

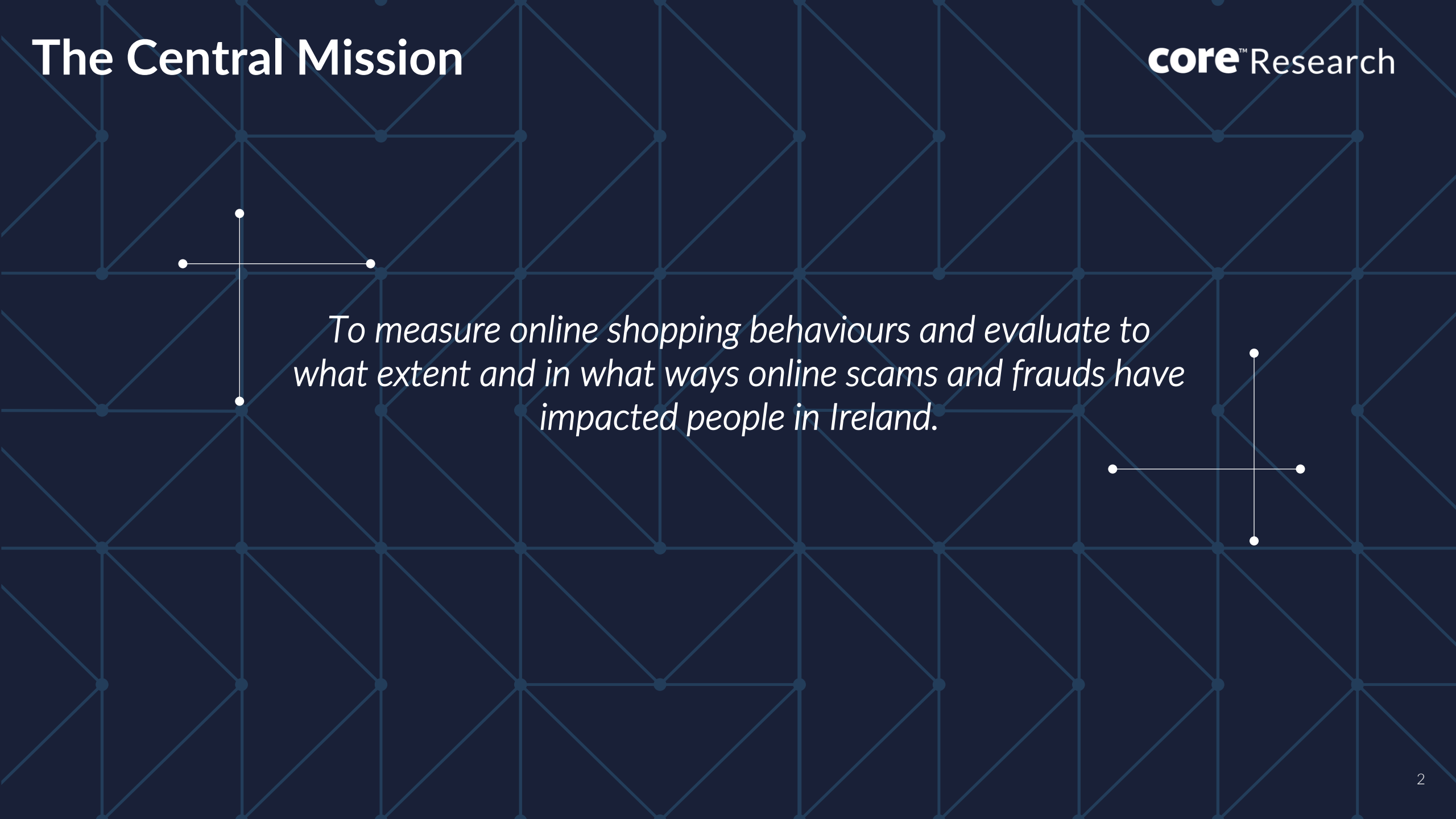
# Online Shopping and Fraud

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**A measurement on online shopping and fraud**

**21.11.2024**

# The Central Mission



*To measure online shopping behaviours and evaluate to what extent and in what ways online scams and frauds have impacted people in Ireland.*

