

VISA

Canadians and The Language of Fraud



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2022 Fraud Report

A turn of phrase can turn a simple click into a breach of personal information. Today's online and text scams have reached a level of sophistication that ensnares even savvy Canadian consumers who believe they may be more than able to spot them – around one third (35%) of Canadians also admit having fallen for a scam on one or more occasions.

At Visa, we are committed to protecting Canadian consumers from online payment fraud. Conducted in partnership with Wakefield Research, Visa's report highlights the propensity for consumers to fall for fraudulent communications, and the various phrases and terms con artists use to trick consumers of all ages.

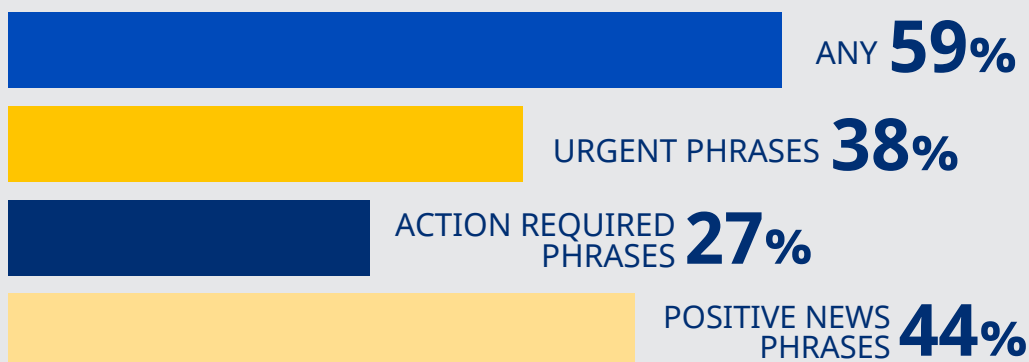
Confidence in their knowledge of fraud

Canadians consider themselves more confident in their ability to recognize a scam, more than half (58%) considering themselves highly knowledgeable about fraudulent behaviours compared to those surveyed globally, of whom less than half felt the same way (48%).

Canadians do seem to be more wary than global counterparts, but they are still vulnerable – over half of Canadians (59%) said they typically respond to terms or phrases scammers commonly use in emails or text messages, whereas nearly 3 in 4 (73%) of those surveyed globally will respond to the same prompts.

Call it The Language of Fraud

Scam phrases Canadian consumers admit they typically respond to:

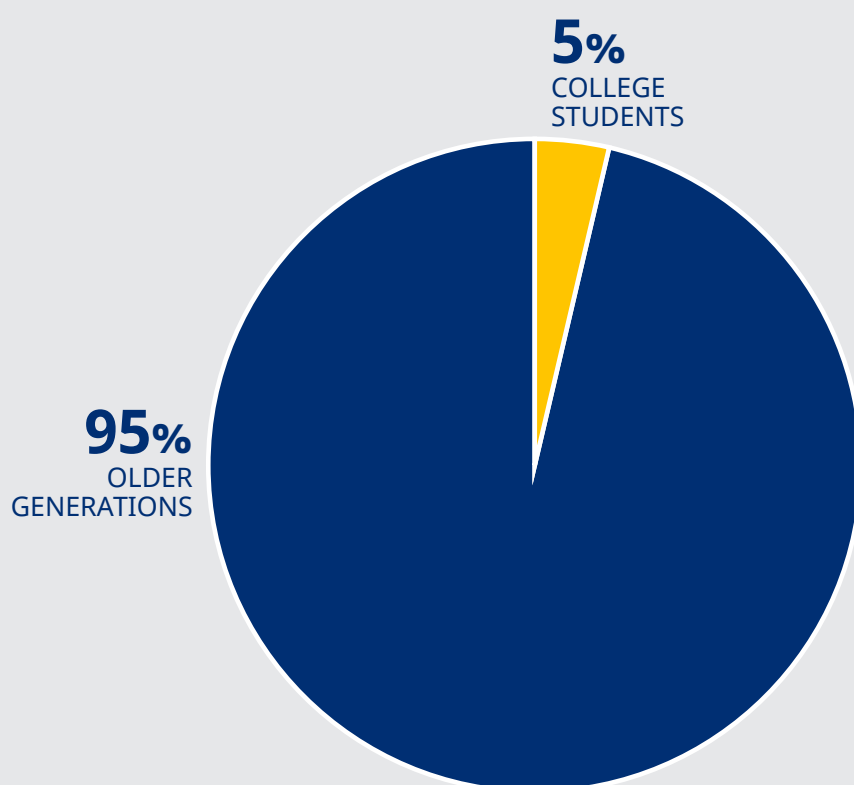


Global: Any 73% / Urgency: 53% / Action: 39% / Positive: 59%)

Note: The Visa Security — Global Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 6,000 Nationally Representative Adults in 18 Markets: US, Canada, Brazil, UK, France, Germany, Netherlands, UAE, Spain, Italy, Ireland, Australia, China, Hong Kong, India, Japan, Singapore, Taiwan, between September 7th and September 14th, 2022, using an email invitation and an online survey.

Circle of concern

A significant majority (85%) of Canadians are concerned that their friends or a family member could fall victim to a scam, with emails (64%) or text messages (56%) asking people to verify account information being the leading causes for concern. However, Canadians are more confident in their partner or spouse identifying fraud attempts, with 52% saying they are unconcerned about their significant other falling for a scam.



Age and awareness

95% of Canadians assume older generations are more at risk from fraudsters than college students (5%).

Top Language of Fraud Traps – Canada



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