Global Tech Support Scam Research

Global Summary, September 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 spend 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

*Within each country readable samples of Gen Z, Millennials, Gen X and Boomers were gathered. Worldwide sample is weighted 36% ages 18-34, 30% ages 35-49, and 34% ages 50+.
Exact percentages in each geo reflect that nation’s internet population.
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.
Millennials, Males & Gen Z had the highest exposure to tech support scams

| Tech Support Scam incidence by Age & Gender | Male | Female | | --- | --- | --- | --- | --- |
| --- | --- | --- | --- | --- |
| 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% |

<table>
<thead>
<tr>
<th>Millennials were most likely to lose money</th>
<th>Gen Z</th>
<th>Millennials</th>
<th>Gen X</th>
<th>Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>16%</td>
<td>16%</td>
<td>12%</td>
<td>2%</td>
</tr>
<tr>
<td>Female</td>
<td>9%</td>
<td>10%</td>
<td>4%</td>
<td>2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Males were more likely to lose money</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z</td>
<td>14%</td>
<td>7%</td>
</tr>
<tr>
<td>Millennials</td>
<td>16%</td>
<td>10%</td>
</tr>
<tr>
<td>Gen X</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>Boomers</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

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?
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.

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…

*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
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.

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### Most believed companies would not initiate unsolicited contact

<table>
<thead>
<tr>
<th>Year</th>
<th>Very/Somewhat unlikely</th>
<th>Very/Somewhat likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>37%</td>
<td>63%</td>
</tr>
<tr>
<td>2018</td>
<td>25%</td>
<td>75%</td>
</tr>
</tbody>
</table>

### Most were distrustful of unsolicited contact

<table>
<thead>
<tr>
<th>Likelihood</th>
<th>2016</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very likely</td>
<td>13%</td>
<td>3%</td>
</tr>
<tr>
<td>Somewhat likely</td>
<td>22%</td>
<td>13%</td>
</tr>
<tr>
<td>Somewhat unlikely</td>
<td>25%</td>
<td>22%</td>
</tr>
<tr>
<td>Very unlikely</td>
<td>37%</td>
<td>61%</td>
</tr>
</tbody>
</table>

### Trust companies not to sell unnecessary support services

<table>
<thead>
<tr>
<th>Trust Level</th>
<th>2016</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trust a lot/a little</td>
<td>41%</td>
<td>31%</td>
</tr>
<tr>
<td>Distrust a little</td>
<td>28%</td>
<td>22%</td>
</tr>
<tr>
<td>Distrust a lot/no trust at all</td>
<td>31%</td>
<td>62%</td>
</tr>
</tbody>
</table>

### 72% lost trust in companies ability to protect people from scams

<table>
<thead>
<tr>
<th>Trust Level</th>
<th>2016</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lost all trust</td>
<td>28%</td>
<td>6%</td>
</tr>
<tr>
<td>Lost a lot of trust</td>
<td>44%</td>
<td>22%</td>
</tr>
<tr>
<td>Lost a little trust</td>
<td>22%</td>
<td>13%</td>
</tr>
<tr>
<td>Did not lose any trust</td>
<td>31%</td>
<td>61%</td>
</tr>
</tbody>
</table>

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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? Q13b. How much do you trust software and technology companies not to sell you unnecessary support or repair services to fix new problems that are discovered on your computer? Q13c. Thinking back on each interaction, how much trust have you lost in reputable companies like Apple, Facebook, Google and Microsoft to protect you from the types of interactions you experienced?
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)**

- Use social media
- Access bank, credit card accounts
- Buy products online
- Timely download of software updates
- Regularly change passwords
- Share email in exchange for content
- Download movie, music, videos
- Use Torrent sites

**Millennials were most likely to believe unsolicited contact is normal**

- Gen Z: 30% (Very/Somewhat likely), 70% (Very/Somewhat unlikely)
- Millennials: 33% (Very/Somewhat likely), 67% (Very/Somewhat unlikely)
- Gen X: 22% (Very/Somewhat likely), 78% (Very/Somewhat unlikely)
- Boomers: 18% (Very/Somewhat likely), 82% (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?
### Impact of tech support scams by country 2016 & 2018

**2016 (ranked by no interaction)**

<table>
<thead>
<tr>
<th>Country</th>
<th>Continued -- lost money</th>
<th>Continued - didn't lose</th>
<th>Ignored</th>
<th>No interaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>4%</td>
<td>44%</td>
<td>9%</td>
<td>49%</td>
</tr>
<tr>
<td>China</td>
<td>16%</td>
<td>19%</td>
<td>20%</td>
<td>45%</td>
</tr>
<tr>
<td>France</td>
<td>41%</td>
<td>51%</td>
<td>37%</td>
<td>32%</td>
</tr>
<tr>
<td>Denmark</td>
<td>42%</td>
<td>57%</td>
<td>37%</td>
<td>27%</td>
</tr>
<tr>
<td>Singapore</td>
<td>7%</td>
<td>12%</td>
<td>46%</td>
<td>35%</td>
</tr>
<tr>
<td>Global</td>
<td>9%</td>
<td>11%</td>
<td>49%</td>
<td>32%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>9%</td>
<td>8%</td>
<td>59%</td>
<td>31%</td>
</tr>
<tr>
<td>Brazil</td>
<td>12%</td>
<td>7%</td>
<td>52%</td>
<td>28%</td>
</tr>
<tr>
<td>Australia</td>
<td>5%</td>
<td>7%</td>
<td>62%</td>
<td>26%</td>
</tr>
<tr>
<td>Canada</td>
<td>10%</td>
<td>10%</td>
<td>61%</td>
<td>25%</td>
</tr>
<tr>
<td>South Africa</td>
<td>8%</td>
<td>13%</td>
<td>58%</td>
<td>22%</td>
</tr>
<tr>
<td>United States</td>
<td>21%</td>
<td>12%</td>
<td>46%</td>
<td>21%</td>
</tr>
<tr>
<td>India</td>
<td>22%</td>
<td>32%</td>
<td>26%</td>
<td>20%</td>
</tr>
</tbody>
</table>

**2018 (ranked by no interaction)**

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

*New in 2018

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?
Anatomy of tech support scams

Scam exposure had costs beyond the initial loss of money

Nearly half of those continuing incurred a direct economic cost

- 63% Exposed to Scam
- 37% No Interaction
- 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%.

