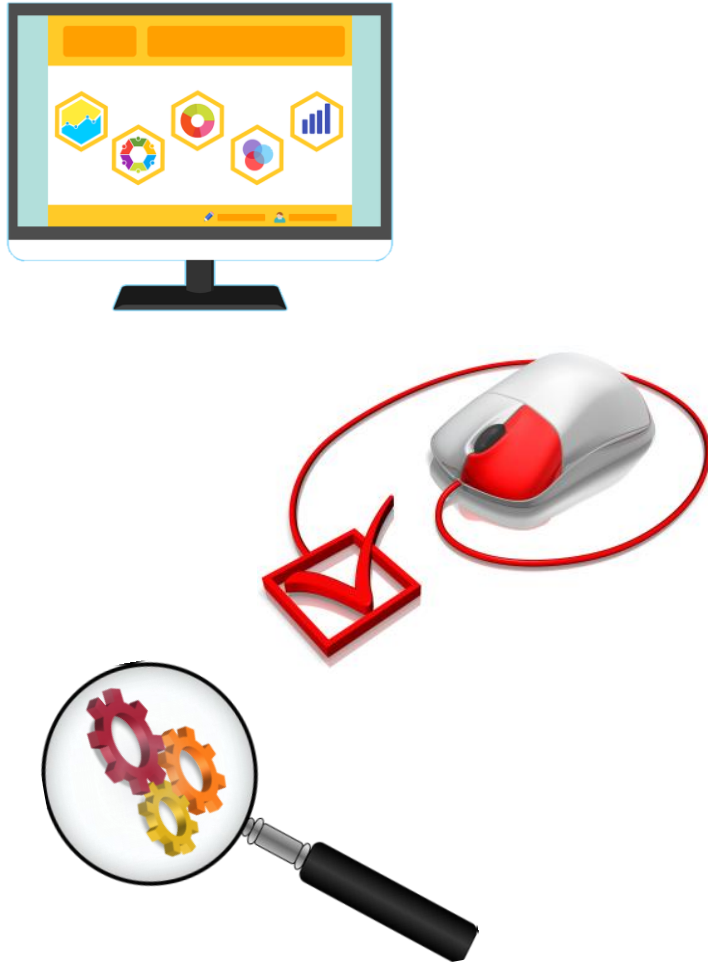


BPFI

Money Mules Survey

July 2024





- A number of questions were placed on the Amárach Research **late July 2024** omnibus.
- The questions were pre-agreed with the **Banking & Payments Federation Ireland** and include questions about attitudes towards the use of personal bank accounts.
- A **total sample of 1,000** adults 18+ was achieved using a combination of quota controls and weighting to ensure the final sample is aligned with the national population in terms of gender, age, region and social grade.
- Survey fieldwork took place from the **24th – 26th July 2024**.

A note on reporting:

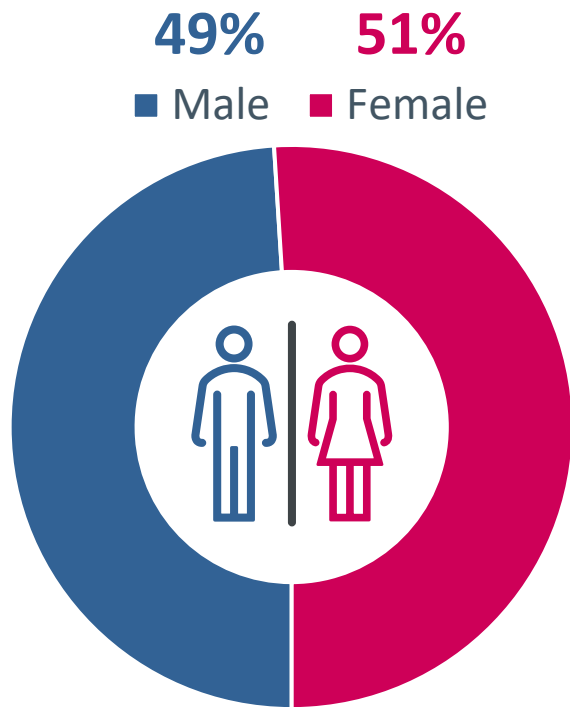
- percentages may not add up to 100% due to rounding.

