

EXPERIENCE WITH SCAMS

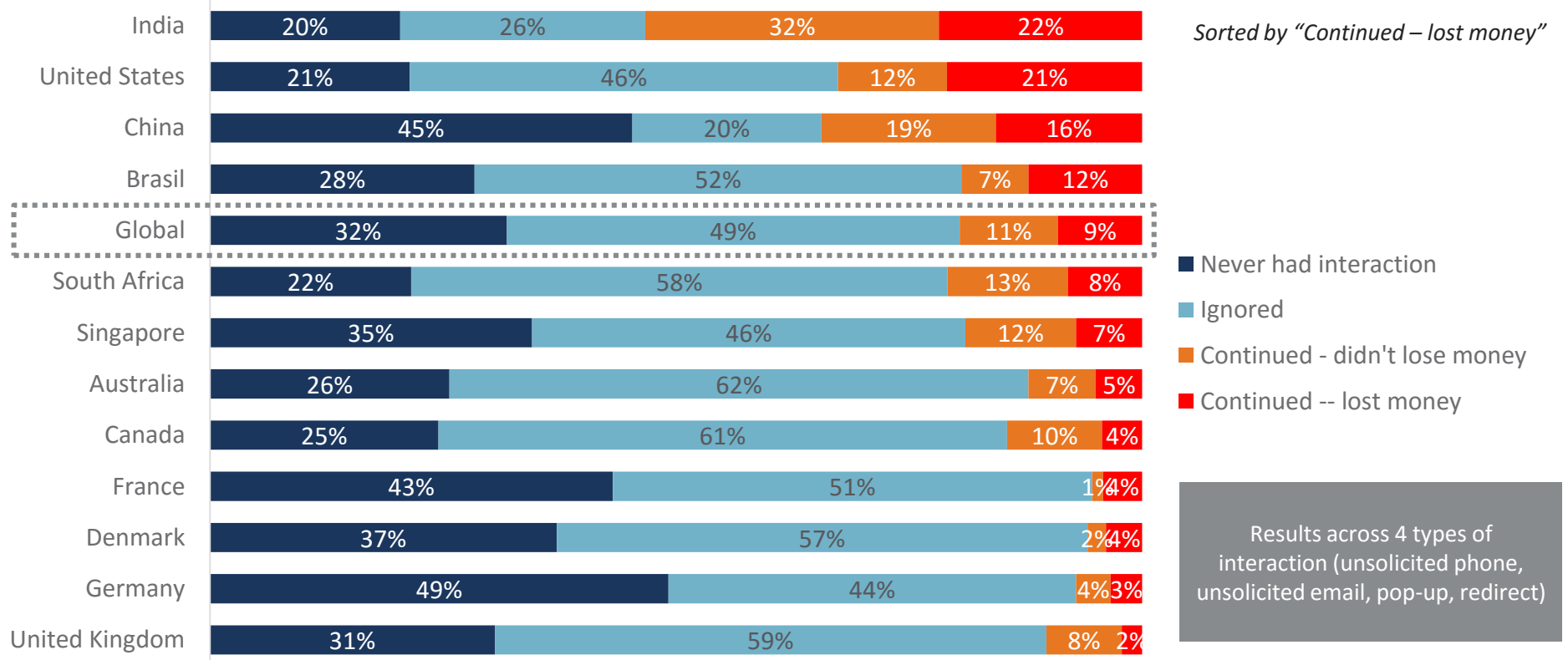
Experience with, and impact of, tech scams varies widely by market

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.

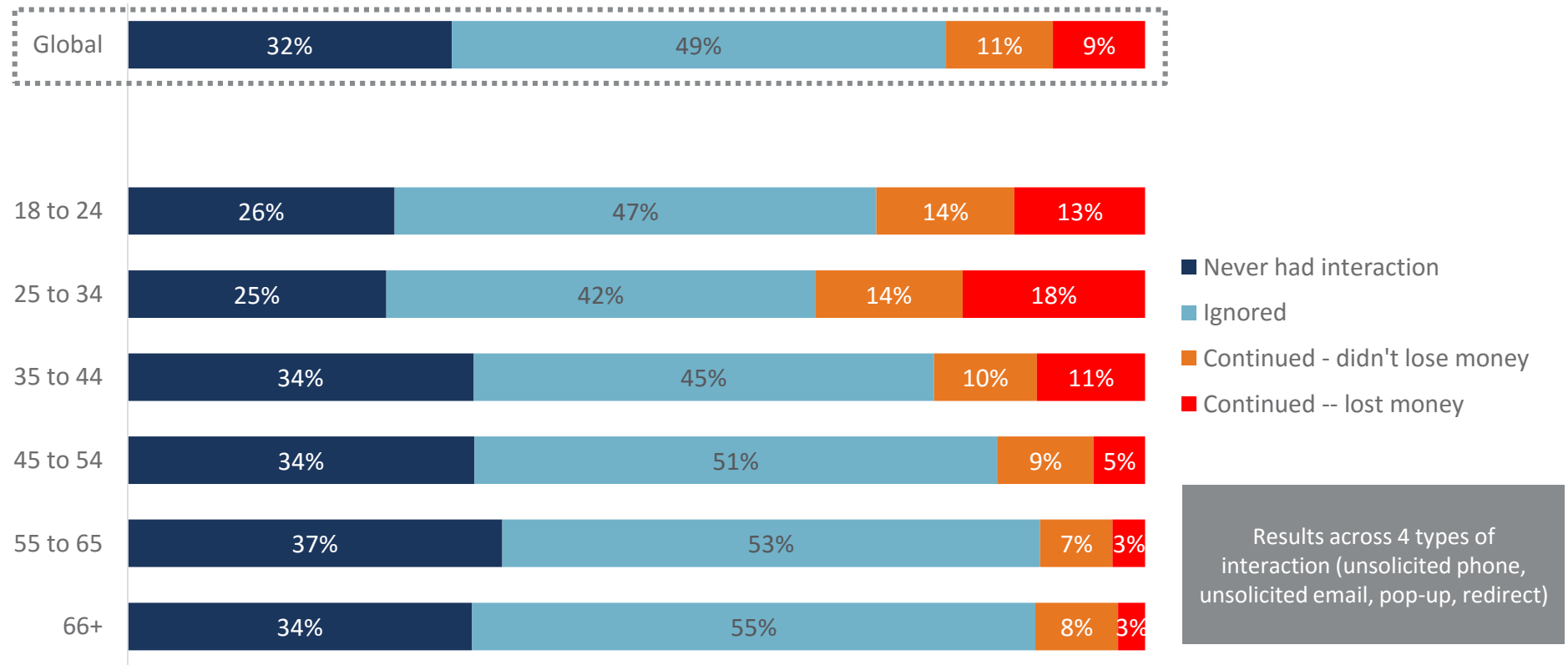


- 1a. Please indicate whether you have experienced any of the following in the last year or so (2015 and later).
2. For each of the items you experienced, please indicate whether you continued with the interaction and took the recommended actions, initially continued but then did not take further action, or ignored the interaction.
8. As a result of this interaction, have you lost any money?

EXPERIENCE WITH SCAMS

Experience with, and impact of, tech support scams is greater among younger people

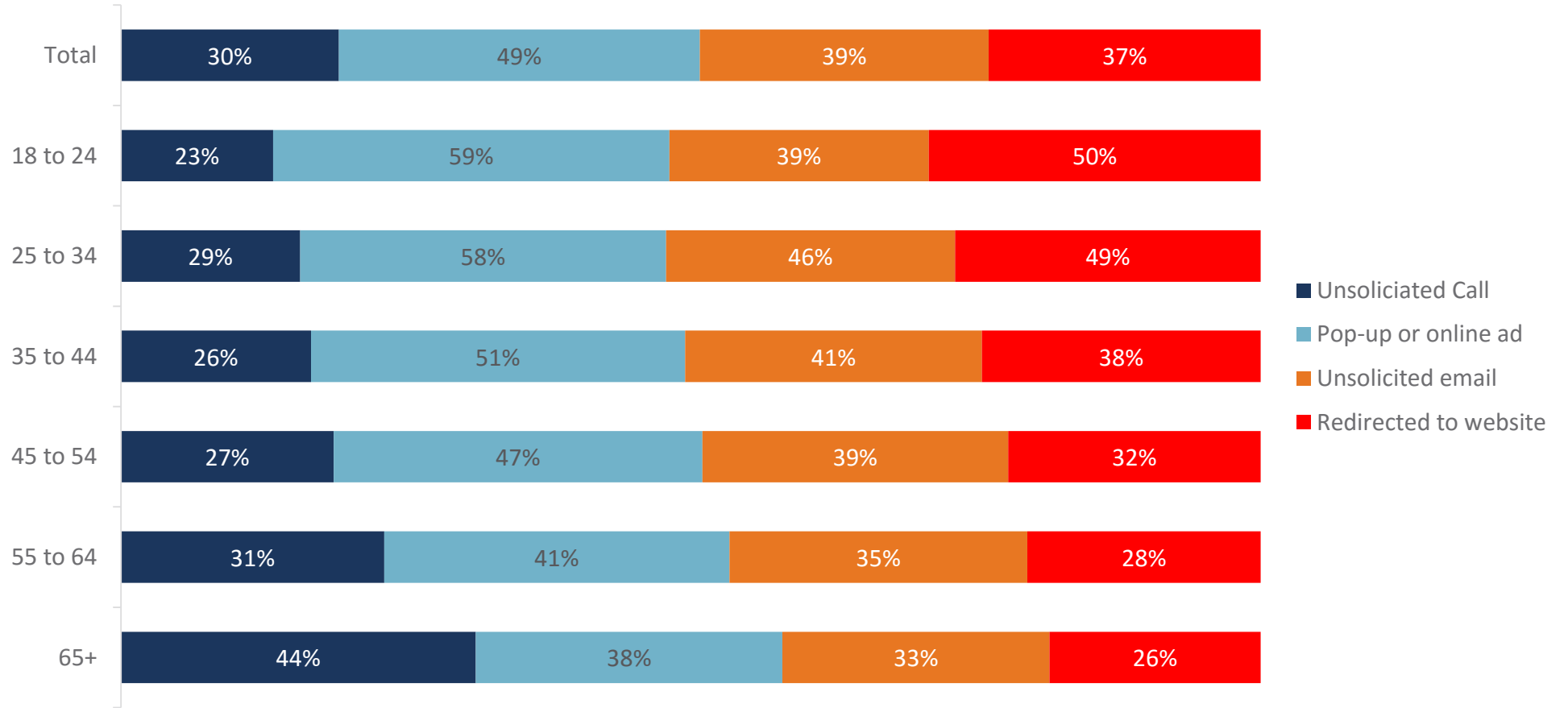
Impact of Tech Support Scams is much higher with people under age 34 than with older respondents.



