Canadian Online January 31 - February 11, 2013

CGA Banner 1

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1_1. [Yourself] Knowing this, do you feel like you, a close friend, a family member, or someone else you know has ever been the victim of a scam that took place in and around tax season time?

		GENDER		AGE			EDUCATION				DEM B Use social media				DEM A Use the internet				Visit social networking sites				DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	2009	904	1105	450	837	722	143	467	849	550	559	355	380	715	1913	77	11	7	1073	293	213	429	618	504	887
Weighted	2009	974	1035	561	743	705	218	694	788	309	581	333	379	716	1904	82*	12**	10**	1111	284	200	413	612	491	906
Yourself																									
Yes	92	60	33	44	31	17	10	30	37	15	39	19	20	15	81	9	2	0	62	14	10	8	56	17	18
	5.0%	6.0%	3.0%	8.0%	4.0%	2.0%	5.0%	4.0%	5.0%	5.0%	7.0%	6.0%	5.0%	2.0%	4.0%	11.0%	16.0%	5.0%	6.0%	5.0%	5.0%	2.0%	9.0%	4.0%	2.0%
		B		DE							M	M	M		N				U	U	U		WX		
No	1917	915	1002	517	712	688	209	663	750	294	542	314	360	701	1823	73	10	9	1049	270	191	406	555	473	888
	95.0%	94.0%	97.0%	92.0%	96.0%	98.0%	95.0%	96.0%	95.0%	95.0%	93.0%	94.0%	95.0%	98.0%	96.0%	89.0%	84.0%	95.0%	94.0%	95.0%	95.0%	98.0%	91.0%	96.0%	98.0%
			A		C	C								JKL	O								RST	V	V

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K/L/M - N/O/P/Q - R/S/T/U - V/W/X Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

1_2. [Close friend] Knowing this, do you feel like you, a close friend, a family member, or someone else you know has ever been the victim of a scam that took place in and around tax season time?

	Total	GENDER		AGE			EDUCATION				DEM B Use social media				DEM A Use the internet				Visit social networking sites				DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	2009	904	1105	450	837	722	143	467	849	550	559	355	380	715	1913	77	11	7	1073	293	213	429	618	504	887
Weighted	2009	974	1035	561	743	705	218	694	788	309	581	333	379	716	1904	82*	12**	10**	1111	284	200	413	612	491	906
Close friend																									
Yes	96	61	35	51	30	16	9	34	36	18	54	18	9	15	89	6	1	0	64	14	8	10	52	20	24
	5.0%	6.0%	3.0%	9.0%	4.0%	2.0%	4.0%	5.0%	5.0%	6.0%	9.0%	5.0%	2.0%	2.0%	5.0%	7.0%	6.0%	-	6.0%	5.0%	4.0%	3.0%	9.0%	4.0%	3.0%
		B		DE							LM	M							U				WX		
No	1913	913	1000	510	714	690	210	660	752	292	527	315	370	701	1815	76	11	10	1047	270	192	403	560	471	882
	95.0%	94.0%	97.0%	91.0%	96.0%	98.0%	96.0%	95.0%	95.0%	94.0%	91.0%	95.0%	98.0%	98.0%	95.0%	93.0%	94.0%	100.0%	94.0%	95.0%	96.0%	97.0%	91.0%	96.0%	97.0%
			A		C	C							J	JK								R		V	V

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K/L/M - N/O/P/Q - R/S/T/U - V/W/X Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

1_3. [Family member] Knowing this, do you feel like you, a close friend, a family member, or someone else you know has ever been the victim of a scam that took place in and around tax season time?

										DEM B				**DEM A**											
		GENDER		AGE			EDUCATION				Use social media				Use the internet				Visit social networking sites					DEM C	
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	2009	904	1105	450	837	722	143	467	849	550	559	355	380	715	1913	77	11	7	1073	293	213	429	618	504	887
Weighted	2009	974	1035	561	743	705	218	694	788	309	581	333	379	716	1904	82*	12**	10**	1111	284	200	413	612	491	906
Family member																									
Yes	104	59	45	49	33	22	12	31	42	19	55	18	10	21	96	5	3	0	73	12	7	12	58	25	21
	5.0%	6.0%	4.0%	9.0%	4.0%	3.0%	6.0%	4.0%	5.0%	6.0%	10.0%	5.0%	3.0%	3.0%	5.0%	6.0%	24.0%	-	7.0%	4.0%	4.0%	3.0%	9.0%	5.0%	2.0%
				DE							KLM								U				WX	X	
No	1905	916	989	511	710	683	206	663	745	290	526	315	369	695	1808	78	9	10	1037	272	193	402	554	466	885
	95.0%	94.0%	96.0%	91.0%	96.0%	97.0%	94.0%	96.0%	95.0%	94.0%	90.0%	95.0%	97.0%	97.0%	95.0%	94.0%	76.0%	100.0%	93.0%	96.0%	96.0%	97.0%	91.0%	95.0%	98.0%
					C	C						J	J	J								R		V	VW

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K/L/M - N/O/P/Q - R/S/T/U - V/W/X Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

1_4. [Someone else I know] Knowing this, do you feel like you, a close friend, a family member, or someone else you know has ever been the victim of a scam that took place in and around tax season time?

