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July 2021

Global Tech Support Scam Research: India



Study overview

- Examines the incidence and consequences of tech support scams worldwide
- Web based survey of 16,254 adult internet users in 16 countries worldwide (~1,000 per country)
 - 12 countries are consistent with 2018 Study
 - Colombia, Finland, Netherlands, and Spain are new in 2021
- Sampled consumers 18 and older, proportional to internet user population
- Comparisons made throughout this report to 2018 study

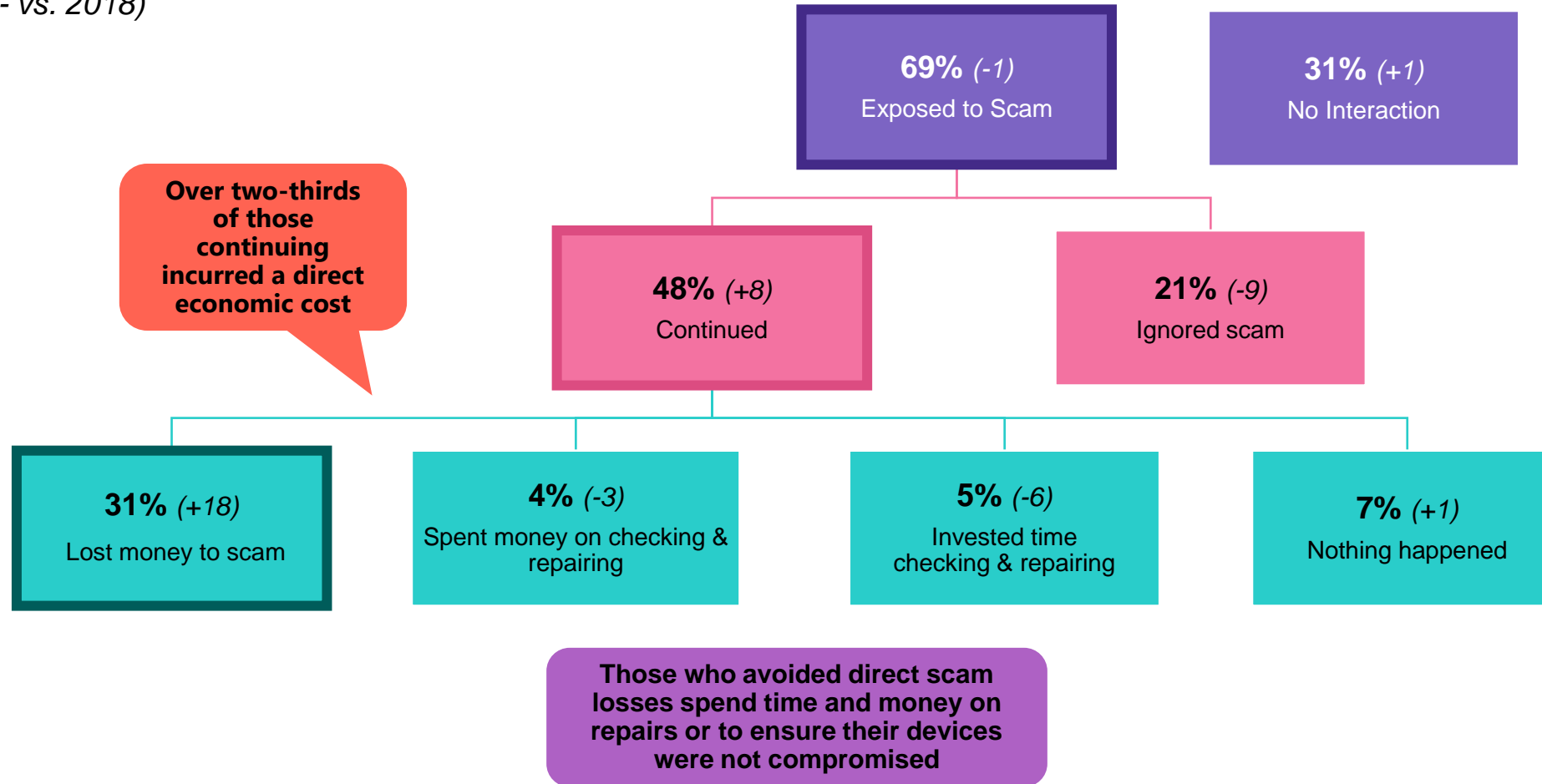
2021 Countries	2018
Australia	<i>included</i>
Brazil	<i>included</i>
Canada	<i>included</i>
Colombia	<i>NEW</i>
Finland	<i>NEW</i>
France	<i>Included</i>
Germany	<i>Included</i>
India	<i>Included</i>
Japan	<i>Included</i>
Mexico	<i>Included</i>
Netherlands	<i>NEW</i>
Singapore	<i>Included</i>
Spain	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

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

7 out of 10 consumers were targeted by a tech support scammer

Scam exposure had costs beyond the initial loss of money

(+/- vs. 2018)