- the highlighted percentages are notably higher compared to the total sample average.

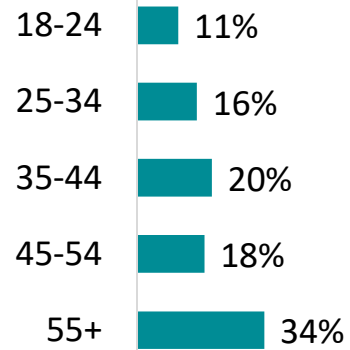


Sample Profile – nationally representative of ROI 18+

Gender



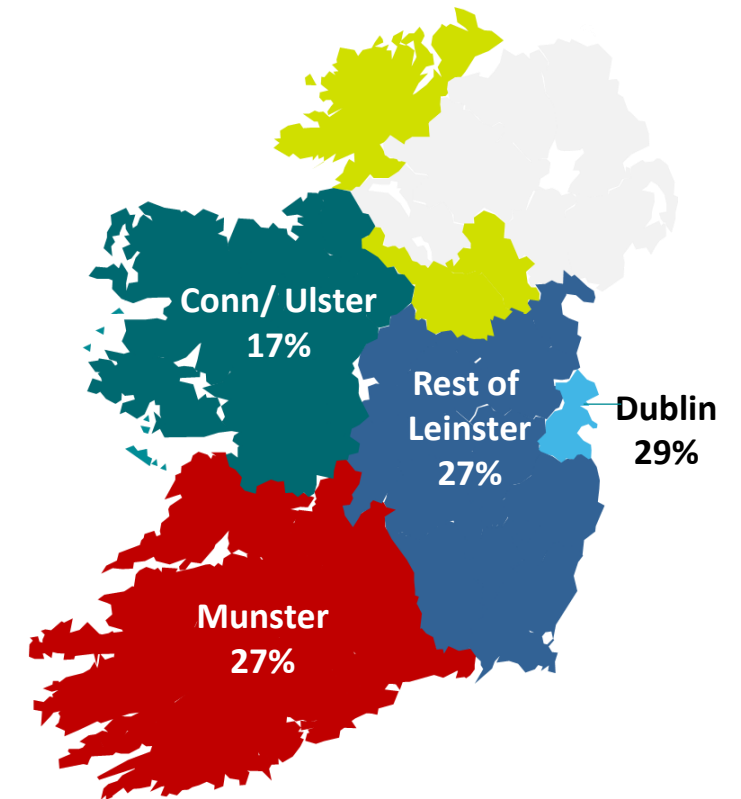
Age



Social class



Region



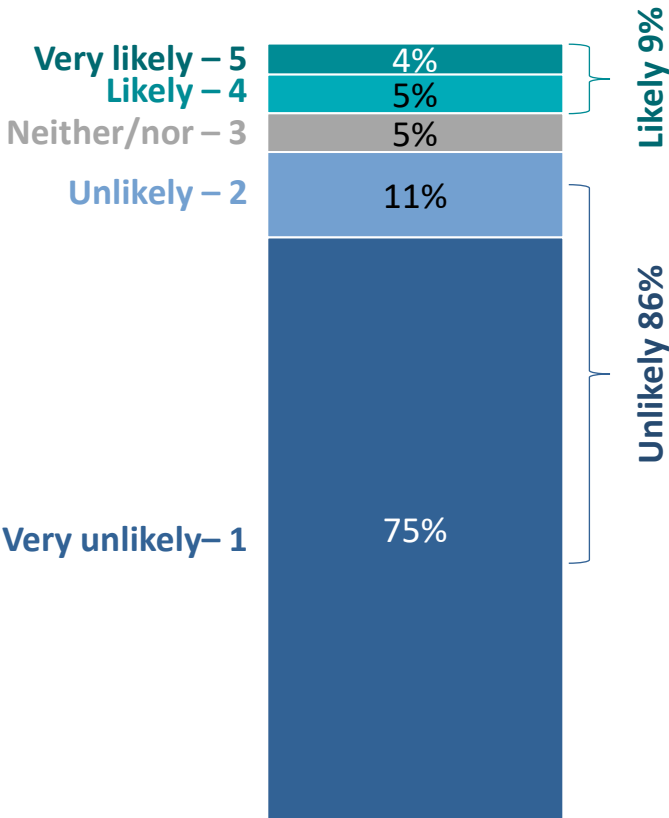
Main Findings:



