Experience with, and impact of, tech scams varies widely by market

Impact of Tech Scams is much higher in India, the US, and China than in other markets. Brazil, South Africa, and Singapore are in the next tier of impact. Experience with tech scams is much lower in Australia, Canada, and Europe.

The results indicate a strong focus on US, India, and China.

### Results across 4 types of interaction (unsolicited phone, unsolicited email, pop-up, redirect)

<table>
<thead>
<tr>
<th>Market</th>
<th>Never had interaction</th>
<th>Ignored</th>
<th>Continued - didn't lose money</th>
<th>Continued -- lost money</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>20%</td>
<td>26%</td>
<td>32%</td>
<td>22%</td>
</tr>
<tr>
<td>United States</td>
<td>21%</td>
<td>46%</td>
<td>12%</td>
<td>21%</td>
</tr>
<tr>
<td>China</td>
<td>45%</td>
<td>20%</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>Brasil</td>
<td>28%</td>
<td>52%</td>
<td>7%</td>
<td>12%</td>
</tr>
<tr>
<td>Global</td>
<td>32%</td>
<td>49%</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>South Africa</td>
<td>22%</td>
<td>58%</td>
<td>13%</td>
<td>8%</td>
</tr>
<tr>
<td>Singapore</td>
<td>35%</td>
<td>46%</td>
<td>12%</td>
<td>7%</td>
</tr>
<tr>
<td>Australia</td>
<td>26%</td>
<td>62%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Canada</td>
<td>25%</td>
<td>61%</td>
<td>10%</td>
<td>4%</td>
</tr>
<tr>
<td>France</td>
<td>43%</td>
<td>51%</td>
<td>19%</td>
<td>4%</td>
</tr>
<tr>
<td>Denmark</td>
<td>37%</td>
<td>57%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Germany</td>
<td>49%</td>
<td>44%</td>
<td>3%</td>
<td>8%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>31%</td>
<td>59%</td>
<td>8%</td>
<td>2%</td>
</tr>
</tbody>
</table>

1a. Please indicate whether you have experienced any of the following in the last year or so (2015 and later).
2. 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.
8. As a result of this interaction, have you lost any money?
Experience with, and impact of, tech support scams is greater among younger people

Impact of Tech Support Scams is much higher with people under age 34 than with older respondents.

1a. Please indicate whether you have experienced any of the following in the last year or so (2015 and later).
2. 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.
8. As a result of this interaction, have you lost any money?

Base=1000 per country

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Results across 4 types of interaction (unsolicited phone, unsolicited email, pop-up, redirect)
EXPERIENCE WITH SCAMS

Interaction Types by Age Groups

% Reporting Each Type of Interaction

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Unsoliciated Call</th>
<th>Pop-up or online ad</th>
<th>Unsolicited email</th>
<th>Redirected to website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>30%</td>
<td>49%</td>
<td>39%</td>
<td>37%</td>
</tr>
<tr>
<td>18 to 24</td>
<td>23%</td>
<td>59%</td>
<td>39%</td>
<td>50%</td>
</tr>
<tr>
<td>25 to 34</td>
<td>29%</td>
<td>58%</td>
<td>46%</td>
<td>49%</td>
</tr>
<tr>
<td>35 to 44</td>
<td>26%</td>
<td>51%</td>
<td>41%</td>
<td>38%</td>
</tr>
<tr>
<td>45 to 54</td>
<td>27%</td>
<td>47%</td>
<td>39%</td>
<td>32%</td>
</tr>
<tr>
<td>55 to 64</td>
<td>31%</td>
<td>41%</td>
<td>35%</td>
<td>28%</td>
</tr>
<tr>
<td>65+</td>
<td>44%</td>
<td>38%</td>
<td>33%</td>
<td>26%</td>
</tr>
</tbody>
</table>

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EXPERIENCE WITH SCAMS

Interaction Types by Age Groups

% Reporting Each Type of Interaction
SNAPSHOT – AUSTRALIA

Tech Scams

Experience with Scams

- 7% No interactions
- 5% Ignored all
- 26% Continued, but didn't lose money
- 62% Continued, and lost money