		GENDER		AGE			EDUCATION				DEM B Use social media				DEM A Use the internet				Visit social networking sites				DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	2009	904	1105	450	837	722	143	467	849	550	559	355	380	715	1913	77	11	7	1073	293	213	429	618	504	887
Weighted	2009	974	1035	561	743	705	218	694	788	309	581	333	379	716	1904	82*	12**	10**	1111	284	200	413	612	491	906
Someone else I know																									
Yes	171	105	67	83	51	37	21	58	65	28	72	37	39	24	155	11	1	4	113	18	17	23	89	39	43
	9.0%	11.0%	6.0%	15.0%	7.0%	5.0%	9.0%	8.0%	8.0%	9.0%	12.0%	11.0%	10.0%	3.0%	8.0%	14.0%	9.0%	39.0%	10.0%	6.0%	9.0%	5.0%	15.0%	8.0%	5.0%
		B		DE							M	M	M						U				WX		
No	1838	870	968	477	692	668	198	636	723	281	509	296	340	692	1749	71	11	6	998	266	183	391	523	452	863
	91.0%	89.0%	94.0%	85.0%	93.0%	95.0%	91.0%	92.0%	92.0%	91.0%	88.0%	89.0%	90.0%	97.0%	92.0%	86.0%	91.0%	61.0%	90.0%	94.0%	91.0%	95.0%	85.0%	92.0%	95.0%
		A			C	C								JKL									R	V	VW

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K/L/M - N/O/P/Q - R/S/T/U - V/W/X Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

1. [SUMMARY - YES] Knowing this, do you feel like you, a close friend, a family member, or someone else you know has ever been the victim of a scam that took place in and around tax season time?

	Total	GENDER		AGE			EDUCATION				DEM B Use social media				DEM A Use the internet				Visit social networking sites				DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	2009	904	1105	450	837	722	143	467	849	550	559	355	380	715	1913	77	11	7	1073	293	213	429	618	504	887
Weighted	2009	974	1035	561	743	705	218	694	788	309	581	333	379	716	1904	82*	12**	10**	1111	284	200	413	612	491	906
Someone else I know	171	105	67	83	51	37	21	58	65	28	72	37	39	24	155	11	1	4	113	18	17	23	89	39	43
	9.0%	11.0%	6.0%	15.0%	7.0%	5.0%	9.0%	8.0%	8.0%	9.0%	12.0%	11.0%	10.0%	3.0%	8.0%	14.0%	9.0%	39.0%	10.0%	6.0%	9.0%	5.0%	15.0%	8.0%	5.0%
		B		DE							M	M	M						U				WX	X	
Family member	104	59	45	49	33	22	12	31	42	19	55	18	10	21	96	5	3	0	73	12	7	12	52	20	21
	5.0%	6.0%	4.0%	9.0%	4.0%	3.0%	6.0%	4.0%	5.0%	6.0%	10.0%	5.0%	3.0%	3.0%	5.0%	6.0%	24.0%	-	7.0%	4.0%	4.0%	3.0%	9.0%	5.0%	2.0%
				DE							KLM								U				WX	X	
Close friend	96	61	35	51	30	16	9	34	36	18	54	18	9	15	89	6	1	0	64	14	8	10	52	20	24
	5.0%	6.0%	3.0%	9.0%	4.0%	2.0%	4.0%	5.0%	5.0%	6.0%	9.0%	5.0%	2.0%	2.0%	5.0%	7.0%	6.0%	-	6.0%	5.0%	4.0%	3.0%	9.0%	4.0%	3.0%
		B		DE							LM	M							U				WX		
Yourself	92	60	33	44	31	17	10	30	37	15	39	19	20	15	81	9	2	0	62	14	10	8	56	17	18
	5.0%	6.0%	3.0%	8.0%	4.0%	2.0%	5.0%	4.0%	5.0%	5.0%	7.0%	6.0%	5.0%	2.0%	4.0%	11.0%	16.0%	5.0%	6.0%	5.0%	5.0%	2.0%	9.0%	4.0%	2.0%
		B		DE							M	M	M			N			U	U	U		WX		

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K/L/M - N/O/P/Q - R/S/T/U - V/W/X Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

2. How much money would you estimate you, a close friend, a family member, or someone else you know has lost due to scams that took place in and around tax season time?

