

**REDC**



**WIN** Worldwide  
Independent Network  
Of Market Research

# WIN World Survey *Data, Fraud and Technology*

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# Public concerns mount over digital data threats in Ireland



WIN World Technology Survey – Headlines Ireland

01

Irish people are experiencing the highest level of phishing in the world at 64% - nearly twice the global average of 34%

02

1 in 5 have had their credit card or bank account hacked, and 1 in 10 have had their email account hacked. There are also 1 in 10 who report their personal details being leaked.

03

There is a low awareness (23%) of what happens with one's personal information after it is shared with a data collector, and also lack of understanding of A.I. (21%).

04

This rise in spam and phishing, when combined with reports of hacking / data leaks, and lack of understanding of how information is used, all results in heightened concerns.

05

Ireland displays higher concern over sharing digital data when compared to other countries globally, especially with regard to sharing financial information (67% 8-10 out of 10).

06

1 in 2 have concerns over sharing their personal information, with this especially high amongst women, and 1 in 3 express concerns over sharing health information.

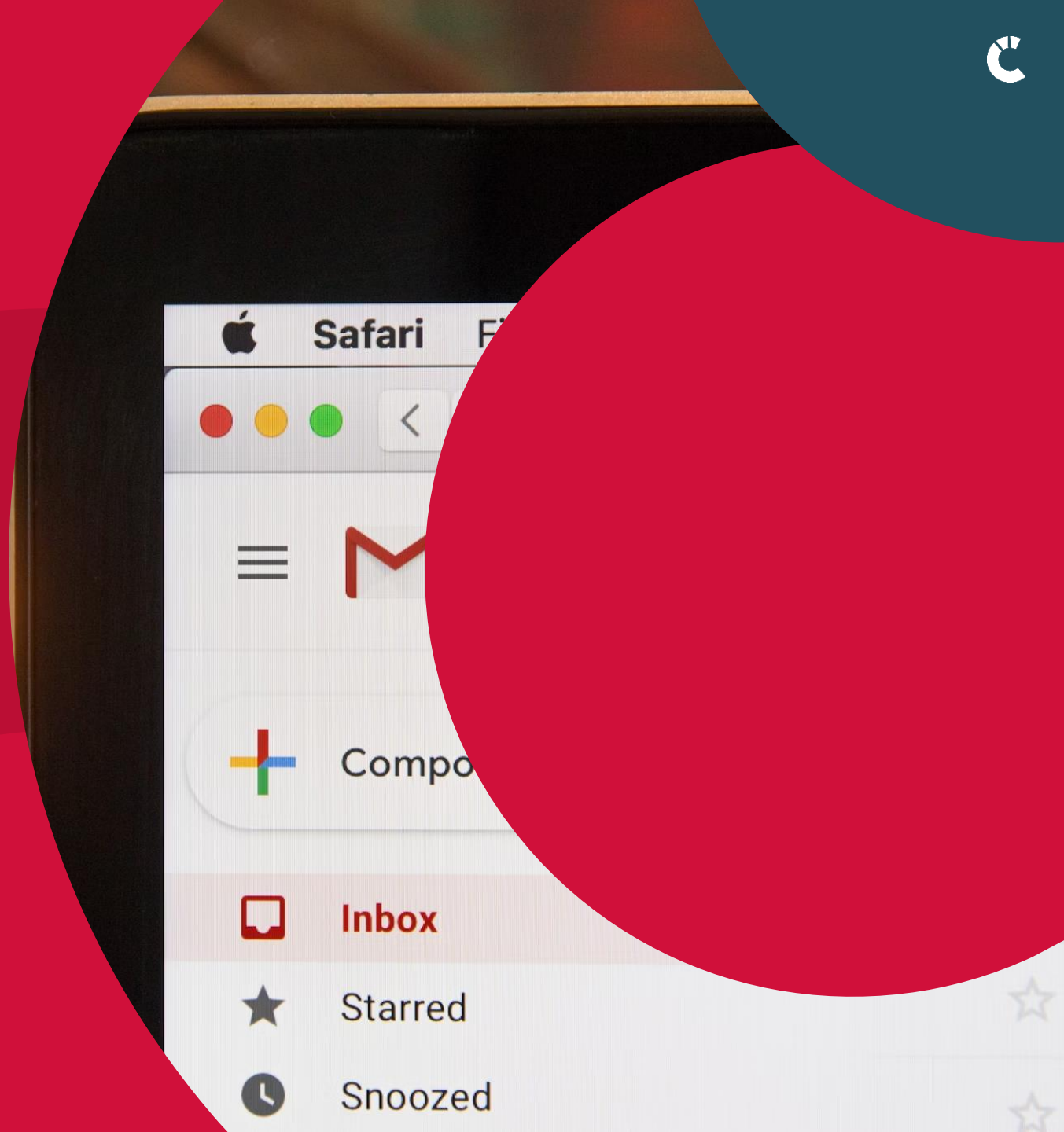
# 64%

of Irish adults have experienced Phishing making us the most phished country in the world.



