



# Phishing fears in the AI era

How concerned are Brits as AI tech advances –  
and do they think financial institutions are doing  
enough to prevent phishing scams in 2025?





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# Foreword



As phishing attacks grow more sophisticated, Brits are facing a growing wave of digital deception—one fuelled by advancements in AI. From hyper-personalised scam emails to deepfake voice fraud, cybercriminals are leveraging technology to make phishing attempts more convincing than ever.

But just how concerned are consumers about these evolving threats? And more importantly, do they believe that banks and financial institutions are doing enough to educate and protect them?”

**Matt Palframan**

Director of Financial Services Research, YouGov UK

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# Report takeaways



## AI concerns

More than 3 in 4 Brits are concerned about the use of AI to create more convincing phishing scams (79%). This increases to 83% among Gen X and 85% among Baby Boomers.



## Scam spotlight

11% of Brits say they have fallen victim to phishing scams, with more than half of victims experiencing loss of money as a result of the scam (58%).



## The big short(fall)

British consumers expect more from banks/financial institutions. 73% agree that banks should be doing “a lot more” to educate about financial phishing scams.



## The key to engagement

3 in 4 Brits say that clear, actionable tips are the most engaging format for phishing awareness content, followed by real-life examples.



## Phishing awareness

Emails or newsletters are cited as the most effective format for educational materials about financial phishing, and the majority of Brits would prefer to receive phishing awareness updates on a monthly basis.



# Methodology

**The insights in this report have been sourced via YouGov Surveys.**

The insights in this report were sourced via YouGov Surveys – providing rapid answers from the right audience. The multi-region survey was conducted from January 23 – February 7, 2025, with 2,124 respondents in Great Britain. Additional insights are available for 16 other markets: Australia, Canada, Denmark, France, Germany, Hong Kong, India, Indonesia, Italy, Mexico, Poland, Singapore, Spain, Sweden, the UAE and the USA.

The target group ‘victims of financial phishing scams’ refers to Brits who answered “Yes, I have” for the question: “Have you ever been a victim of a financial phishing scam, whereby you have unintentionally shared personal or financial information with a scammer?”

Throughout the report, each generation is defined as: Gen Z (born in 1997 or later) Millennials (born in 1981-1996), Gen X (born in 1965-1980), and Baby Boomers+ (born in 1964 or before).

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Exploring the fear factor

# Are Brits concerned about phishing?



### Phishing fears:

## 1 in 2 Brits are concerned about the likelihood of falling victims to a financial phishing scam (51%)

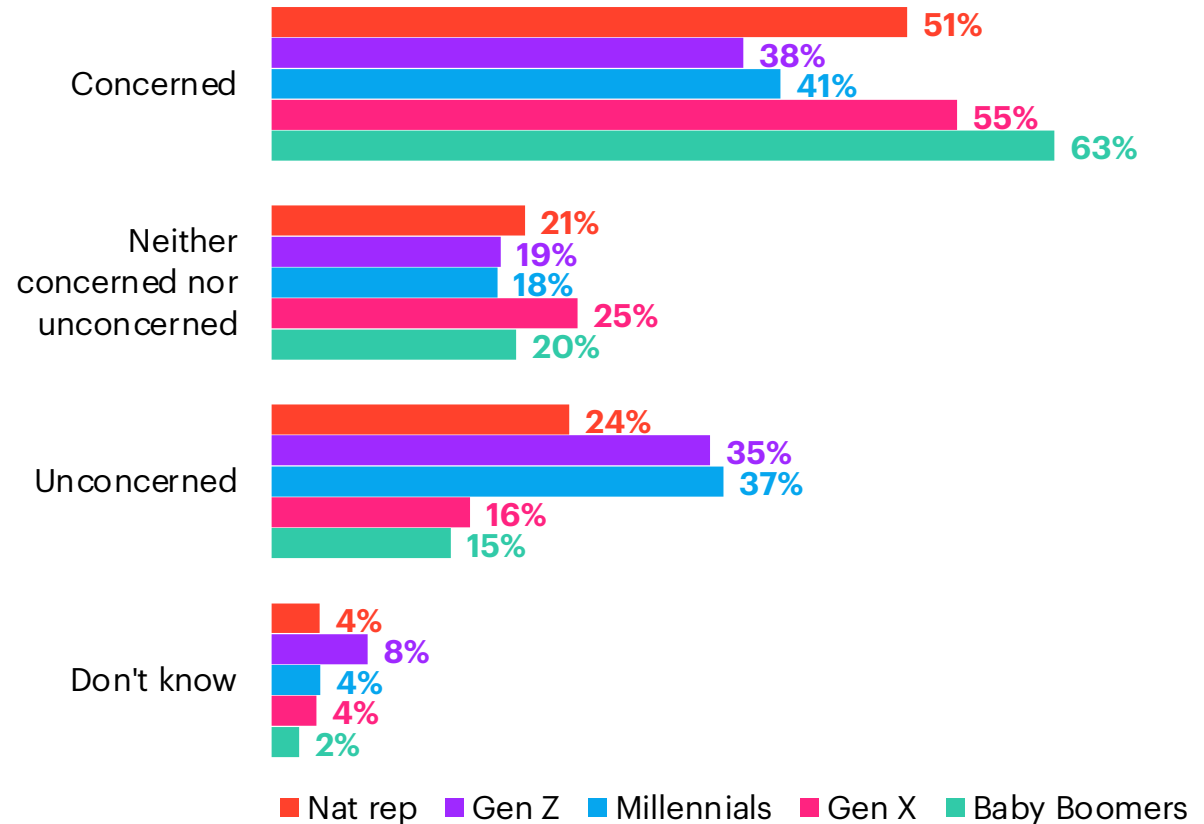
This increases to 63% among Baby Boomers.

