Fraud & Identity Theft
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FRAUD & IDENTITY THEFT
1. Have you ever been personally affected by debit card or credit card fraud and/or theft?

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Proportions/Means: Columns Tested
(5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	132	104	65	381	250	70	252	426	319	472	530
Weighted Base	1002	140	96	67*	386	238	76*	295	394	309	491	511
Yes	166	24	17	2	83	34	5	48	74	43	84	82
	17%	17%	17%	3%	21%	15%	7%	16%	19%	14%	17%	16%
		C	C		CEF	C						
No	835	115	80	65	303	202	71	247	320	264	406	429
	83%	83%	83%	97%	79%	85%	93%	84%	81%	86%	83%	84%
				ABDE		D	D					
Don't know/Refused	1	0	0	0	0	1	0	0	0	1	1	0
	0	-	-	-	-	0	-	-	-	0	0	-

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2. Do you think banks and businesses that collect personal information should be required to tell customers if that information is lost or stolen, regardless of whether or not there is an associated risk of theft or fraud, or should they have the discretion to decide when to inform consumers so as to prevent unnecessary alarm?

_____

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	132	104	65	381	250	70	252	426	319	472	530
Weighted Base	1002	140	96	67*	386	238	76*	295	394	309	491	511
Banks and businesses should be required to tell customers if their personal information is lost or stolen, regardless of risk of theft or fraud	835	109	88	62	302	212	62	236	333	262	409	426
	83%	78%	91% AD	93% AD	78%	89% AD	82%	80%	85%	85%	83%	83%
They should have the discretion to decide when to inform consumers so as to prevent unnecessary alarm	149	28	8	4	72	22	14	57	55	35	71	78
	15%	20% BCE	9%	6%	19% BCE	9%	18% CE	20% I	14%	11%	14%	15%
Don't know/Refused	19	3	0	1	12	4	0	1	5	12	11	8
	2%	2%	-	1%	3%	2%	-	0	1%	4% GH	2%	2%

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3. Have you changed your spending habits and or the use of debit or credit cards as a result of concerns over fraud and/or theft?

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Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	132	104	65	381	250	70	252	426	319	472	530
Weighted Base	1002	140	96	67*	386	238	76*	295	394	309	491	511
Yes	274	30	30	21	110	68	15	69	118	86	125	149
	27%	21%	31%	31%	29%	28%	20%	23%	30%	28%	26%	29%
No	724	109	67	46	273	169	60	225	276	220	363	361
	72%	78%	69%	69%	71%	71%	80%	76%	70%	71%	74%	71%
Don't know/Refused	4	1	0	0	2	1	0	1	0	3	2	2
	0	1%	-	-	1%	0	-	0	-	1%	0	0

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4. If your debit card or credit card has been used unlawfully, or if you have been a victim of fraud, should the bank/business involved be required to give you details, such as where the crime occurred?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	132	104	65	381	250	70	252	426	319	472	530
Weighted Base	1002	140	96	67*	386	238	76*	295	394	309	491	511
Yes	900	127	86	61	345	214	66	263	345	288	436	464
	90%	91%	89%	92%	90%	90%	87%	89%	88%	93% H	89%	91%
No	92	10	11	5	36	21	8	32	42	17	49	43
	9%	7%	11%	8%	9%	9%	11%	11% I	11% I	5%	10%	8%
Don't know/Refused	10	2	0	0	4	3	1	0	7	4	6	4
	1%	2%	-	-	1%	1%	2%	-	2% G	1%	1%	1%

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5. Do you believe banks/businesses are doing enough to protect the personal information they collect from customers, and to prevent fraud and identity theft?

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Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	132	104	65	381	250	70	252	426	319	472	530
Weighted Base	1002	140	96	67*	386	238	76*	295	394	309	491	511
Yes	484	59	52	34	180	118	40	170	182	131	244	240
	48%	42%	54%	52%	47%	50%	53%	58%	46%	43%	50%	47%
								HI				
No	444	62	38	31	185	97	31	110	179	151	209	235
	44%	44%	39%	47%	48%	41%	40%	37%	45%	49%	43%	46%
									G	G		
Don't know/Refused	74	19	7	1	20	22	5	15	33	26	38	36
	7%	14%	7%	1%	5%	9%	7%	5%	8%	9%	8%	7%
		CD				CD						