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PROFESSIONAL  
ACCOUNTANTS  
CANADA

COMPTABLES  
PROFESSIONNELS  
AGRÉÉS  
CANADA

# CPA Canada 2023 Fraud Survey

Backgrounder document  
February 15, 2023

# CPA Canada 2023 Fraud Survey Backgrounder

## Data

- Data referenced in news release is based on questions 1,3,4,7,8 and 8a. For further age breakdown by question, contact [Paul Long](#).

## Study Information:

- The 2023 Annual CPA Canada Fraud Survey was conducted by Ipsos via online survey conducted.
- The overall data has been weighted by age, gender and region to be representative of the Canadian adult population. As the numbers and percentages presented throughout the detailed tables section are weighted – excluding demographic data, some figures may not display or sum as expected
  - Respondents chosen from a general population panel
  - Survey was conducted from January 3 to January 5, 2023
  - Canadian representative (Age, Gender, Region/Province)
  - Sample Size: n=2,005 (18+ living in Canada)

# CPA Canada 2023 Fraud Survey

Q1: Which, if any, of the following types of financial cards do you hold?	%	Number
<b>Total</b>	100%	2,005
One or more debit cards	80%	1,600
One or more credit cards	80%	1,594
Do not have either	3%	54

Base: All respondents (2,005).

Note: Multiple responses allowed, total will not add to 100%

\*Number of respondents and percentages are weighted.

# CPA Canada 2023 Fraud Survey

Q2: Which of the following devices do you use to access to the internet?	%	Number
<b>Total</b>	100%	2,005
Personal or business computer	73%	1,473
Personal or business cellular phone	67%	1,343
Personal or business tablet	39%	787
Smart TVs	35%	697
Gaming systems	18%	353
Public computer, such as in a library	7%	148
Personal or business laptop	1%	11
Other	<1%	3
None	<1%	4

Base: All respondents (2,005).

Note: Multiple responses allowed, total will not add to 100%

\*Number of respondents and percentages are weighted.

# CPA Canada 2023 Fraud Survey

Q3: Please indicate which, if any, of the following activities do you do online.	%	Number
<b>Total</b>	100%	2,005
Use social media	69%	1,387
Browse retail websites	64%	1,283
Banking**	78%	1,247
Manage your credit card(s) (view balance, make payments etc.)***	72%	1,153
Streaming audio or video content	51%	1,024
Purchasing an item from an ecommerce website or app	48%	972
Visit loyalty program sites	44%	879
Play video games (including app-based games, video game consoles and web browser games)	37%	749
Make large purchases (household appliances, vacations, vehicles etc.)	29%	573
Other	1%	28
Don't know	<1%	4
None of the above	4%	72

Base: All respondents (2,005).

Note: Multiple responses allowed, total will not add to 100%

\*Number of respondents and percentages are weighted.

\*\*Only asked of those with debit cards (n=1,600).

\*\*\*Only asked of those with credit cards (n=1,594).

# CPA Canada 2023 Fraud Survey

Q4: For each of the following items please indicate whether or not you (% yes):	%	Number
<b>Total</b>	100%	2,005
Shred personal documents before disposing of them (bills, bank statements or shipping labels etc.)	67%	1,351
Only provide your personal financial information to secure websites (those that have a website link that starts with "https", as opposed to "http")	64%	1,282
Teach your child/children about fraud**	64%	278
Cover the pin pad when you are entering your bank or credit card password in public	62%	1,235
Know your approximate credit score (credit rating)	55%	1,104
Use your real date of birth when you sign up for non-financial/non-official services	53%	1,067
Provide your real name and/or address when signing up for non-financial or non-official services	53%	1,053
Have a landline telephone in your house	48%	970
Cover the camera and/or turn off the microphone on your P.C., tablet or mobile device when you do not want it to be used	48%	954
Read the fine print of websites where you provide financial information	47%	951
Receive e-mail or text alerts from your bank for every transaction on your bank cards and credit cards***	42%	792
Use the same password for multiple websites	39%	787
Change your personal online passwords at least every three months	37%	745
Answer your phone if you don't recognize the phone number	33%	669
Use a credit monitoring service	29%	578
Request a credit report at least once a year to monitor for illegitimate activities	28%	561
Use social media (e.g., Facebook) quizzes/games that require you to provide personal information	27%	531
Use a Virtual Private Network (VPN) when using public Wi-Fi	26%	515
Have identity theft insurance	23%	470
Purchased cryptocurrency such as Bitcoin, Dogecoin, Ethereum, etc.	14%	279
Answer text messages from unknown numbers	12%	247
Share your password for websites	11%	223

Base: All respondents (2,005).