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

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

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

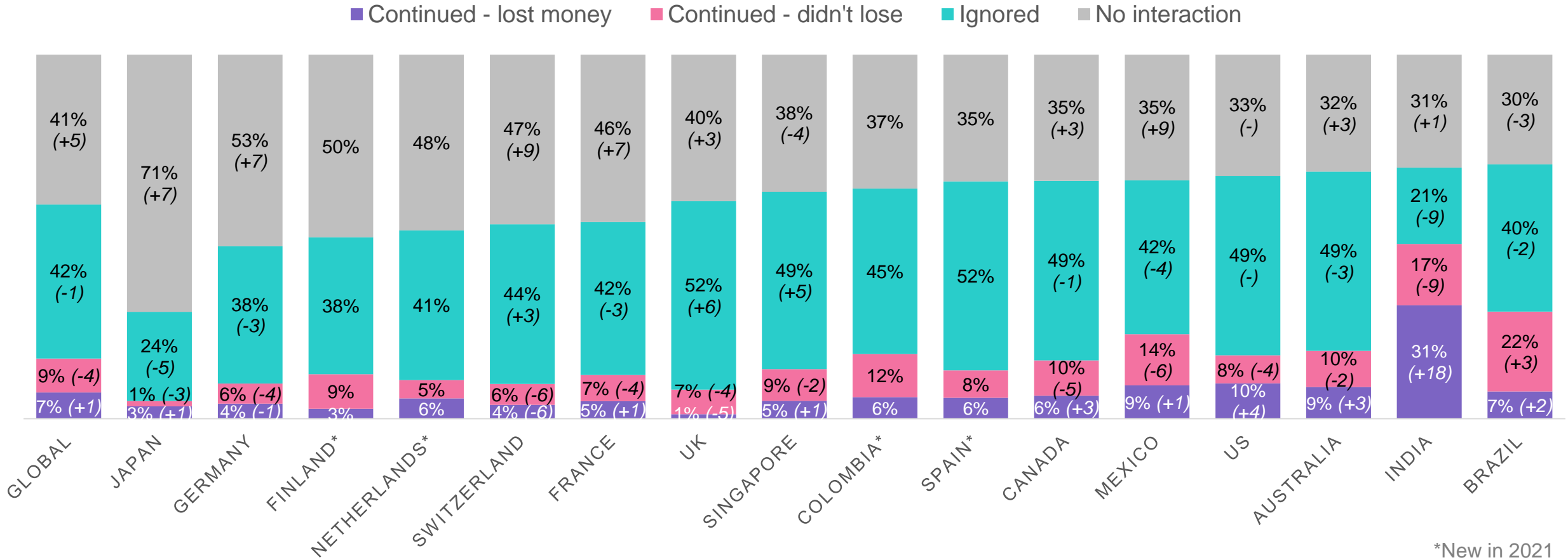
Q8. As a result of this most recent interaction, have you lost any money? If so, how much?

