

What steps do you take to protect yourself against fraud?

	What steps do you take to protect yourself against fraud?													
	Total	Gender		AGE			EDUCATION				AGE GROUP			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Base: All Respondents (unwtd)	1001	484	517	267	389	345	47	160	469	325	73	275	322	331
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	85	280	277	359
I use strong passwords, which I change regularly	539	254	285	129	177	233	64	162	184	129	34	126	152	228
	54%	52%	56%	46%	51%	62%	44%	59%	55%	53%	40%	45%	55%	63%
I pay attention to media / information from my bank and believe I'm well informed	569	258	311	138	181	251	65	149	196	159	36	135	158	239
	57%	53%	61%	49%	52%	67%	44%	54%	58%	66%	43%	48%	57%	67%
I shred my personal documents before discarding paperwork	604	266	338	110	195	299	73	163	206	162	20	122	173	289
	60%	54%	66%	39%	56%	80%	50%	59%	61%	66%	24%	44%	63%	80%
I would never click a link in an email that is unfamiliar to me	742	336	405	175	247	320	83	198	268	194	48	173	210	310
	74%	69%	79%	62%	71%	86%	57%	72%	80%	80%	57%	62%	76%	86%
I would not give my personal information to someone who calls me and claims to be from my credit card company, bank, or Revenue Canada	787	347	440	172	269	346	84	217	284	202	42	189	222	334
	79%	71%	86%	61%	78%	93%	58%	79%	85%	83%	50%	67%	80%	93%
I would not send money to someone I met online	722	312	411	158	236	328	70	200	256	196	34	164	209	315
	72%	64%	80%	56%	68%	88%	48%	72%	76%	81%	41%	59%	75%	88%
I use the tools provided by my bank, like two-factor authentication or fraud alerts	522	231	291	131	183	208	51	130	190	151	29	132	161	200
	52%	47%	57%	46%	53%	56%	35%	47%	57%	62%	35%	47%	58%	56%
Some other thing	91	47	43	31	37	22	14	26	31	20	6	35	27	22
	9%	10%	8%	11%	11%	6%	10%	9%	9%	8%	7%	13%	10%	6%
	45	29	17	24	17	5	14	16	8	8	7	25	10	4
	5%	6%	3%	8%	5%	1%	10%	6%	2%	3%	8%	9%	4%	1%
Sigma	4622	2081	2542	1068	1542	2013	519	1261	1622	1220	256	1103	1322	1942
	462%	425%	497%	380%	445%	539%	355%	456%	484%	502%	303%	393%	478%	540%

In the last year, do you believe you were a target of any of the following types of attempted fraud?

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	484	517	267	389	345	47	160	469	325	73	275	322	331
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	85	280	277	359
Phone scams (e.g. voicemails or calls where financial or personal information is requested)	535	241	294	136	196	204	51	148	186	149	45	132	160	199
	53%	49%	58%	48%	57%	55%	35%	54%	56%	61%	54%	47%	58%	55%
			A				*	F	F	F	*		K	
Text message scam (e.g. when you receive fraudulent or suspicious link via text)	397	171	226	120	158	119	46	91	142	118	26	131	128	112
	40%	35%	44%	43%	46%	32%	32%	33%	42%	48%	30%	47%	46%	31%
			A	E	E		*		G	FG	*	JM	JM	
Phishing or email scams	468	198	270	109	168	191	46	110	165	148	22	118	140	187
	47%	41%	53%	39%	49%	51%	31%	40%	49%	61%	27%	42%	51%	52%
			A		C	C	*		FG	FGH	*	J	J	JK
Romance scams (e.g. catfishing)	74	40	33	27	24	22	8	26	27	12	10	22	19	22
	7%	8%	6%	9%	7%	6%	5%	9%	8%	5%	12%	8%	7%	6%
							*				*			
Job or Employment scams	77	34	43	34	33	10	9	23	25	20	13	33	21	10
	8%	7%	8%	12%	9%	3%	6%	8%	8%	8%	15%	12%	8%	3%
				E	E		*				M*	M	M	
CRA scams	356	164	192	86	133	137	19	93	131	113	17	93	114	133
	36%	34%	38%	30%	38%	37%	13%	34%	39%	47%	20%	33%	41%	37%
							*	F	F	FGH	*		J	J
Healthcare or COVID-19-related scams	64	39	25	21	28	15	18	12	20	13	2	27	19	15
	6%	8%	5%	7%	8%	4%	13%	5%	6%	5%	3%	10%	7%	4%
							*				*	M		
Lottery scams	81	37	44	30	30	20	12	18	26	25	4	36	20	20
	8%	8%	9%	11%	9%	5%	8%	6%	8%	10%	5%	13%	7%	6%
				E			*				*	M		
	58	22	36	13	18	26	13	16	18	11	1	17	14	25
	6%	4%	7%	5%	5%	7%	9%	6%	5%	4%	1%	6%	5%	7%
							*				*			
I was not targeted by any of these types of fraud attempts in the past year	225	136	89	62	81	82	48	72	66	38	26	56	63	80
	22%	28%	17%	22%	23%	22%	33%	26%	20%	16%	31%	20%	23%	22%
			B				HI*	I			*			
Sigma	2333	1082	1251	638	869	826	270	609	806	647	167	666	698	803
	233%	221%	245%	227%	251%	221%	185%	221%	240%	266%	197%	237%	252%	223%

