

July 2021

Global Tech Support Scam Research



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Study overview

Why

- The goal of this research was to understand the incidence and consequences of four types of technology scams. Measure the monetary, productivity and psychological impacts to consumers across multiple geographic and demographic groups

Who

- Web based survey of 16,254 adult (18+) internet users in 16 countries worldwide (~1,000 per country). Sample within each country weighted to align with internet user population on age, gender, and region.

What

- Online survey (optimized for PC or mobile)
- Average survey length = 10 minutes

When

- May 6-17, 2021

Where

2021 Countries	2018
Australia	<i>included</i>
Brazil	<i>included</i>
Canada	<i>included</i>
Colombia	NEW
Finland	NEW
France	<i>Included</i>
Germany	<i>Included</i>
India	<i>Included</i>
Japan	<i>Included</i>
Mexico	<i>Included</i>
Netherlands	NEW
Singapore	<i>Included</i>
Spain	NEW
Switzerland	<i>included</i>
United Kingdom	<i>included</i>
United States	<i>included</i>

Four markets from 2018 survey (China, Denmark, South Africa, New Zealand) were not included in 2021)

The state of tech support scams in 2021

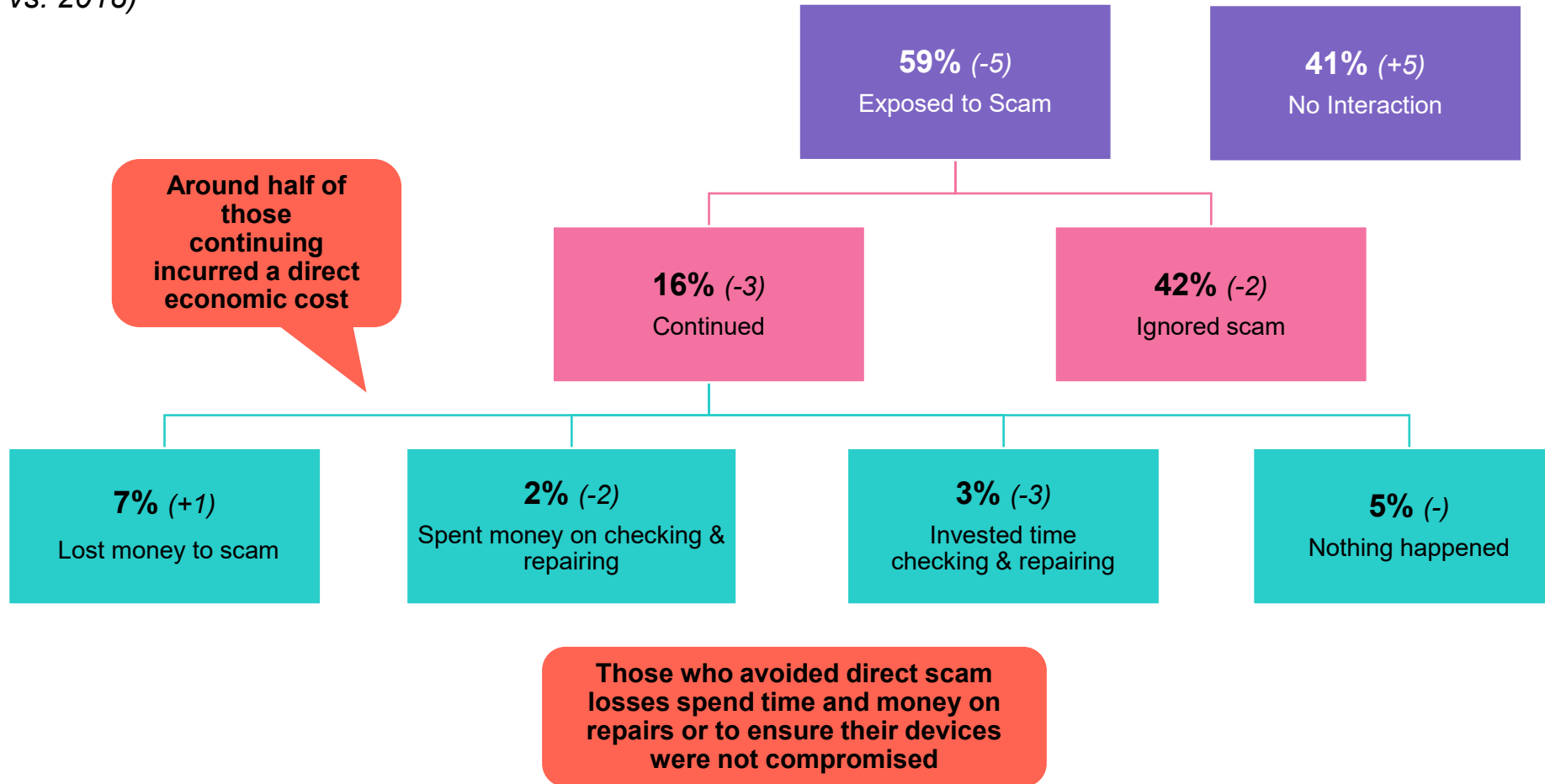
- **Continuing the trend from 2018, fewer consumers were exposed to scams:** Globally the number of interactions reported fell by 5-points to 59%, largely driven by a reduction in scams involving pop-up ads or windows (37% vs. 45% in 2018) and redirects to websites (30% vs. 37%).
- **However, those exposed were *more likely to have lost money*:** Despite a subsequent reduction in consumers continuing with a scam (16% vs. 19%), the number of people directly losing money increased slightly from 6% to 7% in 2021. On a positive note, more of those who lost money were able to recover some, and fewer people spent time or money on checking and repairing a computer.
- **Sensitive financial information continues to be at risk:** While scammers most commonly asked consumers to download software or go to a website (with 30% reporting computer problems), the proportion of consumers asked for their SSN increased since 2018, and 16% were asked to their banking website. Not surprising, there was an increase in the number of consumers reporting fraudulent use of credit/debit or store cards or fraudulent use of online stores, accounting for the increase in money lost.
- **Consumers are more wary of scam risk:** Consumers have grown more sceptical of unsolicited contact, with 79% thinking it unlikely that a reputable company would contact them in this way (+5 since 2018), and 86% unlikely to trust it (+3).
- **Younger consumers and males continue to be most at risk:** As in 2018, it is Gen Z, Millennials, and Males who were hardest hit and most likely to have lost money; likely due to younger generations being more 'online' and engaging in more risky activities. Interestingly, confidence in computer usage and the internet has decreased across all ages, opening up potential for further education.

Tech support scam landscape 2021

Anatomy of tech support scams

Scam exposure had costs beyond the initial loss of money

(+/- vs. 2018)



Base: Total Note: Boxes may not sum to 100% due to rounding.

Q1a. Please indicate whether you have experienced any of the following in the last year or so (January 2020 to present).

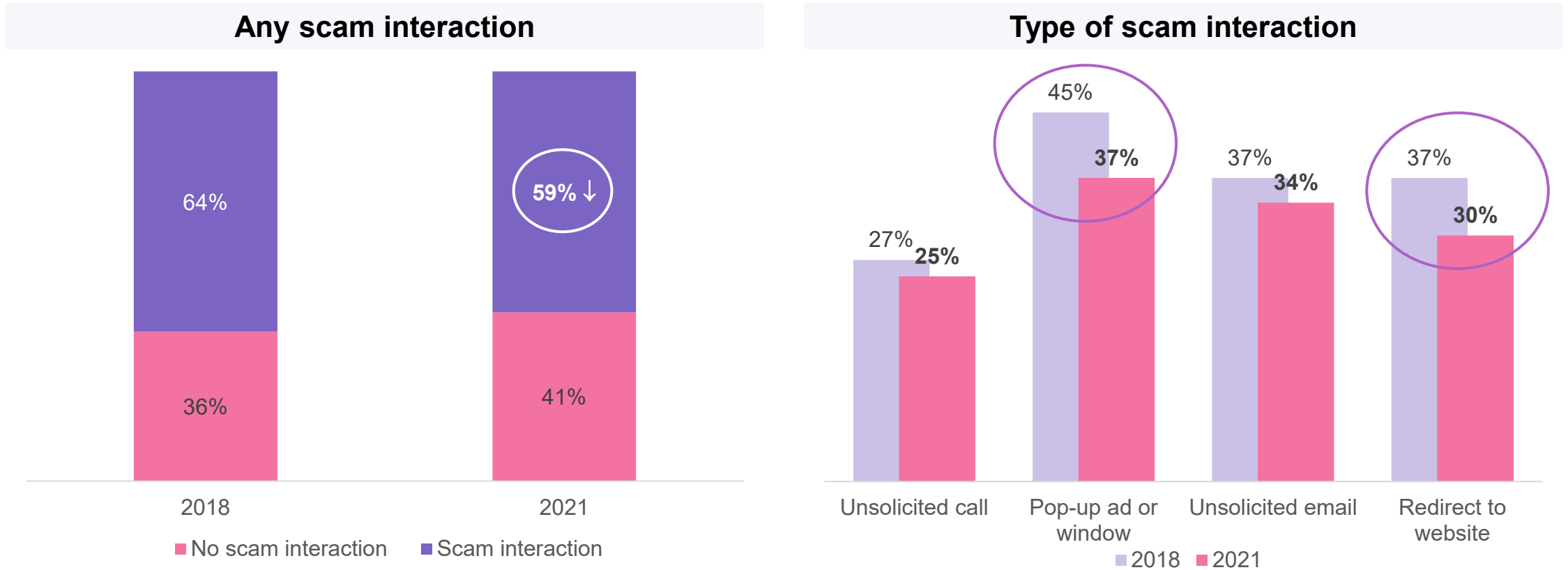
Q2. For each of the interactions you experienced, please indicate which actions you took. If you experienced more than one interaction of each type, think of the most recent one you can recall.

Q8. As a result of this most recent interaction, have you lost any money? If so, how much?

Q12. To date, how much money, if any, has it cost you to fix or investigate further as to whether your computer had been compromised after this interaction

Q12A. To date, how much time has it taken to fix or investigate further as to whether your computer had been compromised after this most recent interaction?

Fewer scam interactions were reported in 2021, with a drop in pop-up ads or windows and redirects to websites fuelling the decline

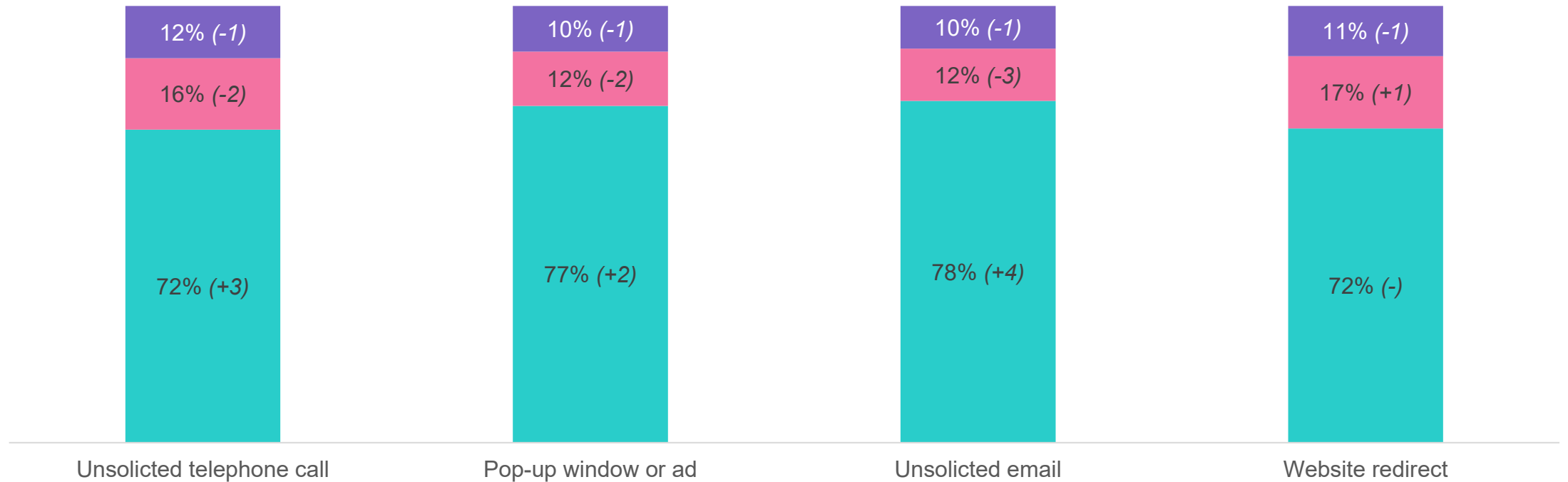


As in 2018, consumers were most likely to continue with telephone calls and website redirects

Actions taken (+/- vs. 2018)

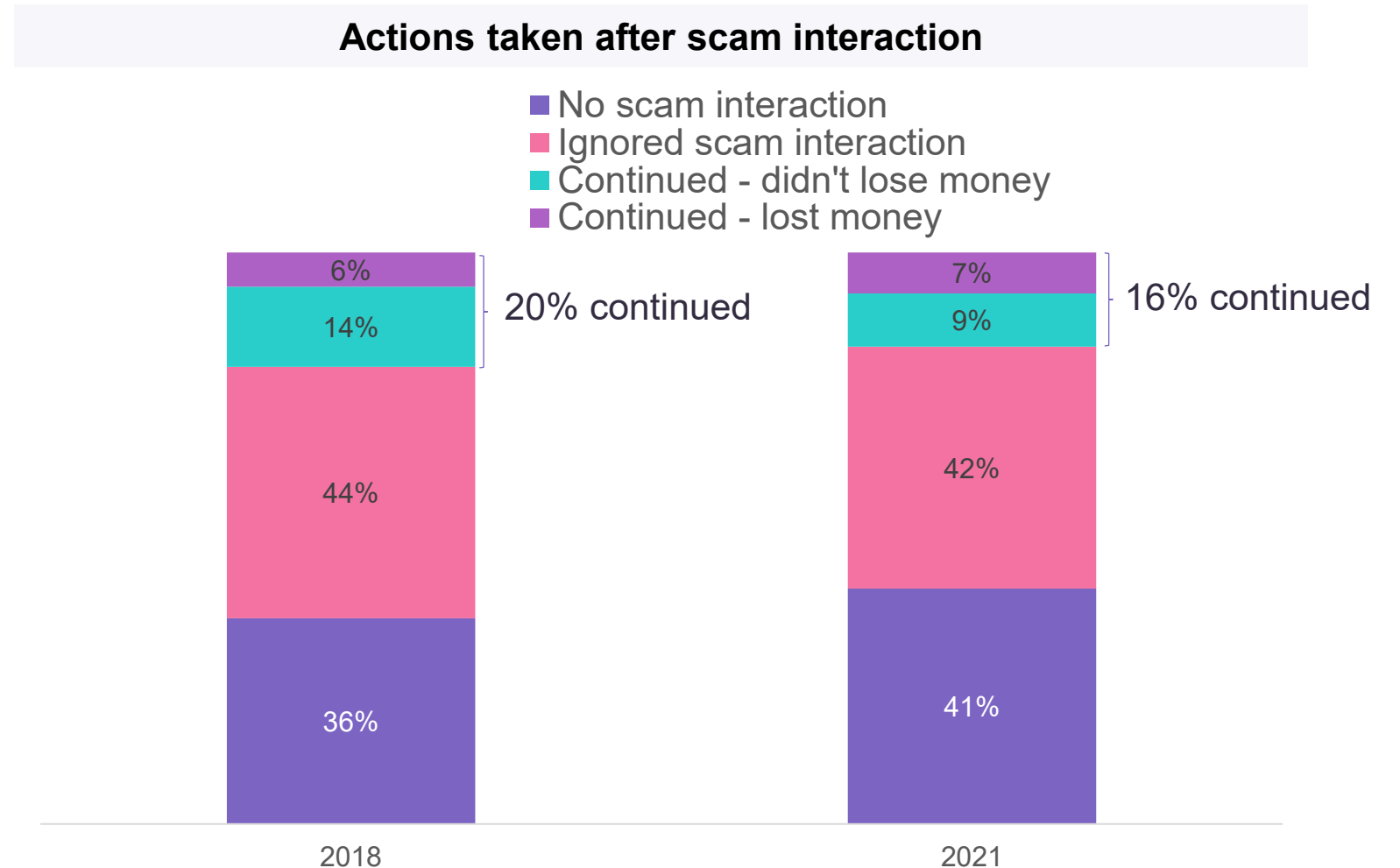
Base: Those who experienced each interaction

■ Ignored interaction completely ■ Initially continued, but did not take further action ■ Continued with recommended action



Fewer scams also meant fewer people continued with an interaction

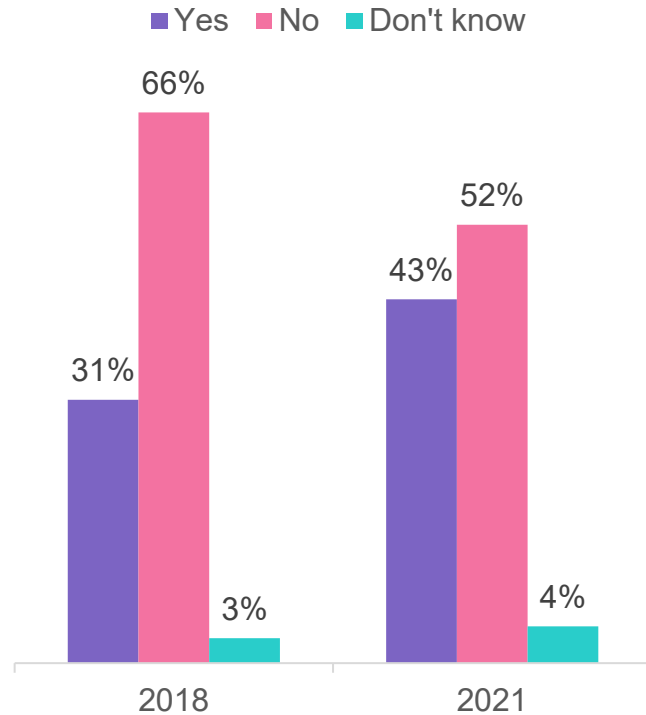
- ▶ Around one-in-six consumers (16%) were tricked into continuing with a potentially fraudulent activity, slightly down on 2018 (20%)
- ▶ A slightly higher proportion went on to lose money in the interaction (7% vs. 6%)



Although a higher proportion lost money through a scam interaction, more were able to recover any of it

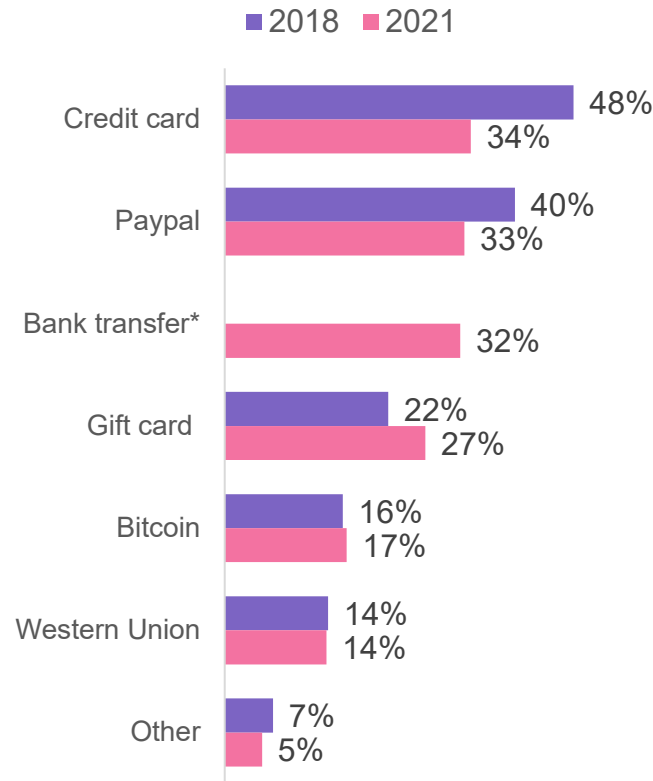
Lost money

Base: Those who continued with any scam



Method of payment

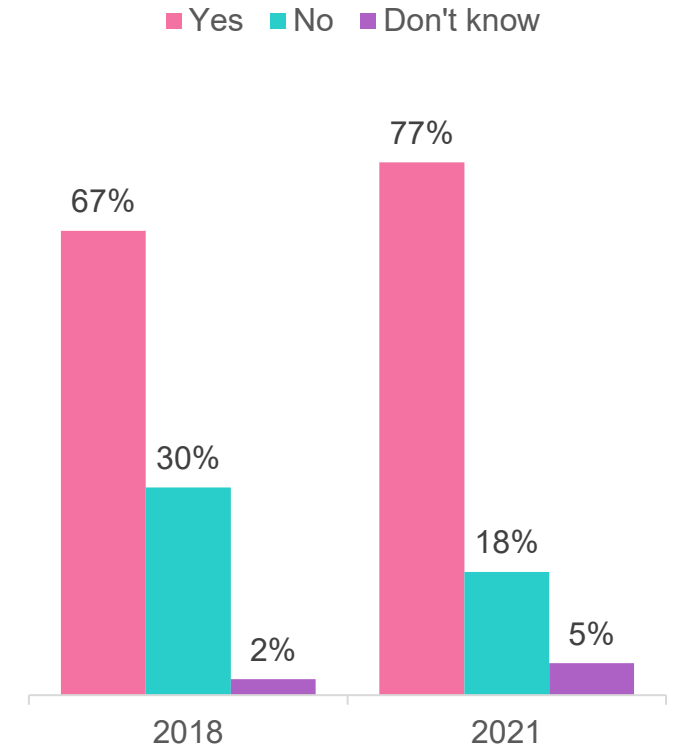
Base: Those who lost any money



*New option in 2021

Recovered any money

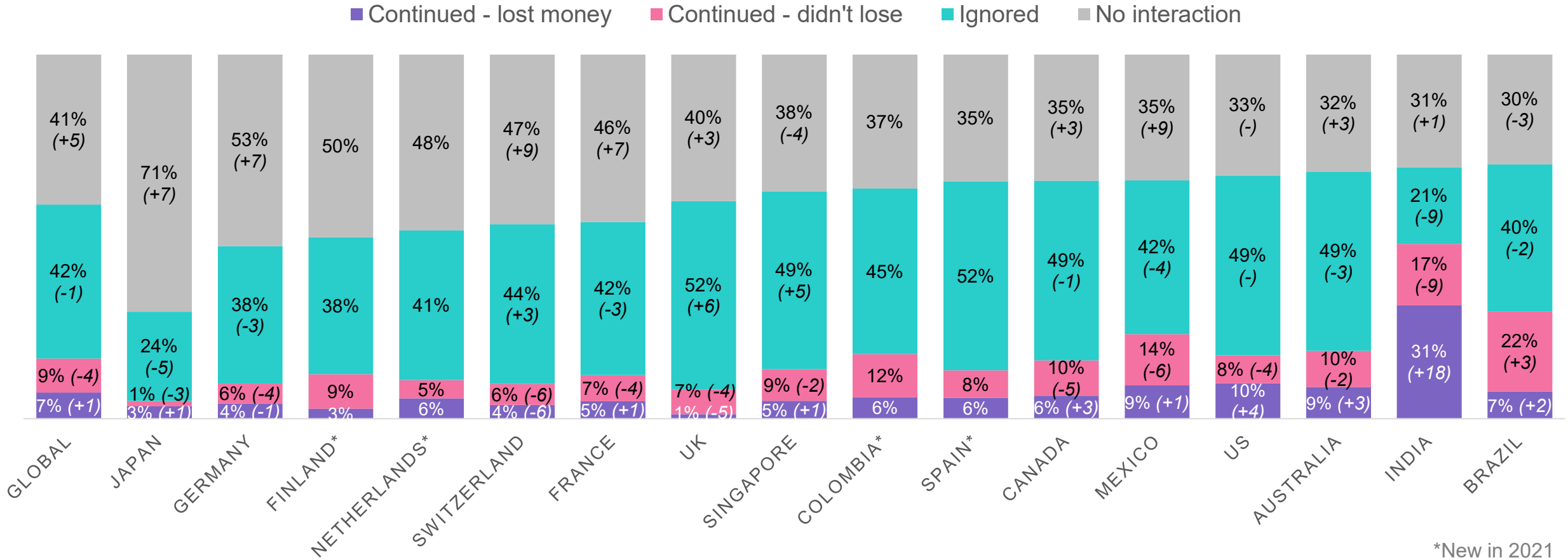
Base: Those who lost any money



Q8. As a result of this most recent interaction, have you lost any money? If so, how much?
 Q9. How did you make the payment(s) for any money you lost as a result of this most recent interaction? Select all that apply.
 Q10. How much, if any, of this money have you managed to recover to date?