# National Survey

## Who we Spoke to

### Fieldwork dates:

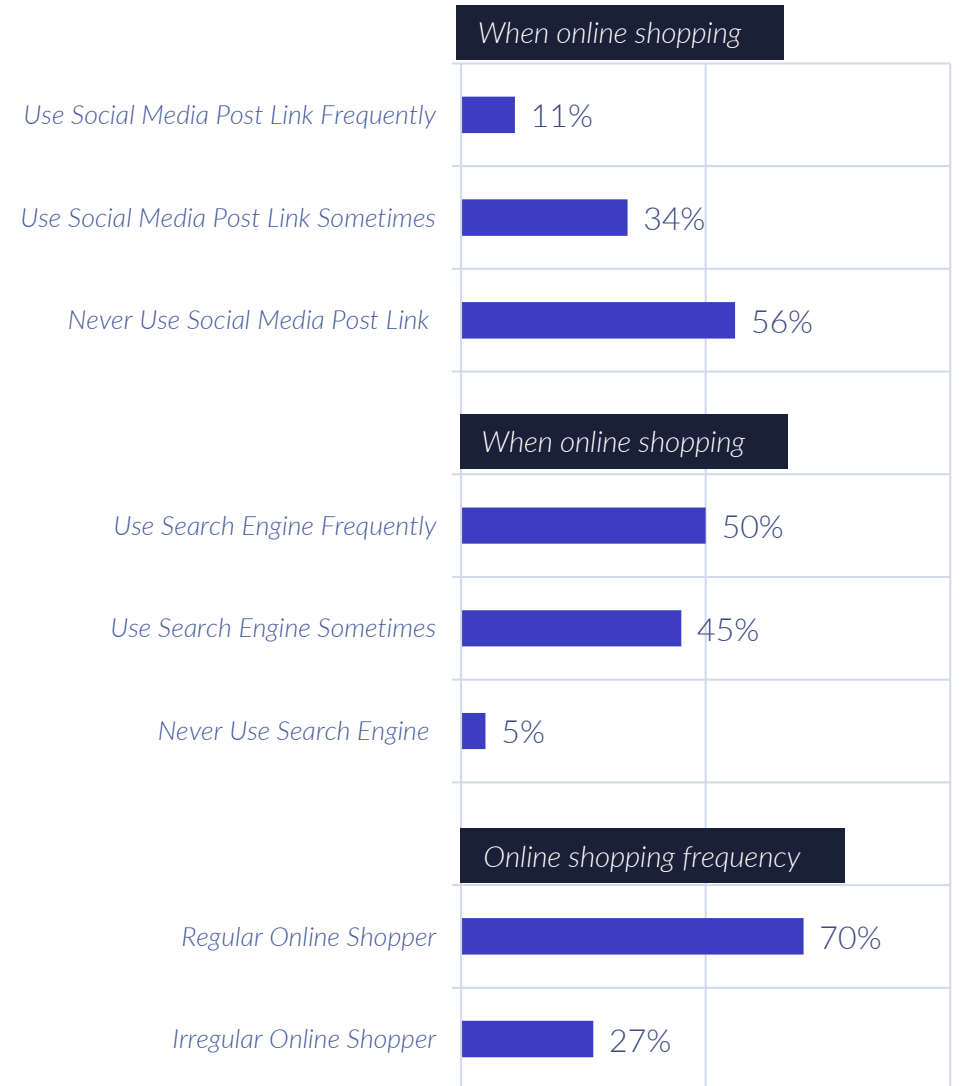
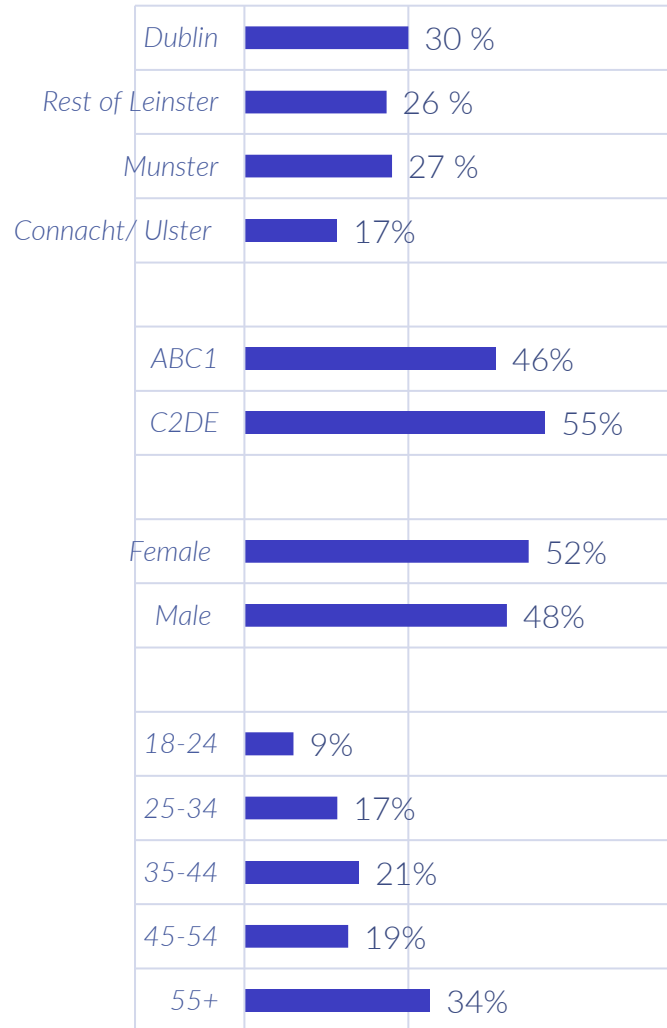
6<sup>th</sup> – 15<sup>th</sup> of November 2024

### Sample size:

An online survey of 1,000 adults 18+ in the Republic of Ireland.

