Microsoft

Global Tech Support Scam Research

🌐 Global Summary, September 2018

TRG

The state of tech support scams in 2018

- **Consumers reduced their exposure and losses from tech support scams*:** Over six-in-ten consumers experienced a tech support scam down 5-points since 2016 driven by a decline in pop-up ads/windows, the most common type of tech support scam (49%). Scammers most often tricked consumers into downloading software (44%) or directing them to a specific website (34%). Fewer consumers reported losing money directly as a result of the tech support scam; 6% vs. 9% in 2016.

- **Tech support scams cause more than financial losses**: An additional 8% of consumers who didn't directly lose money to scams spent time and money checking and repairing their PCs. The combination of monetary and time losses produced high levels of stress as 76% of consumers who encountered tech support scams said they suffered moderate to severe stress from the scam.

- **Consumers were more suspicious of potential tech support scams:** Heightened skepticism and distrust about potential tech support scams contributed to better outcomes for consumers. 75% of consumers believed it highly unlikely that a reputable company would initiate unsolicited contact and 83% would distrust that type of communication, up 12 and 17-points respectively. Only 41% of consumers who experienced a tech support scam would trust companies not to sell them unnecessary support or repair services. Over seven-in-ten consumers who experienced scams lost trust in software and technology companies ability to protect them from tech support scams.

- **Scammers most often requested consumers to download software or visit a specific website:** Unfortunately, consumers took these two actions most often during a potential tech support scam interaction. In response to a hypothetical unsolicited contact, 38% reported they would try to block the company from contacting them while 33% would spent time researching the problem. Search engines (46%) and company websites (31%) were employed most often to learn and get help with tech support scams.

- **Gen Z, Millennials and Males were the most vulnerable to tech support scams:** These groups were the most likely to lose money after continuing an interaction. They engaged in riskier online behavior such as visiting torrent sites, have a greater familiarity with technology companies than older generations and were potentially hurt by overconfidence in their device and Web expertise. Telephone tech support scams were the one area experienced more by Boomers/older consumers than by younger internet users.

- **The future of tech support scams:** This research suggests that both education and technology can play a role in reducing consumer's vulnerability to tech support scams. A 12-point drop in scammers asking for social security numbers (or their international equivalents) reflects the power of awareness building and education while increased adoption of ad-blocking technology in recent years potentially contributed to a significant decline in pop-up ads/windows scams.

*A tech support scam is a phone call, email or online interaction which appears to be from a reputable company, claiming that your computer is infected with a virus

Study overview

- Examines the incidence and consequences of tech support scams worldwide

- Web based survey of 16,048 adult internet users in 16 countries worldwide (1,000 per country)

- Sampled users 18 and older, proportional to internet user population. Equally divided between males and females*

- Updates a twelve country study done in 2016

- Participating countries: *(those added in 2018 shown in italics)*

Australia	Denmark	Japan	South Africa
Brazil	France	*Mexico*	*Switzerland*
Canada	Germany	*New Zealand*	United Kingdom
China	India	Singapore	USA

- Changes seen in 2018 vs 2016 results remain consistent even if new geos are excluded

Glossary of terms

Types of tech support scams
- Email: An unsolicited email that appears to be from a reputable company which claims that your computer is infected with a virus and that they can help resolve the issue.
- Pop-Up: A pop-up window or advertisement online that appears to be from a reputable company which claims that your computer is infected with a virus and that they can help resolve the issue.
- Phone: An unsolicited telephone call from someone claiming to be from a reputable company where the caller told you that your computer may be infected with a virus or some other security or network problem, and that they can help resolve the issue.
- Redirect: Been redirected to a website that appears to be from a reputable company which claims that your computer is infected with a virus and that they can help resolve the issue.

Types of actions taken after encountering a tech support scam
- Ignored the interaction completely
- Continued with the interaction:
  - ➢ Continued with the interaction and took the recommended actions
  - ➢ Initially continued with the interaction, but then did not take further action

Online activities description
- Access my bank accounts and/or credit card accounts online
- Change passwords for email, social media and financial accounts
- Share my email address in exchange for access to website content
- Use a social media site (e.g., Facebook, Snapchat, Instagram, etc....)
- Download the latest software updates shortly after they are made available
- Download movies, tv shows, music, other video
- Use torrent sites
- Buy products online (includes online auctions and classified ads)

How pervasive are tech support scams today?

- The percentage of consumers who reported experiencing a tech support scam was 63%, down from 68% in 2016. Fewer pop-up ads/windows fueled the decline.

- Those who lost money directly from a tech support scam fell 3-points to 6%.

- Consumers successfully migrate their response to tech support scams from ignoring (-6) to avoiding the scam completely (+5) potentially via increased deployment of pop-up ad-blockers.

- Scammers were successful in tricking nearly one-in-five consumers into continuing with a potentially fraudulent interaction about the same as in 2016.

Types of tech support scams

2016 (68% Any scam)
- 30% Unsolicited call
- 37% Redirect to website
- 39% Unsolicited email
- 49% Pop-up ad or window

2018 (63% Any scam)
- 27% Unsolicited call
- 36% Redirect to website
- 37% Unsolicited email
- 44% Pop-up ad or window (Fewer pop-up ads/windows)

Actions taken after encountering a tech support scam
(Base: Experienced scam)

2016
- 9% Continued, lost money
- 11% Continued, didn't lose money
- 49% Ignored
- 32% No interaction

2018
- 6% Continued, lost money (Fewer lost money)
- 13% Continued, didn't lose money
- 43% Ignored
- 37% No interaction (More avoided scam completely)

Millennials, Males & Gen Z had the highest exposure to tech support scams
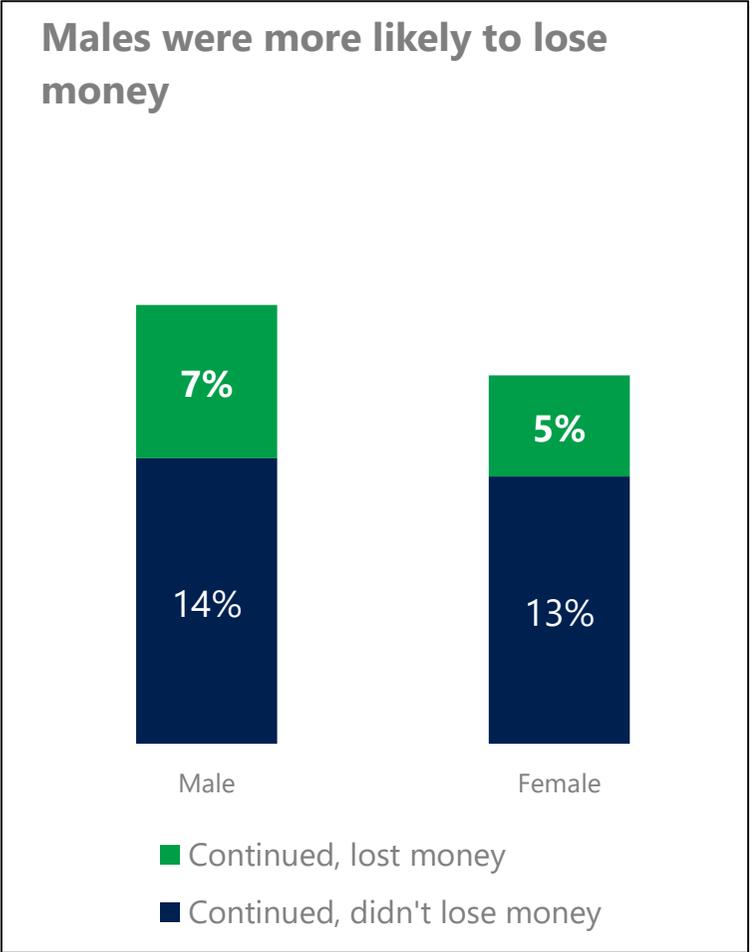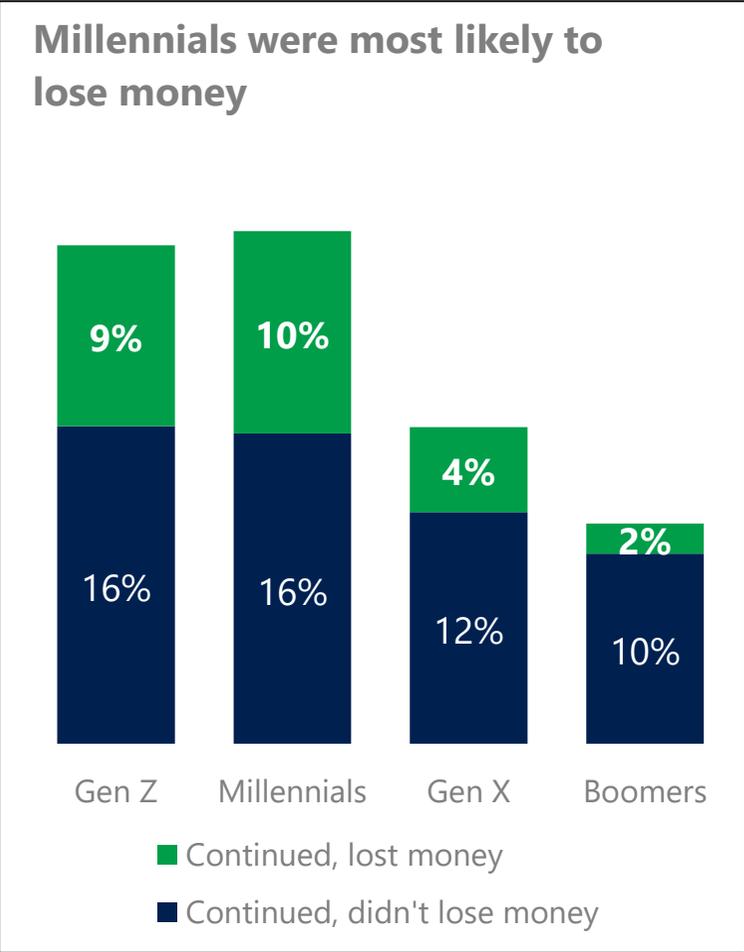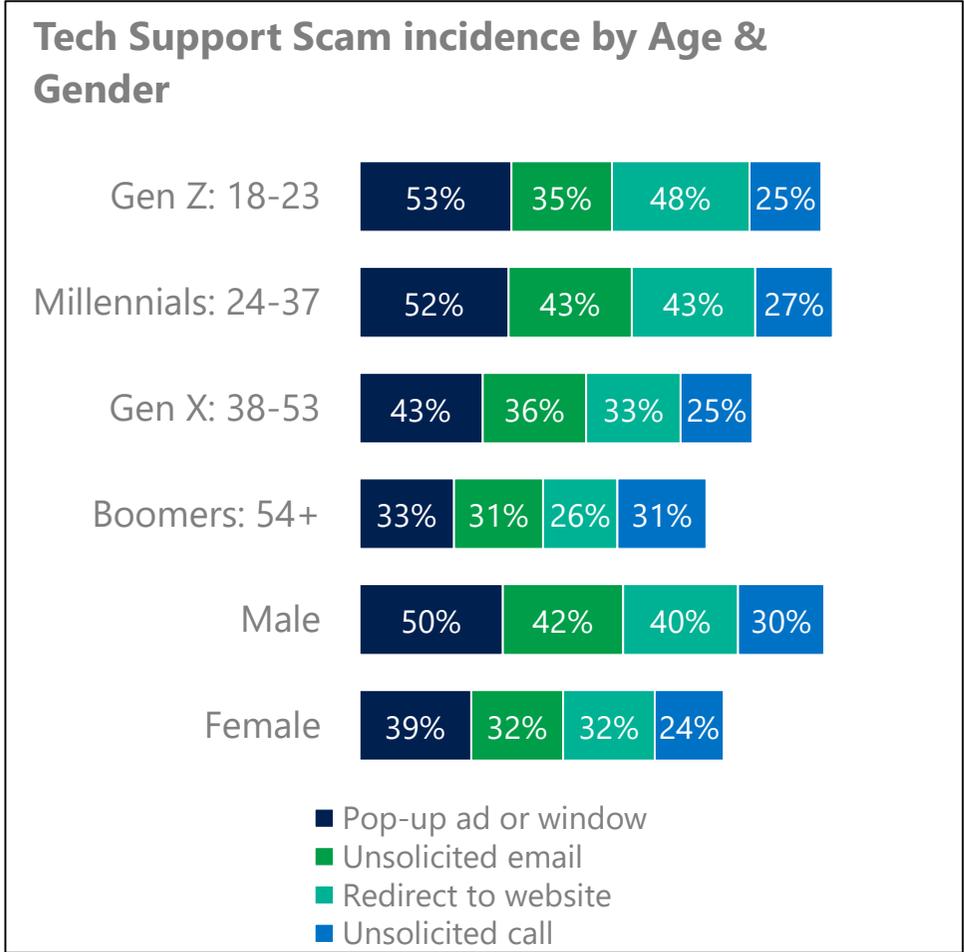
Tech Support Scam incidence by Age & Gender