- 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?

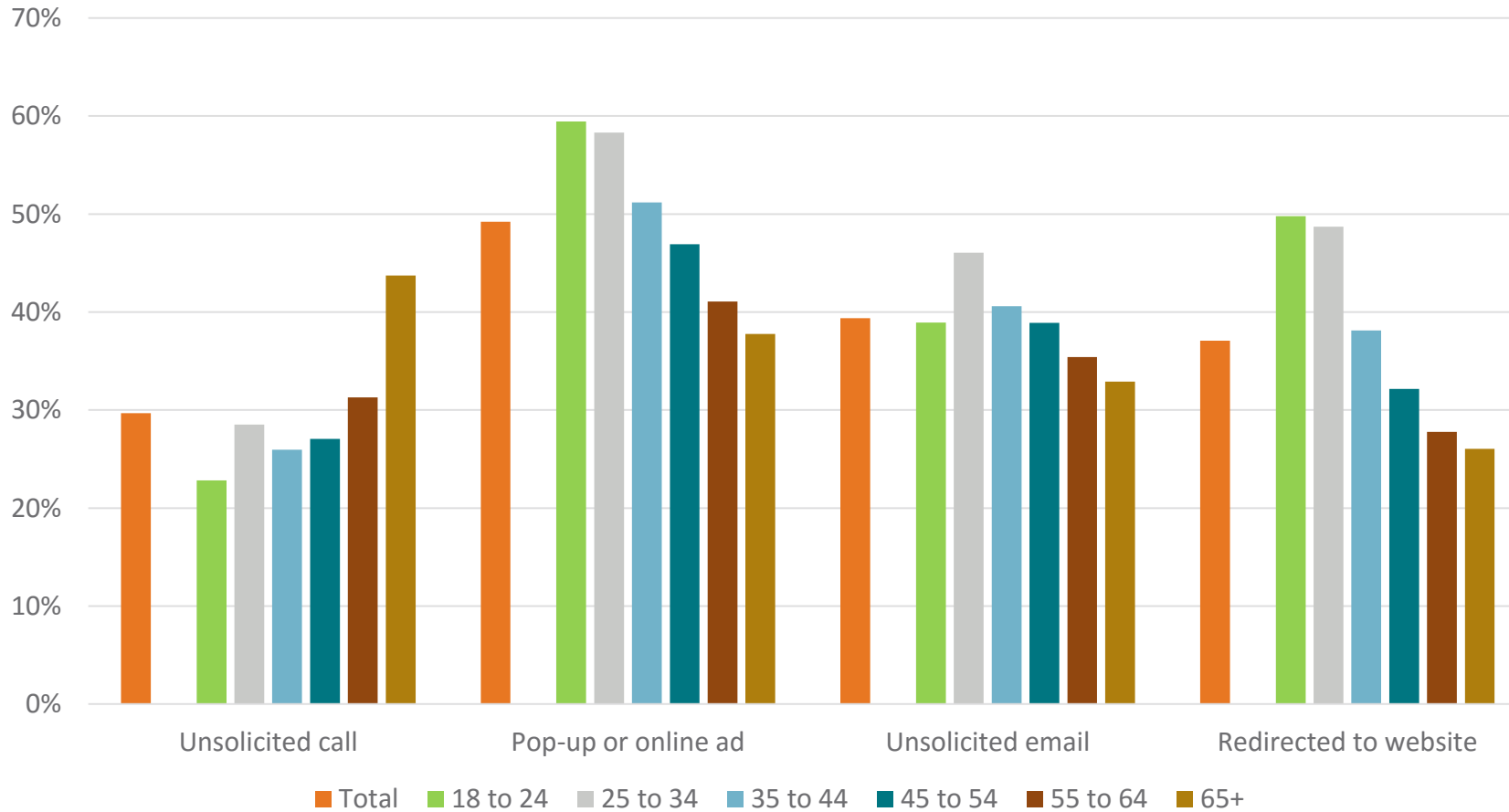
Interaction Types by Age Groups

% Reporting Each Type of Interaction



Interaction Types by Age Groups

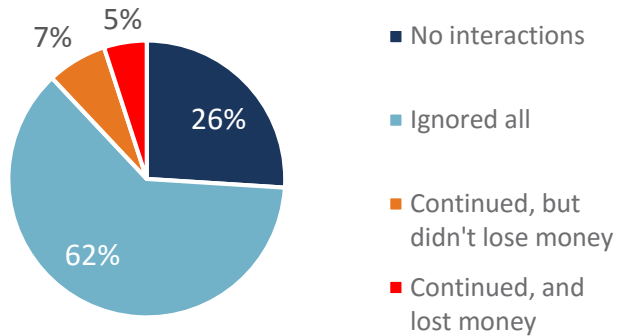
% Reporting Each Type of Interaction



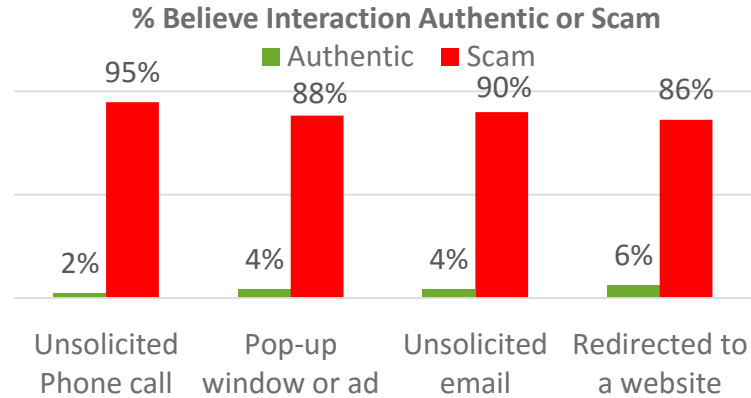
SNAPSHOT – AUSTRALIA

Tech Scams

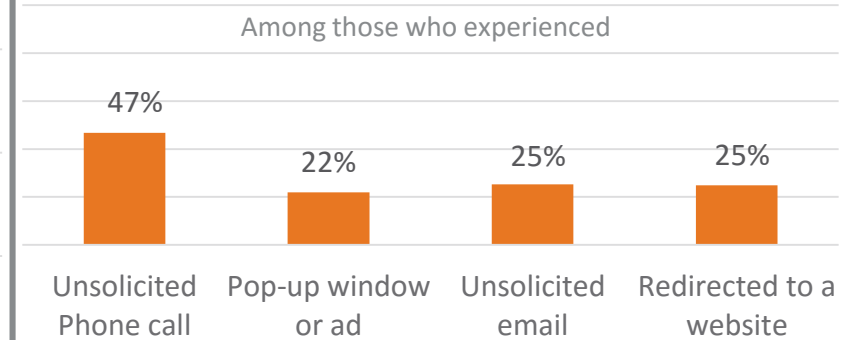
Experience with Scams



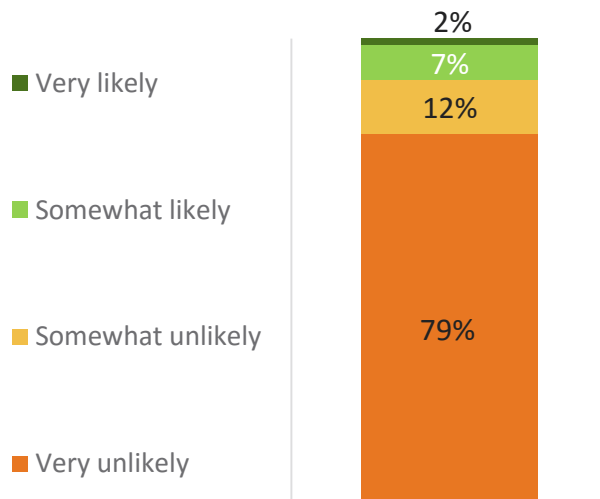
Experience with Scams



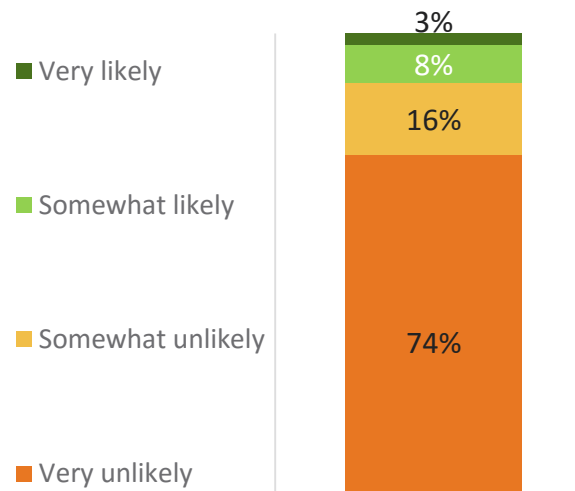
% who associate Microsoft with each type of experience



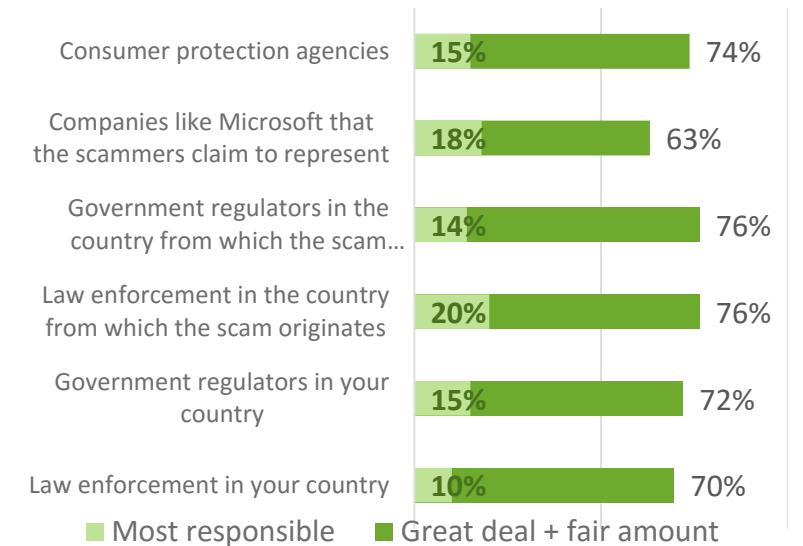
Likelihood of Trusting Unsolicited Call/Email