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

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

Consumers in India more likely to be impacted by scams

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



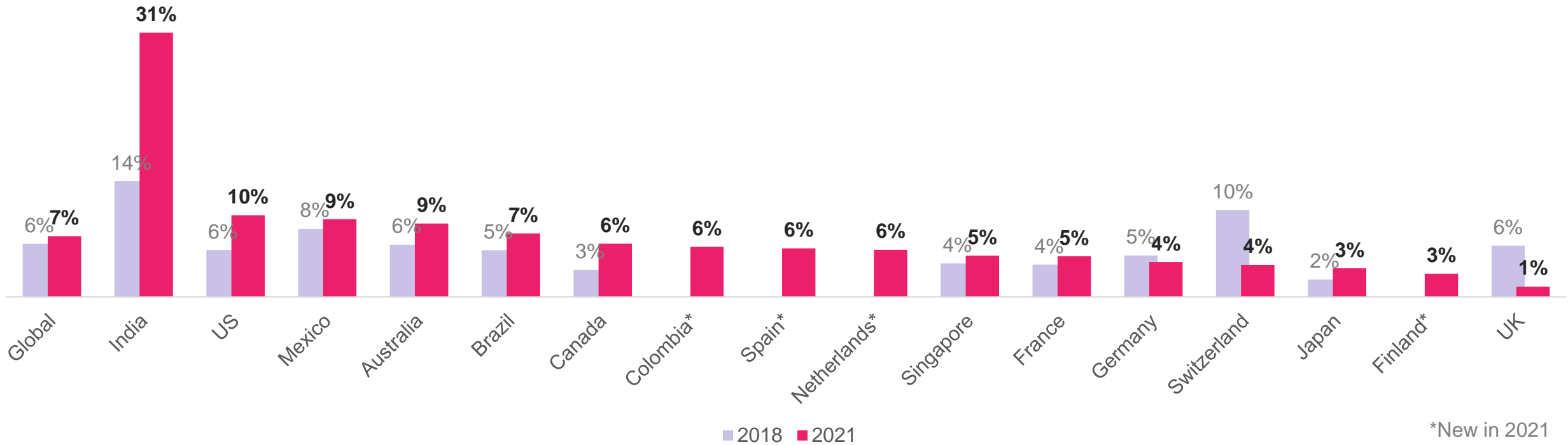
*New in 2021



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

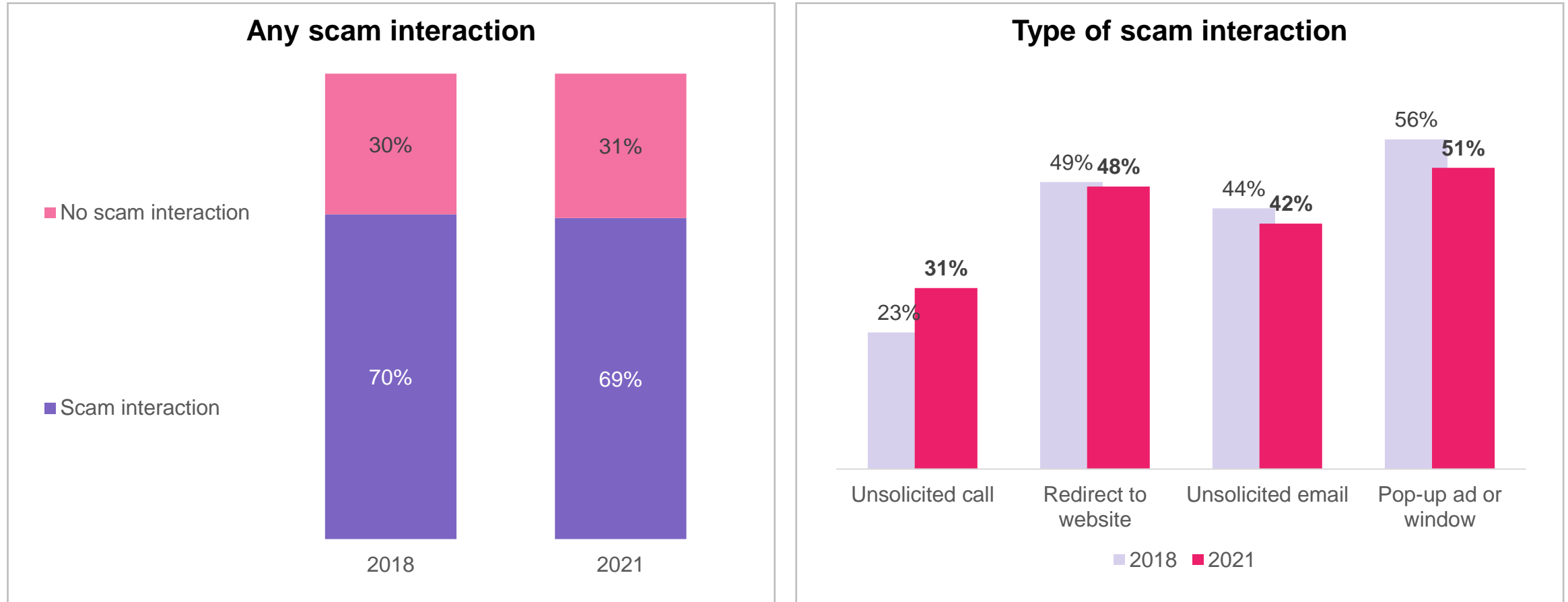
India has biggest increase; almost a third losing money through a scam

Percent who continued and lost money



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

Large increase in scams stemming from unsolicited calls

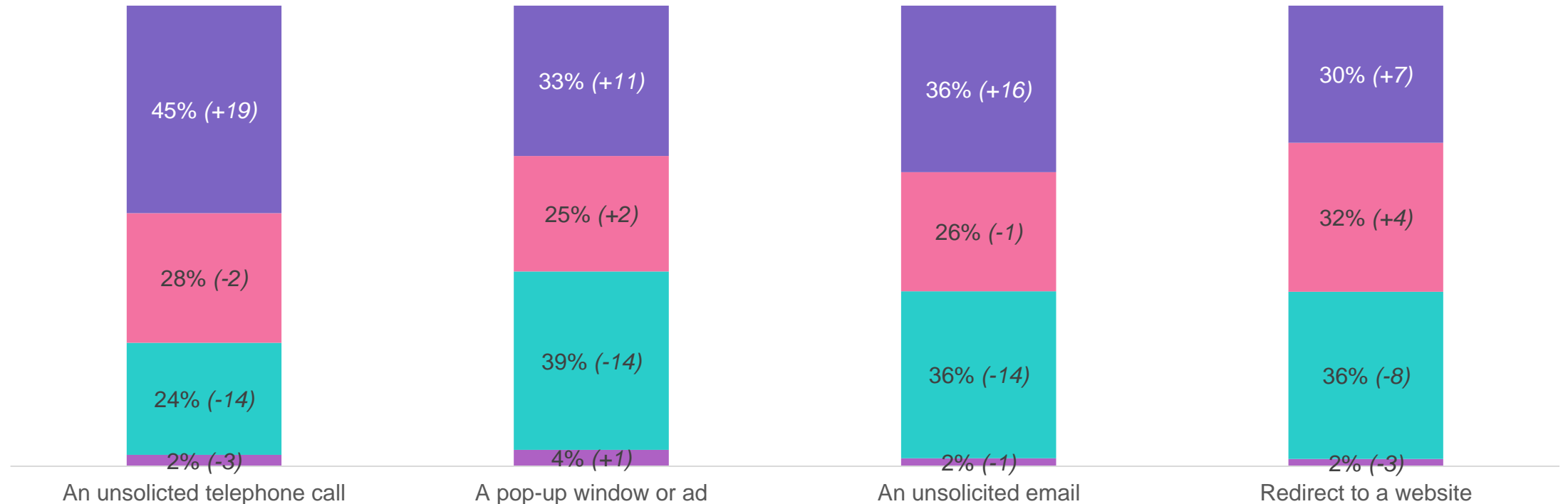


Respondents were most likely to respond to unsolicited telephone calls

Actions taken (+/- vs. 2018)