	Pop-up ad or window	Unsolicited email	Redirect to website	Unsolicited call
Gen Z: 18-23	53%	35%	48%	25%
Millennials: 24-37	52%	43%	43%	27%
Gen X: 38-53	43%	36%	33%	25%
Boomers: 54+	33%	31%	26%	31%
Male	50%	42%	40%	30%
Female	39%	32%	32%	24%

- ■ Pop-up ad or window
- ■ Unsolicited email
- ■ Redirect to website
- ■ Unsolicited call

Millennials were most likely to lose money

	Gen Z	Millennials	Gen X	Boomers
Continued, lost money	9%	10%	4%	2%
Continued, didn't lose money	16%	16%	12%	10%

- ■ Continued, lost money
- ■ Continued, didn't lose money

Males were more likely to lose money

	Male	Female
Continued, lost money	7%	5%
Continued, didn't lose money	14%	13%

- ■ Continued, lost money
- ■ Continued, didn't lose money

Tech support scams cause more than financial losses

- Among those who experienced a scam, 52% ended up spending time checking and repairing their PC.

- Over three-in-four consumers who continued with a scam* reported suffering from moderate to severe stress due to the fraudulent interaction.
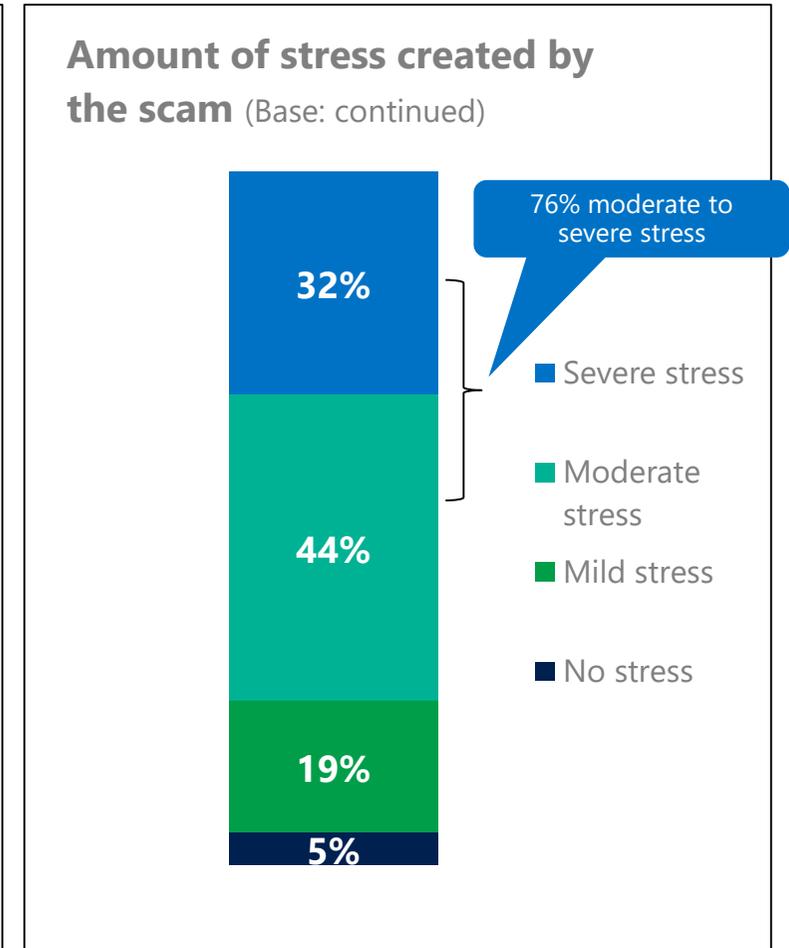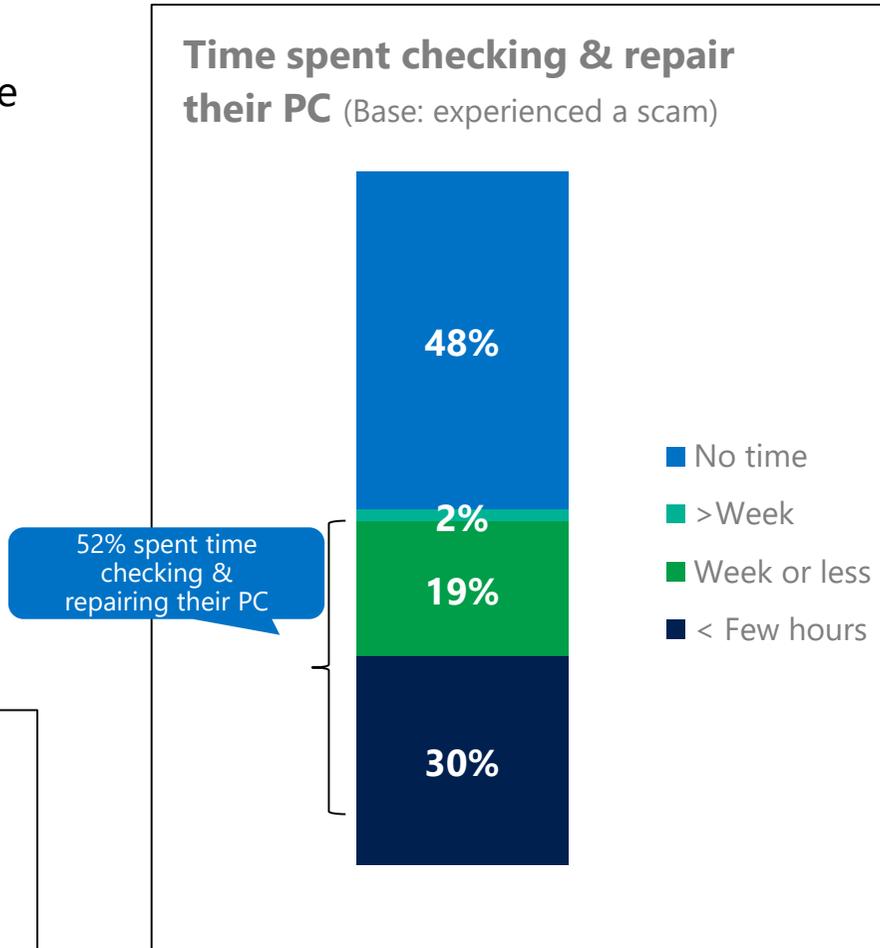
*That is, consumers who encountered a scam and at least initially started doing what was asked/did not just ignore it. This is a mix of those who:
- Continued with the interaction and took the recommended actions
- Initially continued with the interaction, but then did not take further action

Time spent checking & repair their PC (Base: experienced a scam)

48%

2%

19%

30%

52% spent time checking & repairing their PC

- No time
- >Week
- Week or less
- < Few hours

Amount of stress created by the scam (Base: continued)

32%

44%

19%

5%

76% moderate to severe stress

- Severe stress
- Moderate stress
- Mild stress
- No stress

New items in 2018

Q12a. To date, how much time has it taken to fix or investigate further as to whether your computer had been compromised after this interaction?
Q13. Thinking back on each 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...