Gen Z and Millennials are most likely to be unconcerned about phishing scams (35% and 37% respectively).

Females are slightly more likely to express concern compared to males (54% vs 49%).

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### How concerned or unconcerned are you of the likelihood of you falling victim to a financial phishing scam?



Phishing fears:

Globally, Singaporeans are most likely to be concerned, while Swedes are least likely to be concerned

Brits are aligned with the multi-market average, with 51% expressing concern.

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How concerned or unconcerned are you of the likelihood of you falling victim to a financial phishing scam?

	Answer: Concerned
Great Britain	51%
All	52%
Singapore	72% ▲
Indonesia	70% ▲
India	69% ▲
Australia	64% ▲
UAE	64% ▲
Mexico	64% ▲
France	59% ▲
Canada	54%
Spain	52%
Hong Kong	52%
Italy	44% ▼
Germany	43% ▼
Poland	43% ▼
US	42% ▼
Denmark	29% ▼
Sweden	26% ▼

YouGov Surveys, January 23 – February 7, 2025. n> 500  
All – unweighted 17 market average  
▲/▼: Indicates statistically significant differences compared to All.



### Phishing fears:

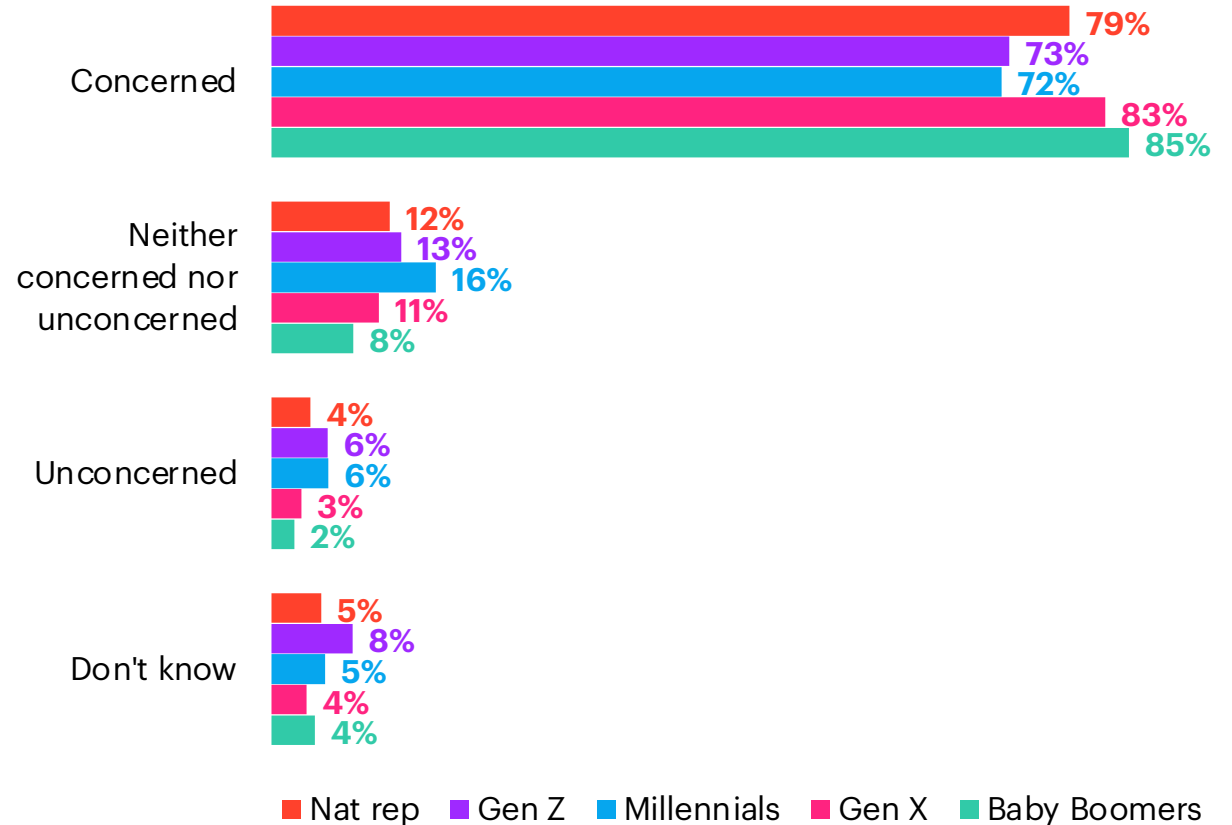
## More than 3 in 4 Brits are concerned about the use of AI to create more convincing phishing scams (79%)