The vast majority (86%) of adults are unlikely or very unlikely to consider allowing someone to use their bank account to transfer money in return for keeping a portion of it. Fewer than 1 in 10 (9%) would consider this offer, rising to 34% among 18-24 year olds.



(Base: All respondents – 1,000)

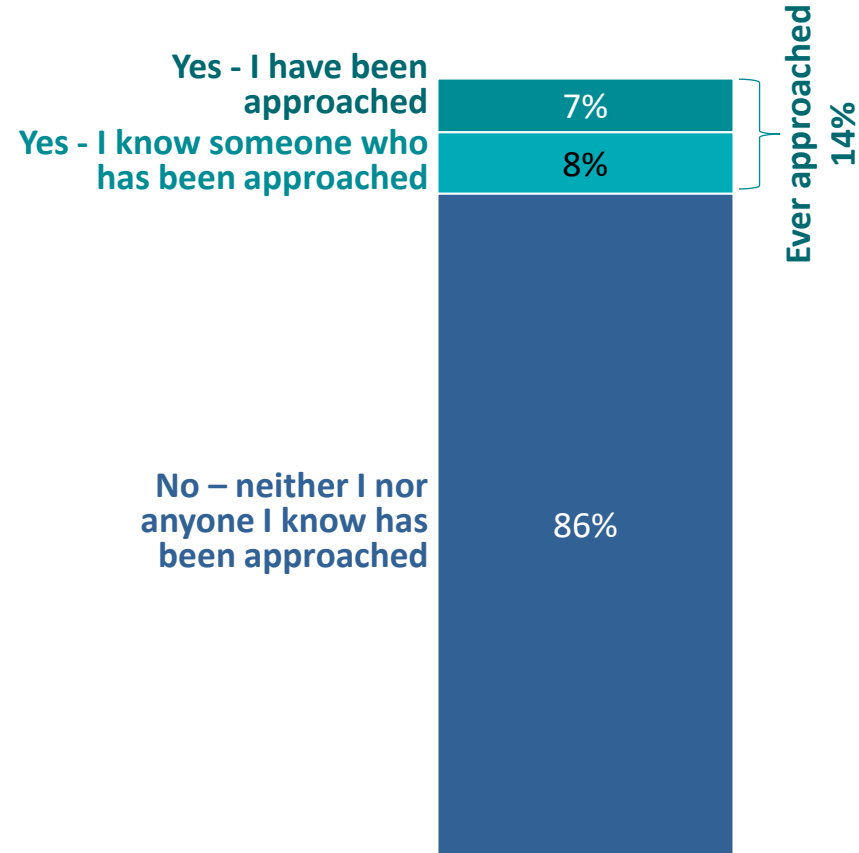


	GENDER		AGE					CLASS		MONEY MULE AWARENESS	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Aware	Unaware
N=	494	506	112	160	202	182	344	508	492	799	201
Very Likely	5%	2%	11%	5%	4%	2%	1%	2%	5%	4%	4%
Likely	5%	5%	23%	11%	2%	1%	1%	3%	8%	4%	11%
Neither/Nor	7%	4%	14%	12%	3%	2%	2%	4%	7%	3%	12%
Unlikely	11%	12%	15%	20%	17%	8%	4%	11%	12%	10%	17%
Very unlikely	72%	77%	37%	52%	74%	87%	91%	80%	69%	79%	56%
<u>SUMMARY</u>											
Likely	10%	8%	34%	16%	6%	4%	3%	6%	13%	8%	15%
Unlikely	83%	89%	52%	72%	91%	95%	95%	91%	81%	89%	73%



Approximately 1 in 7 adults (14%) reported that either they or someone they know has been approached by someone looking to use their bank account to transfer money. This was highest among 18-24 year olds (45%).