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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 items you experienced, please indicate whether you continued with the interaction and took the recommended actions, initially continued but then did not take further action, or ignored the interaction. Q8. As a result of this interaction, have you lost any money?
Country Snapshots
Country Snapshot: Australia

Types of tech support scams
- 74% Any scam
  - 50% Unsolicited call
  - 33% Redirect to website
  - 40% Unsolicited email
  - 47% Pop-up ad or window
- 69% Any scam
  - 46% Unsolicited call
  - 34% Redirect to website
  - 40% Unsolicited email
  - 42% Pop-up ad or window

Possible scam outcomes
- Slight increase in losing money (Base: those who continued)
- 5% Continued, lost money
- 7% Continued, didn’t lose money
- 62% Ignored
- 26% No interaction
- 6% More avoided scam completely

Costs spread beyond monetary loss
- 69% Spent time checking/repairing PC
- 52% Level of stress (Severe/Moderate)

Possible scam outcomes by age & gender
- Gen Z: 18-23
  - 56% Male
  - 49% Female
- Millennials: 24-37
  - 52% Male
  - 46% Female
- Gen X: 38-53
  - 38% Male
  - 39% Female
- Boomers: 54+
  - 31% Male
  - 39% Female

Percent believing companies would not initiate unsolicited contact fell
- 91% Very/Somewhat unlikely in 2016
- 79% Very/Somewhat likely in 2018

Online activities (% almost always/often)
- Use social media
- Access bank/credit card site
- Download latest updates
- Buy products online
- Change passwords regularly
- Share email in exchange for content
- Download movies, music, videos
- Use torrent sites

Tech support scam incidence by age & gender
- New item in 2018

New item in 2018
### Country Snapshot: Brazil

#### Types of tech support scams

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

- **2018**
  - Any scam: 16%
  - Unsolicited call: 66%
  - Redirect to website: 47%
  - Unsolicited email: 44%
  - Pop-up ad or window: 57%

#### Possible scam outcomes

<table>
<thead>
<tr>
<th>Year</th>
<th>Continued, lost money</th>
<th>Continued, didn’t lose money</th>
<th>Ignored</th>
<th>No interaction</th>
<th>More avoided scam completely</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>12%</td>
<td>7%</td>
<td>52%</td>
<td>28%</td>
<td>12%</td>
</tr>
<tr>
<td>2018</td>
<td>7%</td>
<td>19%</td>
<td>43%</td>
<td>34%</td>
<td>12%</td>
</tr>
</tbody>
</table>

#### Costs spread beyond monetary loss

- **Spent time checking/repairing PC**
  - Brazil: 69%
  - Global: 82%

- **Level of stress (Severe/Moderate)**
  - Brazil: 52%
  - Global: 76%

#### Most believed companies would not initiate unsolicited contact

<table>
<thead>
<tr>
<th>Year</th>
<th>Very/Somewhat unlikely</th>
<th>Very/Somewhat likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>77%</td>
<td>23%</td>
</tr>
<tr>
<td>2018</td>
<td>83%</td>
<td>17%</td>
</tr>
</tbody>
</table>

#### Tech support scam incidence by age & gender

- **Gen Z: 18-23**
  - Male: 64% (Unsolicited call), 57% (Redirect to website), 57% (Unsolicited email)
  - Female: 49% (Unsolicited email), 39% (Redirect to website), 42% (Unsolicited call)

- **Millennials: 24-37**
  - Male: 58% (Unsolicited email), 47% (Redirect to website), 47% (Unsolicited call)
  - Female: 45% (Unsolicited email), 38% (Redirect to website), 38% (Unsolicited call)

- **Gen X: 38-53**
  - Male: 45% (Unsolicited email), 38% (Redirect to website), 38% (Unsolicited call)
  - Female: 37% (Unsolicited email), 37% (Redirect to website), 37% (Unsolicited call)

- **Boomers: 54+**
  - Male: 37% (Unsolicited email), 37% (Redirect to website), 37% (Unsolicited call)
  - Female: 49% (Unsolicited email), 39% (Redirect to website), 42% (Unsolicited call)

#### Online activities (% almost always/often)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Brazil</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use social media</td>
<td>83%</td>
<td>83%</td>
</tr>
<tr>
<td>Access bank/credit card site</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>Download latest updates</td>
<td>45%</td>
<td>45%</td>
</tr>
<tr>
<td>Buy products online</td>
<td>39%</td>
<td>39%</td>
</tr>
<tr>
<td>Change passwords regularly</td>
<td>71%</td>
<td>71%</td>
</tr>
<tr>
<td>Share email in exchange for content</td>
<td>39%</td>
<td>39%</td>
</tr>
<tr>
<td>Download movies, music, videos</td>
<td>46%</td>
<td>46%</td>
</tr>
<tr>
<td>Use torrent sites</td>
<td>28%</td>
<td>28%</td>
</tr>
</tbody>
</table>

#### New item in 2018

- **Gen Z: 18-23**
- **Millennials: 24-37**
- **Gen X: 38-53**
- **Boomers: 54+**
Country Snapshot Canada

Types of tech support scams
- 75% Any scam
  - 47% Unsolicited call
  - 38% Redirect to website
  - 39% Unsolicited email
  - 50% Pop-up ad or window

- 67% Any scam
  - 38% Unsolicited call
  - 40% Redirect to website
  - 39% Unsolicited email
  - 48% Pop-up ad or window

2016 2018

Possible scam outcomes
- 2016
  - 4% Unsolicited call
  - 10% Redirect to website
  - 61% Unsolicited email
  - 25% Pop-up ad or window

- 2018
  - 4% Unsolicited call
  - 13% Redirect to website
  - 51% Unsolicited email
  - 33% Pop-up ad or window

