

Are you personally aware of the following? - That AI tools like ChatGPT, Adobe Firefly, Microsoft Copilot, and Google Gemini have become a popular tool with scammers, who use AI to impersonate your friends or family in order to trick you into giving information?

	Total	AGE		
		18-34	35-54	55+
		D	E	F
Base: All Respondents (unwtd)	1500	225	412	863
Base: All Respondents (wtd)	1500	422	519	560
Top 2 Box (Net)	1141	345	418	378
	76%	82%	81%	68%
		F	F	
Very aware	522	167	199	156
	35%	40%	38%	28%
		F	F	
Somewhat aware	619	178	219	222
	41%	42%	42%	40%
Bottom 2 Box (Net)	359	77	101	181
	24%	18%	19%	32%
				DE
Not very aware	253	53	73	128
	17%	13%	14%	23%
				DE
Not at all aware	105	24	28	53
	7%	6%	5%	10%
				E
Sigma	1500	422	519	560
	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

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 (*)

Are you personally aware of the following? - That AI technology has the capability to create real-time voice and video filters that can be used to impersonate you or a family member?

	Total	AGE		
		18-34	35-54	55+
		D	E	F
Base: All Respondents (unwtd)	1500	225	412	863
Base: All Respondents (wtd)	1500	422	519	560
Top 2 Box (Net)	1170	349	409	412
	78%	83%	79%	74%
		F		
Very aware	544	178	215	150
	36%	42%	41%	27%
		F	F	
Somewhat aware	626	171	193	262
	42%	41%	37%	47%
				E
Bottom 2 Box (Net)	330	72	110	148
	22%	17%	21%	26%
				D
Not very aware	236	59	77	99
	16%	14%	15%	18%
Not at all aware	94	13	33	48
	6%	3%	6%	9%
				D
Sigma	1500	422	519	560
	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

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 (*)

Are you personally aware of the following? - AI technology has become widely available and is easily accessible to anyone with an internet connection?

		AGE		
	Total	18-34	35-54	55+
		D	E	F
Base: All Respondents (unwtd)	1500	225	412	863
Base: All Respondents (wtd)	1500	422	519	560
Top 2 Box (Net)	1264	378	453	432
	84%	90%	87%	77%
		F	F	
Very aware	644	213	256	176
	43%	50%	49%	31%
		F	F	
Somewhat aware	620	166	197	257
	41%	39%	38%	46%
				E
Bottom 2 Box (Net)	236	43	66	127
	16%	10%	13%	23%
				DE
Not very aware	174	36	49	89
	12%	8%	9%	16%
				DE
Not at all aware	62	7	16	38
	4%	2%	3%	7%
				DE
Sigma	1500	422	519	560
	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

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 (*)

Are you personally aware of the following? - That AI platforms like ChatGPT, Adobe Firefly, Microsoft Copilot, and Google Gemini do not require any special training, and can be used effectively by anyone?

		AGE		
	Total	18-34	35-54	55+
		D	E	F
Base: All Respondents (unwtd)	1500	225	412	863
Base: All Respondents (wtd)	1500	422	519	560
Top 2 Box (Net)	1112	355	419	337
	74%	84%	81%	60%
		F	F	
Very aware	465	175	203	87
	31%	42%	39%	16%
		F	F	
Somewhat aware	647	180	216	250
	43%	43%	42%	45%
Bottom 2 Box (Net)	388	66	100	222
	26%	16%	19%	40%
				DE
Not very aware	279	53	74	152
	19%	13%	14%	27%
				DE
Not at all aware	110	13	26	71
	7%	3%	5%	13%
				DE
Sigma	1500	422	519	560
	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

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 (*)

Are you personally aware of the following? - That AI technology will continue to improve at a rapid pace, with new and improved capabilities becoming available to scammers every month?

