



CIFAS – ONLINE FRAUD OMNIBUS

Methodology: ComRes interviewed 2,039 GB adults online between 18th and 19th September 2017. Data were weighted to be representative of all British adults aged 18+ by age, gender, region and socio-economic grade. ComRes is a member of the British Polling Council and abides by its rules.

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Online Fraud Survey
ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 1
Q1. How effective, if at all, do you think the following are at tackling online fraud?
Base: All respondents
Summary table

	National Government	Local Government	Police and law enforcement	Banks and Credit Card companies	Trading Standards
Unweighted base	2039	2039	2039	2039	2039
Weighted base	2039	2039	2039	2039	2039
NET: Effective	798 39%	596 29%	1126 55%	1420 70%	1052 52%
Very effective (4)	69 3%	53 3%	161 8%	319 16%	154 8%
Somewhat effective (3)	729 36%	543 27%	965 47%	1101 54%	898 44%
Somewhat ineffective (2)	574 28%	636 31%	438 21%	283 14%	401 20%
Very ineffective (1)	299 15%	400 20%	202 10%	119 6%	171 8%
NET: Ineffective	873 43%	1036 51%	641 31%	402 20%	572 28%
Don't know	369 18%	407 20%	273 13%	217 11%	415 20%
Mean	2.34	2.15	2.61	2.89	2.64
Standard deviation	0.82	0.83	0.81	0.76	0.80
Standard error	0.02	0.02	0.02	0.02	0.02

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 2
Q1. How effective, if at all, do you think the following are at tackling online fraud?
Base: All respondents
National Government

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2039	1013	1026	255	279	325	356	316	508	534	681	824	463	590	409	577	217	807
Weighted base	2039	995	1044	228	351	328	363	300	469	579	691	769	546	568	420	505	258	917
NET: Effective	798 39%	409 41%	388 37%	107 47%GH	138 39%	144 44%GH	152 42%gH	100 33%	156 33%	245 42%K	296 43%K	256 33%	256 47%MNO	217 38%	144 34%	181 36%	104 40%	391 43%
Very effective	(4) 69 3%	38 4%	31 3%	10 4%gh	19 5%GH	11 3%	16 5%gH	5 2%	8 2%	29 5%K	27 4%K	13 2%	31 6%NO	19 3%	10 2%	9 2%	17 7%	35 4%
Somewhat effective	(3) 729 36%	371 37%	358 34%	97 43%dGH	119 34%	133 41%GH	135 37%	96 32%	148 32%	216 37%k	269 39%K	244 32%	225 41%mNO	198 35%	134 32%	172 34%	87 34%	356 39%
Somewhat ineffective	(2) 574 28%	298 30%	276 26%	60 26%	79 22%	71 21%	95 26%	96 32%DE	174 37%CDEF	139 24%	165 24%	270 35%IJ	153 28%	155 27%	138 33%O	128 25%	76 30%	223 24%
Very ineffective	(1) 299 15%	154 15%	145 14%	17 8%	49 14%c	34 10%	55 15%C	56 19%CE	87 19%CE	67 11%	89 13%	143 19%IJ	68 12%	81 14%	65 15%	85 17%l	35 13%	115 12%
NET: Ineffective	873 43%	452 45%B	420 40%	77 34%	128 36%	104 32%	150 41%E	152 51%CDEF	261 56%CDEF	205 35%	254 37%	414 54%IJ	221 40%	236 42%	203 48%Lm	213 42%	111 43%	337 37%
Don't know	369 18%	133 13%	235 23%A	44 19%H	85 24%fGH	80 24%FGH	61 17%H	47 16%h	52 11%	128 22%K	141 20%K	99 13%	69 13%	115 20%L	73 17%l	111 22%L	43 17%	189 21%
Mean	2.34	2.34	2.34	2.54fGH	2.41GH	2.49GH	2.38GH	2.19	2.19	2.46K	2.43K	2.19	2.46mNO	2.34	2.26	2.27	2.40	2.43
Standard deviation	0.82	0.82	0.81	0.74	0.87	0.78	0.84	0.80	0.78	0.82	0.82	0.79	0.82	0.82	0.79	0.82	0.85	0.81
Standard error	0.02	0.03	0.03	0.05	0.06	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.04	0.04	0.04	0.04	0.06	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
 Overlap formulae used.

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 3
Q1. How effective, if at all, do you think the following are at tackling online fraud?
Base: All respondents
National Government

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	193	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	2039	179	102*	1758	86*	234	171	184	153	196	271	283	179
NET: Effective	798 39%	67 37%	35 34%	696 40%	35 40%	91 39%	62 36%	83 45%j	62 40%	70 36%	103 38%	117 41%	75 42%
Very effective	(4) 69 3%	5 3%	1 1%	64 4%	2 3%	3 1%	9 5%bfj	15 8%ABFJIM	6 4%	3 1%	12 4%	9 3%	4 2%
Somewhat effective	(3) 729 36%	62 34%	34 33%	633 36%	32 38%	87 37%	53 31%	68 37%	55 36%	67 34%	91 34%	108 38%	72 40%
Somewhat ineffective	(2) 574 28%	56 31%M	29 29%	489 28%	19 22%	79 34%eHLM	54 32%M	42 23%	50 33%hM	65 33%hIM	75 28%	68 24%	37 20%
Very ineffective	(1) 299 15%	27 15%	16 16%	255 15%	14 16%	42 18%i	28 17%	25 14%	15 10%	29 15%	40 15%	39 14%	24 13%
NET: Ineffective	873 43%	83 46%M	45 44%	744 42%	33 38%	121 51%eHKLM	82 48%hIM	68 37%	65 42%	93 48%hIM	115 42%	108 38%	60 34%
Don't know	369 18%	30 17%f	22 21%F	317 18%	19 22%F	23 10%	27 16%	33 18%F	27 17%f	33 17%f	53 19%F	59 21%F	44 24%Fg
Mean	2.34	2.29	2.25	2.35	2.35	2.25	2.29	2.48abFJ	2.42f	2.27	2.34	2.39	2.41
Standard deviation	0.82	0.80	0.78	0.82	0.84	0.79	0.85	0.89	0.76	0.76	0.84	0.82	0.81
Standard error	0.02	0.06	0.08	0.02	0.10	0.06	0.07	0.08	0.07	0.06	0.06	0.06	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 4
Q1. How effective, if at all, do you think the following are at tackling online fraud?
Base: All respondents
Local Government

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2039	1013	1026	255	279	325	356	316	508	534	681	824	463	590	409	577	217	807
Weighted base	2039	995	1044	228	351	328	363	300	469	579	691	769	546	568	420	505	258	917
NET: Effective	596 29%	295 30%	301 29%	88 39%GH	119 34%GH	116 35%GH	119 33%GH	70 23%	85 18%	207 36%K	235 34%K	155 20%	189 35% mNO	163 29%	107 26%	138 27%	92 36%	296 32%
Very effective	(4) 53 3%	26 3%	27 3%	9 4%H	13 4%H	7 2%	15 4%H	5 2%	4 1%	22 4%K	23 3%K	9 1%	18 3% o	15 3%	14 3% o	6 1%	7 3%	31 3%
Somewhat effective	(3) 543 27%	269 27%	274 26%	79 35%GH	106 30%GH	108 33%GH	104 29% gH	65 22%	81 17%	185 32%K	212 31%K	146 19%	171 31%N	147 26%	93 22%	132 26%	86 33%	265 29%
Somewhat ineffective	(2) 636 31%	323 32%	312 30%	67 29%	84 24%	93 28%	103 28%	102 34%D	187 40% CDEF	151 26%	195 28%	290 38% IJ	168 31%	183 32%	143 34% o	141 28%	72 28%	262 29%
Very ineffective	(1) 400 20%	222 22% B	178 17%	26 11%	59 17%	48 15%	72 20% C	75 25% CDE	121 26% CDEf	85 15%	120 17%	195 25% IJ	101 19%	91 16%	97 23% M	111 22% M	53 21%	153 17%
NET: Ineffective	1036 51%	545 55% B	490 47%	93 41%	143 41%	140 43%	175 48%	177 59% CDEF	308 66% CDEFg	236 41%	315 46%	485 63% IJ	269 49%	274 48%	241 57% LMO	252 50%	125 48%	415 45%
Don't know	407 20%	155 16%	252 24% A	48 21%	88 25% gH	72 22% h	69 19%	53 18%	77 16%	136 23% K	141 20%	130 17%	88 16%	132 23% LN	72 17%	115 23% Ln	40 16%	206 22% p
Mean	2.15	2.12	2.19	2.39fGH	2.28GH	2.29GH	2.21GH	2.00	1.92	2.32K	2.25K	1.95	2.23NO	2.20no	2.07	2.09	2.21	2.24
Standard deviation	0.83	0.83	0.82	0.79	0.87	0.80	0.87	0.81	0.74	0.84	0.84	0.77	0.84	0.80	0.84	0.83	0.85	0.84
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.04	0.05	0.04	0.06	0.03

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
 Overlap formulae used.

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 5
Q1. How effective, if at all, do you think the following are at tackling online fraud?
Base: All respondents
Local Government

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	193	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	2039	179	102*	1758	86*	234	171	184	153	196	271	283	179
NET: Effective	596 29%	54 30%b	20 20%	522 30%B	27 32%b	56 24%	48 28%	62 34%Bf	45 29%	51 26%	84 31%b	92 33%Bf	57 32%b
Very effective (4)	53 3%	4 2%	2 2%	47 3%	4 4%j	2 1%	4 2%	9 5%FJ	3 2%	1 1%	11 4%fJ	7 3%	6 3%j
Somewhat effective (3)	543 27%	50 28%b	18 18%	475 27%b	24 28%	53 23%	45 26%	53 29%b	42 27%	50 26%	73 27%	85 30%B	51 28%b
Somewhat ineffective (2)	636 31%	53 29%	30 29%	553 31%	24 28%	92 39%aHKLM	55 32%m	52 28%	53 35%M	78 40%aeHKLM	76 28%	82 29%	40 22%
Very ineffective (1)	400 20%	36 20%	25 24%	339 19%	15 18%	55 23%	37 22%	34 18%	30 20%	33 17%	48 18%	53 19%	34 19%
NET: Ineffective	1036 51%	89 50%	55 54%m	892 51%	39 46%	147 63%AEHKLM	93 54%M	86 47%	83 54%m	111 57%hkIM	124 46%	135 48%	75 42%
Don't know	407 20%	36 20%	27 26%Fij	343 20%	19 22%f	32 13%	30 18%	36 20%	26 17%	34 17%	63 23%F	56 20%	48 27%Fgij
Mean	2.15	2.15	1.96	2.16b	2.23bf	2.02	2.11	2.26BF	2.14	2.12	2.22BF	2.20BF	2.22bf
Standard deviation	0.83	0.84	0.82	0.83	0.87	0.76	0.83	0.88	0.80	0.72	0.86	0.84	0.89
Standard error	0.02	0.07	0.09	0.02	0.10	0.05	0.07	0.08	0.07	0.05	0.06	0.06	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 6
Q1. How effective, if at all, do you think the following are at tackling online fraud?
Base: All respondents
Police and law enforcement

	Total	Gender		Age									Social Grade				Employment Sector		
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)	
Unweighted base	2039	1013	1026	255	279	325	356	316	508	534	681	824	463	590	409	577	217	807	
Weighted base	2039	995	1044	228	351	328	363	300	469	579	691	769	546	568	420	505	258	917	
NET: Effective	1126 55%	559 56%	567 54%	130 57%D	161 46%	190 58%D	209 58%D	172 57%D	265 56%D	290 50%	399 58%I	437 57%I	327 60%N	308 54%	217 52%	274 54%	143 56%	509 56%	
Very effective	(4) 8%	161 8%	78 8%	83 8%	14 6%	28 8%	34 10%G	33 9%g	14 5%	38 8%g	42 7%	67 10%k	52 7%	51 9%	49 9%	29 7%	33 7%	23 9%	68 7%
Somewhat effective	(3) 47%	965 48%	480 46%	484 51%D	115 38%	133 47%D	156 47%D	176 49%D	158 53%D	226 48%D	248 43%	332 48%	384 50%I	276 51%	259 46%	189 45%	241 48%	120 47%	442 48%
Somewhat ineffective	(2) 21%	438 22%	220 21%	218 21%	45 20%	73 21%	61 19%	78 22%	67 22%	113 24%	118 20%	140 20%	181 24%	103 19%	131 23%	109 26%LO	95 19%	54 21%	180 20%
Very ineffective	(1) 10%	202 11%	109 9%	93 9%	15 7%	49 14%CE	25 8%	34 9%	27 9%	53 11%c	64 11%	59 9%	79 10%	58 11%	46 8%	43 10%	56 11%	33 13%q	78 8%
NET: Ineffective	641 31%	329 33%	312 30%	61 27%	122 35%ce	86 26%	112 31%	94 31%	166 35%CE	182 31%	198 29%	260 34%j	161 29%	177 31%	151 36%lo	151 30%	87 34%	258 28%	
Don't know	273 13%	107 11%	165 16%A	38 17%H	68 19%FGH	52 16%H	42 12%	33 11%	39 8%	106 18%jK	94 14%K	72 9%	58 11%	83 15%	51 12%	80 16%L	27 10%	150 16%p	
Mean	2.61	2.59	2.63	2.67d	2.50	2.72DH	2.65d	2.60	2.58	2.57	2.68ik	2.59	2.66	2.64	2.55	2.59	2.58	2.65	
Standard deviation	0.81	0.81	0.80	0.73	0.89	0.79	0.80	0.74	0.82	0.83	0.80	0.79	0.82	0.79	0.80	0.81	0.86	0.78	
Standard error	0.02	0.03	0.03	0.05	0.06	0.05	0.05	0.04	0.04	0.04	0.03	0.03	0.04	0.03	0.04	0.04	0.06	0.03	

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
 Overlap formulae used.