Possible scam outcomes
- 4% Slight decrease in losing money
- 10% Continued, lost money
- 13% Continued, didn’t lose money
- 33% Ignored
- 33% No interaction
- 48% More avoided scam completely

Costs spread beyond monetary loss
(Base: those who continued)
- 40% Spent time checking/repairing PC
- 48% Canada
- 77% Level of stress (Severe/Moderate)
- 76% Global

88% believed companies would not initiate unsolicited contact
- 95% 2016
- 88% 2018

Tech support scam incidence by age & gender
- Gen Z: 18-23
  - 60% Male
  - 46% Female
  - 49% Very/Somewhat unlikely
  - 36% Very/Somewhat likely

- Millennials: 24-37
  - 47% Male
  - 38% Female
  - 43% Very/Somewhat unlikely
  - 32% Very/Somewhat likely

- Gen X: 38-53
  - 49% Male
  - 39% Female
  - 41% Very/Somewhat unlikely
  - 36% Very/Somewhat likely

- Boomers: 54+
  - 43% Male
  - 36% Female
  - 32% Very/Somewhat unlikely
  - 45% Very/Somewhat likely

Online activities (% almost always/often)
- Use social media
  - 79% Gen Z: 18-23
  - 69% Millennials: 24-37
  - 70% Gen X: 38-53
  - 79% Boomers: 54+

- Access bank, credit card accounts
  - 62% Gen Z: 18-23
  - 62% Millennials: 24-37
  - 63% Gen X: 38-53
  - 62% Boomers: 54+

- Buy products online
  - 36% Gen Z: 18-23
  - 36% Millennials: 24-37
  - 34% Gen X: 38-53
  - 36% Boomers: 54+

- Timely download of software updates
  - 38% Gen Z: 18-23
  - 38% Millennials: 24-37
  - 38% Gen X: 38-53
  - 38% Boomers: 54+

- Regularly change passwords
  - 30% Gen Z: 18-23
  - 28% Millennials: 24-37
  - 28% Gen X: 38-53
  - 28% Boomers: 54+

- Share email in exchange for content
  - 25% Gen Z: 18-23
  - 32% Millennials: 24-37
  - 25% Gen X: 38-53
  - 32% Boomers: 54+

- Download movie, music, videos
  - 25% Gen Z: 18-23
  - 32% Millennials: 24-37
  - 25% Gen X: 38-53
  - 32% Boomers: 54+

- Use Torrent sites
  - 25% Gen Z: 18-23
  - 32% Millennials: 24-37
  - 25% Gen X: 38-53
  - 32% Boomers: 54+

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
Country Snapshot: China

Types of tech support scams
- 55% Any scam
  - 20% Unsolicited call
  - 27% Redirect to website
  - 28% Unsolicited email
  - 42% Pop-up ad or window

Possible scam outcomes
- 16% Fewer lost money
  - 19% Continued, lost money
  - 20% Continued, didn’t lose money
  - 19% Ignored
  - 45% No interaction
  - 57% More avoided scam completely

Costs spread beyond monetary loss
- 71% Spent time checking/repairing PC
- 77% Level of stress (Severe/Moderate)

Most believed companies would not initiate unsolicited contact
- 2016
  - 72% Very/Somewhat unlikely
  - 28% Very/Somewhat likely
- 2018
  - 69% Very/Somewhat unlikely
  - 31% Very/Somewhat likely

Tech support scam incidence by age & gender
- Gen Z: 18-23
  - Gen: 36% Male, 37% Female
  - Age: 19% Male, 23% Female
  - Gender: 22% Male, 20% Female
- Millennials: 24-37
  - Gen: 40% Male, 37% Female
  - Age: 31% Male, 23% Female
  - Gender: 28% Male, 20% Female
- Gen X: 38-53
  - Gen: 29% Male, 27% Female
  - Age: 18% Male, 21% Female
  - Gender: 19% Male, 16% Female
- Boomers: 54+
  - Gen: 21% Male, 27% Female
  - Age: 19% Male, 21% Female
  - Gender: 20% Male, 16% Female

Online activities (% almost always/often)
- Use social media
  - Gen Z: 18-23 50% Male, 60% Female
  - Millennials: 24-37 46% Male, 55% Female
  - Gen X: 38-53 35% Male, 45% Female
  - Boomers: 54+ 21% Male, 26% Female
- Access bank/credit card site
  - Gen Z: 18-23 36% Male, 31% Female
  - Millennials: 24-37 35% Male, 33% Female
  - Gen X: 38-53 31% Male, 32% Female
  - Boomers: 54+ 23% Male, 21% Female
- Download latest updates
  - Gen Z: 18-23 38% Male, 36% Female
  - Millennials: 24-37 33% Male, 35% Female
  - Gen X: 38-53 29% Male, 27% Female
  - Boomers: 54+ 22% Male, 19% Female
- Buy products online
  - Gen Z: 18-23 52% Male, 55% Female
  - Millennials: 24-37 51% Male, 52% Female
  - Gen X: 38-53 51% Male, 51% Female
  - Boomers: 54+ 40% Male, 40% Female
- Change passwords regularly
  - Gen Z: 18-23 21% Male, 23% Female
  - Millennials: 24-37 19% Male, 21% Female
  - Gen X: 38-53 18% Male, 20% Female
  - Boomers: 54+ 15% Male, 15% Female
- Share email in exchange for content
  - Gen Z: 18-23 17% Male, 19% Female
  - Millennials: 24-37 15% Male, 17% Female
  - Gen X: 38-53 15% Male, 15% Female
  - Boomers: 54+ 12% Male, 15% Female
- Download movies, tv shows, music, videos
  - Gen Z: 18-23 52% Male, 52% Female
  - Millennials: 24-37 52% Male, 52% Female
  - Gen X: 38-53 51% Male, 51% Female
  - Boomers: 54+ 42% Male, 42% Female
- Use torrent sites
  - Gen Z: 18-23 55% Male, 55% Female
  - Millennials: 24-37 54% Male, 54% Female
  - Gen X: 38-53 53% Male, 53% Female
  - Boomers: 54+ 47% Male, 47% Female