Nationally representative of the population based on age, gender, region, and social class.

The sample has a margin of error of 3% at a 95% confidence level.



# Behaviours

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## 7 in 10 adults shop online regularly (monthly+)

A quarter shop online at least once a week.

A further quarter are irregular online shoppers, shopping 2-3 months or less often.

Just 3% say they never shop online.

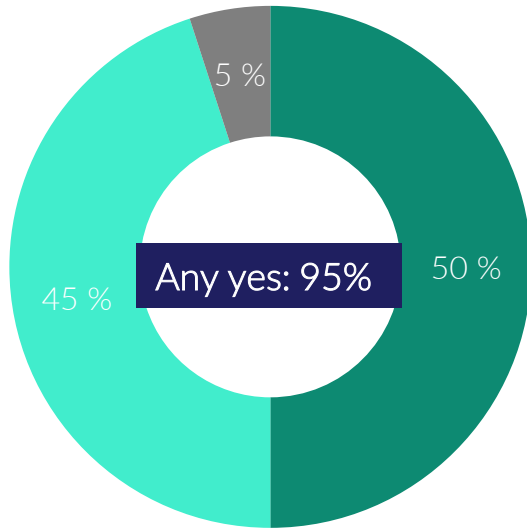
Online Shopping Frequency



How often do you shop online? Please choose one.  
Base: 1000

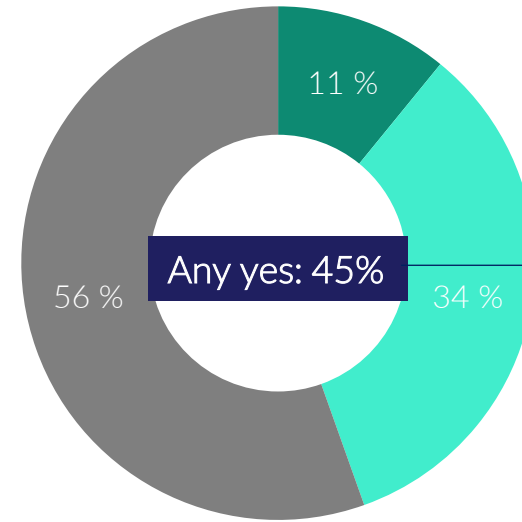
Vast majority use Search Engines when shopping online and almost half use links in a Social Media Post. Regular online shoppers, those u35yrs and those living in Dublin are most likely to click on a links in a Social Media post.

Use Search Engine



■ Yes, frequently ■ Yes, sometimes  
■ No, never

Click on a Link in a Social Media Post



■ Yes, frequently ■ Yes, sometimes ■ No, never

Highest among:

Regular online shoppers	55%
18-24yrs	60%
25-34yrs	66%
Dublin	49%
Targeted by online scam	54%
Scammed in the past 12M	71%

