

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 1
Which of the following are you?
Base: All respondents

	Gender		Age										SEG						Ethnicity						Q4. Personally know other victims			
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Other ethnic group (A)	Prefer not to say (B)	Yes (C)	No (D)
Unweighted base	2097	1122	964	162	384	382	385	361	290	133	546	767	784	552	643	456	434	1195	890	1835	244	50	135	45	14	18	812	1147
Weighted base	2097	1022	1064	257	389	366	395	312	247	130	646	762	689	569	617	434	465	1186	899	1813	266	55*	149	47*	15**	18**	825	1132
Effective base	1999	1070	934	161	382	373	381	353	286	128	517	753	764	522	615	441	416	1135	853	1753	232	47	129	43	13	17	772	1097
Man	1022	1022	-	131	192	181	194	149	118	58	322	375	325	298	301	197	220	599	417	892	122	27	70	18	7	9	401	557
	49%b	100%Tb	-	51%	49%	49%	49%	48%	48%	45%	50%	49%	47%	52%r	49%	46%	47%	50%	46%	49%	46%	49%	47%	38%	43%	49%	49%	49%
Woman	1064	-	1064	125	192	183	200	163	129	72	317	383	363	270	314	232	241	584	473	913	143	27	78	29	9	8	419	571
	51%a	-	100%Ta	49%	49%	50%	51%	52%	55%	49%	50%	53%	47%	51%	54%	52%	49%	53%	50%	54%	49%	52%	62%	57%	45%	51%	50%	
Non-binary	6	-	-	-	3	1	1	1	-	-	3	2	1	-	2	3	1	2	4	5	1	-	1	-	-	-	3	2
	*	-	-	-	1%	*	*	*	-	-	*	*	*	-	*	1%p	*	*	*	*	*	-	1%	-	-	-	*	*
Prefer to use another	4	-	-	1	3	-	-	-	-	-	4	-	-	1	-	1	2	1	3	3	1	1	-	-	-	-	2	1
	*	-	-	*	1%T	-	-	-	-	-	1%Tno	-	-	*	-	*	*	*	*	*	*	2%	-	-	-	-	*	*
Prefer not to say	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	1
	*	-	-	-	-	*	-	-	-	-	-	*	-	-	-	-	*	-	*	-	-	-	-	-	-	6%	-	*

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

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Table 2
Which of the following are you?
Base: All respondents

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication					
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software service fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	2097	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	2097	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	1999	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
Man	1022 49%gklm	67 65%Tdfghijk	85 65%Tdfghijk	19 68%	51 46%k	39 54%gk	58 50%gk	9 29%	14 45%	18 40%	65 46%k	11 26%	162 43%	34 38%	229 60%Tlm	37 68%Tt	50 54%	28 39%	28 51%	192 50%	13 48%	216 49%	56 64%Tx	25 59%
Woman	1064 51%abnry	33 33%	44 34%	8 29%	60 54%ab	33 46%	59 50%ab	23 71%Tabef	18 55%ab	27 60%ab	75 53%ab	33 74%Tabdefj	213 56%Tn	56 62%Tn	148 39%	18 32%	43 46%	43 59%r	26 47%	191 50%	14 52%	219 50%y	29 34%	18 41%
Non-binary	6 *	1 1%	1 1%	1 4%	-	-	-	-	-	-	1 1%	-	2 1%	-	2 1%	-	-	-	1 2%	1 *	-	2 *	2 2%T	-
Prefer to use another	4 *	1 1%	-	-	-	-	-	-	-	-	-	-	1 *	-	2 1%	-	-	1 1%T	-	2 1%	-	1 *	-	-
Prefer not to say	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z

Overlap formulae used.

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Absolutes/col percents

Table 3
Which of the following are you?
Base: All respondents

	Q19. Money lost						Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards		
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	2097	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	2097	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	1999	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
Man	1022 49%	116 53%	50 54%	40 49%	17 57%	335 50%	357 49% <i>l</i>	88 58% <i>Tikl</i>	240 48%	81 42%	145 47%	64 52%	74 50%	16 58%	34 55%	40 42%	7 44%	17 53%	170 50%	248 53%	140 55% <i>T</i>	285 49%
Woman	1064 51% <i>jvw</i>	100 46%	41 44%	40 49%	13 43%	328 49%	363 50%	62 41%	255 51% <i>j</i>	108 57% <i>ij</i>	159 52%	60 48%	73 50%	12 42%	27 45%	53 57%	8 56%	15 47%	169 50%	217 46%	114 45%	285 49%
Non-binary	6	1	1	-	-	3	4	-	4	1	3	-	-	-	1	-	-	2	2	-	3	
Prefer to use another	4	2	1	1	-	1	2	1	2	1	1	-	-	-	-	-	-	-	-	3	-	3
Prefer not to say	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 4
Which of the following are you?
Base: All respondents

	Internet access at home				Personal internet usage				Highest education					Children in household		Household income						Any impacting/limiting conditions		Financial vulnerability			
	Total (T)	Yes (a)	No (b)	Don't know (c)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Don't know (h)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	2097	2074	12	11	71	1389	409	206	22	92	1029	752	184	25	577	1518	405	574	519	264	144	44	630	1409	341	1212	386
Weighted base	2097	2074	12**	12**	67	1372	423	213	22**	85	1028	747	187	34**	601	1493	414	557	510	268	146	46*	628	1406	363	1186	380
Effective base	1999	1977	12	10	69	1327	389	195	21	88	981	719	177	24	555	1443	387	548	495	252	137	41	600	1344	328	1155	369
Man	1022	1009	6	7	27	654	218	111	13	42	511	354	94	17	274	745	183	267	270	131	72	30	300	689	153	585	211
	49%px	49%	47%	63%	40%	48%	51%	52%	60%	49%	50%	47%	50%	50%	46%	50%	44%	48%	53%Tp	49%	49%	66%Tpqs	48%	49%	42%	49%x	55%Tx
Woman	1064	1053	6	4	40	712	202	100	9	43	512	389	93	16	324	739	227	286	239	136	75	16	318	716	206	594	170
	51%ruz	51%	53%	37%	60%	52%	48%	47%	40%	51%	50%	52%	50%	48%	54%	50%	55%ru	51%u	47%	51%	51%	34%	51%	51%	57%Tyz	50%	45%
Non-binary	6	6	-	-	-	2	2	2	-	-	2	3	-	1	2	4	2	3	-	1	-	-	6	-	1	5	-
	*w	*	-	-	-	*	*	1%e	-	-	*	*	-	3%	*	*	*	1%	-	-	-	1%Tw	-	-	*	*	-
Prefer to use another	4	4	-	-	-	4	-	-	-	-	3	1	-	-	-	4	2	1	-	-	-	4	-	-	2	1	-
	*	*	-	-	-	*	-	-	-	-	*	*	-	-	-	*	*	*	-	-	-	1%Tw	-	-	1%	*	-
Prefer not to say	1	1	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	1	-	-	1	-
	*	*	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-	*	-	-	-	-	*	-	-	*	-

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Overlap formulae used.

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Absolutes/col percents

Table 5
What is your age?
Base: All respondents

	Gender			Age										SEG						Ethnicity						Q4. Personally know other victims		
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Other ethnic group (A)	Prefer not to say (B)	Yes (C)	No (D)
Unweighted base	2097	1122	964	162	384	382	385	361	290	133	546	767	784	552	643	456	434	1195	890	1835	244	50	135	45	14	18	812	1147
Weighted base	2097	1022	1064	257	389	366	395	312	247	130	646	762	689	569	617	434	465	1186	899	1813	266	55*	149	47*	15**	18**	825	1132
Effective base	1999	1070	934	161	382	373	381	353	286	128	517	753	764	522	615	441	416	1135	853	1753	232	47	129	43	13	17	772	1097
NET: 18-34	646	322	317	257	389	-	-	-	-	-	646	-	-	190	198	109	146	388	255	519	123	29	73	14	7	4	296	303
	31%shijkl	32%	30%	100%Thij	100%Thijkl	-	-	-	-	-	100%Tno	-	-	33%r	32%r	25%	31%r	33%Tu	28%	29%	46%Tvz	53%	49%Tvz	30%	43%	21%	36%TD	27%
NET: 35-54	762	375	383	-	-	366	395	-	-	-	-	762	-	181	220	191	163	401	354	638	115	19	64	25	7	9	316	390
	36%fgjkl	37%	36%	-	-	100%Tfgj	100%Tfgjkl	-	-	-	-	100%Tmo	-	32%	36%	44%Tpqs	35%	34%	39%Tt	35%	43%Tv	34%	43%	53%Tv	47%	50%	38%	34%
NET: 55+	689	325	363	-	-	-	-	312	247	130	-	-	689	198	200	134	156	397	290	656	28	7	11	8	2	5	213	439
	33%fghim	32%	34%	-	-	-	-	100%Tigh	100%Tigh	100%Tighi	-	-	100%Tmn	35%	32%	31%	34%	33%	32%	36%Twyz	11%	13%	7%	17%	11%	29%	26%	39%TC
18-24	257	131	125	257	-	-	-	-	-	-	257	-	-	96	72	29	58	168	87	198	55	16	29	7	3	3	108	126
	12%ghijk	13%	12%	100%Tghijk	-	-	-	-	-	-	40%Tno	-	-	17%Tqr	12%r	7%	12%r	14%Tu	10%	11%	21%Tv	29%	20%Tv	14%	21%	16%	13%	11%
25-34	389	192	192	-	389	-	-	-	-	-	389	-	-	94	126	80	89	220	168	321	68	13	44	7	3	1	188	176
	19%fhijk	19%	18%	-	100%Thijk	-	-	-	-	-	60%Tno	-	-	17%	20%	18%	19%	19%	19%	18%	25%Tv	24%	30%Tv	16%	22%	5%	23%TD	16%
35-44	366	181	183	-	-	366	-	-	-	-	-	366	-	103	100	85	74	203	159	291	69	7	41	16	5	6	160	182
	17%fgijk	18%	17%	-	-	100%Tfgijk	-	-	-	-	-	48%Tmo	-	18%	16%	20%	16%	17%	18%	16%	26%Tv	13%	27%Tv	33%Tv	33%	33%	19%	16%
45-54	395	194	200	-	-	-	395	-	-	-	-	395	-	78	120	106	89	198	195	346	46	12	23	9	2	3	157	209
	19%fghijk	19%	19%	-	-	-	100%Tfghijk	-	-	-	-	52%Tmo	-	14%	19%p	24%Tp	19%p	17%	22%Tt	19%	17%	21%	16%	20%	13%	17%	19%	18%
55-64	312	149	163	-	-	-	-	312	-	-	-	-	312	76	90	66	80	165	146	288	22	5	8	7	2	3	113	179
	15%fghik	15%	15%	-	-	-	-	100%Tfghik	-	-	-	-	45%Tmn	13%	15%	15%	17%	14%	16%	16%Twyz	8%	9%	5%	15%y	11%	14%	14%	16%
65-74	247	118	129	-	-	-	-	-	247	-	-	-	247	82	72	42	50	154	91	240	5	1	3	1	-	3	64	169
	12%fghij	12%	12%	-	-	-	-	-	100%Tfghij	-	-	-	36%Tmn	14%Tr	12%	10%	11%	13%	10%	13%Twyz	2%	2%	2%	2%	-	15%	8%	15%TC
75-84	130	58	72	-	-	-	-	-	-	130	-	-	130	40	38	26	26	78	52	128	1	1	-	-	-	-	35	90
	6%fghijk	6%	7%	-	-	-	-	-	-	100%Tfghijk	-	-	19%Tmn	7%	6%	6%	6%	7%	6%	7%Twyz	1%	2%	-	-	-	-	4%	8%TC

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Overlap formulae used.

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Absolutes/col percents

Table 6
What is your age?
 Base: All respondents

	Q6b. Most recent scam/fraud experienced										Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication						
	Total (T)	Romance or dating scam (a)	Investment pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	2097	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	2097	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	1999	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
NET: 18-34	646	33	49	11	28	18	37	5	7	8	55	19	150	19	88	25	44	18	23	112	14	127	32	21
	31%mn	32%	38%dgi	40%	25%	26%	31%	17%	23%	19%	39%Tdgi	44%dgi	40%Tmn	21%	23%	45%Tt	48%Tt	25%	40%	29%	51%	29%	37%	49%Tx
NET: 35-54	762	36	53	9	45	31	47	12	15	16	56	19	171	27	138	20	39	32	21	152	9	189	30	12
	36%	35%	41%	32%	40%	44%	40%	37%	46%	36%	40%	43%	45%Tmn	30%	36%	37%	42%	44%	39%	39%	35%	43%T	35%	27%
NET: 55+	689	35	28	8	39	22	34	15	10	20	29	6	58	44	155	10	10	22	12	122	4	122	25	11
	33%bjkrsx	34%bjk	21%	27%	35%bjk	30%k	29%	46%bjk	31%	45%bjk	21%	13%	15%	49%TI	41%TI	18%	11%	31%ks	21%	32%	14%	28%	29%	25%
18-24	257	16	16	3	10	2	16	1	-	3	15	8	36	11	36	8	22	1	5	38	5	44	6	14
	12%eht	16%eh	13%eh	11%	9%	2%	14%eh	4%	-	7%	11%e	19%eh	9%	12%	10%	15%t	23%Tt	2%	9%	10%	17%	10%	7%	32%Tx
25-34	389	16	33	8	18	17	21	4	7	5	40	11	114	8	51	17	23	17	18	74	9	83	26	7
	19%mn	16%	25%	29%	16%	23%	18%	13%	23%	12%	28%Tadi	25%	30%Tmn	9%	13%	30%T	24%	23%	32%Tv	19%	34%	19%	30%Tx	16%
35-44	366	17	25	5	22	15	26	8	6	30	12	94	10	60	11	21	11	13	71	6	91	18	5	
	17%g	16%	19%g	17%	20%g	21%g	22%g	4%	24%g	13%	22%g	27%g	25%Tmn	11%	16%	21%	23%	15%	23%	18%	22%	21%	20%	11%
45-54	395	19	28	4	23	16	21	11	7	10	26	7	76	17	78	9	17	21	9	81	3	99	13	7
	19%	18%	22%	15%	20%	23%	17%	34%T	22%	24%	19%	16%	20%	18%	21%	16%	19%	29%T	15%	21%	13%	22%T	15%	16%
55-64	312	16	15	2	17	9	17	10	5	16	2	39	14	67	6	7	16	6	54	1	56	10	5	
	15%ls	15%	11%	9%	15%	13%	15%	31%Tabdefj	17%	12%	12%	4%	10%	16%	18%l	11%	7%	22%ks	11%	14%	4%	13%	12%	11%
65-74	247	10	10	3	14	9	10	4	5	6	11	2	11	22	55	2	3	4	3	43	2	46	8	4
	12%ls	10%	7%	11%	13%	12%	8%	11%	14%	14%	8%	5%	3%	24%Tin	14%l	4%	3%	6%	6%	11%	7%	10%	10%	10%
75-84	130	9	3	2	8	4	7	1	-	8	2	2	7	8	33	2	-	2	2	25	1	20	7	1
	6%js	8%j	3%	7%	7%j	5%	6%	3%	-	19%Tbdefhjk	1%	4%	2%	9%l	9%TI	3%	-	3%	4%	6%	3%	5%	7%	3%

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 7
What is your age?
 Base: All respondents

	Q19. Money lost						Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards		
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	2097	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	2097	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	1999	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
NET: 18-34	646 31%t	87 40%Tg	36 39%g	32 39%g	12 40%	186 28%	224 31%	45 30%	167 33%il	51 27%	81 26%	45 37%mt	54 37%mt	18 65%	23 37%t	25 26%	4 30%	4 11%	107 31%	141 30%	80 32%	177 31%
NET: 35-54	762 36%	97 44%T	38 41%	40 49%T	16 54%	257 39%	294 40%T	57 38%	205 41%T	68 36%	132 43%T	49 40%	58 40%	9 32%	25 41%	43 46%	8 53%	12 37%	147 43%T	175 37%	105 41%	221 38%
NET: 55+	689 33%abciknou w	35 16%	19 20%	10 12%	2 6%	224 34%abc	208 29%k	49 32%	129 26%	72 38%ik	95 31%	30 24%	34 23%	1 3%	14 22%	27 28%	3 17%	17 52%Tmnqr	88 26%	153 33%u	69 27%	178 31%
18-24	257 12%ilruw	24 11%	6 6%	8 9%	3 11%	69 10%	74 10%	17 11%	53 11%	14 8%	28 9%	13 11%	13 9%	7 24%	11 17%or	4 5%	1 10%	2 5%	29 8%	56 12%	21 8%	68 12%
25-34	389 19%	64 29%Tg	30 32%Tg	24 30%Tg	9 30%	117 18%	150 21%	28 18%	114 23%Ti	36 19%	53 17%	32 26%Tmt	41 28%Tmt	11 41%	12 19%	20 22%	3 20%	2 6%	78 23%T	85 18%	59 23%T	110 19%
35-44	366 17%	46 21%	19 21%	18 22%	9 31%	128 19%	143 20%	28 19%	101 20%	35 18%	66 21%	29 23%	29 20%	6 20%	12 19%	17 18%	4 24%	4 11%	68 20%	91 19%	51 20%	112 19%
45-54	395 19%	51 23%	19 21%	22 27%	7 23%	128 19%	151 21%	28 19%	104 21%	33 17%	67 22%	20 16%	30 20%	3 11%	13 22%	26 27%Tn	4 29%	8 26%	79 23%T	84 18%	55 21%	110 19%
55-64	312 15%ack	17 8%c	11 12%c	2 3%	2 6%	105 16%ac	99 14%k	21 14%	58 12%	37 20%ik	47 15%	16 13%	16 11%	-	8 12%	12 13%	2 12%	8 24%o	41 12%	69 15%	31 12%	84 15%
65-74	247 12%a	12 5%	5 5%	4 5%	-	78 12%a	73 10%	16 11%	51 10%	26 14%	29 9%	9 7%	15 10%	-	4 7%	11 12%	1 5%	7 21%mnq	34 10%	52 11%	27 11%	60 10%
75-84	130 6%akou	7 3%	3 3%	3 4%	-	41 6%	36 5%	12 8%	20 4%	9 5%	20 6%	5 4%	3 2%	1 3%	2 3%	3 4%	-	2 6%	13 4%	33 7%	10 4%	34 6%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 8
What is your age?
 Base: All respondents

	Internet access at home				Personal internet usage				Highest education					Children in household		Household income						Any impacting/limiting conditions		Financial vulnerability			
	Total (T)	Yes (a)	No (b)	Don't know (c)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Don't know (h)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	2097	2074	12	11	71	1389	409	206	22	92	1029	752	184	25	577	1518	405	574	519	264	144	44	630	1409	341	1212	386
Weighted base	2097	2074	12**	12**	67	1372	423	213	22**	85	1028	747	187	34**	601	1493	414	557	510	268	146	46*	628	1406	363	1186	380
Effective base	1999	1977	12	10	69	1327	389	195	21	88	981	719	177	24	555	1443	387	548	495	252	137	41	600	1344	328	1155	369
NET: 18-34	646	635	4	7	2	339	193	104	8	14	276	238	80	32	245	398	113	137	156	101	55	20	175	437	138	313	125
	31%dejq	31%	35%	61%	3%	25%d	46%Tde	49%Tde	37%	16%	27%ai	32%ij	43%Tijk	95%	41%To	27%	27%	25%	31%q	38%Tpq	38%ppq	43%ppq	28%	31%	38%Ty	26%	33%y
NET: 35-54	762	754	4	4	20	500	151	79	12	17	404	263	72	2	335	427	141	188	190	108	63	20	229	509	161	398	148
	36%ioy	36%	33%	33%	29%	36%	36%	37%	55%	20%	39%Ti	35%ai	38%ai	5%	56%To	29%	34%	34%	37%	40%	43%q	43%	36%	36%	44%Ty	34%	39%
NET: 55+	689	685	4	1	46	532	79	31	2	54	348	246	36	-	21	668	160	232	164	59	28	7	224	460	63	476	107
	33%fglns	33%	32%	6%	68%Tefg	39%Tfg	19%	14%	8%	64%Tjkl	34%ai	33%ai	19%	-	4%	45%Tn	39%Trstu	42%Trstu	32%stu	22%	19%	14%	36%	33%	17%	40%Txz	28%x
18-24	257	254	-	3	-	142	72	39	3	2	127	78	22	25	71	183	43	50	59	36	23	11	73	167	54	121	44
	12%deiqy	12%	-	25%	-	10%d	17%Tde	19%Tde	14%	2%	12%ai	10%ai	12%ai	75%	12%	12%	10%	9%	12%	14%q	16%q	24%Tpqr	12%	12%	15%y	10%	12%
25-34	389	381	4	4	2	197	121	65	5	12	149	160	58	7	175	215	70	87	97	64	32	9	102	270	84	192	81
	19%adejqy	18%	35%	36%	3%	14%d	29%Tde	30%Tde	24%	14%	14%	21%Tj	31%Tijk	20%	29%To	14%	17%	16%	19%	24%Tpq	22%	19%	16%	19%	23%Ty	16%	21%y
35-44	366	359	3	4	4	225	83	49	5	6	179	134	44	1	202	165	56	85	96	53	40	14	93	258	81	175	85
	17%diopqy	17%	25%	33%	6%	16%d	20%d	23%Tde	23%	7%	17%ai	18%ai	24%Ti	3%	34%To	11%	14%	15%	19%p	20%p	27%Tpqr	30%Tpq	15%	18%	22%Ty	15%	22%Ty
45-54	395	395	1	-	15	275	68	30	7	11	225	129	27	1	133	262	84	102	94	56	23	6	136	251	80	223	63
	19%o	19%	7%	-	23%	20%g	16%	14%	31%	13%	22%Tiki	17%	15%	3%	22%To	18%	20%	18%	18%	21%	16%	13%	22%T	18%	22%	19%	17%
55-64	312	308	4	1	18	228	46	18	2	12	174	106	16	-	18	294	77	101	73	28	13	3	90	219	41	204	50
	15%fglns	15%	32%	6%	27%Tefg	17%Tfg	11%	9%	8%	14%	17%Ti	14%ai	9%	-	3%	20%Tn	19%Tst	18%Tst	14%	11%	9%	7%	14%	16%	11%	17%Tx	13%
65-74	247	247	-	-	15	198	25	8	-	25	109	100	13	-	3	244	56	79	65	20	9	2	88	158	16	178	36
	12%fglns	12%	-	-	23%Tfg	14%Tfg	6%	4%	-	29%Tjkl	11%	13%ai	7%	-	1%	16%Tn	14%st	14%Tst	13%st	8%	6%	5%	14%T	11%	4%	15%Txz	10%x
75-84	130	130	-	-	12	106	7	4	-	17	64	40	6	-	-	130	27	52	26	10	5	1	46	83	6	93	21
	6%fglnx	6%	-	-	18%Tefg	8%Tfg	2%	2%	-	21%Tjkl	6%	5%	3%	-	-	9%Tn	7%	9%Trst	5%	4%	4%	2%	7%	6%	2%	8%Tx	6%x

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 9
Q1. Have you ever encountered or seen anything suspicious online which you thought might be a fraud or scam?
Base: All respondents

	Gender		Age										SEG						Ethnicity						Q4. Personally know other victims			
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Other ethnic group (A)	Prefer not to say (B)	Yes (C)	No (D)
Unweighted base	2097	1122	964	162	384	382	385	361	290	133	546	767	784	552	643	456	434	1195	890	1835	244	50	135	45	14	18	812	1147
Weighted base	2097	1022	1064	257	389	366	395	312	247	130	646	762	689	569	617	434	465	1186	899	1813	266	55*	149	47*	15**	18**	825	1132
Effective base	1999	1070	934	161	382	373	381	353	286	128	517	753	764	522	615	441	416	1135	853	1753	232	47	129	43	13	17	772	1097
Yes	1821	914	896	235	357	328	340	258	200	103	592	667	561	512	530	382	385	1043	767	1557	248	51	139	43	14	16	783	908
	87% svD	89% Tb	84%	92% jkl	92% Tjkl	89% cjl	86%	83%	81%	80%	92% Tno	88% o	81%	90% Tqs	86%	88% s	83%	88%	85%	86%	93% Tv	92%	94% Tv	92%	92%	89%	95% TD	80%
No	276	108	167	22	32	39	56	54	47	26	54	94	128	57	87	52	80	144	132	256	19	4	9	4	1	2	42	224
	13% yC	agmpw 1%	16% Ta	8%	8%	11%	14% g	17% Tfgh	19% Tfgh	20% Tfgh	8%	12% m	19% Tmn	10%	14% p	12%	17% Tpr	12%	15%	14% Twy	7%	8%	6%	8%	8%	11%	5%	20% TC

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 10
Q1. Have you ever encountered or seen anything suspicious online which you thought might be a fraud or scam?
Base: All respondents

	Q6b. Most recent scam/fraud experienced												Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication				
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	2097	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	2097	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	1999	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
Yes	1821 87%	101 98%T	128 99%Td	27 96%	104 93%T	67 94%	115 97%T	30 93%	31 98%	42 93%	137 97%T	43 98%T	368 97%T	85 94%	366 96%T	54 98%T	88 94%T	69 95%T	54 96%T	378 98%T	26 96%	425 97%T	87 99%T	42 97%
No	276 13% abdfjkl rstuvxy	2 2%	2 1%	1 4%	8 7%b	4 6%	3 3%	2 7%	1 2%	3 7%	4 3%	1 2%	11 3%	6 6%	14 4%	1 2%	5 6%	4 5%	2 4%	7 2%	1 4%	13 3%	1 1%	1 3%

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 11
Q1. Have you ever encountered or seen anything suspicious online which you thought might be a fraud or scam?
Base: All respondents

	Q19. Money lost					Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards			
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	2097	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	2097	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	1999	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
Yes	1821 87%	209 95%T	88 96%T	77 95%T	29 96%	646 97%T	701 96%T	146 97%T	486 97%T	185 97%T	295 96%T	121 98%T	144 98%T	27 100%	60 98%T	88 94%T	15 100%	32 100%T	332 97%T	449 96%T	247 97%T	555 96%T
No	276 13% abcgijklm noqrtuvwx	10 5%	4 4%	4 5%	1 4%	21 3%	26 4%	4 3%	15 3%	6 3%	14 4%	3 2%	3 2%	-	1 2%	6 6%	-	-	10 3%	20 4%	8 3%	22 4%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 12
Q1. Have you ever encountered or seen anything suspicious online which you thought might be a fraud or scam?
Base: All respondents

	Internet access at home				Personal internet usage				Highest education					Children in household		Household income					Any impacting/ limiting conditions		Financial vulnerability				
	Total (T)	Yes (a)	No (b)	Don't know (c)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Don't know (h)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	2097	2074	12	11	71	1389	409	206	22	92	1029	752	184	25	577	1518	405	574	519	264	144	44	630	1409	341	1212	386
Weighted base	2097	2074	12**	12**	67	1372	423	213	22**	85	1028	747	187	34**	601	1493	414	557	510	268	146	46*	628	1406	363	1186	380
Effective base	1999	1977	12	10	69	1327	389	195	21	88	981	719	177	24	555	1443	387	548	495	252	137	41	600	1344	328	1155	369
Yes	1821 87% dijocw	1801 87%	10 82%	10 84%	50 74%	1181 86% d	376 89% d	200 94% Tdef	13 61%	64 75%	868 84% i	674 90% Tij	172 92% Tij	31 92%	562 93% To	1256 84%	353 85%	464 83%	453 89% q	246 92% Tpq	133 91% q	45 98% Tpq	561 89% Tw	1204 86%	309 85%	1032 87%	342 90% T
No	276 13% gkinsuvz	272 13%	2 18%	2 16%	18 26% Tefg	190 14% g	47 11% g	13 6%	8 39%	21 25% Tjkl	160 16% Tkl	73 10%	15 8%	3 8%	39 7%	237 16% Tn	62 15% su	93 17% Trstu	57 11%	22 8%	13 9%	1 2%	67 11%	202 14% Tv	54 15%	154 13%	38 10%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 13
Q2. Thinking about the suspicious content you have encountered or seen online, what made you think it might have been a fraud or scam when you first saw it?
Base: All who have seen anything suspicious online

	Gender		Age										SEG						Ethnicity						Q4. Personally know other victims			
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Other ethnic group (A)	Prefer not to say (B)	Yes (C)	No (D)
Unweighted base	1817	999	808	148	352	343	332	300	235	107	500	675	642	494	552	401	359	1046	760	1574	227	46	127	41	13	16	772	918
Weighted base	1821	914	896	235	357	328	340	258	200	103	592	667	561	512	530	382	385	1043	767	1557	248	51*	139	43*	14**	16**	783	908
Effective base	1730	952	782	147	350	335	328	293	232	103	473	663	626	467	527	388	343	992	728	1501	215	43	121	39	12	15	734	877
NET: Lack of familiarity	1030	526	498	127	167	176	200	164	124	71	295	376	359	305	296	223	197	601	421	884	136	30	76	24	6	10	429	523
	57%gms	58%	56%	54%	47%	54%	59%g	64%Tgh	62%g	68%Tgh	50%	56%g	64%Tmn	60%g	56%	59%	51%	58%	55%	57%	55%	60%	54%	55%	44%	61%	55%	58%
NET: Bad design/Content	1350	684	657	164	267	251	258	192	145	73	431	509	409	379	409	287	265	788	552	1177	163	39	88	27	10	10	567	686
	74%swy	75%	73%	70%	75%	77%	76%	74%	72%	70%	73%	76%	73%	74%	77%g	75%	69%	76%	72%	76%Twy	66%	76%	63%	62%	69%	62%	72%	76%
NET: Lack of support from others	677	329	345	95	157	138	119	78	57	33	252	257	168	193	184	141	156	376	297	570	102	25	50	21	7	5	344	294
	37%koD	36%	39%	41%jk	44%Tjkl	42%Tjk	35%	30%	28%	32%	43%To	39%o	30%	38%	35%	37%	41%	36%	39%	37%	41%	49%	36%	49%	46%	30%	44%TD	32%
NET: Suspicious communication	463	243	217	59	115	97	79	49	36	29	174	176	113	151	132	94	82	283	176	380	80	19	43	14	3	3	243	199
	25%jkouD	27%	24%	25%	32%Tjkl	30%jk	23%	19%	18%	28%k	26%To	20%	30%Ts	25%	25%	21%	27%u	23%	24%	32%Tv	38%	31%	33%	21%	21%	31%TD	22%	
NET: Suspicious information	1111	556	548	135	225	211	213	158	113	55	361	424	326	309	332	236	222	642	459	958	141	26	83	25	7	11	484	536
	61%	61%	61%	58%	63%	64%l	63%	61%	57%	53%	61%	63%o	58%	60%	63%	62%	58%	62%	60%	62%	57%	52%	59%	59%	47%	70%	62%	59%
Poorly written content (e.g. wrong spelling/ poor English)	1177	585	585	131	224	216	234	173	132	65	356	451	371	322	354	251	242	676	493	1050	119	27	61	22	9	8	467	622
	65%fmwyCj4%	65%	65%	56%	63%	66%f	69%f	67%f	66%f	63%	60%	68%Tm	66%g	63%	67%	66%	63%	65%	64%	67%Twyz	48%	53%	44%	51%	63%	48%	60%	68%TC
Offered rewards which seemed 'too good to be true' (e.g. promise of free money, unrealistically high return on investment, extremely low price for a product/ service)	984	485	492	118	192	179	189	147	107	52	310	368	306	269	299	209	196	568	405	847	126	22	74	25	4	10	419	477
	54%	53%	55%	50%	54%	55%	56%	57%	53%	50%	52%	55%	54%	53%	56%	55%	51%	55%	53%	54%	51%	44%	53%	59%	28%	65%	54%	53%
Didn't know the person who posted it/ contacted me	802	397	402	88	128	136	154	139	102	54	217	290	295	232	228	167	168	460	334	691	103	26	55	17	4	8	313	423
	44%gmC	43%	45%	38%	36%	42%	45%g	54%Tfghi	51%Tfgh	53%fgh	37%	43%g	53%Tmn	45%	43%	44%	44%	44%	44%	44%	41%	52%	40%	39%	28%	49%	40%	47%TC
The company/ organisation was not familiar	555	302	249	67	91	93	113	83	65	43	158	206	192	170	165	119	97	335	215	475	73	14	43	13	3	6	255	257
	30%bqmsDj3%Tb	28%	28%	29%	25%	28%	33%g	32%	33%	42%Tfgh	27%	31%	34%Tm	33%g	31%	25%	31%	32%	28%	31%	30%	27%	31%	30%	22%	40%	33%	28%
Suspicious imagery (e.g. photos of a luxurious lifestyle, money)	448	247	199	70	103	95	90	56	23	11	173	185	90	126	151	85	83	277	168	362	82	16	46	16	4	4	233	183
	25%bklouD	27%Tb	22%	30%kl	29%Tjkl	29%Tjkl	27%kl	22%kl	12%	11%	29%To	28%To	16%	25%	29%Trs	22%	22%	27%Tu	22%	23%	33%Tv	32%	33%Tv	37%v	29%	26%	30%TD	20%
No or poor-quality logo	409	216	188	63	84	66	83	52	42	20	147	148	114	116	136	88	66	252	154	347	56	14	31	7	5	5	180	201
	22%su	24%	21%	23%	23%	20%	24%	20%	21%	19%	25%	22%	20%	23%	26%Ts	23%g	17%	24%Tu	20%	22%	23%	28%	22%	15%	33%	31%	23%	22%
Inconsistent profile information (e.g. photos/ bio of the supposedly same person didn't match)	344	161	181	54	95	89	53	30	15	6	150	142	52	93	104	70	72	197	142	293	48	14	21	10	4	3	181	145
	19%jklouD	18%	20%	23%jkl	27%Tjkl	27%Tjkl	16%kl	12%	8%	6%	25%To	21%To	9%	18%	20%	18%	19%	19%	19%	19%	19%	27%	15%	23%	26%	18%	23%TD	16%
Comments from other users voicing suspicion	332	150	181	38	82	63	61	48	31	9	120	124	88	86	86	73	86	173	159	287	44	15	16	13	-	1	168	143
	18%alotyD	16%	20%a	16%	23%TKl	19%l	18%l	19%l	15%	9%	20%	19%	16%	17%	16%	19%	22%Tq	17%	21%Tt	18%	18%y	30%	12%	29%wy	-	6%	21%TD	16%
Contact with the fraudster was suspicious (e.g. how they spoke/ didn't use a call centre)	286	144	140	39	72	59	51	28	21	15	112	110	64	84	85	55	61	168	116	230	55	12	33	8	2	2	152	118
	16%jkovD	16%	16%	17%	20%Tjk	18%jk	15%	11%	11%	14%	19%To	17%o	11%	16%	16%	14%	16%	16%	15%	15%	22%Tv	23%	24%Tv	18%	16%	11%	19%TD	13%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D

Overlap formulae used.

Prepared by Yonder



Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 13
Q2. Thinking about the suspicious content you have encountered or seen online, what made you think it might have been a fraud or scam when you first saw it?
Base: All who have seen anything suspicious online

	Gender			Age										SEG										Ethnicity							Q4. Personally know other victims	
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Other ethnic group (A)	Prefer not to say (B)	Yes (C)	No (D)				
Weighted base	1821	914	896	235	357	328	340	258	200	103	592	667	561	512	530	382	385	1043	767	1557	248	51*	139	43*	14**	16**	783	908				
The fraudster expressed a strong personal/ emotional attachment too soon	258	141	116	34	61	53	46	27	20	17	95	100	63	97	63	53	44	160	96	212	44	12	20	11	1	2	139	110				
Not endorsed by a credible organisation	251	127	122	29	59	53	46	26	19	18	88	100	63	76	72	51	52	147	103	213	36	7	20	5	5	2	126	109				
No or few testimonials/ reviews	210	105	104	41	65	41	30	17	10	6	106	71	33	58	64	37	49	122	86	171	37	15	13	7	2	2	112	84				
Not endorsed by a credible person	168	90	77	33	43	28	26	14	17	7	76	54	38	58	43	31	35	100	66	141	24	3	17	3	1	3	88	68				
Other	131	74	54	3	8	20	23	9	37	17	11	42	77	34	40	22	30	75	52	117	12	2	4	3	3	1	45	72				
Don't know	8	1	7	2	1	2	1	-	1	1	3	3	2	1	2	2	3	3	5	6	-	-	-	-	-	2	4	4				
Can't remember	11	6	5	2	2	3	-	4	1	-	4	3	4	-	2	3	7	2	9	11	-	-	-	-	-	-	3	7				

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 14
Q2. Thinking about the suspicious content you have encountered or seen online, what made you think it might have been a fraud or scam when you first saw it?
Base: All who have seen anything suspicious online

	Q06. Most recent scam/fraud experienced												Q10. Device used			Q12. Promoted content		Q13. Personal connection			Q16. Multiple channels of communication			
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software service fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	1817	101	129	27	104	70	115	30	32	41	135	40	359	83	382	54	82	70	54	381	24	425	91	39
Weighted base	1821	101	128	27**	104	67	115	30**	31*	42*	137	43*	368	85	366	54	88	69	54	378	26**	425	87	42*
Effective base	1730	95	122	26	100	68	109	29	32	39	130	38	347	79	363	51	78	68	52	364	23	407	88	36
NET: Lack of familiarity	1030	58	73	12	58	39	68	22	13	21	79	22	200	50	221	23	47	33	22	241	13	241	43	27
NET: Bad design/Content	1350	74	90	20	76	43	84	21	21	35	101	33	267	70	260	38	63	47	38	281	16	316	50	32
NET: Lack of support from others	677	36	70	7	32	29	51	11	17	16	68	14	160	33	154	23	37	34	17	146	9	172	28	17
NET: Suspicious communication	463	45	44	10	26	25	47	12	14	11	32	15	146	20	109	18	25	17	18	147	9	166	48	12
NET: Suspicious information	1111	60	97	12	63	33	77	18	21	27	85	29	242	55	234	24	46	45	36	246	17	266	50	29
Poorly written content (e.g. wrong spelling/ poor English)	1177	58	75	14	70	38	71	19	14	33	82	29	225	61	221	22	44	41	27	250	15	267	33	28
Offered rewards which seemed 'too good to be true' (e.g. promise of free money, unrealistically high return on investment, extremely low price for a product/ service)	984	44	88	10	55	28	64	17	13	24	79	26	197	48	211	22	36	39	28	212	16	225	41	22
Didn't know the person who posted it/ contacted me	802	49	46	8	50	26	62	14	9	12	55	17	152	40	168	9	32	21	15	197	11	194	26	18
The company/ organisation was not familiar	555	28	48	7	24	22	29	11	11	19	49	13	105	25	132	17	24	22	13	122	7	133	25	20
Suspicious imagery (e.g. photos of a luxurious lifestyle, money)	448	33	39	9	18	11	34	8	8	9	43	18	105	23	104	16	25	21	15	104	9	127	23	13
No or poor-quality logo	409	20	31	6	21	8	29	4	6	12	34	9	77	22	79	12	27	13	9	86	4	101	15	14
Inconsistent profile information (e.g. photos/ bio of the supposedly same person didn't match)	344	31	26	4	16	8	33	4	11	5	31	14	108	14	65	5	23	12	12	89	7	108	17	12
Comments from other users voicing suspicion	332	17	35	3	15	16	27	5	11	10	35	7	88	13	74	12	12	22	11	66	6	78	17	9
Contact with the fraudster was suspicious (e.g. how they spoke/ didn't use a call centre)	286	18	29	8	19	11	31	7	7	7	22	8	98	7	62	10	19	7	10	91	4	106	24	8

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
Overlap formulae used.

Prepared by Yonder



Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 14
Q2. Thinking about the suspicious content you have encountered or seen online, what made you think it might have been a fraud or scam when you first saw it?
Base: All who have seen anything suspicious online

	Q6b. Most recent scam/fraud experienced												Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication					
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)	
Weighted base	1821	101	128	27**	104	67	115	30**	31*	42*	137	43*	368	85	366	54	88	69	54	378	26**	425	87	42*	
The fraudster expressed a strong personal/ emotional attachment too soon	258 14%	38 38%T	21 17%T	4 17%	11 11%	17 26%T	22 19%T	9 29%	9 28%T	6 13%	13 10%	10 22%T	14 22%T	59 16%	11 13%	58 16%	10 18%	15 17%	11 16%	6 10%	54 14%	4 16%	68 16%	14 16%	3 7%
Not endorsed by a credible organisation	251 14%	13 13%	27 21%T	2 6%	12 12%	11 16%	22 19%	6 21%	3 11%	3 8%	22 16%	5 11%	59 16%	11 13%	58 16%	10 18%	15 17%	11 16%	6 10%	54 14%	4 16%	68 16%	14 16%	3 7%	
No or few testimonials/ reviews	210 12%	8 8%	22 17%T	3 13%	7 7%	12 18%T	21 18%T	2 6%	5 16%	1 3%	26 19%T	6 13%	53 14%	15 18%	50 14%	13 23%T	15 18%	8 12%	10 19%	46 12%	1 4%	57 14%	7 8%	5 11%	
Not endorsed by a credible person	168 9%	8 8%	23 18%T	2 8%	7 7%	3 5%	14 12%	1 3%	3 3%	3 8%	12 9%	7 17%T	34 9%	8 9%	36 10%	5 8%	7 8%	2 3%	1 2%	42 11%T	2 8%	39 9%	7 8%	6 15%	
Other	131 7%T	5 5%	7 5%	1 3%	10 9%	3 4%	7 7%	1 4%	1 3%	5 12%	9 7%	1 2%	14 4%	5 6%	40 11%T	2 3%	3 3%	7 11%	4 7%	26 7%	3 11%	32 7%	5 5%	3 8%	
Don't know	8 *	-	1 1%	-	-	-	1 1%	-	-	-	-	-	1 *	-	1 *	1 2%	-	-	1 2%	1 *	-	-	1 1%	-	
Can't remember	11 1%	-	-	-	-	1 1%	-	-	-	-	1 1%	-	1 *	-	2 *	-	-	-	-	1 *	-	2 *	-	-	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 15
Q2. Thinking about the suspicious content you have encountered or seen online, what made you think it might have been a fraud or scam when you first saw it?
Base: All who have seen anything suspicious online

	Q19. Money lost					Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards			
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	1817	208	90	76	29	649	701	148	482	187	296	120	144	25	59	89	15	34	333	452	251	553
Weighted base	1821	209	88	77	29**	646	701	146	486	185	295	121	144	27**	60	88	15**	32*	332	449	247	555
Effective base	1730	199	87	73	28	620	671	141	461	180	284	115	138	23	56	87	15	33	319	430	241	527
NET: Lack of familiarity	1030 57%	111 53%	41 46%	47 61%	12 43%	376 58%b	404 58%	80 54%	269 55%	119 64%Tik	170 58%	64 53%	89 61%	15 57%	37 61%	44 50%	10 68%	22 70%	207 62%Tv	238 53%	147 60%	302 54%
NET: Bad design/Content	1350 74%acv	139 66%c	68 77%ac	44 57%	18 64%	481 74%ac	513 73%	104 71%	355 73%	140 76%	229 77%r	88 73%	100 70%	19 72%	43 72%	59 67%	10 67%	24 74%	251 76%	316 70%	180 73%	398 72%
NET: Lack of support from others	677 37%	97 46%T	39 44%	37 48%T	15 53%	266 41%T	306 44%T	52 36%	224 46%Tj	92 50%Tj	120 41%	62 51%Tmt	72 50%T	14 51%	26 43%	34 39%	7 49%	10 31%	144 43%T	185 41%T	103 42%	239 43%T
NET: Suspicious communication	463 25%	74 35%T	27 31%	29 38%T	11 38%	213 33%T	242 34%T	44 30%	176 36%T	70 38%T	96 33%T	46 38%T	59 41%T	11 39%	27 45%T	30 33%	7 50%	11 34%	119 36%T	146 32%T	100 40%Tx	168 30%T
NET: Suspicious information	1111 61%	117 56%	54 61%	39 50%	15 53%	430 67%Tac	453 65%T	86 58%	309 64%	135 73%Tijk	195 66%	75 62%	95 66%	13 49%	37 61%	52 59%	10 65%	23 72%	220 66%T	277 62%	159 65%	348 63%
Poorly written content (e.g. wrong spelling/ poor English)	1177 65%abciknor wx	94 45%	48 54%a	33 43%	8 29%	429 66%abc	433 62%k	86 59%	284 58%	119 64%	210 71%Tnoqr	63 52%	79 55%	12 43%	32 54%	42 48%	8 65%	21 69%n	206 55%	267 59%	144 58%	338 61%
Offered rewards which seemed 'too good to be true' (e.g. promise of free money, unrealistically high return on investment, extremely low price for a product/ service)	984 54%a	98 47%	43 49%	34 44%	11 39%	374 58%Tac	389 55%	76 52%	261 54%	122 66%Tijk	174 59%n	58 48%	80 55%	9 32%	29 48%	44 50%	10 65%	22 69%n	183 55%	246 55%	129 52%	306 55%
Didn't know the person who posted it/ contacted me	802 44%abkrv	65 31%	25 28%	31 40%a	6 20%	303 47%ab	303 43%k	60 41%	185 38%	96 52%Tik	141 48%nr	44 37%	59 41%	7 27%	22 36%	28 32%	8 51%	21 65%Tnoqr	154 46%	178 40%	113 46%	227 41%
The company/ organisation was not familiar	555 30%	70 33%	28 31%	24 31%	8 29%	204 32%	231 33%	42 29%	163 34%	72 39%T	87 29%	41 34%	54 37%	13 47%	25 41%	26 30%	6 41%	13 41%	119 36%T	132 29%	83 34%	167 30%
Suspicious imagery (e.g. photos of a luxurious lifestyle, money)	448 25%	64 31%Tc	33 38%Tcg	15 20%	11 38%	173 27%	207 29%Tj	30 20%	148 30%Tj	59 32%Tj	91 31%T	45 37%Tr	39 27%	7 25%	20 33%	20 22%	9 61%	6 19%	110 33%Tv	104 23%	86 35%Tx	137 25%
No or poor-quality logo	409 22%	51 24%	29 33%Tag	17 21%	4 12%	135 21%	159 23%	26 18%	119 24%	42 23%	67 23%	34 28%	32 22%	6 24%	10 17%	19 22%	5 30%	8 24%	79 24%T	91 20%	63 26%	110 20%
Inconsistent profile information (e.g. photos/ bio of the supposedly same person didn't match)	344 19%	41 20%	22 25%	14 18%	5 17%	149 23%T	167 24%Tj	22 15%	128 26%Tij	42 23%	60 20%	38 32%Tmr	37 26%Tr	8 30%	16 27%r	12 13%	6 38%	5 16%	93 28%Tv	81 18%	67 27%Tx	109 20%
Comments from other users voicing suspicion	332 18%	45 21%	18 20%	17 22%	8 27%	138 21%T	152 22%T	28 19%	113 23%T	51 28%Ti	61 21%	27 22%	37 25%T	5 19%	13 22%	20 23%	3 17%	5 17%	72 22%	91 20%	49 20%	121 22%T
Contact with the fraudster was suspicious (e.g. how they spoke/ didn't use a call centre)	286 16%	43 21%Tb	13 14%	21 27%Tb	6 21%	132 20%T	154 22%Tj	21 15%	112 23%Tj	44 24%Tj	60 20%T	26 22%	40 28%T	7 28%	15 25%	20 22%	4 26%	7 23%	77 23%T	82 18%	60 24%Tx	100 18%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 15
Q2. Thinking about the suspicious content you have encountered or seen online, what made you think it might have been a fraud or scam when you first saw it?
Base: All who have seen anything suspicious online

	Q19. Money lost						Q21. Action taken					Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards	
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Weighted base	1821	209	88	77	29**	646	701	146	486	185	295	121	144	27**	60	88	15**	32*	332	449	247	555
The fraudster expressed a strong personal/ emotional attachment too soon	258 14%	42 20%T	17 19%	14 18%	6 22%	119 18%T	131 19%T	28 19%	94 19%T	43 23%T	53 18%T	28 24%T	25 18%	6 22%	18 29%To	15 17%	4 29%	8 26%	64 19%T	87 19%T	61 25%Tx	91 16%
Not endorsed by a credible organisation	251 14%	39 19%T	19 22%T	12 16%	6 20%	94 15%	113 16%T	20 13%	88 18%Ti	33 18%	42 14%	23 19%	31 22%Tr	9 33%	10 16%	10 11%	5 33%	5 14%	54 16%	62 14%	42 17%	83 15%
No or few testimonials/ reviews	210 12%t	27 13%	11 13%	10 13%	3 10%	91 14%T	101 14%T	16 11%	80 16%Ti	29 16%	34 12%t	28 23%Tmrt	24 17%Ti	5 19%	13 21%Ti	10 11%t	3 23%	-	46 14%	63 14%	27 11%	83 15%T
Not endorsed by a credible person	168 9%	21 10%b	5 6%	12 16%b	4 13%	62 10%	71 10%	12 8%	51 10%	26 14%T	26 9%	15 13%	17 12%	6 21%	6 10%	5 6%	3 17%	3 9%	40 12%	35 8%	29 12%	51 9%
Other	131 7%ko	10 5%	7 8%	3 4%	-	51 8%	46 7%k	15 10%k	25 5%	16 9%k	24 8%o	7 6%	2 2%	1 4%	2 3%	2 2%	1 7%	11 33%Tmnoqr	23 7%	32 7%	17 7%	37 7%
Don't know	8 *	-	-	-	-	2 *	2 *	-	2 *	-	1 *	1 1%	-	-	-	-	-	-	-	1 *	1 *	1 *
Can't remember	11 1%	-	-	-	-	3 *	3 *	-	3 1%	-	-	-	-	-	2 2%m	-	-	-	-	2 *	-	3 *

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 16
Q2. Thinking about the suspicious content you have encountered or seen online, what made you think it might have been a fraud or scam when you first saw it?
Base: All who have seen anything suspicious online

	Internet access at home		Personal internet usage					Highest education					Children in household		Household income						Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Don't know (h)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Weighted base	1821	1801	50	1181	376	200	13**	64	868	674	172	31**	562	1256	353	464	453	246	133	45*	561	1204	309	1032	342
Contact with the fraudster was suspicious (e.g. how they spoke/ didn't use a call centre)	286 16%eo	284 16%	5 11%	170 14%	75 20%Te	34 17%	2 14%	8 12%	129 15%	103 15%	38 22%Tjk	5 16%	103 18%To	183 15%	61 17%	73 16%	63 14%	40 16%	27 20%	7 15%	88 16%	191 16%	59 19%	150 15%	60 18%
The fraudster expressed a strong personal/ emotional attachment too soon	258 14%or	255 14%	4 7%	173 15%	55 15%	25 12%	2 14%	8 13%	120 14%	90 13%	35 20%Tjk	3 8%	102 18%To	156 12%	53 15%r	76 16%r	44 10%	37 15%r	24 16%r	7 15%	79 14%	166 14%	56 18%Ty	132 13%	50 15%
Not endorsed by a credible organisation	251 14%o	248 14%	3 7%	158 13%	58 15%	29 14%	3 20%	4 6%	120 14%	89 13%	34 20%Tik	2 5%	101 18%To	150 12%	49 14%	57 12%	64 14%	35 14%	19 14%	10 23%	80 14%	162 13%	41 13%	140 14%	51 15%
No or few testimonials/ reviews	210 12%ejoy	210 12%	2 4%	108 9%	63 17%Tde	36 18%Tde	2 14%	3 4%	81 9%	95 14%Tij	24 14%i	4 14%	80 14%To	131 10%	43 12%	51 11%	44 10%	30 12%	17 13%	7 15%	67 12%	132 11%	47 15%Ty	102 10%	42 12%
Not endorsed by a credible person	168 9%k	168 9%	2 4%	99 8%	41 11%	24 12%	2 12%	3 5%	89 10%	50 7%	21 12%	1 5%	59 11%	108 9%	31 9%	39 8%	39 9%	24 10%	15 11%	7 15%	54 10%	109 9%	28 9%	92 9%	34 10%
Other	131 7%nw	131 7%	6 13%	90 8%	24 6%	11 5%	-	9 14%Tj	57 7%	55 8%	10 6%	-	14 3%	116 9%Tn	38 11%Trt	43 9%rt	20 4%	18 7%	5 3%	1 2%	62 11%Tw	66 5%	20 7%	84 8%	18 5%
Don't know	8 *a	7 *	-	4 *	3 1%	-	1 8%	-	5 1%	1 *	2 1%k	-	3 1%	5 *	2 1%	3 1%	3 1%	-	-	1 *	5 *	2 1%	3 *	1 *	
Can't remember	11 1%	11 1%	-	8 1%	-	2 1%	1 6%	-	5 1%	3 *	-	1 3%	2 *	9 1%	4 1%	2 *	1 *	3 1%	-	-	2 *	7 1%	4 1%	4 *	2 *

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 17
Q3. In general, how often do you find yourself encountering or seeing content online that you suspect to be a fraud or scam?
Base: All who have seen anything suspicious online

	Gender			Age										SEG						Ethnicity						Q4. Personally know other victims		
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Other ethnic group (A)	Prefer not to say (B)	Yes (C)	No (D)
Unweighted base	1817	999	808	148	352	343	332	300	235	107	500	675	642	494	552	401	359	1046	760	1574	227	46	127	41	13	16	772	918
Weighted base	1821	914	896	235	357	328	340	258	200	103	592	667	561	512	530	382	385	1043	767	1557	248	51*	139	43*	14**	16**	783	908
Effective base	1730	952	782	147	350	335	328	293	232	103	473	663	626	467	527	388	343	992	728	1501	215	43	121	39	12	15	734	877
NET: Frequently	455	253	198	63	112	93	92	46	32	17	175	185	95	133	117	100	100	250	200	362	89	17	54	13	5	3	261	171
	25%cbjkl	28%Tb	22%	27%jk	31%Tjkl	28%jkl	27%jkl	18%	16%	16%	30%To	28%To	17%	26%	22%	26%	26%	24%	26%	23%	36%Tv	34%	39%Tv	29%	37%	20%	33%TD	19%
NET: Rarely	747	365	379	76	106	107	148	127	117	66	182	255	310	206	242	145	152	448	297	673	67	14	36	12	5	8	234	442
	41%fghmw40%	42%	32%	30%	33%	44%fgh	49%Tfgh	58%Tfghi	64%Tfghi	31%	38%Tm	55%Tmn	40%	46%Tr	38%	39%	39%	43%	39%	43%Twy	27%	27%	26%	28%	33%	51%	30%	49%TC
Very frequently - almost every time when I go online	135	68	65	12	31	30	31	14	12	5	43	62	30	28	33	33	41	60	74	114	21	7	10	3	1	1	70	60
	7%opt	7%	7%	5%	9%	9%	9%	5%	6%	5%	7%	9%To	5%	5%	6%	9%	11%Tpq	6%	10%Tt	7%	8%	14%	7%	8%	5%	5%	9%	7%
Frequently - more than half the time when I go online	319	185	133	51	81	62	61	33	21	12	131	123	65	105	85	67	59	190	126	249	69	10	44	9	5	2	192	111
	18%bjkov	20%Tb	15%	22%jkl	23%Tjkl	19%jkl	18%k	13%	10%	11%	22%To	18%o	12%	21%	16%	18%	15%	18%	16%	16%	28%Tv	20%	32%Tv	22%	32%	15%	25%TD	12%
Sometimes - about half the time when I go online	593	283	309	83	136	126	98	81	51	20	218	224	151	173	165	132	120	337	252	500	89	20	47	18	4	4	280	280
	33%klo	31%	34%	35%kl	38%Tikl	38%Tikl	29%	31%l	25%	19%	37%To	33%o	27%	34%	31%	35%	31%	32%	33%	32%	36%	40%	34%	41%	30%	25%	36%TD	31%
Rarely - less than half the time when I go online but more than a handful of occasions	486	247	235	53	70	73	99	82	76	33	123	172	191	149	147	89	99	296	188	438	43	9	21	10	4	5	166	275
	27%ghmwy7%	26%	23%	23%	20%	22%	29%g	32%Tfgh	38%Tfghi	32%g	21%	26%	34%Tmn	29%	28%	23%	26%	28%	24%	28%Twy	17%	18%	15%	23%	25%	33%	21%	30%TC
Very rarely - only a handful of occasions	261	118	144	23	37	33	50	46	40	33	59	83	119	57	96	56	53	152	109	235	23	4	16	2	1	3	68	167
	14%aghmpl3%	16%	10%	10%	10%	15%	18%fgh	20%Tfgh	32%Tfghi	10%	12%	21%Tmn	11%	18%Tp	15%	14%	15%	14%	14%	15%Tw	9%	9%	11%	5%	8%	18%	9%	18%TC
Don't know	22	12	11	1	2	2	2	4	-	1	14	4	5	1	5	5	12	5	17	19	3	-	2	1	-	1	7	14
	1%pt	1%	1%	5%Tghik	1%	1%	1%	1%	-	1%	2%Tn	1%	1%	*	1%	1%p	3%Tpq	1%	2%Tt	1%	1%	-	1%	2%	-	5%	1%	2%
Prefer not to say	3	3	-	1	1	-	-	-	-	-	3	-	-	-	1	-	1	1	1	3	-	-	-	-	-	-	-	1
	*	*	-	1%	*	-	-	-	-	-	*	-	-	-	*	-	*	*	*	*	-	-	-	-	-	-	-	*

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 18
Q3. In general, how often do you find yourself encountering or seeing content online that you suspect to be a fraud or scam?
Base: All who have seen anything suspicious online

	Q6b. Most recent scam/fraud experienced												Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication				
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	1817	101	129	27	104	70	115	30	32	41	135	40	359	83	382	54	82	70	54	381	24	425	91	39
Weighted base	1821	101	128	27**	104	67	115	30**	31*	42*	137	43*	368	85	366	54	88	69	54	378	26**	425	87	42*
Effective base	1730	95	122	26	100	68	109	29	32	39	130	38	347	79	363	51	78	68	52	364	23	407	88	36
NET: Frequently	455 25%	33 33%	58 45%T	11 43%	26 25%	21 31%	41 35%T	9 30%	10 33%	8 19%	51 37%T	10 24%	130 35%T	22 26%	113 31%T	28 51%T	35 40%T	25 37%T	20 37%T	126 33%T	14 56%	137 32%T	40 46%Tx	16 37%
NET: Rarely	747 41%abefjrs tuvxy	28 28%	33 26%	7 28%	49 48%abefj	15 22%	37 32%	13 44%	9 29%	19 45%be	40 29%	14 31%	93 25%	32 37%l	148 41%l	9 17%	18 21%	20 29%	14 26%	121 32%	5 21%	146 34%y	15 17%	12 28%
Very frequently - almost every time when I go online	135 7%	9 9%	15 12%	4 15%	7 7%	5 8%	14 13%T	3 11%	2 6%	2 5%	15 11%	2 4%	34 9%	7 8%	34 9%	8 14%	12 13%	6 8%	3 6%	43 11%T	2 9%	40 9%	11 12%	3 6%
Frequently - more than half the time when I go online	319 18%	24 24%	43 33%T	7 28%	19 18%	15 23%	26 23%	6 19%	9 27%	6 14%	37 27%T	9 20%	96 26%T	15 18%	79 21%T	20 37%T	23 27%T	20 29%T	17 32%T	83 22%T	12 47%	98 23%T	29 34%Tx	13 31%T
Sometimes - about half the time when I go online	593 33%n	38 38%	37 29%	8 29%	29 28%	31 46%T	37 32%	8 26%	12 37%	15 37%	44 32%	19 44%	145 39%Tn	31 37%	103 28%	17 32%	35 40%	23 34%	20 37%	130 34%	6 23%	142 33%	30 34%	15 35%
Rarely - less than half the time when I go online but more than a handful of occasions	486 27%ejlrsy	24 24%	28 22%	7 28%	30 29%	11 16%	30 26%	11 37%	4 14%	15 36%ehj	26 19%	11 25%	67 18%	24 28%l	113 31%Tl	6 11%	15 17%	14 20%	9 17%	93 24%	5 21%	106 25%y	11 13%	7 17%
Very rarely - only a handful of occasions	261 14%abeflnsvxy	5 5%	5 4%	-	19 19%abef	4 5%	7 6%	2 7%	5 15%ab	4 9%	14 11%b	3 6%	26 7%	8 9%	35 10%	3 6%	3 4%	6 8%	5 9%	29 8%	-	40 9%	4 5%	4 11%
Don't know	22 1%lvx	1 1%	-	-	-	1 1%	-	-	-	-	2 1%	-	1 *	-	2 *	-	-	-	-	1 *	-	-	2 2%x	-
Prefer not to say	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 19
Q3. In general, how often do you find yourself encountering or seeing content online that you suspect to be a fraud or scam?
Base: All who have seen anything suspicious online

	Q19. Money lost						Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards		
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	1817	208	90	76	29	649	701	148	482	187	296	120	144	25	59	89	15	34	333	452	251	553
Weighted base	1821	209	88	77	29**	646	701	146	486	185	295	121	144	27**	60	88	15**	32*	332	449	247	555
Effective base	1730	199	87	73	28	620	671	141	461	180	284	115	138	23	56	87	15	33	319	430	241	527
NET: Frequently	455 25%	103 49%Tg	43 49%Tg	39 51%Tg	14 48%	182 28%T	248 35%Tj	34 23%	187 38%Tijl	57 31%	97 33%T	52 43%T	50 34%T	18 66%	23 39%T	28 31%	5 32%	9 27%	158 48%Tv	103 23%	122 49%Tx	148 27%
NET: Rarely	747 41%abcgiklmn quw	43 20%	17 19%	17 21%	3 10%	236 37%abc	220 31%	58 40%k	143 29%	64 35%	101 34%	33 27%	49 34%	3 10%	16 26%	33 37%	4 30%	9 28%	68 20%	192 43%u	50 20%	210 38%w
Very frequently - almost every time when I go online	135 7%j	24 12%T	12 14%T	8 11%	4 13%	57 9%	78 11%Tj	4 3%	60 12%Tj	18 10%j	32 11%T	15 12%	15 10%	8 29%	5 9%	10 11%	3 21%	2 6%	51 15%Tv	24 5%	40 16%Tx	37 7%
Frequently - more than half the time when I go online	319 18%	79 38%Tg	31 35%Tg	31 40%Tg	10 35%	125 19%	169 24%T	30 21%	127 26%T	39 21%	65 22%T	38 31%T	35 24%T	10 38%	18 30%T	18 20%	2 11%	7 21%	107 32%Tv	78 17%	82 33%Tx	111 20%
Sometimes - about half the time when I go online	593 33%	62 30%	28 32%	22 28%	11 39%	227 35%	232 33%	54 37%	155 32%	64 35%	97 33%	35 29%	43 30%	6 24%	20 33%	27 30%	6 39%	14 45%	106 32%	152 34%	75 30%	194 35%
Rarely - less than half the time when I go online but more than a handful of occasions	486 27%abcikquw	31 15%	12 13%	12 16%	3 10%	176 27%abc	162 23%	47 32%ik	105 22%	48 26%	77 26%	24 20%	36 25%	2 7%	9 15%	17 19%	3 23%	7 23%	55 17%	142 32%Tu	44 18%	151 27%w
Very rarely - only a handful of occasions	261 14%abcgijklm nuvwx	11 5%	5 6%	4 5%	-	60 9%	58 8%	10 7%	37 8%	16 8%	24 8%	9 8%	14 10%	1 3%	7 11%	16 18%mmo	1 7%	2 5%	13 4%	50 11%u	6 3%	59 11%w
Don't know	22 1%gkix	2 1%	-	-	1 3%	2 *	2 *	-	2 *	-	-	-	2 1%	-	1 1%m	1 1%	-	-	-	2 1%	-	2 *
Prefer not to say	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 20
Q3. In general, how often do you find yourself encountering or seeing content online that you suspect to be a fraud or scam?
Base: All who have seen anything suspicious online

	Internet access at home		Personal internet usage					Highest education					Children in household		Household income					Any impacting/limiting conditions		Financial vulnerability			
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Don't know (h)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	1817	1798	53	1197	361	193	13	69	869	677	169	23	538	1277	345	477	460	242	131	43	564	1203	292	1050	347
Weighted base	1821	1801	50	1181	376	200	13**	64	868	674	172	31**	562	1256	353	464	453	246	133	45*	561	1204	309	1032	342
Effective base	1730	1712	51	1142	343	183	12	66	827	647	162	22	517	1212	329	455	439	231	125	40	537	1146	280	1000	331
NET: Frequently	455	446	9	278	106	59	4	16	229	144	53	10	187	266	99	112	60	34	14	178	261	103	239	84	
	25%aekow	25%	18%	24%	28%	29%	27%	25%	26%k	21%	31%k	32%	33%To	21%	28%	24%	25%	26%	30%	32%Tw	22%	33%Ty	23%	24%	
NET: Rarely	747	744	30	509	136	73	-	28	337	297	67	16	161	587	146	197	173	104	46	22	223	508	94	446	144
	41%fnx	41%	60%Tefg	43%TI	36%	36%	-	44%	39%	44%j	39%	53%	29%	47%Tn	42%	43%	38%	42%	35%	48%	40%	42%	30%	43%Tx	42%x
Very frequently - almost every time when I go online	135	135	3	82	32	18	-	6	77	41	11	2	57	79	38	34	28	16	12	1	61	73	38	66	24
	7%ow	7%	7%	7%	9%	9%	-	10%	9%Tk	6%	6%	5%	10%To	6%	11%Tr	7%	6%	6%	9%	2%	11%Tw	6%	12%Ty	6%	7%
Frequently - more than half the time when I go online	319	311	6	196	74	41	4	10	152	103	43	8	131	187	61	78	82	44	22	13	117	188	65	172	60
	18%aow	17%	11%	17%	20%	20%	27%	15%	18%	15%	25%Tjk	27%	23%To	15%	17%	18%	18%	17%	17%	28%	21%Tw	16%	21%	17%	
Sometimes - about half the time when I go online	593	589	11	386	126	64	6	18	293	226	51	5	210	384	99	150	164	79	53	10	152	423	103	340	111
	33%ov	33%	22%	33%	34%	32%	46%	29%	34%	34%	30%	15%	37%To	31%	28%	32%	36%p	32%	40%pu	22%	27%	35%Tv	33%	33%	32%
Rarely - less than half the time when I go online but more than a handful of occasions	486	485	13	325	99	49	-	14	207	200	52	12	114	372	90	123	111	74	32	17	137	336	63	278	103
	27%jnx	27%T	26%	27%	26%	25%	-	22%	24%	30%Tj	30%	38%	20%	30%Tn	25%	27%	25%	30%	24%	37%	24%	28%	20%	27%x	30%x
Very rarely - only a handful of occasions	261	258	17	185	37	23	-	14	130	97	16	5	46	215	57	74	61	30	14	5	85	172	31	168	41
	14%fnx	14%	33%Tefg	16%TI	10%	12%	-	22%l	15%l	14%	9%	15%	8%	17%Tn	16%	16%	14%	12%	11%	11%	15%	14%	10%	16%Tx	12%
Don't know	22	20	-	7	7	4	4	2	9	8	-	-	4	18	6	4	6	3	-	-	7	12	8	8	3
	1%aey	1%	-	1%	2%e	2%	27%	3%l	1%	1%	-	-	1%	1%	2%	1%	1%	-	-	1%	1%	2%y	1%	1%	
Prefer not to say	3	3	-	1	-	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1	-	1	-	
	*	*	-	*	-	1%	-	-	-	-	-	-	-	*	*	-	-	-	-	-	*	-	*	-	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 21
Q4. Do you know anyone personally who has fallen victim to a fraud or scam that began online?
Base: All respondents

	Gender		Age										SEG						Ethnicity						Q4. Personally know other victims			
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Other ethnic group (A)	Prefer not to say (B)	Yes (C)	No (D)
Unweighted base	2097	1122	964	162	384	382	385	361	290	133	546	767	784	552	643	456	434	1195	890	1835	244	50	135	45	14	18	812	1147
Weighted base	2097	1022	1064	257	389	366	395	312	247	130	646	762	689	569	617	434	465	1186	899	1813	266	55*	149	47*	15**	18**	825	1132
Effective base	1999	1070	934	161	382	373	381	353	286	128	517	753	764	522	615	441	416	1135	853	1753	232	47	129	43	13	17	772	1097
Yes	825	401	419	108	188	160	157	113	64	35	296	316	213	245	221	186	167	466	352	682	139	29	77	25	8	4	825	-
D	39%	kloqv	39%	42%kl	48%Tjkl	44%jkl	40%kl	36%k	26%	27%	46%To	42%o	31%	43%Tqs	36%	43%qs	36%	39%	39%	38%	52%Tv	53%	52%Tv	53%v	49%	20%	100%TD	-
No	1132	557	571	126	176	182	209	179	169	90	303	390	439	289	342	231	267	631	498	1006	112	26	60	18	8	14	-	1132
C	54%	gmwyz54%	54%	49%	45%	50%	53%g	57%gh	69%Tjgh	70%Tjgh	47%	51%	64%Tmn	51%	55%	53%	57%p	53%	55%	55%Twyz	42%	47%	40%	39%	51%	80%	-	100%TC
Don't know	137	61	74	21	25	24	30	19	13	4	46	54	37	35	52	17	31	87	48	121	16	-	12	4	-	-	-	-
7%rCD	6%	7%	8%	6%	7%	8%	6%	5%	3%	7%	7%	5%	6%	8%Tr	4%	7%	7%	5%	7%	7%	6%	-	8%	8%	-	-	-	-
Prefer not to say	3	3	-	1	-	1	-	1	-	-	1	1	1	1	2	-	-	3	-	3	-	-	-	-	-	-	-	-
*	*	-	1%	-	*	-	*	-	-	-	*	*	*	*	*	-	-	*	-	*	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 22
Q4. Do you know anyone personally who has fallen victim to a fraud or scam that began online?
Base: All respondents

	Q6b. Most recent scam/fraud experienced												Q10. Device used			Q12. Promoted content		Q13. Personal connection			Q16. Multiple channels of communication			
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	2097	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	2097	103	130	28**	111	71	118	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*	
Effective base	1999	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
Yes	825 39%	67 66%Tdk	89 68%Tdk	15 56%	46 42%	40 56%T	68 58%Td	19 60%T	20 64%Td	24 54%T	96 68%Tdk	20 46%	245 65%Tn	50 55%T	204 54%T	44 80%Tt	62 67%T	43 59%T	37 67%T	210 54%T	13 47%	264 60%T	65 74%Tx	28 66%T
No	1132 54% eabefghi jlmnrstuvx yz	35 34%	31 24%	10 37%	54 49%abj	25 36%	43 37%b	10 33%	11 34%	17 38%	38 27%	20 45%bj	117 31%	35 39%	144 38%	10 18%	30 32%	22 30%	15 27%	149 39%	11 42%	149 34%	22 25%	8 19%
Don't know	137 7%asy	-	11 8%a	2 7%	11 10%a	6 8%a	7 6%a	2 7%a	1 2%	3 8%a	7 5%a	4 9%a	17 4%	5 6%	33 9%l	1 2%	1 1%	7 10% s	4 7%	26 7%	3 11%	25 6%	1 1%	6 15% Txy
Prefer not to say	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 23
Q4. Do you know anyone personally who has fallen victim to a fraud or scam that began online?
Base: All respondents

	Q19. Money lost					Q21. Action taken					Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards		
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	2097	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	2097	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	1999	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
Yes	825 39%	178 81%Tg	75 82%Tg	66 81%Tg	24 80%	341 51%T	443 61%Tj	71 47%T	338 67%Tij	128 67%Tj	167 54%T	85 69%Tm	102 70%Tm	20 74%	47 76%Tmt	73 77%Tmt	14 95%	17 52%	227 67%Tv	251 53%T	173 68%Tx	312 54%T
No	1132 54%abcgijkl mnoqruxvw	37 17%	15 16%	15 18%	5 16%	271 41%abc	238 33%k	69 46%ikl	137 27%	54 28%	117 38%noqr	33 26%	35 24%	6 23%	12 20%	19 20%	1 5%	13 40%qr	97 28%	187 40%u	71 28%	226 39%w
Don't know	137 7%a	4 2%	2 2%	1 1%	1 4%	55 8%Tabc	46 6%	11 7%	26 5%	9 5%	24 8%	6 5%	10 7%	1 3%	2 3%	3 3%	-	3 8%	17 5%	31 7%	10 4%	39 7%
Prefer not to say	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 24
Q4. Do you know anyone personally who has fallen victim to a fraud or scam that began online?
Base: All respondents

	Internet access at home				Personal internet usage				Highest education					Children in household		Household income						Any impacting/limiting conditions		Financial vulnerability			
	Total (T)	Yes (a)	No (b)	Don't know (c)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Don't know (h)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	2097	2074	12	11	71	1389	409	206	22	92	1029	752	184	25	577	1518	405	574	519	264	144	44	630	1409	341	1212	386
Weighted base	2097	2074	12**	12**	67	1372	423	213	22**	85	1028	747	187	34**	601	1493	414	557	510	268	146	46*	628	1406	363	1186	380
Effective base	1999	1977	12	10	69	1327	389	195	21	88	981	719	177	24	555	1443	387	548	495	252	137	41	600	1344	328	1155	369
Yes	825	814	9	2	17	526	170	106	6	27	402	280	102	10	315	510	155	216	191	128	65	20	253	546	153	458	156
	39%do	39%	76%	18%	25%	38%d	40%d	50%Tdef	26%	32%	39%	37%	55%Tijk	29%	52%To	34%	37%	39%	38%	48%Tpqr	44%	44%	40%	39%	42%	39%	41%
No	1132	1122	3	8	46	753	224	95	13	56	565	411	73	19	248	883	234	302	280	126	75	22	320	780	187	646	204
	54%glns	54%	24%	65%	69%Tefg	55%g	53%	45%	61%	66%TI	55%l	55%l	39%	56%	41%	59%Tn	57%ss	54%	55%ss	47%	52%	49%	51%	56%	51%	54%	54%
Don't know	137	135	-	2	4	90	28	12	3	2	60	56	12	5	38	99	25	39	38	14	6	3	53	79	22	82	20
	7%w	7%	-	17%	6%	7%	7%	6%	13%	3%	6%	7%	7%	15%	6%	7%	6%	7%	7%	5%	4%	7%	8%Tw	6%	6%	7%	5%
Prefer not to say	3	3	-	-	-	2	1	-	-	-	1	1	-	-	1	1	1	-	1	-	-	-	2	-	1	1	-
	*	*	-	-	-	*	*	-	-	-	*	*	-	-	*	*	*	-	*	-	-	-	*	-	*	*	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 25
Q5. Have you ever personally been drawn into engaging with fraud or scams that began online?
Base: All respondents

	Gender			Age										SEG						Ethnicity						Q4. Personally know other victims		
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Other ethnic group (A)	Prefer not to say (B)	Yes (C)	No (D)
Unweighted base	2097	1122	964	162	384	382	385	361	290	133	546	767	784	552	643	456	434	1195	890	1835	244	50	135	45	14	18	812	1147
Weighted base	2097	1022	1064	257	389	366	395	312	247	130	646	762	689	569	617	434	465	1186	899	1813	266	55*	149	47*	15**	18**	825	1132
Effective base	1999	1070	934	161	382	373	381	353	286	128	517	753	764	522	615	441	416	1135	853	1753	232	47	129	43	13	17	772	1097
NET: Yes	958	488	463	108	199	182	189	127	99	53	308	372	279	288	261	197	207	549	403	780	172	34	102	30	6	7	548	347
D	46%kj	48%T	44%	42%	51%Tjkl	50%jk	48%k	41%	40%	41%	48%o	49%To	40%	51%Tq	42%	45%	44%	46%	45%	43%	64%Tv	61%	68%Tv	64%Tv	37%	39%	66%TD	31%
NET: Total yes recalling the number of incidents	834	429	399	91	170	158	165	115	90	45	260	324	249	261	219	174	175	480	349	688	139	28	83	23	5	6	489	296
	40%soqvD	42%Tb	38%	35%	44%	43%	42%	37%	36%	34%	40%	42%o	36%	46%Tqs	35%	40%	38%	40%	39%	38%	52%Tv	51%	56%Tv	48%	32%	33%	59%TD	26%
Yes, just once	511	258	248	48	98	97	102	69	65	31	146	199	165	153	125	115	114	278	229	432	77	19	44	14	1	1	288	196
	24%qD	25%	23%	19%	25%	26%	26%	22%	26%	24%	23%	26%	24%	27%q	20%	26%q	25%	23%	25%	24%	29%	34%	29%	29%	5%	7%	35%TD	17%
Yes, 2-3 times	294	152	140	39	65	55	55	43	23	13	104	111	80	98	90	49	55	188	104	235	55	8	36	8	3	4	181	91
	14%kouVD	15%	13%	15%	17%k	15%k	14%	14%	9%	10%	16%o	15%	12%	17%Trs	15%	11%	12%	16%Tu	12%	13%	21%Tv	15%	24%Tv	17%	21%	21%	22%TD	8%
Yes, 4 times or more	29	18	11	3	7	6	8	2	2	-	10	14	5	10	3	10	6	14	16	21	7	2	4	1	1	1	19	9
	1%oqvD	2%	1%	1%	2%	2%	2%	1%	1%	-	2%	2%o	1%	2%q	1%	2%q	1%	1%	2%	1%	3%	3%	3%	2%	6%	6%	2%TD	1%
Yes, but I can't remember how many times	125	60	64	17	30	24	24	12	9	8	47	48	29	26	43	23	32	69	55	91	32	5	18	8	1	1	60	51
	6%ovD	6%	6%	7%	8%jkl	7%	6%	4%	4%	6%	7%o	6%	4%	5%	7%	5%	7%	6%	6%	5%	12%Tv	10%	12%Tv	16%Tv	5%	6%	7%D	5%
Never	1045	499	542	118	176	169	191	174	142	74	293	360	391	264	321	217	239	585	456	952	82	21	41	12	7	11	252	743
	50%gmwyz9C	51%	51%	46%	45%	46%	48%	56%Tghi	58%Tghi	57%gh	45%	47%	57%Tmn	46%	52%	50%	51%	49%	51%	53%Twyz	31%	37%	28%	27%	48%	61%	30%	66%TC
Can't remember	90	31	59	29	13	13	15	11	6	3	43	28	19	17	32	19	20	49	38	77	13	1	6	4	2	-	23	42
	4%aoC	3%	6%Ta	11%Tghijk	3%	4%	4%	4%	2%	2%	7%Tno	4%	3%	3%	5%	4%	4%	4%	4%	4%	4%	5%	1%	4%	9%	15%	3%	4%
Prefer not to say	4	4	-	1	1	2	-	-	-	-	2	2	-	1	2	1	-	3	1	4	-	-	-	-	-	-	2	-
	.	b	.	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 26
Q5. Have you ever personally been drawn into engaging with fraud or scams that began online?
Base: All respondents

	Q6b. Most recent scam/fraud experienced												Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication				
	Total (T)	Romance or dating scam (a)	Investment , pension or 'get rich' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/ Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/ Prefer not to say (w)	No (x)	Yes (y)	Can't remember/ Prefer not to say (z)
Unweighted base	2097	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	2097	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	1999	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
NET: Yes	958 46%	103 100%T	130 100%T	28 100%	111 100%T	71 100%T	118 100%T	32 100%T	32 100%T	44 100%T	141 100%T	44 100%T	379 100%T	90 100%T	381 100%T	55 100%T	93 100%T	72 100%T	56 100%T	386 100%T	27 100%	438 100%T	88 100%T	43 100%T
NET: Total yes recalling the number of incidents	834 40%	92 90%T	111 85%T	22 79%	99 89%T	66 93%Tk	106 90%T	27 85%T	29 91%T	37 83%T	121 86%T	35 79%T	323 85%T	82 91%T	332 87%T	52 94%T	87 94%T	61 84%T	55 98%Tv	344 89%T	21 80%	392 89%T	83 95%T	36 84%T
Yes, just once	511 24%	56 55%T	55 42%T	13 49%	71 64%Tbk	42 59%Tb	63 53%T	18 57%T	16 51%T	18 40%T	83 59%Tbi	18 42%T	181 48%T	52 58%T	216 57%Ti	31 55%T	51 55%T	43 59%T	34 61%T	204 53%T	14 51%	242 55%Ty	35 40%T	26 61%Ty
Yes, 2-3 times	294 14%	32 32%T	48 37%Tdj	6 23%	27 24%T	22 31%T	40 34%T	9 28%T	12 38%T	19 43%Tdj	35 25%T	16 35%T	131 35%Tn	28 31%T	104 27%T	21 38%T	33 35%T	17 24%T	20 36%T	124 32%T	8 29%	138 32%T	44 50%Txz	8 18%
Yes, 4 times or more	29 1%	3 3%	8 6%T	2 7%	2 2%	2 3%	4 3%	-	1 3%	-	2 1%	1 2%	11 3%T	2 2%	12 3%T	-	3 3%	1 1%	1 1%	17 4%T	-	12 3%T	4 5%T	2 5%
Yes, but I can't remember how many times	125 6%	10 10%	19 15%T	6 21%	12 11%T	5 7%	12 10%	5 15%T	3 9%	7 17%T	20 14%T	9 21%Te	55 15%T	8 9%	49 13%T	3 6%	6 6%	11 16%T	1 2%	41 11%Tu	5 20%	46 11%T	5 5%	7 16%T
Never	1045 50% abdefghi jklmnrstuv xyz	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Can't remember	90 4% abdfjlnv xy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 27
Q5. Have you ever personally been drawn into engaging with fraud or scams that began online?
Base: All respondents

	Q19. Money lost					Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards			
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	2097	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	2097	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	1999	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
NET: Yes	958 46%	219 100%T	92 100%T	81 100%T	30 100%	667 100%T	727 100%T	151 100%T	501 100%T	191 100%T	309 100%T	124 100%T	147 100%T	27 100%	61 100%T	94 100%T	15 100%	32 100%T	342 100%T	469 100%T	254 100%T	577 100%T
NET: Total yes recalling the number of incidents	834 40%	209 95%Tg	85 92%T	81 100%Tbg	29 97%	563 84%T	639 88%T	125 83%T	451 90%Tj	169 88%T	266 86%T	104 84%T	134 91%T	26 96%	57 93%T	91 97%Tmn	15 100%	29 92%T	297 87%T	410 87%T	223 88%T	504 87%T
Yes, just once	511 24%	122 56%T	48 52%T	46 56%T	24 79%	347 52%T	399 55%Tj	68 45%T	274 55%Tj	108 57%Tj	170 55%T	61 50%T	82 56%T	12 44%	28 46%T	71 75%Tmnoqt	6 41%	17 53%T	165 48%T	268 57%Tu	119 47%T	319 55%Tw
Yes, 2-3 times	294 14%	78 35%T	33 36%T	31 38%T	5 18%	200 30%T	220 30%T	52 35%T	163 32%T	57 30%T	90 29%Tr	37 30%Tr	45 31%Tr	14 52%	28 46%Tmnor	16 17%	8 53%	11 36%Tr	123 36%Tv	132 28%T	92 36%T	174 30%T
Yes, 4 times or more	29 1%	9 4%T	3 3%	5 6%T	-	16 2%T	20 3%T	5 3%	13 3%T	3 2%	6 2%	5 4%T	7 5%T	-	1 2%	4 5%T	1 5%	1 3%	9 3%T	10 2%	12 5%Tx	11 2%
Yes, but I can't remember how many times	125 6%c	11 5%	8 8%c	-	1 3%	104 16%TAc	88 12%TK	26 17%TK	50 10%T	22 12%T	43 14%Tr	20 16%Tr	14 9%	1 4%	4 7%	3 3%	-	3 8%	45 13%T	59 13%T	31 12%T	73 13%T
Never	1045 50%abcgijklm noqrtuvwx	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Can't remember	90 4%abgijklmn oruvwx	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 28
Q5. Have you ever personally been drawn into engaging with fraud or scams that began online?
Base: All respondents

	Internet access at home				Personal internet usage				Highest education					Children in household		Household income					Any impacting/limiting conditions		Financial vulnerability				
	Total (T)	Yes (a)	No (b)	Don't know (c)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Don't know (h)	Below secondary or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,400 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	2097	2074	12	11	71	1389	409	206	22	92	1029	752	184	25	577	1518	405	574	519	264	144	44	630	1409	341	1212	386
Weighted base	2097	2074	12**	12**	67	1372	423	213	22**	85	1028	747	187	34**	601	1493	414	557	510	268	146	46*	628	1406	363	1186	380
Effective base	1999	1977	12	10	69	1327	389	195	21	88	981	719	177	24	555	1443	387	548	495	252	137	41	600	1344	328	1155	369
NET: Yes	958 46%ow	950 46%	4 35%	4 36%	23 35%	611 45%	199 47%	117 55%Tde	7 33%	34 40%	454 44%	346 46%	106 57%Tijk	14 41%	345 57%To	613 41%	200 48%	239 43%	236 46%	133 50%	67 46%	23 49%	320 51%Tw	610 43%	192 53%Tyz	531 45%	169 44%
NET: Total yes recalling the number of incidents	834 40%ow	825 40%	4 35%	4 36%	23 35%	535 39%	171 40%	99 46%Te	5 24%	31 36%	391 38%	303 41%	93 50%Tijk	14 41%	304 51%To	529 35%	175 42%	205 37%	207 41%	114 42%	61 42%	19 42%	277 44%Tw	532 38%	160 44%	465 39%	150 40%
Yes, just once	511 24%ow	506 24%	3 26%	1 9%	17 26%	349 25%	100 24%	42 20%	2 10%	21 24%	268 26%	174 23%	40 21%	7 19%	180 30%To	331 22%	109 26%	128 23%	130 25%	69 26%	33 23%	10 21%	178 28%Tw	321 23%	88 24%	300 25%	86 23%
Yes, 2-3 times	294 14%ejo	290 14%	1 9%	3 27%	6 9%	170 12%	62 15%	53 25%Tdef	3 14%	10 12%	116 11%	114 15%j	48 26%Tijk	5 14%	114 19%To	180 12%	60 14%	71 13%	70 14%	42 16%	23 15%	9 19%	90 14%	191 14%	65 18%Ty	152 13%	56 15%
Yes, 4 times or more	29 1%j	29 1%	-	-	-	16 1%	9 2%	4 2%	-	-	6 1%	14 2%j	5 3%j	2 7%	11 2%	19 1%	7 2%	5 1%	7 1%	2 4%Tq	5 2%	1 1%	9 1%	20 1%	7 2%	13 1%	9 2%
Yes, but I can't remember how many times	125 6%d	125 6%	-	-	-	76 6%d	28 7%d	18 9%d	2 9%	3 4%	64 6%	44 6%	13 7%	-	41 7%	84 6%	25 6%	34 6%	29 6%	19 7%	6 4%	3 7%	43 7%	78 6%	31 9%Tyz	66 6%	19 5%
Never	1045 50%glnx	1031 50%	7 58%	7 58%	42 62%Tig	705 51%Tg	203 48%g	83 39%	12 55%	49 58%l	532 52%l	364 49%	77 41%	15 44%	230 38%	813 54%Tn	191 46%	293 53%	254 50%	125 47%	75 51%	21 45%	276 44%	740 53%Tv	156 43%	604 51%x	196 52%w
Can't remember	90 4%	88 4%	1 7%	1 7%	2 3%	53 4%	20 5%	13 6%	2 8%	2 2%	41 4%	36 5%	4 2%	5 15%	26 4%	64 4%	23 6%	25 4%	18 3%	10 4%	4 3%	3 6%	29 5%	55 4%	15 4%	50 4%	15 4%
Prefer not to say	4 *	4 *	-	-	-	2 *	1 *	-	1 4%	-	1 *	1 *	-	-	-	3 *	-	-	2 *	-	-	-	2 *w	-	-	2 *	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 29
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Summary
Base: All who have engaged with online fraud or scams

	Type of online fraud or scam										
	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software service fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)
Unweighted base	958	958	958	958	958	958	958	958	958	958	958
Weighted base	958	958	958	958	958	958	958	958	958	958	958
Effective base	914	914	914	914	914	914	914	914	914	914	914
Yes	283 29%cegghi	385 40%aceghik	134 14%	492 51%abcefgghijk	226 24%cgh	356 37%aceghik	170 18%c	168 17%c	234 24%cgh	402 42%acefgghik	285 30%cegghi
No	636 66%bdfj	514 54% ^d	745 78%abdefghijk	406 42%	657 69% ^{bdfjk}	507 53% ^d	730 76% ^{abdefijk}	711 74% ^{abdefijk}	663 69% ^{bdfjk}	481 50% ^d	611 64% ^{bdfj}
Don't know	28 3%	40 4%	54 6% ^{adg}	38 4%	66 7% ^{abdgik}	70 7% ^{abdgik}	33 3%	64 7% ^{abdgik}	41 4%	53 6% ^{ag}	47 5% ^a
Can't remember	10 1%	18 2%	22 2% ^{ae}	18 2%	10 1%	21 2% ^{ae}	25 3% ^{aeh}	14 1%	19 2%	22 2% ^{ae}	15 2%
Prefer not to say	1 *	1 *	3 *	5 1% ^{abegjk}	-	5 * ^{begjk}	-	2 *	1 *	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: All Columns Tested (5% risk level)
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 30
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Romance or dating scam
Base: All who have engaged with online fraud or scams

	Gender		Age										SEG						Ethnicity				Q4. Personally know other victims			
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	958	532	419	68	195	189	184	151	116	55	263	373	322	273	275	209	194	548	403	793	159	31	93	29	539	355
Weighted base	958	488	463	108	199	182	189	127	99	53	308	372	279	288	261	197	207	549	403	780	172	34*	102	30**	548	347
Effective base	914	506	407	67	194	185	182	148	114	53	250	366	313	257	265	203	187	520	388	758	152	29	89	28	513	342
Yes	283 29% bbkD	176 36% Tb	103 22%	31 28%	63 32% k	54 30%	58 30% k	43 34% k	19 19%	15 28%	94 30%	111 30%	78 28%	83 29%	76 29%	57 29%	64 31%	158 29%	121 30%	221 28%	60 35%	15 44%	33 33%	11 36%	186 34% TD	83 24%
No	636 66% aC	291 60%	343 74% Ta	69 64%	127 64%	118 65%	125 66%	81 64%	79 80% Tfghij	36 69%	196 64%	244 66%	197 71%	190 66%	177 68%	134 68%	133 64%	367 67%	267 66%	527 68%	104 61%	17 49%	64 63%	18 61%	339 62%	252 73% TC
Don't know	28 3% o	17 4%	10 2%	4 4%	8 4%	8 4%	5 3%	2 1%	1 1%	-	13 4% o	13 4% o	2 1%	10 4%	8 3%	3 2%	6 3%	18 3%	9 2%	23 3%	5 3%	2 7%	2 2%	1 3%	14 3%	11 3%
Can't remember	10 1%	3 1%	7 1%	5 4% Tg	-	2 1%	1 1%	1 1%	-	1 2% g	5 2%	3 1%	2 1%	4 1%	-	2 1%	4 2% q	4 1%	6 1%	8 1%	2 1%	-	2 2%	-	8 1% D	-
Prefer not to say	1 *	1 *	-	-	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-	-	1 *	-	1 *	-	-	-	-	1 *	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 31
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Romance or dating scam
Base: All who have engaged with online fraud or scams

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication					
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	958	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	958	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	914	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
Yes	283 29%dfjt ijk	103 100%Tbdefgh ijk	44 34%defij	10 37%	18 16%	15 20%	25 21%	9 27%	10 30%	7 16%	25 17%	9 21%	133 35%T	26 29%	110 29%	22 40%t	27 29%	13 19%	18 32%	148 38%T	9 33%	143 33%	34 39%T	19 43%
No	636 66%alrvyz	-	77 59%a	17 60%	89 80%Tab	56 78%Tab	90 76%Tab	22 69%a	21 67%a	34 76%a	115 82%Tab	31 70%a	234 62%	60 67%	259 68%	29 52%	61 66%	57 78%Tr	38 68%	225 58%	16 59%	285 65%z	48 55%	20 46%
Don't know	28 3%lvx	-	6 5%aj	1 2%	2 2%	-	3 2%	-	1 3%	2 4%a	1 1%	3 6%aej	6 2%	1 1%	10 3%	3 5%	4 4%	2 3%	-	6 1%	2 8%	7 1%	5 5%x	4 8%x
Can't remember	10 1%n	-	2 1%	-	2 2%	1 2%	-	1 4%afj	-	1 3%	-	2 4%fj	5 1%	3 3%n	1 *	1 2%	2 2%	-	-	6 1%	-	4 1%	-	1 3%
Prefer not to say	1 *	-	1 1%	-	-	-	-	-	-	-	-	-	1 *	-	-	1 2%T	-	-	-	1 *	-	-	1 1%Tx	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 32
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Romance or dating scam
Base: All who have engaged with online fraud or scams

	Q19. Money lost						Q21. Action taken					Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards	
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	958	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	958	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	914	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
Yes	283 29%br	56 25%b	16 17%	23 29%	8 28%	226 34%Tab	233 32%T	43 28%	158 31%	64 33%	108 35%Tr	42 34%r	48 33%r	9 33%	19 32%r	11 12%	5 33%	7 22%	122 36%Tv	134 29%	102 40%Tx	164 28%
No	636 66%giuw	150 69%	70 76%Tag	55 68%	18 60%	422 63%	469 65%	100 67%	323 65%	122 64%	193 63%	80 65%	93 63%	16 58%	39 63%	81 86%Tmnoq	9 61%	24 74%	209 61%	318 68%	147 58%	392 68%w
Don't know	28 3%gilm	8 4%	6 6%g	1 1%	2 6%	12 2%	16 2%	5 3%	13 3%	2 1%	4 1%	2 2%	5 3%	1 5%	2 3%	-	1 6%	-	8 2%	11 2%	3 1%	14 2%
Can't remember	10 1%	4 2%	1 1%	1 1%	2 6%	6 1%	8 1%	3 2%	7 1%	4 2%	4 1%	-	1 1%	-	1 2%	2 3%	-	1 3%ñ	2 1%	6 1%	1 *	7 1%
Prefer not to say	1 *	1 *	-	1 1%Tg	-	-	1 *	-	1 *	-	-	-	-	1 4%	-	-	-	-	1 *	-	1 *	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 33
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Romance or dating scam
Base: All who have engaged with online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income						Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	958	950	26	620	192	113	37	452	352	102	11	330	628	199	248	238	127	70	22	326	607	183	537	177
Weighted base	958	950	23**	611	199	117	34*	454	346	106	14**	345	613	200	239	236	133	67	23**	320	610	192	531	169
Effective base	914	906	25	593	183	107	36	430	338	98	10	318	597	191	237	227	121	68	21	311	579	177	509	172
Yes	283 29%	279 29%	5 20%	184 30%	57 29%	36 31%	7 22%	133 29%	94 27%	42 40%Tk	5 34%	102 30%	180 29%	77 39%Tqrs	66 28%	58 25%	31 23%	24 35%	8 37%	104 32%	174 29%	65 34%	148 28%	50 30%
No	636 66%lp	634 67%T	18 77%	406 66%	133 67%	75 64%	26 78%l	296 65%	243 70%l	60 57%	8 55%	227 66%	409 67%	116 58%	163 68%p	167 70%p	97 73%p	40 60%	13 60%	204 64%	413 68%	117 61%	364 69%	111 66%
Don't know	28 3%a	26 3%	1 3%	16 3%	5 3%	4 4%	-	17 4%	6 2%	3 3%	2 11%	11 3%	18 3%	6 3%	8 2%	3 2%	3 5%	1 3%	10 3%	16 3%	6 3%	13 3%	7 2%	4 4%
Can't remember	10 1%	10 1%	-	6 1%	2 1%	2 1%	-	7 2%	3 1%	-	-	4 1%	6 1%	1 1%	4 2%	3 1%	2 1%	-	-	3 1%	6 1%	4 2%	6 1%	-
Prefer not to say	1 *	1 *	-	-	1 *	-	-	-	-	1 1%Tj	-	1 *	-	-	-	1 *	-	-	-	-	1 *	-	-	1 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 34
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Investment, pension or 'get rich quick' scam
Base: All who have engaged with online fraud or scams

	Gender		Age										SEG						Ethnicity					Q4. Personally know other victims		
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	958	532	419	68	195	189	184	151	116	55	263	373	322	273	275	209	194	548	403	793	159	31	93	29	539	355
Weighted base	958	488	463	108	199	182	189	127	99	53	308	372	279	288	261	197	207	549	403	780	172	34*	102	30**	548	347
Effective base	914	506	407	67	194	185	182	148	114	53	250	366	313	257	265	203	187	520	388	758	152	29	89	28	513	342
Yes	385	224	158	35	80	84	73	58	34	22	115	157	114	121	95	83	83	215	166	289	94	19	49	20	241	118
	40%bvD	46%Tb	34%	32%	40%	46%fk	39%	46%	34%	41%	37%	42%	41%	42%	36%	42%	40%	39%	41%	37%	55%Tv	57%	48%v	67%	44%TD	34%
No	514	236	275	64	107	86	102	63	62	30	171	188	155	153	150	103	106	303	209	441	70	12	48	9	272	212
	54%ahwC	48%	59%Ta	60%	54%	47%	54%	50%	62%Thj	57%	56%	50%	56%	53%	58%	52%	51%	55%	52%	57%Tw	41%	36%	47%	30%	50%	61%TC
Don't know	40	18	22	9	7	9	8	2	3	1	16	18	6	8	12	7	12	21	19	34	4	2	3	-	21	15
	4%o	4%	5%	8%j	4%	5%	4%	2%	3%	2%	5%o	5%	2%	3%	5%	4%	6%	4%	5%	4%	2%	5%	3%	-	4%	4%
Can't remember	18	9	9	-	4	3	6	3	1	-	4	10	4	6	4	4	4	9	9	14	4	1	2	1	14	2
	2%D	2%	2%	-	2%	2%	3%	3%	1%	-	1%	3%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	3%	3%D	1%
Prefer not to say	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	1	1	-	-	-	-	1	-
	*	*	-	-	1%	-	-	-	-	-	*	-	-	-	-	-	-	1%	*	*	-	-	-	-	*	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 35
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Investment, pension or 'get rich quick' scam
Base: All who have engaged with online fraud or scams

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication					
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	958	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	958	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	914	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
Yes	385 40%dejt	35 34%d	130 100%Tadefgh ijk	14 52%	24 22%	17 23%	45 38%dejt	12 37%	8 26%	21 47%dejt	35 25%	20 45%dejt	172 45%T	30 34%	168 44%T	30 54%Tt	36 39%	19 26%	28 50%	170 44%	8 29%	173 39%	44 51%T	19 45%
No	514 54%bry	60 58%b	-	10 37%	81 72%Tabfgik	51 71%Tbfik	65 56%b	17 52%b	22 68%b	21 48%b	99 71%Tabfgik	22 49%b	188 50%	51 56%	197 52%	21 39%	49 52%	50 69%Trs	28 50%	198 51%	17 64%	247 56%y	35 40%	18 41%
Don't know	40 4%brvx	3 3%	-	1 3%	3 3%	3 5%b	6 5%b	2 7%b	2 6%b	1 2%	5 3%b	3 6%b	12 3%	8 9%Tln	9 2%	2 4%	7 7%	2 3%	-	8 2%	1 4%	11 2%	3 4%	6 14%Tx
Can't remember	18 2%	5 5%Tbj	-	2 7%	3 3%j	1 1%	2 2%	2 5%bj	-	1 2%	-	-	7 2%	1 1%	7 2%	2 3%	1 1%	1 1%	-	9 2%	1 3%	6 1%	5 5%Tx	-
Prefer not to say	1 *	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	1 *	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 36
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Investment, pension or 'get rich quick' scam
Base: All who have engaged with online fraud or scams

	Q19. Money lost						Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards		
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (q)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	958	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	958	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	914	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
Yes	385 40% _r	87 40%	34 37%	33 40%	12 41%	298 45% _T	318 44% _T	61 41%	218 43% _T	87 45%	138 45% _r	63 51% _{Tr}	64 43% _r	8 31%	24 39%	25 26%	8 52%	16 49% _r	166 49% _{TV}	181 39%	127 50% _{Tx}	231 40%
No	514 54% _{gikuw}	117 53%	50 55%	44 54%	16 53%	335 50%	366 50%	82 55%	247 49%	94 49%	156 51%	57 46%	74 50%	15 57%	31 50%	61 65% _{Tmno}	7 48%	15 47%	160 47%	261 56% _U	111 44%	320 55% _w
Don't know	40 4% _x	7 3%	5 6%	1 1%	1 4%	24 4%	27 4%	5 3%	23 5%	5 3%	9 3%	2 1%	6 4%	1 5%	4 6%	6 6%	-	-	13 4%	14 3%	10 4%	16 3%
Can't remember	18 2%	7 3%	1 1%	4 5% _g	1 3%	10 1%	15 2%	2 1%	13 3%	5 3%	6 2%	1 1%	4 2%	2 7%	3 5%	3 3%	-	1 3%	3 1%	12 3%	6 2%	9 2%
Prefer not to say	1 *	1 1%	1 1% _{Tg}	-	-	-	1 *	-	1 *	-	-	1 1% _T	-	-	-	-	-	-	-	1 *	-	1 *

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 37

Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?

