



Global Tech Support Scam Research



New Zealand, September 2018

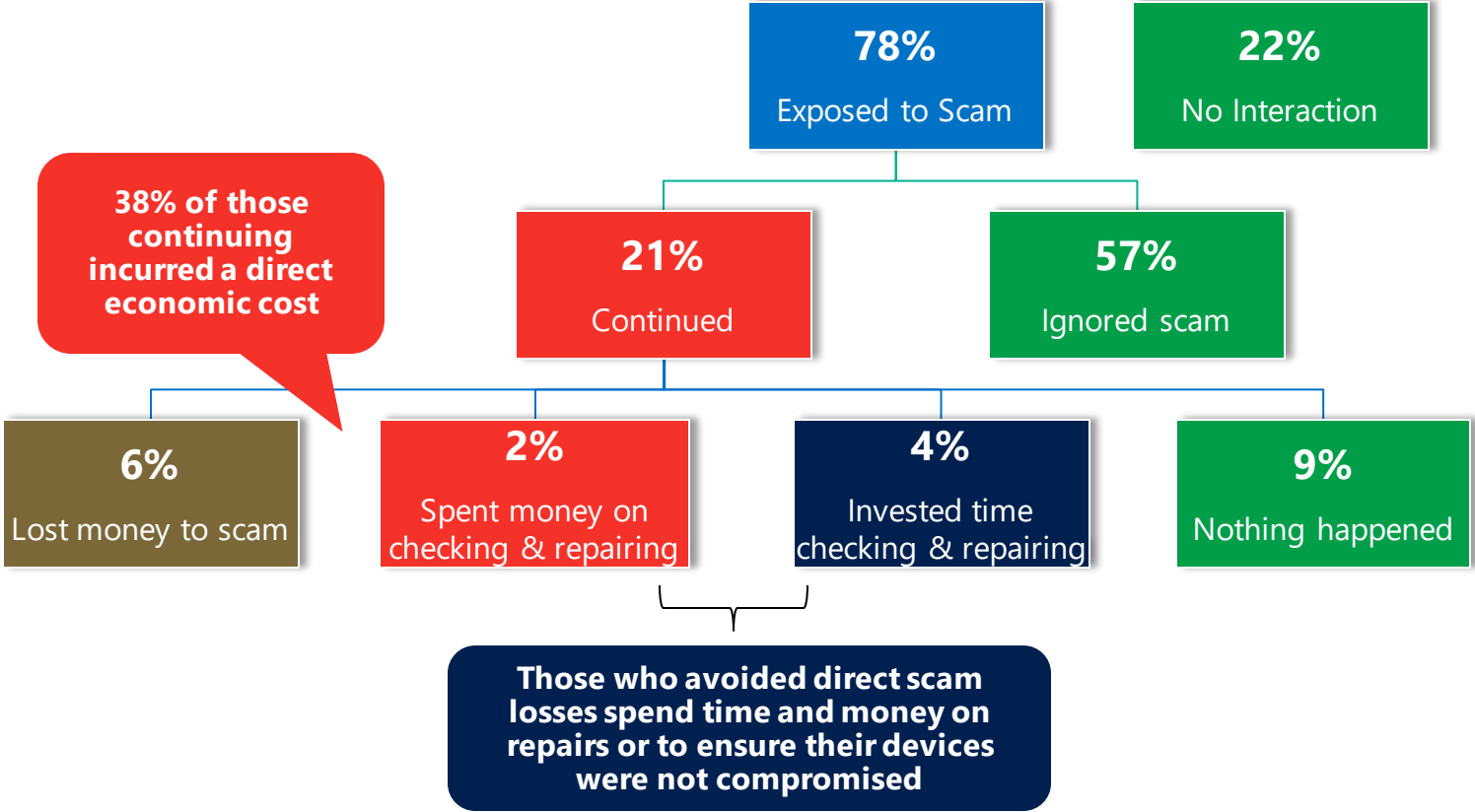


The state of tech support scams in 2018: New Zealand

- New Zealanders reported the highest level of tech support scams among the sixteen countries surveyed with over three-in-four consumers experiencing at least one scam. Pop-up ads/windows and redirect scams were the most common and significantly higher than the global averages. These scams caused consumers to lose money, time and suffer greater life stress.
- Scammers successfully fooled 21% of consumers into continuing with an interaction which was inline with the global average. Among the group that continued, 6% reported losing money while 13% did not lose money.
- New Zealanders had high levels of skepticism and distrust about potential scams. 90% of consumers believed it highly unlikely that a reputable company would initiate unsolicited contact and 83% would distrust that type of communication. Only 37% of consumers would trust companies not to sell them unnecessary support or repair services. Nearly eight-in-ten of consumers who experienced scams lost trust in software and technology companies ability to protect them from tech support scams.
- Gen Z, Millennials and Males had the highest exposure to tech support scams. They were more likely to lose money, 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.

Anatomy of tech support scams

Scam exposure had costs beyond the initial loss of money



Q2. For each of the interactions you experienced, please indicate which actions you took

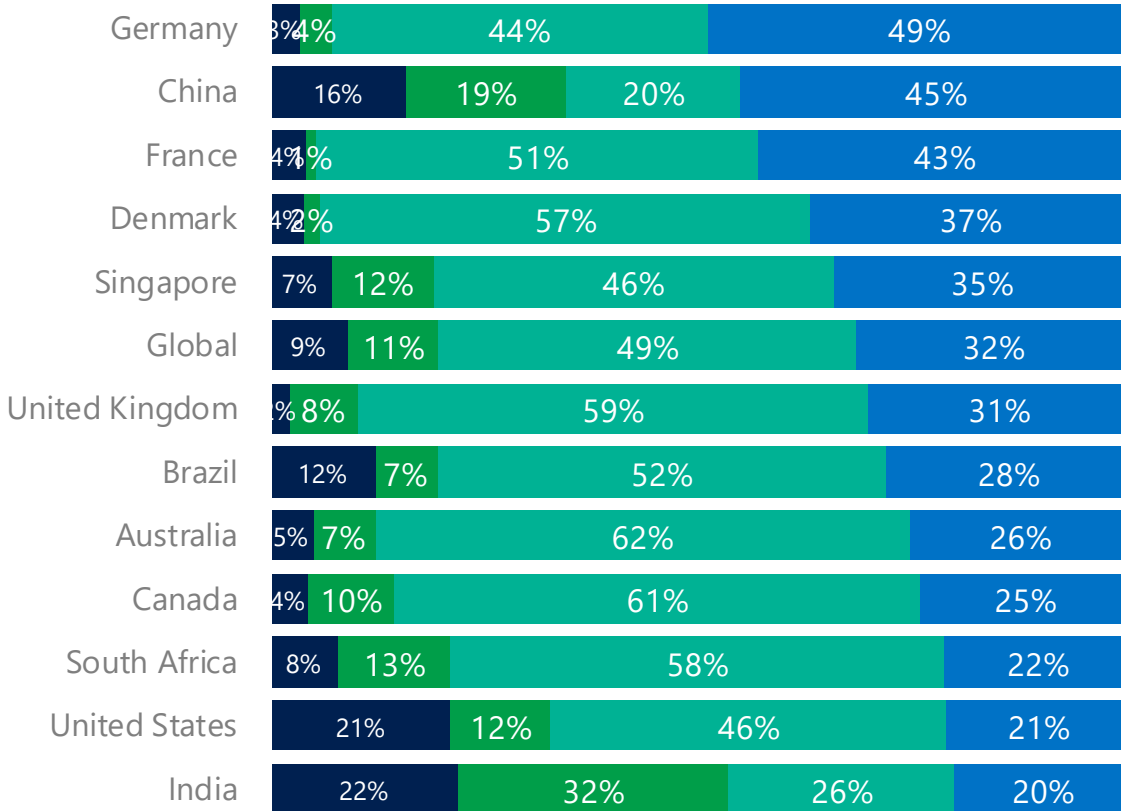
Q8. As a result of this interaction, have you lost any money?