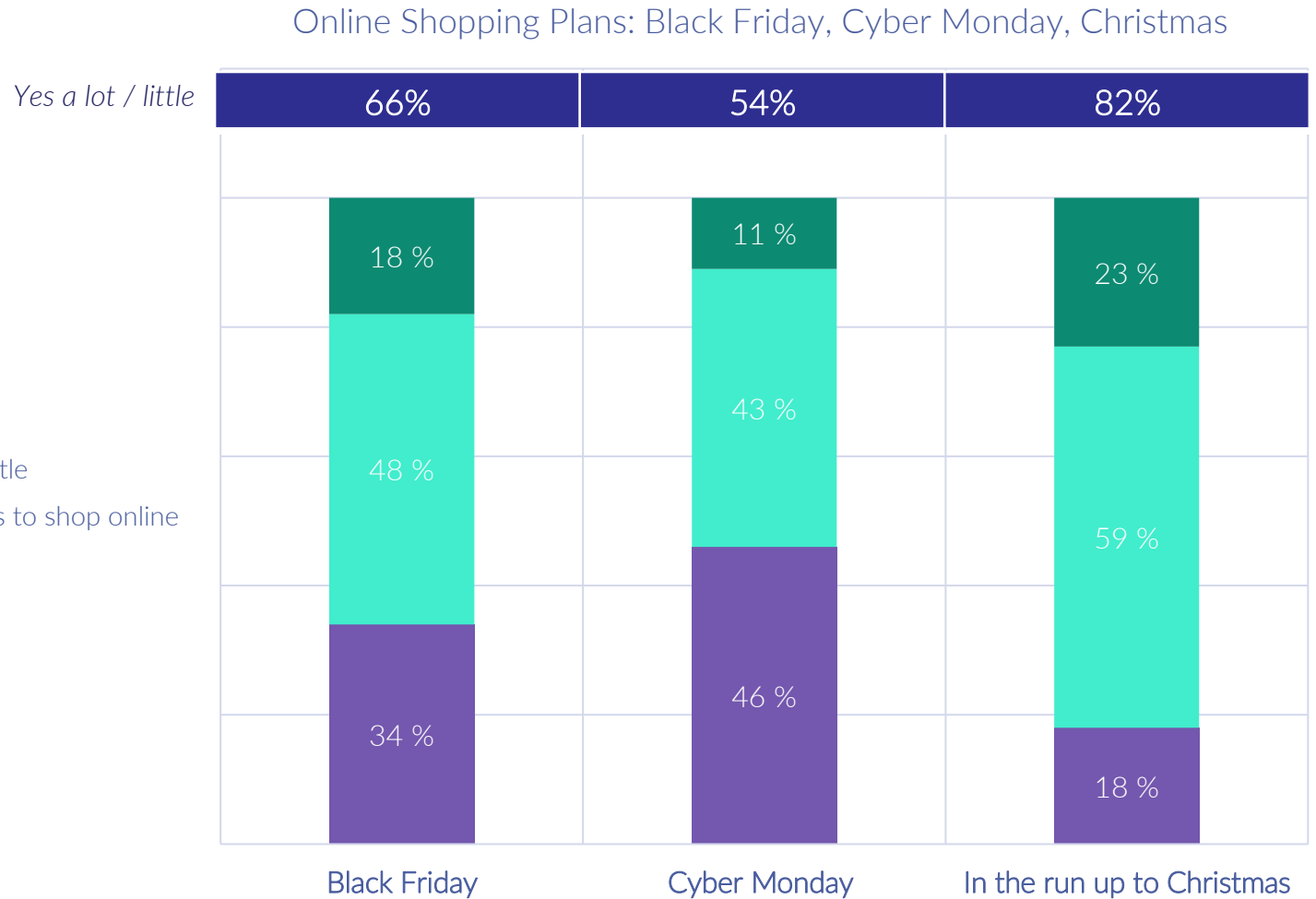
# Online Shopping Planning

# Majority have plans to shop online in the run up to Christmas and for Black Friday.

Eight in ten say they are planning to shop online in the run up to Christmas.

Two thirds are planning to shop online for Black Friday, while over half are planning to do this during Cyber Monday.

- Yes, lot
- Yes, a little
- No plans to shop online



Do you plan to shop online during Black Friday, Cyber Monday or in the run-up to Christmas this year? Please choose one answer for each of the following.

Base: All who shop online; 967



# Fraud and Online Scams

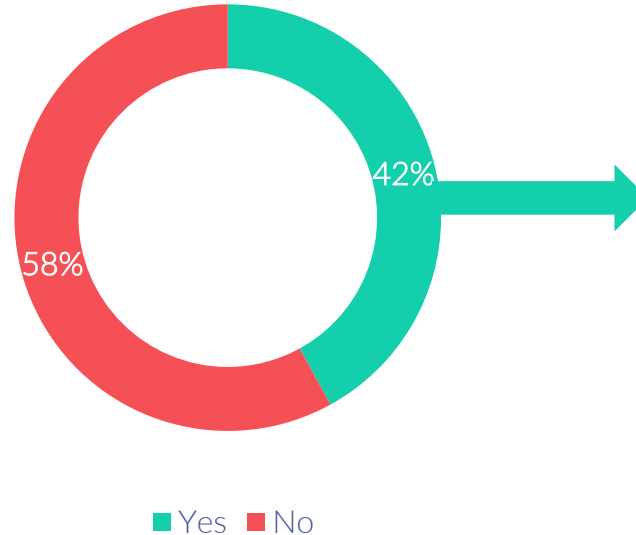
## Over two in five say they have been targeted in an online shopping scam in the last 12 months.

18 - 24 year olds are the most likely to say they have been targeted, while those over 55 are least likely to.

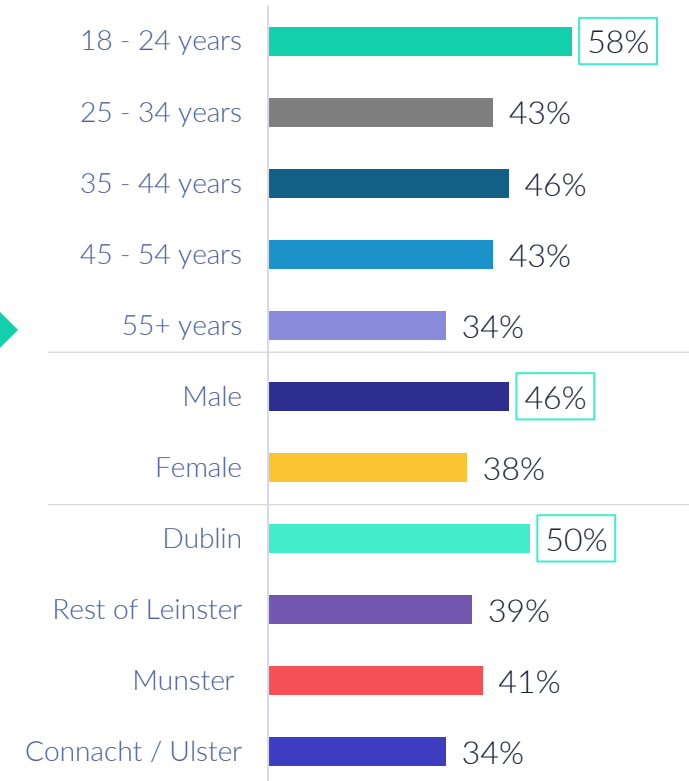
Men are significantly more likely to say they have been targeted than women.