Base: Those who experienced each interaction

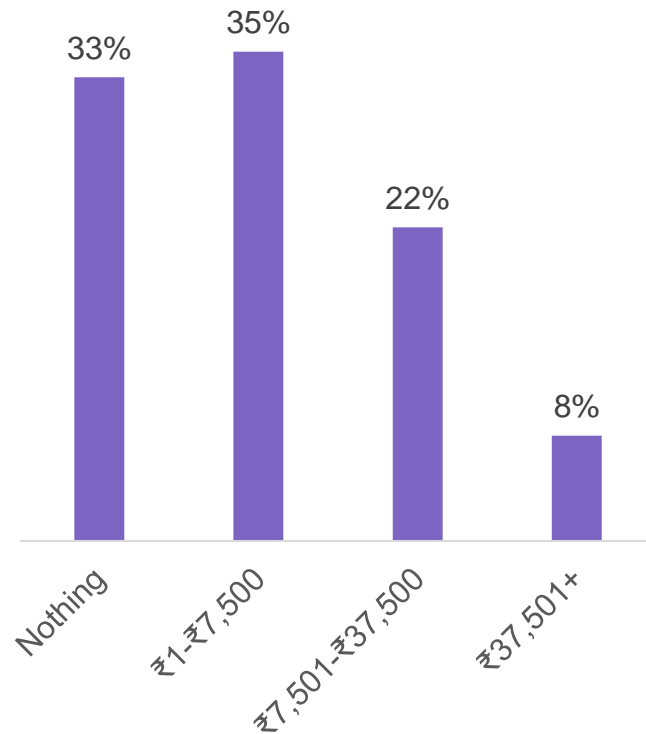
■ Don't know ■ Ignored interaction completely ■ Initially continued, but did not take further action ■ Continued and took recommended actions