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?

Impact of tech support scams by country 2016 & 2018

2016 (ranked by no interaction)



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

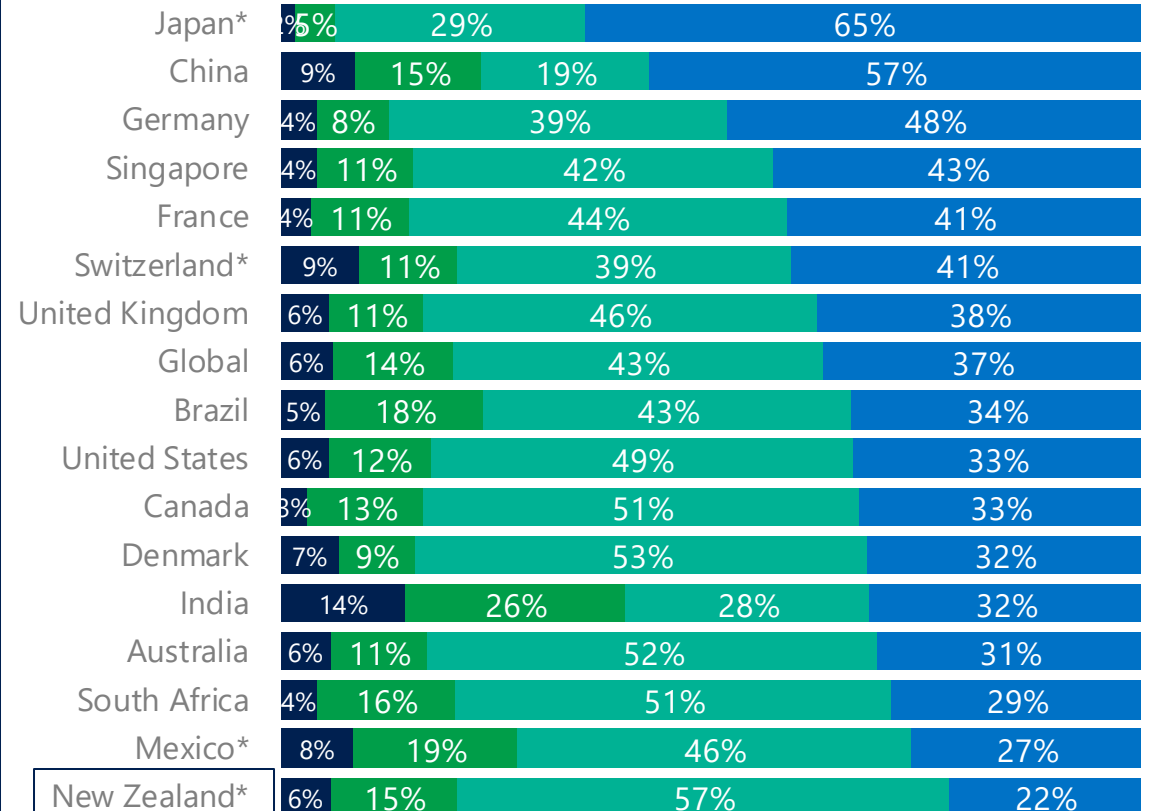
Fewer
scams



More
scams

*New in 2018

2018 (ranked by no interaction)