This increases to 83% among Gen X and 85% among Baby Boomers.

Gen Z and Millennials are slightly less likely to be concerned about the use of AI to create more convincing phishing scams (73% and 72% respectively).

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### How concerned are you about the use of AI to create more convincing phishing scams?



### Phishing fears:

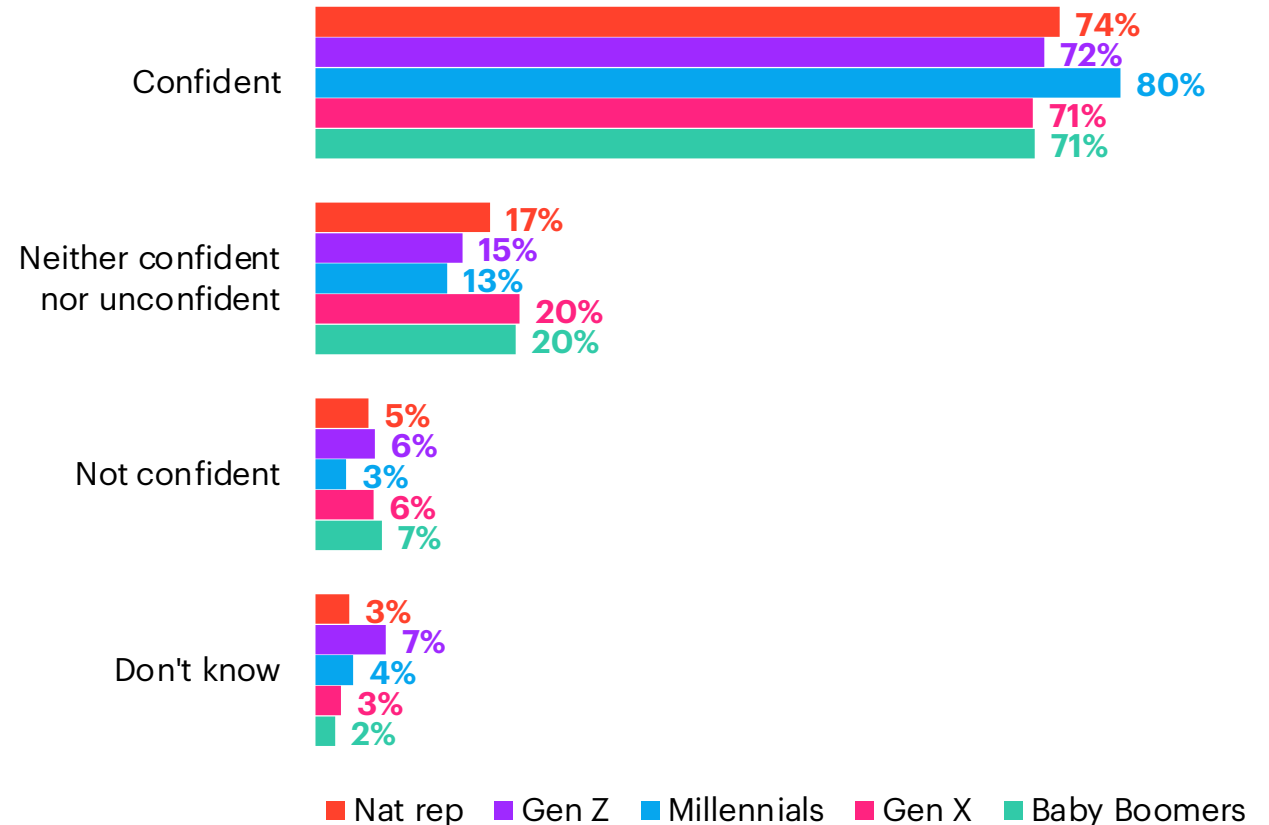
## However, the majority of Brits still feel confident in identifying phishing scams

Millennials are most likely to be confident about identifying phishing scams (80%).

