

**REDC**



# WIN World Survey *Data, Fraud and Technology*

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# WIN World Data, Fraud and Technology Survey – Headlines Ireland

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A significant increase is seen in the number of people that have experienced phishing in Ireland vs. 2019, leaving Ireland as one of the highest countries population targeted globally.

2

At the same time, there is a big increase in those whose personal details have been leaked (+9% vs. 2019), with men and higher social grades seeing the greatest increases of any demographic groups.

3

1 in 5 also claim to have had their bank account hacked, slightly up versus 2019, with nearly half still reporting to be receiving spam and just over 1 in 10 having had their email hacked.

4

Worryingly, along with these spikes in occurrence of phishing and personal data leaks, we see low awareness of what happens with the data being collected. Only 1 in 4 say that they know how the info is used.

5

After a lull in concern over sharing personal information online, concern has returned to 2019 levels, which could be due to people letting their guard down and possibly also as a reaction to recent spikes in phishing and personal data leaks.

6

Despite this the Irish are less likely (vs. global ave.) to find technology to be important in their lives, while at the same time having less knowledge about how their details are used and more likely to be victims of phishing and bank account hacks.

# 57%

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



# Phishing has become even more of a problem in Ireland in 2021



The incidence of phishing has grown from 2019 to 2021, with this growth especially driven by men and those in higher social grades. Ireland also has much higher phishing reports than the global average.

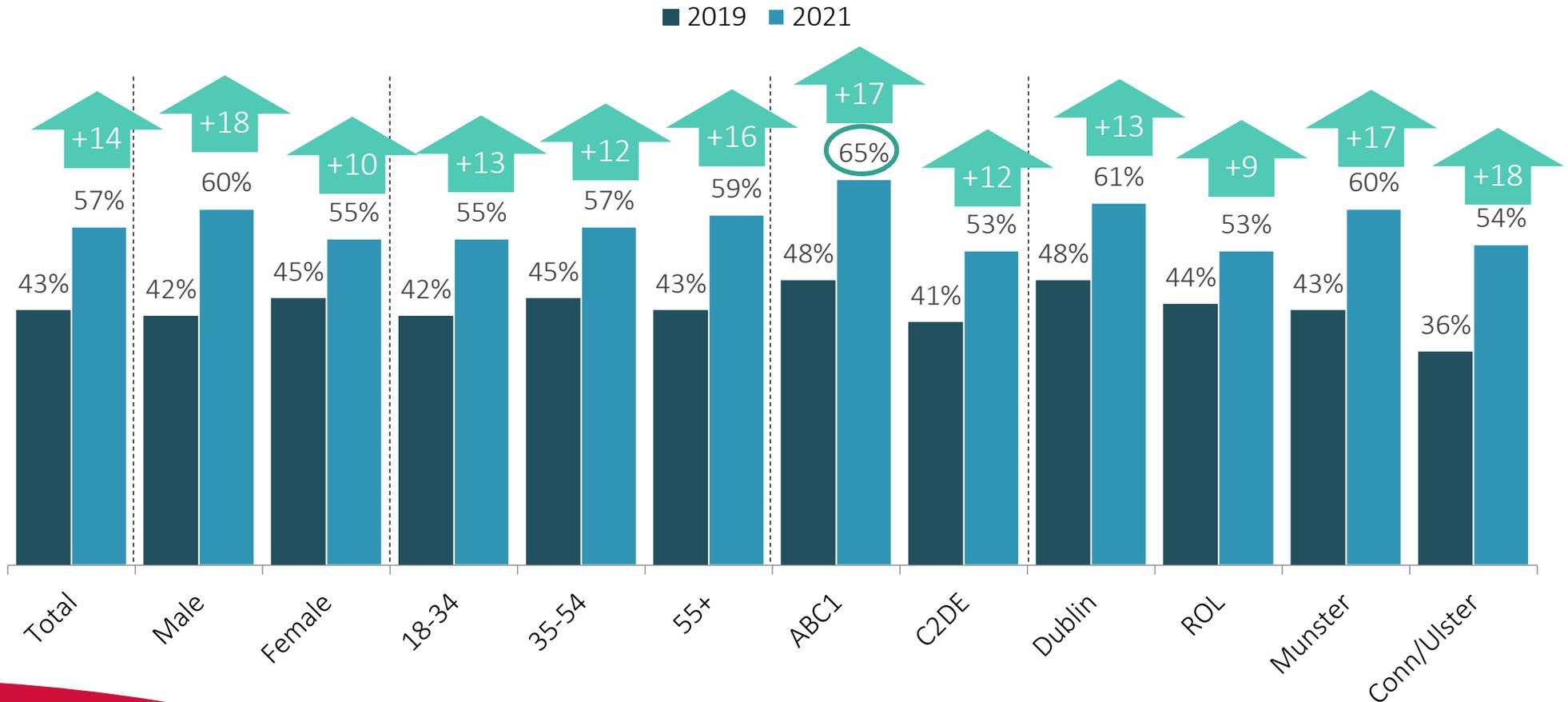
## Experienced Phishing



Phishing  
**57%**



Global Ave.  
**31%**



○ Indicates significant difference vs. Total

Base: All Adults Ireland n=1,020

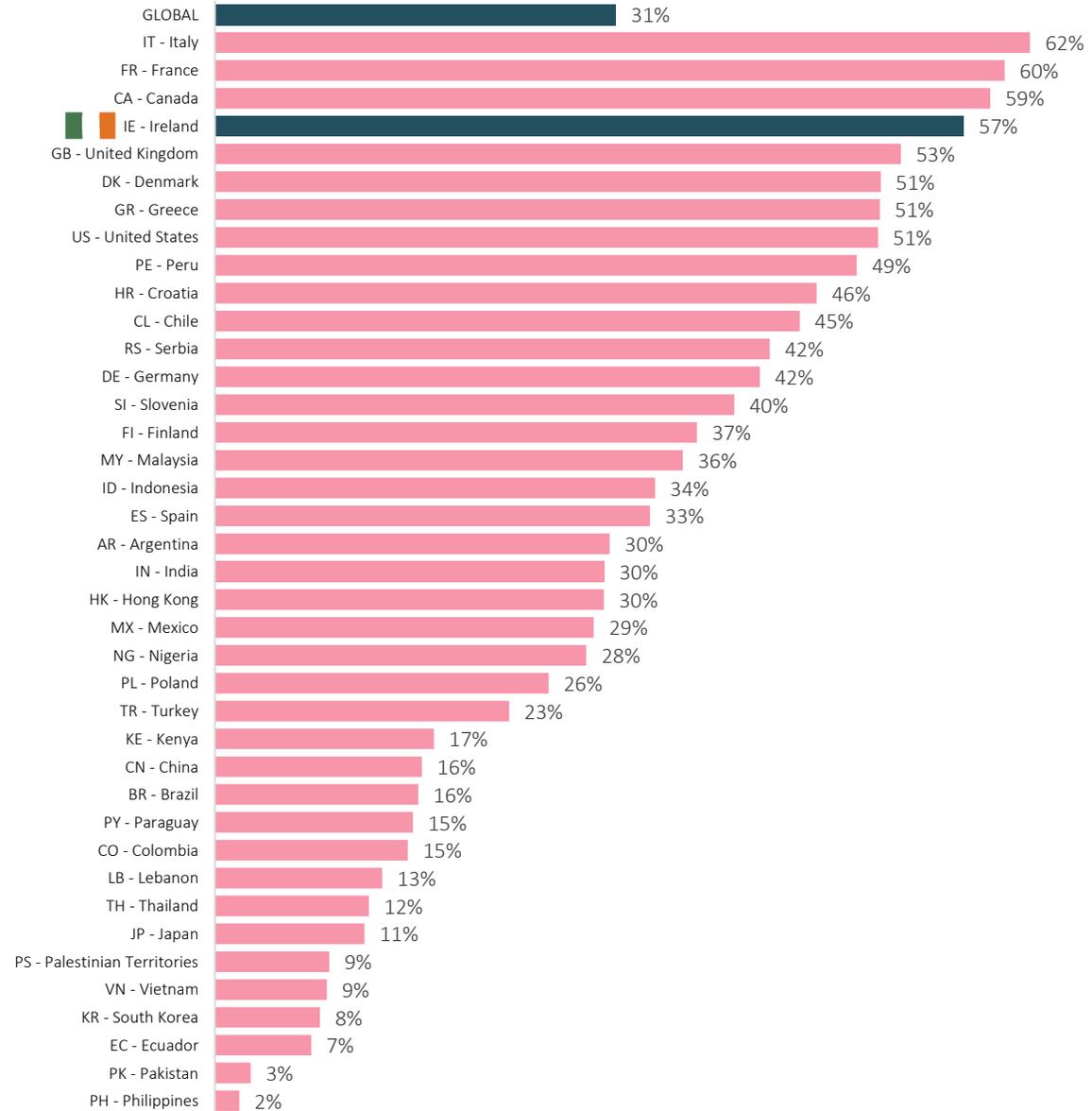
↑ ↓ Significant change vs 2019



# Ireland well above the global average for experience of phishing

Ireland's claimed experience of phishing is one of the highest seen globally, with most European countries seeing higher levels than elsewhere in the world.