New item in 2018
- Spent time checking/repairing PC
- Level of stress (Severe/Moderate)
- Use social media
  - Gen Z: 18-23
  - Millennials: 24-37
  - Gen X: 38-53
  - Boomers: 54+

New in 2018
- Type of tech support scams
- Possible scam outcomes
- Costs spread beyond monetary loss
Country Snapshot Denmark

Types of tech support scams

- Any scam:
  - 2016: 63%
  - 2018: 68%

- Possible scam outcomes:
  - 2016:
    - Unsolicited call: 47%
    - Redirect to website: 31%
    - Unsolicited email: 32%
  - 2018:
    - Unsolicited call: 37%
    - Redirect to website: 43%
    - Unsolicited email: 37%

- Costs spread beyond monetary loss:
  - 2016:
    - More lost money: 56%
    - Continued, didn’t lose money: 52%
    - Ignored: 7%
    - No interaction: 9%
  - 2018:
    - More lost money: 56%
    - Continued, didn’t lose money: 76%
    - Ignored: 7%

- Country Snapshot: Denmark

- Most believed companies would not initiate unsolicited contact:
  - 2016:
    - Gen Z: 18-23: 92%
    - Millennials: 24-37: 84%
    - Gen X: 38-53: 84%
    - Boomers: 54+: 8%
  - 2018:
    - Gen Z: 18-23: 84%
    - Millennials: 24-37: 16%
    - Gen X: 38-53: 16%
    - Boomers: 54+: 8%

- Tech support scam incidence by age & gender:
  - Gen Z: 18-23:
    - Male: 63%
    - Female: 49%
  - Millennials: 24-37:
    - Male: 56%
    - Female: 49%
  - Gen X: 38-53:
    - Male: 43%
    - Female: 39%
  - Boomers: 54+:
    - Male: 30%
    - Female: 34%

- Online activities (% almost always/often):
  - Use social media: 62%
  - Access bank/credit card site: 73%
  - Download latest updates: 56%
  - Buy products online: 40%
  - Change passwords regularly: 24%
  - Share email in exchange for content: 24%
  - Download movies, TV shows, music, videos: 19%
  - Use torrent sites: 11%

- New item in 2018:
  - Pop-up ad or window
  - Unsolicited email
  - Redirect to website
**Country Snapshot France**

### Types of tech support scams

<table>
<thead>
<tr>
<th>Any scam</th>
<th>2016</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>57%</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>59%</td>
<td>29%</td>
<td>33%</td>
</tr>
<tr>
<td>37%</td>
<td>37%</td>
<td>34%</td>
</tr>
<tr>
<td>43%</td>
<td>43%</td>
<td>45%</td>
</tr>
</tbody>
</table>

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

### Possible scam outcomes

<table>
<thead>
<tr>
<th>2016</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>51%</td>
<td>41%</td>
</tr>
<tr>
<td>43%</td>
<td>41%</td>
</tr>
</tbody>
</table>

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

### Costs spread beyond monetary loss

(Base: those who continued)

- 48% Spent time checking/repairing PC
- 52% Switzerland

<table>
<thead>
<tr>
<th>France</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>78%</td>
<td>76%</td>
</tr>
</tbody>
</table>

### Most believed companies would not initiate unsolicited contact

<table>
<thead>
<tr>
<th>2016</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>96%</td>
<td>12%</td>
</tr>
<tr>
<td>4%</td>
<td>88%</td>
</tr>
</tbody>
</table>

- Very/Somewhat unlikely
- Very/Somewhat likely

### Tech support scam incidence by age & gender

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2016</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z: 18-23</td>
<td>58%</td>
<td>35%</td>
</tr>
<tr>
<td>Millennials: 24-37</td>
<td>49%</td>
<td>38%</td>
</tr>
<tr>
<td>Gen X: 38-53</td>
<td>44%</td>
<td>32%</td>
</tr>
<tr>
<td>Boomers: 54+</td>
<td>40%</td>
<td>32%</td>
</tr>
</tbody>
</table>

- Male
- Female

### Online activities (% almost always/often)

- Use social media
- Access bank/credit card site
- Download latest updates
- Buy products online
- Change passwords regularly
- Share email in exchange for content
- Download movies, TV shows, music, videos
- Use torrent sites

**New item in 2018**

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

Types of tech support scams
- Any scam
  - 2016: 51%, 52%
  - 2018: 35%, 34%
- Unsolicited call
  - 2016: 12%, 16%
  - 2018: 35%, 34%
- Redirect to website
  - 2016: 23%, 26%
  - 2018: 34%, 34%
- Unsolicited email
  - 2016: 35%, 34%
- Pop-up ad or window
  - 2016: 32%, 34%
  - 2018: 34%, 34%

Possible scam outcomes
- 2016: 3%, 4%, 44%, 49%
- 2018: 4%, 8%, 48%, 49%

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

Slight increase in losing money

Costs spread beyond monetary loss
- Spent time checking/repairing PC
  - Germany: 48%, 52%
  - Global: 80%, 76%

Tech support scam incidence by age & gender
- Gen Z: 18-23
  - Very/Somewhat unlikely: 92%, 89%
  - Very/Somewhat likely: 8%, 11%
- Millennials: 24-37
  - Very/Somewhat unlikely: 53%, 38%
  - Very/Somewhat likely: 48%, 24%
- Gen X: 38-53
  - Very/Somewhat unlikely: 44%, 39%
  - Very/Somewhat likely: 30%, 6%
- Boomers: 54+
  - Very/Somewhat unlikely: 31%, 34%
  - Very/Somewhat likely: 23%, 6%
- Male
  - Very/Somewhat unlikely: 40%
  - Very/Somewhat likely: 32%
- Female
  - Very/Somewhat unlikely: 27%
  - Very/Somewhat likely: 28%