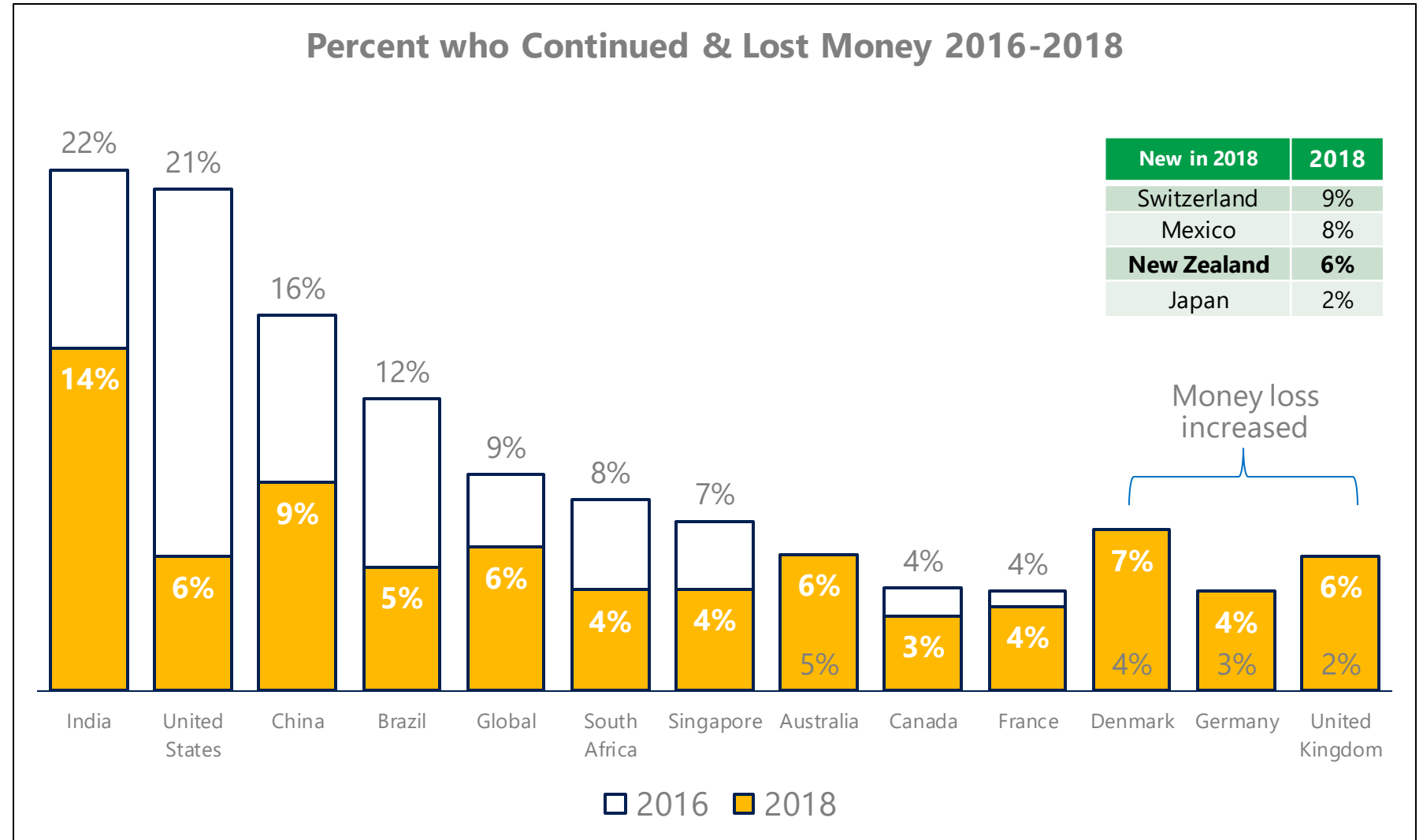


Continued -- lost money
 Continued - didn't lose
 Ignored
 No interaction

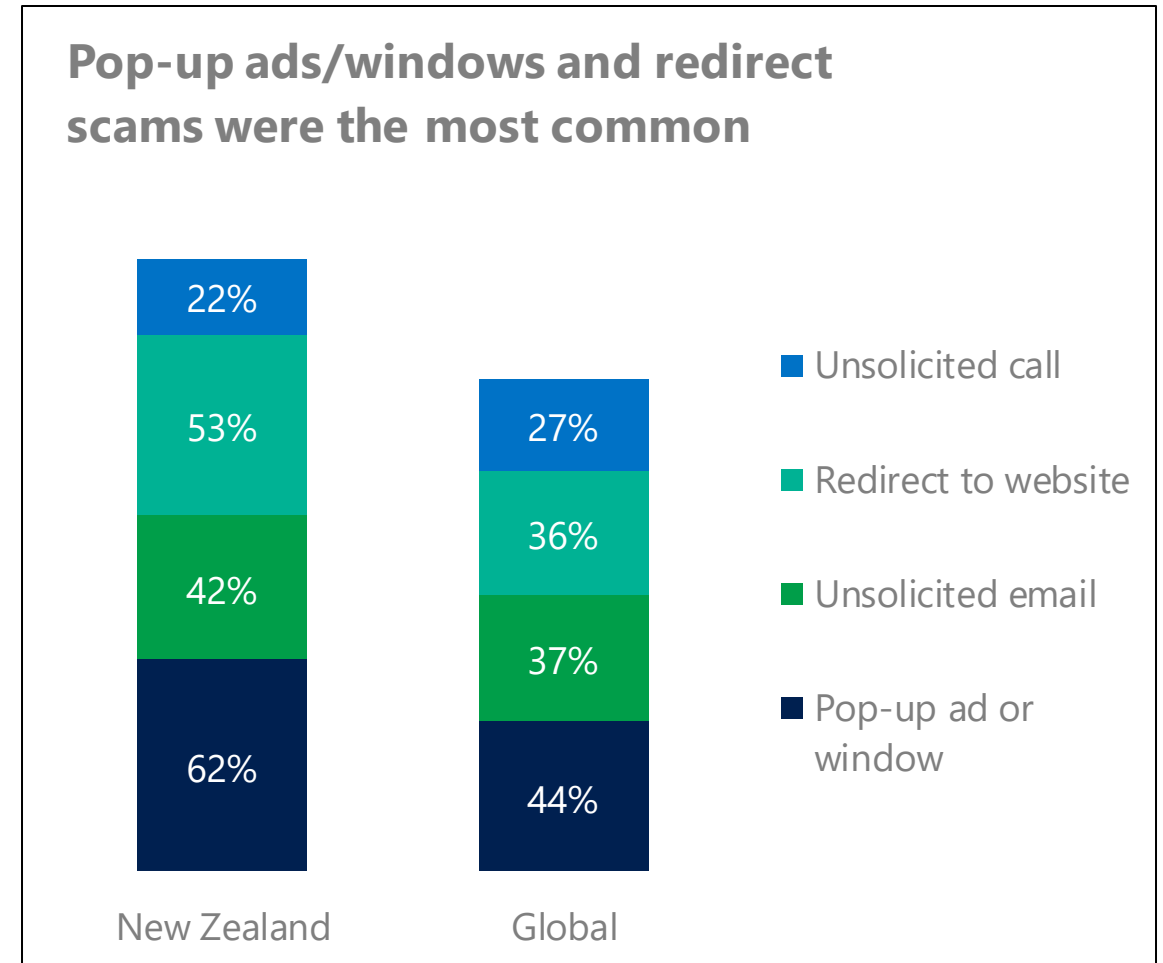
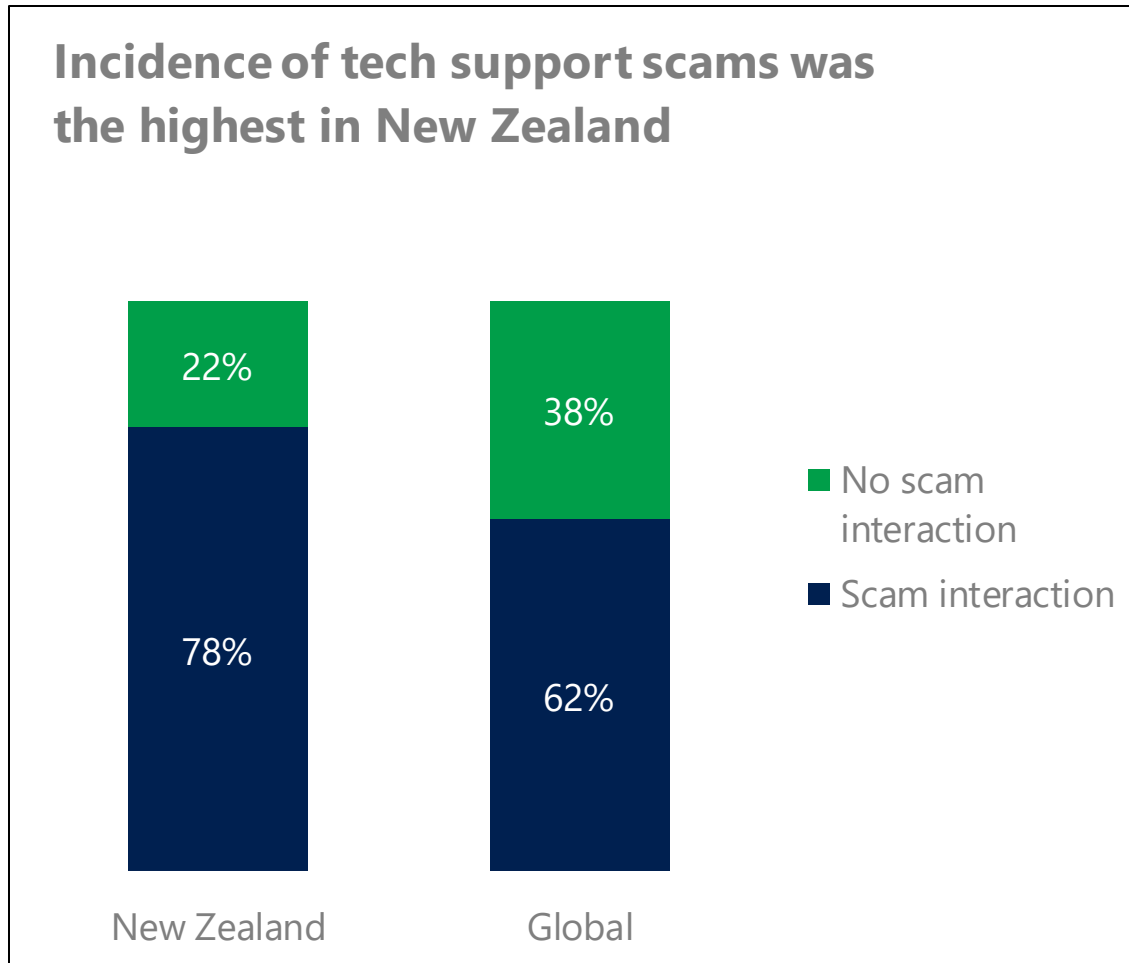
Note: Country percentages may not add to 100% due to rounding
 Q2. For each of the interactions you experienced, please indicate which actions you took, Q8. As a result of this interaction, have you lost any money?