On average, ₹15,334 was lost, but ₹10,797 was able to be recovered

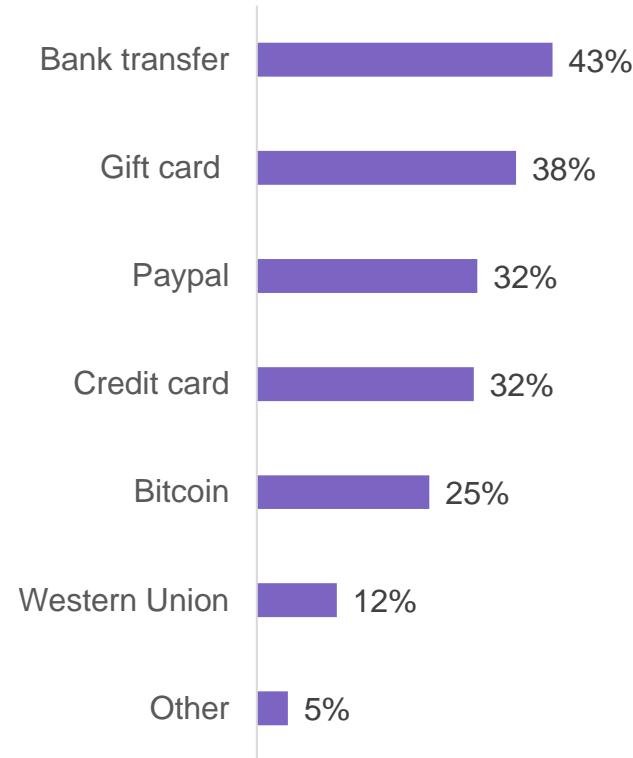
Money lost due to fraud

Base: Those who continued with any scam



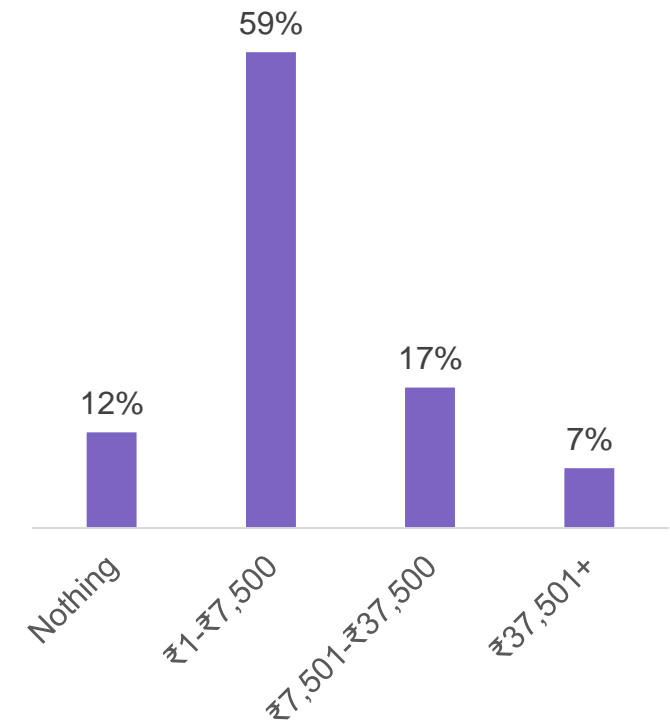
Method of payment

Base: Those who lost any money

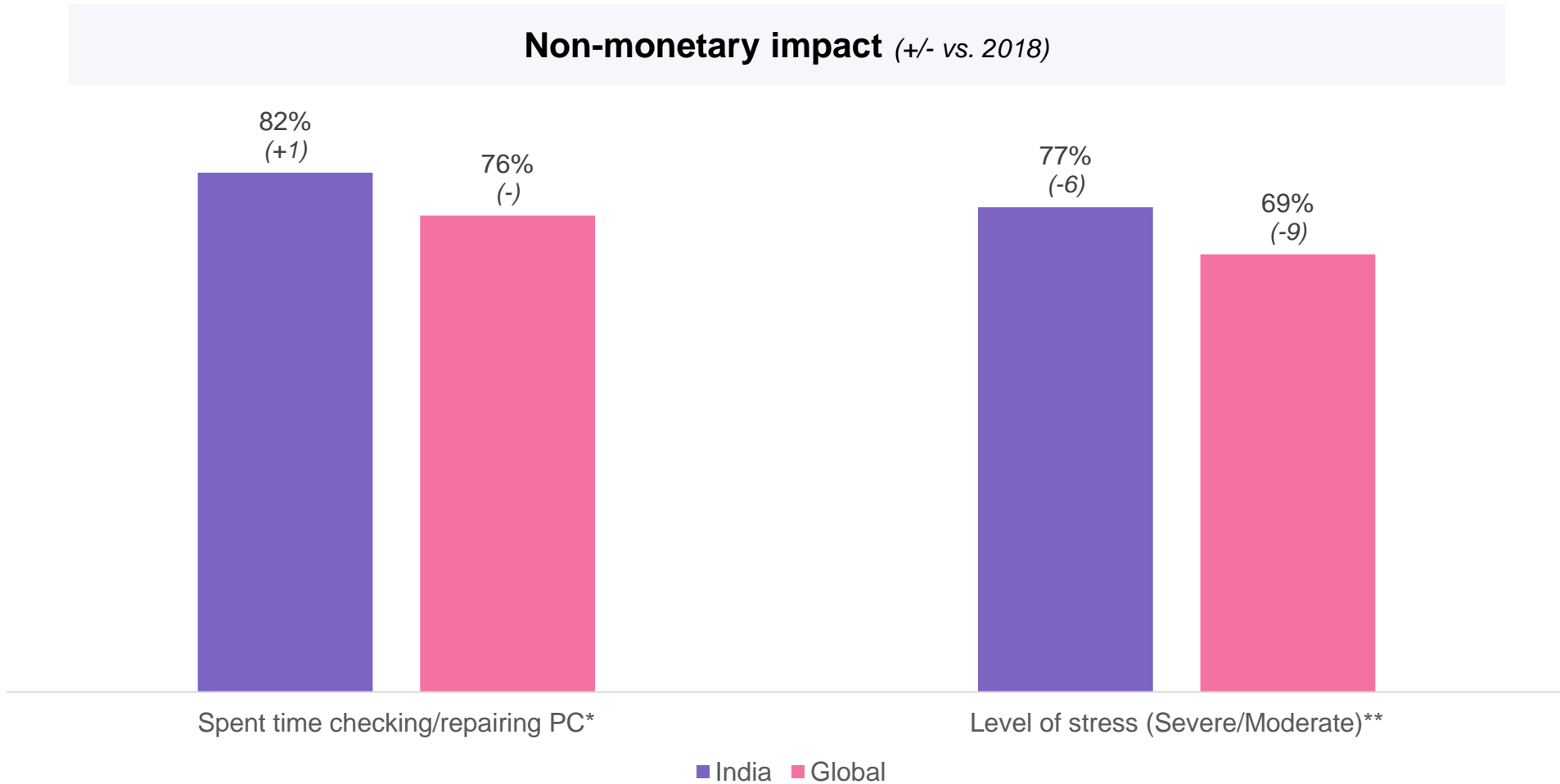