Note: Multiple responses allowed, total will not add to 100%

\*Number of respondents and percentages are weighted.

\*\*Only asked of those with children under 18 living in household (n=436).

\*\*\*Only asked of those with debit and/or credit cards and engage in online banking activities (n=1,892).

# CPA Canada 2023 Fraud Survey

Q5: When you purchase something online which, if any, of the following do you do?	%	Number
<b>Total</b>	100%	2,005
Check the cost of items and applicable delivery and other fees	69%	1,392
Read customer reviews	62%	1,239
Give yourself a cooling off period before clicking buy	36%	719
Check the URL/web address is correct	36%	716
Click a link in an email directly to a buy page	14%	278
Purchase a product through a link on social media	10%	207
None of the above	12%	235

Base: All respondents (2,005).

Note: Multiple responses allowed, total will not add to 100%

\*Number of respondents and percentages are weighted.

# CPA Canada 2023 Fraud Survey

Q6: How do you treat password security for websites where you provide financial information?	%	Number
<b>Total</b>	100%	2,005
Memorize passwords	43%	870
Write the password down on a piece of paper	26%	524
Answer "yes" to device requests to automatically store your password	21%	417
Use thumbprint identification	18%	360
Keep them in an app on your smartphone or tablet	15%	309
Use facial recognition identification	14%	287
Save them in a file on your computer	14%	273
Use smart passwords generated by your device(s)	12%	244
Other	2%	30
Never provide financial information on websites	17%	342
Don't know	<1%	4

Base: All respondents (2,005).

Note: Multiple responses allowed, total will not add to 100%

\*Number of respondents and percentages are weighted.



# CPA Canada 2023 Fraud Survey

Q6B: On average how often do you change important online passwords for personal information?	%	Number
<b>Total</b>	100%	2,005
Once a month or more often	10%	199
Less frequently than once a month but at least every three months	16%	320
Less frequently than once every three months but at least every six months	18%	353
Less frequently than once every six months but at least once a year	13%	262
Less often than once a year	21%	418
Never	10%	204
Don't know	12%	249

Base: All respondents (2,005).

Note: Percentages may not add to 100% due to rounding.

\*Number of respondents and percentages are weighted.

# CPA Canada 2023 Fraud Survey

Q7: Which, if any, of the following types of financial fraud have you been a victim of?	%	Number
<b>Total</b>	100%	2,005
<b>VICTIM OF AT LEAST ONE TYPE OF FRAUD</b>	43%	861
Credit card fraud***	21%	335
Email fraud / phishing	8%	159
Debit card fraud**	8%	129
Online fraud	6%	113
Money transfer fraud	5%	107
Cell/mobile phone fraud	5%	91
Identity theft	5%	92
Telemarketing fraud	4%	72
Romance /catfishing fraud	3%	63
COVID-19 related fraud/scams	3%	66
Charity fraud	3%	52
Fraudulent investment schemes	2%	49
Lottery fraud	2%	49
Insurance fraud	2%	40
Other	<1%	8
<b>NONE OF THE ABOVE</b>	57%	1,144

Base: All respondents (2,005).

Note: Multiple responses allowed, total will not add to 100%

\*Number of respondents and percentages are weighted.

\*\*Only asked of those with a debit card (n=1,600).

\*\*\*Only asked of those with a credit card (n=1,594).