Dublin dwellers also significantly more likely to say they have been targeted compared to other regions.

Scam Target in the last 12 months

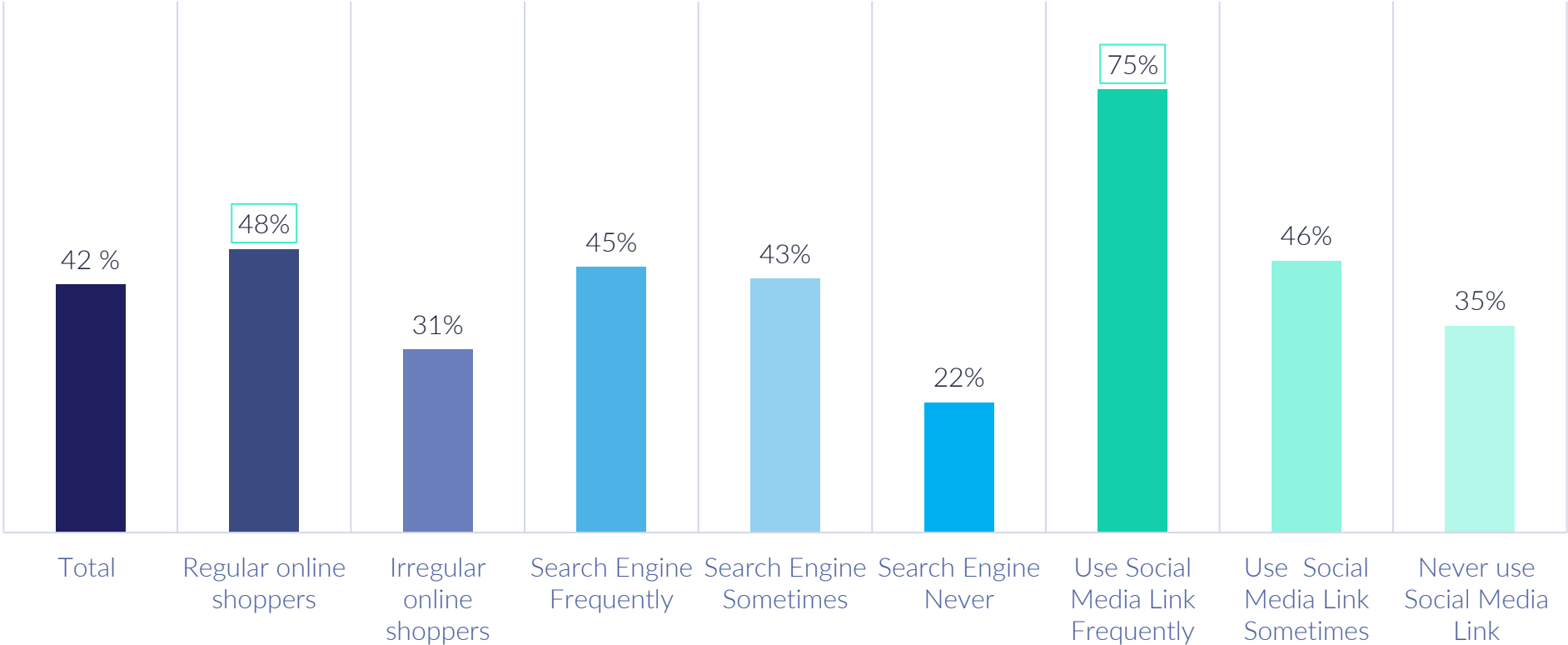


Yes x demos



Those who have used a link from social media to make a purchase online are significantly more likely to say they have been targeted in online scam in the last 12 months.