Men are more likely to be confident in identifying phishing scams compared to women (78% vs 70%).

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### How confident or unconfident are you in identifying phishing scams?



Charting phishing expeditions:

# How many Brits have fallen victim to phishing attempts?





Charting phishing expeditions:

# 1 in 10 Brits indicate they have been a victim of a financial phishing scam

11% of Brits state they have been a victim of a financial phishing scam in the past, 5 percentage-points lower than the multi-market average of 17%.

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Have you ever been a victim of a financial phishing scam, whereby you have unintentionally shared personal or financial information with a scammer?

	"Yes, I have"
Great Britain	11% ▼
All	17%
Indonesia	31% ▲
UAE	30% ▲
Mexico	26% ▲
India	25% ▲
Australia	23% ▲
Canada	19%
France	16%
Germany	15%
US	15% ▼
Singapore	14% ▼
Spain	14% ▼
Hong Kong	13% ▼
Sweden	11% ▼
Poland	11% ▼
Denmark	10% ▼
Italy	7% ▼



YouGov Surveys, January 23 – February 7, 2025. n> 500  
All – unweighted 17 market average  
▲/▼: Indicates statistically significant differences compared to All.

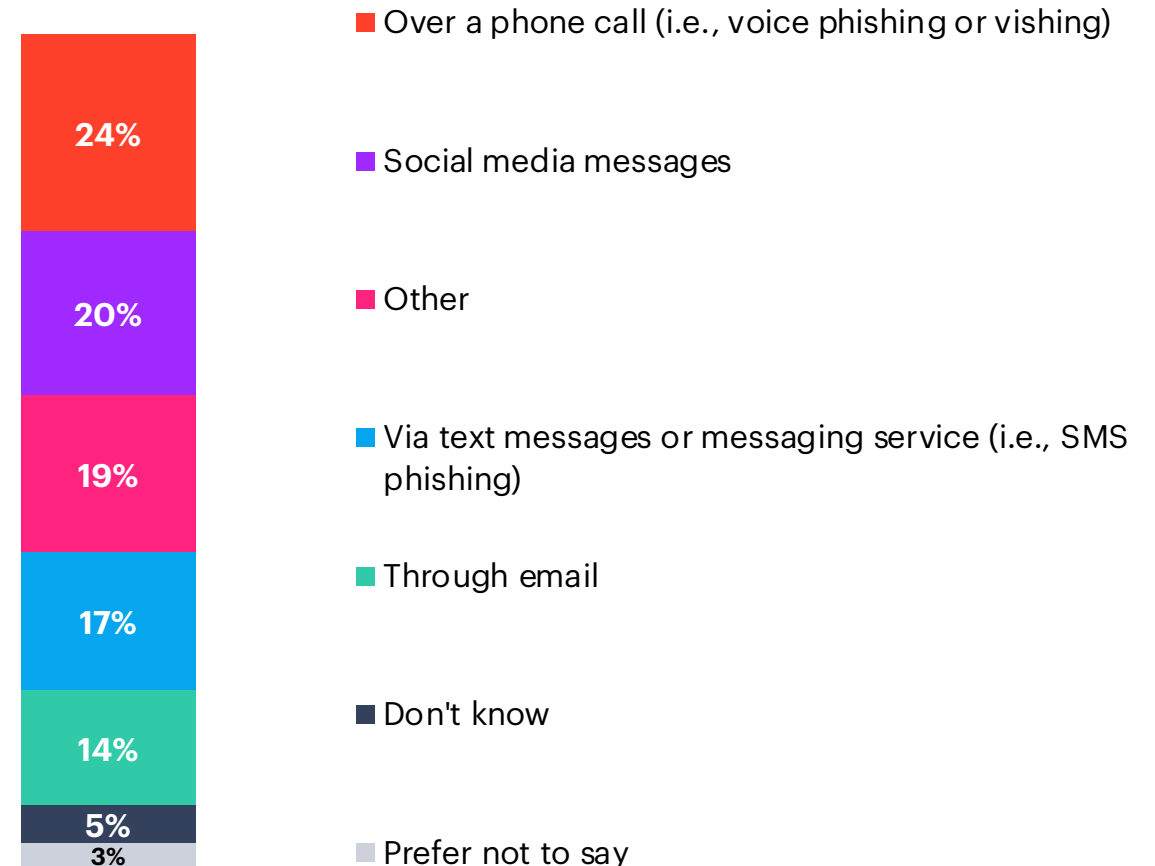
### Charting phishing expeditions:

## Victims of financial phishing scams were mainly targeted over phone calls and social media

24% of financial phishing scam victims in Britain were targeted via phone calls, followed by social media messages (20%).