## Phishing



# 15%

Of all Irish adults claim to have had their personal details leaked, up 9% in the past two years



# Leaking of personal details remains low, but has grown since 2019 C

This growth has been especially prominent amongst younger age groups, while higher social grades have reported higher prevalence of information leaking than others.

Personal details have been leaked



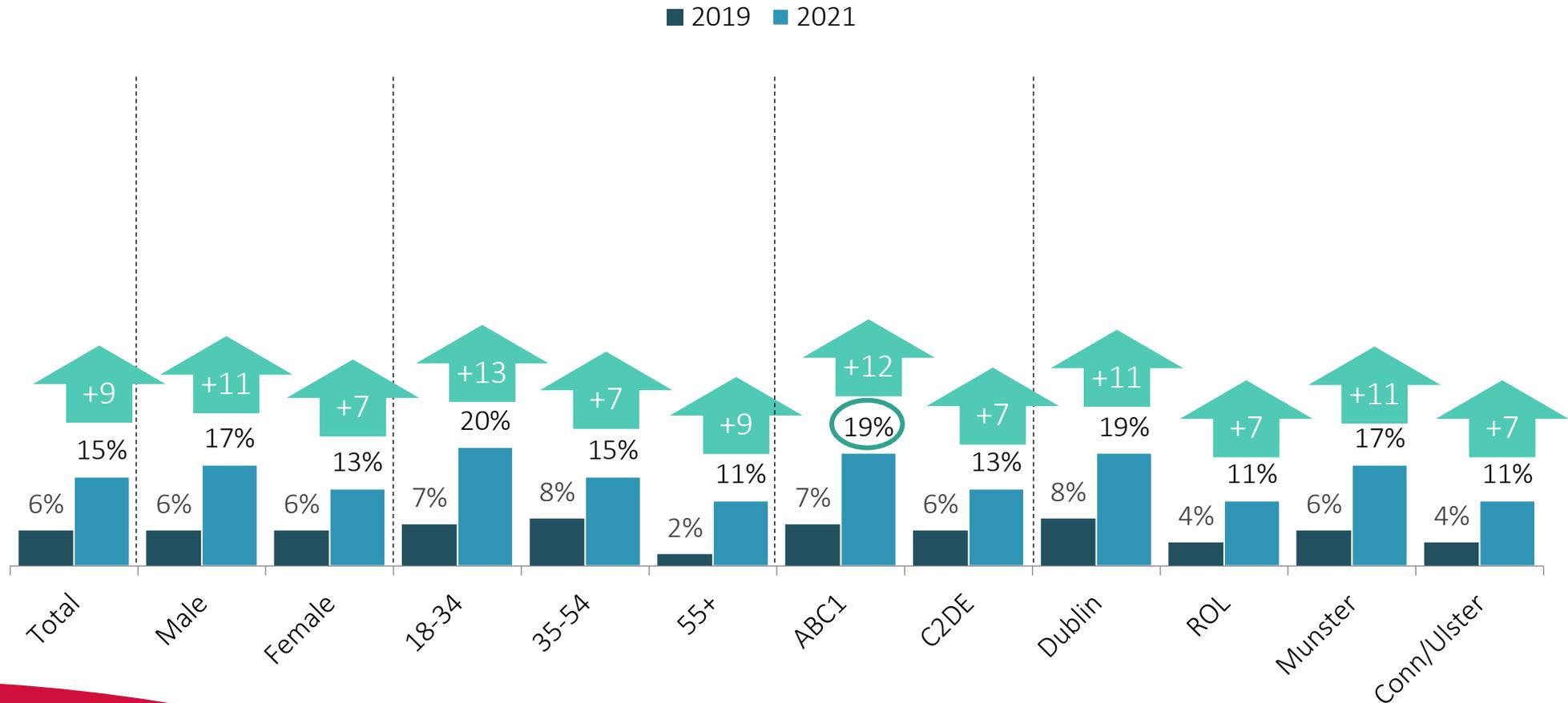
Personal details have been leaked

15%



Global Ave.

12%



○ Indicates significant difference vs. Total

Base: All Adults Ireland n=1,020

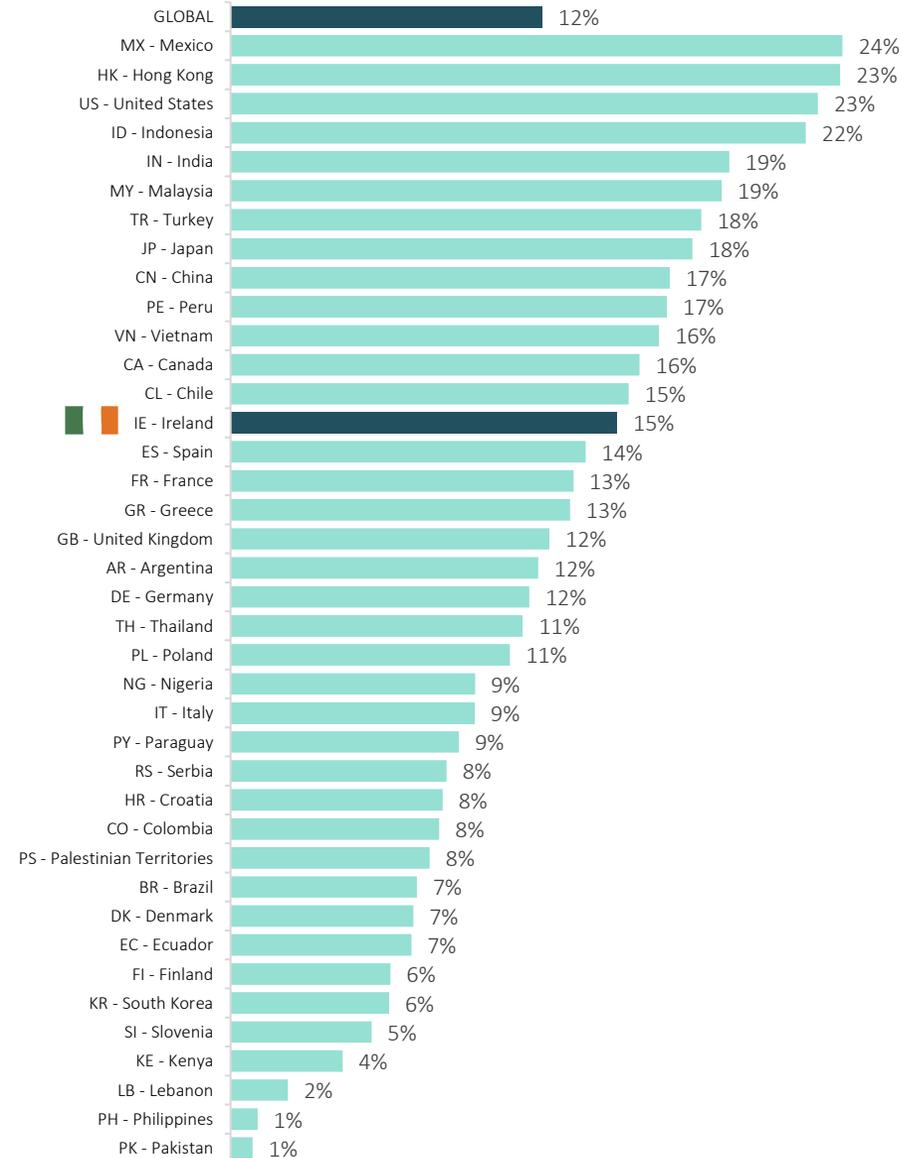
↑ ↓ Significant change vs 2019



# Ireland increased experience of leaks drives us above global average

Ireland's claimed experience of personal leaks is now the highest in Europe, with Mexico, Hong Kong and the USA all recording very high levels.