Target in Online Scam x Online Shopping Behaviours

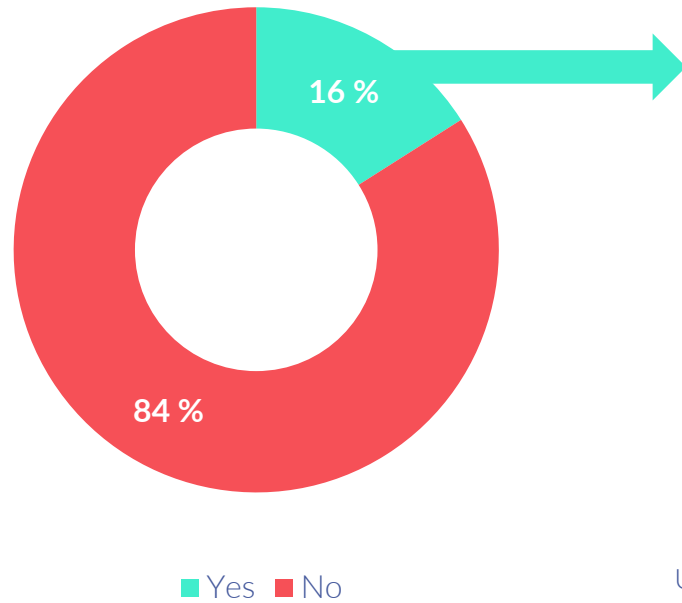


Thinking about the last 12 months, do you recall being targeted by an attempted online shopping scam?  
Base: 1,000

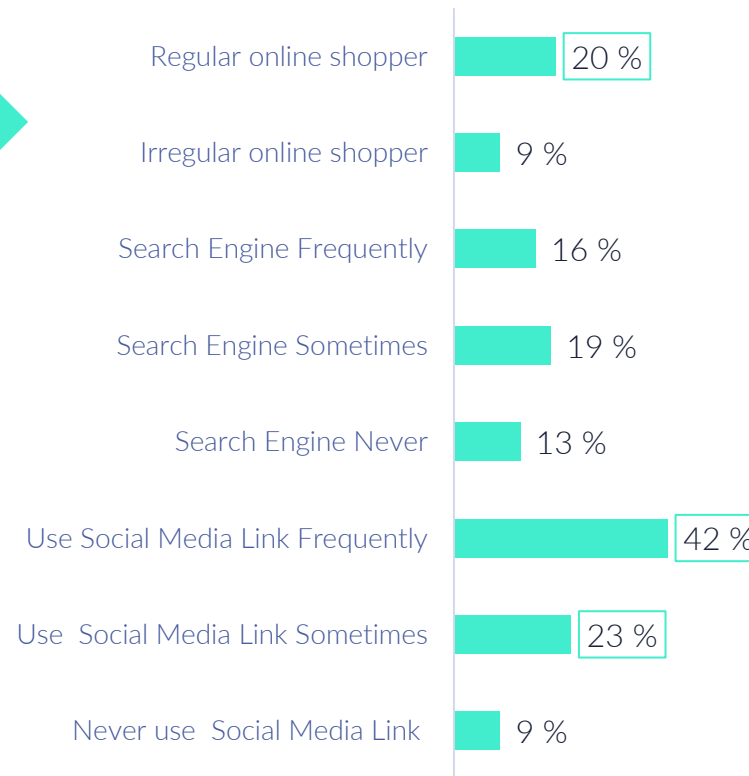
= significant difference

16% of people have lost money to online scams. This percentage increases significantly among regular online shoppers and individuals who frequently click on social media links. Younger adults, men, and Dublin dwellers are particularly more likely to have experienced financial losses from scams.

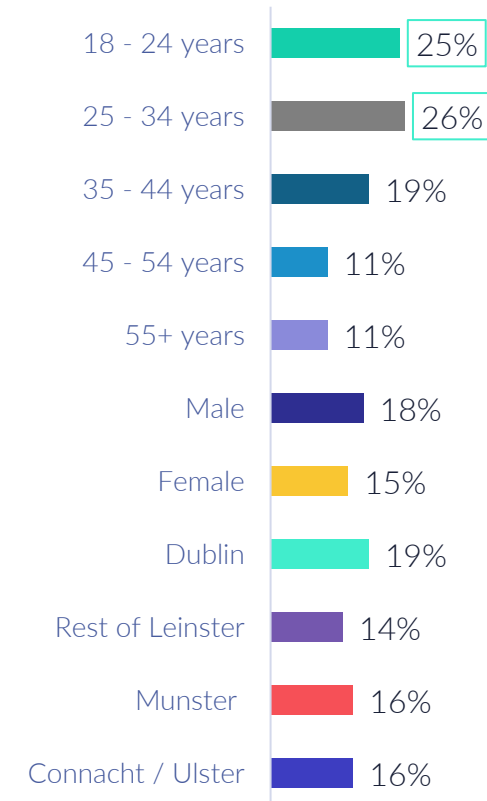
Lost Money as a Result of Online Scam?