Investment, pension or 'get rich quick' scam

Base: All who have engaged with online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income						Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	958	950	26	620	192	113	37	452	352	102	11	330	628	199	248	238	127	70	22	326	607	183	537	177
Weighted base	958	950	23**	611	199	117	34*	454	346	106	14**	345	613	200	239	236	133	67	23**	320	610	192	531	169
Effective base	914	906	25	593	183	107	36	430	338	98	10	318	597	191	237	227	121	68	21	311	579	177	509	172
Yes	385	384	7	237	84	54	9	160	149	57	8	147	239	82	99	90	52	30	13	131	248	78	209	73
	40% ^j	40%	30%	39%	42%	46%	27%	35%	43% ^j	54% ^{Tj}	59%	43%	39%	41%	41%	38%	39% ^{Tj}	44%	56%	41%	41%	41%	39%	43%
No	514	509	15	339	103	55	22	260	185	41	4	181	333	98	128	139	74	32	8	167	332	97	297	83
	54% ^l	54%	62%	55%	52%	47%	66% ^l	57% ^{Tl}	53% ^l	38%	29%	52%	54%	49%	53%	59% ^p	56%	48%	37%	52%	54%	50%	56%	49%
Don't know	40	39	2	24	6	6	1	21	11	6	2	12	27	15	9	6	3	4	1	14	20	15	13	8
	4% ^y	4%	8%	4%	3%	5%	3%	5%	3%	5%	11%	4%	7% ^{Tr}	4%	2%	2%	5%	3%	4%	3%	3%	8% ^{Ty}	2%	5%
Can't remember	18	18	-	11	5	2	1	12	2	3	-	5	13	5	4	2	4	2	1	8	9	2	10	5
	2% ^k	2%	-	2%	2%	1%	3%	3% ^k	*	3%	-	1%	2%	3%	2%	1%	3%	3%	3%	3%	2%	1%	2%	3%
Prefer not to say	1	-	-	-	1	-	-	1	-	-	-	-	1	1	-	-	-	-	-	-	1	-	1	-
	*	-	-	-	1%	-	-	*	-	-	-	*	1%	-	-	-	-	-	-	-	*	-	*	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 38
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Money mule recruitment or money laundering
Base: All who have engaged with online fraud or scams

	Gender			Age										SEG						Ethnicity					Q4. Personally know other victims	
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	958	532	419	68	195	189	184	151	116	55	263	373	322	273	275	209	194	548	403	793	159	31	93	29	539	355
Weighted base	958	488	463	108	199	182	189	127	99	53	308	372	279	288	261	197	207	549	403	780	172	34*	102	30**	548	347
Effective base	914	506	407	67	194	185	182	148	114	53	250	366	313	257	265	203	187	520	388	758	152	29	89	28	513	342
Yes	134 14%v	74 15%	57 12%	11 10%	30 15%	30 16%	24 13%	17 13%	14 14%	8 16%	41 13%	54 15%	39 14%	41 14%	29 11%	22 11%	42 20%Tqr	70 13%	64 16%	95 12%	39 23%Tv	7 20%	23 23%Tv	8 25%	88 16%	39 11%
No	745 78%hswy	375 77%	366 79%	81 75%	151 76%	131 72%	152 80%	105 83%h	83 83%h	43 81%	232 75%	283 76%	230 83%Tmn	219 76%	211 81% <u>s</u>	161 82% <u>s</u>	149 72%	429 78%	310 77%	624 80% <u>Twy</u>	115 67%	25 73%	65 64%	21 69%	413 75%	288 83% <u>TC</u>
Don't know	54 6%ko	27 6%	27 6%	10 9%k	10 5%	17 9%Tjk	10 5%	4 3%	2 2%	2 3%	20 7%o	27 7%o	8 3%	19 7%	17 6%	9 5%	9 4%	35 6%	19 5%	42 5%	13 7%	3 7%	8 8%	2 6%	32 6%	14 4%
Can't remember	22 2%o	11 2%	11 2%	5 5%	7 4%	5 3%	3 2%	1 1%	1 1%	-	12 4%o	8 2%	2 1%	8 3%	3 1%	4 2%	7 3%	11 2%	11 3%	16 2%	5 3%	-	5 5%	-	14 3%	4 1%
Prefer not to say	3 *	1 *	2 *	2 2%	1 1%	-	-	-	-	-	3 1%	-	-	1 *	2 1%	-	-	3 1%	-	3 *	-	-	-	-	1 *	2 *

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 39
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Money mule recruitment or money laundering
Base: All who have engaged with online fraud or scams

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication					
	Total (T)	Romance or dating scam (a)	Investment pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	958	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	958	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	914	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
Yes	134 14%dj	20 19%dj	20 16%j	28 100%	8 8%	7 10%	17 14%	3 9%	4 12%	4 9%	10 7%	8 18%j	58 15%	12 13%	54 14%	13 24%T	16 17%	8 12%	11 20%	66 17%T	4 13%	59 14%	25 29%Txz	4 9%
No	745 78%ry	81 79%	94 72%	-	93 83%	57 80%	94 80%	27 84%	27 85%	34 77%	122 87%Tb	34 76%	293 77%	70 77%	299 79%	36 65%	68 73%	60 83%r	42 75%	292 76%	20 75%	360 82%Tyz	53 60%	30 69%
Don't know	54 6%x	2 2%	11 8%a	-	8 7%	4 5%	4 4%	-	1 3%	2 3%	5 3%	3 7%	18 5%	5 5%	21 5%	2 3%	6 7%	2 3%	2 3%	18 5%	1 3%	13 3%	6 7%	5 11%x
Can't remember	22 2%	-	4 3%	-	2 2%	3 4%a	1 1%	2 7%a	-	5 11%Tabdfjk	4 3%	-	10 3%	3 3%	5 1%	4 7%T	3 3%	2 3%	1 2%	9 2%	2 8%	7 2%	3 4%	3 7%Tx
Prefer not to say	3 *	-	1 1%	-	-	-	2 1%T	-	-	-	-	-	-	2 2%TI	1 *	1 2%T	-	-	-	1 *	-	-	-	2 4%Tx

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 40
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Money mule recruitment or money laundering
Base: All who have engaged with online fraud or scams

	Q19. Money lost						Q21. Action taken					Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards	
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	958	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	958	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	914	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
Yes	134 14%	42 19%T	15 16%	14 17%	7 23%	93 14%	114 16%T	20 13%	80 16%	27 14%	51 16%	14 11%	22 15%	4 14%	14 22%n	12 12%	7 49%	5 15%	61 18%T	62 13%	48 19%T	78 13%
No	745 78%aqw	156 71%	66 71%	62 76%	21 69%	527 79%a	556 77%	121 80%	382 76%	149 78%	239 77%	101 81%q	112 76%	20 75%	41 67%	75 80%	7 46%	24 76%	257 75%	373 79%	186 73%	461 80%Tw
Don't know	54 6%ku	12 5%	6 7%	5 6%	1 3%	32 5%	35 5%	7 5%	21 4%	12 6%	15 5%	4 3%	6 4%	1 3%	2 4%	4 4%	- -	3 9%	11 3%	25 5%	11 4%	27 5%
Can't remember	22 2%x	10 4%Tg	5 6%Tg	1 1%	2 6%	12 2%	18 2%	3 2%	15 3%	4 2%	4 1%	4 3%	5 4%	2 7%	4 7%Tm	4 4%	1 6%	- -	12 4%	7 1%	10 4%x	8 1%
Prefer not to say	3 *	- -	- -	- -	- -	3 *	3 *	- -	3 1%	- -	- -	1 1%	2 1%	- -	- -	- -	- -	- -	- -	3 1%	- -	3 *

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 41
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Money mule recruitment or money laundering
Base: All who have engaged with online fraud or scams

	Internet access at home	Personal internet usage				Highest education					Children in household		Household income						Any impacting/ limiting conditions		Financial vulnerability			
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	958	950	26	620	192	113	37	452	352	102	11	330	628	199	248	238	127	70	22	326	607	183	537	177
Weighted base	958	950	23**	611	199	117	34*	454	346	106	14**	345	613	200	239	236	133	67	23**	320	610	192	531	169
Effective base	914	906	25	593	183	107	36	430	338	98	10	318	597	191	237	227	121	68	21	311	579	177	509	172
Yes	134 14%	133 14%	2 7%	90 15%	26 13%	16 14%	3 8%	57 13%	48 14%	22 21%Tj	4 28%	51 15%	83 14%	34 17%	37 16%	31 13%	14 10%	9 14%	4 17%	49 15%	80 13%	37 19%Ty	66 12%	23 14%
No	745 78%lx	741 78%T	19 82%	479 78%	153 77%	89 76%	30 88%l	360 79%l	275 80%l	68 64%	8 60%	262 76%	483 79%	152 76%	183 76%	190 80%	107 81%	51 76%	17 75%	251 78%	477 78%	136 71%	435 82%Txz	126 74%
Don't know	54 6%ay	52 5%	2 7%	31 5%	11 6%	9 8%	1 4%	26 6%	15 4%	10 9%	2 11%	18 5%	36 6%	9 4%	12 5%	10 4%	9 7%	3 5%	2 8%	13 4%	38 6%	13 7%	18 3%	14 9%y
Can't remember	22 2%ao	21 2%	1 4%	11 2%	9 5%Te	1 1%	-	8 2%	8 2%	6 5%Tj	-	13 4%To	9 1%	4 2%	7 3%	5 2%	2 1%	4 6%	-	6 2%	14 2%	4 2%	11 2%	6 3%
Prefer not to say	3 *	3 *	-	1 *	-	2 1%Te	-	3 1%	-	-	-	1 *	2 *	2 1%	-	-	1 1%	-	-	2 1%	1 *	2 1%	1 *	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 42
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Impersonation fraud
Base: All who have engaged with online fraud or scams

	Gender		Age										SEG						Ethnicity					Q4. Personally know other victims		
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	958	532	419	68	195	189	184	151	116	55	263	373	322	273	275	209	194	548	403	793	159	31	93	29	539	355
Weighted base	958	488	463	108	199	182	189	127	99	53	308	372	279	288	261	197	207	549	403	780	172	34*	102	30**	548	347
Effective base	914	506	407	67	194	185	182	148	114	53	250	366	313	257	265	203	187	520	388	758	152	29	89	28	513	342
Yes	492	242	243	32	90	97	115	68	59	30	123	213	156	140	140	96	111	279	208	402	87	18	48	16	280	173
	51%fm	50%	53%	30%	45%f	53%f	61%Tfg	53%f	59%fg	57%f	40%	57%Tm	56%Tm	49%	53%	49%	54%	51%	52%	52%	51%	53%	48%	54%	51%	50%
No	406	215	190	61	96	76	68	53	35	17	157	144	105	130	99	92	82	230	175	328	74	13	47	13	236	152
	42%io	44%	41%	57%Thijkl	48%ikl	42%	36%	42%	35%	32%	51%Tno	39%	38%	45%	38%	47%	40%	42%	43%	42%	43%	38%	47%	44%	43%	44%
Don't know	38	22	15	8	5	8	5	5	3	2	13	14	11	11	15	5	7	25	12	32	5	3	2	-	16	15
	4%	5%	3%	7%	3%	5%	3%	4%	4%	4%	4%	4%	4%	4%	6%	2%	4%	5%	3%	4%	3%	9%	2%	-	3%	4%
Can't remember	18	6	12	3	6	1	1	1	2	3	10	2	7	5	6	2	5	12	6	14	4	-	3	1	11	7
	2%n	1%	3%	3%	3%	-	1%	1%	2%	7%Thij	3%n	*	2%n	2%	2%	1%	2%	2%	2%	2%	2%	-	3%	3%	2%	2%
Prefer not to say	5	3	2	3	2	-	-	-	-	-	5	-	-	2	1	1	1	3	2	4	1	-	1	-	5	-
	1%	1%	*	3%T	1%	-	-	-	-	-	2%Tno	-	-	1%	*	1%	1%	*	1%	*	1%	-	1%	-	1%	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 43
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Impersonation fraud
Base: All who have engaged with online fraud or scams

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication					
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	958	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	958	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	914	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
Yes	492 51% jrsyz	44 43%	68 53%	16 58%	111 100% Tabefgh ijk	37 52%	54 45%	16 50%	17 54%	24 53%	60 43%	19 43%	228 60% T	48 53%	202 53%	20 35%	33 36%	33 46%	30 53%	253 65% T	12 47%	251 57% Tyz	35 40%	15 34%
No	406 42% dlv	56 55% Tbdi	53 41% d	8 29%	-	32 45% d	56 48% d	14 42% d	13 41% d	15 34% d	74 53% Tdi	21 47% d	131 35%	34 37%	164 43% l	28 50%	50 54% T	33 46%	25 45% v	116 30%	9 35%	173 39%	45 51% x	19 44%
Don't know	38 4% dvx	3 3%	4 3%	3 9%	-	1 2%	3 3%	-	1 3%	5 10% Tdefj	2 1%	1 3%	9 2%	3 4%	10 3%	5 10% T	4 4%	3 4%	1 2%	8 2%	4 13%	6 1%	4 4%	6 13% Tx
Can't remember	18 2%	-	4 3%	1 3%	-	1 1%	5 4% ad	1 3%	1 3%	1 3%	4 2%	1 3%	8 2%	4 5%	5 1%	2 3%	6 6% T	3 4%	-	6 1%	1 4%	7 2%	3 3%	3 6%
Prefer not to say	5 1%	-	1 1%	-	-	-	-	1 4% Tadfi	-	-	1 1%	2 4% Tf	3 1%	1 1% n	-	1 2%	-	-	-	3 1%	-	1 *	1 1%	1 3% x

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 44
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Impersonation fraud
Base: All who have engaged with online fraud or scams

	Q19. Money lost					Q21. Action taken					Q23. Result of reporting					Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards				
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	958	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	958	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	914	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
Yes	492 51%ac	88 40%	48 52%ac	28 35%	7 23%	402 60%Tac	397 55%T	90 60%T	273 55%T	110 58%	177 57%Tr	69 56%	70 48%	12 45%	29 47%	41 43%	7 45%	25 77%Tmnoqr	200 58%T	250 53%	160 63%Tx	294 51%
No	406 42%gijktuw	111 51%Btg	35 38%	50 62%Tabg	18 62%	235 35%	290 40%	50 33%	194 39%	72 38%	118 38%	49 39%	69 47%t	10 36%	26 42%	51 54%Tmnt	7 49%	7 23%	127 37%	192 41%	82 32%	249 43%w
Don't know	38 4%giv	9 4%	5 5%c	-	1 3%	19 3%	22 3%	5 3%	19 4%	4 2%	7 2%	3 2%	3 2%	3 12%	6 9%Tmnor	-	-	-	9 3%	13 3%	7 3%	17 3%
Can't remember	18 2%	8 4%Tg	3 3%	2 2%	4 12%	10 1%	14 2%	4 3%	11 2%	5 3%	6 2%	2 1%	5 4%	1 4%	-	1 1%	1 6%	-	5 1%	12 3%	4 2%	14 2%
Prefer not to say	5 1%g	3 2%Tg	2 3%Tg	1 1%	-	2 -	3 -	2 1%	3 1%	-	-	1 1%	-	1 4%	1 2% _m	1 1% _m	-	-	1 -	3 1%	1 -	3 -

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 45
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Impersonation fraud
Base: All who have engaged with online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income						Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	958	950	26	620	192	113	37	452	352	102	11	330	628	199	248	238	127	70	22	326	607	183	537	177
Weighted base	958	950	23**	611	199	117	34*	454	346	106	14**	345	613	200	239	236	133	67	23**	320	610	192	531	169
Effective base	914	906	25	593	183	107	36	430	338	98	10	318	597	191	237	227	121	68	21	311	579	177	509	172
Yes	492 51% _n	489 51%	11 46%	322 53%	103 52%	50 43%	13 39%	212 47%	202 58% _{Tij}	56 53%	6 40%	161 47%	331 54% _{Tn}	111 56%	124 52%	110 46%	72 54%	36 54%	8 36%	170 53%	308 51%	95 49%	274 52%	90 53%
No	406 42% _{kop}	403 42%	12 49%	256 42%	79 40%	58 50%	18 53%	212 47% _{Tk}	129 37%	40 37%	7 49%	163 47% _{To}	243 40%	70 35%	99 41%	115 49% _{TP}	53 40%	29 42%	14 61%	124 39%	270 44%	79 41%	225 42%	71 42%
Don't know	38 4%	36 4%	-	25 4%	8 4%	3 3%	2 6%	16 3%	12 3%	7 6%	2 11%	11 3%	26 4%	10 5%	10 4%	8 3%	4 3%	2 4%	1 3%	17 5%	19 3%	11 6%	19 3%	5 3%
Can't remember	18 2% _k	18 2%	1 5%	9 1%	5 2%	4 3%	1 2%	13 3% _k	2 *	3 3%	-	8 2%	10 2%	7 3%	7 1%	3 1%	2 1%	-	-	9 3%	9 1%	4 2%	12 2%	2 1%
Prefer not to say	5 1% _a	4 *	-	-	3 2% _{Te}	2 1% _e	-	2 1%	2 *	1 1%	-	2 1%	3 *	2 1%	-	1 *	2 1%	-	-	-	4 1%	3 2% _y	1 *	1 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 46
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Identity fraud
Base: All who have engaged with online fraud or scams

	Gender		Age										SEG						Ethnicity					Q4. Personally know other victims		
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	958	532	419	68	195	189	184	151	116	55	263	373	322	273	275	209	194	548	403	793	159	31	93	29	539	355
Weighted base	958	488	463	108	199	182	189	127	99	53	308	372	279	288	261	197	207	549	403	780	172	34*	102	30**	548	347
Effective base	914	506	407	67	194	185	182	148	114	53	250	366	313	257	265	203	187	520	388	758	152	29	89	28	513	342
Yes	226 24%ovD	121 25%	104 22%	18 17%	47 24%	53 29%fk	53 28%k	28 22%	17 17%	10 18%	65 21%	106 29%Tmo	54 19%	64 22%	53 20%	65 33%Tpqs	42 20%	117 21%	106 26%	173 22%	52 30%Tv	5 16%	37 37%Tv	9 29%	151 27%TD	61 18%
No	657 69%hnrwyC67%	327 67%	324 70%	79 73%	141 71%	113 62%	125 66%	86 68%	76 77%Th	36 68%	220 72%	238 64%	198 71%	201 70%r	190 73%r	119 61%	143 69%	392 71%Tu	262 65%	550 71%Twy	101 59%	23 67%	55 55%	20 65%	357 65%	255 74%TC
Don't know	66 7%	35 7%	30 6%	8 7%	10 5%	13 7%	10 5%	12 10%	6 6%	6 12%	18 6%	23 6%	25 9%	16 6%	17 6%	12 6%	19 9%	33 6%	31 8%	48 6%	17 10%	5 14%	8 8%	2 6%	35 6%	27 8%
Can't remember	10 1%	5 1%	5 1%	3 3%	1 -	3 2%	1 -	1 1%	-	1 2%	4 1%	4 1%	2 1%	5 2%	1 -	1 1%	3 1%	6 1%	4 1%	9 1%	2 1%	1 3%	1 1%	-	6 1%	3 1%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 47
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Identity fraud
Base: All who have engaged with online fraud or scams

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication					
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	958	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	958	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	914	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
Yes	226 24%ads	14 13%	35 27%ad	5 18%	14 12%	71 100%Tabdfghijk	25 21%	7 20%	8 24%	5 12%	29 20%	9 21%	109 29%Tn	23 25%	83 22%	18 33% _s	13 14%	22 30% _s	16 29%	88 23%	8 30%	97 22%	30 34%Tx	10 23%
No	657 69%ely	86 83%Tbefhk	86 66%e	20 73%	89 80%Tbe	-	84 71%e	24 74%e	20 64%e	33 74%e	104 74%e	30 67%e	243 64%	61 67%	272 71%l	34 62%	72 77%	46 63%	38 68%	271 70%	17 66%	313 71%y	51 58%	28 66%
Don't know	66 7%e	3 3%	6 4%	3 10%	6 6%e	-	8 7%e	2 6%e	4 12%e	5 11%e	7 5%	4 9%e	21 6%	6 7%	24 6%	2 3%	5 5%	5 7%	2 3%	22 6%	1 4%	24 6%	6 7%	2 6%
Can't remember	10 1% _n	-	4 3%	-	2 2%	-	1 1%	-	-	1 3%	1 1%	1 3%	5 1%	1 1%	1 *	1 2%	3 3%T	-	-	5 1%	-	3 1%	1 1%	2 6%Tx
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 48
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Identity fraud
Base: All who have engaged with online fraud or scams

	Q19. Money lost						Q21. Action taken				Q23. Result of reporting						Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards			
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	958	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	958	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	914	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
Yes	226 24%x	67 31%Tg	26 28%	23 29%	9 30%	156 23%	184 25%T	37 25%	139 28%Ti	49 26%	63 20%	37 30%m	51 35%Tm	7 25%	20 33%m	36 38%Tm	7 50%	8 24%	108 32%Tv	98 21%	92 36%Tx	120 21%
No	657 69%aikoruw	136 62%	61 66%	50 61%	19 64%	462 69%	485 67%k	107 71%	318 63%	128 67%	219 71%or	80 65%	86 59%	16 60%	39 64%	55 58%	8 50%	21 67%	209 61%	342 73%Tu	147 58%	415 72%Tw
Don't know	66 7%v	11 5%	4 4%	7 9%	-	44 7%	47 6%	7 4%	37 7%	11 6%	19 6%	7 6%	10 7%	2 6%	2 3%	4 4%	-	3 8%	21 6%	23 5%	14 5%	36 6%
Can't remember	10 1%	5 2%	2 3%	1 1%	2 6%	5 1%	10 1%	-	7 1%	3 2%	8 3%T	-	-	2 9%	-	-	-	-	3 1%	6 1%	2 1%	5 1%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 49
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Identity fraud
Base: All who have engaged with online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income						Any impacting/ limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	958	950	26	620	192	113	37	452	352	102	11	330	628	199	248	238	127	70	22	326	607	183	537	177
Weighted base	958	950	23**	611	199	117	34*	454	346	106	14**	345	613	200	239	236	133	67	23**	320	610	192	531	169
Effective base	914	906	25	593	183	107	36	430	338	98	10	318	597	191	237	227	121	68	21	311	579	177	509	172
Yes	226	223	5	135	55	29	4	115	73	28	3	88	138	39	62	56	30	17	5	83	141	49	123	37
	24%	24%	22%	22%	28%	24%	11%	25%	21%	27%	25%	25%	23%	20%	26%	24%	23%	26%	22%	26%	23%	26%	23%	22%
No	657	653	16	430	128	81	27	305	248	69	8	235	421	140	155	164	93	47	17	206	428	126	363	121
	69%	69%	68%	70%	64%	69%	79%	67%	72%	65%	57%	68%	69%	70%	65%	69%	70%	70%	75%	64%	70%	66%	68%	72%
Don't know	66	64	2	39	15	7	3	30	22	7	3	18	48	19	19	13	8	3	1	27	36	16	37	10
	7%a	7%	9%	6%	7%	6%	10%	7%	6%	6%	18%	5%	8%	10%	8%	6%	6%	4%	3%	8%	6%	8%	7%	6%
Can't remember	10	10	-	7	2	1	-	5	4	2	-	5	6	1	4	3	2	-	-	5	6	1	8	1
	1%	1%	-	1%	1%	1%	-	1%	1%	2%	-	1%	1%	1%	2%	1%	2%	-	-	1%	1%	*	2%	1%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 50
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Computer software service fraud or ransomware scam
Base: All who have engaged with online fraud or scams

	Gender		Age										SEG						Ethnicity					Q4. Personally know other victims		
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	958	532	419	68	195	189	184	151	116	55	263	373	322	273	275	209	194	548	403	793	159	31	93	29	539	355
Weighted base	958	488	463	108	199	182	189	127	99	53	308	372	279	288	261	197	207	549	403	780	172	34*	102	30**	548	347
Effective base	914	506	407	67	194	185	182	148	114	53	250	366	313	257	265	203	187	520	388	758	152	29	89	28	513	342
Yes	356	191	161	40	65	77	75	48	31	20	105	152	99	110	96	73	73	207	146	273	82	17	53	9	233	102
	37%vD	39%	35%	37%	32%	42%	40%	38%	31%	38%	34%	41%	35%	38%	37%	37%	35%	38%	36%	35%	48%Tv	49%	52%Tv	30%	43%TD	29%
No	507	251	254	53	117	85	99	66	63	23	171	184	153	146	139	110	110	285	220	428	74	12	41	19	264	213
	53%wyC	51%	55%	49%	59%h	47%	52%	52%	64%Thl	44%	55%	49%	55%	51%	53%	56%	53%	52%	55%	55%Twy	43%	35%	40%	61%	48%	61%TC
Don't know	70	34	35	8	10	15	13	11	5	8	18	28	24	19	22	12	15	41	27	57	12	5	5	3	37	25
	7%	7%	8%	7%	5%	8%	7%	9%	5%	15%Tgk	6%	8%	9%	7%	9%	6%	7%	8%	7%	7%	7%	14%	5%	5%	9%	7%
Can't remember	21	12	9	3	6	5	3	2	1	1	9	8	4	9	4	2	7	12	9	17	4	1	3	-	10	7
	2%	2%	2%	3%	3%	3%	2%	1%	1%	2%	3%	2%	1%	3%	1%	1%	3%	2%	2%	2%	2%	2%	3%	-	2%	2%
Prefer not to say	5	1	4	4	1	-	-	-	-	-	5	-	-	4	-	-	1	4	1	5	-	-	-	-	5	-
	*	*	1%	3%Thi	1%	-	-	-	-	-	2%Tno	-	-	1%	-	-	1%	1%	*	1%	-	-	-	-	1%	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 51
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Computer software service fraud or ransomware scam
Base: All who have engaged with online fraud or scams

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication							
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software service fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)		
Unweighted base	958	103	131	28	112	75	118	32	33	44	139	112	41	369	89	398	55	44	87	74	56	389	25	438	92	40
Weighted base	958	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*		
Effective base	914	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37		
Yes	356 37% _j	31 31%	43 33%	9 32%	34 31%	25 35% _j	118 100% _{Tabdegh} ijk	8 25%	16 51% _{adgj}	14 32%	31 22%	16 36%	143 38%	33 36%	168 44% _T	22 41%	32 34%	23 33%	25 45%	156 40%	9 34%	162 37%	38 43%	21 49%		
No	507 53% _{fz}	64 62% _{Tf}	67 52% _f	16 57%	66 60% _f	40 56% _f	-	22 69% _f	16 49% _f	23 51% _f	101 72% _{Tbefhik}	21 47% _f	200 53%	52 57%	177 47%	26 46%	55 59%	38 52%	27 49%	191 49%	14 53%	244 56% _z	41 47%	13 31%		
Don't know	70 7% _{fx}	7 7% _f	10 8% _f	2 7%	8 8% _f	4 6% _f	-	2 7% _f	-	5 10% _f	7 5% _f	2 5% _f	24 6%	4 4%	28 7%	2 4%	3 3%	9 12% _s	3 6%	25 7%	1 6%	24 5%	5 6%	5 12%		
Can't remember	21 2%	-	10 8% _{Tadj}	1 4%	2 2%	2 3%	-	-	-	1 3%	1 1%	3 8% _{Tafj}	10 3%	2 2%	7 2%	3 6%	3 3%	2 3%	-	10 3%	2 8%	8 2%	3 3%	3 8% _{Tx}		
Prefer not to say	5 *	-	-	-	-	-	-	-	-	2 4% _{Tabdf}	1 1%	2 4% _{Tbf}	2 *	-	-	2 3% _T	-	-	-	4 1%	-	1 *	-	-		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 52
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Computer software service fraud or ransomware scam
Base: All who have engaged with online fraud or scams

	Q19. Money lost						Q21. Action taken					Q23. Result of reporting						Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards		
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	958	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	958	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	914	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
Yes	356 37%	80 37%	32 35%	33 40%	10 33%	273 41%T	294 41%T	57 38%	205 41%T	72 38%	123 40%	59 47%T	60 41%	6 22%	25 41%	38 40%	7 47%	11 34%	160 47%TV	165 35%	116 46%Tx	209 36%
No	507 53%gikuw	115 53%	52 56%	43 52%	15 49%	334 50%	363 50%	79 53%	244 49%	97 51%	152 49%	56 45%	78 53%	15 55%	33 53%	50 53%	7 47%	18 57%	155 45%	260 55%U	109 43%	321 56%Tw
Don't know	70 7%ox	13 6%	4 4%	4 5%	3 9%	45 7%	50 7%	7 5%	37 7%	15 8%	27 9%o	7 5%	5 3%	2 7%	2 3%	7 7%	-	1 3%	21 6%	28 6%	20 8%	32 6%
Can't remember	21 2%	8 4%	4 4%	2 2%	3 9%	13 2%	16 2%	5 3%	12 2%	8 4%	6 2%	1 1%	4 3%	2 9%	-	-	1 6%	2 6%r	4 1%	13 3%	8 3%	12 2%
Prefer not to say	5 -	3 1%	1 1%	-	-	2 -	3 -	2 1%	3 1%	-	-	1 1%	-	2 7%	2 3%Tmo	-	-	-	2 1%	3 1%	2 1%	3 -

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 53
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Computer software service fraud or ransomware scam
Base: All who have engaged with online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income						Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	958	950	26	620	192	113	37	452	352	102	11	330	628	199	248	238	127	70	22	326	607	183	537	177
Weighted base	958	950	23**	611	199	117	34*	454	346	106	14**	345	613	200	239	236	133	67	23**	320	610	192	531	169
Effective base	914	906	25	593	183	107	36	430	338	98	10	318	597	191	237	227	121	68	21	311	579	177	509	172
Yes	356 37%	353 37%	5 22%	225 37%	72 36%	50 43%	13 38%	155 34%	127 37%	54 51%Tjk	5 36%	130 38%	225 37%	76 38%	89 37%	83 35%	45 34%	26 38%	12 53%	112 35%	231 38%	68 35%	198 37%	63 37%
No	507 53%l	504 53%	14 59%	327 53%	107 54%	59 50%	20 59%l	245 54%l	192 56%l	41 39%	6 45%	180 52%	327 53%	100 50%	124 52%	131 56%	76 58%	37 55%	10 43%	171 53%	326 53%	103 54%	278 52%	92 54%
Don't know	70 7% _s	69 7%	3 15%	45 7%	15 7%	4 3%	1 3%	42 9%T	20 6%	4 4%	3 18%	23 7%	46 8%	20 10% _s	20 9% _s	14 6%	4 3%	3 5%	1 3%	28 9%	37 6%	17 9%	37 7%	9 5%
Can't remember	21 2%	21 2%	1 4%	13 2%	4 2%	3 3%	- -	12 3%	5 2%	4 4%	- -	12 3%	10 2%	3 2%	6 2%	6 3%	5 4%	1 1%	- -	10 3%	11 2%	2 1%	14 3%	5 3%
Prefer not to say	5 *a	4 *	- -	2 *	1 1%	2 1%	- -	1 *	2 2%	- -	- -	5 1%	- -	1 1%	- -	2 1%	2 1%	- -	- -	- -	5 1%	2 1%	3 1%	- -

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 54
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Psychic or clairvoyant scam
Base: All who have engaged with online fraud or scams

	Gender		Age										SEG						Ethnicity				Q4. Personally know other victims			
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	958	532	419	68	195	189	184	151	116	55	263	373	322	273	275	209	194	548	403	793	159	31	93	29	539	355
Weighted base	958	488	463	108	199	182	189	127	99	53	308	372	279	288	261	197	207	549	403	780	172	34*	102	30**	548	347
Effective base	914	506	407	67	194	185	182	148	114	53	250	366	313	257	265	203	187	520	388	758	152	29	89	28	513	342
Yes	170	72	95	13	35	31	41	28	13	9	48	71	50	44	34	41	50	78	91	127	43	10	29	4	120	42
	18% ^a qtvD	15%	21% ^{Ta}	12%	18%	17%	21%	22%	13%	17%	16%	19%	18%	15%	13%	21% ^q	24% ^{Tpq}	14%	23% ^{Tt}	16%	25% ^{Tv}	29%	28% ^{Tv}	13%	22% ^{TD}	12%
No	730	379	347	85	149	139	137	94	85	41	233	276	220	222	210	148	145	433	292	603	120	23	69	23	396	285
	76% ^{su} C	78%	75%	78%	75%	76%	72%	74%	86% ^{Tghij}	79%	78%	74%	79%	77%	81% ^{Ts}	75%	70%	79% ^{Tu}	73%	77% ^y	70%	67%	68%	75%	72%	82% ^{TC}
Don't know	33	26	6	7	9	7	8	2	-	-	16	15	2	12	12	6	3	24	9	27	6	2	2	3	17	15
	3% ^{bb} ko	5% ^{Tb}	1%	7% ^k	5% ^k	4% ^k	4% ^k	2%	-	-	5% ^o	4% ^o	1%	4%	5%	3%	1%	4%	2%	4%	3%	4%	5%	2%	9%	3%
Can't remember	25	10	15	3	6	6	4	3	1	2	10	10	6	9	5	2	9	14	11	23	3	-	2	1	15	5
	3%	2%	3%	3%	3%	3%	2%	2%	1%	4%	3%	3%	2%	3%	2%	1%	4%	3%	3%	3%	2%	-	2%	3%	3%	1%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 55
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Psychic or clairvoyant scam
Base: All who have engaged with online fraud or scams

	Q6b. Most recent scam/fraud experienced												Q10. Device used			Q12. Promoted content		Q13. Personal connection			Q16. Multiple channels of communication			
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	958	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	958	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	914	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
Yes	170 18%dj	18 17%	30 23%dj	7 25%	10 9%	10 15%	16 14%	32 100%Tabdefthijk	5 16%	13 29%Tdfj	15 10%	7 15%	78 21%	17 19%	66 17%	15 27% ^s	12 13%	13 19%	11 19%	86 22%T	4 15%	84 19%	22 25%	12 29%
No	730 76%ginvy	80 78%g	91 70%g	20 72%	95 86%Tbgi	57 80%g	94 80%gi	-	26 81%g	28 63%g	121 86%Tbgi	33 75%g	279 74%	68 75%	296 78%	35 64%	74 80% ^r	53 73%	45 81%	278 72%	18 67%	335 76% ^y	58 66%	27 63%
Don't know	33 3%lx	3 3%	3 2%	1 3%	3 2%	3 4%	4 3%	-	1 3%	1 2%	2 1%	1 3%	7 2%	3 4%	11 3%	3 5%	4 4%	2 3%	-	8 2%	1 6%	9 2%	7 8%Tx	1 3%
Can't remember	25 3%	2 2%	6 4%	-	3 3%	1 2%	4 3%	-	-	2 5%	3 2%	3 6%	14 4%	2 2%	7 2%	2 4%	3 3%	3 5%	-	13 3%	3 12%	11 2%	1 1%	2 4%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 56
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Psychic or clairvoyant scam
Base: All who have engaged with online fraud or scams

	Q19. Money lost						Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards		
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	958	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	958	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	914	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
Yes	170 18% vx	40 18%	17 18%	13 16%	7 23%	129 19% T	144 20% T	24 16%	102 20% T	37 19%	54 17%	29 23%	33 22% r	9 32%	16 27% r	12 13%	4 27%	5 17%	87 25% Tv	66 14%	69 27% Tx	90 16%
No	730 76% iuv	164 75%	69 74%	63 77%	20 68%	504 76%	540 74%	120 80%	369 74%	143 75%	239 77%	89 72%	107 73%	15 55%	42 68%	78 83% oq	10 68%	25 77%	242 71%	373 79% Tu	169 66%	455 79% Tw
Don't know	33 3% gmux	10 4%	4 4%	5 6% g	1 3%	13 2%	21 3%	3 2%	17 3%	6 3%	4 1%	4 3%	4 2%	2 9%	3 5%	3 3%	1 5%	1 3%	5 2%	17 4%	10 4%	14 2%
Can't remember	25 3%	6 3%	3 3%	1 1%	2 6%	20 3%	22 3%	4 2%	14 3%	5 2%	12 4%	2 2%	4 3%	1 4%	-	1 1%	-	1 2%	7 2%	14 3%	6 2%	17 3%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x

Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 57
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Psychic or clairvoyant scam
Base: All who have engaged with online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income						Any impacting/ limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	958	950	26	620	192	113	37	452	352	102	11	330	628	199	248	238	127	70	22	326	607	183	537	177
Weighted base	958	950	23**	611	199	117	34*	454	346	106	14**	345	613	200	239	236	133	67	23**	320	610	192	531	169
Effective base	914	906	25	593	183	107	36	430	338	98	10	318	597	191	237	227	121	68	21	311	579	177	509	172
Yes	170 18%wz	168 18%	3 13%	98 16%	41 21%	24 21%	6 17%	79 17%	53 15%	28 27%Tjk	3 21%	68 20%	101 17%	52 26%Tqrst	43 18%	34 14%	17 13%	9 13%	6 26%	81 25%Tw	84 14%	47 25%Tyz	92 17%	20 12%
No	730 76%lnpx	727 77%T	20 84%	483 79%TI	138 69%	86 74%	27 80%	348 77%l	274 79%l	69 65%	9 68%	249 72%	481 78%Tn	136 68%	183 76%	187 79%p	107 80%p	56 83%p	16 71%	218 68%	491 80%Tv	131 68%	408 77%x	139 82%Tx
Don't know	33 3%a	31 3%	-	16 3%	11 5%	5 4%	1 3%	17 4%	7 2%	6 6%k	2 11%	14 4%	19 3%	5 3%	5 2%	11 4%	5 4%	2 2%	1 3%	12 4%	20 3%	5 3%	17 3%	6 4%
Can't remember	25 3%o	24 3%	1 3%	14 2%	9 5%	2 1%	-	11 2%	12 4%	3 3%	-	14 4%	12 2%	7 3%	8 3%	6 2%	4 3%	1 1%	-	9 3%	15 3%	8 4%	14 3%	3 2%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 58
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Holiday scam
 Base: All who have engaged with online fraud or scams

	Gender		Age										SEG						Ethnicity				Q4. Personally know other victims			
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	958	532	419	68	195	189	184	151	116	55	263	373	322	273	275	209	194	548	403	793	159	31	93	29	539	355
Weighted base	958	488	463	108	199	182	189	127	99	53	308	372	279	288	261	197	207	549	403	780	172	34*	102	30**	548	347
Effective base	914	506	407	67	194	185	182	148	114	53	250	366	313	257	265	203	187	520	388	758	152	29	89	28	513	342
Yes	168 17% kakD	70 14%	95 21% Ta	11 10%	45 23% Ttk	33 18%	33 18%	27 21% fk	11 11%	7 12%	56 18%	67 18%	44 16%	43 15%	49 19%	35 18%	39 19%	92 17%	75 18%	129 17%	36 21%	4 13%	26 25% Tv	5 16%	111 20% TD	44 13%
No	711 74% byC	385 79% Tb	321 69%	84 77%	139 70%	129 71%	143 75%	92 72%	83 84% Tghj	42 80%	222 72%	272 73%	217 78%	223 77%	195 75%	144 73%	146 71%	417 76%	290 72%	587 75% y	119 69%	26 78%	65 64%	25 81%	389 71%	280 81% TC
Don't know	64 7%	28 6%	36 8%	7 6%	13 7%	18 10% Tk	11 6%	7 5%	3 3%	4 7%	20 7%	30 8%	14 5%	16 6%	15 6%	14 7%	17 8%	31 6%	31 8%	53 7%	11 6%	2 7%	8 8%	-	38 7%	18 5%
Can't remember	14 1% qv	6 1%	9 2%	5 5%	2 1%	2 1%	2 1%	2 1%	2 2%	-	7 2%	4 1%	3 1%	5 2%	1 *	3 2%	5 2%	6 1%	8 2%	8 1%	6 3% Tv	1 3%	3 3%	1 3%	10 2%	3 1%
Prefer not to say	2 *	-	2 *	2 2% T	-	-	-	-	-	-	2 1%	-	-	-	2 1%	-	-	2 *	-	2 *	-	-	-	-	-	2 *

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 59
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Holiday scam
Base: All who have engaged with online fraud or scams

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication					
	Total (T)	Romance or dating scam (a)	Investment pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	958	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	47	74	56	389	25	438	92	40
Weighted base	958	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	914	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
Yes	168 17%dn	12 12%	25 19%	7 26%	11 10%	9 13%	13 11%	4 13%	32 100%Tabdefg ijk	10 23% d	22 15%	13 30%Tadefj	96 25% Tn	16 18%	48 13%	13 23%	22 23%	19 26%	14 25%	67 17%	4 14%	79 18%	19 22%	10 24%
No	711 74%hr	87 84% Tbhik	91 70% h	19 70%	94 85% Tbhik	57 80% hk	89 76% h	23 71% h	- 68% h	30 68% h	110 78% hk	28 62% h	258 68% h	63 70% h	304 80% Tlm	32 58% h	64 68% h	49 68% h	41 74% h	298 77% h	19 70% h	332 76% h	63 72% h	28 64% h
Don't know	64 7%vx	3 3%	11 8%	1 3%	3 3%	4 6%	12 10% ad	2 6%	- 5%	2 5%	8 5%	3 7%	19 5%	8 8%	26 7%	8 14% Tt	5 5%	2 3%	1 2%	14 4%	2 8%	21 5%	5 6%	2 5%
Can't remember	14 1%	1 1%	3 2%	-	2 2%	1 1%	1 1%	3 10% Tabdefjk	-	2 4%	1 1%	-	6 2%	2 2%	3 1%	3 5%	3 3%	2 3%	-	7 2%	2 8%	7 2%	1 1%	1 3%
Prefer not to say	2 *	-	-	-	-	-	2 1% T	-	-	-	-	-	-	2 2% Tln	-	-	-	-	-	-	-	-	-	2 4% Tx

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 60
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Holiday scam
Base: All who have engaged with online fraud or scams

	Q19. Money lost					Q21. Action taken					Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards		
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	958	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	958	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	914	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
Yes	168 17%	37 17%	17 18%	15 18%	5 16%	129 19%T	138 19%T	28 19%	95 19%	43 22%T	50 16%	33 26%Tmr	36 25%Tmr	6 22%	13 21%	13 13%	5 32%	5 14%	83 24%Tv	71 15%	64 25%Tx	96 17%
No	711 74%ouw	162 74%	68 73%	62 76%	20 66%	488 73%	533 73%	110 73%	362 72%	134 70%	239 77%oq	87 70%	96 65%	17 65%	39 64%	73 77%o	10 63%	24 74%	235 69%	361 77%Tu	170 67%	440 76%w
Don't know	64 7%	12 6%	6 6%	4 5%	3 9%	42 6%	44 6%	9 6%	34 7%	12 6%	15 5%	4 3%	11 8%	2 7%	5 9%	6 7%	1 5%	4 12%	16 5%	29 6%	14 5%	33 6%
Can't remember	14 1%g	8 4%Tg	2 3%	1 1%	3 9%	7 1%	11 1%	4 3%	9 2%	2 1%	5 1%	-	2 1%	2 7%	4 7%Tmno	2 3%	-	-	7 2%	5 1%	6 2%	6 1%
Prefer not to say	2 *	-	-	-	-	2 *	2 *	-	2 *	-	-	-	2 1%T	-	-	-	-	-	-	2 *	-	2 *

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 61
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Holiday scam
Base: All who have engaged with online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income						Any impacting/ limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	958	950	26	620	192	113	37	452	352	102	11	330	628	199	248	238	127	70	22	326	607	183	537	177
Weighted base	958	950	23**	611	199	117	34*	454	346	106	14**	345	613	200	239	236	133	67	23**	320	610	192	531	169
Effective base	914	906	25	593	183	107	36	430	338	98	10	318	597	191	237	227	121	68	21	311	579	177	509	172
Yes	168 17% _o	166 18%	1 3%	109 18%	39 20%	18 15%	5 14%	83 18%	54 16%	21 20%	2 18%	75 22% _{To}	92 15%	32 16%	52 22% _T	40 17%	24 18%	11 17%	3 15%	62 19%	100 16%	42 22%	95 18%	25 15%
No	711 74% _{nq}	706 74%	19 82%	455 74%	141 71%	92 78%	28 84%	332 73%	266 77%	73 69%	10 71%	241 70%	469 77% _{Tn}	151 75%	164 68%	176 74%	102 77%	52 77%	18 78%	232 72%	461 76%	134 70%	391 74%	131 77%
Don't know	64 7% _a	62 6%	4 15%	38 6%	14 7%	6 5%	1 2%	31 7%	22 6%	9 8%	2 11%	22 6%	42 7%	12 6%	21 9% _s	16 7%	4 3%	5 7%	1 3%	19 6%	42 7%	12 6%	36 7%	11 7%
Can't remember	14 1%	14 2%	-	9 2%	5 3%	-	-	7 1%	4 1%	4 3%	-	7 2%	8 1%	4 2%	3 1%	5 2%	3 2%	-	1 4%	6 2%	7 1%	3 2%	8 2%	3 2%
Prefer not to say	2 *	2 *	-	-	-	2 1% _{Te}	-	2 *	-	-	-	-	2 *	2 1%	-	-	-	-	-	2 1%	-	2 1% _y	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 62
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Health or medical scam
Base: All who have engaged with online fraud or scams

	Gender		Age											SEG						Ethnicity					Q4. Personally know other victims	
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	958	532	419	68	195	189	184	151	116	55	263	373	322	273	275	209	194	548	403	793	159	31	93	29	539	355
Weighted base	958	488	463	108	199	182	189	127	99	53	308	372	279	288	261	197	207	549	403	780	172	34*	102	30**	548	347
Effective base	914	506	407	67	194	185	182	148	114	53	250	366	313	257	265	203	187	520	388	758	152	29	89	28	513	342
Yes	234 24%D	113 23%	119 26%	16 15%	51 25%	41 23%	54 28%f	35 28%f	19 19%	19 36%fk	67 22%	95 25%	73 26%	72 25%	54 21%	42 21%	63 31%Tqr	126 23%	105 26%	184 24%	50 29%	12 34%	30 29%	7 22%	141 26%	71 20%
No	663 69% ^s	344 70%	316 68%	81 75%	135 68%	127 70%	126 66%	87 68%	75 75%	32 62%	216 70%	253 68%	194 69%	198 69%	189 72% ^s	144 73% ^s	129 62%	387 70%	273 68%	547 70%	110 64%	19 57%	63 62%	24 78%	376 69%	255 74% ^T
Don't know	41 4%	20 4%	20 4%	6 6%	8 4%	11 6%	8 4%	3 2%	3 3%	1 3%	14 5%	19 5%	8 3%	11 4%	13 5%	9 4%	8 4%	24 4%	17 4%	33 4%	7 4%	3 9%	4 4%	-	24 4%	12 3%
Can't remember	19 2%	11 2%	8 2%	5 5%	4 2%	3 2%	2 1%	2 2%	-	-	9 3%	5 1%	5 2%	6 2%	5 2%	2 1%	6 3%	11 2%	8 2%	14 2%	5 3%	-	5 5%	-	7 1%	8 2%
Prefer not to say	1 *	1 *	-	-	1 1%	-	-	-	-	-	1 *	-	-	-	-	-	1 *	-	1 *	1 *	-	-	-	-	-	1 *

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 63
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Health or medical scam
Base: All who have engaged with online fraud or scams

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication					
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	958	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	44	74	56	389	25	438	92	40
Weighted base	958	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	914	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
Yes	234 24% ^{de}	21 21% ^{ce}	36 28% ^{de}	9 31%	16 14%	6 9%	33 28% ^{de}	11 35% ^{deh}	4 12%	44 100% ^{Tabdefg}	31 22% ^{ee}	11 26% ^{ce}	100 26%	23 25%	104 27%	10 19%	18 19%	18 24%	11 19%	96 25%	6 22%	101 23%	23 26%	9 21%
No	663 69% ^{ei}	77 75% ^{ei}	85 65% ^{ei}	17 60%	91 82% ^{Tbfgi}	58 81% ^{Tbfgi}	78 67% ^{ei}	20 63% ^{ei}	25 79% ^{ei}	-	107 76% ^{ei}	32 72% ^{ei}	263 69%	61 68%	257 68%	40 73%	71 76%	51 71%	44 79%	270 70%	18 69%	323 74% ^{Ty}	54 61%	28 65%
Don't know	41 4% ^{jrnx}	1 1%	5 4%	1 3%	3 3%	5 8% ^{aj}	4 3%	1 3%	2 6%	-	2 1%	-	12 3%	4 5%	10 3%	2 4%	3 3%	1 2%	1 2%	12 3%	-	10 2%	6 7% ^x	1 3%
Can't remember	19 2% ^x	3 3%	4 3%	2 6%	2 2%	2 2%	2 2%	-	1 3%	-	1 1%	1 3%	4 1%	2 2%	9 2%	3 5%	2 2%	2 3%	-	7 2%	3 10%	4 1%	5 5% ^{Tx}	5 10% ^{Tx}
Prefer not to say	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 64
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Health or medical scam
Base: All who have engaged with online fraud or scams

	Q19. Money lost						Q21. Action taken					Q23. Result of reporting					Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards			
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	958	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	958	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	914	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
Yes	234 24%	50 23%	22 24%	21 25%	5 15%	185 28%T	196 27%T	35 23%	134 27%	56 29%	77 25%	37 30%	45 30%r	8 28%	21 35%r	17 18%	3 19%	8 25%	102 30%T	111 24%	79 31%Tx	140 24%
No	663 69%ikw	156 71%	66 71%	57 69%	22 73%	450 67%	487 67%	111 74%	332 66%	127 67%	217 70%	81 65%	94 64%	18 65%	37 60%	71 75%oq	10 69%	22 70%	230 67%	331 71%	162 64%	410 71%w
Don't know	41 4%gux	6 3%	2 3%	3 4%	1 3%	22 3%	27 4%	3 2%	23 5%	4 2%	9 3%	5 4%	3 2%	1 3%	2 3%	5 6%	1 6%	1 3%	9 3%	15 3%	10 4%	15 3%
Can't remember	19 2%u	7 3%	2 2%	1 1%	3 9%	11 2%	16 2%	2 1%	12 2%	4 2%	6 2%	1 1%	5 4%	1 4%	2 3%	1 1%	1 6%	1 2%	1 *	12 3%u	3 1%	12 2%
Prefer not to say	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 65
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Health or medical scam
Base: All who have engaged with online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income						Any impacting/ limiting conditions		Financial vulnerability			
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)	
Unweighted base	958	950	26	620	192	113	37	452	352	102	11	330	628	199	248	238	102	127	70	22	326	607	183	537	177
Weighted base	958	950	23**	611	199	117	34*	454	346	106	14**	345	613	200	239	236	133	67	23**	320	610	192	531	169	
Effective base	914	906	25	593	183	107	36	430	338	98	10	318	597	191	237	227	121	68	21	311	579	177	509	172	
Yes	234 24%	233 25%	6 27%	148 24%	55 28%	21 18%	7 22%	99 22%	86 25%	37 35%Tjk	2 14%	85 25%	149 24%	52 26%	61 25%	54 23%	26 20%	17 25%	5 24%	89 28%	141 23%	48 25%	128 24%	39 23%	
No	663 69%lv	658 69%	16 70%	425 69%	131 66%	88 75%	25 75%	320 70%l	244 71%l	62 58%	9 68%	238 69%	425 69%	132 66%	158 66%	169 71%	106 80%Tpq	48 72%	16 72%	204 64%	439 72%Tv	126 66%	373 70%	125 74%	
Don't know	41 4% _s	40 4%	1 3%	29 5%	6 3%	4 3%	1 3%	22 5%	9 3%	6 6%	3 18%	16 5%	25 4%	11 6% _s	14 6% _s	8 3%	1 1%	2 4%	1 3%	14 4%	24 4%	12 6%	19 4%	5 3%	
Can't remember	19 2% _w	19 2%	-	9 2%	6 3%	4 3%	-	12 3%	6 2%	1 1%	-	6 2%	13 2%	4 2%	8 3% _s	6 2%	-	-	-	13 4% _{Tw}	6 1%	6 3% _z	10 2%	-	
Prefer not to say	1 *	-	-	-	1 1%	-	-	1 *	-	-	-	1 *	-	-	-	-	-	-	-	1 *	-	-	-	-	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 66
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Counterfeit goods scam
 Base: All who have engaged with online fraud or scams

	Gender		Age										SEG							Ethnicity					Q4. Personally know other victims	
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	958	532	419	68	195	189	184	151	116	55	263	373	322	273	275	209	194	548	403	793	159	31	93	29	539	355
Weighted base	958	488	463	108	199	182	189	127	99	53	308	372	279	288	261	197	207	549	403	780	172	34*	102	30**	548	347
Effective base	914	506	407	67	194	185	182	148	114	53	250	366	313	257	265	203	187	520	388	758	152	29	89	28	513	342
Yes	402 42%klovD	206 42%	193 42%	36 34%	92 46%kl	98 54%Tjkl	88 47%kl	49 39%l	27 27%	12 22%	128 42%o	187 50%Tmo	88 31%	121 42%	97 37%	93 47%q	88 43%	218 40%	181 45%	310 40%	89 52%Tv	23 67%	52 51%v	9 30%	267 49%TD	110 32%
No	481 50%hnuwC	245 50%	232 50%	58 54%h	92 46%	71 39%	85 45%	73 57%ghi	66 66%Tghi	36 68%Tghi	151 49%	155 42%	175 63%Tmn	152 53%	141 54%	92 47%	93 45%	293 53%Tu	185 46%	407 52%Tw	71 41%	10 28%	42 42%	18 60%	240 44%	214 62%TC
Don't know	53 6%	24 5%	30 6%	10 9%	10 5%	8 5%	14 8%	4 3%	4 4%	4 7%	20 6%	23 6%	11 4%	10 4%	18 7%	10 5%	16 8%	28 5%	26 6%	45 6%	7 4%	2 5%	4 4%	2 6%	27 5%	17 5%
Can't remember	22 2%	13 3%	9 2%	3 3%	6 3%	5 3%	2 1%	2 1%	3 3%	1 3%	9 3%	7 2%	6 2%	4 1%	6 2%	3 1%	9 4%T	10 2%	12 3%	18 2%	4 2%	-	3 3%	1 3%	15 3%	5 1%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 67
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Counterfeit goods scam
Base: All who have engaged with online fraud or scams

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication					
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	958	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	958	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	914	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
Yes	402 42%adfn	30 29%	60 46%adf	7 27%	27 24%	27 38%cd	37 32%	11 33%	19 58%adflk	15 34%	141 100%Tabdefg hik	13 29%	200 53%Tmn	31 34%	144 38%	28 51%	50 54%T	38 53%T	24 43%	160 41%	15 58%	204 47%Ty	30 34%	13 31%
No	481 50%jls	65 64%Tbhj	59 45%j	17 63%	80 72%Tbehij	39 54%j	72 61%Tbhj	20 63%hj	11 36%j	23 52%j	-	26 58%j	156 41%	50 56%l	209 55%TI	22 40%	33 36%	28 39%	30 54%	201 52%	8 30%	212 48%	49 55%	21 48%
Don't know	53 6%jlx	4 4%j	7 5%j	2 7%	3 3%	3 4%j	7 6%j	1 3%j	1 3%j	3 7%j	-	3 7%j	10 3%	7 8%l	23 6%l	1 1%	5 5%	5 7%	-	18 5%	3 12%	15 3%	5 6%	6 14%Tx
Can't remember	22 2%	3 3%	4 3%j	1 4%	2 1%	2 3%j	1 1%	-	1 3%j	3 7%Tfj	-	3 6%j	13 3%	2 3%	5 1%	4 7%TI	4 5%	-	1 2%	7 2%	-	8 2%	4 4%	3 7%Tx
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 68
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Counterfeit goods scam
Base: All who have engaged with online fraud or scams

	Q19. Money lost						Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards		
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	958	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	958	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	914	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
Yes	402 42%	105 48%	54 59% ^{Tag}	36 44%	9 29%	297 44% ^T	322 44% ^T	72 48%	234 47% ^T	89 46%	131 42%	65 52% ^T	62 42%	15 54%	31 50%	45 47%	7 44%	12 38%	177 52% ^{Tv}	197 42%	124 49% ^T	253 44%
No	481 50% ^{abknuw}	97 44% ^b	31 34%	42 51% ^b	16 55%	326 49% ^b	356 49% ^k	67 45%	230 46%	91 47%	163 53% ⁿ	51 41%	71 48%	10 37%	28 46%	44 47%	7 49%	15 47%	143 42%	242 52% ^u	112 44%	286 50%
Don't know	53 6% ^{gilmvx}	11 5%	4 5%	2 3%	2 8%	29 4%	29 4%	10 7% ^l	22 4%	4 2%	11 3%	3 3%	6 4%	- 3%	2 3%	3 4%	- -	3 9%	13 4%	18 4%	11 4%	24 4%
Can't remember	22 2%	7 3%	2 3%	2 2%	3 9%	15 2%	20 3%	2 1%	15 3%	8 4%	5 2%	5 4%	8 5% tm	2 9%	1 2%	2 2%	1 6%	2 6%	9 3%	12 3%	7 3%	14 2%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 69
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Counterfeit goods scam
Base: All who have engaged with online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income						Any impacting/ limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	958	950	26	620	192	113	37	452	352	102	11	330	628	199	248	238	127	70	22	326	607	183	537	177
Weighted base	958	950	23**	611	199	117	34*	454	346	106	14**	345	613	200	239	236	133	67	23**	320	610	192	531	169
Effective base	914	906	25	593	183	107	36	430	338	98	10	318	597	191	237	227	121	68	21	311	579	177	509	172
Yes	402 42%	397 42%	4 19%	259 42%	87 44%	49 42%	10 31%	178 39%	151 44%	54 51%ij	6 41%	155 45%	247 40%	83 41%	101 42%	100 42%	60 45%	29 43%	8 36%	144 45%	244 40%	85 44%	226 43%	67 40%
No	481 50%v	480 50%T	18 77%	307 50%	93 47%	61 52%	21 61%	231 51%	178 51%	45 42%	7 48%	162 47%	319 52%	102 51%	116 48%	123 52%	65 49%	32 48%	14 60%	146 45%	326 53%Tv	92 48%	265 50%	90 53%
Don't know	53 6%ak	51 5%	-	33 5%	15 8%	4 3%	1 3%	35 8%Tk	10 3%	4 4%	2 11%	17 5%	36 6%	12 6%	13 5%	13 6%	4 3%	4 6%	1 3%	23 7%	28 5%	11 6%	28 5%	8 5%
Can't remember	22 2%ar	22 2%	1 4%	14 2%	3 1%	4 4%	2 5%	10 2%	7 2%	2 2%	-	11 3%	11 2%	3 2%	10 4%Tr	1 *	4 3%r	2 3%r	-	8 2%	12 2%	3 2%	12 2%	4 2%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 70
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Fake employment scam
Base: All who have engaged with online fraud or scams

	Gender		Age										SEG						Ethnicity					Q4. Personally know other victims		
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	958	532	419	68	195	189	184	151	116	55	263	373	322	273	275	209	194	548	403	793	159	31	93	29	539	355
Weighted base	958	488	463	108	199	182	189	127	99	53	308	372	279	288	261	197	207	549	403	780	172	34*	102	30**	548	347
Effective base	914	506	407	67	194	185	182	148	114	53	250	366	313	257	265	203	187	520	388	758	152	29	89	28	513	342
Yes	285	131	153	23	63	64	62	44	19	10	86	126	73	79	78	61	63	157	125	215	66	16	34	13	169	93
	30%akv	27%	33%a	21%	32%k	35%k	33%k	35%k	19%	19%	28%	34%To	26%	28%	30%	31%	31%	29%	31%	28%	38%Tv	47%	34%	42%	31%	27%
No	611	320	285	76	121	104	116	79	76	39	197	220	194	193	166	124	127	359	251	519	89	16	56	15	345	235
	64%hnw	66%	62%	70%	61%	57%	61%	62%	77%Tghij	75%h	64%	59%	70%Tn	67%	63%	63%	62%	65%	62%	67%Twy	52%	49%	55%	49%	63%	68%T
Don't know	47	28	18	6	11	12	10	2	3	3	17	22	8	11	14	11	10	25	21	36	11	2	7	2	26	15
	5%o	6%	4%	6%	5%	7%j	5%	2%	3%	6%	5%	6%	3%	4%	5%	2%	5%	4%	5%	5%	6%	5%	7%	6%	5%	4%
Can't remember	15	8	7	4	5	2	1	2	2	-	8	3	4	5	4	1	6	8	7	9	6	-	5	1	8	4
	2%v	2%	1%	3%	2%	1%	1%	2%	2%	-	3%	1%	1%	2%	1%	*	3%	2%	2%	1%	3%v	-	5%Tv	3%	2%	1%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 71
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Fake employment scam
Base: All who have engaged with online fraud or scams

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication					
	Total (T)	Romance or dating scam (a)	Investment , pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/ Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/ Prefer not to say (w)	No (x)	Yes (y)	Can't remember/ Prefer not to say (z)
Unweighted base	958	103	131	28	112	75	118	32	33	44	139	41	369	89	398	33	87	74	56	389	25	438	92	40
Weighted base	958	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	914	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
Yes	285 30%en	28 28%	46 35%def	8 27%	25 22%	14 20%	27 23%	14 44%def	9 27%	13 28%	40 28%	44 100%Tabdefg hij	151 40%Tmn	21 23%	100 26%	15 27%	30 32%	15 21%	16 29%	138 36%T	9 32%	135 31%	33 37%	13 31%
No	611 64%kly	70 68%k	73 56%k	17 63%	84 75%Tbgk	51 71%bk	81 69%bk	17 52%k	21 67%k	29 65%k	95 67%k	-	214 56%	62 68%	256 67%l	33 60%	58 62%	52 73%	38 69%	235 61%	15 56%	285 65%y	46 53%	26 59%
Don't know	47 5%lvx	2 2%	9 7%	2 7%	3 3%	4 5%	9 7%	1 4%	1 3%	3 6%	5 3%	-	10 3%	7 7%l	17 4%	3 6%	4 4%	5 7%	1 2%	8 2%	3 11%	11 2%	8 9%Tx	3 7%
Can't remember	15 2%	3 3%	3 2%	1 3%	-	3 4%cd	1 1%	-	1 3%	-	1 1%	-	4 1%	2 2%	8 2%	4 7%TI	2 2%	-	-	4 1%	-	7 2%	1 1%	1 2%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 72
Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?
Fake employment scam
Base: All who have engaged with online fraud or scams

	Q19. Money lost						Q21. Action taken					Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards	
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	958	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	958	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	914	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
Yes	285 30%rv	58 26%	24 26%	23 28%	9 30%	228 34%Ta	229 31%T	52 35%	164 33%	60 32%	96 31%r	43 35%r	44 30%r	14 50%	24 40%r	15 16%	5 35%	12 38%r	130 38%Tv	124 26%	99 39%Tx	163 28%
No	611 64%guw	143 65%	59 64%	53 65%	17 58%	408 61%	455 63%	90 60%	306 61%	119 62%	201 65%	75 61%	91 62%	12 46%	32 52%	72 76%Tmnoqt	9 59%	18 55%	197 58%	314 67%Tu	141 56%	382 66%w
Don't know	47 5%gmu	13 6%	9 10%Tg	4 5%	1 3%	23 3%	30 4%	7 5%	23 5%	7 4%	9 3%	5 4%	6 4%	1 4%	4 6%	6 6%	- -	1 3%	10 3%	22 5%	10 4%	24 4%
Can't remember	15 2%	5 2%	-	2 2%	3 9%	8 1%	12 2%	1 1%	9 2%	5 2%	3 1%	-	7 5%Tmn	-	1 2%	2 2%	1 6%	1 3%n	4 1%	8 2%	4 2%	7 1%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 73

Q6a. Have you ever experienced the following type of online fraud or scam in your lifetime?

Fake employment scam

Base: All who have engaged with online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income						Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	958	950	26	620	192	113	37	452	352	102	11	330	628	199	248	238	127	70	22	326	607	183	537	177
Weighted base	958	950	23**	611	199	117	34*	454	346	106	14**	345	613	200	239	236	133	67	23**	320	610	192	531	169
Effective base	914	906	25	593	183	107	36	430	338	98	10	318	597	191	237	227	121	68	21	311	579	177	509	172
Yes	285	282	5	170	71	37	4	118	113	39	7	115	170	72	69	72	29	25	4	104	174	66	154	47
	30%ijs	30%	20%	28%	36%e	31%	13%	26%	33%ij	37%ij	53%	33%	28%	36%Ts	29%	31%	22%	37%st	18%	33%	28%	34%	29%	28%
No	611	608	19	402	114	74	27	303	218	58	5	204	407	110	153	151	99	39	18	194	400	112	342	113
	64%flnp	64%	80%	66%f	57%	63%	79%Tl	67%l	63%	54%	36%	59%	66%Tn	55%	64%	64%	75%Tppqr	58%	79%	61%	66%	58%	64%	67%
Don't know	47	45	-	28	13	4	2	25	10	8	2	19	28	15	9	12	4	3	1	16	29	12	24	8
	5%ak	5%	-	5%	7%	4%	6%	5%	3%	8%k	11%	5%	5%	8%	4%	5%	3%	5%	3%	5%	5%	6%	5%	5%
Can't remember	15	15	-	12	1	2	1	8	5	1	-	8	7	3	9	1	-	-	-	6	8	2	10	-
	2%	2%	-	2%	*	2%	3%	2%	1%	1%	-	2%	1%	1%	4%Trs	*	-	-	-	2%	1%	1%	2%	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 74
Q6b. Which of the following best describes your last experience?
Base: All who have experienced online fraud or scams

	Gender		Age										SEG						Ethnicity				Q4. Personally know other victims			
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	893	496	390	59	179	180	175	144	105	51	238	355	300	258	255	197	176	513	373	738	150	28	87	29	515	318
Weighted base	890	453	429	93	183	174	180	121	90	49*	276	354	260	269	243	186	186	512	372	725	160	30*	93	30**	522	309
Effective base	854	472	380	58	178	176	173	141	103	49	227	349	292	243	245	192	170	487	361	706	144	26	84	28	491	307
Counterfeit goods scam	141	65	75	15	40	30	26	16	11	2	55	56	29	41	37	36	25	78	61	108	31	8	20	1	96	38
	16%loD	14%	17%	17%	22%TI	17%I	14%	13%	12%	4%	20%o	16%	11%	15%	15%	19%	13%	15%	16%	15%	20%	26%	21%	4%	18%TD	12%
Investment, pension or 'get rich quick' scam	130	85	44	16	33	25	28	15	10	3	49	53	28	42	25	34	29	67	63	97	32	5	15	12	89	31
	15%boqD	19%Tb	10%	18%	18%	14%	16%	12%	11%	7%	18%o	15%	11%	16%	10%	18%q	15%	13%	17%	13%	20%v	16%	16%	39%	17%TD	10%
Computer software service fraud or ransomware scam	118	58	59	16	21	26	21	17	10	7	37	47	34	40	41	21	15	81	36	97	20	3	13	4	68	43
	13%su	13%	14%	17%	12%	15%	11%	14%	11%	14%	13%	13%	13%	15%S	17%S	11%	8%	16%Tu	10%	13%	13%	10%	14%	12%	13%	14%
Impersonation fraud	111	51	60	10	18	22	23	17	14	8	28	45	39	34	35	17	24	69	41	95	15	3	9	3	46	54
	12%C	11%	14%	11%	10%	13%	13%	14%	16%	15%	10%	13%	15%	13%	15%	9%	13%	13%	11%	13%	9%	10%	9%	10%	9%	17%TC
Romance or dating scam	103	67	33	16	16	17	19	16	10	9	33	36	35	32	27	16	27	58	43	88	15	5	7	3	67	35
	12%cb	15%Tb	8%	17%	9%	10%	10%	13%	12%	17%	12%	10%	13%	12%	11%	9%	15%	11%	12%	12%	9%	15%	7%	8%	13%	11%
Identity fraud	71	39	33	2	17	15	16	9	9	4	18	31	22	21	13	24	13	34	37	58	14	2	9	3	40	25
	8%	9%	8%	2%	9%	9%	9%	8%	10%f	7%	7%	9%	8%	8%	6%	13%Tq	7%	7%	10%	8%	8%	6%	10%	9%	8%	8%
Health or medical scam	44	18	27	3	5	6	10	5	6	8	8	16	20	17	11	5	12	28	16	40	4	-	3	1	24	17
	5%	4%	6%	3%	3%	3%	6%	4%	7%	17%Tghij	3%	5%	8%Tm	6%	5%	2%	6%	6%	4%	6%	3%	-	3%	3%	5%	6%
Fake employment scam	44	11	33	8	11	12	7	2	2	2	19	19	6	15	12	11	6	27	18	35	9	1	6	1	20	20
	5%ajo	3%	8%Ta	9%j	6%j	7%j	4%	1%	3%	3%	7%o	5%o	2%	5%	5%	6%	3%	5%	5%	5%	5%	4%	7%	4%	4%	6%
Other	35	16	17	1	3	7	8	6	6	4	4	15	16	8	14	6	7	22	13	31	5	2	3	-	16	14
	4%am	4%	4%	1%	2%	4%	4%	5%	6%g	8%g	1%	4%	6%Tm	3%	6%	3%	4%	4%	3%	4%	3%	3%	7%	3%	-	3%
Psychic or clairvoyant scam	32	9	23	1	4	1	11	10	4	1	5	12	15	5	7	9	12	12	21	28	4	1	2	1	19	10
	4%aht	2%	5%Ta	1%	2%	1%	6%h	8%Tgh	4%h	2%	2%	3%	6%Tm	2%	3%	5%	6%p	2%	6%Tt	4%	3%	3%	2%	4%	4%	3%
Holiday scam	32	14	18	-	7	8	7	5	5	-	7	15	10	8	14	3	7	22	10	28	4	-	3	1	20	11
	4%	3%	4%	-	4%	4%	4%	4%	5%f	-	3%	4%	4%	3%	6%Tr	2%	4%	4%	3%	4%	3%	-	3%	3%	4%	3%
Money mule recruitment or money laundering	28	19	8	3	8	5	4	2	3	2	11	9	8	7	6	5	10	13	14	21	7	1	3	1	15	10
	3%b	4%	2%	3%	4%	3%	2%	2%	4%	4%	4%	3%	3%	3%	3%	3%	5%	3%	4%	3%	4%	3%	4%	4%	3%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 75
Q6b. Which of the following best describes your last experience?
Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced												Q10. Device used			Q12. Promoted content		Q13. Personal connection			Q16. Multiple channels of communication			
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	893	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	854	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
Counterfeit goods scam	141	-	-	-	-	-	-	-	-	-	-	-	64	10	56	8	29	19	7	32	8	78	6	4
	16%abdefghi	-	-	-	-	-	-	-	-	-	-	-	17%	11%	15%	14%	32%Tr	27%T	12%	8%	31%	18%y	7%	9%
Investment, pension or 'get rich quick' scam	130	-	130	-	-	-	-	-	-	-	-	-	60	9	57	15	16	8	13	48	4	61	21	7
	15%adefghij	-	100%Tadefghij	-	-	-	-	-	-	-	-	-	16%	9	15%	27%T	12%	17%	23%v	12%	16%	14%	24%Tx	16%
Computer software service fraud or ransomware scam	118	-	-	-	-	118	-	-	-	-	-	-	36	10	66	4	12	7	6	49	1	45	11	5
	13%abdeghij	-	-	-	-	100%Tabdeghij	-	-	-	-	-	-	10%	11%	17%TI	7%	13%	10%	10%	13%	4%	10%	12%	13%
Impersonation fraud	111	-	-	-	111	-	-	-	-	-	-	-	49	12	46	1	5	5	6	63	1	57	4	5
	12%abefghij	-	-	-	100%Tabefghij	-	-	-	-	-	-	-	13%	14%	12%	2%	5%	7%	10%	16%T	3%	13%y	5%	12%
Romance or dating scam	103	103	-	-	-	-	-	-	-	-	-	-	42	11	48	7	8	4	3	72	3	69	15	4
	12%bdefghij	100%Tbdefghij	-	-	-	-	-	-	-	-	-	-	11%	12%	13%	13%	9%	6%	5%	19%Tu	13%	16%T	17%	10%
Identity fraud	71	-	-	-	-	71	-	-	-	-	-	-	35	8	25	4	4	8	6	26	3	27	8	1
	8%abdfj	-	-	-	-	100%Tabdfghij	-	-	-	-	-	-	9%	9%	7%	7%	4%	10%	10%	7%	11%	6%	9%	2%
Health or medical scam	44	-	-	-	-	-	-	-	44	-	-	-	16	9	18	5	2	1	3	15	-	15	5	2
	5%abdfjx	-	-	-	-	-	-	-	100%Tabdfghij	-	-	-	4%	10%TI	5%	9%	2%	2%	6%	4%	-	3%	6%	5%
Fake employment scam	44	-	-	-	-	-	-	-	-	-	-	44	24	16	5	4	3	1	21	2	24	3	6	
	5%abdfj	-	-	-	-	-	-	-	-	-	-	100%Tabdfghij	6%	3%	4%	8%	5%	4%	1%	5%	9%	6%	15%Txy	
Other	35	-	-	-	-	-	-	-	-	-	-	14	4	14	-	1	3	1	19	-	14	1	3	
	4%abdfj	-	-	-	-	-	-	-	-	-	-	4%	5%	4%	-	1%	4%	2%	5%	-	3%	1%	8%y	
Psychic or clairvoyant scam	32	-	-	-	-	-	32	-	-	-	-	-	11	9	12	-	3	5	1	16	2	20	2	2
	4%bdfj	-	-	-	-	-	100%Tabdfghij	-	-	-	-	-	3%	10%TI	3%	-	3%	7%r	2%	4%	7%	4%	3%	5%
Holiday scam	32	-	-	-	-	-	-	-	32	-	-	-	16	5	9	4	6	8	6	11	-	17	6	2
	4%bdfj	-	-	-	-	-	-	-	100%Tabdfghij	-	-	-	4%	5%	2%	7%	6%	10%T	11%Tv	3%	-	4%	7%	5%
Money mule recruitment or money laundering	28	-	-	28	-	-	-	-	-	-	-	-	11	2	12	3	3	-	4	14	2	12	6	1
	3%bj	-	-	100%	-	-	-	-	-	-	-	-	3%	2%	3%	6%t	3%	-	8%	4%	6%	3%	7%T	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 76
Q6b. Which of the following best describes your last experience?
Base: All who have experienced online fraud or scams

	Q19. Money lost					Q21. Action taken				Q23. Result of reporting						Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards				
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	893	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	854	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
Counterfeit goods scam	141	57 16%g 26%Tg	37 41%T acg	17 20%	3 9%	84 13%	108 15%	30 20%	86 17% i	30 16%	33 11%	27 22% mo	13 9%	6 21%	10 16%	30 32% Tmoqt	3 22%	4 12%	50 15%	79 17%	30 12%	102 18% Tw
Investment, pension or 'get rich quick' scam	130	40 15% rv	13 14%	13 16%	10 35%	90 14%	104 14%	24 16%	69 14%	30 16%	44 14% r	23 19% r	23 15% r	4 13%	7 12%	4 5%	3 19%	4 11%	60 18% v	58 12%	41 16%	84 15%
Computer software service fraud or ransomware scam	118	22 13%	9 10%	8 10%	4 13%	92 14%	96 14%	21 14%	62 12%	20 10%	45 15%	12 10%	19 13%	3 11%	9 15%	13 14%	1 5%	3 8%	45 13%	64 14%	33 13%	75 13%
Impersonation fraud	111	20 12% u	10 9%	9 10%	2 6%	91 14%	95 13%	16 10%	60 12%	24 12%	46 15%	12 10%	16 11%	3 11%	4 6%	12 13%	-	9 28% Tmoqr	31 9%	73 15% Tu	30 12%	74 13%
Romance or dating scam	103	17 12% bkr	1 1%	6 7% b	5 16%	85 13% b	82 11% k	19 13%	48 10%	23 12%	48 16% Tor	13 11% r	12 8% r	3 10%	5 8% r	1 1%	2 15%	3 8% r	41 12%	53 11%	34 13%	63 11%
Identity fraud	71	14 8% bm	1 6% b	11 14% ab	2 7%	56 8% b	64 9%	7 4%	57 11% Tjl	13 7%	12 4%	14 11% m	27 19% Tm	3 11%	8 13% m	16 17% Tm	-	2 6%	32 9%	33 7%	25 10%	43 7%
Health or medical scam	44	12 5%	5 5%	5 6%	-	33 5%	36 5%	8 5%	23 5%	12 6%	16 5%	3 3%	8 5%	2 7%	6 10% n	6 6%	-	1 3%	16 5%	24 5%	12 5%	28 5%
Fake employment scam	44	5 5% aor	2 2%	3 4%	-	39 6% Ta	32 4%	11 7%	20 4%	9 5%	19 6% or	3 2%	2 1%	3 9%	-	-	1 7%	2 5% r	12 3%	27 6%	12 5%	26 5%
Other	35	5 4%	3 2%	2 3%	-	30 5%	31 4%	4 2%	23 5%	9 5%	15 5%	2 1%	5 3%	1 3%	1 2%	1 1%	-	3 9% nr	9 2%	21 4%	8 3%	23 4%
Psychic or clairvoyant scam	32	7 4%	4 3%	2 5%	1 4%	25 4%	27 4%	5 3%	18 3%	7 4%	13 4%	3 2%	5 4%	1 4%	3 5%	4 5%	1 6%	-	15 4%	12 3%	11 4%	20 4%
Holiday scam	32	8 4%	3 4%	1 3%	3 11%	24 4%	27 4%	5 3%	18 4%	10 5%	7 2%	8 7% m	13 9% Tm	-	5 8% m	3 4%	2 14%	2 6%	17 5%	14 3%	9 3%	22 4%
Money mule recruitment or money laundering	28	11 3%	4 5%	4 5%	-	17 3%	25 3%	3 2%	18 4%	5 3%	11 3%	3 2%	3 2%	-	3 5%	3 3%	2 12%	1 4%	15 4%	12 3%	10 4%	17 3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 77
Q6b. Which of the following best describes your last experience?
Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage					Highest education					Children in household		Household income						Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)	
Unweighted base	893	887	23	578	179	107	35	418	330	98	8	311	582	183	235	221	118	67	20	303	568	171	500	166	
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157	
Effective base	854	848	23	554	171	102	34	399	318	94	7	300	555	177	225	211	113	65	19	290	543	165	476	162	
Counterfeit goods scam	141	139	3	87	33	16	7	61	52	20	-	59	82	26	33	42	17	13	2	48	89	27	80	25	
	16%	16%	17%	15%	18%	14%	20%	15%	16%	19%	-	18%	14%	14%	15%	19%	14%	20%	11%	16%	16%	15%	16%	16%	
Investment, pension or 'get rich quick' scam	130	129	4	71	29	26	2	62	46	19	2	57	73	22	37	25	23	10	8	42	85	25	69	29	
	15%eo	15%	18%	12%	16%	23%Te	5%	15%	14%	19%	22%	18%	13%	12%	16%	11%	19%	15%	38%	14%	15%	14%	14%	18%	
Computer software service fraud or ransomware scam	118	117	2	72	21	22	6	50	38	23	2	40	78	22	31	33	12	7	6	33	80	20	69	21	
	13%	13%	8%	13%	12%	20%Tef	18%	12%	12%	23%Tjk	15%	12%	14%	12%	14%	15%	10%	12%	28%	11%	14%	11%	14%	14%	
Impersonation fraud	111	111	3	74	25	7	5	48	48	8	1	28	83	27	26	26	17	9	1	33	74	22	61	23	
	12%n	13%	14%	13%	14%	7%	16%	12%	15%	8%	14%	9%	15%Tn	15%	11%	12%	14%	14%	5%	11%	13%	12%	12%	14%	
Romance or dating scam	103	102	2	76	13	12	5	57	32	9	1	32	71	30	19	23	12	7	2	31	69	22	52	18	
	12%f	11%	8%	13%Tf	7%	11%	15%	14%	10%	9%	8%	10%	13%	16%Tq	8%	11%	10%	11%	9%	10%	10%	12%	12%	11%	
Identity fraud	71	71	1	46	17	6	2	40	25	4	-	33	39	7	23	16	16	4	1	20	51	12	40	14	
	8%p	8%	4%	8%	9%	5%	7%	10%	8%	4%	-	10%	7%	4%	10%p	8%	13%p	6%	5%	7%	9%	7%	8%	9%	
Health or medical scam	44	44	5	26	9	3	3	19	16	7	-	13	31	9	12	11	5	3	-	14	30	10	21	7	
	5%	5%	23%	5%	5%	3%	8%	4%	5%	7%	-	4%	6%	5%	5%	4%	5%	-	5%	5%	5%	5%	4%	5%	
Fake employment scam	44	44	1	25	13	5	-	13	24	3	3	22	23	5	13	14	6	3	-	14	29	9	28	6	
	5%j	5%	4%	4%	7%	5%	-	3%	8%Tj	3%	33%	7%	4%	3%	6%	7%	5%	5%	-	5%	5%	5%	6%	4%	
Other	35	35	-	28	4	2	-	17	14	3	1	8	27	13	7	7	4	1	1	16	17	9	20	3	
	4%	4%	-	5%	2%	2%	-	4%	4%	3%	8%	2%	5%	7%T	3%	3%	3%	2%	5%	5%	3%	5%	4%	2%	
Psychic or clairvoyant scam	32	32	-	23	7	2	2	22	4	3	-	10	22	10	8	6	3	3	-	19	12	8	17	4	
	4%kw	4%	-	4%	4%	2%	7%k	5%Tk	1%	3%	-	3%	4%	6%	3%	3%	2%	4%	-	6%Tw	2%	4%	3%	3%	
Holiday scam	32	31	-	21	6	5	-	16	12	3	-	12	20	7	11	7	5	2	-	14	16	8	20	4	
	4%	3%	-	4%	3%	4%	-	4%	4%	3%	-	4%	4%	4%	5%	3%	4%	3%	-	5%	3%	4%	4%	2%	
Money mule recruitment or money laundering	28	28	1	19	5	3	2	14	11	1	-	10	17	8	6	8	2	2	-	12	15	8	15	3	
	3%	3%	4%	3%	3%	3%	5%	3%	3%	1%	-	3%	3%	4%	3%	4%	2%	3%	-	4%	3%	4%	3%	2%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 78
Q7. You said you had experienced an investment scam. Do you know what kind of investment scam it was?
Base: All who have experienced an investment scam

	Gender			Age									SEG						Ethnicity				Q4. Personally know other victims	
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Asian (y)	Black (z)	Yes (C)	No (D)	
Unweighted base	131	92	38	10	32	27	28	18	42	55	34	39	28	36	27	67	63	99	31	15	11	86	33	
Weighted base	130	85	44*	16**	33*	25**	28**	15**	49*	53	28*	42*	25**	34*	29**	67	63	97	32**	15**	12**	89	31*	
Effective base	124	88	37	10	32	26	28	18	40	54	33	37	27	35	25	63	60	93	30	15	10	81	32	
Pyramid or Ponzi scheme	45 34%ouv	28 33%	17 38%	8 50%	14 44%	5 21%	13 45%	4 28%	23 46%o	18 34%	4 15%	17 41%	12 50%	9 25%	6 22%	30 45%Tu	15 24%	28 29%	15 48%	4 25%	10 83%	32 36%	9 30%	
Money flipping scam	34 26%	18 21%	16 35%	5 30%	11 32%	10 41%	4 15%	2 10%	15 31%	14 27%	4 14%	8 19%	5 21%	10 29%	11 37%	13 20%	21 33%	23 24%	10 33%	7 47%	1 9%	25 28%	7 24%	
Pension scam	14 11%	11 13%	3 8%	3 20%	3 9%	2 10%	3 12%	2 15%	6 13%	6 11%	2 8%	5 13%	1 3%	5 15%	3 10%	6 9%	8 13%	13 13%	1 4%	1 8%	-	13 15%	1 2%	
Boiler room scam	11 8%	9 10%	2 5%	-	1 3%	4 14%	2 7%	1 5%	1 2%	6 10%	4 15% m	3 8%	3 13%	3 9%	1 4%	7 10%	4 7%	11 11%	-	-	-	5 5%	4 14%	
Other	20 16%	16 19%	4 10%	-	4 12%	2 7%	5 17%	4 28%	4 8%	7 13%	10 35% Tmn	7 16%	2 6%	5 15%	7 24%	8 13%	12 19%	16 16%	5 15%	3 20%	1 8%	12 13%	6 20%	
Don't know	3 2%	2 2%	-	-	-	1 3%	-	1 7%	-	1 2%	2 6%	1 2%	1 3%	1 3%	-	2 2%	1 2%	3 3%	-	-	-	1 1%	2 6%	
Can't remember	4 3%	2 2%	2 4%	-	-	1 3%	1 4%	1 7%	-	2 4%	2 7%	-	1 4%	1 3%	1 4%	1 1%	2 3%	4 4%	-	-	-	2 2%	1 3%	
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 79
Q7. You said you had experienced an investment scam. Do you know what kind of investment scam it was?
Base: All who have experienced an investment scam

	Q6b. Most recent scam/ fraud experienced Investment, pension or 'get rich quick' scam (b)		Q10. Device used		Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication	
	Total (T)		Smartphone (l)	Computer (n)	Yes (r)	No (s)	Yes (u)	No (v)	No (x)	Yes (y)
Unweighted base	131	131	59	59	14	15	12	50	60	23
Weighted base	130	130	60	57	15**	16**	13**	48*	61	21**
Effective base	124	124	57	55	13	14	11	48	56	23
Pyramid or Ponzi scheme	45 34%	45 34%	17 29%	25 44%T	5 32%	6 39%	3 21%	15 32%	25 40%	5 24%
Money flipping scam	34 26% ⁿ	34 26%	26 42% ^{Tn}	7 13%	3 20%	5 33%	5 39%	14 29%	14 22%	3 14%
Pension scam	14 11%	14 11%	4 7%	8 14%	5 36%	-	3 20%	3 7%	7 11%	3 13%
Boiler room scam	11 8%	11 8%	4 7%	5 8%	2 12%	1 5%	1 6%	4 9%	3 6%	3 16%
Other	20 16%	20 16%	8 14%	9 17%	-	4 23%	1 7%	9 18%	10 16%	6 30%
Don't know	3 2%	3 2%	-	2 3%	-	-	-	2 3%	-	1 5%
Can't remember	4 3%	4 3%	1 2%	1 2%	-	-	1 8%	1 2%	3 5%	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Table 80
Q7. You said you had experienced an investment scam. Do you know what kind of investment scam it was?
Base: All who have experienced an investment scam

