

## STRICTLY EMBARGOED UNTIL 17<sup>th</sup> May 2023

### Phishing and hacking incidences continue to rise in Ireland, leading to rising concerns about sharing data and negative attitudes to technological advances generally.

1. Fraudulent activity remains very prominent in Ireland vs the rest of the world, with phishing and hacking incidences on the rise.
2. Those experiencing phishing in Ireland has risen from 43% in 2019 to 59% in 2022, the highest level seen globally.
3. Experience of bank/credit card related hacking/fraudulent is up almost 50% in the past two years, from 15% in 2019 to 22% in 2022.
4. Less than 1 in 3 know how their personal information is dealt with by the data collector, suggesting poor understanding and the need for more transparency.
5. As a result, trust about sharing personal information online is low in Ireland, with more than half the population (52%) worried about online sharing, with increasing concerns in younger age groups vs 2021.
6. Almost 3 in 5 adults in Ireland also feel that social networks are overwhelming their life, significantly above the global average, with younger age groups most likely to feel this way.
7. At the same time just 1 in 3 believe that new technological innovations are helping them to organise their life better.

WIN International, the world's leading association in market research and polling, has published the Annual WIN World Survey - WWS 2022 - exploring the views and beliefs of 29,090 respondents in 36 countries across the globe. WIN has released the latest results of the survey to uncover the findings, improvements, or developments, made globally in various areas related to technology, including social media, data misuse and privacy of digital information.

#### HEADLINES – IRELAND

##### Incidence of fraudulent activities in Ireland

1. Nearly 3 in 5 in Ireland report having experienced phishing, with this on the rise since 2019 (+16%).
2. Over 1 in 5 have had their bank account or credit card hacked or used fraudulently, up 4% vs 2021 and up 7% vs 2019.
3. Ireland seems to be especially targeted with these activities, and sits at the top of the list for phishing and sits at #5 out of the global list for hacking/fraudulent use of bank account or credit card.
4. Men, those from more upmarket backgrounds, and those aged under 55 years have higher occurrences reported than others.

5. Email hacking (-2%) and personal data leaks (-1%) are at similar levels to those seen in 2021 and Ireland is fairly on par with global levels.

#### **Awareness of what happens to personal information after sharing with data collector**

1. There are low level of awareness (28%) for what happens with one's personal information after sharing with a data collector. However, this awareness has grown since 2020, driven especially by 18-34-year-olds.
2. Despite this growth in awareness, Ireland sits significantly below the global average in this regard (-5%).

#### **Concern for online information sharing**

1. With such high levels of fraudulent online activity experienced in Ireland, it is perhaps unsurprising to learn that over half (52%) worry about sharing their details online.
2. This concern compared to 2021 does not worsen, but we do see growing concern amongst 18-34-year-olds who also claim to have more of an awareness of what actually happens with one's personal information after sharing with data collectors.

#### **View on technology**

1. Only a minority of 34% think that technology helps them organize their everyday life better.
2. Irish perception on technology being an advantage is much weaker (-11%) than global score.

**Richard Colwell, C.E.O., RED C Research, said:**

*"Rising experiences of fraudulent activity by the Irish public are of significant concern, and the fact that we are near the top globally is not something to be shouting about. There is clearly more needed to be done to help people better understand when to share data and when not to, in order to better help build confidence in those working legally in this space. Consumers in Ireland also appear to be tiring of the impact technology is having on their lives and not particularly seeing the benefits."*

## HEADLINES WORLD

### **Are social media networks overwhelming our lives?**

Across all 39 countries surveyed, respondents were asked to rate their level of agreement with the statement 'social networks overwhelm our life' on a scale of 1 (do not agree at all) to 10 (completely agree). The most popular response across all countries surveyed was the highest answer of '10', with 22% of respondents completely agreeing with the statement. A much smaller percentage, 5.4%, stated they 'do not agree at all' that social networks overwhelm our lives.

The countries that feel most overwhelmed by social media are Serbia (52.1%), Croatia (51.4%) and Slovenia (47.1%). On the contrary, the countries that don't share this feeling are Côte d'Ivoire (23.6%), Turkey (22.3%) and Argentina (15.1%).

### **Technology as a tool to get organized**

Although people might have mixed feelings about social media, it is evident that there is a use for tech in the day to day. 45.3% of respondents globally agree that new technologies help them being better organized in their everyday life. This answer is more prevalent in the 18-24 age group, with 51.5% of respondents completely agreeing, but was still as high as 37.9% in the 65+ demographic.

There's also a slight difference in how males and females answered the question, with more males believing that technology was a beneficial tool to help them get more organized, with 47.4 % of male respondents completely agreeing with the statement. Females were slightly lower with a global average of 43% completely agreeing.

### **Decrease in concerns over sharing personal information digitally**

In terms of how individuals responded when asked to agree or disagree with the statement 'I am aware what happens with my personal information after I shared it with a data collector', this year's data saw a 2% increase in people agreeing when compared to the 33% of people who agreed in 2021. Furthermore, when asked whether they agree or disagree with the statement 'I am concerned about sharing my personal information digitally' there was a decrease from 48% on a global scale in 2021 to 45% in 2022.

However, the concern is still high in countries such as Thailand (75%), Brazil (68%) and Kenya (68%), whereas Germany (27%), Pakistan (30%) and Hong Kong (31%) ranked lowest in the 'completely agree' category.