Lost Money x Online Shopping Behaviours



Lost Money x Demos

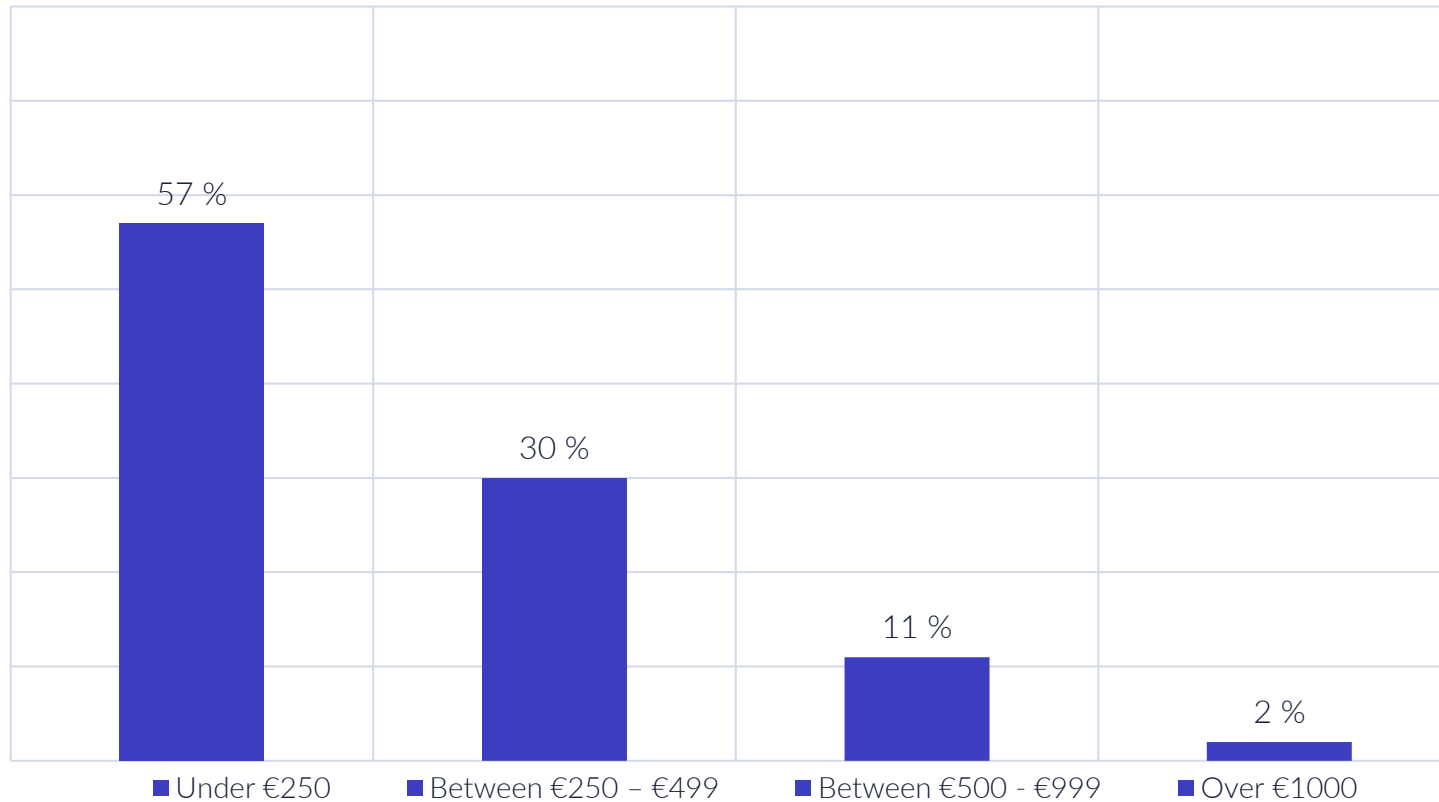


= significant difference

Q: In the past 12 months, have you lost money as a result of an online shopping scam? Base: 1000

Among those who have lost money because of an online shopping scam, over half lost up to €250. One in ten lost up to €999.

Money Lost to Online Scams in Past 12 Months



Q: Approximately how much money did you lose to online shopping scams in the past 12 months? Base: All those targeted by scam; 164

# 1 in 5

said they did not take basic security precautions\* before shopping on new or unfamiliar websites.

# 5%

said they did not take any precautions at all before shopping on new or unfamiliar websites.

- \* • Independently visit website of the online company as opposed to clicking through to the website via links on social media / pop up ads
- Check there is a padlock https at the beginning of the web address when checking out
- Check for a 'https' at the beginning of the web address
- Use secured internet rather than public Wi-Fi