Experience with Scams

- % Believe Interaction Authentic or Scam
  - 95% Authentic
  - 88% Scam
  - 86%

- % who associate Microsoft with each type of experience
  - 47%
  - 22%
  - 25%
  - 25%

Likelihood of Trusting Unsolicited Call/Email

- 2% Very likely
- 7% Somewhat likely
- 79% Somewhat unlikely
- 26% Very unlikely

Likelihood of Microsoft Making Initial Contact

- 3% Very likely
- 8% Somewhat likely
- 16% Somewhat unlikely
- 74% Very unlikely

Level of Responsibility Agencies Should Have

- Consumer protection agencies: 74%
- Companies like Microsoft that the scammers claim to represent: 63%
- Government regulators in the country from which the scam originates: 76%
- Law enforcement in the country from which the scam originates: 76%
- Government regulators in your country: 72%
- Law enforcement in your country: 70%
### Tech Scams

#### Experience with Scams

<table>
<thead>
<tr>
<th>Interaction Type</th>
<th>No Interactions</th>
<th>Ignored All</th>
<th>Continued, But Didn’t Lose Money</th>
<th>Continued, and Lost Money</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unsolicted Phone call</td>
<td>7%</td>
<td>12%</td>
<td>28%</td>
<td>52%</td>
</tr>
<tr>
<td>Pop-up window or ad</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>67%</td>
</tr>
<tr>
<td>Unsolicited email</td>
<td>10%</td>
<td>69%</td>
<td>11%</td>
<td>67%</td>
</tr>
<tr>
<td>Redirected to a website</td>
<td>61%</td>
<td>13%</td>
<td>13%</td>
<td>11%</td>
</tr>
</tbody>
</table>

#### % Believe Interaction Authentic or Scam

<table>
<thead>
<tr>
<th>Interaction Type</th>
<th>Authentic</th>
<th>Scam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unsolicted Phone call</td>
<td>49%</td>
<td>21%</td>
</tr>
<tr>
<td>Pop-up window or ad</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Unsolicited email</td>
<td>10%</td>
<td>69%</td>
</tr>
<tr>
<td>Redirected to a website</td>
<td>11%</td>
<td>67%</td>
</tr>
</tbody>
</table>

#### % who associate Microsoft with each type of experience

<table>
<thead>
<tr>
<th>Experience with Scams</th>
<th>Among those who experienced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unsolicted Phone call</td>
<td>11%</td>
</tr>
<tr>
<td>Pop-up window or ad</td>
<td>13%</td>
</tr>
<tr>
<td>Unsolicited email</td>
<td>13%</td>
</tr>
<tr>
<td>Redirected to a website</td>
<td>11%</td>
</tr>
</tbody>
</table>

#### Likelihood of Trusting Unsolicted Call/Email

<table>
<thead>
<tr>
<th>Likelihood</th>
<th>Very likely</th>
<th>Somewhat likely</th>
<th>Somewhat unlikely</th>
<th>Very unlikely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unsolicted Call</td>
<td>6%</td>
<td>16%</td>
<td>18%</td>
<td>61%</td>
</tr>
<tr>
<td>Unsolicted Email</td>
<td>7%</td>
<td>19%</td>
<td>12%</td>
<td>62%</td>
</tr>
</tbody>
</table>

#### Likelihood of Microsoft Making Initial Contact

<table>
<thead>
<tr>
<th>Likelihood</th>
<th>Very likely</th>
<th>Somewhat likely</th>
<th>Somewhat unlikely</th>
<th>Very unlikely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer protection agencies</td>
<td>13%</td>
<td>83%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Companies like Microsoft that the scammers claim to represent</td>
<td>27%</td>
<td>81%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Government regulators in the country from which the scam originates</td>
<td>9%</td>
<td>79%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Law enforcement in the country from which the scam originates</td>
<td>14%</td>
<td>83%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Government regulators in your country</td>
<td>12%</td>
<td>81%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Law enforcement in your country</td>
<td>17%</td>
<td>83%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Level of Responsibility Agencies Should Have