# 55%

Of Irish adults have  
been spammed by  
companies

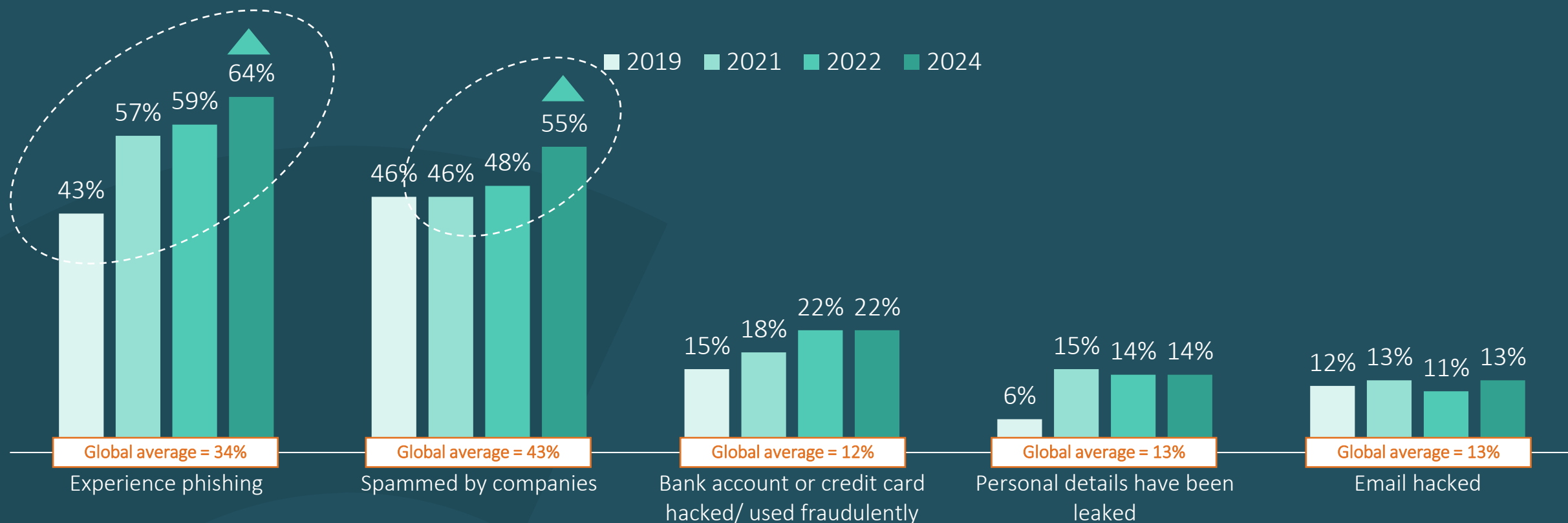


# Incidence of spamming and phishing continue to grow



Since 2019, incidence of phishing is up +21% and spamming is up +9%, highlighting clear threat posed by increasingly sophisticated scam technologies. 1 in 5 still are still having accounts hacked.

% of adults 18+ experiencing the following

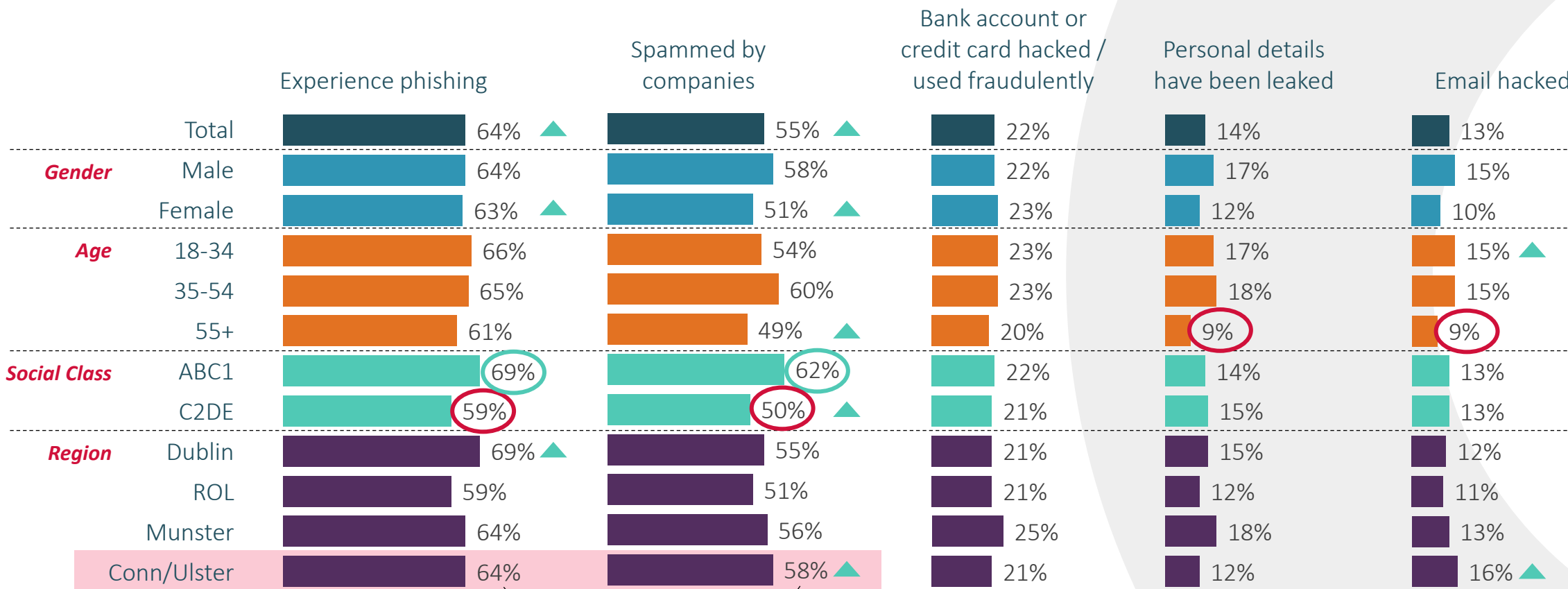


# Phishing and spamming more likely amongst higher social grades



Increase over the past year especially noted amongst women while greater numbers of those 55+ are being spammed by companies.