**Vilma Scarpino, President of WIN International Association**, said:

"The results of this year's WIN World Survey highlight the complex relationship between technology and our everyday lives. While some respondent express concerns about the overwhelming impact of social media, others see technology as a useful tool for getting organized. The survey also reveals shifting attitudes towards data privacy, with more individuals feeling informed about the fate of their personal information. As we continue to navigate the rapidly evolving digital landscape, it's important to remain mindful of its potential impacts on our lives."

-ENDS-

## Media enquiries:

### IRELAND DATA

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## NOTES FOR EDITORS

### Methodology:

The survey was conducted in 36 countries using CAWI / CATI / F2F/ TAPI /online survey methods.

### Sample Size and Mode of Field Work:

A total of 29,739 people were interviewed. See below for sample details. The fieldwork was conducted during October 9th and December 10th, 2022. The margin of error for the survey is between 4.4 and 2.5 at 95% confidence level.

The global average has been computed according to the covered adult population of the surveyed countries.

### About RED C:

RED C are premier providers of research-based consultancy services, with offices in Dublin and London. Founded in Dublin in 2003, we have been providing high quality research and polling based consultancy services to business, communities and government both nationally and internationally for many years. We are part of the Business Post group house of brands, delivering insight through data, journalism, analysis and storytelling. We help brands grow by clearly understanding human needs and behaviour.

### About WIN:

The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent.

### Our assets

- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling and Consultancy
- Flexibility: tailor-made global and local solutions to meet clients' needs
- Innovation: access to the latest strategic consultancy, tool development and branded solutions
- Local experts: access to a network of experts that truly understand the local culture, market and business needs.
- Trust: highest quality of talented members in all countries covered

In the years, WIN has demonstrated wide competences and ability to conduct multi-country surveys following the highest standards requested by the market. The accumulated expertise of the Association is formidable: among others, researched themes are gender equality and young people, communication and media research, and brand studies.

## Methodology Sheet

	Country	Company Name	Methodology	Sample	Coverage	2022 Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	621	NATIONAL	21-31 OCT
2	Brazil	Market Analysis Brazil	CAWI	924	NATIONAL	10-28 NOV
3	Canada	LEGER	CAWI	910	NATIONAL	17-27 NOV
4	Chile	Activa Research	CAWI	972	NATIONAL	7-17 NOV
5	Ivory Coast	EMC SARL	CATI	524	NATIONAL	8 NOV – 15 DEC
6	Croatia	Mediana Fides	CAWI	499	NATIONAL	31 OCT - 2 NOV
7	Ecuador	CEDATOS	FACE-TO-FACE/CAPI	988	NATIONAL	30 NOV – 2 DEC
8	Finland	Taloustutkimus Oy	CAWI	938	NATIONAL	18-28 NOV
9	France	BVA	CAWI	944	NATIONAL	16-17 NOV
10	Germany	Produkt+Markt	CAWI	490	NATIONAL	16-23 NOV
11	Greece	Alternative Research Solutions	CAWI	491	NATIONAL	22-29 NOV
12	Hong Kong	Consumer Search Group (CSG)	CAWI	997	TERRITORY WIDE	23-29 NOV
13	India	DataPrompt International Pvt. Ltd.	CAWI	986	NATIONAL	1 NOV – 5 DEC
14	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	983	NATIONAL	8-14 NOV
15	Italy	BVA Doxa	CAWI	373	NATIONAL	4-7 NOV
16	Japan	Nippon Research Center, LTD.	CAWI	1127	NATIONAL	15-22 NOV
17	Kenya	Mind Pulse Research & Consulting Ltd	CATI	380	KEY URBAN AREAS	4-10 DEC
18	Lebanon	REACH SAL	CATI	464	NATIONAL	19-22 NOV
19	Malaysia	Central Force International Sdn.Bhd.	CAWI	999	NATIONAL	17 NOV – 4 DEC
20	Mexico	Brand Investigation S.A de C.V	Online	509	NATIONAL	17-30 NOV
21	Nigeria	Market Trends International	CATI	801	NATIONAL	9-25 NOV
22	Pakistan	Gallup Pakistan	CATI	564	NATIONAL	16-28 NOV
23	Paraguay	ICA Consultoría Estratégica	CATI	458	NATIONAL	24 NOV – 6 DEC
24	Peru	Datum Internacional	CAWI	845	URBAN NATIONAL	15-30 NOV

25	Philippines	Philippine Survey and Research Center, Inc. (PSRC)	F2F CAPI	845	NATIONAL	5-25 NOV
26	Poland	Mareco Polska	CAWI	475	NATIONAL	18-21 NOV
27	Republic of Korea	Gallup Korea	CAPI	1528	NATIONAL	3-29 NOV
28	Serbia	Mediana Adria	CAWI	496	NATIONAL	28 OCT - 7 NOV
29	Slovenia	Mediana	CAWI	479	NATIONAL	23-25 NOV
30	Spain	Instituto DYM	CAWI	974	NATIONAL	9 -23 OCT
31	Thailand	Infosearch Limited	CAPI	13	NATIONAL	12-25 NOV
32	The Netherlands	Motivaction International B.V.	CAPI	799	NATIONAL	2-6 DIC
33	Turkey	Barem	CATI	665	NATIONAL	08-17 NOV
34	United Kingdom	ORB International	CAWI	972	NATIONAL	14-19 DEC
35	USA	LEGER	CAWI	943	NATIONAL	17-27 NOV
36	Vietnam	Indochina Research Ltd	CAPI	776	HANOI, HO CHI MINH CITY, DA NANG, CAN THO	15-30 NOV