How are consumers fighting back against tech support scams?

- Consumers have developed a healthy skepticism about unsolicited contact from technology and software companies. Unsolicited contact has become a red flag for consumers that signals a potential scam.

- If faced with an unsolicited contact from a reputable tech company, 38% of consumers would try to block that company from making contact in the future and 33% would look up the issue online.

- 46% of consumers rely on search engines to research tech support scams and 31% use company websites.

Most believed companies would not initiate unsolicited contact (Base: Total)

63%	75%
37%	25%
2016	2018

- Very/Somewhat unlikely
- Very/Somewhat likely

Most were distrustful of unsolicited contact (Base – total)

61%
22%
13%
3%

- Very unlikely
- Somewhat unlikely
- Somewhat likely
- Very likely

New item in 2018

Trust companies not to sell unnecessary support services (Base – experience any scam)

31%
28%
41%

- Distrust a lot/no trust at all
- Distrust a little
- Trust a lot/a little

New item in 2018

72% lost trust in companies ability to protect people from scams (Base – experience any scam)

6%
22%
44%
28%

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

New item in 2018

Why are Gen Z, Millennials & Males more vulnerable to tech support scams?

- Millennials and Gen Z engage in more risky online activities than older generations that included exchanging email for access to content, downloading movies, music, videos or using torrent sites.

- The youngest generations rated themselves highest on web and computer expertise suggesting that overconfidence in their online abilities could cause them to be less cautious and thereby more susceptible to scams.

- Millennials and Gen Z were found to be more trusting than older generations of reputable companies making unsolicited contact. Greater trust may result from a lack of experience or naivete as well as differing expectations among those more familiar with technology companies than older generations.

Online activities (% almost always/often)

Activity	Value 1	Value 2
Use social media	72%	69%
Access bank, credit card accounts	39%	50%
Buy products online	37%	43%
Timely download of software updates	40%	40%
Regularly change passwords	25%	28%
Share email in exchange for content	32%	30%
Download movie, music, videos	36%	30%
Use Torrent sites	17%	16%

Those who continued & lost money engaged more frequently in these activities

0%   20%   40%   60%   80%

- Gen Z: 18-23
- Millennials: 24-37
- Gen X: 38-53
- Boomers: 54+

New item in 2018

Millennials were most likely to believe unsolicited contact is normal

	Very/Somewhat likely	Very/Somewhat unlikely
Gen Z	30%	70%
Millennials	33%	67%
Gen X	22%	78%
Boomers	18%	82%

- Very/Somewhat likely
- Very/Somewhat unlikely

Q15. How likely do you think it is that a reputable company would contact customers without first receiving some form of interaction from the customer?
Q21a. Please check how often you do the following activities when you are online?

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Impact of tech support scams by country 2016 & 2018

2016 (ranked by no interaction)

Country	Continued -- lost money	Continued - didn't lose	Ignored	No interaction
Germany	3%	4%	44%	49%
China	16%	19%	20%	45%
France	4%	1%	51%	43%
Denmark	4%	2%	57%	37%
Singapore	7%	12%	46%	35%
Global	9%	11%	49%	32%
United Kingdom	2%	8%	59%	31%
Brazil	12%	7%	52%	28%
Australia	5%	7%	62%	26%
Canada	4%	10%	61%	25%
South Africa	8%	13%	58%	22%
United States	21%	12%	46%	21%
India	22%	32%	26%	20%

Fewer scams

More scams

■ Continued -- lost money ■ Continued - didn't lose
■ Ignored ■ No interaction
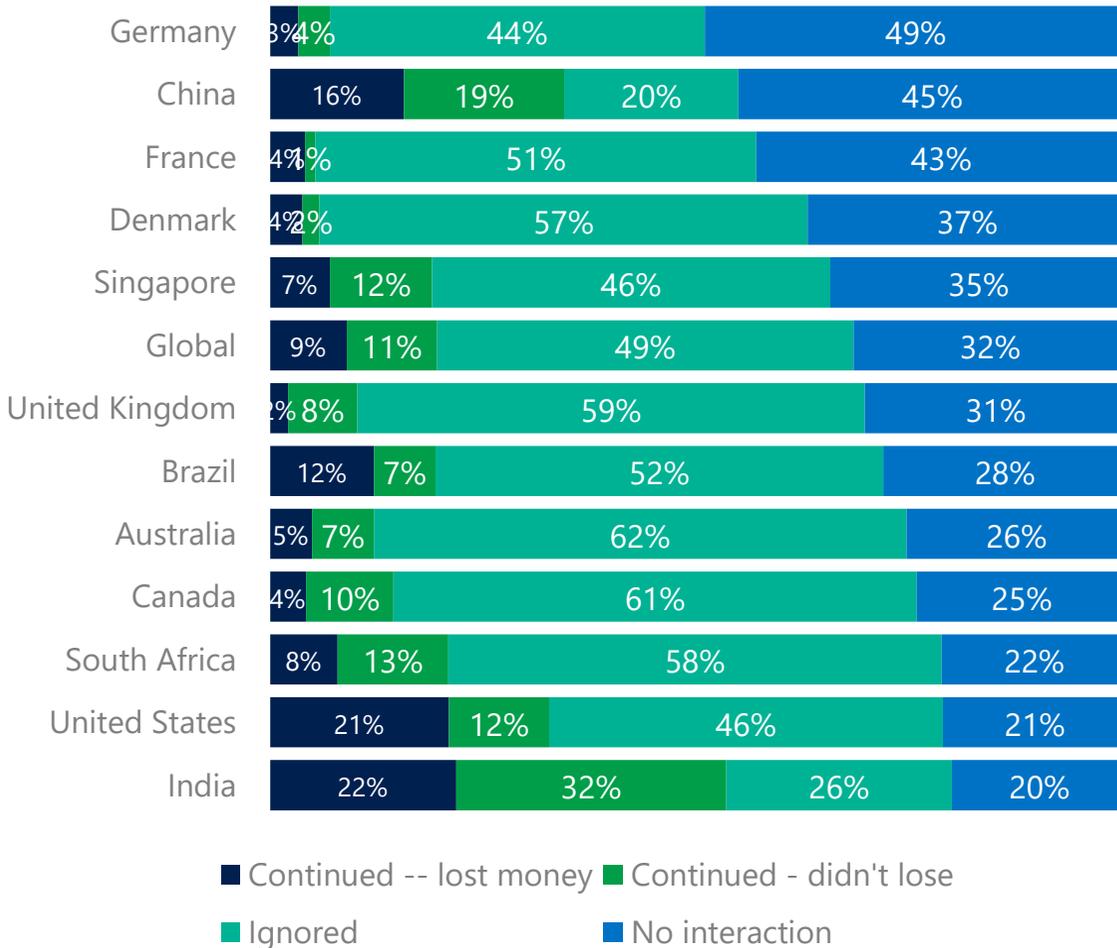
*New in 2018

2018 (ranked by no interaction)

Country	Continued -- lost money	Continued - didn't lose	Ignored	No interaction
Japan*	1%	5%	29%	65%
China	9%	15%	19%	57%
Germany	4%	8%	39%	48%
Singapore	4%	11%	42%	43%
France	4%	11%	44%	41%
Switzerland*	9%	11%	39%	41%
United Kingdom	6%	11%	46%	38%
Global	6%	14%	43%	37%
Brazil	5%	18%	43%	34%
United States	6%	12%	49%	33%
Canada	3%	13%	51%	33%
Denmark	7%	9%	53%	32%
India	14%	26%	28%	32%
Australia	6%	11%	52%	31%
South Africa	4%	16%	51%	29%
Mexico*	8%	19%	46%	27%
New Zealand*	6%	15%	57%	22%

■ Continued -- lost money ■ Continued - didn't lose
■ Ignored ■ No interaction

Note: Country percentages may not add to 100% due to rounding
Q2. For each of the interactions you experienced, please indicate which actions you took, Q8. As a result of this interaction, have you lost any money?

