



Media Release

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## **New Zealand's 'she'll be right' attitude to scams is coming back to bite according to new research**

Over two-thirds (68%) of Kiwis believe they can identify a scam but the 'everything will be all right' kiwi outlook, is creating opportunities for scammers to steal thousands of dollars.

The research, commissioned by New Zealand's online agency Netsafe and the Global Anti-Scam Alliance (GASA), analysed how scams have affected the country in 2023 through its annual scam survey.

"We are being targeted by scammers because of our 'she'll be right' attitude and it's cost the country millions of dollars," says Netsafe CEO Brent Carey.

"Kiwis are very laid back, but scammers are tapping into that compliancy and taking advantage of our easy-going nature. We need to understand that anyone can be a target and scams are now very complex and hard to identify."

The report revealed nearly two-thirds of Kiwis (62%) encounter a scam once a month, and over half (55%) experienced more scams in the last 12 months than previously.

Scams are appearing in multiple ways through text messages, social media, and instant messaging apps. The most frequent communication channel used was email (62%) where a scammer would pose as a trustworthy source the victim would know.

Gmail and Facebook are the most used platforms by scammers, with Outlook, Instagram and WhatsApp taking 3rd to 5th place.

People are being unwittingly approached through common platforms they use every day says Carey.

"It makes it harder to identify a scam because it looks like a normal email, text message or social media post. People think scams appear as a ridiculous message filled with bad punctuation and asking for money, but they are much more sophisticated."

The report revealed the most common scams in New Zealand were identity theft, followed by shopping and investment scams which were all also reported to have the most emotional impact on victims.

The most worrying statistic from the report was nearly two-thirds of victims (59%) did not report the scam to law enforcement. The report found scams are mostly shared with the victims (56%) bank and then the police (41%).

The main reason Kiwis admitted they fell for a scam was an attraction to the offer and lack of knowledge to identify it wasn't real.

“The she'll be right attitude is what makes Kiwis unique but unfortunately situations like these are hurting our country. We need to band together and take this threat seriously to stop scammers tricking us out of millions of dollars.”

**-ENDS-**

### **About Netsafe**

Netsafe is an independent non-profit organisation supporting people in Aotearoa to have safe and positive online experiences. We keep people of all ages safe online by providing free support, advice, and education. Visit [netsafe.org.nz](https://netsafe.org.nz) for free resources or to report incidents of online harm.

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