(Base: All respondents – 1,000)

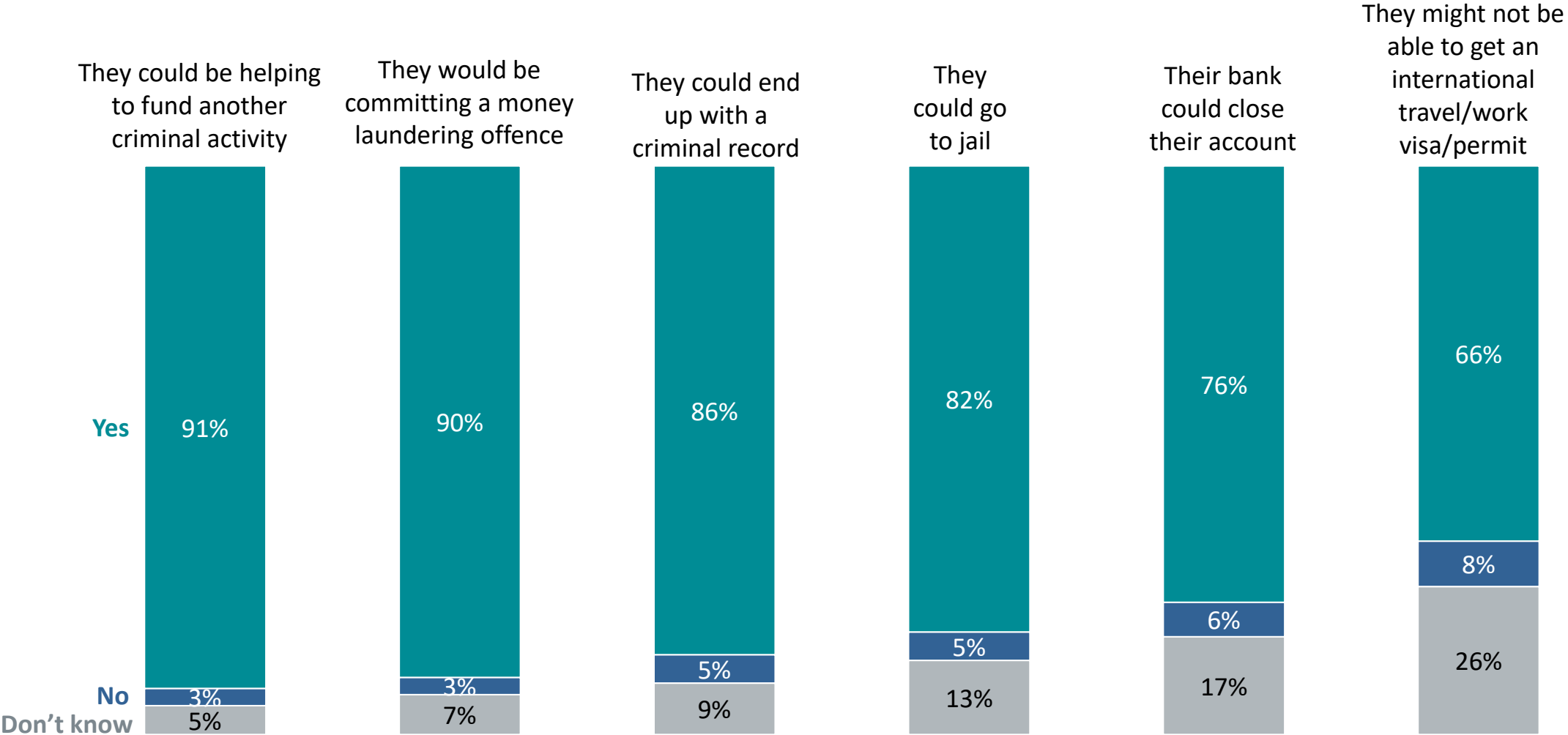


	GENDER		AGE					CLASS		MONEY MULE AWARENESS	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Aware	Unaware
N=	494	506	112	160	202	182	344	508	492	799	201
Yes - I have been approached	8%	6%	24%	8%	4%	7%	3%	5%	9%	6%	11%
Yes - I know someone who has been approached	10%	6%	25%	15%	5%	6%	1%	6%	10%	7%	12%
No – neither I nor anyone I know has been approached	83%	89%	55%	78%	91%	88%	96%	89%	83%	88%	79%
SUMMARY											
Ever approached	17%	11%	45%	22%	9%	12%	4%	11%	17%	12%	21%

The vast majority of those surveyed appear to understand the possible consequences of allowing money to move through their account for someone else. However, somewhat fewer are aware that their bank could close their account and that they might not be able to obtain an international travel or work visa/permit.



(Base: All respondents – 1,000)



Those most likely to understand the possible consequences of allowing money to move through their account for someone else include older age cohorts (age 35+), ABC1s and those aware of the term “Money Mule”.

