

REDC



WIN World Survey *Data, Fraud and Technology*

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Phishing and hacking incidences continue to rise in Ireland, leading to rising concerns about technological advances

1

Fraudulent activity remains prominent in Ireland, with phishing and hacking incidences on the rise. Nearly 6 in 10 claim to have experienced phishing, the highest level seen globally.

2

Over 1 in 5 adults (22%) also claim that they have experienced their bank account or credit card being hacked, a 50% increase from last year. Younger age groups and those in Dublin appear most at risk.

3

Despite this less than 1 in 3 claim to be aware of how their personal information is used by the data collector they have shared it with, suggesting the need for more transparency in this area.

4

As a result, trust about sharing personal information online is low in Ireland, with more than half the population (52%) worried about online sharing, with increasing concerns in younger age groups vs 2021.

5

Almost 3 in 5 adults in Ireland also feel that social networks are overwhelming their life, significantly above the global average, with younger age groups most likely to feel this way.

6

At the same time just 1 in 3 believe that new technological innovations are helping them to organise their life better.

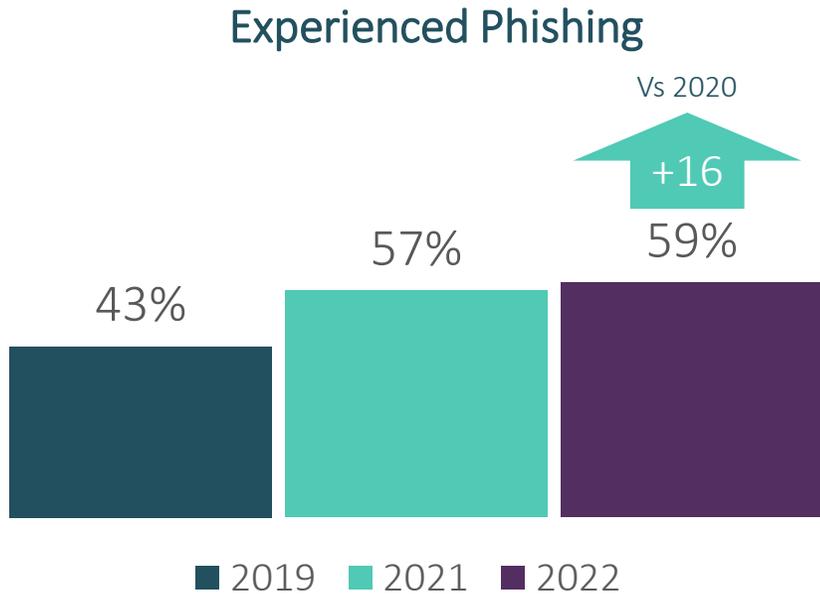
59%

of all Irish adults now claim to have experienced Phishing i.e. received fraudulent emails requesting personal information such as bank account details

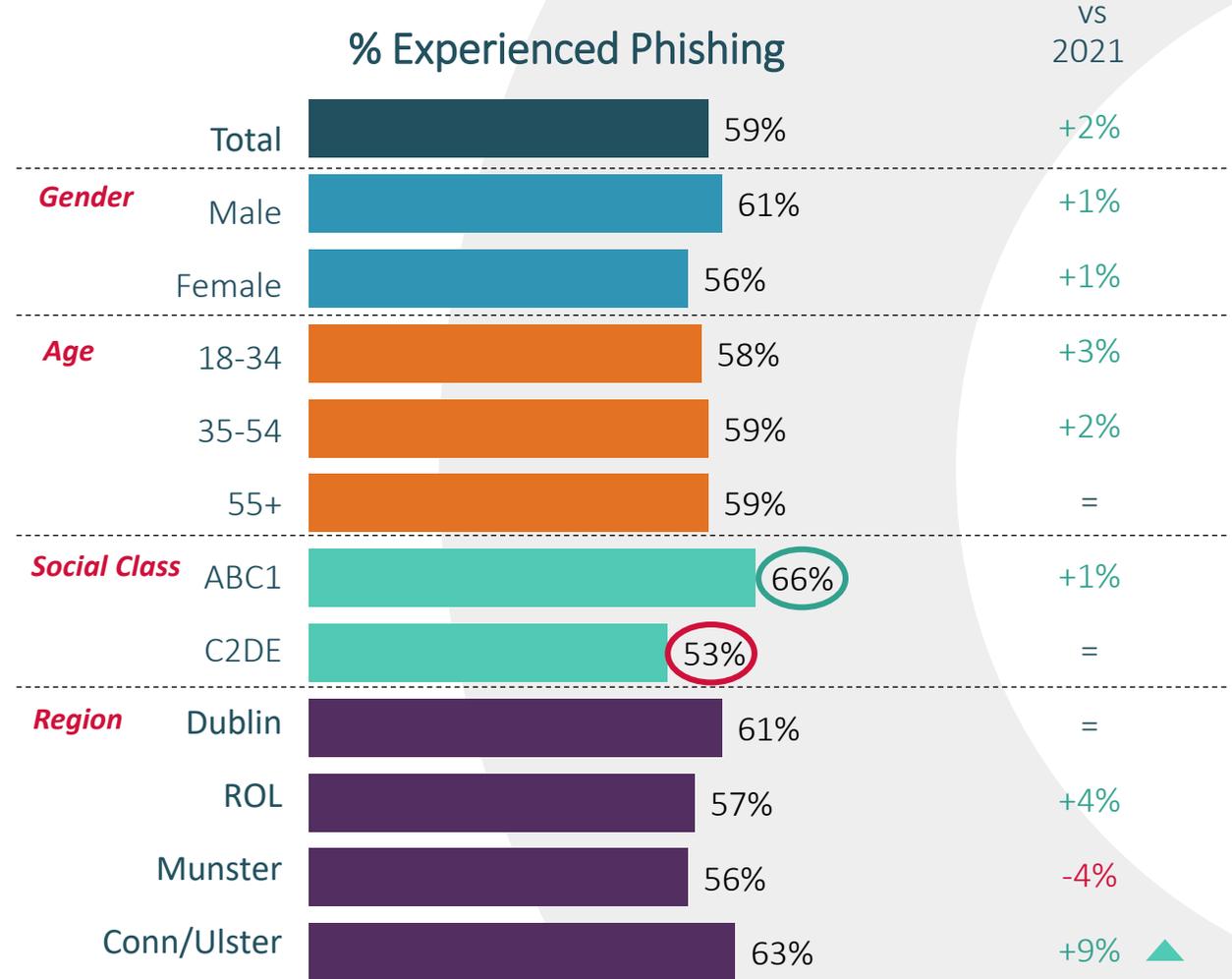


Growth in Phishing eases, but remains at a high level in 2022

Higher social grades have much higher incidence of Phishing than the C2DE. There is also a significant growth than last year in Ulster/Conn region.



Global Ave.
33%



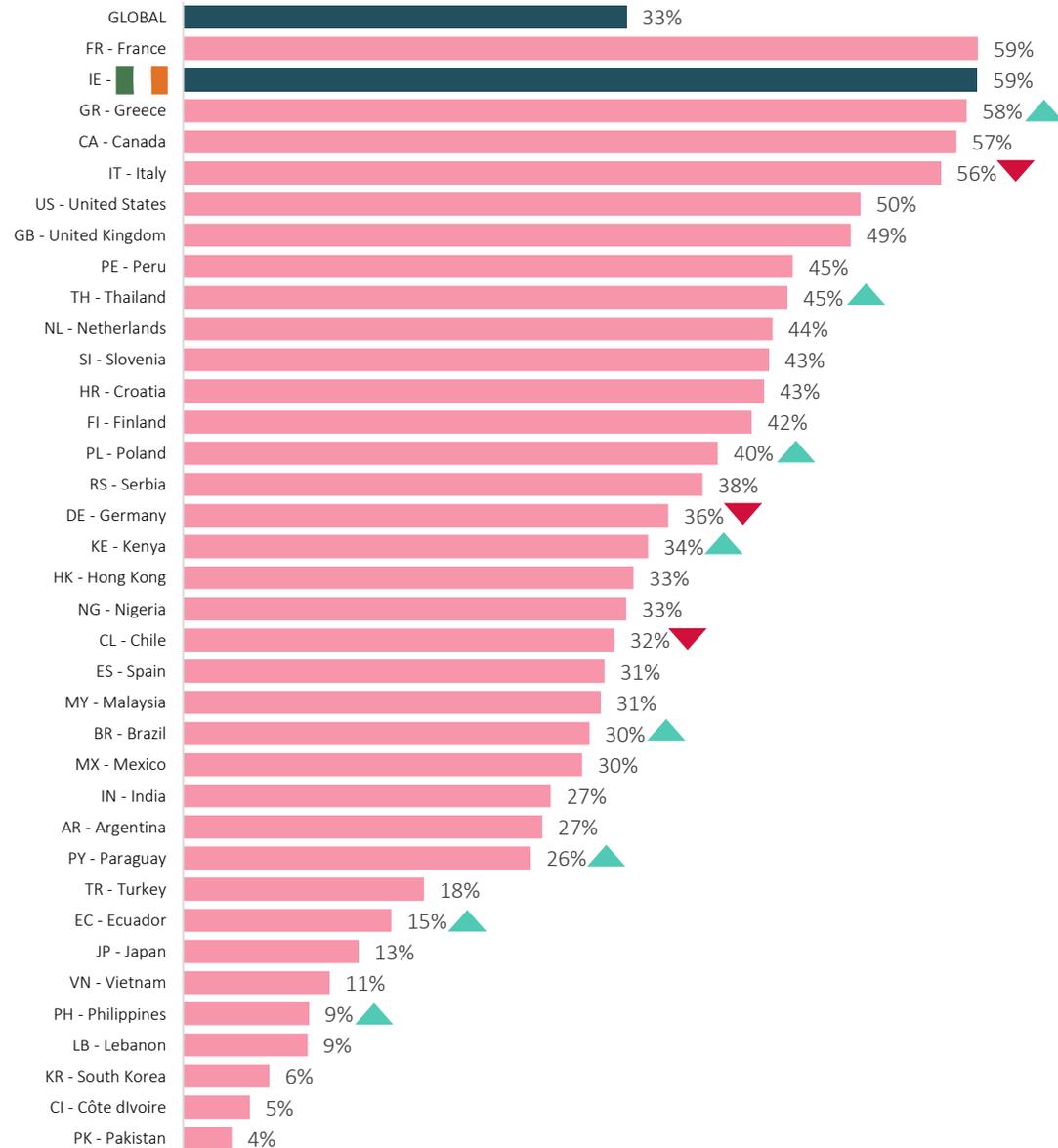
○ Indicates significant difference vs. Total
▲ ▼ Indicates significant difference vs. 2021

Base: All Adults Ireland n=1,015

Phishing incidence extremely high in Ireland, tied for 1st along with France.

Other wealthier western nations such as Canada, the United States, and the UK also feature quite prominently on this list, while phishing rates increase significantly in Greece, Thailand, Poland, Kenya, Brazil, Paraguay, Ecuador and Philippines

Phishing



▲ ▼ Indicates significant difference vs. 2021

Base: All adults across 36 countries worldwide; n = 29,090

14%

Of all Irish adults claim to have had their personal details leaked, at similar level as last year

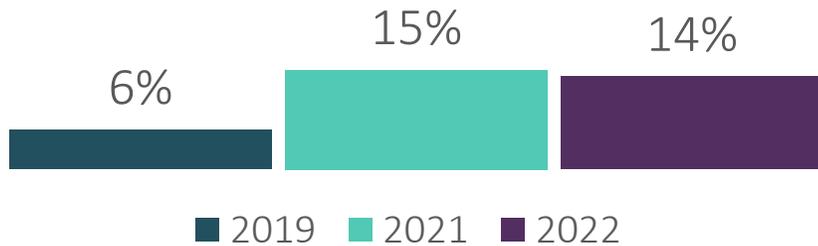


Men, 18-34's, and higher SG's more at risk of details being leaked



When it comes to personal details being leaked, over 1 in 10 claim to have experienced this, with this fairly steady versus the previous year in 2021.

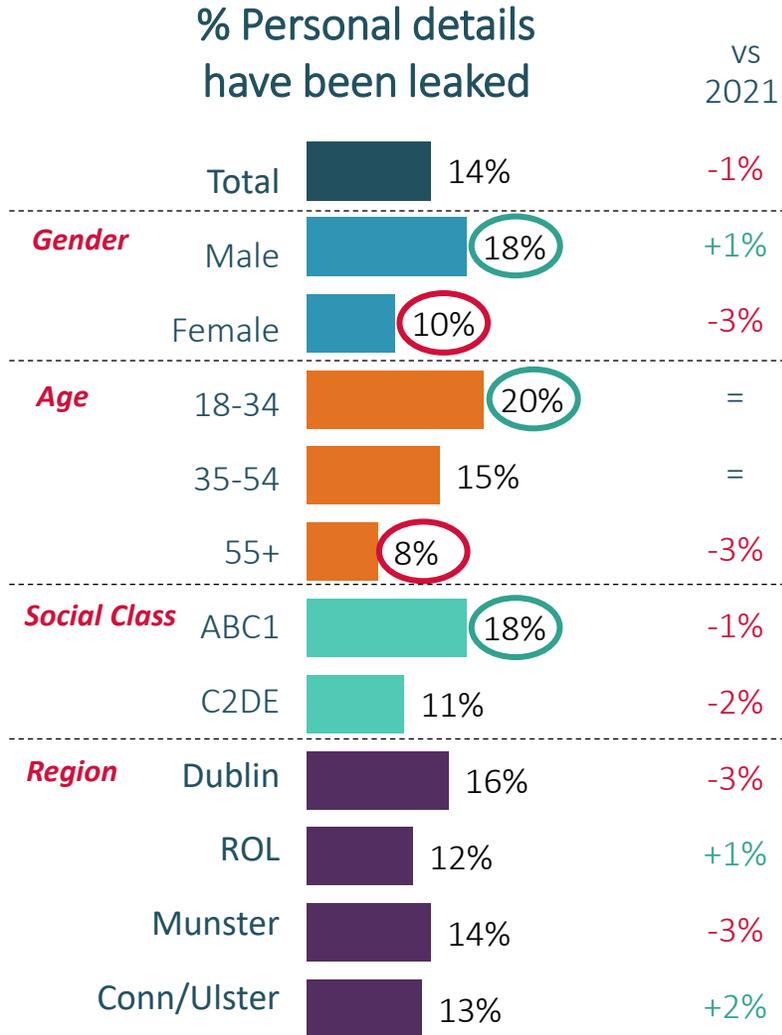
Personal details have been leaked



Global Ave.
13%

○ Indicates significant difference vs. Total
▲ ▼ Indicates significant difference vs. 2021

Base: All Adults Ireland n=1,015

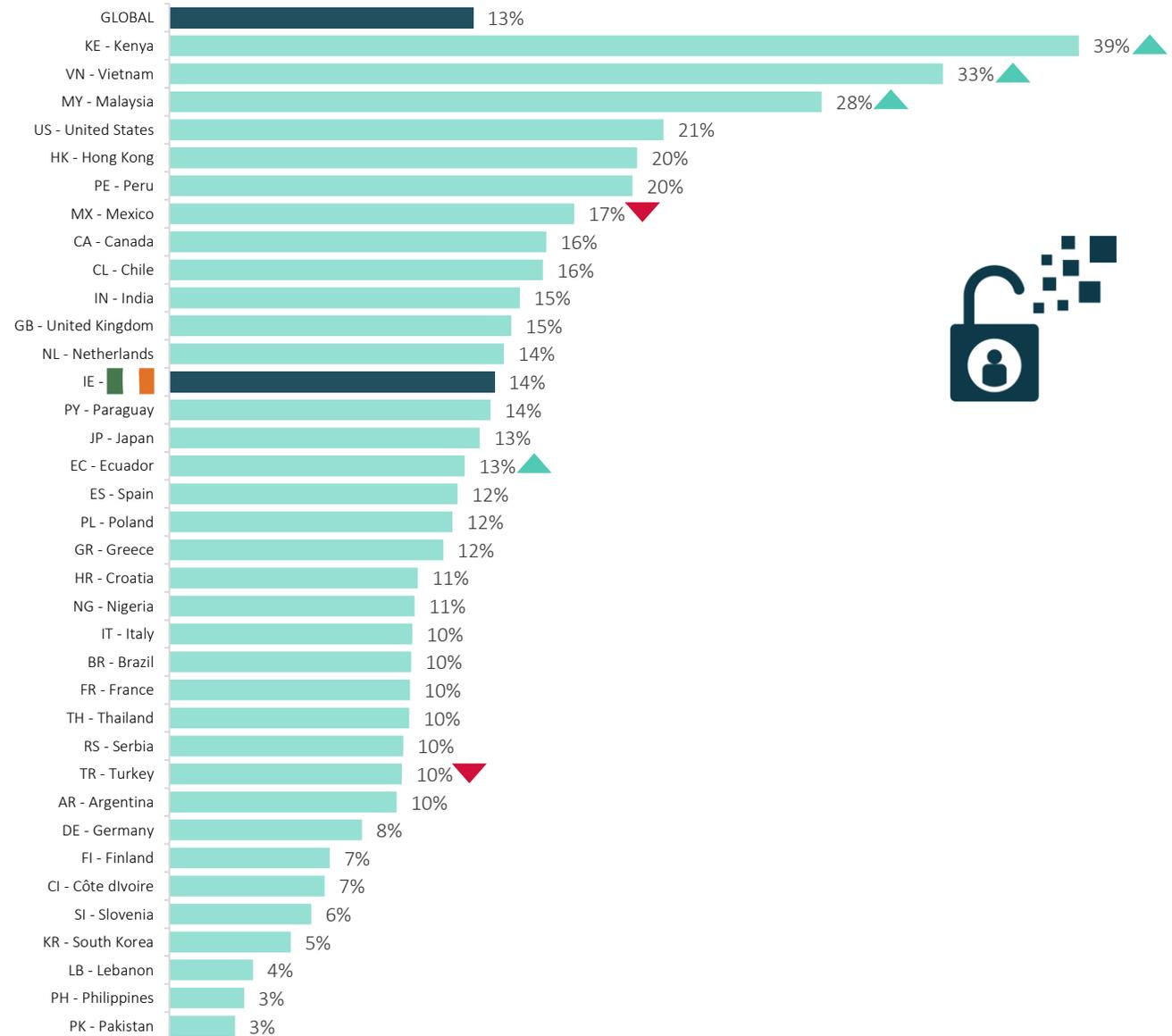




Ireland close to global average on leaking of personal information

Kenya and Vietnam have significant increases vs 2021 in experiencing this, while Turkey and Mexico record declines.