Online activities (% almost always/often)
- Use social media: 54%, 65%
- Access bank, credit card accounts: 36%, 36%
- Buy products online: 11%, 11%
- Timely download of software updates: 76%, 76%
- Regularly change passwords: 47%, 47%
- Share email in exchange for content: 34%, 34%
- Download movie, music, videos: 14%, 14%
- Use Torrent sites: 21%, 21%

Most believed companies would not initiate unsolicited contact
- 2016: 92%, 89%
- 2018: 8%, 11%

New item in 2018
Country Snapshot India

Types of tech support scams

- Unsolicited call: 80% (2016), 68% (2018)
- Redirect to website: 30% (2016), 56% (2018)
- Unsolicited email: 49% (2016), 44% (2018)
- Pop-up ad or window: 63% (2016), 56% (2018)

Possible scam outcomes

- Fewer lost money: 22% (2016), 14% (2018)
- Continued, lost money: 32% (2016), 26% (2018)
- Continued, didn’t lose money: 26% (2016), 28% (2018)
- Ignored: 20% (2016), 32% (2018)
- No interaction: 2018
  - More avoided scam completely: 20%

Costs spread beyond monetary loss

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

Most believed companies would not initiate unsolicited contact

- Gen Z: 18-23
  - 62% (2016), 68% (2018)
- Millennials: 24-37
  - 38% (2016), 32% (2018)
- Gen X: 38-53
  - 54% (2016), 41% (2018)
- Boomers: 54+
  - 37% (2016), 33% (2018)

Online activities (% almost always/often)

- Use social media: 70% (Gen Z 18-23), 63% (Millennials 24-37), 42% (Gen X 38-53), 35% (Boomers 54+)
- Access bank, credit card accounts: 48% (Gen Z 18-23), 43% (Millennials 24-37), 44% (Gen X 38-53), 48% (Boomers 54+)
- Buy products online: 59% (Gen Z 18-23), 50% (Millennials 24-37), 48% (Gen X 38-53), 48% (Boomers 54+)
- Timely download of software updates: 56% (Gen Z 18-23), 58% (Millennials 24-37), 58% (Gen X 38-53), 58% (Boomers 54+)
- Regularly change passwords: 54% (Gen Z 18-23), 46% (Millennials 24-37), 43% (Gen X 38-53), 40% (Boomers 54+)
- Share email in exchange for content: 42% (Gen Z 18-23), 46% (Millennials 24-37), 40% (Gen X 38-53), 40% (Boomers 54+)
- Download movie, music, videos: 54% (Gen Z 18-23), 50% (Millennials 24-37), 46% (Gen X 38-53), 48% (Boomers 54+)
- Use Torrent sites: 28% (Gen Z 18-23), 32% (Millennials 24-37), 28% (Gen X 38-53), 23% (Boomers 54+)

Tech support scam incidence by age & gender

- Gen Z: 18-23
  - Male: 60% (60%), 42% (42%)
  - Female: 57% (49%), 50% (50%)
- Millennials: 24-37
  - Male: 64% (64%), 53% (53%)
  - Female: 54% (41%), 41% (10%)
- Gen X: 38-53
  - Male: 54% (54%), 41% (41%)
  - Female: 37% (33%), 35% (35%)
- Boomers: 54+
  - Male: 33% (33%), 35% (35%)
  - Female: 40% (40%), 46% (46%)

New item in 2018
Country Snapshot: Japan

Types of tech support scams

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

Possible scam outcomes

- Fewer lost money
  - 6% Japan
  - 29% Global
- Continued, lost money
  - 13% Japan
  - 43% Global
- Continued, didn’t lose money
  - 2% Japan
  - 5% Global
- Ignored
  - 37% Japan
  - 65% Global
- No interaction
  - 30% Japan
  - 2% Global

More avoided scam completely

Costs spread beyond monetary loss

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

Most believed companies would not initiate unsolicited contact

- 83% Global
  - Very/Somewhat unlikely
- 90% Japan
  - Very/Somewhat likely
- 17% Global
  - Very/Somewhat likely
- 10% Japan
  - Very/Somewhat likely

Tech support scam incidence by age & gender

- Gen Z: 18-23
  - Male: 16% 13% 14% 6%
  - Female: 25% 14% 13% 9%
- Millennials: 24-37
  - Male: 34% 17% 23% 9%
  - Female: 34% 22% 25% 10%
- Gen X: 38-53
  - Male: 34% 20% 22% 6%
  - Female: 25% 18% 15% 3%
- Boomers: 54+
  - Male: 26% 18% 15% 3%
  - Female: 25% 18% 15% 3%

Online activities (% almost always/often)

- Use social media
  - 55.61%
- Access bank/credit card site
  - 13%
- Download latest updates
  - 30%
- Buy products online
  - 30%
- Change passwords regularly
  - 12%
- Share email in exchange for content
  - 24%
- Download movies, music, videos
  - 10%
- Use torrent sites
  - 18%

New item in 2018

- New item in 2018
- New item in 2018

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

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

Types of tech support scams
- 63% Any scam
  - 73% All scam
  - 6% Unsolicited call
  - 14% Redirect to website
  - 36% Unsolicited email
  - 37% Pop-up ad or window

Possible scam outcomes
- 6% Continued, lost money
- 14% Continued, didn't lose money
- 37% Ignored
- 43% No interaction

More lost money
- 46%
- 8%

Costs spread beyond monetary loss (Base: those who continued)
- 70% Spent time checking/repairing PC
- 76% Level of stress (Severe/Moderate)

Most believed companies would not initiate unsolicited contact
- 83% Very/Somewhat unlikely
- 17% Very/Somewhat likely

Tech support scam incidence by age & gender
- Gen Z: 18-23
  - Male: 67% 34% 62% 9%
  - Female: 54% 33% 48% 14%
- Millennials: 24-37
  - Male: 68% 50% 60% 22%
  - Female: 43% 30% 49% 12%
- Gen X: 38-53
  - Male: 58% 45% 52% 16%
  - Female: 43% 30% 44% 12%
- Boomers: 54+
  - Male: 43% 30% 34% 12%
  - Female: 52% 30% 48% 12%