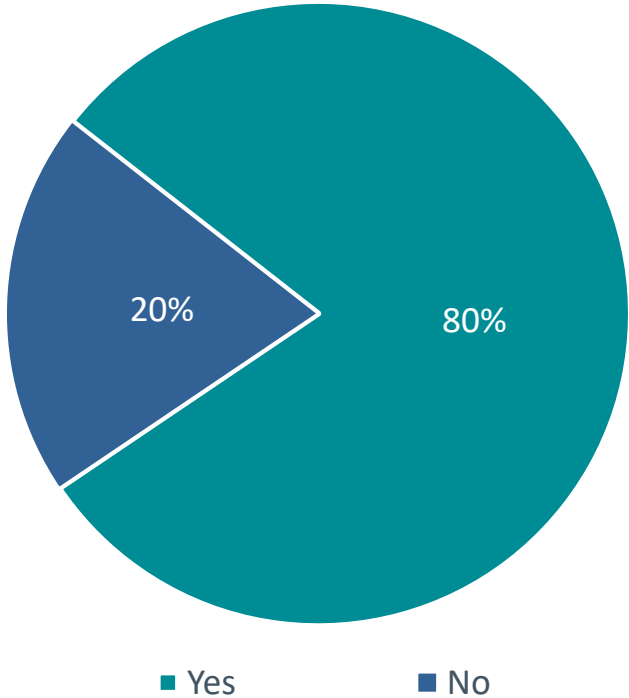


	GENDER		AGE					CLASS		MONEY MULE AWARENESS		
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Aware	Unaware
N=	1,000	494	506	112	160	202	182	344	508	492	799	201
They could be helping to fund another criminal activity	91%	90%	92%	75%	86%	93%	94%	97%	95%	88%	95%	77%
They would be committing a money laundering offence	90%	89%	91%	73%	80%	93%	94%	95%	93%	86%	95%	69%
They could end up with a criminal record	86%	85%	88%	65%	71%	92%	93%	94%	89%	83%	91%	68%
They could go to jail	82%	80%	84%	62%	69%	87%	88%	88%	85%	79%	87%	62%
Their bank could close their account	76%	77%	76%	68%	63%	80%	81%	80%	76%	76%	80%	60%
They might not be able to get an international travel/work visa/permit	66%	64%	68%	43%	58%	69%	75%	72%	71%	62%	71%	47%

Overall, 4 in 5 adults (80%) stated that they have heard of the term “Money Mule”. Awareness was highest among males and those aged 45 or older.