- Consumer protection agencies: 13%, 83%
- Companies like Microsoft that the scammers claim to represent: 27%, 81%
- Government regulators in the country from which the scam originates: 9%, 79%
- Law enforcement in the country from which the scam originates: 14%, 83%
- Government regulators in your country: 12%, 81%
- Law enforcement in your country: 17%, 83%

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SNAPSHOT – CANADA

Tech Scams

Experience with Scams

- 25% No interactions
- 10% Ignored all
- 4% Continued, but didn’t lose money
- 61% Continued, and lost money

% Believe Interaction Authentic or Scam

- 93% Authentic
- 89% Scam
- 86% Scam

Likelihood of Trusting Unsolicited Call/Email

- Very likely: 1%
- Somewhat likely: 13%
- Somewhat unlikely: 81%
- Very unlikely: 5%

Likelihood of Microsoft Making Initial Contact

- Very likely: 2%
- Somewhat likely: 16%
- Somewhat unlikely: 76%
- Very unlikely: 7%

Level of Responsibility Agencies Should Have

- Consumer protection agencies: 14%
- Great deal + fair amount: 73%
- Companies like Microsoft that the scammers claim to represent: 23%
- 62%
- Government regulators in the country from which the scam originates: 12%
- 77%
- Law enforcement in the country from which the scam originates: 19%
- 75%
- Government regulators in your country: 12%
- 72%
- Law enforcement in your country: 13%
- Most responsible: 69%
## Tech Scams

### Experience with Scams

<table>
<thead>
<tr>
<th>Experience with Scams</th>
<th>No interactions</th>
<th>Ignored all</th>
<th>Continued, but didn’t lose money</th>
<th>Continued, and lost money</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>%</strong></td>
<td>45%</td>
<td>16%</td>
<td>19%</td>
<td>20%</td>
</tr>
</tbody>
</table>

### % Believe Interaction Authentic or Scam

<table>
<thead>
<tr>
<th>Interaction</th>
<th>Authentic</th>
<th>Scam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unsolicited Phone call</td>
<td>40%</td>
<td>51%</td>
</tr>
<tr>
<td>Pop-up window or ad</td>
<td>26%</td>
<td>57%</td>
</tr>
<tr>
<td>Unsolicited email</td>
<td>34%</td>
<td>55%</td>
</tr>
<tr>
<td>Redirected to a website</td>
<td>51%</td>
<td>38%</td>
</tr>
</tbody>
</table>

### Likelihood of Trusting Unsolicited Call/Email

<table>
<thead>
<tr>
<th>Likelihood</th>
<th>Very likely</th>
<th>Somewhat likely</th>
<th>Somewhat unlikely</th>
<th>Very unlikely</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>%</strong></td>
<td>6%</td>
<td>42%</td>
<td>34%</td>
<td>18%</td>
</tr>
</tbody>
</table>

### Likelihood of Microsoft Making Initial Contact

<table>
<thead>
<tr>
<th>Likelihood</th>
<th>Very likely</th>
<th>Somewhat likely</th>
<th>Somewhat unlikely</th>
<th>Very unlikely</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>%</strong></td>
<td>5%</td>
<td>39%</td>
<td>37%</td>
<td>19%</td>
</tr>
</tbody>
</table>

### % who associate Microsoft with each type of experience

<table>
<thead>
<tr>
<th>Experience</th>
<th>Unsolicited Phone call</th>
<th>Pop-up window or ad</th>
<th>Unsolicited email</th>
<th>Redirected to a website</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>%</strong></td>
<td>18%</td>
<td>13%</td>
<td>13%</td>
<td>17%</td>
</tr>
</tbody>
</table>

### Level of Responsibility Agencies Should Have

<table>
<thead>
<tr>
<th>Agencies</th>
<th>Most responsible</th>
<th>Great deal + fair amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer protection agencies</td>
<td>5%</td>
<td>62%</td>
</tr>
<tr>
<td>Companies like Microsoft that the scammers claim to represent</td>
<td>9%</td>
<td>52%</td>
</tr>
<tr>
<td>Government regulators in the country from which the scam originates</td>
<td>21%</td>
<td>81%</td>
</tr>
<tr>
<td>Law enforcement in the country from which the scam originates</td>
<td>23%</td>
<td>78%</td>
</tr>
<tr>
<td>Government regulators in your country</td>
<td>12%</td>
<td>77%</td>
</tr>
<tr>
<td>Law enforcement in your country</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SNAPSHOT – DENMARK

