

What steps do you take to protect yourself against fraud?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1001	120	100	98	350	232	101	251	175	259	216	244	757
Base: All Respondents (wtd)	1001	134	113	62	385	239	67	305	177	240	177	225	776
I use strong passwords, which I change regularly	539	71	65	34	215	109	45	147	112	128	94	103	436
	54%	53%	58%	55%	56%	45%	68%	48%	63%	53%	53%	46%	56%
		*	*	*	E		E*		G				K
I pay attention to media / information from my bank and believe I'm well informed	569	75	64	36	223	138	33	151	105	141	116	124	445
	57%	56%	57%	58%	58%	58%	50%	50%	59%	59%	65%	55%	57%
		*	*	*			*				G		
I shred my personal documents before discarding paperwork	604	80	63	32	232	158	40	149	117	149	114	115	489
	60%	60%	56%	52%	60%	66%	59%	49%	66%	62%	65%	51%	63%
		*	*	*		C	*		G	G	G		K
I would never click a link in an email that is unfamiliar to me	742	103	77	46	291	179	46	192	136	194	139	158	584
	74%	77%	68%	74%	76%	75%	68%	63%	77%	81%	79%	70%	75%
		*	*	*			*		G	G	G		
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	111	83	50	301	193	49	212	140	196	152	168	619
	79%	83%	73%	81%	78%	80%	73%	69%	79%	82%	86%	75%	80%
		*	*	*			*			G	G		
I would not send money to someone I met online	722	108	79	46	278	169	42	184	130	184	141	141	581
	72%	80%	70%	74%	72%	70%	63%	60%	73%	77%	80%	63%	75%
		F*	*	*			*		G	G	G		K
I use the tools provided by my bank, like two-factor authentication or fraud alerts	522	73	57	28	207	122	35	131	96	121	118	115	407
	52%	54%	50%	46%	54%	51%	52%	43%	54%	50%	67%	51%	52%
		*	*	*			*				GHI		
Some other thing	91	10	11	6	33	25	5	30	15	19	19	24	66
	9%	7%	10%	10%	9%	10%	8%	10%	8%	8%	11%	11%	9%
		*	*	*			*						
	45	4	6	2	21	11	*	22	4	8	6	13	32
	5%	3%	6%	4%	6%	5%	1%	7%	2%	3%	4%	6%	4%
		*	*	*			*						
Sigma	4622	635	506	281	1801	1102	297	1219	854	1141	900	963	3660
	462%	474%	447%	453%	467%	461%	443%	399%	482%	475%	509%	427%	472%

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1001	120	100	98	350	232	101	251	175	259	216	244	757
Base: All Respondents (wtd)	1001	134	113	62	385	239	67	305	177	240	177	225	776
Phone scams (e.g. voicemails or calls where financial or personal information is requested)	535	88	66	32	233	82	34	139	93	132	118	116	419
	53%	66%	58%	52%	61%	34%	51%	46%	53%	55%	67%	52%	54%
		E*	E*	E*	E		E*				GHI		
Text message scam (e.g. when you receive fraudulent or suspicious link via text)	397	53	46	21	161	96	20	92	71	94	96	95	302
	40%	39%	40%	34%	42%	40%	30%	30%	40%	39%	54%	42%	39%
		*	*	*			*				GHI		
Phishing or email scams	468	61	67	24	178	106	31	110	86	117	107	104	364
	47%	46%	60%	38%	46%	44%	47%	36%	49%	49%	61%	46%	47%
		*	CDE*	*			*		G	G	GHI		
Romance scams (e.g. catfishing)	74	7	13	7	30	12	3	25	11	24	7	19	54
	7%	6%	11%	12%	8%	5%	5%	8%	6%	10%	4%	8%	7%
		*	*	*			*			J			
Job or Employment scams	77	8	17	6	34	9	3	24	19	13	12	19	58
	8%	6%	15%	9%	9%	4%	5%	8%	11%	5%	7%	8%	7%
		*	E*	*	E		*						
CRA scams	356	55	58	18	168	36	21	77	64	89	89	82	274
	36%	41%	51%	29%	44%	15%	31%	25%	36%	37%	50%	37%	35%
		E*	CEF*	E*	CE		E*		G	G	GHI		
Healthcare or COVID-19-related scams	64	12	7	5	17	18	4	25	7	15	14	24	40
	6%	9%	6%	8%	4%	8%	6%	8%	4%	6%	8%	11%	5%
		*	*	*			*					L	
Lottery scams	81	15	10	7	32	15	2	31	14	16	16	20	60
	8%	11%	9%	11%	8%	6%	3%	10%	8%	6%	9%	9%	8%
		*	*	F*			*						
	58	9	4	8	18	18	1	14	6	19	9	9	48
	6%	7%	3%	14%	5%	7%	1%	5%	3%	8%	5%	4%	6%
		*	*	BDF*			*						
I was not targeted by any of these types of fraud attempts in the past year	225	22	21	13	69	75	24	96	37	48	26	59	165
	22%	17%	19%	20%	18%	31%	35%	31%	21%	20%	15%	26%	21%
		*	*	*		ABD	ABCD*	HIJ					
Sigma	2333	332	310	141	941	467	143	633	409	566	494	549	1784
	233%	247%	274%	227%	244%	195%	213%	207%	231%	236%	279%	244%	230%