## Personal details have been leaked



# 18%

Of all Irish adults  
claim to have had  
their bank account  
or credit card  
hacked/ used  
fraudulently



# Just under 2 in 10 report misuse with bank account/ credit cards



The incidence of bank or card fraudulence has grown significantly since 2019 amongst women and those living in Munster.

## Bank account or credit card hacked/ used fraudulently



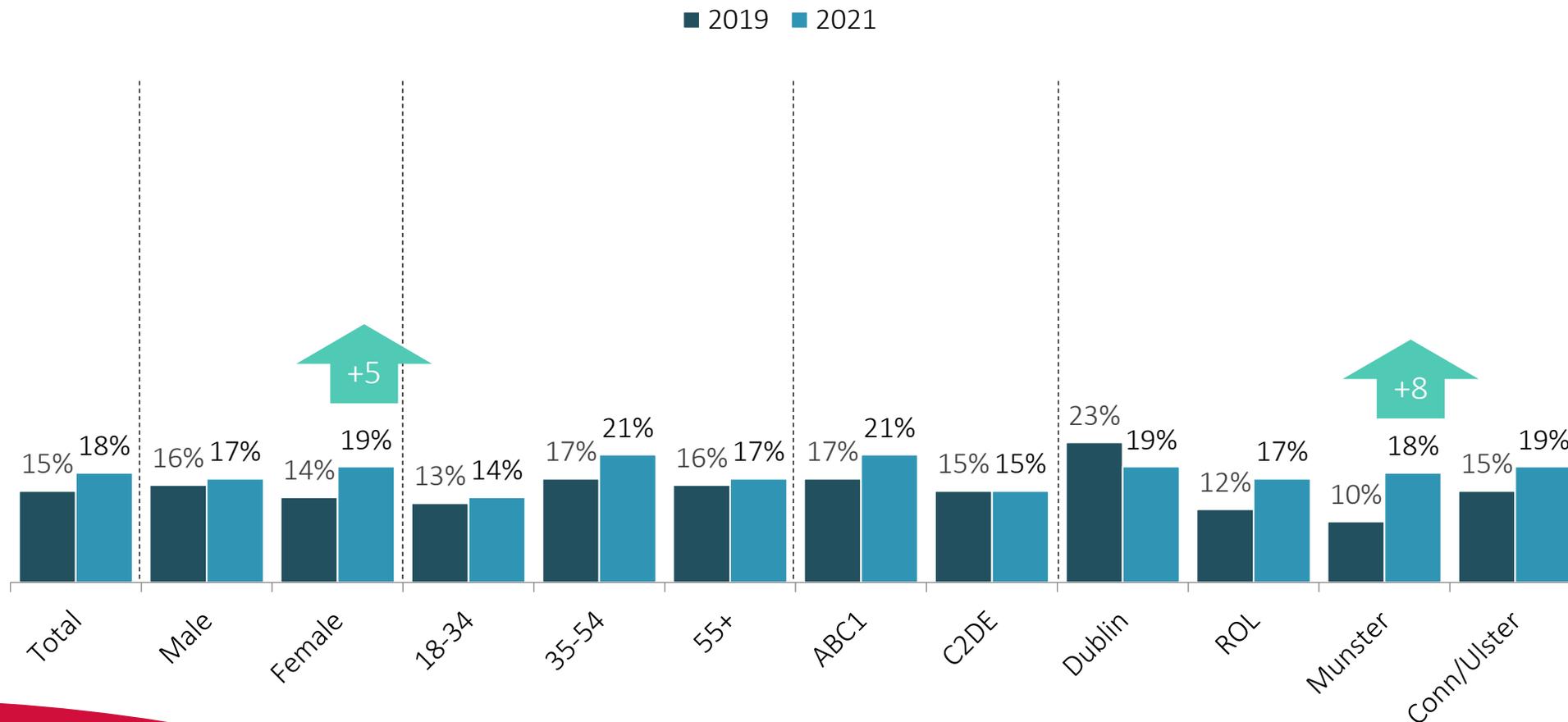
Bank account or credit card hacked/ used fraudulently

**18%**



Global Ave.

**10%**



○ Indicates significant difference vs. Total

Base: All Adults Ireland n=1,020



Significant change vs 2019

# Just under half are spammed by companies with no earlier contact

Similar to phishing, spamming is also higher for those in higher social grades, while 35-54 year olds also report significantly higher level of spamming compared to the national average.

Spammed by companies I have had no previous contact with



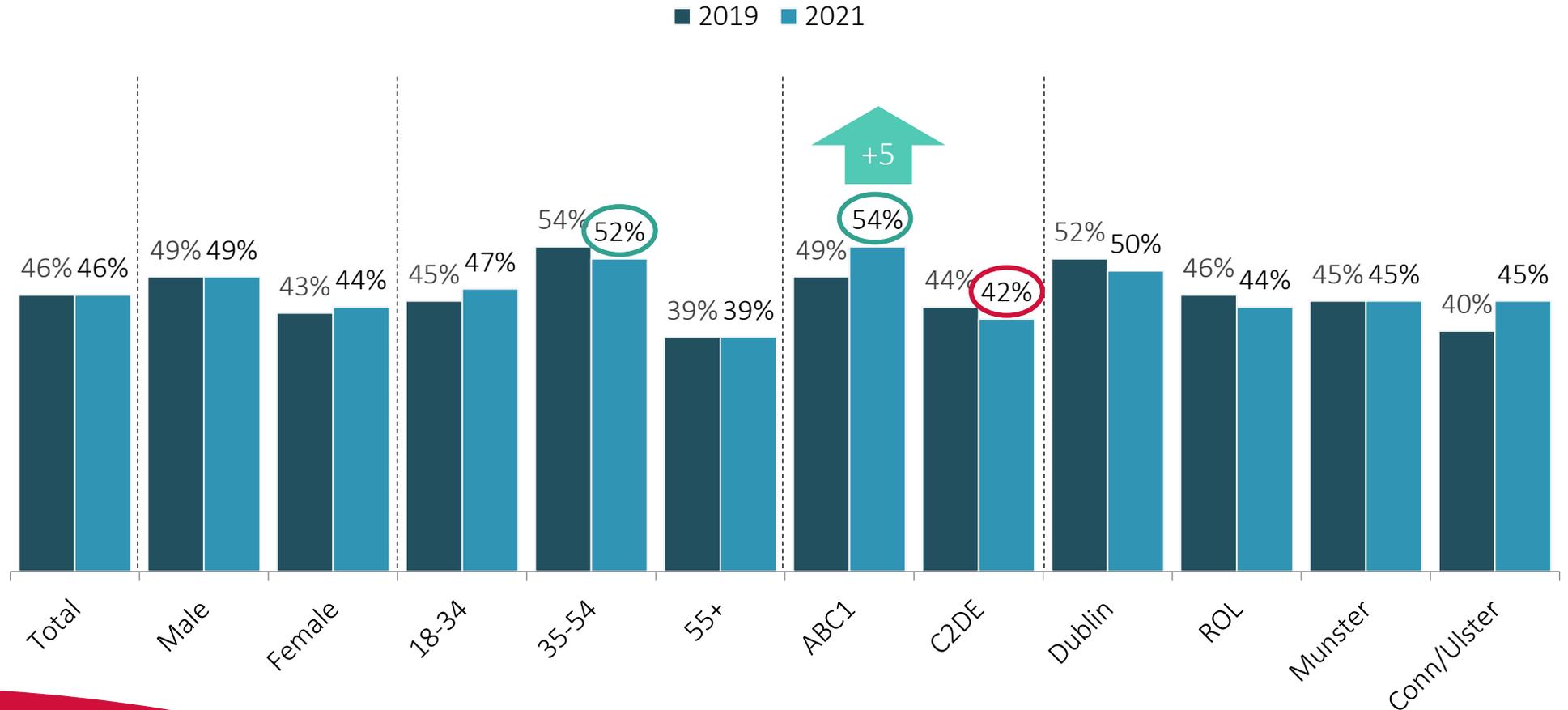
Spammed by companies

46%



Global Ave.

41%



 Indicates significant difference vs. Total

Base: All Adults Ireland n=1,020

  Significant change vs 2019

# Over 1 in 10 had their email hacked in the last year



This is consistent with level seen in 2019, with those aged 35-54 and those living in Dublin reporting higher issues with email hacking.