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### How was your personal or financial information targeted?



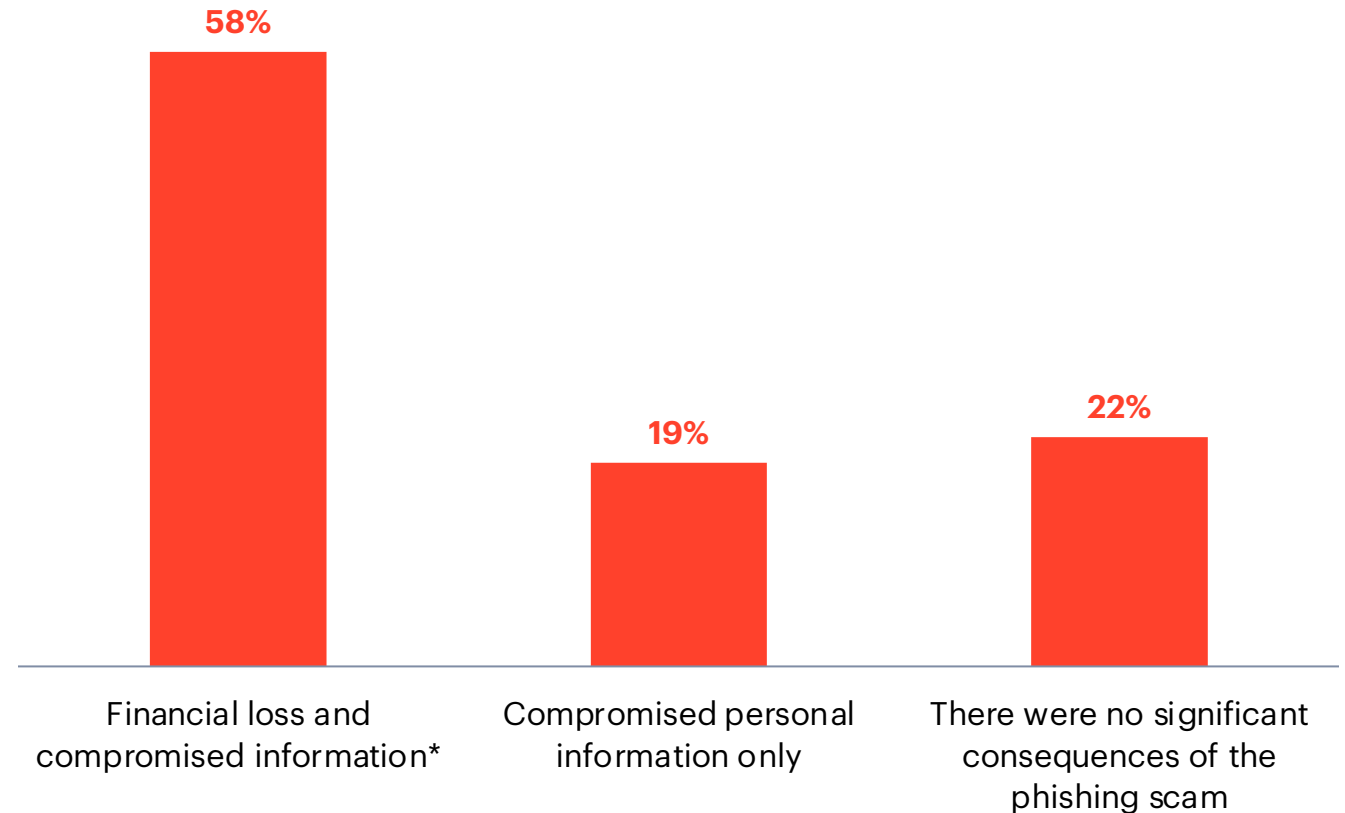
### Charting phishing expeditions:

## Over half of victims experienced financial loss as a result of a financial phishing scam (58%)

~1 in 5 indicated they experienced no significant consequences because of the phishing scam (22%).

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### What were the consequences of the phishing scam?



YouGov Surveys, January 23 – February 7, 2025. GB n> 200

Target group: Financial phishing scam victims

"Don't know" responses not shown.