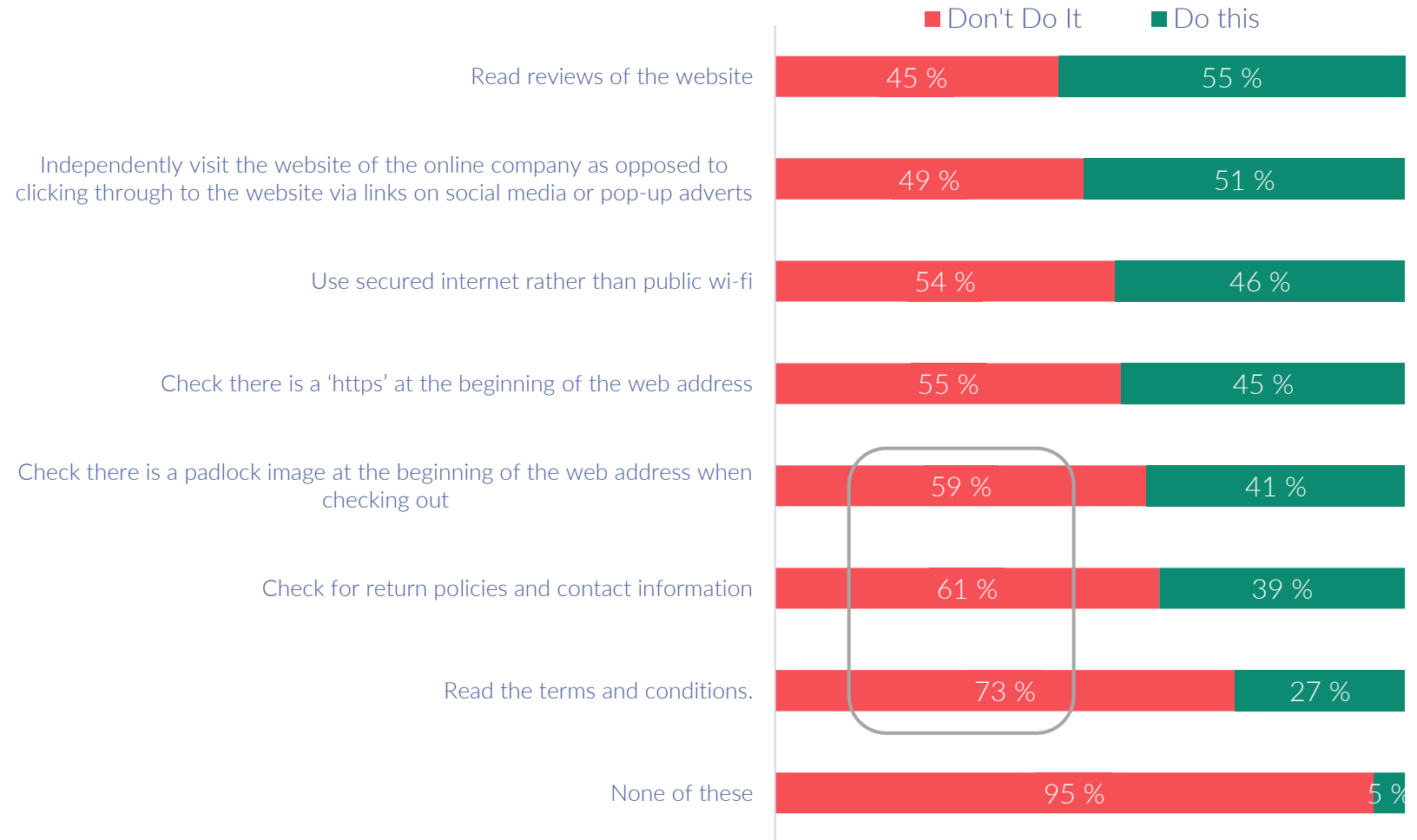
**Just 6% claim they take all the preventative measures.**

Almost three quarters of the adult population do not read the T&Cs on a new or unfamiliar website.

3 in 5 do not check for return policies on a new or unfamiliar website and the same level do not check for a padlock image at the beginning of the web address.

Over one in two do not check if there is a https at the beginning of the web address.

Preventative Measures



Q: What security measures do you usually take when considering shopping on a new or unfamiliar website?  
Base: 1000

## Links via Social Media yield most scams

- Online scams that involve links via social media yield the highest incidence of fraud in comparison to scams that occur via search engines.
- 42% of those who use links from social media posts report losing money in an online scam and 75% say they have been targeted. This is significantly higher than those who use search engines frequently.
- When we consider that under half of adults are using links from a social media post (frequently and sometimes) when shopping online, this signals that this behaviour needs to be reassessed, with more education to prevent such scams.

## High incidence of targeting

- Online scams are widespread, with 2 in 5 people reporting they have been targeted in the past 12 months, and 16% losing money as a result.
- With the majority planning to shop online during Black Friday, Cyber Monday, and the Christmas season, the risk of financial loss from online scams is likely to increase.

## Younger adults and Dublin dwellers most at risk

- People aged 18–34 and those living in Dublin are more likely to engage in online shopping, especially around events like Black Friday and Cyber Monday. These shopping habits make them more vulnerable to online scams.
- Among 18–34-year-olds, half have been targeted by a scam, and a quarter have lost money. Similarly, half of Dublin residents have been targeted, with one in 5 experiencing financial loss.



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