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 7
Q1. How effective, if at all, do you think the following are at tackling online fraud?
Base: All respondents
Police and law enforcement

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	193	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	2039	179	102*	1758	86*	234	171	184	153	196	271	283	179
NET: Effective	1126 55%	118 66%DbFGHJKL	54 53%	953 54%	54 63%k	125 53%	88 52%	99 54%	87 57%	105 54%	139 51%	150 53%	107 60%
Very effective	(4) 161 8%	15 9%	4 4%	142 8%	4 5%	11 5%	17 10%bfi	23 13%BFI	6 4%	14 7%	28 10%bfi	24 9%	13 7%
Somewhat effective	(3) 965 47%	102 57%DGHJKL	51 50%	812 46%	50 58%GHKL	113 48%	71 42%	76 41%	81 53%ghK	91 46%	110 41%	125 44%	94 52%ghK
Somewhat ineffective	(2) 438 21%	32 18%	20 20%	386 22%	12 14%	64 27%aEIM	45 26%aeM	35 19%	39 26%em	46 23%	60 22%	55 20%	29 16%
Very ineffective	(1) 202 10%	12 7%	14 14%a	177 10%	9 11%	26 11%	20 12%	19 11%	15 10%	21 11%	25 9%	27 10%	13 7%
NET: Ineffective	641 31%	44 24%	34 33%	563 32%a	22 25%	90 38%AeIM	66 38%AeIM	55 30%	54 35%aM	67 34%aM	85 31%	83 29%	42 23%
Don't know	273 13%	18 10%	14 13%	241 14%	10 12%	20 8%	17 10%	30 16%FI	12 8%	23 12%	47 17%aFgl	51 18%AFgl	31 17%aFI
Mean	2.61	2.75DBFGlj	2.50	2.61	2.65	2.51	2.55	2.67	2.55	2.57	2.63	2.63	2.72bF
Standard deviation	0.81	0.72	0.81	0.81	0.77	0.78	0.86	0.88	0.74	0.81	0.84	0.82	0.74
Standard error	0.02	0.05	0.08	0.02	0.09	0.05	0.07	0.07	0.06	0.06	0.06	0.05	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 8
Q1. How effective, if at all, do you think the following are at tackling online fraud?
Base: All respondents
Banks and Credit Card companies

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2039	1013	1026	255	279	325	356	316	508	534	681	824	463	590	409	577	217	807
Weighted base	2039	995	1044	228	351	328	363	300	469	579	691	769	546	568	420	505	258	917
NET: Effective	1420 70%	690 69%	730 70%	164 72%	234 67%	225 69%	260 72%	200 67%	337 72%	398 69%	485 70%	537 70%	400 73%O	408 72%O	288 69%	324 64%	188 73%	629 69%
Very effective	(4) 319 16%	143 14%	176 17%	38 17%	64 18%G	54 17%g	63 17%g	34 11%	66 14%	102 18%K	117 17%k	100 13%	103 19%nO	96 17%O	59 14%	61 12%	54 21%	145 16%
Somewhat effective	(3) 1101 54%	547 55%	555 53%	125 55%	171 49%	171 52%	197 54%	166 55%	271 58%D	296 51%	368 53%	437 57%i	298 55%	311 55%	230 55%	262 52%	134 52%	484 53%
Somewhat ineffective	(2) 283 14%	147 15%	136 13%	23 10%	45 13%	41 13%	42 11%	53 18%CF	80 17%CF	67 12%	83 12%	133 17%lJ	73 13%	80 14%	56 13%	74 15%	33 13%	111 12%
Very ineffective	(1) 119 6%	67 7%	52 5%	8 3%	22 6%	16 5%	26 7%c	26 9%CeH	21 4%	29 5%	42 6%	48 6%	24 4%	29 5%	32 8%l	34 7%	20 8%	54 6%
NET: Ineffective	402 20%	214 22%b	188 18%	30 13%	66 19%	57 17%	68 19%	80 27%CdEF	101 22%C	97 17%	125 18%	181 23%lJ	97 18%	109 19%	88 21%	108 21%	53 20%	165 18%
Don't know	217 11%	91 9%	126 12%a	34 15%fGH	50 14%GH	46 14%GH	35 10%	21 7%	31 7%	85 15%K	81 12%K	51 7%	48 9%	51 9%	43 10%	74 15%LMn	17 7%	122 13%P
Mean	2.89	2.85	2.93A	3.00Gh	2.92G	2.93G	2.91G	2.74	2.87G	2.95K	2.92K	2.82	2.96NO	2.92O	2.84	2.81	2.92	2.91
Standard deviation	0.76	0.77	0.75	0.69	0.80	0.75	0.79	0.79	0.71	0.76	0.77	0.75	0.74	0.75	0.79	0.77	0.83	0.76
Standard error	0.02	0.03	0.02	0.05	0.05	0.04	0.04	0.05	0.03	0.04	0.03	0.03	0.04	0.03	0.04	0.03	0.06	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
 Overlap formulae used.

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 9

Q1. How effective, if at all, do you think the following are at tackling online fraud?

Base: All respondents

Banks and Credit Card companies

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	193	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	2039	179	102*	1758	86*	234	171	184	153	196	271	283	179
NET: Effective	1420 70%	128 71%	64 63%	1228 70%	60 70%	157 67%	115 67%	127 69%	120 78%BFgKl	146 74%bk	178 66%	193 68%	131 73%
Very effective	(4) 319 16%	35 20%Bg	7 7%	277 16%B	12 14%	33 14%b	18 11%	32 18%B	26 17%B	33 17%B	48 18%Bg	47 17%B	28 15%b
Somewhat effective	(3) 1101 54%	93 52%	57 56%	951 54%	49 57%	124 53%	97 56%	95 52%	94 62%Kl	113 58%k	131 48%	146 52%	104 58%
Somewhat ineffective	(2) 283 14%	30 17%hi	17 17%hi	236 13%	9 11%	43 18%HIM	26 15%	18 10%	14 9%	28 14%	40 15%	41 14%	18 10%
Very ineffective	(1) 119 6%	7 4%	8 8%	104 6%	4 5%	17 7%	14 8%	15 8%j	8 5%	7 4%	16 6%	14 5%	9 5%
NET: Ineffective	402 20%	37 21%	26 25%im	340 19%	13 15%	61 26%ehjM	40 23%i	33 18%	22 14%	35 18%	55 20%	54 19%	27 15%
Don't know	217 11%	14 8%	12 12%	190 11%	12 14%f	16 7%	17 10%	23 13%f	11 7%	15 8%	38 14%Fij	36 13%f	21 12%
Mean	2.89	2.94Bfg	2.71	2.89B	2.93b	2.79	2.77	2.90b	2.97Bfg	2.95Bfg	2.90b	2.92B	2.94Bg
Standard deviation	0.76	0.75	0.75	0.76	0.71	0.80	0.77	0.83	0.71	0.70	0.80	0.76	0.72
Standard error	0.02	0.06	0.07	0.02	0.08	0.05	0.06	0.07	0.06	0.05	0.06	0.05	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Online Fraud Survey
ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 10
Q1. How effective, if at all, do you think the following are at tackling online fraud?
Base: All respondents
Trading Standards

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2039	1013	1026	255	279	325	356	316	508	534	681	824	463	590	409	577	217	807
Weighted base	2039	995	1044	228	351	328	363	300	469	579	691	769	546	568	420	505	258	917
NET: Effective	1052 52%	505 51%	547 52%	104 46%	172 49%	169 52%	208 57% <i>Cdg</i>	147 49%	253 54% <i>c</i>	276 48%	377 55% <i>l</i>	399 52%	282 52%	293 52%	227 54%	251 50%	143 56%	470 51%
Very effective	(4) 8%	154 7%	84 8%	15 7%	21 6%	22 7%	40 11% <i>dG</i>	18 6%	38 8%	37 6%	62 9%	55 7%	51 9%	41 7%	26 6%	35 7%	24 9%	60 7%
Somewhat effective	(3) 44%	435 44%	463 44%	89 39%	150 43%	147 45%	168 46%	129 43%	215 46%	239 41%	315 46%	344 45%	231 42%	252 44%	201 48%	215 43%	120 46%	411 45%
Somewhat ineffective	(2) 20%	401 23% <i>B</i>	174 17%	39 17%	63 18%	55 17%	69 19%	62 21%	112 24% <i>cdE</i>	103 18%	124 18%	174 23% <i>iJ</i>	120 22%	109 19%	78 19%	94 19%	42 16%	165 18%
Very ineffective	(1) 8%	103 10% <i>B</i>	68 7%	14 6%	33 9% <i>f</i>	23 7%	19 5%	38 13% <i>CEF</i>	44 9% <i>F</i>	47 8%	42 6%	82 11% <i>J</i>	48 9%	38 7%	34 8%	51 10% <i>m</i>	23 9%	67 7%
NET: Ineffective	572 28%	330 33% <i>B</i>	242 23%	53 23%	97 28%	78 24%	87 24%	100 33% <i>CEF</i>	156 33% <i>CEF</i>	150 26%	165 24%	256 33% <i>iJ</i>	168 31%	147 26%	112 27%	145 29%	65 25%	232 25%
Don't know	415 20%	160 16%	254 24% <i>A</i>	71 31% <i>FGH</i>	82 23% <i>H</i>	81 25% <i>gH</i>	67 19% <i>H</i>	53 18% <i>h</i>	60 13%	153 26% <i>jk</i>	148 21% <i>K</i>	114 15%	96 18%	129 23% <i>l</i>	80 19%	110 22%	49 19%	215 23%
Mean	2.64	2.57	2.71 <i>A</i>	2.67 <i>g</i>	2.60	2.68 <i>G</i>	2.78 <i>DGH</i>	2.51	2.60	2.62	2.73 <i>iK</i>	2.57	2.64	2.67	2.65	2.59	2.69	2.66
Standard deviation	0.80	0.81	0.77	0.77	0.81	0.77	0.76	0.84	0.80	0.79	0.76	0.82	0.82	0.76	0.77	0.82	0.82	0.77
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.04	0.05	0.04	0.04	0.03	0.03	0.04	0.04	0.04	0.06	0.03	

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 11
Q1. How effective, if at all, do you think the following are at tackling online fraud?
Base: All respondents
Trading Standards

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	193	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	2039	179	102*	1758	86*	234	171	184	153	196	271	283	179
NET: Effective	1052 52%	110 61%DEFGKL	53 52%	890 51%	36 42%	116 50%	82 48%	102 56%eK	97 63%EFGKLm	116 59%EfgKL	115 42%	135 48%	92 51%
Very effective	(4) 154 8%	13 7%e	10 10%Eg	131 7%	1 2%	13 6%	7 4%	19 10%Eg	14 9%E	17 9%E	22 8%e	23 8%e	13 7%e
Somewhat effective	(3) 898 44%	97 54%DbefgKLm	42 41%	759 43%	35 41%	103 44%k	75 44%k	83 45%K	83 54%befKL	98 50%KL	92 34%	112 39%	79 44%k
Somewhat ineffective	(2) 401 20%	29 16%	18 18%	353 20%	24 28%AhIJM	65 28%AbHIJM	36 21%	32 17%	21 14%	30 15%	58 21%	59 21%	29 16%
Very ineffective	(1) 171 8%	11 6%	13 13%ae	147 8%	4 5%	24 10%	15 9%	15 8%	10 6%	16 8%	26 10%	24 8%	13 7%
NET: Ineffective	572 28%	40 22%	31 30%	500 28%	28 33%ai	89 38%AHIJM	51 30%i	46 25%	31 20%	46 23%	84 31%al	82 29%i	42 24%
Don't know	415 20%	29 16%	18 18%	367 21%	21 25%F	30 13%	38 22%F	35 19%	25 16%	34 17%	72 27%AFIJ	66 23%F	45 25%aF
Mean	2.64	2.74EFgk	2.59	2.63	2.51	2.52	2.56	2.72F	2.79EFGK	2.72eF	2.56	2.62	2.69f
Standard deviation	0.80	0.71	0.90	0.80	0.66	0.79	0.77	0.81	0.74	0.78	0.86	0.82	0.79
Standard error	0.02	0.06	0.09	0.02	0.08	0.06	0.06	0.07	0.07	0.06	0.07	0.06	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Online Fraud Survey
ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 12

**Q2. Which of the following, if any, do you think should take most responsibility for supporting small businesses in preventing online fraud?
Please rank your top three, where 1 = the body you think should take most responsibility, and so on.**

Base: All respondents

Summary table

	National Government	Local Government	Police and law enforcement	Banks and Credit Card companies	Trading Standards
Unweighted base	2039	2039	2039	2039	2039
Weighted base	2039	2039	2039	2039	2039
NET: Top 3	1246 61%	553 27%	1413 69%	1606 79%	1129 55%
Most responsibility	454 22%	116 6%	367 18%	778 38%	264 13%
2nd Most responsibility	378 19%	192 9%	543 27%	474 23%	398 20%
3rd Most responsibility	414 20%	244 12%	503 25%	355 17%	466 23%
Not in top 3	758 37%	1452 71%	592 29%	398 20%	876 43%
Don't know/ Not answered	35 2%	35 2%	35 2%	35 2%	35 2%

Online Fraud Survey
ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 13

Q2. Which of the following, if any, do you think should take most responsibility for supporting small businesses in preventing online fraud?
Please rank your top three, where 1 = the body you think should take most responsibility, and so on.

Base: All respondents
National Government

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2039	1013	1026	255	279	325	356	316	508	534	681	824	463	590	409	577	217	807
Weighted base	2039	995	1044	228	351	328	363	300	469	579	691	769	546	568	420	505	258	917
NET: Top 3	1246 61%	645 65%B	601 58%	148 65%e	210 60%	184 56%	232 64%e	195 65%E	278 59%	357 62%	416 60%	473 62%	338 62%	356 63%	251 60%	301 60%	154 60%	569 62%
Most responsibility	454 22%	235 24%	219 21%	61 27%EH	82 23%	60 18%	94 26%EH	70 23%	87 18%	143 25%	154 22%	157 20%	124 23%	133 23%	87 21%	110 22%	64 25%	195 21%
2nd Most responsibility	378 19%	208 21%B	170 16%	41 18%	63 18%	55 17%	63 17%	64 21%	93 20%	103 18%	117 17%	157 20%	122 22%No	102 18%	67 16%	87 17%	43 17%	186 20%
3rd Most responsibility	414 20%	203 20%	212 20%	46 20%	65 18%	69 21%	75 21%	61 20%	98 21%	110 19%	145 21%	159 21%	92 17%	121 21%	97 23%L	104 21%	47 18%	188 20%
Not in top 3	758 37%	337 34%	422 40%A	75 33%	135 39%	137 42%cg	131 36%	103 34%	177 38%	210 36%	268 39%	280 36%	199 36%	206 36%	159 38%	195 39%	99 39%	331 36%
Don't know/ Not answered	35 2%	13 1%	22 2%	6 3%Fg	6 2%f	7 2%F	-	1 *	15 3%FG	11 2%	7 1%	16 2%	9 2%	6 1%	9 2%	10 2%	4 2%	17 2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 14

**Q2. Which of the following, if any, do you think should take most responsibility for supporting small businesses in preventing online fraud?
Please rank your top three, where 1 = the body you think should take most responsibility, and so on.**

**Base: All respondents
National Government**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	193	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	2039	179	102*	1758	86*	234	171	184	153	196	271	283	179
NET: Top 3	1246 61%	105 59%	58 57%	1083 62%	58 68%	154 66%	104 61%	105 57%	92 60%	113 58%	165 61%	180 63%	111 62%
Most responsibility	454 22%	40 22%	23 22%	392 22%	22 26%	52 22%	42 25%	46 25%	34 22%	39 20%	61 22%	56 20%	39 22%
2nd Most responsibility	378 19%	25 14%	20 19%	333 19%	15 18%	47 20%	25 15%	31 17%	29 19%	36 18%	53 19%	54 19%	42 23%Ag
3rd Most responsibility	414 20%	41 23%h	15 15%	358 20%	21 25%h	55 24%h	37 21%	28 15%	29 19%	38 19%	51 19%	70 25%bHm	29 16%
Not in top 3	758 37%	71 39%	42 42%	645 37%	27 31%	79 34%	64 37%	75 41%	55 36%	77 40%	101 37%	101 36%	67 37%
Don't know/ Not answered	35 2%	3 2%	2 2%	29 2%	1 1%	1 *	3 2%	4 2%	6 4%FI	5 3%f	5 2%	3 1%	2 1%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing**

Online Fraud Survey
ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 15

Q2. Which of the following, if any, do you think should take most responsibility for supporting small businesses in preventing online fraud?