Email hacked



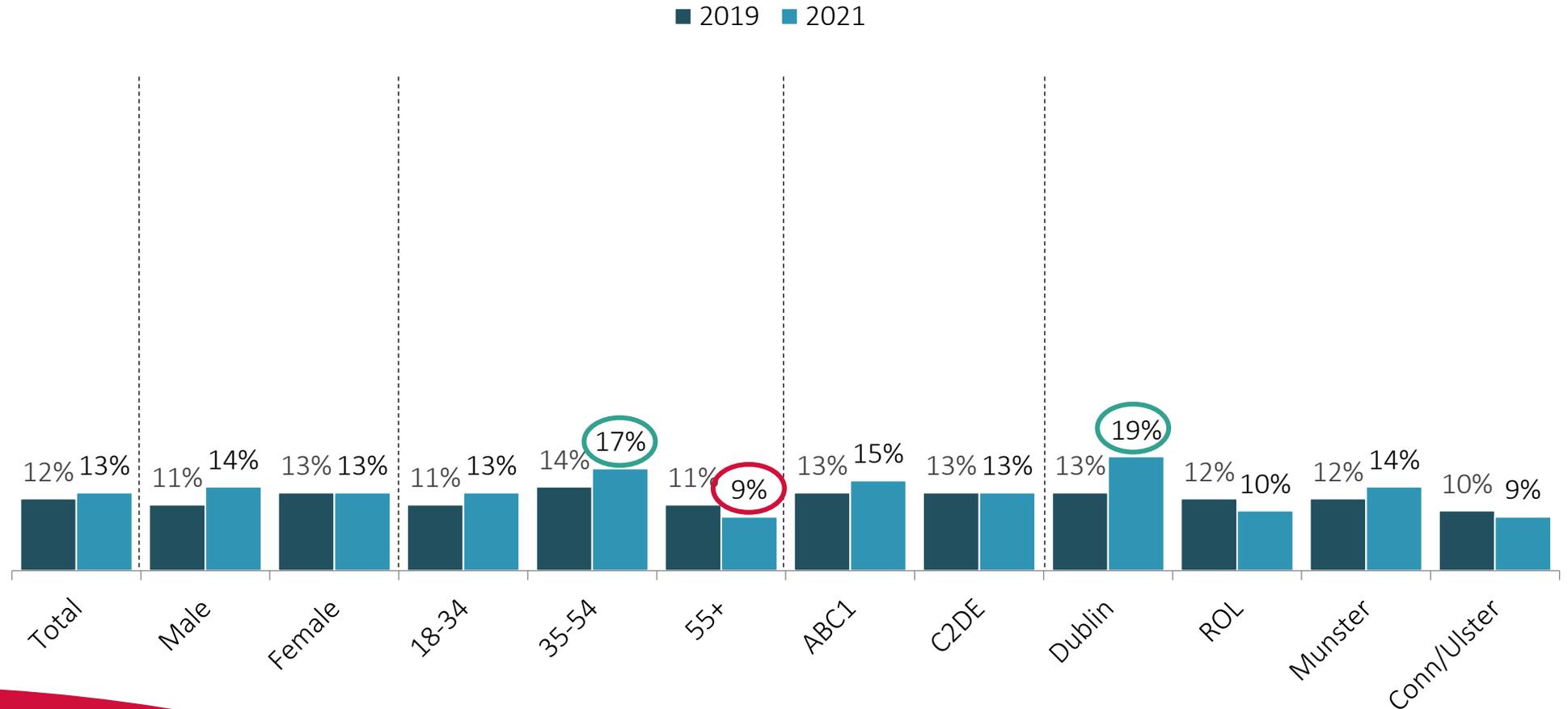
Email hacked

13%



Global Ave.

11%



○ Indicates significant difference vs. Total

Base: All Adults Ireland n=1,020

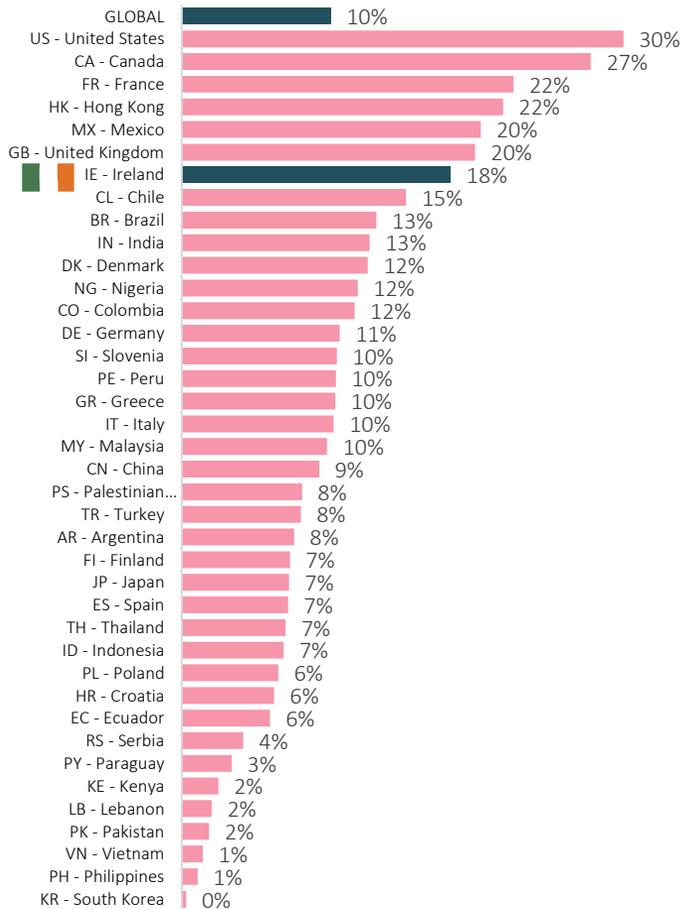


Significant change vs 2019

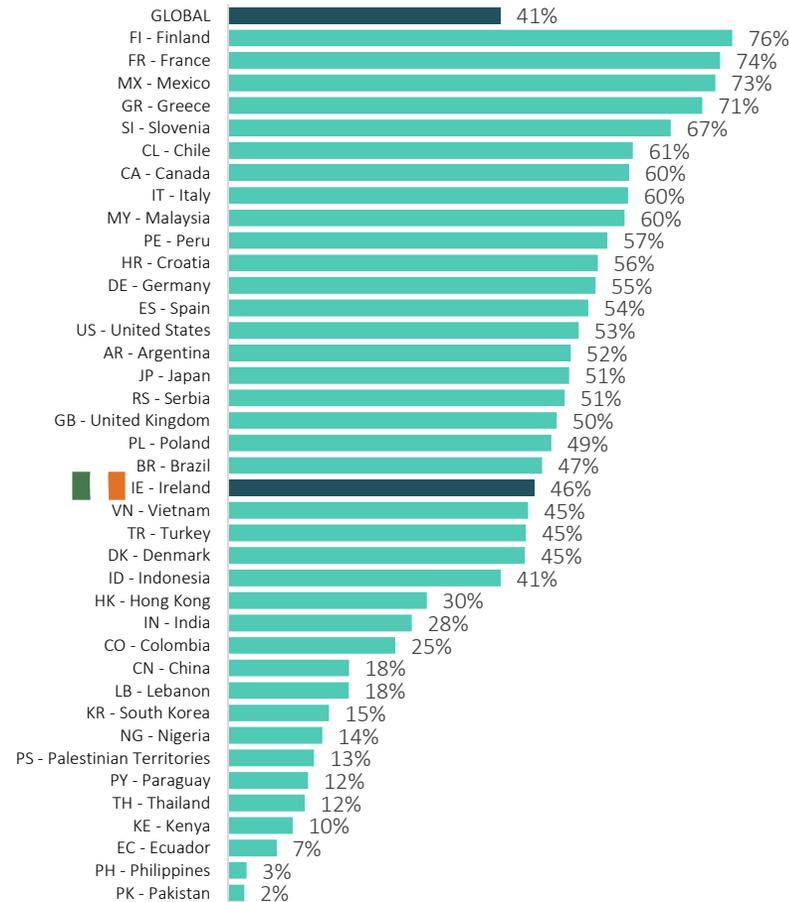
# Fraud /hacking is also above the global average in Ireland