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Anatomy of tech support scams
Scam exposure had costs beyond the initial loss of money
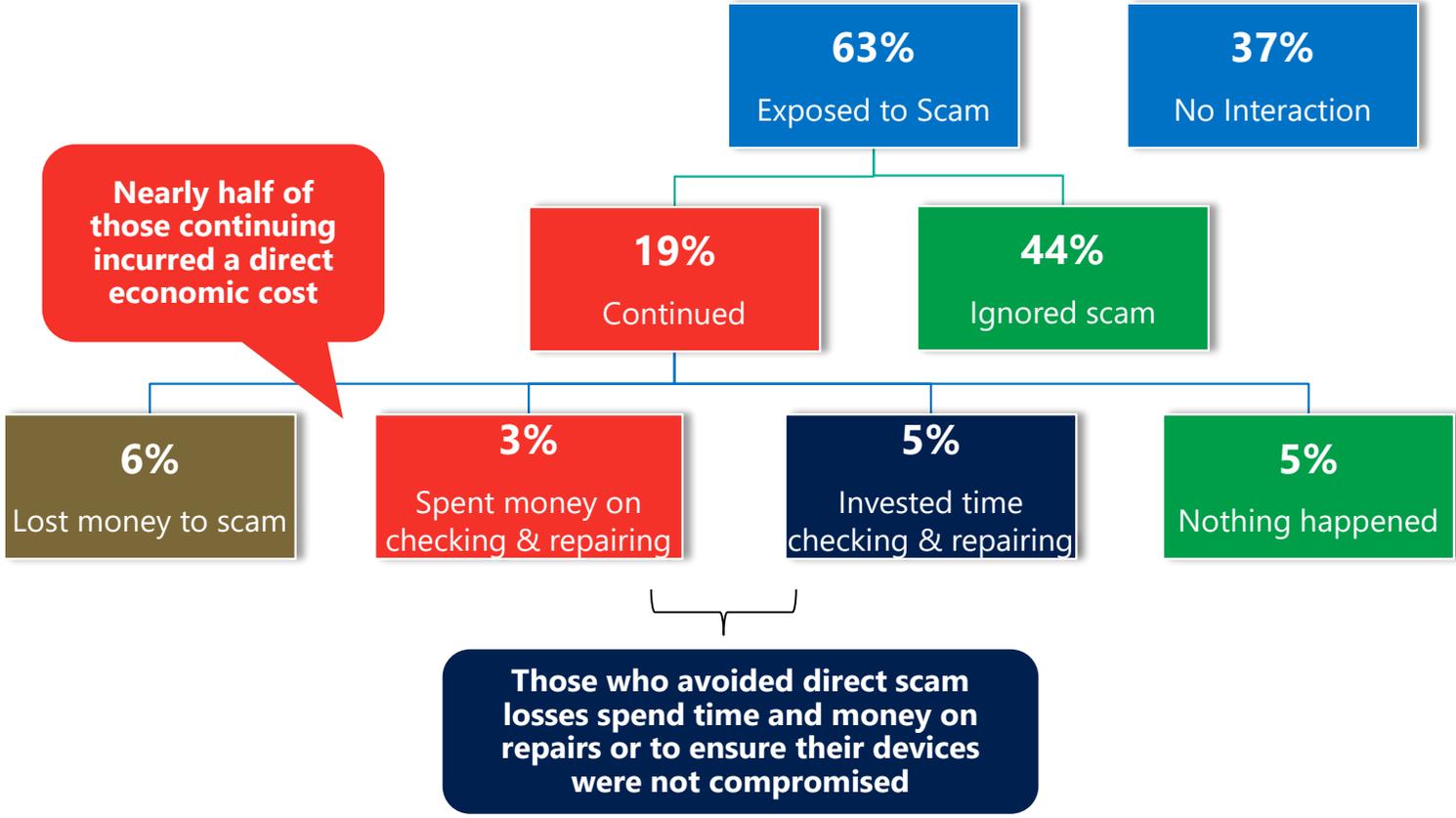
63%
Exposed to Scam

37%
No Interaction

Nearly half of those continuing incurred a direct economic cost

19%
Continued

44%
Ignored scam

6%
Lost money to scam

3%
Spent money on checking & repairing

5%
Invested time checking & repairing

5%
Nothing happened

Those who avoided direct scam losses spend time and money on repairs or to ensure their devices were not compromised

Q2. For each of the interactions you experienced, please indicate which actions you took
Q8. As a result of this interaction, have you lost any money?
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 interaction?

Rates of tech support scam loss became more consistent worldwide

- The worldwide decline in scam loss was driven by declines in countries that had the highest rates of loss in 2016, lead by India, U.S., China and Brazil.

- Conversely, countries which had the lowest scam incidence in 2016 (UK, Germany, Denmark) have regressed toward the worldwide average.

- The U.S. was the single greatest 'success story', going from over two in 10 suffering losses to only 6%.

Percent who Continued & Lost Money 2016-2018
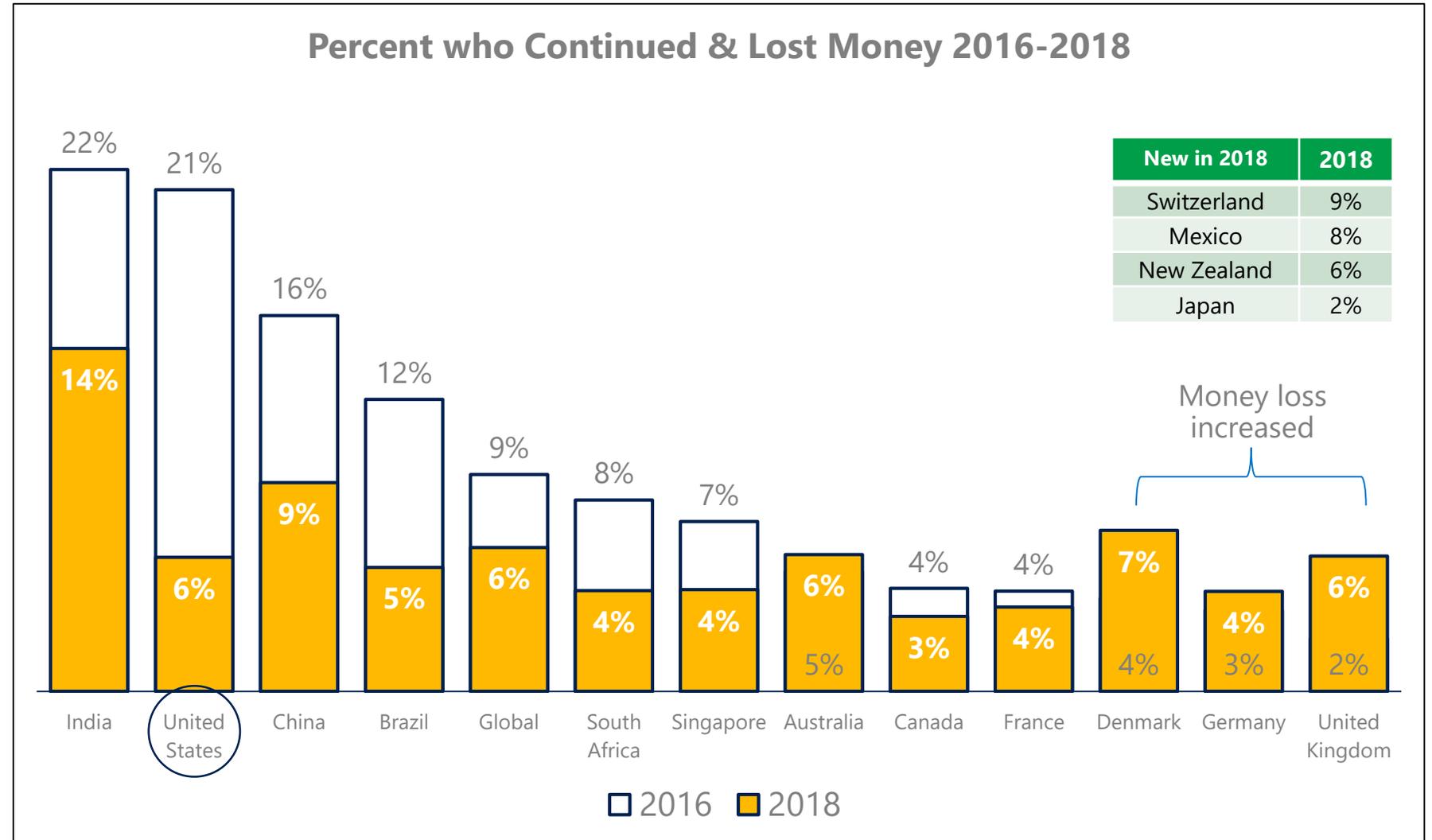
New in 2018	2018
Switzerland	9%
Mexico	8%
New Zealand	6%
Japan	2%

Money loss increased

India 22% / 14%
United States 21% / 6%
China 16% / 9%
Brazil 12% / 5%
Global 9% / 6%
South Africa 8% / 4%
Singapore 7% / 4%
Australia 6% / 5%
Canada 4% / 3%
France 4% / 4%
Denmark 7% / 4%
Germany 4% / 3%
United Kingdom 6% / 2%

□ 2016 ■ 2018

Country Snapshots

Country Snapshot Australia

Types of tech support scams

74% Any scam (2016)
69% Any scam (2018)

2016	2018	
50%	46%	■ Unsolicited call
33%	34%	■ Redirect to website
40%	40%	■ Unsolicited email
47%	42%	■ Pop-up ad or window

2016 — 2018

Possible scam outcomes

2016	2018	
5%	6%	■ Continued, lost money
7%	11%	■ Continued, didn't lose money
62%	52%	■ Ignored
26%	31%	■ No interaction

Slight increase in losing money

More avoided scam completely

2016 — 2018

Costs spread beyond monetary loss
(Base: those who continued)

Spent time checking/repairing PC: 69% Australia, 52% Global
Level of stress (Severe/Moderate): 73% Australia, 76% Global

■ Australia ■ Global

New item in 2018

Percent believing companies would not initiate unsolicited contact fell

2016	2018	
91%	79%	■ Very/Somewhat unlikely
9%	21%	■ Very/Somewhat likely

2016 — 2018

Tech support scam incidence by age & gender

	Pop-up ad or window	Unsolicited email	Redirect to website	Unsolicited call
Gen Z: 18-23	56%	37%	49%	40%
Millennials: 24-37	52%	46%	46%	39%
Gen X: 38-53	38%	37%	29%	39%
Boomers: 54+	31%	38%	24%	59%
Male	50%	47%	40%	49%
Female	34%	34%	29%	42%

■ Pop-up ad or window   ■ Unsolicited email
■ Redirect to website   ■ Unsolicited call

Online activities (% almost always/often)

Activity	Gen Z: 18-23	Millennials: 24-37	Gen X: 38-53	Boomers: 54+
Use social media		66%	61%	
Access bank/credit card site	48%		60%	
Download latest updates	33%	29%		
Buy products online	33%	39%		
Change passwords regularly	25%	29%		
Share email in exchange for content	23%	25%		
Download movies, music, videos	23%	29%		
Use torrent sites	13%	14%		