		AGE		
	Total	18-34	35-54	55+
		D	E	F
Base: All Respondents (unwtd)	1500	225	412	863
Base: All Respondents (wtd)	1500	422	519	560
Top 2 Box (Net)	1236	365	436	435
	82%	86%	84%	78%
		F	F	
Very aware	564	176	217	171
	38%	42%	42%	31%
		F	F	
Somewhat aware	672	189	219	264
	45%	45%	42%	47%
Bottom 2 Box (Net)	264	57	83	125
	18%	14%	16%	22%
				DE
Not very aware	206	46	67	92
	14%	11%	13%	17%
Not at all aware	58	11	15	32
	4%	3%	3%	6%
Sigma	1500	422	519	560
	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

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 (*)

Are you personally aware of the following? - T2B Summary

		AGE		
	Total	18-34	35-54	55+
		D	E	F
That AI tools like ChatGPT, Adobe Firefly, Microsoft Copilot, and Google Gemini have become a popular tool with scammers, who use AI to impersonate your friends or family in order to trick you into giving information?	1141	345	418	378
	76%	82%	81%	68%
		F	F	
That AI technology has the capability to create real-time voice and video filters that can be used to impersonate you or a family member?	1170	349	409	412
	78%	83%	79%	74%
		F		
AI technology has become widely available and is easily accessible to anyone with an internet connection?	1264	378	453	432
	84%	90%	87%	77%
		F	F	
That AI platforms like ChatGPT, Adobe Firefly, Microsoft Copilot, and Google Gemini do not require any special training, and can be used effectively by anyone?	1112	355	419	337
	74%	84%	81%	60%
		F	F	
That AI technology will continue to improve at a rapid pace, with new and improved capabilities becoming available to scammers every month?	1236	365	436	435
	82%	86%	84%	78%
		F	F	

Statistics:

Overlap formula 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 (*)

Are you personally aware of the following? - B2B Summary

		AGE		
	Total	18-34	35-54	55+
		D	E	F
That AI tools like ChatGPT, Adobe Firefly, Microsoft Copilot, and Google Gemini have become a popular tool with scammers, who use AI to impersonate your friends or family in order to trick you into giving information?	359	77	101	181
	24%	18%	19%	32%
				DE
That AI technology has the capability to create real-time voice and video filters that can be used to impersonate you or a family member?	330	72	110	148
	22%	17%	21%	26%
				D
AI technology has become widely available and is easily accessible to anyone with an internet connection?	236	43	66	127
	16%	10%	13%	23%
				DE
That AI platforms like ChatGPT, Adobe Firefly, Microsoft Copilot, and Google Gemini do not require any special training, and can be used effectively by anyone?	388	66	100	222
	26%	16%	19%	40%
				DE
That AI technology will continue to improve at a rapid pace, with new and improved capabilities becoming available to scammers every month?	264	57	83	125
	18%	14%	16%	22%
				DE

Statistics:

Overlap formula 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 (*)

How confident are you that you could detect the following scams? - Someone contacts you on Facebook or other social media sites claiming to be family or friends and asks for information?

		AGE		
	Total	18-34	35-54	55+
		D	E	F
Base: All Respondents (unwtd)	1500	225	412	863
Base: All Respondents (wtd)	1500	422	519	560
Top 2 Box (Net)	1223	348	447	429
	82%	82%	86%	77%
			F	
Very confident	639	202	239	198
	43%	48%	46%	35%
		F	F	
Somewhat confident	585	146	208	231
	39%	35%	40%	41%
Bottom 2 Box (Net)	277	74	72	130
	18%	18%	14%	23%
				E
Not very confident	203	55	61	86
	14%	13%	12%	15%
Not at all confident	74	19	11	44
	5%	4%	2%	8%
				E
Sigma	1500	422	519	560
	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

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 (*)

How confident are you that you could detect the following scams? - Someone calls you at home or on your mobile phone saying there's an emergency like someone is hurt and needs money, or asking for personal information like account numbers?

	Total	AGE		
		18-34	35-54	55+
		D	E	F
Base: All Respondents (unwtd)	1500	225	412	863
Base: All Respondents (wtd)	1500	422	519	560
Top 2 Box (Net)	1229	338	435	457
	82%	80%	84%	82%
Very confident	692	174	252	265
	46%	41%	49%	47%
Somewhat confident	538	163	182	192
	36%	39%	35%	34%
Bottom 2 Box (Net)	271	84	84	102
	18%	20%	16%	18%
Not very confident	177	65	54	58
	12%	15%	10%	10%
Not at all confident	94	19	31	44
	6%	5%	6%	8%
Sigma	1500	422	519	560
	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

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 (*)

How confident are you that you could detect the following scams? - Someone emails you asking you for personal information, like what street you grew up on or your mother's maiden name?