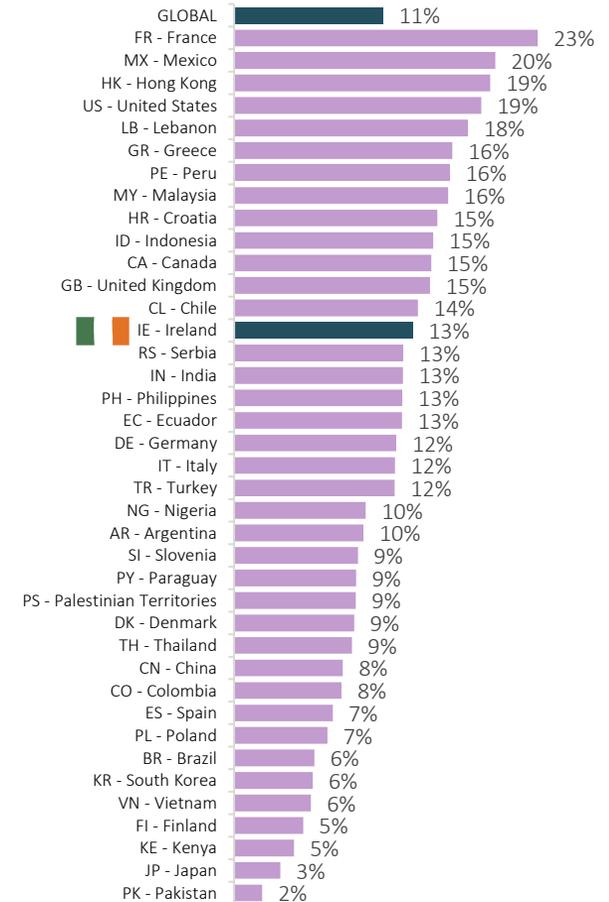
## Bank account or credit card hacked/ used fraudulently