\*Results combined for "Loss of money" and "Both financial loss and compromised information"



Phishing for answers:

# Do Brits think banks are doing enough to prevent financial phishing?



### Phishing for answers:

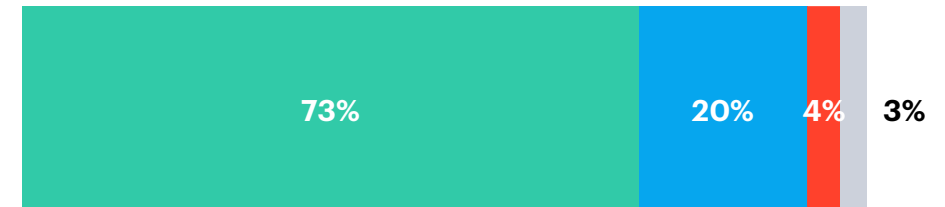
## 73% of Brits agree that banks should be doing “a lot more” to educate about financial phishing scams

On a similar note, only 1 in 5 Brits agree that it is not banks’ responsibility to protect people against financial phishing scams – with those aged 25-35 most likely to agree compared to nat rep.

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To what extent do you agree or disagree with the following statements relating to phishing?

*“Banks should be doing a lot more to educate customers about phishing scams.”*



*“It is not banks' responsibility to protect people against phishing scams.”*



■ Agree ■ Neither agree nor disagree ■ Disagree ■ Don't know

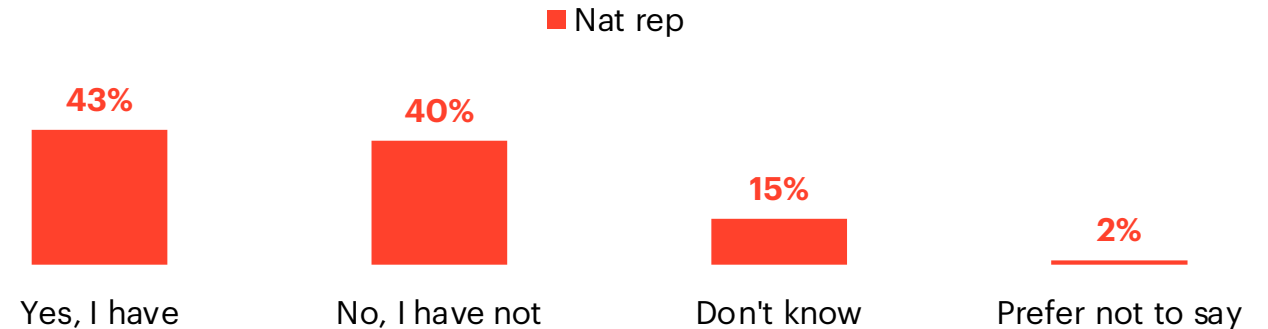
Phishing for answers:

## 4 in 10 Brits say they have received phishing awareness materials from their bank (43%)

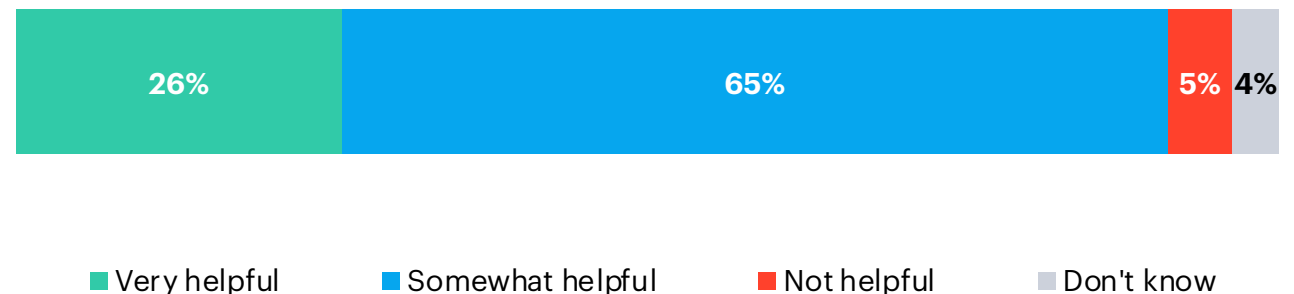
91% of people who have received phishing awareness materials or trainings from a bank found them to be very or somewhat helpful.

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Have you ever received phishing awareness materials or training from your bank?



How helpful did you find the materials or training provided by your bank?





Phishing for answers:

Emails or newsletters are cited as the most effective format for educational materials

The majority of Brits favour digital formats for education related to phishing scams.

17% think in-branch workshops or presentations would be most effective.