		AGE		
	Total	18-34	35-54	55+
		D	E	F
Base: All Respondents (unwtd)	1500	225	412	863
Base: All Respondents (wtd)	1500	422	519	560
Top 2 Box (Net)	1253	363	439	452
	84%	86%	85%	81%
Very confident	724	225	270	229
	48%	53%	52%	41%
		F	F	
Somewhat confident	529	138	169	222
	35%	33%	33%	40%
				E
Bottom 2 Box (Net)	247	59	80	108
	16%	14%	15%	19%
Not very confident	151	34	54	64
	10%	8%	10%	11%
Not at all confident	95	25	27	44
	6%	6%	5%	8%
Sigma	1500	422	519	560
	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

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 (*)

How confident are you that you could detect the following scams? - Someone accesses the smart devices in your home to get information about you?

	Total	AGE		
		18-34	35-54	55+
		D	E	F
Base: All Respondents (unwtd)	1500	225	412	863
Base: All Respondents (wtd)	1500	422	519	560
Top 2 Box (Net)	860	254	318	288
	57%	60%	61%	51%
		F	F	
Very confident	275	80	107	88
	18%	19%	21%	16%
Somewhat confident	585	174	211	200
	39%	41%	41%	36%
Bottom 2 Box (Net)	640	168	201	272
	43%	40%	39%	49%
				DE
Not very confident	506	129	166	211
	34%	31%	32%	38%
Not at all confident	134	39	35	60
	9%	9%	7%	11%
				E
Sigma	1500	422	519	560
	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

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 (*)

How confident are you that you could detect the following scams? - Someone using AI voice or video tools to disguise or impersonate their voice while requesting information or money?

	Total	AGE		
		18-34	35-54	55+
		D	E	F
Base: All Respondents (unwtd)	1500	225	412	863
Base: All Respondents (wtd)	1500	422	519	560
Top 2 Box (Net)	1100	321	394	385
	73%	76%	76%	69%
			F	
Very confident	434	120	172	142
	29%	28%	33%	25%
			F	
Somewhat confident	666	201	222	243
	44%	48%	43%	43%
Bottom 2 Box (Net)	400	100	125	174
	27%	24%	24%	31%
				E
Not very confident	285	64	104	117
	19%	15%	20%	21%
Not at all confident	115	36	21	58
	8%	9%	4%	10%
				E
Sigma	1500	422	519	560
	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

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 (*)

How confident are you that you could detect the following scams? - T2B Summary

	Total	AGE		
		18-34	35-54	55+
		D	E	F
Someone contacts you on Facebook or other social media sites claiming to be family or friends and asks for information?	1223	348	447	429
	82%	82%	86%	77%
			F	
Someone calls you at home or on your mobile phone saying there's an emergency like someone is hurt and needs money, or asking for personal information like account numbers?	1229	338	435	457
	82%	80%	84%	82%
Someone emails you asking you for personal information, like what street you grew up on or your mother's maiden name?	1253	363	439	452
	84%	86%	85%	81%
Someone accesses the smart devices in your home to get information about you?	860	254	318	288
	57%	60%	61%	51%
		F	F	
Someone using AI voice or video tools to disguise or impersonate their voice while requesting information or money?	1100	321	394	385
	73%	76%	76%	69%
			F	

Statistics:

Overlap formula 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 (*)

How confident are you that you could detect the following scams? - B2B Summary

	Total	AGE		
		18-34	35-54	55+
		D	E	F
Someone contacts you on Facebook or other social media sites claiming to be family or friends and asks for information?	277	74	72	130
	18%	18%	14%	23%
				E
Someone calls you at home or on your mobile phone saying there's an emergency like someone is hurt and needs money, or asking for personal information like account numbers?	271	84	84	102
	18%	20%	16%	18%
Someone emails you asking you for personal information, like what street you grew up on or your mother's maiden name?	247	59	80	108
	16%	14%	15%	19%
Someone accesses the smart devices in your home to get information about you?	640	168	201	272
	43%	40%	39%	49%
				DE
Someone using AI voice or video tools to disguise or impersonate their voice while requesting information or money?	400	100	125	174
	27%	24%	24%	31%
				E

Statistics:

Overlap formula 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 (*)

Have you used any of the following new telephone behaviours as a result of new or emerging AI technology being used by scammers?