Please rank your top three, where 1 = the body you think should take most responsibility, and so on.

Base: All respondents

Local Government

	Gender		Age							Social Grade				Employment Sector				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2039	1013	1026	255	279	325	356	316	508	534	681	824	463	590	409	577	217	807
Weighted base	2039	995	1044	228	351	328	363	300	469	579	691	769	546	568	420	505	258	917
NET: Top 3	553 27%	246 25%	306 29%A	78 34%GH	140 40%EF	88 27%H	104 29%GH	62 21%	82 17%	218 38%JK	191 28%K	144 19%	143 26%	141 25%	131 31% ^m	138 27%	82 32%	247 27%
Most responsibility	116 6%	39 4%	78 7%A	21 9%EGH	44 13%EF	14 4%	22 6%GH	6 2%	10 2%	65 11%JK	35 5%K	16 2%	31 6%	33 6%	30 7%	23 5%	28 11%Q	46 5%
2nd Most responsibility	192 9%	90 9%	103 10%	21 9%	39 11%H	42 13%H	35 10%	27 9%	29 6%	60 10%	77 11%K	56 7%	38 7%	42 7%	58 14%LM	54 11%I	19 8%	89 10%
3rd Most responsibility	244 12%	118 12%	126 12%	36 16%egH	57 16%EGH	32 10%	47 13%	28 9%	43 9%	93 16%JK	79 11%	72 9%	74 14%	65 12%	43 10%	61 12%	34 13%	112 12%
Not in top 3	1452 71%	736 74%B	716 69%	145 63%	205 58%	234 71% ^{cD}	259 71% ^{cD}	237 79% ^{CDef}	373 79% ^{CDEF}	350 60%	493 71% ^I	609 79% ^{IJ}	394 72%	421 74% ^N	279 66%	358 71%	171 66%	653 71%
Don't know/ Not answered	35 2%	13 1%	22 2%	6 3% ^{Fg}	6 2% ^f	7 2% ^F	-	1 *	15 3% ^{FG}	11 2%	7 1%	16 2%	9 2%	6 1%	9 2%	10 2%	4 2%	17 2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 16

Q2. Which of the following, if any, do you think should take most responsibility for supporting small businesses in preventing online fraud?

Please rank your top three, where 1 = the body you think should take most responsibility, and so on.

Base: All respondents

Local Government

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	193	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	2039	179	102*	1758	86*	234	171	184	153	196	271	283	179
NET: Top 3	553 27%	51 28%	27 26%	475 27%	21 25%	54 23%	47 27%	61 33%fij	34 22%	46 24%	91 33%Fijl	72 26%	49 27%
Most responsibility	116 6%	10 5%	6 6%	101 6%	4 5%	16 7%	9 5%	12 7%	4 3%	9 5%	22 8%i	12 4%	13 7%
2nd Most responsibility	192 9%	23 13%F	14 13%F	156 9%	7 8%	12 5%	17 10%	27 15%FiIM	12 8%	20 10%f	25 9%	24 8%	13 7%
3rd Most responsibility	244 12%	19 10%	7 7%	218 12%	10 12%	26 11%	21 13%	21 12%	18 12%	18 9%	44 16%BJ	36 13%	24 13%
Not in top 3	1452 71%	125 70%	73 72%	1253 71%	64 75%	179 77%HK	121 71%	119 65%	113 74%k	144 74%hk	176 65%	208 74%hk	128 72%
Don't know/ Not answered	35 2%	3 2%	2 2%	29 2%	1 1%	1 *	3 2%	4 2%	6 4%FI	5 3%f	5 2%	3 1%	2 1%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 17

Q2. Which of the following, if any, do you think should take most responsibility for supporting small businesses in preventing online fraud?

Please rank your top three, where 1 = the body you think should take most responsibility, and so on.

Base: All respondents

Police and law enforcement

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2039	1013	1026	255	279	325	356	316	508	534	681	824	463	590	409	577	217	807
Weighted base	2039	995	1044	228	351	328	363	300	469	579	691	769	546	568	420	505	258	917
NET: Top 3	1413 69%	706 71%	706 68%	168 74%D	215 61%	220 67%	255 70%D	215 72%D	340 72%D	383 66%	475 69%	554 72%i	376 69%	392 69%	283 68%	362 72%	170 66%	632 69%
Most responsibility	367 18%	186 19%	181 17%	47 21%h	70 20%h	61 19%	70 19%	50 17%	69 15%	117 20%k	131 19%	119 15%	101 18%	99 17%	80 19%	88 17%	44 17%	183 20%
2nd Most responsibility	543 27%	283 28%	260 25%	62 27%	81 23%	76 23%	101 28%	82 27%	140 30%de	143 25%	177 26%	222 29%	137 25%	155 27%	102 24%	149 29%	63 25%	230 25%
3rd Most responsibility	503 25%	237 24%	266 25%	59 26%d	64 18%	83 25%d	85 23%	82 27%D	131 28%D	122 21%	167 24%	213 28%l	138 25%	137 24%	102 24%	126 25%	63 24%	219 24%
Not in top 3	592 29%	275 28%	316 30%	54 24%	130 37%CFGH	101 31%h	108 30%	83 28%	115 25%	184 32%K	209 30%	199 26%	161 29%	171 30%	127 30%	133 26%	83 32%	269 29%
Don't know/ Not answered	35 2%	13 1%	22 2%	6 3%Fg	6 2%f	7 2%F	-	1 *	15 3%FG	11 2%	7 1%	16 2%	9 2%	6 1%	9 2%	10 2%	4 2%	17 2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Overlap formulae used.

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 18

Q2. Which of the following, if any, do you think should take most responsibility for supporting small businesses in preventing online fraud?

Please rank your top three, where 1 = the body you think should take most responsibility, and so on.

Base: All respondents

Police and law enforcement

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	193	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	2039	179	102*	1758	86*	234	171	184	153	196	271	283	179
NET: Top 3	1413 69%	114 64%	80 78% ^d AfgHk	1219 69%	63 74%	159 68%	116 68%	119 65%	111 73%	136 69%	182 67%	196 69%	136 76% ^{Ah}
Most responsibility	367 18%	24 13%	28 28% ^{DA} FgHijm	316 18%	26 31% ^{AF} GHIJKLM	41 18%	28 17%	21 11%	25 16%	35 18%	51 19% ^h	55 19% ^h	32 18%
2nd Most responsibility	543 27%	48 27%	22 22%	473 27%	21 25%	56 24%	47 27%	49 26%	42 27%	51 26%	62 23%	84 30%	61 34% ^{bfK}
3rd Most responsibility	503 25%	43 24%	29 29%	430 24%	15 18%	62 26%	41 24%	50 27%	44 29% ^{el}	49 25%	69 25%	57 20%	43 24%
Not in top 3	592 29%	62 34% ^{BiM}	20 20%	510 29% ^b	22 26%	74 32% ^b	52 30% ^b	60 33% ^{Bm}	36 23%	55 28%	84 31% ^b	84 30% ^b	42 23%
Don't know/ Not answered	35 2%	3 2%	2 2%	29 2%	1 1%	1 *	3 2%	4 2%	6 4% ^{FI}	5 3% ^f	5 2%	3 1%	2 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Online Fraud Survey
ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 19

**Q2. Which of the following, if any, do you think should take most responsibility for supporting small businesses in preventing online fraud?
Please rank your top three, where 1 = the body you think should take most responsibility, and so on.**

Base: All respondents

Banks and Credit Card companies

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2039	1013	1026	255	279	325	356	316	508	534	681	824	463	590	409	577	217	807
Weighted base	2039	995	1044	228	351	328	363	300	469	579	691	769	546	568	420	505	258	917
NET: Top 3	1606 79%	809 81%B	797 76%	160 70%	251 71%	258 79%Cd	294 81%CD	251 84%CD	392 84%CD	411 71%	552 80%I	643 84%I	434 80%	458 81%	325 78%	389 77%	197 76%	716 78%
Most responsibility	778 38%	401 40%	378 36%	59 26%	85 24%	136 41%CD	131 36%CD	134 45%CDf	232 49%CDEF	144 25%	267 39%I	366 48%IJ	205 37%	225 40%	149 36%	200 39%	85 33%	333 36%
2nd Most responsibility	474 23%	223 22%	251 24%	62 27%h	85 24%	76 23%	91 25%	63 21%	97 21%	147 25%k	166 24%	160 21%	136 25%	136 24%	95 23%	107 21%	58 23%	214 23%
3rd Most responsibility	355 17%	186 19%	169 16%	39 17%	81 23%EH	47 14%	72 20%eH	53 18%	63 13%	119 21%K	119 17%	117 15%	93 17%	98 17%	81 19%	83 16%	53 21%	168 18%
Not in top 3	398 20%	173 17%	226 22%A	62 27%eFGH	94 27%eFGH	63 19%H	69 19%H	48 16%	62 13%	157 27%JK	132 19%K	110 14%	103 19%	104 18%	85 20%	107 21%	56 22%	185 20%
Don't know/ Not answered	35 2%	13 1%	22 2%	6 3%Fg	6 2%f	7 2%F	-	1 *	15 3%FG	11 2%	7 1%	16 2%	9 2%	6 1%	9 2%	10 2%	4 2%	17 2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 20

Q2. Which of the following, if any, do you think should take most responsibility for supporting small businesses in preventing online fraud?

Please rank your top three, where 1 = the body you think should take most responsibility, and so on.

Base: All respondents

Banks and Credit Card companies

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	193	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	2039	179	102*	1758	86*	234	171	184	153	196	271	283	179
NET: Top 3	1606 79%	149 83%h	79 77%	1379 78%	64 74%	190 81%	142 83%	137 74%	116 76%	156 80%	215 79%	224 79%	135 75%
Most responsibility	778 38%	75 42%bE	32 31%	671 38%	24 28%	96 41%e	72 42%e	66 36%	56 37%	70 36%	102 38%	112 40%e	74 41%e
2nd Most responsibility	474 23%	39 22%	22 22%	412 23%	23 27%	65 28%m	35 20%	39 21%	36 23%	50 26%	68 25%	65 23%	32 18%
3rd Most responsibility	355 17%	34 19%	25 24%dF	295 17%	17 20%	29 13%	35 21%f	32 17%	25 16%	36 18%	45 17%	48 17%	28 16%
Not in top 3	398 20%	27 15%	22 21%	350 20%	21 25%a	44 19%	26 15%	43 23%a	31 20%	35 18%	51 19%	56 20%	43 24%ag
Don't know/ Not answered	35 2%	3 2%	2 2%	29 2%	1 1%	1 *	3 2%	4 2%	6 4%FI	5 3%f	5 2%	3 1%	2 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 21

Q2. Which of the following, if any, do you think should take most responsibility for supporting small businesses in preventing online fraud?

Please rank your top three, where 1 = the body you think should take most responsibility, and so on.

Base: All respondents

Trading Standards

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2039	1013	1026	255	279	325	356	316	508	534	681	824	463	590	409	577	217	807
Weighted base	2039	995	1044	228	351	328	363	300	469	579	691	769	546	568	420	505	258	917
NET: Top 3	1129	513	616	107	215	192	193	165	257	322	385	421	301	328	214	286	143	509
	55%	52%	59%A	47%	61% ^{Cf}	59% ^C	53%	55%	55% ^c	56%	56%	55%	55%	58% ⁿ	51%	57%	56%	55%
Most responsibility	264	114	150	30	61	42	45	32	54	91	87	87	72	67	54	71	23	132
	13%	11%	14% ^a	13%	17% ^{Gh}	13%	12%	11%	12%	16% ^K	13%	11%	13%	12%	13%	14%	9%	14% ^p
2nd Most responsibility	398	172	226	37	75	66	72	60	88	112	138	148	98	124	80	97	66	173
	20%	17%	22% ^A	16%	22%	20%	20%	20%	19%	19%	20%	19%	18%	22%	19%	19%	26% ^q	19%
3rd Most responsibility	466	226	240	40	78	84	77	73	114	119	160	187	131	137	80	118	54	204
	23%	23%	23%	18%	22%	26% ^c	21%	24%	24% ^c	21%	23%	24%	24%	24%	19%	23%	21%	22%
Not in top 3	876	469	406	115	130	129	169	134	198	246	298	332	236	234	196	210	110	392
	43%	47% ^B	39%	51% ^{DEh}	37%	39%	47% ^{De}	45%	42%	42%	43%	43%	43%	41%	47%	41%	43%	43%
Don't know/ Not answered	35	13	22	6	6	7	-	1	15	11	7	16	9	6	9	10	4	17
	2%	1%	2%	3% ^{Fg}	2% ^f	2% ^F	-	*	3% ^{FG}	2%	1%	2%	2%	1%	2%	2%	2%	2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Overlap formulae used.

Online Fraud Survey
ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 22

**Q2. Which of the following, if any, do you think should take most responsibility for supporting small businesses in preventing online fraud?
Please rank your top three, where 1 = the body you think should take most responsibility, and so on.**

Base: All respondents
Trading Standards

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	193	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	2039	179	102*	1758	86*	234	171	184	153	196	271	283	179
NET: Top 3	1129 55%	103 57%	56 55%	970 55%	48 56%	126 54%	94 55%	113 61%K	88 58%	116 59%K	131 48%	158 56%	96 53%
Most responsibility	264 13%	25 14%	12 11%	227 13%	8 9%	21 9%	17 10%	34 18%eFGKm	28 18%FgKm	35 18%eFGKm	25 9%	42 15%f	19 10%
2nd Most responsibility	398 20%	39 22%	22 21%	337 19%	18 22%	49 21%	45 26%jIM	33 18%	29 19%	34 17%	52 19%	50 18%	29 16%
3rd Most responsibility	466 23%	39 22%	22 22%	405 23%	22 25%	56 24%	32 19%	46 25%	32 21%	47 24%	54 20%	66 23%	49 27%
Not in top 3	876 43%	73 41%	44 43%	759 43%	37 43%	107 46%h	74 43%	67 36%	59 39%	75 38%	135 50%HiJ	123 43%	82 45%
Don't know/ Not answered	35 2%	3 2%	2 2%	29 2%	1 1%	1 *	3 2%	4 2%	6 4%FI	5 3%f	5 2%	3 1%	2 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Online Fraud Survey
ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 23

Q3. To what extent do you agree or disagree with the following statement? Small businesses currently receive sufficient support in helping to prevent online fraud.