## % of adults 18+ experiencing the following



Increase in spamming and especially phishing is much more prevalent in Conn/Ulster region (+28% phishing vs 2019 / +18% spamming vs 2019)

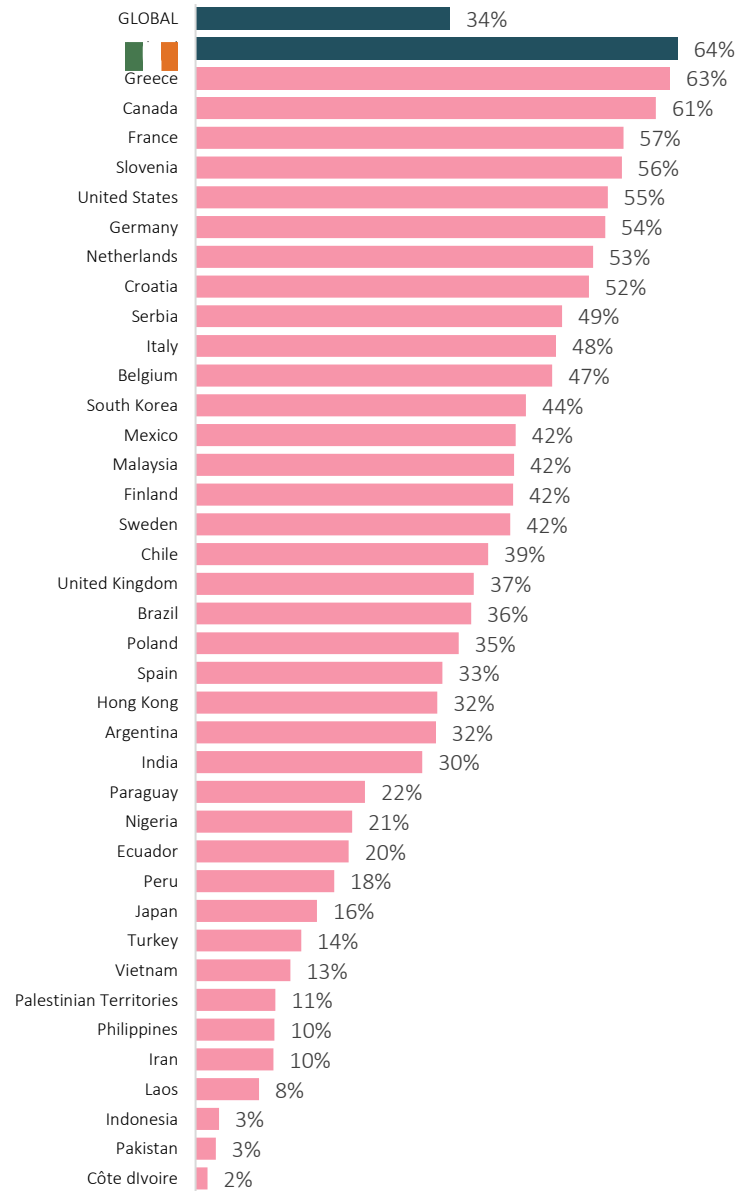
○ Indicates significant difference vs. Total

Base: All Adults Ireland n=1,002

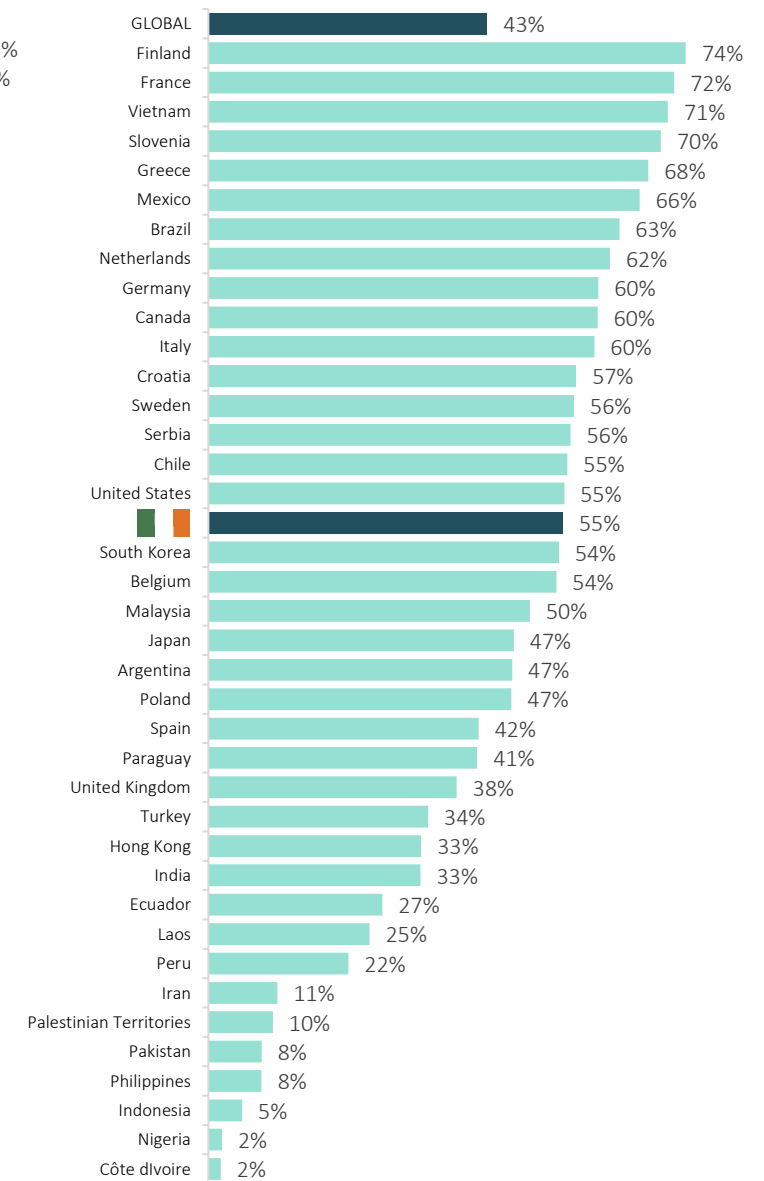
# Ireland has the highest phishing incidence globally