At the global level, tech support scams were less prevalent

Impact of tech support scams by country (+/- vs. 2018)



*New in 2021

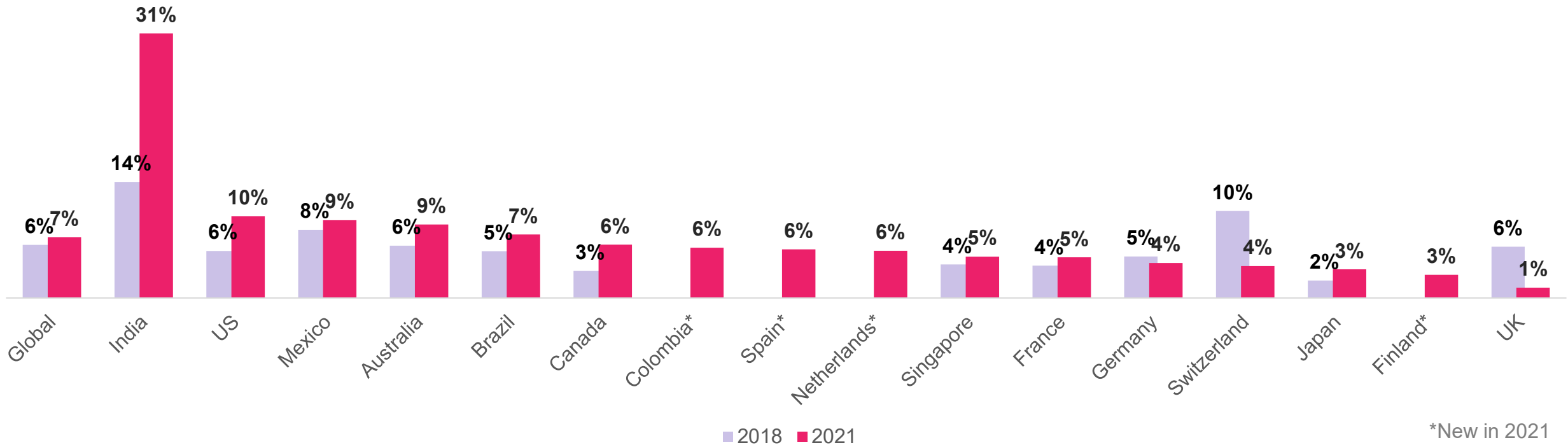


Base: Total Note: Country percentages may not add to 100% due to rounding
 Q1a. Please indicate whether you have experienced any of the following in the last year or so (January 2020 to present). Q2. For each of the interactions you experienced, please indicate which actions you took. If you experienced more than one interaction of each type, think of the most recent one you can recall. Q8. As a result of this most recent interaction, have you lost any money? If so, how much?

Globally the number of people losing money remained consistent

India recorded the biggest increase, with almost a third losing money through a tech support scam

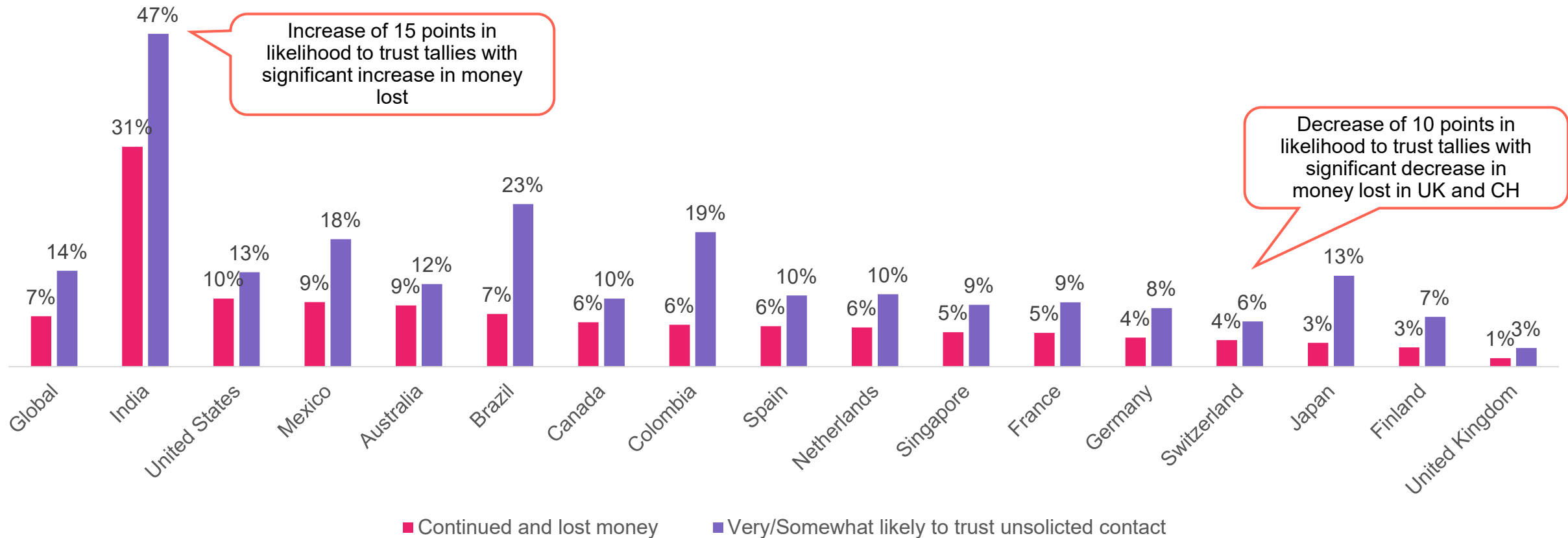
Percent who continued and lost money



Base: Total
 Q1a. Please indicate whether you have experienced any of the following in the last year or so (January 2020 to present). Q2. For each of the interactions you experienced, please indicate which actions you took. If you experienced more than one interaction of each type, think of the most recent one you can recall. Q8. As a result of this most recent interaction, have you lost any money? If so, how much?

Losing money tends to correlate with trust in unsolicited contact, where consumers are more trusting, more lose money

Percent who continued and lost money / Likelihood to trust unsolicited contact

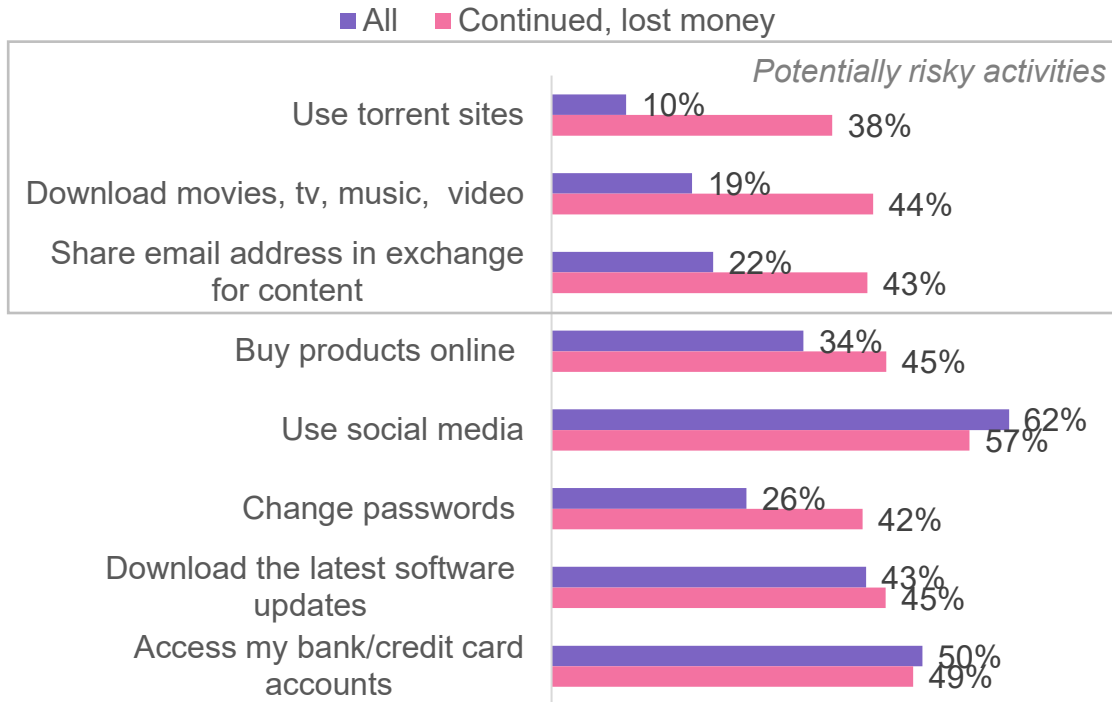


Base: Total

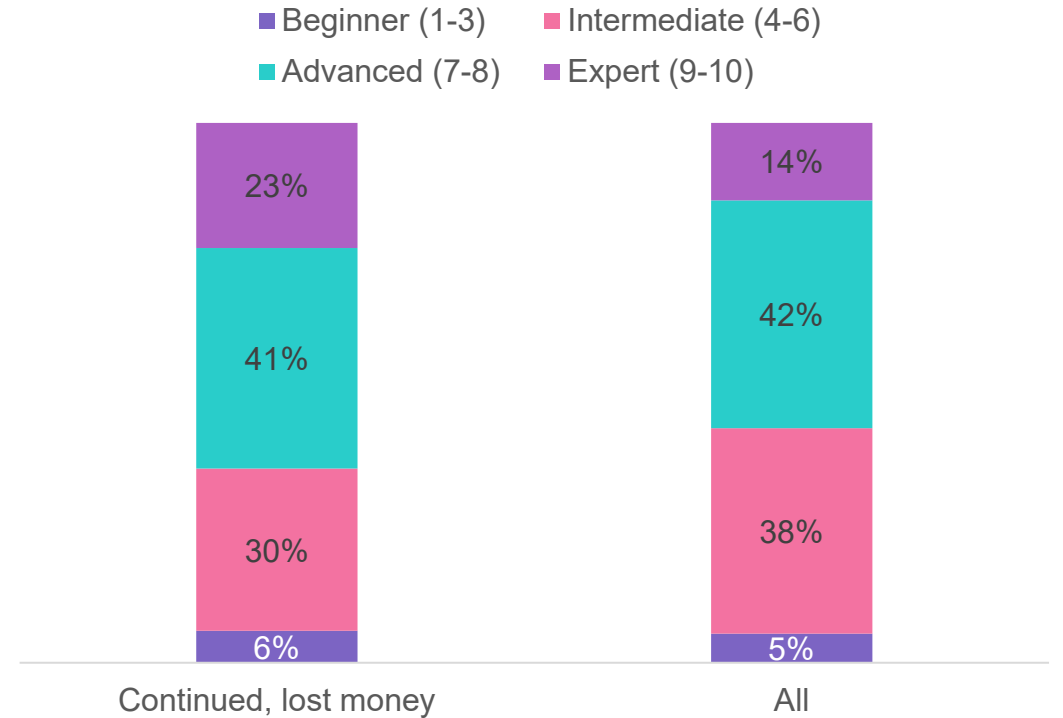
Q1a. Please indicate whether you have experienced any of the following in the last year or so (January 2020 to present). Q2. For each of the interactions you experienced, please indicate which actions you took. If you experienced more than one interaction of each type, think of the most recent one you can recall. Q8. As a result of this most recent interaction, have you lost any money? If so, how much? Q14. In the future, if you were to receive an unsolicited call, pop up, text message, advertising or email from someone claiming to be from a reputable company offering you help, how likely would you be to trust this resource?

Those who lost money engaged more in risky activities and displayed (over) confidence in their computer literacy

Online Activities (% always/often)



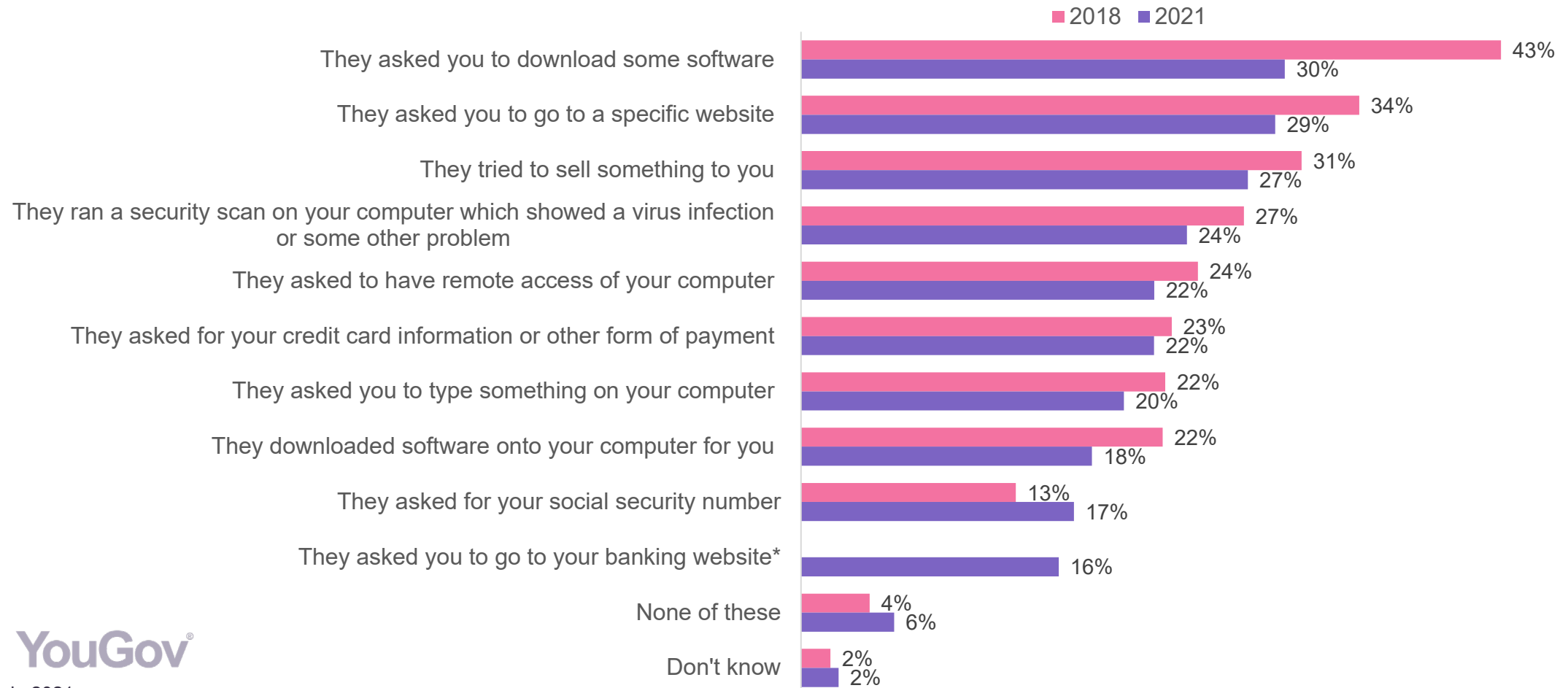
Computer literacy



Downloading software and going to a specific website continue to be the most common requests, though to a lesser degree than in 2018

Actions asked to do

Base: Those who continued with any scam



*New option in 2021

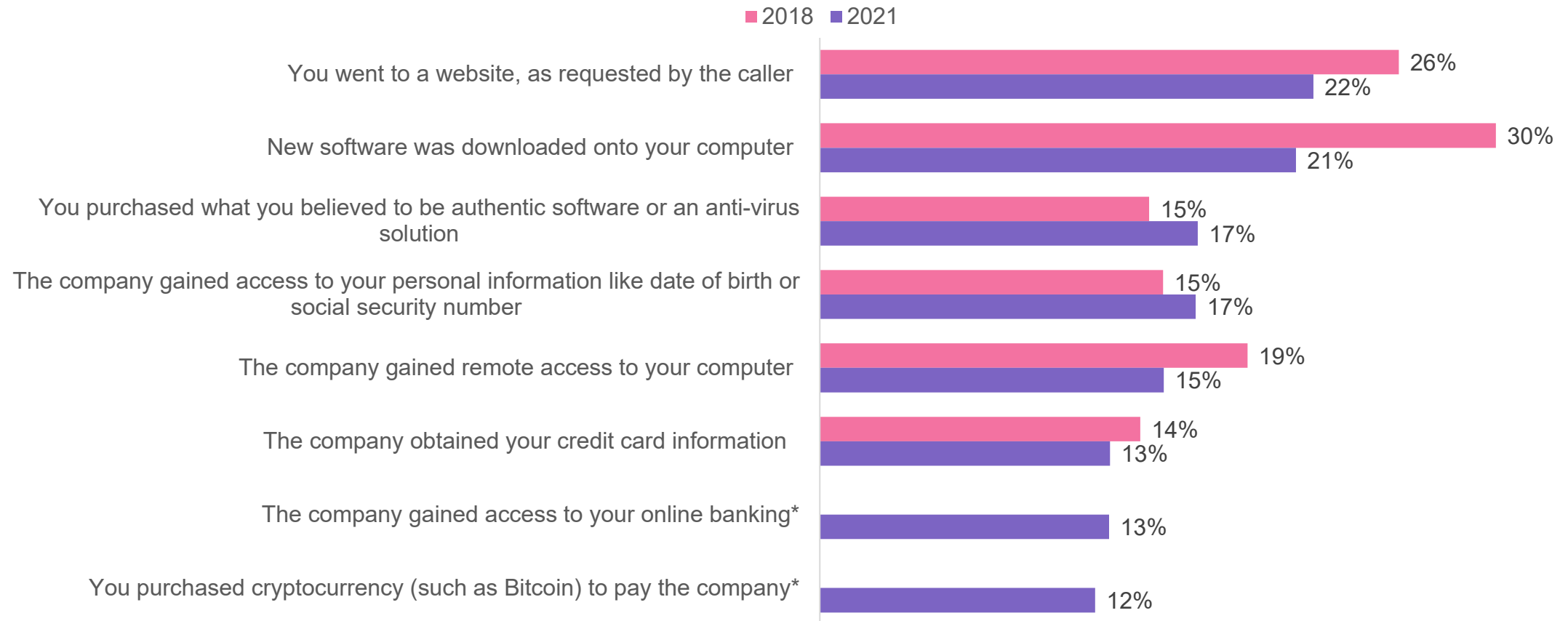
Base: Total who continued with any interaction

Q5. Did any of the following occur during this most recent interaction, and/or as a direct result of it? Please select all that apply.

Consumers continued to fall for the most common requests

What happened during the interaction

Base: Those who continued with any scam



*New options in 2021

Base: Total who continued with any interaction

Q6. And which of the following happened during this most recent interaction and/or as a direct result of it? Please select all that apply.

Tallying with an increase in money being lost, victims were more likely to experience fraudulent use of cards or fraudulent shopping

What happened during the interaction

Base: Those who continued with any scam

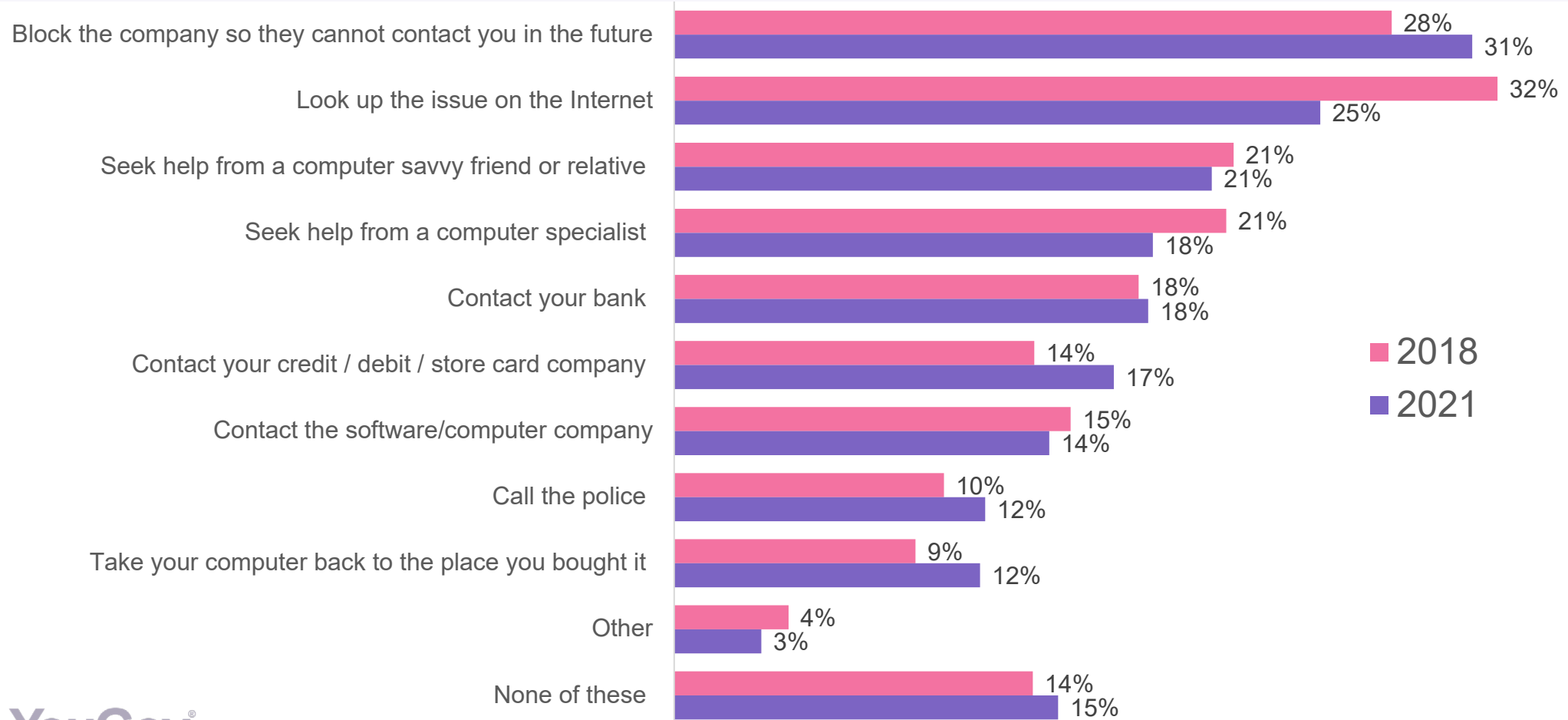
2018 2021



And as a result, more contacted their card provider after the interaction

Actions taken after interaction

Base: Those who continued with any scam



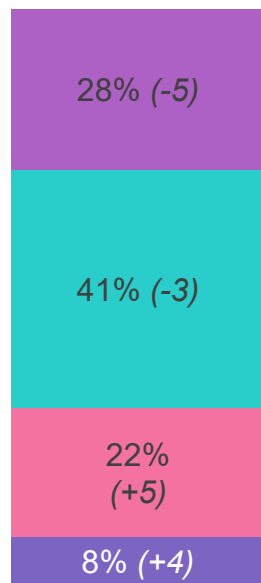
Base: Total who continued with any interaction
 Q11. After this most recent interaction, which of the following actions did you take? Please select all that apply.

Victims spent time and money on checking and repairing their computers after a scam interaction

Stress caused by scam (+/- vs. 2018)

Base: Those who continued with any scam

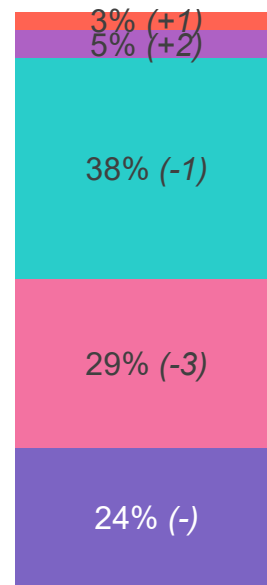
■ No stress ■ Mild stress
■ Moderate stress ■ Severe stress



Time to fix/investigate (+/- vs. 2018)

Base: Those who continued with a computer related scam

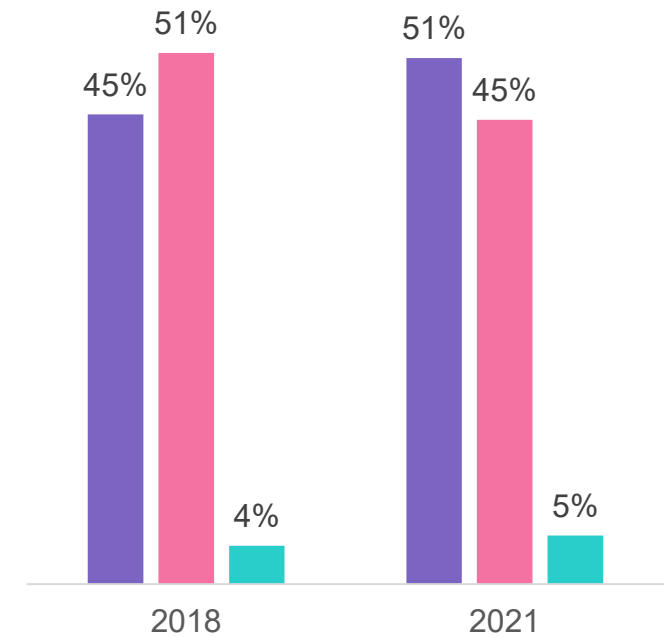
■ No time ■ < Few hours
■ Week or less ■ > Week
■ Unable to repair



Cost to fix/investigate (+/- vs. 2018)

Base: Those who continued with a computer related scam

■ Yes ■ No ■ Don't know



Q12. To date, how much money, if any, has it cost you to fix or investigate further as to whether your computer had been compromised after this interaction?