Rates of tech support scam loss became more consistent worldwide

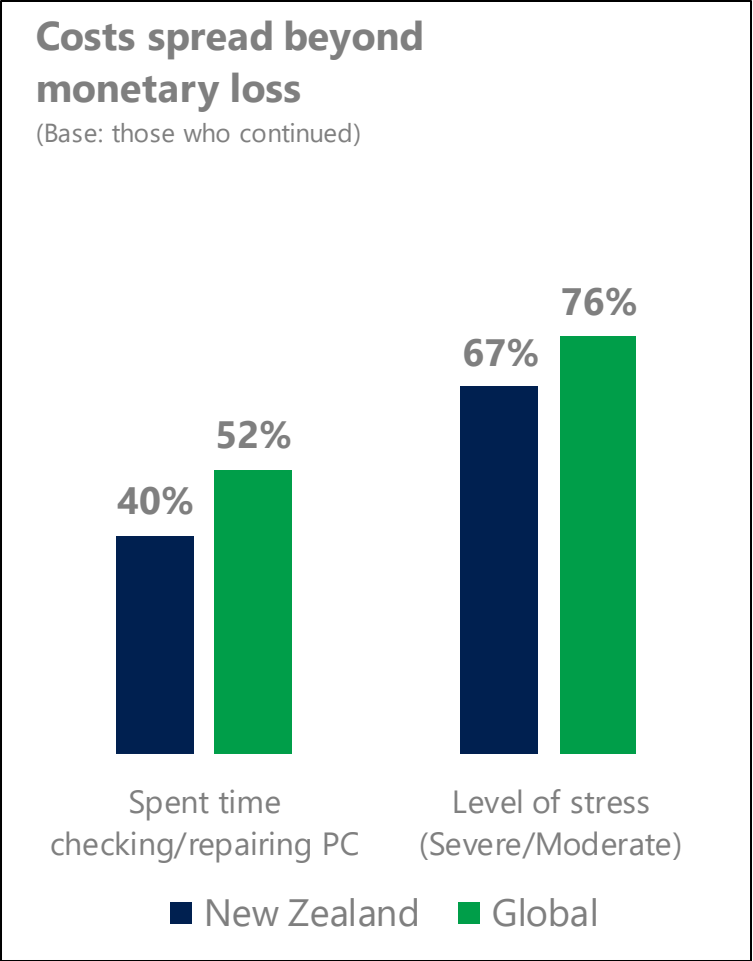
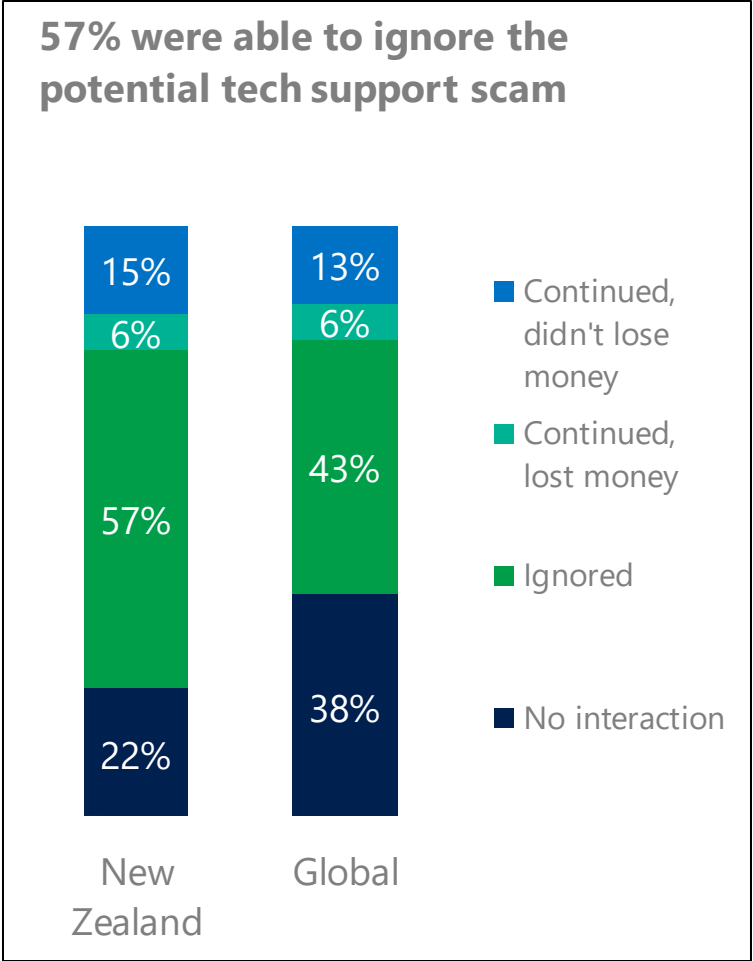
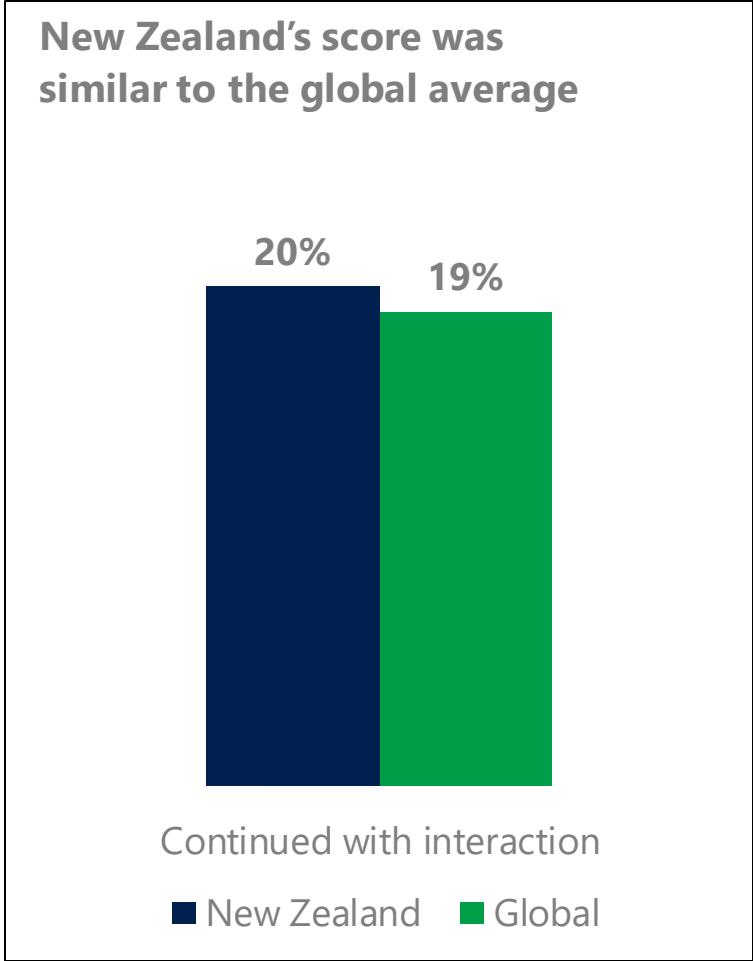
- ▶ The worldwide decline in scam loss was driven by declines in countries that had the highest rates of loss in 2016, led by India, U.S., China and Brazil.
- ▶ Conversely, countries which had the lowest scam incidence in 2016 (UK, Germany, Denmark) have regressed toward the worldwide average.
- ▶ New Zealand is right at the worldwide average with 6% losing money to scammers.



Nearly eight-in-ten consumers experienced a tech support scam



More than half of consumers were able to ignore the potential tech support scam



Q1a. Please indicate whether you have experienced any of the following in the last year or so (2017 and later).