Tech Scams

Experience with Scams

- 57% No interactions
- 37% Ignored all
- 4% Continued, but didn't lose money
- 2% Continued, and lost money

Experience with Scams % Believe Interaction Authentic or Scam

- 91% Authentic, 2% Scam

- 89% Authentic, 3% Scam

- 87% Authentic, 2% Scam

% who associate Microsoft with each type of experience

- 57% Unsolicited Phone call
- 20% Pop-up window or ad
- 24% Unsolicited email
- 18% Redirected to a website

Likelihood of Trusting Unsolicited Call/Email

- Very likely: 1%
- Somewhat likely: 81%
- Somewhat unlikely: 9%
- Very unlikely: 9%

Likelihood of Microsoft Making Initial Contact

- Very likely: 2%
- Somewhat likely: 77%
- Somewhat unlikely: 13%
- Very unlikely: 7%

Level of Responsibility Agencies Should Have

- Consumer protection agencies: 3%
- Companies like Microsoft that the scammers claim to represent: 16%
- Government regulators in the country from which the scam originates: 22%
- Government regulators in your country: 12%
- Law enforcement in your country: 11%
- Law enforcement in your country: 57%

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SNAPSHOT – FRANCE

Tech Scams

Experience with Scams

- 43% No interactions
- 51% Ignored all
- 4% Continued, but didn’t lose money
- 1% Continued, and lost money

% Believe Interaction Authentic or Scam

- Authentic
  - Unsolicited Phone call: 73%
  - Pop-up window or ad: 83%
  - Unsolicited email: 85%
  - Redirected to a website: 84%
- Scam
  - Unsolicited Phone call: 9%
  - Pop-up window or ad: 5%
  - Unsolicited email: 3%
  - Redirected to a website: 6%

Likelihood of Trusting Unsolicited Call/Email

- Very likely: 1%
- Somewhat likely: 4%
- Somewhat unlikely: 73%
- Very unlikely: 22%

Likelihood of Microsoft Making Initial Contact

- Very likely: 2%
- Somewhat likely: 6%
- Somewhat unlikely: 33%
- Very unlikely: 59%

% who associate Microsoft with each type of experience

- Among those who experienced
  - Unsolicited Phone call: 10%
  - Pop-up window or ad: 16%
  - Unsolicited email: 14%
  - Redirected to a website: 16%

Level of Responsibility Agencies Should Have

- Consumer protection agencies: 68%
- Companies like Microsoft that the scammers claim to represent: 72%
- Government regulators in the country from which the scam originates: 73%
- Law enforcement in the country from which the scam originates: 65%
- Government regulators in your country: 72%
- Law enforcement in your country: 59%
SNAPSHOT – GERMANY

Tech Scams

Experience with Scams
- 49% No interactions
- 44% Ignored all
- 3% Continued, but didn’t lose money
- 4% Continued, and lost money

% Believe Interaction Authentic or Scam
- Unsolicited Phone call: Authentic 52%, Scam 18%
- Pop-up window or ad: Authentic 67%, Scam 8%
- Unsolicited email: Authentic 69%, Scam 5%
- Redirected to a website: Authentic 68%, Scam 7%

Likelihood of Trusting Unsolicited Call/Email
- Very likely: 1%
- Somewhat likely: 7%
- Somewhat unlikely: 18%
- Very unlikely: 74%

Likelihood of Microsoft Making Initial Contact
- Very likely: 1%
- Somewhat likely: 7%
- Somewhat unlikely: 27%
- Very unlikely: 63%

% who associate Microsoft with each type of experience
- Unsolicited Phone call: 22%
- Pop-up window or ad: 13%
- Unsolicited email: 12%
- Redirected to a website: 13%