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What formats do you think would be most effective in educating people about phishing scams?

Response label	Nat rep	Gen Z	Millennials	Gen X	Baby Boomers+
Emails or newsletters with tips and examples	50%	38% ▼	43% ▼	49%	62% ▲
Short videos or animations	43%	48%	40%	47%	39%
Mobile app notifications or guides	42%	45%	44%	45%	37% ▼
Social media posts and tips	40%	47% ▲	46% ▲	41%	29% ▼
Interactive online tutorials or courses	33%	34%	34%	36%	27% ▼
Interactive quizzes or simulations	27%	32%	29%	30%	22% ▼
In-branch workshops or presentations	17%	19%	21%	16%	15%

YouGov Surveys, January 23 – February 7, 2025. GB n> 300  
Target group: Nat rep by generations  
“Don’t know” and “prefer not to say” responses not shown.  
▲/▼: Indicates statistically significant differences compared to Nat rep.

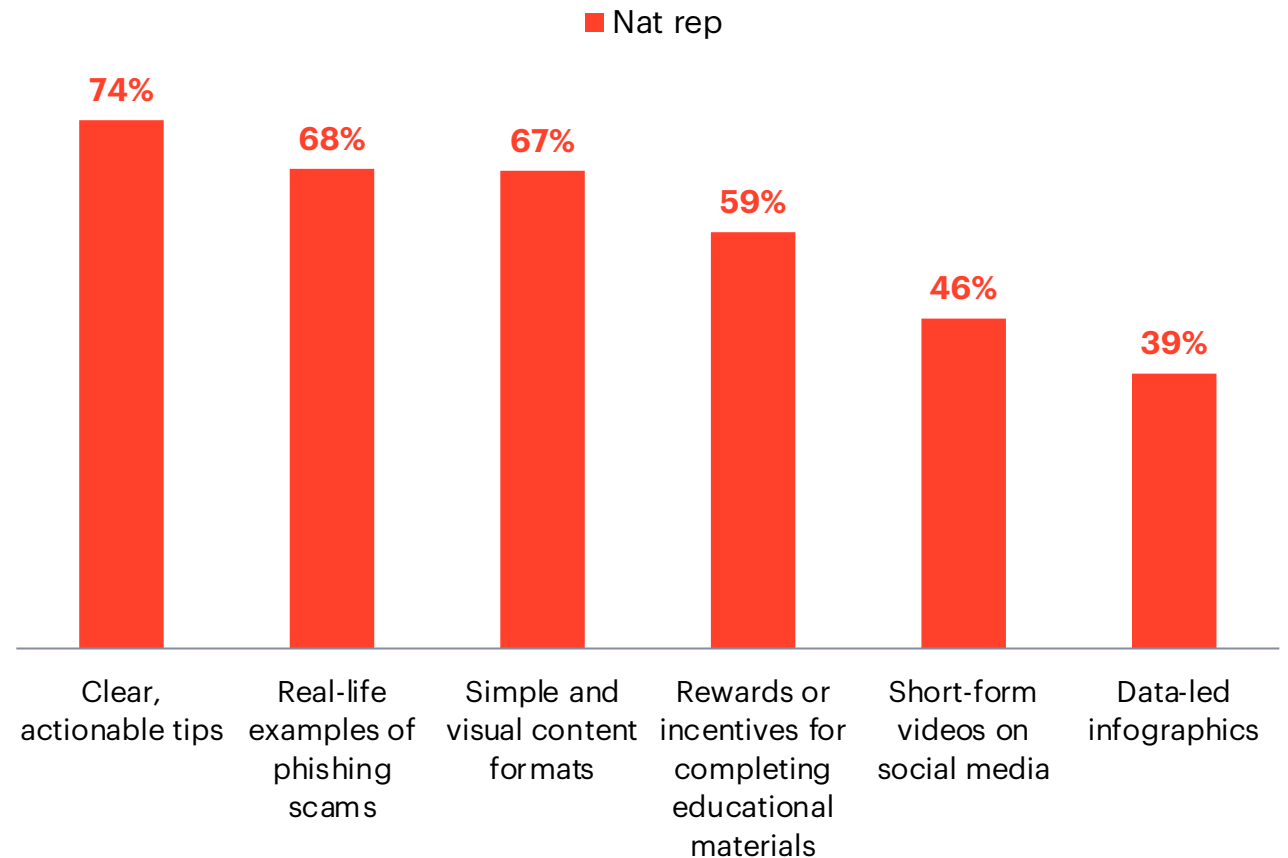
Phishing for answers:

## 3 in 4 Brits say that clear, actionable tips are the most engaging format for phishing awareness content

Data-led infographics and short-form videos are the least appealing format for Brits.