Online activities (% almost always/often)
- Use social media
- Access bank/credit card sites
- Download latest updates
- Buy products online
- Change passwords regularly
- Share email in exchange for content
- Download movies, music, videos
- Use torrent sites

New item in 2018
- Gen Z: 18-23
- Millennials: 24-37
- Gen X: 38-53
- Boomers: 54+
Country Snapshot New Zealand

Types of tech support scams

- Global: 63% Any scam
- New Zealand: 78% Any scam
- New Zealand: 62% Pop-up ad or window
- New Zealand: 22% Unsolicited email
- Global: 37% Redirect to website
- Global: 27% Unsolicited call

Possible scam outcomes

- Global: 6% Match WW average
- New Zealand: 6% Match WW average
- Global: 6% No interaction
- New Zealand: 6% No interaction
- Global: 14% Continued, lost money
- New Zealand: 15% Continued, didn't lose money
- Global: 43% Ignored
- New Zealand: 57% Ignored

Most believed companies would not initiate unsolicited contact

- Global: 83% Very/Somewhat unlikely
- Global: 17% Very/Somewhat likely
- New Zealand: 90% Very/Somewhat unlikely
- New Zealand: 10% Very/Somewhat likely

Tech support scam incidence by age & gender

- Gen Z: 18-23: 59% Male, 90% Female
- Millennials: 24-37: 56% Male, 46% Female
- Gen X: 38-53: 38% Male, 27% Female
- Boomers: 54+: 34% Male, 23% Female

Online activities (% almost always/often)

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

New Zealand: 76%

Costs spread beyond monetary loss

- Global: 52% Spent time checking/repairing PC
- New Zealand: 40% Level of stress (Severe/Moderate)

Match WW average
- Global: 52%
- New Zealand: 76%

Fewest WW avoided scam completely
- New Zealand: 67%

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

Most believed companies would not initiate unsolicited contact

- Global: 83% Very/Somewhat unlikely
- Global: 17% Very/Somewhat likely
- New Zealand: 90% Very/Somewhat unlikely
- New Zealand: 10% Very/Somewhat likely

Tech support scam incidence by age & gender

- Gen Z: 18-23: 59% Male, 90% Female
- Millennials: 24-37: 56% Male, 46% Female
- Gen X: 38-53: 38% Male, 27% Female
- Boomers: 54+: 34% Male, 23% Female

Online activities (% almost always/often)

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

New Zealand: 76%

Costs spread beyond monetary loss

- Global: 52% Spent time checking/repairing PC
- New Zealand: 40% Level of stress (Severe/Moderate)

Match WW average
- Global: 52%
- New Zealand: 76%

Fewest WW avoided scam completely
- New Zealand: 67%

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
Country Snapshot Singapore

Types of tech support scams
- Any scam: 2016 - 52%, 2018 - 40%
  - Unsolicited call: 24%
  - Redirect to website: 37%
  - Unsolicited email: 35%
  - Pop-up ad or window: 43%

Possible scam outcomes
- 2016:
  - Fewer lost money: 7%
  - Continued, lost money: 12%
  - Continued, didn’t lose money: 46%
  - Ignored: 35%
- 2018:
  - Fewer lost money: 4%
  - Continued, lost money: 11%
  - Continued, didn’t lose money: 42%
  - Ignored: 43%

Costs spread beyond monetary loss
- Singapore: 81%
- Global: 76%

Possible scam outcomes (Base: those who continued)
- Fewer lost money: 50%
- Continued, lost money: 52%
- Continued, didn’t lose money: 81%
- Ignored: 52%
- No interaction: 35%
- More avoided scam completely: 46%

Most believed companies would not initiate unsolicited contact
- 2016: 84%
- 2018: 84%

Tech support scam incidence by age & gender
- Gen Z: 18-23
  - 2016: 45% (Very/Somewhat likely), 27% (Very/Somewhat unlikely)
  - 2018: 43% (Very/Somewhat likely), 21% (Very/Somewhat unlikely)
- Millennials: 24-37
  - 2016: 48% (Very/Somewhat likely), 41% (Very/Somewhat unlikely)
  - 2018: 41% (Very/Somewhat likely), 23% (Very/Somewhat unlikely)
- Gen X: 38-53
  - 2016: 46% (Very/Somewhat likely), 36% (Very/Somewhat unlikely)
  - 2018: 43% (Very/Somewhat likely), 23% (Very/Somewhat unlikely)
- Boomers: 54+
  - 2016: 28% (Very/Somewhat likely), 24% (Very/Somewhat unlikely)
  - 2018: 26% (Very/Somewhat likely), 21% (Very/Somewhat unlikely)

Online activities (% almost always/often)
- Use social media: 93%
- Access bank, credit card accounts: 98%
- Buy products online: 96%
- Timely download of software updates: 92%
- Regularly change passwords: 79%
- Share email in exchange for content: 52%
- Download movie, music, videos: 72%
- Use Torrent sites: 93%

Techniques used by scammers:
- Unlikely:
  - Very/Somewhat unlikely:
    - Very/Somewhat likely:
  - Very/Somewhat likely:
- Engaged more frequently in these activities:
  - Gen Z: 18-23
  - Millennials: 24-37
  - Gen X: 38-53
  - Boomers: 54+
## Country Snapshot: South Africa

### Types of tech support scams

<table>
<thead>
<tr>
<th>Year</th>
<th>Any scam (%)</th>
<th>Unsolicited call</th>
<th>Redirect to website</th>
<th>Unsolicited email</th>
<th>Pop-up ad or window</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>78%</td>
<td>28%</td>
<td>7%</td>
<td>45%</td>
<td>65%</td>
</tr>
<tr>
<td>2018</td>
<td>70%</td>
<td>22%</td>
<td>13%</td>
<td>33%</td>
<td>56%</td>
</tr>
</tbody>
</table>