Level of Responsibility Agencies Should Have
- Consumer protection agencies: Most responsible 8%, Great deal + fair amount 58%
- Companies like Microsoft that the scammers claim to represent: Most responsible 26%, Great deal + fair amount 64%
- Government regulators in the country from which the scam originates: Most responsible 12%, Great deal + fair amount 62%
- Law enforcement in the country from which the scam originates: Most responsible 5%, Great deal + fair amount 53%
- Government regulators in your country: Most responsible 25%, Great deal + fair amount 65%
- Law enforcement in your country: Most responsible 10%, Great deal + fair amount 57%
Experience with Scams

- 59% No interactions
- 31% Ignored all
- 8% Continued, but didn’t lose money
- 2% Continued, and lost money

% Believe Interaction Authentic or Scam

- 94% Authentic
- 88% Scam
- 3% Redirected to a website
- 5% Pop-up window or ad
- 5% Unsolicited email
- 3% Unsolicited Phone call

Experience with Scams

- 47% Unsolicited Phone call
- 22% Pop-up window or ad
- 27% Unsolicited email
- 19% Redirected to a website

% who associate Microsoft with each type of experience

- 31% Unsolicited Phone call
- 59% Pop-up window or ad
- 8% Unsolicited email
- 2% Redirected to a website

Likelihood of Trusting Unsolicited Call/Email

- Very likely: 1%
- Somewhat likely: 83%
- Somewhat unlikely: 13%
- Very unlikely: 3%

Likelihood of Microsoft Making Initial Contact

- Very likely: 1%
- Somewhat likely: 76%
- Somewhat unlikely: 17%
- Very unlikely: 5%

Level of Responsibility Agencies Should Have

- Consumer protection agencies: 10%
- Companies like Microsoft: 22%
- Government regulators in the country from which the scam originates: 21%
- Law enforcement in the country from which the scam originates: 16%
- Law enforcement in your country: 13%

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## Tech Scams

### Experience with Scams

<table>
<thead>
<tr>
<th>Experience with Scams</th>
<th>% Believe Interaction Authentic or Scam</th>
<th>% who associate Microsoft with each type of experience</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Authentic</td>
<td>Scam</td>
</tr>
<tr>
<td>No interactions</td>
<td>36%</td>
<td>63%</td>
</tr>
<tr>
<td>Ignored all</td>
<td>26%</td>
<td>74%</td>
</tr>
<tr>
<td>Continued, but didn’t lose money</td>
<td>28%</td>
<td>72%</td>
</tr>
<tr>
<td>Continued, and lost money</td>
<td>29%</td>
<td>71%</td>
</tr>
</tbody>
</table>

### Likelihood of Trusting Unsolicited Call/Email

<table>
<thead>
<tr>
<th>Likelihood of Trusting Unsolicited Call/Email</th>
<th>%</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very likely</td>
<td>14%</td>
<td>77%</td>
</tr>
<tr>
<td>Somewhat likely</td>
<td>22%</td>
<td>75%</td>
</tr>
<tr>
<td>Somewhat unlikely</td>
<td>20%</td>
<td>79%</td>
</tr>
<tr>
<td>Very unlikely</td>
<td>44%</td>
<td>78%</td>
</tr>
</tbody>
</table>

### Likelihood of Microsoft Making Initial Contact

<table>
<thead>
<tr>
<th>Likelihood of Microsoft Making Initial Contact</th>
<th>%</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very likely</td>
<td>14%</td>
<td>77%</td>
</tr>
<tr>
<td>Somewhat likely</td>
<td>24%</td>
<td>75%</td>
</tr>
<tr>
<td>Somewhat unlikely</td>
<td>18%</td>
<td>79%</td>
</tr>
<tr>
<td>Very unlikely</td>
<td>44%</td>
<td>78%</td>
</tr>
</tbody>
</table>

