2018 CPA Canada Fraud Survey

Background document

On behalf of: Chartered Professional Accountants of Canada

March 7, 2018
Study Information

The 2018 CPA Canada Fraud Survey was conducted by Nielsen via telephone between February 7 and February 18, 2018, with a national random sample of 1,000 adult Canadians aged 18 years and over and is considered accurate to within ±3.1 per cent, 19 times out of 20.

About CPA Canada

The new Canadian designation, Chartered Professional Accountant (CPA), is now used by Canada's accounting profession across the country. The profession's national body, Chartered Professional Accountants of Canada (CPA Canada), is one of the largest in the world with more than 210,000 members, both at home and abroad. The Canadian CPA was created with the unification of three legacy accounting designations (CA, CGA and CMA). CPAs are valued for their financial and tax expertise, strategic thinking, business insight, management skills and leadership. CPA Canada conducts research into current and emerging business issues and supports the setting of accounting, auditing and assurance standards for business, not-for-profit organizations and government. CPA Canada also issues guidance and thought leadership on a variety of technical matters, publishes professional literature and develops education and professional certification programs. cpacanada.ca
KEY FINDINGS
More than seven-in-ten (71 per cent) of those surveyed agreed that they are concerned about identity theft, up from 66 per cent last year.

Q10. Please tell me whether you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly with each of the following statements? You are concerned about identity theft

Base: All respondents (1,000)
• Roughly three quarters of the respondents (76 per cent) fear Canadian businesses are vulnerable to cyber attacks regarding their personal data, compared to 73 per cent in 2017.

• Fewer respondents (68 per cent) believe Canadian businesses are doing the best they can to safeguard the personal information of customers, down from 72 per cent last year.

Q10. Please tell me whether you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly with each of the following statements? You are concerned that Canadian businesses are vulnerable to cyber-attacks regarding personal information (left side graph). You think Canadian businesses in general are doing the best they can to safeguard their customers’ personal information (right side graph)

Base: All respondents (1,000)
• About four in 10 of respondents (39 per cent) say they fear their personal information has been compromised.

Q10. Please tell me whether you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly with each of the following statements? You fear that someone has personal information about you that they should not be in possession of

Base: All respondents (1,000)
Sixty-eight per cent of the respondents believe electronic payment methods, such as tapping debit and credit cards or using smartphone apps, facilitate fraudulent activities.

Q10. Please tell me whether you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly with each of the following statements: You are concerned that easily used electronic payment methods (for example, tapping debit and credit cards or using smartphone apps to make payments) makes fraud easier.

Base: All respondents (1,000)
Forty per-cent of the survey participants feel uncomfortable buying online.

Q13. To what extent do you agree or disagree with the following statement: You are uncomfortable making online purchases
Base: (934)

Uncomfortable Making Online Purchases

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>TOTAL AGREE</td>
<td>40%</td>
</tr>
<tr>
<td>Agree strongly</td>
<td>18%</td>
</tr>
<tr>
<td>Agree somewhat</td>
<td>22%</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>8%</td>
</tr>
<tr>
<td>TOTAL DISAGREE</td>
<td>50%</td>
</tr>
<tr>
<td>Disagree somewhat</td>
<td>26%</td>
</tr>
<tr>
<td>Disagree strongly</td>
<td>24%</td>
</tr>
<tr>
<td>Don’t know/ Not applicable/ Refused</td>
<td>2%</td>
</tr>
</tbody>
</table>
Thirty-five per cent of respondents report being a victim of financial fraud at some point in their lives, basically unchanged from last year. Credit card fraud (75 per cent) and debit card fraud (25 per cent) remain the top two listed in terms of the types cited.

Q6. Have you ever been a victim of financial fraud such as unauthorized use of your credit or debit card, a fraudulent investment scheme, real estate/title fraud or any other type of financial fraud?
Base: All respondents (1,000)

Q7. Which, if any, of the following types of financial fraud have you experienced? Experienced any of the following?
Base: Respondents who’s ever been a victim of financial fraud (349)
OTHER FINDINGS
Twenty-eight per cent of survey participants spend $1,000 or more in online purchases in an average year.

**Amount Spent on Online Purchases in an Average Year**

- $2,000 or more: 17%
- $1,500 to less than $2,000: 4%
- $1,000 to less than $1,500: 7%
- $500 to less than $1,000: 12%
- Less than $500: 25%
- Nothing: 28%
- Don’t know/refused: 6%

**Q14. In an average year, how much do you spend on online purchases?**
Base: All respondents (1,000)
Just under three quarters (73 per cent) of the participants have learned information about how to protect themselves from fraudulent activities through the news media.

Q12. From which, if any, of the following sources have you learned information about how to protect yourself from fraud?

Base: All respondents (1,000)
Eighty per cent of respondents use a personal desktop or laptop computer to access the internet, 79 per cent use a mobile device such as a cellular phone or tablet to access the internet. Both proportions are quite similar to what was recorded in the 2017 CPA Canada Fraud Survey.

Only seven per cent of respondents do not have any access to the internet.

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**Ways to Access the Internet**

- Use a personal desktop or laptop computer: 80%
- Use a mobile device, such as a cellular phone or tablet: 79%
- Use a work desktop or laptop computer: 48%
- Use a public computer, such as in a library: 14%
- Smart TV: 1%
- Video game console: <1%
- Other: <1%
- You do not have access to the internet: 7%
- Don't know/refused: <1%

Q2. In which of the following ways, if any, do you have access to the internet? Do you ...

Base: All respondents (1,000)