	Total (T)	Q19. Money lost					Q21. Action taken				Q23. Result of reporting			Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards	
		NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	131	38	13	12	10	93	104	24	66	31	45	22	21	59	59	43	82
Weighted base	130	40*	13**	13**	10**	90	104	24**	69	30**	44*	23**	23**	60	58	41*	84
Effective base	124	36	13	11	9	89	98	23	62	30	43	21	20	56	56	41	77
Pyramid or Ponzi scheme	45 34%	16 40%	7 56%	5 35%	1 12%	29 32%	37 36%	8 32%	24 34%	11 39%	14 31%	10 45%	9 39%	21 35%	18 30%	13 32%	30 36%
Money flipping scam	34 26%	8 20%	3 23%	2 16%	3 27%	26 29%	26 25%	7 30%	18 27%	7 25%	12 28%	6 28%	7 29%	18 30%	14 24%	11 28%	20 24%
Pension scam	14 11%	6 16%	3 21%	3 22%	1 9%	8 9%	13 13%	1 4%	12 17%T	1 3%	3 8%	4 20%	3 13%	6 10%	7 12%	5 11%	10 11%
Boiler room scam	11 8%	3 7%	-	1 7%	2 17%	8 9%	8 8%	3 12%	4 5%	2 6%	5 12%	-	1 3%	6 10%	5 9%	2 5%	8 9%
Other	20 16%	7 18%	-	3 20%	4 36%	13 15%	16 15%	3 12%	10 14%	6 21%	7 17%	2 7%	4 16%	8 13%	10 17%	9 21%	12 14%
Don't know	3 2%	-	-	-	-	3 3%	1 1%	2 6%	1 1%	-	-	-	-	1 2%	2 3%	1 2%	2 2%
Can't remember	4 3%	-	-	-	-	4 4%	3 3%	1 4%	1 1%	2 7%	2 4%	-	-	-	3 5%	1 2%	3 4%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/t/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 81
Q7. You said you had experienced an investment scam. Do you know what kind of investment scam it was?
Base: All who have experienced an investment scam

	Internet access at home		Personal internet usage			Highest education			Children in household		Household income				Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Secondary school or equivalent (i)	University degree or equivalent (k)	Higher university degree (l)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	131	130	75	27	24	60	47	20	54	77	22	38	25	23	42	86	24	70	31
Weighted base	130	129	71	29**	26**	62	46*	19**	57	73	22**	37*	25**	23**	42*	85	25**	69	29**
Effective base	124	123	72	25	23	56	45	20	52	73	21	36	25	21	39	82	23	66	30
Pyramid or Ponzi scheme	45	45	18	12	13	18	18	7	23	22	9	6	11	8	11	32	8	22	11
	34%eq	35%	26%	41%	50%	29%	38%	36%	40%	30%	40%	16%	43%	35%	27%	38%	30%	31%	39%
Money flipping scam	34	33	19	8	7	18	7	7	17	17	3	14	6	5	14	18	8	17	6
	26%	25%	26%	26%	25%	30%	16%	36%	29%	23%	15%	38%	24%	20%	33%	21%	33%	25%	19%
Pension scam	14	14	8	5	1	9	4	1	10	4	4	3	2	2	5	9	5	8	2
	11%o	11%	11%	18%	4%	15%	9%	5%	18%o	5%	20%	9%	9%	11%	12%	11%	18%	11%	6%
Boiler room scam	11	11	7	2	2	1	7	3	5	6	1	2	2	3	3	8	1	4	6
	8%j	8%	10%	6%	7%	2%	16%Tj	13%	8%	8%	3%	5%	8%	12%	6%	10%	4%	5%	21%
Other	20	20	14	3	3	11	7	1	2	19	4	10	3	3	7	13	4	15	2
	16%n	16%	20%	9%	11%	19%	16%	5%	3%	25%Tn	18%	26%	12%	12%	18%	15%	15%	22%	6%
Don't know	3	3	2	-	1	2	1	-	1	2	-	1	-	2	1	2	-	1	2
	2%	2%	2%	-	4%	3%	2%	-	1%	2%	-	3%	-	7%	2%	2%	-	1%	5%
Can't remember	4	4	3	-	-	2	1	1	-	4	1	1	1	1	1	3	-	3	1
	3%	3%	4%	-	-	3%	2%	4%	-	5%	4%	3%	4%	4%	2%	4%	-	4%	3%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 82
Q8. Did your last experience involve any other types of fraud or scam apart from Q6b answer?
Base: All who have experienced online fraud or scams

	Gender			Age									SEG						Ethnicity					Q4. Personally know other victims			
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)	
Unweighted base	893	496	390	59	179	180	175	144	105	51	238	355	300	258	255	197	176	513	373	738	150	28	87	29	515	318	
Weighted base	890	453	429	93	183	174	180	121	90	49*	276	354	260	269	243	186	186	512	372	725	160	30*	93	30**	522	309	
Effective base	854	472	380	58	178	176	173	141	103	49	227	349	292	243	245	192	170	487	361	706	144	26	84	28	491	307	
Impersonation fraud	87	42	44	15	22	19	13	6	11	1	38	32	17	32	24	21	9	56	30	69	18	3	10	2	65	21	
	10%josD	9%	10%	16%ij	12%ijl	11%	7%	5%	12%jkl	2%	14%To	9%	7%	12%Ts	10%	11%Ts	5%	11%	8%	10%	11%	3	11%	2	6%	12%TD	7%
Investment, pension or 'get rich quick' scam	63	38	23	7	22	12	7	8	4	2	30	19	14	25	17	10	12	42	21	44	20	4	13	2	48	14	
	7%vD	8%	5%	8%	12%Tik	7%	4%	6%	5%	4%	11%Tno	5%	5%	9%	7%	5%	6%	8%	6%	6%	12%Tv	12%	13%Tv	8%	9%TD	5%	
Identity fraud	61	45	16	14	19	11	8	5	2	3	33	19	9	25	17	12	7	41	19	48	14	2	8	4	46	14	
	7%bkoD	10%Tb	4%	15%Thijk	11%Tijk	6%	5%	4%	2%	3	12%Tno	5%	3%	9%Ts	7%	7%	4%	8%	5%	7%	9%	6%	8%	13%	9%TD	5%	
Computer software service fraud or ransomware scam	61	40	20	8	20	8	4	10	5	5	29	12	20	17	12	13	18	29	32	42	19	1	13	4	40	15	
	7%binv	9%Tb	5%	9%ai	11%Thi	5%	2%	8%ai	6%	10%ai	10%Tn	4%	8%on	6%	5%	7%	10%	6%	9%	6%	12%Tv	2%	14%Tv	13%	8%	5%	
Counterfeit goods scam	48	24	25	8	11	13	9	4	1	2	19	22	7	17	11	10	11	28	21	35	13	6	5	2	39	10	
	5%koD	5%	6%	9%k	6%k	7%k	5%	4%	1%	4%	7%o	6%o	3%	6%	5%	6%	6%	5%	6%	5%	8%	19%	5	5	8%	7%TD	3%
Health or medical scam	41	14	27	3	15	9	9	1	2	1	19	18	4	11	6	13	10	17	23	29	12	3	7	1	29	9	
	5%ajoot	3%	6%a	4%	8%Tjk	5%	5%	1%	2%	2%	7%o	5%o	2%	4%	2%	7%q	6%	3%	6%t	4%	7%	10%	8%	3%	5%	3%	
Money mule recruitment or money laundering	40	23	17	6	17	9	3	2	2	1	23	12	5	14	5	8	13	19	21	29	11	3	6	2	27	11	
	4%ioq	5%	4%	7%	9%Tijk	5%	2%	2%	2%	2%	8%Tno	3%	2%	5%	2%	4%	7%q	4%	6%	4%	7%	9%	7%	7%	5%	3%	
Fake employment scam	37	26	11	6	14	5	7	4	1	1	20	12	5	13	16	5	3	29	9	21	16	1	10	5	25	11	
	4%bouv	6%Tb	3%	7%	8%Thk	3%	4%	3%	1%	2%	7%Tno	3%	2%	5%	7%Ts	3%	2%	6%Tu	2%	3%	10%Tv	3%	11%Tv	17%	5%	3%	
Romance or dating scam	29	21	8	1	12	1	5	8	-	2	13	6	10	11	6	10	2	17	12	17	12	3	7	2	24	4	
	3%bhnvD	5%Tb	2%	1%	7%Thk	1%	3%	6%Thk	-	5%hk	5%on	2%	4%	4%	3%	5%Ts	1%	3%	3%	2%	7%Tv	11%	8%Tv	5%	5%TD	1%	
Holiday scam	25	15	10	3	7	6	2	5	1	1	10	8	7	8	9	7	2	16	9	16	9	1	7	1	18	7	
	3%v	3%	2%	3%	4%	3%	1%	4%	1%	3%	4%	2%	3%	3%	4%	4%	1%	3%	2%	2%	6%Tv	3%	7%Tv	5%	3%	2%	
Psychic or clairvoyant scam	24	14	10	5	5	5	3	2	3	1	10	9	6	14	2	2	7	16	9	19	6	1	4	1	17	7	
	3%q	3%	2%	5%	3%	3%	2%	2%	3%	2%	4%	2%	2%	5%Tqr	1%	1%	4%q	3%	2%	3%	4%	3%	4%	3%	3%	2%	
Other	31	17	14	-	1	8	7	3	8	3	1	15	15	6	9	10	6	14	16	27	4	-	3	-	21	9	
	3%gm	4%	3%	-	1%	5%g	4%g	3%	9%Tfgj	7%fg	*	4%on	6%Tm	2%	4%	5%	3%	3%	4%	4%	2%	-	3%	-	4%	3%	
No. it was only the one type of fraud/ scam I selected previously	493	236	253	32	80	101	118	80	54	28	112	218	163	141	145	100	106	286	205	425	64	14	32	16	254	203	
	55%afgmw52% C	59%a	35%	44%	58%fg	65%Tfg	66%Tfg	61%fg	58%f	41%	62%Tm	63%Tm	52%	60%	54%	57%	56%	55%	59%Twy	40%	45%	34%	51%	49%	68%TC		
Don't know	40	16	23	8	7	10	5	3	4	3	15	15	10	11	10	6	11	21	17	31	7	2	4	1	22	10	
	4%	4%	5%	8%	4%	6%	3%	2%	5%	6%	6%	4%	4%	4%	4%	3%	6%	4%	5%	4%	5%	7%	4%	3%	4%	3%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 83
Q8. Did your last experience involve any other types of fraud or scam apart from Q6b answer?
Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced												Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication				
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software service fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	893	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	854	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
Impersonation fraud	87	16	8	4	-	22	8	2	4	3	12	4	46	10	27	10	15	6	9	46	5	43	14	3
	10%dn	16%Tbdf	7%cd	15%	-	31%Tabdfghij	7%cd	6%cd	12%cd	6%cd	9%cd	9%cd	12%dn	11%	7%	18%	16%	8%	16%	12%	17%	10%	17%T	7%
Investment, pension or 'get rich quick' scam	63	10	-	5	7	5	11	2	4	2	3	26	10	24	7	11	3	9	29	2	25	10	3	
	7%b	10%b	-	19%	7%b	7%b	9%b	6%b	13%b	4%b	8%b	7%	11%	6%	13%	12%	4%	16%Tv	7%	2	6%	12%x	7%	
Identity fraud	61	7	10	3	16	-	12	1	4	1	7	-	28	9	20	7	8	5	5	29	-	27	14	9
	7%e	7%e	8%e	10%	14%Teijk	-	10%ek	3%	12%ek	2%	5%	7%	9%	5%	13%	9%	7%	8%	8%	8%	-	6%	16%Tx	21%Tx
Computer software service fraud or ransomware scam	61	7	11	7	5	11	-	3	2	3	10	-	27	5	23	8	8	3	1	22	2	27	13	2
	7%f	7%f	8%f	24%	5%f	15%Tdfk	-	9%f	5%f	6%f	7%f	-	7%	5%	6%	15%Tt	9%	4%	2%	6%	8%	6%	15%Tx	5%
Counterfeit goods scam	48	5	6	3	4	9	10	2	4	3	-	2	18	9	18	11	8	4	5	17	1	21	8	1
	5%j	5%j	4%j	9%	4%j	12%Tbdj	9%j	6%j	13%Tdj	7%j	-	4%j	5%	10%	5%	20%Tt	9%	5%	9%	4%	4%	5%	9%	2%
Health or medical scam	41	4	4	2	5	2	8	1	3	-	8	4	25	4	10	3	9	-	2	17	-	16	9	4
	5%n	3%	3%	7%	4%	2%	7%	3%	9%i	-	6%	9%	7%Tn	5%	3%	5%	10%Tt	-	4%	4%	-	4%	10%Tx	9%
Money mule recruitment or money laundering	40	2	12	-	2	1	14	-	3	1	2	3	18	3	12	3	14	5	2	15	1	10	13	3
	4%x	2%	9%Tadej	-	2%	1%	12%Tadej	-	9%dj	2%	1%	6%	5%	3%	3%	5%	15%T	7%	4%	4%	3%	2%	15%Tx	8%x
Fake employment scam	37	6	7	2	3	3	6	1	2	4	-	19	4	12	6	5	2	5	13	3	14	10	1	
	4%	6%	6%	8%	3%	4%	5%	3%	6%	3%	-	5%	4%	3%	11%Tt	6%	2%	9%	3%	10%	3%	11%Tx	2%	
Romance or dating scam	29	-	8	1	2	1	2	2	3	1	4	-	17	4	3	2	3	1	1	14	-	13	9	4
	3%n	-	6%a	3%	2%	1%	2%	11%Tadefk	3%	8%adf	4%a	-	5%an	5%	2%	3%	3%	1%	2%	4%	-	3%	11%Tx	10%Tx
Holiday scam	25	3	3	1	-	2	3	3	-	3	2	13	5	5	6	2	3	1	10	2	11	7	2	
	3%n	3%	2%	4%	-	3%	2%	9%Tbdj	-	7%cd	2%	5%cd	6%dn	1%	11%Ts	2%	4%	1%	3%	7%	2%	8%Tx	5%	
Psychic or clairvoyant scam	24	3	5	2	1	3	2	-	2	4	1	3	13	1	7	4	2	1	1	15	-	11	5	2
	3%	2%	4%	7%	1%	4%	2%	-	5%	9%Tdfj	1%	6%j	3%	1%	2%	7%	2%	1%	2%	4%	-	3%	5%	5%
Other	31	-	3	-	4	5	2	2	1	6	-	11	3	16	1	4	5	-	12	-	19	-	3	
	3%	-	2%	-	4%	7%a	4%a	7%a	2%	4%a	-	3%	3%	4%	1%	4%	7%	-	3%	-	4%y	-	6%y	
No, it was only the one type of fraud/ scam I selected previously	493	61	75	10	67	30	60	15	15	29	89	26	210	48	222	21	35	43	28	224	14	267	28	13
	55%ersyz	59%e	57%e	37%	61%e	43%	51%	46%	47%	64%e	63%e	60%	55%	53%	58%	39%	38%	59%trs	51%	58%	52%	61%Tyz	32%	31%
Don't know	40	2	7	-	7	2	7	2	-	2	4	2	10	3	24	1	2	2	1	13	3	16	2	2
	4%l	2%	5%	-	6%	3%	6%	7%	-	4%	3%	5%	3%	3%	6%Tl	2%	2%	3%	1%	3%	10%	4%	2%	5%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.



Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 84
Q8. Did your last experience involve any other types of fraud or scam apart from Q6b answer?
Base: All who have experienced online fraud or scams

	Q19. Money lost					Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards			
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	893	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	854	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
Impersonation fraud	87 10%jvx	26 12%	8 9%	11 14%	4 13%	60 9%	80 11%Tj	4 3%	59 12%Tj	26 13%j	32 10%	19 16%T	21 15%T	6 22%	11 18%T	9 9%	1 5%	2 5%	46 13%Tv	34 7%	36 14%Tx	47 8%
Investment, pension or 'get rich quick' scam	63 7%gjx	24 11%Tg	8 9%	8 10%	4 13%	40 6%	58 8%Tj	4 3%	45 9%Tj	13 7%	26 9%	16 13%Tt	12 8%	3 11%	7 11%	6 7%	2 15%	-	30 9%	27 6%	31 12%Tx	27 5%
Identity fraud	61 7%ix	21 10%b	5 5%	11 13%Tg	6 19%	40 6%	49 7%	12 8%	38 8%	10 5%	17 6%	8 6%	14 9%	5 17%	6 10%	6 6%	1 5%	2 7%	29 8%	28 6%	30 12%Tx	30 5%
Computer software service fraud or ransomware scam	61 7%gvx	24 11%Tbg	5 5%	16 20%Tabg	2 6%	36 5%	53 7%	8 5%	41 8%	11 6%	16 5%	15 12%Tm	13 9%	6 24%	6 10%	5 5%	1 10%	3 8%	35 10%Tv	19 4%	24 9%ix	31 5%
Counterfeit goods scam	48 5%gvx	20 9%Tg	5 6%	7 9%	4 13%	29 4%	43 6%	6 4%	32 6%	8 4%	16 5%	7 6%	13 9%	2 7%	7 11%	4 4%	1 10%	1 2%	34 10%Tv	14 3%	23 9%Tx	21 4%
Health or medical scam	41 5%vx	15 7%	7 7%	7 9%g	1 3%	26 4%	38 5%	3 2%	31 6%T	9 5%	9 3%	8 7%	9 6%	3 10%	4 7%	4 4%	2 15%	2 6%	21 6%	16 3%	20 8%Tx	19 3%
Money mule recruitment or money laundering	40 4%g	21 9%Tg	7 8%g	7 8%g	7 23%	19 3%	37 5%	3 2%	24 5%	6 3%	10 3%	6 5%	9 19%	5 6%	6 9%im	2 2%	2 13%	3 9%	21 6%	16 4%	17 7%	20 4%
Fake employment scam	37 4%gvx	17 8%Tg	6 6%	6 7%	3 9%	20 3%	33 5%	3 2%	27 5%	10 5%	8 3%	10 8%Tm	5 15%	4 15%	8 13%Tmort	3 3%	1 10%	-	22 6%Tv	11 2%	22 9%Tx	14 2%
Romance or dating scam	29 3%gx	14 6%Tg	8 9%Tg	4 5%	2 6%	15 2%	25 4%	2 1%	20 4%	5 2%	12 4%	5 4%	7 5%	-	3 6%	1 1%	1 6%	-	13 4%	11 2%	14 5%Tx	12 2%
Holiday scam	25 3%gx	11 5%Tg	3 3%	5 7%Tg	2 5%	14 2%	21 3%	2 2%	16 3%	8 4%	11 3%	4 3%	5 4%	1 4%	5 9%Tr	1 1%	2 15%	-	12 4%	12 3%	14 6%Tx	11 2%
Psychic or clairvoyant scam	24 3%gvx	10 5%cg	4 5%	1 9%	3 9%	14 2%	20 3%	3 2%	17 3%	5 3%	4 1%	4 3%	6 4%	3 12%	4 7%mr	-	1 5%	1 3%	17 5%Tv	5 1%	13 5%Tx	11 2%
Other	31 3%	10 4%	4 4%	6 8%	-	21 3%	25 3%	5 4%	20 4%	7 3%	6 2%	3 2%	10 7%Tm	5 5%	4 7%im	9 10%Tmn	-	3 8%im	14 4%	15 3%	9 4%	22 4%
No, it was only the one type of fraud/ scam I selected previously	493 55%aciknoquw	95 43%	45 49%	29 36%	13 45%	396 59%Tabc	390 54%k	100 67%Tik	255 51%	109 57%	183 59%noq	56 45%	69 47%	8 28%	24 39%	55 58%q	7 47%	21 67%noq	166 49%	288 61%Tu	105 41%	358 62%Tw
Don't know	40 4%a	5 2%	2 2%	2 3%	-	35 5%	32 4%	3 2%	22 4%	6 3%	15 5%	2 2%	8 5%	-	1 2%	3 3%	-	1 5%	11 3%	23 5%	9 3%	23 4%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 85
Q8. Did your last experience involve any other types of fraud or scam apart from Q6b answer?
Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income					Any impacting/limiting conditions		Financial vulnerability			
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	893	887	23	578	179	107	35	418	330	98	8	311	582	183	235	221	118	67	20	303	568	171	500	166
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157
Effective base	854	848	23	554	171	102	34	399	318	94	7	300	555	177	225	211	113	65	19	290	543	165	476	162
Impersonation fraud	87	85	2	54	15	14	4	43	24	15	1	43	44	16	22	21	14	5	4	22	61	18	48	16
	10%o	10%	8%	9%	8%	13%	11%	10%	7%	15%k	14%	13%To	8%	8%	10%	10%	12%	9%	18%	8%	11%	10%	10%	10%
Investment, pension or 'get rich quick' scam	63	63	1	34	20	8	2	21	25	16	-	28	35	9	18	18	8	8	1	19	41	7	37	15
	7%j	7%	3%	6%	11%e	7%	5%	5%	8%	15%Tjk	-	9%	6%	5%	8%	8%	6%	13%p	5%	7%	7%	4%	8%	10%
Identity fraud	61	59	3	38	9	11	2	24	23	10	1	32	29	11	14	18	6	5	3	17	44	15	31	13
	7%ao	7%	13%	7%	5%	10%	7%	6%	7%	10%	14%	10%To	5%	6%	6%	8%	5%	9%	12%	6%	8%	8%	6%	8%
Computer software service fraud or ransomware scam	61	60	1	34	18	8	3	28	17	13	-	25	36	17	17	11	4	-	21	40	17	30	11	7%
	7%	7%	4%	6%	10%	7%	8%	7%	5%	13%Tjk	-	8%	6%	9%	8%	5%	9%	6%	-	7%	7%	10%	6%	7%
Counterfeit goods scam	48	48	-	27	13	8	2	18	15	14	-	19	29	16	13	7	5	2	2	15	30	10	28	6
	5%	5%	-	5%	7%	7%	6%	4%	5%	13%Tjk	-	6%	5%	8%r	3%	4%	4%	2%	10%	5%	5%	6%	6%	4%
Health or medical scam	41	40	3	22	9	6	4	15	10	9	2	23	19	9	11	8	4	3	-	17	23	11	21	4
	5%o	5%	13%	4%	5%	5%	13%Tjk	4%	9%Tjk	18%	7%To	3%	5%	5%	4%	3%	5%	-	6%	4%	6%	4%	2%	2%
Money mule recruitment or money laundering	40	40	-	17	15	8	1	13	13	12	-	24	16	6	11	9	5	7	-	8	29	8	17	11
	4%eo	5%	-	3%	8%Te	7%e	3%	3%	4%	12%Tjk	-	7%To	3%	3%	5%	4%	4%	10%Tp	-	3%	5%	5%	4%	7%
Fake employment scam	37	37	1	19	14	4	-	16	12	7	2	21	16	6	9	14	3	2	1	12	24	9	20	6
	4%o	4%	3%	3%	8%Te	3%	-	4%	4%	7%	15%	6%To	3%	3%	4%	6%	2%	4%	5%	4%	4%	5%	4%	4%
Romance or dating scam	29	28	1	17	7	4	1	6	10	11	1	14	15	8	4	9	3	3	-	9	18	5	17	5
	3%j	3%	4%	3%	4%	3%	4%	1%	3%	11%Tjk	9%	4%	3%	5%	2%	4%	2%	5%	-	3%	3%	3%	3%	3%
Holiday scam	25	24	-	18	5	1	1	10	4	8	1	12	13	5	8	3	3	4	-	6	18	4	14	6
	3%ak	3%	-	3%	3%	1%	3%	2%	1%	8%Tjk	14%	4%	2%	3%	4%	2%	3%	7%Tr	-	2%	3%	2%	3%	4%
Psychic or clairvoyant scam	24	24	-	12	7	6	1	4	8	12	-	9	16	4	7	8	3	1	1	7	17	4	15	4
	3%j	3%	-	2%	4%	5%	3%	1%	2%	12%Tjk	-	3%	3%	2%	3%	4%	3%	1%	5%	2%	3%	2%	3%	2%
Other	31	31	-	21	7	3	6	14	8	3	-	13	18	5	10	7	5	3	-	15	16	7	16	6
	3%	4%	-	4%	4%	2%	18%Tjkl	3%	3%	3%	-	4%	3%	3%	4%	3%	4%	4%	-	5%	3%	4%	3%	4%
No, it was only the one type of fraud/ scam I selected previously	493	493	15	331	97	49	15	247	188	38	3	155	338	99	123	123	71	38	13	162	321	93	277	95
	55%gln	56%T	72%	58%Tg	53%	44%	46%	59%Tl	58%l	37%	29%	48%	60%Tn	54%	55%	56%	58%	59%	64%	55%	56%	52%	56%	60%
Don't know	40	40	-	24	10	5	-	14	16	9	-	9	31	8	11	7	5	2	-	22	13	9	18	5
	4%nw	5%	-	4%	6%	4%	-	3%	5%	9%Tj	-	3%	6%	4%	5%	3%	4%	3%	-	8%Tw	2%	5%	4%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
Overlap formulae used.



Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 86
Q9. Which of the following best describes the type of online service or platform you were using when you first encountered the fraud or scam you last experienced?
Base: All who have experienced online fraud or scams

	Gender			Age										SEG						Ethnicity					Q4. Personally know other victims	
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	893	496	390	59	179	180	175	144	105	51	238	355	300	258	255	197	176	513	373	738	150	28	87	29	515	318
Weighted base	890	453	429	93	183	174	180	121	90	49*	276	354	260	269	243	186	186	512	372	725	160	30*	93	30**	522	309
Effective base	854	472	380	58	178	176	173	141	103	49	227	349	292	243	245	192	170	487	361	706	144	26	84	28	491	307
NET: Social media	202	99	100	17	55	47	37	25	15	6	72	84	46	54	55	49	43	109	93	165	37	8	25	3	128	59
	23%o	22%	23%	19%	30%gTiki	27%l	20%	21%	17%	13%	26%o	24%	18%	20%	23%	27%	23%	21%	25%	23%	23%	27%	26%	11%	25%	19%
NET: Websites and apps	159	88	70	17	34	31	32	27	11	7	52	63	45	60	40	35	22	100	57	127	33	10	15	6	97	54
	18%o	20%	16%	19%	19%	18%	18%	22%k	12%	14%	19%	18%	17%	22%Ts	16%	19%	12%	20%	15%	17%	20%	31%	16%	19%	19%	18%
Email	269	136	132	26	44	48	51	39	39	23	71	99	100	79	80	49	59	159	108	219	48	6	32	9	135	111
	30%gC	30%	31%	28%	24%	27%	28%	32%	43%Tghi	46%Tghi	26%	28%	39%Tmn	29%	33%	26%	32%	31%	29%	30%	30%	19%	34%	28%	26%	36%TC
My newsfeed on social media (e.g. Facebook, Twitter, Instagram, Snapchat)	106	57	49	9	26	26	17	17	9	2	36	42	28	31	30	28	17	61	45	87	20	4	13	1	69	29
	12%	13%	11%	10%	14%	15%	9%	14%	10%	5%	13%	12%	11%	11%	12%	15%	9%	12%	12%	12%	12%	15%	14%	4%	13%	9%
An instant messenger (e.g. Facebook Messenger, WhatsApp, Skype, Discord)	86	37	49	11	16	15	25	8	6	3	28	41	17	31	19	17	19	50	36	68	17	3	7	6	57	28
	10%o	8%	11%	12%	9%	9%	14%Tj	6%	7%	7%	10%	12%o	7%	11%	8%	9%	10%	10%	10%	9%	10%	9%	8%	21%	11%	9%
A shopping website or app (e.g. Amazon, eBay, Gumtree)	60	28	33	5	14	12	14	10	2	2	19	27	15	22	15	18	5	37	23	47	13	5	4	2	40	17
	7%o	6%	8%	5%	8%	7%	8%	8%	2%	4%	7%	7%	6%	8%o	6%	10%o	3%	7%	6%	7%	8%y	18%	4%	6%	8%	6%
A search engine (e.g. Google, Yahoo, Bing)	53	30	22	3	7	14	10	12	6	1	10	23	19	13	16	11	13	29	23	41	11	1	6	3	35	14
	6%	7%	5%	3%	4%	8%	5%	10%Tg	7%	2%	4%	7%	7%	5%	7%	6%	7%	6%	6%	6%	7%	3%	7%	11%	7%	5%
A dating website or app (e.g. Match, Tinder, Bumble)	52	29	22	3	11	7	10	11	6	5	14	17	21	17	18	5	12	34	17	44	8	4	2	2	31	22
	6%r	6%	5%	4%	6%	4%	6%	9%	7%	9%	5%	5%	8%T	6%	7%r	3%	6%	7%	5%	6%	5%y	14%	2%	7%	6%	7%
An individual's page/ account on social media (e.g. a verified user or your friend's profile on Facebook, Twitter, Instagram, Snapchat)	50	22	28	8	8	15	10	4	2	3	17	25	9	11	13	11	16	24	27	42	8	3	4	1	32	16
	6%o	5%	6%	9%	5%	8%k	6%	3%	2%	6%	6%	7%o	3%	4%	5%	6%	8%	5%	7%	6%	5%	9%	5%	4%	6%	5%
A company page/ account on social media (e.g. a business profile on Facebook, Twitter, Instagram, Snapchat)	45	21	23	-	20	7	10	4	4	1	20	16	9	13	12	10	10	24	21	36	9	1	7	1	27	14
	5%	5%	5%	-	11%Thj	4%	5%	3%	5%	2%	7%	5%	4%	5%	5%	6%	6%	5%	6%	5%	6%	4%	7%	3%	5%	5%
A standalone company website	30	23	8	6	4	7	7	5	1	-	10	14	6	12	4	9	4	16	13	25	5	-	3	2	16	11
	3%b	5%Tb	2%	6%	2%	4%	4%	5%	1%	-	4%	4%	2%	4%	2%	5%	2%	3%	4%	3%	3%	-	3%	7%	3%	3%
An online forum (e.g. Reddit, Mumsnet, The Student Room forum)	17	10	7	8	3	3	3	-	-	-	11	6	-	6	7	2	2	13	4	13	2	1	1	-	11	6
	2%o	2%	2%	8%Tghijk	2%	2%	2%	-	-	-	4%To	2%o	-	2%	3%	1%	1%	3%	1%	2%	2%	5%	1%	-	2%	2%
A video-sharing service (e.g. YouTube, TikTok, Vimeo)	12	8	4	2	5	1	4	-	1	-	6	5	1	5	3	3	2	7	5	10	3	-	3	-	8	5
	1%o	2%	1%	2%	3%	*	2%	-	1%	-	2%o	1%	*	2%	1%	2%	1%	1%	1%	1%	2%	-	3%	-	1%	1%
Livestreaming service (e.g. Twitch, Facebook Live, YouTube Gaming)	12	8	4	-	2	1	3	3	2	1	2	4	6	1	3	2	6	3	8	10	2	1	1	-	8	4
	1%t	2%	1%	-	1%	1%	2%	3%	2%	2%	1%	1%	2%	*	1%	1%	3%Tp	1%	2%	1%	1%	3%	1%	-	2%	1%
An online blog (e.g. WordPress, Bloglovin')	11	9	2	2	4	2	2	-	1	1	6	4	2	4	1	3	3	5	6	10	1	-	1	-	9	2
	1%	2%	1%	2%	2%	1%	1%	-	1%	2%	2%	1%	1%	2%	*	1%	2%	1%	2%	1%	1%	-	1%	-	2%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D

Overlap formulae used.

Prepared by Yonder

.YONDER

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 86
Q9. Which of the following best describes the type of online service or platform you were using when you first encountered the fraud or scam you last experienced?
Base: All who have experienced online fraud or scams

	Gender		Age										SEG						Ethnicity				Q4. Personally know other victims			
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Weighted base	890	453	429	93	183	174	180	121	90	49*	276	354	260	269	243	186	186	512	372	725	160	30*	93	30**	522	309
A news website or app (e.g. BBC News, The Guardian, Daily Mail Online)	10 1%	5 1%	5 1%	3 4%	3 2%	2 1%	1 *	1 1%	-	-	6 2%	3 1%	1 *	6 2%	1 *	2 1%	1 1%	7 1%	3 1%	7 1%	3 2%	-	3 3%	-	7 1%	3 1%
A gaming website or app (e.g. PlayStation Network, Nintendo Online, Xbox Live, Roblox)	5 1%v	3 1%	2 1%	-	2 1%	2 1%	-	-	1 1%	-	2 1%	2 1%	1 *	3 1%	1 *	1 *	-	4 1%	1 *	1 *	3 2%TV	-	3 4%TV	-	3 1%	2 1%
A Q&A website or app (e.g. Quora, Yahoo Answers)	2 *	2 *	-	-	-	1 *	-	-	1 1%	-	-	1 *	1 *	-	1 *	1 *	-	1 *	1 *	2 *	-	-	-	-	1 *	-
Other	38 4%	15 3%	23 5%	4 4%	5 3%	5 3%	9 5%	4 3%	5 6%	7 15%Tlghij	9 3%	14 4%	16 6%	13 5%	8 3%	9 5%	8 4%	21 4%	18 5%	35 5%	4 2%	-	2 2%	2 6%	21 4%	13 4%
Can't remember	31 3%pC	13 3%	17 4%	3 3%	7 4%	7 4%	5 3%	4 4%	4 4%	-	10 4%	12 4%	8 3%	3 1%	11 5%p	6 3%	9 5%p	14 3%	15 4%	28 4%	2 1%	1 3%	-	1 4%	13 2%	14 4%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 87
Q9. Which of the following best describes the type of online service or platform you were using when you first encountered the fraud or scam you last experienced?
Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced												Q10. Device used			Q12. Promoted content		Q13. Personal connection			Q16. Multiple channels of communication			
	Total (T)	Romance or dating scam (a)	Investment or pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	893	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	854	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
NET: Social media	202	16	39	4	17	13	16	7	12	18	40	11	123	20	54	15	28	22	21	63	9	108	17	7
	23%dfnv	15%	30%adf	16%	15%	18%	14%	21%	37%adef	40%Tadef	28%adf	24%	33%Tn	22%	14%	28%	30%	31%	38%Tv	16%	34%	25%	19%	16%
NET: Websites and apps	159	45	13	2	6	19	12	6	8	2	38	6	60	15	71	8	27	24	3	65	4	79	27	12
	18%bdfiu	44%Tbdfgi	10%	7%	5%	27%Tbdfi	10%	19%bd	25%bdfi	5%	27%Tbdfi	13%	16%	17%	19%	15%	29%T	33%Tr	5%	17%u	16%	18%	31%Tx	27%
Email	269	15	35	11	57	17	48	11	6	16	29	11	85	28	154	5	11	6	14	168	5	132	15	12
	30%ajlrsty	14%	27%a	41%	51%Tabehjk	24%	41%Tabehj	33%a	18%	36%aj	20%	25%	22%	31%	41%TI	9%	12%	8%	25%	44%Tu	21%	30%y	18%	27%
My newsfeed on social media (e.g. Facebook, Twitter, Instagram, Snapchat)	106	8	25	3	7	7	5	7	3	11	23	2	64	13	28	10	13	13	9	30	6	51	9	5
	12%dfnv	8%	19%Tadfk	10%	6%	9%	5%	21%adfk	10%	24%Tadefk	16%df	5%	17%Tn	14%n	7%	18%	14%	18%	16%	8%	22%	12%	11%	11%
An instant messenger (e.g. Facebook Messenger, WhatsApp, Skype, Discord)	86	17	17	5	8	7	6	3	1	5	13	2	54	6	21	9	10	4	12	52	1	50	9	3
	10%n	16%Tdf	13%f	17%	7%	10%	5%	10%	3%	11%	9%	4%	14%Tn	7%	6%	17%	10%	6%	22%T	14%T	4%	11%	10%	6%
A shopping website or app (e.g. Amazon, eBay, Gumtree)	60	1	3	-	3	12	5	3	4	1	29	1	24	3	27	5	13	13	-	14	1	34	5	4
	7%abduv	1%	2%	-	2%	17%Tabdfik	4%	8%a	13%abd	3%	20%Tabdfik	2%	6%	4%	7%	8%	14%T	18%T	-	4%	4%	8%	6%	8%
A search engine (e.g. Google, Yahoo, Bing)	53	3	11	1	6	2	9	2	2	1	10	4	18	10	24	8	7	9	2	6	1	21	3	4
	6%v	3%	8%	3%	5%	3%	8%	5%	5%	2%	7%	9%	5%	11%l	6%	14%T	7%	13%T	4%	2%	3%	5%	3%	8%
A dating website or app (e.g. Match, Tinder, Bumble)	52	4	4	-	-	-	1	2	2	-	1	1	23	6	23	1	2	4	1	38	2	30	14	3
	6%defj	9%Tbdefghi	3%	-	-	-	1%	6%defj	6%defj	-	1%	2%	6%	7%	6%	2%	2%	6%	2%	10%Tu	9%	7%	16%Tx	7%
An individual's page/ account on social media (e.g. a verified user or your friend's profile on Facebook, Twitter, Instagram, Snapchat)	50	5	9	1	6	2	4	-	5	4	8	3	35	5	10	3	11	4	7	21	2	34	3	1
	6%n	5%	7%	4%	6%	3%	4%	-	14%Tefg	10%	6%	7%	9%Tn	5%	3%	6%	12%T	6%	13%Tv	5%	8%	8%T	3%	3%
A company page/ account on social media (e.g. a business profile on Facebook, Twitter, Instagram, Snapchat)	45	2	5	1	4	4	6	-	4	3	9	5	23	3	17	2	4	5	5	12	1	23	5	1
	5%v	2%	4%	3%	3%	5%	5%	-	13%adg	6%	7%	12%Tad	6%	3%	4%	4%	4%	7%	9%v	3%	4%	5%	5%	2%
A standalone company website	30	2	4	1	3	5	4	1	1	-	6	1	5	4	17	2	9	5	1	8	1	9	3	5
	3%lvx	2%	3%	4%	3%	7%	3%	4%	3%	-	5%	3%	1%	5%l	4%l	3%	10%T	7%	1%	2%	4%	2%	4%	11%Tx
An online forum (e.g. Reddit, Mumsnet, The Student Room forum)	17	2	3	1	-	-	9	1	-	-	1	-	6	3	5	2	3	1	1	2	1	6	4	2
	2%v	2%	2%	3%	-	-	7%Tdej	3%	-	-	1%	-	2%	4%	1%	4%	3%	1%	2%	1%	4%	1%	4%	4%
A video-sharing service (e.g. YouTube, TikTok, Vimeo)	12	-	2	2	-	-	2	-	1	-	5	1	5	1	4	3	2	-	1	1	3	3	2	-
	1%vx	-	1%	6%	-	-	1%	-	3%	-	3%T	3%	1%	1%	1%	5%T	2%	-	2%	*	11%	1%	3%	-

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 87
Q9. Which of the following best describes the type of online service or platform you were using when you first encountered the fraud or scam you last experienced?
Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced												Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication				
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Livestreaming service (e.g. Twitch, Facebook Live, YouTube Gaming)	12	2	3	-	1	1	1	2	1	-	1	-	2	3	7	-	2	2	1	4	-	6	-	-
	1%l	2%	2%	-	1%	1%	1%	6%Tj	2%	-	1%	-	1%	3%l	2%	-	2%	3%	2%	1%	-	1%	-	-
An online blog (e.g. WordPress, Bloglovin')	11	2	2	-	1	1	1	-	-	1	2	2	3	-	7	4	2	-	-	3	-	3	3	-
	1%	2%	1%	-	1%	1%	1%	-	-	2%	1%	4%	1%	-	2%	7%Tt	2%	-	-	1%	-	1%	3%	2%
A news website or app (e.g. BBC News, The Guardian, Daily Mail Online)	10	1	2	1	-	-	3	-	-	-	2	2	7	2	2	1	3	1	-	3	-	3	2	-
	1%	1%	1%	3%	-	-	2%	-	-	-	4%	4%	2%	2%	*	2%	3%	1%	-	1%	-	1%	2%	-
A gaming website or app (e.g. PlayStation Network, Nintendo Online, Xbox Live, Roblox)	5	1	1	-	-	2	-	-	1	-	-	-	1	-	1	-	-	1	1	2	-	2	3	-
	1%	1%	1%	-	-	3%Tj	-	-	4%Tdj	-	-	-	*	-	*	-	-	1%	2%	*	-	*	3%Tx	-
A Q&A website or app (e.g. Quora, Yahoo Answers)	2	-	-	-	-	-	-	-	1	-	1	1	-	1	-	-	-	-	-	1	-	-	-	-
	*	-	-	-	-	-	-	-	2%T	-	2%T	*	-	*	-	-	-	-	-	*	-	-	-	-
Other	38	-	4	2	9	6	8	1	1	-	7	16	-	18	1	-	3	-	14	-	20	5	1	
	4%aj	-	3%	6%	8%aj	9%Taij	6%aj	3%	3%	-	15%Tabij	4%	-	5%am	2%	-	4%	-	4%	-	5%	6%	2%	
Can't remember	31	2	2	-	7	5	6	-	1	2	2	7	4	15	-	2	-	-	-	8	2	11	2	4
	3%lv	2%	1%	-	6%	7%bj	5%	-	3%	4%	3%	2%	5%	4%	-	2%	-	-	2%	7%	2%	2%	10%Tx	
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 88

Q9. Which of the following best describes the type of online service or platform you were using when you first encountered the fraud or scam you last experienced?

Base: All who have experienced online fraud or scams

	Q19. Money lost						Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards		
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	893	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	854	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
NET: Social media	202	51	31	13	6	151	164	36	115	47	60	39	35	7	15	18	4	4	91	95	61	128
	23%	23% ^c	34% ^{Taog}	16%	22%	23%	23%	24%	23%	25%	19%	32% ^{Tmrt}	24%	25%	24%	19%	26%	13%	27% ^{Tv}	20%	24%	22%
NET: Websites and apps	159	55	24	20	7	103	131	26	99	30	44	24	31	9	10	31	5	5	57	86	35	113
	18% ^{gmw}	25% ^{Tg}	25% ^{Tg}	25% ^g	25%	16%	18%	17%	20%	16%	14%	19%	21%	33%	33% ^{Tmnoq}	31%	16%	17%	18%	14%	14%	20% ^w
Email	269	32	12	12	6	236	217	48	132	59	118	26	32	1	8	17	2	15	98	148	89	157
	30% ^{abcnknoqr}	15%	13%	15%	20%	35% ^{Tabc}	30% ^k	32%	26%	31%	38% ^{Tnoqr}	21%	22%	4%	13%	18%	11%	48% ^{Tnoqr}	29%	32%	35% ^x	27%
My newsfeed on social media (e.g. Facebook, Twitter, Instagram, Snapchat)	106	25	15	9	1	82	82	24	55	23	31	19	17	3	10	9	2	2	45	51	30	71
	12%	11%	16%	11%	3%	12%	11%	16%	11%	12%	10%	15%	11%	11%	17%	10%	14%	6%	13%	11%	12%	12%
An instant messenger (e.g. Facebook Messenger, WhatsApp, Skype, Discord)	86	26	8	13	2	60	72	13	47	19	36	13	11	4	10	5	1	3	37	41	28	56
	10%	12%	9%	16%	7%	9%	10%	9%	9%	10%	12%	11%	7%	13%	16% ^{cor}	6%	7%	8%	11%	9%	11%	10%
A shopping website or app (e.g. Amazon, eBay, Gumtree)	60	26	12	13	1	34	50	10	40	13	7	13	19	2	5	19	2	4	20	37	8	49
	7% ^{gmw}	12% ^{Tg}	13% ^{Tg}	16% ^{Tg}	3%	5%	7%	7%	8%	7%	2%	10% ^m	13% Tm	8%	8% ^m	21% ^{Tmnq}	14%	13% ^m	6%	3%	3%	8% ^{Tw}
A search engine (e.g. Google, Yahoo, Bing)	53	16	7	4	3	36	45	7	36	18	15	9	12	-	5	7	3	1	13	34	8	40
	6% ^{uw}	7%	8%	5%	9%	5%	6%	5%	7%	9% ^T	5%	7%	8%	-	9%	7%	18%	3%	4%	7% ^u	3%	7% ^w
A dating website or app (e.g. Match, Tinder, Bumble)	52	12	3	3	3	40	44	7	30	12	27	6	4	-	2	-	2	1	19	26	14	34
	6% ^r	5%	3%	3%	9%	6%	6%	5%	6%	6%	9% ^{Tor}	5% ^r	3%	-	3%	-	12%	3%	6%	6%	6%	6%
An individual's page/account on social media (e.g. a verified user or your friend's profile on Facebook, Twitter, Instagram, Snapchat)	50	15	8	3	4	36	45	6	32	14	15	14	7	1	5	1	2	26	22	16	31	
	6%	7%	8%	4%	13%	5%	6%	4%	6%	7%	5%	12% ^{Tmoq}	5%	3%	6%	7%	5%	8%	5%	6%	6%	5%
A company page/account on social media (e.g. a business profile on Facebook, Twitter, Instagram, Snapchat)	45	12	9	1	2	33	38	6	27	10	14	6	11	3	4	4	1	1	20	22	15	25
	5%	6% ^c	9% ^c	1%	6%	5%	5%	4%	5%	5%	4%	5%	7%	11%	6%	4%	5%	3%	6%	5%	6%	4%
A standalone company website	30	14	8	4	2	17	26	3	22	2	6	3	5	6	2	8	-	-	12	13	5	21
	3% ^{gl}	6% ^{Tg}	8% ^{Tg}	5%	7%	2%	4% ^l	2%	4% ^l	1%	2%	2%	3%	22%	4%	8% ^{Tmn}	-	-	3%	3%	2%	4%
An online forum (e.g. Reddit, Mumsnet, The Student Room forum)	17	7	2	4	1	10	15	1	15	1	3	3	4	2	3	3	-	-	8	8	6	11
	2%	3%	3%	5% ^g	3%	1%	2%	1%	3% ^{Til}	1%	1%	3%	3%	14%	4%	3%	-	-	2%	2%	2%	2%
A video-sharing service (e.g. YouTube, TikTok, Vimeo)	12	5	1	1	1	7	7	5	6	2	3	-	2	1	3	-	1	-	6	6	6	5
	1% ⁱ	2%	1%	1%	3%	1%	1%	3% ^{Ti}	1%	1%	1%	-	1%	3%	6% ^{Tmnor}	-	7%	-	2%	1%	2%	1%
Livestreaming service (e.g. Twitch, Facebook Live, YouTube Gaming)	12	3	2	1	-	9	11	1	7	2	7	2	2	-	2	-	-	-	3	9	3	9
	1%	1%	2%	1%	-	1%	2%	1%	1%	1%	2%	1%	2%	-	2%	-	-	-	1%	2%	1%	2%

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x

Overlap formulae used.

Prepared by Yonder

.YONDER

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 88

Q9. Which of the following best describes the type of online service or platform you were using when you first encountered the fraud or scam you last experienced?

Base: All who have experienced online fraud or scams

	Q19. Money lost						Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards		
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
An online blog (e.g. WordPress, Bloglovin')	11 1%	5 2%	1 1%	4 5%Tg	-	6 1%	9 1%	2 1%	8 2%	1 *	-	3 3% _m	4 2% _m	1 4%	-	2 2% _m	-	-	8 2%	4 1%	6 2%	5 1%
A news website or app (e.g. BBC News, The Guardian, Daily Mail Online)	10 1%	1 *	1 1%	-	-	9 1%	6 1%	4 3%	4 1%	4 2%	2 1%	2 1%	2 4%	1 2%	2 2%	-	-	2 1%	7 2%	3 1%	7 1%	
A gaming website or app (e.g. PlayStation Network, Nintendo Online, Xbox Live, Roblox)	5 1% _{gx}	3 1%	-	1 1%	2 6%	1 *	4 1%	1 1%	3 1%	-	-	1 1%	1 1%	-	2 2% _m	1 5%	-	3 1%	2 *	4 2% _{Tx}	1 *	
A Q&A website or app (e.g. Quora, Yahoo Answers)	2 *	-	-	-	-	2 *	2 *	-	1 *	-	2 1%	-	-	-	-	-	-	-	1 *	1 *	1 *	1 *
Other	38 4% _b	7 3%	-	5 6% _b	1 3%	30 4% _b	31 4%	7 5%	20 4%	5 3%	15 5%	3 2%	7 5%	1 5%	6 9% _n	6 6%	-	2 5%	12 3%	21 5%	7 3%	28 5%
Can't remember	31 3% _g	12 5%	4 4%	5 7%	3 9%	18 3%	23 3%	4 3%	16 3%	7 4%	8 3%	1 1%	8 5% _n	-	2 3%	3 3%	-	2 6% _n	9 3%	16 3%	5 2%	23 4%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 89
Q9. Which of the following best describes the type of online service or platform you were using when you first encountered the fraud or scam you last experienced?
Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage					Highest education					Children in household		Household income						Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)	
Unweighted base	893	887	23	578	179	107	35	418	330	98	8	311	582	183	235	221	118	67	20	303	568	171	500	166	
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157	
Effective base	854	848	23	554	171	102	34	399	318	94	7	300	555	177	225	211	113	65	19	290	543	165	476	162	
NET: Social media	202	202	3	127	45	27	4	94	74	28	1	99	103	34	58	57	29	9	4	77	121	45	113	29	
	23%o	23%	13%	22%	25%	24%	12%	22%	23%	28%	8%	31%To	18%	18%	25%t	26%t	23%	14%	22%	26%	21%	25%	23%	18%	
NET: Websites and apps	159	156	2	106	30	20	4	78	59	16	2	53	106	31	35	50	17	13	4	52	102	32	86	31	
	18%a	18%	10%	19%	16%	18%	12%	19%	18%	16%	18%	19%	17%	15%	23%T	14%	21%	17%	18%	18%	18%	17%	20%		
Email	269	267	11	170	53	32	8	119	105	29	5	77	192	59	71	61	39	19	5	75	188	48	159	47	
	30%nv	30%	51%	30%	29%	29%	25%	28%	32%	29%	46%	24%	34%Tn	32%	31%	28%	32%	30%	25%	25%	33%Tv	26%	32%	30%	
My newsfeed on social media (e.g. Facebook, Twitter, Instagram, Snapchat)	106	106	2	68	23	13	2	46	39	17	1	47	59	13	34	34	10	5	3	39	66	20	63	16	
	12%p	12%	10%	12%	12%	12%	5%	11%	12%	17%	8%	14%	10%	7%	15%p	15%p	8%	8%	14%	13%	12%	11%	13%		
An instant messenger (e.g. Facebook Messenger, WhatsApp, Skype, Discord)	86	86	-	61	16	9	3	38	34	9	2	35	50	16	19	17	17	11	1	28	57	15	46	19	
	10%	10%	-	11%	9%	8%	10%	9%	10%	9%	15%	11%	9%	9%	8%	8%	14%	18%Tqr	5%	9%	10%	8%	9%	12%	
A shopping website or app (e.g. Amazon, eBay, Gumtree)	60	59	1	46	9	5	1	32	20	7	-	18	42	10	13	20	5	8	2	22	37	11	33	15	
	7%	7%	5%	8%	5%	4%	2%	8%	6%	7%	-	6%	7%	6%	6%	9%	4%	13%Ts	8%	7%	7%	6%	7%	9%	
A search engine (e.g. Google, Yahoo, Bing)	53	53	3	35	9	6	4	29	14	6	-	20	33	11	16	9	7	4	1	21	32	8	29	10	
	6%	6%	13%	6%	5%	6%	11%	7%	4%	6%	-	6%	6%	6%	7%	4%	6%	6%	5%	7%	6%	5%	6%	6%	
A dating website or app (e.g. Match, Tinder, Bumble)	52	50	1	38	7	5	3	23	20	4	2	13	39	15	10	15	3	4	1	17	34	9	26	11	
	6%a	6%	5%	7%	4%	5%	10%	5%	6%	4%	18%	4%	7%	8%	4%	7%	3%	6%	4%	6%	6%	5%	5%	7%	
An individual's page/account on social media (e.g. a verified user or your friend's profile on Facebook, Twitter, Instagram, Snapchat)	50	50	-	38	9	4	2	29	17	3	-	28	22	10	10	13	12	1	2	21	28	13	29	4	
	6%oz	6%	-	7%	5%	3%	6%	7%	5%	3%	-	9%To	4%	5%	4%	6%	10%t	1%	8%	7%	5%	7%	6%	3%	
A company page/account on social media (e.g. a business profile on Facebook, Twitter, Instagram, Snapchat)	45	45	1	21	14	10	-	19	18	8	-	24	21	11	14	10	6	3	-	17	27	13	21	8	
	5%eo	5%	3%	4%	7%e	9%e	-	5%	5%	8%	-	7%To	4%	6%	6%	5%	5%	5%	-	6%	5%	7%	4%	5%	
A standalone company website	30	30	-	17	7	7	-	14	13	3	-	13	17	3	10	9	5	1	-	9	18	6	18	4	
	3%	3%	-	3%	4%	6%	-	3%	4%	3%	-	4%	3%	2%	4%	4%	4%	2%	-	3%	3%	3%	4%	2%	
An online forum (e.g. Reddit, Mumsnet, The Student Room forum)	17	17	-	6	6	5	-	8	4	4	1	7	10	8	3	-	2	1	1	5	9	8	4	3	
	2%ery	2%	-	1%	3%e	4%e	-	2%	1%	3%	13%	2%	2%	4%Tr	1%	-	2%	2%r	5%	2%	2%	5%Ty	1%	2%	
A video-sharing service (e.g. YouTube, TikTok, Vimeo)	12	11	-	6	4	3	1	4	6	1	-	3	9	3	4	3	-	1	2	8	3	3	6	3	
	1%aw	1%	-	1%	2%	3%	3%	1%	2%	1%	-	1%	2%	1%	2%	1%	-	1%	11%	3%Tw	1%	2%	1%	2%	
Livestreaming service (e.g. Twitch, Facebook Live, YouTube Gaming)	12	12	-	9	3	-	-	10	2	1	-	4	8	5	1	5	1	1	-	5	7	4	5	2	
	1%	1%	-	2%	2%	-	-	2%Tk	*	1%	-	1%	1%	3%	*	2%	1%	1%	-	2%	1%	2%	1%	1%	

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Overlap formulae used.

Prepared by Yonder

.YONDER

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 89
Q9. Which of the following best describes the type of online service or platform you were using when you first encountered the fraud or scam you last experienced?
Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage					Highest education					Children in household		Household income						Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)	
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157	
An online blog (e.g. WordPress, Bloglovin')	11	11	-	5	3	3	1	6	3	1	-	7	4	2	2	3	3	-	-	2	7	3	4	4	
A news website or app (e.g. BBC News, The Guardian, Daily Mail Online)	10	10	-	3	4	3	-	4	4	2	-	4	6	2	1	3	2	-	1	2	8	3	5	1	
A gaming website or app (e.g. PlayStation Network, Nintendo Online, Xbox Live, Roblox)	5	5	-	1	3	-	-	4	1	-	-	4	1	1	-	3	1	-	-	2	3	3	2	-	
A Q&A website or app (e.g. Quora, Yahoo Answers)	2	2	-	2	-	-	-	1	1	-	-	1	1	-	1	-	1	-	-	1	1	-	2	-	
Other	38	38	2	25	10	1	6	16	14	2	-	7	31	6	13	8	4	2	1	11	27	5	24	5	
Can't remember	31	31	1	19	7	5	1	16	9	4	-	11	20	11	5	8	3	3	1	12	17	8	17	6	
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 90
Q10. What device were you using to access the internet at the time?
Base: All who have experienced online fraud or scams

	Gender		Age										SEG						Ethnicity					Q4. Personally know other victims		
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	893	496	390	59	179	180	175	144	105	51	238	355	300	258	255	197	176	513	373	738	150	28	87	29	515	318
Weighted base	890	453	429	93	183	174	180	121	90	49*	276	354	260	269	243	186	186	512	372	725	160	30*	93	30**	522	309
Effective base	854	472	380	58	178	176	173	141	103	49	227	349	292	243	245	192	170	487	361	706	144	26	84	28	491	307
Computer (laptop or desktop)	381	229	148	36	51	60	78	67	55	33	88	138	155	122	103	78	75	225	153	326	53	10	28	13	204	144
	43% C	43% C	34% C	39% C	28% C	34% C	43% C	55% C	61% C	68% C	32% C	39% C	60% C	45% C	42% C	42% C	40% C	44% C	41% C	45% C	33% C	34% C	30% C	44% C	39% C	46% C
Smartphone	379	162	213	36	114	94	76	39	11	7	150	171	58	95	111	85	86	206	171	291	85	16	51	13	245	117
	43% vD	36% a	50% Ta	39% kl	62% Tfijkl	54% Tfijkl	42% kl	32% kl	13% C	15% C	54% To	48% To	22% C	35% C	46% p	46% p	46% p	40% C	46% C	40% C	53% Tv	53% C	54% Tv	43% C	47% TD	38% C
Tablet	90	34	56	11	8	10	17	14	22	8	19	27	44	36	23	17	15	58	32	79	12	2	6	4	50	35
	10% aghn	8% C	13% Ta	12% C	4% C	6% C	9% C	12% g	24% Tghij	17% gh	7% C	8% C	17% Tmn	13% C	9% C	9% C	8% C	11% C	8% C	11% C	7% C	7% C	6% C	12% C	10% C	11% C
Smart speaker	9	6	3	5	2	2	-	-	-	-	7	2	-	5	-	1	3	5	4	5	4	-	4	-	5	4
	1% C	1% C	1% C	5% Tij	1% C	1% C	- C	- C	- C	- C	2% To	1% C	- C	2% q	- C	1% C	2% C	1% C	1% C	1% C	2% C	- C	4% Tv	- C	1% C	1% C
Smart TV	8	4	4	2	2	3	1	-	-	-	4	4	-	3	2	1	2	5	3	6	2	1	1	-	7	1
	1% C	1% C	1% C	2% C	1% C	2% C	1% C	- C	- C	- C	1% C	1% C	- C	1% C	1% C	1% C	1% C	1% C	1% C	1% C	1% C	3% C	1% C	- C	1% C	1% C
Games console or handheld games player	4	4	-	2	2	1	-	-	-	-	4	1	-	2	1	1	1	2	2	3	2	-	2	-	3	2
	- C	1% b	- C	2% C	1% C	* C	- C	- C	- C	- C	1% C	* C	- C	1% C	* C	* C	1% C	2% C	1% C	1% C	1% C	- C	2% C	- C	1% C	1% C
Other	5	4	1	2	-	2	-	-	2	-	2	2	2	1	-	3	1	1	3	4	1	1	-	-	3	1
	1% t	1% C	* C	2% C	- C	1% C	- C	- C	2% C	- C	1% C	1% C	2% C	1% C	- C	1% C	* C	* C	1% C	1% C	* C	3% C	- C	- C	1% C	* C
Can't remember	14	10	3	-	3	2	8	1	-	-	3	10	1	5	4	1	3	9	4	12	2	-	2	-	5	6
	2% o	2% C	1% C	- C	2% C	1% C	5% Tjk	1% C	- C	- C	1% C	3% To	* C	2% C	2% C	* C	2% C	2% C	1% C	2% C	1% C	- C	2% C	- C	1% C	2% C
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 91
Q10. What device were you using to access the internet at the time?
Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced												Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication				
	Total (T)	Romance or dating scam (a)	Investment pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	893	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	854	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
Computer (laptop or desktop)	381	48	57	12	46	25	66	12	9	18	56	16	-	-	381	20	31	29	19	160	6	182	27	20
	43%lmy	47%	44%	41%	35%	56%Tdehjk	36%	29%	41%	40%	37%	-	-	100%Tlm	37%	33%	40%	33%	42%	22%	42%	31%	47%	
Smartphone	379	42	60	11	49	35	36	11	16	16	64	24	379	-	-	23	44	32	29	185	15	202	39	15
	43%fmn	41%	46%f	39%	44%f	50%f	31%	35%	50%f	35%	45%f	54%f	100%Tmn	-	-	41%	48%	45%	52%	48%T	58%	46%T	45%	34%
Tablet	90	11	9	2	12	8	10	5	9	10	2	-	-	90	5	13	9	5	32	3	46	6	4	
	10%ln	10%	7%	7%	11%	9%	28%Tabdefjk	14%	20%Tbj	7%	5%	-	100%Tln	-	-	8%	13%	12%	9%	8%	11%	11%	7%	9%
Smart speaker	9	-	2	-	1	-	2	-	1	-	2	1	-	-	-	-	4	-	1	-	-	1	5	1
	1%x	-	1%	-	1%	-	2%	-	4%	-	1%	3%	-	-	-	-	4%T	-	2%v	-	-	*	5%Tx	3%x
Smart TV	8	2	-	1	-	-	-	1	2	1	-	-	-	-	-	5	1	-	1	2	-	1	4	1
	1%x	2%	-	3%	-	-	1%	-	3%b	4%Tbd	1%	-	-	-	-	9%Tst	1%	-	2%	*	-	*	5%Tx	2%
Games console or handheld games player	4	-	1	2	1	-	-	-	-	1	-	-	-	-	-	2	-	-	-	1	2	1	3	-
	*	-	1%	6%	1%	-	-	-	-	1%	-	-	-	-	-	4%T	-	-	-	*	6%	*	4%Tx	-
Other	5	-	1	-	1	-	1	-	-	2	-	-	-	-	-	-	-	-	-	3	-	1	1	1
	1%	-	1%	-	1%	-	1%	-	-	1%	-	-	-	-	-	-	-	-	-	1%	-	*	1%	2%
Can't remember	14	-	1	-	1	3	1	-	-	6	-	-	-	-	-	-	-	2	1	3	1	3	2	1
	2%lrx	-	1%	-	1%	4%a	1%	-	-	5%Ta	-	-	-	-	-	-	-	3%	2%	1%	3%	1%	2%	2%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 92
Q10. What device were you using to access the internet at the time?
Base: All who have experienced online fraud or scams

	Q19. Money lost					Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards			
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	893	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	854	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
Computer (laptop or desktop)	381 43%u	86 39%	34 37%	33 41%	12 40%	293 44%	302 42%	74 49%	205 41%	80 42%	128 41%	50 40%	61 41%	3 10%	23 37%	45 47%	4 30%	15 47%	127 37%	224 48%Tu	99 39%	250 43%
Smartphone	379 43%v	94 43%	45 48%	33 41%	13 44%	285 43%	309 43%	64 42%	215 43%	84 44%	139 45%	55 45%	63 43%	14 51%	25 41%	32 34%	6 43%	11 35%	174 51%Tv	168 36%	125 49%Tx	234 40%
Tablet	90 10%w	18 8%	7 7%	7 9%	1 4%	73 11%	80 11%	10 7%	52 10%	24 13%	35 11%	14 12%	17 12%	2 7%	9 15%	8 8%	3 23%	5 16%	29 9%	53 11%	18 7%	69 12%Tw
Smart speaker	9 1%g	8 4%Tg	1 2%g	5 6%Tg	1 4%	1 *	9 1%	-	8 2%	1 *	1 *	-	1 1%	7 25%	-	2 2%	-	-	3 1%	5 1%	3 1%	6 1%
Smart TV	8 1%g	7 3%Tg	3 3%Tg	1 1%	1 3%	1 *	7 1%	1 1%	6 1%	-	-	2 2% ^m	2 2% ^m	2 7%	2 3% ^m	-	1 5%	-	4 1%	4 1%	4 2%	4 1%
Games console or handheld games player	4 *g	3 1%Tg	1 1%	-	1 3%	1 *	4 1%	-	3 1%	-	1 *	-	2 1%	-	2 3%T	-	-	-	2 *	3 1%	2 1%	3 *
Other	5 1%	2 1%	-	2 2%	-	3 1%	5 1%	-	3 1%	1 *	3 1%	-	-	-	2 2%	-	-	-	1 *	3 1%	2 1%	2 *
Can't remember	14 2%u	3 1%	2 2%	-	1 3%	9 1%	10 1%	1 1%	9 2%	1 1%	2 1%	2 2%	1 1%	-	1 2%	6 6%Tmo	-	1 3%	2 1%	9 2%	2 1%	9 2%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 93
Q10. What device were you using to access the internet at the time?
Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage					Highest education					Children in household		Household income						Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)	
Unweighted base	893	887	23	578	179	107	35	418	330	98	8	311	582	183	235	221	118	67	20	303	568	171	500	166	
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157	
Effective base	854	848	23	554	171	102	34	399	318	94	7	300	555	177	225	211	113	65	19	290	543	165	476	162	
Computer (laptop or desktop)	381	381	11	239	75	54	16	179	138	43	3	109	272	83	98	84	57	27	6	134	239	52	231	67	
	43%nx	43%T	52%	42%	41%	49%	48%	43%	43%	42%	32%	34%	48%Tn	45%	43%	38%	47%	42%	29%	45%	42%	29%	47%Tx	42%x	
Smartphone	379	377	7	241	83	46	12	168	143	46	7	182	197	69	96	94	52	33	13	114	253	99	186	72	
	43%oy	43%	33%	42%	45%	41%	38%	40%	44%	45%	68%	56%To	35%	38%	42%	43%	42%	52%p	67%	39%	44%	55%Ty	38%	46%	
Tablet	90	88	3	71	9	6	5	46	31	9	-	20	71	21	25	27	9	2	-	34	53	13	57	13	
	10%ft	10%	15%	12%Tfg	5%	6%	14%	11%	10%	9%	-	6%	13%Tn	11%t	11%t	12%t	7%	3%	-	11%	9%	7%	12%	8%	
Smart speaker	9	9	-	1	6	1	-	4	4	1	-	5	4	3	2	2	1	-	-	4	5	4	5	-	
	1%e	1%	-	*	3%Te	1%	-	1%	1%	1%	-	2%	1%	1%	1%	1%	1%	-	-	1%	1%	2%	1%	-	
Smart TV	8	6	-	5	2	1	-	4	2	2	-	4	4	2	1	3	-	2	-	1	5	3	3	2	
	1%a	1%	-	1%	1%	1%	-	1%	1%	2%	-	1%	1%	1%	*	1%	-	3%	-	*	1%	2%	1%	1%	
Games console or handheld games player	4	4	-	1	3	1	-	4	-	-	-	1	4	-	2	3	-	-	-	2	2	2	2	1	
	*e	*	-	1%e	1%	1%	-	1%	-	-	-	*	1%	-	1%	1%	-	-	-	1%	*	1%	*	1%	
Other	5	5	-	2	3	-	-	5	-	-	-	-	5	1	2	-	-	-	-	3	2	1	3	-	
	1%	1%	-	*	1%	-	-	1%T	-	-	-	-	1%	*	*	1%	-	-	-	1%	*	*	1%	-	
Can't remember	14	14	-	9	3	1	-	8	4	2	-	3	11	5	1	4	3	-	1	5	9	6	5	3	
	2%	2%	-	2%	2%	1%	-	2%	1%	2%	-	1%	2%	3%	1%	2%	3%	-	5%	2%	2%	4%Ty	1%	2%	
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 94
Q11. Which of the following best describes the type of content through which you first encountered the fraud or scam you last experienced?
Base: All who have experienced online fraud or scams

	Gender			Age									SEG						Ethnicity				Q4. Personally know other victims			
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	893	496	390	59	179	180	175	144	105	51	238	355	300	258	255	197	176	513	373	738	150	28	87	29	515	318
Weighted base	890	453	429	93	183	174	180	121	90	49*	276	354	260	269	243	186	186	512	372	725	160	30*	93	30**	522	309
Effective base	854	472	380	58	178	176	173	141	103	49	227	349	292	243	245	192	170	487	361	706	144	26	84	28	491	307
NET: User-generated content	58	35	23	16	16	13	6	2	4	1	32	19	6	28	9	9	12	37	21	41	16	5	9	1	34	22
	6%joqv	8%	5%	17%Thijkl	9%ij	7%j	4%	1%	4%	1%	12%Tno	5%	3%	10%Tqr	4%	5%	6%	7%	6%	6%	10%	17%	9%	3%	7%	7%
NET: Influencer-generated content	38	25	12	11	8	8	9	-	1	1	19	17	2	11	10	14	3	21	17	25	13	1	9	2	32	4
	4%josvD	6%Tb	3%	12%Tjk	4%j	4%j	5%j	-	1%	2%	7%To	5%o	1%	4%	4%	7%Ts	2%	4%	4%	3%	8%Tv	4%	10%Tv	8%	6%TD	1%
NET: Targeted message	410	198	208	32	84	77	86	59	44	27	116	163	131	115	121	88	84	236	172	348	61	10	34	14	226	154
	46%w	44%	48%	34%	46%	44%	48%	49%	49%	56%f	42%	46%	50%	43%	50%	48%	45%	46%	46%	48%Twy	38%	32%	37%	47%	43%	50%
NET: Advertisements	181	101	79	22	43	29	35	29	18	5	65	65	52	65	47	28	40	112	68	136	44	9	27	7	118	55
	20%rv	22%	18%	24%	24%	17%	20%	24%	20%	11%	24%	18%	20%	24%r	19%	15%	22%	22%	18%	19%	28%Tv	31%	29%Tv	22%	23%	18%
A direct message from an individual	362	175	183	30	69	71	75	49	42	26	100	146	117	102	106	77	75	209	152	309	54	9	29	13	199	137
	41%	39%	43%	32%	38%	41%	41%	40%	47%	54%Tfg	36%	41%	45%o	38%	44%	42%	40%	41%	41%	43%Twy	34%	29%	31%	43%	38%	44%
A pop-up advertisement on a webpage or app	88	51	36	11	21	15	20	11	9	2	32	35	22	30	25	13	20	55	33	63	24	6	13	4	58	26
	10%v	11%	8%	12%	11%	8%	11%	9%	10%	3%	11%	10%	8%	11%	10%	7%	11%	11%	9%	9%	15%Tv	20%	14%	13%	11%	8%
A search result or listing	78	33	43	3	16	17	21	16	2	2	19	38	20	16	20	23	18	36	41	67	11	2	5	2	56	19
	9%kD	7%	10%	3%	9%k	10%k	12%k	13%Tfk	3%	3%	7%	11%	8%	6%	8%	12%Tp	10%	7%	11%T	9%	7%	7%	6%	7%	11%TD	6%
An advertisement integrated in my social media (e.g. within or at the side of my newsfeed)	68	35	32	5	15	13	11	15	5	4	20	24	24	25	19	10	14	44	24	56	12	3	7	2	45	20
	8%	8%	7%	5%	8%	7%	6%	12%T	6%	8%	7%	7%	9%	9%	8%	6%	7%	9%	6%	8%	8%	11%	7%	6%	9%	7%
A user-generated post (e.g. an article written by ordinary internet users)	49	27	22	13	14	10	5	2	4	1	27	15	6	23	7	7	12	30	19	37	10	3	6	1	28	19
	6%joq	6%	5%	14%Tijkl	8%ij	6%	3%	1%	4%	1%	10%Tno	4%	3%	9%Tq	3%	4%	6%	6%	5%	5%	7%	11%	7%	3%	5%	6%
A mass message posted to a group (e.g. on a social media page or in a messaging group)	48	23	25	2	15	6	11	10	2	1	17	18	13	13	15	11	9	28	20	40	7	1	5	1	27	17
	5%	5%	6%	2%	8%	4%	6%	8%	3%	2%	6%	5%	5%	5%	6%	6%	5%	5%	5%	5%	4%	3%	6%	3%	5%	5%
An influencer-generated post	27	20	7	7	5	5	8	-	1	1	12	13	2	8	7	10	2	15	12	19	8	1	6	1	24	3
	3%bjD	4%Tb	2%	8%Tjk	3%	3%	5%j	-	1%	2%	5%o	4%o	1%	3%	3%	5%Ts	1%	3%	3%	3%	5%	4%	7%v	3%	5%TD	1%
An advertisement before a video played	25	14	11	6	7	2	4	2	4	-	14	6	6	10	3	5	7	14	12	17	9	-	7	1	16	8
	3%v	3%	3%	7%h	4%	1%	2%	2%	4%	-	5%Tn	2%	2%	4%	1%	3%	4%	3%	3%	2%	5%v	-	8%Tv	4%	3%	3%
An influencer-generated video	10	5	5	3	3	3	1	-	-	-	6	4	-	3	3	4	1	5	5	6	5	-	3	1	8	1
	1%v	1%	1%	4%	2%	2%	1%	-	-	-	2%o	1%	-	1%	1%	2%	1%	1%	1%	1%	3%v	-	3%v	5%	2%	*
A user-generated video (filmed by ordinary internet users)	9	8	1	3	2	3	1	-	-	-	5	4	-	5	2	2	-	7	2	3	5	2	3	-	6	2
	1%bv	2%Tb	*	3%	1%	2%	1%	-	-	-	2%o	1%	-	2%	1%	1%	-	1%	*	*	3%Tv	6%	3%v	-	1%	1%
Other	56	27	28	3	3	13	9	10	9	8	6	22	27	19	16	13	8	34	21	48	8	2	3	3	27	25
	6%gm	6%	7%	4%	2%	7%g	5%	8%g	11%g	16%Tfgi	2%	6%o	10%Tmn	7%	6%	7%	4%	7%	6%	7%	5%	7%	3%	10%	5%	8%
Can't remember	66	31	35	4	11	16	12	5	11	5	16	28	22	16	19	10	20	35	30	58	6	-	6	1	25	30
	7%C	7%	8%	5%	6%	9%	7%	5%	12%Tj	10%	6%	8%	8%	6%	8%	5%	11%	7%	8%	8%	4%	-	6%	3%	5%	10%C
Prefer not to say	4	3	1	2	-	2	1	-	-	-	2	3	-	-	1	1	2	1	3	2	1	1	-	-	2	2
	*	1%	*	2%	-	1%	1%	-	-	-	1%	1%	-	-	*	1%	1%	*	1%	*	*	3%	-	-	*	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D

Overlap formulae used.

Prepared by Yonder

.YONDER

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 95
Q11. Which of the following best describes the type of content through which you first encountered the fraud or scam you last experienced?
Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced													Q10. Device used			Q12. Promoted content			Q13. Personal connection			Q16. Multiple channels of communication		
	Total (T)	Romance or dating scam (a)	Investment or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)	
Unweighted base	893	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40	
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*	
Effective base	854	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37	
NET: User-generated content	58	5	16	5	1	3	7	1	2	4	11	2	30	6	17	15	27	16	9	41	7	32	3	2	
	6%dn	5%	12%Td	16%	1%	4%	6%	3%	6%	9%d	8%d	5%	8%	6%	5%	27%T	29%T	22%T	16%T	11%T	28%	7%	4%	2	
NET: Influencer-generated content	38	6	9	1	1	4	5	1	2	2	5	1	18	8	8	13	20	5	-	-	-	14	13	4	
	4%drv	6%d	7%d	4%	1%	5%d	4%	3%	6%	4%	4%	2%	5%n	9%Tn	2%	24%Tt	21%Tt	7%	-	-	-	3%	15%Tx	9%	
NET: Targeted message	410	73	49	15	69	32	49	18	15	14	36	22	199	35	167	13	16	18	47	344	19	239	38	6	
	46%bjrstz	71%Tbafhij	38%j	54%	62%Tbefij	45%j	42%j	57%ij	46%j	31%	26%	50%j	46%Tmn	38%	44%	23%	18%	26%	84%T	89%T	72%	54%Tz	44%z	15%	
NET: Advertisements	181	8	38	5	10	6	30	6	5	16	45	6	68	22	83	-	-	-	-	-	-	67	16	14	
	20%aderstuvx	8%	30%Tade	16%	9%	8%	26%ade	19%	15%	36%Tadek	32%Tadek	14%	18%	24%	22%	-	-	-	-	-	-	15%	18%	33%Tx	
A direct message from an individual	362	69	42	14	66	30	46	14	10	11	25	19	173	28	152	-	-	-	34	316	12	213	34	4	
	41%bjrstz	67%Tbefghij	33%j	51%	59%Tbefhij	41%j	39%j	44%j	31%	25%	17%	43%j	46%Tm	31%	40%	-	-	-	62%T	82%Tu	44%	49%Tz	38%z	8%	
A pop-up advertisement on a webpage or app	88	6	17	2	5	4	24	2	1	7	17	3	31	7	48	-	-	-	-	-	-	36	9	9	
	10%drstuv	5%	13%d	6%	4%	6%	20%Tadeh	5%	3%	16%ad	12%d	7%	8%	8%	13%Tl	-	-	-	-	-	-	8%	10%	20%Tx	
A search result or listing	78	4	7	-	6	6	8	2	9	-	28	6	26	6	40	14	30	33	-	-	-	35	10	5	
	9%iu	4%	5%	-	5%	9%ai	7%	7%	27%Tabdefgi	-	20%Tabdefi	14%ai	7%	6%	10%	26%T	32%T	46%Tr	-	-	-	8%	12%	12%	
An advertisement integrated in my social media (e.g. within or at the side of my newsfeed)	68	-	14	3	3	2	6	1	3	8	24	1	30	10	23	-	-	-	-	-	-	22	5	4	
	8%adrstuvx	-	10%ade	10%	3%	2%	5%a	3%	9%a	17%Tadefk	17%Tadefgk	3%	8%	11%	6%	-	-	-	-	-	-	5%	6%	10%	
A user-generated post (e.g. an article written by ordinary internet users)	49	5	13	1	-	3	7	1	2	4	9	2	25	5	17	12	23	15	7	39	3	29	1	1	
	6%dy	5%d	10%Td	4%	-	4%d	6%d	3%	6%d	9%d	7%d	5%d	7%	5%	5%	21%T	24%T	20%T	13%T	10%T	12%	7%y	1%	2%	
A mass message posted to a group (e.g. on a social media page or in a messaging group)	48	4	7	1	3	2	3	4	5	3	12	3	25	6	15	13	16	18	12	28	7	25	5	3	
	5%	4%	5%	3%	3%	3%	3%	13%df	15%Tadef	6%	8%f	7%	7%	7%	4%	23%T	18%T	26%T	22%Tv	7%T	28%	6%	5%	6%	
An influencer-generated post	27	2	9	1	1	2	4	-	2	1	5	1	13	5	7	9	14	4	-	-	-	10	10	3	
	3%v	2%	7%Td	4%	1%	2%	4%	-	6%	2%	4%	2%	3%	6%n	2%	17%Tt	15%T	6%	-	-	-	2%	12%Tx	7%	
An advertisement before a video played	25	2	8	-	2	-	1	4	1	1	5	2	7	5	12	-	-	-	-	-	-	9	2	1	
	3%v	2%	6%Tef	-	1%	-	1%	11%Tadef	3%	2%	3%	5%	2%	5%	3%	-	-	-	-	-	-	2%	2%	3%	
An influencer-generated video	10	4	1	-	-	2	1	1	-	1	-	-	5	3	1	4	6	1	-	-	-	4	3	1	
	1%nv	4%Tdj	1%	-	-	3%j	1%	3%j	-	2%	-	-	1%	4%Tn	*	7%T	6%T	1%	-	-	-	1%	4%T	2%	
A user-generated video (filmed by ordinary internet users)	9	-	2	3	1	-	-	-	-	-	2	-	5	1	-	3	4	1	2	3	4	3	3	1	
	1%	-	2%	12%	1%	-	-	-	-	-	1%	-	1%n	1%	-	6%T	5%T	1%	3%	1%	15%	1%	3%x	2%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 95
Q11. Which of the following best describes the type of content through which you first encountered the fraud or scam you last experienced?
Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced												Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication				
	Total (T)	Romance or dating scam (a)	Investment , pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/ Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/ Prefer not to say (w)	No (x)	Yes (y)	Can't remember/ Prefer not to say (z)
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Other	56	2	6	1	14	7	8	3	-	4	4	2	20	6	28	-	-	-	-	-	-	26	3	5
	6%	2%	4%	3%	13%	10%	7%	9%	-	8%	3%	5%	5%	7%	7%	-	-	-	-	-	-	6%	3%	11%
Can't remember	66	3	5	2	11	13	10	1	-	5	10	3	17	8	34	-	-	-	-	-	-	24	3	7
	7%	3%	4%	6%	9%	19%	11%	2%	-	11%	7%	7%	5%	9%	9%	-	-	-	-	-	-	5%	3%	16%
Prefer not to say	4	1	-	-	-	-	-	-	-	2	1	-	-	3	-	-	-	-	-	-	-	2	1	-
	*	1%	-	-	-	-	-	-	-	1%	2%	-	-	1%	-	-	-	-	-	-	-	*	1%	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Table 96

Q11. Which of the following best describes the type of content through which you first encountered the fraud or scam you last experienced?

Base: All who have experienced online fraud or scams

Absolutes/col percents

	Q19. Money lost					Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards			
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (e)	Yes (f)	No (i)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	893	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	854	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
NET: User-generated content	58 6% <i>juv</i>	13 6%	4 4%	4 5%	2 6%	44 7%	54 7% <i>T</i>	3 2%	37 7% <i>j</i>	14 7% <i>j</i>	25 8%	13 10%	8 5%	4 15%	7 11%	3 4%	-	-	30 9% <i>TV</i>	22 5%	16 6%	39 7%
NET: Influencer-generated content	38 4% <i>gmvx</i>	24 11% <i>Tg</i>	7 7% <i>g</i>	12 15% <i>Tg</i>	3 9%	14 2%	33 5%	5 3%	27 5%	6 3%	5 2%	9 7% <i>m</i>	12 8% <i>Tm</i>	4 13%	6 10% <i>Tm</i>	3 3%	4 30%	-	18 5%	14 3%	17 7% <i>Tx</i>	18 3%
NET: Targeted message	410 46% <i>abcoqr</i>	64 29%	25 28%	26 32%	9 29%	345 52% <i>Tabc</i>	336 46%	68 45%	222 44%	94 49%	174 56% <i>Tnoqr</i>	51 41% <i>r</i>	55 38%	5 17%	18 30%	25 27%	3 19%	17 54% <i>qr</i>	163 48%	213 45%	133 52% <i>Tx</i>	253 44%
NET: Advertisements	181 20% <i>m</i>	51 23%	28 30% <i>Tag</i>	18 22%	5 16%	129 19%	142 19%	40 27% <i>T</i>	100 20%	34 18%	50 16%	29 23%	33 22%	6 21%	13 21%	24 26% <i>m</i>	2 13%	5 15%	71 21%	95 20%	46 18%	126 22%
A direct message from an individual	362 41% <i>abcoqr</i>	47 21%	16 18%	20 25%	9 29%	315 47% <i>Tabc</i>	298 41%	58 39%	193 39%	81 42%	166 54% <i>Tnoqr</i>	39 31%	46 31% <i>r</i>	2 6%	12 20%	19 20%	2 13%	16 49% <i>qr</i>	139 41%	196 42%	116 45%	224 39%
A pop-up advertisement on a webpage or app	88 10%	26 12%	12 13%	12 15%	1 3%	62 9%	71 10%	17 11%	51 10%	19 10%	26 8%	15 12%	17 12%	2 7%	6 9%	12 13%	2 13%	3 9%	33 10%	46 10%	22 9%	63 11%
A search result or listing	78 9% <i>gw</i>	39 18% <i>Tg</i>	19 21% <i>Tg</i>	12 14% <i>g</i>	6 22%	39 6%	65 9%	13 9%	48 10%	16 8%	21 7%	13 10%	17 11%	7 27%	9 15% <i>m</i>	13 14% <i>m</i>	3 21%	3 9%	27 8%	47 10%	14 5%	60 10% <i>Tw</i>
An advertisement integrated in my social media (e.g. within or at the side of my newsfeed)	68 8%	17 8% <i>c</i>	13 15% <i>Tacg</i>	2 3%	2 6%	50 7%	53 7%	15 10%	40 8%	10 5%	19 6%	11 9%	11 7%	-	4 7%	8 9%	-	2 6%	27 8%	38 8%	16 6%	48 8%
A user-generated post (e.g. an article written by ordinary internet users)	49 6% <i>j</i>	7 3%	2 2%	1 2%	2 6%	42 6%	46 6% <i>Tj</i>	3 2%	30 6% <i>j</i>	13 7% <i>j</i>	23 7%	11 9%	7 5%	4 15%	5 7%	3 4%	-	-	24 7%	20 4%	14 5%	32 6%
A mass message posted to a group (e.g. on a social media page or in a messaging group)	48 5% <i>mv</i>	17 8%	9 10% <i>g</i>	6 7%	-	31 5%	38 5%	9 6%	29 6%	13 7%	8 3%	12 10% <i>Tm</i>	9 6%	3 11%	6 10% <i>m</i>	6 7%	1 7%	2 5%	24 7% <i>v</i>	18 4%	17 7%	28 5%
An influencer-generated post	27 3% <i>g</i>	16 7% <i>Tg</i>	5 5% <i>g</i>	9 11% <i>Tg</i>	2 6%	11 2%	24 3%	3 2%	19 4%	6 3%	5 2%	6 5%	8 5% <i>m</i>	2 6%	2 4%	2 2%	3 20%	-	14 4%	10 2%	10 4%	14 2%
An advertisement before a video played	25 3%	8 4%	2 3%	3 4%	2 6%	18 3%	18 2%	8 5% <i>k</i>	10 2%	5 3%	5 2%	3 2%	5 3%	4 13%	3 5%	3 4%	-	-	12 3%	11 2%	8 3%	15 3%
An influencer-generated video	10 1% <i>gx</i>	7 3% <i>Tg</i>	2 2%	3 4% <i>Tg</i>	1 3%	3 *	9 1%	2 1%	8 2%	-	-	3 2% <i>m</i>	5 3% <i>Tm</i>	2 8%	4 6% <i>Tm</i>	1 1%	1 10%	-	5 1%	4 1%	7 3% <i>Tx</i>	4 1%
A user-generated video (filmed by ordinary internet users)	9 1% <i>gv</i>	6 3% <i>Tg</i>	2 2% <i>g</i>	3 3% <i>Tg</i>	-	2 *	8 1%	-	7 1%	1 *	2 1%	2 2%	1 1%	-	2 4% <i>T</i>	-	-	-	6 2% <i>v</i>	2 *	2 1%	7 1%
Other	56 6%	12 5%	3 3%	5 6%	2 6%	44 7%	48 7%	6 4%	31 6%	10 5%	19 6%	4 3%	12 8%	1 3%	2 4%	12 12% <i>Tmn</i>	1 5%	7 22% <i>Tmnoq</i>	16 5%	33 7%	13 5%	38 7%
Can't remember	66 7% <i>mu</i>	16 7%	6 7%	5 6%	3 10%	48 7%	48 7%	15 10%	35 7%	15 8%	16 5%	6 5%	10 7%	1 4%	6 10%	14 14% <i>Tmnot</i>	1 6%	-	15 5%	42 9% <i>u</i>	15 6%	41 7%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 96

Q11. Which of the following best describes the type of content through which you first encountered the fraud or scam you last experienced?

Base: All who have experienced online fraud or scams

	Q19. Money lost					Q21. Action taken					Q23. Result of reporting					Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards				
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Prefer not to say	4	1	-	-	1	3	2	1	1	1	-	-	-	-	-	-	1	-	-	4	1	3
	*1	*	-	-	3%	1%	*	1%	*	*	-	-	-	-	-	-	5%	-	-	1%	*	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x

Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 97

Q11. Which of the following best describes the type of content through which you first encountered the fraud or scam you last experienced?

Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income						Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	893	887	23	578	179	107	35	418	330	98	8	311	582	183	235	221	118	67	20	303	568	171	500	166
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157
Effective base	854	848	23	554	171	102	34	399	318	94	7	300	555	177	225	211	113	65	19	290	543	165	476	162
NET: User-generated content	58 6%	57 6%	-	37 7%	14 8%	6 5%	2 5%	31 7%	14 4%	11 10%k	-	26 8%	32 6%	12 7%	14 6%	16 7%	9 7%	4 6%	3 16%	21 7%	32 6%	13 7%	34 7%	10 6%
NET: Influencer-generated content	38 4%kov	38 4%	2 8%	20 3%	9 5%	7 6%	-	22 5%k	7 2%	9 9%Tk	-	25 8%To	12 2%	5 2%	12 5%	12 6%	3 2%	3 4%	-	6 2%	32 6%TV	9 5%	21 4%	4 2%
NET: Targeted message	410 46%g	408 46%	9 45%	276 49%g	83 45%	37 34%	12 39%	190 45%	156 49%	41 40%	8 79%	143 44%	267 47%	88 48%	98 43%	99 45%	65 53%	25 38%	9 46%	131 44%	272 48%	82 45%	226 46%	74 47%
NET: Advertisements	181 20%e	180 20%	4 21%	100 18%	39 21%	38 34%Tef	9 27%	78 19%	69 21%	24 23%	2 21%	73 22%	109 19%	42 23%	48 21%	43 20%	23 19%	11 17%	6 17%	64 21%	111 20%	44 25%	96 19%	31 20%
A direct message from an individual	362 41%g	360 41%	9 41%	241 42%g	73 40%	35 31%	12 39%	164 39%	141 44%	36 35%	8 79%	117 36%	245 43%T	79 43%	83 37%	86 39%	54 44%	25 38%	8 40%	111 37%	245 43%	70 39%	197 40%	66 42%
A pop-up advertisement on a webpage or app	88 10%e	87 10%	1 4%	46 8%	22 12%	19 17%Te	5 16%	42 10%	26 8%	13 13%	1 13%	36 11%	52 9%	20 11%	27 12%	7 9%	6 10%	4 19%	4 9%	27 10%	57 12%	21 10%	47 10%	15 9%
A search result or listing	78 9%	76 9%	1 5%	55 10%	13 7%	9 8%	-	39 9%	30 9%	8 8%	-	27 8%	51 9%	13 7%	21 9%	16 7%	8 7%	13 20%Tpqrs	1 5%	31 11%	43 8%	14 8%	38 8%	20 13%
An advertisement integrated in my social media (e.g. within or at the side of my newsfeed)	68 8%	68 8%	1 3%	43 8%	11 6%	13 12%	3 9%	28 7%	33 10%TI	4 3%	1 8%	23 7%	45 8%	15 8%	13 6%	17 8%	13 11%	4 6%	2 10%	29 10%	39 7%	14 8%	37 7%	14 9%
A user-generated post (e.g. an article written by ordinary internet users)	49 6%k	49 6%	-	34 6%	11 6%	4 4%	1 2%	27 7%	11 3%	11 10%Tk	-	24 7%	25 4%	11 6%	12 5%	14 7%	8 6%	2 3%	2 9%	16 5%	29 5%	10 6%	31 6%	7 4%
A mass message posted to a group (e.g. on a social media page or in a messaging group)	48 5%o	48 5%	1 4%	35 6%	9 5%	3 2%	-	26 6%	16 5%	5 5%	-	25 8%To	22 4%	9 5%	14 6%t	13 6%t	10 8%t	-	1 6%	20 7%	27 5%	12 6%	28 6%	8 5%
An influencer-generated post	27 3%kov	27 3%	2 8%	15 3%	6 3%	5 4%	-	18 4%k	5 1%	5 5%	-	17 5%To	10 2%	2 1%	8 4%	10 5%p	3 2%	1 1%	-	3 1%	25 4%TV	6 3%	17 3%	2 1%
An advertisement before a video played	25 3%eo	25 3%	3 13%	11 2%	6 3%	6 5%e	1 2%	8 2%	10 3%	7 7%Tj	-	14 4%	12 2%	7 4%	9 4%	5 2%	3 2%	1 1%	-	7 2%	16 3%	9 5%	13 3%	2 2%
An influencer-generated video	10 1%o	10 1%	-	5 1%	3 2%	2 2%	-	4 1%	2 1%	5 5%Tjk	-	8 2%To	2 *	2 1%	4 2%	2 1%	-	2 3%	-	3 1%	7 1%	4 2%	5 1%	2 1%
A user-generated video (filmed by ordinary internet users)	9 1%aw	8 1%	-	4 1%	3 1%	1 1%	1 3%	4 1%	4 1%	-	-	2 1%	7 1%	1 1%	2 1%	2 1%	1 1%	2 3%	1 7%	5 2%	3 *	3 1%	3 1%	3 2%
Other	56 6%n	56 6%	3 13%	32 6%	14 8%	8 7%	6 18%Tjkl	24 6%	20 6%	6 6%	-	11 4%	44 8%Tn	11 6%	12 5%	14 6%	7 5%	5 8%	-	24 8%	32 6%	6 3%	32 6%	11 7%
Can't remember	66 7%	66 7%	2 9%	47 8%	10 6%	7 6%	4 11%	33 8%	24 8%	4 4%	-	18 6%	48 8%	12 7%	20 9%	17 8%	8 7%	4 7%	1 5%	19 6%	44 8%	11 6%	44 9%	8 5%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Prepared by Yonder

.YONDER

Online Scams and Fraud Research 2022
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Absolutes/col percents

Table 97

Q11. Which of the following best describes the type of content through which you first encountered the fraud or scam you last experienced?

Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage					Highest education					Children in household		Household income						Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)	
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157	
Prefer not to say	4	4	-	2	3	-	-	2	2	-	-	1	3	1	-	2	-	-	-	1	3	2	1	-	
					1%							1%			1%					1%	1%	1%			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 98
Q12. You selected user-generated/influencer-generated post/video or mass message posted to a group or a search result or listing, were you aware if it was sponsored or promoted?
Base: All those who encountered the online fraud/scam through post, video, mass message or search result

	Gender			Age									SEG						Ethnicity			Q4. Personally know other victims	
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Asian (y)	Yes (C)	No (D)	
Unweighted base	216	122	93	20	55	45	46	33	75	91	50	61	55	61	38	116	99	172	42	26	146	60	
Weighted base	221	116	103	31**	56	43*	48*	28*	87	91	42*	68	53	57	42*	121	99	172	46*	28**	149	61	
Effective base	206	115	91	20	55	44	45	32	71	89	49	57	53	59	37	109	96	164	40	25	139	57	
Yes - the content was promoted	55 25% ^{buv}	37 32% ^{Tb}	18 17%	8 26%	17 30%	11 26%	9 19%	6 21%	25 29%	20 22%	10 24%	22 32% ^{ss}	17 32% ^{ss}	11 20%	5 13%	39 32% ^{Tu}	17 17%	37 21%	17 38% ^{Tv}	12 43%	44 30% ^T	10 16%	
No - the content was not promoted	93 42% ^{joq}	50 43%	43 41%	22 69%	23 40%	21 49% ^j	17 37%	7 24%	44 51% ^o	39 42% ^o	10 24%	39 57% ^{Tq}	14 26%	22 39%	18 43%	53 44%	40 41%	72 42%	20 43%	10 35%	62 42%	30 48%	
Don't know	41 19% ^{ampt}	15 13%	25 25% ^a	-	9 17%	9 21%	9 20%	9 31%	9 11%	18 20%	14 33% Tm	5 8%	11 21% ^p	14 25% ^p	10 24% ^p	16 14%	24 24% ^t	34 19%	8 17%	5 18%	26 17%	10 16%	
Can't remember	31 14% ^{hpw}	13 12%	17 17%	1 5%	7 13%	2 4%	12 25% Th	7 24% ^h	9 10%	14 15%	8 20%	2 3%	11 20% ^p	9 16% ^p	9 20% ^p	13 11%	18 18%	30 17% ^{Tw}	1 3%	1 4%	17 12%	12 20%	
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 99
Q12. You selected user-generated/influencer-generated post/video or mass message posted to a group or a search result or listing, were you aware if it was sponsored or promoted?
Base: All those who encountered the online fraud/scam through post, video, mass message or search result

	Q6b. Most recent scam/fraud experienced									Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication				
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Holiday scam (h)	Counterfeit goods scam (i)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/ Can't remember/ Prefer not to say (t)	Yes (u)	No (v)	Don't know/ Can't remember/ Prefer not to say (w)	No (x)	Yes (y)	Can't remember/ Prefer not to say (z)
Unweighted base	216	17	38	12	16	21	18	56	12	95	24	85	55	87	74	21	68	13	102	31	13
Weighted base	221	20**	39*	11**	15**	23**	17**	56	12**	99	26**	80	55	93	72	21**	69	15**	106	31**	14**
Effective base	206	16	36	12	16	20	18	54	12	92	22	81	52	82	72	20	64	13	97	30	12
Yes - the content was promoted	55	7	15	1	4	4	4	8	5	23	5	20	55	-	-	13	13	3	24	14	2
	25%jst	37%	38%j	8%	26%	17%	23%	14%	38%	23%	18%	25%	100%Tst	-	-	59%	19%	17%	22%	44%	14%
No - the content was not promoted	93	8	16	5	4	12	6	29	4	44	13	31	-	93	-	6	35	3	49	12	6
	42%rt	42%	40%	46%	25%	51%	34%	52%	35%	45%	48%	39%	-	100%Trt	-	28%	50%	18%	46%	39%	43%
Don't know	41	3	6	3	5	2	8	8	1	16	6	17	-	-	41	2	12	5	20	4	3
	19%rs	14%	15%	27%	31%	9%	44%	14%	9%	17%	25%	22%	-	-	57%Trs	9%	17%	35%	19%	12%	21%
Can't remember	31	1	3	2	3	5	-	11	2	16	2	11	-	-	31	1	10	4	14	2	3
	14%rs	8%	7%	19%	19%	22%	-	20%	17%	16%	9%	14%	-	-	43%Trs	5%	14%	30%	13%	6%	22%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 100

Q12. You selected user-generated/influencer-generated post/video or mass message posted to a group or a search result or listing, were you aware if it was sponsored or promoted?
Base: All those who encountered the online fraud/scam through post, video, mass message or search result

	Q19. Money lost						Q21. Action taken				Q23. Result of reporting						Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards	
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	216	91	40	34	10	125	184	31	137	50	57	45	45	16	25	26	99	97	64	140
Weighted base	221	93	39*	34*	11**	128	189	30**	141	50*	59	46*	46*	18**	28**	26**	100	100	64	145
Effective base	206	87	39	33	9	119	175	30	131	48	54	43	43	15	23	25	95	92	61	133
Yes - the content was promoted	55 25%mx	29 31%	9 24%	9 26%	4 33%	26 21%	51 27%	5 15%	41 29%	12 25%	8 14%	16 35% _m	17 37% _m	6 32%	11 41%	7 26%	33 33% _T	22 22%	25 40% _{Tx}	26 18%
No - the content was not promoted	93 42% _w	39 42%	16 40%	15 45%	7 67%	54 42%	81 43%	12 39%	57 40%	22 45%	32 55% _{To}	20 42%	16 34%	8 43%	10 37%	6 23%	38 38%	46 46%	20 31%	69 48% _{Tw}
Don't know	41 19%	18 19%	8 20%	9 27%	-	24 19%	33 17%	8 25%	23 17%	8 17%	9 15%	8 17%	10 23%	2 13%	4 14%	7 26%	17 18%	19 19%	10 16%	28 20%
Can't remember	31 14% _{ac}	7 8%	6 16% _a	1 2%	-	24 18% _{Tac}	24 13%	6 21%	19 14%	7 13%	9 16%	3 6%	3 7%	2 12%	2 8%	6 25%	11 11%	14 14%	8 13%	21 14%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 101

Q12. You selected user-generated/influencer-generated post/video or mass message posted to a group or a search result or listing, were you aware if it was sponsored or promoted?
Base: All those who encountered the online fraud/scam through post, video, mass message or search result

	Internet access at home		Personal internet usage			Highest education			Children in household		Household income					Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Secondary school or equivalent (i)	University degree or equivalent (k)	Higher university degree (l)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	216	213	146	42	23	115	67	31	98	118	37	65	54	28	19	77	131	44	121	42
Weighted base	221	218	147	45*	24**	118	67	33**	103	117	39*	62	57	30**	19**	78	133	47*	122	41*
Effective base	206	203	138	41	22	109	65	30	94	112	36	62	51	26	18	74	124	43	114	41
Yes - the content was promoted	55	54	33	15	7	24	18	13	31	24	7	17	15	9	4	16	36	11	32	10
	25%	25%	22%	32%	30%	21%	26%	39%	30%	20%	17%	28%	26%	29%	20%	20%	27%	23%	26%	25%
No - the content was not promoted	93	92	60	19	13	50	29	14	44	49	14	18	29	16	11	32	57	17	52	23
	42% ^q	42%	41%	41%	53%	42%	44%	43%	42%	42%	36%	29%	51% ^q	52%	59%	40%	43%	36%	42%	55%
Don't know	41	40	32	7	-	24	13	3	16	26	13	14	6	4	2	17	24	11	23	4
	19%	19%	22%	16%	-	20%	19%	9%	15%	22%	34% ^{Tr}	22%	10%	12%	10%	21%	18%	22%	19%	9%
Can't remember	31	31	22	5	4	20	7	3	12	18	5	13	7	2	2	14	16	9	15	5
	14%	14%	15%	10%	17%	17%	11%	10%	12%	16%	14%	20%	12%	7%	11%	18%	12%	19%	12%	12%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 102
Q12. You selected a user-generated post, were you aware if it was sponsored or promoted?
Base: All those who encountered the online fraud/scam through a user-generated post

	Gender		Age				SEG				Ethnicity		Q4. Personally know other victims		
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	NET: 18-34 (m)	NET: 35-54 (n)	AB (p)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Yes (C)	No (D)
Unweighted base	45	26	19	8	14	22	15	20	10	27	18	35	9	25	18
Weighted base	49*	27**	22**	13**	14**	27**	15**	23**	12**	30**	19**	37*	10**	28**	19**
Effective base	42	24	18	8	14	21	15	19	9	25	17	33	9	23	17
Yes - the content was promoted	12 24%	8 28%	4 18%	5 39%	2 14%	7 26%	3 19%	10 44%	-	12 39%	-	10 26%	2 19%	11 38%	1 6%
No - the content was not promoted	23 46%	11 41%	12 53%	6 49%	6 44%	13 46%	9 60%	12 52%	8 64%	14 47%	9 46%	15 41%	6 60%	12 42%	10 52%
Don't know	5 11%	2 9%	3 14%	-	2 14%	2 7%	1 6%	1 4%	1 9%	1 3%	4 24%	4 12%	1 9%	4 14%	2 8%
Can't remember	9 19%	6 22%	3 15%	1 12%	4 28%	6 20%	2 15%	-	3 26%	4 12%	6 30%	8 21%	1 12%	2 7%	6 33%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
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Absolutes/col percents

Table 103

Q12. You selected a user-generated post, were you aware if it was sponsored or promoted?
Base: All those who encountered the online fraud/scam through a user-generated post

	Total (T)	Q6b. Most recent scam/ fraud experienced	Q10. Device used		Q12. Promoted content			Q13. Personal connection	Q16. Multiple channels of communication
		Investment, pension or 'get rich quick' scam (b)	Smartphone (l)	Computer (n)	Yes (r)	No (s)	Don't know/ Can't remember/ Prefer not to say (f)	No (v)	No (x)
Unweighted base	45	12	23	17	10	20	15	36	26
Weighted base	49*	13**	25**	17**	12**	23**	15**	39*	29**
Effective base	42	11	22	16	9	19	14	34	24
Yes - the content was promoted	12 24%v	3 24%	3 11%	7 40%	12 100%	-	-	6 17%	6 19%
No - the content was not promoted	23 46%	8 57%	14 56%	5 29%	-	23 100%	-	20 51%	16 53%
Don't know	5 11%	2 14%	2 7%	4 21%	-	-	5 37%	5 14%	4 12%
Can't remember	9 19%	1 6%	6 25%	2 10%	-	-	9 63%	7 18%	4 15%
Prefer not to say	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 104

Q12. You selected a user-generated post, were you aware if it was sponsored or promoted?

Base: All those who encountered the online fraud/scam through a user-generated post

	Total (T)	Q19. Money lost	Q21. Action taken			Q23. Result of reporting		Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards	
		I didn't lose any money (g)	Yes (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	45	39	43	28	12	21	9	22	18	13	29
Weighted base	49*	42*	46*	30**	13**	23**	11**	24**	20**	14**	32**
Effective base	42	37	40	26	11	20	8	21	17	12	27
Yes - the content was promoted	12 24%	10 23%	12 25%	11 36%	2 15%	2 8%	6 59%	7 28%	5 25%	6 41%	6 19%
No - the content was not promoted	23 46%	20 48%	20 43%	11 36%	7 49%	14 61%	3 32%	11 46%	10 48%	3 23%	17 53%
Don't know	5 11%	4 8%	5 12%	3 9%	2 15%	3 11%	-	3 14%	2 10%	2 18%	3 9%
Can't remember	9 19%	9 20%	9 20%	6 19%	3 21%	5 20%	1 9%	3 12%	4 18%	2 18%	6 19%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 105

Q12. You selected a user-generated post, were you aware if it was sponsored or promoted?**Base: All those who encountered the online fraud/scam through a user-generated post**

	Internet access at home		Personal internet usage		Highest education			Children in household		Household income			Any impacting/limiting conditions		Financial vulnerability	
	Total (T)	Yes (a)	1-5 hours (e)	6-9 hours (f)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)
Unweighted base	45	45	31	10	24	10	10	21	24	11	12	12	16	26	10	27
Weighted base	49*	49*	34**	11**	27**	11**	11**	24**	25**	11**	12**	14**	16**	29**	10**	31**
Effective base	42	42	29	10	22	10	9	20	22	11	11	11	15	24	10	25
Yes - the content was promoted	12 24%	12 24%	10 29%	2 17%	4 15%	3 28%	4 37%	7 29%	5 19%	1 10%	2 15%	4 25%	2 11%	10 34%	1 7%	9 29%
No - the content was not promoted	23 46%	23 46%	14 42%	5 41%	11 42%	6 54%	6 54%	11 45%	12 47%	4 39%	4 30%	8 58%	7 42%	12 42%	5 50%	13 42%
Don't know	5 11%	5 11%	4 13%	1 10%	4 13%	1 8%	1 9%	2 9%	3 13%	3 25%	3 22%	-	3 21%	2 7%	1 9%	3 11%
Can't remember	9 19%	9 19%	6 17%	4 32%	8 30%	1 10%	-	4 17%	5 20%	3 26%	4 33%	2 17%	4 27%	5 17%	3 34%	6 19%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Table 110
Q12. You selected an influencer-generated post, were you aware if it was sponsored or promoted?
Base: All those who encountered the online fraud/scam through an influencer-generated post

	Gender		Age		SEG			Ethnicity	Q4. Personally know other victims
	Total (T)	Man (a)	NET: 18-34 (m)	NET: 35-54 (n)	C2 (r)	ABC1 (t)	C2DE (u)	White (v)	Yes (G)
Unweighted base	26	20	10	14	11	13	13	19	23
Weighted base	27**	20**	12**	13**	10**	15**	12**	19**	24**
Effective base	25	19	10	14	11	12	13	18	22
Yes - the content was promoted	9 34%	8 40%	3 23%	6 49%	4 43%	5 32%	4 37%	6 33%	9 39%
No - the content was not promoted	14 51%	10 51%	10 77%	4 27%	4 37%	9 61%	5 38%	10 52%	12 48%
Don't know	2 7%	1 4%	-	2 15%	2 20%	-	2 17%	1 5%	2 8%
Can't remember	2 7%	1 5%	-	1 8%	-	1 7%	1 8%	2 10%	1 4%
Prefer not to say	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Table 111

Q12. You selected an influencer-generated post, were you aware if it was sponsored or promoted?

Base: All those who encountered the online fraud/scam through an influencer-generated post

	Total (T)	Q10. Device used	Q12. Promoted content	Q16. Multiple channels of communication
		Smartphone (l)	No (s)	Yes (y)
Unweighted base	26	12	12	10
Weighted base	27**	13**	14**	10**
Effective base	25	12	11	9
Yes - the content was promoted	9 34%	4 32%	-	4 43%
No - the content was not promoted	14 51%	6 44%	14 100%	6 57%
Don't know	2 7%	2 16%	-	-
Can't remember	2 7%	1 8%	-	-
Prefer not to say	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 112

Q12. You selected an influencer-generated post, were you aware if it was sponsored or promoted?

Base: All those who encountered the online fraud/scam through an influencer-generated post

	Q19. Money lost			Q21. Action taken		Q24a. Seen more suspicious content afterwards	Q24b. Contacted more by strangers afterwards	
	Total (T)	NET: Yes (a)	I didn't lose any money (g)	Yes (i)	NET: Reported (k)	Yes (u)	Yes (w)	No (x)
Unweighted base	26	16	10	23	19	14	11	12
Weighted base	27**	16**	11**	24**	19**	14**	10**	14**
Effective base	25	15	10	22	18	14	11	11
Yes - the content was promoted	9 34%	7 46%	2 17%	9 39%	7 39%	7 48%	6 55%	3 20%
No - the content was not promoted	14 51%	8 47%	6 57%	13 52%	10 50%	5 36%	2 24%	10 74%
Don't know	2 7%	1 7%	1 8%	1 5%	1 6%	1 8%	1 11%	1 6%
Can't remember	2 7%	-	2 18%	1 4%	1 5%	1 8%	1 10%	-
Prefer not to say	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 113

Q12. You selected an influencer-generated post, were you aware if it was sponsored or promoted?

Base: All those who encountered the online fraud/scam through an influencer-generated post

	Internet access at home		Personal internet usage	Highest education	Children in household	Household income	Any impacting/ limiting conditions	Financial vulnerability
	Total (T)	Yes (a)	1-5 hours (e)	Secondary school or equivalent (j)	Yes (n)	£26,000 - £36,399 (r)	No (w)	Potentially financially vulnerable (y)
Unweighted base	26	26	14	18	17	9	23	16
Weighted base	27**	27**	15**	18**	17**	10**	25**	17**
Effective base	25	25	13	17	16	9	22	15
Yes - the content was promoted	9 34%	9 34%	4 24%	7 37%	6 37%	3 31%	8 34%	7 45%
No - the content was not promoted	14 51%	14 51%	9 57%	8 47%	9 50%	6 57%	13 53%	8 50%
Don't know	2 7%	2 7%	2 13%	2 11%	1 7%	1 11%	2 8%	-
Can't remember	2 7%	2 7%	1 6%	1 5%	1 6%	-	1 4%	1 5%
Prefer not to say	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Table 114

Q12. You selected an influencer-generated video, were you aware if it was sponsored or promoted?

Base: All those who encountered the online fraud/scam through an influencer-generated video

	Total (T)
Unweighted base	9
Weighted base	10**
Effective base	8
Yes - the content was promoted	4 36%
No - the content was not promoted	6 56%
Don't know	1 8%
Can't remember	-
Prefer not to say	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Table 115

Q12. You selected an influencer-generated video, were you aware if it was sponsored or promoted?

Base: All those who encountered the online fraud/scam through an influencer-generated video

	Total (T)
Unweighted base	9
Weighted base	10**
Effective base	8
Yes - the content was promoted	4 36%
No - the content was not promoted	6 56%
Don't know	1 8%
Can't remember	-
Prefer not to say	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Table 116

Q12. You selected an influencer-generated video, were you aware if it was sponsored or promoted?

Base: All those who encountered the online fraud/scam through an influencer-generated video

	Total (T)
Unweighted base	9
Weighted base	10**
Effective base	8
Yes - the content was promoted	4 36%
No - the content was not promoted	6 56%
Don't know	1 8%
Can't remember	-
Prefer not to say	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Table 117

Q12. You selected an influencer-generated video, were you aware if it was sponsored or promoted?

Base: All those who encountered the online fraud/scam through an influencer-generated video

	Total (T)	Internet access at home
		Yes (a)
Unweighted base	9	9
Weighted base	10**	10**
Effective base	8	8
Yes - the content was promoted	4 36%	4 36%
No - the content was not promoted	6 56%	6 56%
Don't know	1 8%	1 8%
Can't remember	-	-
Prefer not to say	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 118
Q12. You selected a mass message posted to a group, were you aware if it was sponsored or promoted?
Base: All those who encountered the online fraud/scam through a mass message posted to a group

	Gender		Age						SEG				Ethnicity	Q4. Personally know other victims			
	Total (T)	Man (a)	Woman (b)	25-34 (g)	45-54 (i)	55-64 (j)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	ABC1 (t)	C2DE (u)	White (v)	Yes (C)	No (D)
Unweighted base	49	26	23	15	11	12	16	17	16	12	17	12	29	20	41	27	18
Weighted base	48*	23**	25**	15**	11**	10**	17**	18**	13**	13**	15**	11**	28**	20**	40*	27**	17**
Effective base	48	25	23	15	11	12	16	17	16	11	17	12	28	20	40	26	18
Yes - the content was promoted	13 27%	8 34%	5 21%	7 46%	1 9%	3 31%	7 42%	3 16%	3 24%	3 24%	5 37%	4 40%	9 31%	4 22%	9 23%	10 39%	3 15%
No - the content was not promoted	16 34%	8 36%	8 32%	3 19%	5 47%	3 32%	5 27%	8 44%	4 30%	7 54%	3 22%	3 26%	10 37%	6 31%	14 35%	8 28%	9 52%
Don't know	13 26%	5 22%	8 31%	3 21%	2 18%	3 27%	3 19%	4 23%	5 39%	3 22%	4 29%	1 9%	7 26%	5 27%	11 27%	5 18%	4 22%
Can't remember	6 12%	2 8%	4 17%	2 13%	3 26%	1 10%	2 12%	3 17%	1 7%	-	2 13%	3 26%	2 7%	4 20%	6 15%	4 15%	2 11%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 119

Q12. You selected a mass message posted to a group, were you aware if it was sponsored or promoted?

Base: All those who encountered the online fraud/scam through a mass message posted to a group

	Total (T)	Q6b. Most recent scam/ fraud experienced	Q10. Device used		Q12. Promoted content			Q13. Personal connection		Q16. Multiple channels of communication
		Counterfeit goods scam (j)	Smartphone (l)	Computer (n)	Yes (r)	No (s)	Don't know/ Can't remember/ Prefer not to say (t)	Yes (u)	No (v)	No (x)
Unweighted base	49	12	25	16	14	16	19	13	29	25
Weighted base	48*	12**	25**	15**	13**	16**	18**	12**	28**	25**
Effective base	48	12	25	15	14	15	19	13	28	24
Yes - the content was promoted	13 27%	4 30%	10 38%	2 11%	13 100%	-	-	7 60%	6 20%	6 24%
No - the content was not promoted	16 34%	4 37%	8 33%	8 53%	-	16 100%	-	2 17%	13 46%	10 39%
Don't know	13 26%	1 9%	4 17%	3 23%	-	-	13 68%	2 15%	7 23%	6 25%
Can't remember	6 12%	3 24%	3 12%	2 13%	-	-	6 32%	1 8%	3 10%	3 12%
Prefer not to say	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 120

Q12. You selected a mass message posted to a group, were you aware if it was sponsored or promoted?

Base: All those who encountered the online fraud/scam through a mass message posted to a group

	Total (T)	Q19. Money lost		Q21. Action taken			Q23. Result of reporting	Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards	
		NET: Yes (a)	I didn't lose any money (g)	Yes (i)	NET: Reported (k)	NET: Shared my experience (l)	Content removed (n)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	49	18	31	39	30	14	12	25	18	18	29
Weighted base	48*	17**	31**	38*	29**	13**	12**	24**	18**	17**	28**
Effective base	48	18	30	38	29	14	12	25	17	18	28
Yes - the content was promoted	13 27%	8 44%	5 17%	11 30%	8 28%	4 28%	3 25%	8 35%	4 21%	6 32%	6 22%
No - the content was not promoted	16 34%	4 23%	12 40%	13 33%	10 35%	5 40%	5 44%	6 25%	9 53%	4 22%	13 44%
Don't know	13 26%	4 22%	9 29%	10 27%	7 23%	3 25%	3 24%	5 19%	5 26%	4 23%	8 27%
Can't remember	6 12%	2 11%	4 13%	4 10%	4 14%	1 8%	1 8%	5 21%	-	4 23%	2 7%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 121

Q12. You selected a mass message posted to a group, were you aware if it was sponsored or promoted?

Base: All those who encountered the online fraud/scam through a mass message posted to a group

	Internet access at home		Personal internet usage	Highest education		Children in household		Household income			Any impacting/limiting conditions		Financial vulnerability	
	Total (T)	Yes (a)	1-5 hours (e)	Secondary school or equivalent (i)	University degree or equivalent (k)	Yes (n)	No (o)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)
Unweighted base	49	49	36	26	17	25	24	16	14	10	20	28	11	30
Weighted base	48*	48*	35*	26**	16**	25**	22**	14**	13**	10**	20**	27**	12**	28**
Effective base	48	48	35	25	16	24	23	16	14	10	20	27	11	29
Yes - the content was promoted	13 27%	13 27%	9 27%	5 21%	6 35%	10 38%	3 15%	5 37%	4 30%	3 27%	2 8%	10 39%	3 24%	7 26%
No - the content was not promoted	16 34%	16 34%	11 32%	11 41%	5 29%	7 27%	10 43%	4 30%	5 36%	4 36%	7 37%	9 34%	3 29%	10 34%
Don't know	13 26%	13 26%	9 27%	7 27%	4 22%	6 25%	6 28%	3 19%	3 20%	3 27%	6 30%	6 24%	4 38%	6 23%
Can't remember	6 12%	6 12%	5 15%	3 11%	2 14%	3 11%	3 14%	2 14%	2 14%	1 10%	5 25%	1 4%	1 9%	5 17%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 122

Q12. You selected a search result or listing, were you aware if it was sponsored or promoted?
Base: All those who encountered the online fraud/scam through a search result or listing

	Gender			Age						SEG						Ethnicity		Q4. Personally know other victims		
	Total (T)	Man (a)	Woman (b)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Yes (C)	No (D)
Unweighted base	79	38	40	16	17	20	19	18	37	24	16	21	24	17	37	41	69	10	58	18
Weighted base	78	33*	43*	16**	17**	21**	16**	19**	38*	20**	16**	20**	23**	18**	36*	41*	67	11**	56	19**
Effective base	77	37	40	16	17	20	19	18	36	23	15	21	23	17	36	40	67	10	56	18
Yes - the content was promoted	14 18%v	9 27%	5 12%	3 19%	4 24%	2 10%	3 16%	3 16%	6 16%	5 25%	4 24%	4 19%	2 11%	4 24%	8 21%	7 16%	10 15%	4 41%	10 18%	4 21%
No - the content was not promoted	30 39%	13 41%	17 38%	8 49%	7 41%	8 37%	4 22%	11 57%	15 39%	4 21%	8 52%	5 23%	11 48%	6 34%	13 36%	17 42%	27 40%	3 31%	23 40%	7 40%
Don't know	20 25%	6 18%	13 29%	4 25%	4 24%	5 26%	5 31%	4 21%	9 25%	6 30%	1 9%	7 36%	6 26%	4 24%	8 24%	10 25%	17 25%	3 28%	13 23%	4 23%
Can't remember	14 17%	5 14%	9 20%	1 7%	2 11%	6 27%	5 31%	1 6%	7 20%	5 25%	2 14%	4 22%	4 15%	3 18%	7 19%	7 17%	14 20%	-	10 19%	3 16%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 123

Q12. You selected a search result or listing, were you aware if it was sponsored or promoted?

Base: All those who encountered the online fraud/scam through a search result or listing

	Total (T)	Q6b. Most recent scam/ fraud experienced	Q10. Device used		Q12. Promoted content			Q16. Multiple channels of communication	
			Counterfeit goods scam (j)	Smartphone (l)	Computer (n)	Yes (r)	No (s)	Don't know/ Can't remember/ Prefer not to say (t)	No (x)
Unweighted base	79	29	25	43	15	30	34	36	10
Weighted base	78	28**	26**	40*	14**	30**	33*	35*	10**
Effective base	77	28	25	42	15	29	33	35	10
Yes - the content was promoted	14 18%t	2 7%	4 16%	7 18%	14 100%	-	-	5 16%	4 38%
No - the content was not promoted	30 39%t	14 49%	9 36%	16 41%	-	30 100%	-	14 40%	4 42%
Don't know	20 25%	5 17%	7 28%	10 24%	-	-	20 59%T	9 26%	2 20%
Can't remember	14 17%	8 27%	5 21%	7 17%	-	-	14 41%T	6 18%	-
Prefer not to say	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 124

Q12. You selected a search result or listing, were you aware if it was sponsored or promoted?

Base: All those who encountered the online fraud/scam through a search result or listing

	Q19. Money lost					Q21. Action taken				Q23. Result of reporting				Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards	
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Reimbursed fully (r)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	79	38	19	12	41	65	14	48	17	21	14	17	13	28	48	14	61
Weighted base	78	39*	19**	12**	39*	65	13**	48*	16**	21**	13**	17**	13**	27**	47*	14**	60
Effective base	77	37	18	12	40	63	14	46	17	21	14	16	13	27	47	13	59
Yes - the content was promoted	14 18%	6 16%	2 11%	1 10%	8 21%	11 17%	3 23%	7 16%	6 35%	5 24%	2 13%	3 16%	2 16%	6 21%	9 18%	4 29%	9 14%
No - the content was not promoted	30 39%	19 49%	9 45%	5 47%	11 29%	27 42%	3 23%	19 40%	6 35%	10 48%	5 42%	8 49%	2 15%	11 40%	17 36%	7 54%	23 38%
Don't know	20 25%	9 23%	4 20%	5 43%	11 27%	16 25%	4 28%	13 27%	3 19%	3 15%	5 39%	5 30%	5 36%	8 30%	11 24%	2 12%	16 26%
Can't remember	14 17%	5 12%	5 24%	-	9 23%	10 16%	3 26%	9 18%	2 11%	3 14%	1 6%	1 6%	4 33%	3 10%	10 21%	1 5%	13 21%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 125

Q12. You selected a search result or listing, were you aware if it was sponsored or promoted?

Base: All those who encountered the online fraud/scam through a search result or listing

	Internet access at home		Personal internet usage		Highest education		Children in household		Household income				Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	1-5 hours (e)	6-9 hours (f)	Secondary school or equivalent (i)	University degree or equivalent (k)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£52,000 - £77,999 (t)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	79	77	57	13	41	30	26	53	13	23	17	12	31	45	13	41	20
Weighted base	78	76	55	13**	39*	30**	27**	51	13**	21**	16**	13**	31*	43*	14**	38*	20**
Effective base	77	75	55	13	40	29	26	51	13	22	17	12	30	44	13	40	19
Yes - the content was promoted	14 18% ^w	13 17%	8 15%	3 23%	7 17%	5 17%	6 24%	8 16%	2 16%	5 21%	3 17%	2 15%	7 24%	5 11%	3 23%	6 17%	4 18%
No - the content was not promoted	30 39%	29 39%	21 38%	6 46%	14 37%	13 45%	12 44%	18 36%	5 38%	5 22%	8 53%	7 53%	13 43%	17 39%	4 30%	16 43%	10 48%
Don't know	20 25%	20 26%	16 29%	3 23%	10 26%	9 28%	4 16%	15 30%	5 37%	7 35%	2 14%	2 15%	6 20%	13 31%	3 23%	12 32%	2 10%
Can't remember	14 17% ^y	14 18%	10 19%	1 8%	8 21%	3 10%	4 16%	9 18%	1 9%	5 22%	3 17%	2 17%	4 13%	9 20%	3 25%	3 8%	5 25%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 126
Q13. You selected user-generated post/video or direct message from an individual or mass message posted to a group, was it shared or sent by someone you knew?
Base: All those who encountered the online fraud/scam through post, video, direct message or mass message

	Gender			Age									SEG						Ethnicity				Q4. Personally know other victims			
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	470	256	210	30	99	93	89	72	57	30	129	182	159	138	138	103	89	276	192	395	73	14	40	15	255	182
Weighted base	468	233	231	48**	101	90	93	61	48	28**	149	182	137	143	130	97	95	273	193	389	77	15*	43*	15**	260	175
Effective base	449	244	205	30	98	91	88	70	56	29	123	179	155	130	133	100	85	263	185	377	70	13	39	15	243	176
Yes - it was from a friend or connection of mine	56 12%	28 12%	26 11%	5 10%	18 18%	13 14%	9 9%	6 10%	3 7%	2 8%	23 15%	21 12%	12 9%	22 15%	16 12%	10 10%	9 9%	37 14%	18 9%	45 12%	11 14%	3 20%	6 15%	-	37 14%	15 8%
No - it was from a user I didn't know	386 82%gm	192 82%	191 83%	38 80%	74 74%	71 79%	81 87%g	54 89%g	43 89%g	25 88%	112 76%	152 83%	122 89%Tm	111 78%	108 83%	84 86%	82 86%	219 80%	166 86%	324 83%	60 78%	12 80%	32 74%	14 93%	210 81%	149 85%
Don't know	10 2%v	5 2%	4 2%	2 3%	2 2%	4 5%i	-	-	1 2%	1 3%	4 3%	4 2%	2 1%	5 3%	1 1%	2 2%	2 2%	6 2%	4 2%	6 1%	4 5%	-	4 9%Tv	-	4 2%	5 3%
Can't remember	17 4%	8 3%	9 4%	3 6%	7 7%	2 2%	3 4%	1 2%	1 2%	-	10 7%o	5 3%	2 1%	6 4%	5 4%	2 2%	3 3%	11 4%	5 3%	15 4%	2 3%	-	1 3%	1 7%	9 3%	7 4%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Table 127

Q13. You selected user-generated post/video or direct message from an individual or mass message posted to a group, was it shared or sent by someone you knew?
Base: All those who encountered the online fraud/scam through post, video, direct message or mass message

Absolutes/col percents

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication				
	Total (T)	Romance or dating scam (a)	Investment or 'get rich quick' scam (b)	Money mule recruitment for money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)
Unweighted base	470	79	66	19	71	35	57	19	17	17	48	22	223	41	194	27	40	35	56	389	25	271	44
Weighted base	468	78	65	20**	70	35*	56	19**	16**	18**	47*	24**	229	40*	185	28**	43*	34*	56	386	27**	271	42*
Effective base	449	75	63	18	68	34	54	19	17	16	47	20	215	40	184	25	38	34	54	371	24	259	43
Yes - it was from a friend or connection of mine	56 12%av	3 4%	13 20%Ta	4 22%	6 8%	6 16%a	6 10%	1 5%	6 36%	3 17%	7 15%a	1 3%	29 13%	5 13%	19 10%	13 45%	6 14%	3 8%	56 100%Tv	-	-	32 12%	6 14%
No - it was from a user I didn't know	386 82%ju	72 92%Tbej	48 74%	14 70%	63 90%bej	26 76%	49 88%cj	16 85%	11 64%	15 83%	32 68%	21 87%	185 81%	32 80%	160 87%T	13 46%	35 80%	22 64%	-	386 100%Tu	-	223 82%	34 83%
Don't know	10 2%v	-	1 2%	2 8%	1 1%	2 5%a	-	-	-	-	3 6%Ta	1 5%	4 2%	-	4 2%	3 9%	-	3 9%T	-	-	10 36%	5 2%	2 4%
Can't remember	17 4%nv	3 4%	3 5%	-	-	1 3%	1 2%	2 10%	-	-	5 11%Td	1 5%	11 5%n	3 7%n	2 1%	-	3 6%	6 19%T	-	-	17 64%	11 4%	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 128
Q13. You selected user-generated post/video or direct message from an individual or mass message posted to a group, was it shared or sent by someone you knew?
Base: All those who encountered the online fraud/scam through post, video, direct message or mass message

	Q19. Money lost						Q21. Action taken				Q23. Result of reporting						Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards	
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Provided further information (q)	Reimbursed fully (r)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	470	78	31	31	10	391	389	73	257	107	198	63	64	24	28	18	193	237	151	291
Weighted base	468	77	30*	30*	10**	390	390	71	259	108	199	63	63	25**	29**	17**	193	235	148	291
Effective base	449	75	30	30	9	374	372	70	246	103	190	61	62	27	17	185	225	144	278	
Yes - it was from a friend or connection of mine	56	15 12%g	7 22%g	5 16%	3 31%	40 10%	45 12%	9 13%	33 13%	17 15%	17 9%	13 21%Tm	11 17%	6 24%	6 21%	1 5%	29 15%	25 10%	19 13%	36 12%
No - it was from a user I didn't know	386	57 82%an	21 74%	25 81%	7 69%	328 84%Ta	323 83%l	59 84%	212 82%	82 76%	174 88%Tn	46 73%	50 79%	17 69%	21 72%	15 90%	155 80%	201 85%	121 82%	240 82%
Don't know	10	4 2%mu	1 3%	1 3%	-	6 2%	7 2%	1 2%	5 2%	5 4%	1 *	3 5%m	-	2 6%	-	1 5%	1 1%	5 2%	2 1%	8 3%
Can't remember	17	1 4%v	1 1%	-	-	16 4%	14 4%	1 2%	10 4%	5 4%	7 3%	1 2%	2 3%	-	2 7%	-	8 4%	4 2%	6 4%	8 3%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 129

Q13. You selected user-generated post/video or direct message from an individual or mass message posted to a group, was it shared or sent by someone you knew?

Base: All those who encountered the online fraud/scam through post, video, direct message or mass message

	Internet access at home		Personal internet usage			Highest education				Children in household		Household income					Any impacting/limiting conditions		Financial vulnerability			
	Total (t)	Yes (a)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	470	467	317	94	43	16	219	177	50	161	309	101	116	114	70	31	13	153	306	90	262	90
Weighted base	468	465	313	97	43*	14**	221	171	51*	169	299	100	112	115	73	28*	13**	152	304	94	260	84
Effective base	449	446	303	90	41	15	209	170	48	156	294	98	111	108	67	30	13	146	293	87	248	88
Yes - it was from a friend or connection of mine	56 12%o	56 12%	37 12%	14 14%	4 9%	-	29 13%	23 14%	4 8%	28 16%To	28 9%	8 8%	19 17%	12 10%	8 11%	4 14%	3 21%	12 8%	42 14%	15 16%	27 10%	11 13%
No - it was from a user I didn't know	386 82%n	384 83%	257 82%	78 80%	37 87%	13 93%	177 80%	140 82%	46 89%	129 76%	257 86%Tn	87 87%	91 82%	95 82%	58 79%	24 86%	7 57%	127 84%	248 82%	74 78%	218 84%	68 81%
Don't know	10 2%ao	9 2%	5 2%	4 4%	-	1 7%	6 3%	2 1%	1 2%	6 4%	3 1%	3 3%	-	4 4%q	2 3%	-	-	4 2%	5 2%	5 5%	4 2%	1 1%
Can't remember	17 4%	17 4%	14 4%	1 2%	1 3%	-	10 4%	6 3%	1 2%	6 4%	11 4%	2 2%	2 2%	4 4%	5 7%	-	3 21%	9 6%	8 3%	1 1%	11 4%	4 4%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 130
Q13. You selected a user-generated post, was it shared or sent by someone you knew?
Base: All those who encountered the online fraud/scam through a user-generated post

	Gender		Age				SEG				Ethnicity		Q4. Personally know other victims		
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	NET: 18-34 (m)	NET: 35-54 (n)	AB (p)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Yes (C)	No (D)
Unweighted base	45	26	19	8	14	22	15	20	10	27	18	35	9	25	18
Weighted base	49*	27**	22**	13**	14**	27**	15**	23**	12**	30**	19**	37*	10**	28**	19**
Effective base	42	24	18	8	14	21	15	19	9	25	17	33	9	23	17
Yes - it was from a friend or connection of mine	7 15%	5 19%	2 10%	3 25%	2 15%	5 19%	2 13%	7 32%	-	7 24%	-	6 17%	1 10%	5 19%	2 10%
No - it was from a user I didn't know	39 78%	19 69%	20 90%	8 64%	11 79%	20 72%	12 81%	15 64%	12 100%	20 68%	18 95%	28 75%	9 90%	21 74%	16 82%
Don't know	1 2%	1 3%	-	-	-	-	1 6%	1 4%	-	1 3%	-	1 2%	-	1 3%	-
Can't remember	2 5%	2 9%	-	1 12%	1 6%	2 9%	-	-	-	1 5%	1 5%	2 6%	-	1 3%	1 8%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 131

Q13. You selected a user-generated post, was it shared or sent by someone you knew?
Base: All those who encountered the online fraud/scam through a user-generated post

	Total (T)	Q6b. Most recent scam/ fraud experienced	Q10. Device used		Q12. Promoted content		Q13. Personal connection	Q16. Multiple channels of communication	
		Investment, pension or 'get rich quick' scam (b)	Smartphone (l)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (f)	No (v)	No (x)
Unweighted base	45	12	23	17	10	20	15	36	26
Weighted base	49*	13**	25**	17**	12**	23**	15**	39*	29**
Effective base	42	11	22	16	9	19	14	34	24
Yes - it was from a friend or connection of mine	7 15%v	5 39%	4 16%	3 19%	4 37%	3 13%	-	-	5 19%
No - it was from a user I didn't know	39 78%	8 61%	19 74%	13 76%	6 56%	20 87%	12 84%	39 100%T	21 73%
Don't know	1 2%	-	-	1 5%	1 8%	-	-	-	1 3%
Can't remember	2 5%	-	2 10%	-	-	-	2 16%	-	1 5%
Prefer not to say	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 132

Q13. You selected a user-generated post, was it shared or sent by someone you knew?
Base: All those who encountered the online fraud/scam through a user-generated post

	Q19. Money lost I didn't lose any money (g)		Q21. Action taken			Q23. Result of reporting		Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards	
	Total (T)		Yes (i)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	45	39	43	28	12	21	9	22	18	13	29
Weighted base	49*	42*	46*	30**	13**	23**	11**	24**	20**	14**	32**
Effective base	42	37	40	26	11	20	8	21	17	12	27
Yes - it was from a friend or connection of mine	7 15%	7 17%	7 16%	5 18%	3 23%	3 13%	4 40%	4 17%	3 16%	2 14%	5 17%
No - it was from a user I didn't know	39 78%	31 75%	36 77%	24 79%	8 59%	18 80%	5 51%	18 76%	16 80%	10 75%	26 80%
Don't know	1 2%	1 2%	1 2%	- -	1 7%	- -	1 9%	- -	1 5%	- -	1 3%
Can't remember	2 5%	2 6%	2 5%	1 3%	1 11%	1 7%	- -	1 6%	- -	1 11%	- -
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 133

Q13. You selected a user-generated post, was it shared or sent by someone you knew?
Base: All those who encountered the online fraud/scam through a user-generated post

	Internet access at home		Personal internet usage		Highest education			Children in household		Household income			Any impacting/limiting conditions		Financial vulnerability	
	Total (T)	Yes (a)	1-5 hours (e)	6-9 hours (f)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)
Unweighted base	45	45	31	10	24	10	10	21	24	11	12	12	16	26	10	27
Weighted base	49*	49*	34**	11**	27**	11**	11**	24**	25**	11**	12**	14**	16**	29**	10**	31**
Effective base	42	42	29	10	22	10	9	20	22	11	11	11	15	24	10	25
Yes - it was from a friend or connection of mine	7 15%	7 15%	4 13%	1 9%	3 12%	1 10%	3 29%	4 18%	3 12%	-	1 9%	-	1 7%	5 18%	-	4 14%
No - it was from a user I didn't know	39 78%	39 78%	27 82%	9 78%	21 76%	10 90%	7 71%	18 74%	21 83%	11 100%	11 91%	11 77%	14 84%	22 76%	10 100%	24 76%
Don't know	1 2%	1 2%	1 3%	-	1 3%	-	-	1 4%	-	-	-	1 6%	-	1 3%	-	1 3%
Can't remember	2 5%	2 5%	1 3%	1 13%	2 9%	-	-	1 4%	1 6%	-	-	2 17%	1 9%	1 3%	-	2 8%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 138
Q13. You selected a direct message from an individual, was it shared or sent by someone you knew?
Base: All those who encountered the online fraud/scam through a direct message from an individual

	Gender		Age										SEG						Ethnicity			Q4. Personally know other victims			
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	368	197	167	19	68	74	72	58	49	28	87	146	135	102	112	81	71	214	152	316	52	27	13	197	144
Weighted base	362	175	183	30**	69	71	75	49	42*	26**	100	146	117	102	106	77	75	209	152	309	54	29**	13**	199	137
Effective base	353	190	163	19	68	73	71	57	48	27	83	144	131	97	108	79	68	205	146	303	51	26	13	188	140
Yes - it was from a friend or connection of mine	34 9%	15 9%	18 10%	2 6%	12 17%Ti	9 13%	4 6%	3 7%	3 6%	2 6%	13 13%	13 9%	8 7%	12 12%	9 8%	7 9%	7 10%	20 10%	14 9%	29 9%	6 10%	3 11%	-	20 10%	11 8%
No - it was from a user I didn't know	316 87%g	154 88%	159 87%	28 94%	53 76%	58 82%	70 93%gh	45 93%g	38 92%g	24 91%	81 81%	127 87%	108 92%Tm	87 85%	95 89%	69 89%	64 86%	182 87%	133 88%	271 88%	45 83%	23 85%	12 81%	172 87%	122 89%
Don't know	4 1%	2 1%	2 1%	-	-	2 3%	-	-	1 2%	1 3%	-	2 1%	2 1%	1 1%	-	1 3%	1 *	3 2%	3 1%	1 2%	1 4%	1 -	-	2 1%	2 1%
Can't remember	8 2%	4 2%	4 2%	-	5 7%Tj	3	1	-	-	-	5 5%o	3 2%	-	2 2%	3 3%	1 1%	1 1%	5 2%	2 1%	6 2%	2 4%	1 4%	1 8%	4 2%	2 1%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 139
Q13. You selected a direct message from an individual, was it shared or sent by someone you knew?
Base: All those who encountered the online fraud/scam through a direct message from an individual

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q13. Personal connection		Q16. Multiple channels of communication		
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (u)	No (v)	Don't know/ Can't remember/ Prefer not to say (w)	No (x)	Yes (y)
Unweighted base	368	71	45	14	66	30	48	14	11	25	17	170	29	161	35	321	12	217	36
Weighted base	362	69	42*	14**	66	30**	46*	14**	11**	25**	19**	173	28**	152	34*	316	12**	213	34*
Effective base	353	68	43	13	64	29	46	14	11	24	15	164	28	154	34	307	12	209	35
Yes - it was from a friend or connection of mine	34 9%av	1 1%	4 9%a	3 23%	6 9%a	6 19%	6 12%a	1 7%	1 10%	3 13%	-	15 9%	4 13%	15 10%	34 100%Tv	-	-	21 10%	2 6%
No - it was from a user I didn't know	316 87%u	66 96%T	37 86%	11 77%	59 90%	21 71%	40 88%	13 93%	10 90%	18 74%	18 94%	150 87%	25 87%	135 89%	-	316 100%Tu	-	183 86%	32 94%
Don't know	4 1%	-	-	-	1 1%	2 6%	-	-	-	1 5%	-	2 1%	-	2 1%	-	-	4 33%	3 1%	-
Can't remember	8 2%v	2 3%	2 4%	-	-	1 3%	-	-	-	2 8%	1 6%	6 3%	-	1 1%	-	-	8 67%	6 3%	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 140
Q13. You selected a direct message from an individual, was it shared or sent by someone you knew?
Base: All those who encountered the online fraud/scam through a direct message from an individual

	Q19. Money lost					Q21. Action taken				Q23. Result of reporting					Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards		
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Provided further information (q)	Reimbursed fully (r)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	368	48	17	20	319	300	61	193	80	166	40	48	13	18	16	140	200	118	227
Weighted base	362	47*	16**	20**	315	298	58	193	81	166	39*	46*	12**	19**	16**	139	196	116	224
Effective base	353	47	17	19	305	288	58	185	77	160	39	46	13	18	15	134	191	113	218
Yes - it was from a friend or connection of mine	34 9%g	9 19%Tg	1 6%	5 24%	26 8%	28 9%	6 10%	20 10%	9 11%	13 8%	5 12%	6 13%	2 14%	4 23%	-	14 10%	19 10%	10 9%	23 10%
No - it was from a user I didn't know	316 87%l	37 79%	14 88%	15 76%	279 88%	260 87%l	53 90%	167 87%	65 80%	148 90%	33 85%	39 84%	10 86%	15 77%	15 94%	122 88%	172 88%	101 88%	195 87%
Don't know	4 1%	-	-	-	4 1%	4 1%	-	3 2%	4 5%Ti	1 1%	1 3%	-	-	-	1 6%	1 1%	2 1%	2 2%	2 1%
Can't remember	8 2%	1 2%	1 6%	-	7 2%	6 2%	-	3 2%	3 4%	3 2%	-	1 2%	-	-	-	2 1%	2 1%	2 1%	4 2%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 141
Q13. You selected a direct message from an individual, was it shared or sent by someone you knew?
Base: All those who encountered the online fraud/scam through a direct message from an individual

	Internet access at home		Personal internet usage			Highest education				Children in household		Household income					Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	368	366	246	73	35	14	166	146	35	113	255	81	86	87	53	27	113	249	67	202	72
Weighted base	362	360	241	73	35*	12**	164	141	36*	117	245	79	83	86	54	25**	111	245	70	197	66
Effective base	353	351	236	70	34	14	160	140	34	110	244	78	82	83	51	26	108	239	65	193	71
Yes - it was from a friend or connection of mine	34 9%o	34 10%	22 9%	9 12%	2 6%	-	20 12%l	14 10%	-	18 15%To	17 7%	5 6%	12 14%	9 11%	2 4%	3 13%	8 7%	26 11%	9 13%	18 9%	5 7%
No - it was from a user I didn't know	316 87%n	314 87%	207 86%	65 88%	32 94%	12 100%	139 85%	123 87%	34 95%	95 81%	222 90%Tn	71 90%	72 86%	74 86%	47 87%	21 87%	100 90%	210 86%	58 83%	173 88%	60 91%
Don't know	4 1%	4 1%	4 2%	-	-	-	2 1%	1 1%	1 2%	2 2%	2 1%	2 3%	-	1 1%	1 2%	-	1 1%	3 1%	2 3%	1 1%	1 1%
Can't remember	8 2%	8 2%	8 3%	-	-	-	3 2%	3 2%	1 2%	3 3%	5 2%	1 1%	-	2 2%	4 8%Tq	-	2 2%	6 2%	1 2%	6 3%	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 142
Q13. You selected a mass message posted to a group, was it shared or sent by someone you knew?
Base: All those who encountered the online fraud/scam through a mass message posted to a group

	Gender		Age						SEG				Ethnicity	Q4. Personally know other victims			
	Total (T)	Man (a)	Woman (b)	25-34 (g)	45-54 (i)	55-64 (j)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	ABC1 (t)	C2DE (u)	White (v)	Yes (C)	No (D)
Unweighted base	49	26	23	15	11	12	16	17	16	12	17	12	29	20	41	27	18
Weighted base	48*	23**	25**	15**	11**	10**	17**	18**	13**	13**	15**	11**	28**	20**	40*	27**	17**
Effective base	48	25	23	15	11	12	16	17	16	11	17	12	28	20	40	26	18
Yes - it was from a friend or connection of mine	12 26%	6 26%	6 25%	4 26%	3 29%	2 24%	4 23%	4 24%	4 30%	2 12%	6 42%	3 27%	8 29%	4 21%	10 25%	9 35%	2 10%
No - it was from a user I didn't know	28 59%	16 70%	12 49%	8 54%	6 50%	7 65%	10 58%	11 62%	7 55%	8 62%	7 45%	8 73%	15 53%	14 68%	22 56%	15 57%	11 64%
Don't know	2 4%	1 4%	1 5%	2 14%	-	-	2 13%	-	-	1 9%	1 7%	-	2 8%	-	2 5%	-	1 7%
Can't remember	5 11%	-	5 22%	1 6%	2 21%	1 10%	1 6%	2 13%	2 15%	2 17%	1 6%	-	3 11%	2 11%	5 13%	2 8%	3 19%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 143

Q13. You selected a mass message posted to a group, was it shared or sent by someone you knew?

Base: All those who encountered the online fraud/scam through a mass message posted to a group

	Total (T)	Q6b. Most recent scam/ fraud experienced	Q10. Device used		Q12. Promoted content			Q13. Personal connection		Q16. Multiple channels of communication
		Counterfeit goods scam (j)	Smartphone (l)	Computer (n)	Yes (r)	No (s)	Don't know/ Can't remember/ Prefer not to say (t)	Yes (u)	No (v)	No (x)
Unweighted base	49	12	25	16	14	16	19	13	29	25
Weighted base	48*	12**	25**	15**	13**	16**	18**	12**	28**	25**
Effective base	48	12	25	15	14	15	19	13	28	24
Yes - it was from a friend or connection of mine	12 26%	4 31%	9 35%	1 5%	7 57%	2 13%	3 15%	12 100%	-	6 23%
No - it was from a user I didn't know	28 59%	6 50%	14 56%	12 81%	6 43%	13 80%	9 51%	-	28 100%	15 60%
Don't know	2 4%	-	1 5%	1 6%	-	-	2 11%	-	-	1 4%
Can't remember	5 11%	2 18%	1 5%	1 7%	-	1 8%	4 22%	-	-	3 12%
Prefer not to say	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 144

Q13. You selected a mass message posted to a group, was it shared or sent by someone you knew?

Base: All those who encountered the online fraud/scam through a mass message posted to a group

	Q19. Money lost		Q21. Action taken			Q23. Result of reporting	Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards		
	Total (T)	NET: Yes (a)	I didn't lose any money (g)	Yes (i)	NET: Reported (k)	NET: Shared my experience (l)	Content removed (n)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	49	18	31	39	30	14	12	25	18	18	29
Weighted base	48*	17**	31**	38*	29**	13**	12**	24**	18**	17**	28**
Effective base	48	18	30	38	29	14	12	25	17	18	28
Yes - it was from a friend or connection of mine	12 26%	6 33%	7 21%	9 22%	7 26%	4 29%	3 26%	9 39%	2 11%	5 31%	7 24%
No - it was from a user I didn't know	28 59%	10 61%	18 58%	25 65%	18 61%	9 71%	7 58%	12 48%	12 71%	9 49%	17 62%
Don't know	2 4%	1 6%	1 4%	1 3%	-	-	1 8%	-	1 6%	-	2 7%
Can't remember	5 11%	-	5 17%	4 11%	4 14%	-	1 8%	3 13%	2 12%	3 19%	2 7%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 145

Q13. You selected a mass message posted to a group, was it shared or sent by someone you knew?

Base: All those who encountered the online fraud/scam through a mass message posted to a group

	Internet access at home		Personal internet usage	Highest education		Children in household		Household income			Any impacting/limiting conditions		Financial vulnerability	
	Total (T)	Yes (a)	1-5 hours (e)	Secondary school or equivalent (j)	University degree or equivalent (k)	Yes (n)	No (o)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)
Unweighted base	49	49	36	26	17	25	24	16	14	10	20	28	11	30
Weighted base	48*	48*	35*	26**	16**	25**	22**	14**	13**	10**	20**	27**	12**	28**
Effective base	48	48	35	25	16	24	23	16	14	10	20	27	11	29
Yes - it was from a friend or connection of mine	12 26%	12 26%	9 26%	4 16%	7 45%	6 23%	6 28%	5 32%	3 20%	2 16%	2 11%	10 37%	6 53%	4 13%
No - it was from a user I didn't know	28 59%	28 59%	20 59%	18 68%	5 34%	15 60%	13 58%	8 54%	9 72%	7 64%	12 63%	15 55%	5 47%	20 69%
Don't know	2 4%	2 4%	-	1 4%	1 6%	2 8%	-	-	1 8%	1 11%	1 6%	1 4%	-	2 7%
Can't remember	5 11%	5 11%	5 15%	3 11%	2 15%	2 9%	3 14%	2 14%	-	1 9%	4 20%	1 5%	-	3 11%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

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Absolutes/col percents

Table 146

Q14. Which one of the following best describes the communication channel the fraudster used to interact with you first, if at all, after you had encountered/ seen the fraud or scam?

Base: All who have experienced online fraud or scams

	Gender			Age										SEG						Ethnicity					Q4. Personally know other victims	
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	893	496	390	59	179	180	175	144	105	51	238	355	300	258	255	197	176	513	373	738	150	28	87	29	515	318
Weighted base	890	453	429	93	183	174	180	121	90	49*	276	354	260	269	243	186	186	512	372	725	160	30*	93	30**	522	309
Effective base	854	472	380	58	178	176	173	141	103	49	227	349	292	243	245	192	170	487	361	706	144	26	84	28	491	307
NET: Online	497	260	233	52	102	103	107	62	51	20	154	210	133	153	139	100	99	292	200	393	100	16	58	21	311	157
	56%lvD	57%	54%	56%	56%	59%l	59%l	51%	57%	40%	56%	59%o	51%	57%	57%	54%	53%	57%	54%	54%	63%	54%	63%	71%	60%TD	51%
NET: Offline	66	34	31	12	13	8	11	8	6	8	25	19	22	21	16	17	12	36	29	48	18	5	10	2	42	21
	7%n	8%	7%	13%h	7%	4%	6%	7%	7%	16%Thi	9%	5%	9%	8%	6%	9%	6%	7%	8%	7%	11%	16%	11%	7%	8%	7%
I didn't interact with the fraudster at all	307	148	156	29	63	60	57	49	30	20	91	117	98	89	85	64	68	174	132	265	40	9	25	6	158	125
	34%wC	33%	36%	31%	34%	35%	31%	40%	33%	41%	33%	33%	38%	33%	35%	34%	37%	34%	36%	36%Tw	25%	30%	27%	18%	30%	40%TC
Email	185	112	72	26	29	31	37	29	25	9	55	68	62	59	54	33	37	113	70	154	29	2	17	10	112	57
	21%b	25%Tb	17%	28%g	16%	18%	21%	24%	28%gh	18%	20%	19%	24%	22%	18%	20%	22%	19%	21%	18%	5%	18%	32%	22%	18%	
Social media (e.g. Facebook, Twitter, Instagram, Snapchat)	108	48	60	7	24	30	24	14	7	3	30	54	23	29	25	28	25	54	53	82	26	2	17	5	67	35
	12%o	11%	14%	7%	13%	17%Tkl	13%	11%	8%	5%	11%	15%To	9%	11%	10%	15%	13%	11%	14%	11%	17%	7%	18%	17%	13%	11%
An instant messenger (e.g. Facebook Messenger, WhatsApp, Skype, Discord)	78	29	48	2	17	20	19	11	5	4	19	39	20	23	17	17	20	40	37	64	14	3	6	4	52	22
	9%af	6%	11%Ta	2%	9%	11%f	11%f	9%	6%	8%	7%	11%	8%	9%	7%	9%	11%	8%	10%	9%	9%	12%	7%	14%	10%	7%
A shopping website or app (e.g. Amazon, eBay, Gumtree)	48	17	31	2	14	11	13	3	6	-	16	24	9	17	14	12	6	31	17	34	14	5	8	-	32	13
	5%av	4%	7%a	2%	8%l	6%	7%	3%	7%	-	6%	7%	3%	6%	6%	3%	3%	6%	5%	5%	9%Tv	16%	9%	-	6%	4%
A dating website or app (e.g. Match, Tinder, Bumble)	41	23	17	3	8	6	8	6	6	5	10	14	17	11	15	5	9	25	14	34	7	3	2	1	22	19
	5%	5%	4%	3%	4%	3%	4%	5%	7%	9%	4%	4%	6%	4%	6%	3%	5%	5%	4%	5%	4%	11%	2%	4%	4%	6%
By Phone	34	21	12	1	7	4	5	5	6	7	9	9	17	10	10	9	5	20	14	27	8	1	4	2	20	13
	4%	5%	3%	2%	4%	2%	3%	4%	6%	14%Tfghij	3%	3%	7%Tn	4%	4%	5%	3%	4%	4%	4%	4%	5%	4%	7%	4%	4%
Via SMS/ text	28	12	16	9	4	4	6	3	1	1	13	10	5	10	4	7	7	14	14	19	9	3	5	-	19	7
	3%v	3%	4%	9%Tghk	2%	2%	3%	3%	1%	2%	5%	3%	2%	4%	2%	4%	4%	3%	4%	3%	6%v	12%	5%	-	4%	2%
An online forum (e.g. Reddit, Mumsnet, The Student Room forum)	13	10	3	8	1	2	2	-	-	-	9	4	-	4	7	1	1	11	2	10	1	-	-	1	9	4
	1%ou	2%	1%	8%Tghijk	1%	1%	1%	-	-	-	3%To	1%	-	1%	3%T	1%	1%	2%	1%	1%	1%	-	-	5%	2%	1%
A gaming website or app (e.g. PlayStation Network, Nintendo Online, Xbox Live, Roblox)	7	6	1	1	3	2	-	-	1	-	4	2	1	2	3	2	-	5	2	6	1	-	1	-	7	-
	1%	1%	*	1%	2%	1%	-	-	1%	-	2%	1%	*	1%	1%	1%	-	1%	*	1%	1%	-	1%	-	1%	D
Livestreaming service (e.g. Twitch, Facebook Live, YouTube Gaming)	7	5	2	-	3	-	3	-	1	-	3	3	1	3	1	2	1	4	3	5	2	-	2	-	5	2
	1%	1%	*	-	2%	-	2%	-	1%	-	1%	1%	*	1%	*	1%	1%	1%	1%	1%	1%	-	2%	-	1%	1%
A Q&A website or app (e.g. Quora, Yahoo Answers)	4	4	-	2	2	1	-	-	-	-	3	1	-	2	2	1	-	3	1	3	2	-	2	-	2	2
	*	1%	-	2%	1%	*	-	-	-	-	1%	*	-	1%	*	-	1%	*	*	1%	1%	-	2%	-	*	1%
A video-sharing service (e.g. YouTube, TikTok, Vimeo)	4	4	-	3	1	-	-	-	-	-	4	-	-	3	1	-	-	4	-	2	2	-	2	-	1	3
	*	1%	-	3%Thi	*	-	-	-	-	-	1%Tn	-	-	1%	*	-	-	1%	-	*	1%	-	2%	-	*	1%
By Post/ letter	3	1	3	2	2	-	-	-	-	-	3	-	-	1	2	1	-	3	1	2	1	-	1	-	3	1
	*	*	1%	2%	1%	-	-	-	-	-	1%Tn	-	-	*	2%	*	-	*	*	*	1%	-	1%	-	*	*

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 146
Q14. Which one of the following best describes the communication channel the fraudster used to interact with you first, if at all, after you had encountered/ seen the fraud or scam?
Base: All who have experienced online fraud or scams

	Gender		Age										SEG						Ethnicity				Q4. Personally know other victims			
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Weighted base	890	453	429	93	183	174	180	121	90	49*	276	354	260	269	243	186	186	512	372	725	160	30*	93	30**	522	309
An online blog (e.g. WordPress, Bloglovin')	2*	2*	-	-	1	1	-	-	-	-	1*	1*	-	1*	1*	-	-	2*	-	-	2*	1*	1*	-	2*	-
Other	7	4	3	-	1	2	1	1	1	1	3	3	-	1	3	3	3	1	6	7	-	-	-	-	5	2
Can't remember	14	7	7	-	4	1	5	1	1	1	4	6	3	6	3	2	3	9	5	13	1	-	-	1	6	5
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 147
Q14. Which one of the following best describes the communication channel the fraudster used to interact with you first, if at all, after you had encountered/ seen the fraud or scam?
 Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced												Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication				
	Total (T)	Romance or dating scam (a)	Investment pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (t)	No (s)	Don't know/Can't remember/Prefer not to say (r)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	893	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	854	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
NET: Online	497 56%ef	84 82%Tbdefhjk	79 61%efi	17 61%	54 49%	27 38%	47 40%	23 72%defi	20 63%ef	19 42%	83 59%ef	27 61%ef	225 60%	53 59%	199 52%	34 61%	59 63%	39 54%	37 66%	231 60%T	20 75%	393 90%Ty	66 75%T	38 88%T
NET: Offline	66 7%gj	4 4%	11 8%	2 7%	11 10%j	8 12%j	15 12%Taj	1 3%	4 12%j	1 2%	4 3%	5 11%	30 8%	3 3%	27 7%	5 8%	8 8%	5 7%	2 4%	29 8%	-	39 9%	22 25%Tx	5 12%
I didn't interact with the fraudster at all	307 34%axyz	13 13%	40 31%a	7 25%	42 38%a	35 50%Tabghk	53 45%Tabhk	8 25%	7 22%	22 50%Tabghk	52 37%a	11 24%	119 31%	33 36%	143 38%	16 29%	25 27%	24 33%	17 30%	122 32%	5 20%	-	-	-
Email	185 21%elt	17 16%	35 27%ej	9 31%	30 27%ej	8 11%	26 22%	7 21%	5 15%	8 19%	23 16%	11 25%	46 12%	23 25%l	116 30%TI	11 20%	15 16%	7 10%	7 12%	93 24%Tu	6 21%	156 36%Ty	12 14%	17 39%Ty
Social media (e.g. Facebook, Twitter, Instagram, Snapchat)	108 12%fn	13 13%	23 18%Tdf	3 10%	9 8%	8 11%	6 5%	6 19%f	6 19%f	4 9%	15 10%	7 16%f	64 17%Tn	13 15%n	28 7%	8 14%	18 20%T	13 18%	23%Tv	11%T	42 27%	88 20%T	11 13%	8 19%
An instant messenger (e.g. Facebook Messenger, WhatsApp, Skype, Discord)	78 9%n	15 15%Tfj	13 10%	3 10%	12 11%	4 6%	6 5%	4 12%	4 13%	3 6%	7 5%	5 12%	52 14%Tn	5 6%	17 5%	3 5%	8 8%	7 9%	13 23%Tv	44 11%T	1 4%	64 15%T	12 13%	2 5%
A shopping website or app (e.g. Amazon, eBay, Gumtree)	48 5%abv	1 1%	1 1%	1 3%	2 2%	6 8%ab	4 3%	1 3%	2 6%b	1 2%	28 20%Tabdefgik	2 5%	25 7%	3 3%	15 4%	6 10%	9 10%	7 9%	2 4%	12 3%	1 4%	39 9%T	6 7%	3 7%
A dating website or app (e.g. Match, Tinder, Bumble)	41 5%dfjs	34 33%Tbdefghijk	2 1%	-	-	-	-	2 8%bdefj	1 3%j	-	-	-	20 5%	3 4%	18 5%	3 -	-	2 3%	1 2%	28 7%T	2 9%	27 6%T	11 13%Tx	3 6%
By Phone	34 4%aj	-	8 6%aj	1 4%	7 6%aj	3 4%a	10 9%Taj	1 3%	3 9%ajj	-	1 1%	1 2%	13 3%	-	18 5%am	3 5%	3 3%	1 1%	-	13 3%	-	18 4%	15 17%Tx	2 4%
Via SMS/ text	28 3%	4 4%	3 2%	1 3%	4 4%	6 8%Tbjf	2 2%	-	1 3%	1 2%	2 2%	4 8%j	16 4%	1 1%	9 2%	2 3%	2 3%	4 5%	2 4%	15 4%	-	20 4%T	5 5%	3 8%
An online forum (e.g. Reddit, Mumsnet, The Student Room forum)	13 1%n	3 3%	1 1%	-	-	-	4 3%	1 3%	1 3%	-	3 2%	-	7 2%	3 4%n	2 *	3 5%	4 4%T	1 1%	-	3 1%	-	9 2%	2 2%	2 4%
A gaming website or app (e.g. PlayStation Network, Nintendo Online, Xbox Live, Roblox)	7 1%	-	2 1%	-	1 1%	1 2%	-	-	1 3%	1 3%	1 1%	-	5 1%	-	2 *	1 2%	1 1%	1 1%	1 2%	5 1%	-	3 1%	4 5%Tx	-
Livestreaming service (e.g. Twitch, Facebook Live, YouTube Gaming)	7 1%	-	1 1%	-	-	-	-	2 6%Tabdef	-	1 2%	3 2%	-	3 1%	2 2%	2 *	1 2%	1 1%	1 1%	-	3 1%	-	5 1%	2 2%	-
A Q&A website or app (e.g. Quora, Yahoo Answers)	4 *	1 1%	-	-	-	-	1 1%	-	-	-	2 2%T	-	1 *	-	1 *	-	2 2%	1 1%	-	-	1 3%	-	3 4%Tx	1 2%x

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 147
Q14. Which one of the following best describes the communication channel the fraudster used to interact with you first, if at all, after you had encountered/ seen the fraud or scam?
Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection			Q16. Multiple channels of communication				
	Total (T)	Romance or dating scam (a)	Investment , pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/ Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/ Prefer not to say (w)	No (x)	Yes (y)	Can't remember/ Prefer not to say (z)
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	44*	72	56	386	27**	438	88	43*
A video-sharing service (e.g. YouTube, TikTok, Vimeo)	4*	-	-	2 6%	-	-	-	-	-	-	1 1%	1 3%Tb	1*	-	-	2 5%T	1 2%	-	1 2%v	-	2 6%	1*	2 2%x	1 3%Tx
By Post/ letter	3*	-	-	-	-	-	3 2%T	-	-	-	1 1%	-	1 *	2 2%	1 *	-	2 3%T	-	-	1 *	-	1 *	3 3%Tx	-
An online blog (e.g. WordPress, Bloglovin')	2*	-	1 1%	-	-	-	-	-	-	-	1 1%	-	2 *	-	-	-	-	-	-	-	-	1 *	-	1 2%T
Other	7 1%	-	-	-	2 2%	-	-	-	1 3%j	2 4%Tablj	-	2 4%Tbj	1 *	1 1%	4 1%	1 1%	1 1%	-	2 1%	-	1 1%	7 2%T	-	-
Can't remember	14 2%vx	1 1%	1 1%	2 7%	2 2%	-	4 4%	-	1 2%	1 1%	-	3 1%	1 1%	7 2%	-	1 1%	3 5%T	-	2 1%	1 5%	-	-	-	
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 148
Q14. Which one of the following best describes the communication channel the fraudster used to interact with you first, if at all, after you had encountered/ seen the fraud or scam?
Base: All who have experienced online fraud or scams

	Q19. Money lost						Q21. Action taken				Q23. Result of reporting						Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards			
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (e)	Yes (f)	No (g)	NET: Reported (h)	NET: Shared my experience (i)	Nothing (j)	Content removed (k)	Case is being investigated (l)	Case will not be investigated (m)	Provided further information (n)	Reimbursed fully (o)	Reimbursed partly (p)	Other (q)	Yes (r)	No (s)	Yes (t)	No (u)
Unweighted base	893	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	854	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
NET: Online	497	148	63	54	20	348	433	57	301	116	184	73	81	23	35	58	13	20	203	246	164	302
	56%g/vx	67%Tg	68%Tg	66%g	68%	52%	60%Tj	38%	60%Tj	61%j	60%	59%	55%	83%	57%	61%	86%	64%	60%v	52%	64%Tx	52%
NET: Offline	66	25	11	9	5	40	56	10	38	14	19	8	15	-	9	10	1	4	25	40	25	40
	7%g	12%Tg	12%g	11%	15%	6%	8%	7%	8%	7%	6%	7%	10%	-	14%m	10%	7%	12%	7%	8%	10%	7%
I didn't interact with the fraudster at all	307	41	18	16	5	266	220	82	148	56	97	41	46	5	15	25	1	7	110	169	62	221
	34%abc/kw	19%	19%	19%	17%	40%Tabc	30%	55%Tkl	30%	13%	32%	33%	31%	17%	25%	27%	13%	13%	32%	36%	24%	38%Tw
Email	185	38	12	17	4	147	156	26	103	44	67	29	27	2	11	20	3	13	63	104	68	105
	21%x	17%	13%	21%	13%	22%	21%	17%	21%	23%	22%	23%	18%	7%	17%	22%	22%	41%Tmnoqr	18%	22%	27%Tx	18%
Social media (e.g. Facebook, Twitter, Instagram, Snapchat)	108	34	21	10	3	73	95	12	64	29	41	18	17	2	7	7	2	4	45	51	27	75
	12%	15%	23%Tag	12%	9%	11%	13%	8%	13%	15%	13%	15%	11%	8%	12%	7%	14%	13%	13%	11%	11%	13%
An instant messenger (e.g. Facebook Messenger, WhatsApp, Skype, Discord)	78	23	6	10	5	55	70	7	46	23	38	8	13	8	6	6	1	-	36	35	29	47
	9%j	10%	6%	13%	18%	8%	10%j	4%	9%	12%j	12%Tt	6%	9%	28%	10%	6%	7%	-	11%	8%	11%	8%
A shopping website or app (e.g. Amazon, eBay, Gumtree)	48	25	13	8	4	24	43	5	39	8	10	8	12	4	2	16	4	2	23	22	13	30
	5%gm	11%Tg	14%Tg	10%g	13%	4%	6%	3%	8%Til	4%	3%	7%	8%g	14%	3%	17%Tmnoq	28%	7%	7%	5%	5%	5%
A dating website or app (e.g. Match, Tinder, Bumble)	41	7	1	3	1	33	35	5	22	9	21	7	3	-	2	1	-	1	16	19	9	26
	5%	3%	1%	3%	3%	5%	5%	3%	4%	5%	7%Tor	5%	2%	-	4%	1%	-	3%	5%	4%	4%	5%
By Phone	34	9	3	2	3	24	29	6	19	9	11	2	9	-	5	5	-	2	14	21	10	23
	4%	4%	3%	3%	10%	4%	4%	4%	4%	5%	4%	2%	6%	-	8%n	6%	-	7%	4%	4%	4%	4%
Via SMS/ text	28	14	6	6	2	14	24	3	17	4	7	6	7	-	2	4	1	1	11	15	13	15
	3%g	6%Tg	7%Tg	7%g	5%	2%	3%	2%	3%	2%	2%	5%	4%	-	3%	4%	3%	3%	3%	3%	5%Tx	3%
An online forum (e.g. Reddit, Mumsnet, The Student Room forum)	13	6	1	2	1	7	11	1	7	-	4	1	4	1	2	2	1	-	6	5	5	8
	1%	3%	1%	3%	3%	1%	2%	1%	1%	-	1%	1%	3%	4%	2%	2%	10%	-	2%	1%	2%	1%
A gaming website or app (e.g. PlayStation Network, Nintendo Online, Xbox Live, Roblox)	7	5	2	2	1	3	6	1	6	-	-	1	1	1	1	1	-	-	6	1	6	1
	1%gvx	2%Tg	2%g	2%	3%	*	1%	1%	1%	-	-	1%	1%	4%	1%	1%	-	-	2%Tv	*	2%Tx	*
Livestreaming service (e.g. Twitch, Facebook Live, YouTube Gaming)	7	4	3	-	1	3	7	-	6	2	2	-	2	1	1	3	-	-	5	2	5	2
	1%gx	2%g	3%Tg	-	4%	*	1%	-	1%	1%	1%	-	1%	4%	2%	3%Tm	-	-	1%	*	2%Tx	*
A Q&A website or app (e.g. Quora, Yahoo Answers)	4	3	1	2	1	4	-	-	3	-	-	-	1	2	-	1	1	-	1	1	-	3
	*g	1%Tg	1%	2%g	3%	*	1%	-	1%	-	-	-	1%	6%	-	1%	5%	-	*	*	-	1%
A video-sharing service (e.g. YouTube, TikTok, Vimeo)	4	4	2	-	-	4	-	-	4	-	-	-	-	2	2	1	-	-	1	3	1	3
	*	2%Tg	3%Tg	-	-	-	1%	-	1%	-	-	-	-	9%	4%Tmno	1%	-	-	*	1%	*	1%

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Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 148
Q14. Which one of the following best describes the communication channel the fraudster used to interact with you first, if at all, after you had encountered/ seen the fraud or scam?
 Base: All who have experienced online fraud or scams

	Q19. Money lost					Q21. Action taken					Q23. Result of reporting					Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards				
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
By Post/ letter	3 *g	2 1%	2 2%g	1 1%	-	1 *	3 *	1 1%	3 1%	1 1%	-	-	-	-	2 3%Tm	-	-	1 3%Tmno	-	3 1%	1 *	2 *
An online blog (e.g. WordPress, Bloglovin')	2 *	-	-	-	-	2 *	2 *	-	1 *	1 1%	1 *	1 1%	1 1%	-	-	-	-	-	1 *	1 *	1 *	1 *
Other	7 1%	2 1%	-	2 2%	-	5 1%	7 1%	-	5 1%	3 1%	4 1%	2 1%	1 1%	-	2 3%	-	-	1 3%	2 *	5 1%	2 1%	5 1%
Can't remember	14 2%u	3 1%	1 1%	1 1%	-	9 1%	11 1%	1 1%	9 2%	3 2%	5 2%	-	5 3%	-	1 2%	2 2%	-	-	2 1%	10 2%	2 1%	9 2%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 149
Q14. Which one of the following best describes the communication channel the fraudster used to interact with you first, if at all, after you had encountered/ seen the fraud or scam?
 Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income						Any impacting/ limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	893	887	23	578	179	107	35	418	330	98	8	311	582	183	235	221	118	67	20	303	568	171	500	166
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157
Effective base	854	848	23	554	171	102	34	399	318	94	7	300	555	177	225	211	113	65	19	290	543	165	476	162
NET: Online	497	492	11	312	102	68	19	232	177	59	6	198	299	116	122	125	69	34	9	172	314	109	282	81
	56%o	56%	51%	55%	55%	62%	58%	55%	55%	58%	58%	61%To	45%	63%T	54%	57%	56%	53%	45%	58%	55%	61%	57%	51%
NET: Offline	66	65	3	46	11	6	4	28	22	9	2	24	41	11	18	21	3	9	-	19	45	11	38	13
	7% _s	7%	13%	8%	6%	5%	14%	7%	7%	9%	18%	8%	7%	6%	8%	10% _s	3%	15%Tps	-	6%	8%	6%	8%	8%
I didn't interact with the fraudster at all	307	307	8	199	65	33	9	147	116	33	2	93	214	53	82	67	49	20	10	100	196	53	164	59
	34% _n	35%	36%	35%	36%	30%	28%	35%	36%	32%	23%	29%	38% _{Tn}	29%	36%	30%	40% _p	31%	49%	34%	34%	30%	33%	37%
Email	185	183	5	118	38	22	12	90	59	18	3	62	123	40	42	43	30	15	5	53	129	33	107	34
	21%	21%	26%	21%	21%	20%	38% _{Tjkl}	21%	18%	18%	28%	19%	22%	22%	19%	19%	24%	23%	26%	18%	23%	18%	22%	21%
Social media (e.g. Facebook, Twitter, Instagram, Snapchat)	108	108	2	69	19	18	-	56	36	15	-	55	53	18	28	32	18	2	42	64	26	58	20	
	12% _{io}	12%	8%	12%	10%	16%	-	13% _i	11% _i	15% _i	-	17% _{To}	9%	10%	12%	15%	15%	11%	9%	14%	11%	15%	12%	13%
An instant messenger (e.g. Facebook Messenger, WhatsApp, Skype, Discord)	78	77	2	50	16	9	2	34	34	7	-	35	43	19	27	14	8	4	2	30	47	15	51	6
	9% _z	9%	7%	9%	9%	8%	7%	8%	11%	7%	-	11%	8%	10%	12%	6%	6%	6%	9%	10%	8%	8%	10% _z	4%
A shopping website or app (e.g. Amazon, eBay, Gumtree)	48	48	1	33	8	6	2	22	19	6	-	21	27	13	12	17	3	3	-	20	27	13	30	5
	5%	5%	5%	6%	4%	6%	5%	5%	6%	6%	-	7%	5%	7%	5%	8%	3%	4%	-	7%	5%	7%	6%	3%
A dating website or app (e.g. Match, Tinder, Bumble)	41	40	1	28	9	4	2	16	18	3	2	8	33	17	5	10	3	4	-	13	27	9	18	11
	5% _{nq}	4%	5%	5%	3%	3%	7%	4%	5%	3%	18%	3%	6% _{Tn}	9% _{Tqs}	2%	5%	3%	6%	-	4%	5%	5%	4%	7%
By Phone	34	33	3	22	5	5	3	18	9	4	-	9	25	7	14	8	-	5	-	11	22	7	20	7
	4% _s	4%	3%	4%	3%	5%	10% _k	4%	3%	4%	-	3%	4%	4% _s	6% _s	4% _s	-	8% _s	-	4%	4%	4%	4%	4%
Via SMS/ text	28	28	-	21	6	1	1	10	12	3	2	13	15	4	4	11	3	4	-	8	20	4	16	6
	3%	3%	-	4%	3%	1%	4%	2%	4%	3%	18%	4%	3%	2%	2%	5%	3%	7% _q	-	3%	4%	2%	3%	4%
An online forum (e.g. Reddit, Mumsnet, The Student Room forum)	13	11	-	6	2	5	-	7	2	3	1	6	7	8	1	1	2	1	-	4	6	6	6	1
	1% _a	1%	-	1%	1%	4% _{Te}	-	2%	1%	3%	13%	2%	1%	4% _{Tqr}	1%	*	1%	2%	-	1%	1%	3% _T	1%	1%
A gaming website or app (e.g. PlayStation Network, Nintendo Online, Xbox Live, Roblox)	7	7	-	3	4	1	-	2	3	2	-	4	3	1	3	1	2	-	-	4	4	2	4	1
	1%	1%	-	*	2%	1%	-	*	1%	2%	-	1%	1%	*	1%	*	2%	-	-	1%	1%	1%	1%	1%
Livestreaming service (e.g. Twitch, Facebook Live, YouTube Gaming)	7	7	-	4	2	1	-	3	1	3	-	2	5	-	2	4	-	1	-	4	3	1	3	3
	1%	1%	-	1%	1%	1%	-	1%	*	3% _{Tk}	-	1%	1%	-	1%	2%	-	2%	-	1%	1%	1%	1%	2%
A Q&A website or app (e.g. Quora, Yahoo Answers)	4	4	-	2	2	1	-	2	2	1	-	2	3	1	2	2	-	-	-	1	3	2	2	-
	*	*	-	*	1%	1%	-	*	*	1%	-	1%	*	*	1%	1%	-	-	-	*	1%	1%	1%	-
A video-sharing service (e.g. YouTube, TikTok, Vimeo)	4	4	-	-	2	1	-	2	2	-	-	-	4	-	-	2	2	-	-	2	2	2	1	1
	*	*	-	-	1% _e	1% _e	-	*	1%	-	-	-	1%	-	-	1%	2% _{Tq}	-	-	1%	*	1%	*	1%

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 149
Q14. Which one of the following best describes the communication channel the fraudster used to interact with you first, if at all, after you had encountered/ seen the fraud or scam?
Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income						Any impacting/ limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157
By Post/ letter	3	3	-	3	-	-	-	-	1	3	-	2	2	-	-	2	-	-	-	-	3	-	2	-
An online blog (e.g. WordPress, Bloglovin')	2	2	-	1	-	1	-	-	1	1	-	2	-	-	-	1	-	-	-	1	1	1	1	-
Other	7	7	-	3	3	1	-	5	2	-	2	5	1	2	3	-	1	-	-	1	6	2	2	3
Can't remember	14	14	-	9	3	2	-	7	6	1	7	7	4	3	4	1	-	1	5	8	4	6	2	
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 154
Q15. You selected social media, what method did the fraudster use to communicate with you first?
Base: All where fraudster used social media first

	Gender			Age							SEG						Ethnicity			Q4. Personally know other victims	
	Total (T)	Man (a)	Woman (b)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Asian (y)	Yes (C)	No (D)
Unweighted base	108	54	54	23	30	23	17	27	53	28	28	25	31	23	53	54	82	26	17	68	34
Weighted base	108	48	60	24**	30**	24**	14**	30**	54	23**	29**	25**	28*	25**	54	53	82	26**	17**	67	35*
Effective base	104	52	53	23	29	23	17	26	52	28	27	24	30	22	51	52	79	26	17	65	33
NET: Messaging	93 86%	42 87%	51 85%	22 91%	26 87%	23 95%	11 76%	28 93%	49 90%	15 66%	25 86%	22 88%	24 84%	22 88%	47 87%	46 86%	69 85%	23 88%	14 82%	58 86%	29 83%
NET: Video calling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
One-to-one messaging in private	65 60%	28 59%	37 61%	16 65%	22 71%	14 59%	3 22%	22 73%	36 66%	7 30%	18 63%	16 66%	16 56%	15 59%	35 64%	30 57%	49 60%	16 61%	10 56%	40 60%	21 59%
Messaging/ commenting in public	21 20%	8 17%	13 22%	4 17%	2 7%	8 32%	7 49%	4 13%	10 18%	8 32%	4 14%	5 19%	5 19%	7 29%	9 16%	13 24%	18 22%	4 15%	3 17%	12 18%	8 24%
Group messaging in private	6 6%b	5 11%Tb	1 2%	2 8%	3 8%	1 4%	1 5%	2 6%	4 6%	1 3%	3 9%	1 3%	3 10%	-	3 6%	3 5%	3 3%	3 13%	2 9%	5 8%	-
Video calling in private	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video calling in public e.g. webinars, conferences and livestreams	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5 5%	2 4%	3 5%	1 5%	2 7%	-	-	1 4%	2 4%	2 7%	1 4%	2 8%	-	1 4%	3 6%	1 2%	4 5%	1 4%	1 6%	3 4%	2 6%
Can't remember	10 10%	4 9%	6 10%	1 5%	2 6%	1 5%	3 24%	1 4%	3 6%	6 27%	3 10%	1 4%	4 16%	2 8%	4 7%	7 12%	8 10%	2 8%	2 13%	6 10%	4 11%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 155
Q15. You selected social media, what method did the fraudster use to communicate with you first?
Base: All where fraudster used social media first

	Q6b. Most recent scam/fraud experienced				Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication	
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Counterfeit goods scam (j)	Smartphone (l)	Tablet (m)	Computer (n)	No (s)	Don't know/ Can't remember/ Prefer not to say (t)	Yes (u)	No (v)	No (x)	Yes (y)
Unweighted base	108	12	23	15	62	13	30	17	12	13	42	86	13
Weighted base	108	13**	23**	15**	64	13**	28**	18**	13**	13**	42*	88	11**
Effective base	104	11	22	15	60	12	29	16	12	13	40	83	13
NET: Messaging	93 86%	13 100%	21 91%	10 70%	58 90%	10 79%	23 81%	18 100%	8 66%	13 100%	41 96%T	75 85%	11 100%
NET: Video calling	-	-	-	-	-	-	-	-	-	-	-	-	-
One-to-one messaging in private	65 60%	13 100%	14 59%	9 62%	44 69%T	7 51%	12 44%	13 72%	2 19%	7 56%	35 83%T	55 62%	7 63%
Messaging/ commenting in public	21 20%	-	4 17%	1 8%	10 16%	4 28%	7 27%	4 23%	5 40%	5 37%	5 11%	18 20%	1 7%
Group messaging in private	6 6% _x	-	4 16%	-	3 5%	-	3 10%	1 5%	1 8%	1 7%	1 2%	3 3%	4 31%
Video calling in private	-	-	-	-	-	-	-	-	-	-	-	-	-
Video calling in public e.g. webinars, conferences and livestreams	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5 5%	-	-	1 5%	3 5%	-	2 6%	-	1 9%	-	-	5 6%	-
Can't remember	10 10% _l	-	2 9%	4 24%	3 5%	3 21%	4 13%	-	3 25%	-	2 4%	8 9%	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-

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 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 156

Q15. You selected social media, what method did the fraudster use to communicate with you first?

Base: All where fraudster used social media first

	Total (T)	Q19. Money lost			Q21. Action taken				Q23. Result of reporting			Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards	
		NET: Yes (a)	£1 - £99 (b)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	108	35	23	72	94	13	63	30	41	18	16	46	50	29	74
Weighted base	108	34*	21**	73	95	12**	64	29**	41*	18**	17**	45*	51*	27**	75
Effective base	104	34	23	70	90	13	60	29	40	17	16	45	48	28	71
NET: Messaging	93	26	14	66	82	10	58	25	36	17	13	42	40	24	63
	86%	78%	69%	89%	87%	84%	90%	84%	87%	94%	79%	92%	79%	89%	84%
NET: Video calling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
One-to-one messaging in private	65	18	9	46	58	7	44	17	28	9	8	26	30	19	43
	60%	54%	44%	63%	61%	56%	68%	60%	68%	48%	47%	58%	59%	68%	57%
Messaging/ commenting in public	21	3	3	18	19	3	11	5	7	6	5	13	8	3	16
	20%	10%	17%	24%	20%	20%	17%	19%	17%	32%	28%	28%	15%	12%	21%
Group messaging in private	6	5	2	2	5	1	3	2	1	2	1	3	3	3	4
	6%g	14%Tg	8%	2%	6%	8%	5%	6%	2%	14%	5%	6%	5%	10%	5%
Video calling in private	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video calling in public e.g. webinars, conferences and livestreams	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5	3	3	2	4	1	2	-	2	-	1	1	3	-	5
	5%	9%	14%	3%	4%	9%	3%	-	4%	-	7%	2%	6%	-	7%
Can't remember	10	5	3	6	9	1	4	5	4	1	2	3	7	3	7
	10%	14%	16%	8%	9%	7%	7%	16%	9%	6%	14%	6%	15%	11%	10%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 157
Q15. You selected social media, what method did the fraudster use to communicate with you first?
Base: All where fraudster used social media first

	Internet access at home		Personal internet usage			Highest education			Children in household		Household income				Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Secondary school or equivalent (i)	University degree or equivalent (k)	Higher university degree (l)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	108	108	68	18	19	55	37	15	52	56	17	29	32	18	41	65	25	59	20
Weighted base	108	108	69	19**	18**	56	36*	15**	55	53	18**	28**	32*	18**	42*	64	26**	58	20**
Effective base	104	104	65	18	19	52	36	15	50	54	16	28	31	18	39	63	25	56	20
NET: Messaging	93	93	58	16	16	46	31	14	47	46	17	25	27	15	36	55	23	51	15
	86%	86%	85%	84%	91%	83%	87%	93%	85%	87%	95%	90%	86%	83%	87%	85%	88%	89%	76%
NET: Video calling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
One-to-one messaging in private	65	65	44	11	9	36	19	10	35	30	11	16	21	12	23	40	16	36	10
	60%	60%	64%	57%	53%	65%	54%	63%	64%	57%	60%	57%	65%	68%	55%	62%	60%	63%	52%
Messaging/ commenting in public	21	21	12	4	5	7	11	2	8	13	6	7	5	2	12	9	5	11	4
	20%	20%	17%	22%	27%	13%	31%j	12%	15%	25%	35%	24%	15%	10%	30%	14%	21%	20%	19%
Group messaging in private	6	6	3	1	2	2	1	3	4	3	-	3	2	1	1	5	2	3	1
	6%	6%	4%	4%	10%	4%	3%	18%	7%	5%	-	10%	5%	5%	2%	8%	7%	6%	5%
Video calling in private	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Video calling in public e.g. webinars, conferences and livestreams	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5	5	3	2	-	4	1	-	3	2	-	-	2	2	2	3	-	4	1
	5%	5%	4%	10%	-	7%	2%	-	6%	3%	-	-	5%	12%	5%	5%	-	7%	6%
Can't remember	10	10	8	1	2	6	4	1	5	5	1	3	3	1	4	7	3	3	4
	10%y	10%	11%	6%	9%	10%	10%	7%	9%	10%	5%	10%	9%	5%	9%	10%	12%	5%	18%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Table 158

Q15. You selected an online forum, what method did the fraudster use to communicate with you first?

Base: All where fraudster used an online forum first

	Total (T)	SEG
		ABC1 (t)
Unweighted base	10	8
Weighted base	13**	11**
Effective base	10	8
NET: Messaging	10 75%	7 71%
NET: Video calling	2 14%	2 16%
Messaging/ commenting in public	4 35%	3 33%
Group messaging in private	3 21%	1 14%
One-to-one messaging in private	3 20%	3 24%
Video calling in private	2 14%	2 16%
Video calling in public e.g. webinars, conferences and livestreams	-	-
Other	-	-
Can't remember	1 11%	1 13%
Prefer not to say	-	-

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Table 159

Q15. You selected an online forum, what method did the fraudster use to communicate with you first?

Base: All where fraudster used an online forum first

	Total (T)
Unweighted base	10
Weighted base	13**
Effective base	10
NET: Messaging	10 75%
NET: Video calling	2 14%
Messaging/ commenting in public	4 35%
Group messaging in private	3 21%
One-to-one messaging in private	3 20%
Video calling in private	2 14%
Video calling in public e.g. webinars, conferences and livestreams	-
Other	-
Can't remember	1 11%
Prefer not to say	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Table 160

Q15. You selected an online forum, what method did the fraudster use to communicate with you first?

Base: All where fraudster used an online forum first

	Total (T)	Q21. Action taken
		Yes (i)
Unweighted base	10	9
Weighted base	13**	11**
Effective base	10	9
NET: Messaging	10 75%	8 73%
NET: Video calling	2 14%	2 15%
Messaging/ commenting in public	4 35%	3 27%
Group messaging in private	3 21%	3 23%
One-to-one messaging in private	3 20%	3 22%
Video calling in private	2 14%	2 15%
Video calling in public e.g. webinars, conferences and livestreams	-	-
Other	-	-
Can't remember	1 11%	1 12%
Prefer not to say	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/t/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Table 161

Q15. You selected an online forum, what method did the fraudster use to communicate with you first?

Base: All where fraudster used an online forum first

	Total (T)	Internet access at home Yes (a)
Unweighted base	10	9
Weighted base	13**	11**
Effective base	10	9
NET: Messaging	10 75%	8 73%
NET: Video calling	2 14%	2 15%
Messaging/ commenting in public	4 35%	4 38%
Group messaging in private	3 21%	1 13%
One-to-one messaging in private	3 20%	3 22%
Video calling in private	2 14%	2 15%
Video calling in public e.g. webinars, conferences and livestreams	-	-
Other	-	-
Can't remember	1 11%	1 12%
Prefer not to say	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 166
Q15. You selected an instant messenger, what method did the fraudster use to communicate with you first?
Base: All where fraudster used an instant messenger first

	Gender			Age							SEG						Ethnicity		Q4. Personally know other victims	
	Total (T)	Man (a)	Woman (b)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Yes (C)	No (D)
Unweighted base	78	33	44	16	21	18	12	17	39	22	22	18	18	19	40	37	64	14	51	23
Weighted base	78	29*	48*	17**	20**	19**	11**	19**	39*	20**	23**	17**	17**	20**	40*	37*	64	14**	52*	22**
Effective base	76	33	43	16	21	18	12	17	38	21	21	18	18	19	39	36	62	14	49	23
NET: Messaging	75	27	47	17	19	18	11	19	37	19	21	17	16	20	38	36	61	14	50	21
	96%	94%	98%	100%	95%	94%	100%	100%	95%	96%	91%	100%	95%	100%	95%	98%	96%	100%	97%	95%
NET: Video calling	1	1	-	-	1	-	-	-	1	-	1	-	-	-	1	-	1	-	1	-
	1%	3%	-	-	5%	-	-	-	2%	-	4%	-	-	-	2%	-	1%	-	2%	-
One-to-one messaging in private	62	20	41	15	17	14	8	15	31	16	16	14	11	20	30	31	52	10	42	17
	80%	70%	86%	88%	87%	73%	78%	80%	80%	80%	71%	80%	67%	100%	75%	85%	81%	74%	81%	74%
Group messaging in private	8	4	4	1	1	3	1	3	4	2	3	2	3	-	5	3	6	2	3	5
	10%	15%	8%	6%	4%	15%	7%	15%	10%	8%	12%	15%	18%	-	13%	8%	10%	13%	7%	21%
Messaging/ commenting in public	5	3	2	1	1	1	2	1	2	2	2	1	2	-	3	2	3	2	5	-
	6%	9%	4%	6%	4%	6%	15%	6%	5%	8%	9%	5%	11%	-	7%	5%	4%	14%	9%	-
Video calling in private	1	1	-	-	1	-	-	-	1	-	1	-	-	-	1	-	1	-	1	-
	1%	3%	-	-	5%	-	-	-	2%	-	4%	-	-	-	2%	-	1%	-	2%	-
Video calling in public e.g. webinars, conferences and livestreams	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	1	1	-	-	1	-	-	1	1	1	-	1	-	1	1	2	-	1	1
	2%	3%	2%	-	-	6%	-	-	3%	4%	5%	-	5%	-	3%	2%	3%	-	1%	5%
Can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 167

Q15. You selected an instant messenger, what method did the fraudster use to communicate with you first?