## Spammed by companies

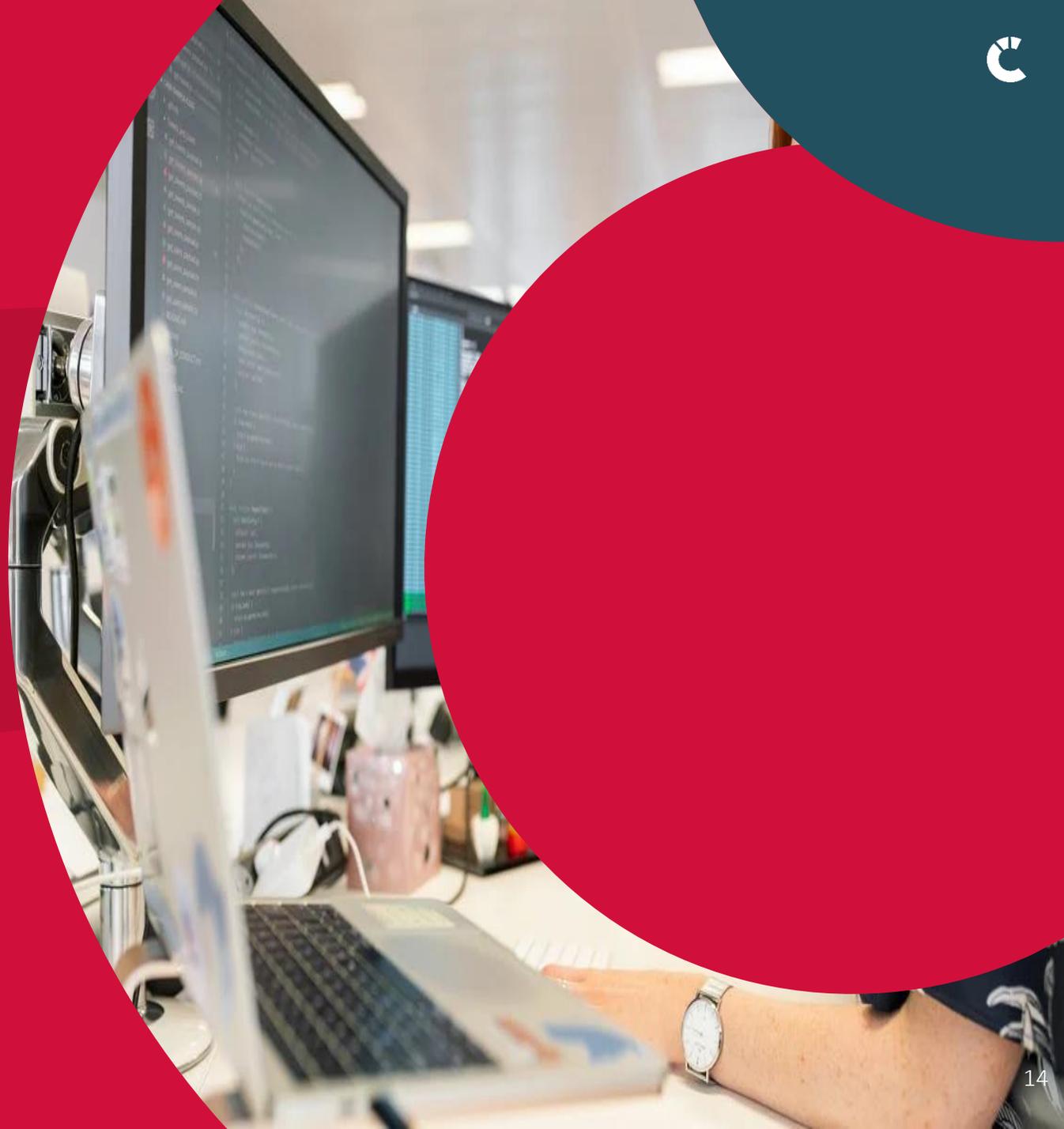


## Email Hacked



# 70%

Believe that  
technology is  
extremely or very  
important in their  
life

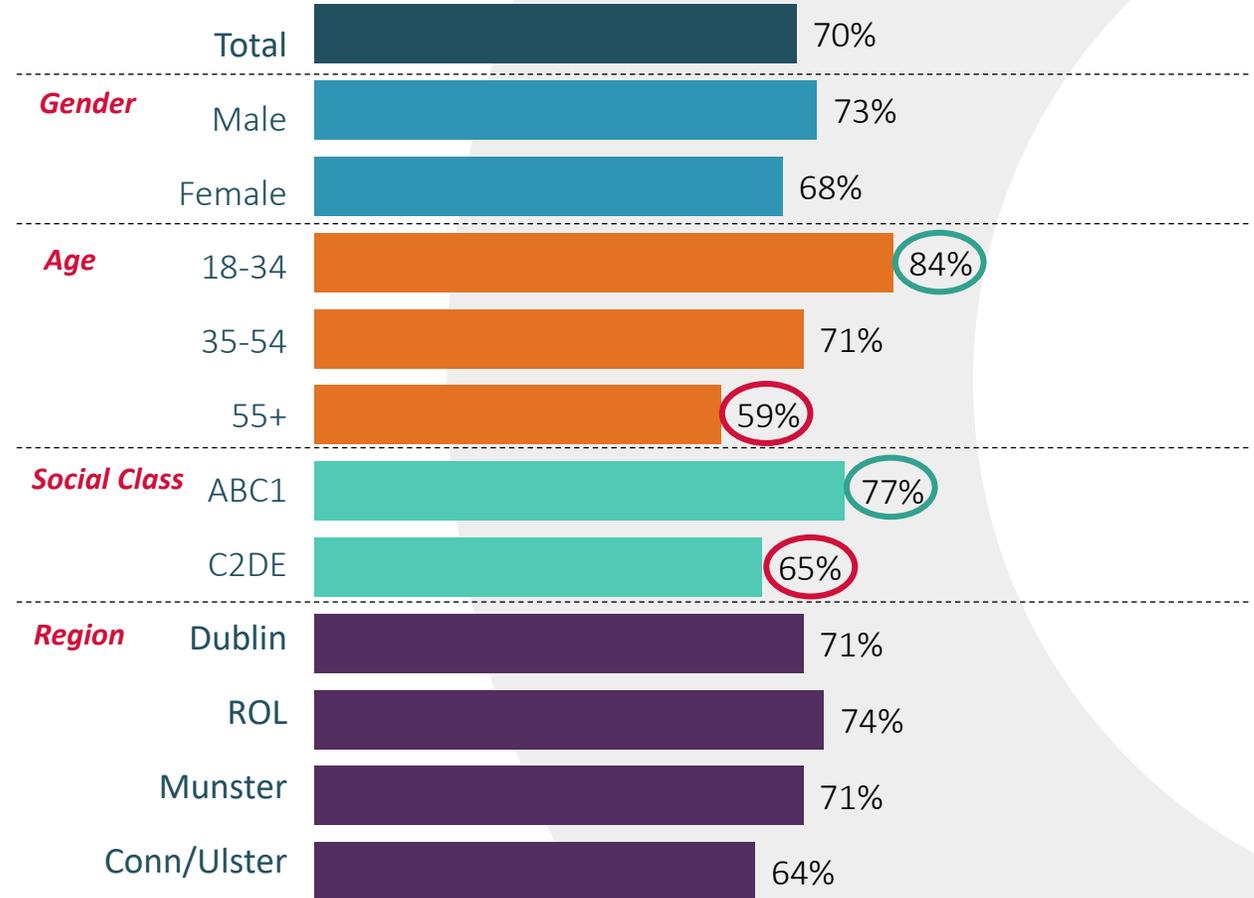
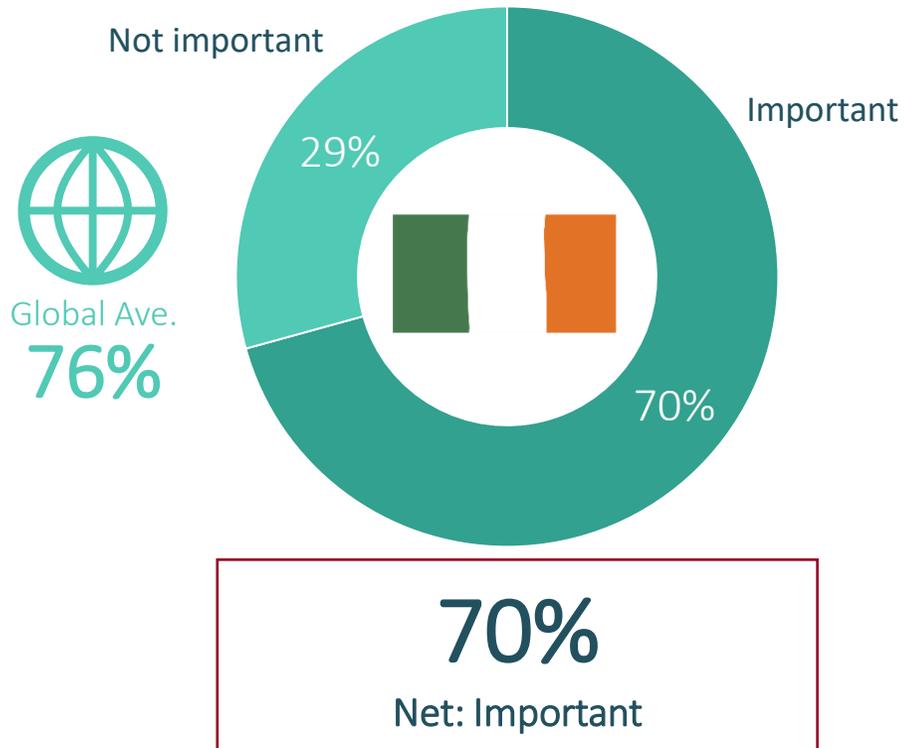


# Technology in one's life is important to majority in Ireland



This belief is stronger among young adults and those in higher social grades, while older ages and those in lower social grades have lower levels of agreement.

% Think that technology is important in their life



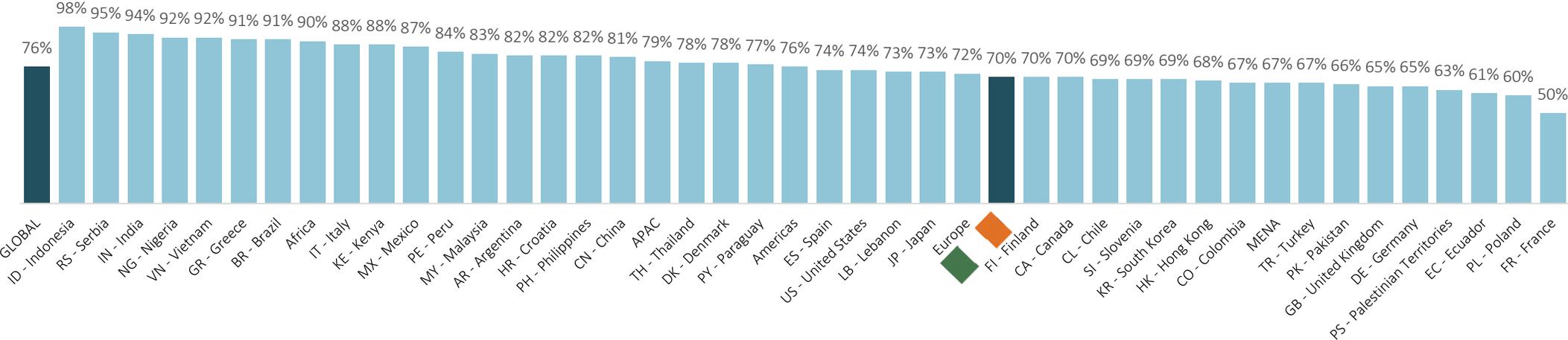
○ Indicates significant difference vs. Total

Base: All Adults Ireland n=1,020

# Irish perceive technology less important than most other countries

## Importance of technology in their life

Technology is extremely/very important in their life



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

54%

Are concerned  
about sharing their  
personal  
information  
digitally

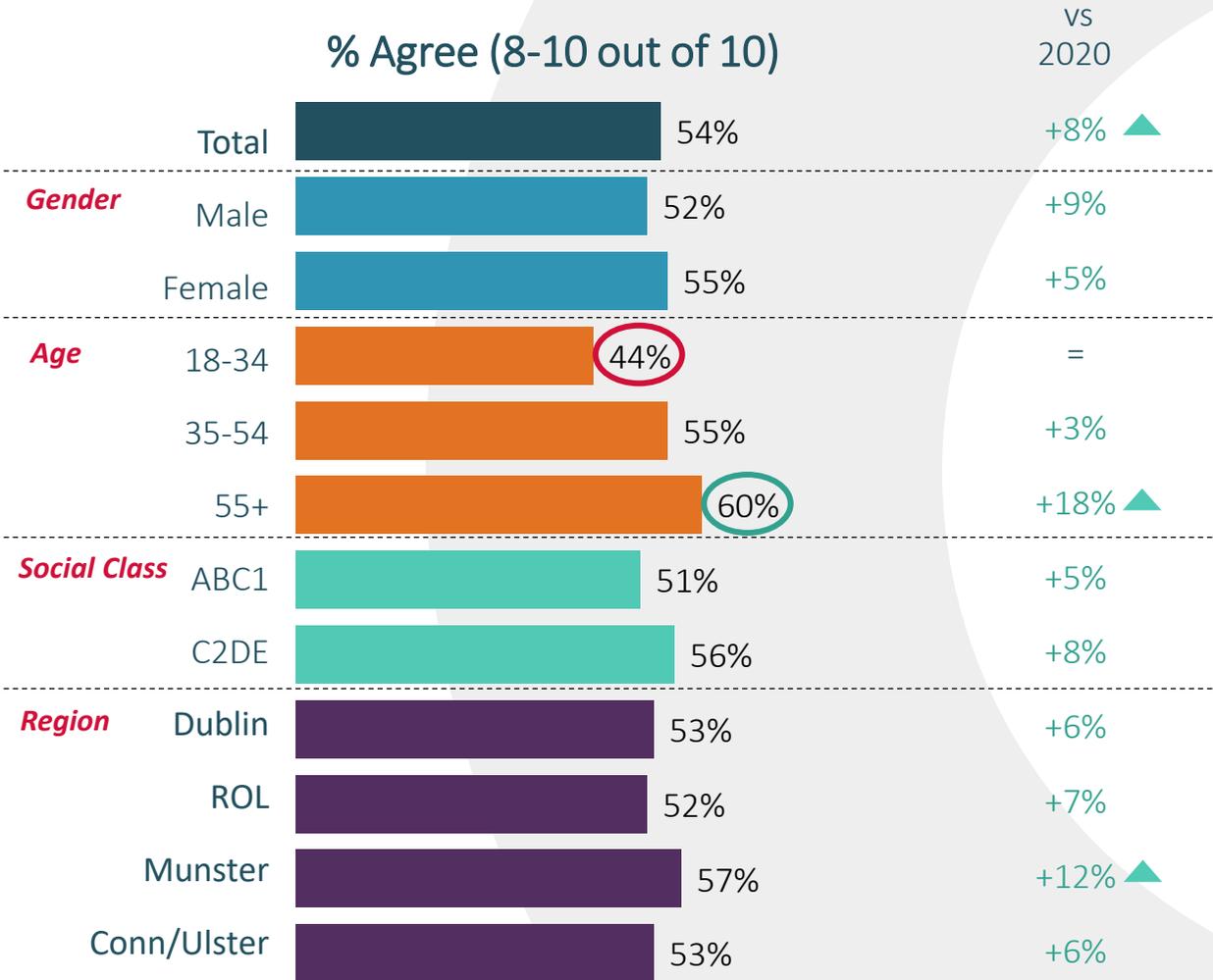
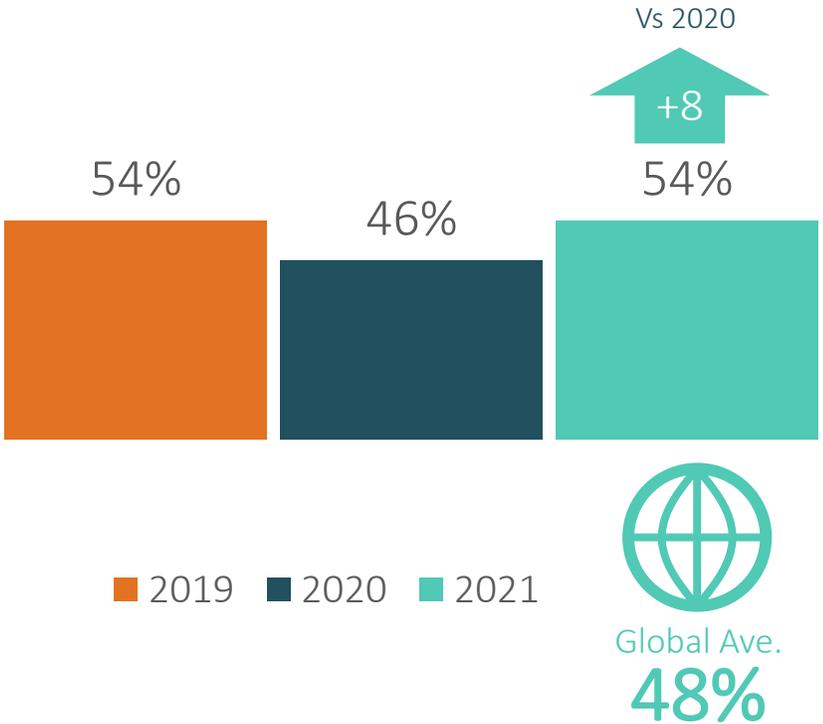