(Base: All respondents – 1,000)



DEMOGRAPHICS FOR YES

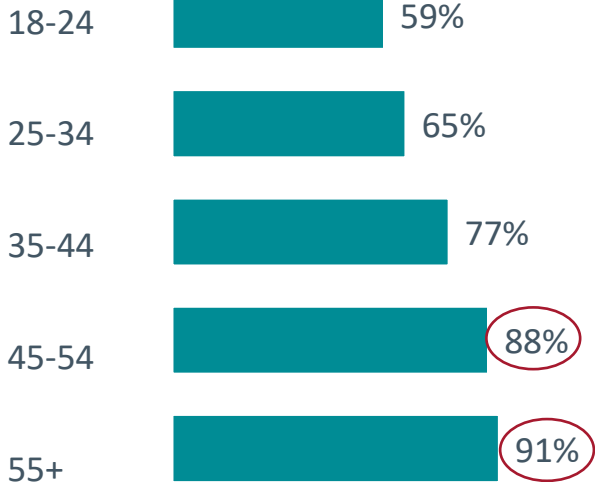
Gender



Social Class



Age



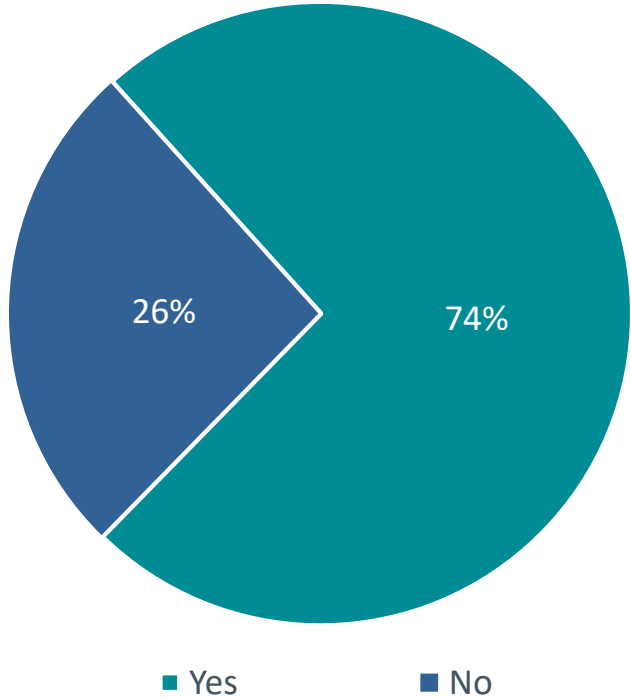
Region



Overall understanding of the term “Money Mule” was slightly lower at 74%. Older age cohorts were much more likely to understand the term than those aged 18-24 and 25-34.



(Base: All respondents – 1,000)