Likelihood of Microsoft Making Initial Contact



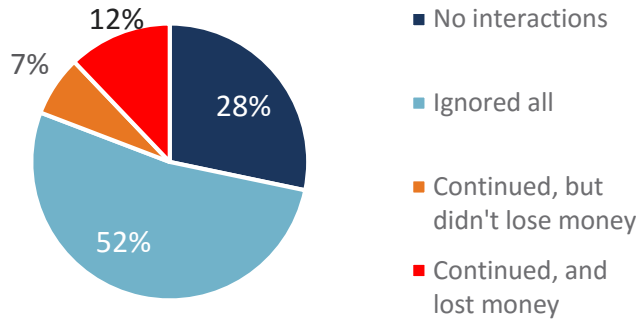
Level of Responsibility Agencies Should Have



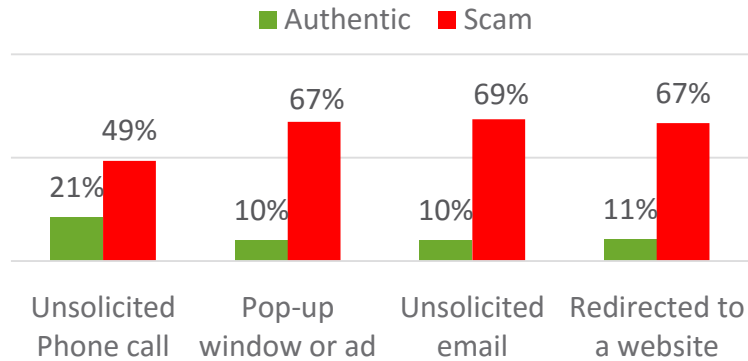
SNAPSHOT – BRAZIL

Tech Scams

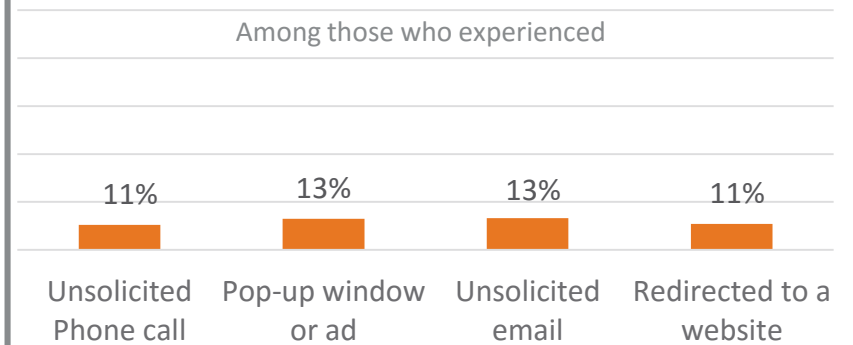
Experience with Scams



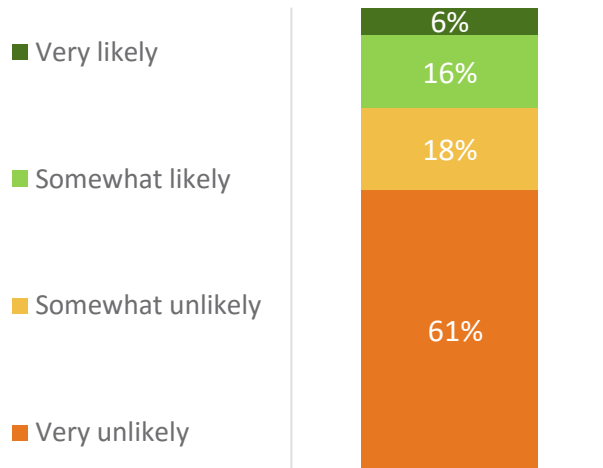
Experience with Scams
% Believe Interaction Authentic or Scam



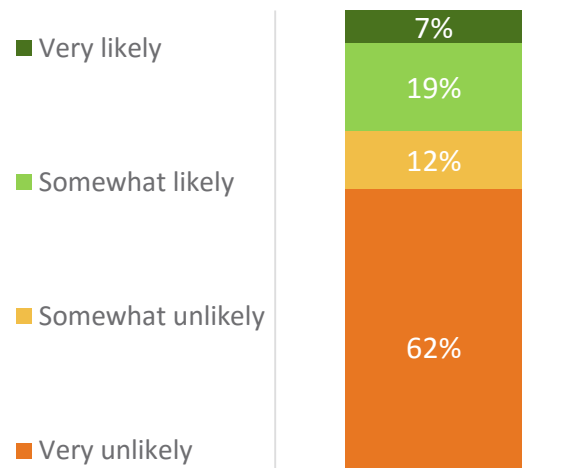
% who associate Microsoft with each type of experience



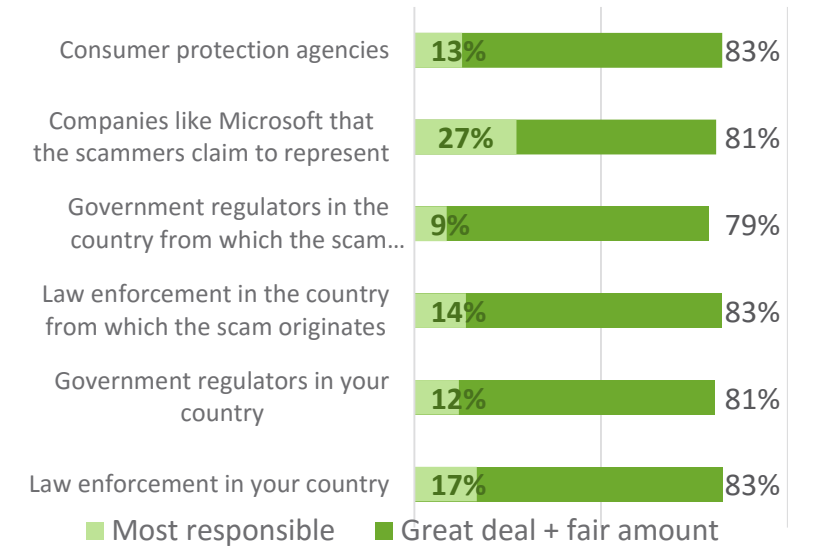
Likelihood of Trusting Unsolicited Call/Email



Likelihood of Microsoft Making Initial Contact

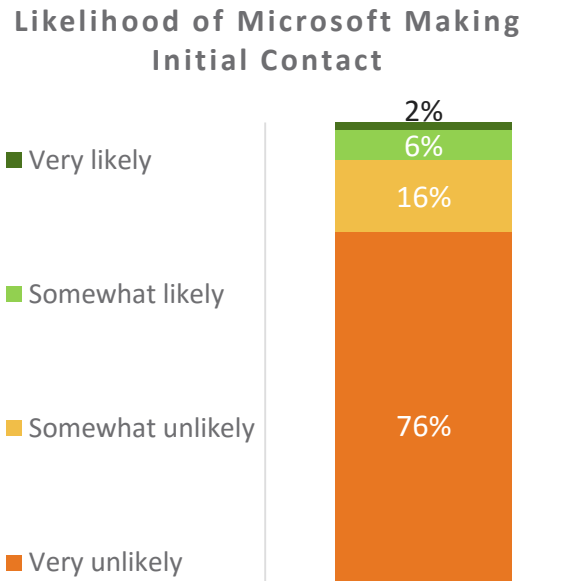
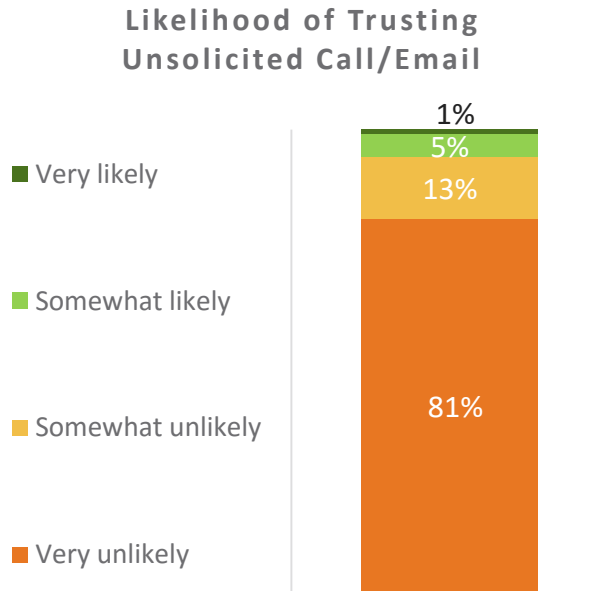
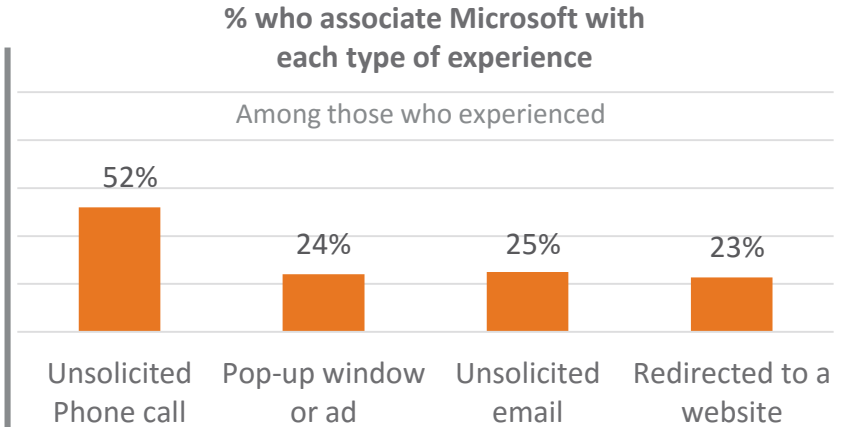
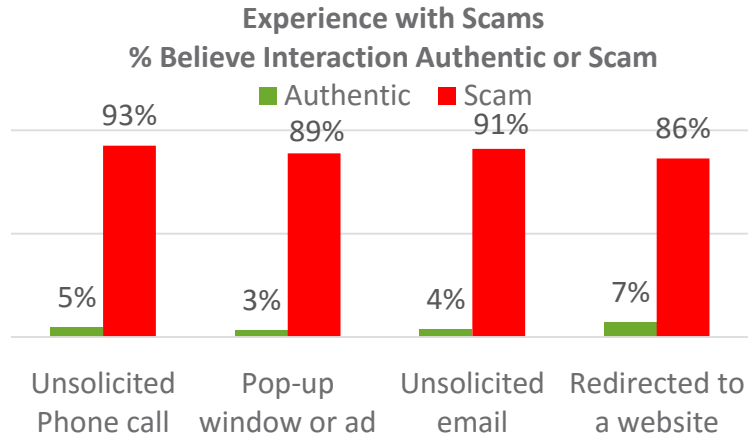
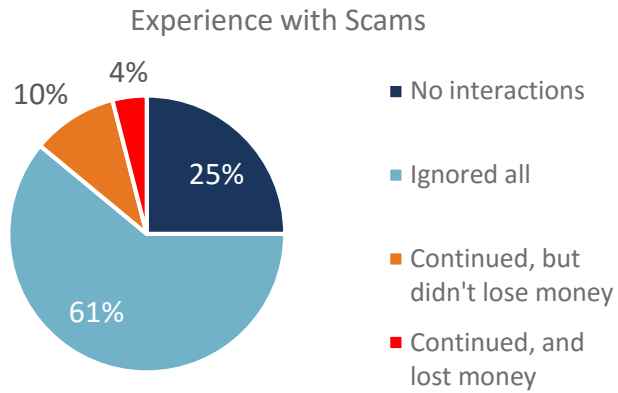