Those who continued & lost money engaged more frequently in these activities

■ Gen Z: 18-23   ■ Millennials:24-37
■ Gen X:38-53   ■ Boomers: 54+

New item in 2018

14

Country Snapshot Brazil

Types of tech support scams

2016
- 72% Any scam
- 14% Unsolicited call
- 47% Redirect to website
- 44% Unsolicited email
- 57% Pop-up ad or window

2018
- 66% Any scam
- 16% Unsolicited call
- 36% Redirect to website
- 37% Unsolicited email
- 44% Pop-up ad or window

Legend:
- Unsolicited call
- Redirect to website
- Unsolicited email
- Pop-up ad or window

Possible scam outcomes

2016
- 12% Continued, lost money
- 7% Continued, didn't lose money
- 52% Ignored
- 28% No interaction

2018
- 5% Continued, lost money — *Fewer lost money*
- 19% Continued, didn't lose money
- 43% Ignored
- 34% No interaction — *More avoided scam completely*

Legend:
- Continued, lost money
- Continued, didn't lose money
- Ignored
- No interaction

Costs spread beyond monetary loss
(Base: those who continued)

- Spent time checking/repairing PC: Brazil 69%, Global 52%
- Level of stress (Severe/Moderate): Brazil 82%, Global 76%

Legend: ■ Brazil ■ Global

New item in 2018

Most believed companies would not initiate unsolicited contact

2016
- 77% Very/Somewhat unlikely
- 23% Very/Somewhat likely

2018
- 83% Very/Somewhat unlikely
- 17% Very/Somewhat likely

Legend:
- ■ Very/Somewhat unlikely
- ■ Very/Somewhat likely

Tech support scam incidence by age & gender

	Pop-up ad or window	Unsolicited email	Redirect to website	Unsolicited call
Gen Z: 18-23	64%	57%	57%	19%
Millennials: 24-37	58%	47%	47%	20%
Gen X: 38-53	45%	38%	38%	13%
Boomers: 54+	37%	37%	37%	11%
Male	52%	48%	45%	18%
Female	49%	39%	42%	14%

Legend:
- ■ Pop-up ad or window
- ■ Unsolicited email
- ■ Redirect to website
- ■ Unsolicited call

Online activities (% almost always/often)

- Use social media: 81% / 78%
- Access bank/credit card site: 40% / 49%
- Download latest updates: 47% / 48%
- Buy products online: 39% / 46%
- Change passwords regularly: 21% / 27%
- Share email in exchange for content: 38% / 39%
- Download movies, music, videos: 45% / 41%
- Use torrent sites: 28% / 26%

Those who continued & lost money engaged more frequently in these activities

Legend:
- ■ Gen Z: 18-23
- ■ Millennials: 24-37
- ■ Gen X: 38-53
- ■ Boomers: 54+

New item in 2018

15

Country Snapshot Canada

Types of tech support scams

75% Any scam (2016)
- 47% Unsolicited call
- 38% Redirect to website
- 39% Unsolicited email
- 50% Pop-up ad or window

67% Any scam (2018)
- 38%
- 40%
- 39%
- 48%

- Unsolicited call
- Redirect to website
- Unsolicited email
- Pop-up ad or window

2016 | 2018

Possible scam outcomes

2016
- 4%
- 10%
- 61%
- 25%

2018
- 3%
- 13%
- 51%
- 33%

Slight decrease in losing money

- Continued, lost money
- Continued, didn't lose money
- Ignored
- No interaction

More avoided scam completely

2016 | 2018

Costs spread beyond monetary loss
(Base: those who continued)

Spent time checking/repairing PC: 40% / 48%
Level of stress (Severe/Moderate): 77% / 76%

- Canada
- Global

New item in 2018

88% believed companies would not initiate unsolicited contact

2016
- 95% Very/Somewhat unlikely
- 5%

2018
- 88%
- 12%

- Very/Somewhat unlikely
- Very/Somewhat likely

2016 | 2018

Tech support scam incidence by age & gender

	Pop-up ad or window	Unsolicited email	Redirect to website	Unsolicited call
Gen Z: 18-23	60%	46%	49%	36%
Millennials: 24-37	47%	38%	43%	32%
Gen X: 38-53	49%	39%	41%	36%
Boomers: 54+	43%	36%	32%	45%
Male	57%	43%	45%	40%
Female	39%	33%	34%	35%

- Pop-up ad or window
- Unsolicited email
- Redirect to website
- Unsolicited call

Online activities (% almost always/often)

- Use social media: 70% / 69%
- Access bank, credit card accounts: 42% / 62%
- Buy products online: 36% / 36%
- Timely download of software updates: 38% / 34%
- Regularly change passwords: 28% / 24%
- Share email in exchange for content: 32% / 23%
- Download movie, music, videos: 30% / 23%
- Use Torrent sites: 16% / 13%

Those who continued & lost money engaged more frequently in these activities

- Gen Z: 18-23
- Millennials:24-37
- Gen X:38-53
- Boomers: 54+

New item in 2018

16

Country Snapshot China

Types of tech support scams

55% Any scam (2016)

43% Any scam (2018)

2016
- 20%
- 27%
- 28%
- 42%

2018
- 15%
- 20%
- 21%
- 32%

- Unsolicited call
- Redirect to website
- Unsolicited email
- Pop-up ad or window

Possible scam outcomes

2016
- 16%
- 19%
- 20%
- 45%

2018
- 9% — **Fewer lost money**
- 15%
- 19%
- 57% — **More avoided scam completely**

- Continued, lost money
- Continued, didn't lose money
- Ignored
- No interaction

Costs spread beyond monetary loss
(Base: those who continued)

Spent time checking/repairing PC
- China: 71%
- Global: 52%

Level of stress (Severe/Moderate)
- China: 77%
- Global: 76%

- China
- Global

New item in 2018

Most believed companies would not initiate unsolicited contact

2016
- 72%
- 28%

2018
- 69%
- 31%

- Very/Somewhat unlikely
- Very/Somewhat likely

Tech support scam incidence by age & gender

	Pop-up ad or window	Unsolicited email	Redirect to website	Unsolicited call
Gen Z: 18-23	36%	19%	22%	20%
Millennials: 24-37	40%	31%	28%	22%
Gen X: 38-53	29%	18%	19%	12%
Boomers: 54+	21%	11%	10%	9%
Male	37%	23%	20%	15%
Female	27%	19%	21%	16%

- Pop-up ad or window
- Unsolicited email
- Redirect to website

Online activities (% almost always/often)

- Use social media: 56% / 60%
- Access bank/credit card site: 16% / 36%
- Download latest updates: 35% / 33%
- Buy products online: 51% / 55%
- Change passwords regularly: 12% / 20%
- Share email in exchange for content: 15% / 19%
- Download movies, tv shows, music, videos: 52% / 42%
- Use torrent sites: 15% / 17%

- Gen Z:18-23
- Millennials: 24-37
- Gen X: 38-53
- Boomers: 54+

Those who continued & lost money engaged more frequently in these activities

New item in 2018

17

Country Snapshot Denmark

Types of tech support scams

2016 — 63% Any scam
- 27% Unsolicited call
- 24% Redirect to website
- 38% Unsolicited email
- 42% Pop-up ad or window

2018 — 68% Any scam
- 37% Unsolicited call
- 31% Redirect to website
- 44% Unsolicited email
- 43% Pop-up ad or window

Legend:
- Unsolicited call
- Redirect to website
- Unsolicited email
- Pop-up ad or window

Possible scam outcomes

2016
- 4% Continued, lost money
- 57% Ignored
- 37% No interaction

2018
- 7% Continued, lost money — *More lost money*
- 9% Continued, didn't lose money
- 52% Ignored
- 32% No interaction — *Fewer avoided scam completely*

Legend:
- Continued, lost money
- Continued, didn't lose money
- Ignored
- No interaction

Costs spread beyond monetary loss
(Base: those who continued)

Spent time checking/repairing PC
- Denmark 56%
- Global 52%

Level of stress (Severe/Moderate)
- Denmark 67%
- Global 76%

Legend: ■ Denmark ■ Global

New item in 2018

Most believed companies would not initiate unsolicited contact

2016
- 92% Very/Somewhat unlikely
- 8% Very/Somewhat likely

2018
- 84% Very/Somewhat unlikely
- 16% Very/Somewhat likely

Legend:
- Very/Somewhat unlikely
- Very/Somewhat likely

Tech support scam incidence by age & gender

	Pop-up ad or window	Unsolicited email	Redirect to website	
Gen Z: 18-23	56%	43%	43%	31%
Millennials: 24-37	52%	51%	42%	39%
Gen X: 38-53	43%	49%	29%	36%
Boomers: 54+	30%	34%	21%	38%
Male	48%	49%	38%	41%
Female	37%	39%	24%	34%

Legend:
- Pop-up ad or window
- Unsolicited email
- Redirect to website

Online activities (% almost always/often)

Activity	
Use social media	73% / 62%
Access bank/credit card site	49% / 43%
Download latest updates	39% / 43%
Buy products online	33% / 29%
Change passwords regularly	24% / 23%
Share email in exchange for content	25% / 24%
Download movies, tv shows, music, videos	31% / 23%
Use torrent sites	16% / 15%

Those who continued & lost money engaged more frequently in these activities

Legend:
- Gen Z:18-23
- Millennials: 24-37
- Gen X: 38-53
- Boomers: 54+

New item in 2018

18

Country Snapshot France

Types of tech support scams

57% Any scam (2016)
59% Any scam (2018)

	2016	2018
Unsolicited call	17%	17%
Redirect to website	29%	33%
Unsolicited email	37%	34%
Pop-up ad or window	43%	45%

- Unsolicited call
- Redirect to website
- Unsolicited email
- Pop-up ad or window

Possible scam outcomes

	2016	2018
Continued, lost money	4%	4%
Continued, didn't lose money		11%
Ignored	51%	44%
No interaction	43%	41%