Base: All where fraudster used an instant messenger first

	Q6b. Most recent scam/fraud experienced			Q10. Device used		Q13. Personal connection		Q16. Multiple channels of communication		
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Impersonation fraud (d)	Smartphone (l)	Computer (n)	Yes (u)	No (v)	No (x)	Yes (y)
Unweighted base	78	15	12	12	52	17	13	44	64	12
Weighted base	78	15**	13**	12**	52	17**	13**	44*	64	12**
Effective base	76	15	11	12	51	16	13	43	62	12
NET: Messaging	75 96%	14 95%	13 100%	11 92%	52 100%	15 89%	12 92%	44 100%	63 98%T	10 86%
NET: Video calling	1 1%	-	-	1 8%	-	-	-	-	-	1 8%
One-to-one messaging in private	62 80%	12 83%	9 71%	9 77%	45 86%T	13 73%	10 79%	39 89%T	55 86%T	5 43%
Group messaging in private	8 10%	2 12%	3 21%	1 8%	3 7%	3 16%	1 7%	3 6%	6 10%	2 16%
Messaging/ commenting in public	5 6%x	-	1 8%	1 7%	4 7%	-	1 6%	2 5%	2 3%	3 26%
Video calling in private	1 1%	-	-	1 8%	-	-	-	-	-	1 8%
Video calling in public e.g. webinars, conferences and livestreams	-	-	-	-	-	-	-	-	-	-
Other	2 2%	1 5%	-	-	-	2 11%	1 8%	-	1 2%	1 7%
Can't remember	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 168

Q15. You selected an instant messenger, what method did the fraudster use to communicate with you first?

Base: All where fraudster used an instant messenger first

	Q19. Money lost				Q21. Action taken			Q23. Result of reporting		Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards	
	Total (T)	NET: Yes (a)	£100 - £999 (c)	I didn't lose any money (g)	Yes (i)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Case is being investigated (o)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	78	22	9	56	71	46	23	38	13	35	37	30	46
Weighted base	78	23**	10**	55	70	46*	23**	38*	13**	36*	35*	29**	47*
Effective base	76	21	8	55	70	45	23	37	13	34	36	29	45
NET: Messaging	75 96%	21 93%	10 91%	54 98%	67 96%	44 96%	21 91%	37 97%	13 100%	36 100%	33 92%	28 97%	46 98%
NET: Video calling	1 1%	1 4%	1 9%	-	1 1%	1 2%	1 4%	-	-	-	3%	3%	-
One-to-one messaging in private	62 80%	13 59%	6 56%	49 88%T	58 83%T	38 82%	18 80%	35 90%T	11 85%	28 78%	29 81%	20 69%	41 88%T
Group messaging in private	8 10%i	4 16%	2 17%	4 8%	5 8%	3 6%	3 12%	2 4%	-	4 12%	3 8%	3 12%	5 10%
Messaging/ commenting in public	5 6%g	4 17%	2 18%	1 2%	4 5%	4 8%	-	1 3%	2 15%	4 10%	1 3%	5 16%	-
Video calling in private	1 1%	1 4%	1 9%	-	1 1%	1 2%	1 4%	-	-	-	3%	3%	-
Video calling in public e.g. webinars, conferences and livestreams	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2 2%	1 3%	-	1 2%	2 3%	1 2%	1 5%	1 3%	-	-	2 5%	-	1 2%
Can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 169

Q15. You selected an instant messenger, what method did the fraudster use to communicate with you first?

Base: All where fraudster used an instant messenger first

	Internet access at home		Personal internet usage		Highest education		Children in household		Household income			Any impacting/limiting conditions		Financial vulnerability	
	Total (T)	Yes (a)	1-5 hours (e)	6-9 hours (f)	Secondary school or equivalent (j)	University degree or equivalent (k)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)
Unweighted base	78	77	50	16	35	33	34	44	19	27	14	30	47	15	51
Weighted base	78	77	50*	16**	34*	34*	35*	43*	19**	27**	14**	30**	47*	15**	51*
Effective base	76	75	49	16	34	32	33	43	18	27	14	29	46	15	50
NET: Messaging	75 96%	74 96%	49 98%	15 94%	34 100%	31 92%	35 100%	40 94%	18 96%	25 93%	14 100%	28 94%	46 98%	15 100%	49 95%
NET: Video calling	1 1%	1 1%	-	1 6%	-	1 3%	-	1 2%	-	1 3%	-	1 3%	-	-	1 2%
One-to-one messaging in private	62 80%	62 81%T	42 85%	14 88%	29 85%	25 72%	27 79%	35 81%	17 91%	22 82%	9 67%	22 75%	40 85%	15 100%	38 74%
Group messaging in private	8 10%	8 11%	4 7%	1 6%	4 13%	4 11%	5 15%	3 7%	-	2 7%	4 25%	3 9%	5 11%	-	7 14%
Messaging/ commenting in public	5 6%aw	4 5%	3 6%	-	1 2%	3 9%	2 6%	3 6%	1 5%	1 3%	1 8%	3 10%	1 1%	-	3 6%
Video calling in private	1 1%	1 1%	-	1 6%	-	1 3%	-	1 2%	-	1 3%	-	1 3%	-	-	1 4%
Video calling in public e.g. webinars, conferences and livestreams	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2 2%	2 2%	1 2%	-	-	2 5%	-	2 4%	1 4%	1 4%	-	1 3%	1 2%	-	2 4%
Can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Table 182
Q15. You selected a shopping website or app, what method did the fraudster use to communicate with you first?
Base: All where fraudster used a shopping website or app first

	Gender		Age					SEG					Ethnicity		Q4. Personally know other victims		
	Total (T)	Man (a)	Woman (b)	25-34 (g)	35-44 (h)	45-54 (i)	NET: 18-34 (m)	NET: 35-54 (n)	AB (p)	C1 (q)	C2 (r)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Yes (C)	No (D)
Unweighted base	49	19	29	14	11	12	15	23	17	15	12	32	17	36	13	33	12
Weighted base	48*	17**	31**	14**	11**	13**	16**	24**	17**	14**	12**	31*	17**	34*	14**	32*	13**
Effective base	48	18	29	14	11	12	15	23	16	15	12	31	17	35	13	32	12
NET: Messaging	32 67%	14 82%	19 61%	9 63%	8 72%	8 66%	10 67%	16 69%	12 70%	9 68%	7 56%	21 69%	11 64%	22 65%	10 72%	20 64%	9 75%
NET: Video calling	3 7%	- -	3 10%	3 23%	- -	- -	3 20%	- -	1 7%	- -	2 18%	1 4%	2 12%	1 3%	2 15%	3 10%	- -
One-to-one messaging in private	27 57%	12 71%	16 51%	8 56%	6 53%	7 57%	9 61%	13 55%	9 54%	9 68%	6 47%	19 60%	9 51%	19 57%	8 56%	16 51%	8 67%
Group messaging in private	3 7%v	1 6%	2 7%	1 7%	1 11%	1 8%	1 6%	2 10%	1 5%	- -	1 9%	1 3%	2 13%	1 3%	2 16%	3 10%	- -
Video calling in public e.g. webinars, conferences and livestreams	2 4%	- -	2 7%	2 15%	- -	- -	2 13%	- -	- -	- -	2 18%	- -	2 12%	1 3%	1 7%	2 6%	- -
Messaging/ commenting in public	2 4%	1 5%	1 3%	- -	1 8%	- -	- -	1 3%	2 10%	- -	- -	2 6%	- -	2 5%	- -	1 3%	1 7%
Video calling in private	1 2%	- -	1 4%	1 8%	- -	- -	1 7%	- -	1 7%	- -	- -	1 4%	- -	- -	1 8%	1 4%	- -
Other	4 9%	2 13%	2 7%	- -	1 10%	- -	- -	1 5%	3 17%	1 10%	- -	4 14%	- -	3 9%	1 7%	2 7%	2 17%
Can't remember	8 17%	1 5%	6 21%	2 14%	2 18%	4 34%	2 13%	6 27%	1 6%	3 22%	3 26%	4 14%	4 24%	8 22%	1 6%	6 20%	1 8%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 183

Q15. You selected a shopping website or app, what method did the fraudster use to communicate with you first?

Base: All where fraudster used a shopping website or app first

	Total (T)	Q6b. Most recent scam/ fraud experienced	Q10. Device used		Q13. Personal connection	Q16. Multiple channels of communication
		Counterfeit goods scam (i)	Smartphone (l)	Computer (n)	No (v)	No (x)
Unweighted base	49	27	25	16	12	40
Weighted base	48*	28**	25**	15**	12**	39*
Effective base	48	26	24	15	12	39
NET: Messaging	32 67%	16 57%	17 67%	9 63%	12 100%	27 70%
NET: Video calling	3 7% ^x	1 4%	1 4%	-	-	1 3%
One-to-one messaging in private	27 57%	16 57%	14 56%	8 57%	12 100%	26 68% ^T
Group messaging in private	3 7%	-	1 4%	1 6%	-	-
Video calling in public e.g. webinars, conferences and livestreams	2 4%	1 4%	1 4%	-	-	1 3%
Messaging/ commenting in public	2 4%	-	2 7%	-	-	1 2%
Video calling in private	1 2%	-	-	-	-	-
Other	4 9%	4 13%	1 4%	3 22%	-	4 11%
Can't remember	8 17%	7 26%	6 24%	2 15%	-	6 16%
Prefer not to say	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 184

Q15. You selected a shopping website or app, what method did the fraudster use to communicate with you first?

Base: All where fraudster used a shopping website or app first

	Total (T)	Q19. Money lost			Q21. Action taken		Q23. Result of reporting		Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards	
		NET: Yes (a)	£1 - £99 (b)	I didn't lose any money (g)	Yes (i)	NET: Reported (k)	Case is being investigated (o)	Reimbursed fully (r)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	49	25	13	24	44	40	13	16	23	23	13	31
Weighted base	48*	25**	13**	24**	43*	39*	12**	16**	23**	22**	13**	30**
Effective base	48	25	13	23	43	39	13	16	23	22	13	30
NET: Messaging	32 67%	14 56%	6 46%	19 79%	29 67%	26 66%	8 67%	8 50%	18 76%	13 58%	8 61%	23 75%
NET: Video calling	3 7%	2 9%	-	1 4%	3 7%	3 8%	1 9%	1 7%	1 5%	2 9%	3 25%	-
One-to-one messaging in private	27 57%	10 40%	6 46%	18 75%	24 55%	22 56%	5 43%	8 50%	14 63%	12 54%	7 52%	19 62%
Group messaging in private	3 7%	3 13%	-	-	3 7%	3 8%	2 17%	-	2 10%	1 4%	1 9%	2 7%
Video calling in public e.g. webinars, conferences and livestreams	2 4%	1 4%	-	1 4%	2 5%	2 5%	-	-	-	2 9%	2 16%	-
Messaging/ commenting in public	2 4%	1 3%	-	1 4%	2 4%k	1 2%	1 7%	-	1 4%	-	-	2 6%
Video calling in private	1 2%	1 5%	-	-	1 3%	1 3%	1 9%	1 7%	1 5%	-	1 9%	-
Other	4 9%	1 6%	1 5%	3 12%	4 8%	4 9%	1 6%	4 22%	1 5%	3 14%	1 8%	3 11%
Can't remember	8 17%	7 30%	6 49%	1 5%	8 17%	6 16%	2 18%	3 20%	3 14%	4 19%	1 7%	4 15%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 185

Q15. You selected a shopping website or app, what method did the fraudster use to communicate with you first?

Base: All where fraudster used a shopping website or app first

	Internet access at home		Personal internet usage	Highest education		Children in household		Household income			Any impacting/limiting conditions		Financial vulnerability	
	Total (T)	Yes (a)	1-5 hours (e)	Secondary school or equivalent (j)	University degree or equivalent (k)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)
Unweighted base	49	49	34	22	20	22	27	12	13	17	20	28	12	31
Weighted base	48*	48*	33*	22**	19**	21**	27**	13**	12**	17**	20**	27**	13**	30**
Effective base	48	48	33	21	20	22	26	12	13	16	20	27	12	30
NET: Messaging	32 67%	32 67%	24 74%	18 83%	11 59%	14 67%	18 67%	9 69%	8 68%	13 77%	11 58%	20 73%	9 75%	20 68%
NET: Video calling	3 7%	3 7%	-	1 5%	-	3 15%	-	2 16%	-	1 7%	2 10%	1 4%	3 25%	-
One-to-one messaging in private	27 57%	27 57%	22 65%	16 73%	8 44%	10 48%	17 64%	8 60%	7 61%	10 59%	10 53%	17 62%	8 65%	17 56%
Group messaging in private	3 7%	3 7%	1 3%	2 10%	1 6%	3 15%	-	1 9%	1 8%	1 6%	1 5%	1 4%	1 9%	2 7%
Video calling in public e.g. webinars, conferences and livestreams	2 4%	2 4%	-	-	-	2 10%	-	2 16%	-	-	2 10%	-	2 16%	-
Messaging/ commenting in public	2 4%	2 4%	2 5%	-	2 9%	1 4%	1 4%	-	-	2 11%	-	2 6%	-	2 6%
Video calling in private	1 2%	1 2%	-	1 5%	-	1 5%	-	-	-	1 7%	-	1 4%	1 9%	-
Other	4 9%	4 9%	4 13%	1 3%	3 13%	2 9%	2 9%	1 6%	2 15%	1 5%	1 5%	3 12%	-	3 11%
Can't remember	8 17%	8 17%	4 13%	2 9%	5 27%	2 10%	6 24%	1 9%	2 17%	2 12%	5 26%	3 12%	-	6 21%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 186
Q15. You selected a dating website or app, what method did the fraudster use to communicate with you first?
Base: All where fraudster used a dating website or app first

	Total (T)	Gender		Age			SEG				Ethnicity	Q4. Personally know other victims	
		Man (a)	Woman (b)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	ABC1 (t)	C2DE (u)	White (v)	Yes (C)	No (D)
Unweighted base	42	26	15	10	14	18	11	15	26	15	36	23	19
Weighted base	41*	23**	17**	10**	14**	17**	11**	15**	25**	14**	34*	22**	19**
Effective base	41	25	15	10	14	17	11	14	25	15	35	22	18
NET: Messaging	40 98%	23 97%	17 100%	10 100%	14 100%	16 96%	10 93%	15 100%	25 97%	14 100%	33 98%	21 97%	19 100%
NET: Video calling	-	-	-	-	-	-	-	-	-	-	-	-	-
One-to-one messaging in private	39 95%	21 91%	17 100%	9 87%	14 100%	16 96%	10 93%	15 100%	25 97%	13 91%	33 98%T	20 91%	19 100%
Messaging/ commenting in public	1 3%	1 6%	-	1 13%	-	-	-	-	-	1 9%	-	1 6%	-
Group messaging in private	-	-	-	-	-	-	-	-	-	-	-	-	-
Video calling in private	-	-	-	-	-	-	-	-	-	-	-	-	-
Video calling in public e.g. webinars, conferences and livestreams	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1 2%	1 3%	-	-	-	1 4%	1 7%	-	1 3%	-	1 2%	1 3%	-
Can't remember	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 187

Q15. You selected a dating website or app, what method did the fraudster use to communicate with you first?

Base: All where fraudster used a dating website or app first

	Total (T)	Q6b. Most recent scam/ fraud experienced Romance or dating scam (a)	Q10. Device used		Q13. Personal connection	Q16. Multiple channels of communication	
			Smartphone (l)	Computer (n)	No (v)	No (x)	Yes (y)
Unweighted base	42	36	20	19	30	28	12
Weighted base	41*	34*	20**	18**	28**	27**	11**
Effective base	41	35	19	18	29	27	12
NET: Messaging	40 98%	34 98%	20 100%	17 96%	28 100%	26 97%	11 100%
NET: Video calling	-	-	-	-	-	-	-
One-to-one messaging in private	39 95%	34 98%T	20 100%	17 96%	28 100%	26 97%	11 100%
Messaging/ commenting in public	1 3%	-	-	-	-	-	-
Group messaging in private	-	-	-	-	-	-	-
Video calling in private	-	-	-	-	-	-	-
Video calling in public e.g. webinars, conferences and livestreams	-	-	-	-	-	-	-
Other	1 2%	1 2%	-	1 4%	-	1 3%	-
Can't remember	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 188
Q15. You selected a dating website or app, what method did the fraudster use to communicate with you first?
Base: All where fraudster used a dating website or app first

	Q19. Money lost		Q21. Action taken		Q23. Result of reporting	Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards
	Total (T)	I didn't lose any money (g)	Yes (i)	NET: Reported (k)	Nothing (m)	Yes (u)	No (v)	No (x)
Unweighted base	42	34	36	22	21	17	20	27
Weighted base	41*	33*	35*	22**	21**	16**	19**	26**
Effective base	41	33	35	21	20	16	20	26
NET: Messaging	40	33	35	22	20	15	19	26
	98%	98%	98%	100%	97%	95%	100%	100%
NET: Video calling	-	-	-	-	-	-	-	-
One-to-one messaging in private	39	33	33	20	20	15	19	26
	95%	98%	94%	94%	97%	95%	100%	100%
Messaging/ commenting in public	1	-	1	1	-	-	-	-
	3%	-	4%	6%	-	-	-	-
Group messaging in private	-	-	-	-	-	-	-	-
Video calling in private	-	-	-	-	-	-	-	-
Video calling in public e.g. webinars, conferences and livestreams	-	-	-	-	-	-	-	-
Other	1	1	1	-	1	1	-	-
	2%	2%	2%	-	3%	5%	-	-
Can't remember	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 189

Q15. You selected a dating website or app, what method did the fraudster use to communicate with you first?

Base: All where fraudster used a dating website or app first

	Internet access at home		Personal internet usage	Highest education		Children in household	Household income	Any impacting/limiting conditions		Financial vulnerability	
	Total (T)	Yes (a)	1-5 hours (e)	Secondary school or equivalent (j)	University degree or equivalent (k)	No (o)	Up to £15,599 (p)	Yes (v)	No (w)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	42	41	29	16	19	34	17	13	28	19	11
Weighted base	41*	40*	28**	16**	18**	33*	17**	13**	27**	18**	11**
Effective base	41	40	28	15	19	33	16	12	27	18	11
NET: Messaging	40 98%	39 98%	27 97%	16 100%	17 96%	33 100%	17 100%	13 100%	26 97%	18 100%	10 93%
NET: Video calling	-	-	-	-	-	-	-	-	-	-	-
One-to-one messaging in private	39 95%	38 95%	27 97%	15 92%	17 96%	33 100%	15 92%	13 100%	26 97%	18 100%	10 93%
Messaging/ commenting in public	1 3%	1 3%	-	1 8%	-	-	1 8%	-	-	-	-
Group messaging in private	-	-	-	-	-	-	-	-	-	-	-
Video calling in private	-	-	-	-	-	-	-	-	-	-	-
Video calling in public e.g. webinars, conferences and livestreams	-	-	-	-	-	-	-	-	-	-	-
Other	1 2%	1 2%	1 3%	-	1 4%	-	-	-	1 3%	-	1 7%
Can't remember	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 190
Q16. Did the fraudster use any other communication channels to interact with you?
Base: All those who interacted with the fraudster

	Gender		Age										SEG						Ethnicity					Q4. Personally know other victims		
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	570	324	241	41	114	117	114	85	69	30	155	231	184	164	161	129	110	325	239	456	111	20	64	22	354	183
Weighted base	569	298	266	64*	116	113	118	71	58	28**	180	231	158	174	155	120	115	329	235	447	118	21*	68	24**	357	179
Effective base	545	308	235	41	113	114	113	83	68	29	147	227	179	155	154	126	106	308	231	435	107	19	62	21	337	176
No, we only communicated on one channel	438 77%amwyC73%	216 65%Ta	219 82%Ta	44 69%	83 71%	91 80%	99 83%g	56 79%	46 78%	20 72%	127 70%	189 82%Tm	122 77%	131 75%	117 75%	88 73%	98 85%Tpqr	248 75%	185 79%	355 79%Twy	80 68%y	18 84%	40 59%	17 72%	264 74%	149 83%TC
Yes, we communicated on multiple, different channels	88 15%bsuv	56 19%Tb	29 11%	6 9%	26 23%Ti	18 16%	13 11%	10 14%	8 14%	7 23%	32 18%	30 13%	25 16%	31 18%S	29 19%S	20 17%S	7 7%	60 18%Tu	28 12%	60 13%	28 23%Tv	2 10%	20 29%Tv	6 25%	65 18%T	22 12%
Can't remember	41 7%D	23 8%	18 7%	12 19%Tghi	6 5%	5 4%	7 6%	5 7%	4 7%	1 5%	18 10%	12 5%	11 7%	10 6%	9 6%	12 10%	9 8%	19 6%	21 9%	30 7%	10 9%	1 6%	8 12%	1 3%	27 8%	7 4%
Prefer not to say	3 *	3 1%	-	1 2%	1 1%	-	-	-	-	-	3 1%	-	-	3 1%	-	-	-	3 1%	-	3 1%	-	-	-	-	1 *	1 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 191
Q16. Did the fraudster use any other communication channels to interact with you?
Base: All those who interacted with the fraudster

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication					
	Total (T)	Romance or dating scam (a)	Investment or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	570	88	90	19	67	37	62	23	25	22	87	31	251	55	239	40	61	45	39	265	19	438	92	40
Weighted base	569	88	89	19**	67	36*	61	24**	25**	21**	87	34**	256	57	230	39*	67	45*	39*	262	20**	438	88	43*
Effective base	545	83	85	18	64	36	58	23	25	21	84	29	243	52	226	38	58	44	37	253	18	419	89	37
No, we only communicated on one channel	438	69 77%bryz	61 69%	12 63%	57 86%b	27 76%	45 73%	20 81%	17 68%	15 68%	78 89%Tbf	24 72%	202 79%	46 82%	182 79%	24 60%	49 73%	34 75%	32 83%	223 85%T	16 78%	438 100%Tyz	-	-
Yes, we communicated on multiple, different channels	88	15 15%djxz	21 24%Tdj	6 32%	4 6%	8 21%dj	11 18%j	2 9%	6 24%	5 23%	6 7%	3 9%	39 15%	6 11%	27 12%	14 35%Tt	12 18%	6 12%	6 15%	34 13%	2 8%	-	88 100%Txz	-
Can't remember	41	4 7%vxy	7 7%	1 6%	5 8%	1 3%	5 9%	2 9%	1 4%	2 9%	4 4%	5 15%	15 6%	4 7%	4 9%	1 2%	4 6%	6 13%	1 2%	5 2%	3 14%	-	-	41 94%Txy
Prefer not to say	3	-	-	-	-	-	-	-	1 4%	-	-	1 4%	-	-	-	1 3%	1 2%	-	-	-	-	-	-	3 6%Txz

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 192
Q16. Did the fraudster use any other communication channels to interact with you?
Base: All those who interacted with the fraudster

	Q19. Money lost						Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards		
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	570	175	75	64	25	393	495	68	340	133	206	82	96	22	44	67	14	27	232	290	194	344
Weighted base	569	175	74	65	25**	392	496	67	344	132	206	83	97	23**	45*	68	14**	25**	230	290	190	347
Effective base	545	168	73	62	24	375	473	64	325	128	196	79	92	21	42	65	14	26	223	275	186	327
No, we only communicated on one channel	438 77%abooqw	106 60%	50 68%	40 62%	10 41%	333 85%Tabc	379 76%	58 87%Tk	255 74%	107 81%	181 88%Tnoqr	65 78%oq	61 63%	8 35%	24 53%	51 75%q	7 53%	20 80%	175 76%	236 81%T	135 71%	284 82%Tw
Yes, we communicated on multiple, different channels	88 15%gmx	56 32%Tbg	16 21%g	21 32%Tg	13 53%	30 8%	82 16%j	4 6%	67 20%Tijl	17 13%	15 7%	13 15%rn	27 28%Tmnr	12 54%	18 41%Tmnr	10 15%	7 47%	3 13%	41 18%	40 14%	43 23%Tx	43 12%
Can't remember	41 7%vx	12 7%	7 9%	4 6%	2 6%	28 7%	34 7%	4 5%	20 6%	8 6%	10 5%	5 6%	9 10%	1 4%	3 7%	7 10%	-	2 7%	14 6%	12 4%	12 7%	17 5%
Prefer not to say	3 *	1 1%	1 2%	-	-	1 *	1 *	1 2%	1 *	-	-	-	-	1 7%	-	-	-	-	-	3 1%	-	3 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 193
Q16. Did the fraudster use any other communication channels to interact with you?
Base: All those who interacted with the fraudster

	Internet access at home		Personal internet usage				Highest education				Children in household		Household income					Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	570	564	15	365	112	74	25	263	206	66	214	356	128	147	148	68	46	196	363	115	327	101
Weighted base	569	563	13**	361	116	75	23**	265	201	68	224	345	127	142	149	72	44*	192	365	122	322	96
Effective base	545	539	15	349	107	70	24	250	199	64	206	339	123	141	140	65	45	187	347	112	310	98
No, we only communicated on one channel	438 77%g	435 77%	10 76%	294 82%Tfg	84 72%	49 65%	17 73%	210 79%l	158 79%l	44 65%	166 74%	272 79%	100 79%	106 75%	115 77%	59 83%	30 69%	146 76%	286 79%	88 72%	256 79%	73 76%
Yes, we communicated on multiple, different channels	88 15%e	87 15%	2 17%	44 12%	23 20%e	16 22%e	3 15%	35 13%	28 14%	21 31%Tjk	39 17%	49 14%	17 13%	27 19%	24 16%	6 9%	11 26%e	28 14%	57 16%	21 17%	46 14%	17 18%
Can't remember	41 7%w	40 7%	1 7%	22 6%	9 7%	8 11%	3 13%	20 8%	12 6%	3 5%	18 8%	22 6%	10 8%	8 5%	10 7%	5 6%	3 6%	18 9%	20 6%	12 10%	19 6%	6 6%
Prefer not to say	3 *a	1 *	-	1 *	-	1 2%	-	-	3 1%	-	1 *	1 *	-	1 1%	-	1 2%	-	-	1 *	1 1%	1 *	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 194
Q17. Which of the following additional communication channel(s) did the fraudster use to interact with you?
Base: All those who communicated with the fraudster through more than one channel

	Gender			Age							SEG					Ethnicity			Q4. Personally know other victims	
	Total (T)	Man (a)	Woman (b)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Asian (y)	Yes (C)	No (D)
Unweighted base	92	63	27	26	19	13	12	30	32	30	31	30	23	61	31	66	26	18	67	24
Weighted base	88	56	29**	26**	18**	13**	10**	32**	30*	25**	31**	29**	20**	60	28*	60	28**	20**	65	22**
Effective base	89	61	27	26	19	13	12	29	31	29	30	29	23	59	30	64	25	17	65	23
An instant messenger (e.g. Facebook Messenger, WhatsApp, Skype, Discord)	22 25%	13 23%	8 26%	9 34%	4 22%	2 15%	3 27%	9 28%	6 19%	7 28%	3 28%	7 23%	3 14%	15 25%	6 23%	17 28%	5 18%	5 26%	16 25%	6 25%
Email	20 23%	14 24%	6 22%	3 12%	5 27%	6 45%	3 32%	3 9%	11 35%	7 27%	7 23%	3 12%	6 30%	10 18%	10 35%	15 25%	5 19%	2 11%	13 21%	7 30%
Social media (e.g. Facebook, Twitter, Instagram, Snapchat)	19 22%	11 20%	7 22%	11 43%	1 5%	5 38%	1 10%	11 35%	6 19%	2 7%	7 23%	6 20%	5 24%	13 22%	6 21%	11 18%	8 29%	7 37%	17 26%	2 9%
By Phone	17 19%	8 15%	8 28%	5 20%	2 12%	3 23%	3 31%	5 16%	5 17%	6 26%	6 21%	5 19%	3 13%	12 20%	5 17%	10 16%	7 26%	5 26%	15 23%	1 3%
Via SMS/ text	16 18%	9 17%	6 21%	5 21%	2 10%	3 25%	3 30%	5 16%	5 16%	6 22%	5 16%	3 9%	8 40%	8 13%	8 29%	10 16%	6 22%	4 21%	13 20%	2 11%
An online forum (e.g. Reddit, Mumsnet, The Student Room forum)	14 16%	9 16%	5 16%	2 8%	6 34%	1 9%	-	7 20%	7 24%	-	4 14%	7 23%	2 9%	11 19%	3 10%	7 12%	7 24%	6 29%	10 16%	3 15%
A video-sharing service (e.g. YouTube, TikTok, Vimeo)	9 10%	4 8%	4 15%	5 19%	3 16%	1 9%	-	5 15%	4 13%	-	3 10%	5 16%	1 6%	8 13%	1 4%	5 8%	4 13%	4 19%	9 14%	-
Livestreaming service (e.g. Twitch, Facebook Live, YouTube Gaming)	6 6%	3 6%	2 8%	2 8%	2 11%	1 7%	-	2 6%	3 9%	1 3%	3 10%	1 3%	2 9%	4 6%	2 6%	4 6%	2 7%	2 10%	6 9%	-
A dating website or app (e.g. Match, Tinder, Bumble)	5 5%	4 6%	1 4%	3 12%	1 5%	-	-	3 9%	1 3%	1 3%	1 3%	3 10%	1 4%	4 7%	1 3%	4 6%	1 3%	1 4%	5 7%	-
A gaming website or app (e.g. PlayStation Network, Nintendo Online, Xbox Live, Roblox)	4 4%v	2 3%	2 7%	2 8%	-	-	-	4 12%	-	-	4 12%	-	-	4 6%	-	1 2%	3 10%	3 14%	2 3%	2 7%
In-person meeting	2 3%	2 4%	-	1 3%	-	-	-	1 3%	-	2 6%	-	1 3%	2 8%	1 1%	2 6%	2 4%	-	-	2 3%	1 4%
A shopping website or app (e.g. Amazon, eBay, Gumtree)	2 2%	2 3%	-	-	2 10%	-	-	-	2 6%	-	1 3%	-	1 4%	2 2%	1 3%	2 3%	-	-	2 3%	-
A Q&A website or app (e.g. Quora, Yahoo Answers)	1 2%	1 2%	-	-	-	-	-	1 4%	-	-	-	1 5%	-	1 2%	-	1 2%	-	-	1 2%	-
An online blog (e.g. WordPress, Bloglovin')	1 1%	1 2%	-	1 4%	-	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	1 2%	-	-	1 2%	-
By Post/ letter	1 1%	1 2%	-	1 4%	-	-	-	1 3%	-	-	1 3%	-	-	1 2%	-	1 2%	-	-	1 1%	-
Other	8 9%	7 12%	1 4%	2 8%	-	1 7%	-	2 7%	1 3%	5 18%	5 15%	-	3 15%	5 8%	3 11%	6 9%	2 8%	1 5%	5 7%	3 14%
Can't remember	2 2%	1 1%	1 4%	1 4%	-	-	-	1 3%	-	1 3%	1 3%	1 4%	-	2 3%	-	1 1%	1 4%	1 5%	1 2%	1 3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D

Overlap formulae used.

Prepared by Yonder

.YONDER

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 194
Q17. Which of the following additional communication channel(s) did the fraudster use to interact with you?
Base: All those who communicated with the fraudster through more than one channel

	Gender		Age							SEG				Ethnicity			Q4. Personally know other victims			
	Total (T)	Man (a)	Woman (b)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Asian (y)	Yes (C)	No (D)
Weighted base	88	56	29**	26**	18**	13**	10**	32**	30*	25**	31**	29**	20**	60	28*	60	28**	20**	65	22**
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 195
Q17. Which of the following additional communication channel(s) did the fraudster use to interact with you?
Base: All those who communicated with the fraudster through more than one channel

	Q6b. Most recent scam/fraud experienced				Q10. Device used		Q12. Promoted content		Q13. Personal connection	Q16. Multiple channels of communication
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Computer software service fraud or ransomware scam (f)	Smartphone (l)	Computer (n)	Yes (r)	No (s)	No (v)	Yes (y)
Unweighted base	92	17	23	11	40	32	14	11	37	92
Weighted base	88	15**	21**	11**	39*	27*	14**	12**	34*	88
Effective base	89	17	23	10	39	31	13	10	36	89
An instant messenger (e.g. Facebook Messenger, WhatsApp, Skype, Discord)	22 25%	11 70%	3 13%	2 19%	14 35%	6 22%	2 14%	4 32%	12 35%	22 25%
Email	20 23%	3 21%	7 30%	2 20%	10 25%	8 30%	2 13%	2 19%	11 32%	20 23%
Social media (e.g. Facebook, Twitter, Instagram, Snapchat)	19 22%	2 11%	5 24%	3 29%	11 29%	4 13%	7 49%	2 17%	6 17%	19 22%
By Phone	17 19%	1 8%	4 16%	3 25%	3 7%	6 22%	1 9%	1 8%	5 14%	17 19%
Via SMS/ text	16 18%	2 11%	4 21%	2 20%	8 20%	6 22%	1 7%	2 15%	8 25%	16 18%
An online forum (e.g. Reddit, Mumsnet, The Student Room forum)	14 16%	2 10%	1 4%	3 24%	4 10%	2 7%	3 19%	5 41%	2 7%	14 16%
A video-sharing service (e.g. YouTube, TikTok, Vimeo)	9 10%	-	-	3 29%	6 15%	1 3%	1 8%	-	1 3%	9 10%
Livestreaming service (e.g. Twitch, Facebook Live, YouTube Gaming)	6 6%	1 6%	-	1 10%	3 7%	2 6%	2 13%	-	-	6 6%
A dating website or app (e.g. Match, Tinder, Bumble)	5 5%	1 5%	1 5%	-	3 7%	1 3%	1 7%	-	1 3%	5 5%
A gaming website or app (e.g. PlayStation Network, Nintendo Online, Xbox Live, Roblox)	4 4%	-	-	-	-	-	2 12%	-	-	4 4%
In-person meeting	2 3%	1 5%	1 4%	-	1 2%	1 3%	-	1 7%	1 2%	2 3%
A shopping website or app (e.g. Amazon, eBay, Gumtree)	2 2%	-	1 4%	-	1 2%	-	1 7%	-	-	2 2%
A Q&A website or app (e.g. Quora, Yahoo Answers)	1 2%	-	-	-	1 3%	-	-	-	1 4%	1 2%
An online blog (e.g. WordPress, Bloglovin')	1 1%	-	-	-	1 3%	-	-	-	-	1 1%
By Post/ letter	1 1%	-	1 4%	-	-	1 3%	1 7%	-	-	1 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 195
Q17. Which of the following additional communication channel(s) did the fraudster use to interact with you?
Base: All those who communicated with the fraudster through more than one channel

	Q6b. Most recent scam/fraud experienced				Q10. Device used		Q12. Promoted content		Q13. Personal connection	Q16. Multiple channels of communication
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Computer software service fraud or ransomware scam (f)	Smartphone (l)	Computer (n)	Yes (r)	No (s)	No (v)	Yes (y)
Weighted base	88	15**	21**	11**	39*	27*	14**	12**	34*	88
Other	8	1	2	2	5	5	-	1	4	8
	9%	5%	9%	14%	5%	17%	-	8%	13%	9%
Can't remember	2	-	-	1	1	1	-	-	2	2
	2%	-	-	7%	3%	3%	-	-	5%	2%
Prefer not to say	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 196
Q17. Which of the following additional communication channel(s) did the fraudster use to interact with you?
Base: All those who communicated with the fraudster through more than one channel

	Q19. Money lost						Q21. Action taken			Q23. Result of reporting						Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards	
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	92	57	16	20	14	33	85	68	19	17	13	28	12	17	10	43	43	45	45
Weighted base	88	56	16**	21**	13**	30*	82	67	17**	15**	13**	27**	12**	18**	10**	41*	40*	43*	43*
Effective base	89	55	15	19	14	32	82	66	19	17	14	32	27	16	10	42	41	44	43
An instant messenger (e.g. Facebook Messenger, WhatsApp, Skype, Discord)	22 25%	13 23%	3 20%	3 12%	4 29%	9 29%	21 25%	17 26%	6 35%	6 41%	2 15%	7 28%	3 25%	3 16%	1 11%	9 21%	11 27%	10 23%	12 27%
Email	20 23%	11 20%	2 13%	4 19%	3 23%	9 29%	18 22%	12 18%	4 23%	5 35%	- -	8 30%	1 6%	6 34%	2 19%	10 23%	8 20%	12 27%	7 16%
Social media (e.g. Facebook, Twitter, Instagram, Snapchat)	19 22%gx	17 30%Tg	3 19%	7 35%	6 44%	2 7%	18 22%	18 27%	2 12%	2 13%	4 30%	9 34%	5 40%	5 27%	5 49%	12 29%	6 15%	14 32%Tx	4 10%
By Phone	17 19%	11 19%	1 5%	4 21%	5 37%	6 20%	16 19%	13 20%	3 20%	2 10%	2 15%	7 26%	3 24%	4 21%	3 32%	7 16%	9 22%	8 18%	8 19%
Via SMS/ text	16 18%	9 15%	1 6%	4 19%	3 22%	7 23%	16 19%	12 18%	5 31%	4 28%	2 14%	6 24%	1 7%	4 21%	1 11%	10 24%	6 15%	9 22%	6 14%
An online forum (e.g. Reddit, Mumsnet, The Student Room forum)	14 16%	11 19%	3 22%	6 27%	2 12%	2 7%	14 17%	13 19%	3 17%	- -	4 30%	5 17%	4 36%	5 26%	2 20%	5 12%	7 18%	8 19%	6 13%
A video-sharing service (e.g. YouTube, TikTok, Vimeo)	9 10%	9 16%Tg	3 17%	3 16%	3 21%	- -	9 11%	9 13%	- -	- -	3 21%	5 18%	4 34%	4 22%	2 21%	7 17%	2 5%	7 16%	2 5%
Livestreaming service (e.g. Twitch, Facebook Live, YouTube Gaming)	6 6%	6 10%	- -	2 10%	3 22%	- -	6 7%	6 8%	1 5%	- -	1 7%	3 10%	3 24%	2 10%	4 40%	5 12%	1 2%	6 13%Tx	- -
A dating website or app (e.g. Match, Tinder, Bumble)	5 5%	5 8%	- -	2 10%	2 15%	- -	5 6%	5 7%	1 6%	- -	2 15%	2 7%	4 30%	1 5%	1 11%	3 7%	2 5%	3 7%	2 4%
A gaming website or app (e.g. PlayStation Network, Nintendo Online, Xbox Live, Roblox)	4 4%	4 7%	- -	- -	2 17%	- -	4 5%	4 6%	- -	- -	- -	1 4%	1 9%	2 9%	2 22%	1 3%	3 7%	1 3%	3 6%
In-person meeting	2 3%	2 4%	- -	1 4%	1 7%	- -	2 3%	2 4%	2 9%	- -	- -	2 9%	- -	1 4%	- -	2 6%	- -	2 6%	- -
A shopping website or app (e.g. Amazon, eBay, Gumtree)	2 2%	1 2%	- -	1 4%	- -	1 3%	2 2%	2 3%	1 5%	- -	1 7%	- -	1 7%	- -	1 9%	- -	1 2%	2 4%	- -
A Q&A website or app (e.g. Quora, Yahoo Answers)	1 2%	- -	- -	- -	- -	1 4%	1 2%	1 2%	- -	- -	- -	- -	- -	1 7%	- -	1 3%	- -	1 3%	- -
An online blog (e.g. WordPress, Bloglovin')	1 1%	1 2%	- -	1 5%	- -	- -	1 1%	1 1%	1 6%	- -	1 8%	1 4%	- -	- -	- -	1 2%	- -	1 2%	- -
By Post/ letter	1 1%	1 2%	- -	- -	1 7%	- -	1 1%	1 1%	- -	- -	- -	1 3%	- -	- -	- -	- -	1 2%	- -	1 2%
Other	8 9%a	2 4%	1 5%	- -	1 7%	5 17%a	6 8%	5 7%	2 12%	2 12%	1 8%	- -	2 14%	- -	- -	3 7%	5 12%	3 7%	5 11%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 196
Q17. Which of the following additional communication channel(s) did the fraudster use to interact with you?
Base: All those who communicated with the fraudster through more than one channel

	Q19. Money lost						Q21. Action taken			Q23. Result of reporting						Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards	
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Yes (u)	No (v)	Yes (w)	No (x)
Weighted base	88	56	16**	21**	13**	30*	82	67	17**	15**	13**	27**	12**	18**	10**	41*	40*	43*	43*
Can't remember	2	1	1	-	-	-	2	1	-	-	1	-	-	-	-	1	1	-	2
	2%	2%	7%	-	-	-	2%	2%	-	-	8%	-	-	-	-	3%	2%	-	4%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 197
Q17. Which of the following additional communication channel(s) did the fraudster use to interact with you?
Base: All those who communicated with the fraudster through more than one channel

	Internet access at home		Personal internet usage			Highest education			Children in household		Household income				Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Secondary school or equivalent (i)	University degree or equivalent (k)	Higher university degree (l)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£52,000 - £77,999 (t)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	92	91	47	22	18	37	29	21	39	53	18	29	24	12	30	59	20	50	19
Weighted base	88	87	44*	23**	16**	35*	28**	21**	39*	49	17**	27**	24**	11**	28**	57	21**	46*	17**
Effective base	89	88	46	21	18	36	28	20	38	50	18	28	23	12	29	57	19	49	19
An instant messenger (e.g. Facebook Messenger, WhatsApp, Skype, Discord)	22	22	12	7	3	8	6	7	11	11	6	5	7	2	9	12	7	10	4
	25%	25%	28%	29%	15%	22%	21%	33%	28%	22%	35%	20%	32%	16%	34%	22%	34%	22%	21%
Email	20	20	12	2	5	8	7	5	10	10	4	3	8	4	7	13	2	14	5
	23%	23%	27%	8%	33%	23%	25%	22%	26%	21%	23%	13%	34%	34%	26%	23%	8%	30%	27%
Social media (e.g. Facebook, Twitter, Instagram, Snapchat)	19	18	5	7	4	8	4	7	12	7	1	8	5	2	7	11	2	12	4
	22%	21%	12%	31%	27%	23%	14%	34%	31%	14%	6%	28%	22%	18%	24%	20%	10%	26%	23%
By Phone	17	17	9	3	3	5	7	5	7	10	4	5	4	1	4	11	5	9	2
	19%	19%	20%	14%	18%	14%	24%	24%	19%	19%	23%	20%	17%	7%	16%	20%	26%	19%	14%
Via SMS/ text	16	16	10	1	3	5	7	2	9	7	4	4	5	1	7	9	4	9	3
	18%	18%	23%	5%	17%	15%	24%	9%	24%	13%	25%	17%	22%	9%	25%	15%	18%	20%	15%
An online forum (e.g. Reddit, Mumsnet, The Student Room forum)	14	14	4	7	3	6	3	5	8	5	-	7	4	1	3	11	5	6	1
	16%	16%	9%	29%	17%	16%	12%	23%	22%	11%	-	24%	16%	9%	10%	19%	25%	13%	6%
A video-sharing service (e.g. YouTube, TikTok, Vimeo)	9	9	1	4	3	3	2	4	4	5	2	5	1	1	6	2	2	6	1
	10%	10%	3%	18%	21%	8%	7%	20%	11%	9%	12%	17%	5%	9%	20%	4%	10%	13%	6%
Livestreaming service (e.g. Twitch, Facebook Live, YouTube Gaming)	6	6	2	2	2	3	2	1	4	2	1	3	2	-	2	3	1	5	-
	6%	7%	4%	9%	11%	8%	6%	5%	10%	3%	6%	10%	8%	-	6%	5%	5%	10%	-
A dating website or app (e.g. Match, Tinder, Bumble)	5	5	-	3	2	-	2	3	3	2	1	2	1	-	3	2	1	2	2
	5%	5%	-	13%	10%	-	6%	14%	7%	4%	5%	7%	4%	-	10%	3%	5%	4%	11%
A gaming website or app (e.g. PlayStation Network, Nintendo Online, Xbox Live, Roblox)	4	4	-	4	-	3	-	1	1	3	-	1	3	-	3	1	4	-	-
	4%	4%	-	16%	-	8%	-	5%	3%	5%	-	4%	12%	-	10%	2%	18%	-	-
In-person meeting	2	2	1	-	1	2	-	-	-	2	1	2	-	-	2	-	1	2	-
	3%	3%	2%	-	5%	7%	-	-	-	5%	5%	6%	-	-	9%	-	4%	4%	-
A shopping website or app (e.g. Amazon, eBay, Gumtree)	2	2	1	1	-	1	1	-	1	1	-	2	-	-	1	1	1	1	-
	2%	2%	2%	4%	-	3%	3%	-	2%	2%	-	7%	-	-	3%	2%	4%	2%	-
A Q&A website or app (e.g. Quora, Yahoo Answers)	1	1	-	1	-	-	-	1	-	1	-	1	-	-	-	1	-	-	-
	2%	2%	-	6%	-	-	-	6%	-	3%	-	5%	-	-	2%	6%	-	-	-
An online blog (e.g. WordPress, Bloglovin')	1	1	-	1	-	-	-	1	1	-	-	-	-	-	-	1	-	-	1
	1%	1%	-	4%	-	-	-	5%	3%	-	-	-	-	-	2%	-	-	-	6%
By Post/ letter	1	1	-	-	1	1	-	-	1	-	-	1	-	-	1	-	-	1	-
	1%	1%	-	-	6%	3%	-	-	2%	-	-	3%	-	-	3%	-	-	2%	-
Other	8	8	5	-	3	2	5	1	2	6	2	1	2	3	2	5	-	5	3
	9%	9%	12%	-	15%	5%	16%	4%	5%	11%	9%	3%	6%	25%	8%	10%	-	11%	16%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 197

Q17. Which of the following additional communication channel(s) did the fraudster use to interact with you?

Base: All those who communicated with the fraudster through more than one channel

	Internet access at home		Personal internet usage			Highest education			Children in household		Household income				Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Secondary school or equivalent (i)	University degree or equivalent (k)	Higher university degree (l)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£52,000 - £77,999 (t)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Weighted base	88	87	44*	23**	16**	35*	28**	21**	39*	49	17**	27**	24**	11**	28**	57	21**	46*	17**
Can't remember	2	2	1	1	-	2	-	-	1	1	1	1	-	-	-	2	1	1	-
	2%	2%	2%	5%	-	5%	-	-	3%	2%	6%	3%	-	-	-	3%	5%	2%	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 198
Q18. How long did it take from engaging with the content for you to realise it was a fraud or scam?
Base: All who have experienced online fraud or scams

	Gender		Age										SEG						Ethnicity					Q4. Personally know other victims		
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	893	496	390	59	179	180	175	144	105	51	238	355	300	258	255	197	176	513	373	738	150	28	87	29	515	318
Weighted base	890	453	429	93	183	174	180	121	90	49*	276	354	260	269	243	186	186	512	372	725	160	30*	93	30**	522	309
Effective base	854	472	380	58	178	176	173	141	103	49	227	349	292	243	245	192	170	487	361	706	144	26	84	28	491	307
NET: Short term (within a month)	817 92% ^p	416 92%	395 92%	87 94%	166 91%	164 94%	164 91%	114 94%	82 91%	42 86%	253 92%	327 92%	237 91%	238 89%	229 94% ^{pr}	166 89%	178 95% ^{Pr}	467 91%	343 92%	668 92%	143 90%	28 92%	89 95% ^{ow}	23 75%	475 91%	287 93%
NET: Medium term (1-3 months)	24 3%	9 2%	15 3%	- 3%	6 3%	6 3%	6 3%	2 2%	1 1%	4 8% ^{Tijk}	6 2%	12 3%	6 2%	8 3%	6 2%	6 3%	5 2%	13 3%	11 3%	17 2%	8 5% ^y	2 8%	1 1%	3 10%	18 3%	6 2%
NET: Long term	13 1%	8 2%	5 1%	2 2%	1 *	- -	3 2%	2 2%	4 4% ^{Tgh}	1 2%	3 1%	3 1%	7 3% ^T	6 2%	3 1%	2 1%	2 1%	9 2%	4 1%	10 1%	3 2%	- -	- -	3 9%	10 2%	3 1%
Straight away	471 53% ^{imptwy} C	230 51%	239 56%	37 40%	87 48%	90 52%	109 61% ^{Tfg}	68 56% ^f	51 57% ^f	28 57%	125 45%	199 56% ^m	147 57% ^m	117 43%	138 57% ^p	97 52%	116 62% ^{tp}	254 50%	212 57% ^{tt}	397 55% ^{twy}	68 43%	19 62%	36 39%	12 40%	240 46%	189 61% ^{TC}
Hours	184 21% ^{lo}	95 21%	88 21%	22 24%	46 25% ^{ik}	48 28% ^{Tijk}	27 15%	21 17%	13 15%	7 15%	68 25% ^o	75 21%	42 16%	64 24%	53 22%	34 18%	34 18%	117 23%	67 18%	142 20%	42 26%	4 12%	30 32% ^{tv}	7 22%	119 23%	55 18%
A few days	101 11%	60 13%	40 9%	16 18%	21 12%	19 11%	15 10%	8 12%	4 9%	3 9%	37 14%	37 11%	27 10%	34 13%	26 11%	18 10%	22 12%	60 12%	41 11%	79 11%	22 14%	4 12%	16 18%	1 4%	72 14% ^{TD}	27 9%
Exactly a week	9 1%	6 1%	3 1%	5 5% ^{Thijk}	2 1%	1 1%	1 1%	- -	- -	- -	7 2% ^{To}	2 1%	- -	6 2% ^{Tq}	- -	3 2%	- -	6 1%	3 1%	7 1%	2 1%	- -	1 1%	1 3%	6 1%	2 1%
1-2 weeks	36 4% ^D	20 4%	16 4%	5 5%	8 5%	4 2%	5 3%	6 5%	7 7% ^h	2 3%	13 5%	9 3%	14 5%	11 4%	9 4%	10 6%	4 2%	20 4%	14 4%	30 4%	6 4%	1 3%	4 5%	1 3%	26 5%	7 2%
2-4 weeks	16 2%	6 1%	9 2%	2 2%	2 1%	2 1%	2 1%	4 3%	3 4%	1 2%	4 1%	4 1%	8 3%	6 2%	4 2%	4 2%	2 1%	10 2%	6 2%	13 2%	3 2%	1 3%	1 4%	1 4%	10 2%	6 2%
Exactly a month	7 1% ^{tv}	4 1%	3 1%	- 2%	3 *	1 1%	2 1%	1 1%	1 1%	- 1%	3 1%	3 1%	1 1%	- 1%	2 1%	4 2% ^{tp}	1 1%	2 *	6 1%	3 *	4 3% ^{tv}	1 4%	1 1%	1 3%	5 1%	2 1%
1-3 months	17 2%	5 1%	12 3%	- 2%	3 3%	5 3%	4 2%	1 1%	- 8% ^{Tgjk}	4 1%	3 2%	9 2%	5 3%	8 3%	4 2%	2 1%	3 2%	12 2%	5 1%	13 2%	4 2%	1 4%	- -	2 7%	13 2%	4 1%
Longer than 3 months	13 1%	8 2%	5 1%	2 2%	1 *	- -	3 2%	2 2%	4 4% ^{Tgh}	1 2%	3 1%	3 1%	7 3% ^T	6 2%	3 1%	2 1%	2 1%	9 2%	4 1%	10 1%	3 2%	- -	- -	3 9%	10 2%	3 1%
Other	15 2% ^{mq}	11 2%	4 1%	- -	- -	2 1%	6 3% ^g	3 2% ^g	2 2% ^g	2 5% ^g	- -	8 2% ^m	7 3% ^m	6 2%	1 *	6 3% ^q	2 1%	7 1%	8 2%	15 2%	- -	- -	- -	- -	7 1%	7 2%
Can't remember	19 2%	9 2%	10 2%	3 3%	9 5% ^{Ti}	3 2%	2 1%	1 1%	1 1%	- -	12 4% ^{Tno}	5 1%	2 1%	9 3% ^s	4 2%	6 3% ^{cs}	- -	13 2%	6 2%	13 2%	6 4%	- -	3 4%	2 6%	10 2%	6 2%
Prefer not to say	2 *	1 *	- -	1 1%	1 1%	- -	- -	- -	- -	- -	2 1%	- -	- -	2 1%	- -	- -	- -	2 *	- -	2 *	- -	- -	- -	- -	2 *	- -

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 199
Q18. How long did it take from engaging with the content for you to realise it was a fraud or scam?
Base: All who have experienced online fraud or scams

	Q06. Most recent scam/fraud experienced												Q10. Device used			Q12. Promoted content		Q13. Personal connection			Q16. Multiple channels of communication			
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	893	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	854	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
NET: Short term (within a month)	817 92%y	94 92%	120 92%	24 86%	108 97%Tei	63 88%	108 92%	31 96%	30 94%	40 89%	129 92%	40 90%	356 94%n	87 97%n	342 90%	52 94%	86 92%	67 93%	53 95%	369 96%T	24 91%	419 95%Tyz	66 75%	37 86%
NET: Medium term (1-3 months)	24 3%vx	3 3%	5 4%	1 3%	2 2%	-	3 2%	4 4%	1 3%	2 5%	4 3%	1 2%	12 3%	-	12 3%	1 2%	5 5%	2 3%	3 3%	2 1%	4 4%	1 2%	7 11%Tx	2 5%
NET: Long term	13 1%	4 4%Tdf	5 4%Tf	1 3%	-	1 1%	-	-	-	1 2%	1 1%	-	4 1%	1 1%	8 2%	1 2%	1 1%	1 1%	-	4 1%	-	4 1%	6 7%Tx	-
Straight away	471 53%ajrsxy	38 37%	68 52%a	16 56%	75 67%Tabej	36 50%	74 63%Taj	21 64%aj	17 53%	24 54%	58 41%	22 50%	214 56%	52 58%	192 51%	22 39%	34 37%	31 43%	31 55%	237 61%T	9 34%	216 49%y	8 10%	19 44%y
Hours	184 21%	16 16%	29 22%	4 13%	21 19%	15 21%	24 20%	5 17%	10 30%	8 18%	35 25%	11 24%	91 24%	17 19%	72 19%	17 31%	23 25%	20 28%	11 20%	73 19%	8 32%	108 25%T	30 34%T	8 19%
A few days	101 11%fl	24 23%Tbdfh	12 9%	4 13%	8 7%	9 13%	7 6%	4 12%	2 7%	6 14%	21 15%df	4 10%	33 9%	10 11%	48 13%	11 20%	17 18%	12 17%	8 14%	39 10%	6 22%	59 13%	17 19%T	6 14%
Exactly a week	9 1%	3 3%T	1 1%	-	1 1%	-	1 1%	-	-	1 1%	1 3%	-	2 2%l	3 1%	-	5 6%T	1 1%	1 1%	-	3 1%	-	4 1%	3 3%T	1 3%
1-2 weeks	36 4%	11 10%Tdef	7 5%	1 4%	2 2%	1 1%	2 2%	4 3%	1 2%	9 2%	1 2%	14 4%	4 5%	18 5%	2 4%	6 7%	2 3%	3 5%	13 3%	1 4%	24 6%T	4 5%	2 4%	
2-4 weeks	16 2%	2 2%	4 3%	-	1 1%	2 2%	1 1%	-	1 4%	1 2%	5 3%	-	4 1%	2 2%	9 2%	-	-	1 1%	1 1%	4 1%	-	7 2%	4 4%	1 2%
Exactly a month	7 1%v	-	1 1%	-	2 2%	-	2 1%	-	-	2 2%	1 2%	5 1%	2 1%	3 1%	-	2 2%	1 1%	1 1%	1 1%	1 1%	-	3 1%	3 3%Tx	1 2%
1-3 months	17 2%vx	3 3%	4 3%	1 3%	-	-	1 1%	1 4%df	1 3%	2 5%df	2 1%	-	7 2%	-	9 2%	1 2%	2 2%	1 2%	1 2%	3 1%	1 4%	4 1%	7 8%Tx	1 3%
Longer than 3 months	13 1%	4 4%Tdf	5 4%Tf	1 3%	-	1 1%	-	-	-	1 2%	1 1%	-	4 1%	1 1%	8 2%	1 2%	1 1%	1 1%	-	4 1%	-	4 1%	6 7%Tx	-
Other	15 2%l	1 1%	-	-	2 1%	2 3%	3 3%	-	-	2 4%b	4 3%	-	2 1%	2 2%	8 2%	-	1 1%	2 3%	1 2%	4 1%	-	6 1%	5 6%Tx	-
Can't remember	19 2%vx	-	1 1%	2 8%	-	6 8%Tabdj	3 3%	-	-	3 2%	3 8%Tabd	5 1%	-	9 2%	-	1 1%	-	-	-	4 1%	1 4%	2 1%	1 1%	3 7%x
Prefer not to say	2 *	-	-	-	-	-	-	-	1 3%Tbj	-	-	-	-	-	1 *	1 2%T	-	-	-	1 *	-	1 *	-	2%T

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 200
Q18. How long did it take from engaging with the content for you to realise it was a fraud or scam?
 Base: All who have experienced online fraud or scams

	Q19. Money lost					Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards			
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	893	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	854	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
NET: Short term (within a month)	817	179	84	65	23	637	665	142	448	179	289	116	133	24	55	82	11	29	316	435	232	538
	92%ack	81%	91%ac	80%	77%	96%Tabc	92%k	95%	89%	94%k	94%r	94%	91%	90%	89%	87%	76%	91%	93%	93%	91%	93%T
NET: Medium term (1-3 months)	24	18	7	7	5	6	23	1	20	2	8	3	5	2	4	3	2	-	10	10	7	13
	3%g	8%Tg	7%Tg	8%Tg	16%	1%	3%l	1%	4%TI	1%	3%	2%	3%	7%	6%	3%	13%	-	3%	2%	3%	2%
NET: Long term	13	12	2	1	1	1	11	2	11	7	6	-	4	-	2	-	2	-	5	5	7	5
	1%gx	5%Tbcg	2%g	1%	3%	*	1%	1%	2%	4%TI	2%	-	3%	-	3%	-	11%	-	1%	1%	3% _x	1%
Straight away	471	35	15	15	5	436	371	97	230	91	192	68	64	4	16	24	-	19	177	260	126	319
	53%abcikoqr	16%	16%	18%	16%	65%Tabc	51%k	64%Tkl	46%	48%	62%Toqr	55%qr	44%qr	14%	26%	25%	-	58%qr	52%	55%	50%	55%T
Hours	184	63	26	25	10	120	160	21	119	54	58	27	43	11	20	22	5	5	77	94	63	111
	21%gj	29%Tg	29%g	31%Tg	34%	18%	22%Tj	14%	24%Tj	28%Tij	19%	22%	29%Tm	42%	32%Tm	24%	36%	17%	23%	20%	25%	19%
A few days	101	48	29	10	5	53	85	15	64	18	26	13	15	6	13	20	3	5	37	48	25	68
	11%g	22%Tcg	32%Tacg	12%	16%	8%	12%	10%	13%	9%	9%	11%	10%	22%	21%Tmo	21%Tmno	19%	16%	11%	10%	10%	12%
Exactly a week	9	5	1	4	-	3	6	2	5	1	-	2	-	3	1	1	-	-	1	8	3	6
	1%g	2%Tg	2%	5%Tg	-	1%	1%	2%	1%	*	-	1% _m	-	13%	2% _m	1%	-	-	*	2%	1%	1%
1-2 weeks	36	19	7	7	3	17	29	4	19	9	11	5	7	-	2	9	3	-	16	17	11	22
	4%g	8%Tg	7%g	9%Tg	11%	3%	4%	3%	4%	5%	4%	4%	5%	-	3%	10% _{Tm}	20%	-	5%	4%	4%	4%
2-4 weeks	16	9	5	4	-	7	13	3	10	6	2	1	4	-	3	6	-	-	8	8	4	12
	2%gm	4%Tg	5%Tg	5%Tg	-	1%	2%	2%	2%	3%	1%	1%	3%	-	5% _m	6% _{Tmn}	-	-	2%	2%	2%	2%
Exactly a month	7	6	3	2	1	1	6	1	6	1	-	2	2	2	2	1	1	-	5	1	2	4
	1%gv	3%Tg	3%Tg	3%Tg	3%	*	1%	1%	1%	1%	-	1%	1%	7%	3% _m	1%	7%	-	2% _v	*	1%	1%
1-3 months	17	12	4	4	4	5	17	-	14	1	8	1	3	-	2	2	1	-	5	9	5	9
	2%g	5%Tg	4%g	5%Tg	13%	1%	2% _l	-	3% _{jl}	*	3%	1%	2%	-	4%	2%	6%	-	1%	2%	2%	2%
Longer than 3 months	13	12	2	1	1	1	11	2	11	7	6	-	4	-	2	-	2	-	5	5	7	5
	1%gx	5%Tbcg	2%g	1%	3%	*	1%	1%	2%	4% _{TI}	2%	-	3%	-	3%	-	11%	-	1%	1%	3% _x	1%
Other	15	3	-	1	1	12	13	2	10	1	4	1	2	1	1	4	-	3	5	9	3	10
	2%	1%	-	1%	3%	2%	2%	1%	2%	1%	1%	1%	3%	2%	2%	4%	-	9% _{Tmno}	2%	2%	1%	2%
Can't remember	19	7	-	7	-	10	14	2	12	2	2	3	3	-	6	-	-	-	5	8	5	8
	2%gm	3%	-	8% _{Tabg}	-	2%	2%	2%	2%	1%	1%	3%	2%	-	6% _{Tm}	-	-	-	1%	2%	2%	1%
Prefer not to say	2	1	-	1	-	1	1	1	1	-	-	-	-	-	-	-	-	-	-	2	-	2
	*	*	-	1%	-	*	*	*	*	-	-	-	-	-	-	-	-	-	*	-	-	*

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 201
Q18. How long did it take from engaging with the content for you to realise it was a fraud or scam?
Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income					Any impacting/limiting conditions		Financial vulnerability			
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	893	887	23	578	179	107	35	418	330	98	8	311	582	183	235	221	118	67	20	303	568	171	500	166
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157
Effective base	854	848	23	554	171	102	34	399	318	94	7	300	555	177	225	211	113	65	19	290	543	165	476	162
NET: Short term (within a month)	817	812	19	524	172	97	30	385	291	97	11	299	518	169	210	203	115	54	20	264	533	168	456	141
	92% _{tv}	92%	91%	92%	93%	88%	94%	92%	90%	95%	100%	93%	91%	92%	93%	92%	94%	85%	100%	89%	94%	93%	93%	90%
NET: Medium term (1-3 months)	24	24	-	18	2	4	1	8	12	3	-	10	15	8	4	4	-	7	-	13	11	4	10	8
	3% _w	3%	-	3%	1%	4%	4%	2%	4%	3%	-	3%	3%	4% _s	2%	2%	-	11% _{Tqrs}	-	4% _{Tw}	2%	2%	2%	5%
NET: Long term	13	13	1	4	5	3	-	9	4	-	-	1	11	3	4	3	-	-	-	7	5	1	7	2
	1% _{en}	1%	4%	1%	3%	3%	-	2%	1%	-	-	2% _n	1%	2%	1%	-	-	-	2%	2%	1%	*	1%	1%
Straight away	471	469	7	315	92	54	18	229	164	49	5	151	319	104	122	109	67	26	11	156	303	98	259	81
	53% _{nt}	53%	36%	55% _T	50%	49%	57%	55%	51%	48%	50%	47%	56% _{Tn}	56% _t	54%	50%	55%	41%	56%	52%	53%	54%	53%	51%
Hours	184	182	7	104	44	27	8	81	65	28	3	85	100	37	45	48	28	12	5	60	117	41	102	30
	21% _{eo}	21%	34%	18%	24%	24%	24%	19%	20%	27%	27%	26% _{To}	18%	20%	22%	23%	19%	25%	20%	20%	21%	23%	21%	19%
A few days	101	100	4	63	27	8	4	49	33	14	1	37	65	19	26	25	14	12	2	31	70	22	54	20
	11%	11%	18%	11%	15% _g	7%	13%	12%	10%	13%	14%	11%	11%	10%	12%	11%	12%	18%	10%	10%	12%	12%	11%	13%
Exactly a week	9	9	-	5	2	1	-	3	3	2	-	6	2	1	2	4	1	-	-	2	7	2	7	-
	1% _o	1%	-	1%	1%	1%	-	1%	1%	2%	-	2% _o	*	1%	1%	2%	1%	-	-	1%	1%	1%	1%	-
1-2 weeks	36	36	1	27	6	3	-	17	16	2	1	15	20	8	10	12	1	3	-	8	28	5	24	5
	4%	4%	4%	5%	3%	3%	-	4%	5%	2%	9%	5%	4%	4%	5% _s	1%	3%	-	3%	3%	5%	3%	5%	3%
2-4 weeks	16	16	-	11	1	4	-	6	8	2	-	5	11	1	5	5	3	1	2	8	8	1	10	5
	2%	2%	-	2%	1%	4% _f	-	1%	3%	2%	-	2%	2%	*	2%	2%	2%	2%	9%	3%	1%	1%	2%	3%
Exactly a month	7	7	-	4	2	2	-	2	4	1	-	4	3	3	1	1	-	2	-	5	3	2	3	2
	1%	1%	-	1%	1%	2%	-	1%	1%	1%	-	1%	1%	2%	*	*	-	3%	-	2%	*	1%	1%	1%
1-3 months	17	17	-	15	-	2	1	6	8	2	-	6	11	5	3	3	-	5	-	9	8	2	7	6
	2%	2%	-	3% _f	-	2%	4%	1%	2%	2%	-	2%	2%	3%	1%	1%	-	8% _{Tqrs}	-	3%	1%	1%	2%	4%
Longer than 3 months	13	13	1	4	5	3	-	9	4	-	-	1	11	3	4	3	-	-	-	7	5	1	7	2
	1% _{en}	1%	4%	1%	3%	3%	-	2%	1%	-	-	2% _n	1%	2%	1%	-	-	-	2%	2%	1%	*	1%	1%
Other	15	15	1	8	3	2	-	7	7	1	-	4	11	3	5	3	2	-	-	6	8	2	10	3
	2%	2%	5%	1%	1%	2%	-	2%	2%	1%	-	1%	2%	1%	2%	2%	2%	3%	-	2%	1%	1%	2%	2%
Can't remember	19	19	-	11	4	4	1	8	8	1	-	8	11	2	4	5	4	1	-	6	12	4	9	3
	2%	2%	-	2%	2%	4%	3%	2%	3%	1%	-	3%	2%	1%	2%	2%	4%	2%	-	2%	2%	2%	2%	2%
Prefer not to say	2	1	-	2	-	-	-	1	1	-	-	1	1	-	-	-	-	-	-	1	-	1	-	-
	* _a	*	-	*	-	-	-	*	*	-	-	*	*	-	*	-	-	-	-	*	-	1%	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 202

Q19. Sometimes people end up losing money through fraud and scams, for example, thinking they are investing in a scheme that will make them money or sending money to someone they met on a dating app to pay for an operation or a debt which doesn't actually exist. How much money did you lose in this instance, if any?
Base: All who have experienced online fraud or scams

	Gender			Age										SEG							Ethnicity					Q4. Personally know other victims	
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)	
Unweighted base	893	496	390	59	179	180	175	144	105	51	238	355	300	258	255	197	176	513	373	738	150	28	87	29	515	318	
Weighted base	890	453	429	93	183	174	180	121	90	49*	276	354	260	269	243	186	186	512	372	725	160	30*	93	30**	522	309	
Effective base	854	472	380	58	178	176	173	141	103	49	227	349	292	243	245	192	170	487	361	706	144	26	84	28	491	307	
NET: Yes	219	116	100	24	64	46	51	17	12	7	87	97	35	60	60	64	34	119	98	159	61	10	36	12	178	37	
	25% _{jkosvD}	26%	23%	25%	35% _{Tjkl}	26% _{jk}	28% _{ijkl}	14%	13%	14%	32% _{To}	27% _o	14%	22%	24%	34% _{Tpqs}	18%	23%	26%	22%	38% _{TV}	32%	39% _{TV}	40%	34% _{TD}	12%	
I didn't lose any money	667	335	328	69	117	128	128	105	78	41	186	257	224	207	182	122	152	389	274	563	98	21	56	18	341	271	
	75% _{gmrvC4}	76%	76%	75%	64%	74% _g	71%	86% _{Tghi}	87% _{Tghi}	84% _g	68%	72%	86% _{Tmn}	77% _r	75% _r	66%	87% _{Tr}	82% _{Tr}	76%	74%	78% _{Twy}	61%	68%	60%	65%	88% _{TC}	
£1 - £99	92	50	41	6	30	19	19	11	5	3	36	38	19	25	28	25	13	53	38	65	27	7	15	4	75	15	
	10% _{ovD}	11%	9%	6%	16% _{Tk}	11%	11%	9%	6%	6%	13% _o	11%	7%	9%	12%	13%	7%	10%	10%	9%	17% _{TV}	22%	16% _v	14%	14% _{TD}	5%	
£100 - £999	81	40	40	8	24	18	22	4	3	32	40	10	20	16	32	12	36	44	61	21	2	14	3	66	15		
	9% _{otD}	9%	9%	8%	13% _{Tjk}	10% _j	12% _{jk}	2%	5%	7%	12% _o	11% _o	4%	8%	6%	17% _{Tpqs}	7%	7%	12% _{Tt}	8%	13%	7%	15% _{TV}	9%	13% _{TD}	5%	
£1,000 - £9,999	30	17	13	3	9	9	7	2	-	-	12	16	2	8	10	5	7	18	12	23	7	1	4	2	24	5	
	3% _{oD}	4%	3%	4%	5% _k	5% _k	4%	1%	-	-	4% _o	5% _o	1%	3%	4%	3%	4%	3%	3%	3%	4%	3%	4%	7%	5% _{TD}	2%	
£10,000 - £19,999	8	5	3	5	-	-	1	-	1	1	5	1	2	4	3	1	-	7	1	3	4	-	3	1	6	2	
	1% _{uv}	1%	1%	5% _{Tghij}	-	-	1%	-	1%	2%	2%	*	1%	2%	1%	*	-	1%	*	*	3% _{TV}	-	3% _v	5%	1%	1%	
£20,000 or above	8	4	4	2	1	-	2	2	2	-	3	2	4	3	3	1	2	5	3	6	2	-	-	2	7	1	
	1%	1%	1%	2%	*	-	1%	2%	2%	-	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	-	-	6%	1%	*	
Can't remember	2	1	1	-	1	-	-	-	-	1	1	-	1	2	-	-	-	2	-	2	-	-	-	-	1	1	
	*	*	*	-	1%	-	-	-	-	2%	*	-	*	1%	-	-	-	*	-	*	-	-	-	-	*	*	
Prefer not to say	2	2	-	-	1	-	1	-	-	-	1	1	-	1	1	-	-	2	-	1	1	-	1	-	1	1	
	*	*	-	-	1%	-	1%	-	-	-	*	*	-	*	*	-	-	*	-	*	1%	-	1%	-	*	*	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 203

Q19. Sometimes people end up losing money through fraud and scams, for example, thinking they are investing in a scheme that will make them money or sending money to someone they met on a dating app to pay for an operation or a debt which doesn't actually exist. How much money did you lose in this instance, if any?
Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication					
	Total (T)	Romance or dating scam (a)	Investment pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	893	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	854	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
NET: Yes	219	17	40	11	20	14	22	7	8	12	57	5	94	18	86	29	39	25	15	57	5	106	56	14
	25%v	17%	31%adfk	38%	18%	20%	19%	23%	26%	26%	40%Tadefk	12%	25%	19%	23%	53%Tt	42%T	34%T	28%v	15%	18%	24%	64%Txz	32%
I didn't lose any money	667	85	90	17	91	56	92	25	24	33	84	39	285	73	293	26	54	47	40	328	22	333	30	29
	75%jrsy	83%Tbj	69%	62%	82%bj	79%j	79%j	77%	74%	74%	60%	88%Tbj	75%	81%	77%	47%	58%	66%r	72%	85%Tu	82%	76%y	34%	68%y
£1 - £99	92	1	13	4	10	1	9	4	3	5	37	2	45	7	34	9	16	14	7	21	2	50	16	8
	10%aev	1%	10%ae	16%	9%ae	1%	8%a	13%ae	9%ae	11%ae	27%Tabdefhik	5%	12%	7%	9%	17%	17%	19%T	12%	5%	8%	11%	18%T	19%
£100 - £999	81	6	13	4	9	11	8	2	1	5	17	3	33	7	33	9	15	10	5	25	1	40	21	4
	9%v	6%	10%	14%	8%	16%Ta	7%	6%	3%	11%	12%	7%	9%	8%	9%	16%	16%T	13%	9%	6%	4%	9%	23%Tx	9%
£1,000 - £9,999	30	5	10	-	2	2	4	1	3	-	3	-	13	1	12	4	7	-	3	7	-	10	13	2
	3%v	5%	8%Tdj	-	2%	3%	3%	3%	10%Tdjik	-	2%	-	4%	1%	3%	7%t	8%Tt	-	6%	2%	-	2%	15%Tx	4%
£10,000 - £19,999	8	2	-	2	-	-	-	2	1	2	-	-	1	1	2	6	-	-	1	2	2	1	3	-
	1%	2%	-	9%	-	-	-	3%bj	4%Tbdj	-	-	-	*	2%	*	11%Tst	-	-	2%	*	6%	*	4%Tx	-
£20,000 or above	8	4	4	-	-	-	1	-	-	-	-	-	2	1	5	1	1	1	3	1	-	4	3	-
	1%	3%Tj	3%T	-	-	-	1%	-	-	-	-	-	*	1%	1%	2%	1%	1%	1%	1%	-	1%	4%Tx	-
Can't remember	2	-	-	-	-	-	2	-	-	-	-	-	-	-	2	-	-	-	-	1	-	-	1	-
	*	-	-	-	-	-	2%T	-	-	-	-	-	-	-	*	-	-	-	-	*	-	-	1% ^x	-
Prefer not to say	2	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	-	-	1%T	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% ^x	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 204

Q19. Sometimes people end up losing money through fraud and scams, for example, thinking they are investing in a scheme that will make them money or sending money to someone they met on a dating app to pay for an operation or a debt which doesn't actually exist. How much money did you lose in this instance, if any?
Base: All who have experienced online fraud or scams

	Q19. Money lost						Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards		
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	893	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	854	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
NET: Yes	219	219	92	81	30	-	194	22	169	43	43	24	59	22	33	56	15	7	105	88	77	124
	25%gjmvx	100%Tg	100%Tg	100%Tg	100%	-	27%Tj	15%	34%Tij	23%	14%	19%	40%Tmn	82%	54%Tmnot	59%Tmnot	100%	23%	31%Tv	19%	30%Tx	21%
I didn't lose any money	667	-	-	-	-	667	530	129	330	147	266	99	87	5	27	38	-	25	236	378	176	451
	75%abcikoqrw	-	-	-	-	100%Tabc	73%k	85%Tk	66%	77%k	86%Toqr	80%oqr	59%qr	18%	44%	40%	-	77%qr	69%	81%Tu	69%	78%Tw
£1 - £99	92	92	92	-	-	-	76	15	64	18	18	15	11	4	9	22	4	4	44	37	27	57
	10%ogmv	42%Tcg	100%Tacc	-	-	-	10%	10%	13%Ti	10%	6%	12%om	8%	16%	14%om	23%Tmno	28%	14%	13%v	8%	10%	10%
£100 - £999	81	81	-	81	-	-	74	5	62	14	13	7	28	11	11	25	5	3	38	32	30	46
	9%bgjmv	37%Tbg	-	100%Tabg	-	-	10%Tj	4%	12%Tij	7%	4%	6%	19%Tmn	42%	17%Tmn	26%Tmnt	33%	9%	11%v	7%	12%	8%
£1,000 - £9,999	30	30	-	-	30	-	28	2	26	4	6	2	14	4	5	8	3	-	15	13	13	14
	3%gx	14%Tbcg	-	-	100%	-	4%	1%	5%Tij	2%	2%	2%	9%Tmn	14%	8%Tmn	8%Tmn	17%	-	4%	3%	5%x	2%
£10,000 - £19,999	8	8	-	-	-	-	8	-	8	2	-	-	3	3	6	-	3	-	5	2	4	3
	1%g	3%Tg	-	-	-	-	1%	-	1%T	1%	-	-	2%om	10%	10%Tmnor	-	22%	-	2%	1%	2%	1%
£20,000 or above	8	8	-	-	-	-	8	-	8	5	6	-	3	-	3	1	-	-	3	4	3	3
	1%gx	4%Tg	-	-	-	-	1%	-	2%T	2%T	2%	-	2%	-	4%Tn	1%	-	-	1%	1%	1%	*
Can't remember	2	-	-	-	-	-	2	-	1	1	-	-	1	-	1	1	-	-	-	2	-	2
	*	-	-	-	-	-	*	-	*	1%	-	-	1%	-	2%Tm	1%	-	-	-	*	-	*
Prefer not to say	2	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-	-	-	-	1	1	-
	*	-	-	-	-	-	*	-	*	-	-	1%	-	-	-	-	-	-	-	*	*	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 205

Q19. Sometimes people end up losing money through fraud and scams, for example, thinking they are investing in a scheme that will make them money or sending money to someone they met on a dating app to pay for an operation or a debt which doesn't actually exist. How much money did you lose in this instance, if any?
Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage					Highest education					Children in household		Household income						Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)	
																									25%aeo
Unweighted base	893	887	23	578	179	107	35	418	330	98	8	311	582	183	235	221	118	67	20	303	568	171	500	166	
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157	
Effective base	854	848	23	554	171	102	34	399	318	94	7	300	555	177	225	211	113	65	19	290	543	165	476	162	
NET: Yes	219	215	4	117	55	41	7	96	81	36	-	103	116	43	45	58	29	26	3	80	132	43	110	50	
I didn't lose any money	667	664	17	449	128	70	26	318	242	66	11	218	448	141	180	160	92	38	17	215	435	135	380	108	
£1 - £99	92	90	1	54	24	13	2	36	37	17	-	42	51	20	15	22	16	13	1	38	51	17	44	23	
£100 - £999	81	79	2	42	22	15	4	34	31	12	-	42	39	17	17	23	9	8	1	21	56	17	40	17	
£1,000 - £9,999	30	30	-	15	3	11	-	18	8	4	-	17	13	3	9	7	4	5	1	12	18	5	17	7	
£10,000 - £19,999	8	8	-	4	2	2	-	2	3	3	-	1	6	2	1	4	-	-	-	6	2	3	4	-	
£20,000 or above	8	8	1	2	5	1	-	7	1	-	-	1	7	1	4	2	-	-	-	4	5	-	5	2	
Can't remember	2	2	-	2	-	-	-	2	-	-	-	1	1	-	1	-	1	-	-	-	2	-	2	-	
Prefer not to say	2	2	-	1	1	-	-	2	-	-	-	1	1	1	-	1	-	-	-	2	-	2	-	-	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 206
Q20. How did you make the payment(s)?
Base: All who lost any money

	Gender		Age										SEG					Ethnicity				Q4. Personally know other victims		
	Total (T)	Man (a)	Woman (b)	18-24 (l)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	218	125	90	15	63	49	50	20	14	78	99	41	55	61	67	32	116	99	161	57	34	11	177	37
Weighted base	219	116	100	24**	64	46*	51*	17**	12**	87	97	35*	60	60	64	34*	119	98	159	61	36*	12**	178	37*
Effective base	209	120	88	15	63	48	49	20	14	74	97	40	52	60	65	31	111	96	155	55	33	10	170	36
NET: Cash transfer	148 67% osv	83 71%	64 64%	21 88%	47 74%	29 62%	36 71%	6 37%	42%	68 78% To	65 67% o	15 42%	45 75% s	40 68%	46 72% s	16 47%	85 71%	62 63%	100 63%	48 79% TV	29 81% v	9 73%	122 69%	22 61%
NET: Card payment	56 26%	25 21%	31 31%	2 7%	16 26%	13 28%	9 18%	8 47%	5 42%	18 21%	22 23%	16 46% Tmn	11 19%	19 32%	12 19%	12 36%	30 26%	24 25%	44 28%	12 20%	7 20%	3 27%	43 24%	11 30%
Single payment of a digital cash transfer (e.g. bank transfer, PayPal, Cash App, Western Union)	84 38% os	41 35%	43 43%	8 34%	30 47%	15 33%	23 44%	5 27%	3 22%	38 44% o	37 39%	9 25%	22 36%	30 51% Ts	25 39%	7 21%	52 43%	32 33%	58 37%	26 43%	14 40%	6 52%	70 39%	11 31%
A series of payments over digital cash transfer (e.g. bank transfer, PayPal, Cash App, Western Union)	43 20%	29 25% T	15 14%	7 29%	14 22%	7 14%	11 21%	1 4%	2 20%	21 24%	17 18%	5 14%	20 33% Tqs	9 14%	12 18%	3 9%	28 24%	15 15%	28 17%	15 25%	12 32%	2 15%	35 20%	8 21%
Debit card payment(s)	41 19% a	15 13%	24 24% a	2 7%	13 21%	10 21%	7 14%	3 17%	3 30%	15 17%	17 18%	8 24%	8 14%	13 21%	8 13%	11 31% r	21 18%	19 19%	31 19%	10 17%	5 14%	3 27%	29 16%	10 27%
Single payment of a physical cash transfer	24 11%	17 15%	7 7%	3 13%	9 15%	7 15%	4 8%	1 6%	-	12 14%	11 11%	1 3%	4 7%	9 15%	6 9%	6 17%	13 11%	11 11%	15 9%	9 16%	6 16%	1 12%	22 13%	2 5%
Credit card payment(s)	18 8%	10 9%	7 7%	-	5 8%	3 6%	2 4%	5 31%	1 13%	5 6%	5 5%	8 22% Tmn	4 6%	8 13%	4 6%	2 5%	11 10%	5 6%	15 9%	3 5%	3 9%	-	17 9%	1 3%
A series of physical cash transfers	12 5%	8 7%	4 4%	4 18%	3 5%	4 8%	1 2%	-	-	7 8%	4 5%	-	3 6%	4 7%	4 6%	-	8 6%	4 4%	8 5%	4 7%	3 9%	1 7%	9 5%	2 6%
Gift(s) to the fraudster (e.g. gift cards, digital stickers)	7 3% a	1 1%	6 6% a	2 8%	3 5%	1 2%	1 2%	-	-	5 6%	2 2%	-	5 8% T	2 2%	1 2%	-	6 5%	1 1%	5 3%	2 4%	2 6%	-	7 4%	-
Transfer of cryptocurrencies	6 3%	5 5%	1 1%	-	4 6%	2 4%	-	1 5%	-	4 4%	2 2%	1 2%	2 3%	1 1%	2 3%	2 5%	3 2%	4 4%	4 3%	2 3%	1 3%	-	6 3%	1 2%
Set up a direct debit	4 2%	3 3%	1 1%	1 6%	1 1%	1 2%	1 2%	-	-	2 3%	2 2%	-	1 2%	-	3 5% T	-	1 1%	3 3%	3 2%	1 2%	1 4%	-	4 2%	-
Other	10 4%	4 4%	5 5%	-	1 2%	3 6%	4 8%	1 6%	1 7%	1 1%	7 5%	2 2%	1 2%	3 5%	3 5%	2 6%	4 3%	5 5%	8 3%	2 3%	1 3%	-	10 6%	-
Can't remember	8 4% C	3 3%	4 4%	-	1 2%	2 4%	2 4%	1 5%	1 16%	2 1%	4 4%	3 7%	2 3%	-	4 6%	2 2%	2 6%	6 6%	7 4%	1 1%	1 2%	-	4 2%	4 10% TC
Prefer not to say	2 1%	1 1%	-	1 5%	1 2%	-	-	-	-	2 2%	-	-	1 2%	-	1 2%	-	1 1%	1 1%	2 1%	-	-	-	2 1%	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 207
Q20. How did you make the payment(s)?
Base: All who lost any money

	Q6b. Most recent scam/fraud experienced									Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication			
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Health or medical scam (i)	Counterfeit goods scam (j)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/ Can't remember/ Prefer not to say (t)	Yes (u)	No (v)	No (x)	Yes (y)	Can't remember/ Prefer not to say (z)
Unweighted base	218	18	38	11	20	15	23	11	57	93	17	89	28	37	26	16	58	105	57	13
Weighted base	219	17**	40*	11**	20**	14**	22**	12**	57	94	18**	86	29**	39*	25**	15**	57	106	56	14**
Effective base	209	17	36	10	20	15	22	10	55	91	16	86	26	35	25	16	55	101	55	12
NET: Cash transfer	148 67%v	13 73%	29 72%	10 93%	10 51%	9 60%	14 60%	8 69%	40 70%	59 63%	11 62%	58 68%	25 85%	31 80%	16 64%	12 76%	31 54%	68 64%	41 73%	11 80%
NET: Card payment	56 26%y	2 12%	7 19%	2 17%	8 39%	2 14%	3 14%	5 40%	18 32%	31 33%T	6 32%	17 20%	5 18%	9 22%	6 25%	5 31%	15 31%y	33 31%	9 16%	1 8%
Single payment of a digital cash transfer (e.g. bank transfer, PayPal, Cash App, Western Union)	84 38%y	8 44%	17 41%	5 45%	6 32%	4 29%	6 25%	2 16%	31 55%T	38 40%	4 24%	40 46%	10 35%	13 34%	12 47%	6 37%	21 37%	53 50%Ty	11 21%	7 52%
A series of payments over digital cash transfer (e.g. bank transfer, PayPal, Cash App, Western Union)	43 20%x	2 14%	9 22%	4 39%	4 18%	4 27%	7 29%	5 44%	6 10%	17 18%	3 16%	14 17%	12 42%	13 33%T	2 8%	2 12%	8 14%	15 14%	19 35%Tx	-
Debit card payment(s)	41 19%	2 12%	6 14%	1 10%	5 26%	1 7%	2 9%	5 40%	12 22%	26 28%Tn	1 5%	11 13%	4 14%	6 15%	3 11%	4 24%	10 17%	23 22%	7 13%	1 8%
Single payment of a physical cash transfer	24 11%vx	3 14%	4 11%	2 17%	2 10%	3 20%	1 4%	-	4 7%	9 10%	4 25%	5 6%	7 24%	3 8%	2 8%	6 38%	2 4%	5 5%	12 22%Tx	1 7%
Credit card payment(s)	18 8%	-	2 4%	1 7%	3 13%	1 7%	1 5%	-	7 12%	6 6%	5 27%	6 7%	2 6%	3 7%	3 14%	3 20%	5 9%	10 10%	3 5%	-
A series of physical cash transfers	12 5%x	3 15%	-	-	1 4%	3 19%	3 12%	-	-	5 5%	3 16%	2 2%	4 13%	3 8%	-	-	-	-	8 14%Tx	3 20%
Gift(s) to the fraudster (e.g. gift cards, digital stickers)	7 3%	1 5%	-	-	-	1 8%	1 5%	2 16%	-	3 3%	1 6%	-	3 10%	-	-	1 7%	4 7%	-	5 9%Tx	-
Transfer of cryptocurrencies	6 3%	2 11%	2 4%	-	2 9%	-	1 4%	-	-	4 5%n	-	-	-	1 3%	1 3%	-	4 8%T	2 2%	4 8%T	-
Set up a direct debit	4 2%	-	1 2%	-	-	-	-	1 10%	-	1 1%	1 7%	2 2%	1 3%	1 2%	-	-	-	1 1%	1 2%	1 10%
Other	10 4%	1 5%	3 3%	-	-	2 14%	5 21%	-	1 2%	2 2%	-	7 8%	-	1 3%	1 4%	-	3 5%	4 4%	3 5%	1 7%
Can't remember	8 4%	-	-	-	2 9%	4 26%	-	-	-	1 1%	1 6%	5 6%	-	-	1 5%	-	2 3%	3 3%	1 2%	2 13%
Prefer not to say	2 1%	-	1 2%	-	-	-	-	-	-	1 1%	-	1 1%	-	-	1 4%	1 6%	1 2%	1 1%	1 2%	-

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 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 208
Q20. How did you make the payment(s)?
Base: All who lost any money

	Q19. Money lost					Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards	
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	218	218	94	80	30	192	22	166	44	44	24	59	20	31	54	15	105	88	78	122
Weighted base	219	219	92	81	30**	194	22**	169	43*	43*	24**	59	22**	33**	56	15**	105	88	77	124
Effective base	209	209	91	77	29	185	21	159	43	42	24	57	19	29	53	15	100	85	75	117
NET: Cash transfer	148	148	59	54	21	129	17	113	23	25	23	39	21	26	30	12	74	59	53	85
	67%lr	67%	63%	67%	71%	66%	79%	67%	54%	58%	96%	66%	96%	78%	53%	81%	70%	67%	68%	69%
NET: Card payment	56	56	32	20	5	53	3	45	16	12	4	17	3	4	2	25	24	21	30	
	26%	26%	34%Ta	24%	16%	28%	13%	27%	38%	28%	16%	28%	12%	13%	48%To	14%	23%	27%	27%	24%
Single payment of a digital cash transfer (e.g. bank transfer, PayPal, Cash App, Western Union)	84	84	39	30	12	70	14	57	15	19	13	22	7	14	17	8	44	32	21	56
	38%kw	38%	42%	37%	39%	36%	65%	34%	35%	43%	55%	37%	32%	41%	30%	50%	42%	37%	27%	46%Tw
A series of payments over digital cash transfer (e.g. bank transfer, PayPal, Cash App, Western Union)	43	43	10	17	6	40	3	38	7	3	9	15	14	12	7	4	20	19	21	21
	20%bm	20%b	10%	21%b	19%	21%	14%	23%	17%	8%	38%	25% m	62%	36%	13%	25%	19%	22%	27% T	17%
Debit card payment(s)	41	41	22	14	5	38	3	30	12	8	3	16	2	4	19	1	18	18	15	20
	19%	19%	23%	17%	16%	20%	13%	18%	27%	20%	12%	27%	8%	13%	34% T	8%	17%	20%	20%	17%
Single payment of a physical cash transfer	24	24	5	9	8	22	-	22	1	3	6	11	5	3	4	3	16	7	14	10
	11%bl	11%b	6%	10%	26%	11% l	-	13% l	2%	7%	23%	19% Tr	21%	10%	8%	17%	15%	8%	18% Tx	8%
Credit card payment(s)	18	18	11	6	1	18	-	18	5	4	1	18	2	1	10	1	8	6	8	10
	8%	8%	12%	7%	4%	9%	-	10%	11%	9%	4%	4%	8%	3%	17% To	6%	8%	7%	11%	8%
A series of physical cash transfers	12	12	4	5	3	12	-	11	-	-	2	4	5	6	4	1	5	6	6	5
	5%	5%	5%	6%	9%	6%	-	6%	-	-	8%	6%	25%	17%	8%	5%	5%	6%	7%	4%
Gift(s) to the fraudster (e.g. gift cards, digital stickers)	7	7	-	2	3	7	-	7	1	1	1	3	4	4	2	-	6	1	6	1
	3% x	3%	-	3%	10%	4%	-	4%	2%	2%	5%	6%	18%	4%	-	6%	6%	1%	8% Tx	1%
Transfer of cryptocurrencies	6	6	-	5	1	5	1	5	2	3	-	1	2	1	1	-	1	5	4	2
	3%	3%	-	6% b	3%	3%	4%	3%	4%	6%	-	2%	9%	3%	2%	-	1%	5%	5%	2%
Set up a direct debit	4	4	2	1	1	4	-	3	-	-	-	1	-	1	3	1	1	1	2	1
	2%	2%	3%	1%	3%	2%	-	2%	-	-	-	2%	-	4%	6% T	6%	1%	1%	3%	1%
Other	10	10	-	6	3	10	-	9	2	2	1	5	-	2	6	1	4	3	3	4
	4% b	4% b	-	7% b	10%	5%	-	5%	4%	6%	4%	9%	-	5%	11% T	5%	3%	4%	3%	3%
Can't remember	8	8	3	4	1	6	-	5	2	2	-	2	-	1	1	-	5	2	2	5
	4%	4%	3%	5%	3%	3%	-	3%	5%	5%	-	3%	-	3%	2%	-	5%	2%	2%	4%
Prefer not to say	2	2	1	1	-	1	1	1	-	-	-	-	-	-	-	-	1	1	1	1
	1%	1%	1%	1%	-	1%	5%	1%	-	-	-	-	-	-	-	-	1%	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 209
Q20. How did you make the payment(s)?
Base: All who lost any money