### Level of Responsibility Agencies Should Have

<table>
<thead>
<tr>
<th>Agency</th>
<th>%</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer protection agencies</td>
<td>15%</td>
<td>77%</td>
</tr>
<tr>
<td>Companies like Microsoft that the scammers claim to represent</td>
<td>21%</td>
<td>75%</td>
</tr>
<tr>
<td>Government regulators in the country from which the scam originates</td>
<td>17%</td>
<td>79%</td>
</tr>
<tr>
<td>Law enforcement in the country from which the scam originates</td>
<td>14%</td>
<td>78%</td>
</tr>
<tr>
<td>Government regulators in your country</td>
<td>16%</td>
<td>79%</td>
</tr>
<tr>
<td>Law enforcement in your country</td>
<td>15%</td>
<td>78%</td>
</tr>
</tbody>
</table>
SNAPSHOT – SINGAPORE

Tech Scams

Experience with Scams

- No interactions
- Ignored all
- Continued, but didn’t lose money
- Continued, and lost money

Experience with Scams

% Believe Interaction Authentic or Scam

- Authentic
- Scam

<table>
<thead>
<tr>
<th>Experience with Scams</th>
<th>Authentic</th>
<th>Scam</th>
</tr>
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<tbody>
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</tr>
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</tr>
<tr>
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<td>5%</td>
</tr>
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Likelihood of Trusting Unsolicited Call/Email

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

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% who associate Microsoft with each type of experience

Among those who experienced

Unsolicited Phone call: 17%
Pop-up window or ad: 10%
Unsolicited email: 18%
Redirected to a website: 12%

Likelihood of Microsoft Making Initial Contact

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

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Level of Responsibility Agencies Should Have

- Consumer protection agencies
- Companies like Microsoft that the scammers claim to represent
- Government regulators in the country from which the scam originates
- Law enforcement in the country from which the scam originates
- Government regulators in your country
- Law enforcement in your country

- Most responsible
- Great deal + fair amount

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Q1a, Q1b, Q2, Q3, Q8, Q10, Q14, Q15, Q17.
SNAPSHOT – SOUTH AFRICA
Tech Scams

Experience with Scams
- No interactions
- Ignored all
- Continued, but didn’t lose money
- Continued, and lost money

% who associate Microsoft with each type of experience
- Unsolicited Phone call: 44%
- Pop-up window or ad: 14%
- Unsolicited email: 18%
- Redirected to a website: 14%

% Believe Interaction Authentic or Scam
- Unsolicited Phone call: 4%
- Pop-up window or ad: 7%
- Unsolicited email: 6%
- Redirected to a website: 6%

Experience with Scams
- Authentic
- Scam
- 89%
- 82%
- 87%
- 83%

Likelihood of Trusting Unsolicited Call/Email
- Very likely: 3%
- Somewhat likely: 8%
- Somewhat unlikely: 15%
- Very unlikely: 74%

Likelihood of Microsoft Making Initial Contact
- Very likely: 5%
- Somewhat likely: 8%
- Somewhat unlikely: 19%
- Very unlikely: 68%

Level of Responsibility Agencies Should Have
- Consumer protection agencies: 17% (Most responsible)
- Companies like Microsoft that the scammers claim to represent: 39% (Great deal + fair amount)
- Government regulators in the country from which the scam originates: 13% (Most responsible)
- Law enforcement in the country from which the scam originates: 7% (Great deal + fair amount)
- Government regulators in your country: 10% (Most responsible)
- Law enforcement in your country: 7% (Great deal + fair amount)
SNAPSHOT – UNITED STATES

Tech Scams

Experience with Scams

- No interactions
- Ignored all
- Continued, but didn’t lose money
- Continued, and lost money

% Believe Interaction Authentic or Scam

- Authentic
- Scam

Likelihood of Trusting Unsolicited Call/Email

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

Experience with Scams

- Unsolicited Phone call
- Pop-up window or ad
- Unsolicited email
- Redirected to a website

% who associate Microsoft with each type of experience

- Unsolicited Phone call
- Pop-up window or ad
- Unsolicited email
- Redirected to a website

Likelihood of Microsoft Making Initial Contact

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

Level of Responsibility Agencies Should Have

- Consumer protection agencies
- Companies like Microsoft that the scammers claim to represent
- Government regulators in the country from which the scam originates
- Law enforcement in the country from which the scam originates
- Government regulators in your country
- Law enforcement in your country

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