Q12a. To date, how much time has it taken to fix or investigate further as to whether your computer had been compromised after this most recent interaction?

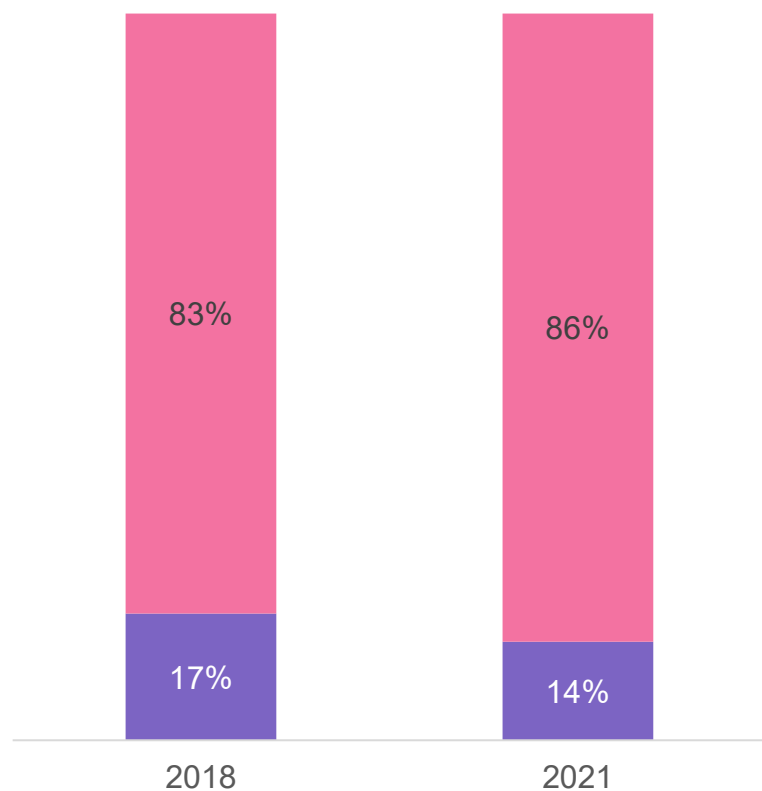
Q13. Thinking back across the interaction, how much stress did you suffer? If you had multiple interactions, think how you felt about the most stressful one. The most stressful interaction caused me...

Consumers are increasingly likely to distrust unsolicited contact and take action to protect themselves

Likelihood of future trust

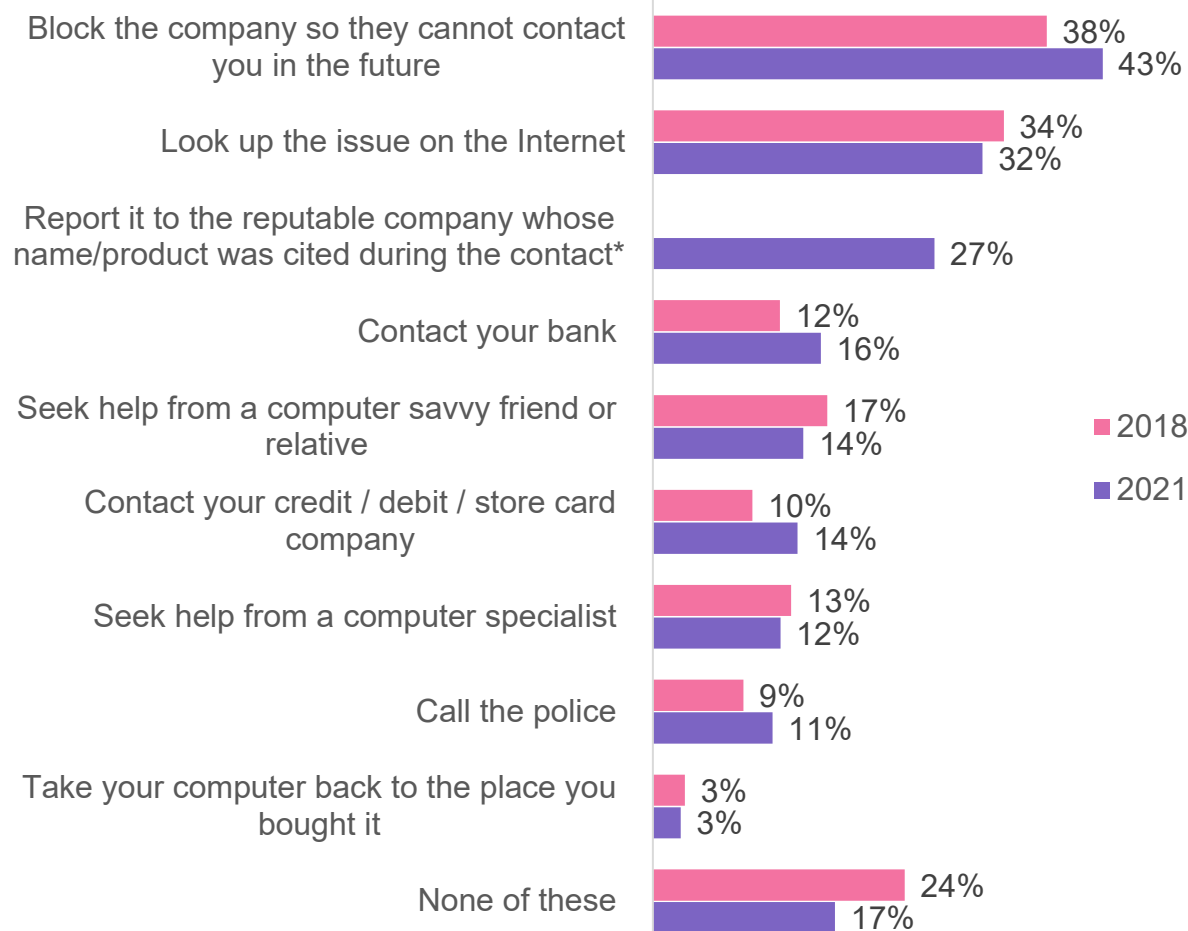
Base: Total

Very/somewhat likely Very/somewhat unlikely



Actions in response to hypothetical contact

Base: Those who did not experience any scams/continue with any interaction



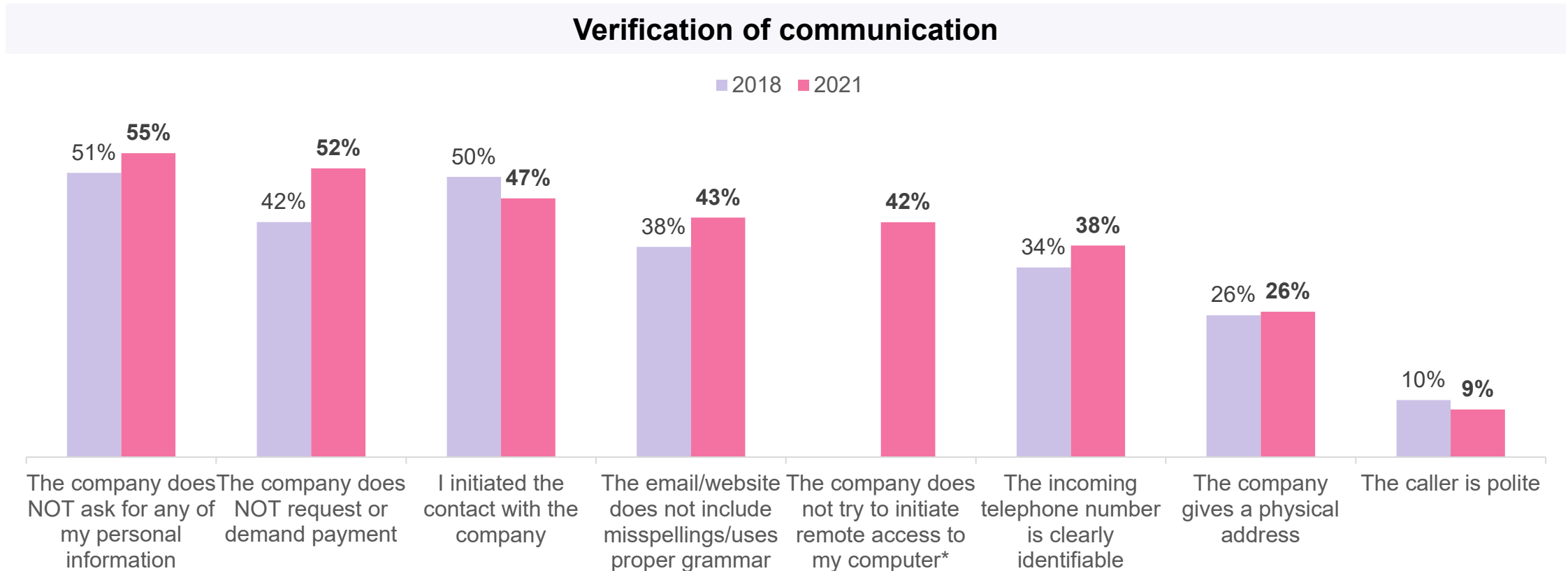
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*New option in 2021

Q14. In the future, if you were to receive an unsolicited call, pop up, text message, advertising or email from someone claiming to be from a reputable company offering you help, how likely would you be to trust this resource?

Q16. In the future, if you received this type of unsolicited contact, which of the following would you do? Please select all that apply.

Consumers fail to recognize the importance of making contact with the company to verify authenticity



*New option in 2021

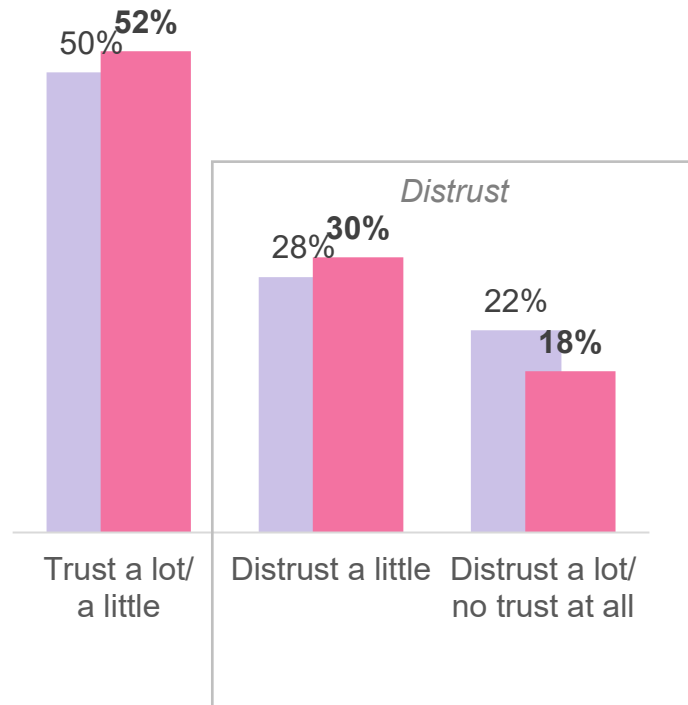
Q20. In the future, if you were to receive a similar communication that appeared to be from a reputable company, how would you verify it was an authentic, legitimate communication? Please select all that apply.

Respondents were unlikely to trust companies and lost trust following scam interactions

Trust in companies

Base: Those who continued with any scam

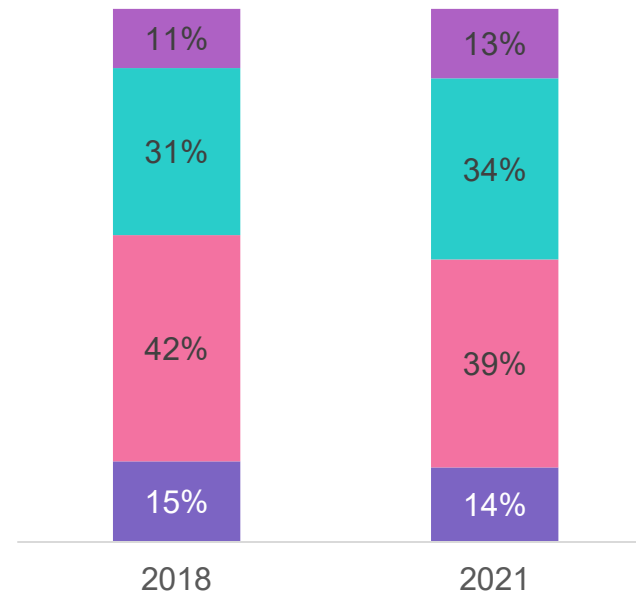
■ 2018 ■ 2021



Trust lost post fraud

Base: Those who continued with any scam

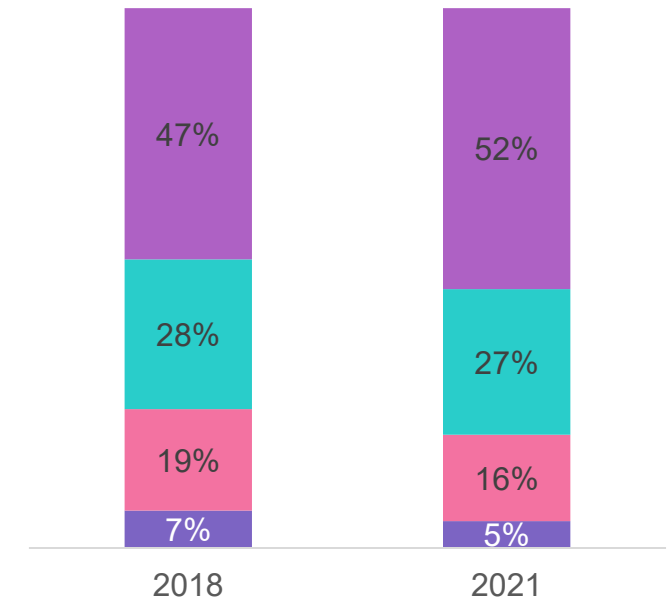
■ Lost all trust ■ Lost a lot of trust
 ■ Lost a little trust ■ Did not lose any trust



Likelihood of company contact

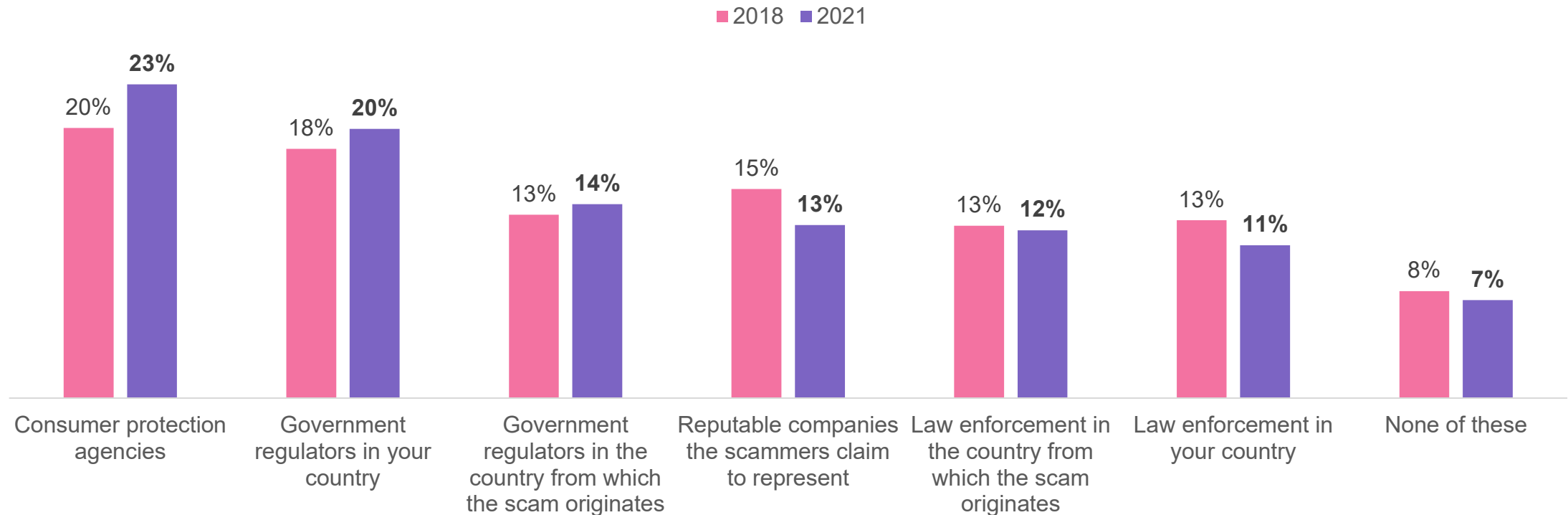
Base: Total

■ Very likely ■ Somewhat likely
 ■ Somewhat unlikely ■ Very unlikely



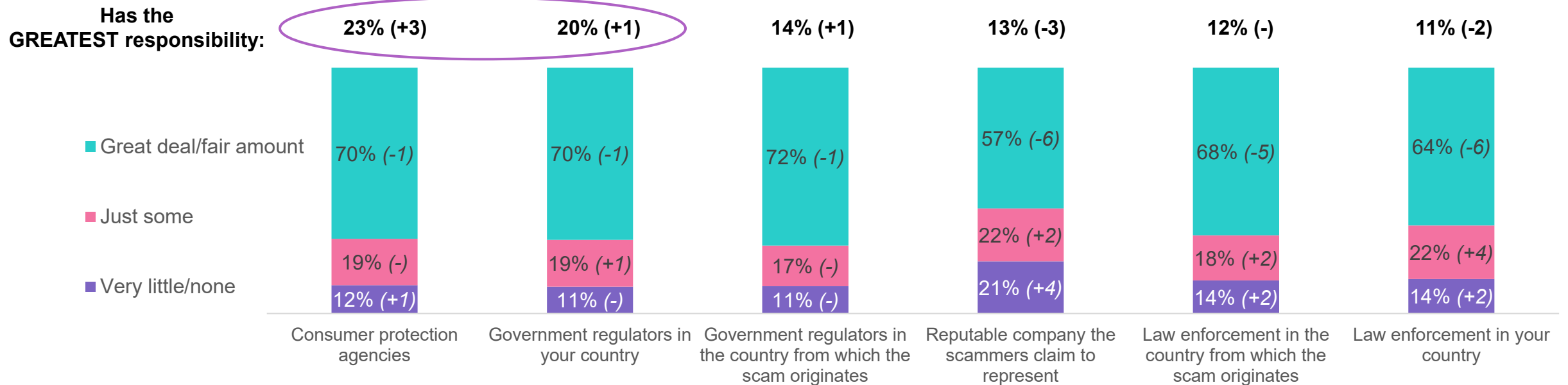
Perception of responsibility continues to shift away from the company scammers claim to represent and towards consumer protection agencies

Greatest responsibility to protect consumers

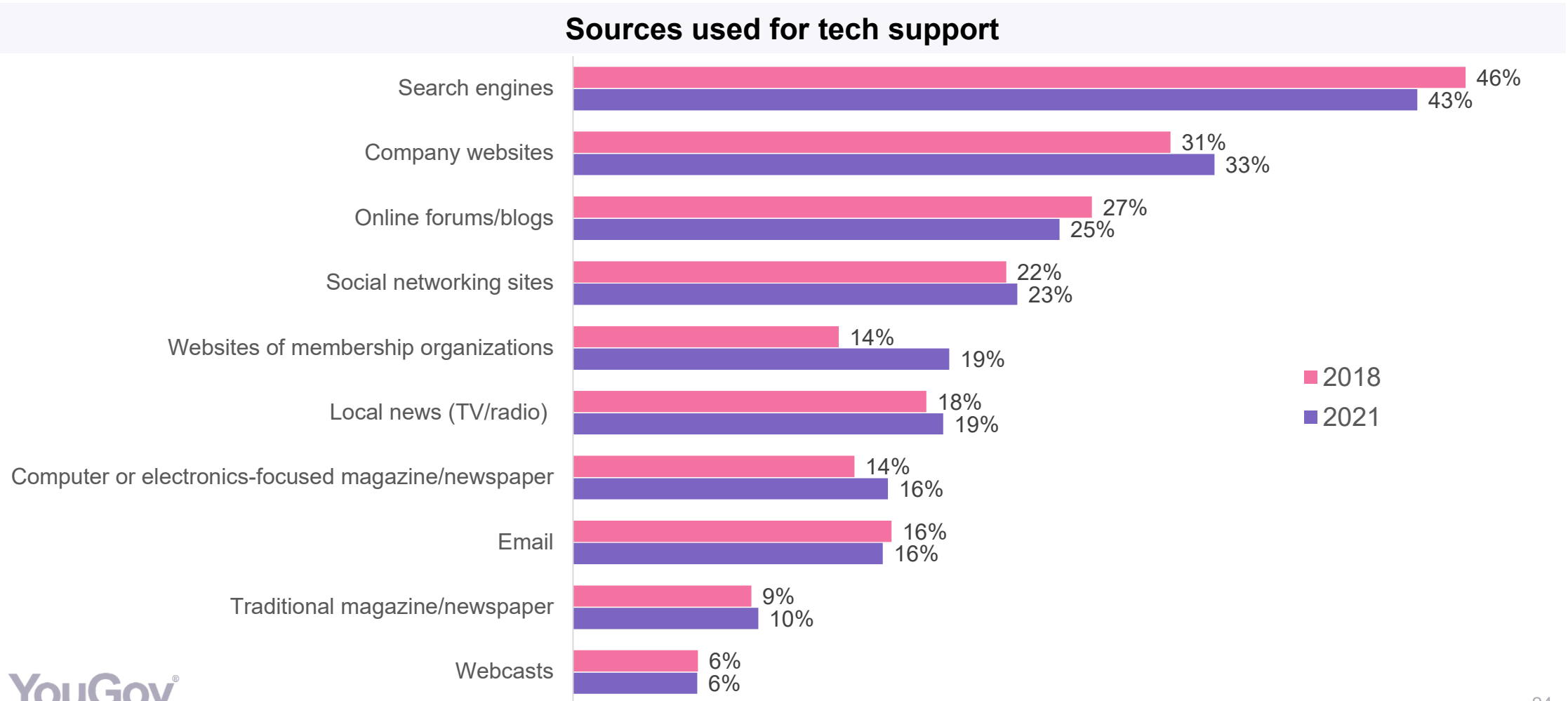


Consumer protection agencies and government regulators are seen to have the biggest responsibility to protect consumers

Responsibility to protect consumers (+/- vs. 2018)

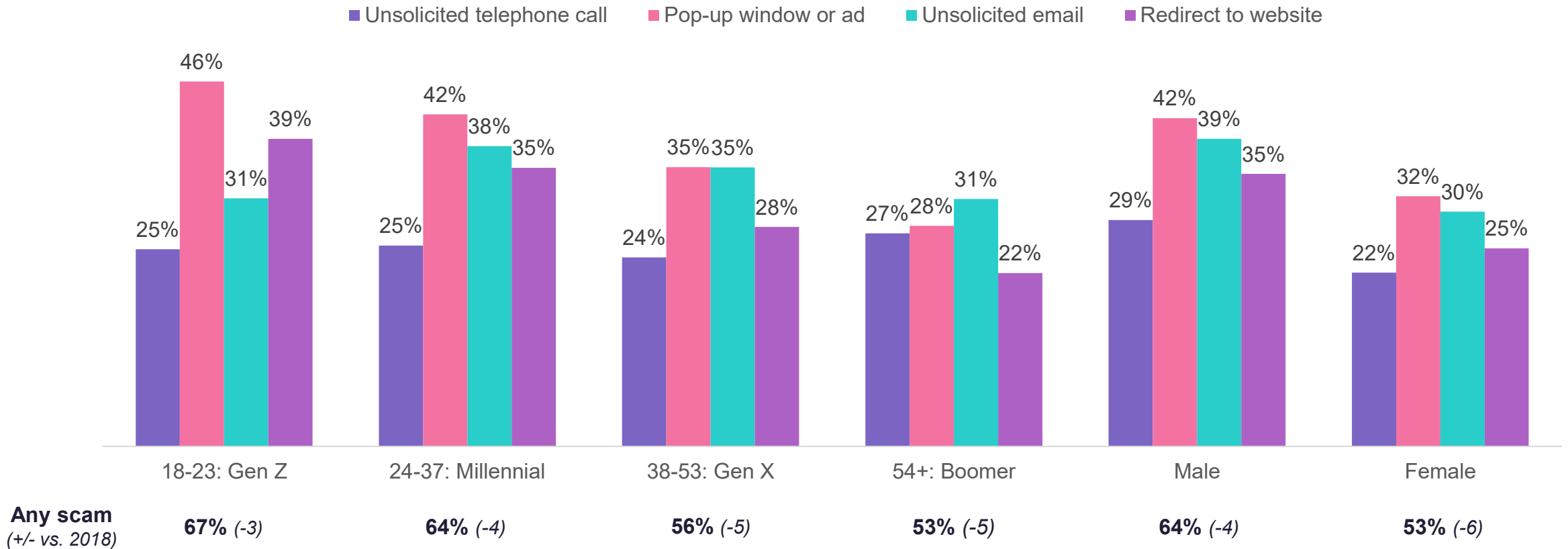


2021 sees more consumers turning to websites of membership organizations for information on tech support scams