### Possible scam outcomes

<table>
<thead>
<tr>
<th>Year</th>
<th>Continued, lost money (%)</th>
<th>Continued, didn’t lose money (%)</th>
<th>Ignored (%)</th>
<th>No interaction (%)</th>
<th>More avoided scam completely (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>8%</td>
<td>13%</td>
<td>58%</td>
<td>22%</td>
<td>29%</td>
</tr>
<tr>
<td>2018</td>
<td>4%</td>
<td>16%</td>
<td>51%</td>
<td>13%</td>
<td>16%</td>
</tr>
</tbody>
</table>

### Costs spread beyond monetary loss

(Base: those who continued)

<table>
<thead>
<tr>
<th>Activity</th>
<th>South Africa (%)</th>
<th>Global (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spent time checking/repairing PC</td>
<td>42%</td>
<td>52%</td>
</tr>
<tr>
<td>Level of stress (Severe/Moderate)</td>
<td>73%</td>
<td>76%</td>
</tr>
</tbody>
</table>

### Most believed companies would not initiate unsolicited contact

<table>
<thead>
<tr>
<th>Year</th>
<th>Very/Somewhat unlikely (%)</th>
<th>Very/Somewhat likely (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>91%</td>
<td>9%</td>
</tr>
<tr>
<td>2018</td>
<td>88%</td>
<td>12%</td>
</tr>
</tbody>
</table>

### Tech support scam incidence by age & gender

- **Gen Z: 18-23**
  - Male: 65% 39% 64% 38%
  - Female: 59% 45% 53% 26%
- **Millennials: 24-37**
  - Male: 65% 49% 58% 21%
  - Female: 52% 42% 44% 23%
- **Gen X: 38-53**
  - Male: 52% 42% 44% 23%
  - Female: 36% 36% 31% 29%
- **Boomers: 54+**
  - Male: 36% 31% 29%
  - Female: 54% 41% 47% 20%

**Online activities (% almost always/often)**

- **Use social media**: 44%
- **Access bank, credit card accounts**: 46%
- **Buy products online**: 45%
- **Timely download of software updates**: 39%
- **Regularly change passwords**: 35%
- **Share email in exchange for content**: 36%
- **Download movie, music, videos**: 49%
- **Use Torrent sites**: 32%

### Key findings

- **New item in 2018**
  - Male
  - Female
  - Those who continued & lost money engaged more frequently in these activities

### Additional notes

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

- **Gender**
  - Male
  - Female

- **New item in 2018**
  - Changes or additions specific to the year 2018.
Country Snapshot Switzerland

Types of tech support scams
- Any scam: 63% (Global), 59% (Switzerland)
  - Unsolicited call: 27% (Global), 25% (Switzerland)
  - Redirect to website: 36% (Global), 34% (Switzerland)
  - Unsolicited email: 37% (Global), 36% (Switzerland)
  - Pop-up ad or window: 44% (Global), 40% (Switzerland)

Possible scam outcomes
- More lost money: 6% (Global), 9% (Switzerland)
  - Continued, lost money: 14% (Global), 11% (Switzerland)
  - Continued, didn't lose money: 43% (Global), 39% (Switzerland)
  - Ignored: 37% (Global), 41% (Switzerland)
  - No interaction: 9% (Global), 6% (Switzerland)

Costs spread beyond monetary loss (Base: those who continued)
- More lost money: 52% (Global), 76% (Switzerland)
- Spent time checking/repairing PC: 50% (Global), 77% (Switzerland)

Online activities (% almost always/often)
- Use social media
- Access bank/credit card site
- Download latest updates
- Buy products online
- Change passwords regularly
- Share email in exchange for content
- Download movies, music, videos
- Use torrent sites

Tech support scam incidence by age & gender
- Gen Z: 18-23
  - Male: 48% (Global), 51% (Switzerland)
  - Female: 29% (Global), 44% (Switzerland)
- Millennials: 24-37
  - Male: 51% (Global), 42% (Switzerland)
  - Female: 44% (Global), 39% (Switzerland)
- Gen X: 38-53
  - Male: 42% (Global), 39% (Switzerland)
  - Female: 47% (Global), 34% (Switzerland)
- Boomers: 54+
  - Male: 28% (Global), 34% (Switzerland)
  - Female: 33% (Global), 27% (Switzerland)

Most believed companies would not initiate unsolicited contact
- Global: 83% (Very/Somewhat unlikely), 17% (Very/Somewhat likely)
- Switzerland: 86% (Very/Somewhat unlikely), 14% (Very/Somewhat likely)

New item in 2018
- Use torrent sites
- Share email in exchange for content
Country Snapshot United Kingdom

Types of tech support scams
- 69% Any scam (2016)
  - 46% Unsolicited call
  - 31% Redirect to website
  - 38% Unsolicited email
  - 25% Pop-up ad or window
- 62% Any scam (2018)
  - 40% Unsolicited call
  - 30% Redirect to website
  - 36% Unsolicited email
  - 36% Pop-up ad or window

Possible scam outcomes
- 2016
  - 59% Spent time checking/repairing PC
  - 31% No interaction
- 2018
  - 46% More avoided scam completely
  - 38% More lost money

Costs spread beyond monetary loss
(Base: those who continued)
- 40% United Kingdom
- 48% Global

Most believed companies would not initiate unsolicited contact
- 2016
  - 97% Very/Somewhat unlikely
- 2018
  - 88% Very/Somewhat unlikely

Tech support scam incidence by age & gender
- Gen Z: 18-23
  - Male: 51%, Female: 40%
  - Very/Somewhat likely
- Millennials: 24-37
  - Male: 40%, Female: 40%
  - Very likely
- Gen X: 38-53
  - Male: 36%, Female: 32%
  - Very likely
- Boomers: 54+
  - Male: 26%, Female: 31%
  - Very likely

Online activities (% almost always/often)
- Use social media
- Access bank, credit card accounts
- Buy products online
- Timely download of software updates
- Regularly change passwords
- Share email in exchange for content
- Download movie, music, videos
- Use Torrent sites

Costs spread beyond monetary loss
(Base: those who continued)
- 66% United Kingdom
- 76% Global

New item in 2018
- Use social media
- Access bank, credit card accounts
- Buy products online
- Timely download of software updates
- Regularly change passwords
- Share email in exchange for content
- Download movie, music, videos
- Use Torrent sites

