

Fraud & Identity Theft  
Table of Contents

FRAUD & IDENTITY THEFT ..... 1

1. Have you ever been personally affected by debit card or credit card fraud and/or theft? ..... 1

2. Do you think banks and businesses that collect personal information should be required to tell customers if that information is lost or stolen, regardless of whether or not there is an associated risk of theft or fraud, or should they have the discretion to decide when to inform consumers so as to prevent unnecessary alarm? ..... 2

3. Have you changed your spending habits and or the use of debit or credit cards as a result of concerns over fraud and/or theft? ..... 3

4. If your debit card or credit card has been used unlawfully, or if you have been a victim of fraud, should the bank/business involved be required to give you details, such as where the crime occurred? ..... 4

5. Do you believe banks/businesses are doing enough to protect the personal information they collect from customers, and to prevent fraud and identity theft? ..... 5

DEMOGRAPHICS..... Error! Bookmark not defined.

Region:..... Error! Bookmark not defined.

Province: ..... Error! Bookmark not defined.

Canadian Markets:..... Error! Bookmark not defined.

Urban / Rural ..... Error! Bookmark not defined.

Census Metropolitan Area: ..... Error! Bookmark not defined.

Respondent's Sex: ..... Error! Bookmark not defined.

Language of Interview: ..... Error! Bookmark not defined.

What age group do you fall into?..... Error! Bookmark not defined.

What is your current marital status?..... Error! Bookmark not defined.

Including yourself, how many people currently live in your household?..... Error! Bookmark not defined.

Do you have any children under the age of 18 currently living in your household? ..... Error! Bookmark not defined.

And what are the ages of each of the children under 18 who are currently living in your household? ..... Error! Bookmark not defined.

What is the highest level of formal education that you have completed?..... Error! Bookmark not defined.

Which one of the following categories best describes your current employment status? ..... Error! Bookmark not defined.

And which of the following categories best describes your annual household income? ..... Error! Bookmark not defined.



FRAUD & IDENTITY THEFT

1. Have you ever been personally affected by debit card or credit card fraud and/or theft?

Proportions/Mean: Columns Tested  
(5% risk level) - A/B/C/D/E/F - G/H/I - J/K

\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	132	104	65	381	250	70	252	426	319	472	530
Weighted Base	1002	140	96	67*	386	238	76*	295	394	309	491	511
Yes	166 17%	24 17% C	17 17% C	2 3% 97% ABDE	83 21% CEF	34 15% C	5 7%	48 16%	74 19%	43 14%	84 17%	82 16%
No	835 83%	115 83%	80 83%	65 97% ABDE	303 79%	202 85% D	71 93% D	247 84%	320 81%	264 86%	406 83%	429 84%
Don't know/Refused	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	1 0	0 -

FRAUD & IDENTITY THEFT

2. Do you think banks and businesses that collect personal information should be required to tell customers if that information is lost or stolen, regardless of whether or not there is an associated risk of theft or fraud, or should they have the discretion to decide when to inform consumers so as to prevent unnecessary alarm?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	132	104	65	381	250	70	252	426	319	472	530
Weighted Base	1002	140	96	67*	386	238	76*	295	394	309	491	511
Banks and businesses should be required to tell customers if their personal information is lost or stolen, regardless of risk of theft or fraud	835	109	88	62	302	212	62	236	333	262	409	426
	83%	78%	91% AD	93% AD	78%	89% AD	82%	80%	85%	85%	83%	83%
They should have the discretion to decide when to inform consumers so as to prevent unnecessary alarm	149	28	8	4	72	22	14	57	55	35	71	78
	15%	20% BCE	9%	6%	19% BCE	9%	18% CE	20% I	14%	11%	14%	15%
Don't know/Refused	19	3	0	1	12	4	0	1	5	12	11	8
	2%	2%	-	1%	3%	2%	-	0	1%	4% GH	2%	2%

FRAUD & IDENTITY THEFT

3. Have you changed your spending habits and or the use of debit or credit cards as a result of concerns over fraud and/or theft?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	132	104	65	381	250	70	252	426	319	472	530
Weighted Base	1002	140	96	67*	386	238	76*	295	394	309	491	511
Yes	274 27%	30 21%	30 31%	21 31%	110 29%	68 28%	15 20%	69 23%	118 30%	86 28%	125 26%	149 29%
No	724 72%	109 78%	67 69%	46 69%	273 71%	169 71%	60 80%	225 76%	276 70%	220 71%	363 74%	361 71%
Don't know/Refused	4 0	1 1%	0 -	0 -	2 1%	1 0	0 -	1 0	0 -	3 1%	2 0	2 0

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4. If your debit card or credit card has been used unlawfully, or if you have been a victim of fraud, should the bank/business involved be required to give you details, such as where the crime occurred?

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\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	132	104	65	381	250	70	252	426	319	472	530
Weighted Base	1002	140	96	67*	386	238	76*	295	394	309	491	511
Yes	900 90%	127 91%	86 89%	61 92%	345 90%	214 90%	66 87%	263 89%	345 88%	288 93% H	436 89%	464 91%
No	92 9%	10 7%	11 11%	5 8%	36 9%	21 9%	8 11%	32 11% I	42 11% I	17 5%	49 10%	43 8%
Don't know/Refused	10 1%	2 2%	0 -	0 -	4 1%	3 1%	1 2%	0 -	7 2% G	4 1%	6 1%	4 1%

FRAUD & IDENTITY THEFT

5. Do you believe banks/businesses are doing enough to protect the personal information they collect from customers, and to prevent fraud and identity theft?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

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Unweighted Base	1002	132	104	65	381	250	70	252	426	319	472	530
Weighted Base	1002	140	96	67*	386	238	76*	295	394	309	491	511
Yes	484 48%	59 42%	52 54%	34 52%	180 47%	118 50%	40 53%	170 58% HI	182 46%	131 43%	244 50%	240 47%
No	444 44%	62 44%	38 39%	31 47%	185 48%	97 41%	31 40%	110 37%	179 45% G	151 49% G	209 43%	235 46%
Don't know/Refused	74 7%	19 14% CD	7 7%	1 1%	20 5%	22 9% CD	5 7%	15 5%	33 8%	26 9%	38 8%	36 7%