	Internet access at home		Personal internet usage			Highest education			Children in household		Household income					Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	218	214	119	51	41	97	80	34	102	116	41	48	58	28	27	79	132	40	112	51
Weighted base	219	215	117	55*	41*	96	81	36*	103	116	43*	45*	58	29**	26**	80	132	43*	110	50*
Effective base	209	205	115	49	39	93	77	33	99	110	40	46	56	27	26	76	127	39	107	50
NET: Cash transfer	148 67%e	144 67%	67 57%	43 79%e	32 78%e	67 69%	52 65%	26 73%	69 67%	78 67%	26 62%	32 70%	37 63%	23 81%	16 59%	57 71%	86 65%	28 66%	76 69%	28 57%
NET: Card payment	56 26%g	56 26%	40 35%Tg	11 19%	4 11%	20 21%	25 31%	8 22%	29 28%	27 24%	13 32%	10 22%	17 28%	7 23%	8 30%	17 21%	13 28%	12 27%	26 24%	18 36%
Single payment of a digital cash transfer (e.g. bank transfer, PayPal, Cash App, Western Union)	84 38%	84 39%	44 37%	21 38%	19 46%	34 36%	36 44%	14 38%	37 36%	48 41%	13 30%	19 42%	22 38%	14 49%	11 41%	32 41%	52 39%	15 35%	43 39%	21 42%
A series of payments over digital cash transfer (e.g. bank transfer, PayPal, Cash App, Western Union)	43 20%e	41 19%	13 11%	17 32%Te	10 24%	18 19%	14 18%	10 28%	21 21%	22 19%	7 16%	11 23%	11 19%	6 20%	4 15%	17 21%	25 19%	6 14%	24 22%	9 17%
Debit card payment(s)	41 19%	41 19%	28 24%Tg	9 16%	3 8%	14 14%	21 26%	4 12%	23 22%	17 15%	12 28%	5 12%	12 20%	4 12%	6 23%	13 17%	26 20%	11 25%	16 15%	13 26%
Single payment of a physical cash transfer	24 11%awz	22 10%	10 8%	8 14%	5 12%	13 13%	6 7%	5 13%	14 14%	10 9%	7 17%	8 18%	4 7%	3 10%	1 4%	12 16%	10 7%	8 19%z	14 13%z	1 2%
Credit card payment(s)	18 8%	18 8%	13 11%	4 7%	1 3%	8 8%	5 7%	4 10%	7 7%	11 9%	2 4%	4 10%	6 10%	4 13%	2 7%	4 5%	13 10%	2 5%	10 9%	6 12%
A series of physical cash transfers	12 5%ev	12 5%	3 3%	4 8%	4 10%	4 4%	2 3%	5 13%	8 7%	4 3%	2 6%	4 8%	1 1%	2 8%	-	1 6%	7 5%	2 5%	7 7%	-
Gift(s) to the fraudster (e.g. gift cards, digital stickers)	7 3%	7 3%	4 3%	3 6%	-	1 1%	1 1%	5 13%Tjk	4 4%	3 3%	-	2 5%	4 7%	-	1 3%	2 3%	5 4%	2 5%	4 4%	1 2%
Transfer of cryptocurrencies	6 3%e	6 3%	1 1%	5 9%Te	1 2%	1 1%	4 4%	2 5%	3 3%	4 3%	1 2%	2 4%	1 2%	-	2 7%	3 3%	4 3%	1 2%	2 2%	4 7%
Set up a direct debit	4 2%	4 2%	2 2%	1 2%	1 2%	4 4%T	-	-	4 4%o	-	1 3%	1 2%	-	1 4%	-	2 3%	1 1%	1 3%	1 1%	1 2%
Other	10 4%	10 5%	5 4%	2 4%	2 4%	8 8%T	1 1%	-	4 4%	6 5%	2 4%	3 7%	3 5%	1 3%	-	2 3%	7 6%	2 4%	6 6%	1 2%
Can't remember	8 4%	8 4%	4 3%	1 2%	3 7%	6 6%	2 2%	-	3 3%	4 4%	2 5%	2 4%	3 5%	-	1 4%	3 4%	5 3%	2 5%	4 3%	2 4%
Prefer not to say	2 1%	2 1%	2 2%	-	-	1 1%	-	1 3%	1 1%	1 1%	-	-	1 2%	-	-	1 1%	1 1%	1 2%	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 210
Q21. When you realised you had experienced a scam or fraud, which of the following action(s) did you take, if any?
 Base: All who have experienced online fraud or scams

	Gender			Age									SEG						Ethnicity					Q4. Personally know other victims		
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	893	496	390	59	179	180	175	144	105	51	238	355	300	258	255	197	176	513	373	738	150	28	87	29	515	318
Weighted base	890	453	429	93	183	174	180	121	90	49*	276	354	260	269	243	186	186	512	372	725	160	30*	93	30**	522	309
Effective base	854	472	380	58	178	176	173	141	103	49	227	349	292	243	245	192	170	487	361	706	144	26	84	28	491	307
NET: Yes	727	357	363	74	150	143	151	99	73	36	224	294	208	217	202	151	150	419	301	595	130	22	77	26	443	238
	82%aD	79%	85%Ta	80%	82%	82%	84%	82%	82%	73%	81%	83%	80%	81%	83%	82%	81%	82%	81%	82%	81%	74%	83%	87%	85%TD	77%
NET: Reported	501	240	255	53	114	101	104	58	51	20	167	205	129	151	146	99	102	297	201	408	91	15	55	17	338	137
	56%ajloD	53%	59%	57%	63%jl	58%li	58%li	48%	57%	42%	61%o	58%o	50%	56%	60%	53%	55%	58%	54%	56%	57%	50%	59%	57%	65%TD	44%
NET: Shared my experience	191	81	108	14	36	35	33	37	26	9	51	68	72	66	55	28	41	122	69	153	38	6	26	5	128	54
	21%arD	18%	25%Ta	15%	20%	20%	18%	31%Tighi	29%Tli	18%	18%	19%	28%Tmn	25%r	23%r	15%	22%	24%	18%	21%	24%	21%	28%	16%	24%TD	17%
NET: Avoid future contact	269	127	140	22	57	50	62	41	21	15	79	113	77	75	77	55	59	152	114	214	54	10	30	12	144	104
	30%	28%	33%	24%	31%	29%	35%	34%	23%	30%	29%	32%	30%	28%	32%	30%	32%	30%	31%	30%	34%	33%	32%	40%	28%	34%
Reported it to the platform/ service where I encountered the scam (e.g. clicked the report/ flag button, marked as junk)	260	108	149	22	55	54	60	36	22	11	76	114	69	75	76	48	58	151	106	216	42	10	24	5	166	78
	29%a	24%	35%Ta	23%	30%	31%	33%	30%	25%	23%	28%	32%	27%	28%	31%	26%	31%	30%	29%	30%	26%	34%	26%	18%	32%	25%
Blocked the contact/ account	238	110	126	19	47	45	58	37	19	12	66	103	68	65	68	49	53	133	103	191	46	9	25	10	122	98
	27%C	24%	29%	21%	26%	26%	32%	31%	22%	25%	24%	29%	26%	24%	28%	27%	29%	26%	28%	26%	29%	30%	27%	33%	23%	32%TC
Reported it to my bank, credit card company, building society or pension provider	173	88	80	14	38	33	36	20	23	9	52	68	52	42	53	41	34	95	75	142	31	4	19	6	124	38
	19%D	19%	19%	15%	21%	19%	20%	17%	26%	18%	19%	19%	20%	15%	22%	22%	18%	18%	20%	20%	19%	14%	20%	19%	24%TD	12%
Shared my experience with a friend or family member	147	53	93	13	24	28	25	28	20	8	37	53	57	54	38	20	34	92	54	117	31	4	22	4	93	46
	17%ar	12%	22%Ta	14%	13%	16%	14%	23%Tgi	23%kg	17%	14%	15%	22%Tmn	20%r	16%	11%	18%r	18%	15%	16%	19%	14%	24%	13%	18%	15%
Reported it to Action Fraud	93	44	48	19	21	17	12	10	8	5	40	30	23	31	31	13	18	62	31	71	21	3	13	5	71	21
	10%D	10%	11%	20%Tij	12%	10%	7%	8%	9%	10%	15%Tno	8%	9%	11%	13%r	7%	9%	12%	8%	10%	13%	11%	14%	16%	14%TD	7%
Shared my experience on social media	69	34	35	2	13	13	15	15	9	2	15	28	26	20	19	13	16	39	29	55	14	2	11	1	52	15
	8%D	7%	8%	2%	7%	8%	8%	13%Ti	10%f	4%	5%	8%	10%lm	8%	8%	7%	9%	8%	8%	8%	9%	6%	11%	3%	10%TD	5%
Reported it to the police	57	36	21	9	15	13	7	4	7	2	24	19	13	16	15	16	9	31	25	49	7	1	4	2	43	12
	6%D	8%	5%	10%	8%	7%	4%	4%	7%	4%	9%	5%	5%	6%	6%	9%	5%	6%	7%	7%	5%	3%	4%	6%	8%TD	4%
Searched for more information/ other people's similar experiences	56	25	30	5	14	6	14	11	5	1	19	19	18	21	12	11	11	33	22	43	12	1	5	5	43	11
	6%hD	5%	7%	5%	8%	3%	8%	9%h	6%	2%	7%	5%	7%	8%	5%	6%	6%	6%	6%	6%	8%	3%	6%	17%	8%TD	4%
Reported it to a regulator (e.g. Ofcom, Financial Conduct Authority, Advertising Standards Authority)	52	31	21	3	20	7	11	2	8	-	23	19	10	18	16	9	10	34	18	40	11	1	9	1	36	15
	6%j	7%	5%	3%	11%Thji	4%	6%	2%	9%jl	-	9%o	5%	4%	7%	7%	5%	5%	7%	5%	6%	7%	3%	9%	3%	7%	5%
Closed my account/ left the service	51	28	23	5	13	6	10	11	2	4	18	16	17	14	16	12	9	31	20	41	10	2	4	4	35	13
	6%	6%	5%	5%	7%	4%	6%	9%k	2%	9%	6%	5%	7%	5%	7%	6%	5%	6%	5%	6%	6%	6%	4%	13%	7%	4%
Started to report it but failed to finish the process	28	16	12	4	12	5	1	3	3	-	16	6	5	8	9	7	2	18	9	19	9	-	6	3	20	7
	3%inv	4%	3%	5%i	6%Ti	3%	1%	2%	3%	-	6%Tno	2%	2%	3%	4%	4%	1%	3%	3%	3%	6%	-	6%	10%	4%	2%

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 210
Q21. When you realised you had experienced a scam or fraud, which of the following action(s) did you take, if any?
Base: All who have experienced online fraud or scams

	Gender			Age										SEG						Ethnicity					Q4. Personally know other victims	
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Weighted base	890	453	429	93	183	174	180	121	90	49*	276	354	260	269	243	186	186	512	372	725	160	30*	93	30**	522	309
I use the platform/ service less	27 3%	13 3%	14 3%	3 4%	7 4%	4 2%	5 3%	5 4%	2 3%	-	11 4%	9 3%	7 3%	6 2%	6 3%	4 2%	10 6%T	13 2%	14 4%	22 3%	5 3%	-	4 4%	1 3%	15 3%	10 3%
Reported it to Citizens' Advice	24 3%nv	14 3%	10 2%	3 3%	11 6%Thi	2 1%	3 2%	3 2%	2 3%	-	14 5%Tn	5 1%	5 2%	8 3%	9 4%	4 2%	4 2%	17 3%	8 2%	16 2%	8 5%	2 7%	4 5%	2 6%	17 3%	8 2%
Shared my experience on a ratings site (e.g. Trustpilot)	18 2%D	11 2%	7 2%	-	8 4%Ti	5 3%	1 1%	4 3%	1 1%	-	8 3%	6 2%	5 2%	7 3%	5 2%	5 3%	1 1%	12 2%	6 2%	15 2%	4 2%	1 3%	2 2%	1 3%	17 3%TD	1 *
Other	60 7%gmyC	29 6%	31 7%	1 1%	3 2%	10 6%	18 10%fg	12 10%fg	11 12%Tfg	5 10%fg	4 2%	28 8%am	28 11%Tm	17 6%	21 9%	11 6%	8 4%	39 8%	20 5%	55 8%Ty	5 3%	1 2%	1 1%	1 4%	24 5%	27 9%C
I didn't take any action	151 17%C	88 19%T	62 14%	17 19%	28 15%	28 16%	28 16%	21 17%	16 18%	12 25%	45 16%	57 16%	49 19%	50 18%	38 16%	32 17%	31 17%	88 17%	62 17%	119 16%	28 17%	8 26%	14 15%	4 13%	71 14%	69 22%TC
Can't remember	10 1%	7 1%	3 1%	2 2%	3 2%	2 1%	1 1%	2 1%	-	1 2%	4 2%	3 1%	2 1%	1 *	3 1%	3 2%	3 2%	4 1%	6 2%	9 1%	1 1%	-	1 1%	-	6 1%	2 1%
Prefer not to say	3 *	2 *	1 *	-	2 1%	1 *	-	-	-	-	2 1%	1 *	-	1 *	-	-	2 1%	1 *	2 1%	2 *	1 1%	-	1 1%	-	2 *	1 *

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 211
Q21. When you realised you had experienced a scam or fraud, which of the following action(s) did you take, if any?
Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication					
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	893	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	854	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
NET: Yes	727	82	104	25	95	64	96	27	27	36	108	32	309	80	302	51	81	57	45	323	21	379	82	36
	82%	80%	80%	90%	85%	89%jk	82%	84%	86%	82%	76%	73%	82%	88%	79%	92%	88%	79%	81%	84%	80%	86%T	93%T	83%
NET: Reported	501	48	69	18	60	57	62	18	18	23	86	20	215	52	205	41	57	43	33	212	14	255	67	22
	56%a	47%	53%	66%	54%	80%Tabdfghijk	52%	54%	57%	53%	61%a	44%	57%	57%	54%	74%T	61%	59%	60%	55%	54%	58%	77%Txz	50%
NET: Shared my experience	191	23	30	5	24	13	20	7	10	12	30	9	84	24	80	12	22	15	17	82	9	107	17	8
	21%	23%	23%	18%	21%	18%	17%	23%	31%	26%	21%	20%	22%	27%	21%	22%	24%	21%	30%	21%	36%	24%T	20%	18%
NET: Avoid future contact	269	42	46	11	26	11	35	12	11	15	30	19	125	32	106	11	30	15	15	144	8	144	23	18
	30%ej	41%Tdej	35%dej	38%	23%	16%	30%e	36%e	34%e	33%e	21%	43%dej	33%	35%	28%	21%	21%	27%	27%	37%T	31%	33%	26%	41%
Reported it to the platform/service where I encountered the scam (e.g. clicked the report/flag button, marked as junk)	260	35	33	5	25	25	29	13	9	11	44	14	125	30	93	18	26	22	20	127	7	148	21	9
	29%n	34%	25%	19%	23%	35%	25%	39%	29%	24%	31%	32%	33%Tn	33%	24%	33%	28%	31%	36%	33%T	27%	34%T	23%	20%
Blocked the contact/ account	238	31	43	9	26	9	31	12	10	13	27	17	113	30	93	7	26	14	12	132	8	130	18	16
	27%ejr	31%ej	33%ej	32%	23%	12%	26%e	36%ej	31%e	29%e	19%	38%ej	30%	33%	24%	13%	28%	20%	22%	34%T	31%	30%	21%	36%
Reported it to my bank, credit card company, building society or pension provider	173	2	20	10	26	26	24	5	5	11	35	3	70	17	75	11	17	21	8	59	4	84	23	10
	19%akv	2%	15%a	37%	23%ak	37%Tabdfghk	20%ak	16%a	16%a	24%ak	25%ak	6%	19%	18%	20%	19%	18%	30%T	15%	15%	14%	19%	26%	24%
Shared my experience with a friend or family member	147	17	20	4	21	12	17	4	7	9	19	9	65	17	63	10	14	11	13	64	9	79	12	6
	17%	17%	15%	15%	19%	17%	14%	12%	21%	21%	13%	20%	17%	19%	16%	18%	15%	16%	24%	17%	32%	18%	13%	14%
Reported it to Action Fraud	93	8	18	4	13	10	12	2	2	4	16	-	36	13	40	17	14	4	8	40	2	42	15	5
	10%k	8%	14%k	14%	12%k	14%k	10%k	7%	6%	9%	11%k	-	10%	14%	11%	30%Tst	15%	5%	14%	10%	8%	9%	17%Tx	12%
Shared my experience on social media	69	8	11	2	4	6	6	3	8	3	14	1	35	10	24	7	10	6	7	31	4	44	4	4
	8%	7%	9%	8%	3%	8%	5%	9%	24%Tabdefijk	6%	10%d	3%	9%	11%	6%	12%	11%	9%	13%	8%	16%	10%T	4%	8%
Reported it to the police	57	9	12	1	4	6	9	-	5	2	7	1	17	6	29	6	12	4	3	18	1	22	14	4
	6%	9%	9%	3%	3%	9%	8%	-	15%Tdj	4%	5%	3%	5%	6%	7%	11%	13%T	6%	5%	5%	5%	5%	16%Tx	9%
Searched for more information/ other people's similar experiences	56	7	17	2	4	2	4	1	3	1	9	3	29	5	21	5	5	2	1	23	2	28	11	2
	6%	7%	13%Tdefi	6%	4%	2%	3%	4%	9%	2%	6%	6%	8%	5%	5%	9%	5%	3%	2%	6%	8%	6%	13%Tx	4%
Reported it to a regulator (e.g. Ofcom, Financial Conduct Authority, Advertising Standards Authority)	52	3	7	1	10	6	1	1	4	4	10	1	21	6	21	7	8	2	3	19	1	14	14	-
	6%fx	3%	5%	3%	9%f	8%f	1%	3%	12%f	8%f	7%f	3%	5%	7%	6%	12%t	9%	3%	6%	5%	5%	3%	16%Txz	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 211
Q21. When you realised you had experienced a scam or fraud, which of the following action(s) did you take, if any?
 Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication					
	Total (T)	Romance or dating scam (a)	Investment or pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Closed my account/ left the service	51 6% _d	14 14% _{Tbdfij}	8 6% _d	2 6%	-	3 5% _d	7 6% _d	2 6% _d	3 9% _{di}	7 5% _d	6 13% _{Tdi}	22 6%	4 4%	23 6%	7 13% _T	8 9%	5 8%	3 5%	3 5%	3 11%	28 6%	9 11% _T	4 10%	4 10% _{Tx}
Started to report it but failed to finish the process	28 3%	4 4%	5 4%	1 3%	3 3%	1 2%	2 2%	1 3%	2 6%	-	4 3%	3 7%	17 4%	2 3%	8 2%	6 10% _T	4 5%	-	4 6%	12 3%	1 4%	17 4%	9 10% _{Tx}	1 2%
I use the platform/ service less	27 3%	9 9% _{Tbde}	3 2%	-	2 1%	-	4 3%	-	2 6% _e	3 6% _e	4 3%	1 2%	14 4%	1 3%	10 3%	-	4 4%	1 1%	1 2%	14 4%	-	17 4%	3 3%	-
Reported it to Citizens' Advice	24 3%	2 2%	5 3%	2 7%	3 2%	3 4%	2 2%	-	2 6%	1 3%	5 4%	-	9 2%	3 3%	10 3%	6 11% _T	3 3%	2 3%	4 6%	12 3%	-	8 2%	7 8% _{Tx}	-
Shared my experience on a ratings site (e.g. Trustpilot)	18 2%	1 1%	6 4%	1 3%	1 1%	-	1 1%	1 2%	2 6% _{ef}	2 5%	5 4%	-	7 2%	2 2%	10 3%	3 5%	5 5% _T	-	-	5 1%	1 3%	11 3%	3 3%	1 2%
Other	60 7% _{bl}	4 4%	3 2%	3 10%	19 17% _{Tabehjk}	4 6%	10 9% _b	3 9%	-	4 9%	5 4%	-	18 5%	6 7%	32 8%	-	4 4%	3 4%	4 8%	27 7%	2 6%	32 7%	3 3%	4 9%
I didn't take any action	151 17% _{xy}	19 18%	24 18%	3 10%	16 14%	7 9%	21 18%	5 16%	5 14%	8 18%	30 21% _e	11 25% _e	64 17%	10 12%	74 20%	5 8%	12 12%	14 19%	9 17%	59 15%	2 9%	58 13% _y	4 5%	5 11%
Can't remember	10 1% _x	1 1%	2 1%	-	1 1%	-	1 1%	-	-	-	4 3%	1 2%	3 1%	-	4 1%	-	-	1 1%	-	2 1%	3 11%	1 *	1 1%	3 7% _{Tx}
Prefer not to say	3 *	1 1%	1 1%	-	-	1 1%	-	-	-	-	-	-	3 1%	-	-	-	-	-	1 2%	1 *	-	1 *	1 1%	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 212
Q21. When you realised you had experienced a scam or fraud, which of the following action(s) did you take, if any?
 Base: All who have experienced online fraud or scams

	Q19. Money lost					Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards			
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	893	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	854	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
NET: Yes	727	194	76	74	28	530	727	-	501	191	309	124	147	27	61	94	15	32	301	362	227	452
	82%g v x	88%T b g	82%	91%T g	94%	80%	100%T j	-	100%T j	100%T j	100%T	100%T	100%T	100%	100%T	100%T	100%	100%T	88%T v	77%	89%T x	78%
NET: Reported	501	169	64	62	26	330	501	-	501	117	159	96	139	27	57	90	13	19	216	246	159	311
	56%g j m v	77%T b g	70%T g	77%T g	88%	50%	69%T j	-	100%T j	61%j	51%	77%T m	94%T m n t	100%	94%T m n t	96%T m n t	88%	60%	63%T v	52%	63%T x	54%
NET: Shared my experience	191	43	18	14	4	147	191	-	117	191	97	27	37	4	12	19	4	14	80	95	62	118
	21%j	20%	20%	17%	15%	22%	26%T j k	-	23%j	100%T j k	31%T r	22%	25%	14%	19%	21%	26%	44%T n o q r	23%	20%	24%	20%
NET: Avoid future contact	269	43	18	14	7	226	269	-	130	84	149	42	33	7	12	18	4	9	110	131	92	154
	30%a b c k o x	20%	20%	18%	23%	34%T a b c	37%T j k	-	26%j	44%T j k	48%T n o q r t	34%o q r	22%	27%	20%	19%	27%	30%	32%	28%	36%T x	27%
Reported it to the platform/ service where I encountered the scam (e.g. clicked the report/ flag button, marked as junk)	260	56	21	23	7	203	260	-	260	62	105	58	63	13	21	32	7	9	121	121	81	165
	29%j v	25%	23%	28%	25%	30%	36%T j	-	52%T j j	32%j	34%T	47%T m t	43%T	47%	35%	34%	45%	27%	35%T v	26%	32%	29%
Blocked the contact/ account	238	31	13	11	4	206	238	-	111	79	134	36	28	5	11	13	4	9	100	115	79	140
	27%a b c k o x	14%	15%	13%	12%	31%T a b c	33%T j k	-	22%j	41%T j k	43%T n o q r	29%r	19%	20%	18%	14%	27%	27%	29%	25%	31%x	24%
Reported it to my bank, credit card company, building society or pension provider	173	89	35	33	14	82	173	-	173	43	28	24	57	12	30	69	7	10	72	82	57	102
	19%g j m	41%T g	38%T g	41%T g	46%	12%	24%T j	-	34%T j j	22%j	9%	19%T m	39%T m n	43%	50%T m n	73%T m n o q t	44%	31%T m	21%	18%	23%	18%
Shared my experience with a friend or family member	147	31	14	8	3	115	147	-	94	147	77	17	29	4	11	14	2	11	58	75	47	89
	17%j	14%	15%	10%	12%	17%	20%T j	-	19%T j	77%T j k	25%T n r	14%	20%	14%	18%	14%	15%	35%T n r	17%	16%	19%	15%
Reported it to Action Fraud	93	33	11	7	8	60	93	-	93	26	33	21	29	4	22	9	4	1	44	44	37	49
	10%g j x	15%T c g	11%	8%	25%	9%	13%T j	-	18%T j j	14%j	11%	17%T	19%T m r t	14%	37%T m n o r t	9%	29%	4%	13%	9%	15%T x	9%
Shared my experience on social media	69	17	9	7	-	52	69	-	43	69	33	11	14	1	5	6	1	5	34	28	24	43
	8%j v	8%	10%	9%	-	8%	10%T j	-	9%j	36%T j k	11%T	9%	9%	4%	8%	6%	7%	14%	10%v	6%	9%	7%
Reported it to the police	57	30	8	10	5	26	57	-	57	15	14	11	26	5	10	7	3	1	26	26	17	37
	6%g j	14%T b g	9%g	12%T g	18%	4%	8%T j	-	11%T j j	8%j	5%	9%	18%T m n r t	18%	17%T m t	7%	20%	2%	8%	6%	7%	6%
Searched for more information/ other people's similar experiences	56	23	7	10	3	32	56	-	36	35	21	8	14	3	7	3	3	6	24	28	18	36
	6%g j	11%T g	8%	12%T g	10%	5%	8%T j	-	7%j	19%T j k	7%	6%	10%r	10%	11%r	3%	18%	17%T m r	7%	6%	7%	6%
Reported it to a regulator (e.g. Ofcom, Financial Conduct Authority, Advertising Standards Authority)	52	25	6	5	10	27	52	-	52	16	12	11	19	7	8	8	3	2	25	22	21	29
	6%g j	11%T g	7%	7%	32%	4%	7%T j	-	10%T j j	8%j	4%	9%	13%T m	28%	13%T m	9%	18%	5%	7%	5%	8%	5%
Closed my account/ left the service	51	21	10	5	2	30	51	-	26	18	22	8	10	4	4	5	2	1	21	23	19	30
	6%g j	10%T g	11%T g	7%	8%	5%	7%T j k	-	5%j	10%T j k	7%	6%	7%	13%	4	7%	15%	2%	6%	5%	7%	5%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 212
Q21. When you realised you had experienced a scam or fraud, which of the following action(s) did you take, if any?
 Base: All who have experienced online fraud or scams

	Q19. Money lost						Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards		
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (e)	Yes (f)	No (g)	NET: Reported (h)	NET: Shared my experience (i)	Nothing (j)	Content removed (k)	Case is being investigated (l)	Case will not be investigated (m)	Provided further information (n)	Reimbursed fully (o)	Reimbursed partly (p)	Other (q)	Yes (r)	No (s)	Yes (t)	No (u)
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Started to report it but failed to finish the process	28 3%gj	14 6%Tg	5 5%	6 7%g	3 9%	14 2%	28 4%Tjk	-	11 2%	6 3%j	12 4%	6 5%	5 3%	3 10%	4 6%	2 2%	2 11%	2 6%	9 3%	15 3%	11 4%	15 3%
I use the platform/ service less	27 3%j	7 3%	-	2 3%	5 16%	20 3%	27 4%Tjk	-	14 3%j	6 3%j	19 6%Tno	2 1%	1 1%	-	2 2%	-	-	2 6%o	7 2%	15 3%	9 3%	14 2%
Reported it to Citizens' Advice	24 3%jv	8 3%	2 2%	3 3%	2 7%	16 2%	24 3%Tj	-	24 5%Tij	7 3%j	6 2%	10 8%Tm	6 4%	2 8%	5 8%Tm	2 2%	1 6%	1 4%	15 4%Tv	8 2%	10 4%	13 2%
Shared my experience on a ratings site (e.g. Trustpilot)	18 2%g	8 4%	3 4%	2 2%	1 3%	10 2%	18 3%	-	12 2%	18 10%Tijk	7 2%	6 5%T	5 3%	1 4%	1 1%	2 2%	2 11%	-	7 2%	10 2%	5 2%	12 2%
Other	60 7%jko	9 4%	3 3%	6 8%	-	51 8%	60 8%Tjk	-	19 4%j	15 8%jk	32 10%To	6 4%	3 2%	1 5%	4 6%	6 7%	-	9 27%Tmnoqr	19 6%	31 7%	11 4%	44 8%
I didn't take any action	151 17%aciklmno qrtuw	22 10%	15 16%a	5 7%	2 6%	129 19%Tac	-	151 100%Tikl	-	-	-	-	-	-	-	-	-	-	39 11%	101 22%Tu	25 10%	117 20%Tw
Can't remember	10 1%ik	3 1%	1 1%	2 3%	-	6 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	6 1%u	-	7 1%
Prefer not to say	3 *	1 *	1 1%	-	-	2 *	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	2 1%	1 *

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 213
Q21. When you realised you had experienced a scam or fraud, which of the following action(s) did you take, if any?
 Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income					Any impacting/limiting conditions		Financial vulnerability			
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	893	887	23	578	179	107	35	418	330	98	8	311	582	183	235	221	118	67	20	303	568	171	500	166
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157
Effective base	854	848	23	554	171	102	34	399	318	94	7	300	555	177	225	211	113	65	19	290	543	165	476	162
NET: Yes	727	725	15	470	151	87	26	349	254	85	9	279	448	153	192	172	96	58	14	251	459	144	408	127
	82%o	82%T	73%	83%	82%	79%	82%	83%	79%	83%	87%	86%To	79%	83%	85%	78%	79%	90%r	71%	85%	81%	80%	83%	80%
NET: Reported	501	499	8	307	116	67	18	250	168	60	2	212	289	112	141	102	66	41	10	181	307	109	273	85
	56%or	56%	38%	54%	63%Te	60%	56%	60%k	52%	59%	23%	66%To	51%	61%r	62%Tr	46%	54%	64%r	48%	61%Tw	54%	61%	55%	54%
NET: Shared my experience	191	191	5	134	31	21	3	89	76	20	3	65	126	37	59	44	23	15	6	61	129	34	112	36
	21%	22%	25%	24%	17%	19%	9%	21%	24%i	19%	29%	20%	22%	20%	26%	20%	19%	23%	31%	20%	23%	19%	23%	23%
NET: Avoid future contact	269	268	4	185	49	29	9	109	116	28	5	104	164	51	76	60	41	19	7	91	172	44	163	44
	30%j	30%	18%	33%T	27%	26%	27%	26%	36%Tj	27%	50%	32%	29%	28%	34%	28%	34%	29%	32%	31%	30%	24%	33%Tx	28%
Reported it to the platform/ service where I encountered the scam (e.g. clicked the report/ flag button, marked as junk)	260	258	5	168	56	29	6	132	87	30	2	110	150	68	76	44	34	18	5	104	148	58	143	40
	29%ow	29%	23%	30%	30%	26%	20%	31%	27%	30%	23%	34%To	26%	37%Tr	34%r	20%	28%	29%	27%	35%Tw	26%	32%	29%	26%
Blocked the contact/ account	238	237	4	162	44	26	7	96	106	22	5	90	148	44	72	54	34	13	6	80	153	38	146	36
	27%j	27%	18%	29%	24%	23%	21%	23%	33%Tj	21%	50%	28%	26%	24%	32%T	25%	28%	21%	28%	27%	27%	21%	30%Tx	23%
Reported it to my bank, credit card company, building society or pension provider	173	172	4	108	35	24	7	85	61	18	-	65	107	35	49	41	21	14	1	61	108	35	98	27
	19%	19%	20%	19%	19%	22%	23%	20%	19%	18%	-	20%	19%	19%	19%	17%	17%	21%	5%	20%	19%	19%	20%	17%
Shared my experience with a friend or family member	147	147	5	107	23	11	3	68	59	14	3	45	102	33	46	27	18	10	5	46	100	28	84	26
	17%gr	17%	25%	19%Tg	13%	10%	9%	16%	18%	14%	29%	14%	18%	18%	20%r	12%	15%	16%	22%	15%	18%	16%	17%	17%
Reported it to Action Fraud	93	93	1	56	26	10	3	43	28	19	-	43	49	16	31	16	13	9	2	29	62	22	47	17
	10%o	10%	4%	10%	14%	9%	9%	10%	9%	19%Tjk	-	13%To	9%	9%	14%r	8%	10%	14%	9%	10%	11%	12%	10%	11%
Shared my experience on social media	69	69	1	44	13	12	1	38	24	6	-	30	40	12	19	19	11	4	4	26	44	14	39	16
	8%	8%	3%	8%	7%	11%	4%	9%	7%	6%	-	9%	7%	7%	8%	9%	9%	7%	19%	9%	8%	8%	8%	10%
Reported it to the police	57	56	2	28	15	12	1	36	18	2	-	23	33	10	12	15	8	6	2	22	35	8	32	14
	6%e	6%	9%	5%	8%	11%Te	3%	9%TI	6%	2%	-	7%	6%	5%	5%	7%	7%	10%	12%	7%	6%	5%	6%	9%
Searched for more information/ other people's similar experiences	56	55	2	34	11	9	-	20	30	5	-	17	39	12	14	14	4	7	2	19	37	9	33	12
	6%	6%	9%	6%	6%	8%	-	5%	9%Tj	5%	-	5%	7%	7%	6%	7%	3%	11%S	10%	6%	6%	5%	7%	7%
Reported it to a regulator (e.g. Ofcom, Financial Conduct Authority, Advertising Standards Authority)	52	52	-	24	21	7	3	22	18	9	-	21	31	5	22	12	3	4	2	29	22	4	33	10
	6%epwx	6%	-	4%	11%Te	6%	9%	5%	6%	9%	-	7%	5%	3%	10%Tps	6%	3%	6%	12%	10%Tw	4%	2%	7%x	6%
Closed my account/ left the service	51	50	1	37	6	7	1	19	24	8	-	22	30	10	14	14	7	5	1	17	33	6	33	11
	6%	6%	5%	7%	3%	7%	3%	4%	7%	8%	-	7%	5%	6%	6%	6%	5%	8%	5%	6%	6%	4%	7%	7%

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 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 213
Q21. When you realised you had experienced a scam or fraud, which of the following action(s) did you take, if any?
Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income						Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157
Started to report it but failed to finish the process	28 3%y	28 3%	2 8%	15 3%	6 3%	6 5%	-	11 3%	9 3%	5 5%	3 28%	14 4%	14 2%	4 2%	8 3%	6 3%	6 5%	4 6%	1 5%	6 2%	22 4%	9 5%y	10 2%	8 5%
I use the platform/ service less	27 3%	27 3%	-	21 4%g	6 3%	-	2 6%	13 3%	8 2%	4 4%	-	10 3%	17 3%	12 6%Tr	6 3%	5 2%	3 3%	1 2%	-	11 4%	16 3%	8 4%	16 3%	3 2%
Reported it to Citizens' Advice	24 3%r	24 3%	-	12 2%	8 4%	4 3%	1 3%	10 3%	7 2%	6 6%Tk	-	11 3%	14 2%	6 3%	7 3%	2 1%	4 3%	3 4%r	2 9%	9 3%	15 3%	4 2%	14 3%	5 3%
Shared my experience on a ratings site (e.g. Trustpilot)	18 2%	18 2%	-	11 2%	3 2%	4 4%	-	7 2%	8 3%	3 3%	-	9 3%	9 2%	1 *	5 2%	7 3%	2 2%	3 5%p	1 5%	5 2%	13 2%	2 1%	11 2%	5 3%
Other	60 7%n	60 7%	3 13%	35 6%	14 8%	7 7%	3 11%	29 7%	22 7%	5 5%	1 8%	9 3%	51 9%Tn	14 8%	17 7%	17 8%	8 6%	3 5%	-	24 8%	35 6%	9 5%	35 7%	14 9%
I didn't take any action	151 17%n	148 17%	6 27%	91 16%	30 16%	24 21%	5 15%	64 15%	63 20%	16 16%	1 13%	40 19%Tn	110 19%	29 16%	33 15%	44 20%t	25 20%t	5 8%	6 29%	40 14%	105 18%	34 19%	78 16%	29 19%
Can't remember	10 1%a	9 1%	-	6 1%	2 1%	-	1 3%	5 1%	3 1%	-	-	3 1%	7 1%	2 1%	1 *	3 1%	1 1%	1 1%	-	4 1%	5 1%	2 1%	4 1%	2 1%
Prefer not to say	3 *a	2 *	-	1 *	1 1%	-	-	-	2 1%	1 1%j	-	1 *	2 *	1 *	-	1 *	-	-	-	2 1%	-	-	2 *	-

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 214
Q22. You mentioned you did not take any action, why not?
Base: All who have experienced online fraud or scams and didn't take any action

	Gender			Age									SEG						Ethnicity			Q4. Personally know other victims		
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Asian (y)	Yes (C)	No (D)
Unweighted base	153	96	56	11	27	30	28	25	19	13	38	58	57	47	42	34	30	89	64	125	25	13	71	71
Weighted base	151	88	62	17**	28**	28**	28**	21**	16**	12**	45*	57	49	50*	38*	32*	31**	88	62	119	28**	14**	71	69
Effective base	146	92	54	11	27	29	28	25	19	13	36	57	56	44	40	33	29	84	62	120	24	12	67	68
I didn't know what to do/ who to inform	44 29%	21 24%	23 37%	5 28%	8 30%	7 23%	11 39%	4 20%	6 38%	3 25%	13 29%	18 31%	13 27%	15 29%	9 22%	9 28%	12 39%	23 26%	21 33%	37 31%	7 24%	1 7%	16 22%	23 33%
I didn't think it would help/ make a difference/ be acted on	43 29%	25 29%	18 29%	3 19%	6 23%	9 33%	9 31%	5 26%	6 36%	4 34%	10 22%	18 32%	15 31%	16 32%	10 26%	7 23%	10 32%	26 29%	17 27%	30 25%	12 42%	6 42%	21 30%	20 29%
I wasn't directly impacted	41 28%	22 25%	20 32%	3 16%	6 22%	9 32%	11 39%	7 33%	1 6%	5 38%	9 20%	20 36%	12 25%	11 22%	11 30%	10 33%	9 28%	22 25%	19 31%	34 29%	4 14%	-	19 26%	22 31%
I didn't see the need to do anything	31 20%	20 23%	10 17%	2 10%	6 23%	7 23%	5 17%	5 24%	1 9%	5 38%	8 18%	11 20%	11 23%	11 22%	9 23%	6 19%	5 15%	20 23%	11 17%	25 21%	6 20%	3 20%	16 23%	12 17%
I couldn't be bothered	29 19%bv	24 27%Tb	5 8%	8 45%	2 7%	5 19%	8 27%	2 8%	1 4%	4 30%	10 45%	13 23%	6 12%	15 30%T	5 14%	6 20%	2 7%	20 23%	8 13%	19 16%	9 32%	4 28%	15 22%	12 18%
I didn't consider it bad enough to do something about	28 19%	16 19%	12 20%	4 26%	6 23%	5 17%	2 7%	3 14%	4 26%	4 29%	11 24%	7 12%	11 22%	7 15%	11 27%r	3 8%	8 25%	18 20%	10 17%	22 18%	6 23%	4 30%	16 22%	10 15%
I thought the platform/ service would remove the content themselves/ resolve the problem	11 7%	5 6%	5 9%	-	2 7%	2 8%	4 15%	1 4%	2 10%	-	2 4%	6 11%	2 5%	2 4%	3 7%	5 15%	1 4%	5 5%	6 10%	9 8%	2 6%	1 7%	7 9%	3 5%
I didn't have time	10 7%v	8 9%	2 4%	2 9%	-	6 19%	1 3%	1 4%	-	1 10%	2 4%	6 11%	2 4%	7 13%	2 4%	2 5%	-	8 9%	2 3%	5 5%	4 16%	2 15%	6 9%	4 5%
I didn't want to visit the platform/ service again after experiencing it	9 6%au	3 3%	7 11%	1 9%	-	3 10%	2 7%	1 4%	-	2 17%	1 3%	5 9%	3 6%	3 6%	5 13%T	1 3%	-	8 9%	1 2%	8 6%	2 6%	2 13%	4 6%	4 6%
I was embarrassed	9 6%v	5 5%	4 6%	2 10%	1 4%	1 3%	5 17%	-	-	-	3 6%	6 10%o	-	3 6%	1 2%	3 9%	2 7%	4 4%	5 8%	5 4%	4 14%	3 20%	6 9%	2 3%
I didn't want to get into trouble for reporting it	5 4%v	3 4%	2 4%	3 19%	2 8%	-	-	-	-	-	5 12%Tno	-	-	3 6%	-	-	2 7%	3 4%	2 4%	3 2%	3 10%	-	2 2%	4 6%
I didn't consider it to be harmful to others	5 3%	5 6%	-	-	-	-	-	2 11%	-	3 21%	-	-	5 10%Tmn	1 2%	2 6%	-	2 5%	3 4%	2 3%	5 4%	-	-	1 1%	4 6%
I thought somebody else would report it	4 2%	3 3%	1 2%	-	1 4%	1 3%	-	1 4%	1 6%	-	1 2%	1 2%	2 4%	1 2%	3 7%	-	-	4 4%	-	3 2%	1 4%	1 7%	-	3 4%
I thought it might make it worse	2 1%	1 1%	1 2%	-	-	-	1 4%	-	-	1 9%	-	1 2%	1 2%	-	1 3%	-	1 3%	1 1%	1 2%	1 1%	1 4%	1 7%	1 2%	1 1%
I asked somebody else to report it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	8 5%	3 4%	3 5%	1 9%	1 4%	-	-	2 9%	2 10%	2 14%	2 6%	-	5 10%Tn	2 3%	4 11%	-	2 6%	6 7%	2 3%	7 6%	1 4%	-	3 4%	4 5%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 214
Q22. You mentioned you did not take any action, why not?
Base: All who have experienced online fraud or scams and didn't take any action

	Gender		Age										SEG					Ethnicity			Q4. Personally know other victims			
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Asian (y)	Yes (C)	No (D)
Weighted base	151	88	62	17**	28**	28**	28**	21**	16**	12**	45*	57	49	50*	38*	32*	31**	88	62	119	28**	14**	71	69
Can't remember	5 3%	2 2%	3 5%	2 10%	2 7%	1 4%	-	-	-	-	4 8%o	1 2%	-	4 8%	-	1 3%	-	4 4%	1 2%	4 3%	1 4%	-	4 5%	1 2%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 215
Q22. You mentioned you did not take any action, why not?
Base: All who have experienced online fraud or scams and didn't take any action

	Q6b. Most recent scam/fraud experienced						Q10. Device used			Q12. Promoted content		Q13. Personal connection	Q16. Multiple channels of communication	
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Impersonation fraud (d)	Computer software service fraud or ransomware scam (f)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	No (s)	Don't know/ Can't remember/ Prefer not to say (t)	No (v)	No (x)
Unweighted base	153	20	24	16	22	29	10	61	11	79	11	15	61	58
Weighted base	151	19**	24**	16**	21**	30**	11**	64	10**	74	12**	14**	59	58
Effective base	146	19	23	15	21	27	10	59	11	75	10	15	58	55
I didn't know what to do/ who to inform	44 29%	5 29%	8 33%	3 21%	7 34%	11 36%	1 9%	16 26%	2 21%	25 34%	2 18%	2 15%	18 31%	15 27%
I didn't think it would help/ make a difference/ be acted on	43 29%	4 19%	6 26%	6 39%	8 40%	6 22%	4 39%	15 23%	2 18%	26 36%	1 10%	4 26%	19 32%	19 32%
I wasn't directly impacted	41 28%	4 20%	10 41%	8 51%	3 13%	6 19%	6 56%	16 25%	5 44%	21 28%	3 27%	2 13%	16 28%	15 26%
I didn't see the need to do anything	31 20%	5 28%	4 16%	4 26%	4 17%	4 12%	4 38%	9 14%	-	20 28%T	-	5 34%	9 16%	11 20%
I couldn't be bothered	29 19%	5 27%	5 23%	1 6%	5 25%	6 21%	2 17%	12 18%	1 10%	16 21%	4 33%	2 12%	9 16%	13 23%
I didn't consider it bad enough to do something about	28 19%	6 32%	2 7%	2 10%	3 12%	5 16%	3 27%	14 22%	2 18%	13 17%	3 27%	1 5%	14 24%	16 27%
I thought the platform/ service would remove the content themselves/ resolve the problem	11 7%	1 4%	4 16%	1 9%	2 9%	1 3%	2 19%	3 5%	-	8 10%	1 8%	2 13%	4 6%	4 7%
I didn't have time	10 7%	2 9%	1 4%	-	3 13%	2 5%	-	4 6%	-	6 9%	-	1 6%	3 5%	2 4%
I didn't want to visit the platform/ service again after experiencing it	9 6%	-	-	-	1 7%	3 10%	2 17%	3 5%	-	6 9%	-	1 7%	3 5%	4 6%
I was embarrassed	9 6%	-	3 12%	-	2 8%	3 11%	-	5 8%	-	4 5%	2 18%	1 7%	1 2%	3 5%
I didn't want to get into trouble for reporting it	5 4%	2 9%	-	-	-	3 9%	1 9%	4 6%	-	2 2%	3 24%	-	3 5%	4 8%
I didn't consider it to be harmful to others	5 3%	1 5%	-	-	1 3%	-	1 8%	2 3%	-	3 4%	-	-	3 4%	2 4%
I thought somebody else would report it	4 2%	-	-	1 6%	-	1 3%	-	1 2%	1 7%	2 2%	-	1 7%	-	2 3%
I thought it might make it worse	2 1%	-	1 4%	-	-	-	-	1 2%	1 11%	-	-	-	2 4%	1 2%
I asked somebody else to report it	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	8 5%	1 5%	-	1 6%	1 7%	2 5%	-	3 4%	-	5 7%	-	-	4 6%	2 3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 215
Q22. You mentioned you did not take any action, why not?
Base: All who have experienced online fraud or scams and didn't take any action

	Q6b. Most recent scam/fraud experienced							Q10. Device used			Q12. Promoted content	Q13. Personal connection	Q16. Multiple channels of communication	
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Impersonation fraud (d)	Computer software service fraud or ransomware scam (f)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	No (s)	Don't know/ Can't remember/ Prefer not to say (t)	No (v)	No (x)
Weighted base	151	19**	24**	16**	21**	30**	11**	64	10**	74	12**	14**	59	58
Can't remember	5 3%	-	1 4%	-	-	1 4%	2 16%	4 6%	-	-	-	1 7%	2 3%	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 216

Q22. You mentioned you did not take any action, why not?**Base: All who have experienced online fraud or scams and didn't take any action**

	Total (T)	Q19. Money lost			Q21. Action taken	Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards	
		NET: Yes (a)	£1 - £99 (b)	I didn't lose any money (g)	No (j)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	153	22	15	131	153	38	105	26	118
Weighted base	151	22**	15**	129	151	39*	101	25**	117
Effective base	146	21	14	125	146	36	100	25	112
I didn't know what to do/ who to inform	44 29%	8 37%	4 29%	36 28%	44 29%	13 33%	28 28%	8 33%	32 27%
I didn't think it would help/ make a difference/ be acted on	43 29%	8 39%	6 39%	35 27%	43 29%	13 33%	26 25%	8 32%	30 26%
I wasn't directly impacted	41 28%	-	-	41 32%T	41 28%	17 44%Tv	24 23%	8 32%	28 24%
I didn't see the need to do anything	31 20%	2 8%	2 12%	29 22%	31 20%	5 14%	23 22%	6 25%	22 19%
I couldn't be bothered	29 19%	3 12%	3 18%	26 20%	29 19%	5 12%	21 21%	3 14%	22 19%
I didn't consider it bad enough to do something about	28 19%	4 16%	4 24%	25 19%	28 19%	6 15%	23 22%	8 31%	21 18%
I thought the platform/ service would remove the content themselves/ resolve the problem	11 7%	1 4%	-	10 8%	11 7%	3 8%	8 8%	-	10 8%
I didn't have time	10 7%	2 11%	2 17%	8 6%	10 7%	1 3%	8 8%	1 3%	7 6%
I didn't want to visit the platform/ service again after experiencing it	9 6%	2 9%	2 13%	7 6%	9 6%	1 3%	6 6%	2 8%	5 5%
I was embarrassed	9 6%gvx	6 28%	4 29%	3 2%	9 6%	3 8%	2 2%	4 16%	4 3%
I didn't want to get into trouble for reporting it	5 4%	1 5%	1 8%	4 3%	5 4%	1 3%	4 4%	-	5 5%
I didn't consider it to be harmful to others	5 3%	1 4%	1 6%	4 3%	5 3%	1 2%	4 4%	2 7%	3 3%
I thought somebody else would report it	4 2%	-	-	4 3%	4 2%	1 2%	2 2%	-	4 3%
I thought it might make it worse	2 1%	1 5%	-	1 1%	2 1%	-	1 1%	1 4%	1 1%
I asked somebody else to report it	-	-	-	-	-	-	-	-	-
Other	8 5%	2 7%	2 11%	6 5%	8 5%	2 4%	6 6%	1 4%	7 6%
Can't remember	5 3%	2 10%	2 14%	3 2%	5 3%	1 3%	4 4%	1 4%	4 3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 216

Q22. You mentioned you did not take any action, why not?**Base: All who have experienced online fraud or scams and didn't take any action**

	Total (T)	Q19. Money lost			Q21. Action taken	Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards	
		NET: Yes (a)	£1 - £99 (b)	I didn't lose any money (g)	No (j)	Yes (u)	No (v)	Yes (w)	No (x)
Weighted base	151	22**	15**	129	151	39*	101	25**	117
Prefer not to say	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x

Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 217
Q22. You mentioned you did not take any action, why not?
Base: All who have experienced online fraud or scams and didn't take any action

	Internet access at home		Personal internet usage			Highest education			Children in household		Household income				Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Secondary school or equivalent (i)	University degree or equivalent (k)	Higher university degree (l)	Yes (m)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	153	151	97	29	21	67	64	15	40	113	29	35	45	24	42	106	33	80	31
Weighted base	151	148	91	30**	24**	64	63	16**	40*	110	29**	33*	44*	25**	40*	105	34*	78	29*
Effective base	146	144	93	28	19	64	61	14	38	108	28	33	43	23	41	101	32	75	31
I didn't know what to do/ who to inform	44	44	25	9	7	13	20	7	11	33	12	6	13	7	20	24	9	24	4
	29% _{jwz}	30%	28%	31%	31%	20%	31%	46%	27%	30%	42%	19%	29%	27%	48% _{Tw}	23%	27%	31%	14%
I didn't think it would help/ make a difference/ be acted on	43	43	21	13	9	18	18	6	10	33	10	7	10	7	14	28	8	20	9
	29% _e	29%	22%	43%	36%	27%	29%	35%	24%	30%	36%	22%	22%	27%	35%	27%	23%	25%	30%
I wasn't directly impacted	41	40	24	14	3	21	15	2	11	30	8	10	14	6	12	26	10	20	9
	28%	27%	27%	48%	12%	33%	24%	12%	27%	28%	27%	30%	32%	22%	29%	25%	29%	26%	29%
I didn't see the need to do anything	31	31	15	9	4	13	13	4	9	21	6	10	6	6	11	20	6	18	5
	20%	21%	17%	30%	16%	20%	20%	22%	23%	19%	20%	31%	14%	23%	19%	18%	18%	23%	16%
I couldn't be bothered	29	29	18	6	5	14	8	5	9	20	-	6	17	3	4	25	1	23	4
	19% _x	19%	20%	21%	19%	21%	13%	30%	22%	18%	-	17%	39% _{Tq}	14%	10%	24% _T	2%	29% _{Tx}	14%
I didn't consider it bad enough to do something about	28	28	17	7	2	15	10	3	8	21	4	8	11	3	6	21	4	19	4
	19%	19%	18%	25%	11%	23%	15%	18%	19%	19%	13%	23%	25%	12%	15%	20%	12%	24%	15%
I thought the platform/ service would remove the content themselves/ resolve the problem	11	11	10	-	1	4	4	1	2	9	1	3	1	3	6	5	2	4	3
	7%	7%	11% _T	-	4%	6%	6%	6%	5%	8%	5%	9%	2%	12%	15% _w	5%	7%	5%	10%
I didn't have time	10	10	3	6	1	3	4	2	4	6	-	3	3	2	4	5	2	5	3
	7% _e	7%	3%	22%	4%	5%	6%	13%	11%	5%	-	9%	8%	6%	11%	5%	5%	7%	10%
I didn't want to visit the platform/ service again after experiencing it	9	9	4	3	3	4	3	2	2	8	1	4	2	1	5	4	2	5	-
	6%	6%	4%	10%	11%	6%	5%	15%	4%	7%	3%	11%	4%	4%	13%	4%	5%	7%	-
I was embarrassed	9	9	1	-	6	2	5	2	3	6	3	3	1	1	5	3	2	5	-
	6% _{ew}	6%	1%	-	24%	3%	8%	11%	8%	5%	11%	8%	2%	4%	13% _{Tw}	3%	6%	7%	-
I didn't want to get into trouble for reporting it	5	5	4	-	1	4	1	-	3	3	2	-	3	-	1	4	2	3	-
	4%	4%	5%	-	4%	7%	2%	-	7%	2%	8%	-	7%	-	3%	4%	7%	4%	-
I didn't consider it to be harmful to others	5	5	3	-	1	2	2	-	-	5	2	2	1	-	2	3	2	3	-
	3%	3%	4%	-	3%	4%	3%	-	-	4%	6%	7%	2%	-	4%	3%	5%	4%	-
I thought somebody else would report it	4	4	3	1	-	1	3	-	1	3	-	1	1	-	-	4	-	2	2
	2%	2%	3%	3%	-	1%	4%	-	2%	2%	-	2%	2%	-	-	3%	-	2%	6%
I thought it might make it worse	2	2	1	-	1	1	1	-	-	2	2	-	-	-	1	1	2	-	-
	1%	1%	1%	-	4%	2%	2%	-	-	2%	7%	-	-	-	2%	1%	6% _{Ty}	-	-
I asked somebody else to report it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	8	8	4	1	1	3	3	2	-	8	4	2	1	1	3	4	2	5	1
	5%	5%	5%	3%	6%	4%	4%	14%	-	7%	12%	7%	2%	4%	9%	4%	5%	6%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 217
Q22. You mentioned you did not take any action, why not?
Base: All who have experienced online fraud or scams and didn't take any action

	Internet access at home		Personal internet usage			Highest education			Children in household		Household income				Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Secondary school or equivalent (i)	University degree or equivalent (k)	Higher university degree (l)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Weighted base	151	148	91	30**	24**	64	63	16**	40*	110	29**	33*	44*	25**	40*	105	34*	78	29*
Can't remember	5 3%a	4 3%	3 3%	-	2 7%	-	4 6%j	1 6%	2 5%	3 3%	-	1 3%	1 2%	2 7%	1 3%	3 3%	4 11%Ty	-	1 4%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 218
Q23. You mentioned you reported the incident. What happened as a result?
Base: All those who reported the incident

	Gender			Age									SEG							Ethnicity					Q4. Personally know other victims	
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	727	391	330	47	147	147	146	117	86	37	194	293	240	209	210	160	141	419	301	602	123	22	72	25	436	244
Weighted base	727	357	363	74*	150	143	151	99	73	36*	224	294	208	217	202	151	150	419	301	595	130	22*	77	26**	443	238
Effective base	696	372	322	46	146	144	144	114	85	35	185	288	234	198	202	156	136	399	291	576	119	21	70	24	416	235
NET: Received a response	169	86	83	20	49	33	33	16	15	4	69	65	35	54	50	32	32	104	64	137	31	4	20	5	119	40
	23% _{oD}	24%	23%	26%	33% _{Tijl}	23%	22%	16%	21%	11%	31% _{Tno}	22%	17%	25%	25%	21%	22%	25%	21%	23%	24%	17%	26%	21%	27% _{TD}	17%
NET: Reimbursed	108	46	61	6	23	21	29	14	12	3	29	50	29	28	33	26	19	62	45	92	17	3	11	2	86	20
	15% _D	13%	17%	8%	16%	15%	19%	14%	16%	9%	13%	17%	14%	13%	17%	17%	12%	15%	15%	15%	13%	14%	14%	9%	19% _{TD}	8%
Nothing	309	145	159	28	53	66	67	47	29	20	81	132	95	100	81	58	67	182	125	258	51	9	30	10	167	117
	43% _{gmC}	41%	44%	38%	35%	46%	44%	47%	39%	55% _g	36%	45%	46%	46%	40%	39%	44%	43%	42%	43%	39%	42%	38%	39%	49% _{TC}	49%
I got a response to confirm my case is being investigated	147	74	73	13	41	29	30	16	15	3	54	58	34	45	47	26	28	92	55	117	28	4	17	5	102	35
	20% _D	21%	20%	17%	28% _{Tj}	20%	20%	16%	21%	9%	24%	20%	17%	21%	23%	17%	19%	22%	18%	20%	22%	17%	22%	21%	23% _{TD}	15%
The content was removed	124	64	60	13	32	29	20	16	9	5	45	49	30	32	38	31	21	70	53	98	25	5	17	3	85	33
	17%	18%	16%	18%	21%	20%	13%	16%	12%	14%	20%	17%	14%	15%	19%	21%	14%	17%	18%	17%	20%	24%	12%	12%	19%	14%
I got all my money back	94	40	53	4	20	17	26	12	11	3	25	43	27	26	27	23	18	53	41	82	12	2	10	-	73	19
	13% _D	11%	15%	6%	14%	12%	17%	12%	15%	9%	11%	15%	13%	12%	13%	15%	12%	13%	14%	14%	9%	10%	13%	-	16% _{TD}	8%
I was asked to provide further information	61	34	27	11	12	12	13	8	4	2	23	25	14	18	22	15	6	40	21	46	16	1	10	4	47	12
	8% _{sD}	9%	8%	14%	8%	8%	9%	8%	6%	6%	10%	8%	7%	8%	11% _s	10%	4%	9%	7%	8%	12%	4%	13%	14%	11% _{TD}	5%
I got a response to confirm my case won't be investigated	27	16	12	7	11	6	3	-	-	1	18	9	1	10	7	6	5	16	11	22	5	-	5	-	20	6
	4% _o	4%	3%	9% _{ijk}	7% _{Tijk}	4% _j	2%	-	-	2%	8% _{Tno}	3% _o	*	4%	3%	4%	3%	4%	4%	4%	4%	-	7%	-	5%	3%
I got some of my money back	15	7	8	1	3	4	4	2	1	-	4	8	3	3	7	3	1	10	4	11	4	1	1	2	14	1
	2% _D	2%	2%	2%	2%	3%	3%	2%	1%	-	2%	3%	1%	1%	4%	2%	1%	2%	1%	2%	3%	5%	1%	9%	3% _{TD}	*
Something else	32	17	15	2	2	4	8	8	7	2	4	12	17	9	10	6	6	19	12	25	7	2	2	2	17	13
	4% _{gm}	5%	4%	2%	1%	3%	5%	8% _{gh}	9% _{Tgh}	6%	2%	4%	8% _{Tm}	4%	5%	4%	4%	5%	4%	4%	5%	8%	3%	8%	4%	5%
Can't remember	39	20	19	8	10	5	6	4	4	2	18	11	10	12	10	4	13	22	17	31	8	1	4	4	19	16
	5% _r	6%	5%	11%	7%	4%	4%	4%	6%	4%	8%	4%	5%	5%	5%	2%	9% _r	5%	6%	5%	7%	4%	5%	14%	4%	7%
Prefer not to say	4	2	1	1	-	2	1	-	-	-	1	3	-	1	-	1	1	1	2	3	1	1	-	-	4	-
	1%	*	*	1%	-	1%	1%	-	-	-	*	1%	-	*	-	1%	1%	*	1%	1%	1%	4%	-	-	1%	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D

Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 219
Q23. You mentioned you reported the incident. What happened as a result?
 Base: All those who reported the incident

	Q06b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication					
	Total (T)	Romance or dating scam (a)	Investment or pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	727	81	104	25	95	67	95	27	28	36	107	30	302	78	315	50	76	58	45	324	20	378	85	32
Weighted base	727	82	104	25**	95	64	96	27**	27**	36*	108	32**	309	80	302	51*	81	57	45*	323	21**	379	82	36**
Effective base	696	76	98	24	91	65	90	26	28	35	104	28	292	75	300	47	72	56	43	310	19	363	82	30
NET: Received a response	169	14	26	3	18	27	22	6	13	10	18	5	72	19	63	22	22	17	12	56	2	67	36	12
	23%vx	17%	25%	13%	19%	43%Tabdfj	23%	23%	48%	27%	17%	14%	23%	24%	21%	43%T	28%	30%	26%	17%	10%	18%	44%Tx	33%
NET: Reimbursed	108	3	7	5	12	16	14	5	5	6	32	1	37	11	49	11	8	15	8	22	2	57	17	7
	15%abv	4%	7%	19%	13%a	26%Tabd	15%a	19%	20%	15%a	30%Tabdf	3%	12%	14%	16%	22%	10%	26%Ts	18%v	7%	10%	15%	20%	19%
Nothing	309	48	44	11	46	12	45	13	7	16	33	19	139	35	128	8	32	18	17	174	8	181	15	10
	43%ejry	58%Tbej	42%e	44%	48%ej	19%	47%ej	47%	25%	46%e	31%	59%	45%	44%	42%	16%	40%r	32%	38%	54%Tu	36%	48%Ty	19%	29%
I got a response to confirm my case is being investigated	147	12	23	3	16	27	19	5	13	8	13	2	63	17	61	17	16	14	11	50	2	61	27	9
	20%jvx	15%	22%	13%	17%	43%Tabdfj	20%	19%	48%	22%	12%	6%	21%	21%	20%	34%T	19%	24%	15%	10%	16%	33%Tx	26%	
The content was removed	124	13	23	3	12	14	12	3	8	3	27	3	55	14	50	16	20	11	13	46	4	65	13	5
	17%	16%	22%	11%	13%	22%	13%	11%	31%	9%	25%Tdfi	9%	18%	18%	16%	32%T	24%	18%	29%Tv	14%	19%	17%	16%	15%
I got all my money back	94	1	4	3	12	16	13	4	3	6	30	-	32	13	45	7	6	13	6	21	2	51	10	7
	13%abv	1%	4%	11%	13%ab	26%Tabd	14%ab	16%	12%	15%ab	28%Tabdf	-	10%	10%	15%	13%	7%	23%Ts	14%	6%	10%	13%	12%	19%
I was asked to provide further information	61	5	7	3	4	8	9	3	5	6	10	-	25	9	23	11	10	6	6	17	2	24	18	3
	8%vx	6%	7%	13%	4%	12%	10%	11%	19%	17%d	9%	-	8%	11%	7%	22%T	13%	11%	13%v	5%	8%	6%	23%Tx	9%
I got a response to confirm my case won't be investigated	27	3	4	-	3	3	3	1	-	2	6	3	14	2	3	6	8	5	1	8	-	8	12	2
	4%nx	3%	3%	-	3%	5%	3%	4%	-	5%	5%	8%	4%n	2%	1%	11%T	10%T	8%	2%	2%	-	2%	15%Tx	7%
I got some of my money back	15	2	3	2	-	-	1	1	2	-	3	1	6	3	4	4	2	2	2	1	-	7	7	-
	2%v	3%	3%	7%	-	-	1%	3%	8%	-	3%	3%	2%	4%	1%	9%T	3%	4%	5%v	*	-	2%	8%Tx	-
Something else	32	3	4	1	9	2	3	-	2	1	4	2	11	5	15	-	2	3	1	15	1	20	3	2
	4%	3%	4%	5%	9%T	3%	3%	-	7%	2%	4%	5%	4%	6%	5%	-	2%	5%	2%	5%	4%	5%	4%	5%
Can't remember	39	3	6	1	5	4	5	-	1	2	7	3	18	-	21	-	3	3	2	15	3	15	5	5
	5% <u>m</u>	3%	6%	6%	6%	6%	5%	-	4%	5%	7%	10%	6% <u>m</u>	-	7% <u>m</u>	-	4%	5%	5%	5%	14%	4%	7%	13%
Prefer not to say	4	-	-	-	-	-	-	1	1	-	-	-	1	-	2	-	1	-	1	1	-	3	1	-
	1%	-	-	-	-	-	-	4%	3%	-	-	-	-	-	1%	-	2%	-	2%	*	-	1%	1%	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 220
Q23. You mentioned you reported the incident. What happened as a result?
 Base: All those who reported the incident

	Q19. Money lost						Q21. Action taken			Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards		
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	727	192	77	73	28	532	727	497	193	310	123	147	25	60	95	15	34	303	362	232	449
Weighted base	727	194	76	74	28**	530	727	501	191	309	124	147	27**	61	94	15**	32*	301	362	227	452
Effective base	696	185	75	71	27	508	696	475	186	297	118	141	23	57	92	15	33	291	345	222	429
NET: Received a response	169	78	16	37	17	90	169	161	40	-	24	147	27	38	32	9	2	77	83	59	101
	23%gmt	40%Tbg	21%	50%Tabg	60%	17%	23%	32%Til	21%	-	19%am	100%Tmnqr	100%	62%Tmnrt	34%Tmnt	62%	5%mt	26%	23%	26%	22%
NET: Reimbursed	108	69	25	30	10	38	108	102	22	-	11	34	6	18	94	15	2	49	45	35	61
	15%gmn	36%Tg	33%Tg	40%Tg	37%	7%	15%	20%Til	12%	-	9%am	23%Tmnt	22%	29%Tmnt	100%Tmnoqt	100%	7%mt	16%	12%	16%	14%
Nothing	309	43	18	13	6	266	309	159	97	309	-	-	-	-	-	-	-	117	159	91	196
	43%abcknoqr	22%	24%	17%	23%	50%Tabc	43%k	32%	51%Tik	100%Tnoqr	-	-	-	-	-	-	-	39%	44%	40%	43%
I got a response to confirm my case is being investigated	147	59	11	28	14	87	147	139	37	-	21	147	5	33	27	8	2	65	76	49	90
	20%gmt	30%Tbg	15%	37%Tbg	50%	16%	20%	28%Til	20%	-	17%am	100%Tmnqr	18%	54%Tmnrt	29%Tmnt	55%	5%mt	22%	21%	22%	20%
The content was removed	124	24	15	7	2	99	124	96	27	-	124	21	4	12	9	2	1	61	57	45	71
	17%amrt	12%	19%a	10%	7%	19%a	12%	19%Ti	14%	-	100%Tmoqr	15%am	15%	19%mt	10%am	14%	3%mt	20%	16%	20%	16%
I got all my money back	94	56	22	25	8	38	94	90	19	-	9	27	5	12	94	1	2	39	42	32	52
	13%gmn	29%Tg	29%Tg	33%Tg	28%	7%	13%	18%Til	10%	-	7%am	19%Tmn	18%	20%gmn	100%Tmnoqt	8%	7%mt	13%	12%	14%	11%
I was asked to provide further information	61	33	9	11	5	27	61	57	12	-	12	33	8	61	12	5	1	27	32	25	33
	8%gm	17%Tg	12%g	14%g	18%	5%	8%	11%Til	6%	-	9%am	23%Tmnt	28%	100%Tmnort	13%am	36%	3%mt	9%	9%	11%	7%
I got a response to confirm my case won't be investigated	27	22	4	11	4	5	27	27	4	-	4	5	27	8	5	1	-	15	8	12	13
	4%gmv	11%Tbg	6%g	15%Tg	14%	1%	4%	5%Til	2%	-	3%am	3%am	100%	12%Tmnort	5%am	7%	-	5%w	2%	5%	3%
I got some of my money back	15	15	4	5	3	-	15	13	4	-	2	8	1	5	1	15	-	10	4	3	11
	2%gmv	8%Tg	5%Tg	7%Tg	9%	-	2%	3%	2%	-	2%am	6%Tm	4%	9%Tmnr	1%	100%	-	3%Tv	1%	1%	2%
Something else	32	7	4	3	-	25	32	19	14	-	1	2	-	1	2	-	32	8	21	6	23
	4%mmo	4%	6%	4%	-	5%	4%	4%	7%Tik	-	1%	1%	-	2%am	2%am	-	100%Tmnogr	3%	6%	3%	5%
Can't remember	39	4	4	-	-	35	39	21	7	-	-	-	-	-	-	-	-	13	21	8	31
	5%ackmnor	2%	5%a	-	-	7%Tac	5%k	4%	4%	-	-	-	-	-	-	-	-	4%	6%	4%	7%T
Prefer not to say	4	3	2	1	-	1	4	4	1	-	-	-	-	-	-	-	-	1	3	1	3
	1%g	2%Tg	3%Tg	1%	-	*	1%	1%	*	-	-	-	-	-	-	-	-	*	1%	*	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 221
Q23. You mentioned you reported the incident. What happened as a result?
 Base: All those who reported the incident

	Internet access at home		Personal internet usage				Highest education				Children in household		Household income					Any impacting/ limiting conditions		Financial vulnerability			
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	727	725	17	473	147	86	29	345	261	82	267	460	151	199	172	93	60	14	255	457	136	414	133
Weighted base	727	725	15**	470	151	87	26**	349	254	85	279	448	153	192	172	96	58	14**	251	459	144	408	127
Effective base	696	694	17	453	140	83	28	329	252	79	258	439	146	190	164	89	58	13	244	438	132	394	129
NET: Received a response	169	168	5	82	51	31	5	72	64	27	76	93	35	51	36	22	17	3	66	98	36	92	34
	23%eo	23%	30%	18%	34%Te	35%Te	18%	21%	25%	32%j	27%	21%	23%	27%	21%	23%	30%	23%	26%	21%	25%	23%	27%
NET: Reimbursed	108	108	1	72	21	13	6	50	40	11	39	69	28	28	26	12	5	1	40	65	23	61	16
	15%	15%	7%	15%	14%	15%	21%	14%	16%	13%	14%	15%	18%	15%	15%	12%	9%	6%	16%	14%	16%	15%	12%
Nothing	309	309	6	211	54	35	16	145	108	35	109	200	64	77	78	41	24	8	114	190	63	173	56
	43%	43%	36%	45%	36%	40%	59%	42%	43%	41%	39%	45%	42%	40%	45%	42%	42%	56%	46%	41%	44%	42%	44%
I got a response to confirm my case is being investigated	147	147	5	77	37	27	5	69	51	21	67	80	28	43	34	19	16	3	54	89	30	80	31
	20%eo	20%	30%	16%	24%e	32%Te	18%	20%	20%	25%	24%o	18%	18%	23%	20%	20%	28%	23%	22%	19%	21%	20%	25%
The content was removed	124	123	2	85	26	11	2	74	35	9	57	66	26	27	27	21	9	4	34	87	19	73	22
	17%o	17%	11%	18%	17%	12%	7%	21%Tkl	14%	10%	21%	15%	17%	14%	16%	22%	15%	25%	14%	19%	13%	18%	17%
I got all my money back	94	94	1	65	20	7	6	45	34	9	33	61	25	24	21	12	4	1	31	60	20	52	14
	13%	13%	7%	14%	13%	8%	21%	13%	13%	10%	12%	14%	16%	13%	12%	12%	7%	6%	13%	13%	14%	13%	11%
I was asked to provide further information	61	60	1	36	16	8	1	27	19	14	25	36	7	21	14	6	8	1	20	39	12	33	12
	8%	8%	5%	8%	11%	9%	4%	8%	8%	16%Tjk	9%	8%	5%	11%p	8%	6%	13%p	7%	8%	8%	9%	8%	9%
I got a response to confirm my case won't be investigated	27	26	-	6	17	4	-	5	15	7	13	14	6	12	4	3	1	-	12	14	7	16	3
	4%aej	4%	-	1%	11%Te	5%e	-	1%	6%Tj	8%Tj	5%	3%	4%	6%	2%	3%	2%	-	5%	3%	5%	4%	2%
I got some of my money back	15	15	-	8	1	6	-	5	6	4	7	8	4	4	6	-	1	-	8	7	2	10	2
	2%	2%	-	2%	1%	7%Tef	-	1%	2%	4%	2%	2%	2%	2%	3%	-	1%	-	3%	1%	2%	2%	1%
Something else	32	32	3	21	8	1	-	15	11	5	5	27	6	8	7	7	1	-	7	25	2	22	4
	4%nx	4%	17%	4%	5%	1%	-	4%	4%	5%	2%	6%Tn	4%	4%	4%	7%	3%	-	3%	5%	1%	5%x	3%
Can't remember	39	39	1	26	8	5	-	17	17	3	18	21	8	9	10	6	3	-	9	29	7	22	7
	5%	5%	6%	6%	5%	5%	-	5%	7%	4%	6%	5%	5%	5%	6%	7%	5%	-	3%	6%	5%	6%	5%
Prefer not to say	4	4	-	3	-	1	-	3	1	-	2	2	2	1	-	-	-	-	4	-	3	-	-
	1%	1%	-	1%	-	1%	-	1%	*	-	1%	*	1%	*	-	-	-	-	2%Tw	-	2%Ty	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 222
Q24a. Since your last experience of a scam or fraud, have you noticed a higher than usual amount of suspicious content on the sites you visit and services you use?
Base: All who have experienced online fraud or scams

	Gender		Age										SEG					Ethnicity					Q4. Personally know other victims				
	Total (T)	Man (a)	Woman (b)	18-24 (l)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)	
Unweighted base	893	496	390	59	179	180	175	144	105	51	238	355	300	258	175	255	197	176	513	373	738	150	28	87	29	515	318
Weighted base	890	453	429	93	183	174	180	121	90	49*	276	354	260	269	243	186	186	512	372	725	160	30*	93	30**	522	309	
Effective base	854	472	380	58	178	176	173	141	103	49	227	349	292	243	245	192	170	487	361	706	144	26	84	28	491	307	
Yes, I have noticed more suspicious content	342 38%ovD	170 38%	169 39%	29 31%	78 43%l	68 39%	79 44%l	41 34%	34 38%	13 26%	107 39%	147 41%o	88 34%	91 34%	94 39%	77 41%	76 41%	186 36%	152 41%	263 36%	77 48%Tv	14 45%	44 47%v	14 46%	227 44%TD	97 31%	
No	469 53%uwyc	248 55%	217 50%	56 61%	85 46%	91 52%	84 47%	69 57%	52 58%	33 67%Tgi	141 51%	175 49%	153 59%Tn	159 59%Tr	128 53%	87 47%	94 51%	287 56%Tu	181 49%	403 56%Twy	63 39%	14 47%	34 37%	13 44%	251 48%	187 61%TC	
Don't know	78 9%	35 8%	43 10%	8 8%	20 11%	15 8%	17 10%	12 10%	4 4%	3 7%	27 10%	32 9%	19 7%	19 7%	20 8%	22 12%	15 8%	39 8%	37 10%	58 8%	20 13%	2 8%	15 16%Tv	3 11%	44 8%	24 8%	
Prefer not to say	1	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	1	1	-	-	-	-	-	1	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 223
Q24a. Since your last experience of a scam or fraud, have you noticed a higher than usual amount of suspicious content on the sites you visit and services you use?
 Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced												Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication				
	Total (T)	Romance or dating scam (a)	Investment , pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/ Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/ Prefer not to say (w)	No (x)	Yes (y)	Can't remember/ Prefer not to say (z)
Unweighted base	893	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	854	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
Yes, I have noticed more suspicious content	342	41	60	15	31	32	45	15	17	16	50	12	174	29	127	33	38	29	29	155	9	175	41	14
	38%dn	40%	46%dk	53%	28%	45%dk	38%	46%	52%dk	36%	35%	26%	46%Tmn	32%	33%	59%Tst	41%	52%T	40%	34%	40%	47%	33%	
No	469	53	58	12	73	33	64	12	14	24	79	27	168	53	224	22	46	32	25	201	10	236	40	14
	53%blrz	52%	44%	43%	65%Tabegh	46%	55%	37%	45%	54%	56%	60%	44%	59%l	59%TI	39%	50%	45%	44%	52%	36%	54%z	46%	33%
Don't know	78	8	12	1	8	6	8	5	1	4	12	6	36	8	30	1	9	11	2	30	8	27	6	15
	9%x	8%	9%	4%	7%	9%	7%	17%	3%	10%	8%	14%	9%	8%	8%	2%	9%	15%r	4%	8%	30%	6%	7%	34%Tx
Prefer not to say	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-
	*	1%	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	*	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 224
Q24a. Since your last experience of a scam or fraud, have you noticed a higher than usual amount of suspicious content on the sites you visit and services you use?
Base: All who have experienced online fraud or scams

	Q19. Money lost						Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards			
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)	
Unweighted base	893	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575	
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577	
Effective base	854	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549	
Yes, I have noticed more suspicious content	342 38%g v x	105 48%Tg	44 47%g	38 47%g	15 49%	236 35%	301 41%Tj	39 26%	216 43%Tj	80 42%j	117 38%	61 50%Tmt	65 44%	15 57%	27 44%	39 41%	10 70%	8 26%	342 100%Tv	-	182 71%Tx	136 24%	
No	469 53%abc k u w	88 40%	37 40%	32 40%	13 44%	378 57%Tabc	362 50%	101 67%Tkl	246 49%	95 50%	159 52%	57 46%	76 52%	8 30%	32 53%	42 44%	4 25%	21 65%r	-	469 100%Tu	60 24%	398 69%Tw	
Don't know	78 9%gou v w x	26 12%	12 13%	11 13%	2 7%	51 8%	64 9%	10 7%	40 8%	16 8%	33 11%o	6 5%	6 4%	4 13%	2 3%	14 15%Tnoq	1 5%	3 9%	-	-	13 5%	42 7%	
Prefer not to say	1 .	- .	- .	- .	- .	1 .	- .	- .	- .	- .	- .	- .	- .	- .	- .	- .	- .	- .	- .	- .	- .	- .	1 .

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 225
Q24a. Since your last experience of a scam or fraud, have you noticed a higher than usual amount of suspicious content on the sites you visit and services you use?
Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income						Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	893	887	23	578	179	107	35	418	330	98	8	311	582	183	235	221	118	67	20	303	568	171	500	166
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157
Effective base	854	848	23	554	171	102	34	399	318	94	7	300	555	177	225	211	113	65	19	290	543	165	476	162
Yes, I have noticed more suspicious content	342	339	4	210	75	51	10	158	123	40	8	142	199	72	87	77	47	27	9	134	195	78	173	64
	38%ow	38%	21%	37%	41%	46%	30%	38%	38%	39%	72%	44%To	35%	39%	38%	35%	39%	42%	44%Tw	45%	34%	43%	35%	41%
No	469	467	15	310	95	49	18	225	169	53	3	150	320	90	119	125	62	33	11	135	326	81	270	85
	53%nvx	53%	74%	55%	51%	44%	56%	54%	52%	52%	28%	46%	56%Tn	49%	53%	57%	51%	51%	53%	46%	57%Tv	45%	55%x	54%
Don't know	78	77	1	48	14	10	4	35	30	10	-	31	47	21	20	17	13	5	-	27	48	21	47	8
	9%	9%	5%	8%	8%	9%	14%	8%	9%	9%	-	10%	8%	12%	9%	8%	10%	8%	-	9%	8%	12%z	10%	5%
Prefer not to say	1	1	-	1	-	-	-	-	1	-	-	-	1	1	-	-	-	-	-	1	-	-	1	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 226
Q24b. Since your last experience of a scam or fraud, have you been contacted more often by strangers online or offline?
Base: All who have experienced online fraud or scams

	Gender		Age										SEG						Ethnicity					Q4. Personally know other victims		
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	893	496	390	59	179	180	175	144	105	51	238	355	300	258	255	197	176	513	373	738	150	28	87	29	515	318
Weighted base	890	453	429	93	183	174	180	121	90	49*	276	354	260	269	243	186	186	512	372	725	160	30*	93	30**	522	309
Effective base	854	472	380	58	178	176	173	141	103	49	227	349	292	243	245	192	170	487	361	706	144	26	84	28	491	307
Yes, I have been contacted more often by strangers	254 29%vD	140 31%	114 27%	21 22%	59 33%	51 29%	55 30%	31 26%	27 30%	10 21%	80 29%	105 30%	69 26%	72 27%	75 31%	59 32%	44 24%	147 29%	104 28%	192 26%	62 39%Tv	8 26%	41 44%Tv	12 41%	173 33%TD	71 23%
No	577 65%rwyC	285 63%	285 66%	68 73%	110 60%	112 64%	110 61%	84 69%	60 67%	34 70%	177 64%	221 62%	178 69%	182 68%	154 63%	109 59%	129 69%r	336 66%	238 64%	486 67%Twy	85 54%	19 61%	45 48%	17 56%	312 60%	226 73%TC
Don't know	56 6%D	25 5%	30 7%	3 3%	12 6%	12 7%	16 9%	6 5%	3 3%	4 9%	15 5%	28 8%	13 5%	13 5%	14 6%	15 8%	13 7%	28 5%	28 8%	45 6%	11 7%	4 13%	6 6%	1 3%	34 6%	12 4%
Prefer not to say	3 *	3 1%	-	1 1%	2 1%	-	-	-	-	-	3 1%	-	-	1 *	-	2 1%	-	1 *	2 1%	2 *	1 1%	-	1 1%	-	3 1%	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 227
Q24b. Since your last experience of a scam or fraud, have you been contacted more often by strangers online or offline?
 Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication					
	Romance or dating scam (a)	Investment or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)	
Unweighted base	893	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	854	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
Yes, I have been contacted more often by strangers	254 29% _j	34 33% _j	41 32%	10 36%	30 27%	25 35% _j	33 28%	11 33%	9 27%	12 28%	30 21%	12 27%	125 33% _{Tmn}	18 20%	99 26%	25 46% _{Tst}	20 21%	18 25%	19 34%	121 31%	8 32%	135 31%	43 49% _{Txz}	12 29%
No	577 65% _{ryz}	63 61%	84 64%	17 60%	74 67%	43 60%	75 63%	20 63%	22 70%	28 63%	102 73% _T	26 59%	234 62%	69 77% _{Tn}	250 66%	26 47%	69 75% _{Tr}	49 68% _r	36 65%	240 62%	15 57%	284 65% _{yz}	43 49%	20 46%
Don't know	56 6% _x	5 5%	5 4%	1 4%	7 6%	3 4%	10 8%	-	1 3%	4 9%	8 6%	6 14% _{bg}	18 5%	2 2%	32 8% _{Tm}	4 7%	4 4%	4 5%	1 2%	23 6%	2 8%	18 4%	2 2%	9 20% _{Txy}
Prefer not to say	3 *	1 1%	-	-	-	-	-	1 4% _{Tbdf}	-	-	1 1%	-	2 1%	1 1% _n	-	-	-	1 1%	-	1 *	1 3%	1 *	-	2 5% _{Txy}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 228
Q24b. Since your last experience of a scam or fraud, have you been contacted more often by strangers online or offline?
Base: All who have experienced online fraud or scams

	Q19. Money lost						Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards		
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	893	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	854	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
Yes, I have been contacted more often by strangers	254 29%gjjvx	77 35%Tg	27 29%	30 37%	13 44%	176 26%	227 31%Tj	25 16%	159 32%Tj	62 32%j	91 29%	45 36%T	49 34%	12 46%	25 42%Tt	32 34%	3 21%	6 20%	182 53%Tv	60 13%	254 100%Tx	-
No	577 65%airuw	124 56%	57 62%	46 57%	14 46%	451 68%Ta	452 62%	117 78%Tikl	311 62%	118 62%	196 63%	71 57%	90 61%	13 47%	33 55%	52 55%	11 72%	23 72%	136 40%	398 85%Tu	-	577 100%Tw
Don't know	56 6%vwx	17 8%	7 8%	5 6%	3 9%	38 6%	45 6%	8 5%	29 6%	11 6%	22 7%	8 6%	8 5%	2 8%	1 2%	8 9%	1 7%	3 8%	24 7%v	11 2%	-	-
Prefer not to say	3 *	1 1%	1 1%	-	-	2 *	2 *	1 1%	2 *	-	-	-	-	-	1 2%Tm	2 2%Tm	-	-	-	-	-	-

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Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 229
Q24b. Since your last experience of a scam or fraud, have you been contacted more often by strangers online or offline?
Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income					Any impacting/limiting conditions		Financial vulnerability			
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentialy financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	893	887	23	578	179	107	35	418	330	98	8	311	582	183	235	221	118	67	20	303	568	171	500	166
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157
Effective base	854	848	23	554	171	102	34	399	318	94	7	300	555	177	225	211	113	65	19	290	543	165	476	162
Yes, I have been contacted more often by strangers	254	252	5	159	59	30	12	107	88	37	8	109	145	46	67	60	36	23	4	91	156	57	135	42
	29% ^o	29%	26%	28%	32%	27%	37%	26%	27%	36% ^j	79%	34% ^{To}	26%	25%	30%	28%	30%	36%	20%	31%	27%	32%	28%	27%
No	577	572	14	374	109	76	20	285	207	61	2	199	378	122	146	207	77	38	16	181	382	109	325	107
	65%	65%	66%	66%	59%	69%	63%	68%	64%	59%	21%	61%	67%	66%	65%	66%	64%	60%	80%	61%	67%	60%	66%	68%
Don't know	56	56	2	33	15	5	-	24	27	5	-	12	44	15	13	7	3	-	25	29	12	29	8	
	6% ^{an}	6%	9%	6%	8%	4%	-	6%	8%	5%	-	4%	8% ^{Tn}	8%	6%	6%	4%	-	8%	5%	7%	6%	5%	
Prefer not to say	3	3	-	2	1	-	-	2	1	-	-	3	-	1	-	1	-	-	-	2	1	2	-	
	*	*	-	*	1%	-	-	1%	*	-	-	1% ^o	-	1%	-	1%	-	-	-	*	1%	*	-	

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 230
Q25. Whose responsibility do you think it is to take action against fraud and scams online?
Base: All respondents

	Gender			Age										SEG						Ethnicity						Q4. Personally know other victims			
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Other ethnic group (A)	Prefer not to say (B)	Yes (C)	No (D)	
Unweighted base	2097	1122	964	162	384	382	385	361	290	133	546	767	784	552	643	456	434	1195	890	1835	244	50	135	45	14	18	812	1147	
Weighted base	2097	1022	1064	257	389	366	395	312	247	130	646	762	689	569	617	434	465	1186	899	1813	266	55*	149	47*	15**	18**	825	1132	
Effective base	1999	1070	934	161	382	373	381	353	286	128	517	753	764	522	615	441	416	1135	853	1753	232	47	129	43	13	17	772	1097	
The platform/ service itself	1270	626	636	114	195	230	263	215	172	82	309	492	469	358	384	254	268	742	522	1107	154	40	75	27	11	10	480	703	
	61%fgmy	61%	60%	44%	50%	63%fg	66%Tfg	69%Tfg	70%Tfg	63%fg	48%	65%Tm	68%Tm	63%	62%	58%	58%	63%Tu	58%	61%y	58%y	72%	50%	58%	74%	55%	58%	62%	
Users themselves, when they see fraudulent content or activity	1137	541	587	104	183	203	226	190	155	77	287	429	422	327	356	223	224	683	447	990	138	35	64	31	8	10	409	649	
	54%fbmsy	53%	55%	41%	47%	55%fg	57%fg	61%Tfg	63%Tfg	60%fg	44%	56%fm	61%Tm	57%fs	58%Ts	51%	48%	58%Tu	50%	55%y	52%y	63%	43%	66%wy	49%	55%	50%	57%TC	
The police	1134	583	545	116	197	202	227	188	144	60	313	429	392	313	346	238	230	659	468	991	132	34	65	28	5	11	412	636	
	54%bfbmsy	57%Tb	51%	45%	51%	55%fl	57%fl	60%Tfgl	58%fl	46%	48%	56%fm	57%fm	55%	56%fs	55%	50%	56%fs	52%	55%y	50%y	62%	44%	60%	31%	62%	50%	56%TC	
Action Fraud	1058	484	567	117	164	183	211	167	138	78	281	394	383	285	321	230	216	606	447	916	131	27	69	25	10	11	427	554	
	50%eagm	47%	53%Ta	46%	42%	50%g	53%g	53%g	56%Tfg	44%	44%	52%fm	55%Tm	50%	52%	53%	47%	51%	50%	51%	49%	50%	46%	53%	63%	59%	52%	49%	
My bank, credit card company, building society or pension provider	850	405	440	81	141	158	176	134	102	58	222	334	294	240	261	187	155	501	342	727	113	24	51	29	9	10	331	461	
	41%fbmsy	40%	41%	32%	36%	43%fl	45%fg	43%fl	41%fl	45%fl	34%	44%Tm	43%fm	42%fs	42%fs	43%fs	33%	42%	38%	40%	42%y	43%	34%	62%Tvwjy	60%	59%	40%	41%	
Advertising Standards Authority	779	360	413	80	116	128	161	137	100	57	197	289	293	212	238	160	167	450	326	683	88	23	40	17	8	8	302	431	
	37%cgmy	35%	39%	31%	30%	35%	41%fg	44%Tfgh	40%g	44%fg	30%	38%fm	43%Tm	37%	39%	37%	36%	38%	36%	38%y	33%y	42%	27%	36%	53%	43%	37%	38%	
Financial Conduct Authority	685	313	366	82	109	124	123	110	87	49	192	248	246	198	217	139	126	416	265	580	97	23	47	21	6	8	280	357	
	33%agsu	31%	34%	32%	28%	34%	31%	35%g	35%g	38%g	30%	33%	36%Tm	35%fs	35%fs	32%	27%	35%Tu	29%	32%	36%	41%	32%	44%	39%	45%	34%	32%	
Ofcom	655	320	329	51	106	124	137	109	85	43	157	261	238	190	193	148	120	382	267	569	80	21	41	14	3	7	245	360	
	31%fbms	31%	31%	20%	27%	34%fg	35%fg	35%fg	34%fg	34%fg	24%	34%Tm	34%Tm	33%fs	31%	34%fs	26%	32%	30%	31%	30%	38%	31%	28%	31%	21%	37%	30%	32%
Other	34	24	9	-	7	4	9	6	5	3	7	13	14	12	10	5	7	22	12	30	3	-	1	1	1	1	16	16	
	2%lb	2%Tb	1%	-	2%	1%	2%fl	2%	2%fl	3%fl	1%	2%	2%	2%	2%	1%	2%	2%	1%	2%	1%	-	1%	2%	5%	5%	2%	1%	
Don't know	176	65	109	38	46	31	28	17	9	6	84	59	32	37	47	37	53	84	90	155	18	1	16	1	-	3	50	101	
	8%cajktC	6%	10%Ta	15%Thijk	12%Tijkl	9%k	7%	5%	4%	4%	13%Tno	8%o	5%	6%	8%	8%	11%Tpq	7%	10%Tt	9%	7%	1%	11%w	2%	-	15%	6%	9%TC	
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 231
Q25. Whose responsibility do you think it is to take action against fraud and scams online?
Base: All respondents

	Q6b. Most recent scam/fraud experienced												Q10. Device used			Q12. Promoted content		Q13. Personal connection			Q16. Multiple channels of communication			
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	2097	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	2097	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	1999	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
The platform/ service itself	1270 61%ry	63 61%	77 59%	18 63%	69 62%	38 54%	63 54%	21 65%	19 61%	28 63%	89 63%	21 48%	246 65%	49 54%	225 59%	21 39%	52 56%	48 66%r	36 65%	238 62%	17 65%	274 63%y	41 46%	21 49%
Users themselves, when they see fraudulent content or activity	1137 54%bhjrsty	55 53%	59 46%	9 33%	68 61%bgjh	37 52%	62 53%	13 39%	11 34%	27 62%h	64 46%	22 50%	198 52%	41 46%	202 53%	14 26%	40 43%r	31 43%	25 45%	215 56%	12 44%	233 53%y	32 36%	17 39%
The police	1134 54%abghijlmnrsvx	38 37%	55 42%	13 47%	52 47%	42 59%abghij	60 51%a	10 32%	12 37%	15 35%	56 40%	23 51%	169 45%	37 40%	171 45%	17 30%	33 35%	32 44%	25 45%	173 45%	10 39%	177 40%	41 47%	19 43%
Action Fraud	1058 50%lr	48 47%	64 49%	9 33%	53 47%	36 51%	53 45%	16 49%	11 34%	27 61%h	62 44%	18 41%	172 45%	45 50%	187 49%	20 37%	44 48%	33 46%	25 44%	186 48%	9 33%	213 49%	36 41%	20 47%
My bank, credit card company, building society or pension provider	850 41%ajlmnrsvx	24 23%	51 39%a	7 24%	37 33%	34 47%aj	43 36%a	10 31%	9 27%	21 47%a	43 31%	14 33%	135 36%	25 28%	135 36%	9 17%	27 29%	23 32%	15 34%	132 22%	6 34%	147 34%	30 35%	16 36%
Advertising Standards Authority	779 37%adgnrvxy	27 26%	47 36%d	8 28%	21 19%	26 37%d	38 32%d	6 20%	9 28%	19 44%adg	44 31%d	17 40%d	124 33%	32 35%	116 30%	11 19%	30 32%	25 35%	15 26%	107 28%	8 28%	141 32%	20 23%	13 31%
Financial Conduct Authority	685 33%alvx	18 18%	51 39%ad	5 20%	27 25%	25 35%a	37 31%a	8 24%	7 21%	12 28%	41 29%a	15 33%	106 28%	23 26%	127 33%	12 21%	29 32%	19 26%	13 23%	107 28%	4 15%	125 29%	27 30%	14 32%
Ofcom	655 31%ty	23 22%	40 31%	6 22%	29 26%	24 33%	35 30%	6 18%	6 18%	14 30%	34 24%	11 26%	102 27%	23 26%	110 29%	10 19%	23 25%	12 17%	14 25%	105 27%	6 22%	120 27%	16 18%	9 21%
Other	34 2%	1 1%	-	1 3%	2 2%	1 1%	3 2%	1 3%	1 3%b	4 8%Tabj	2 1%	2 4%b	5 1%	2 2%	10 3%	1 2%	-	1 1%	1 2%	9 7%	-	10 2%	2 2%	-
Don't know	176 8%sx	5 5%	9 7%	-	5 5%	6 8%	7 6%	1 4%	4 12%	1 2%	8 6%	4 10%	23 6%	5 5%	23 6%	3 6%	2 2%	7 10%s	1 2%	27 7%	3 12%	17 4%	5 6%	5 13%x
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 232
Q25. Whose responsibility do you think it is to take action against fraud and scams online?
Base: All respondents

	Q19. Money lost					Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards			
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	2097	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	2097	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	1999	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
The platform/ service itself	1270	101	48	33	12	432	449	83	300	135	214	70	75	13	36	51	8	22	219	273	145	356
	61%aco	46%	52%	41%	41%	65%Tabc	62%	55%	60%	71%Tijk	69%Tnor	56%	51%	46%	58%	54%	54%	70%	64%	58%	57%	62%
Users themselves, when they see fraudulent content or activity	1137	88	36	35	13	365	396	56	267	125	191	55	68	11	26	46	5	25	168	243	115	308
	54%abcjnouw	40%	39%	43%	45%	55%abc	54%aj	37%	53%aj	66%Tijk	62%Tnoqr	44%	46%	40%	43%	49%	34%	78%Tnoqr	49%	52%	45%	53%w
The police	1134	89	39	32	14	300	322	64	232	99	146	46	68	13	32	45	8	16	153	205	110	254
	54%abcgijkm	41%	42%	39%	46%	45%	44%	43%	46%	52%i	47%	37%	46%	49%	52%n	48%	53%	52%	45%	44%	43%	44%
Action Fraud	1058	96	37	39	11	319	358	57	252	109	155	57	71	10	33	41	8	21	162	210	117	269
	50%abjvx	44%	40%	47%	37%	48%	49%aj	38%	50%aj	57%ij	50%	46%	48%	38%	55%	44%	55%	66%nr	47%	45%	46%	47%
My bank, credit card company, building society or pension provider	850	78	28	29	14	227	266	36	193	79	110	31	64	10	30	44	7	16	114	164	79	203
	41%bgijnuvw	35%	30%	35%	47%	34%	37%aj	24%	39%aj	41%aj	36%n	25%	44%n	36%	48%n	47%n	43%	50%n	33%	35%	31%	35%
Advertising Standards Authority	779	64	28	25	8	218	245	37	175	81	108	35	50	10	23	25	7	10	113	148	79	188
	37%agijnrvw	29%	31%	31%	26%	33%	34%aj	25%	35%aj	43%ijk	35%	28%	34%	36%	38%	26%	48%	32%	33%	31%	31%	33%
Financial Conduct Authority	685	68	24	22	20	195	228	35	156	64	106	28	46	10	19	24	5	11	101	137	81	167
	33%gjn	31%	26%	27%	67%	29%	31%	23%	31%	33%aj	34%n	23%	31%	39%	31%	26%	36%	35%	30%	29%	32%	29%
Ofcom	655	47	20	14	10	194	203	36	147	66	102	26	37	7	18	24	6	12	97	122	72	156
	31%abcijnvx	21%	21%	17%	34%	29%ac	28%	24%	29%	35%ij	33%n	21%	25%	24%	29%	25%	41%	39%n	28%	26%	28%	27%
Other	34	3	2	1	-	15	15	3	8	5	6	1	2	-	2	-	3	4	13	7	7	11
	2%	1%	3%	1%	-	2%	2%	2%	2%	2%	2%	1%	1%	-	2%	-	9%Tmnoq	1%	3%T	3%	3%	2%
Don't know	176	8	2	4	2	45	27	21	16	8	13	4	7	1	4	-	1	12	30	7	35	
	8%abiklmnuw	4%	2%	5%	6%	7%	4%	14%Tikl	3%	4%	4%	3%	5%	-	5%	-	2%	3%	6%	3%	3%	6%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 233
Q25. Whose responsibility do you think it is to take action against fraud and scams online?
Base: All respondents

	Internet access at home			Personal internet usage				Highest education					Children in household		Household income						Any impacting/limiting conditions		Financial vulnerability				
	Total (T)	Yes (a)	No (b)	Don't know (c)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Don't know (h)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	2097	2074	12	11	71	1389	409	206	22	92	1029	752	184	25	577	1518	405	574	519	264	144	44	630	1409	341	1212	386
Weighted base	2097	2074	12**	12**	67	1372	423	213	22**	85	1028	747	187	34**	601	1493	414	557	510	268	146	46*	628	1406	363	1186	380
Effective base	1999	1977	12	10	69	1327	389	195	21	88	981	719	177	24	555	1443	387	548	495	252	137	41	600	1344	328	1155	369
The platform/ service itself	1270 61%ginx	1263 61%T	5 47%	2 16%	48 71%g	833 61%	266 63%g	115 54%	9 41%	40 47%	615 60%i	480 64%Ti	112 60%i	16 46%	338 56%	933 62%Tn	237 57%	353 63%	314 62%	155 58%	98 67%p	29 64%	398 63%	845 60%	200 55%	733 62%x	248 65%Tx
Users themselves, when they see fraudulent content or activity	1137 54%ijnrx	1132 55%T	3 24%	2 16%	42 62%	753 55%	224 53%	110 52%	7 33%	33 39%	512 50%	456 61%Tij	110 59%ij	18 53%	295 49%	842 56%Tn	213 51%	325 58%Tpr	257 50%	152 57%	87 59%	27 58%	339 54%	771 55%	164 45%	665 56%x	224 59%Tx
The police	1134 54%jnp	1128 54%T	5 40%	2 16%	41 61%	729 53%	235 56%	118 55%	11 50%	42 49%	512 50%	449 60%Tij	105 56%	20 59%	281 47%	853 57%Tn	200 48%	325 58%Tp	277 54%	143 53%	88 60%p	23 50%	348 55%	763 54%	170 47%	657 55%x	224 59%Tx
Action Fraud	1058 50%	1052 51%T	3 24%	3 23%	38 57%	713 52%	201 47%	96 45%	10 48%	38 45%	517 50%	374 50%	102 55%	18 52%	298 50%	757 51%	200 48%	290 52%	250 49%	133 50%	83 57%	18 40%	322 51%	712 51%	167 46%	609 51%	192 51%
My bank, credit card company, building society or pension provider	850 41%jp	845 41%	4 31%	2 16%	24 36%	561 41%	174 41%	85 40%	6 27%	28 32%	377 37%	342 46%Tij	90 48%Tij	9 26%	228 38%	623 42%	147 35%	248 45%Tp	210 41%	104 39%	68 47%p	14 31%	257 41%	575 41%	131 36%	496 42%	156 41%
Advertising Standards Authority	779 37%ns	772 37%	5 41%	2 19%	33 49%Tig	516 38%	154 36%	70 33%	6 28%	28 32%	378 37%	279 37%	73 39%	14 41%	178 30%	600 40%Tn	149 36%	225 40%ns	192 38%	83 31%	51 35%	18 38%	255 41%T	507 36%	118 33%	452 38%	145 38%
Financial Conduct Authority	685 33%j	681 33%	3 23%	1 10%	31 46%Tefg	447 33%	133 31%	68 32%	6 27%	21 25%	299 29%	275 37%Tij	74 40%Tij	9 28%	177 29%	508 34%Tn	130 31%	189 34%	159 31%	90 33%	56 38%	16 35%	215 34%	456 32%	110 30%	387 33%	139 36%
Ofcom	655 31%ijnx	649 31%	5 42%	1 10%	20 30%	440 32%	129 30%	61 28%	6 27%	16 19%	287 28%	269 36%Tij	75 40%Tij	6 18%	165 27%	490 33%Tn	119 29%	185 33%	160 31%	91 34%	45 31%	10 22%	214 34%	430 31%	94 26%	384 32%x	131 34%x
Other	34 2%	34 2%	-	-	-	23 2%	9 2%	2	-	1 1%	16 2%	11 1%	5 3%	1	5 1%	29 2%	6 1%	9 2%	9 2%	5 2%	2 1%	1 2%	14 2%	20 1%	3 1%	21 2%	8 2%
Don't know	176 8%adt	167 8%	1 8%	7 62%	1 1%	111 8%d	31 7%	25 12%d	8 35%	14 16%Tjkl	89 9%	52 7%	10 5%	6 19%	51 9%	124 8%	41 10%t	36 6%	40 8%	24 9%t	4 3%	7 15%qt	59 9%	102 7%	35 10%	92 8%	24 6%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 234
Q26. Which of the following measure(s) do you think could stop people from engaging with the fraud or scam you last experienced?
Base: All respondents

	Gender		Age								SEG								Ethnicity								Q4. Personally know other victims	
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Other ethnic group (A)	Prefer not to say (B)	Yes (C)	No (D)
Unweighted base	2097	1122	964	162	384	382	385	361	290	133	546	767	784	552	643	456	434	1195	890	1835	244	50	135	45	14	18	812	1147
Weighted base	2097	1022	1064	257	389	366	395	312	247	130	646	762	689	569	617	434	465	1186	899	1813	266	55*	149	47*	15**	18**	725	1132
Effective base	1999	1070	934	161	382	373	381	353	286	128	517	753	764	522	615	441	416	1135	853	1753	232	47	129	43	13	17	772	1097
NET: Online alerts	1664	778	876	181	281	266	337	268	221	110	463	604	598	450	508	353	344	958	697	1449	200	42	107	38	13	15	634	911
	79%afghm	76%syC	82%Ta	71%	72%	73%	85%Tigh	86%Tigh	89%Tigh	84%fgh	72%	79%am	87%Tmn	79%	82%Ts	81%ss	74%	81%	78%	80%ey	75%	76%	72%	81%	87%	84%	77%	80%
NET: Offline promotion	1124	508	611	112	178	194	226	186	156	72	290	419	415	316	349	227	227	665	454	972	145	30	84	23	7	7	450	601
	54%afgms	50%u	57%Ta	44%	46%	53%	57%fg	60%Tgh	63%Tgh	55%f	45%	55%am	60%Tmn	55%ss	57%es	52%	49%	56%Tu	51%	54%	54%	55%	56%	50%	48%	41%	55%	53%
NET: Online promotion	1156	511	637	135	187	199	247	182	133	72	322	446	388	302	364	232	253	666	485	980	165	36	90	30	9	11	464	611
	55%agmv	50%	60%Ta	52%	48%	54%	63%Tghk	58%g	54%	56%	50%	59%Tm	56%am	53%	59%Tp	54%	54%	56%	54%	54%	62%Tv	66%	60%	64%	56%	63%	56%	54%
A warning from the platform that the content or message came from an unverified user	1117	482	628	96	169	173	233	197	165	85	265	406	446	300	329	244	239	629	483	986	120	28	62	19	11	11	396	632
	53%afghm	47%wyC	59%Ta	37%	43%	47%f	59%Tigh	63%Tigh	67%Tigh	65%Tgh	41%	53%am	65%Tmn	53%	53%	56%	51%	53%	54%	54%Twy	45%	51%	41%	41%	70%	61%	48%	56%TC
A warning/ pop-up message from the platform to notify me when a link will take me to another site or service	1008	434	570	91	145	159	218	179	149	68	236	377	395	288	306	211	201	594	412	893	107	19	53	25	10	8	347	582
	48%afgms	42%wyC	54%Ta	35%	37%	44%	55%Tigh	57%Tigh	60%Tgh	52%fg	36%	50%am	57%Tmn	51%ss	50%ss	49%	43%	50%T	46%	49%Twy	40%	34%	35%	53%y	68%	44%	42%	51%TC
A warning from the platform that the same direct message has been forwarded many times	985	443	535	84	157	167	211	168	144	54	241	378	366	267	326	188	200	593	387	881	99	23	48	20	8	6	345	559
	47%afgmu	43%wyC	50%Ta	33%	40%	46%f	53%Tighl	54%Tighl	58%Tighl	41%	37%	50%am	53%Tm	47%	53%Tprs	43%	43%	50%Tu	43%	49%Twy	37%	42%	32%	42%	50%	31%	42%	49%TC
A warning from an authority that the content may be suspicious	960	422	531	93	140	149	200	174	135	70	233	348	379	261	304	187	205	565	391	854	98	13	53	23	9	9	337	546
	46%afghm	41%wyC	50%Ta	36%	36%	41%	51%Tigh	56%Tigh	55%Tigh	54%fgh	36%	46%am	55%Tmn	46%	49%Tr	43%	44%	48%	44%	47%Twy	37%	23%	36%	49%	57%	49%	41%	48%TC
Advice about keeping safe online on television documentaries/ factual programmes (e.g. Rip-off Britain)	795	322	469	67	105	132	173	147	118	52	172	305	318	201	247	166	175	448	341	706	83	19	42	16	5	7	298	441
	38%afgmw	32%y	44%Ta	26%	27%	36%fg	44%Tigh	47%Tigh	48%Tigh	40%fg	27%	40%am	46%Tmn	35%	40%	38%	38%	38%	38%	39%Twy	31%	35%	29%	35%	32%	37%	36%	39%
Online advice about keeping safe online, specifically when I search for such information	752	332	414	74	101	130	169	122	99	57	175	299	278	204	232	151	160	436	311	648	98	23	52	17	6	6	278	425
	36%afgm	33%	39%Ta	29%	26%	36%g	43%Tigh	39%fg	40%fg	44%fg	27%	39%Tm	40%Tm	36%	38%	35%	34%	37%	35%	36%	37%	42%	35%	37%	38%	32%	34%	38%
An occasional pop-up warning on the platform to remain alert for fraudulent content	740	302	435	59	101	120	173	121	111	54	160	293	287	185	238	160	152	423	312	652	82	12	40	20	9	6	276	410
	35%afgmy	30%	41%Ta	23%	26%	33%fg	44%Tigh	39%fg	45%Tigh	42%fg	25%	38%Tm	42%Tm	33%	38%Tp	37%	33%	36%	35%	36%y	31%	22%	27%	43%	56%	33%	33%	36%
Social media posts on advice about keeping safe online	723	290	426	97	117	128	159	102	83	37	214	287	222	180	224	145	172	404	316	607	107	24	54	22	7	8	292	373
	34%agv	28%	40%Ta	38%	30%	35%	40%Tgjl	33%	33%	28%	33%	38%To	32%	32%	36%	33%	37%	34%	35%	33%	40%Tv	44%	36%	47%	43%	47%	35%	33%
Emails from my bank, credit card company, building society or pension provider	719	335	379	65	102	127	148	128	103	47	167	275	277	186	233	149	147	420	296	619	94	16	53	18	6	6	257	417
	34%fgmC	33%	36%	25%	26%	35%fg	37%fg	41%Tgh	41%Tgh	36%fg	26%	36%am	40%Tm	33%	38%Ts	34%	32%	35%	33%	34%	35%	29%	36%	38%	42%	34%	31%	37%TC
Texts from my bank, credit card company, building society or pension provider	610	275	333	61	90	110	128	97	86	37	151	239	220	161	194	126	126	354	252	529	75	16	39	17	3	6	247	323
	29%agm	27%	31%Ta	24%	23%	30%g	32%fg	31%g	35%Tgh	28%	23%	31%am	32%Tm	28%	31%	29%	27%	30%	28%	29%	28%	28%	26%	36%	21%	33%	30%	29%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D

Overlap formulae used.