		GENDER		AGE			EDUCATION				DEM B Use social media				DEM A Use the internet				Visit social networking sites				DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Ever Been the victim of scam	249	136	113	99	87	63	20	51	105	73	104	60	49	36	226	16	4	3	157	33	27	32	130	64	55
Weighted	280	165	114*	138*	80*	61*	33**	92*	109*	45*	119*	57*	57*	45*	250	21**	5**	4**	183	34**	26**	37**	138	69*	73*
$25 - $100	25	14	11	18	4	2	2	12	7	5	6	10	9	0	21	4	0	0	16	5	3	1	12	8	5
	9.0%	9.0%	9.0%	13.0%	5.0%	4.0%	5.0%	13.0%	6.0%	11.0%	5.0%	17.0% JM	16.0% M	-	9.0%	17.0%	-	-	9.0%	15.0%	13.0%	2.0%	9.0%	12.0%	7.0%
$101 - $250	12	7	5	7	2	3	0	5	6	1	3	5	3	1	12	0	0	0	8	0	0	4	3	6	2
	4.0%	4.0%	4.0%	5.0%	3.0%	5.0%	-	5.0%	6.0%	3.0%	3.0%	8.0%	6.0%	2.0%	5.0%	-	-	-	4.0%	-	-	12.0%	3.0%	9.0%	3.0%
$251 - $750	28	16	12	14	9	6	7	6	12	2	14	7	5	2	25	3	0	0	19	4	5	0	20	2	6
	10.0%	10.0%	11.0%	10.0%	11.0%	9.0%	22.0%	7.0%	11.0%	5.0%	12.0%	12.0%	9.0%	4.0%	10.0%	14.0%	-	-	11.0%	11.0%	18.0%	-	14.0% W	4.0%	8.0%
$750 - $1200	23	20	3	15	3	5	2	6	11	4	15	6	2	0	20	1	2	0	20	1	1	2	18	6	0
	8.0%	12.0% B	3.0%	11.0%	4.0%	9.0%	5.0%	7.0%	10.0%	9.0%	13.0% M	11.0%	4.0%	-	8.0%	6.0%	35.0%	-	11.0%	3.0%	3.0%	4.0%	13.0% X	8.0% X	-
Above $1201	51	26	24	22	17	12	10	13	16	12	25	11	7	8	46	3	2	0	37	4	2	7	29	11	11
	18.0%	16.0%	21.0%	16.0%	21.0%	20.0%	30.0%	14.0%	15.0%	26.0%	21.0%	19.0%	12.0%	17.0%	18.0%	15.0%	42.0%	-	20.0%	13.0%	9.0%	19.0%	21.0%	16.0%	14.0%
I didn't lose any money from the scam	101	58	44	47	28	26	7	38	42	14	44	15	17	26	93	8	0	0	61	18	9	12	41	23	37
	36.0%	35.0%	38.0%	34.0%	35.0%	43.0%	23.0%	41.0%	38.0%	32.0%	37.0%	26.0%	29.0%	57.0% JKL	37.0%	40.0%	-	-	34.0%	53.0%	36.0%	33.0%	30.0%	34.0%	51.0% V
I don't know how much I've lost due to tax season-related scams	39	23	16	16	17	6	5	12	16	6	12	4	14	9	33	2	1	4	21	2	5	11	15	12	12
	14.0%	14.0%	14.0%	11.0%	21.0%	10.0%	15.0%	13.0%	14.0%	14.0%	10.0%	7.0%	24.0% JK	19.0%	13.0%	7.0%	23.0%	100.0%	12.0%	4.0%	21.0%	30.0%	11.0%	17.0%	16.0%
Summary																									
Mean	6960.9	6137.5	8222.4	2835	7035.8	17750.9	10197	5504.7	7096.5	6472.2	4457.4	8428.3	3862.3	24601	7117.9	1202.6	19147.4	0	3573.7	2058.5	7950.7	36732.4	4682.2	7109.2	14662

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K/L/M - N/O/P/Q - R/S/T/U - V/W/X Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

3. Which of the following scams, that took place in and around tax season time, have you, close friend, family member, or someone else you know been exposed to?