- Continued, lost money
- Continued, didn't lose money
- Ignored
- No interaction

Costs spread beyond monetary loss
(Base: those who continued)

	France	Global
Spent time checking/repairing PC	48%	52%
Level of stress (Severe/Moderate)	78%	76%

- France
- Global

New item in 2018

Most believed companies would not initiate unsolicited contact

	2016	2018
Very/Somewhat unlikely	96%	88%
Very/Somewhat likely	4%	12%

- Very/Somewhat unlikely
- Very/Somewhat likely

Tech support scam incidence by age & gender

	Pop-up ad or window	Unsolicited email	Redirect to website	
Gen Z: 18-23	58%	35%	52%	25%
Millennials: 24-37	49%	38%	38%	19%
Gen X: 38-53	44%	32%	28%	13%
Boomers: 54+	40%	32%	29%	15%
Male	53%	38%	37%	19%
Female	37%	30%	29%	15%

- Pop-up ad or window
- Unsolicited email
- Redirect to website

Online activities (% almost always/often)

Use social media	70% / 68%
Access bank/credit card site	55% / 63%
Download latest updates	37% / 52%
Buy products online	43% / 47%
Change passwords regularly	24% / 26%
Share email in exchange for content	40% / 33%
Download movies, tv shows, music, videos	22% / 20%
Use torrent sites	13% / 14%

Those who continued & lost money engaged more frequently in these activities

- Gen Z:18-23
- Millennials: 24-37
- Gen X: 38-53
- Boomers: 54+

New item in 2018

19

Country Snapshot Germany

Types of tech support scams

51% Any scam (2016)
52% Any scam (2018)

	2016	2018
Unsolicited call	12%	16%
Redirect to website	23%	26%
Unsolicited email	35%	34%
Pop-up ad or window	32%	34%

Possible scam outcomes

	2016	2018
Continued, lost money	3%	4%
Continued, didn't lose money	4%	8%
Ignored	44%	39%
No interaction	49%	48%

Slight increase in losing money

Costs spread beyond monetary loss
(Base: those who continued)

	Spent time checking/repairing PC	Level of stress (Severe/Moderate)
Germany	48%	80%
Global	52%	76%

New item in 2018

Most believed companies would not initiate unsolicited contact

	2016	2018
Very/Somewhat unlikely	92%	89%
Very/Somewhat likely	8%	11%

Tech support scam incidence by age & gender

	Pop-up ad or window	Unsolicited email	Redirect to website	
Gen Z: 18-23	53%	38%	48%	24%
Millennials: 24-37	44%	39%	30%	16%
Gen X: 38-53	31%	34%	23%	16%
Boomers: 54+	24%	30%	20%	4%
Male	40%	41%	32%	21%
Female	27%	28%	20%	1%

Online activities (% almost always/often)

	Gen Z:18-23	Millennials: 24-37	Gen X: 38-53	Boomers: 54+
Use social media		54%	65%	
Access bank, credit card accounts		27%	36%	
Buy products online		31%	41%	
Timely download of software updates		37%	47%	
Regularly change passwords		22%	24%	
Share email in exchange for content	34%	22%		
Download movie, music, videos		18%	15%	
Use Torrent sites		13%	14%	

Those who continued & lost money engaged more frequently in these activities

New item in 2018

20

Country Snapshot India

Types of tech support scams

80% Any scam (2016)
68% Any scam (2018)

	2016	2018
Unsolicited call	30%	24%
Redirect to website	56%	48%
Unsolicited email	49%	44%
Pop-up ad or window	63%	56%

Possible scam outcomes

	2016	2018
Continued, lost money	22%	14%
Continued, didn't lose money	32%	26%
Ignored	26%	28%
No interaction	20%	32%

Fewer lost money
More avoided scam completely

Costs spread beyond monetary loss
(Base: those who continued)

Spent time checking/repairing PC: India 71%, Global 52%
Level of stress (Severe/Moderate): India 84%, Global 76%

■ India ■ Global

New item in 2018

Most believed companies would not initiate unsolicited contact

	2016	2018
Very/Somewhat unlikely	62%	68%
Very/Somewhat likely	38%	32%

Tech support scam incidence by age & gender

	Pop-up ad or window	Unsolicited email	Redirect to website	(Boomers 54+)
Gen Z: 18-23	60%	42%	60%	23%
Millennials: 24-37	64%	53%	56%	29%
Gen X: 38-53	54%	41%	41%	20%
Boomers: 54+	37%	33%	35%	8%
Male	57%	49%	50%	23%
Female	54%	40%	46%	23%

■ Pop-up ad or window
■ Unsolicited email
■ Redirect to website

Online activities (% almost always/often)

- Use social media: 75%, 78%
- Access bank, credit card accounts: 43%, 59%
- Buy products online: 48%, 48%
- Timely download of software updates: 58%, 60%
- Regularly change passwords: 43%, 48%
- Share email in exchange for content: 40%, 46%
- Download movie, music, videos: 57%, 54%
- Use Torrent sites: 32%, 28%

Those who continued & lost money engaged more frequently in these activities

■ Gen Z:18-23   ■ Millennials: 24-37
■ Gen X: 38-53   ■ Boomers: 54+

New item in 2018

21

Country Snapshot Japan

Types of tech support scams

Global (63% Any scam)
- Unsolicited call: 27%
- Redirect to website: 36%
- Unsolicited email: 37%
- Pop-up ad or window: 44%

Japan (35% Any scam)
- Unsolicited call: 27%
- Redirect to website: 19%
- Unsolicited email: 18%
- Pop-up ad or window: 30%

Legend:
- Unsolicited call
- Redirect to website
- Unsolicited email
- Pop-up ad or window

Possible scam outcomes

Global
- Continued, lost money: 6%
- Continued, didn't lose money: 13%
- Ignored: 43%
- No interaction: 37%

Japan — Fewer lost money
- Continued, lost money: 2%
- Continued, didn't lose money: 5%
- Ignored: 29%
- No interaction: 65% — More avoided scam completely

Legend:
- Continued, lost money
- Continued, didn't lose money
- Ignored
- No interaction

Costs spread beyond monetary loss
(Base: those who continued)

Spent time checking/repairing PC
- Global: 52%
- Japan: 40%

Level of stress (Severe/Moderate)
- Global: 76%
- Japan: 80%

Legend:
- Global
- Japan

New item in 2018

Most believed companies would not initiate unsolicited contact

Global
- Very/Somewhat unlikely: 83%
- Very/Somewhat likely: 17%

Japan
- Very/Somewhat unlikely: 90%
- Very/Somewhat likely: 10%

Legend:
- Very/Somewhat unlikely
- Very/Somewhat likely

Tech support scam incidence by age & gender

	Pop-up ad or window	Unsolicited email	Redirect to website	Unsolicited call
Gen Z: 18-23	18%	13%	14%	6%
Millennials: 24-37	34%	17%	23%	9%
Gen X: 38-53	34%	20%	22%	6%
Boomers: 54+	26%	18%	15%	6%
Male	34%	22%	25%	10%
Female	25%	14%	13%	4%

Legend:
- Pop-up ad or window
- Unsolicited email
- Redirect to website
- Unsolicited call

Online activities (% almost always/often)

- Use social media: 61%, 53%
- Access bank/credit card site: 13%, 29%
- Download latest updates: 37%, 36%
- Buy products online: 28%, 46%
- Change passwords regularly: 12%, 14%
- Share email in exchange for content: 24%, 29%
- Download movies, music, videos: 19%, 21%
- Use torrent sites: 16%, 16%

Those who continued & lost money engaged more frequently in these activities

Legend:
- Gen Z: 18-23
- Millennials: 24-37
- Gen X: 38-53
- Boomers: 54+

New item in 2018

Country Snapshot Mexico

Types of tech support scams

Global — 63% Any scam
- Unsolicited call: 27%
- Redirect to website: 36%
- Unsolicited email: 37%
- Pop-up ad or window: 44%

Mexico — 73% Any scam
- Unsolicited call: 22%
- Redirect to website: 53%
- Unsolicited email: 42%
- Pop-up ad or window: 62%

Legend:
- Unsolicited call
- Redirect to website
- Unsolicited email
- Pop-up ad or window

Possible scam outcomes

Global
- Continued, lost money: 6%
- Continued, didn't lose money: 14%
- Ignored: 43%
- No interaction: 37%

Mexico
- Continued, lost money: 8% — *More lost money*
- Continued, didn't lose money: 19%
- Ignored: 46%
- No interaction: 27% — *Fewer avoided scam completely*

Legend:
- Continued, lost money
- Continued, didn't lose money
- Ignored
- No interaction

Costs spread beyond monetary loss
(Base: those who continued)

Spent time checking/repairing PC
- Global: 52%
- Mexico: 70%

Level of stress (Severe/Moderate)
- Global: 76%
- Mexico: 78%

Legend:
- Global
- Mexico

New item in 2018

Most believed companies would not initiate unsolicited contact

Global
- Very/Somewhat unlikely: 83%
- Very/Somewhat likely: 17%

Mexico
- Very/Somewhat unlikely: 81%
- Very/Somewhat likely: 19%

Legend:
- Very/Somewhat unlikely
- Very/Somewhat likely

Tech support scam incidence by age & gender

	Pop-up ad or window	Unsolicited email	Redirect to website	Unsolicited call
Gen Z: 18-23	67%	34%	62%	19%
Millennials: 24-37	68%	50%	60%	22%
Gen X: 38-53	58%	45%	52%	16%
Boomers: 54+	43%	30%	34%	29%
Male	66%	51%	58%	22%
Female	54%	33%	48%	14%

Legend:
- Pop-up ad or window
- Unsolicited email
- Redirect to website
- Unsolicited call

Online activities (% almost always/often)