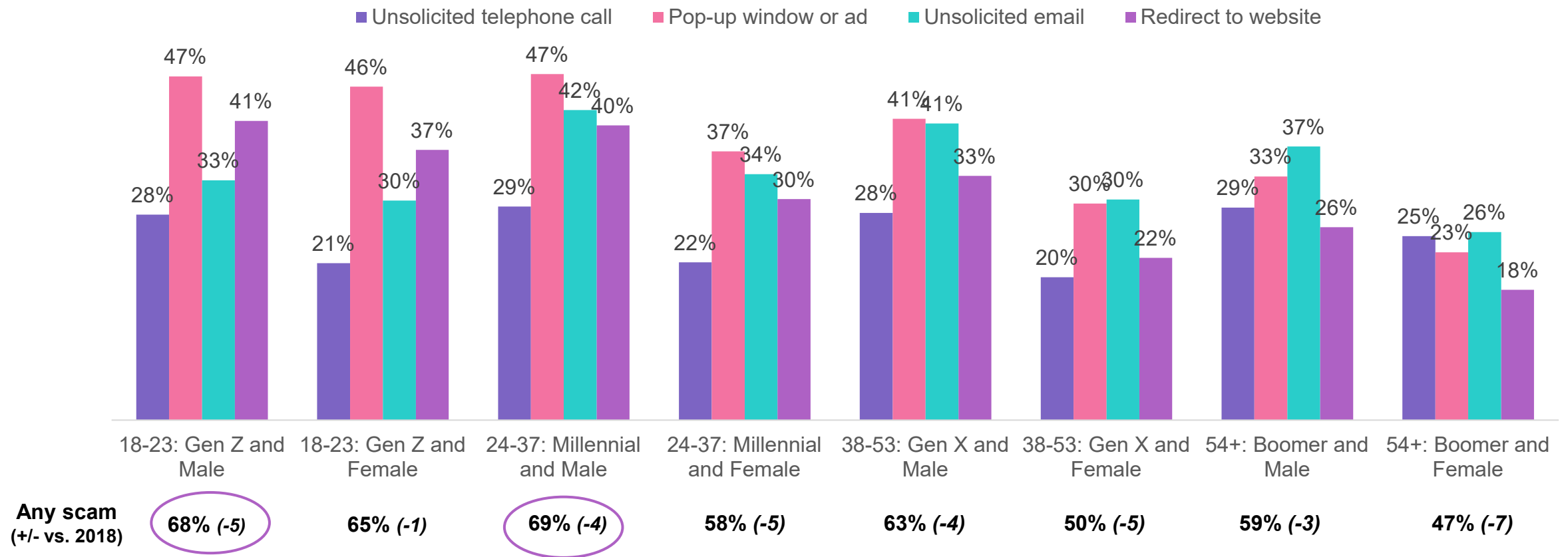
As in 2018, Gen Z, Millennials and Males were most likely to experience a scam interaction, though to a lesser degree than in 2018

Type of interaction by generation and gender



More specifically, Gen Z and Millennial Males experienced more scam interactions

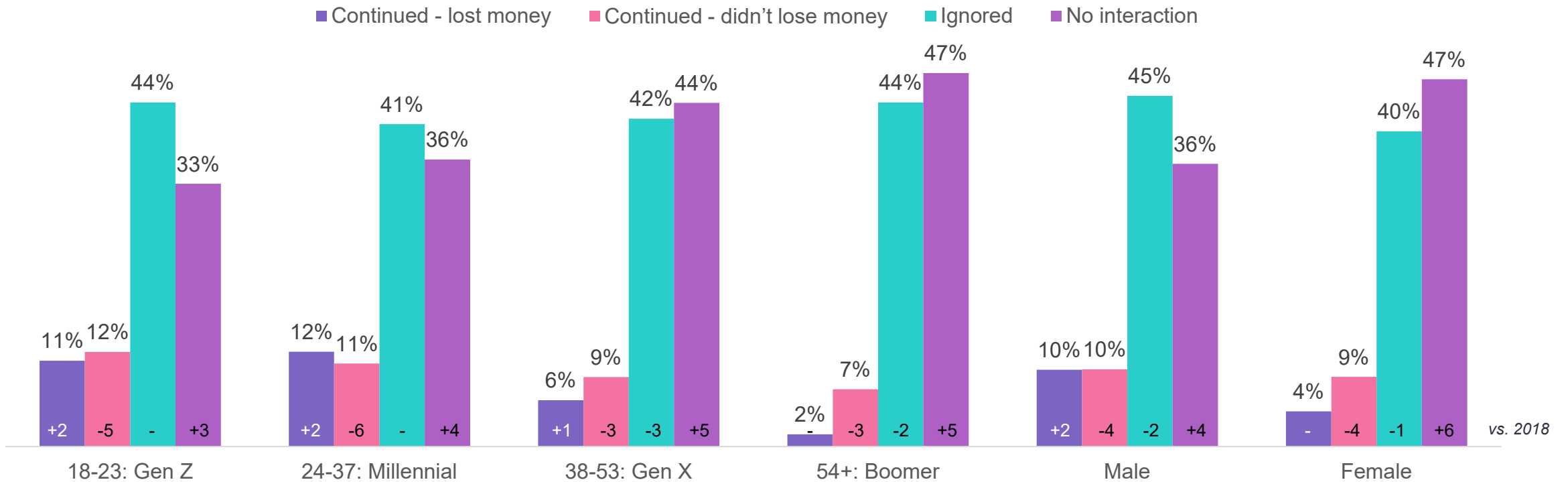
Type of interaction by generation and gender



Base: Total
 Q1a. Please indicate whether you have experienced any of the following in the last year or so (January 2020 to present).

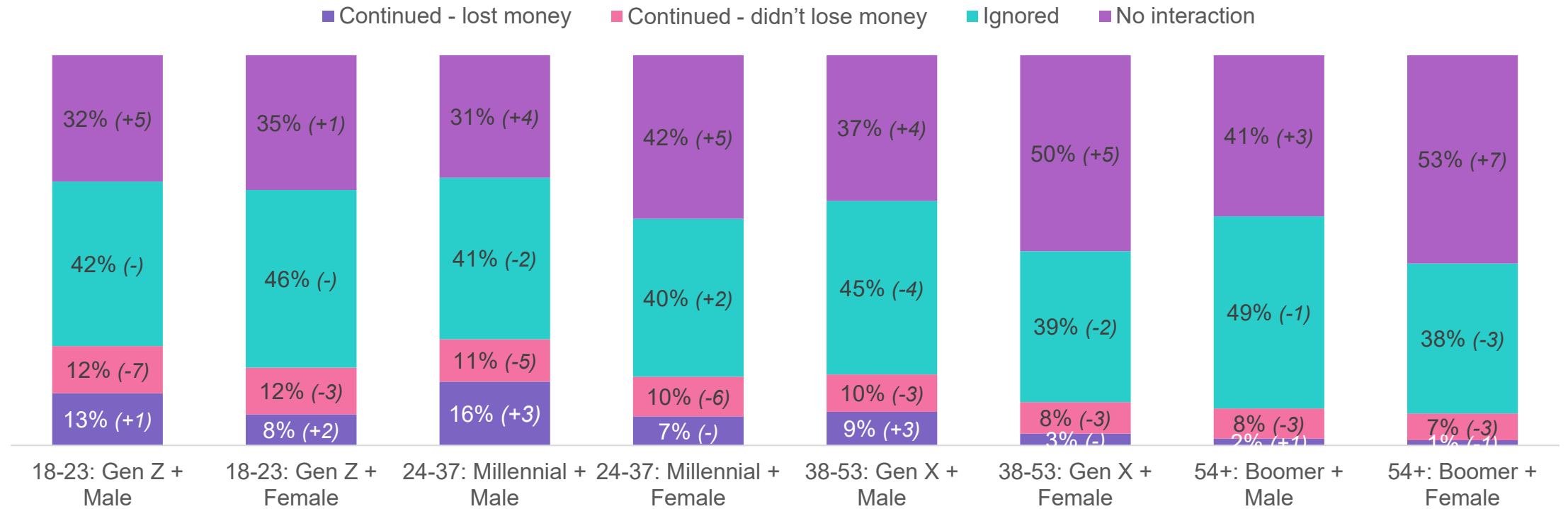
Despite fewer interactions, younger generations and males were more likely to continue and lose money in their interaction

Impact of tech scam by age and gender



Again, Gen Z and Millennial males were most susceptible to losing money

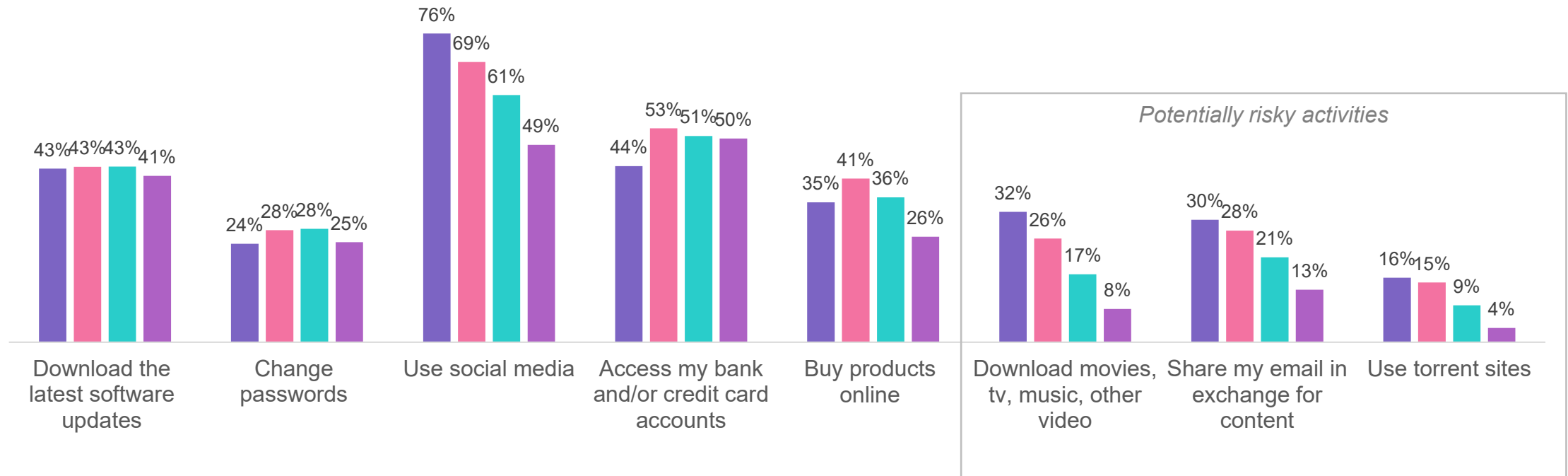
Impact of tech scam by age and gender (+/- vs. 2018)



Gen Z & Millennials continue to engage more in activities associated with scams

Online Activities (% always/often)

■ Gen Z ■ Millennial ■ Gen X ■ Boomer



Appendix

Pop-up windows and website redirects had the biggest decline across markets. India and Singapore saw large increases in phone scams

Tech support scam incidence by market

	Pop-up window or ad 2021	Pop-up window or ad +/- vs 2018	Unsolicited telephone call 2021	Unsolicited telephone call +/- vs 2018	Unsolicited email 2021	Unsolicited email +/- vs 2018	Redirect to a website 2021	Redirect to a website +/- vs 2018
Brazil	53%	2%	16%	0%	37%	-6%	43%	-1%
India	51%	-5%	31%	8%	42%	-3%	48%	-1%
Mexico	49%	-11%	19%	1%	34%	-8%	40%	-13%
Colombia*	46%	NA	16%	NA	32%	NA	37%	NA
Spain*	45%	NA	20%	NA	39%	NA	33%	NA
United States	43%	-7%	37%	-3%	41%	4%	35%	-6%
Singapore	43%	-1%	34%	15%	36%	2%	34%	-3%
Canada	42%	-7%	36%	-1%	41%	2%	34%	-6%
Australia	39%	-4%	46%	2%	41%	1%	34%	-2%
Global	37%	-9%	25%	-2%	34%	-2%	30%	-7%
France	35%	-11%	15%	-2%	35%	1%	27%	-8%
Switzerland	34%	-9%	21%	-5%	26%	-11%	29%	-7%
United Kingdom	25%	-12%	40%	1%	35%	-1%	19%	-13%
Germany	23%	-13%	22%	5%	30%	-5%	19%	-8%
Netherlands*	21%	NA	24%	NA	34%	NA	15%	NA
Finland*	21%	NA	25%	NA	31%	NA	16%	NA
Japan	18%	-12%	5%	-2%	16%	-2%	15%	-5%



*New markets in 2021

Base: Total

Q1a. Please indicate whether you have experienced any of the following in the last year or so (January 2020 to present).

In general, most markets either had fewer interactions, or were able to ignore more

Impact of tech support scam by market

	No interaction 2021	No interaction +/- vs. 2018	Ignored 2021	Ignored +/- vs. 2018	Continued, didn't lose money 2021	Continued, didn't lose money +/- vs. 2018	Continued and lost money 2021	Continued and lost money +/- vs. 2018
India	31%	1%	21%	-9%	17%	-9%	31%	18%
United States	33%	0%	49%	0%	8%	-4%	10%	4%
Mexico	35%	9%	42%	-4%	14%	-6%	9%	1%
Australia	32%	3%	49%	-3%	10%	-2%	9%	3%
Brazil	30%	-3%	40%	-2%	22%	3%	7%	2%
Global	41%	5%	42%	-1%	9%	-4%	7%	1%
Canada	35%	3%	49%	-1%	10%	-5%	6%	3%
Colombia*	37%	NA	45%	NA	12%	NA	6%	NA
Spain*	35%	NA	52%	NA	8%	NA	6%	NA
Netherlands*	48%	NA	41%	NA	5%	NA	6%	NA
Singapore	38%	-4%	49%	5%	9%	-2%	5%	1%
France	46%	7%	42%	-3%	7%	-4%	5%	1%
Germany	53%	7%	38%	-3%	6%	-4%	4%	-1%
Switzerland	47%	9%	44%	3%	6%	-6%	4%	-6%
Japan	71%	7%	24%	-5%	1%	-3%	3%	1%
Finland*	50%	NA	38%	NA	9%	NA	3%	NA
United Kingdom	40%	3%	52%	6%	7%	-4%	1%	-5%

* New markets in 2021 Base: Total Note: Country percentages may not add to 100% due to rounding

Q1a. Please indicate whether you have experienced any of the following in the last year or so (January 2020 to present). Q2. For each of the interactions you experienced, please indicate which actions you took. If you experienced more than one interaction of each type, think of the most recent one you can recall. Q8. As a result of this most recent interaction, have you lost any money? If so, how much?

Respondents continue to rely on the Internet for advice

Those in South America are more likely to seek expert help from friends or computer specialists

	Hypothetical future actions taken																
	Base: Those who did not experience any interactions/ did not continue with any interaction																
	ALL	AU	BR	CA	CO	FI	FR	DE	IN	JP	MX	NL	SG	ES	CH	UK	US
Block the company so they cannot contact you in the future	43%	49%	39%	44%	37%	39%	50%	46%	40%	26%	41%	44%	44%	45%	54%	47%	42%
Look up the issue on the Internet	32%	29%	29%	25%	30%	25%	28%	40%	32%	44%	29%	29%	33%	33%	32%	35%	30%
Report it to the reputable company whose name/product was cited during the contact	27%	29%	29%	27%	33%	24%	21%	32%	37%	11%	22%	33%	33%	20%	30%	30%	28%
Contact your bank	16%	13%	17%	16%	26%	12%	15%	13%	15%	7%	22%	30%	19%	18%	15%	12%	11%
Seek help from a computer savvy friend or relative	14%	11%	24%	9%	24%	15%	16%	13%	22%	12%	18%	13%	12%	15%	16%	7%	10%
Contact your credit / debit / store card company	14%	9%	19%	17%	26%	13%	7%	7%	9%	12%	23%	21%	14%	11%	13%	9%	12%
Seek help from a computer specialist	12%	7%	33%	7%	33%	9%	11%	6%	23%	5%	24%	6%	9%	17%	11%	2%	7%
Call the police	11%	5%	9%	9%	14%	12%	6%	26%	17%	14%	8%	13%	10%	15%	20%	3%	4%
Take your computer back to the place you bought it	3%	1%	6%	1%	11%	1%	1%	1%	6%	1%	6%	2%	3%	4%	1%	0%	2%
None of these	17%	22%	8%	26%	9%	24%	17%	16%	14%	26%	10%	14%	18%	14%	12%	22%	25%

Government regulators and consumer protection agencies are generally viewed as having responsibility to protect consumers

Greatest responsibility to protect consumers																	
	ALL	AU	BR	CA	CO	FI	FR	DE	IN	JP	MX	NL	SG	ES	CH	UK	US
Consumer protection agencies	23%	25%	39%	24%	42%	19%	17%	19%	19%	15%	31%	12%	13%	22%	21%	21%	27%
Government regulators in your country	20%	26%	12%	22%	13%	8%	24%	23%	23%	9%	18%	20%	29%	24%	19%	25%	20%
Government regulators in the country from which the scam originates	14%	17%	10%	13%	10%	8%	14%	13%	19%	13%	14%	11%	18%	18%	14%	20%	15%
Reputable companies the scammers claim to represent	13%	12%	15%	11%	20%	7%	15%	5%	13%	16%	18%	10%	15%	12%	9%	11%	13%
Law enforcement in the country from which the scam originates	12%	9%	10%	12%	6%	24%	11%	15%	11%	15%	8%	16%	9%	11%	17%	12%	11%
Law enforcement in your country	11%	6%	9%	9%	6%	26%	12%	17%	7%	13%	6%	23%	9%	9%	14%	5%	8%
None of these	7%	5%	5%	9%	3%	7%	7%	9%	8%	19%	5%	8%	7%	4%	6%	6%	6%

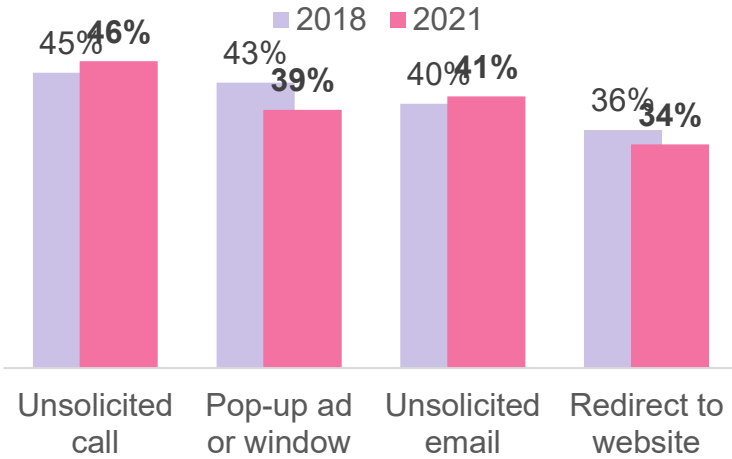
Search engines and company websites are top resources for tech support scams information

Sources used for tech support																	
	All	AU	BR	CA	CO	FI	FR	DE	IN	JP	MX	NL	SG	ES	CH	UK	US
Search engines	43%	46%	39%	39%	30%	50%	49%	47%	38%	43%	36%	44%	47%	43%	46%	53%	43%
Company websites	33%	31%	44%	28%	48%	35%	17%	33%	37%	21%	46%	20%	37%	30%	32%	31%	37%
Online forums/blogs	25%	24%	23%	21%	22%	24%	29%	25%	33%	6%	24%	23%	32%	32%	28%	27%	26%
Social networking sites (LinkedIn, Facebook, Twitter)	23%	21%	29%	21%	33%	20%	18%	15%	40%	14%	31%	17%	29%	23%	24%	16%	16%
Websites of membership organizations (such as AARP)	19%	15%	29%	15%	48%	14%	17%	13%	27%	4%	25%	37%	14%	10%	15%	9%	19%
Local news (TV/radio)	19%	18%	23%	20%	25%	18%	12%	23%	21%	21%	20%	13%	22%	20%	21%	10%	18%
Computer or electronics -focused magazine/newspaper	16%	10%	21%	11%	25%	15%	10%	21%	30%	10%	21%	10%	15%	19%	17%	8%	15%
Email	16%	17%	20%	15%	24%	13%	10%	14%	31%	10%	19%	12%	18%	12%	16%	6%	16%
Traditional magazine/newspaper	10%	8%	14%	6%	12%	11%	6%	10%	15%	10%	9%	5%	10%	9%	11%	5%	9%
Webcasts	6%	4%	6%	5%	8%	6%	12%	2%	14%	6%	8%	4%	8%	4%	8%	1%	6%
Others	3%	4%	3%	4%	1%	4%	3%	2%	0%	1%	1%	4%	1%	3%	4%	5%	4%
None of these	13%	16%	6%	19%	4%	12%	16%	15%	7%	26%	6%	14%	11%	10%	12%	19%	15%

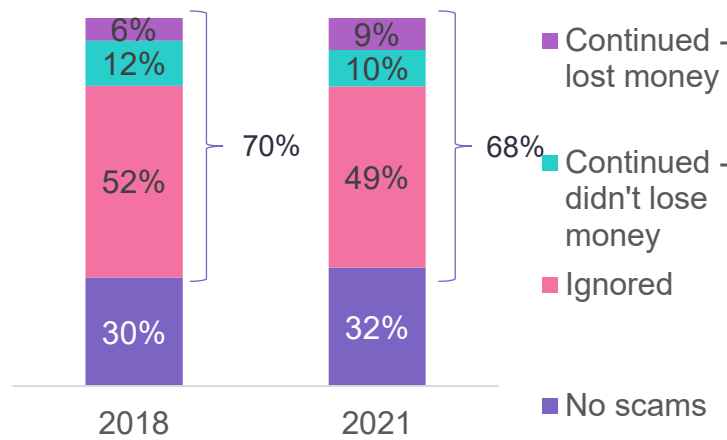
Country snapshots

Country snapshot: Australia

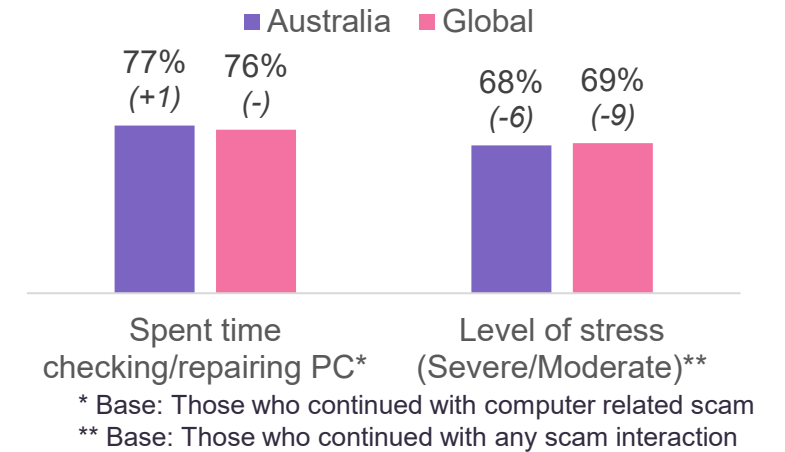
Type of scam interaction



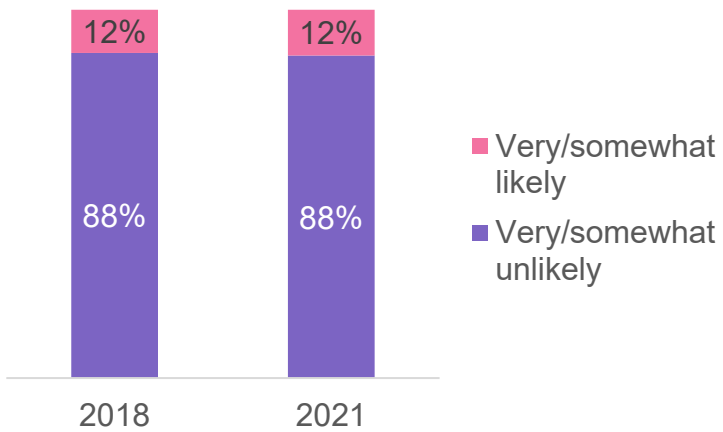
Actions taken



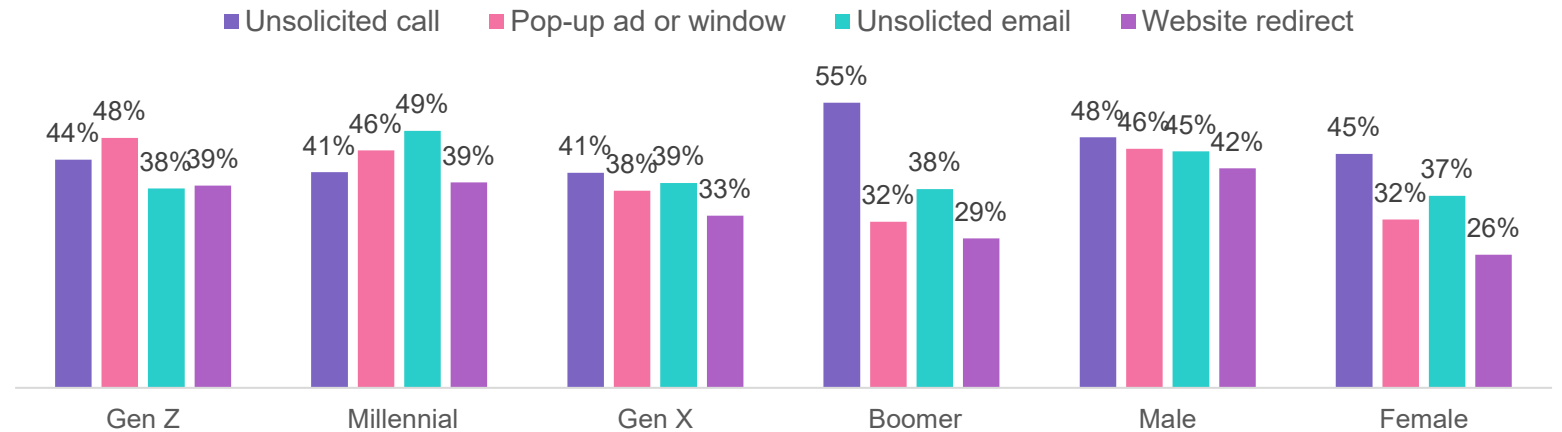
Non-monetary impact (+/- vs. 2018)



