**How Do People Tackle Online Shopping Scams?**

**We are a group of students from the University of Toronto, conducting a survey on “How do people tackle Online Shopping Scams?” for our CSC318 course project. The main purpose of this survey is to identify the demographic being targeted the most and how these scams are being carried out.**

**We would like to invite you to spend a few minutes to fill this questionnaire. All the data collected will be kept confidential and used solely for academic purposes. Your participation will be greatly appreciated.**

**Thank you!**

**Please take a moment to review our Consent notice before answering the questionnaire.**

***I hereby consent to participate in the questionnaire conducted by Team Vulcan for an assignment in University of Toronto Computer Science 318, Design of Interactive Computational Media.***

***I agree to participate in this study and will receive no compensation for my participation. All materials and results will be kept confidential, and, in particular, that my name and any identifying or identified information will not be associated with the data.***

**Signature (Please enter your full name)\***

**1. What is your age?\***

* **16 - 30 years old**
* **31 - 45 years old**
* **45+ years old**

**2. What is your total annual income?\***

* **$0 - $30,000**
* **$31,000 - $60,000**
* **$61,000 - $90,000**
* **$91,000 - $120,000**
* **$120,000+**

**3. How often do you order online in a month?\***

* **More than once a week**
* **Once a week**
* **Once every 2 weeks**
* **Once a month**

**5. How much do you spend online on your purchases in a month? \***

* **$0 - $100**
* **$101 - $500**
* **$501 - $1000**
* **$1001 - $2000**
* **$2000+**

**6. Have you or any of your family members and friends ever received a scam call/ text/ email or a received fakes from a seller?If yes, which of the following have you/ they experienced? \***

* **Scam Calls (Random calls from an unknown number)**
* **Scam Emails (Shady emails about an online purchase you haven’t made)**
* **Fake/ Undelivered goods (did not get the required goods after purchase)**

Give options - call, text and email so that the person can check the boxes. And also ask frequency

**If you answer yes on the previous question, how often have you/they experienced these types of scams? \***

* **Once a month**
* **2 - 3 times a month**
* **Once a week**
* **More than once a week**

**7. What is your initial reaction after receiving a scam call/text/email?**

* **Ignore the incident**
* **Seek for support/advice**
* **Others**

**8. How often do you reply to calls/ texts/ emails from unknown individuals? \***

* **1 (Never)**
* **2**
* **3**
* **4**
* **5 (Very Often)**

Ask frequency

**9. What steps do you currently undertake to protect your information when making purchases online? \***

(Subjective Question)

**10. Which bank(s) do you use?**

* **Scotiabank**
* **TD bank**
* **RBC**
* **BMO**
* **CIBC**
* **Other Banks**

**Are you aware of any form of support that your bank would provide in the event of an online scam? If yes, please elaborate.**

**11. Have you ever experienced a situation where you came across an advertisement on a trusted site that is offering a great deal on an item you are very interested in purchasing? You are skeptical about the advertisement but the deal being offered is too good to ignore.**

**If yes, what did you do in this situation?**

1. **Resist the urge to purchase the item.**
2. **Make the purchase because the advertisement is on a trusted site and you can save a lot of money.**
3. **Enquire about the deal from the site’s customer service.**
4. **Other answers**

**12. Have you ever received a call from an unknown number claiming to be from your bank and asking for your details in order to verify a transaction?**

**If yes, what did you do in such a situation?**

1. **Ignore the call.**
2. **Trust the caller and provide your information.**
3. **Call your bank and inquire about the call you received.**
4. **Other answers**

**13. If you have not been scammed, how do you differentiate between scam calls/texts/emails and authentic calls/texts/emails (e.g. Email address and domain name do not match, urgent texts,etc.)**

**14. What do you think people can do to avoid getting tricked by online purchase scams? \***