Prepared by Yonder



Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 234
Q26. Which of the following measure(s) do you think could stop people from engaging with the fraud or scam you last experienced?
Base: All respondents

	Gender			Age										SEG						Ethnicity						Q4. Personally know other victims		
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Other ethnic group (A)	Prefer not to say (B)	Yes (C)	No (D)
Weighted base	2097	1022	1064	257	389	366	395	312	247	130	646	762	689	569	617	434	465	1186	899	1813	266	55*	149	47*	15**	18**	825	1132
Make the content more obvious that it was promoted/sponsored	566	260	300	67	93	80	129	102	68	27	160	209	197	145	178	117	124	323	241	486	71	18	35	11	8	8	217	298
Articles in newspapers on advice about keeping safe online	547	247	298	44	77	92	110	99	87	39	121	202	224	145	172	115	112	318	227	482	59	12	36	8	3	6	201	311
Online video advice about keeping safe online	510	239	268	46	79	101	120	82	57	26	125	221	165	117	168	119	105	285	224	433	70	14	35	18	2	7	204	270
Posters in bus shelters and on billboards etc. on advice about keeping safe online	504	211	290	55	73	91	121	80	60	23	129	212	163	135	153	105	108	287	214	425	74	13	40	14	7	5	188	272
Advertisements in newspapers on advice about keeping safe online	474	228	246	43	64	86	100	82	73	25	107	186	180	129	144	91	106	273	198	407	62	15	33	11	4	5	193	250
Articles in magazines on advice about keeping safe online	455	205	247	37	51	76	102	92	69	27	88	178	189	114	149	94	95	264	188	399	50	13	26	9	2	6	167	253
Advertisements in magazines on advice about keeping safe online	399	179	220	30	51	79	87	68	58	25	82	166	152	105	127	84	81	232	165	344	51	13	25	11	2	4	153	222
Printed leaflets on advice about keeping safe online	365	156	207	32	43	81	81	55	53	21	74	162	129	83	114	79	87	196	166	308	53	11	31	10	1	4	149	192
Other	40	28	11	2	7	7	5	7	5	8	9	12	19	13	12	7	6	26	13	37	2	1	1	-	-	1	13	23
Don't know	184	100	84	22	49	39	27	25	12	10	71	67	47	31	59	36	57	90	93	164	19	4	9	5	2	1	57	116
Prefer not to say	1	1	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 235
Q26. Which of the following measure(s) do you think could stop people from engaging with the fraud or scam you last experienced?
 Base: All respondents

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication					
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	2097	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	2097	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	1999	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
NET: Online alerts	1664	79	98	18	84	50	86	29	25	38	105	34	289	71	291	35	62	53	43	306	16	348	60	29
	79%rsyz	77%	75%	64%	75%	70%	73%	91%efj	78%	86%	74%	77%	76%	79%	76%	64%	67%	74%	78%	79%	60%	79%y	68%	66%
NET: Offline promotion	1124	52	70	10	55	36	54	19	14	24	59	22	196	38	183	29	40	29	27	218	11	221	51	14
	54%ejmstz	50%	54%	37%	49%	51%	46%	59%	45%	54%	42%	49%	52%	42%	48%	53%	43%	40%	49%	57%	41%	50%z	58%z	33%
NET: Online promotion	1156	60	67	14	45	31	61	23	19	26	62	25	206	46	190	25	50	32	29	205	12	233	49	22
	55%dejnt	59%dej	51%	51%	40%	43%	52%	71%bdej	59%	59%d	44%	57%	54%	51%	50%	46%	53%	44%	53%	53%	47%	53%	55%	51%
A warning from the platform that the content or message came from an unverified user	1117	48	55	8	55	29	53	20	16	25	67	19	192	44	175	15	39	29	26	211	11	212	29	17
	53%benrsty	46%	43%	29%	49%	40%	45%	63%be	50%	57%	47%	43%	51%	49%	46%	28%	42%	40%	46%	55%	40%	48%y	33%	40%
A warning/ pop-up message from the platform to notify me when a link will take me to another site or service	1008	39	55	12	43	26	51	12	18	27	59	19	164	37	167	15	38	22	23	169	14	199	28	13
	48%adelrtz	38%	42%	42%	38%	37%	43%	37%	57%	61%abdegj	42%	43%	43%	41%	44%	28%	41%	30%	41%	44%	52%	45%y	32%	31%
A warning from the platform that the same direct message has been forwarded many times	985	38	49	10	53	29	46	15	14	24	56	19	166	40	150	16	33	17	27	171	10	190	32	16
	47%bnrsty	37%	38%	35%	48%	40%	39%	45%	44%	54%	40%	43%	44%	39%	39%	29%	35%	24%	48%	44%	37%	43%	37%	38%
A warning from an authority that the content may be suspicious	960	33	46	10	54	27	45	15	8	22	48	14	143	37	152	10	26	23	20	159	9	164	22	18
	46%abhjnrstxy	32%	35%	35%	49%cahj	39%	38%	47%	25%	49%h	34%	32%	38%	41%	40%	19%	28%	31%	37%	41%	32%	37%y	25%	43%
Advice about keeping safe online on television documentaries/ factual programmes (e.g. Rip-off Britain)	795	39	38	4	35	24	39	13	5	15	36	15	126	20	126	10	20	20	11	155	5	149	24	7
	38%bhjmrsuyz	38%hjuyz	29%	14%	31%	34%h	33%h	39%h	15%	34%	25%	33%	33%	23%	33%	18%	22%	27%	20%	40%u	21%	34%z	27%	17%
Online advice about keeping safe online, specifically when I search for such information	752	33	45	7	32	20	33	12	8	12	40	16	113	27	127	12	23	18	16	134	7	133	27	12
	35%lirstx	32%	35%	24%	28%	28%	28%	38%	25%	28%	28%	36%	30%	30%	33%	22%	25%	25%	28%	35%	25%	30%	31%	28%
An occasional pop-up warning on the platform to remain alert for fraudulent content	740	30	44	9	26	21	35	17	13	22	49	19	130	32	127	12	23	18	21	139	9	170	21	10
	35%drsy	29%	33%	34%	23%	29%	30%	52%Tadef	41%d	50%Tadef	35%	42%d	34%	35%	33%	22%	25%	25%	38%	36%	33%	39%y	24%	23%
Social media posts on advice about keeping safe online	723	38	37	9	27	20	38	12	13	17	31	18	137	28	105	17	27	23	24	127	6	148	27	17
	34%djn	37%j	29%	34%	24%	28%	32%	38%	41%j	38%j	22%	40%j	36%n	31%	28%	31%	29%	31%	43%	33%	22%	34%	31%	39%
Emails from my bank, credit card company, building society or pension provider	719	30	36	8	38	19	34	12	6	14	37	12	102	25	125	6	24	16	18	125	4	146	27	10
	34%jlr	29%	28%	30%	34%	26%	29%	36%	18%	30%	26%	28%	27%	27%	33%	11%	26%r	22%	33%	32%	14%	33%	31%	23%
Texts from my bank, credit card company, building society or pension provider	610	27	27	6	25	17	33	12	4	15	43	13	106	23	94	8	23	14	10	112	5	118	21	12
	29%bhnr	26%	21%	20%	23%	24%	28%	36%h	12%	33%h	31%h	28%	28%	25%	25%	15%	24%	19%	18%	29%	21%	27%	24%	27%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 235
Q26. Which of the following measure(s) do you think could stop people from engaging with the fraud or scam you last experienced?
Base: All respondents

	Q6b. Most recent scam/fraud experienced												Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication				
	Total (T)	Romance or dating scam (a)	Investment, pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software service fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Weighted base	2097	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Make the content more obvious that it was promoted/sponsored	566 27% _{dv}	23 22%	34 26%	4 13%	18 17%	19 27%	32 27%	8 25%	5 16%	14 32% _d	47 33% _d	10 23%	93 25%	21 23%	96 25%	10 18%	21 23%	21 29%	17 30%	87 23%	8 29%	113 26%	17 19%	11 24%
Articles in newspapers on advice about keeping safe online	547 26% _{bjlmrtux}	24 23%	23 18%	4 15%	28 25%	16 22%	25 21%	13 40% _{bfhj}	4 12%	7 17%	22 15%	8 19%	76 20%	15 17%	91 24%	6 11%	16 17%	10 14%	6 11%	103 27% _u	3 10%	97 22%	20 23%	6 15%
Online video advice about keeping safe online	510 24% _{dhmt}	32 32% _{djh}	33 25% _{dh}	4 14%	14 12%	18 25% _d	25 21%	8 25%	3 9%	10 23%	26 18%	9 21%	92 24% _m	13 14%	83 22%	9 17%	24 26% _t	9 12%	9 16%	96 25%	7 26%	103 23%	23 26%	6 14%
Posters in bus shelters and on billboards etc. on advice about keeping safe online	504 24% _{fjmnt}	24 24% _j	32 24% _j	3 11%	25 22%	16 23%	19 16%	7 22%	6 18%	10 22%	18 13%	8 19%	87 23% _m	12 13%	72 19%	12 22%	15 17%	8 11%	12 22%	98 25%	4 14%	92 21%	18 20%	7 17%
Advertisements in newspapers on advice about keeping safe online	474 23% _{jmnt}	20 19%	25 19%	7 24%	25 23%	11 16%	27 23%	8 24%	6 18%	6 13%	20 14%	8 18%	74 20%	11 12%	84 22% _m	6 10%	17 19% _t	5 7%	10 17%	88 23%	1 4%	87 20%	17 19%	9 21%
Articles in magazines on advice about keeping safe online	455 22% _{rt}	23 22%	25 19%	3 11%	23 21%	13 19%	17 15%	5 15%	4 12%	6 13%	23 17%	8 18%	71 19%	15 16%	72 19%	3 5%	19 21% _r	7 10%	9 16%	88 23%	1 4%	85 19%	20 23%	5 11%
Advertisements in magazines on advice about keeping safe online	399 19% _{mtx}	17 17%	20 15%	2 7%	16 14%	10 14%	17 15%	6 18%	6 18%	8 18%	21 15%	5 10%	61 16%	9 10%	61 16%	5 9%	15 16%	6 9%	11 19%	66 17%	2 9%	68 15%	14 16%	4 10%
Printed leaflets on advice about keeping safe online	365 17% _{lt}	14 13%	18 14%	2 7%	20 18%	9 13%	16 13%	4 13%	2 6%	7 16%	17 12%	8 19%	52 14%	16 18%	55 14%	5 9%	11 12%	4 5%	6 11%	70 18%	2 9%	69 16%	12 14%	7 16%
Other	40 2%	2 2%	4 3%	-	3 3%	2 2%	3 3%	-	1 2%	3 7% _T	3 2%	-	7 2%	2 2%	15 4% _T	-	1 1%	6 9% _{Trs}	2 3%	11 3%	1 3%	11 3%	3 4%	-
Don't know	184 9% _{lax}	6 6%	11 8%	3 10%	12 11% _i	9 13% _i	12 10% _i	1 3%	2 7%	-	9 6%	4 9%	33 9%	3 4%	30 8%	2 4%	3 3%	6 9%	3 6%	24 6%	5 18%	25 6%	5 6%	5 12%
Prefer not to say	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 236
Q26. Which of the following measure(s) do you think could stop people from engaging with the fraud or scam you last experienced?
Base: All respondents

	Q19. Money lost						Q21. Action taken					Q23. Result of reporting						Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards		
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	2097	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	2097	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	1999	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
NET: Online alerts	1664 79%abcijkvrx	148 67%	64 69%	55 68%	19 63%	525 79%abc	558 77%	110 73%	378 75%	168 88%Tijk	249 81%r	91 73%	116 79%	15 56%	44 72%	66 70%	12 80%	26 80%	264 77%	356 76%	199 78%	434 75%
NET: Offline promotion	1124 54%gijvx	106 49%	42 45%	42 52%	15 50%	328 49%	374 52%j	57 38%	264 53%j	122 64%Tijk	157 51%	66 54%	83 57%	16 58%	40 66%mr	45 47%	5 31%	18 57%	175 51%	220 47%	146 57%x	270 47%
NET: Online promotion	1156 55%abcjvrx	95 43%	34 37%	36 44%	19 62%	356 53%ab	382 53%j	65 43%	266 53%j	127 67%Tijk	168 55%	58 47%	82 55%	11 40%	39 64%nr	45 47%	10 68%	15 47%	190 55%v	223 47%	139 55%	286 50%
A warning from the platform that the content or message came from an unverified user	1117 53%abcijkruvw	75 34%	36 39%	27 33%	8 28%	344 52%abc	350 48%k	64 42%	226 45%	119 62%Tijk	171 55%nor	49 40%	65 44%	10 36%	26 42%	37 39%	7	21 66%noqr	161 47%	217 46%	120 47%	268 46%
A warning/ pop-up message from the platform to notify me when a link will take me to another site or service	1008 48%acijknorvx	69 31%	36 39%	22 26%	8 26%	308 46%ac	317 44%k	57 38%	201 40%	102 53%ijk	160 52%nor	43 35%	57 39%	4 15%	25 40%	34 36%	5 33%	19 60%nor	156 46%	186 40%	121 48%	232 40%
A warning from the platform that the same direct message has been forwarded many times	985 47%abcijknoqrvx	69 31%	34 37%	23 28%	8 27%	298 45%ac	309 43%	56 37%	204 41%	112 59%Tijk	159 51%noqr	38 31%	55 37%	5 17%	18 29%	32 34%	6 40%	13 41%	155 45%	181 39%	114 45%	231 40%
A warning from an authority that the content may be suspicious	960 46%abcgijknruvw	62 28%	31 33%	22 27%	7 24%	278 42%ac	292 40%j	46 30%	190 38%	104 54%Tijk	141 46%nr	43 34%	60 40%	3 11%	22 36%	29 31%	6 38%	15 48%	131 38%	175 37%	99 39%	215 37%
Advice about keeping safe online on television documentaries/ factual programmes (e.g. Rip-off Britain)	795 38%abcgijknruvw	50 23%	23 25%	16 20%	7 25%	228 34%ac	238 33%	38 26%	157 31%	88 46%Tijk	119 39%nr	33 27%	43 29%	5 19%	17 28%	24 25%	4 25%	14 44%	99 29%	152 32%	83 33%	181 31%
Online advice about keeping safe online, specifically when I search for such information	752 36%abcikvrx	48 22%	18 20%	16 20%	11 38%	226 34%abc	227 31%	43 29%	157 31%	87 45%Tijk	105 34%	36 29%	46 32%	6 21%	23 37%	27 29%	4 25%	12 36%	108 32%	139 30%	81 32%	174 30%
An occasional pop-up warning on the platform to remain alert for fraudulent content	740 35%a	60 28%	27 30%	23 29%	6 19%	238 36%a	252 35%	44 29%	167 33%	88 46%Tijk	121 39%	37 30%	49 33%	4 14%	17 28%	28 29%	7 47%	14 43%	117 34%	158 34%	79 31%	201 35%
Social media posts on advice about keeping safe online	723 34%abjrvx	57 26%	20 21%	24 30%	9 30%	218 33%b	237 33%j	35 24%	170 34%j	89 47%Tijk	108 35%	35 28%	49 34%	7 26%	21 34%	23 25%	8 56%	8 24%	118 34%	136 29%	86 34%	172 30%
Emails from my bank, credit card company, building society or pension provider	719 34%abgjvrx	54 25%	19 21%	24 30%	7 23%	201 30%	219 30%	34 23%	161 32%j	72 38%ij	97 31%	33 27%	44 30%	5 17%	21 35%	35 38%	5 33%	9 28%	103 30%	135 29%	91 36%x	153 27%
Texts from my bank, credit card company, building society or pension provider	610 29%jvrx	52 24%	19 20%	24 30%	5 18%	179 27%	198 27%	31 21%	149 30%ij	72 37%Tijk	90 29%	28 22%	36 25%	9 32%	17 28%	32 34%	4 26%	8 24%	97 28%	119 25%	73 29%	144 25%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 236
Q26. Which of the following measure(s) do you think could stop people from engaging with the fraud or scam you last experienced?
 Base: All respondents

	Q19. Money lost						Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards		
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Weighted base	2097	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Make the content more obvious that it was promoted/ sponsored	566	42	17	16	4	179	178	41	122	58	80	26	35	6	12	28	5	11	84	119	62	151
Articles in newspapers on advice about keeping safe online	547	37	14	16	5	153	163	25	108	57	75	26	35	6	14	17	5	7	75	94	55	123
Online video advice about keeping safe online	510	41	16	16	7	151	162	28	112	57	75	27	33	3	15	16	4	8	86	91	66	113
Posters in bus shelters and on billboards etc. on advice about keeping safe online	504	35	9	18	5	144	157	19	110	57	73	24	35	3	17	14	4	6	78	82	61	107
Advertisements in newspapers on advice about keeping safe online	474	43	16	20	5	131	148	24	101	52	70	20	31	5	10	17	4	6	76	79	56	107
Articles in magazines on advice about keeping safe online	455	37	16	13	6	123	136	23	91	51	66	17	30	2	12	12	4	7	63	81	48	103
Advertisements in magazines on advice about keeping safe online	399	29	13	10	6	108	119	17	82	49	50	21	22	3	9	13	5	5	56	65	43	86
Printed leaflets on advice about keeping safe online	365	25	12	10	3	100	109	16	78	44	47	17	25	2	10	10	5	5	46	69	34	83
Other	40	6	5	1	-	19	21	4	13	5	10	3	1	-	1	1	5	17%Tmnoqr	7	15	4	19
Don't know	184	20	7	7	4	51	45	21	31	5	21	6	8	-	3	9	2	-	24	38	12	49
Prefer not to say	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 237
Q26. Which of the following measure(s) do you think could stop people from engaging with the fraud or scam you last experienced?
 Base: All respondents

	Internet access at home				Personal internet usage				Highest education					Children in household		Household income					Any impacting/ limiting conditions		Financial vulnerability				
	Total (T)	Yes (a)	No (b)	Don't know (c)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Don't know (h)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	2097	2074	12	11	71	1389	409	206	22	92	1029	752	184	25	577	1518	405	574	519	264	144	44	630	1409	341	1212	386
Weighted base	2097	2074	12**	12**	67	1372	423	213	22**	85	1028	747	187	34**	601	1493	414	557	510	268	146	46*	628	1406	363	1186	380
Effective base	1999	1977	12	10	69	1327	389	195	21	88	981	719	177	24	555	1443	387	548	495	252	137	41	600	1344	328	1155	369
NET: Online alerts	1664 79%fgnx	1652 80%T	9 74%	4 33%	61 90%Tfg	1118 81%Tfg	319 75%	156 73%	11 50%	66 78%	806 78%	143 81%	30 76%	453 75%	1210 81%Tn	320 77%	451 81%	414 81%	217 81%	119 81%	33 72%	498 79%	1126 80%	269 74%	963 81%Tx	314 83%x	
NET: Offline promotion	1124 54%gn	1115 54%	7 57%	3 24%	42 63%g	758 55%Tg	222 52%g	91 43%	11 50%	43 51%	533 52%	416 56%	105 56%	17 52%	289 48%	834 56%Tn	223 54%	306 55%	272 53%	143 53%	86 59%	25 55%	346 55%	744 53%	190 52%	638 54%	218 57%
NET: Online promotion	1156 55%g	1147 55%	7 58%	2 18%	38 56%	775 57%g	233 55%	101 48%	9 41%	44 52%	553 54%	423 57%	104 56%	20 59%	327 54%	827 55%	226 54%	320 57%	271 53%	144 54%	93 64%Tr	22 49%	349 56%	778 55%	194 54%	654 55%	223 59%
A warning from the platform that the content or message came from an unverified user	1117 53%fgn	1110 54%T	7 57%	1 8%	50 74%Tefg	758 55%Tfg	205 49%	94 44%	10 47%	41 48%	541 53%	420 56%T	91 49%	15 43%	273 45%	843 56%Tn	231 56%	303 54%	261 51%	145 54%	77 52%	22 48%	341 54%	745 53%	178 49%	651 55%	205 54%
A warning/ pop-up message from the platform to notify me when a link will take me to another site or service	1008 48%gnpx	1004 48%T	4 31%	1 6%	42 63%Tefg	683 50%Tg	188 44%	86 40%	8 37%	33 38%	477 46%	390 52%Tij	83 44%	21 61%	256 43%	750 50%Tn	180 43%	283 51%p	260 51%p	126 47%	75 52%	21 46%	302 48%	689 49%	146 40%	598 50%Tx	196 52%x
A warning from the platform that the same direct message has been forwarded many times	985 47%gin	979 47%T	6 48%	-	35 52%	659 48%	184 44%	98 46%	8 37%	31 37%	460 45%	383 51%Tij	89 47%	17 50%	257 43%	726 49%Tn	194 47%	269 48%	239 47%	123 46%	76 52%	25 54%	303 48%	663 47%	157 43%	562 47%	202 53%Tx
A warning from an authority that the content may be suspicious	960 46%nx	955 46%T	5 40%	1 9%	33 49%	659 48%Tfg	175 41%	85 40%	8 37%	36 42%	464 45%	358 48%	78 42%	16 48%	225 37%	733 49%Tn	184 44%	264 46%	224 44%	123 46%	75 51%	20 44%	304 48%	637 45%	145 40%	548 46%x	195 51%Tx
Advice about keeping safe online on television documentaries/ factual programmes (e.g. Rip-off Britain)	795 38%gnw	787 38%	6 48%	3 24%	33 50%Tfg	538 39%g	152 36%	62 29%	9 42%	31 36%	381 37%	292 39%	72 39%	11 31%	174 29%	619 41%Tn	176 42%T	217 39%	187 37%	96 36%	58 40%	16 34%	268 43%Tw	506 36%	135 37%	459 39%	152 40%
Online advice about keeping safe online, specifically when I search for such information	752 36%gn	747 36%	4 31%	1 8%	27 40%	516 38%Tg	144 34%	58 27%	6 30%	28 33%	348 34%	288 39%j	66 35%	11 33%	183 30%	567 38%Tn	155 37%	210 38%	169 33%	95 36%	61 42%	14 30%	239 38%	492 35%	127 35%	430 36%	145 38%
An occasional pop-up warning on the platform to remain alert for fraudulent content	740 35%gn	736 36%T	3 24%	1 6%	25 37%g	520 38%Tg	142 34%g	47 22%	6 28%	30 36%	349 34%	286 38%T	59 32%	8 23%	190 32%	548 37%Tn	141 34%	201 36%	178 35%	101 38%	53 36%	12 27%	231 37%	488 35%	119 33%	431 36%	135 36%
Social media posts on advice about keeping safe online	723 34%	719 35%	3 24%	1 10%	21 31%	486 35%	145 34%	65 30%	6 29%	25 29%	345 34%	266 36%	63 34%	17 50%	212 35%	509 34%	161 39%Tr	197 35%	161 32%	91 34%	49 34%	11 24%	227 36%	478 34%	130 36%	414 35%	122 32%
Emails from my bank, credit card company, building society or pension provider	719 34%gn	714 34%	4 32%	1 10%	30 44%fg	497 36%Tg	133 31%	56 26%	4 16%	27 31%	352 34%	260 35%	67 36%	8 24%	186 31%	532 36%Tn	138 33%	214 38%T	173 34%	84 31%	46 31%	14 31%	222 35%	483 34%	119 33%	430 36%T	118 31%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 237
Q26. Which of the following measure(s) do you think could stop people from engaging with the fraud or scam you last experienced?
 Base: All respondents

	Internet access at home				Personal internet usage				Highest education					Children in household		Household income						Any impacting/ limiting conditions		Financial vulnerability			
	Total (T)	Yes (a)	No (b)	Don't know (c)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Don't know (h)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Weighted base	2097	2074	12**	12**	67	1372	423	213	22**	85	1028	747	187	34**	601	1493	414	557	510	268	146	46*	628	1406	363	1186	380
Texts from my bank, credit card company, building society or pension provider	610	607	3	-	20	428	117	40	4	25	294	223	56	5	170	438	100	171	157	85	43	9	173	418	98	355	113
Make the content more obvious that it was promoted/ sponsored	566	561	2	2	19	370	117	52	7	16	271	213	55	8	140	424	119	160	131	62	38	14	167	382	104	313	105
Articles in newspapers on advice about keeping safe online	547	546	1	-	27	382	102	34	3	17	273	195	49	7	126	420	108	162	120	72	41	8	174	358	100	297	110
Online video advice about keeping safe online	510	506	4	-	20	324	120	40	6	20	253	185	44	2	147	362	100	148	121	60	37	11	152	347	97	288	90
Posters in bus shelters and on billboards etc. on advice about keeping safe online	504	503	1	-	16	353	97	33	5	24	230	182	48	13	141	362	108	149	104	57	41	10	163	326	100	277	90
Advertisements in newspapers on advice about keeping safe online	474	472	2	-	16	338	80	36	4	20	222	175	45	7	117	355	95	147	107	57	30	9	146	313	82	276	85
Articles in magazines on advice about keeping safe online	455	452	3	-	18	312	88	32	5	16	228	161	42	5	104	349	101	136	99	52	37	5	148	296	77	266	84
Advertisements in magazines on advice about keeping safe online	399	397	1	1	17	280	72	29	2	12	189	151	37	5	97	301	76	118	88	53	30	10	119	270	62	230	79
Printed leaflets on advice about keeping safe online	365	363	2	-	16	240	70	36	4	15	190	116	38	2	95	269	74	111	82	39	28	6	110	242	67	211	59
Other	40	40	-	-	1	27	8	5	-	3	18	12	6	-	4	37	11	12	8	4	2	2	14	27	6	24	8
Don't know	184	176	-	8	8	99	42	28	10	12	99	57	12	2	61	122	34	49	42	23	8	3	54	115	39	95	23
Prefer not to say	1	1	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-

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 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 238

Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?

Summary**Base: All who have experienced online fraud or scams**

	How experience affected you personally					
	It had an immediate negative impact on my mental wellbeing (a)	It had a long-term negative impact on my mental wellbeing (b)	I now spend less time online overall (c)	I have become more aware of suspicious content/communications online (d)	I have become more confident in identifying potential fraud or scams online (e)	I feel better equipped to protect myself from future fraud or scams online (f)
Unweighted base	893	893	893	893	893	893
Weighted base	890	890	890	890	890	890
Effective base	854	854	854	854	854	854
NET: Agree	299 34%abc	180 20%	171 19%	709 80%abcef	622 70%abc	639 72%abc
NET: Neither	168 19%d	151 17%	176 20%d	135 15%	187 21%bd	178 20%d
NET: Disagree	406 46%def	539 61%adef	532 60%adef	31 4%	60 7%d	52 6%d
10 - Strongly agree	75 8%bc	24 3%	33 4%	220 25%abcef	162 18%abc	151 17%abc
9	41 5%	30 3%	28 3%	135 15%abcef	104 12%abc	101 11%abc
8	94 11%bc	69 8%	51 6%	195 22%abc	181 20%abc	202 23%abc
7	90 10%bc	58 6%	59 7%	159 18%abc	176 20%abc	185 21%abc
6	87 10%	74 8%	70 8%	79 9%	115 13%abcdf	91 10%
5	81 9%d	77 9%	106 12%cbde	56 6%	72 8%	87 10%d
4	59 7%def	80 9%adef	77 9%def	13 1%	27 3%d	21 2%
3	101 11%def	103 12%def	116 13%def	10 1%	14 2%	14 2%
2	63 7%def	81 9%def	88 10%adef	4 *	12 1%d	11 1%
1 - Strongly disagree	183 21%def	274 31%adef	252 28%adef	5 1%	8 1%	6 1%
Don't know	15 2%	19 2%c	10 1%	13 2%	18 2%c	19 2%c
Prefer not to say	1 *	1 *	1 *	1 *	2 *	2 *
Mean	4.89bc	3.86	3.90	7.92abcef	7.43abc	7.44abc
Standard deviation	2.98	2.73	2.69	1.79	1.96	1.90

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: All Columns Tested (5% risk level)

Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 238

Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?

Summary

Base: All who have experienced online fraud or scams

	How experience affected you personally					
	It had an immediate negative impact on my mental wellbeing (a)	It had a long-term negative impact on my mental wellbeing (b)	I now spend less time online overall (c)	I have become more aware of suspicious content/communications online (d)	I have become more confident in identifying potential fraud or scams online (e)	I feel better equipped to protect myself from future fraud or scams online (f)
Weighted base	890	890	890	890	890	890
Standard error	0.10	0.09	0.09	0.06	0.07	0.06

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: All Columns Tested (5% risk level)

Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 239
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced? It had an immediate negative impact on my mental wellbeing
Base: All who have experienced online fraud or scams

	Gender			Age										SEG						Ethnicity				Q4. Personally know other victims		
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	893	496	390	59	179	180	175	144	105	51	238	355	300	258	255	197	176	513	373	738	150	28	87	29	515	318
Weighted base	890	453	429	93	183	174	180	121	90	49*	276	354	260	269	243	186	186	512	372	725	160	30*	93	30**	522	309
Effective base	854	472	380	58	178	176	173	141	103	49	227	349	292	243	245	192	170	487	361	706	144	26	84	28	491	307
NET: Agree	299	144	152	43	80	54	61	34	15	13	123	115	62	98	79	66	54	177	121	223	75	11	50	11	227	61
	34%kovD	32%	35%	46%Thjkl	44%Thjkl	31%k	34%k	28%k	17%	26%	45%Tno	32%o	24%	36%	33%	36%	29%	35%	32%	31%	47%Tv	37%	53%Tv	37%	44%TD	20%
NET: Neither	168	88	78	19	32	41	37	21	14	4	51	78	39	51	44	38	34	96	73	136	31	5	19	6	97	60
	19%o	19%	18%	20%	18%	24%l	20%	17%	15%	9%	19%	22%o	15%	19%	18%	21%	18%	19%	20%	19%	19%	16%	20%	21%	19%	19%
NET: Disagree	406	214	191	28	64	77	82	65	59	32	92	158	156	115	115	75	96	231	170	350	52	14	24	12	187	186
	46%fgmwyCI7%	45%	45%	30%	35%	44%	45%fg	53%Tg	66%Tghij	65%Tghij	33%	45%rn	60%Tmn	43%	47%	40%	51%r	45%	46%	48%Twy	33%y	47%	25%	39%	36%	60%TC
10 - Strongly agree	75	25	48	14	16	10	18	8	4	5	29	28	18	23	19	15	17	42	32	60	15	1	11	1	54	20
	8%a	6%	11%Ta	15%hk	9%	6%	10%	7%	5%	10%	11%	8%	7%	9%	8%	8%	9%	8%	9%	8%	10%	3%	12%	4%	10%T	6%
9	41	25	16	6	10	11	3	6	2	2	16	14	10	15	9	11	4	25	15	26	14	3	10	2	29	10
	5%iv	5%	4%	6%	6%ai	6%ai	2%	5%	2%	4%	6%	4%	4%	6%	4%	6%sa	2%	5%	4%	4%	9%Tv	9%	11%Tv	6%	6%	3%
8	94	46	47	10	29	15	21	10	6	2	39	36	19	31	23	22	18	54	40	73	19	6	11	3	76	12
	11%oD	10%	11%	11%	16%Thjk	9%	12%	8%	7%	5%	14%To	10%	7%	11%	10%	12%	10%	11%	10%	10%	12%	19%	12%	10%	15%TD	4%
7	90	48	41	13	25	17	19	9	3	3	38	36	16	29	28	18	15	57	33	64	26	2	17	5	67	19
	10%kovD	11%	10%	14%k	14%k	10%k	10%k	8%	3%	7%	14%To	10%	6%	11%	12%	10%	8%	11%	9%	9%	16%Tv	7%	19%Tv	18%	13%TD	6%
6	87	49	37	13	16	25	17	11	4	1	29	43	16	28	28	16	15	56	31	71	15	4	9	1	52	30
	10%lo	11%	9%	14%l	9%	14%Tkl	10%	9%	5%	2%	10%	12%o	6%	10%	12%	9%	8%	11%	8%	10%	9%	12%	10%	3%	10%	10%
5	81	40	41	6	16	16	19	10	9	4	23	35	23	24	16	22	20	40	42	65	16	1	10	5	45	31
	9%	9%	9%	7%	9%	9%	11%	9%	11%	7%	8%	10%	9%	9%	7%	12%	11%	8%	11%	9%	9%	10%	4%	10%	18%	9%
4	59	29	29	6	10	15	13	6	7	1	17	28	14	15	19	10	13	34	23	50	8	1	7	-	25	27
	7%C	6%	7%	7%	6%	9%	7%	5%	8%	2%	6%	8%	5%	6%	8%	5%	7%	7%	6%	7%	5%	3%	8%	-	5%	9%C
3	101	47	54	11	15	21	21	16	12	6	25	42	33	33	23	21	23	56	44	79	21	7	8	4	49	44
	11%C	10%	13%	12%	8%	12%	12%	13%	13%	13%	9%	12%	13%	12%	10%	11%	12%	11%	12%	11%	13%y	22%	8%	14%	9%	14%TC
2	63	35	27	-	10	13	8	16	12	5	10	21	33	22	14	12	16	36	28	58	5	3	1	1	23	36
	7%fmwyC	8%	6%	5%	7%f	7%f	5%	13%Tgi	13%Tgi	10%f	4%	6%	13%Tmn	8%	6%	6%	9%	7%	8%	8%Twy	3%	10%	1%	4%	4%	12%TC
1 - Strongly disagree	183	102	81	11	29	29	39	27	29	20	40	68	76	45	59	32	44	105	76	163	18	4	8	7	91	78
	21%mmwyC	23%	19%	12%	16%	16%	22%	22%	32%Tgh	40%Tghij	14%	19%	29%Tmn	17%	24%p	17%	23%	20%	20%	23%Twy	11%	13%	8%	22%	17%	25%TC
Don't know	15	8	8	3	5	3	1	2	2	-	8	4	3	4	3	6	2	7	8	15	1	-	1	-	10	2
	2%	2%	2%	3%	3%	2%	*	1%	2%	-	3%	1%	1%	2%	1%	3%	1%	1%	2%	2%	1%	-	1%	-	2%	1%
Prefer not to say	1	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	1	-	-	1	-	-
	*	-	*	-	1%	-	-	-	-	-	*	-	-	-	*	-	-	*	-	-	1%v	-	-	3%	-	-
Mean	4.89aklov	4.71	5.05	6.00Thijk	5.50Tjkl	4.96kl	4.91kl	4.44k	3.59	3.78	5.67Tno	4.93o	4.02	5.10	4.75	5.14	4.55	4.93	4.84	4.70	5.77Tv	5.02	6.27Tww	4.84	5.49TD	4.05
Standard deviation	2.98	2.93	3.03	2.85	2.94	2.79	2.97	2.99	2.74	3.24	2.91	2.88	2.97	2.96	2.99	2.95	2.99	2.98	2.98	2.99	2.81	2.86	2.65	2.88	3.00	2.79
Standard error	0.10	0.13	0.15	0.38	0.22	0.21	0.23	0.25	0.27	0.45	0.19	0.15	0.17	0.19	0.19	0.21	0.23	0.13	0.16	0.11	0.23	0.54	0.29	0.54	0.13	0.16

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D

Overlap formulae used.

Prepared by Yonder

YONDER

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 240
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
It had an immediate negative impact on my mental wellbeing
Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication					
	Total (T)	Romance or dating scam (a)	Investment or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	893	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	854	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
NET: Agree	299 34%dn	40 38%cd	44 34%	11 39%	27 24%	25 34%	48 41%cd	30 30%	11 34%	15 34%	49 35%	13 28%	134 36%	48 34%	114 30%	28 50%Tt	47 50%Tt	23 32%	18 32%	127 33%	14 52%	154 35%	54 62%Tx	20 46%
NET: Neither	168 19%	19 18%	23 17%	4 16%	16 15%	20 28%Tdgk	27 23%	3 9%	7 22%	7 15%	27 19%	5 11%	81 21%	15 16%	63 16%	9 16%	21 23%	12 17%	30%Tv	64 17%	1 3%	74 17%	15 17%	9 21%
NET: Disagree	406 46%frsyz	43 42%	61 47%f	13 45%	66 59%Taefj	25 36%	41 34%	19 58%eef	13 41%	22 49%	62 44%	25 56%eef	161 42%	43 48%	195 51%Tt	18 32%	24 26%	37 51%rs	22 39%	188 49%	11 41%	206 47%yz	18 21%	11 27%
10 - Strongly agree	75 8%dn	10 10%	10 8%	5 19%	4 4%	7 10%	11 10%	2 7%	4 12%	2 4%	15 10%	1 3%	35 9%	12 14%dn	23 6%	8 14%	13 14%	8 11%	7 12%	29 7%	5 20%	38 9%	14 16%Tx	4 10%
9	41 5%	4 3%	5 4%	1 3%	7 6%	6 9%	5 4%	2 7%	1 4%	2 5%	8 6%	-	21 5%	2 2%	14 4%	5 8%	4 2%	2 6%	15 4%	2 7%	22 5%	9 10%Tx	1 3%	
8	94 11%	12 12%	21 16%Td	3 9%	8 7%	5 7%	16 14%	1 3%	2 6%	6 13%	6 10%	3 8%	39 10%	6 7%	43 11%	8 14%	14 15%	4 5%	5 8%	39 10%	1 4%	48 11%	16 19%Tx	6 13%
7	90 10%	14 13%	8 6%	2 7%	9 8%	7 9%	15 13%	4 13%	5 12%	13 9%	8 17%cb	8 10%	40 11%	10 11%	33 9%	8 14%	16 17%T	10 14%	3 5%	43 11%	5 21%	45 10%	15 17%T	9 20%T
6	87 10%	11 11%	10 7%	1 4%	10 9%	9 15%	18 15%	2 6%	2 6%	3 6%	15 11%	2 5%	43 11%	9 10%	29 8%	6 10%	12 12%	7 10%	10 19%Tv	36 9%	1 3%	39 9%	12 12%	3 7%
5	81 9%	7 7%	13 10%	3 12%	6 6%	11 15%cd	9 8%	1 2%	5 15%	4 9%	11 8%	3 6%	38 10%	6 6%	34 9%	3 6%	9 10%	5 7%	6 11%	28 7%	-	34 8%	5 6%	6 14%
4	59 7%	5 5%	5 4%	-	12 11%b	5 7%	5 4%	2 20%Tabefij	1 6%	10 2%	5 7%	5 11%	25 7%	5 6%	26 7%	4 7%	3 7%	6 8%	2 3%	28 7%	2 7%	37 8%y	2 2%	2 4%
3	101 11%any	6 5%	21 16%af	4 15%	19 17%Taf	5 8%	8 7%	4 11%	5 16%	6 14%	15 10%	4 10%	54 14%Tn	12 14%	32 8%	2 4%	7 8%	6 9%	4 7%	50 13%	3 11%	47 11%	4 4%	7 15%y
2	63 7%	8 8%	9 7%	2 6%	10 9%	7 9%	5 4%	1 2%	-	4 10%	10 7%	5 11%	25 7%	7 8%	31 8%	2 3%	5 5%	6 8%	3 5%	24 6%	2 7%	33 8%	4 4%	1 2%
1 - Strongly disagree	183 21%lsyz	24 24%	27 21%	7 24%	24 22%	8 12%	22 18%	8 24%	6 19%	10 22%	28 20%	11 25%	56 15%	19 20%	106 28%Tt	10 18%	10 10%	18 25%S	13 24%	85 22%	4 16%	90 20%yz	9 10%	2 5%
Don't know	15 2%lx	2 2%	1 1%	-	2 2%	1 2%	3 2%	1 3%	1 3%	1 2%	3 2%	2 4%	3 1%	2 2%	7 2%	1 2%	-	-	-	6 2%	1 4%	4 1%	-	3 7%Txy
Prefer not to say	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	1	-	1	-	-
Mean	4.89dn	5.02	4.82	5.08	4.25	5.39dk	5.42Tdk	4.57	5.10	4.57	5.06d	4.13	5.17Tn	4.93	4.44	5.87Tt	6.06Tt	4.64	5.13	4.74	5.74	4.92	6.60Tx	5.91T
Standard deviation	2.98	3.12	3.02	3.44	2.78	2.85	2.96	2.97	3.00	2.95	3.06	2.74	2.88	3.14	3.02	3.12	2.81	3.08	3.14	2.96	3.38	3.01	2.82	2.53

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
Overlap formulae used.



Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 240
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
It had an immediate negative impact on my mental wellbeing
Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication					
	Total (T)	Romance or dating scam (a)	Investment , pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/ Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/ Prefer not to say (w)	No (x)	Yes (y)	Can't remember/ Prefer not to say (z)
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Standard error	0.10	0.31	0.27	0.65	0.26	0.33	0.27	0.53	0.53	0.45	0.26	0.44	0.15	0.34	0.15	0.43	0.30	0.36	0.42	0.15	0.69	0.14	0.29	0.42

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 241
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
It had an immediate negative impact on my mental wellbeing
Base: All who have experienced online fraud or scams

	Q19. Money lost						Q21. Action taken					Q23. Result of reporting						Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards		
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	893	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	854	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
NET: Agree	299 34% <i>egjvx</i>	139 63% <i>Tbg</i>	51 55% <i>Tg</i>	56 69% <i>Tg</i>	20 68%	160 24%	268 37% <i>Tj</i>	25 17%	211 42% <i>Tij</i>	75 39% <i>aj</i>	91 29%	49 40% <i>m</i>	66 45% <i>Tm</i>	20 75%	37 60% <i>Tmnot</i>	40 43% <i>m</i>	12 79%	9 29%	139 41% <i>Tv</i>	134 44% <i>Tx</i>	112 44% <i>Tx</i>	173 30%
NET: Neither	168 19%	36 16%	15 17%	10 13%	6 21%	130 20%	140 19%	25 17%	93 19%	30 16%	57 18%	18 15%	31 21%	4 13%	9 15%	24 25% <i>n</i>	1 10%	7 23%	70 21%	81 17%	47 18%	101 17%
NET: Disagree	406 46% <i>abcikoqr uw</i>	41 19%	26 28% <i>ac</i>	11 14%	3 11%	364 55% <i>Tabc</i>	307 42% <i>k</i>	97 64% <i>Tkl</i>	188 38%	85 45% <i>ak</i>	157 51% <i>Toqr</i>	55 44% <i>oqr</i>	48 33%	3 12%	14 22%	27 28%	2 11%	16 49% <i>qr</i>	130 38%	246 52% <i>Tu</i>	92 36%	296 51% <i>Tw</i>
10 - Strongly agree	75 8% <i>gj</i>	37 17% <i>Tbg</i>	9 10%	17 20% <i>Tg</i>	4 14%	38 6%	68 9% <i>j</i>	6 4%	54 11% <i>Tj</i>	23 12% <i>Tj</i>	24 8%	11 9%	19 13% <i>T</i>	4 14%	12 19% <i>Tmn</i>	11 12%	8 55%	2 5%	38 11% <i>Tv</i>	32 7%	27 10%	46 8%
9	41 5% <i>gvx</i>	22 10% <i>Tg</i>	6 7% <i>g</i>	9 11% <i>Tg</i>	7 22%	19 3%	38 5%	3 2%	33 7% <i>Tij</i>	8 4%	11 3%	10 8%	9 6%	5 17%	7 12% <i>Tmt</i>	7 8%	1 5%	-	23 7% <i>Tv</i>	15 3%	20 8% <i>Tx</i>	18 3%
8	94 11% <i>gj</i>	39 18% <i>Tg</i>	14 15% <i>g</i>	19 23% <i>Tg</i>	2 6%	55 8%	86 12% <i>Tj</i>	7 5%	68 14% <i>Tij</i>	24 13% <i>aj</i>	37 12%	11 9%	19 13%	8 29%	11 18%	12 13%	2 13%	3 9%	39 11%	46 10%	32 13%	56 10%
7	90 10% <i>gm</i>	41 19% <i>Tg</i>	21 23% <i>Tg</i>	12 15% <i>g</i>	8 26%	49 7%	77 11%	9 6%	56 11%	20 10%	20 6%	17 14% <i>m</i>	20 13% <i>m</i>	4 16%	6 10%	9 10%	1 6%	4 14%	38 11%	41 9%	33 13%	53 9%
6	87 10% <i>n</i>	20 9%	8 9%	6 8%	4 15%	65 10%	73 10%	13 9%	49 10%	13 7%	35 11% <i>n</i>	5 4%	15 10%	4 13%	4 6%	13 14% <i>n</i>	-	2 8%	33 10%	44 9%	24 9%	51 9%
5	81 9%	16 7%	7 7%	4 5%	2 6%	65 10%	67 9%	12 8%	44 9%	17 9%	21 7%	13 11%	16 11%	-	5 8%	11 12%	1 10%	5 15%	37 11%	37 8%	23 9%	50 9%
4	59 7% <i>a</i>	8 3%	4 5%	3 4%	-	51 8% <i>Ta</i>	49 7%	9 6%	33 7%	16 8%	24 8%	8 7%	6 4%	-	1 2%	8 8%	-	2 8%	22 7%	29 6%	16 6%	41 7%
3	101 11% <i>ac</i>	10 5%	6 7%	3 4%	1 3%	90 14% <i>Tac</i>	80 11%	21 14%	51 10%	25 13%	42 13%	14 12%	14 10%	1 4%	4 6%	6 7%	1 6%	2 7%	38 11%	59 12%	24 10%	69 12%
2	63 7% <i>iku</i>	10 4%	6 7%	3 4%	-	54 8%	44 6% <i>k</i>	19 13% <i>Tik</i>	23 5%	15 8%	22 7%	6 5%	9 6%	-	2 3%	6 7%	-	3 10%	14 4%	46 10% <i>Tu</i>	13 5%	49 8%
1 - Strongly disagree	183 21% <i>abcikloru w</i>	13 6%	9 10% <i>c</i>	2 2%	2 7%	169 25% <i>Tabc</i>	134 18% <i>k</i>	47 31% <i>Tkl</i>	82 16%	29 15%	68 22% <i>cor</i>	26 21% <i>cor</i>	18 12%	2 8%	7 12%	6 7%	1 5%	8 24% <i>r</i>	56 17%	113 24% <i>Tu</i>	38 15%	138 24% <i>Tw</i>
Don't know	15 2%	4 2%	-	4 5% <i>ab</i>	-	11 2%	10 1%	3 2%	7 1%	1 1%	4 1%	2 1%	2 1%	-	2 3%	4 4%	-	-	3 1%	8 2%	4 1%	8 1%
Prefer not to say	1	-	-	-	-	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-
Mean	4.89 <i>gvx</i>	6.77 <i>Tbg</i>	6.01 <i>Tg</i>	7.29 <i>Tabg</i>	7.09	4.27	5.13 <i>Tj</i>	3.62	5.48 <i>Tij</i>	5.23 <i>j</i>	4.67	5.07	5.73 <i>Tmt</i>	7.28	6.61 <i>Tmnot</i>	5.99 <i>Tmnt</i>	8.15	4.41	5.43 <i>Tv</i>	4.46	5.57 <i>Tx</i>	4.57

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 241

Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?

It had an immediate negative impact on my mental wellbeing

Base: All who have experienced online fraud or scams

	Q19. Money lost					Q21. Action taken					Q23. Result of reporting						Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards			
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Standard deviation	2.98	2.62	2.75	2.41	2.45	2.84	2.98	2.67	2.99	3.02	2.96	3.07	2.93	2.43	3.02	2.73	2.76	2.80	2.98	2.95	2.97	2.98
Standard error	0.10	0.18	0.28	0.27	0.45	0.11	0.11	0.22	0.14	0.22	0.17	0.28	0.24	0.49	0.40	0.28	0.71	0.48	0.16	0.14	0.19	0.13

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x

Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 242
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced? It had an immediate negative impact on my mental wellbeing
Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income						Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	893	887	23	578	179	107	35	418	330	98	8	311	582	183	235	221	118	67	20	303	568	171	500	166
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157
Effective base	854	848	23	554	171	102	34	399	318	94	7	300	555	177	225	211	113	65	19	290	543	165	476	162
NET: Agree	299	295	5	171	73	45	10	131	105	48	5	134	165	56	72	69	48	28	5	109	181	62	161	53
	34%eo	33%	25%	30%	40%e	41%e	32%	31%	32%	47%Tjk	48%	42%To	29%	31%	32%	31%	39%	43%	25%	37%	32%	35%	33%	34%
NET: Neither	168	168	4	104	38	23	4	77	62	24	1	62	107	38	53	44	15	5	3	53	110	39	95	23
	19%st	19%	17%	18%	20%	21%	13%	18%	19%	24%	9%	19%	19%	21%t	24%Tst	20%t	12%	8%	15%	18%	19%	22%	19%	14%
NET: Disagree	406	405	11	285	71	37	16	203	151	26	5	121	284	88	97	104	55	31	12	128	270	74	229	80
	46%fgln	46%	54%	50%Tfg	38%	34%	51%l	49%l	47%l	26%	43%	38%	50%Tn	48%	43%	47%	45%	49%	60%	43%	47%	41%	47%	51%
10 - Strongly agree	75	74	2	49	10	13	2	37	28	7	1	24	50	21	17	16	7	5	1	39	34	18	36	13
	8%w	8%	9%	9%	6%	12%	6%	9%	9%	7%	14%	8%	9%	11%	8%	7%	6%	8%	7%	13%Tw	6%	10%	7%	9%
9	41	41	-	21	15	5	1	17	14	8	-	22	18	7	13	10	7	1	2	14	24	11	24	4
	5%o	5%	-	4%	8%Te	4%	4%	4%	4%	8%	-	7%To	3%	4%	6%	5%	6%	2%	9%	5%	4%	6%	5%	3%
8	94	94	2	57	26	8	3	39	31	21	-	45	49	14	26	21	13	14	1	32	61	16	51	22
	11%o	11%	8%	10%	14%	8%	9%	9%	10%	20%Tjk	-	14%To	9%	8%	11%	9%	11%	22%Tpqrs	5%	11%	11%	9%	10%	14%
7	90	87	2	44	23	19	4	39	31	12	4	42	48	15	16	22	21	8	1	23	62	17	50	14
	10%aao	10%	8%	8%	12%	17%Te	14%	9%	10%	12%	34%	13%To	8%	8%	7%	10%	17%Tpp	12%	4%	8%	11%	10%	10%	9%
6	87	87	2	56	19	10	2	40	30	14	1	41	46	13	27	29	8	2	1	22	61	21	49	11
	10%ot	10%	9%	10%	10%	9%	6%	9%	9%	14%	9%	13%To	8%	7%	12%t	13%Tt	7%	3%	6%	7%	11%	12%	10%	7%
5	81	81	2	47	19	14	2	37	32	10	-	21	61	25	14	6	3	2	31	49	19	45	11	
	9%n	9%	8%	8%	10%	13%	8%	9%	10%	10%	-	6%	11%Tn	13%Trs	12%	6%	5%	9%	11%	9%	10%	9%	7%	7%
4	59	59	-	42	10	5	1	24	23	7	1	19	39	12	17	14	9	3	1	22	35	10	34	11
	7%	7%	-	7%	5%	5%	3%	6%	7%	7%	8%	6%	7%	6%	8%	6%	7%	5%	4%	7%	6%	6%	7%	7%
3	101	101	4	73	16	8	4	57	29	9	2	35	66	24	23	27	13	9	2	28	69	21	57	18
	11%	11%	18%	13%	9%	7%	12%	14%	9%	9%	21%	11%	12%	13%	10%	12%	11%	14%	8%	9%	12%	12%	12%	11%
2	63	62	2	44	12	5	4	26	29	4	-	10	53	12	14	19	5	8	2	21	42	9	33	18
	7%n	7%	8%	8%	7%	5%	12%	6%	9%	4%	-	3%	9%Tn	6%	6%	9%	4%	12%st	10%	7%	7%	5%	7%	11%Tx
1 - Strongly disagree	183	183	6	125	33	18	8	97	69	6	1	57	126	40	43	43	28	12	8	58	124	34	105	33
	21%l	21%	28%	22%	18%	16%	23%l	23%l	21%l	6%	14%	18%	22%	22%	19%	20%	23%	19%	39%	19%	22%	19%	21%	21%
Don't know	15	14	1	7	3	4	1	7	5	2	-	6	9	2	4	2	4	-	-	8	7	4	7	1
	2%a	2%	4%	1%	1%	4%	3%	2%	2%	2%	-	2%	2%	1%	2%	1%	3%	-	-	3%	1%	2%	1%	1%
Prefer not to say	1	1	-	1	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	1	-	-	1
	-	-	-	-	-	-	-	-	-	1%Tj	-	-	-	-	-	-	-	-	-	-	-	-	-	1%
Mean	4.89eow	4.88	4.19	4.69	5.23e	5.45Te	4.44	4.72	4.81	6.06Tijk	5.42	5.40To	4.60	4.78	4.99	4.80	4.90	4.95	3.97	5.17w	4.71	5.13	4.82	4.71
Standard deviation	2.98	2.98	3.10	2.99	2.91	2.97	3.03	3.01	3.01	2.53	2.96	2.92	2.98	3.04	2.91	2.93	3.01	3.07	3.29	3.14	2.90	3.00	2.95	3.03

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Prepared by Yonder

.YONDER

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 242
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
It had an immediate negative impact on my mental wellbeing
Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income					Any impacting/limiting conditions		Financial vulnerability			
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157
Standard error	0.10	0.10	0.66	0.13	0.22	0.29	0.52	0.15	0.17	0.26	1.05	0.17	0.12	0.23	0.19	0.20	0.28	0.38	0.74	0.18	0.12	0.23	0.13	0.24

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 243
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
It had a long-term negative impact on my mental wellbeing
Base: All who have experienced online fraud or scams

	Gender			Age										SEG						Ethnicity				Q4. Personally know other victims			
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)	
Unweighted base	893	496	390	59	179	180	175	144	105	51	238	355	300	258	255	197	176	513	373	738	150	28	87	29	515	318	
Weighted base	890	453	429	93	183	174	180	121	90	49*	276	354	260	269	243	186	186	512	372	725	160	30*	93	30**	522	309	
Effective base	854	472	380	58	178	176	173	141	103	49	227	349	292	243	245	192	170	487	361	706	144	26	84	28	491	307	
NET: Agree	180	102	77	30	49	38	34	16	6	7	79	72	30	65	44	44	27	109	71	128	51	8	33	8	136	41	
	20%jkosvD	22%a	18%b	32%Tijkl	27%Tjk	22%k	19%k	13%	7%	14%	29%Tno	20%o	11%	24%as	18%	24%as	14%	21%	19%	18%	32%Tv	26%	14%	35%Tv	27%	26%TD	13%
NET: Neither	151	69	81	18	40	29	32	16	12	4	58	61	32	43	41	38	30	83	68	115	35	4	23	8	98	44	
	17%o	15%	19%	19%	22%l	16%	18%	14%	13%	9%	21%o	17%	13%	16%	17%	20%	16%	16%	18%	16%	22%	14%	24%	27%	19%	14%	
NET: Disagree	539	267	268	44	85	105	111	87	69	38	129	216	193	156	154	99	125	310	224	467	68	18	34	13	276	219	
	61%fgmrwyC	59%a	62%b	47%	47%	60%g	62%g	72%Tgh	77%Tghi	77%Tghi	47%	61%m	74%Tmn	58%	63%r	53%	67%r	61%	60%	64%Twy	43%	60%	36%	42%	53%	71%TC	
10 - Strongly agree	24	12	13	5	2	4	8	2	2	1	7	12	5	8	5	5	5	13	10	15	9	2	5	-	19	6	
	3%v	3%	3%	5%	1%	2%	4%	1%	3%	3%	3%	3%	2%	3%	2%	3%	3%	3%	3%	2%	6%Tv	7%	6%v	-	4%	2%	
9	30	21	9	5	9	5	4	6	1	1	14	9	7	9	8	9	4	17	13	26	4	1	2	1	25	5	
	3%D	5%Tb	2%	5%	5%	3%	2%	5%	1%	2%	5%	2%	3%	3%	3%	5%	2%	3%	4%	4%	2%	3%	2%	3%	5%TD	2%	
8	69	36	33	14	21	17	11	3	1	2	36	27	6	33	16	13	7	49	20	48	20	3	13	3	55	14	
	8%jkosuvD	8%	8%	15%Tijk	12%Tjk	10%jk	6%	3%	1%	4%	13%Tno	8%o	2%	12%Tqs	7%	7%	4%	10%Tu	5%	7%	12%Tv	11%	14%Tv	9%	11%TD	5%	
7	58	34	22	6	17	13	11	6	2	3	23	24	11	16	14	16	11	30	27	39	19	2	13	4	38	16	
	6%ov	7%	5%	6%	9%k	7%	6%	5%	3%	5%	8%	7%	4%	6%	6%	9%	6%	6%	7%	5%	12%Tv	6%	14%Tv	15%	7%	5%	
6	74	36	39	10	17	15	21	8	2	1	27	36	11	22	22	18	13	44	31	56	19	4	9	6	50	18	
	8%koD	8%	9%	10%	10%k	9%	12%kl	6%	3%	2%	10%o	10%o	4%	8%	9%	10%	7%	9%	8%	8%	12%	14%	9%	18%	10%	6%	
5	77	34	42	8	23	13	11	9	9	3	31	24	21	21	19	20	17	40	37	59	16	-	14	3	48	26	
	9%	7%	10%	9%	12%l	8%	6%	7%	10%	7%	11%	7%	8%	8%	8%	11%	9%	8%	10%	8%	10%	-	15%Tv	9%	9%	8%	
4	80	38	42	14	14	15	16	7	11	3	28	31	21	20	22	13	24	43	36	63	18	4	9	2	41	32	
	9%	8%	10%	15%j	8%	9%	9%	6%	13%j	6%	10%	9%	8%	8%	9%	7%	13%	8%	10%	9%	11%	14%	10%	7%	8%	10%	
3	103	41	61	12	13	22	21	21	12	2	26	42	35	32	31	21	19	62	40	86	16	5	11	-	63	35	
	12%ag	9%	14%Ta	13%	7%	12%	11%	17%Tgl	13%	4%	9%	12%	13%	12%	13%	11%	10%	12%	11%	12%	10%	15%	11%	-	12%	11%	
2	81	41	41	2	13	15	20	17	9	6	15	35	32	25	24	12	19	49	32	74	8	1	4	2	43	33	
	9%fmw	9%	9%	2%	7%	9%	10%f	14%Tfg	10%f	12%f	5%	10%	12%Tm	9%	10%	7%	10%	10%	9%	10%Tw	8	3%	4%	6%	8%	11%	
1 - Strongly disagree	274	147	124	16	44	53	55	42	36	27	60	109	106	79	77	53	63	156	115	245	27	8	10	9	130	118	
	31%fgmrwyC	29%a	29%b	17%	24%	31%f	31%f	35%fg	40%Tfg	56%Tghij	22%	31%m	41%Tmn	29%	32%	28%	34%	31%	31%	34%Twy	17%y	28%	11%	29%	25%	38%TC	
Don't know	19	15	3	2	7	3	3	2	3	-	9	6	4	5	4	5	5	9	10	15	4	-	4	-	12	5	
	2%b	3%Tb	1%	2%	4%	2%	2%	1%	3%	-	3%	2%	2%	2%	1%	3%	3%	2%	3%	2%	2%	-	4%	-	2%	2%	
Prefer not to say	1	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	1	-	-	1	-	-	
	*	-	*	-	1%	-	-	-	-	-	*	-	-	-	*	-	-	*	-	-	1%v	-	-	3%	-	-	
Mean	3.86jklos	3.90	3.82	5.00Thijk	4.45Tijkl	3.90ijkl	3.84kl	3.25	2.91	2.74	4.64Tno	3.87o	3.04	4.06s	3.71	4.17s	3.49	3.90	3.83	3.62	4.96Tv	4.40	5.29Tv	4.46	4.35TD	3.24	
Standard deviation	2.73	2.83	2.63	2.75	2.75	2.73	2.77	2.50	2.24	2.61	2.76	2.74	2.44	2.84	2.66	2.80	2.54	2.76	2.69	2.68	2.72	3.00	2.57	2.75	2.84	2.47	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 243
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
It had a long-term negative impact on my mental wellbeing
Base: All who have experienced online fraud or scams

	Gender		Age										SEG						Ethnicity					Q4. Personally know other victims		
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Weighted base	890	453	429	93	183	174	180	121	90	49*	276	354	260	269	243	186	186	512	372	725	160	30*	93	30**	522	309
Standard error	0.09	0.13	0.13	0.36	0.21	0.21	0.21	0.21	0.22	0.37	0.18	0.15	0.14	0.18	0.17	0.20	0.19	0.12	0.14	0.10	0.23	0.57	0.28	0.52	0.13	0.14

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 244
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
It had a long-term negative impact on my mental wellbeing
Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced												Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication				
	Total (T)	Romance or dating scam (a)	Investment pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	893	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	854	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
NET: Agree	180 20% d	26 25% dk	29 22% d	6 22%	11 10%	17 24% dk	29 24% dk	6 20%	7 21%	8 17%	30 21% d	11 8%	4 20%	77 24%	66 17%	23 42% T	42 45% T	13 18%	13 24%	69 18%	8 30%	87 20%	42 47% Txz	10 23%
NET: Neither	151 17% nx	20 20%	20 16%	6 23%	20 18%	14 20%	21 18%	3 10%	6 19%	6 13%	17 12%	10 22%	73 19% n	18 20%	51 13%	11 20%	12 13%	11 15%	7 12%	68 18%	1 4%	63 14%	18 20%	13 30% Tx
NET: Disagree	539 61% rsyz	55 53%	78 60%	15 55%	77 69% aef	37 52%	65 55%	23 70%	18 56%	31 70%	90 64%	29 65%	222 59%	49 55%	257 67% Tlm	19 34%	38 40%	47 66% rs	33 60%	242 63%	16 60%	279 64% yz	27 30%	17 40%
10 - Strongly agree	24 3%	4 4%	2 2%	1 3%	2 2%	3 4%	2 2%	- -	2 7%	1 2%	5 4%	- -	11 3%	1 1%	10 3%	4 7% T	5 5%	- -	4 7% v	7 2%	- -	10 2%	6 7% Tx	3 7%
9	30 3%	4 4%	4 3%	2 6%	1 1%	1 2%	7 6% d	2 6%	- -	5 11% Tbdej	4 3%	- -	12 3%	1 1%	13 3%	9 15% Tst	5 5%	2 2%	- -	12 3%	1 4%	14 3%	7 8% Tx	- -
8	69 8%	11 11%	12 9%	3 9%	5 5%	7 10%	11 9%	1 4%	2 6%	12 9%	1 3%	25 7%	15 17% Tln	23 6%	8 15% T	22 24% T	2 3%	5 9%	23 6%	4 14%	34 8%	16 18% Tx	4 9%	
7	58 6%	7 7%	11 9%	1 4%	3 2%	6 8%	9 8%	3 10%	3 9%	1 2%	9 6%	2 5%	29 8%	5 6%	20 5%	3 5%	11 12% T	9 12% T	5 9%	27 7%	3 11%	30 7%	13 15% Tx	4 8%
6	74 8%	9 9%	7 5%	2 7%	8 8%	8 12%	9 7%	2 13%	4 7%	3 7%	12 9%	8 3%	34 9%	5 6%	28 7%	6 10%	6 6%	6 8%	4 6%	29 8%	1 4%	35 8%	12 14% T	8 18% T
5	77 9% jnx	11 11% j	13 10% j	4 16%	12 11% j	6 8%	12 10% j	1 3%	2 7%	3 7%	5 3%	2 5%	39 10% n	13 14% n	23 6%	5 10%	6 7%	5 7%	3 6%	39 10%	- 6%	28 6%	5 6% Tx	5 12%
4	80 9%	8 8%	11 9%	2 8%	13 11%	5 7%	12 10%	6 19% Th	13 3%	11 7%	13 8%	4 10%	37 10%	7 8%	35 9%	3 6%	6 6%	7 10%	3 6%	35 9%	6 21%	37 8%	4 4%	5 11%
3	103 12%	7 6%	20 15% ad	2 8%	7 6%	12 17% ad	12 10%	3 9%	3 10%	8 17% d	22 16% ad	4 10%	52 14%	8 9%	40 10%	3 5%	8 8%	12 16%	8 15%	36 9%	3 12%	57 13%	5 6% Tx	5 10%
2	81 9% f	9 9%	6 5%	2 9%	13 12%	3 4%	6 5%	5 17% bef	5 15% be	8 17% bef	16 11%	6 13%	33 9%	10 11%	37 10%	1 2%	7 7%	8 12% r	3 5%	36 9%	2 8%	45 10%	4 5% Tx	3 7%
1 - Strongly disagree	274 31% lsyz	31 30%	41 31%	8 30%	44 40% Te	17 24%	36 30%	9 26%	9 29%	12 28%	41 29%	14 32%	100 26%	24 26%	145 38% Tlm	12 21%	17 18%	20 28%	19 34%	134 35% T	5 19%	140 32% yz	13 15%	5 12%
Don't know	19 2%	2 2%	2 1%	- -	3 3%	3 4%	3 2%	- -	1 3%	- -	4 3%	2 4%	7 2%	1 1%	6 2%	2 4%	- -	1 1%	2 4%	6 2%	2 7%	8 2%	2 2% Tx	3 7% Tx
Prefer not to say	1 -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	1 1%	- -	- -	1 -	- -	- -
Mean	3.86dnv	4.21d	3.89d	4.08	3.18	4.35d	4.14d	3.73	3.97	3.65	3.82	3.33	4.00n	4.11	3.48	5.58Tl	5.28Tl	3.62	3.91	3.63	4.38	3.73	5.72Tx	4.93Tx
Standard deviation	2.73	2.91	2.69	2.86	2.46	2.74	2.80	2.57	2.92	2.79	2.78	2.27	2.65	2.69	2.73	3.15	2.97	2.40	2.97	2.66	2.69	2.71	2.86	2.57

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 244
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
It had a long-term negative impact on my mental wellbeing
Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication					
	Total (T)	Romance or dating scam (a)	Investment , pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/ Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/ Prefer not to say (w)	No (x)	Yes (y)	Can't remember/ Prefer not to say (z)
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Standard error	0.09	0.29	0.24	0.54	0.24	0.32	0.26	0.45	0.52	0.42	0.24	0.36	0.14	0.29	0.14	0.43	0.32	0.28	0.40	0.14	0.56	0.13	0.30	0.42

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 245
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
It had a long-term negative impact on my mental wellbeing
Base: All who have experienced online fraud or scams

	Q19. Money lost					Q21. Action taken					Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards		
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	893	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	854	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
NET: Agree	180	89	27	37	17	90	159	18	119	38	57	30	34	17	23	15	10	5	88	75	78	96
	20%g/vx	41%Tbg	29%Tg	45%Tbg	56%	13%	22%Tj	12%	24%Tj	20%	18%	24%	23%	62%	38%Tmort	16%	64%	15%	26%Tv	16%	31%Tx	17%
NET: Neither	151	47	22	14	7	103	131	17	100	31	42	22	33	5	8	24	4	4	74	68	48	86
	17%g/vx	21%g	24%	17%	22%	15%	18%	11%	20%Tj	16%	14%	18%	22% ^m	17%	13%	25%Tmq	25%	12%	22%Tv	15%	19%	15%
NET: Disagree	539	76	42	26	7	462	421	113	269	121	205	68	76	6	29	50	2	23	175	318	125	384
	61%abcikoquw	35%	45%a	32%	22%	69%Tabc	58%k	75%Tkl	54%	63%k	66%Tnoqr	55%	52%	21%	48%	53%	11%	73%oqr	51%	68%Tu	49%	67%Tw
10 - Strongly agree	24	13	3	4	4	11	18	5	15	6	5	3	6	-	4	3	3	1	16	7	13	10
	3%g/vx	6%Tg	4%	5%	12%	2%	2%	3%	3%	3%	2%	2%	4%	-	6% ^m	3%	19%	3%	5%Tv	2%	5%Tx	2%
9	30	16	3	8	3	13	27	2	23	5	6	4	10	4	7	3	1	-	17	11	16	13
	3%g/vx	7%Tbg	3%	9%Tg	9%	2%	4%	1%	5%T	2%	2%	3%	7% ^m	14%	12% ^m r	3%	7%	-	5%Tv	2%	6%Tx	2%
8	69	34	12	16	5	35	62	7	43	15	26	12	10	9	6	3	3	2	31	31	24	43
	8%g	16%Tg	13%Tg	19%Tg	15%	5%	9%	5%	9%	8%	8%	10%	7%	39%	15% ^o	6%	18%	6%	9%	7%	9%	7%
7	58	26	8	9	6	31	52	5	38	13	20	11	8	3	3	3	2	2	24	26	25	31
	6%g	12%Tg	9%	12%g	20%	5%	7%	3%	8%	7%	7%	9%	5%	9%	5%	3%	20%	6%	7%	6%	10%Tx	5%
6	74	31	14	9	3	44	63	9	51	13	20	10	18	3	5	13	4	1	34	35	27	39
	8%g/vx	14%Tg	15%Tg	11%	10%	7%	9%	6%	10%T	7%	6%	8%	13% ^m	10%	9%	14% ^m	25%	2%	10%	7%	10%	7%
5	77	16	8	5	4	59	68	8	49	18	23	12	14	2	3	11	-	3	39	33	22	47
	9%	7%	9%	6%	12%	9%	9%	5%	10%	9%	7%	9%	10%	7%	4%	11%	-	10%	11%Tv	7%	9%	8%
4	80	12	5	6	2	68	63	16	40	20	30	12	9	-	6	9	-	4	30	41	27	50
	9%a	5%	5%	7%	5%	10% ^a	9%	11%	8%	11%	10%	10%	6%	-	10%	9%	-	12%	9%	9%	11%	9%
3	103	26	13	10	2	77	85	17	60	26	36	11	19	2	4	17	1	4	36	55	26	68
	12%	12%	14%	13%	7%	12%	12%	11%	12%	13%	12%	9%	13%	9%	7%	18% ^{nq}	6%	11%	11%	12%	10%	12%
2	81	14	8	6	1	67	66	16	44	26	34	11	17	1	5	11	-	3	24	53	18	61
	9%	7%	8%	7%	3%	10%	9%	10%	9%	14% ^{Tik}	11%	9%	12%	4%	9%	12%	-	8%	7%	11% ^{Tu}	7%	11%
1 - Strongly disagree	274	24	17	4	2	250	208	64	126	49	105	35	31	2	14	14	1	13	85	168	54	205
	31%abcikoruw	11% ^c	18% ^{ac}	5%	7%	37% ^{Tabc}	29% ^k	43% ^{Tkl}	25%	26%	34% ^{cor}	28% ^r	21%	8%	23%	15%	5%	41% ^{or}	25%	36% ^{Tu}	21%	36% ^{Tw}
Don't know	19	7	2	5	-	11	14	2	12	1	4	4	4	-	1	5	-	-	4	8	4	10
	2%	3%	2%	6%Tg	-	2%	2%	1%	2% ^{cl}	*	1%	3%	3%	-	2%	5% Tm	-	-	1%	2%	1%	2%
Prefer not to say	1	-	-	-	-	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-
Mean	3.86g/vx	5.53Tbg	4.71Tg	5.86Tbg	6.35	3.31	4.00Tj	3.08	4.24Tj	3.86j	3.56	4.12	4.38Tmt	6.41	5.01Tmt	4.26mt	7.11	3.22	4.44Tv	3.43	4.72Tx	3.48

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 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 245
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
It had a long-term negative impact on my mental wellbeing
Base: All who have experienced online fraud or scams

	Q19. Money lost					Q21. Action taken					Q23. Result of reporting					Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards				
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (ii)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Standard deviation	2.73	2.75	2.74	2.61	2.61	2.50	2.74	2.52	2.77	2.63	2.62	2.78	2.84	2.54	3.18	2.51	2.35	2.54	2.84	2.58	2.86	2.61
Standard error	0.09	0.19	0.29	0.30	0.48	0.10	0.10	0.21	0.13	0.19	0.15	0.25	0.24	0.51	0.41	0.26	0.61	0.44	0.15	0.12	0.18	0.11

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 246
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced? It had a long-term negative impact on my mental wellbeing
Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage				Highest education				Children in household		Household income						Any impacting/limiting conditions		Financial vulnerability			
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Potential		
																						Most financially vulnerable (x)	Financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	893	887	23	578	179	107	35	418	330	98	8	311	582	183	235	221	118	67	20	303	568	171	500	166
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157
Effective base	854	848	23	554	171	102	34	399	318	94	7	300	555	177	225	211	113	65	19	290	543	165	476	162
NET: Agree	180 20%o	178 20%	3 16%	106 19%	39 21%	29 26%	7 23%	82 20%	59 18%	30 29%Tjk	1 14%	96 30%To	84 15%	28 15%	44 19%	53 24%p	26 21%	15 24%	3 14%	61 21%	114 20%	35 19%	106 22%	29 18%
NET: Neither	151 17%ez	149 17%	4 20%	82 14%	40 22%e	24 21%	3 8%	72 17%	53 17%	21 20%	2 18%	63 20%	88 16%	36 19%	46 20%rt	28 13%	21 17%	6 9%	2 10%	47 16%	97 17%	36 20%z	85 17%z	16 10%
NET: Disagree	539 61%gln	538 61%T	13 63%	368 65%Tfg	102 56%	53 48%	21 65%	256 61%l	202 63%l	49 48%	7 67%	158 49%	381 67%Tn	115 62%	132 58%	134 61%	73 60%	41 64%	15 76%	181 61%	347 61%	102 56%	295 60%	109 69%Tx
10 - Strongly agree	24 3%	24 3%	2 9%	14 2%	4 2%	4 4%	-	14 3%	8 3%	2 2%	-	12 4%	12 2%	7 4%	5 2%	6 3%	2 1%	2 4%	-	11 4%	13 2%	8 4%	13 3%	2 1%
9	30 3%	30 3%	-	14 3%	9 5%	6 6%	-	14 3%	7 2%	9 9%Tjk	-	13 4%	16 3%	4 2%	7 3%	4 3%	3 5%	2 9%	12 4%	16 3%	2 1%	20 4%	7 4%	
8	69 8%op	69 8%	-	38 7%	19 10%	11 10%	3 9%	30 7%	23 7%	13 12%	-	43 13%To	26 5%	15 4%	19 9%	13 11%p	9 14%Tpq	1 5%	22 7%	44 8%	12 7%	36 7%	16 10%	
7	58 6%az	56 6%	2 8%	39 7%	8 4%	7 7%	5 14%	25 6%	21 7%	6 6%	1 14%	27 8%	30 5%	9 5%	15 7%	21 9%t	7 6%	1 1%	-	16 5%	41 7%	13 7%z	37 8%z	4 2%
6	74 8%eo	73 8%	1 4%	36 6%	21 12%e	15 14%Te	1 3%	33 8%	24 8%	14 14%	2 18%	38 12%To	36 6%	15 8%	22 10%	17 8%	15 12%	3 5%	-	25 8%	47 8%	20 11%	43 9%	9 6%
5	77 9%rz	76 9%	3 16%	46 8%	19 10%	9 8%	1 5%	39 9%	29 9%	7 7%	-	25 8%	52 9%	21 11%r	24 5%	11 5%	6 5%	3 4%	2 10%	22 7%	50 9%	16 9%	42 9%	7 4%
4	80 9%n	80 9%	-	59 10%	11 6%	10 9%	3 9%	40 10%	26 8%	7 7%	3 33%	19 6%	61 11%Tn	20 11%	21 9%	19 9%	7 6%	4 7%	3 13%	34 12%	45 8%	15 9%	45 9%	13 8%
3	103 12%	102 12%	4 18%	65 11%	25 14%	9 8%	2 6%	45 11%	40 12%	15 15%	1 13%	33 10%	70 12%	17 9%	29 13%	26 12%	13 11%	10 16%	3 16%	37 12%	62 11%	22 12%	54 11%	22 14%
2	81 9%n	81 9%	1 4%	57 10%	14 8%	9 8%	4 11%	38 9%	33 10%	5 5%	-	21 6%	60 11%Tn	18 10%	15 7%	21 9%	15 12%	7 10%	3 14%	28 9%	53 9%	12 6%	44 9%	21 14%Tx
1 - Strongly disagree	274 31%ln	274 31%	9 42%	187 33%	52 28%	26 23%	13 40%l	133 32%l	103 32%l	22 21%	2 22%	85 26%	189 33%Tn	60 33%	68 30%	69 31%	38 31%	20 31%	7 34%	82 28%	188 33%	53 29%	152 31%	52 33%
Don't know	19 2%ay	18 2%	-	12 2%	2 1%	5 4%	1 3%	8 2%	8 2%	2 2%	-	6 2%	13 2%	6 3%	4 2%	2 1%	2 2%	2 3%	-	8 3%	9 2%	8 4%y	6 1%	3 2%
Prefer not to say	1	1	-	1	-	-	-	-	-	1 1%Tj	-	-	1	-	-	1	-	-	-	-	1	-	-	1
Mean	3.86eo	3.85	3.49	3.65	4.10	4.57Te	3.41	3.84	3.69	4.72Tijk	4.01	4.53To	3.48	3.66	3.93	3.93	3.86	3.89	3.32	3.99	3.77	3.98	3.92	3.51
Standard deviation	2.73	2.73	2.89	2.66	2.77	2.88	2.66	2.75	2.66	2.86	2.13	2.91	2.55	2.66	2.68	2.82	2.76	2.97	2.62	2.77	2.72	2.73	2.75	2.72

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Prepared by Yonder



Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 246
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
It had a long-term negative impact on my mental wellbeing
Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income					Any impacting/limiting conditions		Financial vulnerability			
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157
Standard error	0.09	0.09	0.60	0.11	0.21	0.29	0.46	0.14	0.15	0.29	0.75	0.17	0.11	0.20	0.18	0.19	0.26	0.37	0.58	0.16	0.11	0.21	0.12	0.21

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 247
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I now spend less time online overall
Base: All who have experienced online fraud or scams