Base: All respondents

	Total	Gender		Age							Social Grade				Employment Sector			
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2039	1013	1026	255	279	325	356	316	508	534	681	824	463	590	409	577	217	807
Weighted base	2039	995	1044	228	351	328	363	300	469	579	691	769	546	568	420	505	258	917
NET: Agree	380 19%	219 22%B	162 15%	71 31%eFGH	88 25%FGH	76 23%FGH	54 15%h	43 14%	49 10%	159 27%JK	130 19%K	92 12%	132 24%MNO	97 17%	74 18%	78 15%	59 23%	217 24%
Strongly agree	(4) 60 3%	32 3%	29 3%	11 5%H	20 6%efgH	8 3%	9 2%	7 2%	5 1%	31 5%JK	17 2%	12 2%	22 4%O	13 2%	17 4%O	8 2%	16 6%q	29 3%
Tend to agree	(3) 320 16%	187 19%B	133 13%	60 26%FGH	67 19%fGH	68 21%FGH	46 13%	36 12%	43 9%	128 22%JK	113 16%K	79 10%	110 20%mnO	84 15%	57 13%	70 14%	43 17%	188 20%
Tend to disagree	(2) 555 27%	278 28%	278 27%	49 22%	78 22%	77 24%	99 27%	87 29%c	165 35%CDEF	128 22%	176 25%	252 33%IJ	157 29%	147 26%	112 27%	139 28%	66 26%	230 25%
Strongly disagree	(1) 143 7%	67 7%	77 7%	9 4%	28 8%	17 5%	27 7%	27 9%Ce	37 8%c	36 6%	43 6%	64 8%	32 6%	38 7%	35 8%	39 8%	22 8%	63 7%
NET: Disagree	699 34%	344 35%	355 34%	58 25%	106 30%	94 29%	125 34%C	114 38%CdE	202 43%CDEF	164 28%	219 32%	315 41%IJ	189 35%	184 32%	147 35%	178 35%	88 34%	293 32%
Don't know	960 47%	432 43%	528 51%A	99 43%	157 45%	158 48%	183 51%	143 48%	219 47%	256 44%	342 49%	362 47%	225 41%	287 50%L	199 47%	249 49%L	111 43%	407 44%
Mean	2.28	2.33b	2.22	2.57eFGH	2.41fGH	2.40FGH	2.20h	2.15	2.07	2.48JK	2.30K	2.10	2.38O	2.26	2.25	2.18	2.36	2.36
Standard deviation	0.76	0.76	0.76	0.75	0.86	0.73	0.75	0.75	0.63	0.82	0.75	0.68	0.76	0.75	0.82	0.72	0.86	0.77
Standard error	0.02	0.03	0.03	0.06	0.07	0.06	0.06	0.06	0.04	0.05	0.04	0.03	0.05	0.04	0.06	0.04	0.08	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 24

Q3. To what extent do you agree or disagree with the following statement? Small businesses currently receive sufficient support in helping to prevent online fraud.

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	193	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	2039	179	102*	1758	86*	234	171	184	153	196	271	283	179
NET: Agree	380 19%	31 17%	14 14%	335 19%	19 23%l	39 17%	38 22%l	39 21%l	31 20%	29 15%	69 25%aBFJL	40 14%	32 18%
Strongly agree	(4) 60 3%	2 1%	5 5%aLm	53 3%	4 4%	9 4%	3 2%	11 6%AjLm	3 2%	3 2%	15 5%AjLm	4 1%	3 1%
Tend to agree	(3) 320 16%	29 16%	9 9%	282 16%b	16 18%b	30 13%	34 20%Bfl	28 15%	28 18%b	26 13%	54 20%Bfjl	36 13%	30 17%
Tend to disagree	(2) 555 27%	59 33%deiKM	37 36%DEgIKM	460 26%	18 21%	75 32%eiKM	44 25%	49 27%	34 22%	62 32%eiKM	59 22%	81 29%	37 21%
Strongly disagree	(1) 143 7%	8 4%	2 2%	133 8%b	7 8%b	16 7%b	14 8%b	11 6%	12 8%b	11 6%	20 7%b	24 8%B	19 10%aB
NET: Disagree	699 34%	67 37%	39 38%	593 34%	25 29%	92 39%k	57 33%	60 33%	46 30%	73 37%	79 29%	105 37%	56 31%
Don't know	960 47%	82 46%	49 48%	829 47%	42 49%	104 44%	76 45%	84 46%	76 50%	94 48%	123 45%	139 49%	92 51%
Mean	2.28	2.25	2.33	2.27	2.38	2.24	2.29	2.39L	2.28	2.21	2.43jLm	2.14	2.18
Standard deviation	0.76	0.63	0.71	0.78	0.85	0.76	0.75	0.83	0.77	0.67	0.84	0.71	0.80
Standard error	0.02	0.06	0.09	0.03	0.13	0.07	0.08	0.09	0.09	0.06	0.08	0.06	0.09

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Online Fraud Survey
ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 25
Q4. Which one of the following UK political parties do you trust most to do each of the following ...?
Base: All respondents
Summary table

	Prevent online fraud and financial crime	Protect victims of online fraud and financial crime
Unweighted base	2039	2039
Weighted base	2039	2039
Conservative Party	472 23%	432 21%
Labour Party	375 18%	402 20%
Liberal Democrat Party	73 4%	63 3%
Green Party	26 1%	37 2%
Scottish National Party	40 2%	34 2%
Other	36 2%	36 2%
Don't know	1016 50%	1036 51%

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 26
Q4. Which one of the following UK political parties do you trust most to do each of the following ...?
Base: All respondents
Prevent online fraud and financial crime

	Gender		Age										Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2039	1013	1026	255	279	325	356	316	508	534	681	824	463	590	409	577	217	807
Weighted base	2039	995	1044	228	351	328	363	300	469	579	691	769	546	568	420	505	258	917
Conservative Party	472 23%	276 28%B	197 19%	43 19%D	33 9%	55 17%D	83 23%De	71 24%De	188 40%CEFG	76 13%	138 20%I	259 34%IJ	144 26%nO	147 26%O	88 21%	93 18%	48 19%	184 20%
Labour Party	375 18%	194 19%	181 17%	78 34%DEFGH	84 24%GH	63 19%H	66 18%H	44 15%H	39 8%	162 28%JK	130 19%K	83 11%	116 21%M	89 16%	78 19%	92 18%	59 23%	186 20%
Liberal Democrat Party	73 4%	43 4%	30 3%	9 4%	14 4%	13 4%	15 4%	7 2%	15 3%	23 4%	28 4%	23 3%	23 4%	24 4%	12 3%	14 3%	21 8%Q	28 3%
Green Party	26 1%	16 2%	11 1%	4 2%H	7 2%H	6 2%H	5 1%h	3 1%	1 *	11 2%K	11 2%k	4 *	10 2%	7 1%	5 1%	4 1%	4 2%	18 2%
Scottish National Party	40 2%	19 2%	22 2%	4 2%	16 4%eFG	5 1%	2 1%	4 1%	10 2%	20 3%Jk	7 1%	14 2%	13 2%	11 2%	13 3%O	4 1%	9 3%	20 2%
Other	36 2%	32 3%B	4 *	* *	11 3%CE	2 *	4 1%	7 2%ce	12 2%cE	11 2%	5 1%	19 2%J	3 1%	11 2%	10 2%I	12 2%L	-	21 2%p
Don't know	1016 50%	416 42%	600 57%A	90 39%	185 53%CH	184 56%CH	188 52%CH	164 55%CH	205 44%	275 48%	372 54%iK	369 48%	236 43%	279 49%	215 51%L	286 57%LM	118 46%	460 50%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
 Overlap formulae used.

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 27

Q4. Which one of the following UK political parties do you trust most to do each of the following ...?

Base: All respondents

Prevent online fraud and financial crime

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	193	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	2039	179	102*	1758	86*	234	171	184	153	196	271	283	179
Conservative Party	472 23%	24 13%	19 19%	429 24%A	14 17%	52 22%A	41 24%A	41 22%a	47 30%AbEK	63 32%ABEFhK	56 21%a	72 25%A	43 24%A
Labour Party	375 18%	25 14%	20 20%J	330 19%	22 26%AiJm	58 25%AiJIM	37 22%aJ	34 19%j	23 15%	20 10%	61 22%aJm	50 17%j	26 14%
Liberal Democrat Party	73 4%	2 1%	1 1%	70 4%a	2 2%	8 3%	7 4%h	1 1%	6 4%h	7 4%h	7 3%	17 6%AbHK	14 8%ABHK
Green Party	26 1%	2 1%	2 2%j	23 1%	2 2%j	3 1%	2 1%	2 1%	7 5%afhJKLM	-	1 1%	3 1%	1 1%
Scottish National Party	40 2%	26 14%DBEFGHIJKLM	-	15 1%	1 1%	5 2%gjL	-	2 1%	*	-	4 2%l	-	2 1%
Other	36 2%	3 2%	1 1%	32 2%	1 1%	4 2%	2 1%	4 2%	2 2%	2 1%	7 3%	6 2%	3 2%
Don't know	1016 50%	98 55%fi	59 58%Fi	859 49%	44 51%	104 45%	82 48%	98 54%	67 44%	103 53%	135 50%	136 48%	91 51%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 28
Q4. Which one of the following UK political parties do you trust most to do each of the following ...?
Base: All respondents
Protect victims of online fraud and financial crime

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2039	1013	1026	255	279	325	356	316	508	534	681	824	463	590	409	577	217	807
Weighted base	2039	995	1044	228	351	328	363	300	469	579	691	769	546	568	420	505	258	917
Conservative Party	432 21%	254 26%B	177 17%	37 16%d	33 9%	50 15%d	78 22%De	66 22%De	168 36%CEFG12%	69 12%	128 19%I	234 30%IJ	138 25%NO	129 23%o	75 18%	89 18%	37 14%	179 20%
Labour Party	402 20%	213 21%	189 18%	83 36%DEFGH25%	89 FGH	69 21%H	63 17%H	47 16%h	51 11%	171 30%JK	132 19%K	98 13%	116 21%	103 18%	90 22%	92 18%	70 27%q	184 20%
Liberal Democrat Party	63 3%	35 4%	28 3%	6 2%	14 4%	10 3%	14 4%	8 3%	11 2%	19 3%	24 3%	20 3%	22 4%o	24 4%no	8 2%	9 2%	20 8%Q	23 3%
Green Party	37 2%	24 2%b	13 1%	5 2%H	13 4%gH	11 3%gH	5 1%H	3 1%h	- -	18 3%K	16 2%K	3 *	19 3%mnO	7 1%	5 1%	6 1%	5 2%	23 3%
Scottish National Party	34 2%	17 2%	17 2%	4 2%e	10 3%E	1 *	6 2%	4 1%	9 2%e	14 2%j	7 1%	12 2%	12 2%m	3 1%	12 3%M	6 1%	4 2%	19 2%
Other	36 2%	32 3%B	4 *	- -	9 3%C	5 2%	4 1%	5 2%c	12 3%C	9 2%	9 1%	17 2%	3 1%	9 2%	13 3%L	10 2%i	2 1%	18 2%
Don't know	1036 51%	420 42%	616 59%A	94 41%	183 52%C	182 56%CH	192 53%Ch	167 56%CH	218 46%	277 48%	375 54%i	384 50%	235 43%	292 51%L	216 52%L	292 58%Lmn	119 46%	470 51%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
 Overlap formulae used.

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 29

Q4. Which one of the following UK political parties do you trust most to do each of the following ...?

Base: All respondents

Protect victims of online fraud and financial crime

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	193	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	2039	179	102*	1758	86*	234	171	184	153	196	271	283	179
Conservative Party	432 21%	21 12%	20 19%	392 22%A	13 16%	49 21%A	37 21%A	34 19%	40 26%A	64 33%ABEFGHKLMl9%a	51 22%A	63 22%A	40 22%A
Labour Party	402 20%	22 12%	20 20%j	360 20%A	25 29%AiJM	61 26%AJM	43 25%AJm	41 22%AJ	28 18%j	21 11%	55 20%aJ	57 20%aJ	29 16%
Liberal Democrat Party	63 3%	5 3%	* *	58 3%	2 2%	9 4%h	2 1%	1 1%	5 3%	2 1%	9 3%h	16 6%BGHJ	11 6%BGHJ
Green Party	37 2%	2 1%	2 2%	33 2%	2 2%	5 2%	1 1%	1 *	7 5%gHJM	1 1%	8 3%m	8 3%m	* *
Scottish National Party	34 2%	24 14%DBEFGHIJKLM %	1	8 *	- -	1 *	- -	4 2%gjL	3 2%l	- -	1 *	- -	* *
Other	36 2%	3 2%	1 1%	32 2%	1 1%	4 2%	4 2%	4 2%	3 2%	2 1%	8 3%	4 1%	2 1%
Don't know	1036 51%	103 57% dFil	58 57% f	876 50%	43 50%	106 45%	84 49%	99 54%	69 45%	104 53%	139 51%	136 48%	96 54%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 30

Q5. To what extent do you agree or disagree that the national Government is winning with battle against online fraud?