Wealthier nations like Canada, France, the USA, Germany, and the Netherlands also experience high phishing incidence.

## Phishing



## Spammed by companies

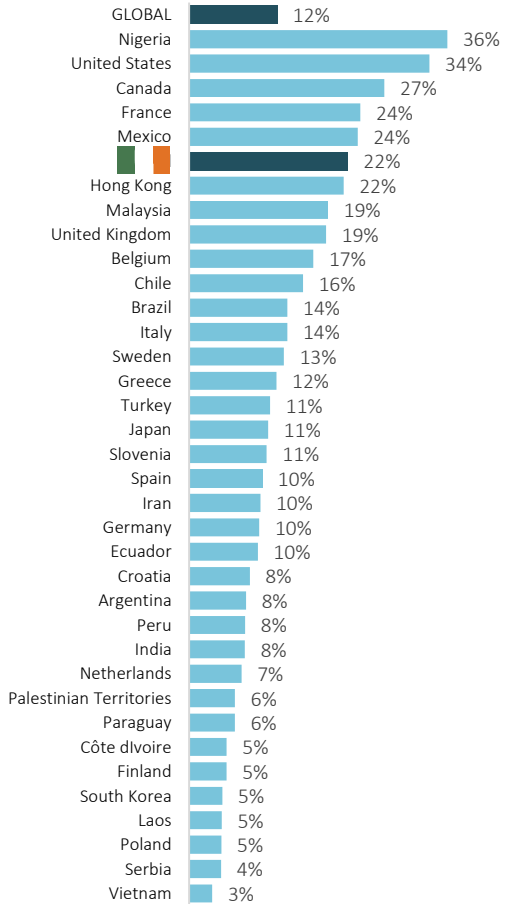


# Ireland is at or above the global average for suspicious activity

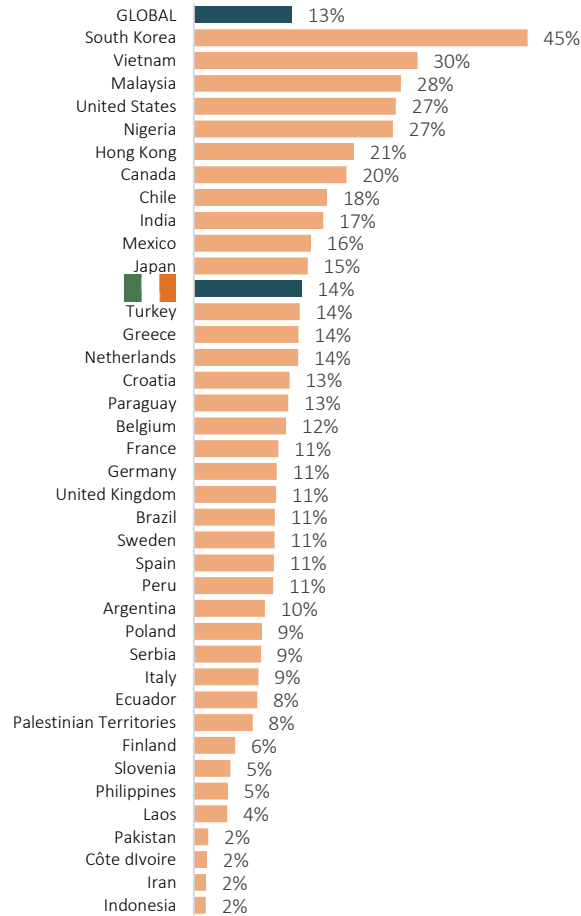


Hacked account / fraudulently used credit cards are nearly double the global average.

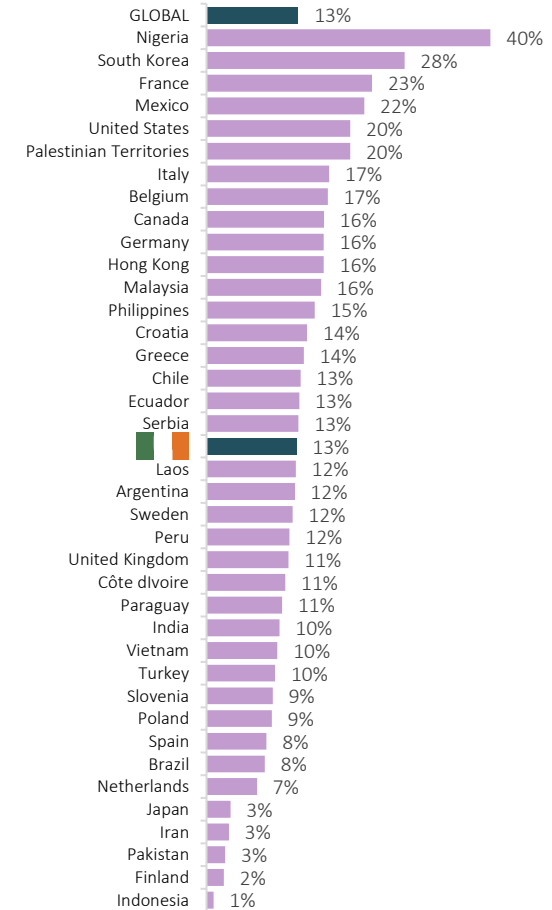
## Bank account or credit card hacked/ used fraudulently



## Personal details have been leaked



## Email Hacked





# 67%

Are concerned about sharing financial information





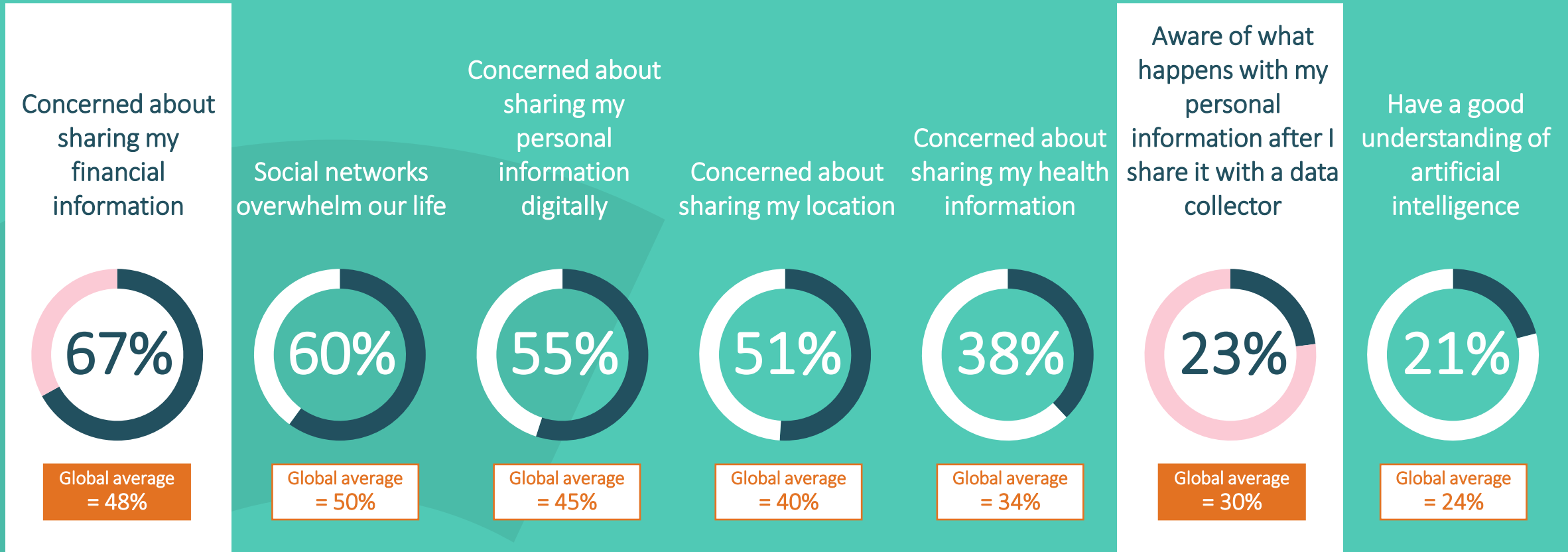
# 23%

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

# High data misuse drives strong concerns about sharing information

There is also a limited understanding of what happens to personal data and knowledge of artificial intelligence.