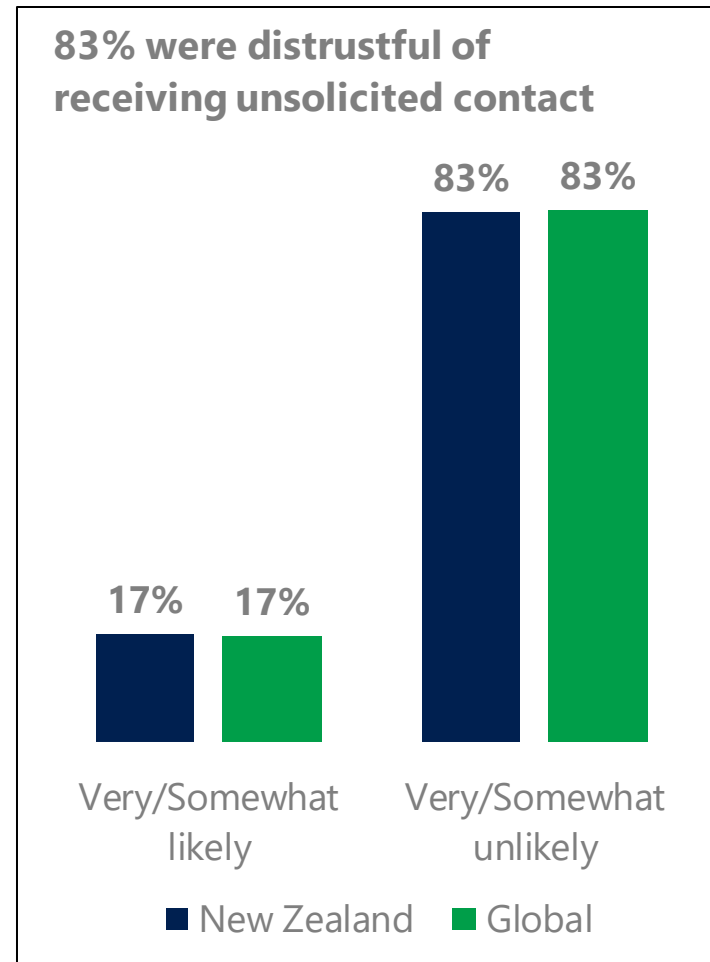
Q2. For each of the interactions you experienced, please indicate which actions you took.

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...

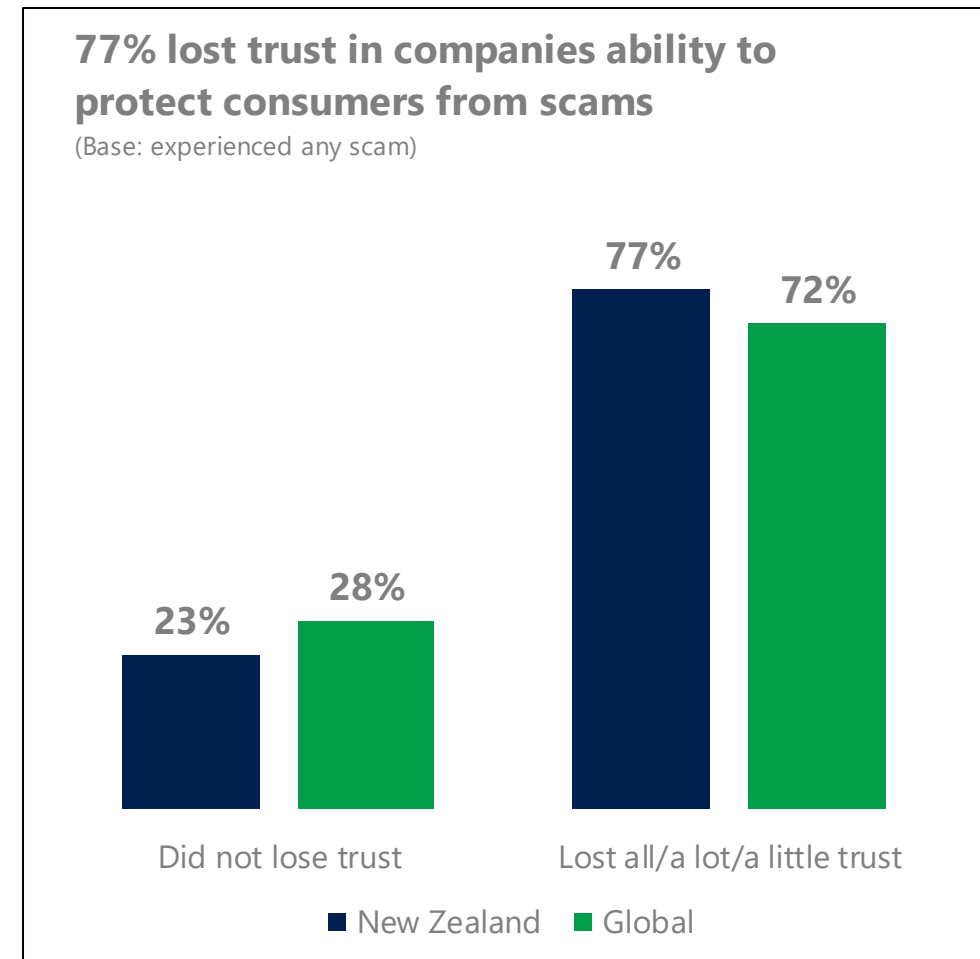
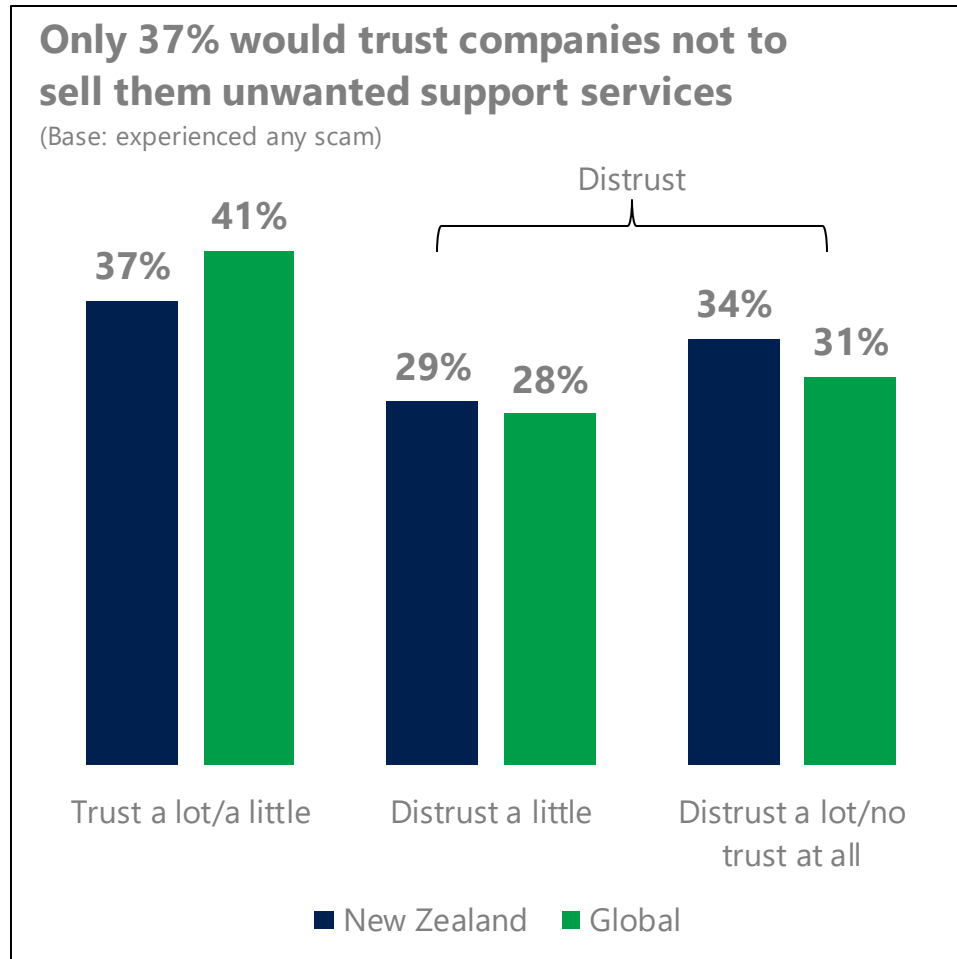
The selling of support services would be trusted by more than half of consumers who experienced a tech support scam