Likely to trust unsolicited contact

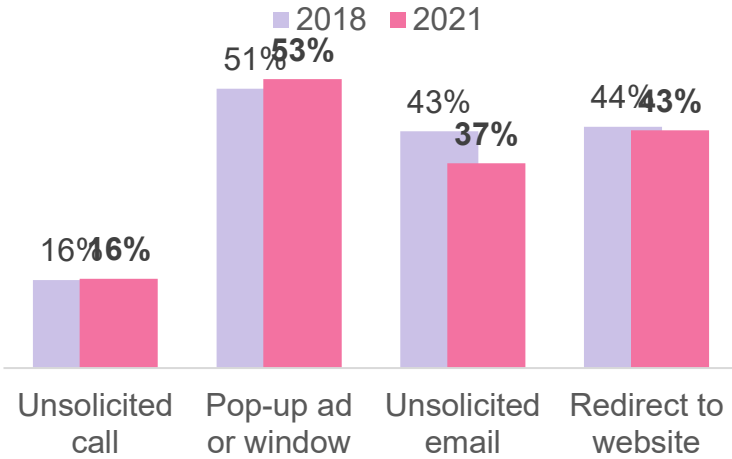


Type of scam interaction by generation & gender

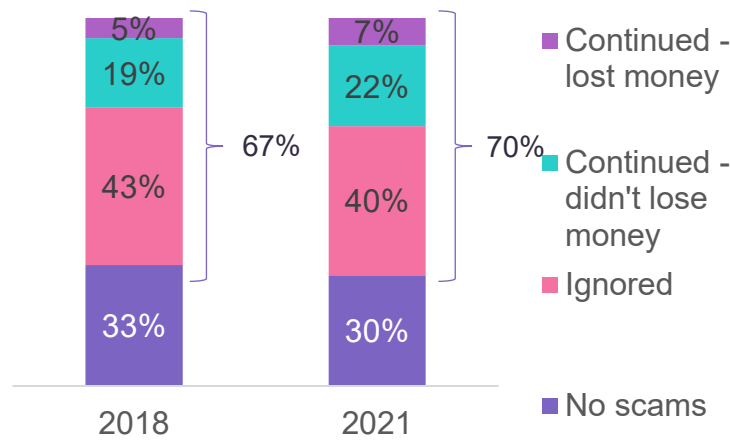


Country snapshot: Brazil

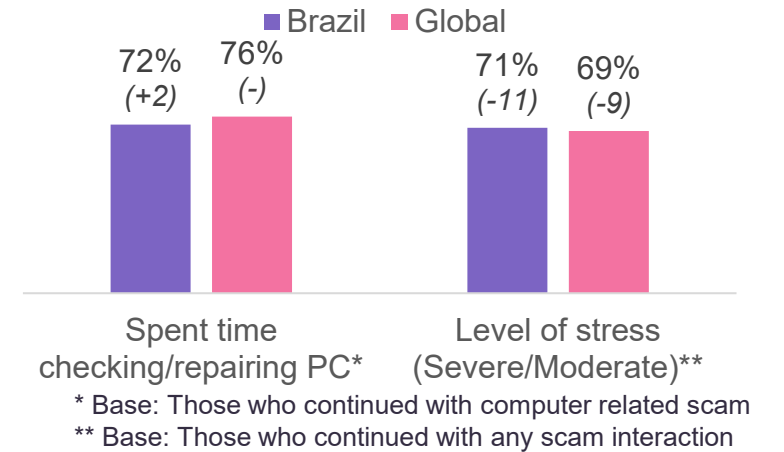
Type of scam interaction



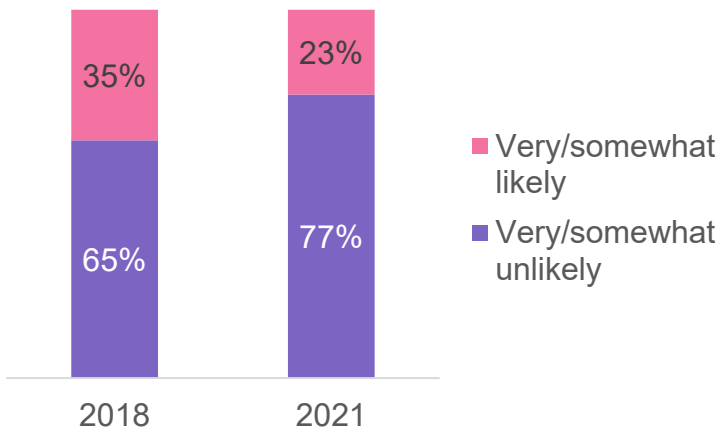
Actions taken



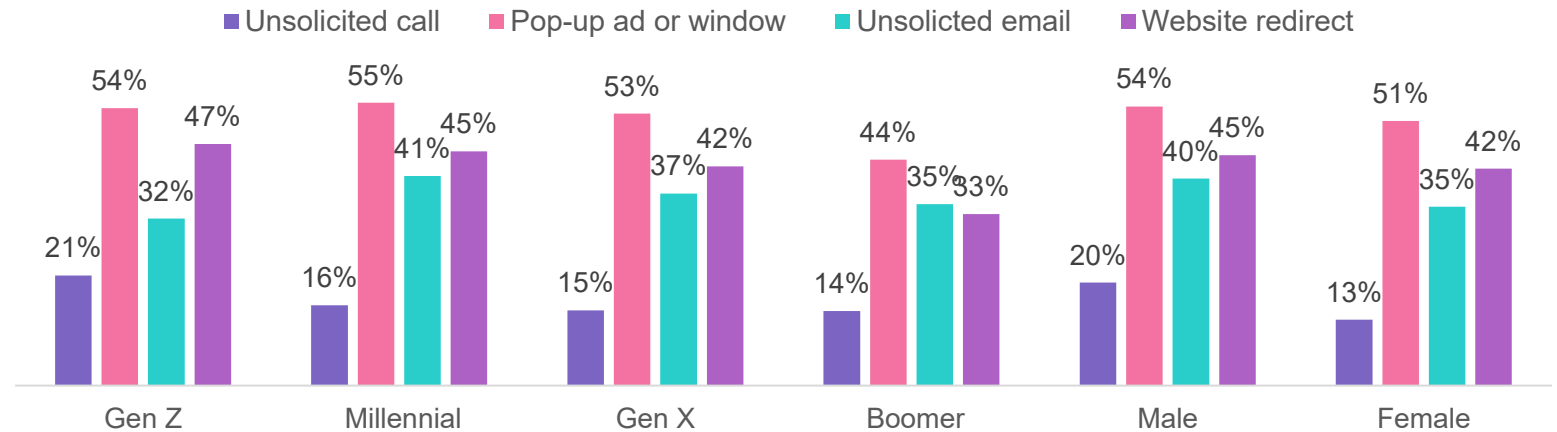
Non-monetary impact (+/- vs. 2018)



Likely to trust unsolicited contact

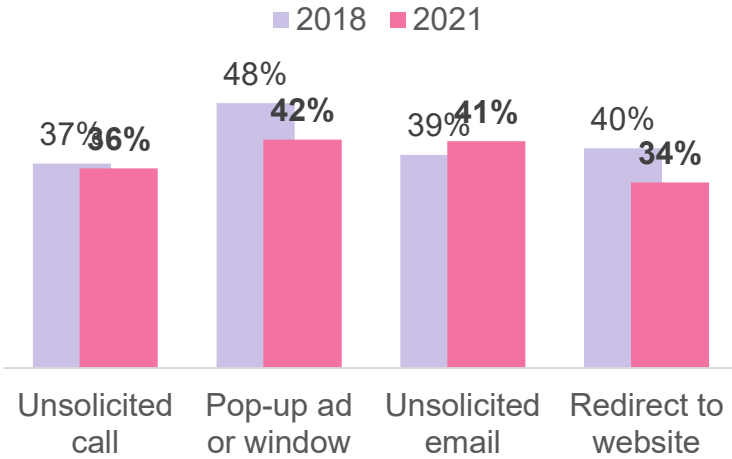


Type of scam interaction by generation & gender

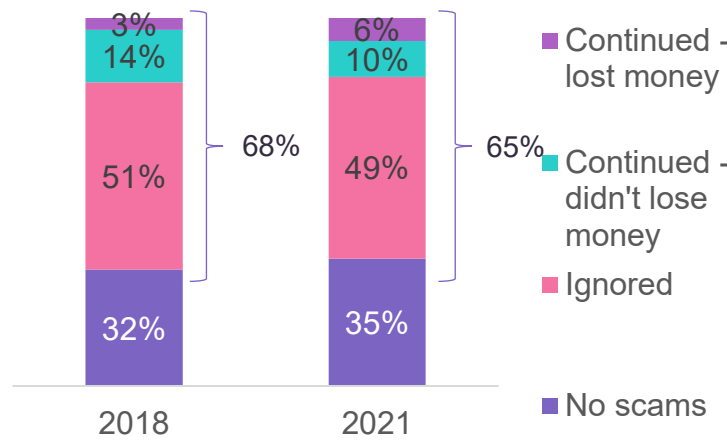


Country snapshot: Canada

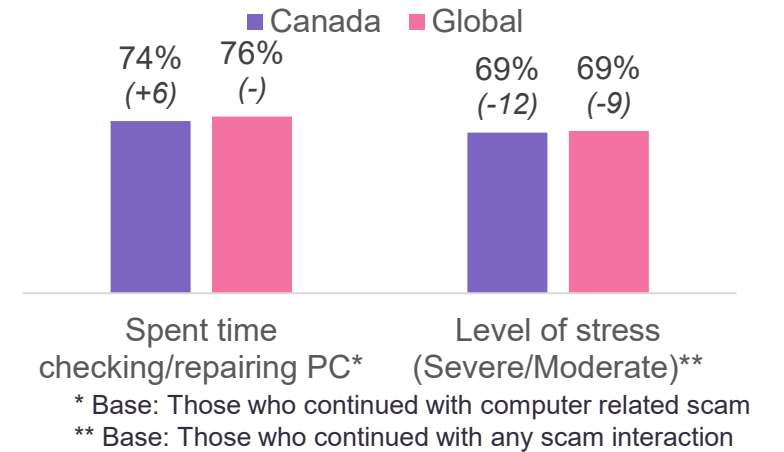
Type of scam interaction



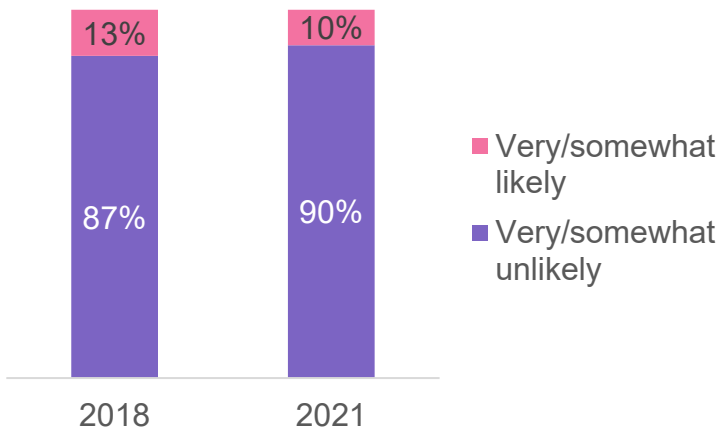
Actions taken



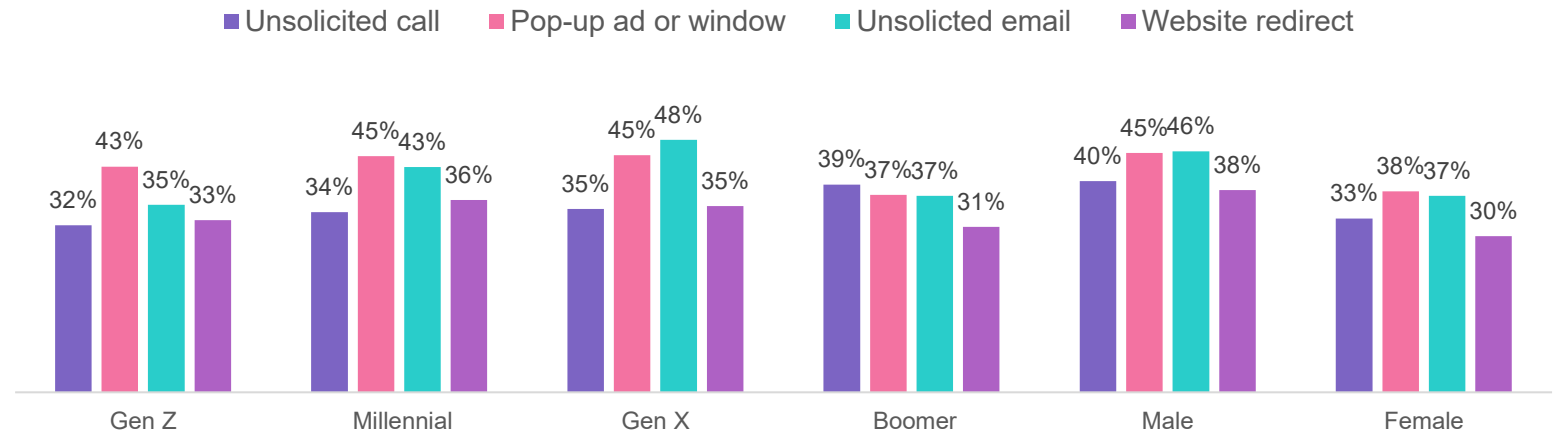
Non-monetary impact (+/- vs. 2018)



Likely to trust unsolicited contact

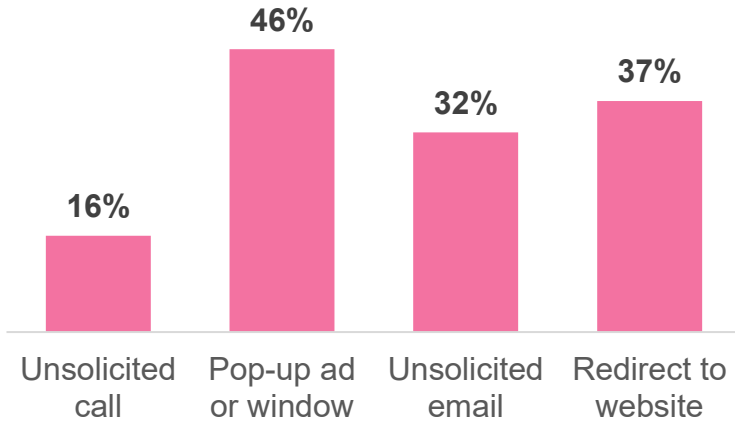


Type of scam interaction by generation & gender

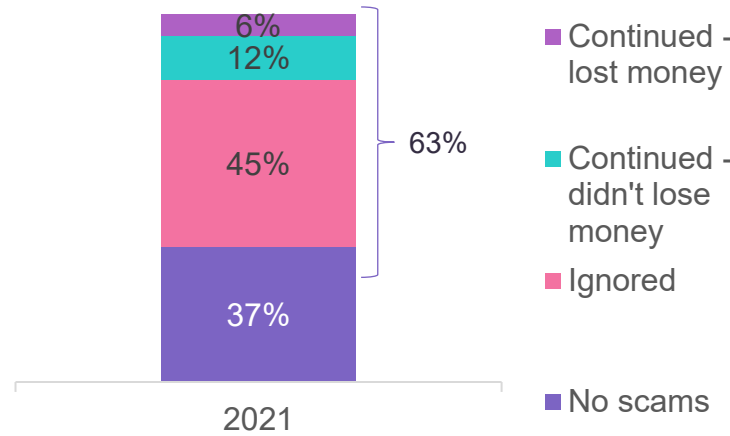


Country snapshot: Colombia

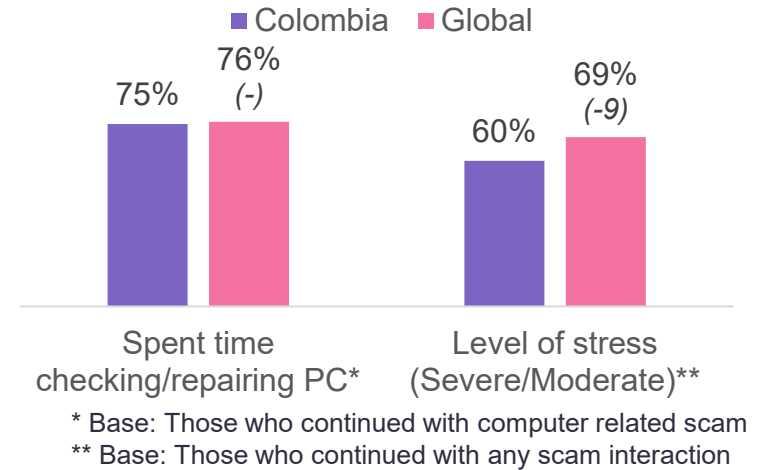
Type of scam interaction



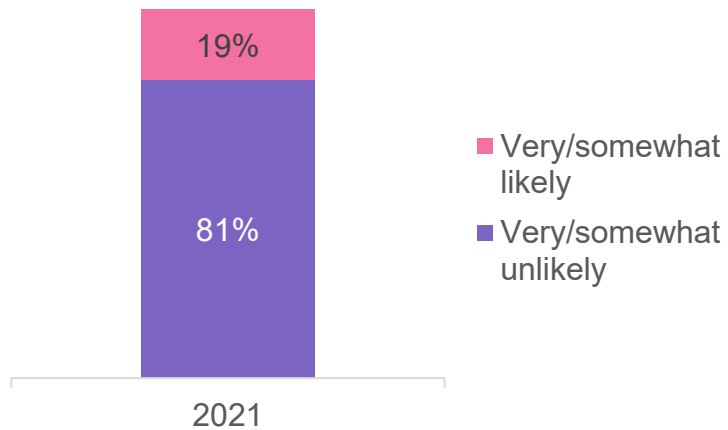
Actions taken



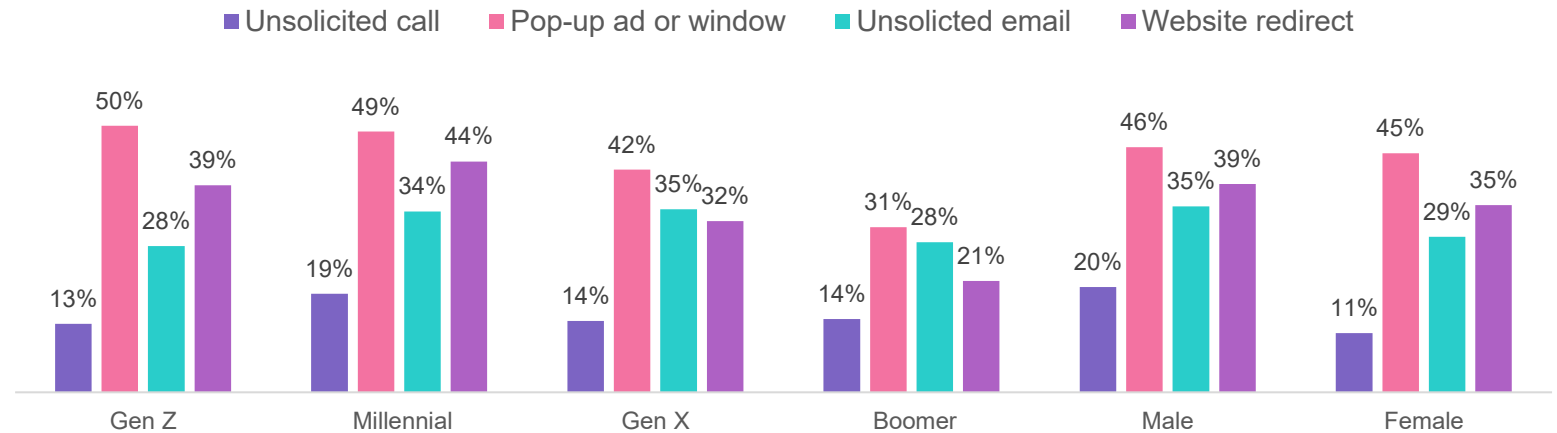
Non-monetary impact (+/- vs. 2018)



