**PRESS RELEASE**

**Insert name Citizens Advice Bureau**

Contact: INSERT NAME AND PHONE NUMBER

**Embargo: Monday 10 June 2019, at 00.01**

**INSERT AREA NAME CAB LAUNCHES SCAMS AWARENESS CAMPAIGN**

INSERT NAME Citizens Advice Bureau is today (Monday) joining with other CABs across the UK in launching this year’s Scams Awareness campaign.

New figures published today by Citizens Advice Scotland show that 46 per cent of people in Scotland have been targeted by scams at least once in the last year. Of these, one in three (30%) was targeted more than three times. The figures are  based on a survey carried out for CAS by YouGov.

The CAB network’s Scams Awareness campaign runs for the next two weeks and aims to tackle the stigma scam victims often feel about reporting scams. INSERT AREA CAB is urging local people who have been hit by a scam to **STOP, REPORT, and TALK** about it.

Launching the local branch of the campaign**, INSERT AREA Citizens Advice Bureau** Chief Executive **INSERT NAME,** said:

***“Around half of us have been targeted by a scam in the last year. Some of us have been hit by more than one. Scammers can come at us online, by telephone, or in person. But whether it’s a builder who does shoddy work or someone who sells you fake goods or someone who hacks into your computer or phone and empties your bank account, none of us can afford to lose money to con artists and we all need to stand up to them.***

***“That’s what this campaign is all about. We want to raise awareness of how scammers operate, and encourage people here in INSERT AREA NAME to report them to the police, and also to talk about scams to your friends and family.***

***“Because scammers depend on us staying silent. So the more we talk about them, the more aware people become, and the harder the scammer will find it to scam the next person.***

***“So that’s why the theme of our campaign this year is STOP, REPORT, TALK. And that’s my message to people here in INSERT NAME. If we all work together we can beat the scammers. It’s time to do that. You can get information on how to spot scams from our website [www.cas.org](http://www.cas.org" \t "_blank).uk*** ***or*** ***here at the CAB in INSERT ADDRESS.”***

**ENDS**

**NOTES TO EDITORS**

Citizens Advice Scotland’s Scams Awareness campaign is aimed at everyone in Scotland, but is particularly targeted at those under 25 who are often the most embarrassed if they fall victim to a scam, and older Scots (55+) who tend to lose the most when scammed.

**WHAT THE YOUGOV DATA SAYS**

All figures, unless otherwise stated, are from YouGov Plc.

**Consumer Tracker Survey 2019:**

*Total sample size was 2078 adults. Fieldwork was undertaken 12th – 23rd March, 2019.  The survey was carried out online. The figures have been weighted and are representative of all Scottish adults (aged 18+).*

**As far as you are aware, has anyone ever tried to scam you in the past year (i.e. since early March 2018)?**

*2,078 base, all Scottish adults.*

22%        At least once in the past year

10%        At least two or three times

14%        Three times or more.

40%        No

13%        Don’t know/can’t recall.

**How were you approached when someone tried to scam you?**

*968 base, all Scottish adults who were targeted by a scam in the last year.*

38%        email

27%        landline

15%        mobile

10%        online

5%          text

2%          cold caller in person

1%          direct post

0.5%       Indirect post

2%          Other

1%          Don’t know/ can’t remember

**What types of scam have you experienced?**

*968 base, all Scottish adults who were targeted by a scam in the last year.*

39%        computer/internet repair scam

38%        personal injury scam

32%        fake tax refund scam

32%        online transaction security scam (PayPal etc.)

30%        banking security scam

16%        lottery/prize draw/competition scam

12%        fake or non-existent goods (event tickets etc.)

9%          dating/romantic scams

7%          home improvement scams

4%          home repair scams

11%        Other

5%          Don’t know

**YouGov Scotland Omnibus survey on Stigma:**

*Total sample size was 1,012 adults. Fieldwork was undertaken 26th – 28th March 2019.  The survey was carried out online, as part of the YouGov Scotland Omnibus Survey. The figures have been weighted and are representative of all Scottish adults (aged 18+).*

**Do you think that people should or should not be embarrassed about being in each of the following situation: falling victim to a scam?**

*1,012 base, all Scottish adults.*

71%        Should not be embarrassed

16%        Should be embarrassed

12%        Don’t know

2%          Prefer not to say

**Which, if any, of the following do you think are the MAIN reasons why people become victims of financial scams?**

*1,012 base, all Scottish adults.*

82%        Scammers are clever (in the way they present their scam, convince people to give their money etc.)

57%        It’s easy for people to be tricked when it comes to money

22%        Victims of scams aren’t paying enough attention to their money

22%        Victim of scams are just unlucky

21%        Victims of scams are greedy

2%          None of these

5%          Don’t know

1%          Prefer not to say

**CITIZENS ADVICE SCOTLAND STATISTICS**

* In terms of people reporting scams to us, we saw a 113% increase from 2017/18 to 2018/19 across the Scottish CAB network.