They had less trust in companies' ability to protect them from future tech support scams

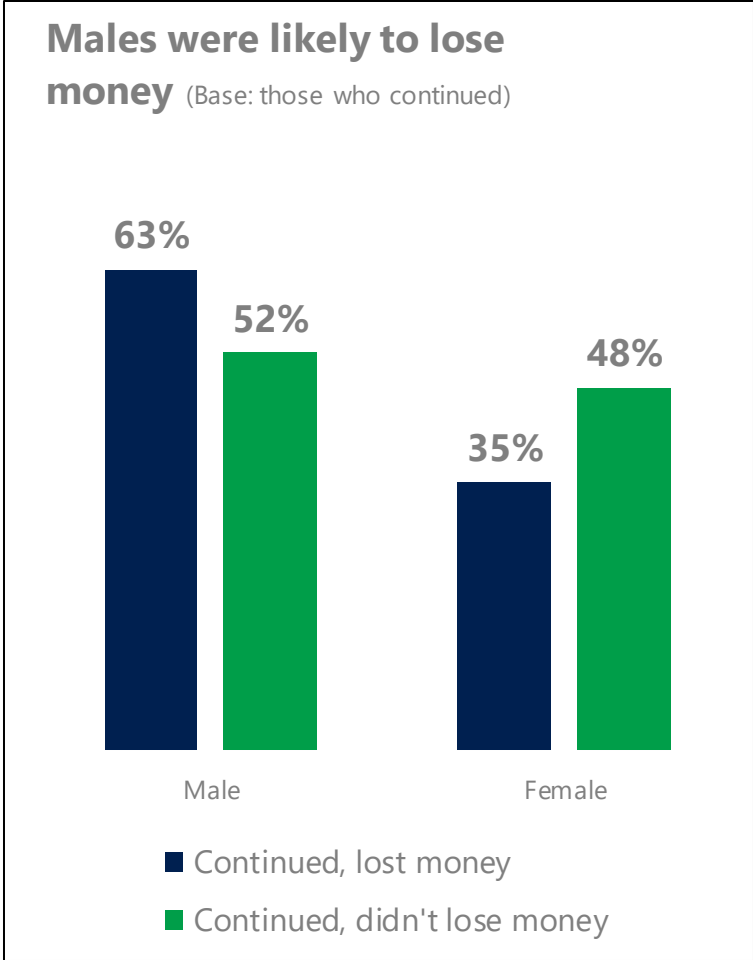
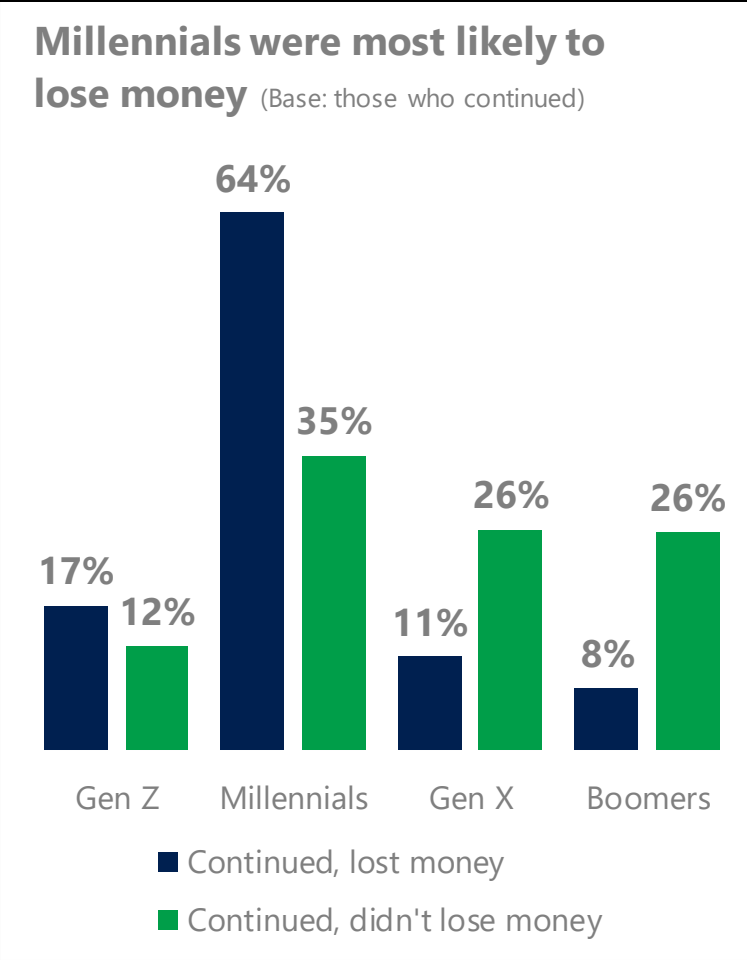
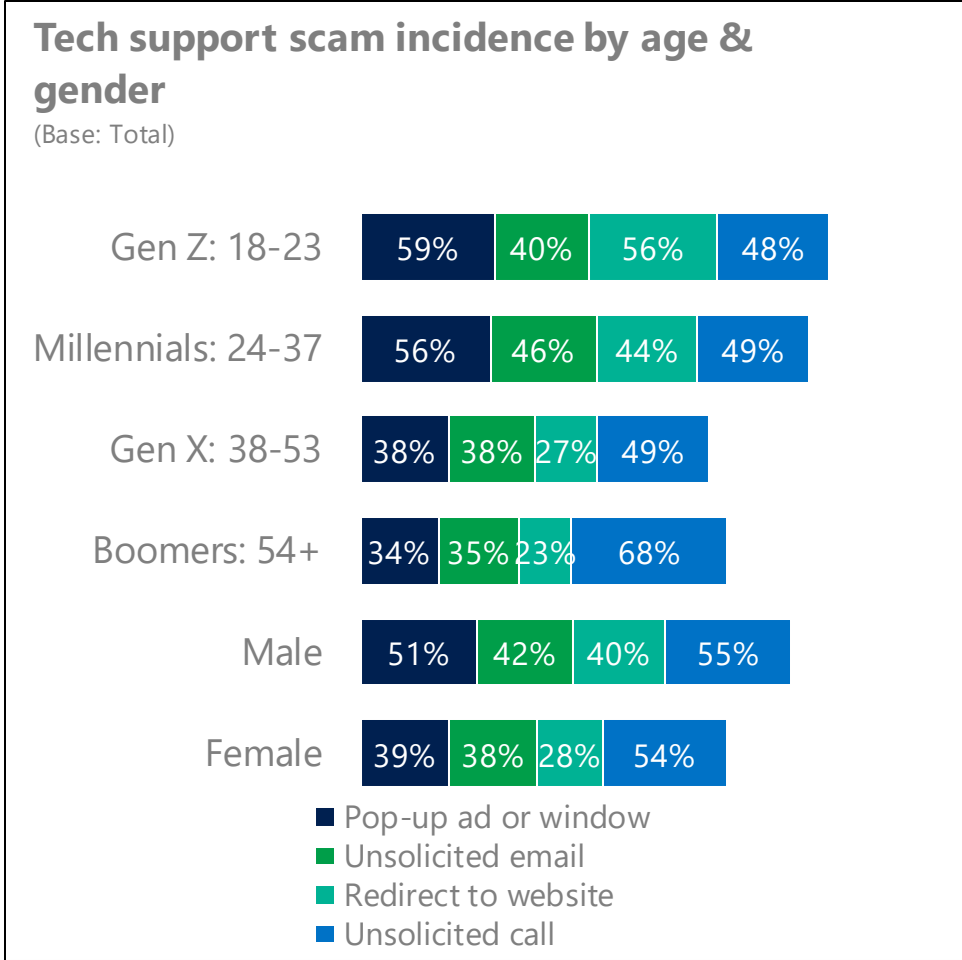


Q14. If you were to receive an unsolicited call or email like this from someone claiming to be from a reputable company offering you help, how likely would you be to trust them?
Q15. How likely do you think it is that a reputable company would contact customers without first receiving some form of interaction from the customer?

