

Two-thirds of Global Consumers Have Experienced a Tech Support Scam

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New York, NY – “In an international survey conducted by Ipsos Public Affairs, we discovered that 2 in 3 people have experienced some form of a tech support scam in the last year.”

“According to the survey, 17% of victims were older than 55, while 34% of victims were between the ages of 36 and 54, and 50% of victims were millennials, between 18 and 34. The survey included respondents from: Australia; Brazil; Canada; China; Denmark; France; Germany; Great Britain; India; Singapore; South Africa; and the United States.”

These are findings from an Ipsos poll conducted June 22 - 30, 2016 on behalf of Microsoft. For the survey, a sample of 1,000 adults age 18 and over per country were interviewed online. The countries included in the study were: Australia, Brazil, Canada, China, Denmark, France, Germany, Great Britain, India, Singapore, South Africa, and the United States. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for each country across all respondents. The sample for this study was randomly drawn from Ipsos' online panels in each market (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. The source of these population targets is census data in each market. The sample drawn for this study reflects fixed sample targets on demographics. Statistical margins of error are not applicable to online polls. All sample



surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ($n=1,000$, $DEFF=1.5$, adjusted Confidence Interval=5.0).

For more information about Ipsos' online polling methodology, please go here <http://goo.gl/yJBkuf>

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For more information on this news release, please contact:

Trent Ross
Executive Vice President
Ipsos Public Affairs
202-420-2023
trent.ross@ipsos.com

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