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2039	1013	1026	255	279	325	356	316	508	534	681	824	463	590	409	577	217	807
Weighted base	2039	995	1044	228	351	328	363	300	469	579	691	769	546	568	420	505	258	917
NET: Agree	377 18%	199 20%	178 17%	51 22%GH	94 27%FGH	70 21%GH	66 18%gH	38 13%	58 12%	144 25%jK	136 20%K	97 13%	125 23%NO	108 19%n	58 14%	86 17%	56 22%	192 21%
Strongly agree	(4) 37 2%	19 2%	18 2%	2 1%	20 6%CeFGH	8 2%gH	4 1%	1 *	2 *	22 4%jK	12 2%K	3 *	13 2%o	14 2%o	7 2%	4 1%	8 3%	22 2%
Tend to agree	(3) 339 17%	180 18%	160 15%	49 22%GH	74 21%GH	62 19%gH	62 17%h	37 12%	56 12%	123 21%K	123 18%K	93 12%	112 21%N	94 17%	52 12%	81 16%	48 19%	170 19%
Tend to disagree	(2) 870 43%	444 45%	426 41%	95 42%D	106 30%	131 40%D	146 40%D	140 47%D	250 53%CDEF	202 35%	278 40%	391 51%IJ	223 41%	234 41%	191 46%	222 44%	103 40%	342 37%
Strongly disagree	(1) 294 14%	154 16%	140 13%	17 7%	38 11%	41 12%	62 17%Cd	64 21%CDEh	72 15%C	55 10%	103 15%l	136 18%l	69 13%	77 13%	62 15%	86 17%l	34 13%	127 14%
NET: Disagree	1164 57%	598 60%B	566 54%	112 49%	145 41%	172 52%D	208 57%cD	204 68%CDEF	323 69%CDEF	257 44%	381 55%l	527 68%IJ	293 54%	310 55%	253 60%l	308 61%Lm	137 53%	469 51%
Don't know	498 24%	198 20%	300 29%A	65 29%GH	112 32%fGH	86 26%gH	88 24%h	58 19%	88 19%	178 31%jK	175 25%K	146 19%	128 23%	150 26%	108 26%	112 22%	64 25%	256 28%
Mean	2.08	2.08	2.08	2.22FGH	2.32eFGH	2.15fGH	2.03g	1.90	1.97	2.28JK	2.09K	1.94	2.16NO	2.11o	2.01	2.01	2.16	2.13
Standard deviation	0.71	0.71	0.70	0.63	0.84	0.73	0.72	0.65	0.60	0.76	0.73	0.62	0.73	0.73	0.67	0.68	0.76	0.75
Standard error	0.02	0.03	0.03	0.05	0.06	0.05	0.04	0.04	0.03	0.04	0.03	0.02	0.04	0.03	0.04	0.03	0.06	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 31

Q5. To what extent do you agree or disagree that the national Government is winning with battle against online fraud?

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	193	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	2039	179	102*	1758	86*	234	171	184	153	196	271	283	179
NET: Agree	377 18%	26 14%	15 15%	336 19%	19 22%	33 14%	37 22%f	36 20%	33 22%f	31 16%	69 26%ABFJL	45 16%	32 18%
Strongly agree	(4) 37 2%	1 *	2 2%	34 2%	1 1%	5 2%	4 2%	6 3%ajm	3 2%	1 *	9 3%aJm	5 2%	1 *
Tend to agree	(3) 339 17%	25 14%	13 13%	302 17%	18 21%f	28 12%	33 20%f	30 16%	30 20%f	31 16%	60 22%abFL	40 14%	31 17%
Tend to disagree	(2) 870 43%	91 51%DGhkM	50 49%G	729 41%	40 47%G	107 46%G	53 31%	72 39%	64 42%g	89 46%G	112 41%g	124 44%G	68 38%
Strongly disagree	(1) 294 14%	22 12%	13 12%	260 15%	11 12%	39 17%	29 17%	27 15%	21 14%	24 12%	38 14%	43 15%	27 15%
NET: Disagree	1164 57%	113 63%Gm	63 62%g	988 56%	51 59%	146 62%G	82 48%	99 54%	86 56%	114 58%g	150 55%	166 59%g	95 53%
Don't know	498 24%	41 23%	24 24%	433 25%	16 19%	56 24%	52 30%eK	48 26%	34 22%	51 26%	52 19%	72 25%	52 29%K
Mean	2.08	2.03	2.05	2.08	2.13	1.99	2.09	2.11	2.13	2.05	2.19aFl	2.04	2.05
Standard deviation	0.71	0.60	0.66	0.72	0.67	0.69	0.80	0.77	0.73	0.63	0.77	0.70	0.70
Standard error	0.02	0.05	0.07	0.02	0.08	0.05	0.07	0.07	0.07	0.05	0.06	0.05	0.06

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 32

Q6. A police and crime commissioner (PCC) is an elected official in England and Wales. They are responsible for ensuring the efficient and effective policing of their force area, and holding the local police force to account on behalf of the public. With this in mind, which of these types of crime, if any, do you think is most important for a Police and Crime Commissioner to focus on?

Please rank your top three, where 1 = the type of crime you think is most important for a Police and Crime Commissioner to focus on, and so on.

Base: All respondents in England and Wales

Summary table

	Vehicle crime	Robbery	Burglary	Online fraud and financial crime	Anti-social behaviour	Theft
Unweighted base	1846	1846	1846	1846	1846	1846
Weighted base	1860	1860	1860	1860	1860	1860
NET: Top 3	481 26%	1091 59%	1228 66%	935 50%	991 53%	704 38%
Most important	66 4%	445 24%	473 25%	300 16%	376 20%	148 8%
2nd Most important	153 8%	348 19%	469 25%	284 15%	286 15%	275 15%
3rd Most important	263 14%	298 16%	286 15%	352 19%	330 18%	281 15%
Not in top 3	1344 72%	735 40%	598 32%	890 48%	834 45%	1121 60%
Don't know/ Not answered	34 2%	34 2%	34 2%	34 2%	34 2%	34 2%

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 33

Q6. A police and crime commissioner (PCC) is an elected official in England and Wales. They are responsible for ensuring the efficient and effective policing of their force area, and holding the local police force to account on behalf of the public. With this in mind, which of these types of crime, if any, do you think is most important for a Police and Crime Commissioner to focus on?

Please rank your top three, where 1 = the type of crime you think is most important for a Police and Crime Commissioner to focus on, and so on.

Base: All respondents in England and Wales

Vehicle crime

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	1846	923	923	236	254	291	313	289	463	490	604	752	423	529	368	526	192	731
Weighted base	1860	916	943	217	319	295	324	277	428	536	619	705	503	512	382	463	228	842
NET: Top 3	481	261	220	76	86	77	80	44	118	162	157	162	135	130	103	113	54	229
	26%	29%B	23%	35%eFGh	27%G	26%G	25%G	16%	28%G	30%K	25%	23%	27%	25%	27%	24%	24%	27%
Most important	66	31	34	11	17	13	8	2	15	28	20	17	15	29	8	14	10	37
	4%	3%	4%	5%G	5%G	4%G	2%	1%	4%G	5%K	3%	2%	3%	6%INo	2%	3%	5%	4%
2nd Most important	153	86	66	24	24	30	26	13	37	48	55	49	41	40	34	37	16	73
	8%	9%	7%	11%G	8%	10%G	8%	5%	9%g	9%	9%	7%	8%	8%	9%	8%	7%	9%
3rd Most important	263	144	119	41	45	35	46	29	66	86	82	96	79	61	60	62	28	119
	14%	16%	13%	19%eG	14%	12%	14%	11%	15%g	16%	13%	14%	16%	12%	16%	13%	12%	14%
Not in top 3	1344	637	707	137	228	208	240	232	301	364	447	533	358	374	272	340	167	599
	72%	70%	75%A	63%	71%	70%	74%C	84%CDEFH70%c	68%	68%	72%	76%I	71%	73%	71%	73%	73%	71%
Don't know/ Not answered	34	18	16	4	5	10	5	1	9	10	14	10	10	7	7	11	7	14
	2%	2%	2%	2%	2%	3%G	1%	*	2%	2%	2%	1%	2%	1%	2%	2%	3%	2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 34

Q6. A police and crime commissioner (PCC) is an elected official in England and Wales. They are responsible for ensuring the efficient and effective policing of their force area, and holding the local police force to account on behalf of the public. With this in mind, which of these types of crime, if any, do you think is most important for a Police and Crime Commissioner to focus on?

Please rank your top three, where 1 = the type of crime you think is most important for a Police and Crime Commissioner to focus on, and so on.

Base: All respondents in England and Wales

Vehicle crime

	Region											
	Total	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	1846	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	1860	102*	1758	86*	234	171	184	153	196	271	283	179
NET: Top 3	481 26%	17 16%	464 26%B	26 30%B	70 30%Bik	56 33%BIK	49 27%b	32 21%	54 27%b	59 22%	73 26%b	46 26%
Most important	66 4%	1 1%	65 4%	1 2%	10 4%	11 6%BiL	10 5%b	3 2%	11 5%bl	9 3%	6 2%	5 3%
2nd Most important	153 8%	5 5%	147 8%	8 9%	20 9%	16 10%	19 11%	8 5%	15 8%	22 8%	25 9%	13 7%
3rd Most important	263 14%	11 11%	252 14%	17 20%hK	39 17%k	29 17%	20 11%	21 14%	28 14%	28 10%	42 15%	28 16%
Not in top 3	1344 72%	83 82%DeFGHjI	1261 72%	58 68%	161 69%	114 66%	128 70%	117 76%g	140 71%	206 76%g	205 72%	132 74%
Don't know/ Not answered	34 2%	2 2%	32 2%	1 2%	4 2%	2 1%	7 4%m	4 3%	2 1%	6 2%	5 2%	1 *

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 35

Q6. A police and crime commissioner (PCC) is an elected official in England and Wales. They are responsible for ensuring the efficient and effective policing of their force area, and holding the local police force to account on behalf of the public. With this in mind, which of these types of crime, if any, do you think is most important for a Police and Crime Commissioner to focus on?

Please rank your top three, where 1 = the type of crime you think is most important for a Police and Crime Commissioner to focus on, and so on.

Base: All respondents in England and Wales

Robbery

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	1846	923	923	236	254	291	313	289	463	490	604	752	423	529	368	526	192	731
Weighted base	1860	916	943	217	319	295	324	277	428	536	619	705	503	512	382	463	228	842
NET: Top 3	1091	554	537	124	182	180	195	169	240	307	374	410	301	282	229	278	131	495
	59%	60%	57%	57%	57%	61%	60%	61%	56%	57%	61%	58%	60%	55%	60%	60%	58%	59%
Most important	445	221	224	56	78	63	82	61	104	134	146	165	136	118	90	101	55	189
	24%	24%	24%	26%	24%	21%	25%	22%	24%	25%	24%	23%	27%	23%	24%	22%	24%	22%
2nd Most important	348	172	177	34	61	63	58	63	69	95	121	132	83	85	84	96	42	170
	19%	19%	19%	16%	19%	21%	18%	23% ^{cH}	16%	18%	19%	19%	16%	17%	22% ^{lm}	21%	19%	20%
3rd Most important	298	162	136	34	43	53	55	45	67	77	108	112	83	79	55	82	34	135
	16%	18%	14%	16%	14%	18%	17%	16%	16%	14%	17%	16%	16%	15%	14%	18%	15%	16%
Not in top 3	735	344	391	88	131	106	125	106	179	219	230	285	192	222	146	174	90	333
	40%	38%	41%	41%	41%	36%	38%	38%	42%	41%	37%	40%	38%	43%	38%	38%	39%	40%
Don't know/ Not answered	34	18	16	4	5	10	5	1	9	10	14	10	10	7	7	11	7	14
	2%	2%	2%	2%	2%	3% ^G	1%	*	2%	2%	2%	1%	2%	1%	2%	2%	3%	2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 36

Q6. A police and crime commissioner (PCC) is an elected official in England and Wales. They are responsible for ensuring the efficient and effective policing of their force area, and holding the local police force to account on behalf of the public. With this in mind, which of these types of crime, if any, do you think is most important for a Police and Crime Commissioner to focus on?

Please rank your top three, where 1 = the type of crime you think is most important for a Police and Crime Commissioner to focus on, and so on.

Base: All respondents in England and Wales

Robbery

	Region											
	Total	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	1846	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	1860	102*	1758	86*	234	171	184	153	196	271	283	179
NET: Top 3	1091 59%	54 53%	1037 59%	50 58%	136 58%	102 60%	120 65%bj	86 56%	107 55%	170 63%	164 58%	101 56%
Most important	445 24%	20 20%	425 24%	26 30% ^m	54 23%	36 21%	42 23%	35 23%	42 21%	85 31% ^{bfgJM}	70 25%	35 19%
2nd Most important	348 19%	20 20%	328 19%	14 17%	53 23% ^{jK}	37 21% ^k	40 22% ^k	28 18%	29 15%	37 14%	50 18%	39 22% ^k
3rd Most important	298 16%	14 13%	284 16%	10 11%	29 13%	29 17%	38 20% ^f	24 15%	36 18%	48 18%	43 15%	28 15%
Not in top 3	735 40%	46 45% ^H	689 39%	34 40%	94 40% ^h	67 39%	57 31%	62 41%	87 44% ^{Hk}	95 35%	115 41% ^h	77 43% ^H
Don't know/ Not answered	34 2%	2 2%	32 2%	1 2%	4 2%	2 1%	7 4% ^m	4 3%	2 1%	6 2%	5 2%	1 *

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 37

Q6. A police and crime commissioner (PCC) is an elected official in England and Wales. They are responsible for ensuring the efficient and effective policing of their force area, and holding the local police force to account on behalf of the public. With this in mind, which of these types of crime, if any, do you think is most important for a Police and Crime Commissioner to focus on?

Please rank your top three, where 1 = the type of crime you think is most important for a Police and Crime Commissioner to focus on, and so on.

Base: All respondents in England and Wales

Burglary

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	1846	923	923	236	254	291	313	289	463	490	604	752	423	529	368	526	192	731
Weighted base	1860	916	943	217	319	295	324	277	428	536	619	705	503	512	382	463	228	842
NET: Top 3	1228	595	633	121	199	185	232	204	288	320	417	492	327	334	270	296	147	558
	66%	65%	67%	56%	62%	63%	72% ^{CDE}	74% ^{CDE}	67% ^C	60%	67% ^l	70% ^l	65%	65%	71% ^o	64%	64%	66%
Most important	473	236	236	58	79	58	92	82	103	137	151	185	139	112	106	115	61	212
	25%	26%	25%	27%	25%	20%	28% ^E	30% ^E	24%	26%	24%	26%	28% ^m	22%	24%	28% ^m	25%	27%
2nd Most important	469	219	250	39	82	71	97	69	112	121	168	181	109	151	97	112	59	211
	25%	24%	27%	18%	26% ^c	24%	30% ^C	25%	26% ^C	23%	27%	26%	22%	30% ^{Lo}	26%	24%	26%	25%
3rd Most important	286	139	147	23	38	55	43	53	74	61	98	127	80	71	67	69	27	135
	15%	15%	16%	11%	12%	19% ^{Cd}	13%	19% ^{CDf}	17% ^{cd}	11%	16% ⁱ	18% ^l	16%	14%	17%	15%	12%	16%
Not in top 3	598	304	294	92	115	100	87	72	131	207	188	203	166	170	105	157	74	270
	32%	33%	31%	42% ^{FGH}	36% ^{fG}	34% ^g	27%	26%	31%	39% ^{JK}	30%	29%	33%	33%	27%	34% ⁿ	32%	32%
Don't know/ Not answered	34	18	16	4	5	10	5	1	9	10	14	10	10	7	7	11	7	14
	2%	2%	2%	2%	2%	3% ^G	1%	*	2%	2%	2%	1%	2%	1%	2%	2%	3%	2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 38

Q6. A police and crime commissioner (PCC) is an elected official in England and Wales. They are responsible for ensuring the efficient and effective policing of their force area, and holding the local police force to account on behalf of the public. With this in mind, which of these types of crime, if any, do you think is most important for a Police and Crime Commissioner to focus on?