# Concern over digital information sharing returns to pre-Covid level C

The concern is especially driven by older age groups and those in the Munster region, with those aged 18-34 having significantly lower levels of concern over their information being shared digitally.



I am concerned about sharing my personal information digitally

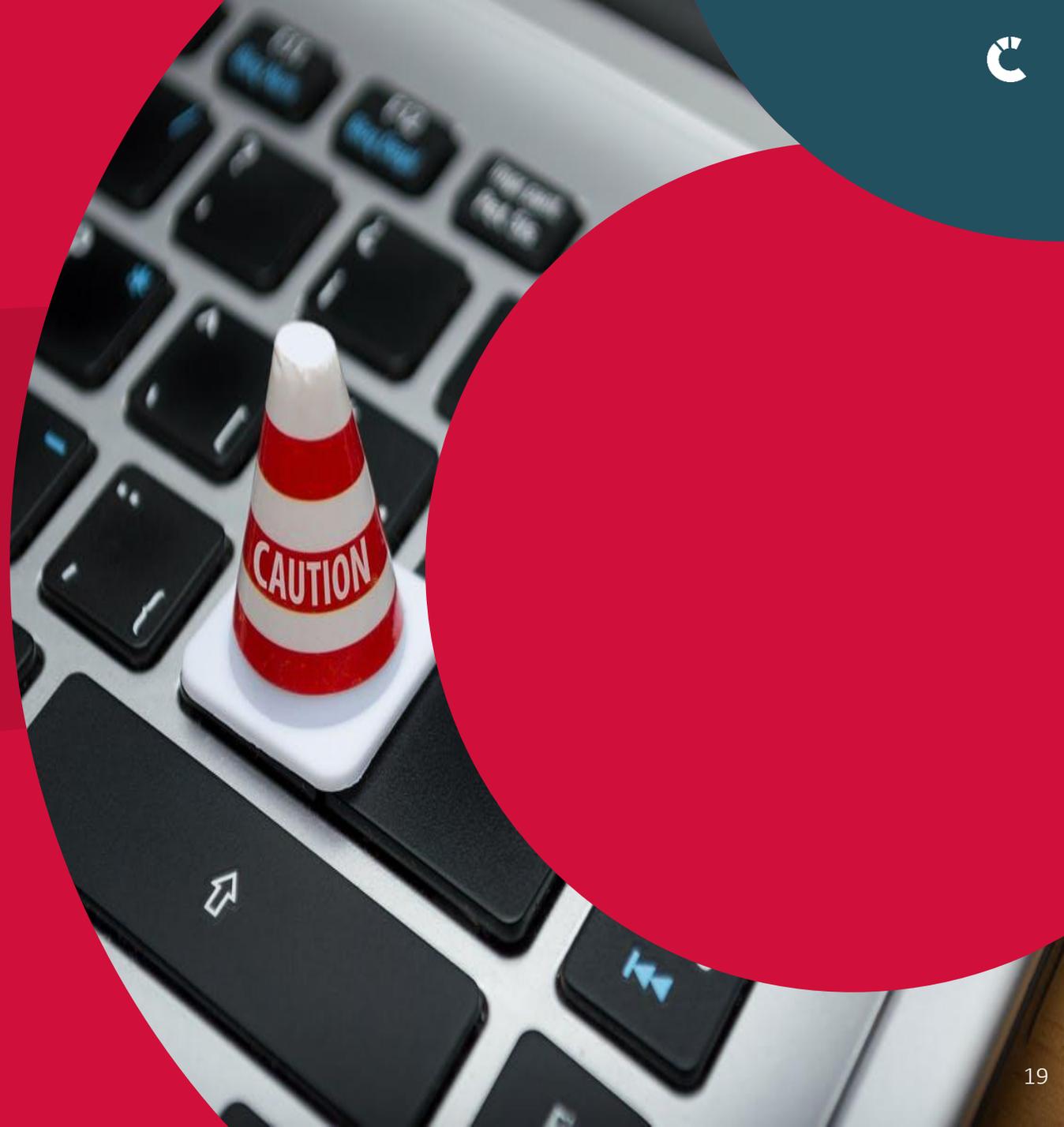


○ Indicates significant difference vs. Total  
 ▲ ▼ Indicates significant difference vs. 2020

Base: All Adults Ireland n=1,020

# 26%

Are aware of what happens with my personal information after I share it with a data collector