Money recovered to date

Base: Those who lost any money



Majority of those who continued with a scam had moderate/severe stress

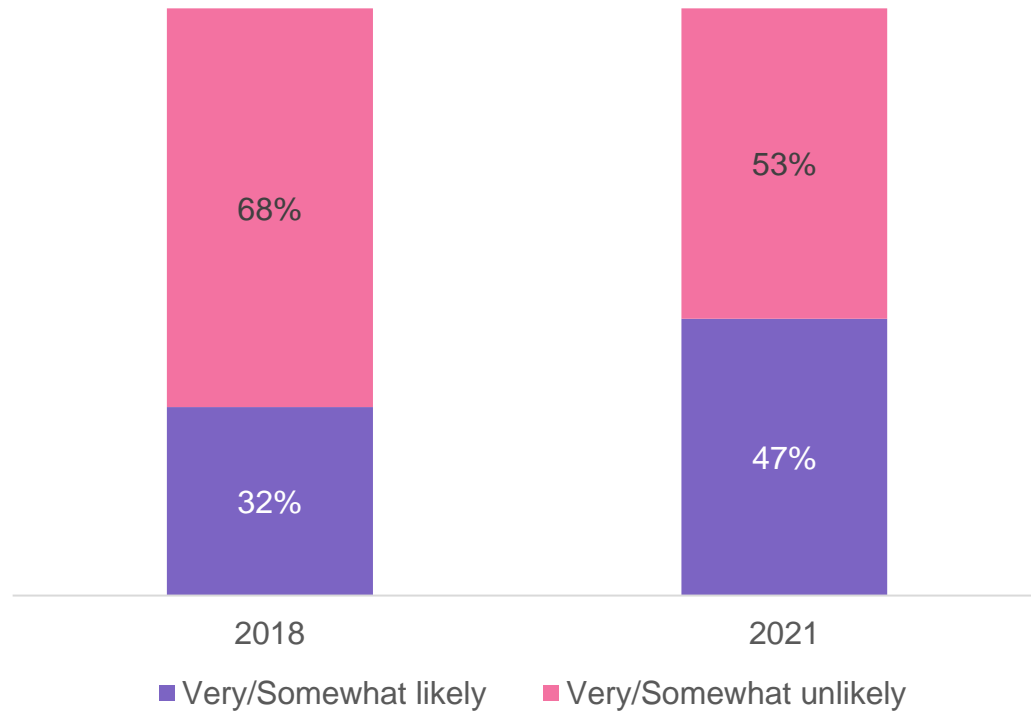


* Base: Those who continued with computer related scam

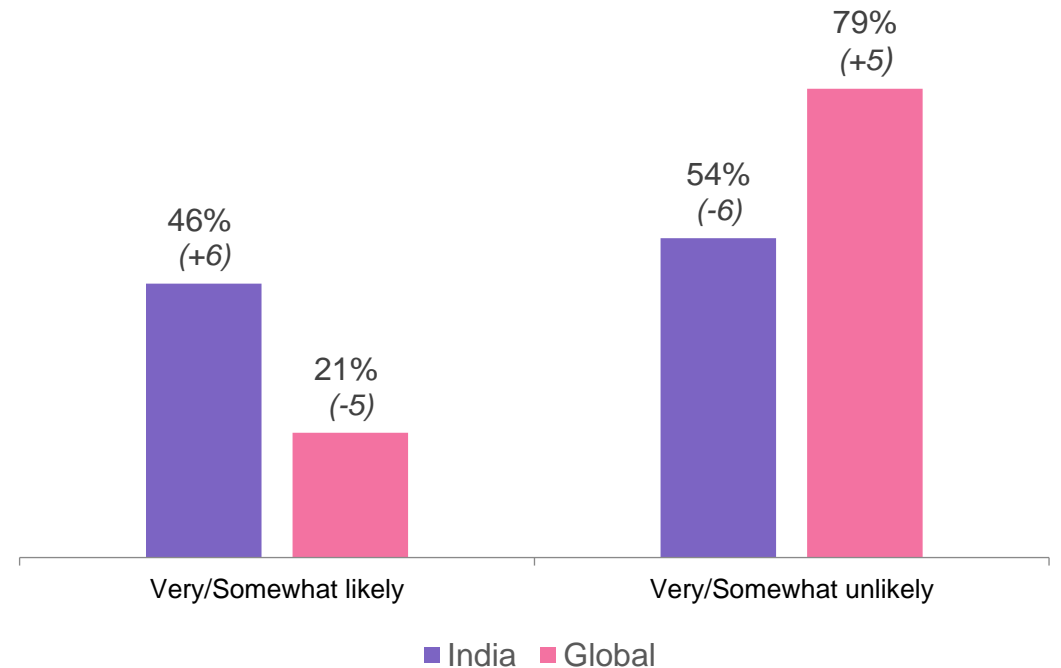
** Base: Those who continued with any scam interaction