	Total	GENDER Male	GENDER Female	AGE 18-34	AGE 35-54	AGE 55+	EDUCATION <HS	EDUCATION HS	EDUCATION Post Sec	EDUCATION Univ Grad	DEM B Use social media Daily/few times a day	DEM B Weekly/few times weekly	DEM B About once a month / few times a month	DEM B Never	DEM A Use the internet Daily/few times a day	DEM A Weekly/few times weekly	DEM A About once a month / few times a month	DEM A Never	Visit social networking sites Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	DEM C Active	DEM C Passive	DEM C Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	2009	904	1105	450	837	722	143	467	849	550	559	355	380	715	1913	77	11	7	1073	293	213	429	618	504	887
Weighted	2009	974	1035	561	743	705	218	694	788	309	581	333	379	716	1904	82*	12**	10**	1111	284	200	413	612	491	906
Phishing emails/telephone calls (i.e. giving personal information to people over the phone or to websites attempting to pass themselves off as a trustworthy source)	226	120	105	76	88	61	16	56	100	55	85	47	47	46	213	11	0	2	129	40	31	25	109	62	54
	11.0%	12.0%	10.0%	14.0%	12.0%	9.0%	7.0%	8.0%	13.0%	18.0%	15.0%	14.0%	12.0%	6.0%	11.0%	13.0%	-	23.0%	12.0%	14.0%	15.0%	6.0%	18.0%	13.0%	6.0%
				E					G	FGH	M	M	M						U	U	U		WX	X	
Identity theft (i.e having personal or financial information stolen from your online accounts, your mail or other possessions relating to your taxes)	109	66	42	56	38	15	12	29	46	22	45	30	21	13	102	7	0	0	77	19	7	6	65	25	18
	5.0%	7.0%	4.0%	10.0%	5.0%	2.0%	5.0%	4.0%	6.0%	7.0%	8.0%	9.0%	6.0%	2.0%	5.0%	8.0%	-	-	7.0%	7.0%	4.0%	2.0%	11.0%	5.0%	2.0%
			B	DE	E					G	M	M	M						U	U			WX	X	
Abuse of charitable organizations and deductions	86	47	39	29	28	28	4	21	40	21	40	18	15	13	82	1	2	0	47	18	5	17	45	23	18
	4.0%	5.0%	4.0%	5.0%	4.0%	4.0%	2.0%	3.0%	5.0%	7.0%	7.0%	5.0%	4.0%	2.0%	4.0%	2.0%	19.0%	-	4.0%	6.0%	2.0%	4.0%	7.0%	5.0%	2.0%
										FG	M	M	M										X	X	
Tax preparer fraud ...	52	30	22	28	18	6	4	18	20	11	26	13	6	7	50	1	1	0	41	5	3	4	32	11	10
	3.0%	3.0%	2.0%	5.0%	2.0%	1.0%	2.0%	3.0%	3.0%	3.0%	5.0%	4.0%	2.0%	1.0%	3.0%	2.0%	6.0%	-	4.0%	2.0%	2.0%	1.0%	5.0%	2.0%	1.0%
				DE	E						LM	M							U				WX		
Other	40	22	18	18	8	14	9	12	16	3	18	9	7	6	34	4	1	0	25	3	3	9	19	11	10
	2.0%	2.0%	2.0%	3.0%	1.0%	2.0%	4.0%	2.0%	2.0%	1.0%	3.0%	3.0%	2.0%	1.0%	2.0%	5.0%	11.0%	-	2.0%	1.0%	2.0%	2.0%	3.0%	2.0%	1.0%
				D				I			M	M				N							X		
I haven't been exposed to any tax season-related scams	1604	747	856	399	597	607	181	578	616	228	422	245	297	639	1526	61	8	7	861	222	160	359	412	382	810
	80.0%	77.0%	83.0%	71.0%	80.0%	86.0%	83.0%	83.0%	78.0%	74.0%	73.0%	74.0%	78.0%	89.0%	80.0%	74.0%	70.0%	77.0%	78.0%	78.0%	80.0%	87.0%	67.0%	78.0%	89.0%
			A		C	CD	I	HI						JKL								RST		V	VW

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K/L/M - N/O/P/Q - R/S/T/U - V/W/X Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