Privacy of digital information: % 8-10 out of 10

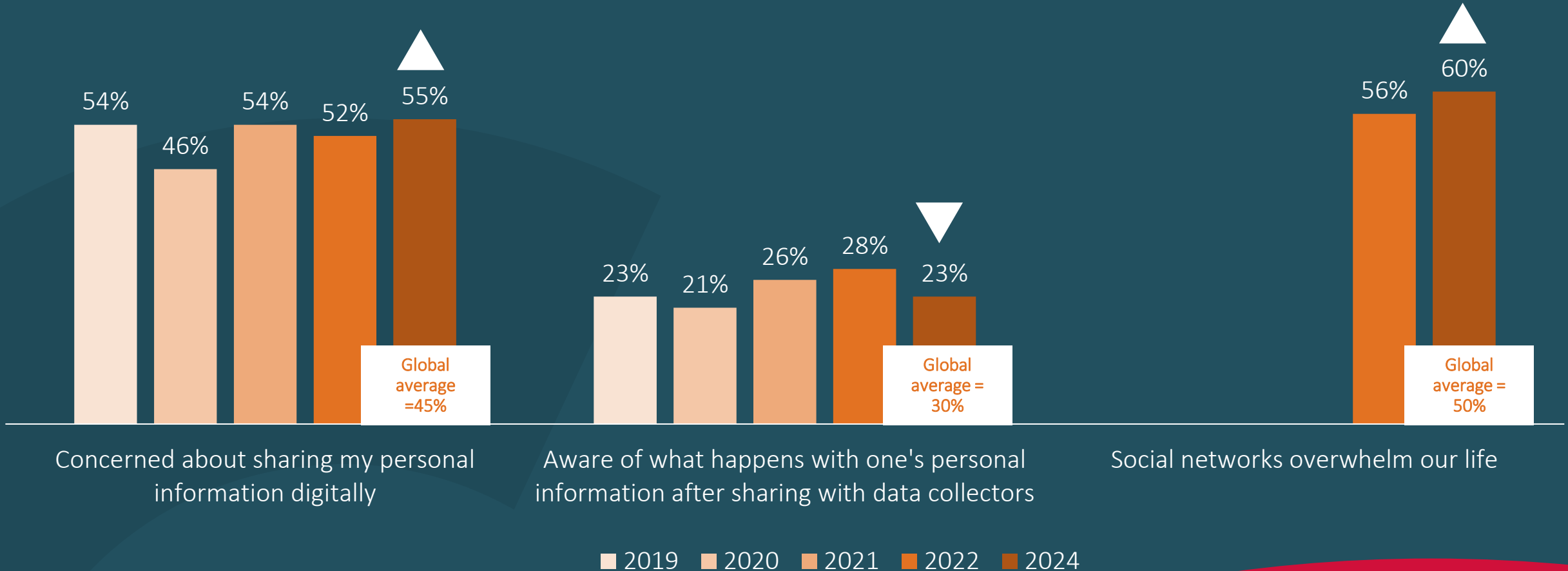


# Drop in awareness of information sharing and rise in concern



In an increasingly digital and high speed world, there is a rise in 2024 in the feeling that social networks overwhelm one's life, and a correspondent rise in concern over sharing one's personal information.

Privacy of digital information: % 8-10 out of 10

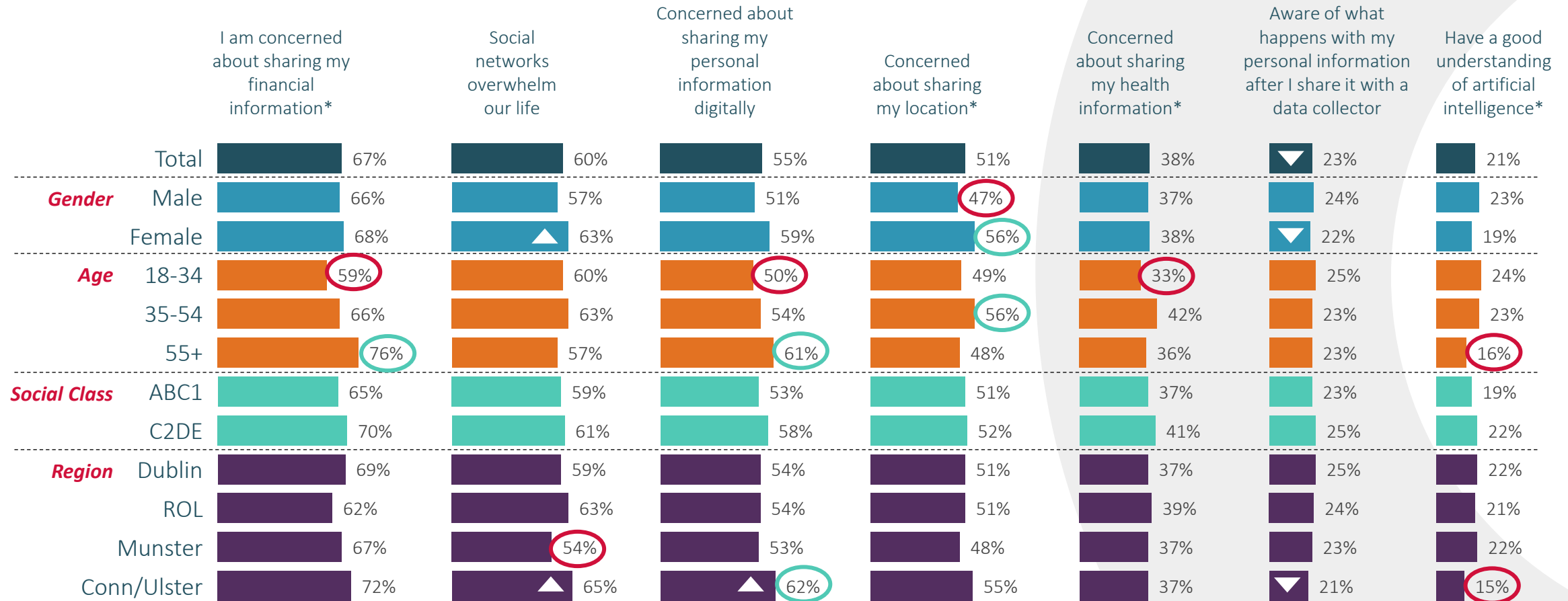


# Older ages are especially concerned about sharing information



When it comes to sharing location information, women are especially concerned which suggests concerns for safety and underpinning recent national debate on the topic.

## Privacy of digital information: % 8-10 out of 10



\*New statement in 2024

○ Indicates significant difference vs. Total

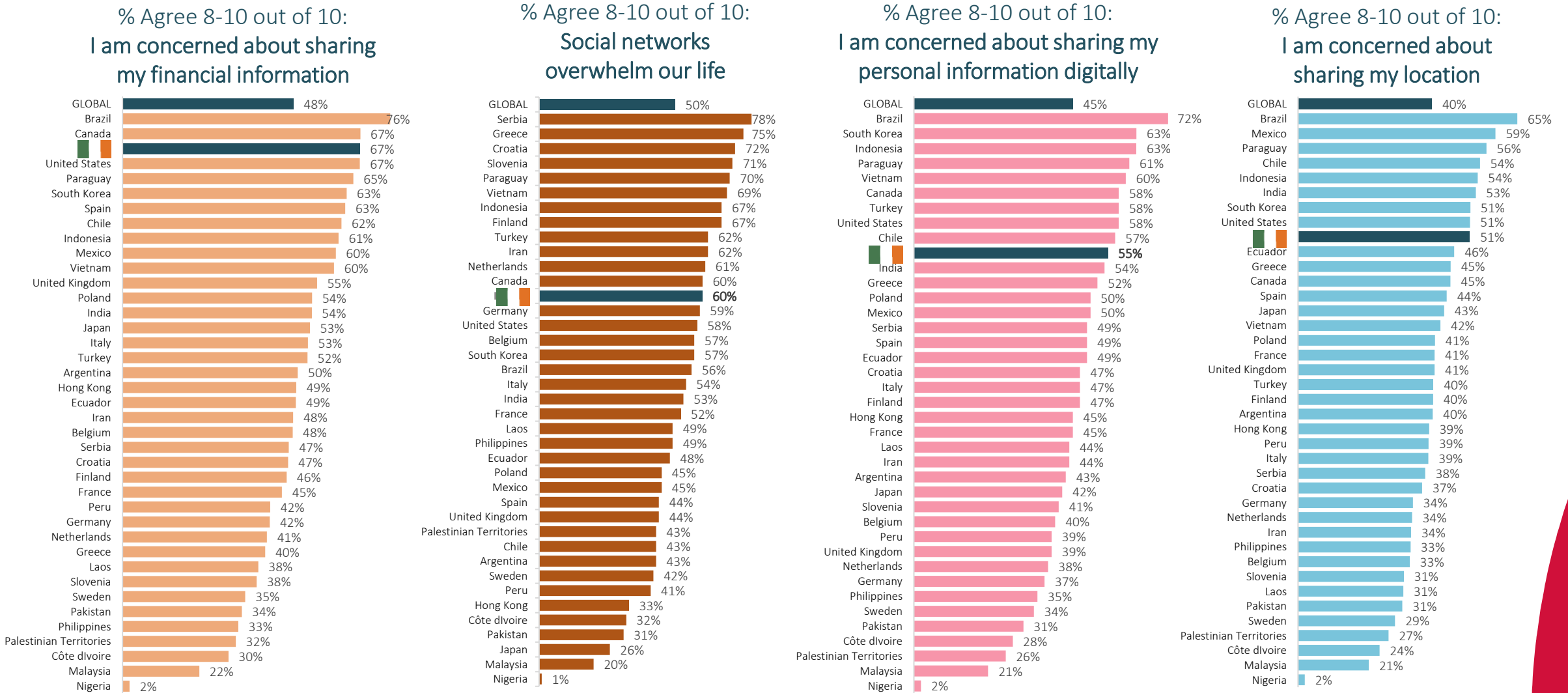
▲ ▼ Indicates significant difference vs. 2022

Base: All Adults Ireland n=1,002

# Ireland has above average concern about sharing information



Ireland ranks #3 in terms of concern for sharing financial information and is in the top 10 countries most concerned about sharing location, sharing digital PI and agreeing that Social networks are overwhelming.



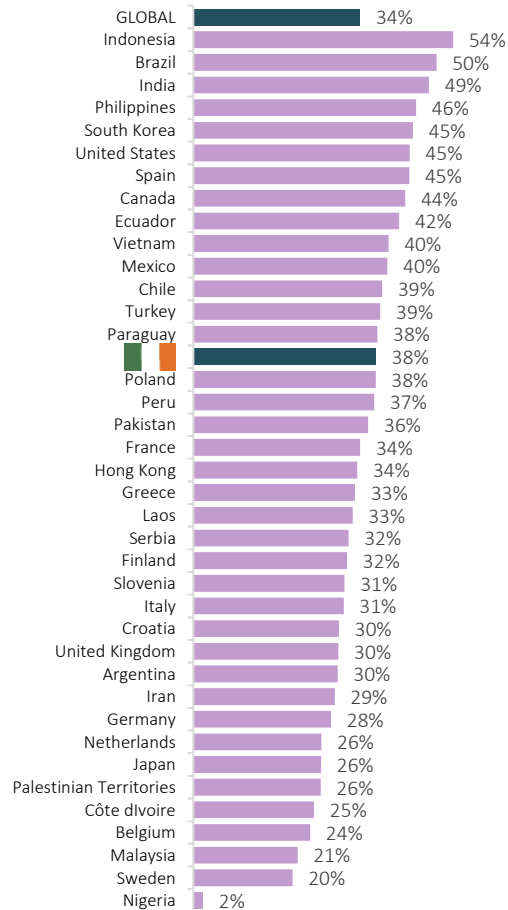
Base: All adults across 39 countries worldwide; n = 33,866