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How likely would you be to engage with the following types of phishing awareness content from your bank?



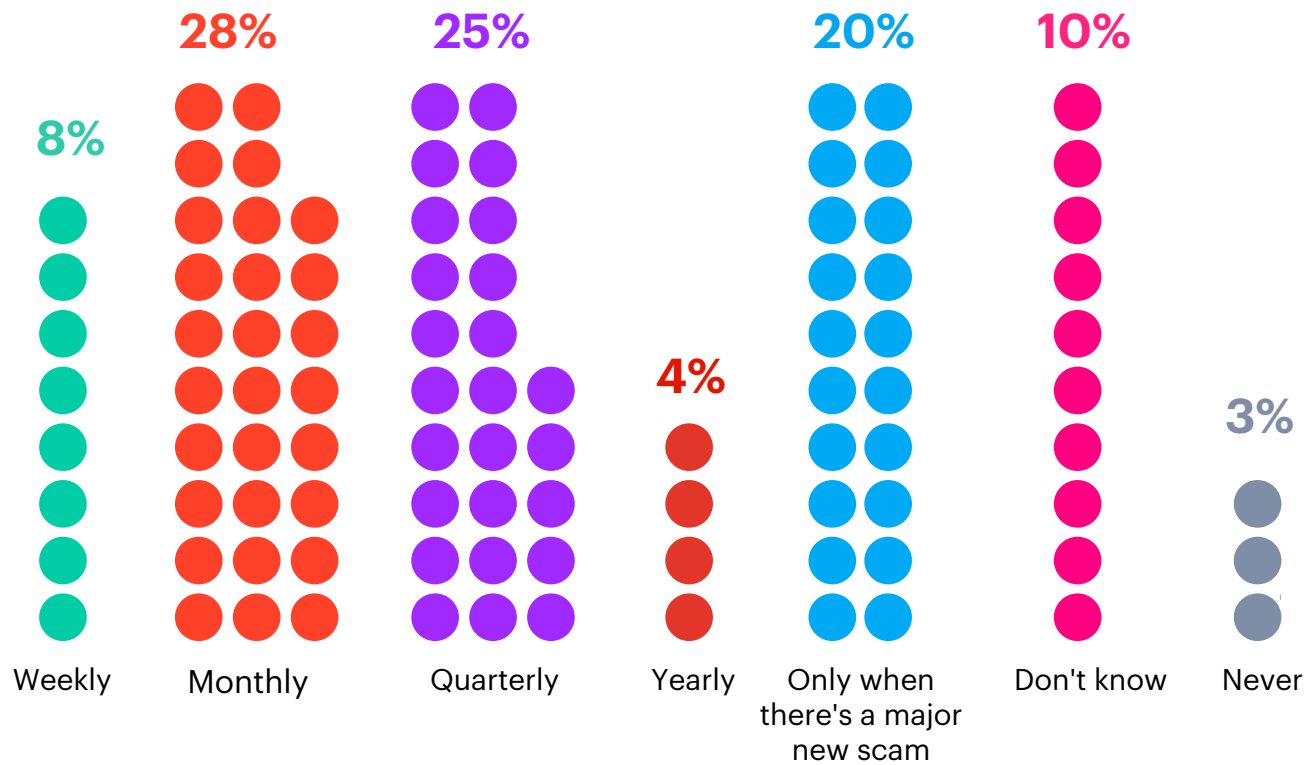
Phishing for answers:

The majority of Brits would prefer to receive phishing awareness updates on a monthly basis

Most Brits favour a less-is-more approach, preferring to receive updates on a monthly or quarterly basis rather than weekly.

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How often would you prefer to receive phishing awareness updates from your bank?



YouGov Surveys, January 23 – February 7, 2025. GB n> 2,100  
Target group: Nat rep  
“Prefer not to say” responses not shown



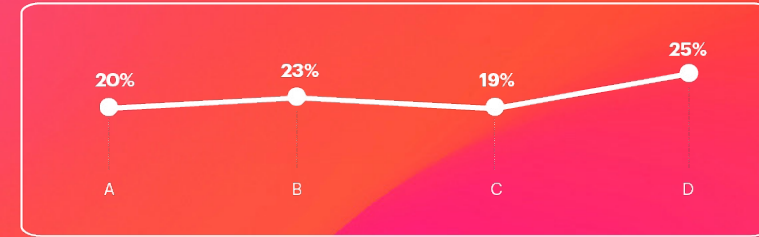
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## Data results



**37%**  
(vs. Nat Rep)



# Thank you

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**/Research Reality**

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