safe online	109	11	48	26	24
	11%	9%	16%	10%	7%
		*	N		
I'd be open to taking a cyber security course to protect my personal data	231	23	73	54	80
	23%	20%	24%	21%	25%
		*			
Fraud is a constant concern when I'm using the internet	212	34	73	58	47
	21%	29%	24%	22%	15%
		N*	N	N	

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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