Consumers who experienced a tech support scam lost trust in software & technology companies

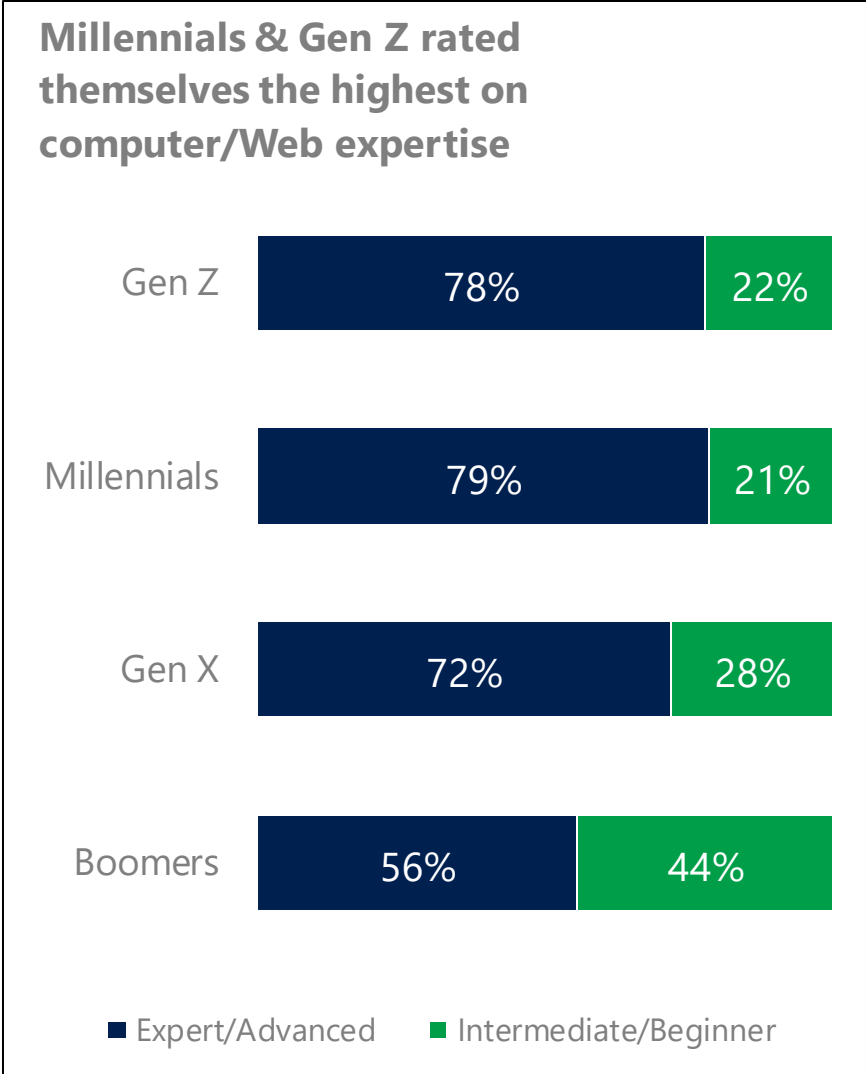
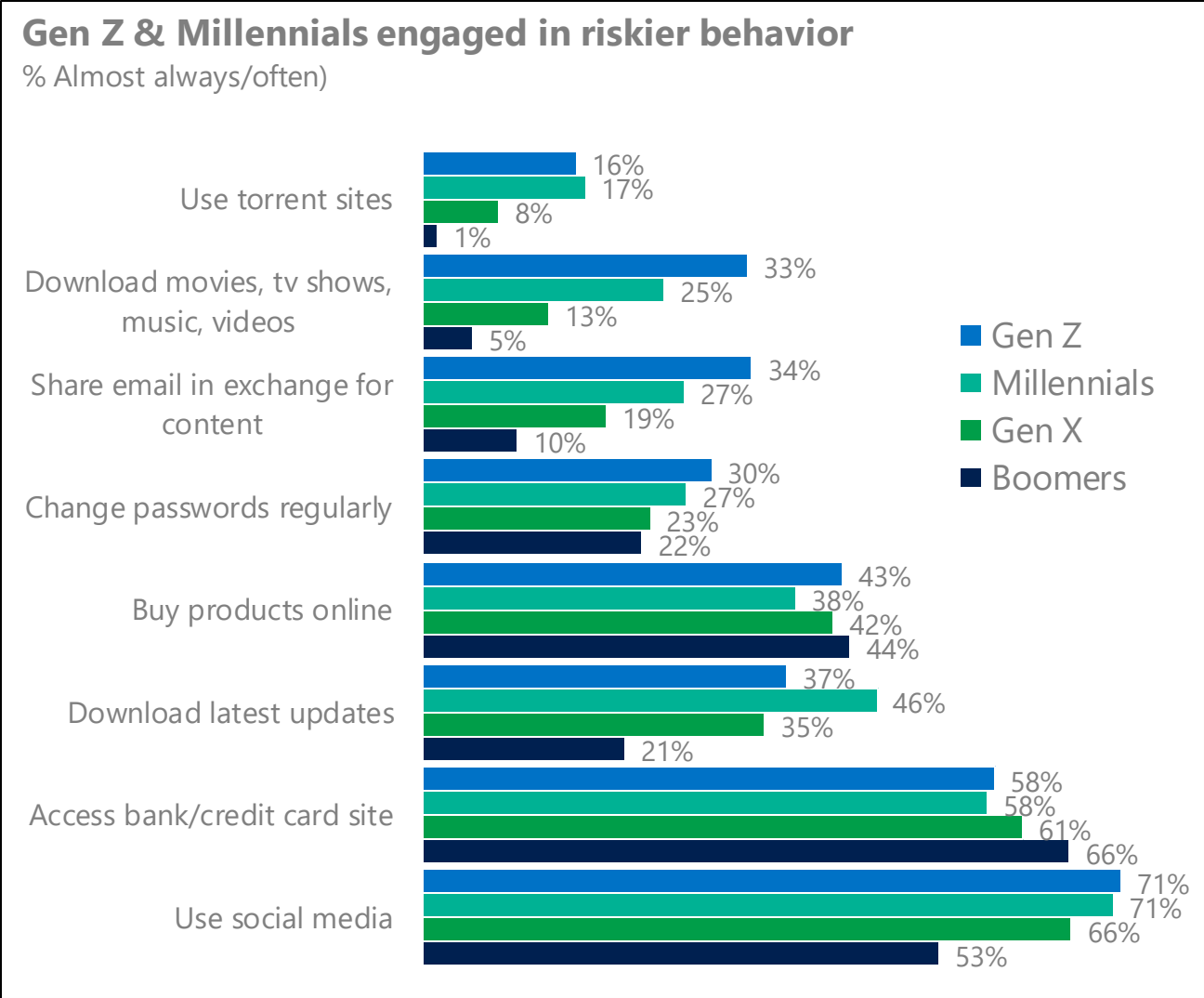