# CPA Canada 2023 Fraud Survey

Q8: When you were a victim of fraud who did you tell about it?	%	Number
<b>Total</b>	100%	866
My financial institution	54%	467
Family member(s)	27%	237
Friend or acquaintance	22%	187
The organization where the fraudulent transaction was made	17%	149
Canadian Anti-Fraud Centre	15%	130
Police or other authorities	15%	126
Followers on social media	6%	55
My cell phone provider	3%	28
Other	2%	13
Did not tell anyone	9%	74

Q8a: And who was the first to learn you had been a victim of fraud?	%	Number
<b>Total</b>	100%	793
My financial institution	48%	377
Family member(s)	15%	116
Friend or acquaintance	8%	66
The organization where the fraudulent transaction was made	9%	70
Canadian Anti-Fraud Centre	8%	60
Police or other authorities	6%	44
Followers on social media	4%	32
My cell phone provider	1%	9
Other	2%	20

Base sizes vary  
 Note: Multiple responses allowed, total will not add to 100%  
 \*Number of respondents and percentages are weighted.

# CPA Canada 2023 Fraud Survey

Q9: What personal information of yours, if any, do you think is available online to people who should not have access to it?	%	Number
<b>Total</b>	100%	2,005
My home address	38%	766
My date of birth	37%	734
My credit card number(s)***	21%	328
Passwords I have stored online	16%	324
My credit score	16%	328
My social insurance number (SIN)	15%	305
My drivers` license number	14%	279
My mother`s maiden name	13%	264
My bank card number(s)**	17%	271
My passport information	11%	224
My facial recognition	10%	210
My investments	10%	199
My voice	9%	188
My fingerprints	9%	176
Other	1%	11
None of the above	36%	714

Base: All respondents (2,005).

Note: Multiple responses allowed, total will not add to 100%

\*Number of respondents and percentages are weighted.

\*\*Only asked of those with a debit card (n=1,600).

\*\*\*Only asked of those with a credit card (n=1,594).

# CPA Canada 2023 Fraud Survey

	%	Number
<b>Age Group</b>	100%	2,005
18-34	24%	475
35-44	17%	349
45-54	20%	405
55-64	12%	242
65 or over	27%	534

<b>Education</b>	%	Number
<b>Total</b>	100%	2,005
Primary school or less	1%	14
Some high school	4%	88
Graduated high school	18%	353
Some college / CEGEP / Trade School	10%	200
Graduated from college / CEGEP / Trade School	24%	475
Some university, but did not finish	8%	168
University undergraduate degree	23%	471
University graduate degree	12%	236

<b>In which province or territory do you live?</b>	%	Number
<b>Total</b>	100%	2,005
Ontario	35%	700
Quebec	23%	460
British Columbia	12%	241
Alberta	10%	202
Manitoba	7%	134
New Brunswick	4%	74
Nova Scotia	3%	70
Saskatchewan	3%	68
Newfoundland & Labrador	2%	34
Prince Edward Island	1%	22

	%	Number
<b>Gender</b>	100%	2,005
Male	43%	861
Female	57%	1,133
Other	1%	11

Base all respondents = 2,005

Note: Percentages may not add to 100% due to rounding.

\*Number of respondents and percentages are unweighted.

# CPA Canada 2023 Fraud Survey

Employment Status	%	Number
<b>Total</b>	100%	2,005
Employed full-time	40%	806
Employed part-time	9%	189
Self employed	6%	122
Unemployed but looking for a job	4%	82
Unemployed and not looking for a job/Long-term sick or disabled	4%	83
Full-time parent, homemaker	4%	85
Retired	28%	555
Student/Pupil	3%	57
Military	>1%	3
Prefer not to answer	1%	23

Marital Status	%	Number
<b>Total</b>	100%	2,005
Single, never married	28%	562
Living with partner	11%	230
Married	45%	902
Widowed	5%	95
Divorced or separated	11%	216

Income	%	Number
<b>Total</b>	100%	2,005
Less than \$25,000	13%	259
\$25,000 – less than \$55,000	28%	570
\$55,000 – less than \$100,000	30%	593
\$100,000 – less than \$150,000	15%	294
\$150,000 and over	7%	132
Prefer not to answer	8%	157

Base all respondents = 2,005

Note: Percentages may not add to 100% due to rounding.

\*Number of respondents and percentages are unweighted.