



## Scam reach and frequency



Have ever received an online scam in an email or text message, with a link including a brand name



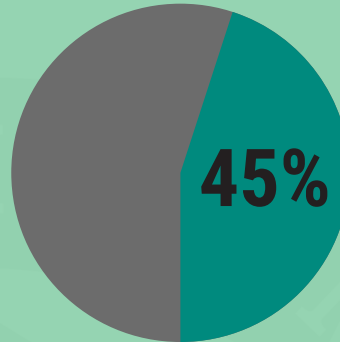
Feel that the frequency of receiving these emails / texts with link has increased



Receive online email / text with link more than once a week



## Impact of scams

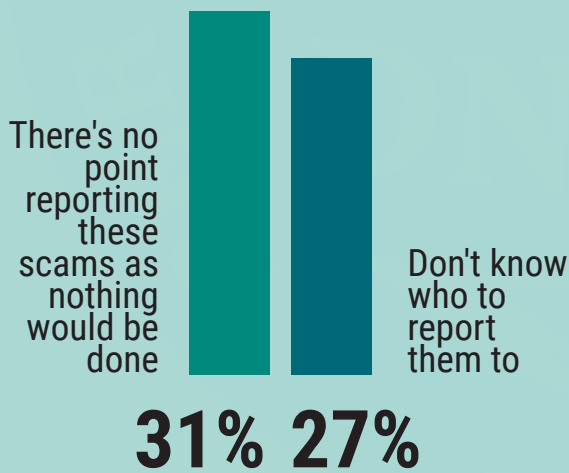


Think you can easily fall for a scam as it is convincing

Females and older age groups show higher levels of concern around online scams



## Reporting



## Independent research findings

### "Why do consumers get scammed", conducted by Global Anti-Scam Alliance

**73%** of respondents claimed to have been exposed to a scam in the past year.

**43%** were approached more frequently by scammers

**48%** fell for scam

Of the **46%** who do not report scams, most do not know how or who to report to

Sample: 3,421 Internet Users, EN speaking countries, Limited age range (18-44 yo), over 54% with advanced education

### Methodology

You Gov Omnibus quantitative methodology was used to interview a nationally representative sample of people in 3 markets between 15-21 October 2022 as follows:

- UK n=2000
- France n=1000
- Germany n=2000

Where a merged data set is shown, each country is weighted equally to contribute to 1/3 of the sample.

The research was created for the DNS Research Federation by independent market research agency Monkey See.