Please rank your top three, where 1 = the type of crime you think is most important for a Police and Crime Commissioner to focus on, and so on.

Base: All respondents in England and Wales

Burglary

	Region											
	Total	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	1846	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	1860	102*	1758	86*	234	171	184	153	196	271	283	179
NET: Top 3	1228 66%	72 71%	1156 66%	50 59%	155 66%	116 68%	113 62%	105 69%	133 68%	178 66%	190 67%	115 64%
Most important	473 25%	24 24%	448 26%	12 14%	58 25%e	59 35%bEfHIK _m	41 22%	29 19%	58 30%EIK	52 19%	95 34%EfHIK _m	45 25%e
2nd Most important	469 25%	26 25%	443 25%	22 26%	58 25%	40 23%	45 24%	53 35%fGhjL _m	50 26%	75 28%l	56 20%	45 25%
3rd Most important	286 15%	22 22%Gjl	264 15%	16 19%g	40 17%g	17 10%	28 15%	23 15%	25 13%	51 19%G	38 14%	26 14%
Not in top 3	598 32%	28 27%	570 32%	34 39%	76 32%	54 31%	63 35%	43 28%	61 31%	87 32%	89 31%	64 36%
Don't know/ Not answered	34 2%	2 2%	32 2%	1 2%	4 2%	2 1%	7 4%m	4 3%	2 1%	6 2%	5 2%	1 *

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 39

Q6. A police and crime commissioner (PCC) is an elected official in England and Wales. They are responsible for ensuring the efficient and effective policing of their force area, and holding the local police force to account on behalf of the public. With this in mind, which of these types of crime, if any, do you think is most important for a Police and Crime Commissioner to focus on?

Please rank your top three, where 1 = the type of crime you think is most important for a Police and Crime Commissioner to focus on, and so on.

Base: All respondents in England and Wales

Online fraud and financial crime

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	1846	923	923	236	254	291	313	289	463	490	604	752	423	529	368	526	192	731
Weighted base	1860	916	943	217	319	295	324	277	428	536	619	705	503	512	382	463	228	842
NET: Top 3	935	413	522	123	153	140	150	158	211	275	290	370	229	272	194	241	116	403
	50%	45%	55%A	57%eF	48%	48%	46%	57%dEFh	49%	51%	47%	52%j	45%	53%L	51%	52%l	51%	48%
Most important	300	122	177	37	43	55	47	42	75	80	102	117	68	92	62	78	37	119
	16%	13%	19%A	17%	14%	19%	15%	15%	18%	15%	16%	17%	14%	18%	16%	17%	16%	14%
2nd Most important	284	125	158	33	45	40	40	60	67	78	80	126	81	75	51	76	35	125
	15%	14%	17%	15%	14%	13%	12%	22%dEFh	16%	14%	13%	18%J	16%	15%	13%	16%	15%	15%
3rd Most important	352	165	187	53	64	46	63	56	69	117	109	126	80	105	80	87	44	159
	19%	18%	20%	25%EH	20%	15%	19%	20%	16%	22%	18%	18%	16%	20%	21%	19%	19%	19%
Not in top 3	890	486	405	90	161	145	170	117	208	251	314	325	265	233	181	212	105	424
	48%	53%B	43%	41%	50%c	49%	52%CG	42%	49%	47%	51%	46%	53%mo	46%	47%	46%	46%	50%
Don't know/ Not answered	34	18	16	4	5	10	5	1	9	10	14	10	10	7	7	11	7	14
	2%	2%	2%	2%	2%	3%G	1%	*	2%	2%	2%	1%	2%	1%	2%	2%	3%	2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 40

Q6. A police and crime commissioner (PCC) is an elected official in England and Wales. They are responsible for ensuring the efficient and effective policing of their force area, and holding the local police force to account on behalf of the public. With this in mind, which of these types of crime, if any, do you think is most important for a Police and Crime Commissioner to focus on?

Please rank your top three, where 1 = the type of crime you think is most important for a Police and Crime Commissioner to focus on, and so on.

Base: All respondents in England and Wales

Online fraud and financial crime

	Region											
	Total	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	1846	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	1860	102*	1758	86*	234	171	184	153	196	271	283	179
NET: Top 3	935 50%	52 51%	884 50%	48 56%	107 46%	86 50%	86 47%	75 49%	106 54%	142 52%	141 50%	93 52%
Most important	300 16%	14 14%	285 16%	20 24% ^H	35 15%	25 14%	22 12%	22 14%	39 20% ^h	46 17%	46 16%	30 17%
2nd Most important	284 15%	15 15%	268 15%	15 18%	37 16%	25 14%	33 18%	19 12%	28 15%	41 15%	41 15%	30 16%
3rd Most important	352 19%	22 21%	330 19%	12 14%	35 15%	36 21%	31 17%	35 23%	38 19%	55 20%	53 19%	34 19%
Not in top 3	890 48%	49 48%	842 48%	36 42%	124 53%	84 49%	91 50%	73 48%	88 45%	123 45%	137 49%	86 48%
Don't know/ Not answered	34 2%	2 2%	32 2%	1 2%	4 2%	2 1%	7 4% ^m	4 3%	2 1%	6 2%	5 2%	1 *

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 41

Q6. A police and crime commissioner (PCC) is an elected official in England and Wales. They are responsible for ensuring the efficient and effective policing of their force area, and holding the local police force to account on behalf of the public. With this in mind, which of these types of crime, if any, do you think is most important for a Police and Crime Commissioner to focus on?

Please rank your top three, where 1 = the type of crime you think is most important for a Police and Crime Commissioner to focus on, and so on.

Base: All respondents in England and Wales

Anti-social behaviour

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	1846	923	923	236	254	291	313	289	463	490	604	752	423	529	368	526	192	731
Weighted base	1860	916	943	217	319	295	324	277	428	536	619	705	503	512	382	463	228	842
NET: Top 3	991	479	512	101	149	164	174	157	245	251	338	403	264	284	187	256	113	436
	53%	52%	54%	47%	47%	55%cd	54%	57%cD	57%CD	47%	55%l	57%l	53%	55%	49%	55%	49%	52%
Most important	376	200	176	29	59	72	68	63	85	88	140	148	92	108	76	100	35	194
	20%	22%	19%	13%	18%	24%C	21%c	23%C	20%c	16%	23%l	21%i	18%	21%	20%	22%	16%	23%p
2nd Most important	286	127	159	33	43	40	53	37	80	75	93	118	81	78	49	78	34	103
	15%	14%	17%	15%	13%	13%	16%	13%	19%eg	14%	15%	17%	16%	15%	13%	17%	15%	12%
3rd Most important	330	152	178	40	48	52	53	57	80	87	105	137	91	98	63	78	44	139
	18%	17%	19%	18%	15%	18%	16%	21%	19%	16%	17%	19%	18%	19%	16%	17%	19%	17%
Not in top 3	834	419	415	111	164	121	145	118	174	275	267	292	229	221	188	197	108	392
	45%	46%	44%	51%egH	51%EgH	41%	45%	43%	41%	51%JK	43%	41%	46%	43%	49%o	42%	47%	47%
Don't know/ Not answered	34	18	16	4	5	10	5	1	9	10	14	10	10	7	7	11	7	14
	2%	2%	2%	2%	2%	3%G	1%	*	2%	2%	2%	1%	2%	1%	2%	2%	3%	2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 42

Q6. A police and crime commissioner (PCC) is an elected official in England and Wales. They are responsible for ensuring the efficient and effective policing of their force area, and holding the local police force to account on behalf of the public. With this in mind, which of these types of crime, if any, do you think is most important for a Police and Crime Commissioner to focus on?

Please rank your top three, where 1 = the type of crime you think is most important for a Police and Crime Commissioner to focus on, and so on.

Base: All respondents in England and Wales

Anti-social behaviour

	Region											
	Total	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	1846	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	1860	102*	1758	86*	234	171	184	153	196	271	283	179
NET: Top 3	991 53%	63 62%dhKI	928 53%	42 49%	128 55%	88 51%	91 49%	88 58%	102 52%	131 48%	142 50%	117 65%EfGH JKL
Most important	376 20%	34 33%DefGHJKL	342 19%	17 19%	52 22%gl	25 15%	39 21%	41 27%GJKL	32 16%	45 17%	43 15%	48 27%GJKL
2nd Most important	286 15%	16 16%	270 15%	12 14%	34 15%	29 17%	20 11%	21 14%	34 17%	40 15%	41 15%	39 22%fHI
3rd Most important	330 18%	13 13%	316 18%	14 16%	42 18%	34 20%	32 17%	26 17%	36 18%	46 17%	57 20%	29 16%
Not in top 3	834 45%	37 36%	798 45%b	42 49%m	102 44%	82 48%bM	86 47%M	60 39%	92 47%bM	134 50%BiM	137 48%bM	62 35%
Don't know/ Not answered	34 2%	2 2%	32 2%	1 2%	4 2%	2 1%	7 4%m	4 3%	2 1%	6 2%	5 2%	1 *

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/ef/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 43

Q6. A police and crime commissioner (PCC) is an elected official in England and Wales. They are responsible for ensuring the efficient and effective policing of their force area, and holding the local police force to account on behalf of the public. With this in mind, which of these types of crime, if any, do you think is most important for a Police and Crime Commissioner to focus on?

Please rank your top three, where 1 = the type of crime you think is most important for a Police and Crime Commissioner to focus on, and so on.

Base: All respondents in England and Wales

Theft

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	1846	923	923	236	254	291	313	289	463	490	604	752	423	529	368	526	192	731
Weighted base	1860	916	943	217	319	295	324	277	428	536	619	705	503	512	382	463	228	842
NET: Top 3	704 38%	373 41%B	331 35%	90 42% ^{egh}	165 52% ^{cEFGH}	96 33%	125 39%	89 32%	140 33%	255 48% ^{JK}	221 36%	228 32%	205 41%	205 40%	131 34%	163 35%	90 40%	346 41%
Most important	148 8%	82 9%	66 7%	20 9%	32 10%	20 7%	22 7%	22 8%	33 8%	52 10%	41 7%	55 8%	38 8%	43 8%	27 7%	40 9%	17 7%	70 8%
2nd Most important	275 15%	162 18%B	113 12%	50 23% ^{EFGH}	58 18% ^{gH}	39 13%	46 14%	33 12%	48 11%	108 20% ^{JK}	85 14%	82 12%	95 19% ^O	73 14%	55 14%	52 11%	34 15%	142 17%
3rd Most important	281 15%	129 14%	152 16%	20 9%	74 23% ^{CEGH}	38 13%	57 18% ^C	33 12%	58 14%	94 18% ^k	95 15%	92 13%	72 14%	89 17%	49 13%	72 16%	40 17%	134 16%
Not in top 3	1121 60%	525 57%	596 63%A	122 57% ^d	149 47%	189 64%D	195 60%D	187 67% ^{CD}	280 65% ^{cD}	272 51%	383 62% ^l	466 66% ^l	288 57%	300 59%	244 64%	289 62%	130 57%	482 57%
Don't know/ Not answered	34 2%	18 2%	16 2%	4 2%	5 2%	10 3% ^G	5 1%	1 *	9 2%	10 2%	14 2%	10 1%	10 2%	7 1%	7 2%	11 2%	7 3%	14 2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Online Fraud Survey
ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 44

Q6. A police and crime commissioner (PCC) is an elected official in England and Wales. They are responsible for ensuring the efficient and effective policing of their force area, and holding the local police force to account on behalf of the public. With this in mind, which of these types of crime, if any, do you think is most important for a Police and Crime Commissioner to focus on?

Please rank your top three, where 1 = the type of crime you think is most important for a Police and Crime Commissioner to focus on, and so on.

Base: All respondents in England and Wales

Theft

	Region											
	Total	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	1846	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	1860	102*	1758	86*	234	171	184	153	196	271	283	179
NET: Top 3	704 38%	42 41%	662 38%	33 38%	83 35%	56 33%	69 38%	55 36%	75 38%	109 40%	121 43%g	62 35%
Most important	148 8%	7 7%	142 8%	7 8%	20 8%	11 7%	21 12%jl	17 11%j	11 5%	23 8%	17 6%	15 9%
2nd Most important	275 15%	17 16%M	258 15%	13 15%m	25 11%	22 13%	20 11%	19 12%	36 18%FhM	50 18%FhM	61 22%FGHIM	13 7%
3rd Most important	281 15%	19 18%	262 15%	13 15%	38 16%	23 13%	28 15%	19 12%	29 15%	36 13%	43 15%	33 19%
Not in top 3	1121 60%	58 57%	1063 61%	52 60%	148 63%	113 66%l	108 59%	94 61%	118 60%	156 58%	157 56%	117 65%l
Don't know/ Not answered	34 2%	2 2%	32 2%	1 2%	4 2%	2 1%	7 4%m	4 3%	2 1%	6 2%	5 2%	1 *

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 45

Q7. How effective, if at all, do you think each of the following policies would be at helping to tackle online fraud in the UK?

Base: All respondents

Summary table

		Educating children in schools about the dangers of online fraud	More special constables focused on online fraud and cyber crime	Awareness campaigns to educate consumers and businesses about online fraud	Stronger sentencing for online fraud offences	Ring-fencing of law enforcement resources to improve policing skills and investigate more online fraud offences	Increased care and support for victims of online fraud
Unweighted base		2039	2039	2039	2039	2039	2039
Weighted base		2039	2039	2039	2039	2039	2039
NET: Effective		1621 80%	1446 71%	1611 79%	1618 79%	1440 71%	1233 60%
Very effective	(4)	732 36%	477 23%	561 28%	930 46%	454 22%	324 16%
Somewhat effective	(3)	889 44%	968 47%	1050 51%	688 34%	986 48%	909 45%
Somewhat ineffective	(2)	172 8%	217 11%	171 8%	176 9%	182 9%	401 20%
Very ineffective	(1)	55 3%	80 4%	44 2%	63 3%	42 2%	95 5%
NET: Ineffective		227 11%	297 15%	215 11%	238 12%	224 11%	496 24%
Don't know		191 9%	296 15%	213 10%	182 9%	375 18%	310 15%
Mean		3.24	3.06	3.17	3.34	3.11	2.85
Standard deviation		0.74	0.76	0.69	0.79	0.69	0.78
Standard error		0.02	0.02	0.02	0.02	0.02	0.02

Online Fraud Survey
ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 46

Q7. How effective, if at all, do you think each of the following policies would be at helping to tackle online fraud in the UK?