- Use social media: 82%, 81%
- Access bank/credit card site: 33%, 44%
- Download latest updates: 30%, 37%
- Buy products online: 36%, 36%
- Change passwords regularly: 34%, 34%
- Share email in exchange for content: 35%, 32%
- Download movies, music, videos: 13%, 14%
- Use torrent sites: 16%, 16%

Those who continued & lost money engaged more frequently in these activities

Legend:
- Gen Z: 18-23
- Millennials: 24-37
- Gen X: 38-53
- Boomers: 54+

New item in 2018

23

Country Snapshot New Zealand

Types of tech support scams

63% Any scam (Global)
78% Any scam (New Zealand)

Global:
- 27% Unsolicited call
- 36% Redirect to website
- 37% Unsolicited email
- 44% Pop-up ad or window

New Zealand:
- 22% Unsolicited call
- 53% Redirect to website
- 42% Unsolicited email
- 62% Pop-up ad or window

Legend:
- ■ Unsolicited call
- ■ Redirect to website
- ■ Unsolicited email
- ■ Pop-up ad or window

Possible scam outcomes

Global:
- 6% Continued, lost money
- 14% Continued, didn't lose money
- 43% Ignored
- 37% No interaction

New Zealand:
- 6% Continued, lost money — **Match WW average**
- 15% Continued, didn't lose money
- 57% Ignored
- 22% No interaction — **Fewest WW avoided scam completely**

Legend:
- ■ Continued, lost money
- ■ Continued, didn't lose money
- ■ Ignored
- ■ No interaction

Costs spread beyond monetary loss
(Base: those who continued)

Spent time checking/repairing PC:
- 52% Global
- 40% New Zealand

Level of stress (Severe/Moderate):
- 76% Global
- 67% New Zealand

Legend:
- ■ Global
- ■ New Zealand

New item in 2018

Most believed companies would not initiate unsolicited contact

Global:
- 83% Very/Somewhat unlikely
- 17% Very/Somewhat likely

New Zealand:
- 90% Very/Somewhat unlikely
- 10% Very/Somewhat likely

Legend:
- ■ Very/Somewhat unlikely
- ■ Very/Somewhat likely

Tech support scam incidence by age & gender

	Pop-up ad or window	Unsolicited email	Redirect to website	Unsolicited call
Gen Z: 18-23	59%	40%	56%	48%
Millennials: 24-37	56%	46%	44%	49%
Gen X: 38-53	38%	38%	27%	49%
Boomers: 54+	34%	35%	23%	68%
Male	51%	42%	40%	55%
Female	39%	38%	28%	54%

Legend:
- ■ Pop-up ad or window
- ■ Unsolicited email
- ■ Redirect to website
- ■ Unsolicited call

Online activities (% almost always/often)

- Use social media: 71%, 71%
- Access bank/credit card site: 58%, 58%
- Download latest updates: 37%, 46%
- Buy products online: 43%, 38%
- Change passwords regularly: 30%, 27%
- Share email in exchange for content: 34%, 27%
- Download movies, music, videos: 33%, 25%
- Use torrent sites: 16%, 17%

Those who continued & lost money engaged more frequently in these activities

Legend:
- ■ Gen Z: 18-23
- ■ Millennials: 24-37
- ■ Gen X: 38-53
- ■ Boomers: 54+

New item in 2018

24

Country Snapshot Singapore

Types of tech support scams

2016: 65% Any scam
- Unsolicited call: 24%
- Redirect to website: 40%
- Unsolicited email: 43%
- Pop-up ad or window: 52%

2018: 57% Any scam
- Unsolicited call: 20%
- Redirect to website: 37%
- Unsolicited email: 35%
- Pop-up ad or window: 43%

Legend:
- Unsolicited call
- Redirect to website
- Unsolicited email
- Pop-up ad or window

Possible scam outcomes

2016:
- Continued, lost money: 7%
- Continued, didn't lose money: 12%
- Ignored: 46%
- No interaction: 35%

2018:
- Continued, lost money: 4% — *Fewer lost money*
- Continued, didn't lose money: 11%
- Ignored: 42%
- No interaction: 43% — *More avoided scam completely*

Legend:
- Continued, lost money
- Continued, didn't lose money
- Ignored
- No interaction

Costs spread beyond monetary loss
(Base: those who continued)

Spent time checking/repairing PC: Singapore 50%, Global 52%

Level of stress (Severe/Moderate): Singapore 81%, Global 76%

- Singapore
- Global

New item in 2018

Most believed companies would not initiate unsolicited contact

2016:
- Very/Somewhat unlikely: 84%
- Very/Somewhat likely: 16%

2018:
- Very/Somewhat unlikely: 84%
- Very/Somewhat likely: 16%

Legend:
- Very/Somewhat unlikely
- Very/Somewhat likely

Tech support scam incidence by age & gender

	Pop-up ad or window	Unsolicited email	Redirect to website	Unsolicited call
Gen Z: 18-23	45%	27%	43%	18%
Millennials: 24-37	48%	43%	41%	21%
Gen X: 38-53	46%	35%	36%	23%
Boomers: 54+	28%	24%	23%	2%
Male	46%	40%	40%	24%
Female	41%	30%	33%	15%

Legend:
- Pop-up ad or window
- Unsolicited email
- Redirect to website
- Unsolicited call

Online activities (% almost always/often)

- Use social media: 78%, 71%
- Access bank, credit card accounts: 52%, 58%
- Buy products online: 31%, 35%
- Timely download of software updates: 32%, 39%
- Regularly change passwords: 19%, 19%
- Share email in exchange for content: 31%, 26%
- Download movie, music, videos: 32%, 22%
- Use Torrent sites: 11%, 9%

Those who continued & lost money engaged more frequently in these activities

Legend:
- Gen Z: 18-23
- Millennials: 24-37
- Gen X: 38-53
- Boomers: 54+

New item in 2018

25

Country Snapshot South Africa

Types of tech support scams

78% Any scam (2016)
- 28% Unsolicited call
- 52% Redirect to website
- 45% Unsolicited email
- 65% Pop-up ad or window

70% Any scam (2018)
- 23% Unsolicited call
- 50% Redirect to website
- 43% Unsolicited email
- 56% Pop-up ad or window

2016 2018

- ■ Unsolicited call
- ■ Redirect to website
- ■ Unsolicited email
- ■ Pop-up ad or window

Possible scam outcomes

Fewer lost money

2016:
- 8%
- 13%
- 58%
- 22%

2018:
- 4%
- 16%
- 51%
- 29%

- ■ Continued, lost money
- ■ Continued, didn't lose money
- ■ Ignored
- ■ No interaction

More avoided scam completely

2016 2018

Costs spread beyond monetary loss
(Base: those who continued)

Spent time checking/repairing PC: 42% / 52%
Level of stress (Severe/Moderate): 73% / 76%

- ■ South Africa ■ Global

New item in 2018

Most believed companies would not initiate unsolicited contact

2016:
- 91%
- 9%

2018:
- 88%
- 12%

- ■ Very/Somewhat unlikely
- ■ Very/Somewhat likely

2016 2018

Tech support scam incidence by age & gender

	Pop-up ad or window	Unsolicited email	Redirect to website	Unsolicited call
Gen Z: 18-23	65%	39%	64%	18%
Millennials: 24-37	65%	49%	58%	21%
Gen X: 38-53	52%	42%	44%	23%
Boomers: 54+	36%	36%	31%	29%
Male	59%	45%	53%	26%
Female	54%	41%	47%	20%

- ■ Pop-up ad or window ■ Unsolicited email
- ■ Redirect to website ■ Unsolicited call

Online activities (% almost always/often)

- Use social media: 84% / 78%
- Access bank, credit card accounts: 34% / 47%
- Buy products online: 41% / 38%
- Timely download of software updates: 28% / 26%
- Regularly change passwords: 23% / 35%
- Share email in exchange for content: 45% / 36%
- Download movie, music, videos: 40% / 52%
- Use Torrent sites: 16% / 14%

Those who continued & lost money engaged more frequently in these activities

- ■ Gen Z: 18-23 ■ Millennials:24-37
- ■ Gen X:38-53 ■ Boomers: 54+

New item in 2018

26

Country Snapshot Switzerland

Types of tech support scams

63% Any scam (Global)
59% Any scam (Switzerland)

Global: 27% / 36% / 37% / 44%
Switzerland: 25% / 34% / 36% / 40%

- Unsolicited call
- Redirect to website
- Unsolicited email
- Pop-up ad or window

Global | Switzerland

Possible scam outcomes

More lost money

Global: 6% / 14% / 43% / 37%
Switzerland: 9% / 11% / 39% / 41%

- Continued, lost money
- Continued, didn't lose money
- Ignored
- No interaction

Global | Switzerland

Costs spread beyond monetary loss
(Base: those who continued)

Spent time checking/repairing PC: 52% (Global), 50% (Switzerland)
Level of stress (Severe/Moderate): 76% (Global), 77% (Switzerland)

- Global
- Switzerland

New item in 2018

Most believed companies would not initiate unsolicited contact

Global: 83% / 17%
Switzerland: 86% / 14%

- Very/Somewhat unlikely
- Very/Somewhat likely

Global | Switzerland

Tech support scam incidence by age & gender

	Pop-up ad or window	Unsolicited email	Redirect to website	Unsolicited call
Gen Z: 18-23	48%	29%	40%	24%
Millennials: 24-37	51%	44%	47%	26%
Gen X: 38-53	42%	39%	34%	27%
Boomers: 54+	28%	30%	22%	21%
Male	50%	48%	44%	32%
Female	31%	26%	25%	17%

- Pop-up ad or window
- Unsolicited email
- Redirect to website
- Unsolicited call

Online activities (% almost always/often)

Use social media: 62% / 58%
Access bank/credit card site: 33% / 42%
Download latest updates: 43% / 40%
Buy products online: 29% / 37%
Change passwords regularly: 25% / 23%
Share email in exchange for content: 36% / 27%
Download movies, music, videos: 38% / 18%
Use torrent sites: 19% / 13%