# Despite significant concerns, data process knowledge is limited

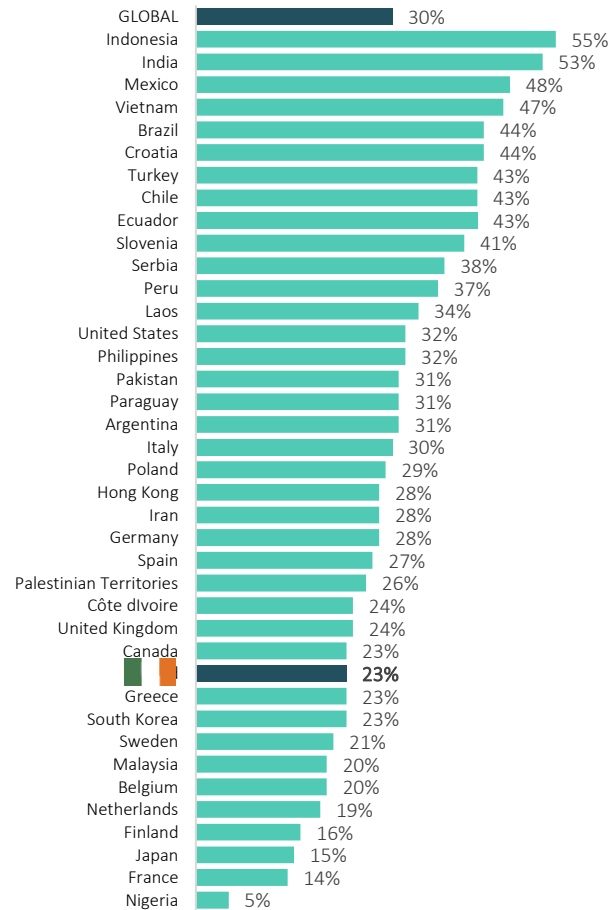


Fewer than 1 in 4 are aware of what happens with one's personal information after sharing with data collectors while just 1 in 5 have a good understanding of AI.

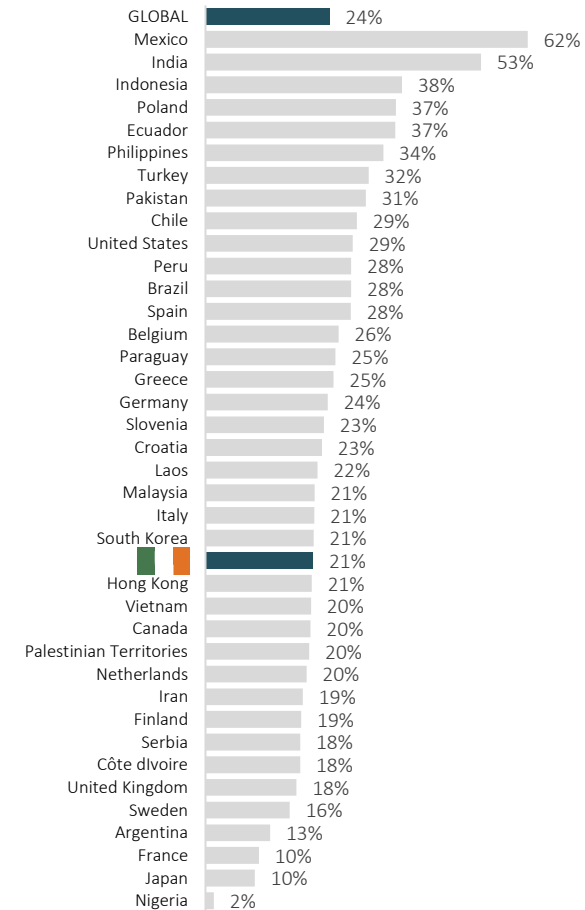
% Agree 8-10 out of 10:  
I am concerned about sharing  
my health information



% Agree: 8-10 out of 10:  
Aware of what happens with one's personal  
information after sharing with data collectors



% Agree 8-10 out of 10:  
I have a good understanding  
of artificial intelligence



# 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.

## Sample Size and Mode of Field Work:

A total of 33,866 people were interviewed globally. See below for sample details. The fieldwork was conducted during December 2023 – January 2024. The margin of error for the survey is between 2.4 and 4.4 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



11. Please indicate how much you agree or disagree with the following statements:

**(ROTATE ORDER OF STATEMENTS) (2019/2020/2021/2022)**

	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_01)
I am concerned about sharing my health information <b>(New)</b>	1	2	3	4	5	6	7	8	9	10	(SPSS-Q11_02)
I am concerned about sharing my financial information <b>(New)</b>	1	2	3	4	5	6	7	8	9	10	(SPSS-Q11_03)
I am concerned about sharing my location <b>(New)</b>	1	2	3	4	5	6	7	8	9	10	(SPSS-Q11_04)
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_05)
I have a good understanding of artificial intelligence <b>(New)</b>	1	2	3	4	5	6	7	8	9	10	(SPSS-Q11_06)
Social networks overwhelm our life	1	2	3	4	5	6	7	8	9	10	(SPSS-Q11_07)

12. Have you experienced any of the following... (read the items) **(MULTICODE. ROTATE LIST 1-5) (2019/2021/2022)**

**(SPSS – Q12\_01) (SPSS – Q12\_02) (SPSS – Q12\_03) (SPSS – Q12\_04) (SPSS – Q12\_05) (SPSS – Q12\_06)**

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 **(EXCLUSIVE)**

# 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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