Likely to trust unsolicited contact

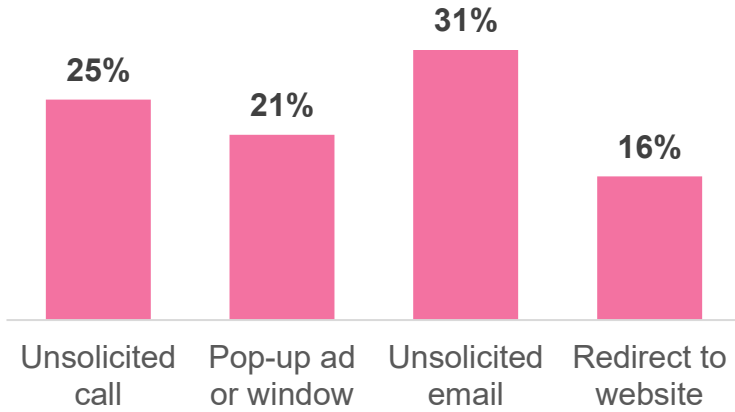


Type of scam interaction by generation & gender

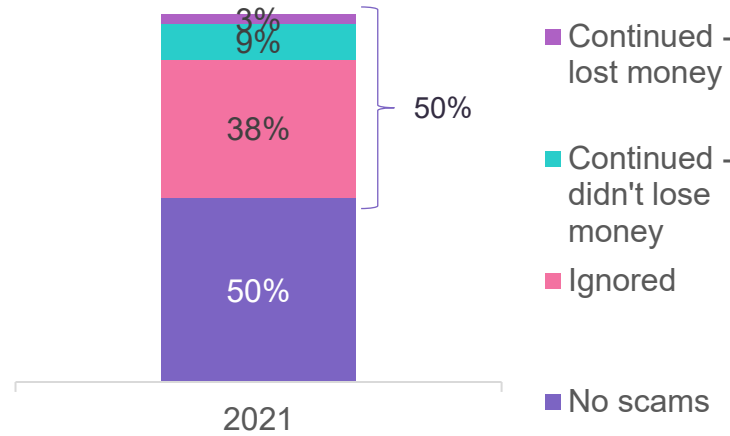


Country snapshot: Finland

Type of scam interaction



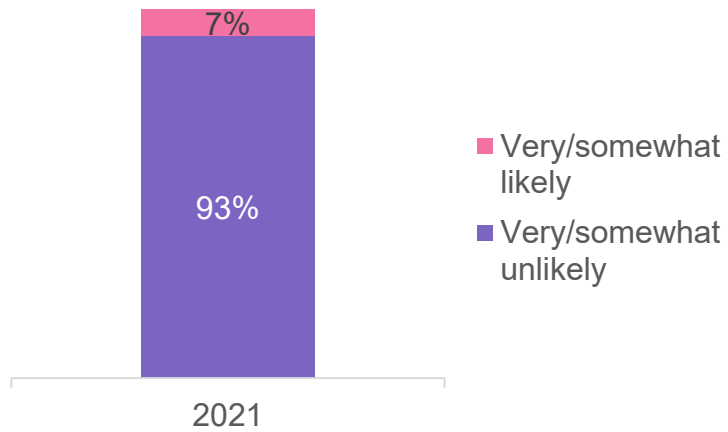
Actions taken



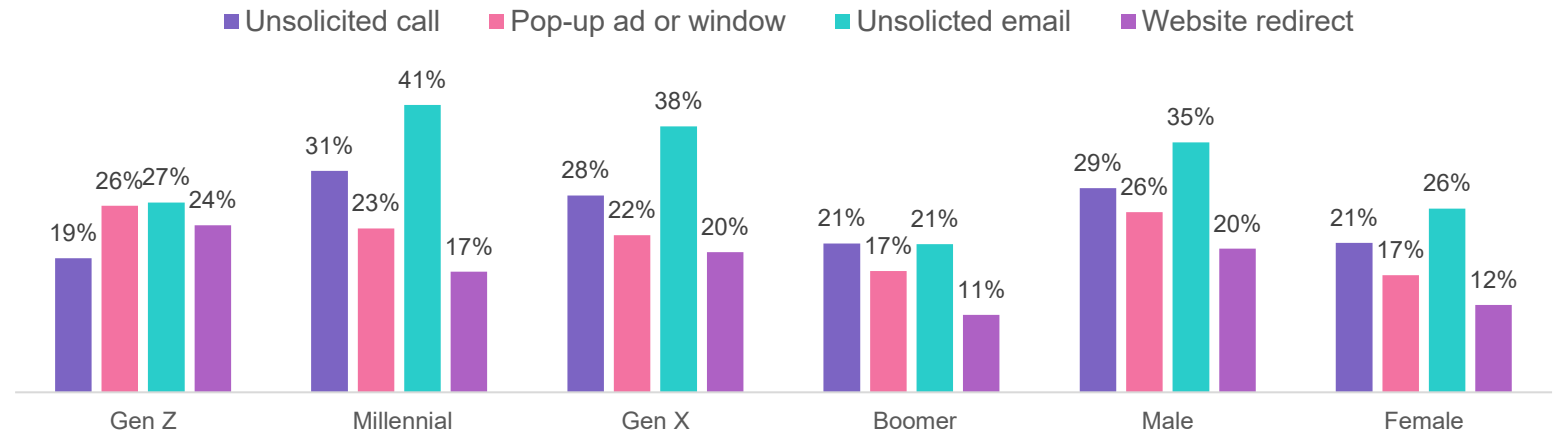
Non-monetary impact (+/- vs. 2018)



Likely to trust unsolicited contact



Type of scam interaction by generation & gender



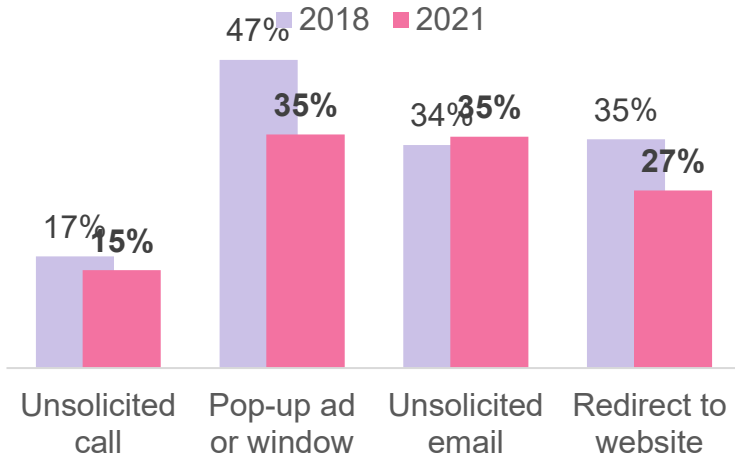
*New market in 2021

Time spent checking/repairing computer not shown due to low sample size

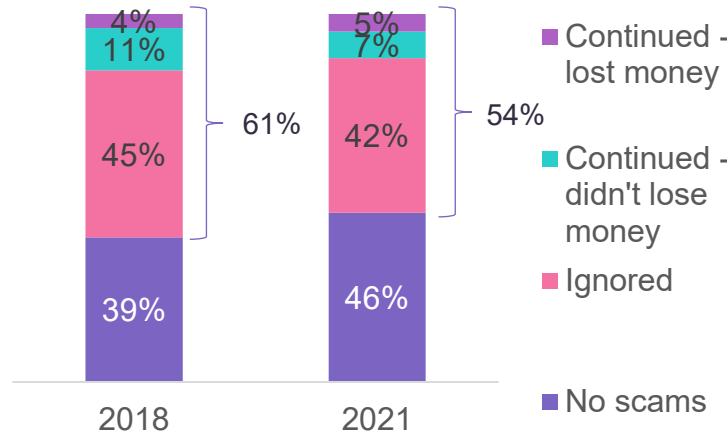
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Country snapshot: France

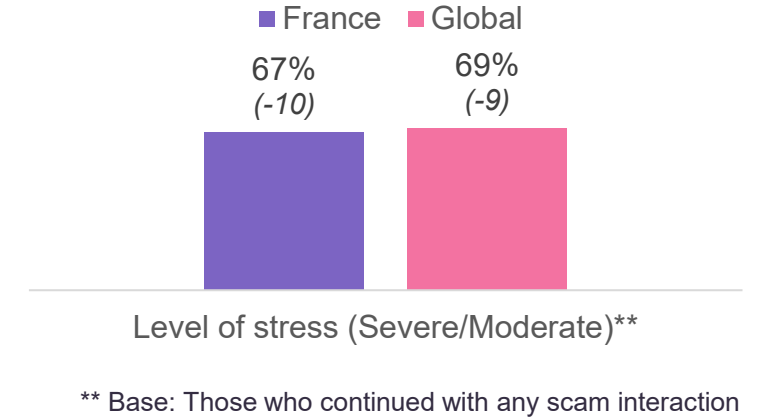
Type of scam interaction



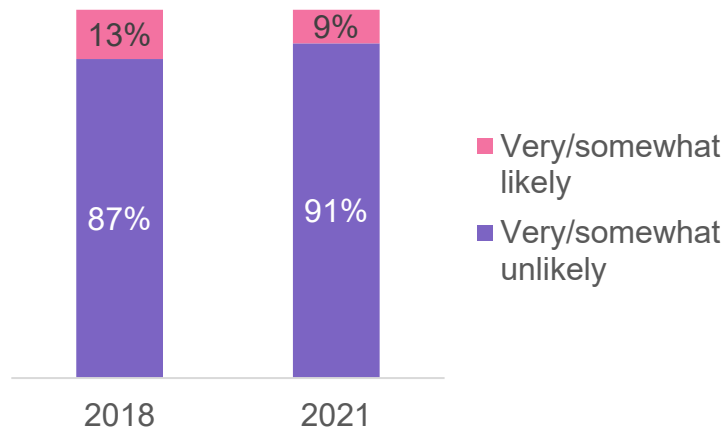
Actions taken



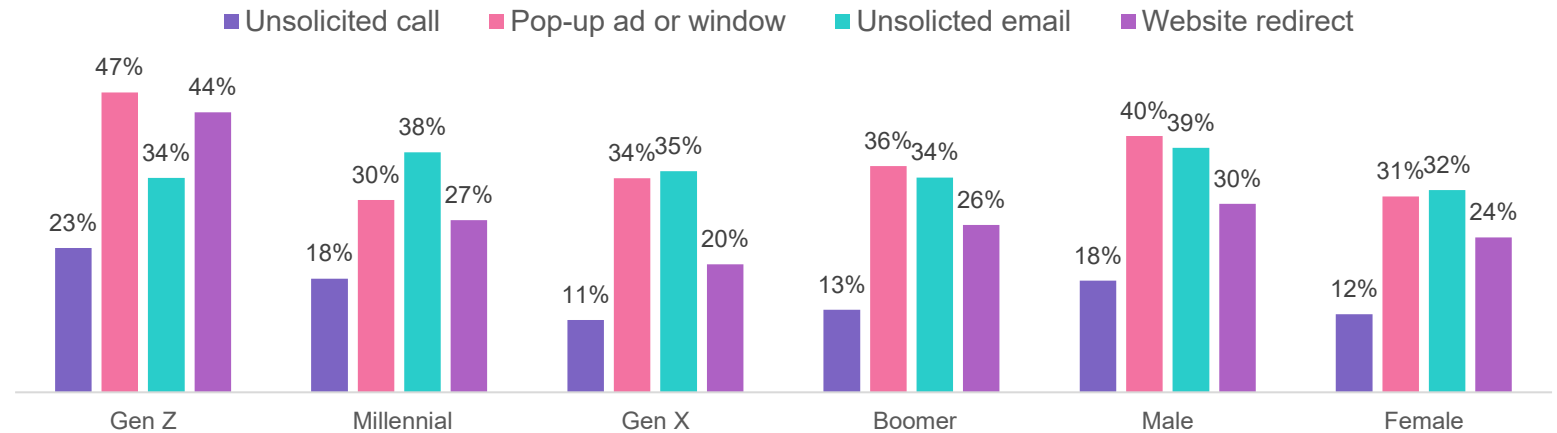
Non-monetary impact (+/- vs. 2018)



Likely to trust unsolicited contact

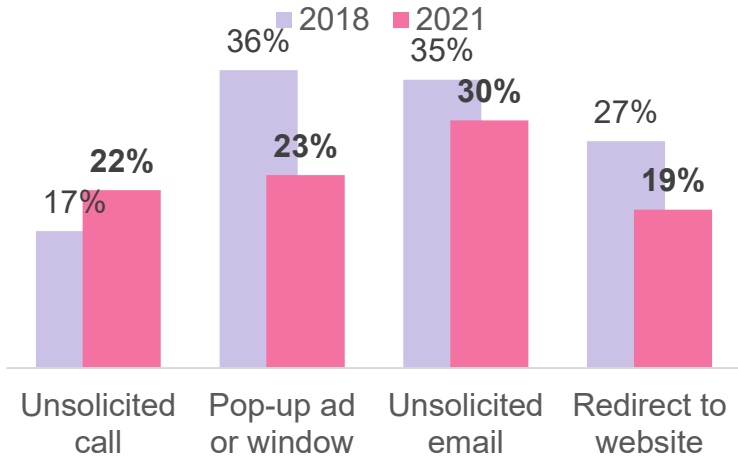


Type of scam interaction by generation & gender

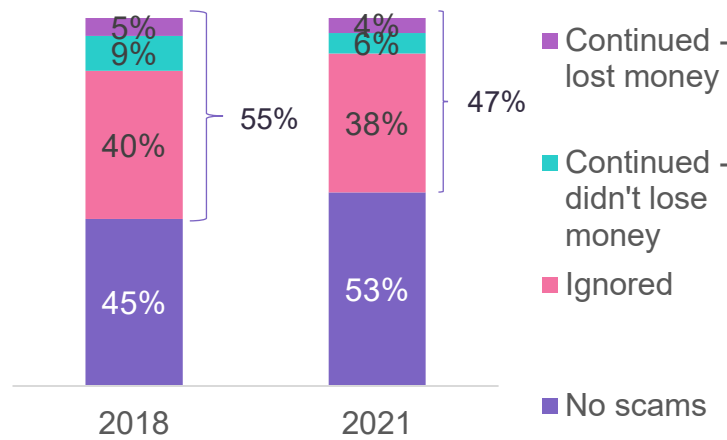


Country snapshot: Germany

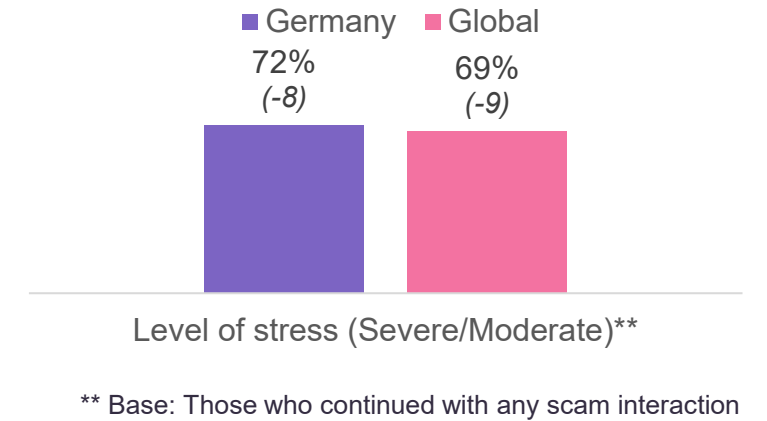
Type of scam interaction



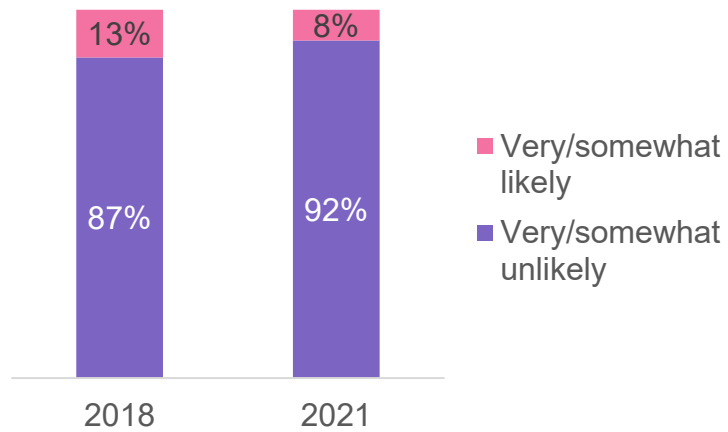
Actions taken



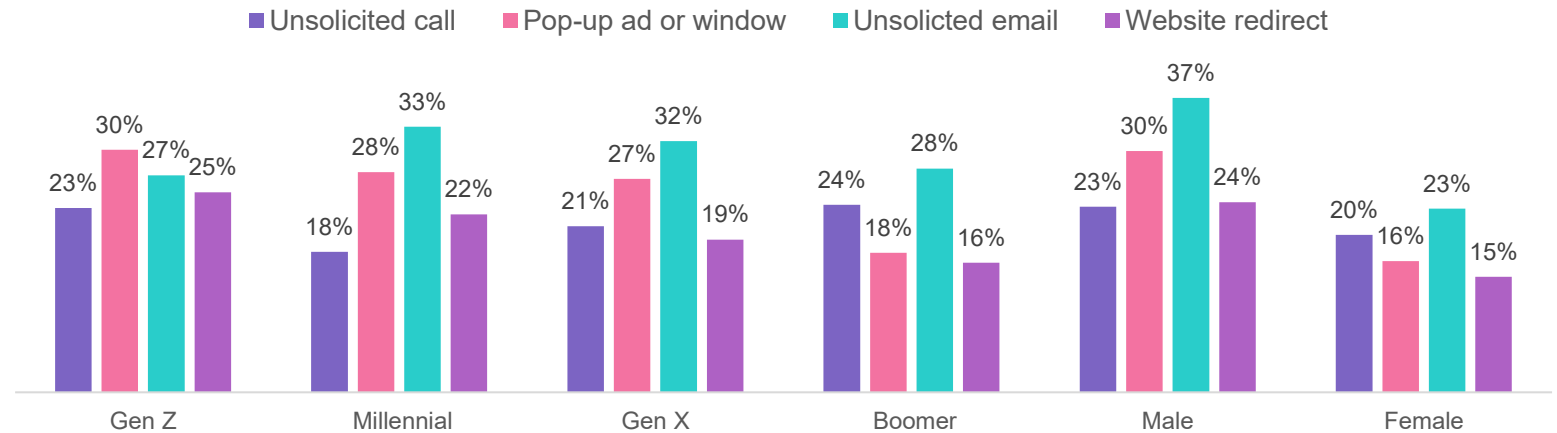
Non-monetary impact (+/- vs. 2018)



Likely to trust unsolicited contact

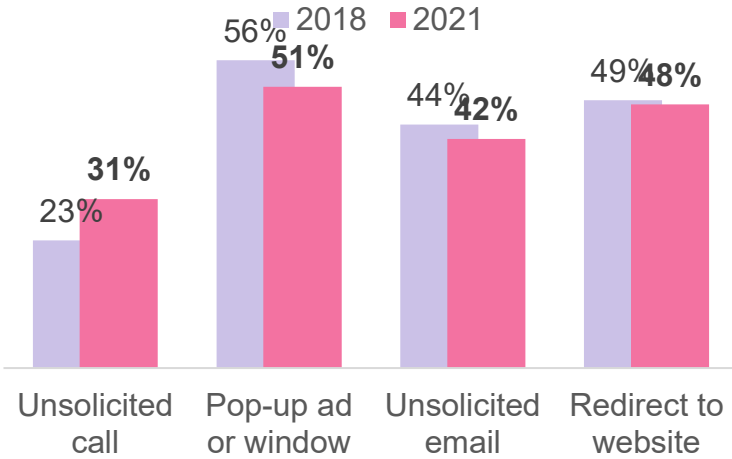


Type of scam interaction by generation & gender

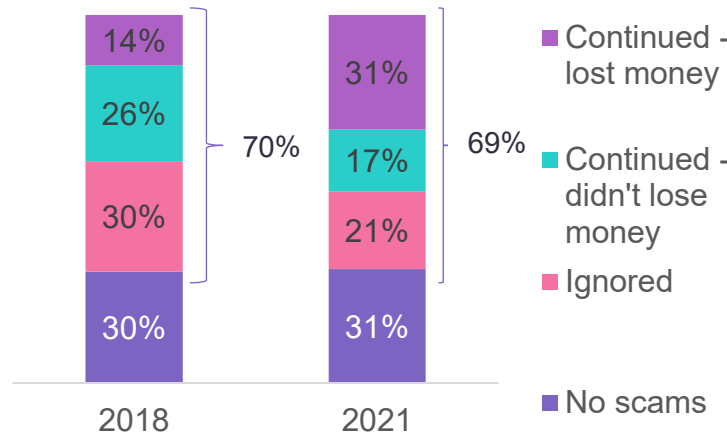


Country snapshot: India

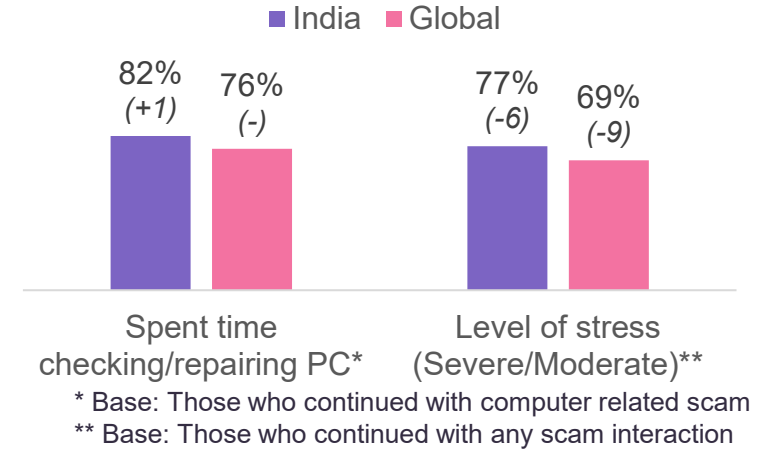
Type of scam interaction



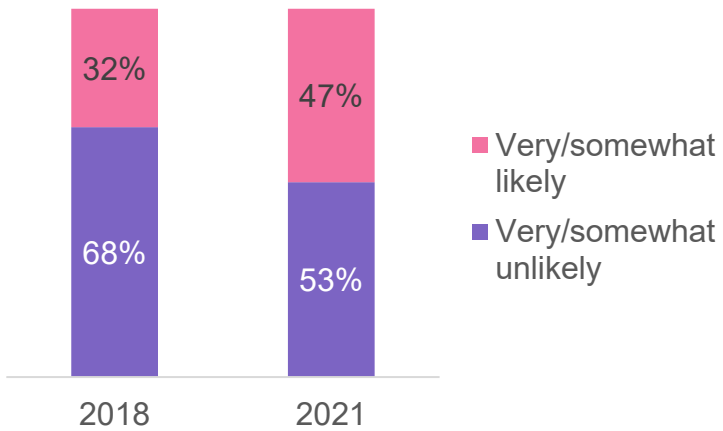
Actions taken



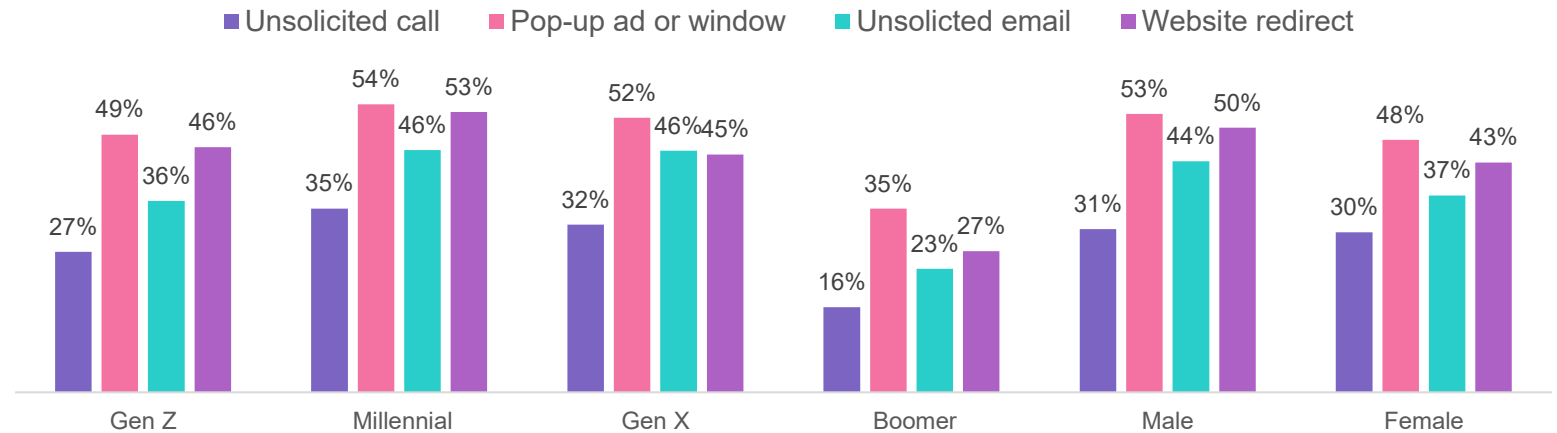
Non-monetary impact (+/- vs. 2018)