Level of Responsibility Agencies Should Have



SNAPSHOT – CANADA

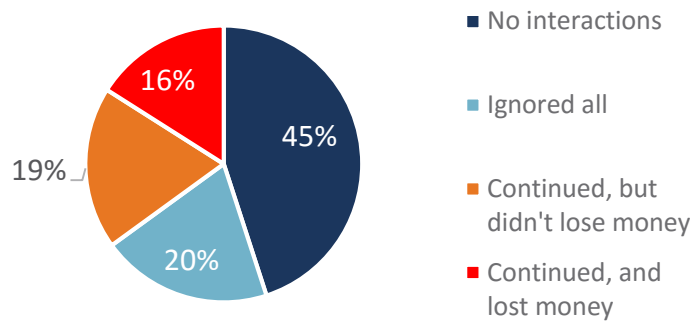
Tech Scams



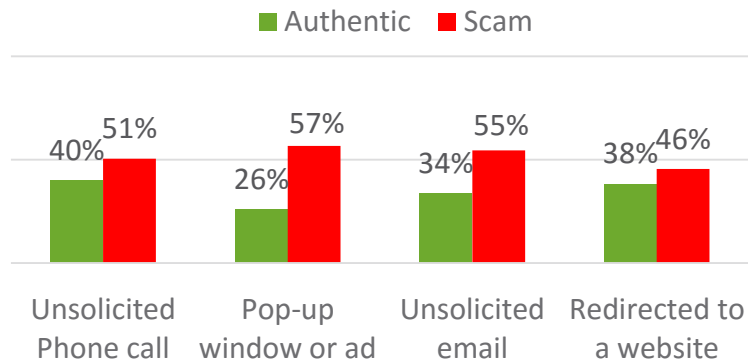
SNAPSHOT – CHINA

Tech Scams

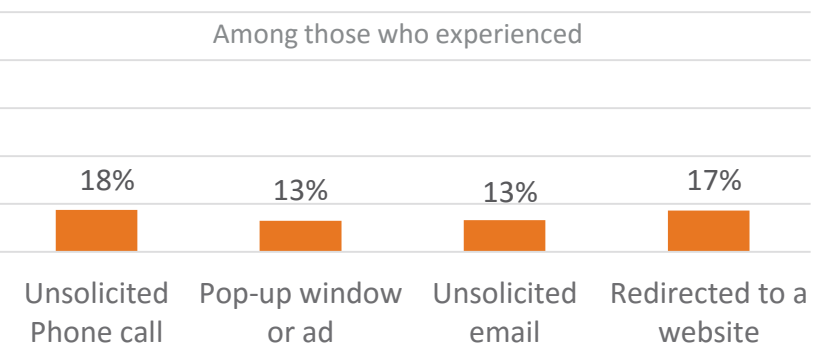
Experience with Scams



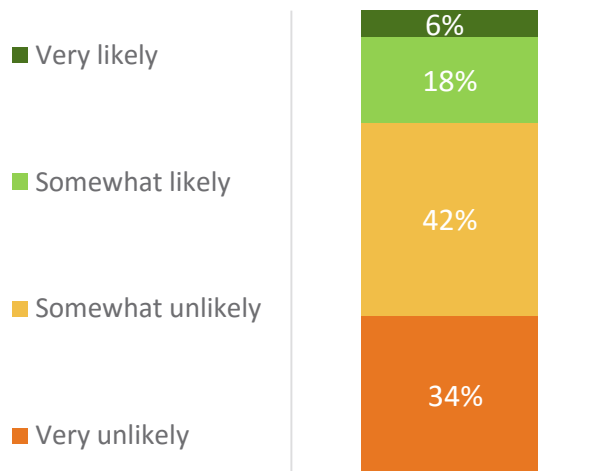
Experience with Scams
% Believe Interaction Authentic or Scam



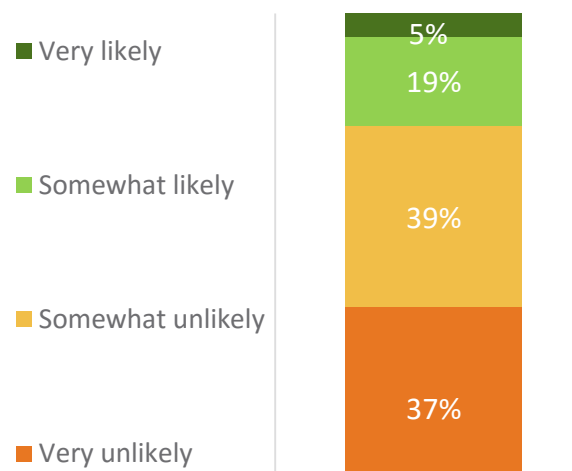
% who associate Microsoft with each type of experience



Likelihood of Trusting Unsolicited Call/Email



Likelihood of Microsoft Making Initial Contact



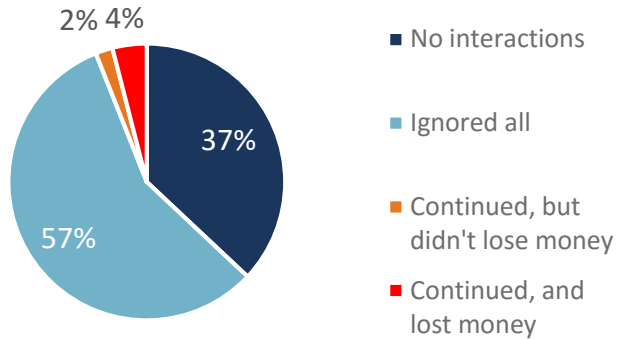
Level of Responsibility Agencies Should Have