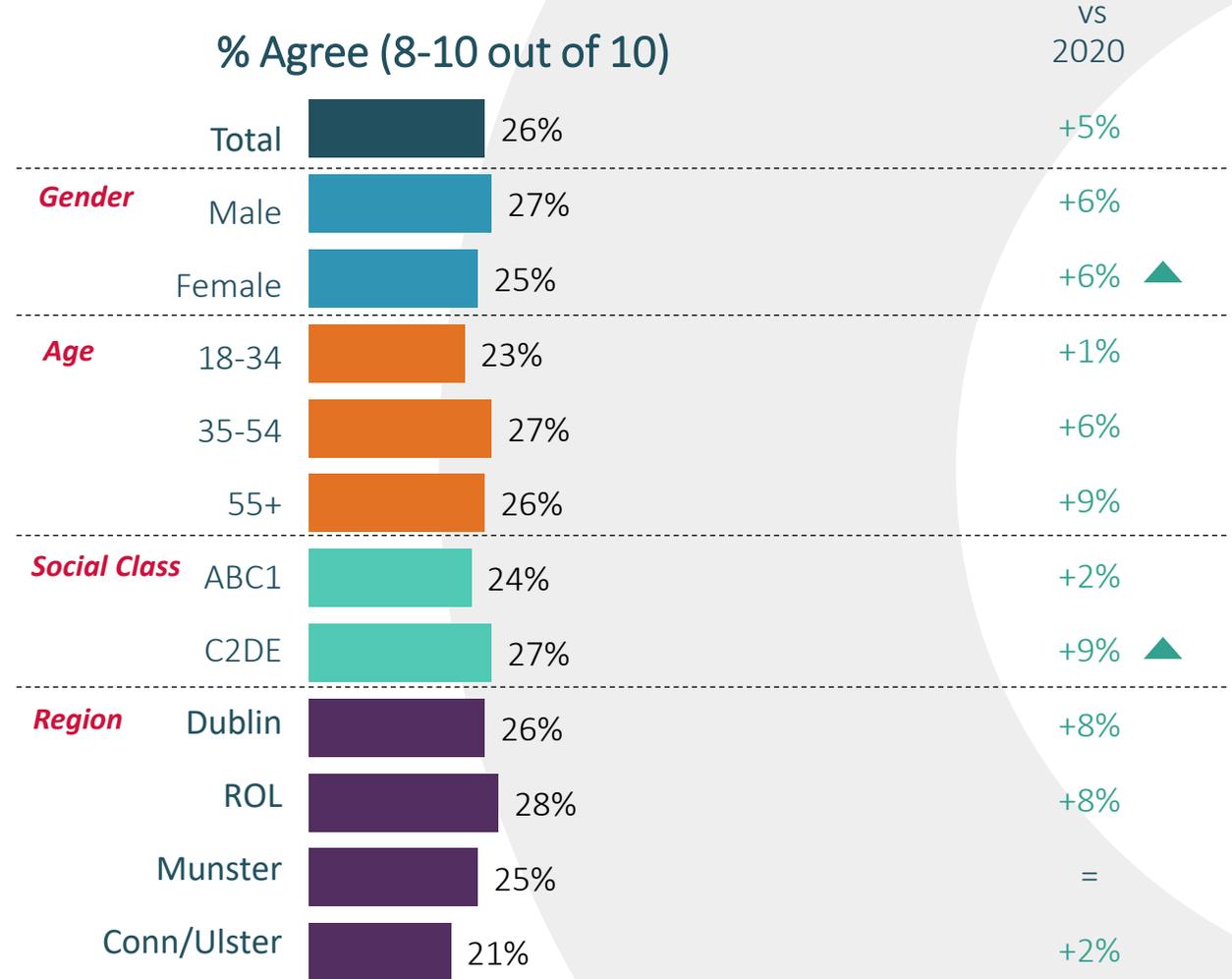
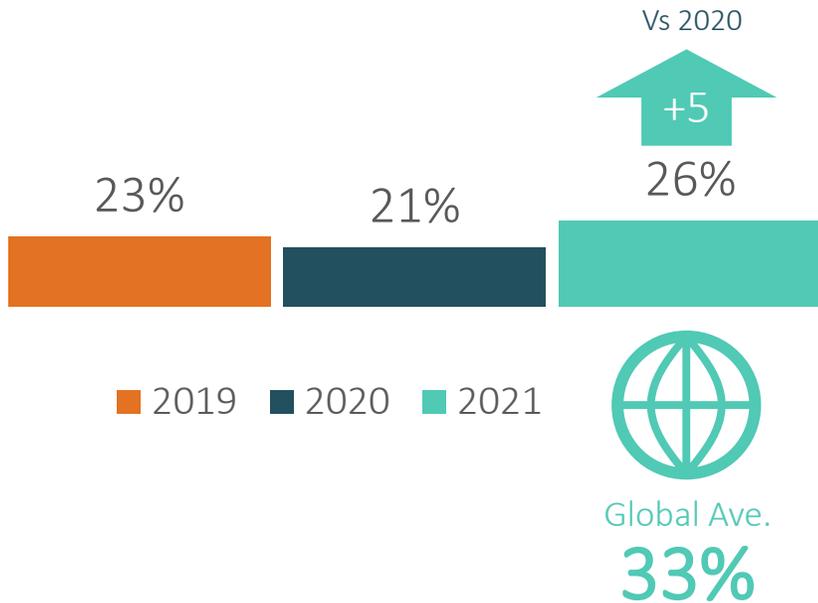


# Further information needed on how personal info is used

We have seen growth in awareness (especially women and lower social grades) of what happens with personal information after it is shared with data collectors, but this awareness still remains relatively low.



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



○ Indicates significant difference vs. Total  
 ▲ ▼ Indicates significant difference vs. 2020

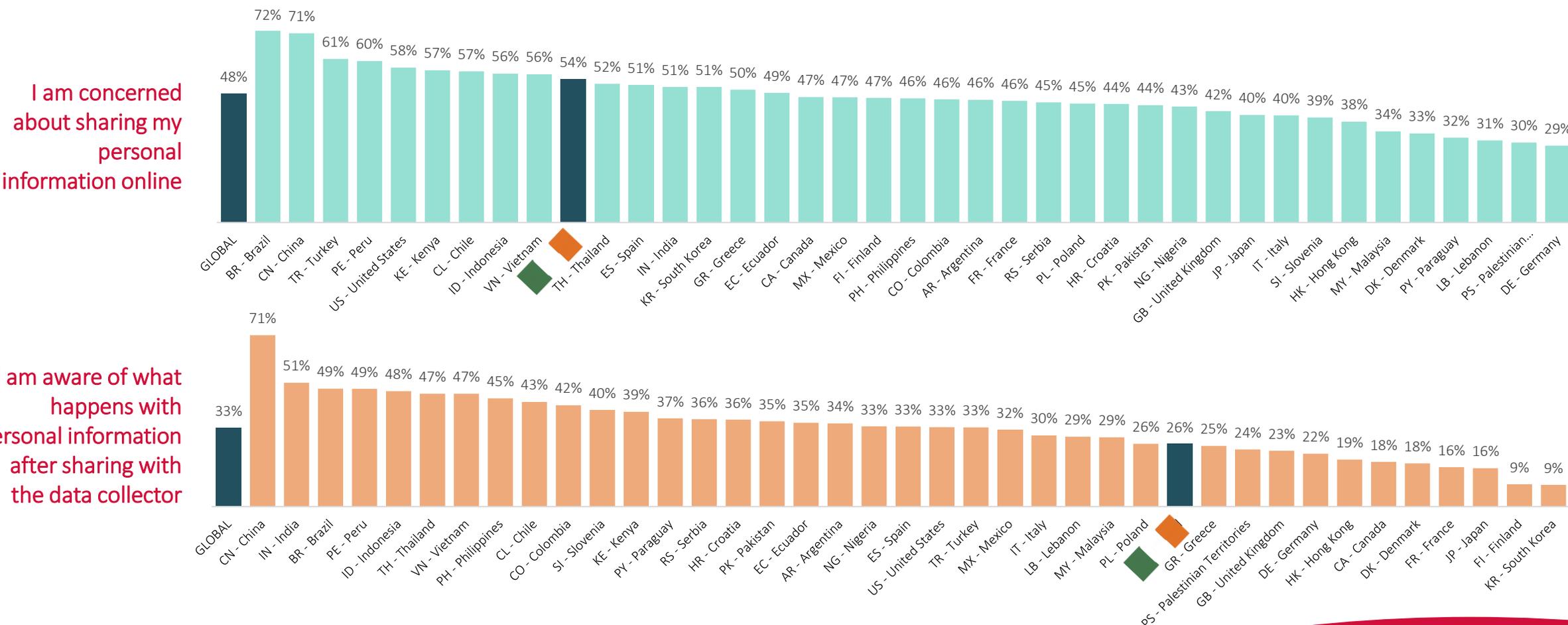
Base: All Adults Ireland n=1,020

# Irish are more concerned about sharing personal info online



This concern could be compounded by lower than average awareness of what happens with the information collected by data collector.

Attitudes Towards Privacy of Digital Information x Country



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.

## Sample Size and Mode of Field Work:

A total of 33,236 people were interviewed globally. See below for sample details. The fieldwork was conducted during October 2021 – December 2021. 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



## TECHNOLOGY

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

	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-Q7_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-Q7_2)

8. How Important is technology in your life? (new) (SPSS-Q8)

1. Extremely important
2. Very Important
3. Slightly important
4. Not important at all
9. Don't know / no response

9. Have you experienced any of the following... (read the items) (SHOW CARD. SELECT ALL THAT APPLY) (2019) (SPSS - Q9\_1) (SPSS - Q9\_2) (SPSS - Q9\_3) (SPSS - Q9\_4) (SPSS - Q9\_5) (SPSS - Q9\_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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