Likely to trust unsolicited contact

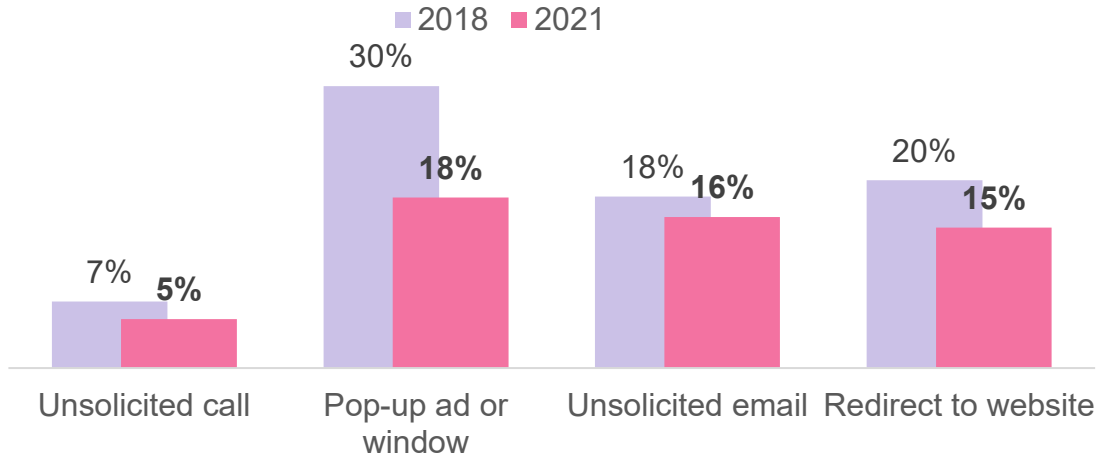


Type of scam interaction by generation & gender

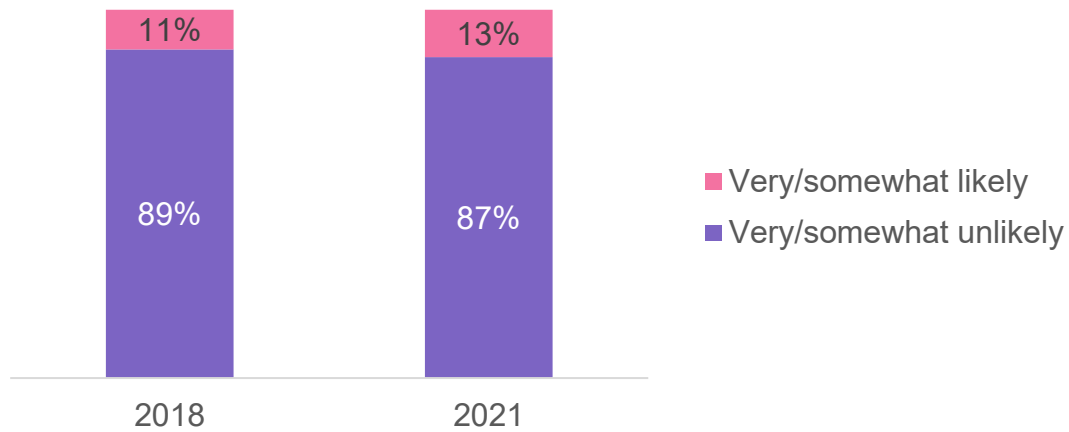


Country snapshot: Japan

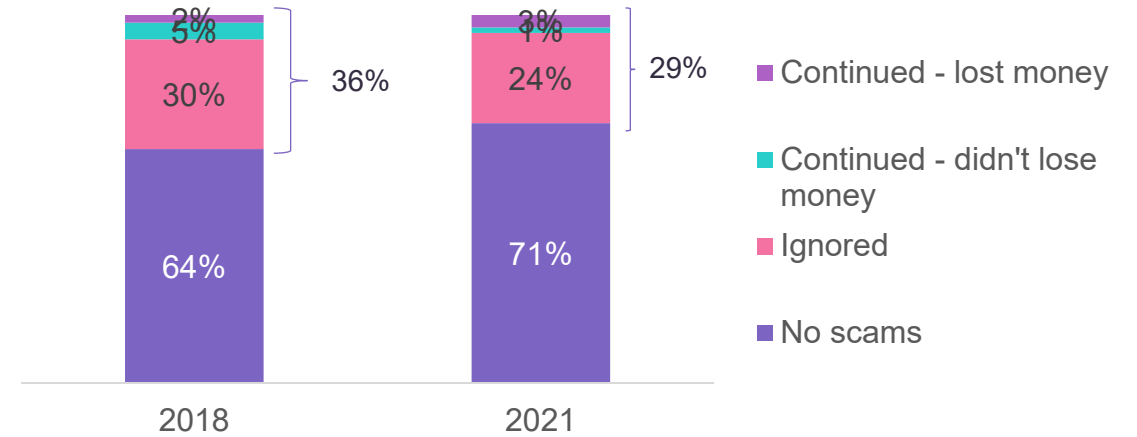
Type of scam interaction



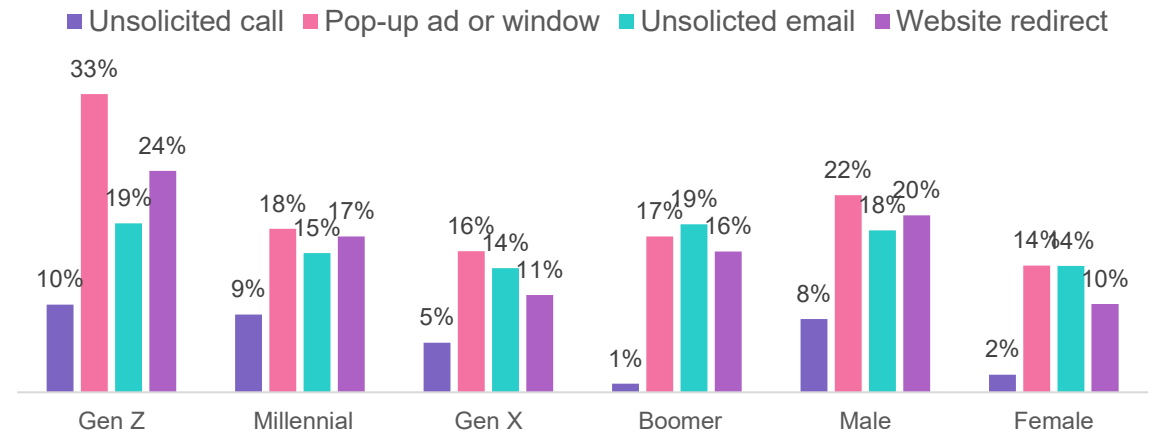
Likely to trust unsolicited contact



Actions taken

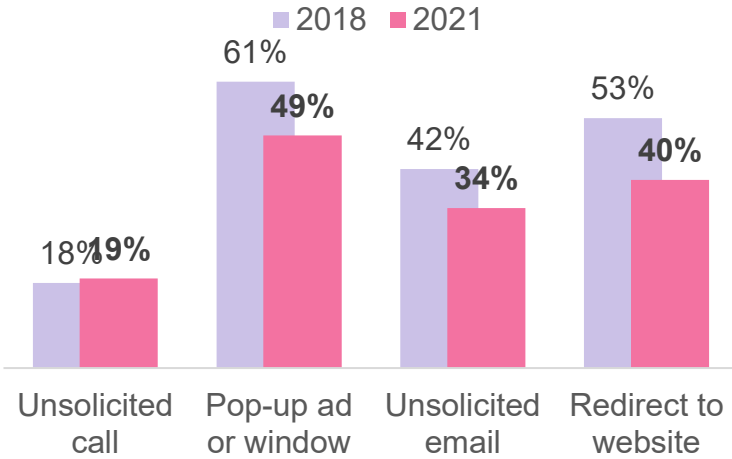


Type of scam interaction by generation & gender

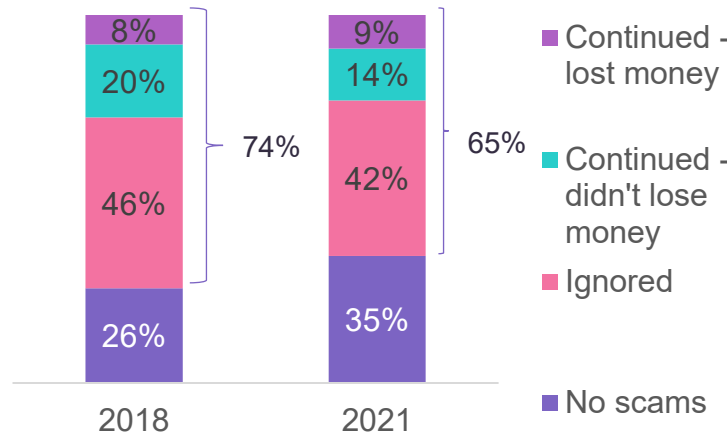


Country snapshot: Mexico

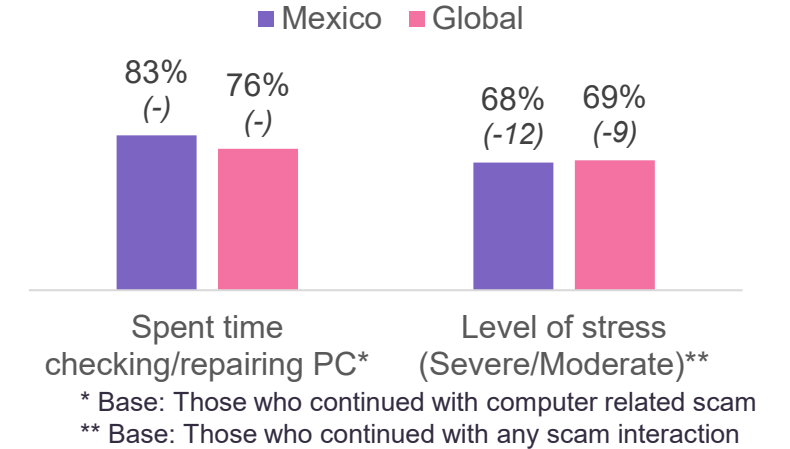
Type of scam interaction



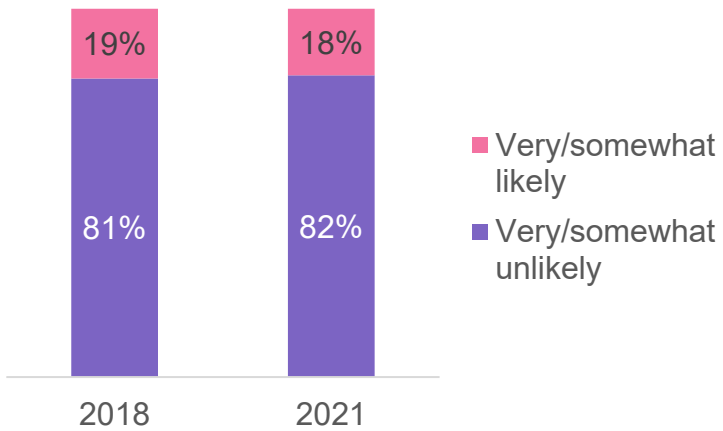
Actions taken



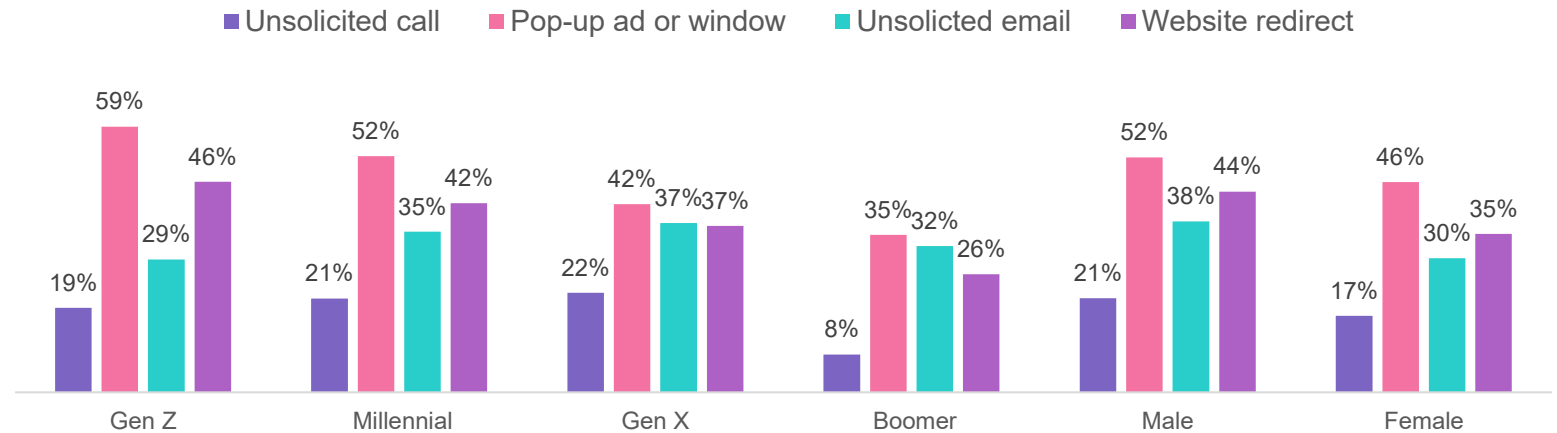
Non-monetary impact (+/- vs. 2018)



Likely to trust unsolicited contact

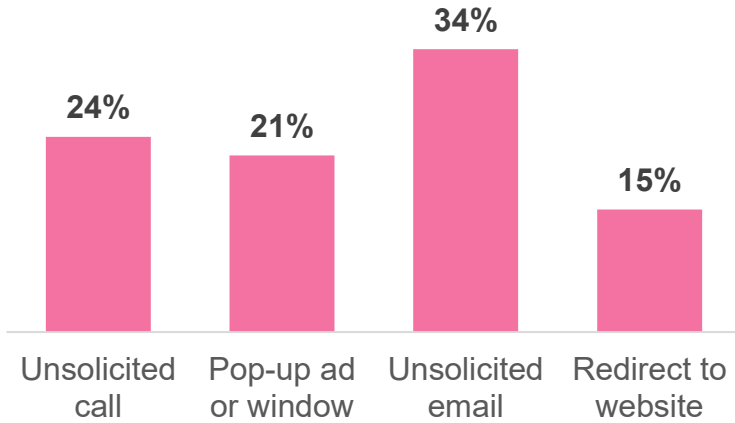


Type of scam interaction by generation & gender

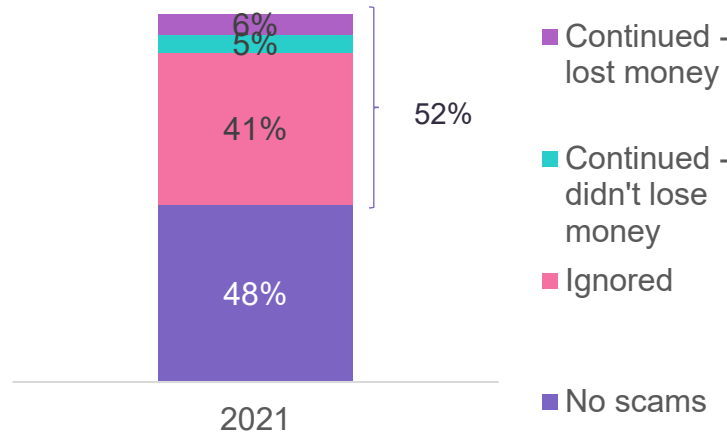


Country snapshot: Netherlands

Type of scam interaction



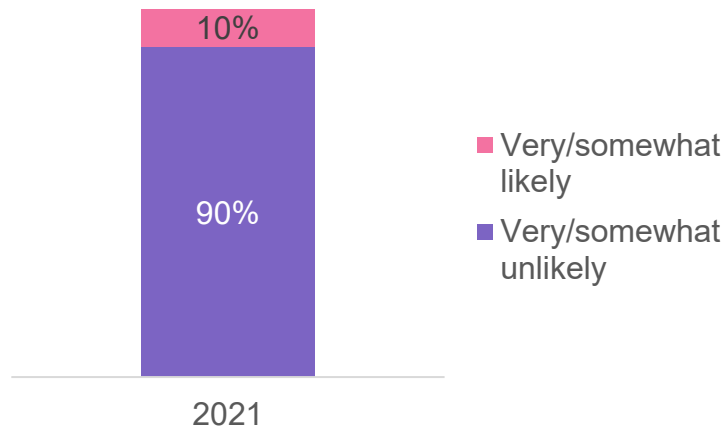
Actions taken



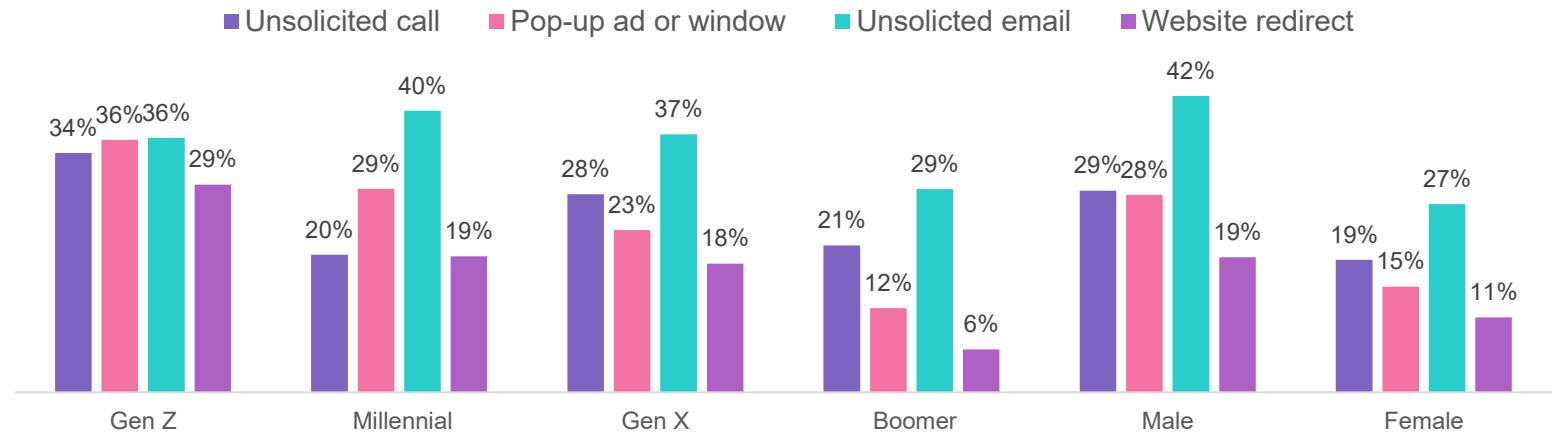
Non-monetary impact (+/- vs. 2018)



Likely to trust unsolicited contact



Type of scam interaction by generation & gender



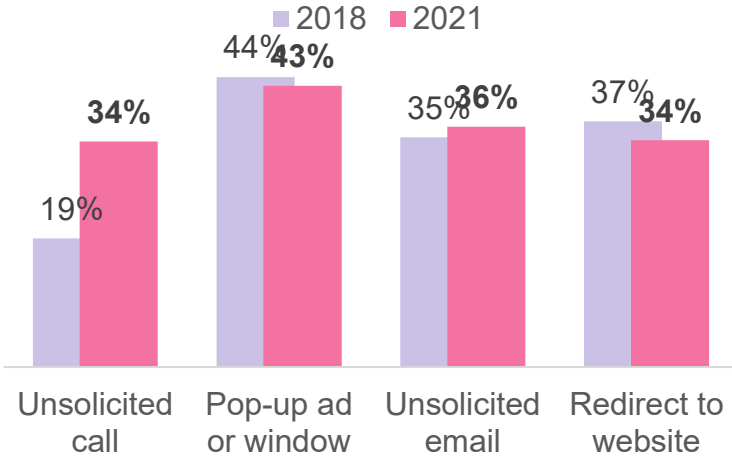
*New market in 2021

Time spent checking/repairing computer not shown due to low sample size

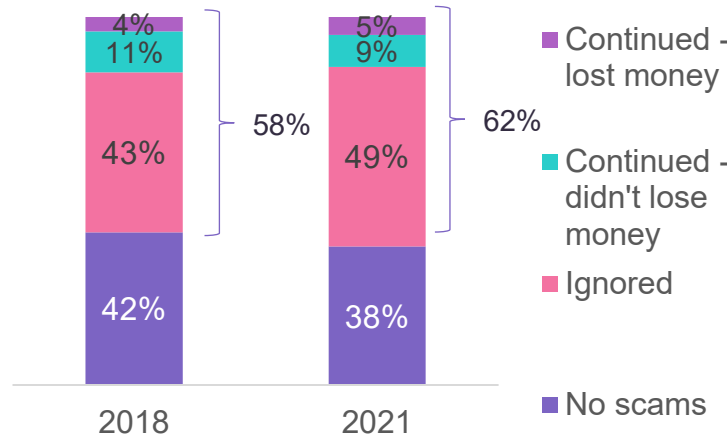
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Country snapshot: Singapore

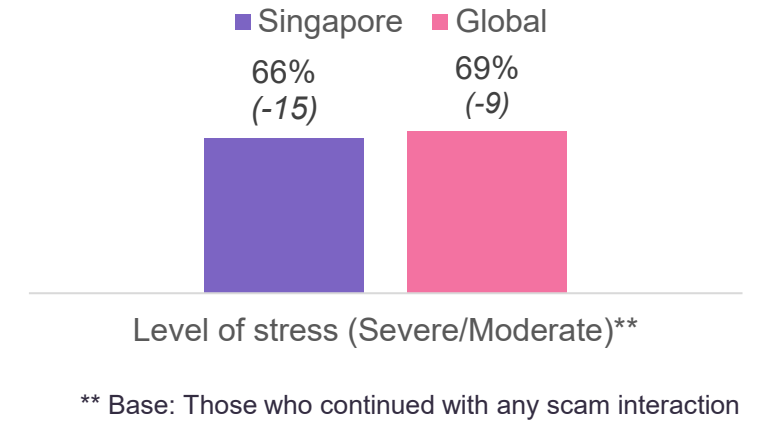
Type of scam interaction



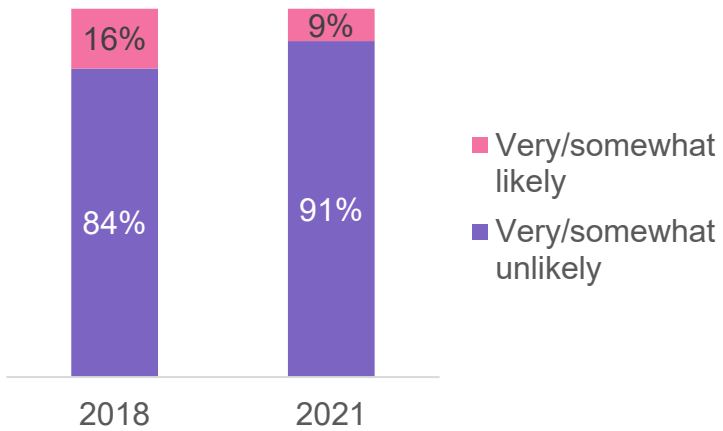
Actions taken



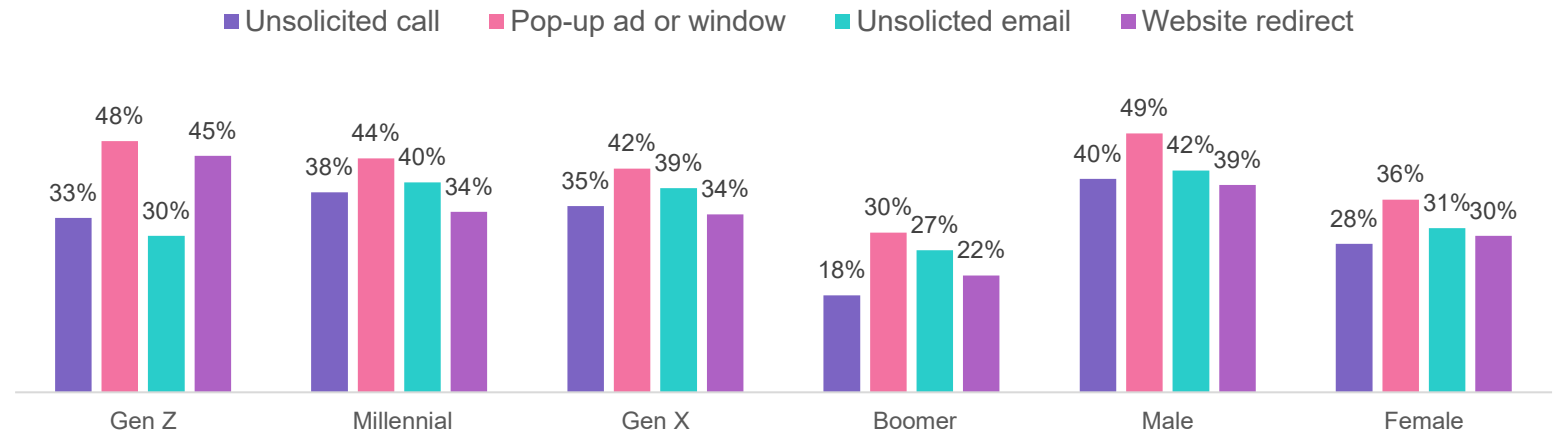
Non-monetary impact (+/- vs. 2018)



Likely to trust unsolicited contact

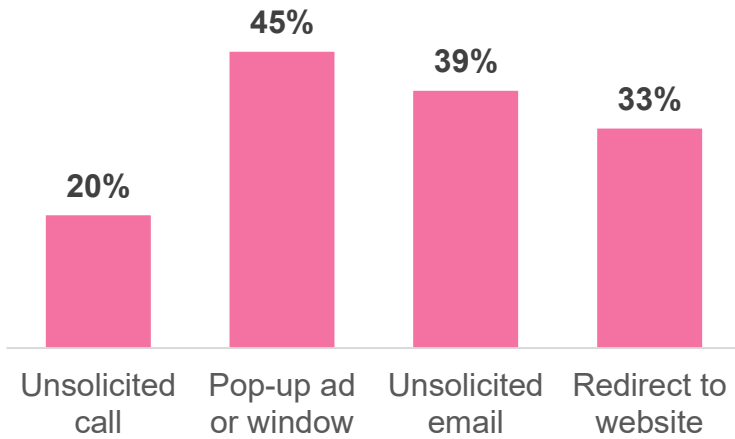


Type of scam interaction by generation & gender

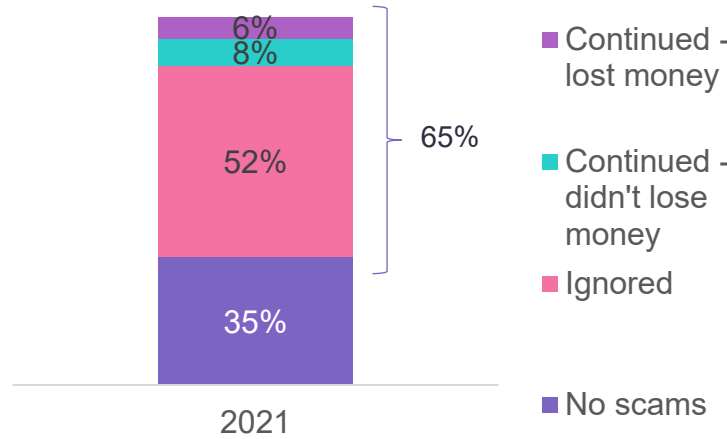


Country snapshot: Spain

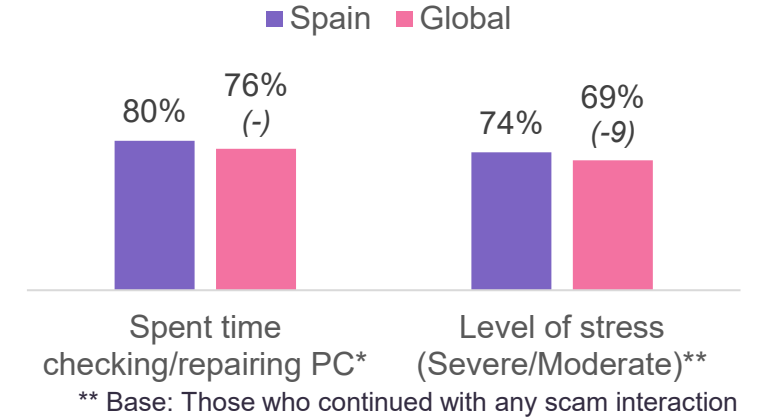
Type of scam interaction



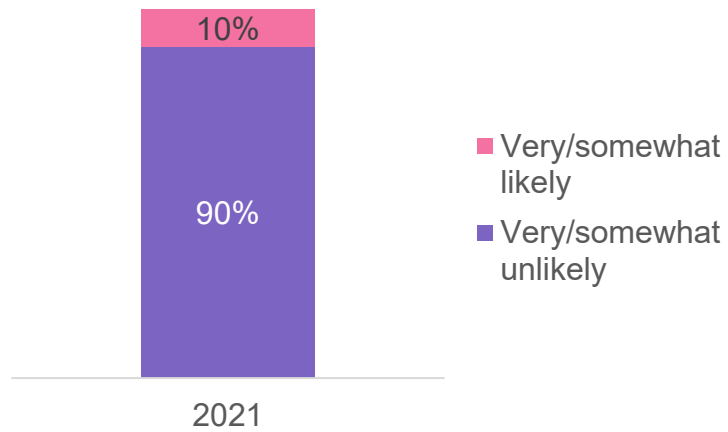
Actions taken



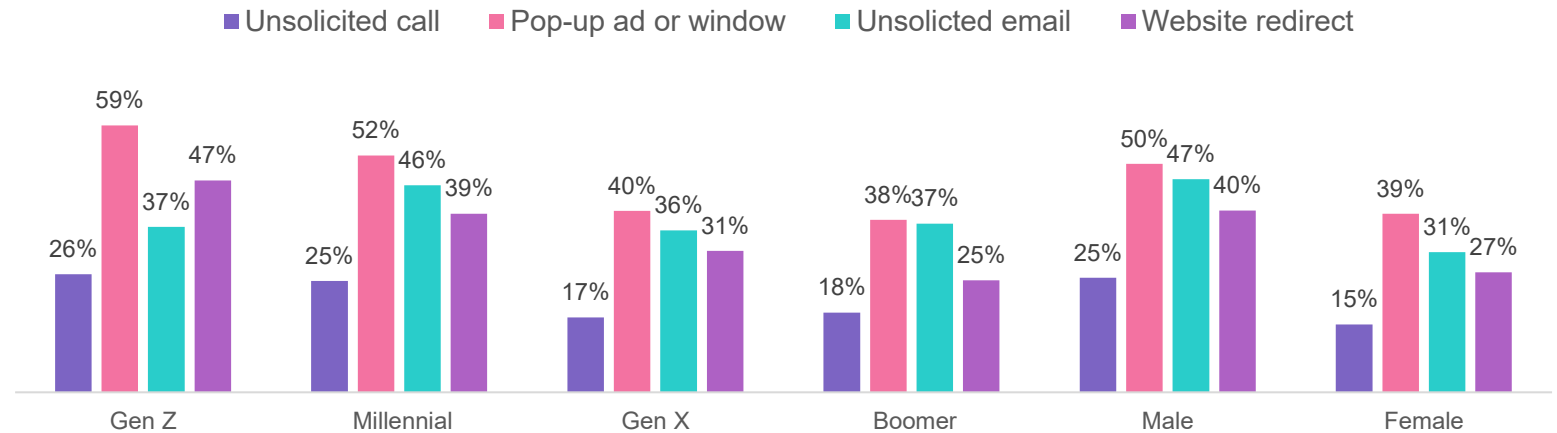
Non-monetary impact (+/- vs. 2018)



Likely to trust unsolicited contact



Type of scam interaction by generation & gender



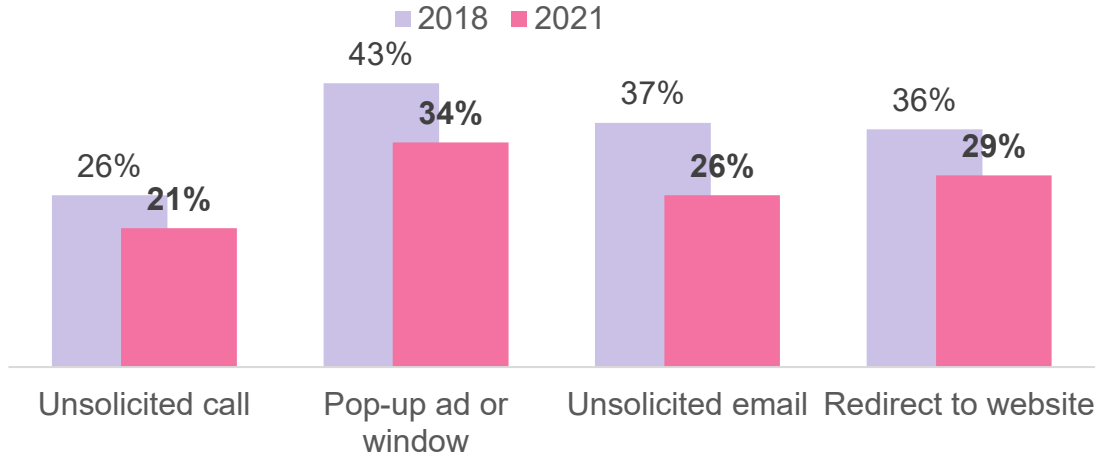
*New market in 2021

Time spent checking/repairing computer not shown due to low sample size

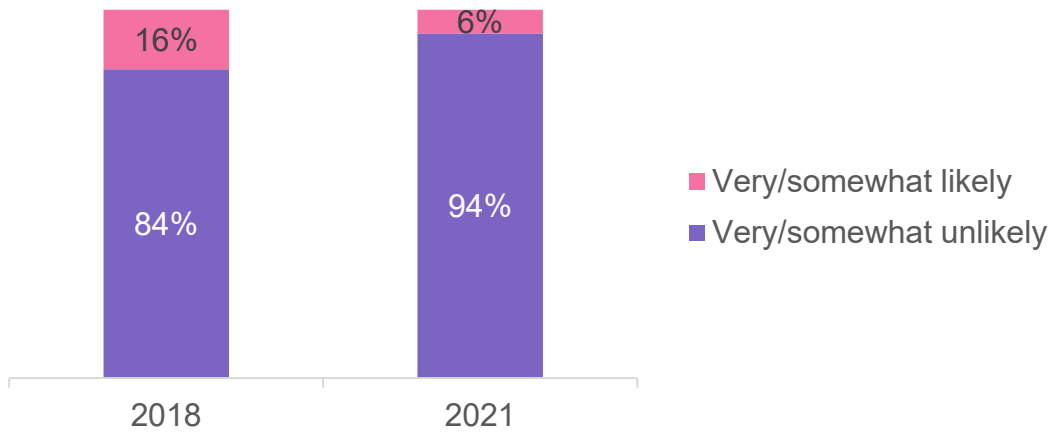
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Country snapshot: Switzerland

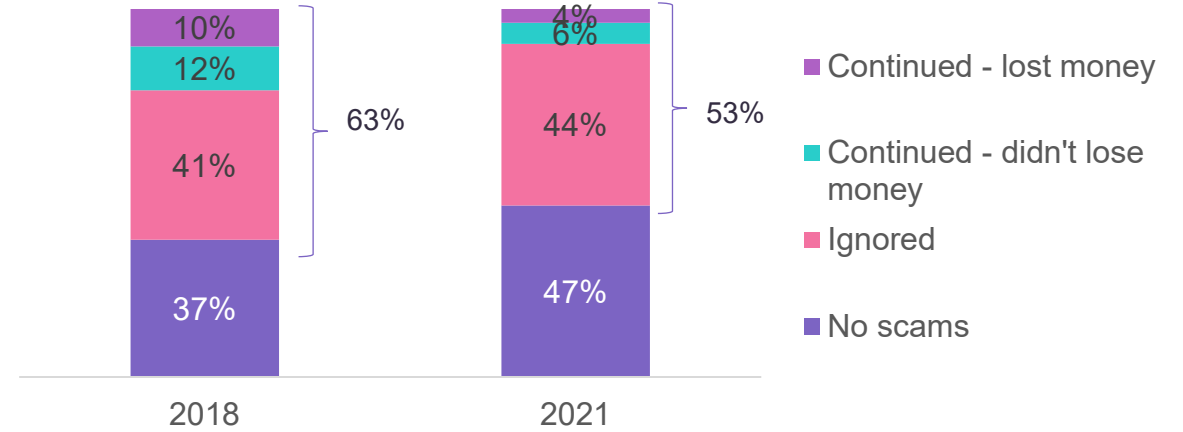
Type of scam interaction



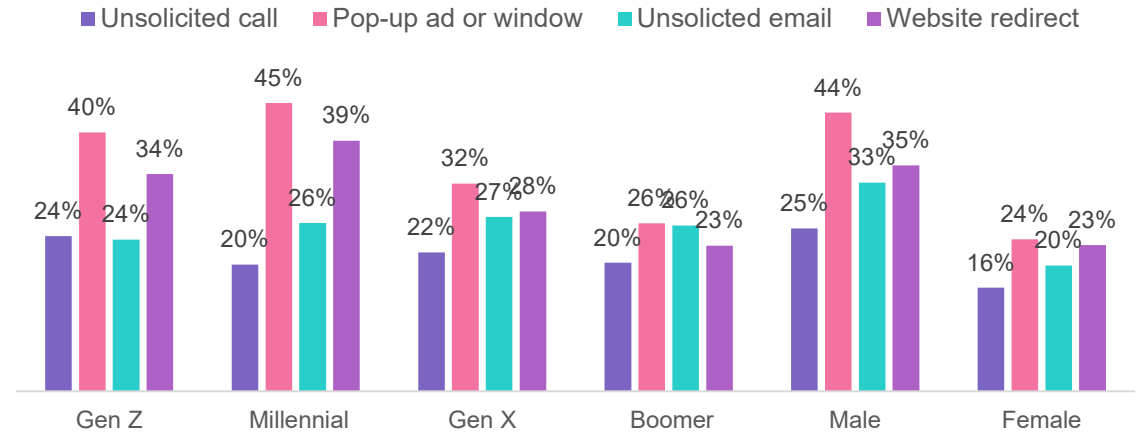
Likely to trust unsolicited contact



Actions taken

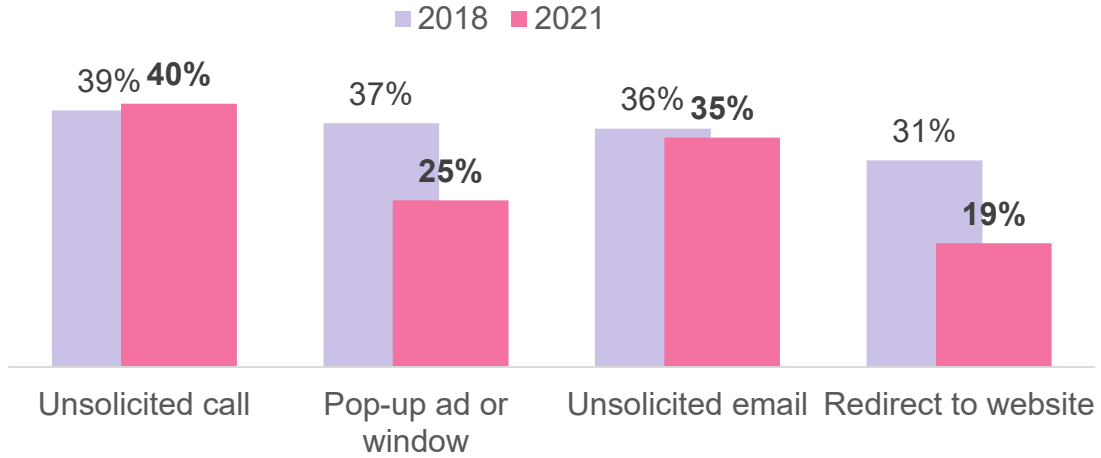


Type of scam interaction by generation & gender

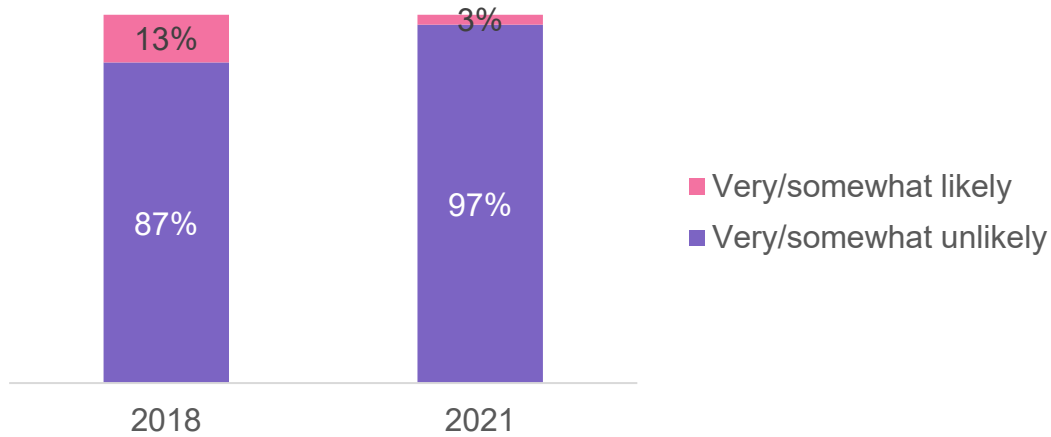


Country snapshot: UK

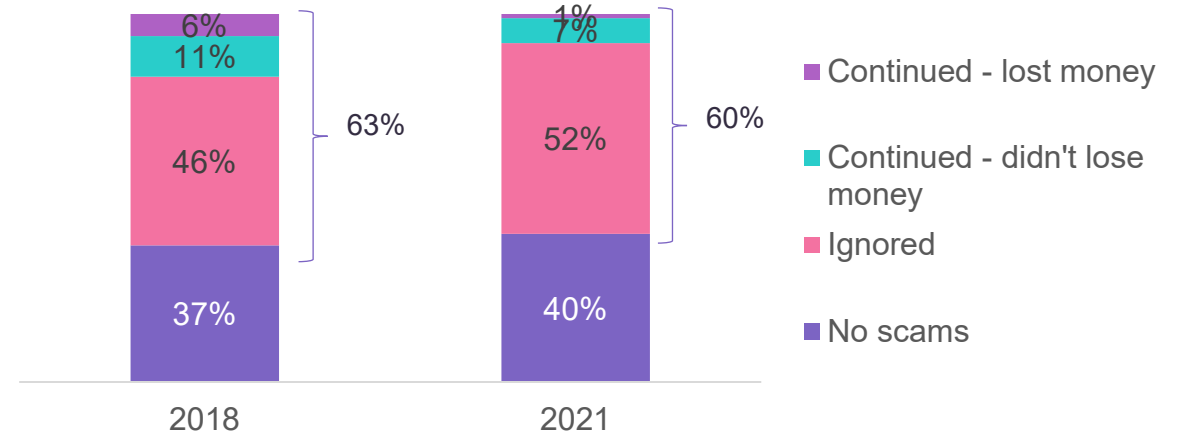
Type of scam interaction



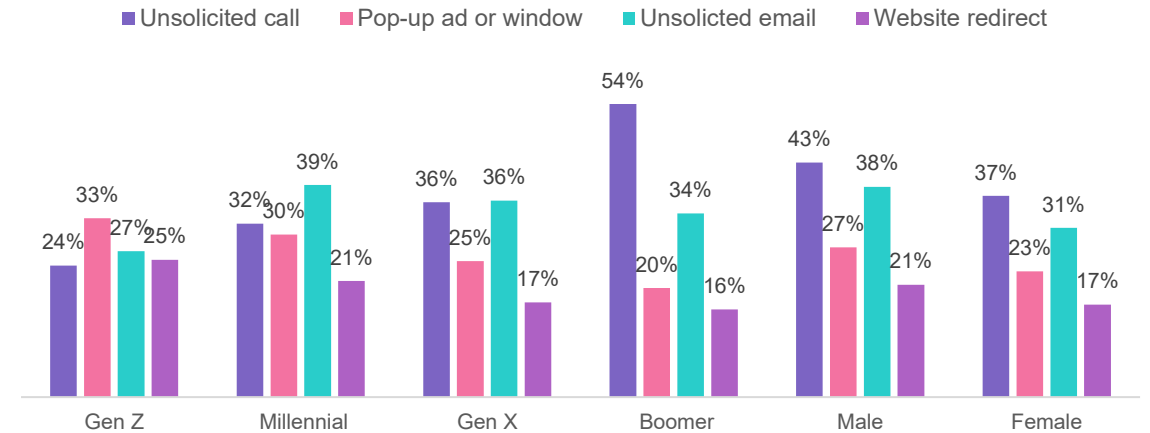
Likely to trust unsolicited contact



Actions taken

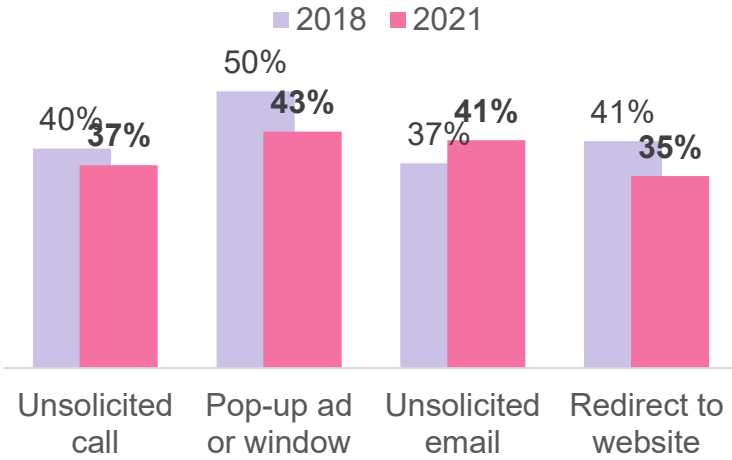


Type of scam interaction by generation & gender

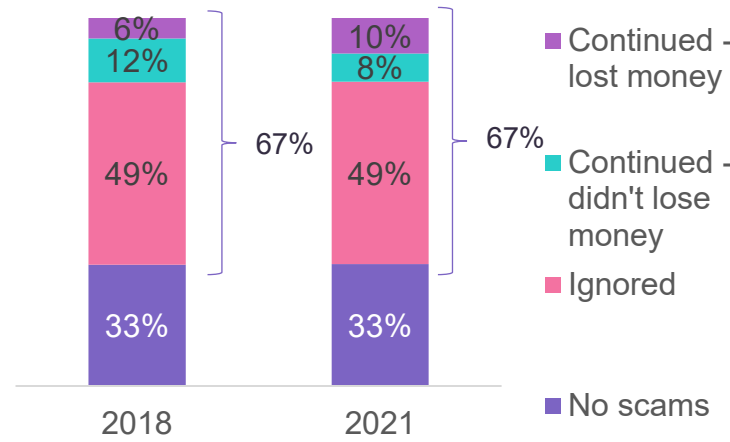


Country snapshot: USA

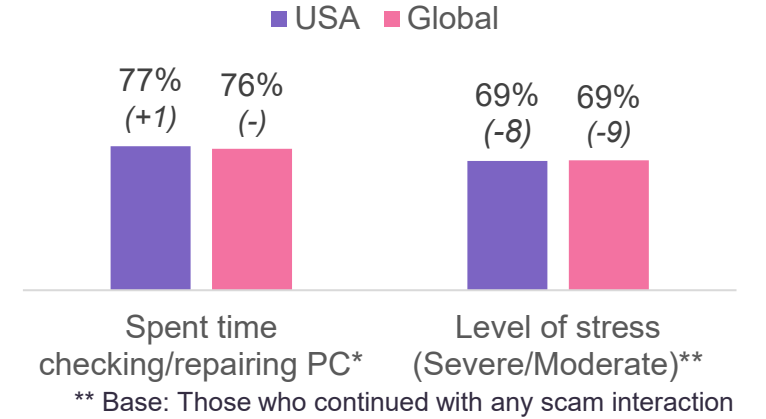
Type of scam interaction



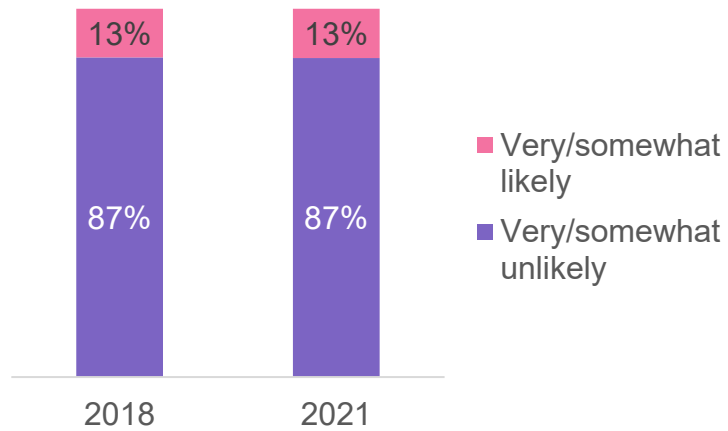
Actions taken



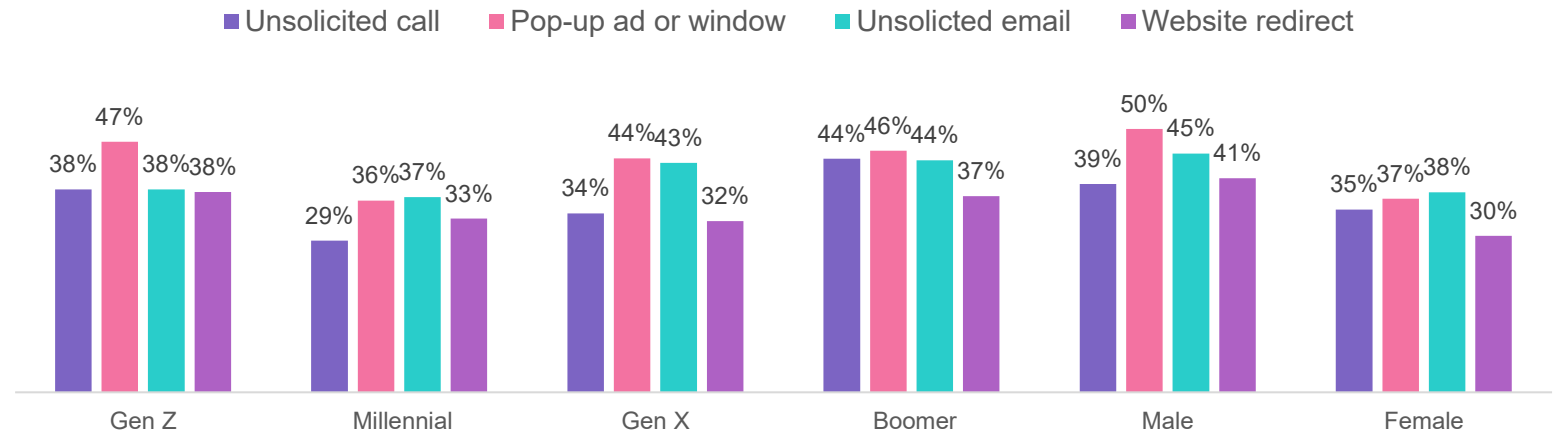
Non-monetary impact (+/- vs. 2018)



Likely to trust unsolicited contact



Type of scam interaction by generation & gender



Thank you.

Please reach out to Microsoft or YouGov for more information

**Best panel.
Best data.
Best tools.**

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