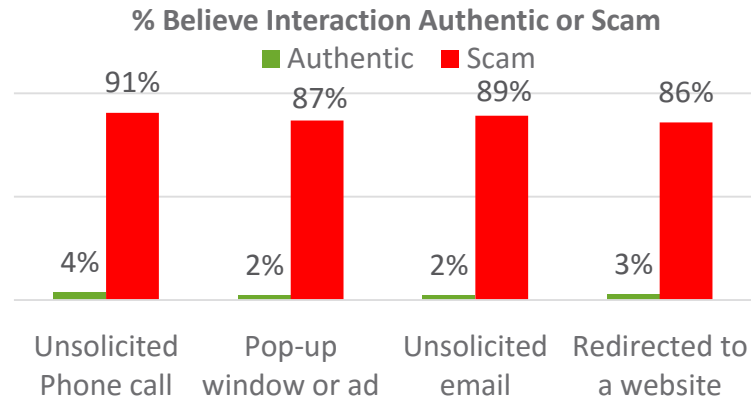
SNAPSHOT – DENMARK

Tech Scams

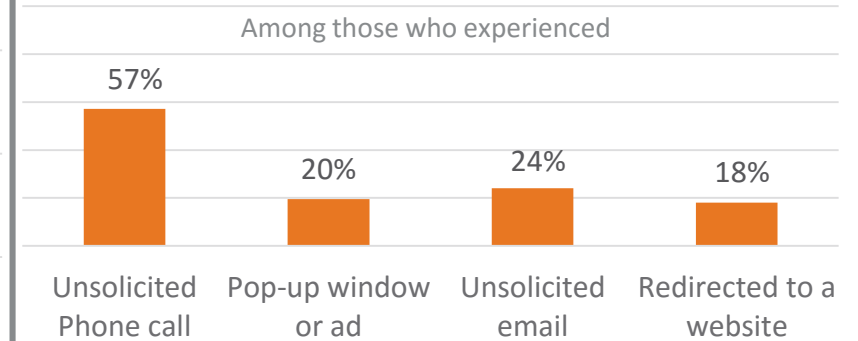
Experience with Scams



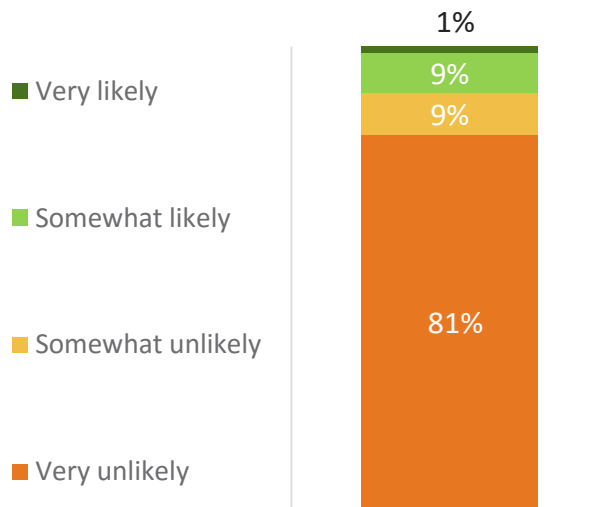
Experience with Scams



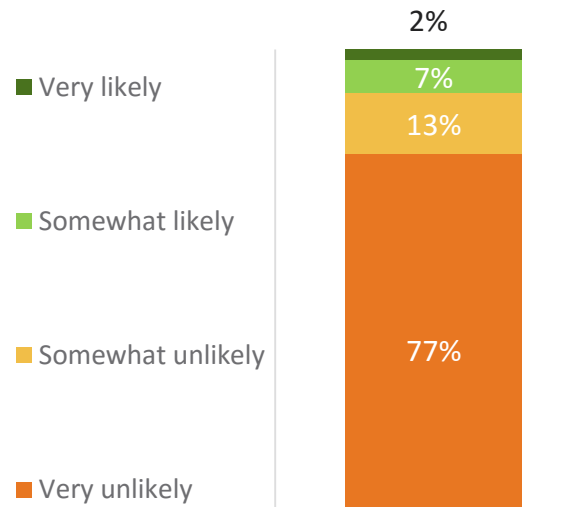
% who associate Microsoft with each type of experience



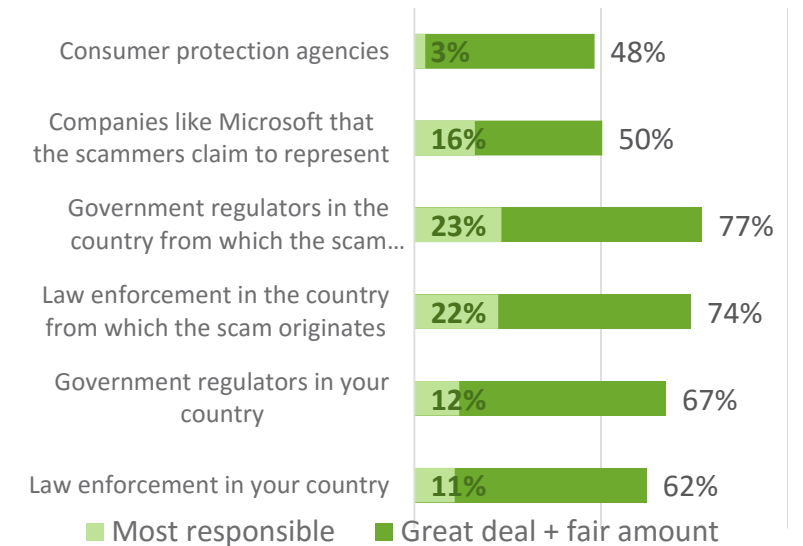
Likelihood of Trusting Unsolicited Call/Email



Likelihood of Microsoft Making Initial Contact

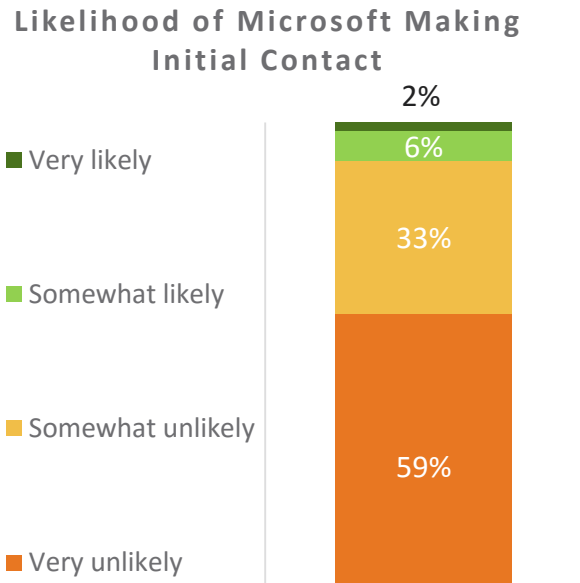
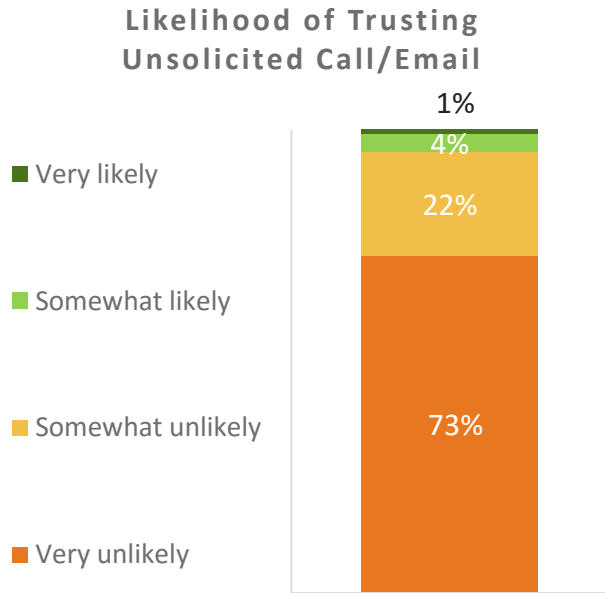
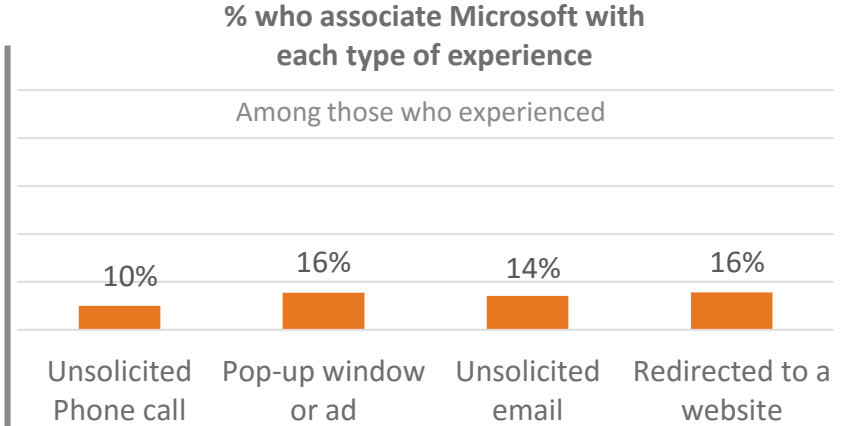
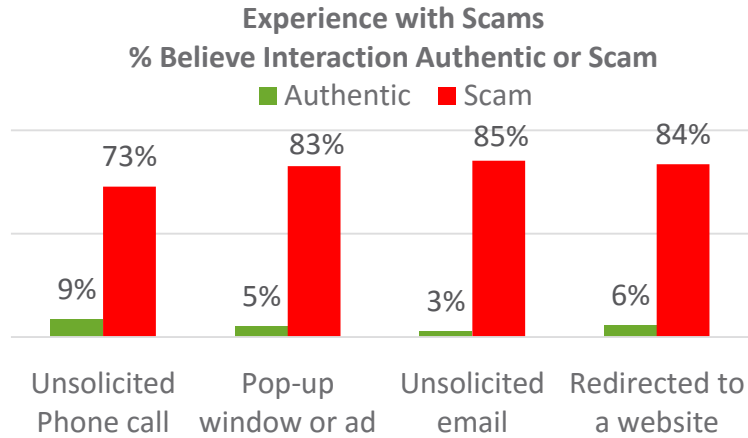
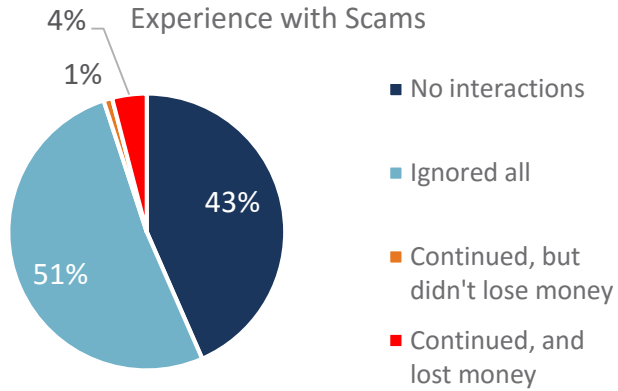


Level of Responsibility Agencies Should Have



SNAPSHOT – FRANCE

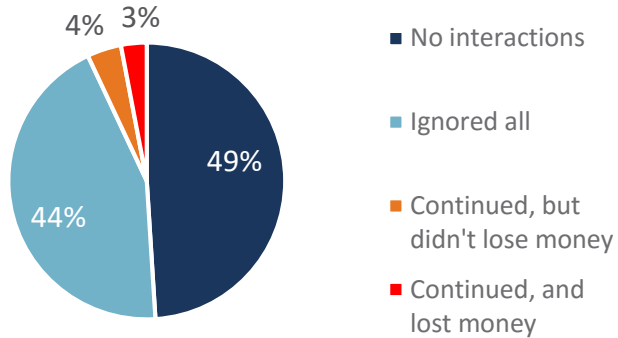
Tech Scams



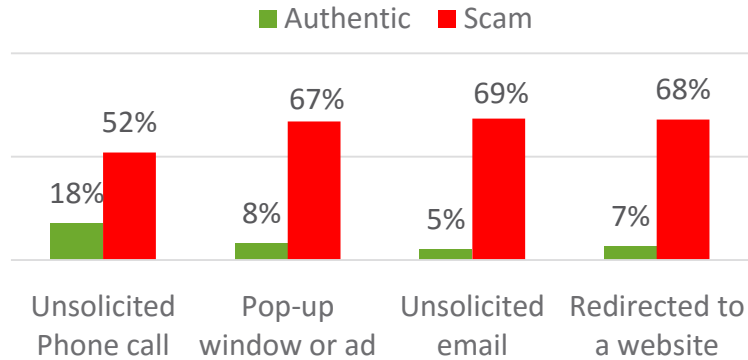
SNAPSHOT – GERMANY

Tech Scams

Experience with Scams

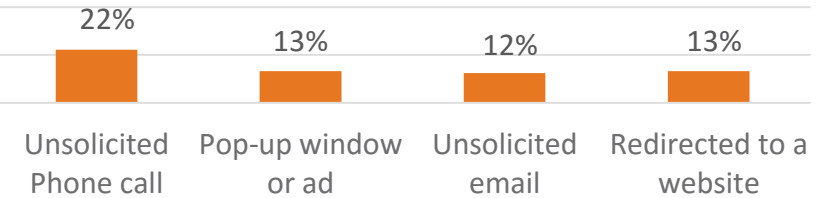


Experience with Scams
% Believe Interaction Authentic or Scam

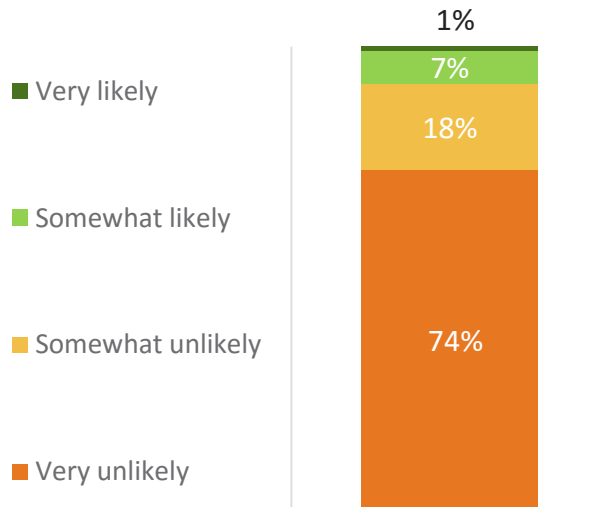


% who associate Microsoft with each type of experience

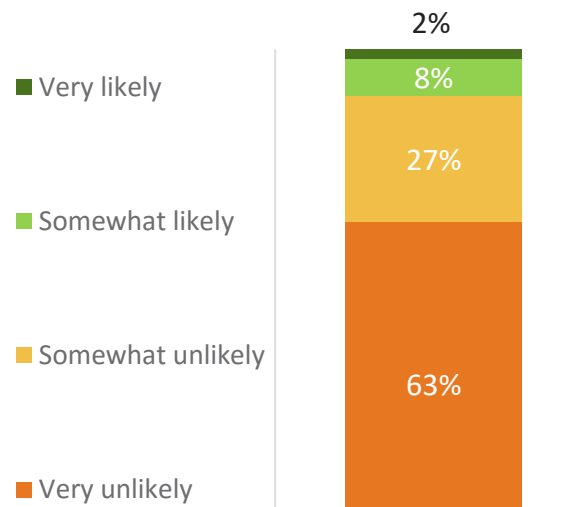
Among those who experienced



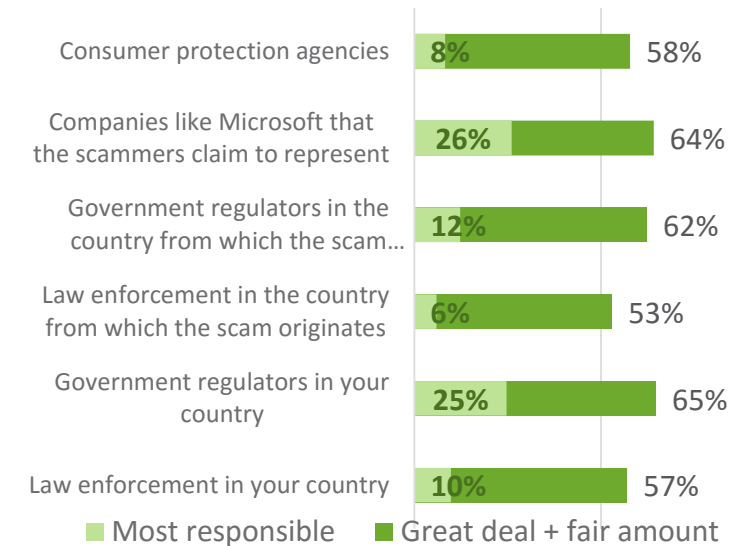
Likelihood of Trusting Unsolicited Call/Email



Likelihood of Microsoft Making Initial Contact

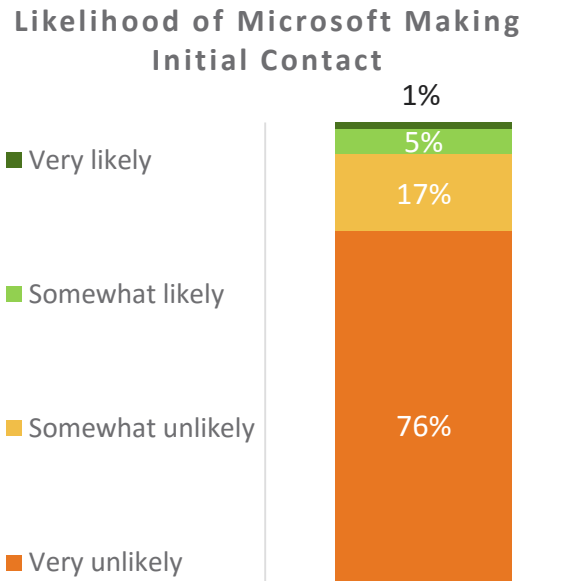
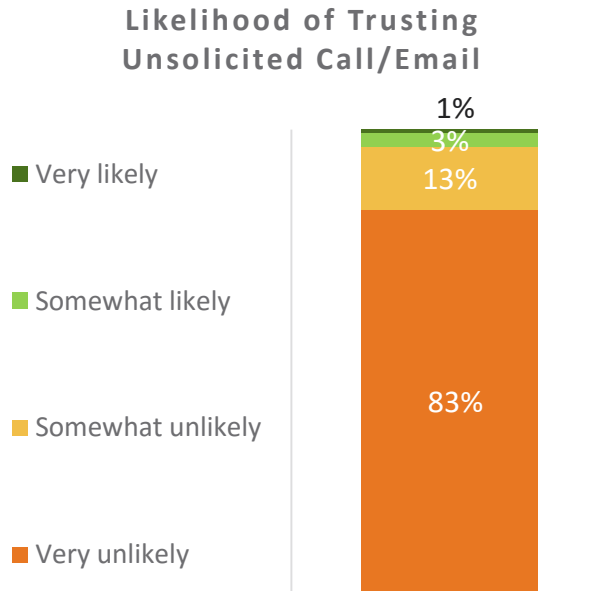
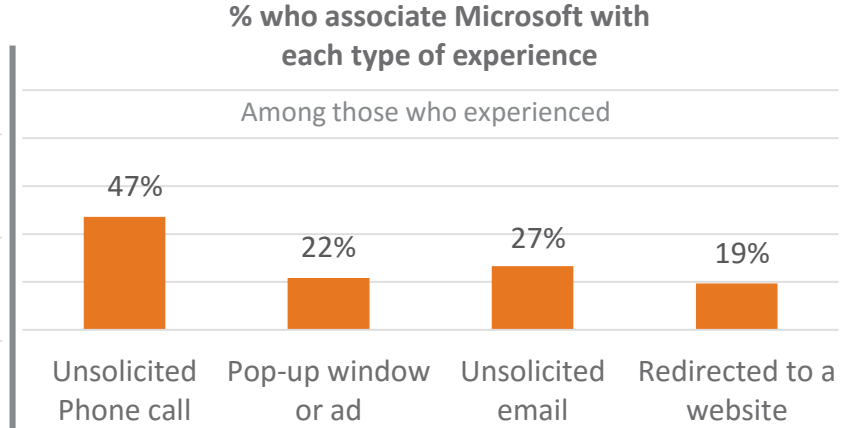
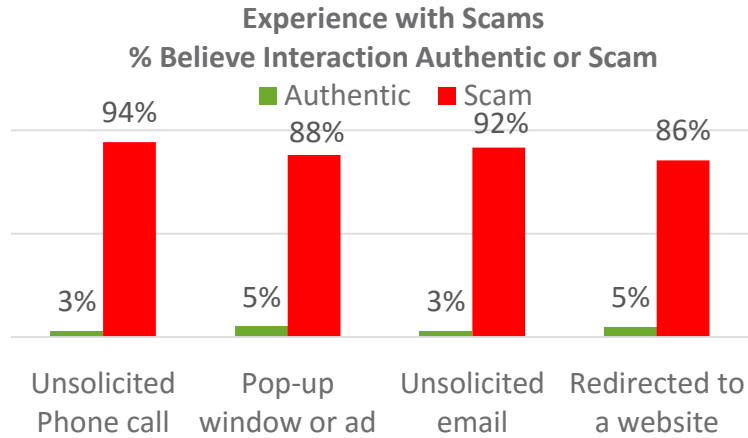
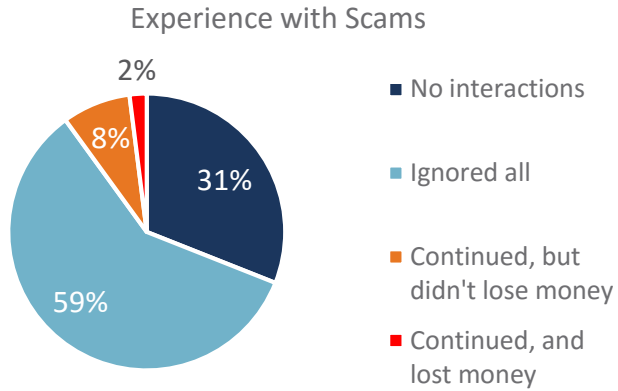


Level of Responsibility Agencies Should Have



SNAPSHOT – GREAT BRITAIN

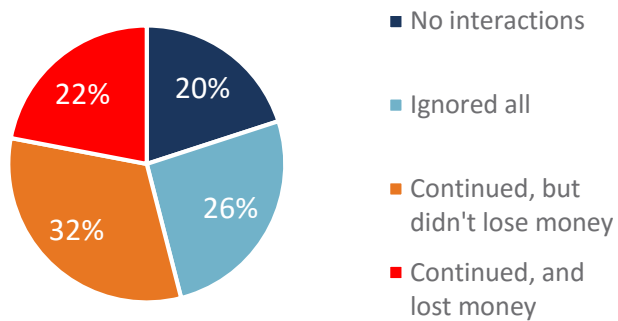
Tech Scams



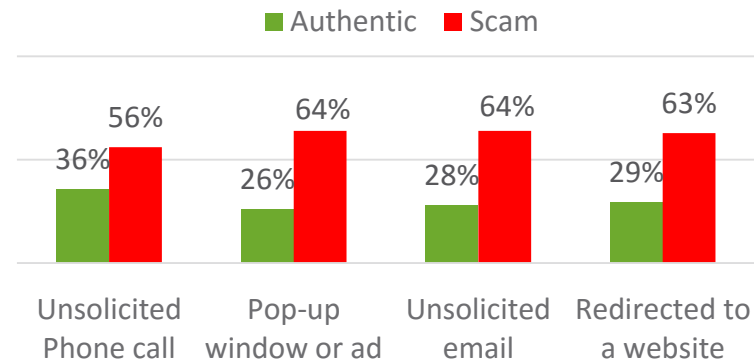
SNAPSHOT – INDIA

Tech Scams

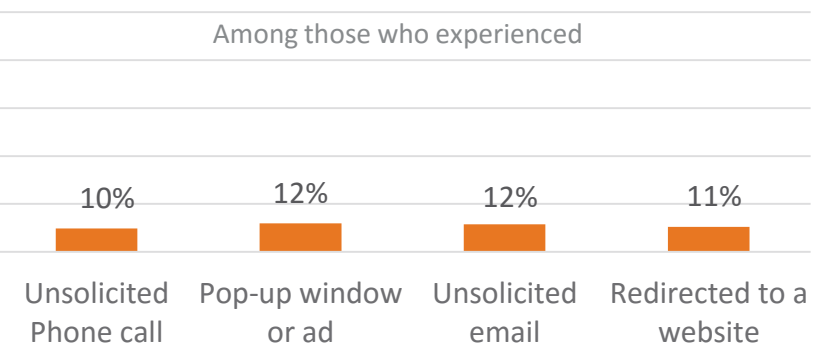
Experience with Scams



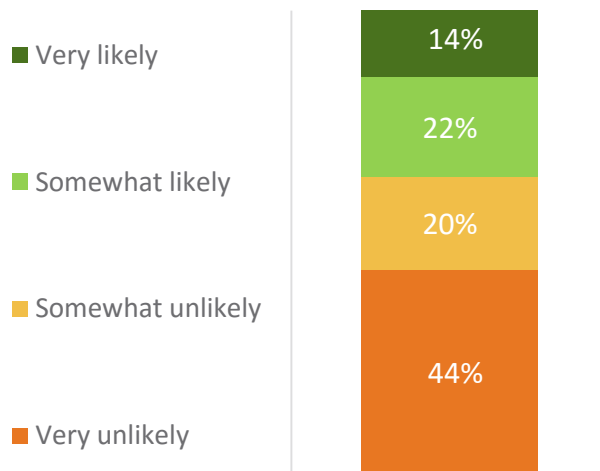
Experience with Scams
% Believe Interaction Authentic or Scam



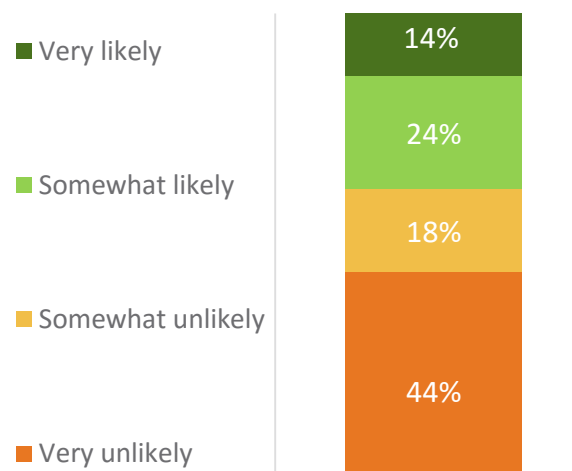
% who associate Microsoft with each type of experience



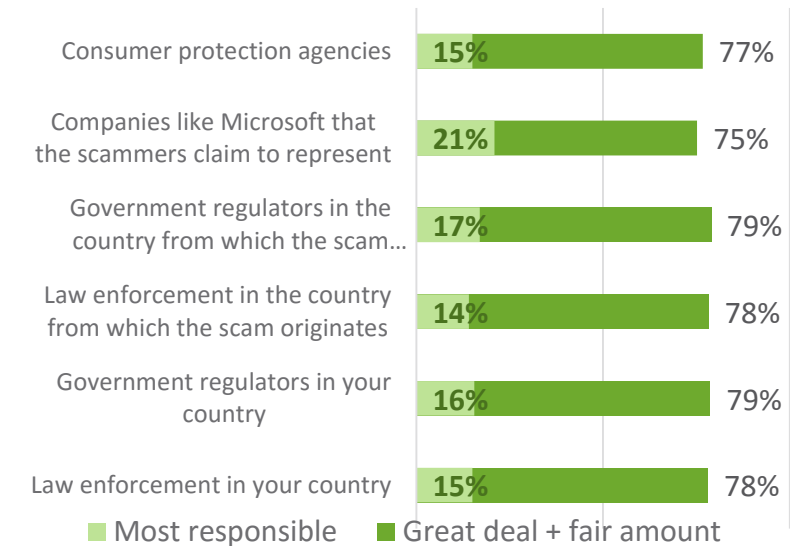
Likelihood of Trusting Unsolicited Call/Email



Likelihood of Microsoft Making Initial Contact



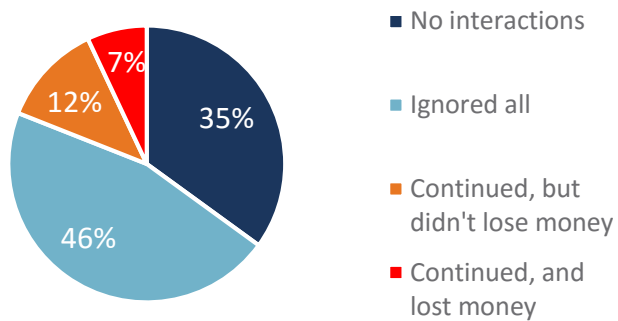
Level of Responsibility Agencies Should Have



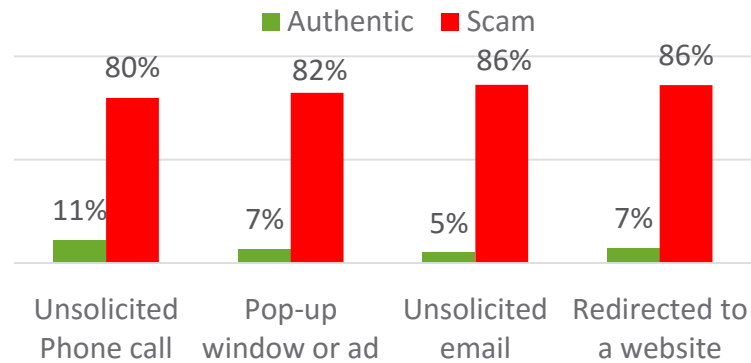
SNAPSHOT – SINGAPORE

Tech Scams

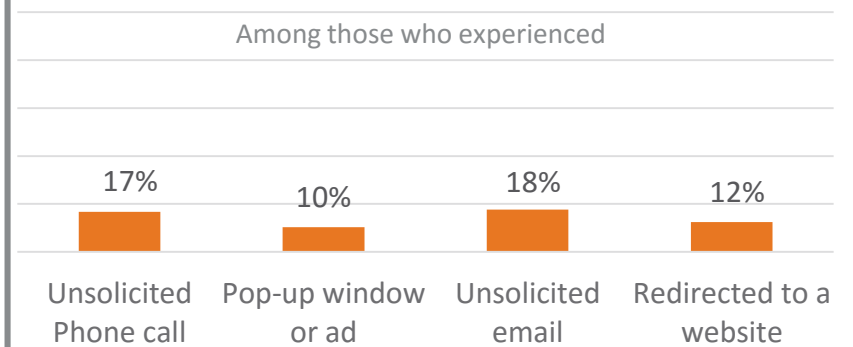
Experience with Scams



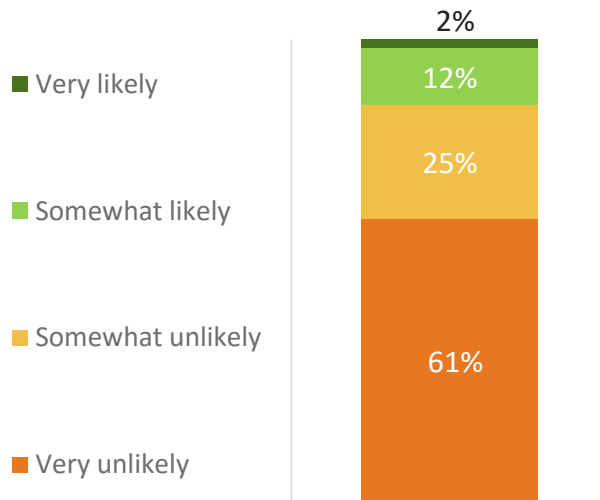
Experience with Scams
% Believe Interaction Authentic or Scam



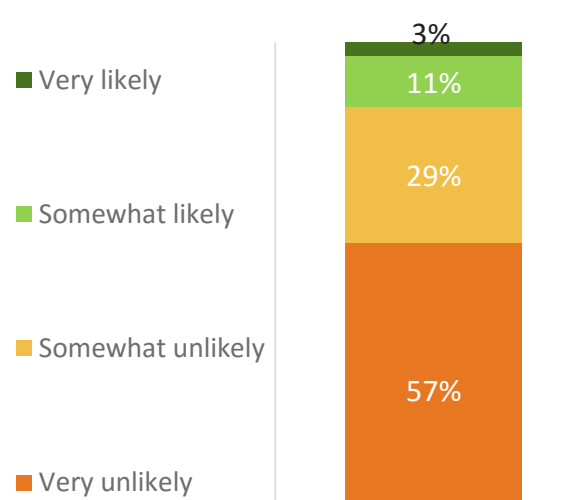
% who associate Microsoft with each type of experience