4. Would you say you know the proper outlets to report incidents of fraud should you become the victims of such scams?

	Total	GENDER		AGE			EDUCATION				DEM B Use social media				DEM A Use the internet				Visit social networking sites				DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	2009	904	1105	450	837	722	143	467	849	550	559	355	380	715	1913	77	11	7	1073	293	213	429	618	504	887
Weighted	2009	974	1035	561	743	705	218	694	788	309	581	333	379	716	1904	82*	12**	10**	1111	284	200	413	612	491	906
Yes	924	496	428	211	311	403	90	334	376	124	275	164	177	309	874	41	8	2	507	128	84	205	300	241	384
	46.0%	51.0%	41.0%	38.0%	42.0%	57.0%	41.0%	48.0%	48.0%	40.0%	47.0%	49.0%	47.0%	43.0%	46.0%	49.0%	68.0%	23.0%	46.0%	45.0%	42.0%	49.0%	49.0%	49.0%	42.0%
		B				CD		I	I														X	X	
No	1085	478	606	350	432	303	128	360	411	185	306	169	203	407	1030	42	4	7	604	155	116	209	312	250	522
	54.0%	49.0%	59.0%	62.0%	58.0%	43.0%	59.0%	52.0%	52.0%	60.0%	53.0%	51.0%	53.0%	57.0%	54.0%	51.0%	32.0%	77.0%	54.0%	55.0%	58.0%	51.0%	51.0%	51.0%	58.0%
			A	E	E					GH															VW

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K/L/M - N/O/P/Q - R/S/T/U - V/W/X Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

5. Which of the following sources do you seek guidance from during tax season?

	Total	GENDER		AGE			EDUCATION				DEM B Use social media				DEM A Use the internet				Visit social networking sites				DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	Daily/few times a day	Weekly/few times weekly	About once a month / few times a month	Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	2009	904	1105	450	837	722	143	467	849	550	559	355	380	715	1913	77	11	7	1073	293	213	429	618	504	887
Weighted	2009	974	1035	561	743	705	218	694	788	309	581	333	379	716	1904	82*	12**	10**	1111	284	200	413	612	491	906
Professional accountant	828	381	448	234	287	308	79	295	339	116	253	140	150	286	784	39	4	2	453	121	78	176	267	216	346
	41.0%	39.0%	43.0%	42.0%	39.0%	44.0%	36.0%	42.0%	43.0%	38.0%	43.0%	42.0%	40.0%	40.0%	41.0%	47.0%	33.0%	18.0%	41.0%	43.0%	39.0%	43.0%	44.0%	44.0%	38.0%
									I																
Family member/friends	591	257	334	301	193	98	71	191	216	114	190	112	129	161	569	16	3	3	391	84	52	64	214	161	216
	29.0%	26.0%	32.0%	54.0%	26.0%	14.0%	33.0%	28.0%	27.0%	37.0%	33.0%	34.0%	34.0%	22.0%	30.0%	19.0%	25.0%	30.0%	35.0%	30.0%	26.0%	15.0%	35.0%	33.0%	24.0%
			A	DE	E					GH	M	M	M						TU	U	U		X	X	
Online sources	359	207	152	142	142	74	22	87	147	103	124	65	80	89	344	12	3	0	215	57	37	50	145	93	121
	18.0%	21.0%	15.0%	25.0%	19.0%	11.0%	10.0%	12.0%	19.0%	33.0%	21.0%	20.0%	21.0%	12.0%	18.0%	15.0%	21.0%	5.0%	19.0%	20.0%	18.0%	12.0%	24.0%	19.0%	13.0%
			B	DE	E				FG	FGH	M	M	M						U	U			X	X	
Financial advisor	336	164	172	103	120	113	30	95	147	64	111	71	67	88	321	13	2	0	198	50	29	58	144	79	113
	17.0%	17.0%	17.0%	18.0%	16.0%	16.0%	14.0%	14.0%	19.0%	21.0%	19.0%	21.0%	18.0%	12.0%	17.0%	15.0%	14.0%	-	18.0%	18.0%	14.0%	14.0%	24.0%	16.0%	12.0%
									G	FG	M	M	M										WX		
Other	157	85	73	33	58	66	21	62	59	16	41	28	26	61	146	10	1	0	84	23	15	35	50	44	63
	8.0%	9.0%	7.0%	6.0%	8.0%	9.0%	10.0%	9.0%	7.0%	5.0%	7.0%	9.0%	7.0%	9.0%	8.0%	12.0%	11.0%	-	8.0%	8.0%	7.0%	9.0%	8.0%	9.0%	7.0%
						C		I																	
None of these	353	190	163	61	141	151	44	122	133	54	97	40	58	158	337	9	3	5	171	40	45	97	85	64	204
	18.0%	20.0%	16.0%	11.0%	19.0%	21.0%	20.0%	18.0%	17.0%	17.0%	17.0%	12.0%	15.0%	22.0%	18.0%	11.0%	22.0%	48.0%	15.0%	14.0%	22.0%	23.0%	14.0%	13.0%	23.0%
			B		C	C								JKL							RS	RS			VW

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K/L/M - N/O/P/Q - R/S/T/U - V/W/X Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing