

# Fraud & Identity Theft Table of Contents

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<b>DEMOGRAPHICS.....</b>	<b>Error! Bookmark not defined.</b>
Region:.....	Error! Bookmark not defined.
Province: .....	Error! Bookmark not defined.
Canadian Markets:.....	Error! Bookmark not defined.
Urban / Rural .....	Error! Bookmark not defined.
Census Metropolitan Area: .....	Error! Bookmark not defined.
Respondent's Sex: .....	Error! Bookmark not defined.
Language of Interview: .....	Error! Bookmark not defined.
What age group do you fall into? .....	Error! Bookmark not defined.
What is your current marital status? .....	Error! Bookmark not defined.
Including yourself, how many people currently live in your household? .....	Error! Bookmark not defined.
Do you have any children under the age of 18 currently living in your household? .....	Error! Bookmark not defined.
And what are the ages of each of the children under 18 who are currently living in your household? .....	Error! Bookmark not defined.
What is the highest level of formal education that you have completed? .....	Error! Bookmark not defined.
Which one of the following categories best describes your current employment status? .....	Error! Bookmark not defined.
And which of the following categories best describes your annual household income? .....	Error! Bookmark not defined.

FRAUD & IDENTITY THEFT

1. Have you ever been personally affected by debit card or credit card fraud and/or theft?

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

\* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1002	819	183	67	214	336	372	160	262	418
Weighted Base	1002	819	183	67*	211	348	365	163	263	418
Yes	166 17%	142 17%	23 13%	9 14%	26 13%	65 19%	62 17%	20 12%	41 15%	76 18%
No	835 83%	676 83%	159 87%	57 86%	184 87%	283 81%	302 83%	142 87%	223 85%	342 82%
Don't know/Refused	1 0	1 0	0 -	0 -	0 -	0 -	1 0	1 1%	0 -	0 -



FRAUD & IDENTITY THEFT

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

\* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1002	819	183	67	214	336	372	160	262	418
Weighted Base	1002	819	183	67*	211	348	365	163	263	418
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	676	159	55	168	297	306	130	226	350
	83%	83%	87%	83%	80%	85%	84%	80%	86%	84%
They should have the discretion to decide when to inform consumers so as to prevent unnecessary alarm	149	126	23	7	35	49	55	29	31	66
	15%	15%	13%	11%	17%	14%	15%	18%	12%	16%
Don't know/Refused	19	18	1	4	8	2	5	3	6	3
	2%	2%	1%	6% EF	4% E	1%	1%	2%	2%	1%

FRAUD & IDENTITY THEFT

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?

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

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		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1002	819	183	67	214	336	372	160	262	418
Weighted Base	1002	819	183	67*	211	348	365	163	263	418
Yes	274 27%	224 27%	50 27%	13 20%	51 24%	89 26%	116 32%	43 26%	71 27%	114 27%
No	724 72%	591 72%	133 73%	53 80%	157 74%	259 74%	248 68%	120 74%	190 72%	304 73%
Don't know/Refused	4 0	4 0	0 -	0 -	3 2% E	0 -	1 0	0 -	3 1% I	0 -

FRAUD & IDENTITY THEFT

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

\* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1002	819	183	67	214	336	372	160	262	418
Weighted Base	1002	819	183	67*	211	348	365	163	263	418
Yes	900 90%	729 89%	171 93%	62 93%	193 92%	307 88%	327 90%	149 91%	237 90%	376 90%
No	92 9%	80 10%	12 7%	3 4%	18 8%	37 11%	34 9%	12 7%	25 9%	39 9%
Don't know/Refused	10 1%	10 1%	0 -	2 3% D	0 -	4 1%	4 1%	2 1%	2 1%	3 1%

FRAUD & IDENTITY THEFT

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?

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

\* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1002	819	183	67	214	336	372	160	262	418
Weighted Base	1002	819	183	67*	211	348	365	163	263	418
Yes	484 48%	389 48%	95 52%	43 65% EF	112 53% F	167 48%	159 44%	84 52%	135 51%	198 47%
No	444 44%	365 45%	78 43%	21 32%	89 42%	158 45%	167 46% C	69 42%	110 42%	187 45%
Don't know/Refused	74 7%	65 8%	9 5%	2 2%	10 5%	24 7%	38 10% CD	10 6%	18 7%	33 8%