

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?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	2009	252	208	139	756	490	164	572	348	460	328	482	1406
Weighted	2009	269	213	131	770	483	143	650	359	428	275	426	1418
Yourself													
Yes	92	12	13	5	40	16	6	43	18	14	8	18	55
	5.0%	4.0%	6.0%	4.0%	5.0%	3.0%	4.0%	7.0%	5.0%	3.0%	3.0%	4.0%	4.0%
No								IJ					
	1917	258	200	126	730	466	137	607	341	414	268	408	1363
	95.0%	96.0%	94.0%	96.0%	95.0%	97.0%	96.0%	93.0%	95.0%	97.0%	97.0%	96.0%	96.0%
										G	G		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L Overlap formulae used.

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?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	2009	252	208	139	756	490	164	572	348	460	328	482	1406
Weighted	2009	269	213	131	770	483	143	650	359	428	275	426	1418
Close friend													
Yes	96	14	16	5	38	19	5	32	21	14	12	17	50
	5.0%	5.0%	8.0%	3.0%	5.0%	4.0%	3.0%	5.0%	6.0%	3.0%	4.0%	4.0%	4.0%
No	1913	256	197	126	733	463	138	618	338	414	263	408	1368
	95.0%	95.0%	92.0%	97.0%	95.0%	96.0%	97.0%	95.0%	94.0%	97.0%	96.0%	96.0%	96.0%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L Overlap formulae used.

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?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	2009	252	208	139	756	490	164	572	348	460	328	482	1406
Weighted	2009	269	213	131	770	483	143	650	359	428	275	426	1418
Family member													
Yes	104	13	13	6	47	21	4	39	20	19	11	22	61
	5.0%	5.0%	6.0%	5.0%	6.0%	4.0%	3.0%	6.0%	5.0%	4.0%	4.0%	5.0%	4.0%
No	1905	256	200	125	723	461	139	611	339	409	264	404	1356
	95.0%	95.0%	94.0%	95.0%	94.0%	96.0%	97.0%	94.0%	95.0%	96.0%	96.0%	95.0%	96.0%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L Overlap formulae used.

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?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	2009	252	208	139	756	490	164	572	348	460	328	482	1406
Weighted	2009	269	213	131	770	483	143	650	359	428	275	426	1418
Someone else I know													
Yes	171	19	19	10	76	34	13	66	27	38	17	31	106
	9.0%	7.0%	9.0%	8.0%	10.0%	7.0%	9.0%	10.0%	7.0%	9.0%	6.0%	7.0%	8.0%
No	1838	250	194	121	695	449	129	584	332	390	259	395	1311
	91.0%	93.0%	91.0%	92.0%	90.0%	93.0%	91.0%	90.0%	93.0%	91.0%	94.0%	93.0%	92.0%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L Overlap formulae used.

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?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	2009	252	208	139	756	490	164	572	348	460	328	482	1406
Weighted	2009	269	213	131	770	483	143	650	359	428	275	426	1418
Someone else I know	171	19	19	10	76	34	13	66	27	38	17	31	106
	9.0%	7.0%	9.0%	8.0%	10.0%	7.0%	9.0%	10.0%	7.0%	9.0%	6.0%	7.0%	8.0%
Family member	104	13	13	6	47	21	4	39	20	19	11	22	61
	5.0%	5.0%	6.0%	5.0%	6.0%	4.0%	3.0%	6.0%	5.0%	4.0%	4.0%	5.0%	4.0%
Close friend	96	14	16	5	38	19	5	32	21	14	12	17	50
	5.0%	5.0%	8.0%	3.0%	5.0%	4.0%	3.0%	5.0%	6.0%	3.0%	4.0%	4.0%	4.0%
Yourself	92	12	13	5	40	16	6	43	18	14	8	18	55
	5.0%	4.0%	6.0%	4.0%	5.0%	3.0%	4.0%	7.0%	5.0%	3.0%	3.0%	4.0%	4.0%
								IJ					

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L Overlap formulae used.

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?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Ever Been the victim of scam	249	30	27	14	109	53	16	84	42	54	30	56	156
Weighted	280	38**	31**	15**	121*	56*	18**	108*	45*	54*	28**	48*	170
\$25 - \$100	25	6	2	2	12	2	2	19	3	1	2	5	16
	9.0%	15.0%	7.0%	11.0%	10.0%	4.0%	10.0%	18.0%	6.0%	2.0%	6.0%	10.0%	9.0%
								I					
\$101 - \$250	12	1	0	1	7	2	1	5	1	2	1	0	9
	4.0%	2.0%	-	3.0%	6.0%	4.0%	7.0%	5.0%	1.0%	3.0%	5.0%	-	5.0%
\$251 - \$750	28	5	1	1	16	3	2	8	7	6	3	4	16
	10.0%	14.0%	3.0%	5.0%	13.0%	6.0%	9.0%	8.0%	15.0%	12.0%	10.0%	8.0%	9.0%
\$750 - \$1200	23	2	3	0	6	11	1	8	4	6	4	4	17
	8.0%	6.0%	11.0%	-	5.0%	19.0%	7.0%	7.0%	10.0%	12.0%	15.0%	9.0%	10.0%
						D							
Above \$1201	51	8	7	2	26	5	4	15	9	12	8	10	31
	18.0%	20.0%	22.0%	10.0%	21.0%	10.0%	19.0%	14.0%	21.0%	21.0%	28.0%	20.0%	18.0%
I didn't lose any money from the scam	101	14	15	10	32	22	7	37	19	21	7	17	62
	36.0%	37.0%	50.0%	66.0%	27.0%	40.0%	40.0%	35.0%	42.0%	38.0%	27.0%	35.0%	36.0%
I don't know how much I've lost due to tax season-related scams	39	2	2	1	22	10	1	15	3	6	3	9	20
	14.0%	6.0%	7.0%	4.0%	18.0%	18.0%	7.0%	14.0%	6.0%	12.0%	10.0%	18.0%	12.0%
Summary													
Mean	6960.9	11329.9	8593.6	661.6	8537.4	973.6	1702.1	3010.3	8138.4	15636.1	6059.1	6651.3	8599.4

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	2009	252	208	139	756	490	164	572	348	460	328	482	1406
Weighted	2009	269	213	131	770	483	143	650	359	428	275	426	1418
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	41	28	13	103	26	15	72	40	56	29	53	154
	11.0%	15.0%	13.0%	10.0%	13.0%	5.0%	11.0%	11.0%	11.0%	13.0%	11.0%	12.0%	11.0%
		E	E		E		E						
Identity theft (i.e having personal or financial information stolen from your online accounts, your mail or other possessions relating to your taxes)													
	109	14	14	8	45	22	6	37	22	30	8	24	67
	5.0%	5.0%	6.0%	6.0%	6.0%	5.0%	4.0%	6.0%	6.0%	7.0%	3.0%	6.0%	5.0%
										J			
Abuse of charitable organizations and deductions													
	86	14	7	3	48	10	5	29	15	23	11	17	62
	4.0%	5.0%	3.0%	2.0%	6.0%	2.0%	3.0%	4.0%	4.0%	5.0%	4.0%	4.0%	4.0%
		E			E								
Tax preparer fraud ...													
	52	2	6	1	31	12	1	24	8	7	6	10	31
	3.0%	1.0%	3.0%	1.0%	4.0%	2.0%	1.0%	4.0%	2.0%	2.0%	2.0%	2.0%	2.0%
					A								
Other													
	40	6	4	4	13	12	1	11	6	7	6	3	26
	2.0%	2.0%	2.0%	3.0%	2.0%	3.0%	1.0%	2.0%	2.0%	2.0%	2.0%	1.0%	2.0%
I haven't been exposed to any tax season-related scams													
	1604	208	168	106	584	418	120	513	288	329	229	343	1148
	80.0%	77.0%	79.0%	81.0%	76.0%	87.0%	84.0%	79.0%	80.0%	77.0%	83.0%	81.0%	81.0%
						ABD	D				I		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L Overlap formulae used.

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	2009	252	208	139	756	490	164	572	348	460	328	482	1406
Weighted	2009	269	213	131	770	483	143	650	359	428	275	426	1418
Yes	924	142	124	65	355	166	72	294	174	194	129	165	694
	46.0%	53.0%	58.0%	50.0%	46.0%	34.0%	51.0%	45.0%	49.0%	45.0%	47.0%	39.0%	49.0%
		E	DE	E	E		E						K
No	1085	127	89	65	415	316	71	356	185	234	146	261	724
	54.0%	47.0%	42.0%	50.0%	54.0%	66.0%	49.0%	55.0%	51.0%	55.0%	53.0%	61.0%	51.0%
					B	ABCD						L	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L Overlap formulae used.

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	2009	252	208	139	756	490	164	572	348	460	328	482	1406
Weighted	2009	269	213	131	770	483	143	650	359	428	275	426	1418
Professional accountant	828	117	72	63	314	216	47	240	164	186	115	174	573
	41.0%	43.0%	34.0%	49.0%	41.0%	45.0%	33.0%	37.0%	46.0%	43.0%	42.0%	41.0%	40.0%
		F		BF		BF			G				
Family member/friends	591	57	54	42	213	180	45	221	98	124	73	147	372
	29.0%	21.0%	25.0%	32.0%	28.0%	37.0%	32.0%	34.0%	27.0%	29.0%	26.0%	35.0%	26.0%
				A		ABD	A	HJ				L	
Online sources	359	37	39	23	149	90	20	114	70	83	53	100	232
	18.0%	14.0%	18.0%	17.0%	19.0%	19.0%	14.0%	18.0%	20.0%	19.0%	19.0%	24.0%	16.0%
												L	
Financial advisor	336	39	30	26	140	84	17	92	58	78	68	72	239
	17.0%	14.0%	14.0%	20.0%	18.0%	17.0%	12.0%	14.0%	16.0%	18.0%	25.0%	17.0%	17.0%
											GHI		
Other	157	23	27	10	52	33	12	54	29	40	13	35	115
	8.0%	9.0%	13.0%	8.0%	7.0%	7.0%	9.0%	8.0%	8.0%	9.0%	5.0%	8.0%	8.0%
			DE							J			
None of these	353	54	50	22	150	50	27	112	54	65	57	63	271
	18.0%	20.0%	24.0%	17.0%	19.0%	10.0%	19.0%	17.0%	15.0%	15.0%	21.0%	15.0%	19.0%
		E	E		E		E						K

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L Overlap formulae used.