Consumers in India are more trusting of unsolicited contact

Likelihood of future trust

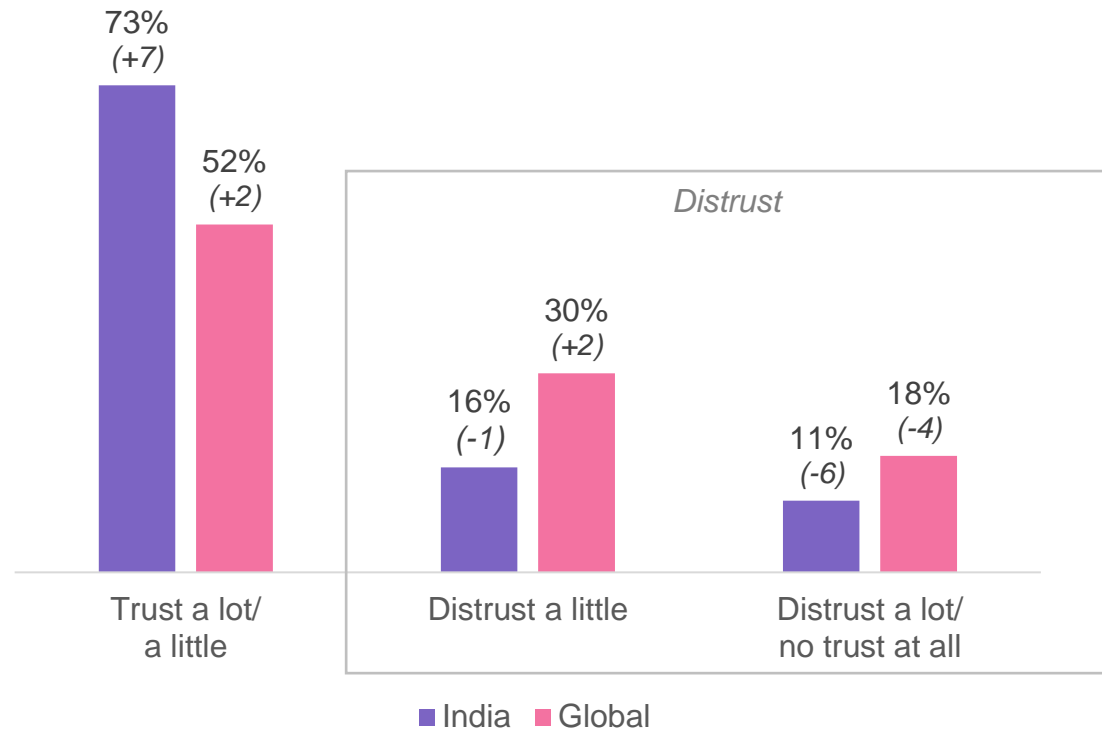


Likelihood of companies contacting customers (+/- vs. 2018)

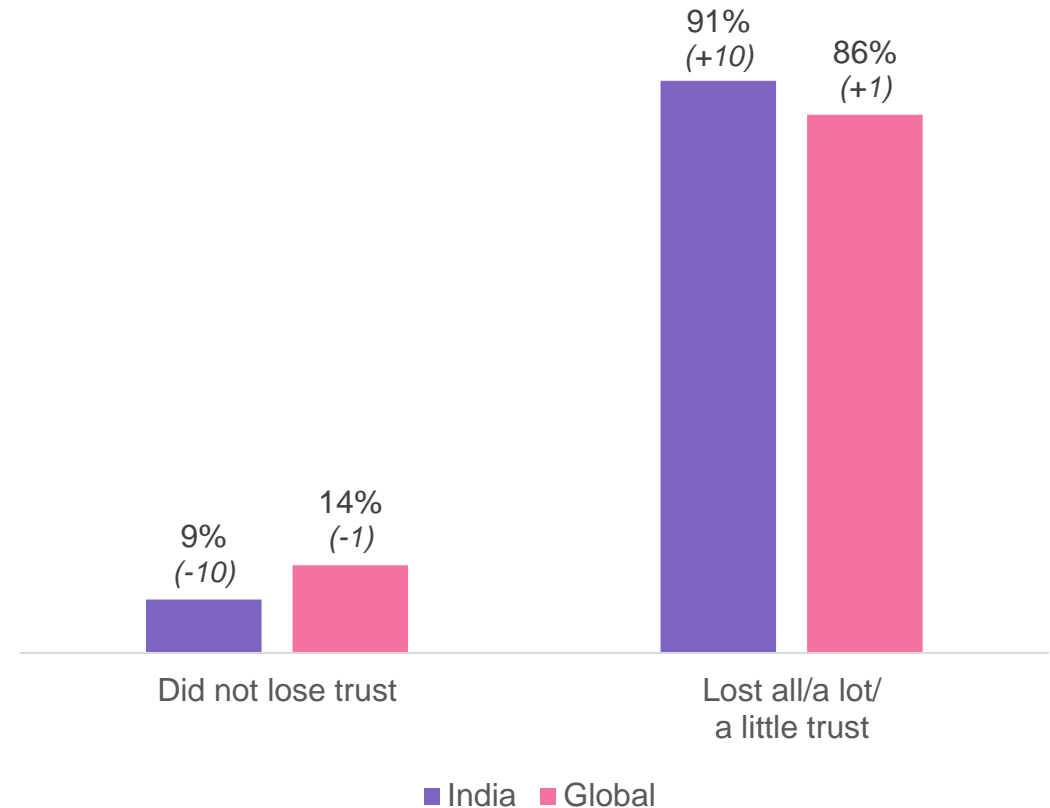


Consumers lost trust after being affected by fraud

Trust in companies (+/- vs. 2018)



Trust lost post fraud (+/- vs. 2018)



Base: Those who continued with an interaction

Q13b. How much do you trust reputable software and technology companies not to sell you unnecessary support or repair services to fix new problems that are discovered on your computer?