Personal details have been leaked

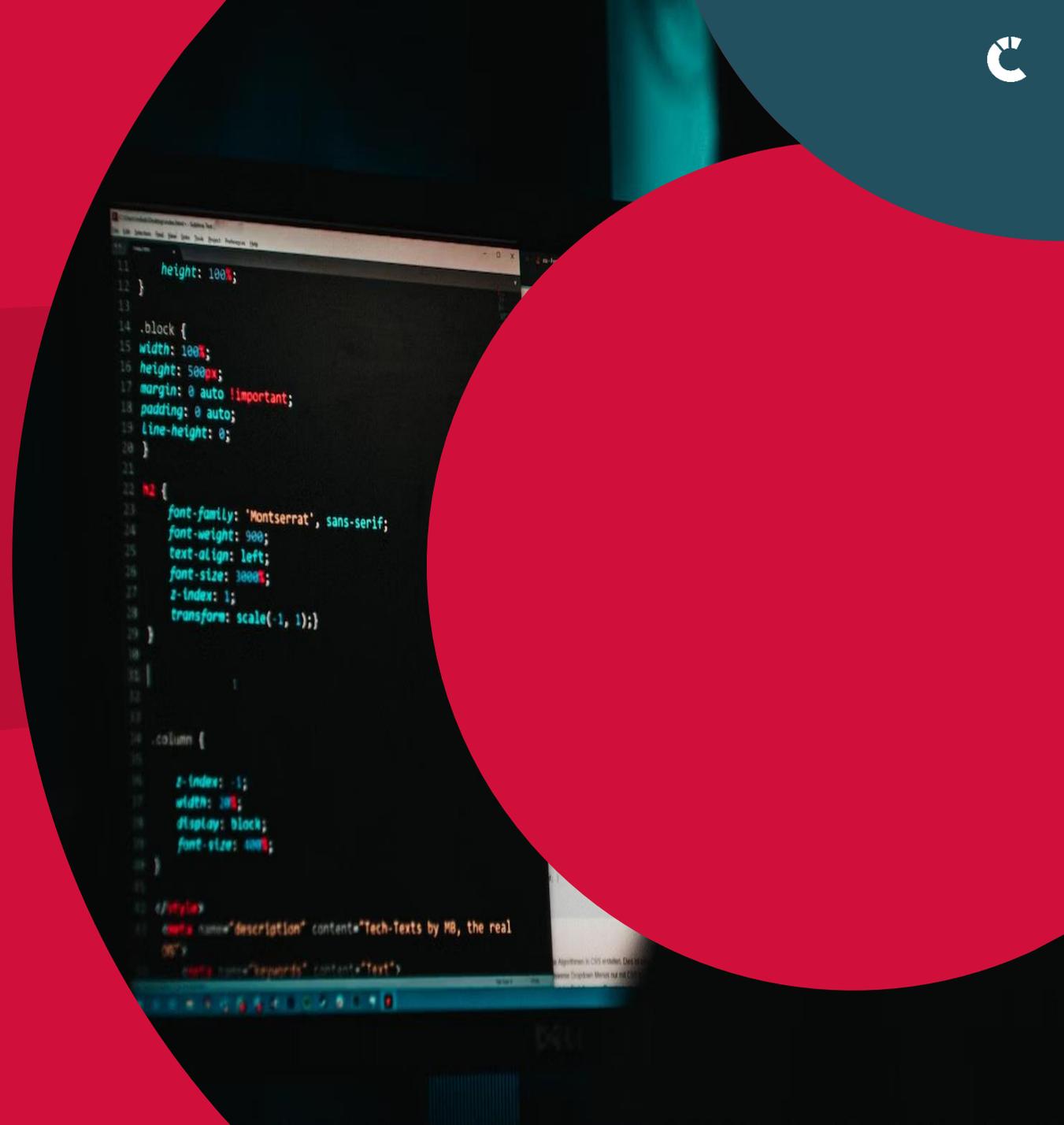


▲ ▼ Indicates significant difference vs. 2021

Base: All adults across 36 countries worldwide; n = 29,090

22%

Of all Irish adults claim their bank account or credit card has been hacked/ used fraudulently

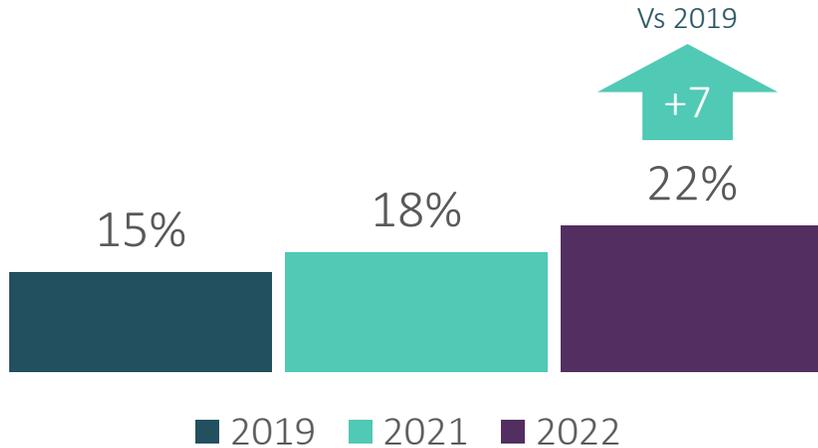


Hacking of bank account or credit card continues to worsen

Over 1 in 5 (22%) report having their bank account or credit card hacked or used fraudulently, representing an increase of 7% versus 2019. Growth especially driven by 18-34's and Dublin.



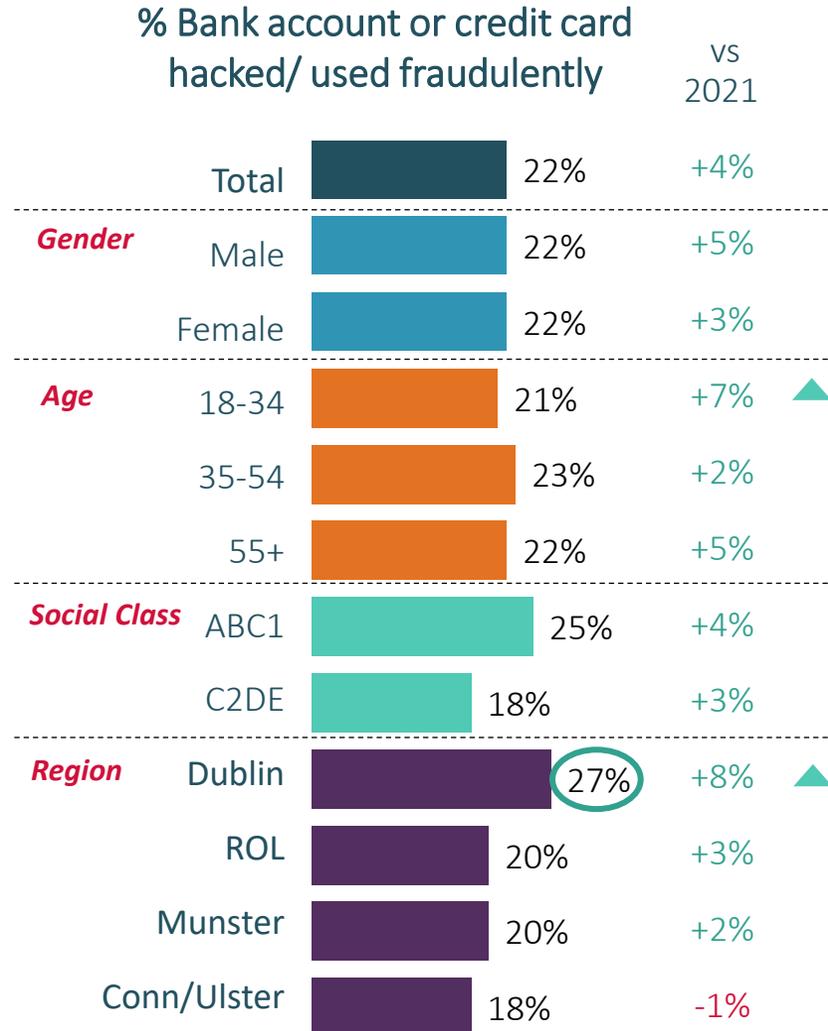
Bank account or credit card hacked/used fraudulently



Global Ave.
12%

○ Indicates significant difference vs. Total
▲ ▼ Indicates significant difference vs. 2021

Base: All Adults Ireland n=1,015

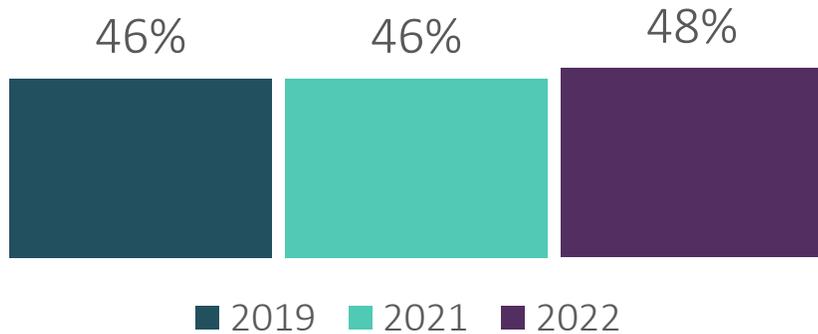


Nearly half are spammed, with men more likely to report this

Since 2021, the proportion of men experience this increases and is especially prevalent amongst men, 35-54-year-olds, and also higher social grades.



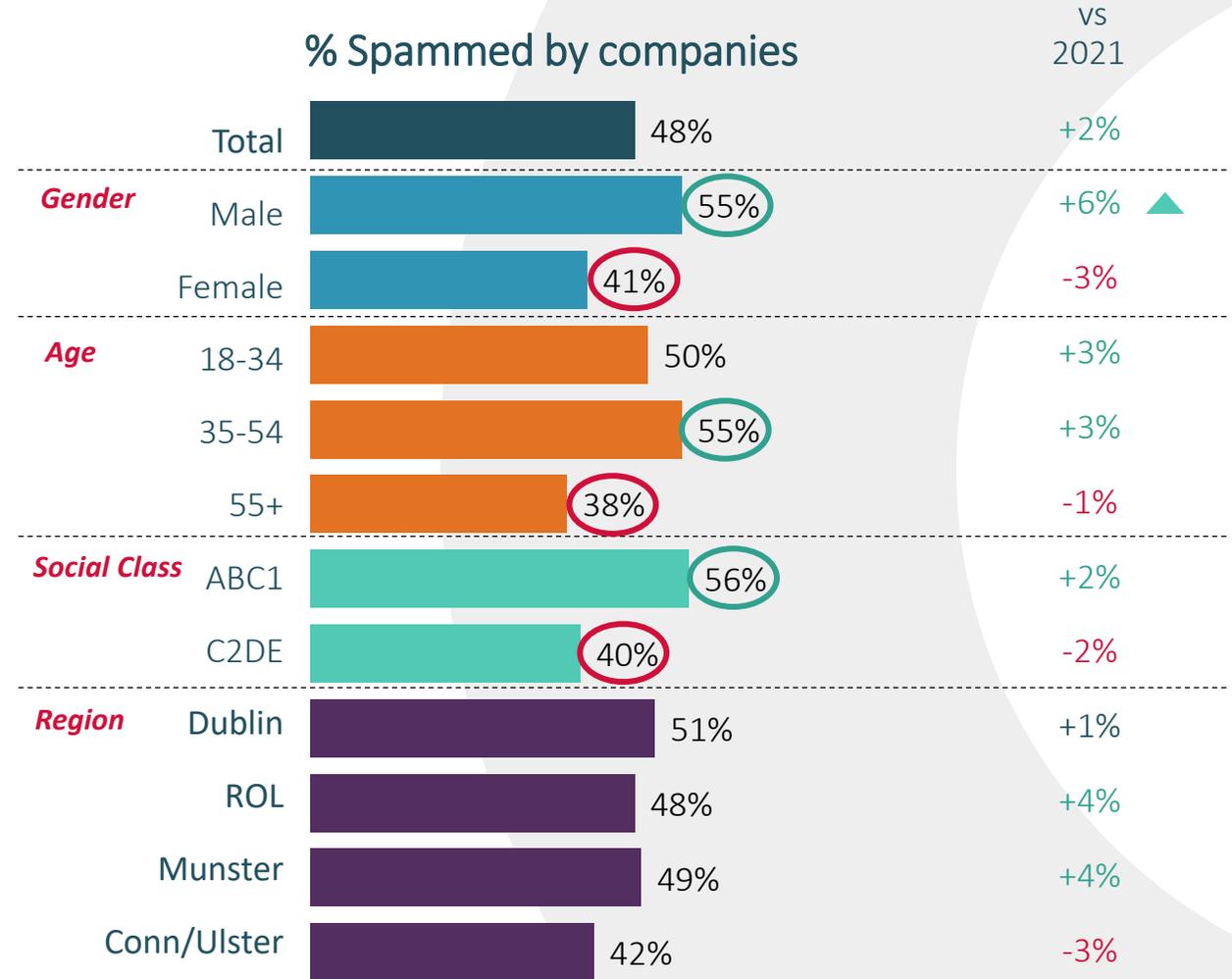
Spammed by companies



Global Ave.
44%

○ Indicates significant difference vs. Total
▲ ▼ Indicates significant difference vs. 2021

Base: All Adults Ireland n=1,015

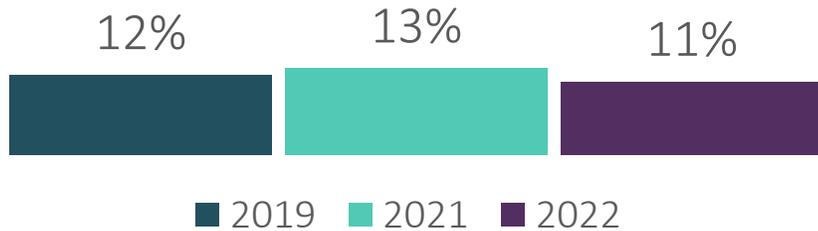


Hacking of email remains low, with only 1 in 10 reporting this

Slight decline is noted overall and is reflective of slight declines across most demographic groups, but is especially driven by the Dublin region which reports of this falling significantly since 2021.



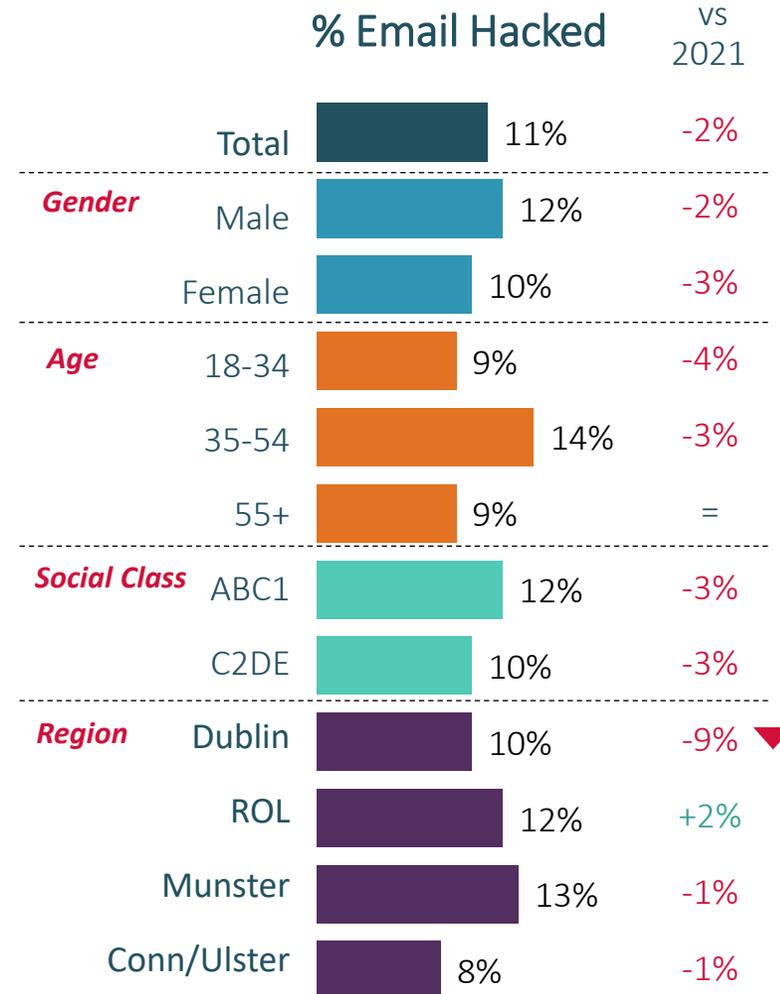
Email hacked



Global Ave.
11%

○ Indicates significant difference vs. Total
▲ ▼ Indicates significant difference vs. 2021

Base: All Adults Ireland n=1,015

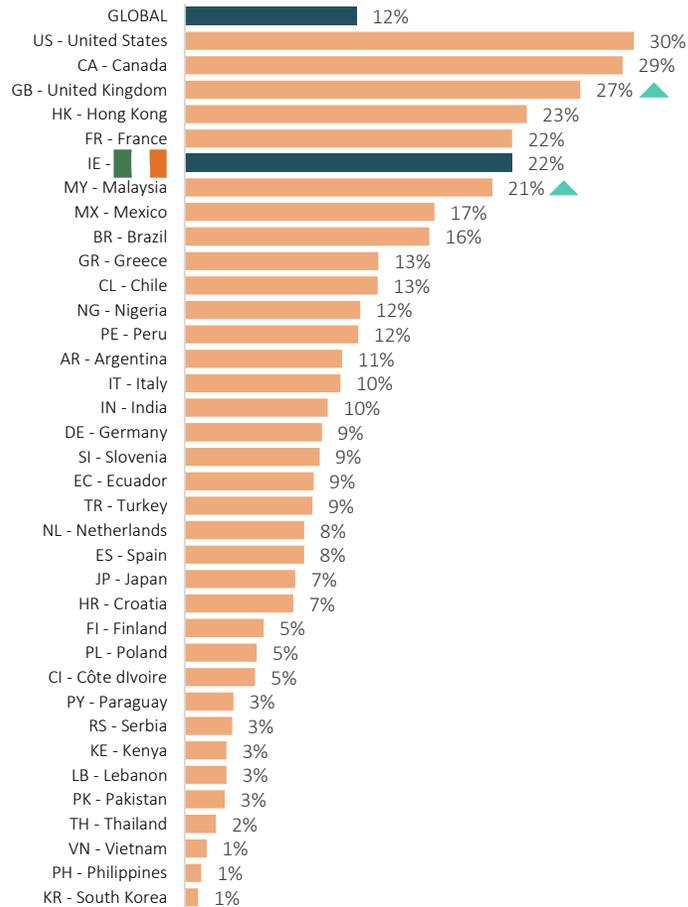


Ireland sits at or above the global average for suspicious activity

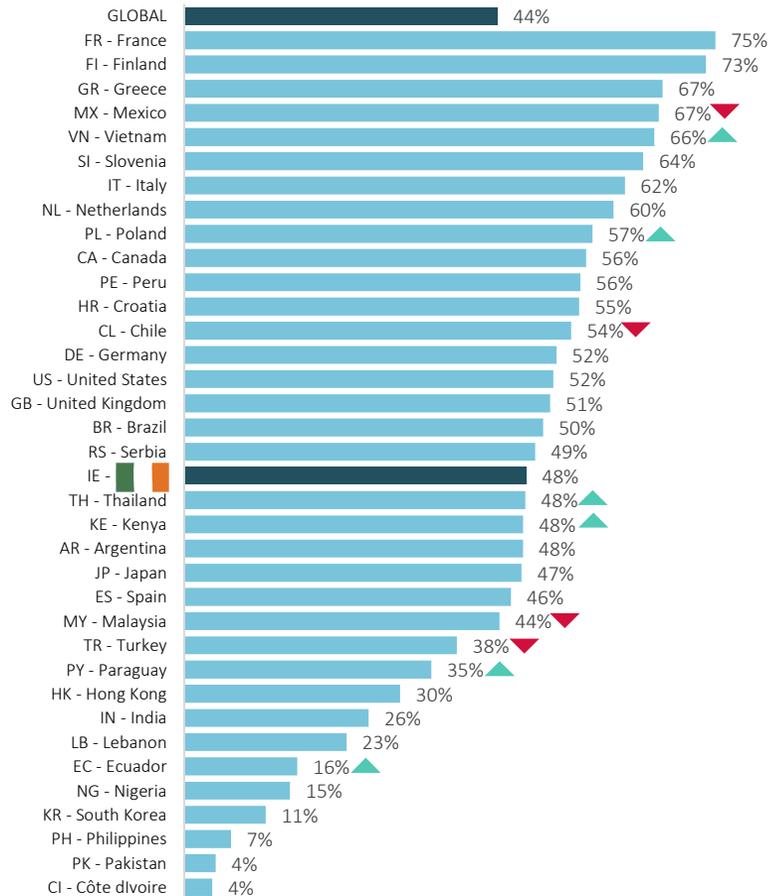


This especially pertains to having one's bank account or credit card hacked or used fraudulently, with spamming also sitting above the global average and email hacking sitting on par for the global average.

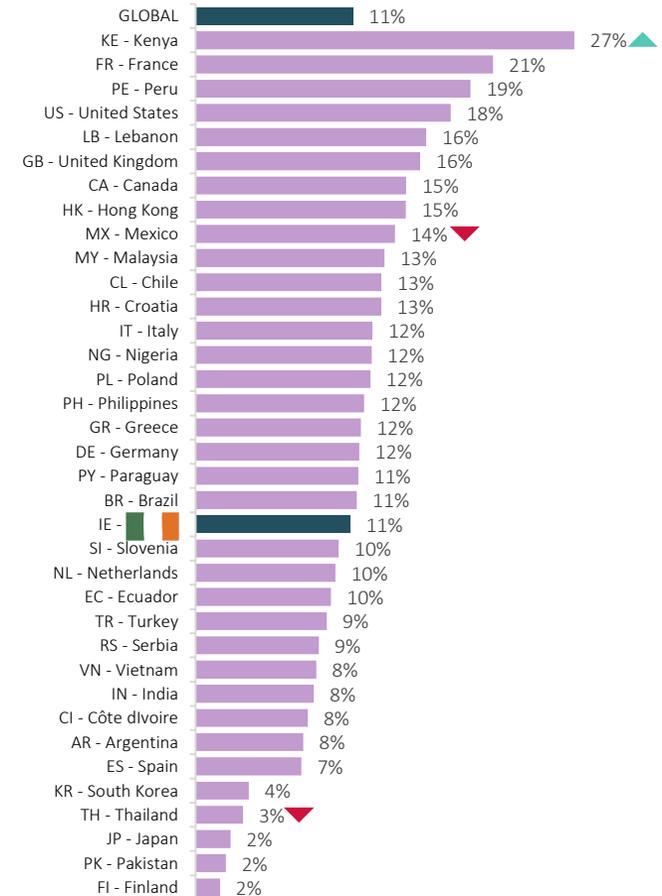
Bank account or credit card hacked/ used fraudulently



Spammed by companies



Email Hacked



52%

Are concerned
about sharing
their personal
information
digitally

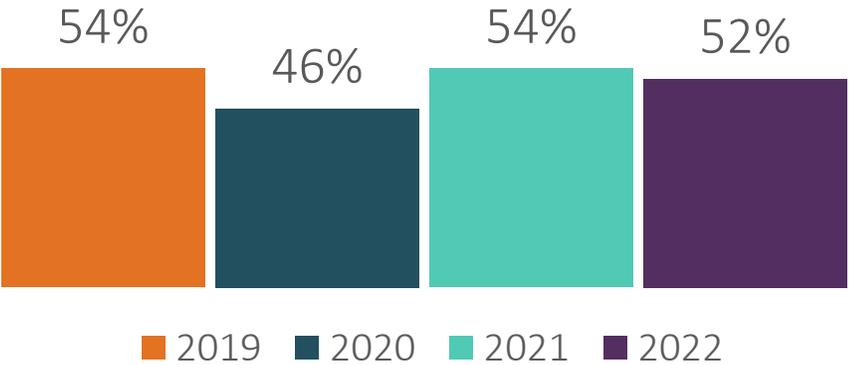


Over half are still concerned over digital information sharing

Worry significantly declines vs 2021 amongst those aged 35-54 years, as well as those in the Conn/Ulster region. However, younger people are more worried about it in 2022 than in 2021.

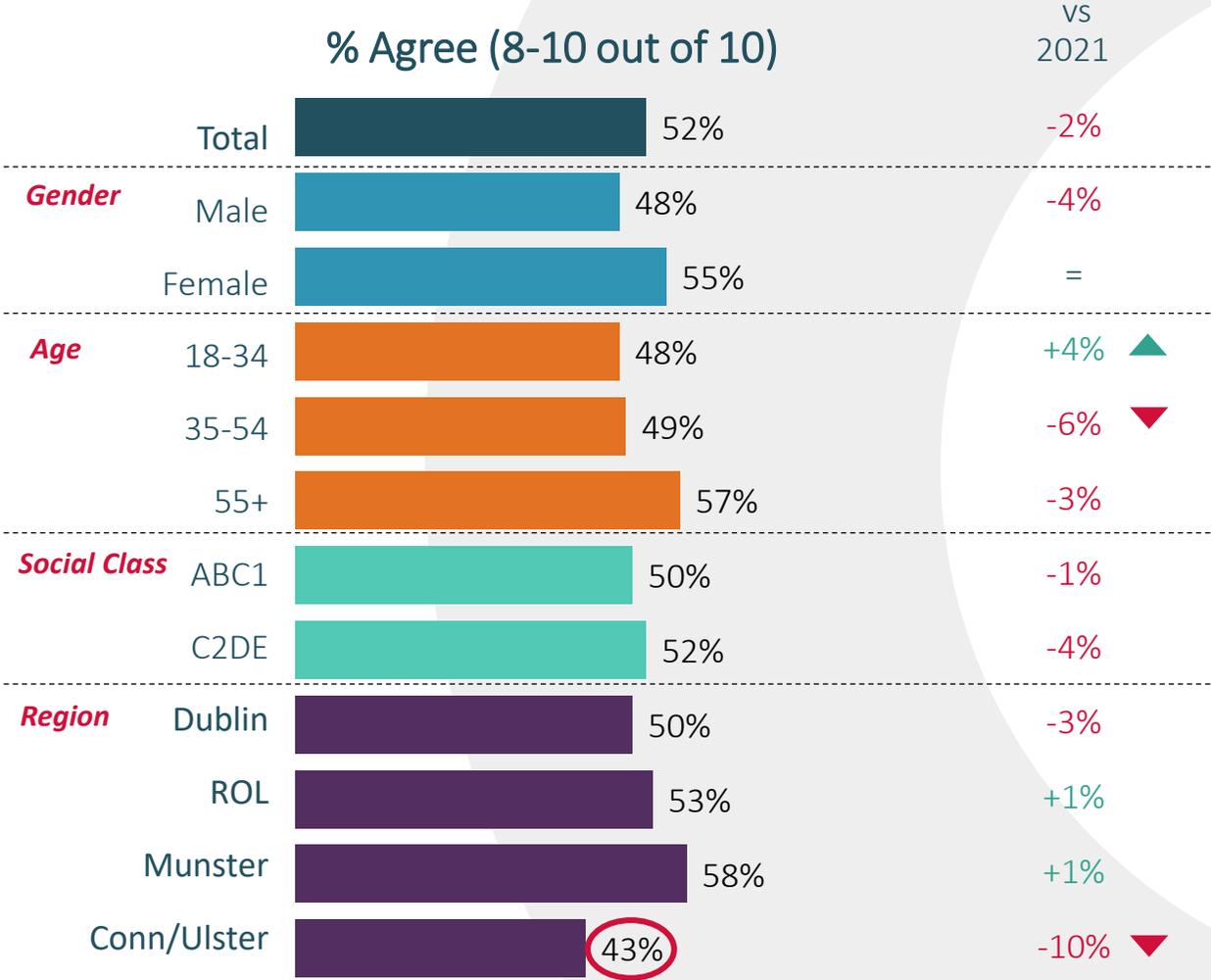


I am concerned about sharing my personal information digitally



○ Indicates significant difference vs. Total
▲ ▼ Indicates significant difference vs. 2021

Base: All Adults Ireland n=1,015



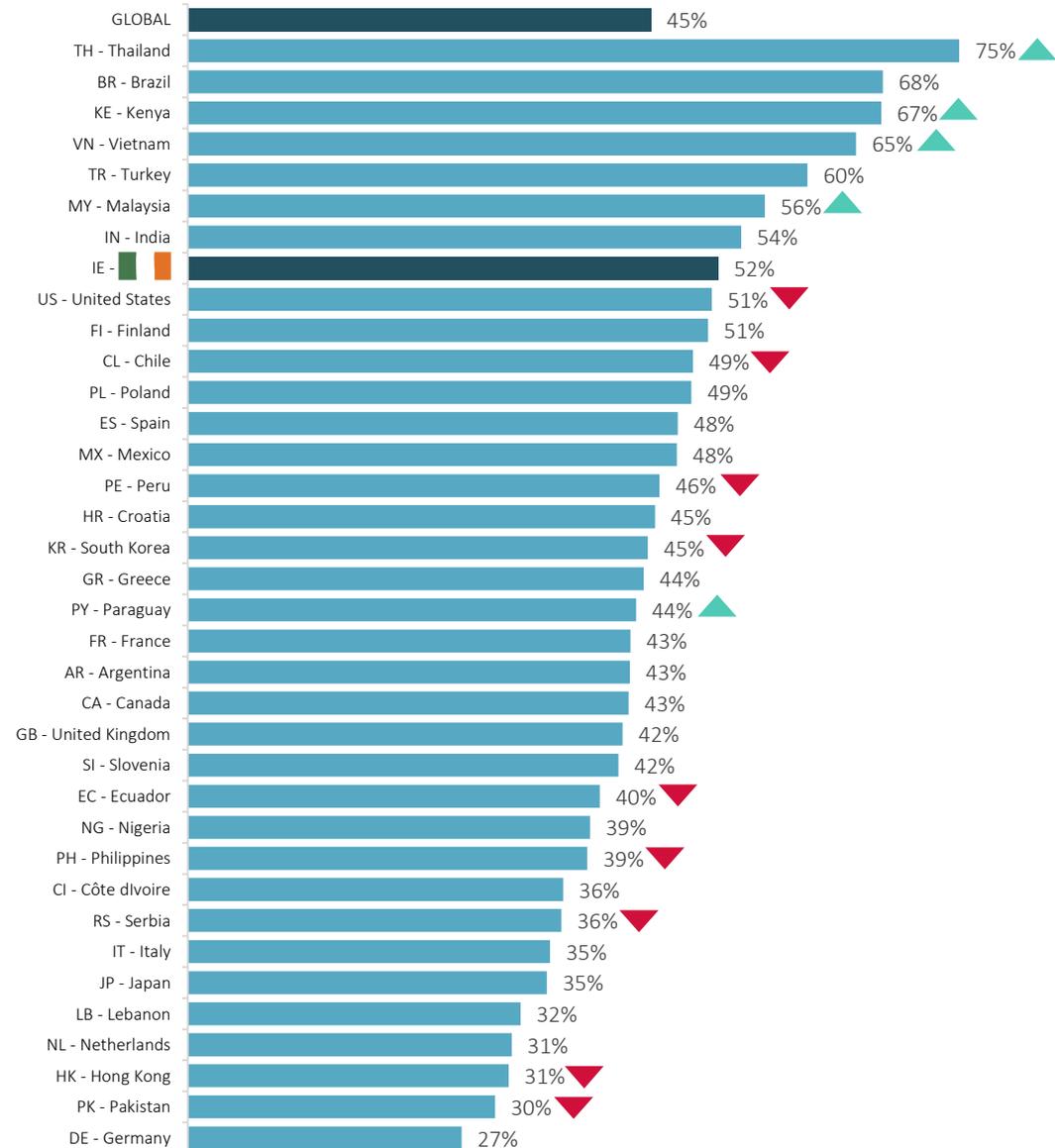


Compared to the global average, Irish are more concerned about sharing personal info online

Those in Thailand, Brazil, Kenya, and Vietnam are especially concerned and this grows in most of these countries since 2021. Others record a decline in concern, most notably the United States which now sits slightly below that of Ireland.

% Agree (8-10) –

I am concerned about sharing my personal information online

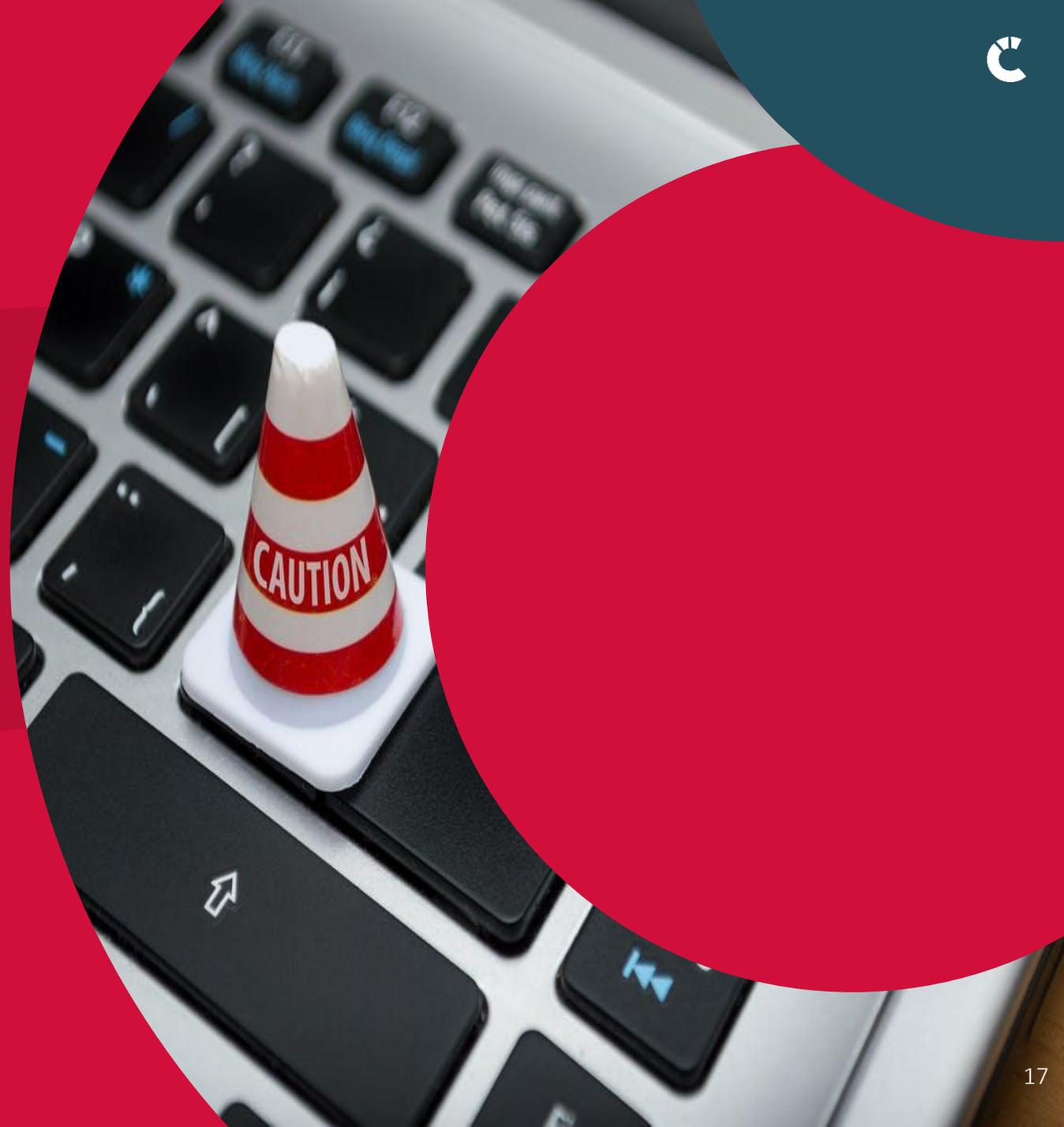


▲ ▼ Indicates significant difference vs. 2021

Base: All adults across 36 countries worldwide; n = 29,090

28%

Are aware of what happens to personal information after they share it with a data collector



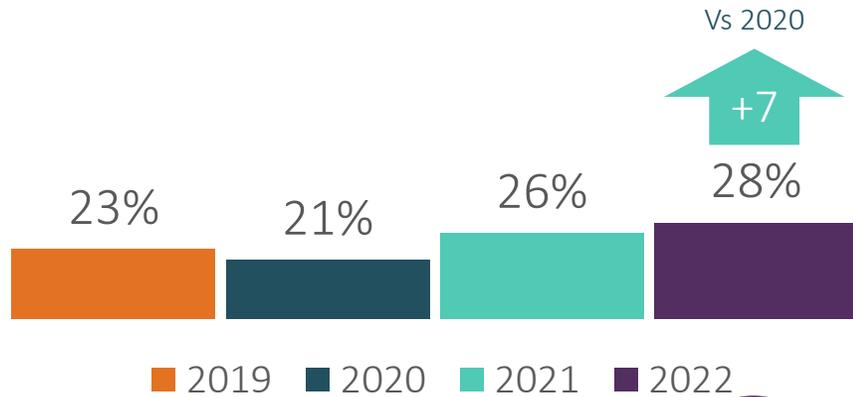
Awareness of personal info usage by data collectors is on the rise



Rise especially driven by 18-34's. However, awareness overall remains low, with less than 3 in 10 having an awareness of what happens with personal information after sharing with data collectors.



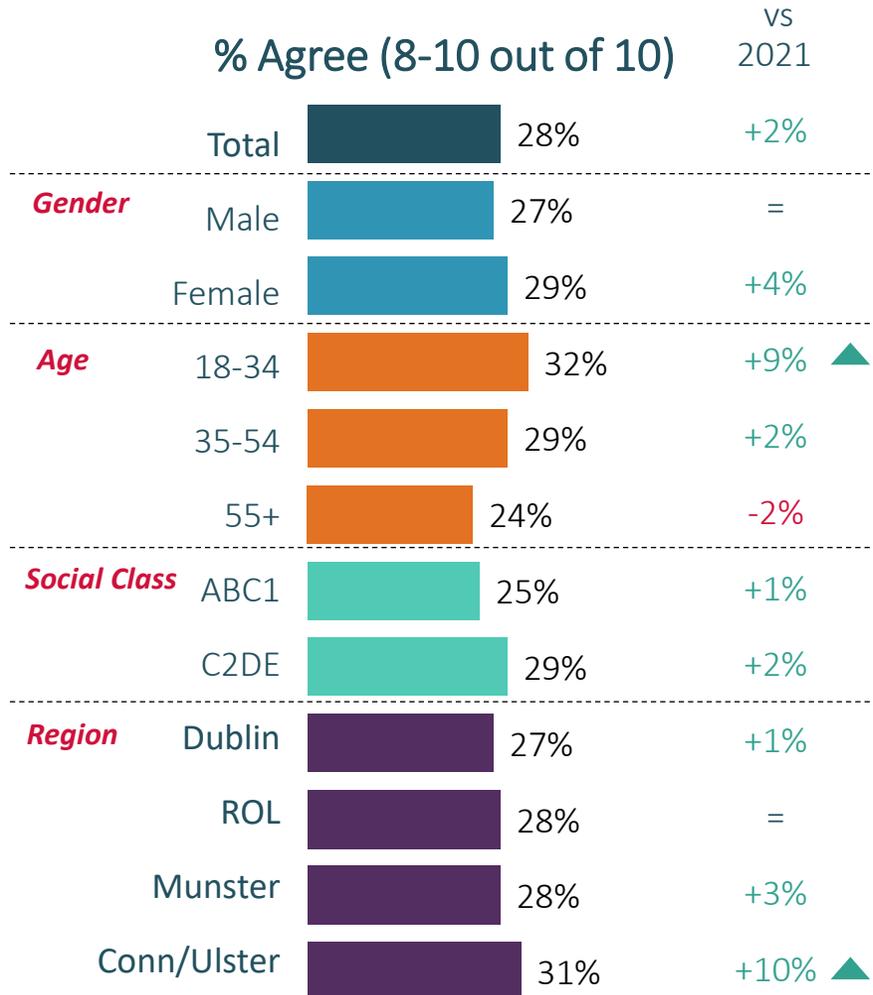
Aware of what happens with one's personal information after sharing with data collectors



Global Ave.
33%

○ Indicates significant difference vs. Total
▲ ▼ Indicates significant difference vs. 2021

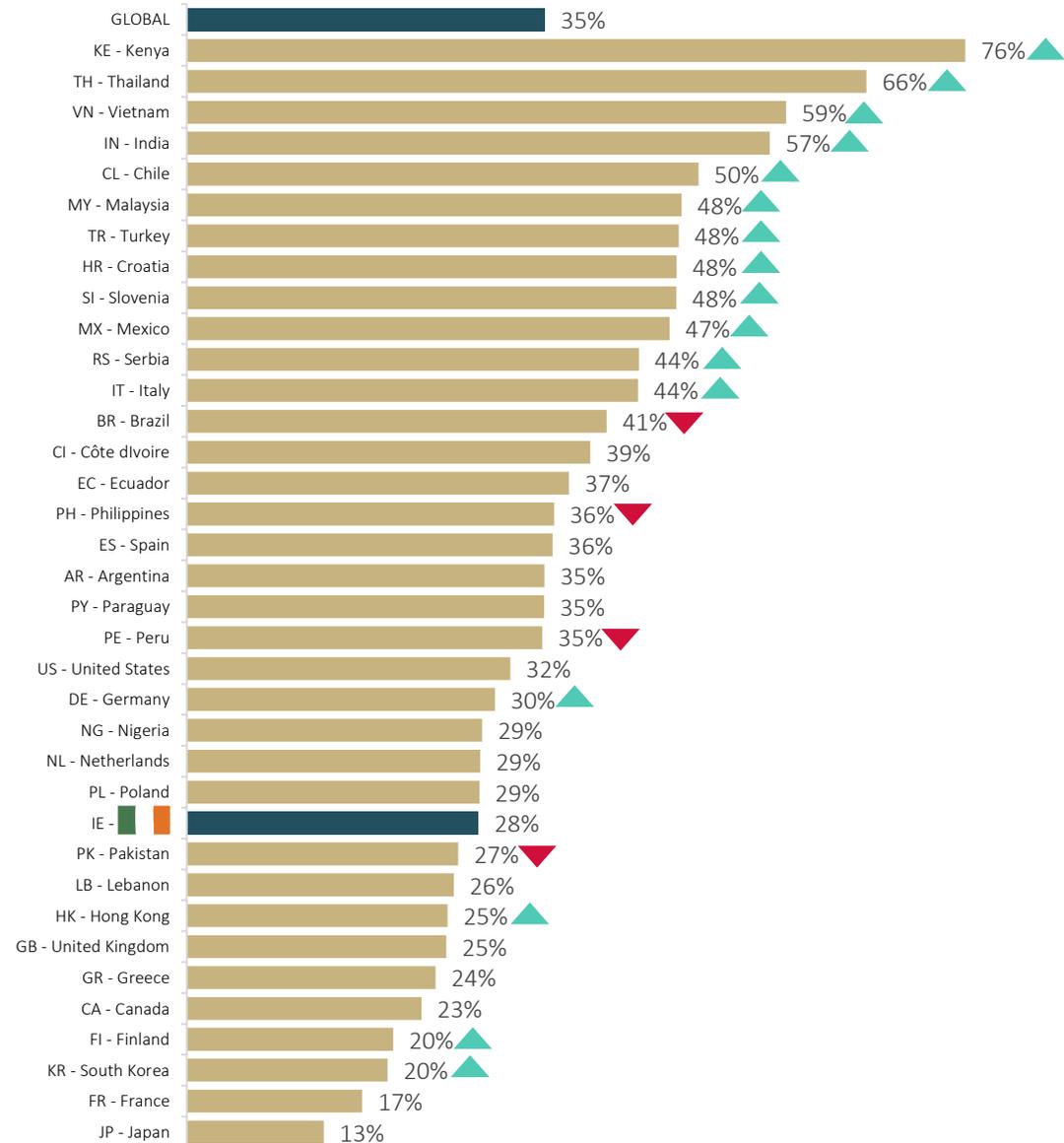
Base: All Adults Ireland n=1,015



Understanding of data usage is much weaker in Ireland than global average

General uplift in knowledge on usage of personal data as most countries state better understanding.

% Agree (8-10) – Aware of what happens with one's personal information after sharing with data collectors

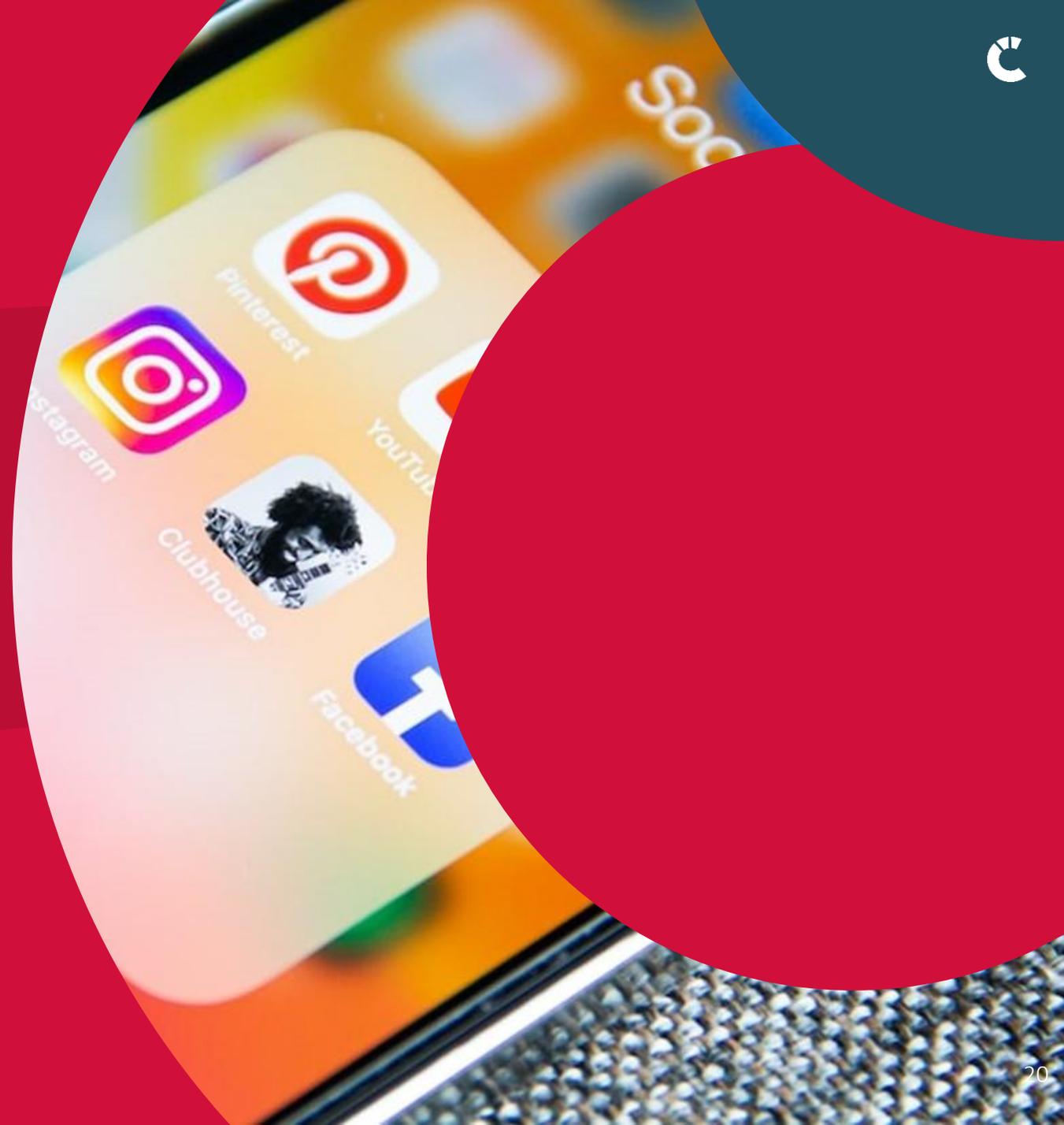


▲ ▼ Indicates significant difference vs. 2021

Base: All adults across 36 countries worldwide; n = 29,090

56%

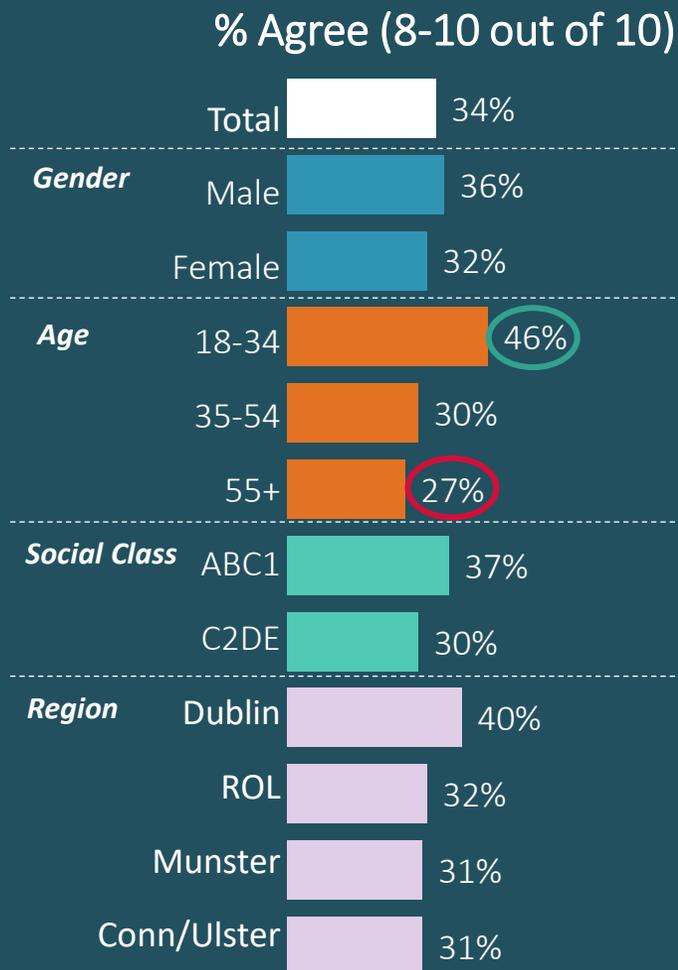
Strongly agree that
social networking
sites overwhelms
their life



1 in 3 in Ireland agree technology helps them organise better

34%

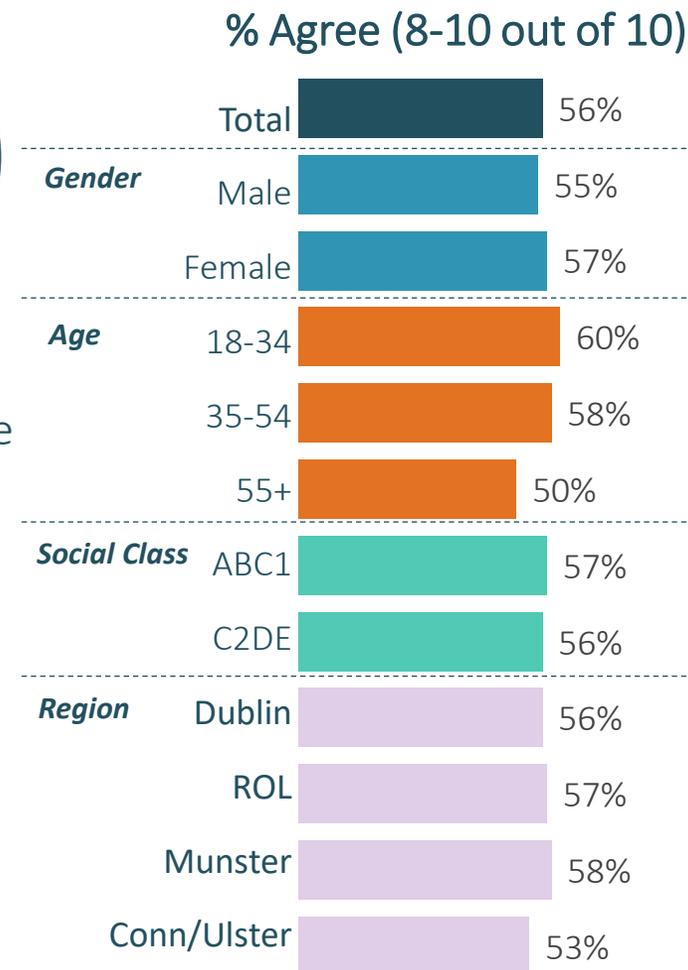
New technologies allow me to organize better my everyday life



But majority feel overwhelmed by social networks

56%

Social networks overwhelm our life

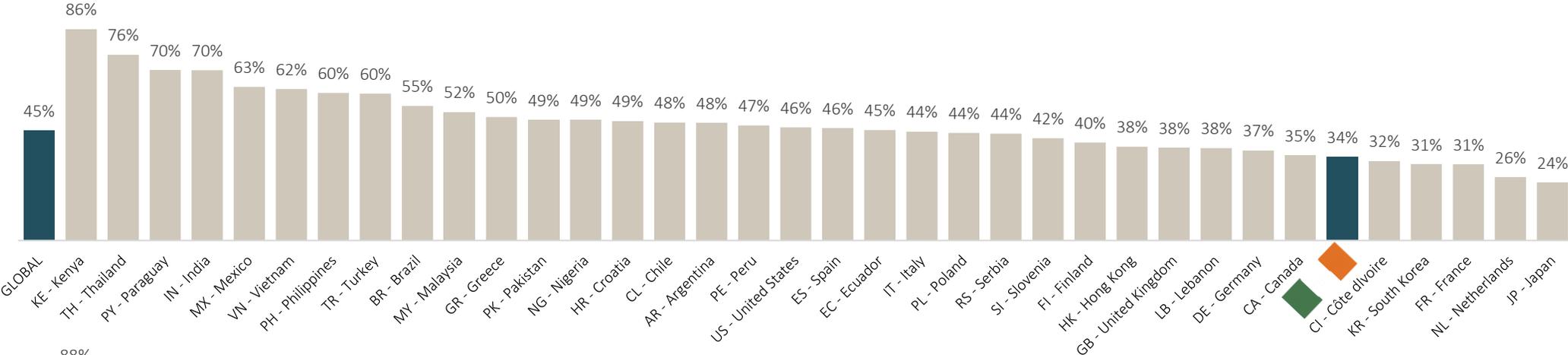


Irish are more overwhelmed by social network than global average

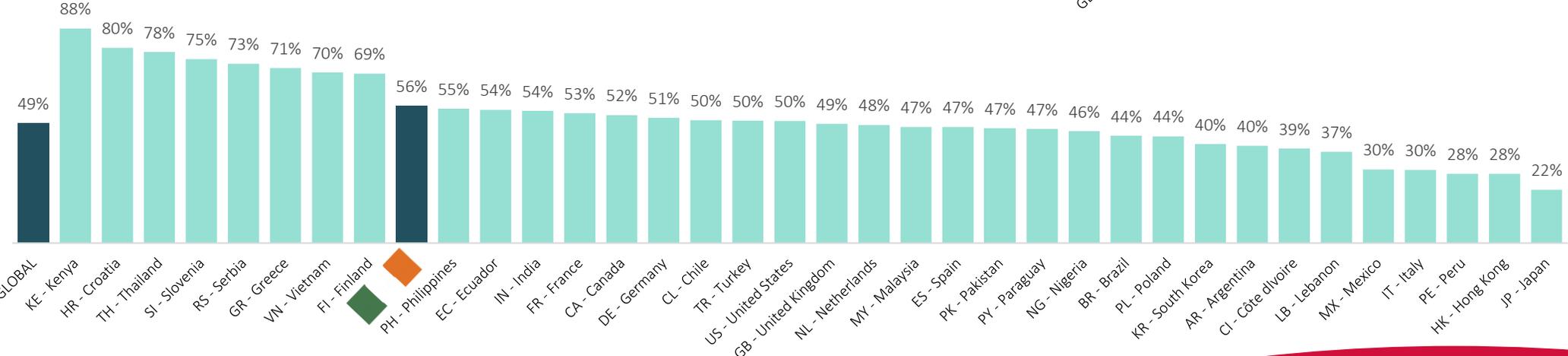
Fewer tend to think that technology help them lead a better life.

Attitudes Towards Privacy of Technology/ Social network x Country

New technologies allow me to organize better my everyday life



Social networks overwhelm our life



Base: All adults across 39 countries worldwide; n = 33,236

Sample and Methodology



Methodology:

The WWS (WIN Worldwide Survey) is a study conducted every year with the purpose to measure people's thoughts, expectations, worries and perceptions related to relevant topics for society and business. The survey was conducted in 36 countries using CAWI / CATI / F2F/ TAPI /online survey methods.

Sample Size and Mode of Field Work:

A total of 29,739 people were interviewed globally. The fieldwork was conducted during October 9th and December 10th, 2022. The margin of error for the survey is between 4.4 and 2.5 at 95% confidence level.

The global average has been computed according to the share of the covered adult population of the surveyed countries

Questionnaire – Technology



TECHNOLOGY

11. Please indicate how much you agree or disagree with the following statements:
 (SHOW CARD. ROTATE ORDER OF STATEMENTS) (2019/2020/2021)

	Do not agree at all										Completely agree	
I am concerned about sharing my personal information digitally	1	2	3	4	5	6	7	8	9	10	(SPSS-Q11_1)	
I am aware what happens with my personal information after I shared it with a data collector (e.g. service providers, advertisers, retailers, insurers, municipalities etc.)	1	2	3	4	5	6	7	8	9	10	(SPSS-Q11_2)	
New technologies allow me to organize better my everyday life (New)	1	2	3	4	5	6	7	8	9	10	(SPSS-Q11_3)	
Social networks overwhelm our life (New)	1	2	3	4	5	6	7	8	9	10	(SPSS-Q11_4)	

12. Have you experienced any of the following... (read the items) (SHOW CARD. SELECT ALL THAT APPLY) (2019/2021) (SPSS - Q12_1) (SPSS - Q12_2) (SPSS - Q12_3) (SPSS - Q12_4) (SPSS - Q12_5) (SPSS - Q12_6)

1. Email hacked
2. Bank account or credit card hacked/ used fraudulently
3. Phishing i.e. received fraudulent emails requesting personal information such as bank account details
4. Personal details have been leaked
5. Spammed by companies I have had no previous contact with
6. None of these

About the WIN Survey



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About the WIN Survey

The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent.

RED C Research are the Irish members of the WIN network

Our assets are:

- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling and Consultancy
- Flexibility: tailormade global and local solutions to meet clients' needs
- Innovation: access to the latest strategic consultancy, tool development and branded solutions
- Local experts: access to a network of experts that truly understand the local culture, market and business needs
- Trust: highest quality of talented members in all countries covered

In the years, WIN has demonstrated wide competences and ability to conduct multi-country surveys following the highest standards requested by the market. The accumulated expertise of the Association is formidable: Third World issues, advertising and media research as well as retail, economics, and corporate research.



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