Males, Millennials & Gen Z had the highest exposure to tech support scams, though Boomers showed the highest levels of unsolicited calls



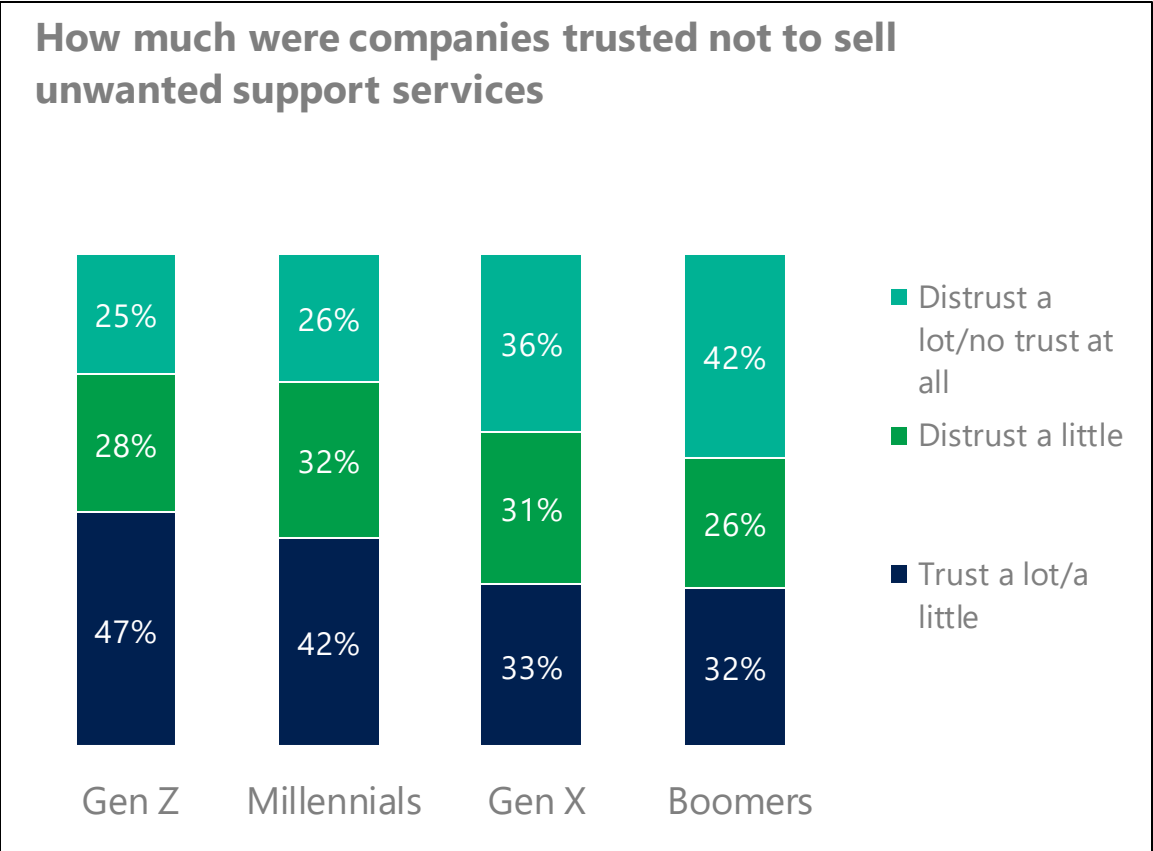
Q1a. Please indicate whether you have experienced any of the following in the last year or so (2017 and later).
 Q2. For each of the interactions you experienced, please indicate which actions you took
 Q8. As a result of this interaction, have you lost any money?

Gen Z & Millennials demonstrated riskier behavior and possible overconfidence

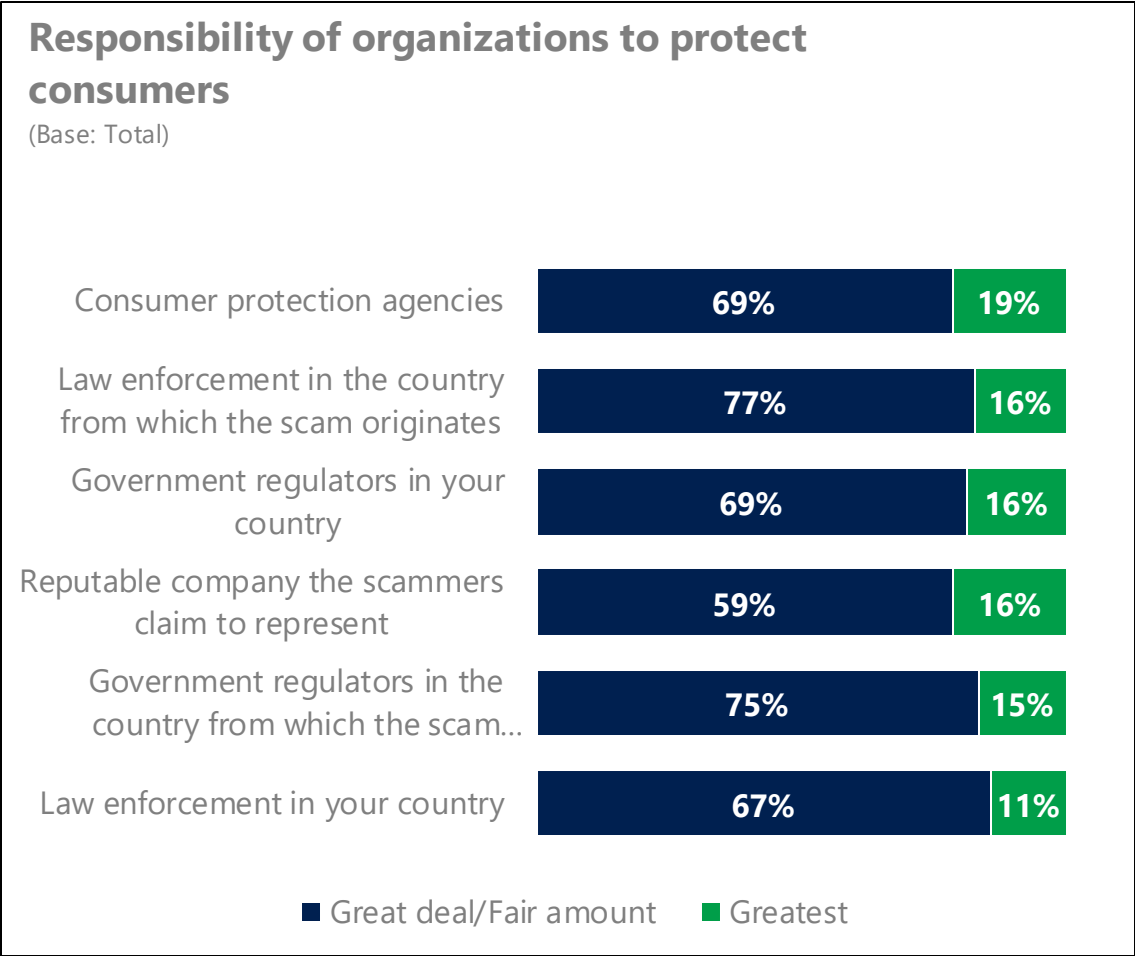


Q21A: Please check how often you do the following activities when you are online
 Q21b: Which best describes your experience with computers and how to use the Internet?

Gen Z & Millennials were the most trusting of companies not to sell them unwanted support services



Consumer protection agencies had the greatest responsibility for protecting consumers



Q17. For each of the following organizations, please indicate how much responsibility they should have for protecting consumers from this type of scam or intrusion?

Q18. In your opinion, which one has the greatest responsibility to protect consumers?