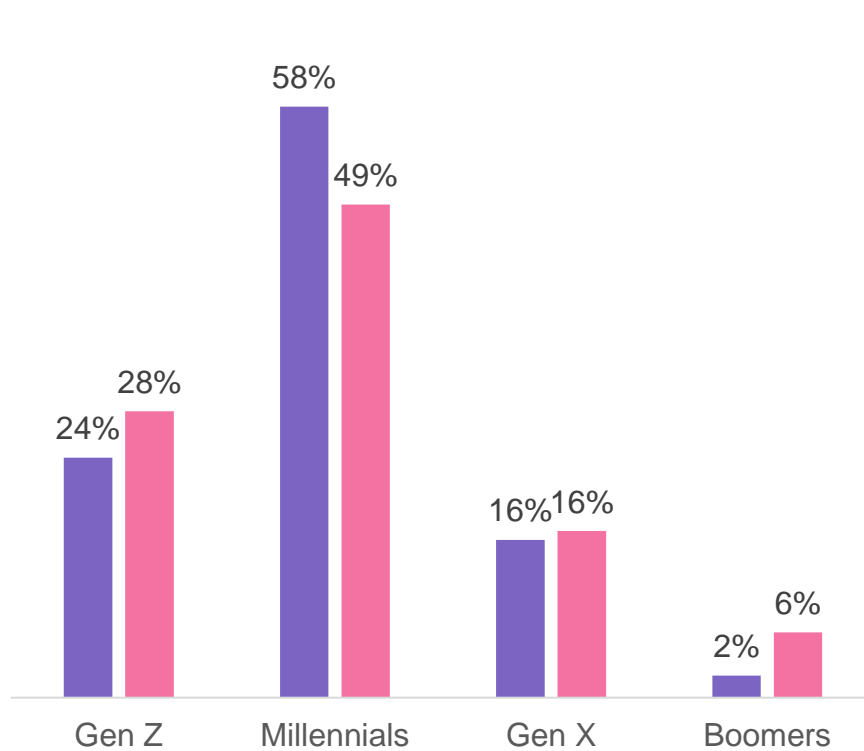
Q13c. Thinking back across the interaction(s) you've had, have they caused you to lose trust in reputable software and technology companies to protect you from these types of interactions?

As in 2018, Millennials, and males, are most likely to lose money

Impact of tech scam by age

Base: Those who continued

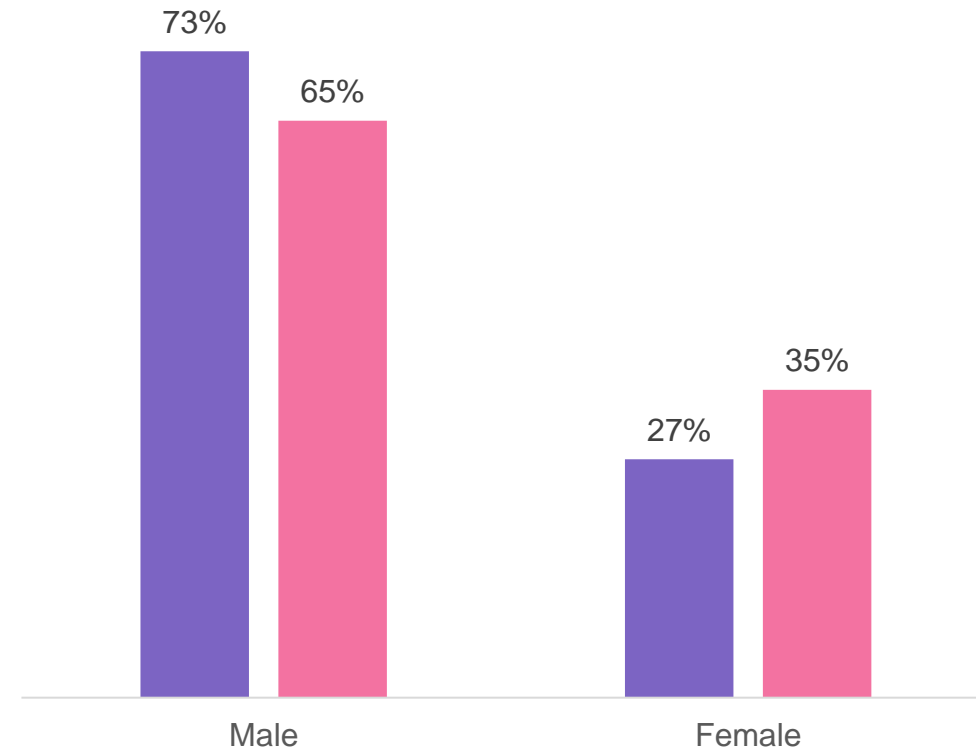
■ Continued, lost money ■ Continued, didn't lose money



Impact of tech scam by gender

Base: Those who continued

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



Consumers should learn about scams and be vigilant

- Be suspicious of unsolicited contact
- Do not click or call numbers on pop-up messages
- Only download official software, not modified ones from third-party sites
- Use Microsoft Edge to browse the internet to block scams
- Turn on antivirus protection
- Do not pay in the form of cryptocurrency or gift cards
- Report your experiences to Microsoft or local law enforcement

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