	Gender			Age										SEG						Ethnicity					Q4. Personally know other victims	
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	893	496	390	59	179	180	175	144	105	51	238	355	300	258	255	197	176	513	373	738	150	28	87	29	515	318
Weighted base	890	453	429	93	183	174	180	121	90	49*	276	354	260	269	243	186	186	512	372	725	160	30*	93	30**	522	309
Effective base	854	472	380	58	178	176	173	141	103	49	227	349	292	243	245	192	170	487	361	706	144	26	84	28	491	307
NET: Agree	171	97	73	35	44	34	22	17	14	4	79	56	35	57	42	42	29	99	71	129	40	5	26	7	125	40
	19%inovD	21%	17%	38%Tghijk	24%ijl	19%	12%	14%	16%	9%	29%Tno	16%	14%	21%	17%	23%	16%	19%	18%	25%v	16%	28%Tv	23%	24%TD	13%	
NET: Neither	176	84	92	11	34	37	38	26	16	14	45	75	57	52	48	35	41	99	76	144	31	6	19	5	105	56
	20%	18%	22%	11%	19%	21%	21%	22%	18%	29%f	16%	21%	22%	19%	20%	19%	22%	19%	20%	20%	20%	21%	20%	16%	20%	18%
NET: Disagree	532	269	256	47	99	100	120	77	59	29	146	221	165	159	151	105	113	310	218	444	86	19	48	17	283	213
	60%amC	59%	60%	51%	54%	58%	67%Ttg	64%	66%	59%	53%	62%am	64%am	59%	62%	57%	61%	60%	59%	61%	54%	63%	51%	57%	54%	69%TC
10 - Strongly agree	33	15	18	6	10	5	3	4	2	3	17	8	8	5	6	10	12	11	22	25	7	1	4	-	24	9
	4%t	3%	4%	7%	6%	3%	2%	3%	2%	5%	6%Tn	2%	3%	2%	2%	6%pq	6%pq	2%	6%Tt	3%	5%	3%	5%	-	5%	3%
9	28	15	13	8	7	5	4	1	3	1	15	9	5	13	10	3	2	23	5	20	8	1	5	2	18	9
	3%ju	3%	3%	9%Tij	4%	3%	2%	1%	3%	2%	5%o	3%	2%	5%ss	4%	2%	1%	5%Tu	1%	3%	5%	4%	5%	8%	3%	3%
8	51	28	23	13	10	9	7	5	6	1	23	16	11	21	10	11	30	21	39	10	2	7	1	40	9	
	6%D	6%	5%	14%Tghijl	6%	5%	4%	4%	6%	2%	8%	5%	4%	8%	4%	5%	6%	6%	6%	5%	6%	6%	8%	4%	8%TD	3%
7	59	39	19	8	17	15	8	7	4	-	24	23	11	18	16	18	5	35	23	44	14	1	10	4	44	14
	7%bs	9%Tb	5%	8%	9%l	9%l	4%	6%	5%	-	9%o	6%	4%	7%	7%	10%Ts	3%	7%	6%	6%	9%	3%	10%	12%	8%TD	5%
6	70	33	37	7	19	17	13	5	5	4	26	30	13	21	20	10	17	42	27	54	16	4	10	3	46	20
	8%jo	7%	9%	8%	10%j	10%j	7%	4%	5%	9%	9%	9%	5%	8%	8%	6%	9%	8%	7%	7%	10%	12%	10%	10%	9%	7%
5	106	51	56	3	16	20	25	22	11	10	19	44	43	31	27	25	24	58	48	90	15	3	9	2	59	36
	12%fm	11%	13%	3%	9%	11%	14%f	18%Tig	13%f	21%fg	7%	12%am	17%Tm	11%	11%	13%	13%	11%	13%	12%	10%	10%	10%	6%	11%	12%
4	77	30	46	10	16	14	13	11	7	5	26	28	23	25	23	17	12	48	28	64	13	3	7	3	45	26
	9%a	7%	11%a	11%	9%	8%	7%	9%	7%	10%	10%	8%	9%	9%	9%	6%	9%	8%	8%	9%	8%	9%	7%	11%	9%	8%
3	116	56	60	13	21	23	30	16	11	3	33	53	30	32	33	26	24	65	50	84	32	5	18	7	63	44
	13%v	12%	14%	14%	11%	13%	17%	13%	12%	6%	12%	15%	11%	12%	14%	13%	13%	13%	13%	12%	20%Tv	16%	20%v	23%	12%	14%
2	88	37	48	7	13	18	18	15	10	6	21	37	30	23	20	22	23	42	45	74	12	2	8	2	44	39
	10%	8%	11%	8%	7%	10%	10%	12%	11%	11%	7%	10%	12%	8%	8%	12%	13%	8%	12%	10%	8%	5%	8%	7%	8%	13%TC
1 - Strongly disagree	252	146	103	17	49	45	58	35	32	15	66	103	83	79	76	41	54	155	95	221	30	10	15	5	131	104
	28%brwyC	32%Tb	24%	18%	27%	26%	32%f	29%	36%f	31%	24%	29%	32%	29%	31%r	22%	29%	30%	26%	31%Twy	19%	32%	16%	17%	25%	34%TC
Don't know	10	3	7	-	4	3	-	1	-	1	4	3	2	2	1	3	3	3	6	9	1	-	1	-	9	-
	1%	1%	2%	-	2%i	2%	-	1%	-	3%i	2%	1%	1%	1%	*	2%	2%	1%	2%	1%	1%	-	1%	-	2%D	-
Prefer not to say	1	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	1	-	-	1	-	-
	*	-	*	-	1%	-	-	-	-	-	*	-	-	-	*	-	-	*	-	-	1%v	-	-	3%	-	-
Mean	3.90inovD	3.88	3.97	5.00Thijk	4.25ijk	3.97	3.45	3.57	3.47	3.65	4.51Tno	3.70	3.55	3.96	3.76	4.14	3.80	3.86	3.97	3.78	4.45Tv	3.81	4.62Tv	4.29	4.26TD	3.40
Standard deviation	2.69	2.76	2.62	3.02	2.86	2.62	2.42	2.44	2.60	2.61	2.94	2.53	2.52	2.70	2.62	2.70	2.75	2.66	2.73	2.67	2.71	2.72	2.71	2.53	2.78	2.51

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 247
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I now spend less time online overall
Base: All who have experienced online fraud or scams

	Gender		Age										SEG						Ethnicity				Q4. Personally know other victims			
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Weighted base	890	453	429	93	183	174	180	121	90	49*	276	354	260	269	243	186	186	512	372	725	160	30*	93	30**	522	309
Standard error	0.09	0.12	0.13	0.39	0.22	0.20	0.18	0.20	0.25	0.37	0.19	0.13	0.15	0.17	0.16	0.19	0.21	0.12	0.14	0.10	0.22	0.51	0.29	0.48	0.12	0.14

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 248
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I now spend less time online overall
Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced												Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication				
	Total (T)	Romance or dating scam (a)	Investment or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software service fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	893	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	854	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
NET: Agree	171 19% _n	34 33% _T _{bd} _{jk}	19 14%	7 24%	18 16%	20 23%	5 17%	6 19%	9 20%	27 19%	7 15%	16 17%	28 31% _T _{ln}	28 16%	60 16%	25 46% _T	33 35% _T	11 15%	14 26%	67 17%	7 28%	82 19%	26 30% _T _x	11 25%
NET: Neither	176 20%	14 14%	25 19%	6 20%	18 17%	13 19%	30 26% _a	8 25%	7 22%	14 31% _a	10 19%	10 21%	85 22%	19 21%	65 17%	13 23%	17 18%	14 19%	13 23%	75 19%	6 22%	75 17%	28 32% _T _x	12 29%
NET: Disagree	532 60% _m _r _s _z	53 52%	86 66% _a	15 55%	75 68% _{ai}	41 57%	66 56%	19 58%	18 55%	22 50%	84 60%	27 61%	225 60% _m	43 47%	250 66% _T _m	16 30%	42 45%	46 64% _r _s	29 51%	239 62%	12 47%	277 63% _T _{yz}	33 38%	18 41%
10 - Strongly agree	33 4%	8 8% _T	4 3%	-	3 3%	3 4%	2 2%	1 4%	2 7%	-	9 6%	1 2%	15 4%	3 3%	11 3%	3 6%	8 9% _T	2 2%	4 8%	16 4%	-	15 3%	4 5%	2 4%
9	28 3%	1 1%	1 1%	2 9%	1 1%	3 4%	6 5%	4 4%	1 3%	4 8% _{abd}	4 3%	2 5%	8 2%	5 5%	9 2%	8 14% _T	4 4%	-	-	11 3%	2 6%	10 2%	8 9% _T _x	1 3%
8	51 6%	8 8%	8 6%	2 8%	8 7%	6 8%	5 5%	1 4%	1 3%	2 5%	6 4%	2 4%	18 5%	13 14% _T _{ln}	17 4%	5 8%	10 11% _T	2 3%	4 8%	20 5%	1 4%	28 6%	6 7%	3 7%
7	59 7%	17 16% _T _{bd} _{jk}	6 5%	2 7%	5 5%	5 7%	6 6%	2 6%	2 6%	3 6%	8 6%	4 4%	25 7%	8 9%	23 6%	10 18% _T	10 11%	7 10%	6 10%	21 5%	5 18%	29 7%	8 9%	5 11%
6	70 8% _n	8 8%	10 8%	2 7%	9 8%	3 4%	7 6%	4 14%	4 13%	3 8%	11 8%	6 13%	43 11% _T _n	5 6%	19 5%	9 16% _T	9 10%	6 8%	5 8%	32 8%	4 13%	33 8%	14 16% _T _x	6 13%
5	106 12% _a _x	6 6%	14 11%	4 13%	10 9%	10 14%	23 19% _T _{ad}	4 11%	3 10%	10 23% _T _{ad}	16 12%	4 8%	42 11%	14 16%	46 12%	4 7%	8 9%	8 11%	8 15%	43 11%	2 8%	42 10%	14 16%	7 16%
4	77 9% _s	7 7%	8 7%	3 10%	12 11%	8 12%	14 12%	3 8%	2 5%	5 12%	9 6%	3 7%	41 11% _T	6 7%	27 7%	1 2%	2 2%	7 10% _s	6 11%	29 8%	1 4%	37 8%	6 6%	5 12%
3	116 13% _n _r	8 8%	24 19% _a _f	3 12%	12 11%	7 10%	10 9%	4 13%	4 8%	22 15%	7 15%	66 17% _T _m _n	7 7%	38 10%	2 3%	9 10%	12 16% _r	6 11%	58 15%	3 12%	61 14%	10 11%	5 11%	
2	88 10% _l _y	8 8%	12 9%	2 9%	16 15%	9 12%	8 7%	4 12%	3 9%	4 10%	14 10%	3 7%	28 7%	7 8%	50 13% _T	3 6%	6 7%	10 14%	5 9%	33 8%	2 7%	45 10%	4 4%	2 4%
1 - Strongly disagree	252 28% _g _l _z	30 30% _g	41 32% _g	7 27%	35 31% _g	17 23%	34 29%	4 12%	9 28%	9 28%	39 32% _g	14 32%	90 24%	22 25%	135 35% _T	10 19%	25 26%	18 24%	12 21%	119 31%	6 24%	134 31% _{yz}	14 16%	6 13%
Don't know	10 1%	1 1%	-	-	-	1 2%	1 1%	-	1 3% _b	-	2 2%	1 2%	3 1%	-	1 1%	1 2%	-	1 1%	-	3 1%	1 4%	3 1%	2 -	5% _T _x _y
Prefer not to say	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	-
Mean	3.90 _n	4.43 _T _{bd}	3.54	4.21	3.55	4.15	3.93	4.27	4.07	4.30	3.95	3.75	4.03 _n	4.57 _T _n	3.43	5.60 _T	4.79 _T	3.64	4.46	3.79	4.38	3.76	5.10 _T _x	4.86 _T _x
Standard deviation	2.69	3.05	2.52	2.76	2.56	2.73	2.58	2.43	2.90	2.52	2.81	2.71	2.56	2.88	2.61	2.99	3.14	2.36	2.77	2.69	2.70	2.67	2.71	2.48

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Prepared by Yonder



Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 248
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I now spend less time online overall
Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection			Q16. Multiple channels of communication				
	Total (T)	Romance or dating scam (a)	Investment , pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/ Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/ Prefer not to say (w)	No (x)	Yes (y)	Can't remember/ Prefer not to say (z)
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Standard error	0.09	0.30	0.22	0.52	0.24	0.32	0.24	0.43	0.51	0.38	0.24	0.43	0.13	0.30	0.13	0.41	0.34	0.28	0.37	0.14	0.55	0.13	0.28	0.40

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 249
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I now spend less time online overall
Base: All who have experienced online fraud or scams

	Q19. Money lost						Q21. Action taken					Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards	
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	893	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	854	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
NET: Agree	171	74	24	29	12	97	152	16	119	37	50	31	41	14	19	19	5	4	84	70	63	100
	19%g	34%Tbg	25%g	35%Tg	41%	15%	21%Tj	10%	24%Tij	19%g	16%	25%am	28%Tmt	53%	31%Tmt	21%	33%	11%	25%Tv	15%	25%Tx	17%
NET: Neither	176	51	21	21	8	124	147	24	99	39	59	32	29	4	10	20	5	6	72	86	63	101
	20%ax	23%	22%	26%	25%	19%	20%	16%	20%	20%	19%	26%	20%	16%	17%	21%	34%	19%	21%	18%	25%Tx	18%
NET: Disagree	532	91	46	29	10	440	421	110	277	116	194	60	76	7	32	54	4	21	184	309	127	373
	60%abciknouw	41%	50%a	36%	33%	66%Tabc	58%k	73%Tkl	55%	61%	63%no	48%	52%	27%	52%	57%	26%	67%	54%	66%Tu	50%	65%Tw
10 - Strongly agree	33	15	1	5	7	17	28	3	21	7	9	7	6	2	6	2	1	16	14	14	18	
	4%g	7%Tbg	1%	6%	23%	3%	4%	2%	4%	4%	3%	6%	4%	7%	9%Tm	3%	12%	3%	5%	3%	5%	3%
9	28	16	6	4	2	12	28	1	25	4	5	6	9	4	6	2	1	16	12	11	17	
	3%g	8%Tg	6%g	5%	6%	2%	4%Tj	1%	5%Tijl	2%	2%	5%	6%am	16%	11%Tmr	2%	10%	-	5%T	3%	4%	3%
8	51	15	7	6	1	36	40	10	36	10	10	12	14	5	3	7	1	23	25	16	32	
	6%am	7%	7%	7%	3%	5%	6%	7%	7%ci	5%	3%	9%am	10%Tm	20%	5%	8%	5%	3%	7%	5%	6%	6%
7	59	27	10	14	3	31	56	2	36	16	26	6	12	3	4	7	1	29	19	23	33	
	7%g	12%Tg	10%g	17%Tg	9%	5%	8%Tj	1%	7%g	8%g	8%	5%	8%	10%	6%	8%	6%	6%	8%v	4%	9%	6%
6	70	22	11	8	3	47	61	7	46	16	21	16	9	3	3	8	3	32	33	30	37	
	8%ax	10%	12%	10%	10%	7%	8%	5%	9%	9%	7%	13%Tmo	6%	11%	6%	9%	21%	10%	9%	7%	12%Tx	6%
5	106	29	10	13	5	77	86	17	53	22	39	16	20	1	7	12	2	40	53	33	64	
	12%	13%	11%	16%	16%	12%	12%	11%	10%	12%	13%	13%	14%	5%	12%	13%	13%	9%	12%	11%	13%	11%
4	77	20	8	8	3	56	64	13	41	17	21	12	14	-	7	16	1	30	42	25	45	
	9%	9%	8%	10%	10%	8%	9%	8%	8%	9%	7%	9%	9%	-	11%	17%Tm	7%	9%	9%	9%	10%	8%
3	116	22	10	7	2	94	96	19	65	28	47	13	17	3	4	9	-	40	66	37	73	
	13%	10%	10%	9%	7%	14%	13%	13%	13%	15%	15%	10%	12%	12%	7%	9%	-	15%	12%	14%	14%	13%
2	88	15	8	4	2	73	63	24	42	17	30	4	14	1	5	12	-	20	58	16	70	
	10%inu	7%	9%	5%	7%	11%	9%	16%Tik	8%	9%	10%an	3%	10%an	4%	8%	13%an	-	6%	12%Tu	6%	12%Tw	
1 - Strongly disagree	252	34	21	9	3	217	198	54	129	54	96	32	31	3	15	17	3	11	94	144	49	185
	28%acow	16%	23%a	12%	10%	33%Tac	27%	36%Tk	26%	28%	31%gor	26%	21%	11%	25%	18%	19%	35%r	28%	31%	19%	32%Tw
Don't know	10	4	2	2	-	5	6	1	6	-	3	1	1	1	-	1	1	1	1	3	1	3
	1%ex	2%	2%	3%	-	1%	1%	1%	1%	-	1%	1%	1%	4%	-	1%	7%	3%	*	1%	*	1%
Prefer not to say	1	-	-	-	-	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	*	*	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-
Mean	3.90gimvx	5.08Tbg	4.40g	5.26Tbg	5.94	3.52	4.04Tj	3.12	4.24Tij	3.90j	3.61	4.57Tmt	4.47Tmt	6.13	4.72Tmt	4.25m	5.69	3.36	4.29Tv	3.59	4.57Tx	3.63
Standard deviation	2.69	2.82	2.71	2.59	3.08	2.53	2.72	2.37	2.81	2.64	2.54	2.88	2.79	2.95	3.16	2.51	3.07	2.46	2.83	2.57	2.70	2.65

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
Overlap formulae used.

Prepared by Yonder



Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 249

Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?

I now spend less time online overall

Base: All who have experienced online fraud or scams

	Q19. Money lost					Q21. Action taken					Q23. Result of reporting					Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards				
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Standard error	0.09	0.19	0.28	0.29	0.56	0.10	0.10	0.19	0.13	0.19	0.15	0.26	0.23	0.60	0.41	0.26	0.82	0.43	0.15	0.12	0.17	0.11

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x

Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 250
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I now spend less time online overall
Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income					Any impacting/limiting conditions		Financial vulnerability			
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	893	887	23	578	179	107	35	418	330	98	8	311	582	183	235	221	118	67	20	303	568	171	500	166
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157
Effective base	854	848	23	554	171	102	34	399	318	94	7	300	555	177	225	211	113	65	19	290	543	165	476	162
NET: Agree	171 19%ao	167 19%	4 21%	100 18%	40 21%	25 22%	7 23%	86 20%	52 16%	26 25%k	-	87 27%To	83 15%	43 23%	37 16%	38 18%	24 19%	15 24%	5 23%	54 18%	108 19%	41 23%	94 19%	27 17%
NET: Neither	176 20%	175 20%	4 21%	115 20%	33 18%	21 19%	6 18%	78 19%	65 20%	23 23%	3 28%	64 20%	112 20%	30 16%	51 22%	49 23%	17 14%	14 22%	1 4%	56 19%	117 21%	32 18%	106 22%	23 15%
NET: Disagree	532 60%in	532 60%T	12 58%	347 61%	111 60%	63 57%	18 56%	253 60%	200 62%l	51 50%	8 72%	167 52%	365 64%Tn	109 6%	136 60%	129 60%	79 64%	35 73%	15 54%	180 61%	341 60%	103 58%	288 59%	106 67%T
10 - Strongly agree	33 4%	32 4%	1 4%	20 4%	10 6%	1 1%	3 9%k	20 5%	8 2%	2 2%	-	14 4%	19 3%	10 6%	7 3%	5 2%	2 5%	3 5%	1 5%	12 4%	20 4%	8 5%	15 3%	5 3%
9	28 3%aj	27 3%	-	15 3%	7 4%	7 6%	-	7 2%	10 3%	12 11%Tijk	-	11 3%	17 3%	6 3%	7 3%	3 2%	9 7%Tr	2 3%	-	10 3%	16 3%	4 2%	19 4%	4 2%
8	51 6%ko	50 6%	3 13%	30 5%	10 5%	7 7%	1 2%	32 8%Tk	12 4%	7 7%	-	27 8%To	24 4%	14 8%	9 4%	15 7%	7 5%	5 7%	1 4%	19 6%	29 5%	15 9%	27 6%	7 5%
7	59 7%o	58 7%	1 3%	35 6%	12 7%	10 9%	4 12%	27 7%	22 7%	5 5%	-	35 11%To	23 4%	12 7%	13 6%	15 7%	7 6%	6 9%	3 15%	13 4%	43 7%	14 8%	32 6%	11 7%
6	70 8%	69 8%	1 4%	41 7%	16 9%	10 9%	-	32 8%	21 6%	14 14%Tik	1 14%	32 10%	38 7%	18 10%	18 8%	16 7%	8 7%	4 6%	-	22 8%	47 8%	19 11%	35 7%	10 6%
5	106 12%px	106 12%	3 17%	74 13%	17 9%	10 9%	6 18%	46 11%	44 14%	9 8%	1 14%	32 10%	74 13%	13 7%	33 15%p	33 15%p	9 8%	10 16%p	1 4%	34 11%	70 12%	13 7%	71 14%Tx	13 9%
4	77 9%j	77 9%	2 10%	54 9%	14 8%	7 6%	3 10%	28 7%	29 9%	13 12%	4 43%	25 8%	52 9%	11 6%	17 8%	19 9%	15 12%	5 8%	4 20%	23 8%	53 9%	11 6%	42 8%	18 12%
3	116 13%	116 13%	2 13%	73 13%	25 14%	15 13%	6 18%	59 14%	39 12%	11 11%	-	46 14%	70 12%	24 13%	28 12%	29 13%	10 8%	10 16%	4 19%	37 12%	76 13%	25 14%	56 11%	24 15%
2	88 10%	88 10%	2 8%	62 11%	16 9%	8 7%	5 16%	41 10%	33 10%	6 6%	2 21%	28 9%	60 11%	21 11%	24 11%	17 8%	15 13%	6 9%	1 5%	28 9%	59 10%	20 11%	49 10%	14 9%
1 - Strongly disagree	252 28%in	252 29%	6 28%	157 28%	55 30%	34 31%	4 12%	124 30%i	99 31%i	22 21%	1 8%	68 21%	184 32%Tn	54 29%	67 29%	64 29%	38 31%	14 21%	6 29%	92 31%	154 27%	48 27%	141 29%	49 31%
Don't know	10 1%aw	8 1%	-	5 1%	1 1%	2 2%	1 3%	5 *	1 2%	1 1%	-	4 1%	5 1%	2 1%	2 1%	1 *	2 2%	-	-	6 2%Tw	2 *	3 2%	3 1%	1 1%
Prefer not to say	1 *	1 *	-	1 *	-	-	-	-	-	1 1%Tj	-	-	1 *	-	-	1 *	-	-	-	-	1 *	-	-	1 *
Mean	3.90ako	3.88	4.01	3.84	4.00	3.97	4.31	3.90	3.67	4.63Tjk	3.75	4.45To	3.60	4.02	3.78	3.83	3.76	4.29	3.75	3.82	3.92	4.09	3.91	3.62
Standard deviation	2.69	2.67	2.77	2.62	2.86	2.74	2.64	2.75	2.57	2.80	1.56	2.75	2.60	2.90	2.62	2.56	2.74	2.69	2.64	2.76	2.64	2.82	2.68	2.59

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Prepared by Yonder

.YONDER

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 250
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I now spend less time online overall
Base: All who have experienced online fraud or scams

	Internet access at home	Personal internet usage				Highest education					Children in household		Household income					Any impacting/limiting conditions		Financial vulnerability				
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157
Standard error	0.09	0.09	0.58	0.11	0.21	0.27	0.45	0.14	0.14	0.29	0.55	0.16	0.11	0.22	0.17	0.17	0.25	0.33	0.59	0.16	0.11	0.22	0.12	0.20

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 251
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I have become more aware of suspicious content/ communications online
Base: All who have experienced online fraud or scams

	Gender			Age										SEG						Ethnicity					Q4. Personally know other victims		
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)	
Unweighted base	893	496	390	59	179	180	175	144	105	51	238	355	300	258	255	197	176	513	373	738	150	28	87	29	515	318	
Weighted base	890	453	429	93	183	174	180	121	90	49*	276	354	260	269	243	186	186	512	372	725	160	30*	93	30**	522	309	
Effective base	854	472	380	58	178	176	173	141	103	49	227	349	292	243	245	192	170	487	361	706	144	26	84	28	491	307	
NET: Agree	709 80%as	349 77%	354 82%a	76 81%	140 77%	134 77%	138 77%	100 83%	80 89%Tghi	41 83%	216 78%	272 77%	221 85%Tn	211 79%	205 84%Ts	153 82%S	136 73%	416 81%	289 78%	569 79%	135 85%	24 78%	79 85%	27 88%	429 82%T	243 78%	
NET: Neither	135 15%koq	77 17%	57 13%	13 14%	26 14%k	32 18%k	37 21%Tk	16 13%k	5 5%	7 14%	39 14%	69 20%To	27 10%	45 17%	27 11%	22 12%	39 21%Tqr	72 14%	61 16%	116 16%	19 12%	6 19%	12 13%	2 5%	69 13%	52 17%	
NET: Disagree	31 4%bC	22 5%Tb	9 2%	4 5%	9 5%	6 3%	3 2%	5 4%	4 5%	-	14 5%	9 3%	9 3%	10 4%	9 4%	7 4%	5 3%	19 4%	12 3%	26 4%	4 3%	1 3%	2 2%	1 3%	12 2%	14 5%	
10 - Strongly agree	220 25%a	100 22%	117 27%	21 23%	40 22%	39 22%	46 25%	31 25%	27 30%	17 34%	61 22%	85 24%	74 29%	57 21%	58 24%	56 30%p	47 25%	115 23%	103 28%	180 25%	39 25%	7 22%	22 24%	8 27%	135 26%	77 25%	
9	135 15%	70 15%	65 15%	13 14%	19 11%	29 17%	24 14%	20 17%	20 22%Tg	9 19%	32 12%	54 15%	49 19%Tm	49 18%	32 13%	29 16%	24 13%	82 16%	53 14%	109 15%	25 16%	10 32%	10 11%	4 13%	89 17%	38 12%	
8	195 22%u	92 20%	101 24%	21 22%	43 21%	36 21%	40 22%	27 22%	19 22%	9 19%	63 23%	76 22%	56 21%	61 23%	66 27%Tts	35 19%	32 17%	127 25%Tu	67 18%	155 21%	39 25%	4 12%	23 25%	10 33%	119 23%	60 19%	
7	159 18%	87 19%	70 16%	21 22%	39 21%	30 17%	28 15%	23 19%	14 16%	6 11%	60 22%	57 16%	42 16%	44 16%	48 20%	33 18%	34 18%	92 18%	66 18%	126 17%	32 20%	4 13%	24 26%	5 15%	86 16%	68 22%T	
6	79 9%bko	49 11%Tb	29 7%	10 10%	16 9%	19 11%k	20 11%k	7 6%	3 3%	5 9%	26 9%	39 11%o	15 6%	27 10%	17 7%	14 7%	22 12%	43 8%	36 10%	65 9%	14 9%	4 13%	9 9%	2 5%	41 8%	32 10%	
5	56 6%k	27 6%	28 7%	3 4%	9 5%	13 7%k	18 10%Tk	8 7%	2 2%	2 4%	13 5%	31 9%To	12 5%	18 7%	10 4%	8 9%q	17 6%	29 6%	25 7%	51 7%	5 3%	2 6%	3 3%	-	28 5%	20 6%	
4	13 1%	10 2%	3 1%	3 3%	4 2%i	3 1%	-	2 1%	2 2%	-	7 3%	3 1%	3 1%	3 1%	3 2%	2 1%	4 2%	6 1%	6 2%	12 2%	1 1%	-	1 1%	-	5 1%	7 2%	
3	10 1%	7 2%	3 1%	-	4 2%	3 *	1 1%	1 1%	2 2%	-	4 1%	3 1%	2 1%	4 1%	1 *	4 2%	1 1%	5 1%	5 1%	7 1%	3 2%	3 3%	1 1%	1 3%	7 1%	2 1%	
2	4 *	3 1%	1 *	-	1 *	1 1%	1 1%	1 1%	-	-	1 *	2 1%	1 *	1 *	2 1%	1 1%	3 *	1 *	3 *	-	-	-	-	-	1 *	2 1%	
1 - Strongly disagree	5 1%	2 1%	3 1%	2 2%	-	-	1 1%	2 1%	1 1%	-	2 1%	1 *	2 1%	2 1%	4 1%	-	-	5 1%	-	5 1%	-	-	-	-	-	-	3 1%
Don't know	13 2%ID	6 1%	8 2%	-	6 3%T	2 1%	2 1%	1 1%	1 1%	1 3%	6 2%	4 1%	3 1%	3 1%	1 *	4 2%	5 3%q	4 1%	9 3%t	13 2%	-	-	-	-	-	11 2%D	1 *
Prefer not to say	1 *	-	1 *	-	1 1%	-	-	-	-	-	1 *	-	-	-	1 *	-	-	1 *	-	-	1 1%w	-	-	1 3%	-	-	
Mean	7.92a	7.77	8.09Ta	7.81	7.75	7.84	7.88	7.95	8.31Tgh	8.46Tghi	7.77	7.86	8.17Tmn	7.86	7.94	8.13	7.82	7.90	7.98	7.90	8.06	8.04	7.94	8.26	8.10TD	7.78	
Standard deviation	1.79	1.84	1.73	1.84	1.79	1.78	1.81	1.86	1.75	1.54	1.80	1.79	1.77	1.79	1.79	1.78	1.78	1.79	1.79	1.83	1.60	1.80	1.57	1.59	1.66	1.87	
Standard error	0.06	0.08	0.09	0.24	0.14	0.13	0.14	0.16	0.17	0.22	0.12	0.10	0.10	0.11	0.11	0.13	0.14	0.08	0.09	0.07	0.13	0.34	0.17	0.30	0.07	0.10	

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 252
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I have become more aware of suspicious content/ communications online
Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced												Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication				
	Total (T)	Romance or dating scam (a)	Investment or pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	893	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	854	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
NET: Agree	709 80%e	91 89%Tdei	105 81%	21 74%	85 76%	49 69%	100 85%e	27 84%	26 80%	33 74%	114 81%	34 78%	300 79%	75 83%	309 81%	26 89%	114 76%	54 75%	43 77%	323 84%T	21 77%	370 84%Tz	76 86%	31 71%
NET: Neither	135 15%vx	9 9%	15 11%	6 23%	19 17%	16 23%abf	13 11%	4 13%	5 14%	7 16%	6 17%	6 14%	62 16%	11 13%	50 13%	3 6%	19 20%r	15 21%r	8 14%	45 12%	4 16%	53 12%	8 9%	6 14%
NET: Disagree	31 4%	2 2%	7 5%	1 2%	6 5%	3 4%	3 2%	1 3%	1 2%	4 10%Tafj	2 1%	3 6%	11 3%	3 4%	15 4%	2 1%	2 2%	3 3%	3 5%	13 3%	1 3%	13 3%	2 2%	4 9%x
10 - Strongly agree	220 25%	29 28%	37 28%e	7 24%	20 18%	11 16%	30 25%	7 23%	11 34%e	9 21%	43 30%de	8 19%	88 23%	22 25%	107 28%T	17 31%	23 25%	19 26%	16 29%	106 27%	8 28%	128 29%T	19 22%	9 21%
9	135 15%	10 10%	18 14%	3 10%	18 16%	16 22%a	21 18%	6 19%	3 9%	7 17%	18 13%	8 17%	62 16%	9 10%	57 15%	5 8%	9 9%	7 10%	5 9%	70 18%T	3 12%	68 15%	17 19%	6 13%
8	195 22%	24 24%	27 21%	5 20%	20 18%	14 20%	27 23%	8 26%	4 13%	13 30%	34 24%	11 26%	85 22%	19 21%	85 22%	15 26%	18 19%	16 22%	14 25%	83 22%	5 20%	95 22%	17 20%	10 24%
7	159 18%i	27 26%Teij	22 17%	6 20%	26 23%i	8 11%	22 19%	6 18%	8 25%i	3 7%	19 14%	7 16%	65 17%	24 27%Tin	59 16%	12 23%	21 23%	12 17%	8 15%	64 17%	5 18%	78 18%	22 26%	6 13%
6	79 9%v	4 4%	9 7%	2 7%	13 11%	14 20%Tabfjk	7 6%	4 13%	3 9%	4 8%	13 9%	2 5%	32 8%	8 9%	32 8%	2 4%	9 10%	9 13%	6 11%	22 6%	3 11%	33 7%	7 8%	3 7%
5	56 6%x	5 5%	6 4%	5 17%	6 5%	2 2%	6 5%	-	2 6%	4 8%	11 8%	4 9%	30 3%	3 5%	19 5%	10 2%	5 8%	2 3%	23 6%	1 5%	20 5%	1 2%	3 7%	
4	13 1%	-	2 1%	1 2%	5 4%Taf	2 3%	-	-	-	2 4%af	1 1%	1 2%	6 2%	-	7 2%	1 2%	-	1 1%	5 1%	5 1%	1 1%	5 1%	1 1%	1 3%
3	10 1%	1 1%	4 3%j	-	2 1%	1 1%	-	1 3%j	-	1 2%	-	1 2%	5 1%	1 1%	4 1%	-	2 2%	-	1 2%	5 1%	1 3%	6 1%	1 1%	-
2	4 *	-	1 1%	-	-	-	1 1%	-	-	1 2%	-	1 2%	1 1%	3 1%	-	-	1 1%	-	2 *	-	1 *	-	1 *	2 2%
1 - Strongly disagree	5 1%	1 1%	-	-	-	-	2 1%	-	1 2%	1 2%	-	-	2 2%i	2 1%	2 1%	-	2 2%T	1 2%	1 *	-	1 *	-	2 4%Tx	
Don't know	13 2%x	1 1%	3 2%	-	2 2%	3 4%T	1 1%	-	1 3%	-	1 1%	1 2%	6 2%	1 1%	4 1%	2 4%	1 1%	2 4%	4 1%	1 4%	2 *	2 2%	2 2%	2 5%x
Prefer not to say	1 *	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 *	-	1 1%T	-	-	1 *	-	-	-	
Mean	7.92	8.08	8.02	7.65	7.67	7.74	8.06	8.06	8.02	7.63	8.10	7.70	7.92	7.80	8.04	8.29	7.75	7.67	7.91	8.12T	7.99	8.13Tz	8.08	7.50
Standard deviation	1.79	1.65	1.86	1.86	1.74	1.70	1.77	1.61	1.98	2.18	1.75	1.94	1.71	1.88	1.83	1.49	1.78	2.06	1.98	1.74	1.82	1.71	1.52	2.33

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 252
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I have become more aware of suspicious content/ communications online
Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication					
	Total (T)	Romance or dating scam (a)	Investment , pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/ Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/ Prefer not to say (w)	No (x)	Yes (y)	Can't remember/ Prefer not to say (z)
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Standard error	0.06	0.16	0.17	0.35	0.17	0.20	0.16	0.28	0.35	0.33	0.15	0.31	0.09	0.20	0.09	0.20	0.19	0.24	0.27	0.09	0.37	0.08	0.16	0.38

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 253
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I have become more aware of suspicious content/ communications online
Base: All who have experienced online fraud or scams

	Q19. Money lost					Q21. Action taken					Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards		
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	893	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	854	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
NET: Agree	709 80% _{qv}	184 84%	79 86%	65 80%	25 84%	522 78%	606 83% _{TJ}	95 63%	425 85% _{TJ}	168 88% _{TJ}	259 84% _T	108 87% _T	124 84%	22 82%	54 88%	76 80%	14 93%	24 74%	299 87% _{TV}	352 75%	214 84% _T	451 78%
NET: Neither	135 15% _{iklmu}	28 13%	10 10%	14 17%	4 13%	105 16%	95 13%	39 26% _{Tikl}	61 12%	19 10%	37 12%	14 11%	17 12%	5 18%	7 11%	15 16%	1 7%	6 20%	36 11%	88 19% _{Tu}	31 12%	94 16%
NET: Disagree	31 4% _{aiku}	3 1%	3 3%	-	-	28 4% _a	17 2% _k	13 9% _{Tikl}	7 1%	3 1%	9 3%	1 1%	4 3%	-	1 2%	2 2%	-	1 3%	6 2%	25 5% _{Tu}	5 2%	26 4%
10 - Strongly agree	220 25% _{qv}	57 26%	23 25%	22 27%	7 25%	162 24%	199 27% _{TJ}	19 13%	144 29% _{TJ}	63 33% _{Tij}	86 28%	38 30%	44 30%	4 14%	18 29%	21 22%	7 45%	9 28%	103 30% _{TV}	100 21%	68 27%	139 24%
9	135 15%	34 16%	15 16%	14 17%	3 9%	101 15%	115 16%	19 13%	88 18% _T	30 16%	45 14%	18 15%	27 18%	7 26%	12 19%	15 16%	3 19%	4 13%	53 15%	71 15%	42 17%	81 14%
8	195 22%	45 21%	22 24%	12 15%	7 24%	148 22%	161 22%	32 21%	103 21%	50 26%	74 24%	31 25%	27 18%	4 15%	10 16%	25 26%	1 5%	5 17%	87 25% _v	91 19%	62 25%	123 21%
7	159 18%	47 22%	18 20%	17 21%	8 26%	111 17%	132 18% _l	25 17%	89 18%	25 13%	55 18%	21 17%	27 18%	7 27%	15 24%	14 15%	4 24%	5 16%	56 16%	89 19%	41 16%	108 19%
6	79 9% _{ilimu}	20 9%	6 6%	13 16% _{Tabg}	2 7%	58 9%	54 7%	25 16% _{Tikl}	40 8%	10 5%	17 5%	9 7%	11 8%	5 18%	4 7%	11 11% _m	1 7%	4 12%	22 6%	51 11% _{Tu}	17 7%	58 10%
5	56 6% _{ku}	8 4%	4 4%	1 1%	2 6%	48 7%	40 6% _k	15 10% _{kk}	21 4%	9 5%	20 6%	5 4%	6 4%	-	2 4%	4 4%	-	3 8%	14 4%	37 8% _{Tu}	15 6%	37 6%
4	13 1% _k	1 *	1 1%	-	-	12 2%	9 1%	4 3% _l	4 1%	-	4 1%	1 1%	1 1%	-	1 1%	2 2%	-	-	3 1%	10 2%	1 *	11 2%
3	10 1% _{ik}	2 1%	2 2%	-	-	8 1%	6 1% _k	3 2% _k	1 *	2 1%	3 1%	-	1 1%	-	-	-	-	1 3% _n	2 1%	7 2%	3 1%	7 1%
2	4 * _i	-	-	-	-	4 1%	1 *	3 2% _{Tik}	-	1 *	1 *	-	-	-	-	-	-	-	-	4 1%	-	4 1%
1 - Strongly disagree	5 1% _i	-	-	-	-	5 1%	2 *	3 2% _i	2 *	-	1 *	-	2 1%	-	-	-	-	-	1 *	4 1%	1 *	4 1%
Don't know	13 2% _{iux}	4 2%	1 1%	2 3%	1 3%	9 1%	7 1%	3 2%	7 1%	1 *	3 1%	1 1%	2 1%	-	-	2 2%	-	1 3%	1 *	5 1%	4 2%	5 1%
Prefer not to say	1 *	-	-	-	-	1 *	1 *	-	1 *	-	1 *	-	-	-	-	-	-	-	-	-	-	-
Mean	7.92 _{vx}	8.10	8.07	8.15	7.99	7.87	8.09 _{TJ}	7.13	8.22 _{Tij}	8.37 _{Tij}	8.08	8.30 _T	8.19	7.92	8.22	8.01	8.70	7.87	8.26 _{TV}	7.66	8.14 _{Tx}	7.82
Standard deviation	1.79	1.57	1.66	1.51	1.53	1.86	1.69	2.06	1.62	1.59	1.72	1.50	1.76	1.37	1.54	1.56	1.47	1.90	1.58	1.93	1.65	1.86

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 Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 253

Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?

I have become more aware of suspicious content/ communications online

Base: All who have experienced online fraud or scams

	Q19. Money lost					Q21. Action taken					Q23. Result of reporting					Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards				
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Standard error	0.06	0.11	0.17	0.17	0.28	0.07	0.06	0.17	0.07	0.11	0.10	0.14	0.15	0.27	0.20	0.16	0.38	0.33	0.09	0.09	0.10	0.08

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x

Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 254
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I have become more aware of suspicious content/ communications online
Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income						Any impacting/ limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potential financial vulnerability (y)	Least financially vulnerable (z)
Unweighted base	893	887	23	578	179	107	35	418	330	98	8	311	582	183	235	221	118	67	20	303	568	171	500	166
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157
Effective base	854	848	23	554	171	102	34	399	318	94	7	300	555	177	225	211	113	65	19	290	543	165	476	162
NET: Agree	709 80% _x	705 80%	18 85%	462 81%	141 77%	84 76%	25 78%	336 80%	252 78%	82 80%	11 100%	265 82%	444 78%	143 78%	181 80%	175 80%	101 83%	55 86%	17 85%	236 79%	454 80%	130 72%	404 82% _{Tx}	131 83% _x
NET: Neither	135 15% _y	135 15%	2 11%	78 14%	35 19%	19 17%	6 19%	65 16%	50 16%	14 14%	-	46 14%	89 16%	30 16%	32 14%	16 15%	16 13%	7 11%	2 10%	44 15%	87 15%	38 21% _{Tyz}	63 13%	20 13%
NET: Disagree	31 4%	30 3%	1 4%	19 3%	7 4%	4 4%	-	12 3%	14 4%	4 4%	-	7 2%	24 4%	10 6%	8 3%	6 3%	3 3%	2 2%	1 5%	10 3%	20 4%	9 5%	16 3%	5 3%
10 - Strongly agree	220 25% _{lw}	220 25%	6 27%	138 24%	47 25%	29 26%	8 25%	118 28% _{TI}	76 24%	16 15%	1 8%	76 24%	144 25%	51 27%	63 28%	43 20%	32 14%	24 11%	6 10%	94 32% _{Tw}	122 21%	41 23%	134 27% _z	30 19%
9	135 15% _{qx}	135 15%	2 9%	89 16%	22 12%	20 18%	7 22%	55 13%	50 15%	18 18%	4 37%	52 16%	83 15%	28 15%	23 10%	33 15%	28 23% _{Tq}	12 19%	5 22%	44 15%	86 15%	18 10%	83 17% _{xx}	27 17% _{xx}
8	195 22% _g	195 22%	6 27%	133 23% _g	43 24% _g	12 11%	5 17%	85 20%	67 21%	33 32% _{Tjk}	4 41%	73 22%	123 22%	32 17%	57 25%	46 21%	25 20%	19 29% _{gp}	6 28%	54 18%	138 24% _{Tv}	33 18%	108 22%	39 25%
7	159 18% _{ca}	155 18%	4 22%	102 18%	29 15%	23 21%	5 14%	79 19%	59 18%	15 15%	1 14%	64 20%	95 17%	33 18%	38 17%	53 24% _{TS}	17 14%	11 17%	1 5%	44 15%	108 19%	39 22%	79 16%	35 22%
6	79 9% _{ey}	79 9%	2 8%	41 7%	28 15% _{Te}	9 8%	5 16%	37 9%	27 8%	10 10%	-	31 10%	48 8%	18 10%	17 8%	17 9%	11 9%	6 9%	-	24 8%	54 10%	23 13% _{Ty}	33 7%	13 8%
5	56 6%	56 6%	1 3%	38 7%	8 4%	10 9%	1 3%	28 7%	23 7%	4 4%	-	15 5%	41 7%	12 6%	15 7%	17 8%	4 3%	1 2%	2 10%	21 7%	33 6%	14 8%	29 6%	7 4%
4	13 1%	13 1%	-	9 2%	3 2%	1 1%	-	5 1%	7 2%	1 1%	-	3 1%	9 2%	5 3%	2 1%	2 1%	2 2%	1 2%	-	6 2%	7 1%	4 2%	7 1%	2 1%
3	10 1% _a	9 1%	1 4%	6 1%	2 1%	-	-	3 1%	4 1%	3 3%	-	2 1%	8 1%	1 1%	4 2%	3 1%	-	1 2%	-	1 1%	7 1%	1 2%	6 1%	2 1%
2	4 * _e	4 *	-	1 *	1 1%	2 2% _e	-	1 *	2 1%	-	-	2 1%	2 *	-	1 *	1 1%	1 1%	-	1 5%	-	4 1%	1 *	2 *	1 1%
1 - Strongly disagree	5 1%	5 1%	-	2 *	1 1%	2 2%	-	3 1%	2 1%	-	-	5 1%	4 2% _{Tr}	2 1%	-	-	-	-	-	2 1%	3 *	4 2% _{Ty}	2 *	-
Don't know	13 2% _a	12 1%	-	8 1%	1 1%	3 3%	1 3%	5 1%	6 2%	1 1%	-	5 2%	8 1%	1 1%	5 2%	4 2%	2 2%	-	-	7 2%	6 1%	3 2%	8 2%	1 1%
Prefer not to say	1 *	1 *	-	1 *	-	-	-	-	-	1 1% _{TJ}	-	-	1 *	-	-	1 *	-	-	-	-	1 *	-	-	1 *
Mean	7.92 _x	7.93 _T	7.94	7.96	7.87	7.83	8.17	7.98	7.84	7.85	8.40	7.99	7.88	7.84	7.95	7.79	8.20 _r	8.07	8.19	8.10 _{Tw}	7.84	7.56	8.08 _{Tx}	7.89
Standard deviation	1.79	1.79	1.78	1.74	1.80	2.03	1.54	1.82	1.85	1.61	0.87	1.64	1.88	2.00	1.84	1.68	1.64	1.55	2.04	1.85	1.76	1.99	1.76	1.63

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Prepared by Yonder

.YONDER

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 254
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I have become more aware of suspicious content/ communications online
Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income						Any impacting/ limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157
Standard error	0.06	0.06	0.37	0.07	0.13	0.20	0.26	0.09	0.10	0.16	0.31	0.09	0.08	0.15	0.12	0.11	0.15	0.19	0.46	0.11	0.07	0.15	0.08	0.13

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 255
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I have become more confident in identifying potential fraud or scams online
Base: All who have experienced online fraud or scams

	Gender			Age										SEG						Ethnicity					Q4. Personally know other victims		
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)	
Unweighted base	893	496	390	59	179	180	175	144	105	51	238	355	300	258	255	197	176	513	373	738	150	28	87	29	515	318	
Weighted base	890	453	429	93	183	174	180	121	90	49*	276	354	260	269	243	186	186	512	372	725	160	30*	93	30**	522	309	
Effective base	854	472	380	58	178	176	173	141	103	49	227	349	292	243	245	192	170	487	361	706	144	26	84	28	491	307	
NET: Agree	622 70% _s	317 70%	299 70%	68 73%	126 69%	129 74%	117 65%	82 68%	66 74%	33 69%	194 70%	246 69%	182 70%	200 75% _s	170 70%	135 73% _s	113 61%	371 72%	248 67%	500 69%	118 74%	18 59%	69 74%	26 85%	384 74% _{TD}	205 66%	
NET: Neither	187 21% _{rC}	101 22%	86 20%	22 23%	38 21%	30 17%	46 25%	25 21%	16 18%	10 21%	60 22%	76 21%	52 20%	52 19%	54 22% _r	27 15%	53 28% _{TPr}	106 21%	80 21%	155 20%	32 20%	10 32%	20 21%	2 8%	93 18%	74 24% _C	
NET: Disagree	60 7% _t	26 6%	35 8%	3 3%	12 7%	12 7%	12 7%	11 9%	3 7%	15 6%	25 6%	25 7%	20 8%	13 5%	14 6%	20 11% _{TP}	12 7%	27 5%	32 9%	51 7%	9 5%	3 9%	4 4%	1 3%	34 6%	24 8%	
10 - Strongly agree	162 18% _{tD}	81 18%	79 18%	21 23%	38 21%	26 15%	33 18%	18 14%	17 19%	10 20%	59 21%	59 17%	44 17%	42 16%	39 16%	42 22%	38 20%	81 16%	80 21% _{TT}	130 18%	31 20%	9 29%	14 15%	6 20%	111 21% _{TD}	45 15%	
9	104 12%	47 10%	57 13%	10 10%	17 9%	28 16%	17 9%	15 13%	12 14%	5 10%	26 10%	44 13%	33 13%	31 11%	34 14%	24 13%	14 8%	64 13%	39 10%	83 11%	19 12%	3 9%	9 9%	8 26%	59 11%	37 12%	
8	181 20%	92 20%	88 21%	13 14%	36 20%	38 22%	35 19%	28 23%	19 21%	12 24%	49 18%	73 21%	58 22%	59 22%	55 23%	36 19%	29 16%	114 22%	65 18%	145 20%	34 21%	4 13%	21 22%	8 25%	115 22%	56 18%	
7	176 20%	98 22%	74 17%	24 26%	35 19%	37 21%	32 18%	21 18%	18 20%	7 14%	60 22%	70 20%	46 18%	69 26% _{Tqs}	42 17%	33 18%	31 17%	111 22%	65 17%	142 20%	33 21%	3 9%	26 28% _w	4 14%	100 19%	67 22%	
6	115 13%	59 13%	56 13%	15 16%	29 16%	19 11%	25 14%	13 10%	7 8%	7 15%	44 16%	44 12%	27 10%	31 12%	31 13%	17 9%	34 18% _{Tr}	63 12%	51 14%	94 13%	21 13%	4 14%	15 16%	2 8%	60 11%	45 14%	
5	72 8% _C	42 9%	30 7%	7 7%	9 5%	11 6%	21 12% _g	13 10%	9 10%	3 6%	16 6%	32 9%	25 10%	21 8%	22 9%	10 5%	18 10%	43 8%	28 8%	62 8%	11 7%	5 18%	5 6%	-	33 6%	30 10%	
4	27 3% _a	9 2%	18 4%	1 2%	5 3%	6 3%	4 2%	7 6%	4 4%	-	7 2%	10 3%	10 4%	6 2%	8 3%	10 5% _{Ts}	3 2%	14 3%	13 4%	23 3%	4 3%	1 3%	3 3%	-	15 3%	10 3%	
3	14 2%	6 1%	7 2%	-	1 1%	2 1%	4 2%	3 3%	1 1%	2 4% _g	1 *	7 2%	6 1%	3 1%	4 2%	4 2%	2 1%	7 1%	6 1%	11 2%	3 2%	1 3%	1 1%	-	7 1%	6 2%	
2	12 1% _t	7 2%	4 1%	2 2%	3 2%	3 2%	2 1%	-	1 1%	1 2%	5 2%	5 1%	2 1%	3 1%	-	5 3% _q	4 2% _q	3 1%	9 2% _{Tt}	10 1%	1 1%	-	-	-	1 3%	6 1%	5 2%
1 - Strongly disagree	8 1%	3 1%	5 1%	-	3 2%	1 1%	2 1%	1 1%	1 1%	-	3 1%	3 1%	2 1%	1 *	2 1%	1 1%	4 2%	3 1%	5 1%	7 1%	1 1%	1 3%	-	-	6 1%	2 1%	
Don't know	18 2%	9 2%	9 2%	-	5 3%	2 1%	5 3%	3 2%	1 1%	2 5%	5 2%	7 2%	6 2%	3 1%	4 2%	4 2%	7 4%	7 1%	11 3%	18 3% _T	-	-	-	-	11 2%	5 2%	
Prefer not to say	2 *	1 *	1 *	-	1 1%	1 *	-	-	-	-	1 *	1 *	-	-	1 *	-	1 *	1 *	1 *	1 *	1 1%	-	-	1 3%	-	1 *	
Mean	7.43D	7.40	7.45	7.59	7.47	7.47	7.28	7.29	7.50	7.56	7.51	7.38	7.41	7.46	7.47	7.53	7.25	7.46	7.39	7.40	7.57	7.26	7.45	8.16	7.59TD	7.22	
Standard deviation	1.96	1.92	2.01	1.83	2.02	1.89	2.04	1.96	1.97	1.97	1.96	1.97	1.96	1.78	1.86	2.14	2.14	1.82	2.14	1.98	1.86	2.44	1.61	1.71	1.96	1.95	
Standard error	0.07	0.09	0.10	0.24	0.15	0.14	0.16	0.16	0.19	0.28	0.13	0.11	0.11	0.11	0.12	0.15	0.17	0.08	0.11	0.07	0.15	0.46	0.17	0.32	0.09	0.11	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 256
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I have become more confident in identifying potential fraud or scams online
Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced												Q10. Device used			Q12. Promoted content		Q13. Personal connection			Q16. Multiple channels of communication			
	Total (T)	Romance or dating scam (a)	Investment or pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	893	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	854	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
NET: Agree	622 70%	78 76%	95 73%	18 63%	71 64%	51 72%	79 67%	24 74%	26 82%	28 64%	104 74%	28 62%	265 70%	70 77%	264 70%	43 77%	64 69%	44 61%	40 72%	285 74%T	18 69%	320 73%T	66 76%	27 62%
NET: Neither	187 21%	15 15%	25 19%	7 26%	34 30%Taj	14 20%	26 22%	6 20%	5 15%	12 28%	22 15%	10 24%	81 21%	14 16%	84 22%	9 16%	22 23%	25 34%Tr	10 18%	72 19%	7 25%	83 19%	14 16%	11 25%
NET: Disagree	60 7%	8 7%	8 6%	3 10%	5 5%	4 5%	9 7%	1 3%	- 7%	3 7%	13 9%	4 9%	27 7%	4 5%	24 6%	2 3%	6 7%	3 4%	6 10%	23 6%	1 3%	28 6%	6 6%	4 8%
10 - Strongly agree	162 18%	23 22%	31 24%	5 19%	15 14%	9 13%	19 16%	5 15%	7 21%	5 12%	28 20%	6 14%	71 19%	11 12%	77 20%	13 23%	16 17%	10 15%	16 28%	79 20%	5 20%	84 19%	15 17%	8 17%
9	104 12%z	12 12%	15 12%	2 7%	15 13%	8 12%	10 9%	5 17%	3 8%	8 19%	18 13%	2 5%	52 14%	12 14%	38 10%	8 15%	10 11%	6 9%	5 9%	50 13%	1 4%	63 14%Tz	10 12%z	- -
8	181 20%	20 19%	23 18%	6 21%	18 16%	21 29%d	25 21%	7 22%	10 31%	8 18%	31 22%	8 18%	75 20%	16 18%	84 22%	10 18%	17 17%	17 24%	9 16%	85 22%	7 26%	93 21%	18 21%	8 19%
7	176 20%	24 23%	25 19%	5 17%	23 21%	13 19%	25 21%	7 21%	7 21%	7 15%	26 18%	11 25%	67 18%	31 34%Tin	66 17%	12 21%	22 24%	10 14%	11 19%	71 18%	5 19%	81 18%	23 26%	11 25%
6	115 13%	10 10%	16 12%	6 21%	22 19%Tajk	12 17%	16 13%	5 14%	2 6%	7 16%	13 9%	2 4%	48 13%	12 13%	50 13%	7 13%	13 14%	16 23%T	5 9%	45 12%	7 25%	49 11%	10 12%	9 20%
5	72 8%em	5 5%	9 7%	1 5%	12 11%e	2 2%	10 8%	2 6%	3 9%	5 12%e	8 6%	9 19%Tabej	33 9%em	2 2%	33 9%em	2 3%	9 10%	8 12%	5 9%	28 7%	- 8%	35 8%	3 4%	2 5%
4	27 3%	2 2%	4 3%	2 7%	2 1%	1 1%	5 4%	1 3%	- -	- 2%	5 3%	2 5%	16 4%	1 1%	8 2%	2 3%	4 4%	1 1%	3 5%	11 3%	- -	9 2%	5 5%	2 4%
3	14 2%	2 2%	1 1%	1 3%	2 2%	1 1%	1 1%	- -	- 4%	2 4%	2 2%	1 2%	5 1%	2 3%	6 2%	- -	1 1%	- -	2 3%	6 1%	1 3%	9 2%	1 1%	1 2%
2	12 1%	2 2%	3 2%	- -	1 1%	1 1%	1 1%	- -	- -	- -	3 2%	1 2%	3 1%	- -	6 1%	- -	- -	- -	1 2%	4 1%	- -	8 2%	- -	- -
1 - Strongly disagree	8 1%	2 2%	- -	- -	- -	1 1%	2 2%	- -	- -	- -	3 2%	- -	3 1%	1 1%	4 1%	- -	1 3%	2 3%	- -	2 1%	- -	2 1%	- -	1 2%
Don't know	18 2%k	1 1%	1 1%	- -	1 1%	2 3%	4 4%	1 3%	1 3%	1 2%	3 2%	2 5%	5 1%	2 2%	7 2%	2 4%	- -	- -	- -	4 1%	1 4%	5 1%	2 2%	2 5%
Prefer not to say	2 -	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 -	- -	1 -	- 1%	- -	- -	- -	1 -	- -	2 -	- -	- -
Mean	7.43	7.56	7.65	7.25	7.26	7.45	7.28	7.66	7.92k	7.28	7.50	6.92	7.48	7.44	7.46	7.93t	7.33	7.18	7.55	7.62T	7.58	7.55	7.58	7.09
Standard deviation	1.96	2.10	1.96	1.94	1.81	1.82	1.97	1.62	1.52	1.89	2.13	2.01	1.95	1.69	2.00	1.66	1.91	1.94	2.17	1.90	1.70	1.96	1.70	1.98

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 256
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I have become more confident in identifying potential fraud or scams online
Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication					
	Total (T)	Romance or dating scam (a)	Investment , pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer service fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/ Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/ Prefer not to say (w)	No (x)	Yes (y)	Can't remember/ Prefer not to say (z)
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Standard error	0.07	0.21	0.17	0.37	0.17	0.21	0.18	0.29	0.27	0.29	0.18	0.32	0.10	0.18	0.10	0.23	0.21	0.23	0.29	0.10	0.35	0.09	0.18	0.32

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 257

Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?

I have become more confident in identifying potential fraud or scams online

Base: All who have experienced online fraud or scams

	Q19. Money lost					Q21. Action taken					Q23. Result of reporting						Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards			
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	893	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	854	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
NET: Agree	622 70%j	152 69%	63 68%	57 70%	18 61%	468 70%	524 72%Tj	91 60%	373 74%Tij	137 72%j	217 70%	98 79%Trt	112 76%rt	16 59%	46 75%	61 65%	13 87%	18 57%	260 76%Tv	316 67%	183 72%	409 71%
NET: Neither	187 21%ik	44 20%	22 23%	14 17%	9 29%	142 21%	142 20%k	43 29%Tik	87 17%	38 20%	64 21%	20 16%	26 18%	6 24%	13 22%	20 21%	2 13%	9 29%	63 19%	108 23%	49 19%	123 21%
NET: Disagree	60 7%u	19 9%	8 9%	8 10%	2 7%	41 6%	48 7%	12 8%	32 6%	13 7%	19 6%	6 5%	7 5%	5 17%	2 3%	9 9%	-	5 15%oq	15 4%	38 8%u	22 9%	36 6%
10 - Strongly agree	162 18%jrv	40 18%	13 14%	17 20%	7 23%	121 18%	146 20%Tj	13 8%	109 22%Tj	42 22%j	55 18%	34 28%Tmr	32 22%r	4 15%	14 23%r	9 10%	5 35%	7 21%	83 24%Tv	68 14%	50 20%	102 18%
9	104 12%g	34 16%Tg	16 17%	13 17%	2 7%	69 10%	83 11%	19 13%	62 12%	20 11%	37 12%	16 13%	16 11%	4 15%	7 12%	11 11%	3 17%	3 11%	49 14%	50 11%	30 12%	68 12%
8	181 20%	40 18%	18 20%	13 15%	3 11%	141 21%	154 21%	27 18%	109 22%	44 23%	74 24%	21 17%	36 24%	2 8%	14 23%	21 22%	1 7%	5 17%	73 21%	95 20%	58 23%	116 20%
7	176 20%u	38 17%	16 18%	14 18%	6 21%	136 20%	141 19%	32 21%	93 19%	31 16%	51 17%	27 22%	28 19%	6 22%	10 17%	20 22%	4 27%	2 8%	55 16%	104 22%u	44 17%	123 21%
6	115 13%	28 13%	16 17%	8 10%	3 9%	86 13%	87 12%	27 18%Tik	57 11%	24 13%	34 11%	14 11%	20 14%	5 17%	8 13%	14 15%	1 7%	4 12%	45 13%	60 13%	37 15%	66 11%
5	72 8%kouw	16 7%	5 6%	5 6%	6 19%	56 8%	55 8%k	16 11%k	30 6%	14 7%	30 10%o	6 5%	6 4%	2 7%	5 8%	6 7%	1 6%	5 17%no	19 5%	48 10%Tu	11 4%	57 10%Tw
4	27 3%	7 3%	2 2%	4 5%	1 3%	20 3%	20 3%	7 5%	12 2%	7 4%	7 2%	3 3%	3 2%	3 11%	1 2%	4 4%	-	2 5%	7 2%	18 4%	10 4%	16 3%
3	14 2%	3 1%	3 3%	-	-	11 2%	14 2%	-	7 1%	4 2%	6 2%	1 1%	1 1%	-	-	3 3%	-	2 6%Tno	3 1%	9 2%	6 2%	7 1%
2	12 1%	5 2%	1 1%	3 4%Tg	-	7 1%	8 1%	4 2%	6 1%	1 1%	2 1%	1 1%	2 6%	2 -	-	1 1%	-	1 3%	4 1%	8 2%	3 1%	9 2%
1 - Strongly disagree	8 1%g	5 2%Tg	2 2%	1 1%	1 4%	3 *	6 1%	2 1%	6 1%	1 1%	4 1%	1 1%	1 1%	-	1 2%	1 1%	-	-	2 1%	4 1%	3 1%	4 1%
Don't know	18 2%liuw	3 1%	-	2 3%	1 3%	14 2%	11 2%	4 3%	8 2%	2 1%	7 2%	-	2 1%	-	4 4%n	-	-	-	3 1%	7 2%	1 *	8 1%
Prefer not to say	2 *	-	-	-	-	2 *	1 *	-	1 *	-	1 *	-	-	-	-	-	-	-	-	-	-	1 *
Mean	7.43jv	7.39	7.30	7.45	7.16	7.45	7.52Tj	6.95	7.63Tij	7.57j	7.46	7.84Trt	7.72r	6.89	7.72r	7.09	8.28	7.01	7.81Tv	7.20	7.49	7.42
Standard deviation	1.96	2.16	2.07	2.23	2.28	1.89	1.96	1.91	1.97	1.95	1.97	1.91	1.84	2.27	1.87	1.92	1.67	2.39	1.86	1.96	2.01	1.93

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 257

Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?

I have become more confident in identifying potential fraud or scams online

Base: All who have experienced online fraud or scams

	Q19. Money lost					Q21. Action taken					Q23. Result of reporting					Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards				
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Standard error	0.07	0.15	0.21	0.25	0.42	0.07	0.07	0.16	0.09	0.14	0.11	0.17	0.15	0.45	0.24	0.20	0.43	0.41	0.10	0.09	0.12	0.08

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x

Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 258
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I have become more confident in identifying potential fraud or scams online
Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income						Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potential	
																							Most financially vulnerable (y)	Least financially vulnerable (z)
Unweighted base	893	887	23	578	179	107	35	418	330	98	8	311	582	183	235	221	118	67	20	303	568	171	500	166
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157
Effective base	854	848	23	554	171	102	34	399	318	94	7	300	555	177	225	211	113	65	19	290	543	165	476	162
NET: Agree	622 70%ox	620 70%	14 67%	397 70%	130 70%	79 71%	20 62%	293 70%	219 68%	78 76%	9 86%	246 76%To	376 66%	121 66%	151 67%	148 68%	98 80%Tpqr	51 80%pq	18 90%	205 69%	400 70%	114 63%	347 71%	120 76%Tx
NET: Neither	187 21%ns	185 21%	4 22%	119 21%	38 21%	24 22%	8 25%	88 21%	74 23%	18 18%	-	51 16%	137 24%Tn	43 23%	51 22%	17 23%rs	9 14%	2 14%	61 10%	122 21%	43 24%	101 21%	28 18%	
NET: Disagree	60 7%	59 7%	2 12%	39 7%	15 8%	5 4%	3 9%	29 7%	22 7%	4 4%	1 14%	21 7%	39 7%	16 9%	20 9%	14 6%	4 4%	3 4%	-	21 7%	38 7%	19 10%z	31 6%	6 4%
10 - Strongly agree	162 18%	162 18%	2 9%	95 17%	41 22%	24 22%	4 13%	81 19%	62 19%	12 12%	2 17%	63 20%	99 17%	37 20%	40 18%	34 16%	24 20%	10 16%	8 39%	59 18%	100 18%	30 17%	97 20%	25 16%
9	104 12%cj	104 12%	1 5%	67 12%	19 10%	16 15%	5 16%	39 9%	45 14%	12 12%	1 13%	43 13%	61 11%	19 11%	26 12%	29 13%	15 12%	9 14%	2 9%	32 11%	68 12%	19 10%	61 12%	19 12%
8	181 20%k	181 20%	2 9%	123 22%	39 21%	16 15%	9 28%	96 23%k	49 15%	24 24%	1 8%	69 21%	112 20%	32 18%	45 20%	42 19%	29 24%	18 28%	4 19%	68 23%	109 19%	31 17%	99 20%	38 24%
7	176 20%iv	173 20%	9 44%	112 20%	31 17%	22 20%	2 5%	76 18%	63 20%ii	29 29%Tij	5 47%	72 22%	104 18%	33 18%	40 18%	43 20%	29 24%	14 22%	5 24%	46 15%	123 22%v	34 19%	89 18%	38 24%
6	115 13%	114 13%	3 13%	70 12%	27 15%	14 13%	5 17%	55 13%	40 12%	15 15%	-	37 11%	78 14%	25 14%	29 13%	32 15%	9 7%	7 11%	1 5%	41 14%	71 13%	27 15%	59 12%	19 12%
5	72 8%ln	71 8%	2 8%	48 9%	11 6%	10 9%	3 9%	33 8%	34 10%il	3 3%	-	14 4%	59 10%Tn	17 9%	22 10%	19 9%	8 6%	2 3%	1 5%	20 7%	51 9%	17 9%	43 9%	9 6%
4	27 3%	27 3%	2 8%	18 3%	6 3%	2 2%	-	10 2%	15 5%T	1 1%	1 14%	10 3%	17 3%	4 2%	10 4%	7 3%	3 3%	2 3%	-	9 3%	17 3%	7 4%	14 3%	4 2%
3	14 2%	14 2%	1 4%	10 2%	2 1%	1 1%	1 4%	8 2%	4 1%	1 1%	-	3 1%	11 2%	4 2%	7 3%	2 1%	1 1%	-	5 2%	9 2%	6 3%	7 1%	1 1%	
2	12 1%a	11 1%	-	6 1%	6 3%Te	-	1	7 2%	2 1%	1 1%	-	6 2%	6 1%	3 2%	3 1%	5 2%	-	1 2%	-	2 1%	10 2%	3 2%	7 1%	2 1%
1 - Strongly disagree	8 1%w	8 1%	-	5 1%	1 1%	2 2%	1 3%	5 1%	1 *	1 1%	-	2 1%	6 1%	5 3%Tr	1 *	-	-	-	-	6 2%Tw	2 *	3 2%	3 1%	-
Don't know	18 2%a	17 2%	-	12 2%	2 1%	3 3%	1 3%	9 2%	7 2%	1 1%	-	5 2%	13 2%	4 2%	5 2%	3 2%	3 2%	1 1%	-	9 3%	8 1%	4 2%	11 2%	2 1%
Prefer not to say	2	2	-	2	-	-	-	-	1	1	-	2	1	1	1	-	-	-	-	1	1	-	1	1
Mean	7.43ox	7.44T	6.76	7.40	7.49	7.61	7.21	7.42	7.45	7.46	7.43	7.61To	7.32	7.28	7.30	7.37	7.78Tpq	7.73	8.40	7.49	7.40	7.13	7.51x	7.59x
Standard deviation	1.96	1.95	1.73	1.93	2.07	1.97	2.27	2.01	1.94	1.66	1.89	1.90	1.99	2.20	2.02	1.90	1.65	1.66	1.57	2.04	1.93	2.13	1.96	1.69

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Prepared by Yonder

.YONDER

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 258
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I have become more confident in identifying potential fraud or scams online
Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income						Any impacting/ limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157
Standard error	0.07	0.07	0.36	0.08	0.16	0.19	0.39	0.10	0.11	0.17	0.67	0.11	0.08	0.16	0.13	0.13	0.15	0.20	0.35	0.12	0.08	0.16	0.09	0.13

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 259
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I feel better equipped to protect myself from future fraud or scams online
Base: All who have experienced online fraud or scams

	Gender			Age										SEG						Ethnicity					Q4. Personally know other victims	
	Total (T)	Man (a)	Woman (b)	18-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75-84 (l)	NET: 18-34 (m)	NET: 35-54 (n)	NET: 55+ (o)	AB (p)	C1 (q)	C2 (r)	DE (s)	ABC1 (t)	C2DE (u)	White (v)	Minority Ethnic Group (w)	Mixed (x)	Asian (y)	Black (z)	Yes (C)	No (D)
Unweighted base	893	496	390	59	179	180	175	144	105	51	238	355	300	258	255	197	176	513	373	738	150	28	87	29	515	318
Weighted base	890	453	429	93	183	174	180	121	90	49*	276	354	260	269	243	186	186	512	372	725	160	30*	93	30**	522	309
Effective base	854	472	380	58	178	176	173	141	103	49	227	349	292	243	245	192	170	487	361	706	144	26	84	28	491	307
NET: Agree	639 72%	327 72%	306 71%	71 76%	127 69%	123 71%	127 70%	90 74%	68 76%	34 69%	198 72%	250 71%	191 74%	199 74%	175 72%	139 75%	124 66%	374 73%	262 71%	513 71%	122 77%	19 63%	74 79%	25 82%	389 74%T	215 70%
NET: Neither	178 20% ^C	93 21%	84 19%	21 22%	33 18%	36 21%	42 23%	24 20%	13 14%	8 17%	54 20%	78 22%	45 17%	53 20%	49 20%	31 17%	43 23%	102 20%	74 20%	148 20%	30 19%	9 30%	16 17%	3 11%	90 17%	70 23%
NET: Disagree	52 6%	27 6%	26 6%	1 2%	13 7%	12 7%	8 5%	6 5%	7 8%	4 9%	15 5%	20 6%	17 7%	15 6%	11 4%	12 7%	14 7%	26 5%	26 7%	45 6%	5 3%	2 7%	2 2%	1 3%	28 5%	22 7%
10 - Strongly agree	151 17%	74 16%	75 17%	21 23%	27 15%	24 14%	37 21%	18 15%	13 14%	11 22%	48 17%	61 21%	42 16%	42 16%	36 15%	43 23% ^{Tpq}	29 17%	77 15%	72 19%	121 17%	29 18%	7 22%	15 16%	6 20%	92 18%	52 17%
9	101 11%	46 10%	54 13%	13 14%	20 11%	17 10%	16 9%	16 13%	14 16%	5 11%	33 12%	33 9%	36 14%	23 9%	31 13%	20 11%	25 13%	55 11%	45 11%	78 11%	22 13%	4 13%	14 15%	4 12%	56 11%	34 11%
8	202 23% ^{iu}	104 23%	98 23%	21 23%	42 23%	43 25%	30 17%	31 26% ⁱⁱ	22 24%	12 24%	64 23%	73 21%	65 25%	72 27% ^{is}	59 24%	38 20%	33 18%	132 26% ^{Tu}	70 19%	163 22%	38 24%	6 18%	25 27%	7 22%	133 26% ^T	63 20%
7	185 21%	103 23%	79 18%	15 17%	38 21%	39 22%	44 24%	24 20%	19 21%	6 12%	53 19%	83 23%	49 19%	61 23%	48 20%	38 20%	37 20%	110 21%	75 20%	151 21%	34 21%	3 10%	20 22%	9 28%	106 20%	66 21%
6	91 10% ^k	54 12%	37 9%	13 14% ^k	23 12% ^k	19 11% ^k	16 9%	14 11% ^k	3 4%	2 5%	36 13% ^o	36 10%	20 8%	31 12%	27 11%	14 8%	18 10%	59 11%	32 9%	72 10%	19 12%	6 20%	9 10%	3 11%	51 10%	35 11%
5	87 10% ^{gC}	39 9%	46 11%	8 8%	10 6%	17 10%	26 14% ^{Tg}	10 8%	10 11%	6 13%	18 7%	43 12% ^m	26 10%	22 8%	21 9%	16 9%	25 14%	43 8%	42 11%	76 10%	11 7%	3 10%	7 7%	-	39 7%	35 11%
4	21 2%	12 3%	9 2%	1 2%	4 4%	7 4%	4 2%	3 3%	2 3%	-	5 2%	11 3%	5 2%	5 2%	7 4%	5 3%	10 2%	12 3%	18 3%	2 1%	-	-	2 2%	-	12 2%	9 3%
3	14 2%	7 1%	8 2%	-	4 2% ⁱ	2 1%	-	1 3% ⁱⁱ	3 3% ⁱⁱ	3 6% ^{Tii}	4 2%	2 1%	7 3% ⁱⁿ	4 2%	2 1%	-	8 4% ^{Tqr}	6 1%	8 2%	2 2%	1 1%	3 3%	-	1 3%	7 1%	6 2%
2	11 1%	6 1%	5 1%	-	3 2%	3 2%	2 1%	1 1%	-	-	3 1%	5 1%	3 1%	4 2%	1 1%	4 2%	1 1%	6 1%	5 1%	9 1%	1 1%	1 4%	-	-	7 1%	4 1%
1 - Strongly disagree	6 1%	2 *	4 1%	-	2 1%	-	2 1%	-	2 2%	-	2 1%	2 1%	2 1%	2 1%	3 1%	1 1%	-	5 1%	1 *	5 1%	-	-	-	-	2 *	3 1%
Don't know	19 2% ^{pD}	6 1%	13 3%	-	7 4%	3 2%	3 2%	2 2%	2 2%	2 5%	7 3%	6 2%	6 2%	1 *	8 3% ^p	4 2%	6 3% ^p	9 2%	10 3%	18 3%	1 1%	-	1 1%	-	14 3% ^D	2 1%
Prefer not to say	2 *	1 *	1 *	-	2 1% ^T	-	-	-	-	-	2 1%	-	-	1 *	1 *	-	-	2 *	-	1 *	1 1%	-	-	1 3%	1 *	-
Mean	7.44	7.41	7.47	7.83	7.37	7.31	7.39	7.52	7.42	7.46	7.53	7.35	7.47	7.40	7.49	7.62	7.28	7.44	7.45	7.40	7.68	7.38	7.74	7.86	7.56 ^T	7.30
Standard deviation	1.90	1.85	1.96	1.67	1.95	1.82	1.98	1.76	2.01	2.24	1.87	1.90	1.93	1.84	1.81	2.00	1.96	1.83	1.98	1.92	1.71	2.19	1.55	1.63	1.84	1.98
Standard error	0.06	0.08	0.10	0.22	0.15	0.14	0.15	0.15	0.20	0.32	0.12	0.10	0.11	0.12	0.12	0.14	0.15	0.08	0.10	0.07	0.14	0.41	0.17	0.31	0.08	0.11

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e - T/f/g/h/i/j/k/l - T/m/n/o - T/p/q/r/s - T/t/u - T/v/w/y/z/A/B - T/C/D
 Overlap formulae used.

Online Scams and Fraud Research 2022

ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 260
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I feel better equipped to protect myself from future fraud or scams online
Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection		Q16. Multiple channels of communication					
	Total (T)	Romance or dating scam (a)	Investment pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/Prefer not to say (w)	No (x)	Yes (y)	Can't remember/Prefer not to say (z)
Unweighted base	893	103	131	28	112	75	118	32	33	44	139	41	369	89	398	55	87	74	56	389	25	438	92	40
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Effective base	854	97	124	27	108	73	112	31	33	42	134	39	357	85	379	52	82	72	54	371	24	419	89	37
NET: Agree	639 72%	76 74%	100 77%	18 67%	75 68%	51 71%	78 66%	26 81%	25 79%	28 63%	109 78% ^f	27 62%	266 70%	68 75%	280 74%	45 82%	70 75%	49 68%	39 69%	296 77% ^T	19 73%	332 76% ^T	70 80% ^z	27 62%
NET: Neither	178 20% ^v	20 19%	22 17%	7 24%	26 23%	15 22%	24 21%	3 10%	4 11%	12 27%	14 10%	14 31% ^g	14 21%	15 16%	73 19%	9 16%	17 18%	18 25%	14 26%	18 17%	5 20%	76 17%	14 16%	12 28%
NET: Disagree	52 6%	4 4%	5 4%	3 9%	8 8%	3 4%	12 10%	1 3%	2 7%	5 10%	7 5%	1 2%	25 7%	5 5%	21 5%	- 5%	5 6%	3 4%	2 3%	16 4%	1 3%	23 5%	4 4%	2 5%
10 - Strongly agree	151 17%	19 19%	29 22%	6 21%	15 14%	8 12%	15 13%	5 9%	4 9%	27 21%	6 14%	59 14%	12 16%	76 20% ^T	14 25%	13 14%	10 14%	14 25%	19 19%	72 19%	4 16%	83 19%	12 14%	6 15%
9	101 11% ^u	14 13%	10 8%	1 4%	13 12%	11 15%	12 10%	5 17%	2 5%	6 13%	21 15%	3 7%	47 12%	8 9%	42 11%	7 12%	11 13%	9 2%	1 12% ^u	45 16%	4 16%	54 12%	15 17%	2 2%
8	202 23%	23 22%	28 21%	6 21%	24 22%	20 29%	29 25%	6 18%	8 25%	9 21%	31 22%	9 21%	80 21%	27 30%	83 22%	12 21%	21 23%	14 20%	11 19%	95 25%	5 17%	104 24%	23 26%	8 18%
7	185 21%	21 20%	33 26%	6 21%	23 20%	11 16%	21 18%	10 31%	6 20%	9 21%	31 22%	9 21%	80 21%	21 23%	79 21%	13 23%	24 26%	15 21%	13 23%	84 22%	6 23%	91 21%	21 24%	10 24%
6	91 10%	10 10%	15 12% ^h	3 10%	12 11%	10 14% ^h	15 13% ^h	2 7%	- -	3 6%	12 9%	6 15% ^h	40 11%	9 10%	36 9%	4 7%	9 10%	9 12%	6 10%	32 8%	5 17%	39 9%	11 13%	7 16%
5	87 10% ^y	10 10%	7 6%	4 14%	13 12%	6 8%	9 8%	1 3%	4 11%	9 21% ^{Tbfgj}	11 8%	7 17% ^b	39 10%	6 6%	37 10%	5 9%	8 13%	10 13%	9 15%	33 8%	1 3%	37 8%	2 3%	5 12% ^y
4	21 2% ^x	1 1%	3 2%	1 5%	4 3%	1 1%	4 4%	1 3%	2 7% ^a	2 4%	2 2%	2 -	9 2%	2 2%	10 3%	- -	2 2%	2 3%	1 2%	6 2%	- -	6 1%	4 4%	1 2%
3	14 2% ⁿ	1 1%	- -	1 4%	2 2%	2 3%	3 2%	- -	- -	2 5% ^b	3 2%	- -	10 3% ⁿ	1 1%	3 1%	- -	2 2%	1 2%	- -	4 1%	1 3%	8 2%	- -	- -
2	11 1%	2 2%	2 2%	- -	2 1%	- -	3 2%	- -	- -	- -	1 1%	- -	5 1%	1 1%	5 1%	- -	1 1%	- -	1 1%	5 1%	- -	5 1%	- -	1 3%
1 - Strongly disagree	6 1%	- -	- -	- -	1 1%	- -	2 2%	- -	- -	1 2%	1 1%	1 2%	1 2%	1 1%	4 1%	- -	- -	- -	- -	1 *	- -	3 1%	- -	- -
Don't know	19 2%	3 3%	2 1%	- -	2 2%	2 3%	4 4%	2 6% ^j	- -	- -	2 1%	2 5%	9 2%	3 3%	6 2%	- -	- -	2 3%	1 2%	8 2%	1 4%	6 1%	- -	1 2%
Prefer not to say	2 -	- -	1 1%	- -	- -	- -	- -	- -	1 3% ^{Tj}	- -	- -	- -	- -	- -	1 *	1 2% ^T	1 1%	- -	- -	1 *	- -	1 *	- -	1 2% ^{Tx}
Mean	7.44i	7.61i	7.68fi	7.21	7.21	7.52	7.14	7.81	7.81i	6.83	7.64i	7.15	7.37	7.43	7.54	7.96T	7.43	7.35	7.47	7.63T	7.64	7.58T	7.70	7.11
Standard deviation	1.90	1.84	1.76	2.03	1.96	1.68	2.07	1.52	1.92	2.04	1.87	1.89	1.91	1.79	1.93	1.60	1.78	1.78	1.91	1.79	1.71	1.89	1.52	1.89

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 260
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I feel better equipped to protect myself from future fraud or scams online
Base: All who have experienced online fraud or scams

	Q6b. Most recent scam/fraud experienced											Q10. Device used			Q12. Promoted content		Q13. Personal connection			Q16. Multiple channels of communication				
	Total (T)	Romance or dating scam (a)	Investment , pension or 'get rich quick' scam (b)	Money mule recruitment or money laundering (c)	Impersonation fraud (d)	Identity fraud (e)	Computer software fraud or ransomware scam (f)	Psychic or clairvoyant scam (g)	Holiday scam (h)	Health or medical scam (i)	Counterfeit goods scam (j)	Fake employment scam (k)	Smartphone (l)	Tablet (m)	Computer (n)	Yes (r)	No (s)	Don't know/Can't remember/ Prefer not to say (t)	Yes (u)	No (v)	Don't know/Can't remember/ Prefer not to say (w)	No (x)	Yes (y)	Can't remember/ Prefer not to say (z)
Weighted base	890	103	130	28**	111	71	118	32*	32*	44*	141	44*	379	90	381	55	93	72	56	386	27**	438	88	43*
Standard error	0.06	0.18	0.16	0.38	0.19	0.20	0.19	0.28	0.34	0.31	0.16	0.30	0.10	0.19	0.10	0.22	0.19	0.21	0.26	0.09	0.35	0.09	0.16	0.31

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h/i/j/k - T/l/m/n/o/p/q - T/r/s/t - T/u/v/w - T/x/y/z
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 261
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I feel better equipped to protect myself from future fraud or scams online
 Base: All who have experienced online fraud or scams

	Q19. Money lost						Q21. Action taken				Q23. Result of reporting							Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards		
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Unweighted base	893	218	94	80	30	671	727	153	497	193	310	123	147	25	60	95	15	34	343	473	260	575
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Effective base	854	209	91	77	29	641	696	146	475	186	297	118	141	23	57	92	15	33	329	451	249	549
NET: Agree	639 72% _{iv}	165 75%	72 78%	57 70%	22 73%	472 71%	549 78% _{Tj}	85 57%	390 78% _{Tij}	148 78% _{Tj}	221 72%	106 86% _{Tmrt}	120 81% _{Tmrt}	21 78%	51 83% _{Tr}	66 70%	13 86%	21 65%	267 78% _{Tv}	319 68%	194 76%	410 71%
NET: Neither	178 20% _{knouw}	40 18%	16 18%	18 22%	5 17%	136 20%	132 18% _k	42 28% _{Tikl}	78 15%	35 18%	63 20% _n	13 11%	20 14%	5 18%	8 12%	21 23% _n	1 7%	8 26% _n	53 16%	112 24% _{Tu}	38 15%	124 22% _w
NET: Disagree	52 6% _i	10 5%	4 4%	3 4%	2 7%	42 6%	33 5%	19 12% _{Tikl}	23 5%	7 4%	16 5%	4 3%	6 4%	1 3%	3 4%	5 5%	1 7%	3 9%	16 5%	30 6%	18 7%	32 6%
10 - Strongly agree	151 17% _j	37 17% _{ab}	9 10%	16 20%	8 27%	114 17%	136 19% _{Tj}	14 9%	98 19% _{Tj}	41 22% _j	52 17%	32 26% _{Tmr}	34 23% _{Tr}	4 14%	10 16%	12 13%	4 30%	6 19%	69 20% _{Tv}	69 15%	41 16%	102 18%
9	101 11% _g	34 16% _{Tg}	15 16%	14 17%	4 13%	67 10%	88 12%	13 8%	64 13%	20 10%	30 10%	14 12%	23 15%	4 16%	8 13%	12 13%	3 17%	4 14%	44 13%	50 11%	36 14%	61 10%
8	202 23%	55 25%	25 27%	16 19%	6 20%	146 22%	174 24%	27 18%	123 25%	52 27% _j	74 24%	26 21%	37 25%	8 30%	24 40% _{Tmno}	26 28%	3 19%	7 21%	81 24%	105 22%	69 27% _T	124 22%
7	185 21%	39 18%	22 24% _a	12 14%	4 12%	146 22%	150 21%	32 21%	106 21%	35 19%	64 21%	34 27% _{oqr}	26 18%	5 18%	9 14%	15 16%	3 20%	4 11%	73 21%	95 20%	48 19%	124 21%
6	91 10% _{ik}	24 11%	9 10%	9 12%	4 13%	65 10%	64 9%	24 16% _{Tik}	42 8%	21 11%	28 9%	8 6%	13 9%	4 15%	6 9%	11 12%	1 7%	2 6%	30 9%	58 12% _T	21 8%	65 11%
5	87 10% _{knou}	16 7%	7 7%	8 10%	1 3%	70 11%	68 9% _k	17 12%	36 7%	13 7%	35 11% _{no}	6 5%	8 4%	1 4%	2 3%	10 11%	-	6 20% _{Tnoq}	23 7%	54 11% _u	17 7%	59 10%
4	21 2% _{il}	6 3%	3 3%	2 2%	1 3%	15 2%	13 2%	8 6% _{Tikl}	9 2%	1 *	4 1%	4 3%	4 3%	1 3%	3 4%	3 3%	1 7%	-	8 2%	13 3%	5 2%	15 3%
3	14 2%	2 1%	-	1 2%	1 4%	12 2%	9 1%	4 3%	6 1%	3 2%	3 1%	-	1 1%	-	-	2 2%	-	2 6% _{mno}	5 2%	7 1%	6 2%	8 1%
2	11 1%	-	-	-	-	11 2%	7 1%	4 2%	5 1%	2 1%	6 2%	-	1 1%	-	-	-	-	-	3 1%	5 1%	5 2%	5 1%
1 - Strongly disagree	6 1%	1 *	1 1%	-	-	5 1%	4 *	2 1%	3 1%	1 *	3 1%	-	-	-	-	-	-	3% _o	-	5 1%	1 *	5 1%
Don't know	19 2% _i	4 2%	-	3 4%	1 4%	14 2%	11 2%	4 3%	10 2%	1 1%	9 3%	1 1%	-	-	2 2%	-	-	-	5 1%	8 2%	4 2%	9 2%
Prefer not to say	2 *	-	-	-	-	2 *	1 1%	1 *	-	-	1 *	-	-	-	-	-	-	-	-	1 *	-	1 *
Mean	7.44 _{iv}	7.67 _T	7.50	7.69	7.87	7.37	7.60 _{Tj}	6.73	7.69 _{Tj}	7.73 _{Tj}	7.42	7.97 _{Tmrt}	7.92 _{Tmrt}	7.72	7.86	7.43	8.14	7.19	7.71 _{Tv}	7.28	7.55	7.42
Standard deviation	1.90	1.75	1.65	1.83	1.96	1.94	1.84	2.03	1.82	1.80	1.93	1.61	1.71	1.53	1.51	1.76	1.78	2.34	1.79	1.92	1.91	1.89

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 261
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I feel better equipped to protect myself from future fraud or scams online
Base: All who have experienced online fraud or scams

	Q19. Money lost					Q21. Action taken					Q23. Result of reporting					Q24a. Seen more suspicious content afterwards		Q24b. Contacted more by strangers afterwards				
	Total (T)	NET: Yes (a)	£1 - £99 (b)	£100 - £999 (c)	£1,000 - £9,999 (d)	I didn't lose any money (g)	Yes (i)	No (j)	NET: Reported (k)	NET: Shared my experience (l)	Nothing (m)	Content removed (n)	Case is being investigated (o)	Case will not be investigated (p)	Provided further information (q)	Reimbursed fully (r)	Reimbursed partly (s)	Other (t)	Yes (u)	No (v)	Yes (w)	No (x)
Weighted base	890	219	92	81	30**	667	727	151	501	191	309	124	147	27**	61	94	15**	32*	342	469	254	577
Standard error	0.06	0.12	0.17	0.21	0.36	0.08	0.07	0.17	0.08	0.13	0.11	0.15	0.14	0.31	0.19	0.18	0.46	0.40	0.10	0.09	0.12	0.08

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - T/a/b/c/d/e/f/g/h - T/i/j/k/l - T/m/n/o/p/q/r/s/t - T/u/v - T/w/x
 Overlap formulae used.

Online Scams and Fraud Research 2022 ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 262
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I feel better equipped to protect myself from future fraud or scams online
Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income						Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potential financial vulnerability (y)	Least financially vulnerable (z)
Unweighted base	893	887	23	578	179	107	35	418	330	98	8	311	582	183	235	221	118	67	20	303	568	171	500	166
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157
Effective base	854	848	23	554	171	102	34	399	318	94	7	300	555	177	225	211	113	65	19	290	543	165	476	162
NET: Agree	639	635	17	406	133	79	21	302	228	75	9	246	392	128	159	151	89	57	17	209	414	114	357	123
	72%ox	72%	81%	72%	72%	71%	64%	72%	71%	74%	86%	76%To	69%	69%	70%	69%	73%	88%Tpqrs	86%	70%	73%	64%	73%x	78%Tx
NET: Neither	178	177	2	115	40	19	8	83	68	17	1	55	122	34	51	49	23	6	2	55	117	44	93	26
	20%t	20%	11%	20%	22%	17%	26%	20%	21%	17%	14%	17%	22%	18%	22%t	22%t	19%	9%	10%	19%	21%	24%	19%	16%
NET: Disagree	52	51	2	32	9	9	2	24	19	7	-	13	39	17	12	13	6	2	1	22	29	13	32	6
	6%	6%	8%	6%	5%	8%	6%	6%	6%	7%	-	4%	7%	9%T	5%	6%	5%	3%	4%	8%	5%	7%	6%	4%
10 - Strongly agree	151	151	2	91	33	25	3	89	50	6	2	51	100	34	42	33	19	7	8	56	93	31	91	20
	17%l	17%	10%	16%	18%	22%	8%	21%TI	16%l	6%	22%	16%	18%	18%	19%	15%	16%	10%	39%	19%	16%	17%	18%	13%
9	101	101	2	58	25	16	7	43	37	10	1	43	58	24	27	18	19	8	1	35	62	22	57	16
	11%	11%	9%	10%	14%	14%	20%	10%	12%	10%	13%	10%	10%	13%	12%	8%	15%	13%	4%	12%	11%	12%	12%	10%
8	202	201	5	130	43	22	9	90	64	35	4	74	128	32	47	55	26	20	4	64	132	31	110	43
	23%p	23%	26%	23%	23%	20%	27%	21%	20%	35%Tjk	42%	23%	23%	17%	21%	25%	22%	31%p	18%	22%	23%	17%	22%	27%x
7	185	182	7	127	32	16	3	80	77	23	1	78	106	38	43	45	25	22	5	53	127	31	99	44
	21%o	21%	35%	22%	17%	14%	9%	19%	24%ai	23%	9%	24%	19%	21%	19%	20%	20%	34%Tpqrs	25%	18%	22%	17%	20%	28%Txy
6	91	90	2	51	24	13	5	43	30	12	1	28	63	12	29	28	13	4	-	26	63	19	49	15
	10%p	10%	8%	9%	13%	12%	15%	10%	9%	12%	14%	9%	11%	6%	13%p	13%p	11%	6%	-	9%	11%	11%	10%	10%
5	87	87	1	64	16	6	4	39	38	5	-	28	59	22	22	21	10	2	2	29	54	25	44	10
	10%t	10%	3%	11%	9%	5%	12%	9%	12%	5%	-	9%	10%	12%t	10%	9%	8%	3%	10%	10%	9%	14%z	9%	7%
4	21	21	-	14	3	3	-	9	11	2	-	4	17	5	6	5	4	1	-	11	10	4	17	1
	2%	2%	-	2%	2%	3%	-	2%	3%	2%	-	1%	3%	3%	3%	2%	4%	1%	-	4%	2%	2%	3%T	1%
3	14	14	1	13	1	-	2	6	5	2	-	5	9	5	3	3	2	-	1	4	10	5	5	4
	2%	2%	3%	2%	1%	-	6%j	1%	2%	2%	-	2%	2%	3%	1%	2%	2%	-	4%	1%	2%	3%	1%	3%
2	11	11	-	5	2	3	-	7	1	2	-	4	7	4	2	4	-	1	-	4	7	3	7	1
	1%k	1%	-	1%	1%	3%	-	2%	*	2%	-	1%	1%	2%	1%	2%	-	2%	-	1%	1%	2%	1%	1%
1 - Strongly disagree	6	6	1	1	2	2	-	2	2	1	-	-	6	3	1	1	-	-	-	4	2	1	4	-
	1%e	1%	4%	*	1%	2%e	-	1%	1%	1%	-	-	1%	2%	*	*	-	-	-	1%	*	1%	1%	-
Don't know	19	19	-	12	3	4	1	10	7	1	-	7	12	5	4	5	4	-	-	11	9	7	10	1
	2%	2%	-	2%	2%	4%	3%	2%	2%	1%	-	2%	2%	3%	2%	3%	-	-	-	4%	2%	4%	2%	1%
Prefer not to say	2	1	-	2	-	-	-	-	1	1	-	1	1	-	1	1	-	-	-	-	1	1	-	1
	%a	*	-	*	-	-	-	-	1%j	-	-	*	*	-	*	*	-	-	-	-	*	1%	-	1%
Mean	7.44	7.45	7.20	7.39	7.54	7.60	7.33	7.55	7.36	7.22	8.19	7.56	7.38	7.30	7.50	7.31	7.57	7.64	8.08	7.45	7.44	7.26	7.49	7.48
Standard deviation	1.90	1.90	2.01	1.84	1.89	2.17	1.88	1.95	1.86	1.75	1.34	1.75	1.98	2.18	1.87	1.88	1.75	1.44	1.97	2.04	1.84	2.07	1.93	1.63

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Proportions/Means: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z

Overlap formulae used.

Prepared by Yonder

.YONDER

Online Scams and Fraud Research 2022
ONLINE Fieldwork: 5th May to 17th May 2022

Absolutes/col percents

Table 262
Q27. On a scale of 1 to 10, where 1 means 'Strongly disagree' and 10 means 'Strongly agree', to what extent do you agree with each of the following statements describing you after the online fraud or scam you last experienced?
I feel better equipped to protect myself from future fraud or scams online
Base: All who have experienced online fraud or scams

	Internet access at home		Personal internet usage				Highest education					Children in household		Household income						Any impacting/limiting conditions		Financial vulnerability		
	Total (T)	Yes (a)	Less than 1 hour (d)	1-5 hours (e)	6-9 hours (f)	More than 10 hours (g)	Below secondary school or equivalent (i)	Secondary school or equivalent (j)	University degree or equivalent (k)	Higher university degree (l)	Still in full time education (m)	Yes (n)	No (o)	Up to £15,599 (p)	£15,600 - £25,999 (q)	£26,000 - £36,399 (r)	£36,400 - £51,999 (s)	£52,000 - £77,999 (t)	£78,000 or above (u)	Yes (v)	No (w)	Most financially vulnerable (x)	Potentially financially vulnerable (y)	Least financially vulnerable (z)
Weighted base	890	884	21**	568	184	111	32*	419	322	102	11**	323	567	184	226	219	122	64	20**	297	569	180	492	157
Standard error	0.06	0.06	0.42	0.08	0.14	0.21	0.32	0.10	0.10	0.18	0.47	0.10	0.08	0.16	0.12	0.13	0.16	0.18	0.44	0.12	0.08	0.16	0.09	0.13

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - T/a/b/c - T/d/e/f/g/h - T/i/j/k/l/m - T/n/o - T/p/q/r/s/t/u - T/v/w - T/x/y/z
 Overlap formulae used.