Base: All respondents

Educating children in schools about the dangers of online fraud

	Total	Gender		Age									Social Grade			Employment Sector		
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2039	1013	1026	255	279	325	356	316	508	534	681	824	463	590	409	577	217	807
Weighted base	2039	995	1044	228	351	328	363	300	469	579	691	769	546	568	420	505	258	917
NET: Effective	1621 80%	794 80%	827 79%	174 76%	260 74%	246 75%	305 84% CDE	240 80%	396 84% CDE	434 75%	551 80% i	636 83% l	438 80%	455 80%	329 78%	400 79%	208 81%	713 78%
Very effective	(4) 36%	732 33%	401 38% A	75 33%	115 33%	106 32%	131 36%	111 37%	194 41% cDE	190 33%	237 34%	305 40% lj	194 36%	212 37%	146 35%	179 35%	102 39% q	294 32%
Somewhat effective	(3) 44%	889 47% B	425 41%	99 44%	144 41%	140 43%	174 48%	129 43%	202 43%	244 42%	314 46%	331 43%	243 45%	243 43%	183 44%	221 44%	107 41%	419 46%
Somewhat ineffective	(2) 8%	172 8%	93 9%	20 9%	35 10%	24 7%	24 7%	31 10%	37 8%	56 10%	48 7%	68 9%	55 10% o	50 9%	33 8%	34 7%	23 9%	78 8%
Very ineffective	(1) 3%	55 4% B	18 2%	11 5% Gh	11 3% G	11 3% G	11 3% G	2 1%	9 2%	22 4% K	22 3% K	11 1%	16 3% m	6 1%	13 3% M	20 4% M	5 2%	26 3%
NET: Ineffective	227 11%	116 12%	111 11%	31 14%	47 13%	35 11%	35 10%	33 11%	46 10%	78 14%	70 10%	79 10%	71 13%	56 10%	46 11%	53 11%	28 11%	104 11%
Don't know	191 9%	85 9%	106 10%	23 10% h	44 13% FH	48 14% FgH	23 6%	27 9%	27 6%	67 12% K	70 10% k	54 7%	37 7%	57 10%	44 11% l	52 10% l	21 8%	100 11%
Mean	3.24	3.20	3.29 A	3.16	3.19	3.21	3.25	3.28	3.32 Cde	3.17	3.23	3.30 l	3.21	3.29	3.23	3.23	3.29	3.20
Standard deviation	0.74	0.76	0.72	0.81	0.78	0.76	0.72	0.68	0.71	0.79	0.74	0.70	0.76	0.69	0.75	0.77	0.73	0.74
Standard error	0.02	0.02	0.02	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.03	0.03	0.04	0.03	0.04	0.03	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 47

Q7. How effective, if at all, do you think each of the following policies would be at helping to tackle online fraud in the UK?

Base: All respondents

Educating children in schools about the dangers of online fraud

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	193	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	2039	179	102*	1758	86*	234	171	184	153	196	271	283	179
NET: Effective	1621 80%	142 79%	77 76%	1402 80%	68 79%	183 78%	140 82%	139 76%	124 81%	152 78%	222 82%	225 80%	149 83%
Very effective	(4) 732 36%	57 32%	39 38%F	635 36%	33 39%f	62 27%	67 39%F	68 37%f	57 37%f	63 32%	101 37%F	105 37%F	78 44%AFJ
Somewhat effective	(3) 889 44%	85 47%	38 37%	766 44%	35 40%	121 52%BHIM	73 43%	71 39%	66 43%	89 45%	121 44%	120 42%	71 39%
Somewhat ineffective	(2) 172 8%	15 8%	8 8%	149 8%	8 9%	29 12%m	15 9%	14 8%	13 9%	18 9%	20 7%	22 8%	10 6%
Very ineffective	(1) 55 3%	3 2%	3 3%	49 3%	- -	5 2%	6 3%	8 4%e	5 4%	5 3%	7 3%	7 2%	5 3%
NET: Ineffective	227 11%	18 10%	11 10%	198 11%	8 9%	34 15%	20 12%	22 12%	19 12%	23 12%	27 10%	29 10%	15 9%
Don't know	191 9%	19 10%	14 14%fg	158 9%	10 12%	17 7%	11 6%	23 12%	11 7%	21 11%	22 8%	29 10%	15 8%
Mean	3.24	3.22	3.29f	3.24	3.33F	3.10	3.25f	3.24	3.23	3.20	3.27F	3.27F	3.35Fj
Standard deviation	0.74	0.70	0.76	0.74	0.66	0.71	0.77	0.81	0.77	0.74	0.73	0.73	0.74
Standard error	0.02	0.05	0.07	0.02	0.07	0.05	0.06	0.07	0.07	0.05	0.05	0.05	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Online Fraud Survey
ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 48

Q7. How effective, if at all, do you think each of the following policies would be at helping to tackle online fraud in the UK?

Base: All respondents

More special constables focused on online fraud and cyber crime

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2039	1013	1026	255	279	325	356	316	508	534	681	824	463	590	409	577	217	807
Weighted base	2039	995	1044	228	351	328	363	300	469	579	691	769	546	568	420	505	258	917
NET: Effective	1446 71%	687 69%	758 73%	156 68%	238 68%	228 69%	265 73%	222 74%	337 72%	394 68%	493 71%	559 73%	404 74% ⁿ	398 70%	283 67%	360 71%	188 73%	629 69%
Very effective	(4) 477 23%	206 21%	271 26% ^A	45 20%	71 20%	71 22%	104 29% ^C	67 22%	119 25%	117 20%	176 25% ⁱ	185 24%	137 25%	124 22%	102 24%	115 23%	60 23%	210 23%
Somewhat effective	(3) 968 47%	482 48%	487 47%	111 48%	167 48%	156 48%	161 44%	156 52% ^f	218 46%	277 48%	317 46%	374 49%	267 49%	274 48%	182 43%	245 49%	128 50%	419 46%
Somewhat ineffective	(2) 217 11%	124 12% ^B	93 9%	28 12%	30 8%	33 10%	41 11%	30 10%	56 12%	58 10%	74 11%	85 11%	66 12%	68 12%	39 9%	44 9%	26 10%	104 11%
Very ineffective	(1) 80 4%	54 5% ^B	26 2%	- -	17 5% ^C	11 3% ^C	15 4% ^C	9 3% ^C	29 6% ^{Cg}	17 3%	26 4%	38 5%	20 4%	22 4%	18 4%	21 4%	7 3%	30 3%
NET: Ineffective	297 15%	178 18% ^B	119 11%	28 12%	47 13%	44 14%	55 15%	38 13%	84 18% ^{cg}	75 13%	100 14%	123 16%	86 16%	89 16%	57 14%	66 13%	33 13%	134 15%
Don't know	296 15%	130 13%	166 16%	44 19% ^{FgH}	66 19% ^{FH}	56 17% ^{fH}	42 12%	39 13%	48 10%	110 19% ^{jk}	98 14%	87 11%	56 10%	81 14% ^l	80 19% ^{Lm}	80 16% ^L	37 14%	153 17%
Mean	3.06	2.97	3.14 ^A	3.09	3.03	3.06	3.11	3.07	3.01	3.05	3.08	3.04	3.07	3.03	3.08	3.06	3.09	3.06
Standard deviation	0.76	0.79	0.72	0.63	0.77	0.74	0.79	0.71	0.83	0.72	0.77	0.79	0.76	0.76	0.79	0.76	0.72	0.75
Standard error	0.02	0.03	0.02	0.04	0.05	0.04	0.05	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.04	0.03	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 49

Q7. How effective, if at all, do you think each of the following policies would be at helping to tackle online fraud in the UK?

Base: All respondents

More special constables focused on online fraud and cyber crime

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	193	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	2039	179	102*	1758	86*	234	171	184	153	196	271	283	179
NET: Effective	1446 71%	122 68%	71 69%	1253 71%	53 61%	176 75% ^{Eh}	123 72%	119 65%	114 74% ^e	136 70%	195 72%	203 72%	134 75% ^{eh}
Very effective	(4) 477 23%	35 20%	22 21%	420 24%	19 22%	50 22%	43 25%	52 28% ^a	40 26%	46 23%	56 21%	73 26%	42 23%
Somewhat effective	(3) 968 47%	87 48% ^H	49 48% ^h	833 47%	34 40%	126 54% ^{eH}	80 47% ^h	67 37%	73 48% ^h	91 46% ^h	139 51% ^H	130 46% ^h	92 51% ^H
Somewhat ineffective	(2) 217 11%	21 12%	10 10%	185 11%	16 18% ^{iKLM}	26 11%	20 12%	21 11%	15 9%	23 12%	28 10%	23 8%	15 8%
Very ineffective	(1) 80 4%	7 4%	4 4%	70 4%	2 2%	8 3%	6 4%	13 7% ^l	9 6%	7 4%	9 3%	8 3%	7 4%
NET: Ineffective	297 15%	28 16%	14 14%	255 15%	18 21% ^L	34 14%	26 15%	34 19% ^L	23 15%	30 15%	37 14%	31 11%	22 12%
Don't know	296 15%	29 16%	17 17%	249 14%	15 18%	25 11%	22 13%	30 16%	16 10%	29 15%	40 15%	49 17% ^{fi}	23 13%
Mean	3.06	3.00	3.04	3.06	2.99	3.04	3.07	3.03	3.06	3.05	3.04	3.15	3.08
Standard deviation	0.76	0.75	0.75	0.76	0.78	0.72	0.77	0.91	0.81	0.77	0.72	0.73	0.74
Standard error	0.02	0.06	0.07	0.02	0.09	0.05	0.06	0.08	0.07	0.06	0.05	0.05	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 50
Q7. How effective, if at all, do you think each of the following policies would be at helping to tackle online fraud in the UK?
Base: All respondents
Awareness campaigns to educate consumers and businesses about online fraud

	Total	Gender		Age									Social Grade			Employment Sector		
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2039	1013	1026	255	279	325	356	316	508	534	681	824	463	590	409	577	217	807
Weighted base	2039	995	1044	228	351	328	363	300	469	579	691	769	546	568	420	505	258	917
NET: Effective	1611 79%	783 79%	828 79%	168 73%	265 76%	238 72%	297 82%CE	241 81%CE	402 86%CDEg	433 75%	534 77%	644 84%IJ	440 81%	459 81%n	316 75%	397 78%	208 81%	687 75%
Very effective	(4) 561 28%	241 24%	320 31%A	55 24%	103 29%	75 23%	108 30%e	80 27%	140 30%e	158 27%	184 27%	220 29%	140 26%	182 32%IO	111 26%	129 26%	82 32%q	228 25%
Somewhat effective	(3) 1050 51%	542 54%B	508 49%	112 49%	163 46%	162 49%	189 52%	162 54%	262 56%D	275 48%	351 51%	424 55%I	300 55%m	278 49%	205 49%	267 53%	127 49%	459 50%
Somewhat ineffective	(2) 171 8%	105 11%B	66 6%	21 9%	28 8%	30 9%	23 6%	29 10%	40 8%	49 8%	53 8%	69 9%	43 8%	42 7%	43 10%	43 9%	20 8%	88 10%
Very ineffective	(1) 44 2%	25 2%	19 2%	8 3%h	8 2%	7 2%	11 3%h	4 1%	6 1%	16 3%k	18 3%k	10 1%	8 2%	10 2%	12 3%	14 3%	4 1%	21 2%
NET: Ineffective	215 11%	130 13%B	86 8%	29 13%	36 10%	37 11%	34 9%	34 11%	45 10%	65 11%	71 10%	79 10%	52 9%	52 9%	55 13%m	57 11%	24 9%	109 12%
Don't know	213 10%	82 8%	131 13%A	31 14%gH	49 14%fgH	53 16%FGH	32 9%H	25 8%h	22 5%	81 14%K	85 12%K	46 6%	55 10%	57 10%	49 12%	52 10%	26 10%	121 13%
Mean	3.17	3.09	3.24A	3.09	3.20	3.11	3.19	3.15	3.20c	3.15	3.16	3.18	3.16	3.23NO	3.12	3.13	3.23q	3.12
Standard deviation	0.69	0.69	0.67	0.74	0.71	0.69	0.71	0.66	0.64	0.72	0.70	0.65	0.64	0.68	0.73	0.70	0.67	0.70
Standard error	0.02	0.02	0.02	0.05	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.02	0.03	0.03	0.04	0.03	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
 Overlap formulae used.

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 51

Q7. How effective, if at all, do you think each of the following policies would be at helping to tackle online fraud in the UK?

Base: All respondents

Awareness campaigns to educate consumers and businesses about online fraud

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	193	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	2039	179	102*	1758	86*	234	171	184	153	196	271	283	179
NET: Effective	1611 79%	144 80%	80 79%	1387 79%	68 80%	181 77%	132 77%	140 76%	127 83%	150 76%	220 81%	223 79%	147 82%
Very effective	(4) 561 28%	48 27%	22 21%	491 28%	22 26%	50 21%	58 34%bFJ	49 27%	45 30%	44 23%	90 33%bFJ	79 28%	54 30%f
Somewhat effective	(3) 1050 51%	95 53%	58 57%G	896 51%	46 54%	131 56%G	74 43%	91 50%	82 54%	106 54%g	129 48%	143 51%	93 52%
Somewhat ineffective	(2) 171 8%	10 6%	6 6%	155 9%	6 7%	25 11%	18 10%	15 8%	12 8%	24 12%A	21 8%	21 8%	14 8%
Very ineffective	(1) 44 2%	5 3%	2 2%	37 2%	- -	5 2%	4 2%	9 5%ejkL	7 4%eL	3 1%	4 1%	2 1%	4 2%
NET: Ineffective	215 11%	15 8%	9 9%	192 11%	6 7%	30 13%	22 13%	24 13%	18 12%	27 14%	24 9%	24 8%	18 10%
Don't know	213 10%	21 12%i	13 13%l	179 10%	12 14%l	24 10%i	18 10%	19 10%	7 5%	20 10%	27 10%	37 13%l	15 8%
Mean	3.17	3.18	3.12	3.17	3.22	3.07	3.21	3.09	3.14	3.08	3.26FhJ	3.22Fj	3.20
Standard deviation	0.69	0.67	0.64	0.69	0.57	0.67	0.74	0.78	0.75	0.66	0.67	0.63	0.69
Standard error	0.02	0.05	0.06	0.02	0.07	0.05	0.06	0.06	0.06	0.05	0.05	0.04	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 52

Q7. How effective, if at all, do you think each of the following policies would be at helping to tackle online fraud in the UK?

