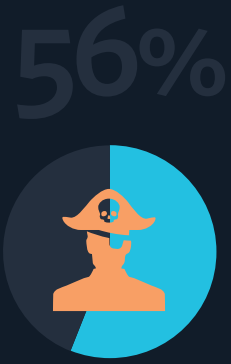


ARE YOU SHARING TOO MUCH?

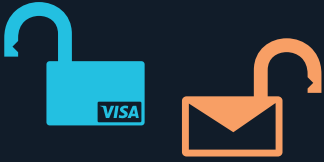
Visa® Canada polled more than 1,600 individuals across different generations of Canadians to gauge attitudes and awareness of fraud. The following represents key findings from the survey.



Spoiler alert: Most definitely.

IN THE LAST 12 MONTHS...*

More than half of Canadians say that **identity theft** is the type of fraud that concerns them the most.



18-30 66+

18 to 30 yr olds are the most likely to have loaned their debit or credit card and shared PINs in the last 12 months, whereas older Canadians are the most likely to have sent their personal credit card information via email.

HAVE YOU

SO

13%

Loaned your debit or credit card to another?

SAID YUH HUH.

11%

Given your PIN number to another person? **

SAID YUPPERS.

11%

Sent your personal credit card information by email?

SAID YOU BETCHA..



AGE > 18 > 30 31 > 45 46 > 65 66+



18-30 66+

Young Canadians are also the most likely to have an open social network profile and to publicly share their email address, home address, birthday or phone number on a social network site.

HAVE YOU

18%

Shared personal information on a social network site?

SAID SURE, WHY NOT.

15%

Created an open profile on Facebook, Twitter, LinkedIn or another social network?

SAID SOUNDS LEGIT.



AGE > 18 > 30 31 > 45 46 > 65 66+

SAFEST WAY TO BUY THINGS

Across all age groups there is a common **misconception that cash is the safest payment method**. Fifty-eight per cent of all respondents identified cash is the safest way to make a purchase.



CASH
58%



CHIP & PIN CREDIT
21%



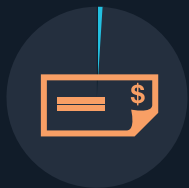
PIN DEBIT
14%



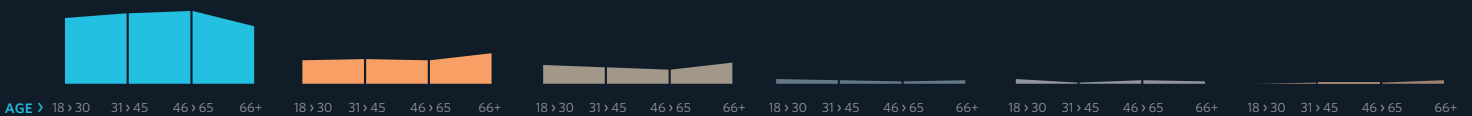
SIGNATURE CREDIT
3%



PREPAID/GIFT CARD
3%



PERSONAL CHEQUE
1%



BUUUUT...



If you lose your **wallet** your money is most likely gone and you aren't protected from fraudulent purchases, like you would be with **Visa Zero Liability**.

* These are some of the findings of an Ipsos Reid poll conducted between January 23 and 27, 2012 on behalf of Visa Canada. For this survey, a sample of 1,604 adults from Ipsos' Canadian online panel was interviewed online as part of a regular omnibus poll. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.0 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

** Visa cardholders should also be aware that sharing your PIN may void certain Zero Liability protections.