Those who continued & lost money engaged more frequently in these activities
- Gen Z: 18-23
- Millennials: 24-37
- Gen X: 38-53
- Boomers: 54+
Country Snapshot United States

Types of tech support scams

- Unsolicited call: 42% in 2016, 40% in 2018
- Redirect to website: 48% in 2016, 41% in 2018
- Unsolicited email: 48% in 2016, 37% in 2018
- Pop-up ad or window: 60% in 2016, 50% in 2018

Possible scam outcomes

- Lost money: 21% in 2016, 21% in 2018
- Continued, didn't lose money: 12% in 2016, 11% in 2018
- Ignored: 46% in 2016, 49% in 2018
- No interaction: 33% in 2016, 32% in 2018

Fewer lost money (Base: those who continued)

- United States: 43%
- Global: 52%

Costs spread beyond monetary loss

- Those who continued & lost money: More avoided scam completely
- United States: 75%
- Global: 76%

Most believed companies would not initiate unsolicited contact

- Very/Somewhat unlikely: 74% in 2016, 87% in 2018
- Very/Somewhat likely: 26% in 2016, 13% in 2018

Tech support scam incidence by age & gender

- Gen Z: 18-23
  - Unsolicited call: 46% in 2016, 46% in 2018
  - Redirect to website: 33% in 2016, 33% in 2018
  - Unsolicited email: 46% in 2016, 33% in 2018
  - Pop-up ad or window: 33% in 2016, 33% in 2018

- Millennials: 24-37
  - Unsolicited call: 48% in 2016, 48% in 2018
  - Redirect to website: 38% in 2016, 41% in 2018
  - Unsolicited email: 41% in 2016, 34% in 2018
  - Pop-up ad or window: 41% in 2016, 34% in 2018

- Gen X: 38-53
  - Unsolicited call: 53% in 2016, 52% in 2018
  - Redirect to website: 36% in 2016, 40% in 2018
  - Unsolicited email: 41% in 2016, 41% in 2018
  - Pop-up ad or window: 41% in 2016, 40% in 2018

- Boomers: 54+
  - Unsolicited call: 52% in 2016, 40% in 2018
  - Redirect to website: 40% in 2016, 50% in 2018
  - Unsolicited email: 40% in 2016, 37% in 2018
  - Pop-up ad or window: 40% in 2016, 37% in 2018

- Male
  - 54% in 2016, 52% in 2018
  - 42% in 2016, 40% in 2018
  - 44% in 2016, 44% in 2018
  - 44% in 2016, 50% in 2018

- Female
  - 47% in 2016, 47% in 2018
  - 32% in 2016, 32% in 2018
  - 38% in 2016, 38% in 2018
  - 36% in 2016, 36% in 2018

Online activities (% almost always/often)

- Use social media: 64% in 2016, 66% in 2018
- Access bank, credit card accounts: 53% in 2016, 53% in 2018
- Buy products online: 37% in 2016, 35% in 2018
- Timely download of software updates: 77% in 2016, 72% in 2018
- Regularly change passwords: 31% in 2016, 31% in 2018
- Share email in exchange for content: 30% in 2016, 27% in 2018
- Download movie, music, videos: 28% in 2016, 26% in 2018
- Use Torrent sites: 14% in 2016, 13% in 2018

More avoided scam completely

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

- Gen Z: 18-23
- Millennials: 24-37
- Gen X: 38-53
- Boomers: 54+
Regional Snapshot: EMEA (France, Germany, Denmark, South Africa, Switzerland, United Kingdom)

**Types of tech support scams**
- Unsolicited call
- Redirect to website
- Unsolicited email
- Pop-up ad or window

**Possible scam outcomes**
- 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
- Level of stress (Severe/Moderate)

**Most believed companies would not initiate unsolicited contact**
- Very/Somewhat unlikely
- Very/Somewhat likely

**Tech support scam incidence by age & gender**
- Gen Z: 18-23
- Millennials: 24-37
- Gen X: 38-53
- Boomers: 54+

**Online activities (% almost always/often)**
- Use social media
- Access bank/credit card site
- Download latest updates
- Buy products online
- Change passwords regularly
- Share email in exchange for content
- Download movies, music, videos
- Use torrent sites

New item in 2018
Regional Snapshot: APAC (Australia, China, India, Japan, New Zealand, Singapore)

Types of tech support scams

- Unsolicited call: 63% (Global), 59% (APAC)
- Redirect to website: 27% (Global), 28% (APAC)
- Unsolicited email: 36% (Global), 32% (APAC)
- Pop-up ad or window: 37% (Global), 41% (APAC)

Possible scam outcomes

- Continued, lost money: 6% (Global), 7% (APAC)
- Continued, didn’t lose money: 14% (Global), 14% (APAC)
- Ignored: 43% (Global), 38% (APAC)
- No interaction: 37% (Global), 41% (APAC)

Costs spread beyond monetary loss

- Spent time checking/repairing PC: 52% (Global), 48% (APAC)
- Level of stress (Severe/Moderate): 76% (Global), 77% (APAC)

Most believed companies would not initiate unsolicited contact

- Very/Somewhat unlikely: 83% (Global), 82% (APAC)
- Very/Somewhat likely: 17% (Global), 18% (APAC)

Tech support scam incidence by age & gender

- Gen Z: 18-23
  - Unsolicited call: 46%
  - Redirect to website: 30%
  - Pop-up ad or window: 25%
- Millennials: 24-37
  - Unsolicited email: 41%
  - Change passwords regularly: 28%
- Gen X: 38-53
  - Pop-up ad or window: 39%
  - Buy products online: 31%
- Boomers: 54+
  - Use social media: 29%
  - Access bank/credit card site: 21%

Online activities (% almost always/often)

- Use social media: 68%
- Access bank/credit card site: 51%
- Download latest updates: 38%
- Buy products online: 48%
- Change passwords regularly: 27%
- Share email in exchange for content: 26%
- Download movies, music, videos: 20%
- Use torrent sites: 13%

New item in 2018

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