Likelihood of Trusting Unsolicited Call/Email



Likelihood of Microsoft Making Initial Contact



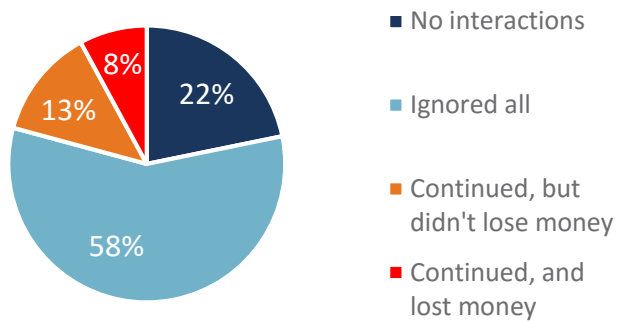
Level of Responsibility Agencies Should Have



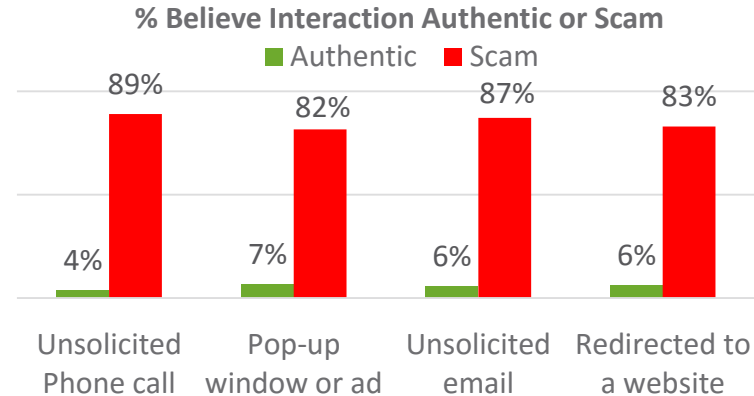
SNAPSHOT – SOUTH AFRICA

Tech Scams

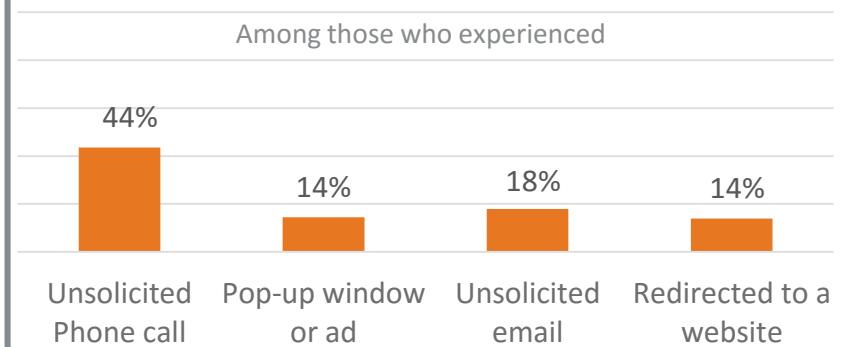
Experience with Scams



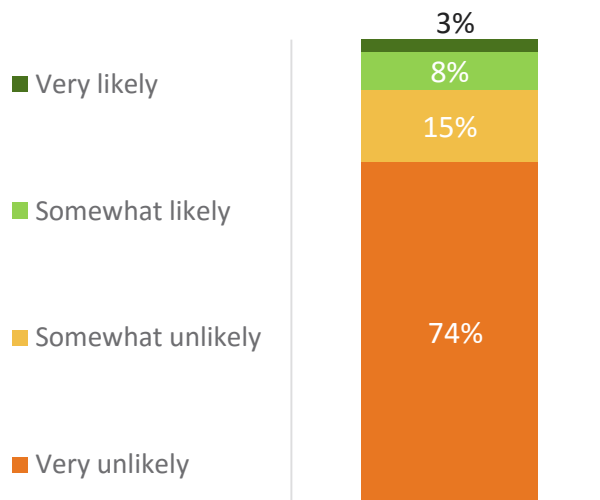
Experience with Scams



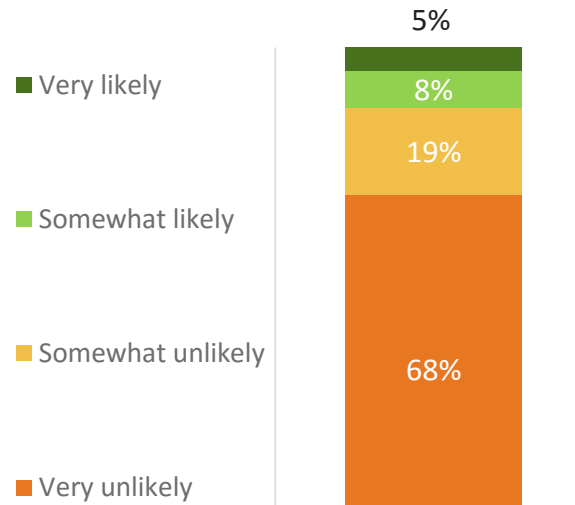
% who associate Microsoft with each type of experience



Likelihood of Trusting Unsolicited Call/Email



Likelihood of Microsoft Making Initial Contact



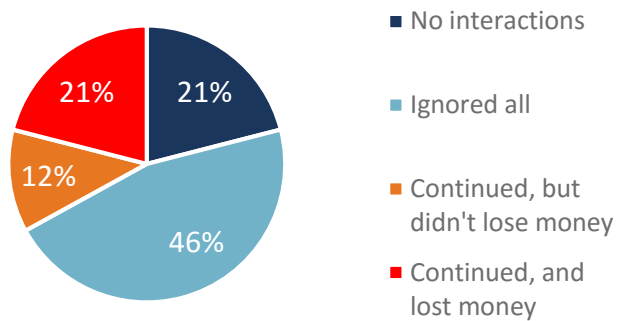
Level of Responsibility Agencies Should Have



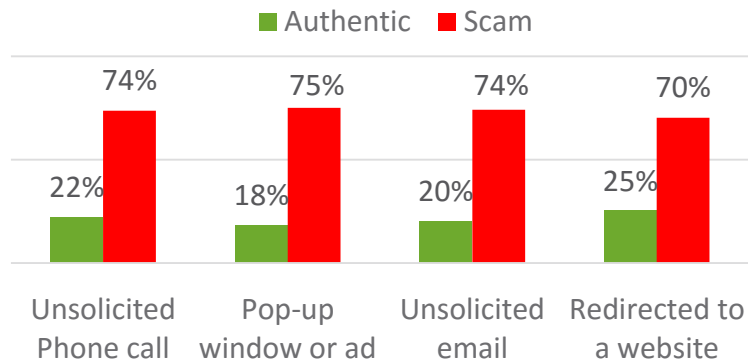
SNAPSHOT – UNITED STATES

Tech Scams

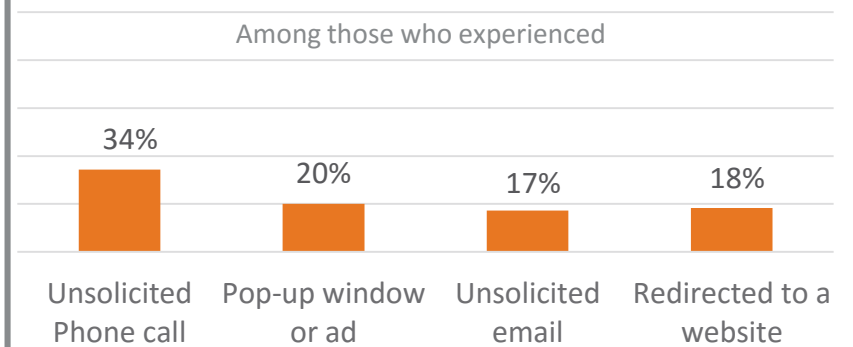
Experience with Scams



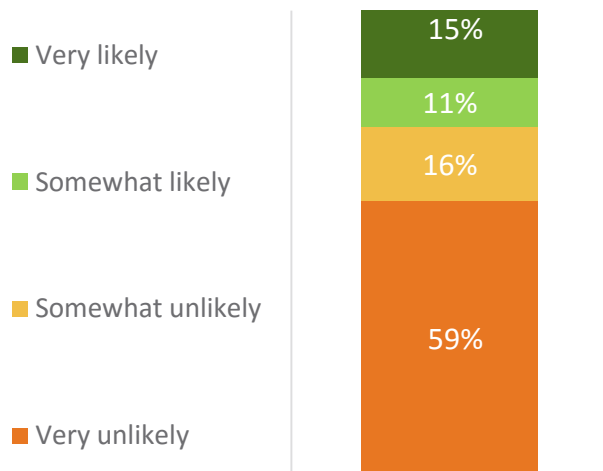
Experience with Scams
% Believe Interaction Authentic or Scam



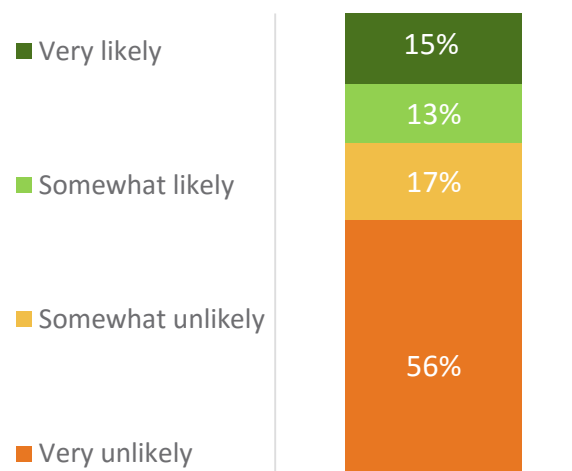
% who associate Microsoft with each type of experience



Likelihood of Trusting Unsolicited Call/Email



Likelihood of Microsoft Making Initial Contact



Level of Responsibility Agencies Should Have