	Total	AGE		
		18-34	35-54	55+
		D	E	F
Base: All Respondents (unwtd)	1500	225	412	863
Base: All Respondents (wtd)	1500	422	519	560
Not speaking first when answering a call from an unknown number?	537	121	189	227
	36%	29%	36%	41%
				D
Ignoring emails, calls and texts that ask you to “urgently” update your personal information	1082	291	371	420
	72%	69%	72%	75%
Letting calls from unknown numbers go to voicemail; if it’s legitimate and important, the person will leave a message	1113	294	406	414
	74%	70%	78%	74%
			D	
Avoiding all Facebook links/URL shared outside of the app (ex. shared via text message)	710	220	231	259
	47%	52%	45%	46%
Any other new behaviour you’ve embraced in the last year to combat scams	324	94	114	116
	22%	22%	22%	21%
None of the above	150	50	47	52
	10%	12%	9%	9%
Sigma	3915	1071	1358	1487
	261%	254%	262%	266%

Statistics:

Overlap formula used

- Column Proportions:

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 (*)

Have any of the following ever happened to you or someone you know? - Someone on Facebook or other social media sites who claimed to be family or friends and asked for information?

	Total	AGE		
		18-34	35-54	55+
		D	E	F
Base: All Respondents (unwtd)	1500	225	412	863
Base: All Respondents (wtd)	1500	422	519	560
Yes, to me personally	162	75	55	33
	11%	18%	11%	6%
		EF	F	
Yes, to someone I know	238	86	109	43
	16%	20%	21%	8%
		F	F	
No	1025	227	335	463
	68%	54%	65%	83%
			D	DE
Don't know	75	34	20	21
	5%	8%	4%	4%
		F		
Sigma	1500	422	519	560
	100%	100%	100%	100%

Statistics:

Overlap formula 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 (*)

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

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

Have any of the following ever happened to you or someone you know? - Someone who called you at home or on your mobile phone and said there was an emergency or requesting personal information like account numbers?

	Total	AGE		
		18-34	35-54	55+
		D	E	F
Base: All Respondents (unwtd)	1500	225	412	863
Base: All Respondents (wtd)	1500	422	519	560
Yes, to me personally	122	38	46	39
	8%	9%	9%	7%
Yes, to someone I know	194	88	70	36
	13%	21%	13%	6%
		EF	F	
No	1118	259	382	476
	75%	61%	74%	85%
			D	DE
Don't know	66	37	21	9
	4%	9%	4%	2%
		F	F	
Sigma	1500	422	519	560
	100%	100%	100%	100%

Statistics:

Overlap formula 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 (*)

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

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

Have any of the following ever happened to you or someone you know? - Someone who emailed you asking you for personal information, like what street you grew up on or your mother's maiden name?

		AGE		
	Total	18-34	35-54	55+
		D	E	F
Base: All Respondents (unwtd)	1500	225	412	863
Base: All Respondents (wtd)	1500	422	519	560
Yes, to me personally	184	70	80	33
	12%	17%	15%	6%
		F	F	
Yes, to someone I know	132	51	45	35
	9%	12%	9%	6%
		F		
No	1105	260	370	475
	74%	62%	71%	85%
			D	DE
Don't know	79	40	23	16
	5%	10%	4%	3%
		EF		
Sigma	1500	422	519	560
	100%	100%	100%	100%

Statistics:

Overlap formula 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 (*)

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

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

Have any of the following ever happened to you or someone you know? - Someone who accessed the smart devices in your home to get information about you?

		AGE		
	Total	18-34	35-54	55+
		D	E	F
Base: All Respondents (unwtd)	1500	225	412	863
Base: All Respondents (wtd)	1500	422	519	560
Yes, to me personally	37 2%	13 3%	20 4%	4 1%
			F	
Yes, to someone I know	99 7%	42 10%	40 8%	16 3%
		F	F	
No	1186 79%	296 70%	396 76%	494 88%
				DE
Don't know	178 12%	71 17%	63 12%	45 8%
		F		
Sigma	1500 100%	422 100%	519 100%	560 100%

Statistics:

Overlap formula 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 (*)

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

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

Have any of the following ever happened to you or someone you know? - Someone who has used AI voice or video tools to disguise or impersonate their voice while requesting information or money?

		AGE		
	Total	18-34	35-54	55+
		D	E	F
Base: All Respondents (unwtd)	1500	225	412	863
Base: All Respondents (wtd)	1500	422	519	560
Yes, to me personally	59	19	28	12
	4%	5%	5%	2%
Yes, to someone I know	144	59	54	30
	10%	14%	10%	5%
		F	F	
No	1198	302	406	490
	80%	72%	78%	88%
				DE
Don't know	99	41	31	27
	7%	10%	6%	5%
		F		
Sigma	1500	422	519	560
	100%	100%	100%	100%

Statistics:

Overlap formula 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 (*)