DEMOGRAPHICS FOR YES

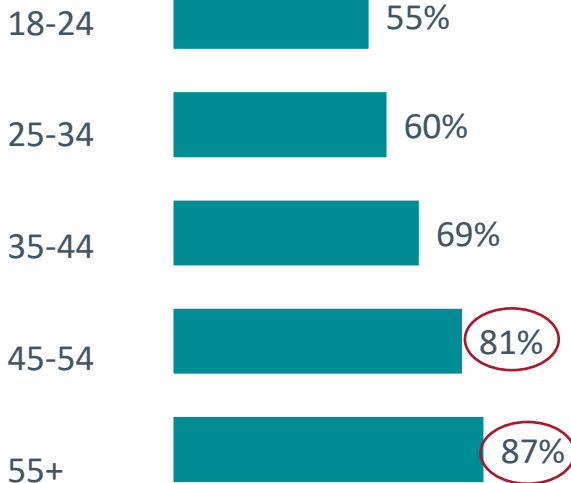
Gender



Social Class



Age



Region

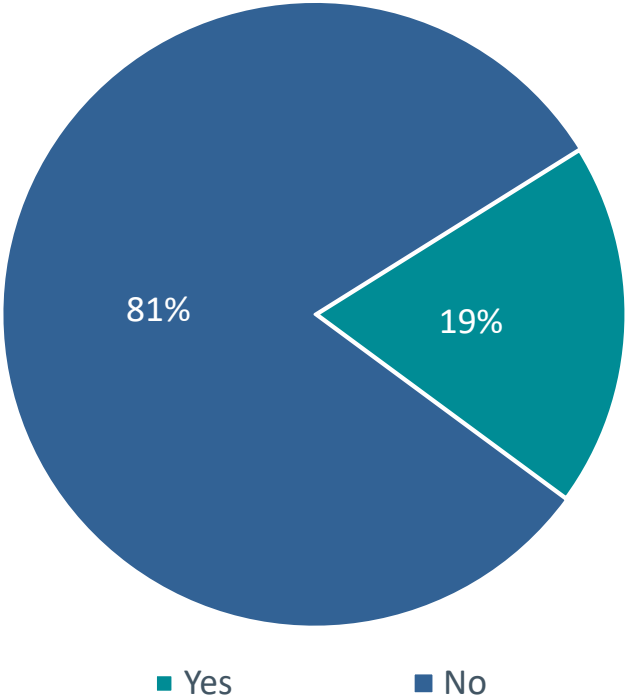


Among those who have teenage children aged 13-19, nearly 4 in 10 (39%) reported talking to their children about money mules and the associated risks.

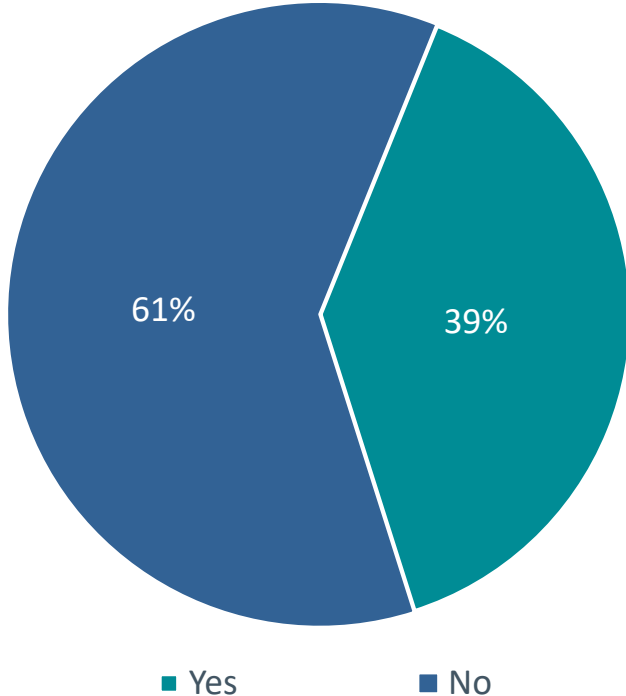


(Base: All respondents – 1,000)

Any children aged 13-19?



Whether spoken to children about money mules and risks involved (Base: All with teenage children aged 13-19 – 193)




Q.6 Do you have any teenage children aged 13-19?


Q.7. Money mules are people recruited by criminals to help transfer stolen money or money that was the proceeds of a crime through bank accounts. Sometimes, teenagers are targeted to become Money Mules. Have you talked to your child (children) about money mules and the risks involved?




- Most adults are unlikely to engage in allowing others to use their bank accounts for money transfers, though younger adults (18-24) are more inclined to consider it.
- Older adults (35+) and those with higher socioeconomic status (ABC1) are more informed about the risks and consequences of being a money mule. Awareness of the term “Money Mule” is notably higher among those aged 45 and older.
- Despite general awareness, not everyone understands the full implications, such as potential account closure or visa issues. There is a gap in awareness that needs addressing, especially among younger age groups.
- A significant number of parents with teenage children aged 13-19 are actively discussing the risks of money mules, suggesting proactive efforts to protect younger individuals from these risks.

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