Base: All respondents

Stronger sentencing for online fraud offences

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2039	1013	1026	255	279	325	356	316	508	534	681	824	463	590	409	577	217	807
Weighted base	2039	995	1044	228	351	328	363	300	469	579	691	769	546	568	420	505	258	917
NET: Effective	1618 79%	785 79%	834 80%	165 72%	266 76%	242 74%	284 78%	247 82%CE	415 88%CDEFG	431 75%	525 76%	661 86%IJ	433 79%	454 80%	329 78%	402 79%	212 82%Q	682 74%
Very effective	(4) 930 46%	459 46%	471 45%	75 33%	126 36%	120 36%	180 50%CDE	140 47%CDE	290 62%CDEFG	201 35%	299 43%I	430 56%IJ	252 46%	251 44%	204 49%	222 44%	109 42%	366 40%
Somewhat effective	(3) 688 34%	325 33%	363 35%	90 40%FH	140 40%FH	122 37%FH	104 29%	107 36%H	125 27%	230 40%JK	226 33%	232 30%	181 33%	203 36%n	125 30%	179 35%	103 40%	316 34%
Somewhat ineffective	(2) 176 9%	100 10%B	76 7%	25 11%H	37 10%H	27 8%	31 8%	28 9%h	27 6%	62 11%k	58 8%	56 7%	59 11%M	38 7%	38 9%	40 8%	20 8%	98 11%
Very ineffective	(1) 63 3%	41 4%B	22 2%	11 5%g	7 2%	7 2%	22 6%DEGH	5 2%	12 2%	17 3%	29 4%K	16 2%	13 2%	14 2%	15 4%	22 4%	7 3%	33 4%
NET: Ineffective	238 12%	141 14%B	98 9%	36 16%H	44 12%	35 11%	52 14%H	33 11%	39 8%	79 14%K	87 13%k	72 9%	72 13%m	52 9%	53 13%	61 12%	27 10%	131 14%
Don't know	182 9%	69 7%	113 11%A	27 12%gH	41 12%gH	52 16%FGH	27 7%H	20 7%h	16 3%	68 12%K	78 11%K	36 5%	40 7%	62 11%I	38 9%	42 8%	19 7%	104 11%
Mean	3.34	3.30	3.38a	3.14	3.24	3.28	3.32c	3.36C	3.53CDEFG	3.20	3.30	3.47IJ	3.33	3.37	3.36	3.30	3.32	3.25
Standard deviation	0.79	0.83	0.73	0.83	0.75	0.75	0.89	0.73	0.72	0.78	0.83	0.73	0.78	0.74	0.81	0.81	0.75	0.82
Standard error	0.02	0.03	0.02	0.06	0.05	0.04	0.05	0.04	0.03	0.04	0.03	0.03	0.04	0.03	0.04	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 53

Q7. How effective, if at all, do you think each of the following policies would be at helping to tackle online fraud in the UK?

Base: All respondents

Stronger sentencing for online fraud offences

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	193	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	2039	179	102*	1758	86*	234	171	184	153	196	271	283	179
NET: Effective	1618 79%	137 77%	82 80%	1399 80%	63 73%	191 81%	134 78%	141 77%	122 80%	157 80%	212 78%	233 82%	146 82%
Very effective	(4) 930 46%	73 41%	55 54%AEK	802 46%	30 35%	105 45%	78 46%	88 48%e	79 51%aE	86 44%	116 43%	129 45%	91 51%aE
Somewhat effective	(3) 688 34%	65 36%	27 26%	597 34%	33 38%	86 36%b	56 33%	53 29%	43 28%	71 36%	96 35%	104 37%b	55 31%
Somewhat ineffective	(2) 176 9%	19 10%	8 8%	149 8%	13 15%kIM	22 9%	14 8%	14 8%	17 11%	19 10%	20 7%	20 7%	11 6%
Very ineffective	(1) 63 3%	6 3%	2 2%	54 3%	1 1%	3 1%	8 5%fl	10 5%FL	4 3%	4 2%	11 4%	4 1%	9 5%fl
NET: Ineffective	238 12%	25 14%	10 10%	203 12%	14 16%l	25 11%	23 13%	24 13%	21 14%	23 12%	31 11%	24 8%	20 11%
Don't know	182 9%	17 10%	10 10%	155 9%	9 11%	18 8%	14 8%	18 10%	10 7%	16 8%	28 10%	26 9%	13 7%
Mean	3.34	3.26	3.46aE	3.34	3.20	3.36	3.30	3.33	3.38	3.33	3.30	3.39e	3.38
Standard deviation	0.79	0.81	0.76	0.78	0.76	0.72	0.85	0.87	0.80	0.75	0.81	0.70	0.83
Standard error	0.02	0.06	0.07	0.02	0.09	0.05	0.07	0.07	0.07	0.05	0.06	0.04	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Online Fraud Survey
ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 54

Q7. How effective, if at all, do you think each of the following policies would be at helping to tackle online fraud in the UK?

Base: All respondents

Ring-fencing of law enforcement resources to improve policing skills and investigate more online fraud offences

	Total	Gender		Age									Social Grade			Employment Sector		
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2039	1013	1026	255	279	325	356	316	508	534	681	824	463	590	409	577	217	807
Weighted base	2039	995	1044	228	351	328	363	300	469	579	691	769	546	568	420	505	258	917
NET: Effective	1440 71%	719 72%B	721 69%A	156 69%	231 66%	204 62%	268 74% <i>dE</i>	224 75% <i>DE</i>	357 76% <i>cDE</i>	388 67%	472 68%	581 76% <i>lJ</i>	402 74%	400 70%	290 69%	349 69%	183 71%	619 68%
Very effective	(4) 22%	454 21%	246 24%	33 15%	76 22% <i>ce</i>	50 15%	82 23% <i>CE</i>	79 26% <i>CE</i>	134 29% <i>CdEf</i>	109 19%	132 19%	213 28% <i>lJ</i>	124 23%	129 23%	92 22%	109 22%	62 24%	175 19%
Somewhat effective	(3) 48%	511 51%B	475 46%	123 54% <i>d</i>	155 44%	154 47%	186 51%	145 48%	223 47%	279 48%	340 49%	367 48%	278 51%	271 48%	197 47%	240 48%	121 47%	444 48%
Somewhat ineffective	(2) 9%	182 10%	99 8%	15 6%	29 8%	42 13% <i>CF</i>	26 7%	26 9%	44 9%	44 8%	68 10%	70 9%	46 8%	51 9%	36 9%	49 10%	23 9%	92 10%
Very ineffective	(1) 2%	42 3%B	32 1%	3 1%	9 3%	7 2%	10 3%	4 1%	9 2%	12 2%	17 2%	13 2%	12 2%	9 2%	9 2%	12 2%	3 1%	22 2%
NET: Ineffective	224 11%	131 13%B	93 9%	18 8%	38 11%	49 15% <i>Cfg</i>	36 10%	30 10%	53 11%	56 10%	85 12%	83 11%	58 11%	60 11%	45 11%	60 12%	26 10%	114 12%
Don't know	375 18%	145 15%	230 22%A	54 24% <i>fGH</i>	81 23% <i>fGH</i>	74 23% <i>fGH</i>	59 16%	46 15%	60 13%	136 23% <i>K</i>	134 19% <i>K</i>	106 14%	87 16%	108 19%	85 20%	96 19%	49 19%	184 20%
Mean	3.11	3.05	3.17A	3.07	3.11e	2.98	3.12E	3.18E	3.18E	3.09	3.05	3.18iJ	3.12	3.13	3.11	3.09	3.16	3.05
Standard deviation	0.69	0.71	0.65	0.59	0.72	0.69	0.69	0.67	0.70	0.67	0.69	0.69	0.68	0.68	0.69	0.70	0.66	0.69
Standard error	0.02	0.02	0.02	0.04	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.03	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 55

Q7. How effective, if at all, do you think each of the following policies would be at helping to tackle online fraud in the UK?

Base: All respondents

Ring-fencing of law enforcement resources to improve policing skills and investigate more online fraud offences

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	193	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	2039	179	102*	1758	86*	234	171	184	153	196	271	283	179
NET: Effective	1440 71%	124 69%	70 69%	1246 71%	57 66%	171 73%	124 72%	119 65%	111 73%	131 67%	206 76% ^{Hj}	194 68%	134 75% ^h
Very effective	(4) 454 22%	41 23%	24 23%	390 22%	19 22%	47 20%	39 23%	48 26%	30 20%	37 19%	70 26%	55 19%	45 25%
Somewhat effective	(3) 986 48%	84 47%	46 45%	856 49%	38 44%	124 53% ^H	85 50% ^h	70 38%	81 53% ^H	94 48% ^h	136 50% ^H	139 49% ^h	90 50% ^h
Somewhat ineffective	(2) 182 9%	17 10%	7 7%	157 9%	5 6%	25 10%	12 7%	21 12% ^k	16 10%	23 12% ^k	17 6%	24 9%	14 8%
Very ineffective	(1) 42 2%	4 2%	3 3% ^f	36 2%	3 3% ^F	1 *	3 2%	5 3% ^f	7 5% ^{FK}	5 3% ^f	2 1%	5 2%	5 3% ^f
NET: Ineffective	224 11%	21 12%	10 10%	193 11%	8 9%	25 11%	16 9%	26 14% ^K	23 15% ^K	29 15% ^K	18 7%	29 10%	19 11%
Don't know	375 18%	34 19%	22 22% ⁱ	319 18%	21 25% ^{lm}	39 17%	32 18%	39 21% ⁱ	19 12%	36 18%	47 17%	61 21% ⁱ	26 14%
Mean	3.11	3.11	3.14	3.11	3.13	3.11	3.14	3.12	3.00	3.02	3.22 ^{JI}	3.09	3.13
Standard deviation	0.69	0.71	0.71	0.68	0.73	0.61	0.66	0.78	0.75	0.72	0.61	0.66	0.71
Standard error	0.02	0.06	0.07	0.02	0.09	0.04	0.06	0.07	0.07	0.05	0.04	0.04	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Online Fraud Survey
ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 56

Q7. How effective, if at all, do you think each of the following policies would be at helping to tackle online fraud in the UK?

Base: All respondents

Increased care and support for victims of online fraud

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2039	1013	1026	255	279	325	356	316	508	534	681	824	463	590	409	577	217	807
Weighted base	2039	995	1044	228	351	328	363	300	469	579	691	769	546	568	420	505	258	917
NET: Effective	1233 60%	574 58%	659 63%A	148 65%g	217 62%	194 59%	228 63%g	165 55%	282 60%	365 63%	422 61%	447 58%	353 65%Mn	327 58%	244 58%	309 61%	176 68%Q	543 59%
Very effective	(4) 324 16%	128 13%	197 19%A	30 13%	53 15%	49 15%	72 20%c	44 15%	76 16%	83 14%	121 18%	120 16%	87 16%	92 16%	76 18%o	69 14%	52 20%	141 15%
Somewhat effective	(3) 909 45%	446 45%	463 44%	118 52%fGh	164 47%	144 44%	156 43%	121 40%	206 44%	282 49%k	300 43%	327 43%	266 49%MN	235 41%	167 40%	240 48%mN	124 48%	402 44%
Somewhat ineffective	(2) 401 20%	229 23%B	172 16%	39 17%	56 16%	66 20%	58 16%	79 26%CD eF	103 22%df	94 16%	124 18%	182 24%lJ	106 20%	114 20%	81 19%	99 20%	45 17%	176 19%
Very ineffective	(1) 95 5%	66 7%B	29 3%	10 4%	9 3%	9 3%	23 6%de	14 5%	30 6%DE	19 3%	32 5%	44 6%i	29 5%	25 4%	20 5%	22 4%	7 3%	44 5%
NET: Ineffective	496 24%	295 30%B	201 19%	48 21%	65 18%	75 23%	81 22%	93 31%CD eF	133 28%cDf	113 20%	156 23%	226 29%lJ	135 25%	139 24%	101 24%	120 24%	52 20%	220 24%
Don't know	310 15%	126 13%	184 18%A	32 14%	69 20%H	59 18%H	54 15%	42 14%	54 12%	101 17%K	113 16%k	96 12%	57 10%	102 18%L	75 18%L	76 15%l	29 11%	154 17%p
Mean	2.85	2.73	2.96A	2.85	2.93Gh	2.87	2.90g	2.75	2.79	2.90K	2.88K	2.78	2.84	2.84	2.87	2.83	2.97q	2.84
Standard deviation	0.78	0.80	0.75	0.73	0.72	0.74	0.84	0.80	0.82	0.72	0.80	0.81	0.78	0.80	0.82	0.75	0.75	0.79
Standard error	0.02	0.03	0.03	0.05	0.05	0.04	0.05	0.05	0.04	0.03	0.03	0.03	0.04	0.04	0.05	0.03	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Online Fraud Survey

ONLINE Fieldwork: 18th - 19th September 2017

Absolutes/col percents

Table 57

Q7. How effective, if at all, do you think each of the following policies would be at helping to tackle online fraud in the UK?

Base: All respondents

Increased care and support for victims of online fraud

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2039	193	121	1725	88	227	179	170	151	221	239	272	178
Weighted base	2039	179	102*	1758	86*	234	171	184	153	196	271	283	179
NET: Effective	1233 60%	111 62%	61 60%	1061 60%	58 68%f	131 56%	108 63%	112 61%	91 59%	118 60%	160 59%	171 60%	113 63%
Very effective	(4) 324 16%	26 15%	13 13%	285 16%	17 20%F	22 10%	31 18%F	42 23%abFJ	25 17%f	26 13%	42 16%f	53 19%F	27 15%
Somewhat effective	(3) 909 45%	84 47%	48 47%	776 44%	41 48%	108 46%	78 45%	70 38%	66 43%	92 47%	118 43%	118 42%	86 48%
Somewhat ineffective	(2) 401 20%	33 18%	20 19%	348 20%	13 15%	58 25%M	30 17%	32 17%	39 25%M	41 21%	59 22%m	52 18%	25 14%
Very ineffective	(1) 95 5%	8 5%	4 3%	83 5%	2 3%	14 6%	6 3%	12 7%	7 5%	7 4%	11 4%	10 4%	13 7%
NET: Ineffective	496 24%	41 23%	23 23%	431 25%	15 18%	72 31%Eglm	35 21%	44 24%	46 30%eg	48 24%	70 26%	62 22%	38 21%
Don't know	310 15%	27 15%	17 17%	265 15%	12 14%	32 14%	28 16%	28 15%	16 10%	30 15%	41 15%	50 18%i	28 16%
Mean	2.85	2.85f	2.84	2.85	3.00F	2.69	2.93F	2.91F	2.79	2.83	2.83	2.92F	2.84
Standard deviation	0.78	0.77	0.73	0.79	0.73	0.76	0.76	0.88	0.80	0.74	0.78	0.79	0.82
Standard error	0.02	0.06	0.07	0.02	0.08	0.05	0.06	0.07	0.07	0.05	0.05	0.05	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing