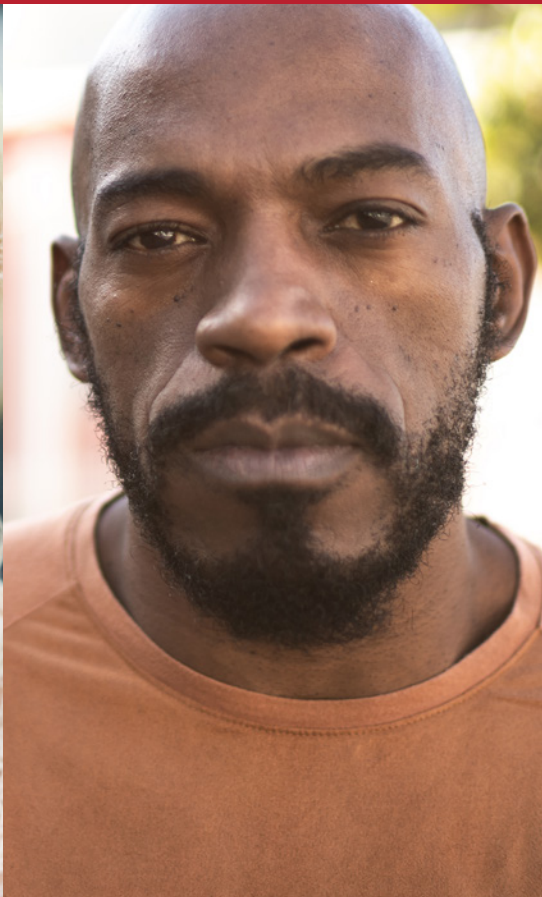


**BBB
SCAM TRACKER***

Canadian Risk Report

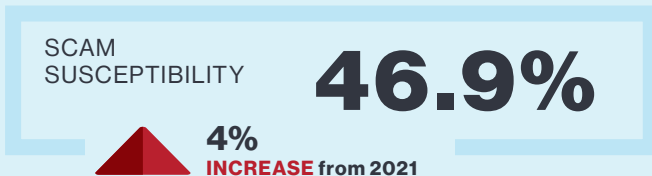
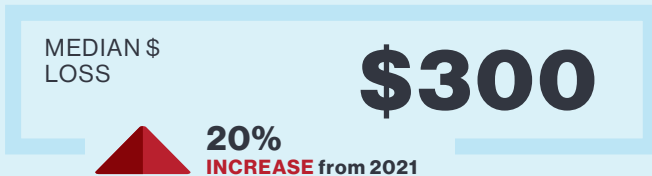
2022



SNAPSHOT OF 2022

Canada Risk Report Highlights

Median dollar loss and susceptibility, 2022 vs. 2021



2022 report highlights



Home improvement scams became the riskiest scam type reported by Canadians in 2022, up from the fourth riskiest in 2021.

Survey research† highlights

47.5% reported losing confidence or peace of mind after being targeted by a scam.

8.4% of survey respondents reported losing money to a scam at least three times; 23.5% reported losing money two or more times.

Panic, financial stress, and social isolation were conditions people who reported losing money 3+ times were more likely to say they experienced.

Investment scams had the highest median dollar loss (\$5,500) of all scam types reported by Canadians.

Nearly a third (29.5%) of all Canadian scam reports were **online purchase scams**, with 76.7% of people reporting monetary loss when targeted.

Men reported a significantly higher monetary loss in 2022 than women.



† A survey was distributed to those who submitted a scam report to BBB Scam Tracker in 2022; 4,100 respondents in the United States and Canada completed the survey.

TOP 10 RISKIEST SCAMS IN CANADA

In 2022, Canadian consumers reported 1,297 scam reports to BBB Scam Tracker (3.2% of total reports submitted in both the United States and Canada). The overall median dollar loss reported in 2022 was \$300 CAD, a 20% increase from the 2021 median dollar loss (\$250 CAD). The percentage of those who reported losing money after being targeted by a scam (susceptibility) increased from 45.1% in 2021 to 46.9% in 2022.

The top three riskiest scams reported in Canada shifted slightly in 2022, with home improvement scams rising to the number one riskiest scam type from fourth riskiest in 2021. Reports of home improvement scams increased in 2022; reported median dollar loss for this scam type rose 187.4% from \$661 CAD in 2021 to \$1,900 CAD.

2022 riskiest scam types reported in Canada

	SCAM TYPE	BBB RISK INDEX*	EXPOSURE	SUSCEPTIBILITY	\$ LOSS (CAD)
1	Home improvement	307.6	6.2%	78.8%	\$1,900
2	Cryptocurrency	190.2	4.6%	62.7%	\$2,000
3	Advance fee loan	185.6	6.8%	59.1%	\$1,388
4	Investment	169.6	2.9%	32.4%	\$5,500
5	Employment	115.7	9.3%	12.5%	\$3,000
6	Online purchase	77.4	29.5%	76.7%	\$102
7	Rental	24.7	1.1%	42.9%	\$1,600
8	Credit card	22.9	1.9%	50.0%	\$742
9	Travel/vacation/timeshare	20.6	1.6%	38.1%	\$1,001
10	Phishing/social engineering	20.6	12.0%	3.2%	\$1,600

Note: All dollars provided in CAD.
Only records larger than 30 were included in this table.

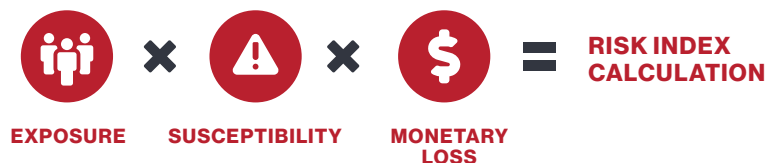
BBB* Risk Index

A Three-Dimensional Approach to Measuring Scam Risk

To better understand which scam types pose the highest risk, this report assesses scams based on three factors:

- ▶ **EXPOSURE**[‡]
(volume of reports, as a percentage)
- ▶ **SUSCEPTIBILITY**
(percentage of those exposed who lost money)
- ▶ **MONETARY LOSS**
(median dollar amount of losses reported)

BBB* Risk Index



By combining these three factors, we gain a more meaningful picture of scam risk that goes beyond merely the number of reports received. We call this unique formula the BBB Risk Index.

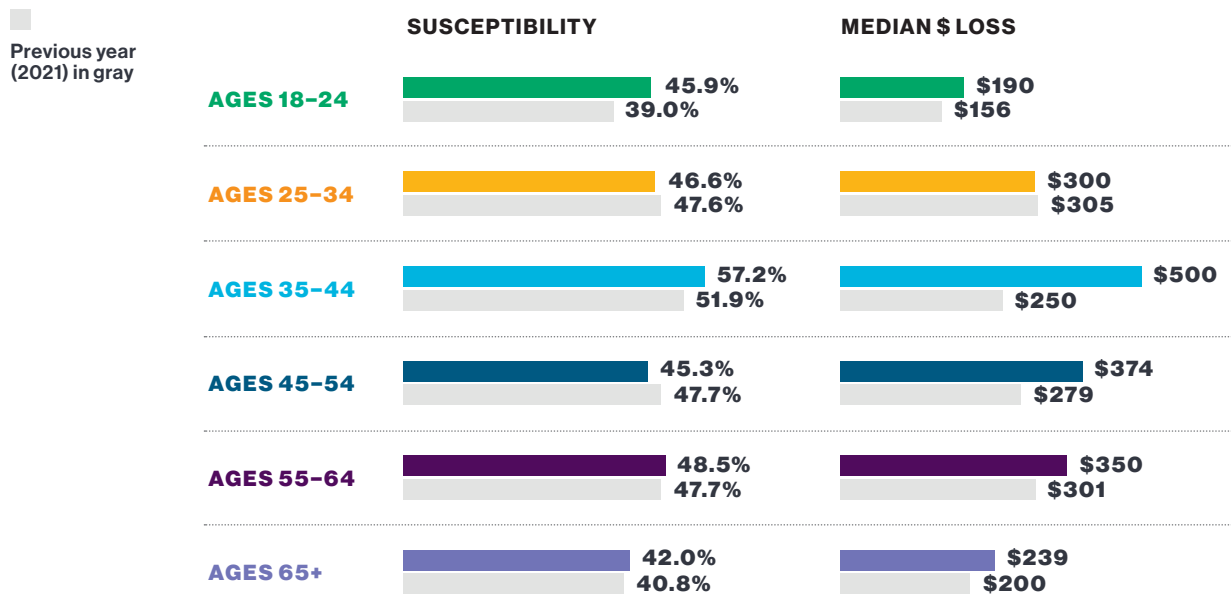
[‡] Exposure is limited by the nature of self-reporting; the percentage of those who reported to BBB Scam Tracker does not necessarily match the percentage of people in the full population who were targeted by scams.

DEMOGRAPHIC HIGHLIGHTS FOR SCAMS IN CANADA

In 2022, ages 35-44 reported the highest median dollar loss (\$500) and the biggest increase in median dollar loss, up from \$250 CAD in 2021. Ages 25-34 were the only age group that did not report an increase in median dollar loss this year.

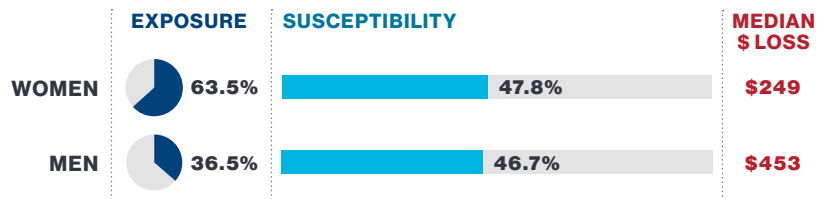
The percentage of Canadians who reported losing money after being targeted by a scam (susceptibility) increased for several age groups. In 2022, ages 35-44 reported higher susceptibility (57.2%) than other age groups.

Susceptibility and median dollar loss by age, comparison of 2022 to 2021



Consistent with previous reports, more Canadian women (63.5%) reported scams to BBB Scam Tracker than men (36.5%). The percentage of women who reported losing money after being targeted by a scam (susceptibility) increased from 44.4% in 2021 to 47.8% in 2022, while susceptibility for men dropped from 48.5% in 2021 to 46.7% in 2022. The median dollar loss reported by both men and women increased in 2022. Median dollar loss reported by men (\$453) was substantially higher than by women (\$249) in 2022.

Exposure, susceptibility, and median dollar loss by gender



Riskiest scam types by gender

	1	2	3
WOMEN	Home improvement	Advance fee loan	Online purchase
MEN			Employment

SCAM PREVENTION TIPS

These tips can help you avoid most scams and protect yourself and your family.

Tips for avoiding HOME IMPROVEMENT SCAMS

Say no to cash-only deals, high-pressure sales tactics, high upfront payments, handshake deals without a contract, and on-site inspections.

Whenever possible, work with businesses that have proper identification, licensing, and insurance. Confirm that your vendor will get related permits and make sure you know who is responsible for what according to your local laws and that your vendor is ready to comply. Research the company first at BBB.org.

Ask for references and check them out. Before hiring anyone to work around your home, get and compare written quotes from multiple contractors or home improvement service providers. Ask for references and when possible, view samples of their work.



Tips for avoiding ONLINE SCAMS

Be extremely cautious when dealing with anyone you've met online. Never send money to someone you have not met face-to-face. Be cautious about what you share on social media.

Don't click on links or open attachments in unsolicited email or text messages. If the person claims to be somebody you know or a well-known organization, contact the person directly or go directly to your account to confirm the details.



Take precautions when making online purchases.

- **Don't shop on price alone.** Scammers offer hard-to-find products at great prices.
- **Don't buy online unless the transaction is secure.** Make sure the website has "https" in the URL (the extra "s" is for "secure") and a small lock icon on the address bar. However, even secure websites can be fraudulent.
- **Avoid making quick purchases while browsing social media.** Scammers advertise websites that offer great deals, but either don't deliver the product at all or deliver counterfeit products.
- **Do more research** on those products you found via online search.

General tips for AVOIDING SCAMS

Don't believe everything you see or read. Scammers are great at mimicking official seals, fonts, and other details. Just because a website or email looks official does not mean it is. Even Caller ID can be faked.

Use secure, traceable transactions when making payments for goods, services, taxes, and debts. Prepaid/gift cards, for example, cannot be traced.



Never share personally identifiable information with someone who has contacted you unsolicited. If somebody asks you to share your SIN or your driver's license number, consider it a red flag to proceed with caution.

Learn more at BBB.org/AvoidScams



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**BBBMarketplaceTrust.org/
CanadaRiskReport**

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ABOUT BBB SCAM TRACKER*

This report is made possible thanks to data submitted to BBB Scam Tracker (BBB.org/ScamTracker), an online platform that enables consumers and businesses to report fraud attempts they've experienced. The platform also enables the public to search published scam reports to determine if they're being targeted by a scam. BBB Scam Tracker data is used to develop consumer education programs that are delivered by our network of Better Business Bureaus (BBBs) serving communities throughout Canada and the United States. In 2022, the BBB Institute for Marketplace Trust, BBB's educational foundation, launched a newly designed BBB Scam Tracker platform in partnership with Amazon and Capital One.

SCAM RESOURCES

BBB Scam Tracker:

BBB.org/ScamTracker

Report scams and read about others' experiences

BBB Scam Tips:

BBB.org/ScamTips

Definitions and tips for 30 different types of scams

Canadian Anti-Fraud Centre:

AntiFraudCentre.ca

Competition Bureau Canada:

CompetitionBureau.gc.ca

Royal Canadian Mounted Police:

RCMP-GRC.gc.ca

Financial Consumer Agency of Canada:

<https://www.canada.ca/en/financial-consumer-agency.html>

Office of Consumer Affairs:

https://www.ic.gc.ca/eic/site/oca-bc.nsf/eng/h_ca00000.html