Those who continued & lost money engaged more frequently in these activities

- Gen Z: 18-23
- Millennials:24-37
- Gen X:38-53
- Boomers: 54+

New item in 2018

27

Country Snapshot United Kingdom

Types of tech support scams

69% Any scam (2016)
- Unsolicited call: 46%
- Redirect to website: 25%
- Unsolicited email: 31%
- Pop-up ad or window: 38%

62% Any scam (2018)
- Unsolicited call: 40%
- Redirect to website: 30%
- Unsolicited email: 36%
- Pop-up ad or window: 36%

- Unsolicited call
- Redirect to website
- Unsolicited email
- Pop-up ad or window

Possible scam outcomes

2016:
- 2%
- 8%
- 59%
- 31%

2018:
- 6%
- 11%
- 46%
- 38%

More lost money

More avoided scam completely

- Continued, lost money
- Continued, didn't lose money
- Ignored
- No interaction

Costs spread beyond monetary loss
(Base: those who continued)

Spent time checking/repairing PC: United Kingdom 40%, Global 48%

Level of stress (Severe/Moderate): United Kingdom 66%, Global 76%

- United Kingdom
- Global

New item in 2018

Most believed companies would not initiate unsolicited contact

2016:
- Very/Somewhat unlikely: 97%
- Very/Somewhat likely: 3%

2018:
- Very/Somewhat unlikely: 88%
- Very/Somewhat likely: 12%

- Very/Somewhat unlikely
- Very/Somewhat likely

Tech support scam incidence by age & gender

	Pop-up ad or window	Unsolicited email	Redirect to website	Unsolicited call
Gen Z: 18-23	51%	40%	48%	31%
Millennials: 24-37	40%	42%	36%	36%
Gen X: 38-53	36%	35%	25%	36%
Boomers: 54+	26%	29%	24%	53%
Male	40%	40%	32%	43%
Female	32%	31%	27%	38%

- Pop-up ad or window
- Unsolicited email
- Redirect to website
- Unsolicited call

Online activities (% almost always/often)

- Use social media: 73%, 75%
- Access bank, credit card accounts: 50%, 60%
- Buy products online: 41%, 43%
- Timely download of software updates: 48%, 50%
- Regularly change passwords: 27%, 34%
- Share email in exchange for content: 27%, 31%
- Download movie, music, videos: 26%, 34%
- Use Torrent sites: 15%, 13%

Those who continued & lost money engaged more frequently in these activities

- Gen Z: 18-23
- Millennials: 24-37
- Gen X: 38-53
- Boomers: 54+

New item in 2018

28

Country Snapshot United States

Types of tech support scams

79% Any scam (2016)
67% Any scam (2018)

2016:
- 42% Unsolicited call
- 48% Redirect to website
- 48% Unsolicited email
- 60% Pop-up ad or window

2018:
- 40% Unsolicited call
- 41% Redirect to website
- 37% Unsolicited email
- 50% Pop-up ad or window

Legend:
- Unsolicited call
- Redirect to website
- Unsolicited email
- Pop-up ad or window

Possible scam outcomes

Fewer lost money

2016:
- 21%
- 12%
- 46%
- 21%

2018:
- 6%
- 11%
- 49%
- 33%

Legend:
- Continued, lost money
- Continued, didn't lose money
- Ignored
- No interaction

More avoided scam completely

Costs spread beyond monetary loss
(Base: those who continued)

Spent time checking/repairing PC:
- 43% United States
- 52% Global

Level of stress (Severe/Moderate):
- 75% United States
- 76% Global

Legend:
- United States
- Global

New item in 2018

Most believed companies would not initiate unsolicited contact

2016:
- 74% Very/Somewhat unlikely
- 26% Very/Somewhat likely

2018:
- 87% Very/Somewhat unlikely
- 13% Very/Somewhat likely

Legend:
- Very/Somewhat unlikely
- Very/Somewhat likely

Tech support scam incidence by age & gender

	Pop-up ad or window	Unsolicited email	Redirect to website	Unsolicited call
Gen Z: 18-23	46%	33%	46%	33%
Millennials: 24-37	48%	38%	41%	34%
Gen X: 38-53	53%	36%	41%	37%
Boomers: 54+	52%	40%	40%	50%
Male	54%	42%	44%	44%
Female	47%	32%	38%	36%

Legend:
- Pop-up ad or window
- Unsolicited email
- Redirect to website
- Unsolicited call

Online activities (% almost always/often)

Activity	
Use social media	74% / 68%
Access bank, credit card accounts	37% / 53%
Buy products online	35% / 38%
Timely download of software updates	27% / 42%
Regularly change passwords	31% / 31%
Share email in exchange for content	30% / 27%
Download movie, music, videos	29% / 25%
Use Torrent sites	14% / 13%

Those who continued & lost money engaged more frequently in these activities

Legend:
- Gen Z: 18-23
- Millennials:24-37
- Gen X:38-53
- Boomers: 54+

New item in 2018

29

Regional Snapshot: EMEA (France, Germany, Denmark, South Africa, Switzerland, United Kingdom)

Types of tech support scams

63% Any scam (Global)
**63% Any scam** (EMEA)

Global:
- Unsolicited call: 27%
- Redirect to website: 36%
- Unsolicited email: 37%
- Pop-up ad or window: 44%

EMEA:
- Unsolicited call: 26%
- Redirect to website: 34%
- Unsolicited email: 38%
- Pop-up ad or window: 42%

Legend:
- ■ Unsolicited call
- ■ Redirect to website
- ■ Unsolicited email
- ■ Pop-up ad or window

Possible scam outcomes

Global:
- Continued, lost money: 6%
- Continued, didn't lose money: 14%
- Ignored: 43%
- No interaction: 37%

EMEA:
- Continued, lost money: 5%
- Continued, didn't lose money: 11%
- Ignored: 46%
- No interaction: 37%

Legend:
- ■ Continued, lost money
- ■ Continued, didn't lose money
- ■ Ignored
- ■ No interaction

Costs spread beyond monetary loss
(Base: those who continued)

- Spent time checking/repairing PC: Global 52%, EMEA 51%
- Level of stress (Severe/Moderate): Global 76%, EMEA 74%

Legend:
- ■ Global
- ■ EMEA

New item in 2018

Most believed companies would not initiate unsolicited contact

Global:
- Very/Somewhat unlikely: 83%
- Very/Somewhat likely: 17%

EMEA:
- Very/Somewhat unlikely: 87%
- Very/Somewhat likely: 13%

Legend:
- ■ Very/Somewhat unlikely
- ■ Very/Somewhat likely

Tech support scam incidence by age & gender

	Pop-up ad or window	Unsolicited email	Redirect to website	Unsolicited call
Gen Z: 18-23	56%	38%	51%	25%
Millennials: 24-37	52%	44%	43%	26%
Gen X: 38-53	41%	38%	30%	25%
Boomers: 54+	30%	31%	24%	28%
Male	48%	43%	40%	30%
Female	36%	32%	29%	22%

Legend:
- ■ Pop-up ad or window ■ Unsolicited email
- ■ Redirect to website ■ Unsolicited call

Online activities (% almost always/often)

- Use social media: 72%, 67%
- Access bank/credit card site: 41%, 49%
- Download latest updates: 41%, 40%
- Buy products online: 36%, 38%
- Change passwords regularly: 24%, 28%
- Share email in exchange for content: 35%, 30%
- Download movies, music, videos: 25%, 34%
- Use torrent sites: 15%, 13%

Those who continued & lost money engaged more frequently in these activities

Legend:
- ■ Gen Z: 18-23 ■ Millennials:24-37
- ■ Gen X:38-53 ■ Boomers: 54+

New item in 2018

30

Regional Snapshot: APAC (Australia, China, India, Japan, New Zealand, Singapore)

Types of tech support scams

63% Any scam	**59% Any scam**

Global	APAC	
27%	28%	■ Unsolicited call
36%	32%	■ Redirect to website
37%	33%	■ Unsolicited email
44%	41%	■ Pop-up ad or window

Global   APAC

Possible scam outcomes

Global	APAC	
6%	7%	■ Continued, lost money
14%	14%	■ Continued, didn't lose money
43%	38%	■ Ignored
37%	41%	■ No interaction

Global   APAC

Costs spread beyond monetary loss
(Base: those who continued)

Spent time checking/repairing PC: 52% (Global), 48% (APAC)

Level of stress (Severe/Moderate): 76% (Global), 77% (APAC)

■ Global ■ APAC

New item in 2018

Most believed companies would not initiate unsolicited contact

Global	APAC	
83%	82%	■ Very/Somewhat unlikely
17%	18%	■ Very/Somewhat likely

Global   APAC

Tech support scam incidence by age & gender

	Pop-up ad or window	Unsolicited email	Redirect to website	Unsolicited call
Gen Z: 18-23	46%	30%	42%	25%
Millennials: 24-37	50%	40%	41%	28%
Gen X: 38-53	39%	31%	29%	24%
Boomers: 54+	30%	27%	21%	32%
Male	46%	37%	36%	29%
Female	37%	29%	28%	26%

■ Pop-up ad or window ■ Unsolicited email
■ Redirect to website ■ Unsolicited call

Online activities (% almost always/often)

Activity	
Use social media	69% / 67%
Access bank/credit card site	39% / 51%
Download latest updates	38% / 38%
Buy products online	40% / 48%
Change passwords regularly	24% / 27%
Share email in exchange for content	28% / 29%
Download movies, music, videos	38% / 32%
Use torrent sites	18% / 17%

Those who continued & lost money engaged more frequently in these activities

■ Gen Z: 18-23   ■ Millennials:24-37
■ Gen X:38-53   ■ Boomers: 54+

New item in 2018

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Microsoft